



Enrich Hong Kong

Annual Report 2013



Our Story

Enrich is Hong Kong's premier training organisation for financial literacy, entrepreneurship and communication. We seek to address the vulnerability of migrant women in Hong Kong – in particular their vulnerability to financial difficulties and abuse.

Our many years of experience in the field ensures that our trainers are able to engage with participants in a dynamic and interactive manner. Our approach includes tailor-made, practical training that ensures sustained success for participating women and lasting benefits for their families. Our training sessions are held each month in a range of languages at different locations in Hong Kong, Lantau and Kowloon, mostly at partner organisations that support migrant organisations.

Who We Serve

We work mainly with migrant women, especially those employed as domestic workers. We recognise their vulnerability but acknowledge the great power and strength they can have once given the right tools and information to make a difference in their lives and the lives of others.

Our Mission

To enrich and empower migrant women to take greater control of their finances, improve their quality of life and secure the future of their families.

Our Vision

Our vision is a world in which migrant women in Hong Kong and their families at home are empowered and financially wise, achieving their life goals, leading enriched lives and improving the future of the next generation.



Table Of Contents

| | |
|---------------------------------------|-----------|
| Chair of the Board's Report | 2 |
| Executive Director's Report | 3 |
| Our Impact | 5 |
| Who We Helped | 8 |
| Our Year In Review | 12 |
| Our Plans For The Future | 14 |
| Partners Who Made A Difference | 17 |
| Financial Report | 18 |
| Enrich Team | 22 |
| Our Core Values | 23 |
| With Thanks | 24 |



Chair of the Board's Report



Typhoon Haiyan in the Philippines at the end of 2013 highlighted the vulnerability, heartache and loneliness faced by migrant workers and also their financial struggles. Many lost their homes, some lost family members and hundreds of migrants went through the agony of not being able to communicate with their families and children for a week or more, not knowing about their well-being. Even those migrants who were not directly affected suffered from increased stress and anxiety at being away from loved ones in a world that feels dangerous and merciless. Almost all migrants sent back more money, and many went into debt in order to help their families.

Arriving in Hong Kong with a debt equivalent to several months wage due to illegal overcharging by recruitment agencies, the need for money never ceases. Most migrants have to juggle the pressure to send money home, the need to sustain themselves and the temptation to spend in this expensive consumerist society.

Enrich's financial literacy training, giving migrants the tools and motivation to save so as to realise their long term goals, is now more crucial and relevant than ever. **Having trained and empowered 3,698 migrants over the last six years we understand their needs and have fine-tuned our workshops to best meet these needs and foster powerful behavioural change.** Attending these workshops makes the difference between a woman stuck in debt, vulnerable with no hope of a better future and a woman that has a plan, is able to save and prepare for a better life for her family and children.

The transformation generated by workshops is undeniable, and inspires us to reach out to more women to help them make the most of their time in Hong Kong. Increasingly we see other benefits emerge from our workshops. **Employers in Hong Kong benefit** from a more trusting relationship with a helper who is happier, more relaxed and in control of her finances, and better able to focus on her work. **Children in Indonesia and in the Philippines also benefit** as they are being kept in school longer thanks to better financial prioritising by their mothers. **Our fragile environment also gains** from a reduction in short term consumption on packaged food and drinks in Hong Kong and in the home countries.

Enrich's team remains our greatest asset. As we enter our seventh year of operations, the six key people who created Enrich are still dedicated to Enrich today. But we cannot do it alone. We are very grateful to the crucial new partners and people that have come to Enrich in 2013. We look forward to joining forces with more groups in 2014 to better empower vulnerable migrant women towards financial stability.

Myriam Bartu
Chair of the Board

Executive Director's Report



2013 was definitely the biggest year in Enrich's history as we served more migrants than ever before; were generously awarded our biggest grant to date; significantly raised our public profile with national media coverage; and saw our dedicated team grow significantly. We have so many achievements to celebrate and so much to look forward to in 2014 and beyond!

With thanks to a significant grant from Barclays and donated time, expertise and money from individuals, professionals, employers and migrant workers, we were able to significantly scale up Enrich's operations this year. We were able to run more training sessions than ever before and launch an outreach programme to reach even more migrant women.

Our team grew beyond what we could have imagined six years ago with a bigger training team, a board of advisers and a board of directors - each drawing to Enrich's different expertise, helping us ensure sustained growth.

We responded to migrants' evolving needs and concerns by revamping our trainings and introducing new programmes, including our Financial Health Desk – an initiative that aims to help and guide migrants during their financial hardship, and offers Enrich a way to touch base and see migrants face to face and learn from them.

We exposed migrant women's vulnerability in their place of work with a campaign video, and we stressed the importance of empowering migrant women to speak up for their rights in a forum we co-organized with the Equal Opportunities Commission and Philippine Consulate General. Another important event in our calendar was the first ever 'Return and Reintegration Forum' for Filipino migrants which we organised to consult migrants regarding their concerns about returning home for good so that Enrich can assist them to plan ahead.

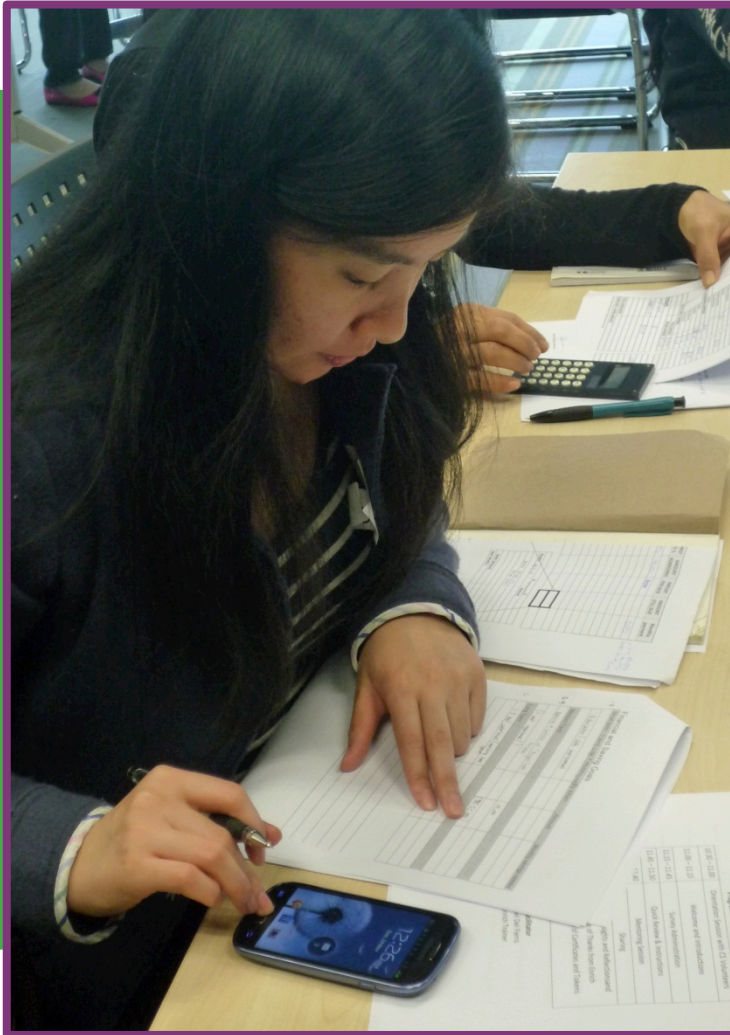
Our supporters responded generously to devastating Typhoon Haiyan by donating money to provide aid for migrants and their families affected by the typhoon, and to purchase boats for fishermen in northern Cebu benefiting approximately 50 families.

Our first mainstream radio interview on RTHK and feature articles in newspapers and magazines has ensured Enrich's public profile continues to grow. Additionally, in December we presented Enrich's work at the Annual Citi Financial Education Summit.

This and more could not have happened without true dedication and passion of the entire Enrich team. I sincerely look forward to an exciting year ahead with you all.

Lenlen Mesina
Executive Director

“ Saving money for the future with more focus and drive.”

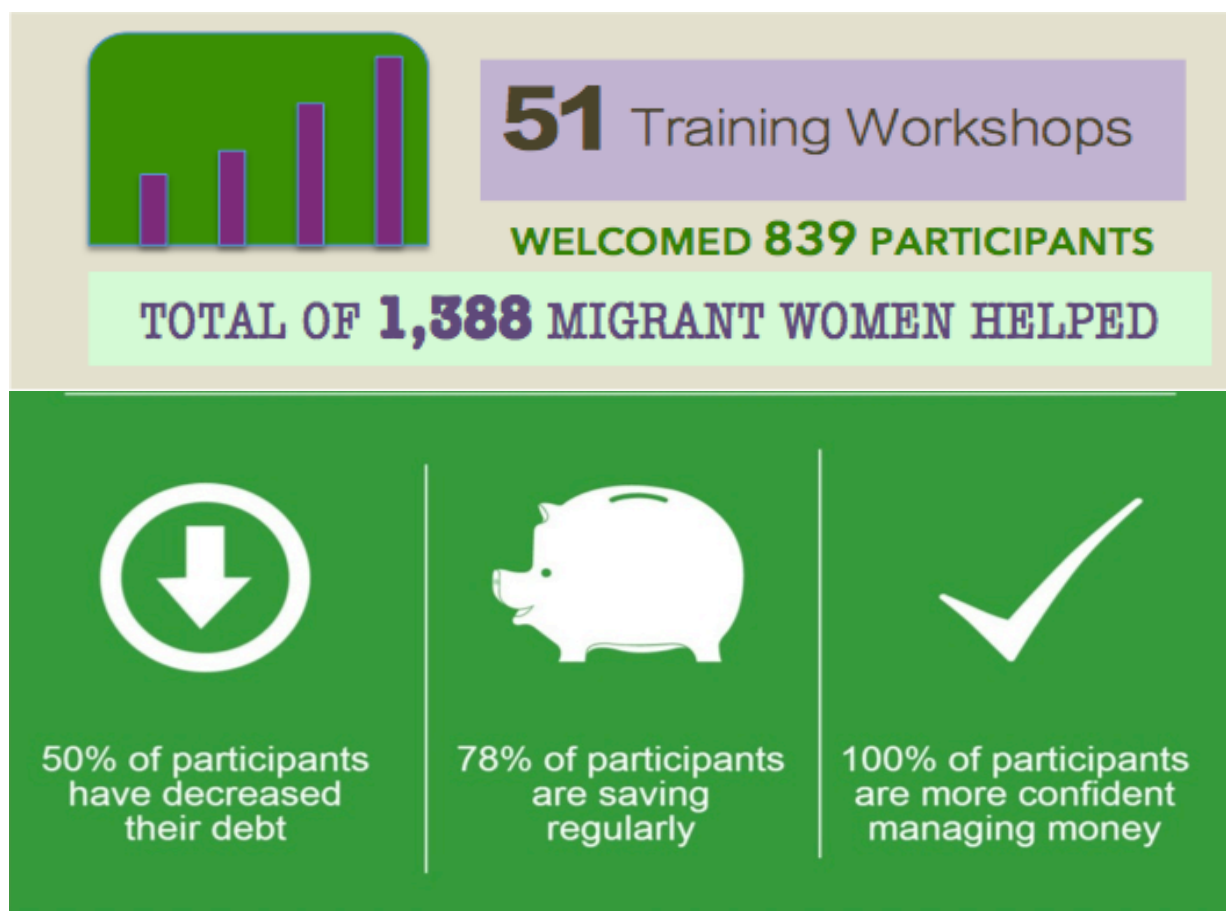


“Before Enrich, I was very confused with all the things I want to do and accomplish. After the training and mentoring session, I have more focus and drive to work on my goals. I do not fail to list down all my expenses and have now been more careful with spending.

I have prioritized things that I need to pay for and that include a fixed amount for my monthly savings and my social security contribution.

One of my favorite things now is the Activity and Financial Planner of Enrich. Thank you Enrich.” - Honey C.

Our Impact



This year we ran more workshops and sessions than ever before; we helped double the number of migrants than in 2012; undertook a successful outreach programme; were featured in the media and we were key players at several high-profile events.

The transformative results from our training workshops and outreach programme are proven and, as we demonstrate below, migrants are not only applying what they have learned from Enrich, but also becoming agents of behavioural change by sharing the importance of managing finances properly and responsibly with their family members.

Reaching more migrant women with more training workshops

We saw a significant increase in the number of our training workshops and attendance this year. We held 51 training workshops compared to 28 in 2012. 'Financial Literacy' remained our most popular workshop with 557 participants, whilst our 'Setting Up Your Own Business' with 130 and our 'Confidence Building and Communication' with 88 participants also grew in popularity.

We also started one-on-one sessions with migrant workers, with a total of 64 migrant women receiving individual guidance and support with money management and personal finance matters. The launch of our outreach programme this year also enabled us to reach even more women, with a total of 549 additional migrant women helped.

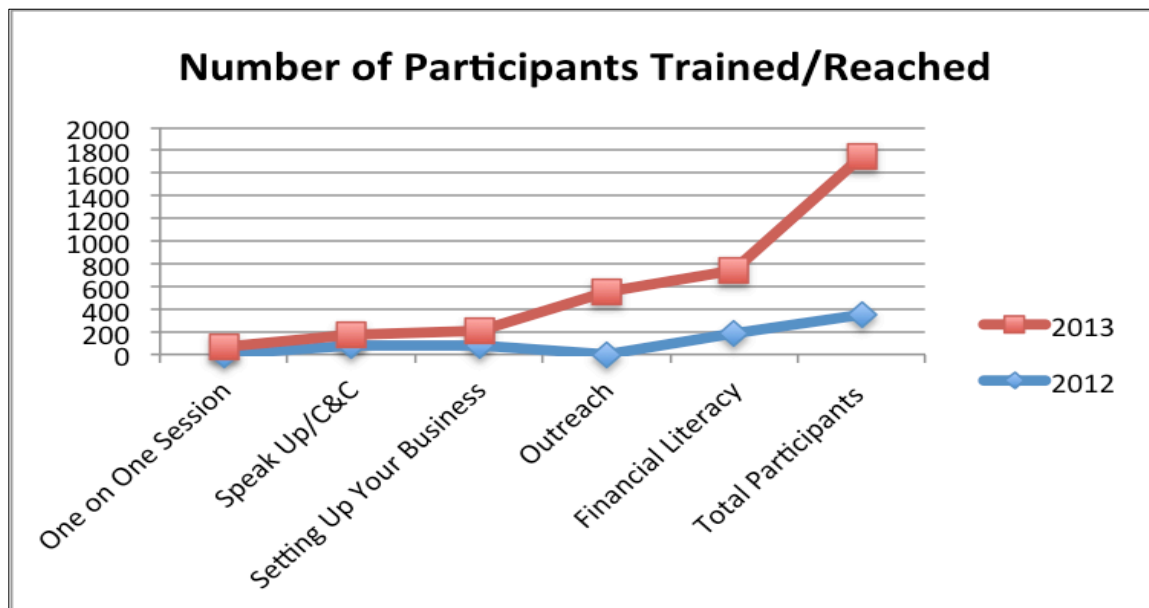
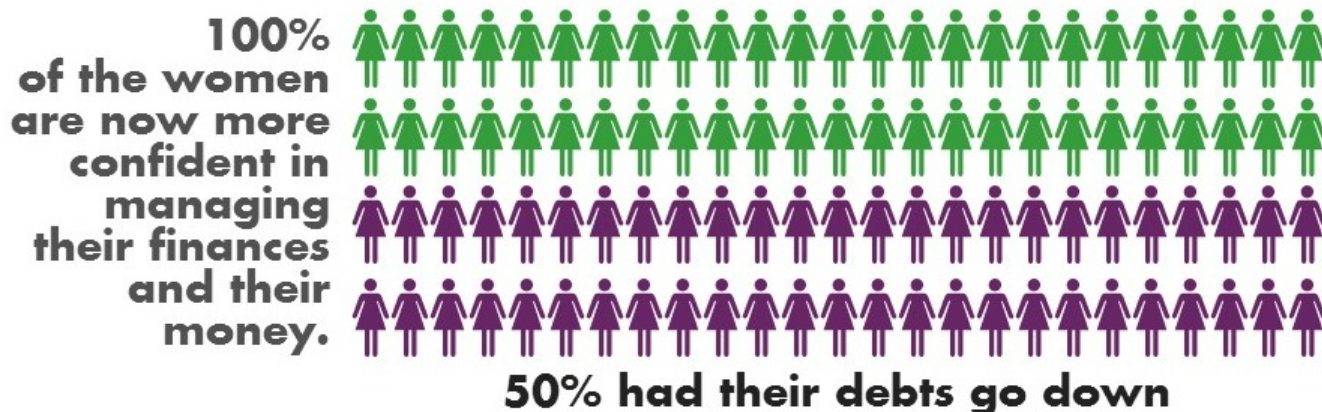


Figure 1. Number of Participants Trained/Reached (2012-2013)

In 2013 alone, we served 1,388 migrant women compared to 352 in 2012, an amazing 360% increase in terms of migrants reached! In total, we have empowered and trained 3,698 migrants over the past six years.



Changing Behaviours



Savings of migrants have gone up by 56%



85% have controlled their spending



78% reported that they now save regularly



71% relayed that they now know how to budget

Relaying the lessons to their family members back home



85% of the participants proudly shared that after the workshop, they have spoken to their families back about money management and how remittance will be spent

Who We Helped

In 2013 we undertook an in-depth survey of training participants in order to give us an insight into the lives of the migrant workers we serve, their needs, and the benefits they gain from attending our workshops.

As a result of these findings, we introduced new activities and exercises to our workshops to address primary concerns such as working on a savings plan as well as the need to learn how to prioritize expenses.

Demographics

The survey found that the age of participants ranges from 25-53 years old, with the majority between 30-35 years old. Almost half are married, and a small percentage are separated or widowed. The remaining participants are single.

The majority of the married migrants have children. They usually entrust the care of their children to their parents, grandparents, in-laws, husbands or their siblings.

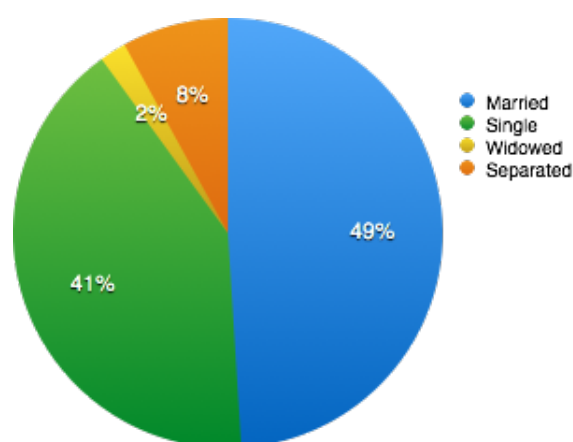


Figure 2. Civil Status

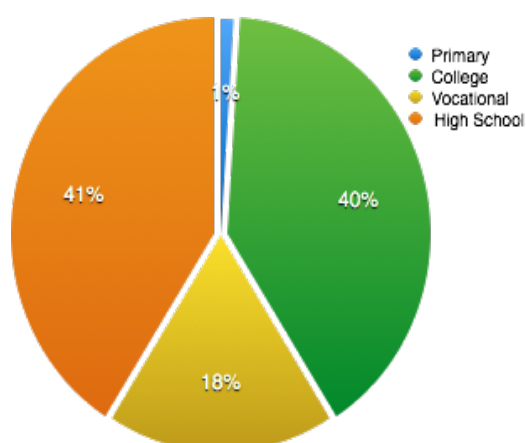


Figure 3. Educational Attainment

Educational Attainment

The survey further found that most migrants have a high educational attainment. Many are college and high school graduates, while some have completed vocational courses.

Clearly many migrant workers value formal education and diplomas, which in turn explains why children's education is a key expenditure item as migrants send income home to help their children or other family members finish school.

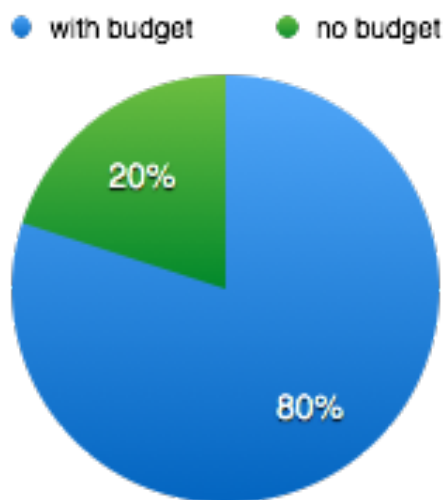


Figure 4. Budget Implementation

Budgets

In every session, Enrich highlights the importance of preparing a budget and working towards this. Budgets enable migrant workers to properly allocate their money, regularly remit money to their families and also save. It was therefore very encouraging that 80% of migrant workers reported that they had a budget in place.

Savings and Debts

It is interesting to note that not many migrants are comfortable saying or admitting to having savings or debts. 31% of the migrants did not respond to the question if they have savings. This could be interpreted in many different ways – but possible explanations could be that they either did not care to respond, or they do not have any savings at all. Only 25% of respondents reported that they had \$10,000 or more in savings indicating that the rest had either less or no savings.

This is one reason why migrant workers often go into debt. Without enough funds to cover emergency expenses, many migrant workers are forced to borrow, often at very high interest rates.

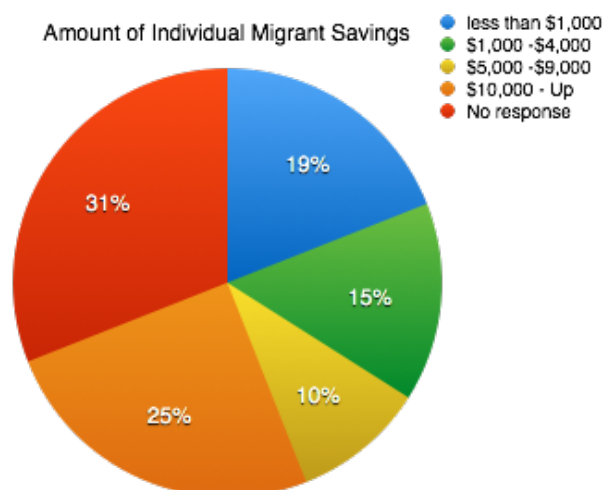


Figure 5. Savings

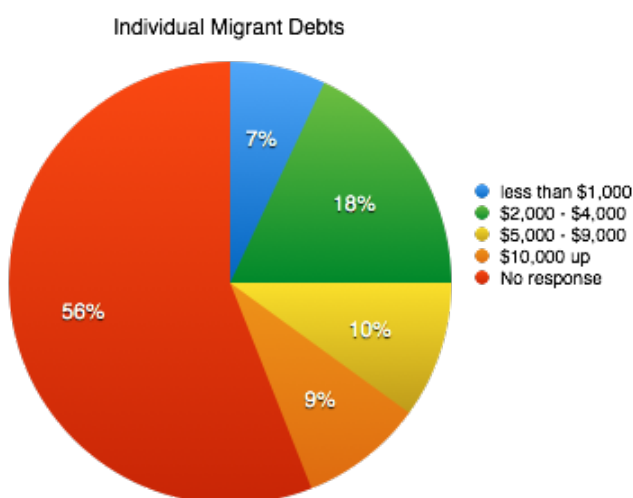


Figure 6. Debts

Almost 60% of respondents said they have debts, but when asked about the amount – alarmingly 56% did not provide a figure, suggesting that they may not know the exact amount of money they owe or are ashamed of sharing this information.

As a result of these figures, Enrich introduced one-on-one consultation sessions for migrant workers who want to know how to work out and address their debts and other financial problems.

Migrant’s Priorities

Financial goals and plans were also recorded, along with migrant workers’ main expenses. **The results were very interesting and go some way to explain why many migrant workers remain in debt, as repaying debt was listed as the least cited priority expense.**

Following these results, Enrich continues to stress the importance of building up savings and ensuring migrant workers pay or settle or their debts before they decide to invest or set up businesses.

Main Goals and Expenses (most frequently stated listed first)

Goals/Plans

- Children’s education
- Saving for the future and retirement
- Buy a house/property
- Set up a business
- Support family
- Save

Expenses

- Children’s education and allowance
- Food
- Remittance to family
- Property
- Personal needs
- Phone and other bills
- Debt





Saving money for intended purpose.

“After the session, I immediately had to review and look at how I was spending my money and my remittances. There I realized that I have lost a lot of money because I was not too careful or mindful.

Now after Enrich workshop, I decided to put aside the maximum savings that I can, and opened a separate bank account for that purpose alone.

I am more determined than ever to prepare for my return home, learn more and save for whatever business I would want to put up when I go back home.

God bless Enrich!” - Ellen



Our Year In Review



January

Formal introduction at the Philippine Consulate which allowed wider outreach to Filipinos in Hong Kong. Enrich was received by Consul General Noel Servigon and Deputy Consul General Rosanna Voogel.

February

First big outreach event in Chater Garden.

March

First major forum in partnership with the Philippine Consulate General and Equal Opportunities Commission discussing Sexual Harassment and the Sex Discrimination Ordinance. Hong Kong Police and Rain Lily also came to serve as resource persons.

First mentoring session with Credit Suisse where we were also able to recruit new advisers, a new Board Director and donors.

April

Enrich received its first major corporate grant from Barclays to scale up programmes.

Expansion of Enrich's training team and orientation session held for new trainers.

May

First Return and Reintegration Forum held in Bayanihan Centre.

First orientation session for newly arrived Filipino migrants held in partnership with the Philippine Overseas Labour Office Hong Kong.

June

Meetings held with the newly expanded team and with the new and old advisors.

Training of new trainers.



July

Trial run of revised 'Setting Up Your Business' workshop for Indonesian migrants at the Islamic Union.

August

Trial run of 'Money Wise Migrants' by new trainers.

September

Talk to migrant women in Chater Garden.

Launch of revised 'Setting Up Your Business' Workshop.

Launch of revised 'Money Wise Migrants' workshop (in Filipino and Indonesian).

October

Expansion of the Board of Directors.

Enrich was selected by Asian Charity Services (ACS) as a participant in its Fundraising Project.

November

Launch of Enrich's 'Financial Health Desk' with funding from the American Women's Association and American Chamber of Commerce.

Typhoon Haiyan Fundraising Appeal.

December

Six of Enrich's Directors and Senior staff attended the 10th Citi-FT Financial Education Summit and Enrich presented at the event.

Financial and debt management forum organized in partnership with the Philippine Consulate.

Enrich buys and donates seven boats to fishermen in Northern Cebu who have lost their livelihoods through the typhoon.

Our Plans For The Future

Enrich is all about ensuring that the work we do will empower migrant women in Hong Kong and their home countries. The pre-workshop survey and evaluation results for 2013 lead us to a very clear direction. It is clear that we need to scale up our programmes and broaden our advocacy highlighting the importance of having empowered migrants who are able to manage finances properly and balance relationships effectively.

We also recognize the value of certification among these women and Enrich will work towards ensuring some sort of certification for those who are able to fully attend required workshops. We will continue to grow Enrich to contribute towards a society where financial security in developing communities abounds and migrants and their families are leading and living enriched lives.

Outreach and Advocacy Work

Often we hear of migrants who are disappointed that they only recently learned about our workshops. If they had attended them earlier, they could have greatly improved both their financial and family life a lot sooner.

Going forward, we will build on our outreach efforts by building partnerships with different faith based groups; migrant organisations/associations/unions; local non-profit organisations and foundations; as well as corporate foundations/institutions that acknowledge the importance of migrants in Hong Kong.

A media and communications plan will be put in place to relay our message, principles and vision to target beneficiaries. Information will be made available through a variety of media outlets - print, online and radio.

We will develop materials for migrant workers' children and family members, sharing Enrich's messages about prioritising expenses, effective planning and saving for long term goals. We will also find ways to partner with like-minded artists and writers to help us relay the message in an effective and entertaining manner.



Going forward, we will build on our outreach efforts by building partnerships.

Training Programmes

Over the last six years we have continuously demonstrated the impact of Enrich's programmes. Demand for our workshops has grown significantly and we face a large increase in the number of migrants that come directly to Enrich for training. The next step for our programme work is to open a Training Centre - a dedicated venue for migrants to attend Enrich's workshops and a drop-in centre for the Financial Health Desk.

We further intend to boost our programmes by introducing new workshops and adjusting the existing ones to respond to migrants' needs and interests. We will also enhance our monitoring and evaluation system in every project that we run.

Return and Reintegration

Originally part of our programme work, Return and Reintegration is something that Enrich will develop and implement not just here in Hong Kong but in the migrants' home countries as well. We have to continuously remind ourselves and the migrants that work in Hong Kong are not here forever, and the sooner they plan and prepare for their return back home, the better the chance of success.

In this regard, we will be working closely with strategic partners: related government agencies such as the Philippine Overseas Labour Office (POLO); Overseas Welfare Workers' Association; Philippine and Indonesian Consulates; non-profit and academic institutions based in both countries as well as private organisations; migrants associations; and individuals whose intent it is to help migrants and their families to have a successful and enriched life once they are back home.

Institutional Development

To ensure our future, Enrich has to be sustainable, effective, efficient and credible. Thus, in 2014, Enrich will prepare and gear towards ensuring its development and growth as an institution. Enrich will expand the existing team; restructure and expand our Board of Directors; engage regularly with our advisors; as well as develop a strategy on how to involve volunteers meaningfully into our work.

To be sustainable as an institution, we also have to be financially sustainable. From 2014 onwards, Enrich will therefore be looking at various ways to mobilise and raise resources to fuel our growth and run our organisation. We will aim to expand our work and partnerships with corporate foundations, financial institutions, and individual donors who share our values and believe in the difference that we make to the lives of individual migrants, their families, their communities and HK as a society in general.



To be sustainable as an institution, we also have to be financially sustainable.

Money Matters

For 2014 – 2016, Enrich aims to train 3,000 more migrant women and impact an additional 10,000 families.

Thus we intend to raise resources for:

- Workshops, events, and dialogues to encourage migrants to continue to learn more from our sessions and from each other and to celebrate achievements together or respond to challenges through appropriate programmes and channels.
- Opening a dedicated Training Centre where migrants can come to attend workshops and events or attend Enrich's Financial Health Desk.
- Outreach to reach out to more migrants including the newly arriving Bangladeshi migrants and other South Asians to give them a chance of working towards financial security.

- Development of materials for migrants' children to share stories, lessons and ensure that migrants' children appreciate the hard work put into all the resources and remittances sent back home to support and provide for them.
- Development of materials and workshops for migrant's adult daughters to encourage migrants and their daughters to find ways of sustaining their families back home together.

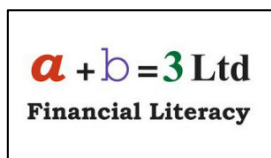
Funding opportunities for Enrich:

- \$280 for a woman to attend a workshop
- \$1,000 to attend a full Enrich course (together with certificate of completion)
- \$3,000 to cover one workshop for a group of 12-15 women
- \$20,000 to cover one full course for a group of 12-15 women
- \$100,000 to develop materials for children (including launch and distribution)
- \$200,000 to develop materials and organise a workshop for migrants' daughters in their home countries



Partners Who Made A Difference

Enrich's accomplishments in 2013 were made possible through the help and support of our fantastic partners. We owe a huge thank you to all our partners. In particular would like to express our sincerest appreciation and thanks to the following supporting partners for their outstanding pro-bono support this year:



For having worked with Enrich since its birth on designing, improving and monitoring our workshops on financial literacy and entrepreneurship.



For inviting Enrich participants in numerous capacity-building workshops, including most recently the fundraising programme.



For completely redesigning and enhancing Enrich's website allowing us to find our proper place in cyberspace and for the design & layout of this report.



For hosting two of our major outreach events linked to the core work we do on financial literacy and women's empowerment.



For inviting Enrich team members to participate in their flagship workshops and providing us with valuable one on one coaching sessions on communications and presentation skills.

We would also like to thank our training partners for mobilising migrants and allowing us to access facilities for our workshops:

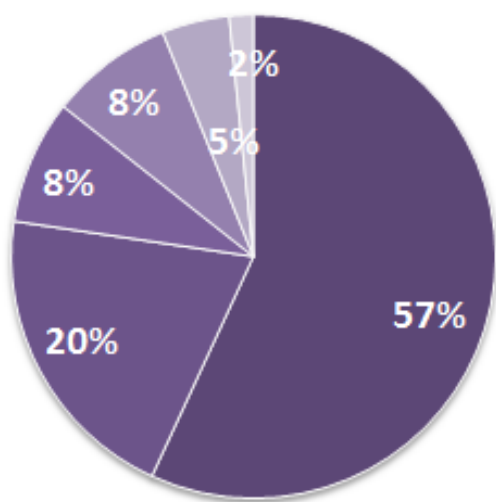
- Bayanihan Center, Kennedy Town
- Christian Action, Choi Hung
- Islamic Union, Wanchai
- Chinese Rhenish Church, Sham Shui Po
- TCK Learning Center, Tai Hang
- YMCA of Hong Kong
- La Petite Enfance, Discovery Bay

Financial Report

In 2013 we changed our fiscal year from 30th June to 31st December to better reflect our training and activity calendar. This fiscal year's financial statements and reports exceptionally cover 18 months.

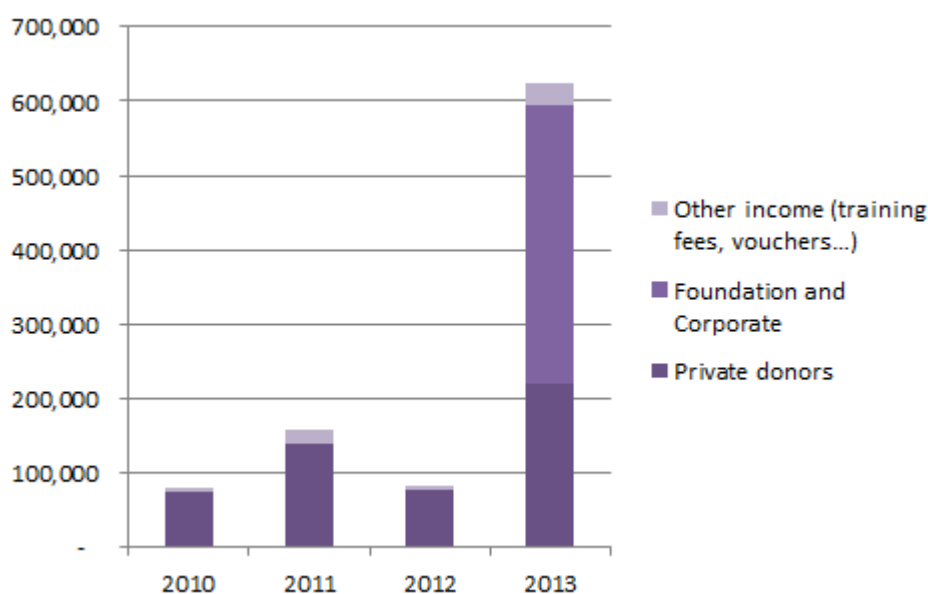
Annually, we have all these statements and reports audited by Sam Lai and Co.

Where does our funding come from?



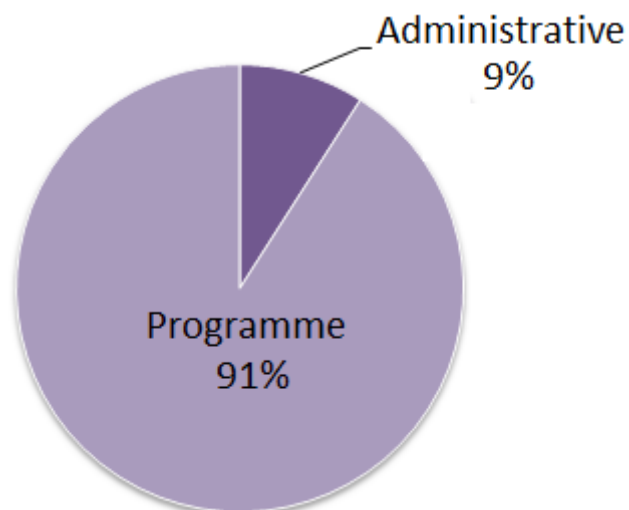
| | | |
|------------------------|-------------|----------------|
| Corporate: | HK\$ | 354,520 |
| Individuals: | HK\$ | 127,413 |
| Enrich Board and Team: | HK\$ | 51,725 |
| Foundations: | HK\$ | 51,380 |
| Workshop Income: | HK\$ | 28,074 |
| Government (*): | HK\$ | 10,000 |
| Total: | HK\$ | 623,112 |

2012-13 saw a significant increase in funding:

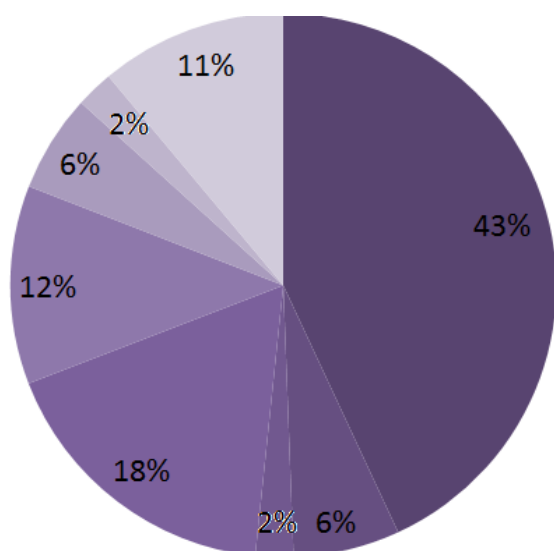


How do we spend our funds?

| | | |
|-----------------------|------|---------|
| Administrative costs: | HK\$ | 38,648 |
| Programme costs: | HK\$ | 387,841 |



Our spending by programmes:



| | | |
|---------------------------------------|-------------|----------------|
| Finance and Business Training: | HK\$ | 167,115 |
| One-on-One Coaching: | HK\$ | 24,478 |
| Communications Training: | HK\$ | 8,707 |
| Outreach: | HK\$ | 67,828 |
| Reintegration Project: | HK\$ | 45,746 |
| Protection against Sexual Harassment: | HK\$ | 22,451 |
| Team Development: | HK\$ | 42,880 |
| Total Programme: | HK\$ | 387,841 |

Summary of Financial Statements

| HK\$ | Year ended 31 Dec 13 | Year ended 30 Jun 12 |
|---|-------------------------|-------------------------|
| Income: | | |
| Private donors | 218,768 | 76,100 |
| Foundation and Corporate | 376,700 | - |
| Other Income | 27,644 | 6,275 |
| TOTAL INCOME | 623,112 | 82,375 |
| Expenditure: | | |
| Training Workshops | 175,822 | 47,962 |
| One-on-One Coaching | 24,478 | |
| Outreach | 67,828 | |
| Other Training and Projects | 119,713 | 1,584 |
| Administration (including salary costs) | 38,648 | 12,144 |
| TOTAL EXPENSES | 426,489 | 61,690 |
| SURPLUS for the Year | | |
| | 196,623 | 20,685 |
| Other comprehensive income | 8,357 | - |
| TOTAL Comprehensive Surplus | 204,980 | 20,685 |

Statement of Financial Position

| HK\$ | Year ended 31 Dec 13 | Year ended 30 Jun 12 |
|-----------------------------|-------------------------|-------------------------|
| Current Assets: | | |
| Bank Balances | 407,802 | 180,197 |
| Other Receivables | 2,279 | - |
| | 410,081 | 180,197 |
| Current Liabilities: | | |
| Amount due to Directors | - | (8,357) |
| Accruals and Other Payables | (36,061) | (2,800) |
| | (36,061) | (11,157) |
| Net Assets: | | |
| | 374,020 | 169,040 |
| Reserve Fund | 142,907 | 134,450 |
| General Fund | 231,213 | 34,590 |
| | 374,020 | 169,040 |

Enrich Team

2013 Operations Team



Lenlen Mesina, Executive Director



Raul Puentespina, Head of Financial Literacy and Entrepreneurship Training



Nina De Guzman, Coordinator



Ping Bevan, Senior Trainer



Tynna Mendoza, Interim Coordinator

2013 Board of Directors



Anjali Harjani Hardasani, Director of Human Resources and Operations



Myriam Bartu, Founder and Director of Programmes (Board Chair)



Aruni John, Founder and Director of Development



Sophie Paine, Founder and Finance Director

Trainers

- Apriana Chrisnawati
- Betty Listianti
- Ethel Del Fierro
- Kristina Zebua
- Anna Martinez
- Paul Burgos
- Wilfred Tan

2013 Board of Advisers

- Abishek Rawat
- Alessandra Tinio
- Amy Vinas
- Annelotte Walsh
- Diego Cuenca
- George Hong
- Holy Allan
- Laura Beth Barnes
- Lourdes Salazar
- Pristina Oejadijono



Our Core Values

Equality – Equality is at the core of Enrich, both in the way the organisation and trainings are run and in the way we aim to understand and empathise with those who come to us for help.

Empowerment – Empowerment lies at the heart of our organisation. Through our training we ensure that migrant women are able to take control of their lives and provide a better future for themselves and their families.

Integrity – We work independently from financial institutions and we do not sell other products as part of our training.

Social Responsibility – Social responsibility is key to all Enrich does. As an organisation we carefully consider the use of resources and aim to minimise the negative influence on our environment. Our training programmes advocate social responsibility and a more restrained use of resources.

Collaboration – We realise that much more can be achieved if we work together with other organisations to achieve our mission and goals. We use a collaborative style in interacting both within our team and with our partners and participants.



With Thanks

Corporates and Institutional Donors

- A and B make 3 ltd
- AWA
- Amcham
- EOC
- Barclays Capital Asia Limited
- Credit Suisse
- Bauhinia Solutions

Individual Donors who donated \$1000 or more

- Aasha C Pai
- Bonny Landers
- Florence & Christian Edelmann
- JBH Mead
- Joanne Oswin
- Khurana Bhuvnesh
- Kylie Uebergang
- Linda Anne Carmody
- Mary Ho
- Mehrotra Family
- Nisha Gopalan
- Renwick
- Sandra and Fred Bartu

Board and Team

- Anjali & Pavan Harjani-Hardasani
- Aruni John
- Diego Cuenca
- Denzil & Sophie Paine
- Lenlen Mesina and Albert Dela Cruz
- Myriam and George Hong Bartu
- Nina and Vivek Ramani
- Ping Bevan
- Raul Puentespina
- Tynna Mendoza and Joseph Tadeo

*Credits to HK Helpers Campaign for some of the photos

*Credits to Craig Nastanski for processing the data from the pre-course survey

Enrich Personal Development Ltd.

48 Des Voeux Road Central, Hong Kong

Email: info@enrichhk.org

Telephone Nos. +852 5648 0990 and +852 5981 3754

www.enrichhk.org

Facebook: Enrich HK

Twitter: @enrichhk

