



A YEAR IN REVIEW  
2016

Dear Friends,  
2016 has been a year of growth and rejuvenation for Mercy Relief, and on behalf of my team, I would like to say a huge thank you to everyone who has been a part of our collective journey.

This past year, we developed a whole new look to represent the modernization and direction of our charity yet retained the core values of compassion and care. This included a rebranding and upgrade of our infrastructure from technology to office space. We even changed the way we report to stakeholders and donors to ensure timeliness and transparency.

We forged over 14 new partnerships and set a record high of 220 training hours to up skill our team as we prepare for the latest industry challenges.

We begin this New Year excited to work harder and smarter, with a focus on increasing the impact of our mission in providing timely and effective aid when disasters strike, and empowering communities in Asia.

Once again, from all of us here at Mercy Relief, thank you for your ongoing support and best wishes in this New Year.

Regards,

A handwritten signature in white ink, appearing to read 'Zhang Tingjun', with a stylized flourish at the end.

Zhang Tingjun, Executive Director

WORK

Empowering our communities

In 2016 we raised \$1.8 million  
and increased operational  
efficiency by 6%.





We responded to 6 major regional disasters and funded 12 sustainable development projects across 8 countries.

We partnered with WaterRoam to pilot 100 of their disaster ready water filtration kits in Philippines as part of Typhoon Haima's emergency response.



BillionBricks and weatherHYDE  
partnered with us as an official  
distributor to reach communities  
affected by disasters across  
Asia Pacific.





We have forged a strong and deep partnership with Mastercard that extends beyond relief aid.



PARTNERSHIPS

Creating a halo effect

Together with 26 on the ground affiliates, we created over 14 strategic private and public partnerships to advance our work.





We added our 25th country with Singapore's Ministry of Foreign Affairs on Water and Sanitation in Timor Leste. A first for the Singapore government.

We embarked on our first scoping study with Singapore Institute of International Affairs and Ministry of the Environment and Water Resources on haze issues in the region.





**MERCY  
RELIEF**

**With Our Greatest  
Appreciation**

We present this plaque to

CIO Care

For enabling Mercy Relief to continue  
empowering communities in Asia.

We were adopted by a network  
of key regional CIOs under  
CIO Care on our digital change  
transformation.

OUTREACH

Extending our engagement

We secured major regional broadcaster Channel NewsAsia as a strategic media partner.





Mercy Relief



### Typhoon Haima Relief 2016 - Highlights from the Ground

Follow the team's journey as we empower communities affected by Typhoon Haima (Lawin) in the Philippines.

For more updates and live footage from the ground, 'like' our Facebook page.... [See more](#)



112,777 people reached



[View Results](#)

1k

98 Comments 460 Shares

112,777 People Reached

33,795 Video Views

2,425 Reactions, comments & shares

10,777 Post Clicks

8,433 Clicks to Play # | 47 Link clicks | 2,097 Other Clicks #

1,675 Like On post 673 On shares

101 Love On post 28 On shares

10 Wow On post 5 On shares

24 Sad On post 8 On shares

140 Comments On Post 40 On Shares

476 Shares On Post 16 On Shares

We embarked on a holistic media strategy that garnered over \$1.9 million in ad value with over 2.7 million in reach and impressions.



# TOGETHER WE STAND

We were recognized by the United Nations OCHA (Office for the Coordination of Humanitarian Affairs) for our editorial contribution ‘Recovery Resilience: Empowerment in the Face of Adversity.’

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The article features our methodology on increasing community resilience after major disasters.





We staged our second flagship event Ground Zero Run for Humanity with overwhelming support from brand ambassadors, 1,236 participants and 10 new sponsors.

We were invited to present our perspectives at over 35 speaking opportunities including TEDx, Women in Leadership Summit and Responsible Business Forum.



TEAM

Driven by our people

We set a record high of 220 training hours to upskill our people and prepare them for the latest industry and business challenges.



We achieved a 100% staff retention with two promotions.





We conducted a full regional team disaster response simulation exercise and best practice sharing over 5 days.



We appointed social enterprise veteran and operational leader Zhang Tingjun, the first female executive director in our 13 year history.



INFRASTRUCTURE

We enhanced our agility



We created a new collaborative workspace.

We upgraded our shared digital infrastructure to increase operational efficiencies and communications.



DEC 2015 – MAY 2016

# SOUTH INDIA FLOODS RELIEF



6 MONTHS REPORT

## WHAT WE HAVE BEEN UP TO

Since you last heard from us, we have been busy on two long-term recovery projects in Cuddalore District of Tamil Nadu which focus on sustainable livelihoods for women, and Disaster Risk Reduction (DRR). Out of the \$173K we have disbursed \$21K for emergency response including: 3 Relief Distribution Operations (RDO) which benefited 627 households.

\$20,066

Disbursed for emergency response

627

Households benefited

## TIMELINE

EARLY DEC	MID DEC	MID JAN	LATE JAN FEB	MAR	JULY	JULY-ONWARDS
Disaster Strikes	Response	Recovery	Mitigation			
Mercy Relief received Appeal for Assistance	Began fundraising & completed RDO #1	Deployed team to conduct RDO #2 & #3	Ended fundraising period with collections totaling \$173,264	Commenced Recovery Phase with Goat-Based Livelihood Improvement Project	Commenced Mitigation Phase by Building Resilient Communities Towards DRR	Implement and monitor progress of projects

Recovery



GOAT-BASED LIVELIHOOD  
IMPROVEMENT PROJECT

SGD\$13,500

Mar 2016 – Mar 2017

We created transparency and accountability with our donor impact reporting and engagement.

REBRANDING

A new outlook

We created a new logo and collateral that were more reflective of our mission and values of respect, resilience and empowerment.





WHO ~ WHAT ~ JOIN ~ PARTNERSHIPS ~ PRESS ~ DONATE 🔍




When disaster strikes, it is easy to see those affected as victims: desolate, destitute, and defeated. Here at Mercy Relief, we see things differently. We see people coming together to help one another, fight back, and protect their way of life. We witness their indomitable spirit, and are committed to supporting it.

[Support Our Cause](#)

### Latest News

Stay on top of the latest news from Mercy Relief.

We revamped our online presence including our website and social media assets.

A young boy with a joyful expression is the central focus of the image. He is wearing a light blue t-shirt with black stripes on the sleeves and the word 'HERBALIFE' printed in white at the bottom. He is holding up a small, dark object in his right hand. The background consists of a blue-painted wall and a window with a red metal frame. The overall scene is bright and positive.

ALL OF THIS WAS MADE POSSIBLE WITH YOUR SUPPORT.

Thank you!