

#### APRIL-MAY-JUNE 2017 N° 75

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...there are few areas of the world where one witnesses so brilliantly the transformation from little ragamuffins into schoolchildren ... for a better, more fruitful life ...

(Mr James Morris, Executive Director of the UN World Food Programme, after his visit to FCS),

#### The handover



Having undertaken the role of treasurer for 15 years, from when PSE was established, and then the role of president for 9 years, I decided that it was time to hand over the baton, to revitalise and bring in new blood at the head of PSE.

After the growth phase led by Bernard Colcomb, the consolidation and Khmerisation conducted by Bertrand de Gaulejac, I told you in the June 2008 newsletter that we had to "adapt our operations and our relations with a local management team (now) totally 'at the helm' and with 'new challenges'", that I had summarised as:

- "the need for remedial classes to be spread to external schools,
- the expected strong growth of Vocational Training,
- the impact of the move of the dumpsite, [expected for 2009],
- the setting up of relations with PSEC.
- the securing of the programmes financing beyond the sponsorships".

You will have seen, via our newsletters, that we have progressed considerably on all these fronts. There remains more to be done and the context in Cambodia has evolved since.

In 2013, we have established a strategic five-year plan, with a programme of "consolidation, control of growth and professionalization", ... and adaptation of our governance. A new period has just started for the period 2018-2023.

Ghislaine takes up the baton and, as I remain on the Board of Directors, I will be alongside her as well as the new executive team to provide them with my experience and support.

Jean-Michel Bouchard

First of all, an immense thank you to Jean-Michel for having led PSE over all these years, what he has undertaken with professionalism, dedication and humility. It is in this spirit of service, and with the same passion for the mission entrusted to us by Christian and Marie-France, that I have accepted to take up the challenge of succeeding him.



Since I discovered PSE, on that evening of the tour in April 2003, I have tried hard to participate. As a volunteer on site in Phnom Penh for a year, then as head of the Yvelines branch and, since 2013, as a member of the Board of Directors.

Following the three previous presidents, I commit myself to ensuring that the PSE charter be respected to the letter, both in its visionary inspiration and through its project. The essentials are in the following lines:

- "... A hungry child must be fed. A sick child must be treated. An abused child must be protected. Every child should feel one day the affection of a loving look upon him.
- ... All the Charity's actions aim to enable the integration and fulfilment of every child in his natural geographic environment, respecting the social life and the culture of his country and thus enabling him to master his own destiny".

Over the last 15 years the country has experienced a strong economic growth, but the inequalities between the richest and the poorest are growing and far, far too many are left by the way-side.

The mission to bring Cambodian children out of destitution and to lead them to a job has been entrusted by the founders, to all of us - directors, volunteers in the branches and PSE teams in Cambodia, but also to all those who accompany us, that is to say, you, our sponsors, donors and partners. The strength of PSE, is its network. It is you, with us! Thank you for your faithful support.

Ghislaine Dufour

And, at the same time, a new Director in Phnom-Penh. Borithy LUN joined us on the 16<sup>th</sup> May, to replace Pich who had resigned a few months ago. He is a Cambodian, 61 years old and speaks Khmer, English and French. Our friend and director Betty Bardon, who has brilliantly managed the interim period, will support him until the end of July. Welcome Borithy! We will give you more news as soon as he will have "found his feet".

## You are amazing!...

Throughout France and beyond, you let your creative juices flow to celebrate PSE's 20th ANNIVERSARY fittingly and joyfully. All sorts of celebrations took place throughout 2016, in a variety of public places, that helped to publicise our work. I have had all sorts of wonderful feedback. For all those Smile celebrations that you organized, so THANK YOU!

You were an enormous help in promoting the release of "LES PÉPITES" (Little Gems) from its first week, to ensure that it would stay in cinemas beyond it. You have been so successful in promoting it that the film stayed in cinemas for 22 weeks, and has been seen by over 200 000 people! So, THANK YOU!

Your help in encouraging people to attend the evenings of THE 2017 TOUR has been impressive. A great tour that generated more income than the one in 2015. This was thanks to our new-found fame generated by the release of "Les Pépites" (Little Gems), but also, in a high proportion, thanks to the huge work done by our local branches, who advertised and organized the tour evenings. So, THANK YOU!

Madeleine and Elisabeth, 11 and 10 years old, OTHER LITTLE GEMS, who both received €50 from their grandparents for their birthdays, decided to each give €30 to PSE. They had gone to see "Les Pépites" as a family. As a result, their grandparents, to encourage them, doubled the donation and became new sponsors... So, THANK YOU!

# About the fundraising tour...



6000 km; 31 shows, nearly one a day, Monday to Friday, for 7 weeks; a new town every evening; a return trip to New York in

the space of 24 hours, with my son Bertrand, to attend the screening of "Les Pépites" (Little Gems) at the United Nations headquarters, where we met up with Leakhena; numerous radio and television interviews; a return to Paris, mid-tour, for a Board meeting, the General Assembly, and a meeting with branch members... Leaving again for the Rhone-Alpes, and 3 last evenings in the Paris area. Phew, not

really rest!

acquaintances, and a lot of emotions, like at the end of the presentation in Bordeaux, when the whole hall stood up, and started to sing "To Take a Child by the Hand" ... and many other beautiful moments, which - for lack of space - I cannot tell all, but which I keep preciously in my heart. This tour was also the fraternal support of 2 of my sisters, who shared the driving; the precious help of Mono who took care brilliantly of all the technical logistics, and who has made incredible progress in French; the wonderful hospitality of all those who kindly hosted us throughout this journey; some nice recuperative weekends at friends' houses (Mono even tried skiing, and found out it was much harder than televised skiing competitions make it look...); a great holiday week with fami-

But a tour full of encounters, meetings with friends, new

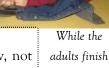
ly; and, above all, many new sponsors who have joined our PSE family.

Enough to return to PSE with a warm heart: mission achieved, we will be able to take in many new children.

#### So, THANK YOU to all!

And if you wish to organize an evening in 2018, please contact me from now on:

cmfdespallieres@wanadoo.fr.



tidying...

## Légion d'Honneur (Betty Bardon)

On the 25th April, at the Quai d'Orsay, Mamie, promoted to the rank of Officer in the order of the Légion d'Honneur, was decorated by Minister Jean-Marc Ayrault. In her emotional acceptance speech, she insisted to share this award with Papy, of course; with her 4 children, who, 21 years ago, have agreed to let their parents go "have fun" in Cambodia; with her 2 adopted children; but also with the directors, volunteers, those who work behind the scenes, and those who go to Phnom Penh to share their skills; with the PSE employees in charge of our little gems, and the 4 headquarter staff; with all the sponsors, donors and patrons; with all those who do their utmost to publicise the work of PSE; and for all the little gems, who are so good at making the most of the opportunities they have been given.



### Accounts for the Financial Year 2015-2016

The decline in the € against the US \$ continued during the 2015-2016 financial year at a slower pace than the previous year (-5% on average). The impact on the accounts, however, was limited by improved cost optimization in \$ in Cambodia.

**Revenue.** Funding, excluding financial and foreign exchange gains amounted to € 7,401 k in 2015-2016, an increase of more than 6% compared to the previous year.

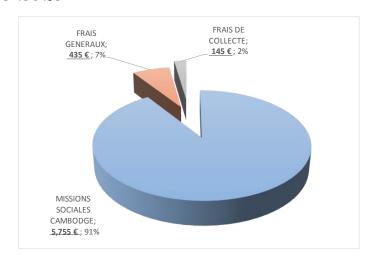
The sponsorships – which assure the ongoing care of the children – increased by 5% (€ 4,319 k). Their high level, in parallel with donations directed to the programmes by the donors, could cover the financing of social missions in Cambodia without the need to use the sponsorship reserve.

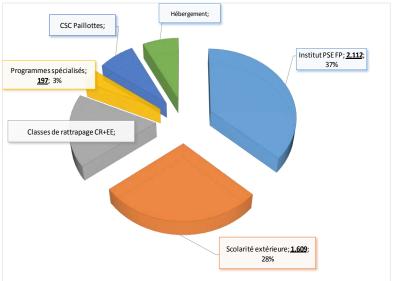
The financing of investments and projects, in particular for the construction of the Business School building, amounted to € 502 k. This level, down 29% from the previous year, matches the level of investment approved by the Board of Directors.

<u>Expenses</u>. The cost of our social missions (€ 5,755 k) remained stable over the year. A slight decline in the number of children in care in the programmes during the year (-197) and saving efforts made in Phnom Penh made it possible to absorb a large part of the unfavourable impact of the €/\$ exchange rate.

Overheads (€ 435 k) and fundraising costs (€ 145 k) remain at 7% and 2% of operating expenses.

In conclusion, the surplus for the financial year amounts to € 348 k.





# Exemplary partnerships.

### Les Peintres du Sourire (Smile Painters)

The 2016 operation "Les Peintres du Sourire", for the benefit of our Construction School, again offered us vocational training days.

It is already he 8<sup>th</sup> year of this beautiful initiative, started by François Nicolas and Pierre-Yves Rambaud, following an evening during the tour, and set up by approaching our friend Jean-Paul Audigé, a former PSE director, still very involved in the school.

Enthusiastic and dynamic, they convinced a number of companies in the sector to help us train young people in building trades and to lead them "from destitution to a vocation".

The Independent Painting Networks, UGD and ONIP Club, oversaw this superb initiative, which brought together the industrial companies Henkel, Nespoli, Touprêt and Romus, and this year included Innova, a paint manufacturer. All are committed to support for the next initiative in 2017.

And some of them even go further, making their support for PSE an expression of their human values and their company's commitment to social responsibility.

#### Norauto.

Thanks to the initiative of our friend Dominique Honoré, a former PSE director and former President of PSE Nord branch, Éric Derville, owner of Norauto a large northern company, has, with the same enthusiasm, been providing valuable support to our School of Mechanics since 2003.

He started by mobilizing suppliers and customers, to send us crucial professional equipment, an operation which he has repeated several times since.

He also gave us the curriculum for the car Mechanics classes that a friend, Joseph Speisser, volunteered to adapt, over several months, so as to set up the school.

And for the last 14 years Norauto has faithfully, sent us, 1, 2 or even 3 employees every year, including always Tony Vandamme, who come for 2 to 3 weeks to assess our training, update it, help with the management of the training workshop and the hands-on workshop, and ensure the ongoing development of our trainers.

A major asset to assure the quality of our training and the access of our students to dignified and well remunerated trades.

A huge thanks for these magnificent mobilizations, that are encouragements and guarantees of sustainability for our action and its quality.

# Know your children

Sambath, Pheaktra and Panha, 3 boys aged 11, 9 and 7, and Phkaypreuk, a small girl aged 4. The mother is a young, 33-year old widow without a job. It is a very difficult situation as they live with the mother's sister, and her 2 children, aged 5 years and 1 month, so 9 people are living in a small rented room.

The baby is with the mother while the two cousins aged 5 and 4 are taken into the OBK kindergarten. The other 3, Sambath, Pheaktra and Panha, beg in the streets to earn money for the family instead of going to the State school we registered them in. Therefore, the social team found the mother a job as a cleaner and placed the 3 boys in our Remedial School also giving them breakfast and lunch, and 10.5kg of rice per week. PSE's mission is not finished yet...





Pich, a young boy aged 14 and 4 sisters aged 12, 10, 9 and 5, Sreinech, Sreinuch, Sreinuth and Sreineth. The father abandoned the family a long time ago for another wife, and the mother, completely alcoholic, does not have enough to pay the \$15 rent for the small room. A real disaster. We gave her a job sweeping the courtyards in the Centre, on the days she can stand up. The children were taken in to a foster family and attend the State school, the mother being incapable of taking care of them. However, we just took Pich, the eldest, as a boarder and in our Remedial School as he was starting to cause problems as a pre-teen. For the moment, his sisters, still young, are peaceful. It is definitely our role to take charge of those children when the family cannot.

## What has become of them?

**Vireak** is a member of a family, that was Category 1 when we met them in 2008. It means they had less than \$1 / person / day back then.

Without a home, they lived with their relatives.

The mother was sewing at home however, dependent on orders, she was not always working. The father, gone for another woman a long time ago, did not look after his 1<sup>st</sup> family at all. So, PSE took Vireak into Vocational Training and his brother into the Remedial School, and gave them 7kg of rice / week. In 2013, the Social Team decided to take the family off its list as their situation had changed: the mother being healthier, had quitted her sewing job to sell second hand clothes with a better and more regular pay.

Meanwhile, Vireak, graduated of our School of Mechanics, had found a job in a spare-parts shop.

Today having become one of the shop owners, he earns \$800 a



month, and his brother is now working with him.

Once again, PSE's intervention made a new start possible.

## Papy, a bridge towards life.



By Chhin Kongkea, PSE student (1st year Architecture)

Volunteers wanted: \*1 associate treasurer, a few hours per week in Versailles \*1 tax-lawyer (occasional)