



YEARLY REPORT 2015



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ABOUT WOMEN'S RESOURCE CENTER

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, we are a drop-in center, where local women can safely ask questions regarding any aspect of their life and/or their children's lives. Our trained staff use support services techniques and counseling skills to assist these women to best approach their unique situation.

Through our free in-center education workshops on topics such as women's health, women's rights and gender, positive parenting, multimedia and financial literacy, we're able to help women gain the skills and confidence they need to change their lives for the better.

We also engage community action to help prevent gender-based violence and discrimination. Working with local secondary schools and commune chiefs, we provide basic education to students and villagers on topics such as alcohol awareness and peer pressure, domestic violence awareness, gender roles and gender equality, and safe migration.

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 well-informed decisions about their lives.

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 able to make decisions about their lives.

Objectives:

- To empower women and their families to break the culture of silence and to access their rights through the provision of free emotional support, information, advocacy and referrals.
- To provide vulnerable women with informal educational workshops on topics identified as vital within the community, including economic empowerment, gender equality, personal safety and positive parenting; to enable women to develop knowledge to make well-informed decisions in their lives.
- To engage community action among proactive civil society members and to encourage them to participate in leadership training with the long-term goal of facilitating and developing WRC Advocates.
- To develop collaboration and partnership between NGOs, service providers and authorities for beneficiaries and clients to receive required holistic support.

សមាជិកក្រុម MEET THE TEAM



យឹម ពិសី / នាយិកាប្រតិបត្តិ
PISEY KHIM / Managing Director



អុន គឹមសាន / អ្នកសម្របសម្រួលកម្មវិធី
KIMSAN OUN / Programs Coordinator



ស្វាយ ស្រីនី / ផ្នែករដ្ឋបាល និង ហិរញ្ញវត្ថុ
SREYNY SVAY / Finance & Admin Officer



ជា រីនី / អ្នកសម្របសម្រួលសិទ្ធិស្ត្រី និង យេនឌ័រ
RINY CHEA / Women's Rights & Gender Facilitator



ទី សារ៉ុន / អ្នកសម្របសម្រួលផ្នែកសុខភាព
SAVUN TY / Health Facilitator



សេម ស្រីណែត / អ្នកសម្របសម្រួល
សុខភាពសហគមន៍
SREINAT SAM / Health Outreach Facilitator



អាន សារួត / អ្នកសម្របសម្រួលប្រព័ន្ធ
ផ្សព្វផ្សាយចម្រុះ
SAROUT AN / Multimedia Facilitator



តាន់ សេណារ៉ា / បុគ្គលិកសង្គមកិច្ច
SENARA TAN / Social Worker



ផ្លុង អុច / បើកបរម៉ូតូកង់ប៊ី
OCH PHLONG / Tuk Tuk Driver



រៀម លី / ផ្នែកអនាម័យ
LY REIM / Cleaner

MAJOR SUCCESSES IN 2015

Drop-in Center:

Counseling is important because of the current culture of silence for women in Cambodia. Women need support in many areas to overcome the challenges they face. WRC believes that if a woman is healthy, she is then able to take care of herself, as well as her children and family.

In 2015, we provided emotional support and referrals to 47 women in the Siem Reap community. The primary concerns raised included:

- 35 cases of domestic violence
- 3 cases of rape
- 9 cases of health issues

18 of these clients returned for additional support from WRC.

- 74% of clients said their needs had been satisfied
- 26% of clients are receiving ongoing health and legal support



Women's Health Workshop:

The Women's Health workshops run in-center received four groups of 39 participants.

Topics for the workshop included: reproductive health, sexually transmitted infection (STIs), safe motherhood and safe abortion.

Pre- and post-workshop testing showed that the women participants learned to better understand their health. This includes how to be happy in the family; not to be afraid of diseases, how to be healthy; how to save money by staying healthy; how to have enough time for work; and how to prevent diseases. Participants also learned how to clean their genitals with clean water, about personal hygiene and improved sanitation during menstruation.

Follow up sessions with participants indicated that participants are talking to their partners about family planning, STIs, safe sex and having a break from childbearing for three to five years.

Participants are also sharing their knowledge with their mother, sister, daughter, relative, friend and village. The knowledge they are sharing particularly relates to danger signs during pregnancy; how to take care of babies; women's health, mental and physical changes during pregnancy; and how to save money during pregnancy.

CASE STORY:

Srey Meas attended group two of the Women's Health workshop. She was 15 years old and had a partner. She didn't know how to take care of her health. When she became pregnant, she never went to see a doctor and she didn't take iron supplements or have a tetanus shot.

After attending the WRC workshop, she understood more about her health. After the third workshop session, she went to see a doctor, began taking iron supplements for her pregnancy and had a tetanus shot. She now goes to see the doctor regularly. She is confident to talk with her husband about family planning and danger signs during pregnancy.

Her son is now two-months old. After the birth of her first child, her and her husband decided to have a break from childbearing until Srey Meas turns 25 years old. This indicates family planning.



Women's Rights and Gender Workshop:

The Women's Rights and Gender workshops run in-center received four groups of 35 women and 7 men. Topics for the workshop included: marriage and family law, domestic violence awareness and gender equality and equity.

Pre- and post-testing indicated that participants learned about domestic violence and gender. Overall, feedback showed that the participants felt the lessons were very important as they believe understanding domestic violence and gender is beneficial for them.

Participants learned about equal rights for men and women; domestic violence and how to help victims of domestic abuse; how to tell when a women is suffering from domestic violence; and who can help and who should you tell.

One male participants recognized he never helped his sister with the housework, because he thought it was "girls work". He said:

"I thought housework was for girls and I would always quarrel with my sister. I would blame her if the work wasn't done. Now I understand that this work is not just for women and that I have to participate as well, and not quarrel with my sister. I also know about domestic violence and what to do to help someone. I want to take all that I have learned about and share this information with my neighbors, friends and even my parents as well."



'Riel Change' Financial Literacy Workshop:

The 'Riel Change' Financial Literacy workshops run in-center received four groups of 12 women.



The following are indications of achieved outcomes identified during follow up sessions with participants:

OUTCOME 1: Improved personal and family financial management

Group one: 3 out of 5 women had savings in envelopes. 3 out of 5 women had less debt. All women understood and tracked their daily income, expenses and budgeting.

Group two: all five participants achieved their goal of saving using envelopes. They also increased personal savings, budgeted, and tracked their income and expenses, resulting in an increase of daily and monthly incomes.

OUTCOME 2: Business growth

Group two: 3 of out 5 women increased their daily and monthly business income.

OUTCOME 3: Improved relationships regarding finances

Group two: all five participants reported that their family members were involved in tracking and budgeting for their income and expenses. 3 out of 5 participants discussed financial decisions as a family.

OUTCOME 4: Increased confidence

Group one: 2 out of 5 participants approached a bank to ask for information about banking.

Group two: 3 out of 5 participants approached a bank to ask for information about banking.

Parent Talks Workshop:

The Parent Talks workshops run in-center received 9 parents participants. Topics for the workshop included: child-raising and positive discipline.

Child abuse mostly takes place at home, so this workshop on parenting is aimed at reducing the cycle of violence that leads children to transfer violence to the next generation. WRC provides more positive representations of parents, such as being a positive parent; understanding child development and children's needs; building communication with children; children's rights; and knowing how to protect children from any form of abuse. If children feel safe and secure, they will gain more confidence to reach out and fulfil their dreams.

"I have changed my way of speaking to my children when they don't listen to me. Before, I used to hit them with a stick, but after learning from WRC's workshop, I understand that using violence is not the solution." – participant.



Multimedia Workshop:

WRC ran the 'Through Our Lens' workshop in partnership with PhotoForward in 2014 and 2015. Our lesson learned, however, is that, although, the participants become more confident in telling stories through the medium of photography, they need more information about how to protect themselves online – as online abuse is an abuse against women's rights.

In 2016, the 'Through Our Lens' workshop will become the Multimedia workshop which will further benefit the woman participants as it will cover photography as well as cyber safety.

Outreach (School) Workshops:

Overall, 117 students (53 girls and 64 boys) that attended WRC's Outreach (School) workshops throughout the year. Topics for the workshops included: alcohol awareness and peer pressure, domestic violence awareness and gender roles, equality and equity.

"I feel that alcohol is the main concern in the community which leads to domestic violence and accidents. I shared the information I learned in the workshop about the impact of using alcohol on the mind, body and losing control of your responsibilities." – participant, Alcohol and Peer Pressure Awareness workshop.

"I truly understand that woman have the same rights as men after the workshop session. I have changed and am now helping more in the house and my parents." – boy participant, Gender Roles, Equality and Equity workshop.



Consulting program:

WRC are continuing to build their consulting program, with the goal of being self-sustainable in the future. In 2015, WRC ran paid consulting workshops for local Siem Reap businesses and NGOs.

We also designed a consulting brochure and a new section on the WRC website to be able to easily share information to clients about our consulting program, including topics and need assessments, etc.



International Women's Day - 8 March 2015

International Women's Day (IWD) was a day to celebrate women and to promote gender equality. WRC held a local event at the River Garden in the center of town, generously provided by Raffles Grand Hotel d'Angkor, Siem Reap. Appropriately 120 people attended.

In partnership with *PhotoForward*, we displayed the achievements of the 'Through Our Lens' workshop participants. During the six sessions of the workshop, the woman participants documented the life experiences and needs of other local Siem Reap women. They took photographs, captured oral histories and personal stories, and conducted research using the Map Your World platform – all of which were displayed at WRC's IWD event.

The celebration also included performances by girls from Sangkheum Center for Children and Bokator from Green Gecko Project, as well as role plays by Licadho. Other NGOs that supported our event included: Cambodian Health Committee CHC-SRP, The YES Center, First Step Cambodia, Sala Baï Hotel & Restaurant School, EGBOK Mission, Licadho, Legal Aid of Cambodia, Cambodian Food and Service Workers' Federation, Journeys Within Our Community (JWOC), CWCC and SAFFA.



New WRC tuk tuk

Using money fundraised via GlobalGiving and New Leaf Book Cafe, WRC purchased a tuk tuk for the center. The tuk tuk is used to transfer participants to and from our workshops and counseling services. The tuk tuk also supporta us with our outreach activities, such as following up with women in the villages, conducting surveys, or transporting supplies for workshops in schools.

We hired a women driver and daytime security guard and have painted the tuk tuk the WRC green.



Asian Women's Empowerment conference

Pisey was invited to Jogyajarta, Indonesia to speak at the 2015 Asian Women's Empowerment conference. She spoke about overcoming obstacles in her own life as a Khmer women, and also how WRC is working hard to empower all women to overcome their challenges.

The conference proved to be a great occassion to network and promote WRC. It also was a chance for Pisey to become empowered in her role as a representative of WRC.



16 Days for the Elimination of Violence Against Women - 25 September to 10 December 2015

From the International Day for the Elimination of Violence Against Women on 25 September until the International Day of Human Rights on 10 December (#16days), WRC ran a photography exhibition in the center of town which included online voting for the most impacting image.

WRC also held public activities throughout the advocacy awareness campaign, including:

- free workshops on domestic violence
- a tuk tuk parade with Independent Democracy of Informal Economy Association (IDEA)
- a bicycle ride to end violence against women
- visits to local universities and schools to talk about domestic violence
- a workshop on domestic violence for trainee teachers in partnership with Teachers Across Borders
- closing event with local authorities

WRC partnered with various NGOs and local businesses to ensure a conversation about violence against women was started in the community. There were 18 entries into the competition and roughly 400 people voted online, while around 100 people voted in person.

WRC gave out orange 'end violence against women' stickers and caps, which were very popular. You can still see people with stickers on their bicycles and motorcycles around town.

WRC's Facebook fan page increased by 168 likes and the WRC website was viewed 4,308 times during the campaign period (including the six weeks before the #16days, i.e. during the application period for entries into the photography competition).

WRC was particularly successful in establishing a relationship with Paññāsāstra University's Gender Studies class. As a result, WRC plans on continuing their visits to universities with the aim of sharing information, recruiting volunteers for advocacy campaigns and recruiting potential interns for WRC's programs.

Open day, October 2015

WRC held an Open Day at their new center in October. Appropriately 30 representatives from local NGOs and businesses attended. The event proved to be a great opportunity to discover who WRC is, what they do and how the different organizations could better work together.

It was also beneficial for people to visit the new center and have firsthand knowledge of its location. Many people enjoyed the opportunity to network, particularly with other women. WRC will run more open days at the center in 2016.

Referral program

Networking is one of the primary goals for WRC, because we want to ensure that our clients receive the services they need as well as support well into the future. Our referral program helps clients to receive holistic support, including where they can go to ask for support and who and how to contact.

However, WRC still faces some challenges with developing this program. This is partly because there are not enough available services for women in Siem Reap.

In 2016, our strategy will be to maintain contact with current, useful services that we have been working with a lot, such as Angkor Hospital for Children, LICADHO, LAC, IDEA, Marie Stopes International, New Hope Foundation, New Hope Cambodia, CWCC, Save Haven, etc. We will also endeavor to continue building up our contacts and database, so that it is easy for us to make referrals for our clients.

New marketing material

WRC produced new marketing material in 2015, including a donations brochure, consulting brochure and outreach program brochure; all in English and Khmer. The team also produced an infographic, Khmer information flyer for WRC's counseling services, tuk tuk advertisements and business cards for the team.

New website

Working with local developers, WRC has produced a new website in both English and Khmer. These two parts of the website are subtly different in order to cater to the audience's specific needs. For example, the English site has a donor-focus, while the Khmer site has a resource-focus. The team are now writing blog stories and sharing their news and events on the website.

New video

In 2015, WRC produced a new video celebrating WRC's 5th anniversary. The 5-minute video follows the journey of three past participants/clients and how WRC has helped them to overcome the challenges they faced. The video currently has 276 views on YouTube and has been very popular on WRC's Facebook fan page.

Visits to WRC

WRC hosted several groups of national and international visitors to the center in 2015. These groups come to learn about WRC, including about the work WRC conducts and why. These visitors help to spread the word about women's rights and gender equality in Cambodia and about WRC's services.

Systems and processes

WRC has implemented a new database system to track clients as well as pre- and post-tests for workshop participants. Each program staff has now incorporated this data entry activity into their program cycles, helping to better monitoring and evaluate the programs and create effective reports.

WRC also held several Business Process Mapping sessions, whereby the team mapped the program and financial processes. This visualization of processing is helping the team to better understand the overall cycle of their programs, ensuring they don't miss a step.

The team is also in the process of implementing Salesforce to track donations and donor related activities.

Training sessions

Throughout the year, WRC staff received training to further develop their roles and skills. This training included:

- 6 months Social Work training with First Step (for Senara, WRC's Social Worker)
- Community Organizing training (for programs team)
- Excellent Management and Positive Team Dynamics with Possibilities World
- Financial Literacy for Trainers training (for relevant facilitators)
- Introduction to Monitoring and Evaluation with Agile Development Group (for programs team)
- Support Officer training with AVID volunteer (topics included filing, Google for Business, What is professionalism (written, verbal, body language), How to write a blog post, How to create meeting agendas and meeting minutes, networking, the importance of time management, how to maintain contacts, how to create a professional PowerPoint, etc.)

CHALLENGES AND LESSONS LEARNED

1. Challenge: Managing Director playing multiple roles

It has been challenging for WRC Managing Director to delegate responsibilities. Throughout the beginning of the year, Pisey performed the duties of the accountant. She also was stepping in as social worker when Senara was training with First Step in Phnom Penh.

Lessons Learned: Senara has finished her social work training and is now the primary social worker. WRC have also hired a finance and admin officer. Kimsan has also been promoted to the role of Programs Coordinator and is responsible for managing the program staff and overseeing the program. These changes should assist Pisey with her workload.

2. Challenge: Small team and individual staff have multiple roles

As we are a small team, most staff members have multiple roles and the staff find it difficult to juggle all their responsibilities.

Lessons Learned: In 2015, WRC hired a finance and admin officer and an extra health facilitator. WRC also now has a tuk tuk driver. The total number of staff is now 10 and the team are finding it easier to complete their workload thanks to the opportunity to share tasks. However, WRC would still like to hire more staff in the future to cover WRC's ever-expanding programs.

3. Challenge: No accountant from March - September 2015

As there was no accountant for half the year, the WRC Managing Director was responsible for all accountants tasks and management. It was very challenging for WRC to find someone to fill the position, particularly because candidates demanded high salaries.

Lessons Learned: In the end, WRC hired a finance and admin officer with a higher salary than anticipated, which will impact the budget in 2016. It was a hard decision to increase the salary, but it was important that someone fill the role.

4. Challenge: recruitment of workshop participants

Many of the programs throughout 2015 were delayed. This was the result of time taken to build and implement new guidelines for each program, which include clear objectives and are easy for the program staff to follow. As a result of the delays and timing, it was difficult to recruit participants for each workshop.

Lessons Learned: WRC will include a longer period for participant recruitment in their program cycles.

MOVING FORWARD...

In 2016, WRC have strategized to complete the following:

- Include longer recruitment periods in program cycles
- Implement the established, clear targets and direction
- Promote the fundamental workshops to women
- Provide additional support to women, such as childcare services, transportation and small gifts at the end of each workshops (i.e. sanitary pads for health workshop participants donated by Days for Girls)

FINANCES

INCOME: January - December 2015		
Donors		\$38,634.95
Diakonia	\$24,034.95	
Heinrich Boll Stiftung	\$12,600.00	
Fund for Women in Asia	\$2,000.00	
Other		\$6,356.81
SIMP	\$1,585.00	
Schmitz Foundation	\$219.74	
Rotary	\$3,519.91	
Asociacion Puentes con Camboya	\$1,032.16	
GlobalGiving	\$7,367.31	
Give Now/Green Gecko	\$2,177.56	
Personal Donation	\$1050.50	
Consulting Workshop	\$4,878.39	\$410
Local Fundraising	\$605.05	\$574.00
TOTAL		\$61,070.57

EXPENDITURE: January - December 2015	
Human Resources	\$40,110.41
Program/Project Costs	\$16,006.61
Center and Maintenance	\$10,860.72
Other	\$1,956.48
TOTAL	\$68,934.22
NET INCOME	\$7,863.65

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