Empowering with an education to prevent sex trafficking
Letter from the CEO

Dear Friends,

Driven by a collective desire to see girls in schools, not brothels, Free To Shine was created 3 years ago to prevent traffickers from taking girls out of rural villages and forcing them into the sex industry.

I am thrilled to report on an exceptional, pivotal year.

It has been our continued commitment to working tirelessly, passionately and professionally that has enabled us to expand the geographical area we work in and increase the number of girls on our scholarship program from 44 to 89.

Our most exciting achievement this year has been the establishment of an in country office and the recruiting and training of our own Education Outreach Officers.

Thanks to our ever growing support we can happily say that we have had another successful year.

Nicky Mih

Nicky Mih
CEO Free To Shine
We believe children should be in schools, not brothels.

So we empower with an education to prevent sex trafficking.
The Commercial
Sex Industry in
Cambodia Today

We met with a highly qualified and experienced lawyer who has been working undercover in the commercial sex industry with the support of the Phnom Penh police and other agencies. He trains police and social workers in how to work more effectively, as well as leading a team of legal experts to achieve prosecutions. We discussed the current collective efforts of anti-trafficking organisations that work in rescue, rehabilitation and prosecution. We identified a gap and this reconfirmed our need to focus on prevention.

The commercial sex industry has changed dramatically over recent years, becoming much more sophisticated. No longer do we tend to see illegal brothels where under aged girls are forced to work on the premises. Now we see a more up-market establishment, in the form of a beer garden or karaoke bar, where girls aged 16 and above are taken off premises to a guesthouse to perform sexual duties. There are now fewer sex establishments than there once were; yet larger numbers of girls in the industry. Siem Reap for example used to have a number of small brothels. Now it has three main venues where sex is bought. 80-200 girls a night work in each of these venues. These girls are enslaved just as much as the girls in years gone by, but now it’s done in a more sophisticated manner where it is much more difficult to bring about a prosecution. These girls cannot escape. Often they are drugged and forced to work for no monetary gain for themselves. Traffickers also avoid prosecution by no longer enslaving underage girls within brothels, instead, the very young girls remain living in their communities and the traffickers rent them from their parents.

Not once had this highly qualified lawyer and his team rescued a girl from the commercial sex industry in Cambodia who had an education beyond primary school. Furthermore, it was his opinion that any girl living in poverty in a rural village and not in school is at high risk of being trafficked into the commercial sex industry. Since bringing about prosecutions is so incredibly difficult it seems that the single most effective way to eradicate the commercial sex industry is to ensure the most vulnerable girls are in school, stay in school, and are educated through to the end of high school.
We are constantly improving. We have continually assessed and evaluated the implementation of our program enabling us to establish the most effective system to educate our girls and keep them safe.

Our program has been successful in addressing immediate risk factors such as poverty, alcohol abuse, family violence and the inadequate supervision of young children.

Our girls are doing well. They have their uniforms, their books and school bag, and they’re enjoying state school. Some of them are even participating in extra English, computer and art classes.

Our girls parents display enormous appreciation for their daughter’s place on our program and promise their continued encouragement of their daughter’s studying.

This year it became apparent that our two partner organisations had reached the capacity of girls that they could effectively manage. In order to sustain a large increase in the number of girls enrolled on our scholarship program we turned our focus to setting up a Free To Shine office and recruiting and training Education Outreach Officers to the highest standard, before continuing to enrol additional girls onto our program.
We identify girls at high risk of being targeted by traffickers, get her a uniform and a bike, fill a bag with books and pens, and visit her regularly to keep her in school and keep her safe.
Expanding our reach

Recruiting our own Education Outreach Officers this year has enabled us to expand the geographical area in which we work, reaching a larger number of villages and increasing the enrolment of beneficiaries.

Our team in Cambodia have been trained by a competent and highly experienced Australian Social Worker. In expanding the geographical area we work in, our team very carefully assess villages to determine which ones are in most need of our program.

An initial assessment is done with each girl and her family, and our team begin gathering information from neighbours, the local village leader and the school director. They identify the girls most likely to be targeted by traffickers. A detailed application is submitted to our Leadership Team and upon enrolment onto our program each girl receives a uniform and a bike, a bag full of books and pens and off she goes to school.

At the beginning of the reporting year we had 44 girls on our scholarship program. Throughout this year we have grown our reach to 89 girls now in school.

We are on target to have enrolled 1,000 girls on to our program by the end of 2016.

Survivor Program

Our survivor program is designed so that a survivor of sex trafficking can access education, regain her strength and catalyse change in her own community. This year we enrolled our first two survivors.
Results

- Free To Shine’s very own office in Siem Reap
- 2 highly skilled Education Outreach Officers
- An expanding volunteer team
- Massive support and success in recruiting sponsors
- 45 more girls enrolled
Our scholarship program directly affects many aspects of our girls’ lives. From their increased confidence and determination emerge many stories of success and leadership.

Bopha comes top of her class! And wants to be a teacher so she can help other children go to school. 

Chanda is back in school. She is of the age that many girls in Cambodia are married, so that the husbands wage can support the girls family. She had been out of school for several months when we enrolled her on our scholarship program back in February 2012 and now she’s thriving!

Last year we enrolled 15 year old Roathana onto our scholarship program because she was DETERMINED to find a way to go to school and her parents could not provide her with the access she wanted to an education. Now she has been selected as the only student from her entire high school of 1,500 to walk into an exam room to discover the best maths student in the entire province!!! This has filled her with confidence in herself and now she wants to be an accountant.

Sreyoun is shining! Not only does she attend school, she uses all her spare time equipping herself with hospitality skills. She has learned front desk, housekeeping, cooking and waitressing. When we visited her 7 months ago she was nervously delivering food to customers. Now she is confident, smiling and interacting with locals and foreigners alike. We spoke to her hospitality teacher - she is her star pupil!

And 7 year old Sopha said, “I am so excited to go to school. I like my school very much. I like to make friends. I didn’t know I would be able to go to school and have friends.”
Financials

In Year 1 we focused entirely on research, designing the scholarship program and setting up organisational systems, structures and policies. We raised a little over $5,000.

In Year 2 we enrolled our first 44 girls and focused entirely on getting our program right, evaluating it, improving it. We raised a little over $20,000.

This year we enrolled another 45 girls. We raised in Year 3 close to $60,000, almost 3 times that of the year before.
Statement of Activities
For the years ended 30 June 2013 and 2012

**SUPPORT AND REVENUE**

<table>
<thead>
<tr>
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<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Corporate Giving</td>
<td>3,400</td>
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<tr>
<td>Fundraising &amp; Donations</td>
<td>33,876</td>
<td>7,578</td>
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<tr>
<td>Girls Sponsorships</td>
<td>21,098</td>
<td>14,220</td>
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<tr>
<td>Investment and Other Income</td>
<td>1,103</td>
<td>282</td>
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<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>59,477</td>
<td>22,080</td>
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**OPERATING EXPENSES**

**Program Services**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
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<tr>
<td>Program Operating Expenses</td>
<td>19,055</td>
<td>1,783</td>
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<tr>
<td>Information Technology Expenses</td>
<td>357</td>
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<td>School Materials</td>
<td>7,154</td>
<td>6,600</td>
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**Management and General**

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<tr>
<th></th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Bank Fees</td>
<td>172</td>
<td>84</td>
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<tr>
<td>Insurance</td>
<td>674</td>
<td>611</td>
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<tr>
<td>Paypal &amp; Fundrazer Fees</td>
<td>1,397</td>
<td>186</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td>28,809</td>
<td>9,264</td>
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Revenue less Expenses                 | 30,668 | 12,816 |

**NET ASSETS AT END OF THE YEAR**       | $48,581 | $17,913 |
Free To Shine Ltd
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Free To Shine is a humanitarian organisation working in collaboration with communities and local governments in Cambodia so that girls can reach their full potential and contribute to their community and the world. All of our funding comes from individuals, businesses and foundations who believe children should be in schools, not brothels.