



PSE POUR UN
SOURIRE
D'ENFANT

From destitution to a vocation!



ANNUAL ACTIVITY REPORT

SEPTEMBER 2021 - DECEMBER 2022



VISION, MISSION, VALUES

Pour un Sourire d'Enfant (PSE) has been working in Cambodia, since 1995, to help children escape destitution and provide them the skills required to get a decent job. Recognised by the Cambodian authorities, the association acts with respect for the country, in collaboration with Cambodians to promote sustainable development.

OUR VISION

We wish for a world where there are no more children left behind; a world in which each child, regardless of their family background, has the possibility to grow in an atmosphere of peace, respect and love, and to develop so they can become a responsible member of society.

OUR MISSION

PSE's mission is to help children escape from extreme poverty and lead them to a qualified, dignified and properly remunerated job through a range of solutions adapted to their needs.

THE VALUES THAT GUIDE OUR ACTIONS ON A DAILY BASIS

"From destitution ... to a vocation" – this social responsibility implies sharing strong values, a spirit of collaboration and listening, and ethical commitments that must constantly inspire our choices and guide our decisions, our behaviour and our working relationships on a daily basis.

We are all committed to the following values which is reflected in our approach to the children, to each other - staff and volunteers - and to our partners:

RESPECT

Everyone has the right to be respected.



MUTUAL ASSISTANCE

We help each other to meet the challenges ahead.



TRANSPARENCY

We say what we do



LEAD BY EXAMPLE

We do what we say.



EDITORIAL

September 2021 - December

2022, a financial year that exceptionally covers 16 months, following our team in Cambodia's request to move to a calendar year end.

Following the pandemic, the school year now aligns to the calendar year. A few extra months to regain momentum, gradually redeploying PSE's various programmes after 20 months of slowdown, during which our teams - social workers, educators and teachers - had, despite everything, managed to keep in contact with the children, youngsters and families. PSE is committed to helping children escape poverty and helping them find employment. This requires education and training, as well as a caring educational setting where everyone feels respected, valued and loved; a setting that allows children to regain confidence in adults and together create a future that will help them to achieve their full potential and dreams.

The priority for 2022 was to minimise the numbers dropping out of school. The response to the pandemic had pushed many of our beneficiaries back into extreme poverty; we had to seek out the youngsters, individually, who had gone back to work, mainly out of necessity, though sometimes they were attracted by easy money. To prevent dropping out, various measures have been stepped up and new ones introduced: more support for the most vulnerable students; earlier educational and vocational guidance process, using a variety of formats, open to more beneficiaries and, among other things, leading the way to short training courses for those who really cannot stay in school for another two or three years; inviting parents to enter into an educational alliance with PSE's teams, through repeated meetings throughout the year aimed at making them aware of the need for schooling and vocational training and of their responsibilities; and also assuring them of the NGO's support in their day-to-day challenges.

Another priority for the year, linked to the previous one, was the quality of education and mentoring of our youngsters, through continuous training. Teacher training, continuous training in soft skills, for all, and focus on environmental issues, opportunities for skill development within the various departments. The aim of which is also to build team loyalty.

The drive is provided by a management team, led by Leakhéna, since August 2021; she was one of the first children taken in by the founders, when she was 8 years old. Leakhéna had established a mentoring system among the boarders when she had been a student at PSE, with older students mentoring the younger ones. She had also implemented activities inspired by the scouts; these have now been revived. A collegial mode of governance has prevailed at PSE, since she took charge of operations, with 95% of staff being Khmer employees, and regular interaction with local institutions and partners.

Marie-France des Pallières, co-founder with her husband Christian, still lives at the Centre in Phnom Penh, among the children. She announced, on her 80th birthday in November, that she has decided to stay with them until the end. She is counting on PSE's large network of sponsors, donors, corporate sponsors and volunteers to continue supporting the cause. Thanks to all of you.



Ghislaine Dufour
Chair of PSE



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END OF THE 2021 SCHOOL YEAR

CAMBODIA

The 2021 academic year was also disrupted by the COVID-19 pandemic.

After the start of the new school year in January, schools closed again in February. For several months, the students studied remotely.

PSE reopened, at end September, with the students returning gradually and there were stringent health protocols in place. Students in 3eme preparing for the Brevet exam were soon able to return to school in groups of no more than 15, as were the students in their first year of vocational training, who were also able to resume practical workshops. Vocational training students were able to sit their exams in October: the theory part took place online and the practical part at PSE.

In November, PSE organised tests to assess the level of the students attending the remedial school and the preparatory classes for vocational training, with a view to assigning them to **refresher classes** which took place in December. Children from our daycare centres/nursery schools were also welcomed back, and children with disabilities were able to return to the special education programme.

In December 2021, students took tests, in order to determine which class they should join at the start of the school year in January.

Almost 800 students dropped out during the year 2021, a number that has unfortunately risen as a result of the pandemic, and despite the social team's efforts to get them back into school, which they have pursued until early 2022. This number would have certainly been even higher, had it not been for the measures deployed by the teams in Cambodia to monitor and support the students in 2020 and 2021.



Results from the job placement survey conducted with our students, one year after they graduated in 2020

- 393 students graduated in 2020, and 74% of them (289 graduates) took part in our job placement survey 1 year after graduation.
- 93% (269 graduates) had a skilled job and 7% (20 students) were unemployed.

Results of the job placement survey conducted with our students, 3 months after they graduated in 2021

- 363 students graduated from our Institute's 5 schools (Hospitality and Tourism School, Management and Sales School, Mechanics School, Construction School, Film School) in 2021. 87% of them (317 graduates) took part in our job placement survey 3 months after graduating.
- 94% (297 graduates) have skilled jobs and 83.5% of these are in line with their training. 6% (20 students) were unemployed.

FRANCE

In autumn 2021, **Pour un Sourire d'Enfant** celebrated its 25th anniversary with three highlights: the book «Pour un Sourire d'Enfant» (For a Child's Smile) by Marie-France des Pallières was published, there was an anniversary party at the La Scala theatre in Paris and a mini-series was broadcast online.

THE BOOK «POUR UN SOURIRE D'ENFANT» BY MARIE-FRANCE DES PALLIÈRES

In October 2021, Marie-France des Pallières' book «Pour un Sourire d'Enfant» (For a Child's Smile) was published by Albin Michel. It retraces the 25 years of an extraordinary adventure... initiated by an ordinary couple. The preface was written by journalist and presenter Frédéric Lopez.



13 book signing events took place, between November 2021 and January 2022, in bookshops in and around Paris, the North of France, Lyon, Annecy, Marseille, Aix-en-Provence, Clermont-Ferrand, Nantes and Toulouse, to publicise the release of the book.



Pour un Sourire d'Enfant c'est le récit bouleversant, au fil des jours, d'une aventure exceptionnelle... initiée par un couple ordinaire. Tout a commencé il y a 25 ans, au Cambodge, par un choc devant la vision cauchemardesque de centaines d'enfants travaillant comme des forçats sur la décharge de Phnom Penh. C'était au lendemain du terrible génocide des Khmers rouges. Christian et Marie-France décident alors de les aider et commencent tout simplement par leur demander : " De quoi avez-vous besoin ? " : " Un repas par jour et aller à l'école comme les autres " ont-ils répondu. L'association PSE (Pour un Sourire d'Enfant) était née, avec la mission de protéger, nourrir, soigner, scolariser, former les enfants à un métier et soutenir les familles. À ce jour, plus de 5500 enfants ont désormais une vie d'adultes heureux et 6500 suivent, chaque année, les différents programmes de formation.

C'est cette épopée extraordinaire que nous racontent, à deux voix, Marie-France et Christian* des Pallières, à travers leurs souvenirs et les pages du journal qu'ils ont tenu depuis 1996.

* Christian est décédé en septembre 2016, une semaine avant la sortie au cinéma du film Les Répétés de Xavier de Lauzanne, sur l'histoire de PSE. Ce livre est dédié à sa mémoire.

The entire network rallied around this special evening: volunteers invited friends and family to follow the live broadcast on social media, and even to gather at home or in large venues, for example in Lyon and Toulouse.

A MINI-SERIES BROADCAST ON PSE'S SOCIAL MEDIA

At 6pm every Sunday, from 17th October to 14th November, PSE posted an episode of the mini-series «Vis tes rêves» (Live your dreams) on its social media channels. The 5 episodes are the testimonies of former PSE students and graduates who have now escaped from poverty. The videos retrace their journeys through archive footage and provide an account of their lives today. Phally, Thai, Daing, Sophat and Leakhéna look back with emotion on the difficulties of their childhood and how PSE changed their lives.

128,877 people reached
25,775 people watched each video, on average
3.3% average interaction rate

GREAT MEDIA COVERAGE OF PSE'S 25TH ANNIVERSARY

The highlights of PSE's 25th anniversary attracted national and regional media interest, with PSE mentioned 36 times in the press. Including an article in the daily newspaper Le Figaro (1.6 million readers) and in the weekly publication La Vie (circulation over 65,000), interviews with Marie-France des Pallières on Radio Nova (over 1.3 million active listeners) and on the «J'ai une idée pour la France» TV show on France 2 (1.2 million viewers).

THE 25TH ANNIVERSARY PARTY

A special evening was organised to celebrate 25 years of action in support of the children on 6th December 2021 at the La Scala Theatre in Paris. Presented by TV host, Raphaël de Casabianca, and France Bleu Paris radio journalist, David Kolski, the evening was broadcast live on PSE's social media channels, attracting around 1,000 viewers.

On the agenda for the evening:

- a staged reading narrating the origins of the association, written by scriptwriter and director Eric Bu, directed by filmmaker and patron of the association, Patrice Leconte, and read by actors Isabelle Carré and François Cluzet;
- a look back at 25 years of child welfare with Marie-France des Pallières, Ghislaine Dufour, President, and other members of the Board;
- a spotlight on the new Cambodian management team and the challenges in the field with Leakhéna des Pallières, then Deputy Director of PSE in Cambodia;
- reports and testimonials, by Frédéric Lopez amongst others.

NEW MANAGEMENT TEAM

IN CAMBODIA

Leakhéna des Pallières - one of the first beneficiaries of the association - was appointed **Managing Director** in Cambodia in August 2021. Leakhéna is supported by **two deputies**: Makara Men focusing on educational and vocational training programmes, and Bernard Faurot focusing on support services.

An Executive Committee meets every two weeks, and an extended Committee comprising all programme and service managers meets once a month. There is emphasis on collaborative, cross-functional work, with the shared goal of helping each child to achieve their full potential and dreams.

Our **values** have been reviewed and shared: respect, mutual assistance, transparency and leading by example.

Working groups have been set up to identify and deploy improvements in the following areas:

- **human resources**: combating staff turnover, training and development, HR optimisation, succession planning;
- **education**: quality of teaching, preventing school dropout, consistency and continuity of follow-up and guidance for beneficiaries.

In France, the head office employs 6 people, supported by 4 regular volunteers.



From left to right, Makara Men, Leakhéna des Pallières and Bernard Faurot



Versailles head office team



KEY STATISTICS FOR 2022

STATISTICS

6,622 children supported on average over the school year from January to December 2022.

99

In Specialised programmes (mother and child protection centres, childminders, adapted teaching section (SEA))

395

In Daycare centres/nursery schools («paillotes»)

716

In remedial classes

4,139

Enrolled in State schools

1,273

Vocational Training Institute students

RESULTS

347 new vocational training graduates

Over 6,000 alumni, have graduated and found a job

The number of beneficiaries has grown over the year, driven by an increase in the number of new beneficiaries for the state school enrolment programme. Indeed, having been deprived of school for nearly two years, children in state schools have suffered enormously from the consequences of the pandemic. Many started working, without education, while others went back to the countryside in the hope of a better life. So, our social team has selected over 1,000 new children, even while working hard to get as many children back to school as possible, during the first quarter of 2022. The number of participants in the other programmes was either stable (remedial school) or declined (Institute).

The school dropout rate in 2022 was 6.1%* for all programmes, though it was markedly higher for the remedial school, where the rate was 14.8%.

* Data from April to December 2022, as data for the first quarter of 2022 is not representative due to the gradual resumption after a long period of total or partial closures.



580

employees in Cambodia on average over the year, of which 96% Cambodians



6

staff in France



400

volunteers in PSE branches in France and overseas.



THE PROGRAMMES FOR 2022

SOCIAL & HELP FOR FAMILIES

BACKGROUND

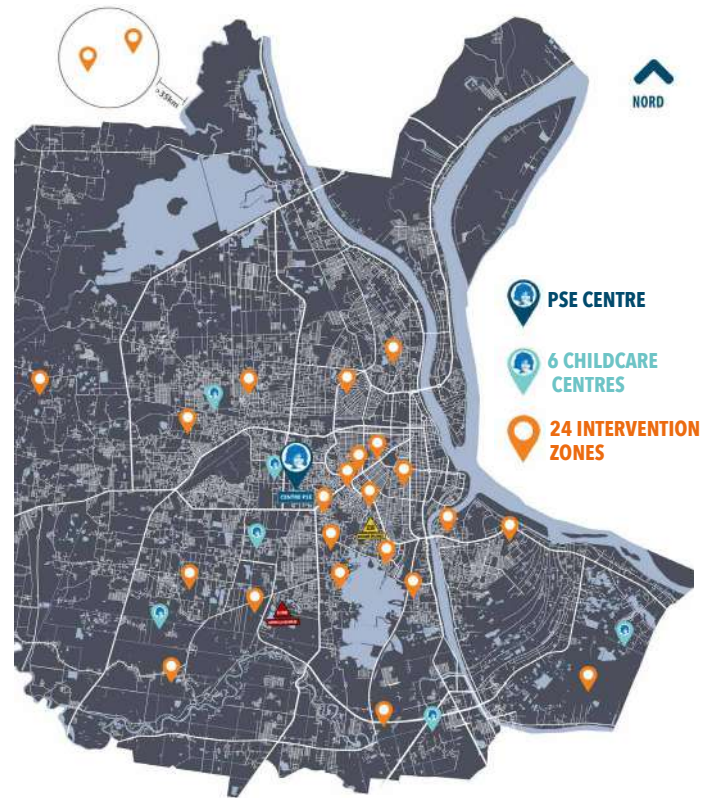
The association's beneficiaries live in small houses, often wooden or sometimes concrete shacks, with tin roofs and tarpaulins to patch or caulk the holes and cracks that let in the rain and mosquitoes. Some also rent a room in a private home. In most cases, the entire family – sometimes extended to other members such as grandparents, aunts and uncles, cousins, etc. - lives in a single room. These living quarters can be far from the schools. Some families live in a pagoda, for want of other accommodation, directly at their place of work (such as a construction site) or in the streets.

In 2022, the association supported **2,803 families** on average over the year, spread over **24 areas of extreme poverty**, in the centre or the suburbs of Phnom Penh (and, to a lesser extent, in neighbouring provinces), as well as **234 in Siem Reap** and **203 in Sihanoukville**.

These living quarters are **extremely unhygienic**. The ground is littered with rubbish, there is stagnant water during the rainy season. Electricity isn't always available and often there is no clean drinking water. These living conditions lead to illness - many parents suffer from chronic diseases - and cases of undernutrition or malnutrition. This has long-term physical and cognitive consequences for children, and significantly impairs classroom attention and learning.



Many children work to supplement their parents' very low incomes, in the evenings and sometimes during the night, or at weekends. Children who have dropped out of school can work all day.



They collect and sort waste in the streets or in small illegal dumps, do domestic chores (washing clothes, carrying shopping bags...), sell fruit or small plants (picking bindweed from small lakes or stagnant water...), perform small informal services in restaurants (cleaning vegetables, washing dishes...), accompany their parents to building sites; teenagers work as motorcycle-taxi drivers or as night watchmen, or working evening shifts (5pm-8pm) in textile factories, or performing small delivery services. Some are also involved in drug trafficking. They change activities very frequently, as opportunities arise.

While some youngsters decide to **drop out of school to earn some money** to buy a smartphone or a motorcycle, by themselves, most do so under pressure from their families. But whatever their job, the children never enjoy the fruits of their labour.

All these activities are poorly paid, and are now paid even less than before (the pandemic has led to a major economic slowdown), while rent and food prices are rising sharply. Some children are also taken out of school to **look after younger siblings** during the day.

Lastly, in addition to unfit living conditions and the forced labour, they suffer from **abuse** and **moral, physical and sexual violence**. Parents are often responsible for abuse, completely destroyed by life, ravaged by alcohol and drugs, trapped in a vicious circle of debt and gambling.

Harassment can also come from neighbours, or from customers they have come across in the workplace. Children living in the same room as their parents witness their relationships, sometimes very conflictual, without having sufficient maturity and support to understand the meaning of acts.

This situation often leads to **major depression** for children who are made to feel that they don't count, or who never receive any displays of interest, consideration or affection. Parents are too exhausted by their work and/or suffer from too many illnesses or addictions to be able to look after their children.

Added to this is the fact that the parents have themselves generally never been supported by their own parents, and «delegate» the educational role entirely to the school. This gives children the impression that **their parents are not interested in their studies**.

SOCIAL TEAM

In this context, around **thirty social workers** identify beneficiaries and advise them on how to deal with their problems, working closely with local authorities.

At the start of 2022, more than 1,500 new children were enrolled in the programmes. At the same time, social workers spent a great deal of time between January and March 2022 reaching out to children who had not returned to their schools when they reopened in early January, after the pandemic.

Social workers **meet families** in their homes, **conduct a social investigation** in order to give priority to the poorest (income level, potential debts, state of health, housing, etc.) and the most urgent cases (absentee parents, abuse, school dropouts).

Each social worker assesses the situation once a year with each of the families in their care; by 2022, this assessment had been completed for 80% of families.

Social workers also **follow up on children** who have missed school several days in a row.



FAMILY SUPPORT

To ensure that families let their children go to school rather than supplement the household income by working, the association offers **compensation in rice**, distributed each month, to an average of 1,090 families in 2022. A total of 1,972 children enrolled in PSE's programmes have benefited from this support. 28 tons of rice is distributed each month, equivalent to 3.5kg per child per month.

Distribution takes place mainly at our Phnom Penh Centre, but our teams also travel to villages further afield, as well as to Siem Reap and Sihanoukville.



In order to empower families benefiting from PSE's support and to avoid dependence on our donations, we ask beneficiary families to make a small financial contribution to the purchase of the rice. This contribution ranges from 400 to 800 riels per month (between 10- and 20-Euro cents), depending on each family's situation.

Lastly, the social team regularly provides support in emergency situations (flooding, fire, illness, etc.).

PROTECTION AGAINST DOMESTIC VIOLENCE

The social team regularly takes action to protect children from violence within their families, and suggests appropriate solutions. This was the case for 3-year-old Chanraksmei, mistreated by her father, who deprived her of food, forced her to beg and sleep in the street. She will now be cared for by a PSE foster family.

ONE-TIME FINANCIAL SUPPORT

The social team can provide one-off financial assistance to families in emergency situations, such as a family that has not paid rent for two months and is facing eviction. The family will receive money from PSE for two months to make sure it can keep its home.

REHOUSING OR RECONSTRUCTION ACTIONS

The families supported by PSE live in small houses made of sheet metal and wood. The children of a family supported by PSE were sleeping outside due to the dilapidated state of their home. In order to avoid that, PSE financed the purchase of zinc sheets to cover the walls built by the father with wood cut from a nearby forest.

EDUCATION

The school year started on 3 January and ended in November. Fortunately, it was not interrupted by school closures due to the COVID pandemic, as it had been during the last two years.

CHILDCARE CENTRES

Childcare centres (often called «paillotes») are places where our children and their families are welcomed and listened to. The first one opened on the dumpsite itself, and today these facilities are located at the heart of the squalor in which our families live. There are 6 in Phnom Penh.

This year, the Sen Sok centre was relocated (in the same neighbourhood) and expanded.



The beneficiaries of these centres are:

- children aged 3 to 6 who attend **nursery school**;
- families benefiting from **educational and social support**;
- since the start of the 2022 school year (in January), students aged 6 and over who need **school support**, those that have fallen behind due to the school closures during the pandemic (please refer to the chapter on school support).

Thanks to these centres, in the heart of poor neighbourhoods, children are kept away from their parents' workplaces, which are often dangerous (streets, construction sites, etc.), mothers can go to work and older sisters can study. Children are educated from an early age, reducing the risk of school failure.

On average, over the 2022 school year (January to December), **we welcomed 395 children per month.**

From Monday to Friday, children are given breakfast, lunch and an afternoon snack each day.

Activities are regularly organised, especially on weekends, to offer children, from the communities close to the paillotes, a range of fun activities.

Nursery school teachers are supported by an educational coordinator. They meet every week. Educational coordinators provide teachers with new teaching techniques, games and other activities to enhance the children's learning experience.

In January, we organised a meeting with the parents. The aim of this meeting was to establish a relationship between parents and the school, so that they are involved in their children's education. A second parent meeting took place in October. This meeting provided an opportunity to review their children's school year and to answer any questions parents had. These moments of exchange are important in order to involve parents in their children's schooling.

Programme supported by Les Parents Zens



« Both my children can go to school and get a good education, which means they have a chance of getting on in life. Daravisa, my 4-year-old son, smiles as he goes to daycare every day, and I often see him playing with all the friends he has made. It makes me smile too! »

Pitch, mother of Daravisa



REMEDIAL SCHOOL

During the **first term** classes in our remedial school were divided into two groups, due to government measures still in force (in particular social distancing), one group studied face-to-face, and the other remotely. The two groups alternated between mornings and afternoons. Thanks to the equipment installed in the classrooms and the knowledge of distance learning they and their teachers had acquired, the children were able to attend the same classes and take part in them whether they were at school or at home. This is what we call «**hybrid**» **teaching**.

From **April**, the restrictions were lifted and we happily resumed face-to-face lessons with the **entire class**, the optimal learning format.

The average number of students benefiting from the school over the year was **716 children** (41% were girls), including around a hundred who, initially, should have been enrolled in bridging classes in the Preparatory Classes Department of our Vocational Training Institute in order to reach 5eme in six months. However, we realised that many children had fallen well behind at school during the pandemic so it would have been impossible to achieve this goal in six months, so we reoriented them to remedial school for a year of intensive study.

The year was marked by the hard work accomplished by the school to **support the children in resuming their education** under normal conditions (full time and in the classroom) and at an accelerated pace since the children are studying in one year the curriculum for two years, in order to catch up with age-appropriate learning. The risk of dropping out of school is higher among these students, and the impact of the turmoil of the pandemic has accentuated these risks.

To combat dropping out, the school team has mobilised parents through meetings and get-togethers, and, also, worked very closely with other PSE teams, social workers, psychologists, the extracurricular activities team and the soft skills team (human and behavioural training) to reduce the risk of dropping out of school.

The school also resumed the **organisation of social**

and motivational events for the students during the year: an oral expression competition in Khmer in May, soft skills workshops from March to June, a 3-month maths calculation challenge ending with a final event in July, a conference and events around refusing smoking in August.

As a result of all these efforts, non-attendance fell during the second half of the year, and the number of dropouts was contained. The school dropout rate was 14.8% between April to December.

At the end of the year, 81% of children had successfully passed to the next grade. 97% of students in 3eme passed their Brevet exam.

SCHOOL SUPPORT FOR CHILDREN IN STATE SCHOOLS

Nearly 1,000 children benefited from tutoring, of which 91% were in primary school and 9% in secondary school:

- 705 children in classes at our Phnom Penh Centre;
- 269 children in four of our «paillotes», located in the neighbourhoods where our families live: in Sen Sok, Phum Russei, Smile Village and Prek Ho.

This represents a **28% increase in beneficiaries** of our school support classes.

Classes are taught by our teachers on a half-day basis, from Monday to Friday, alternating with classes at state schools. Primary school children benefit from 15 hours per week of Khmer, mathematics and soft skills classes, with homework support sessions in supervised autonomy. Secondary school students attended 20 hours of lessons a week, including physics, chemistry, biology and English. Here too, we pursued an active policy of meetings with parents in order for them to encourage their children to study and in order to increase cooperation with them.

The children benefiting from school support classes are those most in need. The results are encouraging. The children's success rate in the mid-year exams rose from 73% to 77%. 40 out of 43 children (93%) passed their Brevet exam and 35 out of 38 (92%) passed their Baccalauréat exam.



However, we also found that many children were lagging two to four years behind their grade level, and that school support classes were not enough for them, resulting in a high risk of dropping out. That is why next year, we plan to increase the capacity of our remedial school to around 1,100 children. As a result, school support classes will no longer take place in the Centre, and classrooms and teachers will be transferred to the remedial school. School support classes in the «paillotes» will continue. We are also planning to create 2 additional classrooms in a last «paillote» in Kien Svay.

SETTING UP SCHOOL SUPPORT IN OUR «PAILLOTES»

AN URGENT PROJECT FOR THE CHILDREN

Helping children attending state schools to succeed in their studies and avoid dropping out was a priority this year, after the disastrous school closures during the COVID pandemic. In order to increase the number of children benefiting from our tutoring and also be able to offer these sessions close to the children's homes we started to renovate and expand our «paillotes», at the end of 2021, they are located in the neighbourhoods where the families we help live.

These «paillotes» were already used by our daycare centres/nursery schools. The work involved 5 «paillotes». Four of them have been renovated and/or extended. The fifth, in Sen Sok, was relocated and rebuilt to allow for expansion. A total of 11 new tutoring classrooms have been created, and lessons started in February/March. On average over the year, 269 children have benefited from tutoring.

Project funded by Fondation Maité, Fondation Anber, Fondation Nature & Solidarités 59 via the Fondation Anber, the Lions Club d'Aix-en-Provence via PSE PACA, SEK via PSE Spain, as well as by the branches of PSE PACA, PSE Nord, PSE Paris Ile-de-France, abPSE (Belgium) and the American Friends of PSE.



CHILDREN IN STATE SCHOOLS

We helped **4,139 children on average over the year** to attend state schools, with 3,389 in Phnom Penh, 450 in Siem Reap and 300 in Sihanoukville. The children received **uniforms and school supplies**, and they and their families benefited from our support programmes based on their needs: one or more meals a day, healthcare, compensation in rice, accommodation for some families, etc. Through visits to families and the relationships maintained with the state schools, our social workers can monitor children's school attendance and their results. The children most in need are given access to school support classes, mostly provided by our teaching teams in our Centre or in our «paillotes» (around 1,000 children benefit from school support classes), and to a lesser extent provided by outside teachers that we pay (around 150 children benefit from this).

Our social workers have endeavoured to strengthen relations with children aged over 11, who are most at risk of dropping out of school. This is a huge task. We want to provide access to our extracurricular activities for these children, to facilitate this.

In June 2022, 223 secondary school students discovered the trades and training courses that our Vocational Training Institute can offer. 696 students also took part in career guidance sessions organised by the Institute.

Programme supported by Thales and its employees via a salary rounding scheme.



CARE FOR CHILDREN WITH DISABILITIES

The vast majority of these children started the new school year in our adapted teaching section (ATS) in January (like the others), with the gradual lifting of restrictions linked to COVID, the school was fully effective from April. At-home monitoring continued for children with multiple disabilities.

37 children benefited directly from the help of the adapted teaching section (ATS) :

- 25 in adapted teaching classes;
- 12 with «external monitoring», including 9 severely disabled children with home monitoring and 3 children placed in a facility belonging to Kampuchea Sela Handicap (KSH), a partner NGO.

Depending to their needs, children with disabilities study in our Centre and those requiring physiotherapy also benefit from the team's services.

The **new organisation of our adapted teaching section**, following the closure of the Source de Vie home and merging the two teams, has enabled us to set up more homogeneous classes taking into account the children's ages and levels.

The **adjustments to the premises** required by this new organisation have been completed:

- 4 classrooms were inaugurated in June. Their layout and decoration were the result of a team effort. Classrooms are bigger than before, and all are wheelchair accessible. It is now possible to define different activity zones. The kids love their new classrooms!
- The premises of the former Source de Vie home have been refurbished to adapt them to their new use: a daycare activity room for children with multiple disabilities and rooms dedicated to rehabilitation: physiotherapy, occupational therapy, speech therapy, sensory room. The work was completed in October. The rehabilitation rooms were put to immediate use, and the return to daycare for multi-disabled children, at a pace adapted to their needs, is scheduled for the start of the 2023 school year.

Work carried out with the support of Promepar Asset Management and the PSE Alsace-Lorraine, PSE PACA and American Friends of PSE branches.

Eight children were provided with a moulded seat, a wheelchair or an orthosis to improve their comfort and independence. Rehabilitation equipment has

also been purchased.

Purchases made with the support of the Dinard Lions Club, the Linselles Rotary Club via PSE Nord, the Banque de France (trophy) via PSE Paris Ile-de-France, Solidarikids (Anaik company) via PSE Nord and Fair Planet (Indelec company) via PSE Nord.



Several teenagers over 15 who benefit from the ATS took part in introductory work placements for a first contact with the workplace at the School of Hospitality and Tourism's teaching hotel/restaurant and in the Centre's Maintenance Department, thanks to cooperation between the teams involved. The placements were organised taking into account the wishes and abilities of the youngsters.

Programme supported by Fondation Blancmesnil, the Papiers de l'Espoir association, the Fonds Haguro, private patrons and the PSE Loire Océan branch.



VOLUNTEERS PROVIDED MUCH APPRECIATED HELP

A volunteer teacher, Véronique Roudier, joined the team from February to August and worked alongside the teachers to adapt the teaching methods to the children's abilities.

« The teachers are already pleased to discover that starting with the needs of the children is a fruitful approach, both pedagogically and developmentally. »

The team also benefited from the support of two volunteers, a physiotherapist and an occupational therapist.



VOCATIONAL TRAINING

1,273 students, on average over the year, benefited from the programmes offered by our Vocational Training Institute:

- **1,154 students attended the preparatory and bridging classes as well as the 5 schools of the Institute, of which 51% were girls**, the schools offer 18 training courses for a variety of skilled trades that are in demand on the Cambodian job market;
- **78 post-graduate students** are at university or in training institutes other than PSE;
- **41 trainees, on average per month, including youngsters and adults**, attended our short (4-month) vocational training courses. The cumulative number of beneficiaries over the year was 180.

Enrolment in the Institute's schools and preparatory classes was lower than expected and below capacity. The two years of the COVID pandemic has forced many youngsters to work, and others to move to the countryside. Unfortunately, many students decided not to resume their studies at the start of the new school year. Without our action, this number would have been higher still.

The academic year ran from January to November, in-line with the calendar adopted in Cambodia since 2021. The final national exams for final-year students in the schools took place in December. All the diplomas awarded by our 5 schools (School of Hospitality and Tourism, School of Management and Sales, School of Mechanics, School of Construction and the Film School) are recognised by the Ministry of Labour and Vocational Training.

Graduates of our technical training programmes who also pass the final C3 certification state exam can continue their studies at university.

During the first three months of the year the organisation of lessons was adapted to include some distance learning, the same as at the remedial school. In order to comply with the COVID protection rules still in force, a hybrid model was adopted should the number of students in a class require it (half of the students attended lessons face-to-face, the other half online, with the groups rotating each half a day).

The main objectives of the Institute's teams have been to provide students with high-quality training and support for their difficulties, which may be academic and/or behavioural, due to their poverty-stricken environment.

HIGH-QUALITY TRAINING

All the Institute's schools have continued to develop their partnerships with employer companies, aiming in particular to **successfully pursue the development of apprenticeship training**. Second-year students at the School of Hospitality and Tourism (except hairdressing students), the School of Mechanics and the School of Construction, as well as, for the first time those from the School of Management and Sales in the vocational baccalauréat sections, were placed in apprenticeships. A total of **260 students benefited from this type of training, alternating monthly between school and work over a 10-month period with 71 partner companies**.

We have established a close collaboration with the companies, who filled in a satisfaction questionnaire and took part in a review meeting. All agreed to continue working with the Institute supporting this apprenticeship training programme, in which students alternate between school and work, as it offers more inclusive and effective training. The Institute's teams have noted areas for improvement, potential changes will be addressed in 2023.



«I graduated in 2021 and I am now a technician at Honda. I chose to specialise in automotive servicing because it is a promising market in Cambodia. In addition to having a uniform, meals and medical care, I was able to follow an excellent training course over 3 years. I am very grateful that I now have a job that enables me to make good use of my skills and to help my family. I got this job after being an apprentice with them in 2021. I learned a lot from the first professional experience and was offered the opportunity to stay on permanently.»

Kong Chetra, alumnus of the Mechanics school.

Close relations with the Ministry of Labour and Vocational Training enable us to maintain **recognised training curricula**, in line with the Ministry's expectations.

Actively maintained relationships with other stakeholders, such as the Asset H&C network for the School of Hospitality and Tourism, and the schools' international corporate partners who contribute their skills, also help to enhance the quality of our training courses.

All teachers have benefited from continued training with the support of the Educational Department, assessing and developing their skills.

STUDENT SUPPORT

A number of initiatives have provided effective support to the students, both in the schools and in the preparatory classes:

- Meetings with parents;
- Setting up a structured support process within each school and the Preparatory Classes Department;
- Coordinated work with regular and frequent meetings with the programme teams and interaction with the Institute's students: language school, Soft Skills and Educational Department, boarding school, social and medical services

Soft skill training (appropriate workplace behaviour and moral values) has been facilitated by the end of distance learning, maintained in hybrid mode during the first three months of 2022. The two hours of lessons a week given by the team of soft skills educators are based on reverse teaching. This behavioural learning process also relies on exemplary behaviour by all our teams.

RESULTS

STATE EXAMS

During their studies in the Institute's schools students have the opportunity to be assessed according to the criteria of levels C1, C2 and C3 defined by the Ministry (hairdressing and beauty to C2 level). Most courses last two years (with the exception of studies at the Film School and the bachelor's degree course at the School of Management and Sales). **Exam pass rates, ranged from 94% to 100% depending on the course and level, were very satisfactory.**

NEW GRADUATES

347 students graduated in 2022 :

- 142 students from the School of Management and Sales;
- 83 students from the School of Hospitality and Tourism, including 14 in the Hairdressing and Beauty course;
- 59 students from the School of Mechanics ;
- 53 students from the School of Construction ;
- 10 students from the Film school.

The results of the job placement survey 3 months after graduation for these graduates will be available in the 2023 annual report.

JOB PLACEMENT SURVEY OF 2021 GRADUATES (1 YEAR AFTER GRADUATION)

The results of the job placement survey carried out by the Institute among 2021 graduates, **one year after graduation**, show that **97% of graduates (297 out of 306 respondents) have a salaried job, work as a freelancer or own a business.**

Those who were unemployed at the time of the survey had either just changed jobs and were looking for a new one or had stopped working because they were pregnant or had recently given birth.

84% of graduates in employment (including freelancers and business owners) **had jobs related to their training.** The others didn't specify why they were working in another field, with the exception of a few who said they had been offered an attractive job opportunity, they wanted to discover another field, or to earn more.

The average net salary of salaried graduates was US\$276, i.e. 38% higher than the reference minimum wage in Cambodia, which is US\$200 in textile mills.

Moreover, 75% of salaried graduates also received monthly allowances or benefits in kind for meals, travel, telephone expenses, etc.

Graduates from the Film School had the best paid jobs, with salaries in excess of US\$450, while the lowest paid jobs were linked to the motorcycle repair section of the School of Mechanics, with an average salary of US\$197. It should be noted that 19% of respondents said they were pursuing higher education while working.

61% of salaried graduates joined the company where they completed their apprenticeship.

32% were still working there a year later, bearing in mind that, in Cambodia, professional mobility is high.



PREPARATORY AND BRIDGING CLASSES

381 youngsters aged 15 to 29 (average number over the year) studied in these classes. These classes give students the opportunity to access career guidance before starting a vocational training course and to improve their skills.

There are 3 types of classes:

- level 8/9 (secondary school) bridging classes prepare students for a final exam equivalent to the Brevet, recognised by the Ministry of Labour and Vocational Training, which then gives them access to a vocational training course;
- preparatory classes bring up to speed level 9 (*troisième*) students;
- preparatory classes known as P4 are designed for students at «*Terminale*» level (level 12), with or without the *baccalauréat*.

There were no level 6/7 bridging classes this year, as the level of the candidates was too low. Instead, the students joined the remedial school for a year of intensive learning. They will then, if they wish, be able to return to the preparatory classes to join a level 8/9 bridging class.

Thanks to the return of full-time classes on campus and the implementation of a monitoring process for students with the most academic and/or behavioural difficulties, the number of cases linked to behavioural problems has decreased significantly compared to 2021 (-43%).

Additional learning support has been provided to students with the greatest educational difficulties. Additional lessons in small groups were organised for two hours a week for around a hundred students.

Two Telegram (an application similar to WhatsApp) groups were set up between the teachers and 68 students, for tailored, highly responsive support. A new student-to-student mentoring programme has also been launched. 13 pairs of students were formed.

After six months, once the students' career choices had been clarified, they were divided into different groups according to the future training course they chose.

RESULTS

97% of students in level 8/9 bridging classes have passed their state exam equivalent to the *Brevet*.

By 2023, 360 students will be enrolled in their chosen training programme in one of the Institute's schools.

Programme supported by the Association Léon.

The open day of the Vocational Training Institute's schools took place on 17th June. The day was a great success with students from preparatory classes and secondary school students from state schools, who had been widely invited to come and watch the students demonstrate their skills, and to talk to teachers, students and alumni who had come to share their experiences.



SCHOOL OF HOSPITALITY AND TOURISM

The school trained an average of 185 students over the year, 152 in the 4 hospitality and tourism sections: cooking and pastry, food and beverage service, front office and housekeeping and laundry, and 33 students in the hairdressing and makeup section.

The 5 training programmes are recognised by the Ministry of Labour and Vocational Training.

The first 4 programmes are aligned with the MRA-TP programme (*) and also recognised by the Ministry of Tourism. Diplomas are recognised by the 10 ASEAN member countries.

(*) *MRA-TP: Mutual Recognition Arrangement on Tourism Professionals*

All second-year students in the 4 hospitality programmes were placed in apprenticeships from February to November in 18 partner hotels and hotel groups.

Andrew Pennington was appointed the school's new dean in September.

ONGOING TRAINING FOR TRAINERS

Our trainers took part in the FIPESA programme set up by the ASSET H&C network, of which the school is a member, in partnership with the Apprentis d'Auteuil. In this context, exchanges have been organised between trainers from the network's schools and trainers from the Apprentis d'Auteuil, with the aim of building teaching tools together and sharing training practices.

Two immersion visits took place, the first in July with the French trainers coming to Asia and the

second in November for the Asian school trainers visiting France. Sovan and David, respectively cooking and table service instructors in our School of Hospitality and Tourism, were welcomed by the Apprentis d'Auteuil establishment at Château des Vaux in La Loupe (Eure-et-Loir), an existing PSE partner with whom previous exchanges have already taken place.



« I'm very grateful to have been able to attend this training. I learnt a lot about the tools and teaching skills needed to teach students.

For example, methods such as clarifying instructions, working in small groups, independent practice and empowering students to take responsibility for cleanliness, looking after their equipment, etc.

We're keen to pass on what we've been lucky enough to learn, both to other teachers and to our students. »

David, table service instructor

12 trainers went on short immersion visits in several of Phnom Penh's leading hotels to immerse themselves in the most up-to-date practices in the hospitality industry, and then integrated these practices into their teaching, so their students could benefit. A final sharing session of experiences and lessons learned, with initial ideas for implementation, took place in December.

SCHOOL PARTNERS

The development of apprenticeships at the school was supported by the Swiss foundation IF and the Skills Development Fund of the Cambodian Ministry of Economy and Finance.

The school also benefited from the support of Monin Asie and the Métro endowment fund.

SCHOOL OF MECHANICS

Created in 2005 with the support of Norauto, the School of Mechanics is recognised as a leading vocational training school that helps underprivileged students acquire solid technical skills as mechanics and become highly competitive in the job market. It offers 2 two-year training courses: one in auto mechanics, and the other in motorcycle repairs. Students complete certification levels C1, C2 and C3 defined by the Ministry.

The school welcomed an average of 122 students over the year.

61 second-year students were placed in apprenticeships with 18 companies from February to November, alternating monthly between work and school.

Instructors and students alike have benefited from numerous exchanges with companies in the sector, helping them to constantly improve their knowledge and practice.

Professionals, including school alumni, have spoken at the school on technical issues such as braking systems, motor modules and electric bikes. Motul Asia presented a training workshop on the use of the various oils and also donated safety equipment.

School dean Sophea Ieng attended a two-week training course in France organised by Norauto, including a stay at the Norauto training workshop in Lesquin and a few days at the production school in Lens (EPAL Lens) also supported by Norauto, where exchanges were rich and inspiring on both sides.

During the last term, Norauto employee Jean-Claude Beghin came to Phnom Penh to audit the school and offer his expert advice.

SCHOOL PARTNERS

Norauto, the Fondation Motul Corazon and Motul.



SCHOOL OF CONSTRUCTION

The school welcomed an average of 108 students over the year, of which 9% were girls.

3 training programmes are available :

- Electricity;
- Plumbing & air conditioning;
- Building maintenance

A second workshop for building maintenance students has been fitted out and was completed by the end of 2021. Work carried out by an external company was finalised by the students, as a practical exercise.

The project was funded by the PSE Loire Océan and PSE Suisse branches.

On three occasions, school alumni who are well integrated into society and in their professional lives came to speak to all the students, with a view to inspiring them.

All second-year students have completed their apprenticeship training. They were placed in 12 companies.

SCHOOL PARTNERS

The school has a partnership with Schneider Electric Asie. It also benefits from the support of paint and decoration companies in the construction sector via their «Les Peintres du Sourire» (The Painters of Smiles) operation. (Please see page 35.)



FILM SCHOOL

Previously known as the Audiovisual Training School, the school adopted a new name this year, with a view to further developing its relationship with Cambodia's film industry.

There is no other school of this type in the country. Its graduates, who enter at level 12 (terminale), are selected based on an interview and their application form, study for three years to obtain a bachelor's degree recognised by the Ministry. Thanks to their qualifications, our students obtain the best-paid jobs on graduation. (Please see page 17.)

Two specialist programmes are available after completing the first-year core course:

- Cinematography;
- Post-production

All the school's students come either from our preparatory classes or are selected by our social team according to our usual social criteria. They come from state schools, and some have been referred to our school by other NGOs..

The school welcomed 53 students, 30% of whom were girls.

One of the classroom has been transformed into a sound studio for training purposes.

Project funded by PSE Luxembourg

New partnership agreements have been signed with various players in the Cambodian film industry, such as the Cambodian Film Commission and Kongchak Studio, and the partnership with the French École Louis Lumière has continued. A network database has been set up to manage all the school's partners in terms of jobs and internships, and to maintain close ties with graduates.

As is the case every year, French experts in various fields continued to support teachers in the development of educational content, helping them to focus on the most important points required in the job market.

The 10 third-year students have all completed their end-of-study internship.

Numerous practical activities: videos, clips and event reports were produced by the students throughout the year, for the benefit of PSE and in response to requests from school contacts, such as the Institut Français and the French embassy.

SCHOOL PARTNERS

In addition to the partners in Cambodia and the École Louis Lumière in France, the school is supported by the Fondation François Bel.



SCHOOL OF MANAGEMENT AND SALES

The school offers training in a number of different trades and is divided into several sections, leading to diplomas ranging from a vocational baccalauréat to a bachelor's degree :

- three courses in management & accounting, sales and retail business/distribution, are accessible at level 9 (troisième) and lead to diplomas equivalent to a vocational baccalauréat in France (*) in two years;
- three courses in accounting, retail management and human resources are accessible at level 12 (terminale) and lead to diplomas equivalent to the BTS (Advanced technician's certificate) in France (**) in two years;
- one section in business management leading to a bachelor's degree in business administration, this is open to students who have obtained a diploma equivalent to the BTS and been selected based on their application and an interview. Students study a third year.

(*) : Technical Vocational Certificates C1/C2/C3

(**) : Higher diplomas

The school welcomed an average of 305 students, of which 71% were girls.

Sébastien Clouet was appointed the dean in September.

INTERNSHIP AND APPRENTICESHIP PLACEMENTS

Internships are an important part of the students' curriculum. All students had to complete a 3-month internship in a company during the first or second year of the vocational baccalauréat courses, during the first year of the BTS course, and during the bachelor's programme (third year of study for BTS graduates). 241 students were successfully placed with 53 companies, i.e. 99% of the students involved. 2 students in their first year of the vocational baccalauréat programme stayed on to study at the school, as their interviews were deemed not satisfactory by the companies.

Furthermore, after their internship from February to April, the **75 second-year students in the two vocational baccalauréat courses benefited for the first time from the apprenticeship training programme** in their curriculum. They completed their apprenticeships, alternating work experience with periods at school every month from May to December. 97% of students were placed with 23 companies, 2 did not meet the companies' expectations. 4 students dropped out during the year, so 92% of the students successfully completed their apprenticeships.

OTHER PRACTICAL ACTIVITIES TO FACILITATE PROFESSIONAL INTEGRATION

Over the course of the year, 58 conferences were organised to broaden students' knowledge

and introduce them to the expectations of the professional world. 27 students and members of staff have taken part in the mentoring programme coordinated by the PSE Hong Kong branch.

TRAINING CONTENT AND PROGRAMMES

The school constantly strives to adapt its training programmes to the needs and opportunities of the job market. With the help of Guillemette de Chabert, a retired AFPA (French association for adult vocational training) employee who has supported the school for 20 years, the content of the C1/C2/C3 programmes for the vocational *baccalauréat* sections has been reviewed and supplemented.

In addition, since **the digital sector is developing rapidly in Cambodia as elsewhere, we have carried out a study of the needs of the Cambodian market** with the help of the French social and responsible company SIMPLON.Co (*). The results of the study show a growing demand for skills in the digital sector, with an expected growth of 30% per year over the next two years. This is being fostered by government policies aimed at encouraging the next wave of growth in, amongst other things, on the digital economy. Finally, the study highlighted the fact that most digital training courses in Cambodia are expensive and not extensive. In light of these results, **we decided to create a two-year vocational training course in web and mobile development starting in 2024**, following Simplon's recommendations and with their help, which will complement the courses offered in our School of Management and Sales. Fundraising for this development project has been underway since the end of 2022.. (*) : *SIMPLON.Co offers free vocational training in digital professions to promote inclusion both in France and internationally; they have experience in several developing countries.*

SCHOOL PARTNERS

The school has benefited from the support of the Fondation Albatros and, for the development of apprenticeships, from the Fondation Philanthropique Famille Firmenich..



SCHOLARSHIP PROGRAMME FOR POST-GRADUATE STUDENTS

78 motivated and deserving students chosen by our internal Selection Committee have benefited from this programme: it has helped 73 of them to start or continue studying after the baccalauréat at university or in training institutes of other NGOs known for their reliability, and enabled the 5 others to study in short vocational training courses with partner companies.

Students in higher education are supported throughout their studies, which can last up to 6 years for medical students.

In the future, we would like to give more young people access to this programme, by increasing awareness of the scheme among potential young candidates, and to enable our beneficiaries to choose higher education for a variety of professions, if that is consistent with their wishes and potential.



SHORT VOCATIONAL TRAINING COURSES

Previously, this programme was called FLIP: «Family Livelihood Improvement Program». It was originally created to help parents of our children in need, with a particular focus on single mothers raising their children alone. Over the past two years, the profile of its beneficiaries has broadened to include youngsters performing poorly at school and young adults with no qualifications. The programme offers short vocational training courses and support for professional integration.

The training areas covered in-house at PSE are cooking, housekeeping, pastry-making/coffee and beverage preparation, and beauty care.

180 trainees benefited from short vocational training courses, including 47 adults and 133 young people and young adults. An average of 41 people have benefited from the programme every month.

Candidates can join the programme on an individual basis, at any time of the year, depending on the individual's background (e.g., after dropping out of a vocational training school).

95 trainees successfully completed the full 4-month training course: 68% are youngsters, 32% are adults who are the parents of the children we care for. As at 31 December, 20 trainees were still in training, and will have completed their courses by early 2023.

The dropout rate was 21% and the programme exit rate (*) 15%. The dropouts were mainly young adults who were underperforming at school, and who were very difficult to motivate

(*) *Programme exits: trainees who have found an «acceptable» job before the end of the training course, or who have been taken on by another NGO.*

More than 100 companies have been contacted to help trainees find jobs after their short training courses. 43 of them offered jobs to our certified trainees.

67% of certified trainees who responded to our survey three months after their professional integration were still in employment, with an average salary of \$211, higher than the reference minimum wage in Cambodia (\$194).

Programme supported by the Fondation Eurofins and the Hyg'Up fund.



«I left school to work and help my family. PSE suggested I take a short training course to find a decent, better-paid job.

I chose barista and pastry-making skills and I'm really happy to be back at PSE. It's a good opportunity for me to have a short training course because I can practice a lot right now and then find a job quickly, so I can support my family".

Sophanuth, 16 years old, student



PROTECTION & CHILD DEVELOPMENT

Though PSE's core mission is education, taking children all the way to a career and integration into society would not be possible without providing a caring environment.

Protection has always been part of the association's activities. But beyond that, the challenge is to help these children, who have experienced so much trauma, to develop a more positive self-image. This means demonstrating our regard, attention and affection, as such displays are unfortunately often absent in their families.

FOSTER FAMILIES AND CHILDMINDERS

The youngest children and those in **need of special attention** live in Cambodian «**foster families**» (some since the early days of PSE). There were 11 families in 2022, looking after an average of 69 children. In return, families receive \$70 per child per month to buy food and look after the children. Children are cared for at the PSE centre during the day, and can also take part in school activities in their free time and at weekends, or stay with the families.

Families are visited once or twice a month, in the evenings and/or at weekends. These are surprise visits, carried out by a social worker who fills in a questionnaire on the food, the equipment, the family environment, etc.

In addition, childminders have provided care during the day to an average of 36 children under the age of 3, to prevent parents from taking them to dangerous workplaces.

«IN-BETWEEN» PROGRAMME

Students in our Remedial Centre and in vocational training programmes finding it too hard to keep up with classes and who are at risk of dropping out are referred to the «in-between» programme team.

They take part in group activities for 2 weeks, supervised by specialised educators, to gain a better understanding of themselves and their emotions, and define a personal project that motivates them.

In 2022, 130 young people benefited from this programme and 109 of them have returned to their studies.

BOARDERS AND RESIDENTS

Young **children at risk in their families** (abuse) live full-time in our Centre, where their physical and moral well-being is ensured and where they receive affection and a sympathetic ear. Family ties are maintained. They are called «**boarders**» and numbered on average 70 in 2022.

Students living too far away or in too poor conditions to study adequately are also housed at the Centre. They are called «**residents**» and numbered an average of 360 in 2022

In addition to the structure and social interaction provided by boarding school life, the supervisors also **closely monitor the children's and youngster's schooling**: daily monitoring of absences, monthly meetings with teachers, monthly checks for boarders, etc. There is also a sense of mutual support, with older children helping the younger ones or those with academic difficulties with their homework and revision every evening.

In addition, the team works closely with the **team of psychologists**, including a monthly sharing meeting, as well as with the educators of the «in-between» programme.

Every month, a meeting is organised with all the residents on educational topics. This year, the focus was on the use of social media and video games, and the risks they entail in terms of addiction, harassment and sexual abuse. APLE, a specialised NGO, has organised awareness-raising sessions on the subject for both students and supervisors.



Boarders and residents on holiday in Siem Reap.



Residents help younger students with their homework.

Weekend cooking workshops for boarders.

EXTRACURRICULAR ACTIVITIES AND SCOUTING

Sports and artistic activities help children develop patience, tenacity, creativity, excellence, team spirit and initiative. The extracurricular activities team organises two main types of activities :

- **Sport and art classes every week during school time** at the remedial school and in some of the vocational training schools, cover over 1,200 youngsters.
- Sessions during the students' **free time** and the hosting of **10 sports and arts clubs**, with over 500 young people taking part on a regular basis. Competitions are regularly organised with partners (other clubs, other NGOs, other schools, etc.)



Children winning a football competition.



Traditional dance to celebrate the new school year.

In addition, scout activities have been available for the beneficiaries, for several years now.

The aim is to contribute to the education of PSE's youngsters by promoting international scouting values, such as: solidarity, commitment, autonomy, confidence, self-respect, and respect for others, respect for difference and environmental friendliness. More generally, the objective is to help children grow physically, mentally and spiritually (while remaining non-denominational).

In 2022, 247 children and teenagers took part in scout activities.

Twice a month, the Rovers travel by bike to the poorest neighbourhoods to organise activities. Boarders can take part in activities carried out by the scouts in the PSE Centre some weekends.



« For me, being a Rover at PSE helps us to shape ourselves, in body, mind and spirit, to become responsible members of our country.

We are encouraged to help those in need, to educate and share our experiences with the children in our community.

I'm learning to increase contact with children, to be more confident, to step outside my comfort zone and to improve my communication and flexibility... »

Sreyneat, 20 years old, student at the Management & Sales school and Rover scout for the last 2 years.

Cubs	Scouts	Pioneers	Rovers	Chiefs
7 to 10 years old	11 to 13 years old	14 to 16 years old	Over 17 years old	Over 17 years old
16 youngsters	30 youngsters	72 youngsters	85 youngsters	37 youngsters for 4 teams (1 cubs team, 1 scouts team, 2 pioneers teams)
				
Cub outing	Setting up tents for the weekend	Nature clean-up activity	Promise ceremony	Chiefs are responsible for the younger scouts
14 activities from January to November 2022			80 activities from January to November 2022	

SOFT SKILLS

In order to strengthen the **social and professional integration** of the children who attend our school and our Vocational Training Institute, a programme has been developed over several years to help them develop the soft skills they need to meet the expectations of employers and society in general.

The majority of our students witness violence and illegal acts and grow up without role models. As a result, they behave in ways that deviate from social norms, hindering their educational progress and later their professional integration, despite the academic and technical skills they have acquired at PSE.

2,575 beneficiaries studying in the PSE Centre, at the school or in the Vocational Training Institute, and 180 young people and adults in our short vocational training programme at the PSE Centre benefited from this programme in 2022. After two years severely disrupted by the pandemic, students have been able once again to attend these classes, in which a dynamic approach adapted to the teaching of soft skills (games, debates, use of reverse teaching) has been adopted.

SOFT SKILLS MODULES

Remedial school and additional courses (ages 6 to 18)

- Living and learning together
- Who am I? Personal development
- Respecting the environment

Vocational training (ages 14 to 28)

- Developing soft skills that are useful in working life: being determined, solution-oriented, a team player, service-minded, confident and committed, able to manage your stress.
- Professional Life Training (PLT): assistance with resume and cover letter writing, interview preparation, career development.

Most students benefited from 2 hours of soft skills lessons per week per class, and youngsters on short training courses even had 3 hours (with adapted modules).

This year, trainers have also expanded their skills with the introduction of a new module: 2 hours of sex education for all PSE students.

In May 2022, the soft skills team provided training for all PSE school educational coordinators. Educational coordinators will thus be able to share the values of soft skills with teachers.

The long-term objective is for soft skills to be taught to students not only by soft skills trainers, but also by their teachers in other subjects.

TURNING PSE INTO AN ECO-SCHOOL

PSE is fully committed to providing education on environmental protection in Cambodia, it is providing leadership by becoming an «Eco-School». This ambitious three-year project, from January 2022 to December 2024, aims to raise awareness on environmental issues among all PSE students and staff, and to reduce the environmental impact of our activities. 2,100 students and 600 staff members will benefit directly. It will focus on 4 main themes: Waste management, Energy, Biodiversity and Food.

This project contributes to the achievement of the United Nations' Sustainable Development Goals :



The first achievements in 2022 were :

ENVIRONMENTAL EDUCATION

1,948 students took environmental classes and each teacher attended 7 training courses on the subject. A 25-member Eco Club has been created.

ENVIRONMENTALLY-FRIENDLY FACILITIES

All lamps have been fitted with low-energy LED bulbs, and recycling bins have been installed on campus. 302sq.m. of green spaces have been created and maintained by students, with over 150 trees planted.

RAISING THE COMMUNITIES' ENVIRONMENTAL AWARENESS

Two waste collection activities were organised in the communities where the children supported by PSE live. Four partnerships have been set up with other NGOs to develop environmental activities and training.

The project will continue in 2023 and 2024.

Project funded by Natixis Corporate & Investment Bank, Hong Kong branch (Natixis CIB) and Natixis Investment Managers Hong Kong Ltd (Natixis NIM) via PSE Hong Kong and by the Natixis Foundation.

PSE CAMPS

For the past 20 years, PSE camps have been held **during the school holidays** for the children supported by the association, so they do not **have to go to work with their parents**. Khmer and European monitors organise **fun activities for the children** over several weeks, driven by the desire to take part in solidarity missions in favour of the most vulnerable.

The PSE camps **took place from 5 to 29 December** during the holidays. The 2022 edition was a little bit different, as the camps are usually held in summer, this year, the school year had been shifted to run from January to November. There was also a training period during the previous days for monitors and then coordinators, many of whom were new or had not been able to visit for the last 3 years, as the 2020 and 2021 camps had been cancelled due to the pandemic.

There were almost 2,000 children and youngsters a day in the camps, organised by 40 coordinators, 70 European monitors and 225 Khmer monitors. There were 13 camps, including special camps for teenagers, children with disabilities, boarders who couldn't go home and nursery school-age children, as well as medical and dental activities. All this in 9 different locations spread out between the PSE Centre, in Phnom Penh, and the poor neighbourhoods.



« I discovered Pour un Sourire d'Enfant via a video on social media.

They were looking for volunteers to run camps in Cambodia so that children wouldn't have to go to work during the school holidays. I was immediately convinced!

Four months later, I landed in Cambodia. I was assigned to the group for children with disabilities, as I had studied in the social sector and already had professional experience with people with disabilities. They all moved me, especially Chamron. I got the impression that we were able to understand each other just using our eyes, without speaking!

When I returned home, I decided to pursue my involvement closer to home. I now organise fundraising events for PSE. »

Louis Arame

HEALTHCARE

PSE's medical activities include an infirmary, a dental practice and psychologists. They are structured around several missions :

- Consultations and treatments for the beneficiary children and their parents;
- Handling emergencies;
- Referral to public hospitals and clinics, as well as to private partners and NGOs, for cases that need to be transferred;
- Prevention (vaccinations & anti-parasite treatments) and campaigns to raise awareness among the children and their parents (hygiene, medical risks, etc.) in the PSE Centre and in the childcare centres in poor neighbourhoods;
- The team of psychologists conducting training for the staff supporting the children.



INFIRMARY



DENTAL CLINIC

80 TO 100 CONSULTATIONS AND TREATMENTS PER DAY



200 EMERGENCY CASES PER MONTH & 100 PATIENTS REFERRED AND MONITORED IN PARTNER HOSPITALS OR MEDICAL ORGANISATIONS

CARE STAFF

- DOCTORS AND NURSES : 5
- PSYCHOLOGISTS : 3
- DENTISTS : 3*

*Including 2 part-time and 5 Cambodian volunteers

INFIRMARY

In 2022, a project to **renovate the infirmary** was carried out, because its capacity was insufficient to provide optimal care and privacy for patients .

Thanks to this renovation project :

- the resting room has 7 beds, previously it contained 4 beds i.e. there are 3 additional beds;
- the new consultation rooms measure 9 m2 (13 m2 for the largest one), with the option of adding a bed if required;

- the wound treatment area is at the entrance and is separated from the waiting area for hygiene reasons. The layout is designed to facilitate access to care and emergency responses.

To ensure accessibility, steps and an access ramp for people with reduced mobility have been installed at the entrance to the building.

The medical team moved in during the second week of January 2023. The dental practice is temporarily relocated to the adjacent building. A renovation project is planned for 2023 in order to build specially adapted premises to accommodate it.

A project supported by the Fondation Nature & Solidarités 59 under the aegis of the Fondation Anber and PSE Luxembourg.



The children in our daycare centres/nursery schools benefited from 14 oral hygiene education sessions run by our dental team during the year. Thanks to an in-kind donation from Pierre Fabre Oral Care, a new partner of PSE, tubes of toothpaste were distributed to the children.



PSYCHOLOGY

In 2022, the team of psychologists provided support to vulnerable, stressed and emotionally distressed children and youngsters, as well as for those suffering from addictions. Every month, they monitored around thirty youngsters. Some were referred to specialised facilities, depending on the nature and degree of their addictions.

The psychologists also carried out around 60 training and exchange sessions with the teams of educators and teachers who are in daily contact with the children.



MOTHER AND CHILD PROTECTION (PMI)

On average 20 children under the age of 5 suffering from **malnutrition** were welcomed to the PSE centre over the year. 1 breakfast, 1 lunch and 2 snacks were provided to the children every day. These meals are adapted to their nutritional needs. The children's nutritional status is regularly assessed: they are weighed and measured twice a week. They are also vaccinated. Fun activities are organised to encourage the children's physical and cognitive development: drawing, puzzles, dancing, counting, etc.

In addition, an average of 9 children over the year received powdered milk every month, as their mothers could not breastfeed and their financial situation did not allow them to buy good quality milk. Families are taught about milk storage, hygiene and baby care, and are monitored 3 times a week. The children's weight is monitored weekly and their growth assessed every three months. Meetings with parents to give them recommendations and nutritional advice are set up if their child's growth is not adequate.

A total of 69 children were treated. Once treated, the children leave the programme to make way for other children suffering from malnutrition.

From 14th March to 27th May 2022, the PMI team visited the PSE communities in order to determine the number of children suffering from malnutrition: 347 children were examined. 3 categories of children were then identified, depending on the severity of the situation.

- **Mild malnutrition** : 141 children. Action : awareness building campaigns with the families, including nutritional and hygiene advice.
- **Moderate malnutrition** : 41 children. Action: 5 children were treated in our centre. The other children were monitored at home every 2 months
- **Severe malnutrition** : 3 children. Action: these children were cared for at our centre, with regular monitoring by our paediatrician.

Lastly, families expecting a child receive information about access to vaccinations and other medical care available under national programmes from local health centres, referral hospitals and national hospital services. Pregnant women were able to learn about prenatal care and to receive information about when and how to go to hospital to give birth.



NUTRITION

Our nutrition programme aims to ensure that hunger is not a barrier to children's learning, while serving varied, nutritionally adequate meals cooked in our Centres' canteens.

Students in remedial classes, undertaking vocational training and in our childcare centres in poor neighbourhoods are provided breakfast and lunch, from Monday to Friday. For meals are also provided in the evenings and at weekends for the boarders.

Children must wash their hands in the washbasins near the canteen before collecting their meal. A spoon is provided to them on arrival at PSE. At the end of the meal, students must wash their dishes in basins provided.

Meals cooked by our canteen are also delivered to children in our state school enrolment programme, or a system of tickets that are accepted by take-away vendors has been set up for the state schools furthest from the PSE Centre in Phnom Penh.

Our team pays particular attention to combating food waste by accurately forecasting the number of meals and by educating the children.

The number of meals distributed in 2022 averaged 6,500 per day.



« Lunchtime is my favourite time of the day, because I get to see all my friends and we eat together at the same table. »

Daraphanouch, 13 years old



«We try to vary the meals every day, for each of the three services of the day! There are also dishes for toddlers suffering from malnutrition.

Once a week, our Health Department checks food quality and hygiene, and makes sure that the meals are well-balanced.

To combat food waste, children can choose how much food they want. Leftovers are distributed alternately to PSE's various categories of staff: cooks, caretakers, maintenance staff, foster families, etc.»

OUN Sokunthea, PSE Canteen Manager

PROJECTS FOR 2022

PURCHASE OF NEW MOTORCYCLES FOR THE SOCIAL TEAM IN PHNOM PENH

PSE has renewed part of its motorcycle fleet so that the social workers can visit the families supported by PSE on motorcycles that are in good condition and safe. 31 new motorcycles have been purchased, and the old ones are used by other departments, which need them for shorter distances and use them less frequently.

Project funded by the Fondation Devoteam, the Fondation Anber, the Bas du Fief Joly company, the Fondation Bernard Dumas, Amundi AM via the Give a Hand programme, as well as by the PSE PACA, PSE Paris Ile-de-France branches in cooperation with the Sainte-Marie secondary school in Anthony, PSE Suisse and PSE Bretagne.



WASTE MANAGEMENT

While there is no organised waste sorting, recycling or recovery system in Cambodia, PSE has decided to take action on its campus to reduce waste and manage waste in a more sustainable and environmentally responsible way. This project is part of a global environmental protection and education initiative aimed at making PSE an «Eco-School».

The project is divided into three fields of action :

- Sorting waste has been in place on our campus since the end of October with 372 waste sorting bins for compostable waste, recyclable waste, non-recyclable waste, paper, batteries and glass.
- Alternatives to single-use plastics (reusable tableware) have been available in the canteen, the teaching restaurants of the FLIP and Lotus Blanc programmes, the children in the «paillotes» and the boarders since November.

- The distribution of reusable water bottles is planned for 2023 for all children, in order to ban plastic bottles on campus. Employees have already received theirs this year.

Several training courses have been set up to support behavioural changes linked to these new waste management practices. 588 employees and 1,900 students have benefited from them.

Project funded by the Tenniort company, the Bas du Fief Joly company and the PSE Alsace-Lorraine, PSE PACA, PSE Suisse and PSE Paris Ile-de-France branches, in cooperation with the Sainte-Marie school in Anthony.

CREATION AND FITTING OUT OF A NEW LIBRARY

In 2022, the PSE library was renovated and extended to welcome PSE Institute students in a calm environment, conducive to learning. The various areas have been optimised and windows enlarged to make the library bright and pleasant for students. Reading cocoons, activity rooms and computer work spaces have also been created.

Project funded by the Fondation Artelia, the Fondation Amanjaya and the PSE Suisse, PSE Hong Kong and abPSE (Belgium) branches.



« Before, I never went to the library, but now I always go during my lunch break. I find it pleasant and comfortable. There are lots of books and I can learn new things. »

Chanthy, student



RENOVATION AND UPGRADING OF THE TOILETS IN THE PSE CENTRE

To adapt to the needs of students and employees, 10 toilets have been created for the staff and 40 toilets for children and staff have been renovated. 2 septic tanks have also been created to put an end to sewerage problems and improve the quality of the water draining into the public water system..

Project funded by PSE Luxembourg and PSE Paris Ile-de-France / PSE Ain-Rhône-Isère / PSE Aquitaine (Course des Héros event in 2020).

DEPLOYMENT OF ONLINE TEACHING

The online teaching system we set up in 2021 has benefited all our students on campus, i.e. over 2,000 children. Its deployment has been made possible by the distribution of connection kits (smartphone + Internet credits), the purchase of computers, earphones and other equipment, and the training provided to the teachers. Online teaching then gave way to «hybrid» teaching at the beginning of the school year in January 2022, with half the class face-to-face and the other half online. After the resumption of full face-to-face classes in April, we maintained a few hours of online teaching: six hours a week for the Institute's preparatory classes and one hour a week for the remedial school, in order for students and teachers alike to remain familiar with the method.

Successive projects funded by the Bolze & Moogy company (Bobbies brand), the Fondation groupe EDF (Prix des Engagées) via PSE Ain-Rhône-Isère, the Hermès Asia Pacific company via PSE Hong Kong, the Pectofeed France company, the Pectofeed Irland company, the Tenniort company, Amundi AM Give a Hand 2021 via PSE Paris Ile-de-France, the Fondation Pistorio as well as by the PSE Aquitaine, PSE Alsace-Lorraine, PSE PACA and PSE Hong Kong branches.

Aware of the importance of digital technology in education, particularly in the field of vocational training, we have been working since September 2022 on a project to create an online learning platform for students at the School of Hospitality and Tourism, that students will be able to access themselves by selecting content (videos, questionnaires, exercises, lessons, etc.). This project is supported by the UN's International Labour Office (ILO).

AGRO-ECOLOGY SCHOOL IN SIEM REAP

2022 saw the second year of the agro-ecology course, made up of 16 youngsters who have a baccalauréat. The entire curriculum was completed, and all the students were able to carry out their 3-month internships on various farms. All of them graduated, and all of them had found jobs within one month of completing the course.

The project is continuing with a 3rd class which begins in January 2023.

Project funded by Développement Rural Cambodge, the Fondation Nature et Solidarités 59, ING Luxembourg and the PSE UK and PSE Luxembourg branches.



GOVERNANCE & MANAGEMENT

BOARD OF DIRECTORS

On 26 March 2022, an Extraordinary General Meeting was held and unanimously approved an **update of the association's by-laws**. The changes (mostly minor) include the possibility for members to vote by post (article 14), and a clarification of the system of delegation for elected officers and employees (article 12).

On 20th June, the Board of Directors appointed Geoffroy Bazin as head of the Audit Committee, replacing Fernando Alonso (who remains a member of the Committee). The other members remain unchanged (Anthony Tigé, Director) and Patrick Genzling (qualified external person). A risk management working group has been set up, made up of members of the Audit Committee and members of the operational departments in Cambodia and of the head office in France. Risks have been identified and set out in a **risk matrix** drawn up in line with the best practice guidelines communicated by IDEAS. At end 2022, the matrix identified 67 risks, classified according to their materiality (probability and impact). The 10 most critical risks are covered by a mitigation plan. An **internal control** function has been set up in Cambodia, reporting to the local Managing Director with functional links to the Audit Committee.

INSTITUTIONAL RELATIONS

In France, the association is strengthening its ties across the sector, with a view to mutual enrichment. The association joined the **Institut des Dirigeants d'Association et de Fondation (IDAF)**, or Institute of association and foundation leaders) in 2022, and will join **France Générosités** in early 2023.

Our efforts to professionalise our governance and practices over the last few years have been recognised in the NGO community. On 8th December 2022, General Secretary Thomas Valleteau was invited to present our governance framework and tools to IDAF's «Cercle DG» (General Managers' circle). PSE President, Ghislaine Dufour, has signed an article entitled «Une gouvernance à l'écoute des besoins de son association» (Governance that listens to the needs of its association), which will be published in the magazine Jurisassociations on 15th February 2023.

In Cambodia too, the new General Manager is maintaining direct, constructive relations with the

country's authorities: the Minister of Education, the Minister of Labour and Vocational Training, the Minister of Information, the French embassy, etc.

BUDGET

In the second half 2022 the association has set up a 3-year budget plan, under the direction of the Treasurer, in order to strengthen its steering capacity and provide the necessary visibility on the balance between resources and their use. This is in addition to drawing up the annual budget.

This is a rolling plan (updated annually over a 3-year period).

INFORMATION SYSTEMS

The **information systems** are still being gradually upgraded. After the ERP (finance – purchasing) and the beneficiary database, a new **HR software (HRIS)** has been deployed with 2 modules: a payroll module in November 2021, and a workforce monitoring module, operational since end 2022..

The first half of 2023 will see the roll-out of software to monitor students' education (grades, timetables, absences, etc.).

All these tools facilitate the regular production of dashboards, which has resumed after an interruption of a few months (due to the roll-out of the information systems and the disruption caused by the pandemic).

These dashboards cover both effectiveness aspects (number of beneficiaries, key indicators by programme) and measures of efficiency (expenditure control).



IMPACT MEASUREMENT

In addition, the association has initiated its first **impact measurement** initiative. This year, in order to enhance its skills in this new area, the association decided to call on the support of a volunteer based in Cambodia and of KIMSO, a firm specialising in measuring the impact of associations and social enterprises.

Our first study will focus on our vocational and short training programmes. The results will be available at the end of the first half of 2023, after a phase of collecting data from beneficiary students as well as from alumni.

LABELS

In October 2022, PSE was awarded the IDEAS Hallmark for the second time, it received it for the first time in 2018. The **IDEAS HALLMARK** certifies the quality of our governance, finance and assessment practices. The strengthening of our steering and control capabilities is in line with the commitment, stipulated in our Charter, to respect the money entrusted to us and to use it efficiently. The IDEAS Hallmark attests to the professionalism and ethics of our teams - volunteers and salaried staff alike – and builds stakeholder confidence. We are thus part of a collective of associations and partners sharing the same values of transparency and impact for beneficiaries.



POUR UN SOURIRE D'ENFANT FOUNDATION

The PSE Foundation was created under the aegis of the Fondation Caritas France at the end of 2021. It has a leverage effect on fundraising, which is set to increase in 2022 (in particular the collection of donations in respect of real estate wealth tax (IFI)). Most of the funds raised by the PSE Foundation are allocated to the PSE association's projects. However, it is a requirement for an association's foundation to support other entities too, without limiting itself to funding its founding association. The PSE Foundation is therefore also involved in caring for young adults at the Kampuchea Sēla Handicap KSH residential home, whose mission is to welcome and nurture young adults with disabilities in an optimal environment. Most of the children with disabilities supported by PSE will never become fully independent as adults. Some of them then go to the KSH home. The Foundation also contributed to the renovation of KSH's jam-making facilities to meet hygiene standards. The other project supported is in Lebanon, where PSE has its roots! It was here that the des Pallières couple, before they went to Cambodia, wanted to help the Good Shepherd Sisters, who had created a home to take in young girls ravaged by life, providing them with safety, education and affection. The economic situation in Lebanon has deteriorated to such an extent that the survival of the AIN SAADE home required outside help in the form of operating staff and specialised supervisory positions.



COMMUNICATION

GREAT EXPOSURE IN THE MEDIA

A SUCCESSFUL PRESS TRIP

In September 2022, PSE organised a press trip attended by journalists and photographers from **Point de Vue** magazine and **RFI** radio.

At the end of the trip, journalist Fanny del Volta and photographer Laurent Weyl published a 4-page report in the print magazine **Point de Vue**, with a weekly circulation of 50,000 copies. The article was also published on the weekly's website.

Philippe Lecaplain, a journalist with RFI, has produced several reports on the association, including for the show « 8 milliards de voisins ».

REGULAR COVERAGE IN THE REGIONAL PRESS

To mark the events organised by Pour un Sourire d'Enfant volunteers, numerous articles have been published in the regional press, including *La Voix du Nord*, *La Montagne*, *Sud Ouest*, *Le Progrès*, *Midi Libre*, *Var Matin*...

WEBSITE DEVELOPMENTS

In collaboration with the digital marketing consultancy **Spark**, which supports PSE through skills-based sponsorship, in-depth work was carried out on the site's referencing. Its content has been reorganised into semantic groupings to better match search engine queries and raise its profile on key themes for PSE.

On average, around 15,000 internet users visit the website each month. There is a steady increase in the number of clicks and page views from search engines on the strategic keywords defined by PSE and **Spark**, as well as on their positioning in search engines. For example, the « Sponsor a child » page rose from 29th position in June 2022 to 21st position in January 2023 (including sponsored links).

On social media, we have continued to work on the animation of our communities and the quality of our content. This has led to a steady increase in the number of subscribers to our accounts in both France and Cambodia.

IN CAMBODIA

A PARTY TO CELEBRATE MARIE-FRANCE DES PALLIÈRES' 80TH BIRTHDAY

A major celebration was held at the PSE centre in Phnom Penh to mark Marie-France's 80th birthday, attended by over 1,500 guests: students, PSE alumni, association staff, partners, supporters and the French Ambassador to Cambodia.

25 alumni have become PSE ambassadors to represent the association to their peers.

At the same time, a retrospective photo exhibition called « D'un jour à l'autre » (From one day to the next) retraced the association's 25 years of action in Cambodia.

Marie-France des Pallières took this opportunity to reaffirm her commitment to Cambodia's poorest children.

«And now, at the age of 80, I've decided to end my days here, at Papy's side, because I simply can't imagine giving up on what we created together! And there is still so much to do, so many challenges in this changing country, a lot of children waiting for our help, many needs.»



TWO SUCCESSFUL EVENTS FOR THE FILM SCHOOL

From 28th October to 4th November, the PSE Film school organised the 2nd edition of the French Film Festival in Phnom Penh, in partnership with the Institut Français, in the presence of three renowned directors: Arthur Harari, Kim Chapiron and Claire Simon. The purpose of the festival is twofold: to raise the profile of cinema in Cambodia and to provide learning opportunities to students with workshops and film shoots in the presence of guest directors.

The same week, the school celebrated its 10th anniversary with 500 participants, with an interest in the school. On this occasion, the students' short films were screened, showcasing their work.

CORPORATE SPONSORSHIP &

PARTNERSHIP

ENGAGED PARTNER COMPANIES

Companies are getting involved, as part of their CSR efforts, the more multi-dimensional their support, the more meaningful it is, engaging the various stakeholders in their communities: employees, customers, suppliers. With the paint and decoration companies in the construction sector (*) who support our Construction school through their annual initiative «**Les Peintres du Sourire**» (The Painters of Smiles), a long-term relationship has been forged. In 2022, the companies funded 11,800 days of vocational training, and a total of 167,000 days since the start of the partnership!

The companies **Monin, Motul and Norauto** have continued their partnerships with the School of Hospitality and Tourism for the first one, and with the School of Mechanics for the other two. In addition to fundamental financial support, these partnerships also aim to provide assistance in the form of training courses provided to our trainers by their experts, and in-kind donations of products. This year, instructors at the School of Mechanics received lubricant training from Motul Asia experts, and the school was provided with safety equipment. The Fondation Motul Corazon supports financially the implementation of the syllabus for the school's students. With Norauto, after an interruption linked to COVID, two highly appreciated training missions were organised, one in France and the other in Cambodia a few months later.

Ma Place en Crèche, now called **Les Parents Zens**, supports our daycare centre/nursery school programme having entered a lasting partnership, with PSE, focusing on early childhood since 2019. Throughout the year, their staff worked with the team at our childcare centre in Phnom Penh to prepare a training mission in early learning for children, which took place at the very beginning of 2023.

We have also benefited from the support and skills-based sponsorship of KLB Group, Equancy and Spark at our headquarters in France, regarding website performance and cost control.

(*) : Partners of **Les Peintres du Sourire**: manufacturers **Toupret, L'Outil Parfait, Vepro, OCAI, DOD company** and members of the **UGD and Club Onip** networks.

HYG'UP: A MISSION IN THE FIELD OF OCCUPATIONAL HYGIENE WAS GREATLY APPRECIATED BY OUR TEAMS IN CAMBODIA

Several employees of Hyg'Up, a network that has been working with us since 2021 and specialises in occupational hygiene (for institutions, cafés, hotels, restaurants, hospitals, etc.), came to Phnom Penh in October to share their expertise. They carried out an audit of the hygiene practices and rules applied by our teams at the Hospitality and Tourism school, in the canteen and in our short vocational training programme. They also conducted training sessions for all the teams involved, i.e. nearly 50 people in all!

In particular, the kitchen team at our «Lotus Blanc» teaching restaurant received training in HACCP standards (Hazard Analysis and Critical Control Point), a systematic approach to food safety.

It was an intense working week, with fruitful exchanges between Hyg'Up's experts and our colleagues in Cambodia.



«The observations, training sessions and recommendations were very helpful and presented in an easy-to-follow, useful and relevant way. We are going to work on improvements.»

Andrew Pennington, Dean on the School of Hospitality and Tourism

NEW PARTNERSHIPS

Natixis Corporate & Investment Banking and Natixis Investment Managers from the Natixis Asia Pacific branch have renewed their partnership with PSE, joined by the **NATIXIS Foundation**. They are engaged with us, supporting our project to transform our Phnom Penh Centre into an «Eco-school» over a three-year period, from 2022 to 2024

This project aims to raise awareness of environmental issues among all PSE students and staff, and to reduce the environmental impact of our activities. (Please see page 25.)

Pierre Fabre Oral Care supports the implementation of our dental health programme, a new partnership built around the objective of developing access to oral hygiene for the poorest. The company is involved through financial donations and in-kind donations of products, and provides support in the form of educational resources for children and for our caregiving staff, in order to provide them with the right prevention tools.

Assur Travel, a specialist in insurance products for international mobility, gives PSE €0.50 on every student insurance policy taken out.

A VARIETY OF PROJECTS SUPPORTED

Corporate sponsors, charitable foundations and private sponsors have supported a wide range of our projects, selecting which one they support in line with their priorities and goals:

- Investment projects such as the construction of our new library or the renovation of the infirmary, as well as small investments such as the acquisition of specialist equipment for children with disabilities;
- Development projects to fulfil our social missions, such as the establishment of tutoring classes in our neighbourhood childcare centres, or the development of apprenticeships in our vocational training schools;
- Projects that directly support the implementation of our social missions through dedicated aid for a given programme, such as the vocational training school or our adapted teaching section for children with disabilities.

SUPPORT FROM INTERNATIONAL ORGANISATIONS AND GOVERNMENT AGENCIES IN CAMBODIA

We have benefited from a grant from the Skills Development Fund of the Cambodian Ministry of Finance to develop apprenticeships in three of our Vocational Training Institute's schools.

Our project to integrate hybrid and sustainable learning for smart and green vocational training in Cambodia's hospitality and tourism industry, including the provision of an online learning platform for the school's students, started to be implemented during the second half of 2022, thanks to support from the UN's International Labour Office (ILO).



WE WOULD LIKE TO THANK OUR CORPORATE SPONSORS



Fondation Donase



Fondation Bernard Dumas



FONDATION FRANÇOIS BEL
INSTITUT DE FRANCE

Fondation Franz Martin

Fonds Haguro

Fondation Philanthropique
Famille Firmenich



Fondation Infantia



Association Léon

Fondation Maïté



Fondation Natures et
Solidarité 59



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Schools

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AND OUR PARTNERS



NETWORK & VOLUNTEERING

For 27 years, volunteer work has been at the heart of the association's operating model: raising public awareness of the situation of the children it cares for, building awareness of PSE's impact, fundraising, etc.

To achieve this, around 400 volunteers are involved on an ad-hoc or a more regular basis in 26 local support branches (in France, Germany, Belgium, Spain, the United States, Hong Kong, Luxembourg, United Kingdom and Switzerland), or independently, closer to home.

BRANCHES IN FRANCE

18 BRANCHES IN FRANCE :

- PSE Ain-Rhône-Isère
- PSE Alsace-Lorraine
- PSE Aquitaine
- PSE Auvergne
- PSE Aveyron
- PSE Basse Normandie
- PSE Bretagne
- PSE Centre
- PSE Haute Normandie
- PSE Haute Saône
- PSE Languedoc et Roussillon
- PSE Les 2 Savoie
- PSE Loire Haute-Loire
- PSE Loire-Océan
- PSE Midi-Pyrénées
- PSE Nord
- PSE Paris IDF
- PSE Provence Alpes Côte d'Azur



INTERNATIONAL BRANCHES



GERMANY
KinderlaechelnDeutschlandPSE



BELGIUM
Action Belgique Pour un Sourire d'Enfant



SPAIN
Por la Sonrisa de un Niño



UNITED STATES
American Friends of PSE



HONG-KONG
PSE Hong-Kong



LUXEMBOURG
PSE Luxembourg



UNITED KINGDOM
For a Child's Smile UK



SWITZERLAND
PSE Suisse

THE CHALLENGE PRESENTED BY THE POST-COVID RESUMPTION OF ACTIVITIES

After two years heavily impacted by the pandemic (gatherings banned, then restricted but often avoided by part of the population), restoring the momentum required a great deal of effort and tenacity by our Branch Managers. Like many other associations, our branches have reported a general lack of growth in volunteer numbers - and in some cases, even a decline.

Our aim was to recapture the pleasure of meeting face-to-face, to reconnect and socialise, and to restore confidence in the organisation of previously postponed or even cancelled events.

THE RESUMPTION OF TRADITIONAL ACTIONS...

Little-by-little, shows, solidarity meals, screenings of the film «Les Pépites» and other events open to the public have resumed to everyone's delight!

Numerous concerts, plays and Cambodian meals were organised with great success, as were the recurring actions set up by the branches or by volunteers supporting projects: olive picking, golf competitions, white dinners, craft sales, gift-wrapping operations, etc.

The «**Minidon en supermarché**» (mini-donation at the supermarket) initiative launched by the Aquitaine branch continued to develop, with successful initiatives in the Paris region, and was also implemented by independent local teams in Colmar, Perpignan and the Basque Country.

Last but not least, the «**Phnom Penh Express**», a virtual challenge involving running from a capital city to Phnom Penh, has been extended to the USA and the UK, as well as France and Spain.

A THEATRE FESTIVAL IN CABOURG

A married couple who sponsors PSE and have a passion for theatre has created «Les théâtrales de Cabourg» (4 plays in three days, all acclaimed by critics) in aid of PSE. All artists take part on a voluntary basis. An initiative supported by the town of Cabourg and local partners.



... AND OF THE TOUR!

In February 2022, Marie-France des Pallières was able to start a new tour, the last one had been in 2019! 27 sessions were held in France and Switzerland, including several in brand-new locations: Cluny, Lorient, Niort...

Analysis of the sponsorships coming out of this tour showed that over 90% of new sponsors had been invited by family or friends, mainly by the organisers themselves. This not only marks a change compared to the pre-COVID period but is also very useful for preparing future sessions where we aim to attract sponsors.

A WELCOME REUNION

In October 2022, the traditional «**Branch and volunteer day**» was held once again. Around a hundred participants gathered in Paris for an opportunity to get together, exchange news about the association, share experiences and socialise. One of the highlights of the day was the video-conference call with Marie-France and Leakhéna des Pallières, and Bernard Faurot, Deputy Director, followed by testimonials from volunteers, which enabled everyone to feel «connected» to what is happening in the field, there was a lot of emotion!

With this in mind, what could be better than an immersion stay on site (in Phnom Penh)? The first one that was organised at the end of 2018, and a second one was cancelled due to the COVID pandemic at the beginning of 2020, a new visit is being prepared for about twenty volunteers at the beginning of 2023!

ADAPTING TO NEEDS TO FACILITATE ACTIONS

Having consulted with volunteers, the intranet was overhauled in order to simplify its use and better meet needs, with a thematic index being introduced in particular.

Among the new tools available, there are «**action sheets**» that summarise the main support actions, with a practical approach. Volunteers can thus select and organise their projects independently if they wish, which is in line with the trend observed in volunteer work in France.



HIGHLIGHTS OF THE 2022 FINANCIAL STATEMENTS

OUR VISION

We wish for a world where there are no more children left behind; a world in which each child, regardless of their family background, has the possibility to grow in an atmosphere of peace, respect and love, and to develop so they can become a responsible member of society.

OUR MISSION

PSE's mission is to help children escape from extreme poverty and lead them to a qualified, dignified and properly remunerated job through a range of solutions adapted to their needs.

CENTRES IN CAMBODIA

One main centre in Phnom Penh and two in the provinces (Siem Reap and Sihanoukville).

KEY FIGURES REGARDING THE CHILDREN FOR 2020-2022

Following the pandemic, the school year has been aligned to the calendar year, starting in January 2022 rather than September/October 2021. The association supports Cambodia's poorest children and families. 6,622 children were cared for on average over the school year from January to December 2022.

A WORD FROM THE TREASURER

The financial statements were approved by the Board of Directors on 24 May 2023 and at the Annual General Meeting on 20 June 2023.

The financial year ending 31 December 2022 and its comparison with the previous financial year present several specificities because :

- First, the financial year lasted 16 months, following the decision to change the year end date from 31 August to 31 December, approved by the Annual General Meeting of 26th March 2022. This decision was justified partially by the change of the start of the school year to January (still in effect today, but subject to change), as a consequence of the pandemic, but above all in order to be in line with the declarations, based on calendar year, made to the French authorities regarding the number and amount of the donations, since the year 2021..
- Second, the 2020-2021 financial year, was fully impacted by the pandemic, when the centre was closed for two thirds of the time, it is being compared to a 16-month 2021-2022 financial year with limited activity during the first four months (September 2021 to December 2021) and the centre closed for half the time, followed by a gradual resumption of activity in the first quarter 2022, before finally returning to normal levels of activity from April onwards. Since then, the centre has continued to operate as normal, with a «winter» camp organised during the school holidays at the end of the calendar year.

Revenue was stable overall, while expenses

increased significantly on an annualised basis.

PSE posted a surplus of €979,000 for the 16-month financial year; it should be noted that there was no allocation to the sponsorship fund, as allocated revenue (sponsorships and donations allocated to programmes) was lower than programme costs.

The Annual General Meeting decided to consolidate the existing reserves established over time (operating, investment and price fluctuation) into a single operating reserve of €9 million after allocation of part of the surplus (€75,000). The remainder of the surplus was allocated to retained earnings.

The association's aim, given the long-term nature of its activities to the benefit of the children, is to avoid using the operating reserve. On the other hand, the €6.8 million sponsorship fund that has built up over time will enable PSE to absorb deficits that are likely to arise from the 2023 financial year onwards, giving the association time to restore the balance between income and expenditure in the years ahead.

By Thierry KUTER, Treasurer in office on 20 June 2023, replaced by Jean-Pascal ORCEL on 26 June 2023



MODEL OF INTERVENTION

The association starts by **listening to its beneficiaries**, developing social missions over time to meet their needs. **Children are supported from start-to-finish, from early childhood to professional integration**, via personalised educational pathways, with special attention paid to the most vulnerable (remedial classes, adapted teaching for children with disabilities).

Children's needs are taken care of holistically, reducing the pressure from everyday life and maximising the chances of the children graduating: nutrition, health, protection, and also family support (PSE distributes rice to parents to compensate for the loss of income when a child goes to school rather than working).

The educational approach is also holistic, integrating education with **values** as well as **soft skills** and respect for the environment.

Lastly, the association has chosen to be strongly **integrated in its country of intervention**, taking care not to replace what exists locally. 95% of local staff are Cambodian. The Managing Director is Cambodian, she was one of the first beneficiaries of PSE 25 years ago.



SOCIO-ECONOMIC MODEL

Our model is based on appeals to public generosity, and our resources are made up of private funds.

- **Sponsorships**

Regular donations from individuals with a long-term commitment to the association are the main source of funds, ensuring the durability of the model. Sponsorships are non-nominative, a choice made by the founders from the outset.

Other sources of funding include :

- **Donations**

Received directly or collected by a network of 26 volunteer branches in France and around the world, organising events and displays of support.

- **Legacies, bequests and life insurance**

These were established last year and constitute a new source of funding.

- **Corporate sponsorship and philanthropy**

These involve support for our programmes or projects. We prefer to set up partnership relationships with our corporate sponsors, which enables us to establish a support model that continues naturally over time, because it is meaningful, engages the companies' staff and the impact can be measured.

Overheads and fundraising costs have been restricted (10% of expenditure) since the association was founded, thanks to rigorous management and a strong reliance on volunteers. There are only 6 employees at the head office.

Programmes :

Long-term, recurring activities for the benefit of the children, in particular our educational and vocational training programmes.

Projects :

One-off activities with a specific objective and dedicated resources, such as investments, projects aiming to improve existing programmes or pilot projects for new programmes. These projects are recorded as dedicated funds.

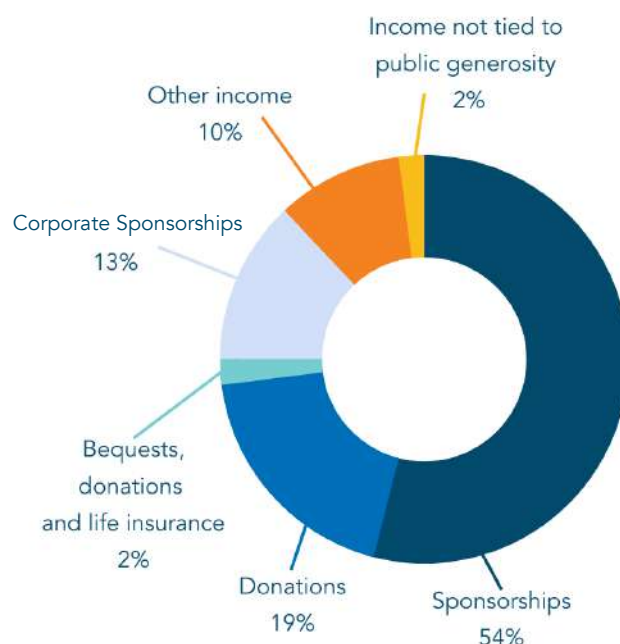
Management of PSE land and buildings :

The Cambodian real estate company PSE-C owns the land and buildings. 49% of PSE-C is owned by PSE and 51% by Cambodian shareholders, mainly the founders' families.

OUR RESOURCES

Almost all the association's resources come from appeals to public generosity.

	2021-2022 (in €'000s) (16 months)	% change 2020-2021 (12 months)	% change (12-month period)
Sponsorships	6 494	+26%	-6%
Donations	2 318	+77%	+33%
Bequests, donations and life insurance	298	+1%	-24%
Corporate Sponsorships	1 609	+6%	-20%
Other income	1 200	+32%	-1%
Income not tied to public generosity	183	+101%	51%
TOTAL	12 104	+30%	-2%



SPONSORSHIPS

These are regular, mostly monthly, donations by almost 9,000 individuals. Sponsorships are allocated to the social missions, while also covering a portion of the overheads and fundraising costs. The apparent decrease is due to the recognition of tax receipts for sponsorships over 15 months because of the change of year-end, the amount is in fact stable on a monthly average basis (equivalent to €5,195,000 over 12 months).

DONATIONS

There has been a significant increase in unrestricted donations, these donations dropped during the previous financial year due to the pandemic which led to the cancellation of many fundraising events organised by the association's branches. The increase is also partly linked to the December year end date, with a significant number of unrestricted donations are decided upon at the end of the year (there were two Decembers in the current financial year, including a particularly large amount of funds raised in December 2021, fuelled by the association's 25th anniversary festivities). Donations earmarked for specific projects (some of which also fall under the "corporate sponsorship" category) are down, as projects were limited during the pandemic.

LEGACIES, BEQUESTS AND LIFE INSURANCE

The association was the beneficiary of a major real estate bequest in 2020-2021. Several bequests and life assurance policies paid out for the benefit of the association have enabled a significant portion of this category to be maintained during the 2021-2022 financial year.

CORPORATE SPONSORSHIP

Corporate Sponsorship was down over the financial year, with the sharpest fall in dedicated donations earmarked for specific projects, of which there were fewer this year. The decline was less marked for corporate sponsorship donations earmarked for the programmes, largely due to the voluntary realignment of grants to the new dates of the Cambodian school year.

OTHER INCOME

Other income consists of financial income, extraordinary income, reversals of provisions for liabilities and charges and for asset depreciation, and the use during the financial year of funds received by the association in previous years and earmarked for specific projects. The stability results both from lower utilisation of funds from previous years and an increase in foreign exchange gains mainly linked to the revaluation of the loan from PSE to PSE-C at the year-end rate.

INCOME NOT RELATED TO PUBLIC GENEROSITY

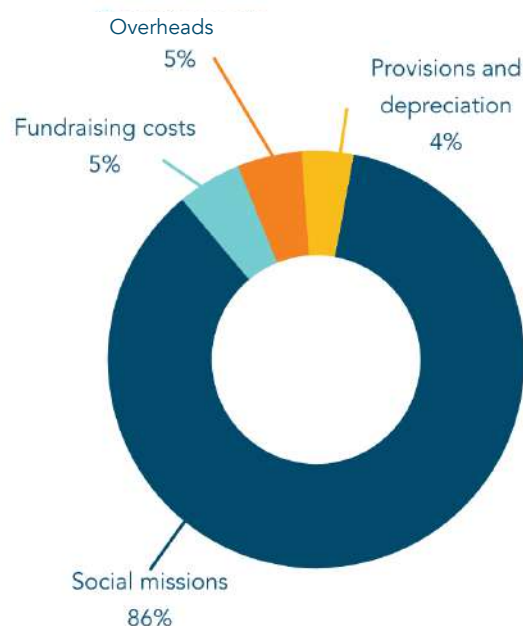
This income, excluding public grants, is made up of sales of services and goods from the workshops of the association's vocational training schools, as well as the sewing workshop. The increase is due to the award of two public grants in Cambodia during the 2021-2022 financial year.

Source: 2021-2022 CROD (income statement by origin and destination)

OUR USES

90% of jobs are directly dedicated to the association's social missions.

	2021-2022 (in €'000s) (16 months)	% change 2020-2021 (12 months)	% change (12-month period)
■ Social missions	9 360	60%	20%
■ Fundraising costs	576	34%	1%
■ Overheads	496	116%	62%
■ Provisions and depreciation	441	272%	179%
SUB-TOTAL	10 874	+64%	+23%
Other expenses and surplus	1 230	-54%	-65%
TOTAL	12 104	+30%	-2%



SOCIAL MISSIONS

These are the operating expenses of the programmes that benefit the children supported by the association. They have risen sharply because, due to the pandemic, our centres – like all the schools in Cambodia – have alternated opening and closing periods throughout 2020-2021. The still limited activity between September 2021 and December 2021 gradually returned to normal from January 2022.

FUNDRAISING EXPENSES

These relate to the costs of appealing to the public's generosity, mainly incurred by our head office in France. Expenses were stable between the two financial years, an increase in staff costs due to the addition of a full-time equivalent in the Digital Communications Department, was offset by a drop in spending on fundraising events (as a reminder, a social media event had been organised during the previous financial year in October 2020, hosted by journalist Frédéric Lopez).

PROVISIONS AND IMPAIRMENTS

The variation/increase is linked to the 80% provision on the loan to PSEC (slight decrease in the amount in USD, but significant increase in euros at the year-end exchange rate).

OPERATING EXPENSES

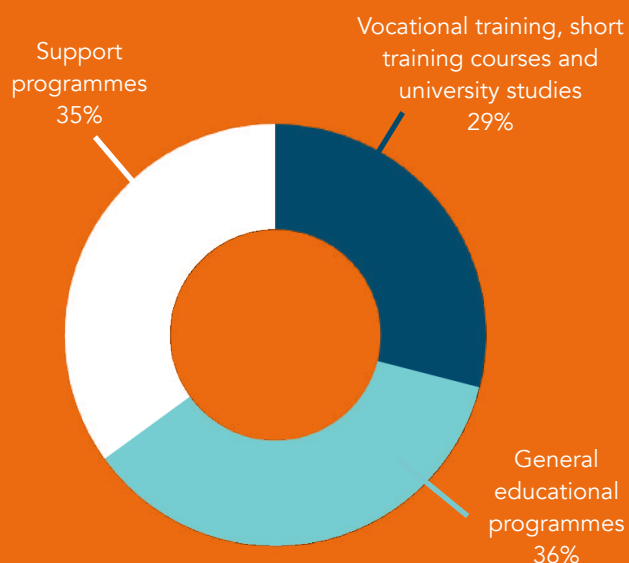
These are the day-to-day management costs incurred by the head office in France. They were up sharply due to a number of factors including the resumption of travel – in particular to Cambodia – following the reopening of borders after the pandemic and to the weight of the paid leave allocation due to the change of year-end, as well as to exceptional expenses linked to the organisation of the association's 25th anniversary festivities and, above all, to non-recurring subscription fees to a real-estate investment trust as part of the reserve investment strategy.

OTHER EXPENSES AND SURPLUS

These represent the surplus for the year of €979,000, as well as the resources allocated to projects that were collected and not spent during the year. They are kept in reserve to be used for the programmes or projects to which they have been allocated. These charges fell sharply, as there was no allocation to the sponsorship fund during the 2021-2022 financial year, because allocated revenue was lower than expenses.

Source: 2021-2022 CROD (income statement by origin and destination)

FOCUS ON SOCIAL MISSIONS



GENERAL EDUCATIONAL PROGRAMMES

State school enrolments; PSE school (remedial classes and tutoring); daycare centres/nursery schools; programmes in the countryside; adapted teaching for children with disabilities; language and soft skill teaching; educational team.

PROFESSIONAL INTEGRATION PROGRAMMES

Vocational training schools (Hospitality and Tourism, Management and Sales, Construction, Mechanics, Film); short training courses run by PSE or external partners; university studies external to PSE with the association supporting the students.

SUPPORT PROGRAMMES

Nutrition (canteens), medical and mother and child protection programmes; childminders, foster families, boarding school and residential school; social and family support programmes; extracurricular activities and summer camps.

COMMENTS

- Programme costs can be broken down as follows: two thirds for education and training, and one third for support programmes.
- For general educational programmes, the PSE school accounts for almost 10% of total programme costs, since 100% of this programme's costs are borne by PSE (teacher salaries, etc.), in contrast to the state school enrolment programme, where PSE provides additional support (uniforms, school supplies, meals, monitoring of beneficiaries, etc.).
- Nutrition accounts for 17% of the support programmes costs.

SIMPLIFIED BALANCE SHEET

ASSETS 2021-2022 (in €'000s)

Fixed assets	3 482
Current assets	18 317
Exchange Rate adjustments	24
TOTAL ASSETS	21 823

LIABILITIES 2021-2022 (in €'000s)

Equity and Retained Funds	13 703
Dedicated funds	7 045
Contingency and debt provision	1 003
Exchange Rate adjustments	72
TOTAL LIABILITIES	21 823

Nearly 80% of the **fixed assets** are made up of the net value of the financial assets corresponding to the Cambodian real estate company PSE-C, which owns the land and buildings. The balance corresponds to property, plant and equipment after depreciation.

Current assets mainly comprise financial investments (€13.9 million) and liquidities (€4.0 million).

The **shareholders' equity** corresponds to reserves of €9.9 million built up over time by the association and retained earnings of €3.8 million.

Dedicated funds can be broken down into €6.8 million for the sponsorship fund and €0.2 million of funds dedicated to various ongoing projects.

Provisions amounted to €0.5 million, including €0.2 million in provisions for contingencies, and €0.6 million for liabilities.

RESERVE POLICY

The association has set itself the target of having reserves of at least one year's worth of current operational costs (€8 million), given the long-term nature of its activities (supporting children over time). Careful management since its inception, the very positive financial impact of the film «Les Pépites» and, more recently, during the pandemic (stable revenue and significantly lower expenditure) have resulted in more than 2 years of reserves being built up at year-end (shareholders' equity + dedicated funds compared to the current assets). This sound financial situation will enable the association to adapt income/expenditure over time, by adjusting the number of beneficiaries and/or the support provided to each child with the ability to withstand a deficit, for several years if necessary, and therefore does not need to implement short-term expenditure-cutting measures.



PSE POUR UN
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from destitution... to a vocation!

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