A YEAR IN REVIEW

2017
Dear Friends,

2016 was a year of growth and rejuvenation for Mercy Relief because of your support and generosity. We said we would upgrade our infrastructure, develop a whole new brand and strengthen the capacity of our team to deliver on our work. Looking back, we did that and more.

This year 2017, we chartered a strategic course around three pillars to attain collective impact and scale. We are proud to report that we exceeded our own goals on that front, and we hope, your expectations.

Firstly, we wanted to ensure our 5 areas of sustainable development were measured and impactful. This year alone, we empowered over 52,000 beneficiaries. I encourage you to read the stories of Emerlyn and Saw Htoo Win. Our funds were distributed more strategically to respond to the most needy communities including Myanmar and the Philippines.

Secondly, we aimed to create partnerships that extended our reach. This meant growing our network and presence across multiple touchpoints from physical such as Singapore Post, to digital media channels.

Last but not least, we wanted to grow from our home base in Singapore and contribute to our nation’s ambition to be a resilient and secure society. From the ongoing threat of terrorism to the onslaught of natural disasters, we live in a time where trust between different races in our society is being tested like never before. As a home-grown organisation, we have worked hard to provide a platform for people of different backgrounds to come together for the greater good. For our efforts, we were recognized by NCSS as an associate member in light of our efforts to support the local social service sector.

As we look ahead to 2018, Mercy Relief aims to scale our impact both locally and regionally and reach out to more communities in need by raising SGD$3 million for our ‘15th Year Anniversary Impact Fund’.

We hope that you will join us in this effort and belief that our little country can make a big difference.

Regards,

Zhang Tingjun, Executive Director
WORK

Our collective impact
We responded to 4 major regional disasters and implemented 17 development projects across 9 countries.
We impacted > 52,000 beneficiaries

Across 6 areas of focus

- Relief
- Water & Sanitation
- Healthcare
- Livelihood
- Shelter
- Education
Meet Poonam Devi. As a mother of 2, she learned how to protect her children from waterborne illnesses. Together with our partners, we demonstrated how to clean water sources and prevent the spread of disease.

“The bucket is my favourite item.”

Devi said, referring to one of the many items provided during our South Asia Flood Relief Distribution Operation.
Saw Htoo Win used to trek 45 minutes every day to collect water.

“I am so happy there is no need to worry about water anymore.”

As part of our Water for Life programme, 15 taps have increased the access to water for the community in Myawaddy.
Meet Ibu Hasanah and her son. Ibu Hasanah was a beneficiary and volunteer for our community kitchens in the Maternal & Child Healthcare Programme (MCH) for our Aceh Earthquake Relief efforts.

“I ran to higher ground and saw some of my neighbour’s homes collapsed.”

She felt empowered by the opportunity to help others and provide her son ‘good’ food. MCH provided mothers with nutritious meals, health check-ups and medicine.
After attending our post-Nepal Earthquake masonry training, seasoned local mason, Phurba Tamang realised that he had not been using construction techniques that could withstand disasters.

“I know now the reason the houses collapsed. I will use the knowledge, skills and techniques I learned from this training to construct earthquake resistant buildings. I can teach the other villagers too.”

36 masons were trained and now take on an active role in rebuilding their community and enjoy increased job opportunities.
In the Balukhali Camp we met Mahmuda Khatun and her son. The Rakhine conflict left her without her husband and 3 other sons. Bearing the weight of her loss, she must manage to find food, water and shelter. Upon receiving the shelter kit, Mahmuda likes...

“That it is portable. I can bring it to places difficult to reach.”

To families like Mahmuda, we provided tents, solar lamps and dignity kits.
Meet Emerlyn, who went from trainee to trainer. Through our Community Savings Programme, she learned financial planning and now trains others to do the same.

“I learnt that we can save little by little and buy what we need. Mercy Relief taught us that we have rights and together we can solve poverty. I am a happier person now and I can help.”

With her savings, Emerlyn was able to pay for her child’s birth and furnishings for her home.
Your Reach
Funds distributed as of Dec 2017

Nepal: 30%
Bangladesh: 5%
Myanmar: 22%
Philippines: 19%
Timor Leste: 7%
India: 9%
Sri Lanka: 2%
Indonesia: 4%
Japan: 2%

Bangladesh
Myanmar
Philippines
Timor Leste
India
Sri Lanka
Nepal
Japan
PARTNERSHIPS

Extending our reach
Across 18 Singapore Post Branches, people gifted their spare change. Every cent counts in our efforts.
Sealed Air worked with disaster survivors to sew over 2,500 bags from recycled linens. This created on-the-job training and livelihood opportunities for local communities.
Advertising conglomerate Dentsu Aegis Network lent its regional media network including A+E, Clear Channel, Focus Media and Fox Networks to raise awareness of Mercy Relief’s brand.
Salesforce was the leading technology provider to Mercy Relief. Employees also went beyond technical assistance and raised funds for the South Asia Floods.
Singapore Armed Forces helped transport tents and solar lamps to Bangladesh. This helped save logistical costs furthering impact to beneficiaries on the ground.
Together with luxury brand Hermès, we worked on a coastal restoration initiative in the Philippines, safeguarding vulnerable communities against the effects of natural disasters and climate change.
OUTREACH

Our local engagement
We were recognised by NCSS as an associate member in light of our programmes and activities that support the local social service sector.
In an effort to enhance Singapore’s regional response to disasters, we hosted a dozen Civil Society Organisations (CSOs) to discuss, understand and ‘Navigate the Singapore Humanitarian Eco-system’.
We presented an in-depth view of the role technology and innovation play in humanitarian and civil military coordination.
We launched Ground Zero Challenge, an experiential simulation that puts participants through a survivor’s journey and tests a corporate’s ability to respond to disasters.
We empowered our inaugural class of 40 youth leaders on how to develop social impact driven projects using the right tools and frameworks.
Over 1,500 participants and 30 partners came together for our largest flagship event – Ground Zero Run for Humanity. Together with the Food Bank Singapore, we distributed food packs to over 700 needy families.
We generated over $1.5 million impressions of earned and sponsored media across social, broadcast, out of home and mobile channels.
THANK YOU

For helping to empower communities across Asia.