



PSE  
FOR A  
CHILD'S  
SMILE

*from destitution... to a vocation!*

# ACTIVITY REPORT

September 2014 – August 2015

# Introduction

2014/15 was an eventful year for PSE!

Against a challenging economic backdrop – the rise of the dollar against the euro driving us to ever greater efficiency – we attracted more than 6,700 children to our programmes.

The multi-dimensional support we provide the children and their families, from early childhood (for some) until they find a job (for all) means we have witnessed, over the years, our youngsters' success and their integration back into mainstream Cambodian society.

What a joy to see their rediscovered smiles and the spirit of solidarity they show their brothers and sisters, their parents and their friends at PSE!

However, many dangers still lurk under the surface. The attractions of consumer society and easy money from drugs and gambling can distract the children from studying conscientiously and developing their skills. A good education is one that gives the children the tools they need to stay on track. We have progressed our efforts and thinking about “humane” education over the year. During a general meeting in June, the whole Cambodian team – at the front delivering the programmes – reaffirmed their pledge to PSE’s values : Respect for Children - Passion for Education - Commitment - Social responsibility.

Our management team has continued to implement the change and adjustment necessary to strengthen our programmes and improve their quality.

PSE is also working on other projects beyond the core programmes – I will mention two of them here: first the "Smile Village" re-housing project and second the development of a remedial school curriculum in state schools for students who have dropped out – both these projects are consistent with our mission to help the poorest.

Thank you to all our supporters – “mankind owes to the Child the best that it has to give” (\*) – for helping to build a better world.



A handwritten signature in black ink, which appears to read "J. Bouchard".

*Jean-Michel Bouchard*  
*Président*

(\*)"Mankind owes to the Child the best that it has to give" extract from the Declaration by the League of Nations in Geneva made in 1924, is included in the PSE Charter to express the philosophy of our NGO.

# Mission and values

Since 1995 Pour un Sourire d'Enfant (PSE) has been working in Cambodia to help children escape destitution and provide them the skills required to get a job and integrate into mainstream society. PSE has been recognised by the Cambodian authorities; it respects the sovereignty of the country, its customs and traditions; it collaborates with Cambodian local authorities to promote sustainable development.

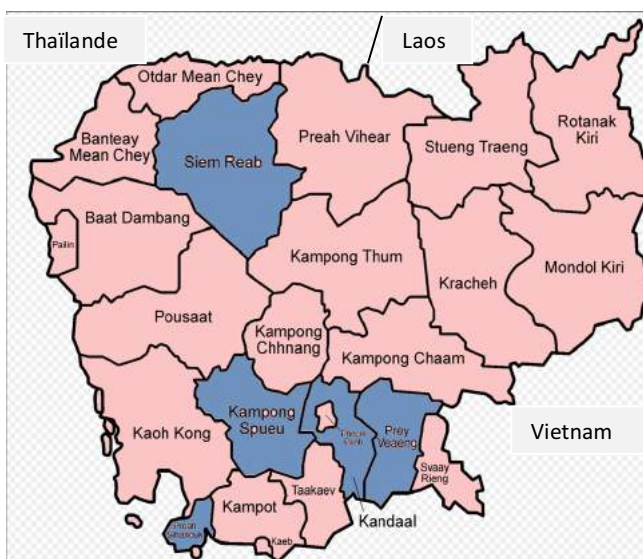
## Our mission

To offer destitute children a secure and supportive environment to study and train for employment.

# Beneficiaries in 2014/15

**6,700** children and young people, coming from the poorest of backgrounds, are cared for in our programmes in Cambodia.

**3,300** families are monitored and helped, 91% earn less than \$1.75 per person per day. The other families (9%) also have very limited resources – a maximum of \$3 per person per day – and continue to benefit from our support (they receive financial support in order to enable their children to complete their education).



## Areas of action in Cambodia:

- Phnom Penh,
- Kandal province around Phnom Penh
- Siem Reap
- Preah Sihanouk

Within the framework of the project « Educate a Child »:

- Prey Veng and Kampong Speu provinces

# Our actions in 2014/2015

## EDUCATION

4,500 children attend schools with the support of PSE, of whom 1,300 are in remedial education.

Most of the children go to state schools with the exception of 645 who go to school at our remedial centre in Phnom Penh. PSE provides school equipment, uniforms, transport (buses, bicycles), one meal per day, additional salary for the state teachers, career advisors and monitors the children's attendance and results. Extra lessons are offered to pupils with who need them.

Our mobile library programme serves 32 schools reaching 125,000 children.

- 84.6% pass rate at the primary school graduation exam
- 88.5% pass rate at the Brevet (Certificate of General Education or GCSE level)
- 54.7% pass rate of at the Cambodian baccalaureate (this rate is very close to the national average: 55.88%)

We have enhanced the monitoring of students' attendance. Extra tutoring has been made compulsory for children in 9th and 12th grade.

We have put into place a mentoring system, at our centre in Phnom Penh, for students who need support. In addition, our teachers provide increasing amounts of one-to-one tutoring on a voluntary basis.



2015 Highlights: Organisation of the *Khmer New Year* with an educational contest and "*Reading Day*" for all our children. It was a great success with more than 1,500 participants.

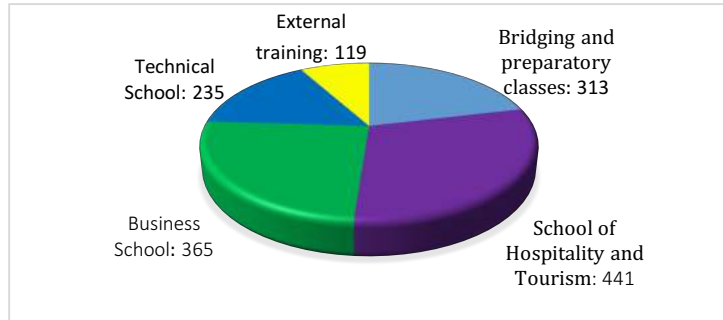
# Our actions in 2014/2015

## VOCATIONAL TRAINING

Almost 1,500 children are trained at the PSE Institute in Phnom Penh or in external higher education establishments.

Officially recognised by the Royal Government of Cambodia, the PSE Institute provides preparatory courses, bridging courses and three schools for vocational training – offering about twenty vocational training courses. PSE also provides external training for over one hundred young people in universities or recognised training institutions outside of PSE.

*Distribution by course of the number of student (total: 1,473)*



There is strong demand for skilled employees in the Cambodian job market, opening up the market to citizens of all countries from ASEAN (\*) has increased competition. We continue to work with the Ministry for Work and Vocational Training, as well as with other training institutes and with employers in order to adapt **our training to the standards defined by ASEAN**. As a start, the certificates of our School of Hospitality and Tourism training now correspond to those standards and are officially recognised.

For the last two years, the study curriculum has been organised into semesters, each ending with exams giving **intermediate qualification levels until the students complete their final diploma**. We therefore had intakes at two points of the year – one in September and the other in March. The studies in foundation classes have also been reduced to six-month programmes. This flexibility allows us to integrate more students into the programmes. For those who do not reach the final diploma (which requires two or three years of study depending on the course), it also gives certified intermediate qualification levels. This is a pragmatic solution for about 10% of young people at the Institute who leave the programme for various reasons: an immediate job offer, a marriage, a moving to another part of the country – it is inevitable some students drop out, however our goal is to keep it at the lowest possible level.

All our teachers benefit from **internal training**. Once again, those from the Business School benefited from courses delivered by teachers from the **ESSEC Business School**, who came to Phnom Penh to share their knowledge. Within the framework of this dynamic teaching partnership, several of our Khmer teachers attended classes for a few weeks at the Singapore campus of the ESSEC Business School.

As with all our courses, **the training in the Business School focuses on gaining work experience** and internships.

This year, **five big internal teaching contests were held** for the students, they got involved in them with great commitment and enthusiasm.



(\*): ASEAN is the 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.

## Our actions in 2014/2015

The Technical School, for its part, has highlighted to young people the education opportunities and the jobs they lead to. This was reflected during two dynamic training information days at the Institute, held in the centre during December and June each year. Beyond internships, which are an integral part of the curriculum, the School continues to develop relationships with companies. Finally, the school's European partners - the Norauto company for mechanics, the CFA (Centre de Formations d'Apprentis) in France for construction, and the film director Patrice Leconte - who remains an ever-present source of support with regular reviews and consulting missions.

Students at the School of Hospitality and Tourism had the opportunity to demonstrate their skills by taking part in several cooking competitions, such as ASEAN's. The quality of this training – recognised by the Cambodian market – is a real asset for our graduates, they are very quickly recruited.



*ASEAN Skills Competition in Hanoi (Vietnam).  
Certificates of excellence awarded for cooking skills.*



*Training in assembling scaffolding, offered by the  
Vinci Construction Company Grands Projets*

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### New graduates

- 211 students graduated from the School of Hospitality and Tourism – 100% of whom have found jobs in hospitality sectors – average starting salary (hospitality sectors): \$220 per month
- 106 students from the Business School graduated in 2015, of whom 16 are the first graduates of the Retail Trade BTS course, which started at the beginning of 2013. 98% of whom have found jobs - average salary: \$238 to \$272 per month depending on the course.
- 94 students graduated from the Technical School, 8 of whom are the first batch of graduates of the audio-visual course, recruited with an average salary of \$334 per month.
- 32 graduates in external higher education or in vocational training with partner NGOs.

**In total 4,000 alumni have been rescued from poverty and integrated into Cambodian society for bright and happy futures and careers!**

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# Our actions in 2014/2015

## SUPPORTING CHILDREN AND FAMILIES AT HOME

**We now operate 9 Community Centres** – the former "pailotes" – with the opening in June of a new centre at "Smile Village", the re-housing village built in Dangkor, a distant suburb of Phnom Penh (see page 12).

Located in the heart of the villages, the Community Centres aim to:

- Develop awareness of our programmes
- Give self-sufficiency to families on social, education and health matters
- Care for the youngest children
- Monitor children who drop out of school
- Provide extra-curricular activities

Six centres are located in Phnom Penh and nearby: Prek Toil, Phum Russey, OBK, Sensok, Veal Sbov and Dangkor ("Smile Village").

Three of them are in the Sihanoukville region.



**Almost 600 younger children, aged 3 - 6, are taken care of in our childcare centres, enabling their mothers to go to work.**

In June, our staff were offered training in an innovative teaching method for the assistance of toddlers by the Singapore-based charity *Creative O Preschoolers' Bay*.

More than ten meetings with families have been organised by our staff in the centres. The issues dealt with covered education and society: the role of parents, hygiene, children's rights, women's rights, and so on.

Extra-curricular activities before and after the school day – half-days in Cambodia – games, reading activities, sports, and help with homework are provided to about 160 children.

## TAKING CARE OF THE MOST VULNERABLE

In our specialised programmes, we have taken care of:

- **56 disabled children** in our three Special Needs Education classes
- **63 infants** requiring particular care

Disabled young people over 18 are entrusted to the NGO "Action Cambodge Handicap", with whom we work cooperatively. A volunteer ergo therapist came for six months, and brought her experience and help to our team in the Special Needs Education programme.

The infants looked after daily in our Mother and Child Protection service (PMI) are mostly children suffering from nutritional deficiencies. The PMI also distributes milk to our families' babies, monitors pregnancies and provides life-long education for mothers on hygiene and caring for babies. Some information is also given on family planning methods. We have noted very positive results on the infants and mothers' health.

# Our actions in 2014/2015

## PROTECTING AND HOUSING THOSE IN NEED

- **454 children are housed** in our *Phnom Penh* Centre: 171 children who are victims of abuse and need protecting and 283 youngsters, whose families live far away, board to allow them to carry on their studies.
- **157 children are being cared for in foster families** in order to keep siblings together and to provide a home for the youngest.
- **34 young people are housed in our residences** in Siem Reap and Sihanoukville during internships or during the initial months of their first job.
- **18 children with multiple disabilities** are housed in the Foyer *Source de Vie* ("Source of Life")



We have focussed on providing **individual support for each child with**: personal records, monthly meetings between teachers and the boarding school staff, enhanced coordination and information exchange with the counselling service staff. As a consequence, the children's results in national exams have improved.

The **spirit of solidarity** has been developed: boarders are strongly encouraged to tutor younger students and they participate in communal cleaning duties. The residents are now in charge of preparing Sunday lunch themselves.

Many events and outings have been organised including during the long New Year and Day of the Dead holidays for the children who cannot go back home.





# Our actions in 2014/2015

## ATTENDING TO THE CHILDREN'S BASIC NEEDS ... AND MORE

- **5,260 meals are served daily** in our canteens, Community Centres and to our children who attend state schools. This year we have replaced the breakfast given to our children in state schools with an additional allocation of rice on a test basis. If this is not satisfactory, we will revert to the traditional breakfast next year.
- **Health monitoring for children and their families:** hygiene education, prevention, first aid, consultations, physiotherapy are offered. 8 infirmaries including, 3 mobile units, deliver an average of 2,700 consultations per week.
- Dental practice: one is located in our centre and a mobile unit serves 10 villages.
- **Psychological counselling** is provided by our specialist team.
- **A comprehensive approach to education:** sports, cultural and leisure activities are offered to the children of the centre, especially the boarders; the "School of Life" programme has been created to teach essential core values. The meetings and activities organized as part of this programme have benefited 2,000 participants including 450 children in state schools. They were based on educational short films (made by our audio-visual school), slogans, and implementation activities. Our staff also benefited from several training sessions on this topic.
- **The summer camps** in August ensure continuity of care for the children and allow them not to work during school holidays. For 4 weeks, over 3,000 children were welcomed each day by 270 Khmer monitors and 190 European volunteers, in 18 camps located in the 3 PSE centres and in the villages of our families.



# Our actions in 2014/2015

## SUPPORTING THE FAMILIES

Supporting the children would not be effective if we did not follow through with **family support**. This is implemented by our team of social workers: they visit the families, offer help in solving life problems, monitor children's absences from school, provide **rice in compensation for loss of earnings from child labour to the most vulnerable families - 350 tons of rice were distributed this year**. They also provide emergency aid and access to our health programme, and offer short vocational training courses for adults in cooperation with other NGOs.



Two campaigns were organised for the families to raise awareness on **the fight against dropping out from school** and on **the dangers of drugs**. Each campaign was based on a short film – one of them was produced by our audio-visual school and was based on testimonials – followed by discussions and debates led by our social team. They took place in 9 high priority villages and reached about 400 parents.



**1,380 families attended our annual meeting** on 29<sup>th</sup> May at the Centre. This meeting is a major opportunity to exchange information about our charity – details of our programmes, reminders about the huge benefits of childhood education and discussions about the problems these extremely poor families face.

# Our Projects

## OFFERING REMEDIAL SCHOOLING TO AS MANY CHILDREN AS POSSIBLE

Over the course of 3 years, this project aims to transfer PSE's expertise in remedial schooling to the Cambodian Ministry of Education. The methodology will be deployed and implemented in state schools of 5 provinces. The Project is part of "Educate a Child" programme led by a group of NGOs focusing on school exclusion situations.

At the end of the first year:

- **205 remedial classes have been created in 98 elementary schools**
- **5,700 children who had previously dropped out have returned to school, 46% of them girls.**
- **46 instructors from the Ministry and 98 teachers and school principals were trained** in the methodology by our in-house teachers.
- The parents were made aware of the project and involved during information meetings.



The 3-year project is being supported by the consortium of NGOs focussing on school exclusion situations in Cambodia (CCOSC) within the "Educate A Child" programme. The project was supported in 2014/15 by the Thales Corporate Foundation along with corporate donors from PSE Aquitaine and PSE Loire Océan branches.

## PROVIDING EMPLOYMENT ASSISTANCE TO THE PARENTS OF OUR CHILDREN

**We provide short-term (6 months) vocational training** to parents, mostly single mothers (80%), in cooking, sewing and housework.

The project was extended with our partner for a new 3-year phase (2015-2017).

106 heads of households have undertaken the training this year.

In partnership with "We World" charity.



# Our Projects

## RE-HOUSING FAMILIES IN GREATEST NEED IN "SMILE VILLAGE"

The project has re-housed 71 families pushed out of Phnom Penh due to rising rents. It is run in partnership with STEP, an NGO from Singapore. STEP provides the economic support for the new community.

The new village, built on land owned by PSE, is located in Dangkor, Prey Sor district, on the outskirts of the capital. 55 houses were completed by August and the PSE Community Centre started operating in June. The remaining 16 units were completed by late September 2015 in time for the official opening of the village.

Families come from our areas of intervention in Phnom Penh, mainly from Prek Toil (near the old dumpsite), Baku and the Phum Russey slums. They are supported to create the new community. Community rules and regulations have been defined and each family is committed to abiding by them. Regular meetings are held to ensure smooth integration of newcomers.

All the children participate in our programmes; they are either enrolled in nearby state schools or come to study at the centre, transported by one of our school buses.



*Second phase of construction,  
Houses delivered in July 2015*



*Smile Village Opening Ceremony  
on September 26th, 2015*

With the support of the following NGO's: STEP in Singapore, de Bon Coeur (Good Heart) in New Caledonia and PSE Branches: PSE Luxembourg, PSE For a Child 's Smile UK, Aquitaine PSE, PSE Basse-Normandie, Development PSE, PSE Paris / Ile de France, PSE Languedoc / Roussillon, PSE Nord and PSE Lyon through fundraising activities and their donors.

## DEVELOPMENT OF THE SCHOOL OF MANAGEMENT WITHIN THE PSE INSTITUTE

The opening of the new school building, on an extension of our centre in Phnom Penh, has been postponed to 2016 due to administrative difficulties and on-site delays with subcontractors. Meanwhile, our students continue to work in temporary classrooms set up in our boarding school building.

With the support of the following organisations: Amanjava Foundation, Amber foundation, Groupe Pictet foundation de bienfaisance, Talents & Partage, Horizon Tiers-Monde, Rotary Club of Houilles-Bezons-Sartrouville, Conseil Général de Loire Atlantique, PSE Branches in France and overseas, via their fundraising activities and private and corporate donors.

# Governance and Teams

The Board of Directors, made up of 17 volunteers, has set as a strategic direction the strengthening of our existing programmes in Cambodia, maintaining the excellence which is essential in order to integrate our children successfully back into mainstream society.

With the support of on-site experts, new tools have been made available to our Cambodian management team in the areas of needs assessment, management of human resources and financial monitoring. We are upgrading our IT systems in France as well as in Cambodia.

There are **619 employees in Cambodia and 3 in France** (August 2015) carry out our mission with the children.

**Over 300 volunteers** from PSE branches in France and in several countries commit throughout the year to raise awareness for the charity and organise a variety of fundraising events. The most important event remains the organisation of the "tour" in France by Marie-France des Pallières, co-founder, and Dany, a PSE graduate, now in charge of the visitor centre in Phnom Penh (tour conducted in April 2015).

PSE Branches in France: Alsace-Lorraine, Allier, Aquitaine, Aveyron, Basse Normandie, Bretagne, Centre, Languedoc-Roussillon, Loire-Haute Loire, Loire Océan, Lyon, Midi-Pyrénées, Nord, Paris-Ile de France, Provence-Alpes-Côte d'Azur, Les 2 Savoies, PSE Développement

PSE Branches abroad: AB PSE (Belgium), PSE For a Child's Smile UK, PSE For a Child's Smile USA, PSE Luxembourg, PSE Suisse, Por la Sonrisa de un Niño (Spain), Für ein Kinderlächeln (Germany), PSE Hong Kong

Our Cambodian staff is also very involved in supporting the cause of the children and contributed about 2,000 days on a voluntary basis this year.

**One of the Highlights of the year**  
**The reaffirmation of PSE core values in**  
**Phnom Penh by the whole team** (June 2015)

- Respect for Children
- Passion for Education
- Commitment
- Social Responsibility



# Financial Summary

The overall cost per child per month across all our programmes was: €70.17 (\$81.36) including French overheads. (Exchange Rate: €1 = \$1.16)

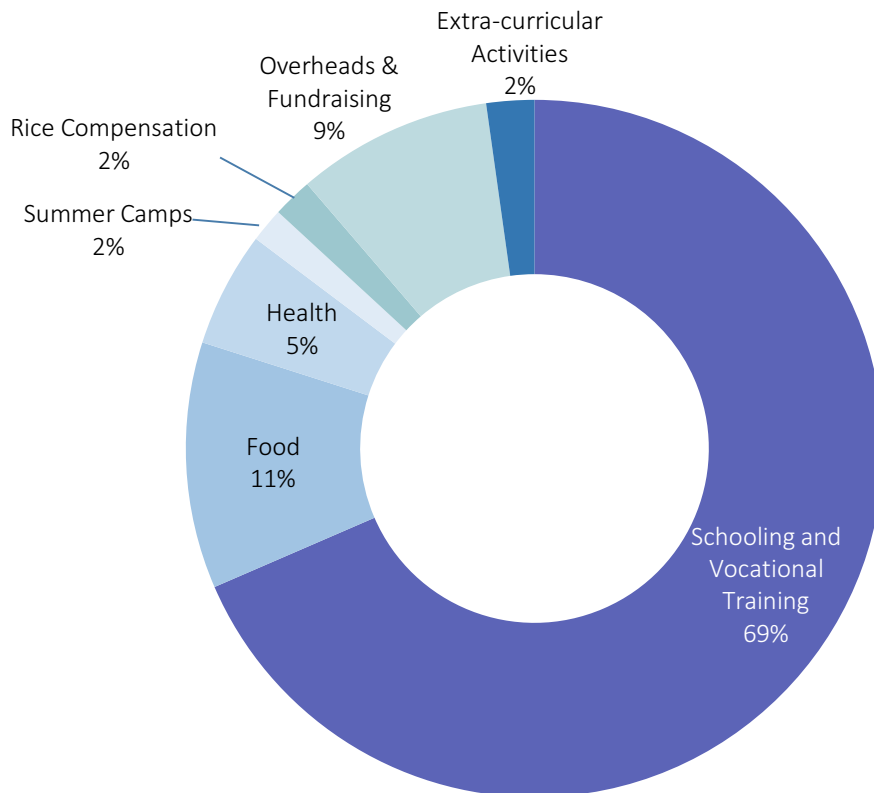
The cost of each of the major programmes varies by their nature. This includes addressing the children’s basic needs (food, healthcare, etc.), overheads and fundraising costs.

Cost per child per month for each of the main programmes 2014/15		
Schooling	€48.8	\$56.6
Vocational Training	€113.3	\$131.4
Community Centres	€61.2	\$71.0
Specialised Programmes	€126.6	\$150.2
Protection/housing programmes and extra-curricular activities (*)	€38.6	\$44.8

(\*) Over 800 children benefit from an additional programme of protection, housing or extra-curricular activities

## Breakdown of costs (across all programmes)

2014 / 2015



Our overheads and fundraising costs are minimal, representing 7% and 2% of operational expenses respectively

# Financial Summary

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**The reference sponsorship remains €47/month/child.** The majority of funds comes from non-nominative sponsorships, which covered **72% of the cost of our programmes** this year.

The remaining funds come from donations; fundraising events organised by our branches; corporate donations and philanthropy to fund selected programmes and projects; fundraising in Phnom Penh; revenue generated from activities during vocational training and contributions from beneficiary families.

PSE accounts are audited on an annual basis by Michel Llorens, Sèvres. The auditor's report as well as the full accounts are available on our website: [www.pse.ngo](http://www.pse.ngo).

Our treasurer has created a summary of the accounts, which is also available on the website.



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