



**EMPOWERING** THE IMPOVERISHED

*Sustainable solutions* **Zero poverty**



**EMPOWERING COMMUNITIES WITH SCALABLE, SUSTAINABLE  
SOLUTIONS TO POVERTY AND SOCIAL INEQUALITIES.**

**2023**  
**ANNUAL  
REVIEW**

# Contents

Message from the Chair	4	<b>Microfinance</b>	22
About Dana Asia	5	Message from the Grameen Pilipinas CEO	23
Impact highlights	6	• Sustainable microfinance	24
Message from the CEO	7	• Impact story	25
Vision & mission	8		
Our strategies	9	<b>Education</b>	26
Our funds	10	Message from the Cambodia Project Manager	27
Message from the Director of Programs	11	• Scholarships	28
		• Impact story	29
<b>Social business</b>	12	School partnerships	30
Message from the Director of Social Business	13		
Sustainable agriculture models	14	Cycle for Recycling update	31
• Organic fertiliser production	15	Partners	32
• Sustainable chicken farming	16	Challenges and learnings	33
• Impact story	17	Sustainability	34
Sustainable communities models	18	The year ahead	35
• Eco store	19	Summarised Financials 2022/23	36
Youth entrepreneurship models	20	Team Dana Asia	37
• Cafe Lab	21	Thank you to stakeholders	38



# MESSAGE FROM THE CHAIR

I am pleased to share my highlights from the past year, including some exciting updates regarding our recent engagements with key stakeholders and strategic plans for the future.

It was truly a privilege to have the opportunity to meet with key donors and stakeholders during recent visits to Japan and various parts of Australia. These meetings were instrumental in fostering important relationships and gaining invaluable buy-in for our strategic initiatives. I would like to extend our deepest gratitude to all those who generously supported and contributed to our cause, especially our esteemed donor who provided us with the endowment, and our trusted advisor, Hirao-san. We are also immensely grateful to UBS for their ongoing support and partnership in advancing

our mission. Their dedication to our cause has been invaluable, and we look forward to continuing our collaboration.

I would like to take this opportunity to express my heartfelt appreciation to all board members and executives for their tireless dedication and hard work. As we move forward, we are actively pursuing new board members to bring fresh perspectives and expertise to our organisation. We believe that their guidance will be instrumental in shaping our future trajectory.

In light of the impending reduction in our endowment, we are taking proactive measures to ensure the long-term sustainability of our organisation beyond 2025. This includes identifying and pursuing new sources of finance, including new donations and



MUNZURUL KHAN - CHAIR

investment income. By diversifying our income streams, we aim to safeguard our ability to continue making a meaningful impact in the years to come.

Thank you to all Dana Asia's partners and supporters for your unwavering dedication to our cause. Together we continue to make a difference in the lives of those who are most disadvantaged to provide lasting change in their lives.

# ABOUT US



## As an advisory service

Leveraging the local insights and expertise of our seasoned on-the-ground team, we offer advice and program management to companies looking to develop their CSR initiatives and family foundations looking to maximise their grant-making activities to ensure sustainable, quantifiable impact.



## As a catalyst for social business development

Combining a business mindset with a charitable heart, we develop community-driven business models that prioritise long-term social outcomes. Working through our partners, we encourage best practices to address specific social challenges while being financially viable and pilot unique models, refine, and replicate in new communities to scale impact.



## As a funding entity

We identify and secure funding for the development of sustainable initiatives that address evolving needs within marginalised communities. We work closely with donors and partners to promote responsible social investment and grant-making for long-lasting and scalable opportunities that maximise the impact of funding.

## Our core VALUES



### Social empowerment

We uphold the values of social empowerment through capacity building and training initiatives. Training encompasses a wide spectrum of disciplines, including livelihood skills, business management, financial literacy, and personal and professional development.



### Economic viability

Our commitment to economic viability is demonstrated through proactive social investment in small businesses. Through high-engagement initiatives, we provide guidance and support to enhance the viability and sustainability of enterprises.



### Environmental sustainability

We promote environmental sustainability by developing business models that prioritise environmental preservation. Our efforts are aimed at safeguarding local ecology while simultaneously addressing pressing issues such as food security.

Total grants made  
AU\$1,149,381

Supporting Education  
AU\$615,127

Supporting Social Business  
AU\$135,805

Supporting Microfinance  
AU\$398,449

Lives influenced  
5,000

New livelihoods created  
775

Avg. increase to household income  
across all social business projects  
30%



## MESSAGE FROM THE CEO

According to recent World Bank statistics, nearly 700 million people live in extreme poverty (under US\$2.15 a day) around the world. Additionally, some 50% of the world's population lives under US\$6.85 a day. In 2018, the equivalent was US\$5.50 a day and the extreme poverty level was US\$1.90. The Poverty and Prosperity Report "Changing Course" provides a comprehensive look at the landscape of poverty in the aftermath of a series of extraordinary shocks to the global economy. Global progress in reducing extreme poverty has virtually come to a halt and wealth and gender inequalities remain a major concern. At Dana Asia, we see these inequalities every day in the communities we work with. One final compounding factor is climate change and the disproportionate effect it has on communities already struggling.

Overcoming poverty and combating climate change are complex challenges and we do not underestimate our responsibility. These interconnected issues are the starting point for all the

work we do. The Dana Asia paradigm strives to maximise the sustainable impact of every dollar of donor funds to address with transparency the challenges mentioned above. Staying abreast of emerging needs, we carefully review and reassess our priorities on an annual basis.

Our core objective is dedicated to creating sustainable employment and educational opportunities as a direct and achievable target to lift the most vulnerable people out of poverty and keep them out of poverty forever. Every one of Dana Asia's social investments must meet the following criteria:

1. Concept and design rooted in equality.
2. Focus on those most marginalised in the community.
3. Provide economic and social benefits for those in need.
4. Have consideration for environmental sustainability factors.
5. Be viable at scale and be replicable in different communities.



DUNCAN POWER - CEO

To be successful, we take a holistic and collaborative approach with consideration for the social, economic, and environmental dimensions of sustainable development. We appreciate you joining us on our journey to make a difference and make our world a better place to live for all our global family.

We are happy to share our successes, challenges, and learnings from the year July 2022 to June 2023.



# VISION

Dana Asia’s vision is to create thriving communities where poverty is alleviated and inequalities reduced to foster sustainable development and enable all members of society to achieve their full potential.

# MISSION

We blend the attributes of a business mindset with a charitable heart using social business, microfinance, and education as tools to overcome social challenges and hardships in impoverished communities and empower through social investment, advisory, and capacity-building to facilitate community-led initiatives that bring positive change and lasting impact.

# OUR STRATEGIES

## Community-centered

Programs tailored to the specific needs of impoverished communities, ensuring initiatives are culturally sensitive, inclusive, and participatory.

## Promote social entrepreneurship

Innovative solutions to address social and environmental challenges and social investment and training for social businesses that drive positive change.

## Facilitate microfinance

Increase access to financial services adapted to meet the needs of the marginalised and promote sustainable microfinance to protect the planet.

## Invest in education

Address education inequalities through scholarships in targetted areas to change future prospects for marginalised students.

## Promote gender equality

Prioritise initiatives that empower women and girls who face disproportionate barriers to education, employment, and financial inclusion.

## Integrate environmental sustainability

Embed environmental sustainability principles into all poverty alleviation initiatives and advocate for the future of the planet.

## Build partnerships

Foster multi-stakeholder partnerships that drive collective action and sustainability to leverage resources, share expertise, and scale impact.

## Monitor and evaluate impact

Establish robust monitoring and evaluation systems to track progress, assess outcomes, and identify areas for improvement.

*“Investing in sustainable and social business solutions today ensures a brighter tomorrow for the world's most disadvantaged and our planet.”*

— Duncan Power, CEO



# OUR FUNDS

To achieve sustainable social change, Dana Asia has developed three philanthropic funds to provide social investment capital, loans, or grants along with training and support to launch and grow social business, microfinance, and education initiatives, focusing on people most in need to drive benevolent, sustainable development through charitable partnerships to create positive social and environmental impact.



## Social Business

Harnessing the principles of entrepreneurship to create and develop businesses for social and environmental purposes to create jobs and address societal challenges while generating financial returns.



## Microfinance

Providing access to financial services and capital as loans to entrepreneurs in underserved populations to further their micro- and small-scale business activities as their core livelihood.



## Education

As a fundamental human right and a key driver of economic growth and social progress, providing quality education opportunities to create meaningful employment and engage the scholar in a lifetime of fulfilment.

## MESSAGE FROM THE DIRECTOR OF PROGRAMS



LOTTI FRASER - DIRECTOR OF PROGRAMS

We are pleased to present a summary of our achievements for financial year ending June 2023 as outlined in this annual report. This summary highlights the significant progress we have made towards our goal of advancing sustainable development and creating positive change in communities around the world.

From July 2022 to June 2023, Dana Asia made significant strides in advancing sustainable development, achieving milestones that reflect our unwavering commitment to creating a more equitable and resilient world. Throughout the year, our programs have focused on addressing key challenges in areas and innovative approaches and strategic partnerships have enabled us to achieve tangible outcomes and drive lasting impact through social

business, microfinance, and education. Through collaborative efforts with local communities, partners, governments, and other stakeholders, we successfully implemented a range of projects aimed at enhancing social well-being, fostering economic empowerment, and promoting environmental sustainability in some of Southeast Asia's most deprived communities. From empowering marginalised communities with access to financial services and training to implementing innovative social business models to tackle the plastic waste crisis, and sustainable agriculture to promote food security and mitigate climate change, our impact has been tangible and far-reaching. Despite facing challenges posed by global uncertainties, we remained agile and adaptable, leveraging partnerships and innovative approaches to maximise our

effectiveness.

We would not be able to do what we do without the dedication of our implementing partners and donors. Together, we are able to demonstrate the power of collective action and the importance of working towards a common goal. As we reflect on the achievements of the year, we are energised and inspired to continue our vital work, driving positive change and building a sustainable future for generations to come. Looking ahead, we remain committed to our mission and as we navigate the challenges and opportunities that lie ahead, I am confident that we will continue to make a meaningful difference in the lives of those we serve.



# SOCIAL BUSINESS

Throughout 2022/23, Dana Asia's Social Business program, inspired and endorsed by Nobel Peace Prize winner Professor Muhammad Yunus, developed and piloted unique community-led business models that address **social and/or environmental challenges** alongside **financial sustainability**.

The program focuses model development in three thematic areas: **sustainable agriculture**, **sustainable communities**, and **youth entrepreneurship** with the objective to create micro-businesses that tackle pressing societal challenges while ensuring viability and scalability.



“A charity dollar has only one life; a **Social Business** dollar can be invested over and over again.”

## MESSAGE FROM THE DIRECTOR OF SOCIAL BUSINESS

Dana Asia's pilot social businesses are gaining ground in providing proactive solutions to community livelihood and environmental concerns while developing capacities to sustain these initiatives. These social business incubations in the Philippines are progressing with positive outcomes in livelihood generation, ecological action, and empowering communities.

The Eco Store model, pioneered in a social housing site, offers low-priced refill-retailing of basic goods, is enabling families to save 12% on their food costs and is resulting in a 25% reduction in single-use plastic generation among the community's 546 households. The store operator is gaining an average 15% profit margin to sustain and expand the zero-waste store operations. This community-

based social business has inspired other social housing estates to reach out for Dana Asia's collaboration in 2024.

Under agri-social business, the Organic Fertiliser Production Centre in Bicol has completed set-up and trial production and is now geared for viable operation to deliver growing demand for organic farm inputs. Over the year we have gained valuable support from the local government and Department of Agriculture towards commercial production and marketing.

The Cafe Lab, a school-based social business focused on youth entrepreneurship, was able to relaunch in the two pilot secondary schools upon resumption of regular schooling after the COVID pandemic. The Dana



LEO ALFORTE - DIRECTOR OF SOCIAL BUSINESS

Asia collaboration with partner schools achieved 349 graduate students in Tech-Voc tracks with 40% of graduates passing the National Certification Trade test.

Dana Asia's social business models in Sustainable Communities, Agriculture and Youth Entrepreneurship are advancing with active stakeholders' collaboration. We are highly excited for the replication in other areas with new partners next year.



# SUSTAINABLE AGRICULTURE MODELS

Sustainable agriculture plays a pivotal role in ensuring the long-term health and viability of our planet. Dana Asia’s sustainable agriculture models aim to promote practices that **minimise environmental impact**, modernise techniques and equipment, contribute to **rural development and economic stability**, and **empower local communities**.

The models are designed to meet specific needs of rural communities and cultivate additional or more reliable sources of income towards **poverty alleviation** and **improved food security**.

## MODEL SDG TARGETS

- |   |    |
|---|----|
| 1 | 10 |
| 2 | 11 |
| 4 | 12 |
| 5 | 13 |
| 8 |    |

## ORGANIC FERTILISER PRODUCTION A SUSTAINABLE AGRICULTURE MODEL

### Bicol, Philippines

Dana Asia’s organic fertiliser production model promotes organic farming and utilises local resources to increase productivity and income to individual farmers and agricultural cooperatives in an environmentally sustainable way. The Bicol Organic Fertiliser Production Centre produces quality organic fertiliser and builds capacities within farming communities to increase productivity of small family farms into viable agribusinesses while educating on the importance of minimising environmental degradation. Part of this is developing marketing networks, advising on value-add opportunities, and promoting the fair trading within marginalised communities to eliminate profiteering middlemen from the agri supply chain.

### Model goals

#### Community development

Local entrepreneurship and community engagement within rural communities, training and employment opportunities, and promoting collaboration and knowledge sharing among participants.

#### Sustainable livelihoods

Creating income-generating opportunities for participants through the production and sale of organic fertilisers, contributing to poverty reduction, food security, and resilience to environmental challenges.

#### Environmental sustainability

Reducing reliance on chemical fertilisers and promoting organic farming practices that contribute to the conservation of natural resources and ecosystems.

## Impact

- ✓ 1 sustainable agri business operational
- ✓ 30 farmers trained in sustainable farming practices
- ✓ 700kg organic produce per month
- ✓ 15% average increase to household income
- ✓ 300 rural community members benefitting from organic farm outputs



# SUSTAINABLE CHICKEN FARMING

A SUSTAINABLE AGRICULTURE MODEL



## Siem Reap, Cambodia

Smallholder sustainable chicken farming offers a pathway to economic empowerment and environmental stewardship for rural communities. Dana Asia works through partner KJC Farm, a social business training farm in Siem Reap Cambodia, to offer training in chicken raising and vegetable growing with social investment for the construction of a specially-designed shed and purchase chicks, feed, and equipment to launch the outgrower business. The model fosters collaboration, encourages community-led initiatives and provides opportunities for entrepreneurship, livelihood skills training, and community development contributing to poverty alleviation and food security.

## Model goals

### Poverty alleviation

Lift participants and their families out of poverty by creating opportunities for income generation from the sale of chicken products and vegetables.

### Economic empowerment

Chicken farms provide a stable and sustainable livelihood to reduce a family's reliance on external aid or unstable income sources.

### Capacity building

Training and support to participants in poultry management, business skills, and financial literacy to empower them with the knowledge and skills needed to run successful microbusinesses.

## Impact

- ✓ 25 farmers trained in chicken raising, biosecurity, and small business management
- ✓ 18 smallholder chicken farms established in total
- ✓ 64% average increase in household income for smallholder farmers
- ✓ 85% survival rate of chickens raised to point-of-sale, providing a good income to farmers
- ✓ 2,000 community members with improved access to fresh chicken and vegetable products

## IMPACT STORY

### MEET OUTGROWER FARMER SOK NA



Sok Na, aged 49, lives in Siem Reap, with her husband and three children. Their eldest, 20 years old, works in Siem Reap town, while the younger two are still in school in grades 5 and 2. Sok Na herself only studied up to grade 1 as her family were very poor and weren't able to continue her education. Her husband works as a manual labourer in construction but the work is irregular and poorly paid. While she briefly engaged in construction work alongside her husband, the physical demands forced Sok Na to stop. Subsequently, she attempted vegetable growing at home but yielded minimal and unsustainable



returns. Before becoming an outgrower farmer with Dana Asia, their household income was AU\$413. Now, their monthly household income is AU\$626, a remarkable 51.5% increase.

Sok Na aspires to accumulate savings across chicken cycles to contribute to her children's education. Leveraging her expertise in vegetable growing, KJC Farm anticipates her participation as one of the pioneering farmers in piloting the vegetable outgrower model, thereby augmenting her income even further.

*"My life has changed. After I lost my income, I couldn't find work while staying home. Only my husband goes to work and supports the family and our two children who are still studying. After I started raising chickens my life changed because I can get an income and am happy to support my family to buy food and school supplies for my children. I dream of being a good farmer, with good results and good income."*



# SUSTAINABLE COMMUNITIES

Through Sustainable Community models, Dana Asia encompasses innovative approaches that prioritise economic viability, social impact, and environmental protection within local contexts. Models aim to address pressing societal challenges, such as poverty, inequality, suffering, and environmental degradation, by harnessing the power of entrepreneurship and community engagement. Whether through cooperatives, community-owned enterprises, or social enterprises, models aim to empower individuals and communities to take ownership of their economic destiny and leverage local resources, knowledge, and networks.

## MODEL SDG TARGETS

- |   |    |
|---|----|
| 1 | 10 |
| 2 | 11 |
| 4 | 12 |
| 5 | 13 |
| 8 | 14 |

## ECO STORES A SUSTAINABLE COMMUNITIES MODEL



### Bulacan, Philippines

One particularly pressing social and environmental issue in the Philippines is plastic waste. An estimated 3.5 million tons of plastic waste is generated every year, of which only 9% is recycled. Most of this waste is single-use plastics that end up in landfill, dumpsites, or waterways. The Eco Store model advocates for more environmentally-friendly lifestyles, targeting a reduction on single-use plastics in particular by establishing community-led eco stores that champion zero-waste retailing through bulk purchase and refill as a way of avoiding use of single-use plastics while reducing cost of basic goods for low-income consumers.

### Model goals

#### Poverty alleviation

Reducing household expenditure for urban poor families by reducing the cost of basic goods, enabling them to make savings on their household expenditure to reduce poverty rates.

#### Entrepreneurship opportunities

Opportunities for entrepreneurship for eco store owners to generate income and contribute to positive social, environmental, and economic outcomes for both present and future generations.

#### Environmental stewardship

Reduce the amount of plastic polluting the environment by providing zero-waste alternatives for basic goods while empowering consumers to make informed choices.

## Impact

- ✓ 1 eco store business established
- ✓ 350 community members with improved access to affordable goods
- ✓ 10% increase in household income to store owner
- ✓ 10% reduction in household expenditure
- ✓ 38% reduction in single-use plastic consumption



# YOUTH ENTREPRENEURSHIP

Without basic education, young people miss out on skilled work or further education keeping them stuck in the cycle of poverty. Youth Entrepreneurship models represent a dynamic approach to addressing both economic and social challenges while feeding the energy and creativity of young people. Youth entrepreneurship promotes inclusivity, diversity, and collaboration through unique vocational training and hands-on work experience opportunities for young people to harness their creativity, build practical skills, and empower them towards better employment opportunities in the future.

## MODEL SDG TARGETS



## CAFE LAB A YOUTH ENTREPRENEURSHIP MODEL



### Bulacan and Metro Manila, Philippines

The Cafe Lab model focuses on providing practical learning and work experience for students in low socioeconomic school areas in running a real cafe business, inspiring and empowering youth towards better employment opportunities in the future. Partnering with the schools as lead implementers, the model seeks to embed entrepreneurship and practical skills for employment into the curriculum to give students unique opportunities for learning to enrich their education.

### Model goals

**Skills development**  
Training for young people in practical skills like customer service, food preparation, barista skills, and business management, to enhance their employability in the hospitality industry.

**Business viability and sustainability**  
Generate sufficient income to sustain Cafe Lab operations with additional profit used to support student needs, such as paying for test fees, to ensure equitable access.

**Employment opportunities**  
Create pathways to employment for marginalised individuals by developing practical skills for employment after graduation.

## Impact

- ✓ 2 Cafe Lab businesses operating
- ✓ 500 students trained in food & beverage production, cafe operations, bookkeeping & inventory.
- ✓ 375 graduates passing technical vocational track tests
- ✓ 319 graduates finding employment
- ✓ 13% increase in enrollees in grade 11 & 12



# MICROFINANCE

Microfinance has been a **transformative force** in many developing countries, providing access to financial services for those traditionally excluded from formal banking systems. In the Philippines, where a significant portion of the population resides in rural areas and engages in small-scale entrepreneurship, microfinance plays **a crucial role in poverty alleviation and economic empowerment**.

Dana Asia maintains its advisory role to microfinance partner Grameen Pilipinas Microfinance Inc to **empower microentrepreneurs in marginalised communities**. Grameen-style microfinance along with training and mentorship helps small business owners grow their businesses as an important instrument for financial inclusion and poverty alleviation.

## SDG TARGETS



## MESSAGE FROM THE GRAMEEN PILIPINAS CEO

Financial year ending June 2023 has been a pivotal year for GPMI. While the country continues to inch up from the effects of COVID-19, GPMI calibrated its vision and mission statements to strengthen its focus on sustainable microfinance and emphasise environmental impact and local economic development by providing innovative and quality products and services to microentrepreneurs. In this transformational period, GPMI enhanced the capacity of the staff to manage the growth and development of products and services. GPMI strives to take the road less travelled by testing products and services not usually offered by microfinance institutions in the country. One example is a micro-agri loan with forecast-based insurance in partnership with Oxfam Pilipinas. Leveraged from the experience of Dana Asia-initiated eco-agri loan product trialled in 2019, the new product is being tested in Dolores, Eastern Samar and is designed to provide funds to allow farmers to protect their farms prior to typhoon landfall or flooding.

True to its vision of nurturing families, GPMI entered into a partnership with InvestEd, the country's top sustainable and inclusive educational loan provider, for an educational assistance program. The educational loan program is loaning to 36 students with an average loan size of Php26,000(AU\$711) to cover tuition fees, allowances, licensure examination classes, and other academic-related expenses to relieve the financial burden on students. InvestEd has also directly provided loans to 16 children of GPMI clients from Metro Manila, Rizal and Laguna.

With support from Dana Asia, GPMI is developing a new microfinance product for sari-sari stores to help them reduce plastic waste. The eco sari-sari store loan gives small convenience store owners the capital and skills to launch a zero-waste store. Locally named Tindahang Displinado, Lahat ay Panalo (meaning "in a discipline store, everyone wins") the product will promote zero-waste and offer affordable and refillable basic goods while generating income to sustain the daily needs of their family.



MARY JANE BALDAGO - CEO OF GPMI

For the upcoming year, we strive towards financial viability and to strengthen our brand as a leader in sustainable microfinance providing quality and innovative products and services. The year ahead has many challenges but seeing the progress and growth of our clients' businesses motivates us to continue to overcome these challenges. Like the traveller in Robert Frost's poem, after some time we will gladly say "We made a difference" because we have taken the road less travelled.





Manila, Philippines

Sustainable microfinance balances the needs of present and future generations by promoting financial inclusion, economic empowerment, and environmental responsibility as a holistic approach to financial inclusion and poverty alleviation in a way that ensures long-term economic, social, and environmental viability. With climate change a growing problem and effects hardest felt by the poorest communities, there is a growing emphasis on proactively addressing environmental impacts. Dana Asia is working with GPMI to develop microfinance products that prioritise environmental sustainability to bridge the gap to financial services for the marginalised while minimising any negative environmental effects of new and growing businesses.

Goals

- Financial inclusion**  
Access to financial services, such as microloans, savings accounts, and insurance products, for low-income individuals, particularly women, who are often excluded from traditional banking and entrepreneurship opportunities.
- Entrepreneurship for poverty alleviation**  
Supporting entrepreneurship through microfinance and financial literacy training to help microentrepreneurs grow businesses as livelihoods to contribute to local economic growth and development.
- Environmental sustainability**  
Integrate environmental considerations into lending practices and client support services, promoting sustainable agriculture and other eco-friendly business practices that minimise environmental impact.

Impact

- ✓ AU\$1.45 million in loan funds disbursed in 2023
- ✓ 2,566 individual loans disbursed 2023
- ✓ 90% women borrowers
- ✓ 753 businesses started financial year 2023
- ✓ 2 sustainable loan products in development

IMPACT STORY  
MEET GPMI MEMBER ANALEN ALOPOOP



Analen Alopoop, from Taytay, Rizal is one of the oldest and most loyal clients of GPMI, so much so that one of the GPMI centres in her area has been named after her, the Alopoop Center. Analen first became a member of GPMI in 2014 when she started a small rag-making business and took a loan of PhP5,000 (AU\$136) to purchase a second-hand sewing machine. Rag making is one of the primary sources of income of women in her community and over time, Analen’s business grew with the help of microfinance loans that enabled her to buy more machines and hire

more sewers. In 2019, she decided to open a small sari-sari store selling basic goods to supplement the income. Being an advocate for the environment and recognising the role her sari-sari store was playing in contributing to the problem by selling products primarily in plastic sachets, Analen decided to become part of the solution.

Analen has been a driving-force in the development of the eco sari-sari store loan product soon to be piloted by GPMI. The loan will give Analen PhP10,000 (AU\$277) of capital to buy refill containers, weighing scales, and bulk purchase basic products that can be sold without plastic packaging. With the eco sari-sari model, instead of buying a sachet of coffee her customers will simply refill the coffee powder directly into their mugs instead.

The eco sari-sari loan product is projected to not only reduce plastic waste from the store but also reduce the cost of basic goods for Analen’s customer and increase her project margin as store owner. The pilot will start in September 2023.





# EDUCATION

Education plays a pivotal role in community development, offering pathways to **break the cycle of poverty and inequality**.

In regions where access to quality education is often limited by financial constraints, scholarships serve as crucial tools for empowering disadvantaged individuals to pursue higher education and realise their potential. Dana Asia's Education initiatives contribute to breaking down barriers, **promoting inclusivity**, and **fostering community development** in highly impoverished or otherwise marginalised communities.

## SDG TARGETS



## MESSAGE FROM THE CAMBODIA PROJECT MANAGER



CHHENN SREYKUOCH  
CAMBODIA PROJECT MANAGER

Dana Asia's Education program focuses on vocational and higher education scholarships as a ladder out of poverty and a path to a stable and promising future. Our priority for vocational education is to ensure that graduates are equipped with practical skills for employment and make it easier for them to find skilled work. Finding successful careers helps impoverished students to break the cycle of poverty.

In the 2022-23 academic year, Dana Asia supported a total of 60 scholarships across Cambodia and the Philippines with eight different areas of study including English language, accounting and agriculture. In Cambodia, we also continued support of primary and high schools in rural Cambodia. Over the past

year, clear water was provided to three schools, two through biosand filters and one through clean water-producing solar panels. In addition, Dana Asia facilitated an entrepreneurship project that brought in an experienced trainer to teach senior high school students entrepreneurship skills and get them thinking about what they plan to do after graduation. We hope some were inspired and motivated to consider starting their own business in the future.

The priorities for the Education program in the coming year are to increase the number of scholarships available and offer new courses of study in technical skills such as auto-mechanics. We will also invest more time to work more

closely with the scholars and facilitate opportunities for work experience or internship placements and employment opportunities after graduation. This will make the Education program more impactful long-term.





Summary

Dana Asia’s Scholarship program reduces education inequalities in marginalised communities through scholarships for tertiary education. Scholarships aim to make education more accessible and affordable, removing financial barriers for deserving students to achieve their academic and career aspirations. This year, Dana Asia focused on vocational training opportunities to equip recipients with the practical skills for productive employment through quality, certified courses that meet specific job market needs and connect scholars with employment opportunities upon graduation to help break the intergenerational cycle of poverty.

Goals

- Access to education opportunities**  
Scholarships make education more accessible to individuals who face financial or social barriers to pursuing higher education by ensuring that deserving students have opportunities for education.
- Inclusion and education equality**  
Scholarships play a crucial role in promoting equity and inclusion by providing opportunities for students from underrepresented groups to access higher education.
- Economic mobility**  
Scholarships empower individuals to improve their socioeconomic status and achieve upward mobility by obtaining accreditations to pursue higher-paying job opportunities upon graduation.

Impact

- ✓ 60 scholarships
- ✓ 78% female scholars
- ✓ 8 different subjects
- ✓ 5 partner universities/schools
- ✓ 17 graduates entering related employment after graduation

IMPACT STORY  
MEET SCHOLAR IRISH G. ORAPA

My name is Irish G. Orapa and I am a Diploma of Midwifery scholar studying in my second year at the University of the Philippines, School of Health Sciences. My family lives in a small village in Bohol which is identified as one of the Geographically Isolated and Disadvantaged Areas in the Philippines (GIDA). The main source of income in the area is farming. There are ten people living in the household and eight children still in education. We are a single-income household, with only PHP12,000 (AU\$327) of income per month. This is not enough to take care of all the family and would definitely not be enough to send me to university if I didn’t have a scholarship.

This scholarship really helps me empower my academic and career goals by helping the financial burden on myself and on my parents who work hard just to sustain the family’s daily needs. This scholarship really helped a student like me who has big dreams but is not financially stable. Having this scholarship takes away all my financial concerns and gives me more time to study for better grades.





# SCHOOL PARTNERSHIPS



## Summary

Schools play a pivotal role in shaping the future of communities and fostering sustainable development. In rural areas in particular, schools are poorly resourced, struggle to attract and retain quality teaching staff, and see high drop-out rates of students leaving school early to go to work. Through strategic partnerships with schools in marginalised areas of rural Cambodia, Dana Asia aims to enhance educational opportunities, promote innovative learning experiences, and improve facilities and resources to give all students the opportunity of a quality basic education.

## Goals

### Community development

Increase access to education for marginalised communities by collaborating with schools in disadvantaged areas and providing scholarships, resources, and infrastructure support.

### Sustainable livelihoods

Providing resources, training, and support to schools and educators, leading to better learning outcomes for students.

### Environmental sustainability

Encouraging innovative teaching methods and project-based learning approaches to foster creativity, critical thinking, and problem-solving skills among students.

## Impact

- ✓ 3 school partnerships in deprived rural areas
- ✓ 900 students with improved access to quality education
- ✓ 500 students with access to library books and learning materials
- ✓ 3 schools with access to clean drinking water
- ✓ 50 grade 11 and 12 students completed an entrepreneurship training program.

# CYCLE FOR RECYCLING UPDATE

## FUNDRAISING TO RECYCLE SINGLE-USE PLASTICS

Dana Asia's **Cycle for Recycling** campaign has been gradually building momentum since Duncan's fundraiser cycle ride from Adelaide to Darwin in August 2022. In collaboration with Rotary Clubs in Australia and the Philippines, Cycle for Recycling aims to raise awareness and funds for initiatives in the Philippines that tackle the country's plastic waste problem. The Philippines is the world's largest contributor of plastic waste into the ocean and generates an estimated 3.5 million tons of plastic waste every year, only 9% of which is recycled. Funds raised through Cycle for Recycling are being used to address this in three different ways:

### 1. Sustainable microfinance

The new eco sari-sari store loan product developed in partnership with GPMI is aimed at reducing plastic in sari-sari stores by replacing common sachet products with refill alternatives. Research and development for the product is complete and the first pilot loan cycle will be disbursed in September 2023.

**2. Eco store:** A zero-waste store was set up in a social housing site in October 2022 to provide low-cost basic goods through a zero-waste retailing model to community members. Now, the eco store is showing excellent business viability with over 50 refill items stocked, 150 regular customers, a 10% reduction in the cost of basic goods for community members, and a 38% reduction in plastic waste consumption in the community.

**3. Eco Hub:** Once launched, the Eco Hub will turn plastic waste into sustainable building materials. Baseline data on waste management has been collected and all due diligence is complete so the final steps are being taken to prepare to begin construction, including applying for match funding through Rotary Club of Gawler Light in Australia and Rotary Club of San Francisco Del Monte in the Philippines.

Dana Asia will continue to build on the initial Cycle for Recycling campaign through future fundraising endeavours to scale the projects in the Philippines and tackle more plastic waste.



*"The Rotary Club of Gawler Light is proud to be associated with Dana Asia on such an amazing project and we are excited about continuing our partnership in the future."*

- Darryl Matthews, Rotary Club of Gawler Light President

If you're interested in supporting the Cycle for Recycling campaign as a donor or partner, get in touch today at [danaasia.org/contact](https://danaasia.org/contact)



## PARTNERS

Dana Asia also facilitates funding to third-party charities to support them in achieving their objectives:



### Cambodian Children's Fund (CCF)

Dana Asia continues to facilitate funding for university scholarships for impoverished students in Phnom Penh, Cambodia through CCF. CCF provides essential support in one of the poorest areas in Phnom Penh and provide education for over 2,000 children in need, community outreach, healthcare, childcare and vocational training programs. Their university scholarships give young adults from low-income backgrounds opportunities for further study.



### Child's Dream

Funding is ongoing for scholarships and a university preparation program for Burmese students studying in Thailand. Child's Dream works to empower marginalised communities in Myanmar, Laos, Thailand, and Cambodia to enhance the quality of healthcare and education. Dana Asia supports their scholarship and prep programs to give low-income students the best chance at succeeding in a university education.



### Foundation for Education and Development (FED)

Dana Asia continues its support of FED's Unified Learning Centre in Khao Lak, Thailand. FED works to support and develop the Burmese migrant community, providing health care and training to Burmese families and education for their children. The ULC currently provides education for over 600 children. We look forward to expanding the partnership with FED to new projects in the coming year.



## CHALLENGES AND LEARNINGS

Dana Asia strives for the continuous improvement of all programs and initiatives. To achieve this, robust mechanisms for monitoring and evaluation have been developed to collect and analyse data that enables us to measure the effectiveness of our programs, assess their impact on target communities, and identify areas for improvement. Importantly, feedback mechanisms are being improved to ensure collaboration with all stakeholders in the development and informed decision-making of initiatives. While we have observed significant progress in advancing our mission of sustainable development and social impact in 2023, we have inevitably encountered challenges and learnings, as below:

### Resource constraints

A challenge for most charities, limits or constraints in funding directly affects the capacity for Dana Asia to implement more projects, scale impact on the ground, and cover operational costs for growth and development.

### Learning

A new fundraising strategy for 2024 will see more targeted efforts to reach new donors, maximisation of current partnerships, and development of marketing materials and online communications to reach a wider audience through engaging content that shares our story in a way that encourages donations.

### Dependency mindset

We have the challenge of overcoming traditional charity/beneficiary mindsets to engage communities as active participants in solving social challenges, rather than passive recipients. Communities who rely on Dana Asia for aid results in a lack of local ownership, risking sustainability.

### Learning

Dana Asia's project planning process will ensure a collaborative approach with all stakeholders from the outset, cultivating productive investor-business partner relationships with implementing community partners, rather than charity-beneficiary.

### Implementing partner capacity

Dana Asia partners with small grassroots organisations in order to build capacities deep in the heart of local communities. One challenge of this is there may be limited expertise in areas such as project planning, management, monitoring and evaluation.

### Learning

To maximise partnerships, Dana Asia will look closely at the strengths, weaknesses, and opportunities of partners and improve partner capacity assessments and provide capacity building opportunities as necessary to give partners the tools they need to succeed.

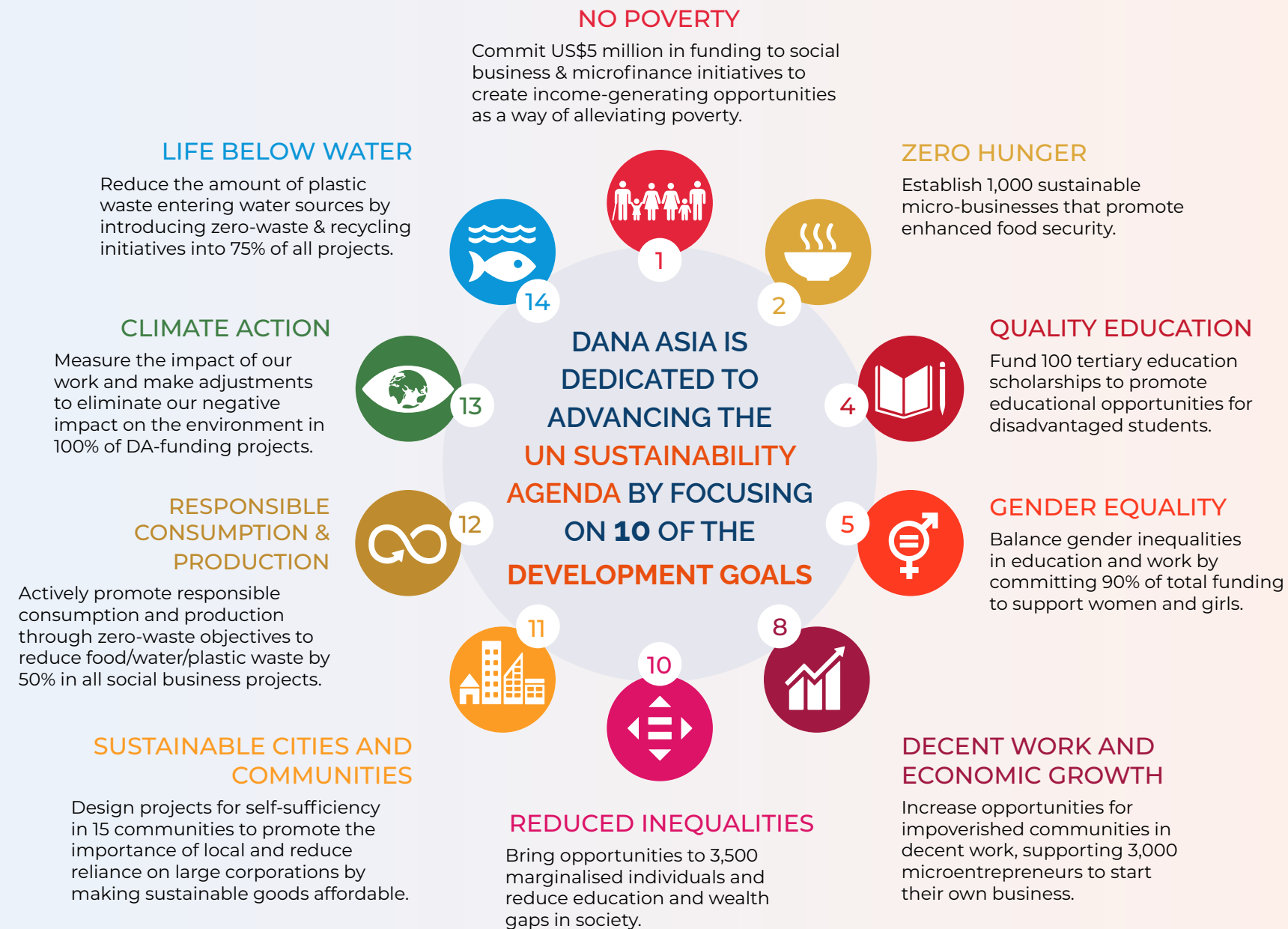
### Increased environmental risks

Climate change is increasing vulnerability to natural disasters and environmental degradation which can threaten the sustainability of Dana Asia's initiatives and exacerbate poverty and inequalities.

### Learning

Mitigating climate change is something we all must work towards. Dana Asia will develop models and mechanisms that work to build resilience within all projects and communities and channel funding into projects that prioritise environmental sustainability.





If you are curious to know more about our commitment, visit our webpage at [danaasia.org/sustainability](https://danaasia.org/sustainability)

## THE YEAR AHEAD

In the coming year, Dana Asia will focus efforts on:

### Fundraising

A new fundraising strategy will help Dana Asia access new markets and improve communication of our impact for increased donor funding, social investment, and partnership opportunities.

### Scale and replication of successful social businesses

With increased financial resources, Dana Asia will be able to replicate successful social business models in new communities and scale impact.

### Sustainability reporting

Increase our capacity to monitor and report on SDG targets and progress for improved transparency and accountability to stakeholders.

### Development of processes towards best practice

In compliance with the ACFID Code of Conduct, we are reviewing and improving all processes relating to project planning, community engagement, and partnership building.

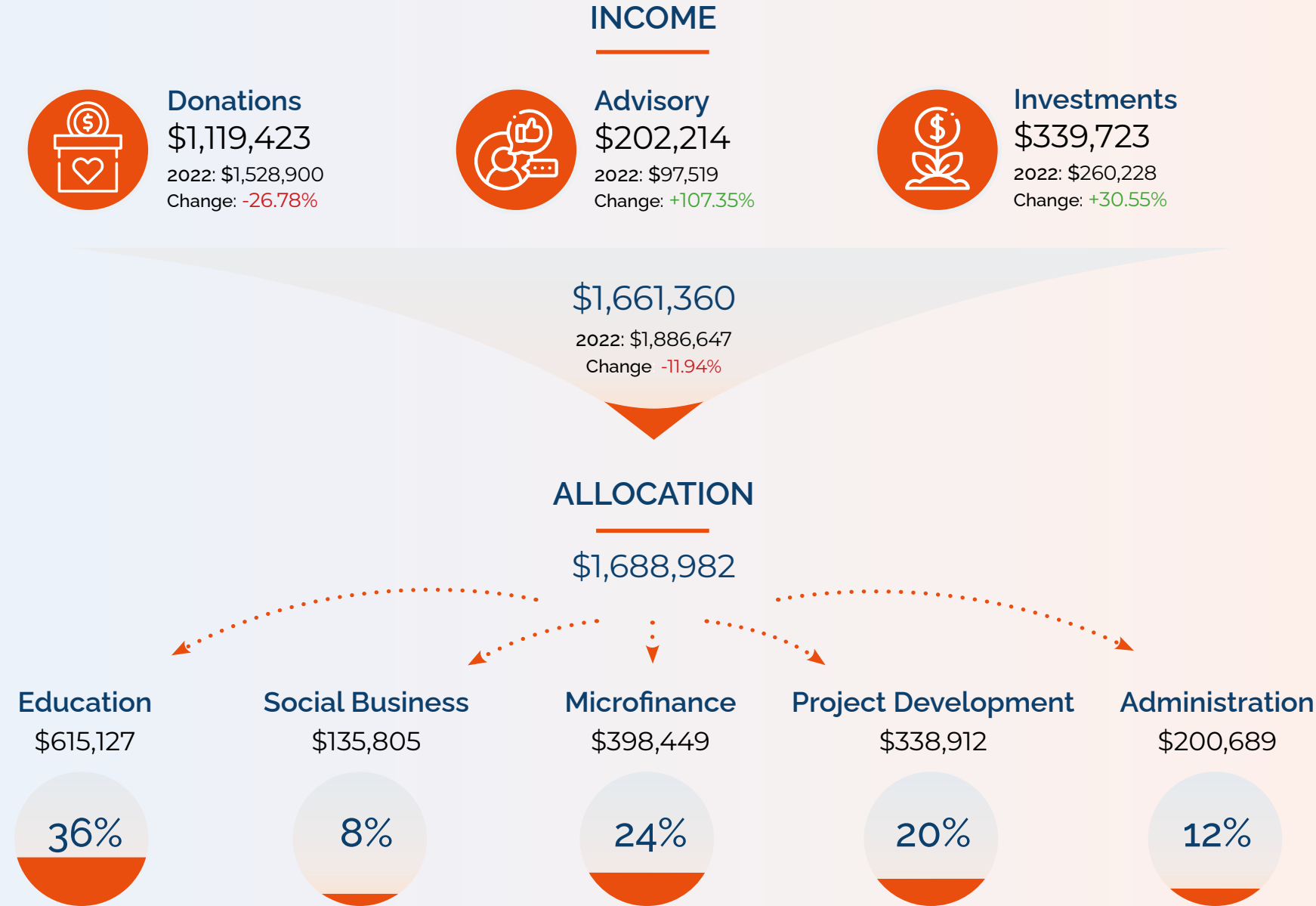
### Refine CSR/ESG advisory services

Develop our advisory role to companies on their community and sustainability strategies, emphasising the goal of increasing impact and identifying strategic advantages through cultivating partnerships to eliminate poverty and suffering in local communities where the company has Asia operations.



# 2023 FINANCES

The 2023 audited finances shown include both Dana Asia charitable legal entities in Australia and Singapore. Full financials can be found on our website.



All amounts are in Australian Dollars.

# TEAM DANA ASIA

Dana Asia board:



**Munzurul Khan**  
*Chair*



**Elizabeth Masamune**  
*Board member*



**David Landers**  
*Board member*



**Caroline Juricic**  
*Board member*

Dana Asia executive team:



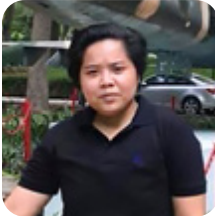
**Duncan Power**  
*CEO*



**Lotti Fraser**  
*Director of Programs*



**Leo Alforte**  
*Director of Social Business*



**Chhenn Sreykhuoch**  
*Cambodia Project Manager*



**Diana Seva**  
*HR & Admin Manager*



**Philippe van Gammeren**  
*Tech & Design Specialist*



# THANK YOU

---

The success of Dana Asia's programs and initiatives can be attributed to the support and input of its partners, donors, and communities. The contributions, insights, and feedback of all stakeholders not only enhances the quality of our work but also enriches our overall strategies and initiatives. We thank you all for your interest in Dana Asia's work and we look forward to continued and new partnerships in the coming year.





**danaasia.org**

admin@danaasia.org

+61 419 472 802

By post:

Australia

PO Box 68

Seaford

South Australia 5169



@danaasia1



Dana Asia



@danaasiaNGO

Dana Asia is a registered PBI in Australia under ABN 44 627 282 615 with tax-deductible status. The Dana Asia group also has a tax-exempt charity in Singapore and registered branches in the Philippines and Cambodia.

For more information on our projects, feel free to contact us using the details above.

This annual review is made from recycled paper.