



Aii INTERNATIONAL

Introduction



愛™ SINGAPORE

Location: Singapore

Industry: Business Service

Image Credit to Aii International

Aii is an international network and community which support entrepreneurial efforts, projects and ideas that improve the lives of women, children, animals and the environment around the world.

Aii organises events and activities that allow members to directly create an impact in the society that they care about and for causes that are close to our hearts.

Aii works with various social enterprises, volunteer welfare groups, non-profit organisations to address the issues around the world such as human rights, equality between women and men, poverty, education, pollution, animals facing extinction and many more.

Social Problem

Aii mainly targets women from less privileged background in Singapore. Women without stable income are more susceptible to domestic violence, harder to recover from critical illnesses, more likely to be stuck in the vicious cycle of not getting skills development and low income.



Social Intervention and Impact Created

Aii organises various workshops to impart specific skills to our beneficiaries to enable them to use these skills to create a better future for themselves and their family. Opportunities to use these newly learned skills to generate additional income will be provided by Aii as part of our holistic support function.

Aii also gives women who do not have the financial means to pursue their dreams the opportunity to do so by offering scholarships and grants.

Current Marketing Efforts

Aii is working with an art school, palette, to co-launch a coloring book which will help pre-school children and children with special needs learn. They would be marketing these books to the various pre-schools and with every 3 (number not finalised) books purchased, they would donate 1 book to the children with special needs and with volunteers, will assist the children with special needs to learn. Books can also be bought by the public and given to children with special needs or low income children.

Online presence and social media

- Facebook (@Aii - Empowering women to build a better future)
- Instagram (@aiisingapore)
- Twitter (@Aii Singapore)

Challenges Faced and Project Scope

Aii would like student teams to help them market and come up with a sustainable plan to market the coloring books as they hope to come up with a series of coloring books for various education levels.

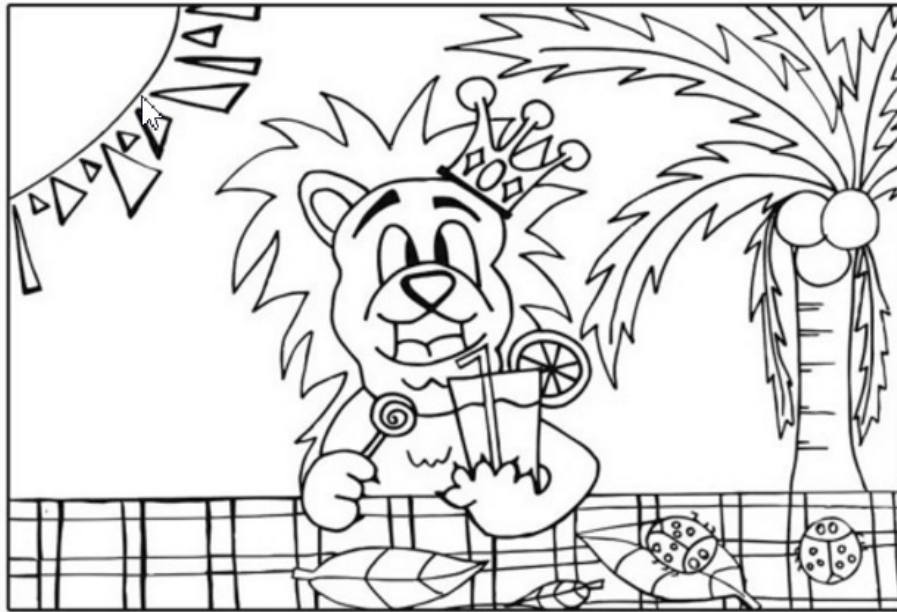
Useful Links and Resources

Company Website: <https://www.aii.sg/>



Additional Resources

Annual Children's Day event held since 2014; Sample image in a color book they are going to co-launch with Palette Singapore:



LENNY THE LION

Suggestion: Encourage your child to talk about the picture and to point out the ones that begin with the letter "L".
Ask questions: What do you think Lenny the Lion is doing? What else do you see? **Picture words:** lion, lollipop, lemonade leaves and ladybugs. Then color the picture

