



PSE

POUR UN  
SOURIRE  
D'ENFANT

# ANNUAL ACTIVITY REPORT

September 2013-August 2014





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## OUR KEY FIGURES 2013 - 2014

» **7000** children supported      » **3700** graduates, with a qualified job

» **1370** families benefiting from rice compensation      » **8500** meals distributed daily

» **19** years of activity in Cambodia      » **3** Centres in Phnom-Penh, Siem Reap and Sihanoukville

» **1** Vocational Training Institute in Phnom-Penh with 28 trainings      » **671** employees in Cambodia :

teachers, trainers, doctors, nurses, social assistants ...

» **3** employees in France      » **300** volunteers      » **92%** of the expenses dedicated to

social missions      » **7%** for overhead costs      » **1%** for fundraising costs.



## EDITORIAL

Cambodia has experienced significant social changes with the country's economic development and the expansion of its major towns. In 2014, the GDP growth rate stood at 7% (\*). But this growth does not benefit everybody. On the contrary, inequalities are increasing and poor families on the outskirts of Phnom-Penh, Siem Reap and Sihanoukville, the families of "our" children, remain very vulnerable. They live off odd jobs, when they have one, struggle to pay rent that has increased a staggering amount, with some evicted and pushed further out to villages in the greater suburb, even in the province, because of the real-estate programmes of the town.

Education in all its forms: intellectual, moral, physical and emotional, remains the key to escaping this poverty. "The School of Life", the human training programme that PSE reviewed this year, reinforces learning of interpersonal skills by our children and young people.

It is always with a view to encouraging the children's education - our mission - that we strengthen the ties with their families by accentuating our presence with them at their living place with the "pailotes", our community service centres. Thanks to the relations built up in this way, we help families to choose the education of their children over short-term solutions to increase their resources, as they might be tempted to do in severe hardship situations.

At PSE, we have decided to offer quality vocational training for school leavers. This is the key to solid employment, successful integration into Cambodian society and a lasting escape from poverty. In 2014 we continued to invest in the training of our teams and the development of practical activities at the PSE Institute's three Schools. We are actively preparing for the opening up of the Cambodian job market to the ASEAN (\*\*). in 2015.

May we take this opportunity to present our heartfelt thanks to PSE's sponsors, donors and partners for their generosity and their support, which allows thousands of Cambodian children and young people to build a future for themselves. The children also owe this bright future to the commitment of PSE staff, and that of the volunteers in France and throughout the world, who make their cause known. May we also thank them wholeheartedly.

Jean-Michel Bouchard

Chairman



(\*): Source: International Monetary Fund

(\*\*) ASEAN (Association of Southeast Asian Nations): a political, economic and cultural organization of ten Southeast Asian countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam.

# FIGURES OF THE YEAR: BENEFICIARIES - SCHEDULED ACTIVITIES







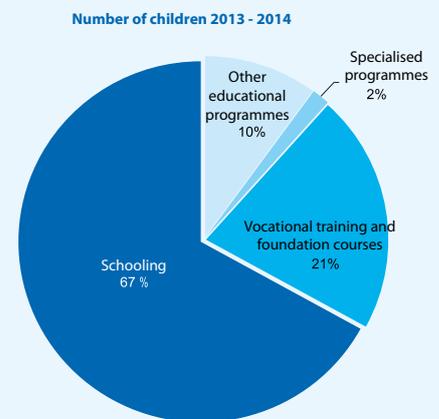
## I. FIGURES FOR THE YEAR: BENEFICIARIES AND PROGRAMMES



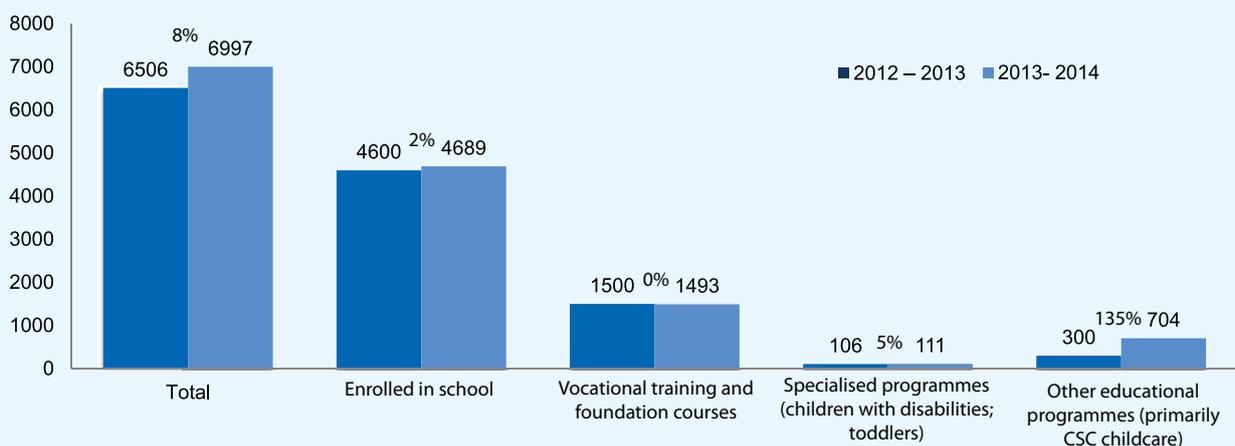
### 1- OUR CHILD BENEFICIARIES IN 2013-2014

The year 2013-2014 was marked by our taking on an additional 500 children, bringing the total number of children and young people in our programmes to 7,000.

Above all this is the result of the development of our Community Service Centres (CSC) - formerly known as "paillotes" - implemented over the last two years. The CSCs, set up within the communities' places of living, as close as possible to our children's families, enable us to provide them with assistance through very concrete services such as providing the children with meals, access to a drinking water point and sanitary facilities, the provision of first aid, child care for younger children and receiving the children during out-of-school hours. The aim of the CSCs is also to maintain mutual familiarity between the communities and PSE, knowledge that is essential in order to favour the children's schooling and to foster a relationship of trust with the families.



### PSE Educational Programmes Number of children

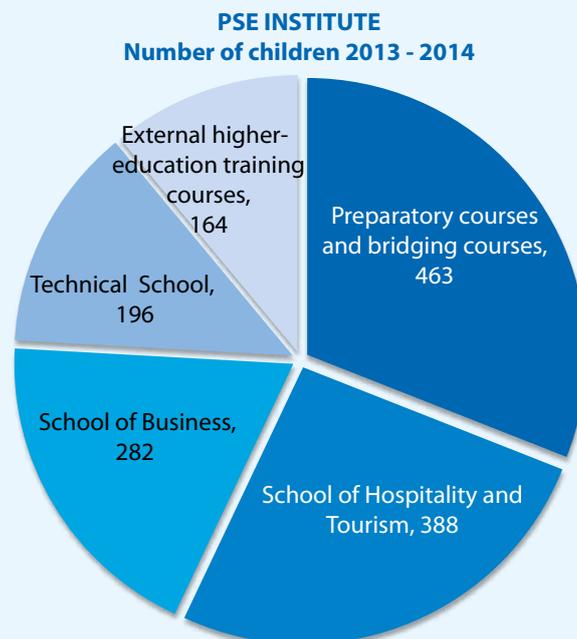




## 2- The PSE Institute

The PSE Institute has welcomed some 1,500 young people onto its preparatory courses and bridging courses, as well as to its three vocational-training schools, covering 28 different professions. 164 students have pursued studies outside of PSE, in higher education at universities and institutions recognised for their teaching, or in vocational training

with other partner NGOs. This year saw us celebrate the success of our first young person qualifying as a GP, having graduated from the Phnom Penh Faculty of Medicine.



### School of Hospitality & Tourism

- Food Production and Pastry
- Front Office
- Food & Beverage Service
- Housekeeping & Laundry
- Beauty, Spa & Massage
- Home & Family Care
- Nannies
- Tour guides



Two "Lotus Blanc" training restaurants at Phnom-Penh  
A training hotel; a catering service

### School of Business

- "Bachelor in Business Administration" (BBA):
  - Administration and Accounting
  - Sales and Marketing
- Higher Technical Vocational Diploma in Retail
- Technical Vocational Diploma:
  - Management and Accounting
  - Sales



Numerous associated operational projects in sales  
and accounting...

### Technical school

- Mechanics
  - Car maintenance
  - Motorbike maintenance

"Smile Vehicle Service" (SVS)  
garage and training workshop

- IT

In partnership with another NGO

- Audiovisual
  - Electricital Installation
  - Sanitary and Air-conditioning Installation
  - Masonry and Tiling
  - Painting and Decorating



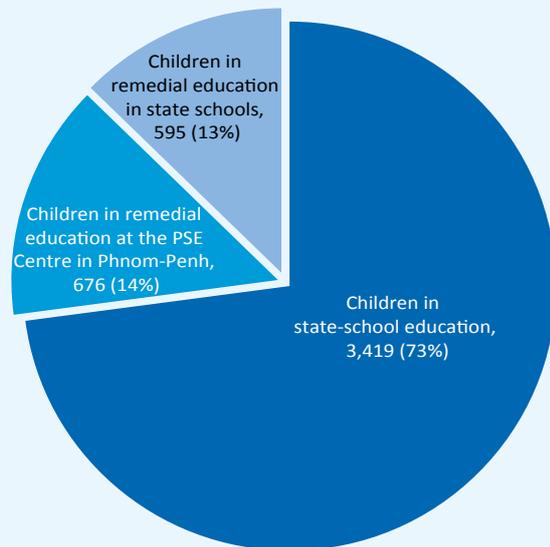


### 3- Schooling

There are 1,300 children undergoing remedial education (a method developed by PSE), that is, 27% of those enrolled in school. Based on a lively, active educative approach and high-quality teaching, the method enables children aged 10 to 14 who are behind by at least four school years in relation to their age, to study on an accelerated-learning basis and complete the two-year curriculum in a single year. In the space of three years, the children reach primary school leaver level.

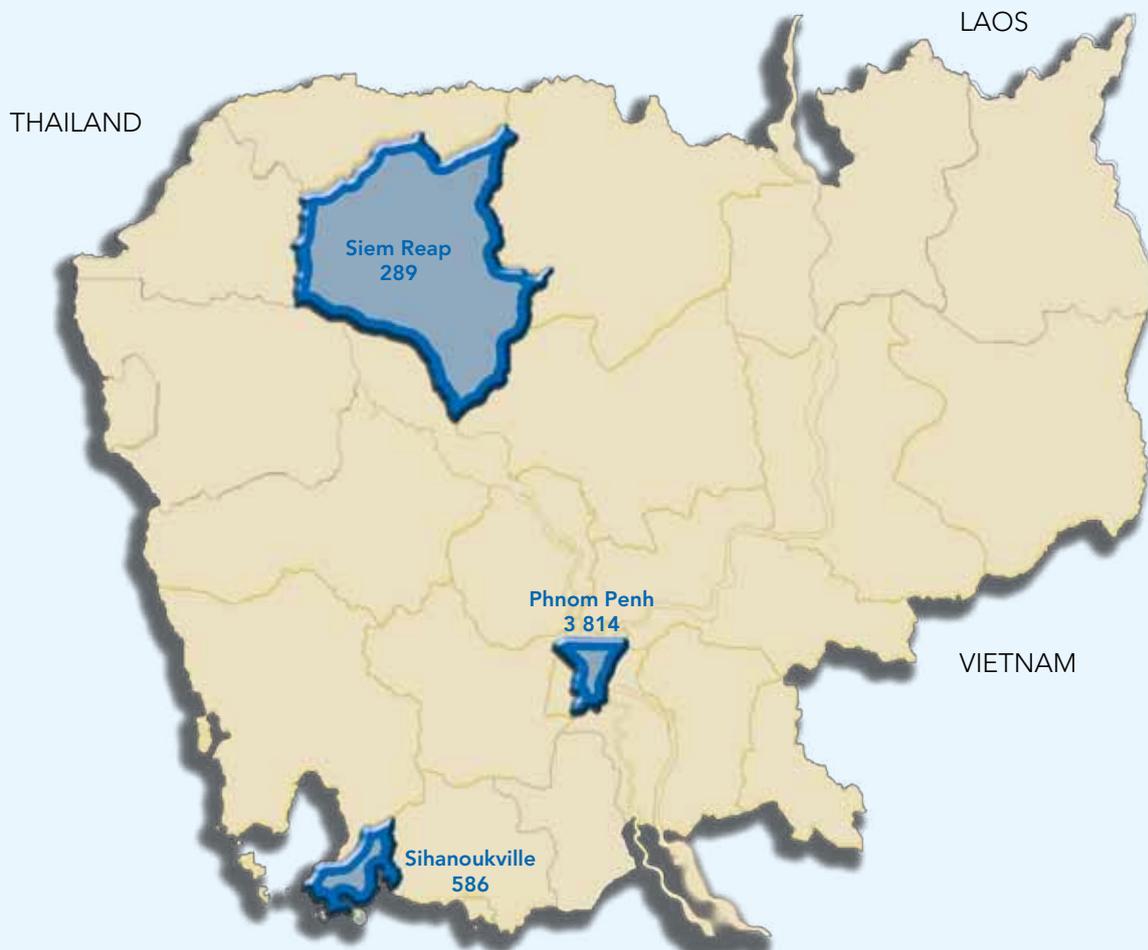
Of the 4,700 children benefiting from our Schooling programme, 3,400, i.e. 73% of them, are receiving normal schooling in state schools.

**Children schooled by PSE 2013-2014**  
Total 4,689



Developments around Sihanoukville and Siem Reap.

The proportion of children schooled with the support of PSE within these two zones is on the rise. This development complies with the directions taken in order to develop our action in these provincial towns where, like in Phnom-Penh, growing urbanisation does not benefit the most vulnerable populations, rather quite the contrary.



22% of the children schooled at Sihanoukville and Siem Reap are in remedial education.

Whenever possible, we always favour placing each child in the state school closest to where they live. In order to cater for requirements, we are working in cooperation with over 120 schools where our children are receiving conventional schooling.

#### 4- Other educational programmes

Of the 815 children involved in these programmes, 692 are received by the childcare services of our eight Community Service Centres in the Phnom-Penh and Sihanoukville areas.

The remaining children are cared for by the following structures:

- **Special Needs Education at our Centre:** 49 children with mental retardation, who have their own teachers. Those who can are schooled in part-time education at the Remedial Centre with the other children.
- **Mother and Child Protection (PMI):** The 62 beneficiaries of the programme are babies and toddlers (aged 0 - 2) cared for by this service, which is part of the Health department. They benefit from tailored care where required by the family's situation or the baby's state of health.

The Siem Reap and Sihanoukville integration centres host young people originally from Phnom-Penh, on internships or in their first employment, in order to accompany them through this new phase in their lives.



#### 5- Children benefiting from several programmes



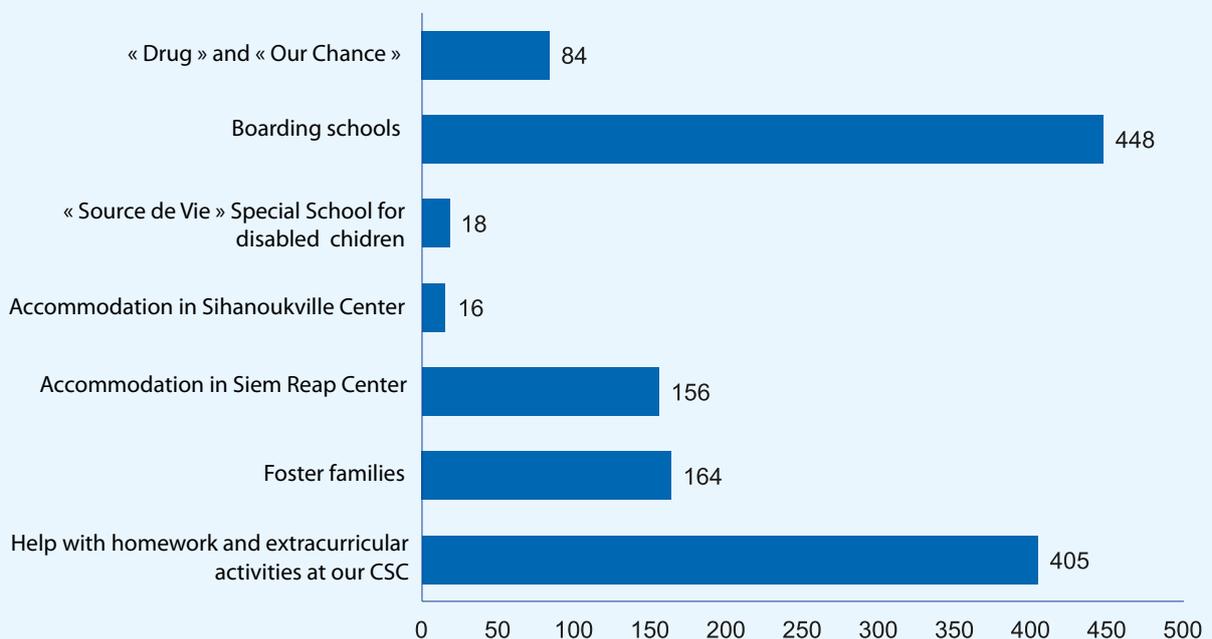
- These complementary programmes meet the specific needs of almost 1,300 children:
- Help with homework and extracurricular activities at our Community Service Centres for children in state-school education, where classes only last half a day: 400 children benefit from this programme.
- "Drug" and "Our Chance" programmes: two specific guidance programmes aimed at particularly vulnerable young people put off by learning.

- Protection / Accommodation:** this programme has developed with the opening of the boarding school at our Phnom-Penh Centre. This is of benefit to several groups of children: those at risk of abuse within their families, those whose families have moved away, students in higher education housed in student residences for those who don't have the possibility of studying at home, etc.

Lastly, the "Source de Vie" special school welcomes 18 children with multiple disabilities. The accommodation at our Siem Reap and Sihanoukville Centres is temporary, provided for the duration of internships, seminars and/or company visits for young people in vocational training.



**Children benefiting from more than one programme 2013-2014**  
**Total 1,291**



## 6- Comprehensive support: food, medical care, extracurricular activities and assistance to families

- **Food** : 8 500 meals served daily.



- **Medical care**: over 2,000 medical consultations per week for children and their families.



- **Extracurricular activities**: every day, an average of 1,500 children and young people participate in the sports, cultural and artistic activities organised at the Phnom-Penh Centre and at our Community Service Centres, or offered by the team of the "sport bus", which tours the communities.



- **Food compensation:** 1,370 families benefit from the rice distributed in compensation for the loss of earnings that they incur by letting their children attend school and study instead of going out to work. Each week we have distributed almost 9 tons of rice, in addition to the 3 tons of rice consumed in our canteens.



- **Social employment:** our assistance to families also comprises 50 or so social employment positions. (fixed-term contracts, to enable a greater number to benefit).



- **“FLIP” training:** 168 parents of our children, 80% of whom are single mothers, benefited this year from a short training course in a profession, within the framework of our FLIP programme (\*). This programme, conducted with the support of two partners, the Italian NGO, Intervita and Crédit Mutuel Kampuchea, has come to the end of its three-year pilot period. In total there were some 1,000 beneficiaries. 500 parents received short training leading to a qualification and over half were assisted in finding a job. 520 others were supported in creating their own micro-business, with the provision of a micro-credit. Because there are still numerous families in need of such assistance, particularly in the villages furthest from Phnom-Penh, where many have been moved to, our partners have renewed their commitment and we have extended the programme.



- **Monitoring and social guidance:** thanks to their permanent work on the field, our social team, made up of around 30 assistants, are familiar with the families and provide guidance on issues such as the prevention of abuse and of alcoholism. The team also organise assistance to families in emergency situations.



(\*): FLIP: Family Livelihood Improvement Project

## 7- Our results

### ■ Vocational training/Higher education

We had 400 new graduates in 2014. As always, their professional integration is very satisfactory. 79.2% had found solid employment as soon as they graduated, and this employment rate increased to 98% in the six months following graduation.

Their average salary in their first job is \$174 per month, with the figure ranging between \$120 and \$300. In comparison, the minimum salary for this period was \$100 (the minimum wage has since been raised to \$128). Beyond these first incomes, we would also note that our young people often move up quickly within their companies, both in terms of responsibilities and remuneration.

In total there are now 3,700 alumni, many of whom are members of the alumni association, which promotes and organises solidarity towards the youngest.



Sephan Soung, ancienne étudiante PSE, diplômée en 2011 et aujourd'hui directrice générale à Action Cambodge Handicap (ACH).



### ■ Sports results

The results achieved by the PSE's children and young people at national competitions organised by the Ministry for Education and Sports for primary and secondary school children, were admirable: 2nd place for the athletics team, 2nd place in basketball (girls), 1st place in volleyball (boys) and 3rd place in volleyball (girls).

PSE students' individual results were just as impressive: 1st place in the Sihanoukville mini-marathon (10 km) and 2nd place in the tennis tournament organised by the Cambodian tennis federation.

### ■ School exams

201 young people have sat the Brevet (Certificate of General Education): 102 students at our Centre and 99 of those whom we have placed in state-school education. The pass rate was 78.2%.

57 young people have passed the Cambodian baccalaureat. The pass rate was 55%, in comparison to the national average of 38%.

We are very proud of the results achieved by our young people, who succeed in obtaining these diplomas by studying hard, despite coming from the poorest of backgrounds.



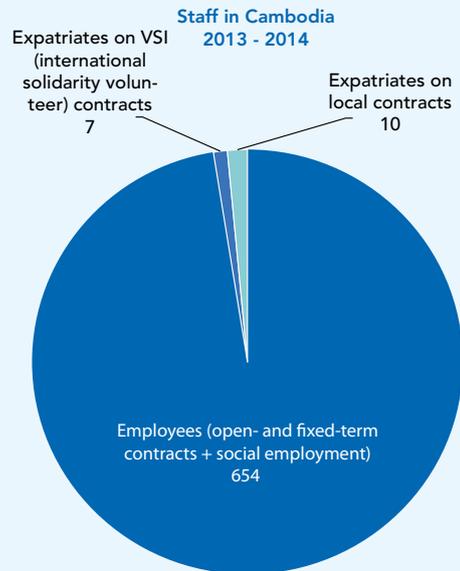
## 8- Workforce



Staff numbers in Cambodia have risen from 564 to 671 people, an increase generated notably by the development of our community service centres and the general increase in numbers for children within our programmes (with the total for the year up 500).

In addition, 86 individuals paid expenses, 23 volunteers and 13 individuals allocated to the FLIP project contribute to the PSE's results. This gives an overall total of 794 people. This new accounting - which we implemented within the framework of our project to accompany the growth of our activities and thanks to assistance missions by expert volunteers, consultants in human resources and in organisation, with our Cambodian managerial staff - offers us better visibility of the total workforce, remunerated in one way or another (salary, remuneration, expenses, compensation, etc.), who contribute to our work.

In France, the workforce remains unchanged, with three employees.



# ACHIEVEMENTS IN BRIEF





## II- THE YEAR'S ACHIEVEMENTS, IN BRIEF

### 1- A new, human training programme: "the School of Life"



The instilling of moral values of respect for human kind, honesty and solidarity, forms part of the PSE educational mission. A new training programme at "the School of Life", which is more elaborate and diverse than in the past, and better adapted to the number of children, began at our Centre as of this year, 2013 - 2014: development of activities taking the form of debates, theatre sessions, specific training of our teaching staff, internal communication campaigns, turning to new contributors... "The School of Life" is very much one of our "support" programmes, indispensable to the success of our mission. It is called upon to extend to those children educated at state schools.

### 2- Ever providing active assistance to state schools

To assist state schools with very limited resources, we have delivered a project to improve study and hygiene conditions in 42 schools where we have children in education: construction and repair of toilets and sinks, installation of drinking-water access points, renovation of libraries and donation of books, development of sports fields and donation of equipment. 57,000 children at these schools located at Phnom-Penh, Siem Reap and Sihanoukville are now able to benefit from better learning conditions.

To facilitate the children's future integration into our vocational training programme and support their education within state schools, we have continued to develop complementary English and IT lessons at several schools.

Our mobile library service operates with two bookmobiles, one of which, too dilapidated, was replaced this year. It tours 32 different schools across the Phnom-Penh area.



### 3- Developments in vocational training

Our education team has worked in conjunction with the Cambodian Ministry for Vocational Training to develop new "bridging course" handbooks to teach children at secondary-school level, always with a view to facilitating access to vocational training studies.



As planned, the School of Business is developing:

- A new block-release training in Retail Business (Higher Technical Vocational Diploma)
- Ongoing teacher training, with the support of the ESSEC Business School in particular
- A new training activity for students, with the souvenir-shop in our Center (sells handicrafts produced by mothers struggling financially, etc.)

Moreover, construction work on the new school building is under way: it will welcome students at the School as of the 2015/2016 school year.



A hairdressing salon, "Serge Comtesse Prestige", has been opened in Phnom-Penh town centre. This is a social enterprise, founded by PSE in partnership with the Serge Comtesse group, who having been working with us for over ten years, for our hairdressing training programme. The salon employs young people who have undergone our training programme. Any proceeds from this business will be reinvested in PSE.

Likewise, at our Centre, our car/motorbike Mechanics training programme's second workshop is open to outside customers, and operates like a real garage. Thanks to signage and communication efforts, the "SVS garage" (Smile Vehicle Service Garage) has developed its own customer base, enabling those of our young people reaching the end of their studies to work in real conditions.

In the Construction field, our Khmer trainers once again benefited from complementary training by their French counterparts on assignment at Phnom-Penh. Moreover, in cooperation with the AIADD association, various works and studies have been conducted to reduce energy consumption at the Centre, with savings amounting to around \$10,000 per year.



The Hotel School's training restaurant at the Centre now features an extended kitchen as well as a new outside terrace. Lastly, to meet the equipment needs of the Institute's schools, we have renewed and extended our IT fleet.



#### 4- Rehousing and Community Centres: assistance to families is a necessity



“Smile Village”, our rehousing project in Prey Sor in the greater suburb of Phnom-Penh, was launched in 2012, in partnership with the NGOs, Habitat For Humanity and STEP (\*), in order to provide assistance to families forced to leave their homes owing to the explosion in rental prices in Phnom-Penh and the expansion of the town. Funding and construction of the houses, which was supposed to be undertaken by Habitat for Humanity, experienced significant delays in 2014, with only 15 houses completed by the NGO in November 2014. Further to this shortcoming, we redefined our commitments with STEP, our other partner. The project has got off to a fresh start and will benefit a total of 63 families, over 350 people, to begin with. Meanwhile, we have come to the assistance of the families by paying their current rent.

Around 20 of our families, the victims of a devastating fire in the summer of 2014 in the village of Trea, neighbouring our Centre, have benefited from emergency rehousing and assistance, orchestrated by our social team. Likewise, we also provided emergency relief for families within our communities who were the victims of flooding.

Two new Community Service Centres have opened: that of the “groupe 7”, in Sihanoukville, in November 2013, and that of Keo Phos, in the province of Preah Sihanouk (Sihanoukville), in April 2014.

The activities of our eight Centres (five in the Phnom-Penh region and three in the Sihanoukville region) have been developed. This is testament to our desire to strengthen our relations with families and children, particularly in the new villages that many have been uprooted to.

(\* ) STEP - “Solution To End Poverty”: Singapore NGO

## 5- Providing medical care and tending to the most vulnerable

A mobile dental surgery started-up activity in August 2013. In the villages the furthest away from our Centre, children and their families now benefit from medical care, thanks to the regular passage of the dental bus.



The "Source de Vie" special school, which hosts 18 children with multiple disabilities, has completed its first year of activity. There are numerous challenges involved in caring for the children in the best possible conditions. The special school's teams demonstrate their devotion and



skill in rising to these challenges. The integration of disabled children alongside the other children at the Centre has proved a real success; they participate in all activities. The realisation of the "PSE for All" project enabled the construction of access ramps and adapted toilets at the Centre, making it significantly easier to get around, thus making the PSE Centre a model in Cambodia with regards to integration of the disabled.



## 6- Summer camp

In August 2014, no fewer than 3,000 children were welcomed onto the different sites of the summer camp each day. These are those of our families' children who are not at the Centre over the course of the school year, whom we have placed in state-school education, those of the villages where our Community Centres are located and those living in the surrounding area. Some children stay for a few days, others for two weeks. Thanks to the summer camp, they continue to be taken under the PSE's wing during this period. Over 370 young people, European and Cambodian, led activities and supervised during the four weeks at the camp.



# HIGHLIGHTS





### III- HIGHLIGHTS

#### 1- King Sihamoni's visit to our Centre



In February 2014, we had the honour of welcoming the King of Cambodia, Norodom Sihamoni, for his official inauguration of the new boarding school at our Phnom-Penh Centre. During his visit, which was an occasion of great jubilation demonstrated by all, children and staff alike, his Majesty awarded Christian and Marie-France des Pallières, the founders of PSE, and PIN Sarapich, director of our programmes in Cambodia, with the country's highest honour.

## 2- Papy's birthday marked at the former dumpsite



Christian des Pallières, "Papy", the co-founder of PSE together with his wife, Marie-France, celebrated his 80th summer in 2014. This event saw an emotional pilgrimage to the former dumpsite, organised by the "old ones", to gather in memory of the children lost to this nightmare and to unite in rejoicing at how far we have come since.

# GOVERNANCE AND MANAGEMENT





## IV- GOVERNANCE AND MANAGEMENT

### 1- In Cambodia

The growth of our programmes in recent years has been accompanied with changes to our organisational structure, implemented further to our Cambodian managers' joint work with the Board of Directors and volunteer consultants involved in local missions.

A new organisational structure has been adopted in Cambodia. New management charts have been put in place in order to maintain rigorous, optimal management of our programmes and projects.

Lastly, a more efficient Human Resources Management structure has been put in place.



## 2- In France and across our support network

Support for the activities of our network of volunteers, in France and in several other countries continues: provision of common tools, organisational support, etc.

The charity's image has been modernised with the adoption of a new logo and a new graphic charter.



# AVERAGE COST OF PROGRAMMES FUNDING





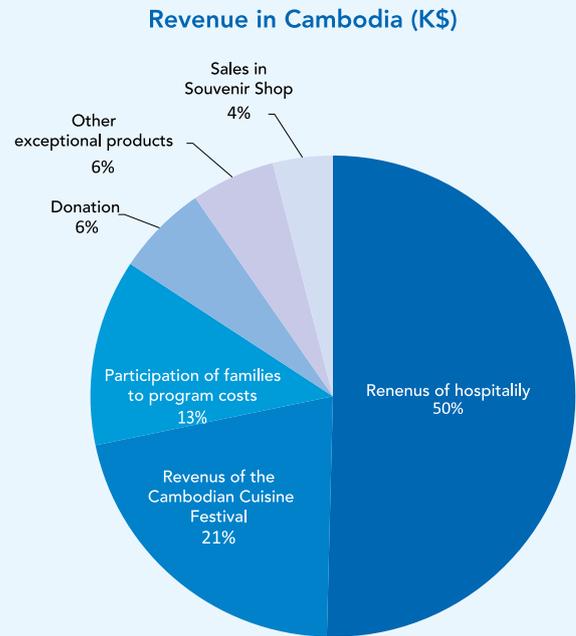
## V- AVERAGE COST OF PROGRAMMES - FUNDING

In 2013-2014, the average cost of a child receiving assistance from PSE, across all programmes, was **\$82.85 per month, i.e. €61.69** at a €/€ exchange rate of 1.34.

This cost is determined based on 6,997 children receiving assistance. Over 1,200 children benefit from several programmes to cater for their specific needs. The costs of each of the programmes naturally vary based on their nature. As such, the costs of the main programmes were as follows :

- €41 per month, per child schooled
- €94 per month, per young person, for vocational training
- €40 per month, per child, for "protection/housing"

**Sponsors' contributions cover 79.5% of the cost of the programmes**, with around €42 contributed per month on average. All remaining costs are covered by donations. **General and fundraising costs have remained both stable and very low, at 7% and 1% respectively.**

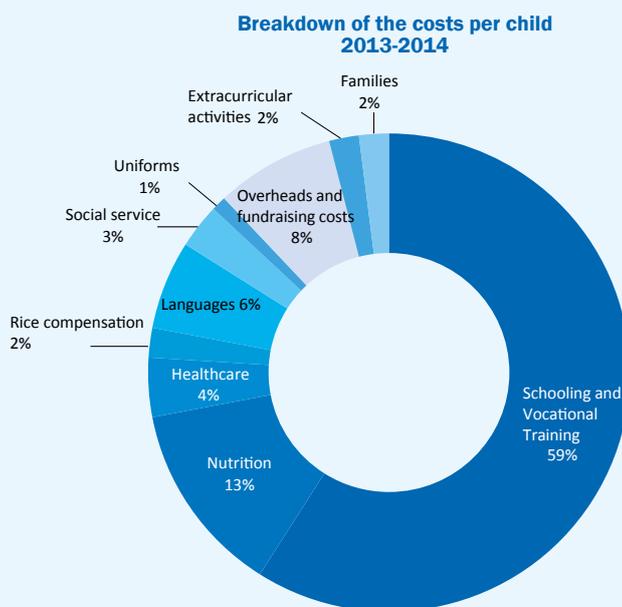


Charity party organised by PSE in Phnom Penh, march 28-29th 2014



The funding obtained in Cambodia stands at some 375,000 US dollars, a contribution that remains relatively stable, corresponding to local revenue and donations.

The reference sponsorship amount, per child, per month, remains at €47. The sponsor is free to decide on the amount they wish to pay, the frequency of their sponsorship contribution and its duration. It is their moral commitment to offering support over time that enables us to undertake commitments with respect to the children. Every quarter, sponsors receive news from the "PSE family" via our newsletter. In order to ensure that all of the children are treated equally, sponsorship is anonymous.



# OUR CURRENT PROJECTS





## VI- OUR CURRENT PROJECTS

### 1- Giving the greatest possible number access to remedial education



In the 19 years since we began, our remedial programme has demonstrated definite results. The method is taught at our Centre and at several partner state schools. In 2012, our educational team's active cooperation with the Cambodian Ministry for Education led to the joint development of new course handbooks, adapted to developments in the programmes. In January 2014 the Ministry officially recognised the method.

Our project consists of deploying the method in the state schools of five target provinces: those of Phnom-Penh, Sihanoukville, Siem Reap, Kompong Speu and Prey Veng. It is conducted in partnership with the Ministry and is incorporated into the "Educate a Child" programme, supported by an NGO consortium in Cambodia for out-of-school children. Over a three-year period, remedial schooling is planned for some 6,000 children per year, with the creation of some 160 classes.

Having begun in September 2014, the project includes the training of trainers from the Ministry of Education of Cambodia's provinces and districts, and of teaching staff and school principals, the printing of course handbooks, support for children undergoing schooling, etc. Actions to inform and raise awareness amongst educators, parents and local officials are also planned.

At the end of this three-year period, the objective is for the Ministry for Education to have adopted the method and be in a position to enable Cambodian children behind in their schooling to benefit, all across the country.

This scaling-up will be a big step forward in providing the poorest children in Cambodia with access to education!

## 2- Rehousing at Smile Village



“Smile Village” comprises 23 houses as of late 2014, with a further 48 in construction. STEP provides social and financial support to the future community by constructing community infrastructures including a “paillote”, which will be managed by PSE, and by developing vocational activity projects for families, notably in ecotourism.

## 3- Construction work on the new School of Business building



The works have been subjected to significant delays since the summer, owing partly to administrative issues, and partly to conflict between the Cambodian prime-contracting construction company and its sub-contractors. We have taken new measures to ensure that the construction work progresses with no unwanted surprises in future; a new schedule has been drawn up, and delivery of the building is planned for the first quarter of 2016. In the meantime, we have set up temporary classrooms for the School’s students within the boarding-school building, which from the outset was planned with mixed usage as either bedrooms or classrooms in mind, as flexible as possible so as to be able to adapt to requirements.

# MERCI! THANK YOU! OKUN!



 អង្គការដើម្បីការក្លែងប្រែក្នុងកម្ពុជា  
*Pour un Sourire d'Enfant*  
Association loi 1985, reconnue de Bienfaisance  
Leurisme du Prix des Droits de l'Homme

  
Training  
Restaurant

ផ្ទះលេខ ៤០២ ភូមិព្រា សង្កាត់ស្ទឹងមានជ័យ  
ខណ្ឌមានជ័យ រាជធានីភ្នំពេញ

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VII- SPONSOR AND PARTNER ACKNOWLEDGEMENTS

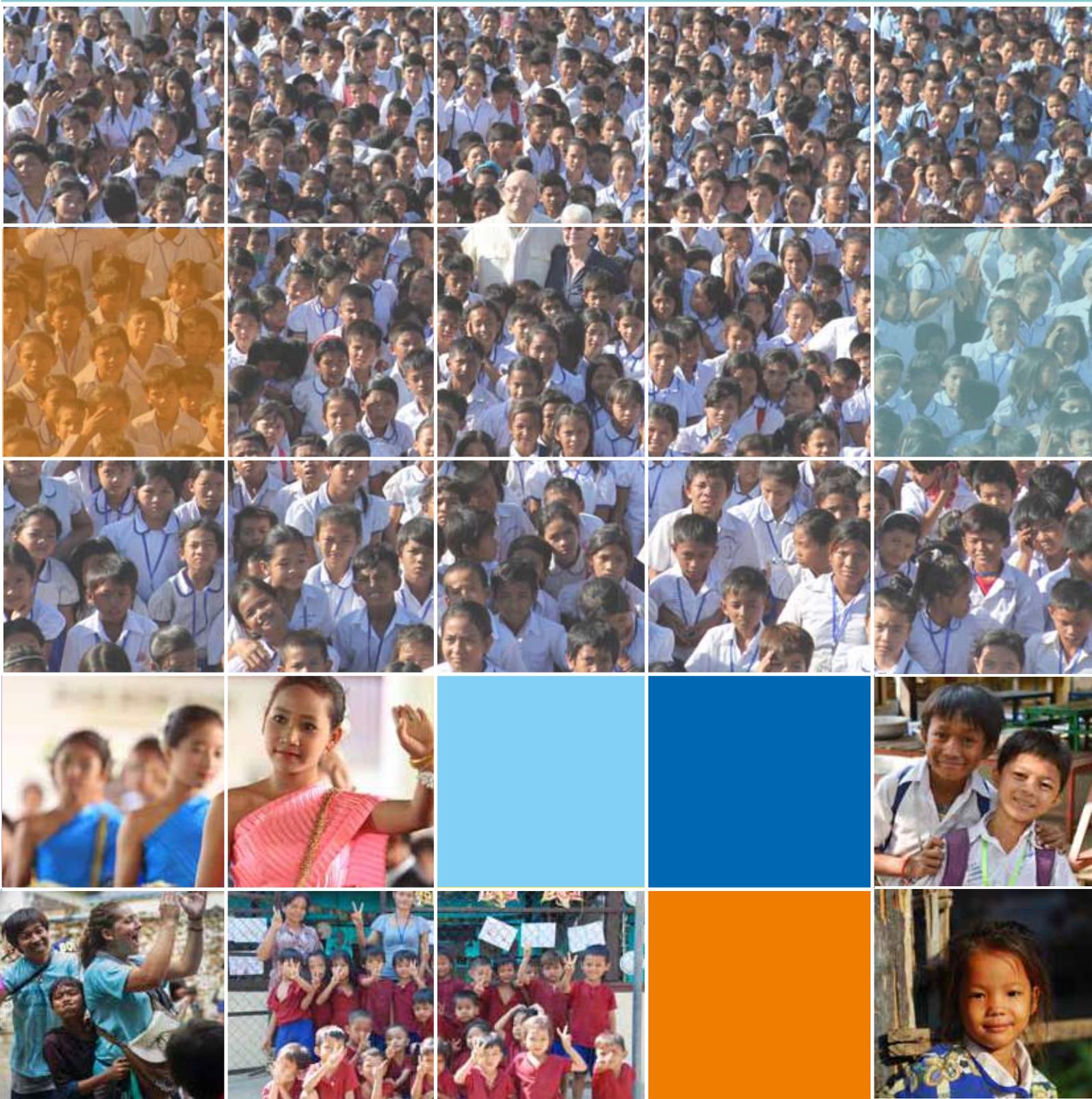


ALSO OUR WARMEST THANKS TO

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