



Uplifters

ANNUAL IMPACT REPORT 2025

CHARITY
STATUS IN
SINGAPORE

MAIA
AWARD



Notes

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 their combined impact unless stated otherwise.

Note 2: Testimonials have been lightly edited for clarity and comprehension.

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2025 was a year of milestones for Uplifters. Since our founding in Hong Kong in 2018, we have now reached more than 11,000 migrant domestic workers across Hong Kong, Singapore and beyond.

What these numbers represent has always been my source of inspiration and determination to keep growing Uplifters. Behind each of them is a woman. A woman who arrived with no savings to fall back on now knows how to make a financial buffer. A woman who could never say no to family requests for money has learned how to hold that line. A woman who felt isolated has found trusted friends and a community that makes her feel good. And what matters most to me is this: everything we build, we build with them. This is what being community-led means to us: the women we serve do not just take our courses — they co-design them, deliver them as peer leaders, and help decide where we go next.

Beyond the stories, we have the data to prove it at a statistical significance. The share of long-term members with no emergency savings fell from 39% to 14%. Regular monthly savings rose from 42% to 75%. Wellbeing climbed from 76% to 93%. These are not impressions; they are measured, matched, and significant.

In 2025, our work was recognised on a world stage. Dare to Dream, our signature online course on money management, mental well-being and personal development, was named Best Non-Profit Project for Underserved Communities at the worldwide Money Awareness and Inclusion Awards (MAIAs). That award belongs to our community — to the learners who showed up, and to the peer leaders who walked alongside them. Dare to Dream also reached a 54% completion rate among learners who begin the course — our best on record, and far above typical online-course benchmarks, where most who start do not finish. And we became a registered charity in Singapore — a milestone that anchors our long-term commitment to the region.

Our 2025 data, and our discussions with the community, taught us where to focus next: that a present, engaged peer leader is what gets a learner to the finish line; that belonging comes before financial change; and that our community members, not our advertising, are our strongest source of new learners. We built these lessons into a three-year strategic plan that will carry us to 2028, our tenth anniversary.

What lies ahead brings a renewed focus on our peer leader programme and new courses shaped by what our community is facing: scam and loan prevention, elderly and disabled care, and long-distance parenting.

Thank you to everyone who made 2025 what it was: our learners, our peer leaders, our partners, our donors and our team. We are inspired by what you do every day.



Marie Kretz Di Meglio
FOUNDER AND CEO



WE HAVE A MEASURABLE LONG-TERM IMPACT

Thanks to the combined effect of education and community support, with changes statistically significant as confirmed by matched before-and-after surveys.



WELL-BEING

93%

Have high well-being
($\geq 7/10$) vs 76% at
intake ⁽¹⁾



MONTHLY SAVINGS

75%

Save money every
month vs 42% at
intake ⁽¹⁾



EMERGENCY SAVINGS

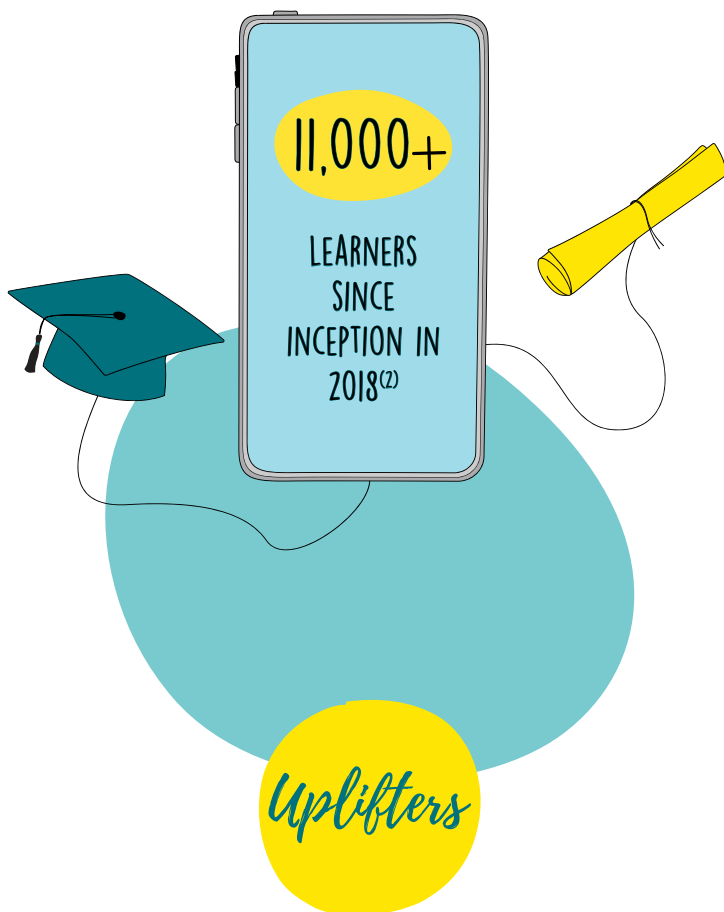
86%

Have emergency
savings vs 61% at
intake ⁽¹⁾

⁽¹⁾ Start-of-course Dare to Dream intake survey (over the years) matched to End-of-Year 2025 community survey. n=98.



WE MAKE LIFE— CHANGING EDUCATION ACCESSIBLE AT SCALE



In 2025:

1,103

NEW LEARNERS STARTED

including
684 HK
386 SG
unique
numbers ⁽²⁾

1,403

ACTIVE LEARNERS

including
872 HK
494 SG
unique numbers ⁽²⁾

1,954

TOTAL COURSES TAKEN

including
1,227 HK
681 SG ⁽²⁾

54%

COMPLETION RATE

of our entry course
(‘Dare to Dream’ starters) ⁽³⁾

BEST ON RECORD

99.8%

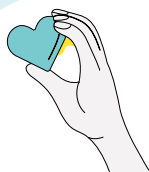
RECOMMENDATION

Would recommend
the entry course
‘Dare to Dream’ ⁽³⁾

⁽²⁾ Uplifters 2025 student database; started = $\geq 5\%$ progress; completed = 100% progress. Completion rate of starters = $\text{completions} \div \text{starters}$.

⁽³⁾ Dare to Dream 2025 participants' end-of-course survey, $n=601$.

WE LEVERAGE THE POWER OF COMMUNITY SUPPORT



89%

MADE FRIENDS

Made good, trusted friends at Uplifters (87% HK, 91% SG) ⁽⁴⁾



63

PEER LEADERS

Active peer leaders including 23 HK and 40 SG ⁽²⁾



140H

CONTRIBUTED

Estimated hours contributed on average by one peer leader ⁽⁵⁾



⁽⁴⁾ Full End-of-Year 2025 community survey, n=138. No pre-survey baseline — descriptive only. ⁽⁵⁾ (Total online sessions × 15 hours) + (Club meetings × Number of Club Committee Members × 5 hours), all divided by the number of active peer leaders.



THE MIGRANT DOMESTIC WORKER PARADOX

Migrant domestic workers — predominantly women from the Philippines and Indonesia — migrate in search of a better future for the people they love. They generate enormous value on both sides of their journey: they enable families in their host cities to work, and they send millions in remittances to developing economies.

Yet the system rarely rewards that effort. More than half of new Dare to Dream students (57%) are already repaying a loan when they join us, and nearly half (47%) have no emergency savings at all¹. Many spend years abroad only to return without the financial security they set out to build. The value they create flows outward — to employers, to families, to economies — while debt, financial isolation and distance from their own children too often flow back to them. This is the paradox at the heart of our work.

THE CHALLENGES THEY FACE

These pressures rarely arrive one at a time. Financial strain, social iso-

lation and the risk of exploitation compound one another, and a lack of accessible financial education makes them harder to navigate, leaving workers more exposed to debt cycles and investment scams.

Migration also stretches families across distance. Where a parent is absent for years, children can feel the effects: research on migration and child development in the Global South points to impacts on children's mental health, including lower self-esteem and higher rates of stress, anxiety and loneliness (Shi et al., 2016).

THIS IS THE PARADOX WE SET OUT TO CHANGE

We exist to turn migration into a successful journey of empowerment — economically, emotionally and socially. Not by helping them, but by giving them the tools to help themselves.

This is the paradox we set out to change.



1. Source: Dare to Dream intake survey (self-reported), n=546, 2022–Q1 2026.

OUR MISSION AND VISION

OUR MISSION

Our mission is to enable migrant domestic workers in Asia and the Middle East to achieve successful migration outcomes for themselves and their families by combining accessible online education with community support through innovative and scalable solutions.

OUR VISION

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





WHAT SETS US APART

TRULY DIGITAL-FIRST



Our programmes run on platforms learners already use — Facebook Messenger and WhatsApp. No app, no subscription, no new device. They work on basic Wi-Fi on any phone, supported by a student management software built to sustain learning and engagement at scale

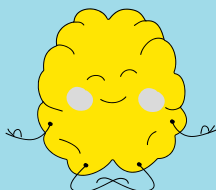
BY THE COMMUNITY, FOR THE COMMUNITY



Alumni return as peer leaders, shaping both how courses are designed and how they are delivered. This creates a sustainable, ever-growing support network — and peer-to-peer support lets us scale without losing quality.

GROUNDED IN BEHAVIOURAL SCIENCE

Our courses are grounded in behavioural science — contextualised scenarios, animated stories, self-coaching, peer accountability and community reinforcement — designed to turn learning into lasting habits.



COLLABORATION



We partner rather than duplicate effort, working alongside community and service partners in Hong Kong and Singapore — and we help other organisations amplify their impact by giving them access to the courses we develop.



Two approaches do vital work in our sector, and we complement both.

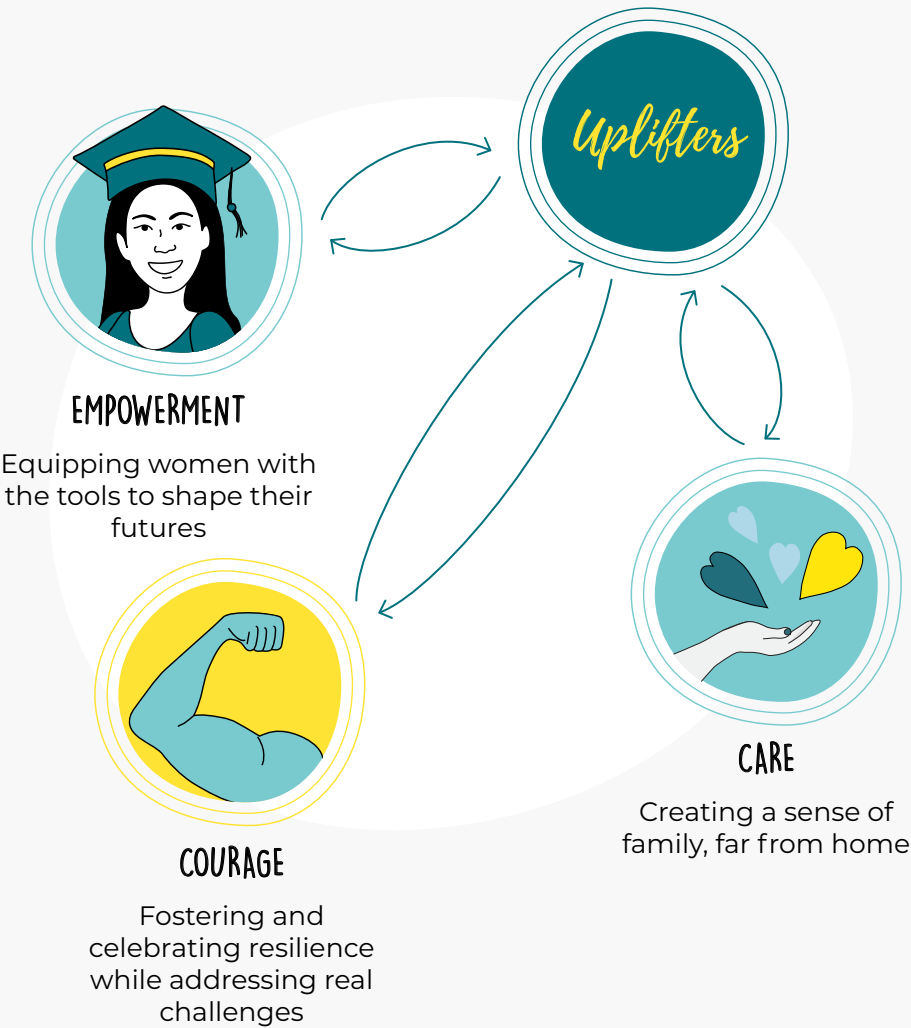
In-person classes change lives, but reaching everyone is hard: our community has very limited time off, and a class in a room can only include those who are free to attend.

Peer support, spread through train-the-trainer sessions, extends that reach much further — but on its own, it often lacks the material to go with it, so what each peer leader shares varies in quality, and its impact is hard to measure.

This is where we fit. We pair the reach of peer support with the rigour of high-quality education, and we build it with our community, not for them — co-designed with the women we serve, then delivered by trusted peer leaders who guide learners through each course from start to finish. Because the pressures our community faces never arrive in isolation, we tackle them together: financial education alongside mental well-being, women's health, and family relationships.

Above all, we have the framework to prove it works. Our surveys show statistically significant improvements across five outcomes — wellbeing, expense tracking, saying no to unnecessary family requests, regular saving, and emergency savings — independently confirmed in both Hong Kong and Singapore. The change holds not for a handful of people, but for thousands of migrant domestic workers, sustained over many years. This is proven impact, at scale.

OUR VALUES







OUR OVERALL IMPACT

FINANCIAL RECOVERY AND RESILIENCE

Track their expenses

98%

Track their expenses vs 72% at intake (1)

Save money every month

75%

Save money every month vs 42% at intake (1)

Have emergency savings

86%

Have emergency savings vs 61% at intake(1)

x2

Ability to Say No

Find it easy to say no to family members' unnecessary requests for money(1)



MENTAL WELLBEING AND COMMUNITY SUPPORT

Well-being

93%

Have high well-being ($\geq 7/10$) vs 76% at intake (1)

Community Support

100%

Community makes me feel good (100% HK, 100% SG) (2)

Friendship

89%

Made good trusted friends at Uplifters (87% HK, 91% SG) (2)

ENTREPRENEURSHIP

32%

Have a business in their home country (2)

67%

Of those, employ one person (2)



Sources: (1) Source: start-of-course Dare to Dream intake survey (over the years) matched to End-of-Year 2025 community survey. $n=98$. (2) Full End-of-Year 2025 community survey, $n=138$. No pre-survey baseline — descriptive only. This is not a random sample — it reflects long-term, engaged members who are likely to be doing better than the average learner Full tables and split per location in Appendix B.

WHAT LONG-TERM COMMUNITY MEMBERSHIP LOOKS LIKE

After completing Dare to Dream, our entry course on money management, mental well-being and personal development, learners gain access to our full suite of courses and to ongoing peer support — including invitations to our in-person Club meetups. Through that continued engagement, they work towards their own life goals, and our annual end-of-year survey tracks how far they have come.

In December 2025, we surveyed 138 active community members in Hong Kong and Singapore who had completed at least Dare to Dream. For 98 of them, we could match their responses to their original intake survey, allowing us to measure change over time.



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“Uplifters helped me a lot, especially in managing my finances, and because of Uplifters I became debt-free. Now my life is more meaningful, and I am more confident to share what I have learned.”

Maricho S.

(Filipina migrant domestic worker, Hong Kong)



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“My journey wasn't easy because I'm a single parent and bread winner, but Uplifters helped me move from dreaming to taking action and I'm proud to say I already built a small business in my hometown and it is managed by my mother.”

Gliza Q.

(Filipina migrant domestic worker, Singapore)

“Uplifters made a big impact on me this year. I managed to save every month, I became smarter in my budgeting and spendings, I knew what to prioritize and my biggest achievement this year was I recently paid for one lot of 100 sqm. and another lot is 50% paid.”

Liway C.

(Filipina migrant domestic worker, Singapore)



||

ACCESS TO EDUCATION IN 2025

1,403

ACTIVE LEARNERS

including 872 in Hong Kong
and 494 in Singapore.

1,954

COURSES FOLLOWED

including 1,227 in Hong Kong
and 681 in Singapore.

OUR FULL CATALOGUE IN 2025:



ECONOMIC EMPOWERMENT

Dare to Dream
(entry course)

Starting a
Small
Business



SKILLS FOR SUCCESS

Caregiving
Basics

Baby Care

Set Yourself Up
for Success

*(employer /
employee
relationship)*



WELL-BEING AND FAMILY

Your Health
as a Woman

Become a
Mental Health
Champion

Mother's
Love Across
Borders



LEADERSHIP

Dare to Lead

Become an
Uplifters Team
Leader

*(only accessible to
those who have
completed Dare to
Lead)*

OUR TOP 5 MOST POPULAR COURSES:

- 1 Dare to Dream, our entry course on money management, mental well-being and personal development
- 2 Caregiving basics
- 3 Dare to Lead
- 4 Starting a small business
- 5 Women's health

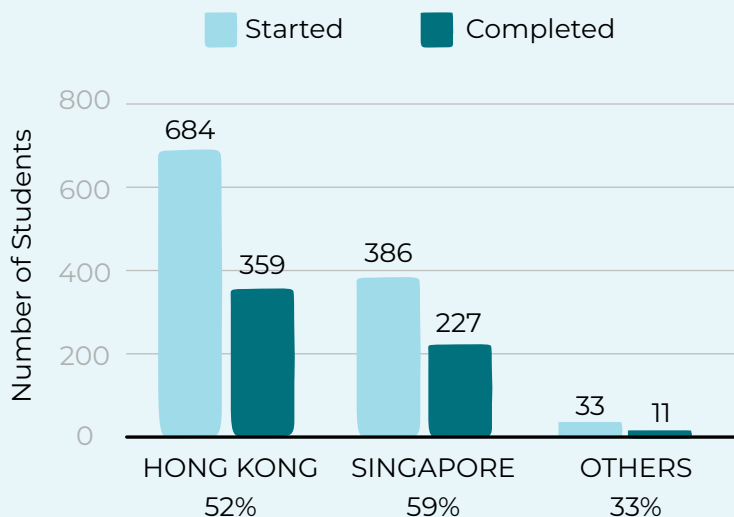
We measure impact at two points. Course-level outcomes compare learners at enrolment with the same learners at course completion — capturing the confidence, knowledge and immediate habits a course builds. Sustained outcomes are measured separately, in our annual end-of-year community survey, and track whether change holds over months and years (see above Our overall impact). The figures in each course below are course-level: entry to completion.

Our signature entry course, Dare to Dream

Dare to Dream is Uplifters' signature programme: a 25-hour free online course on money management, personal resilience, and well-being.



STUDENTS VOLUME AND COMPLETION BY LOCATION IN 2025



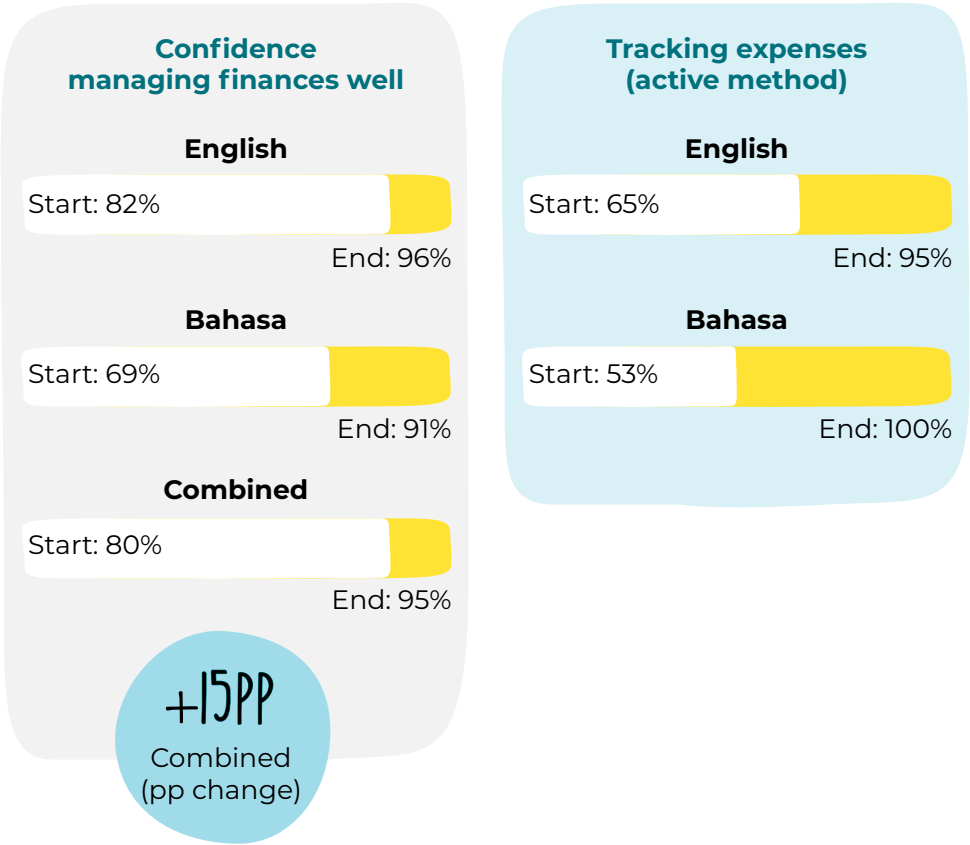
Completion rate of starters = completions ÷ starters.

Source: Uplifters student database; started = ≥5% LMS progress; completed = 100% LMS progress.

Course-level outcomes (start to completion)

We report Dare to Dream outcomes separately for the English and Bahasa Indonesia versions of the course, as both cohorts are large enough for the differences to be statistically meaningful. The pattern is striking: learners taking the Bahasa version often begin with less prior exposure to financial education, yet by completion they reach confidence and knowledge levels close to their English-course peers — the course narrows the starting gap.

WHAT CHANGED FOR LEARNERS



Monthly budget incl. loans, savings, remittances

English

Start: 89%

End: 94%

Bahasa

Start: 90%

End: 97%

Combined

Start: 89%

End: 95%

+6PP

Combined
(pp change)

Would recommend the course

English

95.6%

Bahasa

84.1%

Combined

94.3%

"I learned many things: how to save more, control my wants, and dare to discuss money with my family."

Sri W., Singapore



Matched pre-post analysis using Wilcoxon signed-rank (paired ordinal). Combined English + Bahasa, matched $n \approx 600$. All outcomes shown significant at $p < 0.001$. Tracking expenses tested by language separately (both $p < 0.001$); no combined figure available. Effect size: rank-biserial correlation. Full tables in Appendix C.



“It helped me manage my finances and my mental health, and how I should respond to my family’s situation.”

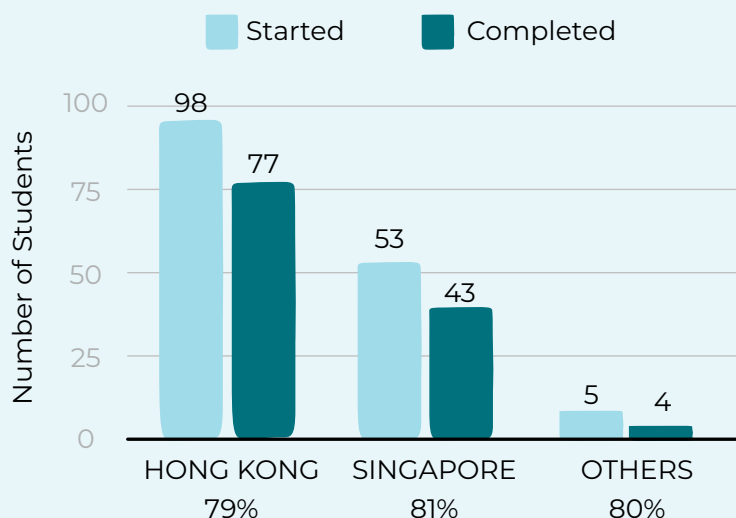
Pipit S., Singapore

Caregiving Basics for Migrant Domestic Workers

A course designed to prepare domestic workers to care for babies, toddlers, the elderly, disabled and individuals with special needs.



STUDENTS VOLUME AND COMPLETION BY LOCATION IN 2025



WHAT CHANGED FOR LEARNERS

Confidence caring elderly/disabilities

Start: 73%

After the course: 99%

+26PP
change

Know what to do in an health emergency

Start: 74%

After the course: 100%

+26PP
change

WOULD RECOMMEND THE COURSE

98.6%

"I like knowing how to be prepared in case of an emergency. I learned some ideas, and [the course] made me understand other circumstances. Understand their needs, stay calm, be active, and focus on work."

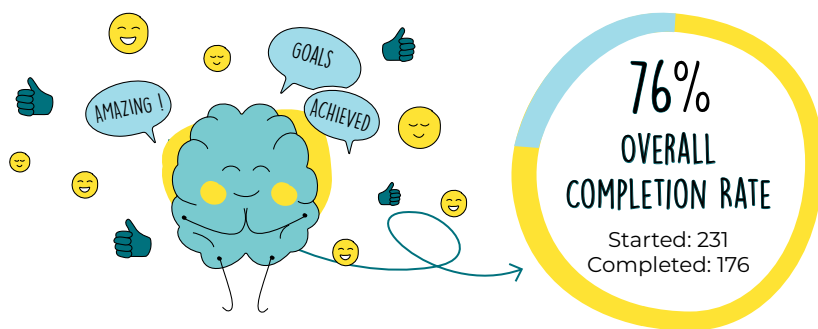
Russel G., Hong Kong



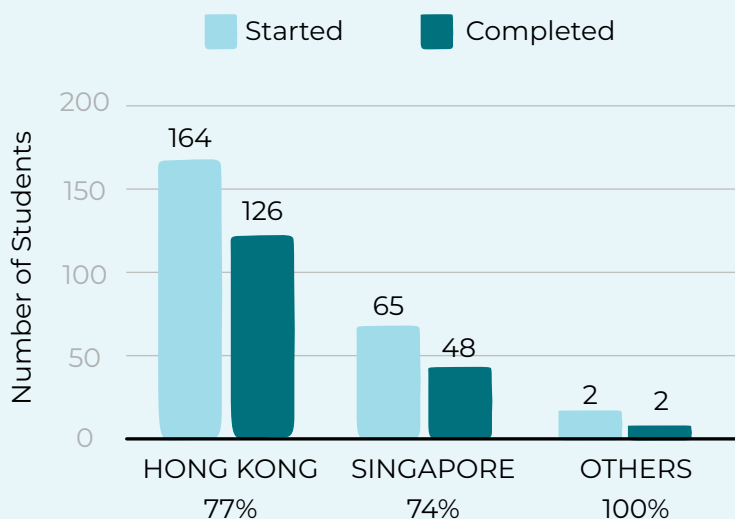
Statistical test: matched pre-post analysis using Wilcoxon signed-rank (paired ordinal), matched $n=137-139$. Both outcomes significant at $p<0.001$. Effect size: rank-biserial correlation

Dare to Lead

Developed in collaboration with the non-profit organisation EmpowerU, this course empowers migrant domestic workers who contribute their time to uplift their communities; honing their leadership abilities, inspiring collective action, and generating tangible change.



STUDENTS VOLUME AND COMPLETION BY LOCATION IN 2025



WHAT CHANGED FOR LEARNERS

Confidence being a leader in the community

Start of the course: 57%

After the course: 84%

+27pp
change

Confidence handling conflicts or disagreements

Start of the course: 58%

After the course: 81%

+23pp
change

Confidence leading people from different backgrounds

Start of the course: 58%

After the course: 79%

+21pp
change

Confidence making plans for community projects

Start of the course: 61%

After the course: 80%

+19pp
change

WOULD RECOMMEND THE COURSE : 95.2%

"Being motivated and having compassion for others, growth and learning, and connecting and supporting people in a similar situation."

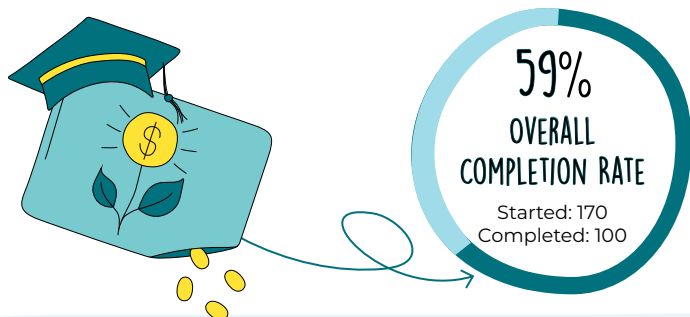
Irene A., Hong Kong



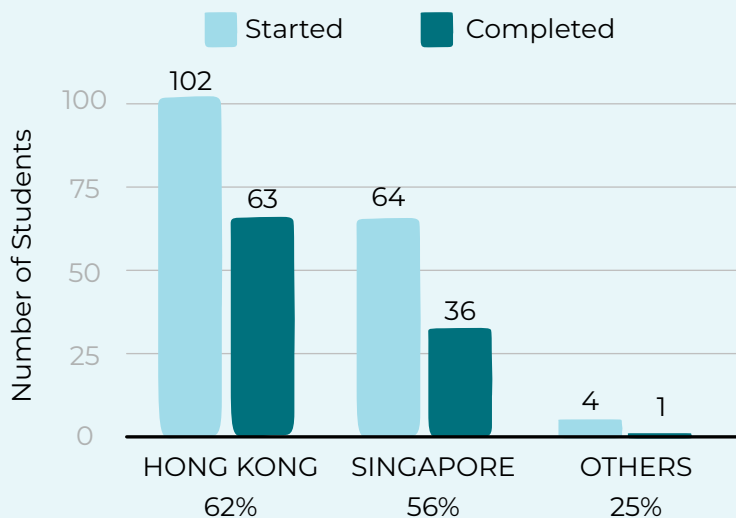
Statistical test: matched pre-post analysis using Wilcoxon signed-rank (paired ordinal), matched $n=189$ (making plans for community projects item $n=126$). All four outcomes significant at $p<0.001$. Effect size: rank-biserial correlation.

Starting a Small Business

This course prepares migrant domestic workers for sustainable livelihoods back home. It covers business planning, financial management, customer understanding, and the practical realities of running a small business.



STUDENTS VOLUME AND COMPLETION BY LOCATION IN 2025



*Completion rate of starters = completions ÷ starters.

Source: Uplifters student database; started = ≥5% LMS progress; completed = 100% LMS progress.

WHAT CHANGED FOR LEARNERS

Confidence in business planning (knowing start-up costs)

Start of the course: 49%

After the course: 78%

+ 28pp
change

Confidence in handling business finances

Start of the course: 53%

After the course: 81%

+ 28pp
change

Confidence in understanding customer demand

Start of the course: 56%

After the course: 76%

+ 20pp
change

WOULD RECOMMEND THE COURSE : 93%

"I learned that you need to clear your existing debt and have a three to six months emergency fund before starting a business. I also learned that you must have a learning mindset, a good approach to working with others and good financial management for your business to succeed."

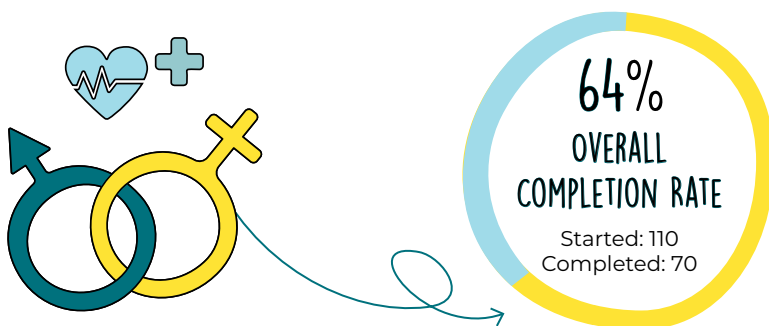
Minerva F., Hong Kong



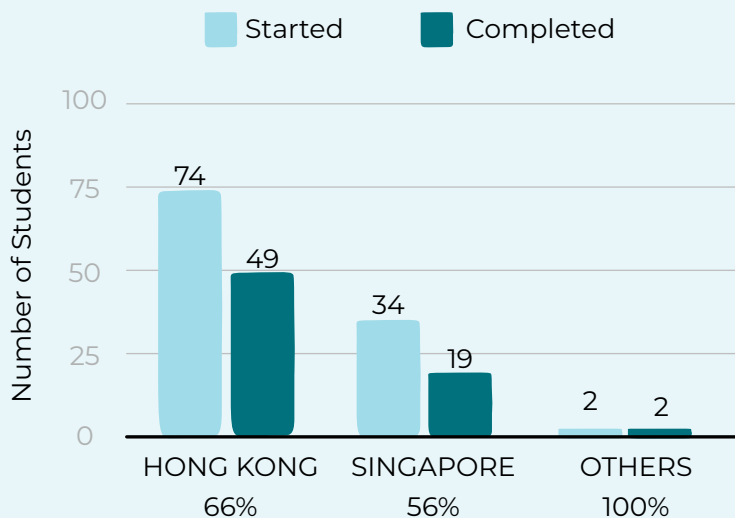
Statistical test: matched pre-post analysis using Wilcoxon signed-rank (paired ordinal), matched $n=130$ (understanding customer demand item $n=97$). All three confidence outcomes significant at $p<0.001$. "Would recommend" is post-only (descriptive). Effect size: rank-biserial correlation.

Your Health as a Woman

A short course on women's health for migrant domestic workers, covering reproductive health, common conditions, and how to care for yourself.



STUDENTS VOLUME AND COMPLETION BY LOCATION IN 2025



*Completion rate of starters = completions ÷ starters.

Source: Uplifters student database; started = ≥5% LMS progress; completed = 100% LMS progress.

WHAT CHANGED FOR LEARNERS

Breast self-examination confidence

Start of the course: 83%

After the course: 97%

+ 14pp
change

Supporting a friend's confidence

Start of the course: 91%

After the course: 99%

+ 8pp
change

Knowing where to find help

Start of the course: 85%

After the course: 99%

+ 14pp
change

Birth control awareness

Start of the course: 86%

After the course: 97%

+ 11pp
change

WOULD RECOMMEND THE COURSE : **93%**

"As a domestic helper, I always set my health concerns aside, thinking they would affect my work, so I needed to hide them from my employer. After doing this, I have learned self-care."

Marifi P., Hong Kong

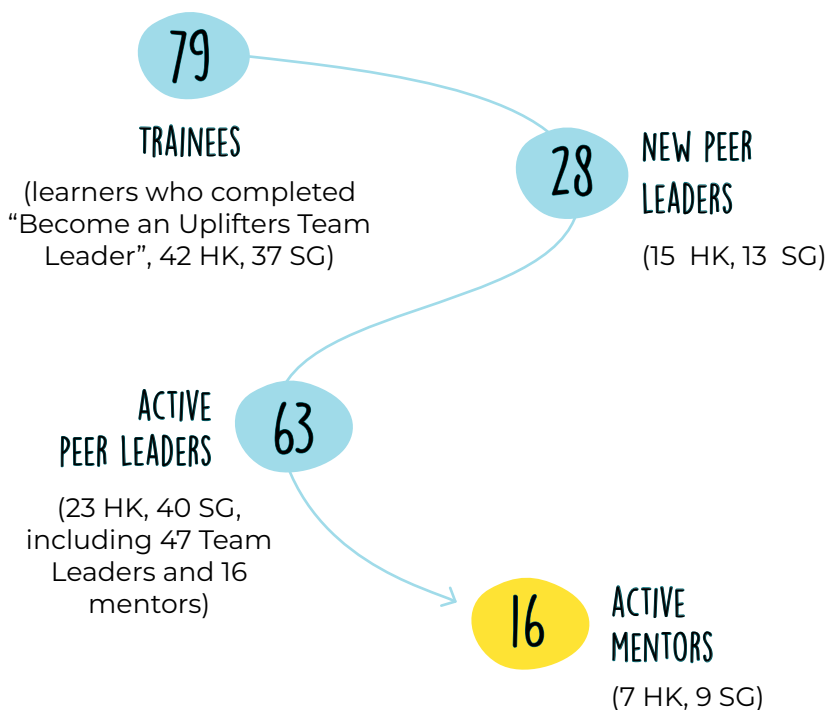


For the four outcomes from breast self-examination confidence to birth control awareness, change was measured with the Wilcoxon signed-rank test (paired ordinal data, $n=70$); all four were significant at $p<0.01$ or better, with effect size given by the rank-biserial correlation.

COMMUNITY

At the heart of Uplifters is our community-led model. Migrant domestic workers who have completed our programmes step forward to support new learners in our online class chats and through in-person meetups as part of their own leadership development journey.

Our leadership programme





“I’ve noticed in the people around me, especially my former students, that some of them have become team leaders and are now mentors in the Uplifters community. They are truly an inspiration, as they share their knowledge with fellow students. It warms my heart, and I am grateful to see how they apply what they have learned from the Uplifters courses to help others.”

Nelie B.

Uplifters Mentor, Singapore



“Being a mentor to this vibrant community has been one of the most enlightening and rewarding experiences of my life. Witnessing these strong women evolve from viewing themselves merely as a maid to becoming empowered and confident leaders is genuinely inspiring. We don’t merely exchange skills; we create a safe place as family where every voice is acknowledged, appreciated, and encouraged. Being part of their remarkable journey is a great privilege, rather than a responsibility or a role!”

Mary Anne C.

Uplifters Mentor, Hong Kong

Uplifters Clubs

EDUCATIONAL IN-PERSON MEETUPS ORGANISED BY OUR PEER LEADERS

38

MEETUPS HELD

(22 HK, 16 SG)

1,035

PARTICIPANTS

(464 HK, 571 SG)

Figures from Uplifters programme team records 2025.



||

“We learned that we are different people but our goals have similarities. It was inspiring listening to all the participants, and I was also happy to share. We have a lot of good memories and takeaways from the Club Meeting.” - Anonymous

Community Events

OPEN HOUSES AND APPRECIATION DAY

In 2025, we held six open houses (three in Hong Kong, three in Singapore) to celebrate our students' achievements and bring team leaders, students, and staff together in person.

At the end of the year, we held Appreciation Ceremonies in both cities to honour our team leaders and mentors, alumni who contribute their time to support students and strengthen our community.

In Hong Kong, over 130 migrant domestic workers gathered with guest of honour Vice Consul George Mariano Soriano from the Consulate General of the Philippines, alongside small business sharing from our leaders and Filipino and Indonesian cultural performances.

In Singapore, guests of honour included Labor Attaché Haney Siclot and Welfare Officer Florencio Teves from the Philippine Embassy and OWWA, Ibu Rima Diniah from the Indonesian Embassy, Ms Shireen Banu from the Ministry of Manpower, alongside our community partners Aidha, FAST, and the Indonesian Family Network Singapore.

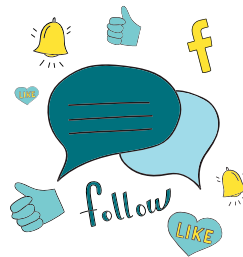
Our online community

Our Facebook Group Uplift Your Life is managed by our community members as well, the Uplifters Social Media Correspondents



17,130

UPLIFT YOUR LIFE
FACEBOOK MEMBERS



1,362

POSTS IN THE GROUP IN
2025

22

SOCIAL MEDIA
CORRESPONDENTS

Community members
creating content and
moderating the group

2025 OTHER KEY INITIATIVES

DRAFTING OUR 2026–2028 STRATEGIC PLAN: A CO-DESIGN PROCESS WITH THE COMMUNITY

Our 2026–2028 Strategic Plan was not written by staff or board alone. It was shaped by the people who know our community best: our Team Leaders and Mentors.

The process began in May 2025 with a review of our 2023–2025 progress. Over the following months, the team gathered data, refined strategic ambitions, and prepared for structured community input. In October and November, we held full-community strategic workshops with our Mentors and Team Leaders, structured around a single central question: how can we grow our impact by reaching more new participants while deepening engagement with existing ones?

Around 15 peer leaders participated in each workshop. Participants moved through five stations, each covering a different area of Uplifters' work: attracting new students, supporting learners online, supporting learners offline through Clubs, offering quality education, and training and supporting Team Leaders. At each station, they wrote ideas on post-its and shared what

to keep, improve, start, and stop. They then voted on priorities.

The ideas generated were direct and specific. On attracting new students, peer leaders called for more physical outreach and partner collaborations and flagged that the WhatsApp waitlist and Facebook chatbot were creating confusion for new joiners. On on-line support, they asked for clearer mentor roles, less message overload, and more one-to-one contact with quiet students. On Clubs, they proposed theme-based sessions,



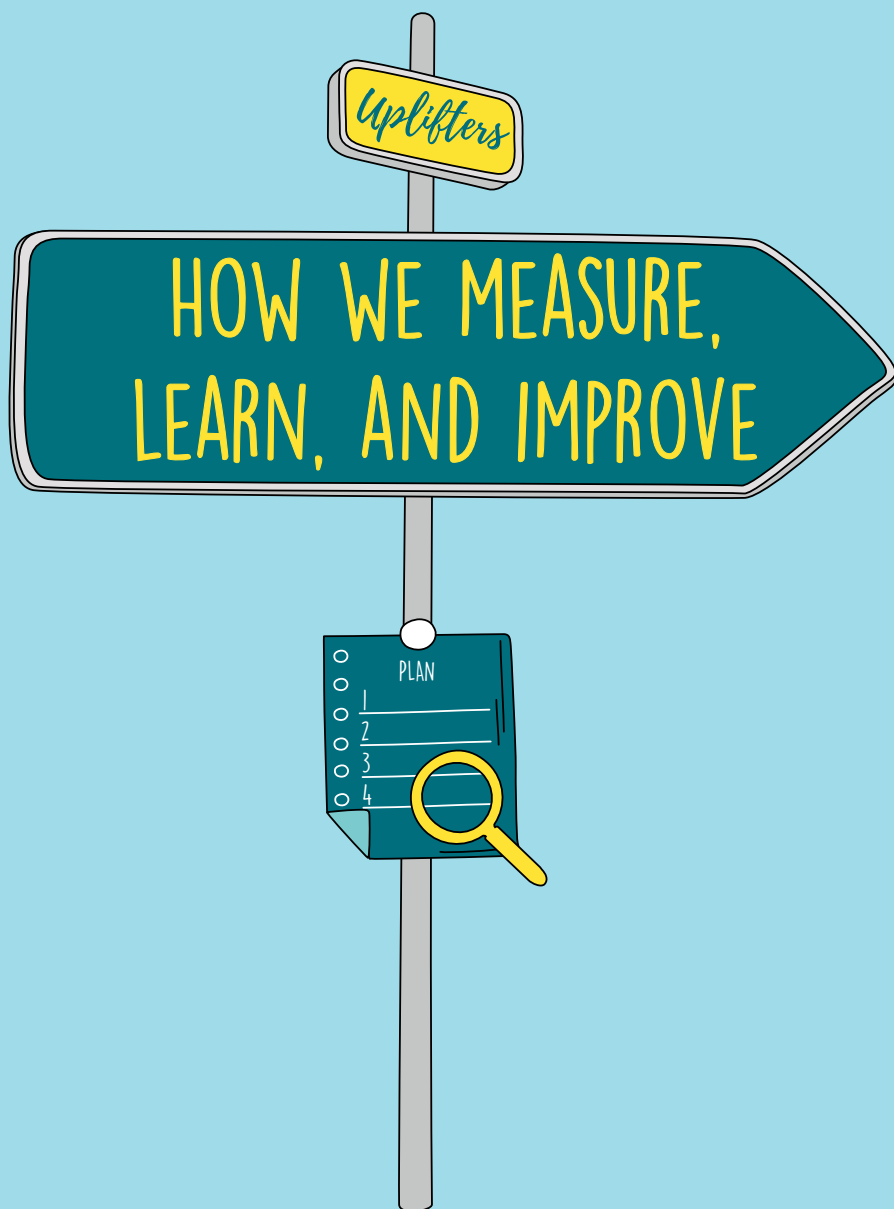
cross-club activities, and clearer agendas that go beyond Dare to Dream content. On education quality, they highlighted a need to simplify enrolment, improve the chatbot, and translate more content into Bahasa Indonesia. On Team Leader support, they asked for more face-to-face engagement with staff, mental health support, and bonding time between Team Leaders.

These inputs, combined with our 2025 data analysis, directly shaped the three pillars of our 2026–2028 strategy: deepen our impact, expand our reach, and secure our foundation.

COURSES IN DEVELOPMENT

Two new courses were in active development throughout 2025. Protect Your Dreams, Protect Your Money, on loans and scam prevention, was developed with financial literacy expert Sheetal Sarup and was ready to launch by December. Elderly and Disabled Care entered development following an MOU with the Salvation Army Peacehaven in Singapore.





OUR MEAL FRAMEWORK AND PDCA CYCLE

Uplifters operates a Monitoring, Evaluation, Accountability and Learning (MEAL) framework — the sector standard for evidence-based development work. We measure what matters: whether migrant domestic workers are reached, whether they learn, and whether that learning leads to real change in their lives.

What sets our approach apart is how "community-led" translates into practice. Our community does more than give feedback and deliver our programmes. They co-design the courses, shaping content until it fits their lives; and they help direct the organisation itself, setting priorities alongside our team. In our 2025 strategy workshops, Team Leaders and Mentors did not simply advise:

they decided what to keep, improve, start and stop, and voted on the priorities that became our 2026–2028 plan. Accountability, for us, runs first to the community whose lives the data describes, and then to our funders and partners.

This learning is continuous. We follow a Plan–Do–Check–Act (PDCA) cycle — and at the check and act stages, the community is in the room. Each year, we set targets, run our programmes, evaluate a cohort of learners alongside their input, and use the findings — and the community's decisions — to shape the following year's priorities. Full survey results are available in the appendix, in line with our commitment to transparency.



WHAT 2025 TAUGHT US

Three findings from our 2025 data review directly shaped our 2026–2028 Strategic Plan.

THE PEER LEADER IS THE PROGRAMME

Peer leader quality is the single strongest predictor of course completion ($p < 0.001$). Post-course survey feedback confirmed the mechanism: learners notice responsiveness, consistent engagement and clear communication. This finding — which emerged from the data and was confirmed independently through our community strategy workshops — is why our strategic plan commits to growing and strengthening our peer leader network.

COMMUNITY COMES BEFORE FINANCIAL CHANGE.

Our end-of-year survey revealed a clear sequence: newer members describe belonging and connection first; long-term members describe specific financial outcomes — land purchased, debt cleared, savings built. These are not alternative benefits; they arrive in order.

This is why our 2026–2028 strategy treats our peer support systems — WhatsApp class group chats, Uplifters Clubs and in-person meetups — as programme infrastructure rather than peripheral activities.

WILLING ADVOCATES NEED A SIMPLER REFERRAL PATH.

87% of active community members have already recommended Uplifters to friends. Of those who had not, almost all said the process was too complicated — not that they were unwilling. Friend-referred learners complete the course at more than double the rate of those who arrive through paid advertising (39% versus 18%). Building a simple, accessible referral pathway is therefore an important part of our 2026 goals and our 2026–2028 strategy.



LOOKING AHEAD: 2026–2028

Our three-year strategy, developed through community workshops with Team Leaders and Mentors in Hong Kong and Singapore alongside the data analysis described above, is organised around three pillars: deepen our impact, expand our reach, and secure our foundation.

The goal is a self-sustaining flywheel — where strong completion and long-term change generate referrals, which in turn bring new learners and partners, and new learners become the next generation of peer leaders. The 2025 evidence tells us the flywheel is already turning. The strategy is about building the conditions for it to turn faster. You can read our full 2026–2028 Strategic Plan on our website uplifters-edu.org.

« THE 2025 EVIDENCE TELLS US THE FLYWHEEL IS ALREADY TURNING. THE STRATEGY IS ABOUT BUILDING THE CONDITIONS FOR IT TO TURN FASTER. »

THE FLYWHEEL IS ALREADY TURNING

BUILDING A STRONGER, MORE INCLUSIVE COMMUNITY TOGETHER





FINANCIAL YEAR JANUARY TO DECEMBER 2025

The latest audited financial statements as of 31 Dec 2025 of the two entities are available on our website uplifters-edu.org.

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 an illustrative combined view. For conversion purposes, all income and expenses for the combined view have been translated using the average exchange rate for 2025 (1 SGD = 6.05 HKD).

HONG KONG ENTITY – UPLIFTERS LIMITED

INCOME

INCOME SOURCE	HKD	% OF TOTAL
Foundations	1,972,022	47.2%
Corporates	1,810,497	43.4%
Individual Giving	320,016	7.7%
Goods Sold	1,850	0.0%
Other Income	68,946	1.7%
Total income	4,173,331	100%

EXPENSES

EXPENSE	HKD	% OF TOTAL
Programmes Expenses (incl staff)	1,897,203	54.5%
Donations to Uplifters (Singapore) Limited (Singapore entity)	900,000	25.8%
Systems & Office	370,125	10.6%
Other Staff Costs	274,734	7.9%
Audit and Governance	42,100	1.2%
Total expenses	3,484,162	100%

SINGAPORE ENTITY – UPLIFTERS (SINGAPORE) LIMITED

INCOME

INCOME SOURCE	SGD	% OF TOTAL
Donation from Uplifters Limited (Hong Kong entity)	150,706	63.6%
Foundations	49,810	21.0%
Corporates	31,450	13.2%
Individual Giving	5,100	2.1%
Goods Sold	332	0.1%
Total income	237,398	100%

EXPENSES

EXPENSE	SGD	% OF TOTAL
Programmes Expenses (incl staff)	183,561	88.0%
Systems & Office	4,152	2.0%
Other Staff Costs	11,815	5.7%
Audit and Governance	9,062	4.3%
Total expenses	208,590	100%

Source: Uplifters (Singapore) Limited, audited financial statements, year ended 31 December 2025.

COMBINED VIEW

INCOME: HKD 4,697,818 OR SGD 776,499

INCOME SOURCE	HKD eqv*	SGD eqv*	% OF TOTAL
Foundations	2,162,295	357,404	46.0%
Corporates	2,111,847	349,066	45.0%
Individual Giving	350,871	57,995	7.5%
Goods Sold	3,859	638	0.1%
Other Income	68,946	11,396	1.4%
Total income	4,697,818	776,499	100%

EXPENSES: HKD 3,846,133 OR SGD 635,724

EXPENSE	HKD eqv*	SGD eqv*	% OF TOTAL
Programmes Expenses (incl staff)	3,007,747	497,148	78.2%
Systems & Office	395,243	65,329	10.3%
Other Staff Costs	346,215	57,226	9.0%
Audit and Governance	96,928	16,021	2.5%
Total expenses	3,846,133	635,724	100%

*avg SGD HKD rate in 2025 of 6.05



OPERATIONAL TEAM (2025)

As on 31 December 2025

- Marie Kretz Di Meglio,
Founder and Chief Executive Officer
- Zoe Mau,
Head of Development and Communications
- Nisha Bates,
Head of Programmes
- Carol Kwong,
Operations and Systemic Change Senior Manager
- Percy Lee,
Programmes Manager
- Risma Farhanah,
Programmes Coordinator
- Jessie Mulyanie,
Programmes Consultant





We also thank Adrien Guerrero, Felice Halse, Graciance Paitard Albin and Asnah Subian for their contributions to the team during 2025.

BOARD OF DIRECTORS

As on 31 December 2025

HONG KONG BOARD OF DIRECTORS



**Alexandre
Misseri**
Chairperson



**Sujata
Ramakrishna**
Treasurer



**Zhihan
Lee**
Director



**Sujata
Ramakrishna**
Director



**Romain
Di Meglio**
Director



**St. John
Flaherty**
Director



**St. John
Flaherty**
Director



**Zhihan
Lee**
Director

SINGAPORE BOARD OF DIRECTORS

PEER LEADERS AND ALUMNI CONTRIBUTING BACK

Peer leaders contribute their time as part of their own leadership development journey.

HONG KONG PEER LEADERS

MENTORS

Ailenemae Ramos
Aljen Dela Cruz
Arlene Madayag Cortel
Liza Natividad
Maria Nemy Lou Rocio
Mary Anne Casamina
Melanie Villar

DIAMOND TEAM LEADERS

Divina Orpilla Molina
Jannel Basing-at
Jocelyn Valdez Orpilla
Melnora Larios
Suprehatin

GOLD TEAM LEADER

Mirasol Baylosi

TEAM LEADERS

Beatriz Doguil
Elizabeth Rotilla
Ivy Calagday
Janet Agustin
Julieta Laylo
Margie Mendoza
Maricho Saccuan
Nur Fatimah
Realyinne Samson
Shiela Sarzona

SINGAPORE PEER LEADERS

MENTORS

Charo Sidon
Evelyn Obillo
Herlyn Gargavite Banaban
Janelyn Dupingay
Julie Ann Tabigne
Nelie Bautista
Rushell Bosmeon
Syarifitriyah Rahmani
Yuli Astuti Endang

DIAMOND TEAM LEADERS

Angelina Yatar Cuaresma
Ayu Candi Sari
Cecilia Butaya
Elsie Calumpiano
Fripiyanti
Jenelyn Leyble
Jocelyn Rosario
Ma. Agnes Maulas Bargo
Marie Joy Pugrad
Maylene Maylas
Mercha Garcia Ramirez
Nimfa Encio
Rema Tablac
Rhealyn Nudalo Luchar
Stephanie Raciles
Supinah Mulyono

GOLD TEAM LEADER

Sarinah

TEAM LEADERS

Aiko Gutierrez
Annie Galves
Epifania Ramos Gapasin
Galih Ayu Wulandari Tri Basuki
Gliza Quirimit
Hyacintha Omaña
Jeremae Francisco
Kemesetin Calderon
Leliany Lopez
Liway Cardona
Ma Anie Belen Pagaduan
Pinky Jane Bautista
Susi Widiastuti
Susiat



PEER LEADERS FORMING CLUBS' ORGANISING COMMITTEES



HONG KONG

Golden Eagles Uplifters Club

Organising committee: Ailenemae Ramos, Arlene Madayag Cortel, Divina Orpilla Molina, Janet Agustin

Happy Hearts Uplifters Club

Organising committee: Maria Nemy Lou Rocio, Mary Anne Casamina, Melanie Villar, Realynne Samson

Power Vision Uplifters Club

Organising committee: Aljen Dela Cruz, Jocelyn Orpilla Valdez, Melnora Larios

Queens of Wonders Uplifters Club

Organising committee: Ailenemae Ramos, Divina Orpilla Molina, Jan-nel Basing-at, Maricho Saccuan, Mary Anne Casamina, Suprehatin

Twist and Shake Uplifters Club

Organising committee: Elizabeth Rotilla, Jocelyn Valdez Orpilla, Margie Mendoza, Melanie Villar

SINGAPORE

Adira Puspa Uplifters Club

Organising committee: Galih Ayu Wulandari Tri Basuki, Supinah Mulyono, Susiati, Syarifitriyah Rahmani

Angels of Singapore Uplifters Club

Organising committee: Charo Sidon, Elsie Calumpiano, Evelyn Obilio, Rushell Bosmeon

Study Buddies Uplifters Club

Organising committee: Herlyn Gargavite Banaban, Jocelyn Rosario, Marie Joy Pugrad, Nimfa Encio, Rhealyn Nudalo Luchar

The Dream Chasers Uplifters Club

Organising committee: Ayu Candi Sari, Cecilia Butaya, Jenelyn Leyble, Yuli Astuti Endang

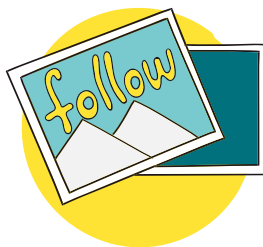
SOCIAL MEDIA CORRESPONDENTS

2025/2026 cohort

Elsie Calumpiano
Gliza Quirimit
Janelyn Dupingay
Jannel Basing-at
Ma Anie Belen Pagaduan
Margie Mendoza
Maricho Saccuan
Melanie Villar
Rhealyn Nudalo Luchar

2024/2025 cohort

Ailenemae Ramos
Aljen Dela Cruz
Angelina Yatar Cuaresma
Arlene Madayag Cortel
Charo Sidon
Jenelyn Leyble
Julie Ann Tabigne
Melnora Larios
Rushell Bosmeon
Sarinah
Supinah Mulyono
Suprehatin
Syarifitriyah Rahmani



PARTNERS

MAJOR 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:

HONG KONG

Labour Department

Consulate General of the Philippines in Hong Kong

Consulate General of the Republic of Indonesia (KJRI)

SINGAPORE

Embassy of the Philippines in Singapore and OWWA

Embassy of Indonesia in Singapore
Ministry of Manpower

Organisations:

Aidha

Berita Indonesia Hong Kong

Christian Action Hong Kong

Caritas 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

Probono SG

Salvation Army Peacehaven

TheOneHourProject

We Are Caring Agency

MAJOR 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

Aflatoun International

Hong Kong Club Foundation

Macquarie

Manan Trust

Sun Life

The Majority Trust



TOGETHER, WE TRANSFORM MIGRATION INTO A JOURNEY OF EMPOWERMENT

To our students, peer leaders, partners, donors, and staff — thank you.

Every achievement in this report is a testament to your belief in the power of migrant domestic workers to shape their futures and lift those around them.

Uplifters is a community. Not just an educational platform. Not just a charity. A community of women who lift each other — across borders, across years, across every difficulty that migration brings.





CONTACT US



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+65 89304560



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The Phoenix Building,
23 Luard Road,
Wan Chai,
HONG-KONG



+ 852 9731 9713



hello@uplifters-edu.org



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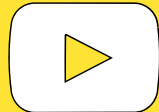
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AND UPLIFTERS NEWS.



OUR LINKEDIN ACCOUNT
SHARING NEWS AND EVENTS



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CHANNEL