

2021 IMPACT HIGHLIGHTS

UNLIMITED POWER OF COLLABORATION

Driven by a deep appreciation that we simply can't do what we do without your incredible support and partnership, we focused much of our time and energy in 2021 on collaboration and joining hands with others to achieve common goals and objectives - one of our core values.

Despite ongoing global challenges, the PathFinders team **comforted and cared for almost 1,100 babies, children and women.** In addition we saw a **121% increase in year-over-year (YOY) engagement of Migrant Domestic Workers (MDW)** to prevent a crisis and provided education on the importance of making well-informed life decisions while working in Hong Kong (HK).

With a view to **influence systemic change**, we also launched our **first public awareness campaign (#WorkingMomsHK)** to create empathy and gratitude towards MDW mothers, and rolled out our **new Pioneers program** to mobilise the next generation as agents of change.

None of this would have been possible without strong collaboration between our valued partners and the PathFinders team, including 153 professionally trained and empowered PathFinders Ambassadors.

As we continue to deliver our **Theory of Change** and set out even more clearly our **desired impact**, we remain determined in our commitment to no longer be needed to intervene during a crisis.

Ultimately we believe that with imagination, collaboration and a commitment to strengthening protections for the children we serve, practical and affordable solutions can be found that support a pregnant MDW and her employer, ensuring every child receives a fair start in life.



All children receive a fair start in life



Ensure the most vulnerable and unsupported children in HK are protected & respected, and their migrant mothers are empowered to find a path to a brighter future.



Values



Respectful



Passionate



Empowering



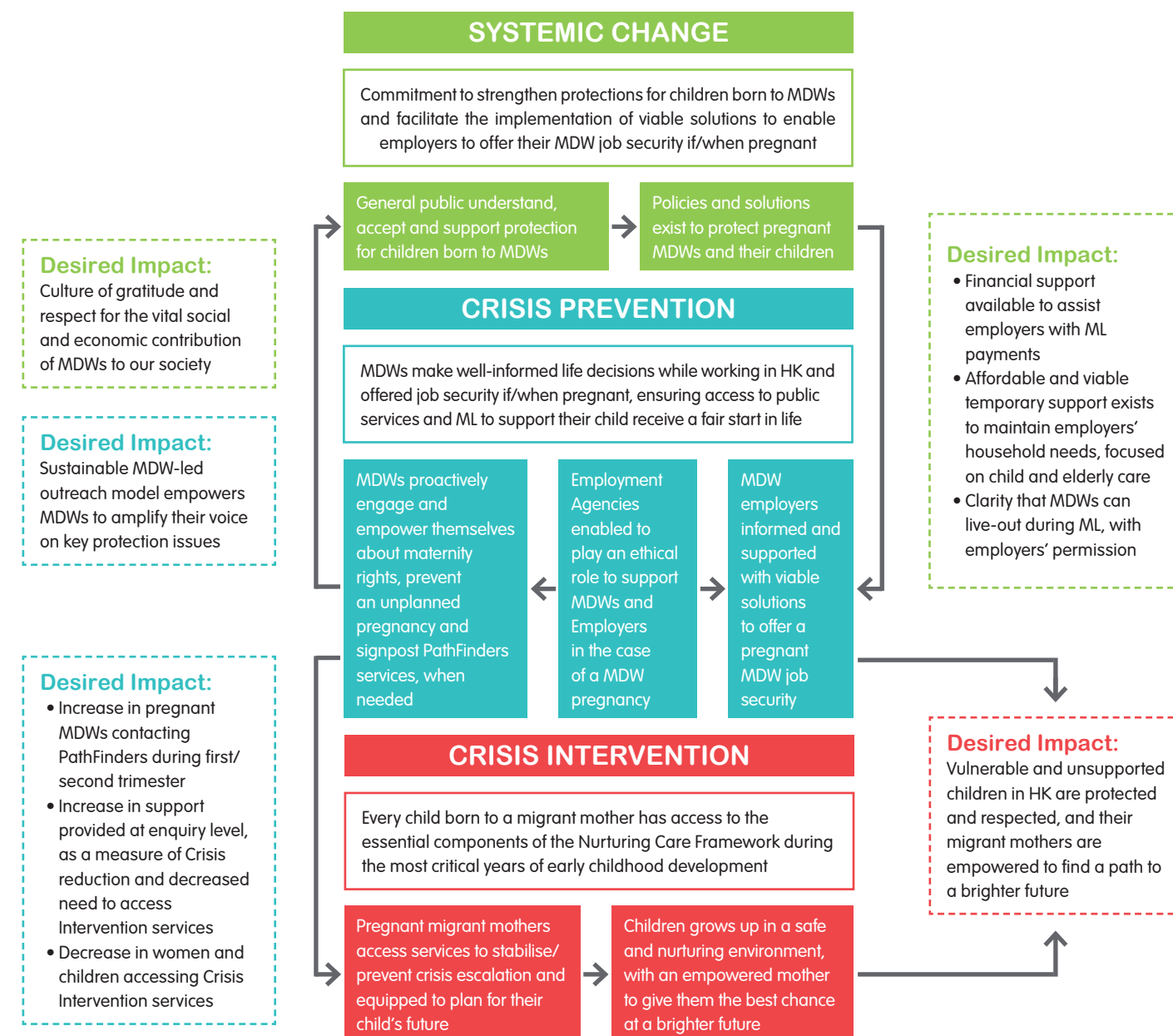
Caring



Collaborative



Accountable



CRISIS INTERVENTION



IN 2021, WE ENSURED 547 VULNERABLE BABIES & CHILDREN RECEIVED A FAIR START IN LIFE

Despite ongoing challenges in our external environment, we were able to maintain our Crisis Intervention services and provide counselling, emergency shelter, healthcare, education and supplies to **1,093 babies, children and women**, handling a total of **367 cases** and **179 hotline enquiries**.



1,093

Babies, Children and Mothers Lives Improved



367

Cases Handled



179

Hotline Enquiries Managed

CRISIS PREVENTION



WE MADE SIGNIFICANT PROGRESS ON OUR SUSTAINABLE OUTREACH AND EDUCATION MODEL

We increased our MDW reach by **121%**, thanks to our professionally trained **153 Ambassadors**, who engaged **50,000 MDWs** (49%) - a **425% increase** YOY. We continue to provide advice to MDW employers, and increased our targeted communications on parenting and recruitment platforms.



97.5k

MDWs Engaged in Crisis Prevention Initiatives



153

Ambassadors Empowered



31.5k

Employers Supported

SYSTEMIC CHANGE



WE LAUNCHED OUR FIRST PUBLIC AWARENESS CAMPAIGN AND NEW PIONEERS PROGRAM

We launched our **first public awareness campaign**, rolled out our **new Pioneers program** to mobilise the next generation as agents of change and **generated further data** to drive the development of recommendations to support employers of a pregnant MDW and influence systemic change.



45

Media Articles



238k

Social Media Reach



2,309

Increase in Followers

We **INTERVENE DURING CRISIS** to comfort and care for children born to migrant mothers and ensure they have a Nurturing Care Plan in place during the most critical years of early childhood development. We empower migrant women to make well-informed life decisions that **PREVENT FUTURE CRISIS**, and we provide employers with information and advice to enable pregnant MDWs to enjoy their right to maternity leave and maintain job security. We engage with the general public to increase understanding, acceptance and support for children born to MDWs, and inspire **SYSTEMIC CHANGE** by ensuring policies and solutions exist to protect pregnant MDWs and their children.