

human & hope



2020 - 2022 Strategic Plan

Ensure Financial Sustainability

Goal 1: To protect our financial future

Goal 2: Sound financial management

Goal 3: Grow and diversify income streams

Build the Brand

Goal 1: Recognised as industry experts

Goal 2: A highly regarded and reputable brand

Goal 3: Resourced marketing strategy

Expand Social Impact

Goal 1: Appropriate monitoring and evaluation

Goal 2: Reduce voluntourism culture in Cambodia

Goal 3: Reduce multidimensional poverty within Cambodia

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