





2003 - 2005 Turning a Dream into Reality



2006 - 2009 Transformation Expansion for more impact



2010 - 2014





2015 - 2020 Local empowerment



2020 - 2023 Growing-up



Help us write the future



Child's Dream in Numbers 56

2 | OUR JOURNEY OUR JOURNEY | 3

INTRODUCTION

Marc Thomas Jenni Co - Founder of Child's Dream

Early May 2003, UBS office, Suntec City, Tower 5, 10th floor, Singapore. This is where it all began. This is where the two of us made the life-changing decision to 'jump ship'. But why did we decide to leave our promising banking careers behind, abandoning a familiar and comfortable lifestyle? It was a uniquely inopportune moment to leave the industry, amidst a flourishing financial landscape post Asian crisis, where prosperity seemed to reach new heights. It was in this environment that I had to make a deliberate and conscious decision. After nearly 20 years in banking, I was looking for a new challenge and to break

out of the status quo but simultaneously, I had no idea what could come next. For Daniel it was different; he recognized that banking was not his true calling and a more meaningful path awaited him. Perhaps the recent promotion to senior management, just days before his resignation, served as an additional catalyst for this decisive leap. A mere 24 years old, serving as the then youngest director of UBS worldwide, he had achieved more than many of his more senior peers. From the vantage point of success, Daniel began to search for his next endeavor outside of the confines of his banking career.

For Daniel, the steps seemed very easy. He was always an adventurer, a dreamer and never swam with the flow but for me, it was different. I'm a more conservative person, pay more attention to what others might think of me and felt a fair amount of 'status anxiety'.



The clarity Daniel had,
I did not. I remember that
I felt intrigued to just 'jump
out of the window' into the
unknown. Risk something,
experience something.
Today, I confidently
recommend everybody to
'jump'; you will find out
that you can fly.

It still is, and always was, our ultimate goal to get out of business and to have sustainably solved educational and health problems for the communities we work in, thereby creating a more fair and just society.



20 years have passed since our humble beginnings. Not in our wildest dreams would we have imagined the path that lay ahead of us. Having grown Child's Dream from a two men show into a highly impactful and efficient development organisation was not just challenging and demanding, but also hugely rewarding. It is not the personal reward which counts, though it feels good to have achieved something in life, it's the tremendous positive impact on our over 1.2 million beneficiaries we have created over the years. Well over 1,200 projects and programmes have either been completed or are still ongoing. Working in countries such as Myanmar, Cambodia, Lao PDR and Thailand comes with quite a set of challenges but together with our over 70 colleagues strong team, we can 'move mountains'. Having such a dedicated team at our side is a constant motivation to keep going, and keep going we will. Our impact evaluation team shows us day by day how much value was created for our beneficiaries and this is the fuel we need to carry us forward for the next 20 years.

It still is, and always was, our ultimate goal to get out of business and to have sustainably solved educational and health problems for the communities we work in, thereby creating a more fair and just society. Although a lofty goal, our experiences and achievements over the past 20 years give us enough confidence to believe in it.

We inspire each other.

We are committed to maintaining a culture that is friendly, caring, supportive, empathetic, appreciative and encouraging, based on mutual trust, respect and understanding for one another.

We value open and honest communication, having different perspectives, where everyone can speak their mind and seek clarification freely without any fear of being judged.

We enjoy and believe in what we do.

While we care for one another, we also strive to bring high standards of professionalism and objectivity into our work.

We take personal pride and ownership in what we do and are fully aware that our work is interconnected and we are all role models for each other.

Educated and empowered people responsibly shaping and sustaining fair, just and healthy societies for generations to come.

MISSI()N

We exist to ensure that children and young adults in the Mekong Sub-Region, affected by inequality, grow up to be healthy and have access to quality education and better employment opportunities. Everything we do enables them to live empowered and self-determined lives as equal and active members of society, with the potential to become responsible leaders of change.



TURNING ADREAM Daniel Macro Co - Founder of Ch

Daniel Macro Siegfried Co - Founder of Child's Dream

Knowing that banking would not be able to make me happy and fulfilled for much longer, I had started my soul searching mission a while ago. As part of this mission I was visiting various charitable organisations in South East Asia. After a heart touching visit to a children's shelter in the North of Thailand, I returned to my office at UBS in Singapore and was greeted by an unhappy compliance officer, who complained that the text size of the disclaimer in our latest sales prospectus was too small. With my mind still in the project in Thailand, all of a sudden everything became crystal clear. It was the perfect constellation allowing my heart and soul to overpower my rationale mind. I started my computer and wrote my resignation letter, and this was the end of my soul searching mission. I knew what I wanted to do.

We decided that Child's Dream would be the ideal name because we wanted to give vulnerable children the opportunity to not only have a dream but also be able to fulfill it.

After volunteering for a short while with an established NGO, which taught me how not to run an organisation, I wanted to establish my own foundation so that I could channel my energy to causes I felt passionate about. At the same time Marc also resigned from UBS and I invited him to come to Chiang Mai. It took quite a bit of convincing but eventually he agreed to help me start 'our' Child's Dream.

We decided that Child's Dream would be the ideal name because we wanted to give vulnerable children the opportunity to not only have a dream but also be able to fulfil it. Child's Dream was officially born as a charitable association in Switzerland on 22 October 2003, which was also my 25th birthday. This was the best birthday present ever!

We spent the next two years building the foundation of our organisation. We needed bank accounts, tax-exemption status, donors and a website. We also moved into our first home office and purchased our first project car – our beloved 1970 VW bus called Noki, which stands for 'bird' in Thai. However, the most important milestone back then was the hiring of our first staff member. Charuwan Phaisantham (nicknamed Tai) joined us in June 2004 and has ever since been vital to the success of Child's Dream. One of her first tasks was to help us register Child's Dream as a Thai Foundation, which was accomplished in November 2005. This was an important step, giving us legitimacy to work in the country. Almost 20 years later, she holds the position of Country Director for Thailand and is also the President of our Thai Foundation.

With the support from loyal friends, some former clients of Marc and the Swiss Embassy in Bangkok we were able to implement our first couple of projects. For the first two years, Child's Dream mostly supported existing children's organisations in the area of the infamous Golden Triangle. These organisations were caring for children at risk such as orphans, street children, child labourers, substance-abusing children and children affected by HIV/AIDS. Child's Dream helped these organisations to improve the living and hygiene conditions as well as the learning environments for these children.



Over time, we saw that more and more children were seeking protection and shelter at these organisations in Thailand. Although we felt that it was important to help these children to integrate back into society, we realised that we were not addressing the root causes of the problems and therefore our work was not as effective and sustainable as we had hoped. When we listened to children's individual stories, we found many similarities. Most of them were not able to attend school, came from broken families and suffered from poverty. This made us rethink our strategy...

TURNING A DREAMINTO REALITY



2003

Child's Dream
Association is
established as
a tax-exempt
charitable
oragnisation
under Swiss law on

22nd October.

2004

First project is initiated: a drinking water system for a project caring for street children called "Child life".





2004

Charuwan Phaisantham
(Nickname: Tai), our first
employee is hired and she is
still with Child's Dream.





2004

We decided to extend our scope from the Golden triangle to the Mekong Sub-Region.



2005

Child's Dream Foundation is officially approved by the Royal Thai Government.



2005

Second office is found on Muandam Phrakot Road, Chiang Mai & the first Project in Cambodia is approved. Transformation from Children's Charity
to **Development Organisation**

TRANSFORMATION

Daniel Macro Siegfried

Co - Founder of Child's Dream

After listening to the beneficiaries in our early projects, we realized that we need to change our strategy and approach in order to address some of the root causes why children run away from their homes; extreme poverty, domestic violence, broken families and a lack of education opportunities. We decided to focus our work on providing education to the children and youth in the most disadvantaged communities.

We realized that we need to change our strategy and approach in order to address some of the root causes why children run away from their homes; extreme poverty, domestic violence, broken families and a lack of education opportunities.

Child's Dream matured from a typical children's charity to a development organisation focusing on education. Our vision is to empower the next generation by equipping them with knowledge and skills so that they can lead self-determined lives back home.

To achieve this, we had to expand our mandate from the Golden Triangle to the Mekong Sub-Region. We wanted to bring education to the children and youth in their home communities, so that they could live and grow up with their families and relatives. Child's Dream matured from a typical children's charity to a development organisation focusing on education. Our vision is to empower the next generation by equipping them with knowledge and skills so that they can lead self-determined lives back home. Soon after we changed our mandate, we undertook extensive needs assessment trips to Lao PDR, Cambodia and along the Thai- Myanmar border. Only a few months later, we started to construct our first schools in Cambodia and Lao PDR.

We also realised that education needs to be accompanied with basic health care and hygiene. Without good health and hygiene children's education, and therefore their potential, will be limited. Besides establishing our own Children's Medical Fund to provide life-savings operations for children from Myanmar and Lao PDR, we also engaged with health partners to provide basic health care for children.

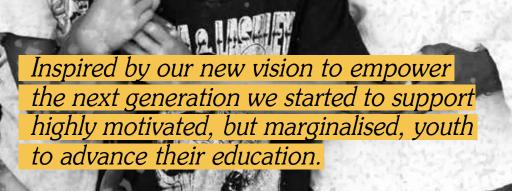




Thanks to the growing support from our donors, especially from Japan, we were able to not only expand our work for migrant children from Myanmar, but also strengthen our organisation. Since we were also receiving more donations from Hong Kong, we decided to incorporate Child's Dream under Hong Kong law and get tax exemption. We also agreed to open our first field office in Siem Reap in order to be closer to our projects in Cambodia. Yem Khlok joined us in August 2009 and has been our country director for Cambodia ever since.

As our team expanded, our second rented office in Chiang Mai proved inadequate so we embarked on the search for a permanent home for Child's Dream. After a construction period of six months we could move into our new office in October 2008 - just in time for our 5-year anniversary.

With a growing headcount, it became impossible for me to coach and supervise all my colleagues directly. We needed a new organisational structure...



2006

Children's Medical Fund is established providing life-saving operations.

2008

The first regional workshop held in Kao Yai National Park.



2009

We moved away from a country-specific structure to a focus group organisation.

Basic Education, Higher Education & Health

University
Scholarship
Programme is
launched for

Burmese students.





2008

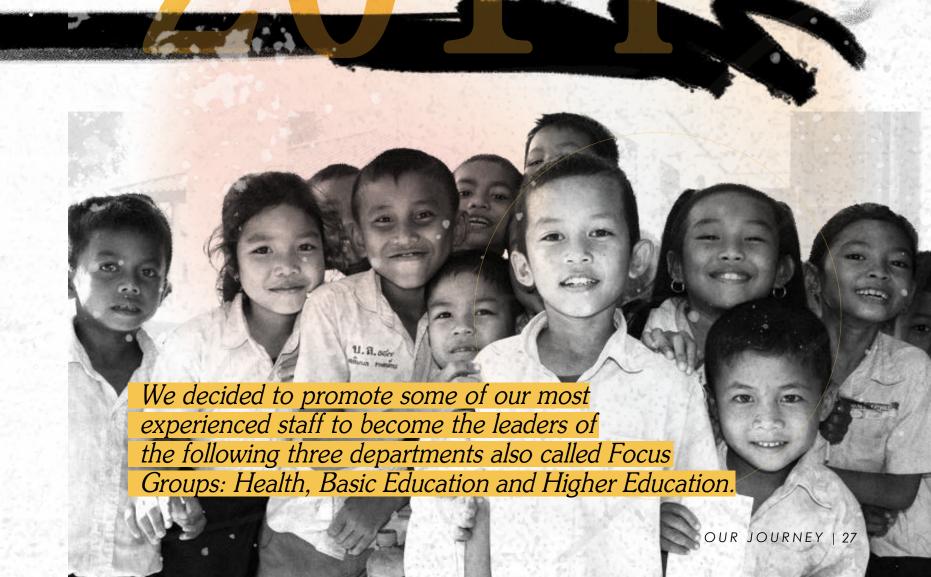
Our new permanent office is opened with a big bang on 22nd October 2008.

TRANSFORMATION

EXPANSION FOR MORE IMPACT

Daniel Macro Siegfried
Co - Founder of Child's Dream

In 2008 and 2009, Child's Dream was growing in terms of staff and donations received, as well as projects, so there was a need to restructure the organisation. It was no longer possible for me to directly lead, coach and monitor the entire staff in the project team. We urgently needed a middle management level. We decided to promote some of our most experienced staff to become the leaders of the following three departments also called Focus Groups: Health, Basic Education and Higher Education. Each Focus Group was specialised in its own field and worked across all four countries.



Having a new and robust structure in place, we could focus on expanding our work according to these three Focus Groups. Each Focus Group Head was also a member of the newly formed Proposal Evaluation Committee (PEC), which would review external and internal proposals.

In September 2011 the filming of the Swiss TV documentary 'Child's Dream—Two Bankers on Their Quest for Meaning' started. It was finally aired in December 2012 and triggered an incredible positive response.

Thomas Brittner, who joined us in February 2008, became the Focus Group Head 'Higher Education'. Under his leadership Child's Dream not only built up a vast network in Myanmar but also supported many higher education programme throughout the country. Tai became the Focus Group Head 'Basic Education' and worked closely with her team to increase the number of schools constructed and initiated our basic education scholarship programme. Suchada Kokanot (nicknamed Mong), who joined us in May 2009, became the Focus Group Head 'Health' and increased our support to health partners along the Thai – Myanmar border.

Besides our traditional work, Marc and I started a social entrepreneurship grant (SEG) programme to support young entrepreneurs, who have a promising social business idea. In 2010 we supported the establishment of Akha Ama, which is a social coffee business in the North of Thailand under the leadership of Lee Ayu Chuepa – a previous staff member of Child's Dream. Two years later we collaborated with Youth Connect, a partner in Mae Sot, to build a social enterprise guesthouse.

Not only were we increasing our project work, but we were also improving the publicity of Child's Dream. In September 2011 the filming of the Swiss TV documentary 'Child's Dream— Two Bankers on Their Quest for Meaning' started. It was finally aired in December 2012 and triggered an incredible positive response. The documentary helped us spread the word of Child's Dream and opened some doors that would have otherwise remained closed.



EXPANSION FOR IMPACT

2014

Awarded the Cross of Friendship Medal by the Prime Minister of Lao PDR.

2010

We launched of our high school scholarship programme.



2010

The establishment of Child's Dream Organisation (CDCO).



2011

The filming of "Child's Dream Documentary" for Swiss TV.



Anniversary.

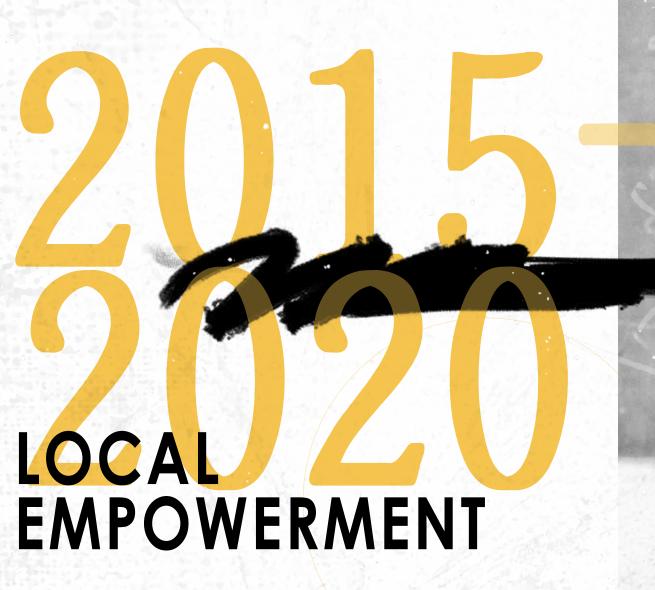
Opening of our social enterprise called 'the Picturebook Guesthouse' in Mae Sot, Thailand.



2014

We open our office in Yangon, Myanmar.

32 | OUR JOURNEY | 33



Daniel Macro Siegfried
Co - Founder of Child's Dream



After the first free and fair elections in Myanmar in 2015 we decided to register ourselves as Child's Dream Myanmar Association (CDMA) and officially opened an office in Yangon. This helped us to further expand our work in Myanmar. Besides working in partnerships with locally based organisations, we also started to collaborate with the Ministry of Education at district and township levels to build schools. After the sanctions were lifted, many large international organisations opened their offices which allowed us to hand over most of our health programs to them. In return, we started to focus on providing school health education and health screening.

At the beginning of 2015 we started a new era of Child's Dream, which so far had been managed by MDM - Marc, Daniel and Manuela. MDM was useful in building up the organisation and in growing trust among our donors, but we reached a level of complexity which required a wider consensus in decision-making. At the same time, we wanted to achieve an even higher identification of our senior colleagues with the organisation and further reduce operational dependency on Marc and myself. As a result, we introduced a new Management Committee (MC), which was responsible for operational decisions on processes, policies, guidelines, etc. This Management Committee united our experienced Focus Group Heads from the project side with three senior team members from the operational side. Besides creating the MC, we also hired Christin Reinhardt-Riedinger to grow into the role of Regional Director Operations. This freed up some of Marc's and my time and we could focus on visioning, strategy, donor management and fundraising.



We could also expand our work in Lao PDR and Cambodia thanks to the loyal support of our donors and our stable and experienced teams. We made a lot of progress to ensure that children even in the most remote and isolated communities could access education but we became increasingly concerned about the quality of education. As a result, we started our first teacher training programme in Lao PDR and in Cambodia. We also sought new partnerships in the area of teacher training and curriculum development.



With our growing field offices in Myanmar and Cambodia, our matrix organisation structure with all three Focus Group Heads being based in Chiang Mai but with the local supervision of our Country Directors became increasingly difficult to manage and led to confusion among the employees. We urgently needed a new structure to further empower the local offices...

As our management committee gained more experience in running Child's Dream operationally, Marc and I decided in 2018 to further empower them by delegating additional responsibilities and greater financial decision making power. We not only changed the name from Management Committee to Management Team but also formalised their roles and responsibilities.

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2017

New vision, mission & strategy goals for 2021.



2018

Child's Dream 15th Anniversary Celebration.

2020

We changed our organizational structure to empower our country offices.

2017

Child's Dream Myanmar is approved by the Myanmar Government.



Initial conclusions from impact evaluation produced.

LOCAL **EMPOWERMENT**

2015

website.



In December 2019, Marc and I started to work with the management team to discuss a new structure with the objectives of: empowering our local offices, reducing complexity in reporting lines, increasing synergies among teams in each location, developing more customised country-specific strategies and better utilising the organisation's vast knowledge, experience and competencies. After a series of online workshops due to Covid-19, we decided to structure Child's Dream according to three geographical areas with a respective Country Director in each: Myanmar with our office in Yangon under the leadership of Dr. Tint Maw; Cambodia with our office in Siem Reap under the leadership of Yem; and Thailand and Lao PDR with our office in Chiang Mai under the leadership of Tai. These three offices and staff are responsible for the implementation of our strategies in their respective countries. If needed, they are supported by staff with functional and technical expertise based in our regional HQ in Chiang Mai.

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complexity in reporting lines, increasing synergies among

teams in each location, developing more customised country

specific strategies and better utilising the organisation's vast

The last three years have been the most challenging ever because of Covid-19 and the military coup and its short-term impact on our programmes but even more so the long-term impact on our beneficiaries. In Myanmar we started to provide emergency relief to internally displaced people due to the post-coup violence. Due to increased security concerns, we had no option but to close our office in Yangon in May 2021 and relocate the team to our newly opened office in Mae Sot along the Thai – Myanmar border.

The last three years have been the most challenging ever because of Covid-19 and the military coup and its short-term impact on our programmes but even more so the long-term impact on our beneficiaries.

In 2022, we also reviewed the vision, mission and strategy of Child's Dream. Although our work has not fundamentally changed, there is a stronger focus on directing our support to vulnerable groups impacted by inequality. We identified eight strategic goals that we will follow for the next six years. We also reviewed and updated our values that will guide us in our daily work.

In 2022, we also reviewed the vision, mission and strategy of Child's Dream. Although our work has not fundamentally changed, there is a stronger focus on directing our support to vulnerable groups impacted by inequality.



Child's Dream is now in the 'Growing Up Phase', which has been focusing on the development of our own organisational capacity both from an operational and programme implementation point of view. Despite Covid-19 and the military coup in Myanmar, we decided to go ahead and work on a new tool that will assist us in managing our programmes and partnerships. We proudly call this tool the Child's Dream Programme Management Cycle (PMC). It was designed to lead our staff through all the steps needed to strategically plan, manage and review programmes implemented by us or our partners. An important part of the PMC is our Monitoring & Evaluation (M&E) process, ensuring that our programmes yield the intended positive change in the lives of our beneficiaries. The main objective of our impact evaluation is to improve our work for our beneficiaries.

We have a new strategy that guides our work, a new set of values that guide us as a team and a new approach that will improve the efficiency and effectiveness of our work. All we need now to make this possible is the loyalty and trust of our donors, friends and supporters. Thank you very much!

A few months after we had to close our office in Yangon, our Lao PDR team under the leadership of Supathra Matakoon (nicknamed Koy) requested to open an office in Lao PDR. After careful consideration and planning we decided to have our new country office for Lao PDR in Luang Prabang. In May 2023 the first Laotian staff moved from Chiang Mai back to their home country.

As we have just recently celebrated our 20 year anniversary in October 2023, we are reinvigorated to tackle the next 20 years as we feel more prepared than ever. We have a new strategy that guides our work, a new set of values that guide us as a team and a new approach that will improve the efficiency and effectiveness of our work. All we need now to make this possible is the loyalty and trust of our donors, friends and supporters. Thank you very much!

Child's Dream is now in the 'Growing Up Phase', which has been focusing on the development of our own organisational capacity both from an operational and programme implementation point of view.

GROWING-UP - L

2022

1 million+

Direct beneficiaries reached by our current and past interventions.

2020

We changed our organizational structure to empower our country offices.

2022

We move away from a focus group organization back to a countryspecific structure.

2022

Our first in-person annual workshop experience since the pandemic started.

2022

New vision, mission & strategy for 2022.



2022

INGO registration in Thailand.



2023

Child's Dream 20 Years Anniversary.

2023

Opening of our office in Luang Prabang, Lao PDR.

48 | OUR JOURNEY | 49



50 | OUR JOURNEY | 51



We anticipate that the challenging circumstances in Myanmar and Lao PDR will persist for the foreseeable future. The military in Myanmar will keep committing crimes against the civilian populace which is likely to result in further displacement, affecting not only individuals within Myanmar, but also potentially leading to an influx of refugees and asylum seekers into neighbouring countries such as India and Thailand. We are therefore getting ready to provide education to more migrants and refugees from Myanmar on Thai soil. The economy in Myanmar will continue to deteriorate as it becomes a failed state, driving more people to look for opportunities abroad. The military-run school system will not function outside of urban areas with tens of thousands of teachers and professors joining the civil disobedience movement. Thus alternative, non-traditional education will become increasingly vital.

It is expected that the Ministry of Education and Sport in Lao PDR will continue to have financial difficulties in supporting its education system. Thousands of volunteer teachers, who had been waiting up to seven years for a paid teaching post, have decided to pursue other careers as retiring teachers are no longer replaced. This leaves many schools understaffed, particularly rural primary schools. The struggle of high school or even university graduates to secure decent employment in Lao PDR is another issue that has an impact on education. This is likely to continue in 2024 until the economy hopefully starts to revive. As for Child's Dream, after close to two decades of work in the country, we finally made the decision to open an office in the northern Laotian city of Luang Prabang in 2023. This will enable us to more effectively address the persisting issues faced in the country.

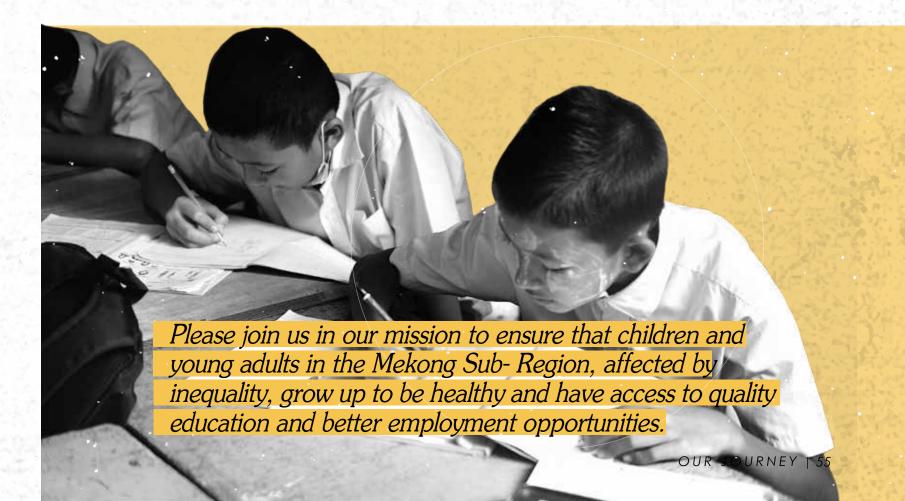
Looking ahead, it is crucial to cultivate a greater number of young, educated, and responsible leaders within the region. These leaders will play a pivotal role in dismantling economic and social obstacles, while actively building societies that are fair, inclusive, and healthy.

The situations in Cambodia and Thailand are expected to be relatively stable. We anticipate that Cambodia will continue to make progress in the field of education; however, a particular challenge lies in maintaining the interest of male students, especially at the secondary education level. Efforts will be needed to address this issue and ensure that male students are actively engaged in their education.

Across the region, there is a need to improve access to education by creating better learning environments that effectively cater to the needs of students by making learning more interesting and relevant for them. We also aim to provide more soft skill training to better prepare graduating students for the employment market and link them with potential employers through internship opportunities. Looking ahead, it is crucial to cultivate a greater number of young, educated, and responsible leaders within the region. These leaders will play a pivotal role in dismantling economic and social obstacles, while actively building societies that are fair, inclusive, and healthy.

As for Child's Dream we will try to address the changing needs of our beneficiaries. Besides growing our local country offices, we also plan to expand our partnerships to achieve this in the most efficient and effective way possible. Furthermore, we want to deepen the relationships with our partners by focusing more on impact, sustainability and organizational development. At the same time, we want to further empower our staff and partners to take on even more ownership of the needs and the services that we help to provide.

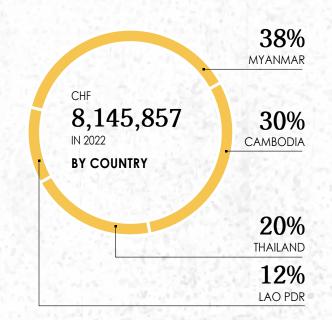
Please join us in our mission to ensure that children and young adults in the Mekong Sub-Region, affected by inequality, grow up to be healthy and have access to quality education and better employment opportunities.

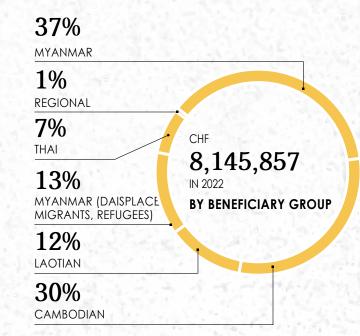


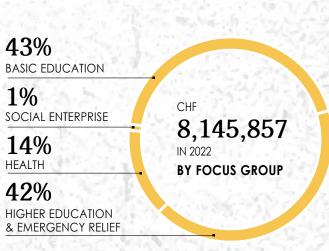
CHILD'S DREAM



PROJECT EXPENDITURE

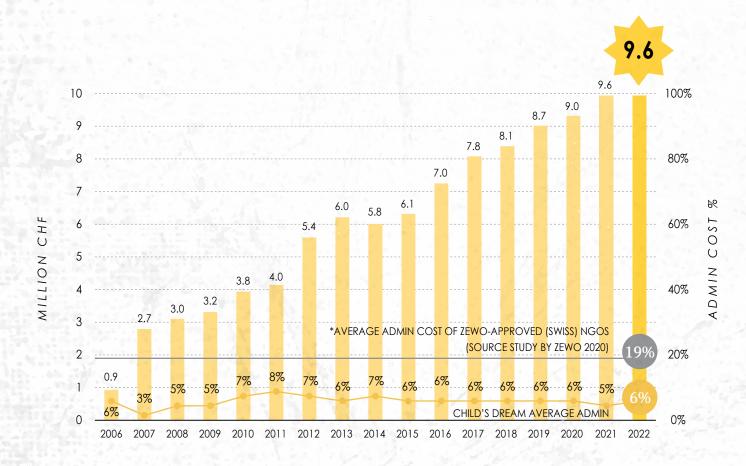






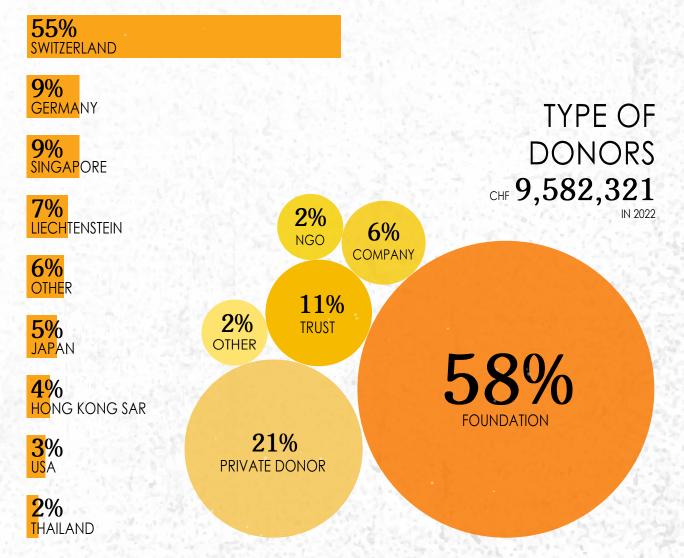
DONATION VOLUME

(M CHF) VS. ADMIN. COSTS (%)



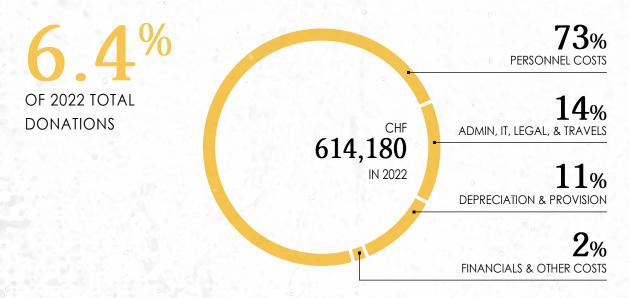
ORIGIN OF DONATIONS CHF 9,582,321

IN 202



58 | OUR JOURNEY | 59

ADMINISTRATION COST



OUR VOLUNTEERS

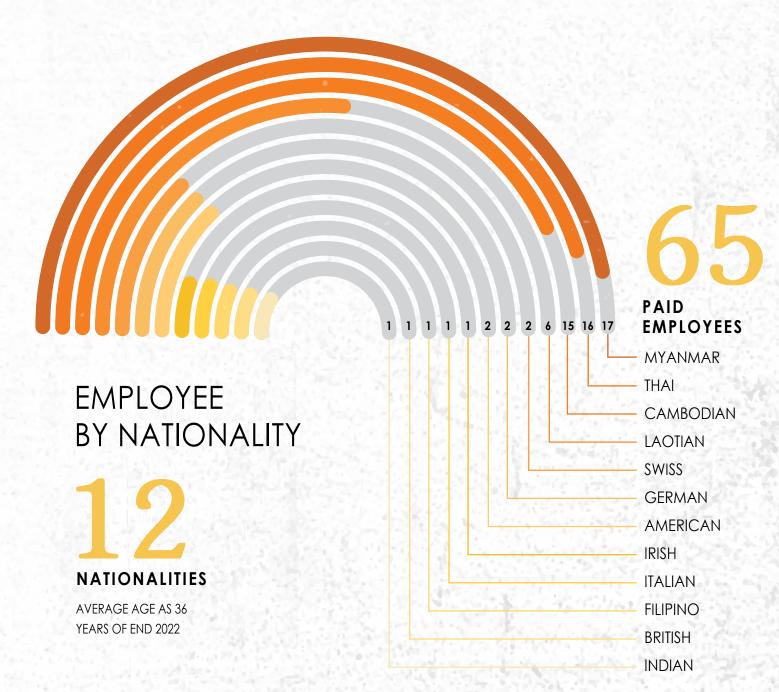
In 2022, 16 unpaid volunteers worked for the organisation. The volunteers stayed with us for different periods of time and contributed:

1,920

TOTAL NUMBER OF
FREE HOURS WORKED BY
OUR VOLUNTEERS IN 2022

2.96

MAN-YEAR IN 2022



60 | OUR JOURNEY

