



DAUGHTERS OF TOMORROW

Introduction



Location: Singapore

Industry: Social Service

Founded in 2014

Image Credit to Daughters of Tomorrow

Daughters Of Tomorrow (DOT) is a Singapore-based charity that focuses on enabling and empowering underprivileged women through confidence-building, skills development and employment channeling. DOT supports existing training and workforce-related agencies by connecting volunteers and community resources to enable each woman on an individual level. By deep-diving into practical day-to-day constraints of these women, DOT hopes to offer hand-holding and individual coaching to help each woman reach regular and sustained employment.

Social Problem

Daughters Of Tomorrow identified that there is much untapped potential in the pool of women from the lowest-income segments of our societies who are currently underprivileged, under-utilized, under-served.

Women aged 20-60 who are from low-income families (\$200 to \$500 per capita per month), mostly living in government subsidized rental flats are facing multiple stressors in their families. They currently face limitations on access to gainful employment due to child-rearing responsibilities, lack of flexibility in employment practices and lack of focused training and skills-enhancement. The children in these families are denied a level playing field in education and social exposure, exacerbating the phenomenon of social exclusion that comes with the widening income gap in Singapore as the country's economy progresses.

Founder of DOT, Ms Carrie Tan, having travelled to various cities in India, as well as cities like Shanghai, Hong Kong, Bangkok, Chiang Mai, Yangon, Phnom Penh for both business and community work, have seen a wide spectrum of women in different places at different stages of social and economic development – some of them are so empowered yet in some places they are entirely neglected.



Social Intervention and Impact Created

Daughters Of Tomorrow cooperates with social service agencies, NGOs and employers to facilitate livelihood opportunities for underprivileged women and support them in building and sustaining financially independent and resilient families.

Daughters Of Tomorrow has bridged 24 women with employment the past year, and are walking with 60 more women in their back-to-work journeys. Some women have found jobs through their own efforts after discovering self-confidence through our Confidence Curriculum, and some have taken proactive steps towards skills development to prepare themselves for the workforce after gaining clarity about their job goals.

Daughters Of Tomorrow is set out to achieve:

- Job and income enablement for underprivileged women whose talents are otherwise under-utilised
- Reduction of number of families in poverty
- A more conducive environment for children from low-income brought about by financial upliftment
- An employment culture in Singapore that is socially-integrative

Business Model

Currently, Daughters Of Tomorrow's training programs are conducted with the help of more than 180 volunteers. Its core activities include Confidence Building, Mentoring, Employer Engagement and Livelihood Bridging.

Using its confidence curriculum combined with workshops and programs such as Employ to Empower, Daughters Of Tomorrow is able to address the daily needs their beneficiaries faced and at the same time, helped their beneficiaries gained confidence, opening their minds and attune them to a positive mindset before channelling them to work opportunities.

Daughters Of Tomorrow has various partnerships including JP Morgan, Thye Hua Kwan, Rockwell Automation and Credit Suisse Singapore, among others.

Current Marketing Efforts

Online Presence and Social Media

- Facebook (Daughters of Tomorrow - Building livelihoods for women in need): 4,286 likes
- Twitter (@dotempower): 408 followers
- Youtube (Daughters Of Tomorrow): 5 uploaded videos, one of which features former President of United States Barack Obama mentioning executive director of DOT, Ms Carrie Tan.



Personal Strengths Discovery Session at Thye Hua Kwan Centre

Image Credit to Daughters of Tomorrow



Challenges Faced and Project Scope

DOT would like to have students work on its Mobile Beauty Services Micro-Business project.

This project is currently in its conception phase and there are no existing marketing plans. Through interactions with many of DOT's beneficiaries, a common reason why they have not sought out regular/part-time employment is because: many of them have child-minding responsibilities and are not able to commit to the hours prescribed by potential employers. They may also not have the relevant academic qualifications for the jobs out in the market.

Many women have expressed interest in flexible/adhoc income opportunities that allow them to determine their own working hours that work around their families' needs.

One promising sector is beauty services that are delivered in the comforts of an individual's home. DOT has trainers who are willing to provide necessary training to equip the women with skills to provide services such as Mani/Pedi, Spa/Massages and Facial.

DOT would like the student team to help create a marketing/communications plan/campaign to:

1. Raise funds for program administration and financial support to enable DOT women to access the training to become mobile beauticians.
2. Raise awareness and support amongst potential women customers to try out the services of DOT's mobile beauticians after they are trained.

Useful Links and Resources

Company Website: <http://daughtersoftomorrow.org/>

Facebook: <https://www.facebook.com/daughtersoftomorrow/>

YouTube: <https://www.youtube.com/channel/UCxde027pVwTIP6o76YF7tBQ>

Additional References

2014/15 Annual Report:

<http://daughtersoftomorrow.org/wp-content/uploads/2016/07/AR-2.compressed-1.pdf>

Interview with Founder, Ms Carrie Tan:

<http://www.asianentrepreneur.org/carrie-tan-founder-of-daughters-of-tomorrow-dot/>

Write-up by Singapore Council of Women Organisation:

<http://www.scwo.org.sg/member-spotlight-dot/>

VWO, Aware joined hands to train needy in eldercare:

<http://www.straitstimes.com/singapore/vwo-aware-join-hands-to-train-needy-in-eldercare>