



PSE POUR UN
SOURIRE
D'ENFANT

From destitution to a vocation !



ANNUAL REPORT

JANUARY - DECEMBER 2023

VISION, MISSION, VALUES

Pour un Sourire d'Enfant (PSE) has been working in Cambodia since 1995, helping to get children out of extreme poverty and into jobs. Recognised by the Cambodian authorities, the charity operates with complete respect for the country, in collaboration with the Cambodian people, with a focus on sustainable development.

OUR VISION

We envision a world in which no child is left behind; a world in which every child, whatever their family background, has the opportunity to grow in an environment of peace, respect and love, and to be educated to become a responsible member of society.

OUR MISSION

PSE's mission is to lift children out of extreme poverty and lead them into a qualified, dignified and well-paid job, through a range of solutions tailored to their needs.

THE VALUES THAT GUIDE

OUR DAILY WORK

«From poverty... to a profession» - this social responsibility involves sharing strong values, a spirit of cooperation and listening, and ethical commitments that continuously inspire our choices and guide our decisions, our conduct and our day-to-day working relationships.

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

RESPECT

Everyone deserves respect.



MUTUAL SUPPORT

We help each other to meet the challenges ahead.



TRANSPARENCY

We say what we do.



LEADING BY EXAMPLE

We do what we say.



EDITORIAL

January - December 2023,

The 2018-2023 strategic plan was based on the following four pillars: Enhanced quality of educational provision, more tailored family support, programmes for the most vulnerable, effective governance and dynamic community involvement.

The 2023 annual report shows that these strategies have been successful, while offering insight into the new adaptations needed to respond to signs of development in certain sectors of the country, paving the way for a new strategic plan. Faithful to the founders' vision, Leakhena, who is now in her second year leading the PSE Centre in Cambodia, has focused on adapting to changing needs, while ensuring not to replace local efforts. In terms of schooling and education for our beneficiaries, the Catch-up Centre has significantly increased its enrolment capacity to accommodate young people who are typically enrolled in state schools but have fallen behind during the pandemic; tutoring is organised as close as possible to the students' homes; English language teaching and the school and career guidance programme have been considerably strengthened; an extensive environmental awareness programme has been developed; beyond the practical support, families are brought together on a regular basis to encourage their active involvement in the educational project PSE offers for their children. The Entre-deux programme has helped reduce the school dropout rate.

At the Vocational Training Institute, regular assessments of an ever-changing market, particularly through impact studies among our alumni, have led to curriculum changes. Advisory boards consisting of business representatives have been established.

For our most vulnerable beneficiaries, PSE has formed partnerships with local schools and NGOs where resource sharing is possible. This is crucial for the future of those among the most vulnerable and without families, including young people with disabilities.

In keeping with its charter, and true to the values that have driven the charity since its inception, as well as the commitments validated by IDEAS, PSE strives to raise the funds for its social mission each year. A dynamic head office team supports volunteers in the local branches through regular meetings, themed workshops and a variety of fundraising tools (action sheets, videos, etc.). Non-personalised sponsorships cover the majority of expenses, followed by corporate philanthropy and donations from various sources. But we must continuously renew our appeals. In 2023, the PSE Foundation, hosted by the Caritas France Foundation since 2021, reached its full potential.

Thanks to all those who support the work of «this wonderful organisation,» as co-founder Christian des Pallières used to say. And his wife and co-founder, Marie-France, continues the fight against poverty, alongside all of us.



Ghislaine Dufour
Président of PSE



CONTENTS

VISION, MISSION, VALUES	P.2
EDITORIAL	P.3
01 - HIGHLIGHTS & KEY FIGURES FOR 2023	P.6
02 - PROGRAMMES	P.8
SOCIAL & FAMILY SUPPORT	
EDUCATION	
VOCATIONAL TRAINING	
CHILD PROTECTION AND DEVELOPMENT	
HEALTH	
NUTRITION	
03 - PROJECTS	P.25
ENVIRONMENTAL AWARENESS	
DEVELOPMENT OF A MULTI-PURPOSE SPACE	
SCHOOL OF AGROECOLOGY IN SIEM REAP	
INFORMATION SYSTEMS DEVELOPMENT	
04 - COMMUNICATION	P.27
05 - PATRONAGE & PARTNERSHIPS	P.29
06 - NETWORKING & VOLUNTEERING	P.32
07 - VOLUNTEER WORK	P.34
08 - GOVERNANCE & MANAGEMENT	P.36
09 - KEY POINTS OF THE 2023 FINANCIAL STATEMENTS	P.38

01 - HIGHLIGHTS 2023



JANUARY

Back to school for all PSE students

Press trip



In France

In Cambodia

FEBRUARY

9 February to 27 April 2023:
Marie-France tour (18 evenings)



Meeting between the Vocational Training Institute and local companies

Parents' meeting: the importance of their role in their children's schooling

French volunteers come to check out the Centre

MARCH

Marie-France receives the Trophée Humanitaire des Français à l'Étranger (Humanitarian Trophy for French Nationals Abroad) at the Ministry of Europe and Foreign Affairs



Membership in the France Générosités Network

APRIL

Khmer New Year celebrated in PSE



Schools closed for Asian Olympics

Théâtrales de Cabourg theatre festival

MAY



Charity gala dinner at the UNESCO house with Frédéric Lopez and Charles Caudrelier

JUNE



A former student receives 2 silver medals at the SEA Games in Bokator.

Training show: students present their courses to pupils

JULY/AUGUST

Strengthening ties between students and PSE with a welcome day at the Centre, for children attending state schools



SEPTEMBER

Charity party for Marie-France des Pallières' birthday

OCTOBER



Student career fair on the PSE campus

Weekend for branch managers

Exhibition and sale by photographer Vutheara Kham in aid of PSE

NOVEMBER/DECEMBER

Winter camps

Back to school in December



Following the Covid-19 pandemic, the school calendar in Cambodia was postponed. In 2023, the school year ended at the end of November and the new school year started at the beginning of December.

KEY FIGURES FOR 2023

ENROLMENT

6,880 children on average over the school year from January to December 2023.



114
in specialised programmes
(mother-and-child protection,
childminders, SEA)

469
in pre-school/daycare
(«Paillotes»)



1011
in catch-up courses



3992
enrolled in state
schools



1294
at the Vocational
Training Institute



RESULTS

↳ **370** new graduates in vocational training, 92% with a positive outcome: 91% are employed and 1% are studying.

↳ Nearly **6 500** alumni and graduates.

The number of beneficiaries is up on the previous year (6,622 children on average over 2022). This increase is mainly due to the significant rise in the number of pupils in the catch-up school. Having been deprived of school for almost two years during the global pandemic, many children dropped out or fell behind in their studies. The catch-up school is an excellent solution in this situation.

The school dropout rate was 6.3% for all programmes, comparable to last year. The dropout rate at catch-up school remains high (13.5%), although it is lower than last year (14.8%). Dismissals for disciplinary reasons (by decision of the school management) increased at the school due to cases of violence among young people, sometimes under the influence of drugs. This phenomenon is linked to the arrival in large numbers of young people who previously attended state schools, where they were less supervised.

Last but not least, our national exam results were up on last year. At the Brevet 2023 (GCSE level), 89% of our students passed, compared with 84% last year. At Baccalaureat level, 78.34% of students passed, compared with 76% last year.



630

employees in Cambodia by the end of December 2023, 97% of them Cambodian.



6

employees in France.



400

volunteers in PSE branches in France and several other countries every year.



02 - PROGRAMMES

SOCIAL & FAMILY SUPPORT

ECONOMIC DEVELOPMENT WITH LITTLE IMPACT ON OUR BENEFICIARIES

- Human Development Index: 0.593, or 148th out of 191 countries (2021-2022, UNDP)

Today, Cambodia, with a population of 16.7 million, is experiencing sustained growth, driven by tourism, textiles and construction (+ 7% on average since 2000). Development is highly uneven, creating a sharp rise in the cost of living that leaves the poorest on the sidelines, with their meagre incomes (where they have one) unchanged.

Over 5 million Cambodians live on less than \$3.3 a day per person (the poverty line set by the World Bank for countries like Cambodia, November 2023), which accounts for a third of the population.

Beneficiaries come from living conditions that are often far from schools, characterised by a severe lack of hygiene, electricity and clean drinking water. Families live in one-room wooden and tin shacks.

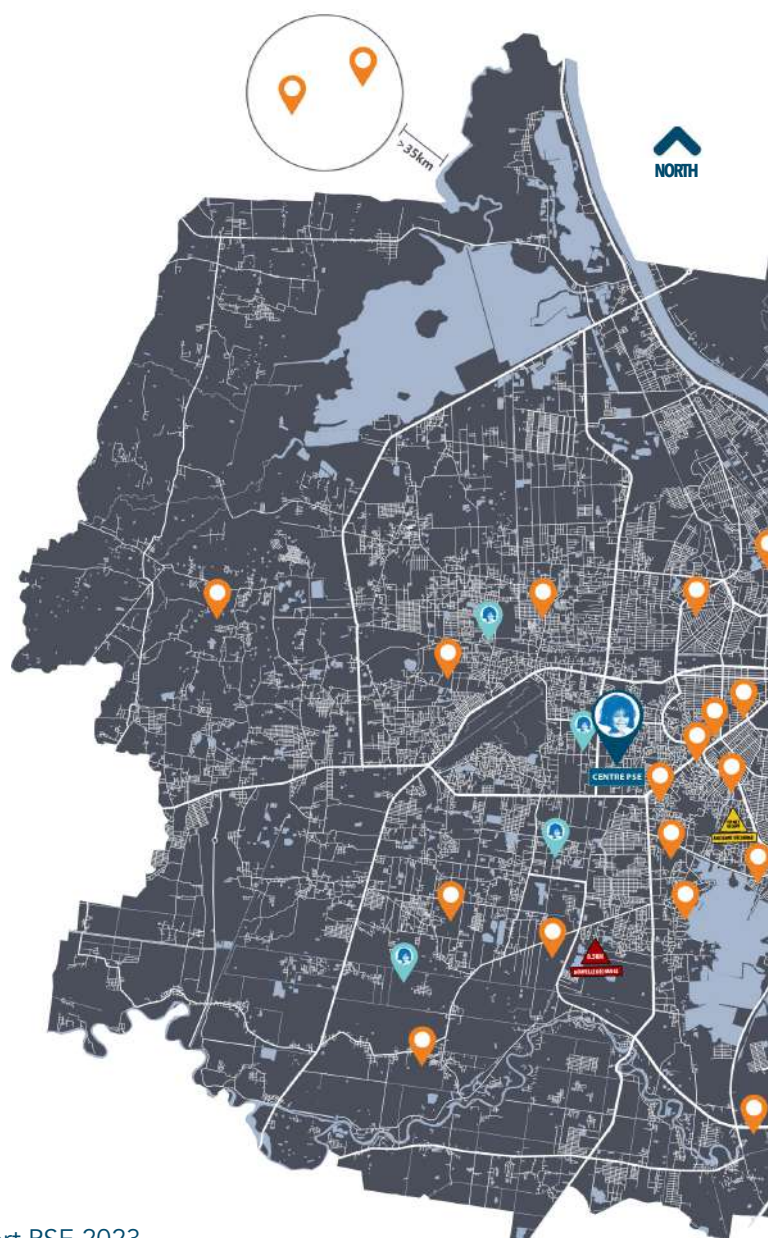
Many children work to supplement their parents' incredibly low incomes, in the evenings, at night, at weekends, and sometimes all day if they are not attending school: collecting rubbish, doing domestic chores, selling fruit or plants, providing informal services in restaurants, and accompanying parents to building sites.



Some children are also taken out of school because they look after younger siblings during the day. Parents are often too exhausted from their work and/or suffering from illness or addiction to be able to look after their children.

These economic pressures, combined with the fact that state schooling in Cambodia is part-time, result in very low levels of education among young people, and significant dropout rates, which rise sharply at the start of adolescence. As a result, only 43% of children living in poverty reach level 7 (the start of secondary school).

Finally, abuse and moral, physical, and sexual violence add to the already deplorable living conditions and forced labour.



A GRASSROOTS APPROACH THAT PRIORITISES THE POOREST

Pour un Sourire d'Enfant (PSE) operates directly in Cambodia, with a local team of nearly 650 employees, 95% of whom are Khmer. Cambodians are active players in their country's development.

Beneficiary children and families are selected by our social team, made up of around forty social workers. They visit families in their homes, and conduct a social survey to give priority to the poorest (income level, possible debt, state of health, housing, etc.) and the most urgent cases (absence of parents, abuse, school dropouts). They draw up a report on their situation once a year.

Social workers also follow up on children who have been absent from school for several days in a row.

They regularly provide support in emergency situations. PSE takes care of all siblings in a family. This makes it easier for girls to go to school. Each month, they distribute rice to the poorest families.

3400 families on average during 2023

25 tonnes of rice distributed each month



-  **PSE CENTRE**
-  **6 CHILDCARE CENTRES**
-  **24 INTERVENTION ZONES**

THE CHARITY ALSO HAS TWO OTHER SMALL CENTRES IN SIEM REAP AND SIHANOUKVILLE

EXAMPLES...

Father dead, mother left with another man. Her three children have been taken in by an aunt and uncle who run a small business and look after a disabled grandmother. Earnings barely provide enough to eat, and there's no money to pay for school. PSE therefore enrolled the eldest son, aged 19, in a preparatory class for vocational training, and the two daughters, aged 13 and 7, in normal schooling, not forgetting the rice!

A family of five children: three boys aged 11, 10 and 8 and two girls aged 6 and 3. The father is a construction worker, i.e. a day labourer with no job security. He earns the equivalent of \$8.75 a day. The mother looks after the children. They live in the suburbs, in a tiny house made of leaves, on a wooden frame. A government poverty card gives them \$42.5 a month. They can't get by, and one of the boys often goes to the pagoda to get food for the family. Of course, they don't have the money to send their children to school, so PSE steps in.

She is 6 years old. Her family is very poor, and she is registered in one of our «paillotes» (daycare). A few days ago, we discovered, through her teacher, that she is regularly raped by her father and her two brothers. We called in the local military police - because we don't have the authority to take a child away from her family ourselves - and entrusted her to one of our foster families. The police dealt with the father.



MOVING TO SIEM REAP

To preserve the Angkor temple site, 10,000 families have been relocated 30 km away, on a large plot of land that is currently being fitted out. Over time, many of them had settled on temple grounds, which was beginning to pose serious problems for the conservation of these masterpieces of humanity. Naturally, PSE has taken care of those families who have encountered issues related to the move.

HELPING FAMILIES TO BECOME SELF-SUFFICIENT

Many of our children's parents have had no education at all. Given their lack of involvement in their children's schooling, and sometimes even their doubts about the need for education when the most urgent thing is to make a living, and faced with the difficulties that many of them encounter in managing their daily lives, our social welfare department is currently trialling various workshops, in small groups, to help them towards self-sufficiency.

The objectives are :

- Firstly, that they know how to get by, by knowing their rights
- And, secondly, that they are aware of the importance of their participation in their children's success.



A PARENT-CHILD BONDING EVENT

200 PSE families were invited to a magnificent pagoda on the outskirts of Phnom-Penh, on Sunday 2 April 2023. Parents and children shared memorable moments together, in a relaxed and uplifting environment.

Dr. Supachai Verapuchong, founder of several major businesses in Asia, and Veng Sereyvuth, former Minister of Tourism, shared their personal stories of the journey from poverty to achieving your dreams.

Families get an important boost from this involvement of prominent figures in their lives. Kou Sopheap, one of Cambodia's best-known and most respected monks, spoke to them about the importance of education and parent-child relationships, teaching them as well as facilitating dialogue with each other and organising family meditation sessions, which proved to be a deeply moving experience.

Parents and children were in tears, as they are not used to standing face-to-face and looking into each other's eyes. Some of them started a dialogue, which is very rare among these families.

The afternoon was devoted to a picnic and games to strengthen parent-child bonds, communication within families and understanding of each other's roles. Léakhéna concluded: «Our hope is that the children and their parents will cherish this day as a wonderful memory of good times spent together».



EDUCATION

DAYCARE CENTRES («PAILLOTES»)

The six Daycare Centres, also known as «Paillotes», are places for **children aged 3 to 6**, in the heart of the communities where the charity's beneficiary families live. In 2023, an average of 469 children were welcomed.

These Centres allow parents and siblings to work or study instead of looking after the children. The pedagogy offered at each Centre covers various aspects such as physical, social and emotional development, hygiene, as well as a kindergarten programme, ensuring holistic care for each child, and thereby reducing the risk of early school dropout. To achieve this goal, our staff take part in a wide range of training courses.

What's more, since 2022, the «Paillotes» have been providing **tutoring** for pupils attending state school at primary level. To increase the number of children benefiting from our support courses, and to be able to offer these courses close to home, we started renovating and expanding our «Paillotes» at the end of 2021.

RENOVATION AND EXTENSION WORK

At «Kien Svay», work was completed in 2023. During the construction work, the kindergarten pupils were able to continue studying in good conditions. Two new classrooms were created, in addition to the three existing ones, enabling **41 new students to join the «Paillotes» for classes**.

The project has also improved the children's safety and comfort, providing them with a **good learning environment**. Renovation work has reduced noise, heat and flooding problems to a minimum, and provided children with better learning and reception conditions, notably by refurbishing the playground.

Project funded by Promepar Asset Management, Antenne PSE Belgique (ABPSE), PSE Bretagne, Lycée Saint Jean Hulst (Versailles), and Pistorio



STATE SCHOOL ENROLMENT

The number of children enrolled in state schools with the charity's support was almost 4,000. This support consists of funding the necessary equipment and uniforms at the start of the year, as well as regular, personalised monitoring of students' attendance and academic results.

In general, students enrolled in state schools have limited exposure to English: they have few or no English classes, whereas students at the PSE Centre have several hours of classes a week, as well as numerous English activities (lunch in English, break in English, and other extra-curricular activities).

To offer the same learning opportunities to children wherever they go to school, in 2023 we launched a pilot project to offer additional English lessons to a group of pupils attending state schools. The social team selected the children according to their motivation and proximity to the PSE Centre in Phnom-Penh, as well as their age (at least 11 years old, to prepare them for the English exams they will take at around 14 years old, equivalent to the UK GCSE).

These English lessons are provided by Westline, PSE's private school partner, offering English language lessons. An average of 156 students benefited from English lessons from June 2023. After attending state school classes, students come to the PSE Centre for 1.5 hours of English lessons, every day from Monday to Friday. The results of this initiative will be analysed following this trial phase.



TUTORING

The tutoring programme addresses the issue of school dropouts and enables students in state schools who are experiencing difficulties to benefit from tutoring in Khmer and mathematics, provided by PSE.

In 2023, tutoring lessons in the PSE Centre were discontinued. Because the catch-up school was taking on more children, there were no classes available for tutoring. This programme is now offered in our Daycare centres («Paillotes”).

An average of 314 children attending state schools have benefited from tutoring in five «Paillotes» (Sen Sok, Phum Russei, Smile Village, Prek Ho and Kien Svay). The organisation, however, has not changed, and lessons are still given in half-day sessions. This has been made possible through the renovation and expansion of the «Paillotes» in 2022 and 2023 (see section on Daycare Centres).



«I feel happy at my tutoring classes because the teachers are always kind to me and smile a lot. Here, I have time to practise reading and writing, and I'm better at school».
Srey Pov, 7 years old

The «extra classes» enable certain struggling students who attend state school to have extra lessons with their teacher, funded by PSE; so they are not hosted directly at PSE. In 2023, these «extra classes» began in March and 399 students benefited from them.

CATCH-UP SCHOOL

PSE's Catch-Up School is an accelerated teaching method recognised by the Ministry of Education, enabling children who are at least two years behind in state schools to study the curriculum for two school years in one at PSE. The PSE school is full-time, whereas state school in Cambodia is part-time.

2023 was marked by a return to the normal school schedule, after the global pandemic that had led to many months of school closures in Cambodia. The number of children in the programme has risen sharply; the average annual enrolment was 1,011 children in 2023, compared with 716 in 2022. In fact, this year, many children who had previously attended state school had to be transferred to the catch-up school because they fell so behind during the pandemic.

The rapid arrival of such a high number of students previously enrolled in state schools has, however, posed a challenge in terms of discipline. Many of these young people were unaccustomed to a setting like the PSE school and full-time schooling. As a result, some were very unruly, sometimes even violent and/or under the influence of drugs, and at risk of harassing their peers. The situation improved after the school management and educational team reminded students of the school's rules of conduct, as well as the law, and the associated sanctions - up to exclusion from the school - and brought in partner NGOs (APLE Cambodia, Karol & Setha) for workshops on internet safety and on emotional and sexual relationships.

Some young people were also enrolled in the «Entre-Deux» programme.



LANGUAGE SCHOOL

The Language School is open to all PSE beneficiaries, offering them the opportunity to learn three languages: English, French and Chinese. The aim is to provide students with an extra advantage when they enter the job market. The English programme is compulsory for all PSE beneficiaries. It takes different forms depending on the students' level: the general programme applies to all schools and focuses on written and oral expression, while the special programme, for vocational courses only, concentrates more on practical exercises to prepare students for the challenges they may encounter in their working lives. On average, 1,989 students per month benefited from the English programme in 2023. Alongside their academic curriculum, students also had the opportunity to participate in various English clubs, including Debating Club, Tech Club, Reading Club, and more.

On the other hand, the optional French and Chinese courses are available for students in bridge classes and vocational training only. These courses allow students to familiarise themselves with new cultures and open their minds to the world around them. On average, 300 students per month benefited from the French programme and 265 students per month from the Chinese programme.

Depending on the language chosen, students took part in different types of activities: the French students had the opportunity to visit the Institut Français du Cambodge, while the Chinese students organised two events focused on Chinese culture, in the form of small competitions (sketch, reading and song competitions, etc.).



SPECIALISED EDUCATION SECTION

There are three main groups of beneficiaries in the specialised education section:

- Students with a single disability, taking specialised courses at the PSE centre - 25 students on average over the course of 2023: students are divided into four classes, according to their disability and age. They follow a specific academic programme that includes Khmer language, mathematics and ethics, as well as participation in everyday activities.
- EStudents with multiple disabilities in day care - 9 students in 2023: students with multiple disabilities are unable to attend the specialised classes. Instead, they benefit from a day care centre where they take part in activities tailored to their abilities. Students are welcomed at a pace compatible with their abilities and needs.
- External students - 5 students in 2023: these students don't come to the PSE centre because they are placed with other NGOs that better meet their needs (e.g. Kampuchea Sela Handicap - KSH or Krousar Thmey) or because they live too far from the centre and stay at home. They receive regular visits from the PSE team.

All children are stimulated and take part in activities suited to their abilities: participation in PSE's day-to-day activities, activities with external partners, IEP (Individual Educational Project) for each student, and more.

In 2023, the team stepped up its home-based care for children who are unable to come to PSE because of their state of health or distance. The team offered rehabilitation and education sessions, working with families to make daily life easier for children at PSE and at home. It also provides all the necessary resources and equipment for students who require specific assistive devices.

More generally, to ensure effective support as students progress, the SEA team works closely with families. In 2023, monthly meetings were organised between the team and parents to keep them informed of the children's development, help them better understand them and prevent any form of violence.



PEDAGOGICAL TEAM

The role of the pedagogical team is to provide ongoing training and support for teachers.

The team is made up of 13 members. It advises educational teams on the continuous adjustment of curriculum programmes to ensure they match students' abilities. In addition, pedagogical coordinators conduct monthly classroom observations of teachers. The aim is to observe and analyse classroom management, monitor student progress and identify teacher training needs. The pedagogical team supports teachers through training sessions, classroom coaching and individual meetings, with the aim of improving the quality of teaching and sharing new teaching methods (project-based learning, collaborative learning, etc.).

In 2023, the pedagogical team monitored 83 teachers in the general education programme (catch-up school and tutoring), 32 in the Language School and 52 in the Vocational Training Institute.

PEDAGOGICAL DEVELOPMENTS AT THE CATCH-UP SCHOOL

This year, after organising interviews between teachers and students, the catch-up school's educational team found that the students were experiencing issues with memorisation. With the support of the pedagogical team, the school therefore implemented new teaching methods to strengthen students' memorisation skills, in addition to the standard curriculum. First of all, teachers introduced monthly assessments to better monitor student progress. Then, at the start of the second semester in June, the school introduced a project-based learning approach, so that students could learn in a more concrete way. Following this, at the start of Semester 2 in June, the school introduced more practical activities, so that students could learn in a more interactive way (for example, chemistry teachers took their students to the laboratory to conduct experiments, history teachers took their students on field studies to historical sites, etc.). And last but not least, the team worked with librarians to place open-access books in the Centre to encourage students to read.

SPOTLIGHT ON...

School and career guidance for students

Student orientation/guidance has been an ongoing process of continuous improvement for several years now. It's a key issue, as students are under pressure from a very young age to go out to work rather than continue their studies (which will take several years before they enter a profession). The pressure increases notably from the age of about twelve. The aim of the orientation activities is therefore to engage young people in an early dialogue about their plans and aspirations, while also making parents aware of the benefits of studying for a few years rather than quickly entering the workforce with no prospect of a lasting, evolving job.



Orientation - Session 1 Orientation for students enrolled in state schools during school closures. A full day to get to know each other and discover the world of work.



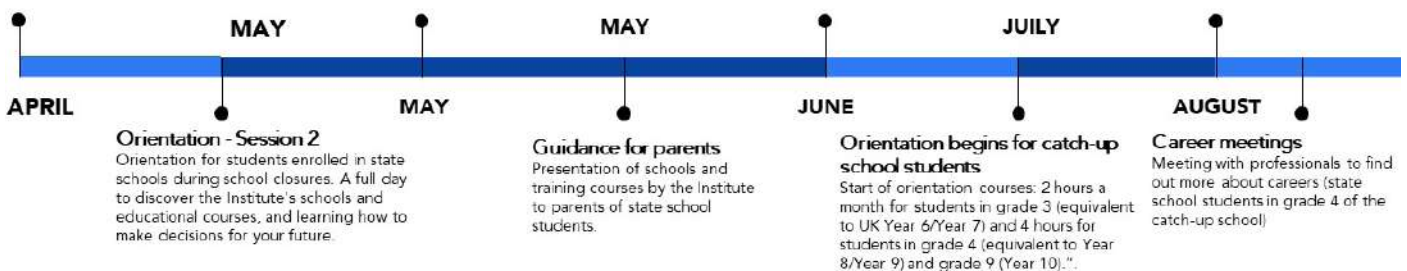
Training Show A full day dedicated to discovering and presenting all the Institute's schools and skills.



TVET Day Vocational training promotion day organised by the Ministry of Labour and Vocational Training.



Orientation workshop For state school students who are still "lost", personality tests and Q&As.



THE VOCATIONAL TRAINING INSTITUTE

«FOUNDATION STUDY»

The Foundation Study Division (FSD) programme aims to ensure that students master English, IT, Khmer and mathematics before entering PSE's vocational training programmes. An annual average of 358 young people took part in the programme in 2023.

In 2023, the school will focus on two main programmes :

1. The «Skill Bridging 8&9» programme, for students who have completed grade 8 or failed grade 9. After a year of study, they can take the state exam for classes 8 and 9, recognised by the Ministry of Labour and Vocational Training, opening the way to vocational training.
2. The «Foundation Class for Skill», a one-year programme for students in grades 10 to 12. They are grouped according to their career interests, with the possibility of changing groups after six months, depending on the progress made in their career orientation.

Special activities have been designed to support struggling students: mentoring programme with other (non-struggling) students and teachers, intensive classes with fewer than 15 students, special classes with small groups of five students or less. Throughout the year, students were supported by the academic team, as well as by external speakers (alumni, lecturers), to help them choose the vocational training best suited to their goals.

SCHOOL OF MANAGEMENT AND SALES

The School of Management and Sales offers business training at several levels of education, in a variety of fields :

- Courses in management, accounting and sales, accessible at level 9 (secondary school leaving certificate) and leading to the «Technical Vocational Certificate» («TVC», similar to a UK NVQ or BTEC).
- Courses in accounting, HR and retail/distribution, accessible at level 12 and leading to a «Higher Diploma» (or HD).

The school has discontinued the bachelor's degree level, as there are now good quality external courses available to our beneficiaries.

The school welcomed an average of 281 students in 2023.

«TVC» students complete a three-month internship in first and second year, as well as a 7-month apprenticeship, on the basis of a monthly rotation between school and company.

«HD» students only have a three-month internship at the end of their first year, as their course is shorter.

Throughout the year, students benefit from the support of partner companies in Cambodia and Asia, such as Natixis AsiePacifique, based in Hong Kong (see «patronage & partnerships» section).



NEW WEB AND MOBILE DEVELOPMENT COURSE

Following a study of the Cambodian market's needs in the digital sector in 2022, carried out with the help of the French social enterprise SIMPLON.Co(*), we decided to create a two-year professional training programme in web and mobile development, starting in 2024. This new training course will be delivered within our School of Management and Sales.

In 2023, the project manager and director of the School of Management and Sales, supported by SIMPLON, worked to prepare the launch of this training programme by recruiting the first class (20 students) and two teachers, and preparing the course content. During this preparatory phase, the SIMPLON team trained our teachers in their pedagogical approach: active teaching and experience-based learning (group and project-based).

This training course is a three-year pilot project, and whether or not it will be continued will be decided on the basis of the results. 20 students have signed up for 2024, including 14 girls.

(*) : SIMPLON.Co offers free vocational training in digital professions to promote inclusion both in France and abroad, with experience in several developing countries.

A project supported by Fondation 21, PSE Aquitaine and individual and corporate donors who attended a PSE dinner at Unesco on 6 June 2023.

SCHOOL OF HOSPITALITY AND TOURISM

The School of Hospitality and Tourism offers 4 two-year programmes: reception, table service, kitchen and pastry, housekeeping/laundry. Each course is structured so as to offer 70% practical experience and 30% theory, with the second year organised according to an apprenticeship model, based on a monthly rotation between the school and the company. In 2023, the school welcomed an annual average of 162 students, including 75 apprentices in all disciplines.

This year, the programme has incorporated new learning techniques; for example, a takeaway breakfast service set up outside the «Lotus Blanc» training restaurant, allowing students to practise service and packaging of takeaway meals. Another example: publisher Epenh gave the school free access to its restaurant and hotel management software, helping students to familiarise themselves with the digital tools used by companies in the sector. Field visits to hotels and restaurants also enabled students to learn more about hotel service skills and standards. For example, some students visited 3, 4 and 5-star hotels in Siem Reap, as well as pepper plantations and dairy factories, to gain a better understanding of the production process for these ingredients. In addition, every term an external chef visited the Lotus Blanc restaurant to help the students improve their culinary skills.

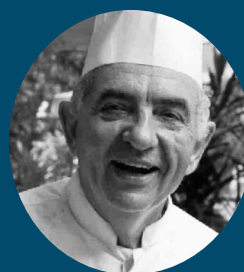


Workshop with Chef Driss from the Sofitel Hotel in Phnom Penh, July 2023.



Workshop with Swiss Chef Marco, November 2023.

From the start of the new school year, it has been decided that housekeeping/laundry training will be switched to short courses (less than a year), following an assessment of the expectations of companies in the sector. The school also includes a Hairdressing section, with an average of 36 students in 2023. It offers specialist training in beauty-related fields such as hairdressing and make-up.



TRIBUTE TO ALAIN DARC

Alain was a great man with a big heart, passionate, generous, outspoken, born and raised in Gascony with a beautiful Gascon accent, a force of nature.

This strength helped him in his long battle with the disease that eventually overcame him on 22 December 2023.

Along with his son Arnaud, he created several renowned restaurants, among the best in Phnom-Penh: le Malis, Le Topaz, the various Khémas, and more.

But above all, he was a friend, passionate about his profession as a restaurateur, and about passing on his knowledge to young people. He pushed them, but he loved them and wanted the best for each of them. And the kids knew it: they all called him Papa, and they all adored him. He was extremely attached to PSE, and for years he came to pass on his passion to the students of our hotel school and hired many of them. Today, the Khéma - Pasteur is run by Sopheak, a former student of ours, and the Khéma - La Poste by Khantei, another former student of PSE.

And we've lost count of all the PSE alumni he's coached, mentored, helped grow and develop by hiring them in all his restaurants. As well as his cooking, Alain was a passionate rugby player and has done a great deal for the education and training of our young athletes. He will be sorely missed.

SCHOOL OF MECHANICS

The School of Mechanics offers two areas of expertise: one in car mechanics and the other in motorcycle mechanics. All second-year students in both skills follow a training programme that includes apprenticeships, alternating between company and school on a monthly rotation schedule, for a duration of 10 months. The school welcomed an annual average of 116 students in 2023.

Students in the automotive programme had the opportunity to visit the FORD car assembly plant, to gain a better understanding of how the production line works, and the practices and rules that factory employees must adhere to.

2023 marks the final year of the motorcycle mechanics programme. Over the years, market opportunities have fallen behind the level expected (odd jobs in garages, often informal). The school has therefore decided to focus on the automotive sector, which needs to be updated via a market assessment, to better match the sector's current requirements. That said, for the 2024 academic year, the motorcycle mechanics programme will still include the second-year students who started as first year students in 2023.

SCHOOL OF CONSTRUCTION

Students at the School of Construction can choose from three courses of study: building maintenance, electricity, plumbing and air conditioning. In 2023, it had an annual average of 120 students.

Each course lasts two years, and includes an apprenticeship programme in the second year, again on the basis of a monthly rotation between one month at school and one month on the job. 49 students were placed with 16 different companies in 2023. The students also take part in visits, including a tour of Kampot Cement, Cambodia's largest cement producer.

In 2023, teachers had the opportunity to attend three training courses organised by external speakers. The first was a plumbing and pedagogy course, the second was engine management, and the third was KNX training. At the same time, during the year, the school's management made 8 visits to companies to strengthen their relationships and learn about market trends and the skills required.

SCHOOL OF CINEMA

The School of Cinema is the only school to offer programmes lasting more than two years. The first year is the same for all students and covers all audiovisual subjects (camera, sound, lighting, photography, editing, etc.), while in the second year, students specialise in either cinematography or post-production. Finally, the third year is divided into two parts: the first involves the production of a short film as a graduation project, and the second is an internship with an audiovisual company. In 2023, the duration of the third year was reduced from one year to six months. Specifically, the six-month period for the final project was shortened to three months, and the six-month internship was deemed too long by students, the majority of whom prefer to find employment more quickly.

The school welcomed an average of 63 students in 2023.

Extracurricular activities are organised in addition to the standard school curriculum. The students visited the Bophana Centre and Cambodia's national archives, as well as Kilat, a company specialising in events and audiovisual equipment (sound, light and camera). The aim of the latter visit was to introduce students to audiovisual fields beyond film production.

A NEW PARTNER FOR THE SCHOOL

In August, the team welcomed Héloïse Lester to Cambodia for four weeks, as a teacher at the École Supérieure de Réalisation Audiovisuelle (ESRA) in Belgium. During her visit, Héloïse Lester helped us organise a week-long practical teaching project for all first- and second-year students. The project employs an effective learning methodology that allows students to immerse themselves in a real project, with strict deadlines and deliverables. The students had one week to produce a TV commercial; the winner received a prize.





SHORT VOCATIONAL COURSES

The short vocational training programme offers four-month vocational training courses to young people and adults who have failed to complete their schooling, enabling them to enter the job market quickly.

The programme offers courses taught by the PSE team in cooking, housekeeping including café/bakery classes, and beauty therapy. The courses include both practical and soft skills training. Beneficiaries can enrol at any time of the year, as each training course operates on a session basis; however, a maximum of 17 beneficiaries are recruited per session and per training course. The team of instructors also collaborates with external companies to provide additional training, such as mobile phone repair, engine repair, or air conditioning repair, based on the beneficiaries' interests. Graduates are placed in jobs through relationships developed with partner companies.

Beneficiaries have the opportunity to take part in visits to companies, restaurants and trade fairs to observe and talk to staff about their professional experience. This helps them to adapt to real-life working environments. Interactive sessions with alumni and external speakers are also organised.

In 2023, the programme had 120 trainees, including 89 young people and 31 adults.



EXTERNAL STUDENTS

The University Scholarship Programme enables PSE beneficiaries who have obtained their BAC to pursue higher education at recognised universities or specialist schools. This allows them to acquire a qualified profession/trade and integrate into Cambodian society with dignity. Most of our students go on to study accounting, civil engineering, management and business administration at schools such as the National University of Management, the National Institute of Technical Training and the University of Human Resources.

The number of scholarship students in 2023 was 122, including 51 new students, a significant increase on previous years.

PSE covers 100% of tuition, uniforms, school supplies and insurance for students graduating from high school, and 75% of tuition and insurance for students graduating from a vocational training programme. The grant for these students is lower because, having already obtained a degree, they can work alongside their studies to cover part of the costs.

2023 also saw the introduction of numerous measures designed to ensure that students are closely monitored throughout their university career, and to maximise their chances of success. We have adopted a flexible follow-up approach, including face-to-face meetings in the PSE Centre, online meetings via Zoom, visits directly to the school for students who are struggling, and ongoing communication on the Telegram app, bringing together all students and the PSE team. When students graduate from university, they receive advice from the PSE team on their future goals and employment prospects.

STUDENT FOLLOW-UP AND CORPORATE RELATIONS

The team in charge of each school ensures rigorous follow-up and supports students on a daily basis, including with regard to attendance and academic results. If the team is unable to reach an absent student, it works with the social welfare team, which plays a crucial role in monitoring students and working with parents.

Additionally, the PSE Institute strives to ensure the success of its students and the influence of its schools. For example, students from each school took part in the «TVET» (Technical and Vocational Education and Training) information day, organised by the Cambodian Ministry of Labour to present existing training courses in Cambodia, including higher vocational training. In addition, the Institute also organised a job fair in October, with the aim of offering job opportunities to students after they graduate in 2023. 45 companies linked to the PSE Institute's five vocational training schools, as well as 316 graduates, took part in the event. Each year, an in-house trade fair is also organised, enabling students in PSE's secondary classes to find out more about PSE's vocational training courses.

In addition, in 2023, Business Advisory Councils were set up for each PSE Institute school. These are made up of members of the school and the PSE Institute, as well as members of companies, workers' associations, ministries and other relevant organisations in the field of vocational education and training. The aim is to gather suggestions for improvement from board members, whose diverse backgrounds guarantee a wide range of perspectives. These meetings enable us to constantly align our training programmes with the ever-changing demands of the market.

In fact, to keep up with market trends, the schools of hospitality, management and sales, construction and mechanics offer an apprenticeship system for second year students, based on a monthly rotation between the school and the company. This enables students to gain practical and professional experience, guaranteeing them greater employability and a smoother transition to the job market once their training is complete. However, by 2024, apprenticeships will no longer be offered at the School of Management and Sales, as companies in the sector are not yet ready to adapt to this model. Nevertheless, we remain convinced of the need for practical professional experience, which is why second year students will be required to complete a four-month end-of-study internship starting in 2024.

RESULTS

NEW GRADUATES

370 students graduated in 2023 :

- 148 students from the School of Management and Sales
- 87 students from the School of Hospitality and Tourism, including 14 in the Hair and Beauty programme
- 58 students from the School of Mechanics
- 49 students from the School of Construction
- 20 students from the School of Cinema
- 8 scholarship students

EMPLOYMENT OUTCOMES SURVEY OF 2023 GRADUATES (+3 MONTHS)

The results of the employment outcomes survey conducted by the Institute among 2023 graduates **three months after graduation** show that **92% of graduates (317 out of 348 respondents) are either in employment (91%) or continuing their studies (1%)**. Note that 151 graduates replied that they were continuing their studies while working.

The average take-home pay for salaried graduates is US\$237, or +18.5% above Cambodia's benchmark minimum wage of US\$200 for textile mills. 64% also declare that they receive additional income on top of their basic salary (tips, bonuses, etc.).

EMPLOYMENT OUTCOMES SURVEY OF 2022 GRADUATES (+1 YEAR)

The results of the employment outcomes survey conducted by the Institute among 2022 graduates one year after graduation show that **93% of graduates (262 out of 281 respondents) are either in employment (91%) or continuing their studies (2%)**.

67% say they have received a pay rise since they started work, and 39% say they have been promoted.

The average net monthly salary of salaried graduates is US\$258, representing an average salary increase of 2.4% in one year (average salary of 2022 graduates three months after graduation: US\$252)

80% support their families financially, a similar result for 2022 and 2023 graduates

In addition, 61 students on short courses received a diploma from the programme: 56 already have their first job and 2 have set up their own business.

A FEW TESTIMONIALS FROM GRADUATES...

Sochea, new horizons thanks to PSE



Sochea dropped out of school when he was just 12 years old. «I had to work to help my family: construction worker, security guard, factory worker, etc.».

At 18, he joined PSE and chose to study mechanics. His passion for motorcycle maintenance enabled him to find work quickly after graduation. He is currently Operations Manager at Honda. «When I was young and I saw people with office jobs, I wanted to be like them, but I never imagined that it could happen to me!» he explains.

Sochea has chosen to surround himself with former PSE students in his department. «It's a way for me to give back to PSE and support the younger generation, who I want to tell to take advantage of every opportunity to learn! »

«I'm very grateful to PSE as it has given me much more than I could have hoped for. I've met a real family here,» he concludes.

Karuna, the epitome of grace and resilience



There's always a broad smile on Karuna's face. You would never guess that, as a child, she experienced extreme poverty and abuse. After her parents separated, the little girl lived with her mother, who started drinking and getting into debt. They then had to sell the house and move in with an aunt in the provinces, «at just 6 years old, I had to feed the cows and bulls. My cousin hit me every day. I was in so much pain that I begged my mother to go back to Phnom Penh», and so the girl and her mother settled near the dump.

«One day, a social worker came to see me and realised how much we needed help». Karuna was then taken in at the PSE boarding school and received an accelerated education at the PSE catch-up centre. «I'm so lucky to be here because I've received a good education, food, care, housing and love! »

«I then graduated from the bachelor's programme in Human Resources at the PSE School of Management and Sales and was hired at the same time at BRED as Finance and Payments Officer. »

A message of hope from Sreynut, former ragpicker



Sreynut grew up on the dump, where she had to work every day. «We were so poor that we couldn't buy food or live in a normal place. We had nothing and didn't go to school», she recalls.

Meeting Christian and Marie-France des Pallières would change her life. She was old enough to be in 3rd grade, but had fallen so far behind that she joined a catch-up school, where she studied two grades in one year. «It was a really wonderful time in my life: PSE offered me an education, food, accommodation and they took care of my family. I was on a catch-up course for four years and then got a PSE scholarship to study at university. At PSE, we had friends, and we could play», she recalls with emotion.

Sreynut now works for a large company in Cambodia. «Thanks to my salary, my mother no longer has to work hard and no longer lives in a shelter. We no longer need to survive. So I can say I've made a success of my life! »

The young woman is now keen to convey a message of hope and encouragement for young people at PSE. «Give the best of yourself, you can do it too! You too will be able to take care of your family and your country».



CHILD PROTECTION AND DEVELOPMENT

ECAP

“ECAP is PSE’s extra-curricular activities programme, offering beneficiaries the chance to take part in a range of sports (soccer, volleyball, etc.), artistic activities (dance, music, etc.) and scouting. These activities contribute to students’ physical and mental development, by cultivating their interests; they also help to pass on and uphold fundamental values such as mutual respect, solidarity and independence, outside the traditional school curriculum.

In 2023, an average of 616 students per month participated in a total of 10 sports or art clubs, or in scouting.



A blessing dance for donations



Khmer New Year show



Martial arts demonstration



Volleyball competition



Football competition



Sports courses

ENTRE-DEUX

For several years now, the «EntreDeux» programme has been offering one- or two-week support sessions to students who have dropped out of school. The aim is to reduce school dropout rates by motivating students to go to school, improve their academic results and habits, and prevent students from becoming at risk of dropping out.

To achieve this, the team implements the following actions :

- Welcoming students as they arrive, playing calm music during daily activities, encouraging the sharing of feelings at the start of the day, and avoiding judgement, punishments or shouting during interactions;
- Engaging in games in the first few days, having lunch together, emotionally connecting with others when feeling upset, stressed or scared;
- Conducting personality tests to understand their talents and match them with future jobs, while teaching personal responsibility;
- Inviting students’ parents to participate in activities that allow students and parents to reflect on their personal situations and connect emotionally;

- Offering exercises designed to understand the root of students’ feelings to help them find solutions and change the way they feel;
- Encouraging students to think for themselves and helping them find healthy solutions to their problems, through open reflection or personal conversation.

In 2023, 53 young people were monitored in this programme.

2 out of 3 young people supported
returned to school.

«We give our students a lot of love and a lot of time. We try to help them gain confidence in themselves, but also in us, in their teachers, in their educators and in PSE! ».
Fernando, Programme Manager



INTERNAT

The PSE Centre welcomes a number of full-time students:

- the «boarders» (99 on average in 2023), children without a family or at risk in their family environment (alcoholism, domestic violence, etc). Younger children and siblings, and around a hundred other children, are cared for in foster families, who are paid and closely monitored by our social welfare team.
- the «day boarders» (392 on average in 2023) who live too far from the centre to continue their studies.

The support for these young people revolves around four pillars: daily supervision (health, hygiene, safety), close monitoring of schooling and attendance, support for children with academic or psychological difficulties, and educational and extracurricular activities. The boarding school team organises a monthly meeting with students to discuss any difficulties they may be experiencing and possible solutions, as well as important information about life at the Centre.

As in previous years, in 2023 the emphasis has been on mutual support and student well-being. Every evening, an hour is devoted to homework after school, and the boarding school team ensures that the workload is tailored to the students' level; the little ones are also helped by the older ones to revise. In addition, once a month, day students and boarders benefit from in-house workshops on specific educational topics linked to their personal development, such as stress management, encouraging critical thinking, and more.

PAt the same time, the team works closely with other PSE programmes. A monthly meeting is held with the psychology team, the teaching team and the «Entre-Deux» programme team.

WINTER CAMPS

The main aim of PSE's holiday camps is to continue, during the school holidays, the protection, assistance and education that PSE offers its students throughout the year. Like in 2022, the 2023 camp is slightly unusual since the camps are usually held in the summer. This year, because the academic year shifted from January to November, the school holidays - and therefore the PSE camps - took place in December.

In all, an average of 1,700 children and young people benefited from these leisure activities over a four-week period, supervised by 375 instructors, including 285 Cambodians and 90 Europeans.

The group of Cambodian instructors includes a majority of PSE vocational training students, so it's an

important opportunity for them to practise English and/or French with their European counterparts.

This year saw a development in the camps, with the introduction of a new, comprehensive programme combining educational and recreational aspects, developed in collaboration with our Spanish partner, the SEK school. The programme included activities in mathematics, geography, history and English, adapted to different school levels. For older participants, sessions were offered on self-reflection, training, various workshops and preparation for independent living. The camps were held in nine different locations between Phnom-Penh's PSE Centre and the slums.



SOFT SKILLS

The soft skills programme enhances the social and professional integration of PSE students, by meeting the expectations of employers and society in general. The majority of our students grow up in situations of violence and often without role models, which leads to behaviour that doesn't align with social norms, hindering their academic progress and consequently their professional integration. In 2023, an average of 2,286 students per month benefited from the programme, starting at age 6.

The beneficiaries were given courses tailored to their level: the children in the general education programme took classes focusing on how to live well together, as well as discovering their strengths and weaknesses, their bodies and their environment. Students in vocational training tend to be trained in critical thinking and working life skills, and also receive sex education courses.

This year saw several organisational changes within the soft skills department. In addition to delivering the lessons to the students, the team's objective for this year was to reflect on any improvements they deem necessary in terms of pedagogy, programme content and team organisation. This has led to a restructuring of the soft skills department, to be implemented from 2024.



HEALTH

The PSE medical centre provides comprehensive care for the healthcare needs of both children and families. It is divided into four activities: the infirmary, the dental surgery, the mother-and-child protection service, and the team of psychologists. This represents over 100 consultations a day. The PSE medical centre has agreements with hospitals, laboratories and health centres for any treatments that the centre is unable to provide.

THE INFIRMARY

The infirmary provides various types of treatment and care, including medical consultations, treatments for minor illnesses and vaccinations. In more complex cases, it transfers beneficiaries to partner organisations, to ensure the most appropriate and comprehensive care.

The renovation of the infirmary in 2023 has enabled us to provide more effective treatment for a larger number of beneficiaries. In 2023, almost **1,800 consultations per month** were recorded.

PSYCHOLOGY

The team of psychologists is focused on actively listening to beneficiaries and responding to their needs, offering a wide range of care, including:

- Clinical assessment and treatment
- Group therapy
- Sharing sessions for staff and parents
- Weekly supervision and support

This year, vocational training students and catch-up school pupils also all took part in sharing sessions aimed at raising awareness of the importance of taking care of one's psychological health. Topics covered included stress management, drug prevention, and more.

MEDICAL SOFTWARE

In 2023, a project was carried out to implement medical software for the infirmary, dental surgery, mother-and-child protection centre, psychologists and the programme for children with disabilities. This project will improve the monitoring of beneficiaries' health by improving:

- patient follow-up on prescribed medication
- management of medication stocks and availability
- referral of patients to external experts/hospital follow-up.

DENTAL

The main dental treatments provided in 2023 were fillings, extractions, scaling and endodontics. An average of **315 patients a month** visited the dental practice.

RENOVATION OF THE DENTAL SURGERY

In 2023, the project was successfully completed. Temporarily relocated during the works, continuous dental services were provided. The new dental practice offers:

- **a larger treatment area** (another dental chair has been added to the existing two), enabling a greater number of patients to be treated,
- **a better quality of dental services for PSE patients**, with improved dental equipment, greater safety, and separate rooms for sterilising tools and for X-rays.

Project funded by Rotary Club Lyon, Oral Care Pierre Fabre, Société Macile, PSE Foundation, Antenne PSE PACA, École Sainte Marthe, École Notre Dame Pertuis, Lion's Club Aix Cezanne Doyen, and private individuals.

The aim of the dental practice is not only to treat dental problems, but also to raise awareness of oral hygiene among young people and their families.

To this end, our partner Pierre Fabre has continued to support our team in developing an oral hygiene awareness initiative (workshops, games, practical information sheets, etc.). In addition, Pierre Fabre supplied toothbrushes and toothpaste, which we were able to distribute across our communities in the Paillotes and at winter camps. And last but not least, Pierre Fabre also supported us financially, which helped to increase the positive impact of our awareness campaign.



MOTHER-AND-CHILD PROTECTION (PMI)

The PMI takes care of infants, providing them with appropriate care and nutrition, as well as mothers, educating them about their child's hygiene and diet. The PMI collaborates with hospitals and other organisations to meet specific needs, such as gynaecological consultations and pregnancy monitoring, when these exceed its own capacities.

25 children under the age of 5 were cared for at our PMI centre in 2023; a paediatrician monitored their health twice a week. They were given two meals and two snacks a day, as well as infant formula based on nutritional standards.

The PMI team also took care of children identified as malnourished following the survey carried out in the «Paillotes» in 2022. Recap:

- **141 children** were mildly malnourished,
- **41 children** were moderately malnourished,
- **3 children** were severely malnourished.

All children were treated by the PMI team, either directly in the Paillotes or in our Centre for the most serious cases.

Finally, PMI staff benefited from a number of training sessions, including one run by Les Parents Zen and Gazouyi, in which the Paillotes staff also took part. The training focused on child development and lasted five days - three days of theory and two days of practice.

In addition, in 2023, **50 children** were taken in by childminders.



NUTRITION

Our nutrition programme takes care of the diet of PSE beneficiaries, offering them a range of well-balanced meals prepared in our centre canteens. Breakfast and lunch are provided for all students attending the Centre from Monday to Friday; students housed at PSE also benefit from evening and weekend meals.

Children are encouraged to be self-sufficient: they wash their hands before picking up their meal, and at the end, they wash their dishes in dedicated basins. They are also taught not to waste food.

The canteen at the PSE Centre in Phnom-Penh delivers meals to a number of childcare centres. Others, in the most remote locations, prepare the food themselves. The canteen also delivers packed lunches to beneficiaries attending state schools near the Centre. For those who live further away, a meal voucher system is in place.

On average in 2023, over 7,000 meals a day were distributed.



03 - PROJECTS

ENVIRONMENTAL AWARENESS

As an organisation involved in education, PSE is fully committed to protecting the environment in Cambodia. This ambitious three-year project, from January 2022 to December 2024, aims to raise awareness of environmental issues among all PSE students and staff, and to reduce the environmental impact of our activities. It is organised around four main themes: Waste management, Energy, Biodiversity and Food.

On 8 September, a delegation from the Ministry of the Environment visited the PSE Centre to assess our environmental work. On 26 October, PSE was invited to the Ministry of the Environment to receive ecological accreditation from Eang Sopheleth, Cambodian Minister of the Environment.

But this accreditation is not the end of PSE's commitment: in December 2023, it was decided that PSE would join the EcoCampus programme in 2024, as part of a FEE (Fédération de l'Éducation à l'Environnement) project in Cambodia funded by the GiZ (German development agency). This label represents the highest international environmental recognition a school can obtain, and the Environment team will be working to achieve this over the coming year. This initiative is structured around an eco-committee that will be created and partly composed of students. They are the key players, who will draw up an action plan and implement small-scale environmental projects in the PSE Centre. We aim to achieve certification by the end of 2024, but the programme can be extended for a further year if necessary.

ENVIRONMENTALLY FRIENDLY INSTALLATIONS

In 2023, our students created and maintained 365 sqm of green space and planted over 221 trees. Among the green spaces created, a teaching garden was built in November 2023 as an additional tool for the Environment team's teachers to raise awareness among PSE students as part of their environmental courses. Finally, the replacement of all lamps with low-energy LED bulbs, which began in 2022, was completed in 2023.

ENVIRONMENTAL EDUCATION

2004 students took environmental courses, and all new PSE employees (110 people) were trained in 2023. In addition, an eco club, initially set up in 2022 with 25 members, now has 43 members.

COMMUNITY ENVIRONMENTAL AWARENESS

In 2023, an activity was organised in five of the neighbourhoods where the children cared for by PSE live. These included waste collection and/or planting activities. Five partnerships were also set up with other NGOs to develop environmental activities and training.

WASTE MANAGEMENT

The waste management project is divided into three key areas :

- Selective sorting/recycling was introduced in October 2022, and employee training was organised to support this transition. In 2023, 6.3 tonnes of recyclable waste were sorted, and 3.5 tonnes of compost created.
- The availability of alternatives to single-use plastic was finalised in 2023. As a result, 520 kg of plastic were avoided in 2023.
- Distribution of reusable water bottles: in 2022, a reusable water bottle was distributed to every PSE employee. In 2023, a reusable water bottle was distributed to 6,550 PSE students.

Projects supported by the Natixis Foundation, Natixis APAC and Natixis CIB France, the companies Tenniort and Bas du Fief Joly, ETWA, as well as the Paris-IDF, PACA, ARI, Alsace-Lorraine, Nord and Switzerland branches of PSE.



DEVELOPMENT OF A MULTI-PURPOSE SPACE

In 2019, work was undertaken to expand our school buildings. During this construction period, temporary classrooms were built to accommodate the children. Although the original plan was to demolish these classrooms at the end of the works, we ended up using them during the pandemic to accommodate pupils in smaller groups. After the pandemic, it was decided to transform them into a meeting area for students and/or staff.

Refurbished in 2023, the new space can now be used as a conference/meeting room for large groups, an exhibition hall, a venue for small-group meetings and activities, a rest area for students and staff, and a recreation and activity area.

A project supported by the companies Tenniort and Bas du Fief Joly and the Loire-Océan PSE branch.



Mekong dolphin exhibition



The School of Hospitality's back-to-school gathering

SCHOOL OF AGROECOLOGY IN SIEM REAP

In 2021, Pour un Sourire d'Enfant (PSE) and Ecole du Bayon, at the latter's initiative, launched a pilot project to create a vocational training course in agroecology. In 2023, 20 students were trained in agroecology practices. Unlike the previous two years, this third pilot year was open to young people in grades 4 to the end of secondary school and/or who had dropped out of school. As a result, with the help of the NGO Vivre de sa Terre, the curriculum was revised to adapt it to this variety of backgrounds and needs. From January to August 2023, students attended practical and theoretical courses at the PSE Centre in Siem Reap, followed by a three-month internship from mid-September to mid-December 2023.

Of the 18 students graduating in December 2023, 17 found jobs directly after graduation. The remaining graduate is waiting for a response following interviews. Two students changed internships during the year, and will not receive their diploma until their internship has been completed. This year marks the end of the pilot project.

Vocational training continues in 2024, still on the PSE site in Siem Reap, but will now be operated entirely by the Ecole du Bayon.

A project supported by the organisation Développement Rural Cambodge, Pectofeed, Veolia Bourgogne and the PSE Nord, PACA and UK branches.

INFORMATION SYSTEMS DEVELOPMENT

1. HR INFORMATION SYSTEM

This IT project was launched in 2019 and aims to optimise PSE's human resources management processes. After the needs analysis and supplier selection phase, the software was rolled out in 2022. Since 2022, HR team members, managers and individual employees have had access to different functions. Since implementation, a number of improvements have been added, the last of which will be completed in early 2024, marking the end of the project. This new software enables faster, more accurate management of staff numbers, payroll, training and reporting.

2. SCHOOL MANAGEMENT SYSTEM

A new IT was launched in 2021: SMS for "School Management System". The aim was to set up a new computerised educational data management system. After studying the requirements and selecting the software supplier, the first functions developed were installed in January 2023, enabling the 300 users, mainly teachers, to access and use it in their daily work. Since then, a second batch of features and enhancements was added in December 2023. The final features and enhancements will be rolled out over the coming months, marking the end of this project. This project will enable PSE to better monitor student attendance/absences and school results, manage timetables, etc. and more generally facilitate the work of teachers to enable personalised support, contributing to the success of each child's educational path.

A project supported by the Amanjaya Foundation and the PSE Paris-IDF branch

04 - COMMUNICATION

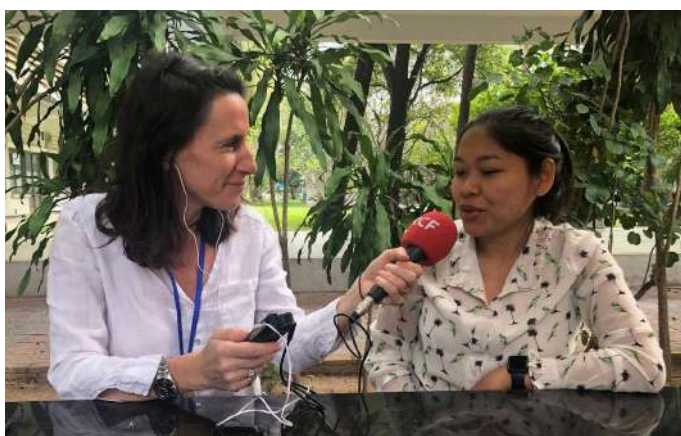
HIGH MEDIA VISIBILITY

A PRESS TRIP WITH FANTASTIC RESULTS

In January 2023, PSE organised a press trip with journalists from **Le Figaro**, **Le Point magazine** and **RCF radio**.

Journalist Arnaud de la Grange (Le Figaro) published a report in the daily newspaper, France's second largest national newspaper with a paid circulation of over 350,000. The article was also featured on the newspaper's website. Journalist Marine de Tilly (Le Point) published her report on the online version of Le Point newspaper, which has almost 25 million monthly visits (fixed, mobile and AMP sites).

Finally, journalist Pauline de Torsiac (RCF) produced a one-hour audio report, broadcast in two 30-minute episodes, on RCF radio, which has 600,000 listeners every day, and is available as a podcast.



NUMEROUS ARTICLES IN THE REGIONAL PRESS

In 2023, the regional press reported on actions organised by volunteers throughout France, with numerous articles in publications such as Les Dernières Nouvelles d'Alsace, Le Progrès, Ouest France, Sud Ouest, Midi Libre, Corse Matin, La Voix du Nord, and more.

MARIE-FRANCE DES PALLIÈRES WINS HUMANITARIAN AWARD

On 28 March, the founder of PSE was awarded the Trophée Humanitaire by the Trophées des Français de l'étranger (Humanitarian Trophy for French Nationals Abroad) presented by France Médias Monde. This award highlights Marie-France des Pallières' commitment to the children of Cambodia. As part of this award, a report about PSE was filmed and broadcast on France 24. An interview with Ghislaine Dufour, President of PSE, was also broadcast on RFI.



AN ONLINE CAMPAIGN TO FUND SCHOOL SUPPLIES

For the start of the new school year in September 2023 in France, PSE mobilised its network to finance 3,600 back-to-school kits, comprising pens, pencils, erasers, notebooks, rulers, chalkboards, chalk, protractors and pencil sharpeners, for PSE children attending state schools. And thanks to everyone's involvement, the target was reached!

AN EXHIBITION-SALE WITH PHOTOGRAPHER VUTHÉARA KHAM

After spending three weeks at PSE in March 2023 and taking more than 10,000 photos, VuThéara Kham exhibited a series of around twenty photos in Montmartre in October 2023, focusing on three themes: poverty in Cambodia, life with the PSE charity and Phnom Penh today. 45 photos were sold for the benefit of PSE.



IN CAMBODIA

“FROM ONE DAY TO ANOTHER” PHOTO EXHIBITION

On 2 and 3 September, the photo exhibition «From One Day to Another», retracing PSE’s 25 years of charity work in Cambodia, was presented to the general public at a community centre in Phnom Penh. This fantastic event raised funds for school supplies and meals.



A CHARITY PARTY FOR MARIE-FRANCE'S 81ST BIRTHDAY

Over 4,000 people attended the charity event organised at PSE for Marie-France’s birthday. It was a wonderful occasion and a great opportunity to raise awareness of all PSE’s efforts for the children, and to raise funds to continue its work.



INFLUENCERS TAKE OVER THE PSE CENTRE

In 2023, a number of influencers visited the PSE centre in Phnom Penh and shared their experience with their followers, including Sabaydara (16,300 followers) and Bhrnmarie (76,000 followers). A fantastic way to reach out to new audiences and make PSE known to as many people as possible.

FUNDRAISING CAMPAIGNS SUPPORTED BY OUR AMBASSADORS

Building on the success of last year's initiative, Cambodia continues to develop its fundraising efforts, with the aim of collecting donations, whether financial or in-kind (of equipment or food).

A team of ambassadors, made up of 24 of the charity's alumni, four of whom work at PSE, have undertaken to support PSE and act as spokespeople for the charity's actions within their networks.

Naturally, these ambassadors were in attendance at the Charity Party. In addition, two campaigns have been launched. One to finance school kits for the children's return to school, and the other to fund meals at the canteen. Our ambassadors took part in these campaigns by promoting them within their personal and professional networks, and pledging to raise funds.

These initiatives have brought encouraging results and continue to be developed in Cambodia. Thank you to the organisations that made in-kind donations in 2023: BRED Bank, WWF, TOTAL ENERGIES, XIANG XING VEGETABLE and MAYASI.

The fundraising campaign for school kits was also rolled out in France in September, and was supported by our volunteers who carried out fundraising activities as part of the campaign.



05 - PATRONAGE & PARTNERSHIPS

The year was marked by the strengthening of partnerships with donors - companies, family foundations, and philanthropists - who have shown PSE exceptional loyalty, for which we are immensely grateful.

We often develop long-term, «multi-faceted» partnerships with companies, involving both financial support and the involvement of employees, who offer their time and skills in support of our work.

On the Cambodian side too, we're seeing a rise in CSR concerns among companies, who are beginning - albeit still to a limited extent - to engage in charitable/solidarity actions in support of NGOs (in particular, in-kind donations). For example, in Phnom-Penh, the KungFu Kitchen restaurant chain carried out a cause-related marketing campaign in aid of PSE.



We have continued to work on structuring our patronage network to meet the growing demands of our donors. This work has focused on improving the presentation of our costs, to help donors better understand their structure and changes, as well as enhancing our activity and results indicators, and generally improving the quality of our reporting. One of the positive outcomes of this approach is that, beyond financing our projects, it helps increase the funding allocated to our programmes, supplementing sponsorships.

FIRST IMPACT MEASUREMENT

Finally, the year was marked by the completion of our charity's first impact measurement, in collaboration with KIMSO, a consultancy firm specialising in this field. Every year, we ask our new graduates about their entry into the world of work. This allows us to check that they have found a job, in what company, in what role and at what salary. But beyond professional integration, our vision is to help children and their families to make a profound and lasting change in their lives. In addition to education and training, we also work to help our young people to rebuild their lives after ensuring so much suffering, to fulfil their potential and feel fully integrated into society. That's why this year, for the first time, we went a step further by asking our graduates some more personal questions: do they feel fully integrated into their company? Are they able to help their families? Do they have confidence in themselves and in the future?... A summary of the results of this major survey, which we will repeat every year, is available on our website.

Many thanks and congratulations to Solène Louvet, who volunteered in Phnom-Penh to, among other things, conduct this study of PSE's impact on transforming the lives of its beneficiaries.

A huge thanks to Arendt (Luxembourg) for funding this project.



EXAMPLES OF PARTNERSHIPS

LES PARENTS ZENS has been supporting PSE since 2018, through financial support but also participation in fundraising. The company also shares its expertise to help PSE provide even more professional early years care.

In January 2023, one of the team travelled to Cambodia to train our Cambodian teams in early years observation, to help them detect developmental delays, motor and/or cognitive disorders in infants and toddlers. The trip also provided an opportunity to introduce local professionals to the fun and creative activities created by its partner Gazouyi, designed to stimulate the senses of young children.



NATIXIS APAC is supporting the development of PSE as an «eco school» and its transition to energy efficiency. Through its Hong Kong branch, Natixis APAC encourages employee volunteering and supports students from the School of Management and Sales through mentoring and internships in Hong Kong.

In June 2023, a team of volunteers from Natixis Asia-Pacific came to the PSE centre to lead various workshops: preparation for job interviews and CV preparation, student career conferences, eco-gardening workshops, «climate fresco», and more.



CHARITY GALA DINNER

A gala dinner in aid of PSE was held on Tuesday 6 June at UNESCO. Two distinguished guests spoke during the evening: Frédéric Lopez and Charles Caudrelier, a sailor who gave a talk on the topic of «a sailor who believed in his dreams».

Several partners joined forces to make the evening a success: Marine and Tanguy Desandre, founders of «Les Parents Zens», who called on their network; Le Petit Cambodge restaurant, which provided a delicious meal; and the Apprentis d’Auteuil, who sent a number of its trainees to provide the service.

The generous and supportive presence of participants enabled us to collect some very handsome donations for PSE.



MANY THANKS TO OUR SPONSORS



AND OUR PARTNERS



06 - NETWORK & VOLUNTEERING

For 28 years, volunteer work has been at the heart of the charity's operations: raising public awareness of the situation of children in our care, presenting PSE's solutions, raising funds, etc.

To achieve this, almost 400 volunteers work on an ad hoc or more regular basis in 23 local support centres (in France, Germany, Belgium, Spain, the United States, Hong Kong, Luxembourg, the UK and Switzerland), or on their own, close to home.

BRANCHES IN FRANCE

15 BRANCHES IN FRANCE :

- PSE Ain-Rhône-Isère
- PSE Alsace-Lorraine
- PSE Aquitaine
- PSE Auvergne
- PSE Basse Normandie
- PSE Bretagne
- PSE Centre
- 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

OTHER ACTIVE VOLUNTEER GROUPS :

- Amiens
- Besançon
- Porto Vecchio...



INTERNATIONAL BRANCHES



GERMANY
KinderlaechelnDeutschlandPSE



HONG-KONG
PSE Hong-Kong



BELGIUM
Action Belgique Pour un Sourire d'Enfant



LUXEMBOURG
PSE Luxembourg



SPAIN
Por la Sonrisa de un Niño



UNITED KINGDOM
For a Child's Smile UK



UNITED STATES
American Friends of PSE



SWITZERLAND
PSE Suisse

MORE THAN A HUNDRED SUPPORT INITIATIVES

In 2023, our network of branches and representatives continued their efforts through a variety of activities and events: from the traditional (performances, screening of Les Pépites, supermarket mini-donations, sales, etc.) to the more unusual (flash sales of peppers via the QoQa platform in Switzerland, grilled pork in Perpignan, etc.).

In Normandy, the second annual «Théâtrales de Cabourg» in aid of PSE was a huge success, with over 927 spectators. The growing success of this event is of great benefit to PSE, both financially and in terms of awareness.



Equally noteworthy is the success of our founder's tour: building on the lessons learned from the previous year, this 27th tour saw 260 new sponsors join us. The profile of organisers has changed over the years: like in Amilly (45), Besançon (25) and Cognac (16), sponsors - in new areas - are embracing this one-off, high-impact project. For the first time, MarieFrance visited Porto Vecchio in Corsica. The organiser had discovered PSE by reading her book a few months earlier!



A FANTASTIC INITIATIVE BY YOUNG VOLUNTEERS

In Toulouse, four former volunteers Solène, Elise, Louise and Romain (short, long and/or camp assignments) spoke about their experiences. It was an emotional evening that brought together some 50 friends, family and friends of their parents, and resulted in three sponsorships!

VOLUNTEER TRIP TO CAMBODIA

A group of volunteers from all over France travelled to discover the PSE Centre in Phnom Penh for a few days. They can tell you more...

«I'm going home with lots of memories of the smiles of the children and young people at PSE, which has made me even more committed to this amazing charity!» Shanti

«I'm coming back with a lot of emotion and admiration, having «seen» these children, this smiling youth, this extraordinary organisation, this calm efficiency». Dany



A SEMINAR TO MEET THE CHALLENGE OF VOLUNTEERING

In early October, branch managers met for a weekend to get to know each other better and share their observations: volunteering is changing, and PSE needs to adapt. Taking on responsibility is less attractive, but interest in one-off actions is growing. It's an opportunity!

With this in mind, a volunteer booklet has been designed based on ten action sheets. The aim is to increase the number of people willing to raise money for us. The booklet will be rolled out in early 2024.

MEETING THE NEEDS OF OUR VOLUNTEERS

To help our volunteers with their efforts, we have launched a series of themed workshops open to all volunteers. These workshops provide an opportunity to share best practices (optimising the impact of your emails, turning your network into a strength, talking about PSE in 1 minute), present a support initiative (charity collection in a supermarket) and tools (access to materials available to volunteers).

07 - VOLUNTEER WORK

Being a volunteer means making a commitment to give the best of yourself with an attitude of openness and respect!

WINTER CAMPS

Every year, during the children's school holidays, we welcome European volunteers paired up with Cambodian volunteers to run the camps in Cambodia. These camps have been created so that the children don't have to go back to collecting rubbish or doing other difficult and dangerous work during their break.

Since the Covid pandemic, the school year has been postponed in Cambodia. In 2023, the children were on holiday in December, which is when the PSE camps were held.

«I'm in Sen Sok, one of the communities (slums) where PSE operates. We leave PSE at 6 am and get back at 6 pm. It's very tiring, but it's going really well!

This year, the aim is to provide educational, sporting and artistic games and activities. Children play and learn. We also offer a lot of singing and dancing to liven up the camps! It's really very joyful». Elise

CHARITY MISSIONS

Every year, volunteers head off to Cambodia to put their skills to use for the benefit of local teams. Volunteers on six-month assignments are housed in the charity's centre. These are generally support missions to implement new programmes, assist teachers, help the communications department, or other similar tasks.

In 2023, 14 volunteers left on assignments lasting at least six months.

«I work in the communications department. This allows me to be at the heart of PSE and to learn about the charity in detail.

What I really like about my job is that in the evenings and at weekends, there's a whole life at the Centre with the children: sports, games, parties, dinner and more. I don't think I've ever seen so many smiles as I have at PSE. It's an incredible human adventure, where you get back so much more than you give». Alix



INTERNATIONAL SOLIDARITY VOLUNTEERING (VSI)

VSI (Volontariat de Solidarité Internationale) assignments are designed to make expertise available to charities. The volunteers selected therefore already have at least two or three years' professional experience, and bring skills that are hard to find in Cambodia.

Assignments last between 1 and 6 years.



«I'm the dean of the PSE School of Management and Sales. Our role is to give young people the confidence they need, and to make sure they get the right opportunities.

There's a lot of work to do with businesses, and I'm keen to expand our network of partners in Cambodia». Sébastien

«PSE is one of the few NGOs where you feel so at home. What's more, the charity's impact on children is visible. I discovered PSE in 2015 with the summer camps.



I've been back every year since and in 2023, I came to work at PSE as head of the new digital course at the School of Management and Sales» Luis



YOUNG PEOPLE INVOLVED IN COMMITTED PROJECTS

The «Odysée Orient» project brought together three young men, Guilhem, Théau and Guillaume, who left Belgium in a Renault 4 to travel to PSE in Cambodia. Devoting themselves as ambassadors for PSE through this trip, they also took part in several conferences organised by PSE to present their adventure to the young people of PSE, who were particularly touched to see that on the other side of the world, PSE supporters were making so much effort for them.



Behind the 23,000-follower Instagram account lilicrazyjourney is Lisa, a 22-year-old student at Sciences Po Bordeaux, recruited for a six-month volunteer assignment as an English language assistant at PSE from January 2024. She chose to travel all the way to Cambodia without taking a single flight, so she embarked on a four-month journey across Europe and Asia, hitchhiking, taking trains and couchsurfing. She also used the trip to raise funds for PSE.



08 - GOVERNANCE & MANAGEMENT

BOARD OF DIRECTORS

The Annual General Meeting of 20 June 2023 renewed the terms of office of four directors and elected one new director. The Board of Directors renewed Ghislaine Dufour's term of office as President and Chair, and appointed Jean-Pascal Orcel as the new Treasurer, replacing Thierry Kuter.



TRIBUTE TO MARTIN DE ROQUEFEUIL

It was with great sadness that we learned of the death of Martin de Roquefeuil, a PSE director, during the night of 14-15 August 2023. He helped create the PSE Aquitaine branch in 2001, and was its president for 10 years. In 2016, he set up the Relais Pays-Basque, which has since hosted three Tour sessions. He was also a member of the PSE Board of Directors, where he contributed his skills in communications, marketing and press relations. Martin will be sorely missed.

OUR ACKNOWLEDGEMENTS

Appointed Managing Director in Cambodia in August 2021, Leakhéna des Pallières has continued her regular interactions with the various ministers in charge. The Ministry of Education has granted civil servant status to 43 of our Catch-up Centre teachers. For them, this offers security, mainly in terms of job security but, above all, a pension. And, for the charity, not only does it mean that the Ministry will cover part of their salary, it's also a chance to keep them for longer. Because often, when we hire young teachers, we start by training them, and once they've been trained, they leave... and the work starts all over again! With this civil servant status, we'll be able to keep them longer, as they'll have fewer reasons to leave. And we won't have to keep on financing training courses for new recruits!

This is an important acknowledgement of PSE's work by the Ministry, which in no way compromises our independence of action. As stipulated in our Memorandum of Understanding, renewed annually since 1996, we have always collaborated effectively with the ministries, while remaining totally independent.

HEAD OFFICE TEAM

At the charity's head office in France, in September 2023, Véronique Pereira replaced Elizabeth de l'Eprevier. Elizabeth spent over 13 years at PSE. She carried out a wide range of tasks and maintained excellent relations with donors and volunteers, all of whom appreciated her natural kindness and generosity!

STRATEGIC PLAN

A strategic plan had been defined for the 2018-2023 period. A progress report on the plan was presented to the Annual General Meeting on 20 June 2023.

The charity has begun work on a new five-year strategic plan, for the period 2024-2028, organised into three major themes:

1. social missions,
2. volunteering,
3. financial resources.

Our discussions and ideas take into account the changes affecting the charity today: the changing needs of beneficiaries, developments in Cambodia, emergence of potential partners, rising costs and pressure on fundraising.

When it comes to strategic thinking on its programmes in Cambodia, the charity tends to favour an approach in which ideas and suggestions come from operational management in the field, and are passed on to the Board.

Work began in autumn 2023, with a view to completion in autumn 2024. As part of this process, among other things, a study of training courses has been launched, aimed at making sure training courses are aligned as closely as possible with expectations of companies, the capabilities and aspirations of beneficiaries, and existing training courses in Phnom-Penh (and potentially tailored to our beneficiaries).

The charity is supported by consulting firm KEA & Partners as part of a skills-based sponsorship.



AUDIT & CONTROL

COMMITTEE

The Audit Committee met three times in 2023, and will present its annual report to the Board of Directors on 27 January 2024. It is chaired by Geoffroy Bazin (Board member), and is made up of two other Board members (Fernando Alonso and Anthony Tigé) and a qualified external member (Patrick Genzling).

In October 2023, a new, simplified version of the risk matrix was approved, reducing the number of risks from 67 to 33. Among these risks, 7 have been identified as particularly critical and are covered by a mitigation plan: child safety, school dropouts, procurement, cybersecurity, currency risks, underfunding, and protection of the charity's property in Cambodia. The internal control function in Phnom Penh was vacant from February to September 2023. In agreement with the Chair of the Audit Committee, senior management in Cambodia has proposed a merger of the management control and internal control functions, as one full-time position should be sufficient to manage both aspects. This position was filled in September 2023. In this context, the internal control action plan was adjusted and partially implemented.

CHILD PROTECTION POLICY

The charity has also updated its child and individual protection policy. This policy describes the behaviors that we can exhibit towards children, and most importantly those that we must not exhibit. Emergency telephone numbers are posted in the Centre, to facilitate the escalation of complaints: in addition to in-house contacts, there is also a direct line to an external platform set up by several NGOs.

This policy has been made known to all members of the charity, starting with the children themselves and their parents. This means that children know who to turn to if a problem should arise.

All staff and administrators have signed the policy, and anyone staying at the Centre will be asked to do so.



OPERATING MODEL

The charity starts by **listening to its beneficiaries**, with social welfare missions developed over time to meet their needs. Children are **supported from start to finish, from early years to professional integration**, via personalised educational paths, with special attention paid to the most vulnerable (catch-up schooling, specific teaching for children with disabilities).

We take a holistic approach to children's needs, taking the pressure out of everyday life and maximising the chances of children graduating school: nutrition, health, protection, and also help for families (PSE distributes rice to parents to compensate for the loss of income when a child attends school rather than working).

The educational approach is also holistic, incorporating education in **values, soft skills** and respect for the environment.

And lastly, our goal is to be fully **involved and integrated in the country** in which we work, taking care not to replace existing local systems. The number of employees in Cambodia was 631 at year-end, 96% of whom were Cambodian. The director is Cambodian, and one of our first beneficiaries 25 years ago.



SOCIO-ECONOMIC MODEL

Our model is based on appealing to the public's generosity, and our resources are made up of private funds.

- **Sponsorship**

Regular donations from individuals with a long-term commitment are our main source of funds, ensuring the long-term viability of the model. Sponsorships are non-personalised, a choice made by the founders from the outset.

Other sources of funding include:

- **Donations**

Received directly or collected by a network of 23 volunteer branches in France and around the world, who organise support events and campaigns.

- **Legacies, gifts and life insurance**

Since last year, this has been a new source of funding.

- **Corporate patronage and philanthropy**

These relate to support for our programmes or projects. We prefer a partnership relationship with our sponsors, so that their support lasts over time, as it is meaningful, engages their employees, and its impact can be measured.

Ever since the charity was founded, operating and fundraising costs have been strictly controlled (<10% of expenditure), thanks to rigorous management and strong reliance on voluntary work. There are only six employees at head office.

Programmes:

Recurring, long-term activities for the benefit of children, primarily our educational and vocational training programmes.

Projects:

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

Management of PSE land and buildings:

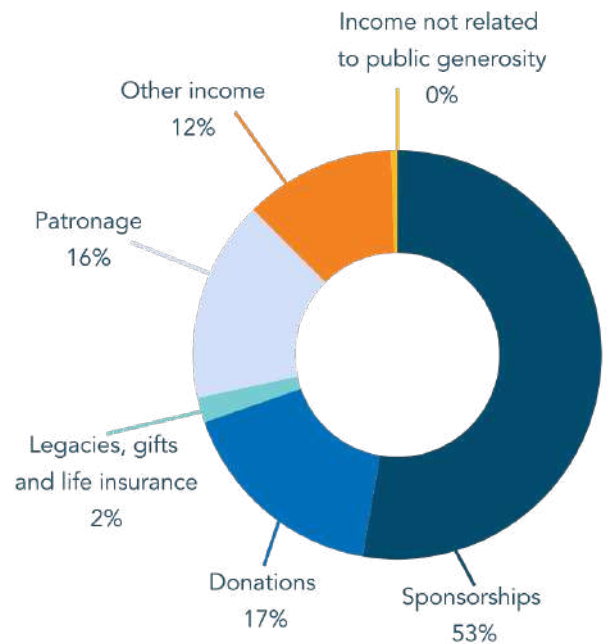
The Cambodian real estate company PSE-C owns the land and buildings. PSE-C is 49% owned by PSE and 51% by Cambodian shareholders, mainly the founders' families.

OUR RESOURCES

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

	2023 (in €k) (12 months)	% change 2021-2022 (16 months)	% change over 12 months
Sponsorships	5 289	-19%	2%
Donations	1 737	-25%	0%
Legacies, gifts and life insurance	182	-39%	-19%
Patronage	1 542	-4%	28%
Other income	1 188	-1%	32%
Income not related to public generosity	31	-83%	-78%
TOTAL	9 969	-18%	10%

Source : CROD 2023



SPONSORSHIPS

These are regular donations, most of them monthly, from nearly 9,000 individuals and around 100 companies. Sponsorships are allocated to social missions, while also covering a portion of overheads and collection costs. The amount of sponsorships was up slightly in 2023 (15 months of sponsorships accounted for in 2021-22, following a change in accounting method, reported as 12 months for comparison).

DONATIONS

Stability in donations other than sponsorships and patronage, which includes: an increase in direct programme donations (5%), stability in unrestricted donations and other donations (some donations replace income from profit-making activities in Cambodia, which are being phased out), and a significant drop in direct project-specific donations (-18%), with a reduction in the number of projects to be financed.

PATRONAGE

This increase covers a very sharp rise in patronage donations to fund programmes (+50%), which confirms the possibility of involving patrons more closely in programmes, and a fall in project-specific financing, due to a reduction in the amounts of projects to be funded.

LEGACIES, GIFTS AND LIFE INSURANCE

During the 2023 financial year, the Charity benefited from three life insurance policies for a total amount of €140k.

OTHER INCOME

This income comprises financial income, exceptional (or non-recurrent) income, reversals of provisions for risks and charges, depreciation of assets, and the use during the financial year of funds received by the charity in previous years and earmarked for specific projects. The stability is a combination of a decline in the use of dedicated funds from previous years (-€359k), a very sharp rise in financial income (linked to the effect of high interest rates on investments, +€329k), and a reversal of the provision for the PSE-C loan (+€456k).

INCOME NOT RELATED TO PUBLIC GENEROSITY

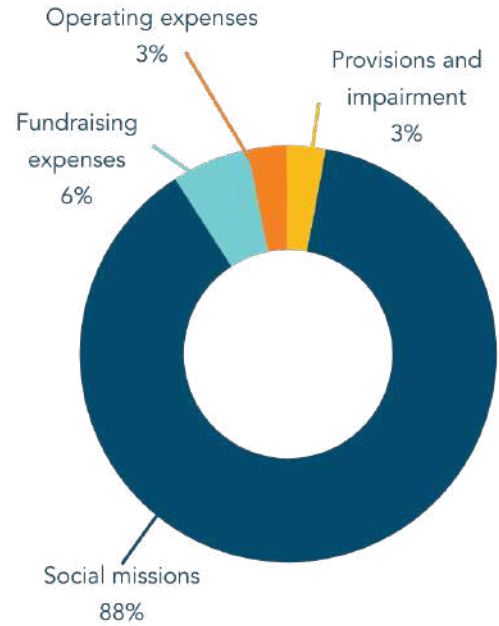
Proceeds from sales of services and goods from the charity's vocational training school practical workshops and sewing workshop fell sharply in 2023, with some turning into donations. The public subsidy received for the 2021-2022 financial year in Cambodia was reduced by two-thirds for 2023.

OUR JOBS

91% of jobs are directly dedicated to the charity's social missions.

	2023 (in €k) (12 months)	% change 2021-2022 (16 months)	% change over 12 months
Social missions	8 199	-12%	17%
Fundraising expenses	528	-8%	22%
Operating expenses	297	-40%	-20%
Provisions and impairment	291	-34%	-12%
SUBTOTAL	9 315	-14%	14%
Other expenses and surplus	654	-47%	-29%
TOTAL	9 969	-18%	10%

Source : CROD 2023



SOCIAL MISSIONS

These are the operating expenses of the programmes from which the children supported by the charity benefit. They are up significantly due to higher personnel costs in Cambodia (higher salaries and a gradual increase in the workforce linked to the return to normal activity in 2023 after the end of the pandemic), and to the negative impact of the exchange rate in 2023.

FUNDRAISING EXPENSES

These are the costs of appeals to the public, mainly at the head office in France. The amount increased in 2023 due to the integration of the costs of a team, based in Cambodia, in charge of preparing grant applications and donor reports (€43k), the increase in PSE Cambodia's fundraising costs and the rise in salary costs allocated to fundraising in France (€21k).

OTHER EXPENSES AND SURPLUS

These expenses represent net income for the year, in excess of €319k, as well as resources allocated to projects, collected during the year and not spent during the year. They are kept to be used for the programmes or projects for which they have been allocated. These expenses fell sharply as a result of the lower profit for the year, while the resources allocated to the project remained stable.

OPERATING EXPENSES

These are the day-to-day management costs of the head office in France. They are down sharply because, in the 2021-22 financial year, operating expenses were impacted by entry fees (€82k) on the acquisition of SCPI units.

PROVISIONS AND IMPAIRMENT

This allocation to financial provisions reflects the depreciation of the gross amount of the loan to PSEC (in \$) at the end of the year compared with its value at the average accounting rate (€/\$=1.1050 vs 1.0512=-5%).

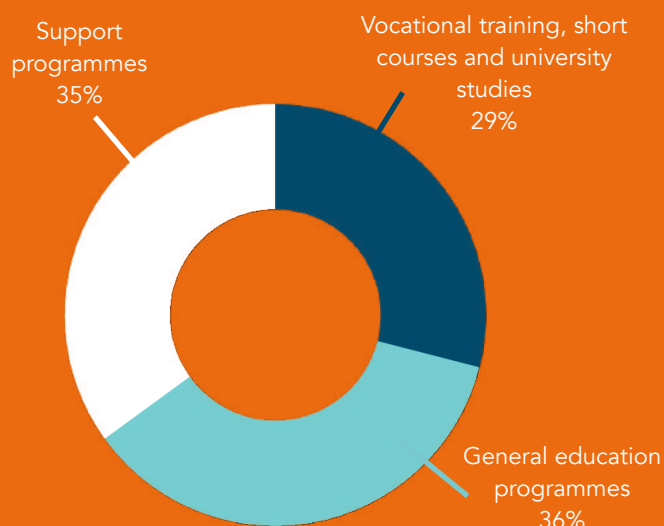
AVERAGE COST PER CHILD PER MONTH (2023 SCHOOL YEAR)

Average for all programmes	Average for all programmes	Children in school		Students in vocational training*
91,5€	97€	56€		229€
		In state schools	At the PSE catch-up school	
		23€	149€	

* Excluding young people on short courses

The cost per child includes the direct costs of training and education programmes, the costs of joint programmes and support services (see next page), as well as operating and fundraising costs. Costs related to projects, small equipment and rent paid by PSE to PSE-C are excluded.

FOCUS ON SOCIAL MISSIONS



GENERAL EDUCATION PROGRAMMES

State school enrolment; PSE school (catch-up teaching and tutoring); nursery-school centres; programmes in the provinces; specialist teaching for children with disabilities; teaching of languages and soft skills; pedagogical team; educational guidance; library.

JOB PLACEMENT PROGRAMMES

Vocational training schools (hospitality, management and sales, construction, mechanics, cinema); Short courses run by PSE or external partners; university studies abroad with student support from the charity (student grants).

SUPPORT PROGRAMMES

Nutrition (canteens), medical and mother-and-child protection programmes; early years assistants, foster families, boarding schools; social and family assistance programmes; extra-curricular activities and summer camps.

COMMENTS

- Programme costs are divided between two-thirds for education and training, and one-third for support programmes.
- For general education programmes, the PSE school accounts for 9% of total programme costs, and the language school for 8%, since 100% of programme costs are borne by PSE (teacher salaries, etc.) This is in contrast to the state school enrolment programme, where PSE provides additional support (uniforms, school supplies, meals, follow-up of beneficiaries, etc.).
- With regard to support programmes, the nutrition programme accounts for 17% of total programme costs.

SIMPLIFIED BALANCE SHEET

ASSETS 2023 (in €k)

Fixed assets	3 403
Current assets	19 034
Cumulative translation adjustment - asset	291
TOTAL ASSETS	22 728

LIABILITIES 2023 (in €k)

Equity or associative funds	14 022
Dedicated funds	7 048
Provisions for risks and liabilities	1 172
Cumulative translation adjustment- liability	486
TOTAL LIABILITIES	22 728

Almost 80% of **fixed assets** represent the net book value of financial assets corresponding to the Cambodian real estate company PSE-C, which owns the land and buildings. The rest corresponds to property, plant and equipment after depreciation.

Current assets consist mainly of financial investments (€11.2 million) and cash (€7.4 million).

Shareholders' equity corresponds to the €10 million in reserves built up by the charity over the years, plus €4 million in retained earnings

Dedicated funds break down into €6.8 million in sponsorship funds, and €0.2 million in funds dedicated to various ongoing projects.

Provisions amounted to €0.4m (provisions for risks) and liabilities at €0.8m.

RESERVE POLICY

In view of its long-term activity (supporting children over the long term), the charity has set itself the target of having a minimum of one year's current business (€8 million). Careful management since its inception, the very positive financial impact of the film Les Pépites and more recently the pandemic (stable income and significantly lower expenditure), have resulted in over 2 years of reserves at the end of the year (amount of equity + dedicated funds to be compared with the amount of current assets). This healthy situation will allow the charity to adjust its income/expenditure over time, by adapting the number of beneficiaries and/or the support provided to each child, with the ability to cope with a temporary deficit, for several years if necessary, and therefore without resorting to short-term cost-cutting measures.



PSE POUR UN
SOURIRE
D'ENFANT

de la misère... à un métier !

PSE IN FRANCE

www.pse.org

49, rue Lamartine
78000 Versailles, FRANCE

Changement au 31/07/2024
10 rue Chevreul
95150 Suresnes, FRANCE

(+33) 1 30 24 20 20

secretariat@pse.org

PSE - Pour un Sourire d'Enfant

psefrance



PSE IN CAMBODIA

www.pse.ngo

N° 402, Village Trea,
Stung Meanchey, Meanchey
BP2107 Phnom Penh 3
CAMBODIA

+855 (0)61 593 964



psecambodia