

Quality Life in Old Age



Capacity
building



Reducing
risks



Rights and
entitlement



Income
generating

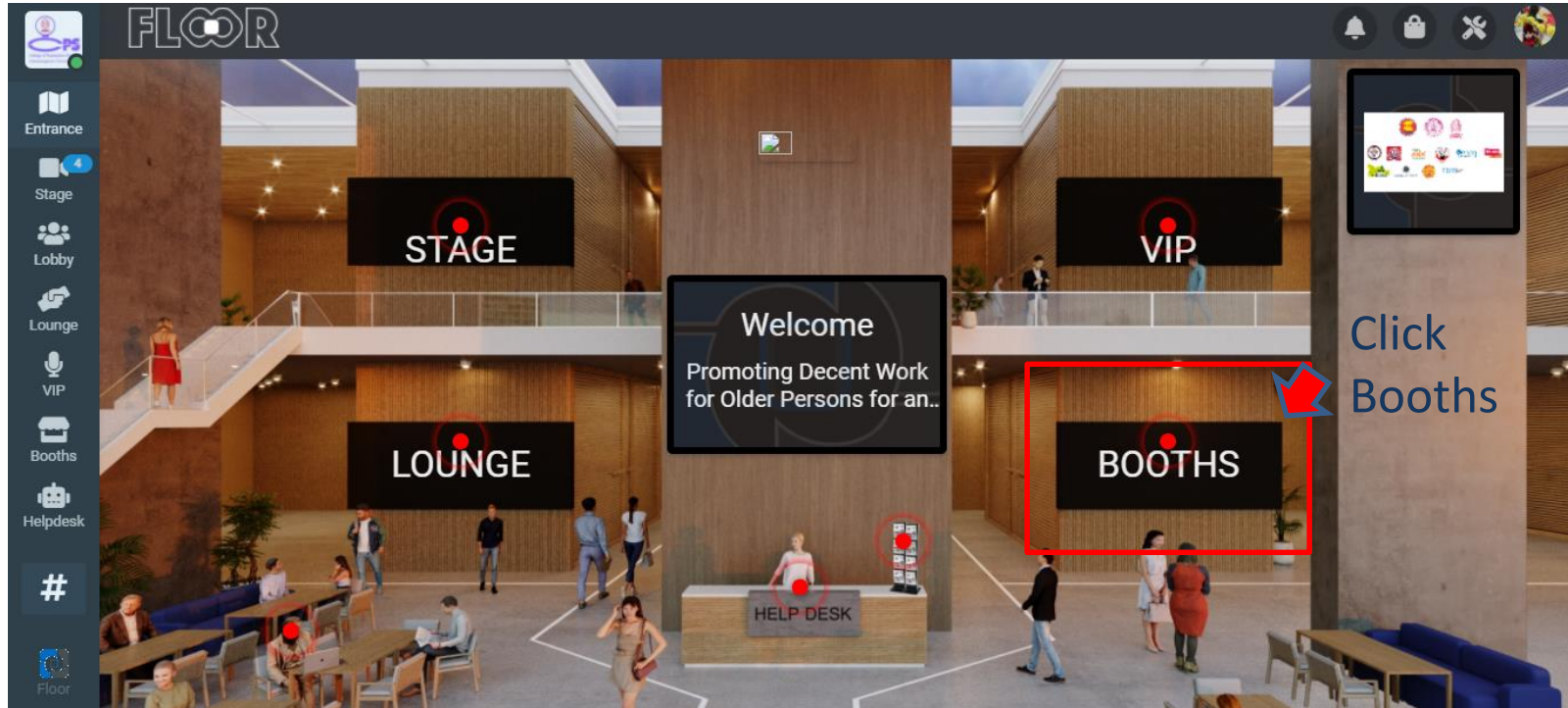


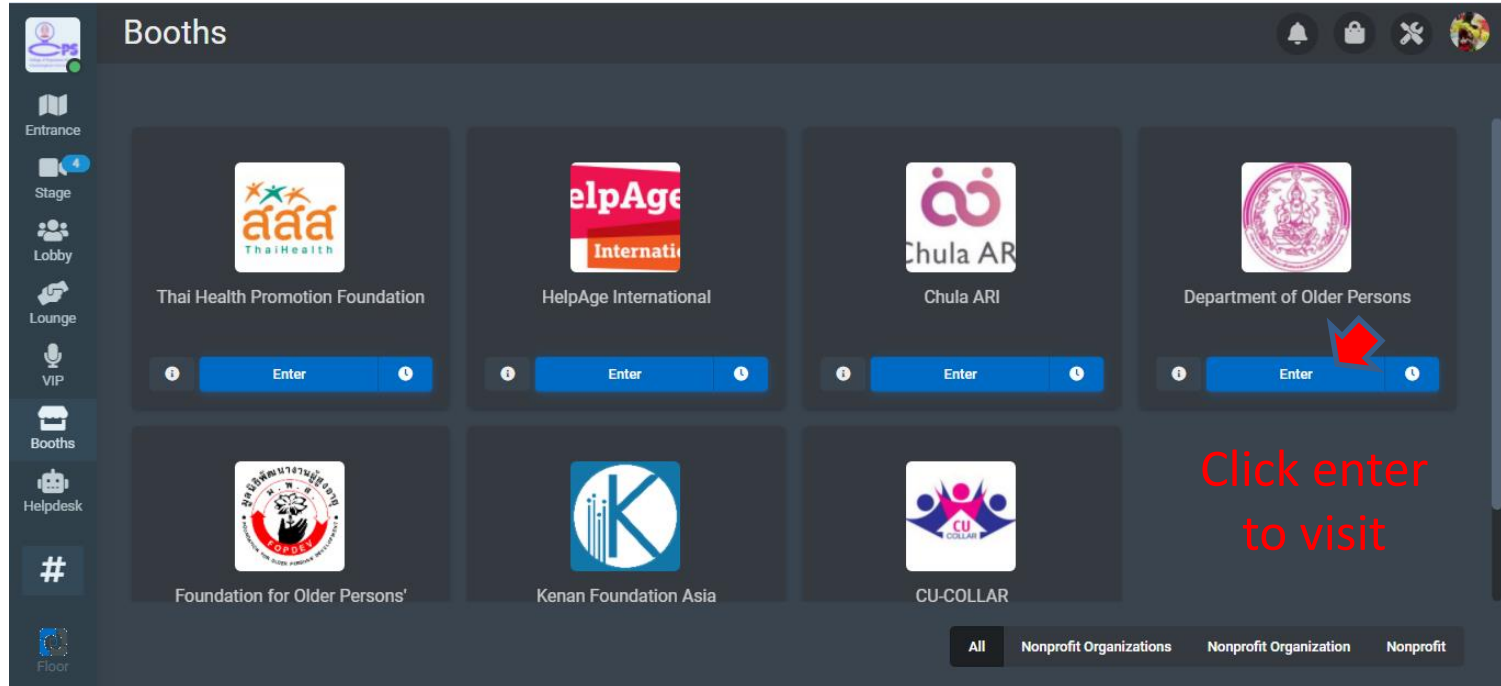
Care
giving



มูลนิธิพัฒนางานผู้สูงอายุ
Foundation for Older Persons' Development

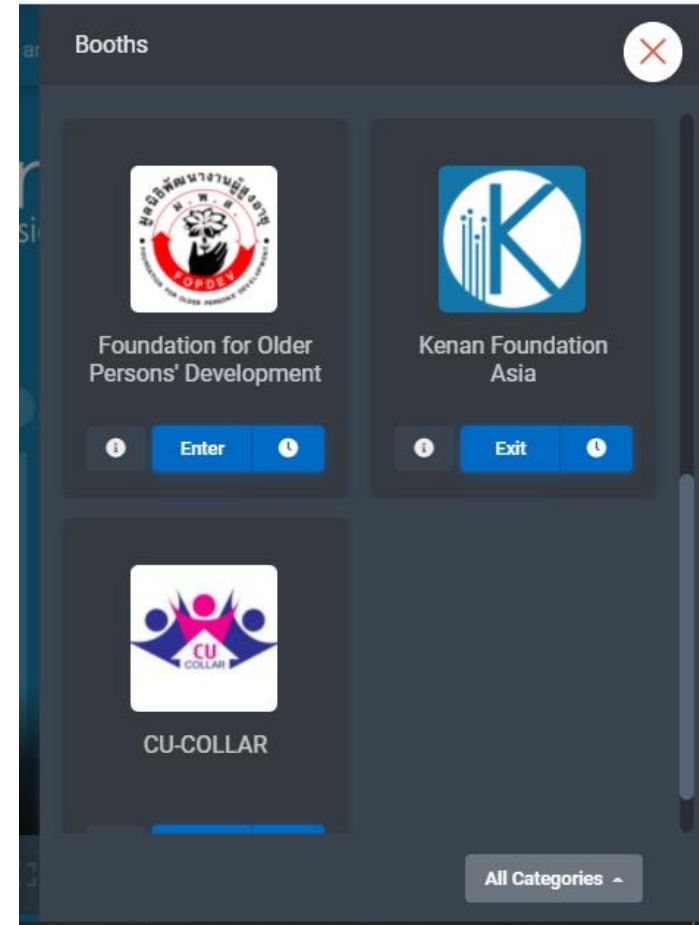
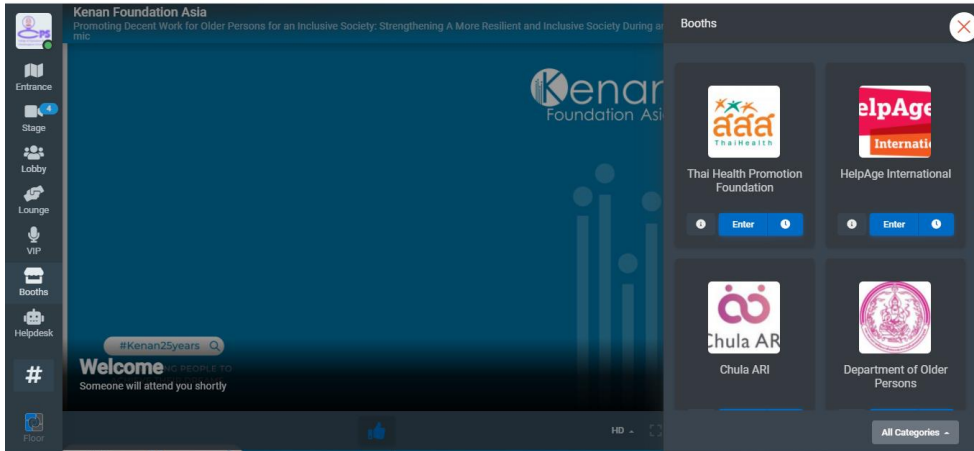
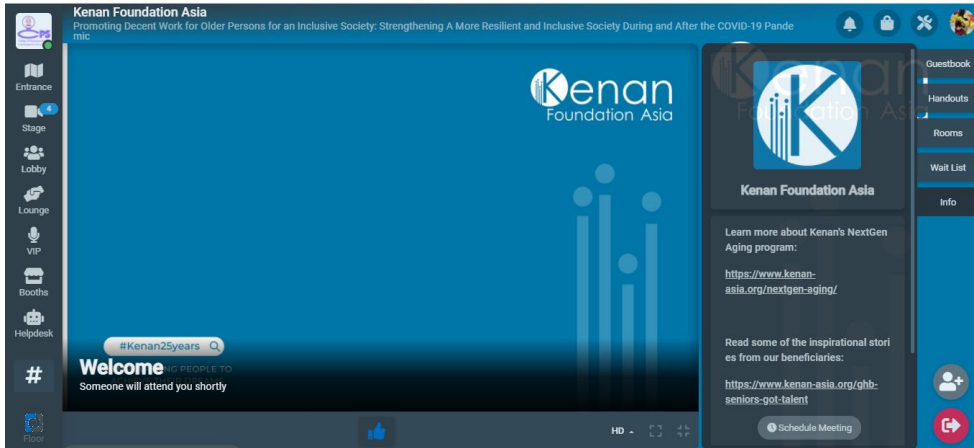
Virtual Tour of the Booths in Exhibition Hall





Various Organizations Preparing to Share their Projects and Cases at the Booths

You'll find many interesting projects and cases here



Some Selected Projects from Virtual Exhibitions

Organization	Project	Activity
Kenan Foundation	Senior got talent	Train the retired seniors to earn for a living, such as skills to use Facebook in online business, business model canvas, online market, product analysis to meet consumers demands.
	Just job network	Match pre-ageing women (45-year-old) who leave work to take care of their parents with the flexible job to earn for a living.
Foundation for Older Persons' Development	Buddy Home Care	Home care for the older persons on a volunteer basis and generate income for youth (intergenerational support).
	DRRNet	Promote participation of the older persons in disaster risk reduction whether natural or man-made disasters. Older persons can use wisdom, skill, experience to help community where they live.
Department of Older Persons	Older Persons' Online Marketplace	Provide online platform for older persons to sell the products and reach to customers online.
	Older Person Fund	Provide better accessibility to capital for older persons for Age-Friendly Business Networking and opportunity to develop suitable jobs for older persons.
HelpAge International (Vietnam)	Intergenerational Self-help Club (ISHC)	To reduce poverty and improve health of disadvantaged people by promoting more inclusive and empowered civil societies and by promoting "grassroots-oriented" local development.



Buddy HomeCare
Social Enterprise Co., Ltd.



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Social Enterprise Co., Ltd.

Problem and Solution



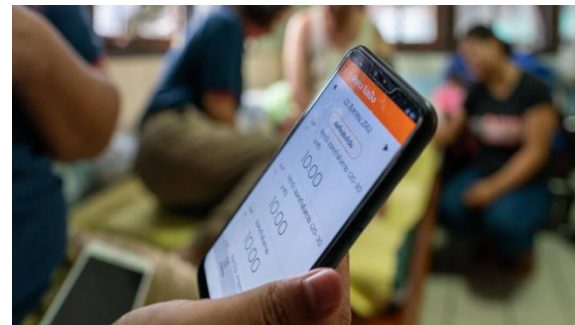
Disadvantaged youths

- Hill tribes in remote areas
- High school dropout rate
- Lack opportunities to pursue higher education
- Can only secure low-income jobs



Poor disadvantaged elderly

- Bed-ridden or home-bound
- Children work in cities unable to provide care needed
- Lack access to health services
 - Overlooked health problems
 - Poor physical and mental health



Solution

- Provide disadvantaged youths with training and employment as caregivers
- Provide elderly with cost-effective and high quality home care
- Develop volunteer-based care services for disadvantaged elderly

Business & Revenue Model

Training of disadvantaged youths



Employment as caregivers



Volunteer home care scheme



- Disadvantaged youths receive full scholarship for 420-hr caregiver training program
- Trainees hired by Buddy Homecare as full time employees to administer home care services
- Around 10% salary is deducted for 3 years to reimburse cost of training
- Caregivers are assigned to provide free home care service to disadvantaged elderly as part of their job



Buddy HomeCare
Social Enterprise Co., Ltd.

Business & Revenue Model

Monetization

Care Services Packages

- **Monthly Service**

- 8 hours per day
- 24 days per month
- Start with 15,000 THB

- **Daily Service**

- 8 hours per day
- Start with 800 THB

40 customers x 15,000 THB = 600,000 THB per month



Salary

Start with 10,000 THB
(Social welfare included)

45 caregivers x 10,000 THB = 450,000 THB per month

Market opportunity

5,000 elderly in Chiang Mai municipality need care

Target customers

100 customers

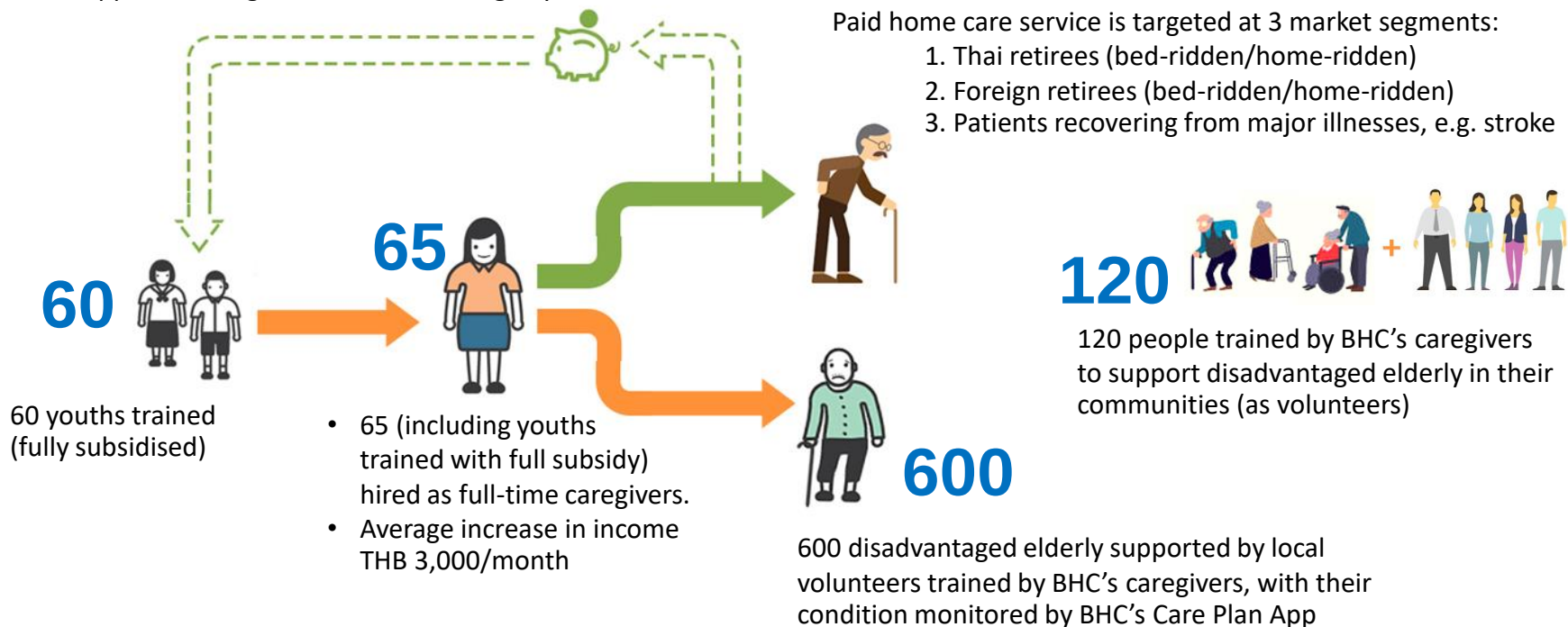


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Social Impact

10% of caregivers' salary is deducted over 3 years to

- reimburse training costs
- support training of other disadvantaged youths

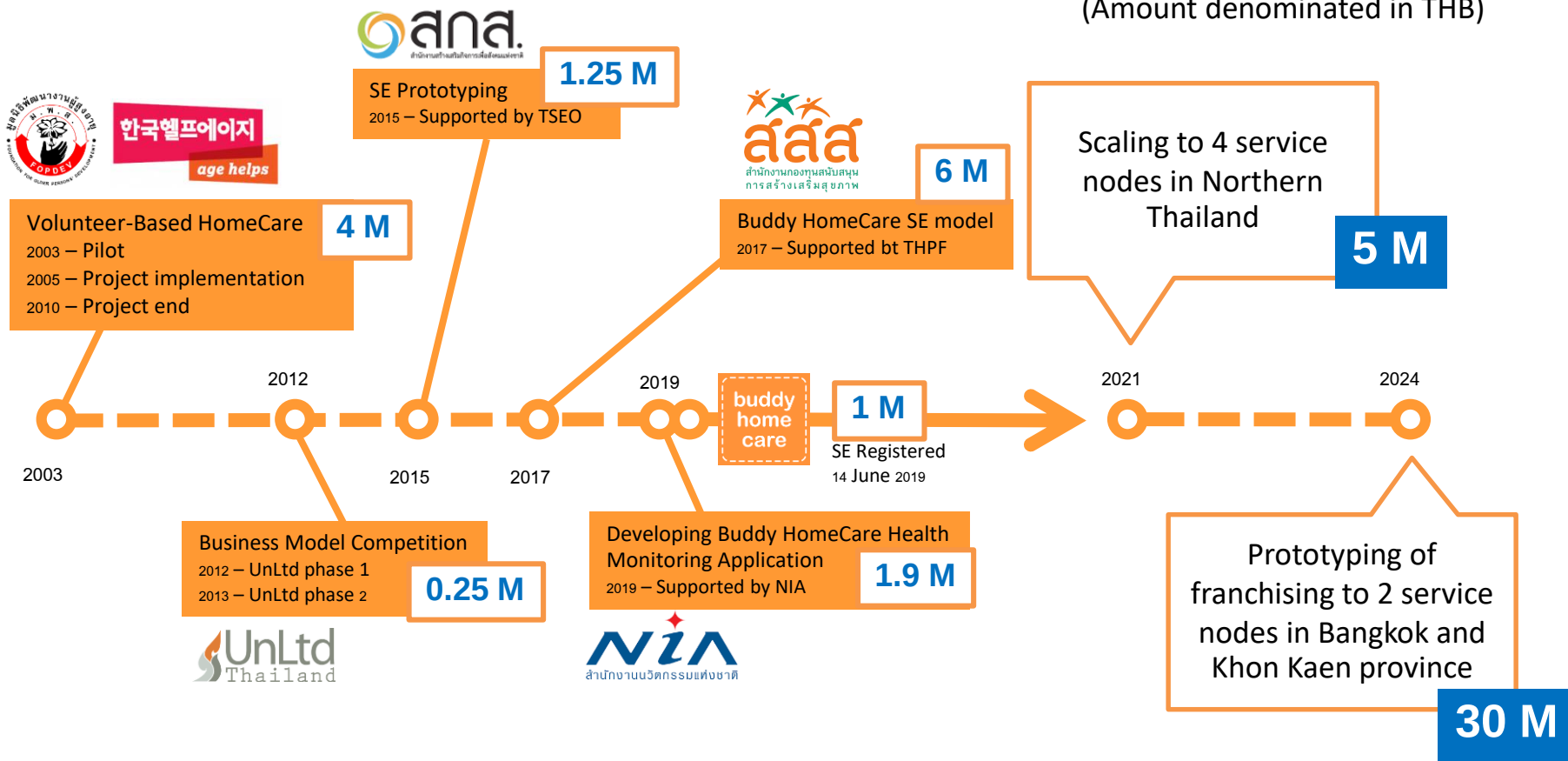




Buddy HomeCare
Social Enterprise Co., Ltd.

Funding History & Financial Ask

(Amount denominated in THB)





Buddy HomeCare
Social Enterprise Co., Ltd.

Team



Sawang K.
Co-founder
Board of Director



Oraphan M. (Aey)
Co-founder
Manager



Narathip T. (Yui)
Co-founder
Director of Social
Impact



Janevit W. (Jane)
Co-founder
Board of Director

Partners



มูลนิธิแม่ฟ้าหลวง ในพระบรมราชูปถัมภ์
Mae Fah Luang Foundation under Royal Patronage





Buddy HomeCare
Social Enterprise Co., Ltd.

Contact Details

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The Intergenerational Self-Help Club (ISHC) Development Model

The ISHC Development Model

- **Development process, resources** and **decision-making** authority directly to community groups.
- **Best judges** of how their lives can be improved
- Motivated by their trust in people
- People as **assets and partners**
- **Responsive** to local demands, is more inclusive and cost-effective



ISHC is Multi-functional/Focus:

"Help community to respond to their own needs"



1) Social/Cultural



2) Food & Income S.



3) Healthy Ageing



4) Community-based Care



5) Self-help & CD.



6) Life-long Learning



7) Rights & Entitlement



8) Resource Mobilization

Benefits of work (being active)

- Financial
- Independence
- Social connection
- Productive and more optimistic
- Mental and health benefits
- Enjoyment

About FOPDEV



THANK YOU

“To serve the underserved”

Sawang Kaewkantha
Executive Director
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