

2021 Annual Report

Cutting through adversity.



A WORD FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

We all know the last two years have been characterized by uncertainty, unexpected changes, and overall difficulties. Despite the challenges, we at WRC managed to achieve a lot.

We helped women and girls of our community, started a new exciting project to keep our girls safe, provided support for families that were struggling financially due to the pandemic, and have empowered women and families with tools to build and expand their own businesses.

We educated communities and raised awareness on the topics that most matter, such as positive parenting and gender equality, and as we do every year, we took a visible stand against gender violence.

This was also a year of changes for WRC. After years as Program Manager, I was chosen to step up to the role of Executive Director. I am grateful to the Board of Directors and to my colleagues for having faith in me to lead this incredible organization that is not just an NGO, but a haven of hope for so many women. This has given me tremendous courage to manage this organization which is so trusted by the women of Siem Reap, and certainly still very needed.

I could not be prouder to have closed this difficult year with countless victories we are happy to share with you in the next few pages.

As we look forward to better times, we hope to continue to have you all as part of our community.

With grace,
Pisey Khim



2021

MESSAGE FROM OUR BOD

It's been another challenging year with Covid-19 continuing to wreak havoc across the globe, and Cambodia. WRC again responded to this crisis adapting our services with emergency outreach and increased emotional support to address the immediate needs of our clientele.

The latter half of the year saw big changes organisationally as we farewelled our long-standing Executive Director, Kong Vanthat, and our Managing Director, Khim Pisey, was promoted to take the reins of the Center. Vanthat powerfully led WRC for 6 years, seeing us through the height of Covid-19 and some challenging funding and staffing transitions. We thank her greatly for her unwavering commitment and dedication to our beneficiaries, staff, partners, donors, and directors.

We are equally grateful that Pisey is in the Executive leadership role of WRC, myself in particular. After working in a country with Pisey during WRC's first 5 years, I have witnessed Pisey go from strength to strength in her skills and knowledge of social work, program development, and donor management. Most notably and inspiring is Pisey's steadfast passion and enthusiasm for women's rights, advocacy, and education. We are thrilled Pisey is the woman to steward WRC to meet our strategic goals to empower and inform women, girls, and their families in 2022 and beyond.

We look to 2022 with great optimism and readiness, with an eager and professional new team of committed staff and Executive Director who are collectively making strides for WRC with exciting new donor support and program developments enabling us to span our reach and impact further and wider.

Sally Douglas
Board of Director



ABOUT WRC

IDENTITY

Women's Resource Center (WRC) is a locally-based Cambodian NGO that has expertise in empowering Cambodian women and girls toward self-directed development.

VISION

WRC envision Cambodian women and girls having the capacity to promote social wellbeing and gender equity in Cambodia.

MISSION

WRC exists to work with and inspire Cambodian women and girls to make well-informed decisions about their lives.

GOAL

WRC's goal is to empower and improve the quality of the practice of women and girls contributing to social and economic development in Cambodia.

VALUES

Care and respect:

WRC believes that all human beings should be treated fairly regardless of their background, education, or gender.

Ethics and Accountability:

we believe in holding ourselves accountable to all stakeholders.

WRC clients are always put first.

WRC operates openly, honestly, and transparently.

Partnership and collaboration:

we partner with organizations and authorities. We collaborate with women to encourage their participation in WRC's service provision.

Learning and sharing:

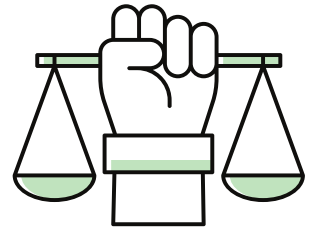
we believe that we can always learn from each other. We are willing to receive and give constructive feedback internally and with our stakeholders.



OUR KEY
ACHIEVEMENTS
IN 2021

KEY ACHIEVEMENTS OF 2021

97 people (79 women) educated on women's rights, gender roles, domestic violence and reproductive rights.



169 people (158 women) received counseling and referrals to additional social services, including legal support, medical services and career related referrals



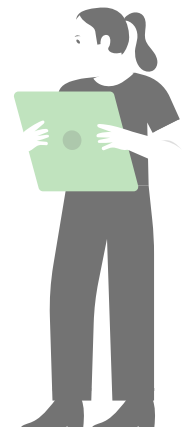
38 people (30 women) educated on positive parenting.

16 men engaged in our coffee talks, which included topics of GBV and positive parenting education.



30 women trained on Financial Literacy

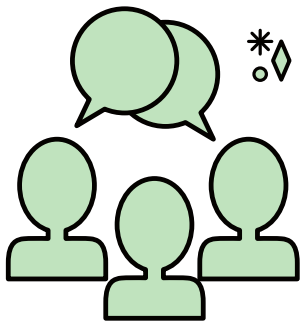
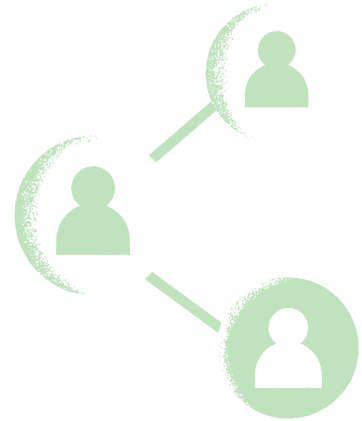
15 women received trainings on entrepreneurship skills to help expand their businesses, as well as workshop on stress management, problem solving, positive thinking and social economic rights.



7 young women entrepreneurs were referred to additional trainings (of specific skills) to help expand their businesses.

KEY ACHIEVEMENTS OF 2021

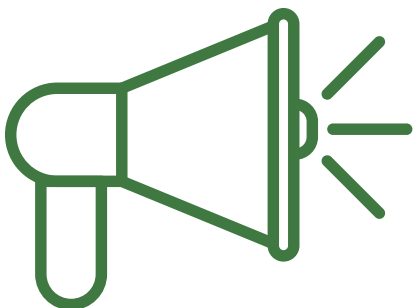
21 Women gained business connections and expanded their business networks through women's support group meetings and through **17** business exchange visits, forum.



320 individuals (136 women) joined in-person the advocacy campaign to End Violence against Women and Girls through cycling, tuk-tuk parade, friendly football match, and workshops on the importance of fathers' involvement in child-raising.

73 young women and girls received a bicycle for riding to school for higher education.

193 families received food emergency support during the hit of covid-19 pandemic



78 community members (70 women) mobilized to voice their concerns and demand gender justice throughout our community forum.

POSITIVE PARENTING

Our Positive Parenting program delivers workshops aiming for children to grow in a safe environment, with the best possible chances to develop secure attachments and healthy behaviors.

Some of the Positive Parenting Program's proudest achievements of 2021 include:

37 parents (31 mothers and 6 fathers) attended a three-day workshop on parenting roles, communication with children and child protection.



35 parents (29 mothers and 6 fathers) who experienced domestic violence and reported to use negative disciplinary actions on their children attended Parents' Support Group, parents well-being, child development, and effective communication.

22 fathers attended Men's Coffee Talks; sharing knowledge, experience, and challenges of fatherhood



30 parents interacted with WRC via phone call, seeking support, and advice on parents and children's roles, communication within the family, and parent and children's well-being.

13 parents were involved with the House of Families' project through weekly activities that aimed to improve family relationships, gardening, arts and crafts.



30 families received emergency hygiene and food packages.



WHAT WE DO

Counseling and Referrals

Our drop-in center offers a safe space for women/girls to access face-to-face counseling and emotional support. We provide women/girls with rights-based information and options available to meet their needs, and if the woman/girl voluntarily chooses to take a certain action, our team will facilitate a referral.

We facilitate referrals to local health and social service providers available for women/girls in Siem Reap, as well as to other partner organizations, especially where individual needs specialist consultation such as women's health and general medical treatment, legal aid, emergency support, scholarship, and vocational skills support.

Women's Empowering Group

We are engaging through creating a safe space to support and share experiences with each other in a circle. The number of women who are in the room promotes long-term empowerment and promotes women's self-worth and confidence to make their own choices and affect change.

Business Entrepreneurs

This empowering program provides women with financial literacy, money management skills, and all the tools needed to know how to run a business. Through this program, female business owners have also been able to access additional skill training relevant to their own businesses.

Our aim is for our YWEs to be financially self-sustainable, providing security for themselves, and their families.

WHAT WE DO



Home Gardening Project

Our Home Gardening Project is the manifestation of our values of self-empowerment. We believe that, when provided with the right tools and knowledge, women and families are the key actors in their own development, breaking any chain binding them to the cycle of poverty.

Families learn how to grow their own food sustainably and collaborate with other families for optimal nutrition, enhancing their own economies.

Workshops and Education

We are committed to the provision of education for our communities. Through workshops, we provide women with information about family planning, pregnancy, pre-and post-natal care, anatomy, nutrition, safe sex, and sexually transmitted infections. Likewise, we educate the community on domestic violence and its impact, marital law, divorce, child and property settlement, and gender equality. We also provide workshops on positive parenting with the aim to decrease domestic violence.



House of Families

Providing a place for family festivals and fun day activities, create an environment where parents and their children can exchange experiences, ideas with other families.

The WRC's House of Family program provided parents with access to information related to children's education, child protection, and parenting roles.



Positive Parenting Skills

WRC aims to prevent and reduce gender-based violence (GBV) against women/children in order to build safe gender-equitable and non-violent involvement in the family. We engage men in our activities and recognize them as supporters of women's equality and participation.

Men's Coffee Talks

Providing a safe space for the exercise of positive masculinities, our Men's Coffee Talks are a non-judgmental environment for fathers, husbands, brothers, and men of our community to share their challenges in fatherhood, societal expectations, and learn from each other on how to support their families within the cares of equality and respect.

Campaigns

WRC takes active roles in the worldwide women's movement by conducting local advocacy campaigns. Our advocacy campaigns are issue-oriented and non-confrontational. We undertake advocacy in a way that is constructive, involving and respecting women, policymakers, and those who create, tolerate or perpetuate injustice.

90%

CLIENTS (WOMEN AND MEN) REPORTED SATISFACTION WITH THE COUNSELING SERVICES.

169

INDIVIDUALS (150 WOMEN) RECEIVED HEALTH AND EMOTIONAL COUNSELING AS WELL AS SUPPORT IN THE PROMOTION OF GENDER EQUALITY, EXCEEDING THE EXPECTED NUMBER OF BENEFICIARIES OF 120 WOMEN FOR 2021.

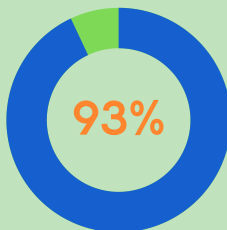




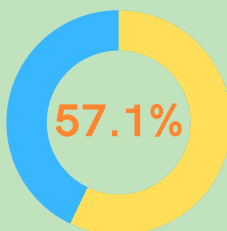
YOUNG WOMEN ENTREPRENEURS (YWE) TOOK THE KNOWLEDGE ATTAINED FROM LESSONS OF THE PROGRAM AND APPLIED IT IN THEIR DAILY LIFE, ACHIEVING THEIR BUSINESSES' SHORT-TERM GOALS.



YWES REPORTED TO NOTICE THAT THEIR BUSINESS MANAGEMENT SKILLS HAVE IMPROVED. FOR EXAMPLE, THEY CAN RECORD CASH FLOW, ARE ABLE TO SET AND ACHIEVE A MONTHLY SELLING TARGET, ARE ABLE TO CALCULATE PROFIT IN THEIR BUSINESSES AND CUT UNNECESSARY EXPENSES.



YWES GOT A CLEARER UNDERSTANDING OF BUSINESS ENTREPRENEURSHIP AND LEARNED SOLUTIONS TO SOLVE CHALLENGES IN REGARDS TO SETTING BUSINESS GOALS AND TRACKING THEIR BUSINESS CASH FLOW. SEEING PROGRESS IN THEIR BUSINESS.



REPORTED THAT THEIR INCOME HAD INCREASED (AND DOUBLED) WHEN COMPARED TO THE PERIOD BEFORE THE TRAININGS.



70%

**OF PARENTS
INCREASED THEIR
KNOWLEDGE ON PARENTING
ROLES.**

30%

**PARENTS INCREASED THEIR
POSITIVE COMMUNICATION
TOWARDS THEIR CHILDREN
INSTEAD OF USING PHYSICAL
VIOLENCE.**

80%

**PARENTS IMPROVED THEIR
KNOWLEDGE OF FORMS
OF CHILD ABUSE
(PHYSICAL, EMOTIONAL,
SEXUAL, AND NEGLECT)
BASED ON PRE AND POST TESTS
RESULTS.**



STORIES THAT INSPIRE US

Tien Neom is a 30 year old teacher of Khmer Literature and a part time English teacher from the Prey Village in Siem Reap. She is cares for 5 members of her family, including her 74 year-old father and 3 adopted children.

Before the hit of Covid-19, Tien could earn enough income from the combination of both of her jobs which she loves. A kind woman, she would volunteer her time to teach children at home for free.

As everyone else in Siem Reap, Tien's family suffered dramatic economic loss since the pandemic started. Her father got sick, which required additional spending on medical treatment and led them to debt, which of course, had a negative impact in Tien's mental and emotional health.

Tien came across an announcement from WRC related to trainings for "Women's Entrepreneurship", and registered for the courses with slight disbelief and insecurity, as she does not consider herself a not a business person. When it was announced to her that she had passed the interview, she was elated.

Before the trainings, she had the idea of running a small grocery store. After attending WRC's training courses, she was able to set business goals and create a business plan with income and expenditure recordings, using, among other tools, a SWOT analysis.

"The trainings opened my mind to new ideas. I was able to have a vision and understand how to run a business. Now, I have my own business with a clear vision. I run an English School for the children of my community ". -Said Tien.

"Kimsan (WRC staff) explained that running a school is also a business, as you can get income from the students. It can be donation-based in accordance to student's affordability, but to have stability and run this school for the community, I needed income to support operations. This really motivated me in setting a 6 month-business plan which started in October after talking to student's parents".

"I feel really grateful for WRC with this learning opportunity for me and other women. We women are leaders and we can go through any obstacles, for obstacles are lessons to learn and which make us stronger. I hope WRC will keep running these courses for other women and keep providing counseling and support women. I will love to join other upcoming courses".



STORIES THAT INSPIRE US

Srey Pov is 20 years old and is the youngest daughter of a family living in Siem Reap.

Srey Pov began her business entrepreneurship at the age of 15, selling cosmetic products online. In early May of 2021, she attended a WRC workshop about financial literacy.

Before attending WRC's workshops, Srey Pov had never set a goal for her business. She did not track her business income regularly and would often overspend and buy products without much consideration. Even though she enjoyed selling these products, she could not see any profit from her business. After attending WRC's training and being part of the Young Women Entrepreneur's project, she said"

"I never did any budget planning before, nor any clear tracking for my income and expenses. When I had money, I always spent it without a plan. I learned, with WRC and from the experience of other participants, how to practice recording cash flow. Now I feel more confident with budget management, having a spending plan, as well as a saving plan in order to achieve my goals".

Our project team selected Srey Pov out of the other 30 women who attended our Financial Literacy workshop and join the YWEs project along with the other fifteen 15 other women, as she had a business aligned with our criteria and showed commitment and passion to learn and grow as an entrepreneur.

Srey Pov attended WRC's training on Business Entrepreneurship Skills and learned informal soft skills such as stress management, problem-solving, positive thinking as well as the basics of socioeconomic rights. She also, through the workshops, got to connect with other business networks. In our business exchange and women support group, Srey Pov learned from other YWEs, getting encouragement for overcoming her challenges and continuing to improve her business.

In August, despite the difficult times due to the strict lockdowns in Siem Reap, Srey Pov started another business, running a small store selling drinks.

"I understand that Covid-19 has affected everyone's income. My income has decreased since the pandemic started, but I am starting to see a small increase since I joined the program. I feel proud of myself for this significant change as I have become a committed person, sticking to my business plan". She added "Before, it was very difficult, because I had a small business and did not have enough capital to continue reinvesting in my business. But I now feel strong enough to move forward and commit to selling things day by day until my business grows. I have gone through many obstacles, and with the help of WRC, consulting with them and getting their advice and encourage them, I have overcome every single one of them".

Srey Pov wishes to have her own brand of products one day and wants to expand selling other types of goods for children and the general community. "I am keeping my commitment to improve my business and provide value. I believe that every commitment that we make helps us to succeed if we don't give up"

ADVOCACY

END VIOLENCE AGAINST WOMEN CAMPAIGN 2021

As we do every year, WRC raised its voice against Gender Based Violence in a plethora of different awareness raising activities.

Through 16 days of activism, WRC engaged different stakeholders. The campaign was launched through a discussion on the topic of "Gender-Based Violence" via Zoom, which was livestreamed on our Facebook page. Speakers such as a University Professor of Gender Studies as well as a Lawyer joined in to answer the questions of 24 participants from partner NGOs and students. Likewise, the live-streamed on Facebook engaged 147 people and reached 720 people.

Another event which was part of this campaign was a friendly Football Match, which was attended by 101 individuals.



6 football teams comprised of young women and men, boys and girls from Green Gecko, Anjali house, Human and Hope association, Life and Hope Association, PEPY and Global Child competed.

Another event that followed within this 16 day campaign was a discussion on the topic "Interventions and Procedures to Assist Women Victims of Gender-Based Violence" through Zoom, live-streamed on Facebook.

We had the honor to host the event with the assistance of two guest speakers, representing the Department of Legal Protection of Siem Reap and the Department of Women Affairs. The director of Legal Aid Organization also joined.

WRC engaged 28 participants directly on zoom, 20 people engaged on Facebook, and 269 people were reached on said platform.

STORIES THAT INSPIRE US

Mrs. Chiev Sengeourn is 41 a year old mother born in Kompong Cham Province. She moved to Siem Reap in 2004, seeking medical treatment for her daughter, who, due to a critical condition, needed to live near a hospital.

Sengeourn was often victimized by her husband's violent advances. His behavior as a husband was less than optimal, abusing alcohol and being unfaithful. Mrs. Eourn, not knowing better and conditioned by her society's standards, thought that her husband was good enough as a partner by just earning money for the family. He would abuse her physically and mentally, and would not have a good relationship with his children, likely due to his own upbringing. Sengeourn tolerated this because of the economic stability he provided.

In 2015, property was stolen from their home, and not much later, Sengeourn was kidnapped. The abductors took her to Sihanoukville (a coastal city about 520 kilometers away from Siem Reap), and locked her in a room for days. The abductors wanted her family's property as an exchange for Sengeourn's life. The family complied, giving them almost all of their belongings. Her family dropped into poverty and Sengeourn was traumatized.

In 2016, Sengeourn's husband, who worked as a tour guide, came to know Women's Resource Center (WRC) through a foreigner he was driving around the city, and he introduced Sengeourn to WRC's services.

Sengeourn attended many WRC's trainings, including women's health, family planning, child's rights, domestic violence, gender equality, women's rights, positive parenting, financial literacy and marriage law. She recently also became a core member of House of Family Project with WRC. In 2021, we successfully engaged her husband in WRC's men coffee talks, as well as in our 16-day campaign to End Violence Against Women and Girls. WRC provided case intervention and counseling services in order to help their situation.

They both received positive parenting skill trainings and family relationship development through our House of Family project, as well as emergency support during the Covid-19 Lockdown.

Sengeourn told us that her family went through a radical transformation. "Since attending the workshops with WRC, there is no violence in my household. My husband helps with household work, helps teach our children at home, and now wants to talk to me whenever we are facing a problem. My husband has genuinely changed for the better",

Due to Covid19, her family still struggles financially. Therefore, our next invention, in collaboration with our NGO partner "Friends International", aims to help Sengeourn build her own business. Sengeourn shared with her future plans: "Having experienced living in poverty, my husband and I are trying our best for our children to have higher education. As for us, we would be happy with a small garden to grow vegetables, raise animals and continue to have health and a healthy relationship".

Safer Cities for Girls

A joint project with Plan International

In 2021, WRC was proud to join a global initiative by Plan International, called "Safer Cities for Girls".

Joining approximately 20 other cities in the world, WRC in Siem Reap is now implementing activities to help girls feel safe in their own environment - something every child deserves to feel!

The project aims to apply a gender, inclusion and age sensitive approach to urban planning, increasing the participation of young girls in said planning and development.



Likewise, Safer Cities for Girls aims for all children to be educated on gender equality, tackling negative masculinities and sexism, and, as a product, diminishing gender based violence.

STORIES THAT INSPIRE US

Mr. Meas Sarin is 56 years old and was born in Kampong Chang Province. He moved to Siem Reap in 1987 to study. Mr. Sarin worked as a policeman, and got married in 1988. After having 3 children, he stopped working as a policeman and decided to run a business selling grilled bananas in 1996.

Mr. Sarin got divorced, but still kept a relationship with his children. He got married again to his now wife, who has two children of her own. Their relationship was however breaking, and in the household, the presence of violence began to increase.

He got to know Women's Resource Center (WRC) in 2018 through our 16-day campaign to End Violence Against Women, as this is an outreach program.

Mr. Sarin attended many training courses with WRC. Among them, domestic violence, family planning, positive parenting, gender equality, financial literacy, marriage law, child's rights and other sessions. His wife also attended many training sessions.

WRC supported Mr. Sarin through capacity building, awareness raising and positive behavioral change. In 2021, WRC provided his family with emergency food packages, school materials and ongoing counselling service support.

From our interview with both Sarin and his wife, we noticed their contentment. "After attending WRC's workshops, our family situation has improved. I (Sarin) understand the importance of sharing household work and the positive impact it has in my relationship. How my children behave much better without the need for using violence".

The couple told us their future plans, as they want Mrs. Meas to have a small business that can generate income. Mr. Sarin hopes to get more income from his taxi driver business, wishing tourists come back to Siem Reap soon.



FINANCIAL REPORT

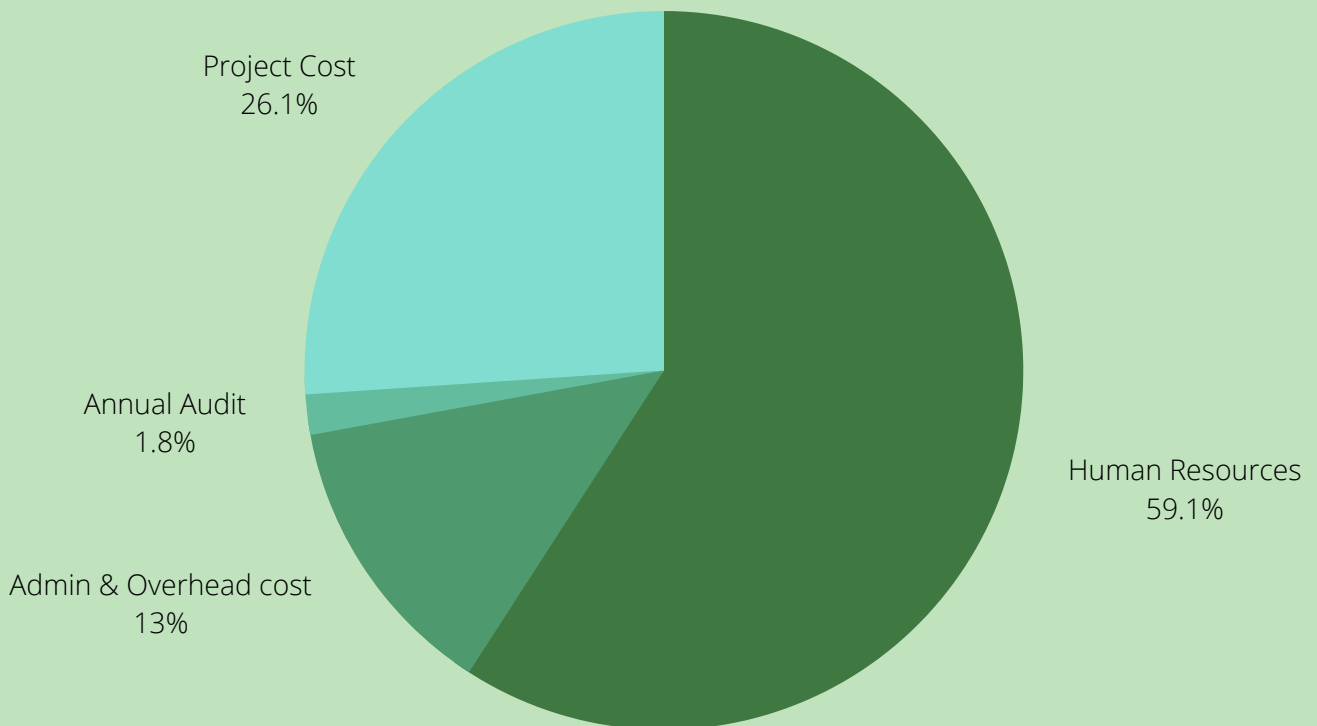
Expenditure:

Human Resources	75,040.66
Admin & Overhead cost.	16,493.35
Annual Audit	2,300.00
Project costs	33,084.73

Total expenditure **126,918.74**

Total Income (Grants & Donations): 158,973.61

Net income: 32,054.87





BIG THANKS TO OUR MAIN DONORS:

**DIAKONIA
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SCHMITZ FOUNDATION
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