



About PND

PND (Pratthanadee Foundation) is an award-winning nonprofit organization dedicated to empowering women and girls in Thailand with the skills, knowledge, and confidence they need to break free from poverty and lead self-sufficient lives.

For 25 years, we have provided free, life-changing programs that focus on economic empowerment, personal safety, and professional development.

Our Better Me program for women offers tools to increase financial literacy, job competency, and self-confidence, while our workshops for girls focus on future planning, educational pathways, and essential life skills.

PND has helped 46,000+ women and girls navigate challenges and build brighter futures. Through our holistic approach, we aim to create lasting change, fostering independence and resilience among women and girls.

Better Me: Empowering Women and Girls for a Brighter Future

Since its launch in 2016, PND's Better Me Program has transformed the lives of over 5,000 women and girls annually by equipping them with the tools, skills, and confidence to achieve economic security, personal safety, and self-confidence. Recognizing that building self-esteem and resilience is just as vital as vocational and language skills, PND expanded its focus beyond English language training to include holistic personal and professional development.

Why Better Me?

The program was designed to empower participants to create safer, more secure lives by enhancing self-worth, fostering optimism, and providing the courage to explore new opportunities. Today, Better Me continues to inspire women and girls to believe in themselves and take charge of their futures.

A Snapshot of Our Impact

Between 2021 and 2024, surveys of participants reveal extraordinary progress:

- **Economic Empowerment:** Women experienced an average income increase of 57%, and 90% of girls reported improved clarity in planning their futures.
- **Financial Management & Future Planning:** 45% of women actively manage their finances, while 86% of girls feel confident in navigating career and education decisions.
- **Job and Skills Confidence:** 67% of women feel very competent in their jobs, with 93% of girls knowledgeable about safe career and education pathways.
- **Confidence in Safety:** 63% of women feel confident contacting authorities in dangerous situations, a significant increase from just 6%.
- **Personal Empowerment:** 88% of women feel in control of their lives, with 96% of girls reporting stronger daily life confidence.

This report celebrates the transformative impact of Better Me through inspiring success stories and key statistics, showcasing how PND empowers them to build brighter futures.

Read on to explore how each program pillar drives change, supported by real stories of resilience and growth.

Economic Empowerment

Building financial strength and independence

The Economic Empowerment component of PND's programs has led to substantial improvements in financial stability for women, while also helping girls plan for future success.

- ▶ Women participants experienced impressive income growth, with 68% reporting a raise and an average income increase of 57%. This improvement signifies enhanced financial independence and security.
- ▶ For girls, the program focused on self-discovery and future planning, with 90% agreeing that the workshop helped them understand their skills and explore career and educational paths.

Together, these outcomes highlight PND's impact in driving economic progress for women and girls alike.

“**Better Me has allowed us to learn and apply it to improve our lives, making them better and more stable in both our work and income.**”



Jit's Story



Sawangjit Busuwa, known as Jit, grew up in a hard-working family of pineapple farmers in northeast Thailand. Despite her dream of becoming a teacher, Jit couldn't pass the university entrance exam for an education degree. Undeterred, she moved to Bangkok, where she trained as an early childhood caretaker and soon became a nanny for a Thai family. Over time, Jit learned English and expanded her role to include secretarial duties for her employer, a senior banker—a job she's held for over 30 years.

Her focus on self-improvement has been her guiding principle: "I need to invest as much as I can in myself so when the opportunity comes, I will always be ready to grab it." Jit's commitment to growth led her to the PND's Better Me program, where she developed valuable financial and personal planning skills, and was recognized as the program's most outstanding student.

Today, she's financially stable, careful with her retirement savings, and dedicated to helping her family. Looking ahead, Jit aims to earn a certification to teach English as a second language and plans to volunteer in her hometown after retirement. She's also eager to support the foundation by mentoring other Better Me students, encouraging them to set achievable goals and spreading the word about the program's impact.

Financial Management & Future Planning

Guidance in financial literacy and planning for brighter futures

PND's programs equip women and girls with vital tools for financial literacy and strategic planning for the future.

- ▶ Among women, 45% now actively track their income and expenses, showing a strong improvement in financial responsibility.
- ▶ Girls, meanwhile, reported increased confidence in planning for further education and career opportunities, with 86% feeling prepared to navigate their futures.

By addressing financial management and future planning skills, PND empowers participants of all ages to make informed, positive decisions for their lives.

“I gained knowledge about continuing education, career choices, decent working conditions. I can better prepare myself for the risks and problems that may accompany each type of profession.”



Riang's Story



Kanokon Matchimo, known as Riang, has overcome many challenges since moving to Bangkok in 1995 after not gaining university admission. Over the years, she's gone through two divorces, became a single mother, and held various jobs that brought her little fulfillment.

She found work as a janitor at an international school, feeling at peace with her journey and felt free of bitterness over past hardships. Still wanting more for her future, she enrolled at PND two years ago, inspired by a friend who had improved her own life and English skills through the program.

Through the Better Me program, Riang has learned to manage her finances, plan for the future, advocate for her rights at work, and build her confidence. Despite a mild hearing impairment that once affected her social confidence, Riang found support and acceptance in her classes, helping her to feel more open to others and new opportunities.

Happier and more self-assured, she's now planning to return to her hometown to open a clothing store, with her daughter's financial support. This new venture will give Riang a chance to be closer to her family and pursue a fresh chapter in her life.

Job and Skills Confidence

Strengthening job competence and self-belief in professional abilities

Both women and girls in PND's programs have made strides in professional confidence and skill development.



Among women, 67% reported feeling very competent in their jobs, while 50% believe they excel in specific tasks compared to peers.



Girls benefited from guidance on career and educational options, with 93% feeling knowledgeable about safe employment and education pathways.

These outcomes emphasize PND's role in fostering confidence, professional growth, and awareness of future opportunities for both groups.

“

I gained knowledge about career paths and university admission criteria. Before the training, I didn't know if I should continue with my studies, but the facilitators' recommendations made me want to continue.

”





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Mai's Story

Aye Say (Mai) grew up in Myanmar with dreams of becoming a teacher, but her family had other plans for her to work as a farmer. Her education was often interrupted as she was needed at home during harvest seasons, and her relationship with her father grew strained.

Determined to follow her own path, Mai ran away to Bangkok at just 14. She faced a tough start, first working as a live-in housekeeper under harsh conditions, followed by a brief stint at a factory where she developed allergies to chemicals. After years of hardship, Mai finally found a supportive employer, allowing her to think about her future.

Inspired by a friend's suggestion, Mai enrolled in classes at PND, where she has gained confidence, emotional resilience, and financial management skills. Feeling more secure, Mai now envisions working for another eight years before returning to her hometown to help her family start an avocado and rice farm. She also hopes to earn a certificate to become a Shan language teacher and educate local children.

Mai wants to share her learnings from PND with the next generation, helping them build a brighter future without the obstacles she faced.

Confidence in Safety

Equipping women and girls to feel secure and prepared in any situation

PND places a strong emphasis on personal safety, helping participants feel secure and prepared in challenging situations.



For women, 63% now feel very confident about contacting authorities or agencies if they encounter danger—an increase from only 6% before the program.



Girls also saw a remarkable boost in safety awareness, with 96% expressing confidence in their ability to manage difficult situations.

This focus on safety education allows women and girls to navigate their environments with greater confidence and peace of mind.

“

I gained knowledge about various organizations that provide assistance to the public. I became aware of different dangers, even minor ones, and learned how to protect myself in case of danger.

”



A woman with long dark hair and bangs is smiling at the camera. She is wearing a purple collared shirt. The background is a dark city skyline at night, with several illuminated buildings, including a prominent skyscraper with a blue and red top. The image is partially covered by a yellow banner on the left and a purple banner at the top.

Taeng's Story

Teang Polraksa's resilience began early, growing up in rural Khon Kaen province, where she helped her parents with household and farm duties, foraging for food and drawing water from the river. At 13, Teang moved to Bangkok to earn a living, securing a job in a garment factory despite lacking sewing skills. Her hard work provided just enough to send money home.

Years later, an arranged marriage brought her back home. When the relationship turned difficult, she returned to Bangkok as a single mother, determined to make a stable life for her child.

In her 30s, Teang transitioned from factory work to domestic work for expatriate families, where she found enjoyment and a supportive community. She joined PND in 2003 to improve her English, motivated by her work environment, and she gained invaluable skills in goal setting, life planning, and even First Aid. Her training once allowed her to save a child from choking, an experience she treasures.

Now retired and back in her hometown, Teang reflects on the emotional and practical support she received at PND, crediting the foundation and her peers for helping her succeed.

Personal Empowerment

Helping women and girls feel in control and confident in their own lives

The journey of personal empowerment is central to PND's mission, with transformative results for both women and girls.



Among women participants, 88% reported feeling successful and in control of their lives, while 78% noted significant positive changes after joining the program.



Girls, too, saw increases in confidence, with 96% feeling more capable of handling daily life challenges.

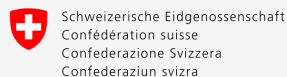
These figures illustrate PND's lasting impact on personal development, helping participants foster self-efficacy and satisfaction in their lives.

“PND helped me get to know myself better. I am happier, made new friends, and learned how to manage myself.”





Our Supporters Make Change Possible





Let's Grow Our Impact Together

As we celebrate our achievements, we're setting ambitious goals to expand PND's impact and reach. With your support, we can make these goals a reality:

- **Revamp the Better Me for Women Program:** We're refining our curriculum for smaller, more focused cohorts, allowing for deeper, more personalized support to help women in Bangkok build resilience and thrive.
- **Align Recruitment of Talent with Growth:** By expanding our team with experienced development officers, we can strengthen our fundraising capacity, securing the resources needed to sustain and grow our programs.
- **Digitalize the Better Me Program Curriculum:** Transitioning to an online curriculum will make our training accessible to more women and girls across Thailand, amplifying our reach to underserved areas.

Your support will help us empower even more women and girls on their journeys to economic independence, personal safety, and confidence.

Together, we can create lasting change.



PND
PRATTHANADEE
FOUNDATION

Help Us Creating Lasting Change

Donate

Make a donation

- **One-Time:** Immediate support to our existing programs makes an instant impact on our mission
- **Recurring:** Budget friendly; consistent income for us allows for effective long-term planning
- **Multi-Year:** Enables investment in strategic, capital-intensive initiatives with long-term impact
- **Donor-Advised Funds:** Maximizing tax benefits while optimizing the impact of your giving

Get Involved

Join us

- **Volunteer:** We are always looking for more help, from training students to marketing. [Learn more](#)
- **Join Our Team:** [Contact us](#) to learn more about permanent roles in our BKK and Ubon offices

Amplify

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