ANNUAL
REPORT 2015

wedu®

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MESSAGE
FROM THE CEO

I am incredibly thankful for such a wonderful year of transformation and for having sailed across it with you all.

In 2015, we more than doubled the community of Rising Stars and now serve 225 potential leaders - when it was just 96 a year before. I'm overwhelmed to this day by the fact that for each Rising Star there is an inspiring Mentor sharing dreams and experiences to help an emerging leader take one step towards a future of social change. This year we also started partnering with visionary corporations who share our vision for a more connected world, where mentors can inspire and contribute to a young woman's desire to become an even stronger leader in her community, can mentor, inspire and contribute to a world full of young women thriving on support they need to become strong leaders.

I am inspired by Barang, my own mentee, and her fierce determination to be a force for change beyond the barriers of power and distance. Like a river, quiet and peaceful, but strong and resilient, I see her advancing towards her long-term goal. Last September, Barang was invited to share her experience of growth at the Clinton Global Initiative (CGI). When Barang shared her story in front of a packed room at CGI, I was inspired by the calm determination in her voice, her modesty despite being so young and having achieved already so much, and by the hope that she represents for her country. Days like these remind me of the importance of what Wedu stands for: finding and nurturing hope in the most remote areas of the world; combining mind and heart to spread the hope in the world; and inviting everyone to join forces and achieve the goal of giving a fair chance to inspiring women, like Barang, to be global leaders.

In the days preceding the speech at CGI, she stayed with the Wedu team and Chhorvy, another Rising Star. It was the first time that many of the early supporters of Wedu had a chance to finally meet a Rising Star, and that for me, served as an occasion to finally see the two worlds meet.

This is what Wedu. We are creating a global community of people united by values, a shared mission of empowerment and a conviction that goes beyond status and convenience. Like a family, we are united by something deeper and more powerful.

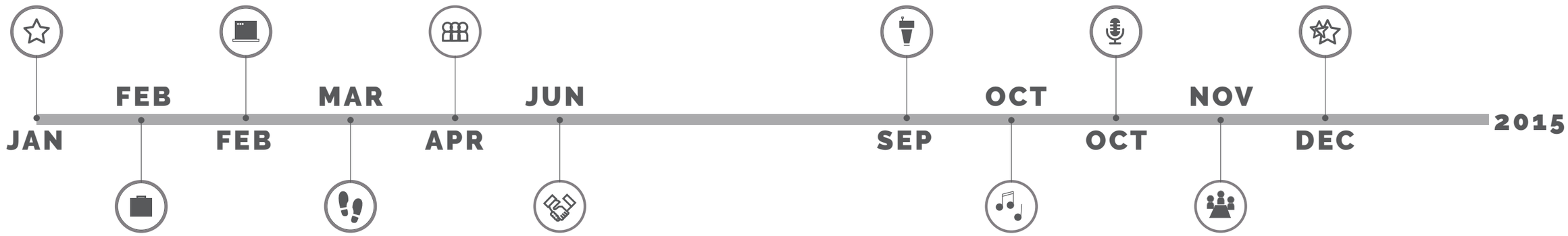
I would like to show my gratitude to our current Wedu family members, who are here as Mentors, Rising Stars, Talent Spotters, Education Angels, Partners, Funders, Advisors, Board Members, Fans, Supporters, Friends and beyond.

And to all those who would like to join, we look forward to welcoming you in whichever capacity you would wish to participate.In 2015, we laid the foundation for more impact in the coming years. Today, we invite you to join this community.

Sincerely,

Mario Ferro
CEO

MILESTONES



JANUARY Wedu starts the year with 96 rising stars!

FEBRUARY Launch and pilot of the Wedu RISE (™) Corporate Leadership Development Program - Wedu launches its first corporate training pilot with a leading HR department in Thailand.

Wedu launches its new website and drops the 'fund' from its name to be more 'global'.

MARCH Wedu successfully executes its third mentoring walk with over 50 participants.

APRIL Wedu takes a big step towards better program support and service with the hiring of its first Leadership Development Associates] (LDA).

JUNE Wedu's corporate training program expands to its 2nd client and 1st paying client!

SEPTEMBER Wedu is on the stage again at the Clinton Global Initiative with Chelsea Clinton; Rising Stars Barang and Chhorvy are also present to showcase their achievements!

OCTOBER Wedu's long-time friend and partner, Glory Gospel Singers, takes their musical talent to Phnom Penh in a workshop with current and prospective Rising Stars.

Wedu goes live with Salesforce as an org-wide, capacity-building system for better business development, community and program management.

NOVEMBER Expanded UK board to 4 - Wedu added Audrey Mandela to the UK board.

DECEMBER Wedu reaches 225 Rising Stars across 14 Asian countries after 3 intakes in 2015!

IMPACT

TALENT SPOTTERS

2015 saw a remarkable growth in the number of Talent Spotters and Wedu's clout to identify emerging leaders in the communities where they work. The number of Talent Spotters and prospective Talent Spotters has increased by 52% in 2015, reaching 160. In addition to that, 56% of all the applications that Wedu received in the year 2015 came through the network of our talent spotters.

SATISFACTION LEVELS

MENTORS

85% of mentors indicate they are inspired by their mentee

85%

91% of mentors indicate they are able to engage in interesting conversations with their mentee

91%

89% of mentors indicate they are likely to recommend their friends to become mentors

89%

RISING STARS

90% of Rising Stars indicate they are proud to be a Wedu Rising Star

90%

85% of RS indicate that they feel supported by their mentor

85%

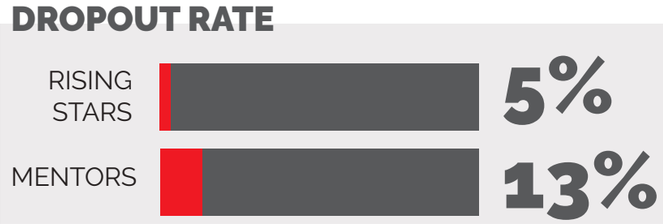
86% of Rising Stars indicate that they are comfortable going to their mentor if they need help

86%

Rising Stars who have found employment after graduation

5,500+
HOURS OF MENTORSHIP SINCE 2012

DROPOUT RATE



HIGHLIGHTS

1) Our Rising Star, Barang Phuk participated at the Clinton Global Initiative (CGI) and helped lead a thought-provoking discussion called "Youth Speak: Pivotal Moments that Encourage Positive Youth Development." She cited her experience with the lack of education in Cambodia, shared her achievements and her best practices to support youth empowerment to a notable CGI audience.

2) Continuing partnership with Siam City Cement PCL launched Wedu Rise, our corporate leadership development program, with three new corporate partners - namely a major financial institution, a major technology company and Prudential Life Assurance. We aim to scale up the number of mentors in these partnerships in 2016.

3) Wedu has awarded a total of USD 24, 397 worth of scholarships to 17 Rising Stars.

TRULY GLOBAL

MENTOR GROWTH

GERMAN: 400%	BRAZILIAN: 100%	AUSTRALIAN: 67%	BELGIAN: 0%	BULGARIAN: 0%
NEPALESE: 200%	INDONESIAN: 100%	ITALIAN: 67%	CAMBODIAN: 0%	VENEZUELAN: 0%
VIETNAMESE: 200%	MYANMAR: 33%	BRITISH: 38%	PAKISTANI: 0%	
THAI: 171%	PORTUGUESE: 100%	INDIAN: 20%	DUTCH: 0%	
MALAYSIAN: 150%	AMERICAN: 95%	SPANISH: 0%	RUSSIAN: 0%	
FRENCH: 100%	FILIPINO: 75%	JAPANESE: 0%	MEXICAN: 0%	
SINGAPOREAN: 100%	CANADIAN: 67%	BANGLADESHI: 0%	SERBIAN: 0%	

NEW NATIONALITIES

SOUTH AFRICAN: 1	CHINESE: 1
SRI LANKAN: 1	CZECH: 1
SWISS: 1	IRISH: 1
TAIWANESE: 2	NEW ZEALANDER: 1

RISING STAR GROWTH

BHUTANESE: 100%	BANGLADESHI: 53%
THAI: 100%	SRI LANKAN: 50%
VIETNAMESE: 75%	INDIAN: 50%
NEPALESE: 72%	CHINESE: 50%
PAKISTANI: 67%	MYANMAR: 46%
AFGHAN: 60%	LAO: 0%
CAMBODIAN: 55%	NORTH KOREA: 0%

RISING STAR IN FOCUS: BARANG'S STORY

Barang Phuk is 22 years old and comes from Siem Reap, Cambodia from a family of farmers. She was selected to study at Jay Pritzker Academy, an American based curriculum school in Siem Reap where she understood her potential and the value of education in rebuilding her country.

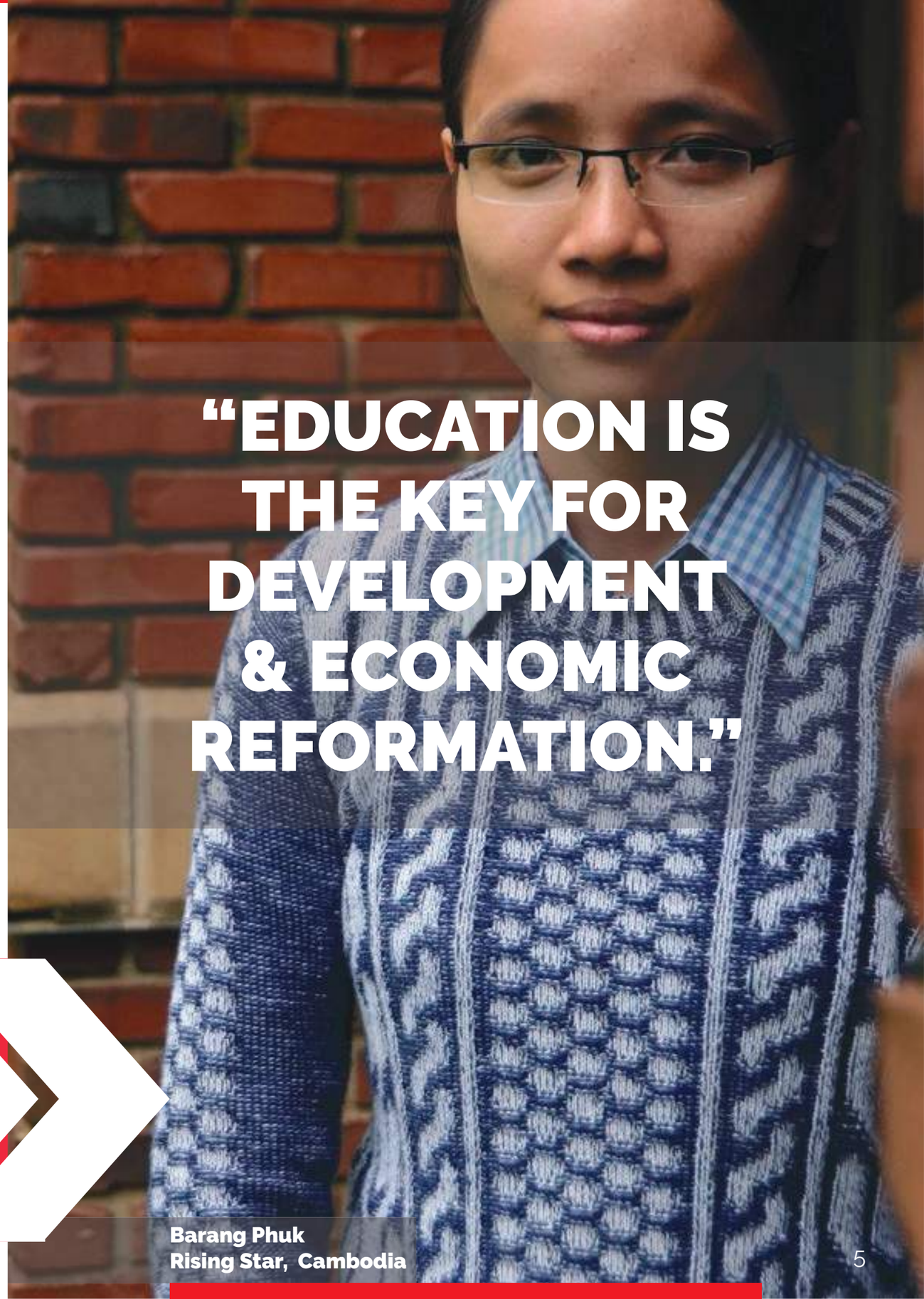
She eventually began to use her school vacations to volunteer: she was an English teacher in her village, as well as an agricultural advisor at the Rural Economic and Agriculture Development Agency (READA), travelling to many different districts in Cambodia to give advice to farmers.

Her dream to study Political Science and make a bigger impact on her community was fulfilled through when, after attending the Oxford Summer Program (Oxbridge) last summer, she received a full-ride scholarship to attend Elon University in North Carolina to pursue two degrees: one in Political Science and one in International Business, with a minor in International Studies.

At the Clinton Global Initiative, Barang helped lead a thought-provoking discussion called "Youth Speak: Pivotal Moments That Encourage Positive Youth Development." Barang presented her firsthand experience with the lack of education in Cambodia and shared her best practices to support and empower youth to an impressive audience of CGI members.

Her current goal is to become a leader that will bring peace to Cambodia and help the country strengthen its relationship with other ASEAN countries.

"I WANT TO TEACH CHILDREN HOW TO BE PERSISTENT THROUGH LIFE AND TEACH THEM HOW PERSEVERANCE WILL HELP THEM TO BREAK THROUGH DIFFICULTIES IN ORDER TO MEET THEIR GOALS"



Barang Phuk
Rising Star, Cambodia

LEADERSHIP DEVELOPMENT HIGHLIGHTS

A HUMAN CENTERED APPROACH TO LEADERSHIP DEVELOPMENT

Wedu exists to unlock the leadership potential of our Rising Stars, and we recognise that this would not be achievable without our inspiring community of mentors from around the world. While we aim to provide structure and support, mentoring is still a very personalized experience between a mentor and a mentee that can vary in terms of challenges, opportunities, cultural factors, needs and so on. It was this important factor that led Wedu to create the role of the Leadership Development Associate (LDA) - to provide a more guided, meaningful and productive experience for both Rising Stars and their Mentors.

LDAs play a pivotal role in maintaining and continuously improving Wedu's Leadership Development Program quality and level of service as we scale. LDAs act as coaches and advisors to help Rising Stars and their Mentors identify anvd enable areas of learning and growth; identify and solve challenges or areas for improvement; clarify and address program-related questions; and provide a listening ear so that we can gain insights to further improve and add to what we offer. The commitment of lifelong leadership development and success for our inspiring and deserving Rising Stars demands that we continuously evolve to serve their and their Mentors' evolving needs and aspirations. LDAs are at the front lines in this effort and aim to deliver individual leadership development support and a high-quality program experience to Wedu's growing community of changemakers.

A NEW RHYTHM OF GROWTH

Rising Stars are provided lifelong leadership development and mentorship. As Rising Stars progress and identify new mentoring needs and goals, they will need the guidance of Mentors with varying experiences, skills and networks. This will likewise be an opportunity for Mentors to be rematched so that they can continue to learn and make an impact with other deserving young women.

The Mentorship Rhythm Calendar is Wedu's new approach to mentorship cycles for Rising Stars and Mentors. The Mentorship Rhythm Calendar matches Rising Stars and Mentors for an initial 8 months, allowing for flexibility within a meaningful time frame for mentoring that Wedu has discovered through programmatic analysis and general research.

We have seen significant positive impact since the transition to the Mentorship Rhythm Cycle. This calendar makes Wedu's matching cycle explicit. It allows Rising Stars and Mentors to know exactly what to expect in the matching process. As a result, pairs are able to more effectively share their goals, reflect and conduct meaningful discussions with one another.

SALESFORCE TECHNOLOGY TO IMPROVE SERVICE QUALITY

Wedu implemented Salesforce in October of 2015 thanks to the generous support of Salesforce Foundation for our first few licenses and Needeed, our first implementation partner. With our growing community of Rising Stars, Mentors, partners, donors, and community members, we identified a strong need to better manage the organization's contacts and related information to not only streamline internal systems but also to improve the overall interaction with our network of valuable relationships.

Since going live with Salesforce, we have already seen improvements in the way we are able to systematically track leadership development program-related information, business development progress and community networks across the globe. This is just the beginning, as we envision being able to use the software for improved monitoring and evaluation, impact, partnership development and community engagement, among many other opportunities.

RISING STAR IN FOCUS: SARAH'S STORY

Sarah Tamang is 23 years old and currently a fourth-year Law student at the Nepal Law Campus. Sarah aspires to become a legal advocate for women and children who have experienced violence and trauma.

As a law student, Sarah is passionate to create awareness on women's rights and duties. She wants to support women to become economically and psychologically strong and to become independent. She strongly believes that this will diminish the likelihood of women being mistreated by their husbands and she hopes to open rehabilitation homes for women who have Battered Women Syndrome to provide guidance and support.

Sarah is also involved in multiple local non-governmental organizations in Nepal, such as Hands in Outreach and the Nepal Environment Society, and continuously strives to make a positive social impact in her country throughout everything she does. To share her current knowledge with other young women in her community, she conducts Wedu Leadership Development Workshops in Nepal and also helps us in recruiting new Rising Stars.

Sarah and her mentor Phyliss have built a positive mentoring relationship. Through mentorship, she was able to elevate her confidence for public speaking during events and workshops and has become stronger in influencing and leading groups by learning how to communicate with multiple stakeholders with distinct professionalism.

"I WANT TO HELP WOMEN KNOW ABOUT THEIR RIGHTS AND TO BECOME LEGALLY STRONG, SO THAT THEY WON'T BE MISGUIDED OR BE MANIPULATED.

CORPORATE LEADERSHIP DEVELOPMENT

HIGHLIGHTS

We are delighted to have launched Wedu RISE (™), our program for corporations wishing to move beyond the dichotomy of Talent Development and Social Impact.

Employees join as Mentors for Rising Stars and receive training from a Wedu specialist on how to nurture young talent. While mentoring a Rising Star, Employees/Mentors achieve social impact by helping his/her Rising Star become a better leader in her community and achieve her self-development goals. At the same time, Mentors practise skills like coaching, communication and influence which are also the skills needed for leaders to nurture successful teams in the workplace.

Wedu RISE is much more than just a matching program between employees and Rising Stars. Our Leadership Development Associates are our resources dedicated to reaching out to Mentors and Rising Stars to foster learning on both sides, while our leadership curriculum helps pairs explore different dimensions of their current leadership styles.

Partners find it interesting that the program embeds time-flexibility and offers accessibility to address the busy schedules of professionals. The virtual setup of the program allows our clients to engage employees from all over the world as shown by one of our partners who has employees participating in the program from Hong Kong, Singapore and London all belonging to the same cohort of mentors.

We also organise and manage reflection sessions, wherein we gather our mentors together in person or online, which serves as a platform for the mentors to share their mentorship challenges and leadership learnings. Mentors find these reflection sessions particularly important and an integral component in their learnings.

Wedu RISE provides a unique opportunity for corporations to engage their employees on a new kind of social impact activity, where doing something good also involves learning something new and applying these new skills in the workplace.

We are finding that RISE appeals not only to the Corporate Social Responsibility (CSR) departments but Human Resources departments that are looking for innovative training opportunities of the "learning by doing" model.

OUR PARTNERSHIP WITH SIAM CITY CEMENT PUBLIC COMPANY LIMITED

As an early adopter of Wedu RISE (™) , SCCC has proven to be visionaries in the field of talent development. Wedu has been able to provide meaningful experiential learning and leadership training to SCCC employees through its mentorship program. After the success and high satisfaction of the first two mentor cohorts at SCCC, we are looking forward to continuing expansion and to begin the third cohort in 2016.

OUR PARTNERSHIP WITH PRUDENTIAL LIFE ASSURANCE

In 2015, we began a corporate partnership with Prudential Life Assurance, which has exhibited impressive growth and leadership development in the Prudential employees that completed the Wedu RISE Program. Prudential's first cohort indicated 90% overall satisfaction with the program and 100% satisfaction feeling inspired by their mentee, and we are excited to continue building this partnership together.

"MOST CORPORATE LEADERSHIP PROGRAMS ARE FAILING TO PROVIDE REAL PRACTICE OPPORTUNITIES. IT IS LIKE EXPECTING PEOPLE COULD LEARN TO SWIM BY WATCHING A PRESENTATION. TO LEARN HOW TO SWIM ONE NEEDS TO JUMP IN THE WATER, TO LEARN HOW TO LEAD AND NURTURE TALENT, ONE NEEDS TO DO IT!"

- MARIO FERRO, CEO WEDU

If you think your company may be interested to learn more about how we can create a program together feel free to reach out to us at rise@weduglobal.org

MENTOR IN FOCUS: ALISON'S STORY

Alison Jahncke is the Head of Publications, Client Research at Standard Chartered in Hong Kong. Though she had been seeking a meaningful volunteer opportunity where she could make a difference in someone's life, she was having trouble finding suitable options - that is, until she learned about Wedu.

Alison started her Wedu RISE journey in 2015 and was matched with her mentee, Sreymao, who is an inspiring young woman living and working in Phnom Penh, Cambodia. The mentoring relationship that Alison and Sreymao have built together has had a deep and positive impact, as Alison recognises the individual support and guidance she provides to Sreymao has the potential to positively impact her broader community.

Through her active participation in Wedu RISE and regular mentoring sessions with Sreymao, Alison has shared how rewarding it is to connect with a person from a completely different background and culture from her own. She has experienced how mutual learning and respect can be fostered in such relationships when people are open and present their genuine selves.

"MENTORING SREYMAO HAS HAD A DEEP POSITIVE IMPACT ON ME PERSONALLY. IT'S SO REWARDING TO BE ABLE TO PARTICIPATE IN HER JOURNEY, SHARE MY EXPERIENCES WITH HER, AND HOPEFULLY HELP HER ON HER WAY."

Alison Jahncke
Wedu RISE Mentor, Standard Chartered Hong Kong

OUTREACH & OPERATIONS
HIGHLIGHTS

Wedu has continuously built strong relationships and partnerships with educational institutions, non-governmental organizations, and individuals who become our partners in identifying promising young student leaders within the communities they serve. Talent Spotters play a key role in the recruitment and recommendation of remarkable young women candidates with leadership potential to apply for the Wedu Leadership Development Program as Rising Stars.

JAY PRITZKER ACADEMY (JPA)

Jay Pritzker Academy (JPA) is educating academically talented and motivated students from families in rural Cambodia, to maximize their ability to build a better future for themselves, their families and their country.

JPA has been a Talent Spotter with Wedu since 2012 and has been identifying amazingly talented young women from Cambodia. JPA has recommended more than 54 Rising Star candidates from Cambodia and more than half this year itself. Currently, there are 15 Rising Stars who joined the program through JPA.

WOMEN LEAD

Women LEAD is the first and only professional and leadership development organisation for young women in Nepal.

Women LEAD has been a Talent spotter for Wedu since its early days. Apart from identifying talented young women from Nepal, Women LEAD has been helping us organise Wedu Workshops and host local meetups.

LEADERSHIP ACADEMY

Leadership Academy, a non-profit based in Kathmandu since 2002, is a leadership school that provides students with alternative education programs where they avail themselves with learning, implementing and sharing leadership skills preparing them for a competitive future.

Leadership Academy has been working with Wedu to identify young talented women since 2015. There are 5 Rising Stars in the program that came through the Leadership Academy.

ASIAN UNIVERSITY FOR WOMEN (AUW)

Asian University for Women is the first liberal arts university for women in South Asia and is one of the only international universities in Bangladesh. The Asian University for Women seeks to empower its students to pursue their paths as skilled and innovative individuals and professionals, service-oriented leaders, and promoters of tolerance and understanding throughout the world.

AUW has one of the most vibrant Wedu communities. It houses 38 Rising Stars from different nationalities.

"Wedu has focused on spotting potential young women leaders in Asia and providing them with mentorship and encouragement to pursue their dream and availing them with every opportunity which otherwise they may be deprived of. My organization Leadership Academy mentors future leaders of Nepal, and a majority of our trainees have been young women and girls, and the first few batches have already begun to take leadership in several fronts in Nepal and abroad. Since Leadership Academy and Wedu hold the same objectives we believe that Wedu has helped our trainees in Nepal to receive a more regional outlook and mentorship."

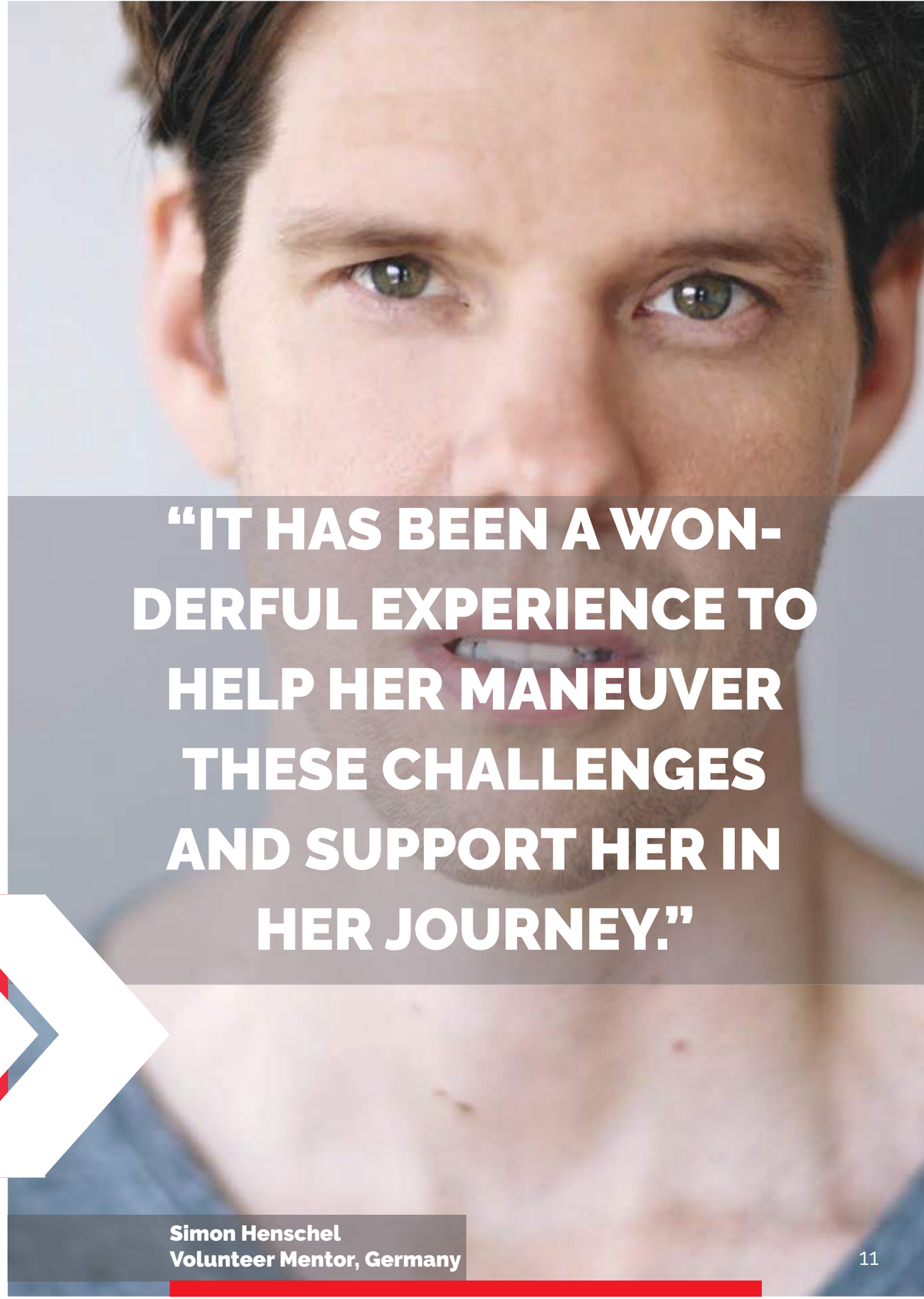
- Santosh Shah, President, Leadership Academy

MENTOR IN FOCUS: SIMON'S STORY

Simon Henschel is the COO at Sunlabob Renewable Energy Ltd in Laos but is currently based in New York City. He has been involved in Wedu's mentorship program for two years now and has been mentoring Sahrin Jahan, who is from Bangladesh. Simon has had a great experience supporting his Rising Star on her journey. During their mentorship relationship, Sahrin received the opportunity to pursue her graduate education in India with a full scholarship. Simon helped her a lot in the decision making process since it was such a big step for her to leave not only her home town of Chittagong, but also step out of her country to pursue her studies. Through Simon's guidance, she decided to take a risk and seek out the opportunity.

Sahrin inspires Simon with her strength and courage to think outside of the box. The mentoring experience made him more aware of stories and challenges of people around him. It has been a journey full of lessons and learning about the struggles and challenges young women from the developing world face, and speaking with Sahrin on a weekly basis has taught him a lot about the challenges she personally faces in her society. It has been a journey for him to help her tackle all obstacles and make a positive impact in her society through his support.

"IN MY PROFESSIONAL AND PERSONAL LIFE I HAVE ALWAYS BENEFITED FROM THE GUIDANCE OF MENTORS AND PEOPLE WHOM I COULD SPEAK TO ABOUT MY CHALLENGES, DOUBTS AND OPPORTUNITIES. I FELT THAT I HAD AN OBLIGATION TO SHARE MY TIME AND PASSION WITH OTHERS. IN WEDU, I SAW A GREAT PARTNER TO MAKE THAT POSSIBLE AND TO CONNECT ME WITH A YOUNG WOMAN WHO COULD BENEFIT FROM MY EXPERIENCE. "



"IT HAS BEEN A WONDERFUL EXPERIENCE TO HELP HER MANEUVER THESE CHALLENGES AND SUPPORT HER IN HER JOURNEY."

Simon Henschel
Volunteer Mentor, Germany

COMMUNITY HIGHLIGHTS

COMMUNITY MEETUPS

One of Wedu's major pillars is our growing global community. Every year we conduct meetups with our community members, composed of Mentors, Rising Stars, partners and like-minded individuals driven by the passion, purpose and the mission to unlock the leadership potential of young women in Asia.

From our headquarters in Bangkok, to cities like New York, London and other parts of the world, we strive to meet and get to know our Wedu Community members. We value their contribution in helping us change the world, one leader at a time.

BANGKOK MEETUP

Held at one of Bangkok's hippest bars, WTF Bar & Gallery, our community members enjoyed a night of interactive workshop, leadership games and networking with other like-minded individuals over cocktails and art.

SIEM REAP MEETUP

The Wedu Team participated in the Angkor Wat International Half Marathon in Siem Reap, Cambodia. We took this opportunity to meet up with our Cambodian Rising Stars together with our friends and partners. As we usually connect virtually with our Rising Stars, it was refreshing to catch up with these young women in person and hear about their stories and experiences of being a Rising Star.

GLORY GOSPEL SINGERS VISIT CAMBODIA

Long time partner and friend, Glory Gospel Singers, visited Phnom Penh, Cambodia to share their musical talent through an interactive and engaging workshop with current and potential Rising Stars. One of the highlights of the workshop was the creation of an inspiring song that the Rising Stars and other participants happily sang with the talented GGS group.

One of our Rising Stars, Phearong Sdoueng was gracious enough to host GGS together with our CEO, Mario Ferro. She brought them to her hometown, and gave a beautiful experience of true Cambodian hospitality and culture for which the GGS were very grateful.

MENTORING WALK 2015

BANGKOK ART & CULTURE CENTRE

INTERNATIONAL WOMEN'S DAY, MARCH 8, 2015

35 MENTORS
35 RISING STARS

SPEAKERS

1.) Menuka Gurung: Rising Star, Nepal
2.) Lindsey Higgs: IOM X Partnerships Officer, Wedu Mentor
3.) Pacharee Pantoomano-Pfirsch: International Marketing and Communications Professional, Founder and Chairwoman of Bangkok Now

"A LEADER TAKES THE WHOLE TEAM TOGETHER AND BECOMES A ROLE MODEL. I DEFINITELY ASPIRE TO BE A LEADER PEOPLE CAN LOOK UP TO... BUT I WANT TO BE A MENTOR WHO WILL SHOW THE PEOPLE THE RIGHT WAY TO ACHIEVE THEIR GOALS."

- MENUKA GURUNG, RISING STAR, NEPAL

On March 8, 2015, Wedu celebrated International Women's Day in Bangkok in partnership with Vital Voices Global Partnership, by bringing together aspiring women leaders from Asia and established mentors to ignite conversations about the unique challenges faced by women globally; the individual and collective achievements women have made toward gender equality; and the importance of mentorship as a tool to unlock the leadership potential of women in Asia. This year's event is themed: 'A New Lens: the importance of co-reflection and self-awareness in leadership development and goal-setting'.

The event created a platform for women to be mentored by carefully selected professionals whose experiences align with their personal and career goals to become leaders in their community. Together, students and mentors walked and discussed ways to affect change in their own community, and to become role models that inspire other women to take action on issues they care about.

Participants were carefully-selected aspiring women leaders from diverse backgrounds and goals, including students from Nepal, Myanmar, Cambodia, and Thailand, among others. During the Walk, mentees were matched with mentors from the private, public, and social sectors who provided guidance, support, and advice to achieve their goal of social change.

RISING STAR IN FOCUS: SUZANA'S STORY

Suzana Salim is 22 years old. She grew up in a Bengali family with one younger sister and is currently studying at the Asian University for Women (AUW) in Chittagong, Bangladesh. The university provides her with a platform to hone her leadership and public speaking skills, which she can put to good use in her future endeavours as a social activist working for women's education and rights.

Suzana envisions to become the voice of women in Bangladesh and lead a women's liberation movement. Currently, she uses the media to spread her ideas and gain support for her cause. She publishes articles on her personal blog and is working on a documentary about a female rickshaw driver in Chittagong. Suzana's documentary has inspired the driver to stay in her profession and continue challenging stereotypes and societal norms through the work she is doing.

Suzana does not only excel in her academic work but is also taking on different extra-curricular activities this semester. She helped organise a Model United Nations conference at her university, established AUW's first campus newsletter, teaches young children from underserved communities and manages a rock band.

Her mentor Emily has been highly invested in Suzana's growth and education. Together they have worked on her long-term and short-term goals. Emily sees that Suzana is very proactive and able to take on challenges and experiences in order to achieve her larger goal of opening up an educational centre and health clinic for women and children. Besides the mentorship program, Wedu's financing assistance helped Suzana to afford her higher education.

"MY BIG DREAM TO ACHIEVE IN LIFE FOR MY COMMUNITY IS TO EDUCATE THE POOR, NEEDY AND UNDERPRIVILEDGED FOR FREE SO THAT THEY CAN COME OUT OF POVERTY AND LEAD A BETTER LIFE. ECONOMY AND EDUCATION ARE THE TWO MAIN FACTORS THAT CAN ALLEVIATE THE CONDITION OF MY COUNTRY AND I WILL DO ANYTHING TO MAKE SURE THAT CHANGE HAPPENS."

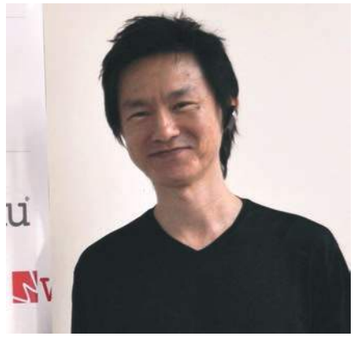
Suzana Salim
Rising Star, Bangladesh

TALENT DEVELOPMENT
HIGHLIGHTS

In 2015, the Wedu team grew from 7 to 12 full and part-time staff, with some key new positions filled that proved instrumental in building Wedu's capacity and internal systems throughout the year. To highlight:

In April of 2015, Alyssa Patterson joined Wedu as Partnership Development Associate. While her initial primary responsibility was to build out and manage a research pipeline for business and partnership development, she quickly and readily took on additional responsibilities that have been foundational to Wedu's growth - corporate leadership program development and Salesforce implementation.

In March of 2015, Chakraphan (Timmy) Pridakunakorn joined the team as Admin Operations Coordinator. With his local Thai business ownership experience, Timmy was able to establish for Wedu improved administrative, legal and accounting procedures, placing Wedu on a path towards best-in-class governance, transparency and integrity.



The addition of Leadership Development Associates (LDAs) in the first half of the year enabled Wedu to grow and strengthen the core of what we do. In 2015, we would like to recognise the early accomplishments and contributions of LDAs Christian Aldana and Tiffany Elizabeth Tan. Our Operations & Outreach team also saw a notable transformation with the additions of Chanikarn Wanmalikphan and Dipendra K C, and our Marketing & Communications department was established under the leadership of Bernadette Lindres. For profiles of the current Wedu team, please visit our team page on the website.

Following this positive growth remains a need to continue to grow and fill specific needs in 2016, most importantly in the areas of Corporate Partnership Development and Future Income Sharing Agreement (FISA) development.

Wedu would also like to thank consultant Francesca Masia for her expertise in digital marketing and communications, as well as volunteer Kiran Mahal for her early work in community development and event management. Notable departures and deepest gratitude go out to Katie Davos for her invaluable commitment towards growing outreach and funding operations in Wedu's early years; Saorathana Phoeurk for her tireless outreach efforts in Cambodia; Christian Aldana for building our first LDA systems and improvements; and Rebecca Gallogly for pioneering Wedu's corporate leadership development program by building our first product, accounts and systems.

MENTOR IN FOCUS: DANIËLLE'S STORY

Daniëlle van de Kemenade is a life and career coach for women who wants to make a positive impact. As a former social worker turned coach, she had been looking for an organisation where she could offer her services pro-bono and stay in touch with her community-development side. Wedu's message of investing in future female leaders by mentorship really spoke to her, both personally and professionally.

It's been three years since she started as a mentor and since then she has supported two very different but equally inspiring young women. Daniëlle is playing an important part in their lives as she helps them think through their options, realize what an amazing job they're already doing and feel more confident and empowered as they unfold their own way of positively transforming their communities. She gets to be an intimate part of the personal growth of a young woman from a very different culture, facing very different challenges - and yet, there are often so many things they have in common as well. Being a mentor is both an empowering and humbling experience for Daniëlle - keeping her grounded and keeping her own preconceived notions about how to create positive change for and by women all over the world in check. Her mentoring sessions have strengthened her belief that education and mentorship for women are the best ways to invest in a better future - for men AND women.

"WHAT I DIDN'T EXPECT AND WHAT KEEPS ME RECOMMITTING TO BEING A MENTOR IS THE FACT THAT I GET TO BE AN INTIMATE PART OF THE PERSONAL GROWTH OF A YOUNG WOMAN FROM A VERY DIFFERENT CULTURE, FACING VERY DIFFERENT CHALLENGES - AND YET, THERE ARE OFTEN SO MANY THINGS WE HAVE IN COMMON AS WELL."

"BEING A MENTOR IS BOTH AN EMPOWERING AND HUMBLING EXPERIENCE FOR ME"

Daniëlle van de Kemenade
Volunteer Mentor, Netherlands

FINANCIALS

In 2015, we have been able to create a more solid foundation for our future growth. With a total cumulative funds raised since inception of nearly USD 1 million, we have built the reserves to fund mission critical investments in 2016.

REVENUES

We are incredibly excited to have realised the very first revenue from service delivery. In 2015, 1% of our budget was covered by revenues. Though this may sound small, it materialised only towards the end of the year and we expect this percentage to grow in 2016 onwards. For us this is really the beginning of a completely new phase of partnerships with corporations and we have several ongoing pilots with some of the best known companies in the world. We are honoured that the quality of our services delivered to corporations are being recognised at the highest level.

Thanks to the incredible support of the Woodcock Foundation, we have successfully met our first ever large scale matching grant. We have extended our support base adding partners from Sweden and Singapore and we are proud of the global community we have been able to built so far. We look forward to continue identifying new supporters and to connect to all those seeking to fund innovative initiatives like Wedu.

COSTS

Given the nature of our activities which do not compel us to acquire fixed assets such as machinery, land or other real assets, our primary investment is in people: hiring, training and salaries. We have been able to consistently grow our team size significantly while maintaining the stable cost per staff at an average of USD 1,000 per month per person and we are building a world-class team of passionate individuals who collectively are driven towards creating more impact

Thailand continues to be a very cost effective location to carry out our operations and we expect to continue expanding there.

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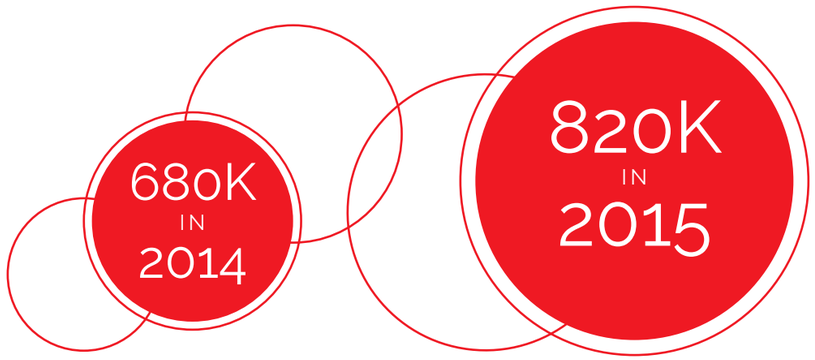
INVESTMENTS

We will strive to maintain a strong human approach in what we do, especially Leadership Development. At the same time, we are seeing a growing need for investment in technology to continue increasing productivity to enable us to maintain and possibly grow quality of service delivered while reducing cost per Rising Star. In 2016, we expect to see the fruits of these technology investments with significant improvement in the staff to Rising Star ratio which, as of end of 2015, was around 17.

In 2016, we will seek specialized knowledge in areas such as branding, and other areas of organizational development such as fundraising and training.



CUMULATIVE INVESTMENT GROWTH

MOVING FORWARD

In 2016, we expect to significantly expand our community of supporters worldwide as well as our corporate partnerships, and notably increase our productivity, thanks to critical investments in talent and technology.

This moment is more crucial than ever. Our increased ability to generate higher impact per dollar invested can continue to grow only as we acquire critical managerial talent to lead the more sophisticated efforts we want to engage in, both in leadership development and financing for education. The time is now to redefine our fundraising structure, add more expertise in our management, and improve our reporting processes. The time is now to join us in this effort.

RISING STAR IN FOCUS: SENG'S STORY

Seng Nu is 30 years old and the oldest of six siblings from the war-torn Kachin state of Myanmar. As a Kachin minority, she grew up in an Internally Displaced Persons (IDP) Camp and went to school for the first time when she was 11 years old. She learned English and received her bachelor's degree at the age of 22. Committed to creating positive change in her community, Seng Nu started working as the youth secretary, organising activities during her college years. After graduating in 2007, she became a community development trainer in rural villages. She also served in Caritas Myitkyina for HIV&AIDS prevention program and humanitarian response in IDP camps situated along the China border.

After nine years of working in her community, she felt the urgency to strengthen her experience by pursuing a master's degree in Development Management and Governance at the University of the Philippines. Seng Nu wants to return to the Kachin state after her studies and engage in the rehabilitation and settlement of Kachin people in different IDP camps. She is committed to leading community development activities at the grassroots level and strengthening rural communities by working with local people on rural development.

Because of her background, she is very passionate about participating in the peace dialogue process between the government of Myanmar and the Kachin Independent Army. She believes that as a citizen, participation in peace dialogue is very important and contributes to better democracy. Under Wedu's leadership development program, Seng Nu has gained more self-confidence and has expanded her compassion to her community. With the help of her mentor Somsunee Vidhyameth, she continues to work on an action plan to achieve her future goals.

"SINCE I WAS YOUNG, I HAVE ALWAYS DREAMT OF BECOMING THE PERSON WHO WILL GENERATE SECURITY, HARMONY AND DEVELOP A SUSTAINABLE SOCIETY BY IMPLEMENTING COMMUNITY DEVELOPMENT ACTIVITIES AT GRASSROOT LEVEL."

"MENTORSHIP LESSONS GAVE ME THE WAYS TO OVERCOME SPECIFIC CHALLENGES IN LIFE AND SCHOOL."

Seng Nu
Rising Star, Myanmar

OUR VISION IN 2016

We envision 2016 as a year of continuous growth in our pool of Rising Stars as we strive to meet our commitment with the Clinton Global Initiative (CGI) to reach a target of 1,000 Rising Stars in our Program by 2018.

In order to fully realise the full impact of leadership growth in our Rising Star maintenance and improvement of the Program's quality is necessary. Therefore, in 2016, we will continue to invest in trainings for our growing team as well as incorporate a more sophisticated technology infrastructure to ensure efficient growth backed by relevant learnings from our data collection on the various aspects of the program.

Our growing team's size gives us incredible opportunities to become more specialised in terms of services delivered so we can cater more specifically to the growing and diverse needs of inspiring Rising Stars that are joining us to become their best selves. You can expect some exciting news coming soon! The exceptional growth we are seeing right now requires expanding resources. We are delighted to see that a growing number of partners are joining us, including many corporations across Southeast Asia, to support us in our endeavours.

We look forward to building a world where a person's gender and nationality do not act as deterrents for realizing and garnering their full potential.

QUESTIONS

AND INFORMATION

FOR QUESTIONS & INFORMATION

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