

**ANNUAL REPORT 2020**

**REACH**



A photograph of a woman and two children sitting in front of a building with corrugated metal walls. The woman is on the left, wearing a striped shirt and holding a baby. Two young children are sitting next to her. The child in the middle is wearing a red floral shirt. The child on the right is wearing a white t-shirt with a 'CAFE' logo. The scene is dimly lit, with light coming from the left. The text 'Alongside Cambodian families, in their fight AGAINST POVERTY.' is overlaid on the bottom half of the image.

Alongside Cambodian families,  
in their fight **AGAINST POVERTY.**

[WWW.REACHSIEMREAP.ORG](http://WWW.REACHSIEMREAP.ORG)

# REACH SIEM REAP

## ANNUAL REPORT

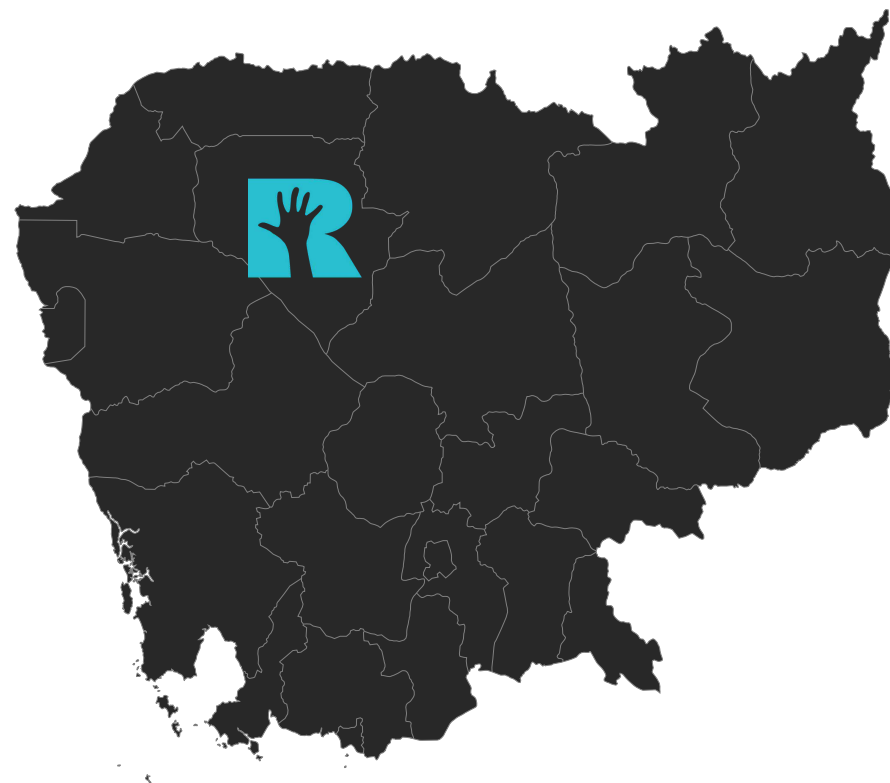
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## ABOUT US

Founded in August 2019, REACH Siem Reap opened the gates of our community centre on the 4th of March, 2020.

With our goal to improve the living conditions of Cambodian families living in abject poverty, we work alongside guardians to support their basic needs so that their children can continue their education.



## CORE OFFERINGS

Within our first year of operation, we have launched 6 key programs, all focused on 3 core offerings:



**EDUCATION**



**NUTRITION**



**HEALTH CARE**



# MISSION

Providing integrated programs for impoverished Cambodian children to become change makers within their community, preparing them with life-skills to gain fair employment, and to break longstanding cycles of poverty within their family.

# VISION

A future where all Cambodian children have access to quality education, shelter, nutritious food, healthcare and safe living environments so that they can thrive, develop, succeed and reach their dreams.

# VALUES



**FLEXIBILITY**



**COMPASSION**



**TRANSPARENCY**



**COMMITMENT**



**OPEN-MINDEDNESS**



**SUSTAINABILITY**

## WORDS FROM OUR FOUNDER



**EMILY WILLIAMSON**

**FOUNDER & PROGRAM MANAGER**

2020, for a multitude of reasons, will be a year I will never forget. Unexpected, challenging and exhausting are all words that come to mind, but above all, this roller coaster of a year will go down in my memory books as the most powerful show of collaboration and compassion I've ever been a part of.

We opened our gates at the very beginning of a global pandemic. We opened during a year when the entire world was suffering, devastation was rampant and the need for support extended not just to those living in developing nations, but to everyday people, living across every, single, country.

I've always liked a challenge – but if someone had told me we'd be opening just to close and given me insight into the challenges we would face, I'm not sure I'd have been brave enough to go through with it.

As the pandemic unfolded, all our planned programs were turned on their heads, our international volunteers went home, and our tourism reliant town began falling down around us.

As the program manager, the most challenging aspect of 2020 was the uncertainty surrounding schools re-opening. With minimal reported cases of Covid-19, our team had hope from the outset that we'd be able to open again, but as the months went by, our hopes diminished.

Every step of the way, our local team collaborated to respond to the unfolding crisis around us. Our education efforts were transformed into fortnightly homework packs and our school meals budget was diverted to providing emergency food relief to our families. Without schools open and very limited opportunity for their families to earn income, our social workers were quick to identify several teenagers succumbing to exploitative labour. In response, we established our REACH Role Models give back program, providing selected youths stipends in exchange for their volunteering on site at REACH.

This annual report gives great insight into each of our programs plans, obstacles and responses. Reflecting on everything our team managed to achieve, I am beyond thankful .

Despite having all odds against us, our team worked tirelessly to not only provide emergency relief, but to also establish our programs for years to come.

REACH's inception has required our all. We've had multiple full-time volunteers, we have worked countless late nights and most Friday's have rolled through to Sunday. But to be able to stand alongside these beautiful families and support them through the most challenging year in recent history, has been an absolute privilege.

Our team's ability to do what we love has been driven entirely by our global supporters. Thanks to the power of the internet, we have been able to share our journey, and I will be forever grateful to each and every person who has joined us on this journey and have believed in our project enough to fund us.

If this is what our local team and global supporters can achieve amidst a pandemic, I can't wait to see what the future holds.

If you are reading this, thank you for being a part of our story.

## WORDS FROM OUR CHAIRMAN



**JOHN IOANNOU**

**CO-FOUNDER & CHAIRMAN AUSTRALIA**

Dear friends, volunteers, generous donors and supporters around the world.

Since its foundation, I have had the honour and privilege to volunteer as Chairman of REACH Siem Reap. I am extremely proud to work alongside a wonderful group of people, all working incredibly hard to make a difference in the lives of others.

Watching the organisation take shape from the founders' vision just over 2 years ago has been truly inspiring. Starting from a vacant block on the outskirts of Siem Reap, to today, a fully constructed school and community centre. We have assembled an amazing team of the most dedicated staff, delivering world class educational and healthcare programs, outreach services, arts and sports facilities, emergency relief programs and community services.

All with the support and commitment of generous volunteers and donors from around the world.



Well, 2020 sure served up some "challenges!!!"

A "once-in-a-lifetime" (hopefully) pandemic, COVID19, swept through the world in early 2020, and changed the world as we knew it. Everybody and everything was affected, and none more-so than those already living in third-world poverty conditions.

At REACH Siem Reap, after offering a glimmer of hope to the newly enrolled 213 students, we were forced to close only 3 days after opening. A truly devastating blow to the whole team that had worked so hard, and of course the children and their families. Then as it emerged that this virus would not be short lived, we could see that it would affect all the fundraising and volunteer activities that kept us going.

Luckily, we were thrown a lifeline when a very generous benefactor offered a fund to match donations dollar-for-dollar for the month of June. This was the "Match Grant Campaign". In spite of job losses and financial difficulties the world was facing, everybody dug deep, and we received donations to meet the June target in the first seven days. Then the benefactor raised the fund, and our donors reached it in another five days. So..... they raised it again, and those June funds meant we could continue to provide the emergency food and medical provisions to our desperate community.

By this stage, international travel all but ceased, volunteers stopped arriving, and zero tourism brought the whole country to its knees.

For us that meant the cancellation of our annual major fundraiser, the charity bike ride across Cambodia. But....failure was not an option!

We went back to the drawing board and completely re-imagined our fundraising plans and came up with some really fun and creative options, including activities for all fitness and skill levels and various fundraising targets. Then we set about planning, logistics, re-mapping the in-country cycling route, re-negotiating with suppliers, getting our students and staff involved, training, and meeting remotely and at odd hours with riders, supporters and stakeholders from around the world. Yes, there were some tense moments, tired bodies and sleepless nights but, we never lost hope.

In January 2021, the inaugural (re-imagined), "Side-by-Side Charity Bike Ride" will be taking place. Our students and staff will ride hundreds of kilometres, virtually "Side-by-Side" with supporters from around the world represented by 55 riders from 11 countries. And...they won't be restricted to cycling! We will also have skaters, swimmers, runners, walkers, injured athletes who will take their challenge to indoor equipment, and even a paddle-surfing dog (not a typo!).

On behalf of all the team and families at REACH Siem Reap, I offer a sincere and heartfelt thank you to everybody who participated. It is only with your support that we can continue to operate.

## WORDS FROM OUR TEAM

### CHEA KOSAL CO-DIRECTOR CAMBODIA

Dearest friends, donors, and supporters,

This year, I am so delighted to establish official English school at Thlok Andong village, the place where a lot of students cannot access free English. As you know, most students need English for their higher education and building a bright future for their life. REACH not only provides free English classes, it also helps families within the local community. During this pandemic, to keep families from starvation, REACH supports the local students and families by giving monthly rice distribution. Through our service, I have seen many positive changes and impacts to REACH's students, youths and community.

Moreover, I have seen our youths are excited to get involved with our volunteering program and they talk about the differences REACH's work and support have made their lives and families better by accessing the Youth Pathway program and Outreach support. These incredible results make me completely appreciative of our team, who always commit to do their best and perform based on our core values to achieve the organisations goals.



On behalf of the REACH team and local directors, as well as Cambodians in general, I would like to express my special thanks to you all for supporting REACH's mission and vision. Without your extensive supports and efforts, REACH would not be able to continue operating all programs to assist and serve students and families to have a lot of opportunities to access quality education, explore new things, and get skills to build their potential to cope with life and make their dreams a reality. Finally, please accept our sincere gratitude for your massive engagement. All of your support allows us to pursue our goals and maintain many benefits for our students and communities and make a Cambodia a better place.



## **SOK MARDY** EDUCATION MANAGER

Dear Donors, Sponsors and Supporters,

It is such a great privilege to share with you all about our productivity in 2020. As you have known that 2020 was a big challenge for every workplace around the world including REACH due to the pandemic of Covid 19. Fortunately, REACH was still able to operate and helping many children, families and staff. On behalf of our entire team, I would like to express my gratitude for your support to raise our team up and shine. The best moment of this year for me was the first day of school officially opening. We could see the big happy smiles of our kids in the assembly area, enjoying eating their daily meal and playing with their friends.

Before enrolling to REACH, most students had no access to learning English. It surprised me a lot because they are living close to the town but they had no access to English education. I understand the importance as when I was young, I also attended an NGO that provided a free English class which has helped me to get to where I am today and why I am so passionate to work for REACH.

When we were forced to close, we came up with an idea to maintain our kid's engagement with their education. We prepared fortnightly homework for our students and also prepared monthly food distributions to their families. Although 2020 was a huge challenge for our team and families, we luckily could keep moving forward. This achievement came from the efforts and dedication of every person who involved in this mission. I would like to take this great opportunity to express my special sincere thanks to the board of directors, donors, sponsors, supporters, international team, local team, and local authorities for your incredible support.

What we have achieved would not be possible without all of you. Finally, I really hope that school will reopen again soon and our kids can return school, access to daily meal and play happily with their friends and study with their teachers.

## JOSEPH MCBRIDE CO-DIRECTOR CAMBODIA

To say 2020 was difficult for everyone is I think the biggest understatement that I've heard during my lifetime but as someone once said "from adversity comes opportunity" and this couldn't be truer than how everyone at REACH coped with what Covid thrust upon them.

From day one, the staff were informed that while funding permitted, their positions and salaries were safe. The shock of Covid's impact on people's livelihoods caused added stress for most staff who were already in stressful personal situations. Keeping our team employed has provided much needed financial security to their families and has ensured that team spirit has remained high this past year.

The silver lining of having the school closed meant that staff have been able to develop workshops for students and their families, and our staff were able to develop their programs, undergo capacity training and participate in various workshops. This led to the positive result of all of our staff members having the opportunity to upskill themselves. Furthermore, during this time, everyone was able to form a very close working relationship.

This would not have been possible without the support of our international donors, who enabled us to keep our staff on 100% of their salaries; an unbelievable result during a year where approximately 300,000 Cambodians lost their income.



This is something that we will forever be grateful for and proud that we managed to achieve in the year 2020.

The Covid-19 repercussions are ever-changing, and REACH has managed to roll with the punches. To ensure everyone remains safe, REACH is committed to following all government requirements and at the same time educating everyone under our care on how best to cope and combat this invisible threat.

Hopefully with the rollout of Vaccines, 2021 will see an improvement for us all!





**Education is not a way to escape poverty,  
it is a way of fighting it.**

**JULIS NYERERE**



## OUR INTERNATIONAL ADVISORY BOARD



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**TERENCE LUSCOMBE**

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**MARK LYNDON**

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I was very proud when I was invited to be a member of the advisory board of REACH Siem Reap at its very beginning.



I am strongly of the opinion that REACH is a most estimable charity, providing essential educational and support services to some of the world's poorest and most disadvantaged peoples.

My thanks to Emily, Joe, Shiv and their dedicated staff as well as all the generous volunteers and donors. I consider it to be a great privilege to be a member of this great organisation.

**DR. TERENCE LUSCOMBE**

**ADVISOR**





**Our professional team of advisors volunteer their skills, advocacy and ongoing support across a range of structural, operational and financial issues.**



## OUR TIMELINE IN BLOGPOSTS

**Our programs  
explained**



**REACH's planned  
charity bike ride**



**Focusing on  
our families**



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2

3

4

5

6

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**Introducing  
REACH**



**Our first  
Covid-19 Update**



**Enrollment &  
homevisits**



**Video update  
from Emily & Joe**

**Introducing REACH  
Repairs Shop**



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**@jacobs\_food\_diaries  
food art for REACH**



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**Sponsor a youth to  
ride 200kms!**



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**Rice Rewards  
program explained**



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**Importance of youth  
empowerment**

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**6 month reflection  
April - September**

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**Collaboration  
is key**

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## JANUARY - MARCH

### BEFORE COVID-19 TAKES HOLD

2020 was the intended year for REACH Siem Reap to operate seven core programs within their strategic context. Before the official opening in March, the first 3 months of the year were spent consolidating the framework to successfully operate as a registered NGO in Cambodia. In January 2020, our MOU with the Ministry of Education was finalised. This MOU serves as a government accreditation for our Education program, with students acquiring official recognition upon REACH's English course completion. REACH's Australian charity, REACH Siem Reap Ltd. was further recognised with DGR status, qualifying for tax deductibility on all Australian donations.

Our selection process for family enrolment began with support and encouragement from the chief of village to conduct home visits to identify the families in most urgent need. The home visits conducted by our social workers took place within a 3.5km radius of REACH and concluded with the preliminary enrolment of 132 impoverished families.



*Watch our home visits video:*

The beginning of the year also marked the completion of our core infrastructure: 4 classrooms, 2 offices, a toilet/shower block and hygiene station and the kitchen. The completion of REACH's foundation buildings allocated our opening date to welcome 204 children to begin studying at REACH with access to our integrated programs on March 4th 2020.

However, the unforeseeable COVID-19 pandemic prompted the government to close all schools with immediate effect a mere 3 days later.



## JANUARY - MARCH

### IN NUMBERS



6

GLOBAL VOLUNTEERS

15



STAFF HIRED



132

AT RISK FAMILIES ENROLLED

4



BUILDINGS CONSTRUCTED

## THE ARRIVAL & CONSEQUENT EFFECT OF COVID-19

Ending 2020 with only 478 reported COVID-19 cases and 0 reported deaths, Cambodia sits extremely low ranking 192 out of 221 countries on the Worldometer measure of Corona virus cases. However, it was not the medical repercussions that have drastically affected Cambodia, but the socio-economic decline which has sent approximately 1.3 million middle class Cambodians, (8% of the population), back into poverty.

In March 2020, the global COVID-19 pandemic forced the Cambodian government to take a drastic, direct response to contain the threat of community transmission. After the second positive case was confirmed, on March 7th, all 13,300 schools and universities were mandated to temporarily close until further instruction, with online distance learning being advised as an alternative. On March 15th, the Vietnamese government locked down the borders to Cambodia, followed by Thailand on 23rd March.

With borders closed, on June 10, 2020, authorities suspended the issue of tourist visas and visas on arrival.

They announced a requirement for foreign travellers entering Cambodia to pay a deposit of USD\$3,000 upon arrival at airports to cover the expenses of mandatory COVID-19 testing and ensuing treatment in the case of a positive result.

These essential measures caused a sharp deceleration in most of Cambodia's main sources of growth - tourism, manufacturing exports, and construction which collectively account for more than 70% of the country's GDP and almost 40% of paid employment. It is projected that up to half a million Cambodian workers have lost their jobs in 2020 as a direct result of COVID-19. This prompted the government to launch a temporary cash relief program in June for poor and vulnerable families - (those holding a "poor card.") The stipend scheme was temporary relief, proposed to discontinue in December 2020.

In this unparalleled year, there is no clear time frame of when borders will re-open or international tourists will return, and as a result, it is predicted that it will take multiple years for Cambodia to recover from this global crisis.



Comparing 2019 to 2020,  
the global pandemic has caused an

**80.2%**

overall decline in international tourists.

- NAGACORP



## COVID-19 DIRECT EFFECT ON REACH FAMILIES

Before this devastating pandemic, many of the families enrolled at REACH sat below the poverty line, earning less than \$0.93 a day. Through our enrollments data collection, we learned that 23% of REACH parents were Tuk-tuk or moto-drivers, 18% were security guards at hotels and 15% worked on construction sites.

With an 80% decline in tourism, approximately 60% of REACH families lost their jobs. The parents and guardians that remained in employment, reported a dramatic salary decrease, up to 80%, which has sent families spiraling into further depths of poverty. Although most REACH families were legally eligible for the cash relief program from the government, many families do not have the correct documentation such as birth certificates or ID cards that would enable them to apply. Of the families receiving the government stipend, the average allowance was \$40 per family per month.

As a substitute for classrooms, government schools hosted lessons through an online learning platform, for which to attend, students required a stable internet connection and access to a smartphone or laptop.

The lack of technology owned by REACH families, resulted in the majority of our students missing approximately 9 months of their crucial government schooling. Thus, further highlighting the socio-economic gap between the rich and the poor.

For the 60% of REACH families that squat on government roadside, the loss of income, combined with the closure of schools culminated in 29 REACH families returning to their rural hometowns in search of agricultural work. However, the involvement of the REACH Role Model youths in the REACH Riders Club and Youth Pathways program over 30 youths from being exploited in illegal workplaces.

**After only 3 days of opening REACH,  
Covid-19 forced us to close our school gates.**

**All of our fundraising and program plans were  
out the window; it was a sink or swim.**

**This is how we responded...**





# EDUCATION

## PROPOSED PROGRAM

Led by dedicated Cambodian teachers, REACH's Education Program aims to support over 200 children with supplementary English, Maths and Morality lessons outside of public-school hours. Upon completion of each level of our English courses, students will receive certificates accredited by the Governmental Ministry of Education.

Alongside educational classes, students will have access to a free Physical Education Program and Art Classes. The classes will be 3 times a week and consist of one hour of recreational sport at our partner sports centre, or creative drawing/painting in our classrooms.

## OBSTACLE

The government order to close all educational facilities in Cambodia meant that REACH's Education Program could not operate in its intended classroom learning capacity for 9 months of 2020. Additionally, with the public schools switching to online learning, most REACH students would not have the means to access their classes and become unengaged with their education. Our four employed local teachers and Education Manager did not have students to teach and their intended job roles became redundant.





## RESPONSE

The Education program staff members adapted their responsibilities to work on multiple tasks both inside and outside of their programs, receiving 100% of their salaries as they remained in full time employment. Our teachers worked together to create important outreach workshops which will be delivered to REACH parents and guardians.

We were aware that this educational gap for our youths would be another devastating set back. Recognising that many of our students would not have access to online learning and be mentally unstimulated, our teachers prepared fortnightly homework packs and with the aid of sponsors, distributed resources for our students to complete the homework.

We focused on upskilling our teachers through educational workshops and training that were offered in the local community. As a result, we collaborated with local organisations and built strong partnerships that will be ongoing.



# EDUCATION

## IN NUMBERS

5 

STAFF RETAINED

11 

STAFF TRAINING WORKSHOPS



200 +

STUDENTS RECEIVED SUPPORT

2,806



HOME WORK PACKS DISTRIBUTED



## STRENGTH IN UNITY **CASE STUDY**

With the astronomical number of job losses and continuing decline in employment opportunities in Siem Reap, it became clear that many REACH staff members had become the sole earners for their families. When REACH was founded, in addition to committing to the beneficiaries, we also made a commitment to our valued staff members. On the understanding that funding permitted, we reassured our four teachers and Education Manager that their employment at REACH was secure.

“Before COVID-19, my eldest sister worked in reservations for a tour agency and earned \$500 a month. She helped to support our family and she enjoyed her job and worked hard. She lost her job in April 2020 due to the pandemic, and now she has moved far away from our family home to the rural countryside to harvest corn and rice. She can no longer help to financially support our family.” said Sreynoch, English teacher in the yellow classroom. In addition to REACH staff maintaining their full salaries for the entire year, they also took part in many upskilling workshops.

“I feel very lucky to have my job at REACH. I am still studying at university and this is my first full time job. This also means that I can continue paying my university fees and complete my degree. Since the school closed, we have taken part in many workshops and I feel like I have learnt a lot and I am well prepared for when my students come back to school. In particular, I enjoyed learning about conflict resolution and now have a clear understanding of how to identify my student’s feelings and help them.”

**ENGLISH TEACHER CHUENN SREYNOCH**





## HEALTH & NUTRITION

### PROPOSED PROGRAM

REACH aims to provide all primary-aged students with a daily nutritious meal that varies from day to day to complete a balanced diet. In conjunction with their daily meals, our students also have access to clean drinking water, their own drinking cup and are given a daily multivitamin.

Every child is given a toothbrush and are expected to brush their teeth with toothpaste at our hygiene station daily. To further promote good hygiene at home, every child is also given one bar of Eco-Soap monthly.

### OBSTACLE

Due to the school closure, the lack of education about tooth brushing/cleanliness would be continued at home and the basic hygiene taught by our teachers could not be continued or monitored.

Children received 3 days of nutritious school meals and drinking water and with classrooms suspended, our employed Head of Kitchen no longer had her role of cooking daily meals for the students.







## RESPONSE

Having spent 3 initial days in the classrooms with their students, the teachers had already instilled the importance of good hygiene and hand-washing practices. This was further reinforced in the mini-workshops held for our families during monthly crisis relief distributions where families were given bars of eco soap every month to continue this practice at home.

As our kitchen team was not preparing daily meals for the students, they were able to facilitate the development of a vegetable garden to supplement our meals program. Additional land at the back of the school was cleared, vegetable patches and structures were erected, compost was spread, and seeds were planted. This resulted in the team able to trial and error which vegetables would grow the best in the climate and at what speed to determine which vegetable seeds were best to continue planting to generate the most produce for our school meals.

Had our school not have closed, this garden would not have been built - a sustainable silver lining.

# HEALTH & NUTRITION

IN NUMBERS



2

STAFF RETAINED

18

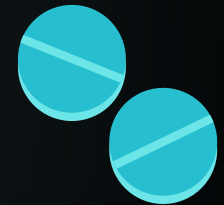


GARDEN BEDS CREATED



2,938

SOAP DISTRIBUTED




1,249

PARASITE TABLETS DISTRIBUTED







**It is such a great success to see the transformation of the garden from the empty land to now being filled with fresh and different kinds of vegetables.**

**I am so happy that we will be able to share our growing vegetables to families and include this program for our students in the future. Growing vegetables is my passion and I love working in the garden.**

**HOURT SREYMOM**

**COOK**

# OUTREACH

## PROPOSED PROGRAM

Our community Outreach program aims to provide enrolled families with a hand-up in times of desperate need.

Depending on the emergency faced, our team of Social Workers provide families with a variety of solutions, such as emergency medical treatment, urgent food distribution, critical roof repairs, government documentation, domestic violence conflict resolution, dental treatment, clothing, community educational seminars, family planning advice and birth control.

## OBSTACLE

With many of REACH's enrolled families sitting below the poverty line before COVID-19, the country's economic decline and loss of most income industries forced our families into a critically desperate situation.

Widespread job losses and closure of schools, posed the threat that children would be forced to labour to provide for their families. This also risked many children not returning to education and instead, destined to a life in an illegal and unfair workforce.

With REACH's Education program closed and unable to operate, the families could easily become disengaged with REACH and feel unsupported, as a result leaving Siem Reap province and return to the rural countryside.

The added financial strain and pressure in addition to the increase in time spent in the home could cause conflict within the home environment.



## RESPONSE

As a direct response to the school's closure, REACH's budget was redirected into the Outreach Program. We restructured to enable Outreach to operate as our core program through 2020. To combat the threat of starvation, monthly emergency relief packs were distributed, beginning in March, and continuing throughout the course of the entire year. Each monthly emergency pack contained at a minimum: rice, eggs, sauces, cooking oil, fish cans, and soap. Every staff member was flexible in their job role and was involved in the distributions.

For our families to remain engaged at REACH and minimize the risk of their relocation and school dropouts, when collecting the emergency relief packs, the parents and guardians attended mini-workshops led by our staff on important issues such as COVID safety and health and hygiene. Additionally, these workshops enabled open communication between our team and beneficiaries throughout the school's closure.

This open communication enabled our social workers to identify families that were having problems and similarly enabled any parents and guardians to openly discuss issues and create solutions with our team. During the school's closure, we were able to continue facilitating basic medical and dental visits to prevent injuries and illnesses from deteriorating.





## EMERGENCY RESPONSES

# CASE STUDY

When a REACH family decided to light incense inside their tin shack, to show respect on a Buddhist day in December, they did not expect that it would result in them losing the minimal belongings that they had. The family of 5 were devastated when the incense stick was accidentally knocked over, setting fire to everything inside their modest home.

**“We lost most of the things that we owned in the fire including the children’s birth certificates, clothes and schoolbooks. The fire also burned through the roof of our house, leaving a big open hole.”**

Luckily, due to the regular contact with our families during the school’s closure, the family alerted our team to ask for help. The tarp that was used as roofing to protect the family’s home from the elements was scorched and no longer protective. After a recent collaborative outreach project with Cambodia Rural Students Trust (CRST), we had spare tarps remaining, which we were able to provide to the family. To replace the small amount of clothes that the family owned, we retrieved some preloved in-kind clothing donations that we had recently received from a member of the local community.

**“We felt really grateful to receive donations from REACH, especially the tarp which we used for roofing. The week after the fire happened in our home, the rainy season started, and without the tarp, our home would have been badly flooded and damaged further.”**

**- REACH FAMILY**





## OUTREACH IN NUMBERS

Due to the forced closure of our school, the majority of REACH's efforts were diverted to program development and emergency outreach support to more than 100 families in the community.



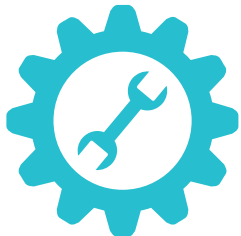
**12 EMERGENCY RELIEF  
DISTRIBUTION DAYS**



**7 EDUCATIONAL  
COMMUNITY WORKSHOPS**

**26 MEDICAL VISITS  
& TREATMENTS**

**2 CONTRACEPTIVE  
IMPLANT BARS PROVIDED**



**14 DENTAL VISITS  
& TREATMENTS**

**19 ROOFS REPAIRED  
WITH TARPS**

**= THIS MUCH  
FOOD SECURITY**

24,415 KGS RICE  
26,603 EGGS  
1,270 NOODLES  
2,833 SAUCES  
1,840 FISH CANS  
& VEGGIES TOO!



# YOUTH PATHWAYS

## PROPOSED PROGRAM

Youth Pathways is a supportive program for teenagers (13+) who are studying in our Education Program. Youths can elect themselves to act as mentors for the younger students at REACH by becoming a “REACH Role Model”. Our Role Models actively give back to REACH and the local community by completing volunteer hours in our garden, daily chores, and fixing bicycles in our REACH Repairs Shop.

Selected by our social workers and education team, vulnerable youths will receive additional support to ensure that they have the means to complete high school, with the end goal to become university graduates or vocational training graduates. The additional support will be used to pay for extra lessons and other fees incurred from public school.

## OBSTACLE

With the indefinite closure of our Education Program, there was enormous concern that our youths would become disengaged with education and as a result would drop out from school. Most of our youths had no access to online learning and would fall behind in their studies.





## RESPONSE

To guarantee that our most vulnerable youths did not fall victim to exploitative labour in the absence of school hours, we ensured that they remained engaged with REACH's Youth Pathways program. In direct correlation with our Youth Pathways program, we selected interested youths to join our REACH Riders Club and take part in bicycle rides with the longer-term goal of participating in our inaugural Side-by-Side ride. We began with monthly rides, however, as requested by the students, we increased the rides to become daily rides as they enjoyed it so much.

Additionally, we commenced our collaboration with Kingdom Fight Gym who sponsored our youths to participate in monthly training sessions in the traditional Cambodian martial art: Kun Khmer.

In March, we began distributing stipends to the youths that we identified as at risk. To promote responsibility, the youths were required to complete structured volunteer hours which will be an ongoing requirement of the program. The students took part in a bicycle repair program and then repaired bicycles for members of the local community in the REACH Repairs Shop.



# YOUTH PATHWAYS IN NUMBERS



9

REACH ROLE MODELS



9

YOUTHS RECEIVING STIPENDS



10+

EXTRA-CURRICULAR EXCURSIONS



# 4

## AREAS IN THE 'GIVE BACK' PROGRAM

In 2020, through our Youth Pathways 'Give Back' scheme, Role Models volunteered their time in the following areas within our school:

Gardening   Kitchen Duties   Bicycle Repairs   Administration



## THE REALITY OF A REACH ROLE MODEL **CASE STUDY**

**\* NAME CHANGED FOR CHILD PROTECTION PURPOSES**

At only 14 years old, Sievmey\* bore the weight of the world on her shoulders. “A few years ago, my parents moved to Thailand to sell sugarcane and try and earn more money than they would in Cambodia, so I went to live with my granny. My granny did not have much money, so we needed to go out in the evenings and collect recyclable rubbish so that we could pay our rent which was \$17.50 per month. Together, if we worked for many hours, we could earn around \$2.50 per day.”

As her grandmother got older, and her health deteriorated to the point that she could not go out and collect rubbish anymore, Sievmey found herself in the position where she was the sole breadwinner for herself and her grandmother. To increase her income, her aunt found her a job working in a local market restaurant for \$0.70c an hour, 16 hours a day, 7 days a week.

“When I was working at the restaurant, I was so exhausted that I struggled to get out of bed in the mornings. However, I told myself to keep going, even though I was sick, and my body couldn’t take it” said Sievmey. Sievmey continued working in these conditions until she came to enrol in our English classes and our social workers identified that she was a victim of child labor. To ensure that the family would not lose their home if Sievmey stopped working, Sievmey began receiving a stipend to pay for the family’s monthly rental.

Sievmey’s proud granny told us, “We are so proud of Sievmey for working hard at school. I think it is very important for her to learn English and I would love for her to have the chance to go to University,” Sievmey has proven to be a hardworking student and volunteer, and we are excited for her future.

**YOUTH PATHWAYS STUDENT**





## REACH RIDERS CLUB

### PROPOSED PROGRAM

In direct correlation with our Youth Pathways program, each month our teachers and Education Manager will select 5-10 of the highest achieving youths from our evening classes. The selected youths will participate in monthly countryside bike rides with our team. This program will encourage youths to work harder in class, as well as help us to monitor those most eligible for university sponsorships.

To ensure that parents are able to use their bicycles for work and children have transportation to school, we will provide free maintenance and basic repairs for bicycles in the community. Bicycles will be donated to those in the most urgent need which will be evaluated on a case-by-case basis.

### OBSTACLE

We were unable to monitor our youths due to the temporary cessation of classes, and therefore, unable to complete an assessment process to select students to attend club rides.



## RESPONSE

In June, our team and selected youths joined a bicycle repair workshop to gain the skills to launch our REACH Repairs Shop. Members of the community began bringing their old bicycles for repair and maintenance, and our youths continued building their skills in bicycle maintenance whilst giving back to the community.

The REACH Repair shop took form, and a number of teenagers from our Youth Pathways program began repairing our beneficiaries bicycles. Local expatriates in the community also donated their old bicycles, so that our Role Models could repair them and distribute the bikes to those in the most need.

Knowing that all of our youths living in poverty were vulnerable during the school's closure, we began enrolling youths into the REACH Riders Club as a means of engagement and to promote physical exercise to benefit their health. We began with monthly club rides, using the 15 mountain bikes that were kindly donated by participants of our Ride to REACH event. As we witnessed the growth of the youths enjoyment, and more students came forward to be inducted into the club, in October, we increased the club rides to daily.

With the growing success of the club, came the reinvention of our biggest fundraising event. What was initially a cross-country charity bike ride for international participants transformed into the "Side by Side" ride for 30 of our youths. To grow the club and the program to its full potential, we hired an additional team member, Borith, who has years of experience in bike tour leading and bike mechanics. Borith began training sessions in August for the inaugural 2021 event of 200kms in 2 days, which involved approximately 6 months of fun club training rides for our students to participate in during the school's closure. This exciting lead up to the Side by Side event has kept our youths focused and committed and enabled us to continue building relationships.

## RIDING THROUGH COVID-19 WITH REACH

## CASE STUDY

For many impoverished teens, continuing education is not an option as they must join the workforce to help to support their struggling families. Despite not having the opportunity to complete high school themselves, the Rith parents have always highly valued their children's education. Due to a lack of employment prospects, in 2014, the family was forced to move to Thailand in search of work. "I had to drop out of school in grade 4 as my family could not afford the costs. As I had no education, it was very difficult to find work. Myself and my husband knew that we could labor as construction workers in Thailand, so we had to move there to be able to provide for our young children," said Mrs. Rith.

When their eldest son reached around 12 years old, he would often help his parents complete their tasks on the site to guarantee that the family would receive their monthly salary of approximately \$150. As their young children had crossed the border illegally with no passports or formal identification, they were not able to enrol into a school, and subsequently went six years without receiving an education.

Mrs. Rith told us; "I felt immense guilt that my children were illiterate. I knew that if we stayed on the construction site, they would have no opportunities as they had little education like myself." For this reason, the family returned to Thlok Andoung, Siem Reap in January 2020, where they set up a makeshift shelter on a small piece of land that belonged to one of their relatives.

With little more than wooden planks to sleep on and tin roofing for protection, our social workers noted the poor living conditions whilst they were conducting home visits, and the Rith family were enrolled at REACH. Both parents found local employment and the children were re-enrolled back into public school. However, only 2 months later, the economic repercussions of COVID-19 rendered both parents redundant and all schools were immediately closed.





“When Covid hit, myself and my husband lost our jobs which was devastating. Our previous employer called us to return to work on the construction site in Thailand and we didn’t know what to do.” Despite the school’s closure, the family’s two teenage children were enrolled in the REACH Role Models Club.

They began volunteering their time at REACH in the garden, kitchen, outreach department, and repairs shop. As incentive for their volunteering at REACH, as role models, the youths received emergency stipends which would go towards their extra lessons at school. They were further selected to participate in the Side by Side ride, which will involve cycling 200kms in 2 days to raise money for their own community. Their participation in this event meant that the two youths took part in daily club rides for 6 months during the school’s closure.

“In the beginning, we considered returning to Thailand with our children, as we were worried how we would provide for them. However, after receiving the support from REACH and watching our children’s daily enjoyment as members of the rider’s club, we knew we had the choice to stay for our children to have better opportunities.”

If it had not been for the support and regular interaction with this family, the Rith family would have believed that they had no other option than to return to the construction site. Instead, they are now working towards a bright future.

## - REACH FAMILY



ANNUAL REPORT - 2020

## REACH RIDERS CLUB IN NUMBERS

# 32

STUDENTS  
SPONSORED  
ON OUR 200KM  
SIDE BY SIDE  
BIKE RIDE!



# 1,806

KILOMETERS RIDDEN



# 59

TRAINING RIDES



# 64

BIKES REPAIRED FOR FAMILIES



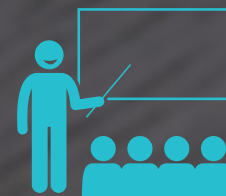
# 15

MOUNTAIN BIKES  
SPONSORED



# 26

PRE-LOVED BIKES DONATED



# 5

ROAD SAFETY  
WORKSHOPS





**Life is like riding a bicycle.  
To keep your balance you must keep moving!**

**- ALBERT EINSTEIN**





# COMPUTER LITERACY

## PROPOSED PROGRAM

When funding permits, we will be offering free 6-month courses in basic Computer Literacy covering: Hardware, Software, Typing (Khmer & English), Microsoft Office, PowerPoint, Excel, Gmail & Internet.

We plan to have 2 courses running simultaneously 1.5 hours per day (Monday-Friday) for our youths, and 60 minutes of Computer practice per week, per junior English Class.

## OBSTACLE


We were donated 12 MacBook's in Australia, which we intended to be brought over with visitors, but this was not possible due to Covid restrictions and so, we could not receive the donations.

Moreover, the planned classes could not go ahead as there was no students attending school due to mandated closure.

## RESPONSE

Thanks to the generosity of a private donor, our computer lab was constructed during the schools' closure so that we could begin the program as soon as students returned. We purchased 15 computers through a local organisation to trial their product whilst we created a computer literacy curriculum.

We were able to provide access to e-learning for a small number of youths, however, for the most part we had no students attending and instead began up-skilling our team in computer literacy.



**Access to computers and the Internet has  
become a basic need for education in our society.**



**- KENT CONRAD**

# VOLUNTEER PROGRAM

## PROPOSED PROGRAM

Our volunteer program will welcome both local, and international volunteers to assist our Cambodian team in facilitating change across all of REACH's programs.

Volunteers will commit their time from 1 week up to a maximum of 4 weeks. When on the ground, volunteers will be taken care of by the Volunteer Manager and supported throughout their stay.

Volunteer fees will be a reliable source of income, and each volunteer's donation will go directly towards the operational costs of the organisation.

## OBSTACLE

In March, we had 5 volunteers on the ground at REACH and we were anticipating many more arrivals in the coming months. However, with the looming threat of border closure and a risk of being stranded in Cambodia, all our volunteers returned to their home countries.

As predicted, shortly afterward, borders were closed, and international travel was suspended. We had anticipated our education program would be the most popular area for volunteers to assist in the classrooms, and for 9 months of 2020, this program was suspended.

## RESPONSE

Through both our online presence and by word of mouth, we were able to place 7 in-country volunteers throughout our schools closure.

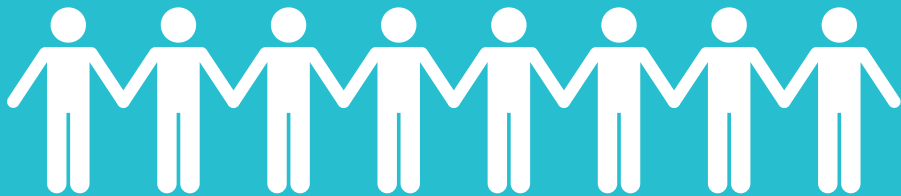
Despite the pandemic, inquiries came in via our website and social media pages from supporters who had been following our journey and wanted to be involved.

These incredible volunteers assisted our local team in providing emergency distributions, teaching support, leading bike rides, bicycle repairs, and administrative support.





**Without global support and international volunteers,  
REACH would cease to exist...**



## VOLUNTEER TESTIMONIAL

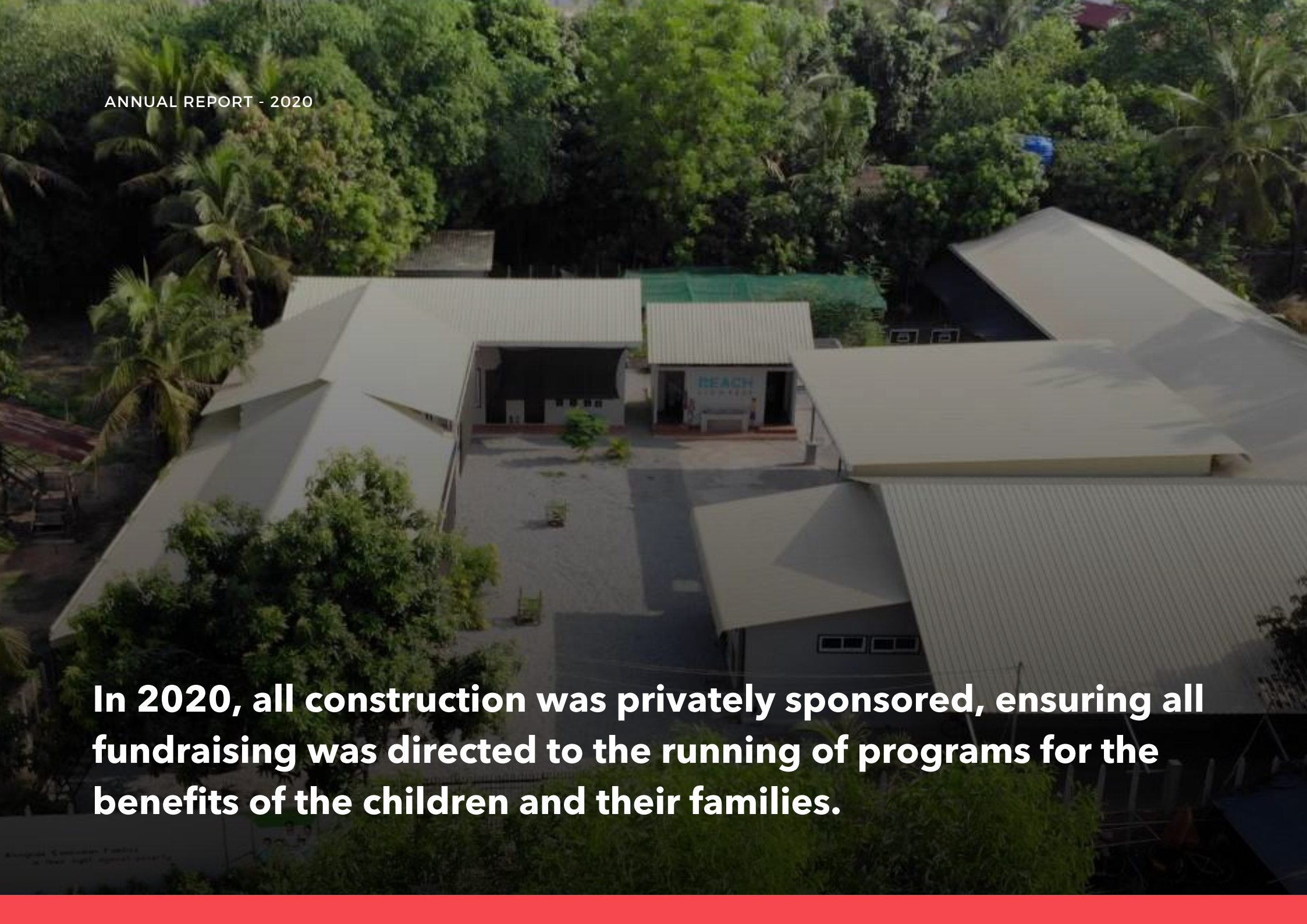
I spent 2020 volunteering at REACH. My initial roles included helping with the enrolment process of more than 100 families and painting of the school's buildings. Despite the forced closure of school due to Covid-19 REACH was still as active in the local community as the situation allowed. Volunteering alongside the local Khmer staff I witnessed at first hand their positive attitude to maintaining contact with the families providing much needed monthly food supplies as well as homework for the children to continue their English studies.

With REACH closed for day-to-day operations the older children were able sign up to the REACH Riders Club bike rides, which lead onto daily training rides for the Side by Side riding event. Taking part in the training and leading these rides was the highlight of my year. The enthusiasm of the kids to cycle in all weather conditions for as long as possible never waned. Watching them bond together, develop as a group and create friendships was so rewarding.

**- DARREN HARBER**







**In 2020, all construction was privately sponsored, ensuring all fundraising was directed to the running of programs for the benefits of the children and their families.**

# CONSTRUCTION

Opening the school in March, with limited infrastructure we were expecting to run our program without a kitchen and had 7 staff working in 2 small offices. But thanks to the generosity of a private donor who believes heavily in our NGO, we were provided funding specifically towards construction and are now years ahead of our plans for facilities.

After the initial core structure of the classrooms and offices was completed, the computer lab followed suit shortly after. The purpose of this fast construction was so that our computer literacy program would be concurrent with our education schedule. Having our computer lab finished will enable us to provide our students with a valuable computer literacy program on their return.

As April came and we were under the understanding that the school would be closed for the foreseeable future, we decided to clear the vacant part of the land at the back of the plot to make room for our soon-to-be vegetable garden.

We began by building basic garden beds and expanding the structures gradually throughout the next couple of months and a variety of vegetable seeds were planted and tended to.

With a strong focus on our REACH Riders Club and the anticipated donation of 15 mountain bikes in August, the next essential building was the bike shed to store our mountain bikes. This space was used for storing the tools for the Repair shop in addition to all helmets and safety equipment for the daily club rides and was essential to preventing theft of our tools and bikes.

Additional construction completed in 2020 includes:

- Education office
- Kindergarten classroom and outdoor play area
- Additional outreach office with medical bay and counseling facility
- Paved assembly area with covered roof

We are so grateful to be entering 2021 with our facilities complete and no further large-scale projects will be needed to allow REACH to run all its proposed projects going forward.

The total costs of the construction were generously sponsored by private donors, and not through our general fundraising activities.

## INTERNATIONAL PARTNERS

The following international organisations play a key role in the success of our programs.



First Move Digital are a digital marketing agency who are helping REACH get the good word out there. From social media management, to SEO services, the team at First Move have been with us since day one.



REACH Siem Reap is proudly sponsored by the Rotary Passport Club of Melbourne as a Rotary Australia World Community Service (RAWCS) approved project.



Lantern Projects, our U.S.A registered partner charity collects funds from our American supporters on our behalf. Donations through Lantern Projects are tax deductible in America and 100% of donation received is forwarded to REACH.



**The team at First Move have been involved with Emily and her team at REACH since day one and we absolutely love it!**



**Being able to assist the team at Reach during 2020 and all the troubles that it brought has been an absolute honour and we wouldn't have it any other way.**

**- DAN COPSEY FIRST MOVE DIGITAL**



## LOCAL COLLABORATIONS

By joining forces with like-minded local organisations, we are able to have a greater impact. In 2020 we collaborated with the following NGO's and businesses in Siem Reap:





The Cambodia Rural Students Trust NGO (CRST) has the dual missions of ‘Breaking the poverty cycle through education’ and ‘Educating future leaders’. As a non-government organisation which is entirely led and managed by the student cohort, our students are mentored daily that they have a responsibility to themselves to be the best they can be, as well as a responsibility to society, to give others a hand-up towards an empowered life. The collaboration between the students of CRST and REACH is both impactful and inspirational – as ‘big sisters and brothers’, CRST’s high school and university students share their life-experiences, knowledge and the value of education. Having all come from poor rural families themselves, they act as role-models, proving that poverty is not a barrier, and education will change your life!!

REACH is an organisation steeped in social-justice and social-change – Emily and her team are passionate advocates for the underprivileged and the power of education. Empower yourself, so you can help others - our collaboration is enriching REACH’s students, CRST’s students and Cambodian society. Together, we are leaving more footprints for others to follow.

**- AVIV & JESSICA PALT**  
**CO-FOUNDERS CRST NGO**



A person with dark hair, wearing a black t-shirt with the 'REACH' logo, is seen from the back, working on a green corrugated metal structure. They are holding a thin rod or wire. Above them is a large, shiny blue tarp that reflects the sunlight. The background shows some green foliage.

# CASE STUDY

## CRST LEADERS INSPIRE OUR YOUTH

Through our founders' Emily and John's Rotary Passport Club of Melbourne (RPM) membership, we have had the pleasure of meeting and connecting with various Australian and overseas ambassadors coordinating aid relief and poverty alleviation across the globe. At the beginning of the year, we saw an opportunity to collaborate with RPM members, Jessica Palti and Aviv Palti, co-founders of established and respected Australian charity and local NGO 'Cambodia Rural Students Trust' (CRST). CRST, based in Siem Reap, shares the same goal of eradicating poverty in Cambodia through education.

Our first collaboration with CRST was in July, whereby their 'Project G Empowering Girls' team came out to REACH to train our staff about 'Days for Girls'. Days for Girls is a global initiative aimed at eliminating period poverty, by providing quality menstrual care solutions and health education for those without access to these essential basic needs. Thanks to our RPM President Maria Hicks, we also received 100 locally sewn 'Project G' menstrual kits to distribute, and our Education team are now in the final stages of revising our very own workshop to deliver these kits and much needed education to our REACH youths and guardians.



Following this, Jess and Aviv approached us with another exciting opportunity to join forces. Each month, as a part of their scholarship program, CRST's 104 students' must carry out a day of outreach, volunteering to give back to their community. However, a few days before their scheduled house-build in October, Jess and Aviv were alerted that due to flooding they could no longer access the selected family's land; meaning their planned house-build couldn't proceed.

CRST immediately changed their plans to focus on families in our community and after purchasing the materials needed, we invited our REACH Role Models along to help this community project. In total, the teams were able to weatherproof 24 houses in just one day.

After the incredible success of this event, having learned about our upcoming Side by Side ride, the CRST students were eager to continue supporting our cause.

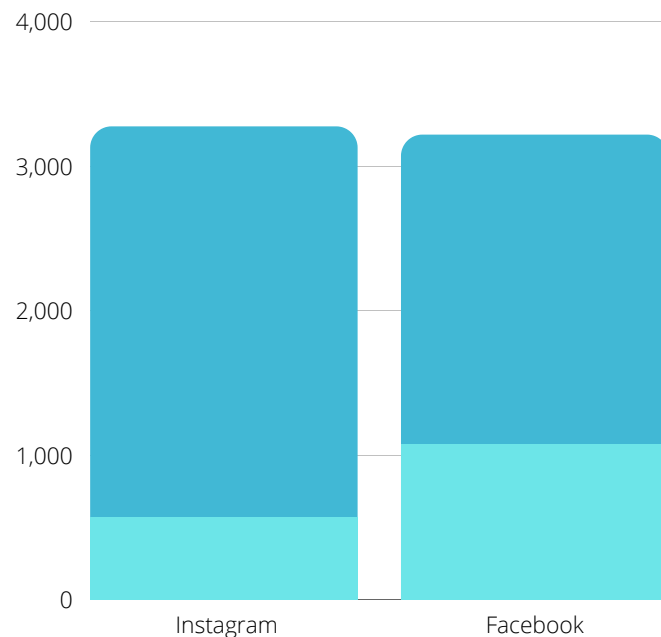
Through the generosity of their founders, we are proud to announce that 12 CRST ambassadors will be cycling in a relay team, fundraising and acting as support and mentors to our REACH students on our 200km 'Side by Side' ride in January, 2021. This year has set the foundation for ongoing collaborations between CRST and REACH Siem Reap; we are incredibly grateful to have this inspirational NGO supporting our cause in these very important formative years.

## GROWING OUR REACH

One of our core values is transparency, as such we have used our online presence to reinforce this to our supporters. Throughout 2020, our communications team worked closely with each department, to accurately depict our ongoing operations to our donors, keeping our supporters up to date with the ever-changing climate.

As an NGO in our infancy, we began the year with a small online following, by the end of 2020 our Instagram following had grown by 385% and our Facebook by 233%. The power of social media and communicating our journey through the internet has been critical to our organisations survival through this year.

### FOLLOWER GROWTH 2019 - 2020



### NOT YET FOLLOWING US?

Make sure to like and follow our pages to stay up to date with all things happening on the ground at REACH!





## OUR SUPPORTERS

Despite extremely tough times globally, we are incredibly proud and grateful to share that support for our kids and their families came from a total of 19 countries across the globe.

**AUSTRALIA**  
**UNITED KINGDOM**  
**SINGAPORE**  
**AMERICA**  
**INDONESIA**  
**IRELAND**  
**HONG KONG**  
**NEW ZEALAND**  
**NETHERLANDS**

**CAMBODIA**  
**DUBAI**  
**DENMARK**  
**RUSSIA**  
**ITALY**  
**FRANCE**  
**CANADA**  
**INDIA**  
**MALAYSIA**  
**KENYA**



## FINANCIAL STATEMENTS



### ASSETS

DEC, 31

2020

#### CURRENT ASSETS

Bank - Petty Cash

1,022

Bank - Trading Account

59,679

#### Total Current Assets

\$60,701

#### LONG-TERM ASSETS

Lease Holding Deposit

2,700

#### Total Long-term Assets

\$2,700

#### TOTAL ASSETS

\$63,401

### LIABILITIES & SHAREHOLDER'S EQUITY

Shareholders' equity:

Net Income

22,745

Retained Earnings

40,556

#### Total shareholders' equity

\$63,401

#### TOTAL LIABILITIES AND EQUITY

\$63,401

**REVENUE & SUPPORT**

JAN - DEC

**2020****INCOME**

Donation - General

142,877

REACH Siem Reap Ltd. (Australian Fundraising Arm)

96,609

**Total Donations****\$239,487****TOTAL INCOME****\$239,487****GROSS PROFIT****\$239,487****OTHER INCOME**

Interest Income

39

**TOTAL OTHER INCOME****\$39****EXPENSES**

Administration

15,701

Fundraising

14,647

Volunteers Department

11,670

General Operating Expenses (Rent, Transportation, Utilities, Security etc.)

20,561

All Program Expenses

64,008

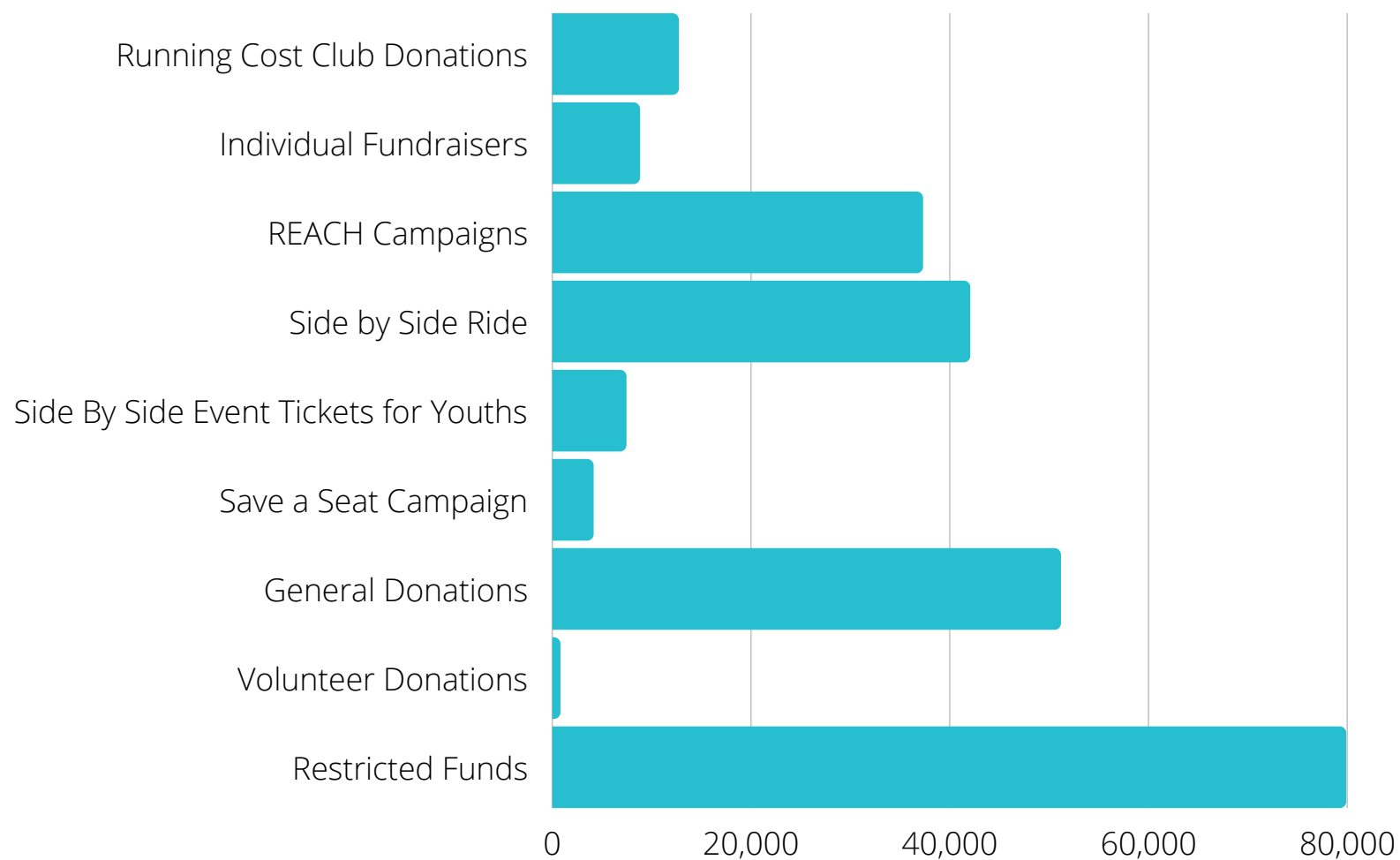
Construction

90,092

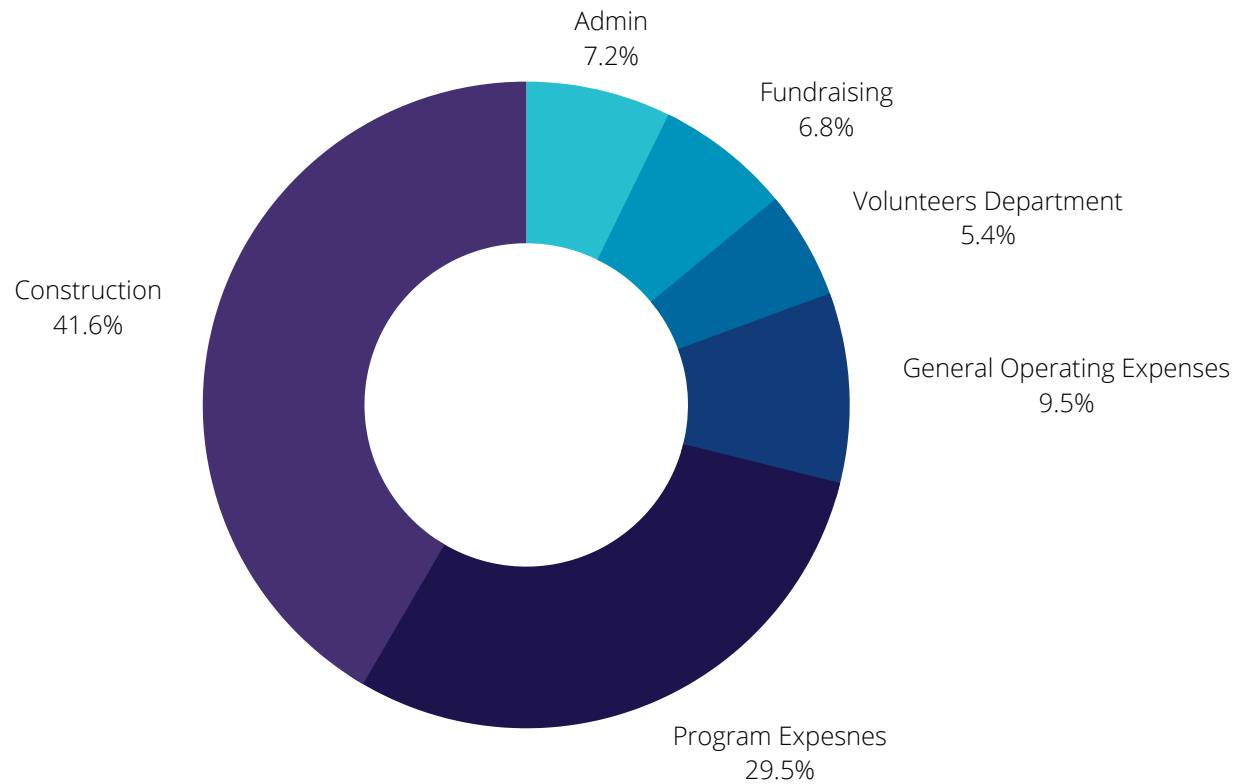
**TOTAL EXPENSES****\$216,681****NET EARNINGS****\$22,845**



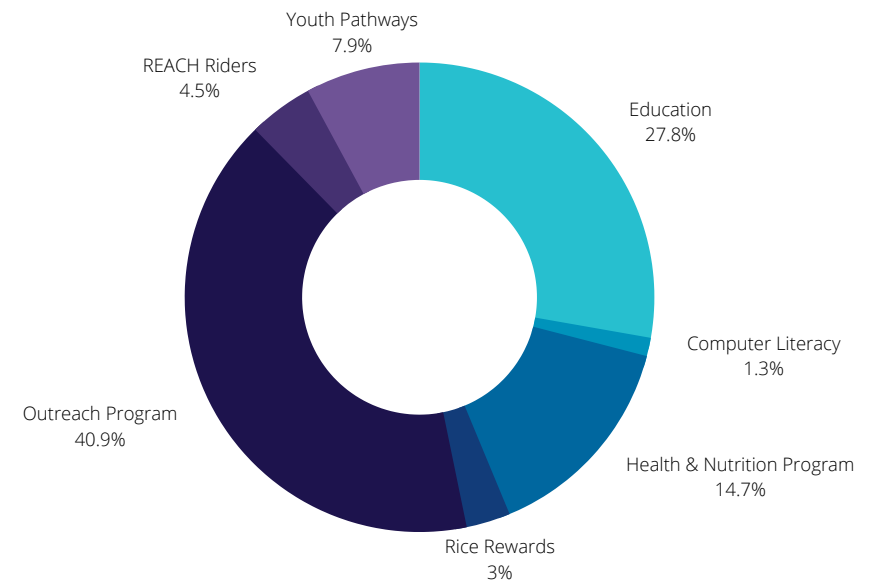
## FUNDING BREAKDOWN



## EXPENSES OVERVIEW



## PROGRAM BREAKDOWN



\* The above expense overview is using figures sourced from our 2020 Profit & Loss Statement.

**We'd have never guessed this would be how our first year would go, but we are eternally grateful for how our donors and our team have responded.**





# THANK YOU FOR STANDING WITH US

Alongside Cambodian families,  
in their fight **AGAINST POVERTY.**

[WWW.REACHSIEMREAP.ORG](http://WWW.REACHSIEMREAP.ORG)