

YCAB SOCIAL ENTERPRISE



ANNUAL REPORT 2014



www.ycabfoundation.org

OUR VISION

TO LOVE AND ENABLE YOUTH THROUGH
HOPE AND OPPORTUNITY

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YCAB Foundation

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FOREWORD BY FOUNDER



2014 marked the 15th year of our existence. We saw the evolution of YCAB Foundation into a social enterprise with income generating activities, which enables us to be more self-sustainable. In fifteen years, we have arrived at an important milestone, that was to bring our programs to 2.7 million people; not only in Indonesia, but also in 5 other countries such as Myanmar, Mongolia, Afghanistan, Pakistan and Uganda. Moving forward, we are planning to continue to focus in Indonesia while expanding our international footprint to the least developed countries in Asia, specifically those in the Mekong area. With that in sight, we hope to double our outreach to 5 million people by 2020.

The path for expansion has become clearer to us. Not only that we have relevant ways to tap into both philanthropic givers and social investors (that give near market return and clear exit with a 5-7 year payback) with our social investment program, we also have the world's best strategic partners to rely on. We are deeply indebted to all of them as they have stood by us, and worked alongside us, to build a blueprint that will bring us closer to our 2020 vision.

Words cannot express the precious values they have brought to YCAB in helping elevate us and prepare us for this global vision. The best part of it all, all these services and consultations are given pro-bono. For that, I'm very touched. Thanks to Accenture for creating our IT blueprint; Palladium for refining YCAB's strategic direction including implementation of the balance score card that has revolutionized YCAB's governance and strategic focus; and BCG for painting the social entrepreneurship landscape as the basis of the social entrepreneurship bill we're taking part in creating. And our long time pro-bono service providers: PwC on the impact fund; Norton Rose Fulbright as legal advisors; and EY for our annual financial audit.

For all the volunteers and everyone who has been with us, supporting and encouraging us over the years, I would like to convey my deepest gratitude. Thank you for your trust in us. Thank you for your loyalty to YCAB. And more importantly, for all the brilliant ideas and constructive critiques that gave us the opportunity to grow. We want to be a learning organization, as there is so much room for improvement. We also see the importance of managing our knowledge, to help enable like-minded individuals and organizations to accelerate change and transform the world together.

A handwritten signature in black ink, which appears to read 'Veronica Colondam'. The signature is fluid and cursive, with a large initial 'V'.

Veronica Colondam

CEO/Founder YCAB Foundation

ABOUT YCAB SOCIAL ENTERPRISE



YCAB Foundation (which stands for “Yayasan Cinta Anak Bangsa” in Bahasa Indonesia or “Loving the Nation’s Children Foundation”) was established on August 13th, 1999 as an Indonesian non-profit organization that aims to enable underprivileged youth to be independent through education, entrepreneurship, and economic empowerment.

Over the years, YCAB has evolved from a non-profit organization to a sustainable social enterprise. Today, YCAB Social Enterprise has expanded its resources of funding by creating sustainable business units and social businesses such as Benefit Microfinance with education as the pre-condition of the loans. These activities support some of the resources and education programs of YCAB Foundation.

In recognition of our activities, YCAB was granted UN-ECOSOC Special Consultative Status and has achieved ISO9001:2008 certification. In 2010, YCAB went global through the establishment of YCAB International Inc. , a non-profit 501(c)3 organization headquartered in New York, in order to expand fundraising activities and spread its wings to other LDCs (Less Developed Countries) in Asia.

EXECUTIVE SUMMARY

2014 was a rejuvenating year for Yayasan Cinta Anak Bangsa (YCAB) Social Enterprise. Overall as a group, in 2014 YCAB Social Enterprise generated IDR 71.1 Billion in revenue, an increase of approximately 35% compared to that of 2013. YCAB Cooperative was the main contributor to this achievement — as a separate component alone, revenue of YCAB Cooperative went up by 73.9%, from IDR 9.2 Billion in 2013 to IDR 16 Billion in 2014. With the reflected financial performance in 2014, we were able to reach a total of over 259,000 beneficiaries in the areas of Healthy Lifestyle Promotion, Education, and Economic Empowerment spread across Indonesia as well as 5 other countries (Myanmar, Pakistan, Mongolia, Afghanistan, and Uganda). This has also been made possible by the support of many partners and pro-bono consultant companies. In addition, we also worked with a total of 2,691 volunteers (245 corporate staff/professional and 2,446 youth volunteers) who has joined effort in making YCAB a better Social Enterprise. With the help of our pro-bono consultant partners, we put together a rigorous 5-year plan as well as an on-going Information Technology (IT) strategy development plan.



EXECUTIVE SUMMARY



Not only that we are now more confident that we will be able to reach our goal of touching the lives of 5 million people by 2020, as a sustainable Social Enterprise we are proud to have a long-term plan as well as a working-in-progress IT strategy to help us operate more effectively and efficiently. As we have been seeing strong demand, opportunities, and positive trend, we are expecting yet another increase in revenue from YCAB Cooperative particularly as we are also actively looking to increase funding. Our other sources of revenue, YCAB Business Units which consist of PT. Yada Indonesia, PT. Terrazone, and PT. Beauty Inc., have continued to grow consistently, hence supporting YCAB Foundation with 32 administrative shared services that are important in achieving the Foundation's sustainability goal.

Finally, with regards to YCAB Foundation programs in 2014:

Healthy Lifestyle Promotion (HeLP): Continued to grow program by focusing on campaigns and peer-to-peer training at schools. Towards the end of 2014, we started focusing on DoSomething Indonesia, an online platform where we try to engage social media influencers and ambassadors.

House of Learning and Development (HoLD): Successfully achieved the goal to maintain and improve the quality of the education delivered, hence there were activities around curriculum development as well as teachers' training.

Hands on Operation of Employment/Entrepreneurship (HOPE): Promoted employment and entrepreneurship opportunities that align with the United Nation Post-2015 Development Agenda, where the attainment of decent jobs in eradicating poverty has become one of the main focus areas. In 2014, we started a total of 5 new vocational training centers in Kalimantan and Sumatera province. Furthermore, we also started a new partnership model with government training center in Medan, where we added an electronic repair training into their existing curriculum. In this vocational training boarding house, students go through a rigorous vocational training for 6 month.

PREMISE FOR CHANGE



In order to achieve sustainability, YCAB Social Enterprise uses a Social Investment approach in maximizing our social and economic impact. We start with Social Investment from our partners and investors into YCAB Cooperative, which is an arm of YCAB Social Enterprise that runs our Benefit Microfinance program. By providing access to capital for low-income women entrepreneurs, YCAB's Benefit Microfinance program aims to enable these women to improve income stability in the family, leading to opportunities of sending their children to school and providing higher education. This is what differentiates us from other microfinance operations: as a prerequisite for these women entrepreneurs to receive loans, their school-aged children have to remain in school and receive proper education. By doing so, ultimately our goal is to produce more working graduates from these less-advantaged families, to further progress into a generation of independent and empowered youth thriving for better lives and bigger dreams. Aside from income stability, the surplus from the Benefit Microfinance operation will be re-invested to support the activities of YCAB Foundation in promoting education. We believe that education is a powerful tool to create positive change and break the poverty cycle.

Y C A B I N N U M B E R S

TOTAL OUTREACH : 2,699,582

- accumulated numbers since 1999 -

ECONOMIC EMPOWERMENT

47,990

Acquired Benefit Microfinance Clients

255,708

Estimated indirect beneficiaries

IDR 282.82 Bn

Total disbursement

71.9%

Working graduates

1,631

Job/Business created

EDUCATION

2,369,403

Youth received soft skill training

26,481

Youth continued education

15,560

Certificates granted

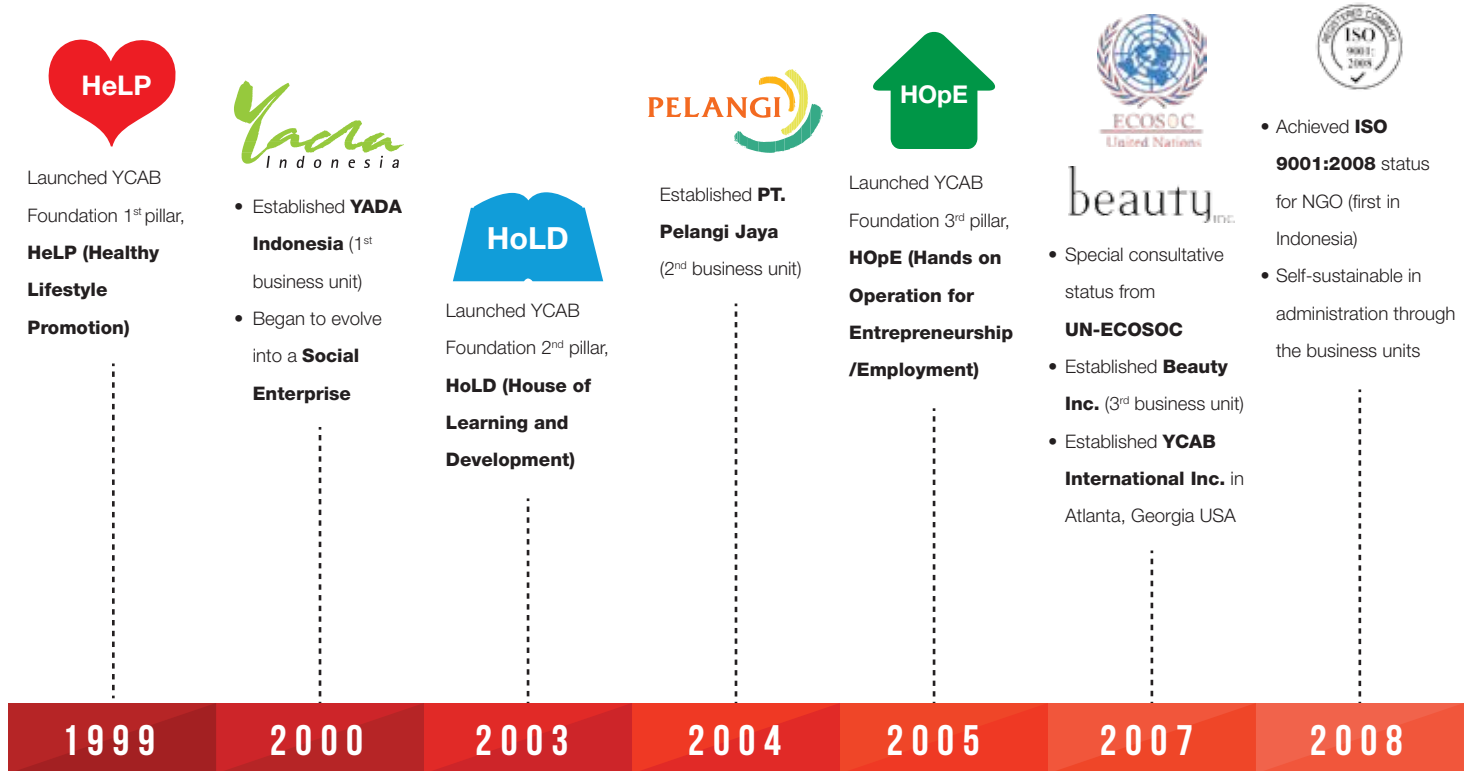
68

Learning Centers

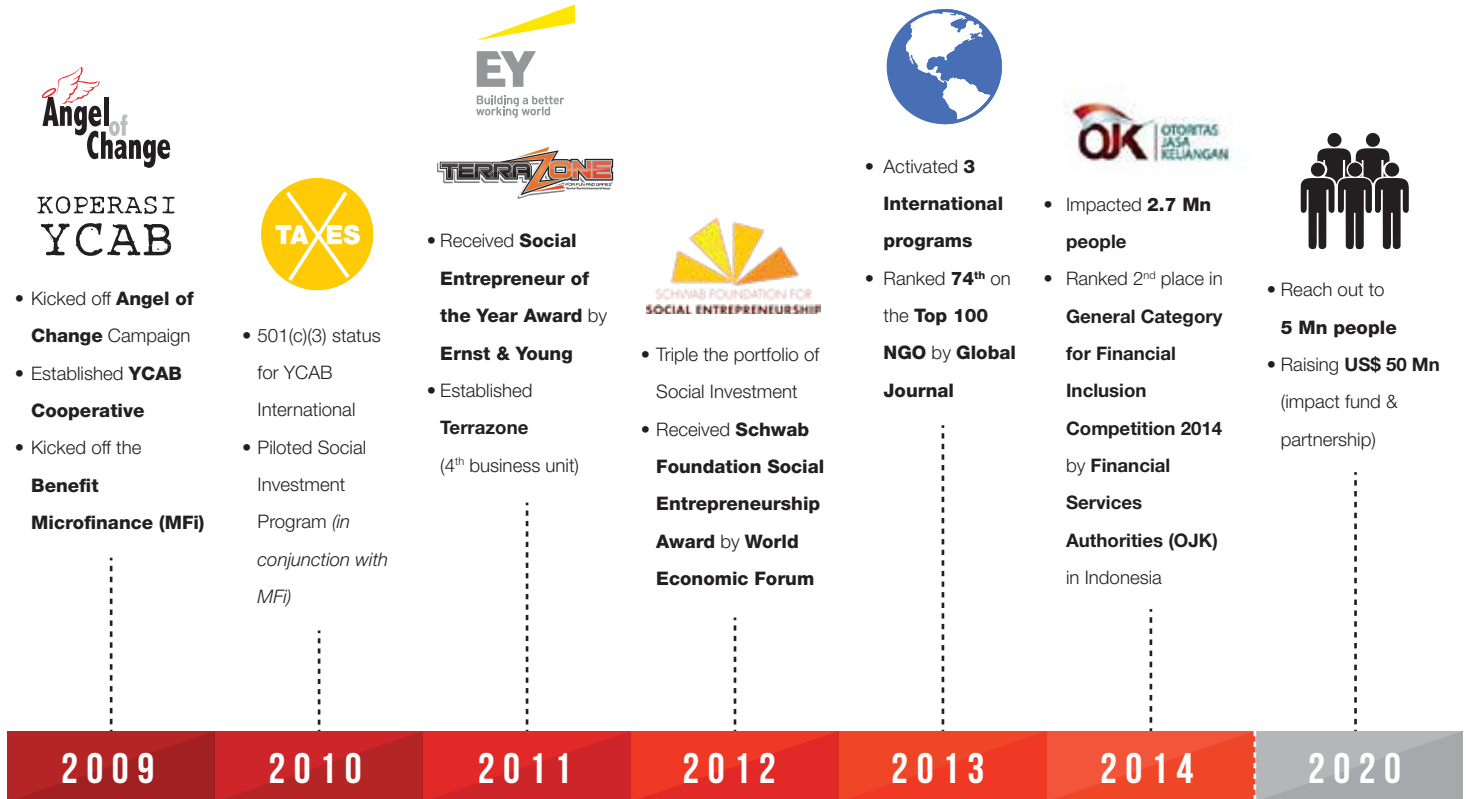
8,015

School/Implementor partners

YCAB EVOLUTION INTO SOCIAL ENTERPRISE



YCAB EVOLUTION INTO SOCIAL ENTERPRISE



WHAT WE DO TO ACHIEVE OUR VISION



MISSION

- To enable youth through holistic youth development programs where education and access to finances converge to enable sustainable independence
- To implement an inclusive and innovative approach that brings clear results and measurable impact
- To inspire and enable other like-minded organizations by fostering public-private partnership

YCAB FOUNDATION CORE VALUE:

I R E A P

These values serve as guidelines for our code of conduct and behavior as we strive to achieve our vision.



INTEGRITY

We emphasize integrity in every aspect of our work. Integrity is where core values and action meet consistently, resulting in confidence and trust from our partners and sponsors. We keep our integrity by fulfilling our commitment to deliver quality programs and to be financially transparent. We know that integrity comes before sustainability.



RESILIENT

We always give our best and put in our full effort to achieve our goals. We strive to find solutions for every obstacle that comes our way. We embrace every challenge at hand as it gives us opportunity to learn and to exercise creative problem solving.



EXCELLENCE

We set a high standard for every project that we embark on simply because we won't accept anything less. We take full ownership of all our work, however big or small, as we know each of us contributes something meaningful that leads to the betterment of the world we all live in. We are satisfied only when we have achieved our objective and we will not stop until we get there. We celebrate every success (and even failure) with gladness and thanksgiving as long as we know we have given our best.



ADAPTIVE

Our focus is always on the people we are impacting and not solely on the programs. Our programs are individually tailored to meet the needs of the target group. We are more than willing to adjust our method and strategy to bring results and lasting impact to our beneficiaries.



PASSIONATE

We are passionate about our work and we want to stay faithful to our cause as this is part of building our legacy. We understand the importance of integrating our faith, life and work into a united collective mission. We care deeply about giving our best and doing the best possible job by keeping up with all developments in the field and expanding our perspective, respective skills as well as talents to be not only good, but great at what we do.

YCAB AT A GLANCE



2.7 MILLION people reached by **2014** → **5 MILLION** people reached by **2020**



Yayasan Cinta Anak Bangsa (YCAB)
was established in **August 1999**



The end goal is to develop
"mandiri" or **independent youth**



Area of focus is youth development in the areas of
Health, Education and Economic Empowerment



YCAB ranks **74th** in the **Global Journal Top 100 NGOs 2013** in terms of Impact, Innovation & Sustainability



YCAB has evolved into a **Social Enterprise**
since **2000**



Indonesia origin social enterprise going **global**
by establishing programs in **5** other countries

STRATEGIC SHIFT 2015 INTO 2020



We started humble and small. In 1999, we were a pure non-profit organization, promoting healthy lifestyles for the young generation. 15 years later, as a team and organization, we have evolved into a sustainable Social Enterprise, priding ourselves with the ability to internally fund our three main program pillars in the areas of healthy lifestyle promotion, education and entrepreneurship. These areas are also aligned with global needs as stated by the United Nations through Millenium Development Goals. Having reached out to 2.7 million lives in the past 15 years, we would like to strive to reach 5 million lives in the next 5 years. This is precisely why a strategic shift is necessary for us to achieve our goal.

	FROM	TO
 PROGRAM IMPLEMENTATION	Implementer	Implementer + Enabler (inspire and enable other like minded parties)
 ORGANIZATION CULTURE	Sporadic innovation	Innovative culture across the organization through holistic program
 SOURCE OF FUND	Minimum contribution from Business Units	Maximum contribution from Business Units and fundraising through Social Investment

SUSTAINABLE MODEL

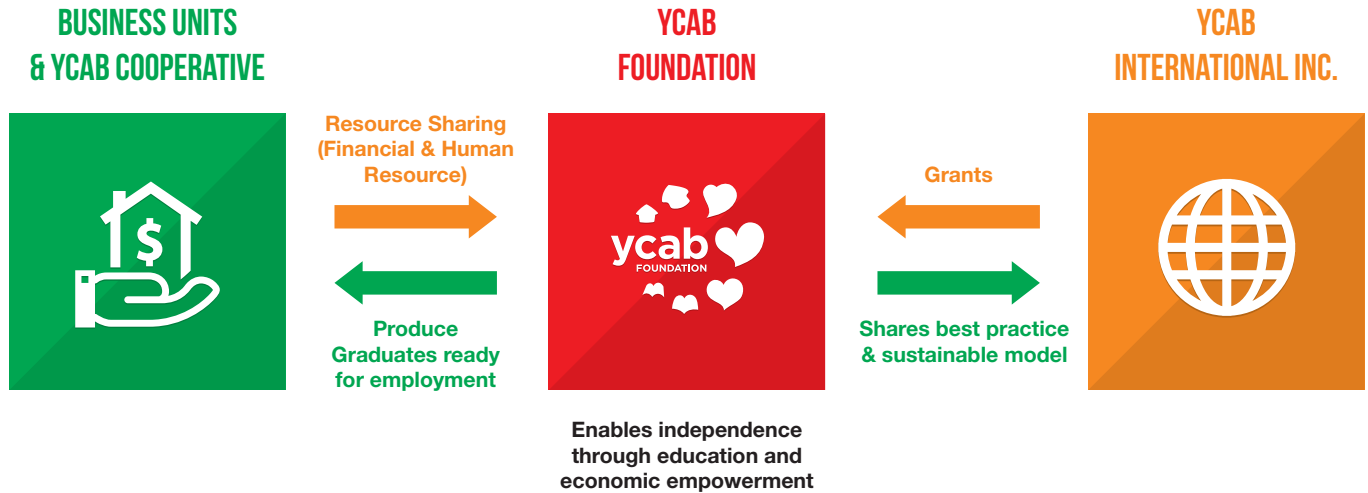


In order to sustainably support YCAB Foundation's activities, YCAB's business affiliates which consist of YCAB Business Units and YCAB Cooperative, are structured as profit making entities which, together with YCAB Foundation become a group of social enterprise.

This sets up a virtuous cycle where YCAB business affiliates can source good employees from the graduates of YCAB programs, which in turn support the YCAB business affiliates' operational efficiency and profit making ability. Since their resources are then shared with YCAB Foundation, the whole system becomes self-sustaining.

SUSTAINABLE MODEL

YCAB Social Enterprise is an impact first organization where the social benefits comes first and surplus is used for sustainability.



BUSINESS & MISSION ALIGNMENT



Relationship of the Different Entities under the YCAB Social Enterprise Group.

There are four entities under the YCAB Social Enterprise group: YCAB Foundation, Business Units, YCAB International Inc., and YCAB Cooperative.

In the subsequent years following YCAB Foundation's establishment in 1999, a few business units were set up with a singular purpose to support YCAB Foundation's work. This way, these business units' profit-centered operations support YCAB Foundation by sharing resources and covering the shared administration services costs to run its programs.

As for YCAB Cooperative and YCAB International Inc., the relationship is more mission-driven as opposed to solely business-centered. Both entities contribute to fulfill YCAB's mission of reaching out and educating more children while generating income through its enabling micro-financing programs.

YCAB Cooperative runs what we call a Benefit Microfinance program that, not only empowers women micro entrepreneurs, but at the same time, requires that their children be sent to school as a loan condition. While YCAB International, Inc. also supports YCAB Foundation and its activities in the South East Asia region, by boosting its fundraising efforts internationally either through grants, partnerships or Social Investment.

Two parameters are being used to ensure operations are aligned among these entities. First, asset, revenue and human resources figures act as indicators for consistent business alignment as they are quantitative metrics that reflect if the business is sustainable as a social enterprise. Second, number of beneficiaries reached and activities implemented are closely monitored to check if they fulfill YCAB's vision and mission. Lastly, mission-alignment metrics are utilized to study the impact, effectiveness and outreach of implemented activities.

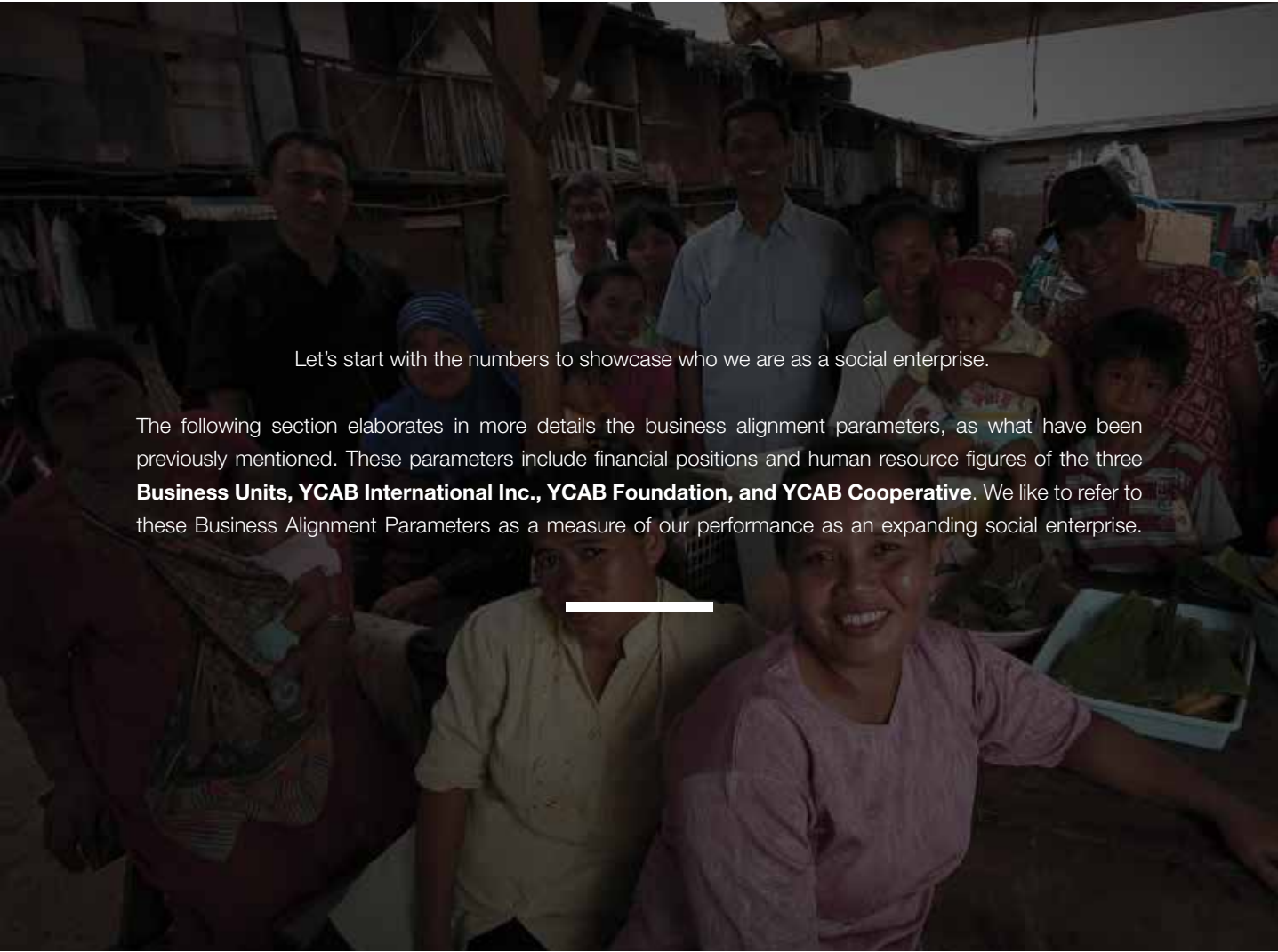
The diagram in the next page illustrates the different relationships and types of metrics discussed previously.

BUSINESS & MISSION ALIGNMENT 2014

		PARAMETER			PARAMETER	
Y CAB SOCIAL ENTERPRISE		FINANCIAL (IDR)		HUMAN RESOURCE	BENEFICIARIES	ACTIVITIES
		ASSET	REVENUE	(PEOPLE)	(PEOPLE)	
	Business Units	36.2 Bn	38.8 Bn	327	-	Profit-making business
	YCAB International Inc.	502.4 Mn	108.3 Mn	1	3,742	Fundraising & Grant Making
	YCAB Foundation	18.2 Bn	16.3 Bn	128	152,246	Implementing youth development program in Healthy Lifestyle, Education & Economic Empowerment
	YCAB Cooperative	42.7 Bn	16 Bn	199	111,990	Running Benefit Microfinance program
TOTAL		97.6 Bn	71.2 Bn	655	267,978	

01

FINANCIAL & HUMAN RESOURCE

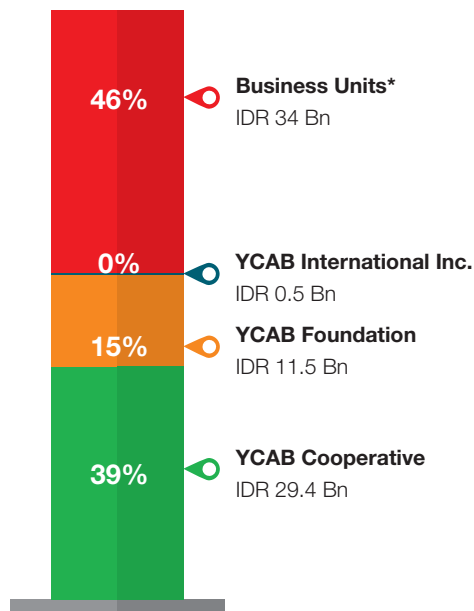


Let's start with the numbers to showcase who we are as a social enterprise.

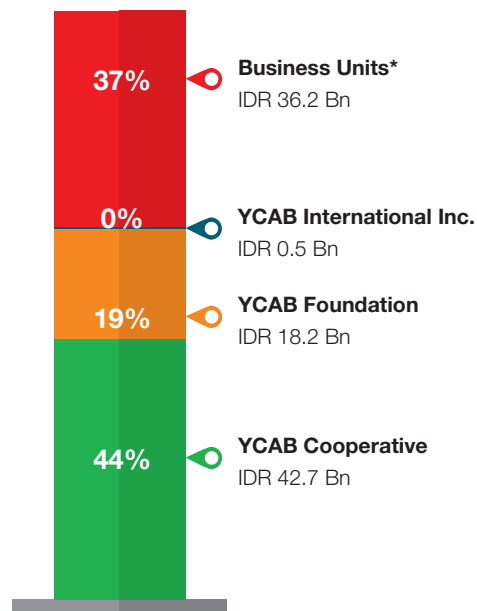
The following section elaborates in more details the business alignment parameters, as what have been previously mentioned. These parameters include financial positions and human resource figures of the three **Business Units, YCAB International Inc., YCAB Foundation, and YCAB Cooperative.** We like to refer to these Business Alignment Parameters as a measure of our performance as an expanding social enterprise.

YCAB SOCIAL ENTERPRISE ASSET

2013 | IDR 75.4 Bn



2014 | IDR 97.6 Bn



In 2014, the proportion of assets remained stable compared to that of 2013, with Business Units and YCAB Cooperative as the main contributors.

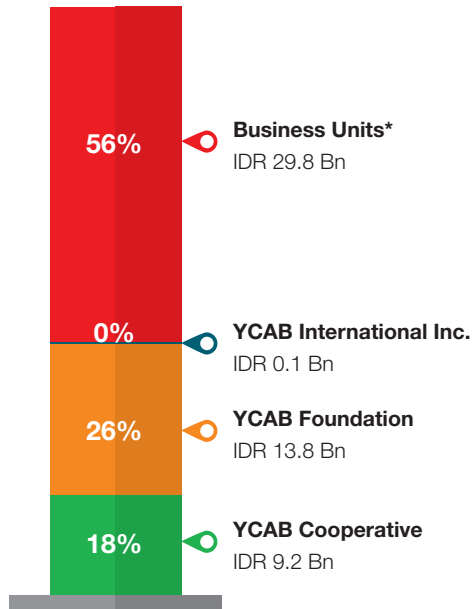
The significant increase from 2013 is due to the increase in vocational training programs that require significant infrastructure investments.

YCAB Cooperative has increased significantly between 2013 and 2014, from IDR 29.4 Bn to IDR 42.7 Bn as we almost double the portfolio number of clients acquired.

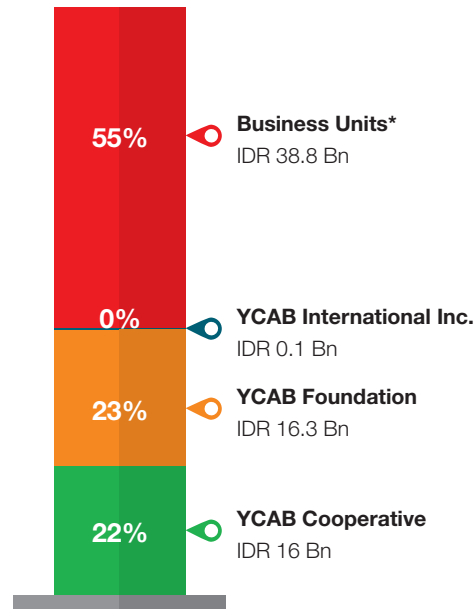
* Business Units pertain to YADA Indonesia, Terrazone & Beauty Inc.

YCAB SOCIAL ENTERPRISE REVENUE

2013 | IDR 52.9 Bn



2014 | IDR 71.2 Bn



The total revenue rose by 35%, as all business units show positive growth.

YCAB Cooperative grew 73.9% in revenue from IDR 9.2 Bn to IDR 16.3 Bn.

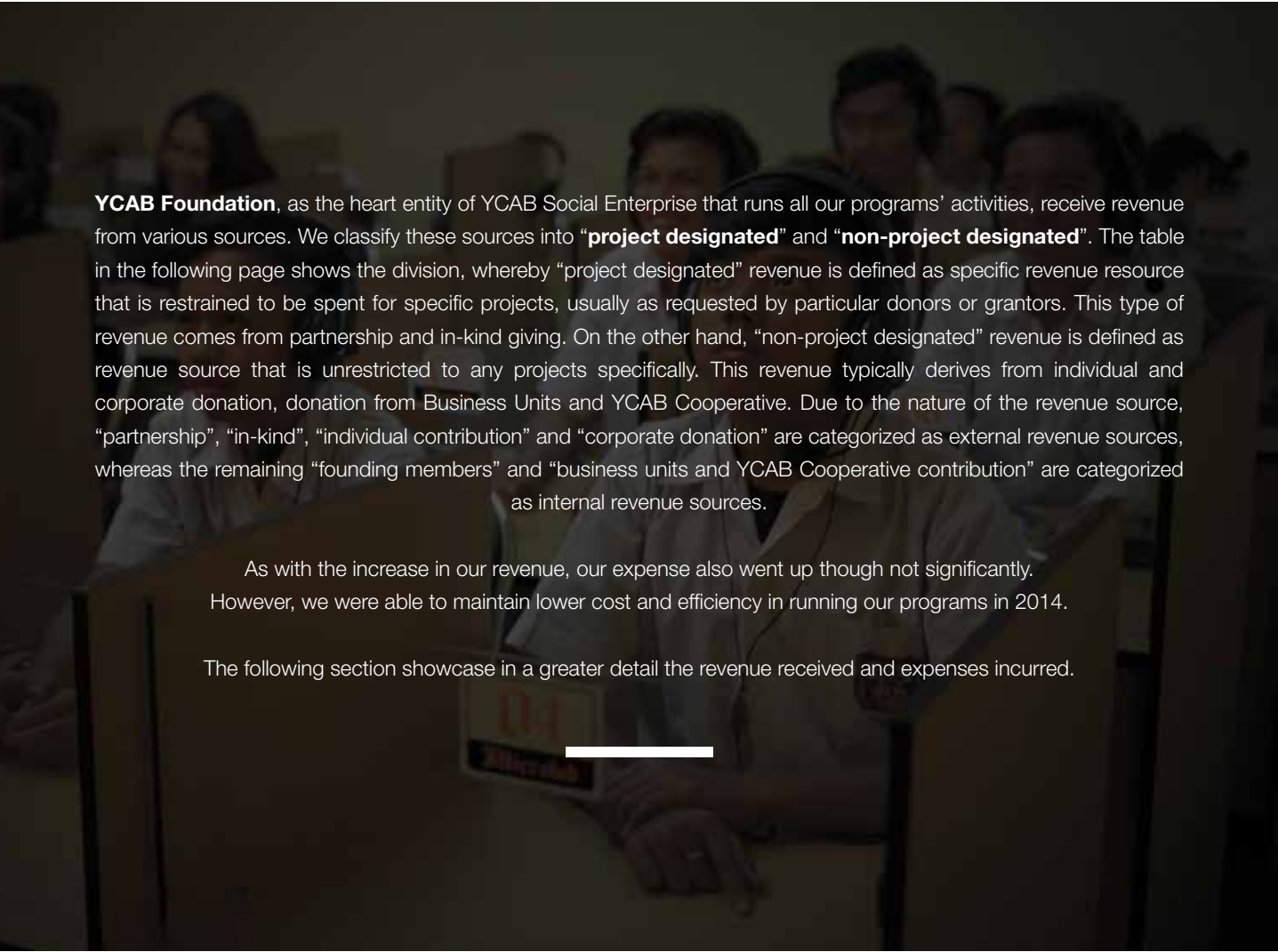
Business Units grew by 27% in revenue from IDR 29.8 Bn to IDR 38.8 Bn.

YCAB Foundation's revenue has also increased mostly due to the increase in vocational training programs supported by partners.

* Business Units pertain to YADA Indonesia, Terrazone & Beauty Inc.

“WE ARE WHAT WE REPEATEDLY DO.
EXCELLENCE THEN, IS NOT AN ACT, BUT A HABIT.”

ARISTOTLE

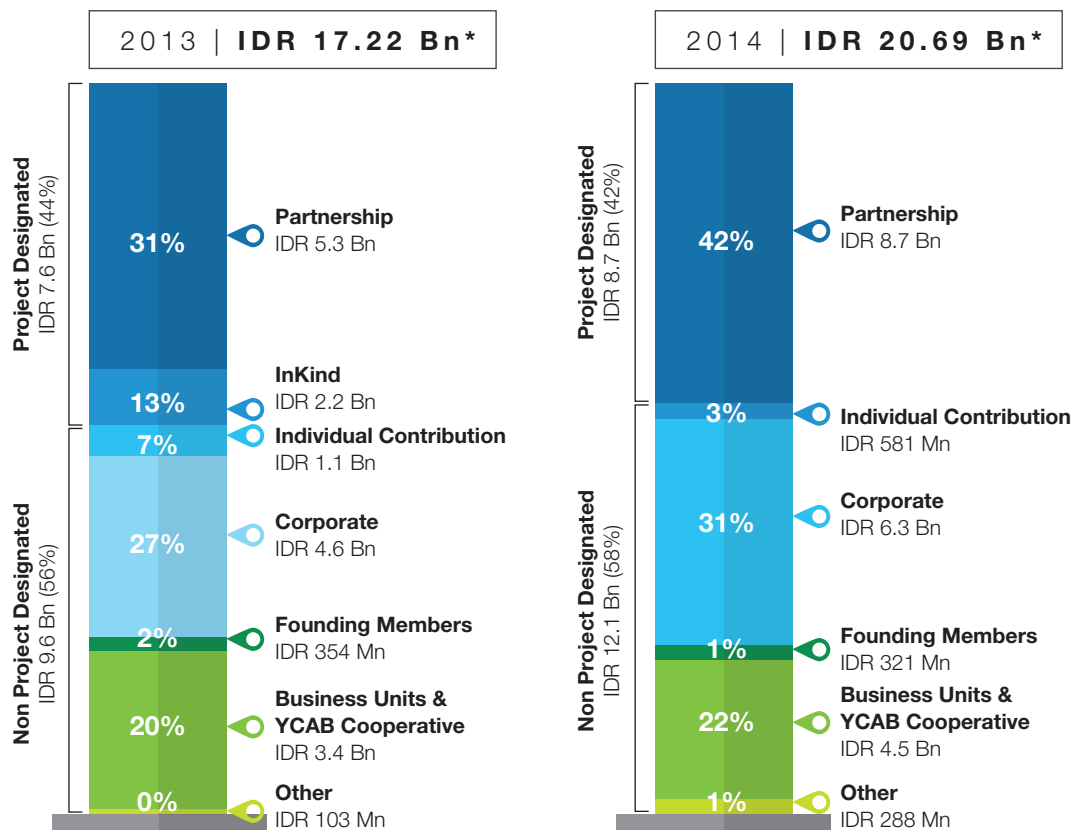


YCAB Foundation, as the heart entity of YCAB Social Enterprise that runs all our programs' activities, receive revenue from various sources. We classify these sources into "**project designated**" and "**non-project designated**". The table in the following page shows the division, whereby "project designated" revenue is defined as specific revenue resource that is restrained to be spent for specific projects, usually as requested by particular donors or grantors. This type of revenue comes from partnership and in-kind giving. On the other hand, "non-project designated" revenue is defined as revenue source that is unrestricted to any projects specifically. This revenue typically derives from individual and corporate donation, donation from Business Units and YCAB Cooperative. Due to the nature of the revenue source, "partnership", "in-kind", "individual contribution" and "corporate donation" are categorized as external revenue sources, whereas the remaining "founding members" and "business units and YCAB Cooperative contribution" are categorized as internal revenue sources.

As with the increase in our revenue, our expense also went up though not significantly. However, we were able to maintain lower cost and efficiency in running our programs in 2014.

The following section showcase in a greater detail the revenue received and expenses incurred.

YCAB FOUNDATION REVENUE



In 2014, there was a 21% increase in overall revenue.

There is a significant increase of 56.6% in partnership revenue from IDR 5.3 Bn to IDR 8.7 Bn. Business Units and YCAB Cooperative support (in terms of shared services) in 2014 increased by 32%.

Starting in 2014, In-Kind contribution was no longer included in the Financial Report. However, it will be reflected in the Management Report, combined with Media Value which is also considered as In-Kind contribution.

*The number includes shared resources that is supported by Business Units

YCAB FOUNDATION TOP 10 DONORS 2014

YCAB Foundation is honored to have many loyal partners as reflected in the figure above. We are grateful to have 4 new partners who are Buchi-Switzerland, Hino, Puma Energy Foundation, and International Narcotics and Law Enforcement Affairs - US Department of State.

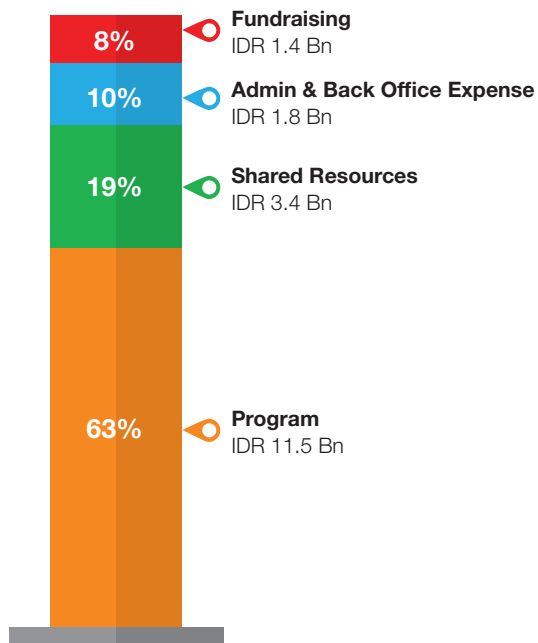




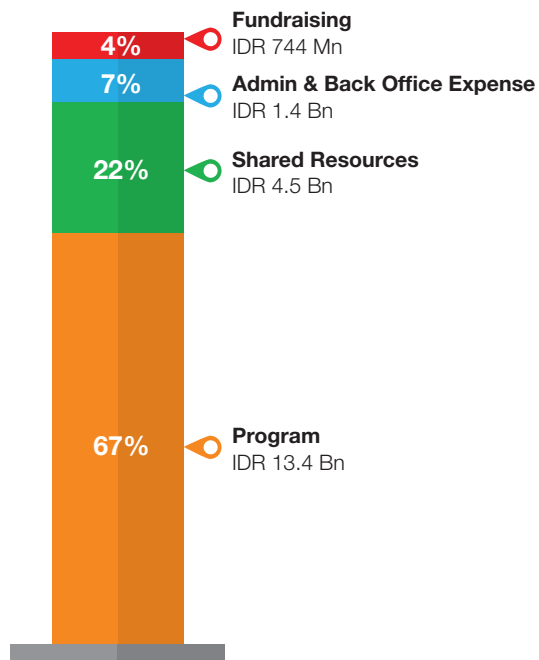



YCAB FOUNDATION EXPENSE

2013 | IDR 18.14 Bn



2014 | IDR 20.04 Bn

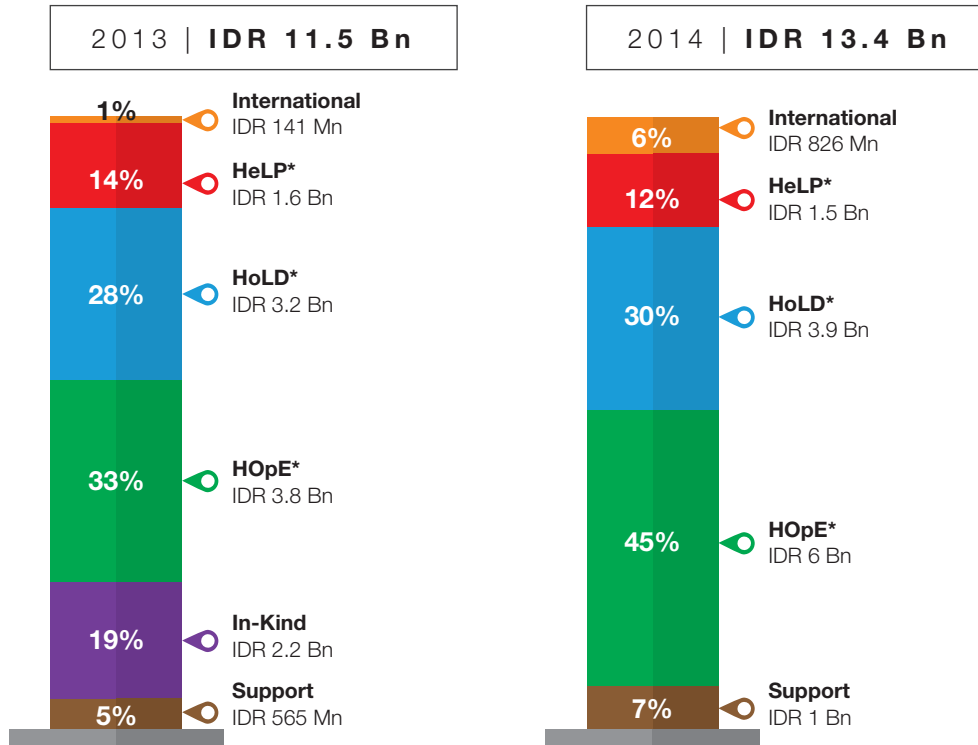


In 2014, program expenses went up by 4%, however, admin expenses went down by 3% and fundraising expenses also went down by 4%.

Expenses for shared resources increased by 3%, a smaller proportion than the decrease of admin and fundraising expenses combined.

This shows that we are on the right track to be more sustainable and efficient when running our programs through maximum utilization of shared resources amongst entities of YCAB Social Enterprises.

YCAB FOUNDATION PROGRAM EXPENSE

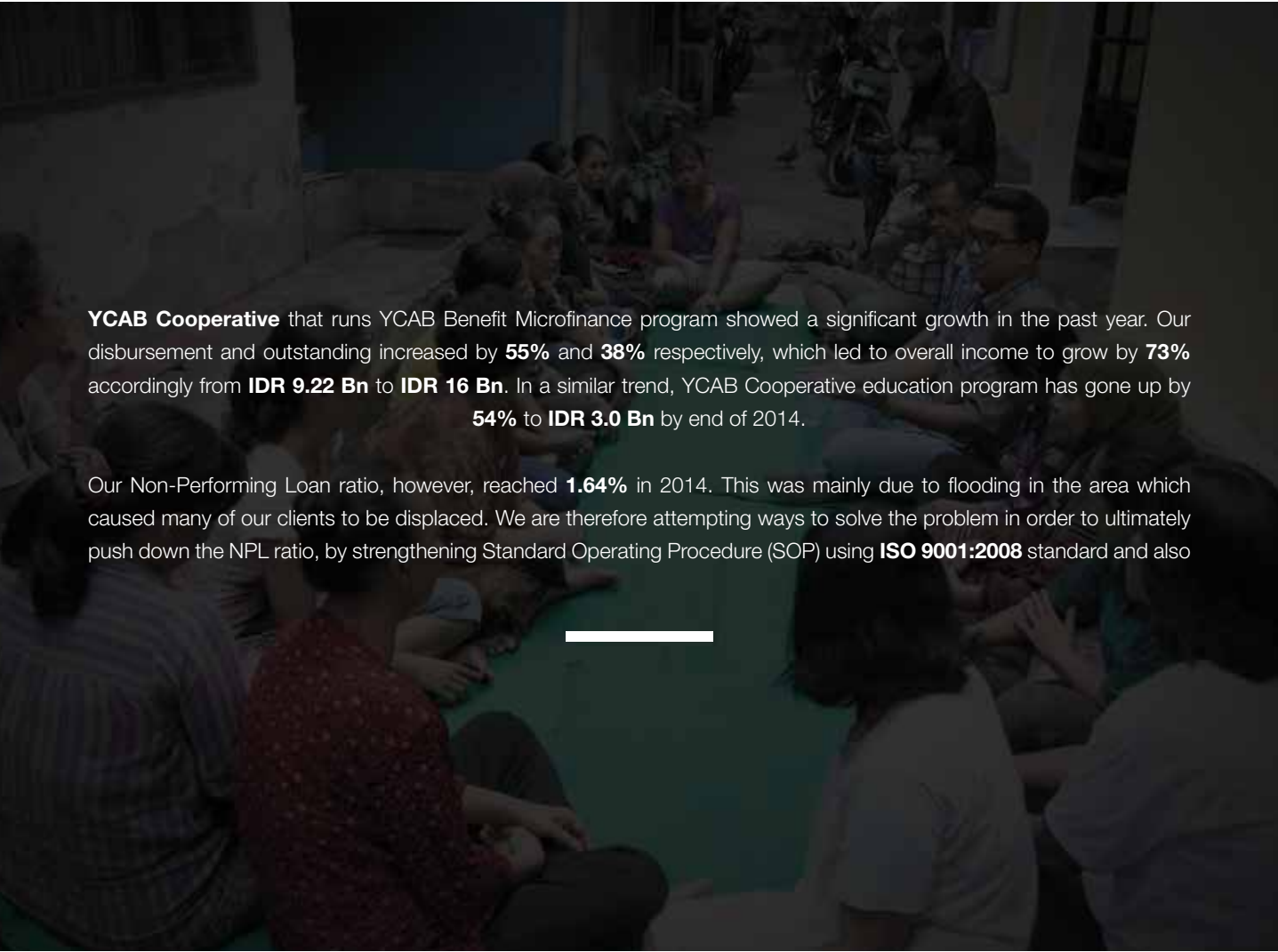


The 12% increase in HOPE in 2014 was due to the new addition of vocational training programs in Medan, Samarinda and Kalimantan, as what was previously mentioned in YCAB Foundation Revenue section.

HeLP and HoLD expenses remains consistent.

The significant increase also shown in International program which grew almost 6 fold from IDR 141 Mn to IDR 826 Mn.

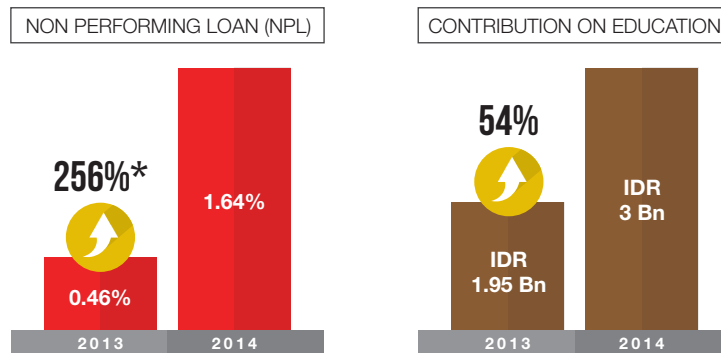
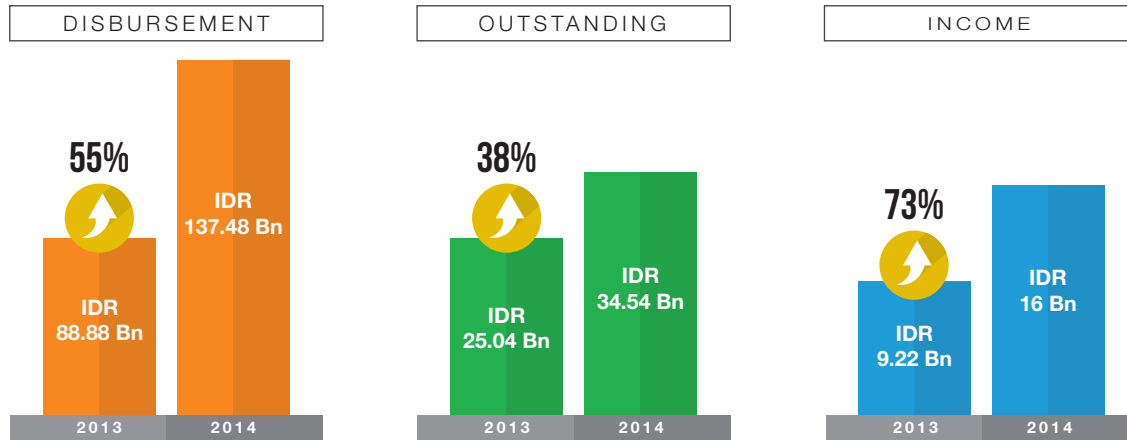
* Healthy Lifestyle Promotion (HeLP): Focuses on addressing risky behaviour in youths through healthy lifestyle promotion
 House of Learning and Development (HoLD): Rumah Belajar/Learning Centers for school dropouts and underprivileged children.
 Hands on Operation for Entrepreneurship (HOPE): Entrepreneurship and job creation programs including: micro-loan, seed capital, and vocational training



YCAB Cooperative that runs YCAB Benefit Microfinance program showed a significant growth in the past year. Our disbursement and outstanding increased by **55%** and **38%** respectively, which led to overall income to grow by **73%** accordingly from **IDR 9.22 Bn** to **IDR 16 Bn**. In a similar trend, YCAB Cooperative education program has gone up by **54%** to **IDR 3.0 Bn** by end of 2014.

Our Non-Performing Loan ratio, however, reached **1.64%** in 2014. This was mainly due to flooding in the area which caused many of our clients to be displaced. We are therefore attempting ways to solve the problem in order to ultimately push down the NPL ratio, by strengthening Standard Operating Procedure (SOP) using **ISO 9001:2008** standard and also

YCAB COOPERATIVE FINANCIAL PORTFOLIO



*Refer to page 31 for the explanation

OUR TEAM



HUMAN RESOURCE

YCAB has grown from a team of 4 in 1999, to a team of 655 after 15 years. This is a significant growth for our organization. Business Units and YCAB Cooperative have provided us with the shared resources that are necessary in order to take our organization to the next level.

655

Total number of employee of
YCAB Social Enterprise

327

Business Units

199

YCAB Cooperative

128

YCAB Foundation

1

YCAB International Inc.

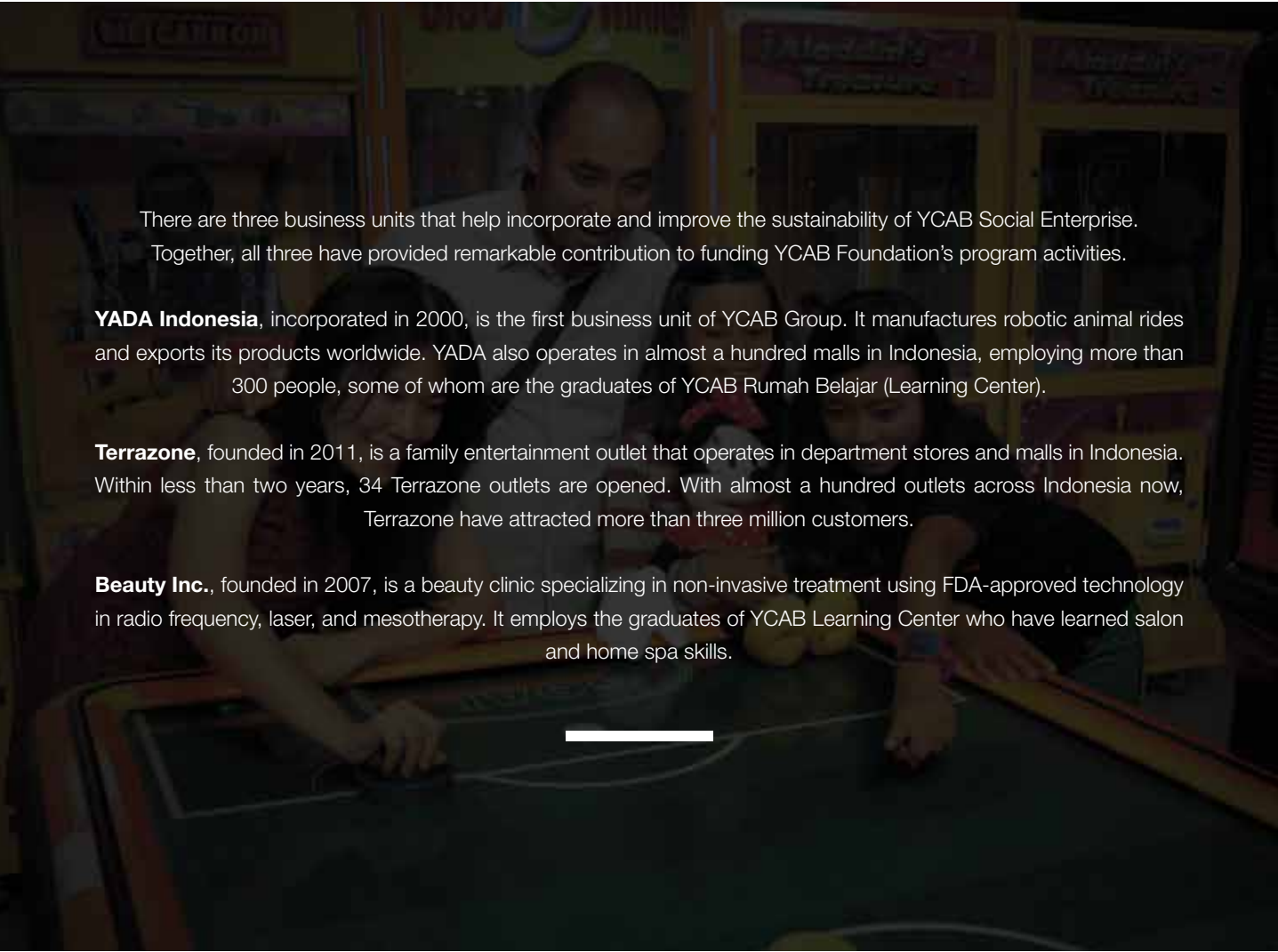
32

Admin shared resources group

1 Chief Administration Officer (CAO) | **7** Finance & Accounting | **3** Human Capital | **1** Legal | **5** Digital Creative | **5** Information Technology | **3** General Affairs | **7** Administrative and Maintenance

32 : 623 → 1 : 19.5

Ratio of admin to employee served

A man and two children are sitting at a table, playing a board game. The man is in the center, looking down at the game. The children are on either side of him, also looking at the game. The table is covered with a dark cloth and has a board game on it. There are some toys and other items on the table. The background is slightly blurred, showing what appears to be a store or a play area with shelves and other people.

There are three business units that help incorporate and improve the sustainability of YCAB Social Enterprise. Together, all three have provided remarkable contribution to funding YCAB Foundation's program activities.

YADA Indonesia, incorporated in 2000, is the first business unit of YCAB Group. It manufactures robotic animal rides and exports its products worldwide. YADA also operates in almost a hundred malls in Indonesia, employing more than 300 people, some of whom are the graduates of YCAB Rumah Belajar (Learning Center).

Terrazone, founded in 2011, is a family entertainment outlet that operates in department stores and malls in Indonesia. Within less than two years, 34 Terrazone outlets are opened. With almost a hundred outlets across Indonesia now, Terrazone have attracted more than three million customers.

Beauty Inc., founded in 2007, is a beauty clinic specializing in non-invasive treatment using FDA-approved technology in radio frequency, laser, and mesotherapy. It employs the graduates of YCAB Learning Center who have learned salon and home spa skills.

INDONESIA BUSINESS UNITS FOOTPRINT

79 OUTLETS SERVING OVER **10 MILLION** CUSTOMERS IN 2014



● Terrazone ● YADA Indonesia ● Terrazone & YADA Indonesia ● Terrazone, YADA Indonesia & Beauty Inc.

* as per Dec 2014

54 **TERRAZONE**
INDONESIA

Terrazone Outlet (In **17** provinces)

23 **YADA**
Indonesia

YADA Indonesia Outlet (In **12** provinces)

2 **beauty**
INC

Beauty Inc. Outlet (In **2** provinces)



SUMMARY OF FINANCIAL & HUMAN RESOURCES 2014

Business alignment activities refers to the entities in YCAB Social Enterprise that supports the Shared Resources especially in terms of Human Resource, and also part of the operational cost of YCAB Foundation program activities. In this section we will discuss each of the YCAB Social Enterprise entity's Financial Performance and Human Resource

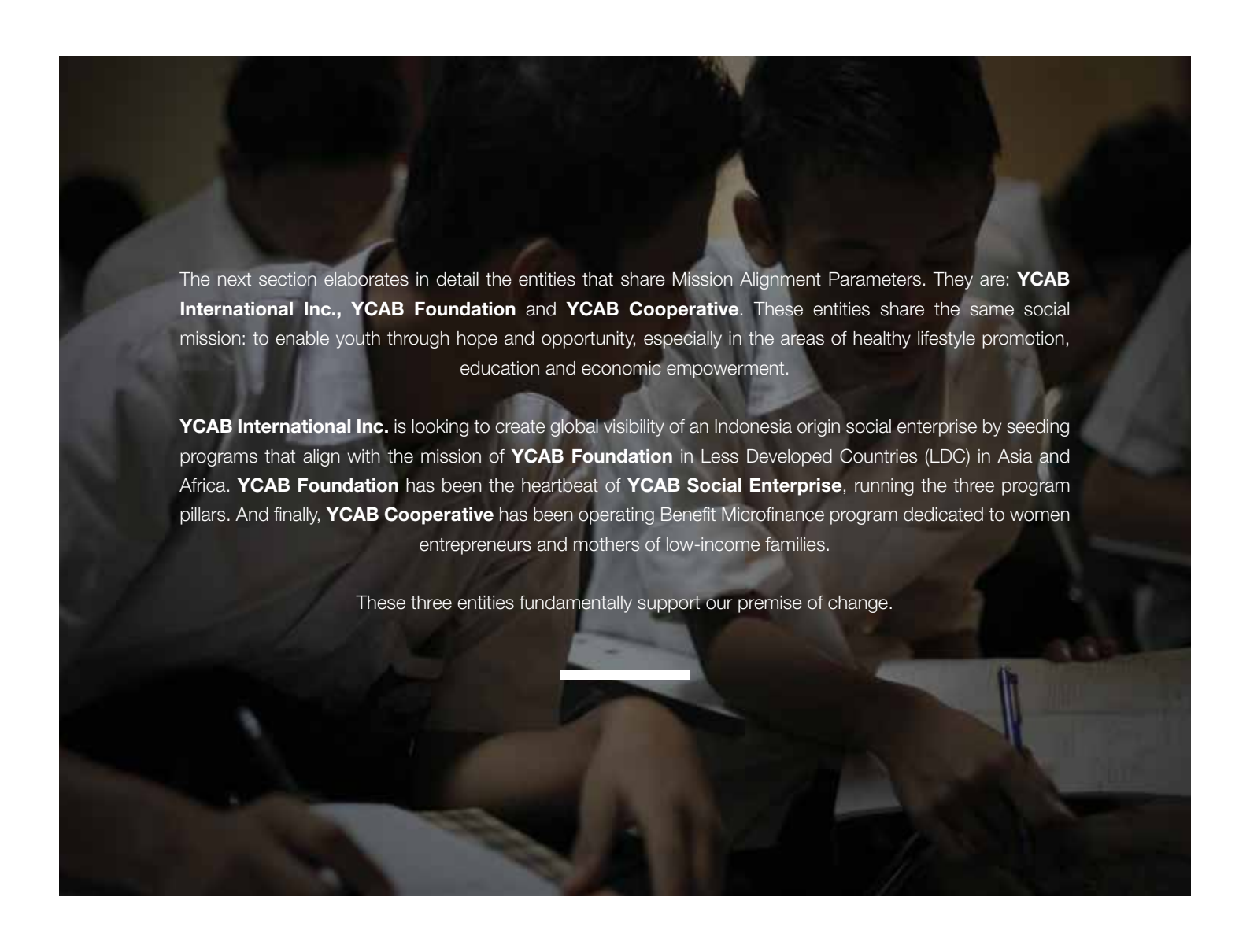
	YCAB SOCIAL ENTERPRISE	FINANCIAL (IDR)		HUMAN RESOURCE (PEOPLE)
		ASSET	REVENUE	
	Business Units	36.2 Bn	38.8 Bn	327
	YCAB International Inc.	502.4 Mn	108.3 Mn	1
	YCAB Foundation	18.2 Bn	16.3 Bn	128
	YCAB Cooperative	42.7 Bn	16 Bn	199
	TOTAL	97.6 Bn	71.2 Bn	655



Business Alignment

02

BENEFICIARIES & ACTIVITIES

A background image showing a group of students in a classroom, focused on their work. The image is dimly lit, with the students' faces and hands visible as they work on papers. The text is overlaid on this image.

The next section elaborates in detail the entities that share Mission Alignment Parameters. They are: **YCAB International Inc.**, **YCAB Foundation** and **YCAB Cooperative**. These entities share the same social mission: to enable youth through hope and opportunity, especially in the areas of healthy lifestyle promotion, education and economic empowerment.

YCAB International Inc. is looking to create global visibility of an Indonesia origin social enterprise by seeding programs that align with the mission of **YCAB Foundation** in Less Developed Countries (LDC) in Asia and Africa. **YCAB Foundation** has been the heartbeat of **YCAB Social Enterprise**, running the three program pillars. And finally, **YCAB Cooperative** has been operating Benefit Microfinance program dedicated to women entrepreneurs and mothers of low-income families.

These three entities fundamentally support our premise of change.

PROGRAM PILLARS



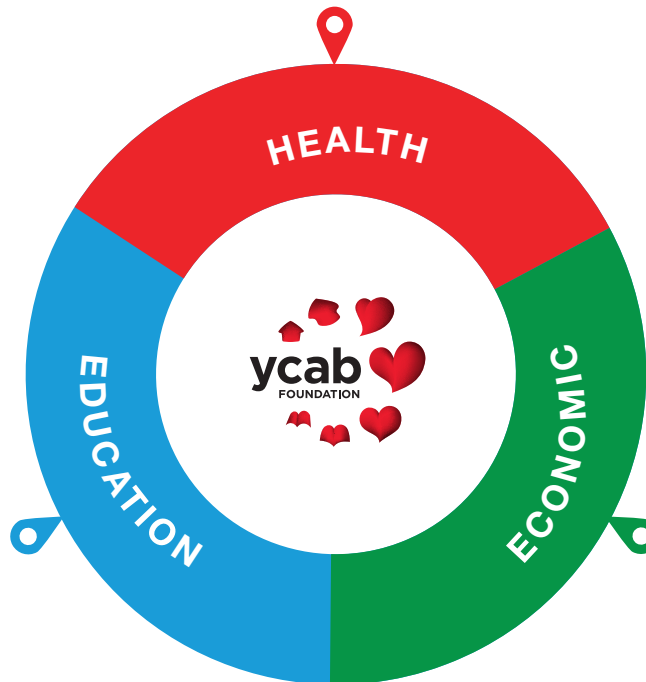
At YCAB Foundation, we focus on **youth development through education and economic empowerment** which is reflected in our three pillars of program. We believe youth development plays a pivotal role in transforming communities and thus the nation. We aim to deliver a holistic youth development package where education and access to economy converge to enable true independence in a sustainable way. Our **Healthy Lifestyle Promotion (HeLP)** focuses on primary prevention education of drug abuse and HIV/AIDS among youths through healthy lifestyle promotion. In addition, our **House of Learning and Development (HoLD)** focuses on schooling for dropouts and underprivileged youth. Last but not least, our **Hands-on Operation for Entrepreneurship /Employment (HOPE)** programs include Benefit Microfinance program that is run through the **YCAB Cooperative**.

PROGRAM PILLARS




Healthy Lifestyle Promotion (HeLP)

Focuses on addressing risky behaviour in youths through healthy lifestyle promotion.






House of Learning and Development (HoLD)

Rumah Belajar/Learning Centers for school dropouts and underprivileged children.





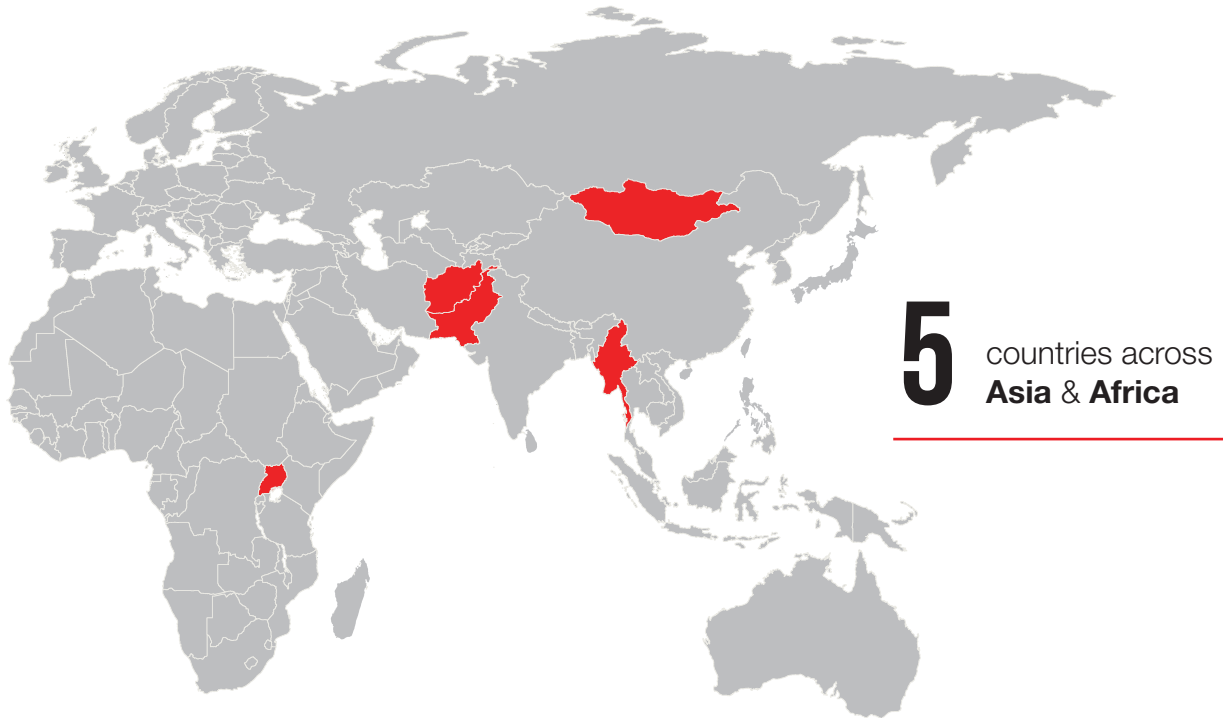
Hands on Operation for Entrepreneurship/ Employment (HOPE)

Entrepreneurship and job creation programs including: microloan, seed capital, and vocational training.

Y C A B I N T E R N A T I O N A L I N C .

INTERNATIONAL FOOTPRINT

With our long-term mission to enable like-minded organizations world wide, YCAB International Inc. has had operations in 5 countries across Asia and Africa, such as Myanmar, Pakistan, Mongolia, Afghanistan and Uganda. In the next few years, we are also aiming to meet and work with select local organizations in ASEAN region while continue to gain international visibility.



HOUSE OF LEARNING AND DEVELOPMENT (H o L D)



WONDERFUL GARDEN Hlegu, Myanmar

1480

Total Students

GOAL

To create a more inclusive society by instilling the value of self-worth among the children through upgrading their reading and speaking skills

ACTIVITIES

- Mobile Clinic for basic medical check up & hygiene education for the students
- 2-hour, bi-weekly volunteer activities from 3 local communities

HOUSE OF LEARNING AND DEVELOPMENT (HoLD)



DIGITAL INCLUSION CLASS Hlegu, Myanmar

750

Total Students

GOAL

- To provide introductory computer lessons to 20 teachers and 110 children (ages 11-16) from government schools
- To provide basic graphic design training to all interested students
- To find job opportunities for at least 10% of the youth population through our training centers

ACTIVITIES

- Weekdays computer training in government or monastic schools
- Summer Computer class for young children (ages 11-16) from government schools

HANDS ON OPERATION FOR ENTREPRENEURSHIP/EMPLOYMENT (HOpE)



SEWING FOR BETTER TOMORROW

Lahore, Pakistan

577

Total Women

GOAL

- To educate and equip women with basic economic skills to help uplift the condition of their families
- To assist these women in finding employment through job markets, fairs and exhibitions

ACTIVITIES

- Life skills training
- Writing and reading
- Sewing skills
- Job placement

HOUSE OF LEARNING AND DEVELOPMENT (HoLD)



DIGITAL INCLUSION CLASS

Ulaanbaatar, Mongolia

60

Total Students

GOAL

- To encourage children to complete the Mavis Beacon typing program by the end of summer
- To improve the ability to use the internet efficiently for research and report writing purposes
- To improve graphic design skills by using different software

ACTIVITIES

- Basic computer skills training

HEALTHY LIFESTYLE PROMOTION (HeLP)



WOMEN EMPOWERMENT THROUGH SPORTS Kabul, Afghanistan

600

Total Youth

GOAL

- To empower and encourage women to be more proactive members of society through sports

ACTIVITIES

- Invite women from the different provinces to Kabul to train in sports prior to opening local workshops and events
- Hold local workshops and ask the women who have attended training in Kabul to go back and train others in the community

HANDS ON OPERATION FOR ENTREPRENEURSHIP/EMPLOYMENT (HOpE)



SKILLS FOR LIFE Kyangwali, Uganda

144

Total Women

GOAL

- To strengthen women's right to economic security and dignity

ACTIVITIES

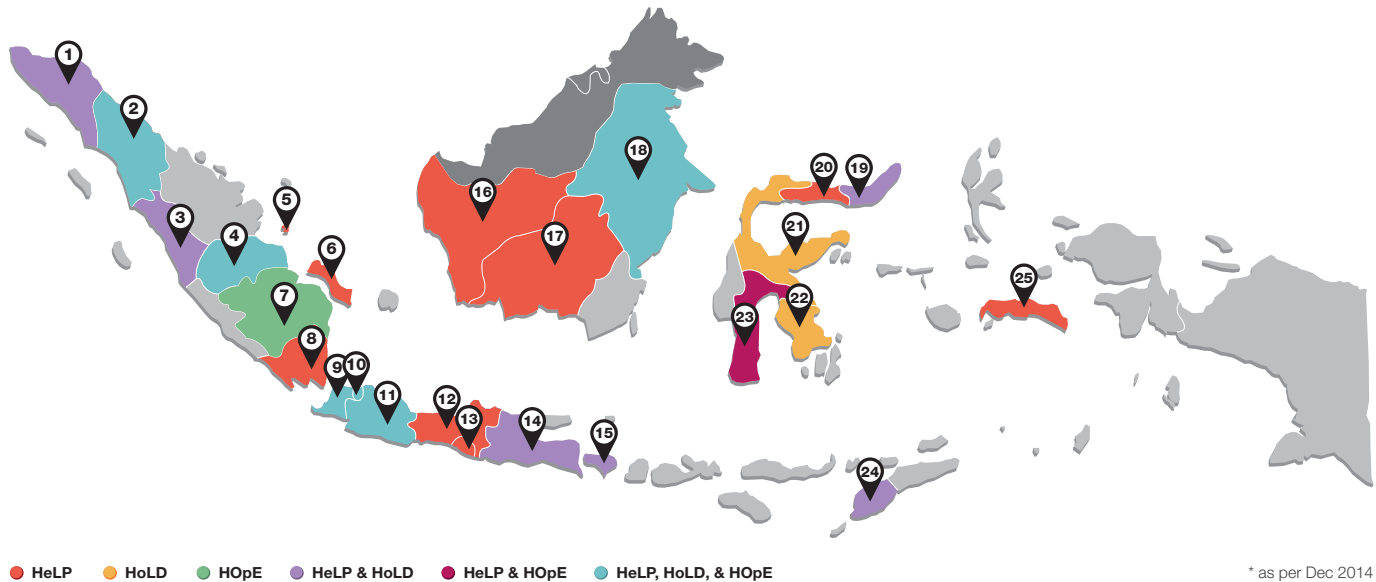
- Sewing and tailoring skills training
- Life and leadership skills training



Y C A B F O U N D A T I O N

INDONESIA FOOTPRINT

The below map shows all the site location of three YCAB Foundation program pillars: Healthy Lifestyle Promotion (HeLP), House of Learning and Development (HoLD), and Hands on Operation for Entrepreneurship (HoPE), which are spread across Indonesia archipelago.



76 cities across **25** provinces in Indonesia

HEALTHY LIFESTYLE PROMOTION

(HeLP)

PILLAR'S GOAL

To educate youth and increase their awareness on having healthier lifestyles



HeLP focuses on addressing risky behavior by helping the youth to make smarter decisions about sex, drug abuse and having healthy lifestyles in general. HeLP incorporates life skills training and counseling, using peer-to-peer approach through mass campaigns and training of trainers.

HeLP operates under three departments: **The Campaign Program, Do Something Indonesia and Counseling.**

ACHIEVEMENT IN 2014

129,987

Youth received knowledge in healthy lifestyle

2,446

Youth Trained as Peer Trainers

35.9%

Reduction in the intention to engage in risky behavior



FOCUS IN 2015

- Continue our Healthy Lifestyle mass campaigns
- Ramp up on Online Campaign through **DoSomething**

ACCUMULATIVE SINCE 1999

2,369,403 Youth received knowledge in Healthy Lifestyle

7,985 School visited

15,020 Peer educators trained

PARTNERS



HOUSE OF LEARNING AND DEVELOPMENT (HoLD)

PILLAR'S GOAL

To give access to education for underprivileged youth and school dropouts through Rumah Belajar (Learning Center)



HoLD focuses on giving opportunity to low income youth to further their study and gain necessary skills to compete in the market place. HoLD provides **Basic Education** (equivalent to primary to high school education), **Digital Inclusion** (basic computer and internet skills) and **English literacy classes** with certification from BINUS University.

ACHIEVEMENT IN 2014

9,046

Students received education

MAJORITY

of graduates scored 7 (of 10)

5,241

Certificates granted

100%

Passed national exam



FOCUS IN 2015

- Improve the quality of the educational programs and participating teachers
- Maintain an optimal teacher to student ratio in learning centers
- Achieve an efficient teacher and student retention rate
- Transform learning centers into self-sustaining, income-generating entities
- Expand the program' geographical reach

ACCUMULATIVE SINCE 2003

23,432

Youth received education

20

Implementor partners

15,560

Certificates granted

PARTNERS

accenture



HSBC



Microsoft



SC Johnson
A FAMILY COMPANY



HANDS ON OPERATION FOR ENTREPRENEURSHIP/EMPLOYMENT (HOpE)

PILLAR'S GOAL

To provide opportunity for underprivileged youth to gain vocational skills and access to employment and/or entrepreneurship



HOpE runs four vocational skills training programs such as **Hair and Beauty, Motorcycle Mechanic, Electronic Repair and Sewing.**

HOpE Employment Center strives to help Rumah Belajar (learning center) graduates to find jobs for one year following their graduation. HOpE also provides seed capital for students or graduates who show entrepreneurial capability through our YouthPreneur program to start their micro businesses.

ACHIEVEMENT IN 2014

938

Jobs and Business Opportunity Created

1,116

Total vocational students

1,004

Certificates granted



FOCUS IN 2015

- Expand employment and entrepreneurship workshops to empower other private and public vocational schools
- Develop new approaches to enhance existing programs
- Transform vocational centers into self-sustaining entities
- Expand the geographical reach

ACCUMULATIVE SINCE 2008

2,328 Vocational students

885 Jobs & business created

7 Implementor partners

PARTNERS



TESTIMONIAL



“PROMOTING ENTREPRENEURSHIP THROUGH THE USE OF TECHNOLOGY”

Thanks to YCAB and Microsoft for an inspirational Youth Spark event. It taught me the value of technology and how it can help start my own business someday. The activity explained to us how online platforms such as Facebook, Twitter and email are very useful in setting up and promoting businesses. With the seed capital that we received from the Youth Spark Program of YCAB and Microsoft, we were able to produce “CulSmart Bookmark”, our recycling fabric business, inspired by traditional Jambi tradition and values. My take away from attending Youth Spark is, “dare to dream because with innovation and creativity, you can be successful!”

Young Generation, Entrepreneurs team from **SMKN 4 Jambi**



“I COULD NOT BELIEVE THAT I AM BACK IN SCHOOL”

One day, I was working as a construction worker with very limited cash when I passed by a YCAB Learning Center. The security guard informed me about the affordable school at YCAB and encouraged me to apply. Without second thought, I decided to join the primary education program and a sewing course at the YCAB learning center. Together with my sewing class classmate, I'm now running my own sewing business producing bags. YCAB has given me the opportunity to realize that being underprivileged should not stop me from aiming for a better future, that with hard work, I can achieve so much more.

Jumali – Rumah Belajar Duri Kepa Student



“WHEN THERE IS A WILL, THERE IS A WAY”

A few years ago, I survived daily life only as a scavenger. Upon learning about YCAB's affordable and high quality education, I asked permission from my father to enroll at the YCAB Mechanic Learning Center (Rumah Mekanik). My teacher's kindness and professionalism put me at ease. I was amazed by all the knowledge and skills that I gained. With persistence and hard work, I graduated as one of the top students. I am thankful to YCAB Foundation and HSBC because the program has properly equipped me for my current work as a professional mechanic. I am very happy that, apart from being employed, I am also continuing my university education, taking a computer science course.

Muntaka – Rumah Mekanik Pondok Bambu Student

ACKNOWLEDGEMENT TO YCAB FOUNDATION ACTIVITIES

HEALTHY LIFESTYLE PROMOTION (HeLP)

Winner of **Gold Category Award** for **Best Community Programme 2014-2015** by **Standard Chartered Bank**

HOUSE OF LEARNING AND DEVELOPMENT (HoLD)

3rd rank for **PKBM (informal education) Management Competition** in West Jakarta given by **Ministry of Education District 2 of West Jakarta**

Winner of contender (from 20 participant team) **Youth Jambore Futsal Competition** which's held by **Yayasan Sahabat Anak**

HANDS ON OPERATION FOR ENTREPRENEURSHIP/EMPLOYMENT (HoPE)

Anggy Ristaganda, YCAB Mechanical Learning Center Student, won 3rd rank for **Yamaha Engineering School 2014**

Ruli Nurmansyah and Firmansyah, both from YCAB Mechanical Learning Center won the 2nd and 3rd rank for **Basic Mentality Honda Motorcycle Mechanic Training** with **pundi amal SCTV 2013**

PROGRAM HIGHLIGHTS

JANUARY



23/01/2014

**Davos 2014: Veronica Colondam, Bill Reese Talk
Youth Unemployment: 'It's A Huge Problem'**

Bill Reese, President and Chief Executive Officer of the International Youth Foundation, and Veronica Colondam, Founder and Chief Executive Officer of the YCAB Foundation, joined HuffPost Live at Davos to talk about youth unemployment. Youth unemployment is a huge problem. Job growth is crucial and requires economic growth.

FEBRUARY



12-13/02/2014

**Sulwhasoo Skincare Supports The Education of
Underprivileged Children**

Sulwhasoo, the high-end Korean skincare brand, started supporting the education of YCAB's underprivileged kids through Sulwhasoo Charity Kit program. The sales of Sulwhasoo promotional kit helped more than 100 underprivileged children to receive proper education.

MARCH



19-20/03/2014

YOUTHSPARK LIVE: Empower Youths Through Technology

Microsoft Indonesia, together with YCAB Foundation and US Embassy held YouthSpark Live on March 19th – 20th, 2014. YouthSpark Live is a program run by Microsoft aimed to empower youth through the use of technology. Around 100 participants from various high schools and universities around Jakarta and East Java were involved in this event.

PROGRAM HIGHLIGHTS

10/04/2014

10 Inspiring Women 2014 Forbes Indonesia

Founder/CEO YCAB Foundation Veronica Colondam was chosen as one of the 10 Inspiring Women 2014 by Forbes Indonesia amongst many women from various backgrounds. Veronica's contribution as a philanthropist has helped a significant number of people since the beginning of YCAB Foundation.

APRIL



MAY

25/05/2014

LEVI'S® Launched Recycle Jeans Campaign This Year

Levi's® held their annual social activity called the Recycle Jeans campaign that took place between May 20, 2014 to 22 June, 2014. Levi's® Recycle Jeans Campaign invited consumers to donate old jeans to Levi's® counters to be channeled to NGOs in Indonesia. Levi's® has been organizing Recycle Jeans campaign in Indonesia since 2009 and has collected more than 60,000 pairs of jeans which has been given to local NGOs; one of which is YCAB Foundation.

JUNE



02/06/2014

Portraits of Women Entrepreneurs "Angel of Change: On The Flipside"

Yayasan Cinta Anak Bangsa (YCAB Foundation) along with Indonesia Leica Community (id.L) launched a photo essay book called the "Angel of Change: On the Flipside". The book tells different stories and struggles of Indonesian women as agents of change in their families. The photographs taken by id.L portray the dedication and dignity of Indonesian women who are the backbone of the family struggling for the welfare of their children.



20/06/2014

Angel of Change Night 2014: 'SYMPHONY Of Hope'

June 20th, 2014 was a special night for Yayasan Cinta Anak Bangsa (YCAB Foundation). Together with PT Multistrada Arah Sarana, the national tire producer of Achilles and Corsa brands, YCAB Foundation held the 6th Angel of Change Night which took place at the Kempinski Grand Ballroom, Jakarta. YCAB Foundation launched the Angel of Change campaign back on February 10th, 2009 as an annual event aimed to inspire individuals and corporations to invest in the education of underprivileged children in Indonesia.

PROGRAM HIGHLIGHTS

JULY



16/07/2014

HINO Indonesia Gave a 'Learning Car' For Disadvantaged Children

HINO Indonesia thinks it is important for young people to receive training to be qualified in the workplace. Together with YCAB Foundation, HINO operates the Hino Learning Car that can accommodate up to 10 children who will be given introductory computer lessons and the use of Microsoft Office. The Hino Learning Car goes around the Greater Jakarta area such as Tambora, Petamburan, Cengkareng, Tangerang and Rawa Buaya to reach out to those who live far or do not have access to computer facilities. A total of 300 children will get education from this program each year.

AGUSTUS



SEPTEMBER



08/09/2014

Indonesia Without Drugs: Reduce Drug Demand, Increase Life Likelihood Project

On September 8, 2014 YCAB Foundation and the United States Department of State are holding a kick off event to mark the start of the Indonesia Without Drugs: Reduce Drug Demand, Increase Life Likelihood program today in PBNU Building, Central Jakarta. Through this program, YCAB Foundation aims to increase awareness of the dangers of drug abuse with the intention to reduce drug demand nationally in Indonesia. This program focuses on the youth from ages of 13 to 18, who are vulnerable to the influence of drug abuse, especially students in Junior and Senior High Schools in Jakarta, Batam, and Surabaya. The program will reach more than 30,000 students in over 18 months.

29/08/2014

We Indonesians Rule

Studio Geometry, an independent publisher came up with a book entitled We Indonesians Rule. The coffee table book is filled with 32 creative industry figures, whose works have been known not only in Indonesia but also internationally. We Indonesians Rule is a bestseller in bookstores such as Ak'.sa.ra. Not only that, We Indonesians Rule has become one of the collections in the National Library of Australia (NLA). Part of the book sales is donated to YCAB Foundation.

PROGRAM HIGHLIGHTS

OCTOBER



09/10/2014

Veronica Colondam, CEO/Founder of YCAB Foundation Spoke at Nutrifood Leadership Award

As one of their initiatives in the area of education, Nutrifood held Nutrifood Leadership Award to honor Indonesian students who have leadership potential. Started in 2006, the event was called Leadership Scholarship. This year, Nutrifood Leadership Award was held to set forth inspiring leaders of the future, inviting our CEO / Founder Veronica Colondam to speak and share about her leadership experiences to the students.



09/10/2014

Sebastian Gunawan for YCAB Foundation

Sebastian Gunawan, a renowned fashion designer has been supporting YCAB Foundation since 2005. In October 2014, Sebastian Gunawan held a fashion show entitled Golden Allure at the Mulia Hotel, Jakarta, and donation was handed over to YCAB Foundation to further our mission in giving underprivileged children hope and opportunities.

NOVEMBER

10/11/2014

XL Launched Xmartdonation With 18 Social Foundations

Throughout the year, XL has been actively conducting SMS donations to raise funds in order to help various social missions. Partnering with 18 foundations, with YCAB Foundation as one of them, fundraising programs through SMS service will be used for numerous things in the community, such as religious, children, economic and humanitarian, health, education, and the environment.

DECEMBER



15/12/2014

Maternal Health Award from Ministry of Health of Indonesia

Founder/CEO of YCAB Foundation, Veronica Colondam received an award for reducing the death rate of babies in Indonesia from the Ministry of Health of the Republic of Indonesia.

VOLUNTEERS

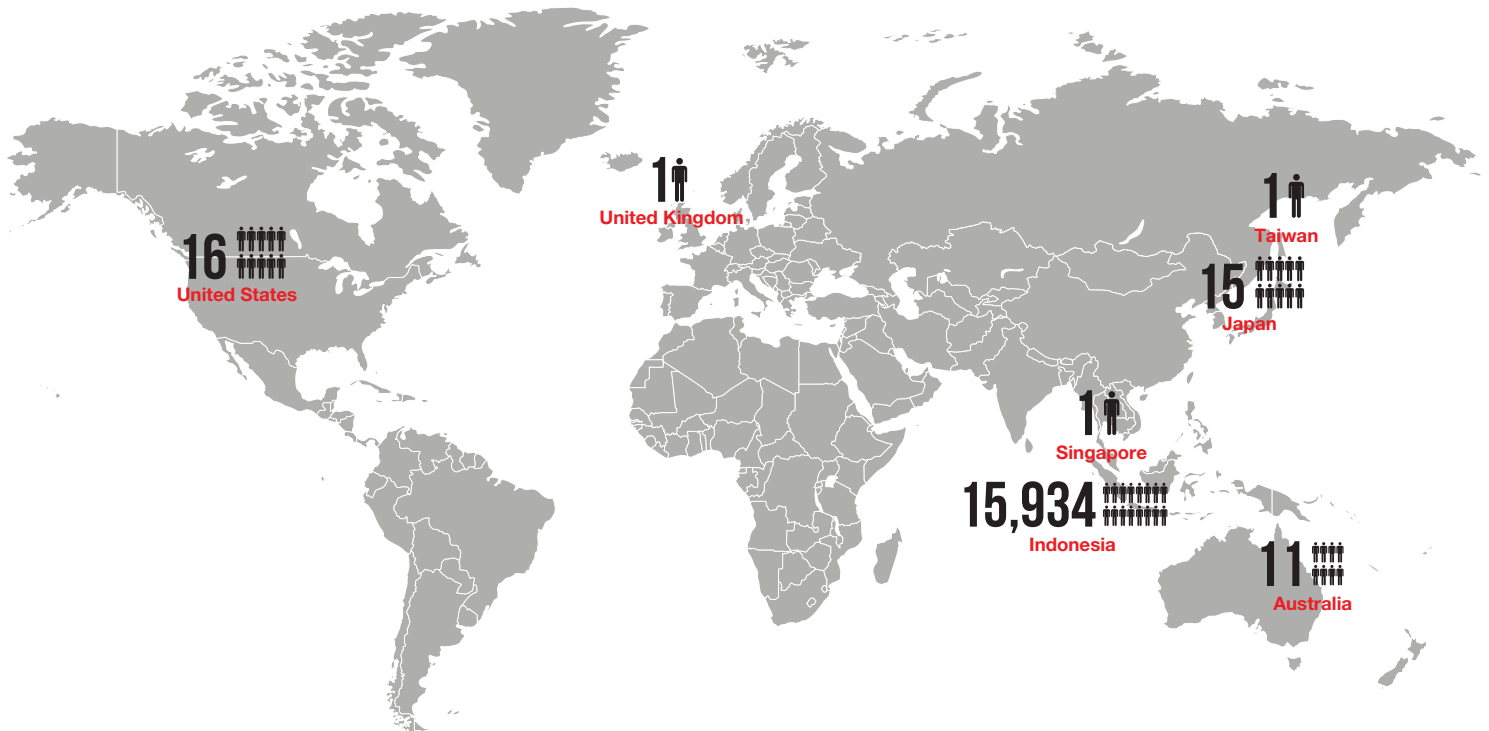


In the past 15 years and counting, we have been privileged to receive help from volunteers all around the globe. In 2014 alone, we worked with as many as **2,706 volunteers**. There are three types of volunteers: individual volunteers (corporate staff or professionals), professionals providing pro-bono services, and youth peer trainers who help disseminate our training in schools.

These volunteers have helped us in different meaningful ways. In 2014, individual volunteers contributed through helping out in events and ad-hoc projects, such as teaching, mentoring, reviewing students' resume, painting the walls of Learning Centers in Jakarta, among other things. Prominent consulting firms, the likes of **Price Waterhouse Cooper, Boston Consulting Group, Accenture** and **Palladium Consulting** collaborated with us through varied projects.

VOLUNTEERS

The below map shows where our **15,979 volunteers** (since 1999) came from. In 2014 alone, we have a total of **2,691 volunteers**. Most of these volunteers are based in Indonesia, however, we have also worked with international volunteers. They range from college students to working professionals from **United States, United Kingdom, Australia, Singapore, Taiwan, and Japan**.



VOLUNTEERS IN 2014



202 Local
volunteer

43 International
volunteer

8 Corporate
partner

7 University

17 Individual

64 School

2,446 Youth peer trainer

27 Volunteering activity

VOLUNTEERS TESTIMONIES



“MAXIMIZE OUR YOUTH POTENTIAL”

Supporting YCAB Foundation and its youth development programs, Nayaka has high hope to achieve. “I feel that Indonesia is a country with a lot of potential, with both natural and human resources. YCAB’s three pillars: HeLP, HoLD, and HOPE cover things that I think really suit the needs of this country to maximize its unlimited potential. After supporting YCAB Foundation and many of its youth development programs, I noticed how lucky I am, and therefore, I would like to help more and more.”

Nayaka Clarence (Indonesia) – Volunteering September - October 2014



“LEARNING BY SEEING AND DOING”

This volunteer program really lets you integrate with the staff and get fully hands on. The team respects your input and is flexible in letting you participate in many aspects of the organization. Because of this, I was really able to learn about the organization and how a non-profit organization functions in Jakarta.

Liz Eddy (Dosomething.org, United States) - Volunteering August - September 2014



“SOCIAL ENTERPRISE WITH SUSTAINABLE MODEL”

I learned about new funding structures and how they can be propelled to support the work YCAB Foundation does. It was amazing how the YCAB team was able to let us learn as much as we can while volunteering. It's truly an eye-opener to see their work in action.

Moh. Genta (Universitas Gajah Mada, Indonesia) - Volunteering August - September 2014

CONSULTING PARTNERS

PRO - BONO



COMPLIANCE PARTNERS



CONSULTING PARTNERS

PRO-BONO SERVICES

Accenture Jakarta provided IT strategy consultation for a roadmap of 3 – 5 years in service. Besides IT strategy consultation, Accenture also supported Pack and Go Program that provided computer classes in rural areas. Accenture's staff also volunteered for Skill to Succeed, a workshop aimed to teach Pack and Go students the soft skills to prepare them for future working life.

Boston Consulting Group (BCG) Jakarta organized a special program called Giving Back (GB) where, BCG team worked with 5 top performing students from Universitas Indonesia to provide consulting expertise to social business. BCG also contributed assistance in developing new programs and the development of social investment packages as well as painting the social entrepreneurship landscape as the basis of the social entrepreneurship bill.

Ernst & Young (EY) has consistently assisted us in our yearly financial audit since 2011.

Norton Rose Fulbright assisted us on legal advise and paper work specifically pertaining to the execution of our expansion strategy internationally. In addition, they also helped us with legal matters with regards to partnership with international organizations.

Palladium Consulting conducted Strategy Focus Organization assessment which provided an overview of YCAB's performance (by using Balance Scorecard framework) in executing the strategy. Palladium also facilitated in refining YCAB's Strategy Map to achieve strategic 2020 goals.

PricewaterhouseCoopers (PwC) Indonesia signed a cooperation pro-bono agreement with YCAB to provide the organization with consulting services, particularly in the taxation aspects and YCAB organizational structure that will positively impact on the effectiveness of YCAB as a social enterprise.

YCAB COOPERATIVE

INDONESIA FOOTPRINT

The below map shows location of our YCAB Cooperative sites, which are mainly still in the island of Java. Going forward, we would like to reach out to areas with potential clients. That said, we are planning to run and expand operation across Indonesia.



AREA	ACTIVE CLIENT
01. Jakarta & Tangerang	27,073
02. Depok	3,027
03. Bogor	3,457
04. Sukabumi	1,487
05. Bandung	104
06. Semarang	218

*as of Dec 2014

BENEFIT MICROFINANCE



YCAB Cooperative runs **Benefit Microfinance** operations, targeted towards women entrepreneurs in low income families. The program is called **Benefit Microfinance** because not only that it gives opportunities and access to capital for these women, but it also emphasizes that child education is a pre-requisite for these women to be qualified to receive loans at the first place. In addition, income surplus from this program is contributed back to help fund the YCAB Foundation's education program activities. This aligns with **YCAB Social Enterprise** mission to provide youth empowerment and development.

BENEFIT MICROFINANCE

The below points are what make us unique compared to other microfinance operation. By expanding our Benefit Microfinance program, we hope to further improve opportunities provided for the mothers and youth of low-income families as well as communities in areas where our operation is present.



Child education as
pre-requisite to loan



Surplus directed to assist
YCAB education program



Community fund to fund
force majeure

BENEFIT MICROFINANCE | YCAB COOPERATIVE

GOAL

To provide economic opportunities to low income mothers as incentive so that they can support their school-aged children to stay in education system.

To support YCAB's mission by making their children's education as the pre-condition of the loan and by giving almost 100% of the funds generated from this activity to support our education program.



We won 2nd place in **General Category** for **Financial Inclusion Competition 2014** by Financial Services Authorities of Indonesia (Otoritas Jasa Keuangan)

ACHIEVEMENT IN 2014

35,366

Active client

IDR 34.54 Bn

Outstanding

IDR 16 Bn

Revenue

1,422

Student funded for education



FOCUS IN 2015

- Improve the overall operation efficiency including enhancing the use of IT and the quality of human capital.
- Raise funds through YCAB's social investment (near-market returns) and philanthropic investment (perpetual model) products.

ACCUMULATIVE SINCE 2009

47,990 Acquired Benefit Microfinance client

3,891 Student funded for education

IDR 282.82 Bn Disbursement

PARTNERS



MSD



noble group



PERTAMINA



**TOWER
BERSAMA
GROUP**



IMPACT STORIES



“OVERCOMING MY FINANCIAL CHALLENGE”

My husband sickness was the biggest challenge in my life back in 2014. I had to use the capital of my florist business to get medical treatments for him while I also needed extra cash to send my 3 children to school. Coincidentally, YCAB Cooperative officer approached and informed me about YCAB microfinance. Being able to receive loan from YCAB allows me to put my children back to school. From this loan, I hope I can grow my business, so that all of my children can go to universities.

Ibu Ferawati – A Florist



“CAPITAL INCREASE ENABLED ME TO PAY FOR MY CHILDREN’S EDUCATION”

I have a laundry and gas business that I deliver to my customers. In a day, I do about 20 kg of laundry and deliver 30 gas bottles for my customers. Right now, I have about 15 loyal customers.

Before I joined YCAB, it was difficult to buy things, I was lacking in capital. After I received help from YCAB, my capital increases, so I was able to buy more gas, pay my children’s school fee, and even start saving.

Ibu Suyati – Laundry and gas business owner



“BUSINESS EXPANSION UPLIFTED MY FAMILY’S OVERALL WELFARE”

Before I joined YCAB Cooperative, I only had IDR 10,000 as my business capital and growing it was very difficult. When I joined YCAB Cooperative, I was able to loan for an additional IDR 1,000,000 to expand my vegetable business and open a small store that brings in additional revenue. I can now also pay for all my six children’s education at YCAB’s affordable learning center programs.

Ibu Nani – Vegetable distributor and store business owner

SUMMARY OF BENEFICIARIES & ACTIVITIES 2014



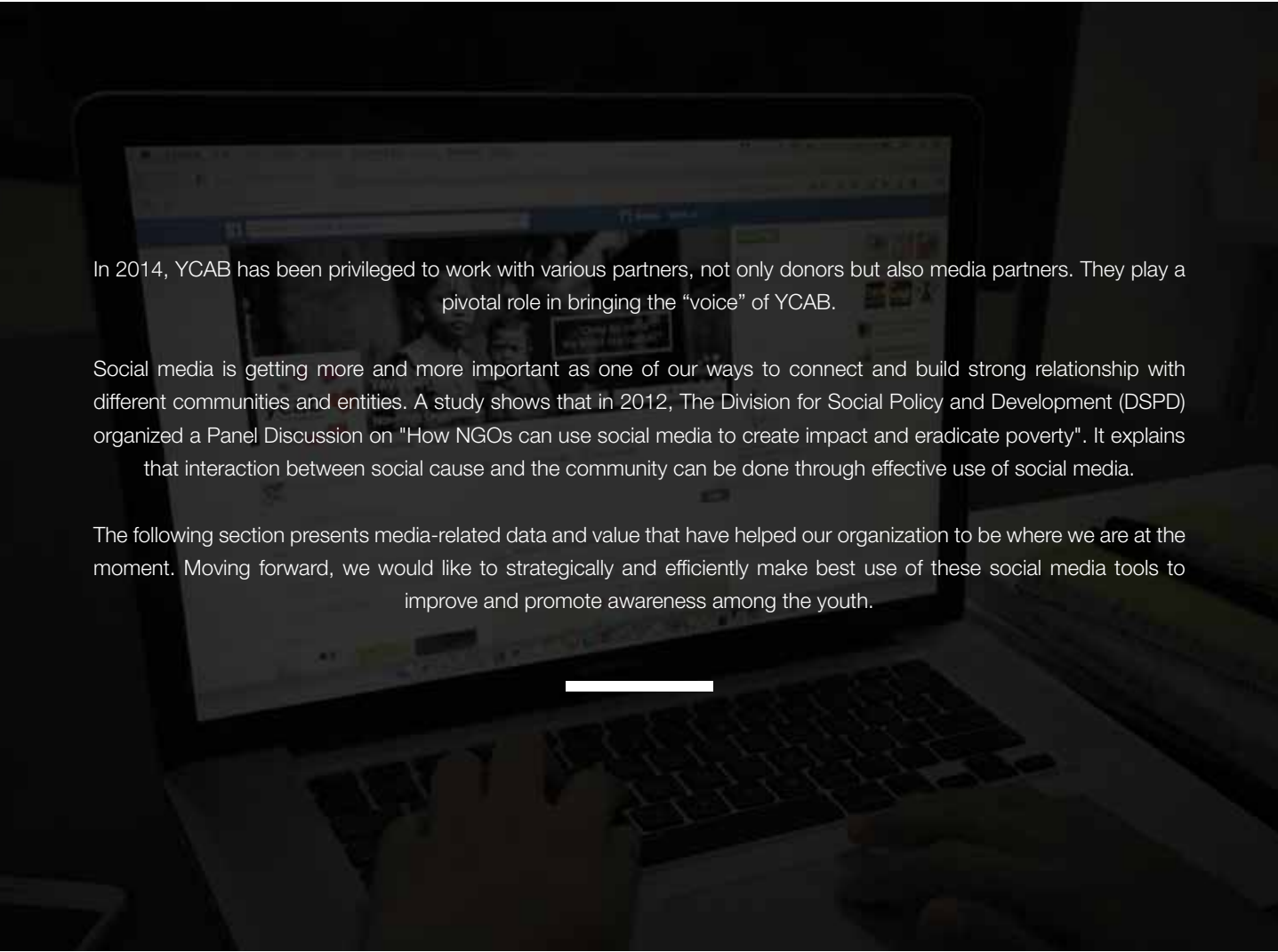
YCAB SOCIAL ENTERPRISE	BENEFICIARIES (PEOPLE)	ACTIVITIES
Business Units	-	Profit-making business
YCAB International Inc.	3,742	Fundraising & Grant Making
YCAB Foundation	152,246	Implementing youth development program in Healthy Lifestyle, Education & Economic Empowerment
YCAB Cooperative	111,990	Running Benefit Microfinance program
TOTAL	267,978	



Mission Alignment

03

MEDIA & COMMUNICATION

A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a social media page with a video player and various posts. The image is dark, and the text is overlaid on the screen area.

In 2014, YCAB has been privileged to work with various partners, not only donors but also media partners. They play a pivotal role in bringing the “voice” of YCAB.

Social media is getting more and more important as one of our ways to connect and build strong relationship with different communities and entities. A study shows that in 2012, The Division for Social Policy and Development (DSPD) organized a Panel Discussion on "How NGOs can use social media to create impact and eradicate poverty". It explains that interaction between social cause and the community can be done through effective use of social media.

The following section presents media-related data and value that have helped our organization to be where we are at the moment. Moving forward, we would like to strategically and efficiently make best use of these social media tools to improve and promote awareness among the youth.

W W W . Y C A B F O U N D A T I O N . O R G



WEBSITE

in 2014, most of international web visitors accessed **www.ycabfoundation.org** from United States, Vietnam, Singapore, India, Australia and Netherlands; the number has increased significantly at about 150% in average. We also had new visitors from Nigeria, Argentina, Iran, Croatia, Venezuela, Costa Rica, Guatemala, Tunisia, and Zimbabwe.

42,578

Sessions

91,789

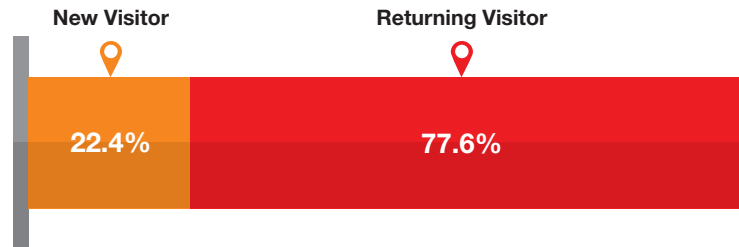
Page views

33,361

Users

77.50%

New Sessions (%) (average)



Note:

- **Sessions**

Total number of Sessions within the date range. A session is the period time a user is actively engaged with our website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

- **Users**

Users that have had at least one session within the selected date range. Includes both new and returning users.

- **Pageviews**

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

- **% New Sessions**

An estimate of the percentage of first time visits.

IN-KIND VALUE

It has been a privilege for us to work with partners who have close relationships with the media. This has significantly helped increase the editorial values of our stories in 2014. Our partnership program with some corporations were recognized by reputable media in Indonesia and we intend to continuously work with these media partners. In 2014, total of in-kind media and in-kind products is 23.4 Bn.



TOTAL IN-KIND VALUE

IDR 23.4 Bn

SOCIAL MEDIA

We believe that the online platform has become a very powerful and influential tool for introducing YCAB globally. Thus, we plan to increase our presence online, through an integrated use of platforms such as Instagram, YouTube and other blog sites.

f YAYASAN CINTA ANAK BANGSA



6,143

Total Facebook likes

@YCABFOUNDATION



4,076

Total Twitter followers

MEDIA COVERAGE



BESTLIFE | JANUARY 2014

YCAB Foundation, for the fourth consecutive year, held “Angel of Change” as part of its annual social fundraising activities. Angel of Change “Inside Fast and Furious” was supported by PT. Multistrada Arah Sarana and Cavallino Nero. A total of 350 donors participated in the fundraising initiative On December 14, 2013 at the Sentul International Circuit.



COSMOPOLITAN | FEBRUARY 2014

After its success with its first counter in Seibu Grand Indonesia, Sulwhasoo offers customers limited edition skincare called the ‘Charity Kit’. Partial sales of the ‘Charity Kit’ goes to help underprivileged kids through YCAB Foundation.



FORBES MAGAZINE | MARCH 2014

Founder/CEO YCAB Foundation Veronica Colondam was selected as one of the 10 Inspiring Women 2014 by Forbes Indonesia amongst many women from various backgrounds. Veronica’s contribution as a philanthropist has helped a significant number of people since the beginning of YCAB Foundation.

MEDIA COVERAGE



BERITASATU.COM | APRIL 2014

With the increasing number of teens that smoke, it is beneficial to have healthy lifestyle promotion workshops to schools across the country. This is one of the things that YCAB Foundation is working on.



KOMPAS.COM | MAY 2014

Our CEO/ Founder Veronica Colondam was awarded as one of the five inspirational figures by Forbes Indonesia.

Being active and progressive in achieving her vision and mission through YCAB has made Veronica to be one of the most influential in providing education and micro-finance activity to the underprivileged.



FORBES ASIA | JUNE 2014

Forbes Asia spotlight notable philanthropists in the Asia-Pacific region with the goal is to select true philanthropists; people who are giving their own money, not their company's.

President of Multistrada Arah Sarana and CEO of YCAB FOUNDATION were selected. Tanuri, head of the tire producer Multistrada, donates to YCAB Foundation, helps expand its programs and sits on the board.

Colondam, his wife, manages the 15-year-old charity, which operates 40 schools and has granted \$7 million in microfinance loans to low-income mothers with small businesses and children in school.

MEDIA COVERAGE



KALTIM POST | JULY 2014

As a part of its Corporate Social Responsibility program, Puma Energy together with YCAB Foundation started House of Beauty and House of Mechanics in Samarinda. The house of learning was inaugurated in July 2014.



DETIK.COM | AUGUST 2014

Studio Geometry, an independent publisher came up with a book entitled We Indonesians Rule. The coffee table book is filled with 32 creative industry figures, whose works have been known not only in Indonesia but also internationally. We Indonesians Rule is a bestseller in bookstores such as Ak'.sa.ra. Not only that, We Indonesians Rule has become one of the collections in the National Library of Australia (NLA). Part of the book sales is donated to YCAB Foundation.



TECHLIFE | SEPTEMBER 2014

Continuing the IT-based training for students in Jakarta, which was held on July 21, 2014, Microsoft Devices held another training session in order to broaden public knowledge in the field of computer science. This time Microsoft Devices provided coding training for 350 teachers and students in Jakarta.

MEDIA COVERAGE



INVESTOR DAILY | OCTOBER 2014

Samsung Electronics Indonesia together with YCAB Foundation established a new Learning Center in Medan. This Learning Center can accommodate up to 300 students who will receive training from Samsung Service Center.



FEMINA | NOVEMBER 2014

Possessing a persistent character and work ethic, our CEO/ Founder Veronica Colondam was selected as a jury in the prestigious event, EY Entrepreneurial Wining Women 2014. The 5th EY annual event nominates high-potential women entrepreneurs who has successfully scaled their businesses.



GLOBEASIA | DECEMBER 2014

Social enterprises have not yet been legally recognized but that has not stopped innovators such as Veronica Colondam, founder and CEO of YCAB Foundation, from pushing the boundaries and tackling deep-seated social problems. She spoke to GlobeAsia on her work, her mission, and what she hopes to achieve through YCAB Foundation.

A W A R D

2001



United Nations Vienna Civil Society Award

2002



AUSAID Action Plan Award
National Silver Award given by
the National Narcotic Board

2003



National Gold Award on Drug Abuse Prevention given by
the President of Indonesia

2007



Special Consultative Status given
by UN Economic and Social Council

2008



Social Innovation Park (SIP) Fellow
Award given by Global Social
Innovators Forum, Singapore

2009



The Change Maker given
by Channel News Asia

2010



The Asian of the year given
by Channel News Asia

2011



The Asian of the year given
by Channel News Asia

A W A R D

2012



Schwab Foundation 2012 Social Entrepreneurship Award given by World Economic Forum

2013



#74 of Top 100 NGOs given by Global Journal National Education Award given by the Minister of Education of the Republic of Indonesia

2013



Women of Change Award given by the Government of the United States of America

2014



Forbes's 10 Most Inspiring Women Progressive Figures Award given by Forbes and Samsung Indonesia

48 Heroes of Philanthropy given by Forbes Asia

99 Most Powerful Women given by Globe Asia

04

BE PART OF CHANGE!

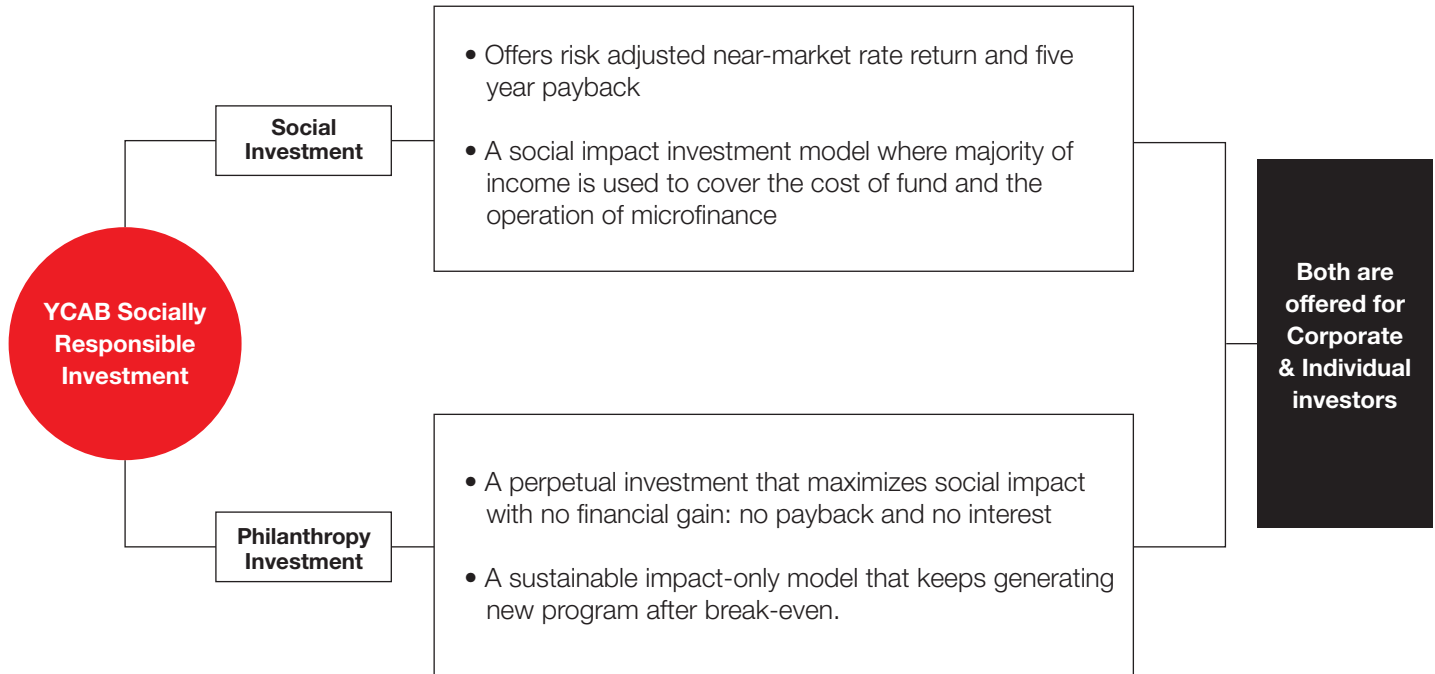


As an organization, we have been around for 15 years and counting now, but our journey does not stop here. As we have mentioned earlier in this annual report, we would like to maximize potential in order to create more impact and touch more lives—those that have been hoping to get opportunities but have not had a chance to. Our goal in 2020 is to be able to touch 5 million lives, and as a growing Indonesia-origin social enterprise, we realized that it is time for us to engage like-minded individuals and/or corporations who wish to participate and help. That said, we piloted a social investment package called YCAB Socially Responsible Investment, which consists of Philanthropy Investment and Social Investment. Simply put, Philanthropy Investment requires no payback and no interest, whereas Social Investment offers a five year payback and slightly above market return interest. The next page describes more details about each type of investment.

“I CAN DO THINGS YOU CANNOT, YOU CAN DO THINGS
I CANNOT. BUT TOGETHER, WE CAN DO GREAT THINGS”

MOTHER TERESA

TWO SUSTAINABLE AND SOCIALLY RESPONSIBLE INVESTMENTS



“NO ONE CAN ESCAPE BEING PART OF CHANGE”

There are **3 (three)** types of givers:

BE PART OF *change*



a giver who would like something more in return,
in addition to what he/she has given



a giver who would like to get back minimum
requirement of whatever he/she has contributed



a giver who would like nothing in return

Our initiative to create a social investment package caters to all the above-mentioned types of givers. At the end of the day, we believe that no one can escape being part of change, so long as there is a will.

**We hope by now our readers are more well-equipped in terms of knowing
who we are, what we are here for, and how we plan on facing the future.**



**WE INVITE YOU TO JOIN US AS
WE EMBARK ON AN EXCITING JOURNEY AHEAD**



"We cannot change the world, but we can change the world of someone."

- Veronica Colondam -

THANKS TO ALL PARTNERS & FRIENDS

CONSULTATIVE PARTNERS

accenture



NORTON ROSE FULBRIGHT

Palladium
Executing Strategy



Achilles
RADIAL



BERLATIA UNTUK BERSAMAKU



CIMB NIAGA



CORSA



HSBC



Microsoft



SAMSUNG



STRATEGIC PARTNERS



sebastiangunawan



INSEAD
The Business School
for the World



Standard
Chartered



PERTAMINA



THANKS TO ALL PARTNERS & FRIENDS

MEDIA PARTNERS



OTHER PARTNERS





“Child by child, we build our nation”

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