



**EMPOWERING** THE IMPOVERISHED

*Sustainable solutions* *Zero poverty*



**WE OVERCOME POVERTY** BY DELIVERING  
**SUSTAINABLE AND SCALABLE SOLUTIONS**

**2022**  
**ANNUAL**  
**REVIEW**



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# ABOUT US

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Dana Asia is a registered not-for-profit organisation in Australia, Singapore, and the Philippines, operating in the Southeast Asian region. Dana Asia believes sustainable solutions are the key to zero poverty and working together with donors and partners, we design innovative solutions to social problems to target inequality and poverty through social business, microfinance, and education. Dana Asia plays a multifaceted role, acting as a funder and adviser while partnering with local NGOs, cooperatives, and community groups to implement projects that empower communities towards sustainable impact.

## Our multifaceted role

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### As a **funder**

As a funder, we seek funding opportunities to match the emerging needs within the most impoverished communities. Whether private donor funds, CSR funding, or grant opportunities, our team strives to match appropriate funds to the needs on the ground.

### As an **advisor**

We use our local knowledge and experienced on-the-ground team to advise donors and implementing partners on the development of sustainable projects that fit the donor's expectations and meet the needs of the community.

### As a **social business incubator**

We design unique and exciting business models that address specific needs within communities and work with experienced in-country partners to implement pilots. Once the model is refined, it can be scaled to increase impact and replicated in new communities.



## MESSAGE FROM THE CHAIR

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2022 was a year of healing and revival for many across the world. With COVID-19 becoming largely endemic, new opportunities began to arise this year and after a long period of navigating choppy waters, Dana Asia was finally able to steady the ship to settle into a “new normal”. Dana Asia’s priorities this year were threefold. With the global movement towards building a more sustainable future, we cannot ignore the important role Dana Asia plays in driving sustainable development in some of the world’s most impoverished communities. A renewed focus on sustainability meant placing it at the centre of everything we do and with this, we realigned our work to the UN Sustainable Development Goals framework. Reframing projects that were already working towards these goals and setting clear targets has made it easier to evaluate the effectiveness of Dana Asia’s work in a more meaningful way.

Our aspirations to become a leading sustainable social business not-for-profit in Southeast Asia led to the development of exciting new business models in

sustainable agriculture, sustainable enterprise development, and youth entrepreneurship. In addition, Dana Asia has worked with partner Grameen Pilipinas Microfinance Inc to develop unique sustainable microfinance products that will bring more opportunities for sustainable business setup for impoverished entrepreneurs in 2023. Successful piloting of these projects brings the potential for new fundraising options, including CSR and ESG programs that can fund the scaling and replication in new communities throughout Cambodia and the Philippines. In addition, Dana Asia’s work on plastic reduction opens new doors for funding through plastic credits, an exciting emerging opportunity for exploration in 2023. With an aligned Marcom and fundraising strategy for 2023, we are well-placed to make the most of any opportunities for new funding and productive partnerships.

The professional development of the Dana Asia team and the strengthening of the Board and Governance has given Dana Asia stronger foundations from which to grow. We are proud to have a diverse board, with members based across the Asia Pacific offering a wide range of skills and expertise in the government, private, and not-for-profit sectors. Improvements in risk



MR. DAVID LANDERS - CHAIR

management processes this year saw the refining of Dana Asia’s risk appetite statement and assessment matrix to further strengthen Dana Asia’s roots to enable the team to work in confidence on the ground.

There is much to look forward to in the coming year, but we must remain mindful that for millions across the developing world, the negative impact of COVID is far from over. The Philippines and Cambodia, along with other developing Southeast Asian countries, were disproportionately affected and the long tail of ill effects will linger for some time to come. Dana Asia remains committed to finding sustainable solutions to poverty and will continue to work with donors and partners to design innovative solutions that address social problems in impoverished communities, improving access to productive resources and reducing inequalities to eradicate poverty.

**Total Grants Made**  
AU\$844,000

**Supporting Education**  
AU\$61,200

**Supporting Microfinance**  
AU\$455,500

**Supporting Social Business**  
AU\$281,400

**Lives Influenced**  
3,272

**New Social Businesses Created**  
471

**Avg. increase to household income  
across all social business projects**  
22%



# MESSAGE FROM THE CEO

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**The past year has brought some sobering realities to our already fragile world. The partial recovery from COVID is seeing increasing prices for basic commodities which puts further strain on the most impoverished and means an overall loss of savings and disposable income to survive day-to-day. Added to this, health systems continue to struggle and the increasing climatic extremes reported daily all over the globe are seeing more unprecedented flooding, droughts, and typhoons. Alongside this, issues of mental health and psychological vulnerability are affecting many of us in some big or small way.**

In contrast to the despair we see in the communities where Dana Asia works, an Oxfam report titled “Inequality Kills” published in January 2022 describes how the ten wealthiest billionaires collectively saw their income grow by \$1.3bn per day between March 2020 and October 2021. During the pandemic, they doubled their wealth. The same report states that the income of 99% of the world’s population has reduced and by 2030 a predicted 3.3 billion people will be living on less than

US\$5.50 a day. This forecast is concerning given the hard efforts to reduce poverty as part of the push towards the UN’s Sustainable Development Goals. I believe these troubling trends can still be reversed. Through the tireless work of individuals and community organisations large and small, including Dana Asia, we can achieve real, measurable impact and sustainable results by 2030.

Over the past year, Dana Asia has refocused grant-making towards sustainable action to make a real difference in deprived communities by:

1. Increasing the resilience of livelihood projects to achieve viability and be able to withstand the effects of climate change or health-related disaster, aiming to create new community-level wealth that will lift families out of poverty.
2. Providing social and legal frameworks that allow micro-economies to better communicate with each other and develop robust local governance structures.



MR. DUNCAN POWER - CEO

3. Focusing on projects that proactively ensure that equal importance is given to environmental best-practice.

I end my message with one example of our pioneering work in 2022: the startup of a unique eco sari-sari store model in the Philippines. The store has shown how single-use plastics can be eliminated from day-to-day purchasing while also providing basic goods at reduced prices to the consumer. In 2023, we look forward to replicating this store’s model throughout Metro Manila as one of many exciting new initiatives promoting economic, environmental, and social sustainability in marginalised communities.

# OUR OBJECTIVE

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Dana Asia aims to find permanent solutions to overcome poverty by using social business, microfinance, and education as tools to address social problems in impoverished communities and improving access to productive resources and reducing inequalities.

## OUR VALUES



Capacity building to achieve more thorough expert-led training in a variety of personal and professional development areas.



High-engagement social investment in small businesses and guidance towards viability and sustainability while also advocating for fair-trading along the supply chain.



Promoting sustainable practices through programs like Sustainable Agriculture to produce quality, affordable fresh foods and improve food security.



# OUR PROGRAMS

In order to create sustainable solutions to poverty, Dana Asia channels funding and advisory services into three key program areas:



## Social Business

Turning ideas into sustainable businesses through funding and advisory services to pilot innovative new microenterprise ideas within impoverished communities for lasting solutions to poverty.



## Microfinance

Grameen-style microfinance targeting the poorest districts in the Philippines to help impoverished aspiring entrepreneurs start and grow small businesses.



## Education

Addressing education inequalities through tertiary education scholarships and vocational skills training to bring new opportunities to the marginalised.



# BUILDING A SUSTAINABLE FUTURE

For Dana Asia, building a “sustainable future” is a threefold commitment: **social**, **economic**, and **environmental**. With the world moving past the immediate crisis of the COVID-19 pandemic, Dana Asia is driving towards building a better future for communities that are still struggling, addressing the current and emerging challenges through sustainable action.

## ECONOMIC

### SITUATION

The economic impacts of the pandemic will continue to have knock-on effects on the world’s most impoverished for years to come, with soaring prices and supply chain issues making it impossible for many to afford basic necessities. Many in both Cambodia and the Philippines lost their livelihoods to the pandemic, with mass loss of jobs within the informal sector and among “non-essential” workers. The ILO estimates 1.6 billion informal workers were affected by the COVID-19 pandemic, resulting in a 60 percent drop in earnings. With those workers barely earning enough to surpass the poverty line pre-pandemic, a 60 percent drop in income would amount to severe and extreme poverty.

### OUR SOLUTION

With such shocking stats, one key learning for Dana Asia over the past few years working with those in crisis has been the urgent need to build resilience within the most vulnerable communities. One way Dana Asia commits to doing this is by creating more opportunities for people to take control of their income potential through self-employment activities and micro-entrepreneurship to build a more sustainable future for them and their families.

**Increase household income** through social business activity.



**Develop sustainable social business models** for impoverished communities.



**Facilitate microfinance loans** to enable micro-entrepreneurs to start or grow small businesses.





## ENVIRONMENTAL

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### SITUATION

Approximately 60 percent of land area and 74 percent of the population in the Philippines is exposed to numerous natural disasters, including floods, typhoons, earthquakes, and landslides. With climate change, incidents are becoming more frequent and heavy rainfall is set to increase over the coming years, bringing with it an increased risk of flooding and landslides. Flooding also occurs as a result of clogged sewers and waterways full of plastic and other waste. In 2021, the Philippines was the top contributor of plastic waste into the ocean worldwide and waste plastics are causing huge problems to the environment and communities.

### OUR SOLUTION

Dana Asia is reviewing the environmental impact of all projects, and prioritising funding into programs that tackle plastic waste issues in particular. New partnerships in the coming year will see plastic waste being directly addressed through recycling initiatives and a new social business model for eco sari-sari stores will directly reduce single-use plastics being consumed by communities through the championing of a zero-waste retailing model.

## SOCIAL

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### SITUATION

Wealth, education, and health inequalities across the developing world have been exacerbated by the pandemic. In Cambodia, loss of jobs drove many households into debt. Cambodians hold the world's highest average amount of loans, totalling over US\$3,800 per capita. Research by the UN suggests that loans are used to pay for everyday financial, health, and livelihood needs. In the Philippines, mass unemployment led to an increase in drug and alcohol misuse and domestic violence, particularly among low socioeconomic groups.

### OUR SOLUTION

Dana Asia focuses on bringing opportunities in income generation and education to those marginalised from mainstream opportunities. Whether in work or education, Dana Asia works to identify key barriers within marginalised communities and develops innovation solutions to overcome them. Partnering with local NGOs, CSOs, and cooperatives ensures built capacity and new skills are embedded within the communities for long-term impact.

**Develop models for sustainable agriculture to improve resilience of farmers to recover after disasters.**



**Educate and advocate for plastic reduction strategies in all project areas.**



**Create new opportunities for training and microentrepreneurship to reduce inequalities.**



## ZERO POVERTY

**TARGET:** Commit 5 million USD in funding to social business & microfinance initiatives.

**PROGRESS:** Widened donor base and exploring new income opportunities such as CSR opportunities and plastic credits.

## ZERO HUNGER

**TARGET:** Establish 1,000 sustainable micro-businesses per annum.

**PROGRESS:** Stabilised micro-businesses after COVID and planning for the scale and replication in all project areas to scale impact to new communities.

## LIFE BELOW WATER

**TARGET:** Introduce plastic reduction initiatives into 75% of all projects.

**PROGRESS:** Developing strategies for reducing plastic in all project areas, including the development of a zero-waste store model and construction of a new Eco Hub to turn waste plastics into eco bricks.

## CLIMATE ACTION

**TARGET:** Introduce sustainability solutions into 100% of our projects.

**PROGRESS:** Taking steps forward in all project areas and working on frameworks to substantiate progress.

## RESPONSIBLE CONSUMPTION & PRODUCTION

**TARGET:** Reduce general waste by 50% in all social business projects.

**PROGRESS:** Reviewing consumption and waste in all project areas to work towards mitigation strategies.

## SUSTAINABLE CITIES AND COMMUNITIES

**TARGET:** Establish sustainability programs in 15 communities across 3 countries.

**PROGRESS:** Focus on 2 countries to date and achieving scalable pilots.

DANA ASIA IS  
DEDICATED TOWARDS  
ACHIEVING REAL  
IMPACT BY FOCUSING  
ON 10 OF THE  
UN SUSTAINABLE  
DEVELOPMENT GOALS



## QUALITY EDUCATION

**TARGET:** Fund 100 tertiary education scholarships.

**PROGRESS:** Funding 16 university scholarships in 2021/2022 with 18 new starting in 2022/2023.

## GENDER EQUALITY

**TARGET:** Ensure 90% of funding goes to support women and young girls.

**PROGRESS:** Actively targeting women and girls as leaders in all project areas to reduce gender inequalities.

## DECENT WORK AND ECONOMIC GROWTH

**TARGET:** Support 3,000 microentrepreneurs to start their own business.

**PROGRESS:** Facilitating microfinance loans to an increasing number of micro-entrepreneurs for the setup or growth of sustainable small businesses.

## REDUCED INEQUALITIES

**TARGET:** Bring opportunities to 3,500 individuals through all our programs.

**PROGRESS:** Reached over 3,200 individuals in all project areas in 2022.



## ACTIVITIES AND ACHIEVEMENTS IN 2022

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2022 has been a year of recovery and growth for many. For us at Dana Asia, working with Cambodia and the Philippines' impoverished communities is a daily reminder that so many face a continued struggle towards "normal". We are humbled by the tenacity of communities in their fight for a better future, and learn each day more effective ways to tackle everyday challenges to be innovative in building sustainable solutions to poverty.

The Philippines experienced one of the world's longest COVID lockdowns with bans on travel not being lifted until February 2022. In 2020, the economy declined to the lowest levels since World War II, with GDP decreasing by 9.5 percent. In the second quarter of 2020 when lockdowns were at the most strict, GDP fell by 15 percent. In Cambodia, Siem Reap's tourist industry has been decimated and the Ministry of Tourism estimates it will take another three to four years for tourism to return to pre-pandemic levels. This has serious implications for Cambodia's local communities that rely on tourism for employment.

The Dana Asia team has been excited for conversations to turn from fire-fighting to planning for the future. Over 2022, various sustainable business models were developed to the point of scale and replication in the coming years. One highlight from 2022 was the launch of the first community eco store model. The eco store is a return to life before single-use plastics became the norm for low-income customers. Traditionally, bring-your-own container initiatives were widely practised, as was the use of natural packaging in place of plastic. However, misleading campaigns by big corporations painted the picture of sachets as the "affordable" option, resulting in a huge uptake and with it, an increase in plastic waste that has led to the Philippines becoming the world's biggest contributor of plastic waste into the ocean. Dana Asia's eco store model shows that sustainable shopping doesn't have to only be an option for the wealthy, but that families can save money using refill containers while reducing negative impacts on the environment.

Thanks to the generosity of donors, Dana Asia has also been able to expand their scholarship program in both Cambodia



MS. LOTTI FRASER - DIRECTOR OF PROGRAMS

and the Philippines. An area of particular focus is Agricultural scholarships. The average age of farmers in the Philippines is 53, with the younger generation of farming families reluctant to follow in their parent's footsteps. A severe shortage of farmers is predicted in the next 12 years so cultivating a new interest among young people in farming is critical. Modernised techniques are desperately needed to transform the agriculture sector and maximise the potential of the Philippines' vast rural areas.

We are incredibly proud of what Dana Asia has achieved in the past year, and incredibly grateful for all donors, partners, and communities for their continued support and hard work to make it happen. We look forward to new opportunities for growth in the coming year as we remain as dedicated as ever to building sustainable futures for the world's marginalised.

*“2022 was a year of many lessons and learnings and in 2023 we hope to build on what was learnt to achieve real impact through improvements in KJC operations, expansion of the Outgrower program, and new scholarships”*

*Ms. Chhenn Sreykhuoch - Cambodia Projects Manager*



SIEM REAP



CAMBODIA

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# KEY IMPACT FIGURES



**AU\$242,700** of funding into sustainable social business projects in Cambodia.



**250L** per week of water produced by solar panels to supply clean drinking water to impoverished rural communities in Cambodia.



Average **AU\$290** profit to outgrower farmers per 90-day cycle.



**1** commercial greenhouse constructed in Siem Reap to grow vegetables using organic techniques.



**64%** increase in household income.



**7** English language scholars in Cambodia.



**24** rural farmers in Cambodia trained in sustainable poultry farming.



**3** university scholars in Cambodia.



**5** new poultry farm small businesses established.



**10** people trained in vegetable growing to upgrade skills towards establishing new livelihood initiatives.



## MESSAGE FROM CAMBODIA PROJECT MANAGER

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In Cambodia, the past year still felt the effects of COVID-19 but with high vaccination rates and no more lockdowns, life is beginning to look normal again. The tourist industry is returning and hotels, restaurants, and bars have reopened. This is good news for the people of Cambodia as they are once again able to find employment and earn income to support their families. At the end of 2024, a big new airport is set to open which will bring many more tourists, great for Siem Reap's recovery after the pandemic.

On KJC Farm, 2022 was a difficult year in many ways. In April, KJC's Farm Manager Mr. Beong Nak died unexpectedly which caused great pain in the team. However, the KJC Farm team worked hard to make up for the loss of management by overcoming challenges in operations. The team worked hard to support outgrower farmers in two different areas of Siem Reap province, providing training and mentoring to enable them to make a good income from growing and selling chickens.

Last year was also the start of KJC's vegetable growing. A new greenhouse was built and the vegetable team leader, Ms. Saongich tested a variety of different vegetables, including chilli, salad, cucumber, cherry tomatoes, and lemongrass. Dana Asia's Director of Social Business Leo Alforte took a trip to Cambodia to share with Saongich his expertise in organic farming and foliar making. This was a great training opportunity to develop KJC's organic vegetable growing from testing to commercial operation. The team hopes growing vegetables will offer an alternative product to sell to the market and help make KJC Farm a more viable operation. In 2023, we hope to set up mini greenhouses as outgrowers to support more smallholder farmers to earn a sustainable income.

In addition to sustainable agriculture, Dana Asia supported three students studying at university in their first year in 2022 at the University of Southeast Asia in Siem Reap. With the costs of tuition, accommodation, food, books, and other supplies covered, the scholars



MS. CHHENN SREYKHUOCH  
CAMBODIA PROJECT MANAGER

are able to focus on their studies and get a quality education to help them find good employment in the future. Seven students also studied English at the Australian Centre for Education (ACE) in Siem Reap. Going into 2023, we hope to be able to support more scholars to access education and reduce education inequalities among impoverished communities.

2022 was a year of many lessons and learnings and in 2023 we hope to build on what was learnt to achieve real impact through improvements in KJC operations, expansion of the Outgrower program, and new scholarships.





# SUSTAINABLE VEGETABLE GROWING

CAMBODIA  
AGRI SOCIAL BUSINESS

## 2022 UPDATE

### STRATEGIC PRIORITY

Sustainable agriculture: Levelling up skills in organic vegetable farming to create viable and sustainable small business opportunities for rural farmers as a way out of poverty.

### PROJECT SDGs



**Training** in organic fertiliser and foliar production, insect sprays, composting.



Setup of a **commercial greenhouse** to grow vegetables year-round.



Development of an “outgrower” style model for **small-scale sustainable vegetable growing** in individual households.

As part of Dana Asia’s COVID recovery initiative to build sustainability, KJC Farm is diversifying away from only chickens to vegetables too. A greenhouse has been built and the team is growing salad crops which are sold to the Siem Reap market as an additional avenue of income for the farm. In the longer term, this model will be modified to work on a smaller scale and vegetable farms will be set up at a household level to provide individual community members with a source of fresh produce and income through sale of surplus vegetables. Before we take this step, the model must be perfected in the controlled KJC Farm environment. Over the coming months, the team will work on developing organic farming techniques and learning how to make the model sustainable.

## INTRODUCING PARTNER **KJC FARM**

### INCREASING **FOOD SECURITY**

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Since 2014, Dana Asia has been the primary funder and advisor to KJC Farm, an international-standard poultry farm social business in Siem Reap, Cambodia that trains low-income villagers in global best-practice poultry rearing techniques.

Originally setup to provide alternative employment opportunities for the scavengers of the Siem Reap rubbish dump, it has now grown to become an established training farm for rural farmers wanting to learn how to raise poultry for sustainable income on Dana Asia's Outgrower program. KJC has successfully trained over 50 farmers in biosecurity, chicken health, processing, hatching, and general farm operations.

In 2021, Dana Asia also successfully established a breeding farm facility to supply eggs and chicks to KJC and outgrowers. Having a local breeder farm lowers the cost of inputs, making KJC and the outgrower farms more viable and sustainable overall. The first chicks were welcomed onto the farm in early 2022 and the farm is now producing a steady supply of day-old-chicks to enable the expansion of the Outgrower program.







# KJC FARM & OUTGROWER

CAMBODIA  
POULTRY SOCIAL BUSINESS

## 2022 UPDATE

**STRATEGIC PRIORITY**  
Empowering rural poor to become small business owners in poultry rearing as a way out of poverty.



**Training & mentoring of 24 farmers** in poultry rearing, biosecurity, and small business management.



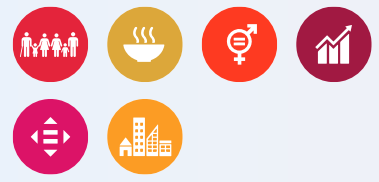
**Establishment of 5 new outgrower farms** with specially-designed sheds and solar panels to produce electricity and water which can be used for the chickens and the family.



**Diversifying KJC** to offer parts, eggs, and vegetables as well as whole chicken to meet market demands and maximise new sales avenues.

Dana Asia continues to support KJC Farm, an international-standard poultry farm social business in Siem Reap, Cambodia, that trains low-income villagers in global best-practice poultry rearing techniques. This year, KJC opened a new shop in Siem Reap town as a base for selling poultry and vegetable products produced by the farm. In addition, Dana Asia has scaled the outgrower program from 12 to 16 to reach more low-income farmers and give them the necessary training and resources to run their own small-scale poultry businesses as a vital source of income.

### PROJECT SDG's



## CASE STUDY

### MEET OUTGROWER FARMER PREAP RIN



has never been able to find regular work. Before becoming an outgrower farmer, their household income was around US\$120 (AU\$175) per month. Her children find work in the construction industry, but the income is low and the work is difficult and dangerous. They are able to contribute only US\$20 (AU\$29) to the household income per month.

Preap Rin first became an outgrower farm in November 2020 and she has now successfully grown 8 cycles of chickens. She first wanted to become an outgrower farmer so that she could earn money while taking care of her grandchildren when her children go to work.

Her average survival rate across all cycles is 88 percent, higher than the 85 percent target for the program. With these excellent survival rates, she is able to earn an income of around US\$250 (AU\$363) per 90-day cycle. This is an increase to her average monthly income of 69 percent. With this extra income, Preap Rin is saving for when she is older in case she gets sick and needs money for medical bills. They also have savings they can use to enjoy special days, something they have never been able to celebrate before.

Preap Rin is a 55-year-old outgrower farmer living in Phnom Dei village, Siem Reap province where she has lived her whole life. There are nine people living in her household, including her daughter, son, daughter-in-law, and three grandchildren. With so many mouths to feed, securing enough income is difficult. Preap Rin left school after Grade 3 and

*"I am 55-years old now and if I keep going well to take care of this project, I hope in 5-10 years to transfer responsibility of the shed to my daughter to help take care of her family in the future."*

*Preap Rin*







# SOLAR WATER

## CAMBODIA WATER SOCIAL BUSINESS

# 2022 UPDATE

### STRATEGIC PRIORITY

Youth entrepreneurship:  
Learning opportunities for students in entrepreneurship and generating income for rural poor high schools through the set up of solar powered water production micro-business.



Setup solar panel station at a rural high school with 10 solar panels producing 250L water per week.



Improved access to clean water for community members, school teachers, and students.



Worked with the school to develop an entrepreneurship training program with a hands-on work experience element for rural students to gain experience of running a microbusiness.

This year, Dana Asia partnered with a clean technology partner in Australia to develop a social business model that uses innovative solar panels to produce clean water and electricity at a high school in rural Cambodia. The project is designed as a learning and micro-business opportunity for rural high school students to learn entrepreneurship skills and basic business management, as well as environmental aspects like the importance of reducing reliance on single-use plastics. The water produced by the panels can be sold at a low cost to the community, and income generated can be used by the school to fund educational development.

### PROJECT SDG's





# SCHOLARSHIPS

CAMBODIA  
EDUCATION

# 2022 UPDATE

## STRATEGIC PRIORITY

Improving access to education opportunities for marginalised students to address education inequalities.



Funding of **7 English language scholarships** for high school graduates from financially disadvantaged backgrounds to attend English classes.



Funding of **3 university scholarships** to give rural students an opportunity to attend university.

## PROJECT SDG's



**Provision of essential learning materials** such as books, computers, and science equipment to a rural high school.

Dana Asia believes education has an important role to play in the reduction of poverty. This year, we expanded the scholarship program to offer scholarships at two levels: scholarships to study English at the Australian Centre for Education in Siem Reap and university scholarships. These scholarships bring equal opportunities for low-income students to access further study and help prepare them for future work.

Dana Asia also continues to support Khnao Po High School in rural Siem Reap. The school strives to provide quality education for high school students but lacks basic infrastructure and equipment. Dana Asia funding has helped improve learning for students through provision of basic equipment and learning materials.



## CASE STUDY

### MEET SCHOLAR ACCOUNTANT SEAN PISEY



Sean Pisey is 20 years old and lives in Samrong village, Siem Reap with six other family members, including parents and siblings. The community in which they live is a poor rural community and agriculture is the main source of income. Her mother earns around US\$50 (AU\$72) per month from doing irregular work. This income is not enough to meet the basic needs of the family, let alone pay for educational expenses.

Pisey graduated from Khnao Po school and went on to study at the Australian Centre of English in Siem Reap as part of Dana Asia's vocational scholarship program. After graduating from ACE, Pisey applied for a university scholarship to study Accounting. She is now in her second year and enjoys the course because it is challenging and she has been able to make new friends. Her scholarship covers the cost of tuition as well as books, uniforms, accommodation, food, and any other university expenses. This means she can focus on her studies. In her spare time she is also helping with accounting at KJC shop to gain experience in a real-life business and put her university learning into practice.

*"This scholarship changed my life in many ways. My dream has been to study at university and I can do that now. I can improve my knowledge and I know my life will be better in the future. My dream is to become an accountant at a bank and earn enough money to be able to support my sister's studies. I dream of seeing her graduate with a Master's degree."*

*Sean Pisey*

*"We wish to highlight the need for a greater awareness of sustainability and the need to reduce the gap between those who have nothing and those who have a lot through education."*

*Mr. Jesus M. Pineda Jr - GPMI Chair*



MANILA

PHILIPPINES



# KEY IMPACT FIGURES



**AU\$455,500**  
in microfinance funding.



**2,450** microfinance  
loans issued.



**471** new businesses created.



**AU\$38,970** of funding  
into sustainable social business  
projects in the Philippines.



**AU\$38,800** of  
funding into education projects  
in the Philippines.



**55** farmers trained in  
organic agriculture techniques  
in the Philippines.



**22%** increase in farm  
productivity in rural Philippines  
thanks to the introduction of  
organic practices.



**1** eco sari-sari store  
established to bring low-cost  
basic goods with a zero-waste  
retailing model to community  
members in Manila.



**3** scholars in Agriculture  
courses in the Philippines.



**10** scholars in Nursing in  
the Philippines.



# GRAMEEN MICROFINANCE

## MESSAGE FROM **GPMI CHAIR**

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Dear Friends,

**The Philippines has been highly impacted by the effects of COVID. Vulnerable communities were particularly hit with reduced income opportunities and food supply issues. At times this was exasperated by typhoons inflicting more damage to the most vulnerable communities. The closing of schools for up to two years while trying to contain COVID will have long term consequences on children's education and development and the use of online learning has increased the education gap for children in poor and rural areas with a lack of internet access.**

Such concerns have led GPMI to reevaluate its focus areas and reflect on what is the greatest impact we can make through microfinance as the economy is slowly opening up. We wish to highlight the need for a greater awareness of sustainability and the need to reduce the gap between those who have nothing and those

who have a lot through education. This has led GPMI to work on introducing microfinance products dedicated to helping not only increase the micro-economic situation of poor communities, but also increase consciousness around their local environment. For example, reducing reliance on single-use plastics and encouraging the disadvantaged to pursue opportunities in securing quality education for their children.

I am proud to announce that the 2,450 loans in 2021/22 were made with a particular focus towards the recovery of the micro-economy to positively influence the GDP of marginalised communities. I am excited to say that in 2023 we will focus further on improving livelihoods and encourage best-practice environmental practices and quality education through specialised loan products to improve opportunities for the next generation.



MR. JESUS PINEDA  
CHAIR - GRAMEEN PILIPINAS MICROFINANCE

# INTRODUCING PARTNER

## GRAMEEN PILIPINAS MICROFINANCE INC

### INCREASING FINANCIAL INCLUSION

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Dana Asia has been the main funder and advisor to Grameen Pilipinas Microfinance Inc (GPMI) in Manila, Philippines since 2015. GPMI follows the Grameen microfinance model, a model founded by Professor Muhammad Yunus that is rooted in principles of Discipline, Unity, Courage and Hardwork.

GPMI is particularly focussed on supporting women entrepreneurs, whose role in the Filipino household becomes increasingly significant as a partner decision-maker.

GPMI aims to achieve three things:

1. Advocate awareness through learning sessions and training.
2. Build infrastructure based on the principles of social business.

3. Connect the under-resourced to opportunities through microfinance and technology.

GPMI strives to become leaders in the Philippines microfinance industry, in particular when it comes to “green” microfinance. Acknowledging the important role we all play in ensuring the sustainability of the planet, GPMI are developing several different sustainable microfinance products that will be rolled out over the coming year.







# GRAMEEN MICROFINANCE

PHILIPPINES  
MICROFINANCE

2022 UPDATE

## STRATEGIC PRIORITY

Improving access to microfinance opportunities for marginalised microentrepreneurs through Grameen-style microfinance, training, and mentorship, to enable them to start their own business as a route out of poverty.



**Facilitation of Grameen-style microfinance loans** to enable microentrepreneurs from the very poorest families to start or grow small businesses.



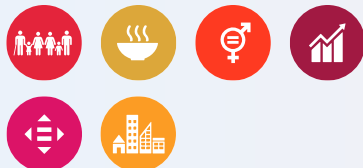
**Development of new sustainable microfinance products** aimed at establishing sustainable social businesses.



**Training in entrepreneurship and business management** for small business owners to build resilience in business owners to withstand challenging business environments.

Dana Asia remains the primary funder and partner of Grameen Pilipinas Microfinance Inc. in the Philippines. With Dana Asia’s renewed focus on sustainability, we have worked with GPMI to develop various sustainable microfinance products that aim to introduce a sustainable aspect to any new small businesses being set up. In addition, GPMI has looked at ways members’ businesses can become more environmentally conscious, for example by introducing zero-waste retailing aspects for select items in traditional sari-sari stores.

## PROJECT SDGs



## CASE STUDY

### MEET GPMI MEMBER MARIA CECILIA BACALE REYES



Sari-sari store owner  
Member since October 2019  
Completed 6 loan cycles  
Loan value: PHP 122,000 (AU\$3,184)

Cecilia is from Pagsanjan in the province of Laguna, south of Metro Manila. This is where she met her husband, who now drives a taxi cab for a living. They have two children, both of whom are already working but are still living with them. She supports her family financially through her sari-sari (retail) store, which she has been operating for the last 25 years.

When she got married, Cecilia wanted to be at home to take care of the household and children. This is why setting up a home-based microbusiness worked well for her. To increase her business' capacity and generate more income, she had the idea to add short-order snacks to her business. This is when she met an Account Officer from Grameen Pilipinas and, after taking through the benefits, Cecilia decided to become a member. She started with a microloan of PHP 7,000 (AU\$182) which was quickly followed by a PHP 10,000 (AU\$261) loan once she had fully repaid the first. The additional funds helped her add electronic loading (mobile loads etc) to the array of products in her store.

When the pandemic struck, Cecilia was immensely grateful to have remained an active member of GPMI. According to her, "when most microfinance organisations were keen on preserving funds and resources, GPMI launched a food support program for their members to help their families deal with the impact of COVID-19".

After six loan cycles, and as most micro-enterprises focus efforts on rejuvenating

business activities, Cecilia imagines herself continuing her membership with GPMI. Even though both her children have secure jobs, their income remains insufficient to sustain a small family. Cecilia is able to set aside some money through her savings with GPMI and has her family secured through the insurance products that GPMI offers. Someday, when her children have achieved financial independence, Cecilia hopes that she and her husband can finally focus on investing in a house they can call their own.

*"When most microfinance organisations were keen on preserving funds and resources, GPMI launched a food support program for their members to help their families deal with the impact of COVID-19"*

*Maria Cecilia Bacale Reyes*

## MESSAGE FROM DIRECTOR OF SOCIAL BUSINESS

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**Our partner community's resilience, counterpart actions, and openness to innovation were the key to reboot Dana Asia's social business projects in the 2022 post-COVID situation. Community-based proactive solutions were developed to address food security issues and stimulate income generation. Dana Asia, together with partners, piloted sustainable microenterprises targeting plastic waste reduction and eco-friendly livelihood options. Dana Asia's strategy towards community-driven project developments was instrumental in enhancing capacities of project's implementer-beneficiaries to sustain their achievements.**

Dana Asia mentored community partners on project innovations in socialised housing settlements, the SRCC cooperative developed a vacant lot into an urban integrated farm growing vegetables, mushroom and aquaponics to serve as a demo farm for home-based livelihoods. The ALPAS cooperative piloted a Zero-Waste Refill Store to sell low-priced goods and champion

proactive plastic waste reduction. The Bicol Organic Farmers' Cooperative made great efforts in networking to access equipment granted by the Department of Agriculture to upscale their organic fertiliser production capacity. Research and development on green microfinance and circular economy is in the pipeline.

The social business framework pioneered by Dana Asia is now gaining ground. These advances impacted all project stakeholders and networks in NGOs, local government, academia, and the corporate sector. We're looking forward to collaborative work with various sectors and social impact investors to realise Dana Asia's mission of sustainable poverty reduction.



MR. LEO ALFORTE  
DIRECTOR OF SOCIAL BUSINESS





Sustainable Enterprise Development  
in Social Housing Communities

## URBAN FARMING

PHILIPPINES  
SOCIAL BUSINESS

## 2022 UPDATE

### STRATEGIC PRIORITY

Maximising small urban spaces as productive spaces to grow fresh produce for consumption and sale.



Training in urban gardening, including mushroom cultivation and vegetable growing, to equip community members with new livelihood skills.



Setup of a livelihood centre and mushroom houses as sustainable enterprises in urban poor communities.



Partnering with academic institutions to trial a community-based aquaponics model to grow vegetables and fish.

Within government social housing sites in Manila lies much untapped potential for small, sustainable businesses. Moved away from their informal settlement areas as part of the government's relocation plan, families are given a house sometimes with outside space which can be utilised to grow vegetables to both feed the family and/or be sold for a small income. Alternatively, under-utilised community spaces can be used to establish community farms managed by coop members to feed families and generate income for community development. Dana Asia has worked with two such housing sites this year to establish new livelihood opportunities in urban farming.

### PROJECT SDG's







Sustainable Agriculture  
**AGRI-BUSINESS**

**PHILIPPINES**  
SOCIAL BUSINESS

**2022 UPDATE**

**STRATEGIC PRIORITY**

Upgrading small scale farmer productivity to viable agribusinesses to increase income potential and address food security.

**PROJECT SDG's**



Development of the agribusiness model, working with coop members, local government, and other partners to create a viable fertiliser business that can supply organic farmers in the area with a guaranteed market.



Further development of the fertiliser production centre itself, including upgrading of facilities and equipment to commercial scale.



Trialling of organic fertilisers on farm plots to assess efficacy and viability as a commercial product.

With the growing importance of sustainable agriculture practices around the globe, Dana Asia supports the growth of sustainable agribusinesses in the Philippines. One such example is an organic fertiliser production centre in the Bicol region. Through upgraded facilities, training, and network building the farmers cooperative has been able to establish an organic fertiliser production facility to provide fertilisers to organic farmers across the region and promote sustainable agriculture practices. As a result, farmers are able to increase productivity and demand higher market prices through promoting fair-trading of crops and vegetables within marginalised communities, eliminating profiteering middlemen from the agri supply chain. This improves food security and brings new income into rural communities.

## CASE STUDY

### MEET ORGANIC FARMER NORMA L. BAUTISTA



In 2015, Norma joined several farmers cooperatives and organic farming organisations in order to increase her knowledge in farming and develop her practical skills. Through these memberships, she has met other farmers who have been able to advise her on organic practices and new farming systems. She currently holds the role of Secretary of The Agri Planters and Food Processors Association of Tigaon (TAPFPAT) and Treasurer of MATAPAT Agri-Coop.

Organic farmers face many challenges in the Philippines, which are worsening with climate change. Weather conditions are becoming more extreme and supplies of planting materials and seeds are unstable. As a solution to this, Norma wants to develop her own seed bank to improve resilience through difficult times. In the future she wants to be able to produce a higher quantity and higher quality of fruits and vegetables and become a seedling and planting materials supplier. In addition, she wants to produce processed products derived from the farm, such as pickled vegetables and chutneys.

Norma L. Bautista is an organic farmer living with her husband and daughter in Tigaon, Philippines. Her family own a  $\frac{3}{4}$  hectare plot of farmland where they practise organic farming, growing a variety of high-value crops, fruit trees, and vegetables. Before the family took the brave leap and started their own agribusiness on their land, Norma worked on a private farm, earning around PHP1,500 (AU\$40) per month. Now, the household income is around PHP5,000 (AU\$132) per month.

*“Having a small business is very challenging because it is the actual application of what is learnt in training. All the resources on my farm are maximised. Dana Asia has assisted organic farmers through capital and capacity building to meet our basic needs in farming and through this, supported us to achieve higher income. In the future I hope to access further capital in order to make improvements on my farm and introduce lots of innovations in the structures and equipment to sustain my agri-preneurial activities.”*

*Norma L. Bautista*



## CASE STUDY

### MEET COMMUNITY LEADER GIRLYN A. OBENZA



Girlyn A. Obenza is 52-years old and lives in ALPAS socialised housing site in Bulacan, Philippines. She was relocated to this site five years ago from the Philippines' most densely populated urban poor area, Bagong Silang, a sprawling slum with over 500 hectares of tightly-packed informal settlements. Girlyn is currently the ALPAS Homeowners Association President and ALPAS Cooperative Chairperson. Being part of these organisations entitles her and her family to safe, decent housing in the resettlement site. Three family members live with her, with two contributing to the household income, one as a painter and one working in a warehouse. Together, they earn an average income of PHP15,000 (AU\$395) per month.

In her coop leader role, Girlyn leads the mobilisation of community members to access support for their livelihoods and everyday needs. She is well-respected within the community due to her dedication to helping her community. As part of the community development process, Girlyn has worked closely with Dana Asia to assess the community's needs and find sustainable solutions to initiate new livelihood opportunities. Through a series of joint workshops throughout 2021-22, the key needs for the ALPAS community were identified as being:

1. Improved access to low-cost basic goods
2. Affordable water supply
3. New livelihood opportunities for residents, women in particular.

One initiative that Girlyn is passionate about is the establishment of the eco store now championing plastic reduction through zero-waste retailing of 90 different low-priced basic goods, including coffee, oil, condiments, sugar, and rice. The store has 160 regular customers and is taking anywhere from PHP1,500 – 4,200 (AU\$39 – 110) per day.

*“Dana Asia provided the grant to establish the eco store and conduct training to build the capacities of members. In the coming months, ALPAS Coop will be known through this eco store. The local government has endorsed this project to other civic organisations that can potentially support ALPAS in other community development initiatives. Working together, we trust that we can implement the projects to have a great impact in our community. Thank you.”*

*Girlyn A. Obenza*



Sustainable Enterprise Development  
in Social Housing Communities

## ECO SARI-SARI STORE

PHILIPPINES  
SOCIAL BUSINESS

## 2022 UPDATE

### STRATEGIC PRIORITY

Promoting zero-waste retailing to reduce plastic waste and lower the cost of basic goods, enabling urban poor families to make savings on their household expenditure and reduce poverty rates.

### PROJECT SDGs



Construction and establishment of the **first eco sari-sari store** within a social housing site.



**Training in** business management, inventory, basic financial management, and environmental sustainability.



In partnership with University of the Philippines Institute for Small-Scale Industries, **development of the eco store business model as a blueprint for replication.**

Plastic waste is a huge problem in the Philippines. The Philippines is the number one contributor of plastic waste into the ocean each year and the average Filipino family uses an estimated 60 billion sachets, 17.5 billion shopping bags, and 16.5 billion sandwich bags every year, with a culture driven toward single-use plastics as the 'affordable' option. This year, Dana Asia piloted the first community eco store model which champions zero-waste retailing using refillable containers for bulk purchased basic household goods such as cooking oil, soy sauce, shampoo, and laundry detergent. As a direct result of purchasing these items at the eco store, plastics are prevented from entering the environment.





Sustainable Enterprise Development  
in Social Housing Communities

## COOP MARKETS

PHILIPPINES  
SOCIAL BUSINESS

2022 UPDATE

### STRATEGIC PRIORITY

Establishing wet and dry markets within social housing sites in Metro Manila as a source of affordable food and basic goods and business opportunities for community members.



Facilitation of training in business management and coop market organisation to identify spaces for coop markets and develop business operations manuals.



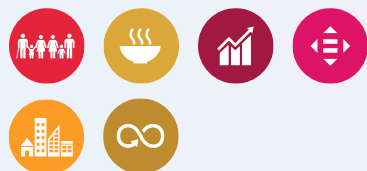
Through partner GPMI, facilitation of microfinance to enable business startup and growth.



Mobilisation of cooperative leaders and community members to form social business teams to streamline business development within the housing site.

Though government housing sites provide safe housing, other basic community needs are not being met. Relocated communities lose their livelihoods and community resources, such as markets, overnight. Dana Asia helps to facilitate essential community development by establishing coop markets to bring new business opportunities for market vendors and affordable goods for community members. This year, Dana Asia continues to support the market vendor market established in 2021 while seeking opportunities to replicate similar models in new communities.

### PROJECT SDGs





## CASE STUDY

### MEET MARKET VENDOR **MARIZA TEJERERO**



Mariza Tejerero is a 52-year-old market vendor living in the SRCC government socialised housing site where she has lived since 2019. She lives with her two children and two grandchildren. The majority of residents in the housing site are informal workers and low-wage earners, including market vendors, small business owners, as well as overseas workers. Mariza's son is a construction worker and is the main income provider in the family. Her daughter helps Mariza in vendor cart selling.

Mariza first became a market vendor in 2019 when Dana Asia worked with the SRCC cooperative leaders to initiate the coop market project which aimed to provide microfinance and livelihood opportunities to community members and improve community's access to affordable goods through the setup of a community market. Twelve vendor carts were setup in the main street intersection in the housing site and the "mini market" was promoted for patronage by coop members and residents. Mariza was one of the first vendor cart owners, receiving a loan from GPMI of PHP 10,000 (AU\$275) as start-up capital for her vendor business. She established her vendor cart selling fresh meat in March 2020, but was forced to stop operation for almost one year during the height of the COVID pandemic. When restrictions eased, she was able to restart her cart in 2021 and with business slowly returning to normal she is able to earn an average net income of PHP 2,500 (AU\$69) per month that helps with her family's expenses, including education and health costs.

*"This project has provided livelihood to vendor cart operators and given accessible, affordable goods to residents through the mini market in the community. With the earnings I get from my cart I am able to purchase more goods to sell and grow my business. Before I had very minimal savings because most of my income was spent on family's food. Now I am able to save for the education of my grandchildren."*

*Mariza Tejerero*



Youth Entrepreneurship

## CAFE LAB

PHILIPPINES  
SOCIAL BUSINESS

## 2022 UPDATE

### STRATEGIC PRIORITY

Providing hands-on learning experience for high school students in urban poor communities while generating economic opportunities in impoverished communities.



Relaunch of two Cafe Labs after a long period of school closure during Covid-19.



Training for high school students in food hygiene, barista skills, baking and food prep and service with hands-on work experience.



Built partnership with Philippines-based companies for potential project replication.

In Manila, schools in urban poor areas struggle with retention of students to graduation due to financial barriers that prevent parents from being able to afford the basic educational tools their child needs to fully access classes, such as ingredients for food technology. The Cafe Lab program is designed to address this while giving students hands-on work experience in a working cafe environment. The Cafe Lab is run by the students for the students, selling home-made baked goods and snacks at affordable prices for the students. Income generated by the cafe can be used to pay for ingredients for students to participate in the food technology program. In addition, a microfinance program is set up among the parents, providing microloans and training to help parents start their own businesses as income-earners to reduce pressure on family finances.

### PROJECT SDGs





## CASE STUDY

# PILOT CAFE LAB NORTH PASAY



A total of PHP 2.43 million (AU\$67,000) was disbursed to enterprising parents to facilitate the setup of over 200 small businesses, resulting in increased income levels and reduced financial pressures on parents to enable them to increase the support for their children's education. The additional income from their small businesses led to a 12% average increase in family income, which allowed families to start weekly savings and hold life insurance policies. The reduced pressure on family finances had a direct positive effect on the rates of school participation of those children whose parents took part in the project.

In collaboration with training partner De La Salle University, 268 senior high school students were trained in baking and food service to equip them with practical skills for employment. Students then embedded those skills through hands-on work experience, working in the school's Café Lab. All students achieved passing marks in their chosen vocational track and gained skills to broaden their entrepreneurial potential in the post-secondary track. By the end of the funding period, the project saw an increase in high school student

participation from 85% to 97%. The project enjoyed the achievement of its objectives and gained recognition at a government level for its innovations. The Pasay City Department of Education has advocated for the replication of the Café Lab concept in other secondary schools and initial discussions were held, but the COVID-19 pandemic put a temporary hold on replication until schools return to normal operation. The North Pasay Café Lab reopened in late 2022 and is continuing to train new groups of students and plans are underway for replication at new high school sites.

Dana Asia's pilot Café Lab in North Pasay was funded by Telstra Foundation Philippines (TFP) from 2016-2019 and aimed to offer a unique learning experience to high school students in a real-life café setting while tackling the root cause of poverty and reducing financial pressures on parents by facilitating microfinance and training to setup new small businesses.



# SCHOLARSHIPS

## PHILIPPINES EDUCATION

# 2022 UPDATE

### STRATEGIC PRIORITY

Increasing access to quality education opportunities for financially disadvantaged students living in rural and urban poor communities in the Philippines.



Ongoing funding of Nursing scholarships for financially disadvantaged students in rural and urban poor communities as a field of great need during the COVID-19 pandemic.



Ongoing funding of Agriculture scholarships for financially disadvantaged students in rural communities to upskill the next generation of organic farmers.



Partnerships with universities and NGOs to facilitate scholarship programs.

This year, Dana Asia continued to fund university scholarships for low-income students in the Philippines. In Agriculture, Dana Asia is partnered with PhilDev who offer their scholars a comprehensive extra-curricular programme including mentorship from industry leaders and training in soft skills to help them make the most of their university education. Scholars are selected by Dana Asia based on financial need and academic capability paired with great aspirations for the future and determination to succeed. In Nursing, scholars of Nursing must commit to the Return Service program, which requires them to work and serve the Filipino community for two years after graduation. This ensures the skills are kept and grown within the country so the healthcare system in the Philippines is able to benefit.

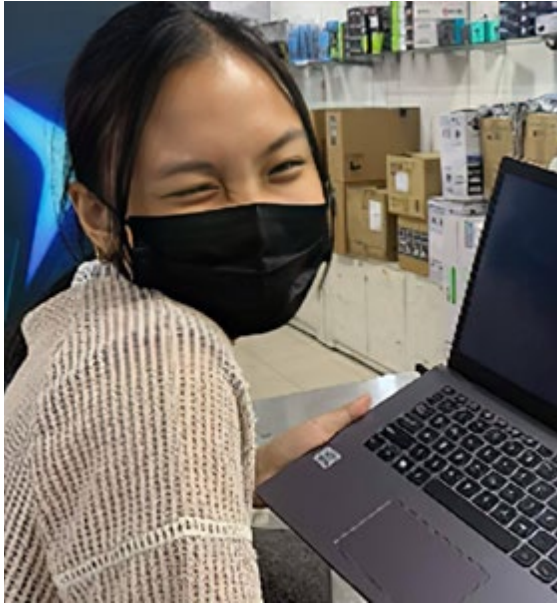
### PROJECT SDG's





## CASE STUDY

### MEET AGRICULTURE SCHOLAR RACHELLE



Rachelle is 19 years old and lives with her mother in Antipolo City, Philippines. Growing up was not always easy for Rachelle. Her father was verbally abusive to her and her mother and struggled with alcohol misuse. Sometimes, her parents' fights would make it impossible for her to complete her schoolwork. Rachelle has one sister who lives with their aunt. Three years ago, Rachelle's parents separated and her father does not contribute to the household finances. Her mother earns a low income in a shoe factory and to help augment the family income Rachelle took a job working at McDonalds. Rachelle's income pays for most of the household bills. Her mother did not have the finances to be able to afford university or the required learning materials for Rachelle so when the scholarship opportunity presented itself, Rachelle jumped at the chance. Rachelle decided to study Agribusiness Management and Entrepreneurship in order to gain the skills and experience to launch her own agribusiness one day:

*"Agriculture in the Philippines is being left behind. There is always a connotation that farmers are inferior, but people don't realise how much we rely on agriculture. I want to make change and help improve the agriculture sector. I firmly believe everyone deserves nutritious food at affordable prices. Whenever I see children in the streets that are malnourished I am heartbroken. They are my primary inspiration for choosing this course. I have a very simple dream: that the country's economy will be fair for everyone where no one struggles in meeting their basic needs. I think I can achieve this by working in the field of agriculture."*

*Rachelle*

# HIGHLIGHT CYCLE FOR RECYCLING

## FUNDRAISING TO RECYCLE SINGLE-USE PLASTICS

One of 2022's highlights was the Cycle for Recycling fundraiser. Dana Asia's CEO Duncan Power took on an incredible 3,016km cycle through the heart of Australia from Adelaide to Darwin to raise funds for an exciting new social business venture in the Philippines, crossing the "finish line" on 8th September 2022 after a gruelling 37-day ride. The funds raised will be used for a new project that will 1. Facilitate microfinance and training within poor communities to create new livelihood opportunities, 2. Construct a new recycling facility to recycle plastic waste eco-bricks, and 3. Promote reduction of plastic use through replication of Dana Asia's eco store model. The project aims to promote economic and environmental sustainability, addressing the poverty and environmental crises in urban poor communities.

Duncan began his cycling journey in April 2022 but was forced to postpone after just 316km due to after-effects of COVID. He recommenced phase 2 of the journey in August, setting off from Port Augusta towards Darwin. In total, Duncan travelled the 3,016km distance over 35 days at

an average speed of 17.2kph, making 34 overnight stops and consuming around 150L of water. Throughout the journey, he battled strong headwinds, encountered unexpected inclines, and dodged 50-metre road trains, but despite the physical and emotional exhaustion, the amazing people he met along the way and the support he received from people all over the world powered him through to the end.

In our partner communities in the Philippines, activities have already begun on this new project. The ALPAS social housing community has begun collecting plastic waste from households, businesses, and the environment for processing into eco-bricks by project partner Green Antz. Green Antz also donated 250 eco-bricks that have been used in the construction of the new eco sari-sari store in ALPAS that is already reducing plastic consumption in the community and making basic goods more affordable. The Cycle for Recycling project will be one of Dana Asia's big focuses in the upcoming year, and we look forward to sharing progress as we go.



**A total of AU\$81,000**  
has been raised so far  
towards the target of  
**AU\$110,000.**

**Donations are still  
being accepted  
on the Dana Asia  
website.**

[danaasia.org/cycleforrecycling](https://danaasia.org/cycleforrecycling)



# THE YEAR AHEAD

In the coming year, Dana Asia will focus on the scale and replication of successful pilot projects and social business models to reach more under-served communities. With clear remit around a handful of social business areas, the Dana Asia team can focus on building productive partnerships and finding appropriate funding to be able to achieve real impact and life-changing outcomes.

## Steps towards environmental sustainability

Environmental sustainability will remain a key priority. Dana Asia will continue to improve the environmental sustainability of all activities by assessing potential negative impacts and developing avoidance and mitigation strategies. The Cycle for Recycling project will see a new and exciting partnership with a sustainable building company in the Philippines to fund a new eco-brick hub to take waste plastics and turn them into sustainable building materials.

## Exploring new funding avenues

Development of Dana Asia's Corporate Social Responsibility program will see more partnerships built with companies in the Philippines to help them work towards their social responsibility remits by creating impactful projects that meet a variety of social needs. With this, Dana Asia is also taking steps towards VERRA accreditation to be able to issue plastic credits and support companies to be active in off-setting their plastic use.

Dana Asia will seek new sources of funding and in-country partners to support replication and scale in all project areas:

### Agri social business

Expansion of the Outgrower program in Cambodia and commercialisation of the organic fertiliser production centre in Bicol.

### Urban farming in social housing sites

Replicating small-scale urban vegetable gardens, mushroom houses, and aquaponics modules within new socialised housing sites.

### Coop markets

Replicating the coop market model in new housing sites to improve community access to affordable goods and create new livelihood opportunities.

### Eco sari-sari store

Replicating the eco store in new communities while working with GPMI to advocate for existing GPMI member sari-sari store owners to transition to more sustainable models by replacing certain key items with bulk refill options.

### Café Labs

Plans underway for the scaling and/or replication of the Cafe Lab model to new inner-city schools.

# CHARITY PARTNER FUNDING

Dana Asia partners with corporates, foundations and Individual philanthropists to facilitate Charitable grants across SE Asia including:



## Cambodian Children's Fund (CCF)

Funding is ongoing 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. They now educate over 2,000 children in need, as well as providing community outreach, healthcare, childcare and vocational training programs. Their university scholarship program gives young adults from low-income backgrounds the opportunity to study at university.



## Child's Dream

Funding is ongoing for scholarships and a university preparation program for Burmese students studying in Thailand. Child's Dream work to empower marginalised communities in Myanmar, Laos, Thailand, and Cambodia to enhance the quality of healthcare and education. Dana Asia supports their scholarship program which gives low-income students the opportunity for university education.



## Foundation for Education and Development (FED)

Dana Asia continues to fund ongoing activity at the 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 and a safe learning environment for their children. The ULC currently provides primary education for over 580 children of Burmese migrant families living and working in Thailand.





# TEAM DANA ASIA

## Dana Asia board:



**David Landers**  
*Chair*



**Elizabeth Masamune**  
*Board Member*



**Munzurul Khan**  
*Board Member*

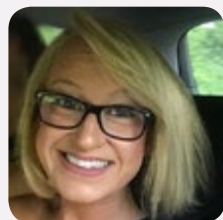


**Caroline Juricic**  
*Board member*

## Dana Asia executive team:



**Duncan Power**  
*CEO*



**Lotti Fraser**  
*Director of Programs*



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



**Sreykhuoch Chhenn**  
*Cambodia Project Manager*



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



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

# 2022 FINANCES <sup>(1)</sup>

## INCOME



### Donations <sup>(2)</sup>

**\$1,528,900**

2021: 1,166,108

Change: **+31%**



### Advisory

**\$97,519**

2021: 81,212

Change: **+20%**



### Investments

**\$260,228**

2021: 431,983

Change: **-8%**

**\$1,886,647**

2021: \$1,529,299

Change **+23%**

(1) The 2022 audited finances shown include both DA charitable legal entities in Australia and Singapore.

(2) With agreement from donors, donations were allocated to develop a general reserve from an annual operational surplus of AU\$593,956 within DA Ltd (Australia), increasing the combined net equity position of DA Group to AU\$1,250,858.

(3) Allocation of expenditure in 2022 includes a lower amount allocated to social business.

Rather than investing further funds, DA worked on developing the quality of the social incubator models during 2022, including the outgrower poultry model in Cambodia and environmental sustainability programs in the Philippines to prepare for scaling and replication in 2023 and beyond.

## ALLOCATION

**\$1,091,591**

### Microfinance

**\$433,782**

**40%**

### Social Business <sup>(3)</sup>

**\$39,806**

**4%**

### Education

**\$401,984**

**37%**

### Emergency Relief

**\$28,848**

**3%**

### Administration

**\$187,171**

**17%**





# CONTACT US



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 Dana Asia

 @danaasiaNGO

Dana Asia Ltd is a registered, tax-deductible charity in Australia, ABN 44 627 282 615  
The Dana Asia group also has a tax exempt charity in Singapore and registered branch offices in Philippines and Cambodia.

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