



PSE

POUR UN
SOURIRE
D'ENFANT

ANNUAL ACTIVITY
REPORT

September 2016 -
August 2017

MISSION & VALUES

Since 1995 Pour un Sourire d'Enfant (PSE) has been working in Cambodia to help children escape destitution and provide them the skills required to get a job and integrate into mainstream society. PSE has been recognised by the Cambodian authorities; it respects the sovereignty of the country, its customs and traditions; it collaborates with Cambodians to promote sustainable development.

Our mission

To offer destitute children a secure and suitable environment to study and train for employment.

KEY STATISTICS

FOOD



Approximately
6,000 daily
meals

HEALTH



1,500
consultations
weekly

PROTECTION



400 children
boarding in
our centres in
Phnom Penh,
Siem Reap and
Sihanoukville

130 children
placed in
foster families

EDUCATION & SCHOOLING



4,100 children
schooled of
which
1,000 children
are in remedial
schooling

500 children
in other
educational
programmes

VOCATIONAL TRAINING



1,200 young
people in
vocational
training

20 trades
offered

HELP FOR FAMILIES



Rice
Compensation
(5.5 tons /
week)

OUR RESULTS

85% pass rate for the Brevet (Certificate of General Education or GCSE level)

67% pass rate for the baccalaureate (national average: 63,8 %)

Over 300 new graduates from vocational training courses

Over 4,000 alumni have graduated and found a job



Approximately 600 staff in Cambodia
4 staff in France

300 volunteers in the PSE branches
in France and in several other countries



89.6% of expenditure is
on the social programmes

10.4% on overheads & fundraising expenses

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EDITORIAL

Dear friends,

This year has been marked by unique and exceptional events in the life of PSE Pour un Sourire d'Enfant(*), a year unlike any other.

We have experienced the mourning of Christian des Pallières, co-founder of PSE with his wife Marie-France, who **died on 24th September 2016**. The tributes paid to him in Cambodia with an immense crowd at his funeral touched us deeply, as have the many testimonials and expressions of support in France. Christian was a visionary, full of humanity, who led us to “adopt” the children of the dumpsite in Phnom Penh, as if they were ours, so they can escape destitution. **Our direction is set and the succession is assured** to continue our mission with these children who live in distressing and precarious conditions in Cambodia. The spirit of Papy, as the children in our Centre in Phnom Penh affectionately called him, lives with us and in us.

And then, the same year, Xavier de Lauzanne released his film *Les Pépites (Little Gems)* that tells the extraordinary human adventure of Christian and Marie-France and how by creating PSE, 10,000 children have been able to find a new path in life. It was **an incredible spotlight on our Association**, thanks to the fabulous success of the film - viewed by 220,000 people – along with the media exposure it brought. A wonderful gift that has provided an exceptional boost to our resources.

On the ground, in Cambodia, **our efforts are focused** on deepening our work with the children and **broadening the scope and quality of our programmes**. Dropping out of school is a scourge in the country, while the national system still has very limited means, and vocational training in the country remains underdeveloped.

New tutoring classes in our Centre in Phnom Penh, the expansion and dynamism of our extracurricular activities programme, on top of changes at the vocational training Institute ... all these actions that characterised the past year, have the same purpose: **the successful education of each child**.

“Passion for Success in Education”, the new slogan adopted by our Institute, aptly expresses this state of mind. This is how we know we are equipped to continue carrying out our mission: saving children from destitution and leading them to a job and a dignified life in Cambodian society.

Thanks to all of you, dear sponsors, donors, volunteers, partners, without you, none of this would be possible. Christian used to say “In life, if there isn't a dream, it is not a life”.

[Thank you for continuing the dream of giving our children in Cambodia a new destiny.](#)

(*) For a Child's Smile



Ghislaine Dufour
President

I – OUR PROGRAMMES – THE BENEFICIARIES

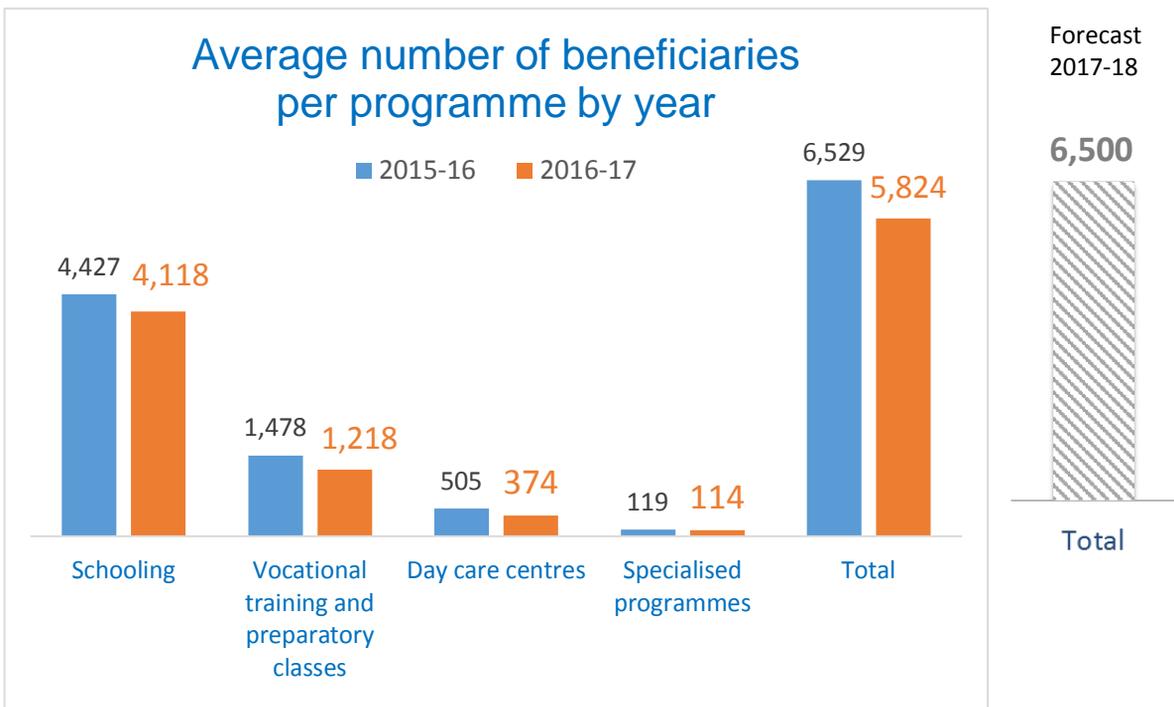
1 – The beneficiaries, children and families

5,824 children and young people have benefited from our programmes.

Progressive changes in the management team in Cambodia over the year, no second intake into the vocational training schools of the PSE Institute, and the prudence decided by the Association due to continued weakness in Euro/dollar exchange rate has led to a slowdown in the recruitment of new children at the beginning of the fiscal year.



These factors are cyclical, so the decline in the number of children is temporary. Starting from the 2017-2018 school year, the number of children who will benefit from our programmes will again be around 6,500, similar to the 2015-2016 numbers.



(*) Specialised Programmes: Special education for disabled children and mother & child health services

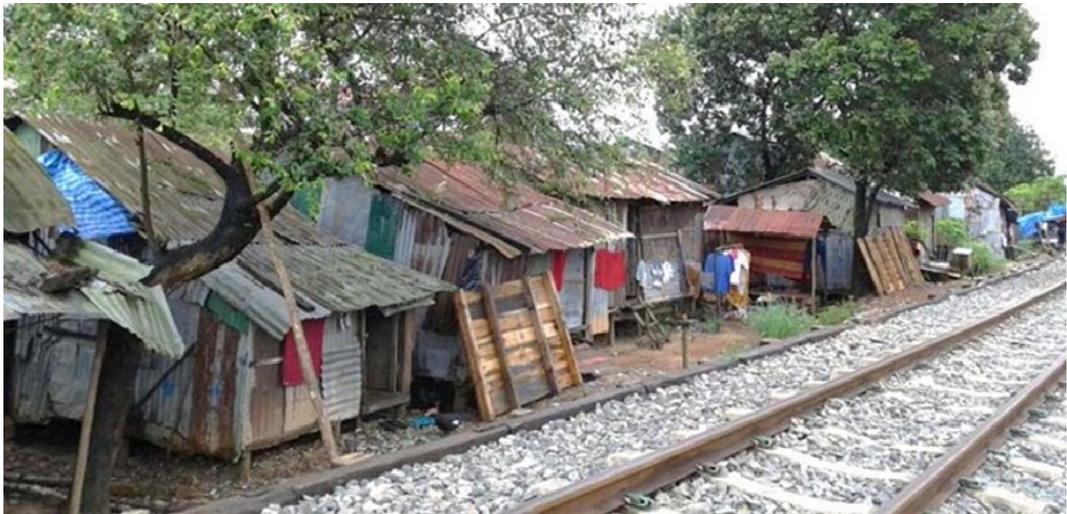
2,900 families, the families of our children, benefited from our support and from follow-up care they received from our social team. They mostly live in Phnom Penh and the surrounding area (2,400 families). 400 are in Sihanoukville and 100 in Siem Reap, the two other towns where PSE is established.

I – OUR PROGRAMMES – THE BENEFICIARIES

Updating our recruitment criteria

PSE is aimed at the poorest of the poorest and all our beneficiaries, the children and their families, are directly recruited by our social team who meet them where they live and carry out a thorough assessment into their resources and living conditions: housing, environment, family structure, state of health, addictions, debt...

Their income generating activities are unskilled and unreliable: street vendors, scavengers, odd jobs (taxis, construction, security...) Many families are from the countryside where they were no longer able to survive, and came to town hoping to earn a better income.



Living conditions of our families in Sihanoukville.

This year, we have taken into account the increase in the cost of living in our criteria of resources based on the extreme poverty line defined by the World Bank in 2015 of an income of \$1.90 per day per person instead of \$1.25 / day / person we were using.

In Cambodia, more than 2 million people (13.5% of the population) live below this threshold and 4.5 million people are just above it, highly vulnerable with a risk they will return to extreme poverty following the slightest incident. (source World Bank October 2017).

I - OUR PROGRAMMES - SCHOOLING

2 - Schooling

4,118 children between 6 and 17 years old have benefited from our schooling programme:

- **3,435 children in state schools**, close to home, including 347 children who have received remedial schooling, using the method developed by PSE, that has been officially recognised by the Cambodian Ministry of Education and now implemented in five provinces in the country.
- **665 children in our own school in Phnom Penh** which covers primary and secondary school up to sixth form. The children follow a four-year accelerated remedial curriculum, from level 1 (1st grade) to level 8 (8th grade), with level 9 (9th grade) still being taught over the course of a year.



2017 Results

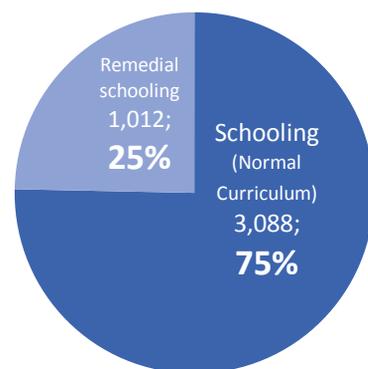
- 90% of children successfully completed their school year
- 85% pass rate for the Brevet (level 9)
- 67% pass rate for the Bac (national average: 63.84%)

165 schools

This is the number of schools our children attend. The largest headcounts are nevertheless concentrated in 54 schools where we educate from 10 to 99 children and in 7 schools where we educate more than 100 children.

71% of children are in primary school, 20% in secondary school up to sixth form and 7% in sixth form. These figures match the age group needs, but also reflect the severe drop out rate in Cambodia beyond primary school, a trend we are fighting with our actions.

Number of children enrolled 2016-17 Remedial Schooling / Normal Curriculum total: 4,118



I - OUR PROGRAMMES - SCHOOLING

Our education advisors follow the children in state schools: they ensure their attendance in class, review their results and meet families in case of difficulties in coordination with the social team.

But the education system in Cambodia still underperforms. It lacks resources. Pupils are schooled for only half of the day often in classes of 50 to 60 students. Teachers offer additional classes which, given that situation, students are almost required to attend if they want to succeed, but they are chargeable! This situation leads to premature exclusion of the poorest children from primary school.

More learning assistance, offering tutoring courses in our Phnom Penh Centre

To better combat school dropout rates, we have created support classes in our Phnom Penh Centre this year. We set up these classes in courtyards, using all possible spaces and recruited the necessary teachers, **we welcomed 735 children for half a day courses every day of the week** on top of those who attend our remedial school and the PSE Institute for vocational training. This was a huge challenge for our on-site team, who rose to it with great determination.

The children come from four primary schools in Phnom Penh, near the centre: Steung Meanchey, Sorla, Boeung Salang and Phum Russey.

We created 23 classes.

The courses offered include extra classes in maths, Khmer and science. From December to July, we conducted assessment tests each month to track the children's progress. At the end of the period, the test success rate was 96%.

Until then we paid the state school teachers so they provided additional classes to the children in levels 9 (3^e) and 12 (Terminale).



I – OUR PROGRAMMES – SCHOOLING

The support courses we have implemented at the Centre meet real learning needs. Evaluation of the results shows that they contribute effectively in combatting school dropout rates and improve learning. [We have decided to maintain them and integrate this new type of support into our schooling programme.](#)

The children who benefit from this assistance are those from state schools close to our Centre who are in most difficulty. The need is huge: the challenge is to have enough classes to maintain a good student-teacher ratio and to sustain the organisation on our premises.

A young boy satisfied with his results

NSopheap (*), an 11-year-old boy, who is a level 3 (CE2) student at Boeung Salang Primary School attested, “I am very happy with my school results and I thank PSE who gave me, as well as other children, this great opportunity to learn in special support classes.”

Sopheap lives in a very poor family of four in a rented room in the Boeung Salang, Steung Meanchey district in Phnom Penh. He lives with his mother and was separated from his father since the age of eight. His mother struggles to feed the family and educate her children. She is a street vendor and earns \$2.50 to \$3.00 a day.

Because he is poor and cannot pay, unlike some of his other classmates, Sopheap does not have access to special support classes his teacher offers at the state school.

() The name has been changed*



Help with reading, a new reflection in progress

At the request of the municipality of Phnom Penh, we suspended the service for our two mobile libraries that served 32 schools in Phnom Penh. Schools now often have their own libraries. But they still lack the means to operate them, to host story times and to encourage a taste for reading.

We are assessing different options to provide help in cooperation with other NGOs specialised in the field of reading. For example, we are considering the creation of “reading corners” in the Phnom Penh school libraries where we help a large number of children.

I - OUR PROGRAMMES - VOCATIONAL TRAINING

3 - Vocational training and preparatory classes

The PSE Institute in our Centre in Phnom Penh welcomed on average **1,218** students.

Since its creation in 2002, the Institute has trained young Cambodians from extreme poverty, giving them all the skills they need to find qualified work and ensure their successful integration into professional and social life in Cambodia.

Officially recognized by the Royal Government of Cambodia, it delivers graduates recognized by the Ministry of Labour and Vocational Training.



Bridging Classes and Preparatory Classes, the “Foundation Studies” at the Institute

The Institute’s bridging classes provide access to vocational training to young people, aged between 14 and 16, who have not reached the general education level at the end of secondary school. This intensive school programme is recognized by the Ministry of Labour and Vocational Training.

The preparatory class year at the age of 16, just before joining a vocational training course, provides students with intensive education in Khmer, mathematics, foreign languages, computer science and a guidance for their career choice. It includes soft skills training.

Classes	School entrance level	Course Duration	Age of students
Bridging 7 (SB7)	Level 6 or 7 (6 ^e /5 ^e) or 3 rd year in remedial schooling	6 months	≥ 15¼ years
Bridging 8 & 9	Level 8 or 9 (4 ^e or 3 ^e in France) or 4 th year in remedial schooling or successfully completed bridging class 7	6 months	
Preparatory Class (PC)	Certificate for bridging class 8&9 or good level 9 (3e)	12 months	≥ 16¼ years
Foundation Study (P4)	Secondary school level, with or without the Bac	12 months	

I - OUR PROGRAMMES - VOCATIONAL TRAINING

More than twenty courses in the schools of the Institute

Most of the Institute's vocational training is based on **two-year courses**, with intermediate training certificates. Depending on the course, students can access it with a brevet or bac level, with or without a preparatory class year. **The School of Management and Sales also offers a 3 years degree course.**

The courses have a significant portion of practical learning: 30% theory / 70% practical.

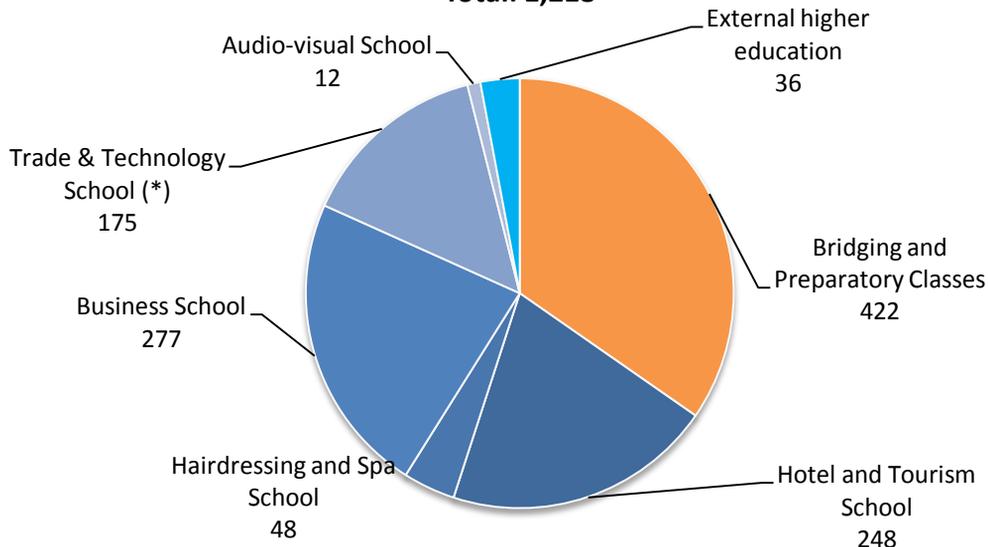
The PSE Institute addresses a significant need for vocational training in Cambodia. It is still very underdeveloped because twenty years ago the country was completely destroyed and since then there has been a lack of state resources dedicated to it.

The Institute cooperates continuously with its supervisory Ministry and with other organisations and NGOs to improve quality of training.



The PSE Institute awards diplomas recognised by the Government of Cambodia

**Number of students at the
PSE Institute 2016-2017**
Total: 1,218



(*) : Mechanics: 82 students
Building: 93 students

The average number of students in the Institute over the year has reduced by about 200 compared with the previous year as a result of stopping a second intake in March.

I - OUR PROGRAMMES - VOCATIONAL TRAINING

The Schools and Courses of Vocational Training at PSEI

School of Hospitality & Tourism	Cooking and Pâtisserie Food & Beverage Service Housekeeping & Laundry, Front office
Business School	<p>Hairdressing, spa, cosmetics</p> <p>Technical Vocational Diplomas: (2 specialisations) Administration & Accounting Retail Sales</p> <p>Higher Diplomas programme (3 specialisations) Retail Business Human Resources & Administration Accounting</p> <p>Bachelor programme (2 specialisations) Sales & Marketing Administration & Accounting</p>
School of Technology	<p>Car mechanic Motorcycle repairs</p> <p>Building trades: Electricity, Plumbing & air conditioning, Plastering and painting</p>
School of Media	Production Sound engineering Post-production



I - OUR PROGRAMMES - VOCATIONAL TRAINING

Increased efficiency through adapting the organisation

The creation of centralised shared services, already started the year before, brings a greater synergy between schools and has enabled us to rationalise costs. This covers the administrative follow-up of the students, the organisation of exams, research, management of internships and relations with companies.

In the schools, the Student Affair Officer, no longer responsible for the administrative follow-up, focuses more on his mission of supporting young people, essential to anticipate the problems from family difficulties, poverty, lack of educational benchmarks since childhood ... this effectively contributes to the fight against the risk of dropping out of school.

Centralised service reform has also been applied to foreign language teaching. The courses were reorganised by ability across schools. Recruitment and regular attendance of English language assistants, in support of our Cambodian teachers, is provided through a partnership with Princeton University in US and in close collaboration with the PSE UK branch, For a Child's Smile UK.

The cohesion of the team has been strengthened with the new organisation.



The schools have focused on pedagogy.

New academic organisation over the year, 9 months of coursework followed by 3 months of internship have been adopted by the Business School and the School of Technology, allowing, on the one hand, better follow-up of the courses, and on the other hand, the establishment of continuing training of Cambodian teachers during the internship period of their students.

During the first year, at the School of Hospitality and Tourism, students alternate between a week of classes and a week of application at the training restaurant and hotel.

I - OUR PROGRAMMES - VOCATIONAL TRAINING

More generally, **the hours of practical exercise in the curriculum have been increased**, improving the students' motivation and the quality of their learning.

At the School of Technology, we updated our training curriculum in mechanics, according to the changing needs of the market and to align with the curriculum defined by the Ministry of Labour and Vocational Training.

At the Business School, the independent work of the students to develop their sense of responsibility and also their creativity and their maturity, **has been promoted** with large parts of their schedule specifically devoted to it. For the implementation of this pilot educational project, we worked a lot on training the teachers how to better organise, supervise and evaluate the work of students working independently through case studies, group projects, offering homework accessible on-line ... We have put in place several tools for monitoring and measuring results, and wish to extend this approach to other schools to develop student empowerment and independence.

Also, responding to a clearly identified market need, a new higher diploma in Human Resources has been established. The academic path to degree level has also been reorganized. The degree is now available in the third year of studies having studied and passed one of the higher diplomas offered by the School.



The first seminar to prepare for internships at the Business School hosted twenty speakers from Cambodia, France and Hong Kong; 23rd January – 3rd February 2017

Independence and empowerment of students: pursuit of our actions

In addition to the pilot project conducted at the Business School, we continued to strengthen the general discipline at the Institute by insisting on the respect of the rules: punctuality, equipment (badge, uniform ..) This approach, besides its direct positive effects, helps to train our students how to behave according to the needs of business.

The Institute team worked to define the needs to teach soft skill behaviour expected in business. The establishment of specific courses is planned for next year.

I - OUR PROGRAMMES - VOCATIONAL TRAINING

Quality of training: standardisation of academic tools.

The very important work of formatting and publishing on-line all the academic tools of each of the schools: courses, exercises, examinations, repositories, has been progressed. This is to not only ensure the quality of our training but also to safeguard them and assure their integrity. The position of quality manager for the Institute has been created in 2017-18, he is responsible for ensuring the proper updating and maintenance of the information system that has been created.

Some highlights of the year at the Institute



Graduation ceremony at the School of Technology (29/12/2016)



The students of School of Hospitality & Tourism participate in a workshop on wine. (September 2016)



Class at the Business School by a volunteer professor from ESSEC Business School, (January 2017)



Solidarity Project with students from Lycée Monge La Chauvinière in Nantes for students in the sanitation/plumbing course of School of Technology (February 2017)

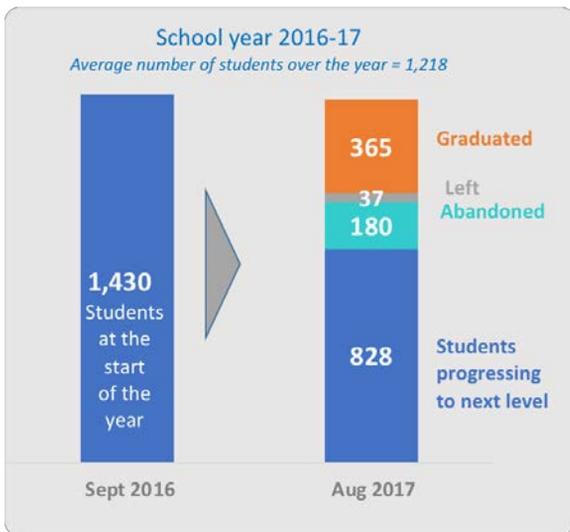
I - OUR PROGRAMMES - VOCATIONAL TRAINING

365 graduates in 2017

- 113 students from the School of Hospitality & Tourism
- 18 students from the Hairdressing and Spa School
- 76 students from the School of Technology (Building: 37 and mechanics: 35)
- 3 students from the School of Media
- 119 students from the Business School
- 36 students doing degrees externally (of which 19 had double-diplomas from Hong Bang University (Vietnam) and from the PSE "Tourist Guide" course (last class))

Their professional integration is done as soon as they graduate – the labour market lacks qualified personnel. Above all, our young people make rapid progress in their chosen careers.

2017 Results



Graph Legend:

Left: beneficiaries changing their career path; students who found an "acceptable" job before getting a diploma

Dropout rate (overall for the Institute): 12.6%. Schools only (excl. Bridging & Preparation classes): 10.1%

Testimony



"I live in Phnom Penh, near the dumpsite. I come from a poor family of six children. When I was a child, I picked up trash on the dumpsite with my brothers and sisters.

From 2001, I was helped by PSE, which allowed me to go to the state school of Stung Mean Chey for two years.

Then I joined the PSE remedial school, at level 2. Thanks to my training at PSE, I had good job opportunities.

In 2009, I joined the Hotel & Tourism School of the Institute and I chose the "reception" course. I finished my studies in 2012."

Today I work as a trainer at the Hotel & Tourism School of PSE.

Pissey S.

I - OUR PROGRAMMES - EDUCATION

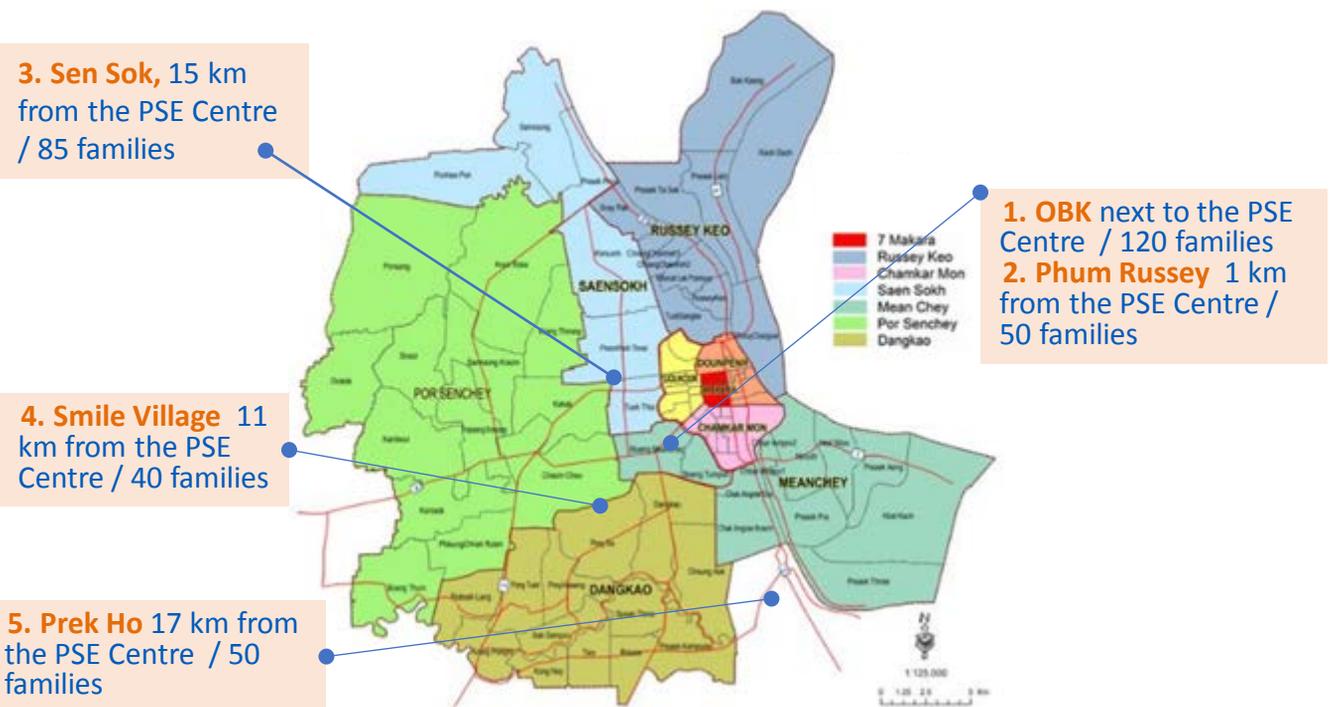
4- Other Education Programmes

Childcare for 3-6 year-olds

We are now providing daily care for **374** kids in our five community centres in Phnom Penh and our two centres in Sihanoukville (*).

This programme allows mothers to work and older siblings to study while providing essential services that serve the interests of the children. The teachers care for the kids and offer an **engaging programme of activities**. Children follow a programme developed by Creative O Preschoolers' Bay, a Singapore based NGO, which provides the pedagogical approach used by our staff.

(*): the number of centres has gone down from 9 to 7; we closed a centre at the beginning of the year (Prek Toil) and another in Sihanoukville (Keo Phos), to adapt to the local needs which are constantly evolving and to optimise our structure.



Our 5 community centres on the outskirts of Phnom Penh

I - OUR PROGRAMMES - EDUCATION

Community Centres

Located in the neighbourhoods and villages, in addition to the **day-care** service they offer, they are also **meeting points with parents**, places for the organisation of seminars on topics such as education, hygiene, the rights of children.

Festive events with children are also organised during high points of the year such as the New Year.

We also provide **homework help** and support classes for school-aged children. **170 children** benefited from these classes and help.



Extracurricular activities: a strong dynamism to deliver our educational vision

The program benefits children and young people studying at our Phnom Penh Centre, including 400 boarders. Physical education is integrated into the children's schedules of those of the Remedial School and those at the Institute. **1,140 children** have benefited from sports classes and **685** have also benefited from art and traditional dance classes.

Extracurricular activities are organized every evening and every weekend. They are open to everyone, including other children in the neighbourhood. **11 sports and arts clubs** with **680 registered children** are run with training and competitions every week.

I - OUR PROGRAMMES - EDUCATION

The team consists of young, passionate sports instructors. It includes five sports teachers and an art teacher, specialised external contributors and young student “assistant coaches”. We collaborate with the national sports federations to train our instructors.

Additionally, we receive continued support from the Real Madrid Foundation for ECAP our “Extra-Curricular Activities Programme” which operates as an educational sports school that aims to develop children in all dimensions by promoting a healthy lifestyle and offering them a positive alternative based on leisure activities, despite the fact they live in a risky environment.



New infrastructure, completed this year, has further supported the development of activities and the success of the programme for children and youngsters. Thanks to generous support, an artificial turf football pitch was inaugurated in September 2017 and a multi-sport playground within the Centre was roofed. (see p.32)



The new football pitch made with artificial turf was funded by SMART a Cambodian company. SMART has also partnered with us to support the operation of our extracurricular activities programme, completing the existing partnership with the Real Madrid Foundation.



The roof built over one of the multi-sport playgrounds in the Centre was financed by the actions of the PSE branches.

I - OUR PROGRAMMES - EDUCATION



A wonderful memory for children
Participation in the international U11 rugby tournament in Singapore

11 sports and arts clubs in a variety of disciplines

Football
Taekwondo
Khorm (Cambodian martial art)

Rugby
Traditional dance

Basketball
Traditional music
Hockey

Volleyball
Music
Skate Board

Summer Camps,

so as to ensure the children are looked after during the school holidays

For six weeks, from mid-July to the end of August, 3,474 children were welcomed each day in 19 camps. The camps correspond to different sites in PSE centres (Phnom-Penh, Sihanoukville and Siem Reap, Community Centres in the villages) or to camps for certain types of beneficiary (the boarders, children with disabilities ...).

229 Khmer monitors and 210 European volunteers animated the camps.



I - OUR PROGRAMMES - FOOD

4 - Food

Approximately 6,000 meals daily

Each child receives at least one meal a day: breakfast, lunch or dinner.

Meals are prepared in our two canteens and served on site or delivered to our day care centres and to state schools (breakfasts). In other more distant state schools, children receive meal vouchers valid in local food sellers.

All the boarders, nearly 400 children on average this year, are provided 3 meals a day.



Early morning preparation of breakfasts in our canteens for delivery to children in state schools



Children's lunch time at one of our Community Centres

Menus are designed with the help of our medical service to ensure they contain the necessary nutritional intake.

We ensure we protect against waste with rigorous planning of needs and a very organised monitoring of purchases and stocks especially for fresh food: vegetables, fruits, meat and fish. We have built awareness with the children and make sure they finish their plates.

I - OUR PROGRAMMES - HEALTH

5 - Health

Our Health Department provides **prevention and health monitoring for all our children and their immediate families**. If necessary, it directs patients to hospital.

An average of **1,500 consultations per week** were performed across many different care activities:

- Prevention and general medicine is practised in 8 infirmaries: 5 infirmaries are fixed, including 4 based in state schools in Phnom-Penh and 3 infirmaries are mobile that move between schools and communities
- Dental care in the Centre in Phnom Penh and a mobile dental unit
- Physiotherapy care
- Psychological support care
- Follow-up of pregnant women and infants by the mother and child protection service (PMI)

The dental activities were supported by the French NGO Weight “Poids Plume Asie” and by the Spanish National Council of Dentists, as well as the voluntary work of Cambodian students at the end of their studies at the University of Health Sciences of Phnom Penh (UHS).



Progress of the programme

The nursing teams were reorganised and reduced to meet the changing needs of the state schools.

Inventory management of pharmaceuticals has been improved.

The team's continuous medical training was strengthened by us setting up weekly appointments to discuss particular clinical cases.

I - OUR PROGRAMMES - HEALTH

Improved monitoring of our patients sent to hospital has been organised by signing agreements with major hospitals and with a greater frequency of visits to patients.

We have decided to step up the responsibility of families to meeting their healthcare costs by increasing their financial participation in expenditures to a minimum of 30% (instead of 10%) and up to 100% of costs, depending on the resources of families.

Mother and Child Protection Service (PMI)

This specialised programme aims to protect the health of babies and mothers and to educate them about health.

Twenty infants and very young children were cared for in our nutrition centre. The progress achieved allows the children to leave the centre after a few months.

Meal preparation classes are given to mothers.

About 40 babies have benefited from home milk distribution. The mothers are accompanied in the care to give to the little ones.

The PMI team also monitored 16 pregnant women, organised deliveries at the hospital and promoted breastfeeding with specific support.

Gynaecological consultations were conducted with students and mothers.

The PMI team organises family information meetings throughout the year on methods of family planning. Six meetings were held with 15 to 20 participants each time.



I - OUR PROGRAMMES - HEALTH

Special Needs Education Section

We welcomed **46** children to this other specialised programme, dedicated to the education of children with disabilities. The children are divided into two groups:

- 28 in a Special Needs Class for children who have great difficulties at school but who may have a certain level of autonomy, including professionally.
- 18 in a special class for children with severe disabilities for whom opportunities for empowerment are very limited.



“Source de Vie” Shelter

There are 19 children accommodated in our boarding school with multiple disabilities. 18 of them are studying in the special needs class and one is in our remedial schooling class.

Progress to improve the care and development of children with disabilities

Two voluntary professionals, a speech therapist and an occupational therapist, came, for six months each, to evaluate the children and work with them. They have also actively participated in the training of our staff.

We continue to actively collaborate with Action Cambodge Handicap (*) for the benefit of the children.

ACH is the first NGO in Cambodia to propose a life project for adults with mental disabilities in Cambodia, modelled on the communities of Jean Vanier's L'Arche. We have been a partner of ACH since its foundation in 2012, we have supported and encouraged them. We continue to actively support this sister NGO. We have made available the land on which ACH has just built their new home.

(*) <http://action-cambodge-handicap.org>

I – OUR PROGRAMMES – PROTECTION

The ACH shelter welcomes primarily young adults with mental disabilities from our special needs class. We have, with our partner, set up a half-day of adaptation per week for our youngsters aged 15-17, who are in a phase of defining their life and professional goals and who are attracted by ACH and likely to join their project.

We have continued to promote the integration of children with disabilities into the PSE Centre's community of life by sharing many events and activities with all children. Several activities of the new scout group (see page 26) were held with the participation of the children of the Special Needs Class and the “Source de Vie” shelter.

6 – Protection

On average **524** children benefited from our protection and housing programmes:

- 365 children and young people are living in the centre, including 210 boarders and 155 children at risk, aged between 7 and 15, of whom 54% are girls (the “boarders”).
- 26 young people doing work-experience or starting work are housed in our Siem Reap and Sihanoukville centres.
- 133 children are with foster families or placed with childminders.

The organization and the activities of the boarding school continued with the same objectives:

- Ensure the well-being and happiness of children
- Provide the best possible educational support
- Detect and help children with particular difficulties

Study / homework help is organized every night of the week. This year, 96% of the boarders passed their school exams.

An outing is organized every month for the boarders.



Picnic in the countryside, for the bank holiday of the King's birthday (*May 2017*).

Specialised support programme

The boarding team works closely with psychologists from our health service to track the children in difficulty. The two teams meet once a week.

I – OUR PROGRAMMES – PROTECTION

Setting up scout groups at the boarding school

The project has been successfully implemented for our young interns and boarders, with the support of a young French scout couple, who came to volunteer.

The objective is that scout pedagogy, using the approach set out by the Scouts and Guides of France and separate from any faith-based approach, contributes to the education of children by promoting the values of solidarity, self-respect, respect of others, respect of diversity and respect for the environment.

We have created three groups:

- “scouts” (11-14 years old)
- “rovers” (14-16 years old)
- “pionniers” (>17 years old)

A group of leaders has been identified and trained. Overall **90 young people have benefited directly from the project**. Educational activities, based on games and meetings using Scout pedagogy were carried out at a steady pace throughout the year.



Many projects of solidarity have been carried out, meetings organised with other NGOs like ACH, who welcome disabled adults, Krousar Thmay who takes care of children in difficult family situations, Meta Karuna who works with people with HIV or mentally ill.

Our leaders were able to observe scouts' progress on their ability to analyse their behaviour and the impact of their actions, to respect rules, to share, to interact with others, and some have even become more aware of environmental issues.

The results have been very positive and the project continues.



I - OUR PROGRAMMES - HELP FOR FAMILIES

7 - Help for Families

For the 900 poorest families

We distributed 286 tons of rice, 5.5 tons of rice a week. We also took care of their health. To limit their dependency on our help and to make the families more responsible, we ask them to contribute to the costs, according to their income.

A service of help and advice from our social workers

All our families can contact our social service team, in our centre in Phnom Penh or directly in the villages, during visits to our community centres.

We bring personalised help to respond to emergency situations of decease, housing problems, health, debts...

About one hundred families have benefited this year.



Rolous Village - October 2016



Distribution of food, tents, help with housing reconstruction after the floods in Veal Sbov, Sensok, Mean Chey. Toul Sambo.

"Casual jobs" for our young students at weekends

By helping our teams in the boarding school, at the after-school club or by working in the sewing workshop, the youngsters earn a small amount of income.

II - INVESTMENTS AND PROJECTS

The “FLIP” Project, giving employment aid to our children's parents

FLIP (“Family Livelihood Improvement Programme”) was launched in March 2011. The aim of the project is to help the parents of PSE children find a job or set up a small business in order to improve family incomes so the children can go to school. With the support of the NGO “We World”, this is the sixth year we are running this project to improve the families’ living conditions.

This year, our short courses in sewing, cleaning and cooking have benefited 230 parents of children from our programmes. 150 parents have found lasting employment. 195 obtained, with our help, a microcredit to start a revenue generating activity; we help them with the development of this activity.

We have also provided “advice” services and training on savings, insurance, their rights and duties, etc. Mutual assistance groups have been created in Steung Meanchey for struggling parents.

Throughout the years, the project has shown good results in terms of increase in revenue (around two thirds of parents have seen their revenue increase) and has had a significant impact on the children's schooling.

We have therefore decided to integrate these activities into our programmes. The FLIP project will therefore become a new programme starting in January 2018. New courses could be offered in the coming years. Furthermore, FLIP was until now focused solely on families. However, it seems very clear that in the future, FLIP could bring a solution to struggling youngsters who cannot join our Institute because of too low a level of education and who need to work and earn a living quickly.



Sewing Workshop



Our workshop consists of around thirty seamstresses. They are for the most part mothers of children from our programmes. This year, they made 16,000 uniforms for PSE.

We're also developing our production externally: Kamask (anti-pollution masks), the International French School and the uniforms for the subsidiary of the BRED bank in Cambodia.

II - INVESTMENTS AND PROJECTS

Implementation of Remedial Schooling in 5 provinces - 3rd Year

The project, now in its 3rd year, allows attendance in remedial schooling in state schools in the provinces of Phnom Penh, Siem Riep, Preah Sihanouk, Prey Veng and Kampong Speu. With active support from our educational team, the state school teachers and Ministry trainers are assimilating the method developed by PSE of accelerated teaching for primary school levels.

This year, 7,635 children who are behind in school have been taught through accelerated teaching in 275 classes within 162 primary schools. 46% of these children are girls.



The project will continue until the end of 2017. The aim is to transmit to the Cambodian Ministry of Education all of PSE's competences in terms of remedial schooling so that the method can benefit the greatest possible number of Cambodian children who are at risk of expulsion from school.

With the support of the Consortium of NGOs working in Cambodia for children at risk of expulsion from school (CCOSC) as part of its programme "Educate a Child", the Midi-Pyrénées Regional Council, the organisation "Les Papiers de l'Espoir", the Hofider Foundation, the corporate foundation of TOTAL, the Comédie de Neuilly, and the branches PSE Loire Océan, PSE Luxembourg and PSE Hong Kong via their contributors and their actions.

Personal development through scouting

The association has decided to promote the values that are theirs, values of solidarity, self-respect, respect for others, respect for diversity, and respect of the environment by developing new, more practical activities for personal growth.

It is in this context that we decided to create a Scout unit within PSE. It will eventually enable activities to be offered within the framework of scouting to all the children cared for by PSE who want to take part. (See page 26)

With the support of the Henri Lachmann Foundation.

II - INVESTMENTS AND PROJECTS

First Aid training for the children of the Institute

First Aid training was launched in November for the children of our Institute of vocational training. The sessions have been organised over a 12 week period with two hours of training a week per class (giving 25 hours per student). They have been taught by a volunteer from the Australian Red Cross who has also trained his Cambodian successor.

This project allows us to transmit to the students human values of solidarity and consideration to others, to improve the health security of the young and their family and friends, and also to give them an additional qualification. This qualification is indeed an asset in the labour market, notably in the hotel and building industries.

The students showed much interest and personal involvement in the new course. **By August, 122 youngsters had finished it and obtained their diploma.**

One of them intervened to save a life in his village, soon after completing his training: he was able to clear food that was obstructing the trachea of a baby who was suffocating.

The Cambodian trainer, who is a member of staff, was trained as part of the project. He obtained his diploma from the Cambodian Red Cross which will ensure that the training will continue in the future.



With the support of PSE Germany, PSE Brittany, the Houilles-Bezons-Sartrouville Rotary Club, Amundi "Give a Hand", Zurich Insurance and some private individuals.

Intensive English courses for beginners

Mastery of English is a key pre-requisite of employability for our students, no matter the sector, in the context of Cambodia's opening up to the world market.

From January to June, we provided intensive courses to 126 of the least advanced of our students in English. These courses were provided by the *Australian Centre for Education (ACE)* who provided very experienced English teachers.



Next year, these intensive courses will be given by the PSE Language Department.

With the support of PSE Luxembourg, PSE Germany

II - INVESTMENTS AND PROJECTS

Construction of a primary school in the countryside

Started in March 2016, the construction of a school in the commune of Arak Thnoat in the province of Kampong Cham, was finished in January 2017.

340 nursery and primary school pupils, of whom nearly half are girls, were previously schooled in very bad conditions. They now benefit from decent conditions to study in: fully equipped classrooms, infrastructure (lavatories, drinking water and a library). Access for the handicapped has not been forgotten.

A local committee is in place to ensure the smooth functioning of the school in the future. It benefits from support from the Cambodian government as it is integrated within the state school structure.



*Inaugurated 12th January 2017
by the under-secretary of State of
the Ministry of Education.*

With the support of the NGOs working in the Cambodian Consortium for Out of School Children (CCOSC) within its programme "Educate a Child", of PSE Aquitaine, Talents & Partage and the Bardon Foundation.

New sporting infrastructure in our Phnom-Penh Centre



A new football pitch was inaugurated in September 2017 in the presence of the Cambodian Minister of Education, Youth and Sports. The origin of the project was a shared desire between PSE and the Real Madrid Foundation to develop a social and sports programme for the children. The mobile operator Smart joined the project, whose financial support for social and sports projects is a pillar of its Corporate Social Responsibility policies in Cambodia.

The pitch is a magnificent tool for the deployment of this programme, powerful leverage for the emancipation and well-being of the young.

With the support of SMART Cambodia and PSE Germany

A multi-sport pitch has been covered with a roof and allows the sports instructors to teach in a space adapted to the intense heat and to the rainy season. This courtyard completes the infrastructure which allows us to educate the children through the values of sport.

With the support of PSE Aquitaine, For a Child's Smile UK, AB PSE (PSE Belgium), PSE Loire Océan, PSE Paris Isle de France and PSE Lyon

II - INVESTMENTS AND PROJECTS

New building for the Business School and the new OBK campus

The construction of a building for the Business School of the PSE Institute was completed this year. Situated in the “OBK” district, 300 metres away main PSE Centre, it covers 3,000m² and has a ground floor and two further floors.



The new school opened its doors to some 380 students and to 40 members of staff at the beginning of term in September 2017. The total capacity is for 550 students, which gives us some headroom for the future.

The whole of the space has been designed to foster the success of the students and to allow the development of independent work, beyond the classes.

The building has 23 classes, 7 computer laboratories, a large conference room which can hold 150 people, a resource library which can accommodate up to 50 students and has closed spaces to encourage group working. The teachers have offices and a staffroom.

The new campus of the School has been named “OBK” after that of the district, also includes a courtyard/canteen area and a reception hall for the School where a project will be developed for the creation of a “coffee shop” run by the students as a practical exercise in the management of a retail outlet.



II - INVESTMENTS AND PROJECTS

The overall development of the new campus encompassing the Business School has continued.

- Delivery at the end of 2016 of the multipurpose building (cloakrooms, office, meeting room on the first floor) close to the rugby pitch which had already been built.
- Provision of parking places for the school bus and for students' bicycles.



Thanks to the new facilities of the OBK campus, we have found space, in our main Centre, better adapted to the needs of the activities of programmes that take place there (remedial schooling, other schools of the institute for vocational training, boarding school, after school activities, canteen...).

Students' testimonies



"The new campus allows me to improve my personal work in particular thanks to the laboratories, to the large library and thanks to the good teachers who support us. ... After studying at the Business School I would like to work as an administrator in a Human Resources department."

Veasna P, 20 years old



"I very much like the new OBK campus because it allows the Business School to have its own building and for the students to be more independent. It allows us to be more autonomous and independent, to work in teams, to share my experiences and my knowledge and to develop myself more rapidly than before."

Boeng T, 21 years old

With the support of the Amanjaya Foundation, the Departmental Council of Loire Atlantique, Talents & Partage, le Fonds Haguro, the Horizon Tiers-Monde charity, the branches of PSE Loire Ocean, PSE Paris IDF, PSE Midi Pyrenees, PSE Switzerland and PSE Luxemburg via their donors and their actions on behalf of the project.

III - COMMUNICATION, LIFE IN OUR NETWORK AND PARTNERSHIPS

The film “Les Pépites” (Little Gems), a flagship event



Directed by Xavier de Lauzanne and co-produced by Aloest Films and Bonne Pioche Cinéma, the film, released in October 2016, has been seen by over 220,000 viewers in France.

Overseas, it has been distributed in Belgium, Luxembourg, Switzerland and during one-off screenings in UK, United States, Quebec ...

All the PSE teams, at the headquarters and in the branches, mobilized to spread the word about “Les Pépites” (Little Gems) :

- Organising previews in Paris and Lyon,
- Promoting the film during our 20th anniversary festivities,
- Numerous cinema-debates throughout France

A book and a DVD

The book “Les Pépites”, written by Christian and Marie-France des Pallières with beautiful photos by Christian and Thomas Goisque, was released at the same time as the film, and has also met with great success.

Both the book and the DVD of the film, released in February 2017, are still available from specialised websites, in our shop in Phnom Penh and at our secretariat.

Many benefits

The national media widely publicised the film and the actions of PSE:

- Television: France2, France24, I-télé, TV5 Monde
- Radio: Europe 1, France Inter
- Press: La Croix, Figaro Magazine, ...

as well as interviewing Marie-France des Pallières (TF1, CNEWS).

This tremendous spotlight from a new and large audience has had many benefits for PSE:

- Increase in donations, especially on-line,
- Many spontaneous sponsorships,
- Increase in the invitations from schools,
- Arrival of new volunteers,
- Huge influx of visitors to our centre in Phnom Penh

A HUGE THANK YOU TO ALL OF YOU WHO HAVE HELPED DEVELOP THE FILM “Les Pépites”

“Les Pépites” at the UN

New York – 7th March 2017

Presentation of Xavier de Lauzanne's film at the UN Headquarters in front of 570 people, at the initiative of the Permanent Mission of France to the UN.

Accompanied by Leakhena, head of the PSE Social Department, Marie-France des Pallières made a special trip in the middle of her traditional tour.



III - COMMUNICATION, LIFE IN OUR NETWORK AND PARTNERSHIPS

An improved presence on the internet



A major overhaul of our website has provided more space for visuals and news.

Designed to be accessible on new devices such as tablets and smartphones, the site also includes a secure on-line donation page.

An English version is also available.

Launched in October 2016 in time for the release of the film “Les Pépites” (Little Gems), our new website improves the visibility of our activities.

It also allows us to benefit from spontaneous donations, both regular and one-off, and to collect new contact details.

Reinvigorating our presence on Facebook

Our followers of the page “PSE France” increased from 6,600 in September 2016 to 15,300 in August 2017, with a record publication: 800,000 views for the trailer of the movie “Les Pépites” (Little Gems).

Regional branches have developed their own presence thanks to a dedicated page, allowing them to communicate their local initiatives.

First contacts with influential bloggers

A “blogger lunch” was organised with Marie-France des Pallières at the beginning of her 2017 tour. A blogger reported on her visit to the Centre in Phnom Penh. Information of the tour was relayed by the network “Gens de confiance”.

A Parisian gala evening to celebrate 20 years of PSE

1996-2016: 20 years of action and thousands of smiles rekindled! A gala evening was held, under the patronage of filmmaker Patrice Leconte, many supporters of PSE, both companies and individuals, gathered at the Pavillon Royal on 30th March 2017.



III - COMMUNICATION, LIFE IN OUR NETWORK AND PARTNERSHIPS

The branches also celebrated 20 years of PSE

Ten branches mobilised to celebrate the 20th anniversary of PSE actions through “SOURIRES EN FÊTE” initiative.



Scheduled for early October 2016, this event - a first for the association - was intended to publicise both the association and the release of the film “Les Pépites” (Little Gems) to a wide audience.

Passers by could participate in thematic stands, set up on the streets of several towns (discovery of Cambodia, colouring or makeup for children, presentation of the association, ...), attend events (music, show) and contribute to a “fresco of smiles” (an exhibition of children's drawings to mark their support).

Due to the success of the event and the enthusiasm shown by the branches, we have decided to hold an “autumn event” for both the PSE network and the public in subsequent years.

A remarkable engagement by volunteers for the release of the film “Les Pépites” (Little Gems)

The following months were marked by an unprecedented mobilisation centred on Xavier de Lauzanne's film. The branches participated in numerous film debates during screenings planned by the distributor of the film or at the initiative of volunteers. The impact of the film was particularly felt in schools, moved by PSE's altruistic and educational approach. The branches answered the call of many schools for presentations to classes, “bowl of rice” events, charity races...

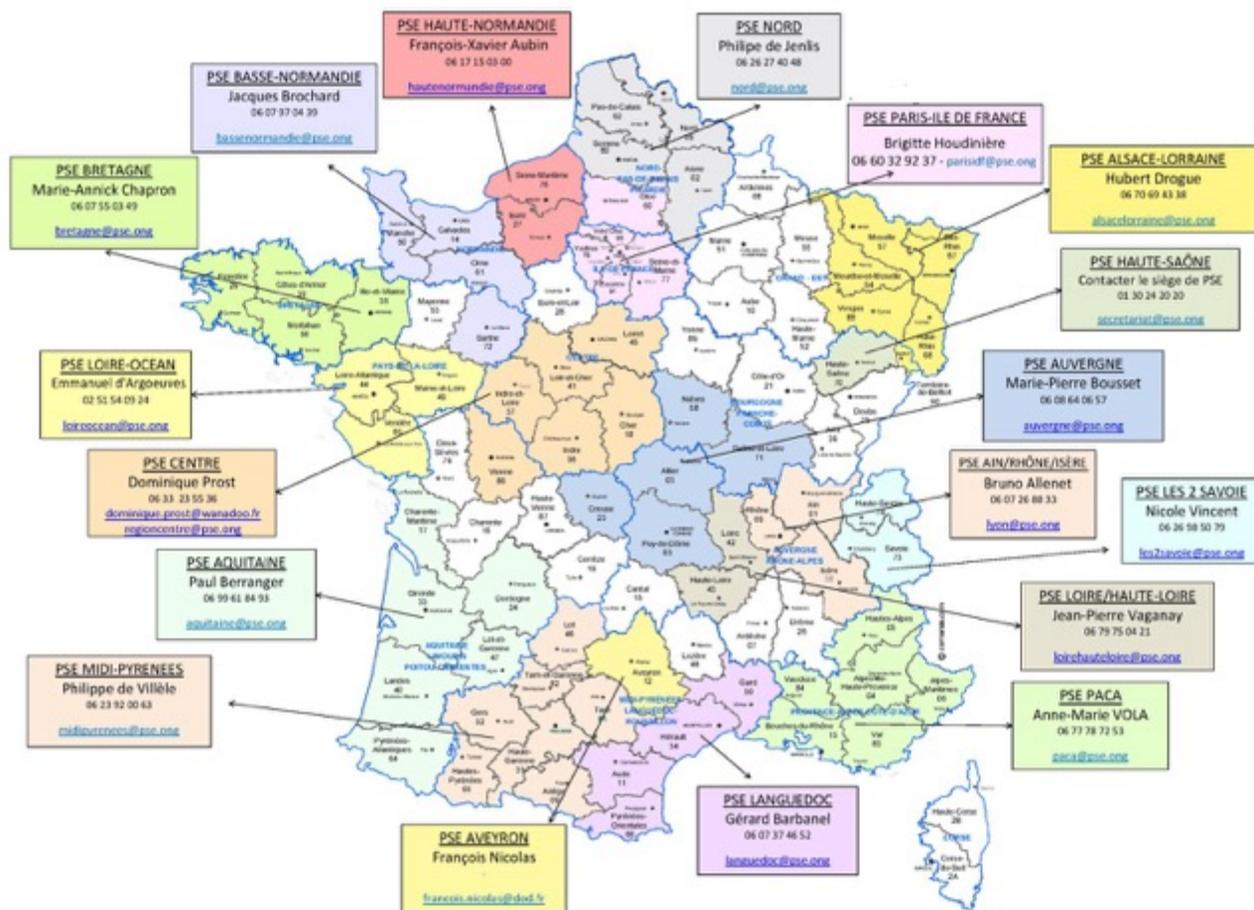
This multitude of actions by our support network contributed to the huge success of the traditional tour by Marie-France des Pallières, organized in spring 2017 with 30 dates, 11 branches and 10 new organisers. An influx was seen at events, on several occasions there were audiences of 300 to 400 people.



New local branches

The PSE network has over 300 volunteers working in 26 branches, including 18 in France. Thanks to the dynamism of the branches and the boost from the film “Les Pépites” (Little Gems), the engagement of new volunteers has resulted in the creation of local branches of PSE in new areas, both in France (Bourg-en-Bresse, Grenoble) and abroad (East coast of the United States).

Our branches in France



Our overseas branches



GERMANY
KinderlaechelnDeutschlandPSE



HONG KONG
PSE Hong-Kong



BELGIUM
Action Belgique Pour un Sourire d'Enfant



LUXEMBOURG
PSE Luxembourg asbl



SPAIN
Por la Sonrisa de un Niño



UNITED KINGDOM
For a Child's Smile UK



USA
For a Child's Smile USA



SWITZERLAND
PSE Suisse

III - COMMUNICATION, LIFE IN OUR NETWORK AND PARTNERSHIPS

New types of partnership

We have always sought to develop with our partners – foundations, companies, associations and other NGOs – a lasting relationship based on the shared, common values and common objectives. For companies, through their corporate social responsibility (CSR) initiative, to engage with PSE is to choose a unifying project, create links and bring meaning to their entire community: employees, customers, suppliers.

This year, the [sponsorship of skills](#) has grown as we have engaged with new partners in the areas of vocational training and governance.

For the first time, we have benefitted from micro-donations coming from wage rounding initiatives to finance our fight against school dropouts - we have developed additional courses for 700 children enrolled in state education, which has been implemented in our school in Phnom Penh.

Stronger relationships with businesses in Cambodia

In Cambodia, our Vocational Training Institute has always worked with multiple business partners who welcome our young interns, recruit our young graduates and / or help us in various ways: conferences, business visits for our young people in orientation phase ... [An annual satisfaction survey of local businesses](#) has been established to allow the Institute to develop these partnerships for the benefit of all.

[At the same time, several local companies are increasingly engaged in corporate social responsibility initiatives, have supported our activities, or have committed to doing so, for example SMART mobile phone company \(see page 19\).](#)

We send our warmest thanks to all our partners who support us in many ways and thus contribute, each in their own way, to helping us fulfill our mission to the children.

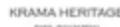


IV – THANK YOU TO OUR PARTNERS AND CORPORATE SPONSORS



FONDATION FRANZ MARTIN

FONDS DE DOTATION HAGURO



et our partners from



V - GOVERNANCE & MANAGEMENT

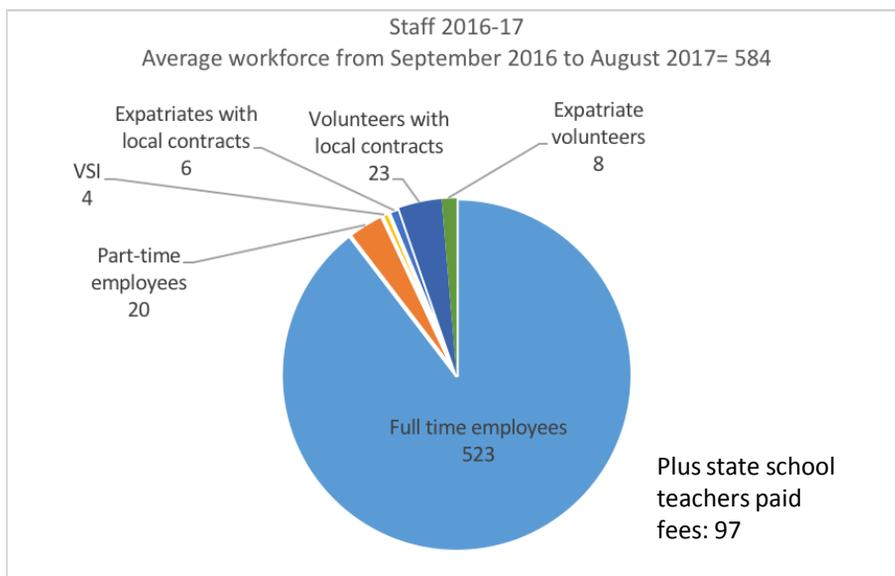
At the Board Meeting on 31st March and 1st April 2017, Jean-Michel Bouchard decided to step down as President. The Association commended his flawless commitment at the head of PSE since 1993, first as Treasurer and then as President. The Board of Directors elected Ghislaine Dufour as President. The Association also thanks Bertrand de Gaulejac, departing member of the Board and former President, for his magnanimous involvement since the inception of PSE!

We have started a process to obtain the IDEAS hallmark which recognizes the quality of governance, financial management and monitoring the effectiveness of the actions of associations. Awarded by an independent committee, the hallmark is a standard of trust for donors and corporate sponsors. This process takes 12 to 18 months on average.

We are professionalising our procurement process with the support of a volunteer consultant who resides in Cambodia and a consulting firm KEA Partners, through skills patronage programme. Finally, we have continued to develop our information systems: the “Child Support System”, that will track our children along their journey with increased efficiency which will enable us to track our children throughout their engagement with us with greater efficiency and a “Human Resources Information System” that will simplify the administrative management of staff while professionalising career management and training plans.

In Cambodia

584 staff members (on average from September 2016 to August 2017) work in Cambodia to deliver, and contribute to the quality of, our social missions. 97% of the staff are Cambodian. The workforce is down 5% from the previous year, as a result of careful management of replacements and recruitment in the face of a one-off reduction in the number of beneficiaries.



The Association thanks Elisabeth Bardon-Debats, member of the Board of Directors since 2005, for taking on the role of interim Managing Director in Cambodia for a year. A new Cambodian Managing Director, Borithy Lun, took office in May.

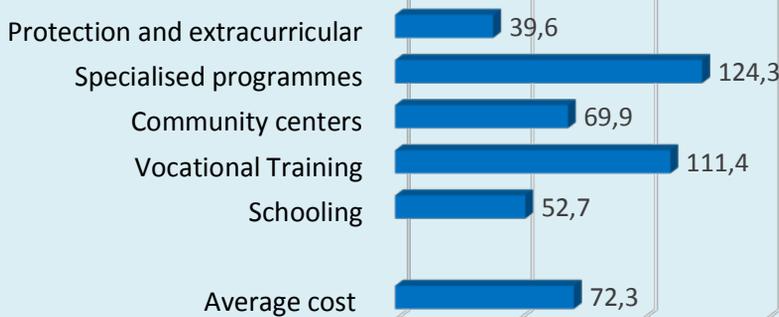
VI – FINANCIAL SUMMARY

The overall cost per child per month across all our programmes was €72.34 (\$79.36) at an exchange rate of €1 = \$1.097.

There was a slight increase in costs in Euros (+2.5%; €70.6) and in dollars (+2.4%; \$77.43). As the number of beneficiaries dropped on a one-off basis compared to the previous year and since some of our costs are, like any organisation, fixed (costs of central services, electricity, etc.), the cost per child increases slightly.

The cost of each of the major programmes varies by their nature. This includes addressing the children's basic needs (food, healthcare, etc.), overheads and fundraising costs.

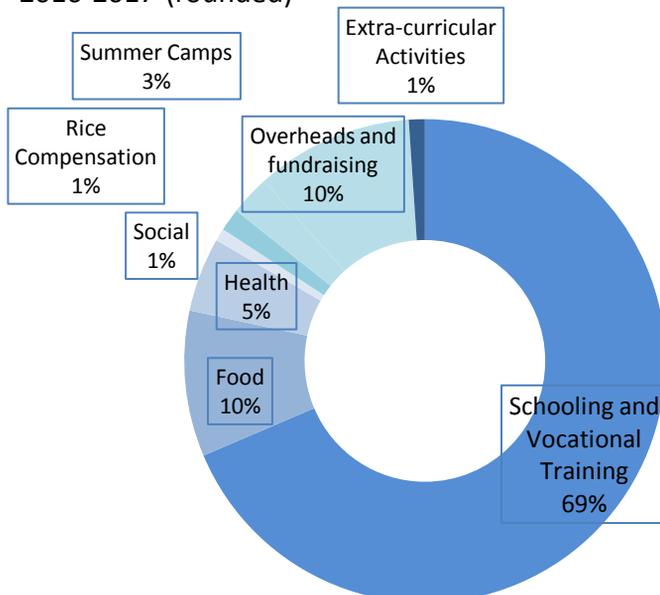
Cost per child per month for each of the main programmes during 2016-2017 in €



Legend

- Protection and Extra-Curricular: additional programmes of protection/housing and extra-curricular activities in our Community Centres.
- Specialised Programmes: Mother and Child Protection service and Special Needs Education programme.
- Community Centres: programme of day care centres in our Community Centres
- Vocational Training: programme of Vocational Training
- Schooling: education programmes in PSE's Remedial School and in state schools

Breakdown of costs (across all programmes) 2016-2017 (rounded)



The cost breakdown remained stable compared with last year. **Overheads and fundraising costs represent 10.4% of our operating expenses.** They were impacted by one-off communication expenses to support the release of the film "Les Pépites" (Little Gems) which contributed significantly to the association's income.

Non-nominative sponsorships remain our primary source of funds. They covered 75% of the cost of our social programmes.

PSE's accounts are audited on an annual basis by Michel Llorens, a Statutory Auditor, Sèvres. The auditor's report as well as the full accounts and a summary note from the Treasurer are available on our website: www.pse.ngo.



From destitution... to a vocation !

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PSE-Pour un Sourire d'Enfant

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