



BAMBI ANNUAL REPORT 2022

This report was presented at the Annual General Meeting held on March 24th, 2023.

CHAIRWOMAN'S REPORT

BAMBI finally managed to reopen in March 2022 with some COVID-19 restrictions in place.

The following report is a summary of our activities and achievements in 2022, and a small look into our plans for 2023.

There were lots of committee changes over the last 12 months as life changes led many volunteer members to step down. Without our most valuable asset—volunteers—we were not able to open as many activities as we would have liked.

At the beginning of 2022, we reached out to the community to find new volunteers and we're happy to announce that we managed to form an executive board to manage operations; while the chair position remains vacant, we did fill many of our other vacancies. This enabled us to continue offering opportunities to bring the community together.

Our numbers have picked back up with a steady increase in membership as lots of new activities and play-groups were added. A lot of successful and profitable pop-ups were conducted in 2022. The Halloween Bash was very well received.

We held a successful Christmas party, which was combined with BAMBI's

40th anniversary party. We took that as an opportunity to unveil the new logo, which is simpler and sleeker but still embodies our legacy values. We have also launched our Instagram profile. It's a great way to engage with members and to share photos; the more likes and comments we get, the more visible BAMBI's offerings will be.

In other news, Bumps membership sign-ups have been increasing steadily with good attendance at the Pregnancy Information Mornings held once per month. This is encouraging as support for new mothers is one of BAMBI's core values.

We increased our membership fee in line with increases across Thailand, and waived the fee for committee members by way of thanking them for their continued efforts. We still have a few key roles to fill.

At the end of last year, Simmi became honorary president after our founder, Mel, stepped down. Her invaluable contribution, support, hard work and dedication to creating a safe space for mothers and families in Bangkok will live on as her legacy.

Last year, the website team started work on the Glue Up project. Glue Up is an all-in-one customer relationship management (CRM) platform that will help to build and grow the BAMBI community through events,

memberships, and other digital tools and make website management easier. It integrates with our back office system for easy management of our very complex membership organization. Plans have been finalized and this year we will fully shift to Glue Up.

Thank you to all the members, both old and new, for your continued support while BAMBI went through a few minor, as well as some major, changes. As BAMBI membership continues to grow, we acknowledge and appreciate everyone who has joined BAMBI this year and everyone who has renewed their membership with us. We are grateful for your ongoing support of BAMBI and are working on exciting new changes that will be rolled out in 2023.

BUMPS & BABIES

The Bumps & Babies team relaunched activities in March 2022 and gradually, with COVID-19 restrictions easing off, moms and babies returned to these activities. The team includes Jo as the coordinator and Yaz as the Bumps assistant. Jenifer was recently invited to join the team as an assistant from March 2023.

Presently, the Bumps team facilitates weekly Baby Massage sessions followed by the New Moon Postnatal Support Group sessions. Pregnancy Information sessions are held monthly. Baby Rhyme Time, initially offered



on alternate weeks, was suspended after six months as the attendance was sporadic and overhead costs were high.

Attendance at Baby Massage is slowly increasing. The team is raising awareness through social media platforms and the Bumps Newsletter, which was relaunched in December. The activity is led by Yaz and hosted at Bumpy Daisy Café. We hope to offer alternative locations in Bangkok later in 2023.

The New Moon Postnatal Support Group session is held immediately after Baby Massage. While attendance is still lower than anticipated, we continue to encourage women to attend and share experiences, seek advice and support, and build relationships with other new mothers in Bangkok.

Bumps & Babies Pregnancy Information sessions are held monthly and are well received by attendees. Over the past year, we have covered a broad range of topics, which include:

- Informed choices and consent
- Birth partner preparation
- Breastfeeding
- Optimal fetal positioning
- Sleep patterns in newborns and infants

The Bumps team facilitated a total of 48 sessions from March 2022 to the end of February 2023, and attendance

at all of these has continued to climb. We welcomed 106 members to our activities and 73 non-members, some of whom signed up to become members. During the year we processed 25 new memberships and renewed four.

Other Bumps activities

- Eight Bumps articles were published in BAMBI Magazine with contributions from members of the Bumps team and the wider birthing community in Bangkok.
- A survey was conducted to determine the wish list of antenatal and postnatal activities from the BAMBI community and more widely within the city to see how we can offer more services and activities.
- The Bumps team maintained contact with both Samitivej and Bumrungrad hospitals, shared COVID-19 protocols with members, and conducted the Birth and Breastfeeding survey at the end of the year—the results are yet to be analyzed and published.
- A Splash Bash was hosted in conjunction with Bangkok Dolphins on two occasions—once in the Sukhumvit area and once in Sathorn.

Plans for 2023

- Continue offering Baby Massage sessions weekly and explore alternative venues to include a wider community of new mothers.

- Schedule swap events as requested by new mothers and the larger BAMBI team, and explore the option of park meetups if the weather permits.
- Increase awareness of what Bumps & Babies offers to new mothers, mothers-to-be, and new parents within Bangkok, and continue to develop activities to support the needs of the BAMBI community.

PLAYGROUPS

From March 2022 to the end of last year, BAMBI ran 13 steady and popular playgroups in Bangkok:

- Montessori Playgroup (Modern Montessori International School)
- Discovery Kids Playgroup (Kids' Academy Ekkamai)
- Wonderkids Playgroup (Wonder Woods)
- Sathorn Playgroup (PlanToys)
- Thong Lor Playgroup (Bangkok Prep International School)
- Honey Bear Playgroup (Honey Bear Bistro)
- Blue Parrot Playgroup (Blue Parrot Bangkok)
- British Club Playgroup (British Club)
- Kiddieville Playgroup (Playville)
- HEI Playgroup (HEI School)
- Saturday Ekkamai Playgroup (Bright Skies International School)
- Saturday Yenakart Playgroup (ACACIA Yenakart)
- Saturday Nana Playgroup (Storytime Preschool)



Of these, the following seven playgroups were newly established in 2022:

- Montessori Playgroup (Modern Montessori International School)
- Discovery Kids Playgroup (Kids' Academy Ekkamai)
- Wonderkids Playgroup (Wonder Woods)
- Honey Bear Playgroup (Honey Bear Bistro)
- Blue Parrot Playgroup (Blue Parrot Bangkok)
- HEI Playgroup (HEI School)
- Yenakart Playgroup (ACACIA Yenakart)

Due to high venue costs and low attendance, the Novotots Playgroup at Novotel Bangkok Sukhumvit 20 and the Little Trees Playgroup at DoubleTree by Hilton Sukhumvit Bangkok had to be closed. The Montessori Playgroup at Modern Montessori International School also had to be closed due to the closure of the school itself.

In total, 3,525 families attended the various BAMBI playgroups throughout the year. This is an increase of 214% on last year's figure of 1,123. This is because last year playgroups were held only from February to mid-April due to COVID-19, while this year they were active from March to December.

These playgroups could not have happened without our dedicated team of playgroup volunteers. At the

end of 2022, the team consisted of 26 volunteers. Normally, an annual Playgroup Leaders' Breakfast Morning is organized where all the volunteers can meet, socialize, and share information, but we weren't able to hold this event in 2022.

Plans for 2023

- Recruit more playgroup leaders as some are stepping down.
- We will look into reopening a Mandarin playgroup at the Nancy Language School in K-Village, but a survey of members' interests is required before we can proceed with it.
- A newly opened venue based at the Vanessa School, Fairy Fox, showed interest in having BAMBI run a playgroup on its premises. We are aiming to plan this in the second quarter of 2023.
- We will organize and hold the playgroup refresher training and Playgroup Leaders' Breakfast Morning.

ACTIVITIES FOR OLDER CHILDREN

From March to the end of 2022, BAMBI ran seven activities for children aged one to six:

- Toddler Music at Skyview Hotel
- Toddler Tunes at Skyview Hotel
- Football at Noah Futsal
- Kung Fu at Thai-Chinese Shaolin Kung Fu
- Zumba at RumPuree World Dance Studio

- Studio
- Dance at RumPuree World Dance Studio
- Play-based Nature at Patom Organic Living

While some activities resumed in March 2022 after the end of COVID-19 closures, Play-based Nature and Dance were permanently closed at the end of March and in April, respectively, as they were running at consecutive losses. One of our popular activities, Kung Fu, could not be resumed until November, and a new activity, Zumba, was also opened that same month.

Toddler Music and Toddler Tunes remained the most popular activities with more than 800 families attending these in 2022. At the beginning of the year, these activities were run at DoubleTree by Hilton Sukhumvit Bangkok. After the summer break, however, the venue was changed to the SkyView Hotel on Sukhumvit 24.

The BAMBI activities team had six volunteers leading activities in 2022, which were attended by more than 1,100 families. In February 2023, with the former coach leaving, we welcomed a new football coach, Gael.

Plans for 2023

- Recruit more activities leaders
- Welcome new football coach, Gael
- Open a new activity for older kids and a new activity for toddlers



- Build and maintain good relationships with instructors, teachers, coaches, and venue representatives
- Organize regular team coffee meetings to boost communications and team spirit

EVENTS

Due to the lack of volunteers and the absence of an events coordinator, 2022 proved to be a challenging year to host events. The executive board members decided to split event management tasks among themselves, and consequently, we were able to host our Halloween Bash in October in partnership with St. Andrews International School, Sathorn, and BAMBI's Festive 40th celebration in partnership with Kids' Academy International School.

We counted a combined total of over 200 members at both the Halloween Bash and Festive 40th party. To ensure financial sustainability for future events, both these events were planned and executed with a modest budget.

In September, BAMBI got invited to participate in the 'Living in Bangkok' event at the British Club. In partnership with St. Andrews International School, Sathorn, we set up a booth with children's activities.

Halloween Bash

In October, this event was co-hosted

with St. Andrews International School, Sathorn, who opened up their premises to BAMBI, and provided support with planning and prepping for the big day. Activities enjoyed by all the attendees included puppet crafts from Nancy Language School, art and tie-dying activities by KIDS Mindfulness, games by BAMBI volunteers, a haunted dollhouse, and pumpkin art activities for toddlers by St. Andrews. Trick-or-treat candies were supplied by our lovely sponsors.

Total Income: ₩21,900
Total Expense: ₩12,579
Profit: ₩9,321

BAMBI'S Festive 40th

In November, BAMBI partnered with Kids' Academy International School to host BAMBI's Festive 40th anniversary and Christmas event. 114 member families joined us on the day. Our founder and patron, Mel Habanananda, also came to celebrate with us and gave a speech expressing her gratitude to all the members and volunteers.

The school set up a variety of Christmas-themed activity stations such as a snowman sensory play and igloo play. Bumpy Daisy Café sponsored gingerbread house and cookie decoration activities. Second Chance Bangkok, a charity organization based in Klong Toey, was invited to sell Christmas-themed products to help support the com-

munity. Other participating vendors included Glück, Asian Tigers, Amy Diener, Melody from Paris, Hunny Bunch Bakery, and Felt Wonderful. The event also saw the launch of BAMBI's new logo.

Total Income: ₩28,350
Total Expense: ₩42,420.35
Loss: ₩14,070.35

Plans for 2023

- Recruit a new events coordinator and more assistants
- Organize the following events over the year:
 - Two yard sales
 - Annual splash party
 - Volunteer recruitment event
 - Halloween party
 - Christmas party

NEW MEMBERS AND POP-UP PLAYGROUPS

Despite the continuation of COVID-19 restrictions, the new members/pop-up team managed to organize seven New Members' Coffee Mornings and three Pop-Up Playgroups in 2022. The team remained stable from last year, with three main volunteers to organize the New Members' Coffee Mornings, and some extra volunteers to help with registration on the day for pop-up events.

New Members' Coffee Morning

As most New Members' Coffee Mornings were held in collaboration



with different international schools at their premises, to keep the community safe, the coffee mornings were held in small groups. They were all very successful and were places where newcomers could easily make new friends, and new moms and others interested in joining BAMBI could have a glimpse at what BAMBI can offer them. This helped to increase the number of participants as well as the number of members joining. At seven New Members' Coffee Mornings, we received 24 new registrations and one membership renewal, with 116 families in attendance. This was a great result for the team.

Plans for 2023

The Sukhumvit area continues to be a convenient location for members and non-members and is able to accommodate our growing sessions. However, recognizing the continued demand from people living in the Sathorn area, and to cater to a mixed-nationality audience in line with BAMBI's multicultural nature, the team plans to find other suitable venues in the coming year.

Pop-Up Playgroups

In 2022, to showcase the benefits of BAMBI membership, the popular Saturday Pop-Up Playgroups remained free for members. The team managed to hold three pop-ups, at KIS International School, St. Andrews International School Sathorn, and the newly opened King's

College. Despite the low number of pop-ups, the overall turnout was great. In total, we received six new member registrations and seven membership renewals. Out of 170 attendees, only 32 were non-members.

Plans for 2023

Recognizing the value in providing a weekend offering for families in Bangkok, we aim to provide more pop-ups throughout 2023.

BAMBI MAGAZINE

With the resumption of BAMBI's day-to-day operations in 2022 and with several positive changes to the team, 2022 started on a high note for the magazine team.

February saw the formal handover of all editorial duties and responsibilities to Sanam after Eunice moved away, and shortly thereafter, several new, highly competent assistant editors were recruited to the team, including a professional assistant editor from ScandMedia Ltd., the magazine's publishing partner. These assistant editors (Rachel O, Rachel B, Moni, Anelia, and Jaqui) finally completed the editorial team and made it stronger by bringing fresh perspectives, creativity, and industry expertise and knowledge.

Around midway through the year, however, there were massive changes

to the team with Liz the deputy editor leaving, and assistant editors Ashima, Sadia, Jaqui, and K'lee, our photo editor, stepping down as well. The role of deputy editor was quickly adopted by Rachel O, and for a short while, Jess, an executive board member, took on photo editor duties.

Two team meetings took place in the year, and topics discussed included themes and ideas for upcoming issues, editorial guidelines and standards, strategies to increase engagement with readers, and revamping the listing pages. Following these, the listing pages, member benefits, playgroups and activities, and Bangkok support group pages were redesigned to include QR codes to boost the usefulness of the pages for our members.

The major focus areas for the magazine team in 2022 were:

- to maintain and build relationships with new and existing contributors
- to increase engagement with readers and present a diverse range of content for them
- to uphold a standard of editorial consistency throughout magazine issues.

To this end, the editor and deputy editors reached out extensively to new and old contributors, discussing new ideas and themes, and working closely with them to deliver informative, relevant, and appealing con-



tent for our target group. One of the biggest achievements in this area is the establishment of a new regular column, 'Creation Station', and the revival of an old one, 'Readers' Corner', in partnership with Neilson Hays Library. In total, 11 magazines were produced over the year, containing over 100 articles, photo features, member profiles, and so on. The April 2022 issue particularly focused on celebrating BAMBI's 40th anniversary, pulling the entire BAMBI community into producing content centered around this milestone: timeline, old pictures, birthday messages, and things of that nature.

At the end of 2022, it was also decided, in agreement with the committee, that all members of the committee would be writing a letter in the magazine instead of just members of the Executive Board.

In January 2022, 535 printed copies of the magazine were distributed; in December 2022, this number was 506. While this is a decline in numbers, it must be noted that BAMBI's automatic extension policy during COVID meant the magazine was being sent to members who had moved away, but had not updated their details in our system. By the end of the year, the number of returned copies had decreased, hence 506 is a better measure of the actual number of print copy readers in 2022. 2023 is already seeing a rise in this number.

Plans for 2023

- Recruit a new ScandMedia assistant editor and feature writers
- Establish two new regular columns—recipes from around the world and self-compassion poetry corner
- Continue to build and maintain liaisons with contributors
- Provide team members who wish to expand their skills with more development opportunities, and get everyone together more regularly to plan BAMBI Magazine's next steps and strategies.

MEDIA ACTIVITIES

In 2022, in terms of promoting our playgroups, activities, and events, Facebook continued to be the main form of communication with our members.

The media team used a content calendar to help plan all social media posts across the organization, and this proved to be most helpful in ensuring that all events and venues were fairly promoted and featured, and that the posts were clear to all our members. The average posting frequency was two posts per day during weekdays and one post per day during weekends.

The brand guideline designed in 2021 was diligently followed in 2022, and the media team worked closely with the design team to ensure that

the look and feel of all creative and member-focused materials were consistent.

A new brand logo was launched at BAMBI's 40th anniversary event, and it was rolled out across all media platforms. This involved updating most of the existing creative content that used the old logo.

Through bitly.com, a new way of tracking the BAMBI web page link clicks was introduced. This enabled the media team to customize each link and understand which posts were performing better and receiving more interest from users.

The Bumps Newsletter was launched in December 2022. While we still need to identify the right target audience, currently the newsletter is being sent out to all active members via email, and we are trying to understand how to better pinpoint the target group in coordination with the database team.

Plans for 2023

- Instagram (IG): the BAMBI IG profile was launched at the end of January 2023. The main goal is to create another social media channel that, day by day, will hold the same value as that of Facebook, but with different content. Through the IG account, we want to give followers a snapshot of what it is like to be part of the



BAMBI community. Hence the media team will work to keep the visual layout neat and engaging and create dedicated posts and reels about BAMBI playgroups, activities, and events—the main contents of the profile.

- **Newsletter:** with a Mailchimp account at our disposal, a BAMBI Newsletter is deemed to be another potential way to communicate with the community in the coming year. The topics covered will include upcoming news, events of the following month, and some articles from BAMBI Magazine.
- **Advertising Campaigns:** advertising campaigns might be useful to create more awareness of BAMBI, its mission, and its activities. The media team plans to create two types of ad campaigns—those that will help increase the follower base (especially on IG), and also those that will attract and direct the right target groups to activities that need a boost. The budget will be split equally among these ads.
- **Google Analytics:** the connection of a Google Analytics account to the website results is likely to be useful in analyzing website visits, people's behavior during each session, and where they come from. We plan to use this tool to help develop new strategies and ways of communicating through other digital channels.
- **LinkedIn:** creating a LinkedIn account could be a good way to

promote an institutional image of BAMBI on professional platforms. Having an official BAMBI account will also allow volunteers to enrich their LinkedIn profiles and add their volunteer position at BAMBI on their CVs. The frequency of posting will be low and related only to 'corporate information'.

MEMBERSHIP AND DATABASE

BAMBI remained closed at the start of 2022 due to the COVID-19 pandemic. New memberships and renewals were reopened at the end of February 2022.

To support our members and families, a ten-month complimentary extension was granted to all members who were active in mid-April 2021. These complimentary extensions resulted in a higher number of active members for much of 2022. As these extensions phase out, member numbers are becoming a more accurate reflection of currently active and participating members.

From February to December 2022, 477 families became new members, and 132 families renewed their membership for a total of 609 memberships processed.

Of these, 49% of memberships were submitted and activated via the BAMBI website and direct bank transfer. A user-friendly and effective on-

line member sign-up process remains an important component of BAMBI's membership goals.

BAMBI ended 2022 with 617 active members.

Plans for 2023

- Partner with the website team to implement a new website and database platform.
- Continue collaborating with BAMBI teams to enhance and update membership and reporting functions.
- Continue supporting volunteers in membership and database-related processes.
- Provide database-generated reports to support all BAMBI activities and functions.

MEMBER BENEFITS

From May to December 2022, we were able to secure the following deals for our members from eight different vendors:

- 1) Amy Diener – 10% discount on workshops
- 2) The Neilson Hays Library – 10% discount on yearly membership
- 3) Move Well With Anna – 10% discount on all services
- 4) Lilli by Lilly – 10% discount on all gift boxes
- 5) Hegen – 15% discount on all purchases made via Line and their Facebook page
- 6) SRC Health – 15% discount on



all purchases made via Line, Instagram, and their Facebook page

- 7) Wonder Woods Kids' Café and Co-learning Space – adult entry fee of \$100 for two hours waived for one adult per family
- 8) Little Big Dream – 15% discount on private consultations

Plans for 2023

- Search for more opportunities to secure special offers from new and different types of vendors
- Increase useful benefits for BAMBI members
- Maintain liaison with vendors and keep the benefits list up to date

WEBSITE

After BAMBI reopened in March 2022 following the COVID-19 pandemic, the website team got back on track and tried to give the website a fresher look by providing regular design updates and attempting to find a better system that caters to everyone's needs.

1. Pre-registration system

Although most COVID-19 restrictions in Thailand had nearly ended, we decided to continue with the pre-registration system for all events that were put in place after BAMBI reopened in March 2022. The pre-registration system helps onsite volunteers plan events more efficiently based on the

information provided by attendees, and it is also easier to keep track of the number of attendees.

2. Regular update of carousel design

We started updating the carousel of our home page regularly. This now displays information about upcoming editions of BAMBI Magazine and also some featured information about member benefits. This not only allows BAMBI to share the latest information more efficiently with all its members but also gives the website a new and different look every month.

3. Offering visual information on the benefits web page

Previously we did not have any images on the benefits web page, but now we use small banner images designed by the BAMBI promotional designer to present information more effectively. We also worked closely with the media team to ensure that all information on member benefits on the web page was consistent with the information presented on BAMBI's Facebook page.

4. Website content update reflecting new brand guidelines and new logo

In November 2022, on BAMBI's 40th anniversary, BAMBI announced new brand guidelines, including a new logo. The website team has been gradually updating the website to incorporate this new design.

5. New BAMBI website and membership management system

Back in October 2021, the website team started doing initial research on developing BAMBI's own app or membership management software. After multiple discussions, we have now finalized a plan to transfer BAMBI's website to a new membership management software called Glue Up. Membership management, event creation, the booking and check-in process, and the entire website will be managed within the Glue Up system. It will offer BAMBI members a more centralized IT system with a smoother experience in every aspect. Furthermore, it will also help us lower BAMBI's annual IT expenses, as well as negate the use of the plastic BAMBI membership card—with a new digitized card system being implemented—allowing us to be eco-friendly, too.

Plans for 2023

- Launch the new website and membership management system through Glue Up
- Train all volunteers on the new booking system, introduce it to members, and try to transition to the new system as smoothly as possible
- Continue supporting all other BAMBI departments, especially after the new system is launched.
- Work with the benefits team to

provide the necessary support to BAMBI sponsors by introducing the new digitized membership card, and gradually discontinuing the use of plastic membership cards.

- Work with the Executive Board to settle on a proper payment method for paying overseas bills so BAMBI can use Glue Up and any other overseas IT services.

CHARITIES

A budget of \$100,000 for the charities team in 2022 was approved by the committee. However, as we were not successful in recruiting a charities coordinator, this budget was not used for donations except to subsidize three gift bags for the Giving Tree Project.

The Giving Tree Project is an annual year-end charity project organized by the Terres Karens Association. End-of-year gift bags for children in Karen villages in the mountains of northern Thailand—The Song Yang District—are arranged and distributed. These children come from less privileged families and communities. The bags provide each child with clothing, school essentials, books, and toys, in keeping with the spirit of the year-end festive season. Following 2021, a basic hygiene kit was also included in each bag in 2022 to assist with COVID-19 prevention.

As the BAMBI charities coordinator position was vacant this year, one of our former Executive Board members, Jessica Haines, took the lead for this project before she stepped down. Jess appealed to members to

support the program, and a total of 62 bags were donated and handed to the project organizer on 29 November 2022, at Bumpy Daisy Café and Community. Through the project, more than 900 children from nine villages were supported. All bags were successfully delivered to the children by February 2022.

Plans for 2023

- Continue to work with the \$100,000 budget and split it between two foundations that support mothers and babies in need.
- Increase focus on non-monetary donations through charity drives at events and playgroups.
- Donate the vendor table fees from our yard sale events to a charity approved by the committee.
- Continue supporting the Giving Tree Project at Christmas time.

BAMBI FINANCIAL SUMMARY 2022

Unit: THB	JAN - DEC 21	JAN - DEC 22	%Δ YOY
Revenue			
Playgroups	333,350.00	933,600.00	180%
Events	6,327.74	47,200.00	646%
Memberships	239,800.00	787,700.00	117%
Misc. Revenue	1,453.30	7,275.52	401%
Total Revenue	580,931.04	1,775,775.52	206%
Expenses			
Advertising	1,601.00	1,365.00	-15%
Office Expenses	15,305.04	19,831.00	30%
Meeting Expenses	38,806.80	26,438.00	-32%
Maid/Cleaning	26,740.00	400.00	-99%
Transportation/Parking	30,545.53	103,422.33	239%
Vendors at Events		6,500.00	100%
Supplies	2,844.00	46,550.32	1,537%
Gifts to Volunteers	25,000.00	17,100.00	-32%
IT, Computer, Domain	258,649.24	186,543.18	-28%
Professional Fees	90,200.00	160,215.00	78%
Rent And Rates (Venues)	253,205.59	733,949.25	190%
Donations (Charities)	110,841.79	0.00	-100%
Nondeductible & Depreciation	163,132.10	107,350.83	-34%
Total Expenses	1,016,871.09	1,409,664.58	39%
Profit (Loss) for the Year	-435,940.05	366,110.94	184%



TREASURER

In 2022, BAMBI had several volunteers handling the treasurer duties temporarily, including Jex Roach, Sanam Deepak, and Takako Toyama. We are very pleased that Saeko Omura has recently stepped up to the role of treasurer.

Beginning last year, BAMBI outsourced some of the financial paperwork to SAS Accounting Co., Ltd., which reduced volunteer workload and expenses, increased continuity, and increased accuracy of our documentation.

The treasurer team experienced significant issues with the new bank, TMB Thanachart Bank (TTB), and their process for changing account signatories. What used to be a one-page request became mountains of paperwork. Therefore, to reduce the number of account signatory changes, Simmi Rajkitkul, Sara Chow, and Chiaki Takegawa became the signatories to be added as Honorary Member and the Executive Boards.

Plans for 2023

- Welcome new treasurer, Ritika, to lead the team
- Move accounting services from Almet Asia to SAS Group. SAS Group already provides administrative accounting services, so

we're changing accountants to keep both services with one company.

- Conduct further research on the process to move BAMBI's payments from a hard-copy check-writing process to a digital payment system in order to reduce the treasurer's workload and BAMBI's payment processing timeline
- Determine a method of payment for the new website services through Glue Up
- Fix/improve online account access to TTB

FINANCIAL ANALYST

From a financial standpoint, 2022 was a very exciting year—it was the first year since 2017 that BAMBI had more revenue than expenses!

At the beginning of 2021, BAMBI was projected to 'go broke' by the middle of 2023. However, the creation of the financial analyst position, the formulation of an annual budget, and the implementation of a monthly tracking system, have together allowed BAMBI's committee to make data-driven decisions so that we could increase revenue and decrease expenses.

In 2022, BAMBI's revenue was about \$500,000 more than expenses, resulting in a surplus. Now BAMBI

is on track to continue operations indefinitely. Jex and the Executive Board are looking at ways to use this excess revenue to provide additional benefits to BAMBI members and the community.

For 2022, Miyuki Taniguchi at Almet Asia Co., Ltd. remained as the accountant, and Khun Tan at S.T. Accounting & Taxation remained as the auditor. In 2023, the accountant will change to SAS Group.

Plans for 2023

- Utilize the 2023 budget and make spending adjustments throughout the year as appropriate
- Continue developing a strategic sustainability plan. This will include a series of 'trip wires'—financial benchmarks that will indicate that certain budgetary adjustments must be made.
- Continue to monitor spending and use more recent data to influence current and future projections
- Determine how to use surplus revenue to benefit BAMBI members

We welcome any questions you may have on the above information. Please write to us at treasurer@bambiweb.org or chairwoman@bambiweb.org.

Photos courtesy of Sayuri Kawahori, Kana Wakaiki and Mai Suzuki



BAMBI was amazing; the first place where I belonged after arriving in Bangkok and where I met so many friends who, to this day, are like family. Thanks, Mell!

-Lia Segall Pasternak
Bumps & Babies Team, 2017–2020

Thank you so much, Mel ❤

Thank you for your dedication, vision and hard work in building BAMBI! Your contributions have helped countless expat mothers thrive and your legacy will continue to live on.

Best wishes,
BAMBI Executive Board



My experience with Mel first started when I joined BAMBI over 20 years ago, and her support has been felt throughout. I'm appreciative of her guidance and our friendship.

-Simmi Rajkitkul
BAMBI Honorary President



Thank you, Mel, for the amazing contribution you have made to the lives of women in Bangkok, and for your never-ending support during the most challenging times when I had the honor of leading the BAMBI team.

-Gloria Pino
BAMBI Chairwoman, July 2020–May 2022



In BAMBI I found lifelong friends, support as my babies grew and a community that nurtured my growth as a woman during motherhood and beyond. Thank you, Mel!

-Liz Pond

Database Coordinator, 2019–2021

Deputy Editor, BAMBI Magazine, 2021–2022



You have shown us that motherhood does not have to be a lonely road to walk on, and that at the end of the day, all we need is a group of people who can offer support, understanding and friendship. This is exactly what BAMBI is and exactly what you've given us. Thank you, Mel!

-Sanam Raisa Rahman

Editor, BAMBI Magazine



My first eight years in Thailand (out of 15) were with BAMBI, where I got to know the amazing Mel. Mel was a role model; a true lady who influenced my life in Bangkok. We shared many exciting moments and supported each other in challenging times.

I had the pleasure of visiting Mel and Dr. Tanit in their unique homes in Bangkok and Chiang Mai and got to know their life story on a deeper level. Huge praise for their many years of contributions to the Thai and expat communities in Thailand!

Mel, it's time to take a real retirement and enjoy your lotuses in the pond. You deserve each flower!

-Ravit Elbachar Daniel

BAMBI News Editor, 2008–2012

BAMBI Chairwoman, 2013–2016



Thank you, Mel, for recognizing over 40 years ago something that is still true today—mothers need community. In BAMBI you set the foundations for a village of mothers that I was proud to be a part of.

-Emma McNerlin

Bumps & Babies Team, 2015–2022

BAMBI Vice-Chairwoman, May 2017–September 2019

Your 40-year dedication to BAMBI has been an inspiration. You've made a huge impact on my life and that of every other mother in Bangkok. Your legacy will continue to make a difference. Thank you for everything that you've done. You will always, always be the mother of BAMBI. All the best.

-Akiko Cayne

BAMBI Chairwoman, May 2017–September 2019