



# ANNUAL REPORT

2013-2014





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**W**ith the students of the 12th intake, school year 2013-2014, 1,101 of them have been trained at Sala Bai since 2002.

*Agir pour le Cambodge*, true to its mission of education and training has renewed two measures applied in the previous year with significant results. First, the Sala Bai entry test center in Sisophon\*, Banteay Meanchey Province. APLC has indeed decided to intensify the recruitment of students in the northern provinces of Cambodia to address the risk of traffic related to illegal immigration to Thailand. Similarly, the organization of an upgrade English session during the month of August ahead of the new school year has also been renewed. These two initiatives demonstrate the constant desire to always contribute further to the reduction of poverty and human trafficking.

This concern, at the heart of APLC mission, led our association to engage into the development of Sala Bai School. With the construction of a new school, the number of beneficiaries is expected to increase 50% by 2017. This year thus marked by the achievement of the first phase of the Sala Bai program extension project with the purchase of a piece of land on January 27th, 2014. The opening of the new Sala Bai School is scheduled for the fall 2015.

At the Sre Ampil Home, the year 2013-2014 has seen the continued improvement of reception conditions for children and the renewal of the partnership with the *Saint-Louis de Gonzague* School, encouraging students to volunteer.

Without your generous support, these children, these young people and their family would not have hoped to live with dignity and find a way out of poverty. On their behalf I thank you, dear sponsors, donors and partners. With the trust you have placed in us you allow us to continue our mission towards them. I am also grateful to the foundations that generously contribute to the development of our Sala Bai program as well as the teams in Cambodia and in France who daily work with great energy and commitment to this marvelous mission.

\*These premises are made available by the NGO *Enfants du Mékong*, a loyal partner of APLC

**Emmanuelle Dethomas**  
President *Agir pour le Cambodge*

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# INTRODUCTION







# ACTIONS IN CAMBODIA

**A**gir pour le Cambodge, an association of general interest, was created in 1985 to cope with a humanitarian emergency situation and help Cambodian refugees in camps at the Thai border. From that beginning, *Agir pour le Cambodge* has placed education at the heart of its mission to fight poverty.

*Agir pour le Cambodge* finances Sre Ampil Home South-East of Phnom Penh. It hosts orphans or children from families unable to meet their daily needs due to their extreme poverty. Since Sre Ampil Home creation in 1995, *Agir pour le Cambodge* has offered these children academic support, so they can access to higher education or vocational training, which would be unconceivable without this residential shelter. APLC also supports health care expenses.

As part of the reflection on the future of the children welcomed at Sre Ampil, a census of vocational training offers had been developed. To overcome their shortcoming, Sala Bai Hotel School was created in 2002 in Siem Reap, a city located next to the Angkor temples, in order to benefit from tourism opportunities, one of the most dynamic economic sectors of Cambodia. Since its creation, Sala Bai has hosted young people in extreme poverty from across the country. Meeting its social mission, the School supports the entire cost of the training program and encourages the recruitment of out-of-school youth. Given its results in terms of job placement, Sala Bai is recognized as a major player in the fight against poverty and human trafficking.



# ACTIONS IN CAMBODIA





# SALA BAI, VOCATIONAL TRAINING AT THE HEART OF DEVELOPMENT

## Goals

Each year, 100 young Cambodians (70% girls) from extreme poverty conditions learn a skill at Sala Bai Hotel School. The purposes of the development program, of which over 1,100 young people have benefited from, aim at:

- Fighting poverty and human trafficking by helping youths find a job in the most dynamic sector of the country (26% of GDP in 2012);
- Enabling female youth to access education and training;
- Being an actor in the prevention of illegal migration and human trafficking;
- Promoting the development of responsible tourism in Cambodia.



## Beneficiaries

Each year, 100 young people, aged 17 to 23 years (70% girls) learn one of the four skills taught at Sala Bai: cook, waiter, housekeeper and receptionist.

**To be eligible, a successful applicant must meet three criteria:**

### Socio-economic Criteria

Sala Bai students come from families whose household income is less than US\$25 a month.

### School Criteria

Applicants must have achieved at least 6<sup>th</sup> Grade. Front office training, requiring a more solid knowledge of business (sales, booking...) is therefore restricted to young people who have completed 10<sup>th</sup> Grade (High School) and over.

### Personal Criteria

The benefit of the training largely depends on the extreme motivation of the selected students during a six-month long selection process.

Note: The training classes in cookery, restaurant service and housekeeping admit students from 6<sup>th</sup> Grade, while vocational training in Cambodia is usually only available to students who have achieved, at least, 9<sup>th</sup> Grade.







## Team

The Sala Bai team mainly consists of Cambodian employees (22 out of 25). These are trainers, teachers, social workers as well as persons in charge of support functions.

Beyond a salary, this team benefits from skills transfer, through training and professional development plans, one of the indirect beneficial effects of the project.

Consequently, their attachment to Sala Bai is very strong.

Three French volunteers, two *Volontaires de la Solidarité internationale* and one from the Civic Service, administratively managed by the *Guilde européenne du Raid*, help this team in the fields of management, the administration of the program, fundraising and pedagogy.

## Relations with local authorities

In all its programs, *Agir pour le Cambodge* never replaces the local authorities, but acts within a true collaborative approach.

Sala Bai works in partnership with the Ministry of Labour and Vocational Training and the Ministry of Tourism. They participated in the school's steering committee, gave their approval for this training program and affix their signatures on the diplomas. For all these reasons, the graduation is always attended by the Secretary of State of the Ministry of Labour and Vocational Training and by the Secretary of State of the Ministry of Tourism.

The activity of Sala Bai is governed by a MOU (Memorandum Of Understanding) with the Ministry of Labour and Vocational Training (supervisory ministry) and the Ministry of Foreign Affairs, *Agir pour le Cambodge* being a French NGO.

The MOU was renewed in 2013 with the Ministry of Foreign Affairs. It is valid until January 19<sup>th</sup>, 2016. As for the MOU with the Ministry of Labour and Vocational Training, it will be renewed in January 2015 and will run until January 18<sup>th</sup>, 2018. In addition, Sala Bai School is controlled by the CDC (Council for Development of Cambodia), the Interior Ministry organization managing NGOs.

## Results

Since its creation, more than 1,100 young Cambodians have been trained at Sala Bai and successfully placed in employment. Five weeks after the graduation ceremony, the whole 2013-2014 intake had found a job, these delays having shortened in recent years. The average starting salary was US\$92. Many graduates begin their career in one of the seventeen partner institutions of Sala Bai where they did their internship.

After receiving training at Sala Bai, former students move out of extreme poverty to join the middle class. After a few years, their salary is between US\$250 and US\$350 (the minimum wage in Cambodia is U\$80).





## The Alumni

In a friendship, loyalty and solidarity spirit, the elders of Sala Bai have founded, with the school social workers' help, an alumni association whose aim consists in institutionalizing the already strong links with their School and in supporting future intakes.

The alumni commitment takes several forms: testimony about their careers, support to the trainees in their hotel, financial contribution to the alumni annual dinner... The fourth edition of this event took place on May 30<sup>th</sup>, 2014 and was attended by some 400 people including 261 alumni. All intakes were represented.

Former students have received the new charter school in Khmer language, resuming the School values: the *Sala Bai Family Code*. An initiative included in the charter, called *Be part of it*, invited signatories to symbolically commit as a pledge to pay Sala Bai a token amount from 1 to US\$5 a month.

On a total of 261 alumni attending the evening, 171 of which signed the *Sala Bai Family Code*, that is 68%, for a total pledge of US\$3,624 a year, representing one and a half training funding.



# ACTIONS IN CAMBODIA







# SALA BAI IN 2013-2014: 11 YEARS – 1,100 STUDENTS

## Students

### THE GRADUATED CLASS

All students of the 12<sup>th</sup> intake have successfully graduated.

The graduation ceremony was held on July 24th, 2014 under the good auspices of His Excellency Pich Sophoan, Secretary of State for Labour and Vocational Training; in the presence of His Excellency Pock Pann, Undersecretary of State for Labour and Vocational Training, His Excellency Mao Vuthy, Governor of the Provincial Council of Siem Reap, NGO representatives and professionals from the hospitality and catering industry.

The end-of-year trip took place from July 28th to 30th, 2014 in Sihanoukville and Phnom Penh.

### A VERY FAST EMPLOYABILITY:

On August 31st, 2014, 96% of the class had been already hired. A week later, the placement rate was 100%. The total insertion of the 12th intake ended the school mission towards its students. The average starting salary was US\$92.



## THE INCOMING INTAKE

### A six-month selection process:

481 application forms were submitted between January and February 2014; up from 2013-2014. This increase is mainly due to leaflets distribution campaigns, larger in some areas and to the establishment of a greater relay via our NGO partners.

420 applicants were preselected for family visits by the four social workers of the School during two and a half months. Key to this selection process, these visits ensure that the Sala Bai training will benefit to the people the most in need. Following these visits, 259 selected applicants were invited to written exams: Khmer, motivation questionnaire, Maths, test of understanding in English.

To meet its social mission and prevent costs of a long journey to candidates, Sala Bai organized, for the second time, a second examination center at Sisophon, in the Banteay Meanchey border province, thanks to a venue provided by the NGO *Enfants du Mékong*. Strongly affected by emigration to Thailand and poverty, this province becomes the second one after Siem Reap, in terms of number of applications. 71 candidates from Northwest regions of Cambodia took their written tests and for the ones coming from remote areas, their motivation interview. This organization will be renewed in 2015.





In June 2014, 198 candidates took motivation interviews, for each skill. The composition of the thirteenth incoming intake (2014-2015) was published on July 5th, 2014.

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#### **Composition of the twelfth intake (2013-2014):**

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**35 %** are Fatherless, Motherless or Orphan.

**25 %** are sponsored by one of our NGO partners: *Enfants d'Asie*, Caring for Cambodia, EGBOK, *Enfants de la Rizière*, *Enfants du Mékong*, *Pour un Sourire d'Enfant*.

**7 %** have been out of school for more than ten years. Because of lack of money, they had to drop out of school after their 6<sup>th</sup> grade.

#### **Geographical origin:**

Students come from ten provinces spread across the North-West, Central, South and South-East of Cambodia.

66% from the Siem Reap province, the others from the provinces of Banteay Meanchey, Phnom Penh, Battambang, Oddor Meanchey, Kampong Cham, Kampong Speu, Prey Veng, Kampong Chhnang , Kompong Thom and Ratanakiri.

#### **Average age:**

20 years old

#### **Average level:**

10<sup>th</sup> Grade

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#### **Distribution of the enrolment for each skill:**

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**32 %** Cook

**32 %** Waiter

**24 %** Housekeeper

**12 %** Receptionist

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## STUDENTS' LIFE

**Students are fully supported by the School during their training year: housing, food, health care... Therefore, Sala Bai is more than any training school as it provides empowerment to autonomization.**

### Prevention and openness to the world

10 % of classes are devoted to general education with conferences on social topics and public health issues, led by social workers and guest speakers. For example, the *Culture and Behaviour* class, whose purpose is to provide, through general education subjects (Geography, Politics, History, Cultural Traditions...) a better understanding of the world around them and improve their knowledge when dealing with guests; the fight against pedophilia through the "Childsafe Program" by the NGO Friends International; the prevention of diseases in Cambodia such as tuberculosis, dengue fever, malaria, HIV, meningitis by the Angkor Hospital for Children, have again been addressed this year.

These insights on society reinforce Sala Bai mission. Beyond training, the School offers a truly holistic education, which is even more important in a school of which 70% are girls. Indeed, when aware of these critical health and social issues, they will raise their children in a different way, passing on these values and knowledge.

To reinforce this openness to the world, outings were organized: sports activities, visits to temples or participation in the circus performances of Phare Ponleu



Selpak NGO, blood donations to the Angkor Hospital for Children.

### **Health and hygiene**

Student health is an integral part of Sala Bai mission and medical expenses are covered by the School. In 2013-2014 the partnership with Optic Angkor Siem Reap was renewed. Each student had an eye exam.

Moreover, to improve boarding hygiene, two students, a girl and a boy, are rewarded every month for their tidiness and participation in collective cleaning of the dormitories. This measure, introduced in November 2012, had a positive impact on the upkeep of the dorms.

### **Food supply**

An allowance is paid to students to finance their meals when school is closed, on weekends and evenings. A social worker will check every day that students buy proper food and prepare balanced meals, a way to create a family atmosphere they are fond of.







## VOCATIONAL TRAINING

As the relevance between vocational training at Sala Bai and market needs are a constant concern for our teams, the training of our trainers continued in 2013-2014, thanks to the involvement of hotels in Cambodia and to our partners' networks in Singapore and Australia.

### TRAINING THE TRAINERS AND NON-TEACHING STAFF

#### Cooking and Restaurant service

A Sala Bai Cooking teacher and a Restaurant one were trained in the Hospitality School section at the Republic Polytechnic School in Singapore.

A Cooking teacher attended an advanced training program in cooking and baking at Raffles Grand Hotel in Siem Reap.

#### Front office and Housekeeping staff

Both curriculums were entirely reviewed and adapted by a professional from a high-standard hotel who provided ongoing informal assistance as well as advice and counsel on educational and training matters.

The Room service teacher also conducted an upgrading training at Raffles Grand Hotel in Siem Reap.

## Accounting

Thanks to a partnership with Angkor Phokeethra Sofitel, the Sala Bai accountant benefited from a two-week practical training in the department Purchases and Costs Control.

## English

Given the success of the three innovations introduced last year to improve the English proficiency of the students, evening and weekend classes have been intensified. Besides, role plays for the weaker students, offered by a volunteer, with two weekly sessions continued. In August, an English class for students starting in September and who have never had any English training during their schooling, was renewed.

Indeed, to adapt to the urban environment, to assimilate international hotel codes, to learn trade and a foreign language is already a challenge for all Sala Bai students who for a majority come from remote rural areas. The challenge is even greater for those with a low level of education as they have to learn English, whose Latin alphabet they do not know. In August 2014, a group of 20 students from the thirteenth promotion was given classes by the three English teachers of the School for four hours a day. This basic learning also allows teachers to get more homogeneous groups and thus facilitate the learning of English for all.



## Restoring the Sala Bai students' love of reading

In partnership with the NGO SIPAR (a French NGO in Cambodia specialized in access to reading for all), a training course of our social workers for the management of a computerised library was introduced. The school is now equipped with a powerful technological system, making the lending of books to our students more efficient. SIPAR has also significantly renewed and developed our book offer.

## PRACTICAL TRAINING AT THE SCHOOL RESTAURANT AND HOTEL

Training at Sala Bai focuses on practical training, at the training restaurant and hotel, but also during the four-month internship in the seventeen hotels and restaurants school partners.

To give the students confidence before the official opening of the training restaurant and hotel on October 13th, a pre-opening session was held for a week from October 6th.

## Livelihoods

Livelihoods have significantly been increased thanks to the Training Hotel and Restaurant. Opened from mid-October to mid-July, they are closed for both weeks of the Khmer New Year holidays in April. Being first and foremost a school, the Training Restaurant is closed on evenings, week-ends and public holidays.

### ATTENDANCE AT THE TRAINING HOTEL AND RESTAURANT

**64 %** : Hotel occupancy rate

**5 400** : Number of customers in the restaurant

**55 %** : Percentage of customers who have not booked (passing by customers)

**45 %** : Percentage of customers coming through tour operators

**36 %** : Sala Bai program self-financing rate, an 8% increase.

## The preparation of Sala Bai development

**In order to strengthen its action in the fight against poverty and contribute more to the economic development of Cambodia, *Agir pour le Cambodge* set up in 2012, “The 2017 objectives” for the Sala Bai program development, resulting from the following observations:**

Tourism in Cambodia is the third economic industry in the country:

► Growth in the number of Siem Reap visitors has been multiplied by 17 since the creation of Sala Bai, from 200,000 in 2002 to an estimated 3,400,000 in 2014 (an expected 7 million in 2020).

3D pictures of the future Sala Bai School.





- ▶ Siem Reap / Angkor is the first tourist destination of the country where one can find over 400 hotels and 500 restaurants.
- ▶ Siem Reap airport plans to double its capacity by the end of 2015.

### The 2017 objectives

WHY	HOW
To make it possible to increase the number of beneficiaries	By moving from 100 up to 150 students in 2017
To meet the exponential needs of skilled labor in the hotel industry	By creating a 5th training course: Beauty Therapy for the hotel spas and by strengthening Kitchen and Front office trainings
To ensure the sustainability of its action	By limiting operating costs thanks to property access: Construction of a new school (opening September 2015) and boarding (opening September 2016)
To increase the self-financing share of the program: 30% today, 50% expected in 2017	By increasing the host capacity of the training restaurant (from 45 up to 70 seats) and of the training hotel (from 4 up to 6 bedrooms)


### The preparation of Sala Bai development with 50% increased beneficiaries by 2017, implied in 2013-2014:

- ▶ The purchase of land on January 27th, 2014, located in Wat Svay, five minutes by tuk tuk from the center of Siem Reap, a reasonable distance to ensure a maximum attendance for the training hotel and restaurant.
- ▶ Research funding for the construction and development of three buildings :
  - Building A, the training restaurant, training kitchen and students' canteen
  - Building B, the school (classrooms and administrative offices)
  - Building C, the training hotel and spa
- ▶ Actions to complete the project:
  - Search for an architect
  - Develop the plans
  - Look for a project manager
  - Prepare the call for tender files for builders



# ACTIONS IN CAMBODIA





# SRE AMPIL, A SHELTER FOR UNDERPRIVELEDGED CHILDREN AND YOUNG PEOPLE

## **The origins**

Created by SON Soubert in April 1995, together with the Foundation for Justice, Peace and Development, Sre Ampil home hosts orphans and children abandoned by families living in extreme poverty in Kandal province.

Such a structure allows these children to live in a “family like” model and attend school, which is essential to recover from their experience and build up a future.

Until March 2003, volunteers from *Agir pour le Cambodge* have helped run the home. Since then, it has been managed by the Foundation and supported by APLC, thanks to a collective sponsorship program.

**LOCATED 40 KMS FROM PHNOM PENH, SRE AMPIL  
PROVIDES SHELTER TO 54 CHILDREN AND YOUTH.**

## **Life at Sre Ampil**

Life at Sre Ampil is organized around the children's education. After waking up at 6am, praying at the temple and having breakfast, they go to school. When they are back from school, they alternate between study and leisure time. Moreover, assisted by instructors, young people of all ages participate in daily collective tasks. The additional classes offered from Grade 9 enable them to consider more easily their future towards vocational training or university studies. These young people leave Sre Ampil when they have finished high school and most of the time go to Phnom Penh. Grateful to Sre Ampil, they often come back to visit.

## ***Agir pour le Cambodge's support***

In 2013-2014, *Agir pour le Cambodge* continued its action for the Sre Ampil youth by:

- paying for health expenses for the children;
- financing tutoring classes in Khmer, Foreign Languages, Maths and Sciences;
- giving Sre Ampil a grant every year for its operating expenses;
- sending two teams of volunteers: one in July 2014 and one in August 2014 to carry out painting and help the animation team.

In 2014, with funds raised by young volunteers, *Agir pour le Cambodge* financed the purchase of a complete sound system, the renovation of frames and doors and the renovation of traditional musical instruments. Paint work was carried out by a group of Boy Scouts in July 2014.



# FUNDRAISING

46.4% of *Agir pour le Cambodge* funding comes from the people's generosity. The trend towards diversification and internationalization of fundraising actions, initiated in 2011-2012, intensified during the tenth anniversary year of Sala Bai in 2012-2013 and continued in 2013-2014.

- In Australia, the loyal and long-time support of Sala Bai, the Friends of Sala Bai in Australia organized various events, the most important being a fundraising dinner at Blue Mountains Hotel School and a wine auction.
- Siem Reap saw the organization of a fundraising dinner at the Heritage Hotel and at Sala Bai with the creation of dinners called Great chefs meet great students.

The e-fundraising channels have also been diversified: with *Agir pour le Cambodge* inauguration of the webpage on the HelloAsso e-fundraising site, allowing at once to collect online donations from the general public and to set up dedicated fundraising campaigns for Sre Ampil short-term missions.

The year saw the creation of the Sala Bai Foundation under Caritas France Foundation auspices, which enables to raise funds under the Wealth Tax (French ISF).

## SOLIDARITY SPORTING CHALLENGES

On December 1st, 2012, 38 athletes came from Singapore via The Chain Reaction Project, to raise funds by participating in the Angkor Half-Marathon.



## DINNERS IN FRANCE

**Fundraising dinner in Paris.** On February 11<sup>th</sup>, 2014, Régis Marcon, a three-star Chef and an *Agir pour le Cambodge* Board Member, gave a gourmet dinner to benefit Sala Bai students. *École Ferrandi* students and teachers were involved in this gala which was held in their school in Paris.

### 8th dinner organized by NCPC in partnership with *Lycée Hôtelier Saint-Anne*.

On March 27<sup>th</sup>, 2014, for the 8th consecutive year, the *Nouveau Challenge pour le Cambodge* association organized a fundraising dinner with the help of students from *Lycée Hôtelier Sainte-Anne* in Saint-Nazaire. Students participated in this evening on a voluntary basis.

**Dinner at La Rochelle.** The Hotel School in *La Rochelle*, in its will to support Sala Bai, organized a fundraising dinner on April 3<sup>rd</sup>, 2014. 90 BTS level class students (a two-year higher education course) were mobilized for this evening.



## DINNERS IN CAMBODIA

**At Sala Bai.** A new operation was initiated in 2014: event dinners called Great Chefs meet Great Students, in collaboration with four Chefs for four nights in January, February, April and May 2014.

The principle: each Chef prepares a special menu, teaches and conducts Sala Bai students in the kitchen.

The goal: to enable students in the kitchen to discover new cooking recipes, work nobler products and learn new techniques. For Restaurant service students, this allows to work on a high-level of service.

These dinners have helped to locally promote excellence in training at Sala Bai and raise funds for the School.

The operation was a success and will be renewed.

**At the Heritage Hotel.** A fundraising dinner was organized, on March 22nd, 2014, in this Sala Bai five-star partner hotel, which gathered more than eighty guests for a gourmet dinner in a prestigious setting.

## E-FUNDRAISING

The Exofoundation website <http://exofoundation.org/> as well as the Buy1Give1 portal [www.B1G1.com](http://www.B1G1.com) offer users the possibility to help finance the Sala Bai students training.

36 members of the Buy1Give1 network having visited Sala Bai in January 2014 donated to fund school kits for the students.

## SALA BAI SUPPORT WHILE TRAVELING

Continued partnership with TravelGiver. By creating an account on [www.travelgiver.com](http://www.travelgiver.com), users can choose to support Sala Bai when booking hotel nights on [www.booking.com](http://www.booking.com), or [www.accorhotel.com](http://www.accorhotel.com), or [www.hostelworld.com](http://www.hostelworld.com). These e-agencies' commissions are partly donated to Sala Bai, without additional cost for the user.



# THE TEAM IN FRANCE

## The Board of Directors

### MEMBERS OF THE BOARD

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**Emmanuelle DETHOMAS**

President

**Juliette BIENFAIT**

Treasurer

**Jean-Rémi LANQUETOT**

Secretary

**Véronique ESKENAZI**

Associate Member in charge  
of the event management

**Stéphane BAVEREZ**

Associate Member  
for Human Resources

### OFFICERS

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**Xavier ESCHERMANN**

**Laurent FICHTER**

**Pierre FICHTER**

**Philippe GLOAGUEN**

**Clémence BAUDET**

**Hubert CHANOINE**

**Régis MARCON**

**Bruno de MONTE**

**Elisa O'NEILL**

**Tek Lin TAN**

**Anne-Charlotte CARRE**

Communication and fundraising  
manager September 2010 - May 2014

**Véronique ESKENAZI**

Communication and fundraising  
manager since June 2014

### FIELD MISSIONS

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**Emmanuelle DETHOMAS**

President, in October 2013,  
January 2014 and May 2014

**Clémence BAUDET et**

**Véronique ESKENAZI**

Board Member, December 2013

**Régis MARCON**

Board Member, January 2014

**Tek Lin TAN**

Board Member, February 2014



# THE TEAM IN CAMBODIA

## **VOLUNTEERS AT SALA BAI**

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### **Claude COLOMBIE**

School Director since August 2012

### **Mayelle BARBIER**

Fundraising and Communication Officer  
since August 2013

### **Alexia SUZZONI**

Civic Service, assistant of the director  
from August 2013 to August 2014

### **Caroline THUREL**

Deputy Director of the school  
since July 2014

## **SHORT DURATION VOLUNTEER MISSIONS AT SALA BAI**

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### **Catherine ADDINGTON**

*Friends of Sala Bai in Australia*  
volunteer

English teacher, updating the English  
training programs for the four skills

Two missions: in January 2014  
and in March/April

### **Michael STRAUTMANIS**

Volunteer, English teacher

### **Louis Gabriel GUILLAUME**

Volunteer for a six-week mission

## **SHORT DURATION MISSION AT SRE AMPIL**

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In connection with *Saint-Louis de  
Gonzague* High School, two missions  
were held during the summer of 2014:

- Mission of a Boy Scouts group in  
July 2014
- Mission of two former students of  
*Saint-Louis de Gonzague* High School  
in August 2014

## BUSINESS AND FOUNDATION PARTNERS

### ARCTURUS GROUP

Arcturus Group, a consulting firm in corporate strategy and market development, supported *Action pour le Cambodge* in its public funding research strategy in France.

### CASSIOPEE FOUNDATION

Cassiopee Foundation supports the Sala Bai development program by providing a three-year funding for the purchase of the future school building, its construction, as well as a participation into the training fees of the new school opening intake.

### CHANEL CORPORATE FOUNDATION

For the third consecutive year, Chanel Corporate Foundation has supported Sala Bai for three years. In 2013-2014, it supported 15 students.

### MCKINSEY FOUNDATION

McKinsey for Children Foundation decided in July 2013 to help Sala Bai by supporting the complete training fees of 12 students for 3 years.

### PATA FOUNDATION

With its programs, the PATA Foundation, Pacific Asia Travel Association, has a mission to contribute to the growth and development of travel and tourism in Asia Pacific by the protection of the environment, the conservation of cultural heritage and the support of education. In 2013-2014, the foundation has enabled 10 students to be trained.

### PHILANTHROPIA FOUNDATION

Umbrella foundation linked to the Lombard Odier bank and state-

approved, Philanthropia Foundation has supported Sala Bai with a funding for the development of the new school and for the training fees of five students.

### RAJA-DANIÈLE MARCOVICI FOUNDATION

Employment opportunities for young girls trained at Sala Bai regularly and loyally encourage the RAJA-Danièle Marcovici Foundation to support vocational training of students including five at Sala Bai in 2013-2014.

### SISLEY D'ORNANO FOUNDATION

Sisley d'Ornano Foundation has started helping the development of Sala Bai and especially the Beauty Therapy training program for the future school with a three-year funding: the purchase of the land, the spa area construction in the training hotel and the support of the first intake of Beauty Therapy training.

### TRIPADVISOR FOUNDATION

In 2014, The TripAdvisor Charitable Foundation has given its support to *Agir pour le Cambodge* for its Sala Bai School development project, focused on the Training Hotel renovation and the Training Restaurant equipment.

### TALENTS & PARTAGE

*Talents & Partage* organisation renewed its support to *Agir pour le Cambodge* by voting a grant to contribute to the purchase of the land for the new school.

## BUSINESS INVOLVEMENT IN CAMBODIA

The 2013-2014 year saw a significantly greater hotel partnership involvement.

**ANGKOR PHOKEETHRA SOFITEL** continued its “school kit” operation by proposing its customers to buy school bags and bicycles for Sala Bai students.

**VICTORIA ANGKOR RESORT & SPA HOTEL** has donated Sala Bai part of The Chain Reaction Project sportsmen accomodation costs who came to run the Angkor half-marathon in December 2013.

**HERITAGE SUITES HOTEL** hosted the fundraising dinner on March 22<sup>nd</sup>, 2014, and allowed its participants to make donations to the school.

**CHEF LUU MENG** was in charge of that fundraising dinner and offered a great part of the food supplies with the help of his own suppliers.

The **RAFFLES HOTEL** has donated five computers and its Chef was involved in one of the Great Chefs meet Great Students dinners.

The Chef from **BELMOND LA RÉSIDENCE D'ANGKOR HOTEL**, Chef POLA from **MIE CAFÉ**, CHEFS Kimsans from **Angkor W Group, WHAREHOUSE** and **CELLIERS D'ASIE** wine importers, all participated in Great Chefs meet Great Students dinners.

Companies outside the hotel industry in Cambodia are also committed to Sala Bai.

**ARTISANS D'ANGKOR**, a social enterprise that promotes the Khmer culture and supports vocational training for the poorest, graciously made Front Office and Housekeeping uniforms.

**KRAMA KRAMA COMPANY** in its wish to support Sala Bai, designed a Sala Bai scarf sold in the School and online: [www.kramakrama.com](http://www.kramakrama.com) For each krama sold, a portion of the money is donated to Sala Bai.

**BODIA** Company that makes natural beauty products and supports fair trade, provides amenities for free to the Sala Bai Training Hotel.





## OUR RESOURCES

RESSOURCES (in €)	2013-2014	2012-2013
Donation from the general public	287 793	310 875
Other private funds	366 935	165 002
Other products		
Financial products	3 544	2 704
Membership fees	1 550	1 290
Income from hotel and restaurant	65 770	61 926
Earning from books and other income	9 421	8 945
New school fixed assets production	15 234	—
Total other products	95 519	74 865
Main total of the ressources of the year	750 247	550 742

► Total incomes have increased by 36.2 % from the year 2012-2013 reaching the amount of €750,247. 48.9% of our revenues come from support from foundations and corporations.

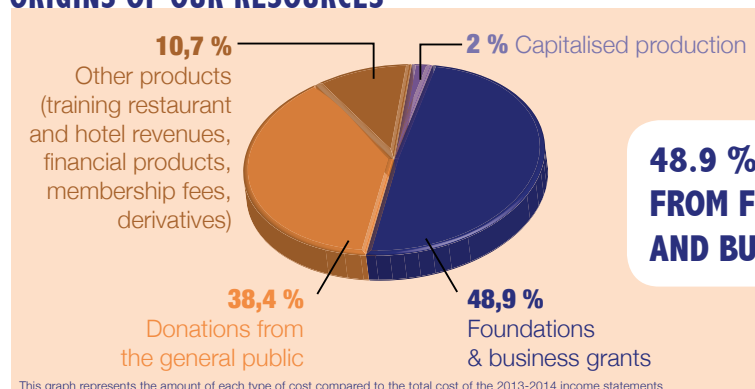
► Foundation grants have increased by 122.4 % in 2013-2014 to reach € 366,935. The Sala Bai development project has attracted the interest of many of them. Furthermore, the positive results of Sala Bai in the areas of professional integration of young girls and the development of responsible tourism prompted the partner foundations to opt for multi-year support.

► The growth in donations from the public's generosity has stalled in France. *Agir pour le Cambodge* has not escaped

the economic downturn and recorded a slight decline in donations from the public. View barometer of generosity on [www.francegenerosite.org](http://www.francegenerosite.org)

► The growth of our other resources is partly due to the results of the training restaurant and the training hotel. Moreover, we can observe a significant increase in the financial participation of the local hotel industry in favor of Sala Bai program since 2013 and especially in 2014 (by calendar year). This participation includes: training allowances from 95% of Sala Bai hotel partners, the charity dinner in March 2014 and the fundraising operations with several hotels. So, the self-financing share of the program rises from 28% in 2012-2013 to 36% in 2013-2014.

### ORIGINS OF OUR RESOURCES





## OUR EXPENSES

TYPE OF USE (in €)	2013-2014	2012-2013
On site social mission	270 013	245 044
Fundraising fees	35 584	33 003
Operating costs	14 642	11 872
Total used recorded in the Profit and Loss Account	320 239	289 919
Projected use of allocated funds	284 949	—
Overage	145 059	260 823
Main total	750 247	550 742

Our expenses in Cambodia increased by 10.2%, which was mainly due to the rising costs of food supply, in adequacy with the highest level of revenue generated by the activity of the restaurant.

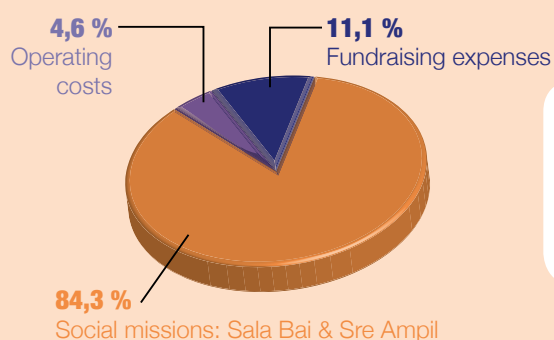
84.3% of expenditures for the year are dedicated to social missions in Cambodia.

Our operating costs account for only 4.6% of our total expenditures and the fundraising expenses for 11.1%.

By August 31, 2014, the balance of the funds collected by the public, unrestricted and unused at the end of the accounting period is zero, taking into account the development project of Sala Bai started in January 2014 with the purchase of land and with the launch of construction studies.

The total commitments of allocated funds were used to finance the development project of the school.

### USE OF OUR INCOMES RECORDED IN THE INCOME STATEMENT



**84.3% OF EXPENSES  
ARE DEDICATED TO  
OUR SOCIAL MISSIONS  
IN CAMBODIA**

This graph represents the amount of each type of cost compared to the total cost of the 2013-2014 income statements



## **AGIR POUR LE CAMBODGE**

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[www.facebook.com/SalaBaiSchool](https://www.facebook.com/SalaBaiSchool)

TripAdvisor :  
Sala Bai Restaurant School  
[www.tripadvisor.fr](http://www.tripadvisor.fr)

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