



Welcome to the new aidha newsletter!

It's been a rather eventful first half of 2013 for the aidha team. As you can see from our new look, we've been busy with some upgrades in many aspects of aidha: from operational improvements through a new database system; to bolstering human resources with personnel training for our campus trainees, and welcoming new members to the team.

As a result, we have a number of good news to share, beginning with the increase in recruitment numbers. Aside from the mandatory day-off ruling that became effective in January, our hardworking Marketing and Communications team has staged aggressive promotional events like Sunday Funday, the Summer Camp, and tie-ups with embassies which have had a direct impact on enrolment. This was supplemented by advertising campaigns on Facebook and brought awareness of aidha to higher levels among new domestic helpers. Classes have been filled up all the way till August, and September slots are fast going too.

Our Fundraising team has also been kept busy with the number of fundraising initiatives they've rolled out since the start of the year. Read about the Barclays grant and other successful fundraising efforts in the Fundraising section on page 5.

But of course, nothing excites us at aidha more than seeing our students actually go out there and take charge of their lives by starting their dream business. In June, we had the privilege of visiting one such graduate – Siti Aisah, who had started an eatery in Jakarta, Indonesia. It was a very fulfilling weekend for our team and you can read all about it, as well as enjoy the pictures, in our Main Feature section.

More exciting things are lined up on our calendar, including Fiesta Latina and this year's graduation ceremonies, for which more details will be announced later. So do keep us in your inbox if you want to stay updated. In the meantime, we hope you enjoy this upgraded edition of the newsletter. And if you have any comments or suggestions, drop our Communications Team a line at communications@aidha.org. Gracias!

Veronica Gamez, Executive Director



aidha at TEDx Singapore

aidha Executive Director, Veronica Gamez, was one of the speakers at this year's largest TEDx Singapore event themed, "Our Future, We Will Make." Veronica shared the story about a pivotal childhood experience that fueled her determination to make a difference in the lives of migrant workers, and reported about the impact of the aidha programme. We are proud of her and grateful to the team at TEDx Singapore for the opportunity to spread the aidha story to a prestigious community of thinkers and doers.

Upcoming Events

- 12 Aug - M2 Venture Club and Advanced Leadership Club mentors training session**
- 18 Aug - Sunday Funday at the aidha campus. Come by with your domestic worker to have a taste of our classes, fun activities, and learn more about our school**
- 19 Aug - M1 Leadership Club and Compass Club mentors training session**
- 22 Aug - aidha goes Western! FUNdraising event at Senor Taco. Check page 5 for more info**
- 25 Aug - Monthly Volunteer Orientation**
Find out how you can help enrich the lives of domestic helpers. Teaching and non-teaching positions available.
- 29 Sep - aidha Graduation 2013. Join us in celebrating the fantastic achievements of our graduating class. Event details to follow soon.**

Main Feature

aidha Graduate, Siti Aisah, opens her new business

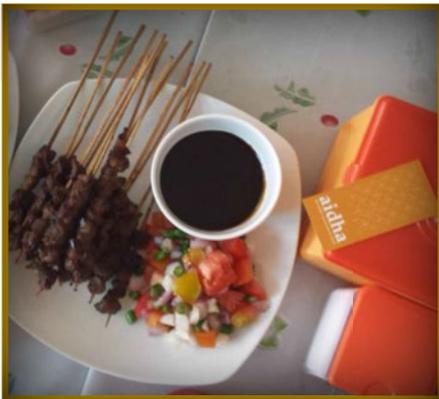
On 1 June, aidha office team members, Veronica Gamez, Leslie Swanson and Ting Claravall, flew to Jakarta, Indonesia, to visit Siti Aisah, an aidha graduate from batch 2012, and her newly-opened business.

Siti had recently put up a small eatery in the Kelurahan Rawa Bunga district in the eastern side of Jakarta city - a great location that had the city hospital, a district government office and a school nearby. From the clean, simple layout of the restaurant, warmly decorated with colourful flowers on each table, to the lovely selection of dishes, ranging from Western to Indonesian cuisine, we could see that Siti really thought a lot about every detail of the business and worked hard to make it truly professional. Her staff have uniforms and she even decorated the restaurant in aidha colours!

She credits the Venture Club in Module 2, for having taught her about pricing, cost calculation, profit margins, etc., as well as the Advanced Leadership for teaching her how to manage people, which she confesses is one of the hardest tasks of being a business owner... and employer! She also eagerly shared the creative and innovative ways to save on costs she has personally come up with. For example, when the prices of ingredients go up, her techniques enable her to continue operating her restaurant, without having to sacrifice the quality of her food or to increase her menu prices. She also stays true to the unique selling point of her restaurant, which promotes healthy eating. She doesn't use salt in her dishes and instead, leaves that decision to her customers by providing condiments at each individual table. The aidha team also spent some time brainstorming with Siti for ideas on how to promote and grow her business.

It was truly exciting for aidha to see one of our graduates establish her business so soon after graduation. We wish Siti, and her classmates who are starting businesses already, every luck in this exciting adventure of being a business owner!

For more pictures of our visit, click [here](#).



Campus Story

aidha's first-ever Summer Camp!

To round off the season, aidha organised a Summer Camp on 30 June and invited past, current and prospective aidha students to a fun-filled day of free workshops and group activities. The workshops included classes on financial management, effective communication, leadership and entrepreneurial skills, team-building activities, and of course, a lively zumba session which was highly anticipated and well-attended by both students and even aidha volunteers! The ladies also had the opportunity to showcase their talents in a "bake off" competition. Participation was overwhelming and yielded entries of professional quality. aidha Summer Camp concluded with a thrilling lucky draw where the grand prize was a laptop and six professional coffee-making workshop vouchers.

The aidha Summer Camp hopes to be an annual event and aims to give everyone a taste of the fun and enriching learning environment at aidha.



aidha trainees combine fun and training

The June holiday gave us a chance to hold a Training Programme and Retreat for our aidha Trainees: aidha graduates who are indispensable in the efficient operations of the aidha campus on Sundays. The training workshops covered common topics such as Job Roles, Customer Service and Operational IT skills, but utilized a unique practical approach to learning, which is to 'learn by doing'. This approach enabled our trainees to become very efficient and effective at doing the various tasks they were assigned to, and contributed significantly to their professional development. They expressed that they gained "more confidence, courage and knowledge" and "felt more ready to face any possible situation." They also said they had a "better understanding of our role/work at aidha, so we can give better service."

The training was followed by a retreat a fortnight later. Our trainees bonded over zumba dancing, racing in the bowling alley (dubbed, the "Amazing aidha Race"), and bowling. Sharing about their experiences afterwards, they expressed their appreciation for being given the chance to "find out more about each other" and the strengthening "support and encouragement".

A big thank you to Abel, Kate, Katia, Leslie, Marjo, Miin and Veronica for their hard work and dedication in organising and facilitating the programme!



Website: www.aidha.org Tel: +65 6884 9938

Events and Happenings

aidha strengthens Embassy partnerships thru free workshops

aidha has always maintained a close relationship with the embassies of our students' home countries. As part of this longstanding partnership, we conducted professional training workshops for the Philippine and Indonesian embassies in two separate events, to give both embassies a sample of the aidha curriculum.

The workshop at the Philippine Embassy was held on 25 May at the Ambassador's residence. Participants included embassy staff who held frontline positions and faced clients regularly as part of their job. James Irvine, a professional neuro-linguistics practitioner and designer of the Leadership Club curriculum, led the workshop, assisted by Advertising professional and aidha mentor, Ting Claravall. The content combined materials from Mr. Irvine's latest training technology, as well as a sampling of the Leadership Club sessions. Participants engaged in role-playing exercises and acted out scenarios to practice effective communication techniques.

Meanwhile, the Indonesian Embassy invited aidha to conduct a financial literacy workshop for Indonesian domestic helpers at the Sekolah Indonesia Singapura on 23 June. Volunteer mentors, David Tan and Uta Langley led the workshops on savings and leadership respectively, which gave students a pretty comprehensive slice of what the aidha programme is all about. The ladies were further inspired by the speech given by Aini Nur, a graduate from batch 2012, about how studying at aidha had transformed her life.



The aidha team with Hon. Minda Cruz, Philippine Ambassador to Singapore, and the Embassy staff



Mentor James Irvine explaining effective communication techniques

Both workshop events were marketing initiatives by Marketing Manager, Rohini Chopra, intended to enable embassy staff to learn more about aidha and its programmes so that they could effectively promote the school to their respective constituencies.

Thanks to the staff of both the Philippine and Indonesian embassies for the opportunity to raise awareness for the aidha mission to relevant partners and stakeholders.

Learning Positive Feedback Techniques

On 2nd June, aidha mentors and volunteers attended a training session on 'Creating Positive Change Through Feedback', conducted by Leslie Swanson, a senior HR training professional and dedicated aidha volunteer. Leslie highlighted the importance of identifying one's strengths and weaknesses, with a special emphasis on focusing on one's strengths. Mentors and volunteers engaged in hands-on exercises that involved role-playing as a mentor, student, and observer. Participants acted out the different scenarios aimed at simulating real-life classroom sessions at aidha. A sharing session followed these exercises, as well as a lively discussion on the best ways to give feedback, particularly in the workplace. Issues such as cultural background were raised as a contributing factor that affect how feedback is given and received.

"Feedback is not bound by culture," Leslie shared. "Mothers react the same way when they see their babies start to walk, they encourage them, clap their hands, regardless of the country they come from."

This hands-on approach to training aims to help aidha volunteers prepare for their roles as mentors and to improve how they relate with their students.



Domestic helpers from Indonesia get a taste of the aidha curriculum



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Fundraising

The fundraising department has had a very busy 2013 so far!

Barclays continues grant

aidha successfully secured an annual grant from Barclays that will last through mid-2014. With this important funding, aidha plans to continue enhancing programmes and scaling up recruitment efforts with the Module 1 curriculum. Generous financial support was also given by Alexander Mann Solutions and the Australian Chamber of Commerce.



aidha receiving generous support from Alexander Mann Solutions



The Australian Chamber of Commerce showing their continuing belief in the aidha mission

“Mother & Child” film screening

aidha celebrated International Women’s Day by having its annual screening event. This year’s film was ‘Mother and Child’ - the poignant story of three women who were all profoundly affected by adoption. The event was sold out with over 200 supporters attending and donating to the organisation. Thank you to our ever-supportive donors and volunteers for the success of this fundraising initiative.

Launch of the ‘Corporate Relations Initiative’

As part of our new fundraising strategy, aidha is seeking to diversify our corporate portfolio with established companies by recruiting ‘company ambassadors’ who will help aidha connect with the CSR department/ women’s network of large companies and organisations. This is a proven, effective, and powerful way to explore and establish fundraising partnerships between aidha and private corporations and entities.

Volunteers who can help make such a connection happen in their respective companies or organisations are invited to contact aidha’s fundraising manager, Priya Mendon, at priya.mendon@aidha.org.

Fiesta Latina ‘Goes Western’ at Senor Taco

Another exciting FUNdraising event is on our calendar. **Fiesta Latina** is back for its second year with the theme, “Goes Western”, and will be held on Thursday, 22 August, at Senor Taco in Chjimes. Join us for an evening of dancing, tacos and drinks, music, raffle draws, and of course, the company of fellow aidha friends. All the proceeds will go towards a truly worthwhile cause and will help to fulfil our goal of empowering domestic workers through financial education and entrepreneurship!



Click here to buy tickets now!

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Volunteer

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Make a difference

Career Opportunities

Part-time HR Manager

Reporting to the Executive Director, the HR Manager provides practical, consistent, and proactive leadership and advice to the management team members and volunteer management team on HR procedure, policy, and best practice towards ensuring that the best people that are attracted towards aidha are trained, developed, and recognized for their contribution. The individual assuming this post will also serve as a key representative of aidha in events and activities that help us to build up relationships with corporations, groups and individuals.

Remuneration is small, but the personal and professional gains are enormous. We hope that through your networks, we can find suitable candidates for the position.

Please contact madonna.riley@aidha.org for more info

Other Volunteering Opportunities:

- ✦ Club mentors (Financial, Leadership, Entrepreneurship)
- ✦ Computer workshop mentors/coach (Basic Computing Skills)
- ✦ Contributing writer (Marketing / Communications)
- ✦ Graphic designer (Marketing / Communications)

aidha is always in need of volunteers for both teaching and non-teaching positions. To learn more about the many, many different ways you can help out and make a difference to domestic workers' lives, come to our **Volunteer Orientation** at our campus on the **25th August!** Check our Facebook page closer to the date for more details or send an email to info@aidha.org to register your place.

Volunteer Opportunities

Social Media Executive

Reporting to the Marketing Manager, the Social Media Executive will manage and/or assist in projects which include:

- ✦ Creating, updating and managing content on all of aidha's social media platforms, specifically, Facebook
- ✦ Monitor and respond to posts, queries and messages on social media
- ✦ Initiating new marketing initiatives either on Facebook, or on other social media channels to increase aidha's visibility online
- ✦ Attending key aidha events and functions to enable live postings of various social media platforms
- ✦ Updating the social media Editorial Calendar

Time commitment is very flexible, only around 1-2 hours a day, 3-4 days a week.

Previous experience working with social media is preferred, but not necessary. We have an SOP and a manual which will greatly facilitate this role for those with little experience in this area. Just a desire to help out and make a difference to domestic workers' lives is needed! Please contact madonna.riley@aidha.org for more info

Outreach Ambassador

For volunteers who want to be in full control of their time, 'Outreach ambassadors' take the lead in helping to spread the word about aidha to their own personal network and communities using their own channels and during their own convenient time. A brief training about how to promote aidha effectively will be provided.

Contact taryn.mook@aidha.org for more details.

Thank you for reading!
Warm regards and best wishes from the
aidha Editorial Team:

Poon Xuto	Ting Claravall
Rohini Chopra	Anirtha N
Judith Garcia	Veronica Gamez

Like us on Facebook:



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