



# Our Strategic Plan

2023-2025



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*Our 2023-2025 Strategy reflects the next chapter for Enrich, as we evolve to better address the needs of our core beneficiaries. This involves leveraging the information and experiences we've gathered over the last 15 years. Much of our work is still centered on our core programmes of educating and empowering migrant domestic workers. We are building on this work to re-envision our strategy around our ability to influence and inform individuals, the public, and institutions to create the right conditions for migrant domestic workers in Hong Kong to succeed without barriers to their true financial freedom.*

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## The challenge

Migrant domestic workers (MDWs) are the backbone of Hong Kong society. According to our [Value of Care report](#), they provide vital care to families, the elderly and children, and have contributed USD \$12.6 billion/HKD \$98.9 billion to the economy (equivalent to 3.6% of GDP). They enable more mothers to join the workforce—all while making incredible sacrifices for their own families. They work 6 (or more) days a week and often send 50-60% of their salary home each month. They come to Hong Kong to improve their lives and to ultimately migrate back to their home countries with more income and financial opportunities.

Unfortunately, thousands of migrant workers arrive to Hong Kong already in debt (mostly from the recruitment process) and without the financial education they need to navigate their options.

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### The debt cycle often starts with recruitment and is compounded by lack of financial education:



Source: Enrich HK internal data and insights

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This problem is only increasing as more and more domestic workers are coming to Hong Kong for work, only to return home with fewer savings and less financial stability. The government has projected a total need of 600,000 MDWs in Hong Kong by 2047.

**It's our responsibility to change this.** We must continue to educate migrant domestic workers about their options and ensure that they achieve financial freedom to return home in a better position than they arrived. For those migrant domestic workers who are not in a place of debt crisis, we must help them make the most of their time working in Hong Kong by giving them the knowledge and tools to do so.

# The Migration Journey

It's critical that we intervene and support migrant domestic workers at every stage of their journey, helping them overcome the systemic and cultural barriers preventing them from achieving financial stability and independence.

## Pre-departure

### Pre-migration recruitment debt

- Setting goals and plans
- Encourage open family discussion
- Financial & emotional needs

*HK \$15,000 average fees charged to domestic workers during the recruitment process.*

## Post-arrival

### Homesickness & loans

- Support groups
- Debt management

*48-60% of new Enrich participants (before our workshop) take as many loans as possible without knowing how to repay. This is then exploited by unscrupulous money lenders.*

*3-6 months of a 24 month contract is spent repaying recruitment debts. Late payment may result in harassment from loan sharks.*

## Whilst working

### Lack of unbiased, affordable, and expert finance education & monetary pressure from back home

- Saving and budgeting
- Future business or investment plans
- Further education or development

*36-48% legal annual interest rate on loans in HK. Many domestic workers are often forced to take high-interest loans to repay recruitment debt.*

*50-60% average amount of salary sent home to support family every month.*

## Return and reintegration

### Ill equipped to escape a cycle of indebtedness

- Support return and reintegration for those planning to go back home
- Plans for employment & retirement

*Only 6% return home feeling they have earned "enough" money.*



## Our vision

**We envision a world where everyone is financially capable to pursue their dreams.**

In order to realise this, we empower migrant domestic workers to transform their lives through financial education and personal development programmes.

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## What we do

Enrich offers financial literacy workshops, educational and enrichment programmes, and 1:1 mentoring and financial counselling sessions to migrant domestic workers.

Our activities run on weekends and public holidays, and are conducted in native languages so participants can gain the tools and confidence to escape debt, plan for their future, and achieve their goals. We create a safe, trusted learning environment for members of our community to share challenges and better understand their options.







## Empowering workers through education

Our beneficiaries are migrant domestic workers who have come to Hong Kong in search of opportunities.

We empower migrant domestic workers to take control of their finances at every stage of their journey—whether they recently arrived in Hong Kong and are looking to pay back their recruitment fees, or if they have resided here for years and are stuck in a cycle of debt. We also offer our educational programmes to migrant domestic workers who are not in debt, but interested in learning about financial education.

The cornerstone of our educational programme is our curriculum of **5 core workshops**:

- *Money Wise Migrants*
- *Setting Up My Business*
- *Growing My Money*
- *Money & Family*
- *Speak Up*

Through these workshops, we are helping MDWs both better understand their financial options and gain important life skills, such as how to escape debt, plan for their future, achieve financial security, and navigate short-term crisis.

*“In 13 years of working in Hong Kong, this is the only time I understood how to manage money, savings and business, to handle family and employers.”*

- Enrich participant

## Impacting change

Since 2007, we reached approximately **70,000 MDWs** through our outreach and empowerment education programmes. This number has only increased in recent years as more migrant domestic workers come to Hong Kong.

We are constantly evaluating our programmes and connecting with MDWs to understand how we can provide programming that reaches their needs and helps uplift their whole self.

## Programmes designed *with* and *for* the MDW community

In addition to our **five core workshops**, we also offer special sessions on specific themes, like “Going Home for Good,” a workshop preparing MDWs for their home country return and reintegration.

We also run regular **Lunch & Learns** that cover different topics including mental health and well-being, digital financial services, and data privacy, among others. We are constantly learning and listening to our students, often piloting programmes to respond to their needs. For example, we launched a new **Debt-free Helper Programme** in response to rising debt levels reported across the community. Through this program, participants are paired with a financial counsellor (a corporate professional volunteering their time and skills) for confidential 1:1 sessions. They also have access to an online chat group where they can connect with other trainees and get direct peer-to-peer support.

With the outbreak of COVID-19, we invested more resources into growing our **digital community**, which has since enabled us to reach migrant workers quickly and conveniently to help answer questions and get them enrolled in our programmes. We also launched online engagement activities like our “**Win It for Fin Lit**” online financial literacy quiz, which was a huge success with our community. We plan to continue to use new technologies to engage more and more MDWs.

In addition to our community programmes, our **1:1 financial counselling** programme also provides individuals with a safe space to meet with a trained expert on their finances and to get personalised advice to help them achieve their financial goals.



## Empowering workers through community outreach and support

At the heart of our programmes is our community. They are at the centre of all that we do.

Through our MDW Ambassador network, we connect with migrant domestic workers via their peers and existing community groups, networks of churches, associations, and other religious groups. Our MDW Ambassadors help us go directly into the wider migrant domestic community and work across cultures and languages to reach as many individuals possible.

We also leverage our MDW Ambassadors to survey the community and learn more about their needs and experiences. It is through them and with them that we create our programmes.

As we move forward with our new Strategic Plan, we are continuing to develop our Ambassador programme strategy to ensure that our growing network of students is helping more MDWs learn about finance no matter where they are in their journey.





## Serving as a thought leader to uplift the wider sector

Our vision can only be fully achieved if we address wider external barriers limiting migrant domestic workers.

By building on our 15 years of programme experience, we are uniquely positioned to provide advice, ideas, and support to partners who are also serving the migrant domestic worker community.

For example, in partnership with Fair Employment Agency, we are reaching MDWs and their employers as soon as they arrive in Hong Kong. This is helping us influence the domestic worker onboarding system to better prepare workers for long-term success.

Enrich is also a trusted resource for many consulates and government agencies, helping them structure their programmes and complement their services through our programmatic support to better serve MDWs. We conduct research with academic partners and other NGOs to learn about migrant domestic workers' challenges and motivations so that we can better respond not just as an organisation, but as an entire sector.



We also see great **opportunities for employers** to support the workers they hire on this journey. We regularly invite employers to sponsor their domestic workers to take our classes, thereby covering all class fees.



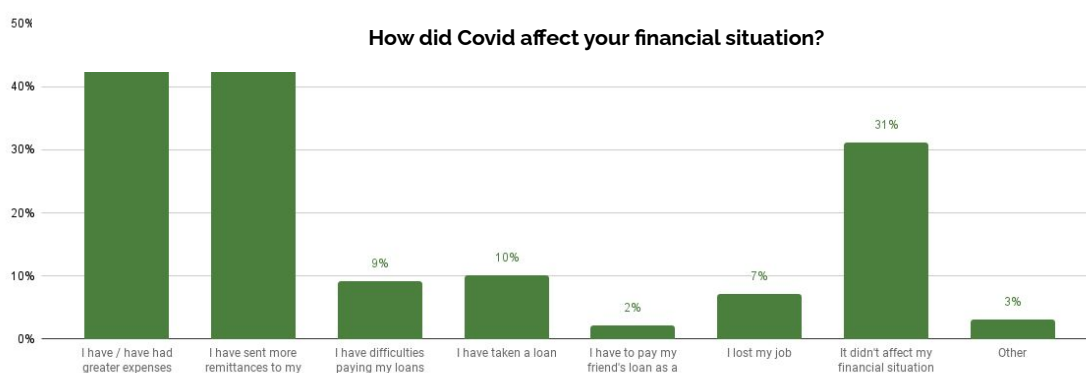
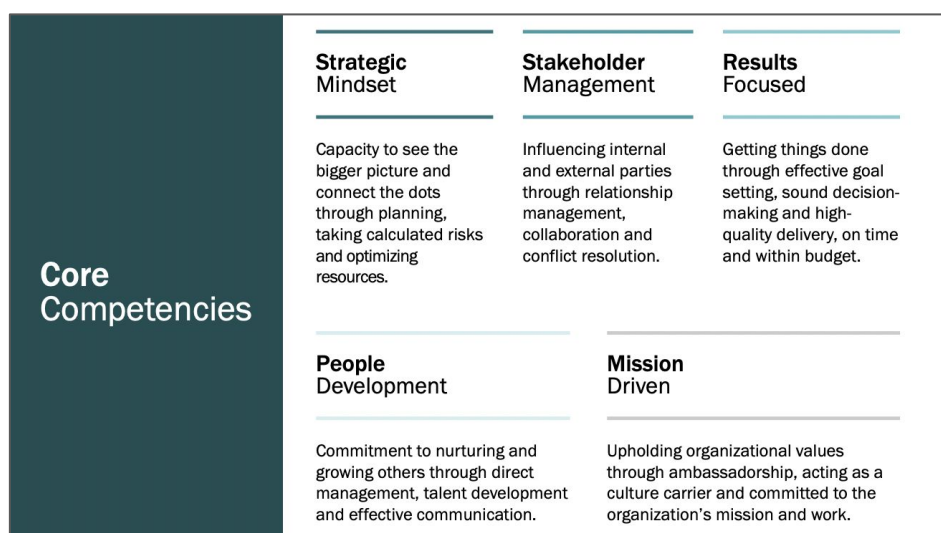
**Impact to us is not just about changing the lives of the migrant domestic workers we teach. It's also about shifting behaviours and attitudes across the entire ecosystem so that the root of the problem can be effectively addressed.**

## Sharing best practices, new resources & engaging content

In 2021, we expanded our participation in strategic coalitions that helped share information, strategies, and resources across NGOs in Hong Kong.

In collaboration with two other NGO leaders, Enrich's Executive Director helped design tools and resources like the *Core Competencies Framework* (see right), to promote best practices and transparency across the NGO sector.

Enrich is also an active and founding member of the **MDW Coalition**, which consists of 14+ organisations serving the MDW community who came together to help streamline services, drive public and government action in response to COVID (especially during Hong Kong's 5th wave), and provide more support for MDWs as a united NGO community. For example, we conducted community surveys with HelperChoice to better understand the community's needs during the pandemic and to inform our collective response (see below).



\*Multiple choice question - % out of the total number 814 respondents. Credit to HelperChoice & Enrich HK.

We also participated in more public-facing events, such as Hong Kong Money Month 2022, which was organised by the Investor and Financial Education Council. We hosted 2 live "Ask the Experts" Facebook episodes to answer the question "How do I bounce back financially during the pandemic?" with our Ambassadors as moderators.

With feedback from the community, we also focused more on topics like **mental health** and resilience, and developed our Financial Resilience Hub to provide a Mental Health Toolkit as well as new digital resources, information, and tips to help MDWs build financial resilience.

## Responding in a time of crisis

As with many organisations, the unprecedented challenges of COVID-19 forced Enrich to pivot our strategy and reimagine our programmes to continue to effectively serve our community.

It also presented new challenges and uncertainties for migrant domestic workers, making it even more critical for us to continue our programmes and deepen our engagement with the community to provide not just education and training, but also hope and plans for the future.

We updated our programmes by:

- Moving our face-to-face training courses online temporarily, though we now still offer some online programmes for those who find this more comfortable.
- Expanding our crisis financial counselling service to run both online and over the phone.
- Offering our Money and Family workshops online for free, helping participants deal with increasing family financial pressures.
- Partnering with the Indonesian community groups (including the Indonesian Consulate) to educate domestic workers online about debt-management and reintegration.
- Offering our full 5-workshop programme to all domestic workers for free from August to September 2020.
- Partnering with the Philippine Overseas Labour Office to deliver online workshops to domestic workers in Macau.



We also provided more health services to address the new pressures and stress caused by the pandemic, including:

- Mental health tips with Mind HK shared in Tagalog and Bahasa Indonesia.
- The #EnrichGives initiative, distributing free masks, RAT tests, and hygiene products to domestic workers.
- Awareness raising specifically around leveraging the \$10K 'Hand it Forward' campaign to encourage residents to donate their HK\$10,000 government handout to support education and crisis support for domestic workers.
- Our series 'Tough Times, Tough Me: Staying Strong during the Pandemic,' which empowered domestic workers to build resilience in their finances, family and emotions.
- "Ask the Expert" episodes for medical experts to share factual information about vaccines and how to deal with employment issues at the height of the pandemic.

The programmes we tested and experiences we gained during 2020-2022 have only strengthened our approach and laid the foundation for how we will continue to have impact as we, along with our MDW community, continue to live in a pandemic-impacted world.

A photograph of the Hong Kong skyline at sunset, featuring prominent skyscrapers like the Bank of China Tower and the International Finance Centre. The sky is filled with soft, colorful clouds. A horizontal dotted line is positioned above the main title.

# New needs, same problems.

The pandemic has only exacerbated the challenges and conditions for migrant domestic workers in Hong Kong.

Our programmes and voice are needed more than ever before.



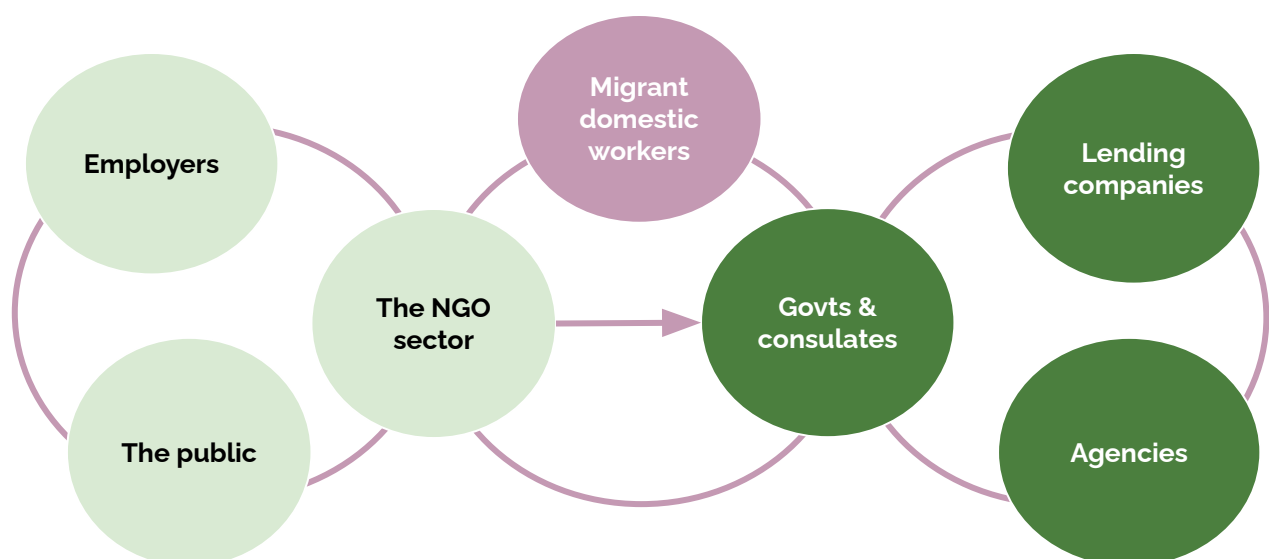
## Looking ahead

In 2021, we embarked on a comprehensive strategic planning process to refine our vision and mission and to set our objectives for the next few years. Through this process, we mapped the larger ecosystem and identified a number of key stakeholders affiliated with our cause, including:

- **Employers**, who can encourage financial education for the domestic worker they employ and open communications with their employee about finances;
- **The NGO sector**, which by working together can have more influence to change public opinion and to inform systems changes;
- **The public**, who can participate in campaigns & help raise awareness for workers;
- **Governments** (including consulates as well as Hong Kong and home country governments), who can leverage policies to improve the conditions for workers;
- **Lending companies**, who have a role to play in the financial security of migrant domestic workers;
- **Agencies & employment groups**, as a partner to ensure financial well-being of migrant domestic worker in Hong Kong;
- **Migrant domestic workers**, who are at the heart of our work, community, and whose conditions we are aiming to improve;
- **Among other stakeholders**, including donors and funders, MDW's families and communities, the media, and other non-profits and service organisations.

**We need to engage all of these stakeholders to ultimately have impact.**

This is how we approached our Theory of Change and next strategic phase of the organisation.



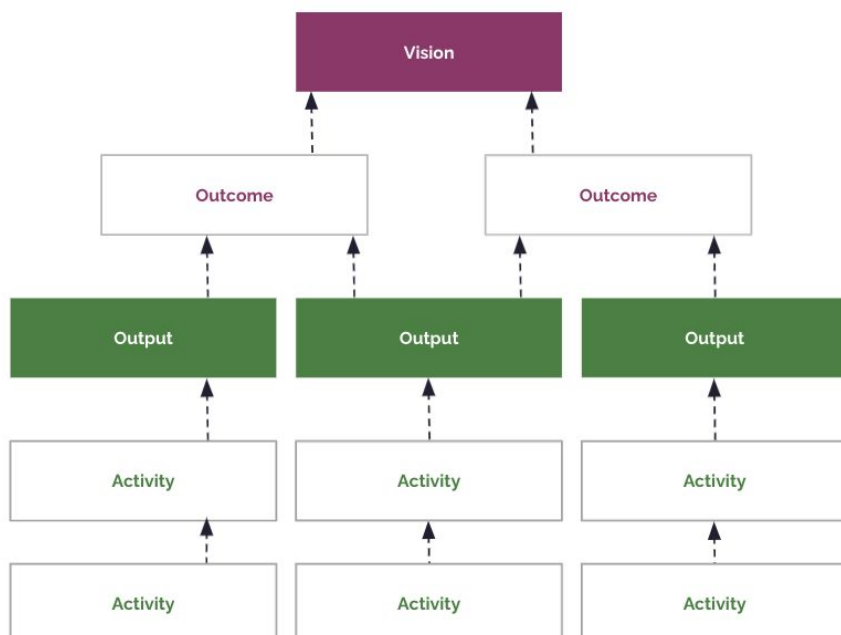
## Our Theory of Change

Our Theory of Change lays out the ultimate impact we want to achieve, along with the short- and long-term outcomes we believe are necessary to get us there. It is a living document, informed by the responses, results, and traction to date. It lays the foundation for our strategy, programmes, and evaluation, and also:

- Highlights our anticipated impact and strategic direction;
- Maps out the critical steps we need to take and outcomes we need to achieve in order to reach our long-term goals and vision;
- Outlines key priority activities and outputs our team needs to complete and allocate resources to;
- Builds on the core values, brand pillars, and principles guiding our work;
- Promotes transparency and accountability so we can ultimately promote these values and goals within our organisation and across the sector.

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## Theory of Change



## Reading our map

Our Theory of Change maps out different pathways and stages for our programmes, and is designed to track impact moving from the bottom up. It includes:

- **Our vision**, which is our North Star and the ultimate change we hope to achieve.
- **Our mission statement**, which provides more details about how we will achieve that vision.
- **Our outcomes**, which are the larger behavioural or cultural changes we hope to make. Each outcome is connected to a specific audience.
- **Our outputs**, or our shorter-term goals, which list more specific and actionable objectives we want to accomplish. These are the stepping stones between our day-to-day activities and our larger outcomes.
- **Our activities**, or the programmes and initiatives we will run to advance shared impact, are listed on the exterior of the map. This is to show how our activities serve as entry-points for people to join the shared impact ecosystem.

No matter where you read, the migrant domestic worker is at the centre of our map; they are our top priority and at the heart of everything we do. Our Theory of Change is designed to show this.





# We envision a world where everyone is financially capable to pursue their dreams.

The public, including employers, see the value of workers and recognise the critical role they play in our lives.

They are able to choose.

Hong Kong is a place of opportunity where workers can build the next phase of their lives.

They are recognised and valued.

Government and agencies pass and enforce clear and stricter policies that protect workers.

They can thrive.

They matter.

## CONDITIONS TO THRIVE

## Value of the care economy is recognised.

We inspire individuals and employers to take action by providing them with tools & information to protect workers' experience and well-being.

We empower migrant domestic workers to transform their lives through financial education and personal development programmes.

We influence policy and systems change by serving as a resource for institutions, providing the information they need to operate in the best interest of workers.

### EMPLOYERS

Expand the employer sponsorship model to increase employer support for MDW learning

Print more tips, tools, articles, and publications that help inform and influence public perceptions

Engage the public via new content (podcast, children's book, video)

### RESEARCHERS

Increase our partnerships with the Labour Dept to provide trainings and tips to employers

Publish the NGO Value of Care (Part 2) research & information on the care economy

More digital campaigns and awareness raising programmes

### THE PUBLIC

Broaden our employer information centre / enquiries hotline

Collaborate with academic institutions to share knowledge and research

Formalise our volunteering & mentoring programs to engage corporates, students, and individuals in our work

We create campaigns & work with the public on spreading public awareness for workers' well-being as part of our external activities.

## WE INFORM INDIVIDUALS

### MIGRANT DOMESTIC WORKERS

Lunch & Learn and thematic lecture series e.g. Tough Me Tough Times mental health session

Expanded programmes via partnerships

Community engagement & outreach

Specialised workshops: personal finance, Going Home for Good

Pilot programmes & initiatives e.g. Debt-free Helper Program

Ambassador programme & alumni volunteers

5 core workshops

Mobile app and new digital tools

11 support

We educate & empower our students through our core programmes.

## WE EMPOWER MIGRANT WORKERS

### THE SECTOR

Leverage our expertise to expand our reach & enrich lives of ethnic minorities in other industries

Participate in external coalitions & awareness raising campaigns (MDW Coalition)

### AGENCIES

Create more tips to help agencies make more ethical decisions

Work with academic researchers to explore new solutions to change the behaviour of lending agencies

### GOVERNMENTS

Have an increased role advising consulates, agencies, and others on best practices

Work with home country governments on their departure programmes to place stronger emphasis on financial literacy

Formalize our programmes with consulates to prepare migrant workers during the immigration process

We collaborate on programmes & share information to inform and influence systems change as part of our external activities.

## WE INFLUENCE INSTITUTIONS



## A resource for all

Our map reads from the bottom-up to show how Enrich can inform, empower, and influence individuals and institutions, thereby creating a ripple effect across sectors and within the community. Each activity builds on the next and is organised by the audience we aim to address.

At the centre of this is our core goal to educate and empower MDWs. This is our primary focus area, but we also recognise that we need to continue to inform the public and institutions about migrant domestic workers' challenges so that they can help remove the barriers preventing them from true financial freedom. We realise that even with all of the financial freedoms possible, MDWs will still face barriers limiting their rights and livelihood in Hong Kong. We therefore need to see **mindset shifts** and **systems changes** across society to be able to uplift MDWs out of their current conditions. This is why we organised our activities into three sections, each working towards their own audience and objective.



As we move up our map, we see how each activity vertically builds on one another to increase our impact and ultimately achieve the objectives in the green boxes. The purple line across the centre of the page represents the ceiling that inhibits many domestic workers' ability to get out of debt and/or successfully move back to their home country. This is why our work involves so much more than financial literacy; it involves influencing further changes to labour systems and public opinion to support MDWs' interests and needs.

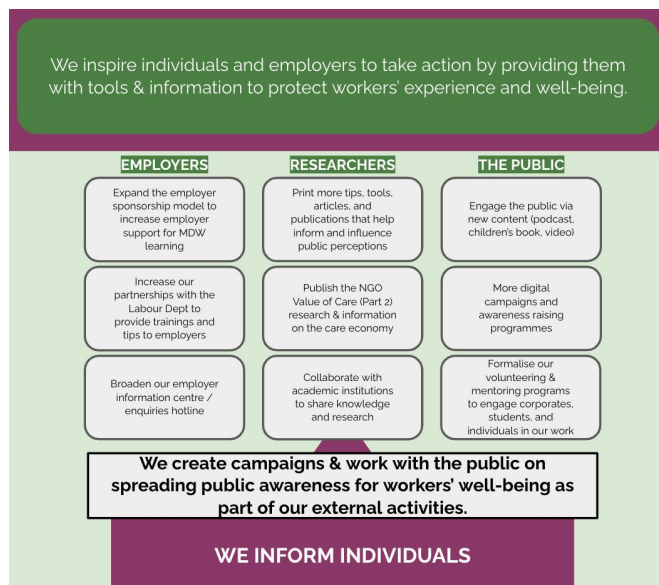
We know this kind of mindset and systems change will not happen overnight, but we believe that by informing the public, influencing institutions, and empowering MDWs, Hong Kong can continue to be a place of opportunity.

## How we will get there

In addition to our core programmes, we have a unique opportunity to inform and influence the public and institutions to create the right conditions for migrant domestic workers in Hong Kong. We have therefore re-envisioned our strategy to highlight our broader sphere of influence.

### We inform

The left side of the map highlights how we will inform employers and the wider public about the issues migrant domestic workers face. We will do this by addressing:



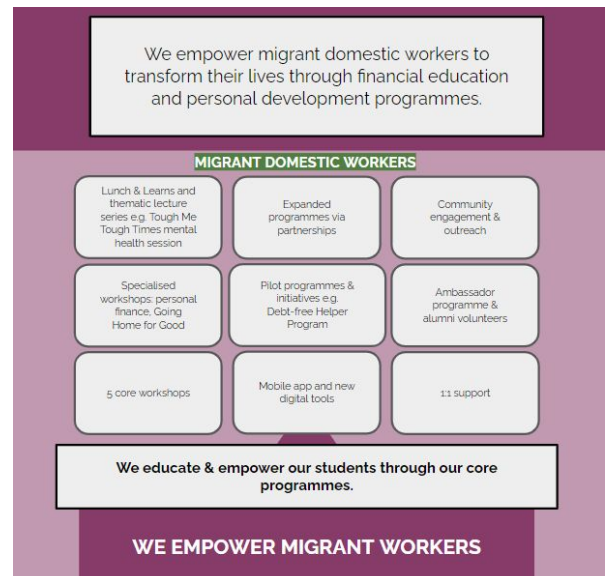
- **Employers** by expanding our employer support and cultivating more employers to sponsor their employees in our programmes. We want to inform them about the services we offer and help them realise the value of investing in their employees. We also want to take the information we gain by working with employers and share it with the Labour Department (and other organisations) so they can improve the tools shared with employers.

- **Researchers** by increasing our partnerships with academic institutions to learn more about the migrant domestic worker experience and to publish what we learn for public consumption. In particular, we will use this workstrand to better position Enrich as a thought leader in this space and will run a wider campaign around the second version of the [Value of Care Report](#)\*.
- **The public** by creating more volunteer and mentorship opportunities for people to interact with our students and learn about our programmes. We will also continue to work on more digital campaigns and experiment with different content, including a new 6-part podcast series, a forthcoming children's book, and other materials that grow our social media and public engagement.

\*This will build off of the success of the first Value of Care Report, which was co-published by Enrich and Experian to better understand the economic contributions migrant domestic workers have on Asia Pacific economies.

## We empower

The centre of our map outlines our primary focus: to empower migrant domestic workers through financial education. In addition to our core workshops, we will continue to expand our offerings to meet the latest and most urgent needs of our participants. This includes continuing to look at mental health and well-being, expanding our 1:1 financial counselling, and engaging more leaders in the Filipino and Indonesian communities.



In particular, we plan to build on our 15 years of experience to grow our core programmes in three key ways:

- 1. Expanding our workshop offerings.** These are our 'bread and butter' activities. In addition to our 5 core workshops, we will continue to provide Lunch & Learns and special themed workshops on different topics, including mental health and well-being.
- 2. Piloting new programmes to better respond to our community's needs.** From new digital engagement programmes to the Debt-free Helper programme and more, we plan to work with our community to co-create programmes they specifically need. This will help shape our programming for the future.
- 3. Empowering and serving the individual.** One of our most impactful programmes is our 1:1 financial counselling programme. We will continue to grow this by recruiting and training new counsellors. We will also work with alumni volunteers and our growing Ambassador network to engage more migrant domestic workers and to get them the information they need. This, we hope, will create a peer-to-peer network of leaders who can depend on one another for support and direction.

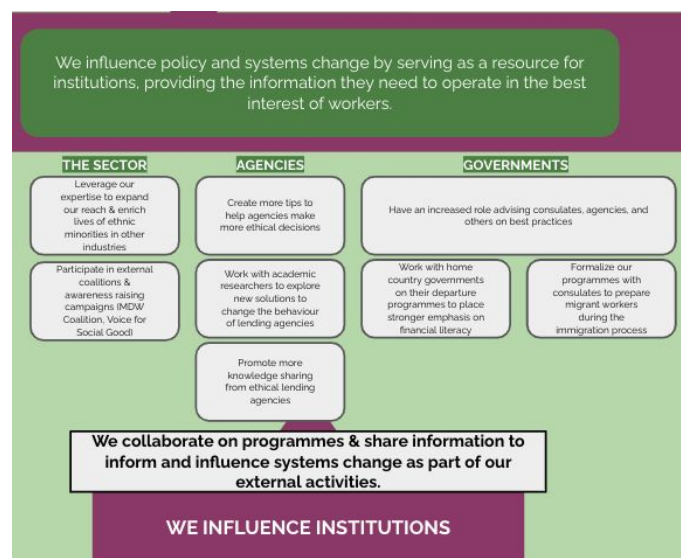
## We influence

Enrich is not just an educator for migrant domestic workers. We are uniquely positioned to advise organisations on the best policies and approaches to promoting a better working environment.

We are not advocating or creating new policies, but instead, serving as a neutral resource that organisations, including consulates and governments, can trust. By sharing information, reports, and advice, we can influence long-term policy and systems change.

This new strategic direction involves expanding our scope to serve as a resource for:

- The sector**, including other NGOs and funders, leveraging our expertise to expand our programmes to reach new communities and to promote collective action. We have already started this work by participating in the NGO MDW Coalition and working with other NGO leaders. We are also partnering with other NGOs to explore new pilot programmes that take our financial literacy workshops and offer them to ethnic minorities.



- Agencies**, including recruitment agencies. Enrich is very strict and diligent about who we work with; we do not work with unethical agencies. We partner with vetted organisations who can share best practices and new solutions to help change behavior across their industry. We are also working with academic researchers to identify new trends and to equip agencies with the information they need to make more ethical decisions.
- Governments**, including home country governments and the Hong Kong Government. We have already partnered with Consulates on specific programmes and workshops, including a workshop for new arrivals. Our goal is to formalise these programmes and work with different government agencies on emphasising financial literacy as part of the arrival and visa process.



A woman with long dark hair is seen from the side, looking out over a body of water towards a city skyline. The skyline features several tall buildings, including one with a prominent blue facade. The water is calm, and a small boat is visible in the distance. The overall scene is bright and clear, suggesting a sunny day.

# A path to a better future.

As we embark on the next chapter of the organisation, we are evolving to better address the needs of our core beneficiaries.

This means taking on new roles in the sector and leveraging the information and community we've gathered over 15 years to spark real and lasting change.



## Our strategic priorities

Over the past 15 years, Enrich has secured its brand and position as a thought leader within the sector. While our top priority will remain focused on empowering migrant domestic workers through education, our Theory of Change outlines a clear need to involve external stakeholders in our work.

**It is important that migration is mutually beneficial. We believe in a holistic approach to address the ecosystem and envision a Hong Kong full of opportunities for all workers, including migrant domestic workers.**

### Informing public opinion

In the next 2-3 years, Enrich will take a bigger role informing the public about migrant domestic worker conditions by:

- Working with the Labour Department on updating tools and tips to employers
- Growing our employer sponsorship programme
- Publishing more public reports on the care economy and other topics
- Launching digital campaigns that engage the public and build empathy
- Producing new content, including podcasts, books, and videos to connect with the public
- Offering more volunteer and mentor opportunities so the public, especially corporates, can be directly involved in our mission

### Influencing through education

Enrich is a resource and expert who can help advise policymakers, agencies, and organisations on ways to improve the migrant worker experience in Hong Kong. Over the next few years, we will do this by:

- Partnering with other organisations and NGOs to expand our services to other vulnerable populations and to raise awareness for migrant workers across Hong Kong
- Working with ethical agencies on sharing best practices and creating programmes that prepare migrant domestic workers with financial training before arrival
- Advising home country and Hong Kong government agencies on ways to incorporate financial literacy into the migration process
- Designing special workshops, events, and programmes with other organisations to spread information and guide sector conversations on new policies and programmes

We have already started a lot of this work. We will continue to create and pilot programmes with partners that engage these external audiences, and will invest more in our team by creating new roles to oversee our strategy under these pillars.

## Our unwavering commitment to migrant domestic workers

While we expand our scope and take on more of a leadership role as a resource in the sector, we will continue to enhance our core programmes to best serve the migrant domestic worker community.

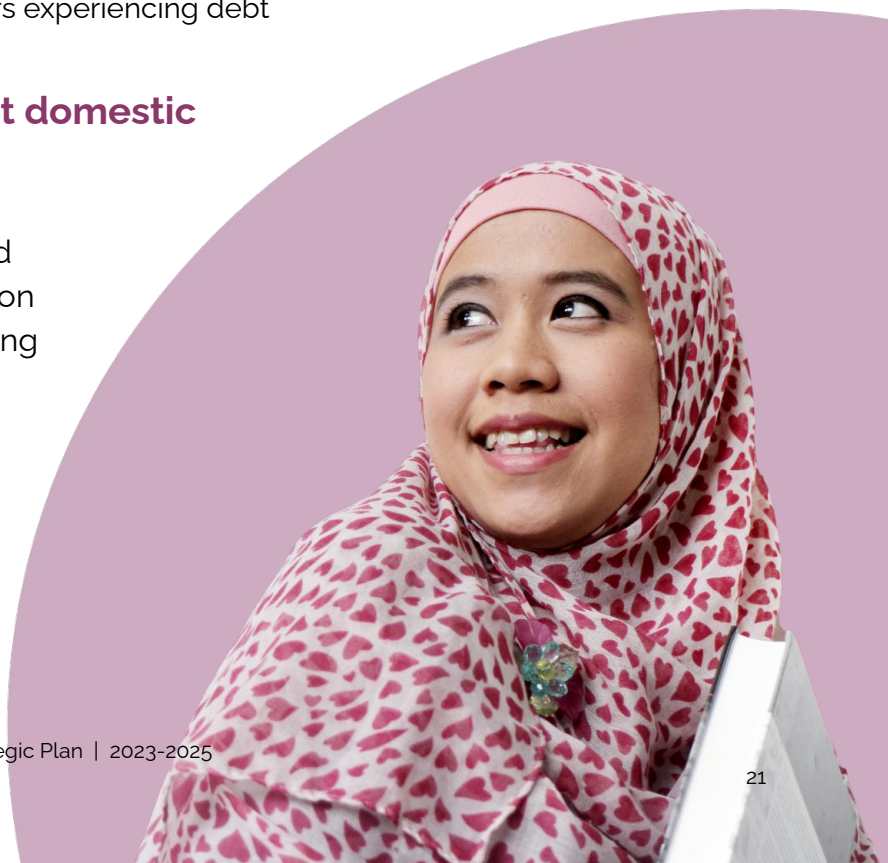
### Empowering migrant domestic workers:

In the next 2-3 years, Enrich will enhance our programmes and continue to meet the needs of migrant domestic workers across Hong Kong by:

- Building on our 5 core workshops to develop new lectures and educational programmes around key themes (personal finance, etc)
- Growing our Lunch & Learn programme to feature guest speakers on topics suggested by the community
- Offering new programmes that focus on mental health and well-being, looking more holistically on how we can help migrant domestic workers
- Expanding our programme offerings via strategic partners, who can help us quickly scale to more communities
- Piloting new programmes to respond to the most immediate needs of the community
- Investing more in our digital infrastructure to provide more on-demand services and guidance to the community
- Training Ambassadors and leaders within our programmes to help recruit more students and raise awareness for the issues and risks of debt
- Growing our 1:1 financial counselling programme by leaning on our community of experts to advise domestic workers experiencing debt

## Creating conditions for migrant domestic workers to thrive

We have recognised our strengths and are building on our work in collaboration with key stakeholders in creating a Hong Kong that is full of opportunities for migrant domestic workers to be successful.





## Organisational development and governance

We will leverage our success and experience to date to achieve the goals set forth in this Strategic Plan and to enhance how we influence and inform individuals, the wider public, and institutions to create the right conditions for migrant domestic workers in Hong Kong.

By deepening our programmes and building on our work to date, we will aim to remove the barriers preventing migrant domestic workers from achieving true financial freedom, thereby creating a ripple effect across sectors and within the community. In order to do this, we will prioritise:

### 1. Our people by investing more in our team and Ambassadors

- Expanding our team and taking on new skill sets
- Institutionalising team well-being, including mental health
- To have a strong governance body consisting of a diverse and highly experienced Board and committee members

### 2. Our agility and adaptability

- Strengthening our operational agility
- Enabling room to experiment and innovate in our programmes

### 3. Our technology to increase our efficiency and impact

- Investing more in our digital infrastructure to provide more on-demand services and guidance to the community
- Using technology to collect more data from the community to aid our "inform" pillar
- Centralising our technology

## Special acknowledgement

We have designed this strategy with insights and information gathered from our partners, team, and the migrant domestic worker community. We are especially grateful to our team and Board, whose advice and ideas have been invaluable throughout this process. We also thank the Runwell Global Consulting team for facilitating our team workshops and helping us develop our Theory of Change and Strategic Plan into its final form. We are also extremely grateful to our programme participants and to the entire migrant domestic worker community in Hong Kong; it is with them and through them that we will be able to further our impact and leverage our team, expertise, and network to help them thrive.





## How you can help

Your support makes our work possible. We are proud of our work to date, but we are at a critical juncture and in need of support in order to reach a wider audience and to realise our goals.

There are a number of ways you can help:

### **Sponsor a migrant domestic worker**

Provide a scholarship for the full 28-hour Enrich programme for just HK\$2,000 or even just one financial workshop for HK\$500. You can even sponsor your own helper.

### **Donate**

Give online by visiting our website and making a tax deductible contribution to support financial inclusion for the migrant domestic worker community in Hong Kong. Every gift helps us maintain our programmes and outreach to the community.

### **Volunteer**

Share your professional expertise by joining our outreach events, lending your skills to support our operational work, or signing up as an Enrich mentor for a migrant domestic worker.

### **Partner with us**

Through our various partnership programmes, your company can play a key role in promoting the importance of financial literacy for one of Hong Kong's most vulnerable communities.



Reach out to [info@enrichhk.org](mailto:info@enrichhk.org) for more information.



# Join us

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