



WOMEN'S RESOURCE CENTER

ANNUAL REPORT 2016



## TABLE OF CONTENTS

Executive Director's Message	3
About Women's Resource Center	4
Meet the Team	5
Major Highlights in 2016	7
WRC Programs	9 - 18
Advocacy Video	19
International Women's Day	20
Elimination of Violence Against Women	21
Consulting Program	22
5th Birthday Fundraiser Auction	22
New Staff	23
Staff Training	24
Challenges & Lessons Learned	25
Moving Forward in 2017	27
Finance	28

Dear Friends, Partners and Donors,

It is my great pleasure to welcome you to our 2016 Annual Report.

As you may know, I have worked with WRC since 2009 as a Board Member and more recently, as Executive Director. I am constantly reminded about the important services WRC provides, and I am honored to be part of the day-to-day business of empowering women (women helping women).

This past year was one of growth as we expanded the reach of our services and built our capacity to meet the needs of local women. It was a year in which WRC engaged in positive changes in the lives of vulnerable women: empowering our 2568 (1743 women) direct beneficiaries with information and knowledge. As a result of our programs more women have improved their own health care practices and are passing on their knowledge of women's health including reproductive health, family planning and safe motherhood. More women are empowered in the area of gender rights and advocating for change and improving family and community dynamics. More women now have new skills in financial management, bringing "Riel Change" to improve family economics, as well as increased knowledge of positive parenting practices. I hope you are encouraged by the scope of our Center's work and achievements in this 2016 annual report.

Moving forward, we will continue to uphold our commitment to increase the number of women accessing our services for counseling and referrals. In addition, we will increase the Center's capacity to develop workshop content so that women can uphold their rightful place and become advocates for more women and men to be part of the solution towards gender equality. A milestone for WRC in the next year will be establishing an effective monitoring and evaluation system to track our beneficiaries long-term behavior and changes in attitude.

Through our ongoing reviews we recognize there are many challenges ahead, and yet there are also many opportunities to improve and expand our services to meet community needs. There will be renewed efforts to increase our local networks and businesses and to deepen these partnerships so that our partners become ambassadors to help promote women's rights.

I would like to thank all of you, our friends and supporters, for your generosity over the years and humbly ask you to continue your support of WRC as it strives to empower women and girls to reach their potential and to make important decisions about their lives.

Very best wishes



**Vanthat KONG**  
Executive Director



# WOMEN'S RESOURCE CENTER

*Women helping women*

Women's Resource Center (WRC) believes that providing women with access to information and knowledge is the most effective method of self-empowerment. Since 2010, we have endeavored to change the climate of silence and inaction in Siem Reap and the surrounding communities.

First and foremost, WRC is a drop-in center where local women can safely ask questions regarding any aspect of their life and their children's lives. Our trained staff use feminist and rights based counseling skills to assist these women to best approach their unique situation.

Through our education workshops like women's health, women's rights, parenting and financial empowerment, we are able to help women gain the skills and confidence they need to change their lives for the better.

We are transforming the way resources are offered and networked for women. This is why we only create programs we feel are not widely available or have yet not been introduced in the areas we work in. In this way, we're not repeating the great work done by others, but are instead focusing on filling the gap of services and information.

Our drop-in center and referral service are trusted resources in the community for women seeking aid available through other avenues. Through providing school and community outreach and by partnering with other agencies in the community, we are able to further expand our target reach.

## OUR MISSION

Women's Resource Center provides women and girls in Cambodia with emotional support, referral services, and informal education so they can be empowered to make informed decisions about their lives.

## OUR VISION

We envision Cambodia to be a fair and safe society with equal rights for all. Women and girls will be empowered, educated, respected, and will be able to make decisions about their lives.

## OUR VALUES

- Women's empowerment and gender equality: Women play an integral role in shaping the future, therefore we facilitate women's ability to reach their full potential;
- Fairness and respect: WRC believes that all human beings should be treated fairly, regardless of their background, education or gender;
- Partnership and collaboration: We partner with organizations and collaborate with women to encourage their participation in WRC's service provision;
- Ethics and accountability: WRC clients are always our utmost priority. WRC operates openly, honestly and transparently.



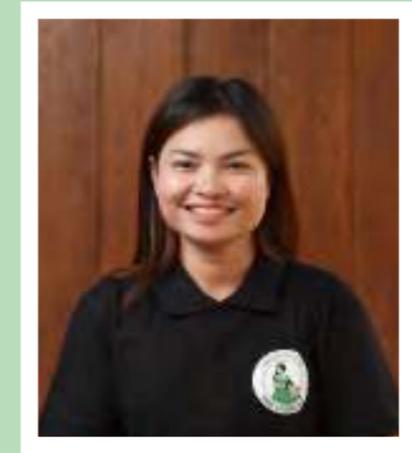
# MEET THE TEAM



**VANTHAT KONG**  
Executive Director



**PISEY KHIM**  
Program Manager



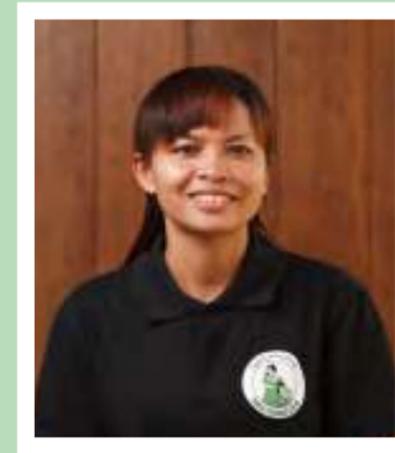
**SRENY SVAY**  
Finance & Admin Officer



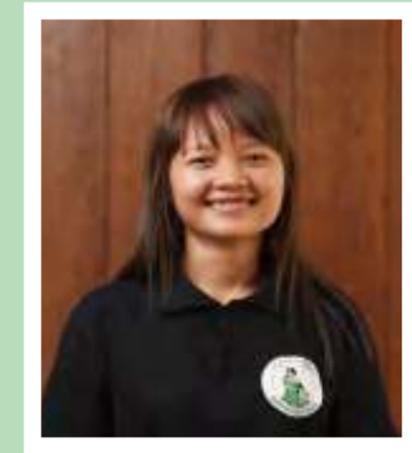
**KIMSAN OUN**  
Program Coordinator



**SAVUN TY**  
Health Facilitator



**SREINAT SAM**  
Health Outreach Facilitator



**SAROUT AN**  
Multimedia Facilitator



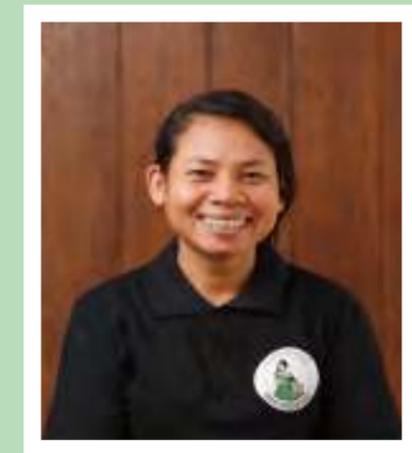
**SOKNANG LEV**  
Women's Rights & Gender Facilitator



**SENARA TAN**  
Social Worker



**OCH PHLONG**  
Tuk Tuk Driver



**LY REIM**  
Cleaner

# WRC PROGRAM HIGHLIGHTS IN 2016

## WRC expanded all areas of its programs and provided 2568 direct beneficiaries (1743 women) with information and knowledge on women's empowerment and gender equality.

### Drop-in counselling:

Increased the number of vulnerable women accessing their rights with free counselling services at the Center by 55% (reached 73 women in total), thus exceeding our 38% target. Successfully met the needs of women accessing counselling services at the drop-in center. Eighty percent said that their needs had been met and required no further support (files closed); while twenty percent of women require further support from either WRC or its referral network (their case files are still open).

*"I feel safe. There is someone to listen to my story and I have got rid of the rubbish and the pain in my mind."*

### In-Centre Workshops:

**Women's Health** – Exceeded WRC's 80% target (reached 24 women total) in increasing women's knowledge on health topics, improving health care practices and passing on or discussing health care, safe motherhood and family planning with family members.

*"I am more aware of how important family planning is and what the options are for contraception in Cambodia. I now feel more comfortable to discuss this topic with my husband and he is also extremely supportive of my ideas."*

### Women's Rights & Gender –

Six months after the workshop, follow-up surveys showed 81% or greater of 23 participants (15 women) had been empowered with knowledge on gender rights and had advocated for change. They indicated improved family cohesion/dynamics, had registered for civil status certificates (birth, marriage or family) and males assisted with housework.

*"My husband believed housework was only my job, however when I shared what I had learned at WRC, I convinced him to contribute to the housework. He has changed a lot now. He not only helps me with the chores, but also engages my son to do the same as our daughters! I am so happy he is different."*

### 'Riel Change' – Financial Literacy –

Six months after the workshops, all of the women (18) who completed the series of workshops indicated that they know how to track their expenses, had improved their spending habits, and had increased their savings.

*"I am no longer in debt after attending this workshop. I know how to track my income and expenses, budget and manage savings for myself, and my family. This is very important."*

**Parenting Workshop** – Six months after the workshops, participants stated they had improved parenting skills and practices. They had been spending quality time with children, and had discussions with their spouses on how to provide physical and emotional support to children, and how to use non-violent forms of child discipline.

A father shared:

*"I feel this workshop is a huge benefit to me and my family, even though a lot of people told me it's a waste of time to attend parenting classes."*

*"I am so happy my children will live a different life than I did in my own childhood."*

**School Outreach** – Held workshops in 2 schools with 77 students (44 girls) in grade 8. Eighty-six percent of participants had increased knowledge of gender rights, drug and alcohol and domestic violence, understood the impacts of these issues, and now know where to find services.

*"I am glad to have learnt lessons from this workshop. It made me fully understand the effects of domestic violence, gender equality and gender equity. I think it is really useful for my daily life."*

**Community Outreach** – After endorsement by Commune Leaders, WRC commenced the design phase to build capacity in three villages identified as experiencing issues with drug and alcohol abuse, and domestic violence. WRC undertook a community needs assessment in each village, surveying women and men.

· In order to expand our outreach and enhance our financial sustainability, WRC has built consulting partnerships with local nonprofits and businesses. WRC reached 827 people (515 women) through 42 consulting workshops, increased staff knowledge and practices, and trained them to become ambassadors and advocates for change in their workplace and community.

*"Our employees have improved their personal hygiene skills and now understand the importance of taking care of their health. There is reduced sickness and less sore eyes, so they can provide quality of work."*

· Enhanced communities women's rights advocacy capability and WRC services through the production of a WRC video, which shows women sharing their unique stories and encouraging other women to break the culture of silence and seek support where needed.

· Increased awareness directly impacting 1188 people on issues relating to domestic violence and gender equality, and their effects on the local community and promoting WRC services through two major Advocacy Campaigns '16 days of Activism to Eliminate Violence against Women' and hosting an event for International Women's Day.

· Improved staff capability to deliver quality services and to support the needs of local women through 356 hours of training and courses.



## DROP-IN COUNSELLING

WRC's drop-in center provides counselling, emotional support and free referrals to local health and human services. This opportunity is extremely important for women to gain support, especially in a traditional culture of silence that often discourages women from seeking help. WRC believes that if a woman is physically and emotionally healthy, she is sufficiently able to take care of herself, her children, and her family. Through counselling and support we empower women to do just that.

The number of women who have sought emotional support from WRC through our drop-in center has increased significantly, with a total of 47 women in 2015 and 73 in 2016.

Primary concerns raised by clients in 2016 included:

- 49 cases of domestic violence
- 1 case of rape
- 11 cases of health challenges
- 12 cases of financial issues

WRC followed up with all clients at least twice to offer additional support. Eighty percent of women reported their issues were being successfully resolved, and 20% of women continued to receive on-going health and legal support from WRC or an NGO service partner.

In 2016, we maintained contact with referral services. There is an opportunity to expand and strengthen this network to ensure women receive holistic support.

## IN-CENTRE WORKSHOPS

In 2016, we delivered 8 workshops to a total of 91 participants. All workshops were monitored and evaluated to support participant learning, improve overall quality and to track outcomes against medium to long-term objectives. The monitoring and evaluation process is as follows:

**Pre & Post Indicators:** Pre-questionnaires are administered to participants followed by post-questionnaires; both questionnaires use the same indicators. Each questionnaire is workshop dependent and includes approximately 15-20 questions.

**Follow Up:** We follow up with each participant 2 months after the program. This is done by calling the participant and/or carrying out individual visits to their homes.

For certain workshops, it is necessary to visit the participants in person (e.g. regarding the financial literacy 'Riel Change', WRC staff visit the participants in their work-place to evaluate whether they are using the tools and strategies learned in the workshop). For other workshops, like WRC's Health, Parenting Talks, and Women's Rights, a follow-up call is sufficient in evaluating the impact on participants' individual and family lives.

**Refresher:** After 4 months, participants are welcomed back to the center for a full day. We provide a refresher course on all topics they had previously learned and use the same questions to test retention and understanding of materials.

**Alumni:** After 6 months, we invite our alumni to join an activity outside of the Center and to revisit the original questionnaire to gauge retention and application of materials, in addition to assessing the impact of the program on their daily lives.



## WOMEN'S HEALTH

The Women's Health workshops facilitated in-center received two groups with 24 women participants in total. Topics covered included: general hygiene & self-care for disease prevention, reproductive health, contraception and sexually transmitted infections (STIs), safe motherhood, family planning, and breast and cervical health. The workshop's goal is to normalize conversations about general health, the body and sex, and for women to improve their knowledge and overall health care practices.

Highlights of this workshop and its impact include:

- A significant increase in the number of women who have improved their health care practices. This includes 100% of women who are now engaging in appropriate hygiene practices during menstruation, and are passing their health care learning on to other family members.

- Eighty-two percent of women have initiated conversation with their husbands, mothers, sisters and daughters about family planning, safe sex and contraception. In addition, more women are visiting local health centers and are openly discussing and implementing consistent use of contraception methods.

- Ninety percent of women demonstrated an increased understanding about pre and post-natal care and the application of 'safe mother-hood' practices including plans for safe birthing, regular health checkup and increasing their nutritional intake.

From a young and new mother: Phalla was pregnant during the workshop and, like all participants, had limited access to reproductive health and family planning education. Before participating in our 7-session workshop, she was extremely nervous and uncomfortable about discussing the subject of contraception with her husband.

Following her learning with WRC, Phalla shared with us:

*"I am more aware of how important family planning is and what the options are for contraception in Cambodia. I now feel more comfortable to discuss this topic with my husband and he is also extremely supportive of my ideas." Phalla recently delivered a healthy baby boy who is now two and a half months old.*

## WOMEN'S RIGHTS & GENDER

The Women's Rights and Gender workshops were facilitated in-Centre, with 2 groups comprising of 15 women and 8 men in total. Topics included marriage and family law, domestic violence and its impact, gender roles and gender equality.

Highlights of this workshop and its impact include:

- Eighty-one percent of participants have improved family cohesion / dynamics after the workshop and increased their knowledge about gender equality.

- Ninety percent of participants have registered for civil status certificates (birth, marriage, family certificate).

- Eight-one percent of male-headed households assisted their wives with housework and helped look after the children.

- Sixty-eight percent of participants indicated that they feel comfortable to talk openly about domestic violence incidents to someone, have a safety plan, and are confident in seeking support from local authorities.

In the words of Chhing, a wife and mother of three children:

*"My husband believed housework was only my job. However when I shared what I had learned at WRC, I convinced him to contribute to the housework. He has changed a lot now. He not only helps me with the chores, but also engages my son to do the same as our daughters! I am so happy he is different."*

Chhing went on to say:

*"I have learned a lot from this workshop and it's been extremely important for me and my family to improve our financial situation." She hopes many other families have the opportunity to experience the gift that this workshop series provides.*



## RIEL CHANGE – FINANCIAL LITERACY

Financial education is an important and valuable tool in overall poverty reduction. The 'Riel Change' workshop assists entire households to better manage their finances and therefore improve their businesses, income, and livelihoods.

Two groups with a total of 18 women participated in the workshop. Topics include the tracking of income and expenses, budgeting skills, implementing a savings plan and the reduction or elimination of debt.

Highlights of this workshop and its impact include:

- All women understood the importance of financial management;
- All women are tracking their income and expenses regularly, using a budget and improving their spending habits to allow for savings;

- Fifty percent of women reported growth in business through implementing financial management systems, in addition to the increase of sales and therefore income.

- All women stated an overall improvement in family relationships related to finance.

## PHANNY'S SHORT-TERM GOALS AND LONG-TERM SUCCESS:

Phanny is a mother of two children, wife and small business owner. Phanny runs a small vegetable stall at her local market, selling vegetables she buys from a local farmer. Before attending our workshop, Phanny was unaware how much money she was earning – or losing – in her business, and how much she spent on her family and business expenses, as she combined her personal and business finances.

Phanny's vision of her short-term goals to achieve during and shortly after the workshop firmly stated the following:

- To save money to buy a bicycle for my son
- To negotiate with my husband about his alcohol use
- To grow my own vegetables to sell at my market stall

Following the workshop, Phanny is now managing her daily income and expenses and running separate personal and business budgets. Phanny said to us, "learning about saving, budgeting and how to track my income is really important for me as a small market seller." Phanny learned how to

increase the value of her product and is now growing her own vegetables to sell at her stall, which has increased her profit margins.

After the workshop we visited Phanny at her home to assess whether the 'Riel Change' workshop had an impact on her financial life. She excitedly announced to us, "I have achieved my goal because I have saved to buy a bicycle for my son, as I promised him." Phanny is happy and proud as her son can attend school on time.

Equally as exciting is that Phanny's husband is so impressed with her new knowledge and how much her business has improved, he has reduced his drinking and in Phanny words, "he respects me more".

Phanny's goals were both professional and personal, which many women's are, as family is as important to women in Cambodia (if not more) as business and profit margins. Our financial literacy workshop facilitates development in both areas, to support women in improving aspects of their lives that they deem important.



## PARENT TALKS

The Parent Talks workshops welcomed two groups of 26 participants with the aim of improving their knowledge and overall parenting skills. Topics covered becoming a parent, child development and child needs, roles of parents, importance of play and communication with children, child rights and protecting children from abuse.

· Ninety-five percent of parents talked to their children about staying safe from abuse and educated their children about private body parts and safe and unsafe touching.

Highlights of this workshop and its impact include:

- Ninety-nine percent of parents spend quality time with their children i.e. sharing meals with their children, and talking with their children about concerns or challenges.
- Eighty percent of parents discuss with one another about how to provide physical and emotional support to their children.
- All parents now use non-violent forms of child discipline, including calmly speaking to children if their children did something wrong and explaining why it was wrong. This replaces previous violent methods of child-rearing such as beating and shaking their children.
- Ninety percent of parents feel empowered to share the information that they learnt to friends and family.

One father shared:

*“I surprised myself that I have been able to change my attitude toward my son. I used to hit him but I know now that is harmful to him and now I know how to control my anger.”*

*“I feel this workshop was a huge benefit to me and my family, even though a lot of people told me it’s a waste of time to attend a parenting class. Their judgment almost impacted me to change my mind. I’ve now attended all 6 sessions. I know I have made the right choice. I will send my wife to participate in the next group, so we can both be good parents for our children.”*

*“I am so happy my children will live a different life than I did in my own childhood”.*

## SCHOOL OUTREACH

School Outreach aims to develop awareness of gender equality and encourage more positive gender responses from youth. Working in partnership with Wat Chork and Samdachdekchou Hun Sen Krous Secondary Schools WRC delivered gender rights training to 77 students (44 girls) in Year 8. Topics in the workshop included; alcohol awareness and peer pressure, domestic violence awareness, and gender roles, and equality.

Highlights of this workshop and its impact include:

- Ninety-eight percent of students clearly understood the impact of alcohol, drugs, domestic violence, and prescribed gender roles.
- Eighty-six percent of students now know where to find support services if they see or experience drugs or alcohol, and domestic violence-related situations.
- Seventy-eight percent of students are confident to in sharing the impacts of drugs, alcohol use and domestic violence with friends and family.

Some feedback from our students:

*“I am happy to learn the lessons from this workshop. I now understand the impact of drugs and alcohol. I feel that it is useful and I can protect myself. I have shared the information I learnt to my friends, family and neighbors so now they know the impact of the drugs and alcohol too.”*

*“I want WRC to continue to providing this workshop to other schools so other students learn this knowledge and information so they can protect themselves and their families from drugs and alcohol.”*

*“I am glad to have learnt lessons from this workshop. It made me fully understand the effects of domestic violence, gender equality and gender equity. I think it is really useful for my daily life.”*



## MULTIMEDIA WORKSHOP — PILOT

This year, WRC piloted a multimedia program with the goal of increasing technology skills and overall cyber safety for students already involved in WRC's school outreach workshops. A total of 12 students (9 females) at Wat Chork secondary school participated in a 7-session workshop aimed at developing their understanding of how to identify and protect themselves from online abuse.

## COMMUNITY OUTREACH

Community Outreach aims to expand the reach of WRC services and build local capacity to meet the needs of women. In 2016, WRC was endorsed by the Commune Leaders of Sangkat Svay Dangkeum Commune to work with women and men in three villages; Thmey Village, Svay Prey Village and Kok Krosang Village. WRC commenced the design phase including: conducting a community-based needs assessment, gender analysis, community consultations, and developing a logical framework. WRC's community outreach targets 765 people (459 women) including Commune Committee for Women and Children (CCWC) members and will be delivered over a four-year period.

Community Outreach provides further opportunity to promote WRC's counselling and referral services for women, particularly to victims of domestic violence.



## ADVOCACY VIDEO

WRC produced a new advocacy video for the purpose of promoting our services and encouraging local women to share their stories and break the culture of silence. The video takes viewers on the journey of our previous clients and how WRC has empowered them to overcome personal challenges. We also plan to present this video during outreach trips to villages, as well as to women who attend our in-center programs.



## INTERNATIONAL WOMEN'S DAY

On March 8 - International Women's Day, people around the world gathered together to celebrate women and promote gender equality in a myriad of ways.

Here in Siem Reap, we held a high-energy community event at King's Road Angkor, with a concert performance, inspirational presentations from keynote speakers and engaging and fun activities for children. We invited our partner organizations to join the event and set up market stalls to share information about their services. It was a wonderful way to showcase the many resources freely available to women in Siem Reap. We also distributed second-hand clothes to women and initiated conversations about gender equality and what that means in reality for Cambodia.

**A BIG thank you to our partners and sponsors, Angkor Hospital for Children, Sala Bai Hotel & Restaurant School, EGBOK, Green Gecko Project, CFSWF, Sunrise Cambodia KH, DiaKam, Blue Pumpkin Cambodia, First Step Cambodia, Life and Hope Association (LHA), Human and Hope Association, PUC-Siem Reap, Safe Haven Medical Outreach, Cambodian Health Committee-CHC-SRP, UN Women Asia and the Pacific, CWCC and Coca Cola Cambodia.**



## INTERNATIONAL ELIMINATION OF VIOLENCE AGAINST WOMEN – 16 DAY CAMPAIGN

Each year, the United Nations calls for 16-days of activism to end violence against women and girls worldwide. It starts on the International Day for the Elimination of Violence Against Women on 25 November and ends on Human Rights Day on 10 December.

For the second year running, the WRC team implemented a local 16-day advocacy campaign, with the aim of raising awareness about violence, creating conversations and encouraging the local community to be a part of the solution. WRC did this through the following advocacy activities over the span of 16 days:

- Opening and closing ceremonies attended by over 100 people on each occasion, including representatives from the Commune leadership team, NGO's, universities, schools and village community members;
- Motorcycle, tuk tuk and bicycle tours of Siem Reap - between 30-70 local people joined and dressed in the official orange t-shirts to spread the message that 'Violence Against Women is Never OK';
- University and school presentations at 6 different locations with the active engagement of 575 students, who were encouraged to initiate action for gender equality in their personal lives;

- Raising awareness of gender equality through conversations with participants at the Angkor Half-Marathon.

We achieved our overall goal of raising awareness about gender equality through an increase in local outreach participation during the campaign activities (compared to 2015). This was aided by the dedication, energy and direct involvement of Pannasastra University students in the bicycle and motorbike tours. Next year, we would like to expand student participation and collaborate with other tertiary institutions to encourage further engagement. We also spread the campaign's message on social media, reaching both local and international audiences. The posts reached 11,926 people with a total of 925 likes and 196 shares.

This year, greater awareness of the campaign was also achieved through the printing and distribution of 750 t-shirts and caps (250 from the UN), this is compared to the 100 t-shirts and caps (from the UN) distributed in 2015. Each participant wore a cap and t-shirt during the opening and closing events, in addition to the various tours of Siem Reap, displaying a clear message to 'end violence against women' in the Khmer language.



## CONSULTING PROGRAM

With the aim of expanding our outreach and long-term financial sustainability, WRC has offered fee-for-service consulting services to local businesses, schools and non-government organizations across the Siem Reap region since 2015. Through these partnerships WRC reached a further 827 people (515 women) increasing gender knowledge and practices and become ambassadors and advocate for change in their workplace.

In the past year, we collaborated with several organisations to offer 42 short and long-term workshops. These have included Peace Corps, Jay Pritzker Academy (JPA), Ponheary Ly Foundation, Safe Haven, Child's Dream, Free to Shine, Green Gecko Project and Diakam.



## WRC 5TH ANNIVERSARY FUNDRAISER AUCTION AT IL FORNO RESTAURANT

In January, we celebrated our 5th anniversary; with an incredible auction fundraiser event. A total of 50 attendees were offered a 4-course meal with matching wine for \$50. During a live auction, guests were able to bid on many prizes from loyal partners across Southeast Asia, including luxury accommodation and wine packages. Due to each individual and business' involvement we successfully raised \$8,000 for our outreach program!

## NEW STAFF

In addition to changes in existing staff, we have created three new positions for our team in 2016, bringing our total team members to 13 experienced and professional women.

In April, we said farewell to our Women's Rights and Gender Facilitator, Riny Chea, and welcomed Soknang Lev to this role. Soknang is from Siem Reap province and previously worked for Plan International, Cambodian Women's Crisis Center, and SBK.

In Soknang's words:

*"I am excited to work at WRC in the position of Women's Rights and Gender Facilitator. My role is to provide informal training on women's rights, gender equality, family law and safe migration to women, men, girls and boys. I am happy to share my knowledge and skills to help women and girls to gain their rights and full potential to enable decision making for themselves, their family and the community."*

The exponential growth of WRC through the development of our programs have made managing increasing and competing workloads challenging for staff, especially for our previous Managing Director, Pisey Khim. In addition, securing funds for the continuation and expansion of our programs has been solely reliant on volunteers and interns. It is for these reasons the following new positions were created and filled in the final months of 2016:

### Executive Director

To share the increasing management tasks and provide general strategic oversight for WRC, we were thrilled to welcome Vanthat Kong into the role of Executive Director in August 2016. Vanthat was a valued member of the WRC Board of Directors since WRC's inception in 2009, with a wealth of management experience including roles as

Deputy Director at Sangkheum Center for Children and Sponsorship Officer for Plan International Cambodia.

### Donor Relations Manager

A priority focus for WRC in 2016 was to develop WRC's Strategic Plan and, in conjunction, a long-term financial sustainability strategy. It was for this purpose that the full-time role of Donor Relations Manager was created, and we welcomed Sally Sutton to the team in November. Originating from Australia, Sally has been living in Cambodia for close to three years and brings extensive skills and experience in communications, community development and fundraising to the WRC team. Her experience includes local roles such as Communications & Marketing with Possibilities World and Organisational Development for an NGO school.

### Communications and Marketing Officer

In October, WRC established a working partnership with Women's Alliance for Knowledge Exchange (WAKE), to provide WRC with support in the utilisation of technology and communications strategies. This allowed us to connect more effectively with our local community, in addition to our international donors and supporters.

In November, we were excited to welcome Sopha Lem, a young Khmer woman who brings fresh energy and enthusiasm to the team. She has relevant communications and marketing skills which she developed through her previous role as Marketing Officer for the NGO, - Yes Center. In the coming months, Sopha will continue expanding her skills by working in collaboration with the WAKE team for online training and coaching. Topics will include social media, storytelling, blog writing and use of graphic design applications as promotional tools.

## STAFF TRAINING

Capacity building of WRC staff is central to WRC's development and to increasing the quality of WRC's programs. Throughout 2016, staff participated in 356 hours of training:

- **Monitoring and Evaluation with Training Consultant, Ms Navy Chann:** Ms Chann shared with the team specific strategies to improve the quality of on-going project monitoring and evaluation.

- **Financial Policy Development with PCG & Partners Co Ltd:** A financial policy enables WRC to best manage accounting processes, ensures all staff understands how to manage project funds, and most importantly, demonstrates accountability and transparency throughout WRC.

- **Social Work with First Step Cambodia:** In March, our Social Worker Senara Tan completed a one-year 'Practical Social Work' course with First Step Cambodia, building upon her existing counselling skills.

- **Child Protection with Angkor Hospital for Children:** Child protection is an important of policy for WRC. This training provided a deeper understanding of this importance for all staff and how to effectively implement this policy in practice.

- **First Aid:** Staff were equipped with basic first aid training, including life-saving techniques and how to keep themselves safe first, before assisting others.

- **Facilitation skills 'Train the Trainer' with Possibilities World:** 'From design to delivery', staff learned effective and creative workshop leadership strategies.

- **Alcohol Awareness with First Step Cambodia:** Staff participated in a 4-day training program to further develop their knowledge and understanding about drug and alcohol use.

- **Gender Mainstreaming with Gender and Development Cambodia:** 3 WRC staff attended a 2-day training encompassing a globally accepted strategy for promoting gender equality and gender mainstreaming during any planned action for development.

- **Breast Cancer & Cervical Cancer Presentation with Soroptimist International Phnom Penh (SIPP):** Existing knowledge of staff was further developed for the purpose of sharing with a community group of women and girls.

- **Creative Art Facilitation Techniques with Parable Cambodia:** Staff learned creative strategies to actively engage participants through new workshop facilitation skills.

- **Productivity Ninja:** Time Management with Possibilities World: Staff learned unique strategies and tools for best productivity practices to use throughout their working day.

# CHALLENGES AND LESSONS LEARNED

## 1) Challenge: New Monitoring and Evaluation (M&E) implementation

Earlier this year a major funder, Diakonia, provided staff with M&E training to support the implementation of a new process to monitor and report on each workshop and consulting session more thoroughly. Our aim is to be able to identify the long-term impact of our programs for our clients and to achieve our program and organizational goals. Although our staff understand the importance of this, it has proven to be quite challenging to implement this new way of working into our daily routine.

**Lesson Learned:** In order to ensure smooth application of the new tool, WRC requires ongoing coaching and support from the M&E consultant.

## 2) Challenge: Workshop participant retention

There exist on-going challenges in encouraging and supporting all participants to attend our workshops in their entirety. Some participants dropped out due to personal reasons, such as relocation, family commitments and changes to working hours. Although we realize it is out of our control if people move out of the region or if their working hours change, we must nevertheless work on flexible strategies to maintain participant's focus and commitment to the workshops.

**Lesson Learned:** WRC needs to recognise that workshops of 7 or 8 week duration is a big commitment for some participants. We will endeavour to emphasise to participants at the end of each session the importance of attending all sessions.

## 3) Challenge: New Financial System use

To uphold WRC's transparency and accountability, we have developed a financial system with the aid of a consultant. There were some challenges in the implementation of this new system.

**Lesson Learned:** WRC set up a Management Team responsible for the new financial system, and included the Board of Directors in key decision-making. To ensure the board understands all processes, the WRC board members will be invited to attend a refresher workshop on financial policy to support system implementation.

## 4) Challenge: Managing Director holds multiple roles

It has been challenging for WRC's Managing Director, Pisey Khim, to delegate responsibilities because of the current staffing situation. Pisey currently organizes the consulting workshops, manages all programs, facilitates the parenting workshop in-center, and manages communication with donors. She also steps in as a social worker when our social worker is supporting another client or is on a mission.

**Lesson Learned:** To manage Pisey's workload and multiple tasks, WRC hired an Executive Director in the month of August and Pisey transitioned to Program Manager.

## 5) Challenge: Secure funding for WRC and Donor funding arriving late

Funding is a major issue for WRC as we rely on donors to maintain our operations. Partner funds are essential to ensure all activities run effectively and within the set timeframe.

**Lesson Learned:** WRC will develop a 4-year Strategic Plan to submit to donors. WRC is also developing a fundraising plan to better-forecast funding needs.

## 6) Challenge: Donor Relations Manager position opening

Our long term Donor Relations and Fundraising Support Officer volunteer left WRC earlier than expected due to personal reasons. With little time to plan for this situation, we were suddenly left without a staff member to submit grant applications and undertake fundraising.

**Lesson Learned:** WRC's Board of Directors and Executive Director has decided to hire Sally Douglas on a part-time basis in the interim.

## 7) Challenge: Village workshop implementation

WRC planned to provide workshops in 3 villages in 2016, with a pilot workshop scheduled for February 2016. However, in light of the new M&E framework, WRC struggled to fully analyze the baseline survey to determine unique needs.

**Lesson Learned:** WRC staff members require further specialized support from the M&E consultant to analyse the baseline survey in order to ensure the workshop topics meet the specific needs of each village over a 4-year period.

## NEW AND EXCITING IN 2017

As we look to 2017, WRC is driven by a vision for a fair and safe society in Cambodia with equal rights for all, where women are respected, feel safe, and are able to fully contribute in every part of society. WRC remains firmly committed to its mission of empowering women and girls with information and knowledge so they can make informed decisions about their lives.

WRC aims to:

- Increase the number of local women who access the center by promoting WRC's services more widely through our networks, social media, and local events and campaigns.
- Strengthen the referral network with local service providers to continue to provide quality and holistic support to women.
- Improve database management to track clients' progress over a longer period of time.
- Develop and produce an information booklet on domestic violence and women's health targeted at women and girls
- Expand the in-center workshop series by introducing an advanced level workshop on women's rights and leadership, which will enable women to advance their standings in their communities and further advocate for their rights.
- Expand WRC's outreach workshop programs over a four-year period to villages identified in our 2016 research as most in need. This will be done by building the capacity of Commune Committee for Women and

Children (CCWC) members and local women and men in their understanding of root causes of GBV, in addition to providing training on approaches for the protection and prevention of violence, and helping create local awareness raising activities.

- Expand our public engagement to increase knowledge of gender issues through our advocacy campaigns and events.
- Implement program monitoring and evaluation of in-center and outreach activities in order to track and report on outcomes and results over a longer time period.
- Move towards greater financial sustainability of our programs by engaging with existing donors, attracting new donors and building on our successes in consulting.
- Conduct our own research into contemporary issues surrounding domestic violence, pornography, harassment, and teen sex in the Siem Reap community, resources permitting.
- Continue to seek grant funding and attract skilled volunteers.

## FINANCES

### INCOME \$ USD : JANUARY - DECEMBER 2016

DONORS	
DIAKONIA	\$23,650.57
HEINRICH BOLL STIFTUNG (HBF)	\$10,000.00
FUND FOR WOMEN IN ASIA	\$5,000.00
	<b>SUB TOTAL - \$38,650.57</b>
GENERAL INCOME	
WAKE: WOMEN'S ALLIANCE FOR KNOWLEDGE EXCHANGE	\$750.00
GIVE NOW/GREEN GECKO	\$2,210.00
PERSONAL AND IN-KIND DONATION	\$2,541.00
GLOBAL GIVING	\$8,856.14
LOCAL FUNDRAISING	\$10,700.42
INTERNATIONAL FUNDRAISING	\$610.00
CONSULTING WORKSHOP	\$8,932.50
OTHER	\$8,955.40
	<b>SUB TOTAL - \$43,555.46</b>
	<b>GRAND TOTAL \$82,206.03</b>

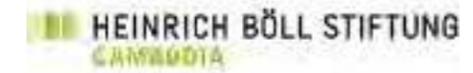
### EXPENDITURE \$ USD : JANUARY - DECEMBER 2016

HUMAN RESOURCES	\$58,093.49
PROGRAM/PROJECT COSTS	\$14,594.76
ADMINISTRATION COSTS	\$10,490.58
OTHER	\$206.95
	<b>GRAND TOTAL \$83,385.78</b>
	<b>NET INCOME \$-1,179.75</b>

## THANK YOU TO OUR COMMITTED SUPPORTERS

We are extremely thankful to all our friends and supporters for your generous donations or in-kind support over the years. Your investment to empower Cambodian women and girls is making a huge difference in their daily lives. Thank you. We couldn't do it without you!

We wish to thank the following major donors for collaborating with WRC in helping make change a reality and continued collaboration and financial support:



# WOMEN'S RESOURCE CENTER

*Women helping women*

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