



The Branch Foundation

Supporting sustainable community development in South-East Asia

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The Branch Foundation Operational Costs Proposal

The Branch Foundation currently seeks reliable funding for operational costs to ensure the stability and growth of the organisation, enabling us to continue serving communities in South-East Asia.

Quantity Sought: \$18,000 USD

Organisational Background

The Branch Foundation (TBF), founded in July 2007, is a New Zealand registered not-for-profit organisation. TBF supports the local initiatives of fellow organisations and communities across South-East Asia through implementing tailored community development projects. These projects fall within our three focus areas: education, capacity building and renewable energy solutions. Through these grassroots endeavors, TBF offers support to populations outside the main scope of humanitarian aid. TBF works directly with the most marginalized South-East Asian communities, including ethnic minorities, at-risk youth, and refugees. Rather than simply offering financial aid, TBF projects focus on empowering the community members to be their own agents of change by achieving their own independence and stability. Since July 2011, the majority of operations and logistics are administered from the TBF office in Chiang Mai, Thailand.

Our Mission:

The Branch Foundation aims to work alongside marginalized communities in South-East Asia to support sustainable community development through education, enterprise development and renewable energy solutions.

Our Vision:

Cohesive South-East Asian communities empowered to be self-reliant and able to participate in opportunities available in the wider community around them.

Our Focus Areas:

Education: Creating opportunities for the younger generation through academic and extra-curricular activities so that they can realise their full potential.

Capacity Building: Working in partnership with local communities by providing them with tools and training that promote self-sufficiency.

Renewable Energy Solutions: Ensuring reliable access to sustainable energy in a world of diminishing resources.

Our Greatest Achievements to Date:

Since 2007, The Branch Foundation has executed numerous successful projects in Thailand, Cambodia, and along the Thai- Burma border. Below, we've highlighted some of our most recent success stories from the Cambodian Center for the Protection of Children's Rights (CCPCR) and the Koug Jor Shan Refugee Camp, based in the north of Thailand on the Thai-Burma border. TBF was honored to facilitate such landmark projects, and we are confident that we can implement similar projects with new communities in the near future.



Most notably, Koug Jor Shan Refugee Camp became the “World’s First Solar- Lit Refugee Camp” in 2012. TBF raised funds to provide each home with a solar panel. This way, the 600+ residents would no longer need dangerous, expensive kerosene lamps and candles for light after nightfall. TBF previously provided the community with yellow beans, a primary source of protein in their diet. With the money each home now saves with the use of solar panel lighting, residents can afford to purchase their own yellow beans, and no longer require TBF assistance for food. The children’s exam scores have dramatically improved, as they can now study in the evening without fear for their health and safety. And most importantly, families can go about their evening work without worrying that the slightest misstep could cause their homes to go up in flames, as has tragically happened in two other refugee camps in Thailand.

Nong Kam Kham (Age 30) - *"I am very happy to be using solar lighting as my little girl was previously badly burned from a candle and still carries scars. Thank you very much to The Branch Foundation and it's supporters. I can now save money and use it for different purposes. I have safer light for my children so I wish you a brighter life!"*

Loung Kaw La (Age 46) - *"I can see that my son's English is getting better as he reads out loud at night."*



Note: The Branch Foundation pursues the highest degree of care and protection for each of its beneficiaries. To protect the identity of the people on this project, names have been changed and pictures do not necessarily represent girls who have been abused or trafficked.

Since 2012, The Branch Foundation has funded academic support for 28 girls and young women residing at the CCPCR shelter in Phnom Penh, Cambodia. As survivors of traumatic life experiences, often including human trafficking and abuse, these vulnerable girls can suffer from psychological duress, low self-esteem, and lack of empowerment. Through this project, TBF supports the rehabilitation and education of 28 of the girls by providing them with tuition fees, school materials, and 8 bicycles that they can use to go to and from school.

Sokheng (Age 15, domestic abuse survivor): *"It's so great being able to study in school. It makes me smile knowing I am working towards becoming a nurse so I can stop people from being sick."*

Panha (Age 17, human trafficking survivor): *"The thing I'm most grateful for? Going to school."*



The Branch Foundation helped fund two weaving centers at the Koung Jor Shan Refugee Camp by providing the looms and practical trainings. These weaving centers sell their scarves, shawls and bags, and have become one of Koung Jor's most successful sources of income. Now, TBF continues its support in an advisory capacity with marketing and design advice. Both of the weaving centers are currently fully sustainable and no longer need any monetary assistance from The Branch Foundation.

Nang Arm (Age 43): *"Since I started weaving, I can work whilst also taking care of my son at the same time. I can depend on the money I earn from weaving to provide for the both of us."*

Nang Mo: *"Weaving allows me to provide extra income for my family. Both my children are doing well at school and although my income isn't much, it helps support their education, which makes me very happy."*

What Makes Us Unique:

- We firmly believe and follow through with transparency and accountability.
- All public donations go toward the projects for which they are intended. 10% of this covers our monitoring and evaluation of that project to make sure it has the highest possible impact.
- We have a 'work with' instead of 'work for' philosophy.
- Sustainability and non-aid reliance are our measures of success.
- We are a small, engaged organisation that regularly visits the communities with which we work.

Our Current Situation and Funding:

Since 2007, The Branch Foundation has completed numerous successful projects throughout South-East Asia with communities that are often overlooked by larger organisations. We are very selective when choosing which communities to work with, and spend time building strong relationships that foster trust. This fact only serves to reaffirm The Branch Foundation's commitment to these local populations, and emphasizes our increased need for operational funding in order to assist new communities that face similar hardships.

The Branch Foundation's funding model is based on the principle that all public donations go directly towards their intended projects (minus 10% for monitoring and evaluation of those projects). In December 2011, TBF joined GlobalGiving, an international online fundraising platform. As of 2012, TBF has developed a strategic partnership with GlobalGiving, granting access to more prominent funding resources. In order for TBF operational costs to be met for 12 months, we require \$18,000 USD. Given that the TBF funding model does not deduct any administration costs from public donations, it is essential that the organisation receive this additional funding to facilitate operational needs and human resources.

How We Will Honor Our Partnership

By financing our operational costs, the donor will be assured that their assistance is an invaluable driving force behind every project we support. TBF will provide reports, updates, stories and photos to ensure the donor has a hands-on connection to the work we do. The Branch Foundation values donor input on decisions and organisational growth. We greatly pride ourselves on being a transparent and accountable organisation.

The Branch Foundation will provide the donor with:

- Monthly reports regarding TBF projects and how the donor's funding has been used.
- Recognition of the donor's brand/business on the "Our Partners" page of the TBF website.
- Access to all monthly reviews, financial reports and annual return reports.
- The ability to recommend relevant projects that fit within TBF's mission and framework.
- Project site visits when/if the donor comes to South-East Asia.

Our Current Projects:

Shan Refugee Camp (Thai-Burma Border):

Education:

- Computer Teacher stipend
- Project Coordinator stipend
- School uniform support
- School bus relief funding
- Education materials
- Facilitating volunteer teachers for the camp

Enterprise Development:

- Mushroom farming
- Weaving center support, development, training, design, marketing and suppliers

Renewable Energy:

- Solar Panels
- Bio-gas cookers

Poverty Relief & Welfare: (Note: we are currently phasing out this focus area & implementing more sustainable Long-term solutions)

- Food Aid
- Hygiene products and latrines
- Basic living costs for the most vulnerable/elderly people with no family support

The Cambodian Center for Protection of Children's Rights (CCPCR):

Education:

- School costs for 28 girls
- School books/education materials/school lunches
- Extra tuition fees for each of the 28 girls

The Branch Foundation Education Centre (Thailand):

Education:

- Local community teacher coordination, support and stipends
- Teacher facilitation and placement with local communities
- Soft skills support - Education/Career Development, CV Writing, Scholarship Applications, Mentoring
- Life Skills - Personal Organisation, Motivation, Confidence Building

Rationale for Proposal:

The funding required ensures the sustainable continuation and responsible development of The Branch Foundation's operations in South-East Asia in 2013 and beyond. The Branch Foundation currently rents a single office space in Chiang Mai, Thailand. This location serves as a vital hub for operations due to its excellent travel accessibility and ideal proximity to our project locations near the Burmese border and neighboring countries. For us to maintain and expand our work, we require additional funding to ensure that we can remain in situ and stay suitably prepared to undertake our operations.

The majority of operations are currently handled by two staff members (Executive Director and Co-Director/Project Manager), who live in Chiang Mai, Thailand. In order to maintain TBF operations, we require the funding necessary to financially remunerate the staff appropriately so that they can fully focus on working with The Branch Foundation. The intention of this operational costs proposal is to enable us to appropriately pay staff and maximize our effectiveness. This way The Branch Foundation will have the human resources required to run the organisation.

Our Objectives and Goals:

Through receiving the funding required, our objectives are as follows:

- Increase the number of projects we support and people we help
- Increase capacity of human resources by having paid staff
- Continue maintaining a stable office base which is close/accessible to our projects

By completing these objectives, we will reach the following goals:

- Increase our direct beneficiaries from 700 to 3,000 individuals between now and 2015
- Increase our paid staff from 2 to 4 people in order to continue expanding and delivering high-impact and effective work
- To expand our support from 2 to 6 active communities by 2015 and to work along side them towards sustainable community development solutions

Our Monitoring & Evaluation Policies:

As part of our commitment to transparency and accountability, The Branch Foundation undertakes rigorous monitoring and evaluation efforts (including regular project visits) to best ensure that every facet of our organisation is running effectively.

- Monthly Reports
The Branch Foundation completes monthly reports of all projects to record the progress that is being made, as well as any potential challenges or alterations to be considered. This 'Operational Costs' project will be no different. We have a strong and healthy relationship with the community members we work with, our funders and supporters.
- Monthly Financial Reviews
In addition to the monthly reports, we complete monthly financial reviews of all activities. This policy provides a regular overview of the monetary health of our operations to ensure security and stability while limiting the risk of unexpected shortfalls in finances. Our Project Manager is trained to degree level in this specific area and currently provides these services. Consequently, we have every confidence that the funding of this project will be appropriately monitored. The provision of all expenses related to organisational running costs will all be adequately receipted and recorded within these reviews.
- Annual Return Reports
Our annual reports are given to the New Zealand Charities Commission and are publicly viewable on their website as well as the Branch Foundation's website. Included are a detailed Chair Persons/Executive Directors report, any legal changes in the organisation's Trust Deed, and a full break down of accounts.

Budget:

Please see attached Operational Cost Proposal budget.

The Branch Foundation - Operational Costs Budget

Item	Description	Quantity	Amount per Month (Thai Baht)	Amount per Month (US Dollars)	Amount per Year (Thai Baht)	Amount per Year (US Dollars)
Wages/Stipends						
Director Stipend	Stipend to cover living costs.	12 Months	15,000.00	480.00	180,000.00	5,760.00
Project Manager Stipend	Stipend to cover living costs.	12 Months	15,000.00	480.00	180,000.00	5,760.00
Rent/Utilities						
Rent	Monthly rental of TBF office/education centre in Chiang Mai.	12 Months	10,000.00	320.00	120,000.00	3,840.00
Utilities	Monthly cost of electricity and water.	12 Months	1,000.00	32.00	12,000.00	384.00
Internet	Internet access	12 Months	632.00	20.00	7,584.00	240.00
Communications/Phone	Provision of telephone for business calls.	12 Months	400.00	13.00	4,800.00	156.00
Petrol	Travel costs- within Chiang Mai	12 Months	400.00	13.00	4,800.00	156.00
Office Supplies	Printer ink, paper, pens etc.	12 Months	500.00	16.00	6,000.00	192.00
Contingency Fund/ Bank Transfer Fees			3,944.00	126.00	47,328.00	1,512.00
Total			46,876.00	1,500.00	562,512.00	18,000.00
Exchange rate calculated via XE.com on 5 August 2013: 1 THB = 0.0319559 USD						
Note: USD rounded to nearest Dollar						