Our educational programs help make some of the youngest road users, like the primary school student from Thailand featured on our cover, avid safety ambassadors in their communities.
AIP Foundation is a U.S. 501(c)(3) nonprofit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa for 17 years.
In 2016, the Protec Helmet Factory, which we founded to supply Vietnam with high quality and low-cost helmets, celebrated its 15th anniversary. We are proud that Protec provides 200 people with jobs and promotes inclusive employment, as 30% of our factory workers have disabilities. Since we opened our doors a decade-and-a-half ago, we have manufactured nearly 6.5 million life-saving helmets.

This year began with enforcement of Cambodia’s new Road Traffic Law, which requires motorcycle passengers — in addition to drivers — to wear helmets. We have been actively advocating for the legislation since 2014 through our Head Safe. Helmet On. program, which we continued to aggressively implement this year. Government data shows that in comparison to 2015, road crash deaths nationwide reduced by 271 and injuries by 542 in 2016. From 2014 to 2016, adult helmet-wearing rates in our target provinces increased from 11% to 36%.

Our Walk Wise program in China reached more than 300,000 students, parents, teachers, and community members through targeted education and awareness activities during the 2015-2016 school year. In October at its fifth year launch, the program also announced its expansion to 23 new schools as it continues its work in Chongqing.

In Thailand, which has the second deadliest roads in the world, we continued working with legislators, government stakeholders, students, teachers, peer organizations, and members of the media to implement dynamic programs. Over the past two years, helmet wearing rates at our Street Wise schools in Songkhla Province have increased from 3% to 38%. Members of the Legal Development Program, which empowers legal professionals to enhance road safety legislation in Thailand, pushed for lowering speed limits and creating stricter drunk driving laws. And, we gathered 2,000 supporters to advocate for helmets being mandatory for school uniforms nationwide.

We believe in a future with zero road crash deaths and fatalities. With your support, we can continue to work toward achieving this goal.

We are at a pivotal time in human history. As societies are rapidly developing around the globe, stakeholders are strategizing how to manage this growth while granting all people ample opportunities to achieve their full potential. The safety of our world’s roads plays an integral part in this process. Road crashes incur tragic human costs, as well as crippling economic ones. More than 1.25 million people die annually due to them, and crashes cost many countries between 2-5% of their annual GDPs.

Recently, many of our peer organizations have committed to a “Safe System” approach that emphasizes that road crashes are not “accidents” – when tackled with the right tools, they are preventable. In October of this year, leaders in health, sustainability, human rights, and more convened at the United Nations Habitat III conference in Ecuador to shape the future of the world’s cities. As a result of the passionate advocacy of road safety stakeholders, the “New Urban Agenda” commits to creating “a safe and healthy journey to school” for children worldwide.

Since 1999, we have persisted toward our goal of reducing road user deaths and serious injuries to zero. In 2016, we have pushed even more aggressively to make roads safe in the communities where we work.

Dear Friends and Supporters,

MESSAGE FROM OUR PRESIDENT

With gratitude,

Greig Craft
President and Founder
THE CHALLENGE

Every year around the world:

- More than 1.25 million people die & up to 50 million are injured on the roads.
- 49% of those who die are the most vulnerable road users: pedestrians, bicyclists, and motorcyclists.
- Road crashes are the leading cause of death for 15-29 year olds.
- Low- and middle-income countries have about 50% of the world’s vehicles...
- These deaths are preventable.

BUT account for 92% of road crash fatalities.

Low- and middle-income countries have about 50% of the world’s vehicles...

These incidents can generate a loss of 2-5% of countries’ annual GDPs.

THE CHALLENGE

- A sidewalk can reduce the number of people hit walking along a road by 90%.
- In the event of a crash, helmets are proven to reduce the risk of death by 42% and serious head injury by 69%.
- Cutting a vehicle’s speed by 5% can lead to a 30% reduction in fatal crashes.

These deaths are preventable.
OUR APPROACH

AIP Foundation

Established in 1999, AIP Foundation has offices and representatives in Cambodia, China, Thailand, and Vietnam. We work in partnership with local governments and communities around the world to address road safety through our ‘five gears’ model, with each component valuable independently but most effective when implemented in coordination with one another.

**Targeted education**
Tailored road safety education programs

**Access to safe equipment**
Direct provision of road safety tools

**Communications for change**
Public awareness and behavior change campaigns

**Global and legislative advocacy**
Development and enforcement of traffic standards and laws

**Research, monitoring, and evaluation**
Evidence for programs, policy change, and best practices

Our commitment to data-driven, evidence-based programs

AIP Foundation uses a rigorous helmet observation methodology developed in partnership with the U.S. Centers for Disease Control and Prevention (CDC) that utilizes strategic filming of traffic flows. With this monitoring method, we can accurately observe helmet use rates and gauge our programs’ effectiveness, enabling us to develop stronger interventions and identify best practices.

We implement effective, affordable, long-term solutions.

- We equip vulnerable road users with tools, such as helmets, reflective hats, and pedestrian crossings and signal lights, to keep them safe in their communities.
- We work with teachers, students, and local stakeholders to empower communities with life-saving road safety knowledge and establish safety norms.
- We advocate for stronger safety policies for all road users while also building more effective school curricula to keep children safe.

**Child helmet use rates at new intervention schools**
2015-2016 school year

<table>
<thead>
<tr>
<th></th>
<th>Pre-intervention</th>
<th>Post-intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>0%</td>
<td>90.2%</td>
</tr>
<tr>
<td>Cambodia</td>
<td>0%</td>
<td>72.9%</td>
</tr>
<tr>
<td>Thailand</td>
<td>0%</td>
<td>88.7%</td>
</tr>
</tbody>
</table>

17,444 helmets were distributed by AIP Foundation during the 2015-2016 school year.
Advocating for road safety’s place on the international agenda

Road safety affects people from diverse backgrounds and cuts across a broad spectrum of development issues. Global actions to make roads safe involve experts from and initiatives related to public health, sustainability, transport systems, children’s welfare, and more. The global community recognizes this by including two road safety targets in the United Nations’ Sustainable Development Goals, which lay the framework for growth in low- and middle-income countries.

Ensure healthy lives and promote well-being for all at all ages.
Target 3.6 By 2020, halve the number of global deaths and injuries from road crashes.

Make cities inclusive, safe, resilient and sustainable.
Target 11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons.

The Year in Road Safety: Highlights from Around the World in 2016

18 January
Pope Francis signs the Child Declaration for Road Safety
During a meeting at the Vatican, Pope Francis signed the Child Declaration for Road Safety and pledged to #SaveKidsLives.

15 April
UN General Assembly adopts draft resolution seeking to establish road safety trust fund
The UN General Assembly adopted a draft resolution requesting the Secretary-General to consider establishing a global “Road Safety Trust Fund” that would support Member States’ efforts. Jean Todt, Special Envoy for Road Safety, was instrumental in the efforts.

7 June
FIA Foundation debuts the Global Initiative for Child Health and Mobility
FIA Foundation, UNICEF, and other key road safety stakeholders launched the initiative to ensure “a safe and healthy journey to and from school for every child by 2030.”

17 August
Michael Bloomberg appointed Global Ambassador on Noncommunicable Diseases
Michael Bloomberg – philanthropist, businessman, and former mayor of New York City – was named the World Health Organization’s Global Ambassador for Noncommunicable Diseases.

21 October
World leaders adopt the “New Urban Agenda” at Habitat III conference in Ecuador
At the United Nations’ Habitat III conference, road safety experts, including actress and UN Goodwill Ambassador Michelle Yeoh, successfully advocated for the inclusion of road safety in the “New Urban Agenda,” which lays a framework for sustainable urban development over the next 20 years.

Sources: United Nations, FIA Foundation, #SaveKidsLives
HIGHLIGHTS FROM 2016

January
Enforcement of Cambodia’s Road Traffic Law began. The revised law mandates that motorcycle passengers, in addition to drivers, wear helmets. We launched the “Commune of Excellence in Helmet Use” initiative to encourage communities to craft innovative and collaborative road safety awareness activities as part of our Head Safe. Helmet On. program.

March
In celebration of International Women’s Day, our Helmets for Families program in Cambodia empowered mothers to be safe road users through a forum at a primary school. Throughout the month, our school-based activities of the same program served 150 students.

May
During U.S. President Barack Obama’s historic visit to Vietnam, AIP Foundation signed a commitment that launched a new program, Safety Delivered, during an American Chamber of Commerce-hosted business event.

June
The Ho Chi Minh City Union of Friendship Organizations, which oversees 147 nonprofits working in the city, awarded AIP Foundation for its efforts to improve the quality of life of children and families in Vietnam.

July
The Legal Development Program, which aims to strengthen road safety policies and enforcement in Thailand, welcomed 10 new members with experience in the media, law, and policymaking.

September
A report titled, “Investing to Save Lives: An impact investment case for preventing road trauma,” was launched at the World Bank’s headquarters in Washington, D.C. Our Cambodia helmet safety program, Head Safe. Helmet On., was highlighted as a case study.

November
Catalyst Asia, a biannual publication from the Institute of Societal Leadership at Singapore Management University, profiled a Helmets for Kids program school in Thailand that has made helmets a mandatory part of its school uniforms.

February
Key results from the first year of implementation of Vietnam’s National Child Helmet Action Plan were revealed, including an increase in child helmet wearing rates in three major cities from 36% in March 2014 to 47% in December 2015. Refer to page 15 for updated results.

April
Seventy-four volunteers staffed police checkpoints in Thailand and educated more than 2,000 people about road safety laws and regulations during the country’s Songkran New Year’s celebrations.

June
The Ho Chi Minh City Union of Friendship Organizations, which oversees 147 nonprofits working in the city, awarded AIP Foundation for its efforts to improve the quality of life of children and families in Vietnam.

August
The Agents for Change program, which aimed to increase the capacity of Cambodian journalists to report effectively on road safety issues, hosted an awards ceremony and editor forum in Phnom Penh, and a study tour in Ho Chi Minh City.

October
Our Walk Wise program in China celebrated the launch of its fifth year and expansion to 23 new schools in Chongqing. The program now serves about 90,000 students in the region.

December
AIP Foundation representatives accompanied a delegation of Cambodian government officials as Prince Michael of Kent honored them for their national law enforcement efforts at the Prince Michael International Road Safety Awards in London.
COMMUNICATING FOR CHANGE

Since our inception, AIP Foundation has used the power of diverse media channels to fuel public awareness, influence behaviors, and advocate for legislation. Throughout 2016, we continued to harness the power of the media to make roads safe.

Empowering Cambodian journalists to make their communities safe

Local media in Cambodia regularly report on road crashes. However, historically journalists have not conducted investigations or pursued explanations for underlying causes. Our Agents for Change program aimed to enhance Cambodian journalists’ road safety reporting skills to improve conditions countrywide.

Advocating for improved road safety legislation through Thai media

The Legal Development Program (LDP) in Thailand brings together reputable law and media professionals to advocate for improved road safety legislation. In 2016, the program hosted multiple “Media for Policy Influence” workshops. Two Thai PBS reporters helped LDP members participate in media simulations and craft campaign messages.

Using community billboards to promote behavior changes

We use mass media communications campaigns to promote key messages that encourage behaviors such as helmet wearing and safe pedestrian techniques. We often install billboards near schools, next to high-risk roads, and in other central community locations. Throughout 2016, our billboards reached:

<table>
<thead>
<tr>
<th>Country</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>223,130 people</td>
</tr>
<tr>
<td>Cambodia</td>
<td>360,000 people</td>
</tr>
<tr>
<td>Thailand</td>
<td>82,349 people</td>
</tr>
<tr>
<td>Vietnam</td>
<td>448,555 people</td>
</tr>
</tbody>
</table>

“After attending a series of trainings and workshops with AIP Foundation the quality of my road safety reporting has increased, since I have an improved use of statistics and news and engaging angles.”

–Mrs. Vay Vatey, a reporter from Kampuchea Thmey Newspaper
CAMBODIA

Population: 15,957,223
Number of motorized 2-3 wheelers: 2,068,937
Estimated annual road crash injuries: 55,244
Estimated annual road crash deaths: 2,653
Estimated annual road crash deaths per 100,000 people: 17.4

After two years of implementation, the Head Safe. Helmet On. program has led to life-saving outcomes

In target provinces, adult motorcycle passenger helmet use increased from:

<table>
<thead>
<tr>
<th>Year</th>
<th>Helmet Use Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11%</td>
</tr>
<tr>
<td>2016</td>
<td>36%</td>
</tr>
</tbody>
</table>

On national roads, it increased to:

<table>
<thead>
<tr>
<th>Year</th>
<th>Helmet Use Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>11%</td>
</tr>
<tr>
<td>2016</td>
<td>45%</td>
</tr>
</tbody>
</table>

Helmet use rates also increased for drivers and children.

In our target areas, we estimate that:

- $3,089,316 USD saved.
- 349 adults were protected from injuries and/or fatalities and
- 332 were saved from potential head injury

Based on crash reports from our target schools, compared to 2015, road crash deaths decreased by 271 and injuries decreased by 542 in 2016. Our evaluation efforts and results indicate that increased police enforcement has been critical in saving lives on the country’s roads.

This was achieved through three mutually reinforcing components:

- **School-Based Programs**: Average helmet-wearing rates across the 18 program schools increased from <1% to 75%
  - compared to <1% to 4% in control schools.

- **Behavior Change Communications**: Surveys in target provinces found:
  - 96% recalled our mass media campaign
  - 100% were aware of the new passenger helmet law
  - 73% encouraged their passengers to wear a helmet

- **Enabling Environment Campaign**: Engaged 2,660 stakeholders at the national and sub-national levels

A panel featuring friendly spirits encouraging motorcyclists to wear helmets is displayed on the back of a tuk-tuk.

Compared to 2015, head Safe. Helmet On. reached 226,358 direct beneficiaries and more than 14 million indirect beneficiaries.
Local journalists empowered to cover road safety in novel ways

The Agents for Change program, supported by FIA Foundation, emboldens Cambodian journalists to use their influence to increase road safety awareness and to create positive policy changes in their country. Throughout 2016, we hosted forums, training workshops and even a competition. H.E. Khieu Kanharith, Minister of Information, chaired an event for editors that discussed road safety reporting best practices and legislation.

In August, as part of the Journalist Awards for Excellence in Road Safety Media, we honored seven reporters for being role models. The awardees traveled to Ho Chi Minh City for a collaborative study tour where they met with representatives from the city’s Department of Road Safety and Department of Police Enforcement to discuss how Vietnam conducted enforcement and awareness-raising activities for its mandatory helmet law. The study tour resulted in one of the journalists receiving the green light from her outlet to produce two documentaries on helmet safety.

Agents for Change activities in July and August 2016 generated substantial media coverage, including more than:

- 63 online pieces
- 15 articles in newspapers and magazines
- 14 pieces of radio coverage
- 43 television spots

“In the 2015-2016 school year:

And, they received
5,450 donated helmets and
1,799 helmets at a subsidized price

5,046 students, teachers, and parents participated in school-based activities

“The lack of road safety and helmet wearing are imperative public health issues for our country, and we need to prioritize keeping our passengers and children safe when riding on motorcycles.” —H.E. Khieu Kanharith, Minister of Information

“Journalists participate in a training workshop as part of the Agents for Change program.”
From 2014 to 2016, Walk Wise activities at program schools have translated into increased student road safety knowledge, with more students reporting that they always wear a helmet, and fewer saying they sometimes or never do.

Walk Wise, which operates in Chongqing, is our cornerstone program in China and seeks to improve the road safety environment for students and their communities by focusing on five key components:

- **School-based education**
- **Public advocacy and community education**
- **Stakeholder involvement and capacity building**
- **Research, monitoring, and evaluation**
- **Road treatments near school zones**

**Walk Wise** launched its fifth year and expanded its road safety education programs to 23 new schools in the Chuandongbei (CDB) Gas Project area in Chongqing.

**Nineteen schools enhance road infrastructure treatments to increase walkability**

In the 2015-2016 school year, 19 program schools enhanced walkability by installing road infrastructure treatments including pedestrian crossings, speed humps, and traffic signs. These new tools have helped students navigate busy roadways while showing motorists how to drive safely in school zones. Over the past three years, we have secured significant buy-in from the community on this critical program – schools have matched funding with $71,300 USD.

| Population: 1,373,541,278 | Number of motorized 2-3 wheelers: 95,326,138 | Estimated annual road crash injuries: 5,269,966 | Estimated annual road crash deaths: 261,367 | Estimated annual road crash deaths per 100,000 people: 18.8 |

Students practice using a pedestrian crossing during a simulation activity.
Photo competition challenges students to examine road safety in their communities

A photo competition at three Walk Wise program schools was organized to improve the knowledge and awareness of students on the topic of road safety in an interactive and creative way. In May, an exhibition of submitted photos was held at Wenfeng Middle School. Each group then delivered a speech and performance describing their entries to a panel of judges.

During the 2015-2016 school year, Walk Wise:

- Served 69,422 students
- Trained 1,102 teachers
- Reached 232,978 parents and community members
- Involved 74 government partners and stakeholders

Community volunteers serve more than 100 children via local outreach events

Volunteers from community partner organizations worked with more than 100 children in 10 communities through summer holiday outreach events. Representatives from the Kaizhou District Youth League and Kai Xian Tong Chuang Social Service Center administered the activities. At each event, children watched an introductory video and participated in interactive games to learn about traffic signs and road dangers.

“I was almost hit by a motorcycle while I was running and crossing the road when I was in grade 3. Now I am in grade 6 and we have started to learn about road safety. I have learned that I should not run while crossing the road, but should instead stop, look, and listen to check for vehicles before it’s safe to cross.”

–Student from Yi Xiin Primary School, June 2016

Teachers at Walk Wise program schools teach road safety lessons to their students using our specially designed curriculum.
Eighty-eight students recognized for commitments to road safety education

We acknowledged the efforts of 88 student Road Safety Ambassadors representing five schools in Singhanakhon District of Songkhla Province during an event in March. The young leaders have played integral roles in enhancing the long-term impacts of Street Wise by promoting road safety tools among their peers and community members. Many of the students’ parents have also participated in educational workshops to learn how to keep their children safe.

During the 2015-2016 school year, 2,235 students and teachers were educated through school-based activities.
Volunteers educate more than 2,000 people at police checkpoints during Thai New Year’s celebrations

More than 74 volunteers staffed police checkpoints in Songkhla Province at the start of the Songkran Festival, the Thai New Year’s celebration in April, because road crash rates tend to increase during the holiday. They helped educate more than 2,000 locals about safe driving tactics and new road safety regulations. The volunteers came from the public, private, and civil sectors.

Capacity-building program for legal professionals completes second year and spurs Thai legislative changes

This year, we continued steering the Bloomberg Initiative for Global Road Safety (BIGRS) and World Health Organization’s Legal Development Program (LDP) chapter in Thailand. The program aims to improve road safety policy advocacy and spur legislative improvements in the country. Representatives from the public, private, and civil sectors with expertise in civil engineering, public health, road traffic laws and regulations, and the media are selected annually to join the LDP through a rigorous application process. The group participates in workshops, meetings, and conferences, both domestically and abroad.

Two-thousand supporters attend event advocating helmets to become part of school uniforms

In May, more than 2,000 people joined us at the, “A helmet for life,” event, which introduced the policy goal of making motorcycle helmets mandatory for official school uniforms. The event was held as part of The 7% Project, a partnership with Save the Children, which aims to address the consistently low rates of helmet use among children in Thailand. The occasion highlighted the successes of the program, including a 20-percentage point increase in helmet use rates at pilot schools in the past year.

Throughout 2016, LDP members advocated for many meaningful road safety legislative improvements. Issue areas included:

- **Speed limits**
  Aiming to reduce speeds in urban areas and increase fines.

- **Drunk driving**
  Pushing for stricter laws, including a lower maximum blood alcohol content level and better offender databases.

- **Driver’s licenses**
  Working to intensify legislation regarding regulations.

- **Public transportation**
  Advocating to establish higher safety standards for transit systems.

- **Seat belt use**
  Promoting passenger seat belt use.
Since 2007 and the passage of Vietnam’s national helmet law, the country has saved more than $5 billion USD in medical costs, lost output, and pain and suffering, and prevented 40,728 fatalities and 738,848 serious injuries.

Data collected as part of the National Child Helmet Action Plan (NCHAP) revealed that average helmet wearing rates of children in Ho Chi Minh City, Hanoi, and Danang increased from 36% in March 2014 to 57% in May 2016.

Helmets for Kids expands reach to ethnic minority communities in central highlands

We expanded our Helmets for Kids program to six primary schools in Gia Lai Province, a region where almost 50% of people come from ethnic minority groups. The province serves as a major transportation hub between the northern and southern parts of the country. It is also considered low-income, with some people making as little as $1.60 per day.

Piloting of school road safety guidelines commences at program schools

In an effort to create long-lasting changes in communities in Vietnam, we launched our School Guidelines program. The new road safety curriculum is being distributed to program schools, where teachers are being empowered to use it in their classrooms. In many cases, the guidelines are provided alongside helmet donations.

“\nAll projects AIP Foundation and its partners have done in Gia Lai are practical and effective solutions to educate parents and teachers on traffic safety. They help them increase their knowledge of and behavior surrounding road safety while traveling on the roads. We appreciate that so much.”

–Nguyen Huu Que, Director of the Gia Lai Transportation Department and Vice Standing Director of the Gia Lai Traffic Safety Committee
National Child Helmet Action Plan emphasizes importance of advocacy and capacity building

This year, we continued supporting the government in its National Child Helmet Action Plan (NCHAP), which is being implemented in all 63 of Vietnam’s provinces. Throughout 2016, we provided technical and financial assistance to NCHAP activities in 15 provinces. The program empowers provincial governments to use public awareness campaigns, educational and local capacity building activities, and monitoring and evaluation techniques to increase child helmet wearing rates.

In the 2015-2016 school year,

- 9,567 helmets were distributed
- 61,278 students, teachers, and parents participated in school-based activities

Model School Zone includes first push-button cross light, expands to congested bus corridor

As part of the Safe Kids Vietnam-supported Walk This Way pedestrian safety program, we launched a Model School Zone in Ho Chi Minh City, which included the first-push button cross light at a Vietnamese school. In November, more than 1,700 community members gathered in the city to celebrate the launch of the new 4-year plan for the program. The plan focuses on schools located along Ho Chi Minh City’s soon-to-be-built Bus Rapid Transit (BRT) corridor. The BRT corridor will cut across the city, providing new public transportation routes as well as an influx of pedestrians. Construction on the corridor will commence in 2017.

AIP Foundation increases footprint in industrial zones

We continued our work in industrial zones in Thanh Hoa Province and launched a new program near a major shipping port in Ba Ria-Vung Tau Province. As part of a new truck driver-training program, 45 truck drivers helped spread road safety awareness among primary school students who live in the neighboring community.
PUBLICATIONS, CONFERENCES, AND AWARDS

18-19 February

12-13 April
22nd United Nations Road Safety Collaboration Meeting, New York, New York, U.S.A.

9-13 May
FIA Mobility Conference 2016, Helsinki, Finland.

24-26 May
Asia Pacific Road Safety 2016 Conference, Beijing, China. “A child’s right to road safety.”

14 June
Ho Chi Minh City Union of Friendship Organizations, Ho Chi Minh City, Vietnam. AIP Foundation is awarded for its contributions to Vietnamese society.

1 September

6-8 September
Australasian Road Safety Conference, Canberra, Australia. “Motorcycle passenger helmet use in Cambodia – a turning point?”

17 September
Safe Kids Worldwide Global Networking Meeting, Tampere, Finland.

18-20 September

18-21 September
12th World Conference on Injury Prevention and Safety Promotion, Tampere, Finland. “Knowledge of, attitude toward and practice of helmet use among motorcycle passengers in Cambodia.”

21 September
International Safety Media Awards, Tampere, Finland.
- Gold – Short Video Category.
- Excellence in Media Evaluation.

4-5 October
The Roads Between Us, Kuala Lumpur, Malaysia. “Promoting Helmet Safety in Southeast Asia: A Two-Wheeler Case Study.”

17-18 November

13 December
Prince Michael International Road Safety Awards, London, United Kingdom. AIP Foundation staff joined a Cambodian government delegation as they were honored.
This year, Protec, our social enterprise helmet factory, celebrated 15 years of providing vulnerable road users with safe and affordable helmets.

Two-hundred people currently work for Protec, including 130 factory workers, 30% of who have physical disabilities. The team has produced nearly 6.5 million helmets since its inception. The proceeds from helmet sales are invested in AIP Foundation’s diverse programs, including public awareness campaigns and road safety education initiatives.

**THE PROTEC HELMET FACTORY**

This year, Protec carried out a study measuring 5,000 Vietnamese child and adult heads to ensure a high quality helmet design.

In 2004, H.M. King Norodom Sihamoni of Cambodia endorsed Protec child helmets for children in Cambodia.

In 2008, Protec was recognized by the Blue Ribbon Awards, an initiative supported by USAID, for its support of the disability community.

In 2012, the Government of Tanzania signed a memorandum of understanding with AIP Foundation, signifying its first step to establishing a helmet factory based on the Protec model.

In 2001, Protec opened a factory in Hanoi and produced the world’s first ‘tropical’ motorcycle helmet.

In 2006, Protec received an award from the Vietnamese Ministry of Science and Technology for its innovative helmet design.

In 2009, Protec received commendation from U.S. Secretary of State Hillary Clinton with the Secretary of State’s Award for Corporate Excellence.

In 2016, Protec has nine retail showrooms and has developed 14 different motorcycle helmet models abiding by Vietnam’s helmet standard.
FINANCIALS

<table>
<thead>
<tr>
<th>INCOME (USD)</th>
<th>EXPENDITURE (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bilateral and Multilateral Agencies</td>
<td>$142,947</td>
</tr>
<tr>
<td>Foundations and Nonprofit Organizations</td>
<td>$1,069,319</td>
</tr>
<tr>
<td>Corporate</td>
<td>$865,465</td>
</tr>
<tr>
<td>Others</td>
<td>$47,154</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,124,885</strong></td>
</tr>
<tr>
<td>Programs</td>
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<td>Operations</td>
<td><strong>$418,471</strong></td>
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<td>Fundraising and Development</td>
<td><strong>$33,747</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$2,178,507</strong></td>
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</tbody>
</table>

Our work would not be possible without the support of committed companies, governments, organizations, and other stakeholders. We would like to thank:

Abbott Laboratories
AES-VCM Mong Duong Power Co., Ltd.
APM Terminals
ARRB Group Limited
Australian Volunteers for International Development
Automobile Association of Cambodia
The Bloomberg Initiative for Global Road Safety
Brigham Young University
Burn Rubber Co., Ltd.
CET Vietnam
Chevron Corporation
DENSO
The Embassy of Australia in Hanoi
FE Credit
FedEx Express
FIA Foundation
Ford Motor Company
General Motors Company
Global Alliance of NGOs for Road Safety
Global Giving Foundation
The Global Road Safety Partnership
International Road Assessment Programme
Johnson & Johnson
Manulife Cambodia
Monmouth University
The Natural Growth Co., Ltd.
Nghi Son Refinery & Petrochemical Limited Liability Company
Princeton in Asia
Road Safety Fund
Rotary Club of Matilda Bay
Royal Melbourne Institute of Technology University Vietnam
Safe Kids Worldwide
Save the Children
Scope Global
The Task Force for Global Health, INC
U.S. Centers for Disease Control and Prevention
United States Agency for International Development – Development Innovation Ventures
United States Department of State
The United States Embassy in Hanoi
The UPS Foundation
Vespiario (Thailand) Co., Ltd
Vietnam Advisors
The World Health Organization
HOW YOU CAN CONTRIBUTE

Help us to enable children and other vulnerable road users to stay safe on the roads. Your support can make a tremendous difference. Here are a few ways you can contribute:

Outright gifts
Make a secure online donation through GlobalGiving.org or Network For Good. Visit www.aip-foundation.org/support/ways-of-giving for more information.

Mail a check donation
AIP Foundation
9039 East Palms Park Drive
Tucson, Arizona 85715, USA

Fundraising support
Work with us on organizing benefit events and other fundraising activities. In-kind contributions and partnerships can generate an even greater impact. For more information or to discuss new partnerships, please contact our CEO, Mirjam Sidik, via email at mirjam.sidik@aipf-vietnam.org.

How your support is used

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5</td>
<td>Provides a child with a reflective jacket, increasing his or her visibility walking to and from school.</td>
</tr>
<tr>
<td>$15</td>
<td>Provides a child from a high-risk traffic area with a quality helmet and road safety education.</td>
</tr>
<tr>
<td>$50</td>
<td>Provides 200 students with traffic safety handbooks, equipping them with traffic safety knowledge.</td>
</tr>
<tr>
<td>$100</td>
<td>Hires a healthcare professional to speak to parents and the community about the importance of child helmet use.</td>
</tr>
<tr>
<td>$250</td>
<td>Secures billboard space to share life-saving road safety information with the public.</td>
</tr>
<tr>
<td>$1,000</td>
<td>Provides 2,000 students with knowledge on how to protect themselves by funding a teacher training workshop.</td>
</tr>
</tbody>
</table>

Find out more
For more information about our work and for our most up-to-date news, please visit our website at www.aip-foundation.org, email us at info@aipf-vietnam.org, or follow us on social media.
OUR TEAM

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Secretary General of NATO (Ret.)  
British Member of Parliament  
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AIP Foundation employs both international and local experts in program implementation, monitoring, evaluation, and a variety of other fields to ensure that our interventions are efficient, effective, and based on the real needs of the communities in which we work. Our team helps to ensure AIP Foundation remains a respected, leading international nonprofit in road safety.

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Greig Craft
President and Founder

Mirjam Sidik
Chief Executive Officer

Na Huong Hoang
Deputy Chief Executive Officer

Luc Ha
Finance Director

Son Nguyen
Operations Director

Our work would not be possible without the contributions of our staff and volunteers. Many thanks to our team members who made this year a success.

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