

# 2022

TONCEDAR PROGRESS REPORT



CREATING COMMUNITIES, IMPACTING LIVES



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**Samuel Lim**  
Founder & Executive Director

“All courses of action are risky, so prudence is not in avoiding danger (it’s impossible), but calculating risk and acting decisively. Make mistakes of ambition and not mistakes of sloth.”

Niccolo Machiavelli

## FOUNDER’S NOTE

It has been a year of growth for us as a team. As with every growth journey, we must go through the pains of making mistakes and learning from them.

Sometimes I feel like we are treading water, trying to keep our heads above to survive. Much of what TonCedar is doing in North Thailand is paving a way less traveled, which is in the arena of redemptive entrepreneurship.

At the same time, I heartily celebrate the courage our team has shown this year. They have taken concrete steps that have slowly expanded the boundaries of our capabilities in moving our vision forward. A key example of this is our transition into a bigger space for community building.

Because I have been blessed with such a strong team, I want local entrepreneurs to be able to experience the support of being a part of an ecosystem that supports them.

2022 was a year of creating communities primarily by expanding our network and reach. As you will read in this progress report, people are thus at the center of everything we do.



This mural is right by the entrance of our new co:lab space. It is designed by ShanShan, our Communications Lead.

## PICTORIAL VISION

Art has the power to make visible the invisible, and in this case, the mural is the pictorial vision of Ezekiel 17:23, the heart of why TonCedar exists.

**“On the mountain heights of Israel I will plant it; it will produce branches and bear fruit and become a splendid cedar. Birds of every kind will nest in it; they will find shelter in the shade of its branches.”**





“  
I never thought someone would want to do this for me without wanting anything in return. The team helped me to see and accomplish many things that I couldn't have done as a solo business owner, inspiring me to think more deeply about the sustainability of BirdBread as a business and hire my own team as well.

## FELLOWSHIP PROGRAM

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

## BIRDBREAD

What does true dedication look like? Imagine making thousands of loaves of bread year after year, and not getting tired of it. That's how Yam realized that running a bakery was what she wanted to do in her life.

At BirdBread, she was a literal one-woman team, waking up at 4am to bake bread and delivering it herself later in the day. Her mission to provide good, healthy products for customers to eat kept her going for years. "None of our ingredients have trans fat," Yam explains. "Even our original whole wheat loaf doesn't have granulated sugar, only honey."

Yet there came a point where her body could not keep up with her passion, and her hands became severely damaged. "I had to take two months off," she recalls. "That's when I realized that, if something happened to me, BirdBread would also be gone."

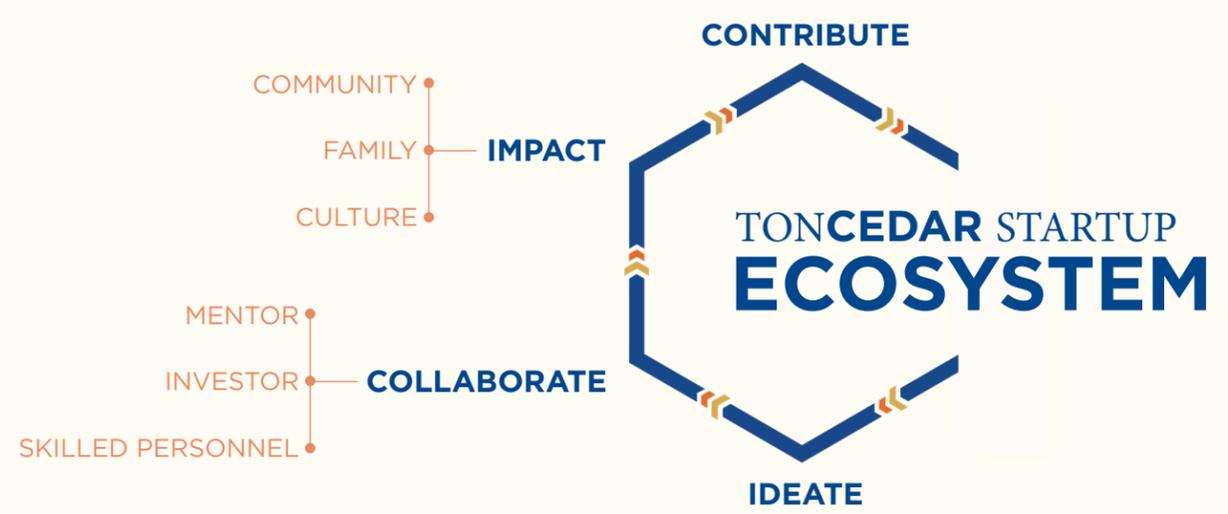
That's when she decided to become a fellow at TonCedar, where she discovered the team she never knew she needed.

## PARTNERING WITH TONCEDAR: BRAND DISCOVERY

One of the key items we helped Yam and BirdBread with was rebranding.

Over 10 sessions and eight weeks in person, we looked into BirdBread's brand character, arena, positioning, experience, and identity.

With these five areas in mind, we put together a detailed brand style guide, logo, and product package design for BirdBread. We were thankful that Yam placed her trust in us from the get-go, and was open to our suggestions, which made the entire process very smooth and enjoyable.





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

Timothy Keller

## MAGPIE FARM

Zaan is modeling sustainable farming for the next generation by cultivating a variety of produce, such as specialty coffee and avocados, in his village of Pangkhon. He strongly believes in inspiring the next generation to be good stewards of the rich resources of God’s creation so communities can flourish together.



### KEY MILESTONES

Magpie Farm Coffee **ranked 18** under the Speciality Coffee Association (SCA).

Part of Mae Fah Luang University Coffee Group of **selected 15** young farmers.

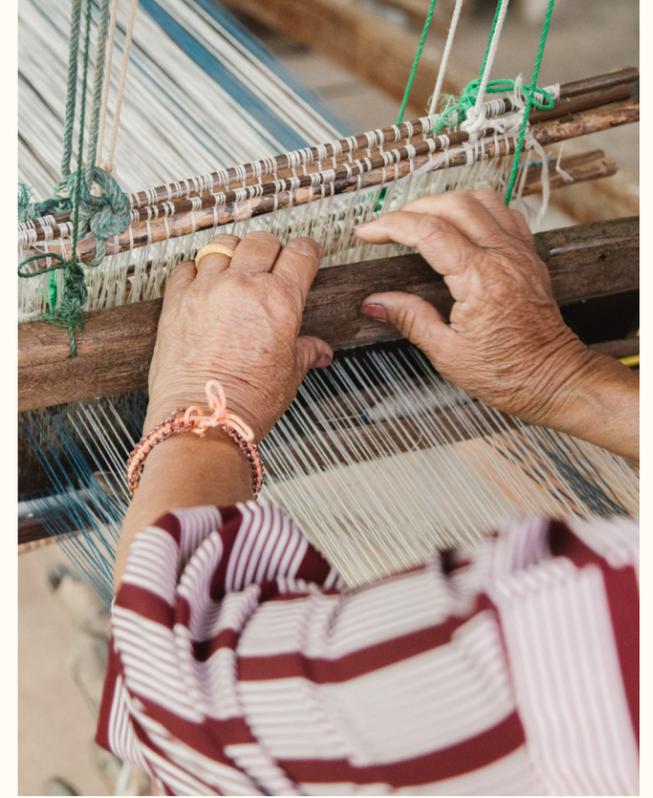
Potential **2 million** THB investment for eco farmstay project.

## ECO CREATIONS

Worn has a transformative vision to give people in rural Thailand the opportunity to become self-sustainable. With a PhD in textile development, his eventual goal for Eco Creations is to produce plant-based leather using environmentally friendly production processes and natural polymers.

### KEY MILESTONE

Received grant from National Innovation Agency  
**260,000 THB**  
 to start-up a natural dye processing station in his village.





## CLAY AND DREAMS

Ja focuses on making wearable art for the ears with designs that are bold, boho, eclectic and dreamy for people of all ages and nationalities. Slow-made in small batches, every pair of earrings is made in her home studio in Chiang Rai, Thailand.

### KEY MILESTONE

Part of an **8-month** marketing program with “Mind and Money Accelerator”



## JING CAFE

Day's mission is to showcase nature's remedy for disease prevention and energy recovery at Jing Cafe. He does this by educating the public on the power of microgreens, growing wheatgrass microgreens in his urban micro-farm and sharing cold-pressed wheatgrass drinks with his subscription and cafe customers.

### KEY MILESTONE

**2 year** grant with Office of Agricultural Research and Development , Thailand.

Moved into a bigger space for an urban wheatgrass farm.



## HIMLYA COTTON

Kapi is an artist who makes paper and paint from natural materials, like rocks, fruit peels, and plants. She desires to turn what is often unused in communities into useful and beautiful art supplies.



### KEY MILESTONE

President of Fun Lab (artist collective in Chiang Rai)

SCG Seed Fund of **468,000THB** for a 3 year community impact business project.

## CREATIVE CIRCLE

Creative Circle was born out of a desire to build a thriving startup community in Chiang Rai. By gathering entrepreneurs, we aim to foster a culture of peer learning and collaboration. We address key topics in relation to our 4Ps definition of success (People, Process, Profit, Product) and facilitate creativity and networking for better business innovation.

### LESSON LEARNED

Due to Covid restrictions, we had to take Creative Circle online. However, not many entrepreneurs attended. Even after the Covid scare died down and we moved to in-person sessions, the number did not increase much. So we decided to take a break after our last session on 1 July.

Our best guess is that the topics that we picked were too general, and most potential attendees felt it might not apply to them.

### LOOKING AHEAD: INTRODUCING INDUSTRY-FOCUSED PEER GROUPS

Going forward, we will narrow the scope of both the target audience as well as topics per session. For instance, we are planning to organize a session for bakers only to discuss F&B-related topics.

By doing so, we hope to strengthen relationships with small impact-maker communities in less-engaged industry segments. Some of the industry segments we plan to engage include bakers, architects, writers, and film producers.

We will also focus on in-person meetings only, with quarterly gatherings in our co:lab space.





# PROJECT SAMART

Project Samart creates job opportunities for marginalized segments of society by providing salaried work and mentorship from our entrepreneurs and business network.



## IMPACT ASSESSMENT

This year, Baicha (Project Lead of Project Samart) completed a social volunteer training with the Ministry of Social Development and Human Security. This makes her an officially trained representative of the government social arm, enabling her to recommend others to receive government support and grants.



## 2022

- 7** Number of Marginalized Workers connected
- 9** Number of Businesses in the network
- 3** Number of Trainings (Customer Service, Labour Rights, Self-Awareness)
- 9** Number of Jobs Connected

## IMPACT STORY: JOURNEYING WITH BANK



Bank is a migrant worker from Myanmar. He moved to Thailand when he was a child and does not own a Thai identity card. He only has a long-term education pass issued by the education center in Thailand.

Bank joined Project Samart in 2021 and began by delivering bread for an entrepreneur who partners with Project Samart. After working for a while, he ran into issues with his girlfriend's family, causing him to have to move out. This left him homeless and with no transport for work.

Without any relatives around in Thailand, no one was able to help him. As such, he felt hopeless, and found life to be meaningless and worthless. He had no dream, hope, or reason for living. At this point, Bank contemplated ending all his problems by taking his own life.

Knowing this, Project Samart intervened. We listened to his story and feelings, spent time understanding his life, and stood beside him like a family would. Eventually, he started to see the value of life again, and was willing to listen and fight for himself again.

Bank was extremely grateful to Project Samart for helping reintegrate him back into society and fuel his spiritual needs at a time when he was really discouraged and lost all hope. He also shared that he has never received concern and attention from others in his life.

Today, he continues to be under the care of Project Samart.

## LOOKING AHEAD: PERSEVERING THROUGH CHALLENGES

Moving forward, the challenges of journeying with the marginalized remain. However, we also press on in helping them find long-term employment and ways to apply for a national identity card so that their job opportunities would be broadened.

We are also looking to collaborate more with the government to help the workers under our care get education and training to improve their occupational capabilities and skills.





Many Hands aspires to bring the products of local artisans and farmers in Northern Thailand to the rest of Thailand—and eventually, the rest of Asia—through multiple channels, such as curated gift boxes, grocery share, and the upcoming Many Hands artisan shop.



## IMPACT STORY: GROCERY SHARE

Many Hands’s grocery share is a farm collective of villages and local farmers in and around Chiang Rai. Each month, we feature fresh produce from small local farmers who might not grow enough to supply to markets or restaurants.

Through the grocery share, we are able to support one of our fellows by buying and distributing her bread, as well as local farmers and artisans by distributing their produce and products. This gives them a sense of security and consistency that what they do and grow matters to the community.

We were off to a slow start this year, but our partnership with The Freedom Story sustainable livelihood program, which helps prevent child trafficking, keeps us accountable to keep on trying.

Even so, we have already impacted families in Mae Lao where an extra 500 THB for their family can go a long way. Several repeat customers and local communities also tell us that they look forward to our groceries, and constantly ask us what they should cook this week with the share.

## IMPACT ASSESSMENT

**16** People supported  
• 12 Artisans  
• 4 Farmers

**>180** Products sold  
• 120 boxes of 5 curated sets  
• 60 grocery shares in 6 months

Revenue  
**214,450** THB

## LOOKING AHEAD: CURATING EXPERIENCES

### Many Hands shop

- This year, we curated and delivered five themed boxes. We hope to continue creating curated gift boxes throughout the seasons in the year to come.

- We want to continue running the grocery share in partnership with The Freedom Story and other local farmers and artisans.

- The Many Hands Shop will be opening alongside our grand opening of the co:lab space in Chiang Rai. We envision it to be a beautiful space for artisans in our network to showcase their products collaboratively, both as a storefront as well as workshop venue.



As part of our ongoing pursuit to build communities, Purpose Lab was started with the intention of gathering and growing Christian impact makers in the marketplace. Through Purpose Lab, we are reshaping conversations around being a Christian in the marketplace and encouraging and equipping churches to walk with their members in the area of work and vocation.

Through our gatherings and courses, we aim to reach Christians and non-Christians who are working in and entering the marketplace, as well as church and organization leaders.



## IMPACT STORY: BRINGING PEOPLE TOGETHER WITH HELLO WORLD



It has always been challenging for locals to learn English, especially English for work. As a new initiative this year, we decided to create a safe space for Thais to be able to practice conversational English.

Through Hello World 2022, we brought more than 80 people together, including 57 locals, with the international community over 3 sessions.

Not only has this created opportunities for the locals to practice listening and speaking in English with native English speakers, but the relationships and networks formed through these sessions are also valuable in and of themselves.



## LOOKING AHEAD: HELPING OTHERS SEE THEIR PURPOSE IN LIFE AND WORK

### Life & Work Courses

- Basic life management
- Shifting perspective of work
- Business planning and networking

### Theology of Work Course

- Our story thus far
- God's grand story
- Becoming who God made us to be

### Entering Phayao

Like Chiang Rai, Phayao has great potential for growth but faces scarce resources and opportunities at the moment. As such, we hope to bring a simplified model of TonCedar to Phayao, starting with Purpose Lab as a way for us to begin establishing relationships and learning about the entrepreneurship scene.

- Beginning with Hello World
- Running English classes
- Building relationships with University students, schools, churches, and organizations
- Building an entrepreneurship network

# MEDIA MANAGEMENT

In today's digital age, the power of media is undeniable. We want to harness it for good by creating content that educates, shares our stories, and extends our influence in this community (and beyond).

Based on this year's data, we are on the right track, with our reach amongst our ideal demographic of 18 to 34 years old growing steadily.

To achieve this, we're building a strong team of creatives who are the "engine" behind our media efforts. As this team grows, we will be able to produce more content to reach more people.



## VIDEOS CREATED

**159**

media projects

**299**

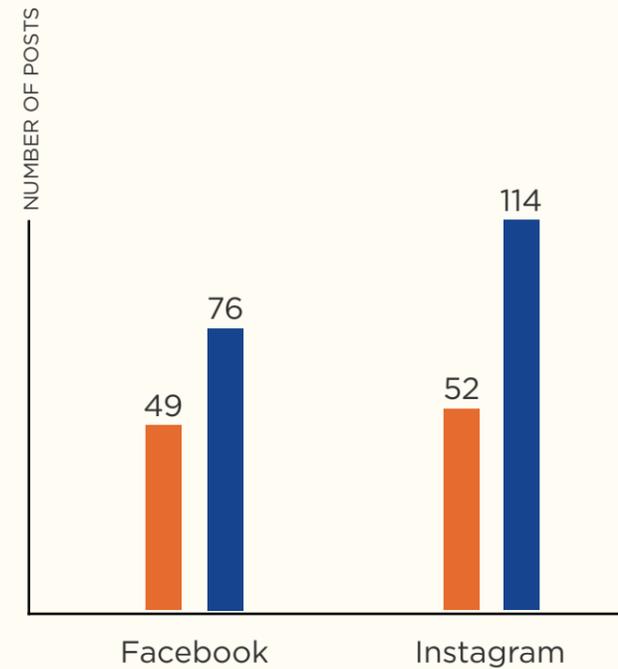
minutes of media created

## FEATURED VIDEOS

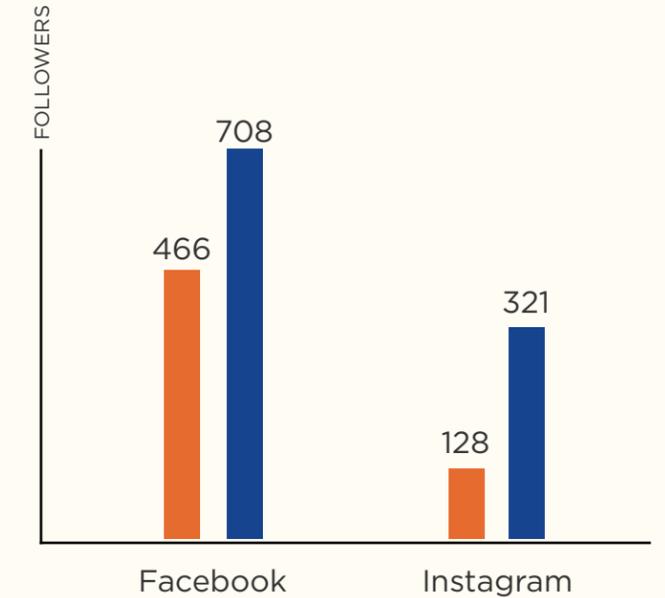
- Magpie farm
- Clay and dreams
- Jing cafe

# SOCIAL MEDIA PRODUCTION AND GROWTH

PRODUCTION METRIC



GROWTH METRIC



2021

2022



## 1. Consultancy work for non-profit projects

We have found ourselves in a unique space where our strengths and network allows us to consult and learn together with other non-profit organizations in their respective engagements with communities through business.

The Freedom Story - Partner Consultant for their Sustainable Livelihood Projects



## 2. Launching co:lab space

With the co:lab space, we are rethinking what workspace looks like. We want to provide a collaborative shared space for the local entrepreneurs and startup network. We believe that building a creative space starts with growing a vibrant community.

- Co:Studio (Media studio for people to rent for photoshoot/product shoot/video interviews)
- Many Hands Artisan shop
- Townhall: Meeting spaces
- BirdBread Cafe
- Living Room Church

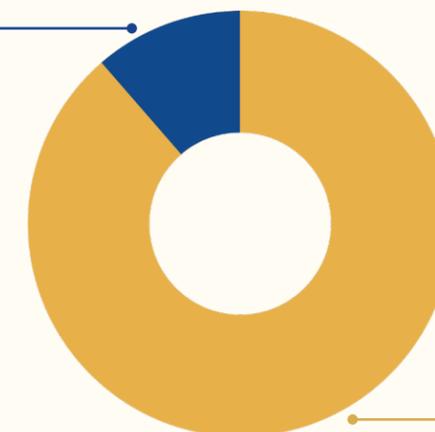


## YOUR GIVING WILL STEP UP OUR CAPACITY

in building a collaborative startup ecosystem towards redemptive entrepreneurship.

	US\$
<b>TONCEDAR FELLOWSHIP PROGRAM</b>	<b>\$37,500</b>
<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Growth</li> </ul>	
<b>CONTENT CREATION &amp; COMMUNICATIONS</b>	<b>\$8,000</b>
<ul style="list-style-type: none"> <li>• Storytelling</li> <li>• Creative Circle</li> <li>• Chong Laow</li> </ul>	
<b>COMMUNITY IMPACT</b>	<b>\$29,500</b>
<ul style="list-style-type: none"> <li>• Project Samart</li> <li>• Many Hands</li> <li>• Purpose Lab</li> </ul>	
<b>GENERAL ADMINISTRATIVE</b>	<b>\$11,000</b>
<ul style="list-style-type: none"> <li>• TonCedar co:lab space</li> <li>• General Operations</li> <li>• Emergency Float (5%)</li> </ul>	
<b>TOTAL</b>	<b>\$86,000</b>

ADMINISTRATIVE  
12.8%



PROGRAMS & PROJECTS  
87.2%

# TONCEDAR TEAM



I am proud to offer my recommendation of TonCedar. I have a great admiration for TonCedar since its birth in the year 2020. Sam Lim, the founder of TonCedar, of whom I have known quite well through the years, along with his team saw a need in the local region and took action to reach the under-served individuals in the Thai workplace. Their holistic approach to support local entrepreneurs through building quality relationships and assisting in their start-up businesses is a model I see as exceptionally valuable for the sustainability of thriving communities in Thailand.

With TonCedar's combination of work ethic and care for the people, I am confident that TonCedar is making a notable change to both the locals and the culture of work in Thailand.



*Melody Murray*

**Melody Murray**  
Partner, Global Community  
Praxis



**SAM**  
Founder &  
Executive Director



**KITTIKUN**  
Creative Lead



**ORAPAN**  
Operations Lead



**SHIHRAYIA**  
Communications Lead



**ALLY**  
Community Lead



**TEERADEATCH**  
Content Lead



**WANITCHA**  
Project Smart Lead



**PAILIN**  
Communications  
Assistant



**ATTAPOL**  
Purpose Lab Lead



**YUPIN**  
Operations Assistant



**Together we can move  
a vision forward.**



## STAY CONNECTED

- TonCedar
- wearetoncedar
- TonCedar
- Toncedar.org

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**TONCEDAR**