

Uplifters

2024 IMPACT REPORT





TABLE OF CONTENTS

LETTER FROM THE CEO	5
A YEAR OF PURPOSE AND IMPACT	8
Impact at a Glance	10
WHY WE EXIST	12
The Migrant Domestic Worker Paradox	12
Our Mission and Vision	13
OUR IMPACT	14
How we create impact?	14
What makes us unique	24
OUR FINANCES AND HOW TO SUPPORT US	29
Financial Year January to December 2024	29
How you can support us	32
MORE ABOUT US	34
Our values and principles	35
Our team in 2024	35
Our community members giving back	38
Our partners	40
MORE ABOUT WHAT WE DO	41
Offer accessible and quality education	42
Foster peer-coaching and community support at scale	55
Bring positive change in society	61



Note 1:

Where this document refers to the activities of Uplifters, it is referring to the activities of both Uplifters Limited and Uplifters (Singapore) Limited and the impact of the two companies is normally presented on a combined basis. Uplifters (Singapore) Limited was incorporated in Singapore as a company limited by guarantee on 15 April 2024, with a charitable mission comparable to that of Uplifters Limited, a company incorporated in Hong Kong in 2018. Because they are separate legal entities, their financial information is presented separately for each of them, with combined financial information also being presented for illustrative purposes.

Note 2:

Testimonials have been lightly edited for clarity and comprehension, and some names and identifying details of people featured in this report have been changed to protect their privacy.

LETTER FROM THE CEO

2024 was a landmark year for Uplifters — a year of growth, innovation, and deepened impact. Since our founding in Hong Kong in 2018, we have supported over 9,800 migrant domestic workers across Asia and the Middle East, including more than 3,000 in Singapore and 6,500 in Hong Kong.

We are proud to share that, in 2024, Uplifters (Singapore) Limited was incorporated in Singapore and in 2025 became a registered charity in Singapore. This marks an important milestone in our commitment to supporting migrant domestic workers in the region.



This past year, we significantly expanded our range of free, mobile-friendly courses to support domestic workers at every stage of their migration journey. We launched four new courses in 2024 alone — on caregiving basics, women's health, parenting from abroad, and starting a small business. With a total of 10 courses now available, Uplifters is evolving into a comprehensive education and empowerment platform.

Our community-led model continues to be at the heart of everything we do. This year, 60 Team Leaders — all migrant domestic workers — spent their little time off to mentor peers, co-facilitate learning, and build a strong, supportive community.

Together, they helped more than 1,800 new students join our flagship Dare to Dream financial literacy course. Thanks to their support, the course achieved a 46% completion rate, nearly nine times the industry average for online learning.

We also made important strides in revitalising our leadership programme. In collaboration with EmpowerU, we developed a more in-depth training pathway, shaped by the input of Team Leaders and Mentors.



The new programme includes an enhanced online course and in-person workshops, and was pilot-tested in 2025.

Our growing community also came together in new ways. Through our six active Uplifters Clubs, we hosted over 50 in-person meetups with more than 730 total participants, creating meaningful opportunities for connection and shared learning.

Our data shows that after completing Dare to Dream, 98% of students feel confident managing their money, 97% have a budget, and 77% save monthly. They are also setting boundaries and investing in assets like homes and small businesses — clear signs that the programme is creating real, lasting impact.

As we look ahead, we are also developing new courses to better support our community: An online course focusing on loans and scams given their worrying recent increase and an online course on elderly care, to better support both workers and employers.

Thank you to everyone — our students, volunteers, partners, donors, and staff — who helped make 2024 a transformative year. Together, we are building a stronger, more connected community of empowered women. The best is yet to come.

Marie Kretz Di Meglio

FOUNDER AND CEO



A YEAR OF PURPOSE AND IMPACT

In 2024, Uplifters empowered over 1,800 migrant domestic workers to strengthen their financial security, improve their well-being, and build stronger family and community connections.

What began in 2018 as a small online initiative has now reached over 9,800 women across in Hong Kong, Singapore and elsewhere.

Our purpose is simple yet urgent: to ensure that the sacrifices made by migrant domestic workers lead to lasting progress and stories of resilience, financial security, and hope — not further hardship. We do this by providing education through the community: combining accessible online education with peer-led community support.

Uplifters has become a powerful multi-course education platform — a one-stop hub empowering migrant domestic workers to strengthen their financial literacy, grow their confidence, and take control of their futures, thereby transforming their migration journey into one of growth, resilience and hope.

In 2024, we expanded our course offerings to meet workers' evolving needs, and this report highlights some of the exciting new programmes now helping them thrive both during and after their employment abroad.

A ONE-STOP
EDUCATION HUB

FOR
LASTING PROGRESS,
FINANCIAL SECURITY,
RESILIENCE AND
HOPE



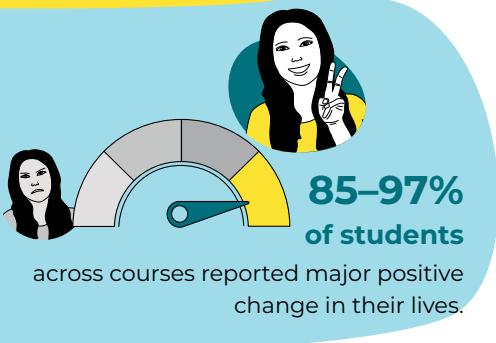


IMPACT AT A GLANCE

ACCESSIBLE EDUCATION ACROSS THE MIGRATION JOURNEY

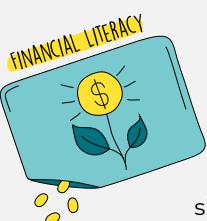


1,800+
Active learners
across 10 courses offered.



across courses reported major positive change in their lives.

ECONOMIC EMPOWERMENT



1,774 trained in Financial literacy

1,774 Students joined our signature financial literacy online course, Dare to Dream, including 946 in Hong Kong and 618 in Singapore.

75% Save money

75% of students save regularly on a monthly basis vs 39% before the course.



46% online completion
compared to a 5% global average rate for online course completion.

25%
of debt-free students

are debt-free 3+ months after the course, vs only 14% before.



DECREASE IN LOANS



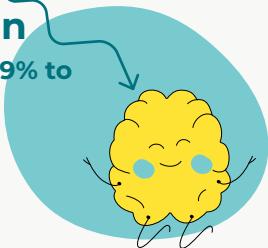
86% made investments

Investments type: land, small businesses, retirement savings.

INCREASE IN PRODUCTIVE ASSETS

WELLNESS CHANGE

Depression
dropped from 9% to
2%



x2

Level of happiness



COMMUNITY LEADERSHIP

60+ trained
**Team Leaders and
Mentors**

including 40 in Hong
Kong and 20 in
Singapore.



5 active and
engaged
learning clubs



(3 in Hong Kong and 2 in Singapore) that
organised 50+ in-person meetups for
730+ participants.

2,000 hours

contributed by Team
Leaders as part of their
leadership development
journey.



15,670 members

in our online peer-support
community.



WHY WE EXIST

THE MIGRANT DOMESTIC WORKER PARADOX

A stark reality faces millions of migrant domestic workers across Southeast Asia and the Middle East. Predominantly women from the Philippines, Indonesia, India, Sri Lanka, and Myanmar, they embark on migration journeys driven by financial necessity. They aspire to build a better future for themselves and their families, whom they

often have to leave behind. Yet despite their sacrifices and vital contributions to both their host societies and home economies, many migrant domestic workers struggle to achieve the success they hoped for — and many even return home worse off than when they left (Seefar, 2016).

THEIR CRUCIAL CONTRIBUTIONS TO SOCIETY



Migrant domestic workers generate significant economic and societal value in both their home and host countries. In the host country, they provide the essential labour that enables 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. At the same time, they send vital remittances to their home countries, supporting their families' basic needs, including education and healthcare.

THE CHALLENGES THEY FACE

Migrant domestic workers encounter numerous challenges, including financial struggles, social isolation, discrimination, and exploitation.

A lack of financial education compounds these difficulties, making it harder for them to plan for the future and leaving them vulnerable to debt cycles and investment scams.

Migration also disrupts family structures, where the prolonged absence of a parent can have profound impacts on children's well-being. Research examining the impact of migration on child development in the Global South highlights negative effects on mental health, including lower self-esteem, higher stress levels, increased rates of depression and anxiety, and heightened feelings of loneliness and helplessness (Shi et al., 2016).

THIS IS THE PARADOX WE SET OUT TO CHANGE.

We want to transform migration into a successful journey of empowerment — economically, emotionally, and socially.

OUR MISSION AND VISION

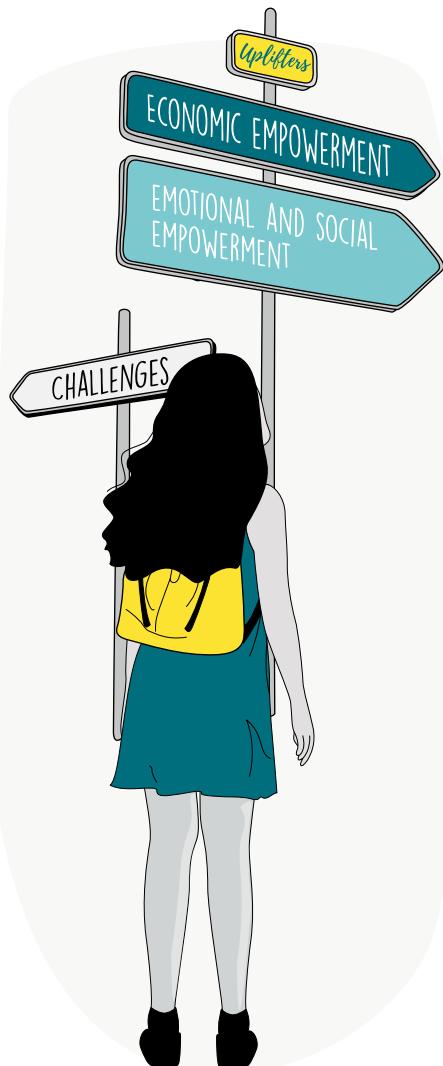
OUR MISSION

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, using innovative and scalable solutions.

OUR VISION

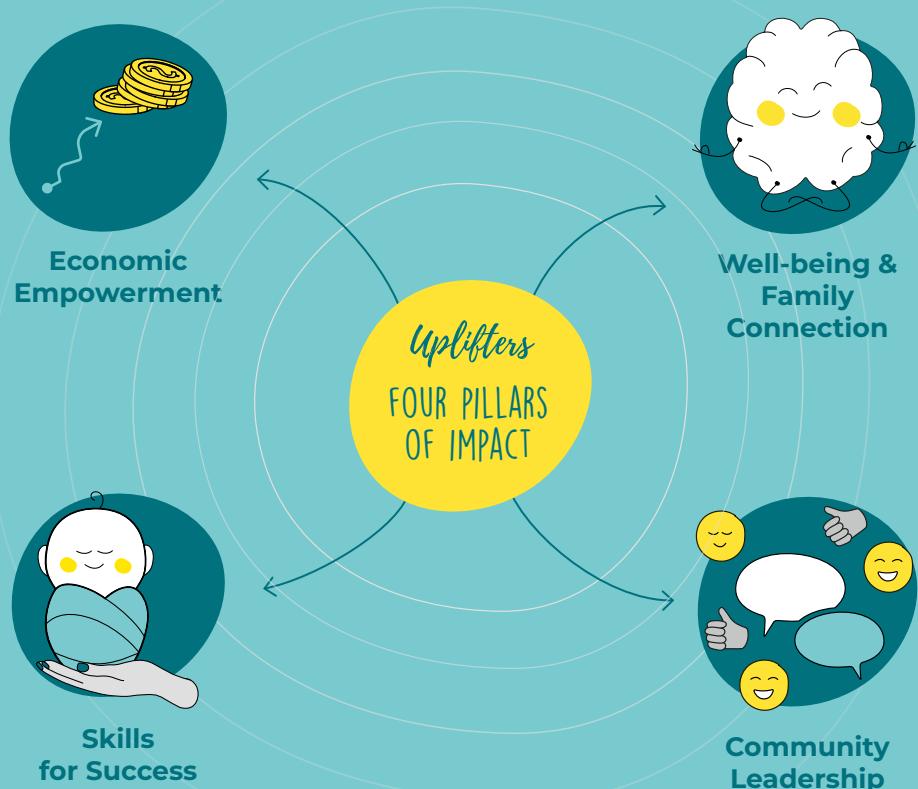
We envision a world where every person, regardless of background or circumstance, can shape and uplift their lives.



OUR IMPACT

HOW WE CREATE IMPACT?

We deliver change through four pillars of impact with high participation and completion rates across the various courses:



I. ECONOMIC EMPOWERMENT

Dare to Dream – Our flagship course

**25 HOUR
ONLINE PROGRAMME**

**Helps migrant
domestic workers
build financial
security and
personal resilience.**

IN 2024:

- 1,774 students enrolled, with 856 graduates.
- 75% saved monthly (vs 39% before).
- 41% built three months' emergency savings (vs 13% before).
- Depression levels dropped from 9% to 2%.

STORIES OF CHANGE:



**Brenda T.,
Hong Kong**

"I am now well-informed about my finances and spending. After Dare to Dream, I promised myself no more unnecessary loans — I will focus on building my emergency savings."



**Jackielyn C.,
Singapore**

"Dare to Dream helped me manage my money, my life, and my time better. The flexibility of learning at my own pace really made a difference."

**Daisy M.,
Singapore**

"This course changed my perspective on life and money. I learned to respond wisely to financial requests and plan properly for my future."

**Armelyn G.,
Singapore**

"The modules helped me not just financially but mentally — especially learning to say no to unnecessary money requests and understanding scams and investments."

Starting a Small Business - Preparing for the future

NEW COURSE

Plan sustainable livelihoods back home.



IN 2024:



- 491 students joined this new course
- 85% said it made a big difference in their lives
- 95% would recommend it to friends.

STORIES OF CHANGE:

"Before, I thought starting a business was only about having an idea. Now I know I need a clear plan and to avoid debt. This course changed my mindset."

**Antonette M.,
Singapore**



"I learned how to separate my personal money from my business money. This course opened my mind about running a small business properly."

**Beverly M.,
Hong Kong**

"Starting a Small Business gave me the tools and confidence to take small steps towards my dream. I am now saving and planning carefully for my future."

**Delia P.,
Hong Kong**

"I learned the importance of understanding what customers need and how to start small but smart. This course made a big difference in my life."

**Maylene M.,
Singapore**



2. SKILLS FOR SUCCESS

Caregiving Basics

Equipping women with practical caregiving skills.



IN 2024:

403 enrolled;

338 graduated.

Confidence in handling emergencies rose from 38% to 78%.

STORIES OF CHANGE:

"I learned the importance of patience, willingness, and building strong relationships through caregiving."

Jean M.,
Singapore



"This course gave me more knowledge about caring for babies, elderly people, and people with disabilities."

Liezl A.,
Hong Kong

"It helped me understand how to handle emergencies and talk properly to my employer if something happens."

Mary Jane Y.,
Singapore



Baby Care

This course addresses one of the most common employment roles.



257 students joined,

60% completion rate

"I now feel confident caring for both babies and elders, even under pressure, and communicating well with their families."

**Elreen Ann D.,
Singapore**

Set Yourself Up for Success

Focused on building respectful relationships with employers.



93% of participants completed the course,

Students reported gaining practical tips for improving communication and handling various situations.



3. WELL-BEING AND FAMILY CONNECTION

Your Health as a Woman



- 201 women joined;
- 90% said it made a big difference.
- Confidence in birth control knowledge rose from 56% to 74%.

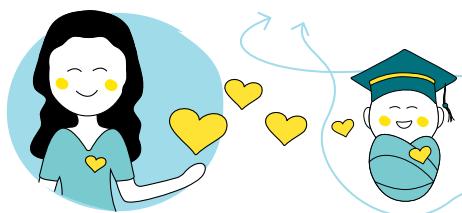
STORIES OF CHANGE:

"Now I understand my body better and know when to seek help if something feels wrong."

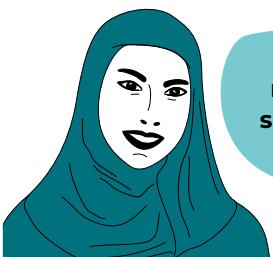
Edina G.,
Hong Kong



Mother's Love Across Borders



- 130 students enrolled to strengthen long-distance parenting skills;
- 75% completion rate.



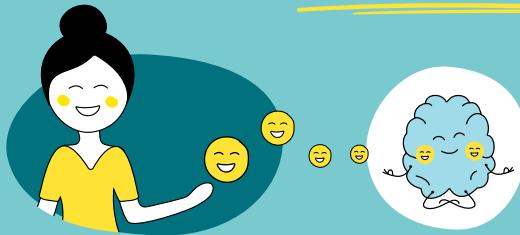
This course is incredibly beneficial for all mothers, providing them valuable strategies and support on how to cope effectively while being away from home."

Adelfa C.,
Singapore

"Being a mother away from your family and children is a great sacrifice. If you want your sacrifices to be fruitful, learn and understand to control your feelings and emotions. Proper self care can be decisive in your money decisions. It's OK to say NO to money requests from people if you think you can't provide it. No matter what relationship you have with them, even with your own family or children"

**Virginia R.,
Singapore**

Mental Health Champion



- **124** students trained;
- **66%** completion rate.
- creating a network of peer advocates for mental health.



**Virginia R.,
Singapore**

4. COMMUNITY LEADERSHIP

At the heart of Uplifters is our community-led model. Alumni step forward as Team Leaders, guiding new students through learning and life challenges.

PEER SUPPORT

- As part of their leadership development journey, 60 Team Leaders gave over 2,000 hours of peer support – a testament to their belief in the value of Uplifters!
- Their guidance drove a 46% course completion rate (industry average: 5%).



UPLIFTERS CLUBS

- 6 Uplifters Clubs held 50+ meetups, reaching 730+ participants.



ONLINE COMMUNITY

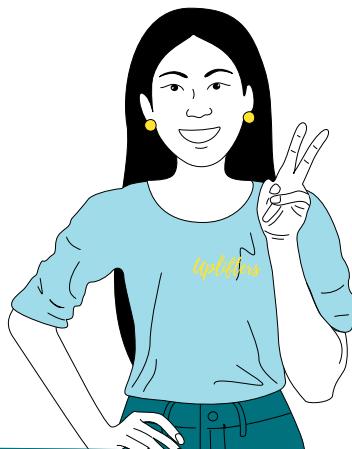
- Our *Uplift Your Life* Facebook Group grew to 15,670 members, with 3,000+ posts and comments.



STORIES OF CHANGE:

"I realised through this course that I am not alone in facing financial battles. Together, we are learning how to overcome debt and achieve our goals."

**Lou Bella S.,
Hong Kong**



"Giving time is not only for the community but also for my personal growth. Uplifting each other — that's how we do here."

Cristina (Team Leader)

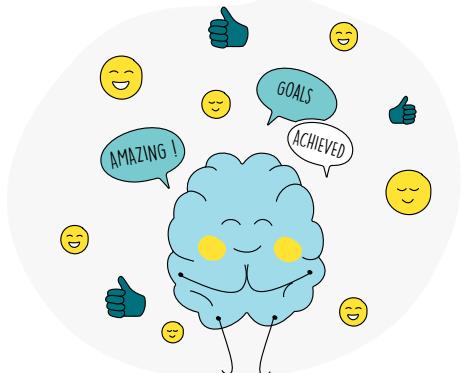
WHAT MAKES US UNIQUE

TRULY DIGITAL FIRST

Our programmes drive accessibility and scalability leveraging familiar platforms like Facebook and WhatsApp. They are optimised for basic Wi-Fi connections, requiring minimal bandwidth, and are fully self-paced to fit students' schedules.



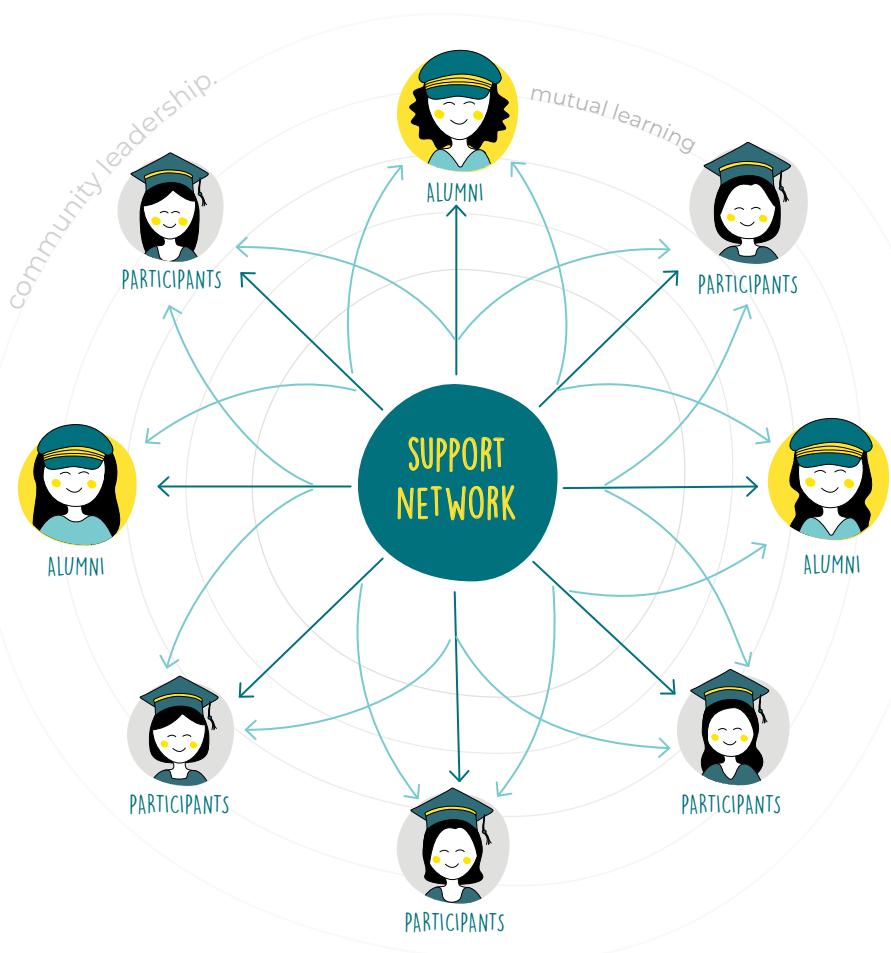
FOSTERING LONG-TERM BEHAVIOUR CHANGE



Grounded in behavioural science, our programmes focus on building students' skills, sustaining motivation, and creating a supportive environment. Through animated stories, self-coaching activities, and peer coaching, we drive meaningful, lasting change and empower students to achieve their goals.

BY THE COMMUNITY, FOR THE COMMUNITY

Programme design and delivery incorporate alumni as community leaders — creating a sustainable, ever-growing support network. This peer-to-peer model enables scaling, fosters motivation, mutual learning, and deepens impact by combining technology with community leadership.



PARTNERSHIPS MULTIPLY IMPACT

We amplify change by collaborating with trusted partners:



PATHFINDERS (HONG KONG)
Women's health & pregnancy support.



WE ARE CARING (SINGAPORE)
Co-created the Caregiving Basics course, preparing women for caregiving roles.



EMPOWERU
Co-developed our revitalised Leadership Programme, launched 2025.





Uplifters

OUR FINANCES AND HOW TO SUPPORT US

FINANCIAL YEAR JANUARY TO DECEMBER 2024

Please note that Uplifters Limited (Hong Kong entity) changed its financial year-end from August 31 to December 31, effective December 31, 2024 and Uplifters (Singapore) Limited (Singapore entity) was incorporated on April 15th 2024.

The 2024 figures in this report cover the 12-month period from January 1 to December 31, 2024, for Uplifters Limited and the period from April 15 to December 31, 2024, for Uplifters (Singapore) Limited.

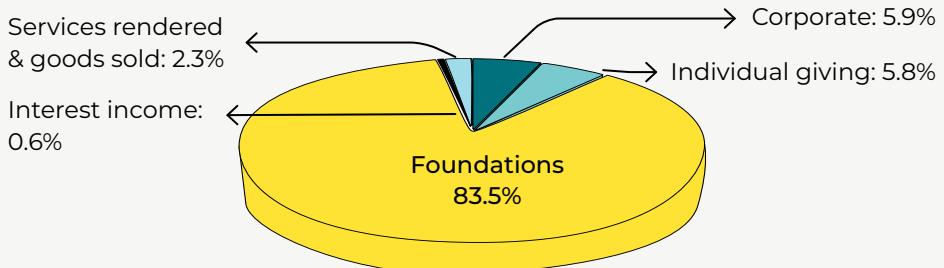
The latest audited financial statements of the two entities are available on our website.

The expenses and incomes are presented separately for each entity (Hong Kong and Singapore) as they are legally independent. To present the reader with an overview of our total income and expenses, we have created a fictional combined view. For conversion purposes, all income and expenses for the combined view have been translated using the exchange rate as of December 31, 2024 (1 SGD = 5.68HKD).

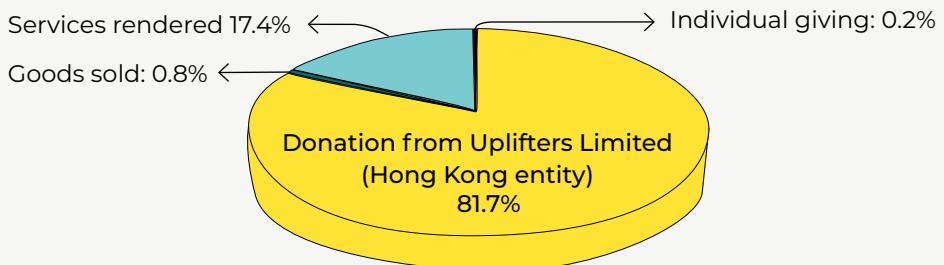


INCOME

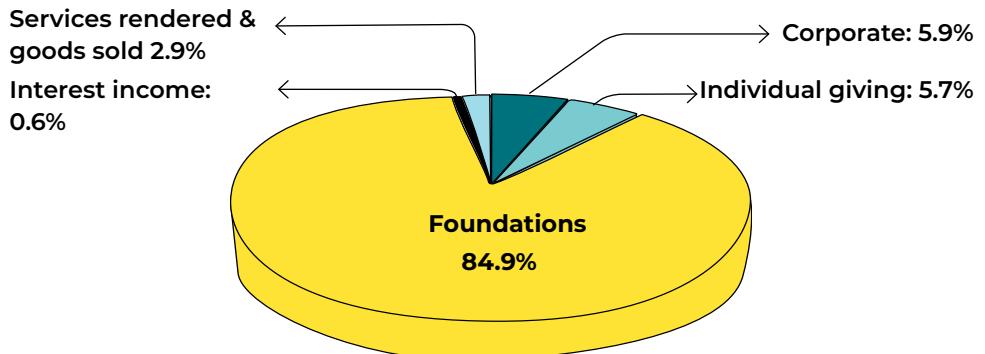
Hong-Kong - Total income HKD \$3,366,651



Singapore - Total income: SGD 101,496

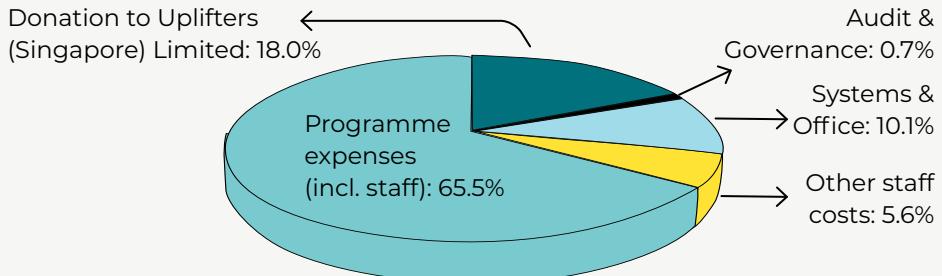


Total combined income : HKD 3,472,316 or SGD 611,323

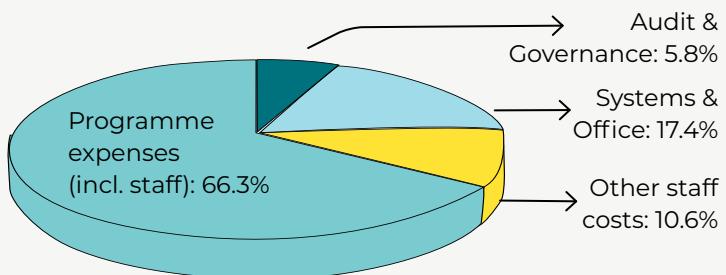


EXPENSES

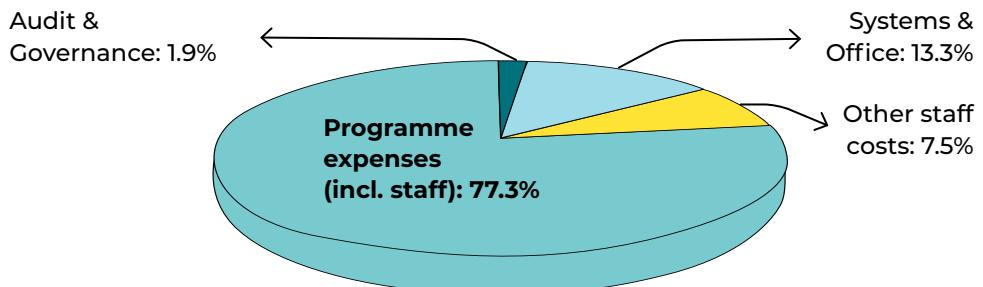
Hong Kong - Total expenses: HKD 2,738,041



Singapore - Total expenses: SGD 92,065



Total combined expenses: HKD 2,767,377 or SGD 487,214



HOW YOU CAN SUPPORT US

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.



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.



A HEARTFELT THANK YOU TO ALL WHO WERE IN THIS JOURNEY WITH US TO DELIVER IMPACT IN 2024!

To our students, volunteers, team leaders, mentors, partners, donors, and staff — thank you! Every achievement in this report is a testament to your belief in the power of women to transform not only their own lives, but also the lives of families and communities across Asia.

Together, we are transforming migration into a successful journey of empowerment — economically, emotionally, and socially.

LOOKING AHEAD

As we continue to make our vision a reality, in 2025, we look to:

- Launch **Dare to Lead** for community leadership.
- Expand **elderly care training**.
- Create **employer-facing resources** for stronger workplace relationships.





MORE ABOUT
US

Uplifters

OUR VALUES

- **Enablement:** Equipping women with the tools to shape their futures.
- **Positivity:** Celebrating resilience while addressing real challenges.
- **Warmth:** Creating a sense of family, far from home.

OUR PRINCIPLES

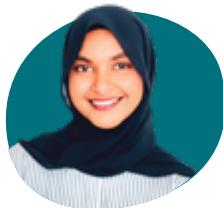
- **Community-led:** Empower beneficiaries to shape and deliver our programmes.
- **Evidence-based:** Decide with data, improve with impact.
- **Scalability:** Build cost-efficient solutions that grow widely.
- **Collaboration:** Partner to multiply impact, ensure no duplicated effort.
- **Transparency & Integrity:** Stay open, independent, and mission-focused.

OUR TEAM IN 2024

CORE TEAM: STAFF



MARIE KRETZ DI MEGLIO
Founder and CEO



ASNAH SUBIAN
Senior Programmes
Manager



RISMA FARHANAH
Assistant Programmes
Manager



FELICE HALSE
Programmes Content



NISHA BATES
Programmes Content



GRACIANCE PINTARD ALBIN
Partnerships
consultant

CORE TEAM: MENTORS

(Uplifters Program alumni)



HERLYN GARGAVITE
BANABAN



NELIE BAUTISTA



MARY ANNE CASAMINA



YULIA ENDANG
LIZ NATIVIDAD



EVELYN OBILO



SYARIFITRIYAH RAHMANI



AILENEMAE RAMOS



JANELYN VERGARA



MELANIE VILLAR



MELANIE VILLAR

BOARD OF DIRECTORS

HONG KONG BOARD OF DIRECTORS



ALEXANDRE MISSERI



SUJATA RAMAKRISHNA

SINGAPORE BOARD OF DIRECTORS



ZHIHAN LEE



SUJATA RAMAKRISHNA



ROMAIN DI MEGLIO



ST. JOHN FLAHERTY



ST. JOHN FLAHERTY

ADVISORS



ZEINA HANKACH



TRISHIA SIMEON



NICKY WILKINSON

OUR COMMUNITY MEMBERS GIVING BACK

Team Leaders are Uplifters' alumni giving their time to support new students as part of their leadership development journey.

- **Gold Team Leaders** have facilitated at least five sessions of our online courses.
- **Diamond Team Leaders** have facilitated at least ten sessions of our online courses
- **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.

SINGAPORE

MENTORS

- Herlyn Gargavite Banaban
- Nelia Bautista
- Yuli Astuti Endang
- Evelyn Obillo
- Syarifitriyah Rahmani
- Janelyn Vergara
- Charo Sidon

DIAMOND TEAM LEADERS

- Ayu Candi Sari
- Agnes Bargo
- Angelina Yatar Cuaresma
- Cecilia Butaya
- Cristina Belingon V.
- Elsie Calumpiano
- Jenelyn Leyble
- Jocelyn Rosario
- Julie ann Tabigne
- Marie Joy Pugrad
- Maylene Maylas
- Melanie Balon
- Mercha Garcia Ramirez
- Nimfa Encio
- Rhealyn Nudalo Luchar
- Rushell Bosmeon
- Supinah Mulyono

GOLD TEAM LEADERS

- Eliza Gacad
- Ludeliet Tariga
- Ruqyah Mahmood

TEAM LEADERS

- Mercedes De Jesus
- Sarinah
- Suhaeni Wiwin

HONG KONG

MENTORS

- Mary Anne Casamina
- Liza Natividad
- Ailenemae Ramos
- Melanie Villar

DIAMOND TEAM LEADERS

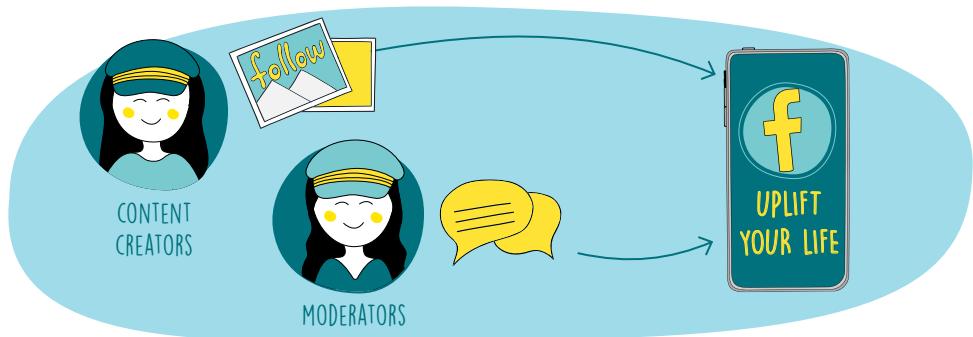
- Aljen Dela Cruz
- Divina Dela Rosa
- Melnora Larios
- Arlene Madayag Cortel
- Divina Orpilla
- Jannel Basing-at
- Jocelyn Valdez Orpilla
- Maria Nemy Lou Rocio
- Nancy Merillies

GOLD TEAM LEADERS

- Eliza Gacad
- Ludeliet Tariga
- Ruqyah Mahmood

TEAM LEADERS

- Shiela Sarzona
- Suprehatin



A special thank you to our social Media Correspondents who have also contributed their time and developed their social media skills as moderators and content creators for our Facebook Group Uplift Your Life.

- Ailenemae Ramos
- Aljen Dela Cruz
- Arlene Madayag Cortel
- Melanie Villar
- Melnora Larios
- Suprehatin
- Sri Sudarnani
- Angelina Yatar
- Cuaresma
- Charo Sidon
- Jenelyn Leyble
- Julie ann Tabigne
- Rushell Bosmeon
- Sarinah
- Supinah Mulyono
- Syarifitriyah Rahmani
- Siti Aminah



Thank you to all our Uplifters Clubs Organising committee members.

- **Angels of Singapore Uplifters Club**
Rushell Bosmeon, Elsie I.Calumpiano, Charo Sidon
- **Power Vision Uplifters Club**
Melanie Villar, Lizz Natividad, Melnora P. Larios, Jocelyn Orpilla Valdez
- **The Dream Chasers Uplifters Club**
Yulia Endang, Jenelyn Leyble, Cecilia Butaya, Ayu Candi Sari
- **Golden Eagles Uplifters Club**
Ailenemae Ramos, Divina Orpilla Molina, Jannel Basing-at, Arlene
- **Happy Hearts Uplifters Club**
Anne Marie, Lanie, Maria Nemy Lou Rocio, Jocelyn Valdez Orpilla
- **Study Buddies Uplifters Club**
Herlyn Banaban, Marie Joy Pugrad, Rhealyn Nudalo, Jocelyn Rosario, Nimfa Encio.

OUR 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

Organisations:

- Berita Indonesia Hong Kong
- EmpowerU
- 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

Government Partners:

- Consulate General of the Philippines in Hong Kong

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 Group Foundation
- Manan Trust

VOLUNTEERS

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

MORE ABOUT
WHAT WE DO

Uplifters

WHAT WE DO – OFFER ACCESSIBLE AND QUALITY EDUCATION

OUR SIGNATURE EMPOWERMENT PROGRAMME, 'DARE TO DREAM.'

Our signature 25-hour free online course, Dare to Dream, empowers students to take charge of their lives and build the future they want for themselves and their families. It helps them thrive both economically and personally, abroad and upon their return home, ensuring their migration journey becomes a success.

The Dare to Dream course continues to deliver strong, measurable impact. Students reported major improvements in financial literacy, saving habits, and emotional well-being. Regular savers nearly doubled, confidence in money management rose by 30 percentage points, and feelings of depression significantly declined. Three months after the course, 41% of students had built three months' worth of emergency savings, and 86% had made meaningful investments for their future.

- 1,774 students started Dare to Dream in 2024 - with 856 completing the course.
- 96% of our students strongly recommend 'Dare to Dream'.

Improvements in financial literacy and money management habits

- 75% of students save money every month or almost every month three months after the course, compared to 39% before.
- 62% feel very confident managing their finances after the course, compared to 32% before.
- 70% of students now have a clear monthly budget (including loan repayments, savings, remittances, and daily expenses), compared to 46% before.
- Students not tracking their expenses dropped from 36% before to just 4% after.
- Difficulty saying 'no' to family and friends asking for money fell sharply: only 21% now find it difficult, compared to 48% before.

Improvements in financial security

- Students with at least three months' salary saved for emergencies increased from 13% to 41% three months after completing the course.
- Students without any active loans rose from 14% before to 25% after.

Improvements in mental well-being

- 44% of students report feeling very happy (scoring 9–10 out of 10) after the course, compared to 25% before.
- Students who reported always feeling depressed dropped from 9% to just 2%.
- Those never feeling depressed rose from 10% before the course to 27% after.

Strengthening resilience and future planning

- 86% of students had already made an investment (such as house, land, livestock, small business, or retirement savings) three months after the course, compared to 71% before.
- Interest in further education remains high, with 95% of alumni wanting to enrol in additional free courses with Uplifters.



START A SMALL BUSINESS

In 2024, we launched a new course, Starting a Small Business in the Philippines, to help migrant domestic workers prepare for life after their employment abroad. The course equips them with the skills and confidence to plan for sustainable income and a successful transition back home.

In 2024:

- 491 number of students started the Starting a Small Business course, with 333 finishing the course.
- 85% of students said the Starting a Small Business course made a big difference in their lives, and
- 95% would definitely recommend it to friends.

Improvements in business knowledge and confidence

- Confidence in finding a business idea rose from 39% to 49%.
- Confidence in understanding customer demand rose from 43% to 51%.
- Confidence in knowing how much money is needed to start a business rose from 39% to 49%.
- Confidence in contacting others for business information jumped from 38% to 53%.
- Confidence in handling small and big problems increased from 39% to 55%.
- Overall confidence in starting a business rose from 34% to 56%.



IN
2024, WE
LAUNCHED A NEW
COURSE, STARTING A
SMALL BUSINESS IN
THE PHILIPPINES!

SKILLS BASED COURSES

Skills-based training to support successful employment outcomes

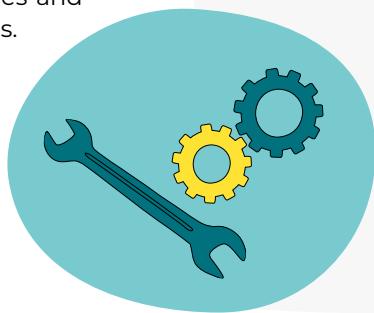
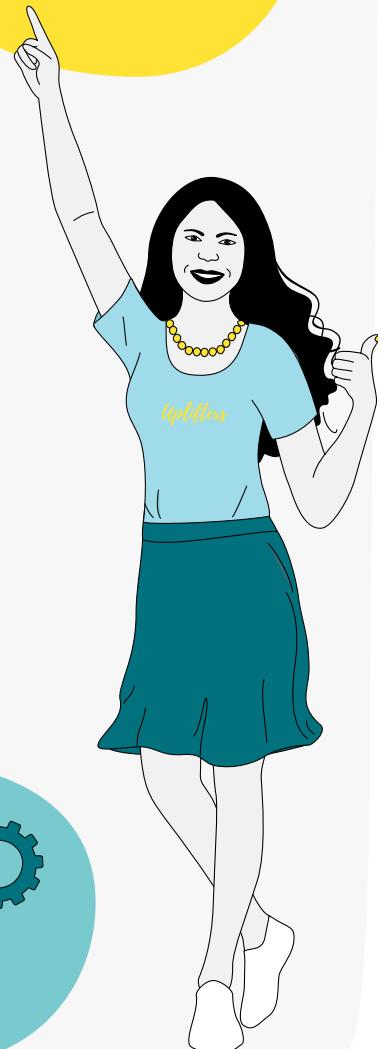
In 2024, Uplifters expanded its skills-based training to help migrant domestic workers succeed in their employment and plan for the future. Our practical courses strengthen caregiving skills, build confidence, and support positive relationships with employers.

We now offer:

- **Caregiving Basics** — a new course covering care for children, elderly people, and individuals with disabilities or special needs, plus emergency response and emotional resilience.
- **Baby Care** — an exciting course that fills an important gap, helping domestic workers build the skills needed for one of their most common roles: caring for young children, while also improving communication with employers.

Through these programmes, Uplifters equips domestic workers with the tools to thrive in caregiving roles and achieve long-term success.

IN 2024,
UPLIFTERS EXPANDED
SKILLS-BASED
TRAINING



CAREGIVING BASICS

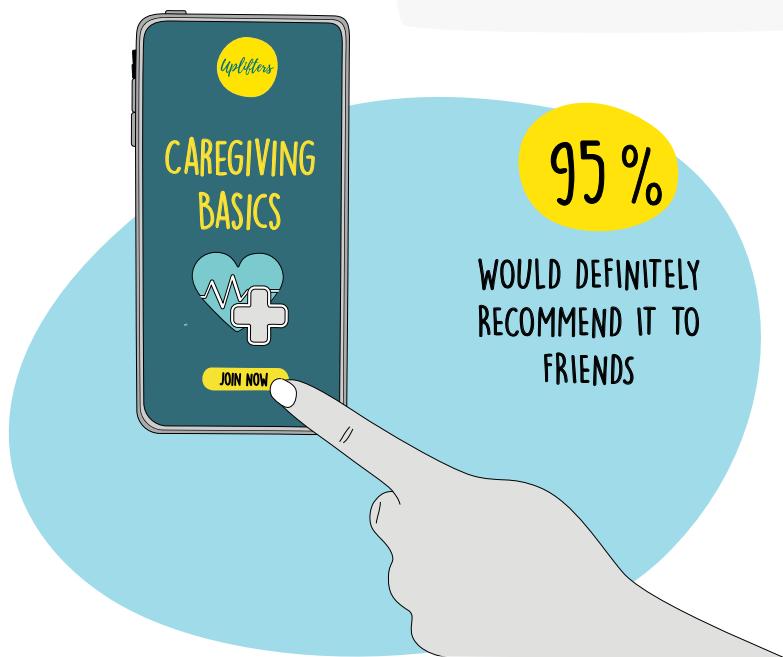
Caregiving courses are essential for migrant domestic workers, helping them build the skills and confidence needed to care for children, elderly people, and individuals with special needs. Uplifters developed Caregiving Basics in partnership with We Are Caring to meet the real needs of workers and their employers.

In 2024:

- 403 Students started the course with 338 completing the course.
- 85% of students said the Caregiving Basics course made a big difference in their lives, and
- 95% would definitely recommend it to friends.

Improvements in caregiving knowledge and confidence

- Confidence in understanding caregiving responsibilities rose from 75% to 92%.
- Confidence in caring for babies rose from 68% to 87%.
- Confidence in handling health emergencies rose from 38% to 78%.
- Confidence in caring for older people and people with disabilities rose from 37% to 72%.
- Understanding the emotional challenges of being away from family rose to 93% feeling fully prepared.



SET YOURSELF UP FOR SUCCESS

Set Yourself Up for Success is a mini course designed for Dare to Dream graduates. It focuses on building and maintaining positive relationships between employers and employees, helping participants strengthen communication and mutual respect in the workplace.

A total of 14 students began the course this year, and 13 successfully completed it.

In 2024:

- 93% of those who started the course completed it.

BABY CARE

The Baby Care course is designed to help migrant domestic workers build essential skills and confidence in caring for babies and young children.

This course was also featured in Uplifters' marketing campaigns to encourage more women to enrol in Dare to Dream, highlighting the value of skills based learning and practical skills development, to reach women who may not otherwise engage with our courses..

In 2024:

- 257 students started the course.
- 60% of those who started completed.

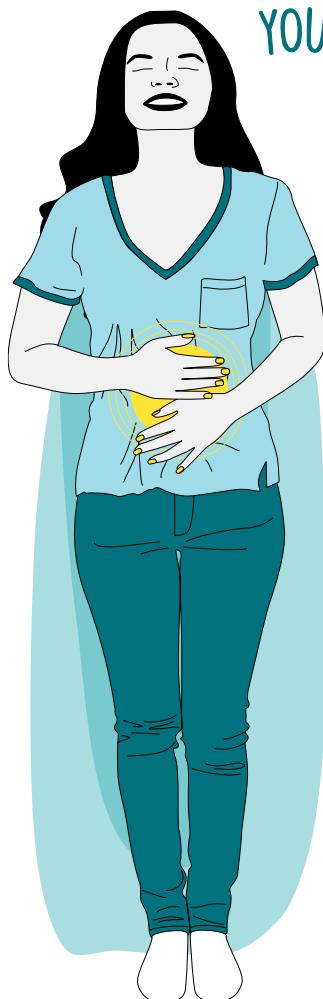


WELL BEING COURSES

Alongside financial and skills-based training, Uplifters offers courses focused on well-being, recognising the importance of emotional and physical health for migrant domestic workers. In March 2024, to mark International Women's Day, we launched Your Health as a Woman to empower wom-

en to better understand their health and make informed decisions. Our well-being courses now include Your Health as a Woman, Mental Health Champion on emotional resilience, and Mother's Love Across Borders on parenting from a distance.

YOUR HEALTH AS A WOMAN



In 2024:

- 201 students started the course and 146 students completed it.
- 90% of students said Your Health as a Woman made a big difference in their lives, and
- 97% would definitely recommend the course to friends.

Improvements in women's health knowledge and confidence

- Confidence in performing breast self-checks rose from 33% to 49%.
- Confidence in finding help for infections or health issues rose from 45% to 76%.
- Confidence in understanding birth control options rose from 56% to 74%.
- Comfort in talking to children about sexual health increased significantly, with 36% now feeling "very very comfortable" compared to 16% before

MOTHERS LOVE ACROSS BORDERS

In 2024, Uplifters proudly launched Mother's Love Across Borders, a heartfelt mini course created to support migrant domestic workers in strengthening their parenting skills while working far from home. The course shares practical tools for long-distance parenting and helps mothers maintain strong emotional connections with their children. It was met with overwhelmingly positive feedback from our community, with many participants saying it made them feel more confident and supported in their parenting journey.

In 2024:

- 124 students started the course.
- 66% of those who started completed it.



BECOME A MENTAL HEALTH CHAMPION

The Become a Mental Health Champion course inspires migrant domestic workers to become powerful advocates for mental well-being in their communities. It educates participants about mental health and equips them with the confidence and practical skills to support their peers with care and empathy.

Through this course, participants learn how to recognise when someone is struggling and how to offer meaningful support.

In 2024, 124 students started the course, and 82 completed it—an incredible 66% completion rate.

ENGAGING WITH OUR COMMUNITY

In 2024, Uplifters grew into more than just an education platform—it became a vibrant community where migrant domestic workers uplift, support, and inspire one another.

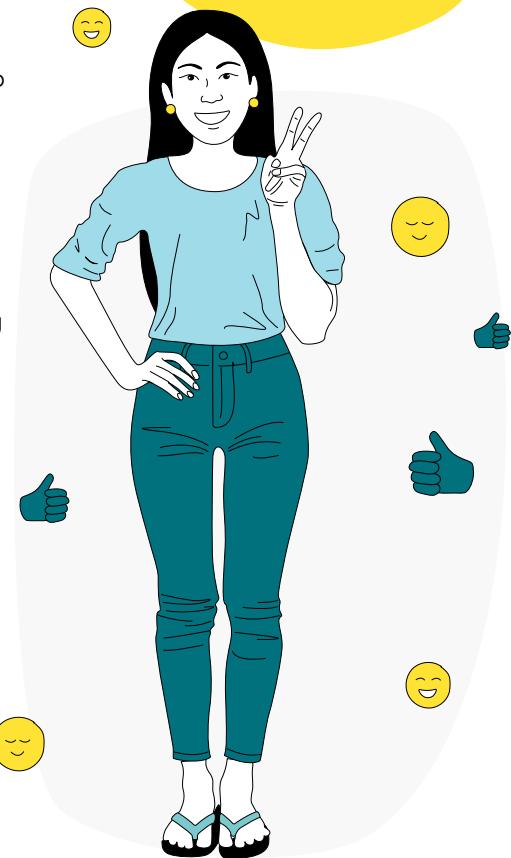
In 2024, community engagement remained a vital part of the Uplifters experience.

According to our End of Year survey:

- 81% of respondents said they enjoy the educational posts shared in the Uplifters Alumni WhatsApp group.
- 77% expressed interest in attending in-person Uplifters Club meetups.
- 88% said they would recommend Uplifters to friends and actively help them enrol.
- 50% said they feel comfortable sharing personal problems within the Uplifters community, showing strong trust and connection among members.

These results demonstrate that Uplifters' efforts to build a strong, supportive community — both online and offline through Clubs — are meeting a real need for connection, learning, and peer support among migrant domestic workers.

81% ENJOY THE
EDUCATIONAL POSTS
SHARED



50% FEEL
COMFORTABLE
SHARING PERSONAL
PROBLEMS

ANGELS OF SINGAPORE UPLIFTERS CLUB – SINGAPORE



THE DREAM CHASERS UPLIFTERS CLUB – SINGAPORE



In 2024, Uplifters continued to grow its Uplifters Clubs initiative. Led by our Team Leaders — migrant domestic workers and Uplifters community members — the Clubs aim 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.

Five active Clubs were running in 2024, holding over 28 meetings with a total of more than 490 participants. This represents a greater than 200% increase in Migrant Domestic Worker attending Uplifters club events - which is a huge achievement and demonstrates the need for these clubs in the community.

OVER 490
PARTICIPANTS IN 5
ACTIVE CLUBS

HAPPY HEARTS UPLIFTERS CLUB- HONG KONG



"I enjoyed meeting fellow students, alumni, team leaders, and mentors. Club meetings are always warm and exciting, especially combined with birthday and early Christmas celebrations! Everyone brought food to share, making it a joyful time. Our activity involved sharing five saving tips with others, and it was fun and rewarding to exchange ideas together."



MEMBER OF ANGELS
OF SINGAPORE
UPLIFTERS CLUB

STUDY BUDDIES UPLIFTERS CLUB – SINGAPORE



POWER VISION UPLIFTERS CLUB— HONG KONG



"When we meet in person, we have the chance to introduce ourselves and our Team Leaders. We share our thoughts following the WOOP method, including our Wish, Obstacle, Outcome, and Plan. It's inspiring to hear everyone's stories. Afterward, we enjoy sharing food, having fun, learning, chatting, taking pictures, and appreciating the beautiful water and mountain views. It's very relaxing, and I truly enjoy the experience."



GOLDEN MARGIE M.,
EAGLES UPLIFTERS CLUB (HK)

WHAT WE DO

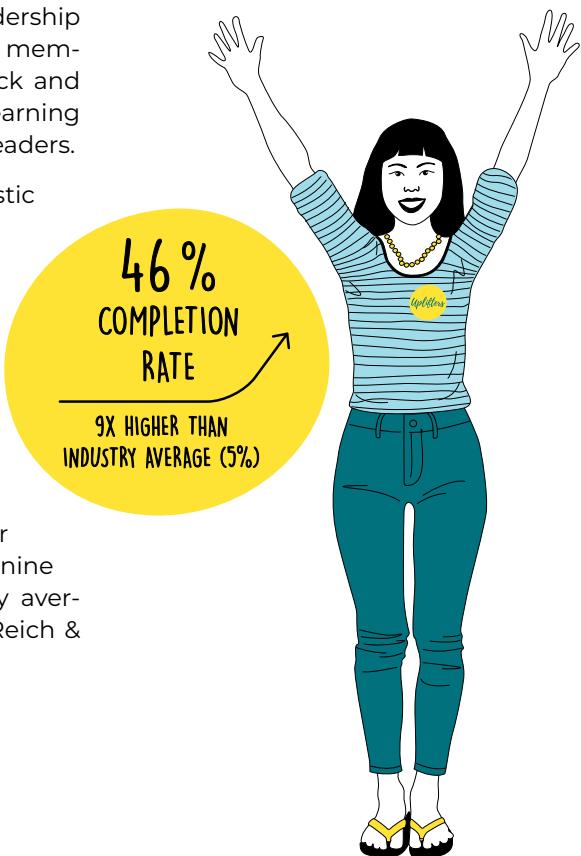
FOSTER PEER-COACHING AND COMMUNITY SUPPORT AT SCALE

PEER COACHING AND LEADERSHIP PROGRAMME

Our peer coaching and leadership programme trains community members who are eager to give back and support new students in their learning journey. They are called Team Leaders.

In 2024, 60 migrant domestic workers acted as Team Leaders, providing encouragement, motivation, and guidance to their peers. Together, they contributed over 2,000 hours, a powerful reflection of the strength of our community model.

Thanks to their support, over 46% of students completed our Dare to Dream course — nearly nine times higher than the industry average of 5% for online learning (Reich & Ruipérez-Valiente, 2019).



4 WAYS TEAM LEADERS DRIVE IMPACT

1 BOOST COURSE COMPLETION



Online education is powerful, but staying motivated can be tough — especially for migrant domestic workers juggling long hours, limited time off, and mobile-only access. Team Leaders help bridge this gap. Through daily encouragement, reminders, and personal check-ins on WhatsApp, they keep students engaged and motivated, helping them overcome barriers and successfully complete their courses.

2 INSPIRE BEHAVIOUR CHANGE



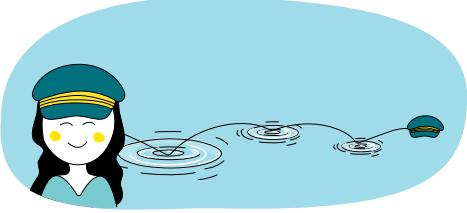
Team Leaders don't just talk about change — they live it. As former students who've transformed their own lives, they serve as relatable role models. Their stories of progress show others that with support and determination, positive change is within reach. This real-life inspiration is key to building self-belief and encouraging students to take control of their futures.

3 PROVIDE PEER SUPPORT IN TOUGH TIMES



When migrant domestic workers face stress, homesickness, or emotional challenges, they often feel alone or unsure where to turn. Team Leaders step in as trusted peers — offering a listening ear, empathy, and reassurance when it matters most. Their presence helps break isolation and provides a lifeline for those who might not access formal services due to fear or stigma.

4 SPARK COMMUNITY LEADERSHIP



The impact of Team Leaders doesn't stop with one course. Many go on to lead in their own communities, start peer groups, or contribute to other organisations. By uplifting others, they create a ripple effect of confidence, leadership, and empowerment — multiplying the impact far beyond the classroom.

TRAINING

Skills training for Mentors and Club Leaders

We have once again collaborated with Dr Nimisha Vandan from OkayMinds to provide an Emotional First Aid training session for our new trainee mentors and club leaders

The session consists of 4 Zoom calls accompanied by self-learning modules that help our leaders be able to support themselves and others in the event of needing to provide emotional first aid.



COLLABORATION WITH DR
NIMISHA VANDAN FROM
OKAYMINDS TO PROVIDE
EMOTIONAL FIRST AID
TRAININGS

REVITALISING OUR LEADERSHIP PROGRAMME

In 2024, the Uplifters team developed a revitalised Leadership Programme in partnership with EmpowerU, a Hong Kong-based NGO. This project focused on providing more in-depth and structured training for all Team Leaders, focusing on the core principles of effective community leadership. Significant work took place throughout 2024 to shape the programme, including gathering feedback from existing Team Leaders and Mentors on the skills and support they needed most.

The refreshed Leadership Programme includes an enhanced online training course, new in-person leadership development workshops, and deeper coaching on how to lead supportively and sustainably.

Officially launched in 2025, this updated approach strengthens the foundation for peer-led impact and ensures our Team Leaders are equipped to guide and inspire their communities with confidence.

“I love helping out 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

“Supporting peers 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

REFRESHED LEADERSHIP
PROGRAMME LAUNCHED IN
2025

UPLIFT YOUR LIFE COMMUNITY

Our Uplift Your Life Facebook group remains a key source of peer support, encouragement, and shared learning for migrant domestic workers across the region.

Highlights from 2024:

- 15,670 members actively participating in the group
- Over 3,000 posts and comments shared throughout the year
- 14 social media correspondents (migrant domestic workers) helping to moderate and lead discussions
- Launch of a Bahasa Indonesia version of the group, which has already grown to over 170 members

These online spaces continue to foster meaningful connections and empower members to overcome challenges, share valuable information, and grow together as a community.

14
VOLUNTEER
SOCIAL MEDIA
CORRESPONDENTS



OPEN HOUSE AND APPRECIATION CEREMONY EVENTS

Uplifters holds Open House events each quarter in both Hong Kong and Singapore, always on a Sunday to ensure our students can attend on their day off. These events are a special opportunity for the community to come together, connect with one another, and engage directly with Uplifters' staff. Students who have referred friends to join Uplifters are also rewarded at the event—they can collect goodies as a thank you for helping grow our community. The Open House events are a celebration of learning, connection, and the strength of our growing network of empowered women.

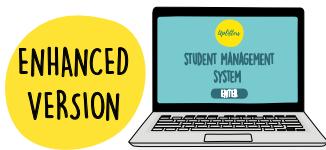
Our Appreciation Ceremonies are special events held in both Singapore and Hong Kong to honour and thank our dedicated mentors and team leaders for their incredible support and commitment. These gatherings celebrate their contributions and the positive impact they make in the community. In 2024, over 100 people attended each event. Our Singapore ceremony was especially meaningful, with representatives from the Ministry of Manpower, many of our funders, and our legal partners in attendance. In Hong Kong, we were honoured to welcome the Vice Consul of the Philippines as our guest of honour, making the event a proud moment for our community.

UPLIFTERS APPRECIATION CEREMONY 2025 – SINGAPORE



STUDENT MANAGEMENT SOFTWARE DEVELOPMENT

In 2024, we continued to enhance our student management system and scoped future developments related to student referrals.



WHAT WE DO – BRING POSITIVE CHANGE IN SOCIETY

WORKING IN PARTNERSHIP

To enhance the impact Uplifters is able to have, and bring about positive change in society, Uplifters has increased our partnerships with other NGOs and government institutions. Through partnerships we can reach more migrant domestic workers and gain greater understanding of the different issues facing the community.

In 2024 Uplifters had partnerships with 2 NGOs for course development, and partnered with one ethical employment agency. All of these measures ensure we are better placed to meet the needs of our community, and can leverage the expertise of other NGOs and organisations.

We partnered with 2 NGOs in 2024, Pathfinders and EmpowerU, to develop courses. We developed our women's health course in partnership with Pathfinders HK who are an established NGO with expertise in women's health and supporting migrant domestic workers with women's health issues and during pregnancy.

This partnership has allowed us to reach a bigger pool of women; and has also provided a useful resource for them to use to empower the migrant domestic workers they have contact with.

EmpowerU has partnered with Uplifters to develop our new Leadership course. Their expertise in this area has assisted Uplifters to improve our leadership material and given invaluable insight as we redeveloped this course.

We are Caring is an ethical employment agency in Singapore that partnered with Uplifters for our Caregiving Basics Course. Many migrant domestic workers are employed in caregiving roles. We are Caring has promoted this course to migrant domestic worker waiting for employment - ensuring they have the skills for their upcoming roles and can maintain better relationships with employers when in caregiving positions.





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