



Give Hope
TODAY

*Annual
Report*
2011



AsianAID

Sundramma (26) was one of the very first students to enroll at Kollegal Deaf School in 1993. She was just six years old then, but she has returned now to teach tailoring to the students. She is well known for her creativity and skill in sewing.



Her Story

His Story

Mrs Malathi has been the director and house mother of Elim Home for three years. As primary caretaker for 87 children, she is a strong woman who protects 'her' children relentlessly and has earned their respect and love.



Their Story

 **AsianAID**
Give Hope TODAY



Asian Aid Organisation Ltd. is a signatory to the Australian Council for International Development (ACFID) Code of Conduct demonstrating our commitment to high standards of public accountability, governance and financial management

Copies of the ACFID Code are available at: www.acfid.asn.au

Our Story



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“Asian Aid gives hope by fostering permanent positive change in the lives of disadvantaged children and their communities.”

Message: CEO & Chairman

There is something uplifting about a story with a happy ending. Asian Aid, with your generous help, has rewritten thousands of stories in the 2010-2011 period like the story of Sundramma, one of the people featured on the inside cover of this year's Annual Report.

As you have partnered with us to give hope to children, women, youth, the sick and the poor, we have witnessed God leading Asian Aid in amazing ways.

2010-2011 saw our capacity-building efforts with our overseas implementing partners continue. This has led to the development of exciting new projects and initiatives, including the Women's Safe Haven in Nepal and the School Empowerment Program in India. The expansion and diversification of our program means assistance to more people than ever before, higher income, an increase of expenditure overseas and a shift in income – sponsorship made up 67% of income compared to 75% in the previous year - as a wider variety of projects brought more opportunities for you, our supporters, to be involved. As we continue to work with and support our existing partners, we are always looking for new opportunities to give hope to those who need it the most.

A renewed focus on sharing stories of hope with our supporters has been matched by an increase in donations during this period as well. At the time of writing, donations are well up on last year, and we are on target for 2011-2012 to be a very successful year for Asian Aid. Kimberley Ellison, a recent Communication and International Development graduate from Avondale College, was employed at the beginning of the year to help drive our promotional and communication activities. BT Public Relations was also brought on board to provide overall strategic guidance to Asian Aid Australia and mentor Kimberley.

Kerryn Patrick and Helen Eager have continued to travel around Australia and overseas, telling the Asian Aid story, and enlisting the support of more people to the work of the organisation.

As we move into the 2011-2012 period, we are confident of a year of continued growth from a strong platform. We can't wait to see the stories of hope that will unfold thanks to your committed dedication to Asian Aid's work.

On the following pages you will read about programs, statistics, countries and figures, but the most important things to notice are the stories. We hope they inspire you as they have inspired us.

Thank you for the happy-ending stories.



Stephen Baxter
Chairman, Asian Aid Australia Board of Directors



Richard Greenwell
Chief Executive Officer, Asian Aid Australia

*Asian Aid has
2 donor offices in
Australia and
the USA.*

*We believe in Jesus:
in His love for others,
in His compassion for
the poor and in His
example of giving.*





Program Overview

Sponsorship

Child sponsorship is Asian Aid's chosen way of providing education to needy children in four different countries in Asia. Many children in our sponsorship program are orphans, or come from single-parent families. Some are disabled, and all are too poor to afford a proper education. Sponsorship gives them hope for a brighter future.

At Asian Aid we believe education is a powerful way to make a lasting, positive impact on the lives of children in poverty and their families, but education is not all that sponsorship provides. For many of our children, having a sponsor means they can have a roof over their heads, nutritious food every day, and medicine when they are sick. They are surrounded by people who care about them and have their best interests at heart. Sponsorship gives a disadvantaged child a sense of value. They know that someone on the other side of the world cares enough about them to support them. For some children, sponsorship is the difference between life and death.

Asian Aid has been giving hope to children since 1970. Maisie Fook, founder of Asian Aid, was inspired to start an organisation for needy people when she went to visit two girls she was sponsoring in Korea at the time. Our sponsorship program began and continued in Vietnam until it was no longer possible due to the Fall of Saigon in 1975. Since then, we have been addressing needs in other Asian countries including India, Sri Lanka, Nepal, and Bangladesh.

Currently, Asian Aid sponsors are helping over 8800 children in 4 countries.

India is by far our largest sponsorship country partner with 7,723 children sponsored in 99 schools and 23 village schools. Our program in India has grown in numbers and quality with more field staff monitoring the wellbeing and education of each of our sponsored children.

Bangladesh is our second largest partner with 798 children sponsored there. With a new director, Milton Das, who was an Asian Aid sponsored child himself, improvements in communication and efficiency are noticeable already and we expect sponsorship to grow in Bangladesh over the next 12 months.

Nepal is home to 277 sponsored Asian Aid children. Although the number of children we sponsor in Nepal is not very big, their needs for quality education and care are.

Our program in Sri Lanka, focused around the Lakpahana campus and 39 sponsored children there, has always been small, but projections indicate potential for growth.

Sponsorship is an integral part of the work we do in creating permanent, positive change in the lives of disadvantaged children and their communities, and in giving them hope.



Arjunkisku has been sponsored for six years now. He loves having a laugh, climbing trees, playing sports, and fixing things. He wants to be a civil engineer when he finishes school, and thanks to his sponsor, his dream can now become a reality.



Asian Aid sponsors over 8800 children in India, Sri Lanka, Bangladesh and Nepal.



*We believe in people:
helping all who need it
regardless of their religion,
ethnicity, culture or gender
and empowering the poor.*



Asian Aid provides affordable health care to 1800 urban poor and slum families in India.



Asian Aid educates 243 deaf and blind children.

Projects—India

Jathapu Tribal Development Program

The Jathapu Tribal Development Program aims to empower the Jathapu Tribal community through literacy, economic and health skills building. With the goal of improving their quality of life, the project helps local people to get an education and find ways to generate income through agriculture. The project, ending in August 2011, has also supported the community with health education and health clinics.

Community Health

Asian Aid, in partnership with the Bangalore Seventh-Day Adventist Hospital, has been running a health project with three main focus areas: the establishment of a free health clinic set up in slum areas to help those who cannot afford or do not have access to health care; provision of subsidised or free health care for those who can't afford it through the hospital's own community health treatment project; and health education training for health volunteers based in communities around Bangalore. These volunteers can then provide local health education, basic treatment and referral services to those in poor communities.

Youth Empowered Slum (YES) Project

Education is the cornerstone of a child's future, but often due to tragic family circumstances children have to leave school to support their families. The YES project is working in the slums of Bangalore to give hope back to these children by engaging them once again in education. Through innovative ideas, like sports clubs and computer classes, the YES project gets young people in these communities active, educates them on health and lifestyle choices and, where possible, helps them 'catch up' so they can re-enter the classroom. Older youth are trained in specific jobs that have high chances of employment to bring income to their families. One of the sports clubs from this project has a state-level soccer team.

Tonia Water

In a dry part of the state of Orissa, Asian Aid identified a community desperately in need of water. Research in the area identified eight bore wells that could be drilled to help the whole community to have access to clean water. With careful planning, negotiation and implementation the team was able to get ten bore wells drilled for the same budget, helping a nearby village to obtain clean water too.

*We believe in service:
opposing poverty and social
injustice, condemning all
that impoverishes children
and denies their potential,
and committing to sharing
resources with the poor.*



Asian Aid supports 156 schools in India, Sri Lanka, Bangladesh, Nepal and Indonesia.



Projects—Indonesia

Health and Education Lifestyle Program (H.E.L.P.)

In partnership with Advent Indonesian Initiatives, Asian Aid is supporting a program that brings health education, English language classes and lifestyle programs to the children of Lombok in Indonesia. In a culturally-sensitive way, these programs allow positive messages to influence the communities. Issues like smoking, hygiene and clean living are shared while excited children learn English so they can find employment in the booming tourism industry. Our team of experienced Australian, American and Indonesian volunteers and staff are specially trained and prepared to work in Islamic Schools. The project has been widely accepted by the schools and community with more schools wanting to participate.

Projects—Nepal

Women's Health

Two teams of health professionals are working to improve the lives and health of women in rural areas of Nepal. Both teams focus on uterine prolapse (UP), a debilitating condition affecting more than 600,000 Nepalese women. Not only physically agonising, UP also makes women outcasts in a male-dominated society.

One team is based in the central region of Nepal and is focused on treating the high number of women with UP. Staff there conduct education and informational sessions to prevent the condition.

The second team is working in the west of Nepal and is spreading messages of awareness through direct community engagement and involvement. When people understand what causes UP, they can take measures to prevent it. They also refer affected women to treatment centres, as needed.

Asian Aid funds life-changing uterine prolapse operations for 133 Nepalese women every year.





*We believe in
the rights of the
most vulnerable,
such as children
and women.*

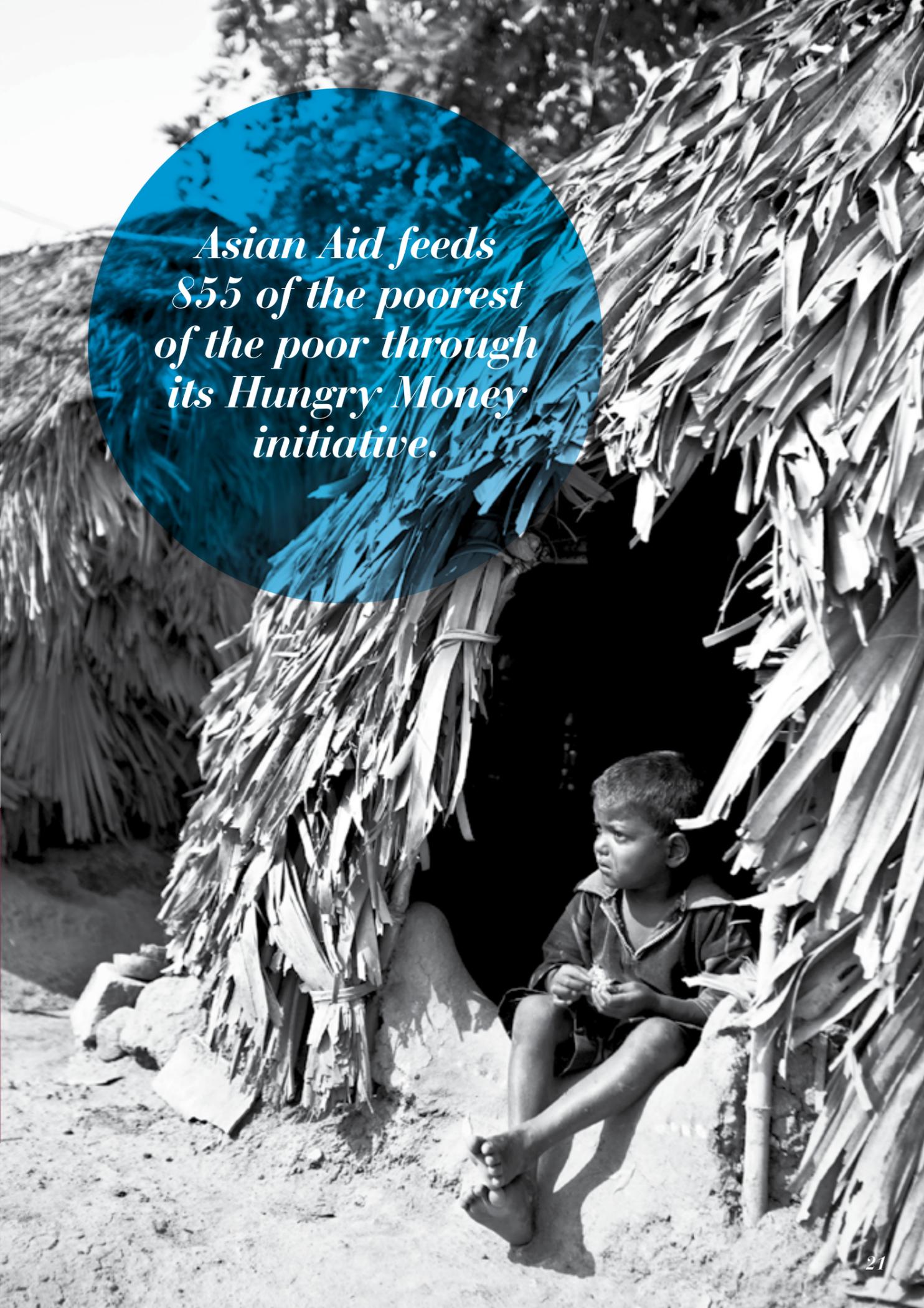
Projects—Nepal

Women's Safe Haven

Over 15,000 women are trafficked across the border from Nepal into India every year to work as slave labour for the sex industry. Asian Aid has been working with a team of professionals to provide a shelter for women who have been intercepted at the border, escaped their captors or rushed to the Safe Haven by concerned family members. Not only does the Women's Safe Haven provide refuge, but it also provides counselling and equips the young women with skills and education, enabling them to return to their homes or start new lives. The Safe Haven also broadcasts anti-trafficking messages across Nepal, educating women and girls in remote areas about 'stranger danger' and about other tricks traffickers use. Due to the great need for help in this area, the Women's Safe Haven has already reached capacity in its first year of operation. Asian Aid plans to expand the shelter to more than double its size in the coming year.

3 Angels International Mission School

To help provide a holistic education for sponsored children in central Nepal, and as an income-generating project for the children's homes there, Asian Aid is supporting the 3 Angels International Mission School. As part of a five year plan, Asian Aid will support the running of the school until it becomes self-supporting. Presently, the school goes up to seventh grade. By the end of five years, it is expected that all grades will be provided for and enough income will be generated to cover some of the costs of running family-style homes for orphans.



*Asian Aid feeds
855 of the poorest
of the poor through
its Hungry Money
initiative.*



*Asian Aid is
involved in 10
community
projects.*

A black and white photograph of a classroom. In the foreground, a young boy with dark, curly hair is leaning on his desk, looking directly at the camera with a slight smile. Behind him, other children are visible, some looking towards the camera and others looking away. The children are wearing plaid shirts. The background is slightly out of focus, showing a plain wall.

*We believe in
the potential of the
Seventh-day Adventist
education system:
working with the church,
as an independent and
supporting ministry, in
helping deliver quality
education.*

Directors' Report

Your directors present their report to the company for the financial year ended 31 March 2011. The directors have been in office since the start of the financial year to the date of this report unless otherwise stated. The names of directors in office at any time during or since the end of the year are:

Director	Experience
Stephen Baxter Chairman B.Ec, LL.M	Stephen is a commercial lawyer who resides in Sydney. He regularly contributes his legal expertise on a voluntary basis, has worked on the Adventist church's Ethical Standards Committee and assisted with the incorporation of Greater Sydney Conference. Stephen has been an Asian Aid director since 2004.
Veronica Baird	Veronica is a registered nurse by profession, though now retired. Veronica lived and worked in India for 25 years, bringing the wisdom of her experience to her board input. She has been involved with Asian Aid for 18 years.
Eugene D'Costa	Eugene is a public servant with the NSW Department of Health. He has experience as an area coordinator in emergency/disaster recovery for ADRA and as a home tutor for Mission Australia. He is also a lay preacher and public speaker and an enthusiastic ambassador for Asian Aid for over 5 years.
Carlyle Ginger B.E (Hons) MBA	Carl has been involved with Asian Aid for more than 17 years. He has extensive international project management experience for both government and aid organisations. Carl has served as a member of the ACFID Code of Conduct Committee and is a member of Red R.
Nathan Hawkins BA (Psych) (Hons)	Nathan is director of health and ADRA Services for the NNSW Conference of Seventh-day Adventist Church. He has been a long-term supporter of Asian Aid, both through sponsorship and fundraising.
Roger Isaacs BBA., FIPA	Roger has extensive accounting and auditing experience and strong networks in the Southern Asia area, having worked in both Sri Lanka and India. He became a director of Asian Aid for the second time in 2008.
Anne Norman M Psych., Dip Ed, Grad Dip Mgmt	Anne is a registered psychologist and has worked for both government and non-government organisations over the past thirty years. She has been a member of several not for profit boards over the past sixteen years. Anne has been a director of Asian Aid since 2004.
Bruna Tawake B Ed. B A (Hons)	Bruna joined the Asian Aid Board in 2007 and brings with her a wealth of experience in communications and marketing. Brunna is currently a lecturer in this field at Avondale College. She is also owner and principal consultant of BT Public Relations, a public relations agency in the Central Coast of NSW.
Peter Truscott B Ed., MA (Development)	Peter joined the Asian Aid Board in 2006 and brings with him many years' experience in both Education and International Development. He is currently a consultant to aid and development agencies in the non-government sector on an international basis.
Kerryn Patrick Secretary	Kerryn Patrick has been an employee of Asian Aid Organisation since 1988. Her current role is Customer Relations Coordinator. She has a Cert IV in Business Management.
Norm Long (Foundation Member) Term Ended: 22/08/10	Norm is a founding member of Asian Aid and has dedicated over 40 years of service as a director. Norm is an active fundraiser and contributor to Asian Aid.



*Asian Aid
assists
over 407
orphans in 5
orphanages.*

Principal Activity

Asian Aid Organisation Ltd. is a non-profit company, limited by guarantee. Its principal activity is to receive subscriptions and donations from the public and apply these funds to education and other development projects in developing countries. The majority of funds received and transferred overseas are for the purpose of education. There were no significant changes in the nature of these principal activities during the 2010-2011 year.

Objectives

The entity's short-term objectives are to:

- Improve access to quality education as a means of breaking the cycle of poverty
- Address the health needs of women in poverty
- Protect the vulnerable and uphold basic human rights of women and children

The entity's long-term objectives are to:

- Establish and maintain relationships with supporters in order to generate the means required to continue to deliver on the mission statement of the organisation
- Strive to meet standards of best practice as outlined by the industry
- Strive for continuous improvement in its fieldwork to ensure best outcomes for beneficiaries are achieved

To achieve these objectives, the entity has adopted the following strategies:

- Aim to attract and retain quality staff and volunteers who share a passion for the mission of Asian Aid Organisation. The entity also has a focus on ensuring staff have competencies in key areas relevant to organisation success such as communications, development and finance.
- Strive to attract board members with industry relevant skills to ensure good governance and support for staff of Asian Aid Organisation.
- Employ staff who are committed to providing the best possible outcomes for the people with whom Asian Aid works. This is evidenced by the development of new programs, the monitoring and revision of existing programs and the investment made by staff in partner capacity development.
- Making clear the expectations regarding the need to meet standards set by the Australian Council for International Development. These standards ensure professional accountabilities and responsibilities are clear.

Asian Aid employs 15 staff and creates employment for 28 people overseas.



Asian Aid partners with 5224 donors and 7 organisations around the world.

Meetings of Directors for the period 1/4/10 – 31/3/11

Director	Attended	Maximum Possible
Stephen Baxter	5	5
Veronica Baird	4	5
Eugene D'Costa	4	5
Carl Ginger	3	5
Nathan Hawkins	3	5
Roger Isaacs	5	5
Anne Norman	3	5
Bruna Tawake	5	5
Peter Truscott	5	5
Norm Long (Term Ended 22/08/11)	1	2

Stephen Baxter
 Stephen Baxter, Chairman/Director
 Dated this
 26th July, 2011

Roger Isaacs
 Roger Isaacs, Director
 Dated this
 26th July, 2011

To request a copy of the full audited financial report for the year ending 31 March 2011, please write to the
 Company Secretary
 PO Box 333
 Wauchope, NSW, 2446 or email
contact@asianaid.org.au



*We believe
in accountability
and professionalism:
being responsible to God, to
the people we help, to our
donors, to the Australian
Government and to the
Seventh-day Adventist
Church.*

Financial Overview

Asian Aid Organisation Ltd Income Statement for the Year Ended 31 March 2011

Revenue	2011 \$	2010 \$
Donations and gifts - monetary & non-monetary	3,500,091	3,046,657
Legacies and bequests	-	-
Grants		
- AusAID	-	-
- other Australian	-	-
- other overseas	-	-
Investment income	398,308	227,987
Other income	98,711	261,673
Total revenue	3,997,110	3,536,317
Expenses		
Overseas Projects		
- funds to overseas projects	2,955,661	2,599,181
- other project costs	-	-
Domestic projects	-	-
Community education	-	-
Fundraising costs		
- public	82,229	23,042
- government & multilateral and private	-	-
Administration	760,058	786,166
Total expenses	3,797,948	3,408,389
Excess of revenue over expenses (shortfall) from continuing operations	199,162	127,928

Asian Aid Organisation Ltd Balance Sheet as at 31 March 2011

Assets	2011 \$	2010 \$
Current assets		
Cash and cash equivalents	6,915,294	6,766,566
Financial assets	96,454	15,562
Non current assets		
Property, plant and equipment	33,516	40,713
Land & Building	375,976	382,027
Total Assets	7,421,240	7,204,868
Liabilities		
Current liabilities		
Trade and other payables	45,047	17,558
Provisions	48,725	65,816
Non current liabilities		
Payables	-	-
Other	6,813	-
Total liabilities	100,585	83,374
Net assets	7,320,655	7,121,494
Equity		
Reserves	3,100,000	-
Funds Available for future use	4,220,655	7,121,494
Total equity	7,320,655	7,121,494

Asian Aid Organisation Ltd
Statement Of Changes In Equity
For the Year Ending 31 March 2011

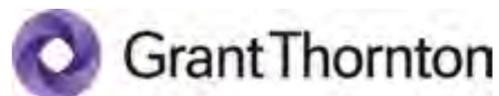
	Retained Earnings	Reserves	Total
Balance at 1 April 2010 (commencing balance)	7,121,494	-	7,121,494
Excess of revenue over expenses	199,162	-	199,162
Amount transferred (to) from reserves	(3,100,000)	3,100,000	-
Balance at 31 March 2011 (year end balance)	4,220,656	3,100,000	7,320,656

Asian Aid Organisation Ltd
Table of Cash Movements for Designated Purposes
For the Year Ended 31 March 2011

	cash available at beginning of year	cash raised during year	cash disbursed during year	cash available at end of year
Designated purpose	31 March 10			31 March 11
Project Funds	6,370,910	3,398,937	2,912,297	6,857,550
Expense Fund	395,656	598,173	936,085	57,744
Total	\$ 6,766,566	\$ 3,997,110	\$ 3,848,382	\$ 6,915,294

Anjali, 9, is overcoming unthinkable odds, including blindness and abuse, through the care and education she is receiving at Asian Aid's School for the Blind in India.

Independent Auditor's Report



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Independent Auditor's Report To the Members of Asian Aid Organisation Limited

We have audited the accompanying financial report of Asian Aid Organisation Limited (the "company"), which comprises the statement of financial position as at 31 March 2011, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of significant accounting policies, other explanatory notes to the financial report and the directors' declaration of the company.

Directors responsibility for the financial report

The Directors of the company are responsible for the preparation and fair presentation of the financial report, and have determined that the accounting policies used and described in Note 1 to the financial report, which form part of the financial report, are appropriate to meet the requirements of the Corporations Act 2001 and the needs of the members in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations), the ACFID code of conduct and the Corporations Act 2001. This responsibility includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards which require us to comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error.

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In making those risk assessments, the auditor considers internal control relevant to the company's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001.

Basis for qualified auditor's opinion

Cash from donations and other fund raising activities are a significant source of revenue for Asian Aid Organisation Limited. Although the Directors of Asian Aid Organisation Limited has implemented systems of controls to ensure the monies received at its offices are properly recorded in the accounting records, it is impracticable to establish control over the collection of revenue from these sources prior to receipt at its offices.

Accordingly, as the evidence available to us regarding revenue from this source was limited, our audit procedures with respect to cash from donations and other fund raising activities had to be restricted to the amounts recorded in the financial records. We therefore are unable to express an opinion whether cash from donations and other fund raising activities obtained by Asian Aid Organisation Limited are complete.

Qualified Auditor's opinion

In our opinion, except for the effects on the financial report of such adjustments, if any, as might have been required had the limitation on our audit procedures referred to in the qualification paragraph not existed:

- a the financial report of Asian Aid Organisation Limited is in accordance with the Corporations Act 2001, including:
 - i giving a true and fair view of the Company's financial position as at 31 March 2011 and of its performance for the year ended on that date; and
 - ii complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001;
- b The financial statements show a true and fair view of the financial result of fundraising appeals conducted during the year;

- c the financial report also complies with Australian Financial Reporting Standards as disclosed in the notes to the financial statements;
- d the financial report also complies with the ACFID Code of Conduct Summary Financial Report;
- e The accounting and associated records have been properly kept during the year in accordance with the Charitable Fundraising Act 1991 and the regulations; and
- f Monies received as a result of fundraising appeals conducted during the year has been properly accounted for and applied in accordance with the Charitable Fundraising Act 1991 and the regulations;

Grant Thornton

GRANT THORNTON AUDIT PTY LTD
Chartered Accountants



A G Rigele
Director - Audit & Assurance
Sydney, 26 July 2011



Laltalsanga, 16, lost his mother when he was very young. Not long after, his father left to work overseas, and he and his siblings had to fend for themselves. A relative sent them to an Asian Aid school so they could have food and shelter and an education, and Laltalsanga “is glad!”

Communication Report

Asian Aid's reliance on the support of donors and sponsors in Australia, New Zealand and the USA means that effective communication between our organisation and our supporters is paramount to our ongoing success in caring for the underprivileged in Asia.

In 2011, Asian Aid Australia has made communication a priority, employing one staff member and one contractor to develop a communication strategy and implement it over the next two years.

So far, we have built up our marketing resources through banners displaying the new branding, organising information into digestible resources such as project and country profiles, and developed a brand-new brochure featuring a sponsorship card. The newsletter has undergone a makeover, designed to present current goals, achievements and needs in a way that will most benefit the recipients of our donors' money, and our website has had a facelift too.

We have improved media relations and brand recognition by placing regular advertisements and articles in publications such as the Adventist Church's Record, and have developed relationships with other publications within the Adventist media outlets to communicate with our stakeholders even more effectively.

Hope in Motion, Asian Aid's new TV series, has been well received, and has become a valuable resource, showcasing some of Asian Aid's best hope stories.

To bring all these elements together, a style guide has been developed. A style guide is vital for good brand recognition, and will keep our marketing effective and aesthetic.

Asian Aid's communication team is looking forward to being involved in fundraising events, continuing to develop more marketing resources, and creating a more interactive online presence.

Our goal is to connect donors with beneficiaries as smoothly and effectively as possible, and to make hope a reality for more disadvantaged people.

Asian Aid USA Snapshot

In 2008 Asian Aid International restructured Asian Aid USA (AAUSA) to ensure growth in the American market.

The following are some key highlights from the Asian Aid operation in the USA:

- **Appointment of full time CEO:** Jim Rennie has served in this position for the past two and a half years.
- **Office relocation:** The AAUSA office is now located in Collegedale Tennessee by Southern Adventist University, an organization that now partners with Asian Aid USA. One full-time office manager and two part-time staff provide active customer support and assist the CEO.
- **Audit compliance:** AAUSA now has full audit compliance for both 2009 and 2010 periods.
- **Financial performance:** Sponsorship has increased from 700 to over 1600 during the past two financial periods with unrestricted giving increasing from \$144,118 to \$163,925. Projections for 2011 are at \$173,000. Sponsorship and project income has increased from below \$550,000 to \$752,000 during this period. Projections for 2011 are at \$1,300,000.

With low brand awareness, it is only in 2011 that the AAUSA has begun to see the results of marketing activity. The AAUSA board's focus on marketing has resulted in projections of project income of \$850,000, up from the \$251,688 received in 2010.

- **Marketing strategy:** AAUSA has developed a comprehensive marketing plan which has been the key driver to the strong lift in revenue. The Asian Aid Organisation has generously supported AAUSA and contributed to the cost of employing a manager to help coordinate activities for large donors. AAUSA is confident that this role will lead to even better results by the end of 2011 and the beginning of 2012.

By the end of 2011, it is projected that AAUSA will have contributed over \$1.7 million additional revenue to the work of the Asian Aid Organisation.

The AAUSA board is thankful for the Lord's blessings and is very grateful to the support of AAO. The AAUSA board is fully committed to being self-sustainable over the next three to four years with the AAO contribution on a sliding scale.

The growth of the AAUSA is about even more hope stories.



Asian Aid provides a shelter for 18 young women caught up in the sex trade in Nepal every year.



*We believe in
good stewardship:
being transparent,
accountable, honest and
cost-effective in all
our dealings.*

Why do you work for Asian Aid?



James
IT

A positive feeling.



Jo

Administration

I love that not only do I get to work helping the less fortunate, but I also get to work with an awesome bunch of people!



Richard
CEO

Hope is empowering people to have choices they didn't and couldn't have before. As a Christian I have a responsibility to respond to the injustice that exists in the world and to give hope. Working for Asian Aid allows me to do just that.



Quentin
International Programs

Hope is a back pack full of ideas and a pocket full of dreams.



Helen

Sponsorship/Promotions

I work for Asian Aid because I can see the children that I have learned to love through the years doing something special for God with their lives.



Kimberley
Communication

Hope is daydreaming with the knowledge that there is nothing stopping you from making your daydream a reality.



Kerryn
Customer Relations/
Promotions

I love being part of a program that opens windows of opportunity for so many. I really feel blessed to see the generosity of God's people each working day. It is a privilege to work for Asian Aid.



Jasna
Accounts

When people ask me what do I do, I feel really proud to be able to say I work for Asian Aid because I love knowing that my work is helping underprivileged children.



Leigh
Sponsorship

Hope for me feeds on finding out that many of our partner-agency staff members were the recipients of Asian Aid support in their childhood. Proof that we do make a difference. When you plant a seed you do so in hope of a harvest. I have met the previous harvest....Asian Aid delivers hope.



Sharri
Sponsorship

Hope is that small flicker of light shining through an otherwise dark and fearful situation, offering a new focal point, which lifts your spirits when you are unable to do it for yourself. It's that moment when you recognise and connect with God's outstretched arms in your darkest time of need. I believe this is what Asian Aid is and can be for the people we endeavor to reach through the continued generosity and support from our donors.

What is hope to you?

A Note of Thanks

You've probably heard the adage: "It takes a whole village to raise a child". This is so true about the work of Asian Aid.

With over 8800 disadvantaged children in our program, we need many villages-worth of support, and this year, as in the past, we have received support in abundance.

Our work is not possible without the prayers, time, money, and enthusiasm of the thousands of sponsors and donors who help make our mission a reality. No matter what the size of your donation was, it has helped us write a happy ending into someone's story. Thank you for showing that you care in such a practical way.

We'd also like to thank our overseas partners, staff, board directors, op-shop managers and friends of the agency – every one of you makes more of a difference than you know and we appreciate you.

Specifically, we'd like to thank three outgoing members of our board, who have contributed their knowledge, time and experience to guiding Asian Aid's direction. Carl Ginger, Veronica Baird and Bruna Tawake have each been invaluable in their service to Asian Aid, and we wish them all the very best in their future pursuits.

Finally, our greatest thanks go to God, for His leading and love, and for His example in sharing hope with those who have none.

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future".
(Jeremiah 29:11)

Asian Aid raises around \$4.3 million every year.



The Bara family lost their mother when the youngest child, Sushmita, was only three. When their alcoholic father had an accident and broke his back, they had little hope left. After some time, a relative asked Asian Aid's Bethel Home to take care of them, and they have been there learning and growing ever since.



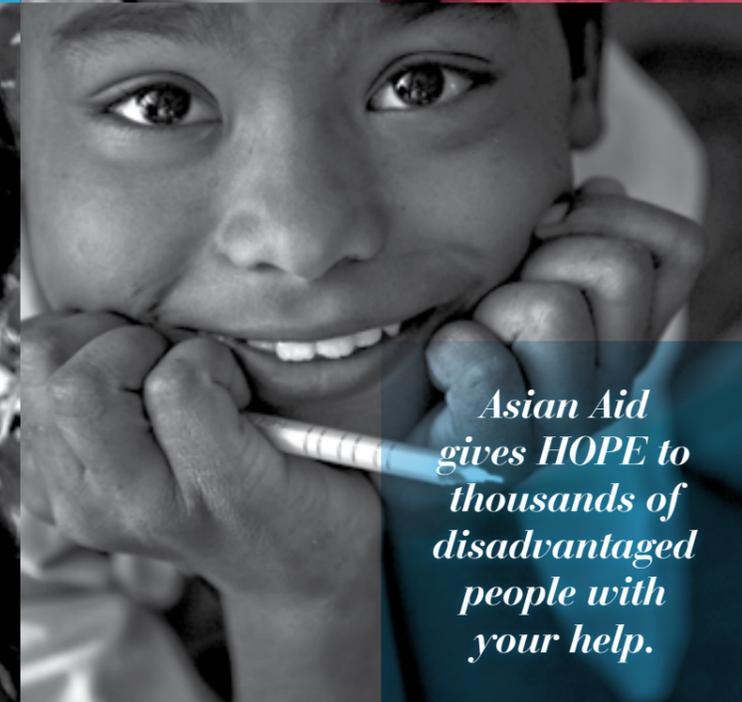
Jyothi and her three siblings lost their parents when they were very young. At Elim Home, they have found an embracing family and a place to nurture their skills. Jyothi, who is 15 years old, especially loves to sing and wants to be a teacher.



Karan was born to two slaves in Western Nepal. Orphaned at only eight years of age, his only hope for safety and education is living in an Asian Aid home.



Having a quality education was something Sophia, 15, never imagined possible. Coming from a broken and poor family, she has grasped the opportunity with both hands and studies hard. She wants to be a doctor, but in the meantime, she is savouring every moment with her friends at school.



Asian Aid gives HOPE to thousands of disadvantaged people with your help.

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