

Blessed Holidays and an Abundant New Year  
to you All!

# aidha

Vol. 09-2012 December 2012

**Dear aidha community,**

A beautiful year of transformation has passed and it is thanks to the tremendous support and trust of our partners that aidha is strongly moving towards achieving its mission.

We have new classroom space at NTUC Learning Hub and cosy new offices designed by our pro-bono architect, Dr. Chris Vickery and team.

Partners such as Waggener Edstrom advanced our social media strategy. Shirin Fozdar Trust Fund sponsored our very first e-Library using iPads. Senor Taco Restaurant granted us the use of their space on multiple fundraising occasions. Alexander Mann Solutions drove many initiatives to increase efficiencies. The Ministry of Manpower featured aidha in their INFORM magazine that helped us reach out to every single DW in Singapore.



With the help of our partners we've been able to enhance our programs. Our computer course materials have been re-designed

by Accenture. Our Financial Compass Club is key in transforming the spending habits of our students. This programme is supported by the Australian Chamber of Commerce. This year, our students' total savings to date is \$172,408!

In addition, I want to make a very special mention to the Barclays team who on 2011 declared aidha their "Charity of the Year". Their immense generosity has been the catalyst that allowed us to drive many of our initiatives this year. The \$100,000 granted to aidha during the summer has enabled us greatly to focus on our preparations to welcome an unprecedented number of new students, thanks to the mandatory day off this coming January.

With the new mandatory day off, I look forward to continue working with you to serve these strong and heroic ladies who contribute to two economies— keeping their families and communities at home afloat by sending remittances and providing financial stability. At the same time, working hard in the homes of Singapore and allowing thousands of men and women to fully join the workforce that keeps industries running well.

aidha wouldn't be what it is today without the amazing support from its core team and volunteers. aidha is fortunate to have your dedication, belief and big heart.

As I think about the amazing community around aidha, I feel fortunate and know that as we continue working together, we will enrich many more lives.

On behalf of the aidha community, we send you our infinite and sincere gratitude.

**Gracias!**

**Veronica**

## Thirty-one Graduates Receive Certificates

25 November was a special day for aidha as we held our most important event for the whole year - the aidha Graduation Ceremonies.

Thirty one ladies received their Certificates in Entrepreneurship from aidha which marked their completion of the aidha curriculum, the culmination of which was the submission of a business plan for their dream enterprise. Four ladies received the Best Business Plan award sponsored by Aust Cham. They were:



1st - Yolanda Bermas (plaque plus cash prize)

2nd - Nur Aini (plaque plus cash prize)

3rd - Ailine Donato and Jennifer Melendez Sulit (plaque plus cash prize)

4th - Flordeliza Hafalla (plaque)

The event was attended by VIPs such as keynote speaker, Durreen Shahnaz, Founder and Chairman of Impact Exchange Asia; Minister and Consul General Alan L. Deniega from the Philippine Embassy; Ms Quek Ng Siew Fong, Senior Deputy Director at the Ministry of Manpower; Annette Tilbrook and Graham Lee from AustCham; and Nicky McCall, Julie Evans and Justin Hess from Barclays.

aidha gave a small token of recognition to the many volunteers present during the event. The students also gave two performances - a cultural dance number and a chorale presentation.

Check out the photos from aidha's [biggest event of the year](#) . And view the Instagram album [here](#) .

**Barclays bikes for aidha**

A total of seventeen bikers from Barclays raced 103 kilometres last 16 December to raise funds for aidha. Led by Barclays Operations team member and friend of aidha, Justin Hess, the bikers started off at 5:30AM and rode all over Singapore, before reaching their designated finish line at the Singapore Botanical Garden, where aidha volunteers and interns waited with food, drinks and even a massage station for the weary bikers.



The project raised a total of \$12,700 for aidha. When asked what inspired the bikers to take on this daunting challenge, team leader Justin Hess said, "Aside from the fact that no one organises 100-km bike rides in Singapore, it was also an opportunity to see parts of the country you wouldn't normally see." Justin said he attended the aidha graduation and was moved by the speeches made by some of the graduates. "I realised it was a story that many people neglect and don't know about. So the impact that aidha has on these ladies is something the world needs to hear and I hope the funds we raised through this initiative will bring more awareness to aidha's mission."

**aidha holds 'Sundav Fundav'**

aidha's marketing innovation continued this year with a "Sunday Funday" activity held last 21st October, with free English, computer and zumba classes.

These workshops exposed new students to the aidha learning environment. Students referred by friends and other aidha students were treated to different workshops in English Communication, confidence-building, as well as computer workshops. But as expected, it was the Zumba class led by an aidha volunteer that drew the highest attendance from both students and volunteer mentors. This was followed by a lucky draw for all students who participated in the workshops.



"The objective of Sunday Funday was to attract new students by offering some free value-added services and fun activities," says Rohini Chopra, aidha's marketing head. "We wanted them to see aidha in action and get familiarized with the way we operate. We plan to have more of these events at the schoolhouse every month!"

So stay tuned for news about next Sunday Funday in 2013!

## Thank you, Virginie!

Virginie Labbe joined aidha on February 2012 as part of the fundraising team. She immediately made her mark during the Fiesta Latina event and showed her meticulous approach in dealing with ever-changing and demanding requirements.

In July of this year, she helped organise the Water-For-Women initiative. Following this success, she was promoted to Head of Fundraising at aidha and took full responsibility for managing relationships with our biggest partner, Barclays group.



Since taking on the leadership role, the fundraising team has had a considerable increase of more than SG\$50,000, which highlights her positive influence on the team and her leadership qualities.

Virginie is a hands-on and dedicated manager. And we thank her for being a great example of positive attitude and infectious energy. We love you, Virginie!

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