



មណ្ឌលកូនស័ព្ទ ខ្មែរកម្ពុជា  
CHILD HELPLINE  
CAMBODIA

## Annual Report 2020

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# Contents



បណ្តាញទូរស័ព្ទ ជំនួយកុមារកម្ពុជា  
CHILD HELPLINE  
CAMBODIA

Letter from Executive Director	.....	3
Organizational Approach	.....	4
Organizational Strategies	.....	6
Organizational Structure	.....	7
Key Results of Program	.....	8
Case Story	.....	18
Key Supporters & Donors	.....	19
Summary Financial Report	.....	20



## Letter from Executive Director

Dear friends and supporters,

2020 marks a horror time of COVID-19 pandemic disrupting services in healing and supporting vulnerable children, women and girls across Cambodia. While many direct services are closed temporarily, CHC is at the frontline operating free helpline service 24/7 for vulnerable children, women and girls to contact for help and access essential services. CHC witnesses the dramatic surges in the number of contact about violence, abuse, mental health support, self-protection information on COVID-19 and essential service. Looking into 2021, CHC hopes to strengthen the capacity of frontline counselors and improve the referral pathway by upgrading its case management system, unifying the helpline service into a digital helpline platform, and developing a mobile app for survivors of violence against women and migrant workers to access information and connecting to helpline service. Now more than ever, the vital role of CHC is recognized in the Commune-Sangkat Structure of Measures for Child Protection written in the National Guideline of Child Protection published by the Ministry of Interior in December 2020.

1 January 2021

**Executive Director, Mr. Sean Sok Phay**

# Organizational Approach



**CHC uses the following four strategic approaches in its works.**

- **Right Based Approach:** children and young people are informed about their rights under the United Nations Convention on the Rights of the Child that Cambodia is a state party to.
- **Empowerment Approach:** CHC aims to support any child or young people who call in, is threatened by or experiencing the most serious forms of abuse, and needs either someone to talk to or a referral to appropriate services. CHC places children and young people suffering from the full spectrum of problems - from homework worries, bullying, abuse and everything in between - at the center of decision-making, empowering children and young people to speak out for themselves in a confidential and trustworthy environment.
- **Community Based Approach:** CHC works closely with communities, social change agents, service providers, and authorities to achieve its core strategic goals of protection, prevention, and advocacy for the best interest of children and young people.
- **Holistic Approach:** CHC seeks to understand the child's issue/s within the broader context of their life situation, seeking to introduce a range of interventions and solutions which acknowledge the complexity of their lives and address each contributing factor.

# Organizational Strategies



## Vision

Children and youth are protected from violence, abuse and exploitation; and empowered to exercise their rights and realize their potential.

## Mission

CHC supports children and youth in Cambodia to live a life free from violence, abuse and exploitation through prevention, professional counseling, referral and follow up services.

## Core value

CHC values children, respects children, listens to children, believes in empowerment, promotes participation of children and young people, keeps confidentiality, and value transparency and accountability.

# Organizational Strategies



## Strategic Objectives:

### Protection

1. Free Child Helpline Service 24/7
2. Referral and Follow up
3. Social Media Platform
4. Household Counselling Service

### Prevention

1. Child Sensitivity Reporting and Response Mechanism (CRRM)
2. Helpline Youth Ambassadors

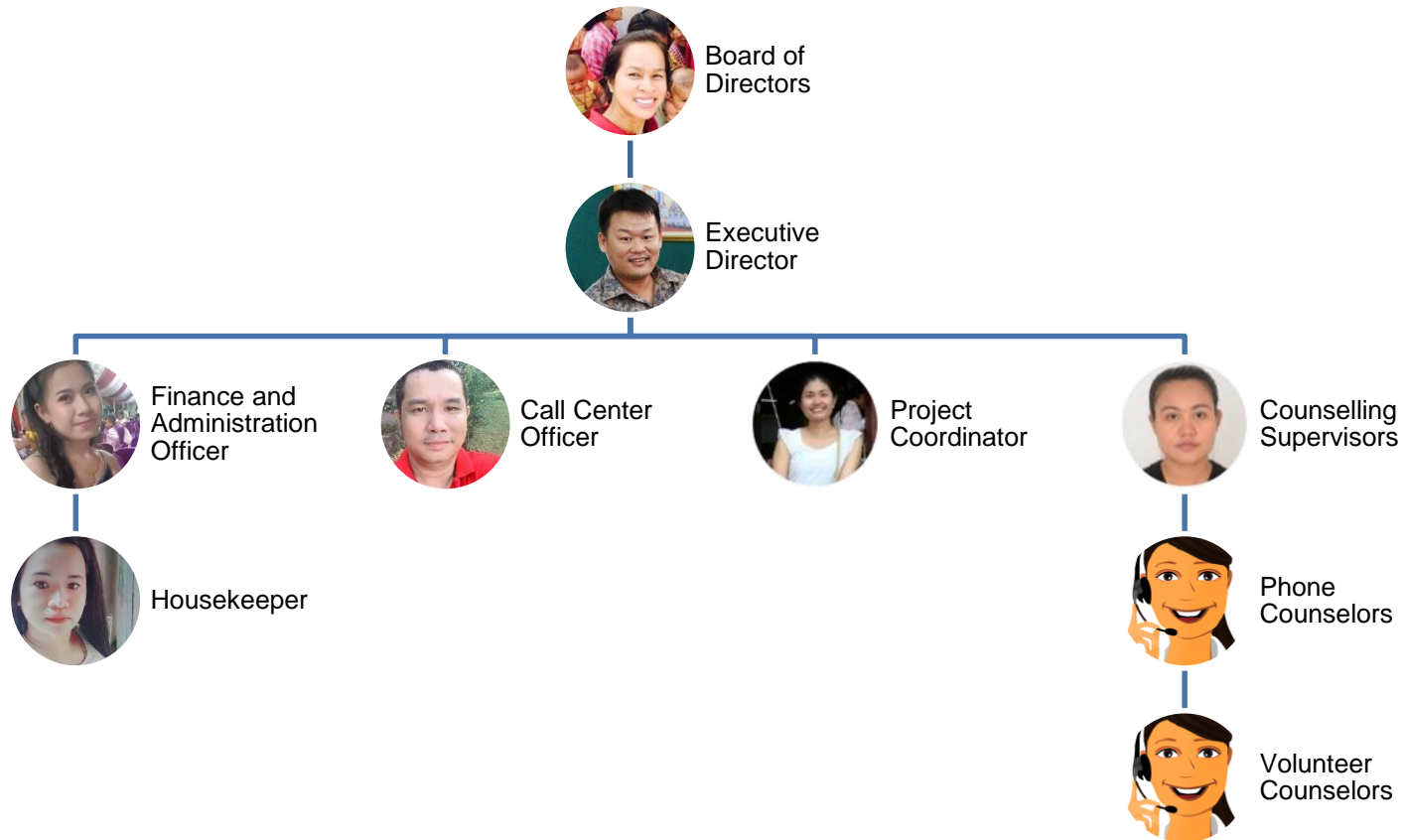
### Advocacy

1. Communication and Publications

### Organizational Development

1. Program Management
2. Financial and Administrative Management
3. Human Resource Development

# Organizational Structure





# Key Results of Program

## 1. Protection

The objective of the program is to create an enabling environment for the protection of children and young people via Child Helpline structure by facilitating access to existing services and psycho-social healing.

### 1.1 Free Child Helpline Service 24/7

The CHC counseling team answered 40,907 calls and 4,662 questions with 1,003 clients received phone counseling, and 18,217 clients received education and issues-based information service. 40 clients were referred based on their consent for direct service and immediate intervention with NGO partners and competent authorities. 3,183 clients were followed up by phone counselors to ensure they were safe and living in protective environment.

#### Of 40,907 clients:

- 5,011 clients were female,
- 6,158 clients were male,
- 14 clients were LGBTIQ, and
- 29,724 clients were unknown gendered callers.

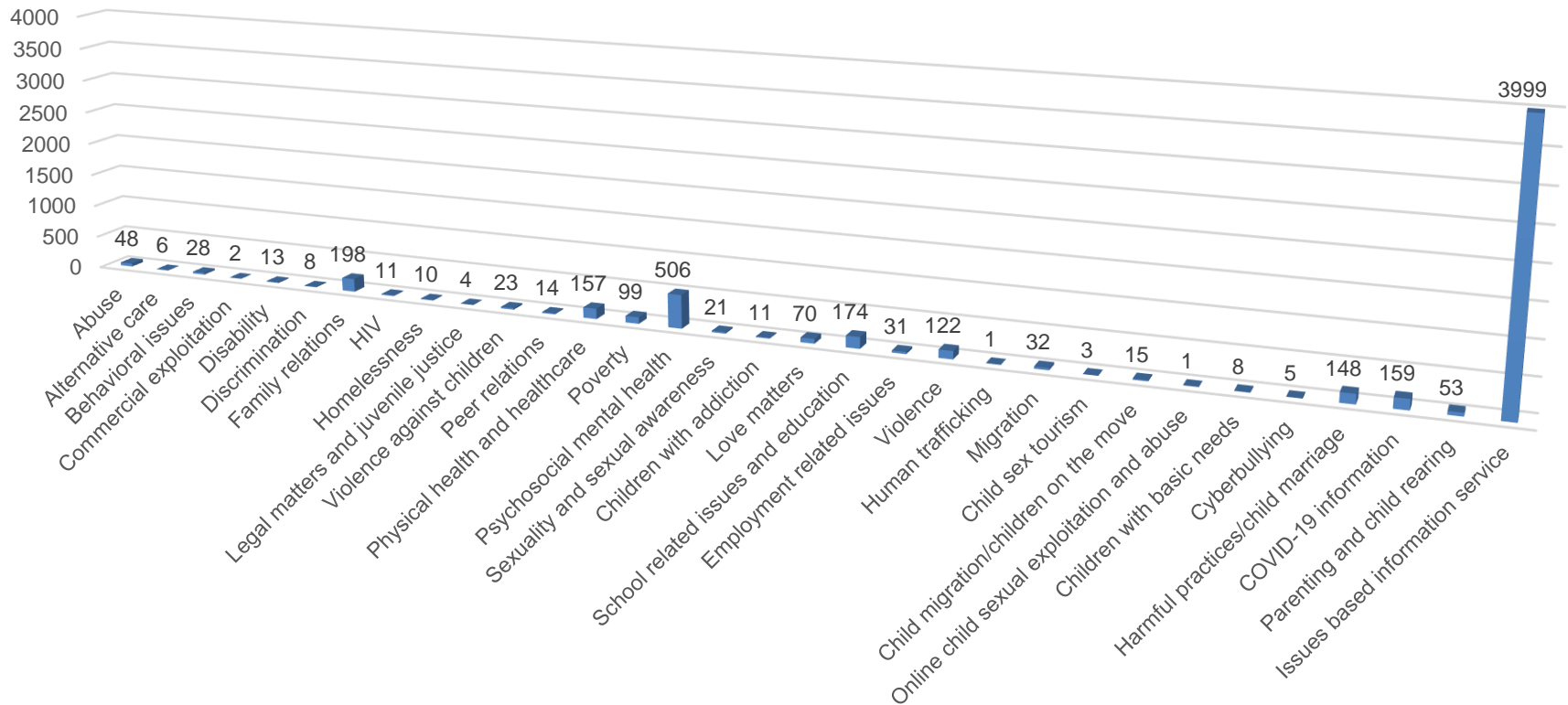
#### Of 40,907 clients:

- 2,421 clients were children,
- 1,965 clients were youth,
- 609 clients were adults, and
- 35,912 clients were unknown aged callers.

# Key Results of Program



## Reasons of Contact

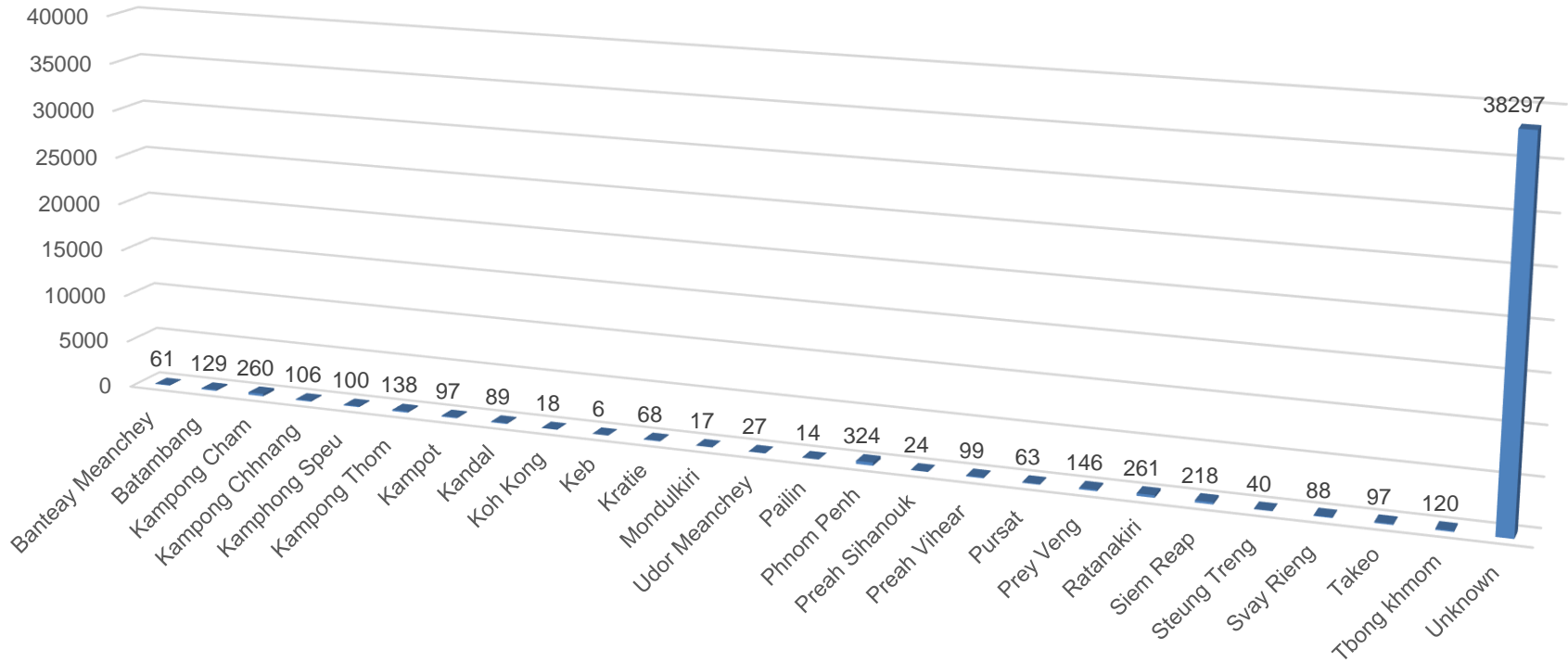


# Key Results of Program



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## Location of Callers



# Key Results of Program



## 1.2 Referral and Follow up

CHC has a policy to protect the confidentiality of clients and respects the decision of clients in referral. With consent from clients, CHC referred 20 children (11 female), 16 youth (10 female), and 4 adults (2 female) for immediate intervention and psycho-social support and healing. 2,419 clients were followed up by counselors.

Of 20 referred children, there were 7 cases of violence against children, 2 cases of sexual harassment, 1 case of online child sexual exploitation and abuse, 1 case of child labor, 1 case of child sex tourism, and 8 cases of rape.

Of 16 referred youth, there were 7 cases of domestic violence, 7 cases of poverty, and 2 cases of missing/disappearance.

Of 4 referred adults, there were 4 cases of unsafe migration.



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# Key Results of Program

## 1.3 Social Media Platform

This is the online platform to deliver counselling and issues based educational information for children and young people via Facebook page of Child Helpline Cambodia. As at 31 December 2020, Child Helpline Cambodia Facebook page has over 605,497 Likes and 1,015,000 Followers (53% women and 47% men). Majority of followers are between 13 and 34 years old.

In 2020, CHC counselling team delivered online counselling service to 16 young people and issues based information to 1,141 young people on via Facebook chat messenger.





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## Key Results of Program

### 1.4 Household Counselling Service

Household counselling service is a strategic program of CHC formed to break the culture of silence and abuse taboo in indigenous communities, where girls and adolescents are educated to remain silent and keep secret for violence and abuse that family members or intimate partners committed against them. In 2020, CHC's counselor team delivered household counseling service to 148 cases of child marriage and their families with educational information on sexual health and reproductive right, family planning, contraception/birth spacing, positive parenting, negative consequence of child/early marriage, teenage pregnancy, violence and abuse, and how to report to nearest authorities or free helpline telephone 1280 for assistance. Nutritional food and sanitation kits, i.e. canned fish, vitamins, soap and shampoo were provided during household counseling visits.



# Key Results of Program



## 2. Prevention

The objective of the program is to prevent violence, abuse and exploitation through engaging community, social agents of change and local authorities in creating a safe, involved and supportive environment for children and young people to realize their rights and reach their full potential.

**2.1 Child Sensitivity Reporting and Response Mechanism (CRRM):** CHC trained 200 (84 female) local authorities and service providers in Ratanakiri province on law related to marriage and family, negative consequence of child/early marriage, violence against children, CRRM and sexual and gender violence. It's noticed that all participants had good understanding about child rights and violence against children, but child/early marriage and sexual and gender violence is a new topic for them.





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## Key Results of Program

### 2.2 Helpline Youth Ambassadors:

Due to the COVID-19 pandemic, the trained youth ambassadors were not able to organize anti-child marriage campaigns in their communities in 2020, but CHC was able to deliver a refresher Training Workshop on Anti-Child Marriage, Sexual and Gender Based Violence, Child Sensitivity Reporting and Response Mechanism, and Awareness Raising and Life Skill with 40 (17 female) Indigenous Helpline Ambassadors in Ratanakiri province. By completion of the workshop, the 40 trained helpline ambassadors learnt about child rights, sign and forms of violence against children and abuse, good touch and bad touch, CRRM, child/early marriage and its negative consequence, sexual and gender based violence, family planning, sexual health and reproductive right, facilitation and life skill.





## Key Results of Program

### 3. Advocacy

The objective of the program is to lobby/advocate directly and through the allied system for policy and legislative reform, which promotes comprehensive and strong child protection system that upholds the rights of children, young people and their families.

**Communication and Public Campaigns:** CHC Facebook page has over 1,015,000 followers (53% female) aged between 13 and 34. CHC staff were invited to be guest speakers for 8 times in a local radio station to deliver information related to child protection and positive parenting. CHC produced and broadcasted a cartoon video on COVID-19 and self-protection from violence reaching 1.1 million audiences with 36K LIKES and 159 comments on social media. CHC also broadcasted a video entitled “migration, safety and justice” reaching 34K audience with 355 LIKES, 86 SHARES and 4 comments. Additionally, CHC published and posted 5 education infographics related to Safe Migration During COVID-19 and How to Access Helpline service reaching 64K audiences with 167 SHARES and 14 comments on CHC Facebook page.

Noticeably, CHC’s free telephone 1280 was officially recognized by the Ministry of Interior as a part of village and commune Child Protection structure in December 2020.



## Key Results of Program

### 4. Organizational Development

**4.1 Program Management:** to ensure effective program implementation and service operation through visioning, planning, fundraising, monitoring and evaluation. The management team includes Executive Director, Project Coordinator, Counselling Supervisors and Finance and Administration Officer. The Executive Director has a significant role in coordination of all projects and ensures CHC adheres to the highest standards of transparency, accountability and quality services to its clients.

**4.2 Financial and Administrative Management:** to develop and implement policies that ensure transparency and accountability in CHC's use of fund. This is critical to maintain trust among management team, project staff and donors; to ensure the smooth coordination and running of the organization's day-to-day activities, logistic support and asset management.

**4.3 Human Resource Development:** CHC staff participated in capacity building workshops based on their need. In 2020, CHC staff could only join two training workshops on HIV and counselling due to COVID-19 pandemic. Annual staff reflection and self-care was organized in December 2020 to reward staff with motivation in better work performance for 2021.

## Case Story – Child Exploitation and Trafficking



A 13 years old girl, BV lives in Ratanakiri province. She works as a banana farm worker at a company near her home. She was seduced by a woman named Srey Nich, 30 years old, and told her to work in another place. The girl then disappeared on 14 May 2020. According to the victim's uncle, on 19 May 2020, the father of victim filed a complaint in Oboun village, Koh Nhek district, Mondulkiri province. Based on the legal background, if the child is missing in Mondulkiri, the legal complaint must be lodged with the authority, who is in charge of the locality. She was disappeared in Koh Nhek district, Mondulkiri province, so the legal requirement made her uncle submit the complaint with police in Koh Nhek district, Mondulkiri province.

After receiving the case, CHC staff reported to management team about the victim family's request to help publish for the search of the missing girl on the Facebook page of Child Helpline Cambodia. The police found the girl in Prey Veng province on 25 May 2020. The girl told police that the woman who brought her, told her not to tell the truth but she did not listen and told the truth that she had been taken to a KTV parlor, and they did not let her do anything except eat, sleep and rest for 10 days. One of the managers told her about her job, and she said she would not become a prostitute. Police is investigating and detaining the female pimp/borker, Ms. Srey Nich. On 26 May 2020, the girl was rescued on time and returned home safely.

# Key Supporters & Donors



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Special thanks to our major supporters:



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# Summary Financial Report



INCOME STATEMENT	2020 (USD)
Income	181,456.54
Expenditures	139,432.76
Operating surplus/deficit	42,023.78
Fund beginning of year	12,114.51
Accumulated fund end of year	<b>54,138.29</b>
BALANCE SHEET	2020 (USD)
Cash	39,779.67
Other current assets	14,443.81
Total current assets	54,223.48
Non current assets	0
Total assets	54,223.48
Current liabilities	85.19
Net assets represented by accumulated fund	<b>54,138.29</b>