



PSE

POUR UN  
SOURIRE  
D'ENFANT

# ANNUAL ACTIVITY REPORT

September 2015 – August 2016



## MISSION & 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 Cambodians to promote sustainable development.

### Our mission

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

## KEY STATISTICS

### FOOD



6,900 daily meals

### HEALTH



2,100 consultations weekly

### PROTECTION



450 children boarding in our centres in Phnom Penh, Siem Reap and Sihanoukville

150 children placed in foster families

### EDUCATION & SCHOOLING



4,400 children schooled of which 1,100 children are in remedial schooling

500 children in other educational programmes

### VOCATIONAL TRAINING



1,500 young people in vocational training

20 trades offered

### HELP FOR FAMILIES



Rice Compensation (7 tons/week)

## OUR RESULTS

95% pass rate for the Brevet (Certificate of General Education or GCSE level)

74% pass rate for the baccalaureate (national average: 62.16%)

Over 300 new graduates from vocational training courses

Over 4,000 alumni have graduated and found a job



618 staff in Cambodia  
3 staff in France  
300 volunteers in the PSE branches in France and in several other countries



90.8% of expenditure is on the social programmes  
9.2% on overheads & fundraising expenses

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## EDITORIAL

At the end of 1995, Christian and Marie-France des Pallières discovered the horror of the poverty of the children on the Phnom Penh dumpsite and started the first emergency aid. PSE in Cambodia was born!

20 years on – 10,000 children lives are now on the right path. This extraordinary adventure has been recounted by the director Xavier de Lauzanne in his film "Les Pépites" (Little Gems) shot during the 20<sup>th</sup> anniversary year and scheduled to be released in France in autumn 2016. A magnificent gift to help spread the word about Pour un Sourire d'Enfant. Because the actions carry on!



The access to education and then to a skilled trade that PSE provides children encourages deep **social change**.

The close cooperation we have always had with the Cambodian Ministries of Education and Labour and Vocational Training, respectively, enables our **improvements in education for the poorest to benefit as many people as possible**. After the Ministry of Education adopted our remedial schooling methodology, it is now the turn of Ministry of Labour and Vocational Training to implement our educational programme for bridging classes.

Childcare, school support, help for families, quality vocational training ... **our day-to-day work is always improving so as to adapt to the needs of the children and to a constantly changing environment**. Cambodian society is transforming, but economic development comes with many pitfalls of brutal modernisation that weakens moral standards and accentuates income inequality.

We have strengthened the **personal support we provide the children**, both for those we help in state schools, and those at the Institute and in our remedial school, to better tackle school dropouts. At the national level, 20% of children do not complete primary education. Only 57.6% of children continue their studies to secondary school level, and only 26.5% study in sixth form. (\*)

We continue to promote a broad education, including human, moral and ethical values, and for our young students to learn a business-like attitude and to develop personally.

(\*): source report from the Cambodian Ministry of Education, Youth and Sports; March 2016



## EDITORIAL

In the Institute we implemented organisational reforms such as re-establishing one start to the academic year and the centralised management of the internships improved the tracking of the students. [The employer survey, we conducted this year, shows an overall satisfaction rate of 90% which substantiates the quality of our work.](#) It also highlights the areas we need to focus our efforts to continue to offer our young people a successful integration into the world of work and into Cambodian society.

We progressed the consolidation and professionalization measures in line with the strategic plan defined by the Board for the period 2013-2018. We have deployed new tools to [improve our cost discipline](#) through control processes and benefit evaluations and we have strengthened our project management with a new procedure.

The objective is simple, consistent with our Charter: "to ensure management with a deep respect for the money entrusted ensuring its optimal utilisation for the benefit of the children".

As PSE is and remains a "big family" comprising sponsors and donors, employees and volunteers, corporates, foundations and partner NGOs, supporting the children. Together we make our "machine to destroy misery" work. [Thank you for accompanying us and helping to change the fate of thousands of children with us!](#)

This report comes out in 2017. I cannot but mention Christian des Pallières' death, on 24<sup>th</sup> September 2016, which has shaken us all and I want to pay tribute to him here.

Christian, "Papy" (Grandpa) to the children, co-founder of Pour une Sourire d'Enfant with his wife Marie-France, died in Phnom-Penh at the age of 82, surrounded by his family and many of the children he saved from destitution.



He left serenely, knowing that his succession is in place, the Cambodian team is in place, that the Board of Directors, the network, sponsors, corporate sponsors are in a strong position and that the project he initiated and built with Mamie and with us all, will continue, with the same enthusiasm, perhaps even greater, with his departure stimulating us. Christian left in peace, happy "to have led a life full of accomplishments, to have given everything, for a child's smile ..."

[THANK YOU CHRISTIAN for everything you have given us!](#)

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

Jean-Michel Bouchard  
President

# I - OUR PROGRAMMES

## 1 - The Beneficiaries

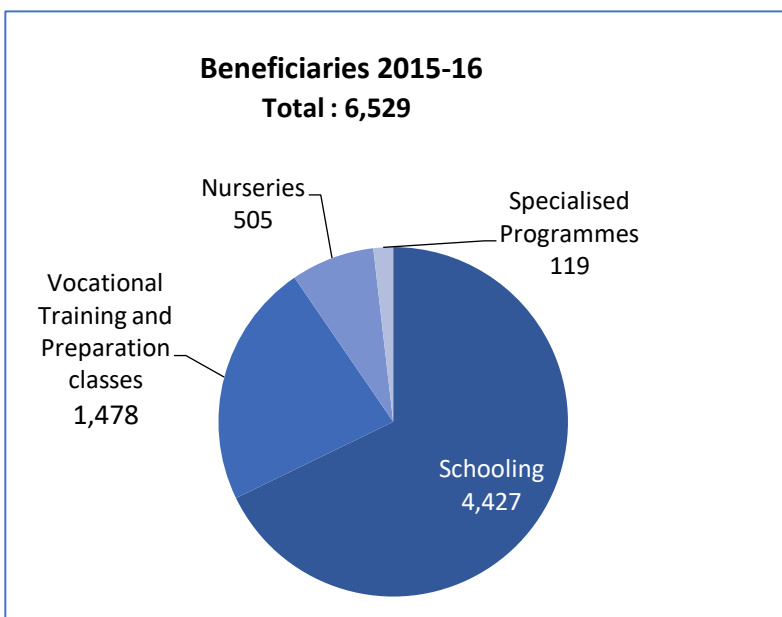
**6,500** children and young people have benefited from our programmes.



From the age of three in the nurseries of our village community centres, up to the age of 20 – 25 in our vocational training schools, the educational assistance provided to our children goes all the way, in order to allow them to escape from destitution.

**47% of the children are girls.** The education of girls has always been a priority for PSE and we are committed to promoting it.

The children are mainly from Phnom Penh and the neighbouring province of Kandal, as well as from Sihanoukville and Siem Reap.



We also have specialised programmes:

- Mother and Child Care, which welcomes infants and very young children (0 – 2 years old) who need special attention
- The Adapted Teaching Section which is aimed at special needs children who cannot attend normal schooling.

**2,900** families, those of our children, are monitored and assisted, all are identified directly by our social team assessed using the charity's poverty criteria.

## OUR PROGRAMMES - SCHOOLING

### 2 - Schooling

It is at the heart of our mission of education. More than 3,700 children have been schooled with our support in Cambodian state schools, and 659 in our own school in Phnom Penh where we teach our **remedial schooling** curriculum.

This accelerated teaching method which covers four years of schooling from level 1 (Year 2/1<sup>st</sup> Grade) to level 8 (Year 9/8<sup>th</sup> Grade) allows children who are severely behind for their age, to study two school years in one.

The method, which has been recognised by the Cambodian Ministry of Education for primary school level, is now being implemented in state schools, alongside the normal curriculum. (cf page 25)

460 of the children we support in state schools benefit from remedial schooling.

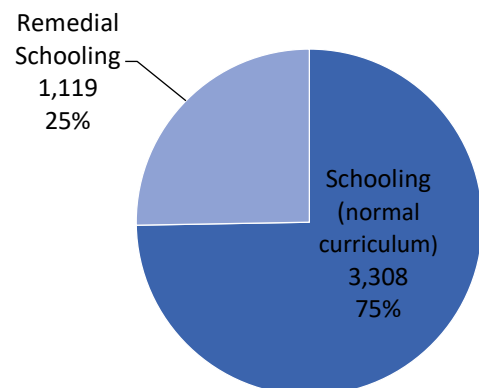
### Personalised monitoring

Each child is unique, with their own story, identity and level of learning. Dropping out of school is a permanent risk for various reasons: the attraction of immediate income from unqualified work despite it being of low value and unsustainable, the need for families to move out of the capital when it becomes too expensive or the lack of awareness of the importance of education. This is particularly true in state schools, with limited means, where lessons are taught on a half-day basis over a nine month school year.

**Our teams have improved the monitoring of daily attendance of the children in class** and, in the case of repeated absences, have intervened very quickly with the families to help resolve their difficulties.



**Number of children enrolled 2015-16  
Remedial Schooling/Normal Curriculum  
Total: 4,427 children**



## OUR PROGRAMMES - SCHOOLING

In our remedial school, the **tutoring system** set up two years ago and the **support courses** – of which more than 200 hours have been provided by our teachers on a voluntary basis – provide children in difficulty with supplementary help.

Our children attending state schools are in **165 schools** of which 136 are in Phnom Penh itself. We prefer sending them to the school closest to home, even though this dispersion makes our monitoring more difficult.

**71% of children are in primary school**, 20% in secondary school and 9% in sixth form.

In order to tackle children dropping-out of school early due to lack of funding in the state system, we are considering the possibility of using support courses more widely to help them, in particular those at primary school.

### Results of National exams

End of primary stage exams:

- Children in our remedial school: 88% success
  - Children in state schools: 75% success
- Brevet : 95% success**
- Children in our remedial school: 96.5% success
  - Children in state schools: 94% success
- Bac : 74% success** (National average: 62.16% )

We pay close attention to the training of our teachers and educational advisers in charge of monitoring the children in state schools. This year they benefitted from internal training by a specialist in childhood and pedagogy

### Our support to children in state schools

- School equipment, uniforms, transport (bus, bicycles), food (breakfast or midday meal), health monitoring
- Monitoring of attendance and of the children's exam results
- Orientation assistance
- A mobile library serving 32 schools
- Organisation of events for the children: "Reading Day", "Khmer New Year celebrations"
- Support courses for children in difficulty, starting from secondary school: obligatory for children in Years 10 and 13: courses in English, computing, French





## OUR PROGRAMMES - SCHOOLING

### Spotlight on our remedial school

The school has welcomed 659 children in 21 classes, with an average of 31 children per class. Teaching goes from year 1 of remedial school (Years 2 & 3/1<sup>st</sup> & 2<sup>nd</sup> Grade) until year 9 (Year 10/9<sup>th</sup> Grade), taught generally in just one year.

The team of 30 includes two educational coordinators.

The lively and participative teaching approach uses audio-visual media, computing tools and library work. Internal competitive events are organised between pupils in order to stimulate learning. This year, the competitions in maths and Khmer we organised brought together more than 400 pupils each.

The teaching of PSE's values of respect and solidarity to the children is integrated into lessons with the use of simple and specific practical exercises.

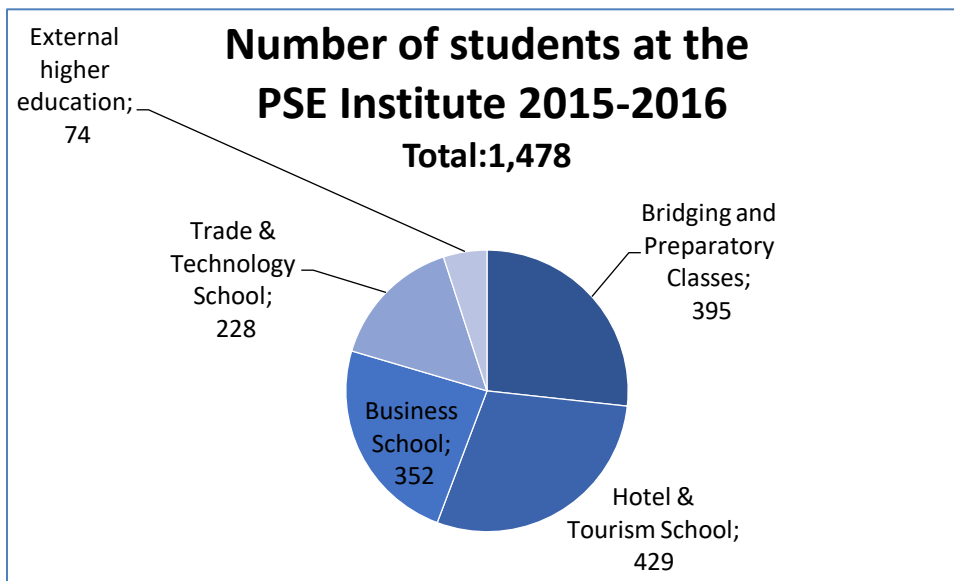
At the heart of the Centre, the children benefit from [community life](#) which contributes to their education and their development. Each morning, after a session of group gymnastics, they wash their uniforms, then gather for the raising of the flag with the young from the Vocational Training Institute. Sport is integrated into the school programme, and, each evening and at weekends, the children can choose to participate in extra-curricular cultural and sporting activities.



## OUR PROGRAMMES – VOCATIONAL TRAINING

### 3 - Vocational training and preparatory classes

The number of students training in our Phnom Penh Institute has remained steady, about 1,500 youngsters. There they study in the **20 training courses taught in our three schools**: Hotel & Tourism, Business and Trade & Technical (construction, mechanics, audio-visual), where the two year curriculum – three years for certain courses – get them qualifications recognised by the Cambodian Ministry of Work and Vocational Training.



The campus of the Institute in Phnom Penh also welcomes our youngsters in bridging and preparatory classes.

#### Reintegrate children failing in the educational system using bridging classes

The bridging classes, **a feature of the PSE Institute**, were developed by our internal educational team in collaboration with the Ministry of Work and Vocational Training. They allow children of 14 to 16 years old who haven't achieved an adequate level of general education at secondary school and are failing, to study for 1 or 2 years – depending on the level they have achieved at secondary school – to obtain a graduation certificate which gives them access to vocational training courses in all organisations recognised in Cambodia. **This year the Ministry recognised the end of year bridging class exams as official national exams.**

The success rate for our students in bridging classes was **94%**.

## OUR PROGRAMMES – VOCATIONAL TRAINING

The preparatory classes are targeted at children who have passed Year 10 (brevet) or Year 13 (bac). They prepare them to join their chosen training course with a programme of intensive lessons in Khmer, maths, foreign languages (English with French as an option) and computing, and also sessions to help with orientation and learning about businesses and jobs, and always education sessions about the values of respect and of solidarity upheld by PSE, as well as a business-like attitude.



### Career guidance help

*Training Forum at the Institute*

*(Two sessions: December 2015 and June 2016)*

The majority of our children in Year 13 preparatory classes are preparing to integrate into our Business School which offers amongst its courses a curriculum of advanced studies leading up to a Bachelor degree in sales and marketing or in administration and accountancy.

## Focus areas

### Intensive support

The team from the Institute has focussed on giving the students more support to increase their sense of professionalism, their sense of responsibility and their autonomy. Our young need to learn to respect the rules while being encouraged to pursue their studies. The educational advisers at each school are responsible for overseeing a dialogue between students, teachers, parents, the director of the school as soon as difficulties arise (absence, poor results, demotivation) to find solutions together. The co-operation with the social team has been reinforced. Our young, whose families live in the most precarious situations, are certainly motivated to learn the skills necessary for a worthwhile job but their difficult living environment, their still fragile educational attainment can lead to students dropping out. There are also some drop outs because of an immediate job offer or getting married or perhaps having to leave to live in the countryside. The drop-out rate in the three schools, combining all reasons, is 9.5%.

### Developing our teaching staff

It is an ongoing objective, there are too few qualified teachers and trainers in Cambodia relative to the country's needs, resulting in salary inflation. We must retain the Cambodian personnel we have trained. Projects have been undertaken during the year to build management participation, as well as doing team building exercises and evolving work procedures; all will be continued.

## OUR PROGRAMMES – VOCATIONAL TRAINING

A new organisational structure for the Business School team was adopted with this in mind: to facilitate cross team work limiting the impact of hierarchy, promoting the key members of staff, the most competent, all Cambodian, are thus valued with increased responsibilities and a higher salary.

In parallel, a decision was taken to give teachers more time, in their schedules, for research and development (and less class time), enabling them to improve their teaching: lesson preparation, participating in training courses... they also have more time to keep track of students during their work placements.

Finally, use of temporary substitute teachers allows us to offer students instruction by professionals on themes that are as close as possible to the reality of companies, all the while reducing fixed staff costs for the school.

### Managing annual school entries

This year we went back to having one start to the academic year, in September. Managing two intakes, one in September, one in March, as we had been doing for the past two years so as to integrate more youngsters into courses used up too many resources without providing a real benefit to the students.

### Centralising the management of internships

Internships play an integral part of our training curricula, which dedicate 70% to practice and 30% to theory.

We have improved coordination with a number of our partner employers in the Cambodian market by centralising internship management at the level of the Institute, rather than devolving it to each of the schools.

### Preparing for the future

The ages and number of youngsters coming through our school programme will not fill the Institute's capacity in the coming years, despite the great need for vocational training in Cambodia. We are considering opening our Institute to new fee paying students in the future. This would create a more balanced social mix without removing the benefit of offering free training to our underprivileged young people.



*Lyna AN, a student in her third year of a Bachelor's degree in management, option Sales and Marketing at the Institute, on an internship with a web site development company.*



## OUR PROGRAMMES – VOCATIONAL TRAINING

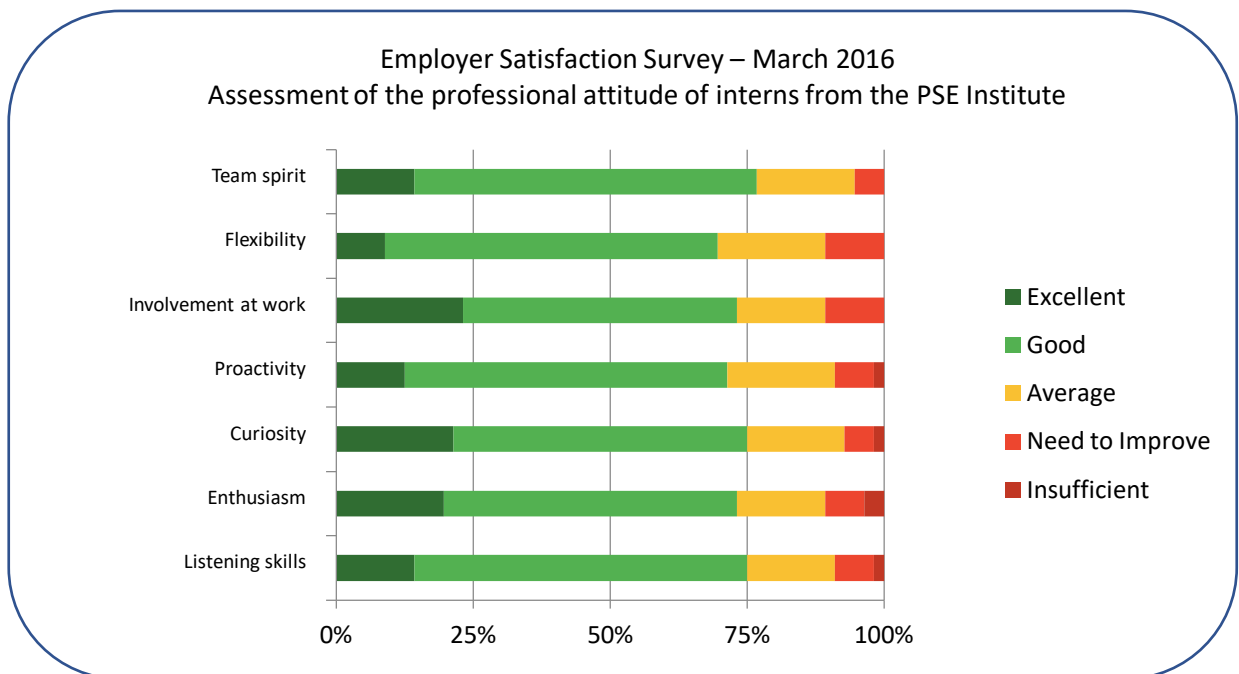
### Employer satisfaction survey

90% satisfaction rate overall

In March 2016, 73 companies offering internships to our students participated in our survey which was carried out quantitatively and qualitatively through face-to-face interviews. **With an overall satisfaction rate of 90% and a generally positive evaluation of the ethics and attitude of our students, the survey confirms the quality of the PSE Institute and its major role in providing vocational training in Cambodia.**

The survey also highlights areas for improvement, we will focus our efforts to better meet the needs of the labour market, which has increasing expectations. It is vital that we continue to offer the best possible vocational training to our youngsters to prepare them to integrate into professional life.

Issues to address include improving the teaching of English, professional attitude, the students' individual skills and our relations with companies. On the last point, we have already reorganised and reinforced our internship follow-ups and, starting in 2016/17, we are pursuing several practical measures for improvement in the other areas.



*75% of the companies surveyed declared that the trainees of PSE Institute have good or very good qualities of professional attitude.*

# OUR PROGRAMMES – VOCATIONAL TRAINING

## School life

### Hotel & Tourism School - 429 students

The school offers six courses, four in the Hotel and Catering business, one in Hairdressing / Make-up and Spa and one for Tourist Guides.

Since 2013, the Hotel & Tourism school curricula have been adapted to meet ASEAN standards (\*), which reinforces the value of the diplomas awarded. The contents and marking of the three official examinations that take place during the courses have been formalized and our teachers and examiners have undertaken the corresponding training.

The students practice at training sites within the Institute's campus: our hotel and restaurant, the "Lotus Blanc" and the hairdressing salon. They also train in delivering a catering service offered by the School to a local clientele, and of course during their mandatory internships.

Our second training restaurant, in central Phnom Penh, closed in April, as the lease was not renewed. For the moment, the School has reorganized to operate without this additional practice site.

The Employers' Advisory Committee of the School was convened in July; these meetings as well as our ongoing relationships ensure our courses stay as close as possible to the market's expectations.

Hotel & Tourism School average headcounts in 2015-16	
Courses	Number of students
Cooking & Patisserie, Table service; Room service/laundry, Reception	348
Hairdressing; Beauty & Spa	62
Tourist guides	19

Alain Darc, the chef who runs our training restaurant "Lotus Blanc"

A well-known professional, Alain Darc has been at the helm of our restaurant over the last two years and transmits his passion to our students.



The School organized an in-house culinary competition and prepared for the next ASEAN\* Hotel Training Competition by participating in the selection phase.

(\* ) ASEAN: Association of South East Asian Nations, a political, economic and cultural organization comprising 10 countries including Cambodia

## OUR PROGRAMMES – VOCATIONAL TRAINING

### Business School – 352 students

Many external mentors, who work in the private sector, came to give lectures on general cultural topics and corporate themes. International volunteers, including several professors from the [ESSEC Business School, a very dedicated partner for our school](#), came to share their expertise with the teaching team. They also delivered intensive seminars and lectures to students.

Several internal competitions, company visits, as well as many supplemental educational activities, business case studies and internships were organized.

The management team has changed the timetables to increase self directed study time for students without reducing the hours of instruction.



With the help of employers, significant work has been carried out to improve the quality of internships and their follow-up, and to develop cooperative training opportunities. One of the resulting decisions was to reduce the length of internships to three months as of next year.

Meetings of the Advisory Committee of the School were held in December and July.



*Training exercise for the students in the PSE shop*

### Business School Our training courses

- Bac Pro with a specialisation in Administration & Accounting or Sales
- Diploma in Retail
- Bachelor's degree in Sales & Marketing or Administration and Accounting

Depending on the course, the curriculum lasts 2 to 3 years, with the required level of education at entry between level 9 (Year 10/9th Grade) and level 12 (Year 13/12th Grade, with or without a Baccalaureate), followed by one year of Preparatory class at PSE.

## OUR PROGRAMMES – VOCATIONAL TRAINING

### Trade & Technology School – 228 students

Every course in the School benefits from the educational support of professionals in their fields; Norauto for car and motorcycle mechanics, CFAs (apprentice training centres) in France for the construction trades and filmmaker Patrice Leconte for the audiovisual school.

A new partnership has been set up between the latter programme and the Ecole Nationale Supérieure Louis Lumière. Two of our students spent one month in France to study at the ENS Louis Lumière. Both sides plan to expand their cooperation with student and teaching exchanges and joint projects.

In addition to internships, this year the School's management has promoted the organization of educational visits to companies in the field to help our students develop awareness of their future professional environment and the technologies used in their field. These visits also aim to strengthen student motivation.

Trade & Technology School	
Average headcounts in 2015-16	
Course	Number of students
Car and motorcycle mechanics	105
Construction (Electricity, plumbing, masonry, painting)	108
Audio-visual	15





## OUR PROGRAMMES – VOCATIONAL TRAINING

### This year's graduates

**327** students graduated this year:

- 165 young people from the Hotel & Tourism School
- 71 young people from the Trade & Technology School
- 67 young people from the Business School
- 24 young people in external higher education

Since the labour market is desperate for qualified personnel, our graduates enter into the workforce immediately. Above all, our young people make rapid progress in their companies.



### Testimonials from alumni



**Bo Kao-Y**  
**Manager at**  
**“TARGET IN”**  
**(Phnom Penh)**

“I am 25 years old, I was born in a family of three children.

In 2002, I enrolled in the Construction School on the painting course.

During the demanding training period, I did several internships in different companies, which taught me a lot. I did an internship as an employee in the company “TARGET IN” and after a month, they offered me a position as manager due to my hard work and motivation! After my internship, I completed my training as a painter at the PSE Institute over three months.

Today, I am still a manager at “TARGET IN” and I am thinking of starting my own company. I work every day to save, so I am able to set up my own company to sell painting products and materials. I am happy and very grateful for the quality training I received at the PSE Institute: it gave me confidence to succeed and to get a good job!”

**Mao Rachany, in charge of customer relations at Mercedes Benz (Phnom Penh)**

“I live in Phnom Penh, near the dumpsite. I come from a poor family of six children. When I was a child, I was a scavenger on the dumpsite with my brothers and sisters.

In 2001 PSE helped me and enrolled me in the Stung Mean Chey state school for two years. Then I joined the PSE remedial school at level 2. Thanks to my training at PSE, I had good job opportunities.

In 2009, I joined the School of Tourism & Hospitality at the Institute and I chose the “reception” course. I completed my studies in 2012.

My first job was receptionist at the “King Grand Sweet Boutique” hotel. Today, I work as customer relations manager for Mercedes Benz.”



## OUR PROGRAMMES - EDUCATION

### 4 – Other educational programmes

#### Day care for the youngest

In the 9 community centres – the old "pailotes" – which we created near the homes of the children and their families, in neighbourhoods and villages around Phnom Penh and Sihanoukville, we have taken in **500 children from 3 to 6 years**.

These day care centres allow mothers to go to work and older sisters to study, in addition to benefitting the little ones themselves. The children are taken care of by our educators who offer them a programme of **developmental activities**. Our staff relies on the pedagogy developed by the association Creative O Preschoolers' bay of Singapore.



#### Extended day programme

All our centres offer before and after school programmes enabling our children who attend state schools, as well as other children in the neighbourhood, to benefit from homework clubs, reading and sporting activities. **270 children benefited from this educational assistance**.

#### Sports, music, dance ... are an integral part of our educational vision

2,200 children study in the Remedial School and the Institute in the Phnom Penh Centre. Nearly 450 of them board. All benefit from sports lessons at school. The students of the Remedial School also have traditional dance classes, which allows them to rediscover their culture and traditions.

All have access to the extracurricular activities offered by our team of animators, every weekday evening after classes and also at weekends.

## OUR PROGRAMMES - EDUCATION

Ten clubs offer a variety of activities: ball sports, hockey, skate boarding, taekwondo, traditional dance, theatre ... The children participate in friendly matches internally and with other NGOs and regularly qualify for national and international competitions.

This year, a new partnership has been established with the Real Madrid Foundation, tool of the famous Real Madrid Football Club to develop its social and educational objectives and part of its Corporate Social Responsibility.

The collaboration between us begins with taking care of children and youth in Phnom Penh, promoting their education in universal values through the social sports schools which include training sessions, tournaments and social educational activities.

With all this, we contribute together to a full development fostering a healthy lifestyle and offering a positive alternative of entertainment in a high risk environment, while children enjoy learning football.

### The Summer camps, an unforgettable experience

3,200 children each day experienced the fun and joy of our summer camps, organized during August to ensure continuity of care for children during the holidays. 200 young volunteers came to supervise the children, paired with Cambodian monitors.



*PSE and the Real Madrid Foundation share similar objectives and feel they can engage in a joint series of activities that will be useful for achieving their shared goals. The commitment of the agreement established by PSE and the Real Madrid Foundation is to create social sports schools in accordance with the guidelines, criteria and procedures established by the Real Madrid Foundation.*





## OUR PROGRAMMES - FOOD

### 5 - Food

#### 6,900 daily meals

Last year, for practical reasons, we tried substituting breakfast with an additional rice allocation for some of the children attending state schools. We have now gone back to a normal breakfast.

Meals are prepared in the Centre's two canteens or on site at our community centres. In the state schools, far away from the Centre, the children get their meals from street vendors with whom we have an agreement.

The 6,500 children who benefit from our programmes therefore receive at least one meal a day; the children boarding, naturally, receive three meals a day.



#### A true nutritional approach

Under the supervision of our medical team, we ensure we produce balanced and varied meals. We are in the process of adapting our meal standards to those developed by UNICEF.

Our rigorous management is reflected in very careful meal planning, controlled procurement and a zero-waste policy.

#### A new canteen for our remedial school pupils at the Centre

The old canteen, located in an area that had become a flood zone in our Centre, had to be moved. The reconstruction was carried out close to the canteen of the PSE Institute in a secured area with an embankment. The proximity of the two kitchens improves workflow. The new kitchen has been in operation since January.





## OUR PROGRAMMES - HEALTH

### 6 - Health

Our department of about 30 professionals, doctors, nurses, physiotherapists, dentists, psychologists and Mother and Child care staff, work daily to provide care to the children and their families frequently with the support of international volunteers.

#### Health care and empowerment

Medical consultations for first aid and referral to the hospital if necessary, preventive measures (vaccinations, vitamins, parasite treatments) and hygiene education are carried out within the Centre's infirmary, in the nurse's office of four state schools in Phnom Penh and by three mobile infirmaries that travel to schools and to communities where our children's families live.

We have modified the rules governing family contributions to the costs of medical care. We are now using a sliding scale based on family income. The poorest families are expected to cover a minimum of 10% of the cost. **The goal is for families to gain independence in this area by learning to plan for health spending in their budgets.**

#### Taking care of infants

The **Mother and Child Protection Service (PMI)** is in charge in the day care for around 20 infants and very young children who require special attention mainly due to malnutrition.

Around fifty babies benefit from the home delivery of milk that the service operates, while mothers are trained in caring for toddlers. The PMI also monitors pregnant women and provides information on family planning methods.

Our staff has received certified training (\*) on nutrition rules and the needs of children according to weight and age.



(\*): Training provided by FIDR, Foundation for International Development / Relief. The Foundation—of Japanese origin—works to improve the living conditions of vulnerable populations in Asia

## OUR PROGRAMMES - HEALTH

### Dental practice, more resources

Since its creation, the activities of our dental service have been supported by the National Council of Dentists in Spain. This year, cooperation with the French charity "Poids Plume Asie" allowed the installation of a second chair in the Centre's dental practice, donations of equipment and taking on a dental assistant in support of our team.

Consultations and treatments are also provided in the villages of our communities through our mobile dental unit.

### A specialised psychologist service

Staffed by five Cambodian graduates in psychology, it provides invaluable support to all our staff in contact with children to help spot difficulties, improve listening and attitude. Every week, they work specifically with the boarding school team to ensure effective joint support for children suffering from trauma. **They also provide specialised consultations.**

Our psychologists use several methods of care for post-traumatic syndromes, (\*) in which they were trained this year.

Targeted support was also put in place for a group of around 30 youngsters with problems of drug addiction.

### Education and care of special needs children

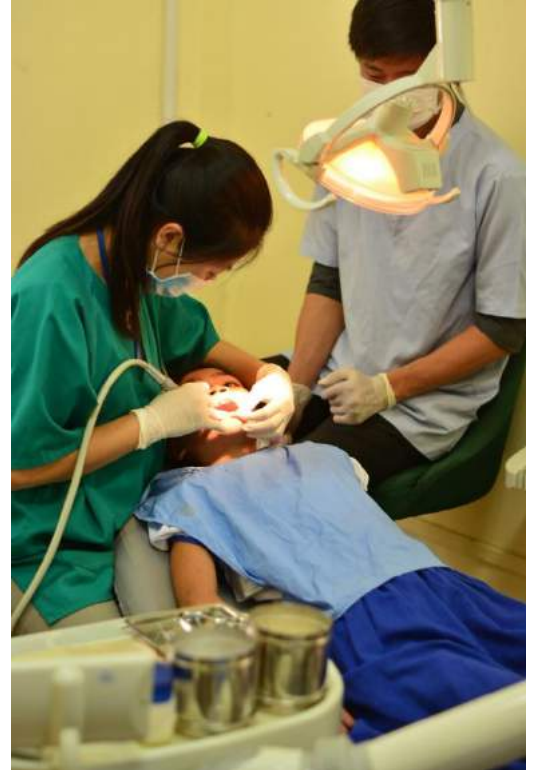


53 children are enrolled in three classes in the **Centre's Special Needs department**, receive care from our specialised staff.

20 of them with multiple handicaps board in the "**Source de Vie**" shelter.

A total of 28 full-time and part-time staff devote themselves to these children.

(\*): e.g. EMDR, Eyes Movement Desensitization and Reprocessing and RESC, "Résonance Énergétique par Stimulation Cutanée" (Energetic Resonance through Skin Stimulation)



## OUR PROGRAMMES - PROTECTION

### 7 - Protection

Children at risk in their families, victims of abuse, and those who have been abandoned come to live in our Centre; they may be placed in foster families either because they are very young or because we don't like to separate siblings.

- 144 children are in foster families or placed with childminders.
- 168 children at risk aged between 7 and 15, of whom 52% are girls, live in the Centre.
- 251 boarders, aged 16 and over, also live in the Centre. These are our oldest “boarders”—students whose families were too poor and had to leave Phnom Penh because of pressure from housing costs. This enables these young people to continue their education.
- 29 young people in internships or first jobs are housed in our vocational integration centres in Siem Reap and Sihanoukville.

Including the 20 children of the “Source de Vie” shelter, a total of **612 children are housed and protected**.

#### “Ensuring the well-being and development of the children”

This is one of the three daily objectives of the 25 staff at the boarding school. The two others are to **provide the best possible educational support** and to **detect and help children facing special challenges**. The ongoing activities are: personalized support for the children, a well-structured daily schedule, development of a spirit of solidarity and mutual aid (help with homework, volunteering to prepare meals at weekends, sharing time with other children at the Centre including those with special needs). Outings and mini camps are organized on weekends and during holidays for those who cannot go home ... all these activities bear fruit.



*Trip to Sihanoukville during the holiday period*

98.7% of the boarders successfully completed their studies and passed their school exams.

A full-time educator has been dedicated to the “Entre deux” programme which has been created to offer activities adapted to children with behavioural issues. It helps around ten young people. Since its initiation we have seen some real progress in the children.

## OUR PROGRAMMES – HELP FOR FAMILIES

### 8 – Help for Families

All our children come from extremely poor families: 90% of them have incomes less than \$1.75 per person per day; the others earn less than \$3.00 per person per day.

We help the 1,000 most disadvantaged families with rice compensation for each of their children in school and provide almost the total cost of their health care with our health card system. We distributed 357 tons of rice during the year, or nearly 7 tons per week. We require families to give a minimal contribution because we do not want them to be totally dependent on our aid.

Emergency aid has been provided to respond to situations of distress caused by floods, the dilapidated state of housing for the poor, but also to alleviate difficult personal family situations or tragedies. Some 130 families benefited from this personalised aid.

These actions are orchestrated by our 30-person social team who visit families daily, undertake investigations, assess and respond to requests for support, intervene when there has been a prolonged absence of a child from school or of a student from the Institute, ... this permanent field work is done in close cooperation with other NGOs working in neighbouring areas or in complementary fields to ensure the best possible efficiency.

The team continued two campaigns to raise awareness about dropping out of school and the dangers of drugs, which started last year. Seven new communities were involved, and we reached more than 350 people.

#### Intervention at Takmao

We extended our activities to the area of the Takmao dumpsite, south of Phnom Penh, with the support of the charity Small Steps Project.

Some 60 children from the area have joined our programmes, as have 31 families.





## II- INVESTMENTS AND PROJECTS

In addition to our programmes, we undertake projects and investments to help the development of the children and their families, meeting various needs and multiplying the impact of our activities.

### Deployment of remedial schooling in 5 provinces – year 2

Led by PSE in close collaboration with the Cambodian Ministry of Education, this project aims, over three years, to pass on PSE's methodology and competency in remedial schooling to them. It is a key part of the "Educate A Child" programme delivered by the NGO consortium (CCOSC) operating in Cambodia for children who have dropped out of school.

- 247 remedial classes have operated in 125 primary schools in the five provinces where the project has been deployed, those of Phnom Penh, Siem Reap, Preah Sihanouk, Prey Veng and Kampong Speu.
- A total of 6,749 children have been schooled, of which 46 % are girls.
- Ministry training staff, school directors and teachers benefit from the training in remedial schooling provided by our pedagogy team.



"For me, what this project has changed, is that I can read and write [...], we can save time by covering two years in one. That encourages us to learn without having to be embarrassed."

Sopheap, 10 years old

*With support from CCOSC under the aegis of its program, "Educate a Child," from Fondation d'Entreprise Thales, and l'Association Les Papiers de l'Espoir, Amgen, the Conseil Régional Midi Pyrénées, and the following PSE branches: PSE Aquitaine, PSE Loire Océan, and PSE Luxembourg as well as For a Child's Smile UK.*

### Support for the Smile Village Community

On 26<sup>th</sup> September 2015, we inaugurated "Smile Village," the village that we created in partnership with the NGO STEP from Singapore to provide dignified housing for 71 families of our children.

The village, built on land owned by PSE, is located on the outskirts of Phnom Penh, in the Dangkor district. The last families moved in February 2016. In total, there are 441 residents, including 270 children, who come from several of our intervention areas to make up this new community.

## INVESTMENTS AND PROJECTS

We have supported these families all year long to help nurture community spirit. We have coordinated our social and educational actions with those of the NGO STEP's who provide economic aid for families through support for the establishment of micro-enterprises and tourism growth opportunities.

The community has benefited from the FLIP project that provides job training for parents and self-help groups.

Around 40 children are enrolled in daycare in our Community Centre established in the village.

*With the support, for this year, of Fondation Anber, Fondation d'Entreprise Devoteam and For a Child's Smile USA*



*Atelier de création textile à Smile Village*

### The "FLIP" project, giving employment assistance to the parents

With support from the NGO "We World" we have been leading, for the fifth year, the "Family Livelihood Improvement Program", hence the name FLIP. **It is about giving parents, for the most part single mothers, short training courses in cooking, sewing and housekeeping.**

This year, 102 parents undertook this training and benefitted from support to find and keep a job. 120 parents have benefited from loans to launch an income-generating activity in addition to assistance in establishing and developing their projects.

Our impact study is very encouraging: **more than two thirds of our parents saw their income grow** and, in parallel, we observed a positive impact of children showing up at school with less absenteeism.



## INVESTMENTS AND PROJECTS

### Improving learning conditions in state schools

25,000 school children in 12 state schools in which we enrol nearly 900 children, have benefitted from improvements to their learning conditions thanks to the projects we have completed.

6 libraries have been renovated and additional books provided, 43 sanitary facilities (toilets, sinks; drinking water) were constructed or renovated.

This project is part of our policy of helping state schools, which are often overcrowded and underfunded.



*With support of PSE  
Aquitaine*

*The newly renovated library in  
Chea Sim Samaki secondary  
school, Phnom Penh*

### Buildings refurbished in our Centre in Phnom Penh

With all the development going on around our Centre, and in the absence of an overall flood water evacuation plan organized by the municipality and with the successive backfilling of neighbouring land, the buildings constructed on one of our first plots had experienced flooding during the rainy season that was detrimental to our operations.

We renovated and upgraded the rice storage building. The Remedial School canteen was also moved and rebuilt.

(cf p. 20)



*With the support of: Fonds Haguro, PSE IdF, PSE Aquitaine, For a Child's Smile UK and an individual donor*



## INVESTMENTS AND PROJECTS

### PSE for all

We have continued to make our Centre easily accessible to the disabled. We have provided 14 toilets equipped with access ramps. Three of our community centres were also equipped with them.

Our Centre which receives many visitors, including Government representatives, is an example, in the heart of Cambodian society, of how to integrate those with handicaps into daily life. This is particularly important in a society where traditionally the handicapped are relegated to a second class status and neglected by their families.



*With the support of For a Child's Smile UK*

### A rugby pitch for the children!

A "real" rugby pitch was built in OBK, an extension to our Centre. It benefits our children and also those of other NGOs during activities organized by Kampuchea Balopp, an NGO partner that promotes sports and rugby programmes for disadvantaged children in Cambodia.



*Inaugurated 10<sup>th</sup> May 2016*

*With the support of the NGO Kampuchea Balopp and Fondation Decathlon*





# INVESTMENTS AND PROJECTS

## New Business School building

Completion of the Institute's new Business School building was delayed, yet again, because of major issues encountered by the Cambodian construction company we selected after the initial tenders. Given this situation, we have renegotiated the contract. The construction company will complete the parts of the work it has begun, we are requesting bids for separate projects for the remaining work that still needs to be done: tiling, electricity and plumbing... these tenders have been put out, and the new contractors will start work in October 2016.

Bids for the fire alarm and safety system have been requested.

The courtyard/study space/cafeteria has been constructed on the same plot, called OBK, which is an extension to our Centre.

A tender was put out for another multi-use building, it will be a changing room for those using the rugby pitch, an office for physical education staff, and there will be a meeting room, upstairs. Construction began in July and is due to complete in November 2016.

We expect students to start using the new OBK campus in September 2017, in time for the new school year.



*Août 2016*

### III- HIGHLIGHTS OF THE YEAR



Filming  
'Les Pépites'  
(Little Gems)



Inauguration of  
Smile Village  
26 September 2015



Parents Meeting  
5 October 2015



# HIGHLIGHTS OF THE YEAR



'Open day'  
at the PSE Institute  
for Vocational  
Training  
18 Dec 2015 and 1 Jul 2016

National  
examinations, in  
the Centre, for  
pupils attending  
the Institute

24-25 Feb 2016  
25-26 Aug 2016





## IV- GOVERNANCE & MANAGEMENT

We progressed with the consolidation measures decided by the Board in 2013. Teams have taken ownership of management tools deployed over the last two years.

New tools and procedures for guiding our projects have been put in place, improving management of the decision-making process, a systematic evaluation of the benefits, and production of high quality reports for our corporate sponsors.

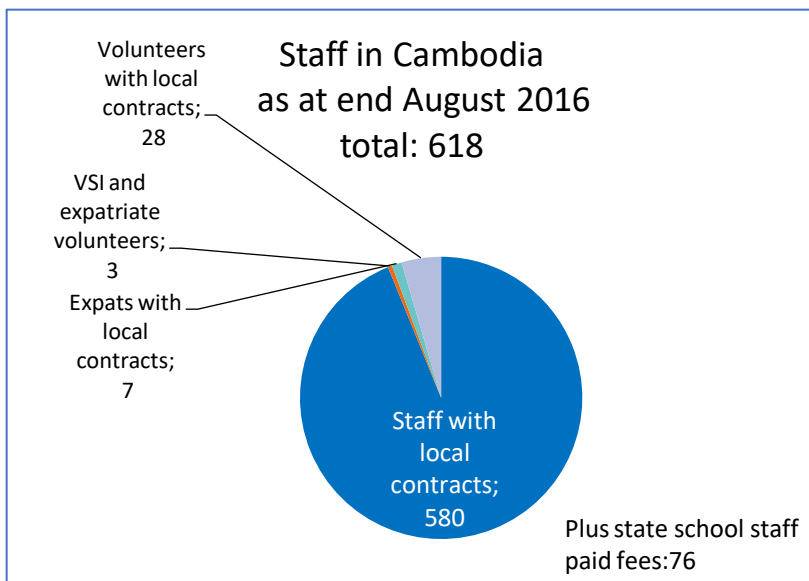
The Board of Directors decided to hire a salaried Secretary General in Versailles, whose role is to assist the President and Executive in operational, administrative and legal tasks.

The rules and procedures have been updated to clarify the internal operations of the Charity.

Finally, we continued to improve our information systems by starting to deploy a new application used across our teams, called "Child Support System", it allows them to efficiently track the full record of each of our children.

### In Cambodia

**618** staff (as at August 2016) are working in Cambodia delivering and assuring the quality of our social programmes for the children. 95% of the staff are Cambodian. Overall numbers are stable.



After 16 years at PSE, PIN Sarapich, our Programme Director, decided to leave the Charity to pursue a new opportunity. He was one of the main architects of the PSE adventure, he provided dynamism, creativity and, above all, his passion for our cause. The Charity is grateful for his contribution.

Elisabeth Bardon-Debats, member of the Board of Directors since 2005, head of the Paris-Ile de France branch and former CEO, is interim Director General in Phnom Penh. The recruitment of a new Cambodian Director-General has started.



## V- TEAM IN FRANCE & THE BRANCH NETWORK

3 staff and over 300 volunteers in PSE branches, both in France and overseas, committed themselves throughout the year to publicising the charity and organising support activities.

PSE's traditional "tour" took place in February and March in about 20 cities, including London and Geneva, without the presence of Marie-France des Pallières for the first time.

In the United States, evening events hosted by Ghislaine Dufour, Vice President, were held in Washington, Minneapolis and San Francisco to promote PSE and develop the support network of For a Child's Smile USA.

New tools have been made available to volunteers to support them in their activities: a refreshed intranet, short videos, banners and other communication tools. Among these tools is a short film about "the PSE adventure" shot by Patrice Leconte and generously offered to the charity.

### Celebrating our 20th Anniversary

On 12 February, the Salle Gaveau in Paris was packed for a very fine concert of piano and violin by Roustem and Clara Saïtkoulov, given to mark the 20<sup>th</sup> anniversary of PSE; the funds raised went to support our protection and housing programme.

A "Smile Party", was organized in October 2016 involving many branches, to celebrate 20 years.



### Redesign of the Website

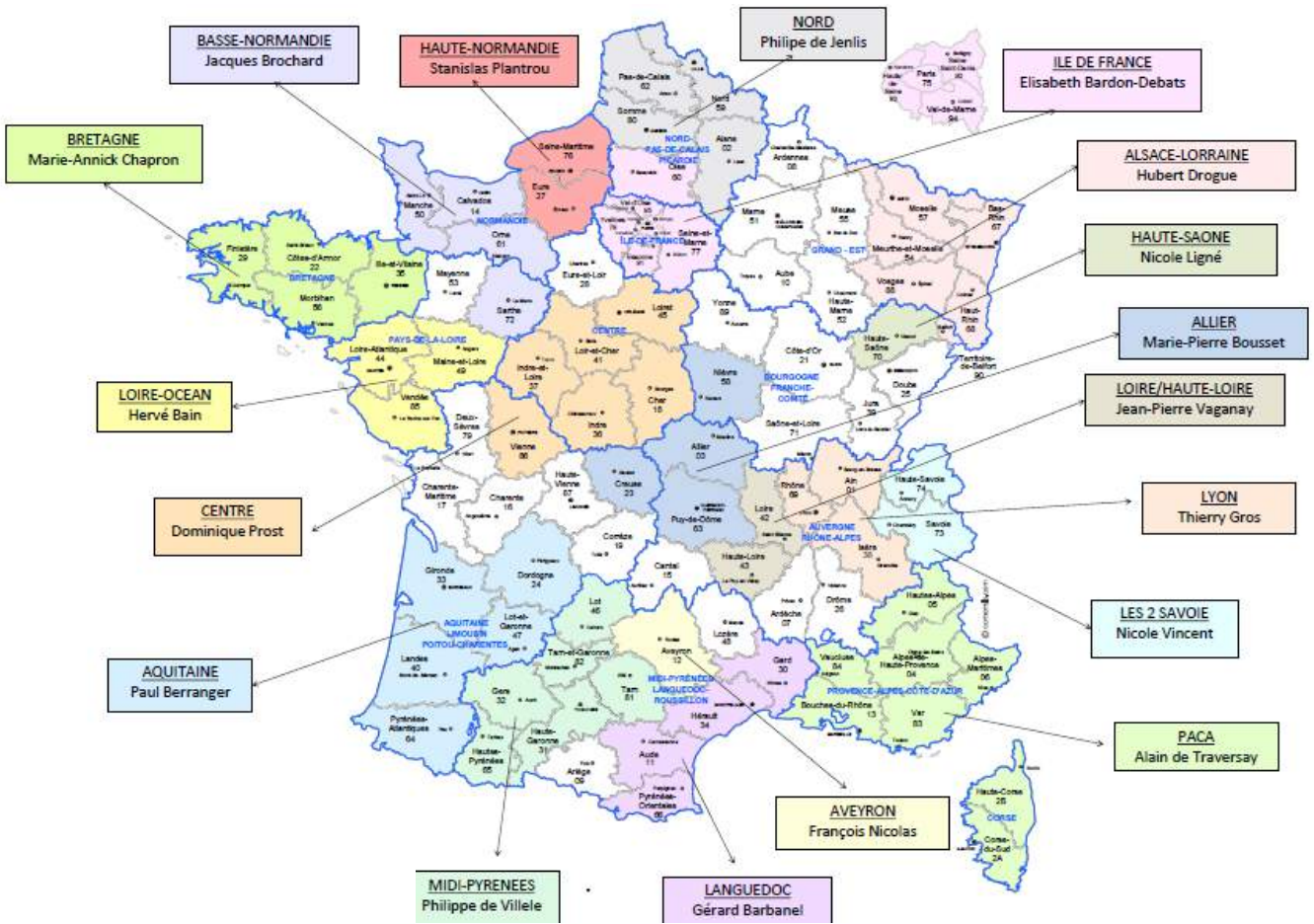
Our new website has been developed and will be up and running in autumn 2016. Its visual appearance has been modernized, features added and its content provides improved information to the public and donors.



After twelve years of activity, the team in Brittany has strengthened their structure by forming a charity under the French Association Law of 1901, joining the 13 other French branches that already have that status.

*Race of Heroes, 19 June 2016 in Paris and Lyon, a charity sporting event, the PSE teams were full of good humour!*

Our branches in France



Our overseas branches



**PSE Por la Sonrisa de un Niño**  
MADRID



**PSE For a Child's Smile UK**  
LONDON



**KinderlaechelnDeutschlandPSE**  
DUDWEILER



**PSE Hong-Kong**  
HAPPY VALLEY, HONK-KONG



**Aktie België - Action Belgique Pour un Sourire d'Enfant (AB Pse)**  
BRUSSELS



**PSE USA - For a Child's Smile USA**  
SAN FRANCISCO



**PSE Luxembourg asbl**  
LUXEMBOURG



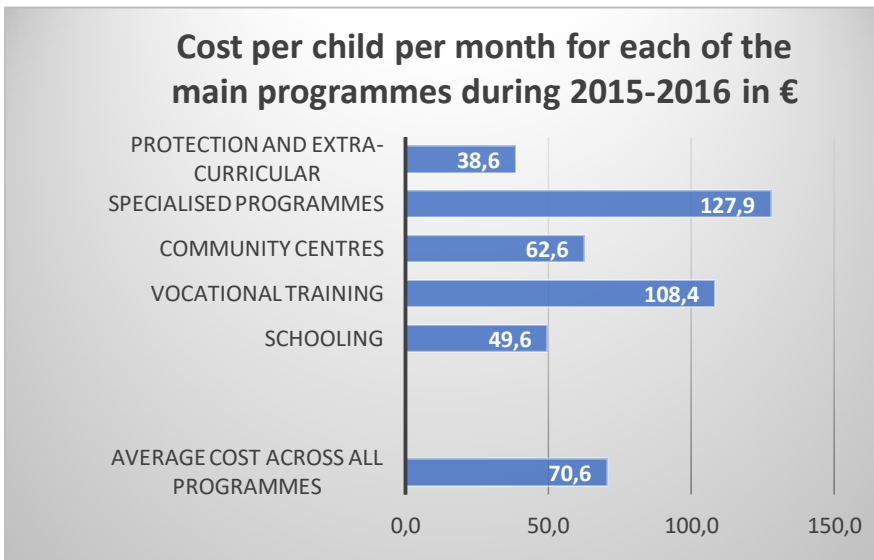
**PSE Suisse**  
BELMONT SUR LAUSANNE

## VI- FINANCIAL SUMMARY

The overall cost per child per month across all our programmes was: €70.60 (\$77.43) at an exchange rate of €1 = \$1.0967.

The cost in euros is almost the same as last year, while there was a decrease in dollars terms of 4.8% (\$81.36 in 2014-15). In order to limit the impact of the rise of the dollar against the euro on our overall budget, there has been strict cost control, accompanied by a systematic search for savings this year.

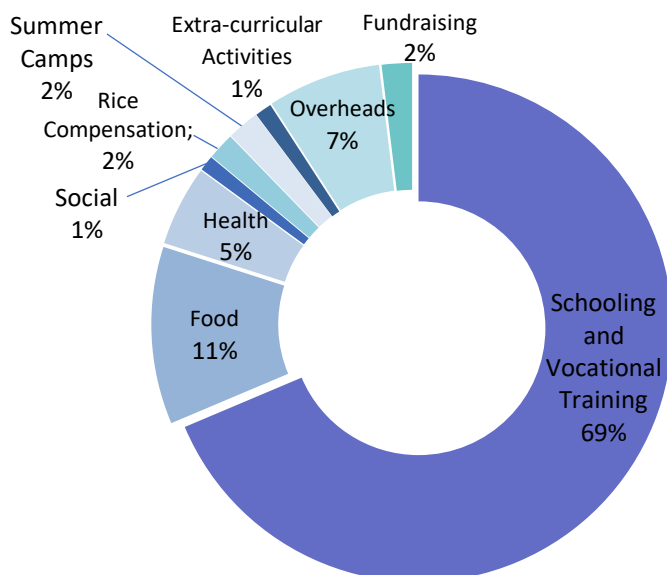
The cost of each of the major programmes varies by their nature. This includes addressing the children's basic needs (food, healthcare, etc.), overheads and fundraising costs.



### Legend

- Protection and Extra-Curricular: additional programmes of protection/housing and extra-curricular activities in our Community Centres.
- Specialised Programmes: Mother and Child Protection service and Special Needs Education programme.
- Community Centres: programme of childcare in our Community Centres
- Vocational Training: programme of Vocational Training
- Schooling: education programmes in PSE's Remedial School and in state schools

### Breakdown of costs (across all programmes) 2015-16



The cost breakdown remained stable compared with last year.

**Overheads and fundraising costs represent only 9.2% of our operating expenses.**

Non-nominative sponsorships remain our primary source of funds. They covered 75% of the cost of our social programmes.

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



# THANK YOU TO OUR PARTNERS & CORPORATE SPONSORS



Centre d'Excellence Management et Société



FONDATION FRANZ MARTIN

FONDS DE DOTATION HAGURO



and our partners in





# THANK YOU TO OUR PARTNERS AND CORPORATE SPONSORS

We extend our warmest thanks

To all the companies in Cambodia that support our work through active collaboration with the PSE Institute for Vocational Training and by their donations and varied assistance.

To all the corporate sponsors and partners of PSE's branches in Germany, Belgium, Spain, UK, Hong Kong, Luxembourg, Switzerland and USA.





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