



TONCEDAR

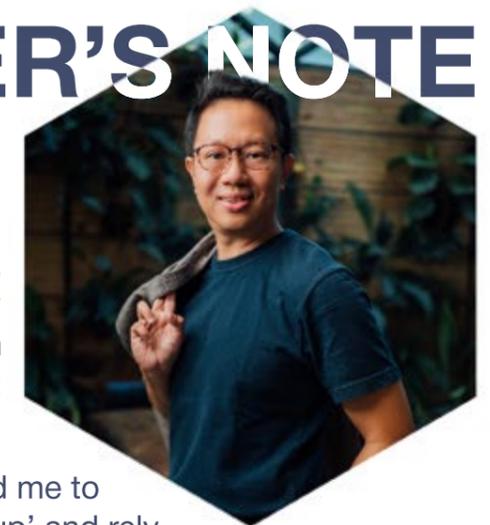
REPORT  
2020

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## FOUNDER'S NOTE



Dear Friends,

Greetings from Chiang Rai, North Thailand.

Ever since the vision of TonCedar was birthed, the journey towards our small beginning today has been challenging on many fronts. Even without the effects of the global pandemic, it has been a steep learning curve for myself.

But one that I am thankful for because it allowed me to understand what it means to be leading a 'startup' and rely on that entrepreneurial spirit to press on.

One of the most valuable lesson I've learnt in this period of disruptions is the art of observation. As a follower of Jesus Christ, it greatly encourages me to know that many of Jesus' key stories arose out of interruptions to life. In those interrupted moments, we are called to pause, pay attention and observe life.

"Look at the birds..."

"Look at the flowers..."

"Do you see this woman?"

"Where are the other nine?"

Observing the movements and trends in Thailand during this season has brought clarity to TonCedar's vision. To impact the segment of Thai working professionals who are the largest demographic and evidently the movers and shakers in society.

The urban workplace then becomes a strategic arena to grow the next generation of Thai leaders to not only build influential businesses, but also be impact-makers in culture and communities.

I have learnt early on that the task at hand for TonCedar is too big to do it alone. In the coming year, I want to give my focus into capacity building and establish a collaborative startup ecosystem to support the vision of TonCedar.

Join me in this movement of catalyzing Thai entrepreneurs to deliver sustainable impact.

Together, we can shape the culture of work.

Sam Lim

Entrance to TonCedar Office, Chiang Rai

## WE ARE TONCEDAR

**WE ARE** a registered non-profit organization in Thailand, with a vision of seeing the power of the Gospel recognized as relevant and integrated into all of life, shaping a culture of work that fuels thriving communities.

**WE** catalyze Thai based missional entrepreneurship to deliver sustainable impact through our collaborative mentorship and business support.

**WE** see entrepreneurship as a creative discipline towards innovation.

**Missional entrepreneurship** is then a creative discipline with a redemptive purpose.



*Landscape view of Chiang Rai city, North Thailand*



Worn Donchai, Founder of Eco Creations, Natural Dye & Eco Textile Specialist.

## VALUES

We believe that longevity in business creation comes from a clearly articulated value framework.

Our deep commitment to these core values shape habits within our organization that enriches our sense of purpose, which then helps us decide the right means to use to achieve our vision.

**Faith Driven** motivates us to find purpose beyond profits in economy driven workplace.

**Excellence** pursued in all our endeavors because it is a reflection of the God we worship.

**Creativity** emboldens our passion to research and rethink beyond what we already know.

**Community** embraced because we all play a part in a bigger more beautiful picture.

# SHAPING THE CULTURE OF WORK

Together, we shape the culture of work  
by **redefining success** and **nurturing generosity**



## REDEFINING SUCCESS

**People. Process.  
Product. Profit.**

We pursue an integrative approach in defining success for business, rather than allowing success to be solely economic driven. We want to see holistic growth in these areas:

**Flourishing People  
Ethical Process  
Excellent Product  
Favourable Profit**



# NURTURING GENEROSITY

## Collaborative Business Ecosystem

We build collective capacity by uniting those who are passionate about seeing both businesses and entrepreneurs thrive. Our holistic approach integrates faith, stewardship, and innovation into a sustainable business ecosystem that launches missional business leaders in Thailand.

## TONCEDAR STARTUP ECOSYSTEM

# THE TONCEDAR JOURNEY



## COLLABORATE

- BUSINESS MENTOR
- SEED FUNDING
- GLOBAL ENTREPRENEUR PROGRAM
- STORY ENGINE
- BUSINESS SUPPORT
- BUSINESS SPACE



## TONCEDAR FELLOWSHIP

An integrative program that mentors and supports businesses towards sustainable impact. In this program, the TonCedar Fellows will receive relevant coaching and help towards building their business with an orientation towards community impact within their spheres of influence.



## CREATIVE CIRCLE

Creative Circle is a monthly gathering of like-minded entrepreneurs who embrace peer learning and collaboration. Our monthly Creative Circle gatherings address key topics in relation to our 4Ps definition of success. We believe that facilitating regular creative time for entrepreneurs to network and ideate is important to business innovation.

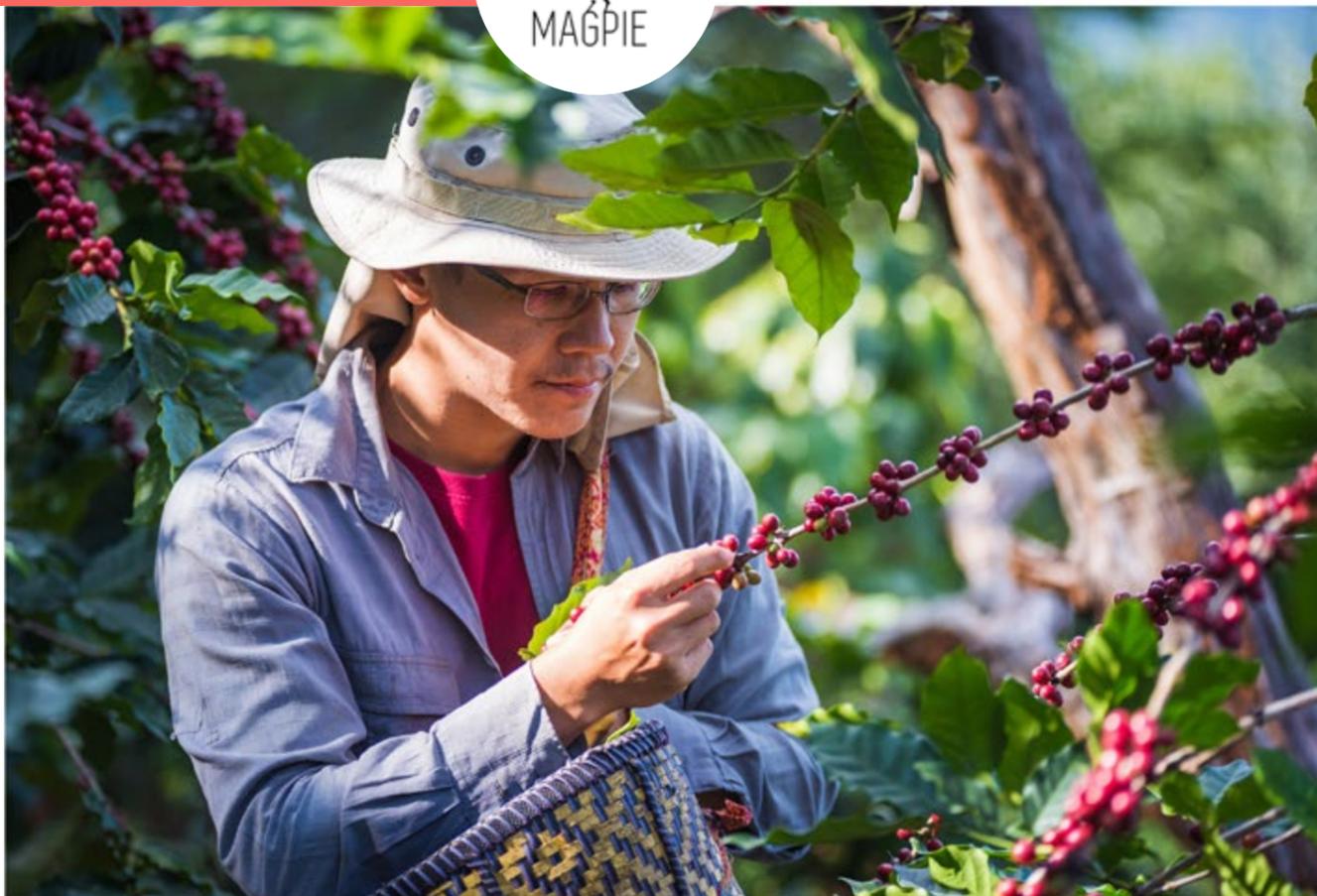
**Soonthon from Magpie Farm** dreams of impacting his community in Pangkhon by reviving a model of sustainable farming amongst the new generation.

The problem faced in Soonthon’s community is what he calls ‘ghost town’ effect. Where many young adults leave their aged parents alone in villages for a move into bigger cities in the hope of a better life. Not only are the older generation struggling with life alone, they are also struggling to upkeep vast untended farmlands.

This is one of the reasons Soonthon has decided to leave his work in the city and move back home because he hopes to inspire other young adults like him. As a faith-driven farmer, he believes in being a good steward to the rich resources of God’s creation. And when farms are flourishing, communities will thrive.

Currently the groundwork has been laid to prepare Magpie Farm to be cultivating a variety of produce such as specialty coffee, Japanese apricots, top varietal lemons and avocados. Eventually the vision is to see Magpie Farm as an eco-tourism farm for education on sustainable farming and also as a nature therapy sanctuary for city dwellers.

SPHERE OF IMPACT : AGRICULTURE



SPHERE OF IMPACT : EDUCATION

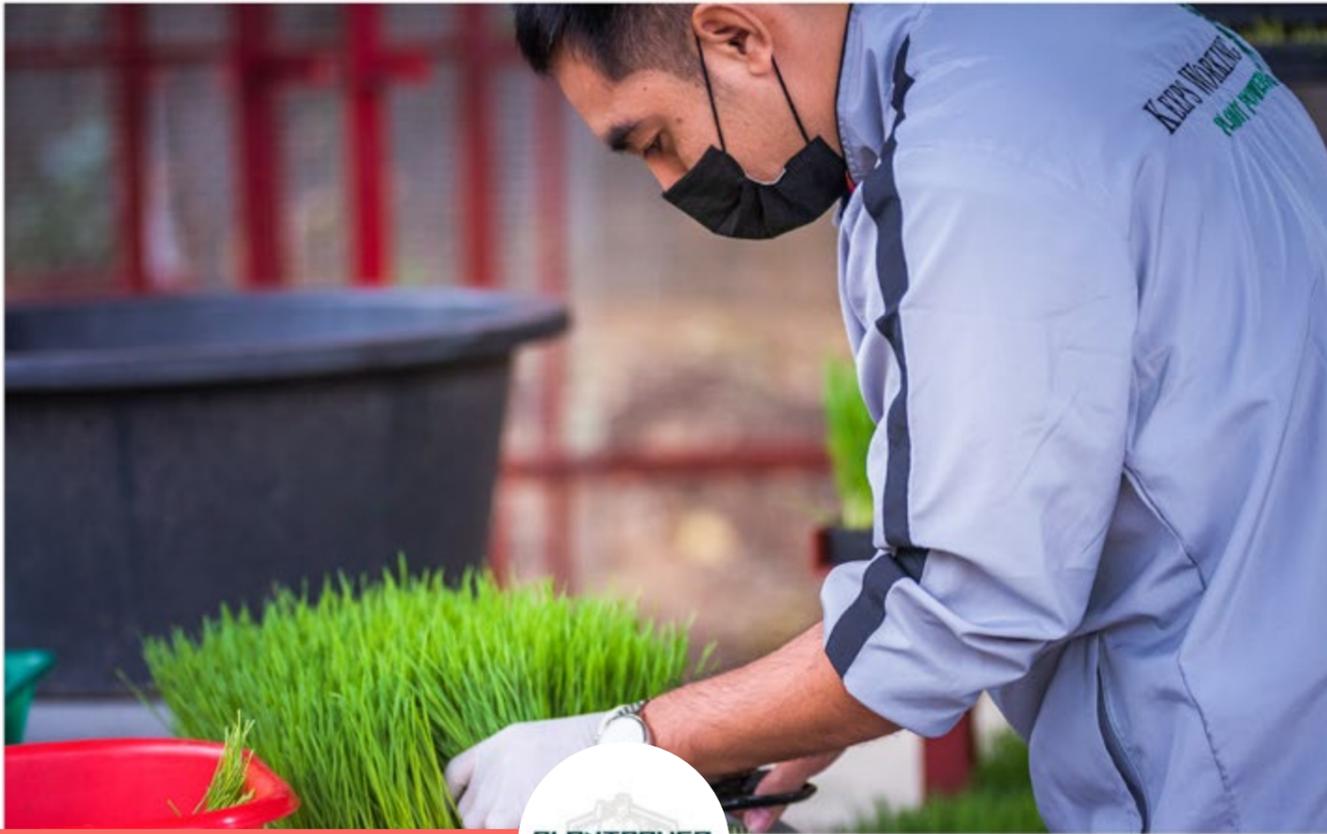
**Aranee from The Word Language School** is passionate about excellence in education by promoting an integrative approach to learning.

The landscape of educational instruction in Thailand is largely one-directional and favors rote learning. Aranee sometimes feel like she is swimming against the tide in her efforts to make an impact in this arena by encouraging an integrative approach in education.

As the founder and language tutor at The Word language school, Aranee is intentional in how she develops an excellent integrative curriculum for teaching languages to both Thais and foreigners. She wants them to recognize the intimate role that culture and worldview plays in language learning. And that speaking a language well is more than just words, it is the ability to be mindful and appropriate in non-verbal cues as well.

Aranee believes that her work with her school in pursuing excellence and learning to appreciate diversity, is a beautiful reflection of the God she worships.

It is her vision that The Word Language School will grow to be a model for life learning as a whole, not just limited to language acquisition.



SPHERE OF IMPACT : HEALTH SCIENCE



**Worachet from Plant Power** endeavors to showcase nature’s remedy to disease prevention and energy recovery starting with wheatgrass microgreens.

Microgreens was discovered when Worachet, a farmer at heart, was exploring what he envisioned as a sustainable urban micro-farm model. The idea of wheatgrass microgreens and its extensive health benefits excited him because it suited the ambition for his urban micro-farm.

As a Christian and a fitness enthusiast, Worachet considers the intersection of the two as the catalyst for him to make an impact towards health science. He believes that there is a rich resource for health, fitness and energy already available through natural plants.

With persistent research and innovation, Worachet launched Plant Power and its line of cold-pressed wheatgrass drinks. Plant Power’s specialty is a 30ml concentrated cold-pressed shot of wheatgrass. Like a detox booster, this energizing shot has been testified by many and were backed up with amazing blood test results.

Worachet’s heart for following up with his subscription customers, sees him hand delivering the drinks to them daily. And this is perhaps the key driver to Plant Power’s vision of making quality microgreens health products easily available to communities in Thailand.

**Sukanya from Twinny Candles** believes in the therapeutic power that scented candles bring to the wellbeing of the modern person.

The pressure and pace of the modern life brings with it an unprecedented number of people struggling with stress and sleeplessness. Sukanya is a believer in the role that aromatherapy plays in the physiological effects of mood and working capacity.

Sukanya aspires for her candles to kindle a sense of calm and relaxation through the personalized scents she creates. Many of her scents are unique and inspired by good memories with people she loves. It is not hard to see that ‘people’ are at the heart of Twinny Candles.

For this reason, Sukanya decided to move away from the long-established way of making candles with paraffin wax to soy wax. This switch effectively lessens the environmental footprint of her hand poured candles and also assures Sukanya that the burning of soy wax brings with it much more health benefits.

Currently Twinny Candles only sells online and at selected street markets in Chiang Rai. The vision of Twinny Candles is to scale appropriately in their market reach and make an impact to the wellbeing of the modern person.



SPHERE OF IMPACT : AROMATHERAPY



PROJECT  
**MANY HANDS**

Many Hands is the idea of bringing products of artisans and locals in many different channels. Many Hands partners with different handicraft artisans in Northern Thailand with hopes to expand all over Thailand. TonCedar buys artisan products and helps find markets for their goods.

There are two ways, one being curated gift boxes and the other that are produce type will be a grocery share in Chiang Rai. With Many Hands project, we contribute towards the sustainability of many budding startups, promote local crafts, and empower local artisans to support their families with their life skills. We hope to continue to collaborate with locals and organizations in many different ways to educate consumers of the people behind each product. We hope to show Thailand what ethical products and supporting fair trade can look like through Many Hands Project.



**Work is taking  
the raw material of creation  
and developing it  
for the sake of others.**

Timothy Keller



*Ally sourcing textiles with Grandma Yee and her group of traditional weavers for Project Many Hands.*





Soonthon offering job opportunity and mentorship to a person in his community recovering from substance abuse.



PROJECT  
**SAMART**

สามารถ “Samart” in Thai means ‘ability, competence’ and the root word speaks about ‘a joining with, combining with’ to bring about that potential.

Project Samart is started with the aim of capturing the heart of the Gospel. Which is for Christ’s community to respond to the world’s brokenness.

Through this project, we seek to create job opportunities for the marginalized segments in society by providing salaried work and mentorship from our young entrepreneurs.

We partner with local organizations working with marginalized communities to offer work opportunities with our entrepreneurs. This way, there is accountability and follow-up with the person’s recovery and rehabilitation process.

We educate our entrepreneurs to be mentors to those who are less privileged and often overlooked, because paid work helps greatly in building dignity and self-esteem of the marginalized.

Together, we explore and provide our entrepreneurs with salary subsidies available for them as they take the generous step in hiring from our recommended marginalized workforce.



**The idea of work as a contribution to the good of all and not merely as a means to one's own advancement.**

Robert Bellah



# TONCEDAR TEAM



**PAILIN KAMSINGHA**  
Social Media Coordinator

**TEERADETCN NIRUTTIWAT**  
Project Lead

**KITTIKUN CHANFAI**  
Design Lead

**ALLY HONGKHAM**  
Community Lead

**ORAPAN MINGSIRIJAROEN**  
Operations Lead

**SAM LIM**  
Founder & Executive Director

## GOVERNING BOARD

**SAM LIM**  
Founder & Executive Director  
*TonCedar*

**NARIN RAKITIKUL**  
Author & Investor

**CHAMAIPORN LEENABUR**  
Director of Accounts  
*Overbrook Hospital*

**JULALACK KHAMSTHAM**  
Lawyer & Advisor  
*Family Court of Chiang Rai*

## ADVISOR

**PADIPAT SANTIPADA**  
Member of Parliament  
*Phitsanulok Province*

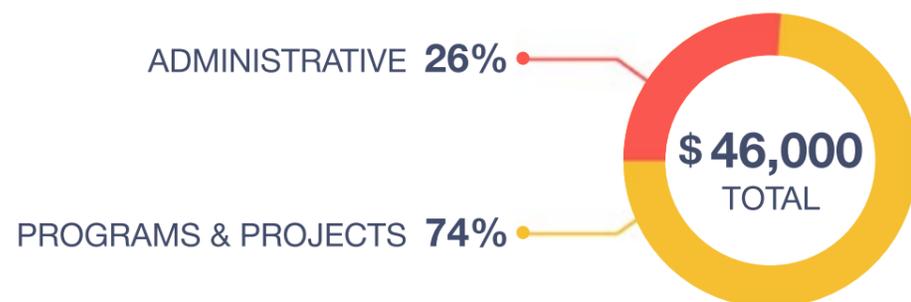
Upon receiving our first generous grant last year, we were able to immediately set up TonCedar and build a team around our vision to drive towards our programs and projects.

We were able to connect regularly with a core group of **14 businesses** in Chiang Rai across **11 key sectors** in the workplace.

**For 2021- 2022** we continue to look to your generous giving to help **step up our work** with these Thai entrepreneurs, in building a robust collaborative start-up ecosystem.

PROGRAMS & PROJECTS	USD
TonCedar Fellowship	12,500
Creative Circle	3,200
Project Samart	12,800
Project Many Hands	5,500
	<b>34,000</b>

ADMINISTRATIVE	USD
TonCedar Creative Hub	4,000
Operations	8,000
	<b>12,000</b>



# GOALS FOR 2021

**5** FELLOWS  
IN OUR FELLOWSHIP PROGRAM

**10**  
CREATIVE CIRCLE GATHERINGS

PROVIDE SALARY SUBSIDIES FOR HIRING  
**3** MARGINALIZED WORKERS  
UNDER PROJECT SAMART

**5** CURATED GIFT BOXES  
GROCERY SHARE BASKETS  
UNDER PROJECT MANY HANDS



Ton Supakrit, Founder of Chiang Rai Share, creative media agency.



# THANK YOU FOR BELIEVING IN OUR VISION

#wearetoncedar #impactmakers

## STAY CONNECTED

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*Yam Amornphan, Founder of BirdBread, homemade artisan breads.*

