

SIMPLY *Captivating*

2020 ANNUAL IMPACT REPORT



CAPTIVATING

JANUARY TO DECEMBER 2020



Our Mission

Captivating believes that within every child lies the potential for greatness - something of incredible value to their world. For many, much of this value is lost because of poverty or injustice - they have fallen into a gap.

Our mission and passion is to see disadvantaged, impoverished, poorest-of-the-poor children soar - see them reach out for a better tomorrow.

This child's problem stops with us.

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Message FROM THE Founders

How quickly another year flies by. This time last year, as we penned our summary letter to you, we concluded with concern for the year that lay ahead - a year we knew would be one of our most difficult on record. At that time (April 2020) COVID-19 was just starting to make its devastating global impact. Today, the news is filled with second waves, with countries like India and Nepal being devastated. We all live in hope.

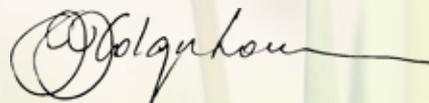
2020 came and went. And although it was indeed a challenging year (for everyone), Captivating, our projects, partners, and most of our beneficiaries live to fight another day. There were indeed casualties where small businesses were lost due to lockdowns, and students out of school due to closures, with many of these issues still continuing in Nepal and the Philippines. But, what also resulted was consolidation, determination to get through this, and an overall spirit of survival coming through. This was amazing to be a part of.

So, how did we go? You'll read in this annual update of a global donor base that is simply outstanding. In a year where we braced for a financial fallout, we finished slightly up on 2019. This was an unbelievable result, especially considering many of our fundraising events had to be canceled due to COVID restrictions. You will read of projects in China continuing largely unaffected, while activities in the Philippines and Nepal had to change direction - moving more towards creative solutions, emergency relief, and care packages.

In the end, still, over 10,000 lives were directly impacted through amazing on-the-ground efforts. Through this time, over 30 Captivating funded partner staff tested positive for COVID. Thankfully everyone survived. At the time of writing, Nepal is being hit hard by a second wave and so we hold our breath for the safety of our teams and those they are helping.

We brace for another difficult year but are thankful we are on the ground where it matters to make the best impact we can. Our theme for 2021 is something we feel very strongly about: "TOGETHER we are ONE". We exist to put our differences aside, and simply help the most underprivileged we can find. Help them reach out for a better tomorrow. We can't do it without you, our generous supporters, and donors.

Thanks for helping us survive 2020. Let's thrive in 2021. TOGETHER as one.



ANDREW & JULIE COLQUHOUN
Founders | Captivating International





MESSAGE FROM THE CHAIRMAN

Compelled to Respond

Dear Friends and Supporters,

As Chairman of Captivating International Foundation Limited (CIFL) it is my pleasure to report to you our supporters on the amazing work and impact of the Captivating family.

2020 was an unprecedented year of challenges not faced by the world in living memory. The Covid-19 pandemic touched the lives of almost every person on earth. Many were impacted by the health effects of this virus. Almost everyone was affected by the economic fallout of closed borders and lockdowns.

The people who suffer the most in global calamities are the poor. While western governments have delivered multi-billion dollar relief packages, poor countries have had little to no ability to support their populations. These countries have medical systems incapable of responding to a pandemic of this nature. Already official United Nations reports establish that over 100 million people have fallen back into extreme poverty. Desperate poverty makes people even more susceptible to human trafficking. Captivating is compelled to respond.

We cannot thank our donor base enough for sticking with the vision of responding to a world in need. Throughout this pandemic our donors have made amazing sacrifices to see those in desperate need have hope. Without you, our work is not possible. To you we say thank you.

During the year, each of our partners and our Captivating staff have made sacrifices to see the work of Captivating continue. In our fundraising and implementation offices staff voluntarily took pay cuts and continued to work. In Nepal our partners radio station worked at full capacity communicating pandemic health messages. Through this initiative our help desk organized responses to many cries for help. We honor you our in-country organizations - 3AN and Tiny Hands/Love Justice in Nepal; Shamtse, and Shenzhen Charity Federation in China; and Honor 1000 Movement in the Philippines. We see your sacrifice and stand with you.

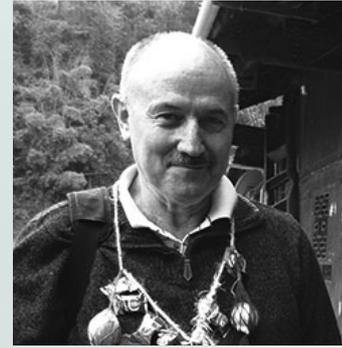
BOARD OF DIRECTORS



Lynn Velez
USA



Karen Seymour
HONG KONG
(Appointed Nov 2020)



Glenn Roberts
AUSTRALIA



Tom Wang
CHINA
(Appointed Nov 2020)



Greg Schultheis
USA



Scott & Judene Irvine
CHINA
(Resigned Nov 2020)

Finally, as a Board we would like to express our gratitude and appreciation for the incredible leadership and commitment of our founders Andrew and Julie Colquhoun. Their work drives us all to impact children and families throughout the Captivating world. I would also like to thank retiring board members, Scott and Judene Irvine, who have served as Captivating directors since Captivating began in 2008. Thank you for the legacy you have helped form. Finally, it is my great pleasure to welcome Karen Seymour (Hong Kong) and Tom Wang (Shenzhen, China) to the board.

We are challenged and continue to be compelled to respond to the desperate needs faced by people in the countries where we work. We thank you for continuing to walk with us in this response.

Regards,

A handwritten signature in black ink that reads "DEAN BEVERIDGE".

DEAN BEVERIDGE

DEAN BEVERIDGE (BSc LLB)

Chairman of the Board
Captivating International Foundation Ltd.

Captivating

AT A GLANCE

FINANCIAL REVIEW

**TOTAL
REVENUE** ▲
2%

2020 was again another Captivating best revenue year on record even during a very difficult COVID-19 year globally, up 2% (includes global revenue adding together all related entities/partners). We are extremely thankful to our generous donors and partners for their continuous support of Captivating.

**FUNDS DIRECT TO
PROGRAMS** ▼
26%

This was down in 2020 due to COVID-19 and our partners in lockdown being unable to complete projects as well as a 20-30% reduction in salaries across Captivating and its partners with the uncertainty of donations being received.

**PROJECT
SUPPORT COSTS** ▲
1%

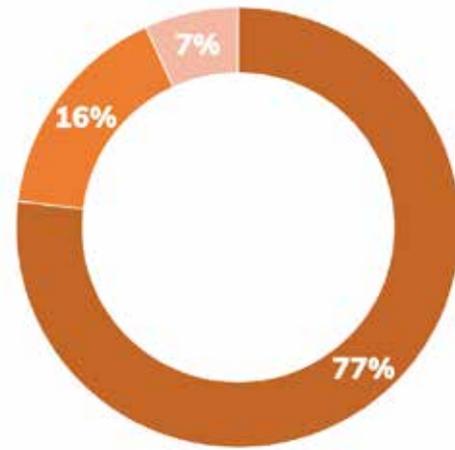
Although decreased in dollar terms, as a % of expenses it is up slightly due to program funds dropping significantly for the year.

**CORPORATE
SERVICES** ▼
1%

Slightly down against the previous year 23% of total expenses vs 24%.

STATEMENT OF ACTIVITIES

JANUARY TO DECEMBER 2020



2020	2020 US\$	2019 US\$	2019
UP 2% TOTAL REVENUE	1,365,748	1,340,498	
77% PROGRAM SUPPORT	754,619	1,006,921	76%
64% Funds to Program	629,003	845,659	64%
13% Project Support (incl project salaries)	125,616	161,262	12%
23% CORPORATE SERVICES *	231,555	316,160	24%
16% Fundraising & Marketing	164,582	227,023	17%
7% Administration & Accountability	66,973	89,136	7%
100% TOTAL EXPENSES	986,174	1,323,081	100%
SURPLUS FOR THE YEAR	379,574	17,417	

TO OUR DEDICATED
CORPORATE SERVICE DONORS:
THANK YOU!

We are so fortunate to have companies and donors who help underwrite Captivating's work. As shown above, in 2020 Captivating Corporate Services represented 23% of total expenses. We are happy to report that 68% of these expenses were funded by this generous group (some of their logo's shown on the right). Our aim is to one day achieve full corporate services funding.



Shenzhen Charity Federation
CAPTIVATING
ANNUAL CHARITY AUCTION



CELEBRATING *12 Years* OF IMPACT

32,885

women **intercepted and stopped at the border** due to concerns they might be in the process of being trafficked

96%

or around 21 million have access to anti-trafficking education messaging in Nepal

358

women and girls were **rescued** from human trafficking (brothel raids, India and Nepal police raids found women locked in houses)

1,187

girls **graduated** school or vocational training programs



6,583

families **increased their incomes** through sustainable projects, benefitting an estimated **22,500 lives**

214

women and girls **provided safety and protection** following their rescue as survivors of trafficking and abuse

64,704

people **educated** on Human Trafficking and prevention strategies

19,800

participated in **health and wellbeing programs**

1,397

children benefited through **supply of books and computers**

Nepal

9,780 women stopped and interviewed at Captivating funded monitoring stations because their situation looked suspicious

2,597 women and girls stopped from entering India because of grave concerns they were being trafficked

48 women and girls rescued from brothels and pimps

511 girls were referred to the police for further investigation and possible prosecution of their traffickers

540 women received assistance for domestic violence and legal issues

350 school students and community members directly involved in anti-human trafficking education programs

519 women now part of the My Business-My Freedom microfinance program

21,000,000 with access to a Captivating funded radio broadcast about the dangers of human trafficking (96% of Nepal)

32 women provided long-term aftercare following their rescue as survivors of trafficking and abuse



**OUR CHARITY
PROJECT PARTNERS**





INTERCEPTING GIRLS

Captivating fully funded six monitoring stations in Nepal during 2020. During this time, trained staff with government approval, stopped 2,897 suspicious looking cases, and did not allow them to continue with their travel plans. 511 girls were referred to the police because substantial, hard evidence was found to confirm that trafficking was involved.

Most who are trafficked will never be seen again. We believe that this may have prevented many of them from a life of exploitation, torture and abuse. These small, but effective, checkpoints are set up near important transit hubs and border crossings.

RESCUE & RAIDS

48 girls and women were rescued from brothels and pimps in Nepal and India during 2020. Carefully planned in close coordination with local police and government officials, these dangerous rescues are returning girls to safety and freedom. Medical help, counselling and legal aid is provided for these victims of human trafficking and abuse. Often a court case is filed against the perpetrator and more often than not, results in prison sentences for traffickers.

Captivating is supporting the engagement of whole communities, in both villages and schools, in the battle against Human Trafficking. Through our on the ground partners, we are creating a ripple effect that is impacting hundreds and saving lives. 350 people were given the opportunity to learn about the dangers of human trafficking in 2020 and how to keep themselves and their children safe and where to go if they need help.

COMMUNITY AWARENESS PROGRAMS



THANK YOU

Our thanks to everyone who supported these programs during 2020 with special thanks to: The French Beauty Academy, Mel Burrett, The Penman Family, The Johnson Family, Jamoca Foundation, Paula Whalen, Mike Davies and Sheryl Ventura, Lightstream, PAPSDA, Amrosia, Midnight Charity Run, Stop Trafficking 5k, The Workout Challenge.

MY BUSINESS MY FREEDOM MICROFINANCE PROGRAM

519 women were part of the My Business My Freedom program during 2020. This microfinance program helps vulnerable women into their own small business which provides financial freedom to her and her children. Covid-19 lockdowns created struggles for most of these women, however with support from the team and each other, businesses are opening again and these women are feeling confident about their future.

The genuine opportunities for women in the My Business My Freedom program to generate their own income, means that she will be less likely to slip into high-risk situations such as prostitution, or travelling to unsafe places for work.

Our thanks to **Jamoca Foundation, The French Beauty Academy, Kenneth Whalen Family Foundation, and Davies Family** for making this possible.





COMMUNITY RADIO BROADCASTING

3 Angels Community Radio staff handing emergency care packages to the women in one Nepal region

Since 2013, 3 Angels Community Radio (3ACR) has been broadcasting throughout Nepal. Over the years, this has proven to be an effective means of communicating about the dangers of human trafficking and growing awareness in remote communities. During 2020, Captivating was the majority funder of the operating costs of the station which successfully reached 72 districts of Nepal from its broadcasting base in Pokhara and through multiple relay station partnerships reaching an estimated 21,000,000 Nepali people.

3ACR is reaching families who are in vulnerable situations by broadcasting 17 hours, 7 days a week covering a wide range of relevant topics such as health and hygiene programs, agricultural help, legal aid and children's programs. In particular during 2020, the radio station was a voice of hope during the Covid-19 pandemic by providing updates and health warnings and clear preventative measures. They were instrumental in supplying emergency care packages to many who called in on the hotline during COVID-19 lockdowns.

Thank you to all who donated to help this station continue to do what it does best. Our special thanks to the **Shelton family**, the **Penman and Johnson families**, **AF Sourcing**, **Greg Schultheis** and the **Midnight Charity Run**.



Justice is not fully served until perpetrators of abuse are arrested and dealt with according to the law. Achieving a sense of justice also helps survivors of abuse in their healing and recovery. We want to prevent these traffickers from victimizing more women and children.

19 court cases were filed in the court system during 2020. This was done with the assistance of local police. More often than not, the outcomes of these cases result in prison sentences.

540 women received legal assistance for abuse and mistreatment as well as their rights on various other legal matters.

DOMESTIC VIOLENCE & LEGAL HELP



WOMEN'S SAFE HAVEN

The primary scope and purpose of the Safe Haven is to provide shelter, support and ongoing personal empowerment and control to victims of trafficking. However, the program has also progressively (and quite organically) widened its scope to provide support to severe cases of gender-based violence until their safety and right to live a dignified life is stabilized. Victims of rape (especially minors) are also referred to the Safe Haven by police and hospitals.

32 women transitioned through the Safe Haven during 2020. During their stay, they received medical help, counselling, and training in a particular skill that will provide them with employable skills and independence.

Our special thanks to **The Kenneth Whalen Family Foundation** and the **Velez Family** for making it possible for this safe place to provide safety and support for women.





China

277 girls in vocational school training

143 women graduated from My First Job and Tailoring Programs

117 families started in their pig raising small business



**OUR CHARITY
PROJECT PARTNERS**



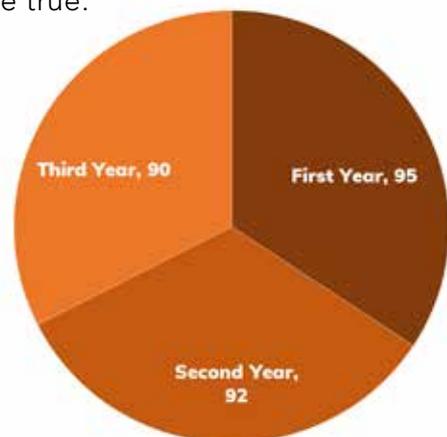


VOCATIONAL SCHOOL SCHOLARSHIP PROGRAM

The Vocational School Scholarship Program is a 3-year vocational schooling program where girls, mostly from agricultural and pastoral areas in Western China region, are helped to get back to school to complete their education.

A total of 277 girls are studying in a field of their choice, growing in confidence and independence. A dream most thought would never come true.

- Medical and Nursing Studies
- Education Studies
- Language Studies
- Engineering, Technology and Construction
- Management and Accounting
- Media and Technology Studies
- Transport Crew and Services
- Environmental and Agricultural Studies



Number of girls per year level

Thank you to **ZURU** for underwriting this program and to our **Sponsorship Family** for sponsoring these girls. Our thanks also to the **Annual Charity Auction, PCH, Li & Fung, Husky Energy, WIK, SCIE and BASIS**, who got behind this program. Together, we are making dreams come true.

MY FIRST JOB

There was both excitement and apprehensiveness in the air as 120 women joined the My First Job Assistant Chef Program across four regions in July 2020. Most had missed the majority of their schooling but the teacher took the time needed to explain measurements, different types of food and different cooking styles.

New confidence was building in these women and after a few short months of training, as well as internships, 113 women graduated as assistant chefs. Many of these women graduated with job offers from their internships. We are confident that most of these women will have jobs in the near future.

Our special thanks to **ZURU** for half funding the My First Job programs. Thanks also to **The Shenzhen Midnight Charity Run**, **WIK** and the **Annual Charity Auction**.



HUSKY ENERGY*

TAILORING SKILLS PROGRAM FOR WOMEN



In July 2020, 30 women started the Husky Energy* Tailoring Skills Program for Women. After 3 months of intensive training, the women were able to make beautiful Tibetan and Mongolian robes and 27 women successfully graduated and commenced their internships. Most of these women are from remote areas in Western China and have little to no education so this is a huge accomplishment for them.

This program has taught them skills that they have taken with them into employment. All the 27 graduating women are now in jobs where they are able to earn a stable income and increase their family's financial status. They are proudly working hard to provide a bright future for their children.

Thank you to **Husky Energy** for fully funding this project and giving this life changing opportunity to these women.

**Husky Energy is now part of the Cenovus group of companies*



PIGS FOR PROSPERITY

117 families benefitted from the Pig for Prosperity Project during 2020. These underprivileged families each received two pigs to raise and breed piglets to sell. Each family was excited to receive their pigs and go through the training from professionals on how to best raise pigs, when to breed, when to sell and how to keep them healthy.

Each sow usually produces two litters of nine piglets each year. This extra income from these small, homebased businesses, significantly makes a difference financially to be able to continue sending their children to school and to be able to provide living and food security for their large families.

Thank you to GPA Global for underwriting this project and to the Shenzhen Charity Federation Annual Captivating Charity Auction attendees. Together, we helped bring independence to 117 families.



Philippines

2,365 families in the microloans program

1,559 school students participated in cybsersex awareness programs

11 young women and children provided long-term aftercare following their rescue from human trafficking

9 children were rescued and provided immediate care as victims of cybersex crime.

35% of the total operating budget of HONOR was funded through sustainable projects



**OUR CHARITY
PROJECT PARTNERS**



STOP CYBERSEX CRIME

The Philippines is number 1 in the world for cybersex crime. Driven by poverty and desperation, supported by wealthy western countries, this heinous crime targets the vulnerable and innocence is taken.

1,559 school students and women from high risk areas, participated in cybersex awareness programs run by our partner Honor 1000. This program sheds light on this issue, explains the dangers and also shares how and where to get help.

Although COVID-19 lockdowns, school closures and community gatherings have been banned since March 2020, we have still seen a significant impact in this space by the team going into the community and reaching families where they are by going door-to-door, social media advertising, and handing out resources and information brochures.





THE BLESSED HOUSE

The Blessed House is recognised by the government and NGOs (International Justice Mission and Voice of the Free) as a safe place of referral for children rescued through raids on cybersex crime. It is also a place of referral for women who are survivors of human trafficking.

During 2020, 12 minors and 3 women, rescued from human trafficking, found shelter in The Blessed House. 9 rescued victims of online sexual exploitation, aged between two months and 28 years old (28-year-old woman is deaf and mute) were referred and received counseling and much needed support. These survivors stay at the safe house for about 3 months until a new and safe foster home can be found for them to live. 6 women and 6 children were reintegrated back into their community after rehabilitation and skill building.

Our special thanks to **The Jamoca Foundation, The Crossing Foundation, and Stop Trafficking 5K** for underwriting this project.

MICROFINANCE PROGRAM

Current estimated population of children in the Philippines is at 31% (33 million)¹, and studies show an alarmingly large percentage of these children - 8 out of 10 - are vulnerable to trafficking and online sexual abuse and exploitation. This is fueled by widespread poverty, lack of jobs, and easy access to the internet. With the close-knit nature of Filipino families, it has been a cultural norm for them to do whatever it takes to help the family survive². Unfortunately for some, this could mean endangering the lives of their very own children and doing what it takes to survive.

Microfinance helps by providing families the opportunity to take out small loans to either start or grow their small business. 2,365 families are part of the Honor 1000 Microfinance Project and are working hard to provide for their children, significantly reducing the risk of these families falling into the trap of cybersex crime or human trafficking.

COVID-19 significantly impacted the women and their businesses due to constant lock-downs. This was a very difficult time for all those involved in this program. We are happy to report that starting in August, the majority of businesses recommenced.

Thanks to the **Jamoca Foundation** for underwriting this life changing program.

¹ Asian Development Bank. (n.d.). *Philippines: By the Numbers*. ADB Data Library. Retrieved from <https://data.adb.org/dashboard/philippines-numbers>

² World Hope International. (2020, October). *OSEC: A Modern Face of Human Trafficking*. Retrieved from https://reliefweb.int/sites/reliefweb.int/files/resources/OSEC%20-%20MODERN%20FACE%20OF%20TIP_8.5-11.pdf



Captivating EVENTS



Now in it's 5th year, our annual Stop Trafficking 5K global event held in August 2020, was our biggest and best yet. Our heartfelt thanks to 40 teams and 521 participants across 9 countries who got behind this event and joined together to stop trafficking in it's tracks. US\$141,870 was raised to support our anti-human trafficking work in Nepal and the Philippines.

Thank you to our in-country partners 3 Angels Nepal, Tiny Hands Nepal/Love Justice and Honor 1000 in the Philippines.

STOP TRAFFICKING 5K GLOBAL

DATE: June 2021
(but can be held anytime throughout the year)
LOCATION: Anywhere in the world

For more information, visit our website at **STOPTRAFFICKING5K.ORG**

Or send us a message via:

Email: stoptrafficking5k@captivating.org
Facebook: www.facebook.com/StopTrafficking5K
Instagram: www.instagram.com/stoptrafficking5k

**NEXT EVENT
SAVE THE DATE**



SHENZHEN CHARITY FEDERATION CAPTIVATING 12TH ANNUAL CHARITY AUCTION SHENZHEN

Saturday night, 17th of October, 2020 was a highlight for us all. As we dealt with a global pandemic, coming together to celebrate the opportunity to be part of something bigger than ourselves and rising up together to impact the lives of the less fortunate. It was a night that lifted the spirits of the 450 guests who attended.

Once again, the Futian Shangri-La was the perfect setting to host our annual event which raised RMB 1.3 million [US\$200k].

Through Captivating's charity partners: The Shenzhen Charity Federation and Shamtse Charity, we were able to impact the lives of over 1,000 young women, single moms and their children in 2020.

Our thanks to over 100 volunteers, amazing school communities, talented entertainers, and our generous corporate sponsors.

DATE: 16th October 2021
LOCATION: Futian Shangri-la,
Shenzhen, China

For more details, please visit
CAPTIVATINGEVENTS.ORG

If you are a company and would like to support this event, please contact:

serena@captivating.org or
tracy@captivating.org

**NEXT EVENT
SAVE THE DATE**



MIDNIGHT CHARITY RUN

SHENZHEN

DATE:
October 2021 (TBC)

LOCATION:
Lianhuasham Park, Shenzhen

For more details about the next
Midnight Charity Run, please
contact info@captivating.org.

NEXT EVENT
SAVE THE DATE

For the 12th year in a row, 65 runners gathered together at midnight to run through the streets of Shenzhen. Thanks to the athletic runners and the 30 dedicated volunteers who came out on Saturday, November 7, 2020 to run for a cause. Together US\$42,600 was raised to support the work of Captivating China through the Shenzhen Charity Federation CAPTIVATING Fund.

OTHER EVENTS

Sadly due to COVID restrictions, we were unable to run our much loved Annual Kids with Heart Mini Olympics and Captivating Santa Run. We look forward to these events returning in the future.



About Us

Captivating supports charitable programs with a clear focus on sustainable development in three countries: China, Nepal and the Philippines.

Captivating raises funds across different countries through entities and partners.

HONG KONG

Captivating International Foundation Limited is a registered tax exempt charity of Hong Kong. (No:91/9723)

CHINA

Captivating International operates as an approved charity fund under the umbrella of the Shenzhen Charity Federation. We only support programs run by registered and approved Chinese charities.

AUSTRALIA

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.

USA

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

TO DONATE

Step 1: Go to captivating.org
Step 2: Select the DONATE button
Step 3: Follow the prompts

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

CONTACT US

www.captivating.org

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www.captivating.org/our-blog



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