



**25 Years of Empowering People to
Achieve Their Dreams for a Better Future**

25 YEARS OF IMPACT



3 Million
People



1,000
Projects



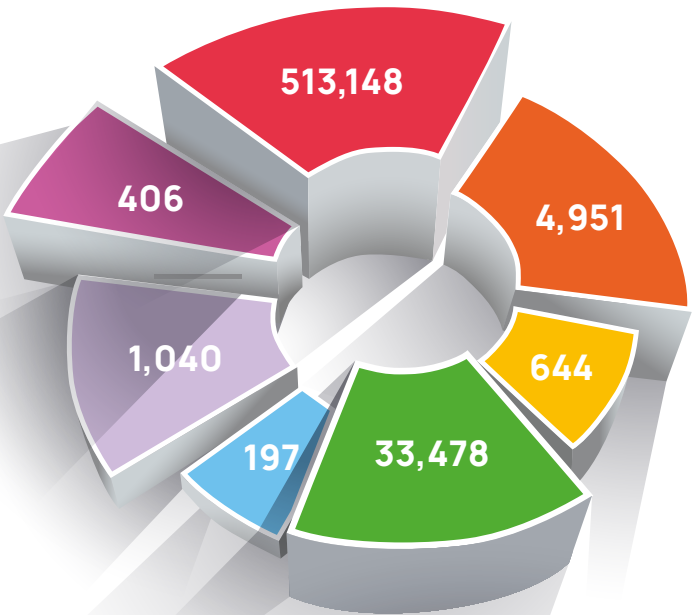
USD 100
Million

Since 1996, Kenan has succeeded in empowering over 3 million people, including small business owners, community members, government officials, educators and students to achieve their dreams through over 1,000 projects in Thailand, Vietnam and Southeast Asia with generous support of nearly USD 100 million in donations from government, corporate and multi-lateral partners.

IMPACT NUMBERS 2020

553,864

513,148	Students
4,951	Educators
644	Workers
33,478	Civil Society & Community Members
197	Business Leaders, Corporate Executives & Staff
1,040	Entrepreneurs & SME Owners
406	Government Officials



157

Seminars, workshops and training



2

Research studies



2

Plans developed for government policy paper



9

Curriculums created

EMPOWERING PEOPLE TO ACHIEVE THEIR DREAMS

Kenan Foundation Asia believes in a world where everyone has the right to build a better life for themselves, their family, and their community. Every day, we are working in Thailand, Vietnam and the region to inspire students, develop skilled people, and grow strong leaders by empowering them with the knowledge, technology, and skills necessary for a better future. Whether it's an entrepreneur, a teacher, a student, a community leader, or non-profit manager, we conduct tailored, engaging activities to train, coach and equip them so they can achieve their dreams.

FOREWORD

On the occasion of Kenan Foundation Asia's 25th anniversary, I am proud that the organization has grown into a major development partner in Thailand and Southeast Asia. In the mid-1990s, I believed that Thailand was ready to be an equal economic and social development partner based on its double digit economic growth in the 1980s-90s that propelled the country to become a mid-level economy. At the same time, Mr. Frank Kenan, chairman of the Kenan Charitable Trust, held the belief that long-term development is best achieved through free market mechanisms. Based on these principles, the Kenan Charitable Trust, the Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill, and the Thai and US governments joined together to establish the Kenan Foundation Asia (Kenan) in 1996 as an independent, locally-registered nonprofit organization.

As soon as Kenan was established, the Asian Economic Crisis ensued. Kenan, with support from H.E. Dr. Henry Kissinger, responded by launching the American Corporations for Thailand (ACT) program, in which we raised funds from major US corporations to build the capacities of over 27,000 unemployed workers. Later Kenan received the mandate from USAID to implement the USD 23 million Accelerating Economic Recovery in Asia (AERA) program to develop SMEs, advise business support organizations and train Thai banks. Over the years, Kenan has responded to various crises including the Asian tsunami, conflict in Southern Thailand, and avian influenza and malaria control. Kenan has also become the leading regional organization in transforming STEM education to match the needs of Industry 4.0, highlighted by the USD 30 million Chevron Enjoy Science project.

Moreover, Kenan has met its regional aspirations through implementing programs in Southeast Asia since 1999 to support national and ASEAN development objectives. For example, Kenan has played a major role in developing ASEAN SMEs and has supported the prevention of the spread of drug resistant malaria and avian influenza in the Mekong countries. Since 2014, Kenan has maintained a permanent office in Hanoi with a focus on delivering education and civil society programming.

As we reach our 25th anniversary in 2021, Kenan has succeeded in helping over 3,000,000 small business owners, community members, government officials, educators and students to achieve their dreams through implementing over 1,000 projects in Thailand, Vietnam and Southeast Asia with generous support of nearly USD 100 million from government, corporate and multi-lateral partners. Through our expertly developed programs, we create sustainable impact that changes the lives of our beneficiaries and those in the communities where they live and work. Kenan is fulfilling my vision of becoming a true people-to-people development organization, and the ongoing support of our partners is vital to the continuation of our impactful programming.

We have accomplished a lot together during our first 25 years and empowered many people to realize their full potential. But what matters most now is what we do next. Thank you for helping make Kenan Foundation Asia a leading regional non-profit organization, now and for decades to come.



**Khun Anand
Panyarachun**

Founding and Honorary
Chairperson

LETTER FROM THE CHAIR



**Khunying Jada
Wattanasiritham**

Chairperson

In 2020, the COVID-19 pandemic impacted all of society including Kenan's main beneficiaries of small business owners, vulnerable community members, educators and students. I am proud that Kenan responded quickly to continue empowering over 500,000 beneficiaries during this difficult year. Kenan employed a multi-faceted approach, aided by the use of digital platforms, to solve increasingly complicated challenges. Kenan has accelerated the transformation of its services to a blended digital and face-to-face approach in response to the pandemic and changing needs of its stakeholders. Digital approaches are now a key aspect to the delivery of our education, small business development, health, and financial literacy services.

In spite of the challenges this year, Kenan continued to develop its education programming with a focus on science, technology, engineering and math (STEM). The five-year, USD 30 million Chevron Enjoy Science project was completed having reached over 1,000,000 students in the general and vocational schools in every province in Thailand. Kenan continues to build on its experience and networks with STEM programming in Thailand and Vietnam including principal and teacher professional development, in-classroom rollout, professional learning communities and innovation camps, with generous support from Boeing, Caterpillar, Sumitomo, Indorama and individual donors.

As the only certified Boost with Facebook training provider in Thailand, Kenan built the digital marketing capacities of thousands of small and medium sized enterprises in partnership with government, community organizations and state owned enterprises such as the Government Housing Bank. Meanwhile, our community development efforts are particularly important during the pandemic as vulnerable populations are disproportionately affected. Kenan continued to empower women, youth, elderly, disabled and LGBTQI populations through generous support from the US government, UN agencies and private firms such as Citi and Facebook.

As we complete 25 years of service, the Kenan Foundation Asia is a thriving organization employing over 60 professionals at our offices in Thailand and Vietnam. Kenan is committed to empowering people in Southeast Asia with the knowledge, technology and skills necessary for a better future. Using proven international best practices adapted to local contexts, Kenan collaborates with our stakeholders to co-create and deliver programs that transform education, build lasting communities, strengthen small businesses and foster a healthy aging society. Above all, Kenan is committed to continuing to empower people to achieve their dreams and develop Southeast Asia with our corporate, government, academic and community partners, for many more years to come.

EXECUTIVE COMMITTEE



Khunying Jada Wattanasiritham



Mr. Piyabutr Cholvijarn



Dr. Varakorn Samakoses



Dr. John D. Kasarda



Khunying Kasama Varavarn



Mr. W. Charles Blocker



Dr. Chadamas Thuvasethakul



Dr. Supavud Saicheua



Mr. Pradap Pibulsonggram



M.L. Puntrik Smiti



**Mr. Richard Bernhard
(Ex Officio)**

BOARD OF TRUSTEES

Mr. Anand Panyarachun

Founding and Honorary Chairman, Kenan Foundation Asia
Former Prime Minister of Thailand

Khunying Jada Wattanasiritham

Chairperson, Kenan Foundation Asia
Independent Director, Siam Commercial Bank

Mr. Piyabutr Cholvijarn

Vice Chair and President, Kenan Foundation Asia
Former Deputy Minister of Industry, Thailand

Dr. Varakorn Samakoses

Board Member,
Office of the National Economics and Social Development Council

Khunying Kasama Varavarn

Former Permanent Secretary, Ministry of Education

Dr. Chadamas Thuvasethakul

Executive Vice President, National Science and Technology
Development Agency

Dr. Woraphat Arthayukti

Chairman, Northern Gulf Petroleum Pte. Ltd.

Miss Pattarat Hongtong (Ex Officio)

Director-General of Thailand International Cooperation Agency
(TICA)

Dr. Supavud Saicheua

Advisor of Kiatnakin Phatra Financial Group, Kiatnakin Phatra
Financial Group

Mr. Pradap Pibulsonggram

Adviser to National Coordinator, Ministry of Foreign Affairs

Dr. John D. Kasarda

Director, Center for Air Commerce, Kenan-Flagler Business School,
University of North Carolina at Chapel Hill

Ms. Joan Gillings

Consultant to the UNC Gillings School of Global Public Health

Mr. W. Charles Blocker

Chief Executive Officer, IC Partners Ltd.

Mr. Owen Gwyn

Chairman, GEOCORP

Dr. Peter Coclanis

Director, Global Research Institute, University of North Carolina at
Chapel Hill

Dr. Gregory W. Brown

Director, Frank Hawkins Kenan Institute of Private Enterprise

Mr. Richard Bernhard (Ex Officio)

Executive Director, Kenan Foundation Asia

WHAT OUR BENEFICIARIES SAY

Scan QR codes to read full stories



Mr. Paweennawat Supanusorn
Boost with Facebook participant
Nidhra Lanna Hotel, Chiang Mai, Thailand

The project opened up a new world of marketing to me. I learned how to use tools to engage the right target groups. As a result, my hotel is attracting more guests, while using less time, money and human resources to do so.



Ms. Sayamol Hongsira
A 7th-9th grade science teacher in
Rayong, Thailand

The program changed my science class, said Ms. Sayamol only a few months after the first training. I can now separate my students into small groups because we have enough equipment for all my students to participate in experiments.



Dr. Nguyen Van Chi
Sirindhorn National Medical Rehabilitation
Institute (SNMRI)

These services are rarely seen in Vietnam, especially in the northern provinces, the study tour was a very important visit that helped me gain a reference for my vision and goals.



MANAGEMENT

Executive Management:

Mr. Piyabutr Cholvijarn
Vice Chair and President
PiyabutrC@kenan-asia.org

Mr. Richard Bernhard
Executive Director
RichardB@kenan-asia.org

Senior Managers:

Mr. Paiboon Suttisirikul
Senior Manager, Finance and Accounting
PaiboonS@kenan-asia.org

Mr. Alexander Duke
Senior Manager, Partnerships
AlexanderD@kenan-asia.org

Ms. Asa Chotchakornpant
Senior Manager, Partnerships
AsaC@kenan-asia.org

Ms. Jarusri Jiravisitkul
Senior Manager, Education
JarusriJ@kenan-asia.org

Managers:

Ms. Dinh Kim Phuong
Program Manager, Kenan Vietnam
Phuong@kenan-asia.org

Mr. Wichai Limpitkranon, PhD
Manager, Business and Economic Development
WichaiL@kenan-asia.org

Ms. Pornluck Chantajitprecha
Human Resources and Administration Manager
PornluckC@kenan-asia.org

Ms. Panomporn Yapakai
Manager, Partnerships
PanompornY@kenan-asia.org

Ms. Chalita Thanyakoop
Manager, Education
ChalitaT@kenan-asia.org

Ms. Orachat Prechatnasak
Manager, Finance and Accounting
OrachatP@kenan-asia.org

Ms. Piyawan Chaiwisessakul
Manager, Community Development
PiyawanC@kenan-asia.org

Ms. Supaporn Mahaphontrakoon
Manager, Technical Team
SupapornM@kenan-asia.org

Mrs. Sofia Jeana
Deputy Chief of Party, USAID Chumchon Harapan
SofiaJ@kenan-asia.org

THANK YOU TO OUR DONORS

FOUNDING DONORS



United States Agency for International Development



Kenan Family Foundation



Thailand International Cooperation Agency



Kenan Institute of Private Enterprise,
University of North Carolina

MAJOR DONORS



PARTNERS

- Activate Learning
- American Bar Association
- Arizona State University
- Association of Southeast Asian Nations (ASEAN) Secretariat
- Bac Ninh Industrial Zones Authority, Vietnam
- Bac Ninh Province People's Committee, Vietnam
- Bangkok Metropolitan Administration
- Board of Investment, Thailand
- Bureau of Education and Training in Tay Ho District
- Bureau of Education and Training in Ba Dinh District
- Bureau of Education and Training in Dong Da District
- Bureau of Education and Training in Hai Ba Trung District
- Bureau of Education and Training in Long Bien District
- Center for Education and Development, Vietnam
- Center for Education Development, Ho Chi Minh College of Technology II
- Center for Social Organizations and Community Development
- Center for Sustainable Development Studies
- Chiang Mai University
- Chisholm Institute
- Citibank/Citi Foundation
- Community Organizations Development Institute
- Department of Skill Development, Thailand
- Eastern Economic Corridor: Technology Operation People
- Facebook
- Ha Noi Department of Education and Training
- Institute for the Promotion of Teaching Science and Technology, Thailand
- Khon Kaen University
- King Mongkut's University of Technology Ladkrabang
- King Mongkut's University of Technology North Bangkok
- King Mongkut's University of Technology Thonburi
- Krung Thai Bank
- Mae Fah Luang University
- Mahidol University
- Management Systems International (MSI)
- Ministry of Education, Thailand
- Ministry of Labour, Thailand
- Ministry of Labour, Invalids and Social Affairs, Vietnam
- Ministry of Public Health, Thailand
- Ministry of Science and Technology, Thailand
- Ministry of Social Development & Human Security, Thailand
- Museum of Science, Boston
- Nakhon Ratchasima Rajabhat University
- Nakhon Si Thammarat Rajabhat University
- National Health Security Office, Thailand
- National Science Museum, Thailand
- National Science and Technology Development Agency, Thailand
- National Science Technology and Innovation Policy Office, Thailand
- New York Hall of Science
- Office of the Basic Education Commission, Thailand
- Office of Vocational Education Commission, Thailand
- Pfizer/Pfizer Foundation
- Phuket Rajabhat University
- Pibulsongkram Rajabhat University
- Prince of Songkhla University Pattani Campus
- Princess of Naradhiwas University
- Rajabhat Rajanagarindra University
- Rajamangala University of Technology Lanna
- Rajamangala University of Technology Srivijaya
- Sakon Nakhon Rajabhat University
- Smithsonian Institution
- Songkhla Rajabhat University
- Srinakharinwirot University
- Sumitomo Corporation Thailand Ltd.
- Suranaree University of Technology
- Suratthani Rajabhat University
- Surindra Rajabhat University
- Teachers College, Columbia University
- Thai - German Institute
- Thailand Automotive Institute
- Thailand International Cooperation Agency, Ministry of Foreign Affairs
- Thaksin University
- The IVL Foundation
- The Vietnam National Institute of Education Sciences
- Tokyo Shoseki
- Ubon Ratchathani Provincial Health Office
- United Nations Entity for Gender Equality and the Empowerment of Women (UN Women)
- United Nations Children's Fund (UNICEF)
- United States Agency for International Development
- United States Department of State
- University of North Carolina at Chapel Hill
- U.S. Embassy Hanoi
- U.S. Embassy Bangkok
- Vietnam Chamber of Commerce and Industry
- Vietnam General Confederation of Labor
- William R. Kenan Jr. Charitable Trust
- Yala Rajabhat University

HISTORY

THE HISTORY OF KENAN FOUNDATION ASIA

dates back to a chance encounter during the 1920s, when King Prajadhipok of Thailand and Carl Grey, a member of the prosperous Kenan family, met at a gift shop near the Grand Canyon in Arizona. With their long history of philanthropy and public service, the Kenan family has been active in Thailand ever since.

1996:

Kenan registered as a Thai non-profit development foundation with support from the Thai government, USAID, the William R. Kenan Jr. Charitable Trust, and the Frank Hawkins Kenan Institute of Private Enterprise at the University of North Carolina at Chapel Hill.



1999:

USAID selected Kenan to manage the Thailand-component of the Accelerating Economic Recovery in Asia (AERA) program, which evolved into a 10-year, U.S. \$23 million economic recovery and reform initiative.

1999:

Kenan received Thailand Charitable Organization Status from Thailand's Ministry of Finance.



2002:

Kenan began new regional projects under AERA to increase business competitiveness in Cambodia and Vietnam.



2006:

Kenan piloted the Inquiry-based Science and Technology Education Program, our first STEM education project, in Phang-nga province.



1996-1998

1998:

In response to the 1997 Asian Financial Crisis, Kenan launched the American Corporations for Thailand (ACT) initiative, in which Kenan worked closely with U.S.-based companies to retrain workers who lost their jobs during the crisis. Under ACT, Kenan implemented more than 50 projects that helped some 27,000 individuals gain the skills needed to re-enter the workforce.



1999-2001

2001:

Kenan completed the North Carolina-Vietnam Environmental Trade and Technologies Initiative that linked environmental technology suppliers from North Carolina to Vietnam and addressed policy and financing constraints that prevented the development of water supply and treatment systems.



2002-2005

2005:

After the devastating 2004 tsunami, Kenan launched the Tsunami Recovery Action Initiative (TRA), a five-year program to develop a model for community-based tourism to improve the livelihoods of people in the tsunami-affected areas of southern Thailand.



2006-2008

2008:

To empower poor, marginalized women in Thailand, Kenan and the Citi Foundation partnered to implement the Financial Literacy for At-Risk Women project. The project provided more 3,000 women with essential financial skills to manage their money effectively and build a better life. During the eight-year program, Kenan worked with women from a range of vulnerable groups, including women serving short-term prison sentences as well as women employed in temporary jobs and nightlife occupations.



Kenan Foundation Asia was established in 1996 as an independent, locally-registered organization with the belief that long-term development can best be achieved through free enterprise mechanisms, boundary-spanning partnerships, and practical expertise. With former Prime Minister Anand Panyarachun serving as the founding chairperson, Kenan began by fostering development partnerships between U.S. and Thai organizations. Although Kenan has evolved over the years, we have remained committed to empowering people with the knowledge, technology, and skills necessary for a better future.

2009:

USAID awarded Kenan with a major grant to conduct a cross-border, public health initiative called the Greater Mekong Sub-region Responses to Infectious Disease project to combat the spread of malaria and other infectious diseases in Cambodia, Lao PDR, Thailand, China, and Vietnam.



2014:

Kenan opened a second office in Hanoi, Vietnam to strengthen our commitment to sustainable development in the region.



2016:

With Thailand fast approaching aging society, Kenan started the Pfizer Healthy Aging Society project, a three-year effort to establish a preventative, holistic healthcare model for pre-seniors and seniors.



2019:

Kenan partners with Facebook to train SMEs in Thailand from diverse communities, including historically marginalized groups. The program is focused on upskilling SMEs to help catalyze digital transformation, support inclusion and accelerate Thailand as a digital economy.



2009-2011

2011:

Kenan began the four-year Lao Encouraging and Applying Democracy (LEAD) project, the first ever United Nations Democracy Fund project in Lao PDR. LEAD enhanced the enabling environment for civil society organizations to operate effectively by increasing engagement between Lao government officials and civil society.



2014-2015

2015:

Kenan partnered with Chevron to launch the Chevron Enjoy Science Project, a U.S. \$30 million, five-year public-private partnership to strengthen Thailand's competitiveness and innovation by improving STEM education and technical vocational education and training (TVET) across the country.



2016-2018

2018:

After successfully leading the Boeing Technology Enhanced Learning (TEL) project in Thailand for over eight years, Kenan expanded TEL to Vietnam to further advance STEM and 21st century education in Southeast Asia.



2018:

Kenan surpassed a new beneficiary milestone – reaching more than 1,000,000 people in a single, 12-month period.



2019-2020

2020:

Kenan moves its programming online in response to the global COVID pandemic.



25 YEARS PROJECT HIGHLIGHTS

1993

U.S.-Thailand Development Partnership

Kenan's founding was a response to Thailand's incredible development as a market-based economy between 1970 and 1990. Rapid growth changed Thailand's view of itself from an under-developed country in need of outside assistance to one not only capable of helping itself, but able to assist its neighbors as well. This view was strongly supported by key Thai technocrats involved in national economic and social development led by Prime Minister Anand Panyarachun. In all, the US-TDP initiative supported more than 70 US-Thai projects in the areas of health and environment.



1998
2005

American Corporations for Thailand (ACT)

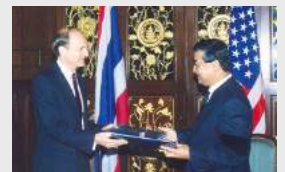
In 1998, the leading US corporations, including AIA, Unocal, American Express and Dow Chemical, in Thailand came together with the goal of demonstrating their long-term commitment to Thailand. In response, from 1998-2005, Kenan administered the American Corporations for Thailand (ACT) project, working with American companies to retrain people left unemployed by the 1997 Asian Financial Crisis. Under ACT, Kenan designed and implemented more than 50 projects serving some 700 trainers and about 27,000 trainees, helping a high percentage of them to find new jobs.



1999
2009

Accelerating Economic Development in Asia (AERA)

From its inception in 1999, the USAID-funded, USD 23 million AERA program was a broad-based, bi-national program that supported Thai efforts at economic recovery and reform with assistance from the United States. AERA activities focused on building the capacities of over 1,000 SMEs and training more than 18,000 bank officials, helping to ensure that the real and financial sectors had the skills and understanding to effectively recover and thrive in the new economic environment. In addition, 30 important policy changes in finance, court processes, accounting and competitiveness were launched through 22 institutional US and Thai organizational partnerships, many of which continue over a decade later.



2005
2010

Tsunami Recovery Action Initiative (TRAI)

Responding to the catastrophic tsunami that devastated southern Thailand in late 2004, and working with funding from a range of donors including the William R. Kenan, Jr. Charitable Trust, the Kenan Institute of Private Enterprise, USAID, Microsoft, the Bush-Clinton Fund, the World Tourism Organization, and the European Community, Kenan implemented the five-year TRAI program to rebuild the shattered tourist industry of hard-hit Phang-nga Province.

Working in close collaboration with the Phang-nga Governor's office, the Phang-nga Tourism Association, the Ministry of Education, and the Lam Kaen Tambon Administration Office, Kenan built the capacity of over 2,000 tourism business entrepreneurs, community members (spanning 14 distinct communities), students, educators, and government officials.



2009
2012

Border Action Against Malaria Program (BAAM)

Starting in 2009, Kenan, with funding from USAID, supported systematic control of drug-resistant malaria throughout Thailand. For example, Kenan built the capacity of the Phuket Provincial Health Office to eliminate local malaria transmission. A malaria prevention and control unit was established, and highly experienced retired malaria workers were employed to lead development of a model for elimination of malaria transmission, the first of its kind in the Greater Mekong Subregion.





Boeing Technology Enhanced Learning (TEL)

Since 2010, Boeing and Kenan have worked together on the Boeing TEL project that supports the development of teachers through training on innovative pedagogies and information and communications technology (ICT), as well as science and math.

Since launching, the project has trained 145 school principals, 579 teachers, and 200 master teachers, who have in turn enhanced the learning experience of more than 500,000 students.

Jan 2010
Present



Chevron Enjoy Science

The USD 30 million Chevron Enjoy Science project was one of the world's largest ever education focused public-private-partnerships, designed to accelerate efforts to create an inclusive, sustainable education system in support of transforming Thailand into a high income nation. The five-year project directly impacted the lives of over 3 million students, parents, teachers, and workers, and improved education performance to help meet the pressing and future needs for a highly-skilled, knowledgeable modern workforce.

Apr 2015
Apr 2020



Pfizer Healthy Aging Society

In August 2016, Kenan and Pfizer Thailand Foundation launched the Pfizer Healthy Aging Society project, a three-year initiative to address Thailand's significant demographic transformation by establishing a preventative and alternative health care approach for pre-seniors and seniors that will lead to quality aging.

The three-year initiative that built the capacity of 230 community health volunteers who became change agents that promoted mental, physical, and financial wellbeing to over 4,000 seniors and pre-seniors in disadvantaged communities of Ubon Ratchatani and Bangkok.

Aug 2016
Jul 2019



Community-Focused Financial Learning and Leadership

Under the Community-focused Financial Learning and Leadership project, Kenan and Citi Foundation raised the financial knowledge of community leaders and members of disadvantaged communities to develop sound saving habits and achieve long-term financial freedom.

The project increased the financial literacy knowledge of the participating community members by an average of 23% over the baseline and had adopted more disciplined financial habits. 90% of responding participants were saving and 57% were conducting household accounting for budgeting. The project directly benefitted 2,032 community members and 226 community leaders from 49 communities in Bangkok, Samut Prakan, Nonthaburi, Pathum Thani, and Chachoengsao provinces.

Oct 2016
Mar 2020



YSEALI Economic Empowerment Regional Workshop

The YSEALI Generation: ECommunity! workshop brought together 80 of Southeast Asia's brightest young leaders with a passion for economic, business, and social development to expand their knowledge about the ASEAN Economic Community (AEC), trade relations with the United States, and non-economic considerations of economic growth.

May 2017
Feb 2018

KENAN'S WORK IN THE REGION



Kenan continues to positively impact the lives of people beyond Thailand's borders, with programs that tackle shared challenges across the region, including creating economic opportunity for SMEs, enhancing the role of civil society organizations in citizens' rights advocacy, and developing young leaders for a stronger future ASEAN.

SMEs are key drivers of economic prosperity in the ASEAN region. With support from USAID, the Thai government, APEC and the ASEAN Secretariat, Kenan assisted in strengthening economic opportunities for SMEs in ASEAN, from supporting individual businesses to developing cluster strategies and policy recommendations. In the past five years, Kenan has assisted almost 5,000 ASEAN MSMEs to improve their operations, grow their networks, and access new markets to expand their business. Kenan also played a critical role in supporting the ASEAN Secretariat in developing the 10-year ASEAN Strategic Action Plan for SME Development, planning and designing a SME regional roadmap for cluster development in the wellness sector, and presenting e-commerce policy actions for adoption by APEC member countries.



In Lao PDR and Vietnam, we demonstrated the power of constructive advocacy of civil society organizations with governments. Our programs fostered understanding and collaboration between the two sectors, enhancing their work to address issues affecting key populations, including women, factory workers, people with disabilities, and minority groups. We developed communication and negotiation skills of over 700 civil society leaders and staff from more than 50 CSOs, and facilitated dialogue with government agencies to enact policy change so as to meet the needs of their beneficiaries.



Our partnership with the U.S. Department of State on the Young Southeast Asian Leaders Initiative (YSEALI) has expanded to implementing three projects since 2017. Our regional YSEALI projects have enabled 146 future leaders from across ASEAN to form regional alliances to promote social entrepreneurship as model for a sustainable economic growth. In Vietnam, Kenan is enabling 750 youths from across the country to develop their critical thinking skills and build their understanding of global citizenship. This leads them to recognize their position in an increasingly connected world and the resources that come with it.

KENAN POLICY RECOMMENDATIONS

Kenan is well recognized for its expertise and proven program models, with over 25 years of experience in developing recommendations to address key challenges in public health, community development, economic development, and education.

By partnering across a range of sectors, including businesses, government, multilateral partners and nonprofits and CSOs, Kenan has developed strong trust and connections and leveraged this network to input into policy recommendations to drive Thailand and Southeast Asia towards a sustainable and healthy society.

2002 Kenan's Model for International Partnerships

This report was compiled to demonstrate the achievements of mutually-beneficial US-Thai partnerships and highlight the importance of Kenan's economic development partnership program in helping Thailand recover from the financial crisis and strengthen its economic reform.

<https://www.kenan-asia.org/kenan-model-partnerships/>

2005 Philanthropy in Disasters: Tsunami and After Case Study: Corporate Philanthropy in Thailand

This paper addresses the issue of how and why corporate philanthropy after the tsunami was so strong in Thailand. It also provides recommendations on how the lessons-learned from this disaster can lead to better preparedness in the future through leveraging the resources of the corporate sector.

<https://www.issuelab.org/resources/13924/13924.pdf>

2007 Comparative Assessment Study of Patent Offices in Southeast Asia

The overall goal of this study was to help strengthen patenting and trademark registration processes in the region by providing comparable country-specific information related to patents.

<https://www.kenan-asia.org/kenan-comparative-assessment/>

2010 A Study of Corporate Community Involvement in Vietnam among Global Compact Network Vietnam Members, UNDP

This study supported the development of Vietnamese companies and communities in understanding that Corporate Community Involvement (CCI) not only earns higher short-term profits or achieves environmental standards but is a means to build a healthy, sustainable society.

<https://www.kenan-asia.org/wp-content/uploads/2017/11/Embedding-CSR-Summary-English.pdf>

2013 LEAD II – Case Study Lao Encouraging and Applying Democracy for Civil Society

Kenan's focused LEAD programs in Laos with constructive advocacy strategy for cooperative approach with governments resulted in studies contributing to the awareness of the important role that CSOs play in promoting development across the Asia-Pacific region.

<https://www.kenan-asia.org/lead-ii-case-study-lao-encouraging-and-applying-democracy-for-civil-society/>

2015 Citi Literacy Improvements for Better Finance in Thailand (LIFT)

Kenan developed a multi-pronged approach to change financial literacy policies, including establishing a core group of activists to support savings policy changes and promote the teaching of financial literacy. The mobile application was launched to promote the financial literacy for factory workers with a partnership with Ministry of Labor. The publication was put forward to key policy makers with recommendations and policy options to help develop Thailand's national financial literacy strategy.

<https://www.kenan-asia.org/rc-studies-reports-01/>

2017 OKMD Knowledge-Based Lampang City

In order to create a "healthy" economy for Lampang city, the Office of Knowledge Management and Development (OKMD) joined Kenan to conduct a research study on knowledge demand and supply in Lampang and develop a city strategic plan for 1, 5 and 20 years. OKMD and Kenan developed a knowledge-based city strategic plan covering culture, heritage and policies in urban, economic and social development.

<https://www.kenan-asia.org/research-project-business-strategies-of-creative-smes>



2018 Building TVET for Thailand's Future

This whitepaper presented a framework for building the skills of Thai technical education students to meet the needs of Thailand Industry 4.0.

<https://www.kenan-asia.org/building-tvet-for-thailands-future-conference-brief/>

2018 Informal STEM Education Policy Brief

This research identified key policy actions to leverage informal education to deepen STEM learning, the goal of the work is to make informal STEM education a core part of Thailand's overall STEM education policy.

<https://www.kenan-asia.org/informal-stem-education-policy-brief/>

TRANSFORMING EDUCATION



Changing education is hard, even more so last year with a devastating global pandemic. Yet with disruption comes opportunity. An outdated education model has constrained the development of Thai students for decades. COVID-19 presents Thai education with the opportunity to embrace 21st-century learning. To create lasting change, Kenan not only offers educational programming to inspire students, but also builds skilled teachers and grows strong principals. For that transformation to take place in every school across the country, we need to continue to invest. Thailand's future depends on it.

In 2020, Kenan continued working towards its goal of transforming education. Overall, our projects in Thailand and Vietnam reached more than 2,000 teachers and schools leaders and over 650,000 students.

[Read more](#)



Program: Enhanced Project-Based Learning (E-PBL)
Course: Technology Enhanced learning (TEL)
Funder: The Boeing Company
Amount: USD 160,000
Location: Hanoi, Vietnam and Bangkok, Nakhon Nayok, Samut Prakan, Thailand

The project builds the capacity of teachers to deliver integrated, technology-aided STEM lessons using Kenan's Enhanced Project-Based Learning (E-PBL) model to improve students' engagement in the classroom and learning outcomes. In the two countries, Kenan trained more than 200 teachers and school leaders, who reached over 20,000 students.

New Program Enables One Educator to Transform Her Classroom

"I enjoy teaching when my students are enthusiastic and motivated," said Ms. Sayamol Hongsira, a 7th-9th grade science teacher in Rayong, Thailand.

Finding the magic formula to inspire students isn't easy, however, no matter how well-meaning or dedicated a teacher is. Like most educators in underprivileged schools in Thailand, Ms. Sayamol had the tricky task of making science class fun, interactive, and educational for her students without access to resources for experiments or training opportunities to learn how to deliver quality lessons.

In the face of these obstacles, Ms. Sayamol's first three years in the classroom were difficult. She did her best to deliver engaging lessons but there simply wasn't enough equipment for her students.



[Read more](#)



Leveraging Hands-On Learning to Build Knowledge in Science

Teachers play one of the most important roles in a student's life, this makes teaching jobs challenging and full of responsibility, while still being rewarding in many ways. Mr. Nopparat Buranathavorn, a science teacher at Nikhom Sang Ton Eng School in Rayong Province, knows this very well.

Finding ways to inspire students is not easy. In many public schools in Thailand, resources are still limited and teachers are beholden to an outdated key performance indicator (KPI) system that is not centered on applied learning. This means that teachers are unable to gain access to learning tools, ultimately preventing them from effectively running learning activities.



[Read more](#)



Course: Enhanced Project Based Learning (EPBL)
Funder: Caterpillar Foundation and individual donors
Amount: USD 140,983
Location: Rayong, Thailand

The project will apply an enhanced project-based learning methodology (a method of instruction whereby students tackle projects based on real world criteria, utilizing methods and learning from in class instruction) as a key element in enhancing teacher capability to improve in-class instruction, raise student grades, and ultimately better prepare students for career opportunities.



Small Restaurant Adapts for Sustainable Business Success

Chatchettha's inspiration to start his business came from his grandma's Chinese food recipes. He used to operate a Thai made-to-order restaurant, but it did not go very well. His wife began to think about making something different and realized that they had secret recipes from his grandma. That led them to search for the right mixture of ingredients to make special dishes for their customers.

*Chatchettha Larparongchai, Ama Dim Sum restaurant
Boost with Facebook participant*

STRENGTHENING SMALL BUSINESSES

For decades, tens of thousands of people have operated small, community-based businesses as their livelihood. However, e-commerce, digitization, and urbanization are changing the business landscape at an unprecedented pace and putting the mom-and-pop shops that play an integral role in local communities at risk.

In 2019, Kenan, in partnership with Facebook, stepped up to help small business owners traverse the digital landscape by delivering training on essential knowledge and skills needed to succeed in the modern economy. Through the training, Kenan empowered more than 700 small business owners, with an emphasis on individuals from disadvantaged groups

(LGBTQI persons, people with disabilities, ethnic minorities, and women) to grow successful businesses in communities across Thailand.

To succeed in the highly competitive, globalized world, small business owners urgently need to transform their operations to meet changing customer preferences. Kenan helps small business owners and entrepreneurs make the leap by inspiring entrepreneurship, developing essential business skills, and helping create an enabling environment in which small business owners can achieve their dreams.



[Read more](#)



Project Name: GHB Seniors Got Talent
Funder: Government Housing Bank
Amount: THB 1 million
Length: October - December 2020
Location: Thailand
Summary: Kenan led the GHB Seniors Got Talent project to enhance entrepreneurship and online marketing skills of senior citizens. By helping senior citizens get online and develop sound business models, Kenan is strengthening the ability of hundreds of businesses to optimize their use of Facebook and access new markets.



Project Name: Boost with Facebook: An Inclusive Digital Capacity Building Program for Thai MSMEs
Funder: Facebook
Amount: THB 4.3 million
Length: March - December 2020
Location: Thailand
Summary: During its second year, "Boost with Facebook" will continue empowering individuals, including those from traditionally marginalized communities, with the skills needed to build successful small businesses in the modern economy. In year one, the project trained 2,183 small business owners and managers, of which 765 were members of marginalized groups.

BUILDING LASTING COMMUNITIES AND NEXTGEN AGING

Looking at the past 25 years, Kenan's community work began with a focus on regional environmental issues and quickly expanded to encompass projects promoting women and religious minorities, youth, people with disabilities, LGBTI individuals, and marginalized communities. Kenan's approach ensures that we transfer knowledge and capacity to those we work with, empowering people and their communities. This was achieved by partnering with the Thai government and international organizations including USAID, the U.S. State Department, UNICEF, UN Women, Citi Foundation and Facebook.

To overcome community challenges, Kenan prioritizes inclusive development tackling gender inequality and social issues to enable people with a sense of resilience. Kenan is introducing a new, holistic and innovative model to communities, empowering youth leaders across Thailand and the ASEAN region to become positive change agents in communities. This kind of inclusive development supplies much-needed financial and digital literacy training to low-income people – to achieve financial security, address the needs of pre-seniors and seniors in the context of a rapidly aging society, and enhance the skills of youth and community leaders.

Kenan expands grassroots level work to drive broader transformational changes, ranging from environmental, human rights, economic, or social, with a mindset geared towards long-term solutions. Although new challenges are constantly emerging, our goal remains the same: to build lasting communities where all people can achieve their dreams.

Project Name: USAID Chumchon Harapan

Funder: USAID

Amount: USD 775,000

Length: September 2018 – August 2021

Location: Thailand

Summary: The program trains youth on leadership and community citizenship skills. The youth then develop community projects, with support from local leaders, and engage their peers at school to contribute to activities that address shared community challenges. Youth-led community activities bring together members of different backgrounds who have a mutual interest in supporting their children.



[Read more](#)

Project Name: We Think Digital

Funder: Facebook

Amount: THB 4.7 million

Length: April – December 2020

Location: Nationwide in Thailand

Summary: The project will promote a sense of digital citizenship and equip Thai youth and teacher from school with tools and skills of We Think Digital module to effectively navigate and engage in the growing and evolving digital community. Helping Thais to be a part of a global community of responsible digital citizens equipped with skills for a digital world.



Project Name: Aspiring Hospitality Workers of Tomorrow Initiative

Funder: Citi Foundation

Amount: USD 170,000

Length: October 2019 – September 2020 (12 months)

Location: Bangkok, Thailand

Summary: The project develops the partnerships with government and private sector and standardized training materials necessary to build the employability, 21st century, workplace, and financial life skills and provide training and internships in housekeeping and food and beverage service of low-income youth (18-24 years old) to help them gain quality employment by entering the high-end hospitality sector and achieve long-term financial mobility.

Project Name: YSEALI "FuturePreneur" Economic Empowerment Regional Workshop and YSEALI Vietnam 2020 Workshop Series

Amount: USD 269,139 and USD 160,000

Length: July 2019 – September 2021

Location: Thailand and Vietnam

Summary: The workshop in Bangkok will bring together 66 youth leaders from the ASEAN region and Timor-Leste for a multi-day workshop centered on the YSEALI pillar of economic empowerment. In rural provinces across Vietnam, Kenan will organize 15 two-day workshops, each of which will have at least 50 participants.

Project Name: Community-focused Financial Learning and Leadership I-III

Funder: Citi Foundation

Amount: USD 540,000

Length: October 2016 – March 2020 (42 months)

Location: Bangkok, Nonthaburi, Samut Prakan, Pathum Thani, Chachoengsao, Thailand

Summary: The project raises the financial knowledge of community leaders and members of disadvantaged communities to develop sound saving habits and achieve long-term financial freedom. Over its three phases, the project directly benefitted 2,032 community members and 226 community leaders from 49 communities in 5 provinces: Bangkok, Samut Prakan, Nonthaburi, Pathum Thani, and Chachoengsao.

Project Name: WeEmpowerAsia: Empowering Women for Stronger Societies

Funder: UN Women

Amount: USD 160,000

Length: 20 months

Location: Thailand

Summary: WeEmpowerAsia is a UN Women programme funded by and in partnership with the European Union that seeks to increase the number of women who participate in and lead in business in seven countries in Asia. The project in Thailand strives to increase women's leadership, participation, and access to business opportunities within the private sector to advance sustainable and inclusive growth. This is accomplished through awareness raising activities and engaging government agencies and private sector companies in policy discussions and dialogues to advance women's economic empowerment.

INDEPENDENT AUDITOR'S REPORT

To the Board of Trustees of Kenan Foundation Asia

Opinion

I have audited the financial statements of Kenan Foundation Asia (the "Foundation"), which comprise the statement of financial position as at 30 September 2020, the statements of income and expenditures and changes in fund balances for the year then ended, and notes, comprising a summary of significant accounting policies and other explanatory information.

In my opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Foundation as at 30 September 2020 and its income and expenditures for the year then ended in accordance with the Thai Financial Reporting Standard for Non-Publicly Accountable Entities (TFRS for NPAEs).

Basis for Opinion

I conducted my audit in accordance with Thai Standards on Auditing (TSAs). My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report. I am independent of the Foundation in accordance with the Code of Ethics for Professional Accountants issued by the Federation of Accounting Professions that is relevant to my audit of the financial statements, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Other Matter

The financial statements of the Foundation for the year ended 30 September 2019 were audited by another auditor who expressed an unmodified opinion on those statements on 12 February 2020.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with TFRS for NPAEs, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Foundation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Foundation or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with TSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with TSAs, I exercise professional judgment and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Foundation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Foundation's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Foundation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with management regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

Charinrat Noprampa

Certified Public Accountant
Registration No. 10448
KPMG Phoomchai Audit Ltd.
Bangkok
16 February 2021

Statement of Financial Position

As at September 30, 2020

	Baht
Assets	
Cash and cash equivalent	2,774,846
Long-term investment	154,205,800
Property and equipment	8,252,488
Others	5,365,431
Total Assets	<u>170,598,565</u>
Liabilities	
Accounts payable and other current liabilities	4,218,554
Provision for employee benefits	9,469,106
Total liabilities	<u>13,687,660</u>
Fund Balance	<u>156,910,905</u>
Total Liabilities and Fund Balances	<u>170,598,565</u>

Statement of Income and Expenditures

For the year ended September 30, 2020

	Baht
Revenues	
Donation income *	42,766,304
Other income	37,882,677
Total Income	<u>80,648,981</u>
Expenditures	
Program expenses	127,590,058
General and Administrative	55,412,039
Depreciation and amortization	1,451,262
Loss on sales of investment	8,203,045
Total Expenditures	<u>192,656,404</u>
Deficit of income over expenditures	<u>(112,007,423)</u>

* Revenue from Chevron Enjoy Science Project of 103 million Baht was received in September 2019 and realized as revenues in FY 2019. The remaining deficit is covered by the Organization's "Fund Balance".





**Thailand Charitable Organization Registration #350,
under the Ministry of Finance
US 501(c)3 Equivalency Status**

MAIN OFFICE

Room No. 191/63, 191/64, 16th Floor, CTI
Tower 191 Ratchadapisek Rd., Klongtoey,
Bangkok 10110

E: info@kenan-asia.org
T: +662-260-0380
F: +662-260-0388

VIETNAM OFFICE

Pan Pacific Hotel Hanoi
1 Thanh Niên, Yên Phụ, Tây Hồ, Hà Nội,
Vietnam

E: info@kenan-asia.org
T: +844-3715-1777
F: +844-3715-1777



[Facebook.com/KenanThailand](https://www.facebook.com/KenanThailand)



[linkedin.com/company/kenan-asia](https://www.linkedin.com/company/kenan-asia)



www.kenan-asia.org

**EMPOWERING PEOPLE
TO ACHIEVE THEIR DREAMS**