



ANNUAL REPORT FOR 2013

ASHA GLOBAL DEVELOPMENT
ORGANISATION LIMITED

AND

ASHA GLOBAL FOUNDATION





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Asha Global's Vision

To help create a world free from sex slavery

Asha Global's Mission

Asha Global partners with local community-based organisations to support holistic and sustainable community development practice with women and children in red light areas.

Asha Global's Values

Asha Global values inclusivity, diversity, empowerment, compassion, respect, and justice. Asha Global stands for all those affected by sexual exploitation, regardless of race, ethnicity, religion, or political persuasion.

Asha Global's Approach to Development

We have a community development approach based on partnership and collaboration. We holistically acknowledge the societal, spiritual, physical and emotional aspects of the work we engage in.



Executive Director's Report

It has been an eventful year for us at Asha Global! A year of significant growth and change, reflection and consolidation as well as building vision for the future.

Asha Global Development Organisation Limited became a Company Limited by Guarantee on the 6th of June 2012. The Company is also trustee of The Asha Global Foundation, which has deductible gift recipient status and is a partner with World Relief Australia (WRA). The partnership with WRA provides Asha Global with advice, tools and structures for operating an ethical and professional international development organisation.

One of our most significant events has been the November 2012 *Speaking Tour Campaign, 'Hear Her Voice'* in which the Director of Asha Global's then partner organisation Apne Aap Women's Collective (AAWC) spent three weeks speaking to various community groups, organisations and companies throughout Melbourne, and at numerous events held by Asha Global and the wider community. The tour was a great success with thousands of people having the opportunity to learn about the issue of sex slavery and be equipped with ways to counter it through linking with Asha Global. It raised significant funds for our work, totalling over \$20,000, and we gained ten new Individual Sponsors. The tour provided a rich learning experience for all Asha members with much knowledge gleaned about how to run campaigns that are more sustainable, targeted and ultimately effective in the future. Heading into 2013 the key focus is consolidation toward a sustainable working model for the organisation and its members.

The Speaking Tour demonstrated that we need more leaders and managers in place, and generally more long-term committed volunteers as much of the program depended on the Executive Director. Our first steps have been to identify Asha's key strategic goals and to develop the organisation's proposed structure around these.

In May Asha held a community dinner and an associated online fundraising campaign. The dinner created a great space for sharing, relationship building and maintaining a sense of connection with our sponsors, supporters and our team of volunteers and provided us with the opportunity to confirm our objective - a world free from sex slavery. We used this opportunity to launch the "Hear Her Story" online fundraising campaign using social media, press, and eNewsletters to raise awareness of the issue and to encourage people to donate. The campaign and dinner raised \$3,500.

Our efforts in Campaigns and events not only contributed to significantly raising awareness about the issue of sex slavery, we also fundraised to contribute to our projects with AAWC in



India. These projects included our *Capacity Building Project* whereby a full time staff member at AAWC was employed who carried out professional development training for all staff every

month. This staff member also co-ordinated the education and vocational training centre on a daily basis for the daughters of the women in the red light area, and further oversaw international volunteers assisting their work. Literally hundreds of young women were impacted by this projects work. We also set out on a *Participatory Research Project* whereby the whole community around AAWC including the beneficiaries would be involved in collecting information about the work of AAWC, its impact, needs and areas where it might develop. Professional Development sessions around research skills were provided by Asha Global volunteers to AAWC staff fortnightly. Asha Global funded the staffing of this project and also visited AAWC in Mumbai to participate in gathering the research. The aim of this project was twofold- to give voice to the girls and women and for AAWC to develop information gathering and research skills toward creating a strong evidence base for their work toward increasing funding opportunities and sustainability. Throughout the year the girls at AAWC and students throughout Victoria also participated in the *Young Advocates Movement Project* where relationships are built between children and young people in Australia and with those in India, and Australian students are empowered with skills to become change makers around this issue, running fundraisers and raising awareness. A full curriculum has been developed for this program, and we hope in 2014 to engage with many more schools, universities and young people's community groups to see a powerful movement of young people emerge.

The process of recruitment into our new structure developed through strategic planning began in March and has continued through the year. This has seen Asha Global welcome many new dedicated, experienced and passionate volunteers. Four out of the five volunteer management roles have been filled, and we are currently seeking to recruit a Fundraiser Manager. Each manager has spent the last few months shaping and recruiting co-ordinators, advocates and ad-hoc volunteers into the teams. This structure will allow each volunteer to operate with a manageable workload (no more than 10 hours per week), which is a sustainable expectation for a voluntary role. These teams will work together collaboratively to implement Asha's vision and goals. Asha Global remains 100% volunteer run. We endeavour in coming years to establish a core of staff to compliment this amazing volunteer commitment toward expanding and sustaining our work.

A number of the founding members of our Board of Directors decided during the year that it was time to move on and these have been replaced by a number of new directors. In August our Chairperson, Jess Dean, finished her term, and we have subsequently appointed a new Chairperson, Con O'Brien. We will continue our recruitment of Board members in 2014 with the aim of developing a strong, committed and experienced board of governance. The commitment of our founding Board members, especially during the past year is gratefully appreciated.



Our partnership with Apne Aap Women's Collective (AAWC), which predated the formation of Asha Global, came to an end during 2013 by mutual agreement. . We can look back on all we achieved with AAWC in the lives of many girls and women, take forth what we have

learnt from this, our first partnership, and actively seek new partnerships to carry us into 2014.

Naomi Godden the Community Programs Manager and her developing team have been working hard to research and understand the anti-sex slavery community and their networks throughout India with a view to partnering with organisations whose philosophies and values are supportive of our own. We are developing an evidence base for this project area, which will underpin our developing Theory of Change. We believe that the three most effective areas in achieving a world free of sex slavery are prevention, pathways out of sex slavery and empowering survivors to be agents of change. We also understand the most effective approaches to achieve these aims are education projects implemented through community development principles.

We are in contact with a number of relevant organisations and plans are now underway for a trip to India in December 2013 to investigate collaborations and partnerships. There are some incredible, innovative, empowering and cutting edge organisations in India and we are thrilled to have the chance to get to know them and see what emerges.

For me it has been the most challenging, rewarding, stretching and dynamic year since I began working on this endeavour, and I am most deeply thankful to each and every one of our board volunteers, sponsors, members, donors and supporters within the community. Thank you for choosing to act and make a difference in the lives of our precious sisters throughout the world. Thank you for believing there is always hope in the face of this cause and issue - an issue described by many as the most horrific, prolific, complex and confronting of our times. When I think of these sisters of ours who I have personally met many times, remember their faces, their warmth, their courage and their amazing tenacious resilience I am always inspired to believe there is hope! I remember it is not about an "issue" but about her, and about her too - about each individual life, and each life is worth all of our time, energy, dedication, compassion and unyielding support.

On behalf of the entire team at Asha Global I thank you and invite you to continue with us on this journey, toward seeing our vision become a reality - a world free from sex slavery.

Warmly,

Emily Hanscamp



Founder and Executive Director