



# ANNUAL REPORT

September 2022 - August 2023



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## LETTER FROM PEPY'S BOARD CHAIR

ជំរាបសួរ (hello) wonderful PEPY family and community!



I am honored to connect with you all and provide some perspective and insight to our work in 2022-2023. This year marked a return to normalcy after the pandemic. During

a time of great uncertainty and challenges, the PEPY team and stakeholders came together to increase our impact and to strengthen and bring stability to our community. Of our many accomplishments, some recent highlights include:

- The successful development of the 2023-2028 Strategic Plan centered on the strategic pillars: 1) effective and efficient program implementation, 2) organizational development towards high-quality performance, and 3) achieving long-term sustainability of PEPY.
- The smooth transition from the outgoing Executive Director, Khouth Sochampawatd, to the new Executive Director, Mean Lux. We also welcomed several new faces to the PEPY community including board members and staff.
- The fourth year in a row that our PEPY staff members have won the prestigious YSEALI Fellowship Award funded by the US Embassy in Cambodia that includes a 5-week exchange in the United States.
- Continuing our annual Cambodia – Ireland Exchange with two PEPY team members and two students visiting Irish schools and

participating in a three-week culture exchange in Ireland and four Irish teachers collaborating with our teachers in Siem Reap

PEPY fosters and nurtures thousands of young leaders in the making from rural and remote communities. This year, we reached over 1,500 high schoolers through our Dream Management Program's elective classes, skill fairs, sharing events, university visits, and debate and public speaking contests. We also celebrated the graduation of 30 PEPY scholars from higher education and vocational institutions. They have accessed careers across different sectors and are playing a significant role in uplifting their families from intergenerational poverty.

We are excited by the promise of more brilliant things to come in 2024. Some efforts under development include the expansion of the Dream Management program from three to 12 high schools and putting our strategic plan into action to expand our investors and partnerships in Asia.

On behalf of the PEPY board, I sincerely thank our donors, local and international partners, and local and national government stakeholders for your support, collaboration, trust, and belief in PEPY's work. We also extend a huge thanks to the PEPY team for your hard work, dedication, and determination! We have accomplished so much together and we are incredibly grateful and appreciative of you all.

A handwritten signature in blue ink, appearing to read 'Choch Cho'.

**Choch Cho, Board Chairperson**

## LETTER FROM PEPY'S EXECUTIVE DIRECTOR

Dear friends of PEPY Empowering Youth,



Greetings from Siem Reap!

After joining the PEPY team, I visited many rural communities and schools that I otherwise would not have been familiar with. The

furthest school we work with is nearly 100 kilometers (about 62 miles) from Siem Reap city in Varin District. This was the last Khmer Rouge military stronghold until around the year 2000, and its community still holds the trauma of the genocidal regime that killed more than 1.5 million people (about the population of Barcelona) in the 1970s. Despite the hardships they are working to overcome, the commitment and efforts of Varin High School's staff and students have led to one of the most successful partnerships that PEPY has ever had, Varin's Dream students have gone on to tremendous success in just a few short years. This showed me that PEPY is a unique and effective organization that is true to its mission. I am proud to be a part of a team building a future where ALL young Cambodians can pursue careers to improve the quality of their lives.

In the past year, we have achieved many feats, thanks to the generous support and collaboration of our partners and donors. We reached more than 2,500 young people through our programs. This includes the thirty-five 2023 scholars who were selected from our target districts, the hundreds of young people who participated in our Dream Management

Program's life planning and networking classes and events, the 65 students who led 10 Civic Engagement Projects in our Learning Center, and the hundreds of local business owners and aspiring young entrepreneurs engaged in our Youth Innovators' Space and Incubator Program's workshops and exhibitions.

We are also proud to have brought our community partners, stakeholders, and team together to develop and begin implementing our 2023-2028 Strategic Plan. PEPY is looking ahead and approaching the future with increased conviction and energy to overcome any local and global challenges that may emerge and to deepen our impact on young people in the communities we serve.

To our donors, funders, alumni, volunteers, partners, and team members, you are amazing! You have helped PEPY make a monumental difference in the lives of young people. You have given us your money, time, energy, and ideas as a collaborator and team member. You are the heart and soul of our organization. We appreciate you so much. We could not have had our many successes this past year without you, and we look forward to seeing what we can accomplish together in the years ahead.



**Mean Lux, Executive Director**

## WHO WE ARE

PEPY Empowering Youth is a local non-profit and NGO providing life skills and professional development training to rural youth in Siem Reap, Cambodia. We are a team led by local Cambodians dedicated to helping individuals identify their dreams and find pathways to success.



### OUR VISION

A future where young Cambodians have the capacity to pursue careers to improve the quality of their lives.



### OUR MISSION

Connecting Cambodian youth with the skills, opportunities, and inspirations needed to reach their potential.



### OUR VALUES

Learning and Sharing -  
Transparency -  
Collaboration -  
Accountability

## OUR IMPACT



**7,428+**

youth reached since the organization's inception



**121+**

villages reached in our rural target communities



**276**

total scholars supported since 2012.

## OUR 2022-2023 NEWS

### Team Updates



#### Newcomers to the PEPY Team:

- We welcomed Mean Lux, our new Executive Director, in January 2023. Mean comes with years of business development experience and is committed to helping PEPY deliver on our strategic plans and objectives.
- Korng Bo joined us as our Scholarship Project Assistant in the summer of 2023.
- Sievlong Lai, our newest Dream Management Project Officer, joined the team in January 2023.
- Dena By rejoined PEPY as our Youth Empowerment Officer in June 2023 after leaving for one year.

#### Team Member Farewells:

- After serving us for two years and navigating our team through the pandemic, Khouth Sochampawatd transitioned her position to Mean Lux and returned to her family in Phnom Penh in the Spring of 2023.
- Rattana Mai, our Scholarship Project Coordinator from 2019 to 2023 accepted a Legal Assistant position at DFDL Cambodia.
- Van Leat briefly joined as our Incubator Program Officer in early 2023 - July 2023.

#### Team Promotions

- After Rattana's exit, Channra received a promotion from Scholarship Project Assistant to Scholarship Project Officer.
- Kim Ann, PEPY's Youth Empowerment Officer was promoted to fill the Incubator Officer position in July 2023.

### Board Member Updates

Andrew Shantz joined the PEPY board in 2021

PEPY's Annual Report 2022 - 2023

and finished his term in early 2023 after serving as a key 2022 fundraising ambassador. We welcomed two new board members in March 2023: 1) Vichea Tan, a senior technical advisor at the Germany Agency for International Cooperation (GIZ), who has a background in microfinance and education, and 2) Kimeline Nuch, a former PEPY Executive Director, who serves as ATCAM Consulting Co., Ltd.'s Co-Founder and CEO, and is Vice President of the Chamber of Commerce Chapter Siem Reap.

#### Ambassador and Volunteer Overview:

##### International Volunteers:

- Barry, a Canadian volunteer, and, Emily, from Japan, supported our Learning Center.
- Viola, from Italy, served as our Partnerships Volunteer from the fall of 2022 to May 2023.
- Arthur, an Australian volunteer, supported our technical writing in the spring of 2023.
- Rizza, a summer intern from the Univ. of Richmond, supported YISI team's events.
- Kelvin, a long-standing YISI Volunteer from Hong Kong contributes his experience to our program and curriculum planning.
- Nicolette, a volunteer from South Africa, joined in February 2023 and supports our communications projects.



##### Local Volunteers:

- In January 2023, we welcomed SE Asia Foundation admin and program volunteers Sambat, Phally, Dakin, Hun, and Chreub.
- Ranue and Socheatea, two-month term interns from the Australia Pacific School in Siem Reap, supported our work this year.

## OUR 2022-2023 NEWS

### Major Program Changes and Updates

**Development of our Five-Year Strategic Plan:** After convening our team, stakeholders, and local community leaders, we have developed and initiated a new strategic plan centered on our growth and sustainability that will be implemented from 2023-2028.



#### **New YISI Office:**

Through a partnership with Prudential Cambodia Life Insurance, we are pleased to have opened our doors to our new YISI office and Community Computer Lab in August 2023. This ushers in a new area of increased technology access and career development opportunities for young people in Siem Reap.

#### **Projects to Programs:**

Through our program mapping and planning efforts during our strategic planning sessions, we decided to recognize the significance of our Dream Management and Scholarship for Higher Education Projects in our community and rebrand them as core PEPY programs this year.



### Major Funder Highlights

We were grateful to receive significant grants and contributions from the following new partners:

- Khmer Enterprise supported the YISI Program's events and entrepreneurship workshops through a November 2023 grant.
- Collab with Kat, our social enterprise partner, donated over \$3,000 to help us cover our overhead costs.
- CoOperaid Foundation has committed to funding the YISI Program in full starting from September 2023.
- Rotary Club of Dryden partnered with the Rotary District 7170 of to provide our Dream Management Program's Varin project site with a \$5,000 grant.

We would also like to thank three returning funders who increased their donations this past year: Teacher's Union of Ireland, New Leaf Eatery, and Child's Dream Cambodia. Their investments have enabled us to expand our support of rural youth and reach new target areas in Siem Reap Province.



[View our 2023-2028 Strategic Plan Overview](#)





## DREAM MANAGEMENT PROGRAM



### Program Overview:

Most rural students in Cambodia are exposed to a small range of careers and possible futures. Young people need the chance to explore a multitude of opportunities, dream BIG, and receive ongoing guidance. In our Dream Management Program, students in Grades 10-12 in our partner schools are provided a forum to identify and discuss their personal and professional ambitions, and how to overcome their obstacles. Our Dream Officers provide career planning, mentorship, scholarship support, and group workshops in collaboration with local teachers. In our Sharing Events and Dream Talks successful professionals, as well as PEPY scholars and alumni, motivate our students and expose them to various career paths. Our Skills Fairs bring school representatives and professionals to the students, and, during our Study Tours, students travel to Siem Reap City to visit universities, vocational training programs, and historical attractions so that they can visualize their futures. Our program connects thousands of youth to higher education, helping break the cycle of poverty in rural Cambodia.

### Major Highlights:

- This year, we had 1,110 registered students

in Dream. We began with 964 in regular attendance and with a combined average attendance of over 90%. Despite long school closures and several drop-outs, the year ended with 830 students attending our classes and an annual average attendance rate of 83%.

- We introduced eight scholarships and over 70% of Grade 12 Dream students applied to at least one scholarship opportunity.
- At each school, there were over 40 soft skills and technical lessons provided to students. Students had a combined pre-test score of 33% with Kralanh at the highest at 36% and Varin at the lowest at 30%. By the end of the year, the combined post-test score was 62% - an overall 29% increase.
- Across the three schools, 31 Dream Talks were provided to the students.
- There were two Study Tours, one Skills Fair, and two Sharing Events this year. The Study Tours were held in August and had a combined total of 283 students. The Skills Fair had 670 participants and 31 school, company, and NGO representatives. The Sharing Events in Varin and Sen Sok had a combined total of over 700 participants.
- The final round of the speaking contests

## DREAM MANAGEMENT PROGRAM

were held in July in Kralanh and Sen Sok with 410 attendees and in October in Varin with 424 attendees. Varin also had a debate contest with 453 attendees with 20 students in grades 10-12 competing in four groups.

- We organized two Closing Events for this year's Dream students and teacher-partners for a total of 829 attendees.
- In November, we held our first exposure tour with 21 teacher partners and school officials at Pech Chenda High School in Battambang. We also coordinated quarterly teacher networking and planning meetings.

### Our Lessons Learned:

- Teacher partners' busy schedules led to poor meeting attendance. Next year, we will recruit partners who can prioritize Dream.
- We saw a significant number of dropouts this year. Many pursue work in Thailand. In one case, a Grade 12 student left school to enter an arranged marriage. Through our work with Kralanh school officials, we re-engaged and saw the return of 70 dropouts - even connected some with scholarships.
- School closures affected attendance this year. In addition to observing New Year's, schools closed for the SE Asia Games 32. After the break, we worked with teachers to encourage students' families to have their children return to school and moved our activities to the end of the school year.



### WORKING FOR MY DREAM

Salinh is a student at Kralanh High School who joined Dream in Grade 10 after attending a PEPY presentation. Salinh admired her

school's Dream Officer, Ms. Mara, and worked to emulate her personal and professional work ethic, kindness, and bravery. By following Ms. Mara's lead, her test scores in school improved, and she increased her involvement in school activities and often volunteered to participate in class. Because of Dream Class, Salinh has forged many new relationships and friendships and gets along with all of her teachers. Her peers often remark on her confidence. Dream even helped Salinh identify her future career. After learning about many careers in Dream, she now wants to pursue a career in engineering instead of being a teacher – which she initially thought was her only viable option. Today, Salinh is working hard to keep her grades up so that she can one day study engineering at the Royal University of Fine Arts. She hopes that Dream will continue to run in Kralanh so that all students will have the chance to improve their habits, support each other, and pursue their dreams.



## SCHOLARSHIP FOR HIGHER EDUCATION (SHE) PROGRAM



### Program Overview:

PEPY supports dedicated students from rural and remote communities who wish to continue their studies post-high school but have limited financial resources. Our scholars come from our target districts: Kralan and Varin in Siem Reap Province, and our partner, iHerb Charitable Foundation's districts, Kampong Leang, located in Kampong Thom Province, and, Taing Kork, located in Kampong Chhnang Province. Scholarships include three years of tuition to a university/vocational institution in Siem Reap, housing, bicycle/helmets, computer access, living allowance, and healthcare. During their first year of studies, scholars also attend PEPY's Learning Center in Siem Reap. Scholars are selected based on 1) their commitment to learning and improving, 2) their families' commitment to their continued education, and 3) their socio-economic background. They are evaluated by an impartial panel of PEPY staff and our iHerb partners (when relevant) through a written application, in-person interview, and community visit where we meet with the student, school, family, and local officials. Our process is rigorous but ensures that we select students who are intent on continuing their studies and are in great need of support.

### Major Highlights:

- This year, 200 students applied for our scholarship (148 from Varin, Sen Sok, and Kralanh and 52 from Taing Kork and Kampong Leang). Most notably, in Taing Kork and Kampong Leang, our scholarship application rate increased by 25% compared to last year. We ultimately identified 56 eligible applicants but only had the resources to grant 35 scholarships.
- In October 2022, the SHE team organized our 3rd annual PEPY bike ride with our Irish Exchange Teachers, alumni, scholars, stakeholders, and team. Ninety-three people joined the 34 km ride to Bakong Temple.
- In January 2023, 92 newly selected scholars, their guardians, teachers, and local authorities joined our parent meetings to learn more about our program and PEPY's expectations, and to officially accept our offer.
- From January – February, the SHE and Learning Center team led a tour of seven Siem Reap-based higher education institutions for the 65 PEPY scholars and students. This helped them identify which school they might like to attend and learn all the necessary prerequisites.
- This year, we strengthened the mentorship network and student clubs. We had 48

## SCHOLARSHIP FOR HIGHER EDUCATION (SHE) PROGRAM

scholars and alumni volunteers support newer scholars as mentors this year. The SHE team also led an orientation for scholars to develop club guidelines and activity plans. The scholars initiated a Cycling and Tour Club, Public Speaking Club, Sports Club, Meditation and Yoga Club, Arts Club, and Social Studies Club.

- The PEPY Championship Season V was held from March 5 – April 2, 2023. The football (soccer) tournament and community-building initiative had 12 teams (six female teams and six male teams) of PEPY team members, scholars, and alumni and 89 student/scholar volunteers.
- Our team conducted employer surveys and visits to eight businesses employing our scholars. This is an opportunity to build corporate partnerships and ensure our vocational training programs have helped properly equip our scholars. Our employer satisfaction rate is 100%.
- 83% of our scholars maintained a 3.0 GPA or above.
- The employment rate of work-eligible scholars reached 100% by the end of the

year. Twenty-nine scholars completed their bachelor's degrees from the University of South-East Asia (USEA), Vanda Institute, Siem Reap Campus, and École d'Hôtellerie et de Tourisme Paul Dubrule.

### Our Lessons Learned:

- Despite providing one-on-one mentoring and our tutoring corner, 16 scholars did not meet the requirements of our Standard Grading Policy which states they must maintain at least a 3.0 GPA. We are looking to increase our tutoring services and reduce our activities, so they are less overworked between PEPY, their jobs, and school.
- Two scholars left our program – one dropped out due to family pressure and one 2016 scholar had their contract dissolved after several terms of poor school performance. We attempted to work with their families and the scholars for months before reaching these difficult conclusions. We will use the money they pay back to us toward future scholarships.



### HARD WORK ADDS UP TO SUCCESS

Lanh is a PEPY scholar and former Dream student from Sen Sok in Kralanh District. Dream class prepared Lanh by helping her set goals, network, explore her interests, and visit higher education institutions. This motivated Lanh to earn a PEPY scholarship and get the financial support she needed to pursue her dream of one day being a Finance Manager. Lanh is currently studying for a bachelor's in accounting, auditing, and taxation at Vanda Institute and works as a Finance Intern at Anantara Hotel and Resort. While transitioning to the city has not been easy, Lanh loves her work, is judicious with her spending, and focuses on studying English and other career-applicable skills. She hopes her story inspires others to never stop learning and to strive for their best.



[Meet our 2022 - 2023 Scholars](#)

## LEARNING CENTER PROGRAM



### Program Overview:

In Cambodia, accessing and graduating from higher education does not guarantee you a successful career. In 2017, the Cambodian National Employment Agency surveyed businesses in Siem Reap to identify issues within the labor market. They found that high school and university graduates lack professionally relevant soft skills, and IT and linguistic skills, most notably in English.

Our vocational program, the Learning Center, ensures that young people have the tools to excel in the career of their choice - going beyond the local university and vocational school curriculums. Every year, up to 65 young people (including our first-year scholars) attend the center. We provide students with three one-year courses: 1) **The English Learning Project (ELP)**: a comprehensive language course with engaging learning exchanges with native English speakers and practical linguistic projects and exercises, 2) **Information Communications Technology (ICT) Project**: a course on standard IT programs and applications including Microsoft Office, Canva, and Scratch and the best practices for online communications and data sharing, and 3) **The Youth Empowering (YE) Project**: a course that builds soft skills including communications,

problem-solving, critical thinking, leadership, and project management. Students are taught relevant skills like public speaking, CV and cover letter writing, and interview techniques. They also engage in projects addressing the UN Sustainable Development Goals.

### Major Highlights:

- We received 91 applications this year. We ultimately selected 30 applicants to join our 35 first-year scholars. We held a welcoming event on January 16-17, 2023, to formalize agreements, set mutual expectations, and introduce the students and their guardians to PEPY, our courses, and student benefits.
- Through Child's Dream Foundation's support, we launched an allowance program providing \$75 a month to 10 at-risk non-scholars for school materials, food, and room and board.
- We worked with alumni to launch the first Learning Center Alumni Association and held the first Oath Day with 100 participants on June 4 to announce their leadership, highlight their key 2023 goals, and outline their fundraising and project plans.
- In the ELP, we had our annual workshop with four trainers from Writing Through on November 15-22, 2023. Students wrote poems and stories using the theme of change and were very proud of their work.

## LEARNING CENTER PROGRAM

- The ICT team organized two ICT Talks – Moeut Tokla led a talk on working effectively in the digital industry on March 7, 2023, and Sighaphul Lee, a prolific student coder from the International School of Siem Reap, led a talk on app development on August 11, 2023. On April 29, 2023, 25 students joined an IT safety seminar with the Cambodian Center for Independent Media for two days.
- On December 12-13, 2023 the ICT team went to BarCamp DigiTech Conference in Battambang, and on February 22-25, 2023, they visited tech schools and attended the STEM Cambodia Event in Phnom Penh to learn about new tech courses.
- Students visited and learned about seven universities and vocational schools in early 2023 to determine their eligibility while receiving counseling from our team to identify their major ahead of school enrollment. They had trips to organizations APOPO and Beautiful Life in February.
- In YE, students had workshops on Sexual Reproductive Health by Dr. Try Sothada of Marie Stopes Siem Reap Clinic, Financial Literacy by our Finance Manager, Konnitha, and First Aid by Angkor Univ.'s Dr. Nhem Reangsey and Dr Chheng Chikhoeung. There were two Youth Leadership Talks – one on March 18 with speakers H.E. Veng Sereyvuth, the author of "No One Born Poor," Mr. Phearun, Director of Build Bright University in Siem Reap, and Mr. Kimchhenn, the Minister of Education, Youth, and Sport. The next talk was led by Mr. Borei, founder of Stay Nature Group, who has decades of industry experience.



## TAKE EVERY CHANCE TO LEARN



Ra began her journey with PEPY in grade 10 by joining Dream class in Kralanh High School. While she is currently unable to access higher education due to limited finances, she was eager to continue her professional development with

PEPY in our Learning Center. While studying at PEPY, she discovered her love of computers and particularly enjoys video editing and graphic design. She also enjoyed speaking in English with people from different countries and during our numerous learning exchanges. With the support she received from the Learning Center team, particularly from the Learning Center Program Manager, Channa, Ra found a great job as a hotel receptionist that has enabled her to save money for school and continue their professional development. Ra is looking forward to one day enrolling in university and encourages everyone to take every learning opportunity they can!

- The 2021-2022 alumni worked on policies and potential solutions to waste management challenges in Kralanh District. After students received project management training and joined our Youth Community Engagement Panel, two student groups helped continue the alumni waste management project, two groups developed primary school libraries with the schools' leadership, two groups led hygiene awareness campaigns and workshops at two primary schools, and two groups worked to reduce the dropout rate at Thlok Secondary School by initiating a campaign and events with motivational speakers. Over 1,210 community members ultimately benefitted from our students' projects.
- This year, students' average pre-test score was 37.67% while their post-test average surpassed our 75% target at 78.67%.

## LEARNING CENTER PROGRAM



- We conducted alumni visits and performance reviews at eight work sites in Siem Reap and Phnom Penh while networking with their employers.
- PEPY students and alumni rented and utilized tech materials including laptops, hard drives, and tablets from our Future is Bright Computer Lab & Library to support their careers and their studies. The contributed over \$800 to support tech repairs and additional tech purchases.
- In December 2023, 64 students successfully graduated from the Learning Center. One-hundred seventy-six participants attended Graduation Day including representatives from the Department of Education, Youth, and Sports, university and NGO partners, parents, the students, and the PEPY team.

### Lessons Learned

- This year, students were academically behind compared to past years. Their average pre-test score was 37.6% - nearly ten percent less than last year. We provided more care and assistance to students than ever before - particularly in confidence and other soft skills development.
- There were a few overlaps between our classes and students' university classes which affected attendance and put pressure on students. One student dropped out as a result. We will continue working with our partner high education institutions to find a solution for next year.

## YOUTH INNOVATORS' SPACE AND INCUBATOR (YISI) PROGRAM



### Program Overview:

When the pandemic shut down international travel in 2020, the Siem Reap community, which relies heavily on tourism and hospitality, faced economic collapse and widespread food insecurity. We realized we needed to adapt quickly to aid in the recovery of the local economy by uplifting job creators.

After leading thorough needs assessments, we developed and launched the Youth Innovators' Space and Incubator (YISI) Program in November 2020. Today, the YISI team leads two 6-month courses: 1) **The Social Enterprise Incubator Course:** where young entrepreneurs and new business owners test their business' viability through consumer research projects while creating a business proposal and pitch, 2) **The IT for Business Course:** equipping participants with the technical skills to better manage and strengthen their business, and 3) **The IT for Business Professionals Course** - a three-month initiative to train existing business owners on IT applications for business development. Also, with the support of the SE Asia Foundation and Santa Clara University's My Own Business Institute, we launched a comprehensive free online course, "Starting a Business Course," in English and Khmer. While taking our courses, participants, whom we refer

to as youth innovators, are matched with experienced business mentors.

We also run events and webinars connecting hundreds of youth with experienced business founders and industry leaders. We coordinate exhibitions with local incubator partners for entrepreneurs to connect with and receive valuable feedback from potential customers.

### Major Highlights:

- After receiving 35 applications, we selected 20 participants for our 6-month courses.
- We selected 20 participants for the 3-month IT for Business Professionals Course. While their average pre-test score was 35%, they worked exceptionally hard and earned an average post-test score of 83%!
- We recruited nine mentors who successfully aided the youth innovators through their research and proposal development work.
- On February 26, 2023, 64 participants joined our WeBusiness Talk - "Startup's Journey in the Tourism Sector." On August 18, we held a talk on "Obligations and Procedure in Business Registration" for 39 participants. The last talk - "Sources of Funding for Small and Midsize Enterprises (SMEs)" had 81 attendees.



## YOUTH INNOVATORS' SPACE AND INCUBATOR (YISI) PROGRAM

- Three top workshops were: 1) a marketing session with Mr. Thoeun, a top Independent Business Development Consultant and CEO of HTB Consulting Co., LTD, 2) a training on the cashflow tracking app, Kotra Riels, developed by our incubator partner, SHE Investments, and 3) a training and networking event with 21 attendees from nine of our incubator partners that was led by our volunteer Kelvin, an expert on design thinking and business startups, on “Using Empathy to Understand Your Customers.”
- The youth innovators had two businesses - the first was with the founder of Soun Tonsay Restaurant and the second was with the owners of Tavern Restaurant.
- We had an exhibition on February 19, 2023, with over 500 attendees. It featured 30 entrepreneurs and performances from the Cambodian Martial Arts Labok Kator and the shadow puppeteers of ASORAN. Mr. Sok Thol, the Siem Reap Administration Director, opened the event. The second exhibition, on August 5-6, featured 47 entrepreneurs and had over 750 attendees.
- This year, seven youth innovator groups competed in our pitching contest. The final contest was on July 15, 2023, with 96 attendees. The first place (\$1k USD) winner was Miss Vangdy, the founder of DD Fashion - a modern fashion store. The Co-Founder of Visakha (a tailoring business),

Miss Sokpheaktra, came in second (\$700 USD). Mr. Houn Hen, the founder of Banana Center Cambodia (a foreign language academy) came in third (\$500 USD).

- Eighteen IT for Business Professional Course grads and 13 participants from our 6-month courses participated in our course completion ceremony on June 24, 2023.
- On August 25, 2023, we launched our Community Computer Lab for students and young entrepreneurs in the Prudential Cambodia Life Insurance Siem Reap building with 69 participants - including 29 community organization representatives.

### Lessons Learned

- The average pre-test score of our 6-month course participants was 31% and the post-test score averaged 47% - a 16% increase overall. We were over 25% below our 75% target. While some poor-performing outliers affected the average, We will gather more feedback to improve our course delivery while providing continued support to alumni.
- Early this year, we had challenges attracting our target participants to our program resulting in a lack of commitment from some participants and event attendees who were not engaged with the content. After contacting incubator programs and local businesses directly, we had more success.



### I BELIEVE IN MYSELF AND MY BUSINESS

Mr. Houn Hen co-founded BANANA Center Cambodia, an English, Chinese, and Thai language training business, in July 2022. He is based in Siem Reap and joined the YISI Program after seeing it advertised on PEPY's social media. Houn was selected for our Social Enterprise Incubator Course and IT for Business Course in April 2023. He took every opportunity to join YISI's events and workshops. His YISI Mentor, Mr. Chhory Toeun, has over ten years of experience as a business development consultant. He inspired Houn to conduct financial reporting and budget management activities for his business for the first time. Houn also worked with the YISI team and his mentor to improve his business plan to help him identify target customers, assess his team's skill gaps, and improve his marketing plan. Houn encourages those with clear business ideas to join this course to expand their network, gain critical business skills, and collect crucial consumer data.

## LEARNING EXCHANGE PROGRAM HIGHLIGHTS

### YSEALI Exchange for Fellowship Awardees

In April 2023, Sotheareak, a PEPY scholar and our Partnerships Officer, became our third consecutive team member to receive the YSEALI Fellowship Award funded by the US Embassy in Cambodia. All awardees participate in a 5-week exchange to multiple cities in the United States to exchange ideas and learn from nonprofit and development leaders to advance Civic Engagement efforts in their respective communities. Sotheareak had a fantastic experience and hopes to have more chances to represent PEPY abroad in the future.



### Cambodia-Ireland Partnership Exchanges

Longtime friends and Irish educators, Maeve and Mícheál, in collaboration with PEPY newcomer and Irish teacher, Deborah, led several lessons focused on self-awareness-management, intelligence types, and communication styles for Learning Center students from October 12 - November 5, 2022.

In May 2023, PEPY team members, Chhunnay and Sokpheaktra, and students, Chav and Seangheng, represented PEPY in the annual Cambodia Ireland Changemakers Program Exchange in Ireland. They learned about Ireland's culture and education system and visited several schools and networking events, including our partner DPETNS, to share Khmer culture, PEPY updates, and our teaching practices with students, teachers, and community stakeholders.

Finally, Mícheál and teachers, Saoirse and Sinead, came to the Learning Center from August 7-25, 2023. They shared many engaging topics including Irish culture and education, basic critical thinking, problem-solving, world geography, etc. Our students loved developing their English listening and speaking skills while being exposed to Irish teaching styles.

### Singapore Management Univ. (SMU) Exchange

In May 2023, YISI hosted 21 students from SMU. Armed with knowledge from our business workshop, our youth innovators and the SMU students worked together to develop marketing plans. After seeing the mutual benefits of the exchanges, we aim to host several entrepreneur-focused groups and business school students and teachers next year.



### The American School in Switzerland (TASIS) School Exchange

From June 12-16, 2023, we organized tours and experiential learning activities for three teachers and 18 students from TASIS. Our students practiced their English listening and conversation skills through casual chats and workshops that included story-sharing and group presentations.

### Where There Be Dragons (WTBD) Tours

We had several half-day learning exchanges with WTBD's young global travelers and our Learning Center students - introducing them to new friends, accents, and phrases that will help our students when interviewing and applying for jobs.

## COMMUNITY CORNER



### I CAN MAKE IT IF I TRY

Sot is a Dream alumnus who just graduated from Varin High School. Sot decided to join Dream in Grade 10 to gain professionally relevant soft skills like confidence, time management, and communication. When Sot started Dream, he was very shy and afraid to share his thoughts with others. After taking part in the Dream activities, he became more self-aware, improved his mental health, and began to set incremental goals for himself. As a result, he became more confident and found himself even enjoying and challenging himself in his public school classes. In fact, Sot had improved his confidence so much so that he enrolled in the Varin High School and Dream Program's joint public speaking contest and came in first place!

Sot credits Dream class with helping him successfully graduate and secure a scholarship for his higher education. Now, he not only feels prepared and eager to continue his studies, he has the financial resources to make his dream possible. Dream enabled Sot and all the Grade 12 Dream students to visit higher education and vocational institutions in Siem Reap as part of Dream's Study Tour activity. Because of this, Sot already feels familiar with and comfortable with his school choice- Build Bright University. Sot shared that Dream is a unique and critical initiative that allow students to stay in school, set and reach goals, and to express themselves and their talents.



### A ROLE MODEL FOR FUTURE GENERATIONS

When Teav received a PEPY scholarship in 2019, she was the first in her family to continue to higher education. She is a former PEPY Dream student in Varin High School who first learned about our scholarship opportunity from her Dream Officer and was thrilled to be selected. Teav shared that although she was eager to study, moving to Siem Reap City was not easy. She experienced a lot of culture shock – like different communication styles, new living and eating expectations and standards, and the increased noise and traffic. At the same time, there were many new things that she loved, including living with the other female scholars where they shared chores, cooked in groups, and had fun in their boarding room. The PEPY team and community supported her every step of the way – introducing her to new hobbies to support her wellbeing and providing guidance throughout her academic and professional journey. Today, Teav works at Equitable Cambodia NGO in Phnom Penh as a Community Organizer. She loves her job and feels she has accomplished so much in her role. Teav would like to thank everyone who has supported the PEPY Scholarship for Higher Education Program directly or indirectly and wants them to know that there are now hundreds of men and women, just like her, who now have a chance at a new life that would not have been possible without PEPY's support.






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## OUR MARKETING AND OUTREACH STATS

### WEBSITE

 <a href="http://www.pepyempoweringyouth.org">www.pepyempoweringyouth.org</a>	2021	2022	2023
Number of Visitors:	15,050	--	7,750
Newsletter Followers:	3,503	3,503	3,391

### SOCIAL MEDIA

 Facebook: <a href="https://www.facebook.com/pepyempoweringyouth">@pepyempoweringyouth</a>			
Number of Followers:	13,305	14,908	16,157
Average Monthly Post Reach:	--	--	36,841
Average Monthly Engagement:	--	--	11,888
 Instagram: <a href="https://www.instagram.com/pepy_cambodia">@pepy_cambodia</a>			
Number of Followers:	1,036	1,269	1,400
Average Accounts Engaged Monthly:	--	--	70
Average Number of Accounts Reached:	--	--	475
 Tiktok: <a href="https://www.tiktok.com/@pepyempoweringyouth">@pepyempoweringyouth</a>			
Number of Followers:	--	--	688
Audience Reach:	--	--	184,663
 YouTube: <a href="https://www.youtube.com/pepyempoweringyouthOrg">@PepyempoweringyouthOrg</a>			
Number of Followers:	401	462	525
Video Views:	4,034	2,897	2,080
 Twitter: <a href="https://twitter.com/PEY_NGO">@PEY_NGO</a>			
Number of Followers:	2,764	2,835	2,766

[Get Connected with the PEPY Community](#)



## FINANCIAL OVERVIEW

### DONOR OVERVIEW

	2021	2022	2023
# of Individual Donors:	280	366	284
Average Donation Amount:	\$80	\$498.49	\$518.45
Median Donation Amount:	\$9	\$10	\$2.47

### INCOME (USD)

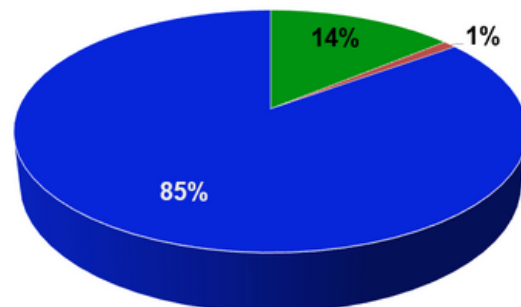
Restricted (Grants, Donors Requests)	\$386,928	\$331,989	\$379,341
Unrestricted:	\$34,884	\$74,849	\$54,601
Other Income (investments, social enterprise funding)	\$15,124	\$27,092	\$20,852

### EXPENSES (USD)

Staff Capacity Building	\$5,333	\$2,648	\$4,054
Dream Management Program	\$41,373	\$47,868	\$59,261
Scholarship Program	\$157,167	\$171,243	\$163,211
Learning Center Program	\$87,308	\$105,185	\$95,792
YISI Program	--	\$21,432	\$47,639
Management and General	\$34,274	\$35,244	\$40,134
Communications and Fundraising	\$17,708	\$16,008	\$22,462
Research Project (Hannover University)	\$4,954	\$6,054	\$4,679
Together for Education (Alumni Project)	--	\$5,472	\$2,258
New Truck and Document Processing	--	\$29,800	--
<b>Expenditures</b>	<b>\$348,117</b>	<b>\$443,303</b>	<b>\$439,510</b>
<b>Excess of Income over Expenditures</b>	<b>\$88,819</b>	<b>(\$9,373)</b>	<b>\$15,284</b>

### 2022-2023 Financial Expenses by Percentage

- Admin and Fundraising
- Staff Capacity Development
- Programs Expenses



## OUR BOARD MEMBERS



**Choch Cho**  
Board Chairperson  
Joined in 2020



**Kimsru Duth**  
Vice Chairperson  
Joined in 2021



**Sreyneang Sun**  
Treasurer  
Joined in 2020



**Michael Papi**  
Board Member  
Joined in 2021



**Vichea Tan**  
Board Member  
Joined in 2023



**Kimline Nuch**  
Board Member  
Joined in 2023



[Get to Know Our Board Members](#)

## OUR TEAM



Our team is comprised of passionate and dedicated leaders who are either former PEPY program beneficiaries or individuals who have in-depth knowledge of the social and economic challenges we aim to address through our work.



[Get to Know Our Team Members](#)

## OUR FUTURE PLANS

This year has come with many changes and developments for our team, as we welcomed a new Executive Director, initiated several major resource and capacity development partnerships, revamped our exchange program, increased our alumni support, and began implementing our 2023-2028 Strategic Plan. Through these changes, we have had the opportunity to reflect and find more innovative ways to support our community – including the launch of the Learning Center Alumni Association and the start of our coding curriculum in our ICT classes. In 2023-2024, we are looking forward to continually learning, becoming more sustainable as an organization, and playing a more significant role in expanding the local economy.

Next year, in addition to our regular programmatic work, we aim to advance the following initiatives:

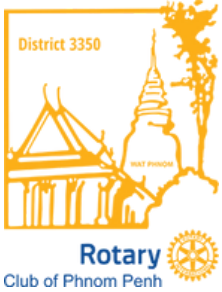
- After developing our new Strategic Plan, we aim to make substantive changes in the Dream Management and YISI Programs' implementation strategies. For YISI, we are thrilled to be moving on to a new era of innovative practices with the support of CoOperaid Foundation and new team members and volunteers with extensive experience in business development and incubators. For Dream, we are preparing to operate at a much higher capacity than we



have done in the past – tripling or quadrupling our beneficiaries next year. We are exploring partnership opportunities to expand from three to 12 schools and will be updating our community as we determine the next steps.

- Now that we have found a space for the YISI team and participants that is better equipped to meet their needs, we are turning our attention to upgrading our Learning Center and headquarters. The PEPY office has proven too small to hold our growing number of students and team members. We are negotiating a contract to move to a nearby office that will allow us to have more meeting rooms and classroom space to operate at our best. We look forward to making the move towards the end of 2023 and will be sharing updates on our reports and social media accounts.
- After several years of partnering with Team4Tech and Revivn and expanding computer education and access in our region, we were invited to give back and serve as mentors and as a resource for Team4Tech's global network. We are continually exploring opportunities to share our curriculums and provide training to other organizations that provide quality education services to their communities.
- Lastly, we are excited about the opportunity to grow our community and share our work with more visitors and volunteers as tourism continues to rebound from the pandemic. We have had a surge in tour and volunteer requests and are honored that that are so many individuals and schools that value and believe in our work.

2022 - 2023 PARTNERS AND DONORS



We would like to extend our deepest thanks and appreciation to all of our stakeholders, partners, and friends around the world. Your support has enabled us to weather many storms and continue providing opportunities to the many hardworking and passionate Cambodian leaders of tomorrow. If you have contributed your time, resources, or positivity to our organization, you have played a significant role in helping thousands of young people realize their potential and achieve their dreams. Thank you!



