

# Protecting Cambodian Youth Against the Risks of Migration



*Mith Samlanh staff member Keang Sokna uses illustrated materials showing the risks of life in Phnom Penh to newly arrived migrants in February 2006. Sokna is at center, wearing a solid blue T-shirt.*

## Overview

Children of poor rural families who migrate to Cambodia's capital of Phnom Penh often fall prey to trafficking and sexual or labor exploitation. Mith Samlanh identifies youth at risk of migration, educates youth and communities on preventing trafficking and provides shelter, education, healthcare and income-generating opportunities; this project will strengthen its programs in Phnom Penh and rural Kampong Cham province as the organization trains community members and others to recognize at-risk youth and refer them to support services. Hundreds of young women and girls will be protected, and poor families will benefit from increased income.

## Expected Life Change Results

An investment of \$38,818 expands Mith Samlanh's programs to protect migrant youth from exploitation, training additional partners in outreach and intervention and helping poor families start businesses. Expected Life Change:

- ▶ 400 young women and girls protected from risks of migration, trafficking and sexual or labor exploitation
- ▶ 181 people trained to address trafficking dangers to migrants, identify migrant youth for referral to services and effectively intervene to protect migrant youth
- ▶ 50 members of 10 families benefit from increased income as a result of home businesses
- ▶ 631 people impacted – some in multiple ways – at a cost per life changed of \$61.52

## What We Like About This Project

Kampong Cham province is a strategic region for trafficking prevention interventions that lies along a major trafficking route from Vietnam to Thailand. Mith Samlanh's methodology protects youth at risk of exploitation and educates rural communities on the risks of migration and the realities of life for unskilled, uneducated migrants in Phnom Penh. The organization couples this approach with protection efforts for youth who have already migrated to the city, providing opportunities to develop skills and return to families with viable options for income generation. Mith Samlanh can be a strategic partner for expanding anti-trafficking efforts in southeast Asia. The Phnom Penh-based Healthcare Center for Children is seeking funding through Geneva Global for a similar project in the neighboring district of Prey Veng. Supporting the work of these two organizations simultaneously can significantly strengthen anti-trafficking efforts in vulnerable southeast Cambodia.

## Project Profile

**Organization:**  
Mith Samlanh (Friends)

**Grant amount:**  
\$38,818

**Geneva Global ID:**  
1-U9WY-0906

**Project duration:**  
12 months

## Expected Performance

### DELTA SCORE

Measures relative grant effectiveness



### GRANT PROFILE

Reflects aggregate project risk

CONSERVATIVE ——— AGGRESSIVE

*Please refer to the FAQ at the end of this document for an explanation of the Delta Score and Grant Profile.*

## Project Location



## To Fund This Project

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## SECTOR PERSPECTIVE

### Youth at risk

Youth are among the most overlooked and neglected groups in philanthropy today. Yet they comprise 20% of the global population, and much higher percentages in less-developed countries. In rural and urban areas alike, millions of youth lack the guidance, education and opportunities they need for a successful transition into responsible adulthood.

Our grant management experience shows that the most effective programs for youth:

- Bolster the inherent potential and ingenuity of youth, giving them responsibility
- Enable the community to provide a safe environment for vulnerable youth
- Connect youth – especially orphans and street kids – into caring relationships with responsible adults
- Help them develop marketable skills
- Provide opportunities for employment and responsible involvement in the community

“There is a massive shortage of investment in youth even though they’re at a critical stage in their lives. Even the most disadvantaged youth are resourceful and resilient, rising above the challenges that they face – if they are simply given an opportunity to contribute to their families and communities.”

**Jane Wathome**  
Geneva Global  
Sector Manager

## Need — *The Problem and Effects*

Cambodia is one of the world’s least developed countries, ranking 130th of 177 nations on the 2005 U.N. Human Development Index. About half of its 13.8 million people are under age 20. Phnom Penh is developing fast, while the rest of the country remains left behind in poverty, according to the U.N. Development Program. Between 85% and 90% of Cambodians live in rural areas, and rural households account for almost 90% of the nation’s poor, according to a 2005 report by the Wellington, New Zealand based New Zealand International Aid and Development Agency. Poverty often drives migration to urban areas.

After the Khmer Rouge seized power in 1975, an estimated 1.7 million Cambodians were slaughtered over three years, while others were tortured and executed. “Because of the revolution, family ties were shattered,” says Lao Mong Hay, executive director of the Phnom Penh-based Khmer Institute for Democracy. “A generation grew up in an environment where people did anything to survive.”

Children tell stories of being sold into prostitution by family members or friends. “Prostitution and the poor treatment of women and children [are] thousands of years old, but this form of sex slavery has no precedent in history. . . . Occasionally Cambodian politicians are shamed into doing something about it. But international pressure is inconsistent,” according to an eyewitness report by Susan McClelland published by the Toronto, Canada-based Historica Foundation of Canada.

An increasing number of children live on urban streets after migrating from rural areas, according to research by Mith Samlanh and its founding agency and affiliate Friends-International, a Washington, D.C.-based organization with its regional office in Phnom Penh. In some cases, children are sent by parents to earn income for the family. Others leave home on their own in search of employment. Often, entire families migrate to find work, especially during the dry season. Most migrants leave home with no prearranged job or place to live. Migrants, particularly young females, are vulnerable to rape, physical and sexual abuse, exploitative working conditions and trafficking. Children have limited access to education.

In 2003, Cambodia’s Ministry of Planning reported that 64,445 people – 62% of them female – emigrated from Kampong Cham province in 2001. That number may be on the rise, at least as indicated by a June 2003 survey of 93 Kampong Cham youth by Mith Samlanh and Friends-International. A total of 27, or nearly 30%, said they planned to leave the province in the near future to find work. Nearly 1.1 million youth under 18 live in Kampong Cham.

### Local service alternatives

“The opportunities that [Mith Samlanh] programs offer to children who otherwise would not have access to medical services, education, training, and job placement do have a very important and tangible impact in the community. . . . Although many [nongovernmental organizations] work in anti-trafficking in Cambodia, the scale of the problem in Cambodia is serious,” says Atzimba Luna-Becerril, consultant for social development at the Washington, D.C.-based Inter-American Development Bank.

## Vision — *In Their Own Words*

“Mith Samlanh was established in response to the needs of street children . . . their families and their communities. . . . The ultimate aim of all [Mith Samlanh] projects is to support the children’s social reintegration . . . into their families or alternative care, the public school system, the workplace and their culture, in accordance with the [U.N.] Convention on the Rights of the Child. . . . To accomplish this, the organization is organized into 12 interlinked programs which address all issues affecting children on the streets and children at risk,” says Ly Sophat, program director.

**Local Perspective**

“The Kampong Cham-Phnom Penh road is one of the best in Cambodia. If you were a trafficker wanting access by vehicle to reasonably remote areas, this would be one of the quickest and most comfortable roads to take. . . . The main drivers of vulnerability to sex trafficking [are] poverty and lack of education. . . . Reduced poverty equals reduced susceptibility to sex trafficking. Improving health-related knowledge ties in with this, because when your health deteriorates so does your ability to earn an income, particularly if you are a subsistence farmer. . . . It is extremely important that vulnerable villagers are aware of the reality and nature of sex trafficking and are prepared for it. I liken this . . . to two rules that are taught to every Western child . . . ‘Don’t take candy from strangers’ and ‘Always look both ways before crossing the road.’ If you can instill a similar culture of awareness, customized to the problem of sex trafficking, in young Khmers in vulnerable areas, then a lot has been done to reduce the incidence of sex trafficking,” *says Hamish Weatherly, marketing manager, Anglicare Victoria. The West Melbourne, Australia-based organization is one of Australia’s largest providers of care and support for children, young people and families in crisis.*

**Strategy — *How to Meet the Need***

**Organization background**

Mith Samlanh’s founding organization and affiliate Friends-International was started in Cambodia in 1994, launching its first program for street children under the name Mith Samlanh. In 1999, Mith Samlanh registered as a Cambodian nongovernmental organization (NGO). Friends-International continued to provide support to Mith Samlanh from its regional office in Phnom Penh while initiating and supporting projects elsewhere in the region and beyond.

Mith Samlanh launched its Safe Migration program in 2003 to protect youth against the risks of migration and trafficking. The organization has signed agreements of cooperation with the Cambodia government’s interior, education and tourism ministries, as well Kampong Cham’s Department of Social Affairs, Veterans and Youth Rehabilitation. This project was designed in collaboration with Kampong Cham district’s Department of Social Affairs, Veterans and Youth Rehabilitation.

**Track record**

**At-risk youth in Phnom Penh:** Mith Samlanh’s outreach teams build relationships with youth in areas frequented by migrants as well as traffickers, such as bus and rail stations, a local park and areas occupied by squatters. Teams include doctors and social workers, who identify youths’ needs and find ways to help.

Team workers organize games and sports to attract youth. These are followed by activities promoting awareness of sexually transmitted diseases, drugs and safety on the streets and during migration, as well as informal education, general counseling and recreational activities. Counselors speak with youth individually if possible.

Mith Samlanh works with a network of local partners and contacts who have been trained to identify migrant youth and refer them to Mith Samlanh services. Youth are encouraged to visit drop-in centers to learn about educational and vocational training opportunities, as well as trafficking and other risks of migration. The organization particularly seeks to identify and help migrant girls, who are vulnerable to sex trafficking.

**Outreach in outlying areas:** Often, organizations working in Cambodia attempt to force people to change their ways in order to stop them from migrating. Mith Samlanh does not try to halt migration, but rather provides people with accurate information on life in the city, the challenges of migration and viable options, helping people make informed decisions. For people who still choose to migrate, the team provides support to help make the experience safer.

In Kampong Cham, the largest source of youth and families at risk of unsafe migration, local Mith Samlanh partners refer youth considering migration to Mith Samlanh’s team in Phnom Penh. This team of young migrants meets newcomers to the city, providing guidance and access to Mith Samlanh services.

Mith Samlanh works in five districts of Kampong Cham province. Targeted districts and communities were chosen in consultation with provincial and village social affairs officials. In addition, the organization coordinates efforts with government education officials to identify at-risk children.

In conjunction with the Department of Social Affairs, Mith Samlanh operates the Mondol Sabay Youth Center in Kampong Cham. The center provides information on avoiding the risks of migration and trafficking to youth, families and other community members. In addition, Mith Samlanh raises awareness to help protect people from physical, sexual, family and emotional abuse. The center also provides meals, shelter, medical care, counseling and educational services

## References

“I have seen field-level activities of the Safe Migration program on several occasions over the past few years, both in Phnom Penh and in Kampong Cham province. ... The staff of Mith Samlanh are very impressive as a team; very committed to the children they serve, and very determined to grow and learn as a local NGO. Ms. Kong Sathia ... is a very conscientious and committed project coordinator, determined to fulfill her responsibilities to the fullest. I have observed that she and her colleagues show a genuine concern for the situation of children who come under their care, and show great empathy and support to these young people. ... The staff of Mith Samlanh seems to be well-trained in their outreach and social work skills, and shows genuine care and consideration for their young client group. ... Mith Samlanh has a good tracking and case management system that follows a young person from their first point of contact with the organization to their referral for skills training at a local skills training center, or possibly a return home to a reconciled family. The sheer number of the young people who benefit from the support offered by the safe migration team are a testimony of the positive impact that Mith Samlanh has on the community of migrants. ... Mith Samlanh has helped to strengthen the ability of key leaders [and] individuals ... to identify [and] reach young people considering migration, and to provide them with information to help them make an informed choice about whether or not to leave their home in search of work opportunities. Additionally, Mith Samlanh’s work has helped to improve the attitudes and strengthen the abilities of local-level government officials to protect and support their vulnerable citizens. ... They are known ... for their strong outreach and service provision, for their growing commitment to partnership with the government sector ... and for their dynamic local leadership,” says *Ingrid Martonova of the Boston, Mass.-based World Education’s Phnomh Penh office. She directs the OPTIONS Program funded by the U.S. Labor Department and implemented by World Education to teach Cambodian children literacy and life skills. The program has partnered with Mith Samlanh affiliate Friends-International since 2004.*

**Income generation for families:** Mith Samlanh provides training in home-based businesses for migrant families, primarily in the squatter communities of Phnom Penh where migrants take up residence illegally. Migrant youth who have left their homes to work in the streets, and then become involved in Mith Samlanh educational or vocational services, are helped to return to their families. In addition to training in home businesses, families are also given information on safe migration practices to help prevent trafficking.

Mith Samlanh encourages family businesses to make products from materials available locally, and helps families look at what is available and come up with ideas. Many home businesses use recycled materials – for instance, colorful necklaces of paper beads made from magazine pages have been popular products.

Mith Samlanh staff members assess the availability of raw material, market demand for proposed products and the families’ potential production capability. Families in severe economic need with children at risk receive preference, and those who undergo training and begin production are paid an average of \$53 per month. Products are sold at the organization’s store in Phnom Penh and others, as well as directly, by special order and internationally.

Launched in 2001, this program has steadily increased sales and began operating at a profit in August 2005. Mith Samlanh staff track family income, and have observed improvements in families’ health and welfare. The income of the families is tracked through weekly individual records kept by the organization’s staff, as compared against an initial assessment given prior to the project’s start. Field evaluations have shown improvements in family health and welfare.

**Local partners in Phnom Penh and outlying areas:** Mith Samlanh has built a network of local partners, NGOs, local authorities, village leaders and others to help protect youth against trafficking. Mith Samlanh trains partners in trafficking awareness, identifying new migrants to the city and referring youth to Mith Samlanh services. The organization collects information about migration from local partners, and provides partners with printed information.

Informal training of local partners makes up a significant part of the team’s work. Mith Samlanh targets areas where migrants are likely to arrive, such as boat docks or bus stations. Staff members visit these areas daily and talk with taxi drivers, station managers, market vendors and others, educating them in trafficking and unsafe migration. People who express interest receive a brief training on Mith Samlanh services and use of the organization’s telephone hotline to refer migrant youth in danger of trafficking. Based on these referrals, the organization sends staff to accompany and protect migrant youth as they gain their bearings in the city.

As additional eyes and ears of the team, these local partners were the source of 60% of at-risk youth referred to Mith Samlanh in a recent three-month period. In addition to Phnom Penh and Kampong Cham, the organization has trained local partners in Kratie, Prey Veng, Battambang, Kandal and Kampong Speu.

Mith Samlanh also provides formal training to local government and NGO partners. The organization holds daylong workshops to increase awareness of trafficking, migration and smuggling, and to improve collaboration with Mith Samlanh interventions and services in trafficking prevention.

A more intense two-day workshop is designed to equip trainers among people in strategic government positions or in provinces where the organization is not working directly. These people train other NGOs and government officials on using Mith Samlanh educational materials for prevention and raising awareness of trafficking, HIV, AIDS and basic health-care. All participants are tested on the knowledge of the materials, and monitored while initially using the materials in training others in their communities or organizations. Partici-

## References

“Mith Samlanh’s difference is that it targets youth from young children up until 24, and uses a community-based holistic approach, collaborating with local authorities and partnering NGOs, to educate them on the harsh reality of unsafe migration and provide safe alternatives. In the city of Phnom Penh, they have outreach and protection interventions for youth who have just migrated to the city,” says *Atzimba Luna-Becerril, consultant for social development at the Washington, D.C.-based Inter-American Development Bank.*

“[Mith Samlanh] is a strong and reliable partner, providing good quality services to a group of beneficiaries that would otherwise not be served. In addition, [Mith Samlanh] has consistently tried, and in many cases succeeded, to work in partnership with the government of Cambodia, specifically the Ministry of Social Affairs. For us this is extremely important, as we see NGOs as key partners working with government, not in parallel to government. I can assure you that not all NGOs in Cambodia work in this way, and it is much appreciated,” says *Lesley Miller of the Child Protection Program at UNICEF’s Cambodia office in Phnom Penh.*

pants in Kampong Cham and Phnom Penh are visited weekly by Mith Samlanh staff to address concerns and developments, as well as to continue promoting anti-trafficking interventions in their work. Those in other provinces are followed up with through phone calls two to four times a month, and through visits every three to four months. The organization monitors and evaluates partners through observing their use of the educational materials in a training session, and updates partners on recent developments in each sector.

Working with young migrants, Mith Samlanh has developed a picture-based curriculum explaining basic principles of safe migration, HIV and AIDS, drug abuse, healthcare, hygiene and reproductive health. The materials are appropriate for young children and young adults. This curriculum is effective for illiterate people as well as those who speak any of multiple local languages.

**Young Women’s Information Center in Phnom Penh:** At its drop-in facility for at-risk women and girls on the streets, Mith Samlanh provides information and referrals to services by Mith Samlanh and other NGOs. Located near an area of Phnom Penh frequented by migrants and prostitutes, the center is a safe meeting space for girls or young women to eat nutritious meals, shower, sleep, get counseling and begin building relationships with Mith Samlanh staff. Staff assess each visitor to determine the extent of rehabilitation required, providing an individual case manager if necessary. Personal support is often needed because faced with a challenge, such as integrating into the center, street youth immediately feel an urge to run away.

Women are provided life-skills training and information on safe migration and alternatives to street life. They also are linked to healthcare services as needed.

The organization estimates that half of those who come to the women’s center end up living in the Mith Samlanh home during rehabilitation. Most of the rest return directly home to their families after receiving support at the center. Some youth return to the streets to live and work. There are currently 280 children staying at the temporary housing shelter in Phnom Penh.

The Young Women’s Information Center is strictly for females. Boys in need of similar services are referred to a separate drop-in center.

## Proposed Action — *What This Project Will Do*

Mith Samlanh’s efforts to protect migrant youth in Phnom Penh showed that nearly half of the youth migrated from Kampong Cham province. The organization began researching the causes of this migration, and because of its expertise was invited to work with Cambodia’s Department of Social Affairs to develop programs addressing needs in Kampong Cham. Three department employees are working with Mith Samlanh on this project, building the skills to take over these programs and provide a model for other locations.

This grant lets Mith Samlanh expand its Safe Migration program to Kampong Cham, including hiring two new staff members in the province. The program uses outreach to identify youth at risk of migration, educates youth and other community members on preventing trafficking and provides access to shelter, education and income-generating activities. Migrant youth are given help returning to their families.

Ten families will be trained in starting and operating home businesses, improving their financial security and helping reduce youth migration.

In addition to continuing to work with the Department of Social Affairs, Mith Samlanh will identify, train and work with new local partners. Local partners will gain skills to reduce trafficking dangers, learn to identify at-risk youth at risk for referral to services and improve understanding of effective interventions to help migrant youth.

## A Changed Life

“I am 13 years old. . . . I stopped school one year ago because my younger sister was very sick and we needed money to care for her. . . . My mother decided that I must come to Kampong Cham district to sell biscuits for a shop owner [to pay off debt she had from my sister’s medical costs]. . . . I walked and walked to sell all the biscuits because if I didn’t I would get into trouble. . . . One day I walked in front of the Mondol Sabay Youth Center and came in. The staff asked me about my life and I told them I would like to go back home and that I would like to study. The staff went to find my family and spoke with my mother and spoke with the local school and authorities. Now, I have gone back home and have gone to study at school . . . with materials that Mondol Sabay gave me. The staff has helped my mother to plan her business and how to pay her debt, and when I have free time I help my mother to sell food in front of our house. I am very happy because I can stay with my mother and go to school. Before I was very sad inside and now I feel stronger and have more freedom,” *says a child whose name is being withheld by Mith Samlanh.*

**Income generation for families:** Mith Samlanh will extend its program training families in home production of retail goods to include 10 families in Kampong Cham. Families will learn to produce items using locally available materials. The organization will conduct research to identify products with strong market potential. Community partners will help follow up with families. Increased family income will enable youth to return home and remain with their families.

**Local partners in Kampong Cham and other provinces:** Networking activities will reinforce collaboration among Mith Samlanh, other NGOs, civil authorities and community leaders in Kampong Cham and other provinces. New partners will be identified and trained in working effectively with children and using informational materials on migration risks. The organization will collect information about migration patterns from partners, and provide them with follow-up and further training.

In addition, Mith Samlanh will print and distribute educational material to partners, youth and their families. The organization will monitor and evaluate the effectiveness of information distribution.

**Referral services in Kampong Cham:** Mith Samlanh will develop a network of referral services such as vocational training and medical services, associated with the Mondol Sabay Youth Center.

**Services for at-risk youth in Phnom Penh:** This grant supports further training for staff and local partners in Phnom Penh, where Mith Samlanh provides information and support to young people on the streets, particularly migrant youth. The organization identifies and trains individual partners to refer youth in need of help. The organization distributes printed information on the risks of trafficking to partners and youth, monitors the effectiveness of this distribution and follows up with partners.

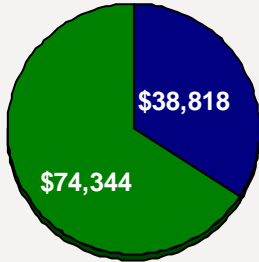
**Young Women’s Information Center in Phnom Penh:** This grant will let Mith Samlanh hire a cook and additional outreach workers so that it can serve more women and girls at the center, providing them with counseling, health education and information on avoiding trafficking and migration risks. Beneficiaries will also learn about safe alternatives to street life, gain access to healthcare and be linked to other Mith Samlanh rehabilitation services. The organization will continue to strengthen relations with partner NGOs and local authorities to offer further support.

**Technical assistance:** Tracy Sprott of Friends-International will provide technical assistance funded by this grant. Sprott has worked with Mith Samlanh to develop its Safe Migration program and will continue to support and build the team’s capacity in all aspects of implementation. She will also develop informal educational materials.

## Budget: \$113,162

Total budget for this project is \$113,162, of which this grant will cover \$38,818. The remaining \$74,344 has been secured from other sources.

### Project Budget



- Grant request
- Other sources

Item	Grant request	Other sources	Total(\$)
Salaries (full salaries for three new staff, partial salaries for nine existing staff and technical assistant)	21,272	50,358	71,630
Family income generation (training, materials, equipment, marketing)	6,960	6,150	13,110
Two motorcycles, maintenance costs (transportation, Kampong Cham-Phnom Penh)	6,111	4,936	11,047
Rent, insurance	2,100	6,380	8,480
Training, monitoring	1,230	3,410	4,640
Administration (supplies, utilities, communications, auditing)	1,145	3,110	4,255
<b>Total</b>	<b>38,818</b>	<b>74,344</b>	<b>113,162</b>

## Evaluation Metrics

Geneva Global’s forecast of results is located on the first page of this report. At the conclusion of the project, Geneva Global will issue a report comparing actual results with:

- 400 young women and girls being protected from risks of migration, trafficking and sexual or labor exploitation, as indicated by a Mith Samlanh report summarizing records of women who use the organization’s drop-in center, temporary shelter or other services after attending Mith Samlanh outreach events
- 181 people gaining skills to address trafficking dangers to migrants, identify migrant youth for referral to services and effectively intervene to protect migrant youth – including seven Mith Samlanh staff, 140 local partners, four government staff, 10 volunteers and 20 staff from partner organizations – as indicated by a Mith Samlanh report based on training attendance tallies and surveys before and after training
- 50 members of 10 families benefiting from income increases of at least 30%, as indicated by a Mith Samlanh report based on surveys at the beginning and end of the project, as well as records tallying families trained and continuing participation.

### A Changed Life

“I never knew my parents and lived with my grandmother. One day when I was 6 years old, a housekeeper took me to the market with her and she sold me to one family. . . . The owner of the house was always hitting and blaming. So, I decided to run away. [Later, I went] to Phnom Penh. When I arrived, it was very difficult for me because I did not know anything about Phnom Penh. I met a motor taxi under the Chruy Changva bridge. He told me about Mith Samlanh and took me to the Young Women’s Information Center. At first, I was afraid. But they told me about their project and gave me a lot of good information. After some time, I felt more comfortable and I told them about my problem, and about how I really wanted to try and find my grandmother. . . . Mith Samlanh allowed me to stay in their transitional home where there are lots of children, while they looked for my grandmother. I couldn’t believe it when I saw my grandmother. We cried and cried when we saw each other. Now we are living together in Kandal province and I am so happy,” says a 13-year-old child from Kampong Cham, whose name is being withheld by Mith Samlanh.

## Geneva Global Services

**Project discovery.** In consultation with field experts, Geneva Global finds superior programs that correct situations of the greatest human need.

**Field investigation.** References are checked with independent sources who know the organization.

**Site visit.** Before recommending a project, a Geneva Global staff person or Geneva Global Network member visits the site to verify the information we gather.

**Desk research.** Best practices and other reference information are used as yardsticks to measure the project.

**Peer review.** During research, information gathered and the description prepared must pass three quality control checks.

**Expert review.** A Geneva Global sector manager checks findings and recommendations.

**Deal structure.** A Geneva Global researcher confers with the implementer to reach agreement on expected results, timetable and criteria for evaluation, use of funds and budget.

*When you fund this project, Geneva Global will:*

**Document the agreement.** Before money is sent to the project, a Memorandum of Understanding is signed that details expected results, timelines and acceptable uses of funds.

**Assist with international funds transfers.** As you require, Geneva Global will simply provide wire transfer instructions or will handle the entire process on your behalf.

**Obtain receipt of funds.** Geneva Global confirms when grant funds arrive with the implementer.

**Check progress.** Early in the project, usually about 90 days, Geneva Global confirms that the program is proceeding according to plan. The lead analyst is available to the implementer for advice and consultation throughout the project.

**Measure results.** Shortly after conclusion of the project, Geneva Global collects data from the implementer and compiles a concise analysis of project outcomes and lessons learned. For every project you fund, you will receive a Geneva Global Results Report.



# Depth Analysis

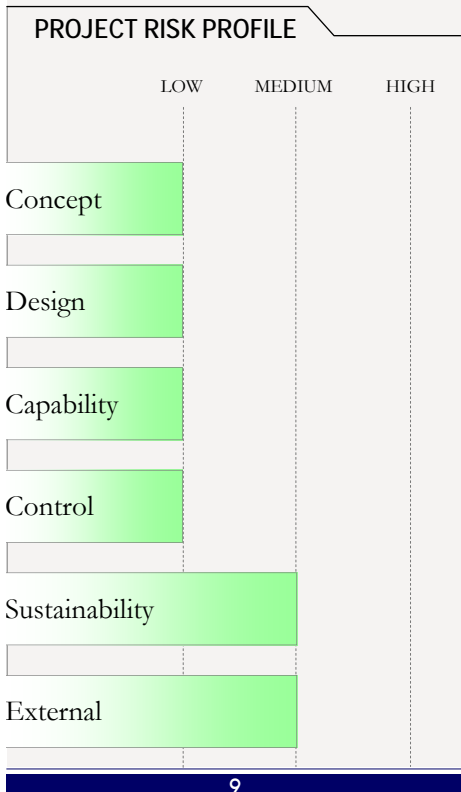
**Urgency:** Kampong Cham is a key source area for youth migrating to Phnom Penh, at risk of being trafficked. Cambodian law criminalizes trafficking for sexual exploitation, though not for other forms of exploitation, and the government has been slow to enforce the law. With few organizations working in rural communities of Kampong Cham, Mith Samlanh’s intervention meets the urgent need for protection and prevention among youth at risk of migration and trafficking. Score: high.

**Need:** Sexual or labor exploitation of children causes mental and emotional disorders that require intensive rehabilitation. Some may never recover. Many are put in circumstances that threaten their physical health and even their lives. Some turn to drugs to cope with their situation, and even if they escape exploitation they continue to struggle with the addiction. Prostitution carries risks of contracting HIV. Score: high.

**Extent:** Mith Samlanh’s programs offer thorough transformation by addressing multiple causes of trafficking and the needs arising from it. Youth have access to health services, education, vocational training, employment opportunities, drug rehabilitation, HIV and AIDS awareness and income-generating opportunities for their families. Mith Samlanh holistically addresses rural poverty, a root cause of migration. Score: high.

**Permanence:** Awareness interventions in Kampong Cham and Phnom Penh teaching youth the risks of migration will have long-term benefits as they make choices to migrate for work. Many will share these lessons with others, creating a broader impact, though one that will not be measured. Families developing home businesses will benefit from increased income, though regular follow-up and continual partnership will be required, as Mith Samlanh will continue to retail their products. Additionally, Mith Samlanh may be required to retrain these beneficiaries to meet shifts in market demand. Local partners trained in trafficking prevention and protecting youth at risk will gain long-term skills but may require follow-up training. Score: medium.

**Intensity:** Through its income generation and training programs, Mith Samlanh will have periodic interaction with beneficiaries, ranging between 100 and 200 contact hours over the 12-month project period. Awareness-raising through education and outreach will also fall in this range. However, an estimated 80% of youth reached will go on to have highly intensive interaction through the organization’s other interventions. Score: high.



# Risk Analysis

**Concept:** Mith Samlanh’s track record demonstrates a successful methodology, and its existing partners testify to the organization’s effectiveness and integrity. Kampong Cham is a highly strategic location for anti-trafficking efforts. Beyond simply protecting migrant youth and offering them alternatives, Mith Samlanh addresses root causes of youth migration by educating rural communities on its risks. Risk: low.

**Design:** This project is consistent with past outreach and rehabilitation efforts. Expanding home-based businesses in outlying areas will be limited to a manageable scope of 10 families during the first year. Risk: low.

**Capability:** Mith Samlanh leaders are nearly all Cambodians with social work, medical or entrepreneurial experience, qualifying them to lead this project. The organization has earned wide acclaim for its work, including a report by the Washington, D.C.-based Inter-American Development Bank calling Mith Samlanh a model of best practices. Mith Samlanh was also recognized by the Cambodian government for its successful poverty reduction efforts. Risk: low.

**Control:** Mith Samlanh has stable management, independent governance, externally au-

dited financial statements and secure fund transfer measures. Risk: low.

**Sustainability:** Mith Samlanh will need additional external funds to continue the program at its current level. However, the organization has a consistent history of acquiring such funds and partnering with prominent organizations. However, funds for future sustainability have not yet been secured. Mith Samlanh is working with the Cambodian government, building its capacity to provide services for vulnerable children, with the prospect of government funding these services directly. Friends-International and Mith Samlanh are exploring strategies to develop a regular and stable donor base for ongoing funding. Mith Samlanh is also developing revenue-producing ventures such as restaurants and retail stores. Income from these businesses is increasing every year, reaching 24% of total income in 1994. Risk: medium.

**External:** Cambodia has been relatively stable politically and economically in recent years. However, severe flooding and drought occur with some frequency in Kampong Cham. A recent U.N. report indicates economic growth may lift Cambodia from the ranks of least-developed countries by 2020, although financial crises such as that affecting East Asia in 1997 may occur without warning. Despite Mith Samlanh's research and proven methodology, Kampong Cham markets for home business products may be inadequate, requiring changes in strategy and affecting implementation. Risk: medium.

## Pro

- Project located in key strategic location for trafficking prevention efforts in Cambodia
- Cooperates and coordinates interventions with the Cambodian government
- Strategic partner for expanding anti-trafficking work in Southeast Asia

## Con

- Programs will require ongoing funding from external donors, although Mith Samlanh's revenue-producing businesses provide 24% of the organization's income



## Cambodia

**Population:** 13.8 million

**Population younger than 15:** 38%

**Average annual population growth rate:** 2.5% (compared with 1.2% in the U.S.)

**Urban population:** 19%

**Languages:** Khmer (official) 95%, French, English (CIA World Factbook)

**Life expectancy:** female 60, male 53

**Maternal mortality (deaths per 100,000 live births):** 450 (compared with 17 in the U.S.)

**Infant mortality (deaths per 1,000 live births):** 97 (compared with 7 in the U.S.)

**Under-5 mortality (deaths per 1,000 live births):** 141 (compared with 8 in the U.S.)

**HIV prevalence rate (ages 15-49):** 1.6% in 2005 (2.6% in 2001)

**People infected with HIV:** 120,000 in 2005 (170,000 in 2001)

**HIV-infected children (0-14):** 7,300 in 2001

**AIDS orphans:** 55,000 in 2001

**HIV-related deaths (annual):** 16,000 in 2005 (15,000 in 2001)

**Literacy (15 and older):** female 64%, male 85%

**Gross national income per capita:** \$350

**Population living on less than \$1 daily:** 34% (1997)

**Population living on less than \$2 daily:** 78% (1997)

**Malnutrition among children under 5:** 45% (compared with 2% in the U.S.)

**Mothers ages 15-19 (births per 1,000 females):** 48 (compared with 50 in the U.S.)

**Children in the labor force (ages 7-14):** 52% (2001, compared with 0% in the U.S.)

**Unemployment rate:** 2% (compared with 5% in the U.S.)

**Religions:** Buddhist 86%, traditional ethnic 5%, Muslim 2%, nonreligious 2%, Christian 1%, other 4% (World Christian Database)

**2005 U.N. Human Development Index rank:** 130 of 177 countries

HIV and AIDS data are from UNAIDS. All other data are from the World Bank unless otherwise noted.

## Organization

### Mith Samlanh (Friends)

Phnom Penh, Cambodia

#### Founded

Founded August 1994 as a program of Friends-International, registered as an independent organization 1999.

#### Affiliations

- Aide et Action (Aid and Action), Paris, France
- Australia and New Zealand Banking Group, Melbourne, Australia
- Australian Embassy, Phnom Penh, Cambodia
- French Embassy, Phnom Penh
- Australian Agency for International Development (AusAID), Canberra, Australia
- Educational Development Center, Boston, Mass.
- World Education, Boston
- East-West Management Institute, Washington, D.C.
- Friends-International, Washington
- Deutsche Welthungerhilfe (German Agro Action), Bonn, Germany
- Give2Asia, San Francisco, Calif.
- The Asia Foundation, San Francisco
- International HIV/AIDS Alliance, Brighton, United Kingdom
- New Zealand's International Aid and Development Agency, Wellington, New Zealand
- United Nations Population Fund (UNFPA)
- UNICEF
- UNESCO

**Active Programs**

Description	Inception	People helped, 2005	Staff
Outreach	1994	43,613	13 full-time, paid
Culture programs for youth (sports, arts, reading)	1994	8,560	9 full-time, paid
Transitional home	1994	392	11 full-time, paid
Remedial learning center	1994	383	15 full-time, paid
Placement and reintegration of children into jobs, school, families	1995	387	13 full-time, paid
Vocational training center	1996	458	47 full-time, paid
Children's rights programs	1996	3,160	6 full-time, paid
HIV prevention and AIDS awareness for youth	1996	41,710	18 full-time, paid
Boarding house	1996	480	4 full-time, paid
Youth reproductive health information center	1998	13,893	18 full-time, paid
Youth drug programs (prevention, harm reduction, treatment)	1999	4,146	13 full-time, paid
Young Women's Information Center	1999	5,144	8 full-time, paid
Home businesses	2001	55	6 full-time, paid
Safe Migration program	2003	10,468	15 full-time, paid 6 volunteers
HIV and AIDS care for youth	2004	6,328	9 full-time, paid

**Overall organization revenue sources (income) and spending (expenditure) in U.S. dollars**

Income	2002	%	2003	%	2004	%
Government and NGO donors, France	32,426	3	208,124	14	222,303	13
NGO donor, France	37,341	4	86,778	6	153,846	9
Government and NGO donors, New Zealand	22,997	2	119,698	8	122,339	7
Other donors	825,580	81	759,845	54	770,152	47
Business income	101,725	10	263,487	18	394,796	24
<b>Total</b>	<b>1,020,069</b>	<b>100</b>	<b>1,437,932</b>	<b>100</b>	<b>1,663,436</b>	<b>100</b>
Expenditures	2002	%	2003	%	2004	%
Programs	514,212	59	706,259	58	821,632	57
Salaries	313,325	36	390,212	32	527,463	37
Administration	48,141	5	116,520	10	83,801	6
<b>Total</b>	<b>875,678</b>	<b>100</b>	<b>1,212,991</b>	<b>100</b>	<b>1,432,896</b>	<b>100</b>
<b>Surplus/(deficit)</b>	<b>144,391</b>		<b>224,941</b>		<b>230,540</b>	

## Profile

Ly Sophat started with Mith Samlanh in 1998 and has worked her way up from staff, to team leader, assistant director and now director. As a result, she understands all aspects of the organization and has a thorough knowledge of the children and streets of Cambodia. She received the Cambodian government's Gold Medal for her development efforts.

Kong Sathia has worked with the Safe Migration project in Phnom Penh since 2003. In 2005, she became team leader of the entire project in Phnom Penh and Kampong Cham. She currently manages the team working in the centers, on the streets and in the communities to provide services including informal education, recreational activities and education in safe migration, HIV and AIDS, hygiene and reproductive health.

### Financial statements

Prepared: Annually  
 Reviewed by: Management, Board of Directors  
 Externally audited: Yes, year ending Dec. 31, 2004

Complete bank wire transfer on file at Geneva Global: Yes

## Leadership

### Governance

A Board of Directors meets monthly to issue overall decisions and review financial statements. Members are:

- Patricia Baars, chairwoman (East-West Management Institute, Washington, D.C.)
- Claus Gundersen, treasurer (consultant to European Commission, Brussels, Belgium)
- Justin Whyatt, legal specialist (Australian Embassy, Phnom Penh, Cambodia)
- Leakthina Chau-Pech Ollier, researcher (independent researcher and professor, Bowdoin College, Brunswick, Maine)
- Sarah Lowing, proposal and report writer (Australia and New Zealand Banking Group, Melbourne, Australia)
- Kathryn Elliot (donor representative, nonvoting member)
- Tith Davy, government relations (director, Operation Enfants Battambang – Operation Battambang Children, Battambang, Cambodia)
- Sophea Chhun, public relations and fund-raising (P and S Construction, Phnom Penh)
- Hok Sothic, human resources (director, Soutien à l'Initiative Privée pour l'Aide à la Reconstruction –SIPAR, Support for the Private Initiative for Aid to Reconstruction, Phnom Penh)
- Sebastien Marot, nonvoting member (international coordinator, Friends-International)

### Policies

Related parties in management or governance: No  
 Staff and/or Board reflects spectrum of ethnic groups or tribes: Yes  
 Women in supervision or management: Yes

### Leaders

Responsibility	Name	Title	Years of related experience	Years with organization	Years in current role
Ly Sophat	Management of Mith Samlanh	Program director	20	8	4
Kong Sathia	Management of Safe Migration program	Safe Migration team leader	3	3	1

## Who is Geneva Global?

Geneva Global works for donors. We are not fund-raisers for charities. We do not promote our own projects. Rather, we are a service for thoughtful donors who want measurable results from the money they give. Geneva Global provides independent research, insightful analysis and grant management so our clients can invest where their giving changes the most lives. In short, we help you accomplish more with the money you give.

## What is a *Delta Score* and how is it calculated?

The Delta Score is a universal measurement that makes it possible to compare projects, regardless of type or location. The Delta Score calculates the depth and breadth of Life Change from a project and compares it to the most common form of international giving, child sponsorship. The scoring system is calibrated so a Delta Score of 1 equals successful sponsorship of one child. This means a project with a Delta Score of 7 is expected to produce seven times more Life Change than if an equivalent amount of money were spent on child sponsorships.

## What do you mean by *Life Change*?

One of the most serious flaws in traditional philanthropy is the lack of ways to measure success. How do you know whether your contribution did any good? Geneva Global uses Life Change to measure success in giving. We define Life Change as a direct, material and measurable difference in the quality of a person's life. A life is changed when an AIDS orphan is integrated into a loving family, when a mother achieves economic security by starting a small business, when an infant's life is saved by a vaccine, when a girl completes her education or when a slave becomes free from bondage.

## What is the *Risk Adjusted Range*?

The comparable term in investing is "volatility." Every project involves risk. We assess up to seven categories of risk. The Risk Adjusted Range shows the range of likely Delta Scores for the project based on the combined risk. A project with low total risk will have a very narrow Risk Adjusted Range (for example, 7 to 9 with a Delta Score of 8), while a project with high total risk will have a broader Risk Adjusted Range (for example, 4 to 12 with a Delta Score of 8).

## What is the *Grant Profile* and how is it determined?

We only recommend projects that, based on Geneva Global's extensive experience, have acceptable levels of risk. However, tolerance for risk varies among donors. The Grant Profile is a simple way of summarizing the total risk associated with a project. What is your personal giving style? Do you have an appetite for courageous projects that operate in difficult and even dangerous situations? Or do you value stability? Geneva Global finds, researches and recommends projects that range from daring to stalwart. The Grant Profile is an at-a-glance indicator of which giving style best matches the amount of risk for a particular project.

## Who pays for Geneva Global's research?

Investigating projects in foreign countries is difficult and costly. The benefits, however, are tremendous. Geneva Global clients discover they are able to obtain 10 and sometimes as much as 30 times the results compared to traditional methods of giving. The increased results far outweigh the modest professional fees Geneva Global charges. Contact your Geneva Global advisor for fee details and information about all the services you receive.

## Whom do I contact to fund this project or ask questions?

Contact your Geneva Global advisor.  
If you don't have an advisor, please contact  
Joan Cortright in Client Services:  
**866-7-GENEVA** (toll-free in the U.S.)  
**610-254-0000**  
[JCortright@GenevaGlobal.com](mailto:JCortright@GenevaGlobal.com)

