



PND (Pratthanadee Foundation)

IMPACT SNAPSHOT



Empowering Futures: Long-Term Impact of PND Programs

Better Me for Women program data (2016-2024)



Who We Are

At PND, we believe every woman and girl deserves the chance to shape her own future. For 25 years, we've provided free programs that equip women and girls in Thailand with the tools to break cycles of poverty and step into lives of purpose and possibility.

Our Core Programs

- **Better Me for Women** – a transformative, 9-month journey that helps women build financial independence, job readiness, and lasting self-belief.
- **Better Me Workshops for Girls** – early-intervention programs delivered at schools, teaching girls how to plan ahead, stay safe, and why to continue their education.

Our Impact At A Glance

46,000+ women and girls supported since 1999

90% of women increased their income

94% found it easier to access better job opportunities

92% feel more in control of their lives, years later

69% improved their financial planning skills

63% now will contact authorities in unsafe situations

76% strengthened workplace relationships

88% report stronger decision-making abilities

A Life-Changing Journey for Women Ready to Transform Their Futures

PND's Better Me for Women program is a life-changing, intensive 9-month journey designed for women actively seeking to transform their lives.

Unlike many nonprofits that offer short-term workshops or focus solely on specific skills, Better Me provides deep, hands-on training that equips women with practical tools for long-term success.

What Sets Better Me Apart?

A 9-month journey for women ready for change

Weekly sessions focus on self-confidence, financial security, and career growth.

High commitment, high impact

Women give up their only day off to attend, proving their drive for a better future.

Results that last well after graduation

Graduates gain lasting confidence, career growth, and financial stability.



New data confirms that Better Me's impact extends far beyond graduation with long-term improvements in confidence, financial security, career growth, and leadership—even for women who complete only part of the program.

Empowerment is not just immediate, but sustained and evolving.

Here's how the Better Me journey unfolds, step by step.

How the Better Me Program Works

Our structured, three-part journey that equips women with critical skills for lasting transformation. Each phase builds on the last, ensuring participants gain knowledge, apply it in daily life, and achieve long-term stability.

Part 1

Raising Aspirations

Women identify strengths, set goals, and build confidence to begin their transformation.

Key topics include:

- Self-Assessment & Future Planning
- Problem-Solving & Managing Change
- Financial Literacy Basics

Part 2

Realizing Aspirations

Women learn financial planning, workplace rights, and how to present themselves professionally for better opportunities.

Key topics include:

- Workplace Rights & Personal Safety
- Managing Money & Building Savings
- Salary Negotiation & Confidence

Part 3

Engaging Aspirations

Women apply their skills, explore entrepreneurship, and develop strategies for long-term growth.

Key topics include:

- Advanced Salary & Workplace Negotiation
- Entrepreneurship & Business Basics
- Health & Wellness

This 3-phase journey strengthens five core areas: economic empowerment, financial planning, job confidence, safety, and personal empowerment.

Economic Empowerment

The foundation of long-term self-sufficiency

Women in the Better Me program often come from low-income backgrounds, working in jobs with limited advancement opportunities.

HOW PND ADDRESSES IT

Better Me provides career coaching, salary negotiation training, English proficiency development, and job-readiness skills. By equipping women with workplace confidence and practical tools, PND helps them increase earnings, secure better jobs, and build long-term financial stability.

- ▶ **90%** of participants **increased their income, with an average growth of 45%**, even among participants who have become inactive (completed the program and are no longer engaging with the foundation)
- ▶ **94%** of women found it **easier to access better job opportunities** after PND
- ▶ **27%** of women who fully completed the program **attributed salary increases to improved English communication**, showcasing the importance of language skills in career advancement

Better Me taught me financial planning and how to invest in myself. I save for retirement while supporting my family, and I'm always ready for new opportunities. - **Jit**



A woman with glasses and a pink jacket sits at a white desk, smiling. Behind her are wooden bookshelves filled with books. To the right, a circular diagram with various words like 'Brilliant', 'Confident', 'Extraordinary', 'Feared', 'Patient', 'Faithful', 'Enthusiastic', 'Successful', 'Creative', and 'Authentic' is visible. A white fan is partially seen on the right.

Joy's Story

Joy had to leave vocational school early to support her family. She worked in a factory, then as a housekeeper, while raising her child and caring for her sick mother. With limited education and no English, she had few job options and little ability to negotiate for herself.

At Better Me, Joy gained not just English skills, but the confidence to take control of her career. She now chooses the jobs that fit her needs, negotiates her wages, and communicates directly with employers.

One of those jobs came from a post shared at the foundation, something she felt ready to pursue because of what she'd learned.

**“That moment made me realize how far I’d come.
I could speak for myself and take the chance.”**

“This program didn’t just teach me English. It gave me choices. It gave me power.”

Today, Joy manages multiple clients and walks into every job with confidence.

Financial Management & Future Planning

Guidance in financial literacy and planning for brighter futures

Many women enter the program without a financial safety net, living paycheck to paycheck with little knowledge of budgeting, saving, or long-term financial planning.

HOW PND ADDRESSES IT

Better Me incorporates financial literacy workshops, savings strategies, and debt reduction techniques into its curriculum. These skills ensure that women maintain long-term financial security, rather than just seeing short-term income boosts.

- ▶ **69%** of women **improved their financial planning skills**, a critical factor in long-term stability
- ▶ **Debt reduction was significantly higher** among women who completed the whole program (22%) compared to those who only finished Part 1 (10%)
- ▶ Even those who became stopped engaging with PND after completing the program reported **lasting improvements in budgeting and saving habits**

I used to be quiet and overwhelmed. Now, I'm organized, confident, and in control of my time. This program changed how I see myself and my future. - **Fah**



Jit's Story



Jit grew up in a small farming village in northeastern Thailand, where her family struggled to get by. Every year, they borrowed money to plant crops and paid it back after harvest, never able to save.

“Every year we borrowed and had nothing left to save.”

That cycle stayed with her into adulthood. Working as a housekeeper in Bangkok, Jit lived paycheck to paycheck, never thinking long-term. When she joined Better Me, she had no English skills and little financial awareness. But with time and support, she built her confidence and began to see money differently. She started saving just 500 baht a month and slowly built her first emergency fund.

“The program didn’t just teach me English—it helped me stop living day by day. Now I plan for myself and my future.”

Today, Jit is more in control of her finances and her future.

Job and Skills Confidence

Strengthening job competence and self-belief in professional abilities

Before joining Better Me, many women feel stuck in low-wage roles, held back by self-doubt and a lack of confidence, negotiation skills, or the professional communication needed to advance in their careers.

HOW PND ADDRESSES IT

Through soft skills training, professional communication workshops, and real-world application exercises, Better Me builds self-confidence and career readiness. Women develop professional skills, leadership abilities, and negotiation tactics that help them stand out in their jobs and seize new opportunities.

▶▶ **76%** of women strengthened workplace relationships, leading to **better job performance and promotions**

▶▶ **70%** of women who completed the whole program improved communication at work, helping them **gain more recognition from employers**

▶▶ Women who continued practicing program skills saw **higher career growth** rates than those who did not

I've gained discipline, improved my English, and learned to manage my time better. I feel more confident and capable in my work and daily life. - **Gigi**



Ying's Story



Ying moved from rural Cambodia to Bangkok as a teenager, dreaming of a better life. With only a Grade 3 education and limited English, she found herself stuck in low-wage work. One moment at her job changed everything: her boss asked her to greet a foreign customer, and she froze.

When she discovered Better Me, Ying saw a chance to grow. Through communication workshops and encouragement, she built the confidence to speak up.

“I never thought I could learn, but now I can answer customers myself. I’m proud of that.”

Her transformation extended beyond language. Ying began setting boundaries, prioritizing rest, and planning for her future.

“Now I know it’s okay to say no. I deserve to rest. I deserve to save for my future.”

Today, she is saving toward a lifelong dream: opening her own café.

Confidence in Safety

Equipping women to feel secure and prepared in any situation

Safety is a fundamental need. Women in the program often have limited awareness of their legal rights and personal safety strategies, leaving them vulnerable in both workplace and daily life situations.

HOW PND ADDRESSES IT

Better Me educates women on personal safety, workplace rights, and how to seek help when needed. Women gain confidence in navigating legal protections and speaking up in unsafe environments.

▶▶▶ **63% of women feel very confident contacting authorities or agencies in case of danger**—a significant increase from just 6% before the program

▶▶▶ Women who gained knowledge of their workplace rights reported **greater confidence in advocating for themselves**

I learned to plan my future, manage money, and protect myself. Now, I negotiate for my rights and embrace new opportunities with confidence.

- **Riang**



Mai's Story



Mai left her village in Myanmar at 15 to work in Bangkok. She didn't speak Thai, couldn't read signs, and felt unsafe in the unfamiliar city. Isolated and anxious, she avoided going out and stayed silent, even in unfair situations at work.

**“I used to agree to everything, even when it felt wrong.
I didn't know I had a choice.”**

Joining Better Me was a turning point. At first, Mai was quiet and hesitant, but with support from classmates and practical life lessons, she began to grow. She learned how to set boundaries and trust her instincts.

One day on a bus, a man made her uncomfortable. Instead of freezing, she firmly removed herself—something she wouldn't have done before.

“Now I know that saying no isn't wrong, it's necessary. It's how I take care of myself.”

Today, Mai speaks up, stands her ground, and walks with confidence.

Personal Empowerment

Helping women feel in control and confident in their own lives

Many participants begin the program with low self-confidence, unsure of their abilities and struggling to make decisions that shape their futures.

HOW PND ADDRESSES IT

Better Me builds self-esteem, goal-setting skills, and emotional resilience through mentorship, self-reflection activities, and peer support networks. Women leave the program feeling more independent, ambitious, and in control of their lives.



92% of participants report **feeling more in control of their lives**, even years after completing the program



88% gained **greater confidence in decision-making**, showing lasting growth in self-agency



Women who stayed connected with PND reported even **stronger gains in life stability and confidence** over time

Better Me gave me friends, support, and a sense of belonging. I'm no longer alone—I have a community that helps me grow. - **Nid**





Vee's Story

Vee lost her mother when she was just 12, which marked the end of her schooling and the beginning of a difficult chapter. She was raised by her older sister in a family where affection and emotional expression were rare. Growing up, Vee often felt misunderstood and kept her thoughts and feelings to herself. Her sister was the only person she opened up to—so when their relationship changed, Vee became even more guarded.

Through Better Me workshops and support from the Buddy Program, Vee started to open up, understand her needs, and care for herself without guilt.

“I used to keep everything inside.

Now I’ve learned to share, to set boundaries, and to care for myself.”

The transformation was gradual but profound. Vee became more confident in expressing herself and developed the tools to handle relationships and setbacks in a healthier way. She feels calmer, clearer, and more in control of her life.

“I never imagined I could feel this calm. Life still has challenges, but now I know how to handle them.”

Today, she’s living with greater peace, purpose, and self-worth.

Better Me Women

▶ **achieve financial independence, job security, and upward mobility.**

ECONOMIC EMPOWERMENT

▶ **take control of their finances—budgeting, saving, reducing debt, and planning for the future.**

FINANCIAL MANAGEMENT & FUTURE PLANNING

▶ **learn how to negotiate salaries, navigate workplace challenges, and take leadership roles.**

JOB AND SKILLS CONFIDENCE

▶ **gain knowledge of their rights and confidence in handling dangerous situations.**

CONFIDENCE IN SAFETY

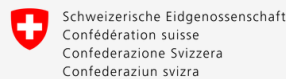
▶ **believe in themselves, their potential, and their ability to shape their futures.**

PERSONAL EMPOWERMENT

thrive well beyond their time at PND.



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