

GOODWILL GROUP FOUNDATION
Grant Proposal
2011



25/9 Soi Sukhumvit 16
Sukhumvit Road, Khlong Toei
Bangkok 10110
Thailand
Tel. +66 (0)2 258-9346-9; +66 (0)2 258-9349 / Fax: +66 (0)2 258-9347
goodwill@goodwillbangkok.org | www.goodwillbangkok.org

Goodwill Group Foundation

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Name of Project:	Train 7,000 disadvantaged Thai women in Northeastern Thailand
Grant Request:	USD \$284,659 (8,539,759 Thai Baht ¹)
Period of Grant:	3 years ²

I. Name of Organization

Goodwill Group Foundation (“Goodwill”)

II. Organization Contact Information

Address: 25/9 Soi Sukhumvit 16, Sukhumvit Road, Khlong Toei
Bangkok 10110, Thailand
Website: www.goodwillbangkok.org
Email: goodwill@goodwillbangkok.org
Telephone: +66 (0)2 258-9346-9; +66 (0)2 258-9349
Fax: +66 (0)2 258-9347

III. Point of Contact at Organization

Managing Director: Ms. Sarochinee Anyawachsomrith
Mobile: +66 (0) 81 866 1868
Email: beer@goodwillbangkok.org

Development Director: Ms. Potjamarn Bunkraisri
Mobile: +66 (0) 86 888 7723
Email: ann@goodwillbangkok.org

IV. Organizational Profile

Goodwill’s mission statement is to improve the quality of life of disadvantaged Thai women through education, skills training and career services.

Goodwill is a Thai non-governmental organization (NGO) registered in Bangkok, Thailand. Goodwill is registered under the Office of the National Culture Commission (license number: Tor 490/2543 and registry number: Kor Thor 1158). Goodwill was founded in December 2000 by Mr. Enrique Cuan. Goodwill offers its services exclusively to disadvantaged women. Virtually all of the women with whom Goodwill works have never finished high school, have migrated to Bangkok from poorer rural provinces in search of employment to support their family, are single or separated/divorced and have to support their parents and children back home. For those who are currently employed, the majority of the women find themselves in informal employment characterized by unstable income and poor working conditions (e.g. factories, construction, and temporary jobs, including work in the sex trade).

In accepting student enrollments, Goodwill prioritizes women that do not have tertiary qualifications, generally conserving resources for women who possess a low level of formal education. Large numbers of women in Thailand are economically and socially marginalized. Goodwill believes that in order to improve their quality of life, they must first improve their education, have access to skills training, and be

¹ Exchange rate: USD 1 = THB30

² Opening date pending receipt of the first year’s funding

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able to tap into career services. For those women who have children (29% of Goodwill's student population) the trickle-down effect can be significant as an increase in parental income has proven to have a positive impact on the future incomes of children. Goodwill's services are conducted free of charge. However, once enrolled in an English class, students have to pay for their books which cost 400 Thai Baht (approximately US\$13). Other services including computer and vocational training are free. In 2008, a total of 512 women enrolled in our English and vocational courses. The organization relies on a relatively stable population of volunteers (currently 40) to conduct courses on English language, computer skills, and vocational topics. These volunteers include both Thai citizens and expatriates, some of whom are professional English teachers. Through the volunteer teacher model, Goodwill operates a lean model where donor funds are conserved for administrative overheads, saving on teacher fees and providing the greatest leverage for every dollar of donation.

Goodwill's board of directors comprises six board members. Goodwill employs five full-time staff. For profiles on the board members and staff, please refer to the Annex. Goodwill also takes in volunteer interns occasionally to help run the programs or conduct strategic reviews.

Below is a summary of the programs currently offered at Goodwill:

1. Vocational Training and Career Service Program

- This program has three main goals that link with one another:
 - 1) To develop specific skills suited for jobs that provide stable and fair income under safe working conditions;
 - 2) To develop skills that women can use to gain a supplementary source of income; and
 - 3) To develop knowledge and self-confidence.
- Vocational Training includes: English for housekeepers and nannies; CPR and First Aid training; handicrafts training; self-defense; make-up and personality development, etc.
- Career Service includes: Job referral and placement, resume preparation, interview preparation, etc.

2. English Training Program

- The goal is to develop and strengthen the women's verbal, reading and writing skills in English.
- 1) Basic English; 2) Beginners English Conversation; and 3) Intermediate English Conversation. Three-hour lessons are conducted weekly for ten weeks

3. Computer Training Program

- The goal is to develop basic computer skills for employment and for personal use. Skills include typing, internet usage, email, and Microsoft Office (Word, Excel, Powerpoint etc).
- Goodwill's computer lab is available for students to use during their free time. Students are also encouraged to supplement their English classwork through computer-based English self-study.

V. Goodwill Group Foundation's Impact

In August of 2009, Goodwill developed an Impact Analysis based on a survey of 180 students. Our findings demonstrate that:

- 36% of our students found a better-paying job because of Goodwill
- 40% of our students achieved greater social integration
- 40% of our students became more confident
- 25% of our students achieved greater self-esteem

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As part of Goodwill's Impact Analysis, Goodwill also calculated its Social Return on Investment (SROI), which demonstrates that:

- On average, a woman that successfully utilized teaching and job training services at Goodwill found a job paying Bt 3,100 (US\$94) more per month, representing a 39% increase to the student median monthly income of Bt 8,000
- This represents a US\$19,000 increment in earnings over her remaining working years
- Roughly 36% of the 512 women at Goodwill were impacted this way, leading to total impact of Bt 115 mn (US\$3.5 mn) generated in 2008
- Based on operating expenses of Bt 3.0mn (US\$90,067), this translates into an Impact: Cost leverage ratio of 38.6 times

The analysis confirmed the true value of Goodwill's work. For more details, please refer to the PowerPoint Presentation attached together with this grant proposal.

VI. Proposed Project: Train 7,000 disadvantaged Thai women in Northeastern Thailand

With a population of approximately 1.8 million, Ubon is the second poorest province in the Northeast region of Thailand³. The main sources of economic activity are agriculture (e.g. rice farming, gardening, and fishery) and small-scale manufacturing. According to the National Institute of Development Administration, migrants in Bangkok from the Northeast generally migrate to seek employment, are unskilled / uneducated, and were working in the agricultural sector.

Anecdotal evidence also indicates that when women arrive in Bangkok and do not have a proper support network, they fall at risk of taking up undesirable jobs because of a lack of information and a sense of desperation, especially when they are unable to find work quickly enough to support themselves in the city. These undesirable jobs include jobs in the sex industry, jobs with unsafe working conditions, jobs with unfair / unstable income and employment profiles, etc.

Therefore, the main purpose of the project in Ubon is to act as a "feeder" branch to our head office in Bangkok, where women who migrate from Ubon will immediately find a support network based on their interaction with the Goodwill branch in Ubon. They can rely on Goodwill to provide them with the right skill sets to be employable in better paying jobs with better work conditions, to refer them to those jobs, and to provide contact information for emergency and support services. Secondly, the branch in Ubon will localize these value-added services and provide them to women who do not eventually migrate to Bangkok, allowing them to be better candidates for employment in Ubon.

Goodwill chose Ubon because it is the best-represented province among the students at Goodwill's Bangkok office. Goodwill also consulted with two local NGOs that have been working in Ubon for more than ten years: Raks Thai Foundation⁴ and Pearl S. Buck Foundation⁵. Both are of the view that Goodwill would be providing services that would be highly valued in the province, bridging the gap that no other NGO is currently bridging. They have expressed interest in working with Goodwill to help us accomplish our objectives.

³ Source: National Economic and Social Development Board (www.nesdb.go.th)

⁴ Raks Thai Foundation (www.raksthai.org) works with marginalized members of society through several programs including education on HIV/AIDS prevention, environmental conservation, vocational skills development, and disaster relief. Raks Thai Foundation manages 32 projects across Thailand. In the Northeastern region, Raks Thai manages projects in six provinces, including Ubon, where their Northeast head office is located.

⁵ Pearl S. Buck (www.psb.org) provides HIV/AIDS prevention training in Ubon.

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Goodwill aims to provide its services to approximately 7,000 girls and women in Ubon within three years of the establishment of the branch (please see more details in Section VII, under “Breakdown of expenses per student”).

Target Groups in Ubon:

Goodwill aims to work with high school students, recent high school graduates / drop-outs and potential migrants in the neighboring villages, focusing on (but not strictly limited to) women and girls.

Planned Programs in Ubon:

1. Training workshops for women and girls before migrating to Bangkok for employment
2. Career consultation and placement for employment in Bangkok
3. English language and computer training
4. Vocational training

All workshops will be conducted by Goodwill staff and volunteers, in English and in Thai.

VII. Detailed Project Objectives, Activities and Indicators

For three years (Opening date pending receipt of the first year’s funding):

1	Training workshops for women and girls before migrating to Bangkok for employment
Objective	<ul style="list-style-type: none"> • Focusing on (but not strictly limited to) women and girls, GGF will prepare high school students, recent high school graduates / drop-outs and those in the neighboring villages who are planning to migrate to Bangkok for employment.
Activity	<ul style="list-style-type: none"> • The workshops will be organized both at the Ubon branch office and at different schools and villages (outreach trips). • The workshops will provide advice on how to deal with the potential hazards of living and working in Bangkok. • Women and girls will be given a training kit containing contacts and information on government ministries, public services and NGOs that they can reach out to for assistance in Bangkok, i.e., Goodwill Bangkok office, hospitals, social services departments, etc. • The workshops will also raise awareness on labor rights, the sex industry, human trafficking and HIV/AIDs prevention.
Indicators	<ul style="list-style-type: none"> • At least two workshops organized per week at the Ubon branch office, local schools and/or villages. • At least 30 girls and women attend each workshop.
2	Career consultation and placement for employment
Objective	<ul style="list-style-type: none"> • Assist women to find suitable, stable income with fair employment conditions.
Activity	<ul style="list-style-type: none"> • The Ubon branch office will assist and identify job opportunities for women seeking employment in Bangkok. This will be done through coordination with Goodwill’s Bangkok office. • For women intending to stay in Ubon, Goodwill will do the same locally. • Provide tailored and intensive training sessions in areas of career interest.
Indicators	<ul style="list-style-type: none"> • Target an increase of 30% in the salaries of the women placed through this program (this improvement is consistent with the impact Goodwill has had on its Bangkok participants).
3	English language and computer training
Objective	To develop and strengthen women’s English language and computer skills.
Activity	<ul style="list-style-type: none"> • English and computer classes will be opened for women enrolled at Goodwill’s

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	<p>Ubon branch office.</p> <ul style="list-style-type: none"> English courses will include: 1) Basic English; 2) Beginners English Conversation; and 3) Intermediate English Conversation. Weekly three-hour lessons will be conducted over the course of ten weeks. Computer courses will include Microsoft Office, internet and email training for women enrolled at Goodwill's Ubon branch office.
Indicators	<ul style="list-style-type: none"> At least four English classes and three computer training classes at Ubon branch office every week. At least 10 – 15 girls attend each workshop.
4	Vocational training
Objective	Develop commercially viable skills and the capabilities to increase job search success rate.
Activity	<ul style="list-style-type: none"> Specialized English programs for jobs in tourism, healthcare, wellness and other commerce related industries, handicrafts training to supplement income, and courses on job application and interviewing.
Indicators	<ul style="list-style-type: none"> At least 2 workshops organized per week at different villages. At least 15 women attend each vocational training workshop.

Breakdown of expenses per student:

	Outreach	Computer	English	Vocational	TOTAL
Students per class	30	10	10	25	
Classes / year	40	10	10	40	
Students reached / year (1)	1,200	100	100	1,000	2,400
Students reached over 3 years	3,600	300	300	3,000	7,200
Students reached over 5 years	6,000	500	500	5,000	12,000
Cost of program (USD) (2)					USD 284,659
Cost/ student (USD)					USD 24
(In Thai Baht)					THB 712

(1) Does not include women assisted through career consultation and placement (Activity 2), which are based on students' initiative and hence difficult to forecast.

(2) Detailed budget in Section VIII.

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Timeline:

**Please note that the timeline is subject to change depending on when Goodwill receives sufficient funds to open its branch in Ubon.*

Tasks	Yearly schedule 12 months											
	1 st month	2 nd month	3 rd month	4 th month	5 th month	6 th month	7 th month	8 th month	9 th month	10 th month	11 th month	12 th month
1. Rent location to establish GGF Ubon office and buy office equipment.	●											
2. Recruit staff through job placement announcements at Ubon Employment Office, contacts in local universities, radio stations, local NGOs and through word-of-mouth. Announcement will also be made on www.ThaiNGO.org.	●	●	●									
3. Recruit Thai and Foreign volunteers.	Volunteer opportunity will be open whole year											
4. Begin awareness campaign using the local media and by networking with leaders from the provinces, districts, sub-districts and villages. This will also include the forming of partnerships with local schools.	●	●	●	●								
5. Organize consultations and workshops to prepare students before coming to work in Bangkok. This will include vocational skills, life and motivation coaching workshops.					●	●	●	●	●	●	●	●
6. Train and prepare students for job interviews in Bangkok. Job openings will be provided by the GGF Bangkok branch.					●	●	●	●	●	●	●	●

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VIII. Detailed Budget

Total Grant request for funding: USD \$284,659 (8,539,759 Thai Baht)

Period of Grant: 3 years opening date pending receipt of the first year's funding

Total Grant request for funding:

Fiscal Years ended September 30

Thai Baht

	2010 (May-Sep)	2012	2013	2014 (Oct-Apr)
Operating expenses	714,418	2,280,204	2,498,538	1,531,600
Capital expenditures	1,455,000	60,000	0	0
Total THB	2,169,418	2,340,204	2,498,538	1,531,600

USD

	2010 (May-Sep)	2012	2013	2014 (Oct-Apr)
Operating expenses	23,814	76,007	83,285	51,053
Capital expenditures	48,500	2,000	0	0
Total USD	72,314	78,007	83,285	51,053

Total

	2010 (May-Sep)	2012	2013	2014 (Oct-Apr)
Total THB	2,169,418	2,340,204	2,498,538	1,531,600
Total USD	72,314	78,007	83,285	51,053

Grand Total (3 years) THB	8,539,759
Grand Total (3 years) USD	284,659

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Statements of Revenues and Expenses – Branch

Period of Grant: 3 years (opening date pending receipt of the first year's funding)

Fiscal Years ended: September 30

Expenses	2011 (May-Sep)	2012	2013	2014 (Oct-Apr)
Benefits and Allowances	27,668	103,404	117,688	73,500
Contract Labor	10,000	24,000	24,000	14,000
Teaching Supplies	15,000	36,000	36,000	21,000
Printing and Reproduction	15,000	36,000	36,000	21,000
Training Expense	27,500	66,000	66,000	38,500
Marketing	12,500	30,000	30,000	17,500
Salaries	395,250	1,477,200	1,681,250	1,050,000
Rent and Service	75,000	180,000	180,000	105,000
Telephone	10,000	24,000	24,000	14,000
Internet	5,000	12,000	12,000	7,000
Electricity	17,500	42,000	42,000	24,500
Water.	2,500	6,000	6,000	3,500
Equipment Rental	0	0	0	0
Computer Repairs	2,500	6,000	6,000	3,500
Equipment Repairs	5,000	12,000	12,000	7,000
Office Supplies	10,000	24,000	24,000	14,000
Postage and Delivery	2,500	6,000	6,000	3,500
Dues and Subscriptions	0	0	0	0
Transportation	30,000	96,000	96,000	56,000
Travel	20,000	24,000	24,000	14,000
Meals & Allowance	5,000	12,000	12,000	7,000
Bank Service Charges	1,500	3,600	3,600	2,100
Licenses and Permits	0	0	0	0
Fines-penalty fees	0	0	0	0
Miscellaneous	25,000	60,000	60,000	35,000
Total	714,418	2,280,204	2,498,538	1,531,600
USD	23,814	76,007	83,285	51,053

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THB

Salary detail:	2011 (May-Sep)	2012	2013	2014 (Oct-Apr)
Program Manager	215,250	532,200	538,000	336,000
Vocational Manager	100,000	325,000	336,250	210,000
Vocational Coordinator	80,000	260,000	269,000	168,000
Outreach worker	0	180,000	269,000	168,000
Outreach worker	0	180,000	269,000	168,000
Total	395,250	1,477,200	1,681,250	1,050,000

Capital Expenditures

Capital Expenditures	2011	2012
Furniture	150,000	
Car	800,000	
Whiteboards (4)	5,000	
Air conditioners (3)	45,000	
Laptops - staff (2)	60,000	60,000
Computers - students (10)	300,000	
Xerox machine	30,000	
Water cooler	5,000	
Total	1,455,000	60,000

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ANNEX: Board and Staff

List of Board Members:

1. M.R. Benchapa Krairiksh, Honorary Board Adviser

M.R. Benchapa is a graduate of Political Science from Chulalongkorn University. She contributes to many charitable organizations such as The Foundation of the Promotion of Supplementary Occupations and Related Techniques of Her Majesty Queen Sirikit of Thailand (SUPPORT) and the Saengsawang Foundation, an NGO that focuses on supporting young children in need.

2. Mr. Enrique Cuan, Founder and Chairman

A graduate of Tufts University, Mr. Cuan established Goodwill in 2000 to try to help disadvantaged women in Thailand by providing them with educational training and employment opportunities.

3. Mrs. Sanhajutha Chirathivat, Member

Ms. Chirathivat is a senior executive of Central Group, a major owner, developer and operator of shopping malls and retailing (Central Department Store), and trading businesses in Thailand. Ms. Chirathivat is active in many social causes and has worked with NGOs in Thailand that focus on women's issues and agricultural development.

4. Mrs. Thipyani Samalapa, Member

Ms. Sampala is a graduate of Chulalongkorn University and holds a Masters of Theological Studies from Harvard University Divinity School. She is a passionate advocate in combating discrimination and violence against women and children and was formerly Policy and Plan Analyst of the Office of the National Commission on Women's Affairs Social Development Officer, board member of the Ministry of Social Development and Human Security and consultant with the 1387 Hotline for Children.

5. Mr. Paradai Theerathada, Member

Mr. Theerathada is the Executive Vice President of the Corporate Communications Group at the Thai Military Bank and holds a Bachelor's Degree in Political Science from the University of North Carolina. Mr. Theerathada views education as a means to narrowing the socio-economic gap between Thai men and women, and that it is the responsibility of those more fortunate to give back and provide opportunities to disadvantage Thai women.

6. Ms. Michelle Lai, Member

Ms. Lai is an investment banker at Citigroup in Hong Kong; she graduated from the Wharton School and the College of Arts and Sciences at the University of Pennsylvania. Ms. Lai maintains an active interest in the social capital markets, focusing on impact evaluation and program-related investing.

7. Mr. Kurt Alan Heck, Member

Mr. Heck is a former software executive with a varied 20-plus-year career in Latin America and Asia. He is a Certified Public Accountant and a graduate of the American Graduate School of International Management. He is also the Managing Director of the Annika Linden Foundation, which focuses on health and education projects in Southeast Asia.

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List of Staff in Goodwill Bangkok Branch Office

1. Ms. Sarochinee (Beer) Unyawachsumrith, Managing Director

Ms. Unyawachsumrith has worked with Goodwill for eight years and is responsible for the successful development and operation of Goodwill. She is a staunch believer in education and its role in empowering women.

2. Ms. Potjamarn (Ann) Bunkraisri, Development Director

Ms. Bunkraisri has experience in working with grassroots and international NGOs in the areas of women's rights and gender and development. She has joined Goodwill Group Foundation with a strong commitment to working towards the betterment of livelihood of disadvantaged women.

3. Ms. Weena (Nang) Autharam, Senior Administrative Assistant

A former Goodwill student, Ms. Autharam is one of many students who have shown dedication in her English studies in order to improve her life. Impressed by her determination, Goodwill hired her in 2003. She is very committed to helping disadvantaged women and is an inspiration to many of the women at Goodwill.

4. Ms. Sirinapa (Klong) Suwannatham, Administrative Trainee

A current Goodwill student, Ms. Suwannatham was hired recently to assist with basic office tasks. She is 18 years old and came to Bangkok from Chiang Mai when she was 16 where she had been working as a domestic helper. Her dream is to study business at Ramkhamhaeng University.

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