



## TONCEDAR PROGRESS REPORT



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# 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.



## VALUES

We believe that longevity in business creation comes from a clearly articulated values 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 an 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.



## NOTE FROM THE CHAIRMAN

### *Embracing the New Chapter*

Dear Friends,

As we step into the new year, the lyrics of a Japanese song, “Goodbye yesterday and Hello tomorrow,” echo in my mind, symbolizing both reflection and anticipation. The past year has brought waves of experiences to our community - from moments of happiness and joy to winds of change blowing through TonCedar.

I extend my heartfelt gratitude to this dedicated team whose efforts made this last year really happen. As you look through the accomplishments in these pages, it’s evident that the work we’ve undertaken stands in EXCELLENCE, a reflection of the Excellent God that we have.

TonCedar remains committed to upholding its core value, driven by FAITH. We persist in our mission to cultivate a robust business ecosystem for young entrepreneurs, utilizing local resources to deliver sustainable impact to our community. We look ahead to 2024 with hopes to continue the work that we have been involved in, but to also reach more individuals and communities with God’s love reflected in all we say and do.

Goodbye to the memories and lessons of 2023, and Hello to the new chapter of TonCedar in 2024. With your ongoing support, I invite you to walk alongside us as we embark on this journey. Together, let us witness the fruitful outcomes of our God-given mission.

With gratitude and anticipation,  
**Saowanee Wikee**  
*Board Chairman and Co-Director*



## VISION FORWARD

At the very heart of our endeavors lies a deep commitment to people. Whether it’s our dedicated team, the vibrant community we serve, or the entrepreneurs and working professionals we collaborate with, our focus remains steadfastly on the individual. We believe in nurturing people to realize their fullest potential, fostering growth both outward and within. Our dedication to nurturing generosity and redefining success fuels our work with entrepreneurs, extending beyond mere financial considerations to reshape the very definition of success in a world that often dictates its terms.

The pillars of our core values — Faith-Driven, Excellence, Community, and Creativity — will remain instrumental in shaping our vision. These principles guide us as we navigate the path of growth and development.

Together, let us stride into the new year, strengthened by our collective commitment to personal and communal growth.

# 2023 HIGHLIGHTS

FEB 24

## Featured in *The Cloud*

The Cloud, a well-known online magazine wrote an article about the work we are doing at TonCedar.

MAR 20-26

## Creative Design Week

Sustainable Design Week showcased the different projects, organizations, and makers that were a part of helping Chiang Rai be a more sustainable city. An opportunity to network and share about what we do.

JUN 12-15 (pg. 14)

## Itzinya Training

A Swedish startup training and coaching program that will be delivered for the first time in Asia. Program founder, Hakan Sandberg, provided training to TonCedar staff for certification.

AUG 07

## Birdbread Grab & Go

This artisan bakery opens its storefront to the public, extending its menu to include drinks and ordering options through delivery apps.

NOV 04 (pg. 13)

## Makers Market Opening

A weekend morning craft market which aims to give local entrepreneurs a place to showcase their artisanal products. The opening event included visitors from Ministry of Tourism, Commerce, and other local industry leaders.

NOV 25 (pg. 15)

## Actuate Chiang Rai Start-up Competition - *Pitching Event*

A cohort of entrepreneurs gathered over multiple sessions to learn and practice start up concepts in their own businesses. This culminated in a pitching event where monetary prizes were awarded towards their business proposals.

JAN 27

## Grand Opening

Our launch event featured local entrepreneurs selling artisanal products including the newly launched Birdbread bakery. Scheduled speaker sessions were about coffee and craft drinks and business investing.

MAR 10

## Senate Committee for Commerce & Industry (Thailand) and Office of Provincial Commercial Affairs (Chiang Rai) visit

MAY 13

## Indigitous Singapore

Consultations for Fellows and VR event at Mae Fah Luang University.

## JOURNEY OF CO:LAB SPACE

From the humble beginnings of this space to its transformation over the past year, our journey has been nothing short of remarkable. After a year of renovations, we celebrated the grand opening on January 27, 2023. Our initial vision was ambitious: to create a hub for young entrepreneurs, fostering dreams through collaborative efforts in the startup community.

### LIVING ROOM CHURCH

The Living Room serves as a unique concept, exploring questions like "What is Church?" and championing the Missional Discipleship Movement. Every Thursday evening, this space transforms into a space for worship, prayer, and discussions about Jesus. It's not just a local affair; foreign servants learning Thai and business leaders from the community join us, fostering a diverse and vibrant gathering. The TonCedar team has played a crucial role in running and participating in Living Room Church.



### LOOKING AHEAD

Looking ahead to the next year, our aspirations grow. We aim to maximize the potential of this space, accommodating our expanding team and providing a welcoming environment for local friends at Birdbread Cafe. Many Hands plans to host more events, showcasing artisan products through workshops and meetings with makers. Additionally, we're eager to propel co:studio forward, revamping it into a more accessible and valuable resource for the community. The journey continues, and with each passing year, we strive to unlock new possibilities within these walls.



## CREATIVE CIRCLE

These events facilitate peer learning and interactive discussions, so as to catalyze collaboration towards addressing relevant industry problems and challenges, while networking and strengthening relationships with small impact maker communities in less-engaged industry clusters/segments.



**6** events

**75** attendees

**12** hours

### TOPICS:

HOW TO DRAW APPEALING CHARACTERS - *Luke Harland, Illustrator & Animator*

HOW TO MAKE MUSIC AT HOME - *Tee Jantawong, Sound Engineer*

INTRODUCTION TO THE METAVERSE WITH VR - *Indigitous Singapore*

PT. 2, HOW TO MAKE MUSIC USING ABLETON LIVE - *Tee Jantawong, Sound Engineer*

BUSINESS MONEY MANAGEMENT - *Professor Phawat Tansurat*

FUTURE TRENDS FOR CHIANG RAI IN 2024 - *Creative Circle Reunion*



# CHONG LAOW PODCAST



Chong Laow podcasts posted on our YouTube channel provides a platform to explore the culture of work in Northern Thailand. Speakers are mostly experts in their respective fields, ranging from academia to agriculture. They share insights, trends and some of what they have learnt from their own personal and professional journeys.

## SOME TOPICS DISCUSSED

*“Khun Yam, owner of Birdbread, tells about her experience running a bakery business”*

*“With AI, how will your language schools proceed? - Khun Mint, owner of The Word Language School”*

*“A career in music - Mr. Tee tells his experience of being a music producer”*

*The career that the new generation dreams of is Software Developer.*

*A new generation of farmers who use their hearts to grow coffee - Sirinya Coffee*

**8**  
episodes

**402**  
minutes produced

**4,159**  
total YouTube views

**54,253**  
total views across all platforms



# MAKERS MARKET

Makers Market contributes towards TonCedar’s vision to create a vibrant hub where creativity flourishes and communities thrive. Beyond commerce, we’re committed to raising awareness about the importance of eco-friendly and sustainable living.

## LOOKING AHEAD

We hoped that this market could be all year-round but as we creep closer to pollution season, we are pivoting how Makers Market may look, possibly combining our co:lab space and collaborating with our community for special events.



**24**  
entrepreneurs

**11**  
weekends

**2,400+**  
people impacted

# FELLOWSHIP PROGRAM

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



## ITZINYA

To enhance our Fellowship Program, we partnered with Itzinya, an Entrepreneurship Development Organization dedicated to investing in young entrepreneurs, particularly in emerging markets. As the first in Southeast Asia to adopt the Itzinya program, we underwent intensive training with Hakan Sandberg, the founder of Itzinya Startup Academies. This certification empowers us to facilitate and coach aspiring entrepreneurs, not only in building successful businesses but also in driving positive change within their communities.



**59** hours  
Training Hours

**10** coaches  
People trained for coaching

**7** facilitators  
People trained to facilitate



*"The idea of Itzinya (read "it's-in-you") was and still is, to help young entrepreneurial people start, run and grow business with a holistic impact on their societies in developing countries – to create as many jobs as possible and "answer those who ask us to give a reason for our hope."  
- Hakan Sandberg*

## TC SPARK

**12**  
Businesses

**14**  
Entrepreneurs

**7**  
Trainings & Meetings

TC Spark, a bootcamp-style preparatory course, serves as a gateway to our exclusive Fellowship Program. It identifies individuals with entrepreneurial potential, providing immersive experiences in entrepreneurship essentials, including design thinking workshops and guidance on critical aspects like market research, rapid growth strategies, and effective pitching. Successful completion of TC Spark grants participants the title of Fellow, offering membership in the TonCedar Fellowship Program for a year.

The first TC Spark bootcamp successfully engaged with 12 businesses across diverse sectors, including software development, real estate brokerage, restaurants, kindergartens, automation, and design. The program culminated in a Pitching Event, held on November 25, all 12 businesses present and 8 businesses ready to pitch where three businesses—MU Accounting, Sit INi E, and Guardian Aluminium—emerged as winners.

## WINNERS

### 1st Place MU Accounting

Business Accounting and Tax Services  
Size of team: 5

### 2nd Place Sit INi

Platform connecting digital nomads to co-working spaces  
Size of team: 5

### 3rd Place Guardian Aluminium

Sales and installation services for metalware  
Size of team: 4



# PROJECT SAMART



8

Marginalized people connected with suitable work

5

Trainings held on topics ranging from self-esteem to life goals

29

Visits to either initiate or follow up on the progress between SBs and SWs

The Thai word “Samart”, means ‘ability’ and ‘competence’. At its core, Project Samart strives to alleviate the plight of marginalized communities by fostering job opportunities. Through salaried employment and mentorship offered by our young entrepreneurs, we endeavor to empower those often sidelined in society.

Collaborating closely with local organizations while serving marginalized groups, we ensure accountability throughout the recovery and rehabilitation journey. Our entrepreneurs are trained to serve as mentors, recognizing the transformative power of dignified work in bolstering self-esteem. Moreover, we facilitate salary subsidies for our entrepreneurs, incentivizing them to embrace inclusive hiring practices. Together, we embark on a journey of social empowerment, bridging divides and creating avenues for collective progress.



21

(SW) Samart Workforce

56%

Females

95%

18-26 years old

6

(SB) Samart Businesses signed up as mentors to offer work and on-the-job training.

## Venus's STORY

Venus grew up crossing the border of Thailand and Myanmar at a very young age. Her mother was from the Shan state but lived in Mae Sai. Her father was Ahkha who lived in Tachileik, Myanmar. Her mother died when she was 3 and Her father died when she was 10. She embarrassingly recalls attending first grade at 11 years old when she moved in with her aunt.

Considered ‘stateless’, she is not recognized as a citizen of any country despite living in Thailand most of her life. Sadly, this story is quite common in Chiang Rai, hence the need for programs like Project Samart. Venus had a difficult start in life but God’s hand has always been upon her. God’s kindness and provision has brought her to be resilient and humble despite facing insurmountable challenges.

Currently, Venus works night shifts at a local restaurant while balancing full time school at university, with a major in Education specializing in English studies.



“

*P’ (big sister) Baicha is always available to talk. We don’t have to struggle to find work ourselves and even when Project Samart finds employment opportunities for us, we still have the freedom to decide whether to do it or not. They are always concerned about taking care of our feelings and I am very happy to be part of such a good project.*

# PURPOSE LAB

Purpose Lab aims to shape conversations around being a Christian in the marketplace while encouraging and equipping churches to walk with their members in the area of work and vocation, discipling Christian impact makers in the marketplace.



## HELLO WORLD



As English is a valuable skill to have in the business world, we want to provide a fun space for students to practice speaking. Hello World is not just an English conversation activity; it's an experience in a warm and inviting setting, complete with engaging activities, games, and shared meals—all at no cost to the participants. Catering to students and young professionals, this initiative has gained even more momentum this year through our collaboration with The Seed Center and the Chiang Rai Rajabhat Christian Student Club.

Looking ahead, we aspire to empower collaborative teams to independently organize Hello World activities. With sustained support, there's potential for Hello World to extend beyond English, accommodating diverse languages and communities that share a passion for connection and communication.



## PODCAST

Our Purpose Lab podcast is another channel to provide knowledge and inspire listeners, especially university students and working professionals.



## CURRICULUM

This year, we successfully implemented our curriculum, engaging university students and parents from an at-risk community in Chiang Rai. The curriculum covered essential aspects of Life and Goals, Life and Work, and Theology of Work.

Collaborating with local universities and organizations, we had the opportunity run workshops aimed at helping participants set and achieve meaningful goals.

Witnessing the positive impact on various groups, we are enthusiastic about the prospect of expanding our reach and running more workshops for additional students in the coming year. We look forward to fostering further partnerships to continue making a difference in the lives of those we get to serve.

# MANY HANDS

Many Hands was initiated with a mission to empower makers by not only showcasing their products but also sharing the intricate stories behind their creation. Our commitment to supporting local talents and skills enables us to contribute to flourishing communities, providing dignified jobs and fair income. Many Hands is dedicated to fostering consumer awareness about the origins and production processes of the products, ensuring that it transcends the mere transaction and emphasizes the individuals behind the craft. We pledge to consistently bring quality and value into the hands that shape these products.



## Seven's STORY

Seven, a vital member of the Sacha Del/Many Hands team, found solace after a challenging period. Born into the stateless Tai Yai people group in Northern Thailand, she obtained Thai citizenship only last year, facing difficulties exacerbated by the loss of both parents. Seeking refuge from a toxic work environment in a local cafe, Seven joined Many Hands and Sacha Del, finding not just employment but a supportive space for personal growth.

*\*Since joining, Seven has made 1,400 bars of soap and packaged 200 nativity sets.*

**18** Artisans Supported      **1,040** Products Sold

**410,554**(baht) Revenue

**310,456**(baht) Back to Artisans



*"It's made my life better and doesn't stress me out. It's given me time to be with myself after a season of hardship in other workplaces."*



## MANY HANDS SHOP

This year brought an unexpected yet beautiful addition to our endeavors—the creation of our shop. In collaboration with 15 diverse local artisans and businesses, we've curated a space that celebrates their products. Each artisan is carefully selected, and their creations are proudly displayed and made available for purchase. Our commitment extends beyond commerce; we are dedicated to sharing the unique stories behind each product.



The shop also serves as a haven for Sacha Del, a small local soap business specializing in natural soaps and shampoo bars. This little lab within our space has become a valuable addition, allowing us to further support and showcase the craftsmanship of Sacha Del.

## SUBSCRIPTION GIFT BOXES

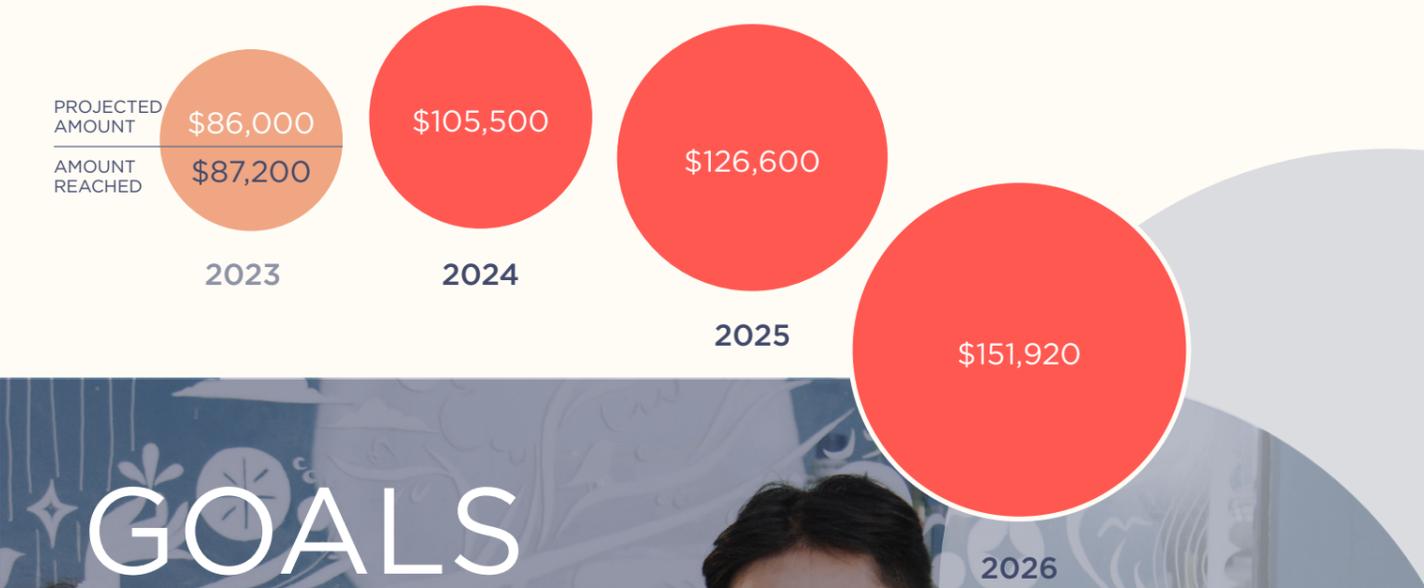
Many Hands proudly presents curated subscription gift boxes featuring high-quality products crafted by skilled artisans from Thailand. Our support extends beyond purchasing their products; we actively seek markets for their goods, promoting their work on a broader scale.

Our small artisan shop also provides a physical platform for people to shop, hear stories from the makers, and engage with events that connect them directly to the artisans.



# ANNUAL BUDGET PROJECTION 2024

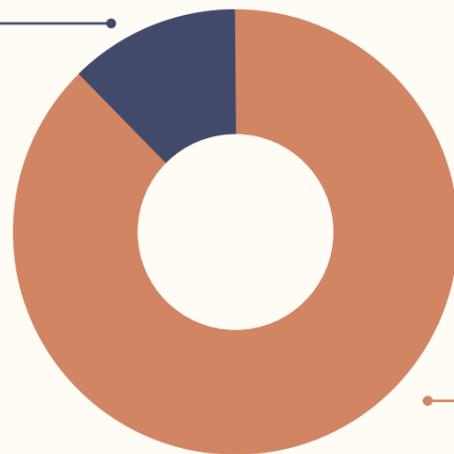
<b>FELLOWSHIP PROGRAM</b>	<b>\$40,500</b>
<ul style="list-style-type: none"> <li>• Growth</li> <li>• Assessment</li> <li>• Translation</li> </ul>	
<b>CONTENT CREATION &amp; COMMUNICATIONS</b>	<b>\$13,500</b>
<ul style="list-style-type: none"> <li>• Creative Circle</li> <li>• Chong Laow</li> <li>• Story Telling</li> <li>• Makers Market</li> </ul>	
<b>COMMUNITY IMPACT</b>	<b>\$37,500</b>
<ul style="list-style-type: none"> <li>• Purpose Lab</li> <li>• Project Samart</li> <li>• Many Hands</li> </ul>	
<b>GENERAL ADMININSTRATIVE</b>	<b>\$14,000</b>
<ul style="list-style-type: none"> <li>• Co:lab Space</li> <li>• General Operations</li> <li>• Emergency Float</li> </ul>	
<b>TOTAL</b>	<b>\$105,500</b>



## GOALS FOR 2024

- 2** Rounds of Itzinya Programs
- 5** Salaried Marginalized Workers
- 10** Fellows in our Fellowship Programs
- 5** Themed Curated Many Hands Boxes
- 4** Creative Circle Events
- 10** New Artisans Connections for Many Hands
- 3** Project Samart Workforce Trainings
- 10** Chong Laow Podcast Episodes

ADMINISTRATIVE  
13.3%



PROGRAMS & PROJECTS  
86.7%

# TONCEDAR TEAM



**SHANSHAN**  
Communications & Creative



**MAY**  
Fellowship Program



**LUKE**  
Projects



**BELLE**  
Communications



**ANE**  
Fellowship Program



**SEVEN**  
Many Hands



**JACK**  
Creative



**ATTAPOL**  
Purpose Lab



**SAWANEE**  
Board Chairman & Co-Director



**WANITCHA**  
Project Smart



**TEERADETC**  
Projects



**ALLY**  
Co-Director & Many Hands



**YUPIN**  
Operations

## GOVERNING BOARD

**MISS SAOWANEE WIKEE**  
Director  
*The Word Language School*

**MISS CHAMAIPORN LEENABUA**  
Director of Accounts  
*Overbrook Hospital*

**MISS NONGNUCH CHAMPARAT**  
Psychologist  
*Ministry of Education, Nan Province*

**MR. THANAWAT PHADNOI**  
*Ezekiel Rain*



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