



## Annual Report 2010

Tiny Toones; #1E, Street 410, Sangkat Boeng Trabek,  
Khan Chamkamorn, Phnom Penh, Cambodia

[www.tinytoones.org](http://www.tinytoones.org)

## Contents:

- Message form the Executive Director
- 1. History of Tiny Toones
- 2. Mission and Vision
  - 2.1 Target Beneficiaries
  - 2.2 Theory of Change
- 3. Staff Structure
  - 3.1 January
  - 3.2 April
  - 3.3 December
- 4. Staff
  - 4.1 Staff changes
  - 4.2 Local volunteers
  - 4.3 International volunteers
  - 4.4 Student placements
- 5. Registration
- 6. Programs
- 7. Program Reviews
  - 7.1 Creative Program Review
  - 7.2 Education Program Review
  - 7.3 Outreach Program review
- 8. Training
- 9. New Centre
- 10. Performances
- 11. International performances
- 12. Conferences
- 13. Media
- 14. Communications Summary
- 15. Fundraising Summary
- 16. Finance Summary
  - 16.1 Monthly expenditure
  - 16.2 Salary expenses
  - 16.3 Donor and Non-Donor expenses
- 17. Three Year Plan for 2011

Message from Tuy Sobil,  
aka 'KK'.  
Founder and Executive Director



Looking back on 2010, I can see the positive growth that has taken place at Tiny Toones. We set in place a new management structure which required the hiring of a number of new staff. By the end of 2010, all new staff were enthusiastically working hard and full of energy and ideas. This in-turn allowed for the growth of the Centre, with more students attending and more classes added. Local Khmer volunteers had their hands full with songs and games after class before it was time to head home. The creative program grew with its largest number of female participants ever enjoying art, music and dance classes. The music department probably grew the most and expanded in its offering of separate classes in DJ'ing, rapping, lyric writing and music production.

In 2010 Tiny Toones also started doing more performances for a wider variety of external organisations such as performances at Chenla Theatre, workshops for numerous schools and non-government organisations (NGO's), and privately contracted paid shows. In 2010 Tiny Toones dancers and rappers were thrilled to be invited to travel to Singapore twice and to Italy.

In September it was with mixed feelings Tiny Toones moved Centre locations. For two years Toul Tom Poong had been called home; grafitti, rats, cockroaches and all. The new Centre, clean and insect free has been a wonderful move with greater space for staff and students alike, and with our equipment and decorations, is beginning to feel like home too.

The International volunteers in 2010 were great with a number of people coming from America, Singapore, Poland and Australia. Their commitment, love and respect for the Centre, its staff and students was second to none and we have been very lucky.

This year we were thrilled to receive our Cambodian N.G.O. registration which has been a long time in the making. We also then began to work on a new three year plan, to be implemented in 2011. It has been a slow and deliberate process, moving step by step to make sure we get it perfect before we begin.

Lastly I would like to say thank you to all my staff, volunteers and students who help make Tiny Toones work and whose love and dedication help make us what we are today.

## 1. History of Tiny Toones

Tiny Toones was founded in January 2005 by Cambodian-American Tuy “KK” Sobil. KK was deported to Cambodia in late 2004 where he began to utilise the drug and alcohol and anger management counseling skills he had learnt in prison, with the troubled youth of Phnom Penh. He volunteered as a youth outreach worker in an around the slums of Phnom Penh in an attempt to help those less fortunate than himself. It didn’t take long for word to spread of his talented break-dancing days as a young boy. Nine street kids approached him to be their dance teacher, but he refused since he had not danced for years and the shy KK didn’t feel he had anything to offer these kids. He soon learned that the children lacked positive role models and were at-risk of choosing a life style of hardship. Fearing that they otherwise might repeat his own mistakes, he opened his own home to serve as a youth center with breakdancing as the main activity. KK funded much of the early program and spent the entirety of his evenings, weekends, and holidays mentoring his students. The health and educational training he received in prison became the foundation of the Tiny Toones curriculum. His old stories of growing up in the streets of Long Beach and personal lessons from his past mistakes give him a unique charisma that attracts thousands of at-risk youth and commands their immediate respect. In 2007 shortly after Bridges Across Borders South East Asia (BABSEA) secured funding, KK was able to devote himself full-time to Tiny Toones and moved its program out of his home. Over the past 6 years, Tiny Toones has continued to grow and still attracts many new students each month to its main center, the Pochentong center and the four outreach centers, mainly through word of mouth and outreach activities. Tiny Toones now offers an increasingly holistic education including Khmer, English, Maths, computer literacy, hygiene education, HIV, sex and drug education, art, hip hop music, hip hop dance and break-dance.

## 2. Tiny Toones Vision and Mission

The **vision** of Tiny Toones is for all youth in Cambodia and beyond to live healthy lives free of HIV and drugs, realize their full potential through educational and creative opportunities; to pursue their dreams and become positive leaders of tomorrow.

The **mission** of Tiny Toones Cambodia is to provide a safe, positive environment for at-risk youth to channel their energy and creativity into the arts and education, empowering them to build self-confidence in their daily lives, aim for better employment possibilities, and feel supported pursuing their dreams.

### 2.1 Target

#### Beneficiaries

The majority of the participants are among the most marginalized and discriminated against youth of Cambodian society due to their levels of poverty, social or family disadvantages, drug use and lack of

education. Due to Cambodian cultural norms, children who live without two healthy parents employed in socially respectable occupations face numerous difficulties and struggle to find acceptance from peers and the community at large. Many of the children participating in the Tiny Toones activities come from single-parent families, have family members as active drug users, or parents that are sex workers or draw a tenuous income from the non-formal economy. Because of their humble economic status, many of these young children work on the streets in jobs such as begging, sorting through trash for cans, shining shoes, selling books, drug dealing, or under-age labor on construction sites to pay for basic necessities. Consequently, these youth are particularly vulnerable to drug and alcohol abuse, sexual and labour exploitation, domestic violence, gang involvement and HIV/AIDS. Most of these youth are transported to the main center by the Tiny Toones van and tuk- tuks and come from different urban impoverished communities across Phnom Penh.

## **2.2 Tiny Toones Theory of Change**

When low income, marginalized youth have access to free education and a strong support system within a creative and safe environment, it is expected that these conditions will contribute to the following changes-

- the rate of illiteracy among youth will decrease
- the number of at-risk youth engaging in harmful practices such as street work, drug use or gang involvement will decrease as a result of youth developing the ability to problem solve and foresee consequences
- youth will become less susceptible to HIV/AIDS infection through knowledge and preventative behaviour
- youth can develop the vision and skills to plan for and build a bright future and lifestyle for themselves and their families
- youth will gain self- confidence and motivation by developing their ability to communicate effectively using the arts
- youth can help supplement their family's income using their artistic talents, without having to neglect their education
- with the support of role models, youth will learn how to be a positive influence among their peers and in their communities
- youth can develop leadership skills and self- expression and achieve stronger self empowerment
- the number of students participating in education will increase which will provide them with a range of meaningful employment opportunities

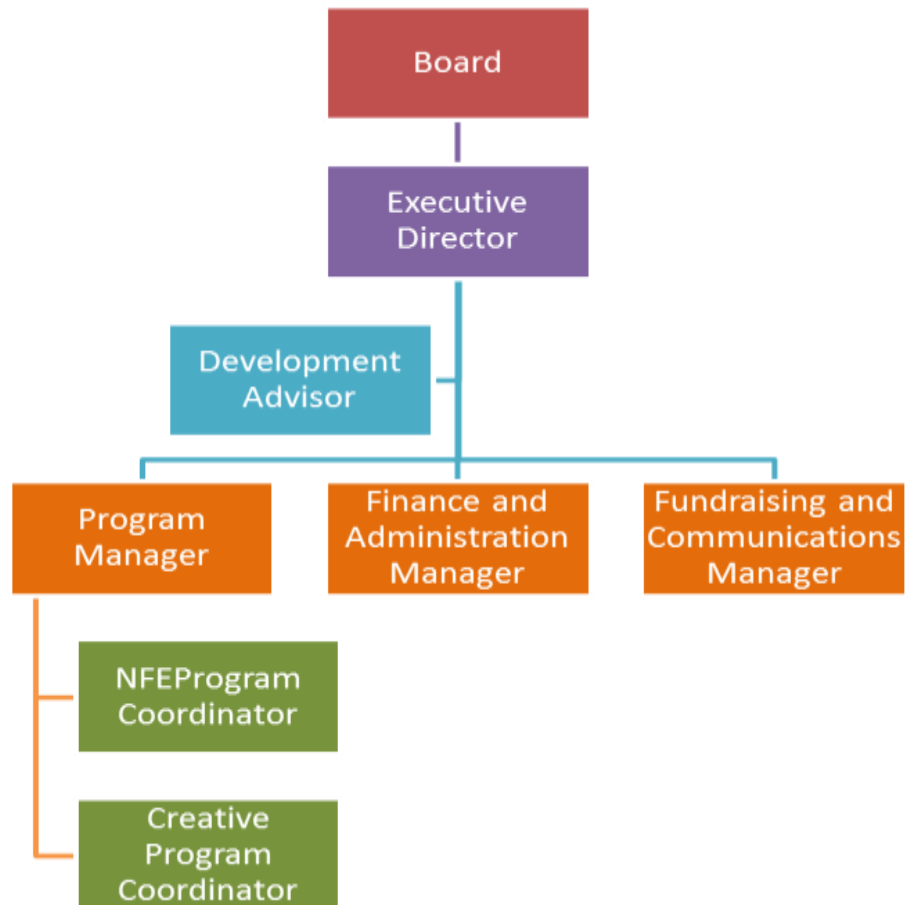
### 3. Management Staff Structure

#### 3.1 January 2010



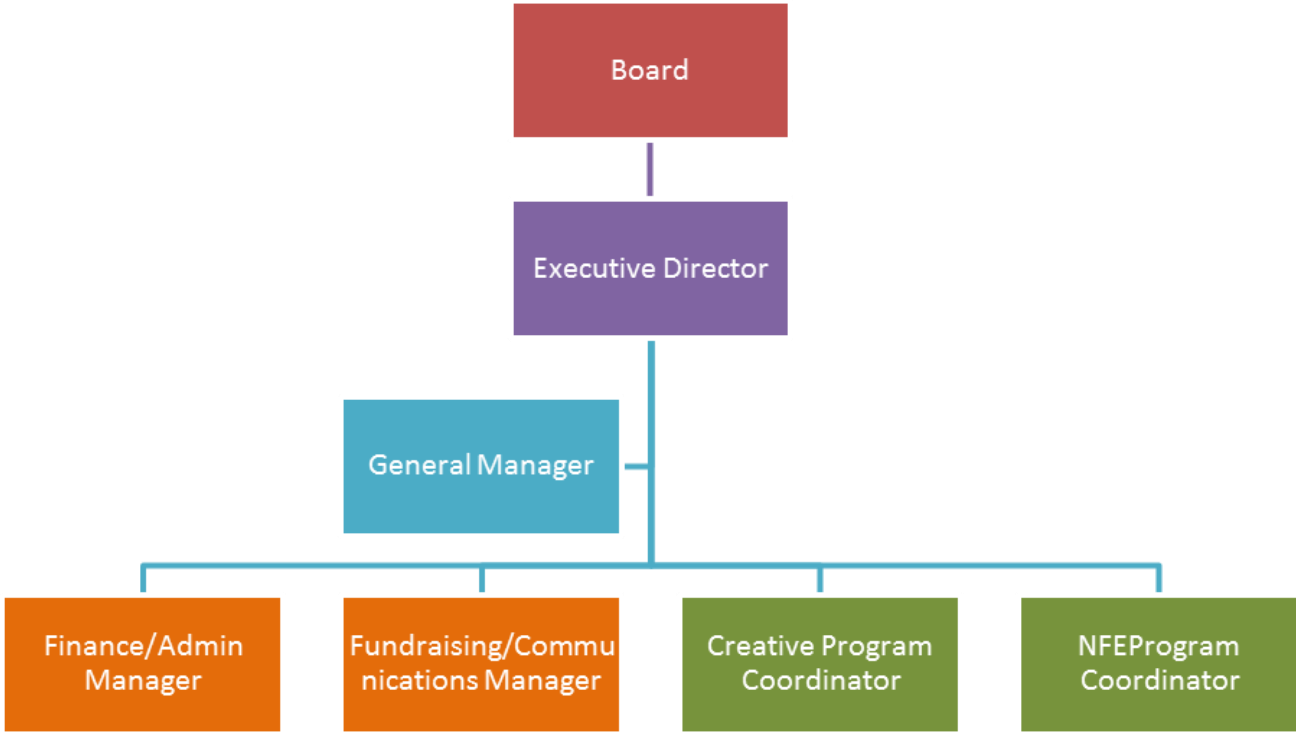
At the start of 2010 there were 15 National employees.

#### 3.2 April: The diagram below represents the organisational management structure as of April.



Many new staff members were hired through out 2010 as part of an organisational re-structure to secure Tiny Toones sustainability.

**3.3 December:** In December 2010 small changes were made to more accurately reflect staff job descriptions.



**4. Staff**

In 2010 there was a total of 47 paid staff and eight Khmer volunteers.

	Total	Male	Female	Under 30
Staff	47	38	9	39
Board Members	5	3	2	1



Some of the Tiny Toones staff

#### Staff List 2010

<b>Title</b>	<b>Family Name</b>	<b>First Name</b>	<b>Position</b>
Mr	Tuy	Sobil (KK)	Executive Director
Mss.	Grossberg	Romi	General Manager
Mr.	Otto	Michael	Organisational Advisor
Mr	Plechowski	Konrad	Fundraising/Finance
Mr.	Tuy	Chanteourn	Accountant
Mr.	Hem	Monivorn	Finance and Administration Manager
Mss.	Piller	Ula	Fundraising & Communications Manager
Mss.	Prom	Sokunthea (Pov)	Accountant/Administration
Mr.	Say	Chanphearun (Kong)	Van Driver
Mr.	Duch	Vichhay	Tuk Tuk Driver
Mr.	Sem	Sarat	Tuk Tuk Driver
Mr.	Mith	Irak (Ra)	Tuk Tuk driver Pochentong
Mr.	Sok	Lavy	Security Guard
Ms.	Set	Yav	Housekeeper
Mr.	Long	Den	NFE Program Coordinator
Mr.	Saran	Eet (Ran)	Outreach Team Leader



Mr.	Sarom	Sara (Jacky)	Outreach Team Leader
Ms.	Meuk	Srey Oun	Outreach Worker
Mr.	Khay	Sokha (Kha)	Outreach Worker
Mr.	Hin	Rothanak (Cobra)	English Teacher
Ms.	Chea	Sotheara (Theara)	English Teacher
Mr.	Kim	Leang	English Teacher
Ms.	Vibol	Bunaroth	English Teacher
Ms.	Kea	Sara	English Teacher
Mr.	Hor	Sarom	Khmer Teacher
Mr.	Sok	Socheat	Khmer Teacher
Mr.	Nov	Thet	Computer Teacher
Mr.	Chhoeung	Reuth (Shhort)	Creative Program Coordinator
Mr.	Luy	Lorn	Art Teacher
Mr.	Thach	Chanrangsey (Homie)	Dance Teacher
Mr.	Sovann	Dirithy (Fresh)	Dance Teacher
Mr.	Ouk	Nim (Flex)	Dance Teacher
Mr.	Chea	Pengchheng (Slick)	Dance Teacher
Mr.	Kong	Piseth (JR)	Dance Teacher
Mr.	Lak	Sambath	Dance Teacher Pochentong
Mr.	Vin	Vitou	Dance Teacher Pochentong
Mr.	Chuen	Sombo (Sambo)	Tuk Tuk driver Pochentong
Mr.	Sorn	Makara (Slick)	Dance Teacher
Mr.	Hong	Sopheaktra (Frog)	Dance Teacher
Mr.	Phorn	Sopheaktra (Suicide)	Dance Teacher
Ms.	Keo	Sreilak (Diamond)	Dance Teacher
Mr.	Sok	Heng (Curly)	DJ Teacher
Mr.	Vy	Chamreun (Beaver)	DJ Teacher
Mr.	Bebbington	Adrian (Bev)	DJ Teacher
Mr.	Nam	Phanna (Peanut)	Music Production teacher
Mr.	Mom	Sothea (Manner)	DJ Teacher

#### 4.1 Staff changes.

Staff that left in 2010

FAMILY NAME	FIRST NAME	POSITION	MONTH
Prom	Sokunthea (Pov)	Accountant/Administration	October
Plechowski	Konrad	Fundraising/Finance	June
Otto	Michael	Organisational Advisor	July
Bebbington	Adrian	DJ teacher	June
Mith	Irak (Ra)	Tuk Tuk driver Pochentong	December
Kong	Piseth	DJ teacher	October
Eet	Saran	Outreach Team Leader	May

Staff that began in 2010

FAMILY NAME	FIRST NAME	POSITION	MONTH	PAID
Grossberg	Romi	Program Manager/General Manager	April/December	Volunteer
Chhoeung	Reuth (Shhort)	Creative Program Coordinator	June	Paid
Hem	Monivorn	Finance/Administration Manager	July	Paid
Pillar	Ula	Fundraising/Communication Manager	July	Paid
Tuy	Chanteourn	Accountant	October	Paid
Kim	Leang	English/Khmer teacher	December	Volunteer

Staff movement

NAME	OLD POSITION	NEW POSITION
Sara Sarom	Outreach team	Outreach Team Leader
Long Den	Centre Coordinator	NFEP Coordinator
Sokha Khay	Dance Teacher	Dance Teacher and Outreach
Kim Leang	Khmer/English Teacher Vol	Khmer/English Teacher Paid

#### 4.2 Local Volunteers

Title	Family Name	First Name	Position
Mr.	Hem	Sokha	Outreach

Mss.	Sau	Srei Pov	Centre/Outreach
Mss.	Sau	Keara	Centre/Outreach
Mss.	Thong	Srei Leak	Centre/Outreach
Mss.	Sau	Sorya	Centre/Outreach
Mr.	Som	Ol	Centre/Outreach
Mss.	Hun	Sopheak	Khmer Teacher
Mr.	Touch	Somnang	Khmer/Outreach

### 4.3 International Volunteers

NAME	ORGANISATION	LENGTH OF STAY
Jessica A Rucker	One World Organisation	8 weeks (June/July)
Rosa Scott	One World Organisation	8 weeks (June/July)
Stephen Peyton	McAllistair (Live It Grant)	4 weeks (June)
Ty Hong	McAllistair (Live It Grant)	4 weeks (June)
James Zhou	McAllistair (Live It Grant)	4 weeks (June)
Mary Pheng	McAllistair (Live It Grant)	4 weeks (June)
Nicholas Tan	United World College	6 months (Aug-Jan)
Tien Tsin Nolan	United World College	3 months (Aug-Oct)
Juliet Clarke	United World College	3 months (Aug-Oct)
Will Jamieson	United World College	3months (Aug-Oct)

### 4.4 Student placements

Tiny Toones were approached to support social work university students this year for the first time. Two second year students (one male and one female) from the Social Work Department of Royal University of Phnom Penh were accepted to commence in November for one day a week for twelve weeks in total. This was part of their new Community Services Learning Program where the students are exposed to the different aspects of disadvantaged children and youth as a sharing experience between the social work students and Tiny Toones students and staff.

The Social Work degree at a university in Cambodia is new and its first students will graduate in 2011. It was an honor to be involved in such a monumental part of their social work course and experience and we hope that as an organisation they learnt and grew from being with us and that our staff and students learnt something in return.

## 5. Registration

On March 23, 2010 Tiny Toones Organization had its official Cambodia registration approved with the Ministry of Interior.

## 6. Programs

Tiny Toones welcomes all youth to participate in its programs, regardless of gender, socio-economic status, physical disabilities, family background, or other personal disadvantages. Tiny Toones programs fall under two main umbrellas; The Non-Formal Education Program (NFEP) and the Creative Program.



The NFEP in itself has two components; Education and Outreach. The education includes Khmer, computer classes, Maths, and English classes. These are all taught at the main Centre, with only Khmer and English being taught at the Pochentong Centre and at outreach sites funded by the Womens Network Union (W.N.U.). The outreach component consists of HIV/Aids, hygiene, drug and sex education. These topics are taught by the outreach team at all outreach sites as well as at the main Centre.

The Creative Program is hip hop based and includes dance, music and art. The dance classes consist of break-dance and hip hop classes. The music program consists of DJ classes, lyric writing, rapping, singing and music production. The art program consists of drawing, painting and graffiti.

Tiny Toones is increasingly being hired to do dance and music performances as well as contracted classes outside the Centre for other N.G.O.'s, schools and private organisations. Tiny Toones is also currently working on a new music album to be launched in 2011.



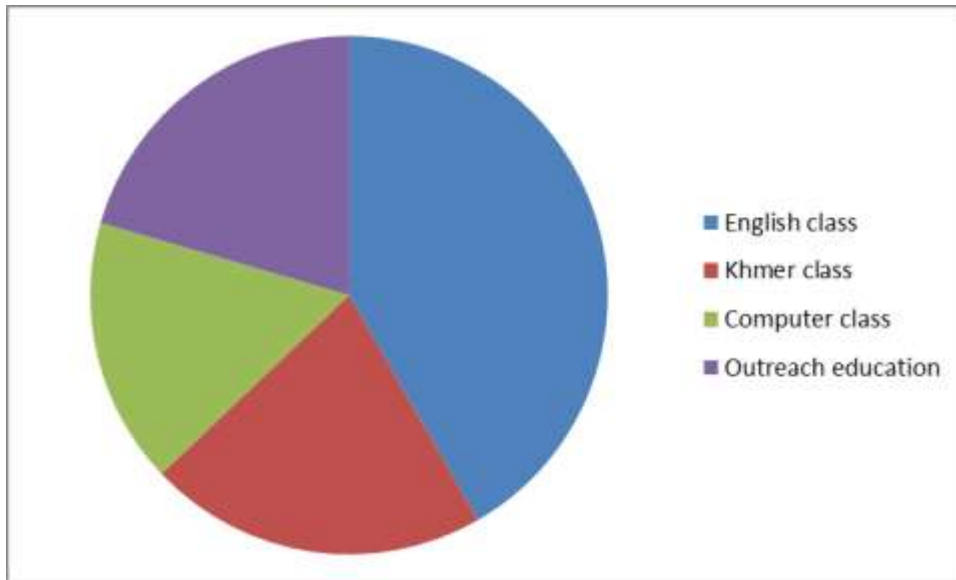
KK teaching the younger kids to dance

## 2010 Centre statistics.

	JAN	FEB	MAR	Q1 - avg	APR	MAY	JUNE	Q2 - avg	JUL	AUG	SEPT	Q3 - avg	OCT	NOV	DEC	Q4 - avg	2010 avg
Total - Estimated individual students attending classes regularly	561	479	486	509	490	467	493	483	525	547	452	508	515	423	450	463	491
Main center - Estimated individual students attending classes regularly	261	273	209	248	265	287	365	306	377	338	338	351	306	361	372	346	313
Outreach centers - Estimated individual students attending classes regularly	249	161	234	214	203	236	241	227	231	237	203	224	210	300	180	230	224
Pochentong center - Estimated individual students attending classes regularly	51	46	44	47	22	61	61	48	57	48	28	44	12	27	11	17	29
Number of people reached on HIV/AIDS community outreach	540	465	495	500	210	420	435	355	467	412	437	439	210	300	180	230	381
Number of interventions	13	5	6	8	8	25	14	16	25	25	50	33	73	37	28	46	26
Number of new student profiles created - Main center & Pochentong center	186	97	81	121	106	179	188	158	178	28	61	89	124	158	178	153	130

MAIN CENTER	JAN	FEB	MAR	Q1 - avg	APR	MAY	JUNE	Q2 - avg	JUL	AUG	SEPT	Q3 - avg	OCT	NOV	DEC	Q4 - avg	2010 avg
<b>English</b>	83	74	57	71	33	201	173	136	131	148	129	136	114	152	122	129	118
Male	31	31	28	30	15	110	84	70	64	71	75	70	52	85	66	68	60
Female	52	43	29	41	18	91	89	66	67	77	54	66	62	67	56	62	59
<b>Khmer</b>	90	83	69	81	100	105	140	115	118	129	148	132	69	137	142	116	111
Male	39	47	40	42	53	56	71	60	64	75	71	70	36	85	75	65	59
Female	51	36	29	39	47	49	69	55	54	54	77	62	33	52	67	51	52
<b>Computer</b>	49	54	54	52	43	51	51	48	42	44	44	43	43	45	45	44	47
Male	39	44	39	41	32	34	33	33	27	26	26	26	24	29	29	26	31
Female	10	10	15	12	11	17	18	15	15	18	18	17	19	16	16	17	15
<b>HIV, Drugs, Hygiene</b>	29	72	71	57	55	65	74	65	52	68	68	63	73	37	28	46	58
Male	14	34	35	28	26	30	28	28	25	32	32	30	28	14	9	17	26
Female	15	38	36	30	29	35	46	37	27	36	36	33	45	23	19	29	32
<b>Break dancing</b>	29	16	17	21	40	45	60	48	65	52	98	72	21	61	104	62	51
Male	24	5	1	10	25	33	32	30	53	46	86	62	11	54	87	51	38
Female	5	11	16	11	15	12	26	18	12	6	12	10	10	7	17	11	12
<b>Music /DJ class</b>	13	12	10	12	8	15	12	12	23	13	18	18	7	7	31	15	14
Male	10	10	8	9	6	10	6	7	13	4	8	8	3	2	16	7	8
Female	3	2	2	2	2	5	6	4	10	9	10	10	4	5	15	8	6
<b>Art</b>	74	97	53	75	86	71	111	89	123	17	47	62	41	21	40	34	65
Male	34	47	32	38	42	38	57	46	60	5	21	29	15	6	20	14	32
Female	40	50	21	37	44	33	54	44	63	12	26	34	26	15	20	20	24
<b>Students who registered for at least 1 time in a month</b>	378	283	245	302	219	352	295	289	377	338	338	351	306	361	95	254	299
Male	266	191	165	207	123	250	185	186	237	215	215	222	184	232	53	156	193
Female	112	92	80	95	96	112	110	106	140	123	123	129	122	129	42	98	107
<b>New students profiles created</b>	177	94	70	114	103	150	165	139	155	57	57	90	124	158	178	153	124
Male	139	70	54	88	65	98	120	94	96	42	42	60	79	113	105	99	85
Female	38	24	16	26	38	52	45	45	59	15	15	30	45	45	73	54	39
<b>Estimated individual students attending classes regularly</b>	261	273	209	248	265	225	256	249	377	338	338	351	261	156	372	263	278
Male	142	158	127	142	149	136	143	143	237	215	215	222	133	87	230	150	164
Female	120	114	82	105	116	89	113	106	140	123	123	129	128	69	142	113	113

## Main Centre



### 7. Program Review; April-June 2010

An informal review of all the Tiny Toones programs was conducted in 2010 by the Program Manager.

#### 7.1 Creative program findings:

This qualitative evaluation was undertaken in order to gain insight in to the scheduling of the Creative Program, the individuals that make up the program and their commitment to their work and the Centre. At the time there were seven staff in this program; dance teachers Diamond, Homie, Fresh and Flex, art teacher Lorne, and music teachers Peanut and Bev, in-depth interview was conducted with each member. Through the interviews it appeared there was a schedule that each staff member adhered to however through observation it appeared somewhat less obviously scheduled.

The art class generally appeared to run at the appointed time by teacher Lorne however through observation it is easy to see the difficulties he had mentioned of running an open age art class in an open space with people wondering in and out and with the tuk tuk and van drivers arriving mid way through.

The music program was small however grew in strength and numbers shortly after the evaluation. As a result of the evaluation a tighter schedule was developed and girls classes were incorporated on Mondays (the girls were enthusiastic and join other nights too). The top male students had secured a regular trial gig DJing weekly at the nightclub MGM's until it eventually closed toward the end of 2010. This experience clearly gave them greater confidence, understanding and enjoyment for music.



### Strengths:

The clear strength of the Creative Program that shone through was the individuals that make up this team. Their love, dedication and commitment was second to none. Their understanding and passion for Tiny Toones and for their chosen creative form is what makes Tiny Toones what it is.

### Weaknesses:

The chaotic nature of a drop in Centre and of some individual staff members may be a weakness to staff being able to conduct their classes well and on time. The at times inconsistent schedule makes it difficult for both staff and students to be available and to know when and where classes are being held. Lack of quality equipment makes it sometimes difficult and at times dangerous for classes to be run (particularly in the music department). Additionally the public school system with its constant changing schedule impinges on student attendance and the classes ability to progress with regular attendees.

### Areas for Improvement/Recommendations:

- Equipment; safety equipment for dancers and music/art equipment
- Printed and posted schedules of Tiny Toones classes
- Staff adhering to the schedules
- Staff having 'back up' teachers if they are unable to attend (sick, other performances etc)

### **7.2 Education Program:**

Mr. Sovourn from Bridges Across Borders was invited to assist conducting an evaluation of the education program. He met with the Education Coordinator, the Program Manager and the Development Advisor. He also observed each Khmer and English teacher in class. All teachers received positive feedback. The main recommendations from the teacher evaluations was mostly relevant to the younger students and mixing the allocated class time between teaching and activities to allow for the attention span of such young students.



An improved curriculum was suggested however by the end of 2010 was not complete.

The Outreach program's separate assessment that was to be completed at the same time was not achieved.

### **7.3 Outreach Program**

In December the outreach program assessment was re-visited through funding from the Australian Community Grant Scheme (CGS) that allowed us to conduct an evaluation and training. The Program Manager and NFEP Coordinator designed an exam for the outreach team in order to evaluate their knowledge on the main topics of hygiene, HIV, drug and sex education. The results were disappointing with only one female outreach volunteer worker passing the exam. Team discussions were held concluding that it appeared it was the team's lack of education and lack of experience of written examinations that produced such poor results. Upon a verbal testing they appeared to have greater knowledge.

Recommendation: The outreach team to undergo further training in the areas of hygiene, HIV, drug and sex education as well as basic first aid training. By the end of 2010 the N.G.O. Khanna was confirmed to conduct training covering the above topics as well as 'train the trainer' style training. The outreach team leader, outreach team and the NFEP Coordinator will all attend. First Aid training was conducted separately.

### **8. Training.**

In February Tiny Toones conducted basic First Aid training for all staff members. The training went for one full day and was conducted by non-government organization (N.G.O.) Korsan.

In June Tiny Toones conducted a one hour basic awareness of injury first aid training for all dance staff conducted by the Program Manager.

In November Tiny Toones conducted a refresher First Aid training conducted by English volunteer Alex Malet. There were two half days for all staff members and additionally two half days more intense training for staff members involved more closely with first aid in the Centre and on outreach.

In July Tiny Toones held its annual refresher of Child Protection training. All staff attended. The training went for one and a half days and was conducted by Bridges Across Borders South East Asia.

### **9. New Centre**

In September Tiny Toones officially moved its home from Psar Toul Tom Poong where it had been for two years, to #1E, Street 410, Sangkat Boeng Trabek, Khan Chamkamorn, Phnom Penh. Whilst it was sad to leave what had become 'home' for so many people and to leave the wonderful wall graffiti pieces done by art teacher Lorne and others, it was a necessary move to cater for the growing number of participants and their safety. Many months of searching resulted in finding a two-story building with enough office space, classroom space, music studio space and of course a fantastic dance floor stage in the front area of the building.

The month leading up to the move had many staff and employed construction workers renovate the building to cater for our needs such as; increase the size of the dance stage, secure a roof top in order to dance through monsoon seasons, build a wall to separate the music production and soundproof singing



room, build a wall to turn one large room in to two class rooms, add a new toilet for students and build 12 bunk beds (four rows of three) to cater for those living there.

Since the renovation all equipment was moved in and photos of Tiny Toones staff and students decorate the inside spaces. Grafitti work is yet to commence to make the outdoor areas colourful and child friendly. The new outdoor toilet has been painted by Lorne with pictures of people washing hands as well as all staff 'hand prints' in paint decorating the area in an attempt to educate people about the importance of washing hands.



For the first time all management staff have their own space, individual desks, computers and fans. Desks and computers were donated throughout the earlier part of the year in anticipation of the move. For the first time also Tiny Toones staff have spaces dedicated for meetings with fans and whiteboards also.



Old Centre



New Centre: Birds eye view of the dance floor

## 10. Performances

Type	Genre	Contract	Dates
Weekly	Break-dance	Pontoon nightclub	
Weekly	Music/DJ'ing	MGM's nightclub	
Theatre performance	Cotemporary dance	Chenla Theatre (CCF - Sebastian)	5 <sup>th</sup> June
Two stage performances	Hip hop and break-dance	Cambodia Living Arts Youth Festival	7-11 <sup>th</sup> August
2 week	Break-dance	Epic Arts NGO,	31 <sup>st</sup> Sept-14 <sup>th</sup> October

Workshop		Kampot	
Stage performance	Hip hop and break-dance	SEA TV; Water Festival	November
Theatre performance	Contemporary dance	Chenla Theatre (CCF – Samir and Nabil)	12 <sup>th</sup> , 13 <sup>th</sup> November
Theatre performance	Music production and live rapping	Chenla Theatre (Amrita – Arco Renz)	December
6 week Workshop	Dance choreography	ANZ Wing	November/December

*Note:*

*CCF ; The Centre Culturel Français (CCF) de Phnom Penh is the cultural arm of the French Embassy in Cambodia. Tiny Toones and CCF have a close working relationship particularly with the Tiny Toones dancers that enjoy the benefit of CCF contracted International choreographers.*

*Amrita ; an International NGO based in Phnom Penh, with US nonprofit status. It was founded in 2003 with a mission to help revive the wide spectrum of Cambodia’s traditional performing arts through a program that emphasized national capacity building. Tiny Toones and Amrita have a close working relationship with a particular focus on both the music and dance.*



## 11. International Performances

Contract	Attendees	Location	Dates	Comments
Old School Hip Hop School	Dancers	Singapore	9-12 <sup>th</sup> July	Singapore Expo. 7 Countries performed. Tiny Toones represented Cambodia
Amrita	Rappers	Singapore	17 <sup>th</sup> Aug	2 rappers went with Amrita group
Youth Olympics	Dancers	Singapore	19-28 <sup>th</sup> Aug	7 dancers performed each day. The rappers joined them on last few days for fundraising

				performances.
WeFree Day	Dancers and Outreach	San Patrignano, Italy	6-11 <sup>th</sup> Oct	Drug, youth and creative arts workshop.



Italy troupe



Singapore troupe

## 12. Conferences:

Only one conference was attended throughout 2010. The Program Manager was joined by one of the Tiny Toones International board members at the Global Fund for Children (GFC) Asia knowledge exchange conference held in Phnom Penh; 2-5 June.

## 13. Media

Media	Name	Country	Month
Newspaper article	Cambodge Soir (in French)	Cambodia	June
Newspaper article	The Phnom Penh Post	Cambodia	June
Magazine article	Readers Digest Asia	Asia wide	October
Magazine	City Life Phnom Penh	Cambodia	October
Newspaper article	YoungPost	Hong Kong	November

## 14. Communications Summary

In July 2010 Tiny Toones employed a Fundraising and Communications Manager.

In 2010 we assessed the Tiny Toones website with the aim to keep it more current and up to date with current events. We updated the website with recent photos, brief descriptions of events, videos and contact details.

We also opened the first ever Tiny Toones Facebook Page which is updated on a weekly bases, trying to involve a growing number of our facebook “fans” into our everyday activities. The response has been positive, however we still do not benefit financially from our international network, and calling for action usually fails. Through discussion with staff and volunteers, we fear that people perceive Tiny Toones as a wealthy organization and that is maybe why they do not feel any need to help. Updating the facebook page with exciting news, Internationally recognised singers and dancers, and different shows we do may give this false perception of wealth. We should definitely take it into consideration in 2011 while planning our marketing strategy.

This year we prepared communication materials such as brochures, t-shirt tags, and power point presentations about Tiny Toones. We are hoping this makes us more memorable for people who visit us, and for those who want to know more about Tiny Toones or to purchase our merchandise.

## **15. Fundraising Summary**

The new Fundraising and Communications Manager began in July 2010 after an extensive handover in Bangkok from the former staff member. 2010 was a year of ups and downs financially. January to June saw Tiny Toones working at a decreased expenditure rate due to lack of secured funding in to the future. In June and July, promised funding from new and old grants was secured and Tiny Toones were again able to work and plan 12 months ahead with confidence. This opened a whole new chapter for Tiny Toones and its every day operations. During the year Tiny Toones received commitments to funds from five grant donors:

- The McKnight Foundation (\$35 000) (New)
- Freedom to Create (\$50 000) (New)
- Bridges Across Borders Cambodia (\$12 000),
- Global Fund for Children (\$8 000)
- Australian Volunteers International - Community Grant Scheme (\$6 700) (New)

Tiny Toones reached a certain level of sustainability while making financial decisions. It was fully reliable and confident in terms of salary payments, covering administrative costs and buying necessary equipment/supplies.

Whilst The McNight Foundation grant continues to run through until May 2012, all other grants are either one year or project based. Unfortunately Tiny Toones still struggles with long term funding in to the future. During the year of 2010 we did not manage to find a stable source of funding going in to 2011 and beyond. We have not secured any longer-term donors who are committed to a strategic partnership supporting us annually, or at least declaring to do so. At the time of writing this report, Tiny Toones does not have confirmed funds from July 2011 (outside of the McKnight Foundation). This puts us again at

risk of facing financial problems and losing the financial stability we managed to achieve from June 2010.

Tiny Toones has and will continue to search for sources of sustainable income through long-term grants, corporate sponsorship and donations.

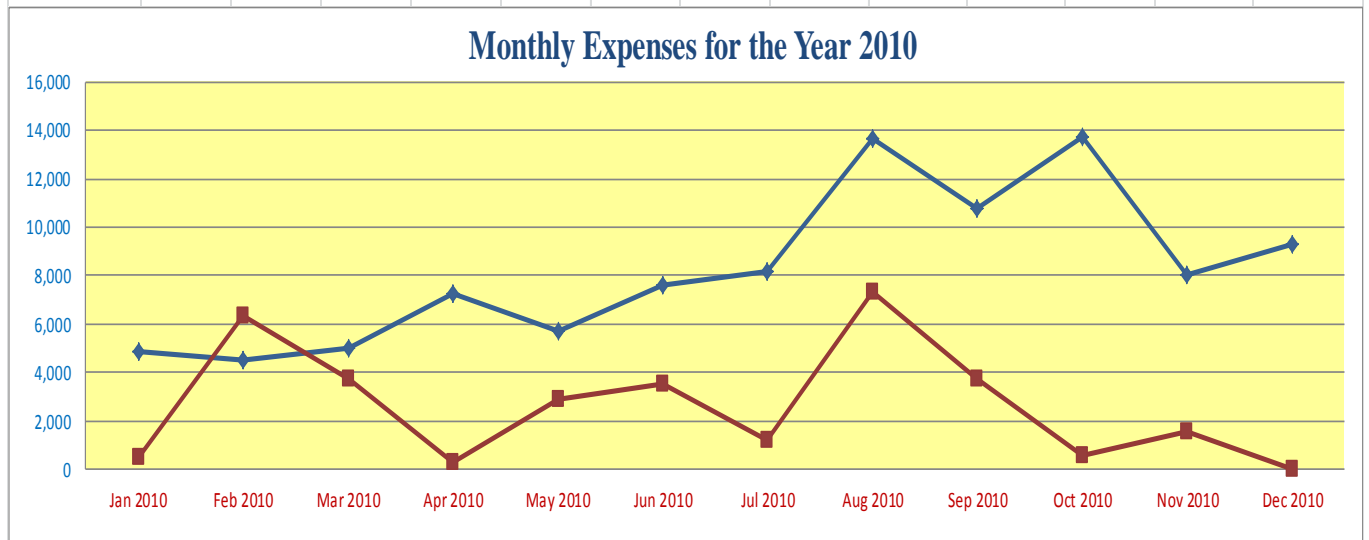
## **16. Finance Summary**

2010 saw a difficult year for the finance department due to staff changes. At the beginning of 2010 there was one accountant (who finished in October) and one fundraising coordinator (who finished in June). Between the two staff they handled all finance which became increasingly difficult as Tiny Toones began to grow. In July a new Finance and Administration Manager was hired and by October a new accountant had joined the team also. With the finance team consisting again of two members plus a new Fundraising and Communications Manager who began in July, they began to learn the Tiny Toones finance system and implement more detailed systems and policies. Much of 2010 therefor was a learning process and the finance team did a great job in getting their work complete. With new systems and policies 2011 should be a far smoother year for all.

The Tiny Toones budget for 2010 was \$108,880.

## 16.1 Monthly Expenses

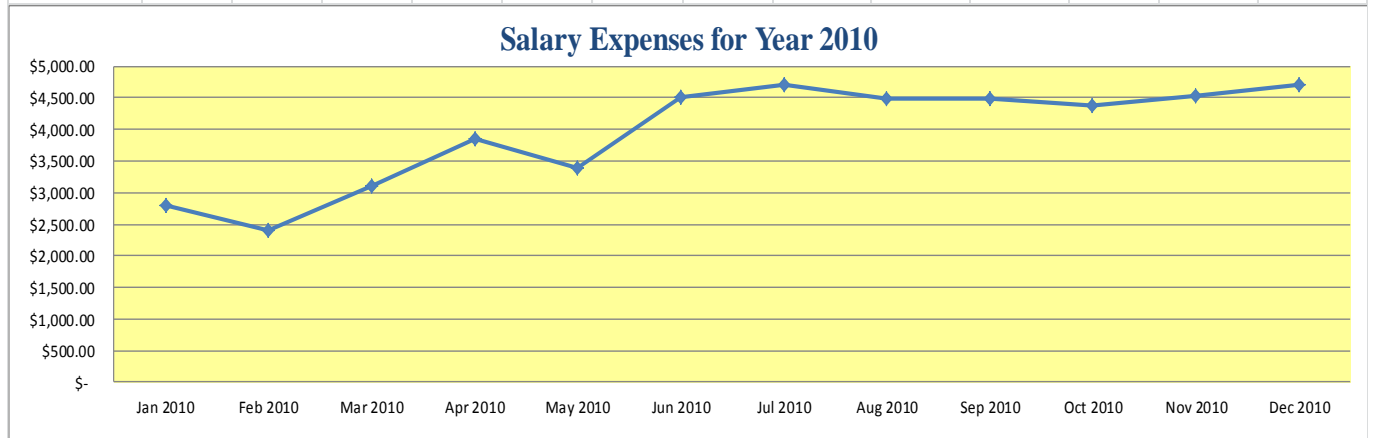
Monthly Expenditures												For the Year 2010	
Month	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	TOTAL
Budget Expenses	\$ 5,560.00	\$ 4,810.00	\$ 5,460.00	\$ 6,430.00	\$ 5,620.00	\$ 9,820.00	\$ 9,195.00	\$ 10,140.00	\$ 15,770.00	\$ 11,950.00	\$ 8,300.00	\$ 10,445.00	\$ 103,500.00
Actual Expenses	\$ 4,883.89	\$ 4,544.44	\$ 5,039.99	\$ 7,238.52	\$ 5,705.47	\$ 7,588.39	\$ 8,193.42	\$ 13,672.39	\$ 10,734.97	\$ 13,722.82	\$ 8,016.51	\$ 9,312.74	\$ 98,653.55
Variance	\$ 676.11	\$ 265.56	\$ 420.01	\$ (808.52)	\$ (85.47)	\$ 2,231.61	\$ 1,001.58	\$ (3,532.39)	\$ 5,035.03	\$ (1,772.82)	\$ 283.49	\$ 1,132.26	\$ 4,846.45



1. The TTO plan increase from \$5K to \$9K per month because Increase amount of office rental, salary of ED, salary of finance & admin manager, salary of non-formal education coordinator, salary of dancing teacher, centre equipment exp, petrol exp, repaire & maint exp, dancing equipment, art supplies, and new item of special project, teacher training, albume production, salary of organisation development, salary of creative program, salary of fund rasing & donor communication.
2. The Total Budget Expenses is different from Total Actual Expenses in amount \$48K because we have under spend on Facilitate repaire and maintainance, volunteer expense, scholarship fund, ham reduction teacher, utility expnses, albume production, art supplies, nutribution snack & snack, capacity development, creative program coordinator, merchandise production and International Travel to Conferences. For over spending, we have small amount over spending.
3. The actual amount expenses in Aug is increased because we spent for International fundraising tours \$4500 and International Travel to Conferences \$558.
4. The actual amount expenses in Sep is increased because we plan \$5000 for fixing new office but we spent only around \$1000 and we spent for International fundraising tours \$500.
5. The actual amount expenses in Oct is increased because we paid for fixing new office that we didn't spense in Sep 2010.

## 16.2 Salary Expenses

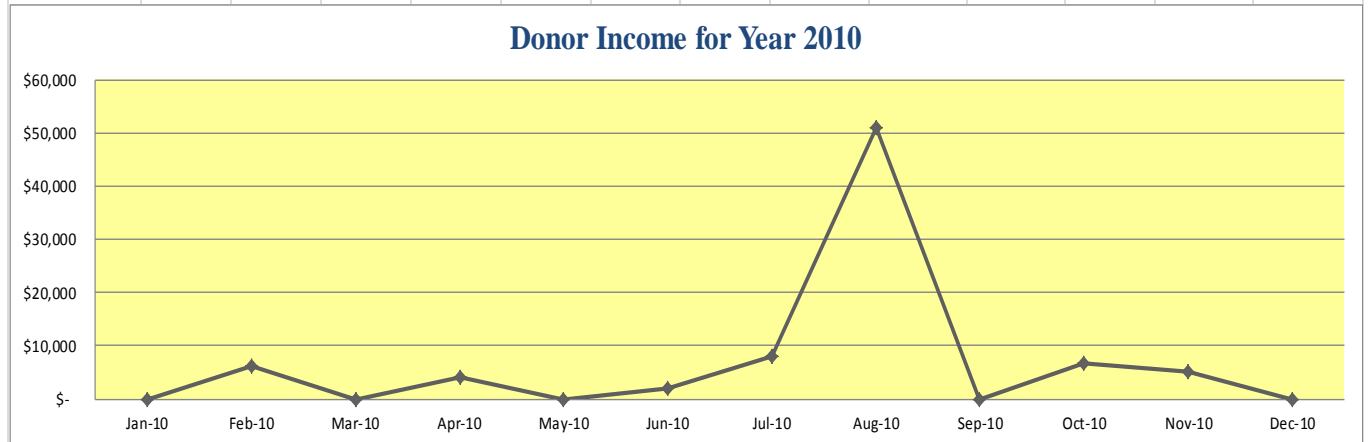
Month	Jan 2010	Feb 2010	Mar 2010	Apr 2010	May 2010	Jun 2010	Jul 2010	Aug 2010	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Total
Staff Salary	\$ 2,806.80	\$ 2,405.00	\$ 3,115.00	\$ 3,855.00	\$ 3,380.00	\$ 4,509.00	\$ 4,704.00	\$ 4,494.00	\$ 4,494.00	\$ 4,374.00	\$ 4,529.00	\$ 4,699.00	\$ 47,364.80



1. In Mar 2010, TTO has 2 new staff (Organizational Development Advisor and Fundraising and donor communications Manager)													
2. We paid for staff bonus between \$10 and \$20 each staff													
3. TTO has 2 new dancing teachers in May 2010													
4. TTO has 7 new staff (1 creative program coordinator, 1 English teacher, 1 tuk tuk driver and 4 dancing teachers) and increase salary for ED in Jun 2010.													
5. TTO has 4 new dancing teachers and organization development advisor leave in Jul 2010													
6. TTO has 15 new staff from January to December 2010													

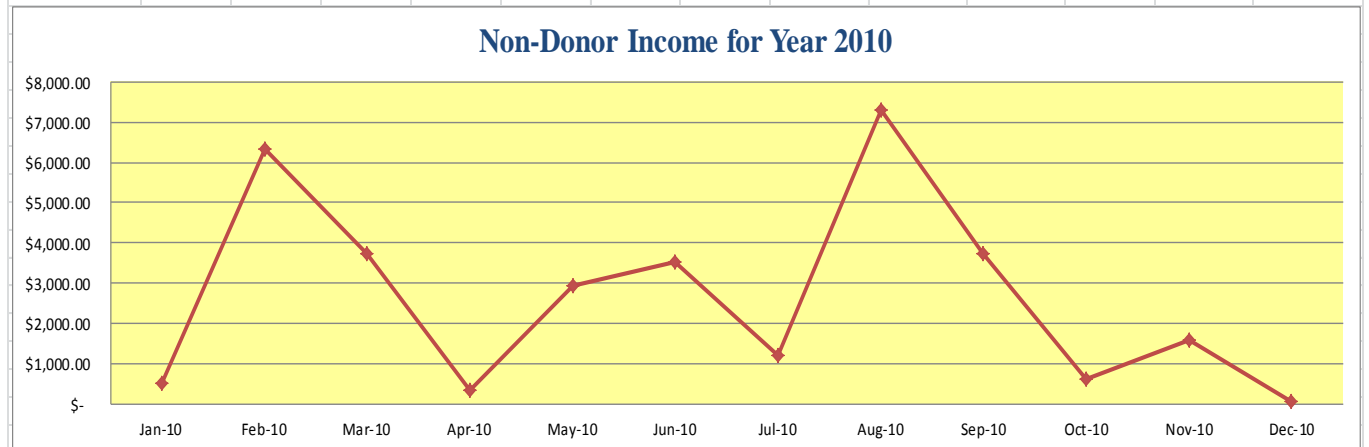
### 16.3 Donor and Non-Donor Income

Donor Income for Year 2010													
Donor Income	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	TOTAL
Total Amount	\$ -	\$ 6,250.00	\$ -	\$ 4,200.00	\$ -	\$ 2,000.00	\$ 8,000.00	\$ 50,990.00	\$ -	\$ 6,675.00	\$ 5,030.00	\$ -	\$ 83,145.00



1. We plan to expend only \$5K from McKnight but in agreement the first payment of McKnight is \$19,990 so some amount we will spend in 2011
2. For the remaining amount of fund in year 2010 we forward spend for year 2011

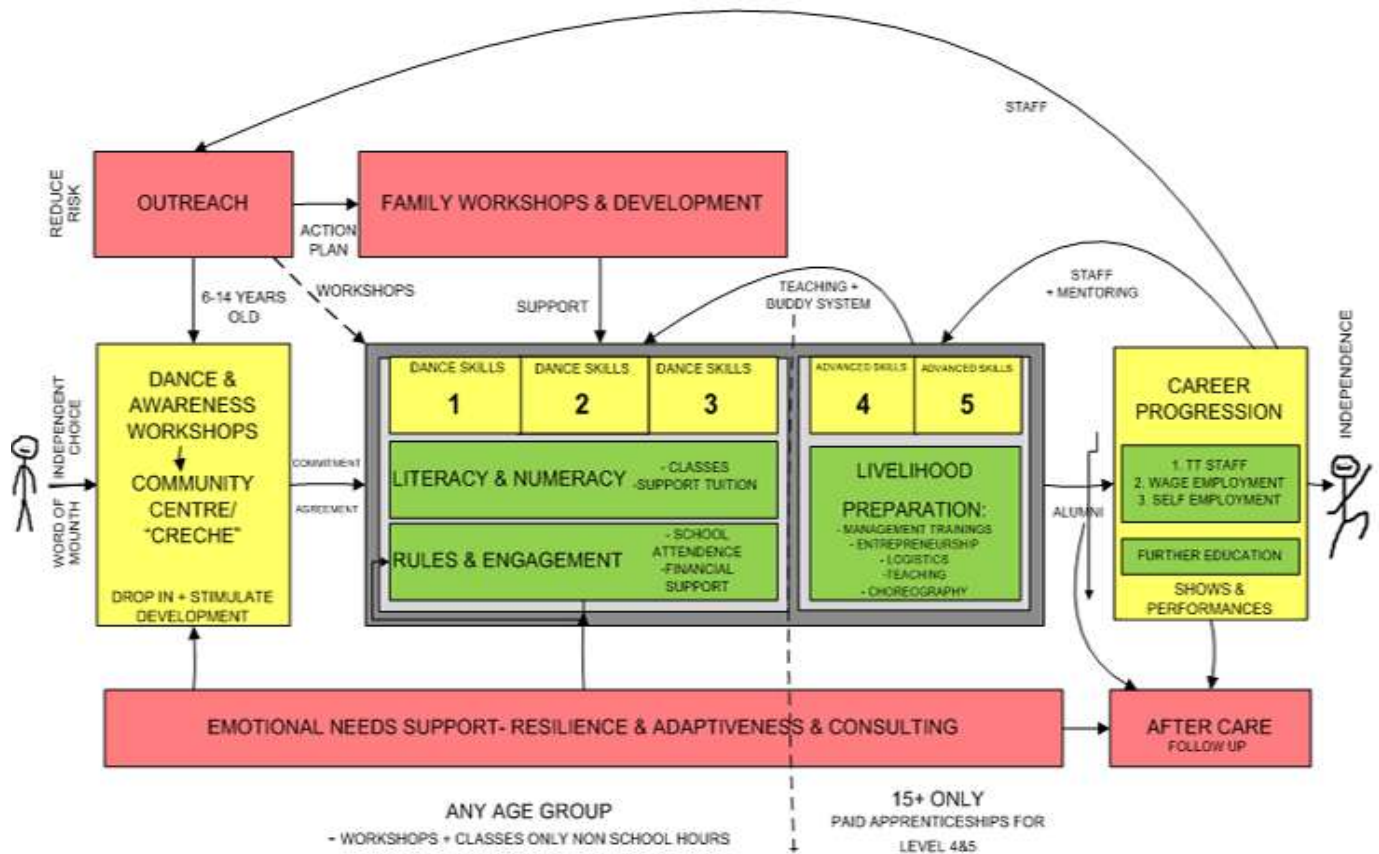
Non-Donor Income for Year 2010													
Donor Income	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	TOTAL
Total Amount	\$ 492.00	\$ 6,327.65	\$ 3,731.37	\$ 326.00	\$ 2,921.86	\$ 3,507.00	\$ 1,208.50	\$ 7,317.48	\$ 3,719.71	\$ 600.00	\$ 1,573.80	\$ 40.00	\$ 31,765.37



1. We have received \$4490 from Australia guide and \$1300 from PP Player and we also received \$2400 from donation for supporting TTO
2. We plan 2 times for international fund raising but we did only one time in Singapore.
3. Other income is income from amount deposit of old office that BAB has deposited in amount \$1000 for TTO and sell sticker \$7



## 17 Three year plan for 2011



Above is a diagram of the three year plan to be implemented in 2011. It was designed in collaboration with all Tiny Toones management staff. Feedback was also sought from all Tiny Toones staff at two separate all staff meetings.

The idea is to bring Tiny Toones back to its roots of creativity yet expand this to be a more holistic view of education. Tiny Toones will move from being a Drop-In Centre only to being a Hip Hop School with the creative arts of dance, music and art continuing to be the main draw card to attract disadvantaged children and youth. The creative program will be scheduled in to levels with students needing to pass each level to move through to the next. There will be five levels in total. Most importantly each level of the creative program will be attached to a level in the education department which all students will have to pass also. The education program will continue to include classes in Khmer, English, Maths and computer studies, hygiene, HIV, drug and sex education. Additionally there will be a life skills section to increase the student's ability to cope better in their personal and professional lives and make them more job ready. Subjects included will be anger management, problem solving and conflict resolution as well as a focus on confidence building and public speaking. At level one, all students will learn the full history of Tiny Toones and the founder KK to have a great understanding and appreciation for the school they are attending.

