



PROGRESS REPORT

2025



Common Mistakes

- Too much text - reading off slides instead of presenting.
- Overloaded slides - too many elements cluttering the message.
- Bad color choices - low contrast or too many colors.
- Tiny fonts - unreadable text for the audience.
- Lack of visuals - too much text without supporting images.
- Overuse of transitions and animations - distracting effects.

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WHO WE ARE

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

WE support and inspire the local working community for sustainable success. Through creativity, training, and discipleship, we empower creatives, entrepreneurs and workers to grow businesses, pursue meaningful work, and encounter Jesus.

WE want to see a Kingdom-driven ecosystem that builds up the local marketplace.



FROM THE CHAIR

We give thanks to God and to everyone who has faithfully stood with us in supporting this mission. In 2025, by God's grace, we were able to expand our work and establish strong partnerships across Chiang Rai province. Through collaboration with business entrepreneurs and community development organizations, we have been privileged to prepare and equip a new generation of entrepreneurs at the community level, enabling them to step forward in faith and begin their business journeys.

As we enter 2026, we have intentionally established the Prayer and Worship Room as a visible and foundational expression of our calling. This ministry is the spiritual heart of our organization. We believe that all our work must flow from a place of prayer, worship, and dependence on God. By beginning each day with personal devotion and worship, we seek to strengthen the spiritual lives of our team and all who come to receive support and services. We are committed to growing God's Kingdom with faithfulness and sustainability, trusting that He will bring lasting fruit and widespread impact throughout Chiang Rai province.

Above all, we acknowledge God's abundant grace in all that we do. It is our desire to extend this blessing to each of you, praying for God's favor, wisdom, and success in every area of your work. May the year ahead be firmly grounded in His grace and guided by His presence.



Chairperson
of the Foundation
Thanawat Padnoi

FROM THE DIRECTOR

One of the clearest lessons God has been teaching us this year is this: the greatest risk is not moving too slowly, but moving ahead of Him. As a team, we are learning what it truly means to walk with God—rather than striving in our own strength.

2025 has not just been a year of external impact, but a year of deep internal work. God has been cultivating us first as people—shaping our character, refining our motives, and teaching us dependence on Him—so that we may become faithful ministers of the Gospel to others. We believe that before God works powerfully through us, He desires to work deeply within us.



*God has given us a promise
to walk with us in the mission
He has entrusted to us.
He promises to guide us as
He plants this cedar tree anew*

Ezekiel 17:22

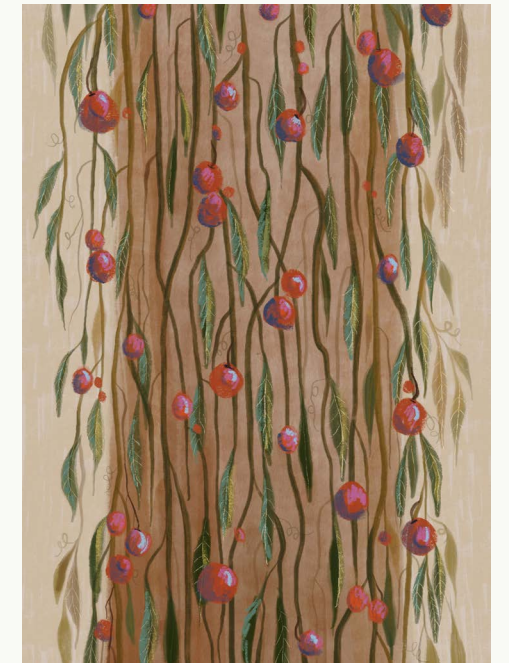
In the beginning of 2025, the Lord led us to pray and fast to seek His will for TonCedar. This season has felt like a new beginning for TonCedar. God, in His kindness, has been planting something new—while also removing old foundations that could no longer sustain what He is building. Though this process has not always been easy, it has been necessary. In the dying process, we have seen the promise of greater fruit—fruit that brings honor to Him alone.

*God promised that
He would cause us
to bear much fruit*

John 15:5

Personally, I count it a profound privilege to be called into His work. This year, I have been continually invited to surrender—not partially, but fully—so that His purposes, not my own, would take root and grow.

As a team, our greatest moments of growth have come through our most difficult challenges. We learned to listen to the Spirit closely, trust Jesus deeply, and obey the Father with courage. Faith has become more than a concept; it has become our daily practice whereby God is maturing us for what lies ahead. The prophetic pictures and words we have received assure us that God walks with us—to expand His Kingdom and to bring glory to His name.



*God is removing what is
decayed so that
we may receive His provision*

2 Corinthians 5:17

We are deeply grateful—not only for what God is doing within us, but also for the community around us. Our partners and supporters have faithfully journeyed with us, and through them, we see God's provision and encouragement. Together, we are being formed into a community that reflects His heart and advances His Kingdom.

As we look forward, we hold onto this truth: what we receive from God is never for ourselves alone, but to be given away for the sake of others.

*He who began a good work in you will carry it
on to completion until the day of Christ Jesus.*

Philippians 1:6

Executive Director
Wanitcha Boonrungsi





VISION FORWARD: THE GROWTH OF A NEW SEASON

At the start of 2025, we entered a season of prayer and fasting, seeking the Lord's specific direction for TonCedar. We didn't fully realize then how deep the pruning would go, nor how much we would accomplish through a year of surrendered obedience. As we look toward the future, we see the first signs of a new cedar tree taking root—small but resilient sprigs of hope that signal a stronger, more impactful era for our organization.

Following our recent restructuring, TonCedar will move forward with four core programs: Entrepreneur Development; Creative Studio; Cedar Cafe and Shop and Chonglaow Podcast Programs.

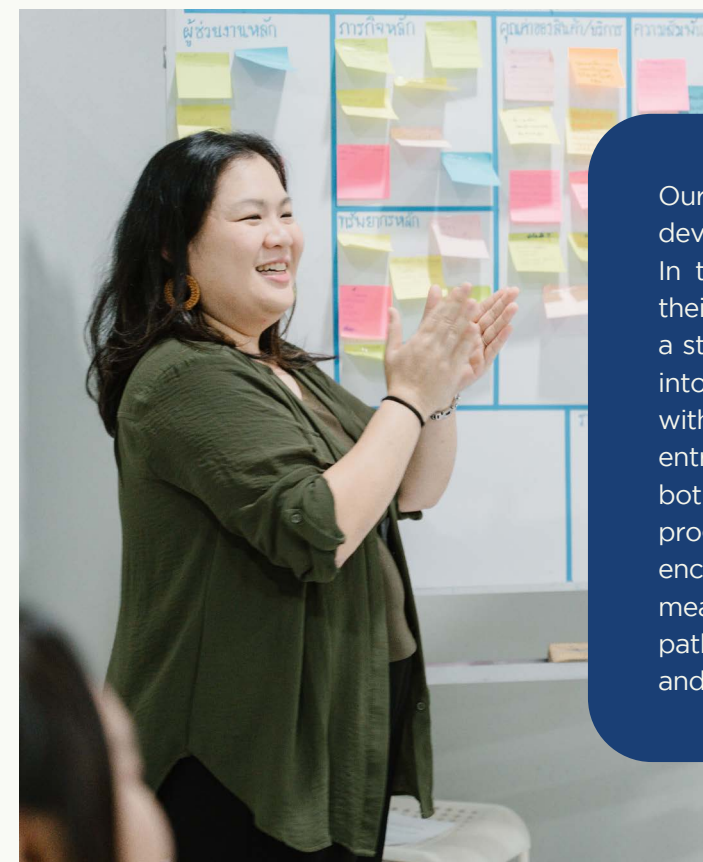
The Entrepreneur Development Program empowers local entrepreneurs through its cohort-based peer-learning and coaching sessions, with the hopes of accelerating and incubating better-world businesses in Chiang Rai within the next five years.

Creative Studio equips artists and creatives in their craft and disciples them in their faith.

Cedar Cafe and Shop has been renovated and set-up, ready to open its doors to the public in 2026.

Chonglaow Podcast remains committed to featuring local entrepreneurs on their journey to living out their God-given passion and potential. Whilst it is not a faith-based podcast, these interviews highlight the experiences of local entrepreneurs.

DEVELOPING KINGDOM ENTREPRENEURS AND CREATIVES



Our programs are designed as a three-stage journey to develop Kingdom-minded entrepreneurs and creatives. In the first stage, Self-Discovery, participants deepen their understanding of who they are in Christ, forming a strong foundation of identity and purpose. This leads into Professional Development, where they are equipped with practical skills, creative capabilities, and an entrepreneurial mindset to thrive in their work through both Entrepreneur Development and Creative Studio programs. Finally, in Community Impact, participants are encouraged to use their gifts to serve others—creating meaningful change in their communities. Together, this pathway shapes individuals who integrate faith, work, and impact for God's Kingdom.



As we abide in Him, we believe God is faithful to fulfil His promises. Together, we will support and inspire the working community, ensuring that our impact lasts for generations to come.

2025 MILESTONES



MARCH - PROPHETIC PICTURE

An Australian visiting team from Gold Coast shared a prophetic picture that we saw fulfilled within the next 3 months



JULY - AI TRAINING WITH JOHNNY KNOX

Team received introductory training in using AI to enhance work processes



SEPTEMBER

Singapore fundraising trip
Partnership with OMF clarified



DECEMBER

Cedar Cafe soft opening



FEBRUARY - STRATEGIC REALIGNMENT

3-day team prayer and fast
Strategic planning - revised vision and mission



APRIL - NEW STARTS

Baicha formally appointed new Executive Director
Creative Studio begins weekly Draw Jam
Sketching and Canva workshop at Mae Fah Luang University



AUGUST

New Entrepreneur Development curriculum ready to begin testing



OCTOBER

Entrepreneurship elective at Prosperous Youth Foundation youth camp @ Chiang Mai
Cedar Cafe renovations begin



PROJECTS 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 been managed by The Seed Center and the Chiang Rai Rajabhat Christian Student Club since 2024.

LOOKING AHEAD:

The Seed Center has undergone significant staff changes and therefore has discontinued running Hello World for the foreseeable future. With similar significant changes within TonCedar, we've decided to park this project for now, focus on our main programs, and see future opportunities to collaborate with other local nonprofits who align with the objectives of Hello World.

2

Number of
times held

40

Number of
students



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 marketplace.



LOOKING AHEAD:

We remain committed to providing meaningful and high-quality learning experiences for our interns, ensuring their time with us contributes to their personal and professional growth beyond operational support. In light of significant staff changes within TonCedar, the intake of new interns was temporarily paused during the latter part of 2025 and will resume in the second half of 2026.

CO:STUDIO

RENATA A STORY OF NEW BEGINNINGS



This year, we had the privilege of walking alongside Renata, a new Christian anti-trafficking organization serving vulnerable women. From the very beginning, this partnership was marked by a shared vision and a timely opportunity to build something meaningful together.

As Renata took its first steps, we supported their journey through strategic planning and branding development—helping them clarify their identity, voice, and message so they could connect more effectively with the community they serve. Beyond strategy, we stood with them in prayer, believing for protection, provision, and lasting impact in the lives of the women they reach.

We also worked together on early outreach efforts, helping Renata begin building relationships and awareness within their local context. Together, we are part of a growing ecosystem that reflects God’s Kingdom vision—where work and the marketplace become places of restoration, dignity, and purpose.

What started as a simple collaboration has grown into a partnership rooted in trust, faith, and hope. Together, we can empower vulnerable Thai women to find life-giving and purposeful work.



APPLE
INDUSTRIAL TECHNOLOGY
DESIGN



BAM
INDUSTRIAL TECHNOLOGY
DESIGN



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.

11
EPISODES

- EP 14 : El Jardin: A woodcraft brand that creates jobs for people in the community.
- EP 15 : Many Hands: A hub for crafts and handmade products by local artisans.
- EP 16 : Gerdpon - More than a Cafe.
- EP 17 : Chiang Rai Provincial Brand: “A Hug in Chiang Rai”.
- EP 18 : Media Training Center - Attapol Andrew.
- EP 19 : Joy Calculated: Metta Accounting - Noina.
- EP 20 : Find what’s real at Jing Cafe - Day.
- EP 21 : Lessons learned at KALAE Cafe: a local favorite for over 10 years.
- EP 22 : From Trash to Treasure: Kum Ngern 925.
- EP 23 : Insights from Kay Estate: Chiang Rai’s Real Estate Agent and Developer.
- EP 24 : Peaceful Retreat for Travelers: Ing-Aoon Farm Stay.

29,040

Minutes produced
on Youtube

65,580

Total Youtube views

132,498

Views across
all platforms

2,441

Tiktok

10,509

Instagram

53,968

Facebook



ENTREPRENEUR DEVELOPMENT PROGRAM

An integrative program that equips entrepreneurs to build sustainable, meaningful impact. Entrepreneurs receive tailored coaching and practical training sessions that help them deepen self-awareness and identity in Christ, develop their business model canvases with a strong emphasis on serving and influencing their communities—ultimately contributing to a healthier culture of work in Chiang Rai.

ENTREPRENEUR DEVELOPMENT COURSE

From February to August, the team collaborated to develop the current training curriculum (available in English and Thai), which is scheduled for pilot testing with local entrepreneurs in February 2026.

THE EIGHT-WEEK COHORT-BASED TRAINING PROGRAM INCLUDES THE FOLLOWING TOPICS:

1. Work in God’s Story: Design, Fall, Redemption
2. Who You Are: Identity, Gifts & Personality
3. Start Smart: Build-Measure-Learn
4. Know Your Customer, Know Your Impact
5. Design Your Business Engine
6. Make Your Money Work: Financial Tracking
7. Craft Your Pitch
8. Pitch Day: Bringing It All Together

COACHING/ CONSULTING

This program also provides consulting and coaching support for entrepreneurs as specific needs arise, often serving as an entry point into the broader training pathway. We believe that meaningful impact begins with relationships, and we seek to build trust and connection by being present and available to support entrepreneurs wherever we are able.

37
Coaching
hours

8
Total number
of entrepreneurs
engaged



A BUSINESS REFINED: EL JARDIN’S STORY OF CLARITY AND DIRECTION



Through TonCedar’s Entrepreneur Development Program, El Jardin, a local wood home décor shop, has gained clarity and renewed direction for its business. Through strategic coaching and reflection, the owner was able to better organize ideas, review financial management, and identify areas for cost reduction, leading to the decision to focus operations on a single Night Bazaar location. The program also supported sharper product focus, prioritizing best-selling items, and guided strategic partnerships with their suppliers. Most significantly, El Jardin refined its brand identity, shifting toward distinctive Thai tribal dolls, positioning the business for clearer, more sustainable growth and impact.



CREATIVE STUDIO

Creative Studio is a co-working art studio and gallery that seeks to mentor artists and other creatives in their craft and disciple them in their faith. The studio builds community and encourages learning and collaboration through workshops and other community events. Then twice a year the space will also act as a gallery offering artists and makers an opportunity to exhibit and sell their work.

DISCIPLESHIP

Creative Studio will disciple artists and creatives through 2 main initiatives:

- DRAW JAM - In order to create, artists need 3 things; space, time and resources. Creative Studio seeks to meet these needs by opening its doors once a month for DRAW JAM; a dedicated time for artists to connect, learn and collaborate.
- The Artists Way - Once a year Creative Studio will walk a small group of creatives through Julia Cameron’s ‘The Artists Way’, a 12-week program designed to empower creatives to unlock their creativity.



ART EXHIBITIONS

The Creative Studio will host 2 exhibitions per year, giving local artists a platform to exhibit their work in a space that glorifies God. The first Exhibition entitled “Encounter” is planned for February 2026.

A YOUNG MAN’S JOURNEY TOWARDS HOPE

Through the Creative Studio program, we had the privilege of walking alongside “Jim”, a young adult navigating the challenges of severe depression. Jim has long dreamed of becoming a professional artist, but financial limitations have made it difficult for his family to support formal art studies.

What began as a simple invitation into the studio became a meaningful journey of restoration and trust. Through consistent rhythms like Draw Jam, Jim found a safe space to express emotions through art—often communicating what words could not. Creativity became not only a skill, but a pathway toward healing, identity, and hope.

We were also able to support his father, who carries the weight of caring for his son. Through relationship and encouragement, both have found greater support and strength. While the journey continues, Jim’s story reflects the quiet, transformative power of creativity, discipleship, and faithful presence.

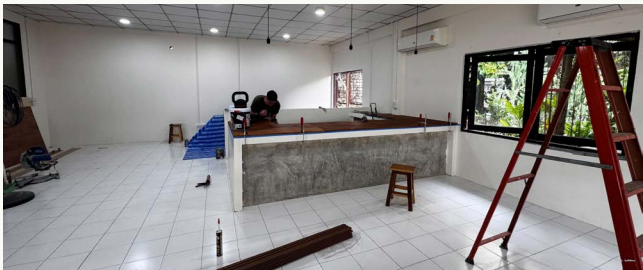
25
DRAW JAM
events hosted

4
key relationships
developed

**First Art exhibition
planned for Feb 2026**

CEDAR CAFE AND SHOP

Cedar Café is a new Business as Mission initiative launched by TonCedar, created to integrate faith, work, and community impact in a tangible way. More than a café, it is designed as a platform where local entrepreneurs can showcase their products and grow sustainable livelihoods. Through this space, partners such as James Art Latte (coffee), Chao Cocoa (specialty chocolate), Napha’s Baked Goods, and local artisans—including vulnerable Thai women producing handcrafted goods—are given visibility and opportunity within a supportive ecosystem.



Renovations for Cedar Café began in October 2025, marking an important step in bringing this vision to life. By December, the team celebrated a soft opening, welcoming the community into the space and beginning to build relationships with customers and partners. The full launch is planned for January 2026.

As a Business as Mission project, Cedar Café reflects TonCedar’s commitment to developing Kingdom-minded entrepreneurs and creating environments where dignity, creativity, and economic opportunity can flourish. Looking ahead, we believe this space will not only serve quality products, but also become a hub of connection, collaboration, and lasting impact in Chiang Rai.



2026 GOALS

In 2026, TonCedar will launch three core programs—Entrepreneur Development, Creative Studio, and Cedar Café and Shop—each designed to work together in building a thriving, Kingdom-minded ecosystem. Through training, creative discipleship, and a business platform, we aim to equip individuals, nurture community, and create sustainable pathways for meaningful work and impact in Chiang Rai.

Entrepreneur Development Program

- 2 rounds of training course pitch competitions
- 15 new entrepreneurs in ecosystem
- 4 BAM Network meeting

Cedar Cafe and Shop

- 10 Products by local entrepreneurs featured in the cafe and shop

Creative Studio

- 12 DrawJam event
- 2 Art exhibitions
- 8 New artists in ecosystem
- 2 interns for digital art
- 2 Digital Art on Tour events

CO:STUDIO

- 6 new entrepreneurial videos
- 2 interns for design
- 10 Chonglaow podcast

Team

- 1 Retreat + Team Building
- 4 volunteers, staff and interns

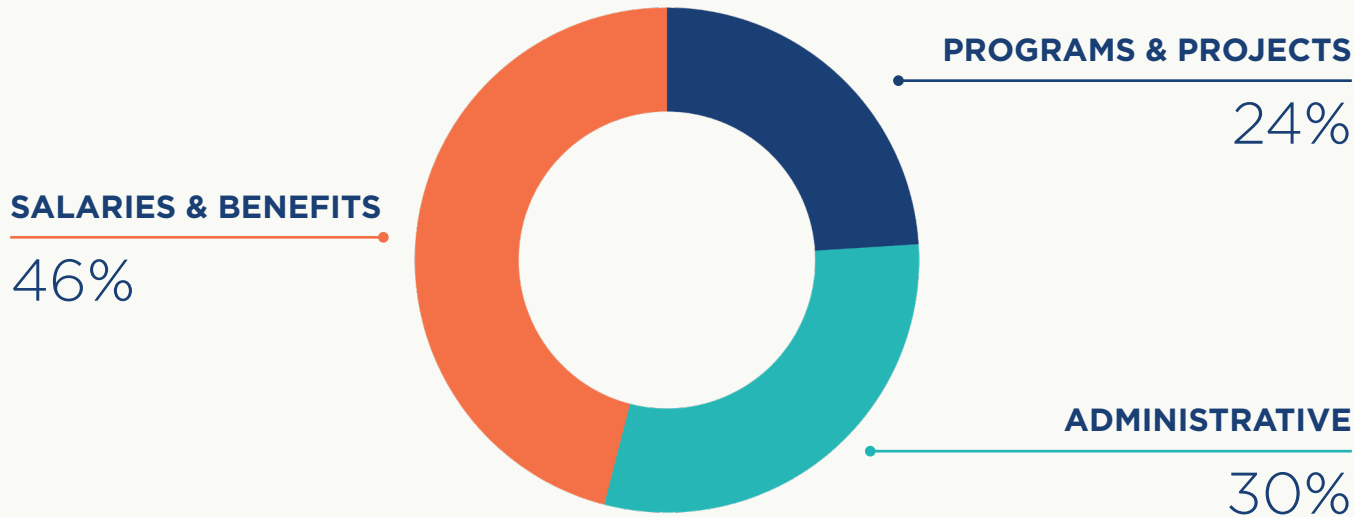
FINANCIAL REPORT



SPENDING BY CATEGORY

PROGRAMS & PROJECTS	\$15,435
SALARIES & BENEFITS	\$30,308
ADMINISTRATIVE (incl. Visa & Work Permit)	\$19,654

TOTAL **\$65,396**



HOW TO DONATE

Thai Bank Account

TonCedar Foundation
Kasikorn Bank
Account No. **2301515777**
Swift Code/BIC: **KASITHBK**

MEET THE TEAM



BAICHA
Executive Director



JACK
Creative Lead



AEW
Administrative Assistant



BELLE
Training Lead



LUKE
Creative Studio Lead



JORDAN
Volunteer

GOVERNING BOARD



THANAWAT PHADNOI
Chairperson



SOMCHAI TAEKA
Vice-Chairperson



NONGNUCH CHAMPARAT
Secretary / Treasurer



TONCEDAR

THANKS

FOR YOUR SUPPORT

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