

ANNUAL REPORT 2024



human
& hope



President & CEO's note





Helene Do
President



Sally Hetherington OAM
CEO & Founder

The 2024 fundraising landscape presented some of the most significant challenges we've ever faced. A cost-of-living crisis, a weak Australian dollar, and donor fatigue required us to think creatively and adapt.

Despite these hurdles, we're proud to have introduced two new fundraising initiatives: the Chapters for Change Readathon and the Book Club for Change. With the support of 16 incredible author and community ambassadors and 115 enthusiastic participants, the readathon raised over \$31,000 to support HHA's literacy projects.

Meanwhile, our book club, though still in its early stages, has already welcomed 29 dedicated members, and we are committed to its growth and impact in the years ahead.

As you explore this report, you'll see how your generous contributions have empowered HHA to create lasting grassroots change. Families are producing more food to sustain themselves, children are learning to read and write with confidence, and women are building their futures as entrepreneurs.

We are deeply grateful for your support on this journey and hope you take pride in the transformative impact you are helping to achieve.





Our primary objective

Human and Hope Australia (HHA Inc.) partners with the Human and Hope Association in Cambodia (our sister organisation) to empower families experiencing poverty through education, vocational training and capacity building initiatives. While we actively participate in elements of governance and fundraising, all program decisions are made by the HHA Cambodia team, ensuring a local and sustainable approach to community development.

This work wouldn't be possible without the collaboration between HHA Cambodia and the Sambour community centre in Siem Reap, who work hand-in-hand to strengthen families and generate positive social and economic outcomes for local families.



Our three main priorities

We are pleased to financially support these priorities.

Exit strategy implementation

In 2025, we will launch a five-year exit strategy, transitioning from direct community support in Sambour to embedding our poverty-alleviation programs within the Cambodian mainstream curriculum.

Public sector collaboration

Forge strategic partnerships with local government and public schools to influence policies and programs that deliver long-term benefits for communities.

Transition HHA's current programs into social enterprises

Evaluate current programs and establish a sustainable, revenue-generating model supported by robust funding, strategic partnerships, and effective governance.



Expansion of our help to HHA

We have supported HHA in 2024 by connecting them with potential funding partners, grant writing, and new community fundraisers' ideas. We are very proud of our disciplined financial management that has made it possible to maintain a similar level of financial contribution to Cambodia, despite the difficult economic environment.



Highlights 2024

Despite a challenging economic environment, we grew donations for the following activities:

- Chapters for Change readathon
- Book Club for Change
- International Women's Day bookmarks

We helped fund new projects and investment such as:

- New laptops for teaching staff
- Various equipment and supplies for the community centre

We are thrilled to count new supporters:

- Dozens of new community fundraisers
- An increase of more than 1,300 social media followers
- New ambassadors



Impact of your donations in 2024



12 students graduated from the sewing program



115 families created their own home gardens



250 girls received reusable menstrual hygiene kits



203 students studied English, Khmer, and attended preschool



43 children completed the entire Khmer reading and writing class



11 preschool students transitioned to public school

HHA Cambodia's History



2011 Human and Hope Association (HHA) was founded in March 2011 by Cambodian villagers who saw a need for education in their community. They began by teaching English at a pagoda for a small fee.

2012 Sally became the Operations Manager. She introduced new initiatives for long-term sustainability. They launched hygiene workshops, a dedicated library, and ended the foreign volunteer program.

2013 The community enjoyed art classes. Local volunteers became paid employees with the funds raised. They launched a preschool and sewing programs. HHA became a registered NGO with the Ministry of Interior. A staff university program was established. Human & Hope Australia became their partner. HHA began supporting a rural school in Kralanh district.

2014 More staff joined. A sewing business provided income for the graduates. A Khmer language program, family farm program and community workshops were introduced. A US\$20,000 donation from Australia funded a new community centre 4km from the previous location.

2015 Co-Founder Thai San became Managing Director.

2016 Board President Sreylin Chum received the World Relief Australia Local Hero Award. Sally returned to Australia, ensuring Human and Hope Association Cambodia is managed by local staff.

2017 Staff received a pay increase in line with similar NGOs. Thai San received the World Relief Australia Local Hero Award. The first recipient of the staff university scholarship graduated.

2018 The English program achieved its highest pass rate of 94%. Education & Community Manager Salin Loeum was honoured on the Diana Award Honorary Roll, in memory of Princess Diana.

2019 Sally received an Order of Australia Medal for her work.

2020 During the pandemic, all staff agreed to a 20% reduction in pay to retain their jobs. Classes were moved online and students with no internet collected their homework in person. Emergency food packs were distributed and HHA's Tuk-Tuk Outreach Project provided 20,000 community members with PPE and official World Health Organization information. A trial Home Food Garden project was established. Sewing Teacher Phalla Yorn was honoured on the Diana Award Honor Roll.

2021 Salaries were reinstated. Education classes reopened temporarily but closed again as COVID-19 cases rose. Emergency food packs continued to be distributed. The Home Food Garden project supported hundreds of families in creating their own food sources. An additional 10,000 school students received PPE.

2022 Co-Founder Salin Loeum started training for the role of Managing Director, mentored by Thai San. HOPE Sewing Enterprise became a registered social enterprise.

2023 A menstrual hygiene project was launched successfully. Salin Loeum was appointed Managing Director. Outgoing Managing Director Thai San became the Treasurer on the board.

2024 An exit strategy was drafted. Board President Helene Do received a World of Difference Award.

Managing Director's note





Salin Loeum
Managing Director

I have served as Managing Director of Human and Hope Association for two years. Despite challenges, we remain committed to empowering Cambodians through education, vocational training, and community support for a sustainable future.

With strong support from our team, funders, and partners, we are confident in driving lasting change over the next five years. Our goal is self-reliance—not long-term dependency. By equipping parents with skills to earn a stable income, they can better support their families while children receive the education they need for a brighter future. Together, we are creating generational change.

Key achievements in 2024:

- 203 children attended our education program, with 97% advancing to the next level.
- 12 women completed vocational training, and 83% generated additional income.
- 115 families completed our home garden project; 100% grew vegetables, and 75% earned income from surplus.
- 250 girls completed our menstrual hygiene project; 90% continue using the kits, and all gained valuable knowledge.
- 98 families received rice loans as financial backing during economic hardship.
- 75 families participated in our Entrepreneurial Farmer Project, enhancing their agricultural and business skills.

On behalf of the HHA team, heartfelt thanks to all who make this work possible. You are part of our community, and these achievements belong to us all.

Best wishes,
Salin



Evaluation Framework



Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association is a registered NGO in Siem Reap, Cambodia. Our mission is to empower Cambodians to create a sustainable future for themselves through professional, vocational training, and development.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Human & H Association
Empowering Cambodians
to create a sustainable future for themselves and their communities.

Evaluation Framework

1. Community Engagement and Responsiveness

Our goal is to deepen meaningful consultation between HHA and the communities we serve, ensuring agile responses to evolving needs. We track engagement metrics, focusing on the frequency, depth, and diversity of community consultations, their behavioural change and feedback responsiveness. We target a 20 - 30% increase in engagement metrics annually.

Current performance: 70% of parents actively participated in community workshops and parent-teacher meetings, 90% of sewing graduates consistently repay sewing machine loans and 95% of rice loan farmers are regularly repaying their loans. The majority of community members feel confident approaching the office to inquire about projects, their children's learning progress, and the registration process for the new academic year.

2. Participant Growth and Retention

We aim for a minimum of 10% net annual growth in participant enrolments across programs, with adjustments tailored to the scale, age group, and demographics of each program. Progress is tracked through home visits, follow-up calls, and robust feedback mechanisms.

Current performance: Over the past three years, programs have experienced a 20% increase across all projects. Retention has remained strong, with a 70% retention rate, supported by effective participant engagement strategies such as home visits, follow-up calls, and regular feedback collection. These efforts have resulted in high satisfaction rates and increased participant referrals.

3. Sustainable Social Impact

We measure long-term societal and individual changes, including enhanced educational, economic, and wellbeing outcomes post-program. Annual wellbeing assessments capture shifts in participants' lives, with a target of 90% of participants increasing their income, 85% having educational advancements and 75% experiencing improved physical and mental wellbeing.

Current performance: Over the past three years, 95% of participants have reported increased incomes, 94% achieved educational advancements, and 80% experienced improved mental and physical well-being.



Program reports



Education Impact

Highlight

HHA's education program focuses on early childhood education for children from disadvantaged backgrounds 5 -17 years old, so they can prepare for their future education.

2024 Outcomes

- 203 students attended the education program
- 63 children received school uniforms, stationery and free tuition
- 11 preschool students transitioned to public school
- 250 girls participated in menstrual hygiene workshops and received supplies
- The Rotary Club of Parramatta donated three new laptops for the teaching staff
- The Chapters for Change Readathon injected new supplies into the library

Success Story

Ravid, a scholarship student in HHA's advanced Khmer class, is a hardworking and determined young man. As an older sibling, he helps with chores and looks after his younger siblings while still managing to do well in school.

When he first joined the program, Ravid struggled with reading and writing, but with support from his teachers and plenty of effort, his skills improved so much that he was chosen to give a Khmer speech at the end-of-year ceremony. He is also a great help around the community, always ready to join in activities and fundraising campaigns. Ravid dreams of becoming a policeman one day so he can take care of his family and give back to his community.

The proposition for expansion in 2025

- Funding to provide teachers with salary increases in line with public schools
- Frequent professional development opportunities for teachers



Vocational Training Impact

Highlight

HHA's vocational training empowers low-income women and girls through sewing, soft skill development, mentoring, and home-based businesses, to earn a stable income and lead independent lives.

2024 Outcomes

- 12 students graduated from the program
- 92% of graduates generated additional income
- Nine microfinance loans were provided
- 100% of the students reported increased confidence and leadership abilities

Success Story

Before joining HHA's sewing program, Samot was a housewife raising pigs to sell while caring for her young son, but the work was challenging, and she struggled to manage alone. Seeking an income-generating skill, she approached HHA's sewing program but initially had to wait for a spot. Three months later, Samot joined the program, though her learning was initially hindered by childcare challenges. HHA supported her by enrolling her son in their preschool, allowing her to focus on her training. She has since excelled, often helping peers and asking questions to improve her skills. Samot has taken a loan to buy a sewing machine and hopes to open a small shop at home, sharing her excitement about learning alongside her son.

The proposition for expansion in 2025

Without funding, the program has been paused. There is a growing waitlist of women who have finished high school but lack the skills to earn a stable income. We need your help to provide \$16,000 to support the next cohort. Your donation will teach these women a valuable trade, increase their incomes, feed their families, and give their children the opportunity to go to school.



Community Support Impact

Highlight

HHA's community development empowers people by providing resources, knowledge, and skills to address pressing needs, which in turn, ensures access to basic necessities and services.

2024 Outcomes

- 203 children participated in hygiene workshops
- 115 families created their own home gardens
- 98 families received rice loans
- 75 entrepreneurs expanded their farms

Success Story

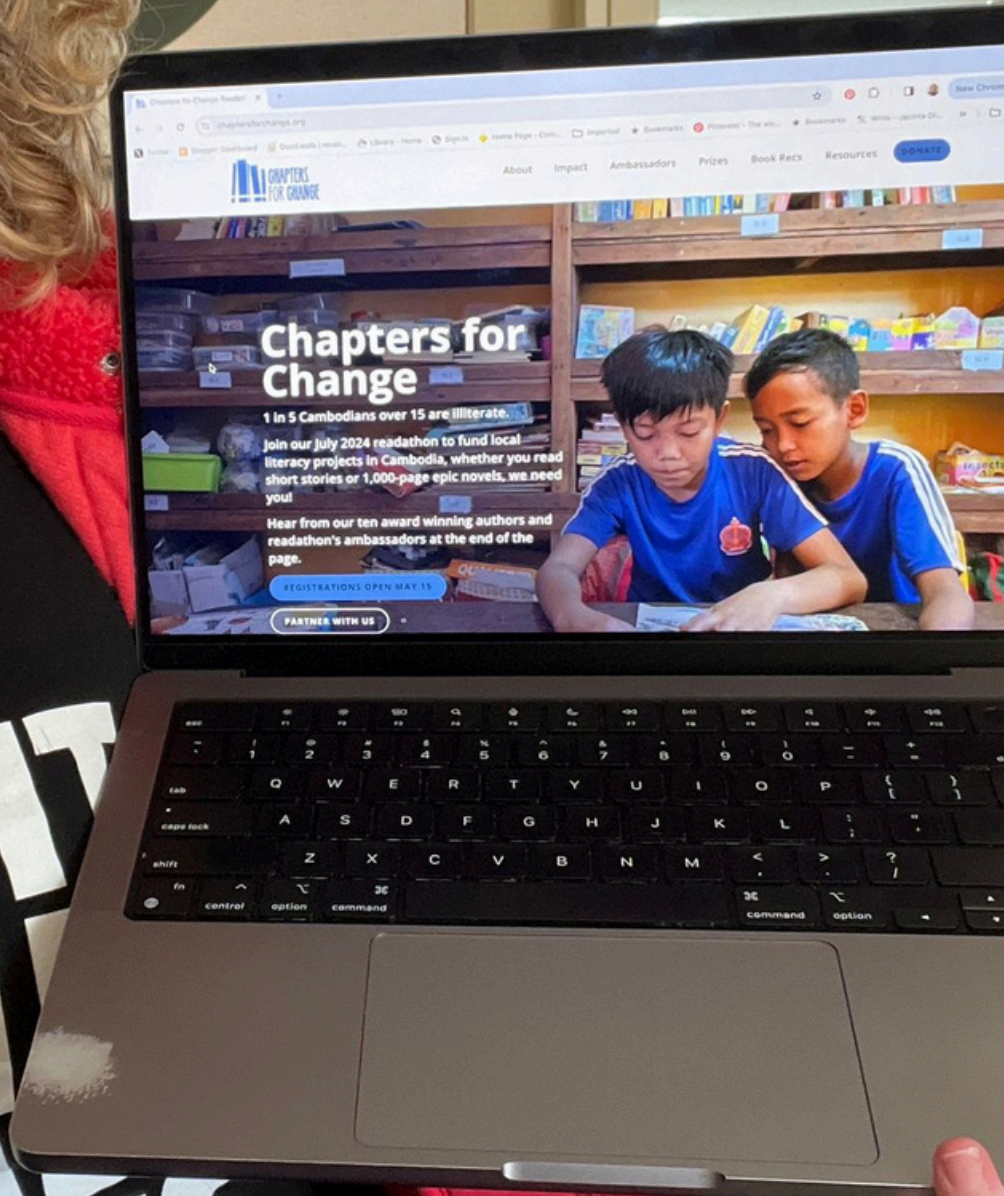
Saran, a widow living near HHA's community centre, has faced significant challenges since the loss of her youngest daughter and husband, leaving her with heavy responsibilities and declining health. Unable to join HHA's home garden project earlier due to limited capacity, she was recently enrolled during a new round of the initiative. After attending a training workshop on vegetable gardening, organic fertilisers, financial management, and healthy practices, Saran established a flourishing garden with luffa, morning glory, and herbs. The surplus crops not only provide her with nutritious meals but also generate USD\$2.50 to \$5 daily income, depending on the season. Saran shared, *"I am proud of myself and grateful for this project for allowing me to keep going."* *Beyond the financial benefits, the garden has given her a renewed sense of purpose and pride.*

The proposition for expansion in 2025

- Support for further cohorts of the menstrual hygiene project
- Rice loans, due to demand from word of mouth
- Funding for further cohorts of the Home Food Garden Project



Our ambassador spotlight Danielle Binks





Danielle Binks

Danielle is a Melbourne-based writer, literary agent with Jacinta di Mase Management, and educator at RMIT University, where she teaches Fiction and Young Adult Writing. She is the author of several books, including the award-winning 'The Year the Maps Changed.'

What inspired you to become an ambassador for Human & Hope?

Honestly; the state of the world and feeling like I wanted to give back any way I could. Particularly seeing the patterns of historic-conflicts and recognising that those which shaped the 20th and 21st centuries still have repercussions for those countries and their children, especially. Human & Hope offered a really incredible reminder that even when a country isn't on the evening news every night, and the conflict is over - there are still ramifications that reverberate across time and through generations.

Why do you think decolonisation and a locally-led approach to development is important?

Truly trying to educate myself more on how every/most conflicts of the modern-day have their genesis in colonisation by the British, French, Dutch, now modern American militarism/colonialism ... and how those wounds being left unaddressed have festered, when nobody has taken on true accountability. I think "nobody knows us better than we know ourselves," cuts colonialism to the quick and is precisely why locals governing themselves and having true autonomy is key.

Can you share a specific moment from your time as an ambassador that made you feel particularly proud of your involvement with Human & Hope?

Just getting to discuss ideas with Sally, and the 'book box for change,' idea in particular that I got to use my brain as a reader/author/agent and introduce Sally to various publicists from publishing houses, and help her craft the pitch for a new revenue stream. I felt helpful and hopeful, with that one!

What's your elevator pitch for why people should support Human & Hope?

The world needs more empathy; and ensuring there are more readers and writers and literate people in the world is the silver-bullet way to achieve that. When you feel helpless; help.

How has your experience as an ambassador for Human & Hope influenced your understanding of global issues like poverty and sustainable development?

Oh look, I've got Cambodia on my list of must-visit places now precisely because I want to be even more educate thanks to H&H cracking open this corner of the world for me a little more. I am incredibly grateful.





Our supporter's
spotlight
Annabelle



Meet Annabelle, Education Champion

Annabelle is our youngest monthly donor, and as a school student, we were curious to learn what inspired her to support us on an ongoing basis.

What inspired you to start supporting the education of a Cambodian child?

I wanted to help make a difference because I learned that many children in Cambodia don't have access to the same level of education we have in Australia. By supporting their education, I hope to help them have better opportunities for education, giving them the chance at a bright future.

Why do you think education is important for young people in Cambodia?

Education is a key step in empowering young children, especially in a developing country like Cambodia. It gives them skills and opportunities that would otherwise be out of reach, helping these children gain new skills and to take control of their future.

What would you say to other young people who are thinking about giving back?

I would encourage them to start small but think big. Small actions don't always mean money; it's about helping in any way you can and knowing that no matter the efforts, whatever you do can make a difference in the world."

Want to join Annabelle in changing lives? Support a child's education today: educationchampions.humanandhope.org





Auditor's
report

Financial
reports

Human and Hope Association Inc.

Independent Accountant Review Report for an Association incorporated under the Associations Incorporation Act 1985 of South Australia

Financial Year 2024

Human and Hope Association Incorporated is a small charity. It is registered with the Australian Charities and Not for Profits Commission.

My review is appropriate to the small size of the Association and is not in the scope of a review required for a medium size charity. The Association has prepared financial statements adequate for its purposes and has proper records sufficient to enable full compliance with Australian Accounting Standards, if required.

The scope of my review involved examination of the Association's accounting system and relevant financial controls. I examined on a test checking basis, payments, and receipts of the entity. I have verified the assets of the entity as at 31 December 2024.

Based on my review, I am of the opinion that the financial statements are properly drawn up to present fairly the financial state of Human and Hope Association Inc. as at 31 December 2024 and present fairly the results of its activities for year ended 31 December 2024.



Brian Thomas
Fellow CPA Australia,

11 February 2025

Operating Statement

Human and Hope Association Incorporated

For the year ended 31 December 2024

Account	2024	2023
Trading Income		
Book Sales	181.73	53.21
Donations - Monthly	25,926.40	24,285.20
Donations - One-Off	9,641.88	25,497.48
Donations - Other	1,250.00	0.00
Event Income	60,946.29	0.00
Fundraising Income	5,459.31	42,575.59
Grants	0.00	29,143.00
Hope Handicraft Sales	5,665.52	5,069.66
Partnerships	185.00	18,928.91
Reimbursement for postage	557.72	267.00
Speaking	0.00	1,250.00
Total Trading Income	109,813.85	147,070.05
Cost of Sales		
Cost of Goods Sold	2,168.36	1,581.82
Hope Handicraft Materials	12.00	0.00
Total Cost of Sales	2,180.36	1,581.82
Gross Profit	107,633.49	145,488.23
Other Income		
In-Kind Donation	0.00	1,318.65
Total Other Income	0.00	1,318.65
Operating Expenses		
Advertising	4,837.31	5,569.48
Bank Fees	34.02	95.22
Books for resale	0.00	36.00
Contribution to HHA Cambodia - Funding Agreement	45,000.00	40,677.91
Contributions to Cambodia - Other	0.00	7,443.00
Entertainment	10.94	0.00
Fundraising Expenses	109.00	395.60
Give Now Platform Fees	202.90	374.81
In-kind donation expenses	0.00	1,318.65
Insurance	2,356.82	2,604.39
Inventory Shrinkage	3.56	0.00
IT Expenses	821.35	908.27
Legal expenses	0.00	77.50
Office Expenses	1,291.57	0.00
Other Expenses	0.00	336.86
Other Fees	4.56	5.27
Paypal Fees	4.04	0.00
Postage, Printing & Stationery	2,899.23	621.99
Shopify Fees	107.65	33.60
Stripe Fees	5,346.22	3,208.28
Subscriptions	1,272.54	1,084.52
Superannuation	5,487.62	6,926.85
Travel - National	0.00	134.03
Wages and Salaries	48,668.00	64,680.00
Total Operating Expenses	118,457.33	136,532.23
Surplus/Deficit	(10,823.84)	10,274.65



Balance Sheet

Human and Hope Association Incorporated

As of 31 December 2024

	Account	31 Dec 2024
Assets		
	Bank	
	AUD PayPal	1,251.76
	HHA Main Account	31,449.25
	Total Bank	32,701.01
	Current Assets	
	Accounts Receivable	960.86
	Inventory	2,302.90
	Inventory (handicrafts and books)	192.00
	Total Current Assets	3,455.76
	Fixed Assets	
	Office Equipment	349.90
	Total Fixed Assets	349.90
Total Assets		36,506.67
Liabilities		
	Current Liabilities	
	Accounts Payable	251.22
	PAYG Withholdings Payable	77.90
	Superannuation Payable	1,620.58
	Total Current Liabilities	1,949.70
Total Liabilities		1,949.70
	Net Assets	34,556.97
Equity		
	Current Year Earnings	(10,823.84)
	Retained Earnings	45,380.81
Total Equity		34,556.97



Notes to Financial Reports

- The 2024 financial year was a harder year for charities as people grappled with cost-of-living increases and other priorities.
- We set a higher target for our contribution to HHA Cambodia, and despite reduced income, we were proud to donate \$45,000.
- We reduced our insurance costs due to an adjustment in our policy.
- Our postage and stationery costs increased substantially due to our new campaign, the Chapters for Change Readathon.
- We continued to employ a single employee at a reduced salary for the year.
- Our program partner, HHA Cambodia, operates in US dollars, so our fundraising was unable to stretch as far as in previous years.



Our Board of Directors



Helene Do
President



Sally Hetherington OAM
CEO & Founder



Najmeh Hassanli
Secretary



Jason Yap
Treasurer



Bonnie Faulkner
Non Executive Director

Human and Hope Association Incorporated (Human & Hope) is registered with the Australian Charities and Not-for-Profit Commission (ACNC) and is a Public Benevolent Institution (PBI).

Our program partner, HHA Cambodia, upholds good governance principles, ensuring financial accountability, quality improvement, risk management, strategic planning, and evaluation. They meticulously monitor and evaluate program success, publicly reporting the impact on participants' lives and the local community.

Our Board ensures that our processes, activities and relationships comply with ACNC governance standards. You can read about our specific governance and accountability mechanisms at <https://humanandhope.org/governance>



THANK YOU!

