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 - Founder

“WHEN ASKED ABOUT MY MOTIVES FOR DOING CHARITY WORK, I SIMPLY REPLY BECAUSE IT JUST FEELS RIGHT!”

- Daniel Marco Siegfried – Founder
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 STRATEGY FOLLOWS THE SUSTAINABLE DEVELOPMENT GOALS OF THE UNITED NATIONS.

DIRECT GOALS

- Good health and well-being
- Quality education
- Reduced inequalities

INDIRECT GOALS

- Gender equality
- Clean water and sanitation
- Decent work and economic growth
- Climate action
- Peace justice and strong institutions
- Partnerships for the goals
Our VALUES

- BENEFICIARIES: Focusing on the needs of our beneficiaries
- CHILD RIGHTS: Promoting and protecting the rights of the child
- INDEPENDENCE: Maintaining our independence and impartiality
- EFFICIENCY: Using resources efficiently and effectively
- TEAM WORK: Encouraging and fostering team work
- DIVERSITY: Acknowledging and valuing diversity
- DEVELOPMENT: Reflecting on and continually improving our work
- TRANSPARENCY & ACCOUNTABILITY: Maintaining full transparency and accountability

Our VALUES
WHY WE WORK IN THE MEKONG SUB-REGION

HUMAN DEVELOPMENT INDEX
Ranked out of 189 countries assessed. *(UNDP 2019)*

<table>
<thead>
<tr>
<th>Country</th>
<th>2018 Rank</th>
<th>2017 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>146</td>
<td>145</td>
</tr>
<tr>
<td>Myanmar</td>
<td>145</td>
<td>146</td>
</tr>
<tr>
<td>Laos</td>
<td>140</td>
<td>140</td>
</tr>
<tr>
<td>Thailand</td>
<td>77</td>
<td>77</td>
</tr>
</tbody>
</table>

CORRUPTION PERCEPTIONS INDEX
Ranked out of 180 countries assessed. *(Transparency International 2019)*

<table>
<thead>
<tr>
<th>Country</th>
<th>2019 Rank</th>
<th>2018 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>162</td>
<td>161</td>
</tr>
<tr>
<td>Myanmar</td>
<td>130</td>
<td>132</td>
</tr>
<tr>
<td>Laos</td>
<td>130</td>
<td>132</td>
</tr>
<tr>
<td>Thailand</td>
<td>101</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 INDEX

<table>
<thead>
<tr>
<th>CHILDHOOD ENDER</th>
<th>CHILD DIES</th>
<th>CHILD IS SEVERELY MALNOURISHED</th>
<th>CHILD IS OUT OF SCHOOL</th>
<th>CHILD BEGINS WORK LIFE</th>
<th>CHILD MARRIES</th>
<th>RANK (OUT OF 176)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDICATOR</td>
<td>Under-5 mortality rate (deaths per 1,000 live births)</td>
<td>Child stunting (% children aged 0-59 months)</td>
<td>Out-of-school children of primary and secondary school age (%)</td>
<td>Children engaged in child labour (% ages 5-17)</td>
<td>Adolescents currently married or in union (% girls aged 15-19)</td>
<td></td>
</tr>
<tr>
<td>CAMBODIA</td>
<td>29.2</td>
<td>32.4</td>
<td>22.5</td>
<td>19.3</td>
<td>15.6</td>
<td>120</td>
</tr>
<tr>
<td>LAO PEOPLE’S DEMOCRATIC REPUBLIC</td>
<td>63.4</td>
<td>33.0</td>
<td>19.2</td>
<td>42.5</td>
<td>23.5</td>
<td>145</td>
</tr>
<tr>
<td>MYANMAR</td>
<td>48.6</td>
<td>29.2</td>
<td>18.8</td>
<td>9.3</td>
<td>11.9</td>
<td>109</td>
</tr>
<tr>
<td>THAILAND</td>
<td>9.5</td>
<td>10.5</td>
<td>12.4</td>
<td>8.3</td>
<td>14.1</td>
<td>86</td>
</tr>
</tbody>
</table>
DISPARITIES BY HOUSEHOLD WEALTH

NET ATTENDANCE RATIO IN SECONDARY EDUCATION (%)

- Cambodia: POOREST 20% - 21%, RICHEST 20% - 67.6%
- Laos: POOREST 20% - 11.3%, RICHEST 20% - 82%
- Myanmar: POOREST 20% - 28.2%, RICHEST 20% - 85.5%
- Thailand: POOREST 20% - 74.5%, RICHEST 20% - 90.7%

Unicef
HOW WE HELP – Our Main Interventions

HIGHER EDUCATION
Aims to produce leaders and 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

1,890
CHILDREN RECEIVED LIFE-SAVING AND LIFE-IMPROVING MEDICAL PROCEDURES SO FAR

9,412
CHILDREN COVERED BY SCHOOL HEALTH INITIATIVES IN 2019

15,372
COMMUNITY MEMBERS RECEIVED DRUG AWARENESS AND PREVENTION EDUCATION IN 2019

1,920
YOUTH AND ADULTS RECEIVED SEX EDUCATION IN 2019
**IMPACT** Children’s Medical Fund since 2006

- **1,890** patients by gender
  - **56%** male
  - **44%** female

- **1,264** successful cases
- **1,264** lives saved (81%)
- **19%** lives improved

**Cases by Medical Condition**

- **Cardiac Disorder**: 59%
- **General or Unspecified**: 16%
- **Anorectal Malformations**: 12%
- **Neural Tube Defects**: 6%
- **Musculoskeletal Defects**: 5%
- **Hydrocephalus**: 2%
- **Hypospadias**: 1%

**Closed Cases by Reason**

- **Treatment Successful**: 73.6%
- **Death Related**: 6.9%
- **No Treatment Required**: 5.4%
- **Cannot Contact Anymore**: 4.5%
- **Unable to Treat**: 3.1%
- **Refused Treatment**: 3.0%
- **Resettlement**: 1.6%
- **Referred to Partner**: 1.2%
- **Treatment Postponed**: 0.6%
- **Death Related**: 0.2%
BASIC EDUCATION
AIMS TO INCREASE ACCESS TO QUALITY EDUCATION

327
SCHOOL BUILDINGS
BUILT SO FAR

73
BOARDING HOUSES
BUILT SO FAR

91
WATER SYSTEMS
BUILT SO FAR

1,898
HIGH SCHOOL AND
VOCATIONAL SCHOLARSHIPS
IN THE REGION
### Overtime Comparison of Baseline and Evaluations by Indicators in 2019 (Total 83 Evaluations)

<table>
<thead>
<tr>
<th>Evaluation Categories</th>
<th>Indicator</th>
<th>Baselines</th>
<th>2 yrs Evaluation</th>
<th>5 yrs Evaluation</th>
<th>10 yrs Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Environment</td>
<td>Effective use of classrooms</td>
<td>2.9</td>
<td>5.6</td>
<td>5.2</td>
<td>5.2</td>
</tr>
<tr>
<td></td>
<td>Classroom brightness</td>
<td>2.4</td>
<td>5.1</td>
<td>5.1</td>
<td>4.4</td>
</tr>
<tr>
<td></td>
<td>Classroom cleanliness</td>
<td>2.1</td>
<td>4.4</td>
<td>4.2</td>
<td>3.6</td>
</tr>
<tr>
<td></td>
<td>Classroom ventilation</td>
<td>2.9</td>
<td>5.3</td>
<td>5.2</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>Classroom settings</td>
<td>1.9</td>
<td>5.1</td>
<td>4.7</td>
<td>3.9</td>
</tr>
<tr>
<td></td>
<td>Classroom decoration</td>
<td>1.8</td>
<td>4.7</td>
<td>4.5</td>
<td>3.9</td>
</tr>
<tr>
<td>School Building</td>
<td>Building safety and security</td>
<td>1.5</td>
<td>5.5</td>
<td>5.2</td>
<td>4.7</td>
</tr>
<tr>
<td>Condition</td>
<td>Roofs condition</td>
<td>1.8</td>
<td>5.7</td>
<td>5.1</td>
<td>4.8</td>
</tr>
<tr>
<td></td>
<td>Floors and ceilings condition</td>
<td>1.4</td>
<td>4.9</td>
<td>4.7</td>
<td>4.0</td>
</tr>
<tr>
<td></td>
<td>Walls condition</td>
<td>1.2</td>
<td>5.4</td>
<td>5.0</td>
<td>4.3</td>
</tr>
</tbody>
</table>

### Overtime Comparison of Students Per Classroom

- **Baseline**: 45
- **2 yrs Evaluation**: 30
- **5 yrs Evaluation**: 35
- **10 yrs Evaluation**: 30
HIGHER EDUCATION

AIMS TO PRODUCE LEADERS AND SPECIALISTS WHO WORK TOWARDS THE DEVELOPMENT OF THEIR COUNTRY

- **251** UNIVERSITY SCHOLARSHIPS IN THE REGION IN 2019
- **286** UNIVERSITY SCHOLARSHIP ALUMNI
- **37,204** PEOPLE RECEIVED LEADERSHIP DEVELOPMENT TRAINING IN 2019
- **44,517** PEOPLE RECEIVED TRAINING TO BECOME SPECIALISTS IN 2019
IMPACT University Scholarship Programme

156 CURRENT ALUMNI STATUS

- Working and Studying: 1%
- Actively Seeking Jobs: 9%
- Not Actively Seeking Jobs/Education: 2%
- Studying: 6%
- Working: 82%

ALUMNI EMPLOYMENT by SECTOR

- Not-for-Profit: 51%
- For-Profit: 26%
- Government/Public Sector: 13%
- Self Employed: 9%
- Informal Services: 1%
- Other: 1%

MAINT EMPLOYMENT FIELD

- Education and Culture: 30%
- Protection/Human Rights: 11%
- Economic Development: 11%
- Health: 11%
- Environmental Sustainability: 9%
- Gender: 8%
- Water, Sanitation, and Hygiene: 7%
- Food Security and Livelihood: 6%
- Humanitarian Response: 2%
- Disaster Risk Management: 1%

MAIN TASKS at WORK

- Provide Training: 17%
- Project Management: 16%
- Teaching: 14%
- Networking: 12%
- Strategy Development: 12%
- Research and Development: 10%
- Administrative/HR: 7%
- Media/Info Campaign: 5%
- Fundraising: 4%
- Social/Medical Services: 4%
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
## The Impact of Education

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

<table>
<thead>
<tr>
<th>Impact</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving Income Equality</td>
<td>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. <em>(UNESCO 2012)</em></td>
</tr>
<tr>
<td>Reducing Hunger</td>
<td>Doubling the attendance rates in primary education for rural populations can reduce levels of food insecurity by between 20% and 24%. <em>(de Muro and Burchi 2007)</em></td>
</tr>
<tr>
<td>Reducing Mortality Rates</td>
<td>Children of parents with at least a basic education are more likely to survive after the age of five. <em>(UNESCO 2012)</em></td>
</tr>
<tr>
<td>Improving a Person’s Earnings and GDP</td>
<td>Each year of education can increase a person’s earnings by 10%, and average annual GDP by 0.37%. <em>(Hanushek et al. 2008)</em></td>
</tr>
</tbody>
</table>
WE ARE 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

MAR 2004
FIRST PROJECT IS INITIATED: A DRINKING WATER SYSTEM FOR A PROJECT CARING FOR STREET CHILDREN

AUG 2004
WE DECIDE TO EXTEND OUR SCOPE FROM THE GOLDEN TRIANGLE TO THE MEKONG SUB-REGION

OCT 2005
NOV 2005
CHILD’S DREAM FOUNDATION IS OFFICIALLY APPROVED BY THE ROYAL THAI GOVERNMENT

DEC 2005
FIRST PROJECT IN CAMBODIA IS APPROVED

JUL 2006
UNIVERSITY SCHOLARSHIP PROGRAMME IS LAUNCHED
OCT 2006
CHILDREN’S MEDICAL FUND IS LAUNCHED

JUL 2007
FIRST REGIONAL WORKSHOP

JUN 2008
WE MOVE INTO OUR NEW PERMANENT OFFICE IN CHIANG MAI

OCT 2008

JUL 2010
LAUNCH OF OUR HIGH SCHOOL SCHOLARSHIP PROGRAMME

SEP 2009
WE MOVE AWAY FROM A COUNTRY-SPECIFIC STRUCTURE TO A FOCUS GROUP ORGANISATION

OCT 2010
ESTABLISHMENT OF CHILD’S DREAM CAMBODIA ORGANISATION (CDCO)

SEP 2011
FILMING OF ‘CHILD’S DREAM DOCUMENTARY’ STARTS

SEP 2007
FILMING OF ‘CHILD’S DREAM DOCUMENTARY’ STARTS

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

NOV 2011
OPENING OF OUR SOCIAL ENTERPRISE CALLED ‘PICTUREBOOK GUESTHOUSE’

JUN 2012

OCT 2013
CHILD’S DREAM 10 YEAR ANNIVERSARY

APR 2015
LAUNCH OF OUR NEWLY DESIGNED WEBSITE

JAN 2014

MAY 2017
NEW VISION, MISSION & STRATEGY FOR 2021

JUL 2017
CHILD’S DREAM MYANMAR IS APPROVED BY THE MYANMAR GOVERNMENT

AUG 2016

2019
INITIAL CONCLUSIONS FROM IMPACT EVALUATION PRODUCED

APR 2015

NOV 2018
15 YEAR ANNIVERSARY

NOV 2011

NOV 2018
15 YEAR ANNIVERSARY
USE OF FUNDS

EXPENDITURE FOCUS GROUP 2019

- BASIC EDUCATION: 47%
- HIGHER EDUCATION: 37%
- HEALTH: 15%
- SOCIAL ENTERPRISE: 1%

EXPENDITURE 2019

USD 8,359,440

- MYANMAR: (3,961,850) 47%
- CAMBODIA: (1,949,993) 23%
- LAOS: (1,300,700) 16%
- MIGRANTS & REFUGEES: (764,312) 9%
- REGIONAL: (18,583) 1%
- THAILAND: (364,002) 4%

TOTAL EXPENDITURE: USD 8,359,440
WHO SUPPORTS OUR WORK

DONOR TYPES 2019

- FOUNDATIONS: 53%
- INDIVIDUALS: 29%
- COMPANIES: 5%
- TRUSTS: 9%
- NGOs: 3%
- OTHERS: 1%

ORIGIN of DONATIONS 2019

- SWITZERLAND: 36%
- LIECHTENSTEIN: 13%
- SINGAPORE: 11%
- GERmany: 7%
- USA: 7%
- HONG KONG SAR: 8%
- OTHERS: 11%
- OTHERS: 11%

USD 8,655,185
WE ARE EFFICIENT

2019

6% ADMINISTRATION COST
USD 526,627

2018

6% ADMINISTRATION COST
USD 449,234

PERSONNEL COSTS
76%

PERSONNEL COSTS
75%

ADMIN, IT, LEGAL & TRAVELS
13%

DEPRECIATION & PROVISION
11%

ADMIN, IT, LEGAL & TRAVEL
12%

DEPRECIATION & PROVISION
13%
DONATION VOLUME

TOTAL DONATIONS RECEIVED IN 2019: USD 8,655,185 (2018: USD 8,150,664)

(m USD) vs. ADMINISTRATION COST (%)

* Average admin cost of ZEWO-approved (Swiss) NGOs. (SOURCE Annual Report ZEWO 2014)
OUR BENEFICIARIES by Origin

346,027 BENEFICIARIES
2019

- MYANMAR IDPS 50%
- LAO PEOPLE’S DEMOCRATIC REPUBLIC 14%
- MYANMAR MIGRANTS 5%
- MYANMAR REFUGEES 5%
- THAILAND 2%
- CAMBODIA 11%
- (43,349) MYANMAR MIGRANTS
- (16,848) MYANMAR REFUGEES
- (6,560) THAILAND
- (173,304) MYANMAR IDPS
- (49,581) LAO PEOPLE’S DEMOCRATIC REPUBLIC
- (39,742) CAMBODIA
- (16,643) MYANMAR REFUGEES
- (50,581) MYANMAR IDPS
- (346,027) BENEFICIARIES 2019
DIVERSITY AND INCLUSION

Employees by Nationality

(1) Germany 2%
(1) Philippines 2%
(2) USA 5%
(2) Switzerland 5%
(3) Laos 7%
(7) Cambodia 16%
(12) Myanmar 28%
(14) Thailand 33%

As of end of 2019, we counted 43 paid employees. Average age: 35 years.
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
CONNECT WITH US

ENGAGE YOURSELF

- **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

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

GIVE IN CELEBRATION

- Mark your birthday, wedding, anniversary, and other special occasions by giving.
  > *give directly to our donate page*
  > create a fundraising campaign online
  > tell your friends to donate to us instead of presents

SPREAD THE WORD

Connect us to your friends and network
Donations to Child’s Dream are tax-deductible in Australia, Belgium, France, Germany, Hong Kong, Italy, Luxembourg, Switzerland, The Netherlands, United Kingdom (UK), and USA.

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

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.