

BAMBI 2023 ANNUAL REPORT

This report was presented at the annual general meeting held on March 20, 2024.

EXECUTIVE BOARD'S REPORT

Another year completed, and what an adventure it has been!

With the needs and preferences of parents and babies in Bangkok changing after COVID-19, and having to learn and adapt to these with our limited resources, 2023 was not an easy year for BAMBI. The following report is a summary of our activities and achievements in 2023 and current plans for 2024.

We welcomed many new committee members and bid farewell to a few old ones as well. Chiaki and Sara continued to serve on the executive board but warmly welcomed the addition of Rocky after Terry stepped down. BAMBI opted to maintain the executive board management approach, assigning specific responsibilities within the chairwoman's role to different executive board members, as it makes our volunteers' workload more manageable. This decision is anticipated to remain in place for the foreseeable future. With Sara stepping down from the executive board this year, we are delighted to welcome Daisy onto the board and thank her for stepping up.

In 2023 we had immense difficulty recruiting new volunteers, which resulted in us not being able to run as many events as before. However, with our handful of outstanding and skilled volunteers, we managed to host almost 200 playgroup sessions, 74 activities sessions with a designated teacher, numerous pregnancy information and baby massage sessions, an appreciation day for our volunteers, a fun-filled Halloween party with over 100 attendees, a complimentary Christmas photo session with the revered Santa Bill, and a very successful Christmas party with over 100 families in attendance. Not to mention, the magazine team produced 11 issues in 2023!

With very limited human resources, we are proud of what we have achieved for the BAMBI community in the past year and must thank all our wonderful volunteers. BAMBI owes much of its success to the dedication of its volunteers and committee members. Therefore, under the guidance and suggestion of our trusted honorary president, Simmi Rajkitkul, we have implemented several incentive schemes to express our gratitude for their invaluable contributions. This includes a volunteer

appreciation event for the volunteers and their families and committee lunches every trimester.

Financewise we had a total revenue of around ฿1.5 million while our expenses were around ฿1.6 million, resulting in a loss of approximately ฿170,000 in 2023. We have ฿2.89 million in our bank account. Both our actual income and actual expenses were less than budgeted. In the coming year, we aim to work within our budget and monitor our spending to make sure we are sustainable as an organization and that our income covers our operation costs.

This year we proudly donated ฿200,000 to our parent charity organization, the Childbirth & Breastfeeding Foundation of Thailand (CBFT), to aid their vital work in supporting mothers and babies. Together, we make a difference!

At the AGM, we amended Article 5.6 of our constitution to decrease the quorum for an AGM from 30 members to 20 members as our membership has greatly decreased. This motion was unanimously supported by the current committee.

2023 AT A GLANCE

519

active members
at year end

358

new members

74

volunteers at
year end

196

playgroups
held

170K

actual loss

221K

donated to
charity

74

activities for older
children held

90

articles
published

80

Bumps & Babies
initiatives held

15.5K

social media
followers



2023 BAMBI committee, outgoing members.
Photo by Jana Capek.

BAMBI MISSION STATEMENT

“TO PROVIDE SUPPORT AND FRIENDSHIP THROUGH THE COMMON BOND OF PARENTHOOD.”

EXECUTIVE BOARD

The BAMBI Executive Board (EB) at the end of 2023 consisted of Sara (playgroups coordinator), Chiaki (NMCM/Pop Up Playgroups/activities coordinator) and Rocky (BAMBI secretary). The EB members consistently exhibited hands-on involvement in all decision-making processes. Additionally, they held separate meetings, distinct from the committee gatherings, to address any emergent issues requiring immediate attention. Furthermore, the EB actively engaged in on-site venue scouting,

activity planning, and liaison with school representatives, hospitals, and other organizations, demonstrating their commitment to comprehensive event management. This management approach has proven significantly efficient and is anticipated to remain in place for the foreseeable future.

BUMPS & BABIES

At the start of 2023, the Bumps team consisted of Jo (Bumps & Babies coordinator) and Yaz. Jen joined midway through the year to support the team with its Pregnancy Information and pop-up sessions in Ari. By the end of the year, the team had grown to four as Tasha, from the playgroups team, supports the newly introduced Small World playgroup.

With an annual profit of ₱34,790, from an income of ₱65,040 and expenses of ₱30,250, it was a

good year for the Bumps team. Key highlights include two successful Baby Splash Bashes in January and October and the launch of the Small World playgroup.

The Small World playgroup was the team’s response to members’ feedback that they wanted a playgroup for the six months to pre-walkers age group. Initially started as a trial pop-up in November to gauge demand, it has grown into a regular, bi-weekly offering in 2024.

Given the success of both Splash Bashes in 2023, the Bumps team is looking into organizing more Splash Bashes in 2024. The team is also exploring interest from parents in other parts of the city. A few pop-up Baby Massage sessions were offered in Ari, but given low uptake and high venue costs, it was decided to suspend these sessions.

PLAYGROUPS

Headed by Sara Chow, the playgroups coordinator, the BAMBI playgroups team is made up of two playgroups assistants who help manage the sessions, and around 20 playgroup leaders who run the playgroups.

With 11 playgroups to organize and lead, the playgroups team remains one of the busiest teams in BAMBI. A total of 196 playgroups were held in 2023, with Discovery Kids,

Services and playgroups offered by the Bumps & Babies team:

| | |
|----------------------------------|---|
| Baby Massage | 34 weekly sessions |
| New Moon Postnatal Support Group | 34 weekly sessions combined with Baby Massage |
| Pregnancy Information sessions | 8 monthly sessions |
| Bumps Splash Bash | 2 pop-ups |
| Small World Playgroup | 2 pop-ups |
| Bumps Newsletter | 5 |

Playgroups offered by the playgroups team:

| Playgroup (location) | Number of sessions |
|---|--------------------|
| Discovery Kids Playgroup (Kids Academy) | 18 |
| Wonderkids Playgroup (Wonder Woods) | 30 |
| Sathorn Playgroup (Plantoys) | 17 |
| Honeybear Playgroup (Honey Bear Bistro) | 17 |
| Thonglor Playgroup (Bangkok Prep) | 20 |
| Blue Parrot Playgroup (Blue Parrot) | 8 |
| British Club Playgroup (British Club) | 34 |
| Kiddieville Playgroup (Playville) | 38 |
| Saturday Nana Playgroup (Storytime) | 8 |
| HEI Playgroup (HEI School) | 2 |
| Little Birds Playgroup (Nest EKM6) | 4 |
| Total | 196 |

Kiddieville, and the newly launched Little Birds playgroups being the most popular.

Sadly we had to close several of our popular playgroups in 2023. Sathorn and Thonglor playgroups closed due to the closure of the venues, our partnerships with the HEI and Discovery Kids venues were dissolved, and the Blue Parrot and Honeybear playgroups were no longer financially viable.

The team remains steadfast in its attempts to expand offerings for members and improve its services. The Little Birds playgroup was launched in November and has been fully booked since its launch. New indoor toys for other playgroups, such as Saturday Nana and the British Club playgroups, were purchased and well-received by attendees. The transition to the Glue Up application has made operations and on-site registrations easier for the playgroup leaders and attendees.

Overall, with annual revenues and expenses standing at ฿505,800 and ฿343,584, respectively, the playgroups team made a total annual profit of ฿162,216.

In 2024, the team will conduct surveys to obtain data on the needs and interests of active members and explore potential venues for new playgroups in other areas like Ari and Sathorn. The team will also undertake

a cost-benefit analysis of playgroups to see which are underperforming and decide if resources should be reallocated to other playgroups. With Sara stepping down, a new playgroups coordinator will lead the team in 2024.

ACTIVITIES FOR OLDER CHILDREN

The activities for older children team is led by Chiaki Takegawa. They started the year with five activity leaders and finished it with four. The team broke even this year, with the more successful activities covering substantial losses on other activities. We discontinued our Zumba classes midway through the year due to high costs and low attendances.

Afternoon activities for older children are tough to attract attendees to because many older children are already busy with activities run by their kindergartens or schools.

Activities offered for older children:

| Activity | Number of sessions | Number of children attending | Income (฿) | Expenses (฿) | Profit/loss (฿) |
|---------------|--------------------|------------------------------|----------------|-------------------|-----------------|
| Football | 19 | 111 | 31,850 | 45,284 | -13,434 |
| Toddler Music | 26 | 389 | 108,350 | 90,248.69 | 18,101.31 |
| Toddler Tunes | 22 | 308 | 84,050 | 76,287.83 | 7,762.17 |
| Zumba | 7 | 31 | 9,350 | 21,670 | -12,320 |
| Total | 74 | 839 | 233,600 | 233,490.52 | 109.48 |

Toddler Tunes and Toddler Music, however, remain popular.

In the coming year we plan to reconsider what we offer based on demand and costs. To this end we are looking at new morning activities, such as art or gymnastics, aimed at toddlers. Football is one of BAMBI's longest running activities and we are reluctant to cancel it, but given the high costs involved and low participation rates, we may have to do so. We will also reduce the number of Toddler Music classes we offer as the Tuesday classes are considerably more popular than the Friday ones, and the venue costs are high.

EVENTS

BAMBI's events team is in charge of planning and organizing all of BAMBI's bigger annual events, such as the Halloween and Christmas parties, and it does this with the spirit of giving back to the community. 2023 was no exception.

With Chiaki Takegawa at the helm as the events coordinator, the events team once again delivered two joyful events during the year in October and December—the Halloween Superhero Bash and the Cosmic Christmas Party. These were organized in partnership with Wells International School Sukhumvit 51 and Astra Academy International School, respectively, and with support from volunteers in other BAMBI teams as the events team was short-staffed.

The Halloween party was attended by 110 people and generated an

income of ₱26,550. Unfortunately, with expenses totalling ₱69,446, a substantial loss of ₱42,896 was incurred. The Christmas party, attended by 129 people, incurred a loss of ₱12,611, with revenues totalling ₱23,100 and expenses, ₱35,711.

Despite being financial losses, both events' real success lies in the positive feedback received from attendees, the anticipation with which the entire BAMBI community was looking forward to both events, and the strong relationship built with the partner schools and vendors invited to participate. As a result, the team will come back stronger next year with more resources, planning well ahead of schedule, and delivering more big events.

NEW MEMBERS AND POP UP PLAYGROUPS

The New Members' Coffee Morning and Pop Up Playgroups team is headed by Chiaki Takegawa, who leads operations with a team of four volunteers.

In 2023, the team successfully held eight New Members' Coffee Mornings (NMCM) and six Pop Up Playgroups at various locations in Bangkok. The NMCMs were attended by 105 people while the Pop Up Playgroups welcomed 421 members and non-members. Financially, 2023 was a good year for the team. The annual incomes and expenses from NMCMs and Pop Up Playgroups totalled ₱57,500 and ₱9,682, respectively. This led to an overall profit of ₱48,918. However, year-on-year income dropped sharply. This is because of the cancellation of on-site new member sign-ups and renewals. Interested individuals can now only sign up on the website, which is not as convenient for them. Since on-the-spot sign-ups and renewals have historically made up a major proportion of BAMBI's income, the team is currently looking into restarting this procedure.

Due to the success and financial viability of the NMCMs and Pop Up Playgroups, the team plans

to continue these in the new year and attract more new members to BAMBI. To help with this, more volunteers will be recruited and tasks will be split amongst them.

BAMBI ME-TIME

BAMBI's Me-Time activities resumed in the second half of the year after Aya took on the role of me-time coordinator in May.

Two activities were organized for members in 2023—dot-painting with Amy Diener in October and Zumba with Kru Bambi in December. Zumba was attended by eight people while five people signed up for dot-painting. Total incomes and expenses from both activities stood at ₱5,950 and ₱3,980, respectively, generating a profit of ₱1,920 in 2023.

In 2024 Cecilia Yu will organize Self Compassion Circles for mothers. In addition, more workshops are planned and will include watercolor painting, embroidery, cooking, and more.

BAMBI MAGAZINE

With a team of eight people and some exciting themes planned for 2023, the year was off to a great start for BAMBI Magazine. Sanam continued in her role as editor, but at the end of January, Anelia took over as deputy editor from Rachel. The rest of the team consisted of four assistant editors and two photographers.

11 magazines were produced during the year, reaching, on average, 500 readers each month. The articles printed in these magazines were also published on the BAMBI website.

We covered a wide range of topics in 2023, with engaging and informative articles submitted by contributors as varied as schools, health centers and parents. Specific highlights of the year include the recruitment of three new feature writers to the team and the launch of two new columns—"The Dad Diaries" and "The Poetic Journey". The position of feature writer was created in 2023 with the hope that

generating content in-house would help alleviate some of the challenges of securing content that meets editorial standards and interests readers.

Engagement with readers was a prime focus in 2023. To achieve this the magazine team and the social media team collaborated to create weekly posts that boosted articles on BAMBI's social media accounts, and initiated conversations within the BAMBI community. Unfortunately there is still a long way to go, and the team will continue to explore strategies to achieve this in 2024.

The magazine team's long-standing partnership with ScandMedia Publications remains strong and at the end of the year, discussions to introduce a new layout in 2024 were finalized. It was also decided that moving forward the magazine would have a maximum of 52 pages as printing and distribution costs in the post-COVID-19 climate posed a financial burden on our publishing partner.

In the coming year, the team will continue to build relationships with new and existing contributors to bring more exciting content. Discussions are already in place with several health professionals. A readers' satisfaction survey will be conducted to gauge readers' interests and the magazine's performance. Based on these, content planning for 2025 will kick off in the last quarter of 2024. The team will also work to re-upload our archived magazines which were unfortunately lost in the transition from Wordpress to Glue Up.

At the end of the year, the team had ten members.

MEDIA ACTIVITIES

2023 started with Mariana at the helm of all social-media-related activities for BAMBI, but in October 2023, with Marianna moving away, the role of media coordinator was passed on to Eva.

BAMBI currently enjoys a social media presence on three

platforms—Facebook, Instagram (IG), and LinkedIn. The organization's social media reach has grown significantly in the past year, as seen by the rise in the number of followers. Currently this stands at 14,900, 673, and 24 on Facebook, IG, and LinkedIn, respectively. There has been increased interaction within the community on these platforms, especially with the sharing of video content.

A highlight of the year was the creation of BAMBI's professional LinkedIn page. The idea behind launching a LinkedIn page was to showcase BAMBI in a professional manner, enhance the organization's credibility and reputation, help recruit more volunteers, and share content that helps position BAMBI as a leading organization catering to the needs of families in Bangkok. The page was particularly well-received by our volunteers, who were now able to add their volunteering work to their professional profiles.

In the coming year, the media team plans to create more value-adding, interactive content and grow BAMBI's contacts on LinkedIn by creating more engaging content about BAMBI's activities.

MEMBERSHIP AND DATABASE

2023 started off with Briana as database coordinator, but after several training sessions, Daisy officially stepped up to take over the role in July 2023.

The past year saw 358 new members join the BAMBI community and 104 memberships were renewed. One of the biggest achievements for the team was streamlining addresses manually in the BAMBI database so that all member details are accurate and up to date. This was especially helpful in generating accurate distribution lists for the magazine team and thus reducing the number of returned magazines.

The membership and database team also assisted the website team in the transition to the new Glue Up system. By coordinating with the

website team and training volunteers from other teams on the new system, the membership and database team was able to lessen the workload involved in membership sign-ups for playgroup leaders. Besides this, the team also provided support with check-ins and onsite sign-ups at BAMBI events, new members coffee mornings, and playgroups.

In the coming year, the team plans to recruit and train two database assistants and explore strategies to improve the membership and renewal numbers.

MEMBER BENEFITS

Managed solely by Lynda, the BAMBI benefits team works to source new benefit partners for BAMBI and secure the best deals from them. The team also maintains close contact with partners to review and extend the benefits offered.

In 2023, several vendors expressed interest in becoming benefits partners with BAMBI. BAMBI members were also invited to present their own businesses and discuss potential opportunities to partner with BAMBI. Overall, the benefits team was able to offer a greater variety of products and services to the BAMBI community.

At the end of the year, the total number of benefits partners stood at 48. New benefits partners secured in 2023 include Curtain Up Drama & Magic, Body by Beast, GAB, The POP, Siva Yoga, Iroha Yakiniku, IRO IRO Cafe, Urban Flowers, Verde, Liber Bookstore, and Conscious Living.

In 2024, the benefits team aims to grow its resources and continue exploring more opportunities for BAMBI members. The team will look into more ways of reaching out to members with businesses that are of relevance to the BAMBI community and securing partnership opportunities with them.

WEBSITE

The BAMBI website team manages the day-to-day website operations and provides IT support to the

rest of the team. 2023 began with Jung as the website coordinator and Frances supporting her as the website assistant. During the year Jung left and Frances stepped up as the coordinator. She has been overseeing all website-related operations single-handedly.

One of the biggest highlights for the website team has been the transition from Wordpress to Glue Up, an all-in-one platform that helps organizations manage member data, streamline operations, manage events, and more. The team was also successful in getting approved as a legally recognised non-profit organization by Techsoup and will now be able to access various much-needed software at discounted rates.

Plans for 2024 include switching to Google Workspace under a non-profit account and migrating all data from Bluehost.

CHARITIES

Run single-handedly by Lynda as the charities coordinator, the charities team exists to uphold BAMBI's values of giving back to the community.

In 2023, BAMBI supported the Baan Tantawan and Baan Nokkamin charities by giving them donations of ฿11,738 and ฿9,740, respectively. These funds were generated from the entrance fees of the two yard sales hosted in March and November. Both events were organized by the charities team in March and November and proved to be a huge success. Attended by both members and non-members, the events received a lot of praise and besides monetary donations, also provided a platform for people to donate numerous pre-loved items for mothers and babies.

BAMBI's annual Giving Tree project took place in December. A total of 80 bags filled with new clothes, toys, and personal items were donated to Karen children by both members and non-members, with eight of these being funded by BAMBI itself. The number of donated bags exceeded last years, and the

initiative received a lot of positive feedback from old, new, and non-members.

Owing to the success of the yard sales and the Giving Tree project, the charities team plans to continue all three in the coming year. It is believed that expanding the team's human resources will help in the implementation of these plans.

TREASURY

Led by Ritika, the BAMBI treasurer, Saeko, Takako, Rieko, and Shino form the BAMBI treasury team and manage the organization's finances.

In 2023, BAMBI moved accounting services from Almet Asia to SAS Group. With SAS Group already providing administrative accounting services for BAMBI, it made sense to get both services from one company. This increased efficiency for us by reducing the workload

and facilitated more accurate documentation. The transition to Glue Up in mid-2023 also made it easier for the team to track money transfers and event revenues.

Overall, BAMBI's revenue in 2023 was approximately ₱1.5 million, about 23% less than the budgeted revenue. Expenses were approximately ₱1.6 million, 35% less than what was budgeted. This resulted in a loss of ₱170,092.64. The loss was mainly due to the suspension of some popular playgroups, leading to a decrease in our main income source, and the decrease in the number of active members leading to a drop of 20% in membership fees.

One of the biggest highlights of the year, however, was BAMBI's donation of ₱200,000 to CBFT. As CBFT is our parent organization, it was a proud moment for BAMBI to be able to give back to the entity

that was instrumental in laying down the foundations for BAMBI to grow from. The donation was used to fund a training program for nurses.

In 2024, we will continue to work within the budget and monitor our spending to ensure that we are sustainable and can break even to cover our operation costs in the future. Our aim is to implement a process that monitors spendings against the allocated budget. We would like to encourage accountability through monthly discussions and reviews to check if any spending exceeds the budget.

Furthermore, we also plan to conduct assessments of BAMBI's payment process. Currently this involves a hard-copy check writing procedure and we would like to move to a digital payment system which will reduce the treasurer's work load and BAMBI's payment processing timeline.

BAMBI FINANCIAL SUMMARY 2023

| | Jan - Dec 22 | Jan - Dec 23 | %Δ YOY |
|-----------------------------------|---------------------|---------------------|--------------|
| Revenue | | | |
| Playgroups | 933,600.00 | 813,300.00 | -13% |
| Events | 47,200.00 | 60,380.00 | 28% |
| Memberships | 787,700.00 | 631,900.00 | -20% |
| Misc. revenue | 7,275.00 | 16,135.84 | 122% |
| Total Revenue | 1,775,775.00 | 1,521,715.84 | -14% |
| Expenses | | | |
| Advertising | 1,365.00 | 1,850.00 | 36% |
| Office expenses | 19,832.00 | 15,994.00 | -19% |
| Meeting expenses | 26,438.00 | 104,384.13 | 295% |
| Maid/Cleaning | 400.00 | | |
| Transportation/Parking | 103,422.00 | 120,154.00 | 16% |
| Vendors at events | 6,500.00 | 129,956.67 | 100% |
| Supplies | 46,550.00 | 22,930.02 | -51% |
| Gifts to volunteers | 17,100.00 | 62,290.00 | 264% |
| IT, computer, domain | 186,543.18 | 288,294.03 | 55% |
| Professional fees | 160,215.00 | 124,585.00 | -22% |
| Rent and rates (Venues) | 733,949.00 | 514,071.91 | -30% |
| Donations (Charities) | | 221,478.00 | |
| Misc. Expenses | | 20,863.37 | |
| Non-deductible and depreciation | 107,350.00 | 64,957.35 | -39% |
| Total Expenses | 1,409,664.18 | 1,691,808.48 | 20% |
| Profit (Loss) for the Year | 366,110.82 | -170,092.64 | -146% |

THANK YOU TO OUR PARTNERS AND SUPPORTERS

We extend our heartfelt gratitude to all our supporters and partners for their unwavering dedication and generosity in 2023. Your contributions and assistance have played a pivotal role in advancing our mission and empowering us to make a meaningful impact in the lives of those we serve. Together, we have achieved remarkable milestones and created lasting change in our community. Your steadfast support fuels our passion and commitment to continue our work with even greater determination and resolve. Thank you for standing beside us as we strive to create a brighter future for families in Bangkok.

Sponsors and partners:

Asian Tigers
Astra Academy
Ayasan Nonthaburi
Bangkok Dolphins
Bumpy Daisy
Copel
Donz Rice Bowl
Moori Moori Playfarm
SAS Accounting
ScandMedia Corporation Co., Ltd.
St. Andrews International School Bangkok
Wells International School

Benefits partners:

Amy Diener Dot Painting Workshops
Antique Café and Cakes
Ayasan Service
Banana Thai School
Bangkok Dolphins
Bangkok International Dental Hospital
Bangkok Self Storage
Blue Parrot
Body by Beast
Bumrungrad Hospital
Curtain Up Drama and Magic
Design2U
Ergobaby
Gymnastics Academy of Bangkok (GAB)
Hegen
Hilton Sukhumvit Bangkok & Doubletree by Hilton
Iroha Yakiniku
Iro Iro Cafe
J-Clinic
Johny Live
Jumping Clay
Kid Able
The Mall Ngamwongwan Language School
Kiddy-Kicks
Kids Home & Family Services
Kiidu
Klong Phai Farm
Lilli by Lilli
Little Big Dream
Little Gym
Little Legend
Move Well with Anna
Musical Theatre for Kids
Niche Salon Bangkok
Nick & Nishka (Kids Concept Store)
Neilson Hays Library
Painaway Clinic
Physio Clinic
Plantoy
Playville
Samitivej Hospital

Siva Yoga
SRC Health
Steps with Theera
Swimming Bangkok
The Pop Team
Urban Flowers
Verde Sukhumvit 26
Wonder Woods Co-learning Space & Kids Cafe

Non-BAMBI playgroups

Brighton College Bangkok
First Steps International Preschool
HEI International School Sukhumvit 36
KIS International School
Kids Kingdom Play Center
Ruamrudee Kids' Academy International School
Noddy by Elizabeth Playgroup
OISCA International School Outdoor School Bangkok
Precious Learners World Nursery and Kindergarten
Regent's: Rama 9 Campus
Regent's: Langsuan Campus
RIS Swiss Section – Deutschsprachige Schule Bangkok
Shrewsbury International School Bangkok Riverside
Shrewsbury International School (City Campus)
Storytime Pre-School
St. Stephen's International School Bangkok
St. Andrews International School Dusit
The Apple Tree International Kindergarten

Venue sponsors for playgroups:

Bangkok Prep International School
Blue Parrot
British Club
HEI School
Hidden Space
Honey Bear Bistro
Noah Futsal
Noddy by Elizabeth Pre-School
PlanToys
Playville
Skyview Hotel
Wonder Woods Co-learning Space & Kids Cafe

Venue sponsors for New Members' Coffee Morning & Pop Up Playgroups:

Apple Tree International Kindergarten
ASB American School of Bangkok
Aster International School
Curious Kind Early Childhood
Kids Academy
KIS International School
Melodies International School Kindergarten
Nest by Little Treehouse Nursery
Precious Learners World
St. Andrews International School Sathorn
Storytime Preschool