



Captivating  
International  
One Act. Endless Impact.

# 2024 IMPACT REPORT

# **SIMPLY CAPTIVATING**

ONE ACT • ENDLESS IMPACT



JANUARY - DECEMBER 2024

# IN THIS UPDATE

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Who We Are

04

Your Impact in 2024

06

Financial Review

12

Donor & Partner Acknowledgement

14

Captivating Events

16

Looking Ahead

18

Be a Part of the Solution

20

# MESSAGE FROM OUR CEO

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Dear Valued Supporters, Partners, and Friends,

It's with immense pride and gratitude that I share our Annual Impact Report for January to December 2024. This report reflects the collective impact of Captivating International's work across China, Nepal, and the Philippines, as well as our combined financial results.

I'm honored to lead this incredible organization alongside a passionate team of staff and partners. As you read through these pages, I hope you'll agree that we've made significant strides—each one made possible by your compassion, dedication, and continued support.

## Living Our Mission

This past year, our team remained steadfast in our mission to break the generational chains of poverty by focusing on three core areas: empowering women, educating children, and elevating communities. Over 100 people, either part of Captivating or our dedicated partners, worked to identify and respond to the most urgent needs. The stories we encounter are often heartbreaking, but the potential for transformation is real. More than 12,000 times this year, we stepped into the gap, helping women and children move from desperation to genuine opportunity.

## Navigating Challenges

Globally, like most charities, we also faced challenges due to the changing economic climate. However, I am incredibly proud of how our team adapted and innovated, demonstrating resilience and a strong commitment to continue serving those who depend on us. Your flexibility and understanding during this time were invaluable.

## Financial Stewardship

We remain committed to strong financial governance. All registered Captivating offices (Hong Kong, Australia, and the USA) met audit and compliance standards. Captivating International USA also received top recognition from GUIDESTAR and Charity Navigator. Thanks to committed partners who help fund admin costs, less than 12% of general donations went toward corporate services (details on page 13).

None of our work would be possible without the incredible support of our donors, volunteers, staff, board members, and partners. Your belief in our mission fuels our efforts and empowers us to make a tangible difference. Thank you for being an indispensable part of our journey.

Together, we are building a brighter future.



**Andrew Colquhoun**  
CEO and CO-FOUNDER  
CAPTIVATING INTERNATIONAL





# WHO WE ARE

## THE PROBLEM

Born into challenging circumstances, women and children in remote and impoverished areas face immediate and desperate barriers—trapped in cycles of extreme poverty, child labor, early marriage, and even the constant threat of human trafficking and cybersex crime. Without outside intervention, their chances for a brighter future remain out of reach.

This is where Captivating International steps in.

## OUR MISSION

Through partnerships with trusted grassroots organizations, we reach the most vulnerable. Our mission is to break generational chains of poverty and transform lives by empowering women, educating children, and elevating communities.

## OUR SOLUTION – THE 3Es



### EMPOWERING WOMEN

Through our microfinance and skills development initiatives, we strive to break the barriers holding back women and girls in vulnerable communities.



### EDUCATING CHILDREN

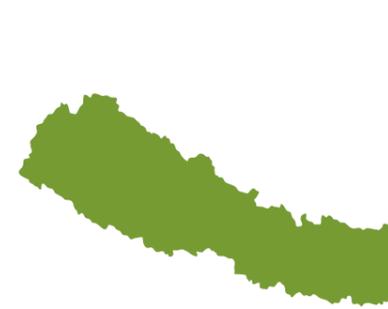
From scholarship initiatives to awareness campaigns, we ensure that children in high-risk areas have the knowledge needed for a brighter and safer tomorrow.



### ELEVATING COMMUNITIES

From anti-human trafficking to community development projects, we aim to build a future free from exploitation—a world where everyone can thrive.

## WHERE WE WORK



NEPAL



PHILIPPINES



CHINA

## 2024 IMPACT HIGHLIGHTS



**2,304**  
women on the path to independence



**3,645**  
children empowered through education



**6,080**  
lives strengthened and protected



**47,351**  
reached through awareness efforts

# YOUR IMPACT IN 2024

## KEY FACTS

**1,860**

women launched small businesses through microfinance support in Nepal and the Philippines.

**444**

women gained income-generating skills in livestock farming, tailoring, and more.

# EMPOWERING WOMEN

## NEPAL

- **136** mothers received their first microloan in 2024, joining **550** others already in the My Business – My Freedom Program. By the end of the year, **104** women graduated from the program—free from poverty and running their own small businesses. **582** continued to grow their businesses with support from the program.
- **65** women and girls found safety and care at the Women’s Safe Haven. They received counseling, medical help, and skills training like tailoring and hospitality management. **53** have since returned home and are rebuilding their lives with their families.
- **73** women in remote villages joined local women’s groups focused on animal husbandry and entrepreneurship training. **21** of them have already completed poultry farming training in 2024.

## PHILIPPINES

- **263** mothers joined the One Hope Microfinance Program in 2024, alongside **911** women already in the program. **45** women graduated after building small businesses that now support their families. **1,129** women are still part of the program, continuing their journey toward financial stability.
- **102** mothers from the Manila Slum Program joined training sessions designed to open new pathways forward. **82** are now employed or running small businesses of their own.

## CHINA

- **85** women trained in chicken farming and **90** in pig farming. These home-based businesses are helping them earn a steady income and support their children’s future.
- **29** women completed a 3-month tailoring course through the Husky Energy Tailoring Skills Program for Women. **16** of them are now working as tailors or earning from home. The rest are still looking for opportunities.



# YOUR IMPACT IN 2024

## KEY FACTS

**3,645**

children now have access to education through back-to-school programs and volunteer teachers.

**10,799**

children equipped with knowledge to recognize and avoid trafficking and online sexual abuse.

## EDUCATING CHILDREN

### NEPAL

- **1,066** girls were supported through the Captivating Village Program—either by helping them return to school or by providing the resources they needed to regularly stay in school. Of these, 17 girls proudly graduated Grade 12. Recognizing that some girls are more inclined toward income-generating skills, our team connected them to vocational training instead of letting them drop out completely, ensuring continued engagement and sustainable learning.
- We successfully expanded the Captivating Nepal Village program to a new community in Panchkhal Municipality, with assessments already underway for a new location.
- The newly constructed school building in Hanglang Village was formally handed over to the community. This is a big step for the village and brought real joy and hope to the families there.
- **4,749** students joined our Hamro Abhiyan program, learning about human trafficking—how it happens, how to stay safe, and how to get help.

### PHILIPPINES

- The Manila Slum Program expanded to a second slum community, where **225** children were stabilized and returned to school. They now join 138 continuing scholars from the first community, all attending classes regularly.
- **6,050** students participated in awareness sessions on Online Sexual Abuse and Exploitation of Children (OSAEC), learning how to stay safe online through interactive discussions and educational pamphlets.

### CHINA

- **402** students graduated from senior high school in July 2024 through the One More Year Scholarship Program. In September, **307** new scholars joined, along with **193** students who are continuing their studies.
- **30** volunteer teachers served six schools this year, reaching **1,314** students and helping meet the growing need for quality education in rural areas.



# YOUR IMPACT IN 2024

## KEY FACTS

**5,374**

women and children rescued, intercepted, or safeguarded from trafficking and exploitation.

**706**

individuals provided with access to free health camps and emergency relief.

**36,552**

people reached through targeted community awareness campaigns.

# ELEVATING COMMUNITIES

## NEPAL

- **4,142** people were stopped at the border due to signs of trafficking risk. They were counseled, informed, and either returned home or picked up by family.
- **163** women were rescued at the border after interviews confirmed they were being trafficked. An additional 53 women were rescued from hotels and brothels in coordination with police and partner groups.
- **4** traffickers were arrested in 2024.
- **853** women received free legal support, including advice and help for victims of abuse. **147** cases of domestic violence were reported.
- **547** people attended a free health camp in April. In two days, we identified 18 cases of Pelvic Organ Prolapse, inserted 6 ring pessaries, conducted 260 VIA tests with 18 positive results, and diagnosed 264 cases of Pelvic Inflammatory Disease. 4 women underwent surgery for uterine prolapse and received post-op care from our team.
- We responded to three emergencies this year—fires in Terai, and floods and landslides in Roshi and Shailung. **117** families received temporary shelter and building supplies.
- **5,731** people joined awareness sessions on trafficking, safe migration, and other issues affecting their communities.

## PHILIPPINES

- **9** trafficking survivors rescued by police were brought to The Blessed House to begin their healing and recovery.
- Since late 2021, our goal has been to safely reintegrate **22** trafficking survivors and their dependents back into their communities. We're pleased to share that with the reintegration of the final three women from the Blessed House in 2024, all 22 women have now been successfully reintegrated.
- **42** families affected by a super typhoon received emergency construction supplies. This included 32 families from the Manila Slum Program. Materials like roofing, plywood, and wood helped them rebuild their homes.
- **30,728** people joined awareness sessions on how to spot and respond to abuse and exploitation in their communities.
- **93** new community advocates were trained to identify and report abuse and help protect children from online exploitation (OSAEC).





## FINANCIAL REVIEW

### TOTAL REVENUE

We are happy to report the revenue was similar to last year, given the global economy uncertainty and cost of living adjustments. This revenue includes all related entities/partners. We are extremely thankful to our generous donors and partners continuing to support Captivating.

### FUNDS DIRECT TO PROGRAMS EVEN % →

Program support was again up in 2024 (USD 66k) due to the implementation of additional projects and programs. It is expected 2025 program rollouts will remain consistent and in line with expectations.

### PROJECT SUPPORT COSTS DOWN 3% ↓

Although this was down as a %, project support funding increased slightly due to staff and allocation changes.

### CORPORATE SERVICES UP 3% ↑

Fundraising and marketing costs increased during the year due to an additional focus on communication and fundraising campaigns to increase revenue as well as unrealised currency losses at 31 December 2024 due to the fluctuating international currencies.

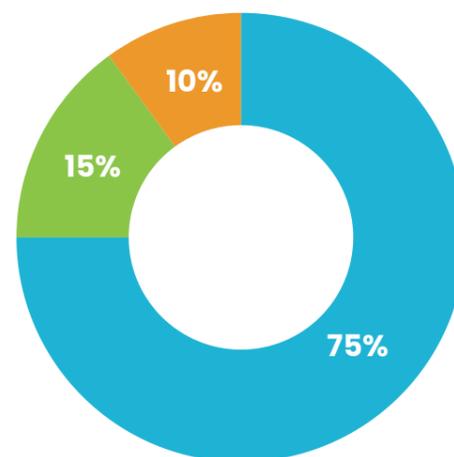
### DEFICIT FOR THE YEAR

On a global Captivating basis there was a deficit of USD 70k due to an increase in funds transferred to program rollouts and a timing difference of unrealised currency losses. We are also yet to see the impact of higher level investment in revenue growth. Captivating, however, still continues to be in a strong position for program expansion in 2025.

## STATEMENT OF ACTIVITIES

JAN - DEC 2024

2024	2024	2023 (restated)	2023
	USD	USD	
<b>TOTAL REVENUE</b>	<b>1,455,580</b>	1,442,021	
<b>75% PROGRAM SUPPORT</b>	<b>1,136,157</b>	1,055,669	78%
65% Funds to Program	984,575	918,442	65%
10% Project Support (including project salaries)	151,582	137,227	13%
<b>25% CORPORATE SERVICES* (see below how this is funded)</b>	<b>389,619</b>	284,424	22%
15% Fundraising & Marketing	238,613	203,992	12%
10% Administration & Accountability	151,007	80,431	10%
<b>100% TOTAL EXPENSES</b>	<b>1,525,777</b>	1,340,092	100%
<b>SURPLUS/(DEFICIT) FOR THE YEAR</b>	<b>-70,197</b>	<b>101,929</b>	
<b>NET ASSETS</b>	<b>1,762,963</b>	<b>1,833,160</b>	



## THANK YOU

### TO OUR DEDICATED CORPORATE SERVICES DONORS

We are so fortunate to have companies, some proceeds from our fundraising events and donors help underwrite Captivating's work. As shown above, in 2024 Captivating Corporate Services represented 25% of total expenses (USD 389,619). This included US\$55k of exchange rate adjustment due to the strength of the USD vs other global currencies. We are thrilled to report that in 2024, 53% of these expenses were funded by these generous donors. This means that less than 12% has been needed from general donor funds to support Captivating's corporate costs during 2024.



Sue & Paul H.  
Warren & Ming K.



# THANK YOU TO OUR KEY DONORS

Johnson Family & Penman Family



Jamoca Foundation

Julie E.

The Crossing

Neil & Victoria G.



## PHILIPPINES



Jamoca Foundation



Julie E.

Tim & Michelle S.



Dean & Chris B.

Joshua K.



Let's Do This from Cache Valley

Bob & Ev M.

Leigh & Donna M.



Johnson Family & Penman Family



Tony & Sherron A.

Bob, Kelly, & friends



## NEPAL



Captivating Nepal  
One Act. Endless Impact.



Now a member of the Cenovus group of companies



Shenzhen Charity Federation  
CAPTIVATING ANNUAL CHARITY AUCTION  
深圳市慈善会·开普威订基金年度慈善拍卖会



## CHINA



# CAPTIVATING EVENTS

For more information on all our upcoming events, please visit [CAPTIVATINGEVENTS.ORG](https://www.captivatingevents.org)



## THE WORKOUT CHALLENGE 2024 GLOBAL | JANUARY

This global fitness event brought together 103 participants who collectively raised USD 5,600 in support of our education initiatives in Nepal and the Philippines.



## KIDS WITH HEART MINI OLYMPICS SHENZHEN | MARCH

In March 2024, 163 kids aged 5 to 11 joined the fun in Shenzhen, competing in a variety of sporting activities. Together, we raised USD 14,000 to help children progress in school and support parents as they work toward better livelihoods.



## MIDNIGHT CHARITY RUN SHENZHEN | APRIL

The 16th Annual Midnight Charity Run lit up the night in April 2024. Thanks to the dedication of our runners, sponsors, and supporters, we raised USD 40,000—enough to help stabilize the education of over 100 girls in China and Nepal.

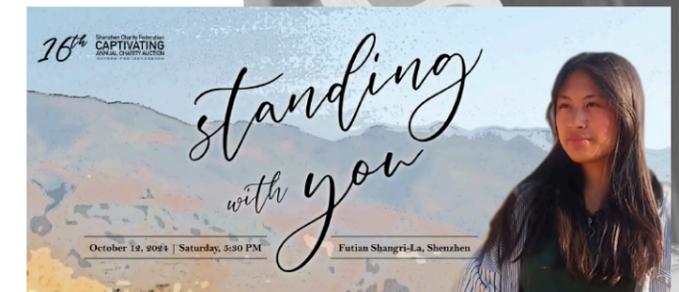
## STOP TRAFFICKING 5K GLOBAL | AUGUST

A total of 227 participants ran, walked, and moved their way through 6,286 kilometers during the 2024 Stop Trafficking 5K. This global event raised USD 67,000 to help us continue our work in Nepal and the Philippines, protecting children from human trafficking and online sexual abuse.



## 16TH ANNUAL CAPTIVATING CHARITY AUCTION SHENZHEN | OCTOBER

On October 12, 2024, over 500 people gathered to support women and children in need. We are proud to share that this inspiring evening raised USD 143,000 (RMB 1.03 million), making a significant impact on the lives of girls, moms, and their families.



## HUSKY SANTA RUN SHENZHEN | DECEMBER

Shekou turned festive on December 7, 2024, as 387 registered Santas and volunteers from Husky and SCIE joined the annual Husky Santa Run. With holiday spirit and a great cause in mind, we raised USD 26,600 to bring hope and help where it's needed most.





## LOOKING AHEAD

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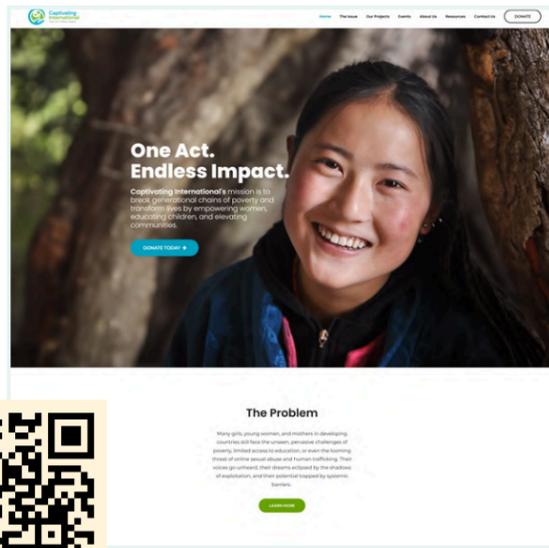
Because we prepare this report after the 2024 audited financials are finalized, we now find ourselves already halfway through 2025. We're pleased to report an extremely busy, but also smooth, first six months of the year. Although these numbers are still preliminary, the first half of 2025 has seen over 2,000 women empowered through microfinance and skills training, over 3,000 children continue to be stabilized in school, more than 1,000 women and children rescued, intercepted, or safeguarded from trafficking and exploitation, and over 11,000 people reached through Captivating-funded education and awareness programs.

As we look to the remaining six months of 2025, we are filled with optimism and determination. Our strategic priorities for the coming year include the following—provided funding and financial partners can be secured:

- **Expanding our Manila Slum Program to a new community:** This will bring 200 girls off the streets and back to school, help their moms sustainably increase family incomes, and build a more resilient community that prioritizes education and child safety.
- **Launching new and expanded Captivating Village Programs** in remote and struggling communities of Nepal through our program partners, 3 Angels Nepal and Captivating Nepal.
- **Securing new financial partners for our work in China** to ensure we can continue reaching our annual goal of stabilizing 1,000 lives, focusing on senior high school girls in remote regions, and struggling moms and their children.

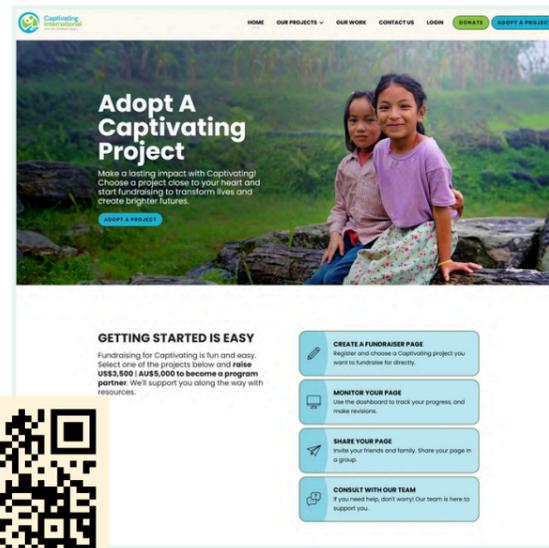
We're excited about the possibilities ahead and confident that, with your continued partnership, we can achieve even greater things.

# BE A PART OF THE SOLUTION



## CAPTIVATING WEBSITE Nepal | China | Philippines

- Explore our programs and events.
- Read and share our impact stories.
- Subscribe to our newsletter for updates.
- Make a donation and help transform a life today.



## ADOPT A PROJECT Nepal | Philippines

- Invite your friends and family, and fundraise for projects that need additional funding support.
- Choose how you fundraise: host an event, give up birthday presents, or do a workout challenge.



## STOP TRAFFICKING 5K Nepal | Philippines

- Challenge yourself, rally your friends, and help protect vulnerable lives.
- Run, walk, swim, cycle, or climb your 5K can look however you want.
- Raise awareness, share your journey, and inspire others to act.

## JOIN THE MISSION AT HOME

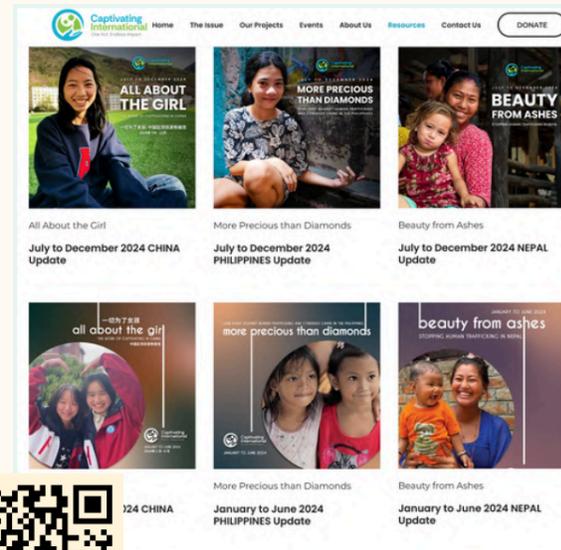
Support us from the comfort of your home. Visit our websites to discover how you can help empower women, educate children, and elevate communities.

## READ OUR REPORTS

Explore our bi-annual Country Updates for in-depth stories and detailed impact data from our programs:

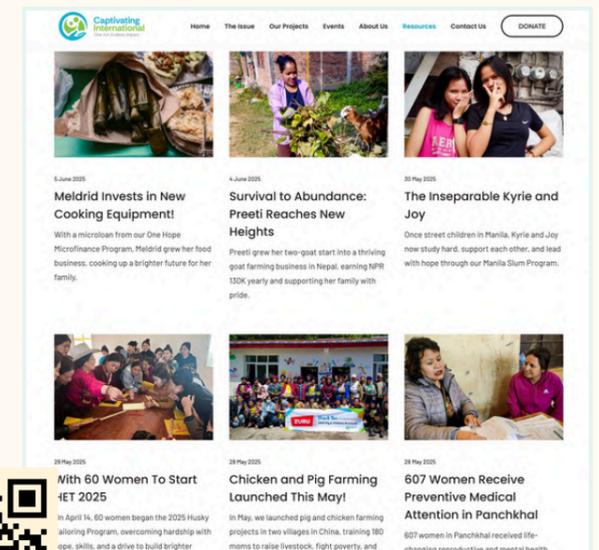
- Beauty From Ashes
- More Precious Than Diamonds
- All About the Girl

Each publication highlights real lives changed and the progress we're making together.



## READ OUR BLOG

Behind every number is a life changed. Discover the journeys of the women, children, and communities whose lives are being transformed through our projects. Visit our blog to see the impact up close.





## CONTACT US

This report is available online.

Download at [captivating.org/our-reports](https://captivating.org/our-reports)

Email us at [info@captivating.org](mailto:info@captivating.org) for printed copies.

## CAPTIVATING ENTITIES

Hong Kong

No: 91/9723

Captivating International Foundation Limited is a registered tax-exempt charity of Hong Kong.

USA

EIN 82-4627776

Captivating International – USA, is a registered tax-exempt 501(c)(3) charity of the USA.

Australia

ABN 31 607 079 158

Captivating Australia Limited is a registered charity of Australia and trustee of the Captivating Public Ancillary Fund. Additionally, Captivating partners with DGR-approved partner Global Development Group (ABN 57 102 400 993).

Captivating can provide tax-deductible receipts to donors from: AUSTRALIA, CHINA, HONG KONG, UNITED STATES, & NEW ZEALAND. We can accept donations from ANYWHERE.



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