



**Captivating
International**
One Act. Endless Impact.

J U L Y T O D E C E M B E R 2 0 2 4

MORE PRECIOUS THAN DIAMONDS

OUR FIGHT AGAINST HUMAN TRAFFICKING
AND CYBERSEX CRIME IN THE PHILIPPINES



IN THIS EDITION

Impact Summary 03

Message from our CEO 04

Stop Cybersex Crime:
Awareness and Education Program 05

One Hope Microfinance Program 08

Manila Slum Program 12

The Blessed Project 16

OUR THANKS TO OUR KEY DONORS HELPING TO UNDERWRITE OUR WORK IN THE PHILIPPINES:

Johnson Family &
Penman Family



Jamoca Foundation

The Crossing



Neil & Victoria G.

IMPACT SUMMARY

STOP CYBERSEX CRIME: AWARENESS & EDUCATION PROGRAM

4,550 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.

2,932 individuals engaged in community awareness sessions, where they learned how to recognize and respond to signs of abuse and exploitation in their communities.

18 new community advocates were trained to be vigilant, proactive, and equipped to report cases of abuse and take preventive action against OSAEC.

ONE HOPE MICROFINANCE PROGRAM

5,732 women have been empowered through the program since its launch in 2010.

1,129 women are currently enrolled in the program, working toward financial stability and business growth.

142 new women joined the program between July and December 2024.

11 women successfully graduated from the program and are now considered poverty-free, having built sustainable livelihoods.

60 active loan groups provide a strong network of support and accountability, helping women stay on track and achieve their financial goals.

MANILA SLUM PROGRAM

The program has officially expanded to a new community in Quezon City, reaching 225 additional families in need of support.

363 children are now back in school, attending classes regularly. This also means that their families remain engaged in monthly seminars and training sessions, reinforcing the value of education and community development.

18 high-potential scholars have been selected to participate in specialized leadership training, equipping them with the skills and confidence to become role models and advocates in their communities.

102 mothers are actively participating in targeted training sessions, guiding them through three sustainable pathways: microfinance, job search assistance, and employment or business training, helping them build a brighter future for their families.

THE BLESSED PROJECT

Since the last quarter of 2021, our goal has been to safely reintegrate 22 women and their dependents back into their communities. We are pleased to report that all **22** women have now been successfully reintegrated.

From July to December 2024, **9** survivors rescued by the police were brought to The Blessed House, where they will receive the essential care and support needed for their healing and recovery.



MESSAGE FROM OUR CEO

Dear Captivating supporters of our work in the Philippines,

As we summarize the work of Captivating over this past July–December 2024 period, I find myself writing this message with a heart of deepest gratitude. It’s been an amazing six months of impact, thanks to the overwhelming generosity and support from you—our financial donors—our amazingly loyal and professional team at Captivating, and our incredible on-the-ground implementing teams. The collective impact we’ve made together is truly inspiring.

To our loyal support base, whether you volunteered your time, donated funds, or helped spread awareness, your contributions have been invaluable.

Thanks to your support, we have **educated over 4,000 children and more than 3,000 parents and adults** about the dangers of Online Sexual Abuse and Exploitation of Children (OSAEC) and how to protect themselves and their families. We have also **helped 363 children gain stable access to education**, provided their families with training and seminars that give them a chance to break free from poverty, and **empowered 142 mothers** to start their own businesses, creating sustainable livelihoods.

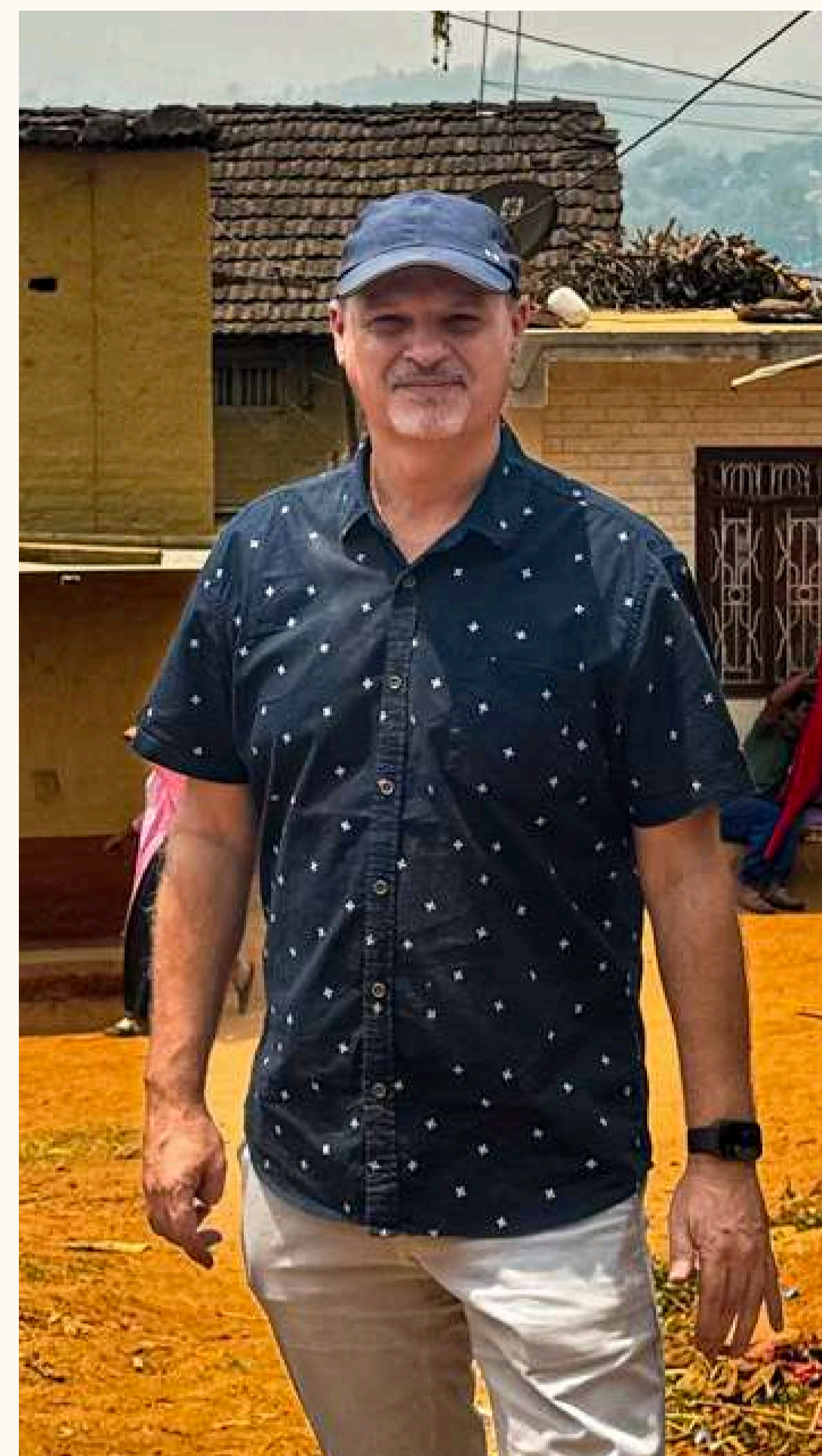
These numbers are just a glimpse of our impact in the Philippines. As you read through this report, I hope you see and feel the tangible difference your compassion and commitment have made in the lives of others.

At Captivating International, we believe in the power of giving back—that **ONE ACT** can result in **ENDLESS IMPACT** as girls, women, and their children go on to transform their world in ways they once only dreamed of. I am immensely proud to be part of a team so dedicated to making a positive impact. Your willingness to go above and beyond, especially during these challenging times, is a testament to the strong values we share.

Thank you, from the bottom of my heart, for your incredible support. Together, we are making a real difference.



Andrew Colquhoun
CEO and CO-FOUNDER
CAPTIVATING INTERNATIONAL



- ● Strategic Direction and Planning
- Marketing, Fundraising, Communications
- Project Governance, Audit, Legislative Compliance
- In-Country Implementing Partner



STOP CYBERSEX CRIME: AWARENESS & EDUCATION PROGRAM

Cybersex crime is a growing crisis in the Philippines, quietly taking root in some of the country's most vulnerable communities. With internet access now reaching even the most remote areas, children are increasingly being exposed to online predators, sometimes by the very people who are meant to protect them. For families struggling to make ends meet, what may start as a seemingly harmless way to earn quick money can quickly spiral into something far more dangerous. As these children grow older, they become conditioned to see this as an easy way to survive, continuing a cycle of exploitation that is difficult to escape.

The reality is alarming: the Philippines now ranks first in the world for cybersex crime involving children. This is not just a statistic—it's a call to action.

The Stop Cybersex Crime: Awareness and Education Program aims to break the cycle before it begins. Through targeted education in schools across high-risk areas, we equip 25,000 students every year with the knowledge and tools to stay safe online. Many young people spend hours in internet cafes, unaware of the dangers lurking behind a screen. Without proper guidance, they can easily fall victim to exploitation. Education is our most powerful tool in keeping them safe.

But this issue isn't just about children, it's also about the parents. Many don't fully understand the risks of exposing their children to online predators, believing that because there is no physical contact, no real harm is done. Changing this mindset is crucial, and through our program, we're working to shift perspectives and offer real, sustainable alternatives.

Together, we can protect the most vulnerable and create a future where no child is forced into online exploitation. Education is the key, and with the right support, we can make lasting change.

IMPACT NUMBERS

4,550 students participated in awareness sessions, learning how to stay safe online.

2,932 individuals engaged in community awareness sessions, where they learned how to recognize and respond to signs of abuse and exploitation.

18 new community advocates were trained to be vigilant, and equipped to report cases of abuse and take preventive action against OSAEC.

EQUIPPING FAMILIES WITH ONLINE SAFETY: ENSURING EVERY BENEFICIARY LEARNS TO PROTECT THEIR CHILDREN

One of the most powerful tools in preventing cybersex crimes is education. When families understand the risks and know how to respond, they become the first line of defense in protecting their children. That's why we are committed to ensuring that every beneficiary in our programs in the Philippines is equipped with vital knowledge about online safety.

During a recent gathering with families from our second Manila Slum Program, 225 parents and guardians participated in a day of learning and empowerment. We hosted four comprehensive seminars focused on Online Sexual Abuse and Exploitation of Children (OSAEC), ensuring that every family received clear, actionable information. Each participant also received our newly updated and rebranded OSAEC activity and information booklets, designed as an easy-to-read guide on keeping children safe online.

The impact of these sessions was eye-opening:

- Prior to our seminar, 99% of participants were unfamiliar with the term OSAEC. Only one parent had heard of it from a previous session.
- When faced with a potential threat, 80% of attendees said they would seek assistance from the police, while 20% would turn to trusted family members for support.
- Encouragingly, 94% of participants stated they would take immediate action if they knew a child was in danger—whether by calling the police, reporting to hotlines, or encouraging the victim to speak up.
- By the end of the day, every single participant had a clear understanding of OSAEC and felt confident in sharing their knowledge with others.

Beyond the Manila Slum Program, our team extended its advocacy efforts to communities where our One Hope Microfinance groups operate. We distributed 200 OSAEC booklets and calendars to parents and children, ensuring that even more families had access to critical online safety information. Many mothers eagerly flipped through the pages, deeply engaged in the content—some encountering these warnings for the first time.

It was heartening to witness mothers, who initially came to learn about microfinance, also walk away with life-changing knowledge on protecting their children from online threats. The conversations sparked that day reminded us why our work matters, not just in economic empowerment, but in safeguarding the next generation.





PARTNERING WITH THE POLICE TO KEEP KIDS SAFE ONLINE

Ensuring children stay safe online requires a community effort, and through our partnership with the Olongapo City police, we are reaching even more young people with critical online safety education. As part of their Police Bisita Turo Program (Police Community Teaching Program), we had the opportunity to lead OSAEC awareness sessions for students, youth leaders, and police officers, equipping them with the knowledge to recognize and respond to online threats.

During the program's launch, we spoke to 80 students, police officers, and youth leaders from two barangays in Olongapo City. Many of the students were hearing about OSAEC for the first time, but by the end of the session, they had a clearer understanding of the risks and how to protect themselves. The police officers also expressed their appreciation, noting how important these discussions are in today's digital landscape.

Our collaboration continued at Kalaklan Elementary School, where we reached 350 students from Grades 4-6 and local youth leaders. Along with discussions on online safety, we distributed OSAEC activity and information booklets to reinforce key lessons and provide a resource they could share with their families.

Although no direct cases of OSAEC were reported, students shared their experiences of receiving suspicious messages from strangers—some asking for their GCash (a mobile wallet and payment service in the Philippines) details or trying to connect on social media. Many admitted they weren't sure what to do in these situations before, but after the seminar, they felt empowered to recognize red flags, set stronger privacy settings, and report concerning behavior. Some even planned to talk with their parents about enabling parental controls on their accounts.

By working alongside local authorities, we are strengthening community awareness and ensuring children know how to navigate the online world safely. This partnership is a powerful step toward protecting young Filipinos and giving them the tools to stay safe, both online and in their communities.



ONE HOPE MICROFINANCE PROGRAM

For many women trapped in extreme poverty, the choices they face are heartbreaking. With no steady source of income and no access to financial support, desperation can drive them to take dangerous risks—risks that often lead to exploitation, forced labor, or even trafficking. Without alternatives, some are coerced into selling their own children or falling into cycles of crippling debt that can last for generations.

One of the biggest barriers they face is the lack of access to financial resources. Traditional banks won't lend to them, and predatory loan sharks take advantage of their desperation by charging unbearable interest rates. Women who dream of running a small business, often have no safe way to get started.

That's where the One Hope Microfinance Program comes in. We believe that the solution starts with the mothers. By providing small, low-interest loans, we empower women to build sustainable businesses, breaking the cycle of poverty and reducing their vulnerability to trafficking. More than just a financial program, microfinance fosters a community of support, where women uplift each other, share ideas, and gain valuable business skills. Here's how it works:

- Women receive small loans to start or grow their businesses.
- They join a microfinance group, meeting weekly to exchange ideas and encourage one another.
- Loan recipients form support networks of five or more women, helping each other stay accountable and successfully repay their loans.
- Business training and mentorship equip them with the skills to grow and sustain their income.

This program is more than just a financial aid, it's about restoring dignity and hope. With every woman empowered to stand on her own feet, an entire family is lifted out of poverty, and the cycle of vulnerability to trafficking is broken.

IMPACT NUMBERS

5,732 women have been empowered through the program since its launch in 2010.

1,129 women are currently enrolled in the program.

142 new women joined the program between July and December 2024.

11 women successfully graduated from the program.

60 active loan groups provide a strong network of support and accountability.

MORE THAN A LOAN: HOW MICROFINANCE IS KEEPING FAMILIES SAFE

Our microfinance team recently visited the first fellowship group formed in Hermosa, Bataan, where we had the privilege of hearing firsthand how these hardworking mothers are building better futures for their families. Each client shared a little about their business—some run sari-sari* stores, while others sell secondhand clothes, frozen foods, cleaning supplies, or homemade “pasalubong” (food souvenirs). Each venture, no matter how small, plays a crucial role in supporting their households.

As we got to know them, we also learned that many of these women are raising large families, some with more than five children. This underscored why our microfinance program exists, not just to provide financial support but to serve as a preventative measure against vulnerabilities like Online Sexual Abuse and Exploitation of Children (OSAEC). We took the opportunity to share the deeper purpose of our work and ended the visit by distributing OSAEC activity booklets for them to take home and discuss with their children.

One of the group’s founding members, Angela, is a great example of how microfinance empowers women. She sells dishwashing liquid, purchasing it in bulk to maximize her investment and repackaging it into smaller, more affordable sizes for her neighbors. Her business strategy ensures that both she and her customers benefit.

Angela’s dedication extends beyond her business, she is always one of the first to arrive at fellowship meetings and has never missed a payment. Her commitment is inspiring, and we hope she will continue to be a role model for new clients joining the program.

Through microfinance, we are not just helping families improve their livelihoods—we are equipping them with the knowledge and resources to protect their children. Every loan we provide is an investment in stronger, safer communities where families can thrive.

**local convenience store located in the neighborhood and usually attached to the owner’s house*





CELINA'S JOURNEY: FROM PEANUT BUTTER TO A THRIVING COMMUNITY STORE

We first met Celina in 2021 when she had just completed her first loan with us. At the time, she was running a small peanut butter business, selling her products through an online store. With determination and continued capital support from the One Hope Microfinance Program, Celina gradually expanded her business—transitioning from online sales to establishing a sari-sari store in her community.

Unlike most sari-sari stores that face stiff competition, Celina's shop is the only one in her secluded area, making it a vital resource for her neighbors. This unique advantage ensures that she has a steady daily income, allowing her to provide for her family and invest in her future.

With heartfelt gratitude, Celina thanks everyone who has given her the opportunity to grow her business and create a more stable and sustainable life for her family.



CELEBRATING THE PEOPLE BEHIND ONE HOPE MICROFINANCE

This year, our microfinance staff has gone above and beyond, showing unwavering commitment to the communities they serve. Through heavy rains and scorching summer heat, they have remained steadfast in their mission to help mothers achieve financial independence. In 2024 alone, they have welcomed over 200 new clients while continuing to provide guidance and support to those already in the program.

Each day, they travel to fellowship groups, visit clients in their homes and businesses, and offer encouragement and hands-on support, ensuring that families have the resources and knowledge to navigate their journey toward sustainability. Their impact extends far beyond numbers; they are mentors, motivators, and a source of strength for women determined to create a better future.

The One Hope Microfinance Program would not be possible without the dedication of these individuals, and we are truly grateful for them. The path to financial stability is not without challenges, but with a team like this, every step forward becomes a little easier.





MANILA SLUM PROGRAM

In Metro Manila’s slum communities, thousands of families struggle to survive in overcrowded spaces, often without clean water, proper sanitation, or secure housing. For children growing up here, the challenges are immense—not just in daily survival, but in breaking free from the cycle of poverty that has defined their families for generations.

At least 1.7 million children in these settlements face an uncertain future, with many unable to attend school. While tuition at public schools is free, the additional costs on school supplies, uniforms, meals, and transportation, are more than most families can afford. For these children, missing out on education means losing their best chance at a different life.

The Manila Slum Program is here to change that. Each time we launch a program in a slum community, we have the opportunity to:

- **Provide education** for 200 out-of-school children, with a focus on girls, ensuring they have the opportunity to continue their studies.
- **Raise awareness** among families about child safety and the importance of education.
- **Mentor and empower** students to become advocates for education in their communities.
- **Build strong local networks**, including volunteers and mothers’ groups.
- **Create income-generation opportunities** to help families achieve long-term financial stability.

Every child deserves a chance to dream beyond their circumstances. Through education and empowerment, the Manila Slum Program is turning those dreams into reality—one child, one family, one community at a time.

IMPACT NUMBERS

The program has officially expanded to a new community in Quezon City.

363 children are now back in school.

18 high-potential scholars have been selected to participate in specialized leadership training.

102 mothers are actively participating in targeted training sessions, guiding them through three sustainable pathways.

MADE POSSIBLE THANKS TO OUR KEY DONORS:

MSP I

Johnson Family &
Penman Family

Colin H. & Carey M.

Ann & John B.

Paul Martino | AF
Sourcing

Davies Ventura
Family Trust



TJ & Michele S.

MSP II

Jamoca Foundation

Julie E.



Glenis E.

WELCOMING 225 FAMILIES TO THE SECOND MANILA SLUM PROGRAM

Months of meticulous preparation, including house-to-house surveys, coordination meetings with community and barangay leaders, and school partnerships to verify children who had dropped out, led to a milestone moment in August: the official launch of the second Manila Slum Program (MSP). We were thrilled to welcome 225 new families into the program, opening doors to education and new opportunities.

This launch was made even more special by the leadership of three mothers from our first community, who stepped forward to become integral members of the MSP staff. Once beneficiaries themselves, they are now actively helping to implement the program and are proof of the transformation that empowerment can bring.

In September, our team conducted another community survey in MSP2, this time focusing on getting to know our beneficiaries on a deeper level. Among the new staff members, Jen shared how grateful and honored she felt to transition from a program participant to a staff member. She expressed how surreal it was to be treated with respect and even called "ma'am" as she visited the community, something she never imagined would happen in her lifetime.

As we walked through the streets, we were greeted with smiles and heartfelt 'salamat' (thank you). Families welcomed us into their homes, opening up about their struggles, their resilience, and their dreams for a better future. These relationship-building moments are at the heart of our mission, allowing us to better understand how we can support them and help more families break free from poverty.





FROM STREET BEGGING TO CLASSROOM DREAMS

As the eldest of four siblings, Doreen grew up carrying a responsibility far beyond her years. Born into extreme poverty, she had no choice but to beg on the streets to help feed her family—sacrificing her own education in the process. While other children her age sat in classrooms, Doreen spent her days navigating the harsh realities of survival, doing whatever she could to keep her siblings from going hungry.

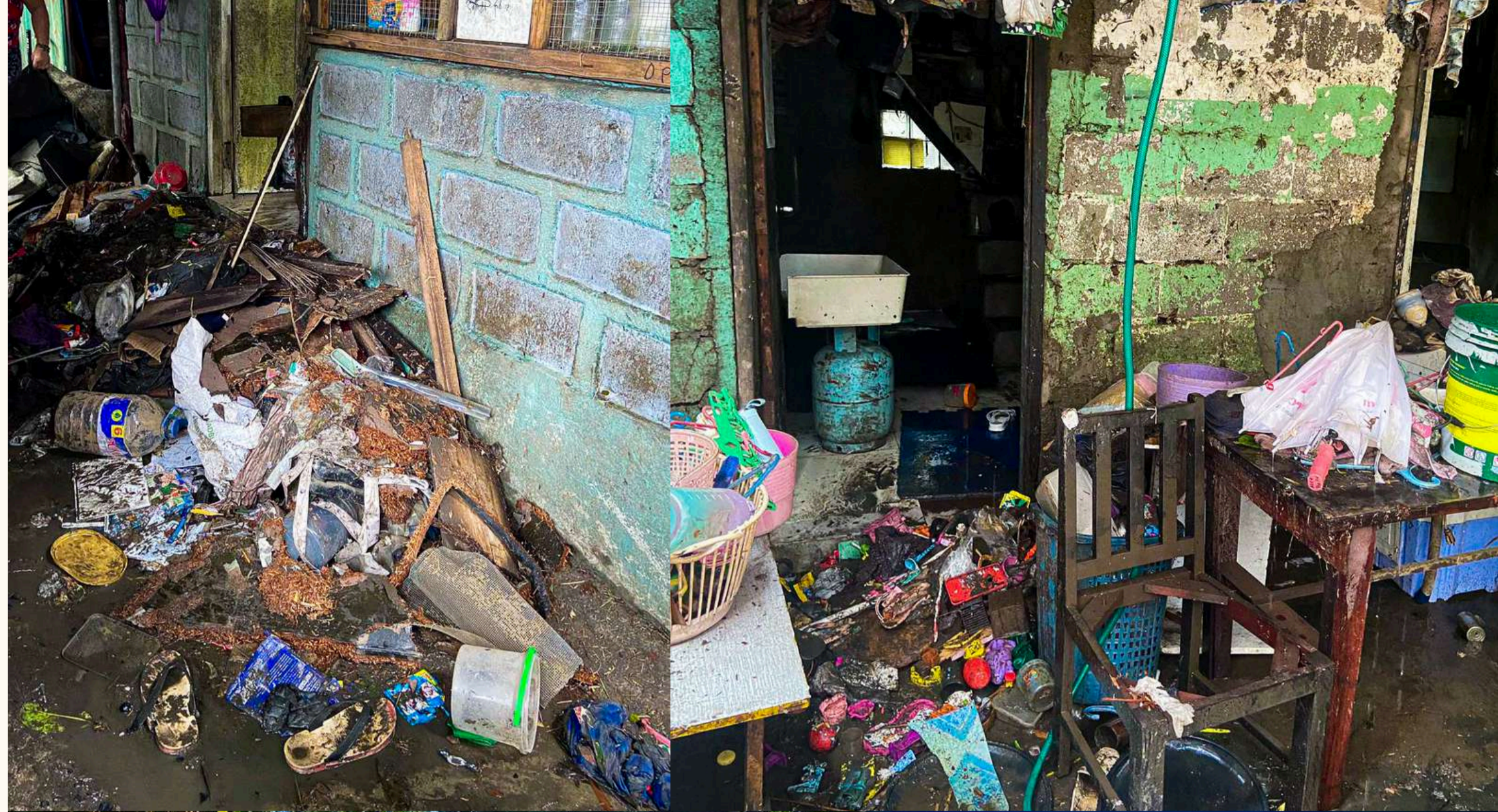
But everything changed when she became part of the Manila Slum Program. Since the start of the school year last July, Doreen has maintained 100% attendance and is thriving in Grade 9. Through the program, she receives access to education, daily meals, and emotional support, giving her the stability she never had before. No longer burdened by the weight of survival alone, she now loves going to school, making new friends, and daring to dream about her future.

EMERGENCY RELIEF: POST-TYPHOON RECOVERY SUPPORT

In July, a super typhoon brought devastation to Metro Manila, submerging homes and leaving families in dire need. Our team visited affected families in the slum area as they returned from evacuation centers. Many found their homes destroyed, floors warped, and belongings caked in mud.

Volunteers provided hot meals to those who hadn't eaten in days, while families began the painstaking work of rebuilding.

After a few days, we distributed emergency construction materials to 42 affected families, including 32 from the Manila Slum Program. Aluminum roofing sheets, wood, and plywood were provided, allowing families to rebuild their homes and restore a sense of normalcy.





THE BLESSED PROJECT

After being rescued, trafficking survivors are brought to The Blessed Project where they receive the physical, psychological, and educational support that they need. They are cared for at the shelter while they recover and heal, while being equipped with life skills that will help them get back on their feet in the future. The ultimate goal of this project is for them to be successfully reintegrated into the community, while ensuring that they will not be revictimized but instead become advocates against human trafficking and positive contributors to the society.

All names in the stories that follow have been changed for privacy and protection.

IMPACT NUMBERS

Since the last quarter of 2021, our goal has been to safely reintegrate 22 women and their dependents back into their communities. We are pleased to report that all **22** women have now been successfully reintegrated.

From July to December 2024, **9** survivors rescued by the police were brought to The Blessed House, where they will receive the essential care and support needed for their healing and recovery.

REA'S JOURNEY OF JUSTICE AND HEALING

Rea was rescued and brought to our Blessed Project during the lockdowns, where she received immediate care and protection. However, the challenges of that time meant that her legal case against her perpetrators faced constant delays, prolonging both her fight for justice and her chance to be reintegrated with relatives who could provide a safe home. It was only this year that her case made significant progress.

Testifying in court after years of trying to heal from her trauma was not easy, but Rea faced it with courage. The most painful part of her story is that the very people who betrayed her trust—her own grandmother and aunt—were also the ones who tried to manipulate her into changing her testimony. But Rea stood firm. Seeing her unwavering resolve, they ultimately chose to plead guilty in the most recent hearing, leading to their conviction and imprisonment.

Now, as Rea turns 18, she is finally free to begin a new chapter in life. Though her journey has been long and painful, she never gave up. We stand with her in celebrating this hard-won justice and in looking ahead to the bright future she deserves.





A SAFE PLACE FOR JANE

Twelve-year-old Jane recently came into our care after being referred by a local social worker. Her story is one no child should have to endure—her own father and cousins were the perpetrators of her abuse. Despite everything she has been through, Jane is now in a safe place where she can begin to heal.

Every day, we see her take small but meaningful steps forward. Through one-on-one counseling, she's learning to process her trauma. With educational support, she's slowly regaining a sense of normalcy. And through simple joys, like arts and crafts and moments of play, she's rediscovering what it means to just be a child again.

Jane's case is also a first for us. While we have helped many survivors safely reunite with relatives, she is the first we are assisting into foster care. As our social worker, Jhemma, continues working in regional efforts against OSAEC, more families are becoming open to fostering. This is a significant step toward giving survivors like Jane a truly fresh start. There are still legal challenges ahead, but knowing that a loving foster family is eager to welcome her gives us hope for her future.



YOU CAN BE INVOLVED TODAY

Donate through our website at www.captivating.org and receive a tax-deductible receipt for donations from Australia, the US, New Zealand, or Hong Kong.

Help spread the word and share these projects with your family, friends, and business networks.

If you have any query regarding this report, please contact kayla@captivating.org.



**Captivating
International**
One Act. Endless Impact.

