

# Goodwill Group Foundation

# 2014

Annual Report



Goodwill Group Foundation  
Empowering Disadvantaged Thai Women  
มูลนิธิกลุ่มปรรณชาติ

## *Dear Friends,*

2014 was a year of incredible achievement for Goodwill Group Foundation. In November, we were awarded by the Rockefeller Foundation and the Resource Alliance the prestigious prize of the Top Mid-Sized NGO in Thailand. We are extraordinarily proud of this recognition and grateful for the attention this important award will bring to our mission. The team is energized and more motivated than ever to continue our good work.

In December, a team of volunteer consultants were brought in to measure the impact of our work - and their findings have been amazing. Remarkably 45% of the women who have gone through our training have reported an increase in salary of 30%. This data underscores the value and quality our programs and validates our mission. The details of the team's analysis are included on page x.

Throughout the year, we offered workshops to 4,107 women and girls in Bangkok and 2,509 in Ubon Ratchathani. At an annual budget of x, this means that we can offer our free training programs to thousands of women and girls at an investment of x per person. This year we also completed a highly successful business training project, generously funded by Starbucks, and our key programs, Preparing for Success and Prevention of Danger, continued to grow and help a record number of students. You can read about each of these projects in detail in the report.



2015 will be our 15th anniversary year, and we will launch ourselves into achieving our five year goal of training 20,000 women and girls per year. We are a small organization with big ambitions – and, although much work remains to be done, we are more motivated than ever.

Your support is what keeps us going and, without your help, none of this would have been possible. Thank you.

I hope that you are as excited as we are the next step of our journey. We look forward to welcoming you to our new office in Bangkok or Ubon in 2015.

With best wishes,

**Enrique Cuan**  
**Founder and Chairman of the Board**



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## About Us

Goodwill Group Foundation (Goodwill) is a Thai registered Foundation based in Bangkok, Thailand with a second branch in Ubon Ratchathani province (Ubon), Thailand. Goodwill was founded on December 8, 2000 and is registered under the Office of the National Culture Commission in Thailand (license number: Tor 490/2543 and registry number: Kor Thor 1158).

Goodwill's mission is to improve the quality of life for disadvantaged Thai women and girls through free personal development and careers advice services. Goodwill strives to create new economic opportunities for women and girls who have limited marketable vocational skills and who cannot afford to pursue higher education.

### **Bangkok (Head Office)**

One of Goodwill's main aims is to support women based in Bangkok, including those who have migrated to the city in their efforts to find employment. According to the National Statistical Office of Thailand, 49.5% of female migrants in Bangkok migrated in the pursuit of job opportunities and higher income. Unfortunately, many women arrive in the city without sufficient information or a proper support network, and they risk ending up in undesirable or unsafe jobs, characterized by unstable income and poor working conditions. With a large number of uneducated and low-skilled Thai women looking for work in Bangkok, many take these jobs in desperation and run the risk of exploitation and becoming victims of violence.

Goodwill's head office in Bangkok offers personal development courses and career development training to these women. The office operates as a school, a community center and a job placement service in one, providing courses to fit the schedules of its beneficiaries. The majority of women accessing Goodwill's services never finished high school, earn below the average wage and are single or separated/divorced.



### Ubon (Satellite Office)

Motivated by the success of the operation in Bangkok, in August 2011, Goodwill opened its second office in Ubon. This is part of Goodwill's greater vision to expand its services across the country, establishing satellite offices in rural Thailand and providing careers and educational advice to women and girls before they move to Bangkok, channelling them to the main branch if and when they do.

Goodwill's operations in Ubon are both scalable and unique. The office conducts ongoing workshops to provide information, advice and skills for young girls, who may be considering migration from the Northeast to Bangkok. Currently, no other organization provides the same type of free 'pre-emptive' service with the intention of facilitating the transition.

Additionally, the office provides personal and career development services for migrant women in neighboring villages, and for women and girls who choose to stay in Ubon.

### Our Management and Governance

Goodwill has a proven track record of providing essential knowledge and skills training for disadvantaged women, relying on a body of six members of staff, a stable roster of over 50 dedicated volunteers (both expat and Thai) to conduct language courses, and highly skilled resource persons for specialized workshops. Goodwill operates a strong volunteer teaching model, in order to maximize the use of its funds. Our teachers are our most valuable asset and we take the employment of new volunteers very seriously.

Running our operations in this way means that instead of paying teacher salaries, after meeting our small administrative costs, we are able to spend donations directly on training programs for the students.



The strategic direction of Goodwill in 2014 was managed by a volunteer Board of Directors:

<b>Enrique Cuan</b>	Founder and Chairman of the Board
<b>M.R. Benchapa Krairiksh</b>	Honorary Board Adviser
<b>Sanhajutha Chirathivat</b>	Vice Chairman of the Board
<b>Thipyanipa (Krairiksh) Samalapa</b>	Board Member
<b>Kurt Heck</b>	Board Member
<b>Michelle Lai</b>	Board Member



## Achievements in 2014



We ran x in-house workshop and x outreach

- We trained x women and girls in Bangkok and x in Ubon
- This represents an x% increase on last year
- With operating expenses of x, this means we can offer training at an investment of x per person.
- The most successful workshop was x.
- We engaged with x different schools, groups and communities as part of our outreach.
- We relied upon x dedicated volunteers.





## NGO of the Year

On November 27, 2014, the Resource Alliance, in partnership with the Rockefeller Foundation, announced Goodwill as the Top Mid-Sized NGO as part of the Thailand NGO Awards 2014.

The awards showcase non-governmental and non-profit organizations demonstrating:

- Excellent use of available resources
- Involvement of groups and sectors
- Replicability of resource mobilization
- Good governance, transparency and accountability
- Overall impact and sustainability.

The team are delighted that the quality and integrity of Goodwill's programs, and the impact of its work on improving the lives of disadvantaged women and girls throughout Thailand, has been showcased nationally.

<Awards logo>

## Our Activities

We offer career and personal development courses. These are run according to demand within the community, feedback from earlier training programs and gaps in service provision.

Courses and workshops address one or more of the following three key objectives:

- Help attendees find and apply for a job with a **stable income** and **fair working conditions**.
- Develop skills suited to a specific occupation to enable attendees to apply for **a new type of job, a promotion** or **supplement their salary**.
- Learn life skills to **improve self-confidence**.



### In-House Programs in Bangkok

Our office in Bangkok serves as a community center, a school and a job placement center in one. Women can visit the office to study, to use the computer facilities, to meet new people and to discuss their own personal and career development needs.

No.	Language Courses	Attendees in 2014
1	English Language	200
Total Attendees:		200

No.	Career Development Courses	Attendees in 2014
1.	Computer Skills	83
2.	Business Project (six part series)	18
3.	English for Career Development	42
4.	Starbucks Business Plan	40
5.	Inspired by Coffee	80
6.	Professional Nanny Overview	16
7.	Nannies Abroad	29
8.	Inspiration to Work in Make-up	24
9.	Specific skills (such as decoupage, mulberry paper flowers, canapé making and gift wrapping)	42
Total Attendees:		374



No.	Personal Development Courses	Attendees in 2014
<b>Women's Health and Rights</b>		
1.	Domestic Violence against Women	32
2.	Domestic Workers Overseas	18
3.	Fitness Bootcamp	9
4.	Reproductive Health and Breast Cancer	11
<b>Education and General Knowledge</b>		
5.	Labor Law	5
6.	Life Management	34
7.	Women and Law	24
<b>Life Skills</b>		
8.	Basic Self-Defense	54
9.	First Aid and CPR	190
10.	English for Fun	14
<b>Total Attendees:</b>		<b>258</b>



### Outreach Programs in Greater Bangkok

A selection of career and personal development courses are offered as outreach, with trainers travelling across the greater Bangkok area to reach as many communities as possible. This allows disadvantaged girls and women from high schools, vocational schools, non-formal schools, communities and workplaces, who may not be able to take the time to travel to the central office, to benefit from our workshops.



No.	Career Development Courses	Attendees in 2014
1.	Business Project	299
2.	English for Career Development	78
3.	Specific skills (such as decoupage, catering, beauty products and souvenirs)	456
4.	Preparing for Success	404
Total:		1237





No.	Personal Development Courses	Attendees in 2014
1.	Basic Self-Defense	973
2.	First Aid and CPR	10
3.	Prevention of Danger	1026
4.	Women and Law	29
Total:		2038





### Outreach Programs in Ubon Ratchathani

Our outreach activities in Ubon continue to grow, as more and more schools and communities hear about the training on offer. Our impact analysis found that 74% of students in a school in Ubon wanted to move to work in Bangkok. However, local schools do not currently offer their pupils any guidance or training on how to navigate life after secondary school. We are developing strong networks in the communities, and will continue to expand the courses and increase the level of impact over the coming years.



No.	Outreach Programs	Attendees in 2014
1.	Basic Self-Defense	217
2.	Preparing for Success	472
3.	Prevention of Danger	794
4.	How to survive in the city	887
5.	Starbucks Business Plan	18
6.	Specific skills (such as soap production)	121
Total:		2509



## Key Projects in Focus

### Preparing for Success

Preparing for Success teaches girls how to plan for their life after secondary school. This kind of advice is not routinely offered as part of standard education - but, without such training, young girls are left with an inadequate understanding of how to effectively plan for life after secondary school.

The girls learn about:

- Opportunities for higher education and training, including the university system and application procedure, and the option to combine work and part-time study through distance learning with the Open University.
- Different sectors and potential job opportunities, and how to find safe and dignified employment.
- Relevant labour laws, an awareness of employment rights and the procedures in place to help if and when issues arise.
- How to remain safe in Bangkok, and avoid the risks and dangers of living in a big city.
- How to access help, advice and emergency services in Bangkok should something go wrong.

Preparing for Success is vital for girls already based in Bangkok and those considering moving from poor urban areas to the city, as well as providing useful information those who choose to stay in the provinces.

*"I am now aware of different education levels, so it helps me decide whether or not I should further my education."*

*In 2014, 876 girls learned how to prepare for life after school.*





## Prevention of Danger

Prevention of Danger is a one-day workshop that teaches girls and women how to protect themselves from potentially dangerous situations, and learn basic practical self-defense skills.

Participants gain vital knowledge and skills to help them avoid becoming victims of sexual, physical, and emotional violence. They are encouraged to share their new knowledge with their friends and family, spreading the impact through the community.



**94%** of students either agree or strongly agree that the Preparing for Success and Prevention of Dangers can be applied to their daily lives

**94%** were impressed with the workshops

**95%** increased their knowledge from attending the workshop

**95%** enjoyed the flow of the workshops

*In 2014, 1,820 women and girls learned how to protect themselves.*



### Starbucks Business Plan

By focusing on a small, local coffee shop as an example, this workshop provides useful information and knowledge on how to run a small business. **Is this different to Inspired by Coffee and Business Project?**

Participants gain:

- A basic understanding of coffee production in Starbucks.
- In-depth advice and a real life perspective from a local coffee business owner.
- Vital entrepreneurial skills from experts in business and finance to encourage women to set up their own businesses.

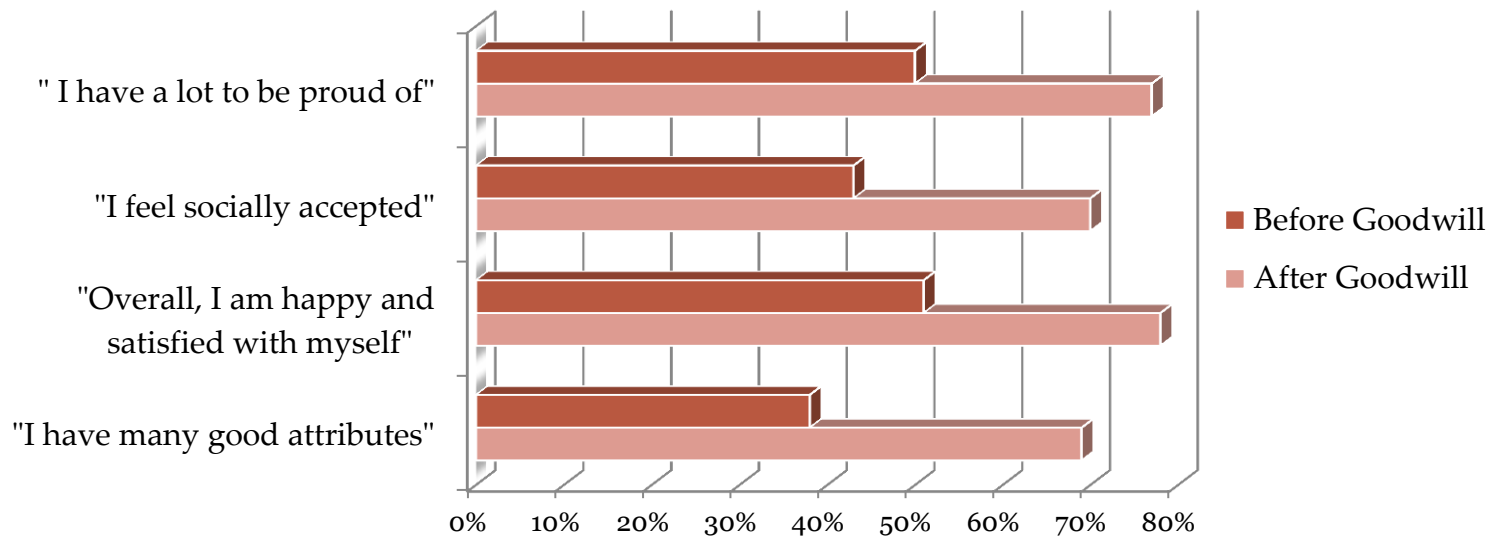


*In 2014, 58 women learned how to set up a business through this training series supported by Starbucks.*



## Our Impact in 2014

### Students' Perceptions of Themselves



**45%** of students, who studied with Goodwill for at least 6 months,  
reported an **increased income** of approximately **30% per year**.





**100%** of women and girls trained in Bangkok gained a new skill

**92%** reported greater social integration

**98%** increased their self-confidence

**97%** said Goodwill had changed their life



## What our students say



“At Goodwill, I learned English, so I decided to quit my job at the factory and began working at a spa.

Here, I can use English that I learn to work in this sector and it has made my life better. “

**Jeab**



“I learn more English, particularly reading and writing skills.

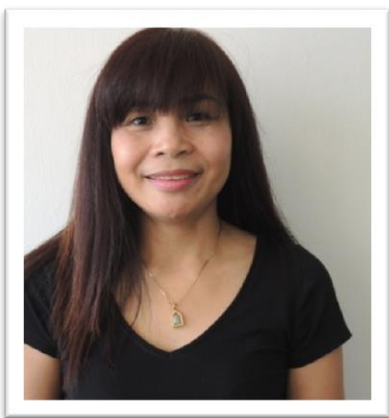
It makes me more confident and proud of myself because of many great teachers.

Thank you very much to my teachers, and thank you Goodwill for all the support.”

**Kit**







“Before, I didn't have much confidence and looked down on myself. Once I took classes at Goodwill, I became more confident and I know that I am worthy.

I was motivated to study more so I went back to Elementary School again, and now I have already graduated from High School.”

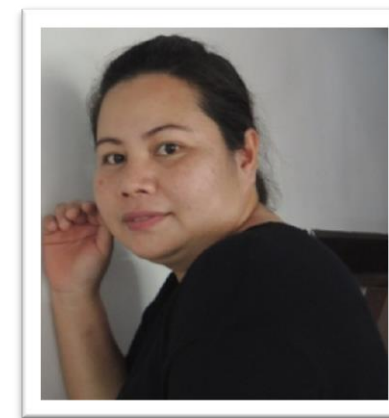
**Kun**



“I am more confident toward improvement. Language skills make me more confident about finding a better job and new experience.

From this, I have an opportunity to earn more money.”

**Kot**



“Since I studied at Goodwill, my life has changed for the better. I can read, speak, write, and listen to English better.

Goodwill gave me the opportunity to have better social integration and a better job because I can speak English.”

**Peng**



Financial Statement (October 2013 – September 2014)

[Audited accounts/Inspirasia]





## *Thank you*

Goodwill Group Foundation would like thank all of our volunteers, partners, donors and supporters in 2014.

Your generosity makes our work possible.

We look forward to continuing to work with you in 2015.





We would like to especially thank the following supporters, who have provided vital funding for operational and project expenses in 2014:

[2014 donor list]



**Goodwill Group Foundation (Bangkok)**

28/11 Soi Sukhumvit 19, Klongtoeynua, Wattana, Bangkok 10110

**Tel:** + 66 (0) 2000 9320

**Goodwill Group Foundation (Ubon Ratchathani)**

1 Surapol Road, Tambon Naimuang, Amphur Muang, Ubon Ratchathani 34000

**Tel:** +66 (0) 4524 4284

**E-mail:** goodwill@goodwillbangkok.org

**Website:** www.goodwillthailand.org

**Twitter:** GoodwillGroup

**Facebook:** Goodwill Group Foundation

**YouTube:** GoodwillBangkok

