



Goodwill Group Foundation

Annual Report 2013



Letter from our Founder

Dear Supporters,

2013 will go down as one of the most exciting and impactful years of our 13-year history. The Bangkok office continued to thrive while our branch in Ubon established itself as an important beachhead for Goodwill's expansion plan. We are very proud of the following statistics, which highlight some of our achievements over the past 12 months:

- We trained over 6,500 women.
- We offered 60 in-house training workshops in areas like work etiquette, First Aid & CPR, and computer skills and 33 outreach workshops in areas like Women & Law, Basic self defense
- Nearly 33% of all the women who enrolled in our courses reported an increase in their monthly salary of 25%.
- With a total operating budget of approximately \$128,177 we are able to create change in the lives of the women who seek our help for less than \$20 per person.

Although we feel a great sense of fulfillment with our progress we are even more excited by what we feel we can still accomplish. In 2014 we have set the ambitious goal of helping 10,000 women improve their lives by moving up the economic ladder. Our team is confident that we can make this happen.

Obviously, none of this would be possible without the support of our donors and volunteers. With so many wonderful charities in the world from which to choose we are extremely grateful that so many people continue to have faith in our work.

We hope that when you pass through Bangkok or Ubon you come by and see us in action. Our students and staff love to meet visitors. Many thanks for your continued support and I look forward to reporting back to you in twelve months with what will hopefully be many more success stories.

Sincerely,

Enrique

ORGANIZATION OVERVIEW

Goodwill Group Foundation (hereinafter referred to as Goodwill) is a Thai registered Foundation based in Bangkok, Thailand with a second branch in Ubon Ratchathani, Thailand. Founded on December 8, 2000, Goodwill's mission is to improve the quality of life for disadvantaged Thai women by empowering them through personal and career development services. Goodwill's services aim to increase the economic earning power of women who have very limited marketable vocational skills and who cannot otherwise afford to pay for such beneficial services. Additionally, Goodwill offers a safe community center where young women can seek advice, gain confidence, and be empowered.

Goodwill serves disadvantaged women from poor socioeconomic backgrounds. The majority of those participating in our programs have never finished high school, and most are single or separated/divorced. Given the lack of economic opportunities in their home provinces, many have migrated to Bangkok in search of employment to support their parents and children at home. Those who are currently employed work primarily in the informal sector, which is characterized by unstable incomes and poor working conditions (e.g. factory work, construction, domestic work, and temporary jobs, including sporadic work in the sex trade).

Goodwill has a proven track record of providing essential knowledge and skills training for disadvantaged women in Bangkok, relying on a stable roster of approximately 40 dedicated volunteers (both expat and Thai) to conduct language courses and on highly skilled resource persons for specialized workshops. On average, 33% of Goodwill Bangkok's students that successfully utilized our services found a job paying, on average, 2,617 THB (US \$84) more per month, representing a 25% boost to the student median income of 10,000 THB.¹ Based on operating expenses of 4 million Thai Baht (\$128,177 USD), this translates into an Impact: Cost leverage ratio of 19.4 times. Furthermore, our Impact Analysis found that:

- 86% of our students experienced greater social integration
- 88% of our students experienced greater confidence; and
- 86% of our students gained at least one new skill.

Goodwill's greater vision is to expand its services throughout Thailand, and in August 2011, Goodwill opened its second office in Ubon Ratchathani (Ubon). Since our establishment in Ubon, almost 7,000 women and girls have participated in our workshops. The target groups are high school girls, recent graduates, and girls who have not completed formal schooling, in addition to migrant women in neighboring villages. The office conducts ongoing workshops to provide essential knowledge and skills training preparing girls for life after secondary school. Additionally, Goodwill provides personal and career development services especially for the women and girls who proactively choose to stay in Ubon.

¹ Based on a survey of 110 students in June 2013



The demand for Goodwill's training workshops continues to increase as more schools and villages hear positive feedback from one another. According to our most recent Impact Assessment on this program, we found that girls in Grade 9 (ages 14-15) increased their knowledge by 25% after attending our workshop and girls in Grade 12 (ages 17-18) increased their knowledge by 17%.

In 2013, the Bangkok office

- relied on 42 volunteers,
- trained almost 900 women through our in-house personal and career development program,
- trained 685 women through our outreach program.

The Ubon office

- provided essential knowledge and skills to 4,766 young girls in secondary school,
- provided vocational training workshops to 153 women.

Our Board of Directors

Mr. Enrique Cuan	Chairman and Founder
Mrs. Sanhajutha Chirathivat,	Member
Mrs. Thipyanipa (Krairiksh) Samalapa	Member
Ms. Michelle Lai	Member
Mr. Kurt Alan Heck	Member



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Bangkok Branch Activities

Programs

English Language Education

Since Goodwill's establishment over a decade ago, the English language courses have been a crucial component to increasing the economic earning power of our students. The language education program serves the important purpose of attracting potential beneficiaries to our organization and exposing them to the other essential personal and career development training we offer. Currently, Goodwill offers free English language courses, which are aimed to develop and strengthen the women's verbal, reading and writing skills. Each English course at Goodwill is offered once a week for three hours, totaling 60 hours (20-week course).

We are also planning to open Thai language course for non-Thai students, particularly for migrant women who migrate to Bangkok to work as domestic helpers in Thailand.

Table 1: Number of attendees for language education program

No	Language Courses	Attendees in 2013
1	English Language	177
Total		177

Computer Training Program

Goodwill's Computer Training Program aims to develop basic computer skills for employment and for personal use. Learned skills include typing, internet usage, email, and Microsoft Office (Word, Excel, Power Point, etc). Each woman at Goodwill is also encouraged to supplement her English studies through computer-based English self-study. The learning CDs are provided by Goodwill.



Goodwill also encourages the women to come in on their own free time to practice their typing skills by using a learning program (Thai and English) provided by Goodwill. Although this is a voluntary activity and not an official training course, we have seen many of our students take the initiative to practice, especially after their English class. The purpose of this activity is to help women learn how to type properly before they are allowed to take the other computer training courses provided below. Goodwill keeps record of the women's progress.

Table 2: Number of attendees for computer training program

No	Computer Training courses	Attendees in 2013
1	Basic computer skills (Microsoft, etc.), internet and email	111
Total		111

Fundamental courses

All women who come to Goodwill are expected to attend certain compulsory training, such as Job Interviewing Skills, Preparing Resumes, Basic Self Defense and First Aid & CPR. These trainings help to increase their life skills and self-esteem.



Table 3: Number of attendees for fundamental basic training

No	Fundamental courses	Attendees in 2013
1	CPR & First Aid Training by the Thai Red Cross	208
2	Basic Self-Defense Training	72
3	Job interview Preparation and Resume writing	131
Total		411

Vocational and Skills Development Training Program

This program has three main goals that intertwine with one another:

- 1) To develop specific skills suited for jobs that provide stable and fair income under safe working conditions.
- 2) To develop skills that women can use to gain a supplementary source of income.

3) To develop knowledge and self-confidence.

Table 4: Number of attendees for vocational and skills development training

No	Vocational and Skills Development Training	Attendees in 2013
1	Work Etiquette	99
2	Other vocational training skills	273
Total		372

Outreach Program



The aim of the outreach program is to further our impact by going beyond our office walls. This program is to work with other partners, NGOs, non-formal education schools, and communities around the greater Bangkok area. Currently, the majority of the women who participate in Goodwill's programs have come through word-of-mouth referrals through friends and/or co-workers. Moreover, a substantial number of marginalized women and girls have limited access to and/or

knowledge of NGO services available to them, including Goodwill. This reality galvanizes Goodwill to believe that many more women in Bangkok can benefit from our programs, and it is within this context that Goodwill Bangkok seeks to implement an even stronger outreach program. Outreach workshops are one-day workshops that cover topics resembling those covered in our in-house workshops. With more focus on outreach, Goodwill ensures its services will reach a greater number of disadvantaged women and girls in Bangkok, thus empowering that many more beneficiaries, and ultimately increasing social impact overall.

Table 5: Number of attendees for outreach training program

No	Outreach program	Attendees in 2013
1	How to prepare for a job interview	156
2	English for service worker	169
3	Women & Law	111
4	Basic self defense	77



5	Other vocational training skills	172
Total		685

Ubon Ratchathani Branch Activities

Goodwill Ubon celebrated its 2-year anniversary at the end of August, and since our inception in 2011, we have seen our programs successfully reach out to a tremendous number of young Thai women.

In addition to the ongoing training workshops, we also currently run a career placement program. This program provides updated information on job opportunities to the Ubon community, and also requires our staff to maintain a strong relationship with them. It is essential we foster this type of relationship in order to successfully place women with rewarding job opportunities.



Programs

Preparing for Success

This project trains girls on how to prepare for their future after graduating secondary school, and covers topics such as how to pursue a career, post-secondary education options, and work and study opportunities. Because many students desire to move to the big city in order to pursue these post-secondary opportunities, the workshop also covers necessary information required to transition safely from rural to urban areas. Goodwill believes this workshop fills a

critical gap in the teaching system of the village schools because many of the schools do not provide such educational instruction. Without such training, young girls are left with inadequate understanding of how to effectively plan for life after secondary school. Additionally, the young girls are severely limited by their poor family financial situations leading many to feel even more desperate about their future.

Vocational training

We provide vocational training to women living in the villages of Ubon Ratchathani. Many of the women are older and/or retired and have a desire to supplement their income.

Table 6: Number of attendees for program in Ubon

No	Ubon Ratchathani Program Activities	Attendees in 2013
1	Preparing for Success	4,766



2	Vocational Training	153
Total		4,919

Special Projects

Smart and Happy Life Project

With another generous donation from Starbucks Thailand in July 2013, we began our special project titled, “Smart and Happy Life Project: Personal and career development workshops for disadvantaged girls and young women.” This ongoing project aims to empower disadvantaged female youth in Bangkok and Ubon Ratchathani through a series of personal career development and leadership training workshops to be held for one year. The training workshops challenge youth and young adult females to become creative and forward-thinking community leaders. Most importantly, we teach decision-making and other skills and knowledge to use throughout one’s life and career to improve overall quality of life.

In Bangkok, the Smart and Happy Life project focused on providing entrepreneur-based skills training as well as confidence and creativity building skills training. In Ubon, the Smart and Happy Life project focused on providing life skills and leadership training to youth girls in village schools to prepare them for success after graduating secondary school.

Sharing for Growing Project

With a generous grant from Metropolitan by COMO, we conducted a hospitality and vocational skills training short program in both Bangkok and Ubon Ratchathani. The “Sharing for Growing” project began in September 2013 and was designed to provide practical hospitality and vocational skills training. In Bangkok, we provided workshops, such as cooking, design, first aid and CPR, and basic self-defense.

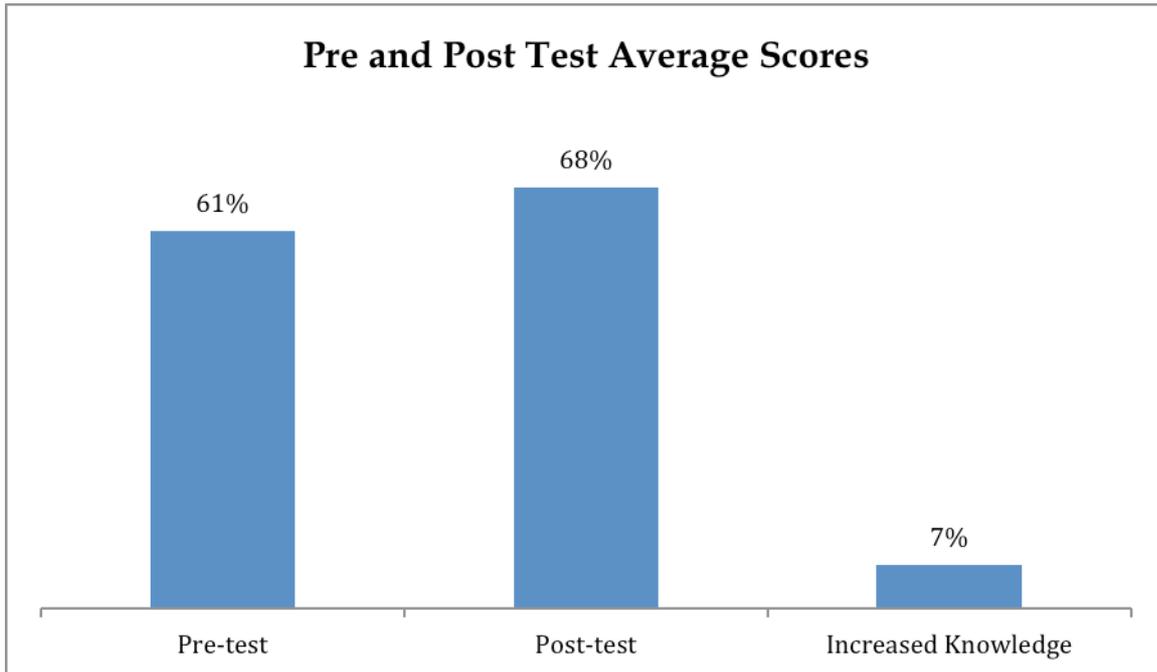
In Ubon, the project focused on providing career development and practical vocational skills training to women in various villages throughout the Ubon province. The workshops included topics such as, preparing for job placement and manufacturing products.

Impact Assessment 2013

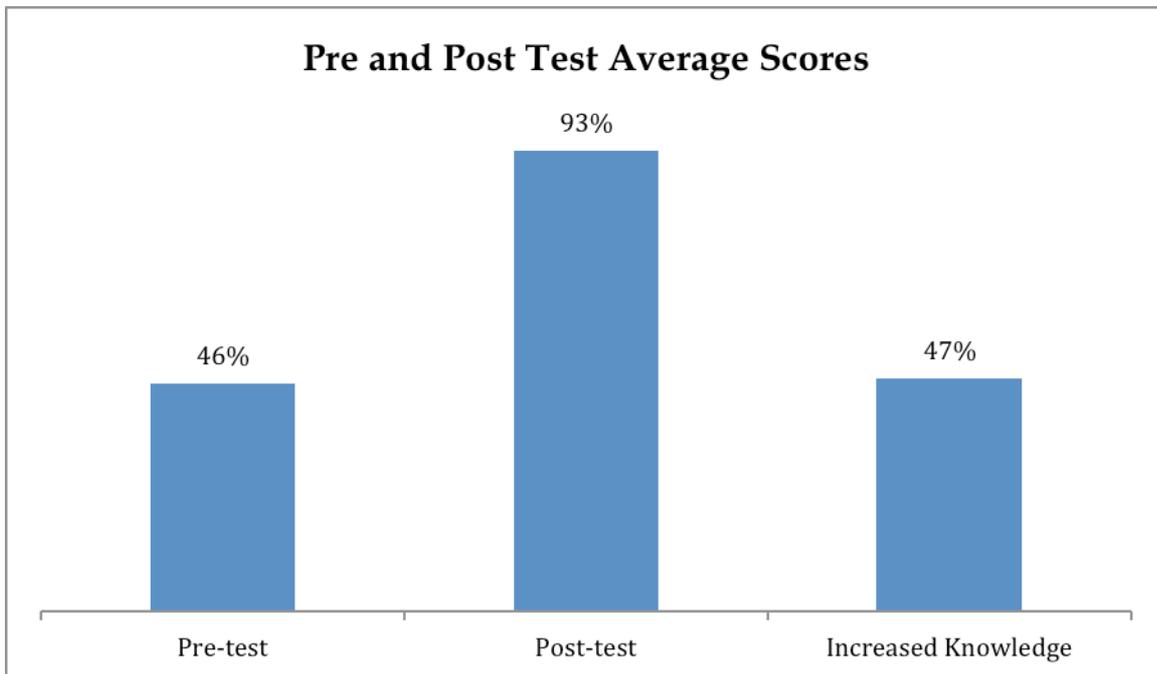
KICI Stichting gave us a generous donation in April 2013 to conduct an impact assessment on our outreach activities in both Bangkok and Ubon. In Bangkok we focused on assessing the impact resulting from the Self Defense and First Aid & CPR workshops. Unfortunately, due to scheduling conflicts, we were unable to conduct these workshops in our outreach program during this project period. As a result, we took this time to conduct the assessment on the same workshops that are conducted in-house by using surveys and pre and post workshop tests.



Basic Self Defense²



First Aid & CPR



² Due to the insignificant increased knowledge we have edited the questionnaires and have improved the workshop curriculum. We still believe this workshop is crucial to women's personal development, as is seen in many of their qualitative evaluations of the workshop.

We also took this time to assess our main program in Ubon, Preparing for Success, which trains young girls on how to successfully plan for their lives after graduating secondary school. We had two different target groups: young girls who are in Grade 9, ranging between the ages of 14-15; and young girls who are in Grade 12, ranging between the ages of 17-18.

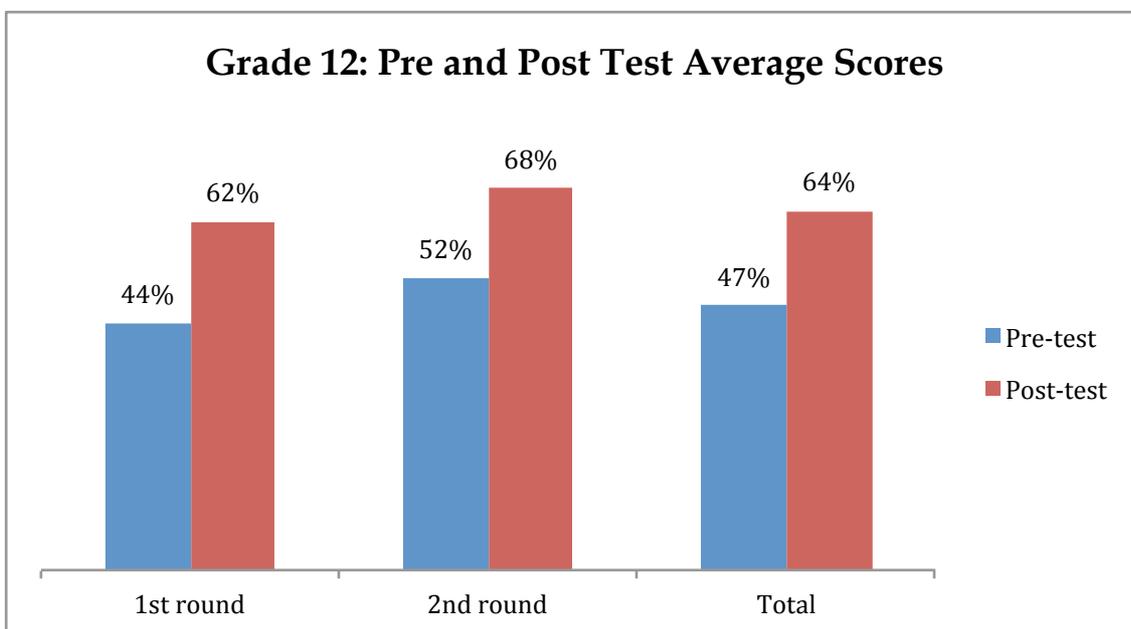
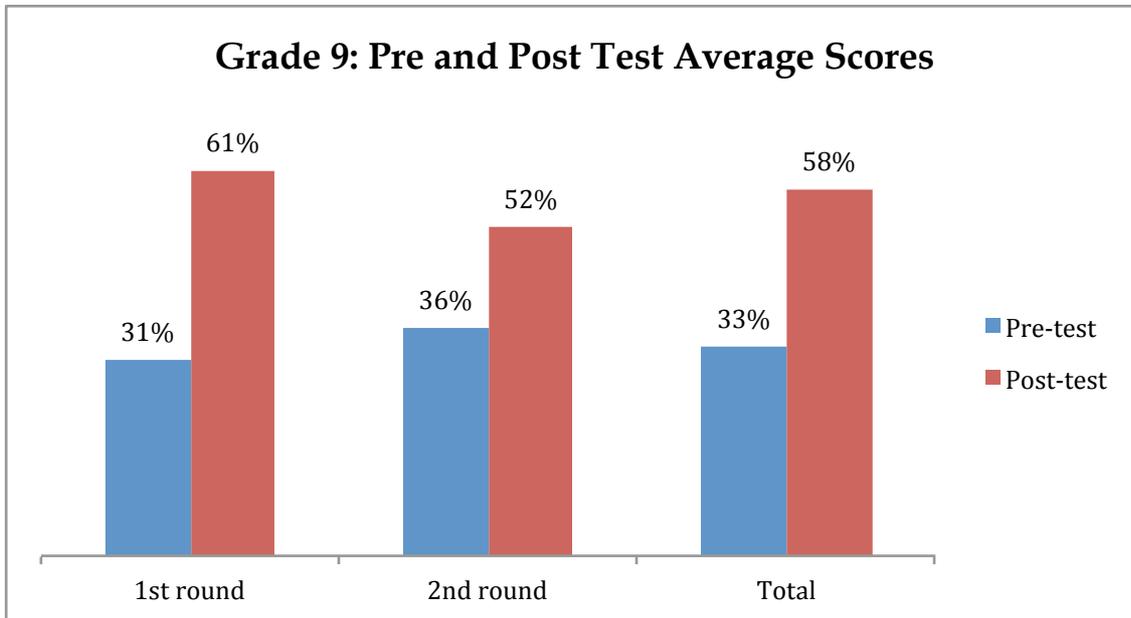


Table 7: Number of attendees for special projects

No	Special Projects	Attendees in 2013
1	Smart and Happy Life (Bangkok)	102
2	Sharing for Growing (Bangkok)	465
3	Impact Assessment (Bangkok)	128
4	Smart and Happy Life (Ubon)	692
5	Sharing for Growing (Ubon)	318
6	Impact Assessment (Ubon)	1,123
Total		2,828



Students' voices:

Preparing for Success, Grade 9 student:

It was very good training. I felt really happy and glad that you came here and gave me suggestions about education and careers. Because now I have a problem. I don't know what I should do after I graduate in grade 9. But I now know about what is good for me and the difference between general school and vocational college. All the knowledge can be applied to my daily life and improving my skills.

Preparing for Success, Grade 12 student:

It was very fun and I got a lot of knowledge about education. After I learned about education, it reminded me that I should focus on my education then I will reach my goal.

First Aid & CPR

I liked to practice CPR because I was able to learn the methods and ways to react in an emergency situation.

Basic Self Defense

All the material was very good because I can protect myself from dangerous situations and have concentration when there is an accident.

Thank you

Goodwill Group Foundation would like to thank all of our volunteers, partners, donors, and supporters from 2013. We truly cannot do what we do without you and your generosity. We look forward to your continued support in the new year 2014.

We would like to especially thank the following supporters, who provided essential funding for operational and project expenses in 2013.



Starbucks Thailand





Goodwill Group Foundation
Empowering Disadvantaged Thai Women
มูลนิธิกลุ่มปรารถนาดี
มุ่งมั่นที่จะช่วยยกระดับคุณภาพชีวิตของสตรีไทย



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