HOW IT ALL STARTED

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

INDIRECT GOALS
Our VALUES

CHILDRIGHTS
PROMOTING AND PROTECTING THE RIGHTS OF THE CHILD

EFFICIENCY
USING RESOURCES EFFICIENTLY AND EFFECTIVELY

DIVERSITY
ACKNOWLEDGING AND VALUING DIVERSITY

TRANSPARENCY & ACCOUNTABILITY
MAINTAINING FULL TRANSPARENCY AND ACCOUNTABILITY

DEVELOPMENT
REFLECTING ON AND CONTINUALLY IMPROVING OUR WORK

TEAM WORK
ENCOURAGING AND FOSTERING TEAM WORK

INDEPENDENCE
MAINTAINING OUR INDEPENDENCE AND IMPARTIALITY

IMPARTIALITY
EXERCISING IMPARTIALITY IN EVERY ASPECT OF OUR WORK

BENEFICIARIES
FOCUSBING ON THE NEEDS OF OUR BENEFICIARIES
WHY WE WORK IN THE MEKONG SUB-REGION

- 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
# Corruption Perceptions Index

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>104/36</td>
<td>101/36</td>
<td>99/36</td>
<td>96/37</td>
<td>101/35</td>
<td>76/38</td>
<td>85/38</td>
<td>102/35</td>
<td>88/37</td>
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</tbody>
</table>

## HUMAN DEVELOPMENT INDEX

<table>
<thead>
<tr>
<th>Childhood End</th>
<th>Rank in 2020</th>
<th>HDI Value (2019)</th>
<th>Life Expectancy at Birth (Years) SDG3</th>
<th>Expected Years of Schooling (Years) SDG 4.3</th>
<th>Mean Years of Schooling (Years) SDG 4.6</th>
<th>Gross National Income (GNI) per Capita (PPP $) SDG 8.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYANMAR</td>
<td>147 (145 in 2018)</td>
<td>0.583</td>
<td>67.1</td>
<td>10.7</td>
<td>5.0</td>
<td>4,961</td>
</tr>
<tr>
<td>CAMBODIA</td>
<td>144 (146 in 2018)</td>
<td>0.594</td>
<td>69.8</td>
<td>11.5</td>
<td>5.0</td>
<td>4,246</td>
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<tr>
<td>LAO PDR</td>
<td>137 (140 in 2018)</td>
<td>0.613</td>
<td>67.9</td>
<td>11.0</td>
<td>5.3</td>
<td>7,413</td>
</tr>
<tr>
<td>THAILAND</td>
<td>79 (77 in 2018)</td>
<td>0.777</td>
<td>77.2</td>
<td>15.0</td>
<td>7.9</td>
<td>17,781</td>
</tr>
<tr>
<td>SWITZERLAND</td>
<td>2 (4 in 2018)</td>
<td>0.955</td>
<td>83.8</td>
<td>16.3</td>
<td>13.4</td>
<td>69,394</td>
</tr>
</tbody>
</table>

Human Development Report Office 2020
## END OF CHILDHOOD INDEX 2020

<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 180)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDICATOR</strong></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><strong>CAMBODIA</strong></td>
<td>28</td>
<td>32.4</td>
<td>22.4 x</td>
<td>12.6 x</td>
<td>15.6</td>
<td>121</td>
</tr>
<tr>
<td><strong>LAO PEOPLE’S DEMOCRATIC REPUBLIC</strong></td>
<td>47.3</td>
<td>33.1</td>
<td>21.5</td>
<td>42.5 a</td>
<td>23.5</td>
<td>150</td>
</tr>
<tr>
<td><strong>MYANMAR</strong></td>
<td>46.2</td>
<td>29.4</td>
<td>16.8</td>
<td>9.3 y,z</td>
<td>11.9</td>
<td>111</td>
</tr>
<tr>
<td><strong>THAILAND</strong></td>
<td>9.1</td>
<td>10.5</td>
<td>12.2 x</td>
<td>8.3 x,y,z</td>
<td>14.1</td>
<td>87</td>
</tr>
</tbody>
</table>

**a** Estimate from recent MICS or DHS (pending reanalysis)

**x** Data refer to the most recent year available during the period 2005-2013

**y** Data differ from the standard definition (interpret with caution)

**z** Data are from a secondary source (interpret with caution)
DISPARITIES BY HOUSEHOLD WEALTH

NET ATTENDANCE RATIO IN SECONDARY EDUCATION (%)
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

- LIVES IMPROVED: 19%
- LIVES SAVED: 81%
- SUCCESSFUL CASES: 1,264
- CASES by MEDICAL CONDITION:
  - CARDIAC DISORDER: 59%
  - ANORECTAL MALFORMATIONS: 16%
  - MUSCULOSKELETAL DEFECTS: 12%
  - HYPOSPADIAS: 6%
  - OTHER CONDITIONS: 18%

- PATIENTS by GENDER:
  - MALE: 56%
  - FEMALE: 44%
  - TOTAL: 1,890

- 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%

Impact Report  May 2019
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)

### Baseline vs. Evaluation

**Evaluation Categories**
- Learning Environment
  - Effective use of classrooms
  - Classroom brightness
  - Classroom cleanliness
  - Classroom ventilation
  - Classroom settings
  - Classroom decoration
- School Building Condition
  - Building safety and security
  - Roofs condition
  - Floors and ceilings condition
  - Walls condition

**Indicators**
- Baselines
- 2 years evaluation
- 5 years evaluation
- 10 years evaluation

### OVERTIME COMPARISON OF STUDENTS PER CLASSROOM

- Baseline
- 2 year evaluation
- 5 year evaluation
- 10 year evaluation

**Impact Report May 2019**
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%

MAIN EMPLOYMENT FIELD

- Education and culture: 30%
- Protection/human rights: 12%
- 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%

Impact Report May 2019
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>Category</th>
<th>Impact</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

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

JUN 2004
TAI, OUR FIRST EMPLOYEE, IS HIRED AND SHE IS STILL WITH CHILD’S DREAM

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
CHILDREN'S MEDICAL FUND IS LAUNCHED

OCT 2006
WE MOVE INTO OUR NEW PERMANENT OFFICE IN CHIANG MAI

JUL 2007
FIRST REGIONAL WORKSHOP

JUN 2008
FIRST REGIONAL WORKSHOP

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

JUL 2010
LAUNCH OF OUR HIGH SCHOOL SCHOLARSHIP PROGRAMME

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

JUL 2010
LAUNCH OF OUR HIGH SCHOOL SCHOLARSHIP PROGRAMME

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

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

JUL 2010
LAUNCH OF OUR HIGH SCHOOL SCHOLARSHIP PROGRAMME
ORIGIN OF DONATIONS

CHF 9,089,540
in 2020

CHF 8,655,185
in 2019
TYPE OF DONORS

CHF 9,089,540 in 2020

Foundation: 58%
Private Donor: 23%
Trust: 9%
Company: 5%
NGO: 4%
Other: 1%

CHF 8,655,185 in 2019

Foundation: 53%
Private Donor: 29%
Trust: 9%
Company: 5%
NGO: 3%
Other: 1%
DONATION VOLUME

(m CHF) vs. admin. costs (%)
BENEFICIARY COUNT BY GROUP

237,034
in 2020

346,027
in 2019

Myanmar

- 9% (20,994) Myanmar Migrants
- 11% (39,742) Cambodian
- 13% (43,349) Laotian
- 5% (16,848) Myanmar Migrants
- 5% (16,643) Myanmar IDPs
- 5% (11,767) Myanmar Refugees
- 1% (250) Regional
- 1% (3,162) Myanmar Refugees

Thai

- 3% (6,652) Thai

Myanmar IDPs

- 5% (173,304)

Laotian

- 23% (54,456)
PROJECT EXPENDITURE BY COUNTRY

CHF 8,314,322 in 2020

CHF 8,359,440 in 2019

36% Myanmar
22% Thailand
27% Cambodia
14% Lao PDR
1% Regional

36% Myanmar
4% Thailand
23% Cambodia
9% Myanmar Migrants & Refugees
16% Lao PDR
1% Regional

47% Myanmar
PROJECT EXPENDITURE BY FOCUS GROUP

2020:
- Basic Education: 44%
- Higher Education: 45%
- Health: 11%
- Social Enterprise: 0%

Total: CHF 8,314,322

2019:
- Basic Education: 47%
- Higher Education: 37%
- Health: 15%
- Social Enterprise: 1%

Total: CHF 8,359,440
We rely heavily on volunteers to perform certain administration tasks. Due to the COVID-19 pandemic and the subsequent border closing, we were unable to bring the needed volunteers to our office.
ADMINISTRATION COSTS

6% of 2020 total donations

CHF 528,738 in 2020

14% Depreciation & Provision
16% Admin, IT, legal, & travels
70% Personnel Costs

CHF 526,627 in 2019

11% Depreciation & Provision
13% Admin, IT, legal, & travels
76% Personnel Costs
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
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 (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, PayPal and Bitcoins.

- 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.