Fundraising for Aidha (on Give.Asia)

Here’s some suggested content to build your campaign story. Feel free to adapt and use it!

● Your appeal, with an introduction to the campaign and the organisation

● Real quotes from Aidha students to bring rich meaning to the cause

● Story of an Aidha student

Your appeal, with an introduction to the campaign and the organisation

Thank you for visiting my fundraising page! I hope you will support me in my cause by making a donation towards Aidha. Donating is simple and secure. The money will go directly to Aidha Ltd.

**What is “Ride for Aidha”?**

Aidha is an award winning Singapore-based charity that helps migrant domestic workers and low-income women build sustainable futures through financial education. Aidha has gathered a team of close to a hundred riders in this year’s **OCBC Cycle.** I am riding the <enter category> as part of Team Aidha and am raising awareness and funds for Aidha’s financial education programmes for migrant domestic workers (MDWs) in Singapore.

By donating to my campaign, you will give more women the chance of a financial education and empower them to build a brighter future. Together, we hope to raise $20,000 with our bike ride. Will you help us meet the challenge?

**Why Aidha?**

Around 250,000 migrant domestic workers (MDWs) have left behind their children and family in the hope of creating a better future. Unfortunately, many return without savings, even after several years of work in Singapore.

You can change that through Aidha. Aidha provides a holistic financial literacy programme including classes in money management, computer literacy, leadership and entrepreneurial skills to migrant domestic workers (MDW) and lower-income women to help them create a financially secure future for themselves and their families.

By contributing to Ride For Aidha, you can help MDWs take their first steps towards economic independence.

MDWs who study at Aidha report:

• Practical benefits that change theirs and their family’s life – increased savings, productive assets and business ownership

• More knowledge and skills in managing money, technology and communications, which are also shared with others back home

• Increased confidence, self-belief and agency – alumnae feel empowered to follow their dreams

What’s more, for every Aidha student, 9 lives are positively impacted, so the benefits keep on growing!

Real quotes from Aidha students to bring rich meaning to the cause!

*“My future is no longer a blank image. I know where I am going, what I want to do and with whom.”*

Nilushika Hettige (Aidha Alumna and Speaker)

*“Aidha helped me build confidence in pursuing my goals. And I do believe that confidence is companion of success.”*

Angelina, Aidha Alumna

Aidha Student Story

Almost a decade ago, Elizabeth Libre Gong made the difficult decision to leave her home in the Philippines to work in Singapore. Her parents had passed away and her family were experiencing severe financial difficulties, so she came to support her three children and family. It was not an easy journey for her, but she was determined to provide for her family. She was introduced to Aidha by her employers who kindly supported her studies.

Graduating from Aidha’s courses in 2019, Elizabeth now knows how to build her financial independence. She hopes to apply the knowledge she has acquired at Aidha to start a business back home so she can support her children and be with them during every important milestone such as their graduation. “I can only do all these things once I reach my goal of becoming financially independent and business-minded and save enough money to start a successful business so I can support my kids and be with them.”

This is Elizabeth’s second year riding for Aidha! This year, she is doing the 100 km virtual ride. She enjoys exercising such as running, yoga and now cycling! She also hopes to raise awareness for Aidha by participating. “I hope this will help to raise awareness for Aidha, as Aidha has helped me upgrade and improve myself. It's my turn to help now.”