



# Strategic Plan

2020-2022

## Laying the foundations to scale up

Using the combined power of online education and community support to make migration successful





"IF THE POOR APPEAR AT ALL, IT IS USUALLY AS THE DRAMATIS PERSONAE OF SOME UPLIFTING ANECDOTE OR TRAGIC EPISODE, TO BE ADMIRERD OR PITIED, BUT NOT AS A SOURCE OF KNOWLEDGE, NOT AS PEOPLE TO BE CONSULTED ABOUT WHAT THEY THINK OR WANT OR DO."

Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty, 2011. By the 2019 Memorial Nobel Prize in Economic Sciences Abhijit Banerjee and Esther Duflo.

# CONTENTS

<b>FOREWORD.....</b>	<b>4</b>
<b>THE CHALLENGE .....</b>	<b>6</b>
<b>WHO WE ARE.....</b>	<b>9</b>
<b>OUR JOURNEY AND IMPACT.....</b>	<b>10</b>
<b>OUR STRATEGIC PLANNING PROCESS .....</b>	<b>14</b>
Getting insights from the community	14
Coming up with a plan	15
Sharing key findings	17
<b>OUR FIVE GOALS TO CREATE MOMENTUM .....</b>	<b>20</b>
Goal 1. Make education accessible and desirable	22
Goal 2. Deliver first class training	25
Goal 3. Create a pyramid scheme for good	26
Goal 4. Amplify community support	29
Goal 5. Be a game changer	30
<b>HOW WE WORK .....</b>	<b>32</b>
Principle 1. Human-centric and community-led	34
Principle 2. Data-driven and scalability	35
Principle 3. Collaboration	36
Principle 4. Integrity and accountability	37
Principle 5. Sustainability and cost-efficiency	38
<b>MEET SOME UPLIFTERS STUDENTS !.....</b>	<b>40</b>
<b>FINANCIAL PROJECTION.....</b>	<b>42</b>
<b>TO CONTACT US.....</b>	<b>43</b>

# FOREWORD

For one minute, please step into the shoes of a migrant domestic worker in Hong Kong or Singapore. You are originally from the Philippines or Indonesia and you had to migrate abroad in order to provide for your family that you left behind. It's emotionally taxing and the financial pressure that you face doesn't make it any easier. You, your family, your community and also your employer needs your migration journey to be successful. But there are so many pitfalls on your way. Unethical agencies, loan sharks, scammers but also unscrupulous friends or even family members try to take advantage of you.

The entire system contributes to making you feel powerless. So powerless in fact that you may not even see the benefits of joining education programmes like financial literacy courses during your days off even though it would be critical to make your migration work. And yes, you are also just human and after working long hours, you tend to prioritise short term gratifications rather than planning and saving for your own future. Like we all do.

**How can we empower more migrant domestic workers to financially educate themselves and make life decisions that would be beneficial to everybody : themselves, their communities and their host-countries on the long-term?**



That was the question that prompted me to start Uplifters in September 2017. From a blog and group chat two years ago, we've transitioned to a full online education platform and a community of more than 5,000 members. Our online courses are accessible for this community because they are on a media that domestic workers use on a daily basis, Facebook. The challenge with online education is to get students to complete their courses. That's why our courses are facilitated by a team of more than 60 domestic workers, all Uplifters alumni who volunteer to support fellow domestic workers. Thanks to them, more than 700 domestic workers have joined our "Prepare for the Future" online programme which corresponds to more than 10,000 hours of training. 100% now manage their money better and 97% have said that Uplifters has transformed their lives.

Our scalable architecture is promising but still at a start-up stage. You will find out in the next few pages how we plan to build up strong foundations in the next three years to effectively grow our impact thereby allowing thousands of domestic workers to strive for better outcomes and break the cycle of poverty. Ultimately our ambition is to develop innovative and replicable solutions to scale access to education and give people the tools they need to transform their futures and those of their communities. We are building a large community of Uplifters made out of our students, alumni, volunteers and supporters and we hope you will become one as well.

**Marie Kretz Di Meglio**

Founder and CEO

December 2019

*Uplifters*

# THE CHALLENGE

Migrant domestic workers have a significant social and economic impact both on their native and receiving countries. 1.6 million Filipino and Indonesian women live abroad<sup>1</sup>, approximately a quarter of them are in Hong Kong and Singapore<sup>2</sup>. In Hong Kong, they represent 10% of the total working population<sup>3</sup>, providing help to approximately one in eight families<sup>3</sup>, in most cases (71%)<sup>2</sup> enabling both parents to work by taking care of their children, thus creating value for their families, companies and the local society at large.

Value is also created for their home countries: 10% of the Philippines GDP was attributed to personal remittances in 2018<sup>3</sup>. These remittances, which are by far the main reason for migration<sup>1</sup>, represent a very high portion of the migrant workers' salary, and are intended to be primarily used to pay for their family's daily necessities (72%), to send their kids to school (65%) and to buy or build a house (33%)<sup>3</sup>. With no

## MIGRANT DOMESTIC WORKER REMITTANCES



72%  
FAMILY'S DAILY  
NECESSITIES



65%  
KIDS SCHOOL



33%  
BUILD A HOUSE



LITTLE  
SAVINGS

accounting for the future and hardly any tendency to save money, they cannot face any unforeseen issue (such as medical problems, emergency support to family members). This makes them ideal targets for loan sharks and various money lenders. Situations like these initiate vicious debt circles. In the end very few migrant workers save for their own future, and most end up returning home after years of work with little savings and insecure futures.

Furthermore, whilst more than half of the prospective migrant workers expect to have a good life in Hong Kong or Singapore before leaving their home country<sup>1</sup>, many of those who've already migrated have experienced some form of rights violation whilst living abroad. In addition, some may face limited freedom of movement (49%), travel documents being confiscated (32%), various types of verbal and/or physical abuse, and challenging working conditions (forced overtime, poor living arrangements, nutritional neglect, etc.). In total, 77% of migrant workers returning home reported indicators of forced labour, in other words,  $\frac{3}{4}$  experienced one form or another of modern slavery<sup>1</sup>. Migrant workers do not always know their rights, and when they do, they still need to find the courage - and support - to speak up and defend them.

<sup>1</sup> Seefar - *Modern slavery in Asia*, 2016

<sup>2</sup> Experian & Enrich *The value of care*, 2019

<sup>3</sup> Seefar - *Making migration work*, 2019

IN THE END MOST  
MIGRANT WORKERS  
END UP RETURNING  
HOME AFTER YEARS  
OF WORK WITH  
LITTLE SAVINGS AND  
INSECURE FUTURES.



In a nutshell, the conditions to make migration successful at the host-country level are to ensure good working and living conditions, provide effective support in case of abuse and help migrant domestic workers to prepare financially for the future. There are great organisations already operating at a local level and whose work has proven very impactful in supporting migrant domestic workers. However, they often have difficulties getting their services known and used. Access is not only made difficult by long working hours and limited time but also by a pervasive lack of self-confidence and fear of coming across as a failure for asking for help amongst their peers. Effective community support by trained domestic workers is needed to ensure their peers are aware of these services and feel confident enough to use them.

.....

## THE CHALLENGE

- Trapped in vicious debt cycles
- Unable to prepare for the future
- Likely to experience modern forms of slavery
- Lack of confidence and support to defend their rights



.....

**To make change happen at a larger scale, we need to develop innovative and replicable solutions to ease access to education and support at a regional level.**



# WHO WE ARE

## Our Values

**Enablement.** Enablement is the core of all we do. We strive to give a fulfilling experience to all our members regardless of their background and create a global movement of Uplifters, people willing to uplift others' lives but also to learn and grow personally.

**Positivity.** We concentrate on the positive and promote a can-do attitude without denying the difficulties of the situations our members face. We don't victimise our members and work to shift the narratives around underprivileged minorities.

**Warmth.** We bring people together. We give our members a sense of belonging, a family far from home and the assurance that they matter. In a nutshell, we care.

**We EmPoWer !**

## Our Vision

We envision a world where underprivileged communities are empowered to build the lives they want for themselves.

## Our Mission

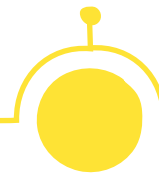
Our mission is to enable migrant domestic workers in South-East Asia to transform their lives by unleashing the combined power of online education and community support -and as such make migration successful.



# OUR JOURNEY AND IMPACT

2017

2018



## **September**

Research and in-depth interviews of migrant domestic workers to better understand their challenges. It resulted in the blog [thepersonbehindthemaids.com](http://thepersonbehindthemaids.com).

## **September**

Creation of our Facebook group “Uplift Your Life” - to date counting more than 5,200 members.

## **November**

1st pilot of “Dare to Dream”, the first module of our free online course “Prepare for the future” (money management and personal growth) with 100 migrant domestic workers.

## **March**

Establishment as a legal entity in Hong Kong.

## **April**

Transfer of our educational material from a blog to a Learning Management System.

## **June**

Launch of “Make it Happen” and “Become a Leader “ - the second and third modules of our free online programme “Prepare for the future”.

## **August**

1st session of “Dare to Dream” entirely facilitated by our first batch of “Team Leaders” with content delivered by our newly created chatbot.

# 2019



## **January**

Crowdfunding campaign.

## **February**

Recruitment of our Operations Team.

## **June**

Recruitment of our Board of Directors.

## **September**

1st strategic planning process.

## **Throughout the year**

11 sessions of our Prepare for the future course, 543 students enrolled

*Note: Team Leaders are Uplifters alumni, domestic workers themselves, volunteering to support new students throughout their studies.*



# OUR IMPACT SINCE ESTABLISHMENT

## What we've done:

We've built an active community of more than 5,000 domestic workers on our Facebook group Uplift Your Life.

727 students enrolled in our online courses

We have a 50% completion ratio for "Dare to Dream", the core module of our Prepare for the Future programme - a 3-week online course on money management and personal growth (average completion ratio of traditional online education programmes is 3-5%)<sup>4</sup>.

We've trained 86 alumni to become Team Leaders of our "Dare to Dream" online course. 59 of them have already supported a group of students. 23 are very involved, having already facilitated 5 to 12 monthly sessions.

<sup>4</sup> J. Reich. J. A. Ruipérez-Valiente. *The MOOC pivot*, *Science* 11 Jan 2019, Vol. 363, Issue 6423, pp. 130-131.

86 ALUMNI TEAM LEADERS

50% COMPLETION RATIO

727 STUDENTS



## The difference we've made:

100% know how to manage their money better and now have a clear plan for the future (47% had no plan before, 53% said that we've helped them improve their plan)

99% feel more confident to say no to money requests from friends and family members.

96% said they learnt a lot of useful advice to make their lives happier.

*End of Dare to Dream survey – Data collected on 190 participants from March to July 2019*

97% said Uplifters made a difference in their lives, including 79% a major one.

97% said Uplifters helped them to reach their goals and prepare for the future.

*Online survey sent to 496 students and alumni in November 2019 -102 participants*

100% KNOW HOW TO MANAGE THEIR MONEY BETTER

99% FEEL MORE CONFIDENT



# OUR STRATEGIC PLANNING PROCESS

## Getting insights from the community

Being a community-led initiative, our strategic planning process was primarily based on our students' insights. Our 2020-2022 strategy is also built upon existing research and the expertise and experience of partner individuals and organisations engaged in the betterment of migrant domestic workers' lives in the region. This process revolved around key consultations that took place in Hong Kong and Singapore:

- 1 FOCUS GROUP** A focus group conducted with some of our most engaged Team Leaders (Oct. 6, 2019).
- 2 COMMUNITY WORKSHOP** A community workshop aiming at refining our initial theory of change (Oct. 20, 2019).
- 3 TEAM WORKSHOP** A team workshop identifying solutions for change (Oct. 30, 2019).  
Several side meetings with key stakeholders from diverse backgrounds (civil society organisations, inter-governmental bodies and corporates -Oct. and Nov. 2019).
- 4 SIDE MEETINGS**
- 5 ONLINE SURVEY** An online survey amongst our students collecting feedback on our strategic goals and solutions (Nov. 2019).

In total, we have consulted with more than 100 of our students, of which 37 are also now Uplifters Team Leaders, two migrant domestic workers community leaders, two United Nations agencies - the International Organisation for Migration (IOM) and the International Labour Organisation's (ILO) - four non-profits (aidha, Enrich, HELP for domestic workers, EmpowerU), two recruitment agencies (the non-profit Fair Employment Foundation and We are CARING) and two corporates (Macquarie Group and Helpwise).



### Coming up with a plan

We started by identifying what is working, not working and missing in our current operations, through feedback we collected in our Team Leaders focus group conducted in Singapore. Following these first insights, the methodologies used during our theory of change workshop<sup>6</sup> helped us draw a comprehensive assessment of the change we want to see happening. We also looked at the conditions needed to ensure successful migration journeys as well as the barriers faced by domestic workers in accessing or fully benefiting from existing services. Findings from these two community consultations now form the backbone of Uplifters' 5-goal-strategy for the next three years.





IT IS THROUGH THE ANALYSIS OF THEIR RESPONSES THAT WE CAME UP WITH OUR FINAL THEORY OF CHANGE WHICH ENCOMPASSES OUR FIVE STRATEGIC GOALS AND THEIR RESPECTIVE SOLUTIONS.



From there, a second workshop gathered Uplifters' management team and Board of Directors so we could align around ideas for solutions - be they new to Uplifters' existing work or suggested changes - to achieve our goals. We eventually consulted with organisations<sup>7</sup> whose mandates or current work helped us inform the validity of these solutions and, most importantly, confirmed what the "missing middle" was and how Uplifters could fill service gaps in Hong Kong and the region. Once we had reflected on and incorporated feedback from all consulted parties, we showed the results of our work to our students again and asked for their thoughts as an ultimate step before finalising our strategy. Through an online survey we collected their comments on each of the five goals and asked them to rank our planned solutions by impact.

It is through the analysis of their responses that we came up with our final theory of change which encompasses our five strategic goals and their respective solutions.

## Sharing key findings

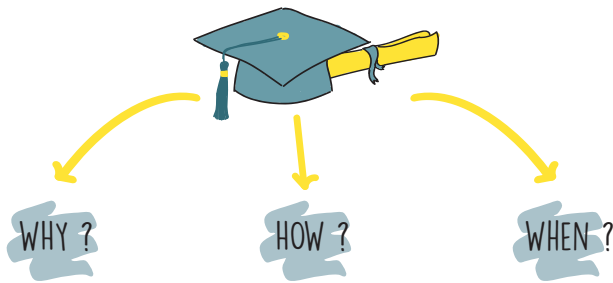
This participatory process clearly highlighted three key findings summarising the role of Uplifters as a gateway to financial education and more generally as an amplifier of community support.

<sup>5</sup> *Our consultation with China's sub-office of the International Organisation for Migration (IOM) in Hong Kong includes the insights gained from our participation to the IOM-organised working group meetings and the recollections of the International Labour Organisation's (ILO) recent initiatives.*

<sup>6</sup> *Partners participants to our TOC workshop: Fair Employment Foundation, Enrich, Helwise, HELP for domestic workers.*

<sup>7</sup> *The IOM and ILO, the non-profit organisation aidha based in Singapore, the non-profit EmpowerU based in Hong Kong, the recruitment agency We are CARING based in Singapore and the Macquarie Group.*

## EDUCATION IS NOT A GIVEN



### 1. **Being willing to educate oneself is not a given.**

It requires both the ability to think long term and a comprehensive understanding of why and how financial literacy can help you realise future plans. A positive change in consciousness is a premise to empowerment. One key word came up over and over during our consultations with community partners and our students: personal development. Self-awareness and personal growth seem to be key conditions for success. Being willing to educate oneself requires not only confidence but also the capacity to project oneself in the future. And we all know that long-term thinking is not easy, especially when your daily life is stressful.

“ ENGAGEMENT OF ALL STAKEHOLDERS IS NEEDED  
TO CREATE SYSTEMIC CHANGE ”

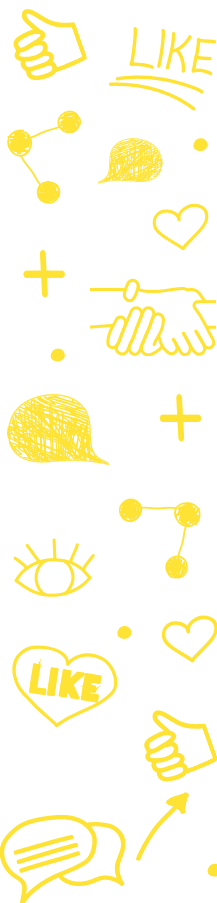
**2. Education, even if it's of high quality and tailor-made, is not enough to make change happen.**

Peer support is needed. It's not enough to know that you should save, to actually do it. It's not enough to know your employer's practices are illegal to actively look for support. This is true for all of us but even more for people from underprivileged backgrounds. Peer support is one of the most effective ways to turn knowledge into behaviour change. Hence the need to create a self-replicable pyramid for good supported and led by empowered fellow domestic workers.

**3. We need to engage stakeholders to create systemic change.**

Systemic change cannot be achieved on our own. It can only happen through the engagement of all actors. Among those, domestic workers' families at home and their employers in the working countries are key. As a matter of fact, they are often part of both the challenges and the solutions. Engagement starts with access to trustworthy and quality information which seems today too scattered to be truly accessible.

“PEER SUPPORT IS NEEDED”



Our strategy is articulated around these key hypotheses, which will be turned into operational activities and tested through a rigorous impact measurement system.

# OUR FIVE GOALS

## **1. Make education accessible and desirable**

Promote financial education and long-term planning amongst migrant domestic workers.

## **2. Deliver first class training**

Strengthen our foundations to enable us to scale up our online education programs.

## **3. Create a pyramid scheme for good**

Empower alumni to effectively support their fellow migrant domestic workers and foster long-term behavioural change.

## **4. Amplify online community support**

Develop an inclusive and mature support system to enable systemic change for migrant domestic workers.

## **5. Be a game changer**

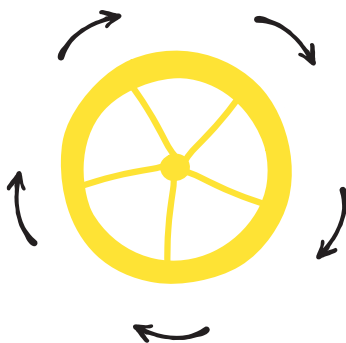
Commit to building a more inclusive society by supporting positive market changes and by fostering win-win work relationship between domestic workers and their employers.

# TO CREATE MOMENTUM

## MOMENTUM

MAKE EDUCATION  
ACCESSIBLE AND  
DESIRABLE

DELIVER FIRST  
CLASS TRAINING



BE A GAME  
CHANGER

CREATE A PYRAMID  
SCHEME FOR GOOD

AMPLIFY ONLINE  
COMMUNITY SUPPORT

# GOAL 1. MAKE EDUCATION ACCESSIBLE AND DESIRABLE

**Promote financial education and long-term planning amongst migrant domestic workers.**

## **What we want to achieve:**

By 2022, we want to have tested and identified several effective internal and external motivation triggers for migrant domestic workers to actively plan for the future and educate themselves accordingly. We want to have trained a total of 5,000 migrant domestic workers over the 3-year period. (Year 1: 800, Year 2: 1400, Year 3: 2800)

## **How we plan to do it:**

- 1.** Promote students' active referrals to boost our organic growth.
- 2.** Develop content marketing to highlight our courses' accessibility, its unique peer-to-peer community support system and the positive impact of financial education.
- 3.** Partner with relevant stakeholders who can relay our message on the benefits of financial education and amplify our reach.
- 4.** Test external motivation triggers through the creation of an Uplifters club with go-further options and privileges for its members.

# ACCESSIBILITY

DESIRABILITY

Online



EDUCATION







## GOAL 2. DELIVER FIRST CLASS TRAINING

**Strengthen our foundations to enable us to scale up our online education programmes.**

### **What we want to achieve:**

By 2022 we want to have improved our “Prepare for the future” programme and provided our students with the resources they need to achieve their vision of success.

### **How we plan to do it:**

- 1.** Optimise our success support processes through further automation and the development of a student relationship management software (CRM).
- 2.** Continue to improve the content of our “Prepare for the future” programme by: a. Incorporating student feedback and lessons learned in the 1st year of operation. b. Incorporating advice from published research on financial education and empowerment. c. Having it reviewed by financial advisors and personal coaches.
- 3.** Translate the content of our “Prepare for the future” programme into Tagalog and Bahasa, the two main languages of our beneficiaries.
- 4.** Measure the success and quality of our “Prepare for the future” programme to ensure continuous improvement through feedback loops.

## GOAL 3. CREATE A PYRAMID SCHEME FOR GOOD

**Empower alumni to effectively support their fellow migrant domestic workers and foster long-term behavioural change.**

### **What we want to achieve:**

By 2022 we want to have strengthened our community-led model by growing the numbers, leadership capacities and responsibilities of our alumni to effectively support their peers.

### **How we plan to do it:**

- 1.** Improve the structure of our alumni committee - which consists of our most experienced Team Leaders - to ensure our programmes benefit from mutual feedback mechanisms.
- 2.** Provide our Team Leaders with ad-hoc capacity building and coaching opportunities to increase the effectiveness of students' support and keep uplifting their own lives.
- 3.** Encourage and support our Team Leaders to meet face to face with their peers and (prospective) students through self-organised and replicable support groups.





## GOAL 4. AMPLIFY COMMUNITY SUPPORT

**Develop an inclusive and mature support system to enable systemic change for migrant domestic workers.**

### **What we want to achieve:**

By 2022 we want to have built a supportive community of peers, families and organisations allowing migrant domestic workers to make better life decisions and move forward.

### **How we plan to do it:**

- 1.** Leverage our community of alumni and experts to engage the 5000+ members of our Facebook group Uplift Your life.
- 2.** Use our Facebook group Uplift Your life to foster discussion around migration issues and turn the spotlight on community partners who support migrant domestic workers along their journey.
- 3.** Actively reach out to community partners to provide our students with additional content, including potential new co-designed courses, aiming at supporting their migration journey.
- 4.** Engage migrant domestic workers' families to foster or amplify support and dialogue.

## GOAL 5. BE A GAME CHANGER

**Commit to building a more inclusive society by supporting positive market changes and by fostering win-win work relationships between domestic workers and their employers.**

### **What we want to achieve:**

By 2022, we want to have actively contributed to creating a safer working and living environment for migrant domestic workers in host societies.

### **How we plan to do it:**

1. Conduct research to improve society's understanding of migrant domestic workers' internet use and digital literacy.
2. Organise a public event to show recognition to our Team Leaders and showcase the impact of our work.
3. Pilot and scale online vocational courses to increase migrant domestic workers' ability to meet their employers' specific expectations.
4. Develop an open and interactive online platform centralising existing resources for Hong Kong employers. Execute the platform around three phases:
  - a. Research on employers' needs and challenges in collaboration with community partners.
  - b. Pilot a first platform focused on sharing trustworthy information on employment regulations and issues.
  - c. Transition the pilot to a more comprehensive platform providing advanced functionalities.



# HOW WE WORK





Our work is based on a series of principles we believe are core to effectively address social issues. We also aim for management practices allowing for the highest level of accountability to our constituents at first as well as to our team and partners.



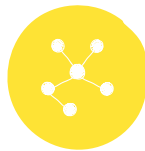
# PRINCIPLE I. HUMAN-CENTRIC AND COMMUNITY-LED

## From programme design to delivery

Our community-led approach is based on two premises:

1. People often know themselves better what they need.
2. People tend to care more about the things they're able to contribute to.

Hence our pyramid scheme for good with, at its heart, empowered Team Leaders volunteering their time to support new students. The first benefit of this approach is its replicable nature, which also makes it sustainable. Secondly, it creates a robust model which allows us to gain invaluable insights into our community, which then feeds into our human-centric approach. The more we listen and learn from the people we work with, the better we know them, and ultimately the more effective our solutions. In 2020-2022, we will continue to strengthen our human-centric and community-led approach as detailed in our strategic goals.



## PRINCIPLE 2. DATA-DRIVEN AND SCALABILITY

### **We measure what we do to continuously improve and increase our impact**

As a social initiative, our return on investment is impact. We know that random decisions produce random results. Consequently, we want to build a robust impact measurement system allowing our decisions to be evidence-based. We believe monitoring and evaluation is inherent to operations management and should be designed in a way that allows constant reflection, learning and improvement.

To ensure the quality of our impact measurement system, we will team up with experts and academics to ensure the best design possible and build our team capabilities to sustain effective processes internally. Our ultimate goal is to give our efforts the potential to have a significant impact on a maximum number of people.



## PRINCIPLE 3. COLLABORATION

### **We collaborate with partners to fill the missing middle and create systemic change**

The challenges faced by migrant domestic workers are complex. Some of these challenges are being addressed by civil society organisations whose actions have already proved successful. We therefore don't want to reinvent the wheel but offer innovative solutions to address gaps in the existing systems.

We want to implement our plan in collaboration with partners with whom we can combine our expertise to help create systemic change at scale. This necessarily includes diversity in backgrounds: governments, civil society organisations, corporates, religious institutions and individuals.

Our vision of partnership is also for the creation of an inclusive and mature support system migrant domestic workers could rely on. We also hope for partnerships based on mutual sharing from both successes and failures so our collective response can be adjusted and meet the needs of our community.



## PRINCIPLE 4. INTEGRITY AND ACCOUNTABILITY

**We work and grow accordingly to the values we promote.**

Uplifters is at a key stage of its growth where we need to move from a start up volunteer-driven initiative to an established non-profit organization. Our challenge is not only to recruit and nurture talents but also to maintain the unity and diversity of our team whilst making this move. Uplifters' daily operations are run by our Team Leaders, our volunteers, our Directors, our advisors and our staff. We do want to have our mission and work fostered by people who are committed, thoughtful and show demonstrable experience and expertise. We want these same people to show respect to others, putting into practice amongst ourselves the values we promote.

Our strategic planning process lays the foundation for an inclusive leadership where our constituents, team and partners were all consulted and had their say. We want to keep the momentum and hold ourselves accountable to our work by breaking down our three years strategy into yearly action plans; hence allowing everyone in the team to understand their role in the big picture and take true ownership. We also want to grow, structure and build our Board's capabilities so that our Directors remain engaged, supportive of our operations and proud to continue to represent Uplifters.



## PRINCIPLE 5. SUSTAINABILITY AND COST-EFFICIENCY

### **We build an integrated approach to fundraising and ensure good monitoring of funds**

We run our programmes sustainably with their full costs secured. Due to the nature of our work, we develop programmes that are by essence cost-efficient with very little variable costs. However, our ability to deliver the best programmes is dependent upon having the flexible funds to innovate, move quickly and invest in what we know works. In 2020-2022, we therefore strive to increase our unrestricted income, to further diversify our donor base and to grow the number of our regular givers.

At the time being, we work on the basis of an annual overall budget approved by our Board, with an annual break-down. Our financial situation is regularly presented to our Board members in order to ensure efficient controlling of our finances.

In 2020, we will further improve our internal financial management program, monitor our income and expenses more closely and identify potential risks as of the good use of our funding at an early stage in order to ensure a cost-effective management of our organisation.

In 2022, we will undergo a full financial audit of this strategic plan which will include recommendations from the auditors for our growing organisation.





# MEET SOME UPLIFTERS STUDENTS !

I HAD BEEN WORKING FOR 6 YEARS IN SINGAPORE BUT I HAD NOTHING TO SHOW ABOUT IT. IN JUST ONE YEAR AFTER I JOINED UPLIFTERS, I STARTED BUILDING A 4-ROOM HOUSE IN THE PHILIPPINES. I DON'T HAVE A WEEKLY DAY OFF TO ATTEND FACE TO FACE CLASS SO UPLIFTERS WAS A UNIQUE OPPORTUNITY."



Nellie  
FILIPINA



Evelyn  
FILIPINA

" THANKS TO UPLIFTERS I'VE FINALLY LEARNED TO SAY "NO" IN A NICE BUT EFFECTIVE WAY. MY KIDS NOW UNDERSTAND THE VALUE OF MONEY AND THE IMPORTANCE OF SAVINGS."

"WHAT'S UNIQUE ABOUT UPLIFTERS ARE THE ONLINE CLASS CHATS WHERE STUDENTS CAN SHARE THEIR DIFFICULTIES AND MOTIVATE EACH OTHER WITHOUT FEAR OF BEING JUDGED."



Steph  
INDONESIAN



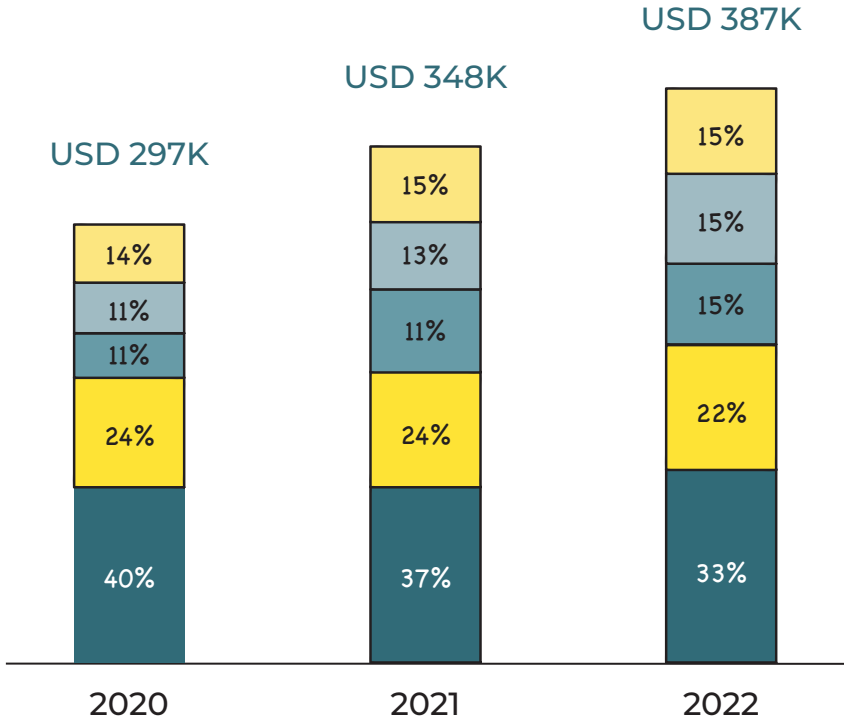


"UPLIFTERS SHOWED ME THE PATH TO BECOMING FINANCIALLY INDEPENDENT AND ALSO OPPORTUNITIES TO HELP MY FELLOW DOMESTIC WORKERS. I AM SO HAPPY TO GIVE BACK AS A TEAM LEADER."



"I CAME TO HONG KONG 2 YEARS AGO TO LEAVE A TOXIC RELATIONSHIP WITH MY HUSBAND. UPLIFTERS IS NOT JUST ABOUT MONEY MANAGEMENT BUT ALSO PERSONAL DEVELOPMENT AND EMPOWERMENT AND I AM LITTLE BY LITTLE REACHING MY OBJECTIVE TO MAKE MYSELF COMPLETE AGAIN AS AN INDEPENDENT WOMAN."

# FINANCIAL PROJECTION



- Prepare for the Future Online Course
- Community Building
- Developing inclusive societies
- Core operations
- Sustainability Fund

We need your support! Contact us for more information and a detailed budget.



## TO CONTACT US

-  [uplifters-edu.org](https://uplifters-edu.org)
-  [hello@uplifters-edu.org](mailto:hello@uplifters-edu.org)
-  [@uplifters.community](https://www.facebook.com/uplifterscommunity)
-  [@uplifters.community](https://www.instagram.com/uplifterscommunity)
-  [Uplifters](https://www.linkedin.com/company/uplifters)
-  +852 9731 9713

SUPPORT US!

\* DONATE  
\* VOLUNTEER  
\* SHARE



*Credit: Marine Pitto & Lydia Kerverdo*

**Uplifters is a non-profit organization registered in Hong Kong. We empower underprivileged communities with online education and peer support.**

