



2024
ANNUAL
REVIEW



dāna asia

EMPOWERING THE IMPOVERISHED

Sustainable solutions **Zero poverty**

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MESSAGE FROM THE CHAIR

Dear Partners, Supporters, and Stakeholders,

As we review the past year, I am proud to share how Dana Asia Ltd has deepened its impact on the communities we serve while strengthening governance to build a more solid foundation of our organisation to grow.

Strong governance is central to the trust we build with our stakeholders. It enables us to ensure that every decision we make is aligned with our mission and that our resources are managed responsibly. This year, we have built a highly dedicated and knowledgeable Dana Asia Ltd board, bringing new skills, new insights, and new approaches to help us look at what we do through a new lens and create stronger frameworks for oversight. With this, we have also developed more robust impact monitoring tools to enable us to more clearly demonstrate the impact of each and every dollar donated to Dana Asia. Excellence in governance paired with data-driven monitoring and transparent

reporting is what makes Dana Asia a trusted and effective catalyst for sustainable development while ensuring accountability to our stakeholders.

A highlight of the year as Chair was having the opportunity to visit Japan to meet with some of Dana Asia's most respected donors and partners. By building relationships in this region, we are fostering greater collaboration and unlocking new opportunities to expand our reach. These efforts are critical not only for sustaining our current programs but also for scaling our impact in the years to come.

Looking ahead, we remain committed to further strengthening our governance structures and practices to support the growth and scalability of our programs. We firmly believe that good governance not only empowers our team but also ensures we deliver lasting change for the communities we are privileged to serve. A focus of the

coming year will be looking more closely at Dana Asia's longer term viability to safeguard our ability to continue our work long into the future, exploring new funding sources and business models to ensure our financial sustainability while growing our programs.

I extend my deepest gratitude to our Board members, management team, donors, and partners, whose collaboration and trust drive our mission forward. Together, we are not just delivering programs; we are building an organisation that stands as a model of resilience, transparency, and impact.



MUNZURUL KHAN - CHAIR

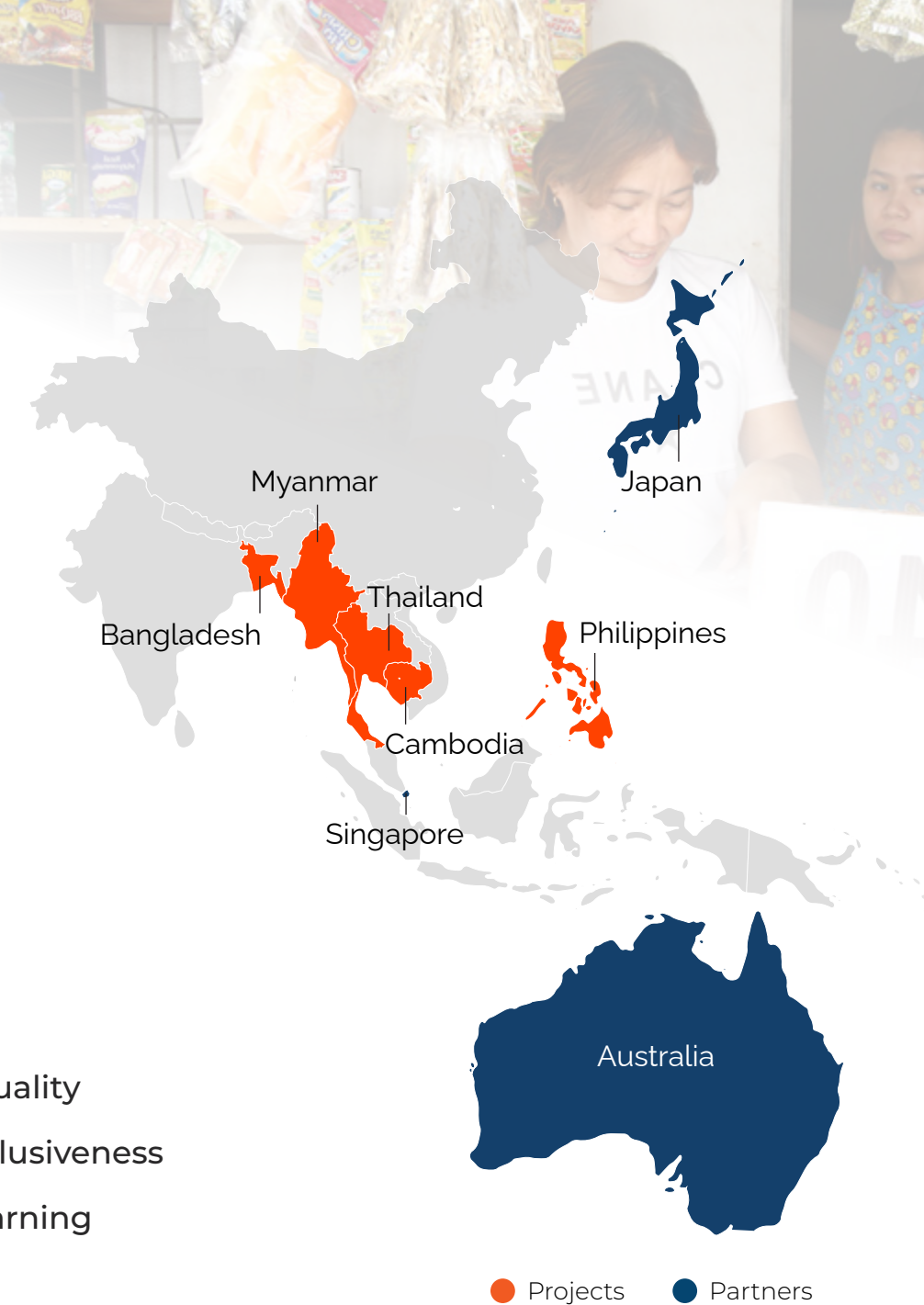
ABOUT DANA ASIA

Sustainable solutions to social problems to reduce poverty and inequalities.

Dana Asia is a not-for-profit organisation registered in Australia with subsidiaries in Singapore, the Philippines, and Cambodia. The Dana Asia Group shares a joint objective of poverty alleviation in marginalised communities by creating sustainable, community-led solutions to social and environmental challenges. Working through in-country partners, we use social business, microfinance, and education as tools to tackle inequalities and drive lasting, positive social change.

OUR CORE VALUES

- ✓ Accountability
- ✓ Empowerment
- ✓ Collaboration
- ✓ Stewardship
- ✓ Equality
- ✓ Inclusiveness
- ✓ Learning



VISION

To create thriving communities where poverty is alleviated and inequalities reduced, promoting sustainable development and enabling all members of society to achieve their full potential.

MISSION

We blend the attributes of a business mindset with a charitable heart using social business, microfinance, and education to address societal challenges in impoverished communities. Through social investment, advisory, and skills development, we empower community-led initiatives for positive, lasting change.

OUR STRATEGIES

Community-driven

Programs that promote inclusive development, driven and owned by the community for sustainability.

Capacity building

Training on financial literacy, business management, and sustainable business practices.

Access to financing

Microfinance and capital loans made available to marginalised microentrepreneurs to start and grow social businesses.

Market linkages

Connecting community businesses to markets and developing value chains, with consideration for the environment by promoting circular economies.

Impact measurement

Focus on effective monitoring and evaluation of programs for continuous improvement.

Sustainability and scaling

Sustainable practices and scaling of successful models.

Partnerships and advocacy

Working through in-country partners and collaboration with stakeholders to maximise skills and resources.

Technology integration

Training in using technology for business and using digital platforms to enhance business efficiency.

“Amid uncertainty and environmental challenges, our commitment to sustainable poverty alleviation will amplify impact in tough conditions over the next three years, with the invaluable support of our stakeholders.”

— Duncan Power, CEO

2024 IMPACT

FUNDS RAISED

AU\$1,512,350 ↑14%

GRANTS MADE

AU\$1,362,540

DISADVANTAGED LIVES IMPACTED

46,000

MICRO-BUSINESSES DEVELOPED

844

% WOMEN

82%



MESSAGE FROM THE CEO

“Empowering Change, Transforming Lives Across Asia.”

2024 was a pivotal year for Dana Asia Ltd, marked by both significant challenges and meaningful progress in maximising impact. Being dedicated to alleviating poverty through microfinance, social business, and education, Dana Asia’s mission has never been more critical. This year, we faced a landscape shaped by global economic uncertainty, rising inequality, and environmental pressures. However, despite these challenges, Dana Asia has continued to expand its impact, refine its strategies, and solidify its commitment to sustainability in all its work.

There is a growing recognition of the depth of the role that Dana Asia plays in supporting vulnerable communities striving to break the cycle of poverty. We have worked tirelessly to establish firmer core organisational foundations by diversifying our income sources, including laying

the foundations for launching a new Social Business Fund to scale our outreach. The Fund will enable us to dedicate larger resources to scale and replicate social businesses and create new grassroots income opportunities while reducing environmental impact.

We are acutely aware that global inflation and supply chain disruptions have created new hurdles for the poorest members of society. 2024 saw devastating flooding in Bangladesh and the Philippines, further impacting the most vulnerable populations. Within our microfinance program we’re seeing how it is becoming harder for micro-entrepreneurs to manage the limited resources they have and still retain sufficient drawings to cover their family’s needs. With these and more challenges in mind, sustainability has been central to Dana Asia’s work and across all our programs as we have sought to integrate



DUNCAN POWER - CEO





environmental, social, and economic considerations ensuring that our efforts today create opportunities for tomorrow.

While 2024 has presented significant challenges, it has also been a year of growth, innovation, and resilience for Dana Asia. Our commitment to empowering individuals, building sustainable businesses, and providing access to education remains resilient and focused. As we look ahead to 2025, we are focused on expanding our impact further and ensuring that our work not only alleviates poverty in the short term but also creates lasting, positive change for future generations.

IMPACT REPORT

Dana Asia aligns its efforts towards advancing specific **UN Sustainable Development Goals (SDGs)**.

The below commitments are aligned with the UN's own targets and indicators of measurement but adapted to the specific context in which Dana Asia works, enabling us to measure our progress towards the greater global effort to advance sustainable development.

	Objective	Target	Achieved 2024	Target 2025
	Reduce poverty levels in target communities	Commit funding to social business & microfinance initiatives to create income-generating opportunities as a way of alleviating poverty.	AU\$1.3 million	AU\$1.7 million
	Improve food security through sustainable agriculture initiatives	Support micro-businesses that directly promote enhanced food security through funding and training in sustainable agriculture.	74 sustainable micro-businesses	100 sustainable micro-businesses
	Improve vocational skills in underprivileged groups	Fund tertiary education scholarships to promote educational opportunities for disadvantaged students.	61 scholarships	100 scholarships
	Increase women's participation in education, business, and leadership	Balance gender inequalities in education and work by committing funding to support women and girls.	82% are women in our projects	85% are women in our projects

	Objective	Target	Achieved 2024	Target 2025
	Increase employment and income for beneficiaries	Support the launching of businesses through promotion of entrepreneurship, funding, and training	844 new small enterprises supported	1000 new small enterprises supported
	Increase access to services for marginalised groups	Bring opportunities to marginalised individuals and reduce gender, education, and wealth inequalities in society.	6,705 people with access to resources	10,000 people with access to resources
	Support the establishment of small enterprises	Proactively measure environmental impact and integrate waste management education/advocacy and activities in DA-funded projects.	25% of projects adopting eco-friendly practices	40% of projects adopting eco-friendly practices
	Decrease waste generation in local communities	Collect/recycle/prevent plastic waste through community-wide initiatives.	7 tonnes of plastic reduced	40 tonnes of plastic reduced
	Implement eco-friendly practices in projects	Integrate climate change adaptation practices and conduct relevant training into agriculture projects.	75% % of projects with climate change training element	80% % of projects with climate change training element
	Increase multi-sector partnership for mobilising of skills & resources towards greater impact	Create effective, strategic, multi-sector partnerships in Dana Asia projects to increase capacity of DA and impact of activities.	100% projects with active partners	100% projects with active partners

OUR ROLES

Advisory to donors, foundations, corporates, and social investors on impactful philanthropic giving, developing projects that help achieve their giving objectives while ensuring effective solutions for sustainable development.



ADVISORY SERVICE

Sourcing appropriate funding to support initiatives addressing social, economic, or environmental challenges while ensuring quality through robust impact monitoring.



FUNDER

SOCIAL BUSINESS DEVELOPMENT



Working through partners to develop, pilot, scale, and replicate innovative social business models that address specific societal needs while creating new livelihoods to alleviate poverty.

MESSAGE FROM THE DIRECTOR OF PROGRAMS

“True change begins when opportunity meets empowerment. We believe we must go beyond charity—we invest in people, centring them in driving change to transform communities for generations to come.”

Reflecting on the achievements of 2024, I am proud to share the strides Dana Asia has made in advancing towards sustainable socio-economic development across Asia and towards our target SDGs as part of the global mission for sustainable development.

Our programs this year demonstrated the transformative power of social investment and collaboration. In Cambodia, our focus on empowering rural communities through sustainable poultry farming has resulted in measurable improvements in food security and household income. By equipping smallholder farmers with training, resources, and market access, we continue to enable sustainable livelihoods while fostering environmental stewardship.

In the Philippines, our dual mission of poverty alleviation and plastic waste reduction gained significant momentum through the eco store social business and microfinance initiatives. In partnership with GPMI, green microfinance has empowered communities to access affordable, eco-friendly financing solutions tailored to their needs.

By supporting small businesses that promote waste reduction and sustainable farming practices, we are simultaneously lifting families out of poverty and safeguarding the environment. Through innovative partnerships, we continue to create scalable solutions that benefit marginalised communities while protecting our planet, underscoring our commitment to holistic, impactful development.



LOTTI FRASER
DIRECTOR OF PROGRAMS

As we look to 2025, we are energised by the possibilities ahead. Dana Asia will continue to expand its footprint, deepen its partnerships, and innovate solutions that bring us closer to a more equitable and sustainable future.



SOCIAL BUSINESS

READ MORE



MESSAGE FROM THE DIRECTOR OF SOCIAL BUSINESS



LEO ALFORTE
DIRECTOR OF SOCIAL BUSINESS

Providing funding and advisory to launch and develop mission-driven enterprises that addresses social and environmental challenges.

In 2024, Dana Asia's Social Business program supported the launch and growth of several innovative social enterprises across Cambodia and the Philippines, focusing on poverty alleviation, environmental sustainability, and job creation. The program provided vital financial and technical support to projects tackling pressing issues such as rural income generation, food security, and plastic waste. We channeled funding to develop social businesses that directly impacted hundreds of lives, enabling entrepreneurs to scale their operations while prioritising social good. Additionally, Dana Asia has strengthened partnerships

with local communities, NGOs, and government agencies, enhancing its reach and influence.

This year laid the foundations for the launch of Dana Asia's Social Business Fund, a dedicated financial mechanism that makes microfinance, capital loans, and other financial products available to microentrepreneurs looking to launch and scale businesses that are socially responsible and environmentally sustainable. After extensive research, strategic planning, and due diligence the Social Business Fund will launch in 2025.

Dana Asia's Social Business program is anchored on a community-driven strategy to facilitate business solutions that address the people's socio-economic concerns and establish sustainable livelihoods. This year, pilot social businesses were facilitated through active collaboration with community organisations, utilising their local resources as counterparts to build the social capital supported by our donors' impact investment.

Social business models launched and incubated in 2024 achieved

significant milestones and initial impact aligned with specific SDG indicators. The Eco Store model sold low-priced goods while preventing single-use plastic generation. The Organic Fertiliser Production Centre in Bicol contributed to start-up production of organic farm inputs and led to the achievement of PGS organic certification for Cooperative member farms. The Cafe Lab model spans both the social business and education programs as an in-school learning tool that also functions as a business run by and for the students, giving them

practical skills to enhance their employability.

Dana Asia's social business models are ever-evolving. Our team, community implementers, and partner institutions are on a collective journey to develop appropriate measures for effective management and productive linkages. Effective collaborations are a key factor in overcoming challenges and expanding support from various stakeholders towards business upgrade and replication in 2025.

ECO STORES

READ MORE



Plastic waste is a significant problem in the Philippines with an estimated 3.5 million tons of plastic waste generated every year, of which only 9% is recycled. Single-use sachets are a major problem and the majority end up in landfill, dumpsites, or waterways. Dana Asia's Eco Store social business model directly targets a reduction in single-use plastics through community-led zero-waste stores that promote refilling in place of sachets, bags, and bottles. Eco stores can cater to both individual customers and act as wholesalers to sell in bulk to other environmentally-friendly businesses. As well as reducing the amount of plastic used in a community, they also lower the cost of basic goods for low-income consumers buying as refills while providing a sustainable source of income for the store owner.

- ✔ **Directly reducing single-use plastics through zero-waste retailing.**
- ✔ **Education and advocacy for the environment to mobilise community action.**
- ✔ **Entrepreneurship opportunities for store owners to generate income while contributing to positive social, environmental, and economic outcomes.**



CASE STUDY

ALPAS Zero Waste & Refill Store

Launched in October 2022, the ALPAS Zero Waste & Refill Store is an example of Dana Asia's Eco Store social business model in action, successfully making basic goods more affordable for low-income families while reducing the plastic used by the community. Managed by the ALPAS housing cooperative and run by community members, the store brings affordable, refillable, everyday household goods to 1,000 community members with over 80 different refillable products, up from 10 products when the store first launched. Customers can make a 15% saving on food costs by shopping at the refill store instead of traditional sari-sari (convenience) stores and those families have reduced their plastic waste by an average of 30% through bring-your-own-container action, equivalent to around 32,000 pieces of plastic (sachets, bags, bottles) per year. The cooperative gains a 10% net income with progressive recycling of start-up capital that has enabled growth of the store and new initiatives such as the coop's rice credit program, aimed at addressing other key challenges faced by community members.

2024
Sustainable Impact



1,000
community members with access to affordable goods while preserving the environment.



38%
reduction in single-use plastic consumption.



32,000
pieces of plastic avoided through the refill model.

ORGANIC FERTILISER PRODUCTION

READ MORE



Dana Asia promotes organic and sustainable agriculture practices as an essential way to preserve the future of farming in rural Philippines. Working through the local farmers' cooperative, the Organic Fertiliser Production Centre in Bicol is an example of a social business that works to improve agricultural productivity, reduce chemical dependency, and promote environmental conservation. The business produces quality organic-standard fertilisers and foliars, builds capacities within farming communities through training programmes and mentorship, and supports farmers to increase their productivity while minimising environmental degradation. The work of the coop has been recognised by the local government unit in the area, with a commitment to purchase all organic fertiliser made by the Centre to distribute to surrounding farmers.

- ✓ **Producing organic farm inputs and promoting organic agriculture as sustainable livelihood.**
- ✓ **Enhancing skills and technologies to promote environmental sustainability.**
- ✓ **Rural community development through mobilising cooperatives, building marketing networks, and promoting multi-sector collaboration.**



CASE STUDY

Meet organic farmer, Danilo C. Clidoro

“Ten years ago, for a poor farmer with a small farm area and limited resources highly dependent on costly synthetic fertiliser and exploitative traders, our livelihood was survival. Now, because we’re making our own organic fertilisers we are able to save 30% of production costs per cropping. We use our savings to buy farm materials and tools needed to increase production and protective measures against weather changes. Our collaboration with Dana Asia upgraded our potential in organic fertiliser production to support organic vegetable production and transform our dying farm to bring back the natural potentials of farming by making our own organic farm inputs, producing bountiful chemical-free vegetables, and assuring healthy produce for the farmers’ families and consumers.”

Danilo is a founding member of TAPFAT, a pioneering organic farmers association in Camarines Sur (2015) and now a Director of MATAPAT Agricultural Cooperative and recently certified PGS organic farm.

2024

Sustainable Impact



37,500 sqm

in vegetable farming area following sustainable agriculture practices.



75%

increase in organic farming practices among surrounding farms.



40

farmers trained.

KJC FARM & OUTGROWER

READ MORE



In Cambodia, smallholder chicken farming offers a pathway to economic empowerment and a way to bridge the skills gap within rural communities. Dana Asia works through partner KJC Farm in Siem Reap, a poultry farm social business that helps rural communities improve their lives by offering training, employment, and financing opportunities for rural farmers. Through its outgrower program, the farm trains local farmers and provides them with a loan to build a shed and purchase chicks, feed, and equipment to start their own poultry microbusinesses. The program helps farmers earn a steady income, improves food security, and stimulates growth of the economy at a community level. By teaching eco-friendly practices, KJC Farm creates a positive impact on both people and the environment.

- ✔ **Alleviating poverty through new sustainable livelihood creation as additional income sources.**
- ✔ **Economic empowerment for women through training and financing for female entrepreneurs.**
- ✔ **Promoting sustainable agriculture practices to build environmental resilience within rural communities.**



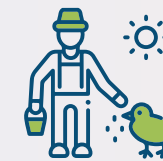
CASE STUDY

Meet outgrower farmer, Muong Phan

"I am Muong Phan, I'm 44 years old and I live in Traphang Thom Village, Siem Reap. I take care of six people in my household: myself, my husband, my two children, my daughter-in-law, and granddaughter. We rely mainly on the income of my husband and son who both work as labourers and earn US\$150 each per month. This income is not regular, and some months we have to live on less than US\$300. This was the main reason I wanted to join the outgrower program - to take control of my family finances.

I completed my training in poultry raising on KJC Farm and started my outgrower business in April 2024 and am already taking care of my third batch of chickens. The income I get from selling chickens has increased my household income by 25% and we now have access to fresh protein and vegetables. This new source of income from chickens makes me feel safe. My family is not impacted with the burden of everyday expenses. I want to increase my outgrower business to have more chickens and save money for when my husband and I get old."

2024 Sustainable Impact



27 outgrower farms established as livelihoods for impoverished farmers.



7 tonnes of chicken are produced each month.



44% increase in household income for smallholder farmers.

GREEN MICROFINANCE

Promoting financial inclusion by providing marginalised micro-entrepreneurs access to financial services to start and grow businesses, focusing on developing new green microfinance products to safeguard the planet.

Microfinance has been a transformative force in many developing countries, providing access to financial services for those traditionally excluded from formal banking systems. In the Philippines, where a large portion of the population lives in rural areas and relies on small-scale entrepreneurship, microfinance serves as a vital tool for economic empowerment.

With growing global concerns about the environment, Dana Asia is committed to finding ways to limit negative environmental impacts of our funding. Together, Dana Asia and GPMI are developing new green microfinance products that enable the launch and growth of environmentally-conscious microenterprises to alleviate poverty while addressing specific environmental concerns.

- ✓ **Enhancing financial inclusion through access to financial services and financial literacy training for marginalised small business owners.**
- ✓ **Promoting women as economic leaders to balance gender inequalities.**
- ✓ **Advancing environmental sustainability through specialised loan products that enable the launch of eco-friendly businesses along with advocacy.**



READ MORE



Message from **Kristine Tabay**, acting CEO Grameen Pilipinas Microfinance Inc.

Over the past year, GPMI has deepened its focus on supporting the dreams of microentrepreneurs while ensuring that our actions align with our commitment to environmental responsibility. By introducing innovative financing models and enhancing the accessibility of our services, GPMI has helped thousands turn ideas into thriving businesses.



KRISTINE MARIE TABAY

We have taken concrete steps to integrate sustainability into every aspect of our operations. From promoting eco-friendly business practices through eco sari-sari store loans, to supporting projects that restore natural ecosystems through eco agri loans, GPMI is proving that economic growth and environmental care go hand in hand.

As we move forward, GPMI's commitment remains steadfast.

We will continue to:

- Develop cutting-edge products and services tailored to microentrepreneurs, including educational loans and health insurance, customised business tools, and market access support.
- Foster partnerships that enhance GPMI's impact on local economies through collaboration with local businesses and community skills development.
- Develop eco-friendly microfinance products and services that reduce environmental impact and encourage sustainable consumer choices.

This journey would not be possible without the trust and collaboration of our stakeholders: our clients, employees, partners, and donors. Together, we are building a future where economic opportunity and environmental sustainability are not opposing forces but complementary pillars of progress.

2024
Sustainable Impact


AU\$1.36 million
million in loan funds
disbursed in 2024.


6,050
microfinance
clients establishing
and growing their
businesses with loans.


743
businesses
started with
the help of
microfinance.

GREEN MICROFINANCE PRODUCTS



Eco sari-sari store loans

The eco sari-sari store loan is designed to help small, community-based retail stores (sari-sari stores) to adopt eco-friendly practices. In the Philippines, approximately 163 million plastic sachets are used and discarded daily. Eco sari-sari stores directly reduce this number by swapping popular sachet products with a refill equivalent. The loans give existing sari-sari store owners the capital to purchase shelving, containers, scales, and bulk supply of consumable and household items to transform

their stores into zero-waste stores, starting with a few products and slowly growing over time. The goal is to promote sustainability in small businesses and reduce their environmental impact, enhancing both the local economy and ecological footprint. In 2024, eco sari-sari store loans were disbursed to eight different woman-led businesses with a

collective plastic reduction of over 62,000 plastic sachets.



Eco agri loans

The eco agri loan concept is an evolution of the traditional agri loan to encourage sustainable farming practices. Farmers are desperately in need of capital for farm inputs, equipment, and infrastructure to grow organic vegetables and eco agri loans cater to farmers seeking to minimise their environmental impact through less chemical-dependent practices. This is

especially timely, as there is a growing awareness of the need for sustainable agriculture in the face of climate change, soil degradation, and health concerns related to chemical use in farming. Focused R&D is ongoing in parts of Laguna, Philippines and a product is being developed to reach farmers in both the low-lands and the highlands for rollout in 2025.



CASE STUDY

Meet eco sari-sari store owner, Melanie



“My name is Melanie and I come from Rizal, Philippines. I’m married with three children and I’ve been a sari-sari store owner for 20 years. My husband works as a driver but covering the family’s daily expenses isn’t always easy. I was trying to think of ways to grow my business when I learnt about the eco sari-sari store loan through GPMI. I am interested in learning about sustainable business practices so turning my store into an eco sari-sari store gives me an alternative income stream and also gives me a platform for environmental advocacy within my community. Over a four month duration, my eco sari-sari store already reduced 5,364 pieces of single-use plastic through the refill model. I also have a 20% increase in profit margin from refilling vs re-selling sachet products and my customers enjoy a 20% saving on refill goods compared to sachet products. I’m working hard to save some of this profit to expand the refill section of my business.”



EDUCATION

Opening doors to quality education for marginalised students, empowering future leaders to drive social and economic development in their communities to help break the cycle of poverty.

Dana Asia's Education program supports disadvantaged students by providing tertiary scholarships, building school buildings, and developing school partnerships. The program targets young women in marginalised communities who face financial or societal barriers to education.

The program aims to complement Dana Asia's social business program by promoting fields of study that boost financial literacy, business acumen, and industry-specific expertise that give them skills for meaningful employment or entrepreneurial ventures. This creates a pipeline of skilled individuals who can contribute to and benefit from Dana Asia's social business initiatives for longer-term economic empowerment.

READ MORE



MESSAGE FROM THE CAMBODIA PROJECT MANAGER



CHHENN SREYKHUOCH
CAMBODIA PROJECT MANAGER

Dana Asia's Education program gives students from marginalised communities opportunities to access education to improve future prospects. Most rural students are only exposed to a small range of career options and possible futures and our aim is to show them that other opportunities are within their reach.

In 2024, the strategic plan for the Education program in Cambodia was developed to focus on the real needs of students and match them with job market needs to ensure scholars have the best chance of productive employment after graduation. Dana Asia is supporting more students in English, Accounting, Nursing,

and Agriculture. The priority for the program is quality, offering a handful of new scholarships to the most deserving students each year while ensuring we are able to give them the support they need to succeed.

In 2024 we also recognised the need to work with students in grade 11 and 12 to prepare them for tertiary education. In Cambodia, we worked in partnership with a rural high school to develop extra-curricular programs introducing "life after high school" and workshops on university applications, soft skills, interview skills, and entrepreneurship. We will continue to develop these sessions for rollout in 2025.

Next year we will expand the scholarship program in Cambodia to new students while also continuing to work with our school partners.

On behalf of the scholars and students on the Education program, I sincerely thank our donors and partners for the ongoing support, collaboration, and belief in Dana Asia's work. We also extend a huge thanks to the students on the program who study hard and show determination to succeed. We are excited by the promise of more brilliant things to come in 2025.

SCHOLARSHIPS

READ MORE



Dana Asia's Scholarship program identifies deserving young students from marginalised backgrounds who face financial barriers to education and provides scholarships in tertiary education in a variety of practical and vocational fields of study. With a focus on vocational subjects, scholarships aim to equip young people with skills for productive employment through quality courses that meet specific job market needs and connect graduates with employment opportunities in their field of study.



61 scholarships



12 education tracks



72% women



CASE STUDY

Meet scholar Ms. Sen Yoeurn



"My name is Sen Yoeurn and I am 20 years old. I come from a rural area of Siemp Reap Province called Sombath village where I still live with my father. Sadly my mother died many years ago. My father sells brown sugar to make an income. He sells bags of 5kg for US\$0.75 and is able to earn around US\$112.50 per month. This income goes entirely towards paying for daily living expenses and my education when I was at high school.

I passed my Grade 12 exams in 2022 and I knew I wanted to become a midwife in the future but I didn't have any money to pay for university. This is when I applied for a scholarship with Dana Asia and was lucky to be accepted. Now I am studying in my first year of Midwifery at Angkor University and my scholarship covers my books, uniforms, and living costs so my father doesn't have to worry. I get to learn English and French too which is difficult but interesting. As well as my studies I have also started volunteering with a child education and health screening project in a remote area.

I enjoy what I do from my heart. I hope after I graduate from university I can have the opportunity to work at the community hospital to help the people in rural areas and also be near my father as he gets older. This scholarship program has changed my life - now I can work hard to make my dreams come true."

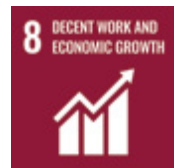
CAFÉ LAB

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Cafe Labs are a unique education tool that combines vocational training with social business concepts. They provide hands-on training for high school students in business management, food preparation, barista skills, and customer service to create pathways to employment by developing practical skills. Partnering with schools as lead implementers, Cafe Labs operate as in-school cafe businesses, generating income to sustain operations with surplus profit used to support student needs, such as paying for test fees, to ensure equitable access. Cafe Labs embed entrepreneurship and practical skills for employment into the curriculum to give students unique opportunities for learning to enrich their education.

- 1 Practical training for high school students in vocational skills to improve employability.
- 2 Producing nutritious snacks for students from low-income families.
- 3 Reducing dropout rates by incentivising completing high school through accreditation.



2024
Sustainable Impact



3 Café Labs in operation in schools in two countries.



377 Students trained in food & beverage production, cafe operations, bookkeeping & inventory.



170 high school graduates gaining certification to improve employment opportunities.

FUNDRAISER

CYCLE FOR RECYCLING

Dana Asia's "Cycle for Recycling" initiative is a fundraising campaign aimed at addressing plastic waste in the Philippines. The campaign launched in 2022 when Duncan cycled all the way from Adelaide to Darwin in Australia to launch the campaign and raise the initial funds.

This year, Duncan took to his saddle again to brave the Oodnadatta track in South Australia, cycling 740km through rough outback terrain over 11 days to raise funds for the next stage of the project.

Funding is being used to create innovative and sustainable solutions to the plastic waste crisis in the Philippines, such as recycling single-use plastics into eco bricks, launching eco store social businesses that champion zero-waste retailing, and facilitating green microfinance to help existing business owners make their stores more environmentally friendly. These efforts not only tackle the plastic waste issue but also stimulate new livelihood opportunities in impoverished communities.

ACHIEVEMENTS

Over AU\$150,000
total funds raised since
launching the campaign
in 2022.

Over 3,750km cycled
along some of Australia's
most challenging tracks.

~95,000 pieces
of plastic avoided through
combined efforts in
promoting eco stores for
zero-waste retailing and
green microfinance.



2024 CHALLENGES & LEARNINGS

CHALLENGES

Lengthy process of engaging and mobilising communities resulted in delays in replication of social business models.

Need for more proactive management and leadership on the ground to drive progress.

Difficulties in practical implementation of data-driven in monitoring.

High standards for partners to meet ACFID compliance.

LEARNINGS

Strong community engagement, built through trust, stakeholder involvement, and local alignment, is essential for successful replication. Effective collaboration and adaptable implementation can help scale social businesses effectively while maintaining their impact.

Having the right people is key and the importance of investing in the right human resources and having clear roles, regular monitoring, and adequate support ensures execution can align with goals and targets.

Community implementation partners may not be used to data-driven monitoring and require additional support and training to meet Dana Asia's growing requirements for both quantitative and qualitative data that enables us to better assess impact and optimise strategies.

Partners being able to satisfy the relevant ACFID compliance standards poses an ongoing challenge, one that is being overcome by training and organisational development to develop structures, policies, and procedures that are compliant but relevant within the local context.

ADVISORY WORK

Dana Asia advises individuals, family foundations, and corporates to design and fund impactful and sustainable projects that align with Dana Asia's overall objective of poverty alleviation and reduced inequalities. In 2024 we continued our collaboration with donors and partners:



Child's Dream, Thailand

Funding is ongoing for scholarships and a university preparation program for Burmese students studying in Thailand. Child's Dream works to empower marginalised communities in Myanmar, Laos, Thailand, and Cambodia to enhance the quality of healthcare and education. Dana Asia supports their scholarship program which gives low-income students the opportunity for university education.



Foundation for Education and Development (FED), Thailand

FED works to support the Burmese migrant community living and working in southern Thailand. This year, Dana Asia facilitated funding for the FED's Unified Learning Centre in Khao Lak, Thailand, providing education for over 600 migrant children. In addition, funding was facilitated to establish a Cafe Lab as an innovative learning tool and support FED's school health project, providing basic school clinics, dental care, and health education to students.



Japan Automechanic, Bangladesh

Dana Asia is an advisor for a Japanese family foundation in the development of an Automechanic Training College as an educational social business in Dhaka, Bangladesh for young people from rural areas to study automechanics and Japanese, with potential employment in Japan after graduation. So far, over 25 graduates have graduated and gone to work in Japan. In 2025, Dana Asia will also advise on the development of a caregiver training program.

BUILDING SUSTAINABILITY IN 2025

Dana Asia looks forward to a productive 2025, scaling our efforts to reach more people living in poverty with our partners in the following ways.



Social Business Fund

Formally launch the Social Business Fund to reach new funders, create new partnerships, and be able to fund more innovative and impactful social businesses to scale our impact.



Maximise Dana Asia Group structure

Conduct a review of the current governance structures and create a strategy that maximises each entity in the Dana Asia Group to optimise resources and create more focused roles.



Expand poverty alleviation activities

With increased funding we can scale impactful initiatives to reach new communities and multiply the number of new livelihoods being created.



Strengthen multi-sector partnerships

Improve communication and deepen collaborations across sectors to better mobilise resources, enable a community-wide approach, and drive systemic change.



Enhance focus on metrics and impact reporting

Develop robust impact measurement systems across all Dana Asia entities to demonstrate tangible outcomes linked to Dana Asia's UN SDG targets to enable us to better track our progress and build trust with stakeholders.

PARTNERSHIPS

Dana Asia works through in-country partners, without whom we could not achieve impact. This year we have sought to expand our reach to make new collaborations with government, businesses, and community organisations to tackle complex issues more effectively, optimise resources, and enhance sustainability by pooling expertise. We extend our thanks to all our partners for their tireless efforts and look forward to continuing our partnerships into 2025.

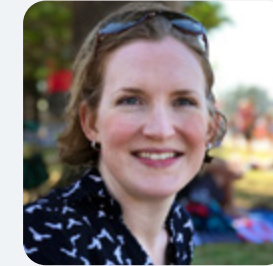


TEAM DANA ASIA

Dana Asia board:



Munzurul Khan
Chair



Caroline Juricic
*Board member
Company Secretary*



Elizabeth Masamune
Board member



Prometheus Siddiqui
Board member

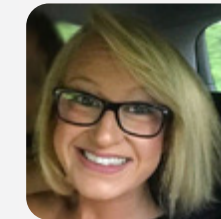


Wei Chee Liew
Board member

Dana Asia executive team:



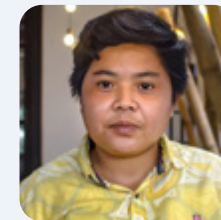
Duncan Power
CEO



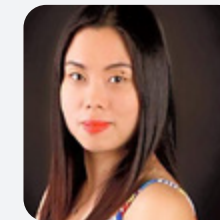
Lotti Fraser
Director of Programs



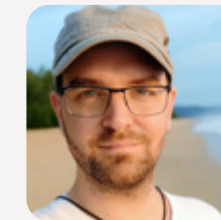
Leo Alforte
Director of Social Business



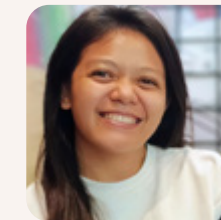
Chhenn Sreykhuoch
Cambodia Project Manager



Diana Seva
HR & Admin Manager



Philippe van Gammeren
Tech & Design Specialist

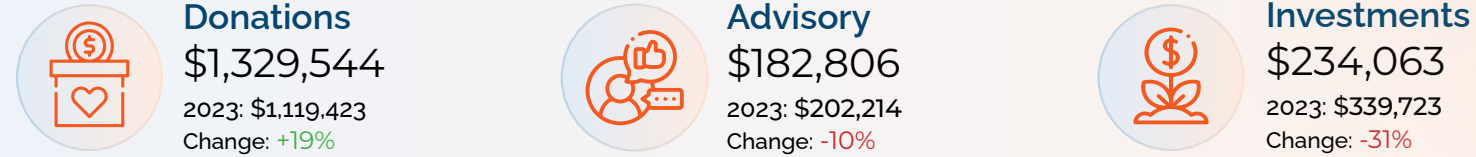


Charish Turado
Impact Monitoring Manager

FINANCES

The 2024 audited finances shown include both Dana Asia charitable legal entities in Australia and Singapore. Full financials can be found on our website.

INCOME

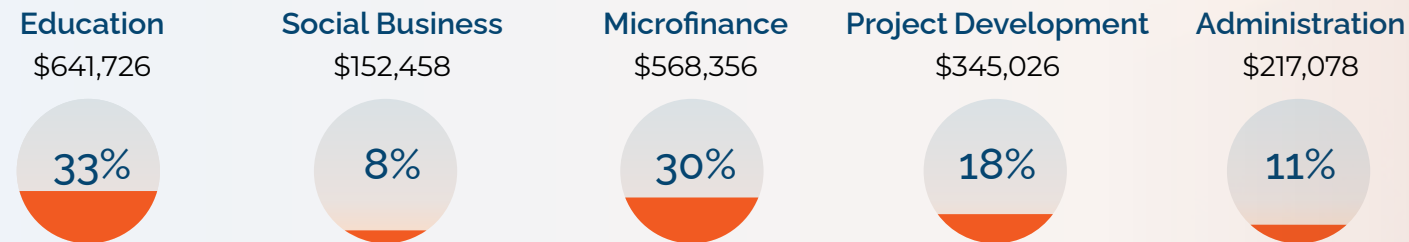


\$1,746,413

2023: \$1,661,360
Change +5%

ALLOCATION

\$1,924,644



Dana Asia Group Equity

\$1,356,735

All amounts are in Australian Dollars.

THANK YOU

A big thank you to our dedicated team and volunteers, partners, donors, and supporters who make this important work possible. The impact captured in this report is testament to the passion, hard work, and tireless dedication of all those who believe in the mission and work creatively and collaboratively to get there. Together, we are building a more equitable and sustainable future for the most vulnerable, despite the external obstacles that so often threaten global stability.

COMPLIANCE

Dana Asia is a registered PBI in Australia under ABN 44 627 282 615 with tax-deductible status.

Dana Asia is a proud Member of the Australian Council for International Development (ACFID) and commits to full adherence with the ACFID Code of Conduct.

The Dana Asia Group also has a tax-exempt charity entity in Singapore and registered branch offices in the Philippines and Cambodia. For more information on our projects, feel free to contact us using the details on the back.



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