



ANNUAL REPORT 2018



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Truly, 2018 was an exceptional year for REACH and celebrating ten years in the business felt great! That said, we are not content to rest on our laurels. As REACH has grown, so have our aspirations and 2019 will be a year of moving onward and upward.





Message from the Executive Director

Fourteen years ago, I became the first teacher of a program that provided vocational training for disadvantaged youth in Vietnam.

I was teaching for the first time and I remember feeling nervous and emotional.

I was committed and dedicated to my job - not only because it was profoundly meaningful but because I found myself helping some of the most disadvantaged young people and witnessing them grow and change. I was inspired and they taught me a lot about patience, perseverance, affection and the will to overcome hardship.

In 2004, when we initiated the LABS center, we had only three classes and four staff who were not only trainers but also coordinators.

I still remember working out of a tiny room. We lacked almost everything. We shared one computer, with each of us having just one one-and-a-half-hour time slot each day.

In those early days, we faced an uphill battle! That first handful of graduates, however, made it all well worth it. Our biggest motivation was to see them grow day by day and change their lives for the better.

In 2008 we decided to take our project further. We wanted to expand and become sustainable. It was then that, with the assistance of Plan International, we founded REACH.

Since then we've experienced a lot of hardship but we've made some great developments as well. Our

scale has expanded exponentially. We have created a diversity of programs. Our human resources have increased from only five members of staff to more than 70, we've launched four social enterprises for sustainable development goal, and the average number of students we train each year has reached 1100!

Each year we have continued to grow and mature as an organization and 2018 was no exception.

Last year, we opened two new social enterprises, TRE Restaurant in Hue and Revina in Hanoi. We welcomed over 1000 students and of those saw 93.15% graduate. We grew our list of partners, we reinforced our existing bonds with our donors, and we sent staff abroad to find innovative new ideas and skills to add to REACH's growing stable.

Truly, 2018 was an exceptional year for REACH and celebrating ten years in the business felt great! That said, we are not yet content to rest on our laurels. As REACH has grown, so have our aspirations and 2019 will be a year of moving onward and upward. This, however, could not be possible without our donors, partners, sponsors, and staff. Each has been so important to REACH's survival and success that it would be impossible to express in words. Suffice it to say, I think of you all with the utmost gratitude.

It is your contributions that have made ten years of REACH possible and we couldn't have done it without you.

Many thanks,

Pham Thi Thanh Tam



MILESTONES IN REACH



DEVELOPMENTS

Trained 15,000 youth, has 70 fulltime staff, five centers and one project location with different 10 training sectors.



Set up TRE training restaurant in Hue.

SUSTA

Selected for policy tool bo
Received BU
CSIP and VCO

2018

2018

Expanded YCI to Ho Chi M
and partner with 04 hotel
aton Saigon, Intercon
Saigon, Le Meridean Saig
Renaissance Saigon

Asian Social Innovation Award
Winner, Region of Vietnam.



Set up training social ent
food delivery service KOI

AWARDS

Implemented project for sex
workers in Hanoi.



Awarded Grand Prize, Project Inspire
completion by Singapore Committee
for UN Women and MasterCard Founda-
tion from 504 applications from 70
countries.

2013

Supported DP to implement domes-
tic helper training for disadvantaged
women in Ho Chi Minh city.

2014

Social Enterprise vertical
established for long-term
strategic objective to meet
sustainability.

NEW PROGRAMS

Implemented 5 star hotel training program
(YCI) in Hanoi, partnering with Sheraton
Hanoi, Intercontinental Hanoi Westlake,
Hilton Hanoi Opera, JW Marriot Hanoi.



PARTNERSHIP

Partnered with SNV implemented high
impact tourism training program for informal
sectors and disadvantaged youth and women
in the mountainous and central provinces
(HITT) funded by EC.



REACH's practices are document-
ed and replicated to many other
countries in the world by
non-profit organizations.

2012

Started working with youth living
with and affected by HIV human
trafficking victims.

2011



QUALITY IMPROVEMENT

Partnered with British Council, standardized all
English training programs.
Initiated online fundraising through Global
Giving platform.
Completed the organizational structure, poli-
cies and procedures and development manual.
Successfully adopted standardized training
program.



Spread the project to Thanh
Hoa, Quang Binh, Bac Ninh,
Sapa, Ha Giang, Quang Nam.
Established Hai Duong center.

'S 10 YEAR JOURNEY

SUSTAINABILITY
 Awarded for UNESCAP youth
 award box.
 Received Blue Swallow award by
 VCCI.



Partnered with Microsoft
 in IT training program for
 disadvantaged youth in all
 REACH centers.



Won many awards including CSO with most impressive
 development, CSO with outstanding transparency and
 accountability practices, CSO with the most effective
 partnership with businesses by MSD funded by Irish
 Aids in 2015, 2016 and 2017.

Chi Minh city
 hotels: Sher-
 Intercontinental
 in Saigon and

2017

2017

2016

BENTO
 Social enterprise on Japanese
 e KOI Bento.



EXPANSION

Implemented Step Up project for visually
 impaired people.

Partnered with Child Fund, launched a
 project to train ethnic minority youth from
 Hoa Binh.

ACHIEVEMENT AND INNOVATION

One of 24 Star Impact award winners globally.
 One of the 10 most outstanding CSOs in Vietnam
 acknowledged by YUSTA.
 Plan International award for the most innovative use of
 technology in development.



Set up first EM Hair Salon as the training social
 enterprise.

2015

2015

Green skill training
 module supported by
 Plan International
 integrated into all
 training courses.

2016

10,000

Reached 10,000 youth trained in five centers
 across Vietnam.
 Developed web-based MIS system to monitor
 and track students and graduates.

RECOGNITION

Identified as one of the 20 most impactful
 organizations out of 1400 organizations from
 84 countries by Epic Foundation.



EXPANSION

Took over the responsibility of managing LABS
 centers at Hue and Danang.

2010

2009

2008

ALUMNI

First alumni club with more
 than 1,000 REACH members
 started.

First alumni bulletin written
 and designed by REACH
 alumni published.

ESTABLISHMENT

Restructured Plan International LABS
 project in Hanoi and established
 REACH with a team of six people.



OVERVIEW

Up to date of 2018

16.053

graduates



10

COURSES

Sales & Marketing, Food & Beverage service, Graphic Design, Cooking, Hairdressing & Nail, 3D modelling, Web Coding, Housekeeping, Skincare & Nail and 5 stars hospitality.

6 CENTERS IN



- ★ Ha Noi
- ★ Hai Duong
- ★ Hue
- ★ Hoi An
- ★ Da Nang
- ★ Ho Chi Minh

4 SOCIAL ENTERPRISES



2018



479



486



97.05%

of student's quality
of life improves



56

students with disabilities

\$223

is the average starting monthly salary
that our graduates earn

86.96%

of our graduates got a job after
completing training





COSMETOLOGY

Our courses: Skincare and Nail, Hairdressing and Nail

Our cosmetology courses have been a key component of our strategy of finding more opportunities for disadvantaged girls and women. Through our beauty courses in hair & nail, and skin care, our students have been able to have successful careers in the beauty industry.



 Total Admissions

 Total Graduates

 Employment Rate

EM SALON

After 3 years of operation EM Salon has become even stronger, edging closer to the self-sustainability. EM Salon's hybrid model, integrating training and business operations, has helped us realize several benefits. With a large client base of foreigners, trainees have been able to practice and better develop their English skills. Having both the coursework and practical skills components operating out of the same location has also simplified the administration of the course.

"The experience for the students who work with paying customers is very different to those who study in the classroom", says Program Manager, Hang Nguyen Ngoc. "We see the benefit in their training experience. They have more chance to meet the customers and a better chance to practice their vocational and English skills."



INFORMATION TECHNOLOGY

Courses: Graphic design, Web coding, 3D modelling

From a tiny office with only one computer to a vocational school equipped with over 100, our information technology offerings have come a long way. By recognizing the changing market trends toward tech-savvy workers early, we're able to meet the rising demand on the front foot. In recent years, we have invested greatly in IT training areas to effectively meet the human resources needs of employers. With help from our sponsors, we've been able to grow our IT department into a thriving source of well trained, IT professionals providing the market with a highly qualified workforce. We currently offer courses in three IT fields: Graphic design, Web coding, and 3D modelling.



GRAPHIC DESIGN

 **114**

 **107**

 **87.9%**



WEB CODING

 **15**

 **12**

 **87.9%**



MODELLING

 **33**

 **27**

 **74.1%**



Total Admissions



Total Graduates



Employment Rate





Revina.co

Revina, REACH's IT startup company, was established in July 2018. During this period, it has grown to employ 24 full-time staff including 13 graduates (54%) from REACH. They are currently operating in a number of markets including Europe, Australia, New Zealand, and the USA. Revina is close to break even point after only a very short time in operation. This is an outstanding performance for a start-up and a credit to the team, especially its CEO Nguyen (Henry) Le.



HOSPITALITY

Our courses: Food and beverage, House Keeping, Cooking, 5 stars hospitality - YCI

Our most popular course is Hospitality with 4 main training courses: Food & Beverage service, Housekeeping, Cooking, and Five - Stars hospitality. It has seen yet more high-quality students graduate from our centers in Hoi An, Da Nang, Hue, Ha Noi, Hai Duong, and Ho Chi Minh. We've received positive feedback from our graduates' employers. In particular a number of graduates have received promotions. In 2018, REACH provided 517 human resources for Hospitality, 86.5% of which got jobs with an average starting monthly salary of 4,894,000 vnd.

In YCI program, we have partnerships with JW Marriott Hanoi, Intercontinental Hanoi Landmark72, Intercontinental, Hanoi Westlake, Hilton Hanoi Opera, Hilton Garden Inn Hanoi, Sheraton Hanoi, Crowne Plaza West Hanoi, Le Meridien Saigon, Renaissance Riverside Saigon, Sheraton Saigon Hotel & Towers.



FOOD AND BEVERAGE

75 | 60 | 91.7%



COOKING

53 | 50 | 94%



HOUSE KEEPING

78 | 78 | 94.9%



YCI

75 | 60 | 84.2%



Total Admissions



Total Graduates



Employment Rate



KOI BENTO

KOI Bento

In 2018 KOI Bento exceeded its revenue target, set at the beginning of the project, by nearly 10%. KOI Bento has offered great on-the-job training opportunities to REACH students. Of the 20 students accepted into the cooking course, each spent approximately 210 hours practicing in the Koi Bento kitchen. A further 38 students from the Sales & Marketing and Graphic Design classes were assigned to design the business branding and marketing stage. As part of their coursework, they put together a website, brochure, and price list.



TRE Restaurant



Our first social enterprise in Hue got off to a flying start with support from Plan International Vietnam, the TUI Care Foundation and The NEXT Foundation. TRE Restaurant opened in August and has been producing high-quality food and customer service. Delivering well above expectations the restaurant is going from strength to strength and applications to join the program are increasing. TRE's customer base is growing every day and the people of Hue have been very receptive of the project. Customers who came to the restaurant were not only impressed by the exceptional food and specially designed space but also inspired by the amazing social impacts that it has brought to local disadvantaged youth.

CASE STORY

Oanh was born and grew up in a small coastal village about 12 kilometers from Hue city where she lived with her parents and 4 siblings. Her father is a fisherman and he has to travel far from the village for months at a time of fishing. In the winter, his working conditions become more dangerous and with lower catches which means his income is not stable. Her mother is a housewife and doesn't work so her family has many difficulties. She is the only child in the family that was able to finish high school. Her other siblings only finished secondary school, they dropped out and joined their father as fishermen. Because of her family poverty and her pessimism about future jobs after graduation from college, she decided to drop out of college when she was a sophomore.

Oanh had the idea that she could join a vocational training course to find a job. Introduced by a friend, she enrolled for F&B class Batch 39 at REACH Hue. She was quickly cherished by her teachers and friends due to her diligent effort. After the internship period at restaurants in Hue, she was one of the first students who officially worked at TRE restaurant, a social enterprise of REACH.

CHANGE

Working at TRE, she has the opportunity to practice and improve her English every day because TRE has many foreign customers. She also has the chance to meet teachers at REACH and supports the students from new Batches to practice their skills at TRE.

After 9 months working at TRE restaurant, she decided to move further for the personal development and after applying for a job in Ba Na Hill Complex, she got selected. Recently, she is working as a Restaurant staff with a monthly income of \$300 including social insurance and health insurance, as well as other allowances under the Labor Law. She shared "Before studying at REACH, my life was such a struggle, I didn't have a stable job to earn enough money to live. But I now feel more self-confident, I can take care of myself and send money home to help my parents". Oanh dreams to become a "super waitress" and she is trying to learn every day to achieve her career goals.

Nguyen Thi Oanh - Batch 39 Food & Beverage at REACH Hue

SALES AND MARKETING

The first-class REACH offered was Sales and Marketing. At the time, REACH was in its infancy. Resources and places were limited. Since then we've created several new programs and expanded our offerings, but we haven't forgotten where we came from. We've continued to offer our sales and marketing course and saw an almost 20 percent increase in 2017's enrolment numbers. The Sales & Marketing Program has been improved in line with the changing market. Knowledge about telemarketing and digital marketing has also been updated for the students.



CASE STORY



Le Thi Hang knows how hard her parents worked to raise her and her siblings. Not only was her dad debilitated with a crippling illness but her brother also suffered from severe mental illness that could sometimes turn violent.

This had a debilitating effect on her self-esteem.

"Before REACH I only stayed home and didn't work," she says. "I lacked self-confidence and was always afraid to go out."

Hang's mother was forced to work to support the whole family and Hang could see the toll this took.

"I wanted to give back to my parents," she says, "and be independent."

It was then that she found REACH on Facebook and enrolled in graphic design.

It wasn't just the technical skills that have helped Hang. REACH's soft skills training has provided some valuable tools and tricks that have helped her pursue her dreams.

"The advice I appreciated most was how to set goals for yourself and implement them."

Hang, since leaving REACH, has found full-time work in graphic design but she hasn't forgotten the value in her REACH learning experience.

"What I like most about REACH is the sincerity and enthusiasm of teachers, and the friends who gave me confidence and warmth."

Now that she has crossed becoming a graphic designer off her list of goals, Hang has set a new goal.

"My dream is to become a good high-income photo editor and be financially independent so I can help my mother."

Nguyen Thi Hang

Graphic design batch 42 at
REACH Hanoi

»» TARGET

FORWARD

Nong Van Hoi always had big dreams but growing up in Tien Yen, Quang Ninh meant that his options were limited.

Becoming orphaned at the age of 11 was yet another setback and though a kindly neighbor took him in it was still a hard upbringing.

"The neighbor worked in restaurants and was constantly sick and her health was so weak that should couldn't work a lot," Nong says.

With limited job prospects in the provinces the big city called.

"I wanted to change my life and pursue my passions so I just decided to leave my hometown and go to Hanoi."

It was in Hanoi that he took up work in a local cafe waiting tables. Waiting tables, however, didn't offer a lot of long term prospects. It was money for now but where would he be in two years, five years, or 10 years? He didn't know but he knew he needed a career, not just a job.

Through friends, Nong heard about REACH's training program and he reached out.

After carefully assessing his situation and his needs REACH's recruitment team accepted his application and Nong was placed in the Web Programming course.

From there it's been clear sailing.

"REACH is like my second home. The advice I miss the most is to always stick to your beliefs and go for your dreams. What I like about REACH the most is the sincerity and enthusiasm of the teachers, the teachers who gave me a reason to keep going and hope for my future."

"Besides studying technical skills I also learned life skills, green skills, and English. I learned many useful things about the workforce and everyday life at REACH."

Nong has gone from strength to strength. After leaving REACH he has found work at BOXI in web design.

While he is *"only an apprentice at the moment... the environment is young and dynamic,"* he says. This makes him optimistic for the future.

"No pain, no gain," he says.

Nong Van Hoi

Batch 42, Web coding at REACH Ha Noi



STEP UP

REACH's Step Up program for visually impaired students continued throughout 2018. With three key classes on offer including English, IT, tele-sales, and movement orientation. These classes have helped students develop basic life skills to help them better navigate the world and also provide them with necessary skills to become productive members of the workforce.

"Most students became more confident and open-minded in communication and life," says program facilitator, Hiep Hoang Thi. "Young learners were getting more mature in their way of thinking."

As we move into 2019 the program is set to continue until at least June and hopefully further into the future.



EVENT

Spamcham



SPAMCHAM is REACH's monthly fundraising activity which is sponsored by AFG Vietnam. In two years of 2017 and 2018, SPAMCHAM has collected over 270 million VND to support housing and meal costs for REACH's students. SPAMCHAM happens on the last Wednesday every month at Alfresco's restaurant at 62 Xuân Diệu.



Microsoft

In August 2018, the senior manager from Microsoft Asian offices visited REACH to train students in Child Online Safety. They also provided training to REACH's staff to help REACH integrate the latest technology in program management and operation.



Credit Suisse

In September 2018, the Bank Director and over 30 volunteers from Credit Suisse Group AC discussed with REACH's financial model which to help REACH become self-sustainable in the coming years.



CREDIT SUISSE



In November 2018, Plan's representatives and the sponsors from TUI visited TRE restaurant and REACH's center in Hue.



The Seal of Love Charitable & EMpower

In December 2018, the partners from The Seal of Love Charitable Fund and Empower Fund visited and discussed at REACH.





STAFF EXCHANGE

In 2018 REACH continued its exchange program with Don Bosco Tech in New Delhi. With funding from the (Norwegian Agency for Exchange Cooperation) two teachers from India spent a little over six months in Vietnam while two of REACH's finest staff members, Linh and Ha, went off to New Delhi.

"Working in India was very rewarding," says Ms. Ha. "I learned new processes and techniques that I have been able to bring back to Vietnam to enhance and improve our course offerings."

In 2019 this program will enter its final year with new arrivals Abisheak Uprati from West Bengal and Regina Pamma Karai from Manipur taking up positions in the English faculty at REACH's Hanoi headquarters.

LEADERSHIP

REACH has continued to foster development among its young leaders. In 2018 Hanoi Site Manager Hang Nguyen Ngoc took part in the Perennial Fellowship program, a three - week conference in Seattle. The focus of the conference is developing social leaders from around the world to be better equipped to perform their roles when they return home.

"This social work is not just working. We work with people and people are not just a number," says Hang Nguyen Ngoc. "From the wisdom of the others, I have come to understand the importance of helping people to develop themselves personally."



VOLUNTEER PROGRAM

Throughout 2018 REACH has continued to expand its access to human resources through its volunteer program. This has involved volunteers from both the Australian Aid program as well as Projects Abroad. Furthermore, volunteers from the local community have continued to offer their time and expertise in a broad variety of areas from fundraising to entrepreneurship.

Going forward into 2019, REACH will continue to develop its volunteer program with its partner organizations to reap yet more amazing benefits.

20 VOLUNTEER
From Other Countries

3-6 Months

The infographic features a central gold star with a red banner containing the text '20 VOLUNTEER From Other Countries'. Surrounding the star are five circular icons representing different countries: United Kingdom, France, United States, Australia, and Japan. Below the star is a clock icon with the text '3-6 Months'.



Our Businesses & Our Partners



"I want to extend my thanks for REACH's continued support for disadvantaged youth. A lot of REACH trainees have joined our staff and have become Kitchmate's best workers. They perform their roles and achieve great accomplishments with their high skills as well as serious attitude at work. We will always give the best conditions and priority we can to create a good working environment and help them take full advantage of the skill set and knowledge that they received from the center.

I hope to continue receiving the trust and companionship of REACH. I wish the center great success and REACH trainers health to continue teaching and growing young Vietnamese generations."

Bui Van Dien Doanh, the manager of Showroom Kitchmate, Vincom Ba Trieu

Kitchmate is one of the closest businesses in our network.

Since 2004, REACH has developed a wide network of nearly 1000 businesses who train and employ our students.



THE FUTURE

In the coming years, we aim to become the best training and employment service provider in Vietnam for disadvantaged youth accredited internationally and nationally. In order to achieve this goal, we have set different priorities. We continue to strengthen our management and governance to achieve sustainable growth, maintain program quality, and have better policies and stronger performance. More motivated, effective and qualified staff will be built through reviewing HR policies and systems and conducting intensive capacity building activities. Program quality improvement will remain a focus to make sure we have the best service delivery to our targeted groups.

In order to achieve sustainability, strategic objectives and different models will be initiated and implemented. This includes strengthening and growing our social enterprises along with expanding our cost recovery model whereby REACH graduates and business partners provide a financial contribution to maintain our program sustainably and effectively.

Diversification of courses will be carried out to reach out to more disadvantaged groups. Courses will also be reworked to be made available to more disadvantaged groups such as youth living with disabilities. Finally, with the rapid development and changes in the technology sector, best technology integration will be considered to improve the effectiveness and efficiency of REACH's operation and programs.



WITH THANKS TO OUR DONORS AND KEY PARTNERS





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