



Tsolmon Ireedui
Foundation

"We all live on
Earth, but not in the
same world"

Annual Report 2018

Scan Me



TIF's Missions

Tsolmon Ireedui Foundation (“TIF”) is a charity which was created in 2010 to help disadvantaged children in Mongolia, with a specific emphasis on children of very poor families living in the suburbs of Ulaanbaatar, the capital city. TIF is a NGO independent from any religion or any political party, and is a non-profit organization. The key aims of TIF can be summarized as follows:

1. **Safety:** TIF built and operates a free kindergarten in the Chingeltei district (northern suburb of Ulaanbaatar) where people mainly live in tents and huts. The kindergarten provides free shelter during the day for disadvantaged children who are usually left alone at home while their parent (often single mothers) go to work. It is the number one mission of TIF to keep these children safe and fed as the weather outside makes it dangerous to stay alone. Ulaanbaatar is the coldest capital city in the world with temperatures as low as minus 40 C.
2. **Education:** TIF employs qualified staff at the kindergarten to provide basics in education to all children. For the older children (9 and above) TIF is assisting them registering with the local school. So that more children can return to school for a better future. This is the TIF back to school programme.
3. **Women support:** TIF provides case-by-case support to the single mothers of children attending the kindergarten who are most at risk. Such support can include winter clothes, essential food supply and psychological support. TIF's objective is to help these mothers coping with their challenges, get back in control and be better equipped to raise their children.

A Word From The Founders



Tsolmon Chimgee & Marc-Henry Lebrun

TIF is born in 2010 from our belief that even with limited funds we could have a positive impact on the lives of disadvantaged children in Mongolia. TIF has now grown significantly and has helped hundreds of disadvantaged children to stay safe and taken care of during the harsh winters of Mongolia in Ulaanbaatar's Chingeltei district. Many children who were school drop-offs are now back into classrooms.

All stakeholders, including the staff, the main supporters of the charity both in Mongolia and overseas, and the board members worked very hard in 2018 to keep the kindergarten running without interruption. It was a success and we thank all of them for their instrumental assistance.

The donations of 2018 were mainly raised from the TIF Mongolia Bike Ride in June which gathered 60 participants, with the very strong support from the consultancy firm ERM. Other donations came from the sale of Paul Cox's pictures from the Red Hero Collection, and individual donations. Both Euromonitor International and Allen & Over made corporate donations. We also thank the HK Italian Women Association for their donation to modernize the kindergarten's heating system, which is now safer and more economical.

2018 saw the start of the innovative monthly donation program. Based on the recurrent donation of a small amount every month, TIF has successfully recorded the first registrations of individuals. This new program has a huge potential as by design it matches the recurrent expenses profile of TIF which are mainly based on staff salaries and food supplies.

Today we remain as dedicated as ever to support the disadvantaged children in Ulaanbaatar who are still numerous.

We express our deep gratitude to all our supporters and to our generous donors who give TIF the opportunity to bring happiness in many children's lives, and to offer them the chance to build-up happy childhood memories.

Why TIF? A Real Situation

In 2010 Davaakhuu had 4 children, who were aged 13y, 11y, 6y and 18 months. Her husband died a few years ago from sickness and she was alone to raise them. Davaakhuu was very poor. She did not have a stable job and because the government child welfare contribution was not sufficient to support her four children (approx. 30 USD per month) she looked for daily jobs. She was alcoholic and it was a real challenge for her. Her two oldest sons were going to school, but her 6 years old son was asked to stay at home to take care of the youngest daughter, Dolgoon. He was too young to be responsible but Davaakhuu had no other choice.

When we arrived at her small house in mid-October on the outskirts of Ulaanbaatar we found Dolgoon alone. It was minus 6 C outside and the house had no heating. Her brother was too cold and bored so he went to stay to his friend's house instead of taking care of his sister. She was tied-up to the table so that she wouldn't go outside as it was too cold. She was only wearing a light pyjama, lying there alone since morning, freezing, hungry and thirsty.

Dolgoon was taken to TIF's kindergarten right away. Dolgoon's brother was later put back to school as per the TIF back to school programme.

The year after a family from the country side asked Davaakhuu to adopt Dolgoon, which is quite common in Mongolia with very poor families. She agreed. We still see Dolgoon from time to time, she has really grown and she is very happy.

There are many families in a similar situation, and some are even far worst. It is TIF's mission to identify them and to help the children.



Key dates in TIF's history

TIF actions and initiatives

- 2010 - TIF started the kindergarten in a small one room house located in Chingeltei. It could manage no more than ten children. TIF also organized a first distribution of clothes to poor children and families of the area
- 2011 - TIF continued running the small kindergarten and organized a much larger distribution of clothes at the district school of Chingeltei to approximately 210 poor children
- 2012 - TIF decided to grow in size and built a two-floor large house with a capacity for 50 children
- Since 2013 the kindergarten is hosting between 40 and 50 children. It is also in 2013 that TIF started to cooperate with the school to register the children of 9 and above.

Fund raising activities

- In 2010 the founders of TIF ran the first kindergarten with their own funds. It was a pilot project to test the concept and measure its positive impact and feasibility
- In 2011 TIF focused on marketing a few foreign companies with offices in Mongolia. Allen&Overy were the first to start making corporate donations to TIF with renewed cooperation for many years.
- In 2013 Linklaters organized the first Red Hero auction of Mongolian photos from Paul Cox in Hong Kong with the support of the Kee Club and Christie's. Since then Linklaters has continued to support TIF through different types of cooperations.
- TIF and Paul Cox organized the Red Hero II & III auctions in respectively 2014 and 2015 still with the support of the Kee Club and Christie's in Hong Kong
- The first Mongolia Bike Ride was organized by SG for its regional staff in 2015 – 105 participants from all over Asia-Pacific joined the event
- TIF organized a second Mongolia Bike Ride in 2016 with the involvement of regional offices of Allen&Overy and Linklaters, and free participants
- In 2017 Linklaters organized a family fun hike in Hong Kong with a raffle, and made a large corporate donation to TIF at the end of the year
- The TIF Mongolia Bike Ride took place in June 2018, drawing c. 60 participants, which was a real success.

A Trusted Charity

- TIF benefits from the support and donations of well-known corporations and organizations
- This is a testimony of the positive impact TIF has on the disadvantaged children
- It also demonstrates that TIF is properly run, transparent and has a corporate governance matching the requirements of the most demanding donors

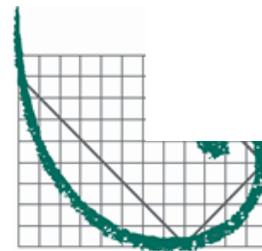
Linklaters



ALLEN & OVERY



Goldman Sachs

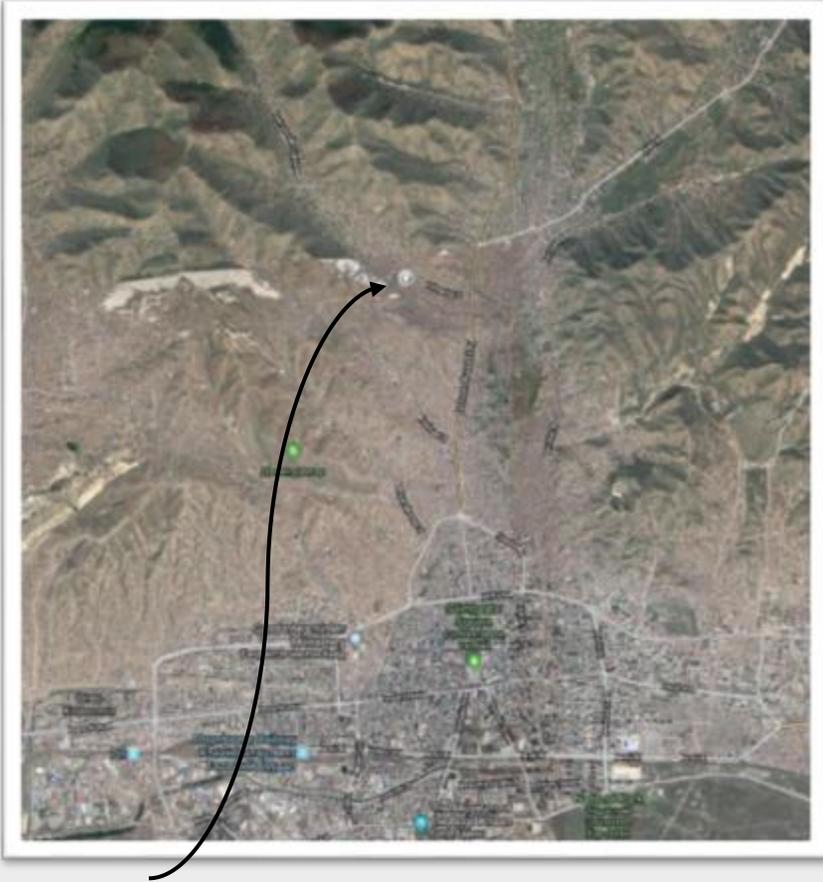


ERM



trait-d'union

The Kindergarten



Location of the Kindergarten

- The kindergarten is the first and remains the main vector of TIF's positive impact on disadvantaged children.
- The purpose of the free kindergarten is to keep the children of very poor families safe during the day in winter. Their parents, often single mothers, can go to work without worrying about the wellbeing of their children. TIF also looks for children in precarious conditions who live with their grand-parents or with other members of their family.
- The first kindergarten opened in 2010, located in the poor Chingeltei district in the northern suburbs of Ulaanbaatar. According to the head of this district 33.4% of the families are extremely poor. Due to its immediate success and the large needs, TIF founders decided to expand the kindergarten. They built a two-floor house which was completed in 2013. It has a central heating system, and a capacity to care for 50 children.
- The kindergarten accepts children from almost all ages from 6 months to teenagers. It employs seven local staff including a manager, three teachers, a driver, a cook, a guard who also takes care of the cleaning.
- The children come early in the morning and leave in the late afternoon. They have three hot meals a day and the toddlers will have nap time after lunch.
- The children enjoy various activities, including some education from teachers, games, social activities etc.

Photos of The Kindergarten



The Back to School Program



Globally one of the most efficient ways to break the vicious cycle of poverty across generations is through the education of children.

In the case of Mongolia a very interesting feature is the very well developed primary and secondary school infrastructure which was implemented by the USSR until the late 90's.

At the Chingeltei district, which is very poor and mainly made of gers and huts built by hand, the largest and the most well served building (electricity, running water and district heating) is the school. Its capacity is large with circa one thousand children from 6 years old until 18 years old.

Therefore TIF decided to implement the back to school programme focusing on older children that dropped-off from school because of the challenges faced by their family and to get back into classrooms.

The situation

- TIF's first priority is to get young children with the most difficult family situation at the kindergarten
- Often there will be one older children, around 10 years old, either a sibling or a close cousin. His task would have been to look after the young one(s) during the day, forcing him to drop from school.

How the back to school program works

- All the children are taken to the kindergarten every day, independently of their age
- For the children around 10 years and older we use our cooperation with the Chingeltei district school to register them
- Until they can get back to school one of the TIF's teachers will help them catching-up on basic academic requirements

TIF has developed a well trusted cooperation with the Chingeltei district school. Many older children taken to the kindergarten have been able to go back to school.

The school deeply appreciates TIF's actions and it also regularly helps in identifying families which situation is deteriorating: teachers are often the best placed to see that a children is negatively affected by what is going on at home. TIF highly values this two ways cooperation with the school.

2018 Key Fund Raising Events

- **February:** winter trip of the photographer Paul Cox to Mongolia, to add more pictures to the Red Hero Collection.
- **June:** TIF Mongolia Bike Ride, with c. 60 participants. Participation from the Italian Women Association of HK and ERM.
- **July:** The Italian Women Association of HK makes a donation to modernize the heating system of the day care center. Works were carried until October and completed successfully.
- **October:** Corporate donation from Euromonitor International.
- **November:** TIF evening at the Globe in HK. Presentation of TIF and its actions, exhibition of selected pictures from the Red Hero Collection.
- **December:** Corporate donation from Allen & Overy.

Fund Raising Strategy

TIF's annual budget is currently 50,000 USD to operate the kindergarten.

Traditional fund raising activities include the following:

- Personal donations: usually one-offs, for relatively small amounts
- Corporate donations: for example Linklaters organized a fund raising with its staff and made a large donation
- TIF memberships with a small and recurrent monthly donation

TIF also creates unique fund raising events based on a win-win concept between the charity and the donors. The strategy is to bring to donors something that would be available nowhere else but from TIF, and that would be genuinely interesting. It is with this spirit that TIF implemented the following two events:

- The **Mongolia Bike Ride** weekend: in 2015 TIF developed an innovative fund raising event by organizing a three days weekend in Mongolia to ride mountain bikes in the Terelj Natural Park. The participants commit to raising donations which will go to TIF. The three editions since then have all been hugely successful both for the participants (in terms of discovering Mongolia and enjoying a long weekend) and for TIF in terms of donations raised.
- The **Red Hero Collection**: online sale of Paul Cox photos of Mongolia. Each photo sold generates 1,000 USD of donations thanks to Paul's generosity.

The Mongolia Bike Ride

- The first Mongolia Bike Ride was organized in September 2015 with and for Societe Generale. More than 100 staff coming from all offices of SG in Asia-Pacific came to Mongolia to ride for two days.
- As a charity event every participant raised funds for TIF and the other charities supported by SG in Asia
- The success of the event was huge. A lot of donations were raised, and the participants enjoyed greatly the rides, the stay in traditional camps, the food and the scenery in the natural park. For almost all of them it was there first time visiting the country.
- For SG it ticked all the right boxes: supporting charities, engaging staff in CSR events and promoting team spirit across the APAC offices
- TIF organized another Mongolia Bike Ride in June 2016 with the corporate participation of Allen&Overy and Linklaters offices in Asia. As in 2015 the event was a great success and the participants had an amazing time.
- For both events TIF organized a visit to the kindergarten to discover the place and meet some of the children. All participants loved the experience, being in the place where their donations would be used, and spending very touching moments with the children that had prepared a little show of Mongolian dances and songs to thank them.





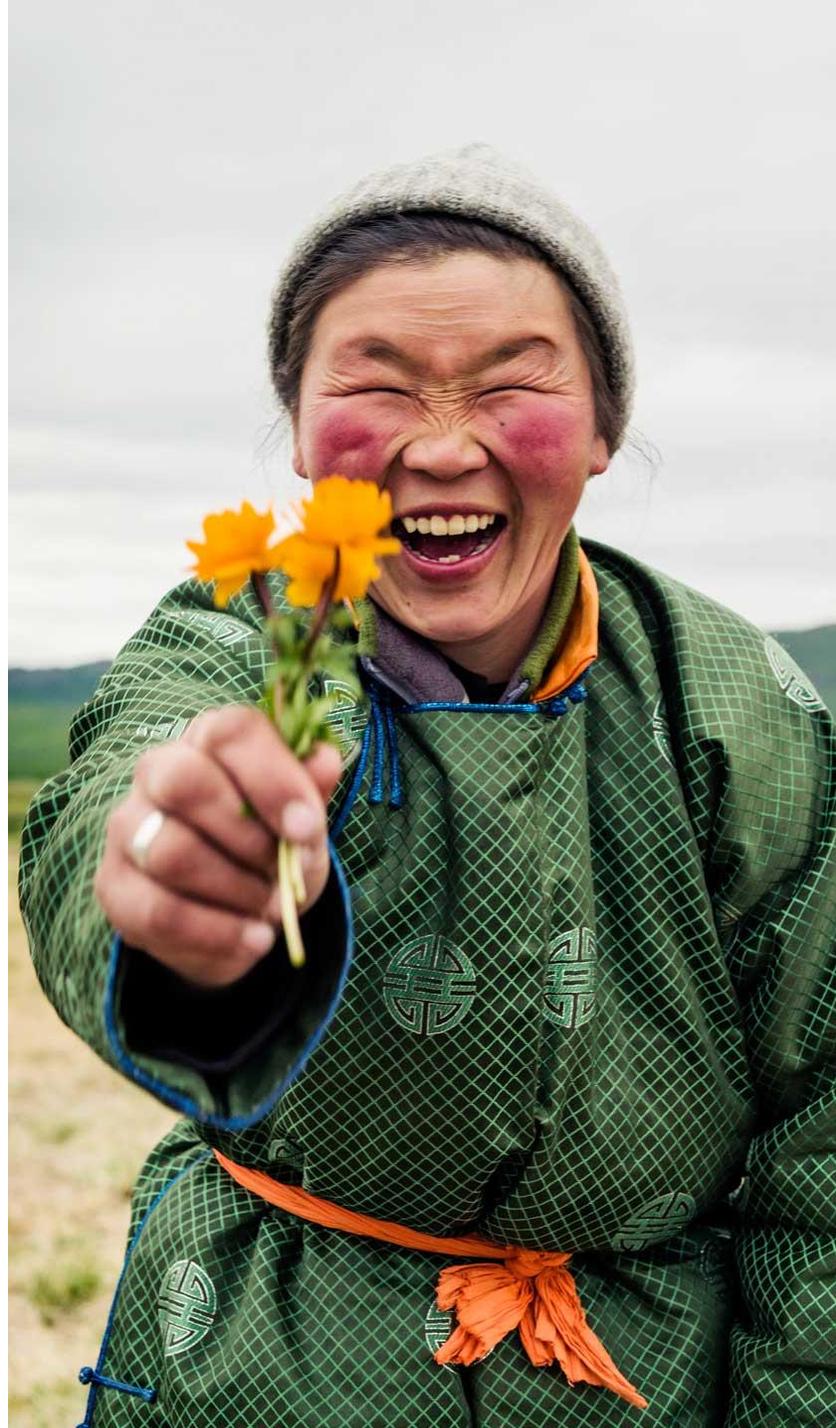
The Mongolia Bike Ride in pictures

The Red Hero Collection

- The Red Hero is a fund raising concept based on the support of the Hong Kong based photographer Paul Cox.
- The Red Hero name comes from the English translation of the name of the capital city Ulaanbaatar.
- Paul developed a passion for Mongolia and for its people and he decided to give back to them by raising funds for TIF.
- Paul Cox regularly travels to Mongolia and commits to make donations to TIF for each Mongolian photo sold.
- In exchange TIF assists Paul for the organization of his trips to Mongolia, to bring him to new places and to introduce him to people and families, both in Ulaanbaatar and in the countryside.
- In 2013 Linklaters organized with the support of the Kee Club and Christies' in Hong Kong the first Red Hero auction of Paul's Mongolian pictures. The event was very successful.
- TIF and Paul made further two Red Hero auctions sales with the support of the Kee Club and Christies' in 2014 and in 2015.
- Since then the Mongolian pictures of Paul are available online on his website through the Red Hero Collection. For each order Paul will print the photo at a dedicated specialized shop and send the prints to the buyer by speed post, anywhere in the world.
- Each photo is signed by the artist and will be printed no more than 8 times, giving them a collector status.

<http://c8x-photography.com/projects/the-red-hero-collection/>





The Monthly Donation Program

TIF has launched a new monthly donation program. Similarly to such programs run by very large charities the concept is to incentive donors to give a small amount on a monthly basis.

This program is especially well suited for TIF as it matches the profile of the expenses (mainly salaries, food supplies and utility bills which are paid on a monthly basis).

TIF has chosen the PayPal platform as it is flexible and quite cost effective. It is also simple for donors to register. PayPal mitigates two main hurdles which are (i) having to fill-up a form to send to the bank to set-up the monthly transfer instruction and (ii) having to pay international transfer fees for any donor who doesn't have an account in HK.

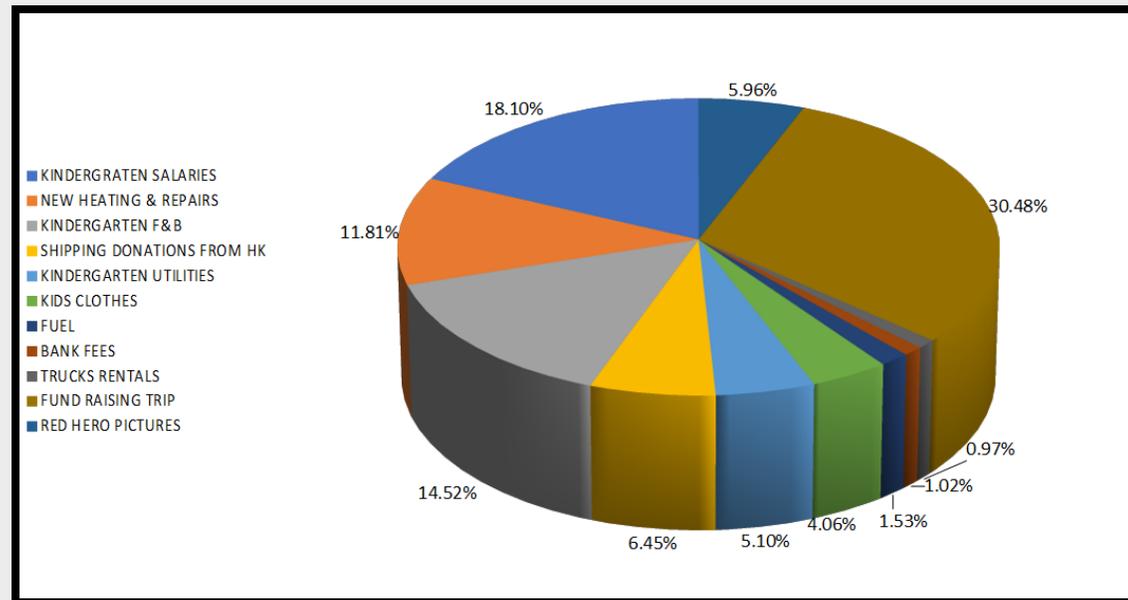
PayPal is charging a reasonable fee and doesn't require donors to have an account with them, they can simply use their credit cards. PayPal doesn't operate in all countries but its global reach and effectiveness make it attractive to TIF.

2018 Financial Information

2018 TIF Donations

- Linklaters, Allen&Overy and Euromonitor: 15,000 USD
- HK Italian Women For New Kindergarten Heating: 8,000 USD
- Mongolia Summer Fund Raising Trip: 52,000 USD
- Individual donations: 17,000 USD
- Red Hero Collection: 8,085 USD

2018 TIF Expenses



2018 Assets and Liabilities

- TIF doesn't have any asset except 6,422 USD cash at hand as of 31st December 2018
- TIF doesn't have any liabilities

Key TIF Members in Mongolia



Barkhas Alimaa

- Barkhas is a full time employee of TIF living in Ulaanbaatar
- He is acting as General Manager of TIF
- He also plays an instrumental role in preparing and managing the Mongolia Bike Ride before, during and after the event

Chimgee Shagdarjav

- Chimgee is a volunteer living in Ulaanbaatar, and she is the mother of Tsolmon and Altangalbaa
- She plays a very important role in managing the relationship between TIF and the local authorities. She notably oversees licenses, permits and taxes obligations.
- She also leads the communication and cooperation with the Chingeltei district school



Our Board of Directors



Tsolmon Chimgee & Marc-Henry Lebrun



Altangalbaa Batsuuri

Co-Founder and President: Tsolmon Chimgee, born in 1979 in Mongolia, she is married to Marc-Henry Lebrun since 2001. She is a mother of three and currently lives in Hong Kong. She partly grew in the Chingeltei district and knows by experience how hard the living conditions of some children are. She always wanted to help these children and decided to create TIF in 2010. She manages the day-to-day operation of TIF from Hong Kong.

Secretary: Altangalbaa Batsuuri, born in 1989 in Mongolia, she is the youngest sister of Tsolmon who raised her since she was 10 years old. She attended high school in France and in Hong Kong and recently graduated in Mongolia with honors as a translator. She spends her time between Ulaanbaatar and Hong Kong and mostly dedicates herself to TIF.

Co-Founder and Treasurer: Marc-Henry Lebrun, born in 1975 in France and raised in France. He is based in Hong Kong and manages the administrative and accounting obligations of TIF. He is also managing the fund raising events and media coverage for TIF.

Contacts

House A22, Marina Cove, Sai Kung, N.T.

+852 51277151

Charity-ireedui@hotmail.com

www.tifcharity.org