



# **Rising Together: Leadership, Resilience, and Renewal in 2024**

Annual Report



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# FROM THE CHAIR

2024 was a year of transition and resilience for Wedu. We bid a fond farewell to our stellar colleague and Executive Director, Claire Naylor-Trein, and welcomed our prolific new Executive Director, Rani Pramesti, to our small but mighty team.

Rani has infused Wedu with fresh perspectives during a challenging time for the organisation, reinvigorating Wedu's strategic direction to be more targeted towards the pressing needs and challenges facing the women leaders we serve, while uniting the Wedu team, board, community, and partners behind this strategy.

In the midst of this transition, the Wedu team continued to reach 10,659 women across 29 countries through its flagship mentorship, leadership training, and ISA programmes throughout 2024, despite facing funding constraints and uncertainties about the future. And for this, I thank everyone on the team for their tireless and inspiring commitment to Wedu's mission.

Wedu's strategic priorities for 2025 to 2027 will focus on addressing the nexus between women's leadership and climate resilience, promoting crucial understanding of unpaid care work, and enabling the economic empowerment of women leaders. All the while expanding our partnerships and community to enhance our programmes and raise vital funds to continue our important work. We will go further to reach aspiring women leaders and offer them the support they need to build upon their strengths and achieve their dreams.

As we look ahead towards these uncertain times around the world, Wedu stands to remind us not to lose sight of our dreams. We will keep rising higher and fight for a world in which half of all leaders are women.

Thank you for rising together with us.  
In solidarity and with continued hope,

**Fai Narapruet**  
Chair (Interim), Wedu Thailand Foundation







# FROM THE EXECUTIVE DIRECTOR

Wedu's vision remains steadfastly for a world where half of all leaders are women. In 2024, our mission continued to advance against a backdrop of significant social, political, and economic shifts across South and Southeast Asia.

At the beginning of 2024, for Mentorship Month, Wedu launched 'A Reflective Guide on Transformative Mentorship', co-created with our Rising Stars and global mentors. This guide aims to equip mentors with the tools and self-awareness to better support the women leaders in our community, who are navigating increasingly complex environments and realities.

In mid-2024, we debuted the inaugural Wedu Women's Leadership Awards, celebrating over 70 nominees who embody our core values of Purposeful Action, Collective Power, Courage, and Leading by Example.

Throughout the year, Wedu continued to amplify women's voices across international forums, including our collaboration with Girl Up at the United Nations' Commission on the Status for Women (CSW 67) and participation in the Global ISA Alliance Forum, FAIR SHARE Festival, the WILD Forum, Catalyst 2030, Asia Pacific Feminist Forum, and AWID.

Our programmes continued to grow, with 1,742 Emerging Women Leaders completing our Introduction to Leadership course and 1,111 women leaders supported through the Women's Leadership Academy (WLA). We provided over \$86,000 in funding for 32 seed grant projects and 36 alumni initiatives, thanks to our partnership with the US Mission to ASEAN's Young Southeast Asian Leaders Initiative. Additionally, our Global Mentorship Programme facilitated 175 new mentorship matches, reinforcing our network of gender equity allies.



## *From the Executive Director*

As the longest-standing women-centered Income Sharing Agreement (ISA) operator in Asia, we supported 136 women across 15 countries, deploying over \$441,000 in financing. In 2024 alone, 45 women were supported, with 91% completing their education and 89% securing employment within six months.

The year was also a time of leadership transitions. I began my tenure as Executive Director in September 2024, following a period of collective leadership from dedicated members of our team and boards. Special thanks go to Aarati Rao, Annum Hussain, Oranutt Narapruet (Fai), Vittoria Zipoli Caiani, Kate Montgomery Wilson, and Phearong Sdeung. Their unwavering commitment kept Wedu grounded during this pivotal period. We have also strengthened our governance by appointing four new board directors to the Wedu (Thailand) Foundation, a crucial step toward ensuring our continued success. A warm welcome to Pin Kasemsiri, Damien Kettud, Eden Dema, and Nava Neetha.

As we look to the future, our commitment to empowering women's leadership across Asia remains stronger than ever. We are inspired by the progress made, undeterred by the challenges ahead, and resolute in our mission to build a more equitable and inclusive world.

With gratitude and hope,

**Rani Pramesti**  
Executive Director, Wedu





# Why we exist

## The problem we are trying to solve

Currently, it will take 134 years to close the global gender leadership gap – roughly five generations beyond the 2030 Sustainable Development Goal (SDG) target.

Specific to South and Southeast Asia, over 1 billion women across South and Southeast Asia may not realise their full leadership potential because of barriers to accessing four forms of capital: Decisional Capital, Dream Capital, Financial Capital, and Social Capital.

## Barriers to the Four Leadership Capitals

### Decisional Capital: Gender Stereotypes in Decision-Making

Women's decision-making capacity is often undermined due to gender biases that question their expertise and leadership abilities.

### Dream Capital: Societal Expectations and Internal Barriers

Societal expectations and internalised barriers limit women's ability to dream freely and pursue leadership positions, especially in male-dominated industries.

### Financial Capital: Gender Wealth Gap

Unequal access to financial resources limits women's ability to invest in their own leadership development.

### Social Capital: Limited Networks and Connections

Women often have limited access to influential social networks that provide career and leadership advancement opportunities.



# The Three Crises

## affecting women leaders in South and Southeast Asia

For women leaders in South and Southeast Asia, these barriers are further exacerbated due to what we call the 3 concurrent crises:

### The Climate Crisis

Displacement and damage brought by the climate crisis has cascading gendered impacts, affecting women's personal and professional lives. Due to climate change, women lose their livelihoods - increasing economic dependence, intimate partner violence and rates of child marriage- and are burdened by gendered customs and domestic tasks- like gathering water- that are made worse by climate change.

### The Care Economy

Women bear the brunt of unpaid caring responsibilities in their families, simultaneously as society does not tend to recognise parenting or caregiving as acts of leadership. In South and Southeast Asia, there is also the often unquestioned) societal expectation that women will care for both the next generation (either their own children or siblings) as well as for the previous generation (their parents and/or grandparents and/or other older caregivers).

Unpaid care work and gendered expectations have a direct impact on women's ability to invest time, money, and energy into their leadership development.

## *The Three Crises*

### **Constraints to Economic Empowerment**

Women-led and women-owned Micro, Small, and Medium Enterprises in South and Southeast Asia were disproportionately impacted by COVID-19 and continue to suffer the consequences of this. Furthermore, the climate crisis is exacerbating the barriers to economic empowerment, as nature-based livelihoods are severely disrupted. Add to this the disproportionate unpaid care work that women bear, and we have a system that is stacked against women's ability to be economically empowered.

The combined effects of barriers to capital and the concurrent crises outlined above have an intergenerational and profound impact on women leaders in South and Southeast Asia.

They do not only affect women leaders but also their families, communities, and the next generation of girls and women leaders.

This is unacceptable. Wedu will rise to the occasion to enable women leaders to thrive in the face of these barriers and crises.







## OUR VISION

A world where half of all leaders are women.

## OUR PURPOSE

We offer lifelong support to women leaders in South and Southeast Asia.

# OUR MISSION

To provide women leaders in South and Southeast Asia with leadership development opportunities, a lifelong supportive community, and plentiful capital to achieve their leadership aspirations.







# OUR THEORY OF CHANGE



We believe that **if women leaders** who demonstrate a willingness and commitment to their leadership and changemaking ambitions **take:**

(Change Pathway #1) purposeful **action to advance their leadership** and pursue their goals; and  
(Change Pathway #2) collectively strengthen and **nurture each other** as leaders

**and gender equity allies** who demonstrate curiosity, openness, and commitment to closing the gender leadership gap (Change Pathway #3) **create opportunities for and champion women leaders,**

**then we will we will co-create a world where half of all leaders are women.**



# How we create impact

## Our three offerings

At Wedu, over the past 13 years, we have developed a suite of complementary solutions that enable women leaders in South and Southeast Asia to access Social, Financial, Decisional and Dream capital, in order to thrive.

**We focus on three enabling factors:**

### **CAPABILITY**

Transforming women leaders by developing their capabilities and expanding their definition of leadership. We do this through our tailored leadership development programmes.

### **CAPITAL**

Investing in women leaders to facilitate access to educational and career development opportunities. We do this through accessible and flexible education financing, in the form of Income Sharing Agreements (ISA).

### **COMMUNITY**

Nurturing women leaders through a lifelong support network of mentors, allies, and friends. We do this through our Global Mentorship Programme.



## WHERE WE WORK

Wedu has supported over 5,000 women from 29 countries, predominantly across South and Southeast Asia, through mentorship, leadership training, and access to educational opportunities and finance.

In 2022, Wedu commissioned a Geographic Expansion Study with Bain & Company. Bain & Company used multiple quantitative and qualitative metrics to measure two things:

- Market attractiveness per country
- Wedu's 'ability to win' across prospective countries

This framework then informed the potential for Wedu's geographic expansion.



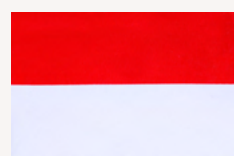
# PRIORITY COUNTRIES FOR EXPANSION

The countries that demonstrated both a High Market Attractiveness as well as High ‘Winnability’ based on the Wedu team’s current capabilities were:

**India, Bangladesh, Philippines, Indonesia, Vietnam, and Thailand.**  
**Countries that were identified for Selective Expansion were:**  
**Cambodia, Myanmar, and Nepal.**

We have decided to action the recommendations of the Bain & Company study to double down on the regions of South and Southeast Asia, prioritising the countries above.

Given one of our current assets is the presence of our existing team, all of whom are from and based in South and Southeast Asia, Bain & Company recommended that ‘doubling down’ will mean that we “can leverage presence and lived experience to deepen existing presence”, which is a more strategic use of our limited human and financial resources.





## THE YEAR IN A SNAPSHOT

### Income Sharing Agreements Highlights

- US\$ 340,000 of funding secured
- 45 Women's education supported through ISAs (13 nationalities, and 17 countries of study, 62% of women are from non-urban location); US\$ 158,713 deployed
- US\$ 14,317 of pay-it-forward income contributions
- 89% ISA members secured a job within 6 months of graduating
- 11 of the 45 women (24%) supported through ISAs are pursuing studies in climate-related fields, including climate science, sustainable development, renewable energy, ecology, biodiversity conservation, environmental and water resource engineering, marine science, and sustainable agriculture.





## THE YEAR IN A SNAPSHOT

### Mentorship Highlights

- Mentors selected: 145
- Mentorship pairs supported: 429 (256 new mentorship pairs from GMP, WLA, IRC & 173 existing pairs from GMP, IRC and IFRC)
- Mentors co-creation labs: 11 with a total of 240 attendees from January to November 2024
- Mentorship-related events: 23 with a total of 600 participants (mentorship month workshops, IFRC skill building workshops, peer mentoring events, mentorship orientations, etc..)
- Avg. Mentees Satisfaction Rate across 4 mentorship programmes (GMP, IRC, IFRC, WLA): 90%
- Avg. Mentors Satisfaction Rate across 4 mentorship programmes (GMP, IRC, IFRC, WLA): 87%
- Avg. Mentor Retention Rate: 44%
- Avg. Mentee Retention Rate (applicable to GMP only): 55%

## THE YEAR IN A SNAPSHOT

### Leadership Development Programmes Highlights

- 394 total participants of our Leadership Development Programmes
- 317 attendees of 'external-facing events' for YSEALI WLA participants and alumnae to 'Securing ASEAN's Food Future: Innovative Solutions to Tackle Food Security in Southeast Asia' and 'Closing the Gender Leadership Gap: Innovative Solutions to Nurturing Women Leaders Across Southeast Asia'.
- 59 Women's Leadership Academy graduates
- 18 participants of the Introduction to Leadership course

**Click or scan to watch our 2024 Wrapped video**







# PROGRAMME HIGHLIGHTS

At Wedu, over the past 13 years, we have developed a suite of complementary solutions that enable women leaders in South and Southeast Asia to access Social, Financial, Decisional and Dream capital, in order to thrive.

*“People often think that ‘global’ programmes are better. But actually, because Wedu focuses on women in South and Southeast Asia, it makes it easier to catch up with people in the same region.”*

*- Wedu Ambassador*

What makes our approach unique is that all of our offerings are Accessible, Customisable, and Flexible- we centre, meet, and guide women wherever they are on their leadership journeys.

Our solutions can be summarised as **Capability, Capital, and Community.**

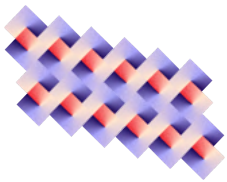


*Programme Highlights: Introduction to Leadership*

## **CAPABILITY: Breaking down the barrier to Decisional and Dream Capital**

**We design bespoke leadership development programmes for organisations committed to investing in their women leaders.**

Our leadership development programmes, the Introduction to Leadership (ITL) course and the Women's Leadership Academy (WLA) build women's capability to dream freely and pursue leadership positions while challenging gender stereotypes and societal biases.



### **Programme: Introduction to Leadership**

Introduction to Leadership (ITL) course is a foundational programme designed to equip emerging women leaders with the skills, knowledge, and confidence to begin their leadership journeys. Rooted in Wedu's core values of principled, community-focused, and action-oriented leadership, the course offers a comprehensive overview of leadership concepts, personal development tools, and strategies for navigating challenges.

As of 2024,

- 1,742 Emerging Women Leaders successfully completed the Introduction to Leadership course, which kickstarted them on their leadership journeys.
- 76% of women invest more time, energy, and resources in understanding and valuing themselves after engaging with Wedu's initiatives.
- 80% of women report an increased sense of self-belief and confidence in their ability to show up as leaders.
- 81% of women take purposeful action to advance their leadership and pursue their goals after joining Wedu.

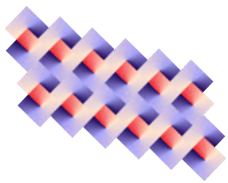
## Programme Highlights: Women's Leadership Academy

“

*“For me, the most significant benefit of ITL is understanding leadership as a compound skill that covers all aspects of personal development, professional growth, and social responsibility. By learning to set SMART goals and effectively manage time, I have transformed how I think about my medical and advocacy ambitions. This broad view of leadership, which places self-awareness, empathy, and mental strength at its core, has given me the courage and the balance to face adversities and move forward without being distracted. It has impacted my becoming a loving healthcare worker and a good advocate for gender parity.”*

- Ayesha Akram Rai, Pakistan  
(ITL Participant, Cohort 33)

”



## Programme: Women's Leadership Academy

Women's Leadership Academy (WLA) is an intensive programme that brings together women working in specific thematic areas to develop their leadership and professional skills. The programme includes a series of workshops, training sessions, mentorship elements, and action-oriented projects. Through collective learning and regional collaboration, the WLA aims to foster and enable a strong network of young women leaders sustaining each other's leadership journeys.

As of 2024,

- 14 Women Leadership Academies have been conducted
- 1,111 women leaders have been supported through the Women's Leadership Academy (WLA) in Southeast Asia.

## *Programme Highlights: Women's Leadership Academy*

- Over 170 Women's Leadership Academy (WLA) alumni have been supported with more than \$86,000 in funding through seed grant projects and alumni initiatives in collaboration with the Young Southeast Asian Leaders Initiative by the US Mission to ASEAN.
  - 32 seed grant projects have been funded to create additional regional impact.
  - 36 alumnae initiatives have received support to further develop and engage the WLA alumnae network.

“

*"For me, the most valuable aspect of the Women's Leadership Academy was the chance to connect with individuals from diverse backgrounds with a shared passion for leadership and creating positive change. Discussions, networking sessions, and workshops with like-minded peers offered invaluable perspectives and support. The leadership development activities, like communication workshops and strategic planning sessions, were instrumental in honing my skills and refining my leadership approach. The blend of meaningful connections and targeted skill-building greatly enriched my experience and directly contributed to my growth as a leader."*

~ Nandar Nwe, Myanmar, YSEALI  
Women's Leadership Academy Alumnae 2024

”



*Programme Highlights: Women's Leadership Academy*

## **2024 U.S.-ASEAN Women's Leadership Academy for YSEALI: #WomenFeedTheFuture**

The 2024 U.S. Mission to ASEAN's Young Southeast Asian Leaders Initiative (YSEALI) Women's Leadership Academy (WLA) brought together 59 emerging women leaders from the ASEAN region and Timor-Leste. The academy aimed to promote gender equity in food security solutions and strengthen young women's leadership through team building, civic engagement, and activism.

The programme encompassed learning, networking, mentoring, and an in-person workshop, with collaborative, action-oriented opportunities in the form of seed grants and a collectively-produced digital zine. This year's programme also celebrated ten years of YSEALI with engaging activities for the WLA alumnae network, including seed grants and alumni awards.

*We are honoured to have partnered with the U.S. State Department's Mission to ASEAN, the Young Southeast Asian Leaders Initiative (YSEALI), the AGREFA Foundation, and the Feminist Food Journal (FFJ) to support women leaders to thrive in their leadership journeys.*

Click to watch  
the video



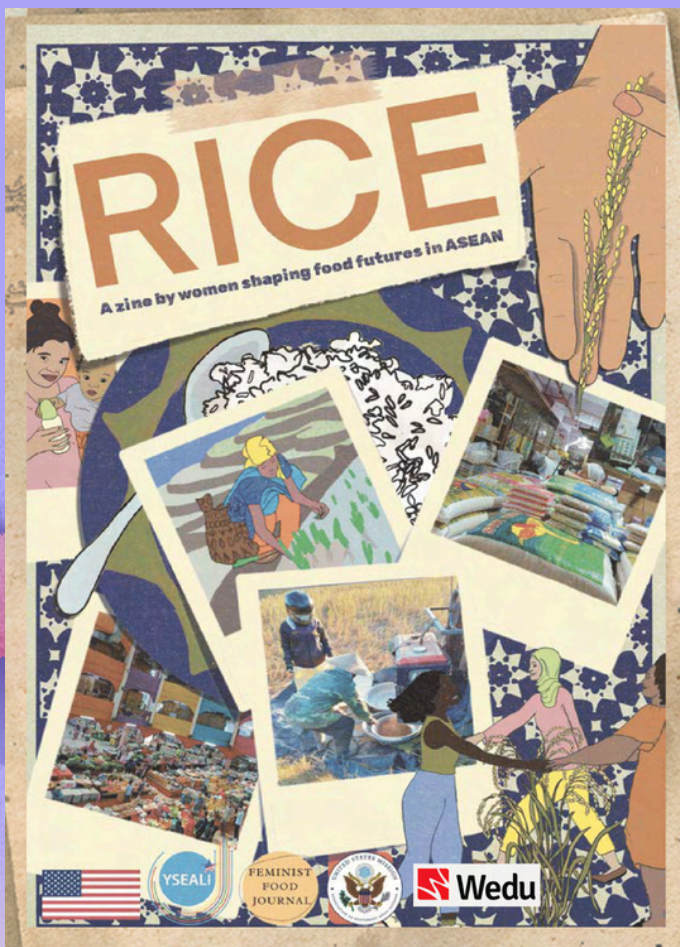


## Programme Highlights: Women's Leadership Academy

# YSEALI WLA Zine: RICE

As part of the 2024 YSEALI Women Leadership Academy, the Feminist Food Journal facilitated a creative writing session with the 60 women leaders in food security, edited and collated into the zine RICE. The twelve stories in the zine explore the deep connections between rice, food security, climate resilience, and gender equity in the ASEAN region.

Click to read the stories



*"The zine project was particularly insightful, reinforcing the power of storytelling to convey the impact of a certain issue."*

*"I am used to working with big data and technical writing. Being able to tell stories to convey impact complements my background."*

**- Phoebe Ricarte,  
Philippines,  
YSEALI Women's  
Leadership Academy  
Alumnae 2024**





*Programme Highlights: Women's Leadership Academy*

## Securing ASEAN's Food Future - Innovative Solutions to Tackle Food Security in Southeast Asia

To celebrate World Food Day, we showcased four inspiring projects on Food Security Solutions led and implemented by Southeast Asian women leaders from the 2024 YSEALI Women's Leadership Academy. These four projects, executed by 21 participants, received seed funding of \$750 each to develop and test their solutions. The solutions span from diversifying income to leveraging social media, comic books, and storytelling for education and awareness raising.

*"Implementing the Mushagana project brings to life what I learned in the Women's Leadership Academy: **empowering communities with sustainable practices isn't just a dream—it's transformative.** Together with farmers, we're not just growing mushrooms—we're growing solutions for food security and stronger community."*

- YSEALI WLA 2024 team, Mushagana: Bountiful harvests,  
Empowering the Women and Youth

Learn more about the solutions,  
watch our video!



*Programme Highlights: Women's Leadership Academy*

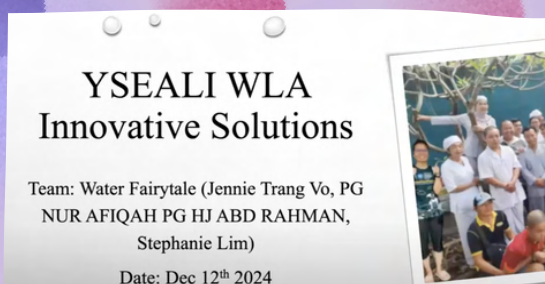
## Closing the Gender Leadership Gap

Despite progress, women in the region remain underrepresented in leadership roles across various sectors. Wedu, in collaboration with YSEALI, hosted an inspiring session to address this challenge. The session highlighted the innovative initiatives of women leaders who are reshaping narratives and championing gender equity in their communities.

We showcased eleven remarkable projects led by the YSEALI Women's Leadership Academy alumnae that exemplify the power of collaboration and innovative thinking in advancing gender equity and intersectional leadership.



Learn more about the projects,  
watch our video!

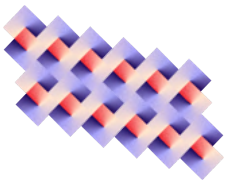




*Programme Highlights: Income Sharing Agreements*

## **CAPITAL: Breaking down the barrier to Financial Capital**

**Our Income Sharing Agreements (ISA) tackles the barrier to Financial Capital by providing accessible, customisable, and flexible stop-gap financing to women in South and Southeast Asia.**



### **Programme: Income Sharing Agreements**

Wedu is the longest-standing and most experienced operator in the Income Sharing space in Asia and the only women-centred one.

Wedu's ISAs provide essential 'stop-gap' financing, beyond just tuition, for women in South and Southeast Asia, where legal, cultural, and societal barriers limit access to mainstream funding, loans or scholarships.

136 women supported through Wedu's ISAs across 15 countries in South and Southeast Asia reach their educational and professional development goals.

**Click to read  
our story on  
ISA member  
Zwe**





## *Programme Highlights: ISA Pioneer Fund Portfolio Overview*

### **ISA Pioneer Fund Portfolio Overview From Inception to February 2025**

As of February 2025, Wedu's Pioneer Fund total portfolio includes 136 contracts, with a total deployment of US\$ 441,016 across 15 countries since inception. We've received pay-it-forward contributions totalling US\$ 68,336, enabling us to support an additional 21 women through ISAs. The portfolio is predominantly focused on tertiary education, accounting for 90% of the contracts, while the remaining 10% pertains to short courses. This allocation results in a higher average contract size, which has increased from US\$ 2,500 historically to US\$ 3,242.

**136**

ISA Contracts

**US\$ 441,016**

Deployed

**15**

Countries

**Increasing Access to  
Education in South and  
Southeast Asia**

**Click to read  
about our  
strategic  
partnerships**

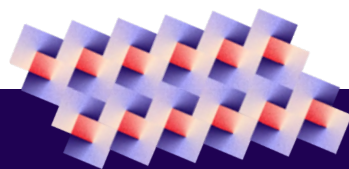
*Programme Highlights: Income Sharing Agreements*

## Key ISA Pioneer Fund Figures for 2024\*

In 2024, Wedu secured US\$ 340,000 for the Pioneer Fund. This included US\$ 310,000 for ISA contracts (US\$ 250,000 Kiva extension approved in July 2024; plus US\$ 60,000 secured from The Social Investment Consultancy's (TSIC) impact-linked loan in March 2024); and US\$ 30,000 for operational expenses (the Sunline Foundation grant signed in March 2024).

From March 2024 to February 2025, Wedu received 154 applications for Income Share Agreements (ISAs), a 31% increase in the average monthly applications –from 10 to 13–compared to the 177 applications received during the 18 months between September 2022 and February 2024. Of the 154, we selected 45 ISA members, with 11 additional applicants in the advanced pipeline for March 2025.

\*Reporting Year for the ISA programme is between March 2024 to February 2025

**USD 340,000**

funding secured

**45 women funded**

USD 158,713 deployed

**USD 14,317**

total contributions

**7%**Default Rate  
(Target <10%)**91%**ISA members completed  
their desired education**89%**ISA members secured a job  
within 6 months of graduating

## *Programme Highlights: Income Sharing Agreements*

### **Applicant profile**

With an average applicant age of 26, Wedu is attracting a predominantly young demographic, many in the early stages of their careers, seeking educational opportunities to enhance their skills and advance professionally. The applicants represented 13 nationalities, with 81% pursuing education abroad. This trend is driven by factors such as political instability in applicants' home countries, like Myanmar, prompting them to seek stability and better opportunities overseas. Many also pursue international education to access higher-quality programmes, specialised fields of study, gain global experience, and improve their employability with internationally recognized degrees.

A majority (88%) are focused on university degrees, with a significant portion seeking advanced degrees (master's and doctoral), indicating a clear demand for ISAs to finance higher education, particularly in fields requiring advanced study.

Additionally, 60% of applications stemmed from targeted marketing, 22% through word of mouth, and 18% from other channels, reflecting the effectiveness of Wedu's marketing strategy and the pivotal role of its reputation and network in attracting applicants. Notably, 36% of applications came from within Wedu's leadership community, underscoring strong internal engagement.

### **ISA member profile**

Of the 154 applications, Wedu supported 45 women through ISAs, a 36% increase from the 33 women supported between September 2022 and February 2024. These women, representing 9 nationalities, with Myanmar, the Philippines, and Nepal accounting for 82% of contracts and 83% of funds disbursed, are studying across 17 countries. ISAs enable them to access fields and opportunities unavailable in their home countries.





## *Programme Highlights: Income Sharing Agreements*

Among those supported, 26% are pursuing short-term courses, while 74% are enrolled in degree programmes (bachelor's, master's, or doctoral).

Demographically, 62% of the women come from non-urban areas, and 40% identify as low-income. The average age is 29, with ISA members ranging from 20 to 45 years old. Notably, 53% were not part of Wedu's Leadership community at the time of application, highlighting the success of Wedu's outreach efforts.

The average contract size for ISA members studying abroad was 38% larger than for those studying domestically, reflecting the higher costs of international education. A total of USD 158,173 was deployed across the portfolio, with an average contract size of USD 3,515. Participants contribute an average of 9% of their income, with contracts spanning an average of 8.7 years.

A key element of the ISA programme that resonates strongly with participants is the "pay it forward" ethos. Many women expressed a deep commitment to giving back to their communities once they complete their studies and advance in their careers. They view the support they receive as an investment not just in their futures, but in the futures of others, aligning with the core values of the ISA model to create a lasting, positive impact on their communities.

“*I chose ISA because it is more than just a funding source; it is a commitment to the future. Unlike traditional loans, ISA is based on the belief in my potential and the impact I can make. This aligns with my values of mutual growth and shared success. ISA allows me to invest in my education now, with the understanding that my future achievements will help others pursue their dreams. The flexibility and support offered by ISA make it stand out, enabling me to focus on my studies and leadership development without the immediate financial burden.*”

~ Thessa, ISA member  
Philippines.



## Income Sharing Agreements

# Impact at a glance



**45**

Women's education supported with ISAs



**13**

Nationalities of ISA members



**17**

Countries of Study



**USD  
158,173**  
Deployed



### Contract performance

**91%**

contributing  
US\$ 2/month

**7%**

contributing from  
their monthly income

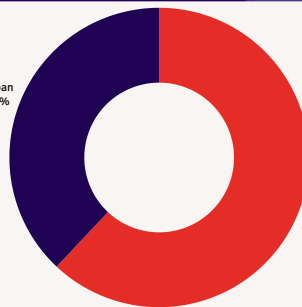
Of the 45  
contracts,  
44 are in  
contribution



### Location

62% Rural  
38% Urban

Urban  
38%



Rural  
62%



### Age distribution

45 Eldest  
29 Average  
20 Youngest



## *Programme Highlights: Income Sharing Agreements*

# Outreach Partners

In 2024, as part of Wedu's strategy to scale the ISA programme, the team began forging strategic partnerships with like-minded institutions to intentionally expand our pipeline and increase our impact.

- In January 2025, Wedu signed a Memorandum of Understanding (MOU) with Nepal Communiversity, subsequently supporting three women in attending its Social Innovation Fellowship. This partnership is focused on enabling women to develop the leadership skills needed to drive social change in their communities.

## Check-ins, Feedback, and Data Gathering

To ensure fairness and uphold ethical operations, the Wedu ISA team has implemented a process of collecting feedback and continuously improving its practices based on the insights gathered.

One-on-one check-in calls were conducted with 60 of the 136 ISA members across 18 countries, each lasting between 30 minutes and an hour. The goal of these calls was to assess members' academic or employment status, gather feedback on their experiences, and identify areas where additional support might be needed.

Of those who participated in the calls;

- 53% are still studying, 30% are employed, and 15% are seeking employment, including recent graduates and those in between jobs.

The majority of participants are making steady progress in their careers or studies, supported by their universities, in-group communities, and friends and family. There is a notable demand, particularly from members nearing the completion of their studies, for more career guidance, job search support, and interview preparation.

### *Programme Highlights: Income Sharing Agreements*

- Currently, 23% of ISA members are paired with Wedu mentors, most of whom are still studying.

In response to this feedback, we are prioritizing the areas identified by our members as crucial to their personal and professional growth. To better support them, we will launch an enhanced mentorship program in April 2025 that will pair individuals with mentors who share similar backgrounds, offering more personalized guidance as they navigate their careers. Furthermore, we will utilize [our community directory](#) to facilitate connections between members and professionals who can help them achieve their goals.

## **External Evaluation**

An external evaluation of Wedu's ISA programme was carried out by [InteGRAL Asia](#) from September 2024 to February 2025. The evaluation was designed to assess the programme's success in meeting its objectives; inform a programme-level theory of change; evaluate the potential long-term benefits of ISAs for women in South and Southeast Asia and provide actionable insights for improving future programming. This included examining the ISA's affordability, flexibility, and effectiveness as a financial tool, while collecting feedback to refine its design and implementation.

## **Global ISA Alliance Annual Convening 2024**

Wedu participated in the Global ISA Alliance's Annual Convening on June 19-20, 2024, in Stockholm, Sweden. The Global ISA Alliance (GIA) serves as a key platform for ISA organizations to collaborate, address regulatory challenges, and showcase the positive impact of ISAs globally. The convening provided an opportunity for member entities to come together, exchange ideas, and discuss strategies for scaling ISAs ethically and sustainably. As ISAs remain a relatively novel concept, the alliance's efforts to ensure transparency and ethical operations are essential to the growth of this funding model for education.



## Programme Highlights: ISA Member Spotlight

### ISA Member Spotlight

#### May Thu Thu Win from Myanmar



**May Thu Thu Win** is a marine scientist from **Myanmar** with a deep passion for understanding ocean ecosystems and preserving marine biodiversity. She is currently pursuing a *PhD. in Marine Science* at *Chulalongkorn University*, Thailand, supported by Wedu's Income-Sharing Agreement (ISA).

Upon graduation, May plans to apply her expertise to address critical environmental challenges while also mentoring young women in science, helping them navigate their educational and career journeys.

#### Dhevine Paninsoro from the Philippines



**Dhevine** is from the **Philippines**, and is currently pursuing a *MBA* at *Mindanao State University Iligan Institute of Technology*. She aims to use her education to advocate for income security and better livelihoods for rural farmers and farm laborers. Dhevine believes that education enables women to break barriers, lead with purpose and drive positive change in their communities.

After graduation, she plans to collaborate with local organisations and government agencies to develop programs that promote sustainable agricultural practices and enhance the well-being of farming communities.

*Programme Highlights*

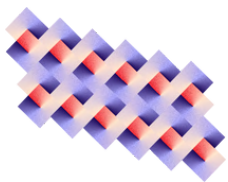
## COMMUNITY: Breaking down the barrier to Social Capital

**The Wedu community of support fosters solidarity among women leaders, while our mentorship programme offers essential guidance and resources to help them thrive in their leadership journeys.**

Wedu's Global Mentorship Programme opens up access to influential social networks for women leaders by engaging gender equity allies as mentors, which provide career and leadership advancement opportunities.

- The Wedu community currently consists of
  - 1,746 professional mentors
  - 1,525 women leaders supported through the Rising Star programme
- 90,000+ hours mentorship enabled by Wedu
- 2,462 mentorship pairs matched to-date.
- 75% of women say their sense of self-belief and confidence in expanding their spheres of network has grown after participating in Wedu programmes.

76% say they attribute the successes on their leadership journey to the support they received from Wedu.



### Global Mentorship Programme

This year, Wedu's Global Mentorship Programme made a significant impact, facilitating 175 new matches and 102 continued mentorship pairs from previous cycles, with 77 new mentors joining our mission to support women leaders. Over the course of the 8-month mentorship cycles, women leaders across South and Southeast Asia were paired with gender equity allies who provided personalised guidance to help them navigate both personal and professional challenges.



### *Programme Highlights: Global Mentorship Programme*

Mentors dedicated an average of 3 hours per month, with some investing up to 4 hours, offering vital support through regular check-ins, goal-setting, and actionable advice. Mentees committed 3-4 hours per month to reflective discussions, strategic planning, and goal execution, fostering a highly productive and collaborative learning experience.

Mentees joined the programme to strengthen their leadership capabilities, navigate career transitions, and overcome personal barriers. They gained new perspectives, built confidence, and developed actionable strategies that led to career advancements, the launch of initiatives, and key leadership milestones. Mentors, motivated by a shared commitment to gender equity, contributed their expertise to nurture emerging women leaders while also enhancing their own mentorship skills.

“A significant success moment for me was when I got promoted to a managerial position after the mentoring call. My mentor helped me build the confidence to discuss my achievements and career goals with my manager, which played a key role in securing my promotion.”

-Thaint, Mentee, Myanmar

“One of my mentee's goals was to expand her network. Because I held her accountable to this goal, she reached out to a woman in the computing community in Nepal and had a coffee chat with her. This is a woman that my mentee looked up to as a mentor and made great strides for women in computing in Nepal. They have now formed a connection where my mentee can consider her a part of her network. I am happy to have pushed her to expand her circles and achieve her goals, as I really do believe in the power of networking.”

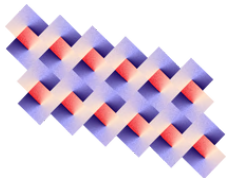
-Varsha, Mentor, United States

## Programme Highlights: Women's Leadership Academy Mentorship

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*“One of the significant challenges I helped my mentee overcome was guiding her to prioritize establishing financial security as a foundational need before delving into other goals. Initially, she had numerous aspirations in mind but grappled with the weight of financial stress as a freelancer, which clouded her focus and pursuit of personal objectives. Subsequently, she embarked on a job search and successfully landed a position at an international communications agency, marking the role in her career at a global company. While securing employment wasn't among the three primary goals we focused on, it did alleviate some of her financial concerns, enabling her to realign her focus on her other ambitions and paving the way for potential global prospects in the future.”*

*-Victoria, Mentor, Hong Kong*

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## Women's Leadership Academy (WLA) Mentorship Programme

### 2024 YSEALI WLA Mentorship

The YSEALI Women's Leadership Academy (WLA) 2024 Mentorship Programme, running from May to December 2024, successfully enhanced the leadership skills of women leaders across Southeast Asia, with a focus on tackling food security challenges. A total of 31 mentorship pairs were formed, each paired with mentors experienced in women's leadership and food security, fostering both personal and professional growth. By the end of the programme, 23 pairs had successfully completed their journey, with 89% of mentees and 80% of mentors expressing satisfaction with their matches.

The programme contributed to significant growth in key areas, including refining leadership direction, strengthening problem-solving skills, and boosting overall performance, especially in academic goals.



## Programme Highlights: Women's Leadership Academy Mentorship

Mentorship provided participants with a supportive space to exchange ideas, translate concepts into action, and develop effective strategies for their careers and studies. Notable outcomes included 100% of mentees improving their reflection skills, 89% enhancing their communication abilities, and 67% gaining a deeper understanding of food security issues in the region. Additionally, 89% of mentees set and achieved SMART goals, reflecting the programme's powerful impact in fostering leadership development, confidence, and meaningful change among women leaders in Southeast Asia.

“

*“Throughout the programme, my mentor provided guidance that helped me refine my leadership skills. Our conversations helped me gain fresh perspectives on the challenges I was facing, and I felt supported in taking risks and stepping outside my comfort zone. After the programme ended, I continued to apply what I had learned. The advice I received has not only impacted my professional growth but also my personal development, particularly in areas like resilience and emotional intelligence.”*

*-Soe April, Mentee, Myanmar  
(Reported achieving 3+ goals)*

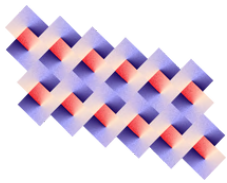
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## Programme Highlights: IRC Mentorship Programme

*“Joining the programme is like opening a Pandora box full of great things from myself like the capacity to share knowledge and to desire something great for another person-my mentee. Opening up as a mentor had enriched me as a professional. This change broadened my vision and made me more generous and eager to give more and give back to the community through mentoring the youth to be agents of regenerative development, food security, climate action and sustainability starting with my circle here in the Philippines. Besides my mentee in Wedu, I started to take up requests to mentor and coach students who are interested in sustainable development and other topics. With this, it dawned on me that I can do these little things to advance.”*

*-Dr. Jennie B. Fernandez,  
Mentor, Philippines*



## International Rescue Committee (Thailand) Mentorship Programme

Since October 2017, in partnership with the International Rescue Committee (Thailand), Wedu has provided online one-on-one mentorship to over 150 refugees living in camps along the Thai-Myanmar border. What began as a focused programme for 30 girls and refugees from Myanmar has been successfully renewed annually. The programme strengthens resilience by enhancing personal capacities, fostering peer mentorship circles, and promoting agency through goal-setting and personalised mentorship, equipping participants with essential skills for life beyond the camps.

### *Programme Highlights: IRC Mentorship Programme*

Cohort 6 of the Mentorship for Refugees' Resilience and Leadership Programme concluded in June 2024, successfully connecting 51 mentorship pairs across five refugee camps—Nu Po, Mae La, Tham Hin, Umpiem, and Mae Hong Son—with mentors from diverse countries including Sweden, Thailand, Myanmar, the USA, Australia, Singapore, Cambodia, Canada, and England. Over the course of the 8-month programme, 44 mentees completed the journey, accumulating over 1,000 mentorship hours. 84% of mentees expressed satisfaction with their mentors, and 87% were satisfied with the overall programme experience. The programme's holistic approach, combining one-on-one mentorship with peer mentoring circles, enabled mentees to persist with their goals, learn from setbacks, and find innovative ways to approach challenges.

In August 2024, we launched the 7th cohort of the Mentorship for Refugees' Resilience and Leadership Programme, connecting 50 mentorship pairs from four refugee camps with mentors from Myanmar, now residing in 12 countries worldwide. Mentors guide mentees in goal-setting, leadership development, and navigating day-to-day challenges, continuing to foster resilience, agency, and long-term positive impact for refugees.

“

“...During this meeting, I learned a lot of lessons and experiences from them. I also got the points that how to control back our mind in time when we fall down in failures and how to manage best our time and stress systematically even if throughout our life we meet the challenges and great pressure at the same time.”

- Aye Htet, Mentee, Mae Hong Son

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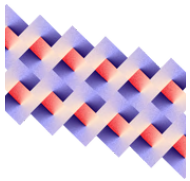
### *Programme Highlights: IFRC Mentorship Programme*

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“This programme is very good for young people who are really looking for the opportunity to grow and make a change in the future. I also learned about my mentee’s life experiences, her knowledge, and her struggles in the short and long-term goals.”

- Htoo Htoo, Mentor, Thailand

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## **International Federation of Red Cross and Crescent (IFRC) Mentorship Programme**

The International Federation of Red Cross and Red Crescent Societies (IFRC) and Wedu are united by a shared vision of supporting more women to step into leadership roles. In 2023, Wedu partnered with IFRC to launch a mentorship programme for women humanitarian leaders in the Asia Pacific Region. The programme, which concluded in June 2024, successfully matched 29 mentorship pairs, with 27 pairs completing the programme. Participants received personalised mentorship, skills-building workshops, and leadership resources to support their personal and professional growth.

Guided by experienced mentors, mentees developed the confidence, skills, and support needed to advance into leadership roles within the humanitarian sector. Survey results demonstrated the programme’s success, with 100% of mentees and 93% of mentors indicating the pairings were highly effective. Building on this success, we have renewed our partnership with IFRC to continue facilitating mentorship for more women humanitarian leaders.



## Programme Highlights: IFRC Mentorship Programme

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*“I shared with my mentor that one of my goals was to improve my confidence in public speaking, especially at external events. During our sessions, he encouraged me to apply some specific tips for my next event. For example, instead of ‘faking it until you make it,’ we agreed it is better to familiarize myself with the room arrangement by arriving ahead of time to feel more comfortable with the setting. He also emphasized the importance of knowing your audience and organizing your message accordingly. This included being more articulate, using common terminology, and speaking slowly, as the audience could be from diverse backgrounds. He advised me not to focus on impressing anyone, as this can create additional pressure. I applied these tips during my recent role as a panelist at the World Water Forum. As a result, I felt more confident and better managed the audience. I was also comfortable complementing other panelists and responding to the audience’s comments in a calm manner.”*

-Ewinur, Mentee, Indonesia

”

Photo: Courtesy of IFRC

*Programme Highlights: Mentorship*

# EVENTS THROUGHOUT 2024

Over the year, there were 34 mentorship events which were a mix of Mentor Co-Creation Labs, Mentorship Orientation sessions, and others, with a total of 840 participants.

Quarter	Mentor's Co-Creation Lab		Mentorship Orientation		Other Mentorship Events	
	# Events	# Participants	# Events	# Participants	# Events	# Participants
Q1 (Jan - Mar)	3	61	2	87	5	222
Q2 (Apr - Jun)	3	81	4	74	4	49
Q3 (Jul - Sep)	3	56	0	0	3	62
Q4 (Oct - Dec)	2	42	4	94	1	12
Total	11	240	10	255	13	345

Wedu delivers world-class programmes designed to advance women on their leadership journeys.

- Wedu has achieved an Overall Net Promoter Score of 77 or 17 points higher than the nonprofit benchmark of 60. (\*NPS: A score above 60 is considered excellent.)
- 81% of Wedu programme participants would recommend Wedu programmes to their friends, colleagues and peers.
- 74% of women report they have gained new capabilities and access to resources that enable them to advance their leadership ambitions through Wedu's support.

## Promgramme Highlights: Mentorship

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*“Being a part of Wedu has been a transformative experience, revealing the immense power of mentorship in advancing women’s leadership. My journey with Wedu has shown me the power of collective leadership, action, and care. It has been a privilege to play a role in Wedu’s mission of closing the gender leadership gap and to witness the growth of so many inspiring women leaders. The Wedu community is a reminder that our greatest impact comes from lifting others and rising together.”*

~ Navaneetha S Nath (Nava), Wedu Rising Star,  
Wedu Mentor, Wedu Rising Star Board Member

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# COMMUNITY ENGAGEMENT

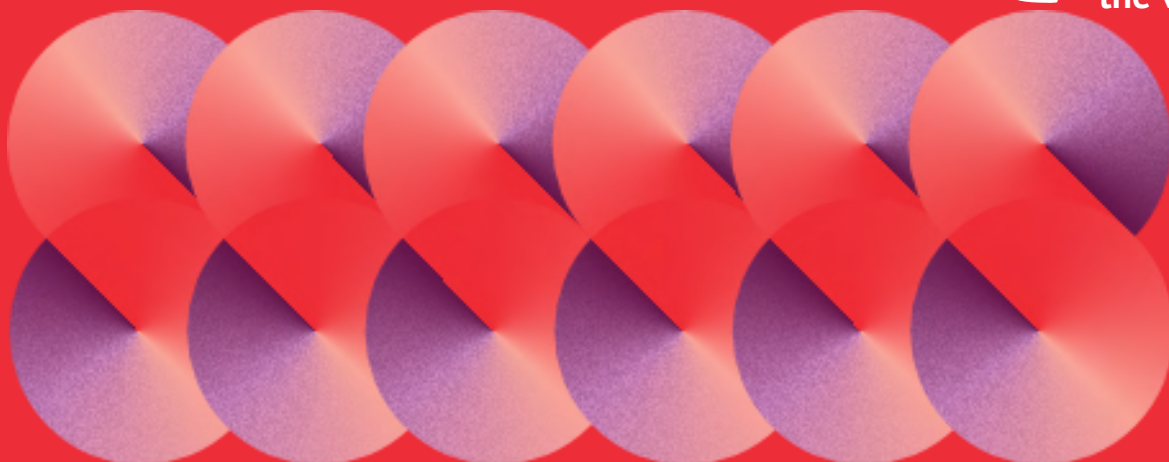
At Wedu, our community is at the heart of our mission. Our diverse community of over 5,000 members, including Rising Stars, mentors, and alumni of our Leadership Development Programmes, creates a dynamic ecosystem of support and growth. Through meaningful engagement, we equip women leaders with the social capital needed to advance their leadership journeys and career aspirations.

This includes access to knowledge-sharing spaces, networking opportunities, and institutional support, such as recommendation letters, to enhance their credibility and unlock new opportunities.

We actively listen to, learn from, and respond to our community, ensuring that Wedu remains a responsive, relevant, and empowering platform for women changemakers. The impact of our community engagement is evident in the strong participation in our Community Learning Spaces, the growth of our online community to 38,000 members, and an impressive Net Promoter Score (NPS) of 60+, underscoring the value and trust our community places in Wedu.

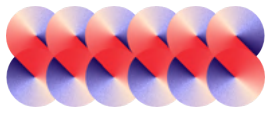
Throughout the year, we mobilized 4,652 community members through various events, including our first-ever **Wedu Women's Leadership Awards**.

 Click to watch  
the video





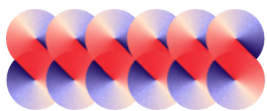
## *Community Engagement*



### **Community Learning Spaces: Harnessing Collective Wisdom**

Community Learning Spaces provide women leaders with a platform to exchange knowledge, support one another, and strengthen their leadership skills. In 2024, Wedu hosted nine expert-led sessions by and for the community, covering essential topics such as building resilience in life and the workplace, public speaking, and overcoming imposter syndrome.

Featured speakers included Valerie Chow, a LinkedIn ‘Top Marketing Voice,’ who guided participants on branding and networking, and Shaan Suhas Kumar, who led a session on Building Your Support Community, sharing strategies like cultivating a personal board of directors to champion one’s growth. Glancy Albuquerque, founder of Women’s Independence Forever (WIF), conducted a Financial Counselling session on reimagining one’s relationship with money. These spaces foster collaboration and equip women with practical tools for their leadership journeys.



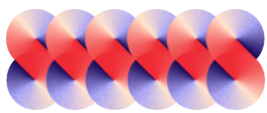
### **Rising Star Programme: Strengthening Our Leadership Network**

In 2024, Wedu welcomed 97 new Rising Stars, expanding our reach to 17 countries- including our first Rising Star from Iran. Rising Stars are women leaders committed to personal and professional growth, gaining lifelong access to Wedu’s leadership development opportunities, including mentorship, education funding, and a global network. This expansion was made possible by 114 dedicated community members who volunteered as Interview Leaders, helping select and support the next generation of women changemakers.

Additionally, 10 Rising Star Ambassadors completed their year-long tenure, serving as the face of Wedu across platforms, strengthening community engagement, and providing strategic insights.

## Community Engagement

As leaders within our network, they played a key role in amplifying Wedu's visibility, fostering connections, and driving impact. Thank you to Firly Permata (Indonesia), Meghana Prakash (India), Mya Phone Sint (Myanmar), Htang San Dumhpau (Myanmar), Fathima Hasna (Sri Lanka), Christine Jocson (Philippines), Chandni Dhingra (India), Catia da Cunha Alves (Timor Leste), Nargisha Karki (Nepal), Sin Kunthea (Cambodia), Parichat Meesomsakdi (Thailand).



## Women's Leadership Awards: Celebrating Bold Changemakers

At Wedu, we believe that representation matters—when women lead, they inspire others to do the same. That's why we launched the inaugural Women's Leadership Awards, a milestone in our mission to close the gender leadership gap. This initiative was born from a simple yet powerful belief: women leaders must be visible, celebrated, and supported to drive lasting change.

## WOMEN'S LEADERSHIP *Awards*



[Click to watch awarding ceremony.](#)

## Community Engagement: Women's Leadership Awards



In its first year, the Awards received over 70 nominations, recognizing extraordinary women who embody Wedu's core values: Purposeful Action, Collective Power, Courage, and Leading by Example. A jury of distinguished professionals selected 37 finalists and four outstanding winners from across South and Southeast Asia. This year's winners embody bold leadership and dedication to change. Natasha Kabir (Bangladesh) advances disability rights through arts and inclusive research. Ma. Tessaa Ramos (Philippines) leads initiatives in regenerative agriculture and native tree conservation. Aye Myat Thu (Myanmar) empowers marginalized women and youth through women's rights advocacy. Halima Tus Sadia (Bangladesh) champions gender equality through research and activism.

Each of the 37 finalists is making a noteworthy impact in reshaping their communities—from Sannum Kabooro (Pakistan), who provides legal aid to survivors of gender-based violence, to Dr. Piyaporn Sodsai (Thailand), a public health leader advancing access to sexual and reproductive health. Siti Aisyah (Indonesia) empowers rural women through financial literacy programmes as a social entrepreneur, while Sonam Lhamo (Bhutan) advocates for women-led climate solutions as an environmental activist.



## Community Engagement: Women's Leadership Awards

Beyond honoring individual achievements, the Awards reaffirm the importance of community and allyship in dismantling systemic barriers. They remind us that changing harmful norms requires not only bold leaders but also the collective support of mentors, allies, and networks that amplify their work. As we move forward, we remain committed to creating more spaces where women's leadership is recognized, valued, and empowered—because a future where half of all leaders are women is not just possible; it is already in motion.

Photographs from the work of the Women's Leadership Awards winners



Ma. Thessa during her work with regenerative agriculture and community development in the Philippines.



Aye Myat Thu raised awareness over mental health during her takeover of Wedu's Instagram.



Halima Tus-Saida in action in Bangladesh.





# COMMUNITY CENSUS 2024:

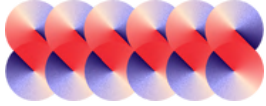
## Insights from Our Growing Network

In November 2024, Wedu conducted its first-ever Community Census, receiving 386 responses from women leaders and mentors across our network. This initiative provided invaluable insights into the demographics of our community, strengthened our engagement efforts, and played a pivotal role in shaping our 2025-2027 Strategic Plan.

By keeping their data updated with us, community members can stay connected and benefit from tailored opportunities and resources. We receive a 5% response rate out of our 5000+ member strong community.

Women across South and Southeast Asia face significant barriers to leadership, particularly in accessing Social, Financial, Decisional, and Dream Capital. These barriers are more pronounced for marginalised and minority communities, where systemic exclusion and intersectionality amplify the challenges, limiting their access to opportunities and deepening inequalities on their leadership paths.

## Community Census



### Barriers to Leadership & Intersectionality

75% of Wedu's community comes from underrepresented backgrounds.\*

We learned through the Community Census that our hypothesis holds true—women continue to face systemic and structural barriers that hinder their leadership journeys. While socio-cultural and internal barriers play a role, financial constraints, limited access to networks, and challenges in building credibility remain persistent obstacles.

For the women in our community, these challenges are further compounded by their lived experiences and intersecting identities, where factors such as ethnicity, socioeconomic status, gender identity, and migration status influence their access to opportunities. Wedu takes an intersectional approach, recognising these overlapping identities and providing customized support that acknowledges and addresses these complexities through our programmes.

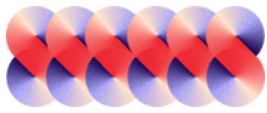
\*Underrepresented backgrounds include women who self-identify as ethnic, racial, or religious minorities, Indigenous persons, minority caste members, informal workers, LGBTQIA+ individuals, migrants, persons with disabilities, those living in humanitarian or crisis settings, refugees or displaced persons, transgender individuals, unhoused persons or those living in informal settlements, and undocumented or stateless individuals.  
Community census, November 2024



Wedu Community member and WLA graduate Maydene works with Indigenous communities in the Philippines.  
Read her story [> here](#)



## Community Census: Representation Among Our Community Members

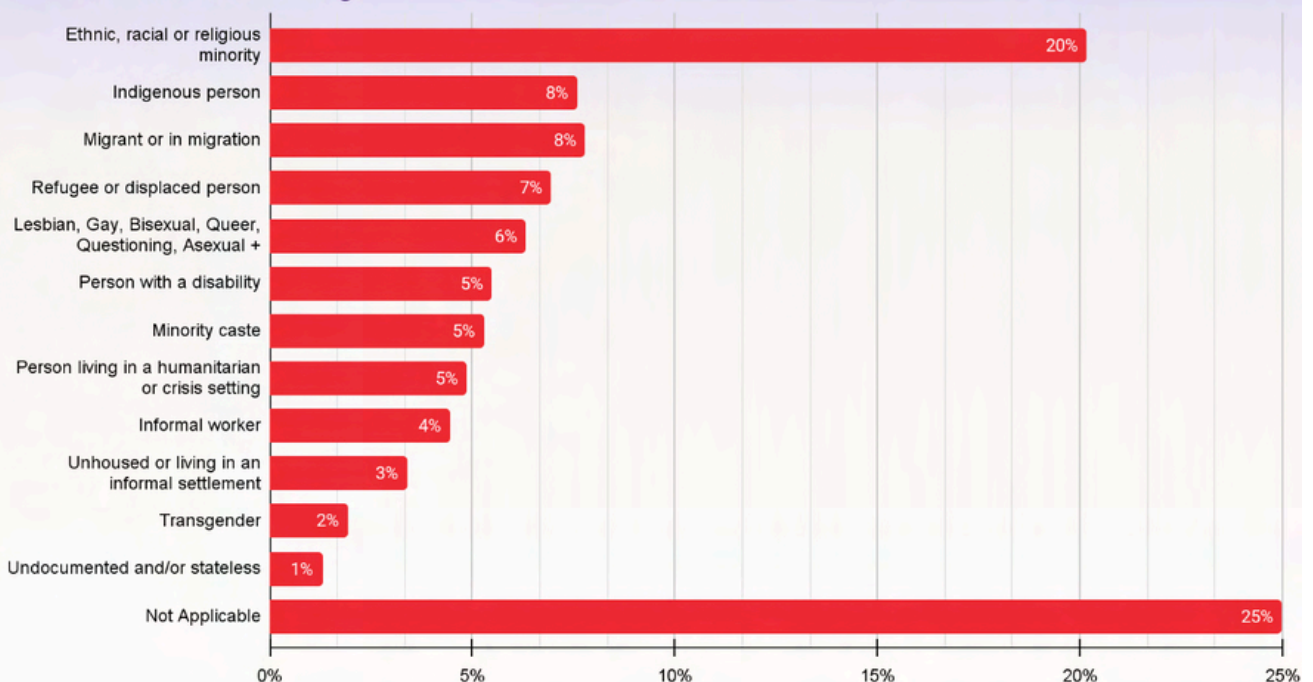


### Representation Among Our Community Members

Our census highlighted the diversity and unique backgrounds of our programme participants (PPs) and Rising Stars (RSs):

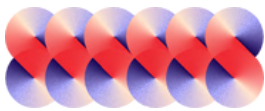
## Underrepresented

### PPs & RSs Only



## *Community Census: Representation Among Our Community Members*

- 75% of Wedu women leaders identify with at least one traditionally underrepresented community due to a lack of access and opportunities, including (but not limited to) ethnic, racial, or religious minorities, individuals with diverse sexual identities, persons with disabilities, and those affected by humanitarian crises.
- Rising Star members are 18-55 years old and come from urban, rural, and semi-urban areas.
- 31% of respondents are first-generation learners in their families, highlighting the critical role of education access in breaking intergenerational barriers.
- The most commonly reported underrepresented identities include ethnic, racial, or religious minorities (20%) and Indigenous backgrounds (8%).
- The least represented groups include transgender individuals (2%) and undocumented or stateless persons (1%).



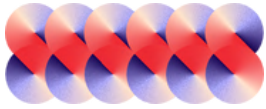
## **Diversity Among Our Mentors**

Wedu's mentors, who support and guide our women leaders, are equally diverse and reflective of the community they serve. These mentors are further along in their leadership journeys, embodying the experiences and aspirations of their mentees. Their stories of resilience and growth serve as a source of inspiration and guidance for emerging leaders.

- 69% of mentors identify with at least one underrepresented background.
- The most common identities include ethnic, racial, or religious minorities (20%) and migrants (10%), reflecting a globally mobile mentor base.
- Indigenous representation among mentors (7%) and refugee/displaced backgrounds (3%) highlight the role of lived displacement experiences in leadership mentoring at Wedu.
- Additionally, LGBTQIA+ (5%) and transgender (3%) mentors reinforce the need for an inclusive and affirming mentoring environment.



## Community Census

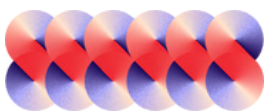


### Advancing the Sustainable Development Goals (SDGs)

The women in our community are actively driving change towards the United Nations Sustainable Development Goals (SDGs). Our census revealed the top areas where they are making an impact:

- SDG 5 (Gender Equality): 178 respondents (46.1%)
- SDG 4 (Quality Education): 163 respondents (42.3%)
- SDG 3 (Good Health and Well-Being): 152 respondents (39.4%)
- Other notable SDGs include SDG 8 (Decent Work and Economic Growth) and SDG 13 (Climate Action), both with 87 respondents (22.6%), as well as SDG 10 (Reduced Inequalities) and SDG 16 (Peace, Justice, and Strong Institutions).

The Wedu community is creating a positive ripple effect where 89% of respondents reported that they positively impact at least 10 people through their leadership journey. On average, each Wedu community member positively impacts 500 people in their community, based on those who responded to the survey



### Looking ahead: Learnings from our first Community Census

The insights from our first Community Census reaffirm Wedu's commitment to fostering an inclusive and supportive ecosystem for women leaders. By recognizing and addressing the diverse challenges faced by our community members, we will continue to refine our programmes, strengthen our mentorship network, and drive progress toward a more equitable future.

*Fundraising Campaign*

# RISE TO THE OCCASION

On the 1st of November 2024 (on Diwali, precisely!) Wedu launched our Rise to the Occasion urgent crowdfunding campaign.

The Wedu team hosted two online Giving Circles, with the help of passionate Rising Star Ambassadors and mentors, who shared their stories about the impact that Wedu has had on their leadership and mentorship journeys.

Throughout the fundraising period, we reached over 200 new individual and institutional contacts, successfully fundraising USD 46,667.26

Thank you to everyone who donated. Every single dollar gave our team hope, energy, and bolstered confidence in the work that we do.

**Special thanks to the Sunline Foundation who donated USD 10,000 and to the special individual who donated USD 30,000 to Wedu.**





# EXTERNAL STRATEGIC PRIORITIES FOR 2025-2027

In the face of significant social, political, and economic shifts across South and Southeast Asia, Wedu has identified 3 concurrent crises affecting women leaders in South and Southeast Asia.

These are the Climate Crisis, the Care Economy, and the barriers to the Economic Empowerment of women leaders.

To ensure that our programmes and offerings remain responsive to the challenges facing women leaders in our broader environment, we seek to more directly address these crises.

To this end, our External Strategic Priorities for 2025-2027 are:



# OUR EXTERNAL STRATEGIC PRIORITIES 2025-2027

Strategic Priority	Strategic Goal
Enabling women leaders to be resilient in the face of the climate crisis	1,000 women leaders in South and Southeast Asia have the skills, resources, and networks to drive climate-resilient solutions by 2027.
Shift how society and women leaders think of unpaid care work	By 2027, addressing unpaid care work is recognised as a critical factor in advancing women's leadership, by women leaders and our allies.
Enabling the Economic Empowerment of Women Leaders	By 2027, enhance the economic empowerment of 1000 women leaders, especially those leading Micro, Small, to Medium Enterprises (MSMEs) through capacity-building, education financing, strategic partnerships, and community support.





# INTERNAL STRATEGIC PRIORITIES FOR 2025-2027

As an organisation, Wedu is entering a pivotal new chapter. As we continue our mission to empower women's leadership across South and Southeast Asia, we are strengthening our internal structures and governance practices to enhance our impact.

By prioritising sustainable growth, strategic clarity, and effective governance, Wedu aims to deepen its support for women leaders and ensure our work remains resilient and responsive in an ever-evolving landscape.

To this end, our Internal Strategic Priorities for 2025-2027 are:

# OUR INTERNAL STRATEGIC PRIORITIES 2025-2027

Strategic Priority	Strategic Goal
Cultivate a burn-out-proof internal organisational culture	By December 2027, Wedu will be a role model employer with a trauma-informed, gender-equitable, and remote-first culture that fosters sustainable work practices and staff well-being.
Establish foundational strategies towards financial sustainability	By December 2027, Wedu is financially stable and experiencing strategic growth of the organisation.
Cultivate effective governance to maximise impact	By December 2027, Wedu will build a collaborative, mission-driven board to maximize its impact.





# WHO WE ARE

One of Wedu's most valuable assets is the skilled and committed team that drives our work.

## Our Staff

We are a small but mighty team of 10 women leaders, spread across 6 countries in South and Southeast Asia: Indonesia, Philippines, Thailand, Nepal, India, Pakistan.

Our relatively small scale as an organisation is our strength. The proximity between Wedu as an organisation and the women leaders we serve ensures our ability to be nimble and agile. The feedback loop between our beneficiaries and us as an organisation is closer and more immediate. As a result, we are able to respond more quickly to insights from the women leaders in our community. We hold in-depth regional expertise, from the deep relationships we are able to have with the women in our communities.



## *Who we are*

At the end of 2024, we bid a fond farewell to three team members: Juliana Shreshta, Sidra Amin, and Bhuvna Arora. We thank all three for their full-hearted service to the organisation during their time.

## Interns

Wedu benefits immensely from our passionate and values-aligned interns, many of whom come from our community. Our paid internship programme equips them with valuable skills and supports their leadership journeys. We are grateful for the dedication and impact of our 2024 interns, who have contributed meaningfully to our mission.

1. Zahra Nur Aliya, Mentorship Intern (Dec 2023 - June 2024)
2. Fimma Putri Noviandrarini, Mentorship Intern (Sep 2024 - Feb 2025)
3. Nan Pin Pin, Mentorship Intern, IRC (Sep 2024 - Jan 2025)
4. Naw Laura Htway, Mentorship Intern, IRC (Sep 2023 - June 2024)
5. Ho Thi Kim Hang Intern, Systems Intern (Nov 2023 - December 2024)
6. Sanjima Jugjali Pun, MarComms Intern (Feb 2024 - June 2024)
7. Mizzah Razali, MarComms Intern (Oct 2024 - Jan 2025)
8. Lieu Cam Tu, Community Engagement Intern (Nov 2023 - August 2024)
9. Khuyen Chan, Community Engagement Intern (Sept 2024 - Dec 2024)

## Our Boards

Wedu is registered as three different entities across Thailand, the UK, and Cambodia, with all operations housed within the Wedu (Thailand) Foundation.



## *Who we are: Our Boards*

In late 2024, we engaged seasoned Non-Executive Director and nonprofit professional, Helen Rice, to conduct an independent board audit across Wedu's three entities. Rice's report made a series of recommendations to improve the efficiency and effectiveness of our governance structure, which are being considered and implemented from 2025 onwards.

### **Wedu (Thailand) Foundation**

Ada Chirapaisarnkul - President and Secretary  
Oranutt Narapruet (Fai) - Vice President, Interim Chair  
Nudhi Paricharttanakul - Treasurer  
Kelly Perry - Rising Star Board Director

### **Wedu (UK) Limited**

Vittoria Zipoli Caiani - Chair  
Kate Montgomery Wilson - Trustee  
Mario Ferro - Trustee  
Ana-Luiza Georgescu (Term finished September 2024)  
Sophiya Maharjan (Term finished September 2024)

### **Wedu (Cambodia) Organisation**

Sreytouch Sem - Chair  
Nareth Chhoun - Chief Executive  
Srey Mao Mean - Treasurer  
Phearong Sdeung - Director



# TREASURER'S REPORT

On behalf of Wedu's finance team and the Board of Directors, I am pleased to present the Treasurer's Report for the fiscal year 2024. This report provides an overview of Wedu's financial performance, key highlights, and strategic financial management efforts to ensure sustainability and impact. Wedu remains committed to responsible financial stewardship, transparency, and accountability to our stakeholders.

**Nudhi Paricharttanakul**  
Treasurer, Wedu Thailand (2024)



*Treasurer's report*

## Financial Position

### Financial Overview: A Year of Growth and Investment

Wedu continues to demonstrate financial stability and growth, ensuring we can advance our mission of empowering women leaders in South and Southeast Asia. In 2024, we recorded a positive net movement in funds of USD 37,942, with total revenue reaching USD 615,870. This reflects the strong confidence of our donors and partners in Wedu's impact. Our grant funding remained strong, thanks to major contributions from the U.S. Mission to ASEAN (USD 374K), Octava Foundation Limited (USD 123K), Sunline Foundation (USD 30K), and the International Rescue Committee (USD 18K).

Wedu has long been dependent on restricted grants, and one of our key fundraising strategic goals for 2024 was to diversify our fundraising channels. Notably, donations in 2024 increased by 111.5%, which was driven by the Rise to the Occasion campaign conducted in response to the successful conclusion of our longstanding partnership with the US Mission to ASEAN and the global funding landscape at the end of 2024.

We brought our Income Sharing Agreement (ISA) programme in-house, saving USD 139,500 in operational costs while increasing self-sufficiency. These savings enabled us to hire a dedicated ISA Director and a full-time staff member to enhance programme efficiency. Additionally, we invested in a new website to ensure our external communications reflect our evolving mission and inspire greater engagement.

At the same time, we made significant investments to expand our programmatic impact and strengthen our operational foundation. This included hiring three senior leadership roles, including the ISA Director. As a result, programme expenses totalled USD 550,973. This investment was essential in advancing Wedu's strategic objectives, growing our fundraising capacity, and fueling the organisation's sustainable growth.

Wedu closed the year with a net fund balance of USD 395,266, underscoring our resilience and financial health. This strong position allows us to deepen our impact and sustain long-term growth.

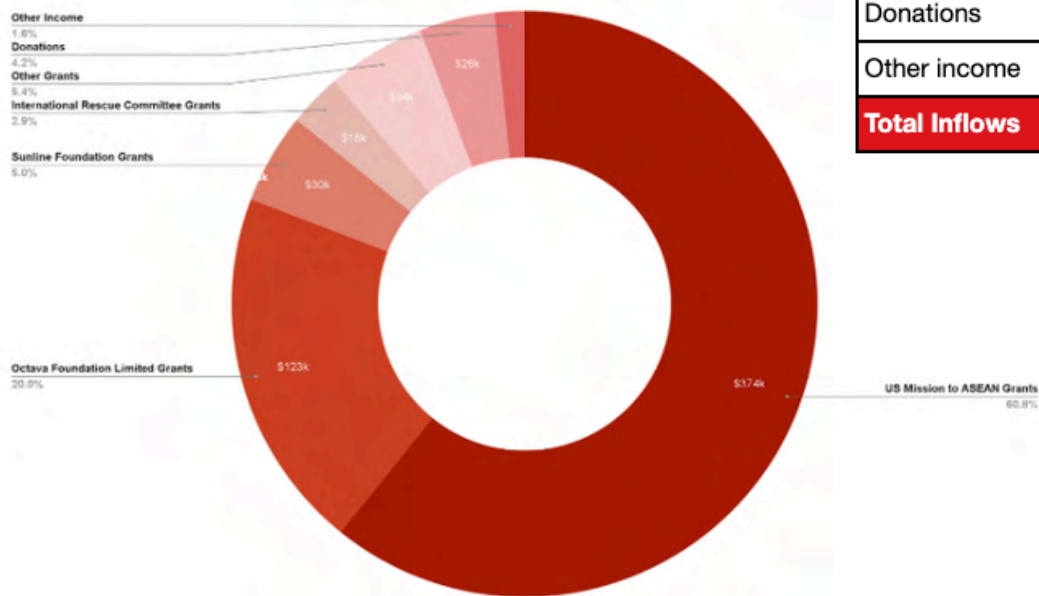


## Financial Overview: A Year of Growth and Investment

We extend our deepest gratitude to our donors and partners for their unwavering support. Your commitment fuels our work, allowing us to enable women leaders and drive systemic change across the region.

### Inflows

2024 Wedu Inflows



2024 Inflows Summary

Grants	\$580,108
Donations	\$25,640
Other income	\$10,122
<b>Total Inflows</b>	<b>\$615,870</b>

### Inflows Trend (2022 to 2024)

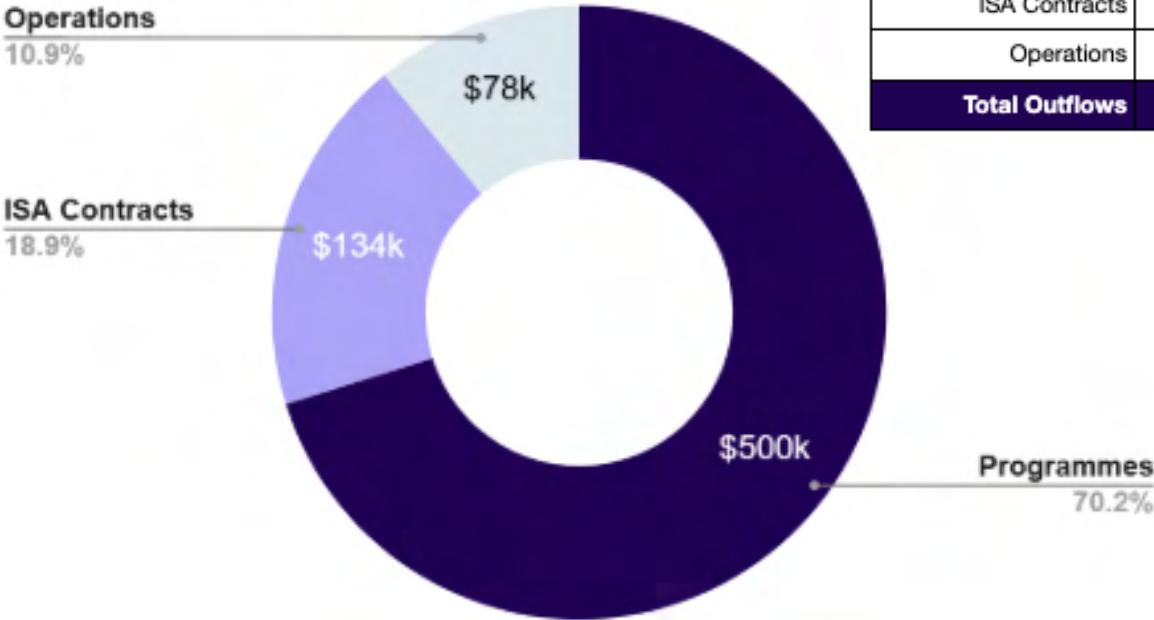






Financial Overview: A Year of Growth and Investment

2024 Wedu Outflows



2024 Outflows Summary	
Programmes	\$499,975
ISA Contracts	\$134,502
Operations	\$77,953
<b>Total Outflows</b>	<b>\$712,430</b>

Outflows Trend (2022 to 2024)



*Treasurer's report*

# Summarized Consolidated Financial Statements

## Statement of Financial Activities For the year ended 31 December 2024

	2024 USD	2023 USD
<b>Revenues</b>		
Restricted grant income	580,107.81	459,774.66
Unrestricted grant income	-	15,186
Donations	25,640.16	12,125.84
Other income	10,122.00	48,991.79
<b>Total revenues</b>	<b>615,869.97</b>	<b>536,078.06</b>
<b>Expenses</b>		
Administrative expenses	26,954.81	48,520.81
Programme expenses	550,973.28	375,685.56
<b>Total expenses</b>	<b>577,928.09</b>	<b>424,206.37</b>
<b>Revenue over (under) expenditure before income tax</b>	<b>37,941.88</b>	<b>111,871.69</b>
Income tax expense	(467.61)	(2,920.83)
<b>Revenue over (under) expenditure for the year</b>	<b>37,474.27</b>	<b>108,950.86</b>

*Treasurer's report*

# Summarized Consolidated Financial Statements

## Statement of Financial Position For the year ended 31 December 2024

	2024 USD	2023 USD
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	589,144.52	796,103.74
Receivables from related parties	42,193.33	22,070.49
<b>Total current assets</b>	<b>631,337.86</b>	<b>818,174.24</b>
<b>Non-current assets</b>		
Receivable funds for education	364,088.13	225,454.72
<b>Total non-current assets</b>	<b>364,088.13</b>	<b>225,454.72</b>
<b>Total assets</b>	<b>995,425.99</b>	<b>1,043,628.95</b>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Other payables	430,451.26	562,888.69
<b>Total current liabilities</b>	<b>430,451.26</b>	<b>562,888.69</b>
<b>Non-current liabilities</b>		
Other non-current liabilities	169,708.39	129,642.00
<b>Total non-current liabilities</b>	<b>169,708.39</b>	<b>129,642.00</b>
<b>Total liabilities</b>	<b>600,159.65</b>	<b>692,530.69</b>
<b>Funds</b>		
Capital fund	5,860.00	5,860.00
Accumulated revenue over (under) expenditure	389,406.34	345,238.26
<b>Total funds</b>	<b>395,266.34</b>	<b>351,098.26</b>
<b>Total liabilities and funds</b>	<b>995,425.99</b>	<b>1,043,628.95</b>

*Treasurer's report***Note to the Summarized Consolidated Financial Statements for the year ended 31 December, 2024**

The summarised consolidated financial statements are derived from the full financial statements of Wedu (Thailand) Foundation, Wedu Limited, and Wedu Cambodia Organization. The full financial statements can be accessed using the following links (click on title to access):

**Wedu (Thailand) Foundation's audited Financial Statements**

**Wedu Limited's Independently Examined FY'24 Trustees' Report and Financial Statements**

**Wedu Cambodia Organization's Independently Examined FY'24 Financial Statements**

**Wedu Consolidated Financial Statements**



All financial statements can also be accessed through the reports page on our website.





# OUR PARTNERS

We extend our deepest gratitude to our visionary partners whose dedication, expertise, and generosity propel Wedu's mission to nurture the next generation of women leaders across South and Southeast Asia. Your unwavering support and belief in our vision fuel transformative change- empowering women to rise, lead, and create lasting impact where it matters most.

## Leadership Programmes & Mentorship partners



**Agrea Foundation**





## Pioneer Fund: Income Sharing Agreements partners

**ABEER AKHTER ZAMZAM**

**kiva**





## Corporate partners



**VISIT.ORG**

## Legal partners

The logo for Weil, consisting of the word 'Weil' in a bold, white, sans-serif font, centered within a solid green rectangular background.

**Weil**





# Together, we can create a fairer future.

Join us in 2025!



## PARTNER WITH US

send an email to  
[directors@weduglobal.org](mailto:directors@weduglobal.org)



## MOVE THE NEEDLE - DONATE

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[www.weduglobal.org](http://www.weduglobal.org)



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Wedu is a not-for-profit foundation  
working to bridge the gender  
leadership gap within our lifetime.

[www.weduglobal.org](http://www.weduglobal.org)

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