



Annual Report 2025



Presented by:

**Foundation for Mother and
Child Health Indonesia**

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INTRODUCTION

This annual report reflects the efforts and achievements of FMCH Indonesia (Yayasan Balita Sehat Indonesia) throughout 2025, highlighting our continued commitment to empowering communities, advancing early childhood education, promoting environmental sustainability, and strengthening maternal mental health initiatives. The report presents an overview of program implementation, key achievements, challenges encountered, and lessons learned across FMCH Indonesia's core areas of work during the year.

The objective of this report is to document the progress of FMCH Indonesia's programs in 2025 and to showcase the positive impacts generated through collaboration with partners, stakeholders, and the communities we serve. By sharing these insights, FMCH Indonesia aims to uphold transparency, strengthen accountability, and build a solid foundation for program development in the years ahead.

Report Structure:

- FMCH Indonesia Coverage: A snapshot of our reach and scale in 2025;
- Executive Summary: A brief overview of key highlights and outcomes;
- Program Overview: A summary of each program, including Womenpreneur, Food Drive, CSR initiatives, Mobil Pintar, PAUD, and Maternal Mental Health programs.
- Media and Communications Impact: Social media engagement and key campaigns;
- Fundraising and Donor Targeting: Partnership development and funding opportunities;
- Looking Ahead: 2026 Outlook and strategic priorities.

FMCH INDONESIA

COVERAGE

25 years of community service and public advocacy



Operations across 17 villages in NTT and 1 location in West Java



33 garment factories across Indonesia, 1,245 peer educators, 69,000 female workers training on health education



Engagement with 2 garment factories through piloting mental health peer educator initiatives, with 80 peer educators trained



Reaching 21 preschools, 54 teachers, 7.277 preschools student



276 community member involved in Climate Change Action



Mobile library reaching out to 29.747 children



8,563 mothers empowered through Womenpreneur and Health education



20 midwives and 67 Posyandu cadre trained on Maternal Mental Health



455 pregnant and breastfeeding mothers were psycho-socially supported through the Bunda Program



Continued support from Bank of America on climate action and women led green action.

NEW PARTNERSHIP

NESTA through Good Start Challenge —global challenge which aims to improve the wellbeing of parents and caregivers of young children in disadvantaged circumstances;

FUGUKU on empowering early childhood (PAUD) teachers in NTT;

J.Jill, facilitated by Eralda, a pilot project on mental health was implemented in a garment factory setting.

EXECUTIVE SUMMARY

In 2025, the Foundation for Mother and Child Health (FMCH) Indonesia continued its 25-year legacy of empowering underserved communities through impactful programs. Operating across 21 locations nationwide, FMCH Indonesia reached more than 8,563 mothers, 7,277 preschool students, and 69,000 garment factory workers.

Environmental sustainability remained a cornerstone of FMCH Indonesia's work this year. Through climate risk identification workshops and waste management training, FMCH Indonesia equipped 276 participants with practical skills to address climate challenges while promoting eco-friendly practices in education and entrepreneurship. Key achievements included the production of 201 organic soaps and 250 kilograms of compost, alongside reforestation and improved waste management initiatives.



This year also marked a significant milestone,

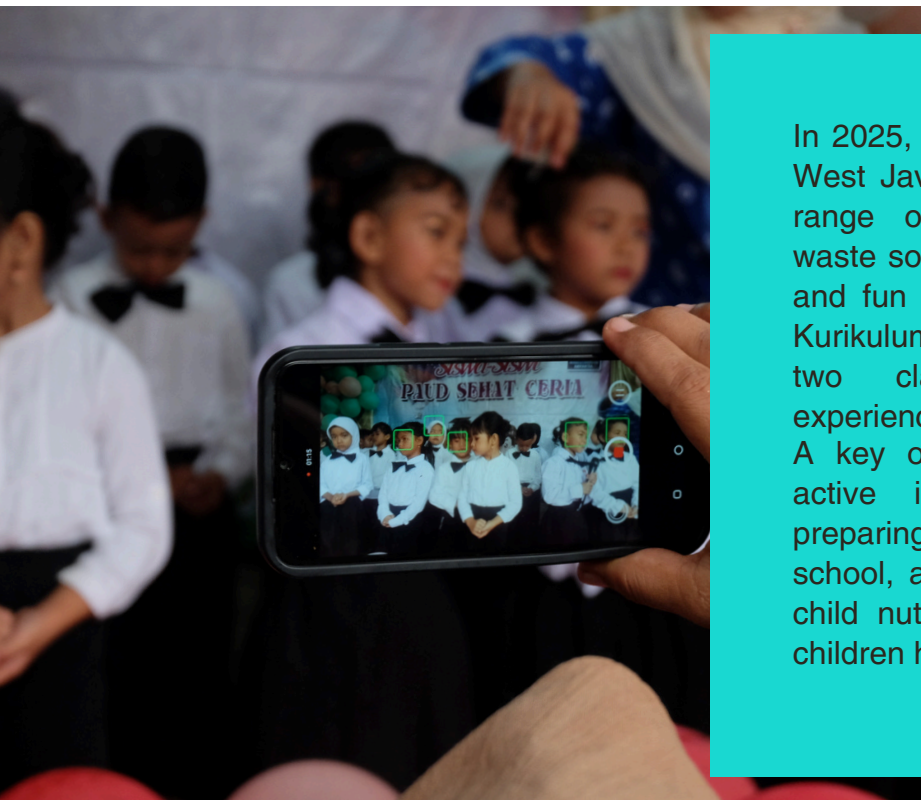
as FMCH Indonesia pioneered a mental health program in garment factory settings—the first in Asia. Through the Stronger Together initiative, the organization engaged women factory workers through peer educator training to raise awareness and strengthen mental health support systems in the workplace.

We also strengthened collaborations to mobilize donations and grant funding in 2025, supporting early childhood education through school supply assistance, as well as conducting health and dental screenings for preschool children.

At the end of the year, Indonesia faced floods and landslides in Sumatra. In response, FMCH Indonesia launched a fundraising initiative to provide assistance to affected mothers and young children. The support was delivered in two phases: the emergency response phase and the recovery phase.

PROGRAM OVERVIEW

Presschool, Early Learning Center



In 2025, PAUD Sehat Ceria in Bojonggede, West Java, engaged 43 children through a range of activities, including gardening, waste sorting, participation in a waste bank, and fun learning activities aligned with the Kurikulum Merdeka. The school operates two class sessions supported by experienced staff.

A key outcome of the program was the active involvement of 43 parents in preparing healthy meal boxes together at school, as part of efforts to promote better child nutrition. Until this year now, 257 children have graduated from the school.

In terms of environmental awareness, starting in May 2025, the PAUD Sehat Ceria has consistently engaged students, parents, and teachers in collaboration with the village to collect plastic waste. The waste is deposited into the school's waste bank once a month.

By the end of the year, these efforts have generated savings IDR 205.817 from the waste bank, which contribute to the school's operational funds.



Womenpreneurs

Continue from previous years, the Womenpreneur business team has implemented eco-friendly business practices. This is demonstrated by using sustainably sourced raw materials that have minimal environmental impact. We provided technical assistance in the preparation and analysis of financial reports for the Womenpreneur business team. In 2025, we working on reviewing the reports to ensure accountability and long-term business sustainability.

As of the end of last year, the Womenpreneur groups are still active. However, production activities have not yet resumed due to the absence of customer orders. Based on monitoring, the groups that are still engaged in production are PAUD Buin Noni, PAUD Fobonlunu, and PAUD Enobesa.



Challenges: some group members have become inactive for various reasons.

Areas for Improvement:

- Strengthening communication among group members.
- Improving financial record-keeping and reporting practices.
- Improving marketing strategy through online selling via marketplace and social media

Women Led Green Action

In 2025, the program is focusing on waste management at the household, early learning center, and community levels. It is also integrating waste management into our social enterprise model, partnering with local experts in upcycling non-organic waste and turning organic waste into valuable products led by 20 pre-schools and womenpreneur groups in 17 villages. Approximately 39,854 community members of villages benefiting from the program, including mothers, teachers, students, and local community leaders.

Climate Change Workshop and Waste Management Practices



The Climate Change and Waste Management Workshops were conducted in South Central Timor and Southwest Sumba, reaching a total of 276 participants. Following the workshops, several good practices have begun to emerge at both the PAUD and village levels

For example, after the workshop in Laga Lete Village, Southwest Sumba, in July, community village have started practicing waste sorting—particularly separating plastic waste—and collecting it in sacks placed in their own yards. Sacks are now commonly placed in front of each house to gather plastic waste, which will later be processed through further training.



Key Accomplishments, Behavioral Change and Community Adoption Include:

276 women, youth, and community members

adopted key climate adaptation practices including waste segregation, composting, recycling, and upcycling.



Womenpreneurs groups actively lead

community waste collection and environmentally sustainable initiatives in all target villages.



All 20 PAUD centers now implement structured waste management systems, including plastic waste segregation and recycling stations, fully meeting the project's target.

At household level, resource-saving behaviors improved: 55% of respondents report using water efficiently and 24% are practicing responsible electricity use.

There was a substantial reduction in households that “never reuse materials” from 50.8% at baseline to 7.9% at endline, indicating strong adoption of circular practices.

Tree planting/gardening: 267 of 268 respondents at endline (99.6%) reported planting around their homes, maintaining very high adoption from baseline (99.7%). Crop diversity: There is a proportional increase in food crops planted (from 16% to 19%), indicating stronger household-level food resilience. This reflects sustained community commitment to home-based climate adaptation practices.



Challenges. Despite strong progress, the program faced several operational challenges:

- Technical capacity gaps: Limited local expertise in advanced waste management slowed implementation in some locations.
- High equipment costs: Procuring plastic processing tools remains a financial constraint.
- Connectivity barriers: Poor access of road and limited internet connectivity complicated coordination and remote support.
- Baseline awareness: Initial low understanding of proper waste segregation required intensified training efforts.
- Seasonal livelihoods: Activities coinciding with the corn harvest season and unpredictable weather sometimes reduced community availability for engagement.



Lesson Learned.

Addressing these challenges has highlighted the importance of adaptive planning, flexible scheduling, and prioritizing community leadership in implementation.

CSR Day: PAUD Sehat Ceria and Bank of America



On September 20, 2025, Bank of America partnered with FMCH Indonesia and PAUD Sehat Ceria for a CSR Day at Jakarta Aquarium & Safari, bringing together children and parents for a day of learning and engagement.

Children participated in an educational aquarium tour, where they learned about marine life and environmental conservation. At the same time, parents attended a practical financial literacy session focused on budgeting and smart financial planning. Stationery sets were also distributed to the children as part of the program. The day reflected a shared commitment to empowering families through education and sustainable support.

Food Drive

Through the Food Drive initiative distributed by FMCH Indonesia,

Bank of America supported PAUD serving as a Christmas and end-of-year 2025 gift by providing supplementary feeding for children and Christmas parcels for teachers during November–December 2025.



The program benefited a total of 523 students and 50 teachers, including 284 students and 31 teachers in South Central Timor, and 239 students and 19 teachers in Southwest Sumba. The Food Drive contributed to improved nutritional intake and overall well-being of children and educators, and was warmly received with strong support from local communities.

Mobil Pintar

Mobile Pintar in Sumba delivering books and literacy sessions to selected PAUDs with the support of teachers and local facilitators.

Sessions emphasized interactive storytelling and child participation. In January—April 2025, Mobil Pintar back again serving in four villages: Wee Rame, Kabali Dana, Watukawula, dan Weelonda.

Challenge: Limited human resources, combined with the wide geographical coverage area, remains a key challenge in program implementation.



Stronger Together: Promoting Mental Health Awareness Among Women Factory Workers Through Peer Education

FMCH Indonesia is proud to launch a new collaboration in the area of mental health this year. With the support of JJill, a global clothing brand, FMCH Indonesia firstly initiated the pilot project Stronger Together in Indonesia –even in Asia –to raise mental health awareness in the workplace—particularly among women working in garment factories.

The pilot was implemented in two garment factories in Bogor and Central Java. A total of 80 workers participated in structured mental health training sessions designed to increase understanding, reduce stigma, and strengthen peer support systems at work.

As the program still being implemented, FMCH Indonesia and J.Jill aim to contribute to healthier workplaces by strengthening mental health awareness and creating a culture of care. We remain optimistic that this initiative can be scaled and implemented in other factories in the future.



Medical Check and Dental Screening for Young Children



559

younger children received medical and dental screening.



500+

parents received an education session on: Hygiene practices and disease etc.

The screenings had been carried out in November-December 2025 in Bogor, Southwest Sumba (SBD), and South Central Timor (TTS), East Nusa Tenggara (NTT) supported by The Caterpillar Foundation through CAF America.

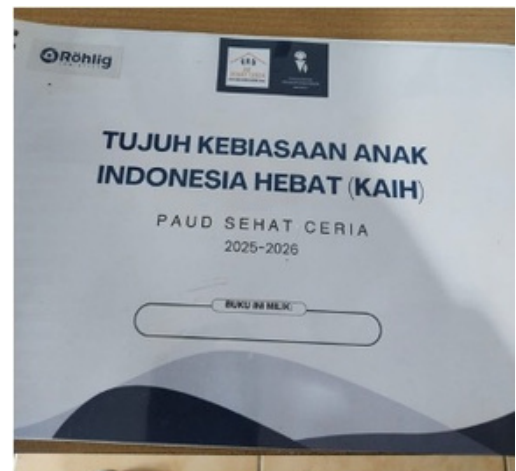
In addition, FMCH Indonesia with Puskesmas (local community healthcare) facilitated an education session for 559 parents focusing on: Hygiene practices and disease prevention, child nutrition and daily health monitoring, basic dental care and oral hygiene routines at home.

This initiatives held to strengthening early childhood health and wellbeing, particularly in underserved urban and rural communities with limited access to routine health services. For many of the children involved, this screening marked their first comprehensive health check-up since turning two years old or since completing their basic immunizations. Importantly, most children had never received a comprehensive dental examination before.



Distribution of Learning Materials and School Supplies for Early Childhood Education

FMCH Indonesia distributed a one-time donation €1.000 from Röhlig Indonesia in the form of teaching materials and school stationary to supported PAUD, benefiting early childhood students.



Solidarity in Humanity: Collecting Donation for Mothers and Children Disaster Survivors in Aceh and Tapanuli Utara

FMCH Indonesia launched a fundraising initiative to support pregnant and breastfeeding mothers, infants, and young children affected by flooding in Aceh. The response was carried out in two phases with total of raised:

IDR 11.100.108



In addition, FMCH Indonesia provided toys and school supplies for children at Trauma Healing Posts in Sibalanga Village and Pagaran Lambung I Village, Adiankoting Subdistrict, North Tapanuli, on December 19, 2025. This distribution was carried out in collaboration with Yayasan Healthy Planet Indonesia.



Photo:Yayasan Happy Healthy Planet Indonesia



Photo:Yayasan Happy Healthy Planet Indonesia

MEDIA & COMMUNICATION

Social Media Outreach: FMCH Indonesia’s media strategy in 2025 focused on Instagram, TikTok, and YouTube, with Instagram serving as the primary platform for content dissemination. Infographic and visual content proved to be the most effective in driving engagement. For example, an Instagram infographic for National Nutrition Day received 101 likes, 33 shares, and reached over 3,400 accounts.

LinkedIn

The official page was established in April 2025 and has reached 1,521 impressions to date.

TikTok

From Q3 to December, the platform recorded 49,000 viewers. The most viewed content on educational topics.

Instagram

From April to December 2025, content reached over 69,700 views. Parenting-related content and includes expert tagging generated the highest views.

Youtube

Reached 1,468 viewers.

Website

A total of 12 articles were published gains 5389 view.

Lessons Learned and Future Plan: Visual content, particularly through collaborations, has shown strong potential to reach wider audiences. In addition, more “raw” and authentic content, such as mini vlogs, tends to generate better engagement compared to static posts.

Moving forward, the content strategy will prioritize more human-centered, interactive, and storytelling-driven content. The use of paid advertising will also be strengthened to expand reach. Furthermore, there is potential to build a stronger community by developing relatable content formats, such as talk shows or podcasts, to deepen audience engagement.

LinkedIn also shows strong potential to reach donors, partners, and other professional organizations—thereby expanding YBS’s professional network. This platform can be further developed through more strategic and high-quality content to strengthen institutional visibility and partnerships.

FUNDRAISING & DONOR TARGETING

Throughout 2025, FMCH Indonesia continued to explore funding opportunities through partnerships with corporations, foundations, and grant programs. A total of five proposals were submitted, with three successfully approved and currently being implemented or prepared for implementation.

One of the approved proposals was “Stronger Together: Promoting Mental Health Awareness Among Women Factory Workers Through Peer Education,” supported by J.Jill and currently under implementation. FMCH Indonesia also became one of the top 22 finalists in the global Good Start Challenge through the BUNDA (Bersama Mendukung Ibu Sehat dan Bahagia) program, which is now being implemented in East Nusa Tenggara through June 2026. In addition, a proposal supported by FUGUKU on recycled accessory production for PAUD teachers in East Nusa Tenggara officially started in November 2025.

Meanwhile, proposals submitted to DFAT and Tanoto Foundation were not selected for funding, although FMCH Indonesia advanced to the final stages of the selection process. These experiences strengthened FMCH Indonesia’s proposal development, donor engagement, and understanding of strategic fundraising priorities.



LOOKING AHEAD:

2026 OUTLOOK

Marketing expansion: strengthen FMCH Indonesia's visibility and outreach through strategic communication, digital engagement, partnerships, and community campaigns to reach more families, educators, women entrepreneurs, and supporters.

Capacity Building: respond to the growing need for teacher training and mentoring in preschools, particularly in early childhood education, child wellbeing, inclusive learning, and climate-conscious practices.

Collaboration: foster broader stakeholder involvement by strengthening partnerships with communities, schools, governments and policy makers, civil society organizations, and private sector partners to create collective impact.

Expansion: scaling up successful local program models to a national level across Indonesia.

THANK YOU




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