

# dāna asia

helping invest equitably in asia



dāna (Pali, Sanskrit dāna) is generosity or Giving. In other Asian cultures, it is also the practice of cultivating generosity



Annual Review 2013

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## Chair's Message

Dana Asia is a unique philanthropic intermediary that works closely with donors for the development of projects that change lives. Our donors are an exceptional array of generous and insightful individuals, families and foundations who recognise that philanthropy is more than a donation: they are committed to their ideals and passionate about making a real and lasting difference to communities in Asia.



We work closely with our donors and social investors to develop projects that are underpinned by key grant making activities that make a demonstrable difference to both individuals and communities:

- **Social Businesses** - innovative long-term solutions to overcome poverty and disadvantage. Projects are designed to develop sustainable businesses that generate stable and long-lasting income for communities to better secure their livelihoods.
- **Microfinance** – small, non-collateral, low interest loans to those who have no access to finance, for the development of small businesses that provide empowerment and real change for their families.
- **Education & Training** – education is the essential building block for a better future. Services range from school construction, vocational skills training, mentoring and support to small business management training to ensure beneficiaries have the tools to change their own lives.

Dana Asia has successfully developed projects in all three categories since its establishment in July 2011 in Singapore, with low management overheads resulting in a 13.4:1 leverage ratio ensuring 92.5% of our donors' funds reach the targeted communities.

Essential to our success in implementing projects that make an impact is thorough auditing of all activities to ensure funds are applied correctly and projects are implemented effectively. Team members regularly monitor our projects through a combination of site visits, discussions with beneficiaries and meetings with local implementation partners. Detailed project due diligence and financial audits of individual projects and NGO partners are completed annually.

Integral to the effectiveness of our activities is our small team that is dedicated to our mission. They have wide-ranging experience in developing philanthropic strategies that incorporate donor passions with genuine need. I thank the team for their passion and commitment to the work of Dana Asia over the past year.

Julie White (Chair)

# Executive Director's Message

The past year has been a successful one for Dana Asia with the development of some unique projects that are the forefront of philanthropic endeavour. With the generosity of its donors, Dana Asia has granted US\$2.3 million towards projects that are driving change in Asia.



## Impact Snapshot

**Social Business** – US\$1.7m creating employment for over 1,500 people  
**Microfinance** – US\$80,000 for agricultural business development by 457 members  
**Education** – US\$450,000 to ensure 3,200 children and youth can access quality education and training  
**Health** – US\$90,000 to protect the health of families living on one of Asia's worst dumpsites

## Our Impact

### Social Business –

US\$1.7 million of grants are funding the development of three social businesses, a Chicken Raising Training Centre in Cambodia, a Microfinance Business School in Manila and an Auto Mechanic College and Workshop in Bangladesh. These three innovative projects will work with over 1,500 beneficiaries towards the development of their own income generating businesses

### Microfinance –

US\$80,000 is funding financial and agricultural training for 457 members including 411 females who have established small business raising stock and growing crops. To date the members have saved a total of US\$9,057, with 334 members accessing savings loans and 177 members using project loans to develop their businesses.

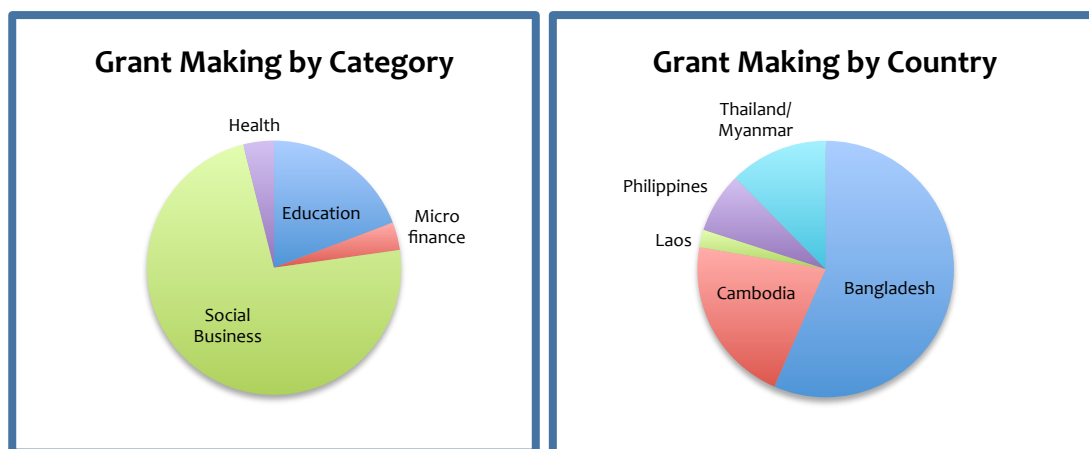
**Education** – US\$450,000 has ensured more than 3,200 children and youth have been able to access high quality education and training facilities through the funding of schools, vocational training centres, scholarships and other educational programs.

**Health** – US\$90,000 has provided to the families living in the squalid environment of the Phnom Penh Dumpsite, one of Asia's worst. 400 mothers and their babies have received medical, educational and social support and 7,500 medical and dental treatments have been provided to children and their families.

The coming year will be a particularly exciting time for Dana Asia as it works more closely with Grameen Australia for the delivery of genuinely effective and sustainable projects. The Grameen family is the global leader in the development of social businesses and microfinance projects with a specific focus on education, training and mentoring, and its social philosophy is fully aligned with the principles of Dana Asia.

Dana Asia looks forward the further development of its alliance with the Nobel Prize winning Grameen. Increased access to some of the leading thinkers in the philanthropic field will ensure we continue to deliver the ground-breaking, sustainable projects for our donors, thereby empowering more poverty stricken and disadvantaged communities with the skills to secure a brighter future without poverty.

Duncan Power (Executive Director)



<b>Key Statistics</b>	
<b>Dana Asia Costs:</b>	<b>US\$172,300</b>
<b>Funds Leveraged to Projects:</b>	<b>US\$2,300,000</b>
<b>Leverage Ratio:</b>	<b>13.4:1</b>
<b>Funds to Projects:</b>	<b>92.5%</b>
<b>Beneficiaries Assisted:</b>	<b>5,600</b>

# Our Team

## The Board

**Julie White**  
Chair, Sydney



**Chris Breach**  
Board Member, Sydney



**Peter Hunt AM**  
Board Member, Sydney



**Nasir Haji**  
Board Member, Singapore



## Management Team

**Duncan Power**  
Executive Director, Sydney



**UK Toptosseda**  
Projects Manager, Phnom Penh



**Michelle Sawyer**  
Director of Operations, Sydney



**Marlene MacFarlane**  
Consultant, Sydney



**Phillip Gardiner**  
Accountant, Sydney





# What We Do

Dana Asia has a clear and distinct mission – to provide education and training to secure income generation to ensure a sustainable future for Asia’s poorest.

Dedication to the development of Best Practice Projects is essential to all our work. We partner with pioneering like-minded organisations to develop programs that provide genuine and demonstrable results.

Dana Asia is working with Grameen Australia to shift the philanthropic paradigm through the application of business principles for the development of projects that will provide ongoing benefits for local communities. This goal is being achieved through the provision of education, training and ongoing mentoring to beneficiaries to empower them to take control of their future and generate incomes for their families.



CEO Duncan Power and Projects Manager UK Toptossed meeting with beneficiaries of the Khmer Japan Chicken Training

Dana Asia and Grameen Australia are developing a number of innovative projects that are underpinned by the Seven Principles of Social Business developed by the Nobel Prize winning, Professor Muhammad Yunus and the Grameen Bank of Bangladesh. The Principles focus on overcoming poverty through the development of businesses that use corporate financial structures to generate profits that are used to ensure fair working conditions and provide the opportunity for expansion and improvement.

Four key elements are essential to the success of these businesses:

- **Capital** – access to development funds is essential to provide the poor with the opportunity to develop their own small businesses and to scale activities to a viable size.
- **Education** – to ensure beneficiaries are provided with education, training, mentoring and support.
- **Scalability** – to increase the reach of the model into more communities in need
- **Transparency** – to provide thorough and objective testing of project results to assess the impact on targeted communities, and drive improvements to the model to ensure long-term effectiveness.

Dana Asia works with inspirational philanthropists with a passion to create sustainable change. Together with our donors, we are actively engaged in designing and implementing a number of Social Businesses across different sectors in the Asian region.

These Social Businesses provide valuable training, up-skilling and employment to the poor whilst also producing meaningful products and services. They also provide a "rich and engaging" alternative to traditional one-off philanthropic gifts.



Beneficiaries of the Microfinance Business School Project attending Small Business Training

In the health education sphere, collaboration with Cambodian Children's Fund has resulted in the development of a best practice project working to overcome maternal and infant rates in the Steung Meanchey district of Phnom Penh, home of the infamous "Smokey Mountain" dumpsite.



Healthy Mother and Baby - Beneficiaries of the Maternal Care Program

Prior to the establishment of the Maternal Care Program (MCP), pregnant mothers and their babies were dying at alarming rates of 8% as local hospitals turned them away if they were unable to pay fees that could amount to up to 2 weeks work. With generous funding from a key Dana Asia donor, the Program was established in to reduce mortality rates and improve the health and wellbeing of women at each step of motherhood along with their babies. The program provides an integrated maternal care

service with medical treatment, health support, education and community outreach.

MCP success has been outstanding, as it is one of the few programs in the world to achieve zero maternal deaths over its 478 births.

With the ongoing support of its donors, Dana Asia will continue to lead the way in the development of pioneering initiatives that are providing the poorest of the poor with the skills to escape poverty permanently.



# Our Services

Dana Asia helps donors with the capital and commitment to make a difference in Asia through the provision of key services:

## Advisory

Our advisory services are available to Philanthropic individuals, families and Private Wealth Advisors. Our expertise and experience in the Asian region enables us to identify projects where there will be visible and social impact and social return on investment.

Grant Making foundations and Advisors in Australia, Europe and the United States can also access our services.

We provide customised research, due diligence, monitoring and evaluation for grant makers interested in investing in Asia.

## Grant Making

We enable Philanthropic Individuals, families and institutions including social venture funds to grant make effectively and transparently in Asia.

With the help of trusted partners and networks who have been through our stringent due diligence, we have made grants successfully and impacted visible change in diverse parts of Asia.

# Our Work

Dana Asia's work is focused on the poorest of the poor who have little or no access to support to escape abject poverty. We partner with our beneficiaries to provide the support they need to empower them to help themselves.

Our regional focus is Asia where poverty sits beside rapidly expanding wealth.

Dana Asia donors recognize this extreme disparity and want to ensure their funds provide long-term solutions for those in extreme need in the region.



## Projects

### Social Businesses

#### Bangladesh

- Auto Mechanic Training College and Workshop, Dhaka

#### Cambodia

- Khmer Japan Chicken Training Centre, Siem Reap

#### Philippines

- Microfinance Business School, Manila

### Microfinance

#### Cambodia

- Income Generation Programs, Siem Reap

### Health

#### Cambodia

- Children's Health Support, Phnom Penh
- Maternal Care Program, Phnom Penh

### Education

#### Cambodia

- Kaliyan Mith, Siem Reap
- Sre Kandal, Oddar Meanchey

#### Laos

- Phnon Ngam, Savanakhet
- Bung Kaew, Champasak

#### Thailand/Myanmar Border

- Foundation for Education & Development, Mae Sot
- Children's Development Centre, Mae Sot
- Youth Connect, Mae Sot
- Minmahaw Education Program, Mae Sot
- Pyo Khinn, Mae Sot

# Social Business Creation for a Sustainable Future in Asia

Dana Asia is working with the Grameen Family to develop Social Businesses with a difference. These projects are being developed using corporate business principles that ensure profit is emphasized whilst ensuring social responsibilities are paramount. The programs include comprehensive education, training and ongoing mentoring to ensure beneficiaries are able to gain effective skills to establish and grow their businesses.

## Our Key Projects

### *Microfinance Business School, Manila*

1. Combination of microfinance, education and mentoring people living in the poorest areas of Manila to help them develop income producing businesses as a means of alleviating poverty.
2. Development of an advanced microfinance model that is sustainable and replicable in other areas of the Philippines and SE Asia following the Grameen 7 Principles.



These objectives will be achieved through a focus on an initial 1,200 poorest of the poor who are motivated to work in self-managed community groups known to GFA towards the development of businesses.

### *Auto Mechanic College and Workshop, Dhaka*

1. Establishment of a training college for up to 200 students from deprived and very poor rural/urban backgrounds
2. Development of a business model to ensure breakeven by the end of year three, whereby the profits from the Workshop will fund the activities and expansion of the College



The project will achieve these objectives through the development of a best practice workshop lead by three Japanese teachers and staffed by trainees at the College.

### *Khmer Japan Chicken Farm and Training Centre, Siem Reap*

- Establishment of a Social Business raising chickens as a means of providing scavengers on the local Dumpsite with an higher alternative and more secure income source.
- Development of a scalable Farm model that can be replicated in other Cambodian provinces.



These objectives are being achieved through the development of a Cooperative Farm and Training Centre for up to 80 beneficiaries over an 18-month training cycle.

# Case Study

## Khmer Japan Chicken Farm and Training Centre

Thoy Sal is 17 years old and is blind in her left eye. She finished Grade 5 and can only read and write a little. She is the oldest child with 6 brothers and sisters. 5 siblings are still at school, whilst the oldest 16-year-old son works in construction in another province.



Thoy Sal and her 40-year-old mother are the primary income earners, as her 40-year-old father lost his leg to a mine in the war and is an alcoholic. Thoy Sal and her mother only earn 200,000-300,000 riels per month (US\$50-75) from scavenging. The family have a very small plot of rice next to their house that generates minimal income.



Thoy Sal registered as a member for the Farm at the beginning of the project and she worked on the shed construction in the early days.

*“I would really like to join the project to raise chicken as I really want to have this skill. If I become a member of the Farm, I will get one chicken shed and receive skills training on chicken raising. This skill will help me and my family have better living conditions in future, I believe”.*

However, Thoy Sal stopped attending after only a few days. The team tried to contact her but she avoided them. Finally they were able to meet with Thoy Sal and her mother. They learnt that she left due to her father who did not allow her to come and threatened her with violence. Thoy Sal also said that she feared that if she did join the Farm, her father would take the chickens she raised for food.

The team discovered that Thoy Sal’s father was a violent man who verbally abused the family, threw cooking utensils and bit them if they did not give him money to buy alcohol. Thoy Sal was living in a cottage at the Dumpsite to escape her father, but he regularly dragged her home.

The Farm Team proposed that only Thoy Sal would be permitted to come to the Farm to ensure her father was not aware of her activities. Thoy Sal agreed to join and participated in the draw for a chicken shed. She reminded the Farm Team of the risks she faces.

*“Sisters, please do not go to my house if my father is at home because I will not tell him that I have now decided to join this project. Only my mother knows about this and she supports me. If my father knows, I am afraid he will come to the Farm and say bad words to sisters and other Farm staff and he will get my chickens ...”*



## Our Partners

### Child's Dream Foundation

Established in 2003, Child's Dream is a charitable organisation dedicated to provide unconditional help to underprivileged children and youth in the "Mekong Sub-Region" (Myanmar, Thailand, Laos and Cambodia) with a specific focus on remote and neglected areas of the region.



The mission of the organisation is to *empower marginalised communities to shape their own future*. This is achieved by working with communities to improve healthcare and education for children and youth.

The organisation's activities range from health interventions for children to reduce child mortality, construction of education facilities to provide universal basic education, youth employment centres to high school and university scholarships.

### Cambodian Children's Fund

Founded in 2004, Cambodian Children's Fund provides life-changing education, nourishment and healing to vulnerable children from some of Cambodia's most destitute communities. Originally CCF focused on the health and well being of 45 children, however today the Fund cares for more than 1,400 children and has extended its services to provide for families and communities in crisis.



The Fund offers education, health care, nutrition and safe shelter to children and their families in need. Giving the parents the opportunity to lift themselves from poverty — while ensuring that their children have access to education — not only provides for the greater good but also relieves the children of their adult-like burdens. The majority of children in CCF's care were former garbage pickers and primary caretakers of their siblings, living and working on Phnom Penh's former municipal garbage dump.



## Farmer Livelihood Development

Farmer Livelihood Development (FLD) was created in August 2002 by localising SCALE, an international NGO, created by Southeast Asia Outreach (SAO), which began as a fish-focused food security project in 1991. FLD envisages communities where people interact with integrity and empathy to improve and sustain their livelihood activities, and where people can solve their own problems through justice and democracy. FLD's mission is to work with targeted communities to improve productivity, promote and create jobs and enhance micro and small enterprise (MSE) practices to better food security and living conditions.



During 2010, FLD established four complementary, stand-alone programs that will provide the necessary assistance to help communities emerge from the cycle of rural poverty they find difficult to break out of, without professional and compassionate assistance.

- Livelihood Development Program
- SKIL - Support, Knowledge and Inspiration for Life
- Farmer Fund – Micro Credit Operator
- Khmer Farmer Products (KFP)

## Friends-International

With headquarters based in Cambodia, Friends-International (FI) has been assisting marginalised children, youth and their families across the world since 1994. To date, the organisation has initiated and supported programs in Cambodia, Laos, Thailand, Indonesia, Honduras, Mexico, Myanmar and Egypt.



Each year, the FI programs provide direct support to 50,000 marginalised children and young people (particularly street children/youth), offering a range of comprehensive services as part of a holistic approach to assisting children (and their families) to improve their lives. Through listening to and learning from young people, the organisation designs progressive and strategic programs aimed at providing maximum assistance to them.

FI is built around four main programs:

- *Friends Social Businesses* (Peuan Mit, Kaliyan Mith, Teman Baik, Peuan Peuan, Mith Samlanh)
- *Friends Programs*
- *CYTI Alliance*
- *ChildSafe Network*

Friends-International and Dana Asia will initiate their partnership through the provision of a grant to fund a proportion of the Protection and Reintegration project on the Anglong Pi Dumpsite near Siem Reap town through the provision of outreach, education, vocational training and family support services.

## Grameen Foundation Australia

Grameen Foundation Australia's vision is to help communities to apply best practice business principles to help



the poor out of poverty in developing countries. The organisation's mission is to promote and deliver microfinance programs and social businesses through both direct involvement and advice to partners on creative program delivery.

In all their work, they embrace and draw inspiration from a rich Grameen Heritage. In particular:

- Seek to empower the world's poor, especially the poorest women
- Hold ourselves and our partners accountable for transparency and measurable results, including social and financial performance
- Champion innovation focused on making sustainable difference
- Seek to form partnerships with those who can advance our mission
- Respect, invest in and promote local social entrepreneurs and local innovation.
- Replication is the essential methodology that underpins all programs in which we have direct involvement

Grameen Foundation Australia services include:

1. Developing and Operating Microfinance Programs that are carefully crafted and often include a suite of financial services geared towards benefiting the poorest and most deprived.
2. Social Business Advisory Service based on the advanced experience of staff and advisors built up over many years.
3. Where Grameen Works – The organisation is currently operating and developing programs in three countries, Bangladesh, the Philippines and Cambodia, and has advised on programs in over 10 countries.