# **ANNUAL REPORT 2019**



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#### **EMILY WILLIAMSON**

Founding Director / Program Manager (Cambodia)
Founding Director (Australia)

## **Letter from Founder**

From a conversation with my family on the back porch in country Victoria in June 2019, to now writing this letter, I can say with hand on heart that I'm absolutely astounded that this conversation has so quickly lead to the foundation of REACH Siem Reap (REACH).

When going public about my dream to continue working in development in Cambodia, I never expected the outpour of support that was to follow. This is a testament to every single person in this report, who has put their hand up to support my vision. In particular, I would like to thank Mr. Geoffrey Wilson and Matthew Telling; without their financial contributions, none of this would have been possible.

Surrounded by great supporters, the international and local team behind REACH all believe that every child deserves an equal opportunity in life. REACH aims to lift families out of dire poverty by structuring all of its programs around the basic necessities of education, nutrition and healthcare. All basic needs, which no child should live without.

Equally important as our planned programs and commitment to our families, is REACH's commitment to donors to be 100% transparent and fiscally accountable.

I am incredibly excited about the decision to open REACH Siem Reap. With the trustworthy and dedicated people I have by my side, I am confident it will be a successful venture, and that together we will change the lives of hundreds of children, youth and families who deserve better.



## **CHEA KOSAL**

**Director (Cambodia)** 

## **Letter from Director**

This year, I have been involved in the planning and establishment of REACH as a local NGO through my role as Director and volunteer.

I was born and raised in Siem Reap and first learned English at the pagoda and later, through small private classes. I wanted to become involved with REACH as I am passionate about helping to improve the lives of families in need in Cambodia. I believe in bridging the gap between rich and poor by ensuring that all children, no matter their background, are able to attend school.

REACH's goal is to change families lives through access to a good education. In order to improve their life, learning English is a very valuable skill. Being a global language, it creates more opportunities for the young generation, enhancing their ability of achieving their dream jobs and attaining a fair salary which is our core focus.

2019 has been a very productive year for REACH. We have successfully secured a plot of land to rent, started the construction of the buildings and completed the MOU with the Ministry of Interior. This process has been made possible by our generous supporters and donors.

In 2020, I am looking forward to the completion of our planning and the school's opening. It will be a great achievement to welcome our students and I am hopeful that we will have volunteers come to join us and share their skills and experience with our students. In the future, I am excited for the youth to become great role models with the encouragement from their parents. On behalf of REACH's team, I would like to express my gratitude to everyone who has been involved. With your generosity and dedication, we are a step further towards helping the young generation thrive.



# Purpose & Impact

REACH seeks to work with impoverished Cambodian families to undo the destruction post-war conflict has imposed on the disadvantaged population of this beautiful country.

Our main purpose is to help uneducated families break free from poverty, prevent child trafficking and child labor by providing children and youth from poverty stricken communities with free Education, Nutrition, Healthcare, Outreach and Youth Pathways & Scholarships.

With approximately 50 percent of Cambodia's population under the age of 25, we will be focusing of offering youths the tools to build a sustainable future for themselves, their families and their country. We will consistently support youths with their educational needs from the ages of 5-22; the objective being the attainment of fair employment. Our nutrition program will be running simultaneously to equip our students with the energy and focus needed to study and remain healthy during the crucial stages of development. In addition to educational and nutritional support, our experienced team of social workers will be providing fundamental emotional and family support to all of our beneficiaries.

By linking our programs, we will be offering an encompassing support network for youths to become change makers and drive long-term change.

Through our programs, we intend to improve the lives of more than 200 enrolled children and their families. We will make it our mission to prevent any of our students from leaving school and surrendering to unjust labor. We believe by enabling impoverished Cambodian children to develop into pro-active youths, we will empower a young generation to become positive role models within their community.



# The Need for REACH



Click here to watch our video explaining the need for REACH Siem Reap.

## MISSION

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

## VALUES

Commitment

Transparency

Compassion

Open Mindedness

Flexibility

Sustainability

## 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.



## COMMITMENT TRANSPARENCY

To commit on behalf of all donors to execute every goal stated in provision of the children, youth & families to the best of our ability.

To maintain 100% transparency to all stakeholders regarding programs and finances.

## COMPASSION

To practice compassion for every beneficiary, and to exhaust all feasible options within our program offerings to resolve each & every case.

## OPEN-MINDEDNESS

## FLEXIBILITY

## SUSTAINIBILITY

To see every challenge as an opportunity, to be understanding & accepting of all situations despite how confronting they may be.

To always be open to change and be willing to adapt the organisation due to external drivers if & when necessary. To ensure longevity of the organisation with ongoing professional governance and adhering to a strict financial plan and budget.



# **Our Entities**

Central to REACH Siem Reap's organisational structure, is our ongoing financial reporting, accountability and transparency to all donors.

To ensure a high standard of corporate governance, we operate the following two entities:

REACH Siem Reap Ltd. (Australia)
REACH Siem Reap Organisation (Cambodia)

#### **AUSTRALIA**

Our Australian fundraising arm 'REACH Siem Reap Ltd.' is registered with the Australian Charities & Not-for-profits Commission (ACNC).

We are registered with the Australian Competition & Consumer Commission (ACCC) and are recognised as a Public Benevolent Institution (PBI)



**click here** to see our official listing on the ACNC website; ABN 95635806085.

Our Australian charity is solely aimed at Fundraising to support our Cambodian project. All directors of our Australian charity are volunteers.

We are registered with the Australian Taxation Office (ATO) with Deductible Gift Recipient (DGR) status, authorised to provide tax deductible receipts for Australian taxpayer donations.

#### **CAMBODIA**

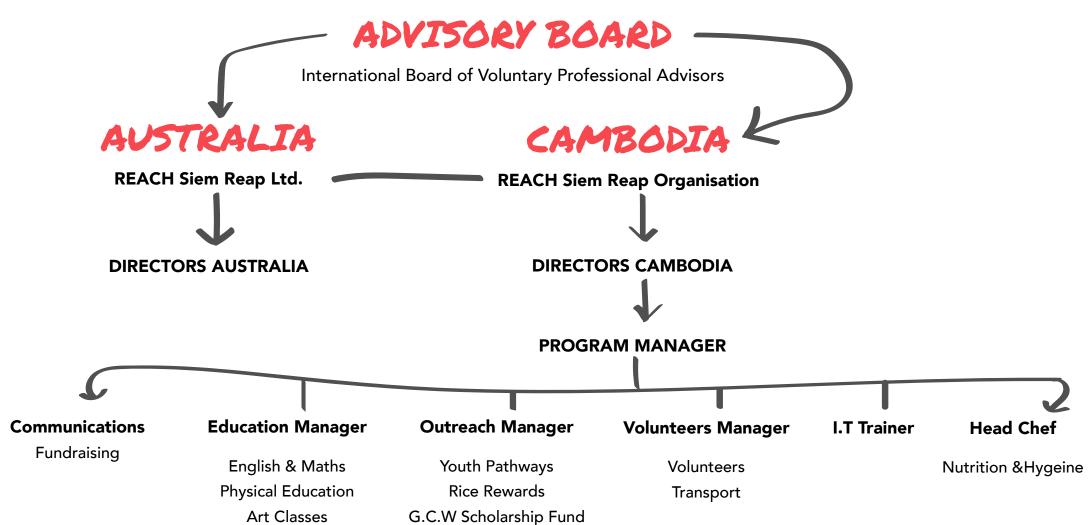
Our second entity is our Cambodian project, our locally registered NGO #8021 'REACH Siem Reap Organisation'.

This is where all the magic happens. This is where our local team stands alongside families in their fight against poverty, and drives change.

We are registered with, and report regularly to the following Governmental bodies: the Ministry of Interior, Ministry of Education and the Ministry of Labor.

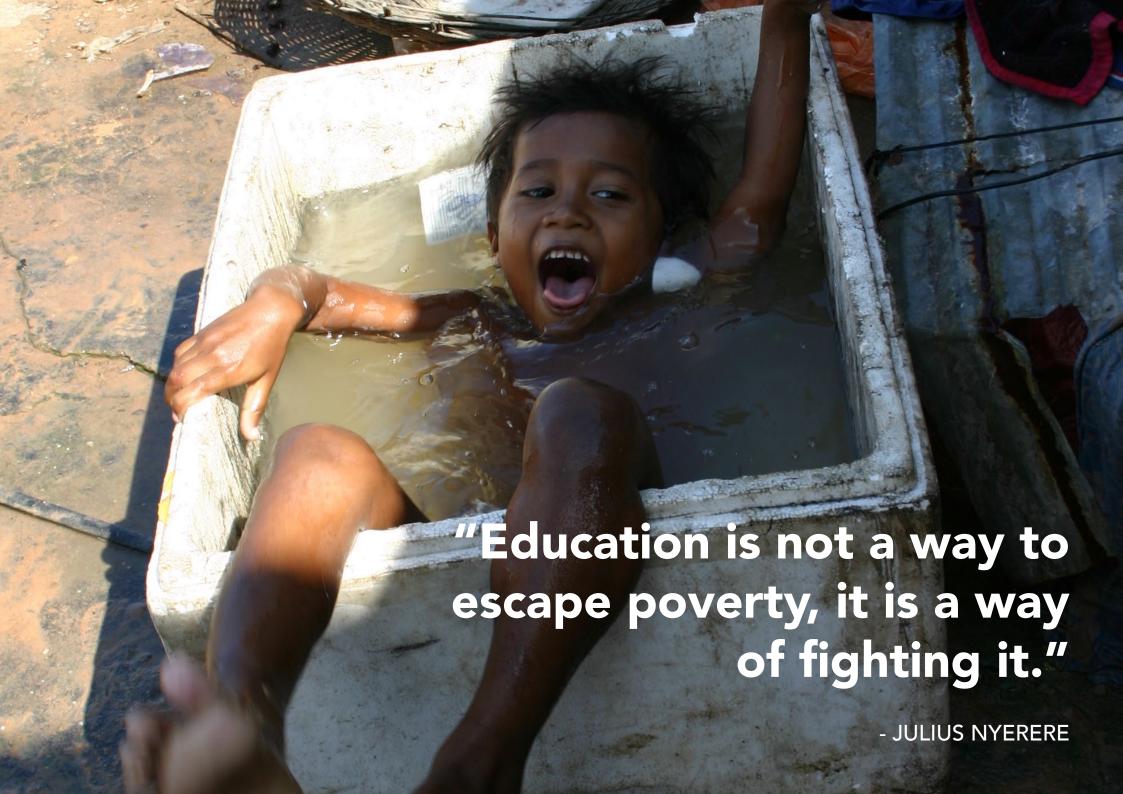
REACH Siem Reap Organisation is also registered with the Cambodian Tax Office, and is 100% compliant and transparent.

# **Organisational Chart**



Bicycle Club

Kindergarten



# **Board of Directors Cambodia**



**Founding Director & Program Manager** 

**READ MORE** 



**Director & Volunteer** 

**READ MORE** 



**Director & Volunteers Manager** 

**READ MORE** 

# **Board of Directors Australia**



**Founding Director** 

**READ MORE** 



Founder / Chairman / Volunteer

**READ MORE** 



**Treasurer / Volunteer** 

**READ MORE** 





Volunteer based in Hong Kong **READ MORE** 



Volunteer based in Thailand **READ MORE** 



Volunteer based in Australia



**Founding Director & Program Manager** 

**READ MORE** 

**READ MORE** 



Volunteer based in Australia

JOHN IOANNOU

Volunteer based in Australia

**READ MORE** 

**MARK LYNDON** 

Volunteer based in Australia



**Co-Director & Volunteers Manager** 

**READ MORE** 

**READ MORE** 

**READ MORE** 

# 2019 Highlights



## Bus go

## FEBRUARY

Initial conversations between Emily and her family at their home in Australia about her passion to continue working in humanitarian aid in Cambodia...during this early stage, the prospect of establishing an NGO was a distant dream.



## JULY

Business Plan for REACH written with 3-year plan outlining our goals and strategic approach to long-term sustainability.

## AUGUST

40x60m land sourced and 10 year lease signed at law firm. Construction allowed to start immediately and rental period to commence in January 2020.

Local Cambodian NGO Officially Registered with the Ministry of Interior; NGO#8201.

REACH Siem Reap Ltd. Board of Directors appointed.

Australian Business Number registered (95635806085).

REACH Siem Reap Ltd. registered as a Public Company Limited by Guarantee (635 806 085) with ASIC.

Australian Company Name registered with Australian Securities & Investments Commission (ASIC).



REACH Siem Reap Advisory Governance board founded.

Commenced working with PIXEL Cambo Web Design to create our REACH Siem Reap website.

## SEPTEMBER

Application to the Australian Charities & Not-for-profits commission (ACNC) lodged to be recognized as a registered charity in Australia.

# 2019 Highlights



OCTOBER

Charity registered with the Cambodian Tax Office as an NGO, exempt from most business tax requirements.

NGO Business Bank Account opened at Advanced Bank of Asia Limited (ABA).

Australian Westpac Business Bank Account opened.

Building Plans finalised, contract signed with local builders and building permits lodged.

Land leveled with 17 truckloads of soil.

Filming of block and surrounding areas to create our first fundraising/marketing campaign.

Australian charity officially registered with the Australian Charities & Not-for-profits Commission as a Public Benevolent Institution.



Partnered with First Move Digital, an Australian based Online Digital Marketing company which will work on our SEO, copy writing, graphic design and social media marketing free of charge.

www.firstmove.com.au

## NOVEMBER -

Started the construction of **STAGE ONE** in our building plan.

Live website launched:

www.reachsiemreap.org

Partnership with Rotary International as a RAWCS approved project with Tax Deductibility under their banner.

ACNC Grants Tax Concessions from ATO: Income Tax Exemption & FBT Tax Exemption

# 2019 Highlights



DECEMBER

REACH Siem Reap Ltd. is endorsed as a Deductible Gift Recipient (DGR)

\*\* All Australian donations over \$2 will receive a tax receipt.



Emily & John inducted as charter members of the Rotary Passport Club of Melbourne.

Call out for donations of laptops in Melbourne resulted in 26 being gifted, thanks to:

- Mark & Kathy Lyndon
- REA Group
- TodayDes
- & The Computer Market

Social Media Christmas 'BRICKS' Campaign concludes, target reached & exceeded (AUD\$7,700).

First AGM for 'REACH Siem Reap Ltd.' held (minutes are available upon request).

Initial meeting with 'First Move Digital' to discuss the plans for our new website they are building on Shopify.





**ADVISORY BOARD MAPS OUT** 

**OUR CHARITY BIKE RIDES** 

DECEMBER

STAGE 1 BUILDING COMPLETE

## **Partners**

At REACH we believe that meaningful collaboration is they key to success.

Considering we are so early in the piece we are very proud to have the following reputable partners:

#### GLOBAL PARTNERS





#### LOCAL PARTNERS







# **Our Planned Programs**

Our intended eight collaborative programs are:

















Our provisional opening date is 3rd March 2020, and we will be commencing with our Education, Nutrition and Outreach program in action.

The remaining programs will be rolled out as and when we have sufficient funds to launch and maintain them.

Our first three programs are explained on the follow pages.

# EDUCATION

Despite public school being technically free in Cambodia, to attend comes with other costs that many families simply don't have the means of which to pay. Qualification to enroll in public school requires every child to have a family book & birth certificate; both of which cost money. As a result, many poor families are without papers or documentation and therefore cannot enroll their children into school. In addition to this, costs such as school uniforms, stationery, teachers' fees and exam fees fall under the cost of public schooling. Many families do not have money to pay for these needs, and instead, financial responsibilities are all too often extended down to children, causing them to leave school and enter into exploitative labor to help their families survive.

English is not taught in the public-school curriculum until Grade 7, and in many cases, is taught poorly, with local teachers often lacking the skills to speak the language well. In addition to the free English classes that REACH will offer, an integral part of our program is ensuring that students continue through their public school.

Initially, we will be enrolling approximately 240 disadvantaged children and youths into our program. 160 children aged 5-15 will receive 2.5 hours of additional free English schooling daily (Monday

– Friday). 80 disadvantaged youth aged 13-20 will receive 1 hour of additional free schooling daily (Monday – Friday). Our English Courses will be accredited by the Ministry of Education and Gov. Certificates will be awarded to children upon completion of each level.

In addition to English classes, students aged between 5 and 15 will receive 3 hours of elective physical education and art classes per week. Furthermore, all students will have support from our team of social workers and will be provided with free counseling for themselves and family members.

For family members, not having to stay home and look after young children will allocate free time to look for employment with the support of our outreach team and ultimately result in them earning a wage independently.



Good nutrition is paramount for healthy development in children and lack thereof, constitutes as a fundamental lack of human rights. Sadly, this is the harsh reality for many of the children living amongst 1,629 families in Thlok Andoung, Siem Reap.

According to the Cambodian Demographic and Health Survey, 32% of young children in Cambodia are chronically malnourished (stunted), 24% are underweight and 10% are wasted. Stunted children fail to develop at a normal pace, regularly suffer from chronic malnutrition and as a result, are susceptible to illness and disease – causing them to be absent from class often.

Our nutrition program will work in conjunction with our education program. All students attending their classes will be receiving free, daily nutritious meals 5 days a week (Monday-Friday). The meals will be varied and served on a rotation, ensuring that they are packed with the nutrients needed for our students' development during this important stage of their lives.

All of our ingredients will be sourced from the local market, providing the market vendors with a consistent income stream and further supporting the local community. We will be serving approximately 60, 000 meals annually to students attending

REACH, ensuring that the youths will be eating at least one substantial meal per day.

In conjunction with nutritional education, we also hope to provide daily multivitamins and will have access to clean drinking water.

In addition to the obvious health benefits that this program will have on our students, it will also help to alleviate financial pressures from buying food and medicine that burdens parents.

We will be actively fundraising for the construction costs of our kitchen before REACH opens to ensure that this fundamental program will be established as soon as financially possible. Youths that receive a nutritional diet will have higher physical productivity and mental productivity, consequently impacting their future in a positive way.



In our focus community of Thlok Andoung, many families are living in extreme poverty, existing on only a few dollars a day, subsequently struggling to survive. The gaps between the rich and the poor continue to grow, with conflicting lifestyles in the city, a mere 8kms away.

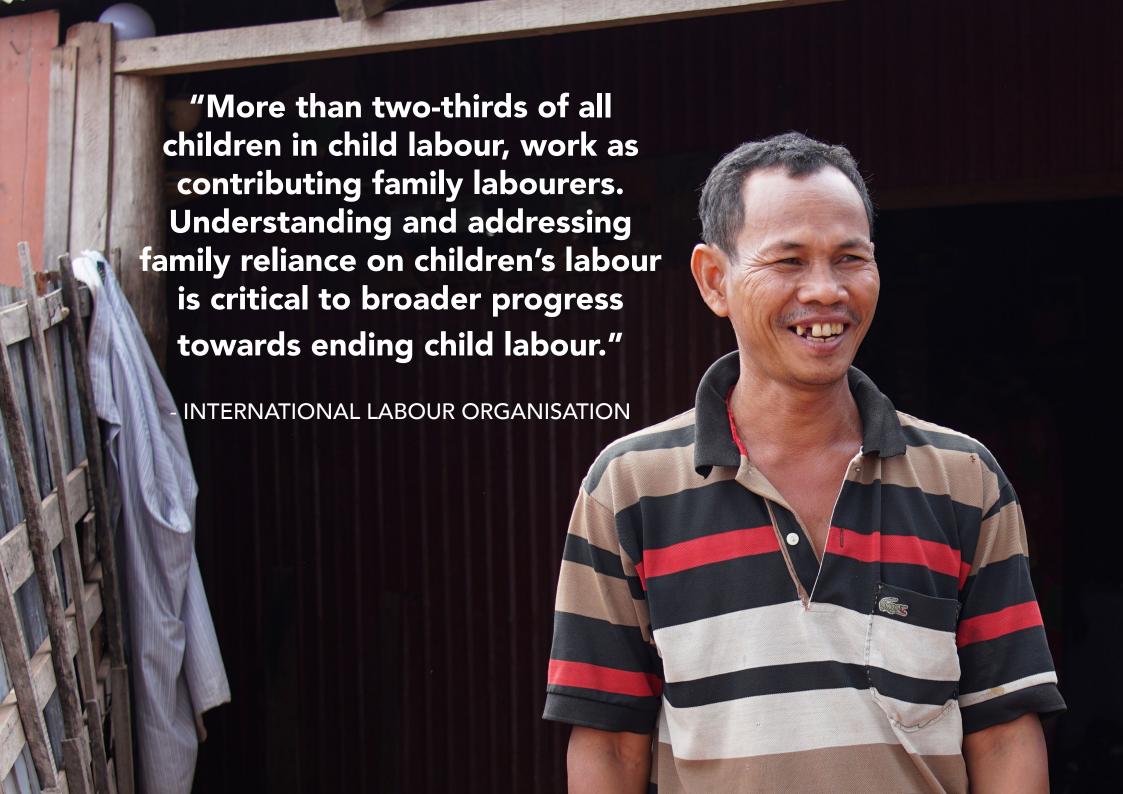
Often illiterate, hard working parents, who were once children of the war, are now facing daily struggles beyond our comprehension. With no access to quality healthcare, family members are dying without cause, chronic illness and disease is widespread, and in a desperate attempt to earn money, parents are succumbing to exploitative labor.

Sadly, many parents take their children out of school to collect rubbish to earn money for food, others send their children to work illegally across borders and some are even deceived into selling their children into the sex industry. Without education, direction and holistic support, these families will remain in a perpetuated cycle of poverty.

Our team will consist of 2 experienced social workers, overseen by our Outreach Department Manager. Our main priority will be providing emergency medical care and general healthcare. In addition to this, we will be offering free drop-in counseling services during opening hours for all beneficiaries, as well as weekly ethics classes for all students enrolled in our education program. Many of the children in the community do not have birth certificates which, in itself, has many repercussions, such as the inability to enroll in public school.

Our team will work with local authorities to provide legal registration and birth certificates to undocumented families & children. To reach the further community, we will provide free community workshops on a variety of topics including but not limited to: Health & Hygiene, Financial Literacy, Domestic Violence Mediation, Conflict Resolution, Nutrition and Family Planning.

All aspects of our social work program will align with our strict child protection policies. Our aim is to enable families to promote social changes and ultimately, social justice.





# Made Possible By

#### **GEOFFREY CHARLES WILSON**

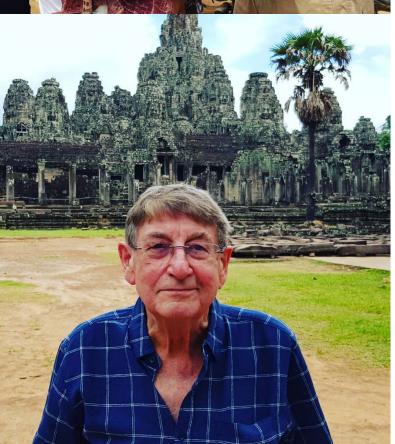
The start up costs of our organisation were proudly funded by philanthropist and humanitarian Geoffrey Charles Wilson. Born in 1944 in Daylesford, a rural Victorian town in Australia, Geoff grew up with a passion for finance and business.

His career began as a junior teller at the National Bank of Australia. At the young age of 23 Geoff began trading in shares; this was the beginning of a fruitful career in the stock market. At age 38 Geoff fondly remembers traveling the world, with his clear highlight being visiting Wall Street in New York City. Beyond the stock market, Geoff has a passion for the local community.

For the last 50 years, he has been an active member in the local community of Trentham. A quaint country town village he calls home, and where he met the Williamson family. Our founder Emily has known Geoff since she was 13 years old, and always remembers 'Uncle Geoff' as her favourite person to talk to at her parents parties. He has always had a knack with children, his kind and caring nature makes him a popular and well respected member of the community.

Geoff is well known in town for his generosity and commitment to local causes. He supports local artists, town fundraising and donates to various town initiatives.





His international philanthropy began in 2016 when he traveled to Thailand with our founders father Paul Williamson. Here he gave substantial funds to a well respected Australian charity, to provide at risk orphans, suffering from chronic illness, to receive ongoing care, to grow up and live a life of choice.

From there, it snowballed - Geoff realised just how far his money could go in developing countries.

In 2018, in support of Emily's work, Geoff visited Cambodia. Having been to many countries, Geoff thought he'd seen poverty before, but when he was exposed to the living conditions of poor families in urban Siem Reap, he was overwhelmed with grief.

Seeing children and families who had so little, be so full of life and love, touched Geoff deeply. Without hesitation, Geoff gave generously to support the cause Emily was working for.

In 2019, when Geoff heard of Emily and Joe's plan to start their own community centre, he was extremely eager to help. Confident in their mission, program structure and business plan, Geoff knew that this would be the most worthwhile investment of his lifetime. Geoff knew, that by funding this initiative, he would be responsible for changing the lives of hundreds of children and families for years to come.

Without Geoff, our NGO would not have been possible. As such, we are proudly naming our scholarship program 'The Geoffrey Wilson Scholarship Fund'. This is the final link in the chain of all our programs. This is the fund which enables our youths to carry out University Degrees or Vocational Training Placements, so that they can break the cycle of poverty, and enter into fair employment.

Geoffrey Wilson is our hero, we will be forever grateful to him for turning our special dream, into a reality.



# 2019 Donors

## **Geoffrey Wilson**

\$70,000 AUD +

## **Matthew Telling**

\$20,000 AUD +

Another incredible donor who has made the construction of REACH possible is Matthew Telling. A good friend of our founder, and long term advocate of charity bike rides, when Matt learned of Emily's plans to open REACH he was quick to put his hand up to support the cause.

Having invested in Emily & Joe's vision, Matt is now a proud member of our Advisory Board and integral member of the REACH team.

## **Fundraising Activities**

\$5,000 - \$10,000 AUD

#### A Classroom for Christmas Campaign

51 donors largely from Australia contributed to our Online 'Classroom for Christmas campaign', raising enough funds to build one of our four classrooms at REACH.

\$1,000 - \$5,000 AUD

James Gosling & The Dubai Gentleman's Club Daniel Hawkes Family & Friends Fundraiser Rochelle & Today Des Design



# Construction

#### **STAGE ONE COMPLETE**

Our local team of builders worked incredibly hard from November to December.

During this time they were able to complete and fit out our first two office spaces (40 sqm), our toilet block with three western toilets and two squat toilets, ran electricity out, and have installed the water tower, tank and drainage pipes.

#### **STAGE TWO COMMENCED**

In December they also laid the foundations for our first f classrooms, and it is expected to be completed by the end of January.

The final remaining piece of infrastructure needed to open the school is a kitchen. This is subject to funding, and we may have to open without it.



In November, integral Advisory Board members Matt and Ollie and our Directors Emily, Joe and John hit the roads of Cambodia by scooter to map out our inaugural charity bike ride, set to depart in January 2021. It was a successful, albeit hot and dusty five days, resulting in a solid plan for our first large scale charity fundraising event.

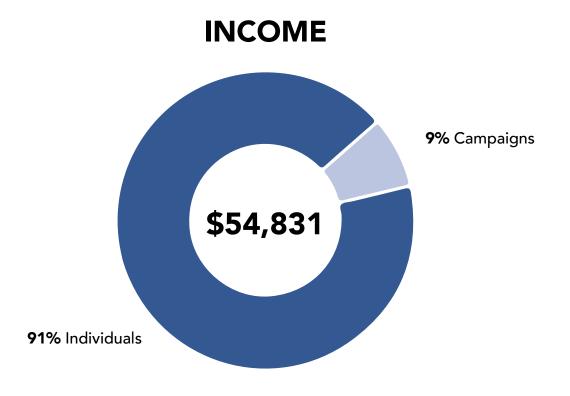
A **BIG** thank you to all of our dedicated volunteers who flew over for this trip in support of our cause.



# Financial Overview Australia

#### **REACH Siem Reap Ltd.**

Australian Entity - All figures listed in AUD January 2019 to December 31st, 2019.





#### **REACH Siem Reap Ltd. (AUSTRALIA)**

#### STATEMENT OF PROFIT OR LOSS

January - December 2019

INCOME	TOTAL (AUD)
Donations - General	50,000.18
Donations - REACH Campaigns	4,830.39
Total Income	\$54,830.57
GROSS PROFIT	\$54,830.57
Other Income (loss)	
Interest Income	1.13
Total Other Income (loss)	\$1.13
EXPENSES	
Donation - REACH Siem Reap Organisation	54,700.00
Total Expenses	\$54,700.00
NET EARNINGS	\$131.70

<sup>\*</sup> In accordance to the Australian Charities & Not-for-profits (ACNC) guidelines as a Small Charity, our accounts were reviewed internally by all directors & our Advisory Board. Because we are newly registered, our first Financial Report and Annual Information Statement is due June, 2021. Click here to view our official ACNC profile.

## **REACH Siem Reap Ltd. (AUSTRALIA)**

#### **BALANCE SHEET**

As of December 31, 2019

ASSETS	TOTAL (AUD)
Current Assets	
Bank - Westpac	\$131.70
Total Current Assets	\$131.70
Total Assets	\$131.70
LIABILITIES AND SHAREHOLDERS EQUITY	
Shareholders' equity:	
Net Income	\$131.70
Retained Earnings	
Total shareholders' equity	\$131.70
Total liabilities and equity	\$131.70

<sup>\*</sup> For more information please click here to read our 2019 Special Purpose Financial Report for 'REACH Siem Reap Ltd.'

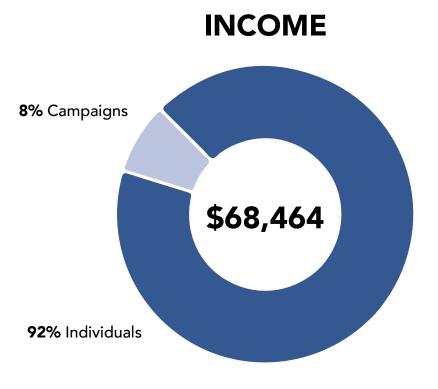


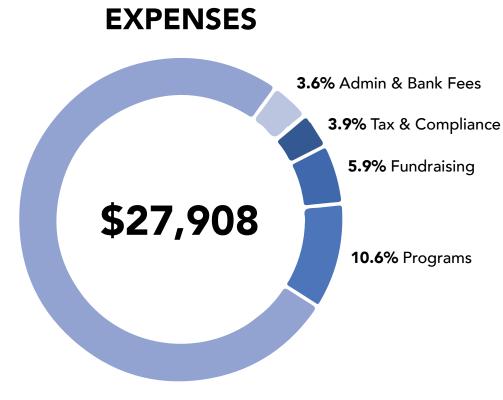
# Financial Overview Cambodia

#### **REACH Siem Reap Organisation**

Cambodian Entity - All figures listed in USD.

January 2019 to December 31st, 2019.





## **REACH Siem Reap Organisation (CAMBODIA)**

#### STATEMENT OF PROFIT OR LOSS

January - December 2019

INCOME	TOTAL (USD)
Donations - Direct to Cambodia	30,404.80
Donations - REACH Siem Reap Ltd.	38,059.20
Total Income	\$68,464.00
GROSS PROFIT	\$68,464.00
EXPENSES	
Administration	842.00
Fundraising	1,654.00
General Operating Expenses	2,159.00
Education Program	645.00
Outreach Program	150.00
Bank Fees	163.00
Tax & Compliance	1,100.00
Construction	21,195.00
otal Expenses	\$27,908.00
NET EARNINGS	\$40,566.00

<sup>\*</sup> With limited spending in 2019 during our start up phase, our accounts were reviewed internally by all directors & our Advisory Board. From 2020 onwards all financial reports for our Cambodian entity will be professionally audited.

## **REACH Siem Reap Organisation (CAMBODIA)**

#### **BALANCE SHEET**

As of December 31, 2019

ASSETS	TOTAL (USD)
Current Assets	
Bank - Trading Account	\$40,556.00
Total Current Assets	\$40,556.00
LONG TERM ASSETS	
Buildings	\$0.00
Building Construction	\$0.00
Total Buildings	\$0.00
Total Long-Term Assets	\$0.00
Total Assets	\$40,556.00
LIABILITIES AND SHAREHOLDERS EQUITY	
Non-Current Liabilities	\$0.00
Total Non-Current Liabilities	\$0.00
Shareholders' equity:	
Net Income	
Retained Earnings	\$0.00
Total shareholders' equity	\$40,556.00
Total liabilities and equity	\$40,556.00

<sup>\*</sup> For more information please click here to read our 2019 Special Purpose Financial Report for 'REACH Siem Reap Organisation'.





