



**AWR Lloyd  
The Pearl**



SPECIAL REPORT

**THE HUMAN DEVELOPMENT FOUNDATION**

3 May 2013

EMPOWERING COMMUNITIES, PROTECTING CHILDREN

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**The Human Development Foundation: Empowering Communities, Protecting Children**

The Human Development Foundation has helped many thousands of children, women and men in 300 communities in the poorest slums of Bangkok. Its outreach work has saved individual lives and empowered collectives – streets, neighbourhoods and local associations. Every day, in multifold ways, its staff support, nurture, and resurrect, all with a concrete sense of purpose, and something beyond that – call it a deeply felt spiritualism. HDF is a non-denominational charity. But the grassroots support it has from Buddhist temples, churches, mosques and other organizations is central to its mission.

**Highlights of HDF's work**

- Educates 2,500 young children at 22 self-run Kindergartens
- Sponsors 580 children through higher education
- Runs six Mercy Centre homes for 200 orphans and other children.
- Protects the rights of children through its legal aid centre.
- Provides home-based care for over 600 children and mothers living with HIV and AIDS in 60 slum communities in Bangkok.
- Provides community services that include housing construction, drug rehabilitation, provision of birth certificates, financing small business start-ups, organizing micro-credit for women, and helping the physically impaired find gainful jobs.

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- Runs a co-op to collect rent from 3,000 slum dwellers to prevent corruption.
- Responds to emergencies, be they fires, flooding or tsunamis.

### Highlights of HDF's History

- 1973 – Father Joe Maier and Sister Maria Chantavarodom found the Human Development Foundation a result of their daily walks around the impoverished warrens of Bangkok's Klong Toey slum.
- 1975 – the HDF street children outreach program formally begins, followed a year later by the first shelter for those living on the streets and in 1977 the first outreach health clinic for the poor.
- 1982 – Father Joe establishes a prison visitation program for the Archdiocese of Bangkok and begins a 27-year tenure as Prison Chaplain at Bang Kwang Maximum Security and Klong Prem Lat Yao Federal Prisons for men and women.
- 1994 – The HDF opens Bangkok's first free AIDS hospice.
- 1997 – The HDF opens home for mothers and children and initiates an AIDS homecare program among the poor.
- 2000 - New home for Mothers and Children living with HIV/AIDS opens (funded by philanthropist John Cook)
- 2005 – In response to the devastation of the Asian tsunami, the HDF initiates emergency relief and housing projects; and transfers its slum-community organization skills to the Thai southern provinces affected.
- 2009 - The HDF is honoured and officially named as a charity under the Royal Patronage of HRH Princess Srirasmi, the Princess Consort to the Crown Prince of Thailand.

### Our take

Father Joe (as he is known) is a Bangkok legend – a legend who at 73 is still working flat out to feed, clothe, shelter, educate, provide medical care for and protect legions of the poorest children in the slums of Bangkok. He knows Klong Toey inside out, greeting denizens during a walkabout in fluent vernacular as if they were all relatives. For well over half his life, he's been anchored in the underbelly of Bangkok's biggest slum, engineering it into a protective community where practical help and spiritual sustenance cohabit together.

Iconic as he is, Father Joe is not the HDF's only bedrock. Sister Maria may be less well known but is no less of a determined dynamo whose footprint has made the Foundation what it is today. There is Reverend Wirach, the Executive Director who came on board a year ago bringing along his experience as a leader in Thai education.

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### Our take (continued)

There is Khun Ratana, Father Joe's secretary and Finance Director; and of course there are the inimitable, indefatigable house mothers and fathers at the Mercy Centre shelters who get the children up, dressed, washed and ready for school. Not forgetting the nearly 300 others, including teachers and volunteers, who fuel the running of the Foundation. No child in need has ever been turned away. Nor ever will be. Helping those who are brought to its doors – distressed, orphaned, abandoned – is its raison d'être.

US-born Father Joe laughs when he says his Redemptionist Seminary in California sent him to Thailand in 1967 "so they could get me out of the way" – one supposes because of his galvanizing outspokenness. He started out in Bangkok as the Parish Priest for the Catholics who butchered pigs in 'slaughterhouse' Klong Toey, work deemed reprehensible. In 1973, slaughterhouse kids didn't go to school. They were shunned like the plague. The few who dared soon dropped out. Wise to the fact that education is the single biggest buster of poverty, Sister Maria and Father Joe turned a slum shack into a one-baht-per-day pre-school for every child in the slaughterhouse – children of all ethnicities and religions. And that's how it started.

About 50,000 children have passed through the kindergartens that HDF has opened, some of those pupils winning scholarships to top universities. Pre-school alumni are now making their own humanitarian mark, many now paying the way for their own children to attend school. What better example of education as a tool to transform than the fact that the HDF has handed the care and management of 11 Mercy Centre Kindergartens back to the slum communities?

Given the scope of its work, the HDF is managing on a very meager budget. This is actually set to shrink in 2013 due to a drop in donations. Simply put, it needs more sustainable funding, more commitment from donors – and more givers, private, public, governmental – in Thailand and overseas.

Priority projects are always children's shelters and education, which receives the lion's share of the funding pie – some 30.5 million baht in 2013 (not much considering how far it is spread). The salaries of its Kindergarten teachers are too low, only half its 22 schools are sponsored and out-of-school migrant children of parents employed on construction sites need to be educated. Another area that could use some permanent largesse is home-based care for children and mothers living with HIV and AIDS.

Father Joe and his team are pugnacious about protecting children, pummeling poverty and fortifying communities, but oddly humble when it comes to asking for the baht to fund all this.

Privately Father Joe admits, "We were Santa Claus in the early days. We were there when you needed us. But now we need you."

## AWR Lloyd's role

AWR Lloyd is working closely with the Human Development Foundation to strengthen its communication, fundraising capacity and public profile. Through the use of cutting-edge social media tools, and also by more traditional means such as media interviews, we are helping to enhance its visibility and spread the word about its work. AWR Lloyd's assistance with revenue generation is geared to expanding the HDF's sustainable funding base so that permanent programs have solid support. Existing donors are key to this effort, as are targeting new corporate and individual donors – Thai and international. As well as its pro bono strategic advisory role, AWR Lloyd is also a sponsor of the HDF.

If you have any questions, would like more information, or wish to donate to the Human Development Foundation, please contact Doug Kinsella:

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## AWR Lloyd The Pearl

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The Pearl is AWR Lloyd's new multi-client market intelligence service focused on Asia-Pacific's natural resources and infrastructure sectors. We aim to provide specialized and insightful analysis with a distinct corporate finance strategy angle. The name of the new service comes from our dragon's 'pearl of wisdom'.

The Pearl will consist of weekly, monthly and quarterly publications with five main titles:

- **'Coal Focus', 'Oil & Gas Focus' and 'Power & Green Energy Focus'.**

Covering these industries for the whole Asia-Pacific region, the Weekly reports will provide news and comment ('Our take'). Monthly Corporate Finance Reviews will provide analysis of share price performance, equity capital markets activity, M&A deals, market valuation multiples, capital structure trends and equity analyst consensus. Quarterly 'Industry Fundamentals Reviews' will provide analysis on long term supply, cost curves, substitution effects, demand scenarios, trade dynamics and commodity price trends.

- **'Greater Mekong' (Southern China, Thailand, Vietnam, Laos, Cambodia and Myanmar) and 'East Indies' (Indonesia, Singapore, Malaysia, Brunei and the Philippines).**

Two geographic series focused on South East Asia's natural resources and infrastructure sectors (energy, mining, metals, infrastructure and soft commodities). Weekly reports will provide news and commentary from AWR Lloyd. Monthly reviews will provide more in-depth analysis of stock market performance, macro-economic trends, country risk analysis and industry activity in these two geographic groups.

Importantly, Pearl clients will have a basic level of access to AWR Lloyd industry and country specialists via email and conference calls during the year for short consultations. Additional consulting services are available subject to negotiation. Finally, we will have ad-hoc and one-off Special Focus publications available on particular industries and on country-related, corporate, strategic or financial themes - again with a basic level of consulting attached to the publications.

For more information please contact [Peter.pham@awrlloyd.com](mailto:Peter.pham@awrlloyd.com).

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## AWR Lloyd

AWR Lloyd is focused on the natural resources and infrastructure industries in the Asia-Pacific region. We provide advisory services in three main areas:

### Corporate finance strategy

- Value-maximizing corporate strategy
- M&A and BD strategy
- Capital structure and financial planning
- Corporate restructuring
- Investor relations and market signals analysis
- Stock market, IR and IPO strategy
- Takeover contingency
- Country risk strategy

### Corporate finance transactions

- Equity capital placement
- Project finance advisory
- Commercial agreements
- M&A
- Divestments and privatizations
- IPOs
- Strategic equity investment
- Public equity investment
- Corporate intelligence
- Due diligence

### Special project studies

- Pre-feasibility studies
- Financial modeling and economic feasibility
- Market and industry studies:
  - Gas
  - Power
  - Renewables
  - Coal
  - Minerals and metals
  - Infrastructure
  - Strategic industries
- Country risk
- Geopolitical strategy

Our approach is independent, discrete, customized, flexible and hands-on. AWR Lloyd's service range provides a unique fusion of the three conventional mainstream advisory businesses: investment banking, strategy consulting and industry research. The ultimate goal in nearly all the work we do is to help our clients maximize shareholder value in a way that is sustainable and reflected in their share price performance. To achieve this we leverage in-depth industry analysis, best practice corporate finance skills and extensive local networks across Asia.

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