PRATTHANADEE
FOUNDATION
มูลนิธิกลุ่มปรารถนาดี

2024
ANNUAL REPORT





www.pndthailand.org

Table Of Contents

About the Foundation 3

Message from the Founder 4

Message from the Chairwoman 5

Celebrating 25 Years of Empowerment 6

The Year in Numbers 7

Better Me for Women 9

Our Volunteers 12

Better Me for Girls 13

Educator Workshop on Violence and Stress Management 18

Special Visits & Collaborations 19

Key Supporters and Partners in 2024 20

Meet the PND Community 21

Financial Report 22

About the **Foundation**



PND (Pratthanadee Foundation) is an award-winning Thai- and U.S.-registered charity dedicated to improving the lives of women and girls marginalized by poverty in rural Thailand.

Founded in 1999, we are driven by the belief that all women and girls deserve to be educated on how to build safer, healthier lives. Our programs include topics that are not typically covered in public school systems.

Across Thailand, women and girls from rural communities migrate to Bangkok yearly for work in search of better wages and more job opportunities.

They arrive with little prep, and are vulnerable to predatory employers. Faced with limited job opportunities, they often become trapped in informal, underpaid, or unsafe work.

Since 1999, we have served over 46,000 women and girls across our two offices in Bangkok and Ubon Ratchathani.

The ROCKEFELLER FOUNDATION

Top midsized NGO in Thailand

SOCIAL IMPACT AWARDS 2017 WINNER

Big Impact, Small Budget Award

GREATNONPROFITS TOP-RATED NONPROFIT

VETTED GlobalGiving 2019

SEAL OF TRANSPARENCY GOLD GuideStar

Message from the **Founder**

Dear Friends,

As Pratthanadee (PND) enters its 26th year, I've been thinking a lot about how lasting change really happens—not through sudden breakthroughs, but through the patient, relentless act of showing up.

In 2024, we didn't launch a new program or host a splashy event. Instead, we quietly strengthened the roots we've been tending for over two decades, deepening our presence in the northeast, refining our curriculum, and staying closely connected to the women and girls who've already passed through our doors. In short, we doubled down on the slow, steady work of transformation.

This year, we continued to witness something that has been quietly taking shape over time: women who once came through our programs returning, not just to reconnect, but to uplift others starting out on the same path. They're not formally mentoring or teaching (yet), but they're offering encouragement, sharing their stories, and reminding us that empowerment doesn't end when a workshop finishes. It grows. It echoes. It passes from one woman to another. They are living proof that our work doesn't stop in the classroom. It carries on in quiet, powerful ways.

This is the future I dream about for PND. Not just reaching more people, but creating a virtuous cycle of empowerment. A community that builds itself.

We're also beginning to reflect more deeply on what "scale" really means. Is it about reaching thousands more participants? Or is it about deepening the impact on each life we touch? Maybe it's both. We're exploring ways to digitize elements of our content—yes—but we're just as committed to preserving the dignity and intimacy of the in-person work that defines us. We're not chasing growth for its own sake. We want to do work that matters. Work that lasts.

And so, as always, I end this letter with deep gratitude for our staff, our volunteers, our partners, and you, our community. Thank you for believing in our work even when it moves slowly. Thank you for standing with us even when there are no headlines. And thank you for being part of a story that continues to unfold in powerful, quiet ways.

With appreciation,

Enrique Cuan
Founder, Pratthanadee Foundation

Message from the **Chairwoman**

Dear Donors, Supporters and Friends,

In 2024, we took significant steps forward in our mission to equip women and girls with the knowledge, confidence, and tools to shape their own futures. Through our Better Me for Girls and Better Me for Women programs, we reached some of the most underserved communities in northeast Thailand. Delivering education that is not only practical, but truly transformative.

Through our expanded curriculum, girls gained essential skills in education planning, reproductive health, and financial literacy, further strengthening the impact of our Better Me for Girls program. At the same time, women strengthened their confidence, communication, and economic independence through targeted trainings. We also launched our first workshop for educators on managing school violence, which is an important step toward building safer, more responsive learning environments.

As we look to 2025, PND enters a pivotal phase of growth. We will introduce new programs in additional schools, prioritize multi-year funding for long-term planning, and strengthen our model with a digitized, target group–appropriate curriculum, vibrant communities, and an alumni support network—ensuring our impact extends far beyond the workshop space.

None of this would be possible without the dedication of our staff, board, donors, volunteers, partners, schools, and the women and girls who participated in our programs. Your belief in the potential of women and girls drives everything we do.

Thank you for walking this path with us and for helping to build a more informed, resilient, and equitable future for all.

With heartfelt gratitude,

M. R. Benchapa Krairiksh
Chairwoman of the Board

Celebrating
25 Years of Empowerment



In 2024, PND proudly marked 25 years of empowering women and girls in Thailand. What began as a small initiative has grown into an internationally recognized organization reaching tens of thousands of lives with skills, confidence, and opportunity.

To commemorate this milestone, we held a meaningful gathering that included a traditional Buddhist blessing ceremony, a shared lunch with community members, and heartfelt reflections on our journey so far. It was a moment to pause, give thanks, and celebrate all that we've achieved together.

We are deeply grateful to everyone—donors, partners, staff, volunteers, and participants—who has stood with us over the past two and a half decades. Your continued support has shaped the lives of so many, and we are honored to walk into the future with you.

Thank you for being part of our story. Here's to the next 25 years of impact and possibility.







A New Look for a New Era
Marking 25 Years with Renewal

Along with marking our 25th anniversary in 2024, Pratthanadee Foundation unveiled a bold new identity that honors our history and shines a light toward our future.

At the heart of our new logo is the sunflower, a universal symbol of hope, optimism, and personal growth. In Thai culture, the sunflower expresses encouragement and the steadfast pursuit of well-being. Just as a sunflower turns its face toward the sun, seeking warmth and light, the women and girls in our programs rise with resilience and courage toward brighter opportunities.

The girl's upward gaze, her chin lifted high with confidence, reflects a belief in a better tomorrow. This is not only for herself, but also for her family and community as well.

Our refreshed color palette draws inspiration from the warmth and vibrancy of the sunflower, moving beyond the deep reds and pinks of our past on to embrace brighter, more expansive tones.

We also introduced a new font: Anuphan, a modern, Thai-English typeface designed for clarity, accessibility, and energy. Anuphan brings a softer, more dynamic feel to our communications which reflects the spirit of growth, approachability, and strength that defines our future.

To better reflect our evolution, we introduced PND as a shorter, easier-to-remember name for global audiences, while proudly retaining our full name, Pratthanadee Foundation, in Thailand. Along with this update, we launched a redesigned website (pndthailand.org) and new brand videos to better tell the story of our mission, impact, and vision for the future.

This new identity shows our renewed commitment to the journey we walk together toward greater empowerment, dignity, and opportunity for women and girls across Thailand.

Then
Old logo and colors



Now
New logo, new colors, new font, PND name





The Year in **Numbers**

↑ 2,934

Number of girls in Ubon Ratchathani who were trained in ‘Preparing for Success’, ‘Family Planning’, ‘Financial Planning’ and ‘Claim your Rights’ workshops.



↑ 756

Number of English course hours conducted.



↑ 95

Number of women in Bangkok who attended our career and personal development online courses.



↑ 53

Number of women in Bangkok who attended our weekly English language online courses.



↑ 30

Number of people whom we counselled on gender-based violence issue (face to face and via social media)



Better Me for Women: **Building Skills, Confidence, and Community**



This year, the Better Me for Women project continued to empower marginalized women—including Thai nationals and migrant women from neighboring countries—with the tools they need to live more secure, independent, and fulfilling lives.

Through skill-building workshops, intensive English classes, and counseling sessions, participants gained knowledge that will serve them at work, at home, and in their communities.





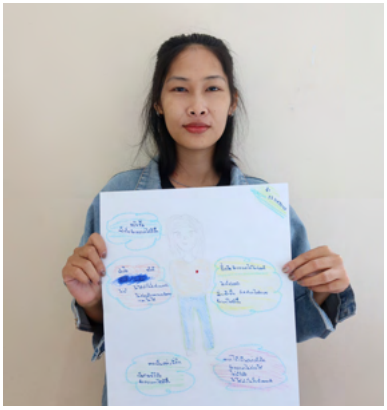


Better Me for Women: **Women Changing Their Lives and Others'**



"I love myself more now and feel braver being who I am. I've gained discipline, confidence, and time management skills. I even exercise 30 minutes every day now. Thank you for this opportunity."

Gigi
Waitress turned confident learner



"I used to be overwhelmed and quiet. Now I can manage my time and express myself confidently. I hope there will be more activities like this—it truly helps."

Fah
Manicurist and devoted mother chasing her dream



"Before learning English, my opportunities were limited. Now, I earn more, communicate better with my employer, and have gained meaningful friendships. It changed my life."

Joy
Housekeeper who found her voice and her worth

Better Me for Women: **Women Changing Their Lives and Others'**














Our Volunteers:
Standing Beside Them



"The women I work with are so resilient, dedicated and hard-working. They inspire me to do better every week, and I am proud to be assisting them on their journey to improve their lives through education. Furthermore, the staff is as good at supporting their volunteers as they are dedicated towards improving the lives of underprivileged woman."

Jitsupa Chin



"The women I work with are so resilient, dedicated and hard-working. They inspire me to do better every week, and I am proud to be assisting them on their journey to improve their lives through education. Furthermore, the staff is as good at supporting their volunteers as they are dedicated towards improving the lives of underprivileged woman. "

Chantal Lalonde



"I absolutely love the concept of the school, and it’s an honour to contribute some small part towards it. The staff could not be more friendly, helpful, courteous and welcoming, and the experience of teaching the women in my class is a true pleasure. I can only say the best things about my time with Pratthanadee Foundation. It’s a great organisation and a great school."

Jarrod Scott

Better Me for Girls:
Expanding Horizons

Over 43,600 girls reached through transformative workshops focused on safety, self-awareness, and success.

In 2024, we expanded our reach and deepened our impact by adding two new workshops that directly respond to the evolving needs of adolescent girls. These new modules focus on family planning and financial literacy, providing life-changing knowledge to guide their futures with confidence and independence.

Claim Your Rights

- Danger Awareness
- Basic Self-Defense
- Laws & Resources

Preparing for Success

- Post-School Paths
- Career Options
- Challenges

****Added in 2024****

Reproductive Health

- Women's Rights
- Staying Safe
- Family Planning

Financial Literacy

- Stability & Independence
- Debt Awareness Dangers



Better Me for Girls: Ubon and Sisaket Workshop Highlights







Overview

Since launching in June 2024, the Better Me for Girls project has equipped 500 underprivileged girls across Ubon Ratchathani and Sisaket with critical knowledge and life skills through three targeted workshops:

Preparing for Success

This first workshop focused on career readiness, education pathways, and safe job search.

- **91%** gained knowledge they had never received in school
- **93%** of girls felt better prepared to make future decisions
- **100%** of teachers confirmed the workshop supported skills beyond the classroom

"This activity helped me discover what I want to do and gave me confidence to continue studying."

Family Planning

This second workshop bridged theory and real-life application of reproductive health, contraception, STI prevention, and parenthood readiness.

- **95%** of girls better understood family planning
- **93%** felt more aware of support services
- **100%** of teachers saw strong student engagement and requested future sessions

"I learned not just about pregnancy prevention but about planning for a responsible, stable life."

Financial Planning

This workshop introduced girls to budgeting, saving, debt awareness, and financial goals.

- **96%** found the knowledge applicable to daily life
- **93%** now know where to seek financial help
- **100%** of teachers rated the content as highly relevant and engaging

"I now know how to track spending, avoid debt, and save for emergencies. This will help me in real life."

Better Me for Girls:
Life Skills in Action



Overview

In June 2024, Pratthanadee Foundation implemented life-skills and career planning workshops for **598** junior high school girls across 6 schools in Ubon Ratchathani and Amnat Charoen provinces, Thailand. The initiative aimed to empower girls with knowledge, confidence, and tools to plan their educational and professional futures.

Key Outcomes

- **90%** reported increased awareness of education and job opportunities.
- **87%** felt more confident making informed life decisions.
- **84%** gained new skills in self-reflection and future planning.









Voices from the Girls

“I discovered myself, gained confidence, and now know what I want to pursue.”
“This changed my life. I learned to see my own worth and plan for my dreams.”

Insights from Our School Partner: **Panadda Duangphak**

Senior Teacher, Khong Chiam Wittayakhom School, Ubon Ratchathani Province



Three Words to Describe the Pratthanadee Foundation:
"Good – Very Good – Excellent"
"**Good** reflects the Foundation's structured management and its clear communication with schools and students.
Very Good acknowledges its student-centered approach—empowering girls with vital life skills, career guidance, and awareness of their rights through interactive and enjoyable activities.
Excellent because students don't just learn—they apply what they've learned in real life, gaining confidence and self-direction."

Impact of Collaboration

> "The partnership between our school and the Foundation has been incredibly valuable. These workshops have a lasting impact on our students' lives and futures. I strongly recommend continuing this initiative year after year."

Student Reflections

> "After the training, our students expressed how much they enjoyed the activities. They were happy, actively engaged, and developed a deeper understanding of themselves. They were especially impressed by the warmth and expertise of the Foundation's facilitators."

Educational Benefits

> "The Foundation's programs significantly support our students' learning journeys. They help students plan their education and career paths, understand their rights, build confidence, and even share their new knowledge with peers. The impact is both personal and communal."

Suggestions for Future Programs

> "As a border-area school, we are grateful to the Pratthanadee Foundation for recognizing and supporting our students. We hope the Foundation can continue offering more hands-on vocational skill workshops like baking or hairdressing, which would be immediately practical for our youth."

Insights from Our School Partner: **Pattamawan Yingumnouchai**

Senior Teacher, Vichitra Pittaya School, Ubon Ratchathani Province



Three Words to Describe the Pratthanadee Foundation:
"Inspiring – Generous – Genuine"
"My first interaction with the Foundation was during a training at the Secondary Education Office. From that day, I was struck by how the team encouraged participation and open dialogue. Their warmth, sincerity, and the knowledge they shared—without expecting anything in return—truly moved me. Their dedication to others' growth is both generous and inspiring."

Impact of Collaboration

> "Working with the Pratthanadee Foundation has produced real benefits for our students. They became more enthusiastic and learned the value of teamwork. They also developed awareness around personal safety, risk prevention, and how to access support from public services—skills essential in today's fast-changing and competitive world. As a teacher, I observed effective knowledge-sharing methods that involved students deeply. The workshops used active learning strategies, with fun, diverse, and hands-on activities that kept students engaged and supported real learning."

Student Reflections

> "Our students felt truly happy during the workshops. They enjoyed learning new things, became more confident in working as a team, and were able to recognize unsafe situations. They learned how to avoid risky behavior and where to report it if needed. Most importantly, they felt more prepared to protect themselves."

Educational Benefits

> "All of the training topics were beneficial, but the session on education planning stood out. Many students want to attend university, and the training helped them understand how to get there—whether through academic planning or household financial management. This knowledge is especially crucial for students without access to higher education, helping them live more responsibly in society."

Suggestions for Future Programs

> "We're incredibly thankful to the Pratthanadee Foundation for providing meaningful, real-world knowledge. It has broadened students' worldviews—and even us teachers learned a lot. The content isn't just helpful for daily life, but can also be used to help others. These lessons benefit students, their families, and their wider communities. Please continue these trainings, especially those that build practical skills and personal development."

Educator Workshop on Violence and Stress Management: **Creating Safer Schools**

Organized by Pratthanadee Foundation & Embassy of Canada to Thailand







Workshop Objective

To equip educators with practical tools for identifying and managing violence in schools, while also strengthening their stress management and emotional resilience.

Key Workshop Sessions

Understanding School Violence

Law Enforcement Collaboration

Public Health Support

Educator Stress Management

Impact & Educator Feedback

90% strongly agreed the workshop was highly beneficial

68.4% strongly agreed they gained practical knowledge

65% could apply workshop lessons in their schools and lives

65% felt empowered to share knowledge with peers

Looking Ahead

The success of this workshop underscores the value of cross-sector collaboration—between educators, law enforcement, and public health—to foster safe, supportive learning environments.

Future plans include expanding to more schools, deepening session content, and offering practical toolkits for educators.

"I now feel better equipped to handle student trauma and care for my own mental health." – Workshop Participant

Special Visits & Collaborations
Building a Stronger Future Together

Strengthening Community, Creativity, and Support

In 2024, PND was honored to welcome a range of visitors whose presence and partnership reaffirm our shared commitment to empowering women and girls in Thailand. These meaningful exchanges opened doors to future collaboration, deepened cross-sector understanding, and reinforced the strength of our growing community.



Welcoming Artists from the Baturu Cultural Festival

We were delighted to host artists from the Baturu Cultural Festival Bangkok, including special guest Li Dan, for an inspiring cultural exchange. The visit was a wonderful opportunity to share our story, explore creative collaborations, and envision how art can amplify our mission. We're excited about the possibilities ahead and thankful for this chance to connect across cultures.



A Visit from Srinakharinwirot University – Faculty of Political Science

The Foundation also welcomed faculty and students from the Department of Political Science, Faculty of Social Sciences at Srinakharinwirot University. During their visit, we shared our history, philosophy, and impact strategies to strengthen their understanding of gender empowerment. It was a pleasure to engage with the next generation of leaders and thinkers.



Partnership Visit: Anderson Foundation & Zinpro Corporation

We were thrilled to host representatives from the Anderson Foundation and Zinpro Corporation to showcase our grassroots initiatives for women and girls in the Northeastern region. We extend our heartfelt thanks to the Anderson Foundation for their continued support. Their contribution has been instrumental in enabling girls to access life skills, educational guidance, and career development opportunities.

Key Supporters and Partners in 2024





















บริษัท เทเลไดเร็ค เทเลคอมเมิร์ซ (ประเทศไทย) จำกัด

Meet the PND Community
Every Gift Counts

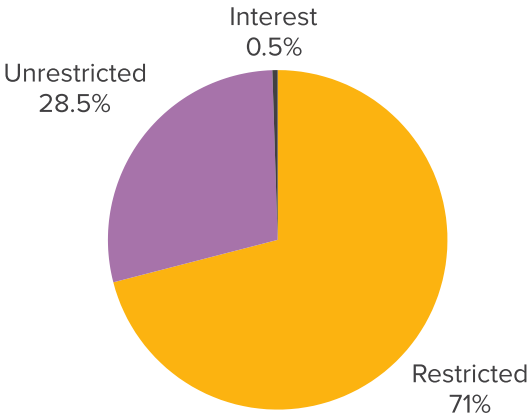
The Pratthanadee Foundation would like to express special thanks to the following partners, friends, institutional donors, donors via K-Plus Market and individual donors, whose support made a vital difference in 2024:

- Anonymous donors
- 2 V Auditing Limited
- Adam Payne
- Ana Cuan
- Asmamaw Fekadu
- Berin Fischer
- Byron Kwan
- Canina Stiftung
- Chaitali Chaitali
- Chortigah Nadia Brown
- Christian Rainer
- Claudio Caballero
- Cynthia Ho
- Darin Phaovisaid
- David and Eimear Fischer
- Dominic Sbresni
- Elizabeth Di Cioccio
- Gabrielle de Jong
- Grace Cheng
- Helping Hands
- James Keaveney
- Jennifer L Fackelman
- Joanna Thompson
- John Cooper
- Joli Phillip
- Joseph Shin
- Julia Goding
- Karla Cripps
- Kieran Quinn
- Kristy and John Korngold
- Ling Yi Chen
- Man Chi Wong
- Matthew Verghese
- Michael Meyer
- Michael Pound
- Michael Robertson
- Michael Winter
- Mot Dhanaprasidhikul
- Nam Kelvin
- Nicholas Edney
- Nuru Kiyemba
- Olivia Rodrigo (via Live Nation Tero Entertainment Co., Ltd.)
- Parissa Atashbarg
- Patrick Winn
- Rachel Constantino
- Roger Moragues
- Rosalind Crawford
- Christie and Rosanna Wolleberg
- Siam Raptors Basketball Club
- Stephan Baumann
- Susan Patterson
- Susannah Grover
- Swati Mitra
- Todd Phillips
- Tonya Parriag
- Wanwirote Varophas
- Waraporn Rujisart
- William Martin

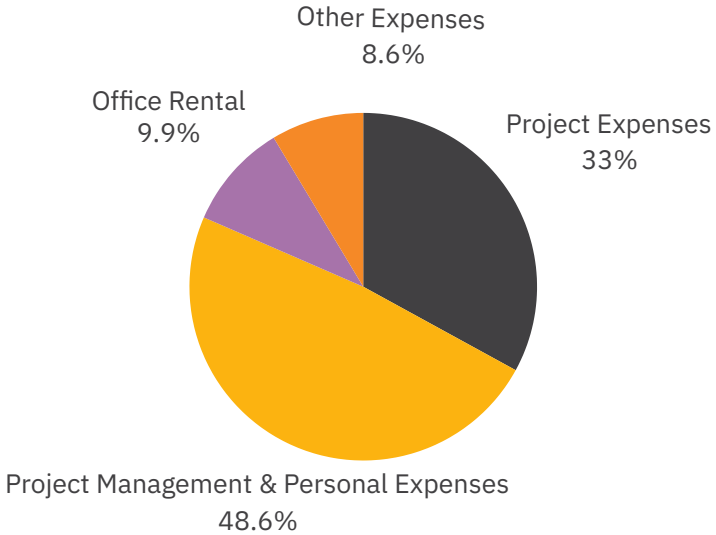
While we have tried our best to ensure the listings are correct, we invite you to get in touch if you notice any errors or omissions.

Financial Report
(Oct 2023- Sep 2024)

Funding Sources	THB	USD
Restricted Donations	฿2,946,321.14	$83,646.06
Unrestricted Donations	฿1,184,065.73	$33,615.63
Interest	฿20,816.44	$590.98
Total	**฿4,151,203.31**	**$117,852.66**



Expenses Breakdown	THB	USD
Project Expenses	฿2,103,151.81	$59,708.48
Project Management & Personal Expenses	฿3,096,777.00	$87,917.50
Office Rental	฿628,727.04	$17,849.56
Other Expenses (inc. tax)	฿549,517.23	$15,600.79
Total	**฿6,378,173.08**	**$181,076.33**



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Pratthanadee Foundation

We are a small team funded by donations. We rely on your generosity to continue offering underprivileged women and girls the chance to build a better life.

Please consider joining us today by making a donation at pndthailand.org/donatenow or by getting in touch using the contact details above. Thank you.

