



ANNUAL REPORT 2020

CELEBRATING
A DECADE
— OF DOING WHAT —
MATTERS



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freetoshine.org



FreeToShine.org



freetoshine

This report reflects Free To Shine's activities for the period between 1 July 2019 - 30 June 2020.

*Names of girls have been changed to protect their privacy.

OUR IMPACT TOTAL NUMBERS TO DATE

> **See page 8**
To find out more
about our impact
this year.



754

Girls
enrolled.



21

Houses
built.



10

Types of seeds
provided.



2,520

Social work
interventions.



28,980

Safety visits
conducted.



2.2 MILLION

Days of safe
drinking water.



5,906

Library
books.



59

Village partnerships
established.



33

Girls enrolled
in university.

ABOUT US

WHO WE ARE

Free To Shine is an independently-funded, non-profit organisation founded in Australia, working to prevent sex trafficking in Cambodia. Our work is child protection-focused, human rights-based, and designed to strengthen families and keep children in education.

Our Cambodian team works with local authorities and communities to reach the most at risk rural girls, reducing their vulnerability to trafficking by improving their access to education and providing them with social work support.

We don't build new private schools; **we make it possible for children to access their local, public school.**

We don't rescue or save children from sex trafficking; **we work to prevent them from being trafficked in the first place.**



See page 03

To find out more about our program.

WHY PREVENTION?

In 2009, Free To Shine's Co-Founder and Managing Director, Nicky Mih, volunteered at an aftercare facility in Cambodia for survivors of sex trafficking. This profoundly changed the direction of her life:

"I asked survivors who had been rescued how I could help, and I was hardly prepared for their answer. I thought they'd want something straightforward and easy to provide, like university tuition fees, but they didn't want anything for themselves. Instead they wanted for no other girl to go through the horrors they'd been through. They asked me to go out into the rural villages, find the girls who weren't in school, and protect them. They told me that if these young girls were in school they would not be trafficked." – Nicky Mih

Focussing on education is widely recognised by experts in the field as a crucial component of preventing trafficking. According to the International Labour Organisation, "Getting girls ... into schools and keeping them there is a vital step to reducing their vulnerability to trafficking."¹

With the survivors' suggestions backed up by international data, Free To Shine was born.

¹ 'Training Manual to Fight Trafficking in Children for Labour, Sexual and Other Forms of Exploitation', International Labour Office, International Programme on the Elimination of Child Labour (IPEC), Geneva: ILO, 2009, 4 v., www.unicef.org/protection/Textbook_2.pdf, (accessed 23 September 2019).

OVERVIEW



OUR VISION

Educated girls, free from sex trafficking, shaping and leading their communities and country.



OUR MISSION

We prevent the trafficking and exploitation of girls by strengthening family and community systems to prioritise the safety and education of their children.



LETTER FROM THE MANAGING DIRECTOR

Dear Friends,

Whether you invested in the safety and education of girls as a sponsor, business member, or team member, I would like to express my gratitude for partnering with us this year.

This year we celebrate a decade of doing what matters, so it's quite fitting that on January 24th, International Day of Education, my book *Do What Matters*; what leading a child protection organisation in Cambodia taught me about life and leadership, was published. By June the book had become an Amazon number 1 best-seller in the categories of Business Ethics and Business Leadership and we look forward to this success helping us achieve a far wider reach.

On June 1st, International Children's Day, we turned 10. It's been a huge decade. 67 team members have travelled 490,000 kilometres to 59 villages to secure the safety and education of 754 girls. We've provided 28,980 safety visits, and 2,520 social work interventions. We've also facilitated 164 community trainings, provided 892 bikes, funded 1.4 million curriculum classes, provided 2.2 million days of safe drinking water, provided leadership training to 23 emerging leaders, funded 33 university places,

built 21 homes and helped a teenage girl build a community library.

What a year this one has been! The year began as any other... and then we found ourselves amidst a global pandemic.

To say it's been an incredibly challenging time is an understatement, as we and the families on our program navigated our way through fear, panic, concern and incredible cooperation. We've had to consider how school closures might affect girls' risk of being exploited and trafficked. We've had to reduce our team from 24 to 15, making team members we care deeply about redundant in a country that has no government assistance for job-seekers. We had to cease in-person safety visits and temporarily conduct our work over the phone. When parents lost work and didn't know how to feed their children, when there was violence in the home, or death and grief, we continued to be there safety-planning with them and supporting and guiding them through the crisis.

Tourism in Cambodia has ground to a halt, and thousands upon thousands have lost their work. The resulting economic crisis has plunged the poorest even deeper into poverty and typically we work with the 10% poorest in each village.

For the families we work with, making their way through this pandemic is incredibly difficult, and their risk of trafficking and exploitation after the pandemic may be increased massively. The need for our social workers and education officers is greater now than it's ever been, and that need is going to grow exponentially in the immediate aftermath of



the pandemic. In this really uncertain time, I thank you for your commitment to Free To Shine and the girls and families on our program. Your continued financial support through this has been incredible.

Thank you for helping make this intensive, family-based support possible.

My heartfelt appreciation to you,

Nicky

A handwritten signature in black ink that reads "N. Mih".

NICKY MIH

CO-FOUNDER AND MANAGING DIRECTOR

OUR 3 PILLARS

PROGRAM STRATEGY

	GOAL 1 SAFE COMMUNITIES FOR CHILDREN	Conduct monthly safety visits to address complex factors such as poverty, hunger, illness, unemployment, migration, addiction, violence, family breakdown and debt.	Provide social work interventions and crisis support to girls and their families facing exceptionally challenging circumstances.	Facilitate Community Trainings that build capacity within the community, increase knowledge of human rights and teach families how to protect themselves from exploitation and abuse.
	GOAL 2 EDUCATED GIRLS	Improve access to basic rights such as safe drinking water, enough food, and adequate shelter so girls are able to stay safe and in school.	Provide essential educational support and materials necessary for each girl to access school including uniforms, books, pens, a backpack and a bike.	Provide financial support for additional curriculum classes to support girls to progress to the next grade.
	GOAL 3 WOMEN IN LEADERSHIP	Conduct leadership training, providing mentorship and project management skills development to emerging leaders.	Invest in university education to develop the next generation of Cambodian women leaders.	Teach and model gender equity.

OUR JOURNEY

The journey that began as a promise to survivors of trafficking has led us to our program as it stands today. Looking back on this year, we're incredibly proud of our accomplishments and we can't wait to see what the future holds and action out our goals for 2021.



2019 WHAT WE ACHIEVED LAST YEAR

1

Joined Family Care First | REACT, a best practice network of 40+ members working on strengthening child protection mechanisms at the national level.

2

Gained Deductible Gift Recipient status. Any donation over \$2 AUD in Australia is now tax-deductible.

3

Delivered our first Emerging Leaders Program to 23 young leaders changing their communities.

THIS YEAR AT FREE TO SHINE

>

2021 OUR PLAN FOR NEXT YEAR

1

Strengthen relationship with local authorities and the Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSAVY) through jointly delivered community trainings and collaborative referral processes.

2

Develop a curriculum for our Emerging Leaders Program, Level Two.

3

Increase our revenue by hiring a grants manager and a business members manager.

YEAR AT A GLANCE 2020

AUGUST 2019

B1G1 Conference

Nicky Mih speaks and inspires businesses on the lessons she's learned from girls and families on our program.

Reached \$2 million in donations

An incredible investment in preventing sex trafficking.

SEPTEMBER 2019

JANUARY 2020

Published Our Book

Do What Matters by Co-Founder and MD, Nicky Mih, about the lessons she learned from leading a child protection organisation in Cambodia.

Business Matters Launched

at the Abundance Global conference. We introduced Business Matters for the first time and welcomed our first business members.

NOVEMBER 2019

MARCH 2020

COVID-19 Hit

and we navigated through the uncharted waters of a global pandemic.

Leadershift

Ran our first web series, Leadershift, a guide to being a better leader, getting better results in business and having a bigger impact, with incredible industry leaders as speakers.

JUNE 2020

JUNE 2020

10th Birthday

Celebrated this special milestone in a social-distanced style with video calls and cake.

#1 Bestseller

Do What Matters reaches #1 on Amazon bestseller lists in the categories of Business Ethics and Business Leadership.

JUNE 2020

OVERVIEW

IMPACT

GET INVOLVED

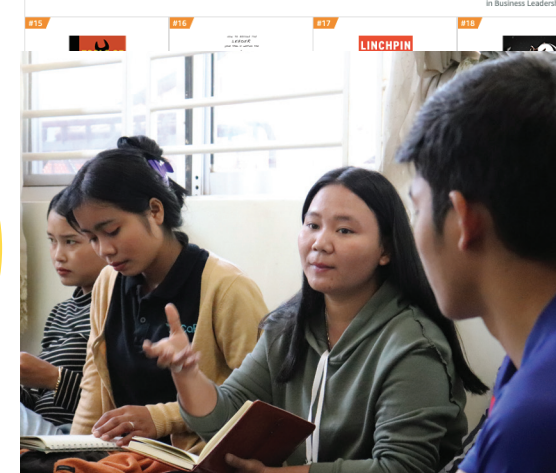
FINANCIALS



Amazon Best

Our most popular products based on sales

Best Sellers in Business Leadership			
Top 100 Paid Top 100 Free			
#1	#2	#3	#4
Do What Matters Nicky Mih ★★★★★ 2 Kindle Edition \$11.99	Stillness is the Key: An Ancient Strategy for... Ryan Holiday ★★★★★ 675 Kindle Edition	The Coaching Habit: Say Less, Ask More &... Michael Bungay Stanier ★★★★★ 1,677 Kindle Edition	The 7 Habits of Highly Effective People: Powerful... Stephen R. Covey ★★★★★ 5,675 Kindle Edition with Audio
#5	#6	#7	#8
Principles: Life and Work Ray Dalio ★★★★★ 2,618 Kindle Edition \$17.99	The 48 Laws of Power Robert Greene ★★★★★ 4,532 Kindle Edition \$4.99	The Go-Giver: A Little Story About a Powerful... Bob Burg ★★★★★ 2,372 Kindle Edition \$14.99	The E-Myth Revisited: Why Most Small Businesses Fail... Michael E. Gerber ★★★★★ 2,372 Kindle Edition \$14.99



CELEBRATING A DECADE OF DOING WHAT MATTERS



13 COMMUNES
& 59 VILLAGES

**\$2.3
MILLION
RAISED**



21 HOUSES
BUILT, AND
A LIBRARY



33 ATTENDED
UNIVERSITY



23 EMERGING
LEADERS



28,980
SAFETY
VISITS



164 COMMUNITY
TRAININGS



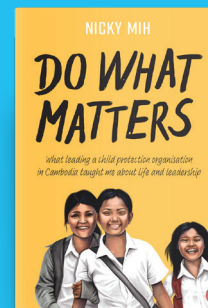
2,520 SOCIAL WORK
INTERVENTIONS



490,000
KILOMETRES
TRAVELLED
BY MOTO



2,274,680 DAYS
OF SAFE DRINKING
WATER PROVIDED



PUBLISHED
1 BOOK

25,294
VOLUNTEER
HOURS



1.4 MILLION
CURRICULUM
CLASSES
FUNDED



1 MOTO STOLEN,
1 SECURITY
GUARD/DOG



67 PAID
TEAM MEMBERS



892 BIKES PROVIDED
FOR GIRLS TO GET TO
42 SCHOOLS

SECURED THE
SAFETY AND
EDUCATION OF
754 GIRLS



CASE STUDY: REAKSMEY*

Reaksmey was enrolled in Free To Shine's program in 2015 when she was in grade 8. She has a younger sister and an elder brother and lives with both parents. Reaksmey's father is the family's breadwinner working as a construction worker, while Reaksmey's mother is a homemaker who tends to her vegetable garden and occasionally makes reed baskets. In secondary school, Reaksmey faced significant health challenges but inspired by her parents' support and her role model brother, she never gave up studying. Through Free To Shine's support, Reaksmey successfully graduated from high school.

Ever since high-school, Reaksmey has dreamed of becoming a teacher to empower the next generation of Cambodian children. In an attempt to begin a career in teaching, Reaksmey took a teaching exam but she was not pleased with the results. Reaksmey did not give up and continued pressing on and improving herself and currently empowers children as a trainee teacher at a state school. While Reaksmey's short-term goal is to take the teaching examination again, her long-term plan is to study teaching at university.

*Names of girls have been changed to protect their privacy.

A SNAPSHOT OF OUR IMPACT



SAFETY

Exacerbated by the pandemic, keeping girls and their families safe this year has been very challenging. We have worked harder than ever with the families on our program to keep them safe from the factors that make them vulnerable to trafficking. To respond to the heightened risks, we did over 3716 safety visits and 678 social work interventions. Utilising grants, we were also able to provide emergency food packages to families (62 adults and 92 children) who were in need of immediate support.



STRENGTH

Food security became more important this year, with pandemic-related job losses placing many families in an even more difficult financial position. We supported families by providing sustainable farming resources such as chickens, and bigger vegetable gardens. These new resources and for some, new skills, reduced the food security concern and gave families enthusiasm, commitment and strength to get through the pandemic.



EDUCATION

28 girls on our program sat their grade 12 exams, and 26 passed. We funded five of these graduates to continue their education to university. We also collaborated with the Battambang organisation, Children's Future, to deliver our Future Goals documentary and workshops to communities outside our geographical reach. Inspired by successful women in a range of industries, 36 girls and young women identified their own talents, increased in confidence, developed their own personal and professional goals, and made informed decisions about their future.



COMMUNITY

We worked closely with local authorities and the Commune Council for Women and Children to conduct 12 Community Trainings on three important subjects; Child Development, Drugs & Alcohol Abuse, and Child Protection, all designed to help create safe communities for children.

While our community trainings were not viable when the pandemic hit, we will be recommencing them as soon as it is safe to do so.



EQUITY

Within our organisation, driving the Tuk-tuk is an important role in delivering supplies on time for girls and their families as well as carting what we need for community trainings. So this year, three of our team, including one female, took the Tuk-tuk driving exam and passed, receiving their licences. In Cambodia, it's unusual for women to be seen driving a Tuk-tuk. We believe our first female Tuk-tuk driver will be an inspiring role model to the girls in rural communities.



SOCIAL WORK CASE STUDY:

15 year old Sreynich* is studying in grade 10. For many months, she was suffering headaches and stomach complaints. Sreynich's mother had taken her to the Khmer traditional healer many times to assist with the physical illness. Sreynich started to miss days at school due to her health issues which concerned Free To Shine's education officers, who then referred Sreynich to our social workers.

During initial assessments, our social worker realised that Sreynich's physical health concerns might be related to her mental health, in particular anxiety linked to external factors. Through social work interventions such as mindfulness, journaling, and breath work, Sreynich has learned to recognise triggers for her anxiety and now has strategies to manage her mental health.

Following eight months of monitoring, Sreynich was referred back to the education program. The social worker trained the education officers on the management strategies so they can continue to monitor and encourage Sreynich to practice daily.



OVERVIEW

IMPACT

GET INVOLVED

FINANCIALS

GET INVOLVED

GIVE FOR BUSINESSES

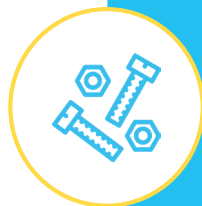
www.freetoshine.org/business



VISIONARY

\$350 AUD PER WEEK

This partnership provides bikes, leadership training to emerging leaders, Community Training on preventing exploitation and abuse and intensive social work interventions to those in crisis.



CORNERSTONE

\$75 AUD PER WEEK

This partnership provides safety visits to the girl's home and school, access to safe drinking water, a vegetable garden and additional curriculum classes.



LEVEL UP

\$20 AUD PER WEEK

This partnership provides school uniforms, backpacks, exercise books, pencil cases filled with pens, pencils, rulers etc, and library books.

GIVE FOR INDIVIDUALS

www.freetoshine.org/sponsor

Sponsor a girl today!

Join us in working towards a Cambodia where educated girls, free from sex trafficking, are shaping and leading their communities and country. You can be part of our essential global community which provides life changing support for the girls and families on our program.

\$45 AUD
PER MONTH



ACCOUNTABILITY AND TRANSPARENCY

We deeply value the trust you place in Free To Shine when you invest in our programs. We are a registered Australian charity, endorsed by the Australian Tax Office, ACN 143 986 074. We are formally registered in both Australia and Cambodia and have a MoU with the Cambodian Ministry of Foreign Affairs and International Cooperation.

We are governed by a Board of Directors and all of our financials are independently audited by a registered company auditor. When you invest in Free To Shine you can be sure your gift goes to those who need it most.



OUR IMPACT IN NUMBERS 2019-2020



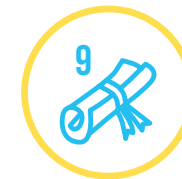
1

New house
built.



819

School
uniforms
provided.



58

Students
passed
grade 9.



678

Social work
interventions.



3,716

Safety visits
conducted
by education
officers.

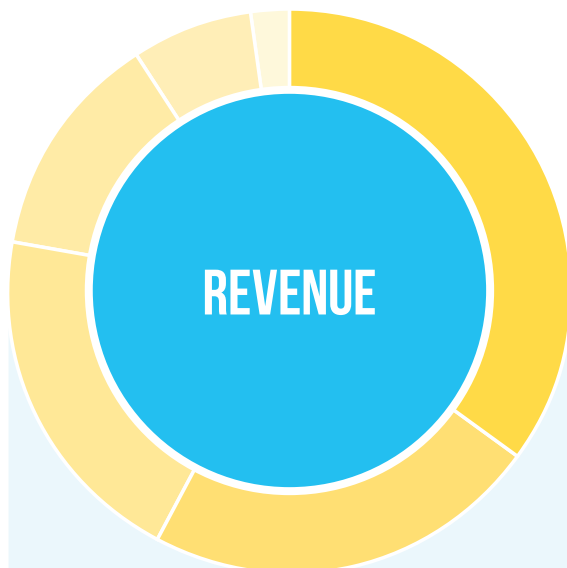


26

Students
passed
grade 12.

FINANCIALS

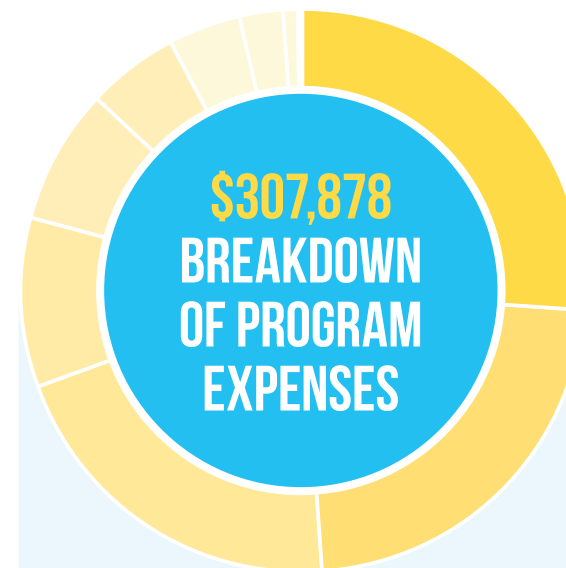
This financial report pertains to both the Australian and Cambodian offices of Free To Shine. All financial figures are in Australian Dollars.



35%	BUSINESSES
23%	INDIVIDUALS
20%	FOUNDATIONS
13%	FUNDRAISING EVENTS
7%	INTEREST & GOVERNMENT SUBSIDIES
2%	OTHER



56.5%	PROGRAM SERVICES
16.4%	DONOR MANAGEMENT
13.9%	DONOR ACQUISITION
13.2%	PROGRAM OPERATING COSTS



\$75,497	SAFETY VISITS
\$65,318	SOCIAL WORK INTERVENTIONS
\$58,381	PROGRAM OPERATING COSTS
\$27,840	CURRICULUM CLASSES
\$22,211	UNIVERSITY DEGREES
\$21,357	EDUCATION MATERIALS
\$15,261	COMMUNITY TRAINING
\$11,757	EMERGING LEADERS
\$7,719	WATER, FOOD & HOUSES
\$2,537	GENDER EQUITY TRAINING

STATEMENT OF ACTIVITIES

For the years ended 30 June 2020 and 2019



OVERVIEW

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FINANCIALS

SUPPORT AND REVENUE

	2020 \$ AUD	2019 \$ AUD
Events & Donations	84,335	92,052
Sponsors	99,303	106,065
Grants	57,629	28,086
Interest Income	1,808	3,755
Government Subsidies - COVID-19	29,460	-
AMISS Income	2,534	3,080
Office Sublease	931	597
Businesses	151,455	182,850
Total support and revenue	427,456	416,485

EXPENSES

Safe Communités

Safety Visits	75,497	73,075
Social Work Interventions	65,318	63,343
Community Training	15,261	15,352
	156,077	151,771

Educated Girls

Education Materials	21,357	46,534
Curriculum Classes	27,840	70,112
Water, Food & Houses	7,719	11,247
	56,915	127,893

EXPENSES (continued)

	2020 \$ AUD	2019 \$ AUD
Women in Leadership		
Gender Equity Training	2,537	2,904
Emerging Leaders	11,757	5,281
University Degrees	22,211	15,986
	36,505	24,171

Program Operating Costs

Fiscal Responsibility	32,132	5,265
Rent, Utilities, Website Hosting etc	17,454	18,375
Motos, Fuel, Phones, Laptops, Furniture etc	8,794	12,593
	58,381	36,233

Fundraising

Donor Management	61,592	57,320
Acquiring New Donors	72,272	52,280
	133,864	109,600

Total Expenses	441,741	449,668
Revenue less expenses	(14,285)	(33,183)
Net Assets at End of the Year	211,315	225,600

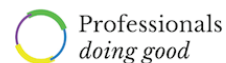
THANK YOU

អរគុណច្រើន

We would like to take this opportunity to thank all the wonderful people who have supported Free To Shine this year. Whether you contributed as a volunteer, donor, sponsor, or attended an event benefiting Free To Shine, we appreciate your support. With your help, we have kept over 750 girls safe and in school over the last ten years!

Thank you to our volunteers, who have contributed over 1800 hours this fiscal year.

THANK YOU FOR YOUR INVALUABLE SUPPORT



HELEN
SEMLER



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