

## NEW DAY REPORT

<b>DATE:</b>	January 2009
<b>PROJECT NAME:</b>	Voices For Change
<b>FOUNDATION NAME:</b>	Somaly Mam Foundation South East Asia Address/Head Office: #62 CE0 St.598, Sangkat Beong Kok 2, Khan Toul Kok, Phnom Penh, Cambodia, CCC BOX : 352.
<b>CONTACT PERSONS:</b>	Project Manager : Ms. Lin Sylor : <a href="mailto:sylor@somaly.org">sylor@somaly.org</a> Project Staff: Mr Touch Socheara : <a href="mailto:socheara@somaly.org">socheara@somaly.org</a>
<b>WEBSITE:</b>	<a href="http://www.somaly.org">www.somaly.org</a>
<b>STATUS OF PROJECT:</b>	FUNDED
<b>TOTAL GRANT:</b>	US\$ 10,167 on 24 <sup>th</sup> September 2008
<b>FUNDING PARTNER:</b>	Linklaters
<b>NEW DAY CONTACTS:</b>	Liza Green Kim Cheung
<b>PROJECT BACKGROUND:</b>	
<p>SMF SEA (the Somaly Mam foundation Southeast Asia) is a regional branch of the Somaly Mam Foundation, 501c3 Non-Profit public charity working to end sexual slavery in the world. With the vision and leadership of world renowned Cambodian activist, Somaly Mam, the foundation strives to get to the root of human trafficking. It aims to raise awareness among the local and global communities of the sex trafficking trade through multilevel marketing and education campaign consisting of online interaction, celebrity voices, high profile events, exposure, university clubs and dissemination of educational information.</p> <p>Furthermore, Somaly Mam foundation funds organisations which rescue, rehabilitate and reintegrate sex trafficking victims. Its primary beneficiary is AFESIP Cambodia.</p> <p>Voices for Change (VFC) is a subsidiary of SMF run by a team of 4 ex-victims: Sina Vann (team leader), Srey Sok Panha, Yon Srey Ka and Srey Lak who are assisted by SMF technical and administrative staff. Each of these ex-victims were rescued from prostitution and rehabilitated in AFESIP shelters.</p> <p>Voices For Change was set up in May 2009 with the following objectives:</p> <ol style="list-style-type: none"> <li>1. Preventing and combating sexual exploitation of women and girls through advocacy, awareness raising and education of local and provincial government bodies and law enforcement.</li> <li>2. Raising awareness of trafficking and sexual exploitation through direct contact with vulnerable populations such as street children, people living near borders, the underprivileged and people in remote areas</li> </ol>	

3. Setting up regional and national victim voice executive committees run by victims/ex-victims from rehabilitation centers, brothels and at risk populations.
4. Providing health and HIV/AIDS education and counseling to victims and at risk populations.

**REQUEST FOR FUNDS:**

SMF requested funds for the outfitting of the Voices for Change office in Phnom Penh as well as the transportation and training equipment needed for their outreach work. SMF covers the cost of the rent and all utilities. The VFC team lives on the office premises. A total grant of US\$10,167 was used to purchase the following:

- 1 TV LCD and DVD player
- 1 Photocopy machine
- 1 Scanner
- 1 LCD projector and screen
- 1 Digital recorder
- 1 Fax/Phone
- 1 Sound System
- 2 Digital cameras
- 1 Video camera
- 2 Honda Motorbikes
- 1 Meeting Table
- 1 Round training table
- 25 Chairs for training
- 2 Filing cabinets
- 1 File cronos
- 1 Water dispenser

A remaining US\$400 will be used for Voices for Change Women's Rights Day celebrations in 3 rehabilitation centers and US\$200 for skills training for team leader Sina Vann.

**NEW DAY SITE VISIT:**

New Day members, Liza Green and Kim Cheung visited the VFC offices on the 2<sup>nd</sup> of December 2008 as part of a three day visit with projects in Phnom Penh including a trip to the AFESIP Kampong Cham Shelter.

We met with Somaly Mam, Sina Vann, Sopheap Thy and SMF technical staff Touch Socheara and Kolab Sokhem. All the electronic equipment had been purchased and was already being utilized along with two laptops that had been donated to SMF. The furnishings and 1 motorbike had not yet been purchased. The VFC team was receiving ongoing training on the use of all the equipment.

We discussed the team's vision for VFC and their current and planned activities. It

appears that, apart from their awareness training the team members are a lifeline for girls still trapped in brothels and provide a great deal of ad hoc support, counseling and logistical help for those seeking to escape their situation.

Sina is clearly the leader of the team and she continues to receive extensive training as she is groomed to lead what will become a national support network for girls who are trapped in the sex trade.

All girls who seek help from SMF and VFC are referred to the shelters run by AFESIP where they receive counseling, healthcare, access to schooling or vocational training (whichever is age appropriate). We were taken to a hair salon which is operated by SMF to provide on-the-job training to girls who have been learning hair-dressing skills at the AFESIP shelters. Each group of girls spends three months working in the salon after which SMF helps to reintegrate them into society and the workforce. AFESIP and SMF provide on-going support to each girl for up to three years after their reintegration.

#### **CONCLUSION:**

We were impressed with the courage of the VFC team and the rapid pace of their development. Now that their office and training area have been equipped by New Day they are up and running and carrying out numerous activities. They were extremely transparent and forthcoming in giving us detailed accounts of every dollar spent and generated a lot of confidence in the efficiency of the operation. Both SMF and AFESIP have a great deal of experience and expertise and VFC benefits from this support.

We will remain in contact with VFC and look forward to measuring their success in the coming year and beyond.

Liza Green  
Kim Cheung

Hong Kong, January 2009