After many years in the financial industry, we - Marc and Daniel - abandoned our careers in order to help the underprivileged in our society.

Without knowing what to expect, Child’s Dream was brought to life in October 2003 with the help of our close friends and family members.

We both realised very soon that we had found new meaning in life and that we were able to put all of our newly gained motivation and endless energy into effective help for children in need.

“With the establishment of Child’s Dream, our lives changed forever and the most amazing journey started.”
- Marc Thomas Jenni - Co-founder & Director of Operations

“When asked about my motives for doing charity work, I simply reply because it just feels right!”
- Daniel Marco Siegfried - Co-founder & Director of Projects
VISION, MISSION AND STRATEGY

Vision
Empowered people responsibly shaping their communities

Mission
Improving health and education for sustainable development

Strategy
We design, implement, and partner to support interventions for children and young adults. We address current and future needs in Myanmar, Laos, Cambodia and Thailand related to:

- Basic or essential health
- Relevant and quality education
- Responsible leaders and qualified specialists
- Values of peace and justice
- Environmental sustainability
OUR VALUES

INDEPENDENCE
Maintaining our independence and impartiality

CHILD RIGHTS
Promoting and protecting the rights of the child

DIVERSITY
Acknowledging and valuing diversity

EFFICIENCY
Using resources efficiently and effectively

TEAM WORK
Encouraging and fostering team work

DEVELOPMENT
Reflecting on and continually improving our work

TRANSPARENCY & ACCOUNTABILITY
Maintaining full transparency and accountability

BENEFICIARIES
Focusing on the needs of our beneficiaries
WHERE WE WORK

MYANMAR
- Build schools and boarding houses
- Support school stationery
- Run vocational training centres
- Run further study programmes
- Provide scholarships to high school and university students
- Run school health initiatives
- Support curriculum and teacher training
- Provide life-saving operations
- Support a drug and alcohol rehabilitation programme

THAILAND
- Provide scholarships to high school students
- Run bilingual education programmes for ethnic schools
- Run a volunteer teacher programme
- Run migrant schools
- Run vocational training centres
- Run post high school and university preparation courses

LAOS
- Provide life-saving operations
- Build schools and boarding houses
- Provide scholarships to high school and university students
- Build water systems
- Install computer labs
- Provide teacher training capacity building

CAMBODIA
- Build schools and boarding houses
- Provide scholarships to high school students and university students
- Run school health initiatives
- Provide water systems and playgrounds
- Support vocational training centres
WHY WE WORK IN THE MEKONG SUB-REGION

Human Development Index
Ranked out of 189 countries assessed. *(UNDP 2018)*

<table>
<thead>
<tr>
<th>Country</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myanmar</td>
<td>148</td>
</tr>
<tr>
<td>Cambodia</td>
<td>146</td>
</tr>
<tr>
<td>Laos</td>
<td>139</td>
</tr>
<tr>
<td>Thailand</td>
<td>83</td>
</tr>
</tbody>
</table>

Corruption Perceptions Index
Ranked out of 180 countries assessed. *(Transparency International 2018)*

<table>
<thead>
<tr>
<th>Country</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>161</td>
</tr>
<tr>
<td>Laos</td>
<td>132</td>
</tr>
<tr>
<td>Myanmar</td>
<td>132</td>
</tr>
<tr>
<td>Thailand</td>
<td>99</td>
</tr>
</tbody>
</table>

Causes
- Poverty
- Economic inequality and extreme wealth gaps
- Lack of understanding for ethnic and indigenous people
- Corruption and lack of good governance
- Economic mismanagement
- Civil war and political unrest
## END OF CHILDHOOD REPORT

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Indicator</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under-5 mortality rate (deaths per 1,000 live births)</td>
<td>28.7</td>
<td>32.4</td>
<td>22.8</td>
<td>19.3</td>
<td>15.6</td>
</tr>
<tr>
<td>Child dying (% children aged 0-59 months)</td>
<td>66.7</td>
<td>43.8</td>
<td>21.2</td>
<td>10.1</td>
<td>24.8</td>
</tr>
<tr>
<td>Out-of-school children of primary and secondary school age (%)</td>
<td>50.0</td>
<td>29.2</td>
<td>29.4</td>
<td>-</td>
<td>12.5</td>
</tr>
<tr>
<td>Children engaged in child labour (% ages 5-14)</td>
<td>12.3</td>
<td>16.3</td>
<td>10.1</td>
<td>8.3</td>
<td>16.3</td>
</tr>
</tbody>
</table>

Shading reflects prevalence:

- **Moderate**
- **High**
- **Very High**

Save the Children 2016
DISPARITIES BY HOUSEHOLD WEALTH

Net attendance ratio in secondary education (%)
HOW WE HELP – OUR MAIN INTERVENTIONS

**Higher Education**
Aims to create responsible leaders and qualified specialists who work towards the development of their country

**Basic Education**
Aims to increase access to quality education

**Health**
Aims to reduce childhood mortality and improve health and hygiene in schools and communities
HEALTH

Aims to reduce childhood mortality and improve health and hygiene in schools and communities

1,127 children received life-saving and life-improving medical procedures so far

7,126 children covered by school health in 2018

18,000 community members received drug prevention and awareness education in 2018

327 youth and adults received reproductive health training in 2018
BASIC EDUCATION

Aims to increase access to quality education

297
school buildings built so far

150,000
students and teachers in Myanmar receive stationery annually

90
water systems and water tanks built so far

762
high school and vocational scholarships in the region in 2018
HIGHER EDUCATION
Aims to create responsible leaders and qualified specialists who work towards the development of their country

- **231** university scholarships in the region in 2018
- **236** university scholarships alumni so far
- **2,500** people trained to become future leaders per year
- **7,009** students receive vocational training for employment
THE IMPACT OF EDUCATION

Education is a powerful driver for poverty reduction and sustainable economic development.

- **Improving Income Equality**: Greater equity in both education enrolment and school quality across all population groups will result in a more equal income distribution and reduce socioeconomic inequities in general. *(UNESCO 2012)*

- **Reducing Hunger**: Doubling the attendance rates in primary education for rural populations can reduce levels of food insecurity by between 20% and 24%. *(de Muro and Burchi 2007)*

- **Reducing Mortality Rates**: Children of parents with at least a basic education are more likely to survive after the age of five. *(UNESCO 2012)*

- **Improving a Person’s Earnings and GDP**: Each year of education can increase a person’s earnings by 10%, and average annual GDP by 0.37%. *(Hanushek et al. 2008)*
WHAT MAKES US UNIQUE

We enjoy what we do!

High motivation of our staff allows us to go the extra mile

> We have a ‘nothing is impossible’, ‘let’s do it’ attitude.
> We are flexible, adaptable and strive to constantly improve ourselves and our work.

Low administrative ratio of less than 7%

> We utilise the skills and expertise of volunteers around the world.
> We have a low staff turnover and a high degree of loyalty.
> We are creative and thoughtful with our money and leverage our network of friends, who donate airline miles, accommodate us while we are travelling overseas, and even lend us their cars to get around.
> We have a very flat and lean management structure.
Close, trusting relationships
  > With the communities we work with
  > With our donors
  > With our partner organisations
  > Among our staff

We have immediate access to beneficiaries
  > Our extensive network, expertise, and successful track record enable us to build bridges between beneficiaries and donors.
  > Money travels the shortest possible route.

Encouraging participation of the donors in whatever we do
  > We have nothing to hide and encourage a hands-on approach to raise awareness for our work and for our beneficiaries.

Transparency and reporting
  > We prepare detailed reports for donors and appreciate every visit to the site
  > We perform annual financial and operational audits.
**OCT 2003**
Child’s Dream Association is established as a tax-exempt charitable organisation under Swiss law

**JUN 2004**
Tai, our first employee, is hired and she is still with Child’s Dream

**JUL 2004**
University Scholarship Programme is launched

**MAR 2004**
First project is initiated: a drinking water system for a project caring for street children

**OCT 2005**
First project in Cambodia is approved

**NOV 2005**
Child’s Dream Foundation is officially approved by the Royal Thai Government

**AUG 2004**
We decide to extend our scope from the Golden Triangle to the Mekong Sub-Region

**DEC 2005**
First project in Cambodia is approved

**JUL 2006**
University Scholarship Programme is launched
OCT 2006
Children’s Medical Fund is launched

DEC 2006
First regional workshop

JUL 2007
We move into our new permanent office in Chiang Mai

OCT 2008
We move away from a country-specific structure to a Focus Group organisation

JUL 2010
Launch of our High School Scholarship Programme

SEP 2010
Establishment of Child’s Dream Cambodia Organisation (CDCO)

SEP 2011
Filming of ‘Child’s Dream Documentary’ starts

JUL 2008
First regional workshop

JUN 2009
Launch of our High School Scholarship Programme

OCT 2009
First regional workshop

JUN 2010
Launch of our High School Scholarship Programme

OCT 2010
Establishment of Child’s Dream Cambodia Organisation (CDCO)
JAN 2014
We open our office in Yangon

SEP 2014
Awarded the Cross of Friendship Medal by the Prime Minister of Laos

OCT 2013
Child’s Dream 10 Year Anniversary

JUL 2017
Child’s Dream Myanmar is approved by the Myanmar Government

AUG 2016
Launch of our newly designed website

JUN 2012
Opening of our social enterprise called ‘Picturebook Guesthouse’

MAY 2017
New vision, mission & strategy for 2021

JUL 2013
Child’s Dream 10 Year Anniversary

APR 2015
Launch of our newly designed website

NOV 2011
JUN 2012
Opening of our social enterprise called ‘Picturebook Guesthouse’

NOV 2018
15 Year Anniversary
USE OF FUNDS

Total project expenditure in 2018: USD 7,662,704 (2017: USD 7,109,307)

> Origin / Nationality of Beneficiaries

- 49% Myanmar
- 20% Cambodia
- 15% Laos
- 11% Myanmar migrants & refugees
- 4% Thailand
- 1% Regional

> Focus Groups

- 43% Basic Education
- 41% Higher Education
- 15% Health
- 1% Social Enterprise
WHO SUPPORTS OUR WORK

Total donations received in 2018: USD 8,150,664 (2017: USD 7,819,247)

> Donor Types
- 45% Foundations
- 37% Individuals
- 9% Trusts
- 7% Companies
- 2% Others

> Origin of Donations
- 37% Switzerland
- 10% Singapore
- 10% Liechtenstein
- 9% Hong Kong SAR
- 8% Japan
- 6% Thailand
- 6% Germany
- 5% USA
- 4% UK
- 5% Others

WHO SUPPORTS OUR WORK
Total donations received in 2018: USD 8,150,664 (2017: USD 7,819,247)
HOW EFFICIENT WE ARE
Administration cost 2018 of 6%, total USD 492,367 (2017: 6%, 449,234)

> Administration Expenses by Type

- 75% Personnel costs
- 13% Depreciation & provision
- 12% Admin, IT, legal & travel

> Donation Volume (m USD) vs. Admin. Costs (%)

21%*
As of end of 2018, we counted 45 paid employees (average age 35 years)

Employees by Nationality:
- 33% (15) Thailand
- 29% (13) Myanmar
- 18% (8) Cambodia
- 7% (3) Switzerland
- 5% (2) Laos
- 2% (1) Germany
- 2% (1) Philippines
- 2% (1) USA
- 2% (1) Italy

Beneficiaries by Group:
- 49% (194,825) Myanmar IDPs
- 19% (75,329) Laos
- 16% (65,139) Myanmar
- 8% (33,965) Cambodia
- 5% (20,559) Myanmar Migrants
- 2% (6,776) Thailand
- 1% (2,222) Myanmar Refugees
- 0% (171) Regional

Total of 398,986 beneficiaries in 2018
HOW YOU CAN HELP
Support a Project / Programme

**Health**
- Provide life-saving operations for children through our Children’s Medical Fund
- Support training for youth and young adults about drug addiction, sex education and family planning
- Support basic health and hygiene training for primary students in Myanmar and Cambodia

**Basic Education**
- Build schools and boarding houses to provide access to education
- Provide high school scholarships for Laotian, Cambodian, Myanmar or Thai students
- Provide school stationery

**Higher Education**
- Provide university scholarships for Myanmar, Laotian or Cambodian students
- Support our vocational centres for Myanmar migrant youth
- Support our further study programmes in Myanmar
Engage Yourself

- Engage your personal network
- Volunteer with us: Support us in our Chiang Mai office
- Follow us on Facebook, Instagram, Twitter, and LinkedIn
- Subscribe to our newsletter
- Visit us: Get to know our work better and meet us

We are located at 238/3 Wualai Road T. Haiya, A. Muang Chiang Mai 50100 Thailand

Engage Your Company

- Launch a programme and double the donations of your staff (matching)
- Enhance the awareness and the loyalty of your staff by
  > informing them about the donation activity of your company
  > inviting Child’s Dream for a presentation at your company

Legacy

- Plan your succession
- Decide on beneficiaries yourself
- Allocate for immediate or long term impact
- We work with your lawyer and finance manager if required

Buy something from our shop
Support a worthy cause by shopping at our shop!
INFORMATION FOR DONORS

- Donations to Child’s Dream are tax-deductible in Australia, Belgium, France, Germany, Hong Kong, Italy, Luxembourg, Switzerland, The Netherlands, United Kingdom, and USA.

- For more information on payment options and tax relief please visit our website https://childsdream.org/donate/.

- Donations to Child’s Dream can be made via bank transfer, cheque, credit card, and PayPal.

- We are working on providing tax relief in more domiciles and will keep you updated on our progress.

- If you want to bequest us in your last will, please get in touch with one of our two founders, marc@childsdream.org or daniel@childsdream.org.