



ANNUAL REPORT 2016

Pratthanadee
Foundation

Contents

1	Introducing Pratthanadee
3	Letter from the Founder
4	Letter from the Chairwoman
5	Meet our Board
6	How Pratthanadee works
8	A Life changing programme for women
9	Empowering workshops for Girls
10	Pratthanadee Impact in 2015/2016
11	Better Me Student case study
17	Training for Girls: Workshop in the Northeast
19	Mobile Knowledge Booth
20	Holiday Cooking Fundraising Appeal
23	Meet a Volunteer
25	Top Rated Non-profit 2016
27	Press Coverage
29	Financial Report (2015-16)
30	Meet Pratthanadee Donors

Introducing Pratthanadee

The Pratthanadee Foundation is a non-governmental organization based in Bangkok, Thailand with a second branch in Ubon Ratchathani province in the Northeast of Thailand.

Pratthanadee was founded on December 8, 2000, is registered under the Office of the National Culture Commission in Thailand (license number: Tor 490/2543 and registry number: Kor Thor 1158) and is a registered 501 c (3) tax-exempt organization in the United States.

As a young girl growing up in rural Thailand, there are few opportunities for education, training and employment. Thousands of young women move to Bangkok each year, looking for work to support parents, grandparents, younger siblings and sometimes their own children back home.

These women arrive in the city with little preparation, no savings, no connections and no real, marketable skills. Their opportunities in Bangkok are limited – factory work, domestic labor, cleaning and sometimes worse. With stark choices and growing financial pressure, they often become trapped in informal, underpaid or unsafe work. The Pratthanadee Foundation works with these women to improve their economic opportunities and to prevent young girls from falling into the same traps.

Through our volunteers and staff, we provide free training in hard and soft skills so women and girls become more confident, independent, ambitious, and are likely to secure better jobs and higher salaries. Our training is offered in Bangkok and in Ubon Ratchathani and surrounding provinces in the Northeast of Thailand.



Pratthanadee serves two main groups:

- Women who are unemployed or in employment that is unstable, unsafe or underpaid in Bangkok;
- Girls from poor backgrounds in the rural Northeast of Thailand, who are at a crucial point in making decisions about their futures.

Our core training program for women is the life-changing Better Me course, a series of weekly workshops over 9 months, accompanied by 1:1 mentoring and English language classes, to help women turn their lives around and achieve their goals. Our training workshops for girls are offered in partnership with local schools and include 'Preparing for Success', the career planning workshop, and 'Claim your Rights', the personal safety workshop.

Pratthanadee has a small staff team and group of dedicated volunteers. We create a welcoming community, where women feel supported and valued as they take the first step to a brighter future.

In 2014, Pratthanadee was awarded the Mid-Sized Thai NGO of the Year by The Resource Alliance and the Rockefeller Foundation and in 2016, the Foundation launched its unique core training program, 'Better Me'.



Letter from the Founder

Enrique Cuan
Founder

Dear Supporters,

2016 was another record breaking year for Pratthanadee. Our reach continues to grow and the impact we've had on the women we train has never been stronger. We are proud that our work is recognized for its excellence in the communities where we operate.

One notable change in 2016 was the rebranding of our organization. Goodwill Industries in the US legally requested that we stop operating under the Goodwill Foundation name. Because we didn't have the resources to challenge this request we changed the name to Pratthanadee. This is a beautiful, often-used phrase in Thailand to wish people well – quite simply, to send them goodwill. It is fitting for us, as our motivation is exactly that, to capture the goodwill of donors, teachers and volunteers and transform it into effective training and an empowering community, serving the needs of underprivileged women and girls in Thailand.

Thank you for all of your continued support and I look forward to sharing with you more stories of success in 2017.

Best wishes,

Enrique



Letter from the Chairwoman

Chairwoman of the Board
M.R. Benchapa Krairiksh

I am pleased with the impact we made in 2016. It was a significant year with several key milestones, chief of which was the introduction of our proprietary training programme 'Better Me' in July.

Not to rest our laurels, we looked long and hard at all the standalone training workshops we conducted since 2000 and decided it was time for a major overhaul. We felt it was more effective for our students to undergo a holistic programme rather than approach training in a piecemeal manner. As you may be aware, many of our students in Bangkok are originally from the north-eastern region of the kingdom. We have seen their struggles which include the lack of job opportunities, financial desperation, willingness to accept low quality work, risk of exploitation and violence, and low self-worth and self-esteem. 'Better Me' addresses every one of these issues through an intensive and impactful nine-month curriculum. I look forward to seeing our first batch of 'Better Me' graduates next year; I am confident they will be able to move up the economic ladder with greater self-assurance after the course.

In the new financial year, we will launch new projects to further our mission in Thailand. We will of course continue to collaborate with companies and foreign missions on their supported causes to create mutually beneficial partnerships. To those who were on board with us this year, I like to take this opportunity to thank you for your backing.

Finally, I like to also register my appreciation for our volunteers and partners. Their interest and strong support of our Foundation have enabled us to run our programmes and extend our impact on very limited resources.

Meet our Board



Enrique Cuan - Founder

Enrique is a banker who was based in Asia from 1995-2003. He founded the Pratthanadee Foundation in 2000 as he was struck by the choices that some women were forced to make in order to support themselves and their families. By providing free access to education, he felt that part of the problem could be alleviated.

Enrique is co-founder of Mercury Capital Advisors, a global financial services firm. He remains actively involved in Pratthanadee and spends 2-3 days a month with the team in Bangkok.



M. R. Benchapa Krairiksh - Chairwoman of the Board

Khunying Benchapa is a graduate of Political Science from Chulalongkorn University. She is known for her musical abilities, passed down from her father, H.H. Prince Chakrabandh Pensiri.

Khunying Benchapa is the Vice-President of the National Council of Women and Chair of its International Relations Committee. She contributes to many charitable organizations, such as The Foundation of the Promotion of Supplementary Occupations and Related Techniques of Her Majesty Queen Sirikit of Thailand (SUPPORT) and the Saengsawang Foundation. Khunying Benchapa is married to the former Ambassador of the Kingdom of Thailand to the United States of America, Sakthip Krairiksh.



Khun Thipyanipa (Krairiksh) Samalapa - Vice chairwoman

Khun Thipyanipa is a graduate of Chulalongkorn University's Faculty of Communication Arts and holds a Masters of Theological Studies from Harvard University's The Divinity School. She grew up in a diplomat family, living in various countries around the world, building deep cross-cultural understanding.



Khun Nattariya Wittayatanaseth - Board Member

Khun Nattariya is the former part-time Development Coordinator at the Pratthanadee Foundation and a Strategist at Kasikorn Bank. She is currently studying an MBA in the United States.



Kurt Heck - Board Member

Kurt Heck is a former software executive from California with a varied 20+ year career in Latin America and Asia. He is a Certified Public Accountant and holder of an MBA from the American Graduate School of International Management (aka "Thunderbird") in Arizona.



Claudio Caballero - Honorary Board Member

Claudio has been an engineering and technology executive for over 20 years in the USA and SE Asia, he holds an MBA from INSEAD and has been a supporter of Pratthanadee since its founding.

How Pratthanadee Works

We help women in Thailand who are:

- Working a hand-to-mouth existence in low paid, dangerous or demeaning work.
- Undereducated and low skilled, and unsure how to move beyond this.
- Carrying the responsibility of supporting children and family alone with very low wages.
- Leading a lifestyle that is damaging their self-confidence, health, and their relationships with children and family.

Our mission is to capture the generosity of donors and volunteers and transform it into free high-quality training and support for disadvantaged women, inspiring a new generation of confident, motivated and successful Thai women.

We aim for Pratthanadee students to be actively seeking to realize their career and work aspirations, by:

1. Securing higher quality employment with better working conditions.
2. Securing a promotion or a pay rise.
3. Taking on further training or education to meet their career goals.

By taking control of their own lives, our students are able to start moving towards independence and financial security, reducing overreliance on unhealthy jobs, relationships and loans.





women
approach us
when they feel
stuck and want
to improve their
lives

if they meet our
eligibility criteria
we enroll them
as students

voluntary
training experts
offer their time
and skills



this training is
delivered to
students
for free

the Foundation
designs the
curriculum
and creates
training materials

with staff, they
develop
effective training
suited to the
target group



students review
the training to
make sure it
works

students join more
training, and use their
new skills to
make changes in
their lives

as a result, they
find higher
salaries and
better quality
work improving
their sense of
confidence and
self-worth



A Life Changing Programme for Women



In 2016, we launched a new core training program: The Better Me Program.

Women at the Foundation now have access to career and personal development training to help set the right attitude and provide tools for success. Over nine months of weekly training, the program guides women from feeling trapped, dependent, and hopeless about the future to becoming empowered, optimistic and motivated, ready to explore new opportunities.



Better Me lifts women up. It lets them know that they can be more, and then it provides them with the tools and the support to become more. There is nothing else quite like it in Bangkok. It is built on 15 years of trial and error, and the content rivals many private sector personal development programs.

Better Me creates real empowerment: an internal and positive change in each woman, so that she can go out and change her life herself.

The program includes four core elements:

1. Develop Vital Skills

30 hours of career and personal development training, covering topics such as Self-Assessment, Goal-Setting, Women's Law and Rights, Self-Defense, Managing Your Money and Getting the Right Job for You.

2. Learn Basic English

25 English lessons, taking students up to Level A1 in the Common European Framework of Reference for Languages, and helping them to access higher levels of employment in Bangkok.

3. Personal Mentoring Sessions

A female mentor with regular one-to-one sessions to provide personal help and support throughout the program.

4. A Welcoming Community

Supportive staff, a computer lounge and library, and a welcoming center in the heart of Bangkok.

Empowering Workshops for Girls

A common solution often proposed to the poverty faced in rural villages across Thailand is to send their children to the city to make money to send home. While the poverty is challenging enough, the male-oriented culture has created an even more unfortunate fate for the women. Often, it is the young female who rescues her family, while men tend to be freer to live their lives.

There is always at least one person in every family, who knows intuitively from an early age that she will become responsible for improving the whole family's life, while the rest of the family lives from her earnings. We work with these young girls before they move to the city, and then direct them to our courses aimed at women in Bangkok if and when they migrate.

In partnership with local schools, we run two core workshops for girls:

1. *Claim Your Rights Training*

Moving from a village to the capital city can be a shock, and many of these girls will find themselves in risky work, such as bars, clubs and private homes. We prepare them by providing training in life-saving skills, including:

- Recognizing and avoiding dangerous situations.
- Women's law and rights.
- Basic self-defense.

2. *Preparing for Success Training*

When girls leave village schools, they are unlikely to have received any advice on what to do next. This workshop introduces them to:

- Self-assessment.
- Training and education options post-school.
- How to find and apply for jobs.



Pratthanadee Impact in 2015/16

Training for Women: The Launch of Better Me

"For our students, Better Me is enjoyable but also challenging. It gives them knowledge and inspiration for life. It prepares them to be ready to deal with obstacles, difficulties and challenges in their career and personal lives. It feels as though we have found the 'Better Me' inside of ourselves as trainers. It has transformed the way we work together and the bond we form with our students. Now, we can start helping them to move upwards and towards success. I am so excited to see a 'Better Me' from our students." - Sarochinee (Beer), Managing Director

In 2015/16, the Pratthanadee Foundation received a generous grant from the Canadian Embassy to trial the new Better Me course. The team designed, delivered and evaluated key elements of this course, which was subsequently launched in the summer of 2016.

Pratthanadee staff worked with our target group and volunteers to design curriculum content, training manuals and materials for delivery. These training sessions were trialled with feedback actively requested and then refined throughout the project.

The trial project found that:

- **97%** of women in the Bangkok program were glad that they enrolled the project.
- **100%** would recommend the program to a friend.
- We found an average of a **44%** improvement in women's life satisfaction reported before and after the Better Me for Women workshops.
- **70%** found Better Me 'very useful' and the remaining 30% found it 'useful'.

In the longer term, the ongoing effectiveness of the program is measured using surveys filled in at 1.1 mentoring sessions.

Since launching in the summer of 2016, we have enrolled 37 women on the Better Me course and our first cohort of 37 women will complete the full program in December.

Better Me Student Case Study: Onpriya (P'On)

"At Pratthanadee, I meet more friends and I gained knowledge. I have more confidence about myself and to do things on my own. I am proud and so happy to come to the Foundation. I like it a lot! I feel warm and can smile now. I am going to do the best of everything from today for a better life in the future. Thank you to the British Women's Group for this opportunity." – P'On



P'On grew up in a farming family in the province of Yasothorn in Thailand. She has two teenage children, and her daughter lives with her here in Bangkok. She is divorced and, with some help from her grandparents, needs to support her two children and the rest of her family at home on her salary.

She only finished primary school, as her family needed her to work on the farm instead. So she is currently working as a maid for three different households in Bangkok, but is only able to earn around 10,000 baht a month with this work. Her main concern is her daughter, who needs to be supported while she studies.

P'On would like to gain some security in her life for herself and her children. She is concerned about what will happen to their education and their futures if she gets ill and is no longer able to work to support them. She hopes that this program will help her get a better job, so that she can put some money aside for her children and her family, and will not need to be so scared about what the future might bring for them.

Student Comments

P'On reports being so nervous on her first day at Pratthanadee that her knees were shaking and she felt sick. After three months, she reports a shift in herself and her confidence.

She says she was lacking in confidence when she first arrived and she could not smile or look anyone in the eye. She said she had stopped bothering to care for herself and did not ever want to meet or speak to new people.

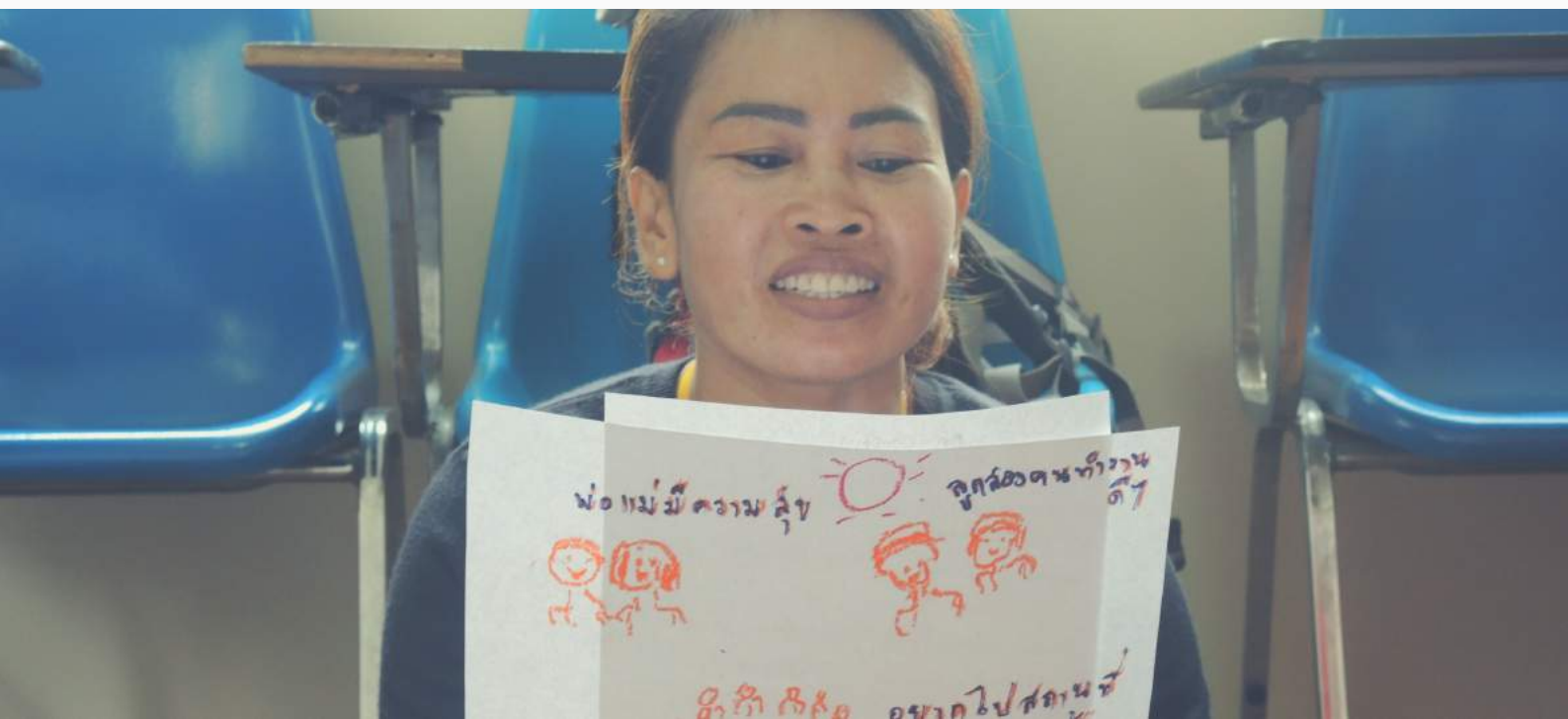
Now she says that her confidence has improved a lot. Even her daughter reports a change in the way she dresses and holds herself now. She brushes her hair and takes more care over her personal appearance. She has started entering her boss' house via the front door, like she is invited to, rather than going around the back.

Mentor Comments

"In our first session, P'On came across as quiet and sad. By the second session, it was clear that she was trying very hard to improve herself and her life. She was trying to learn how to accept herself as she is and to know her own limitations. She already looked better in this session and was clearly starting to enjoy herself more. In our most recent session together she was showing a very strong commitment to working hard, saving money and paying her daughter's way through education.

P'On has changed in herself since starting the Better Me program. She is showing so much potential now. She was very unhappy when she first arrived, because she could not control her own life. Now she is learning to change her own thoughts from the inside, and the change is showing on her face. She is so proud to be part of this project."

The British Women's Group in Bangkok generously sponsor P'On (Onpriya) through the Better Me program at the Pratthanadee Foundation.



Better Me Student Case Study: Parn

Parn grew up in a farming family in northeastern province of Thailand, Ubon Ratchathani. She has one young boy who is living with his grandparent in the upcountry. She is married and living with her husband's family in Bangkok, separated with her child because of her work. However, not only her own son that she needs to support but also the rest of her family at home including parent, younger sister and her going to be born child.

She only finished junior high school, as she was pregnant when she was in the last year of high school. When her and husband's parents found out she was pregnant, sadly, they forced her to quit school and get married. After that she needed to move to Bangkok, apart with her family, and worked in husband family's business.

Although she earns higher wage than a minimum of low-educational degree as she is currently working as a grocery manager. But the whole family in the upcountry needs to be supported and she is their sole supporter. Her life in Bangkok is not as good as everybody thought. Parn got a lot of



troubles as a daughter-in-law and works for in-law's business. Unfortunately, with a low degree of education, she has no way to liberate herself from this uncomfortable situation.

Parn would like to gain some knowledge for herself as she believes that it would allow her to get better job opportunities. So that she could be able to support her family on her own way and not be separated with them anymore.

Program Progress to Date

So far on the Better Me program, Parn has completed the following workshops:

- Self-Assessment
- Dealing with Situations
- Thinking about the Future
- How to Start Planning
- Managing Change

She is also continuing 6 months program and attending an initial induction session, one-to-one mentoring sessions, and weekly English classes.

Student Feedback

Parn reports that after she attended workshops at Pratthanadee her thought was changed. At first, she thought her life was so tough but after sharing experiences by all classmates, she says, there is plenty of people who struggling with tougher problems than hers. Yet they don't give up. She, then, got a lot of encouragement and confidence.

Following the Self-assessment workshop, Parn was suggested to think over herself what she has never done before. She realized how to make use of her strength and manage the weakness. Also the How to start planning workshop, as Parn dreams of living simply with her family in upcountry then she plans to gather some money to launch her own shop and buy a car. When she can achieve her dream, she is intended to pay off all her parent's debt.

- At the start, she reported feeling only 3 out of 5 for controlling over her own life. She now feels more in control.
- She also feels excited about the future as reporting 5 out of 5.
- Parn lists the top three things that have changed for her as:

- She has become more enthusiastic about learning English.

- Now she has her life goal which she had never have in the past because lack of know-how to manage or achieve it.

- She is happy because she has gained more confidence and could be able to speak English.



Message from Parn

"I learned that there are many people struggling and dealing with worse situations than mine. It made my feeling better and cheerful. And I realized that I cannot live my life without thinking about it carefully." – (Parn)



Better Me Student Case Study: Pla

Pla was born in Chaiyaphum, a province in Northeast of Thailand. She is a single child. After graduated grade 9 (Mathayom 3), her family couldn't support for her education anymore. So she decided to move to Bangkok for work. In the city, she lived with relative and learned traditional Thai massage which led Pla making a decision to go to Dubai as a massage worker.

There Pla met her husband and got one child while she was so young. Everything was coming up arose, if her husband hasn't been arrested on illegal immigration at the United States. Therefore he couldn't be able to support Pla and a baby. Then Pla decided to come back Thailand and ended up with same career, a massage job.

Recently, Pla still works so hard in order to gain money as much as she can effort because she needs to look after her child and family. She is still awaiting to reunite with her husband, meanwhile she becomes aware of her and her child's future when a tower of strength of the family, possibly, seem not to be back soon.

Program Progress

So far on the Better Me program, Pla has completed the following workshops:

- Self-Assessment
- Dealing with Situations
- Thinking about the Future
- How to Start Planning
- Managing Change

She has attended an initial induction session, four one-to-one mentoring sessions, and weekly English classes. She is also continuing 6 months program and attending an initial induction session, one-to-one mentoring sessions, and weekly English classes.

Student Feedback

Pla reports being shy, overthinking and not confident to show opinion at the beginning at the Foundation. She even wasn't sure what she should say when she met with her mentor because she has never had chance to talk, to get an advice or to count on anybody as a single child-born.

However, after attending Dealing with Situations workshop, Pla reports that she quietly understood herself and dared to give her own opinion to others.

Moreover, she could be able to refuse with rational when people asking for money.

Thinking about the Future and How to Start Planning workshops pushed Pla to strongly think about her future which has not happened before. She also learnt the process of goal setting, planning and how to achieving the goal by considering on conditions.

Finally, after Pla finished Better Me (3 months) program, said, she is proud herself as she can feed her child and family. She also becomes fully grown and has rational thinking. Now she starts to plan and think about her future more often and can make decision without asking opinion from others.

- After 3 months of program, she found the Better Me program was very useful as reporting 5 out of 5.
- She also feels that the program has made change in her life as reporting 4 out of 5.
- Pla lists the top three things that have changed for her as:

- She becomes more confident to talk to foreigners.
- She has never look at her future before, now she is thinking about it carefully.
- And she got more friends who understand and can be counted on.

- She gained more confidence to communicate with foreign customers and she had more chance to earn more income because of her better English skills.




Mentor Comments

Pla is a single mom who has worked to brought up her child and support her family. Before joining the Better Me Program, she thought that she, herself, was shy, overthinking, and not confident to express her thoughts to others. After the program, she gained more confidence to express her thoughts to others in the workshop and to her mentor as well. Pla has applied what she learned to her real life, particularly money and family issues. Also, she keep thinking about her future plan as she realizes that she must to rely on herself. She has her own thoughts, makes her own choices and decisions.

Message from Pla

"The Better Me Program encouraged me to become more matured and gain more confidence to make decisions on my own life!" – (Pla)

Training for Girls: Workshops in the Northeast



“Having seen young girls’ struggles, we have adopted a preventive approach. We help girls to avoid the lack of job opportunities, financial desperation, willingness to accept low quality work, risk of exploitation and violence, and low self-worth and self-esteem that we see in so many of our grown-up students in Bangkok” -

Sarochinee (Beer), Managing Director

We are committed to continual evaluation of our training workshops by participants and trainers, so that we can further improve results. In our workshops, we administer pre and post-training tests with the girls to measure success. Often, we find that participants have a serious lack of understanding of further education and career opportunities.

Some example findings are included below:

- Before training, 36.3% of junior high school girls were not aware of risks of taking work abroad. 17% believed that stories about falling into situations of slave labor or sex-work were outright wrong, and over 36% did not know either way. After training, more than **88%** were fully aware of the risks.
- Before training, 67% answered questions incorrectly about how to apply to university. After training, **73%** answered correctly and were now aware of the university application process.

Student Feedback:

- Over **90%** highly agreed with the statement: “After training, you have more knowledge and understand more about further education”.
- Over **70%** highly agreed with the statement: “After training, you have more knowledge and understand more about job opportunities”.

Comments Provided on Feedback Forms by Students (Translated from Thai):

- *“The half-day workshop provided me with a lot of knowledge, such as a list of colleges, my dream job, and methods for preparing for success.”*
- *“I’m so impressed with your workshop, especially with how the trainers told us about furthering our education and shared their own experiences. I knew only a little about it, but you made me understand more.”*

- *"I'm glad that trainers guided me in planning for the future. This allowed me to gain the self-confidence to start doing something. Thank you for your guidance and advice. I can see the light at the end of the tunnel."*
- *"I realized what my dreams are, as did the others. The workshop allowed us the opportunity to share our thoughts. Thank you so much."*
- *"I gained knowledge and learned that there are always choices in life. This made me think about myself."*

In the 2015/16 financial year, we reached 4,435 girls in Ubon Ratchathani, as follows:

- **2,958** young girls attended a Claim your Rights workshop or mobile knowledge booth.
- **1,477** young girls attended a Preparing for Success workshop or mobile knowledge booth.

Mobile Knowledge Booth



In the 2015/16 financial year we also received funding from the Australian Embassy's Direct Aid Program to trial a new training concept, called the Mobile Knowledge Booth, in schools across the Northeast.

With the Australian Embassy's funding, we found that the best way to reach rural girls is within school time – when everyone is gathered in one place and they are free of other obligations, like helping out on the family farm or looking after younger siblings. Since opening our second branch in the Northeast in 2011, we have worked closely with local schools to deliver training within the timetable. This has proven a very effective way to reach underprivileged girls in the region. However, it has not always been easy – often, we hear that our partnership schools do not have the time, space or teaching time for our workshops.

To make sure that girls in these schools are not held back, we created a new concept – the Mobile Knowledge Booth – especially for schools that are unable to spare time or space for our usual 3 hour workshop.

We station our booth in the playground during lunch hour, and then we run games and activities on the spot. Where possible, we always conduct a workshop – however, where we can't, this new method is making sure that we can still reach as many girls as possible with the guidance they need.

"The booth concept is completely new and we are the first organization to run a booth like this. Teachers and students were impressed and excited to see the booth. It worked well for the schools to run the booth mostly in the lunch period, as it does not need to interrupt class time. We normally run the booth from 11am to 1pm and at some schools the teachers finished class early so that students can visit our booth."

The games we run allow the students to read through the information we present in the booth and try to answer questions. Each person learns different things. As a result, we saw them discussing and helping each other to answer the questions. Since the booth is open for anyone to visit, we have to develop our content to make it easy to understand. This is because most of the time we have so many students join the booth that we can't manage to spend more time with each student if they are unable to read and understand by themselves."

It is interesting that the booths also helped the teachers as well, who said that this is good for the students and also helpful for themselves in case something happens in their own life. We noticed that the teachers were more encouraged to make sure students can attend a full workshop in future, after seeing the information we provide at the booth."

Sarochinee (Beer), Director

Holiday Cooking Fundraising Appeal

Early on the morning of Saturday 7 November 2015, five Pratthanadee students and three staff arrived at Bangkok's Metropolitan by COMO Hotel kitchen – the kitchen shared with the Hotel's award-winning restaurant, Nahm.

After a tour by Chef Christopher Miller, the Executive Chef, our students put on their aprons and settled in for a day of training. With the help of the chefs, over five hours, each student was trained in cooking her favorite dish – the way the professionals do it. The next day, it was our students' turn. They were given freedom in the kitchen to recreate the dish again – and the finished result was shared as part of our holiday fundraising appeal in 2015/16. We would like to say a huge thanks to all our supporters, who helped us raise \$12,000 USD.

Why Cooking?

Food is at the heart of Thai culture. Sharing a meal with family and friends is an activity to be enjoyed and savoured – never rushed. Cooking is an expression of love. And it is in this spirit that our students made their favourite dishes for our appeal – to tell their stories and to share something special from their lives with you.

This project was made possible with the support of the team of staff and chefs at the Metropolitan by COMO Hotel, Bangkok and Nahm, who kindly accommodated us in their kitchen for two days and donated their time, expertise and supplies.

Our Student Chefs for the Day



Credit: Aytac Turkey

Paramee (P'Yo)

Paramee grew up in Mahasarakham in the northeast of Thailand. Her family were farmers and owned a small grocery store. When Paramee's mother passed away, Paramee and her brothers and sisters had to quit school to work in the field. She only finished primary school.

Like many young women, when she was old enough Paramee moved to Bangkok in search of work. Her first job was in a factory, and the

work was hard - she worked long hours so that she could send money home to help her family. Paramee cooked Panang Curry for the appeal:

"Panang Curry is one of the dishes that is part of Thai identity. I love to cook it by myself, even all the finer details. It is a pleasure the moment when it is cooked and I share it with my family, because all the process of cooking will show them my love and care." - **Paramee (Yo)**



Credit: Aytac Turkey

Praew

Praew's family didn't want her to get an education. She tried to study but her grandmother threw her books away. In her village in Burma, there wasn't much work and her family told her to move to Bangkok to find a job. One night in 2009, when Praew was 19, she arrived all alone in the city – and she has been here ever since.

Praew made Burmese Tea Leaf Salad, or Lahpet:

"I chose to make Lahpet because it is one of the traditional Burmese dishes that is easy to cook. No festival in my home town can have a feast without this dish. When I make it, I always miss the days in Myanmar when I sat with my grandmother and we had it together with tea." - Praew



Credit: Aytac Turkey

Oranuch (Nuch)

Nuch moved to Bangkok when she was just 12 years old to work as a maid. She made Ruby Syrup with Coconut Cream:

"Ruby with syrup and coconut cream is my favorite sweet. I want to share the recipe with you because I want everyone to try cooking it and to enjoy it like I do." – Nuch



Credit: Aytac Turkey

Vorathip (Thip)

I am cooking Fried Fish with Three Flavored Sauce because it can show a smooth combination of sweet, sour and spicy in one dish. I always cook it for my family because it's healthy. A way to show my love is cooking a healthy meal for them.

– Vorathip (Thip)



Credit: Aytac Turkey

Ying

Ying made a world-famous classic, Hot & Sour Tiger Prawn Soup, or Tom Yum Kung:

"I am sharing the 'Tom Yum Kung' recipe because it is one of the favorite and most well-known of all Thai recipes. The way to cook it is not complicated. Everyone can cook it and share it with their family." - Ying

This appeal was made possible with special thanks to:

- Metropolitan by COMO Hotel, Bangkok
 - Chef Prin Polsuk, Head Chef – Nahm Restaurant
 - Chef Settasiri Watchanapornpisan, Senior Chef de Partie – Nahm Restaurant
 - Chef Puttipong Jirathun, Executive Sous Chef
 - Chef Sakkarit Klankhetgit, Butcher
- Paul Dowling
- Rosalyn Neranartkomol
- Kieran O'Mahony
- Lily Gavin-Allen
- Alexandra Geneser
- Aytac Turkay & Shophouse Films
- Paramee, Ying, Praew, Oranuch and Vorathip

You can watch the videos (under our previous name of the Goodwill Group Foundation) here: <http://pratthanadee.org/studentvideos/>

Meet a Volunteer

Without our dedicated volunteers, none of our work would be possible. Thank you to everyone who shares with us their time and support – you make Pratthanadee what it is today. This year, we would like to introduce you to our volunteer, Abishek and Jongshan:



Abishek Jirathaneswongse

Q: How long have you volunteering at Pratthanadee?

A: I have been volunteering at Pratthanadee since 2010.

Q: What is the best thing about it?

A: The best thing about volunteering is that I feel like I am making a genuine difference in someone's life. Improving English language skills is the primary objective, but it is also very rewarding to see students develop other qualities like self-confidence and interpersonal skills.

Q: What has been different to how you expected?

A: I didn't expect to learn as much as I have. I have gained so much insight into life in general by seeing the world through the eyes of my students. When someone asks you, "how do I say?", you see the thoughts and emotions that they want to express, which are important to them. You also start to understand their perspective and values.

Q: What would you say to others thinking of volunteering?

A: If you want to help another person, there is no better environment than this. The students are very grateful for your time, and you also leave every lesson feeling like your time has been valuably spent.



Jongshan Fan

Q: How long have you volunteering at Pratthanadee?

A: I have been volunteering at Pratthanadee since 2008.

Q: What is the best thing about it?

A: Observing the progression of your students' abilities and the increase of their self-confidence as a result of their improvements.

Q: What has been different to how you expected?

A: The lessons, experiences and skills your students impart to you in return.

Q: What would you say to others thinking of volunteering?

A: Do not hesitate! You'll soon realize that you're not only part of a class--but you've become part of a family.

Q: What has been different to how you expected?

A: The lessons, experiences and skills your students impart to you in return. As the students come from vastly different educational backgrounds, it behoves you to become more flexible in your teaching and language methodologies, and to practice more patience when dealing with the pace of instruction and student absorption.

Most importantly however, the students bring you that much closer to understanding Thai culture while appreciating the subtle intricacies not commonly mentioned in everyday life.

Top Rated Non-Profit 2016



In 2016, we were delighted to become a Top Rated Non-Profit by Great NonProfits. An award that we appreciate all the more because it is based on ratings and reviews from our wonderful supporters and volunteers. Here are some examples of our reviews:

"I have volunteered as both an English teacher and as a translator at Pratthanadee Foundation. The lives of these women that the foundation works with have improved significantly and the foundation is making real impact everyday. As a volunteer, I was touched by the women that I taught and I could see how empowered they become after attending classes and workshops at Pratthanadee Foundation. They were able to find better jobs and/or learn to negotiate for better employment terms. I have seen how crucial Pratthanadee Foundation's work is, and I cannot tell you enough how important Pratthanadee Foundation's work is to everyone in Thailand." - **rnerana**

"This charity has a powerful and vital mission, and is steadfast in its commitment to empowering disadvantaged women and girls. Importantly, Pratthanadee thinks big whilst understanding the detail of how to help each and every person that participates in its training. By their being rooted in delivering meaningful outcomes, I feel as a donor that my support is helping to improve the futures of individual women and girls, and contributing in a small way towards something even bigger and better for Thailand as a whole. I recommend Pratthanadee as an excellent steward of philanthropy and a charity that has a bold path towards delivering lasting impact." - **dankeyworth**

"The foundation has actually given me a sense of living. From a person who always dream of doing volunteer job but never actually dare to do it. Pratthanadee Foundation is the first foundation that I volunteered with. They do not fail my expectation at all. I started off with being a mentor which only requires me to be there once a month and now I'm a regular teacher. The staff are super nice. You can feel that they are doing everything for the best of the student and there's no hidden agenda. The students are dedicated to learn. I always look forward to the class and always thinking about new ways of teaching to make it enjoyable". - **Writer**

"When I arrived in Bangkok as an expat, I was keen to do volunteer work with an organisation that supported disadvantaged women and children. I contacted [Pratthanadee] after reading about their organisation. As my background is in public policy, I offered to support the team with any help they needed with editing documents in English or preparing grant applications. I was very pleased to be involved with such a great organisation. Although the team is small, I was impressed with the volume of activity they have underway, their personal support to clients and the strong research base underpinning their work. The staff treat everybody - clients, volunteers and each other - with dignity and respect and are always looking for positive ways to expand what they can do to support disadvantaged women." - **aussieexpat**

"Teaching [English] at [Pratthanadee] has been the most rewarding volunteer experience of my life. The students, staff, and my fellow volunteers have been incredibly welcoming and appreciative, and I've made friendships with people from around the world that will last a lifetime. This is not a charity with a lot of administrative overhead; you can be assured that the time and money donated is used efficiently to help the truly needy.

A quick personal story: The second time I was scheduled to teach a class at [Pratthanadee], I woke up in the morning feeling very weak and under the weather. Had it been a normal paid class I would definitely have called in sick and stayed on bed, but in this case I did not want to disappoint. By the end of the three hour class, I'd received so much positive energy back from the students that I felt completely refreshed and back to good health. In fact, I feel that all the effort I've given at [Pratthanadee] has been paid back to me tenfold by way of good feelings and priceless shared experiences.

If you volunteer at [Pratthanadee], I'm sure you'll find that two things will happen. Firstly, you will find new resources within yourself and be amazed at how much you are able to give. Secondly, you'll find that you will get more than you give." – **Christopher56**

"I am a volunteer at [Pratthanadee] and have nothing but great things to say about this humble foundation situated in the corner of a quiet soi. The staff and students alike work really hard in what they do. Coming from Singapore, where I have been privileged enough to receive quality education, I wanted my students to be able to learn the things I did too. My students - the oldest being almost 60 - are hardworking and always willing to learn. Classes run in 3 hour blocks, for example 9 - 12. Many students attend classes on Sundays at 9 am and that's their only free day out of the whole week. How motivated they are inspires me to continue teaching. What I really like about the foundation is that it does not run like a 'school' or 'tuition centre' where only lessons are given and that's it. There are strong relationships being built between the students and volunteers/staff and it makes it cosy to be at the centre where it was informal, relaxing, and fun. The centre also regularly helps to conduct useful workshops (such as Job Interview workshops) and turnouts have been great. The centre posts job listings on a board and helps students with job placement and facilitating interviews with the employers too.

Outside of the centre, [Pratthanadee] does outreach programmes to slums and provinces on important skills such as Self Defense and First Aid workshops.

There are many NGOs out there with different cause - and they are all commendable in their own rights. However, for an NGO to specifically seek to empower disadvantaged women is the first that I've come across in Thailand. It is a cause close to my heart and given how vulnerable these women are (in terms of getting into the wrong trades), I really hope that [Pratthanadee] can be given its due recognition and continue to expand and help more women in Thailand, especially those who moved from the rural areas into Bangkok, in hope for a better job." – **Clifton W.**

Thank you to everyone who reviewed us, please keep them coming. You can read them all by visiting our page: <https://greatnonprofits.org/org/pratthanadee-foundation>

Press Coverage

An article about Pratthanadee Foundation in **Expat Ladies** magazine (January/February 2016) by Tamsin Haigh

NGO

Goodwill Group Foundation
Empowering Disadvantaged Thai Women
มูลนิธิกลุ่ม goodwill

Goodwill Foundation

Tamsin Haigh

I arrived in Bangkok in May 2015 to work with the Goodwill Group Foundation – a Thai registered charity equipping disadvantaged women and girls with the correct guidance, training and skills they need to get ahead in life. Bangkok is a beautiful place, with more life on any given street (street) than my entire hometown, but it doesn't take long after settling into the City of Angels until you start to notice the situation of women here.



The city's reputation precedes it – and, whether the stories are true or not, one thing certainly is. For young Thai women, with little in the way of formal education and marketable skills, the reality of working in Bangkok is not simple and it is not easy.

The Goodwill Group Foundation was set up in 2000, initially as an English language school for women. Since then, we have branched out to all areas of career and personal development. We continue our popular English language courses, but we also run workshops on topics such as applying for a job, presenting at interview, safety, self-defence and first aid. All our training is free and available to women in Bangkok, in Ubon Ratchathani in the northeast, and in high schools in deprived areas across both regions.

In my first month, I travelled up to our second office in rural Ubon Ratchathani. I was keen to find out why so many women ended up working in Bangkok, often with low pay, long hours or unsafe conditions. With the help of my wonderfully bilingual colleagues, I sat out and talked to some women in the villages. It became clear what was going on: we could call it the Krung Thep dream. For young women in Ubon, the streets of Bangkok are paved with gold – or, as one of our students told me, fashionable clothes, makeup, lighter skin and a perfect life.

Agricultural life in the villages is tough. It does not offer much in the way of opportunities, and skilled work tends to be reserved for the men. So, for generations, young women have supported the family by finishing school early and moving to Bangkok to work – sending wages back home for parents, grandparents, younger brothers and sisters, and sometimes even their own children.

These women arrive in the city with little preparation, no savings, no connections, little education and no real skills. They soon find that their opportunities in Bangkok are limited – factory work, domestic labour, cleaning



and sometimes worse. Often they will have to take the first job they can find.

If things aren't going too well in the big city, it is not necessarily a fact to be shared with family and friends back home. I doubt this will come as a surprise to anyone familiar with the Thai concept of 'having face'. So the Krung Thep dream continues, through stories of rooftop bars and shopping malls, expensive outfits and an exciting new lifestyle. The dream of making it in the city, combined with a lack of opportunities and serious financial pressure at home, is more than enough to propel a stream of women into Bangkok, year after year.

When I speak with our students about their experience at Goodwill, one of the most striking things they mention is the creation of a community. There are few things more depressing than moving alone across the country, sometimes leaving behind your own children, to work six or seven days a week in a menial or demeaning job – especially without any money for a return trip home.

Even if they only have time to attend a class a week, Goodwill creates a home for these women – a place to feel warm and valued, where older students swap tips with younger ones, friendships grow, and staff and volunteers offer support and encouragement.

For someone who has recently moved to Bangkok too, I have to agree with our students. A sense of home really is one of the most important things an organisation like Goodwill can provide – because once you find your feet, your community, and your confidence, the rest will start to follow.

Here are a few stories from our students in Bangkok.

"I came to Bangkok in 2008 when I was 19 years old. I was brought up by my grandmother. I wanted to study, but my family didn't want me to carry on at school. If I carried on studying, they would drive me out of the house. They threw all my study books in the bin. Now I work in a kindergarten. If I didn't get this job here, I don't know what my life would be like right now."

"Since starting at Goodwill, I have had a chance to learn many things I didn't know before. Without Goodwill, I would not see or meet new friends. I would never learn new skills or see what the world is like outside of my job. I cannot even miss one week of Goodwill. It gives me the feeling that I can be in control of my life. That I can depend on myself."

Praew

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www.littlemaplenursery.com | E-mail: littlemaplenursery@yahoo.com

Press Coverage

An article about Pratthanadee Foundation in **Look East** magazine (January 2016). Story and photo by Zipporah Gene, former volunteer.



MAKE SMALL CHANGE FOR CHANGE

Why not make 2016 the year that you do more for yourself, for those around you, and for the world?

by Zipporah Gene

For most of us, the end of the festive season and the subsequent start of the New Year is one that heralds a time for deep and thorough introspection. Whether it's the eventual guilt that comes with the realization of an entire year spent in the pursuit of gluttony, or the resolution to be more steadfast and structured with our goals; we all, in some way or another, promise ourselves that this time around, we'll be different. This time we'll be better versions of ourselves: smarter, faster, richer, thinner; you name it, we've thought of it.

Yet, all too often we forget to see the simple fact that such changes are in actuality all luxuries. Like the unwanted gifts we've been given, and will most probably be returning, to the gyms we hurriedly flock to join, right down to the foods we may have just decided to abstain from eating; we

belong to the very few who are able to pick and choose. A grim reality it may be, but choice, is an extravagance, afforded only to the few.

According to the latest figures from the World Giving Index report: when it comes to giving and participating in giving behaviors, Thailand ranks among the Top 20 countries in the entire world. Not only that, when it comes to donating money, Thailand comes in at a staggering 2nd place; right underneath Myanmar. This means that, roughly 48 million people in Thailand donated money in 2015 alone.

To paraphrase simply, from a recent talk given by Mr. Charity himself, the founder of the Grameen Bank, Muhammed Yunus: *"...good deeds should not arise from guilt, but from the simple desire for good."*

These figures may seem

staggering, but when placed in context of the region, it actually makes a lot of sense. It is a well-known fact that generosity and philanthropy are the quintessential tenets of the Theravada branch of Buddhism. In the case of Myanmar and Thailand, which came first and second respectively, a strong population of devout Buddhists following the Theravada sect, means a high rate of giving.

With 2016 now upon us, and with the world being as chaotic as ever, it is becoming and more essential for each and every one of us to chip in, for our fellow man. The astonishing effort of countries like Thailand and its ASEAN neighbors show the world that donating, giving and doing good should not be left to those with more money than they need.

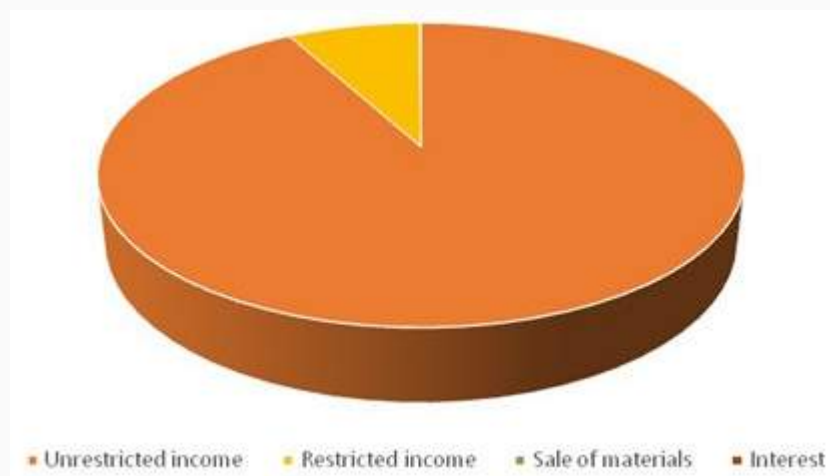
Thailand should continue

Financial Report (2015-16)

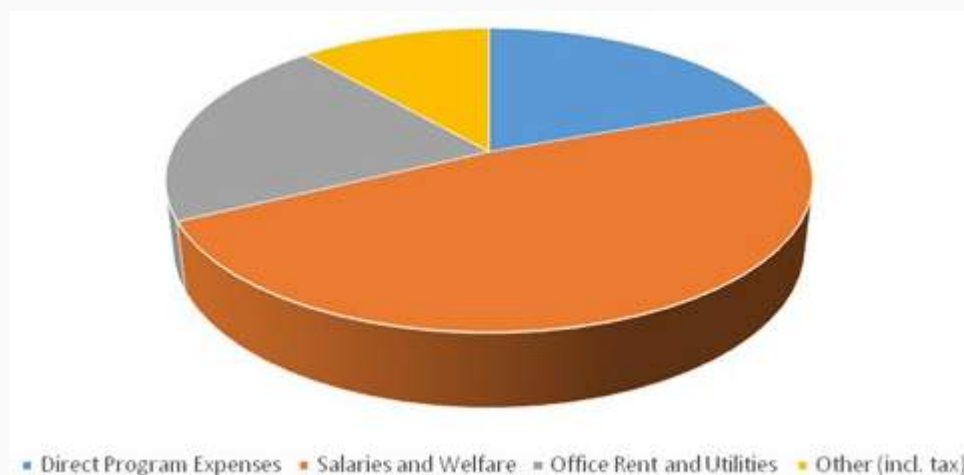
Income	THB
Unrestricted income	4,297,165
Restricted income	369,122
Sale of materials	515
Interest	4,136
Total	4,670,938

Expenditure	THB
Direct Program Expenses	1,012,545
Salaries and Welfare	2,512,003
Office Rent and Utilities	1,078,000
Other (incl. tax)	595,177
Total	5,197,725

Income breakdown



Expenditure breakdown



Meet Pratthanadee Donors

The Pratthanadee Foundation would like to express special thanks to all partners and individual donors whose support made a vital difference over the 2015-16 financial year.





PRATTHANADEE FOUNDATION (BANGKOK)

39 Soi Sukhumvit 52, Prakhanong Tai,

Prakhanong, Bangkok 10260

Tel: +66 (0) 331 4731

**PRATTHANADEE FOUNDATION
(UBON RATCHATHANI)**

350 Phrommarat Rd., Naimuang,

Muang, Ubon Ratchathani 34000

Tel: +66 (0) 93 408 1124

E-MAIL: staff@pratthanadee.org

FACEBOOK: Pratthanadee Foundation

WEBSITE: www.pratthanadee.org

We are a small team funded by donations. We rely on your generosity to continue offering Thai women and girls the chance to build a better life. Please consider joining us today by making a donation at www.pratthanadee.org/donatenow or by getting in touch using the contact details above. Thank you.