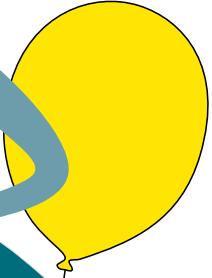
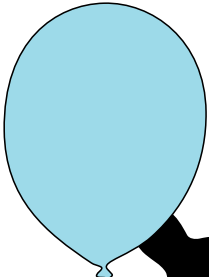
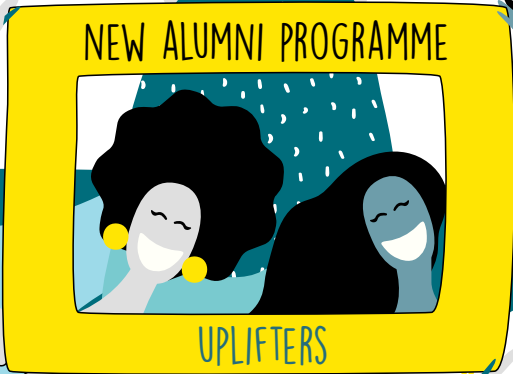


# 2023 IMPACT REPORT



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# LETTER FROM THE CHAIRPERSON AND THE CEO

2023 proved to be a pivotal year for Uplifters. Since inception in 2018, we have grown quickly and empowered more than 8,500 domestic workers through our signature online course, 'Dare to Dream,' focusing on money management, mental well-being, and personal development. That is more than three migrant domestic workers enrolling every day!

Thanks to our community-led approach, we train alumni who are eager to give back to their peers and volunteer to support our new students. They are called Team Leaders.

In 2023, our 60 active Team Leaders each volunteered on average 40 hours, and a total of 2,000+ hours. This is a testament to the impact of our organisation.

Our ambition remains to impact as many migrant domestic workers as possible. By the close of 2022, we realised that the concept of financial education - even when offered free and easily accessible - remains challenging to many. Most people are more likely to enrol in a financial education programme if they are encouraged by a friend.

Moreover, literature on the impact of financial education shows it is more effective when repeated over time and at a "teachable" moment.

**We therefore decided we needed to strengthen our community-led aspect and offer ongoing support to our alumni.**

60 ACTIVE TEAM  
LEADERS VOLUNTEERING  
A TOTAL OF 2,000+  
HOURS!



DARE TO DREAM IS

- ENTIRELY ONLINE
- FREE
- SELF PACED LEARNING

*Uplifters*

In agreement with our partners, we decided to cut advertising for most of the year and redirect our focus to designing and pilot-testing new initiatives.

In 2023, we launched three significant endeavours: an Alumni Programme, a Referral Programme, and Uplifters Clubs.

- **Thanks to our new Alumni Programme**, alumni receive ongoing support to achieve their goals, plus access to additional new courses on topics such as mental health, cultivating a positive workplace mindset, effective time management, and more.
- **Our Referral Programme** leverages the network of our alumni. As they refer friends to join, alumni are rewarded with goodies. Launched in July 2023, this initiative has significantly bolstered our organic growth strategy.
- **Alumni now have the opportunity to create local Uplifters Clubs**, where they are trained to facilitate in-person educational activities. This initiative deepens the 'Dare to Dream' course experience and facilitates easier access for their friends to learn about our programmes. True to our core principles, this approach is both scalable and community-led. The Uplifters Club meetings take place in locations where domestic workers meet during their days off and are entirely coordinated and led by Uplifters Team Leaders. While these meetings are optional, they aim to enhance the overall course experience. Students can still complete our courses and receive their certificates of completion without attending these gatherings.

Uplifters has always prided itself on the accessibility of which serves as our core strength. Our signature online 'Dare to Dream', is entirely online, free of charge, and designed for self-paced learning. There are no fixed schedules or mandatory meetings; students can conveniently access course materials without downloading any additional apps. All necessary links are conveniently shared through widely used social media platforms such as Facebook Messenger and WhatsApp.



Uplifters



"THE ACCESSIBILITY  
OF OUR COURSES  
SERVES AS OUR CORE  
STRENGTH"

In 2023, we also worked on making 'Dare to Dream' more engaging and enhanced the learning experience. In the past, we had been limited in our course format options because our students had low-bandwidth internet. This is no longer the case, as data plans are now cheaper. As a result, we underwent a comprehensive revision of 'Dare to Dream'. This revamp included several improvements, such as shorter text lessons accompanied by corresponding audio, whiteboard explainer videos, and new self-coaching exercises. Additionally, we introduced relatable, fictional animated video stories of migrant domestic workers, explaining the concept of the lesson. This teaching tool allowed us to emotionally engage with students, simplify complex concepts, and enhance memory and motivation. You can watch them on our YouTube channel [@onlinecoursesbyuplifters](https://www.youtube.com/@onlinecoursesbyuplifters).

In 2023, to aid in implementing our new initiatives, we welcomed three new Board Advisors and one new Board Director to our Uplifters team. We are incredibly grateful for the expertise they have brought and for their support throughout the year.

**As Q1 2024 closes, we are poised to expand our impact significantly and sustainably by:**

- **Enrolling new students** - Leveraging our revised outreach strategy to attract and enrol new students into our programmes.
- **Increasing our impact on alumni** - Continuously engaging our alumni with fresh educational content, including support for their transition back home through an upcoming online micro-enterprise course, which we plan to release in the coming months. Notably, over 40% of our alumni from 2023 have expressed a keen interest in participating in a micro-enterprise course, making it our top priority.
- **Driving systemic change** - Collaborating with our partners, specifically NGOs serving migrant domestic workers, to develop co-branded courses to contribute to systemic change in the field.

IN 2023, WE ENHANCED THE LEARNING EXPERIENCE AND LAUNCHED

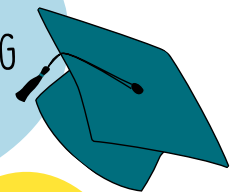
FICTIONAL ANIMATED VIDEO STORIES

NEW SELF-COACHING EXERCISES

WHITEBOARD EXPLAINER VIDEOS

SHORTER TEXT LESSONS

AUDIO



In summary, 2023 was a year of deliberate pacing to accelerate future growth. We look forward to sharing updates on our progress with you, and we extend our heartfelt gratitude for your trust and support. It is through your partnership that we've been able to make bold choices and implement changes we believe are vital for our long-term sustainability and, most importantly, for the positive impact we have on the beneficiaries we serve.

**Marie Kretz Di Meglio**

**UPLIFTERS FOUNDER AND CEO**

**Alex Misseri**

**UPLIFTERS CHAIRPERSON**



*Uplifters*

WHY  
WE  
EXIST

# THE MIGRANT DOMESTIC WORKER PARADOX

A stark reality looms for the millions of migrant domestic workers across Southeast Asia and the Middle East. Predominantly women from the Philippines, Indonesia, India, Sri Lanka, and Myanmar, embark on migration journeys driven by financial necessity. They aspire to a brighter future for themselves and their families, which they have to leave behind. But despite their sacrifices and crucial contributions to our societies and economies, most migrant domestic workers fail to make their migration successful, and many even return home worse off than when they arrived (Seefar, 2016).

## THEIR CRUCIAL CONTRIBUTIONS TO OUR SOCIETIES

Migrant workers bring essential labour to their host countries as they enable a significant portion of the local population, particularly women, to participate in the workforce by taking over household responsibilities such as childcare, eldercare, and housekeeping.

Simultaneously, they send remittances to their home countries, supporting families' basic needs such as education and healthcare.





## THE CHALLENGES THEY FACE

Migrant domestic workers face many challenges, including financial struggles, social isolation, discrimination, and exploitation. Their financial struggles are compounded by a lack of financial education, which prevents them from preparing for the future and makes them prone to falling into debt cycles and investment scams. Migration also disrupts family structures where the absence of a family member, particularly a parent, can profoundly affect a child's well-being. Research that examines the impact of migration on child development in the Global South suggests a detrimental effect on mental health, including lower self-esteem, higher stress levels, rates of depression and anxiety and increased feelings of loneliness and helplessness (Shi et al., 2016).



## OUR MISSION AND VISION

### OUR MISSION

Our mission is to empower migrant domestic workers in South-East Asia and the Middle East to achieve successful migration experiences. We aim to achieve this by combining the power of online education and community support, leveraging innovative and scalable solutions.

### OUR VISION

We envision a world where every person, regardless of background or circumstance, can shape and uplift their lives.

# HOW CAN WE HELP MOST IMPACTFULLY?

That was the question that prompted us to start Uplifters in 2018.

We work to provide a solution at scale to the regional economic and social challenges of migrant domestic workers and ensure that their sacrifices while working abroad are meaningful.

Recognising a gap in existing initiatives that required migrant domestic workers to attend face-to-face classes during their limited time off, we introduced online programmes. These programmes empower our students to access the education they need in a flexible and accessible manner, making their journey abroad more worthwhile. It also gives them access to a positive and supportive community of like-minded women who learn and grow together.

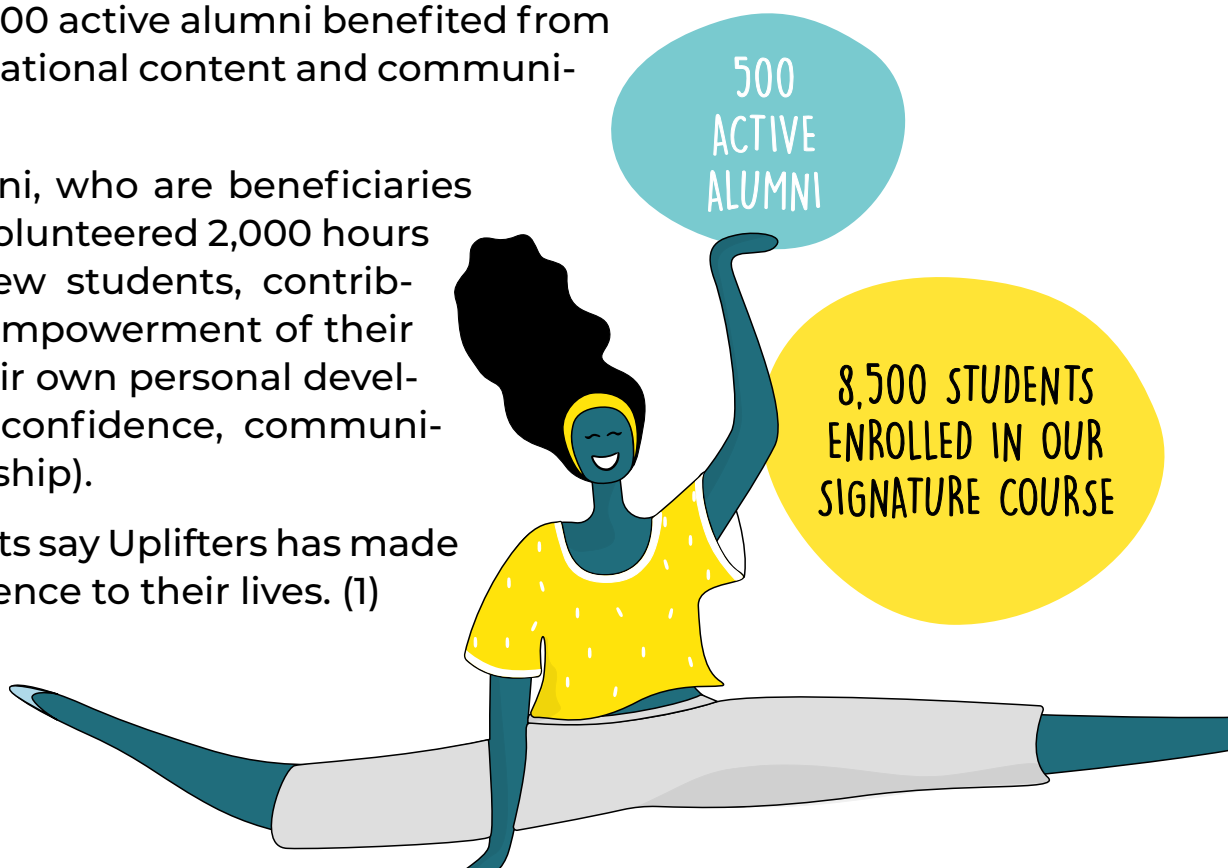
## UPLIFTERS IN A NUTSHELL

Since 2018, we have over 8,500 students enrolled in our signature course, 'Dare to Dream', on money management, mental well-being and personal development.

In 2023, over 500 active alumni benefited from ongoing educational content and community support.

In 2023, alumni, who are beneficiaries themselves, volunteered 2,000 hours to support new students, contributing to the empowerment of their peers and their own personal development (self-confidence, communication, leadership).

83% of students say Uplifters has made a major difference to their lives. (1)



# WHAT MAKES US UNIQUE

ACCESSIBILITY

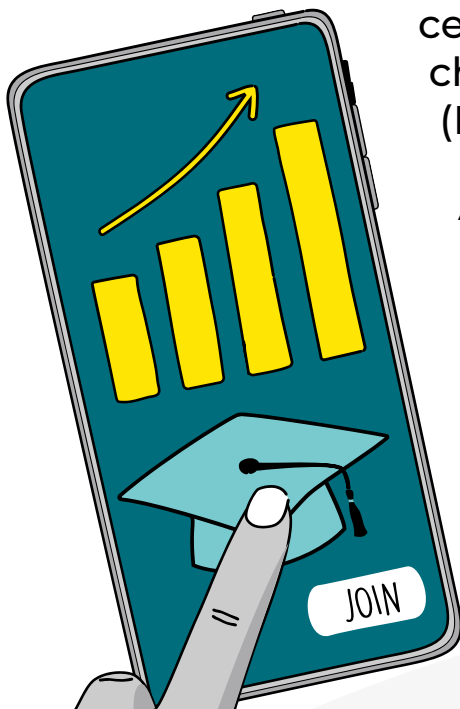
AND SCALABILITY

Online content uploads and organising webinars are not enough to achieve our objectives.

Our programmes are designed to be easily accessed on mobile phones via the social media channels our beneficiaries already use daily (Facebook and Whatsapp).

All our online programmes are optimised for basic wifi connection, requiring minimal bandwidth.

**Our courses are self-paced with asynchronous interactions**, allowing participants to connect at their convenience.



BY THE COMMUNITY,

FOR THE COMMUNITY

Our courses are led by alumni who are themselves domestic workers, generously volunteering their time to support new students. This dedication highlights the value our programmes bring to our beneficiaries.

This peer-to-peer approach fosters motivation and mutual learning, creating an involved and supportive learning environment.

**Combining technology with peer support makes our programmes both scalable and deeply impactful.**

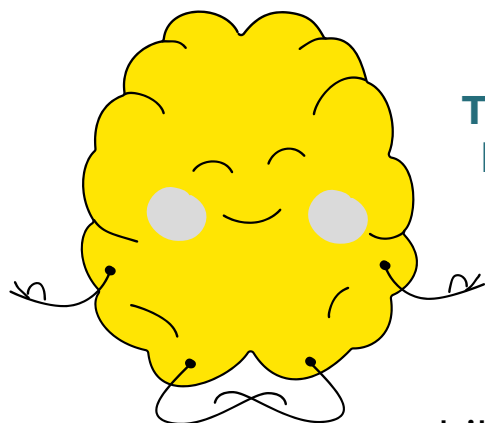
This collaborative model harnesses the power of community and technology to empower individuals and drive positive change in their lives.



FOSTERING

LONG-TERM

BEHAVIOUR CHANGE

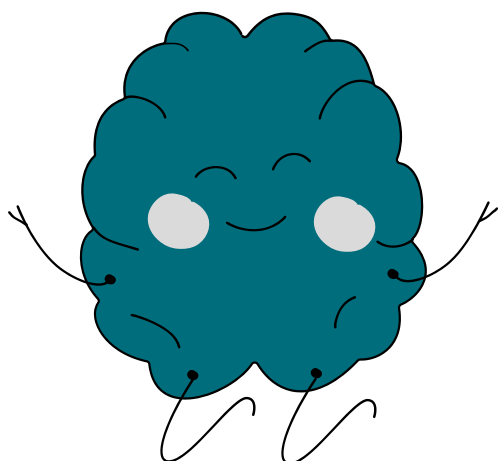
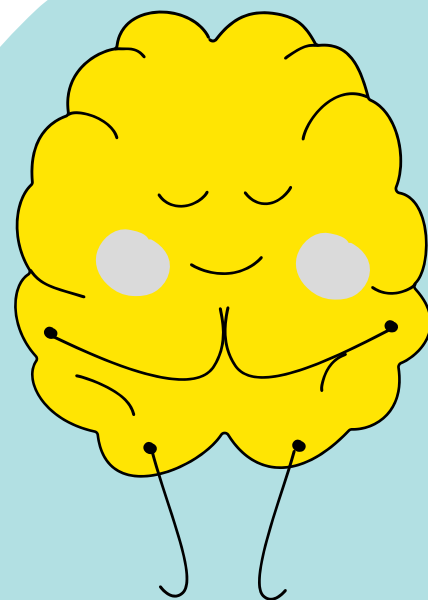


**The design and content of our programmes are based on behavioural science.**

We prioritise not just imparting knowledge but also fostering real behavioural change among our students. We aim to increase their capacity for change by enhancing their abilities, sustaining motivation, and creating a supportive environment.

Our animated video stories, self-coaching activities, and group activities are designed to prompt action and leave a lasting impact on our students. Additionally, peer coaching plays a vital role in maintaining motivation.

Furthermore, our alumni serve as inspiring role models, demonstrating that positive change is attainable. Their success stories motivate fellow domestic workers to believe in their own potential and take meaningful steps toward the life they want.



# WHAT WE DO

OFFER  
ACCESSIBLE  
AND QUALITY  
EDUCATION

*Uplifters*

# OUR SIGNATURE EMPOWERMENT PROGRAMME, 'DARE TO DREAM!'

Our signature 25-hour free online course, 'Dare to Dream', supports our students in their empowerment journey so they can take charge of their lives and build the future they want for themselves and their families, ensuring they can thrive economically and personally, both abroad and upon their return home, ultimately making their migration story a successful one.

547

NEW ENROLLMENTS IN  
2023

94%

OF OUR STUDENTS  
STRONGLY RECOMMEND  
'DARE TO DREAM'.(1)



Source  
(1) 'Dare to Dream' course satisfaction survey

## INCREASE IN FINANCIAL LITERACY AND SELF-EFFICACY, FOSTERING GOOD MONEY MANAGEMENT HABITS



97%  
SAVE MONEY

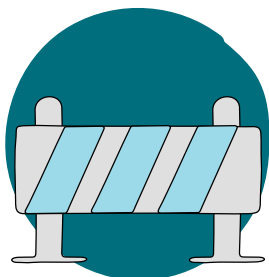
97% of students save money every month or around every month 6 months after taking the course vs. 35% before. <sup>(3)</sup>



63%  
FEEL CONFIDENT

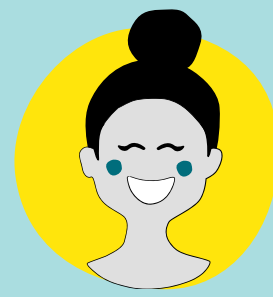
63% of students report feeling very confident about managing their finances after taking the course, vs. 27% before. <sup>(2)</sup>

## INCREASE IN MENTAL WELL-BEING



55%  
SAY 'NO'

Only 45% of students find it difficult to say 'no' to money requests from friends and family vs 75% before. <sup>(3)</sup>



80%  
FEEL HAPPY

80% report feeling happy (scoring between 7-10, on a 0-10 scale) after taking the 'Dare to Dream' course compared to 55% before. <sup>(2)</sup>

Source

<sup>(2)</sup> pre-post 'Dare to Dream' course impact survey - 199 respondents in 2023.

<sup>(3)</sup> pre - six-month post 'Dare to Dream' course impact survey - 33 respondents (students who completed 'Dare to Dream' from 1st Oct 2022 to 31st August 2023 and filled up their post-course survey between May 2023 and February 2024).



# 2023 HIGHLIGHT

## A FULL REVISION OF 'DARE TO DREAM'

The 'Dare to Dream' course has undergone significant revisions based on valuable feedback from our alumni. It now includes captivating video stories, whiteboard explainer videos for key concepts, audio versions of each lesson, shorter text lessons for easier consumption, and new science-based behaviour change exercises.

You can have a look at some of our new videos on our [YouTube channel @onlinecoursesbyuplifters](#).

Video stories to illustrate the lessons: [here](#).

Whiteboard videos for the more complex lessons: [here](#).

**This course is offered in English and will be translated into Bahasa Indonesia in 2024.**



**“Uplifters helped me mostly with emotional well-being because when I was a ‘Dare to Dream student’, my dad passed away. I got supported by the community and most of the people that I met then became my close friends and like family to me. Also in our course, I learnt about emergency savings that I didn’t know about, and I managed to build some! Uplifters is a life-changing experience!”**

**CHARO S**



**“Uplifters and ‘Dare to Dream’ are like the beacon of light that gives me hope and guides me out from the darkness. Before I came to know Uplifters, I was drowning in debt. No matter how hard I worked, I gave up my off days for compensation just to earn extra money. But no matter what I did, it was never enough. ‘Dare to Dream’ taught me how to distinguish between needs and wants and taught me how to say ‘NO’ in a nice way. At the same time, it also builds my confidence and I am able to communicate better with my employers and my family.”**

**EVELYN O**



# NEW — ALUMNI PROGRAMME

Meta-research on financial literacy programmes shows that they are most effective when repeated over time. Recognising this, and in response to the feedback from our 'Dare to Dream' alumni who expressed a desire for continued support and new learning opportunities, we have developed a brand new programme as part of our 2023-2025 Strategic Plan.

Our Alumni Programme aims to provide ongoing support and enrichment for graduates of 'Dare to Dream' while also fostering a strong sense of community. Launched in July 2023, **365 active 'Dare to Dream' alumni** benefited from additional support and new mini-courses throughout the year.

## Key features of the Alumni Programme include:

### 1. Monthly reminders

Reminders to help students stay on track with their budgets and goals.

### 2. Exclusive Content

Access to free online courses and educational content.

### 3. Events

Information about Uplifters events in their area.

### 4. Exciting giveaways

With opportunities to win prizes.



The programme covers a wide range of topics designed to enhance personal growth and well-being and help students overcome the specific challenges faced by migrant domestic workers. The topics change monthly, and we believe that this comprehensive approach ensures that our alumni continue to receive the support and resources they need to thrive long after completing the 'Dare to Dream' programme.

“Uplifters helped me a lot to become a better person, it moulded me. I can say to the whole world I got to change my mindset through Uplifters. I use every technique I’ve learned from them. I can save much more, I can make decisions on my own now, I can build a business! Thanks a lot, Uplifters!”

**KIMBERLY C.**



**We have already created two new mini-courses for the Alumni Programme and plan to create more in 2024 by leveraging partnerships with organisations which serve migrant domestic workers.**

### First Course

#### 'Becoming a Mental Health Champion'

Educates participants about mental health and equips them with the skills to support their peers. 62 students have enrolled in 2023. (49% completion ratio).

### Second course

#### 'Set Yourself Up for Success'

Offers guidance on cultivating positive employer/employee relationships. Recognising the importance of healthy workplace dynamics, this course provides valuable advice for fostering positive relationships and professional growth.



“The Mental Health Champion course is very detailed on how we can take care of our mental health. It helps us to have an idea if we have good or poor mental health, when to seek help and how to find it. The course was done carefully and thoughtfully considering our context.”

**CECILIA B.**

# NEW — UPLIFTERS CLUBS

In 2023, we introduced a new initiative called Uplifters Clubs. These clubs are led by our Team Leaders, who are migrant domestic workers and Uplifters alumni dedicated to giving back to the community. The initiative aims to bring participants together, foster a stronger sense of community, and enhance the online course experience with in-person educational activities. These activities are designed by our Programmes Team and facilitated by our Team Leaders

20 MEETINGS  
WERE HELD,  
WITH A TOTAL OF  
OVER 180  
PARTICIPANTS.

FIVE CLUBS WERE  
FORMED BY UPLIFTERS  
TEAM LEADERS IN  
2023.





ANGELS OF SINGAPORE UPLIFTERS CLUB— SINGAPORE

“What I like the most about Uplifters Clubs is meeting new friends, learning new things from them, sharing knowledge and stories of our lives. I am inspired by their resilience. And the activities also help our mental well-being.”

**NELIE B.**



GOLDEN EAGLES UPLIFTERS CLUB— HONG KONG



THE DREAM CHASERS UPLIFTERS CLUB— SINGAPORE





## HAPPY HEARTS UPLIFTERS CLUB— HONG KONG



“What I liked most about club meetings is the social interactions, sharing ideas and aspirations with fellow migrant domestic workers, sharing our future plans and how far we have come. We can inspire and learn from each other.”

**Evelyn O.**

## POWER VISION UPLIFTERS CLUB— HONG KONG



# SKILL-BASED TRAINING

**A positive relationship between employer and employee is key to enabling a successful migration for domestic workers.**

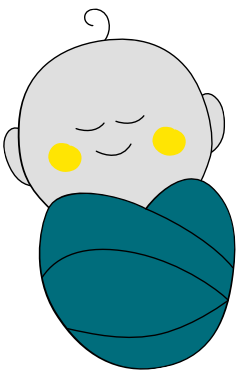
112 PARTICIPANTS HAVE ENROLLED IN  
OUR NEW MINI-COURSE 'SET YOURSELF UP FOR SUCCESS!'

Designed for 'Dare to Dream' alumni, it focuses on fostering positive employer/employee relationships. With a completion ratio of 59%, this course has proven to be a great resource for alumni seeking to upskill, grow and develop their careers.



22 DOMESTIC WORKERS HAVE ENROLLED IN OUR 'BABY CARE' COURSE

It provides skill-based education to domestic workers and their employers to help improve their knowledge of infant and toddler caretaking.



Our 'Baby Care' online course has a unique dual-access approach for employers and their domestic workers. Our goal is twofold: to ensure domestic workers are equipped with the skills needed to meet their employers' needs and that employers provide a conducive work environment for their domestic workers. By facilitating effective communication of expectations between employers and domestic workers, the course supports the creation of a healthy working relationship.

59%

COMPLETION

The programme consists of two modules, each lasting two weeks:

### MODULE 1

Covers topics such as baby's well-being, hygiene, and home environment; feeding practices; and strategies to set your domestic worker up for success (parent version) OR setting yourself up for success (domestic worker version).

### MODULE 2

Focuses on the baby's development, growth, and milestones, identifying common risks and safety measures, and handling emergencies effectively.



# WHAT WE DO

FOSTER  
PEER—COACHING  
AND COMMUNITY  
SUPPORT  
AT SCALE

*Uplifters*

# PEER COACHING AND LEADERSHIP PROGRAMME

**Our peer coaching and leadership programme aims to train alumni who are eager to give back to the community and volunteer to support our new students. They are called Team Leaders.**

In 2023, we had 60 alumni, migrant domestic workers themselves, who volunteered as Team Leaders to provide support to their peers in our programmes. This is a testament to the impact of our organisation.

Over 2,000 hours were volunteered by them in 2023.

Thanks to them, more than 40% of our students complete our 'Dare to Dream' course, which is nearly nine times more than the industry standard for online courses. The average completion rate in the industry is ~5% (Reich & Ruipérez-Valiente, 2019)



## WHY IS THE PROGRAMME CRUCIAL?

### GUARANTEE THE COMPLETION OF OUR COURSES

Online education's biggest challenge is getting students to complete their courses. This challenge is even stronger for our community as migrant domestic workers primarily use smartphones to access the internet and have limited digital literacy and time off. Our Team Leaders help our beneficiaries access and complete our courses through daily motivational messages and support over WhatsApp.

### FOSTER BEHAVIOURAL CHANGE

Our Team Leaders serve as inspiring role models, demonstrating that positive change is attainable. Their success stories motivate fellow domestic workers to believe in their own potential and take meaningful steps toward the life they want.

### SUPPORT MIGRANT DOMESTIC WORKERS IN DISTRESS

Many migrant domestic workers are unlikely to access currently available services due to a lack of confidence and fear of stigma (Seefar, 2019). As a result, they are more likely to turn to their peers for assistance, highlighting the crucial role of community leaders.

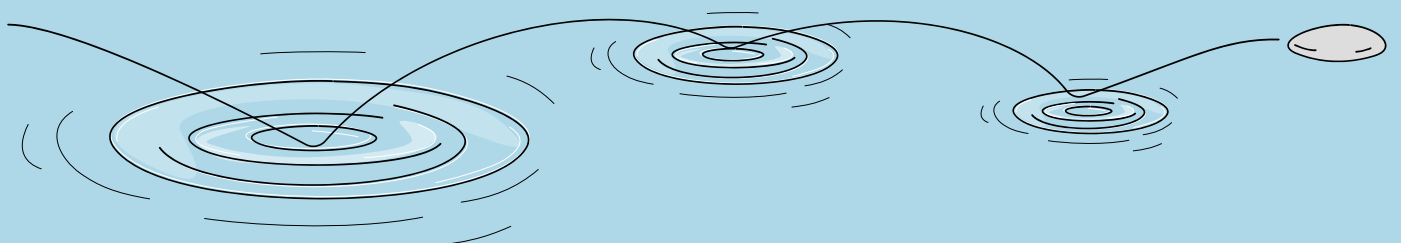
### CREATE A RIPPLE EFFECT THROUGHOUT THE COMMUNITY

Some participants have transitioned into community leadership roles beyond the scope of Uplifters.

Here are some of our Team Leaders' grassroots initiatives

[Migrant Writers of Hong Kong](#)

[Migrant Writers of Singapore](#)



## WHAT DOES IT CONSIST OF?

### 'BECOME A LEADER' ONLINE COURSE

An initial two-week online training course accessible to alumni of 'Dare to Dream'. This course is the first step to becoming a Team Leader and equips participants with the necessary skills and knowledge to effectively guide and support their peers.

### TWO-MONTH TRAINEESHIP

Participants who complete 'Become a Leader' are invited to co-facilitate 'Dare to Dream' sessions alongside a more experienced Team Leader, gaining valuable hands-on experience.

### ONGOING TRAINING OPPORTUNITIES

Team Leaders have access to additional ad-hoc training opportunities with partners including Mental Health First Aid.

### UPLIFTERS MENTORSHIP PROGRAMME

For our most experienced Team Leaders, there is an opportunity to apply to become Uplifters Mentors. Mentors are responsible for training and supervising Team Leaders. They are also part of our Core Team working with staff to drive programme success.



*Uplifters*

“I love volunteering as a Team Leader for Uplifters. The best is when the students are very active in the class chat. What makes me happy is when they give me a warm “Thank you sister”!”

**SUPINAH**

“Volunteering is not only for the community but also for my personal growth as a person. All the learning that has a good impact on my life should be shared with others, and that’s how we do here in Uplifters. Uplifting each other.”

**CRISTINA**





# UPLIFT YOUR LIFE COMMUNITY

Our Facebook Group 'Uplift Your Life' is a community of over 14,000 members who actively support each other daily. Members share valuable information and insights aimed at maximising their experiences abroad and overcoming the challenges they encounter along the way.

**NEW!** In 2023, we also started a Facebook Group in Bahasa Indonesia for our Indonesian students. *Angkat hidup Anda (Uplift Your Life)* already has more than 100 members, and we plan to grow this group as well.

**In 2023, there were:**



<sup>1</sup> Media Correspondants are Domestic workers volunteering to moderate the group

# STUDENT MANAGEMENT SOFTWARE DEVELOPMENT

In 2023, we continued to enhance our student management system to provide better support to our beneficiaries. One significant improvement was integrating additional tools that allowed us to enrol beneficiaries continuously, eliminating the need to wait for a new course session to begin. This streamlined approach has proven successful as it gives beneficiaries immediate access to the courses. Consequently, they are more motivated and inclined to complete the courses compared to the previous practice of waiting for a session to start.



WHAT WE DO

BRING  
POSITIVE CHANGE  
IN SOCIETY

*Uplifters*

# PROGRAMMES FOR EMPLOYERS

We believe supporting migrant domestic workers goes hand in hand with supporting their employers. Our free online resources and programmes encourage employers to cultivate healthy and successful working relationships with their domestic workers.

To facilitate this, we offer employers a short online module at no cost to help bolster a positive working environment for their domestic worker. Domestic workers also have access to their version of the module to help set themselves up for success.

**NEW!** In 2023, we introduced a new guide specifically for employers in Hong Kong. This comprehensive resource provides valuable insights on hiring, managing, and supporting migrant domestic workers, empowering employers to foster positive and productive working relationships. The programme covers topics such as considerations when choosing an agency for domestic worker hire, expectations for both employer and domestic worker, interview tips as well as onboarding- responsibility and expectations.



# UPLIFTERS IN THE MEDIA

Uplifters Founder & CEO, Marie Kretz Di Meglio was nominated for the Front & Female Awards 2023 by Tatler Asia.



TatlerAsia

*Uplifters*

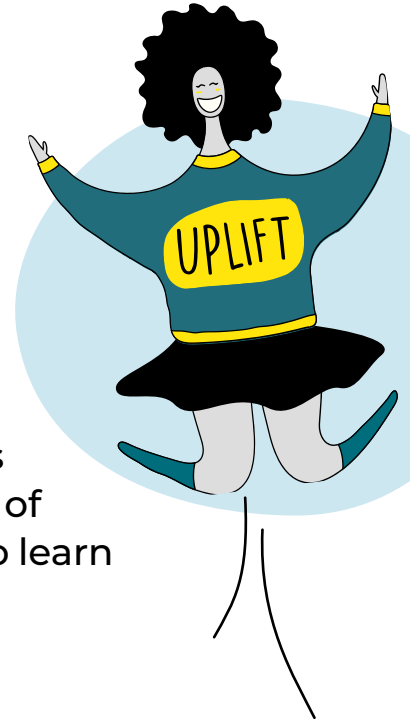
HOW  
WE WORK

# OUR VALUES

## We EmPoWer

### ENABLEMENT

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

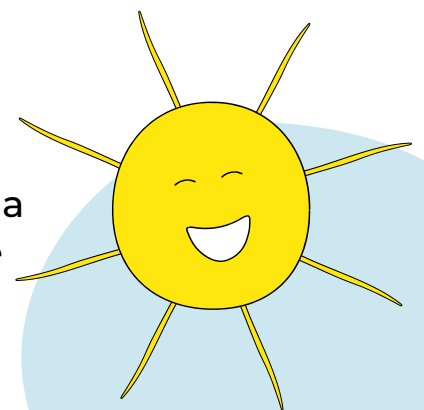


### POSITIVITY

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

### WARMTH

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



# OUR CORE PRINCIPLES

## COMMUNITY-LED

At the heart of our programmes' impact and scalability is our community. Our primary role is to equip our beneficiaries with the tools and educational resources to support and empower their peers. We believe in the active involvement of our beneficiaries, who are encouraged to volunteer and play an integral role in the community. They have the opportunity to participate in various aspects of programme design, outreach efforts, and delivery, ensuring that our initiatives remain community-driven and responsive to their needs.



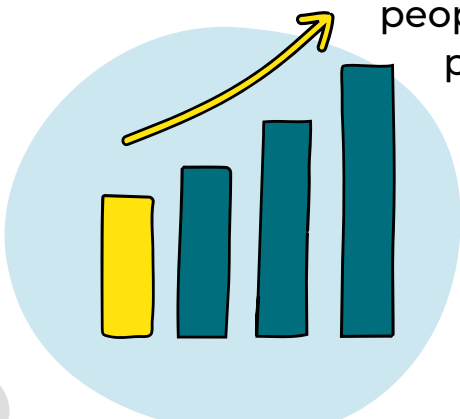
## EVIDENCE-BASED

As a social initiative, our return on investment is our impact. We have a robust impact assessment framework to continuously improve our work and ensure evidence-based decisions.



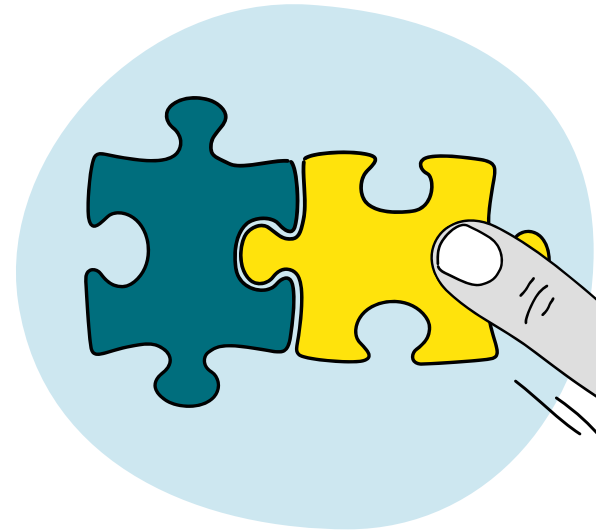
## SCALABILITY

Since our work is technologically driven, we focus on developing cost-efficient programmes with small variable costs and the potential for scalability. Our goal is for our work to have the opportunity to affect the lives of many people. Each student has a network of people they support financially and emotionally; therefore, we want to balance depth and breadth to ensure that our efforts have the widest possible reach, ultimately maximising our potential to effect positive change in communities.



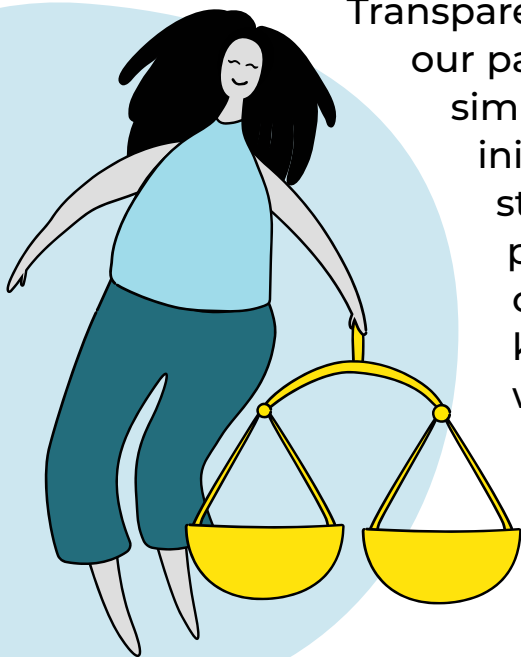
## COLLABORATION

The challenges faced by migrant domestic workers are multifaceted and complex. We collaborate with partners to multiply our impact. We don't want to reinvent the wheel but offer solutions to address existing gaps.



## TRANSPARENCY AND INTEGRITY

Transparency is key in our interactions with our beneficiaries, our partners and our team. We strive to communicate in simple terms so everyone understands our mission and initiatives. We work independently from financial institutions and do not sell any financial products as part of our programmes. Our focus remains solely on empowering migrant domestic workers with the knowledge and tools they need to achieve financial well-being and personal growth.





*Uplifters*

OUR TEAM  
IN 2023

# STAFF



**MARIE KRETZ DI MEGLIO**  
Founder and CEO



**HALEY HERBST**  
Head of Marketing and  
Development until  
May 2023



**ASNAH SUBIAN**  
Senior Programmes  
Manager



**RISMA FARHANAH**  
Assistant Programmes  
Manager from July  
2023



**JANET YIP**  
Finance and Adminis-  
tration Manager

# CORE TEAM VOLUNTEER



FELICE HALSE

Programmes Content  
Volunteer

# MENTORS



HERLYN GARGAVITE BANABAN



NELIE BAUTISTA



MARY ANNE CASAMINA



YULIA ENDANG



LIZ NATIVIDAD



EVELYN OBILLO



SYARIFITRIYAH RAHMANI



AILENEMAE RAMOS



JANELYN VERGARA



MELANIE VILLAR

# BOARD OF DIRECTORS

## DIRECTORS



ALEXANDRE MISSERI  
Chairperson



SUJATA  
RAMAKRISHNA



ROMAIN DI MEGLIO



ST. JOHN FLAHERTY  
(from Sept 1st 2023)

## ADVISORS



ZEINA HANKACH



TRISHIA SIMEON

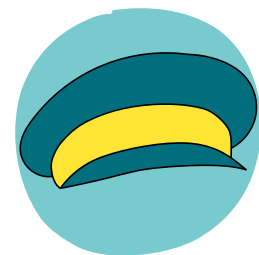


NICKY WILKINSON

# THANK YOU TO OUR ACTIVE TEAM LEADERS IN 2023

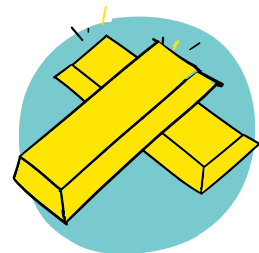
## TEAM LEADERS

Team Leaders are Uplifters' alumni volunteering their time to support new students.



## GOLD TEAM LEADERS

Gold Team Leaders have facilitated at least five sessions of our online courses.



## DIAMOND TEAM LEADERS

Diamond Team Leaders have facilitated at least ten sessions of our online courses.



## MENTORS

Mentors were selected among our most experienced and committed Diamond Team Leaders to support our pool of Team Leaders and advise staff on programmes' development and improvement.



# HONG KONG

## MENTORS

1. Mary Anne Casamina
2. Liza Natividad
3. Ailenemae Ramos
4. Melanie Villar



4. Lorna Datario
5. Maria Nemy Lou Rocio
6. Ruqyah Mahmood
7. Nancy Merillies

## DIAMOND TEAM LEADERS

1. Aljen Dela Cruz
2. Divina Dela Rosa
3. Melnora Larios



## TEAM LEADERS

1. Ivy Calagday
2. Jannel Basing-at
3. Ludeliet Tariga
4. Mary Rose Rusco Alcalde
5. Rosemarie Molato
6. Rosinne Redoblado
7. Shiela Sarzona
8. Divina Orpilla



## GOLD TEAM LEADERS

1. Arlene Madayag Cortel
2. Eliza Gacad
3. Lienary Murillo



UPLIFTERS APPRECIATION CEREMONY

# SINGAPORE

## MENTORS

1. Herlyn Gargavite Banaban
2. Nelie Bautista
3. Yuli Astuti Endang
4. Evelyn Obillo
5. Syarifitriyah Rahmani
6. Janelyn Vergara



## DIAMOND TEAM LEADERS

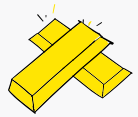
1. Charo Sidon
2. Ayu Candi Sari
3. Cecilia Butaya
4. Cristina Belingon V.
5. Elsie Calumpiano
6. Julie ann Tabigne
7. Marie Joy Pugrad
8. Mary Grace Basilia
9. Maylene Maylas
10. Mercha Garcia Ramirez
11. Nimfa Encio



12. Rema Tablac
13. Rhealyn Nudalo Luchar
14. Stephanie Raciles
15. Supinah Mulyono

## GOLD TEAM LEADERS

1. Agnes Bargo
2. Gerilita Garciso
3. Jocelyn Rosario
4. Mercedes De Jesus
5. Recca B. Sumogat
6. Rushell Bosmeon



## TEAM LEADERS

7. Angelina Yatar Cuaresma
8. Irene P. Terrado
9. Jenelyn Leyble
10. Joenita Tamo
11. Mary joy Gapan
12. Rosemarie Española
13. Ailenemae Ramos





## A SPECIAL THANK YOU

TO OUR ALUMNI SOCIAL MEDIA CORRESPONDENTS WHO HAVE ALSO VOLUNTEERED AS MODERATORS AND CONTENT CREATORS FOR OUR FACEBOOK GROUP UPLIFT YOUR LIFE.

- Angelina Yatar Cuaresma
- Rushell Bosmeon
- Aljen Dela Cruz
- Julie ann Tabigne
- Arlene Madayag Cortel
- Jenelyn Leyble
- Charo Sidon
- Melnora P. Lario
- Syarifitriyah Rahmani
- Yulia Endang
- Supinah Mulyono
- Elly Safitri
- Sarinah

## THANK YOU TO ALL OUR UPLIFTERS CLUBS ORGANISING COMMITTEE MEMBERS.

- **Angels of Singapore Uplifters Club:** Charo Sidon, Nimfa Encio, Cristina Belingo, Rushell Bosmeon, Evelyn Obilio
- **Power Vision Uplifters Club:** Melnora Larios, Ruqyah Mamood, Aljen Dela Cruz, Melanie Villar
- **The Dream Chasers Uplifters Club:** Jenelyn Leyble, Ayu Candi Sari, Julie Ann Tabigne, Cecilia Butaya, Janelyn Dupingay
- **Golden Eagles Uplifters Club:** Arlene Madayag Cortel, Nancy Merilles, Eliza Gacad, Ailenemae Ramos
- **Happy Hearts Uplifters Club:** Maria Nemy Lou Rocio, Melnora Larios, Divina Molina, Anne Marie Casamina

# THANK YOU TO ALL OUR PARTNERS AND SUPPORTERS

## PARTNERS

Collaboration is one of our core principles which helps us fill the missing middle and create systemic change. We are grateful for the impact reached together with our partners.

### COMMUNITY PARTNERS

Our community partners are organisations or groups that work closely with migrant domestic workers.

#### GRASSROOT INITIATIVES:

- Domestic Workers Corner Hong Kong
- Horizons - Home for Talented Migrant Workers in Hong Kong
- Migrant Writers in Hong Kong
- Migrant Writers in Singapore
- OFWs in Hong Kong
- Migrant domestic workers Coalition of HK

#### GOVERNMENT PARTNERS:

- Consulate General of the Philippines in Hong Kong

#### ORGANISATIONS:

- Anisya
- Berita Indonesia Hong Kong
- Fair Employment Agency
- Fair Employment Foundation
- Fair Training Centre
- Help for Domestic Workers
- Helper Choice
- Helper Place
- ILO - International Labour Organization
- IOM- International Organization for Migration
- Pangyao
- PathFinders
- We are Caring Agency

## SERVICE PARTNERS

Our service partners support us in our mission with their expertise.

- Civil Society Organisations
- AIDS Concern/MESH program
- Asian Charity Services
- Foundation for Shared Impact
- Mind HK
- Okay Minds

## MAJOR FUNDING PARTNERS

- Hong Kong Club Foundation
- Keswick Foundation
- Macquarie
- Manan Trust

## ADVISORS AND VOLUNTEERS

We extend our heartfelt gratitude to our advisors, volunteers, and community members for generously donating their time and support to further Uplifters' mission and strengthen our community.

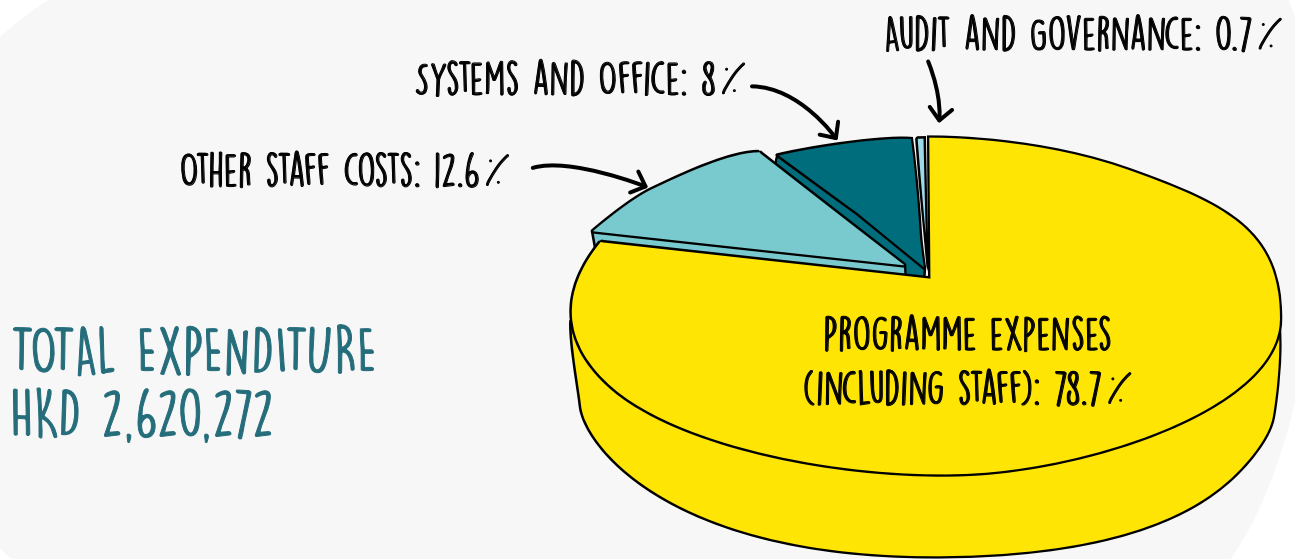


# *Uplifters*

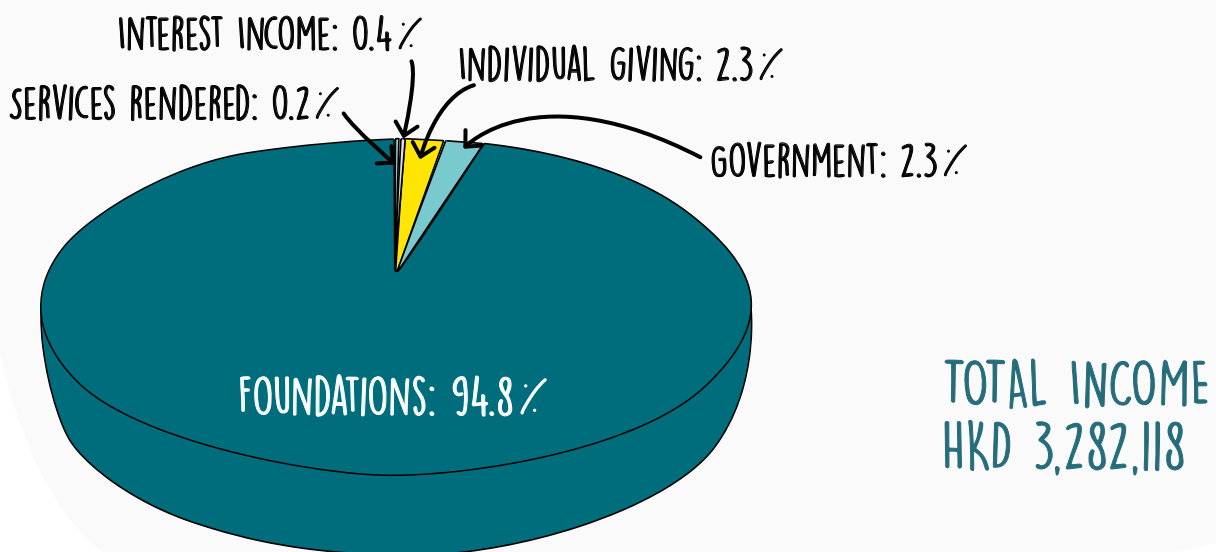
OUR FINANCES  
AND HOW TO  
SUPPORT US

# FINANCIAL YEAR SEPT 2022 TO AUGUST 2023

## EXPENSES



## INCOME



**Audited financial statements are available on our website.**

# HOW YOU CAN SUPPORT

**Uplifters is able to exist because of the support from our amazing community. Without your support we would not be able to provide online education to migrant domestic workers across Asia.**



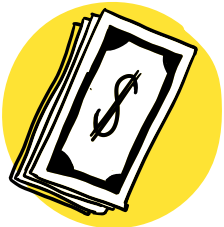
## DONATE YOUR TIME

Sign up to volunteer with us; donate your professional expertise on specific projects or on a regular basis and help make a difference in the lives of Migrant Domestic Workers.



## DONATE SERVICES

Support us through in-kind giving; corporate and organisational giving is a crucial element of our programmes.



## DONATE MONEY

Your financial support allows us to do what we do! You can give online by visiting our website and making a tax deductible contribution to financially support our efforts.



## MORE INFORMATION

More information on how to get involved on our website [uplifters-edu.org](http://uplifters-edu.org).



## FOLLOW US

Our Facebook page where you will find the latest courses, news, updates and events. Sign up to our free course Dare to Dream by clicking on "Send message" at the top of the page.



[Uplifters page](#)  
[Support group for Domestic Workers](#)  
[Support group for employers](#)



Our LinkedIn account for news and events.



Uplifters YouTube channel



@uplifters.community : On the spot meetings and Uplifters news.

## CONTACT US



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Wan Chai, Hong Kong



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hello@uplifters-edu.org

