



Backgrounder

History

Yayasan Usaha Mulia (“YUM”, meaning the “Foundation for Noble Work”) was officially established as a legal foundation in Indonesia in 1975 by Bapak Muhammad Subuh with the goal of providing medical care, social and educational instruction and occupational rehabilitation to the poor and destitute in Indonesia. Three Dutch expatriates, Wilbert Verheyen, Sister Rina Ruigrok and Ibrohim Wessels initially implemented these programs and later expanded into education and rehabilitation programs for orphans and destitute children in the greater Jakarta area.

At the organisation's peak in the 1980's and early 1990's, YUM provided services for up to 50,000 people every year. As the result of the Asian economic crisis in the late 1990's and a range of other contributing factors, YUM experienced a period of time where a number of projects stagnated and the number of people benefiting from the organisation's projects decreased significantly.

In 2005 a new Board took over management of YUM with the ambition of achieving sustainability, of improving the quality of the organisation's projects and ultimately of providing assistance to more of the poor and destitute in Indonesia. As part of this process, YUM merged with the Indonesian Relief and Development Network (IRDN) in 2006. IRDN had been operating health and community development projects in Java and Central Kalimantan for close to ten years and merging the two organisations under the YUM banner allowed for a combination of resources and expertise, with new office premises located in South Jakarta. With an increased focus on the Central Kalimantan region, YUM opened a second office near Palangkaraya, the provincial capital of Central Kalimantan, in March 2008.

Today, the YUM vision remains focused on what Bpk. Muhammad Subuh aimed to achieve when the organisation was first established - to improve the quality of life for the poor in Indonesia.

Philosophy

Vision: To improve quality of life for Indonesia's poor.

Mission: To work with communities in providing holistic and sustainable support in the areas of health, education and community development.

YUM does not believe that “charity” can be helpful in the long-term; instead, YUM strives to provide the conditions which enable people to improve themselves. To significantly reduce poverty in a sustainable manner, YUM has identified three pre-conditions for human beings which are essential in escaping the cycle of poverty:

Health: Good health provides people with strength, energy and the ambition to work and learn, reduces absenteeism, improves alertness for learning and retention, and reduces expenditures for medical services;

Education: Education is the key which opens the door to employment opportunities, including self-employment; improves awareness of environmental concerns and consequences; and, provides the means for people to achieve their full potential;

Community Development: By encouraging people to work together on programs which impact the greater community, much more is achievable than through isolated, individual efforts and results in longer-term benefits through sustainable improvement for the community.

Each of YUM's programs contains aspects of health, education, and community development even though the focus may appear to be in one area alone. This approach provides holistic, comprehensive impact which has a better chance to become sustainable, permanent improvements in the lives of the people YUM works with.

Areas of Operation

Currently, YUM is running programs in three areas of Indonesia: Jakarta, DKI Java; Cipanas, West Java; and, Bukit Batu, Central Kalimantan. Just-completed programs include the areas of Banda Aceh and Teunom, Aceh.

Programs

1. Health

YUM concentrates its health projects in the regions where there are the poorest levels of access to health services and knowledge in Indonesia. Through these projects, YUM aims to not only provide the resources needed to treat health issues, but importantly, to educate people and assist them in preventing health problems. Education is an important aspect for all YUM health projects, as many of the communities in the region do not possess even basic knowledge on how to maintain good health. Through a combination of effective prevention and treatment, YUM aims to minimise the cases of ill health in Central Kalimantan and Cipanas, West Java, and minimise the economic and social consequences that stem from high rates of sickness. Current programs serve over 10,000 people and include:

Malaria Control (Central Kalimantan): Close to two-thirds of the population are regularly infected with malaria. By educating local communities about malaria, implementing preventative measures and providing improved access to treatment, YUM has reduced the effect of malaria on people in the region. In three years, YUM has reduced the incidence of malaria in this region to just a few cases per year.

Clean Water (Central Kalimantan): YUM's Clean Water Project provides communities with the resources and facilities needed to access clean water. Through the installation of water tanks, pumps and pipes, YUM is helping to ensure that remote communities have a constant supply of running water, which is imperative in reducing the spread of diseases. Since 2000, YUM has successfully installed clean water towers and networks in six villages in the sub-district of Bukit Batu, servicing more than a thousand people.

Community-Led Total Sanitation (Central Kalimantan): Using a unique approach known as Participatory Rural Appraisal, YUM works to eliminate the common practice to open defecation in fields and rivers, and educate communities about its detrimental effects to health and the environment. In just under three years, one village has already been confirmed as "Open Defecation Free".

Community Health Education (Central Kalimantan, West Java): Besides curing diseases, YUM ensures that communities are aware of the different health issues that are present in their surroundings. YUM works to educate and empower the individuals, families and communities by organizing workshops, gatherings and activities.

Nutritious Food (West Java): Nutritious food is provided to malnourished and undernourished children through the local governmental health care centres (*posyandus*).

2. Education

YUM firmly believes that providing the young people of Indonesia with access to education is the key to the future growth of the nation. An education gives the young people of Indonesia the opportunity to create a better life for themselves, their community and the entire country. It is particularly imperative for those children from destitute families who, with access to education, can break the cycle of poverty. YUM's education projects focuses on giving young people from poor backgrounds the opportunity to experience and enjoy learning and reap the associated benefits. Current programs, benefiting approximately 5,000 children, include:

Community Libraries (Aceh, Central Kalimantan and West Java): YUM has established community libraries in areas where access to books is scarce. YUM's libraries encourage children and community members of all ages to enjoy the benefits of reading, and activities such as story-telling, help to make education a pleasure, inspiring young and old to learn. YUM's 'Boxes of Book' service provides reading materials to three villages located far from YUM's library. English classes at the library attract some 100 children every month.

Education Support (Central Kalimantan): YUM provides educational materials and teacher training to counter a common problem regarding the lack of quality resources and facilities in local government schools. Thirteen elementary schools are participating, and over 1,300 children now have access to better education. A telecentre was established in 2010 providing IT skills to local youths.

Sponsorship Program (Central Kalimantan and West Java): The cost of education prevents many Indonesian families from keeping their children in school. Despite the government's advocacy for "free education", the cost

of 'special fees', uniforms, books, and supplies can be prohibitive to impoverished families. YUM has three forms of child sponsorship; each is designed to provide children from poor families with the opportunity to continue their formal education.

Vocational Training Center (West Java): Designed to build the skill set of disadvantaged young people and encourage employability, the VTC offers practical industry courses including Sewing, Job Seeking, Advanced Hospitality, Computers and English Language. Between 250-300 young people attend classes every month.

3. Community Development

YUM undertakes a number of community development projects with the goal of strengthening community networks and empowering individuals to help themselves. Research shows that strong networks are essential for improving a community's ability to work, and grow, as a group. By promoting cooperation between members of each community in which we undertake work, and demonstrating to these communities what can be achieved when people work together, YUM aims to create a firm basis for long-term stability and growth. Importantly, these projects include community members in every facet of the project's life. YUM believes that involving the community in the planning, implementation and ongoing management of projects will not only result in outcomes which better meet the community needs, but will also prove to be a valuable learning process for local people. From our experience, the skills and experience gained from the project's implementation become a valuable project outcome in their own right. Current projects, serving well-over 15,000 people, include:

Agricultural Projects (Central Kalimantan and West Java): YUM provides start-up equipment and technical training for family-scale organic farms in response to food insecurity and income needs of the local community. Encouraging families to be self-sufficient, the project trains communities in the production of vegetables and protein for family consumption and potential medium-scale business.

Centre for Child and Family Welfare (Aceh): The CCFW provides a range of health, education and family welfare services to help strengthen and rebuild the Achenese community and its people following the 2004 tsunami. The Centre offers extra-curricular arts and sports, and rearing health education among its many activities. This project has just concluded with the successful handover of its center and operations to the community itself.

Cipanas YUM Village (West Java): In 1976, Desa Anak-Anak – the Children's Village – was originally established as a rehabilitation center for tuberculosis patients and their families. Over time, it transformed into a home for children whose parents had passed away as a result of tuberculosis, or whose families lacked the resources to support their children. Over the course 30 years, YUM's Children's Village has supported hundreds of children from West and Central Java. Recently, reports from organizations such as Save the Children and UNICEF have suggested that it is better for children to be raised by members of their own families. As a result, YUM, with support from the Indonesian Department of Social Affairs, is transforming the Children's Village into an all-encompassing Community Development Center – the Cipanas YUM Village.

Microcredit For Women (Aceh and Central Kalimantan): The Microcredit Project provides women with small loans to invest directly into businesses. Through these loans and economic management training, the project aims to help these women increase their income and improve their economic situation.

Sewing Workshops (West Java and Kalimantan): Recently established, the sewing workshops provide employment for 25 women. Besides sewing tote bags and other items made from recycled materials for sale in bazaars or other special events, the West Java sewing workshop produced hundreds of folders for the Jakarta International Schools.

Funding Partners

In 2010, YUM received income from individuals (8%), organizations (78%), government (5%), bank interest and other (9%). Significant financial contributors are:

- BMZ – German Federal Ministry for Economic Cooperation and Development
- Barclays Capital
- Japan National Council of Social Welfare
- Canopy International Foundation
- Susila Dharma organizations
- Muhammad Subuh Foundation
- Indonesian Ministry of Social Affairs

Priscilla Hall Memorial Foundation
Yayasan Mitra Mandiri (United Way)

Other Partners

Clinton Global Initiative – membership; Commitment to Action
Indonesian Ministry of Health – malaria control
AusAID – volunteers for all programs
Microsoft - software
GlobalGiving – online fundraising
Jephcott Charitable Trust – Malaria control
SEAMEO BIOTROP – agriculture research
Jakarta International School – Farmers' Markets, in-kind donations, volunteers, special events
Binus International University – feasibility studies, training courses, volunteers
Susila Dharma International Association – membership; governance
Susila Dharma Germany – agriculture; malaria control
Susila Dharma USA – clean water
Susila Dharma Canada – microcredit
Susila Dharma Indonesia – membership
American Women's Association and other women's association in Indonesia
Friedrich Ebert Stiftung – library equipment
Bina Cita Utama School – teacher training

About Yayasan Usaha Mulia (YUM)

Yayasan Usaha Mulia (YUM), "Foundation for Noble Work", has been working in Indonesia since 1975 to improve the quality of life for the country's poor, through its integrated, holistic programs in Health, Education, and Community Development. YUM is a registered charity in Indonesia and is a member of the Susila Dharma International Association, which has consultative status with the UN Economic Council and the UN Children's Fund. YUM is a pre-qualified NGO of the United Nations Development Program (UNDP), and YUM's annual reports are lodged at the US Library of Congress.

About the Clinton Global Initiative (CGI)

Established in 2005 by President Bill Clinton, the Clinton Global Initiative (CGI) convenes global leaders to devise and implement innovative solutions to some of the world's most pressing challenges. Since 2005, CGI Annual Meetings have brought together nearly 150 current and former heads of state, 18 Nobel Prize laureates, hundreds of leading CEOs, heads of foundations, major philanthropists, directors of the most effective nongovernmental organizations, and prominent members of the media. These CGI members have made nearly 2,000 commitments, which have already improved the lives of 300 million people in more than 180 countries. When fully funded and implemented, these commitments will be valued in excess of \$63 billion. The 2011 Annual Meeting will take place Sept. 20-22 in New York City.

This year, CGI also convened CGI America, a meeting focused on developing ideas for driving economic growth in the United States. The CGI community also includes CGI U, which hosts an annual meeting for undergraduate and graduate students, and CGI Lead, which engages a select group of young CGI members for leadership development and collective commitment-making. For more information, visit www.clintonglobalinitiative.org.

For a video on YUM's work in Central Kalimantan: <http://www.youtube.com/watch?v=CHBz2YKqiFo>

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