



## What We Do

Since 2010, Senhoa Foundation has established three projects that address the prevention, rehabilitation and reintegration of survivors of human trafficking and those vulnerable to sexual exploitation.



#### Lotus Kids' Club

Lotus Kids' Club (LKC) is a grassroots project dedicated to supporting street-working children, their families and the community in which they live through education, healthcare and community-building initiatives. LKC promotes education and positive social engagement as the keys to lifting families out of poverty.



#### **Lotus House**

Lotus House (LH) is a residential facility that exclusively caters to the needs of vulnerable young women who have been victimized and subjected to violence or exploitation. The Lotus House objective is to prepare young women with the knowledge and skills they need for safe and secure income generation. This will help to promote their ability to live safely and independently.



#### Senhoa Jewelry Social Enterprise

Senhoa jewelry is individually handcrafted by vulnerable women. The program provides access to fair wages, health services and education. The brand's passion is to create opportunities for survivor artisans to earn an income, share their stories and raise awareness against exploitation. Senhoa Jewelry Social Enterprise is a social business in Cambodia that specializes in designing, manufacturing and retailing fashion accessories for the Our Own Hands (OOH) line, Senhoa and partner labels.

# Letter from the Executive Director

Thanks to increased funding by our corporate partner, *Normerica, Inc.*, and its inspirational CEO, Mr. John Kimmel, we doubled service users in our early intervention program in 2013. A playground was added to our Lotus Kids' Club by the team at *Solera, Inc.*, for the children to further build their motor skills. To prepare for the opening of a second LKC, we underwent monitoring and evaluation of our program model by partner agency *This Life Cambodia*.



2013 also saw the Senhoa jewelry program continuing to blossom. Senhoa jewelry graced the stages of *Freedom and Fashion* and Orange County Fashion Week. We ended the year with Senhoa jewelry receiving the prestigious SOURCE Award at the House of Lords in London conferred by the Ethical Fashion Forum, a global award for sustainable and ethical fashion.

At Headquarters, 2013 was also a transformative year for Senhoa. We tightened our reporting and financial policies and procedures. TDL International Law Firm came on board as Senhoa's corporate counsel, and Harper & Harper Tax and Accounting Services was engaged to manage our bookkeeping. With the support of these two valuable partners, our goal at Senhoa Foundation is complete transparency and meticulous management of our supporters' donations.

The hard work of our staff, volunteers and donors was rewarded when the *Girl Effect* selected Senhoa as one of twelve fantastic girl-centered projects to support. Of the twelve organizations, Senhoa was chosen as one of three to receive the *Crystal of Hope* award and a share of the €100,000 endowment. This was presented in Vienna, Austria on May 25, 2013 at the Life Ball. The lavish ceremony took place in front of 40,000 people and was broadcasted live on television in Austria, Germany and Switzerland, as well as live-streamed on the Internet. I had the privilege of representing Senhoa Foundation to accept the award, which was presented by Oscar-winning actress Hilary Swank and before notable guests such as Bill Clinton, Elton John, Fergie and Aishwarya Rai.

There were some amazing accolades in 2013, and we are humbled by the recognition. However, the challenges have also been the greatest that we have faced so far as an organization. I want to personally take this opportunity to thank the people who have stood behind this organization and its mission during its highs and especially during its lows. You know who you are. I am grateful and indebted for your friendship and loyalty.

With Sen-cerity,

Lisa T.D. Nguyen

Co-founder and Executive Director



## Since 2010, Senhoa has:

SHELTERED 57 victimized women in our safe house. Thanks to our transitional program, 82% are either apprentices or safely employed.

TRAINED 105 at-risk girls in a dignified vocation.

## WE CURRENTLY

PROTECT 107 AT-RISK CHILDREN VIA OUR LOTUS KIDS' CLUB. WE TEACH BASIC LITERACY, MATH, ENGLISH, COMPUTER SKILLS, COOKING AND SEWING.

FEED 100 FAMILIES VIA OUR NUTRITION PROGRAM. MONTHLY FOOD PACKAGES AND OUR MICRO LOANS PROGRAM AND FAMILY DEVELOPMENT PROGRAMS ALLOW PARENTS TO CHOOSE PRESCHOOL, RATHER THAN CHILD LABOR, FOR THEIR KIDS.

PROVIDE MEDICAL AND DENTAL CARE, HYGIENIC SUPPLIES, VACCINATIONS AND VITAMINS FOR ALL OUR STUDENTS.

EMPLOY 15 SURVIVOR ARTISANS, OFFERING THEM A FAIR WAGE AND ACCESS TO THE GLOBAL MARKET PLACE.





# Crystal of Hope Award 2013

## Senhoa Foundation was presented with the Life Ball Crystal of Hope Award in a star-studded event in Vienna on May 25, 2013

Since 2005, AIDS LIFE has annually awarded an organization for outstanding projects in the fight against HIV/AIDS. The Life Ball Crystal of Hope Award, sponsored by Swarovski, stands for exceptional service to mankind. *The Girl Effect* was chosen as the Crystal of Hope Award winner for 2013.

Facilitated by GlobalGiving, the *Girl Effect* selected Senhoa Foundation as one of twelve fantastic girl-centered projects to support. Of the twelve organizations, the Board of AIDS LIFE selected Senhoa as one of three *Girl Effect*-related organizations to receive a share of the €100,000 endowment, which was presented in Vienna, Austria on May 25, 2013 at the Life Ball. The lavish ceremony took place in front of 40,000 people and was broadcasted live on television in Austria, Germany and Switzerland, as well as live-streamed on the Internet. Senhoa's Founder and Executive Director, Lisa T.D. Nguyen, along with Patricia Suriel from the Dominican Republic and Sadie St. Denis from Uganda, were presented with the award by Oscar-winning actress Hilary Swank. Other attendees included Bill Clinton, Elton John, Fergie, Aishwarya Rai, Adam Lambert and Carmen Electra.

In her acceptance speech, Lisa thanked the incredible team at Senhoa and shared, "We are a young organization and we have a long journey of service ahead. However, the one thing that we can safely promise at Senhoa is that compassion and only compassion will be the single guiding compass for the next steps ahead."



January Senhoa participates in Los Angeles Freedom Walk for Human Trafficking Awareness Month. Our Huntington Beach office moves to a larger space with a huge product shelf wall. "Hello" to Misa Nguyen, Customer Experience & Branding Liaison! Our first unisex jewelry line, "Julie Ragolia for Senhoa," premieres at a launch in New York city hosted by Claire Distenfield of Fivestory & Bespoken Clothiers. Swarvoski, Harper's Bazaar, Fashionista and Guest Of A Guest showcase us online.

February LKC and New Hope Clinic collaborate to make medical care accessible to family members aged 18 and over. Senhoa hosts an event catered by celebrity chef Jack Lee at a gracious supporter's 10,000-sq. ft. Hollywood home. Senhoa hosts an event at Jacky Tai's fashion show at Westminster's Royal Banquet & Restaurant. Tufts University medical students Sarah Cairo and Moira Rashid visit Cambodia to guide Senhoa in providing services. Solera, Inc., helps build the LKC 1 playground -- the first the kids have ever seen.





April "Hello" to Lisa T.D. Nguyen as Senhoa's new Executive Director. Senhoa engages Harper & Harper as its CPA firm. The Executive Services Corp mentoring scholarship starts with a six-month Focused Strategic Planning process. Annual staff retreat in Siem Reap. LKC welcomes social worker Kamra Sey. Work begins on a roadmap to transition the OOH program into a social business under Senhoa LLC. Former Operations Director, Anh Hua, leads a Princeton Against Sex Trafficking (PAST) fundraiser for Senhoa. Wholesale partnership with Do Good Buy Us begins. LKC secures field access so that kids can learn soccer with NGO Globalteer.

May Locale Magazine salutes Stylist Consultant Joann Doan's influence with an "OC Fashionfluencer" nomination. "Hello" to Sylvia Dang as Office Manager & Dori Do as our Office Intern. The Women's Resource Center offers OOH artisans a fiveweek Reproductive Health workshop. Senhoa debuts a "7 Days, 7 Ways with 1 Piece" project to showcase our jewelry's versatility. Senhoa wins the Crystal of Hope Award, selected by the Board of AIDS LIFE at a presentation at Vienna, Austria's Life Ball.













June Jewelry Program Manager Linda Lam attends Phnom Penh Designers Week 2013 as Senhoa Jewelry graces the runway. The Swarovski Elements Southeast Asia team meets with Linda in Phnom Penh and commits to providing branding support for Senhoa jewelry retail at Siem Reap's 'Well Made in Cambodia' market. Production for Fancy.com's 700-piece order begins in Cambodia. 10 new trainees are recruited as 2013-2014 intakes for the OOH program: 5 come from LH, 4 come from partner agencies & 1 comes from the community. Social worker Dana Esperanza leads a confidentiality training workshop for new service users. Jenny visits Cambodia to train new trainees and artisans for the Grace collection due out in Winter 2013. Volunteer Teacher Trainer Lise Bell trains OOH's Education Instructor Sinoun to teach English & Life Skills. Lisa and Sylvia attend the Connecting Women to Power business conference in Carson, CA.

**July** Senhoa Jewelry's best-of collection, "Love, Senhoa," launches at Charlie Palmer in Costa Mesa, CA and is modeled by Miss California winners.

August Solera commits to funding Senhoa to strengthen LKC and to buttress stronger staff development & family development programs for project sustainability. Partial proceeds from Toronto's Fashions for Passions Gala fundraiser go to Senhoa. Jenny's jewelry design is featured on Bead and Button Magazine's cover and she donates proceeds from the design's sale to pay for new tools for our jewelry program. Asia Entertainment presents an 'Outstanding Service' award to Senhoa at the Asia 73 show. Joann attends Las Vegas' Magic Market Week on our behalf.

September Senhoa takes part in Fair Fashion Runway's NYC Eco Fashion & Fair Trade show. Senhoa has a table at the Center for Asian-Pacific American Women's post-2013 National Leadership Summit. LKC welcomes social worker Vanna Soeng and its first-ever nurse, Chon Leakna. LKC staff attends Child Safe training provided by Friends International. After training from Lise Bell, LKC teachers begin teaching English to older preschool kids.



November Lisa and Sylvia go to Cambodia. Construction is completed on the LKC 2 playground. Senhoa donors John Kimmel (Normerica, Inc.) and Katie Harvill (Solera, Inc.) visit our Cambodia programs. U.S.-based social worker Heather Huffman comes to Siem Reap and trains social workers at LKC and LH. The Blessing Ceremony for LKC2 is conducted.







October LH conducts its annual Alumni Meeting, where reintegrated young women share their experiences of living and working in the community with current LH residents. Twice-yearly comprehensive health screenings start for LKC preschool and primary school kids. This Life Cambodia conducts an evaluation on LKC. Senhoa collaborates with Sachika Designs for the Viet Fashion Week runway show. Senhoa jewelry accessorizes Sachika couture during LA's Style Fashion Week runway show. LKC 2 opens. 4 of LKC's graduated preschool students are accepted into WEC School. The LKC nurse is trained and supervised by U.S. nurse Jessica Whitney.



December OOH artisans & staff go on a retreat in Kbal Spean and Banteay Meanchey. Lisa and Sylvia go on television stations VNA-TV and SBTN to talk about Senhoa and the Black & Pink Charity Ball. Of the OOH trainees, 7 become artisans, 2 decide to work at LKC and 1 seeks work at a hair salon. Preschool and primary school kids from LKC receive dental exams. 9 LH beneficiaries attend skills-training courses in sewing, hair salon, jewelry making, cooking and service and receive job placement after graduation. Six beneficiaries receive job placements without skills training. Senhoa hosts its first-ever Black & Pink Charity Ball in Westminster, CA, complete with pink carpet reception.













# Lotus Kids' Club

## What We Do at LKC

- Preschool Program: early childhood development to prepare children for entry into primary school.
- Scholarship Program: educational scholarships supporting children's education through 12th grade, English lessons, after-school tutoring and extracurricular activities.
- 3. Family Development: a 'whole family' approach to achieve real and sustainable change for individuals and their community by offering a microloan program, parenting classes and a nutrition program.
- 4. Community Building: promote positive community-building activities.



hours of reading books to children

**ENDLESS HOURS SINGING** 

SONGS WITH OUR KIDS



and we were unable to count the hours of joyful play and learning by the children in our Lotus Kids' Clubs



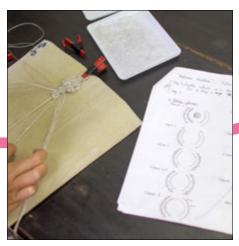
## A Story of Two Little Girls

In our 2012 report, we shared the story of Srey Neang and Srey Rom. Fast forward to 2013: the girls began to thrive in school as they became immersed in our LKC program. Despite their progress, Srey Neang and Srey Rom's mother continued to drink heavily and bring home men. Outside of LKC, the children were often left alone. There were fears for the children's physical safety and potential abuse. LKC, along with two other local organizations, worked together to help the girls. Then in November of 2013, their mother passed away from liver failure. They had no father and only an older brother who was still very young and worked 16-hour days. The girls stayed at Senhoa's Lotus House while the leadership team from LKC, Lotus House, Senhoa US office and a Senhoa board member explored each and every option for them. In the order of desirability, we explored familial care, crisis care, kinship care, foster care and finally, long-term institutional care. In the end, our only option was institutional care. The LKC team worked with a reputable Australian-owned orphanage where both girls are currently residing. They see their brother on a monthly basis, and our LKC Social Worker continues to follow up on their well-being.

As we reflect on their stories, we wonder about where Srey Neang and Srey Rom would have ended up if Senhoa's LKC did not exist. We are grateful for the opportunity to help them and give them another chance.















# Our Own Hands Senhoa Jewelry

Social Enterprise

## What We Do at OOH

We believe that access to dignified and safe employment is one of the most powerful armors to protect women from exploitation. OOH is a holistic program that works with vulnerable persons and survivors to prepare them for healthy reintegration and sustainable freedom. Our objective is to provide survivor artisans with safe and secure employment.

Our passion is to create opportunities for artisans to earn an income, share their stories and raise awareness against exploitation. Investing in these girls' health, survival, education and livelihoods affects the community at large: less will succumb to the cycle of poverty, exploitation and trafficking.

Today, high-end fashion accessories have delved into a whole new depth. Accessorizing has become more than a complement to a woman's wardrobe and beauty—it is now a channel through which a woman can make a statement of what she believes in.

## Meet Senhoa's Creative Director

Jenny Van, Senhoa's Creative Director, is the creator behind our striking jewelry collections. We are very blessed and grateful to have her invaluable expertise and dedication, which has contributed immensely to the development and success of our jewelry program. She has become a mentor for our staff, artisans and volunteers over the years and our program continues to grow with her talent, creativity and compassion.

Jenny is also a jewelry designer and beading teacher, based in Huntington Beach, California. Owner of JJ Bead, Jenny's work has been featured in magazines such as Bead & Button, BeadStyle, Glamour and Vogue. Jenny's designs have been worn by overseas Vietnamese celebrities and featured on Asia Entertainment's variety show.

In 2009, Jenny was named a finalist in the prestigious *Bead Dreams* competition, an international juried competition of exceptional bead artistry.





















## In the Press

"[Senhoa jewelry is] the thinking girl's jewels."

- Vogue Australia (June 2013)













# Lotus House

## What We Do at Lotus House

The Lotus House empowers young women between the ages of 16 to 25 by offering:

- 1. Safe accommodation
- 2. Health screenings
- 3. Counseling
- 4. Life skills education
- 5. Access to vocational training
- 6. Job placement

By December 2013, the Lotus House has reintegrated 45 service users since its inception. Of these, 35 women have reintegrated with safe employment.



## A STORY FROM THE LOTUS HOUSE

Rottana\* was an 18-year-old orphan who was living in destitution with her alcoholic uncle and his four children. She was only able to achieve level 4 at school because of her living situation restrictions and violence experienced at home. She never felt safe. In 2010, the local authority cooperated with the YSA network to remove Rottana from her uncle's home. She stayed in the YSA shelter and learned basic sewing and cooking. She enjoyed cooking immensely. In July 2012, Rottana was accepted into the Lotus House. During her time at the Lotus House, she learned housekeeping and received her first job with Mini Hotel as a housekeeper where she received \$60/month. After 5 months, she was promoted to a waitress for a restaurant, where she received \$80/month. She received life skills education from the LH staff and learned how to become independent. With her income, Rottana can save for her future. She can support herself, participates in society and has a greater understanding of her environment. She now has money to travel and visit family and has given money to her uncle and his family. Now, Rottana is happy and safe.

\* Name has been changed to protect the privacy of the service user



## The Story of Tida\*

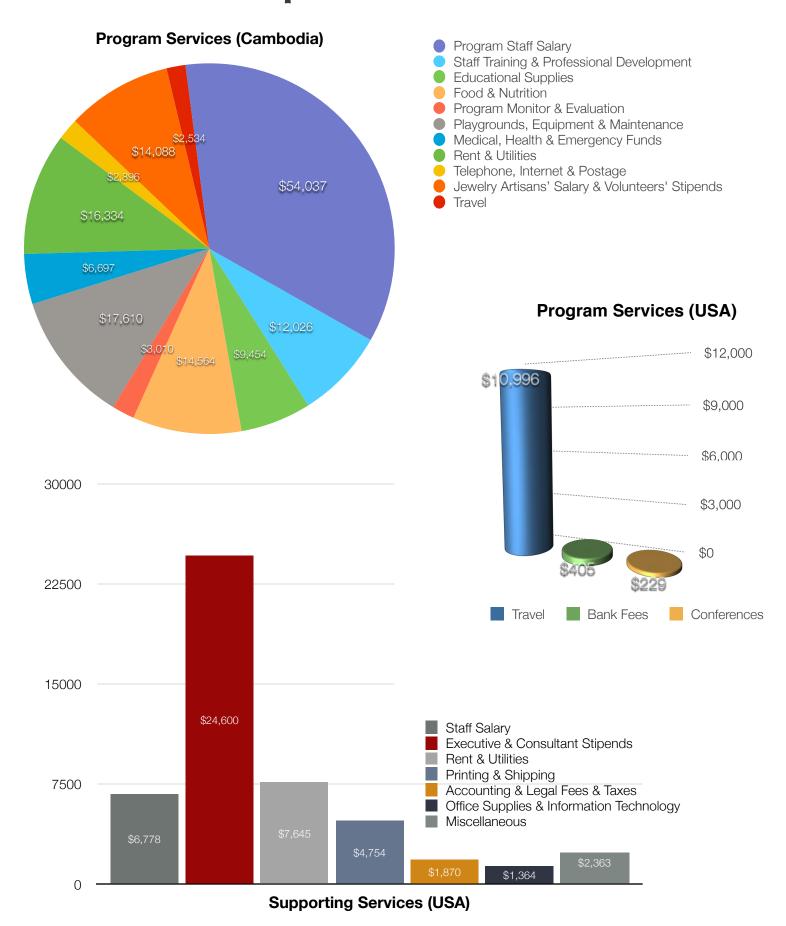
In 2010, Tida\* was a slight, fearful and anxious girl who rarely spoke and always looked to the floor, avoiding others' gazes. Her stepfather routinely beat her and her mother when he was drunk and kicked Tida out of their house. One month, he kicked her out 20 times. She could not sleep, had trouble eating and suffered from a chronic cough due to untreated tuberculosis. At the age of 23, she had never been to school a day in her life.

Tida's mother found income by traveling around Siem Reap and offering to do people's laundry. She also provided "cao gió," a traditional Vietnamese treatment that is believed to release unhealthy elements from injured areas by stimulate blood flow and healing. Tida's stepfather took on odd jobs, such as fishing or driving mototaxis, when he wasn't drunk, which wasn't very often. Tida herself worked long hours in the heat doing construction and manual labor for \$2 a day. With her frail body and declining health, it was a wonder how she managed it.

One day Tida's friend Tina\* referred her to Senhoa's social worker. Tina told us that her friend desperately needed a safe job that would pay her more money to help out her family and also a safe place to stay when her stepfather would kick her out of the family home during one of his drunken rampages. Our social worker met Tida on a blistering day in 2010, and it was determined that Tida was a good fit for our Lotus House and Jewelry and Life Skills Training programs. Senhoa helped Tida receive immediate care for her tuberculosis, she moved into the Lotus House and started training to become a jewelry artisan at OOH, and the rest is history...

Today Tida is Senhoa's top-paid artisan. Although she is somewhat slow in her work due to her past trauma, she loves to make jewelry and the quality of her work is impeccable. She is very diligent about creating high-quality work and is a talented designer. Her tuberculosis has been treated, she has gained weight and appears more healthy and vibrant, and she has started learning how to read and write Khmer. Tida now raises her head when she speaks to others and exudes more confidence; she does very well in her Life Skills classes. She has since moved out of her abusive family home and now rents a room on her own. Tida wants her mother to move out of the house and stay with her, but her mother is reluctant to leave her husband. For now, Tida will continue to work hard and save money to be able to help her mother, hopefully someday soon.

## Financial Report 2013



## **Combined Statement of Activities** and Changes in Net Assets

Support & Revenue		Unrestricted	Temporarily Restricted	Total 12/31/13	Total 12/31/12
Support:					
Grants					
	Northdown Industry, Inc.	\$196,417	-	\$196,417	\$118,466
	Audatex North America, Inc.	-	40,000	40,000	-
	Global Giving	69,194	-	69,194	3,480
	Langara Students' Union	4,644	-	4,644	5,000
Total Grants		270,255	40,000	310,255	126,946
Fundraising		5,832	-	5,832	13,691
Jewelry Sales		631	51,330	51,961	37,466
Donations		56,156	1,000	57,156	29,158
		332,874	92,330	425,204	207,261
Net Assets Released from Restriction					
	Lotus Kids' Club	40,000	-40,000	-	-
	Lotus Kids' Club Playground	1,000	-1,000	-	-
Total Net Assets Released from Restriction		41,000	-41,000	-	-
	Total Support and Revenue	373,874	51,330	425,204	207,261
Expenses					
	Program Services (Cambodia)	153,250	-	153,250	96,595
	Program Services (USA)	11,630	-	11,630	-
	Senhoa, LLC	-	33,488	33,488	-
	Supporting Services (USA)			-	
	General & Administrative	49,374	-	49,374	95,156
	<u>Total Expenses</u>	214,254	33,488	247,742	191,751
	Change in Net Assets	159,620	17,842	177,462	15,510
	Net Assets, Beginning of Year	133,434	-	133,434	117,924
	Net Assets, End of Year	\$293,054	\$17,842	\$310,896	\$133,434

Senhoa Foundation USA Financial Statements 2013 have been verified and cross-referenced with bank statements, related invoices and other supporting documents by Harper & Harper Tax and Accounting Services.

## **Combined Statement of Financial Position**

ASSETS								
Current Assets	Unrestricted	Temporarily Restricted	Total 12/31/13	Total 12/31/12				
Cash and Cash Equivalents - USA	\$182,727	-	\$182,727	\$71,884				
Cash and Cash Equivalents - Senhoa, LLC	-	8,903	8,903	-				
Cash and Cash Equivalents - Cambodia	79,916	-	79,116	46,862				
Total Cash and Cash Equivalents	262,643	8,903	271,546	118,746				
Senhoa, LLC Capital	22,436	-22,436	-	-				
Jewelry Inventory	-	26,425	26,425	8,788				
Black and Pink Charity Ball Receivable	1,700	-	1,700	-				
Rent Deposits	375	-	375	-				
Refundable Tradeshow Deposits	5,900	4,950	10,850	5,900				
Total Current Assets	30,411	8,939	39,350	133,434				
Total Assets	\$293,054	\$17,842	\$310,896	\$133,434				
NET ASSETS								
Net Assets	\$293,054	\$17,842	\$310,896	\$133,434				

Senhoa Foundation thanks our donors, partners and friends for collaborating with us in this crucial work. With your help, we can transform our service users' lives and their communities by alleviating poverty, educating children, empowering women and promoting peace.



#### **BOARD OF DIRECTORS**

Sabrina Beg Dr Sophia Tran Dr Rhodo Nguyen Greg Reese Mai Nguyen

#### **USA TEAM**

Dana Esperanza

Lisa T.D. Nguyen - Executive Director
Sylvia Dang - Office Manager
Hang Harper - CPA, Consultant
Thi Nguyen - Marketing Associate
Misa C. Nguyen - Marketing & Branding
Dori Do - Office Admin
Christine Dinh - PR & Events
Dr. Kyle Chang - Development Volunteer

#### **CAMBODIA TEAM**

Houy Chap – Finance Manager
Steve Mojica – Technical Advisor, LKC
Sophy Ry – Program Manager, LKC
Dara Sovann – Program Manager, Lotus House
Kim Ang Ly – Production Supervisor, OOH
Sinoun Try – Education Supervisor, OOH
Vanna Soeng – Social Worker
Sokhemra Sey – Social Worker
Sokum Sim – Senior Teacher
Chenda Meas – Senior Teacher
Phary Uk – Junior Teacher
Rachana Chab – Junior Teacher
Savoeurn Veng – Assistant Teacher
Leakna Chon – Nurse
Sam Ath Chann – English Teacher

#### ANNUAL REPORT ACKNOWLEDGEMENTS

Written and Compiled By

Sylvia Dang Lisa T.D. Nguyen Misa C. Nguyen Edited By

Misa C. Nguyen Ruth Craven Avra Kouffman Rhodo Nguyen Kylie George Photography By

Philip Benusa
Etienne Bossot
Sylvia Tran
Rachel Barkman
And our staff and volunteers!

### For more information or giving options:

17832 Pioneer Boulevard Artesia, CA 90701 USA 1.562.402.5131 ext.257

www.senhoa.org



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