

### 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,

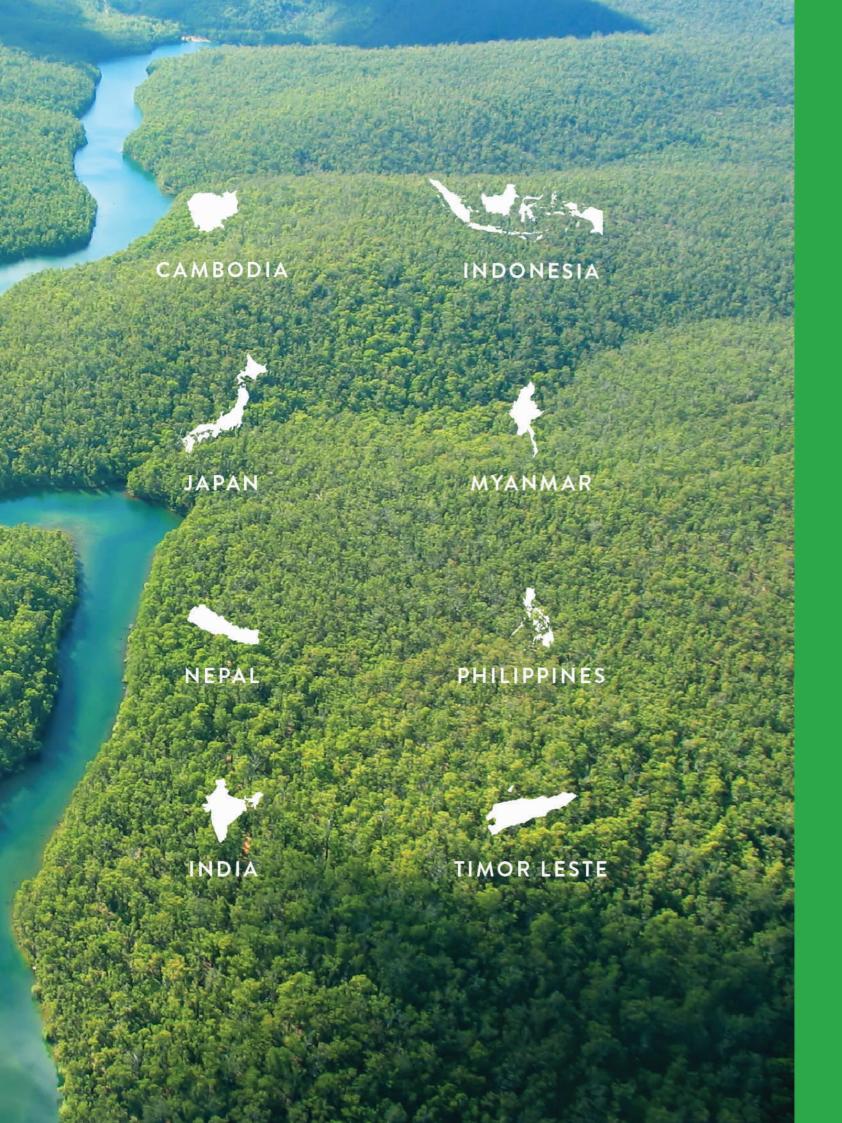
Zhang Tingjun, Executive Director

### 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.

## 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.





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.



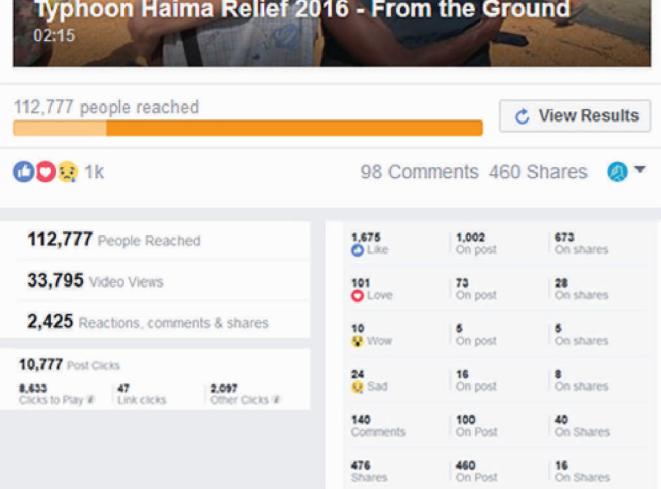


Typhoon Haima Relief 2016 - Highlights from the Ground

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





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.

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.'

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.



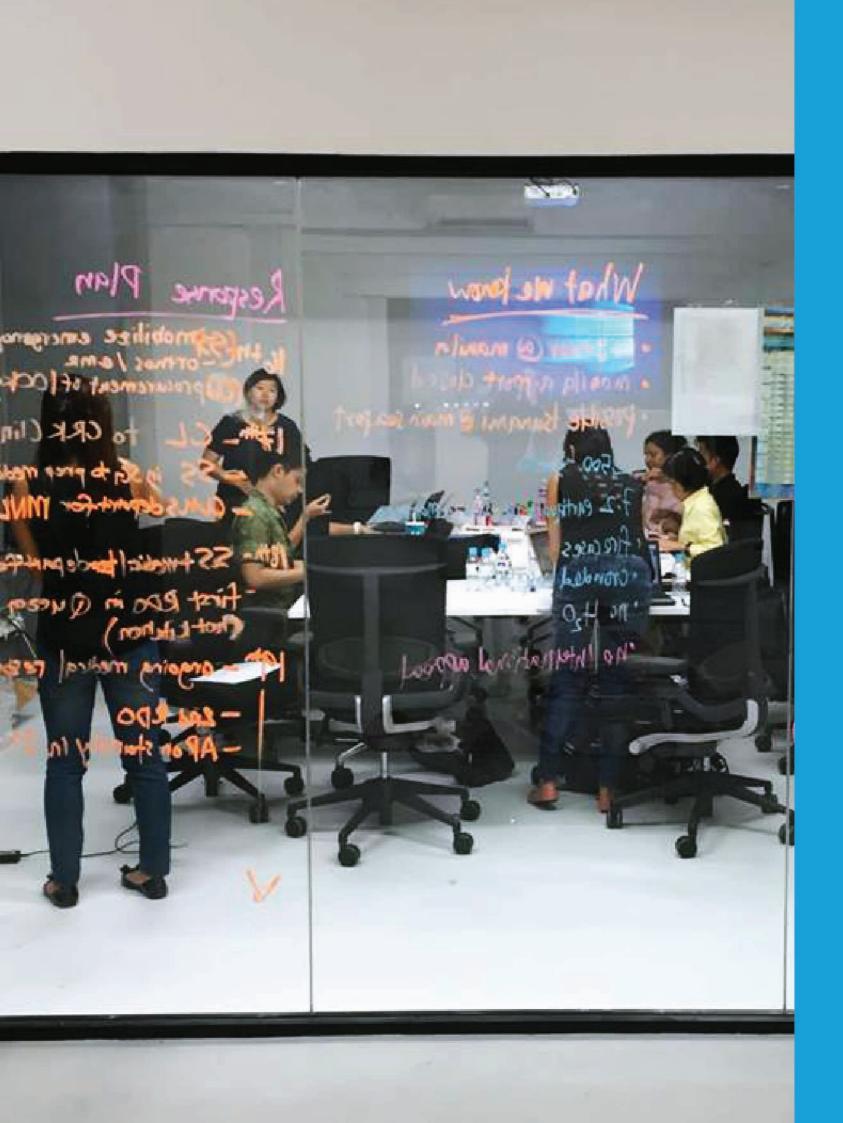
# Driven by our people

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.

## 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.

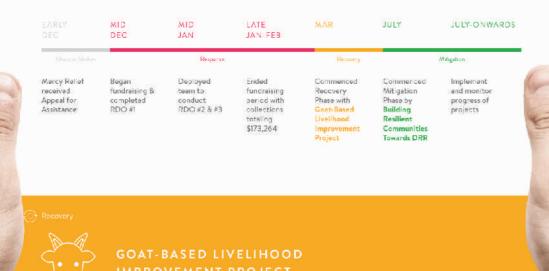
\$20,066

Disbursed for emergency respons

627

Households benefite

### TIMELINE



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

### A new outlook

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





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

