

TONCEDAR



PROGRESS  
REPORT 2024





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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.

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## VALUES

Our deep commitment to these core values shapes habits within our organization, enriching our sense of purpose, helping us 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.

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

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



## NOTE FROM THE CHAIRMAN

### *Finding Strength in God's Promises*

May the grace of God be with you.

As we reflect on this past year, we acknowledge both the progress we've made and the challenges we've faced. In September, Chiang Rai experienced a devastating flood that deeply impacted our community. It was a time of great difficulty, affecting lives, businesses, and infrastructure. Yet, through these trials, our mission has only strengthened—we continue to serve, support, and share God's love with those in need.

We are working alongside entrepreneurs and professionals who are rebuilding their lives and businesses, believing that their resilience plays a crucial role in the recovery of our community. By equipping and empowering them, we foster lasting change that extends beyond individual success to collective renewal.

In hardship, we find strength in God's promises: "I can do all things through Christ who strengthens me" (Philippians 4:13). With faith, perseverance, and unity, we will overcome.

We are deeply grateful for the wisdom, support, and partnerships that have carried us forward. Together, we continue rebuilding, step by step, trusting in God's grace to sustain us. Thank you for walking with us—we look forward to all that is ahead as we make a lasting impact in Chiang Rai for God's Kingdom.

With gratitude,  
**Saowanee Wikee**  
*Board Chairman*



## VISION FORWARD

As we step into a new season, we see it as a time of renewal—like planting a new tree, laying fresh roots for the future. Our vision remains steadfast, but our focus now shifts toward building a lasting foundation for TonCedar, one that will endure beyond any single person or season.

To create long-term impact, we are strengthening the structure of our organization, ensuring that it thrives through different seasons. Amidst this growth, we will continue to prioritize people, staying true to our core values: Faith-Driven, Excellence, Community, and Creativity. These principles will continue shaping our work, guiding us as we build a Kingdom-driven ecosystem that fosters sustainable success in the local marketplace.

We recognize that true growth and transformation come from God. He provides the rain and the sunshine—we are simply stewards of what He entrusts to us. With this mindset, we move forward with faith, ready to cultivate what has been planted, trusting that He will bring the increase.

Together, we will support and inspire the working community, ensuring that our impact lasts for generations to come.

# 2024 HIGHLIGHTS



## Finished Up Makers Market

At the start of the year, we wrapped up Makers Market, a three-month initiative that connected local artisans and entrepreneurs with the community through handmade products and creative workshops.

26 JAN



## Indigitous at Payao University

Indigitous Singapore, a movement blending “indigenous” and “digital” to innovate in sharing the Gospel, inspired University of Phayao students with a hands-on virtual reality event, exploring industry practices, career opportunities, and the future of technology.

28 JAN



## Team Building with Khun Khae

A two-day counseling and team-building session led by our new board member and professional counselor, followed by a week of prayer and discernment, seeking God’s direction for 2024 and reaffirming our commitment to embodying His Kingdom.

24 FEB



## Itzinya Startup Academy

Launched this 8-week program for the first time in Southeast Asia. Twelve participants learned essential business skills, culminating in four graduates presenting their ventures on final pitch day.

20 APR



## Team Retreat in Chiang Mai

Team had the opportunity to rest, bond, and strengthen relationships through quality time together away from work.

22 AUG



## Chiang Rai Flood

Typhoon Yagi caused devastating floods across Northern Thailand, submerging homes, displacing families, and damaging community spaces, including TonCedar’s office. The team joined disaster relief efforts, committed to long-term recovery of the city.

10 SEP



## WHAT IS LIVING ROOM CHURCH?

Living Room Church is a unique initiative that explores questions like “What is Church?” while championing the Missional Discipleship Movement. We hold Living Room Church every Thursday evening as another option for those who have to work on Sundays and can’t attend church on the traditional day. This gathering creates a space for worship, prayer, and meaningful discussions about Jesus, bringing together a diverse community, including local business leaders and foreign servants learning Thai. TonCedar plays a role in leading and participating in this expression of faith and community.

# FELLOWSHIP PROGRAM

An integrative program that mentors and supports businesses towards sustainable impact. Entrepreneurs receive relevant coaching and support towards building their businesses, with an orientation towards community impact within their spheres of influence.

**74**  
Businesses in our network

**6**  
Businesses received private consulting with Singaporean professionals

## ITZINYA STARTUP ACADEMY:

### “TURNING JOB SEEKERS TO JOB MAKERS”

As part of the TonCedar ecosystem in northern Thailand, Itzinya Chiang Rai empowers young people (18-30) to become entrepreneurs and create jobs. Our hands-on programs, like the Startup Academy and Incubator, guide participants from idea to launch, focusing on solving real societal and environmental challenges.

With ongoing mentorship and support, we help entrepreneurs not only start their businesses but also scale them for long-term success. At Itzinya, we’re building a future where young innovators drive change and create opportunities.

**56**  
Training Hours

**12**  
Total Participants

**4**  
Graduates



59% Female

**192+**  
Hours invested translating material into Thai language and cultural context

**BUSINESS IDEAS:** Sugar Cane Drinks, Craft Sodas, Coffee Farming, Silver Jewelry, Organic Vegetables Community Farming, Sustainable Clothing, Language School, Craft Businesses

## PLANTING SEEDS FOR GROWTH: BIRDBREAD’S JOURNEY

When we first met Yam, she was a one-woman team, baking from home and managing everything alone. Since then, we’ve had the privilege of walking alongside her, helping rebrand BirdBread, refine her business strategy, and build a team.

In the past two years, nine staff members and one business partner have come through BirdBread, gaining valuable experience. Today, Yam is not just baking—she’s leading, mentoring, and equipping others with skills and opportunities.

Her journey with us has gone beyond business. Though not a believer, she remains engaged with our community in conversations that go deeper than work. In August 2023, she partnered with TonCedar to open BirdBread Grab & Go café, allowing her take risk safely through a no-interest loan and gaining capital to expand her business. TonCedar has been like a nest for her business, offering a foundation for growth.

We often talk about planting seeds, and we’re seeing that growth firsthand—not just in Yam’s success but in the opportunities she’s creating for others. We’re grateful to keep walking this journey with her.



## NOOT’S JOURNEY: GROWTH BEYOND BUSINESS

One of our most inspiring stories this year is Noot’s journey with TonCedar. We first met Noot at the Makers Market, where she impressed us with her sugarcane drinks. After staying in touch, she joined Startup Academy, where she learnt valuable lessons and enjoyed meeting other entrepreneurs. While Noot decided not to fully invest in the sugarcane business for now, she continues to sell her drinks at events and actively supports her family’s shop. Her thoughtful decision to let the business idea mature reflects her personal growth as an entrepreneur—an outcome we celebrate.

When Noot’s family was impacted by devastating floods, we provided financial support, reaffirming our commitment to relationships rooted in care and encouragement, not just business outcomes. Noot’s journey embodies the heart of our mission: fostering personal and entrepreneurial growth.

# PROJECT SAMART

*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.



## AEW'S JOURNEY WITH PROJECT SAMART

Aew has overcome many challenges to find meaningful work and purpose. Growing up in poverty, she began working in 9th grade to help her family. Despite receiving funding for her to get education in the city, Aew experienced abuse and hardship, causing her to return home. With her mother's determination, she completed her degree in business management but struggled to find work she was passionate about.

Her first job, a high-pressure phone service role, left her depressed after six years. When Aew connected with Project Samart, her life took a new direction. Although initially assumed to prefer an office job, she eagerly accepted a position at BirdBread Bakery. Unknown to Project Samart, this aligned with her long-time interest in the food industry.

At BirdBread, Aew has flourished, learning to bake, make coffee, and craft latte art. For the first time, she enjoys her work and has started dreaming of opening her own bakery. She is grateful for the training and for being welcomed despite having no prior experience.

Beyond work, Project Samart provides monthly counseling, offering Aew a space to share her



thoughts and feel supported. She describes the organization as sincere, caring, and instrumental in helping her rediscover hope.

Today, Aew is supporting her family financially while building a brighter future. She encourages others to persevere, saying, "Some people don't have the opportunity to find work, but Project Samart can help connect them to something meaningful." Her story embodies Project Samart's mission to empower individuals and restore hope.



22

Marginalized individuals in the program

5

Businesses signed up as mentors

1. Birdbread
2. Zhonghua Chinese Restaurant
3. Mana Mala
4. Canaan Enterprise
5. Kong Garden View Resort

59%

Females Represented

95%

18-26 Years Old

69%

Highschool Graduates

5 individuals connected with suitable work in 2024



90% of marginalized individuals employed

# 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.

**\$10,290** (USD)  
Revenue

**15**  
Artisans Supported

**\$9,020** (USD)  
Back to Artisans

**750**  
Products Sold



## CURATED 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.



## HIGHLIGHT STORY

One of Many Hands' key partnerships is with Mercy House Global, a Christian nonprofit empowering vulnerable families through opportunities that bring hope. Through this collaboration, Ja from Clay & Dreams has showcased her polymer clay and resin earrings to a broader international audience, creating seven new designs and over 2,250 pairs of earrings for Mercy House subscription boxes since July 2023!

Following Ja's success, Sacha Del soap and shampoo bars, along with Good Winter House ceramics, have also been featured in these subscription boxes, with the latest products set for release in May this year.

We are deeply grateful for partners like Mercy House Global, who open doors to international markets for our artisans. Together, we share a mission to empower and dignify artisans worldwide, helping them provide for their families through their craft.



# CO:STUDIO

A creative resource in our office, available to entrepreneurs for product photography, video shoots, and professional profile shots. It also doubles as our filming studio, where we produce podcasts and other media content, providing a versatile space to bring ideas to life.



## CHONGLAOW PODCAST

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

### TOPICS:

**“Change your mindset, change your business to a better you”**

Khun Pitch - Ceramic small business owner (Good.Winter House)

**“The starting point for founding a business”**

Khun Worn - Natural dye and woven cloth business (Eco Worn Creations)

**“Sugar cane juice: Why use sugarcane that is 7 months old or older?”**

Khun Noot - Sugar cane business owner (Happy Sugar)

**“Who does good corporate culture depend on?”**

Pricilla - Communications Director (Indigitous Thailand)

**“Business concept of TonCedar”**

Khun Maam - Director and Language Teacher (TonCedar and The Word Language School)

# 483

Minutes produced on YouTube

# 7,726

Views on YouTube

# 8,710

Views on TikTok

# 8,797

Views on Instagram

# 13,242

Views on Facebook

# 38,475

Views across all platforms

## PURPOSE LAB PODCAST

Purpose Lab Podcast, featured on our YouTube channel, delves into the careers of working professionals in Northern Thailand. Our speakers come from diverse industries, sharing insights into workplace culture, career growth, and the challenges and opportunities they've encountered along the way. Through their stories, we explore trends, lessons learned, and the evolving landscape of professional life.

### TOPICS:

**“Advice on How to Save Money as a Student”**

Professor Phawat Tansurat (Mae Fah Luang University)

**“Want to be an Architect? Where do you Start?”**

Khun Maipun (Maipun Design Co.)

**“What You Must Face Before Becoming a Doctor”**

Doctor New and Doctor Bright (Overbrook Hospital)



# CREATIVE CIRCLE

These events facilitate peer learning and interactive discussions to catalyze collaboration towards addressing relevant industry problems and challenges - Networking and strengthening relationships with small impact-maker communities in less-engaged industry segments.

**4**  
Events

**10**  
Hours

**80+**  
Participants

**+72%**  
New Friends  
(First-time guests at TonCedar)

“BASIC HOME BREWING”  
Sirinya Coffee Farm



“HOW TO START YOUR OWN SMALL BUSINESS”  
Good Winter House



“RECYCLING PLASTICS INTO HANDMADE PRODUCTS”  
Belle Harland



“RECYCLING PLASTICS INTO PRODUCTS WITH THIRD AGE UNIVERSITY”  
Belle Harland



# HELLO WORLD

This year, **Hello World** made a strong comeback after a brief hiatus, now in partnership with The Seed Center, a Christian center that provides Thai students with a safe space to learn and grow. Since our relaunch in May, the event has become a monthly gathering, offering students a fun and engaging way to practice English with native speakers.

With interactive games, lively conversations, and plenty of snacks, Hello World has grown into a welcoming community where language learning feels natural and enjoyable. We are grateful for the continued enthusiasm from students and for the partnership that makes this possible. As we move forward, we hope Hello World will keep opening doors for students, equipping them with valuable skills for their future.



**4**  
Hello World Events

**90+**  
Participants

**95%**  
13-20 Years Old



# INTERNSHIP PROGRAM



Our internship program offers a unique opportunity for students to gain practical experience while being part of a Christian community. We collaborate with professors to meet academic requirements and create a supportive environment where interns join us in daily prayer and monthly worship. Beyond their majors—such as graphic design, marketing, communications, business, or even psychology—we focus on holistic growth through character development seminars and career counseling, including mock interviews. Our ultimate goal is to empower interns, equipping them with the skills and character needed to confidently step into the working world.

Over 50% of our participants come from CRRU and MFU, showing the strong partnerships we're building with universities in Chiang Rai.

**82%** Female

**29%**

Mae Fah Luang University

**24%**

Chiang Rai Rajabhat University

**12%**

Chiang Rai Vocational College

## LIFE AFTER TONCEDAR



**24%**

Further Studies



**41%**

Currently Employed



**18%**

Living/Working Abroad



### Creative Projects

During her time at TonCedar, Sa had the opportunity to work on several impactful projects. One of her main assignments was a Bible Illustration project for OMF, under the mentorship of ShanShan, our Communications Lead. This project involved creating five finished illustrations, which required her to:

- Study Bible texts directly
- Learn and practice storyboarding
- Ideate compositions that effectively convey the stories

This project was not only a creative endeavor but also a meaningful opportunity for us to share Scripture with her. Although Sa is not a believer, she showed genuine interest in the Bible stories, even reading them on her own at home.

In addition to the Bible illustrations, Sa contributed to other creative efforts, including:

- **Designing cards for Many Hands Shop**, featuring intricate illustrations of Thai foods and desserts
- **Creating a 2025 calendar**, showcasing 12 beautifully illustrated Thai fruits

## NURTURING TALENT AND CHARACTER: SA'S GROWTH AT TONCEDAR

Sa joined TonCedar with a clear goal: to deepen her skills in illustration. At the time, she was a senior at a vocational school, eager to gain real-world experience. Her internship with us lasted five months, making her the longest-serving intern we've had so far.

These projects helped Sa build a strong portfolio, which not only supported her university applications but also earned her a scholarship covering half the tuition fees for her degree.

### Personal and Professional Growth

Sa's time with TonCedar was not only about honing her artistic skills but also about personal development. A naturally quiet and introverted individual, she often preferred staying in her comfort zone. Recognizing this, we encouraged her to step out of her bubble through various initiatives:

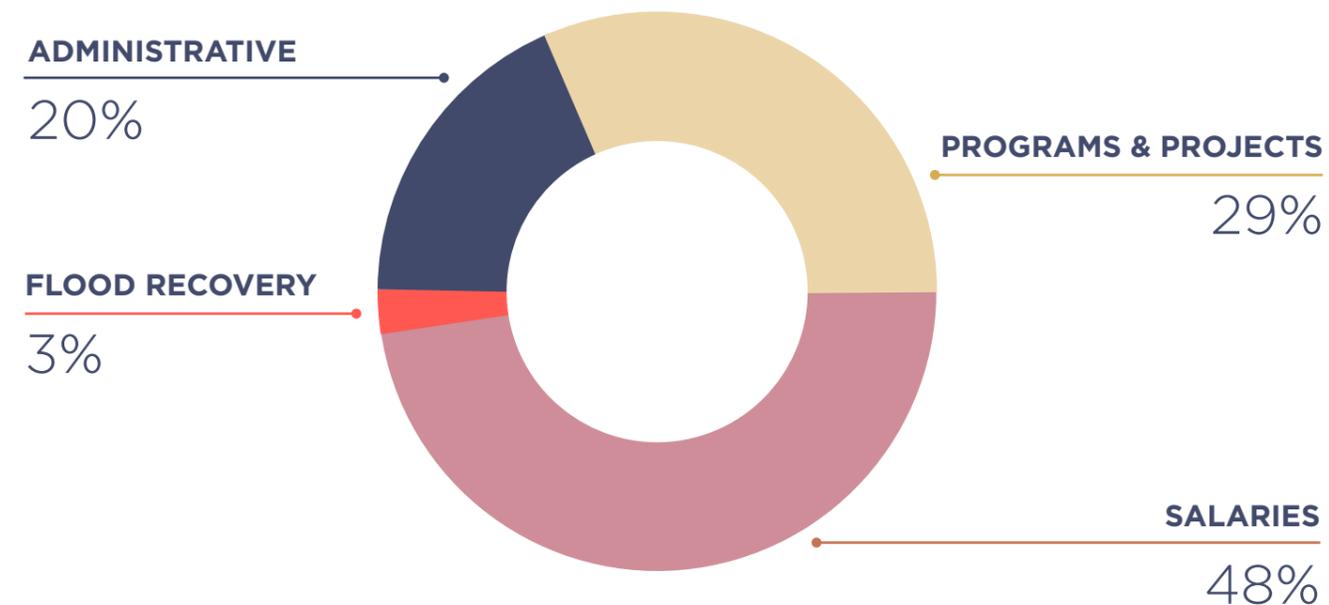
- **Training Sessions:** We organized structured sessions to help her reflect on her strengths, areas for growth, and to build her confidence and communication skills.
- **Mock Interviews:** To prepare her for future opportunities, we organized practice interviews to help her gain poise and self-assurance.

Sa's journey at TonCedar reflects the heart of our mission: fostering growth not just in skills but also in character. Her development over five months has been remarkable, and we are excited to see where her talents and hard work will take her next. We are honored to have played a part in her story and look forward to seeing her continued success.



# 2024 FINANCIAL REPORT

PROGRAMS & PROJECTS	\$21,500
SALARIES	\$38,818
VISAs & WORK PERMITS	\$503
ADMINISTRATIVE	\$16,510
FLOOD RECOVERY	\$2,739
<b>TOTAL</b>	<b>\$80,070</b>



# Together, we move vision forward.

Your collaboration drives our mission to make a meaningful impact in Chiang Rai for His Kingdom.

## YOUR GIVING MATTERS:

### THAI BANK ACCOUNT

Bangkok Bank  
TonCedar Foundation  
Account: 262-5-31575-5  
Swift Code: BKKBTHBK

Need help or alternative ways to give?  
Email us at [info@toncedar.org](mailto:info@toncedar.org)





# MEET THE TEAM



**SAOWANEE**  
Board Chairman  
& Co-Director



**ALLY**  
Co-Director  
& Many Hands



**BAICHA**  
Project Smart



**ANE**  
Fellowship Program



**BELLE**  
Communications



**SHANSHAN**  
Communications  
& Creative



**JACK**  
Creative



**YUPIN**  
Operations



**LUKE**  
Projects



**PLAY**  
Creative Assistant



**SEVEN**  
Many Hands Assistant

## 2025 GOALS

Launch UPRM Creative Space

Open studio and gallery space

**1** Art Exhibition

Deliver Itzinya Startup Academy curriculum to at least 25 people

Deepen engagement with Gospel & Kingdom values

**6** sessions on Biblical basis for identity, work, money and business

**100** individuals or 6 organizations receive Scripture-based training

2 additional sources of funding for the organization's financial sustainability

**20** monthly individual donors

**1** Fundraising Event

## 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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