



Social Impact Report 2024

Dear Readers,

We are proud to present We Are Caring's first Social Impact Annual Report, which reflects our unwavering commitment to fairness, empowerment, and transparency in recruitment practices.

In 2024, we made remarkable strides, including launching the Ethical Recruitment Corridor between Indonesia and Singapore and facilitating thousands of debt-free jobs. These milestones underscore our mission to eradicate unfair practices like salary deductions while empowering migrant domestic workers to build brighter futures.

This report also underlines the trust of our partners and customers, and the ongoing support from organizations like IOM and DBS Foundation. Together, we've proven that ethical recruitment is not just possible but transformative for all.

As we prepare for 2025, we are poised for growth, refining our hiring model to make it even more impactful while increasing our footprint at the regional level. These advancements will enable us to empower more workers and families, driving our mission further than ever before.

Warm regards,

Jinky Amador & David Bensadon
Co-founders, We Are Caring





Summary

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- 3 | Advocating for social change
- 4 | Influencing the recruitment industry
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- 6 | Looking ahead



About us & our social goals

Our team of change-makers



**Edmund
Sim**

Customer care
manager



Fion Mak

Operations
manager



**Ling Yan
Lee**

Data and IT
manager



**Sam
Syahrul**

Growth
manager



Alicia Ng

Customer care
officer



**Mallory
Lucia**

Customer care
officer



Cynthia Ng

Accountant



**David
Bensadon**

Managing
director

Our core pillars

Vision

Providing fair employment opportunities for all.

Mission

Enabling the fair recruitment of domestic workers (or helpers) by providing debt-free job opportunities while delivering the best level of service for families and helpers.



Our values

Care

Prioritizing the physical, emotional, and mental well-being of the migrant domestic workers and families, providing them with the support and resources they require in times of need.

Empowerment

Equipping migrant domestic workers with the skills, knowledge, and confidence to advocate for their rights and build a better future for themselves and their families.

Transparency

Maintaining transparent and streamlined processes in all our operations, fostering trust and integrity with our clients.



Our social impact goals and actions

Our primary social impact goal is enabling the ethical hiring of migrant domestic workers via our debt-free recruitment model.

By adopting a holistic approach, we identified some secondary impact areas to impact lives beyond the strict delivery of our services to our customers.

This social impact report presents our activities and results according to these four goals.

Goals	Enabling ethical hiring	Advocating for social change	Influencing the recruitment industry	Upskilling helpers and strengthening communities
Actions	Providing debt-free jobs in an ethical way	Workshop sessions with students	Sharing best-practices with employment agencies	Online training courses and community events



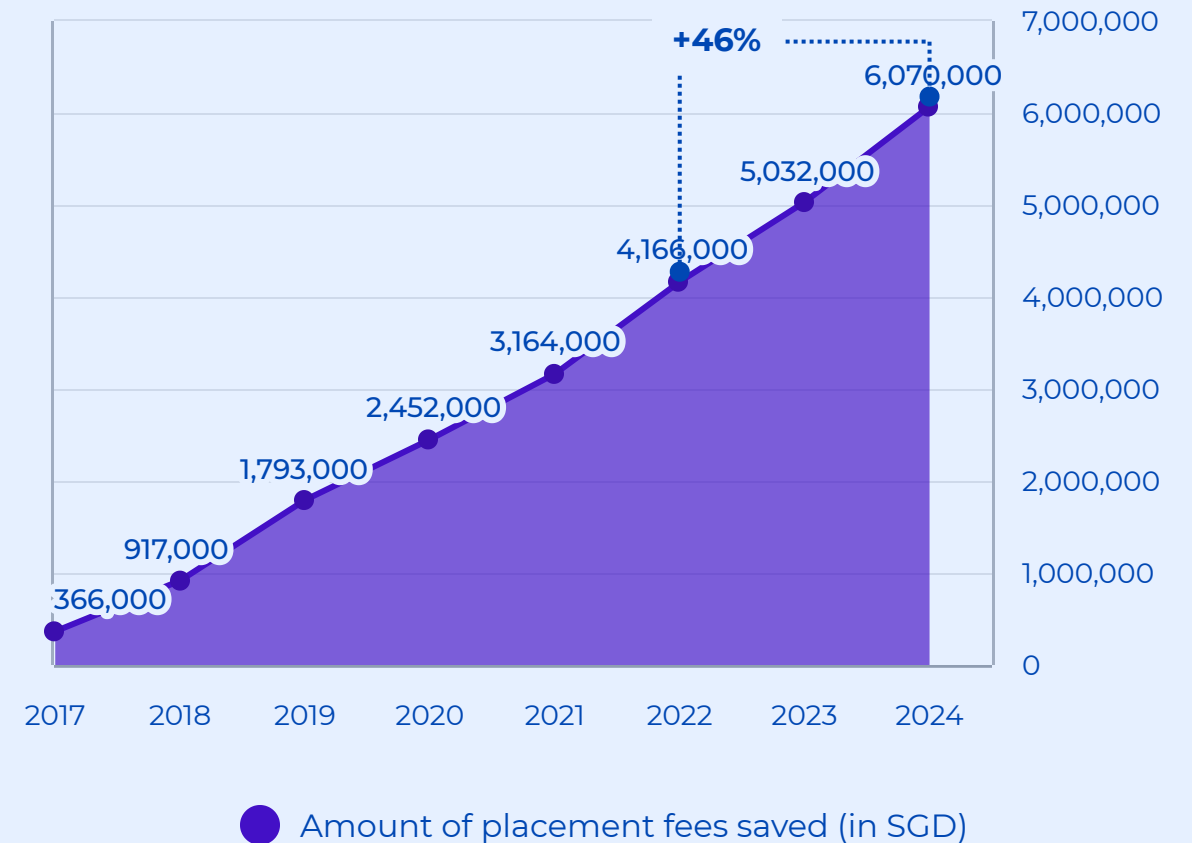
Enabling ethical hiring

An increasing number of debt-free jobs provided

Number of hirings per year



Cumulative amount of placement fees saved by helpers thanks to our debt-free hiring model, in Singapore dollars



Retention & satisfaction: leading the industry

Debt-free recruitment generates significant savings for helpers who can now receive their full salary and support their families back home instead of paying excessive and illegal fees to middlemen.

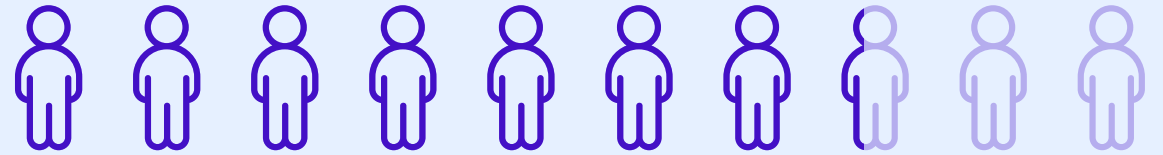
As demonstrated by official statistics from the Ministry of Manpower, it also increases the retention rate and employers' satisfaction.

6m



Singapore dollars in salary deduction saved by families and helpers

75%



helpers continue to work for the same employer after six months. This is the best retention rate amongst the 10 largest agencies in Singapore*.

4.2



Customer rating from the MOM EA directory (only families can vote). This is the best rating among the 10 largest agencies in Singapore*.

*: Source: Employment Agencies Directory from the Ministry of Manpower (MOM). [Link](#).

Launch of the 1st zero-fee recruitment pathway between Indonesia and Singapore



WELCOMING A DELEGATION FROM THE EMBASSY OF INDONESIA. SAM SYAHRUL & DAVID BENSADON, MS. TANTRI DARMASTUTI, TECHNICAL STAFF FOR LABOR AFFAIRS, MR. YOSEP TRIANUGRA TUTU, COORDINATOR FOR PROTOCOL AND CONSULAR AFFAIRS



We are the first employment agency to implement zero-fee recruitment for helpers from Indonesia to Singapore.

This initiative eliminates financial burdens for helpers while providing families with affordable and reliable hiring solutions.

Sam Syahrul, Growth Manager



Advocating for social change

Sharing our journey with educational institutions

Inspiring tomorrow's leaders



Singapore Management University (SMU)

SMU Social Impact Catalyst workshop
19 September 2024



ESSEC Business School

Responsible Innovation Bootcamp
25 January 2024



New York University (NYU) Abu Dhabi

Delegation led by Professor Anju Paul,
Professor of Social Research and Public Policy,
NYU Abu Dhabi
12 January 2024



Influencing the recruitment industry

Leading with IRIS
certification

Driving global standards for ethical recruitment

We Are Caring proudly participated and contributed in global forum a panel discussion in front of over 120 regulators and policymakers from 65 countries. Their attendance emphasized the crucial importance and shared dedication to ethical recruitment worldwide.



SECOND GLOBAL CONFERENCE ON THE REGULATION OF INTERNATIONAL RECRUITMENT HARNESSING THE POTENTIAL OF REGULAR MIGRATION PATHWAYS.
INTERNATIONAL ORGANIZATION FOR MIGRATION (IOM, UN MIGRATION), GENEVA, 1-2 JUNE 2024



MOHAMAD AL-RASHIDI, KUWAIT TRADE UNION FEDERATION,
DAVID BENSADON



IRIS certification

Sharing best practices with employment agencies worldwide

We Are Caring is grateful for the opportunities provided by IOM (UN Migration) to share some lessons learnt from our journey as the first IRIS-certified ethical recruiter globally with networks of employment agencies from Guatemala, Honduras, Mexico (16 July 2024), and Indonesia (5 December 2024).



WORKSHOP WITH INDONESIAN EMPLOYMENT AGENCIES ORGANIZED BY IOM (UN MIGRATION), JAKARTA, 5 DECEMBER 2024

B Corporation

Joining forces for greater impact

In 2024, We Are Caring proudly participated in initiatives that align with our mission to uplift migrant workers.

As a certified B Corporation, we shared insights on ethical business practices at the Danone Day event, inspiring others to prioritize social impact.

Additionally, we joined the CriteCare Fund for Migrant Workers, the first community-led initiative aiming to help workers and their employers cover critical illness treatments not included in mandatory insurance, improving access to essential medical care.



LAUNCH OF THE CRITICARE FUND FOR MIGRANT WORKERS, DECEMBER 2024



B CORPORATION SHARING AT DANONE DAY.

DAVID BENSADON, JASSIE HASSARAM, HR DIRECTOR, DANONE PLACE SINGAPORE AND AMEA ZONE OPERATIONS,
LORRAINE LI, EXECUTIVE ASSISTANT, DANONE, CECILIA HOUGH, LEAD IMPACT MANAGEMENT, B LAB SINGAPORE



Upskilling helpers and
strengthening communities

Supported by the



We Are Caring x Uplifters online course on Caregiving

Comprehensive online training, a two-week online course (30 minutes each day) with five modules, was rolled out in partnership with Uplifters to upskill helpers in their caregiving knowledge.

Over 250 helpers completed the course and received their certificates. 91% found the content enhanced their knowledge and boosted their confidence at work.



HELPERS RECEIVING THE COMPLETION CERTIFICATES



Building a Community of care

In 2024, we organized 15 events attended by over 300 helpers, fostering connections and celebrating cultural traditions like Chinese New Year and Hari Raya. These gatherings provided a space for joy, friendship, and belonging.



HARI RAYA



THADINGYUT FESTIVAL



CHINESE NEW YEAR



Looking ahead

Looking ahead — Expanding our impact

As we move forward, We Are Caring is dedicated to scaling our impact and refining our services to serve families and migrant domestic workers better. Central to this vision is our plan to enhance our mobile app with innovative features, making it even easier for employers to find and hire the right helper quickly and efficiently.

In 2025, we aim to strengthen our ecosystem by launching new partnerships and introducing complementary services that benefit employers and migrant workers. These initiatives will enhance the recruitment experience while providing additional resources and support for all stakeholders.

Beyond service delivery, we are committed to amplifying our advocacy efforts. By promoting the adoption of debt-free recruitment models in Singapore and Hong Kong, we strive to inspire broader industry change and foster fairness and dignity for workers on a larger scale.

Together with our partners and supporters, we look forward to creating a future where ethical recruitment is not just a standard but a catalyst for lasting social impact.



Do you want
to collaborate
to create new
opportunities
for migrant
workers in
2025?

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MINISTRY OF
MANPOWER



HIGH COMMISSION
OF SRI LANKA
SINGAPORE