



# ANNUAL REPORT 2018

KKO – Khmer for Khmer Organisation

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## **Welcome!**

## *A message from our founders Moeun Phary & Markus Tigges...*

2018 was a challenging year for KKO – and its effects will also be the focus of our work in 2019.

Last year, the number of individual tourists in the area of Siem Reap decreased dramatically. As a result, we ended up with a drop in turnover of over 50%.

Thanks to the commitment of its employees and supporters, KKO was able to master this difficult year. That's one more reason to use this annual report to thank everybody who has supported us over the past year.

The dedication and determination of staff and volunteers, combined with the generosity of our donors, partners and customers, enabled us to improve the prospects of hundreds of young women and men who had the possibility to study at our facilities even in this difficult time.

We even gained new supporters, like the German Henkel Foundation with which we started a cooperation.

Highlights like that give us the confidence that we will successfully manage unforeseeable challenges. We're looking forward to an inspirational year in 2019.

Best Wishes,

*Phary & Markus*

Executive Directors & Co-Founders of KKO



# About us

Khmer for Khmer Organisation is an NGO located in Siem Reap, Cambodia, committed to providing children and young adults with free English education and vocational training.

The project was started by Moeun Phary, headmaster of the local school KTC. She saw how countless children were eager to attend English classes but were unable to afford the school fees. Lacking the facilities to offer free classes to so many students, Phary sought to find a way to provide them with free education. She shared her idea with Markus Tigges, who at the time lived in Cambodia. Together they developed their vision and founded an NGO. In 2009, they founded KKO, a school that provides free education and vocational training to students to provide a foundation for a more secure future.

Once the school was built in Chreav village around 4km outside of Siem Reap, the educational projects started in October 2010, and after the first year KKO enabled 120 students to attend free English lessons.

KKO has since expanded the range of its education programs according to the needs of the local community. We installed a computer training program and a kindergarten before public schools offered them. To offer better job prospects to older students, we set up sewing training and a vocational training program in a mechanic workshop.



English class

## OUR VISION

For all people in Cambodia gain the power to create opportunities for themselves and others and to enable them to participate in and contribute to all aspects of society.



## OUR MISSION

To provide free and sustainable education and knowledge exchange, funded by our social enterprises.



Sewing School

# About us

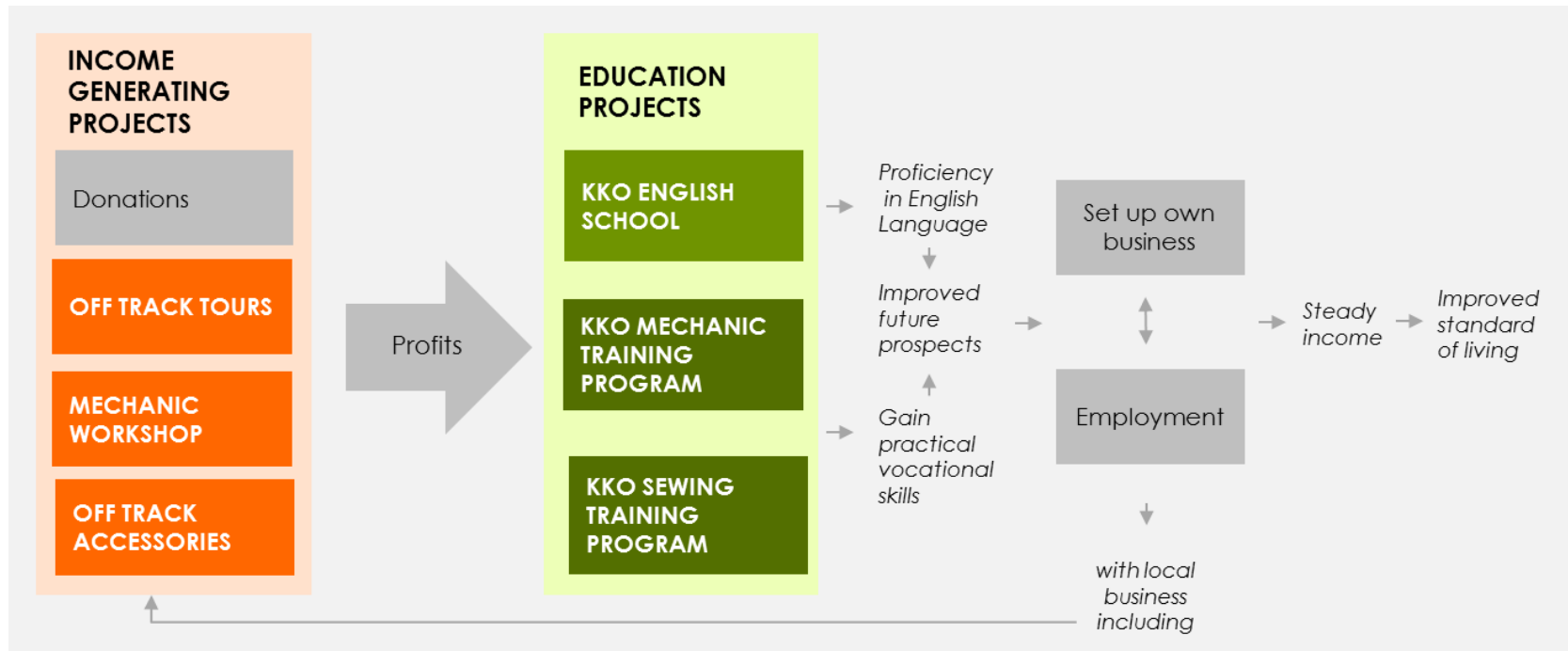
In addition to grants and donations, right from the start we looked for ways to generate revenues that would guarantee the long term sustainability of our organisation. In 2011 the social enterprise KKO Tours was set up, providing guided bicycle tours in the world-famous Angkor complex. In 2016 we launched the fair fashion Label OFF TRACK Accessories, which has since merged into our label OFF TRACK, which consists of :

OFF TRACK Tours – specializing in off-the-beaten-track tours of Siem Reap

OFF TRACK Accessories (OTA)– a fashion label that produces accessories made of upcycled tires and inner tubes. The employees of OTA, both in production and in sales, are graduates of the KKO sewing school.

100% of the revenues which OFF TRACK generates are used to fund KKO. In 2017, we covered 60% of our school costs with the revenues of OFF TRACK, with the remainder being supplied by donations. However, in 2018 they covered only 16% - due to a decrease of 50% in individual tourism in the region.

Our organisation is called Khmer for Khmer Organisation because we want to enable Cambodians to help themselves. Therefore our long term goal is to become fully self-funded. The developments of 2018 made it clear to us that we have to professionalize our activities. To support this development we are developing a marketing strategy with the support of Commit Creation, a marketing agency in Siem Reap.



# Meet the KKO family



# Highlights of 2018

The Gerda Henkel Foundation supported us generously. It finances the sewing training school for a period of three years, including the transformation of the computer classroom into a fully-equipped sewing training room, as well as our new office for the teachers.

28 volunteers have worked for KKO throughout the year, coming from Switzerland, the Netherlands, USA, Canada, UK, Spain, Czech Republic, Malaysia, Egypt, South Korea, and Germany. Seven of them worked as long-term volunteers for a whole year.



*Our sewing trainees and their teacher Sreyleab*



*Teambuilding Seminar*

Richard Kroeger, a retired teacher trainer from the US, set up several workshops over the year to improve the skills of our teachers. He also sponsored big renovations at the KKO School.

Probably the biggest event for our staff was the teambuilding seminar with Piseth from "Possibilities World," once again strengthening the bond amongst our team members.

Our management team and our long-term volunteer, Nora Kortling, who has a degree in marketing, created a corporate identity for KKO.



# Highlights of 2018

## Khmer New Year

- Once more the school's celebration of the Khmer New Year was one of the highlights of the year, including a wonderful dance show by our students and an award ceremony for graduates of our English and training schools.

## OFF TRACK Accessories

- 2018 was the first full business year of OTA, our label for design products made from upcycled inner tubes and tires. The productivity increased by 100%. We gained 5 more retail outlets for our products, for the first time not only in Siem Reap but also in the cities of Battambang and Phnom Penh.



*Presentation of OTA products at the Christmas Fair in Himawarie Hotel, Phnom Penh*

## Christmas Fair in Phnom Penh

- The Himawarie Hotel in Phnom Penh offered us the possibility to present our products at their Christmas Fair exhibition, where we received highly positive feedback - making way for potential new markets in the future.

## Amazing Girls

- We introduced "The Amazing Girls program", with coaching courses to empower young women with the skills to take ownership of their future. The courses are run by the "Successful School for Girls", an American NGO. Another 10 girls started the program in 2019.



*Students of our new "Amazing Girls Program"*



# Figures and Facts



# Personal Stories



Yoeun Chan Theory is one of our amazing English teachers.

8 years ago, Yoeun Chan Theory joined the English classes at KKO as a beginner. At the end of 2014 Theory finished her high school degree. Her dream was to become a teacher. In order to finance her university studies in English education, she applied for a job at KKO and was trained to be a kindergarten teacher, starting the job in 2015. In 2017 she became an English teacher at KKO, the place where she made her first steps in a foreign language.



Young Hout was a former sewing student at KKO from 2011 to 2013.

She was a most intelligent and hard-working student among other 11 students. After graduated from KKO sewing training course, in 2016, KKO contacted former students for jobs as seamstresses in the production of the new OFF TRACK Accessories. Hout applied and was one of the three seamstresses selected. Since then she worked her way up to become an assistant to Kimsey, the production manager.

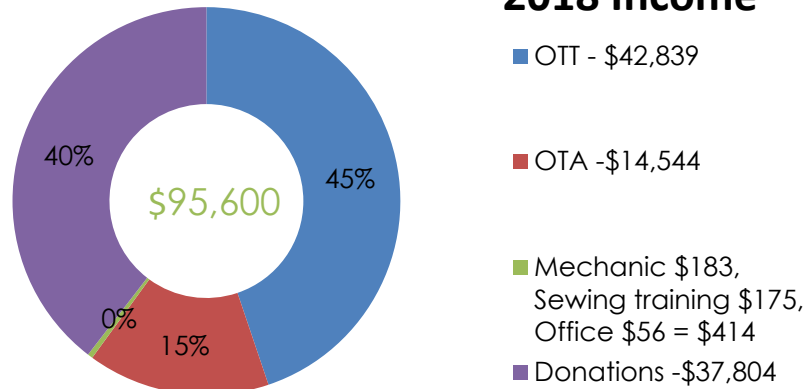


Blek Sreynich is 16 years old and she started her English class with KKO in 2014. Back then she spoke only a little English. But she enjoyed attending school and improved quickly.

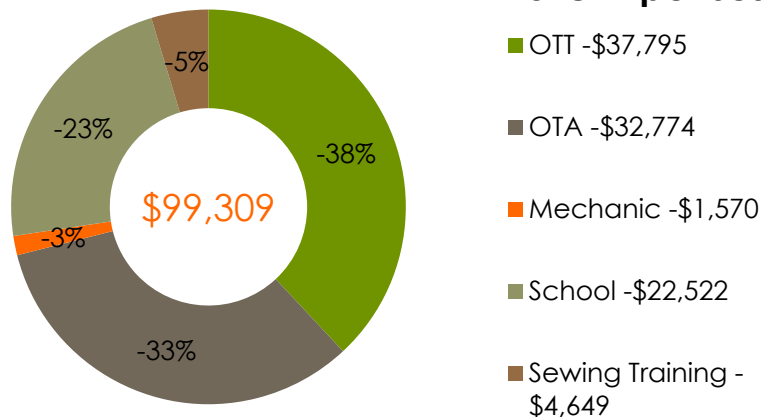
Sreynich would like to be an English tour guide after finishing her studies.

# Financial Review

## 2018 Income



## 2018 Expenses



- The revenue of KKO in 2018 totalled to \$ 95,600, while expenses were \$ 99,309. The difference was cleared by an opening balance of \$ 3,709 with which KKO started the year 2018
- OFF TRACK Tours generated profits of \$5,044.
- OFF TRACK Accessories managed to reach the quality it aimed for and sold products for \$14,544. The expenses totalled \$ 32,774, creating an overall loss of \$ 18,230. But a lot of high-quality products are on stock, ready to sell.
- 40% of our organisation's income in 2018 was covered by donations; a total of \$ 37,804.



# Our priorities in 2019

## School sponsorship

- The operational expenses of the school total \$2,100 USD per month. In 2019 we can cover the expenses due to the generous help of Richard Kroeger who is going to fund the teacher's salaries. With the beginning of the year 2020 we need 210 sponsors who donate \$10 USD per month. Those donors we have to find in 2019.

## Marketing

- We will professionalize our marketing. The positive feedback shows that the quality of our tours as well as our OTA products is exceptional. But not enough people know about them. Therefore Florian Gleich from Commit Creation Marketing works together with us on strategy, corporate design, branding, slogans, and KKO's visibility on social media. To finance these efforts we have to raise another \$5,000 USD. We are confident that this investment will pay off quickly, as it will ensure that we will become better known and can get bigger share of the market.



KKO school

## Communication

- People must know what we are doing. That includes not only our tour customers and the buyers of our products but also our supporters. Therefore we will put more efforts into ways to provide people with more information about our daily work, using blogs, newsletters, or social media.

## Education

- While working on our financial goals we will not neglect the core of KKO: Professional free education for young people who can't afford to pay for it. We will ensure the quality of this education by continuing to train our teachers internally and externally, and supplying them with the best material available.



OTT Tour



Sack Pack

# Partnerships & Supporters



*We thank all our partners, organisations and supporters that have so generously donated their time and funds to support KKO. We could not have done it without you.*



KKO Family

## Board Members:

Ly Monirath, Orm Sovannavuth, Uong Chanrathana,  
Kristin Davies

## Volunteers:

Solveig Lawitzke - Franz Schmidt - Miguel Colbert - Nora Alice Kortling - Richard Kroeger - Larissa Banse - Emily Kloss - Pascal Staehling - Alisha Piercy - Sophia Schmerfeld - Therese Kha - Anne Schmid - Valentina Marinelic - Leonie Bachstaedter - Ellen Evenboer - Denise Kramer - Dr. Heather Draper - Julia Donaldson - Alyssa Palmqvist - Lotte Weike - Pommeliën - Emma Nicolai - Patsy Burd - Marta Vicente - Gwen Puza - Amelia Hancock - Thomas Scott - Eva Vapenikova - Nooresha Biabani - Mey Wong - Mirna Gras - Lina Foutouh - Arum Song

## OFF TRACK Accessories retailers:

Phare Circus Siem Reap - Very Berry New Leaf - Peace Café  
Baby Elephant - G&Z boutique - La Fabrik -  
Creation Cambodia - Peace Handicraft - Gate Palace Hotel

## Partner Organisations:

Globalteer, ConCERT Cambodia, Cambodia Volunteer Foundation, Cooperation Committee for Cambodia (CCC), Siem Reap NGO Network, VjF, Friedenskinder, AAC, Initiative Christians for Europe (ICE), Förderverein der Khmer for Khmer Organisation e.V.