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# 2023

## ANNUAL REPORT

**Full Version**





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# FRIENDS-INTERNATIONAL

‘A social enterprise, established in 1994, saving lives and building futures for marginalized children and youth, their families and their communities’



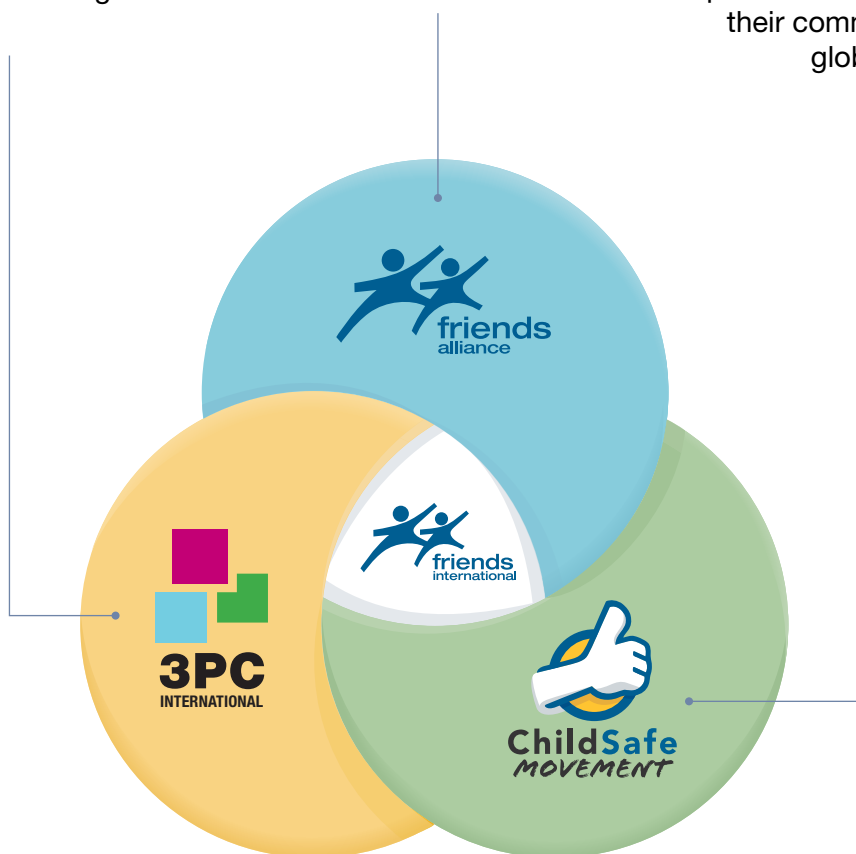
3PC/ChildSafe Alliance: an alliance of organizations and Government services to coordinate services, build common capacity, create projects together, run advocacy campaigns and secure funding



Friends Alliance: Programs run by Friends-International aiming at developing innovative and quality services to marginalized children, youth and their families



ChildSafe Movement: a project that supports all key actors of society (schools, tourism industry, volunteers, travelers, organizations, citizens...) to be directly and effectively engaged in the protection of children in their community and globally







# INTRODUCTION

*(2023 in a nutshell)*

In 2023, Friends-International was faced with the serious economic fall-out that affected the most vulnerable populations across South-East Asia. This was translated into a continuous need for support, and to rebuild people's economic autonomy, within an extremely difficult economic context.



This is why we saw in all our Country Programs increased needs in terms of child protection, for families to receive support to ensure children did not drop out of school and pressing needs to rapidly find sources of income.

At Friends-International we adapted and pivoted our programs to respond to these needs: we reorganized our Outreach work, increased support for education and adapted vocational training and job preparedness processes to respond to these immediate needs and challenges. The results were very encouraging, however a great deal remains to be done.

Unfortunately, the current economic and funding situation did not only affect Friends-International, but also many of its NGO partners. Like us, many of our 3PC Partners suffered from reduced funding while responding to an increased demand for support. 3PC coordination and support work was reduced due to lack of funding but reinforced in efficiency and impact with an increase in coordination and training work as well as an increase in requests from organizations to join the Partnership.

Despite the difficult immediate situation, some signs of improvement were also felt with the slow return of tourism and the improvement of the situation of many of our corporate partners. This led to a rapid increase in the work of the ChildSafe Movement, with a focus on the tourism industry, and also towards private schools and Community Based Tourism.

Our social businesses, especially the Vocational Training Businesses, a key element of the work of Friends-International, continued to suffer and were not able to contribute significantly to our funding needs, making Friends-International still highly donor dependent for 2023 and the foreseeable future. Indeed, even as our vocational training restaurants in Laos were able to successfully restart and generate income, all our activities in Cambodia were still on hold due to limited tourism and the difficult process of re-registering the social businesses with the authorities.

**Overall, Friends-International has been facing an extremely challenging year of lower budgets and increased need, however we were able to respond to these challenges and continue to expand both the reach and the quality of our interventions.**

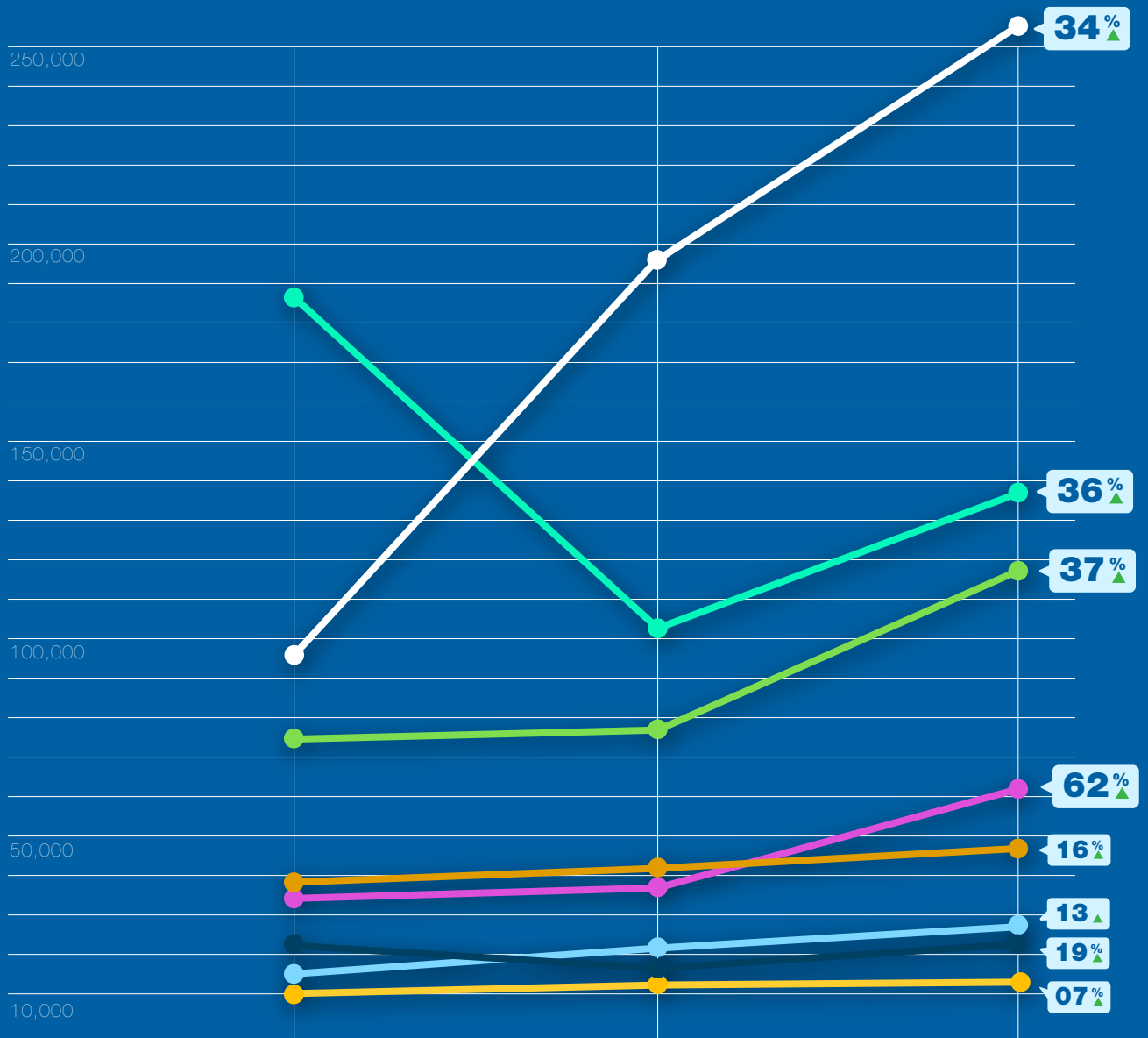
















# 1. OVERALL STATISTICS



## TOTAL NUMBER

	TOTAL 2022	%	TOTAL 2023
 Children & Youth (Direct Beneficiaries)	23,789	+13%	26,836
 Caregivers (Direct Beneficiaries)	18,205	+19%	21,670
 Indirect Beneficiaries	37,706	+62%	60,924
 Direct Beneficiaries	41,994	+16%	48,506
 Direct & Indirect Beneficiaries	79,700	+37%	109,430
 Beneficiaries Protected	12,875	+07%	13,836
 3PC Partners Beneficiaries*	102,582	+36%	139,117
 Reach (FA+3PC+CS Agents)	195,157	+34%	262,383



## TOTAL NUMBER OF PEOPLE REACHED IN 2023:

# 262,383

beneficiaries

(Direct + Indirect +  
ChildSafe Agents + Partners)

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	Mhi Samrath Phnom Penh Cambodia		Kienyith Siem Reap Cambodia		Peun Mit Vientiane Lao PDR		Peun Mit LP Lao PDR		Peun Puon Banoch Thailand		Peun Puon An Thailand		Peun Puon Popet Cambodia		Temn Sak Jasida Indonesia		Yanpon Myanmar		TOTAL 2023		TOTAL 2022		VARIATION 2023 - 2022	
	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE	TOTAL	MALE		
Total Children & Youth Direct Beneficiaries	7261	3442	4819	2426	3826	1820	2018	992	3047	1212	628	260	1342	527	3650	1620	181	65	26,886	12,592	23,789	11,634	13%▲	8%▲
Total Careleaver Direct Beneficiaries	9822	5020	3955	2027	2645	1340	862	411	2555	1655	396	228	865	459	1300	598	75	59	21,670	12,754	18,265	9,489	12%▲	22%▲
Total Indirect Beneficiaries	18336	9372	7102	3678	6244	3126	3871	1852	8327	3953	2438	1042	5022	2582	3922	1728	170	73	60,984	30,009	37,706	17,613	12%▲	10%▲
TOTAL DIRECT & INDIRECT BENEFICIARIES	19683	9812	11921	6104	6471	3146	3871	1852	11374	5165	2666	462	2103	1081	4950	2683	248	143	68,505	33,348	41,954	20,120	12%▲	15%▲
TOTAL DIRECT & INDIRECT BENEFICIARIES	41462	20077	15715	8308	12716	6383	5997	2955	12436	6355	3355	1352	7110	3423	6655	3522	428	222	119,400	53,333	75,700	38,733	37%▲	35%▲
TOTAL CS ALLIANCE PARTNERS BENEFICIARIES	427	905	605	438	1047	463	113	45	1151	819	167	84	363	178	2545	1465	0	0	10,448	5449	12,875	6,357	-19%▼	-14%▼
TOTAL SERVICES	2485,174	0	696551	0	141201	0	8387	0	113275	0	24136	0	40712	0	73933	0	15119	0	3311,758	23,302	8,654	3,999	425%▲	457%▲
Number of beneficiaries trained by staff on COVID-19 awareness, prevention and protection measures	16453	8172	7927	3659	7212	3367	1056	442	4919	2916	657	425	1859	594	0	0	0	0	40,273	20,847	33,706	17,362	19%▲	20%▲
Families provided with emergency support	1259	0	455	0	186	0	42	0	611	0	87	0	355	0	55	0	55	0	3109	0	848	0	47%▼	47%▼
Number of members in families provided with emergency support (as family members both direct and indirect beneficiaries)	4753	2361	2224	1131	891	415	259	128	2551	1459	394	165	197	535	247	149	307	172	12,883	7095	26,275	9,686	52%▼	46%▼
Number of CS Agent trained on COVID-19 awareness, prevention and protection measure	90	3	332	238	1331	873	56	29	141	98	45	30	30	15	0	0	0	0	2,075	987	783	442	165%▲	123%▲
Number of children supported with remote education during school down of schools (e.g. school work distribution, TV education, etc.)	2565	1446	443	219	3972	1,882	0	0	0	0	0	0	0	0	0	0	0	0	7,373	3,299	4,317	2,248	71%▲	47%▲
Children in Friends schools	1222	601	644	336	781	363	924	51	0	0	0	0	0	0	842	574	137	71	3,918	2,099	3,654	1,860	76%▲	11%▲
Children reintegrated to public school	1451	697	451	238	836	421	204	103	271	123	0	0	56	31	142	63	56	26	3,824	1,689	1,400	737	152%▲	175%▲
Children supported to remain in public school	4972	2028	3055	1526	740	363	145	73	495	207	54	32	570	208	73	46	45	24	9,010	4,691	5,190	2,814	46%▲	60%▲
Youth in vocational training/apprenticeship	257	120	128	54	67	39	40	34	38	14	0	0	0	0	94	46	24	10	705	317	428	193	65%▲	54%▲
Employment placements for youth	304	153	158	88	96	44	26	22	66	34	2	1	6	4	127	48	18	6	805	400	588	305	37%▲	31%▲
Family members in vocational training/apprenticeship	295	151	79	41	245	156	98	67	139	116	0	0	0	0	76	71	0	0	872	604	479	267	62%▲	110%▲
Employment placement for family members	273	253	202	163	26	21	9	6	99	74	39	25	8	4	56	29	3	3	800	575	631	583	-4%▼	-2%▼
Children's Youth in Assessment Center	147	69	25	16	42	21	3	1	0	0	0	0	0	0	0	0	0	0	224	197	81	37	177%▲	165%▲
Children's Youth in transitional home	39	19	24	13	45	18	0	0	0	0	0	0	11	6	0	0	0	0	119	56	61	28	96%▲	100%▲
Youth in dormitory	32	11	0	0	47	21	0	0	0	0	0	0	0	0	0	0	19	5	98	37	45	24	118%▲	54%▲
Youth in transitional group house	13	4	23	8	24	14	25	21	0	0	0	0	0	0	0	0	0	0	85	47	71	33	20%▲	42%▲
Children in transitional family-based care	29	8	12	6	1	0	0	0	0	0	0	0	0	0	0	0	0	0	42	14	29	9	45%▲	50%▲
Children in specialized family-based care	0	0	5	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	2	8	1	-36%▼	100%▲
Children's youth reintegrated in LTF family-based care	55	23	21	12	10	10	1	0	0	0	0	0	7	4	0	0	0	0	95	40	41	24	136%▲	67%▲
Youth supported with independent living	9	4	18	6	25	15	10	9	7	4	1	0	0	0	0	0	5	2	76	40	36	17	111%▲	135%▲
Children's youth in volunteer duties	42	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	42	8	34	6	24%▲	33%▲
Orphan Related Services	52340	0	5619	0	1759	0	97	0	2928	0	84	0	113	0	0	0	0	0	53640	0	79493	0	33%▼	33%▼
Health related service	85452	0	8453	0	1448	0	845	0	6955	0	4921	0	4363	0	0	0	372	0	114,878	0	145,055	0	-9%▼	-9%▼
Life skills related services	825342	0	204620	0	43015	0	3915	0	46672	0	10771	0	29262	0	2442	0	530	0	1,164,664	0	548,858	0	23%▲	23%▲
Activity based services	155520	0	484778	0	75644	0	2781	0	46981	0	4173	0	331	0	1903	0	1317	0	808,835	0	746,447	0	8%▲	8%▲
Condoms distributed	405100	0	12271	0	6236	0	663	0	13935	0	4187	0	2707	0	0	0	0	0	448,031	0	338,865	0	32%▲	32%▲
Clean syringes distributed	422310	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	422,310	0	32,124	0	31%▲	31%▲



Together,  
building futures

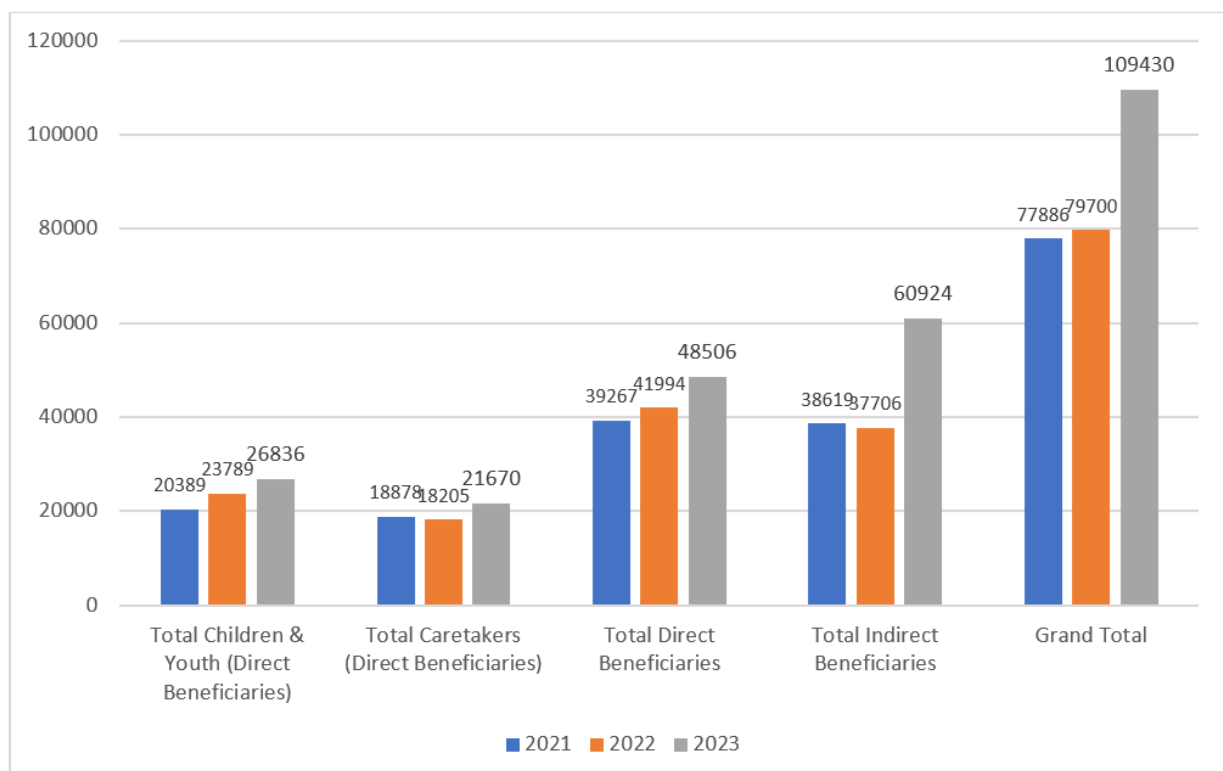
This year saw a strong increase in the total number of beneficiaries we worked with (+37%). This was due to an overall rise in all beneficiaries: children and youth (+13%), caregivers (+19%) and an increase in the number of Indirect Beneficiaries (+62%) due to the increased number of caregivers and improvements to data collection in our Programs.

Total number  
of beneficiaries 37% ▲

Children and  
young people 13% ▲

Caregivers 19% ▲

Indirect  
Beneficiaries 62% ▲





**The Saving Lives (SL) team continued to reinforce outreach in all Programs (+130% increase in services) and reached more beneficiaries through a reinforced ChildSafe Agents network.**

**Tools:** New content and IEC materials were created (some still to be finalized), including videos/7 Tips and Operational Manuals on topics such as: health, sex work, teen pregnancy, HIV testing, and investigation of cases of abuse.

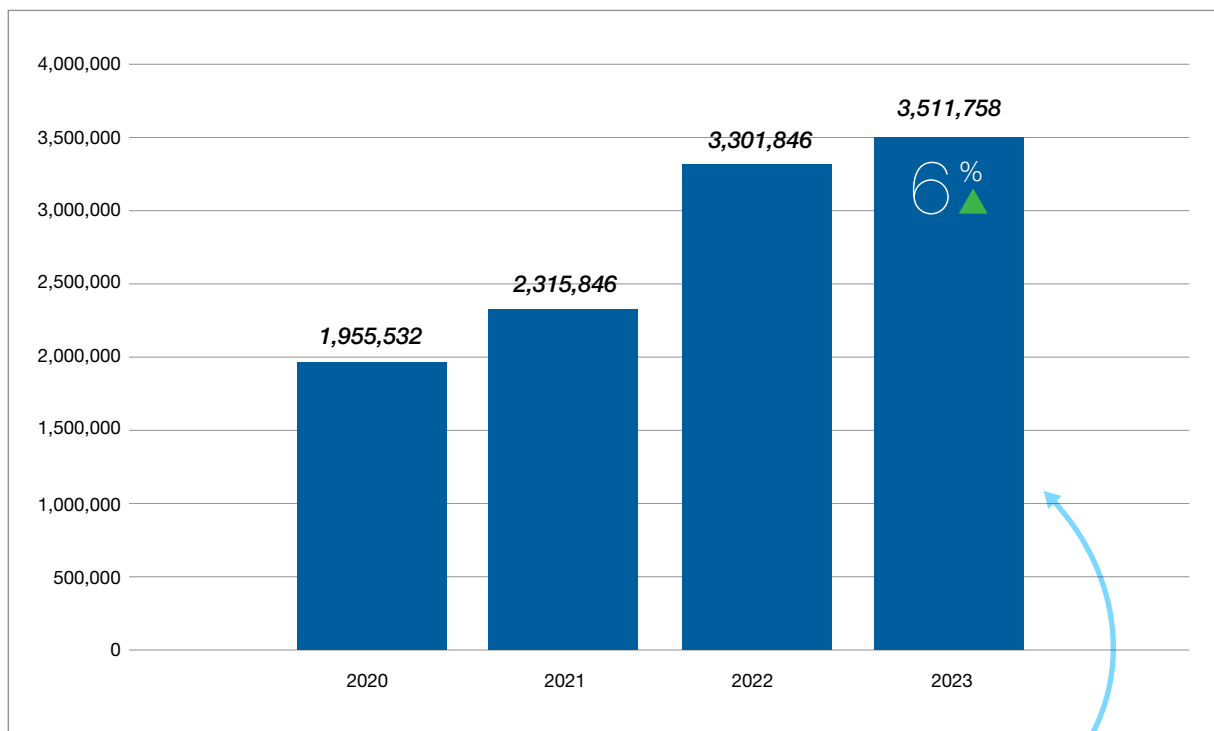
**ChildSafe Agents:** ChildSafe (CS) Agents strategy and management were revised to make it the cornerstone of the expansion for SL: 10 Partners now run ChildSafe Agents activities, with 1,799 active CS Agents and a reported 13,836 children protected by CS Agents.

**Hotlines:** Hotlines and CoolLines (specific numbers to directly contact social workers during working hours) systems were reinforced to allow for an increase of reactivity from teams: a total of 2,997 calls were received on the CoolLine and 6671 calls on the Hotlines.

**Investigation:** Investigation capacity has been strengthened, in particular to respond to situations of sexual abuse and exploitation (SoP for investigation/training material in place and teams trained).

**Outreach:** A strategy to access more mobile populations was set up with programs in Cambodia (e.g. working children / sex workers).

Number of services



This year saw a small increase (+6%) in the number of services as teams resumed their rhythm of outreach activities.





**Drugs:** KAP surveys were conducted, and service providers were assessed with the objective of improving the quality of drug services and extending protection and HIV testing in Cambodia. Drug services progressively increased in all Programs.

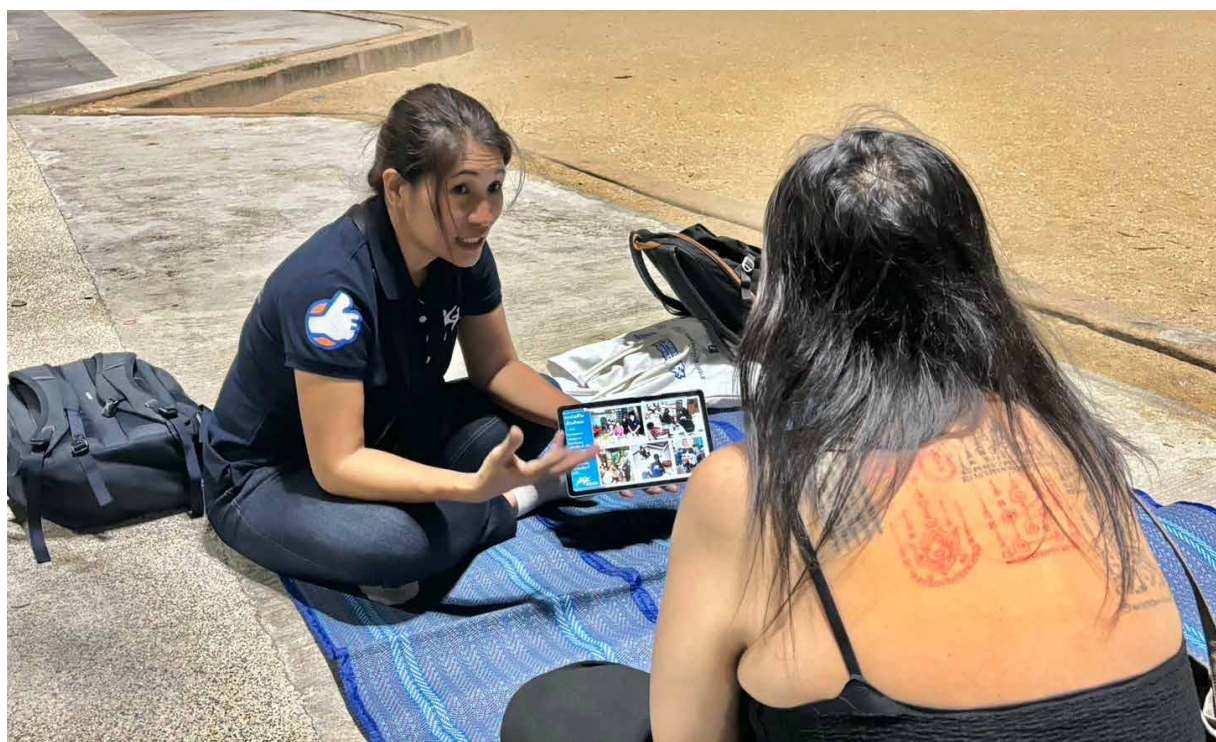
**Migration:** Services aiming at identifying and supporting children left behind have been reinforced in particular in at-risk areas. A total of 940 children left behind were identified and case managements initiated.

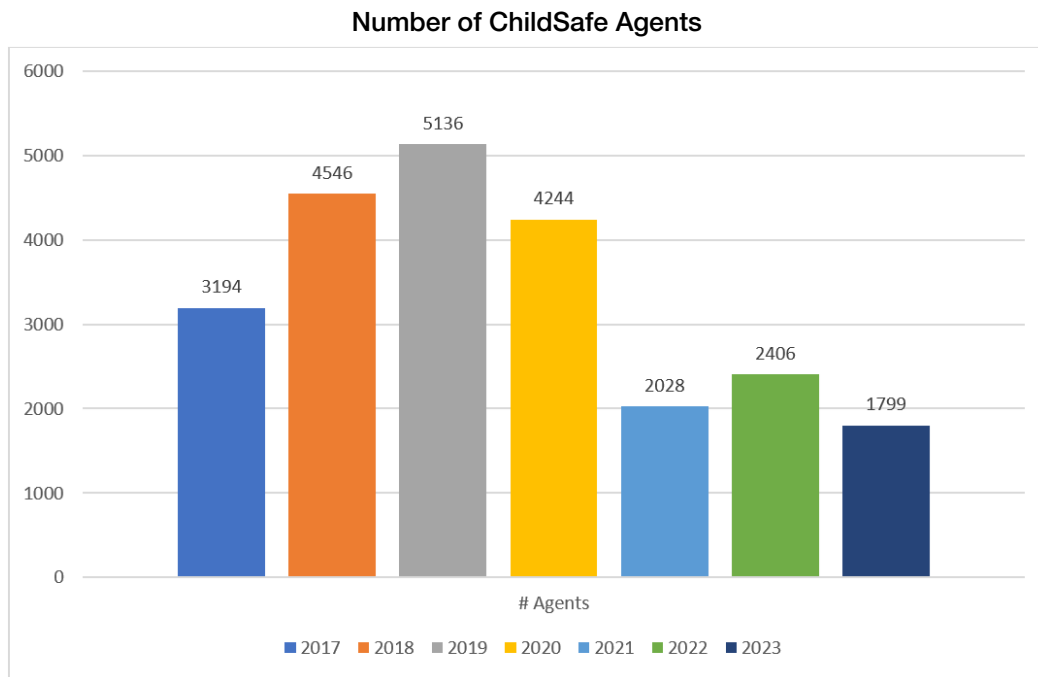
**Sex Workers:** Services to respond to the return of sex workers, support their children and support them to move away from sex work were reinforced with an added Mobile Team in Phnom Penh, an extension of areas covered and the expansion of the program in Pattaya.

**Emergency:** Emergency support was maintained to respond to the economic hardships faced by many families in the current economic context, with regular assessments to review the situation aiming at (re)building the families' autonomy and making sure families are covered through government social welfare.

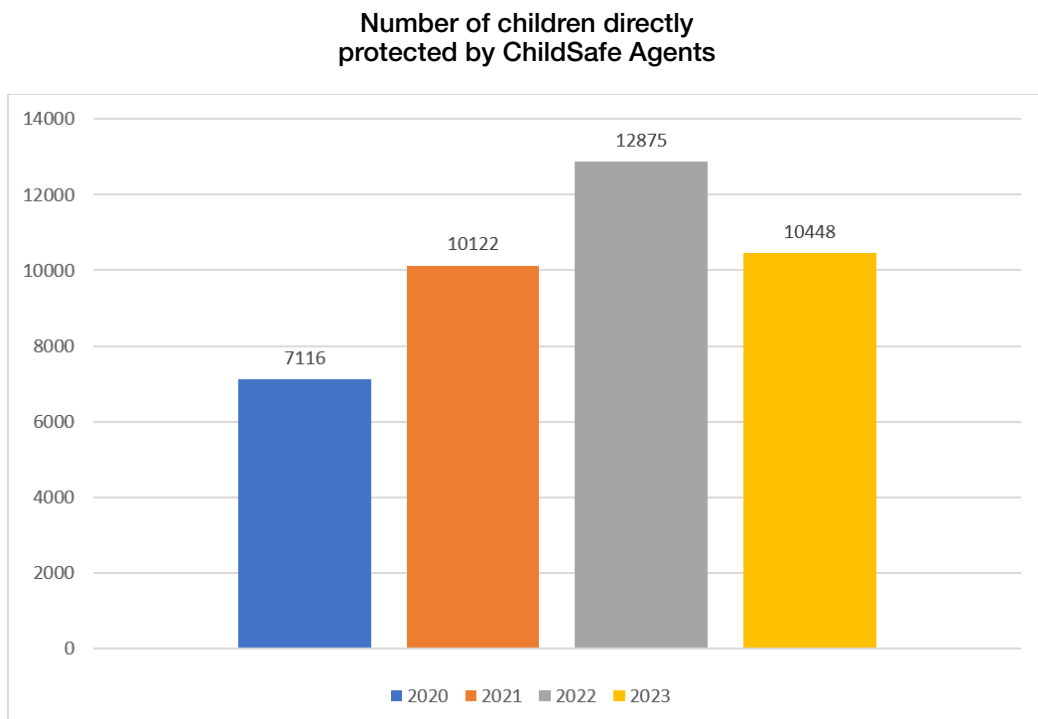
**Debt:** A strategy to address families in situations of over indebtedness was designed. This covers prevention and response to toxic debts through the identification of at-risk families and support systems. The strategy successfully turned into a pilot project initiated in Cambodia (Phnom Penh) with the objective of replication in other countries.

**PSEA:** We strengthened our internal child and beneficiary protection systems. This was achieved by developing comprehensive SoPs on various areas, including investigation, community-based reporting systems, referral pathways and training plans. These measures were designed to align with the international standards established by the UN. An extensive assessment of our systems was undertaken by UNICEF this year, and the initial results reaffirmed our high capacity to respond effectively to incidents of sexual exploitation and abuse.





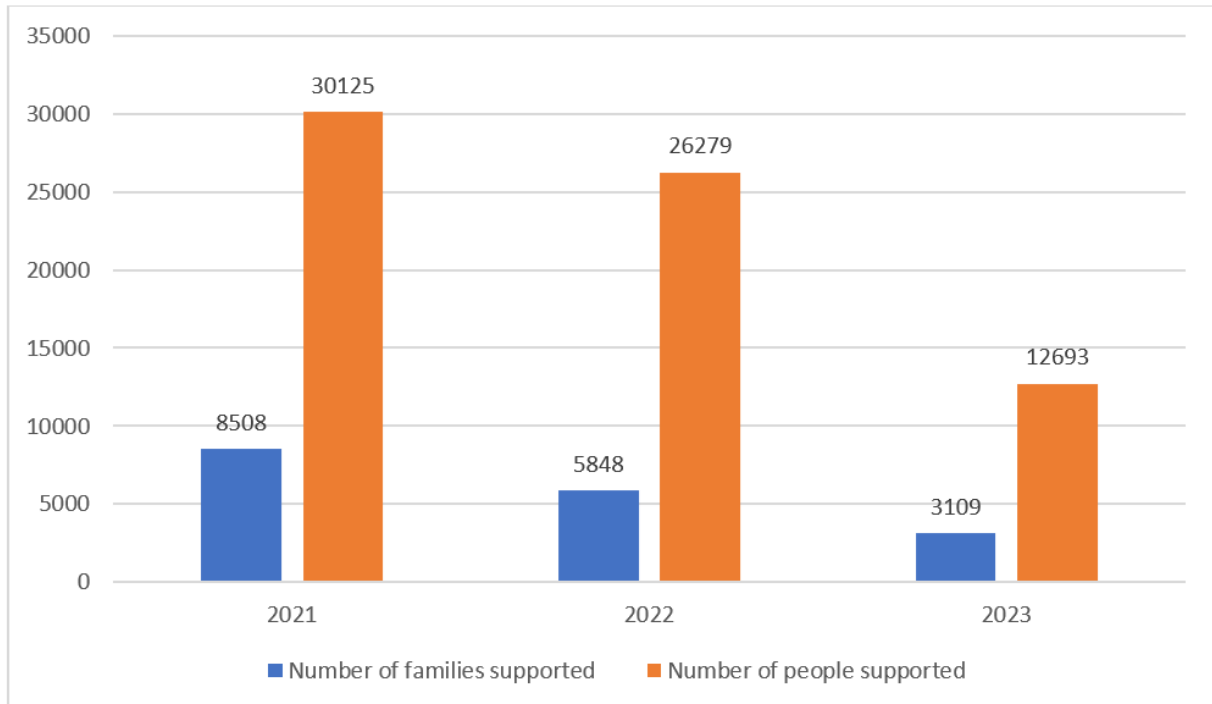
The number of CS Agents decreased overall (-25%) as we stopped counting CS Agents within companies trained by the ChildSafe Movement. However, the new system of selection, specialization and support led to an increase in the number of field Agents, alongside an increase in the activities of these Agents (see below)



There was a decrease in reported cases by the CS Agents (-19%): despite the increase in the number of Agents, reported cases reduced due to fewer Covid-related actions alongside issues in collecting data from among the new Agents.

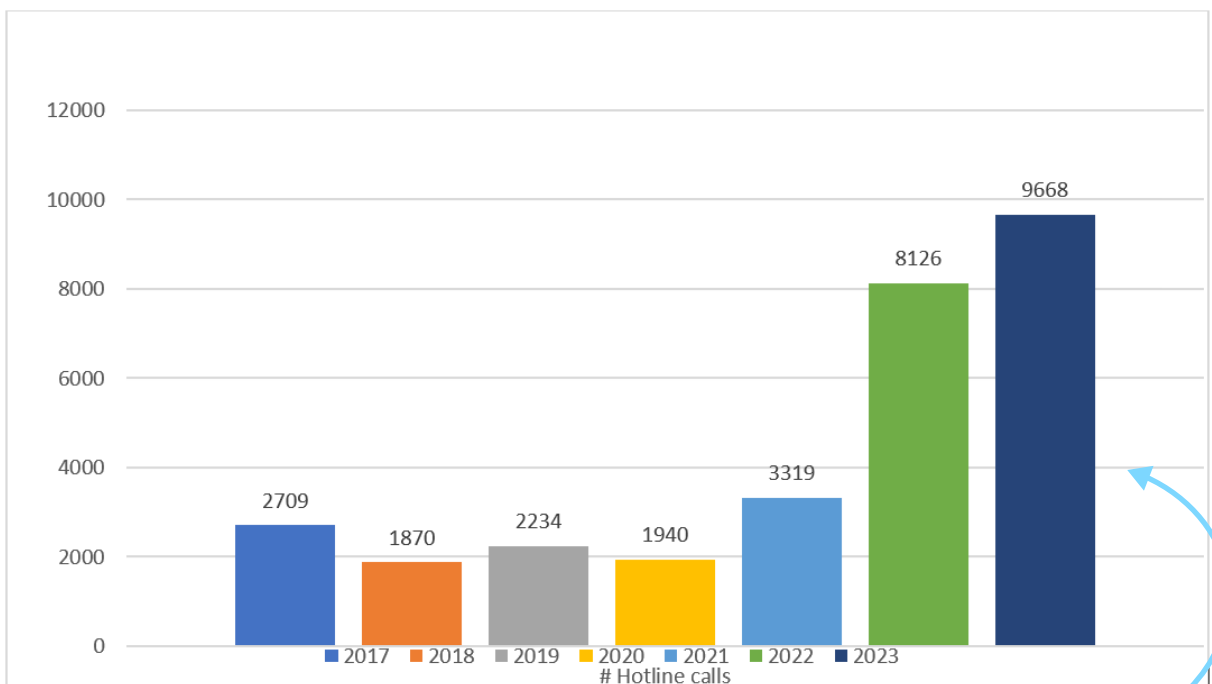


### Number of people who received emergency services



As the Covid situation eased up, emergency support directly related to the pandemic became less and less crucial throughout 2022. However, economic emergency support to respond to the increasing hardship linked to the economic crisis was still required. Therefore the overall number continued to decrease, but support did not stop.

### Number of Hotline calls



Calls continued to increase (+19%) as Hotlines and the CoolLines continued to be promoted. These have become the preferred way for beneficiaries, CS Agents and local authorities to report issues.

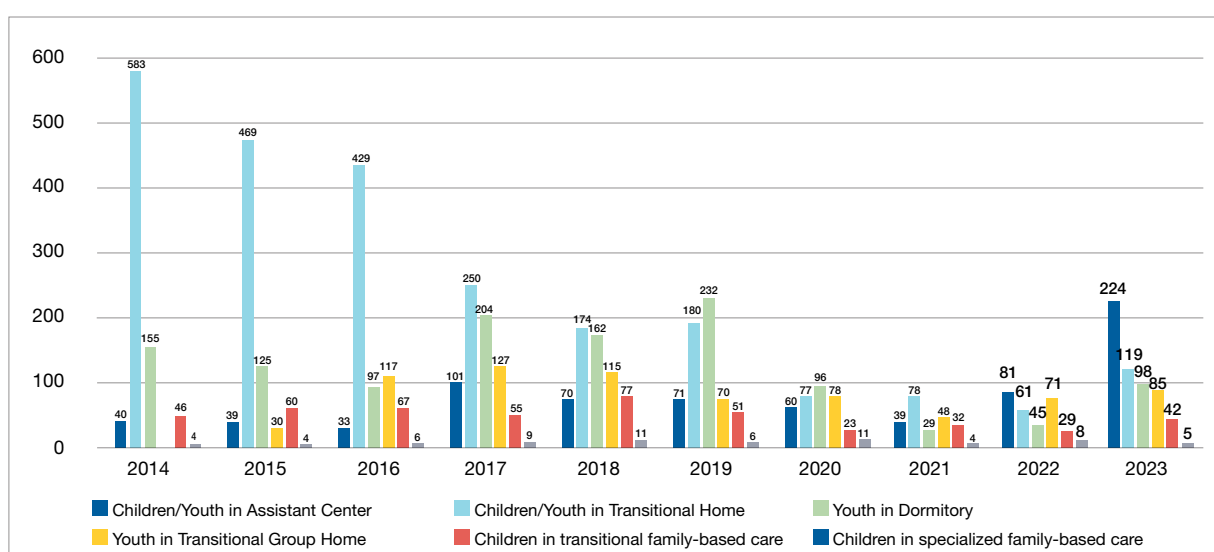




## FAMILY

- **The Assessment Centers** and system continued to be reinforced for an improved early management of cases.
- We continue to see an increase in the number of youths in Transitional Homes (TH), Dormitories, Group Homes (GH) and supported with Independent Living due to the return of, and increasing number, of youths to Vocational Training(VT)/apprenticeship (+64%).
- **TH/Dormitory and Transitional GH** standards were assessed, with risk assessments reviewed across all locations.
- Referral systems and hand over of cases in Cambodia for Long Term (LT) and Specialized Foster Care to Government and other local Partners were reinforced.
- **The ‘Keeping Families Together’ campaign** continued to be rolled out in Cambodia.

	TOTAL 2022	TOTAL 2023	% vs. 2022
Children/Youth in Assessment Center	81	224	177%▲
Children/Youth in transitional home	61	119	95%▲
Youth in dormitory	45	98	118%▲
Youth in transitional group house	71	85	20%▲
Children in transitional family-based care	29	42	45%▲
Children in specialized family-based care	8	5	-38%▼
Children/youth reintegrated in LT family-based care	41	96	134%▲
Youth supported with independent living	36	76	111%▲



The trend of an ongoing overall reduction in needs for housing of children and young people was overturned this year. The work carried out in the Assessment Centers and the increased referrals further accelerated this trend. Since students are now returning to vocational training, the need for GH's and Dormitories has increased again, but is not yet at pre-Covid levels.





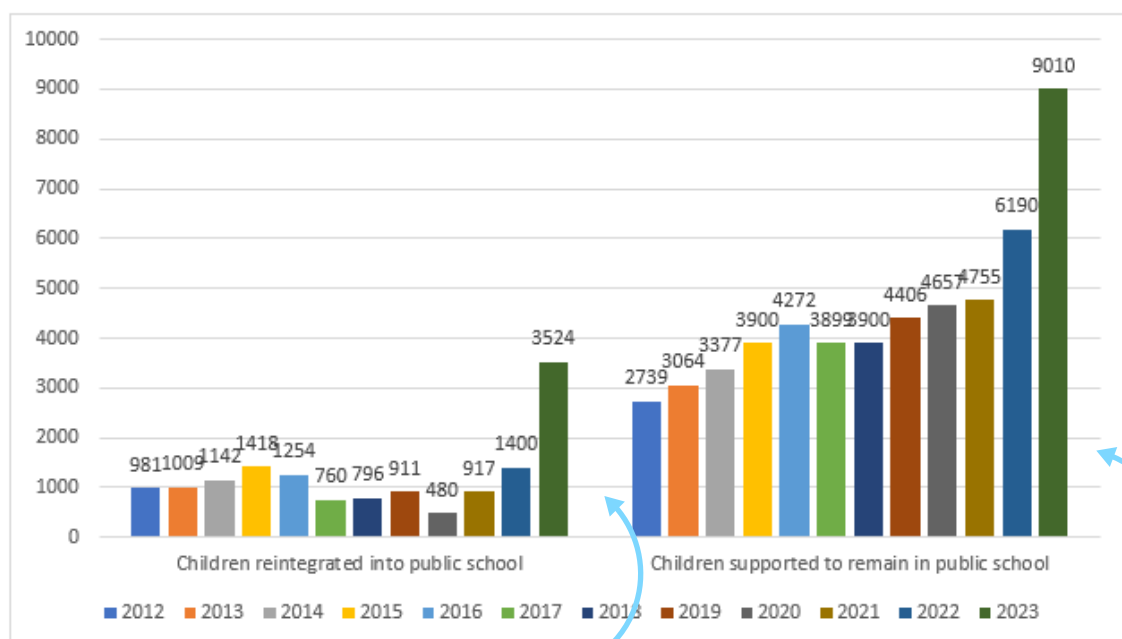


# FUTURES EDUCATION

	TOTAL 2022	TOTAL 2023	% vs. 2022
Children in Friends schools	3,664	3,918	+7%
Children reintegrated to public school	1,400	3,524	+152%
Children supported to remain in public school	6,190	9,010	+46%

- **Friends schools** (remedial and support classes) reopened in all relevant Programs with a slight increase of 7% in the number of attending children.
- The team also maintained remote education support with homework sheets distributed to children in communities through the support of CS Agents (+71%).
- A push was made in all Programs to ensure that children returned to/remained in public school through reintegration campaigns: these led to a 152% increase in the number of children registered and a 46% increase in the number of children supported to remain in school.
- **A school reintegration video** with Pook Look (CS mascot) was developed and translated into Khmer, Thai, Bahasa, and Lao to support the school campaigns.
- Processes and assessment tools to reinforce family support are in the process of being reviewed.

**After Covid the economic crisis impacted many families severely and the identified risk was for children to drop-out of education, therefore registration and support remained the key strategic focus for 2023:**



We saw a high number of children registered in public schools +152%

At the same time, teams continued their efforts in that direction with a 46% increase in numbers of children supported to remain in school





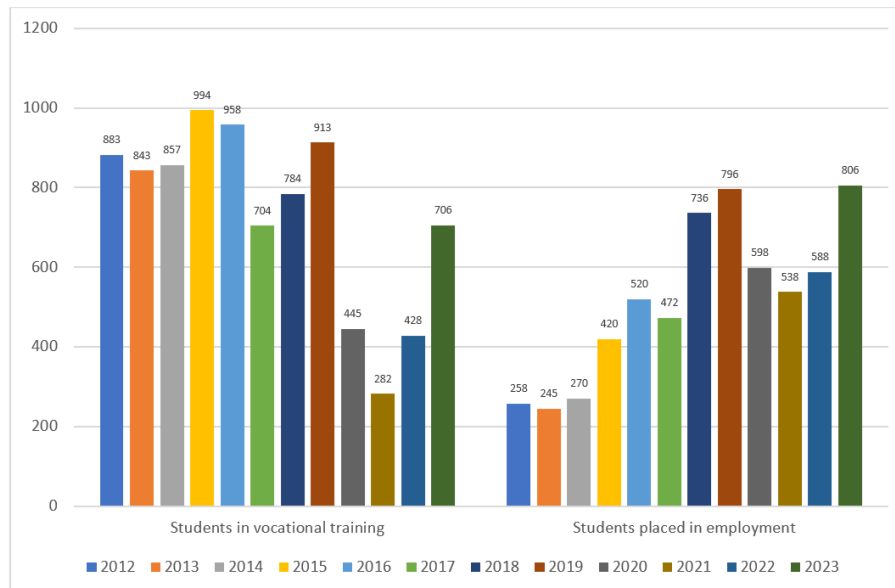
# FUTURES EMPLOYMENT

	TOTAL 2022	TOTAL 2023	% vs. 2022
Youth in vocational training / apprenticeship	428	706	65% ▲
Family members in vocational training / apprenticeship	479	872	82% ▲
<b>Total beneficiaries in vocational training / apprenticeship</b>	<b>907</b>	<b>1,578</b>	<b>74% ▲</b>
Youth receiving employment readiness training	1,913	2,300	20% ▲
Family members receiving employment readiness training	1,777	2,415	36% ▲
<b>Total beneficiaries receiving employment readiness training</b>	<b>3,690</b>	<b>4,715</b>	<b>28% ▲</b>
Youth placed in employment	588	806	37% ▲
Family members placed in employment	831	800	-4% ▼
<b>Total beneficiaries placed in employment</b>	<b>1,419</b>	<b>1,606</b>	<b>13% ▲</b>

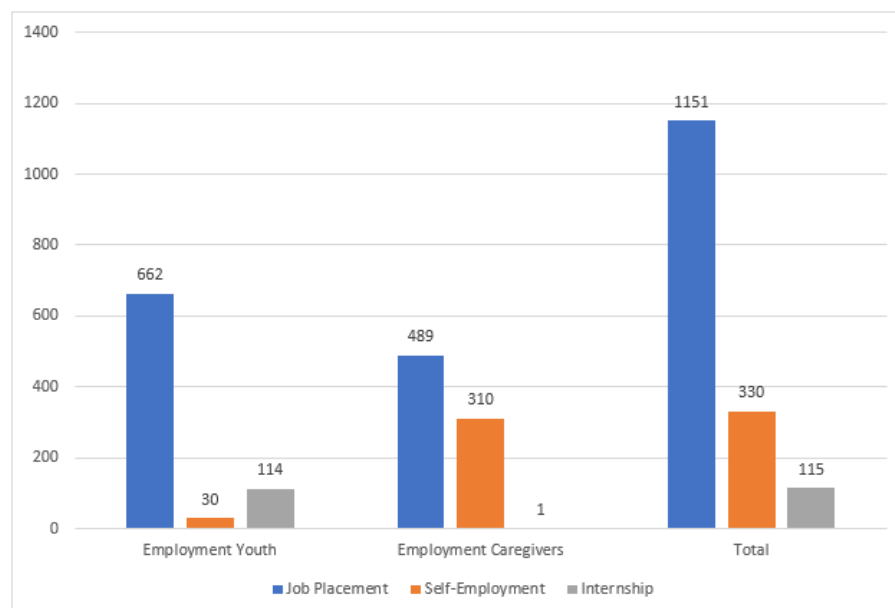
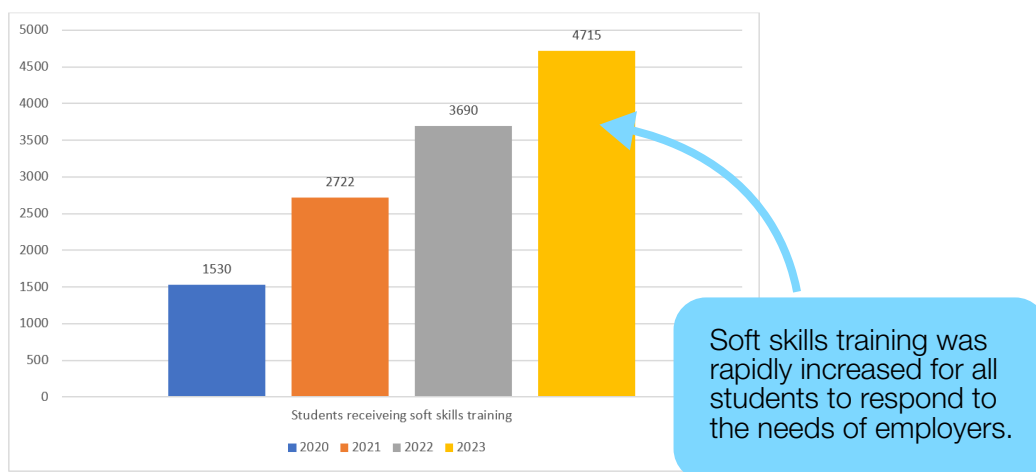
Employment remains a key strategic priority for Friends in order to rebuild families' autonomy after Covid.

- **Vocational Training/Apprenticeships** continued to expand in all Programs with new training, alongside new options such as mobile micro-training – we saw a 74% increase in the number of students.
- **Vocational Training Businesses** resumed in Laos (restaurants in Vientiane and Luang Prabang, mechanics in Vientiane) however remained on hold in Cambodia (due to new Government regulations) and Myanmar (due to the political situation).
- **Employment Market Reviews** are rolled out every 6 months in all Programs.
- **The network of partners** (employment partners directory) was strengthened in all Programs through the Employment Market Reviews, Employer Satisfaction Surveys, follow up after placement processes and other engagement opportunities. These include employer talks or employer/student workshops which allow an increase of apprenticeship/internship options and job placement opportunities.
- Based on our assessment / Employment Market Reviews, **Soft Skills are considered a key issue by employers**. Material for Soft Skills training was therefore further developed and reinforced – there was a 28% increase in the number of students receiving job preparedness training.
- **Employment placements** continued to increase (+13%) with a progressive shift from Caregivers (-4%) to Youth (+37%) rebalancing the number of Caregivers (800) vs. Youth (806).
- **Self-employment** was expanded and teams shared lessons learned and business ideas to expand this option through a Self-Employment Specialist Group (sub-group of the Employment Specialist Group) comprising 16 NGOs from the 3PC network.
- **Futures Employment Case Management** process and tools are reviewed/updated/upgraded/improved on an ongoing basis to adapt to changes in the employment market, and employer and beneficiary needs.
- **Staff trainings** are continuously developed to support capacity building within implementing teams – these include: introduction to soft skills, 7 Tips to support student soft skills development, job guidance/counselling, 7 Tips for employment partners: how to build a network of recruiting partners, 7 Steps to assess a potential new employment partner, etc.





The number of students placed is now higher than the number of students in vocational training: this is due to employment placements after soft skills training only (see below).



Job placement remains the main placement opportunity for youth (82%) while for caregivers, self-employment is relatively more important, but its importance decreased compared to 2022 (39% in 2023 vs. 49% in 2022)

**Overall, job placement remains the biggest employment opportunity (72%) and increased in proportion (68% in 2022)**





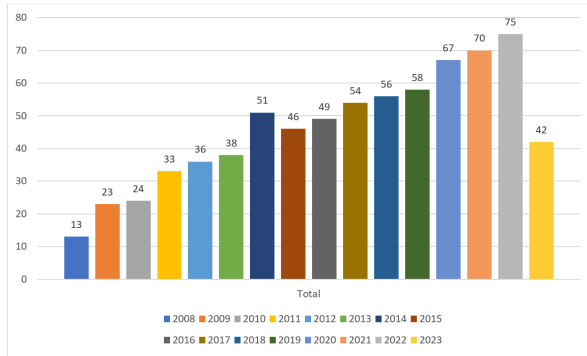
## PARTNERSHIP PROGRAMME FOR THE PROTECTION OF CHILDREN

- **The number of Implementing Partners was reduced.** We decided to only count those we have been in contact with since Covid (we will try to reconnect with as many of the Partners as possible in 2024)
- **The 7 Stars system** for NGOs as a new certification system is under design.
- **Our key projects** are CS Agents, Employment and Child Protection
- **Cambodian funding from UNICEF ceased at the end of the year** and without further visibility, Partners and 3PC HQ took measures to continue operations whilst reducing costs.
- **The 3PC team** was reduced and reorganized, with a new international Manager coming into post at the end of the year.
- **Contacts were renewed/reinforced** with Partners (e.g., Sharana, Wessa) and Friends Programs carried out extensive training to Partners and for donors (e.g., Indonesia, Cambodia).
- **3PC Cambodia** expanded its work, reinforcing Directors' Meetings, Specialist Groups and commencing new initiatives (funding).
- **Data collection** was improved despite still missing some elements. However, the number of beneficiaries reached together is increasing again (+30%), showing the power of common action.
- With the reopening of public schools globally, and the common priority to ensure the return of children into public school (alongside improved data collection), **the number of children supported for education** experienced an important growth among all Partners (+126%).
- **Employment** featured strongly among Friends Alliance Partners but within the overall 3PC it reduced (-17%) possibly due to data collection issues from Partners and the difficult economic and financial context that put a strain on many of 3PC Partners.

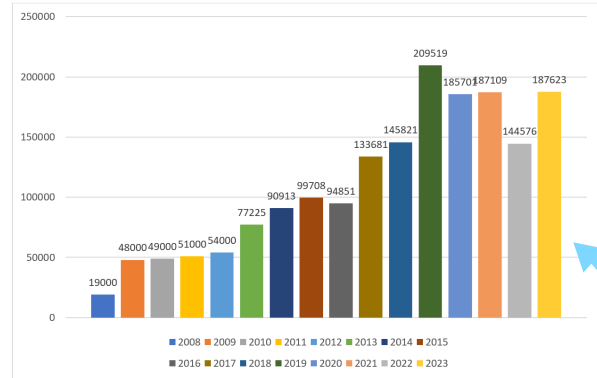




### Number of partner



### Number of beneficiaries

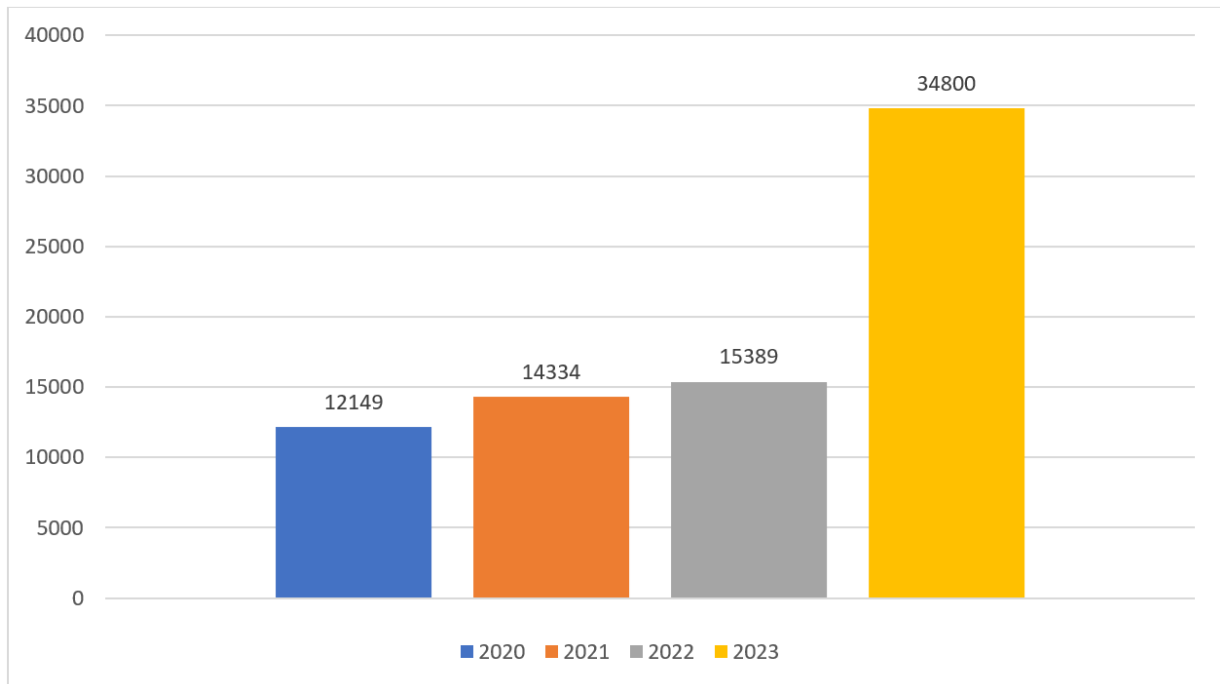


This year we decided to 'clean up' the system, counting only Partners we have been in direct contact with since Covid, thus the reduction. In 2024, the objective is to reconnect with as many of the others as possible.

The number of beneficiaries reached together is increasing again (+30%), demonstrating the power of common action.

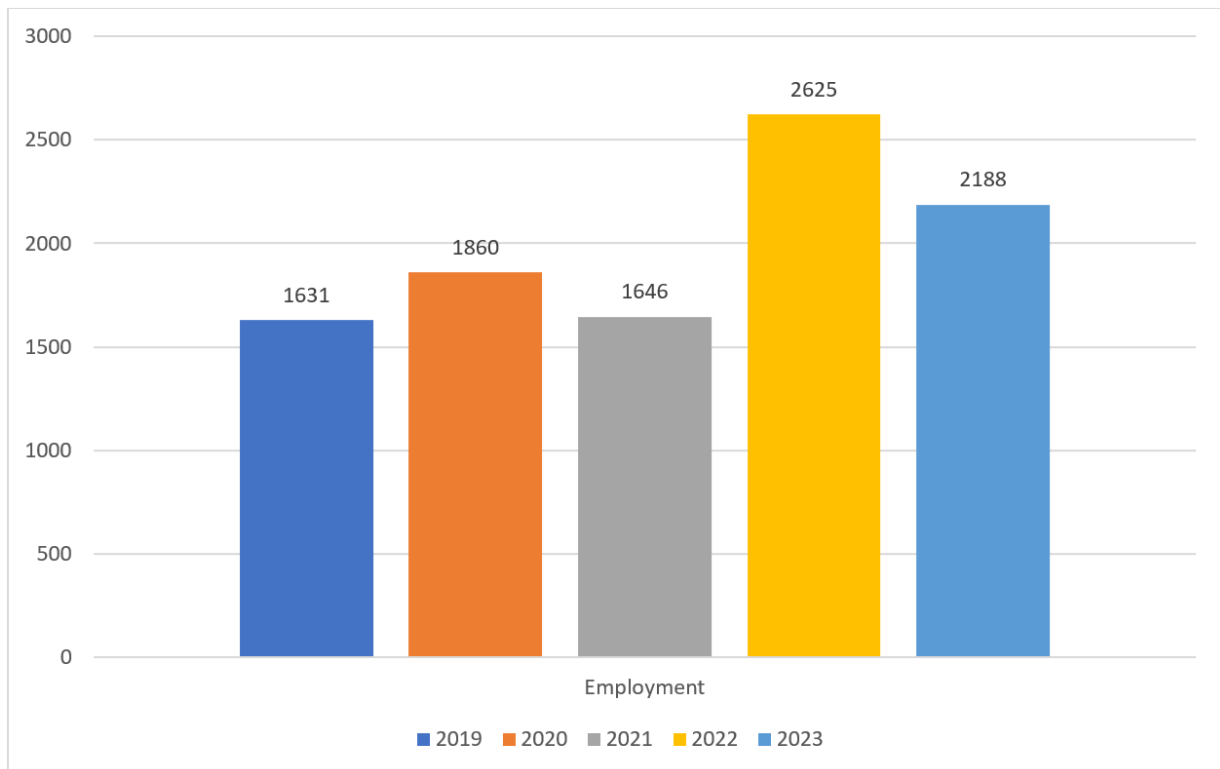


### Number of children in school



With the reopening of public schools globally, and a common priority to ensure the return of children into public school (and improved data collection), the number of children supported for education experienced an important growth among all Partners (+126%).

### Number of youth and caregivers in employment



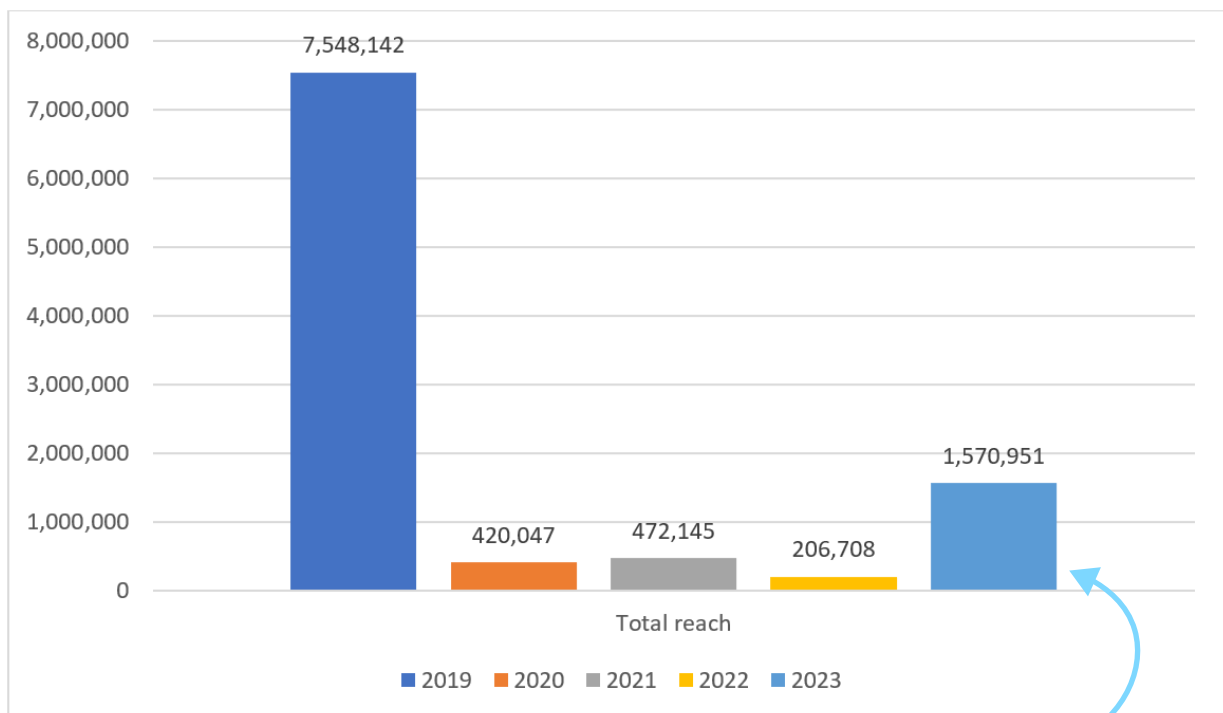
Employment continued strongly among the Friends Alliance Partners but the overall 3PC has reduced (-17%) possibly because of data collection issues from Partners and the difficult economic and financial context that put a strain on many of 3PC Partners.



## Campaigns: (see Communications report)

- **Traveler and Volunteer campaigns** continued to be shared over social media (Facebook/Instagram/X/Linked In) and as part of the development of CS Experiences activities during 2023.
- **The planned major volunteer campaign** with the French Government has been revised and delayed as a result.
- **The online safety/wellbeing** materials were reviewed and were shared to a limited degree via social media as the development of new visual materials is still in progress.

Number of people reached by campaigns



The reach of the campaigns increased again (660%).

On social media the reach was 51,281 but we lost 2/3 of our Twitter reach when it transitioned to X and changes across Facebook algorithms have also impacted our reach negatively. The main reach is through the community campaigns.





**CSM: Growth of The ChildSafe Movement (CSM) in 2023 was linked to the ongoing rebound of the Tourism Industry and diversification in targeted strategies of the program. This included growth of the network of ChildSafe Star Partners implementing the ChildSafe 7 Star System.**

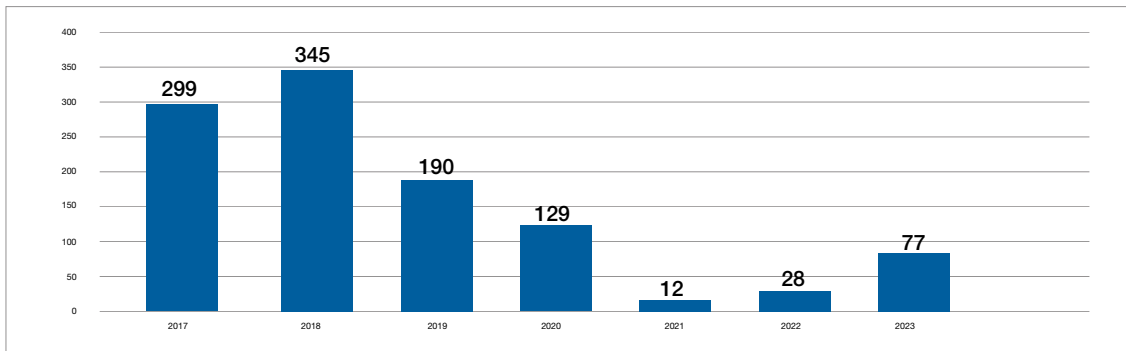
The ChildSafe 7 Star System is an annual membership that supports the private sector to implement child protection mechanisms within companies, and to develop products and services that have the best impact on children and also ensuring that Corporate Social Responsibility has a positive impact on children.

- 94% of the 1017 participants in direct ChildSafe training sessions reported increased knowledge.
- The ChildSafe 7 Star System for hotels pilot was launched, and 9 hotels became partners and participated in the pilot.
- 70 partners in the Travel & Tourism sector, across 15 countries embarked on training and were supported to implement child protection mechanisms within their operations.
- The 7 Star System supported 4 Social Enterprise partners to achieve child protection standards including training and implementation of protection tools.
- ChildSafe supported 2 private schools to build ChildSafe Eco-systems within their school environment, in alignment with the ChildSafe 7 Star System for Schools.
- ChildSafe contributed to key discussions on Voluntourism, including participation in the Destination Mekong summit for the travel, tourism and associated industries, where we reminded delegates of the range of child protection tools we can offer, including our 'Global Good Practice Guidelines for Child Welfare in the Travel and Tourism Industry', and our contribution to the Thematic Brief: 'Volunteering, Voluntourism, Tourism and Trafficking in Orphanages'.

ChildSafe Movement Indicators	2023				TOTAL
	Q1	Q2	Q3	Q4	
# partners STOPPED	0	0	1	1	2
# partner renewed	0	0	1	6	6
# new partners (signed collab agreements)	2	6	4	3	15
# TOTAL of below (CSM Partners)	35	25	14	3	77
# number of CBTs/CTEs/SocEnts	0	0	0	0	0
# tourism companies (incl, individual operating units)	31	24	13	2	70
# other industry companies	0	0	1	0	1
# private schools	1	0	0	1	2
# Social Enterprises, NGO's Hybrids	3	1	0	0	4
# Strategic	0	0	0	0	0
# TOTAL of below (training participants)	178	248	497	337	1260
# TOTAL participants in Training (direct)	115	168	432	302	1017
# TOTAL participants in Training (indirect)	63	80	65	35	243
# (%) training participants in DIRECT training with improved knowledge after receiving training	92%	100%	90%	92%	94%
# partners adopting CS policies (CoC or CPP and Media Guidelines)	1	0	2	1	4
# companies/organisations referred by partners (supply chain)	0	0	0	0	0
# partners engaged through the CSM CSR Portfolio	0	0	0	0	0
\$ directed to FI projects linked to the CSM CSR Portfolio	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$ income generated through CSM annual partnership contributions & consultancy	\$600.00	\$7,220.80	\$1,956.20	\$3,604.79	\$13,381.79
\$ income generated through CSE pilot	\$4,177.00	\$114.00	\$4,117.00	\$1,668.69	\$10,076.69

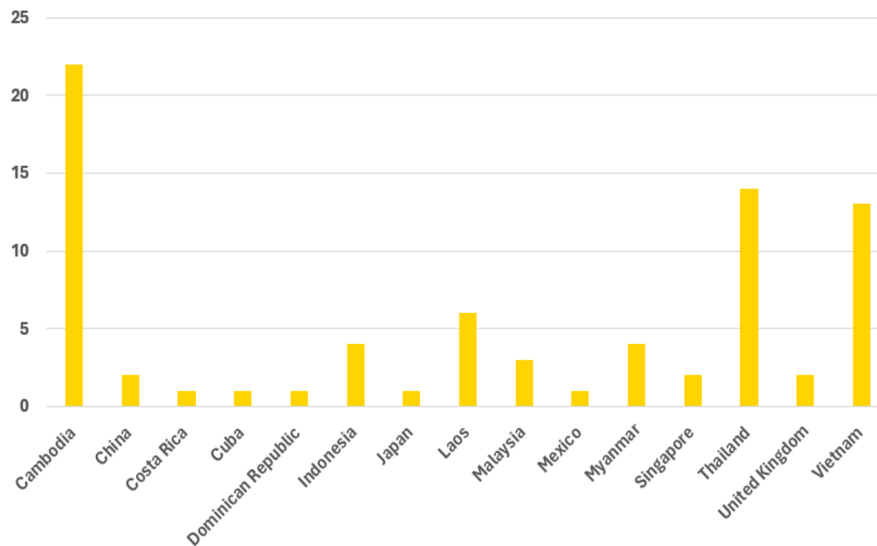


### Number of CSM Business Partners



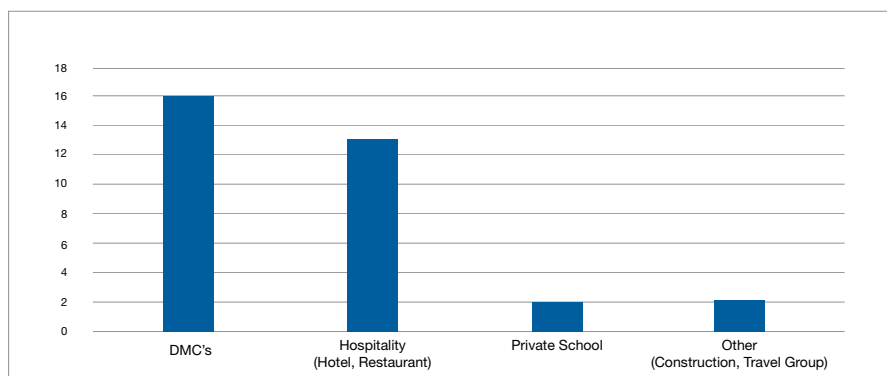
The number of ChildSafe Movement Partners increased again this year as businesses restarted and our own capacity was reinforced in Programs.

### Business Partners by geographical location



The international reach was maintained by working with Destination Management Companies (DMCs) that have offices in various countries. Otherwise, the current situation (size of the team, budgets) do not allow us to expand and support the international network sufficiently enough.

### Partners implementing the new CSM 7 Stars System



37 businesses / brands are now implementing the 7 Stars System throughout their operations. **This system allowed CSM to raise \$13,381 in donations / contributions.**







# SOCIAL BUSINESS

In order to comply with new regulations from the Cambodian Government, FI is currently looking at the best way to register its various social businesses. Therefore, in Cambodia all income came via donations (counted here as income for comparative purposes) and we were investigating where and how to register our businesses (ChildSafe Experiences and Consultancies as international businesses and Vocational Training Businesses as local businesses or as NGO businesses).

The Friends Social Businesses slowly  
restarted with a global income of

**116,625 USD**



## VOCATIONAL TRAINING BUSINESSES (VTB)



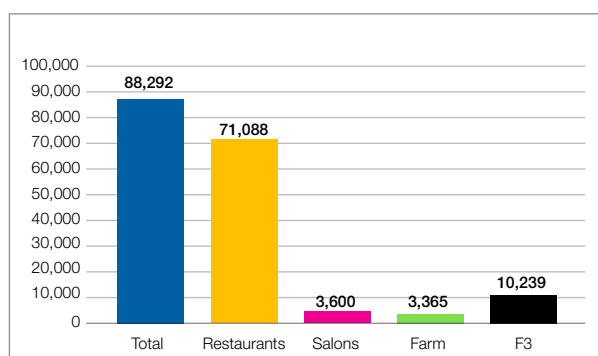
**Vocational Training Businesses (VTB) are various trainings that are running as businesses to allow students to learn in real conditions / hands-on situations which makes them highly skilled and employable. Any revenue from these businesses is reinjected into vocational training or social services.**

VTBs were operational in Laos (Vientiane and Luang Prabang) but closed in Myanmar (due to the political situation) and in Cambodia (due to the lack of customers and the need to find a way for registering with the Government – the status is still unclear).

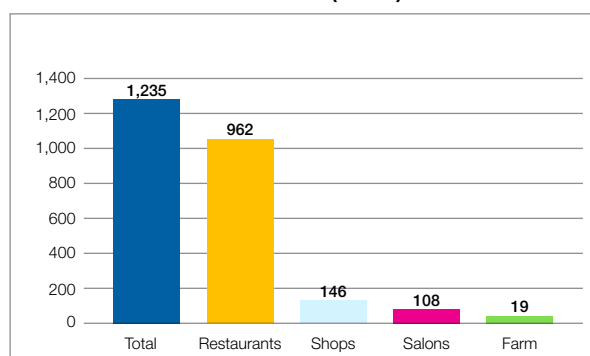
However, all VTBs continued operating for students to train in real life settings dependent upon the local situation and the type of business.

Sales income was only possible in Laos, in other Programs there was either no income (Myanmar / Siem Reap) or donations only for some VTB outlets (Phnom Penh).

**Income VTB 2023**



**Students (2023)**



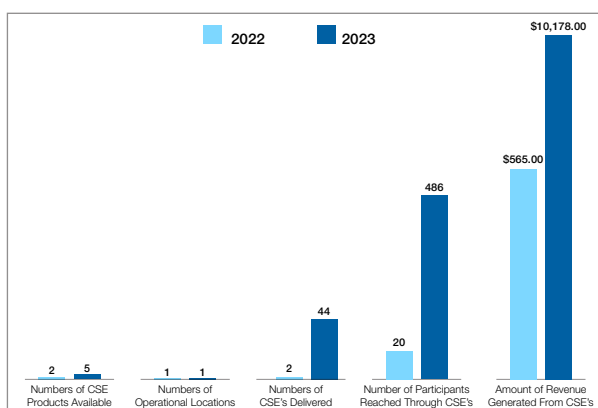
# ChildSafe Experiences (CSE)



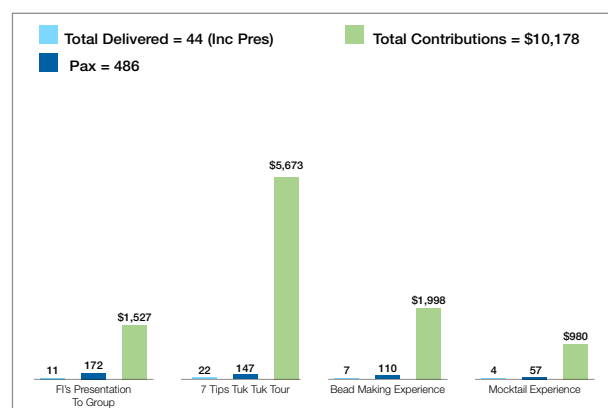
These offer a selection of engaging, experiential tourism products that aim to drive behavior change in consumers and guarantee 100% positive community impact. Post Covid-19 closure tourism demand, along with building of the CSE Team, enabled successful expansion and growth of The CSE pilot in 2023.

- 286 people participated in the CSE pilot, with a total of 44 CSE's delivered.
- A total of 5 CSE products became available, with improvement of older existing products including beadmaking, cocktail and mocktail making, and the launch of the all-new 7 Tips Tuk-Tuk Tour and other community-based products.
- A new online learning product for youth travelers was developed and piloted.
- Design commenced for a new CSM Volunteering product.

## CSE ANNUAL IMPLEMENTATION ANALYSIS



## CSE PILOT SUMMARY OVERVIEW 2023







## Consultancies

Consultancies were reduced this year due to the lack of a proactive approach.

Location	Client	Topic	Amount
Thailand	Lecturer fees/CS trainings	ChildSafe	1,400 USD
Indonesia	UNICEF Indonesia	PSEA	13,780 USD
France	Global Fund for Children final	Child Protection	2,975 USD

TOTAL  
**18,155 USD**









# COMMUNICATIONS

This year, whilst still negotiating the rapidly changing landscape of online communications we saw a welcome increase in the global reach of our communications as the ‘new normal’ became fully established in the post-covid landscape.

Social media reach was once again impacted downwards by the ongoing manipulation of algorithms by Meta (FB/Insta), part of the continued and inevitable drive of social channels to monetize postings. Again, the majority of our pages were purely organic (no monetized content).

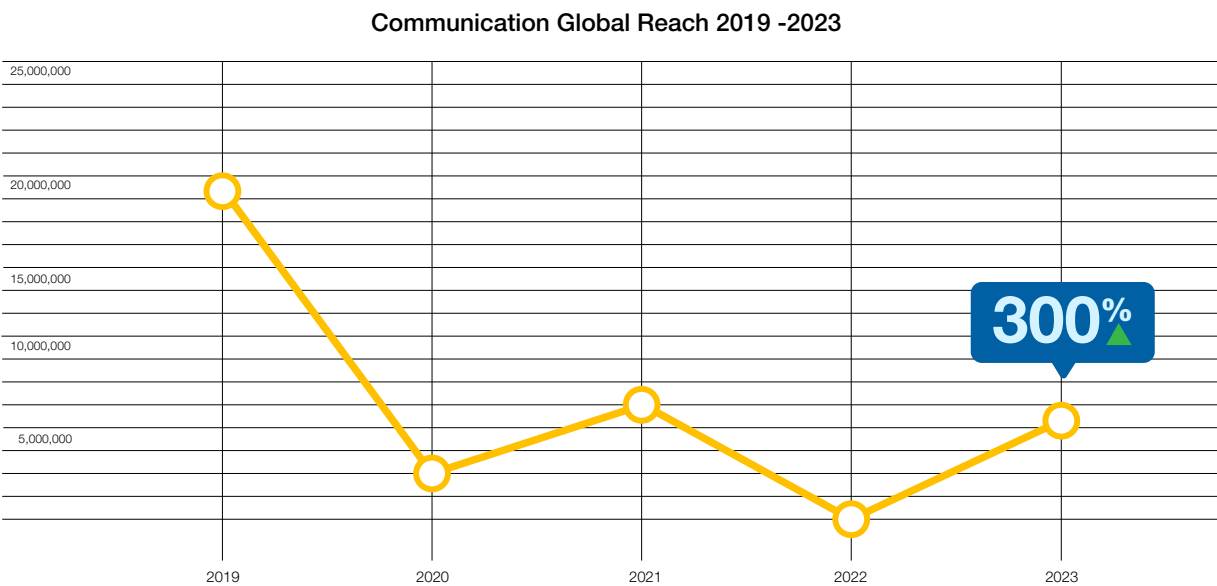
We saw an increase of traffic to, and engagement with, channels such as LinkedIn, and our targeting of specific channels to specific donor groups also began to gain traction.

The most socially connected of our social media pages, F3 had by far the biggest individual page reach – 735,500+

The transition of Twitter to X also saw a significant downturn in our interactions on that channel.

The overall downturn measured 21% - 2022 social media reach numbered 1.2 million persons, for 2023 it was just shy of 1 million (978,678)

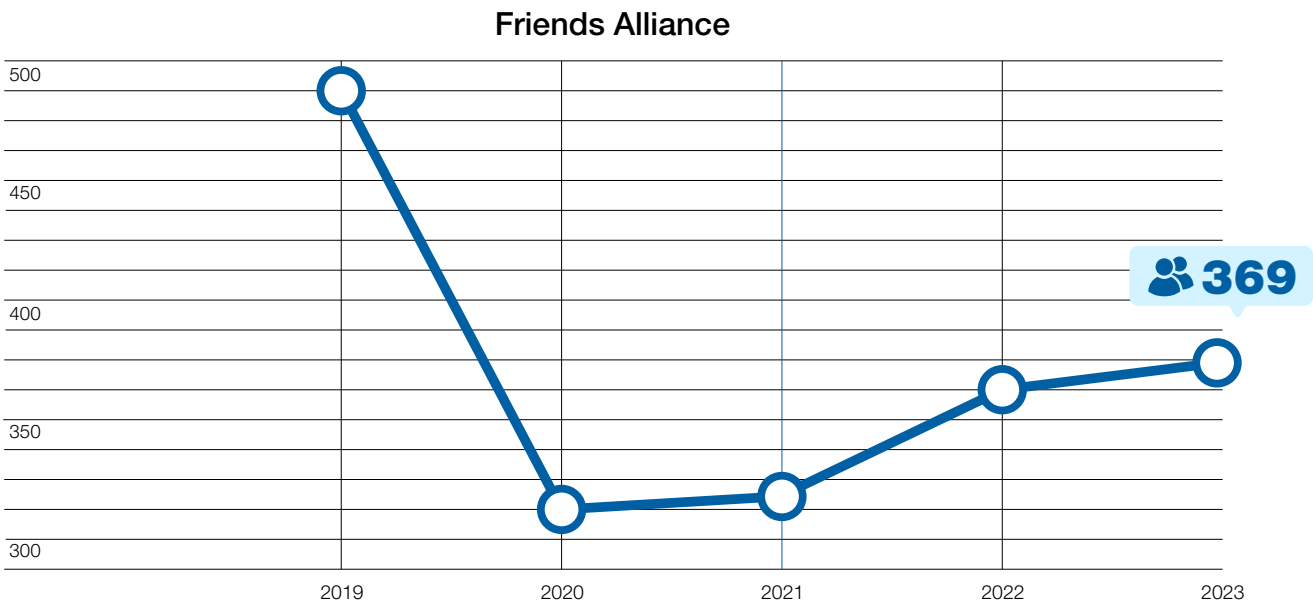
However, our total reach in 2023 was 5,325,072 persons, an increase of over 300% on the previous year, a combination of coverage slowly resuming in international media (largely RTL/ Bon Gusto channel) and increased visibility through strong communications materials across local communities in program areas.





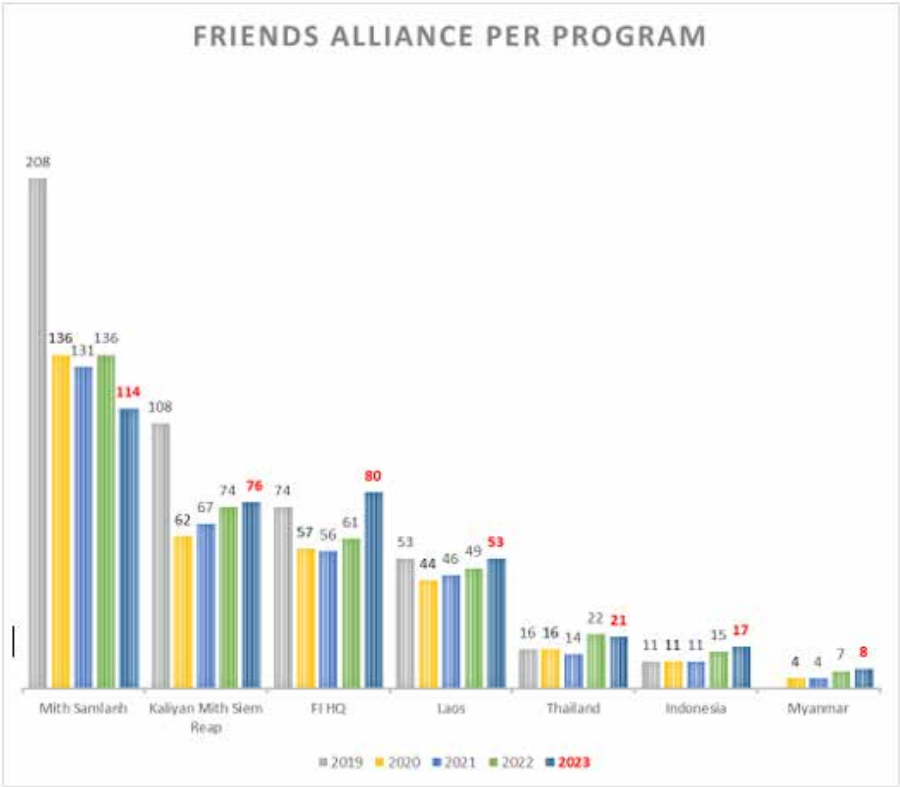


# HUMAN RESOURCES

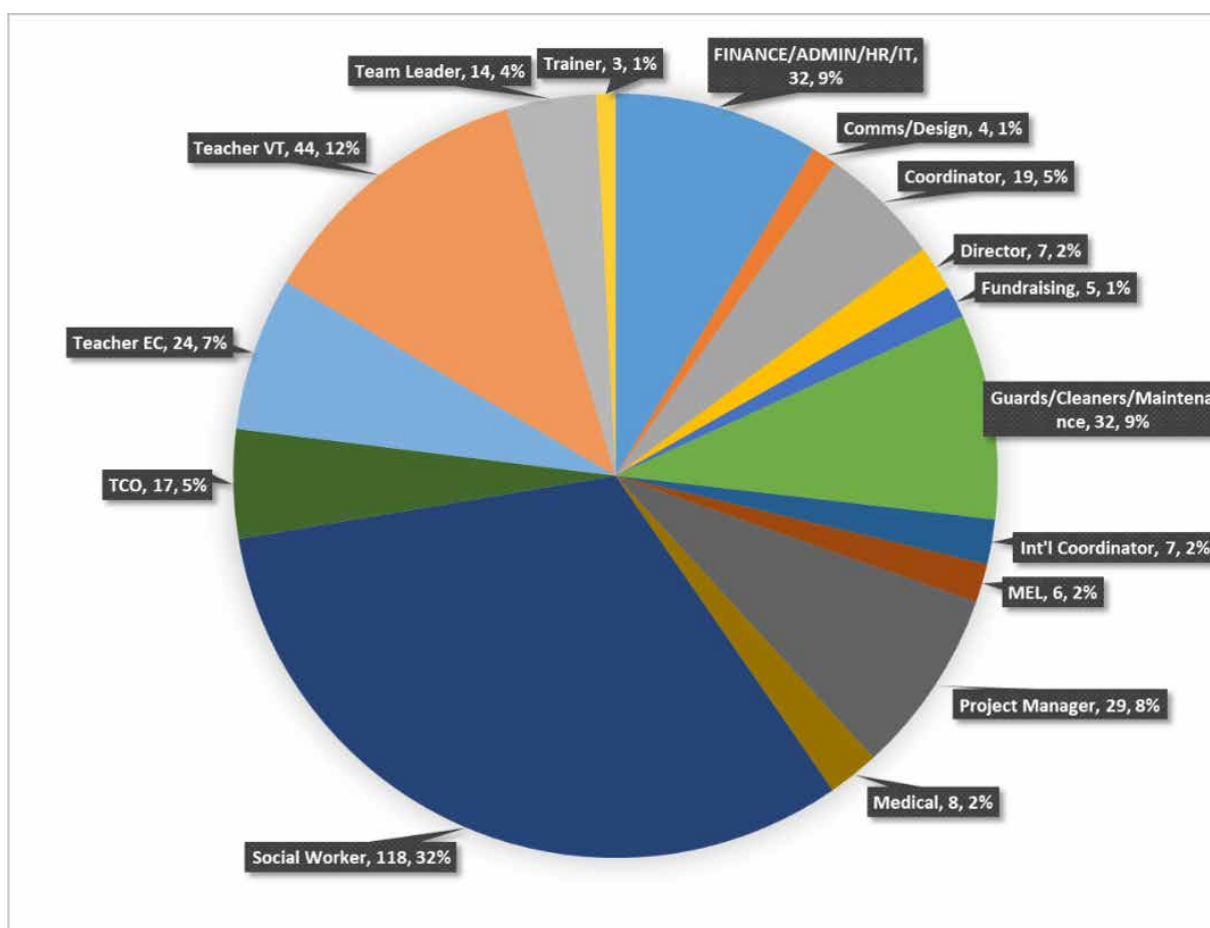


Overall, the number of team members remained stable. However, there were differences between Programs:

- Mith Samlanh (Phnom Penh) saw a reduction due to the funding situation, while Vocational Training Staff were transferred to FI.
- HQ increased significantly because of the hiring of the Vocational Training staff and other Social Business teams (now managed by HQ).
- Previously small programs, Thailand, Myanmar and Indonesia are slowly but steadily growing.







71% of the team work directly in the field. It remains gender balanced, with women represented more in management/middle management (53%).

Salaries were increased across all Programs (with the exception of expatriates) mainly to compensate for inflation. In total we increased for 124 staff (approx. 30%).

Staff support was maintained, with 23 personal loans, 8 emergency cash supports and 3 in-kind supports delivered.

International staff exchanges slowed due to funding limitations, however, exchanges at local level were fostered and increased.

Support to middle management continued with a management training on coaching provided to Kaliyan Mith Siem Reap and Laos teams.

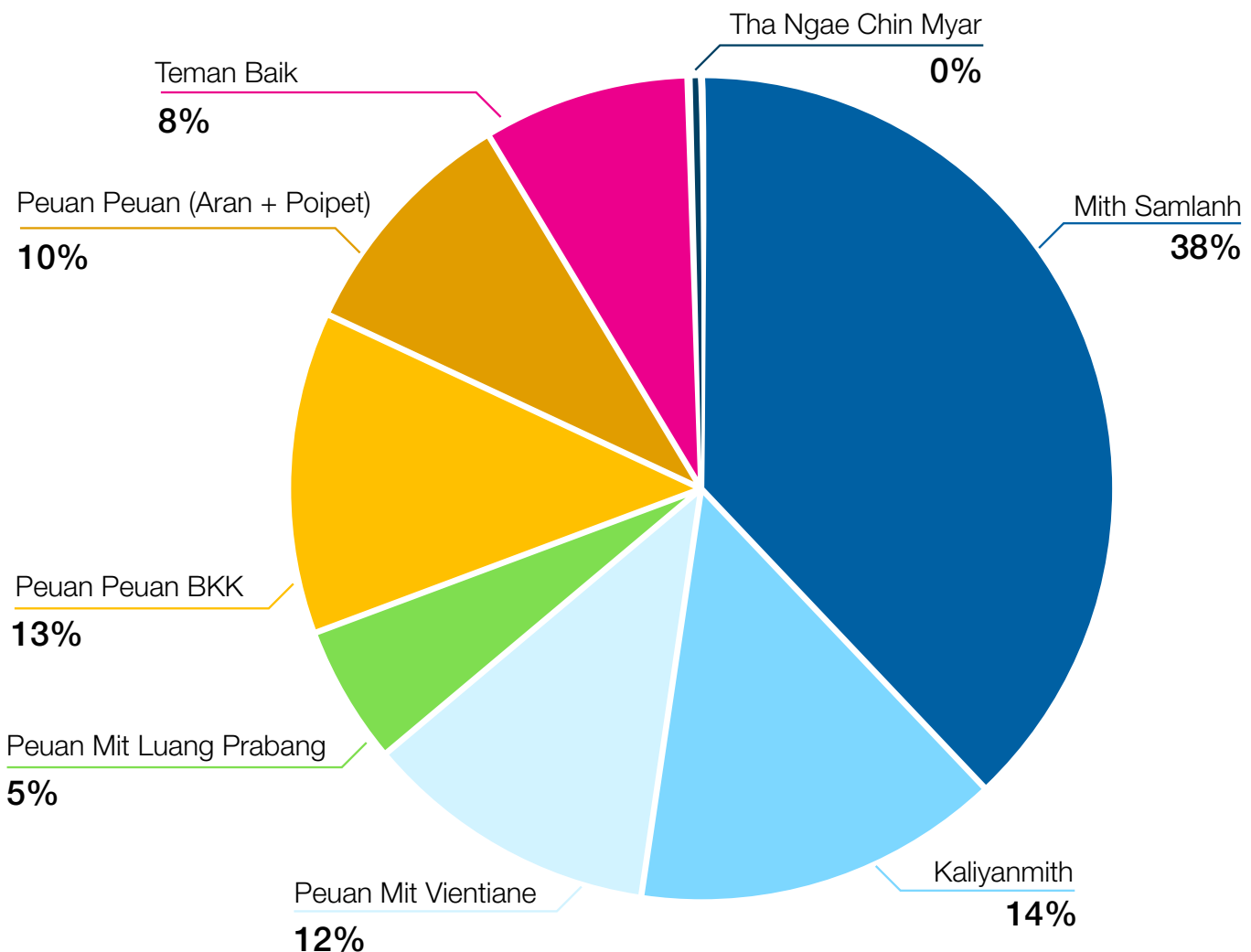




When including Indirect Beneficiaries, Mith Samlanh increases its share (+4 points) as well as Thailand (+6 points). There are reductions for Kaliyan Mith (-4 points), Laos (-3 points) and Teman Baik (-2 points)

*(NB. Data collection on Indirect Beneficiaries is not yet fully homogenized between Programs therefore these % cannot fully reflect the true situation)*



## Percentage of all types (direct, indirect) of beneficiaries per program and locations

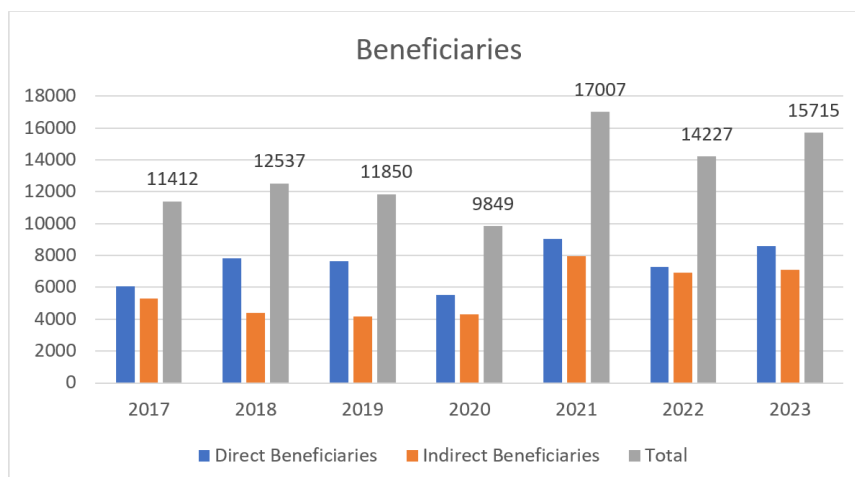




Our work in Siem Reap was affected by the lack of tourism (which impacted the local economy and employment opportunities) and the forced relocation of people living around the Angkor Wat temple complex (3,853 family members were moved) alongside the “clean-up” policy of the Municipality.

Despite this increasingly unstable situation, the team was able to increase its reach:

Children and young people 19%  | Caregiver 18% 





## SAVING LIVES

- **Mapping continued** to assess the situation as the mobility of people was increased (e.g., relocation site, closure of sites).
- **The team was restructured/reorganized** to respond to these changes with more regular visits to the relocation site.
- **Child protection work was increased** thanks to continuously improving collaboration with the local authorities: 241 cases were opened. The Hotline (910 calls) and the CoolLines (842 calls) were instrumental in getting reports and intervening quickly.
- **Information about Safe Migration** continued to be dispersed (2,525 persons trained) and 182 children left behind were identified.
- **The team continued to support families** with emergency packages as the needs changed from Covid-related issues to issues linked to relocations and the overall economic situation (485 families / 2,224 persons).
- **The number of CS Agents** (total: 284 active Agents) continued to increase and be a central part of our strategy. However, due to changes and relocation affecting not only the families but also the Agents and their capacity to report, the number of reported cases of children protected reduced (-25%).

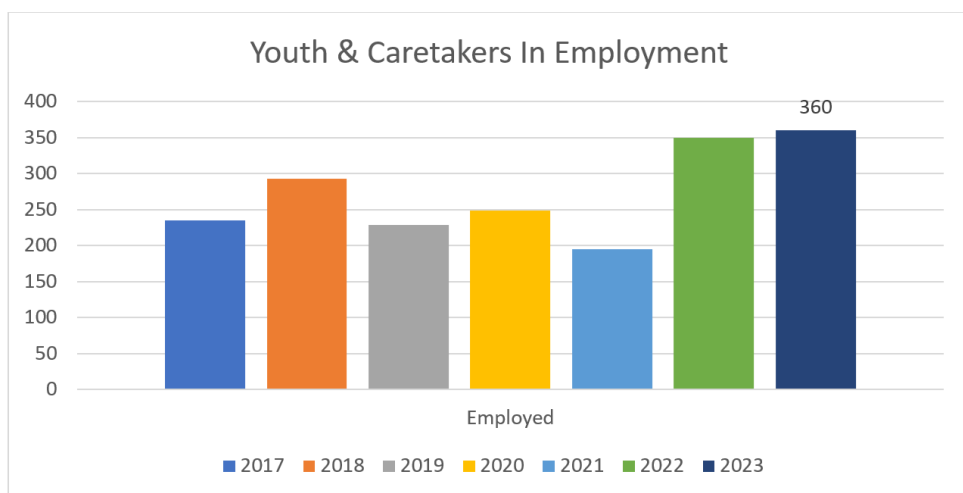
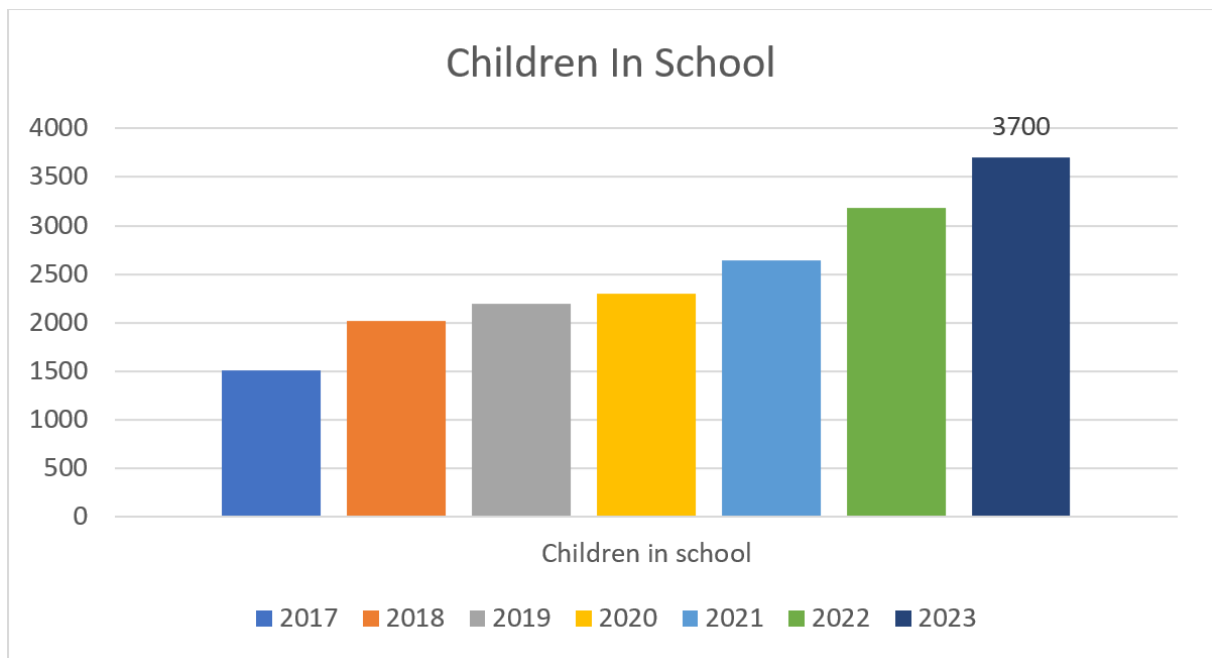
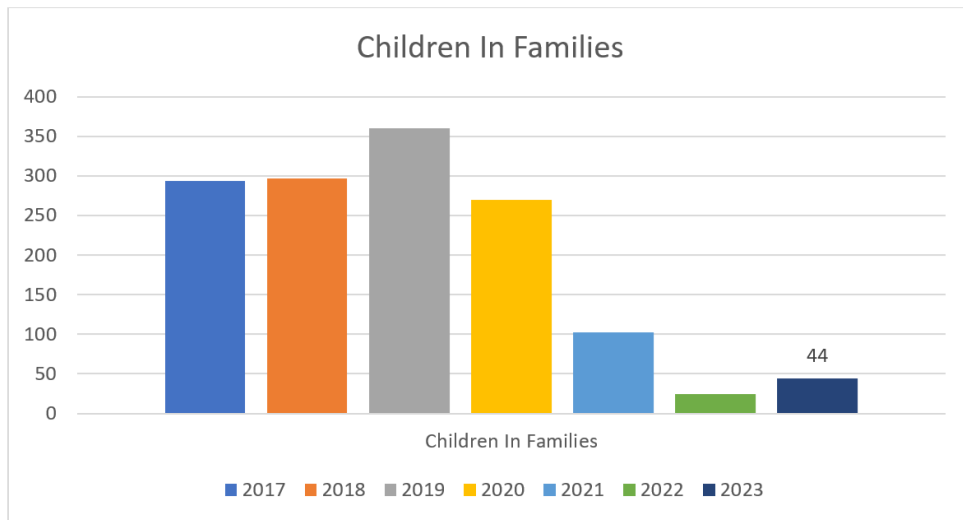


## BUILDING FUTURES

- **Families:** the number of children coming to the TH rose significantly (+118%) due to an increase in referrals from authorities. As a consequence, the number of children reintegrated into long-term family-based care also increased (+50%).  
With the increase of students, the number of youth in GHs remained stable but the number of youth placed in independent living increased by 157%.
- **Education:** due to population movements, the number of children in the Friends schools dropped (-23%). Classes were moved to follow the children: 2 were closed and 1 reopened in a new location. However, support for children to register into public schools was accelerated due to these changes (+176%) and the number of children supported to remain in school also increased (+30%).  
New areas were needs assessed for education support and new classes will need to be opened in 2024.
- **Employment:** remained a key project of Kaliyan Mith. Despite the economic situation and other changes, the team was able to increase the number of young people in training (+29%) although the number of caregivers was slightly reduced (-15%). This was made possible by the development of new trainings (micro-training) better adapted to the needs of the students.
  - + Soft Skills training was also promoted (749 young people and 201 caregivers). This led to an increase in job placement for young people (+34%) however a reduction of caregiver's placements (-13%) with a total of 360 persons placed.
  - + Employment Market Research and Satisfaction Surveys for Beneficiaries and for Employers were systematically implemented to inform our work.









Collaboration with NGOs in Siem Reap and beyond was solidified. Collaboration with the Government further improved with increased case collaborations and referrals.



The CSM resumed activities and actively engaged 7 DMCs, 5 Hotels and 4 social enterprises.

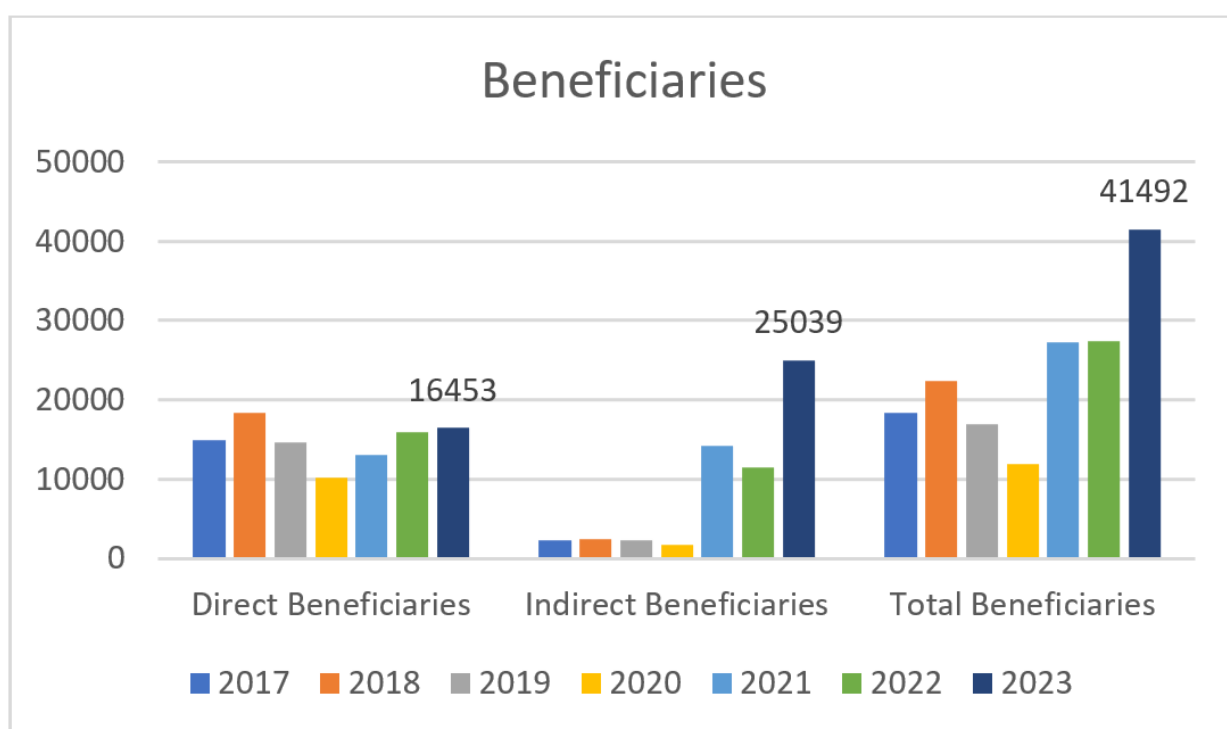


## Statistics:

While the number of children and youth reached decreased (-20%) efforts to support families in the post-Covid situation continued and increased (+35%) reaching a total of 16,453 Direct Beneficiaries (+4%). This also led to a significant increase in the number of Indirect Beneficiaries (children who benefit from the support provided to families).

TOTAL BENEFICIARIES REACHED

**16,453** (4% ▲)



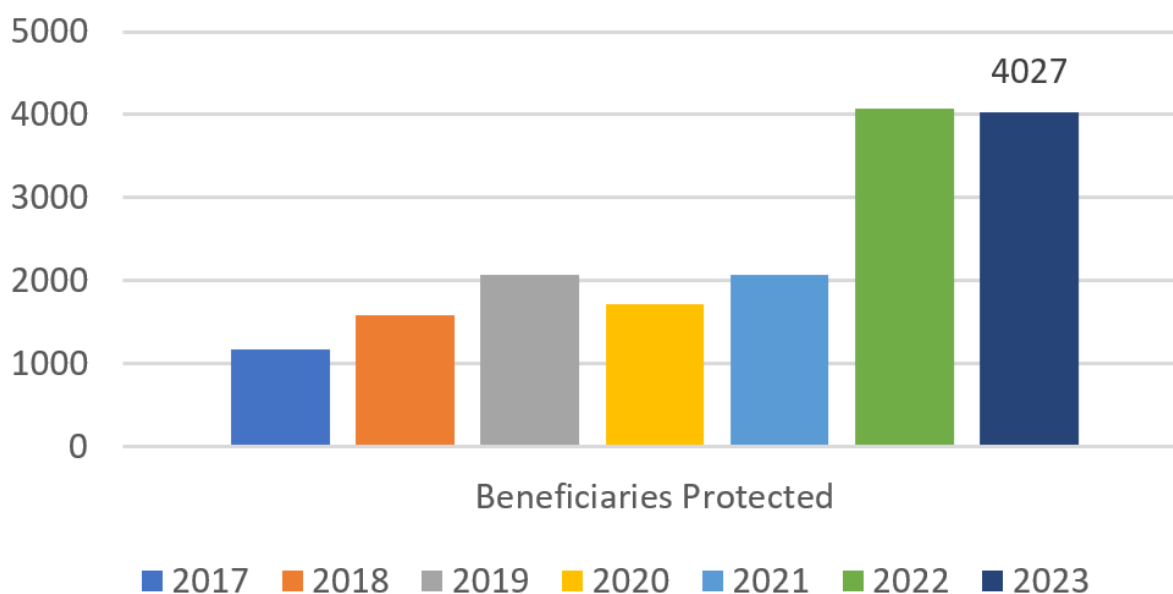




## SAVING LIVES

- The work of **CS Agents** remained crucial (4,027 children directly protected).
- **Child Protection:** Collaboration with local authorities was further reinforced with 28 referrals and 37 cases of serious abuse managed in collaboration.
- The number of people accessing **Drop-In Centers and Community Centers** increased (4,845 individuals attended activities/services in all centers).
- **The team was reorganized** with the creation of a specific unit to respond to the increase of street-based populations in Phnom Penh (e.g., those working or living on the streets: sex workers, working children, drug users, beggars).
- **Our work with sex workers** (including protection, harm reduction, protection of their children) expanded into new areas in response to the rapid increase of numbers due to the economic situation. 34 were supported to leave the sex industry and find alternative employment and housing.
- **Services to Drug Users** were reinforced (+31% in Harm Reduction services).
- To respond to a recent concern about a rise in **HIV in Cambodia**, the team increased testing (942 people tested/supported for testing) and condom distribution (+30%).
- **Emergency services** reduced (-36%), but changed in nature with an increase of support due to the current economic downturn (4,703 persons reached).

### Beneficiaries Protected By ChildSafe Agents





# BUILDING FUTURES

- **Housing/Family Reintegration:** Due to factors including the increase of children and youth on the streets, improved collaboration with local authorities for referral and increasing numbers of students, the Program faced a sudden and rapid growth in activity.

*Our system improved with the creation of an Assessment Center in 2022 and there was an increase of children referred to this new center (+183%), leading to an increase in the number of children in the Transitional Home (+77%) or in Short Term Foster Care (+107%).*

The rise in the number of students in Vocational Training also led to an increase in the number of youth in the Dormitory (+167%).

*The team was therefore busy reintegrating children and youth to their families (+287%).*

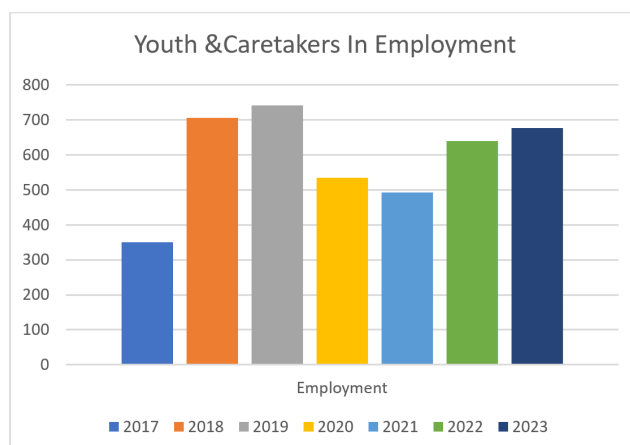
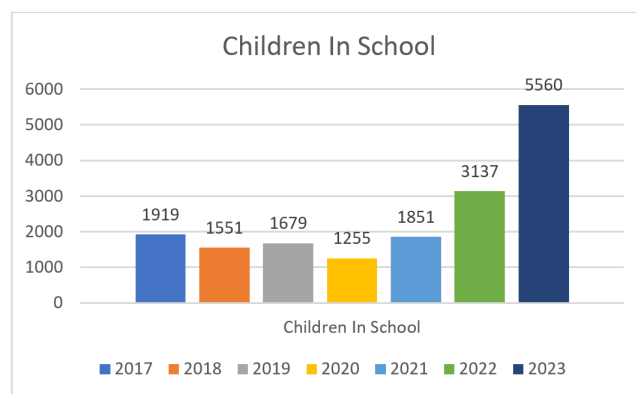
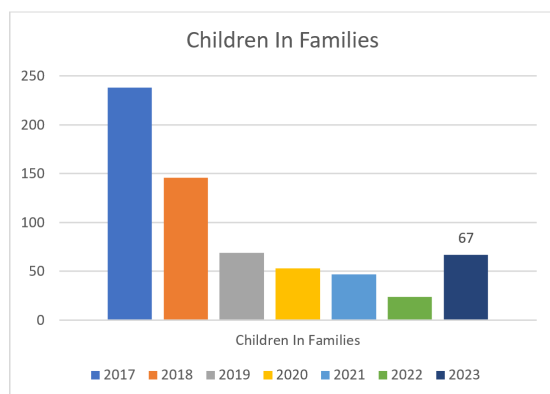
- **Education:** There was a small increase in the number of children attending Friends schools (+4%) but the main effort deployed was to ensure that children were registered in public school (+192%) and remained registered in public school (+108%).

The tools used were reviewed in collaboration with Kaliyan Mith in Siem Reap.

- **Employment:** There was a rapid increase in numbers of students, both youth (+71%) and caregivers (+92%)

+ Employment placement did not as yet catch-up fully with the increasing number of students - youth placement did increase (+43%), however but the rise of caregivers in training has not yet translated into employment (-13%). However, the overall number is reaching pre-Covid levels.

+ The types of trainings were adapted and increased to respond to the new needs of students and employers with the development of Micro-Trainings, apprenticeship or internships.



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$$\begin{array}{r} 90 \\ 6 \\ 2 \\ \hline 98 \end{array} \quad \begin{array}{r} 20 \\ 3 \\ - 10 \\ \hline 10 \end{array} \quad \begin{array}{r} 76 \\ 6 \\ - 3 \\ \hline 73 \end{array} \quad \begin{array}{r} 45 \\ 3 \\ - 10 \\ \hline 35 \end{array}$$

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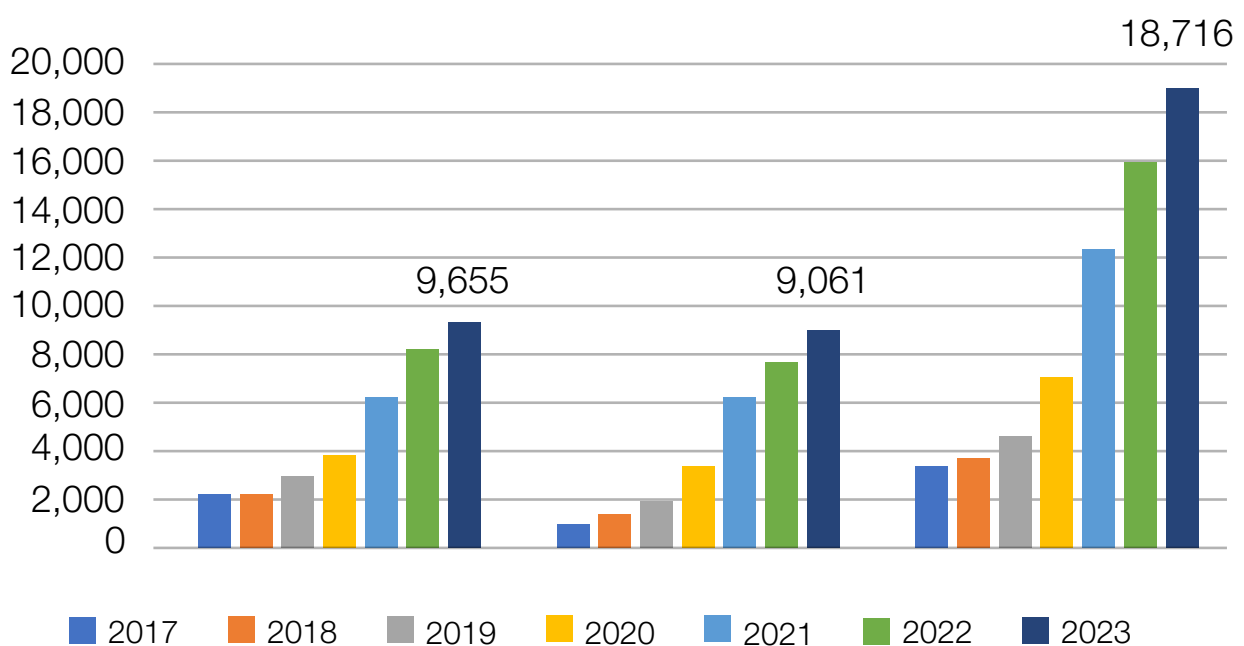


In 2023, Laos experienced economic difficulties due to a very high rate of inflation (31%), which led to increased pressures on families and young people.

## Statistics:

To respond to this situation, the Friends Laos Program (Peuan Mit) saw an important increase in its reach and impact in 2023:

- A 20% increase of all Direct Beneficiaries, mostly among children and youth (+33%).
- A 20% increase in services, reflecting the resumption and acceleration of outreach activities; this included an increase in most services (health +32%, condoms distributed +73%).



- A drop in Covid-related services (-83%) replaced by economic support (180 families).
- An important effort to support children's education, as the team witnessed rapid drop-outs from public schools (survey coming in 2024): +118% distribution of work sheets to children, a 98% increase in school reintegration support and a 24% rise in support to children to remain in school.
- Employment is under pressure, however the team managed to increase the number of students in training (+22% for youth and +115% for caregivers) and employment (+26% for youth but a reduction of 22% for caregivers – however we expect an increase in 2024 following the efforts in supporting parents in training).
- With the increase in the number of students, the number of young people requiring housing increased (+74% of youth in the dormitory and +133% of youth supported for independent living).



# Vientiane



## SAVING LIVES

- **Assessments** were carried out regularly to understand the changing situation.
- Although the number of **CS Agents** increased, team changes hindered reporting.
- The rapid increase in **migration to Thailand** galvanized the team into opening more Case Managements (231 opened) and 49 cases of children left behind were identified and supported.
- The team responded to an increasing number of **cases of trafficking** (mainly towards the 'Golden Triangle').



## BUILDING FUTURES

### Futures Education

- To respond to the increasing school drop-out rate (children migrating and children forced to work) the team maintained mobile school services to 973 children, and ran a school reintegration campaign in July/August, increasing the numbers of children supported for their education (1862 children).
- During holidays (and targeting out of school children) the teams increased the distribution of school worksheets, reaching 3,974 children.

### Futures Employment

- Faced with the difficult economic situation the team continued to increase its support to young people, but put an emphasis on caregivers to respond to economic pressures and migration issues.
- The team expanded vocational training opportunities: Micro-Trainings, Apprenticeships, and mobile training reached 87 youth and 243 caregivers.
- Soft Skills training increased reaching 98 youth and 358 caregivers.
- Employment increased with 99 youth placed into employment (2 into self-employment) and 26 caregivers placed in employment (19 into self-employment).





# Luang Prabang



## SAVING LIVES

- Mapping was expanded to identify areas of possible intervention and link with local authorities.
- Assessments were carried out in initial key areas.
- Migration / forced marriage / trafficking issues were identified as priorities.
- The CS Agents network was initiated.



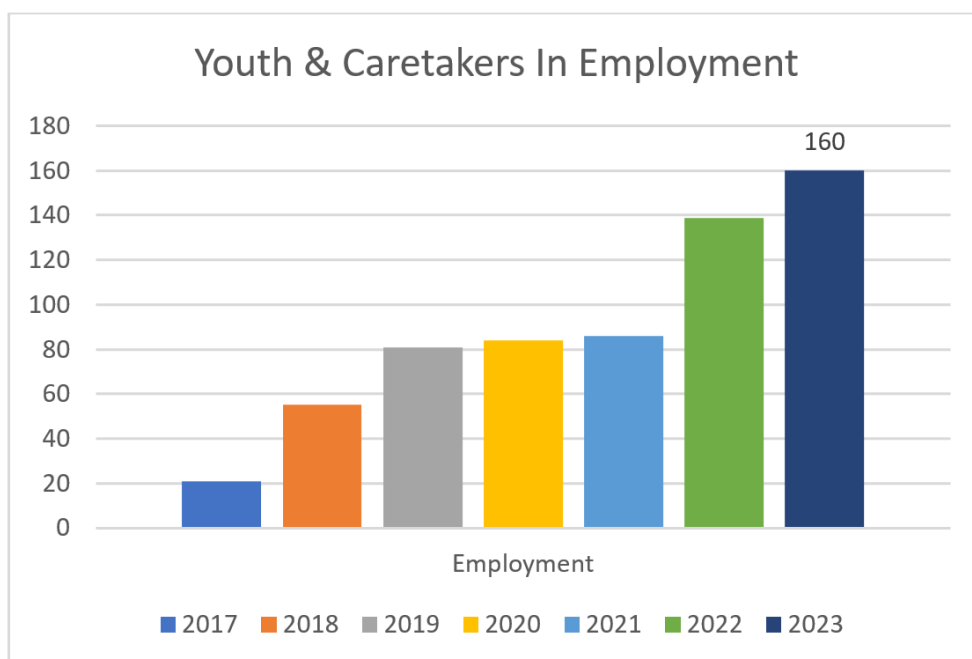
## BUILDING FUTURES

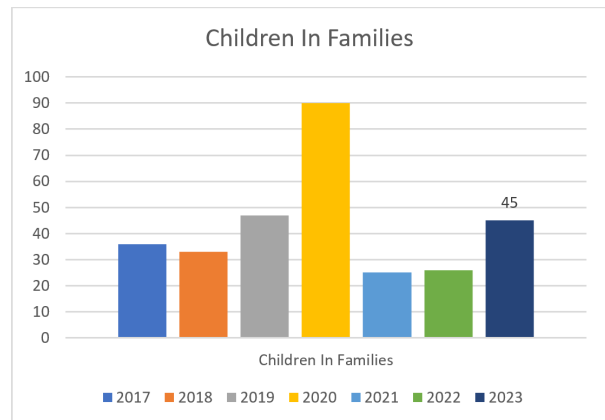
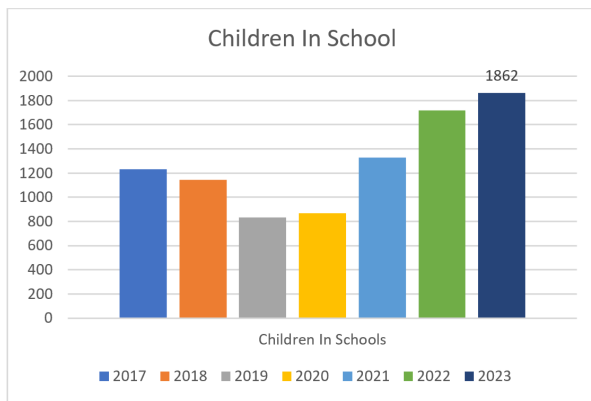
### Futures Education

- School reintegration activities started, with 204 children reintegrated into school and 299 supported for school materials.

### Futures Employment

- Vocational Training continued to expand with 40 youth and 108 caregivers participating.
- Khaiphaen training restaurant saw an increase in clientele, increasing training opportunities available and income (the restaurant is 96% sustainable).
- Soft Skills training was expanded to 142 young people and 373 caregivers.
- Employment services were provided to 26 youth placed and 9 caregivers.





ChildSafe activities were (re)initiated with DMC and public schools (98 teachers certified).





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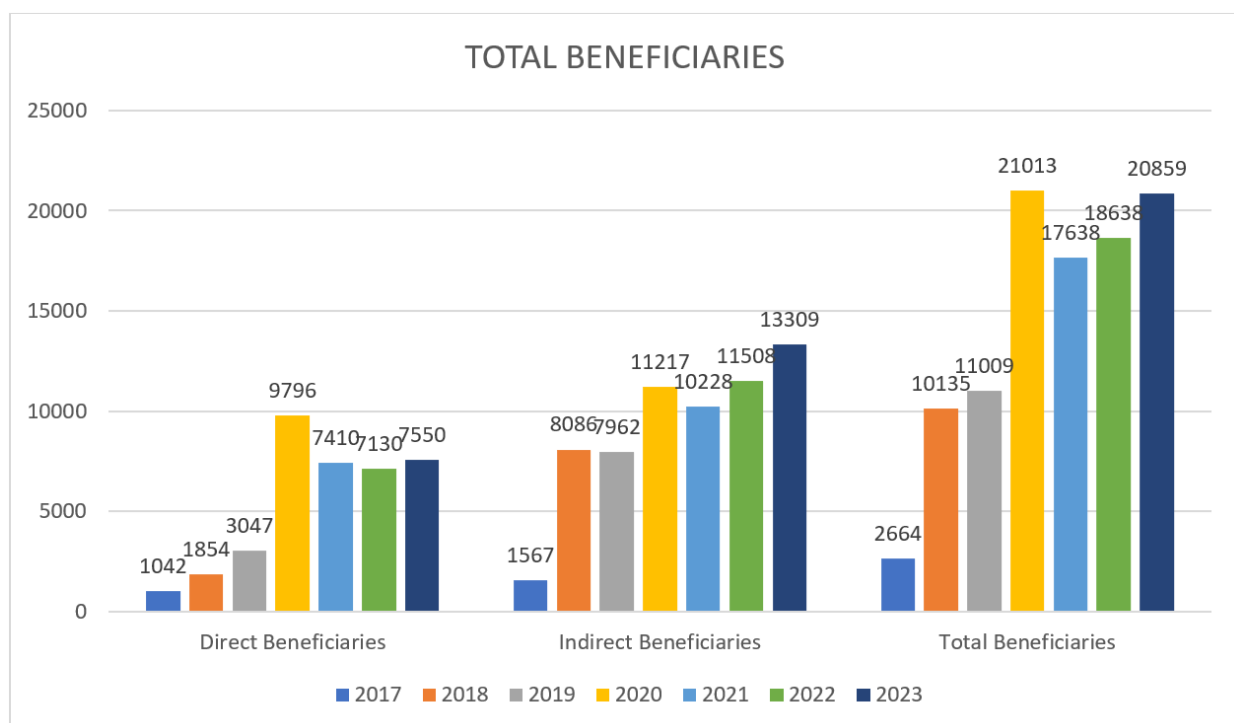
Bangkok & Pattaya  
Thailand

Friends-Thailand expanded its geographical reach into Pattaya and new border areas, supporting a diversity of beneficiaries, which in turn complicated the management of the project. Overall, the reach was increased by 12%, with a 6% increase in Direct Beneficiaries and a 16% increase in Indirect Beneficiaries.

The reach was increased by **12%** ▲

Direct  
Beneficiaries **6%** ▲

Indirect  
Beneficiaries **16%** ▲

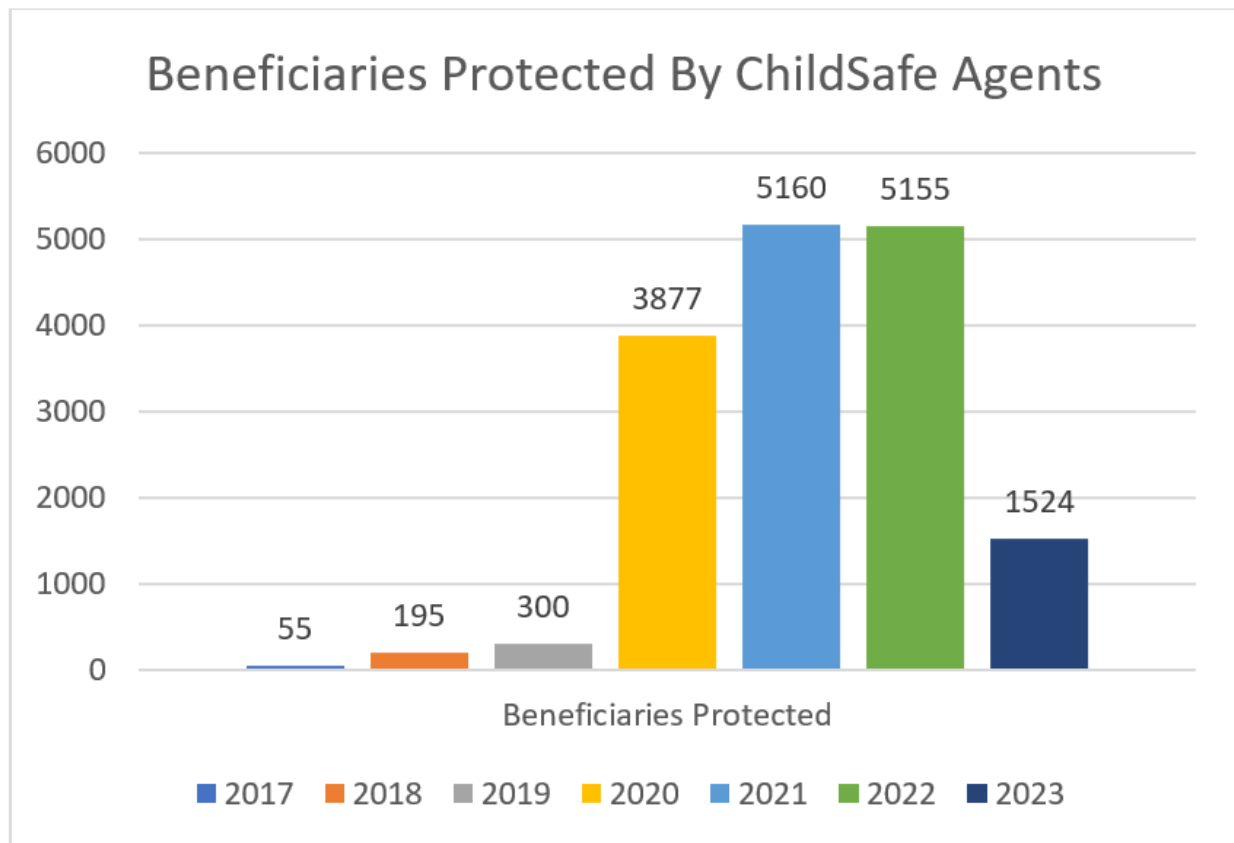






## SAVING LIVES

- **The CS Agents network** continued to grow (the reduction in the numbers of children protected is due to the lessening of Covid-related activities and new data collection approaches).
- **Outreach in Pattaya** was further increased with new areas identified. New border crossing areas were also identified in the Aran(yaprathet)/Poipet project zones.
- **Child protection** continued to be a key aspect of work in all areas, with an increase in Hotline/CoolLine calls.
- **Emergency support** continued with 916 families supported (+4% mainly due to the increasing work in Pattaya).
- **Work with migrant populations continued** - 100 children were supported to access school, 91 cases of babies who were registered in their respective Embassy to get official papers, and 79 persons supported to get visas and work permits. In addition, 507 children left behind due to parental migration were identified and case managements were initiated for these.
- **Work with sex workers** resumed in Bangkok and outreach to sex workers expanded in Pattaya.
- **Emergency work** was maintained, mainly due to the increase of activities in Pattaya: to 916 (+4%) families reaching 3,678 (-12%) persons.





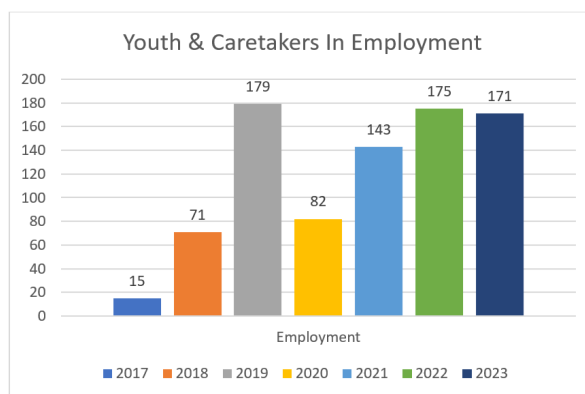
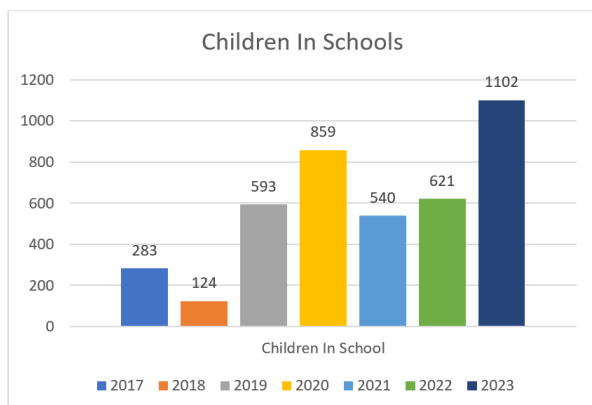
# BUILDING FUTURES

## Futures Education:

- School reintegration increased by 71%, mainly because of the work in Pattaya and increased support in Aran/Poipet.

## Futures Employment:

- Vocational training opportunities were created (mobile micro-training) and 168 youth/caregivers were supported to access training.
- Soft Skills training accelerated this year, reaching a total of 1,290 youth and caregivers.
- Employment was maintained with 171 people placed.



- The network of organizations was reinforced, especially in Pattaya.
- Collaboration with Government services proved uneven, with a reduction in some areas (Bangkok Municipal Authority, prisons) but an improvement in other areas (Pattaya, Aran).



The CSM resumed activities and actively engaged 7 DMCs, 5 Hotels and 4 social enterprises.

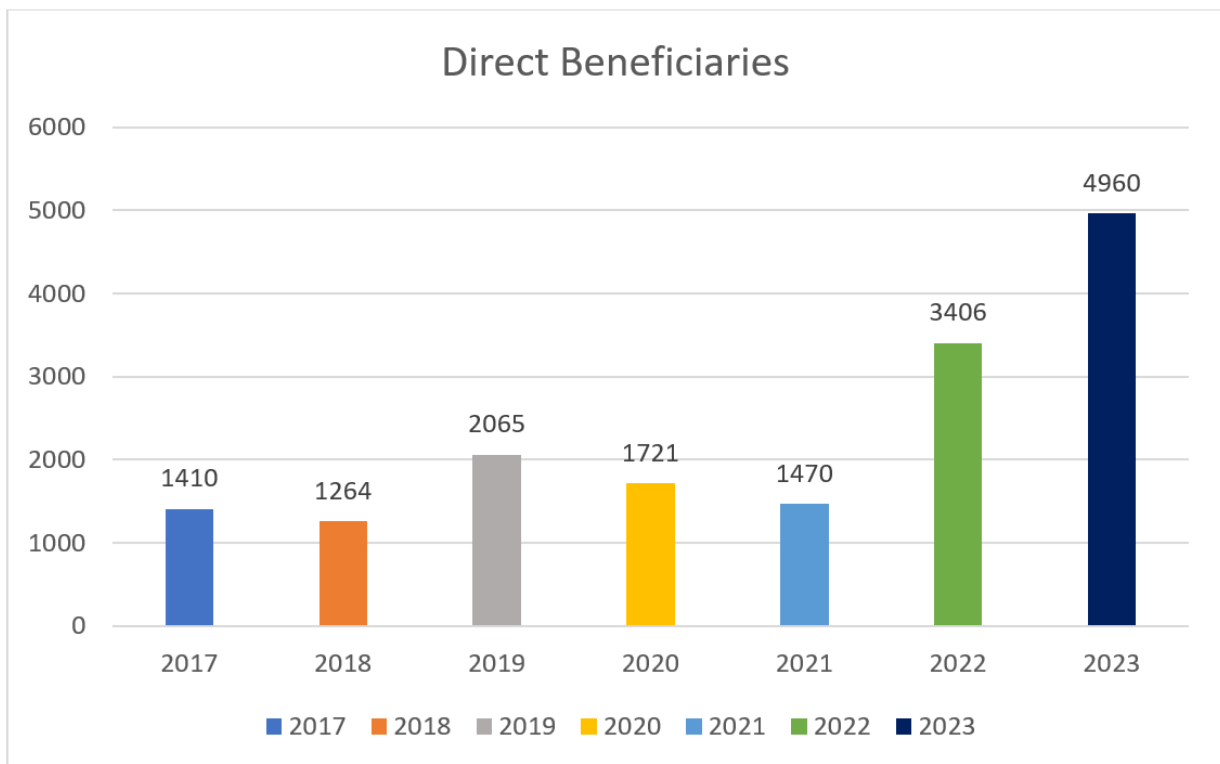






Our key objective was to break the “glass ceiling” and grow our results: this was well achieved, despite an overall difficult economic and social situation this year.

There was a 44% increase in the number of Direct Beneficiaries. The number of children supported for education increased by 58% while employment was up 70%.





## SAVING LIVES

- **The team reorganized into 2 specialized teams:** one for street-based outreach and one for community-based outreach: this allowed our work to be more targeted and efficient. In addition our capacity was reinforced in numbers of staff members and training.
- **Emergency support** continued to increase due to the economic situation (rising inflation) reaching 53 families (+152%) and 247 individuals (+140%).
- **The number of CS Agents** in the community was increased.

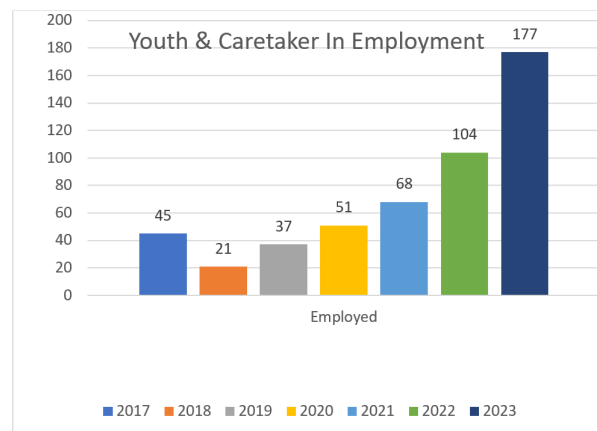
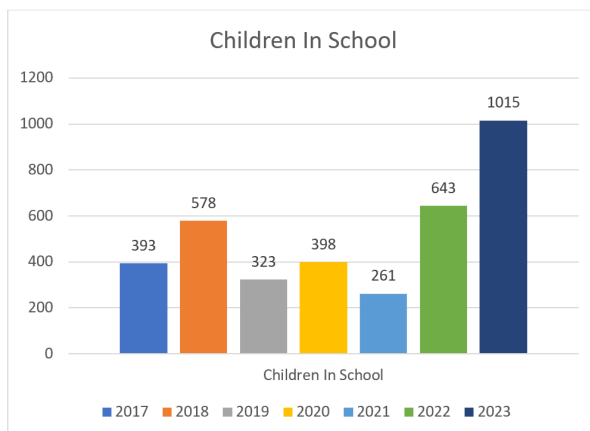


## BUILDING FUTURES

**Education:** With the hiring of 1 teacher and the support of University Volunteers, more classes were opened in communities. This was reinforced by an improved school reintegration campaign.

**Futures Employment:** Employment access was increased. We reinforced the team, developed Employment Market Research, created a pop-up / mobile Futures office, developed internships and micro-training opportunities, and forged stronger collaboration with the corporate sector.

**Soft Skills:** our reach is now beyond Jakarta (online): Bekasi, Bogor, Tangerang and Depok .



**Our links with Universities (Binus) and Government services was reinforced.**

Training was carried out to 100 partners about PSEA, safeguarding, and standards for centers for the Ministry of Women Empowerment and Child Protection.



The work with the tourism industry (through DMCs) was restarted.



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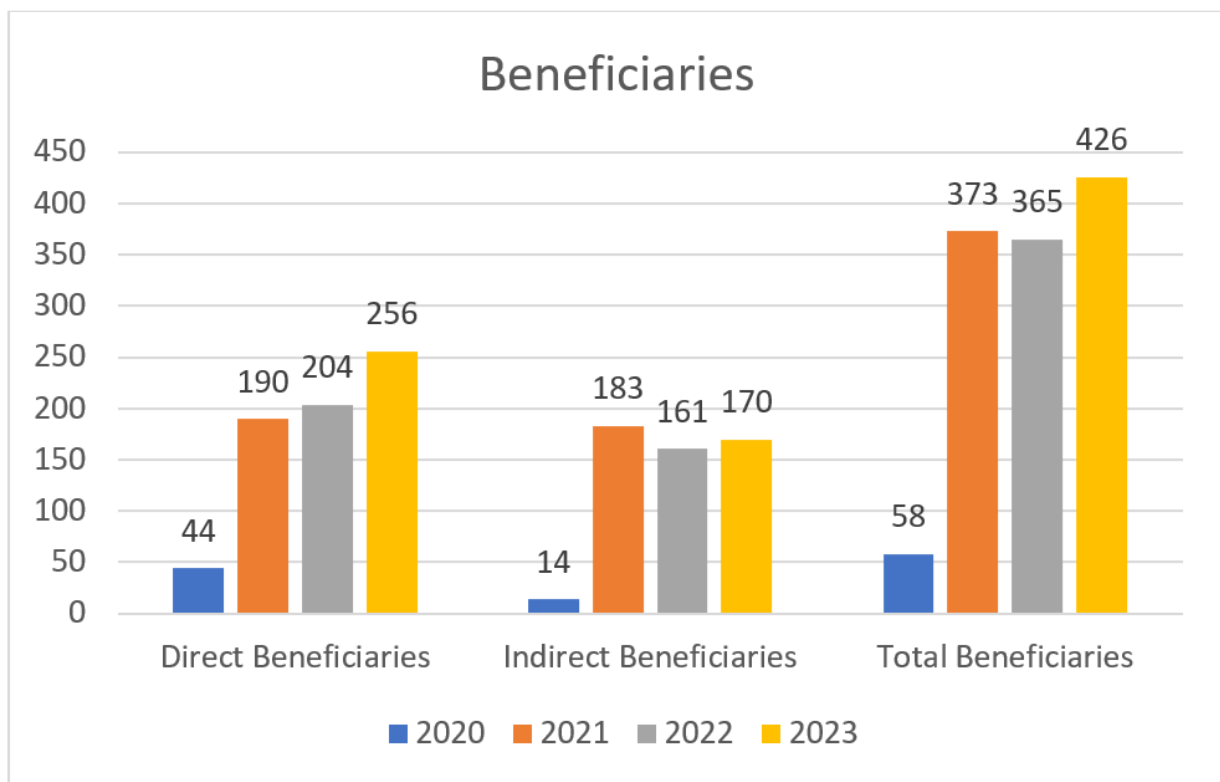


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**Myanmar suffered from a double crisis: the continuous impact of Covid on the economy worsened by the still unstable political situation.** We could not visit Myanmar but were able to have two TNCM team members visit our Thailand Program.





## SAVING LIVES

- **Security concerns** limited the capacity of the team to carry out regular outreach.
- A lot of the work was possible using the “informal” **CS Agents** (due to the local situation, it was deemed too risky for Agents to be formalized and given logos/shirts/etc.). The Hotline/CoolLines were operational, however, and supported the activities.
- **Main activities** were supporting people for health issues (including teen pregnancies).
- **Requests for emergency support** remained very high with 56 families supported (307 persons).

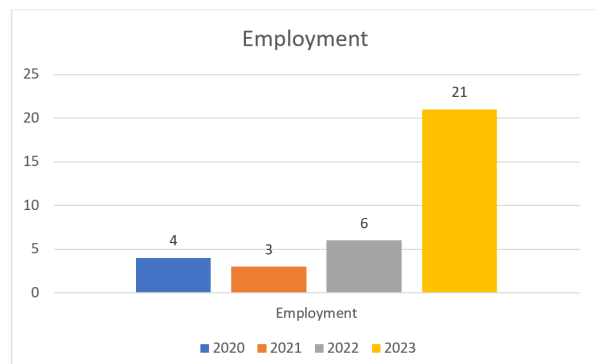
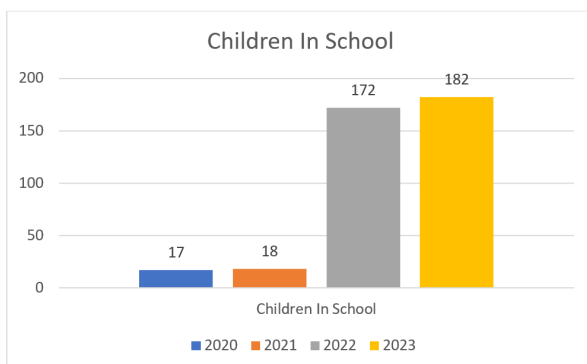


## BUILDING FUTURES

**Education:** The priority was to ensure that children continued their education: therefore, there was a small increase in the number of children attending classes at the center (+6%) and in the number of children registered to public schools (+17) and supported to remain in school (+5%).

**Futures Employment:** Vocational Training was increased with 2 intakes with a total of 24 students in the training restaurant. A total of 21 students were placed in employment (28 youth, 3 caregivers) 19 students stayed at the Dormitory

*The training restaurant remained closed to the public, but continued to prepare food for emergencies and for the students coming for school and vocational training.*



Collaboration with other organizations in Yangon/Myanmar started by attending meetings and initial referral could take place.



The mapping for partners (Schools, DMC, Hotels) started and training started with 4 DMC (based abroad).





## Administration / HR / Finance / Communications / MEL

All systems were reinforced, except for the Board which is seriously disrupted due to the political situation.





# Grateful thanks to our donors:

- Accor Heartist Solidarity
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- Asian Development Bank
- Australian Volunteers International (AVI)
- Bel Foundation
- Boeing
- Credit Suisse
- CW Asia Fund Foundation
- Deutsche Bank
- ECPAT - Luxembourg
- Epic Foundation
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- Fondation Pierre Bellon
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- Fossil Foundation
- Geneva Canton
- Geneva City
- Gisela Foundation
- Give2Asia
- Global Development Network
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- International Monetary Fund - Giving Together
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