



# ANNUAL REPORT

## 2011



Non Governmental Organization for the development of  
Cambodian people

[www.agirpourlecambodge.org](http://www.agirpourlecambodge.org)  
[www.salabai.com](http://www.salabai.com)



Dear friends,

This report presents the activities carried on by *Agir pour le Cambodge* during 2011, thanks to your generosity and your support.

2011 was an exciting and eventful year for Sala Bai. We had our first reunion of former students during which all of them expressed their extreme gratitude and devotion to their school. During the past 10 years, 803 young Cambodians have been trained at Sala Bai. This training school has given them the keys to a better life. The graduating-class 2010-2011 has broken all records in terms of job placement and of average salary. In 2011, initiatives to support Sala Bai have increased and varied: charity wine auctions in Australia, the creation of Touch Sala Bai in Singapore, charity sport challenges in many countries, the support of new schools and new companies for our cause.

I would like to personally thank all of our generous sponsors for their devotion and support, thank to which we are able to pursue our mission. In addition, I would like to extend my thanks to our tireless volunteers who share, with you, the desire to offer a better life to these young underprivileged Cambodians.

Georges-Henry LE ROY  
President of *Agir pour le Cambodge*

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## ACTIONS IN CAMBODIA





## Sala Bai's vocational training; at the core of development

### Objectives

In 2002, the NGO *Agir pour le Cambodge*, established in the touristic town of Siem Reap, the gateway to Angkor temples, Sala Bai Vocational School. Its objectives are to offer professional training in the field of hospitality business. **Exclusively dedicated to young professionals coming from very poor backgrounds (family monthly income less than \$25), the training offered is totally free of charge.**

All expenses (food, lodging and health care), the classes and follow up by social workers are paid by the school. This gratuity is the only possible way in which those students are able to join and follow classes. This is also a way to try to extract these young people out of extreme poverty.

**Through this development program, *Agir pour le Cambodge* contributes to poverty reduction and fights human trafficking.**



*70% of Sala Bai graduates are young girls, due to their vulnerability and to the lack of opportunities for them in Cambodia.*

### Beneficiaries

Every year, 100 young people, between ages of 17 and 23, learn one of the four skills taught at Sala Bai: waiter, cook, receptionist and housekeeper.

In order to enrol, 3 criteria must be met:

- Social: students are all from extremely disadvantaged families with monthly revenues inferior to US\$25;

- Academic: candidates must have attended school at least until 6th grade. For the receptionist positions, candidates will have attended school at least until 10th grade;
- Personal motivation: the personal commitment from the students plays a major role in the success of the training. Thus, students are selected also on grounds of motivation, through a six-month process.

70% of Sala Bai graduates are young girls. This gender orientation was chosen because girls have greater difficulties accessing the work force and are more vulnerable. Moreover, Sala Bai training for cooks, waiters and housekeepers is open to youngsters having only reached grade 6, unlike most vocational training Schools in Cambodia.

## Team

**Sala Bai's team, for its great majority, 20 out of 23,** is composed of Khmer employees. They are trainers, teachers, social workers and logisticians. This is one of the indirect impacts of the project: long term interesting jobs for locals. These employees benefit from capacity building, continuous training and career advancement plans.

**Two French volunteers** back up the team and are in charge of management, fundraising and pedagogy.



*Sala Bai training for cooks, waiters and housekeepers is open to youngsters having only reached grade 6.*

## Outcomes

Since its establishment, over 800 young Khmers have been trained in Sala Bai. They have all found jobs within 3 months after their graduation; the initial average monthly income for 2010-2011 graduates was \$70.50.

The training provided by Sala Bai enables the disadvantaged young Khmers not only to rise up to the middle classes, but also to become actors in the economic development of their country. The training provided transforms not only their lives, but those of family members who are, more often than not, subsequently financially aided by the young graduates<sup>1</sup>.

### Sala Bai Employability: encouraging results

Sala Bai students family average income:	\$25 or less
Average income for 2010-2011 graduates:	\$70.50
Average income for young hospitality professionals (class of 2005)	\$160
Average income for hospitality professionals (class of 2002)	\$250

Service charge and tips not included here, often double the fixed salaries

## Sala Bai en 2011

### 9<sup>th</sup> intake : 2010-2011

#### Final exams and graduation field trip

The training given at Sala Bai is approved by Ministry of Labor and Vocational Training and Ministry of Tourism.

The graduation ceremony was held on July 27<sup>th</sup>, under the good auspices of His Excellency Pich Sophoan, Secretary of State for Labor and Vocational Training, his Excellency Pok Pann, Under-Secretary of State for Labor and Vocational Training, Sou Phearin, Governor of Siem Reap, Deng Sokhum, Under-Secretary of State for Tourism, de Laov Him, Director of TVET (Technical Vocational Education Training of the Ministry of Labor and Vocational Training) and representatives for the Asia Foundation and for NGOs.

Like every year, the graduation field trip allowed the students to enjoy the seaside and travel to the capital city of their country, some of them for the very first time. This trip took place from August 1<sup>st</sup> to 3<sup>rd</sup>. It marked the end of their training. Helped by the social workers, they started their job search.

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<sup>1</sup> According to the study on S.E.A. and Pacific countries by the Asian Development Bank (ADB) in 2010.



### Record breakers

On the day of the graduation ceremony, already 28% of this year's class had found a job. The students of the 9<sup>th</sup> intake have broken all records in having all found a job in less than two months after their graduation at an average monthly pay of US\$70,50.

### 10<sup>th</sup> Intake : 2011-2012

#### A six month selection process

600 application files were handed out, 527 were received and 414 were preselected. Each applicant's family received the visit of a social worker. This process lasted three months and was performed by the school's social worker team, in twelve provinces of the country.

Following those interviews, 269 applicants attended the written tests in Maths, English, Spelling and Khmer expression on May 22<sup>nd</sup>. Between June 22<sup>nd</sup> and June 30<sup>th</sup>, 193 applicants were interviewed. 100 young boys and girls were selected on July 6<sup>th</sup>. 70% were young women in order to meet Sala Bai's objective.



*269 applicants attended the written tests on May 22<sup>nd</sup>.*



## The 10<sup>th</sup> Intake profile

The 10<sup>th</sup> Intake started school on September 5<sup>th</sup>, 2010. Their profile is as follows:

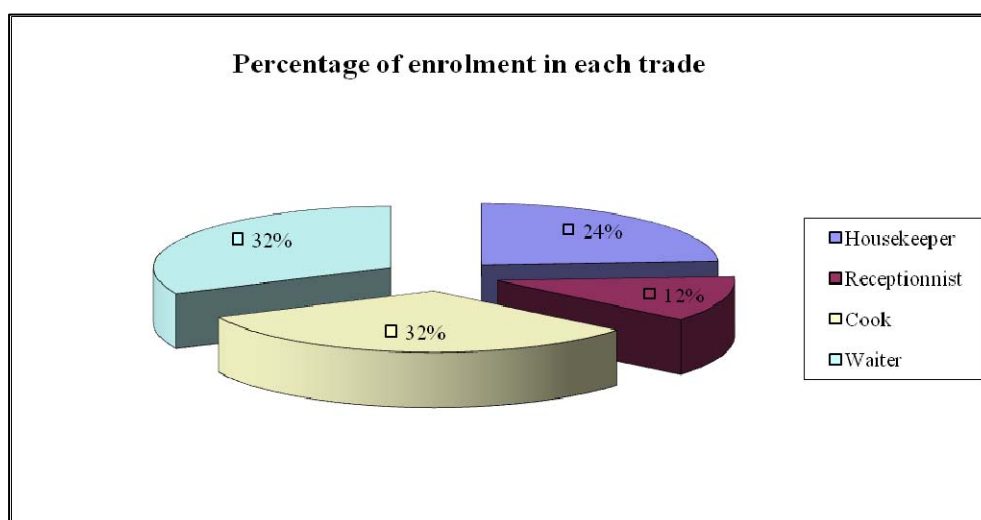
- 41% are fatherless, motherless or full orphans,
- 15% are sponsored by one of the NGO partners of Sala Bai : Aspeca, Enfants du Mékong de Banteay Chhmar, Enfants du Mékong de Banteay Mancheay, Egbok, Krusar Thmey, Pour un Sourire d'Enfant,
- 4% have been out of school for more than ten years, not by choice but out of poverty.

**Average age of students:** 20 years old

**School level:** grade 10

**School drop-out:** average school drop out is 3 years

**Geographical origin:** 12 provinces throughout the North-West, the Center, the South and the South-East of Cambodia



## Training changes

Sala Bai offers not only a vocational training for the students but gives them the opportunity to open their mind to the outside world by learning languages and by attending conferences on a variety of themes.

## Window on the outer world

In Sala Bai, 11% of the training is devoted to general culture with conferences. The management and the social workers of Sala Bai have scheduled them on Fridays, often with lectures from people from the outside. During the school year, these conferences deal with many subjects such as:

- awareness on child abuse by the team of the Childsafe program from Friends International,

- Khmer Rouge era."I lived the war in Cambodia", published by Sipar NGO, were distributed to all Sala Bai students at the end of a lecture on this particular subject given by Son Soubert. Son Soubert gave them an overview of this period beginning with the Vietnam war and continuing up to the Vietnamese invasion of Cambodia.
- awareness on HIV/AIDS by the NGO RHAC
- information about human trafficking due to illegal emigration by The Asia Foundation.

### English, the key to employment

Learning English is a must for the students who want to work in the hospitality and tourism industry. It is the key to employment. The challenge is all the bigger as Sala Bai takes in young people that have been out of school sometimes for more than ten years. The school management has wished to support the weakest.

Though representing already 14% of the training, a new part-time English teacher has been hired. He teaches extra one-hour classes on weekdays and four-hour classes on Saturdays and Sundays.

### Onhand training : a priority

In addition to their training, the students are often asked by local restaurants and hotels to work during special events and occasions. It's a way for them to practice for future employment. In January, 32 students under the guidance of 4 teachers were able to participate in a prestigious event. They helped the employees of Borei Hotel and the Cambodian chef Luu Meng, during the dinner at the Bayon before the Bosba Panh concert. She's a young and talented soprano and niece of the producer Rithy Panh.

### Teachers' training

16 terms of English lessons were attended by 11 staff members.

### Structuring Sala Bai graduates as an organization

More than 800 have been trained at Sala Bai. They have all found a job within their one-year training, thus forming a network of former students in catering and hotel business. This network structured itself during 2011.

### First Sala Bai Family Meeting

On April 7<sup>th</sup> 2011, more than 300 former students participated in the first Gala Dinner. All have expressed their gratitude to the school. For most of them Sala Bai has become a second family. The ties created with the teachers and the management team are very strong. Indeed the social workers are the ones who lead the students during 11 months towards a new life. The achievements of these students, coming from rural backgrounds, are impressive in terms of responsibility and income as some of them hold positions as: Chef, Manager, *chef de rang*. They have succeeded in the professional world. Today the average monthly income of the first promotion (2002) is US\$250, excluding tips.

### Creation of the Sala Bai Graduates Network

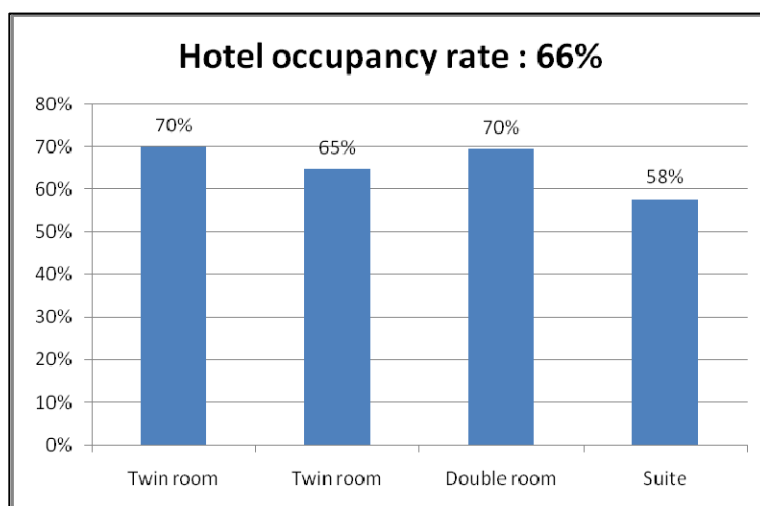
The organization of the former Sala Bai students was created in December. Sala Bai will aim at keeping together the now large family under the auspices of "Friendship, Fidelity, Solidarity", that will lead their mission. Every occupation and every year will be there, represented by a person in charge of every year and a person in charge of every speciality.

### Development of livelihoods

Like every other development program, Sala Bai has carried livelihoods. The hotel and the restaurant are open from mid October to mid July except for the Khmer New Year in April.

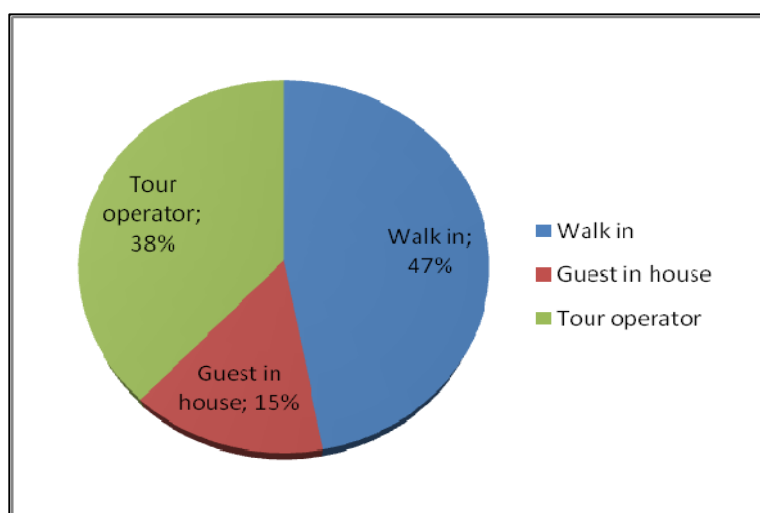
#### Hotel occupancy rate: 66%

The training hotel has 4 available rooms: 2 twin rooms, one double room and one suite. In 2011, occupancy rate was 66% (708 room nights sold - 1320 guests).



#### Restaurant: 4,395 guests

The training restaurant serves up to 40 clients. Since it is a school, the restaurant is closed in the evenings, at week-ends and public holidays. The training restaurant serves up to 40 clients and has welcomed 4,395 guests in 2011.



### **The sales of the cookbook**

The sales of the Sala Baï cookbook, « Cambodian cuisine with Sala Baï apprentices» represents a sizeable source of revenue. Both the French edition and English versions are sold in Sala Baï or by our partners: in the restaurants (Abacus, Chamkar, Cuisine Wat Damnak, Le Tigre de papier) and in the hotels (Heritage Suites Hotel, Réga le Toit, Soria Moria). Tee shirts with the visual identity of Sala Baï are sold out in Sala Baï too.

### **Renewal of MOU with the Ministry of Labor and Vocational Training**

*Agir pour le Cambodge*, in all its programs, avoids substituting itself to the local authorities and anchors its activities in an inclusive approach with the Ministries.

The training given at Sala Baï is approved by Ministry of Labor and Vocational Training and Ministry of Tourism. Both Ministries sign the diplomas which are delivered to the students at the end of their training.

The activities of Sala Baï are controlled by a MOU (Memorandum of Understanding) signed by the Ministry of Labor and Vocational Training, its supervisory authority, and with the Ministry of Foreign Affairs. The first was renewed in January 2011. Moreover, Sala Baï School is controlled by the CDC (Council for Development of Cambodia), a governmental organization which regulates the activities of NGOs in the Ministry of Interior.

### **Better environment**

In July, Wifi was installed, allowing guests to enjoy internet access.

## **Communication and fundraising in Cambodia**

### **Events**

#### **Partnership with Skäl**

On March 18<sup>th</sup>, a raffle and auctions were organized at the Heritage Suites Hotel in Siem Reap by Skäl, an International organization which brings together all sectors of the travel and tourism industry. Part of the benefits were officially handed over to Sala Baï on March 21<sup>st</sup>, by Skäl Siem Reap President Charles Evans and Heritage Suites Hotel team Magnus Olovson and Jam Nsouli. A sign of recognition by professionnals for the contribution of Sala Baï to the local industry.

#### **Running at Sala Baï**

On October 23rd, a race was organized for the Sala Baï students. 82 out of 100 of them and 12 out of 24 staff took part, as a way to thank all the sportsmen and sportswomen who have raised funds for them in 2011.

#### **Free check-up**

On November 19th, almost 80 people, students, Sala Baï staff and relatives, benefited from a free medical check-up. Thirty doctors, general practitioners, pediatricians and dermatologists who came as a group with Bioderma Labs, wished to support Sala Baï program, not only by giving hygiene products and medicines but also by offering their skills to the school.



### **“A week-end to discover Sala Bai”**

Sam McGoun is Vice-President and General Manager at American Express in Singapore and has been a greater support of Sala Bai through his own network, Touch, for several years. From June, 9<sup>th</sup> to 12<sup>th</sup> he organized a week-end -which was a partnership between the Touch Network, Sala Bai and the Heritage Suite Hotel - to discover Sala Bai.

During that week-end, nineteen people discovered Sala Bai and understood the importance of such a vocational training for young school drop-outs coming from extreme poverty. Convinced by the cause and the efficiency of the development program, they decided to mobilize for these young Sala Bai students by making an appeal on their professional and own networks.

This weekend enabled the creation of Touch Sala Bai Network in Singapour on October 2<sup>nd</sup>.

### **Sala Bai on line**

#### **Facebook page more and more visited**

Sala Bai launched its Facebook page in October 2010. Sala Bai Facebook pages, [www.facebook.com/SalaBaiSchool](http://www.facebook.com/SalaBaiSchool), are visited more and more. These pages allow supporters not only to follow the school's current events but they also give out useful information (such as the restaurant menus) to enhance the schools notoriety through social networking. At the end of the year, 250 persons had surfed on Sala Bai Facebook pages. The great majority of them live in France and in Cambodia, a lesser proportion lives in Singapore and in the United States.

#### **A new homepage**

The Sala Bai website, [www.salabai.com](http://www.salabai.com), evolved in 2011. The homepage webdesign has been improved by Audace, communication agency for free. The stress was laid on the restaurant and hotel and on the possibility to book rooms.



## **Sala Bai and media**

### **Production of a documentary**

The itinerary of Khatna, a young woman coming from a poor family in Mechrey, a floating village on the Tonlé Sap, is the thread of a documentary on Sala Bai. It has been financed by Touch Sala Bai and produced by a team of journalists from Singapore in November.

### **They talk about**

The media and new guide books such as Europe1, le Financial Times, le Phnom Penh Post, Expat Living, Guide to Mekong Responsible Tourism, explain the Sala Bai program.

## **Sre Ampil home: a haven for children and disadvantaged youngsters**

The Sre Ampil home opened its doors in April 1995, 40km East of Phnom Penh. It currently houses 65 children.

### **Its origin**

The Sre Ampil home was created by SON Soubert, at the same time as the Khmer Foundation for Justice, Peace and Development; the Foundation currently manages the boarding home. A collective sponsorship program, led by *Agir pour le Cambodge*, finances this project.

### **The beneficiaries**

Sre Ampil is the home for disadvantaged children: orphans or abandoned children from the province of Kandal.

Aged from 8 to 22 years old, boys, girls or entire families find a friendly and homey environment at Sre Ampil. They can be schooled, succeed in examinations and build a better future for themselves. They also have access to extra lessons, can study at the library and practice sports in the vast structures adjacent to the boarding home made available to them. They can enroll for traditional dancing and singing lessons. These classes take place on Sundays and are available for boys and girls under the supervision of Mrs Theay, a former dancer with the Royal Ballet. Mrs Theay, who managed to escape the persecution from the Khmer Rouge regime, has been contributing ever since to the revival of the cultural Cambodian repertoire. The teaching of traditional music and dance allows the children with difficult personnel histories to reconstruct themselves through their culture and heritage.

### **Volunteers at Sre Ampil**

A group of students from Notre Dame du Grandchamp in Versailles, France, spent two weeks in Sre Ampil last July with the mission to paint the children's dorms. These young volunteers also took time to play games and sports with the 65 children that currently stay at Sre Ampil.

### **Life at Sre Ampil Home**

Sre Ampil home consists of four individual buildings housing the children, two buildings with bathrooms, a building with a sick-room and a library, a cafeteria with an adjacent kitchen, and

a central building with classes on the first floor and a large room on the second floor where dances are performed. Part of the land belonging to the foyer is cultivated. This helps to provide part of the needs in terms of food for the children.

Life in the boarding home is organized mainly around the education of the children: waking up at 6 am, prayers at the temple, breakfast and off they go to school, on foot or by bicycle. After school is time for homework but also leisure. Moreover, the children, at all ages, under the responsibility of the instructors, share responsibilities varying from daily cleaning chores to helping the rice harvest or keeping the cows. The idea behind these tasks is to give autonomy and responsibilities to kids who have lost their sense of identity.

Additional classes, from 9th grade, allow students to have a wider choice when the time comes to pick higher education or professional training orientation. High school graduates often leave home for Phnom Penh. Grateful for the assistance given by Sre Ampil, they regularly come back on weekends to visit their foster “sisters” and “brothers”.



*65 children have been living at Sre Ampil home.*

### ***Contribution from Agir pour le Cambodge***

In 2011, Agir pour le Cambodge has pursued its support for Sre Ampil by:

- taking up all boarder’s health expenses,
- financing additional courses in Khmer, foreign languages and math classes,
- contributing funds every year to cove the home’s running costs,
- financing works.



# INITIATIVES TO SUPPORT APLC





## Challenges

*Agir pour le Cambodge* and Alvarum company ([www.alvarum.fr](http://www.alvarum.fr)) signed a convention on February 15<sup>th</sup> 2011 to enable individuals and companies to raise funds for sport events.

Swimming across Saint-Jean de Luz bay in France, cycling around the world, running marathons in Berlin, Paris, Mont Saint-Michel or the Paris-Versailles race, initiatives to support Sala Bai have been numerous and varied.

⇒ These challenges allowed us to support 6 students.

Sam Mc GOUN ran the semi-iron man of Singapore in April.

## Dinners

Every year, Hotel Schools and chefs support Sala Bai students. To get engaged with the young who through Hotel and Restaurant skills, will find a place in the professional world and will get out of poverty, really makes sense for them.



- **Régis Marcon et Andrée Rosier at Grégoire Ferrandi School in Paris**

On November 17<sup>th</sup> 2011 at Ferrandi School, Régis Marcon, the famous three-star chef from Régis et Jacques Marcon, together with Andrée Rosier, the first woman ever to be awarded *Meilleur ouvrier de France*, owner and chef of Les Rosiers restaurant, held a fund-raising dinner for the Sala Bai students. Partners such as Adamence, le Routard or le Domaine du Comte Lafon also enabled a tombola to be organised during the dinner.

- **5th year of mobilization of the Sainte-Anne Hotel High School in partnership with *Nouveau Challenge pour le Cambodge*.**

For the 5th year in a row, on March 18<sup>th</sup>, teachers at Sainte-Anne Hotel High School in Saint-Nazaire, with Mr. **Jacques HYBERT**, a cookery teacher together with the students, rallied for Sala Băi students. They led their mission in partnership with *Nouveau Challenge pour le Cambodge* organization. This dinner was held under the good auspices of Philippe Gloaguen, President du Guide du Routard and President of *Agir pour le Cambodge*.

- **Sala Băi at the ANEPHOT Annual Congress**

During the Annual Congress of the Private Hotel and Tourism Schools Association held from November 23<sup>rd</sup> to 25<sup>th</sup> at Sainte-Jehanne of France High School in Lyon, an evening event was dedicated to Sala Băi.

⇒ These dinners allowed us to support 10 students.

## Schools mobilization

Initiatives to support Sala Băi have increased and varied.

### Charles Péguy School operation

In March, the teachers and the pupils of all the 8th graders from Charles Peguy, a Girls School in the 11th district of Paris, decided to support Sala Băi by selling Cookbooks and artefacts made by students.

⇒ This action allowed us to support 6 months of training

### Notre Dame du Grandchamp in Versailles

A group of six students from Notre Dame du Grandchamp in Versailles, France, spent two weeks in Sre Ampil last July with the mission to paint the children dorms. These young volunteers also took time to play games and sports with the 65 children that currently stay at Sre Ampil.

## Chefs get involved



*"When Agir pour le Cambodge proposed that I become the patron of this new intake at Sala Băi and to mobilize for these newly-arrived students, I accepted right away. To get engaged with these young women who through hotel and restaurant skills, will find a place in the professional world and will get out of poverty, really makes sense for me. Regularly and by concrete actions, I will support Sala Băi. "*

**Andrée Rosier, the first woman to be awarded Meilleur Ouvrier de France and the patron of Sala Băi**

## Cultural events

*Agir pour le Cambodge* organises cultural events in partnership with choirs or drama companies. All the benefits of the performances and the concerts are used to finance the SB students training.

### Comédie des Ternes

The Comédie des Ternes group performed two short plays by Georges Feydeau "Léonie est en avance" and "On purge bébé" to the benefit of *Agir pour le Cambodge* from March 31<sup>st</sup> to April 2011.

### Concerts by Oya Képhalé

Concerts of Oya Képhalé Choir from May 20<sup>th</sup> to 28<sup>th</sup> were performed to the profit of *Agir pour le Cambodge* and the organization *Compassion Jeunesse Asie*. The program of these performances was "Docteur Ox" by Offenbach.

### Gospels Colors at La Madeleine

The sixty choir singers of the Gospel Colors Group performed a large number of Gospel songs for the benefit of *Agir pour le Cambodge* on June 17<sup>th</sup>, at La Madeleine Church in Paris.

⇒ These challenges allowed us to support 7 students.

## New companies support Sala Bai

In October, Adamence, which has been number 1 in jewellery on line since 2005, launched a collection of jewels on the theme of peace which was developed with the designer Amal. A part of the benefits will be hand over to *Agir pour le Cambodge*.

## A great mobilization of Friends of Sala Bai in Australia

Fritz GUBLER, Director of the Arbon Publishing Company, has gone on raising funds with business managers and private donors through the organization he founded in Australia *Friends of Sala Bai*. They organize fundraising events as well. The Friends of Sala Bai hosted their second Annual Charity Wine Auction on November 29<sup>th</sup> at the Electrolux Showroom.

[www.friendsofsalabai.com](http://www.friendsofsalabai.com)

## Creation of Touch Sala Bai in Singapore

On Sam McGOUN's initiative Touch Sala Bai was created. Sam is Vice-President and General Manager at American Express International in Singapore. He has been a great support of Sala Bai through his own network Touch he founded in the early 90s to help poor families in Detroit, Michigan for three years. He has raised funds in sports events such as marathons and half-ironman races.

In June, he organized a week-end, which was a partnership between the Touch Network, Sala Bai and the Heritage Suite Hotel to discover Sala Bai. Nineteen people accepted Sam McGoun's invitation. During that week-end, they discovered Sala Bai and understood the importance of such a vocational training for young school drop-outs coming from extreme poverty. Convinced by the cause and of the efficiency of the development program, they decided to mobilize for these young Sala Bai students by appealing on their professional and own networks. Touch Sala Bai was created on October 2<sup>nd</sup>.

[www.touchsalabai.com](http://www.touchsalabai.com)

# APLC : THE TEAM

## In France

Anne-Charlotte Carré is in charge of Fundraising and Communication for *Agir pour le Cambodge* since September 1<sup>st</sup> 2010.

The Board of Directors, made up of fifteen members, was renewed on November 19<sup>th</sup> during the Annual General Meeting that met four times in 2011: March 24<sup>th</sup>, June 9<sup>th</sup>, November 3<sup>rd</sup> and November 19<sup>th</sup>.

### Officers

Georges-Henry LE ROY,  
Président

Pierre FICHTER,  
Vice-président

Juliette BIENFAIT  
Trésorier

Jean-Rémi LANQUETOT  
Trésorier-adjoint

Lucie RECH  
Secrétaire

### Directors

Juliette BIENFAIT  
Xavier ESCHERMANN,  
Véronique ESKENAZI,  
Laurent FICHTER,  
Pierre FICHTER,  
Philippe GLOAGUEN,  
Véronique GUISET,  
Michèle LAFANECHERE,  
Jean-Rémi LANQUETOT,  
Didier LAURET,  
Georges-Henry LE ROY,  
Régis MARCON  
Elisa O'NEILL  
Lucie RECH  
Boramy SUON

The Annual General Meeting usually takes place with its 103 members updating their subscription. It was held on November 19<sup>th</sup>.

## In Cambodia

### Volunteers

Hired for a period of a minimum of two years, the volunteer team has continued with its mission

- Jean-Paul DETHOMAS, as Director of Sala Bai,
- Emmanuelle DETHOMAS, as Communication and fundraising Manager,
- Anne ROLLAND, who was the Training Coordinator since 2008, left in March 2011.

### Short duration Voluntary missions.

Catherine LUMLEY, who was an English teacher and an Australian volunteer, taught English ten hours a week for six weeks in February and March.



**Gilles de COURTIVRON**, who is a former General Manager of *Telerama*, and a former Co-manager of Group La Vie -Le Monde, former president of Malesherbes Publications (La Vie, Prier, Monde des religions) and who is now Director of *Georges Hourdin* Organization, volunteered in March. He gave some pieces of advice for Sala Baï communication and marketing.

**Charlotte GAUTIER**, who now is International Financial Controller at Lagardère Services, carried out an audit for two weeks and a half in March. Then she volunteered for two months from June to August. She helped the volunteers there in particular to organise exams.

Two volunteers from the American association **EGBOK** - wich is a partner of Sala Baï- taught English eight hours a week to help students to prepare their exams from June 27<sup>th</sup> to July 15<sup>th</sup>.

A group of students from **Notre Dame du Grandchamp in Versailles**, France, spent two weeks in Sre Ampil last July with the mission to paint the children dorms. These young volunteers also took time to play games and sports with the 65 children that currently stay at Sre Ampil.



### **Field mission**

**Pierre FICHTER**, Treasurer, in March

**Georges Henry LE ROY**, President, in April

**Anne Charlotte CARRE**, Communication manager in April

**Lucie RECH**, Secretary, and **Georges-Henry LE ROY** in November

# FINANCIAL REPORT

## Resources

RESOURCES	Budget 2012	Realised 2011	Realised 2010	Realised 2009
▪ Sponsorship *	5 000 €	23 696 €	21 963 €	22 899 €
Sre Ampil program	5 000 €	23 696 €	21 963 €	22 899 €
▪ Donations from foundations **	70 000 €	45 909 €	58 097 €	41 750 €
▪ Private donations	67 000 €	97 261 €	53 594 €	30 454 €
▪ Sala Bai Restaurant & Hotel income	38 462 €	40 895 €	36 569 €	31 918 €
▪ Siem Reap Hotels & Restaurants support	1 000 €	1 021 €	1 007 €	1 850 €
▪ Resources collected in Cambodia	9 616 €	9 505 €	9 122 €	15 074 €
▪ Cookbook sales	11 423 €	11 637 €	15 943 €	13 732 €
▪ Sponsorship*	30 000 €	12 419 €	9 995 €	10 660 €
▪ NGO support	6 538 €	5 398 €	16 713 €	16 923 €
Sala Bai Program	234 039 €	224 045 €	201 040 €	162 361 €
Total resources dedicated to programs in Cambodia	239 039 €	247 741 €	223 003 €	185 260 €
▪ Donations	61 000 €	54 435 €	39 907 €	21 292 €
▪ Annual fees	1 500 €	810 €	1 170 €	835 €
Non dedicated resources	62 500 €	55 245 €	41 077 €	22 127 €
▪ Cash grants			8 448 €	3 695 €
▪ Exceptional income		4 142 €		3 951 €
▪ Investment income	2 000 €	1 334 €	1 851 €	
Total other resources	2 000 €	5 476 €	10 299 €	7 646 €
OVERALL TOTAL	303 539 €	308 463 €	274 378 €	215 034 €
Loss				20 412
GLOBAL	303 538 €	308 463 €	274 378 €	235 446 €

Exchange rate EUR/USD 1,3

### Notes

\*In 2012, Sre Ampil sponsorships are largely allocated to Sala Bai sponsorships because of the progressive disengagement of *Agir pour le Cambodge* from Sre Ampil Home – APLC will nevertheless maintain its support with an allowance for its running costs.

\*\*In 2012, fundraising with foundations will be emphasized. In 2010-2011, the resource increase was mostly linked to the increase of donations, to events' organization and to the increase of the restaurant revenue.

# FINANCIAL REPORT

## Expenses

EXPENSES	Budget 2012	Realised 2011	Realised 2010	Realised 2009
Rural development - Banteay Ampil				13 380 €
Sre Ampil Center	8 586 €	15 061 €	7 331 €	11 743 €
▪ Building Invesment		1 067 €	347 €	6 921 €
▪ Equipment Invesment	6 154 €	14 633 €	9 316 €	11 822 €
▪ Volunteer allowances *	25 615 €	29 733 €	43 277 €	42 844 €
▪ Local staff salaries	51 785 €	51 735 €	47 874 €	44 407 €
▪ Rental and charges	23 478 €	20 856 €	21 292 €	17 582 €
▪ Running costs	17 985 €	17 449 €	25 134 €	21 995 €
▪ Pedagogy and schooling	19 308 €	17 349 €	8 362 €	9 078 €
▪ Students' support	54 846 €	52 267 €	46 845 €	44 595 €
▪ Restaurant food	19 731 €	15 101 €	12 927 €	11 604 €
▪ Marketing and communication	2 000 €	2 084 €	1 953 €	3 741 €
Sala Bai Program	220 902 €	222 274 €	217 327 €	214 589 €
Resources allocated to programs in Cambodia	229 488 €	237 335 €	224 658 €	239 712 €
▪ Mailings	2 500 €	2 360 €	1 174 €	
▪ Book printing			8 727 €	
▪ Events	2 500 €	1 113 €		
▪ Staff	30 000 €	28 149 €	26 736 €	14 830 €
▪ Post and telecommunications	500 €	141 €	902 €	825 €
▪ Running costs	4 500 €	3 439 €	2 965 €	1 843 €
Running costs	40 000 €	35 202 €	40 504 €	17 498 €
▪ New training reserve	33 000 €	30 000 €		
OVERALL TOTAL	302 488 €	302 537 €	265 162 €	257 210 €
Surplus	1 050€	5 926€	9 216€	
GLOBAL TOTAL	303 538€	308 463€	274 378€	257 210€

### Notes

\* Temporary decrease of the volunteers' allowances in 2011 and 2012

\*\*Increase of the food expenses linked to inflation in Cambodia

# OURS PARTNERS

## New foundations have supported us in 2011

*Talents & Partage*, the solidarity organization of employees and retired employees of the Société Générale group.

Change of professional equipment that has become obsolete: a bakery mixer, a coffee maker, a top-counter/refrigerator and a vegetable slicer have been entirely financed by Talents & Partage, the solidarity organization of employees and retired employees of the Société Générale group.

These new equipments has allowed the school to go on giving free of charge vocational quality training at Sala Bai and to welcome its customers at the training Hotel and Restaurant in good conditions. In 2005, *Talents & Partage* had already offered the printing of the French version of our cookbook "*La cuisine du Cambodge avec les apprentis de Sala Bai*."

### Raja-Danièle Marcovici Foundation

Raja-Danièle Marcovici Foundation supports all actions promoting social, economic and professional integration of women through education and training. Job opportunities for girls trained at Sala Bai have prompted the Raja-Danièle Marcovici Foundation to support five students' tuitions. This foundation was already a partner in 2008.

## New companies have supported us

- By sponsoring events

Adamence  
Armara, Artisans de la mer  
Cacao Barry  
Champagne Duval Leroy  
Domaine Mommessin  
Domaine Faiveley  
Domaine Tollot-Beaut  
Domaine du Comte Lafon  
Domaine JL Chave  
Le coq Saint-Honoré  
Société Domafrais

- By selling cookbooks

Restaurant La Mousson, Paris  
Le studio de la cuisine, Nantes, France

- By volunteering in their specialisation

Audace, Agency of communication  
Bioderma



## **We thank our faithful partners as well**

### **Organizations**

*Nouveau Challenge Pour Le Cambodge*

*The Guilde Européenne du Raid*

*Les Anciens de Franklin*

*France Volontaires*

*Friends of Sala Bai*

Touch Sala Bai

### **Hotel Schools**

The Sainte-Anne Hotel High School of Saint-Nazaire, France

The Hotel High School of Grenoble, France

The Hotel High School Grégoire Ferrandi, Paris, France

### **Schools**

Saint Louis de Gonzague, Paris, France

Charles Péguy, Paris, France

### **Companies and foundations**

Elle Magazine Foundation

Le guide du Routard

Innov RH, Human Ressources Consultant

### **Cambodian Authorities**

The Ministry of Labor and Vocational Training; the Ministry of Tourism; the Ministry of Foreign Affairs of Cambodia; Siem Reap Province; the Council for Development of Cambodia (CDC)

### **Hotel partners**

Amansara, Angkor Century Resort & Spa, Angkor Miracle Resort & Spa, Angkor Palace Resort & Spa, Bopha Angkor, FCC Angkor, Heritage Suites Hotel, Hôtel de la Paix, Karavansara Hotel, La Maison d'Angkor, La Résidence d'Angkor, Le Méridien Angkor, Raffles Grand Hotel d'Angkor, Ree Hotel, Sofitel Angkor Phokeethra Golf & Spa Resort, Sokha Angkor Resort, Somadevy Hotel, Tara Angkor Hotel, Victoria Angkor Resort & Spa

### **NGO partners**

EDM (Enfants du Mékong), Egbok mission, Enfants de la Rizière, PSE (Pour un Sourire d'Enfant), Sourire Angkor, Handicap International, Childsafe network.

### **Other local partners**

Restaurants: Abacus, Chamkar, Cuisine Wat Damnak, Le tigre de papier, Hotels: Réga le Toit, Soria Moria, WHL (World Hotel Link) and Bodia nature, national and international tour operators

### **And our private donors network.**

## Contact us

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### **Agir pour le Cambodge**

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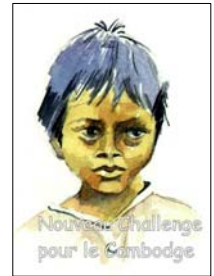
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ÉCOLE, COLLÈGE, LYCÉE, BTS PRIVÉS  
Contrat d'association

