



FOUNDATION FOR
MOTHER & CHILD HEALTH
INDONESIA

ANNUAL REPORT 2024

FMCH Indonesia
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I. Introduction

This annual report reflects the efforts and achievements of FMCH Indonesia in 2024, showcasing our commitment to empowering communities, advancing early childhood education, promoting environmental sustainability, and initiating maternal mental health. It provides a detailed overview of our program implementations, key accomplishments, challenges faced, and lessons learned across varied initiatives.

The objective of this report is to document the progress of FMCH's programs and to highlight the positive impacts created in collaboration with our partners, stakeholders, and the communities we serve. By sharing these insights, we aim to foster transparency, inspire continued support, and lay a strong foundation for future initiatives.

Report Structure. This report is organized into the following sections:

1. FMCH Coverage: A roadmap of where we are now.
2. Executive Summary: Brief Overview of the Report
3. Program Overview: A detailed summary of each program, including Womenpreneur, Food Drive, CSR initiatives, Mobil Pintar and Motor Pustaka, PAUD, and Maternal Mental Health programs.
4. Key Achievements and Impact: Highlights of the outcomes achieved through these programs, supported by quantitative and qualitative data.
5. Challenges and Lessons Learned: Insights into obstacles encountered during program implementation and the strategies adopted to address them.
6. Social Media Impact: Engagement highlights and key campaigns.
7. Donor Targeting Opportunities: Potential funding opportunities.
8. Looking Ahead: 2025 Plans. FMCH's strategic priorities for the coming year, aimed at expanding our reach and deepening our impact.

This report is designed to serve as a resource for all stakeholders—donors, partners, community members, and the FMCH team—providing a clear and concise account of our journey in 2024.

II. FMCH Coverage

- **23 years** of community service and public advocacy
- **20 locations** in NTT and **1 location** in West Java
- **33 factories, 1,245 peer educators, 69,000 female workers training**
- **8,563 mothers empowered** through Womenpreneur and Health education
- **21 pre-schools, 6,582 students, 44 teachers**
- **Mobile library** reaching out to **29,747 children**

III. Executive Summary

In 2024, the Foundation for Mother and Child Health (FMCH) Indonesia continued its 22-year legacy of empowering underserved communities through impactful programs. Operating across 21 locations in Indonesia, FMCH directly benefited over 69,000 female factory workers, 8,563 mothers, and 6,582 preschool students. The Womenpreneur program empowered women to establish sustainable businesses, producing eco-friendly goods and generating additional income for participants. These initiatives also supported FMCH-affiliated preschools, improving education access and quality.

Environmental sustainability was a cornerstone of FMCH's work this year. With green business training and climate adaptation campaigns, FMCH equipped 941 participants with skills to address climate challenges while fostering eco-friendly practices in education and entrepreneurship. Key achievements included the production of 201 organic soaps and 250 kilograms of compost, alongside reforestation and waste management initiatives.

Facing challenges such as limited resources and market constraints, FMCH remains committed to fostering resilience, innovation, and partnerships to expand its reach and deepen its impact on Indonesia's most vulnerable communities.

IV. Program Overview

A. Womenpreneur

a) Summary of Key Achievements

Womenpreneur program has achieved desired results in the target communities, positively impacting the lives of women, children, teachers, and community leaders.

Key accomplishments include:

1. **8,563 community members benefiting** from the program, including mothers, teachers, students, and local community leaders.
2. **400 chips and 10 totebags** (Phase 1); **545 chips, 175 handmade crafts & woven fabrics and 250kgs organic fertilizers** (Phase 2) produced using local materials from the surrounding environment, demonstrating the community's capacity for sustainable production.
3. **201 Taniu soap products** (85 citronella and 116 avocado variants) have been marketed, contributing to the growth of local green businesses.
4. **A curriculum** for nature-positive education has been developed for children and parents at YBS-supported preschools, fostering environmental responsibility from an early age.
5. **52 mothers and teachers** have received training on climate change adaptation and environmental awareness.
6. **941 preschool students, teachers and mothers** have been involved in climate change adaptation and environmental conservation campaigns in 20 locations.
7. **A green business training module** was developed for the Womenpreneur business units
8. **56 teachers and parents** from 20 FMCH-supported pre-schools in Sumba & TTS cross trained on Green Business workshops in 2024, resulting in their empowerment to establish and manage sustainable enterprises in their communities.

These achievements highlight the program's commitment to empowering communities, promoting environmental sustainability, and fostering local businesses.

b) Impact of Womenpreneur

The Womenpreneur program, evaluated by FMCH over a two-year period (2022-2024), has initiated women-led businesses, with 98% of participants being women. It provides valuable skills in marketing, financial literacy, and green business practices, leading to 86% of participants earning additional income. Participating women, including mothers, primarily teachers, informal workers, and farmers, have applied their new knowledge to boost their businesses, fostering both economic and social empowerment. The program also promotes sustainable practices, such as reducing plastic use and creating eco-friendly products. Some business units have contributed

their earnings to support local PAUD. Bank of America's relentless support has been pivotal, enabling the program to deliver these transformative results. This partnership has not only improved participants' income but also contributed to environmental awareness in disadvantaged communities in Soe and Sumba Barat Daya.

- c) **Overview.** FMCH provides block grants of around IDR 6 millions to each business group, enabling members to purchase materials and produce goods based on group decisions. This program aims to boost the confidence of rural mothers and help them increase their income, positively impacting their well-being. The program was divided into two phases and all have been completed. Types of items produced on the second semester in Soe TTS shown below are more varied:

No	Business Groups	Product Item (Quantity)
1	Paud Buin Noni	Table Cloth Smok (20 pcs)
		Patchwork Wallet (20 pcs)
2	Paud Mahanaim	Knitted Bag (20 pcs)
3	Paud Fobon Lunu	Large Blanket Woven (10 pcs)
4	Paud Sion Nunleu	Woven Shawl (20 pcs)
5	Paud Fransiskus Xaverius	Fertilizer Compost (250 kg)
6	Paud Mentari Kobekaka	Medium Knitted Bag (20 pcs)
7	Paud Imanuel Mio	Cross Stitch Table Cloth (25 pcs)
8	Paud Fini Alekot	Banana Chips (95 pcs)
9	Paud Sonhalan	Lotis Shawl (4 pcs)
		Lontar Woven (6 pcs)
10	Paud Lilin Kecil	Buna Woven Shawl (10 pcs)

Meanwhile in Sumba, 6 business units produced banana, cassava and taro chips, and tote bags. Some were showcased and sold at the Pasola 2024 event. Women's groups in TTS and Sumba completed all production phases for woven and food item products. Bookkeeping practices and production SOPs, especially for food items, were implemented.

In TTS, production for weaving, Muti bowls, Lontar weaving, and food items has been completed. Products sold include Muti bowls, wovens, shawls and chips. Some remaining chips have been damaged thus not to be sold. Emphasis was placed on

accurate bookkeeping, but continued guidance is needed for consistency. In Sumba, production activities were mostly chips and tote-bags. All units are supported with detailed business administration and product quality assistance to ensure good taste and well wrapping. PAUD Bukit Zaitun team stood out for its exemplary practices in production and bookkeeping, while PAUD Budi Kasih managed to sell all their chips, both serving as role models.

In addition to food items, handicrafts and accessories, FMCH has also successfully completed Womenpreneur 2.0, focusing on locally sourced avocado and lemongrass organic soap under the 'Taniu Soap' brand. The initiative aimed to promote healthy living and support local agriculture, producing a total of 201 soaps—85 lemongrass and 116 avocado variants. The organic soap will be distributed to FMCH-supported PAUD students as part of a healthy living campaign, with additional stock available for sale at the FMCH souvenir shop in Soe, TTS.

Challenges. Local agricultural cycles and traditional events delayed production schedules. Securing market commitments for products like chips and obtaining raw materials, such as sweet potatoes, posed challenges. Slow sales prompted a shift towards smaller, more affordable products. Financial management and bookkeeping continue to require close support.

Real Contributions. Despite challenges, the program made significant progress during the first semester of 2024. In Sumba, 400 food items and 10 woven bags were produced, while Soe saw the production of 200 food items. Total sales in 2023 generated Rp. 18,500,000 (USD 1,250), with part of the profits supporting ELCs. Women have gained stronger decision-making roles, improved business skills, and additional income. Additionally, the program indirectly contributed to an increase in student enrollment in 20 FMCH-supported preschools.

Lessons Learned. Pricing and marketing strategies must align with local economic conditions. Expanding online sales and partnerships with local businesses is essential for market growth.



Picture. 1 Production activity at PAUD Sion Nunleu, TTS



Picture. 2 Production activity at PAUD Mahanaim Oeboi, TTS



Picture. 3 Production activity at PAUD Sonhalan, TTS



Picture. 4 Production activity at PAUD Santa Maria, SBD



Picture. 5 Production activity at PAUD Buin Noni, TTS

d) Green Business Training. FMCH Indonesia hosted two Green Business Training workshops in 2024 to empower 100 teachers and parents from 20 FMCH-supported pre-schools in NTT. The first session took place on September 13-14 at Sinar Tambolaka Hotel, Sumba Barat Daya. A second session was held on September 27-28 in Timor Megah, Soe, TTS. The training aimed to equip participants with the knowledge and skills necessary to create environmentally sustainable social businesses.

The first day focused on revisiting key concepts from previous social business training and introducing the impacts of climate change on business. Participants learned how to integrate climate education into early childhood learning, empowering teachers and parents to foster environmental awareness among children.

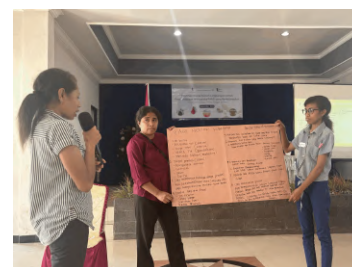
On the second day, the training centered on developing sustainable business models. Teams created business canvases that emphasized both environmental sustainability and profitability. The event concluded with a walking gallery, allowing teams to showcase their work, exchange feedback, and inspire each other.



Picture. 6 Discussion session at TTS



Picture. 7 Q&A session at SBD



Picture. 8 Presentation session at TTS



Picture. 9 Presentation session at SBD



Picture. 10 Group photo session all participant and trainers at TTS

e) Climate Change and Environmental Action Campaign. In August-September 2024, FMCH Indonesia collaborated with 20 PAUDs in Sumba Barat Daya and Timor Tengah Selatan (TTS) to launch an environmental action campaign, building on a climate change awareness program delivered earlier in the year. Each PAUD developed tailored activities focusing on sustainability and local environmental stewardship, with FMCH providing IDR 3 million to finance their campaigns.

In Sumba Barat Daya, PAUDs like Budi Kasih and Hati Nurani focused on reforestation, planting trees, flowers, and vegetables to promote green spaces and food security. In TTS, PAUDs such as Fini Alekot and Sonhalan Oenoni produced eco-friendly fertilizers from waste, encouraging sustainable practices. Other PAUDs, like PAUD Horeb and Tunas Bangsa, established school gardens, integrating environmental education with ecosystem preservation. Bukit Zaitun and Mentari

Kobekaka introduced waste segregation to promote recycling and responsible waste management.

This campaign reinforced knowledge from previous climate change awareness training and enabled students, teachers, and parents to take practical steps in environmental conservation. Activities such as tree planting, composting, and gardening fostered a deeper connection to environmental protection. The campaign aims to nurture a generation of environmentally conscious individuals committed to combating climate change through simple, impactful actions.



Picture. 11 Climate change action at PAUD Bukit Zaitun, SBD



Picture. 12 Climate change action at PAUD Hati Nurani, SBD



Picture. 13 Climate change action at PAUD Imanuel Mio, TTS



Picture. 14 Climate change action at PAUD Sion Nunleu, TTS

f) **Womenpreneur Souvenir Shop**

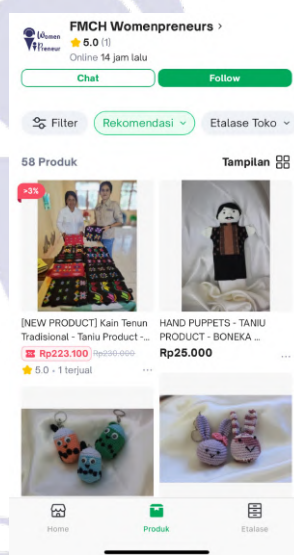
A souvenir shop has been opened in Soe, NTT, as part of the *Womenpreneur* marketing strategy. This initiative aims to empower women and support local business units by providing mothers with opportunities to earn additional income, contributing to their families' welfare. The shop showcases a range of unique, handcrafted products created by skilled mothers of PAUD children fostered by FMCH, highlighting their creativity and craftsmanship.

Conveniently located at Jl. Gajahmada RT 012 / RW 006, Karang Sirih, Soe, Timor Tengah Selatan, the shop also extends its reach through online platforms. *Womenpreneur* products are available for purchase via Instagram and Tokopedia, ensuring accessibility for a broader audience while promoting local talent and sustainable livelihoods.

A radio advertisement campaign in October 2024 to promote FMCH-supported business groups in Timor Tengah Selatan and Sumba Barat Daya, aiming to boost product awareness and inform listeners about purchasing options at the Soe souvenir shop, broadcasted on Radio Suara Pemerintah Daerah Soe.



Picture. 15 Womenpreneur offline store at Soe, TTS, NTT



Picture. 16 Womenpreneur online store at Tokopedia



Picture. 17 Womenpreneur official Instagram account

B. Food Drive

Overview. Bank of America staff demonstrated strong community commitment through their Food Drive, raising funds to support FMCH-supported preschools. This initiative provided three months (March – May 2024) of supplementary feeding for preschoolers and nutritious parcels for teachers, benefiting 392 students and 36 teachers in Soe and 482 students and 28 teachers in Sumba Barat Daya. The program enhanced children's nutrition and well-being, receiving positive local community support.

Challenges. While distributions were successful, documentation and social media content on this event needs improvement moving forward.



Picture. 18 Supplementary feeding at TTS



Picture. 19 Nutritious parcels distribution at TTS



Picture. 20 Nutritious parcels distribution at SBD



Picture. 21 Supplementary feeding at SBD

C. CSR Day with PAUD Sehat Ceria Bojong Bogor and Bank of America

On 24 August 2024, Bank of America partnered with FMCH and PAUD Sehat Ceria for a CSR Day at Aviary Park, Bintaro, bringing together families for a day of learning and engagement. The event began with opening remarks by Mrs. Mira Arifin, Indonesia Country Head, and Mr. M. Rahmat Laksamana, Head of Compliance. FMCH Indonesia's Program Director, Hafid Alatas, shared progress updates on their impactful partnership in 2024.

Children explored wildlife under the guidance of Bank of America staff, fostering awareness of biodiversity and environmental conservation. Parents attended a financial literacy session, gaining practical tips for managing family finances and improving financial decision-making.

The day concluded with a donation presentation from Bank of America to FMCH Indonesia to support education and child health programs in NTT. This collaboration highlights a shared commitment to empowering Indonesian families and building a brighter future for children through education and sustainable support.



Picture. 22 children strolling around aviary park with BOFA staff



Picture. 23 games session with children



Picture. 24 financial literacy session with parents

D. *Mobil Pintar* And *Motor Pustaka*

Progress and Challenges: The *Mobil Pintar* program in Sumba, which circulates books and literacy activities to remote villages has not been active until October 2024. The staff assigned to travel between villages were redirected to focus on the *Womanpreneur* which required intensive supervision on production. The same staff has also been in charge with FMCH office finishing task. *Mobil Pintar* resumed in October, starting with visits to four PAUD locations. The number of visits is increasing due to the assistance of PAUD teachers, and each session concludes with games where children retell the books they have read.

Meanwhile, due to limited operational funds and vehicle maintenance issues, *Motor Pustaka* has been paused the whole year of 2024.



Picture. 25 mobile library, Smart Car at Sumba Barat Daya



Picture. 26 Smart car at Weerame village, SBD



Picture. 27 Storytelling activity at smart car

E. PAUD (Preschool, Early Learning Centers)

Program Shifts: FMCH closed its Cilandak, Jakarta PAUD center after relocating to Jagakarsa, focusing on strengthening the Bojonggede, Bogor PAUD, now operating two class sessions with experienced staff.

PAUD Sehat Ceria, Bojong, West Java, from January to June 2024, this PAUD engaged 46 children with activities like vertical gardening, waste sorting, and religious events under the "Kurikulum Merdeka". Key outcomes included environmental awareness, eco-brick creation, and improved social skills through events like Ramadhan. Challenges like limited sunlight for plant growth were resolved by replanting.

PAUD Timor Tengah Selatan (TTS). Enrollment increased in Buin Noni and Mahanaim Oeboi PAUDs due to strong teacher engagement and adequate resources. However, declines in Fini Alekot and Imanuel Mio resulted from poor learning conditions and

insufficient resources, highlighting the need for improvements in infrastructure and teacher capacity.



Picture. 28 Orientation week at PAUD Sehat Ceria, Bojonggede



Picture. 29 Creativity class at PAUD Sehat Ceria, Bojonggede



Picture. 30 Independence day celebration at PAUD Bukit Zaitun, SBD



Picture. 31 Graduation ceremony at PAUD Buin Noni, TTS

F. Maternal Mental Health (MMH)

In 2023, following a focus group discussion (FGD) with midwives, FMCH began reaching out to potential partners to establish the Indonesia Alliance for Maternal Mental Health (MMH). A Terms of Reference (TOR) was created to facilitate brainstorming sessions with four key organizations: Teman Ibu Indonesia, Ikatan Bidan Indonesia (IBI), Ibu Foundation in Bandung, and Bumi Sehat in Bali. These discussions took place between July and August 2024 via Zoom meetings, with Mother Hope already on board to help initiate the alliance.

The discussions highlighted a shared commitment to improving maternal mental health in Indonesia, identifying key challenges such as limited awareness, cultural barriers, and resource shortages. Actionable solutions were proposed by each organization. Teman Ibu Indonesia emphasized developing culturally relevant MMH diagnostic tools and empowering community champions for localized support. IBI suggested integrating MMH topics into midwifery education and launching tiered awareness campaigns. Bumi Sehat focused on addressing cultural barriers through initiatives like gentle birthing, prenatal yoga, and postnatal support. The Ibu Foundation recommended expanding disaster-response programs, peer counseling, and psychosocial services, especially for mothers facing climate change and emergencies.

All organizations agreed on the importance of establishing the Indonesia MMH Alliance as a collaborative platform to unify efforts, facilitate resource-sharing, and amplify impact. The next step is to organize a webinar to align these ideas and transform them into actionable plans. A report on the discussions has been submitted for follow-up.

G. Media And Communications

Social Media Outreach: YBS's media strategy focused heavily on Instagram, TikTok, and YouTube, particularly Instagram as the primary platform for content dissemination. Infographic and visual content have been the most effective in driving engagement. For example, a National Nutrition Day infographic on Instagram received 101 likes, 33 shares, and reached over 3,400 accounts.

- a) **Instagram:** The top 5 content in Q3-November included giveaway posts for National Children's Day and National Nutrition Day, as well as reels featuring ELC activities.
- b) **TikTok:** In Q3-November, there was a significant increase in views, particularly for carousel content on parenting trivia facts and Womenpreneur activities, with an average of 500-700 views per post.
- c) **YouTube:** During Q3-November, four long-form videos were uploaded. One video that garnered more views than the others was *FMCH TALKS EP.1: Mother-Daughter Conflicts*, which focused on mental health, conflict management, and family privacy.

- d) **Website:** In Q3-November, three articles were posted about CSR activities, including Day with Bofa, Green Business Training in SBD and TTS, and Climate Change Campaign Actions in SBD and TTS.

Lessons Learned and Future Plan: Visual content and infographics significantly enhance engagement across platforms. Future strategy will prioritize diversifying content, with a stronger focus on visually appealing and interactive posts. To further expand reach, media presence will be strengthened, particularly through TikTok, while developing richer, more detailed program narratives for social media. Additionally, storytelling and interactive content will be increased across all platforms to foster deeper connections with the audience.



Picture. 32 Media Coverage FMCH Indonesia 2024

H. Fundraising And Donor Targeting

Since 2023, YBS has actively pursued corporate partnerships to support its programs. Three key companies—Sidomuncul, Wardah (Paragon), and Pigeon—were identified as potential donors due to their alignment with YBS’s vision for social impact. Presentations were made to all three companies in 2024, with specific proposals submitted in October 2024.

Sidomuncul has provided feedback on the proposal, stating that its current CSR priorities remain focused on stunting, cataract, and cleft lip surgery, thus leaving no room for new

initiatives such as the proposed holistic integrative (PAUD-HI) program. Paragon (Wardah) and Pigeon Indonesia, while initially showing interest during the meetings and proposal presentations, have not yet committed to either of the proposed programs—PAUD-HI or Maternal Mental Health. Pigeon had expressed strong interest, particularly in the maternal health sector, but this momentum was lost when their CSR manager retired shortly after the FMCH presentation, and the proposal was not carried forward by their successor.

In terms of other funding efforts, FMCH participated in the competitive RISE Tender by submitting a concept note, but the announcement of results has been delayed, making it unlikely that the contract will be secured this year. Similarly, FMCH submitted a proposal in July 2024 to the William & Lily Foundation (WLF) for the "KELANA" program. The program aimed to enhance literacy and restart the Mobil Pintar and Motor Pustaka programs in Sumba, NTT, with an IDR 1 billion budget. However, the proposal did not win the competitive black grants. Likewise, FMCH proposal on maternal mental health (MAMA HEBAT) also did not make it as competed in Bill and Melinda Gates Foundation Call For Proposal scheme.

I. Looking ahead: 2025 Outlook

- a) Marketing Expansion: Enhance online sales and local partnerships for women-led businesses.
- b) Capacity Building: Address teacher training needs in preschools.
- c) Operational Efficiency: Strengthen financial management and resource planning for programs.
- d) Collaboration: Organize webinars to unify MMH Alliance strategies and foster broader stakeholder involvement.

In the coming year 2025, we want to be more focus and intentional in supporting maternal mental health in Indonesia and climate change adaptation and mitigation in the community where we work. With relentless support from partners like Bank of America, FMCH Indonesia will continues to empower communities, promote sustainable practices, and create meaningful impact.



Thank you!

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