



Annual Report 2016-2017



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Letter from the Chair & CEO

Dear Friends of Aidha,

FY2017 (the financial year ending 30 June 2017) was a busy and productive year for Aidha.

First and foremost, in October 2016 we celebrated our largest ever graduating class of 180! These graduates completed our most advanced level of study, Module 2 (Entrepreneurship and Business Management), and in the process each graduate also completed a business plan. At the graduation ceremony we were honoured to have, for the first time, one of our own alumna as our keynote speaker, Nilushika Jayaweera – a graduate in 2012 who has since set up an online tea business, returned home for good, been invited to speak at TedXSingaporeWomen and also set-up her own registered non-profit in Sri Lanka that imparts business skills to low-income women!

FY2017 was also the year we marked Aidha's 10th Anniversary, Aidha10, with a wonderful evening of celebration with alumni, students, volunteers and supporters. We reflected on how far we've come from 23 students in 2006 to between 500-600 enrolled at any point in FY2017.

As part of our Aidha10 celebrations we also held our inaugural Aidha Photography Competition with the theme 'This is Me', featuring photographs by foreign domestic workers. We so enjoyed the opportunity to provide a platform for artistry and self-expression for all FDWs, not only Aidha students, that we anticipate making this event part of our annual calendar.

Another of the year's highlights is that we have made great progress with our curriculum review. This effort has been powered by an incredible team of 18+ wonderfully dedicated and capable volunteers. We are changing from 9-month modules to 6-month modules, and also adding a new module that will assist our students to become informed financial decision-makers. This is on target to be launched in early FY18.

We were also very happy to launch our first financial education programme serving low-income Singaporean women with a collaboration with the women's shelter home, Casa Raudha. In FY2017 we completed two runs of the programme with 37 women participating in total.

This year we have also been laying the groundwork to launch a new website as well as implement a CRM system to manage our volunteers, donors as well as prospective students. Both efforts are a considerable investment in time and resources but both are fundamental to improving our communications and marketing efforts as well as assisting us to make a step-change in our operating efficiency.

Letter from the Chair & CEO (cont'd)

In terms of our overall financial position, we have run a deficit this year in contrast to a modest surplus last year due a slowdown in student enrolments and fundraising. This has been a year of transition with this being the first year at Aidha for the majority of the staff team. Our fundraising efforts gathered steam towards the end of the year and we are very positive about our funding pipeline for FY2018. We restructured our curriculum in order to better meet the needs of our students and believe this will have a positive impact on our enrolments in the coming years.

During the year we also were pleased to welcome to two new Directors to our board, Yvonne Chan and Jason Leow. Both have deep experience in marketing and communications, Yvonne from the banking and hospitality sectors, and Jason from the oil and gas sector. With marketing and communications as one of our key priorities, their expertise will be of great assistance to Aidha moving forward.

It has been a tremendous team effort to do justice to our 10th Anniversary commemoration, initiate a new Aidha tradition in our photography exhibition, make great progress on a variety of programmatic and outreach initiatives as well as maintain a strong volunteer pipeline and smooth campus operations and we commend the staff and volunteers who have made all of this possible.

Best regards,

Claudine Lim
Chair, Aidha

Jacqueline Loh
CEO, Aidha

About Aidha

Aidha is a Singapore-registered non-profit organisation with Institution of Public Character status dedicated to helping lower income and migrant women create sustainable futures for themselves through financial education.

Our holistic curriculum focuses on money management and entrepreneurship as its foundation, as well as practical self-development skills, including computer literacy, communication and leadership, to empower women and ensure they have choices. Our programmes utilise the power of peer support to encourage learning and behaviour change.

FY2017 at a glance

A record 180 students graduated this year!

Financial support both from individual donors, grants and corporate partnerships remained strong.

Aidha set up a new programme for low-income Singaporean women in partnership with the women's shelter home, Casa Raudha, with 37 women participating in FY2017.

We made strong progress on reviewing and updating our entire curriculum and it will be ready to launch in Sept 2017. It will include a totally new Module ('Plan your Financial Future') where students create a long term financial plan and learn to invest wisely.

We held our inaugural Aidha Photography Competition that was open to all FDWs and that showcased some wonderful talent.

Our Impact Research initiatives continue to show the progress students are making in terms of savings, business confidence and competence, and social capital.

Our Campus

Our impact:
1,107 classes taught by **186** mentors
to **1,163** students

English
340 students

Module 1
534 students

Module 2
289 students

Improving
Your English
157 classes
taught by
19 mentors

Compass
Club
150 classes
taught by
32 mentors

Leadership
Club
149 classes
taught by
32 mentors

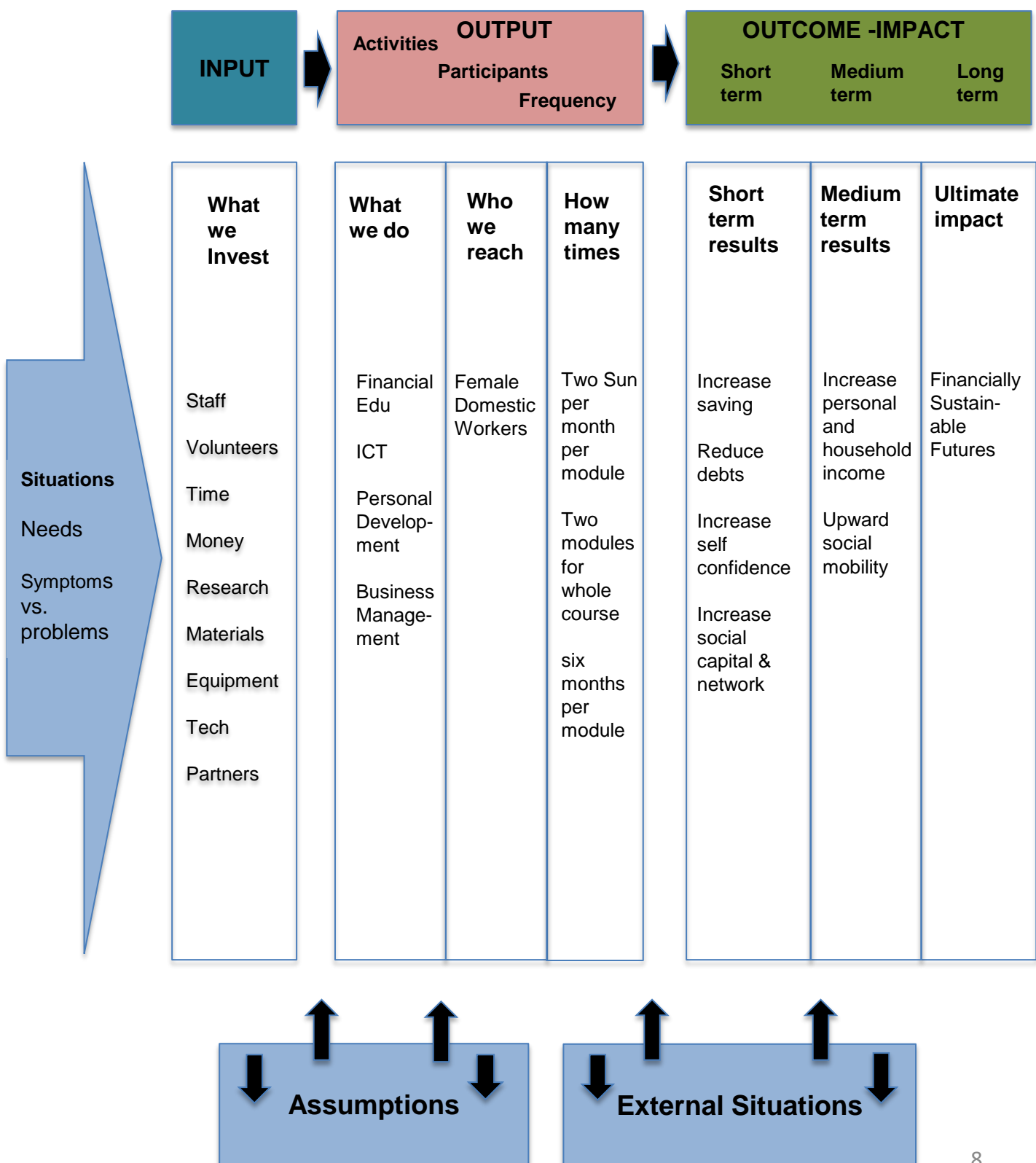
Computer
Workshop
299 classes
taught by
65 mentors

Venture
Club
176 classes
taught by
19 mentors

Advanced
Leadership
Club
176 classes
taught by
19 mentors

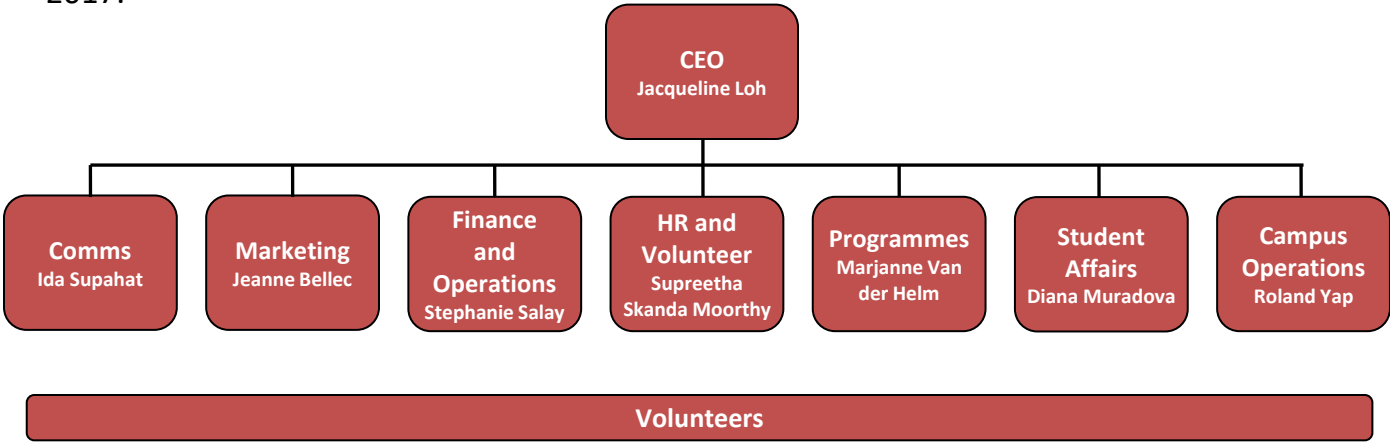
We enrolled **591** new students

Theory of Change Model



Our Community

Aidha operations are managed by a small and passionate team comprising the CEO, five full time and two part-time staff members. Below is the staff composition as of 30 June 2017.



This team is supported by a group of Aidha volunteers who generously give their time and energy to enable Aidha to function and grow. The contributions of our volunteers are highly valued and we aim to show our gratitude by organising training and networking events and soliciting their feedback to help our volunteers enjoy their experience at Aidha.

Volunteering opportunities at Aidha

Mentors: a group of talented and passionate volunteers who share their time and expertise facilitating the Sunday classes and nurturing our students through our programmes

Office volunteers: contribute time on weekdays, assisting the staff team with day to day operations.

Trainees: Aidha’s alumni who want to continue being involved with Aidha. They are the face of Aidha at the campus on Sundays and offer critical operational support, welcoming and registering new students and ensuring classes run smoothly.

Interns/Special Projects: We welcome interns and short-term volunteers to spend one to three months with us sharing their knowledge and enthusiasm in support of our operations or in undertaking special projects.

Our Community (cont'd)

176

attendees at
volunteer
orientations

23

Trained
English
Class
Mentors

120

Trained
M1
volunteers

**Corporate
supporters:**

AustCham, Autodesk,
Benefit Cosmetics, BNY
Mellon, Experian,
Facebook, Goldman
Sachs, Google,
MasterCard, M1, PayPal.
Quadmark, Sage

115

Active M1
Mentors

38

Active M2
Mentors

Individual
supporters
raised over
\$72,000

64

Trained M2
Mentors

Our Research

Impact Assessment Research

Since 2014, with the aid of our corporate partner, **Kadence International**, Aidha has been systematically measuring its impact against our Key Performance Indicators (KPIs). The KPIs are in the areas of: ICT Literacy, Financial Capability, Confidence and Social Capital, and Business Management.

We believe that robust measurement demonstrates how our programmes impact our students as well as provides the high levels of transparency we strive to provide to our donors, supporters and volunteers.



87% of our students purchased a productive asset back home at the end of M2

17% of our students had started their own business at the end of M2

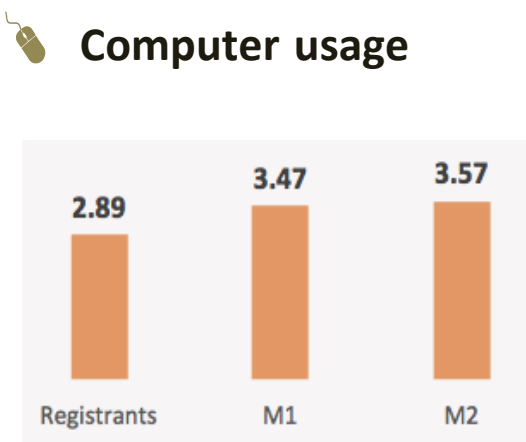
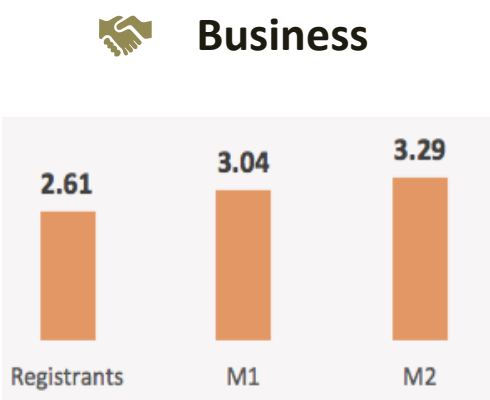
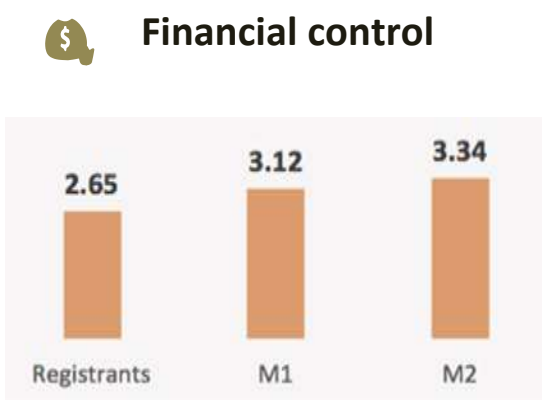
On average , M2 students save over **36%** of their salary each month

Note: Above figures are from survey data from 2016.

Our Research (cont'd)

Results show positive progress across our main KPIs: student confidence, financial control, business capability, computer literacy and social capital.

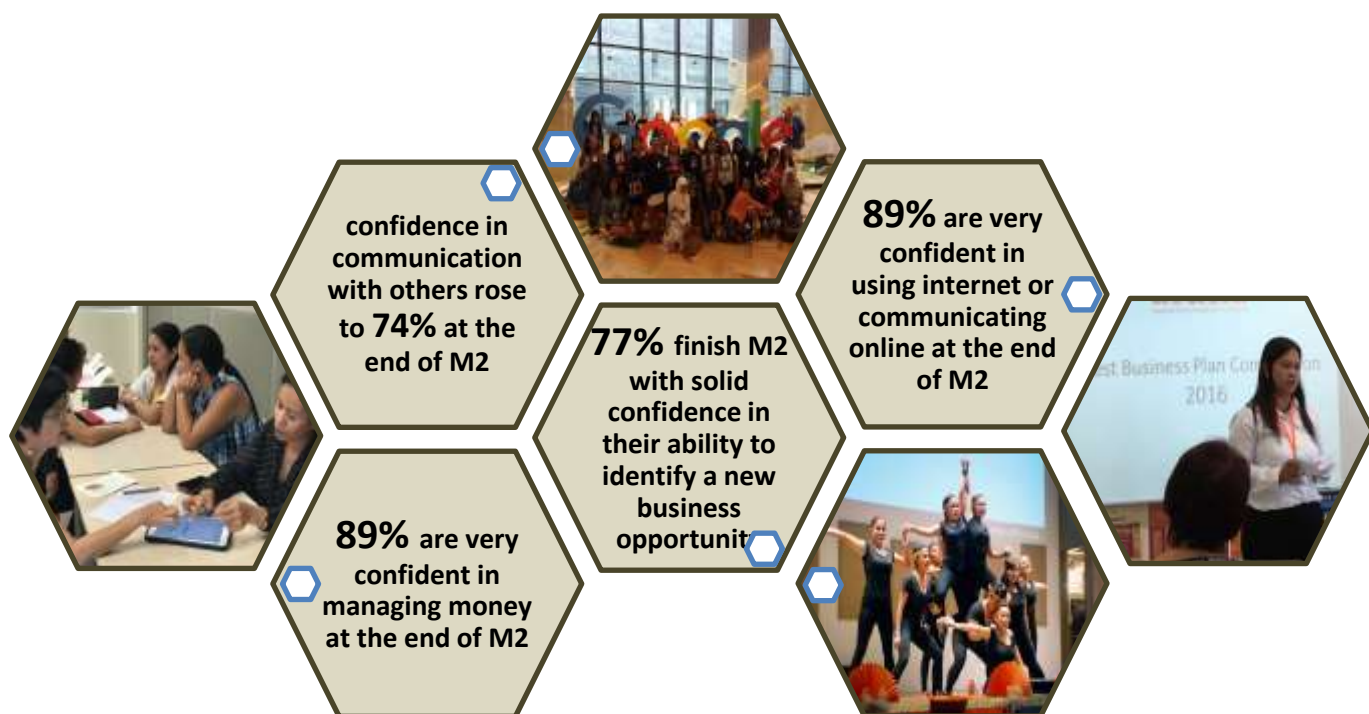
The KPIs also indicate the students have increased confidence as they progress through the Modules.



Note: Average scores derived from 5pt scale with 5 being the maximum score;; above figures are from survey data from 2016.

Our Research (cont'd)

Confidence is one of the areas where Aidha seeks to make an impact through its curriculum. Our students identified an improvement in their confidence levels as one of their main achievements. Employers, mentors and volunteers too have observed how students' confidence levels have increased over the course of the programme.



Note: Above figures are from survey data from 2016.

Our Fundraising

FY2017 has been a moderate year for fundraising as it has been a transition year with this being their first year at Aidha for the majority of staff members. Thanks to the committed support of our long term partners and individual donors as well as developing a few new partnerships, overall we managed to generate \$357,343 in funding support in FY2017 compared to \$378,684 in FY2016.

Grants:

Over the course of the year, our generous corporate partners made available grants and donations that offered critical assistance to cover our full programme costs as the fees we charge our students cover only 20-30% of actual costs. Some of the partners whom we are extremely grateful to include:

- MasterCard
- BNY Mellon
- Benefit Cosmetics
- Kadence International
- Ministry of Manpower
- Sage
- Google
- Facebook
- Paypal
- M1
- AustCham

Events:

Aidha celebrated its 10th anniversary at the end of the year and launched the Aidha10 fundraising campaign to expand access and enhance the impact of Aidha's programmes.

On 19 November 2016, Aidha organised its first annual photography exhibition under the theme *This is Me*. The exhibition helped launch the Aidha10 fundraising campaign and was also a celebration of International Migrant Workers Day. The photographs featured in the exhibition were all taken by FDWs, including Aidha students.

Aidha 10th Anniversary Celebration took place on 1 December 2016. It was a fun and exciting opportunity to gather the Aidha community to celebrate together 10 years of women's empowerment. Aidha also leveraged on the event to raise funds for the Aidha10 fundraising campaign.



Our Fundraising (cont'd)

Fundraising throughout the Year

In FY2017, many wonderful and generous supporters gave their time and energy to organise several fundraising initiatives to raise much-needed funds for our programmes. They included:

- Benefit Cosmetics fundraised \$35,015 for Aidha as part of its May “Bold is Beautiful” campaign
- Premier X Racing selected Aidha as it’s charity partner and raised \$8.3k
- The New Zealand Chamber of Commerce adopted Aidha as their supported charity for their Waitangi Day celebration in Feb 2017 and raised \$1.8k
- 100 Women Who Care, mostly from the Singapore American School community, raised \$5k
- Women’s International Tennis Singapore raised \$6.1k

Cultivating Partnerships

We also would like to extend our deep gratitude to all our supporters and partners, whose dedication and generosity helped us to provide our students with the opportunity to prepare brighter futures for themselves, their families and communities.

- ESSILOR Vision Foundation partnered with Aidha in October 2016 to offer a free eye screening and free glasses to FDWs. We welcome more than 600 visitors for this event.
- MasterCard strengthen its support to Aidha’s life-changing programmes by funding the Aidha10 scholarship fund which allowed self-financing students to benefit from a \$100 discount on their tuition fees.
- Facebook donated credits for FB ad campaigns to help us to increase our reach and support our enrolment initiatives.
- Google has been a long-time partner of Aidha. We are now a Google Business Group (GBG) partner and we had our first kick-off workshop on online marketing and branding techniques with Google employees on 18th June 2017 at their office. Google also continues to provide us with Google ad word credits
- PayPal invited Aidha to present its activities to their employees during an internal event in addition to their generous financial support.
- BNY Mellon held a workshop on Market Research as part of Aidha Alumni Development Programme in February 2017.
- Benefit Cosmetics held a beauty workshop for the International Women’s Day celebration and later held a marketing workshop for Aidha students in May 2017.

Our Outreach

Our outreach activities focused on raising visibility through organising or taking part in workshops/events that interest the FDW community. These events were organised in partnership with organisations such as ESSILOR Vision Foundation, Breast Cancer Foundation, FAST (Foreign Domestic Worker Association for Social Support and Training) and the crew from the film Remittance. We also managed to secure media coverage in targeted newspapers, magazines and online platforms showcasing our students' success stories, the organisation's growth and the dedicated volunteering community. Recognising the power of online channels for outreach to more FDWs, we partnered with Facebook to create more effective ad campaigns showcasing inspiring stories of our students and Aidha's positive impact and strong community.

Our initiatives in FY2017:

- ❑ Media coverage , both online & print, in publications like Straits Times, The New Paper, MOM Newsletter, Channel News Asia, HoneyCombers, HerWorld and others.
- ❑ Increasing engagement with students and volunteers through social media campaigns such as #FacesofAidha. Aidha has reached more than 10,000 FB fans.
- ❑ Participation in the 7th Foreign Domestic Workers Day held on 11 December 2016, which was attended by over 6,000 domestic workers from different nationalities .
- ❑ We have also organised a series of outreach events / Open Houses on campus in collaboration with partners: Aidha Open Houses on campus in September, December 2016 and February 2017, Movie screening of "Small Towns, Big Dreams" at Aidha's campus in September 2016, Aidha Open House and free eye check in partnership with Essilor Vision Foundation in October 2016, Aidha Open House and Breast Cancer Informational Talk in Feb 2017, International Women's Day Celebration at Aidha's campus in collaboration with UN Women and Benefit Cosmetics in March 2017, Aidha Open House and Health Workshop in partnership with Beam & Go in April 2017, a screening of the film Remittance in partnership with HOME, AWARE and the National Committee for UN Women Singapore in June (with further screenings planned in FY2018).
- ❑ We also participated in events organised by our partners like the Julie's for their Best of You campaign, Waitangi Day , FAST Health and Education Fair, swimming event organised by Ocean Paradise, Sassy Mama's Helper Awards, etc.

Our Outreach

- ❑ Produced and organised Aidha's first annual photography competition and exhibition, This Is Me, to both launch the Aidha10 fundraising campaign as well as celebrate International Migrant Workers Day. We had many entries from non-Aidha FDWs and hope to grow this event in coming years.
- ❑ Increase number of new visitors on Aidha website via Google search (we run SEM campaigns to increase visibility thanks to Google Ads grant) and social media (mainly thanks to our FB campaigns and FB activity).
- ❑ Campus Events: Sunday Skills workshops were conducted once a month and were open to both Aidha and non-Aidha students.

FINANCIAL HIGHLIGHTS – STATEMENT OF COMPREHENSIVE INCOME

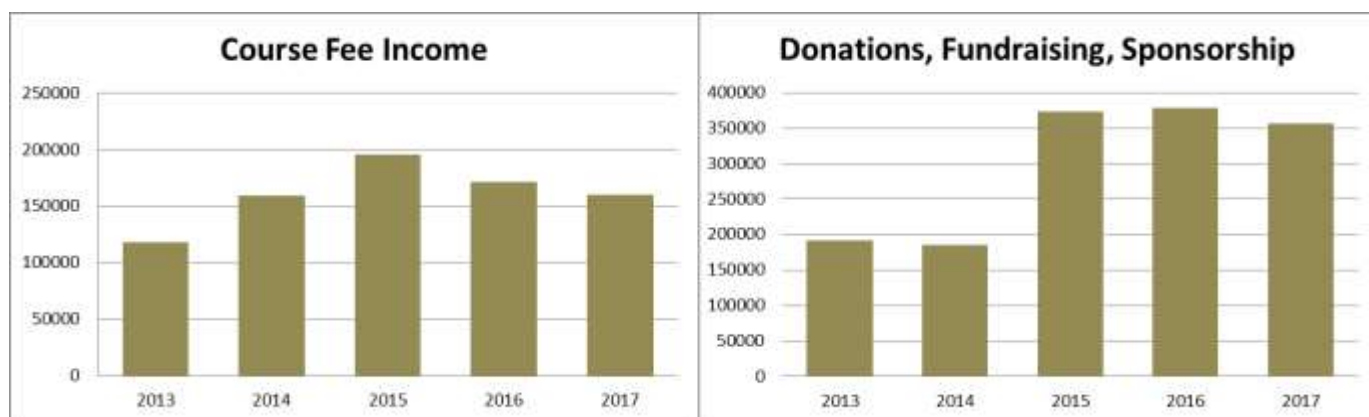
Financial Year ended 30TH JUNE, 2017

Income	
Course Fee Income	159,871
Donations, Fundraising and Sponsorship Income	357,343
Other Income	7,377
Total Income	524,591
Expenditure	
Rental	102,661
Staff Costs	349,138
Other Operating Expenses	114,225
Total Expenditure	566,024
Total Surplus/(Deficit) for the year	(41,433)

FINANCIAL HIGHLIGHTS – FIVE YEAR TREND AND OUR RESERVES POLICY

Financial Year ended 30TH JUNE, 2017

Five Year Trends



Reserves Policy

The primary objective of Aidha's fund management is to maintain an adequate fund base so as to support its operations. Aidha monitors its cash flow and overall liquidity position on a continuous basis.

	2017	2016	Increase / (Decrease)
Unrestricted Funds: <i>Capital Fund and Accumulated Fund</i>	241,569	283,002	(15)%
Restricted Fund: <i>Others</i>	0	0	0%
Total Funds	241,569	283,002	(15)%
Ratio of Reserves to Annual Operating Expenditure	0.43	0.53	(19)%

Our Priorities in FY 2017

Over the coming year, we aim to:

- increase our **student enrolment**, reaching more foreign domestic workers (FDWs) in Singapore
- to do so we will develop **new partnerships** to connect to communities/networks of FDWs and employers ...
- as well **strengthen our messaging and positioning** to FDWs and employers, particularly through digital marketing efforts and development of a CRM system
- launch our **new curriculum** and refine it through feedback from students and mentors
- develop another programme for **low-income Singaporean women**
- significantly enhance our alumni programme, relaunching it as the **Aidha Business Accelerator**
- continue to build our core portfolio of **funding partners**



Corporate Information

Aidha was set up on the 19 July 2006 as a society and incorporated as a company limited by guarantee on 29 March 2010. It was registered under the Charities Act on 13 January 2011.

UEN: 201006653E

Registered Address 748A North Bridge Road
Singapore 198716

Board of Directors

Claudine Lim (Chair)
Saleemah Ismail (Treasurer)
Chen Weiwen
Sameer Khan
Clarence Singam-Zhou
Paul Davies
Yvonne Chan (appointed on 14 June 2017)
Jason Leow (appointed on 14 June 2017)



Corporate Information

Director's interest *A Director may contract with and be interested in any contract or proposed contract with the Company and shall not be liable to account for any profit made by him by reason of any such contract, provided that the nature of the interest of the Director in any such contract be declared at a meeting of the Board of Directors as required by section 156 of the Act. A Director shall not vote in respect of any contract or arrangement in which he is interested, and such Director shall not be taken into account in ascertaining whether a quorum is present. A Director should withdraw from a meeting which decides or involves a discussion of a contract or arrangement in which he is interested.*

Auditor S B Tan Audit PAC

Corporate Secretary Accede Corporate Services Pte. Ltd.

Bookkeeping Akira Corporate Services

Bank Standard Chartered Bank



Our Partners

100 Women Who Care
Australian Chamber of Commerce (AustCham)
Autodesk
Benefit Cosmetics
Bloomberg
BNY Mellon
Deutsche Bank AG
Embassy of the Republic of Indonesia
Embassy of the Republic of the Philippines
Essilor Vision Foundation
Experian
Facebook
FAST
Gan Family
Goldman Sachs
Google
Kadence International
Lin Foundation
Litmus Group
Luxasia Foundation
M1
MasterCard
Ministry of Manpower
New Zealand Chamber of Commerce
Nomura
Paypal
Premier X Racing
Quadmark
Sage
SingTel
United World College
Women's International Tennis Singapore (WITS)





aidhaTM
sustainable futures through financial education

2016 – 2017