

KHMER FOR KHMER  
ORGANISATION

# ANNUAL REPORT 2019

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# MESSAGE FROM OUR FOUNDERS



Dear donors, members and friends of KKO,

2019 has been another difficult year for us. Tourism in Cambodia continues to decline, which in turn has led to a decline of our business activities, leaving us with a profit close to zero. However, our organization has overcome this huge obstacle. Due to the amazing support and commitment of our staff, our teachers, our international volunteers and our donors. Our special thanks go to our long-term volunteer and sponsor Richard, whose generous financial support made it possible to ensure the salaries of our teachers.

Looking at the current situation of tourism in Cambodia, we will most likely make hardly any profits in 2020 either. To ensure our work, we will have to drive forward our fundraising strategy. Our aim for 2020 is to find 260 sponsors who will donate \$10 each every month. With this amount we are able to cover all running costs of our organisation and school. We are very confident that, with your help, we will achieve this goal and thus be able to secure the continuation of our work for the future of our students and employees.

Thank you all for your tremendous work,

Best wishes,

**Moeun Phary and Markus Tigges**

# ABOUT US

*Our lovely Kimlay teaching one of her five English classes a day*

## WE ARE KHMER FOR KHMER ORGANISATION

We are a Cambodian non-governmental organisation providing free and sustainable education to disadvantaged children, young adults and ourselves. Our school is located in the rural area of Chreav Commune, Siem Reap, where we teach 300 students in English and sewing training every day. Through our classes, our students are given a chance to take charge of their own lives, build a career, and follow their dreams. To guarantee a high standard, we rely on our trained local teachers. We believe learning never comes to an end. We exchange ideas with our team every day and hold workshops regularly. This is how we have kept improving ourselves, our way of thinking, and our teaching methods for more than 10 years. This is what drives us every day. Because **we love learning.**

### ENGLISH CLASSES

Cambodia has become an important travel destination which creates many jobs in the tourist industry. In order to benefit from this and to earn a stable income without having a high school or university degree, learning English is essential and opens up new possibilities for many Cambodians. Unfortunately, the language is not taught on a regular basis in state schools. That's why KKO made it its mission to close this gap in education and provides good and free English lessons in the rural area. Our 300 pupils, aged 6-18, come to our school five times a week for one hour a day, either before or after public schooling. In order to ensure high-quality English classes, we teach in small groups of 20 students and developed our own curriculum together with international experts

### VOCATIONAL SEWING TRAINING

When we started KKO in 2009, we found that there were several opportunities to learn English, but nearly no free possibility to learn a skilled job. This is why we added the vocational training in sewing to our school portfolio and train up to 8 young women and men as tailors in a one-year sewing program.

### AMAZING GIRLS PROGRAM

We are part of the Amazing girls of the world program. The program aims to educate and empower young woman, awaken self-confidence, courage and compassion with various workshops. It is about understanding and managing yourself, about respect for yourself, other people and the environment to build the foundation for a successful life.



*Our sewing students of 2018/2019 in class. All our 7 graduates were able to get jobs in tailoring shops. Another course started in August 2019 with 6 new students.*



*We care about our environment. Our 10 amazing girls learned about climate change and reducing plastic and use their new reusable water bottles from now on.*

## SOCIAL BUSINESSES

There are two big industries in Cambodia: garment and tourism. Both are not working in a sustainable way. Besides creating funds for KKO and generate qualified jobs for the community, our two social businesses OFF TRACK tours and OFF TRACK accessories want to be a model for a sustainable way of working in these industries.

OFF TRACK tours, founded in 2011, offers unique outdoor tours through the historical and cultural parts of Cambodia. Our tours focus on small groups and environmental friendly individual tourism. In 2016 we expanded our social business with OFF TRACK accessories, a fair-fashion label. Our beautiful bags are made from recycled tires and tubes. Each piece is handmade, unique and vegan.



**KHMER FOR KHMER**

Our name is our mission: Cambodians learn from other experienced Cambodians in order to transfer their knowledge to other Cambodians. We take care, that Cambodians are in charge on all levels of the organisation, from manager to teacher. In addition, we work with skilled international volunteers to support and train us in new teaching methods, marketing, and fundraising concepts, in order to improve, gain new skills, and be independent in the long run.



**MOEUN PHARY**  
FOUNDER/CEO



**MARKUS TIGGES**  
FOUNDER/CO. DIRECTOR



**BIN SARITH**  
EDUCATION MANAGER  
ASSISTANT DIRECTOR



**SOVAN MALYNITH**  
ACCOUNTING &  
ADMINISTRATION



**SAUM KIMSEY**  
PRODUCTION MANAGER  
OFF TRACK ACCESOIRES



**TEAV SOTHEA**  
TOUR MANAGER  
OFF TRACK TOURS

**OTA SOCIAL BUSINESSES**



**PANN PUTH**  
LEAD TEACHER



**LA KIMLAY**  
ENGLISH TEACHER



**CHHEUY SOKLAY**  
ENGLISH TEACHER



**YEOUN CHAN  
THEARY**  
ENGLISH TEACHER



**POR LANG**  
ENGLISH TEACHER



**PIN SREYLEAP**  
SEAMSTRESS  
TEACHER



**LOY CHANTY**  
SEAMSTRESS



**YORNG HOT**  
SEAMSTRESS



**YORNG SAYON**  
SEAMSTRESS



**PHUONG HUON**  
DRIVER



**KHOEUN LUK**  
TOURGUIDE



**LUN SENG**  
TOURGUIDE



**EM PHORN**  
TOURGUIDE

# ACTIVITIES OF THE YEAR



## STAFF CAPACITY BUILDING

Financial issues were not the obstacle to stop us from learning. To improve our team spirit and quality of teaching we had a staff seminar in July and trainings for our teachers. Our volunteering teaching experts, Richard from the US and Rachael from Australia conducted several workshops in topics like Total Physical Response, Consonant Diagraph, Lesson Plan Writing, Improvement of Pronunciation and Behavioral Management. In February 2019 our Education Manager Sarith attended the 4th weltwärts Partner Conference in Napur, India.



*In August 2019 our team came together for a workshop about Total Physical Response (TPR). It was conducted by our long-term volunteer Richard (on the right) and facilitated by our lead teacher Puth (on the left) and informed about methods of teaching using physical movements and how students learn by doing, seeing or hearing – a very helpful topic for improving teaching methods.*



*We had a staff seminar in Juli 2019 to strengthen our mission, vision and identity from inside. We held group discussions, presentations, games and teambuilding activities. We exchanged about our projects and shared ideas in order to find solutions, improve ourselves and strengthen our team spirit.*



*Our Educational Manager Sarith (on the right) participating in a discussion on the weltwärts Partners Conference in India. In this five-day conference he exchanged with experts and partner organisations from several South-East Asian countries about benefits and challenges of volunteering work, cultural differences and UN Sustainable Development Goals (SDGs). Back in Cambodia, he shared his newly acquired knowlege with the whole KKO team.*



### MARKETING WORK WITH COMMIT CREATION

To sustain the school in the long run, fundraising strategy was the main focus in 2019. We realized that we cannot do this alone but have to invest and consult experts. For this reason, we started to work with Florian Gleich from Commit Creation Marketing. Together and with a lot of support from our German long-term volunteers, we held plenty of workshops, produced content, designed new logos, took photos and created websites. The result is a strong Corporate Identity, a new professional Corporate Design, improved marketing strategies and enhanced internal and external communication. All of this will optimistically move our work in 2020 with launching our new fundraising campaign with a new and suitable website.

*Teamwork: Our Education Manager Sarith as a driver with Florian from Commit Creation during a photo shoot*



*We had a dance competition for Khmer New Years Celebration. Certainly every performance was wonderful, but in the end only one group could be the winner.*



### KHMER NEW YEAR CELEBRATION

The annual celebration of the Khmer New Year at the school was once again a highlight of the year. Khmer New Year is the most important festival in the country and the time for Cambodians to welcome and greet the new year goddess who descends to watch over the country. If we do not celebrate the Khmer New Year, it would mean that the goddess will not stay in our country, at our workplace or in our homeland and that unexpected misfortune will come to us. It is also the time when people meet with families, relatives, friends, and colleagues with a lot of joyful and funny activities organized. Khmer New Year celebration at KKO means that all the staff, teachers, volunteers, and students come together, symbolizing the strength, solidarity, and optimism of our teamwork for the coming year.



*Fauna in Focus holding workshops in the topic of Cambodian Wildlife. Each of the ten units was one and a half hour long, interactive and instructive for our students.*



## ENVIRONMENTAL EDUCATION

We are more than just an English school. In addition to the important language lessons, we try to give our students an understanding of other topics. In 2019 we started the „Cambodia Wildlife Education“ workshop held by Fauna in Focus. In ten interesting sessions, our students learned about the beautiful wildlife of Cambodia and how important it is to protect it. A huge thanks to Fauna in Focus for the great interactive lessons. We are looking forward to the coming year.

# PERSONAL STORIES

## KIMLAY / ENGLISH TEACHER

Our lovely teacher Kimlay has been with KKO for 5 years. Her career started as a receptionist at a school. With a lot of dedication she became a teacher and soon joined our team. Learning English vocabulary and grammar has always been fun for her and she is happy to pass on her knowledge to our students. In her spare time Kimlay enjoys reading books, listening to English songs and painting pictures. Education is one of the most important things for her, because it enables the children to find a good job to support themselves and their families. She pursues this mission day by day with KKO. Thank you Kimlay for your long-time support, your passion and your smile with which you teach our children the English language every day.

**THEA / ENGLISH STUDENT**

Thea is 19 years old and started his English class with KKO since its opening in 2010. He is a quiet and gentle man, but actively gets involved in the lessons. Thea finished his high school degree in August, 2019. With the English knowledge he gained from attending the KKO classes for many years, he was offered a job as a English teacher at a private language school and thereby can earn some income.



**KANHA / SEWING STUDENT**

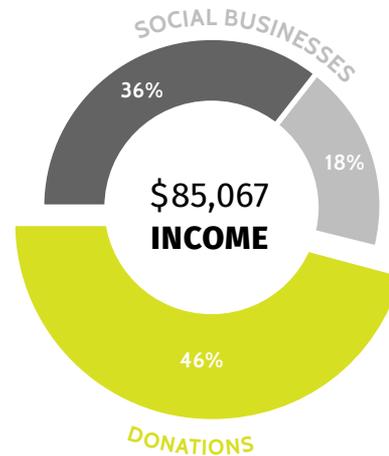
Kanha is 22 years old. She got married two years ago and has a baby. She joined the KKO sewing training course with six other trainees in August, 2018. She was the best student of her class and successfully completed the course in July, 2019. Only one month after finishing her training, Kanha got a job as a seamstress in a tailoring shop. By attending KKO sewing training course, she can earn extra income to support her family which really makes a big difference in her life.



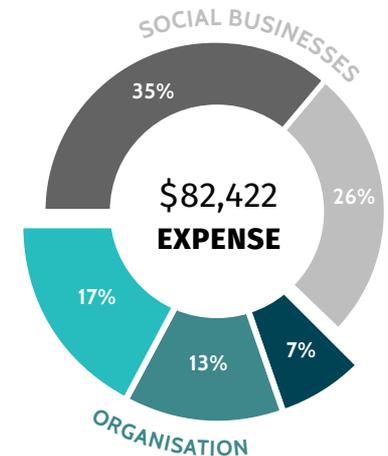
# FINANCIAL REVIEW

KKO reaches a closing balance of \$2,645 for 2019, which at first glance looks like a good financial year. On closer inspection, however, we find that our two social enterprises OFF TRACK tours and accessories recorded a total loss of \$5,393. As a result, the entire amount of \$31,026 for the school operating costs could only be covered by generous additional donations.

Due to this development, we have decided to separate our social enterprises from the school from 2020, in order to prevent OTT and OTA from having a negative financial impact on our educational projects.



\$30,428 Tours  
 \$15,576 Accessories  
**\$39,063 Donations**



\$29,988 Tours  
 \$21,409 Accessories  
**\$14,305 School**  
 \$10,854 Office  
 \$5,867 Sewing

## SOCIAL BUSINESS

Tourism in Siem Reap is still declining. According to the Angkor Institute, the number of tourists visiting Angkor Archaeological Park has decreased by 14.86% compared to 2018. The absence of visitors affected our social businesses drastically. OFF TRACK Tours generated a profit of only \$440. OFF TRACK Accessories was able to increase sales by 7%, but is still not making profit and recorded a loss of \$5,833.

Due to this development, we have decided to split our social enterprises from KKO. Since January 2020 OFF TRACK is financially responsible for itself and cannot be supported by the educational projects anymore. However, we still believe in the quality of our products and are working on increasing our sales and bookings for 2020. Any profits made will still be donated to our educational projects to improve our English teaching by purchasing new materials and offering further staff training.



<b>250</b>	<b>417</b>
TOURS	-40%
<b>582</b>	<b>905</b>
CUSTOMERS	-35%
<b>\$30,428</b>	<b>\$42,839</b>
INCOME	-29%
<b>\$29,988</b>	<b>\$37,795</b>
EXPENSE	
<b>\$440</b>	<b>\$5,044</b>
PROFIT	-91%



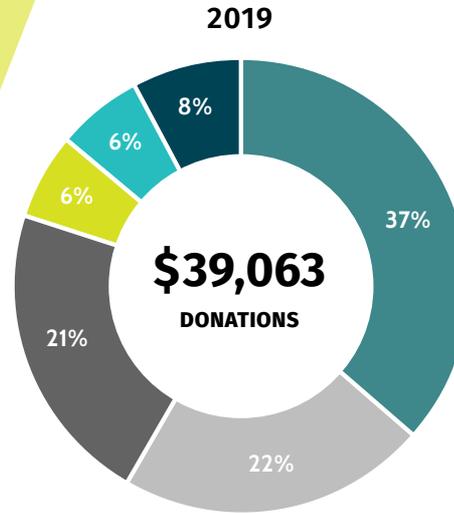
<b>17</b>	<b>10</b>
STORES	+7
<b>850</b>	<b>1459</b>
ITEMS SOLD	-42%
<b>\$15,576</b>	<b>\$14,544</b>
INCOME	+7%
<b>\$21,409</b>	<b>\$32,774</b>
EXPENSE	
<b>-\$5,833</b>	<b>-\$18,230</b>
PROFIT	+68%

# DONATIONS

Since our social enterprises could not provide any money in 2019, it was necessary to receive additional donations to overcome the difficulties of the year. We received great support from Richard Kroeger (\$8,610), KKO Förderverein Germany (\$14,280) and the Henkel Foundation (\$8,372), which totals to \$31,262.

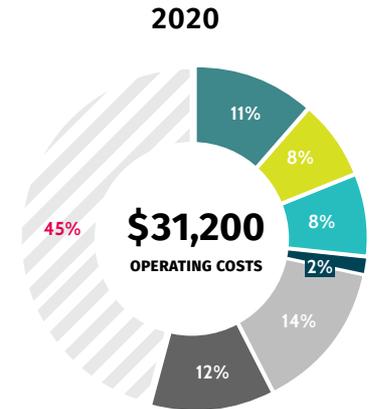
The donation forecast for 2020 does not promise a good outlook. Richard Kroeger and the Henkel Foundation presumably discontinue their support from the middle of the year. The KKO Förderverein has put all its savings into the support for 2019.

To close the financial gap in 2020 we have developed a new sponsoring program. To keep keep our school running, we are now looking for 260 private sponsors who are willing to support the school with \$10 per month in long-term.



**Donations 2019 | Detail view**

\$14,280	KKO Förderverein Germany
\$8,610	Richard Kroeger
\$8,372	Henkel
\$2,400	Amazing Girls Program
\$2,377	Friedenskinder
\$3,023	Other donations



**Donations 2020 | Prognosis**

\$3,600	KKO Förderverein Germany
\$4,445	Richard Kroeger
\$3,648	Henkel
\$2,400	Amazing Girls Program
\$2,377	Friedenskinder
\$480	Volunteer placements
\$14,250	Financial gap

# PRIORITIES FOR 2020



## EDUCATIONAL PROJECTS

Our main priority for 2020 is to concentrate on our educational projects. In order to maintain our ongoing work, improve ourselves and our lessons, we have to ease our financial situation.

## SPONSORING PROGRAM

The operating costs of the school total \$2,600 USD per month. As we realized that we cannot rely on the tourism industry at the moment, we are now looking for 260 supporting members donating 10 USD/month in order to maintain our ongoing work and educational projects.

## COMMUNICATION & MARKETING

We want to provide people with information about our daily work, using blogs, newsletters, and social media to spread our mission. To reach our goal of finding 260 long-term sponsors, people must know what we are doing. We already improved our marketing and external communication in 2019 but want to put even more efforts in 2020.

## THANKS

to all our partners, organisations and supporters that have so generously donated their time and funds to support KKO. We could not have done it without you.



## VOLUNTEERS

23 volunteers from 10 countries supported us for two weeks to one year in 2019. Thanks a lot to:

Larissa Banse, Emily Kloss, Pascal Staehling, Jana Steinnebel, Christina Schaal, Gloria Karcher, Lena Maria Schischkoff, Richard Kroeger, Clare Gabriel Headland, Sanne Babette, Ellen Evenboer, Iris Meeuswen, Tim Van Broekhoven, Maaike Kuipe, Eva Verduin, Capucine Finance, Ximena Peinado, Yankun Chen, Holly Maclean, Adria Fornos, On Lui Chan, Ying Su, Chelsea Walsh

## OFF TRACK ACCESSORIES RETAILERS

Baby Elephant, Borei Angkor, Cambodian Creation, G&Z Bliss d'Angkor Suites, G&Z Urban, G&Z Boutique, Globalhub, Lotus Blanc, New Leaf Eatery, Peace Café, Peace Handicrafts, Palace Gate Hotel, Phare Circus, Samatoa, Very Berry, Wild

## PARTNER ORGANISATIONS

Henkel, Globalteer, Friedenskinder, ConCERT Cambodia, HIVE (CVF), Cooperation Committee for Cambodia (CCC), Siem Reap NGO Network, VjF, AAC, Initiative Christians for Europe (ICE), Förderverein der Khmer for Khmer Organisation e.V.



## KHMER FOR KHMER ORGANISATION

Khmer for Khmer Organisation  
Chreav Village  
Siem Reap, Cambodia

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