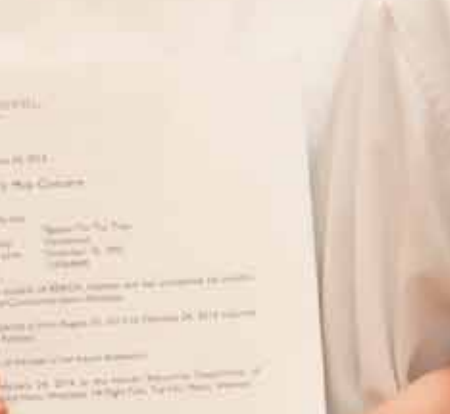
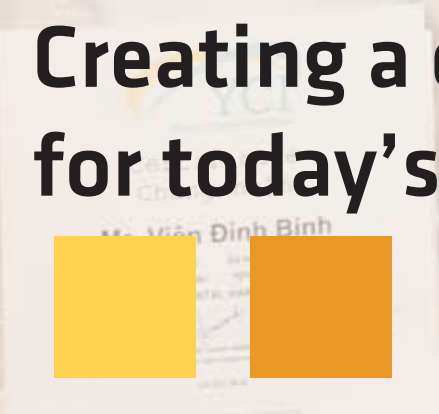




REACH Vietnam Annual Report 2014

**Creating a career path
for today's youth**





About REACH

REACH is a local, Vietnamese, non-government organization specializing in vocational training and employment for Vietnam's most disadvantaged youth



Message from REACH Executive Director

Change would be the word I would use to describe 2014.

Vietnam has seen significant change since we opened REACH in 2008. Vietnam's economy has been steadily growing and new opportunities are opening-up for its people. Unfortunately, many youth in Vietnam are being left behind. They are living in poverty and are without decent employment. These youth don't have employment because of lack of trying; they simply were deprived of a formal education and do not have anyone in their lives who can connect them to jobs. Our vision at REACH is that we bridge this gap and provide all young people in Vietnam with the opportunities and support they need to reach their full potential.

This year, we continued to apply our simple formula of 3 months free vocational training and 6 months job support to Vietnam's most disadvantaged youth. I am proud to say we supported 1302 students with vocational training and were able to help 967 students obtain a job, adding up to the total number of nearly 11,500 disadvantaged youth supported by REACH since 2004. The high proportion of students achieving a job is a testament to the REACH model, the hard work of our staff, and the great support we receive from our business partners and stakeholders.

In addition to this achievement, we have been adapting to Vietnam's ever changing environment through innovation and improvement. Particular highlights for me was our new partnership with Youth Career Initiative. This partnership has allowed us to strengthen our relationships with businesses and will allow us to provide more on-the-job training to our youth. We have also developed an online learning platform, a new training area in Hue and a Social Enterprise offshoot that will help REACH become more efficient and financially sustainable in the future.

While we have achieved a lot this year, and Vietnam's economy continues to grow, we are unfortunately some time away from the day when the youth of Vietnam don't need our help. We need to continue to work hard to help all youth in Vietnam reach their full potential and to stop the widening gap between our disadvantaged students and other youth of Vietnam. The future will present many challenges, however we look forward to the opportunity to work together to help the youth of Vietnam in the year's to come.

Pham Thi Thanh Tam

Our students

What does REACH mean to our students? Here is what they are saying on Facebook:



"REACH is my second home. REACH set the foundation for youth to rise from their difficulties or disadvantaged backgrounds"
<ThanhHoa – REACH Danang alumni>

Our achievements

REACH offers 7 training programs across 5 training centers in the North and Central of Vietnam. Hundreds of youth from different difficult backgrounds have been given access to work skills training and job placement services, which has changed their lives.



We supported

1302

disadvantaged youth
in need of help

26

were of an
ethnic minority

47%

were women

388

were school dropouts

523

lived in poverty

55

lived with or affected
by disability

91%

of students
who started at REACH
finished the program

580 Food & Beverage
students each completed

176

hours of
on-the-job training

109

were involved
in prostitution
or committed a crime

Provided with **life**
and
**job-
readiness
skills**



A Hairdressing student practices hair cutting

We helped Em

From a young age, Em witnessed her violent father frequently beat her mother. One day, her mother ran away leaving Em behind because she was not able to stand it anymore. When Em was 12, she dropped out of school and just 2 years later, she too ran away from home to escape her father.

By the age of 18, Em had found a partner and had a daughter. Unfortunately for the family, there were no jobs in her hometown so they moved to the city for job opportunities. To earn a living, Em briefly sold fish and soya curd at Long Bien open market however she soon found herself out of a job.

Luckily for Em, she heard about free vocational training in hairdressing available at REACH and became a student of the batch 28. Em had always wanted to be a hairdresser but never had the opportunity to study it.

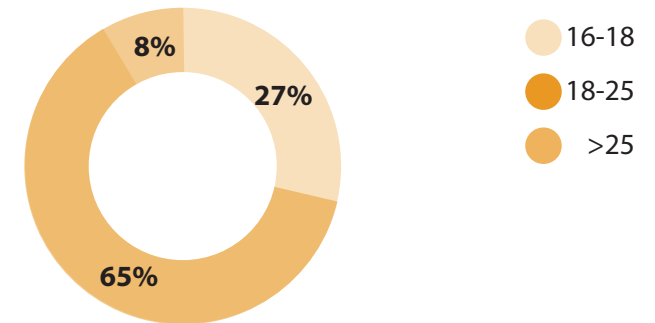
After graduation, Em wants to challenge herself by working in a small local hairdresser as this will give her more chances to practice her cutting skills. When she feels confident enough, Em hopes to move to a bigger hair salon. She does not care how long it may take; she will be ready for the challenge and opportunity when the time is right.

"I want to learn a trade and become an independent woman. I want to earn money with my own hands and stand on my own feet." she said.

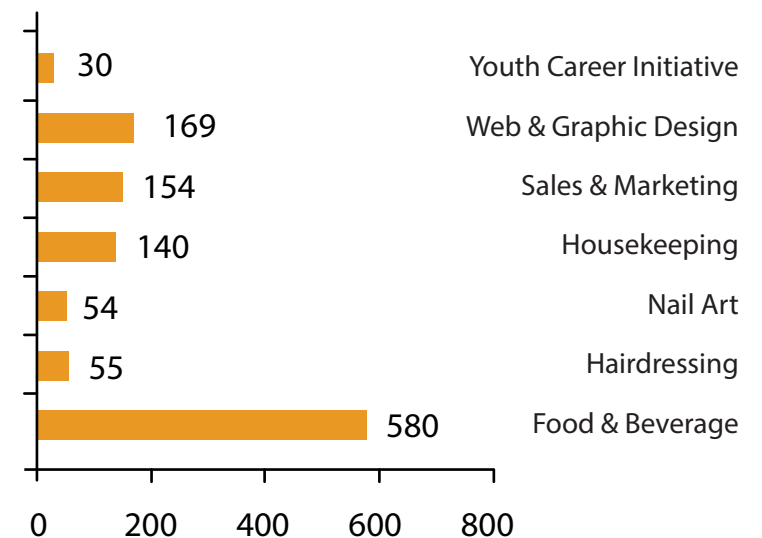
"When I distributed leaflets to help REACH with student mobilization, there were some who believed me and some who were skeptical. They took the leaflets but when I turned my back, they just threw them away. Seeing that, I biked back to them and said that if they did not need the leaflet, please just return it to me. Don't just throw it away. It might not mean anything to them, but to some people in need, it is highly valuable."

(Em, Hairdressing student, REACH Hanoi, batch 28)

Ages of students trained in 2014



Number of students trained in 2014 by subject



967

(82%) students found decent employment after completing their course



93%

of surveyed graduates say their quality of life improved 9 months after starting at REACH

We helped Quang

Quang has a physical disability which has stunted his growth significantly. At the age of 16, Quang stopped his schooling as his family did not have enough money to continue his education.

His parents were farmers however his father was involved in a traffic accident and his mother began suffering from cardiac disease and this adversely impacted their ability to generate income.

Quang found out about REACH through his friends and started studying Web and Graphic Design in batch 28. "I chose Web and Graphic Design because it suited my physical ability. I believe what I learn

needs to be practical and helpful for my future work".

With his determination, Quang was able to find an internship after his graduation and is now a team leader at Br24 Vietnam. Quang is thankful for what he learned at REACH. "My teacher had real work experience. What he taught me is very precious. It is not all about technical knowledge but also how to dress properly, what to say at a job interview. "

REACH has been able to help Quang achieve his dream of living and taking care of himself. "That I can stand on my own feet is my parent's greatest happiness."



PROFILE

Name: QUANG
Age: 19
Study Web and Graphic Design
REACH Hanoi – Class 28
Current occupation: team leader at Br24 Vietnam

80% of REACH graduates increased their income within 6 months after their graduation.

Our innovations

① Youth Career Initiative (YCI) Partnership

About Youth Career Initiative

- YCI is a 24-week programme providing disadvantaged young people with life and work skills.
- The program is innovative as 60% of the training is provided by leading 5 star hotels in Hanoi including InterContinental, Sheraton and Hilton Opera Hanoi.
- REACH provides the remaining training in the form of soft skills and English. REACH also provides job placement services after the students graduate.
- 30 students participated in YCI program in 2014

The YCI program helped Hoa

Hoa's life has changed a lot since she was given the chance by the YCI program to follow her childhood dream of becoming a highly skilled professional cook.

Before the program, Hoa lived in a mountainous province in north Viet Nam. Her father drank a lot of wine, and when he got drunk, he would beat his wife and children

Now, Hoa is fulfilling her dream. Every day, Hoa arrives at the InterContinental Hanoi Westlake at 7am to assist kitchen staff in setting up the breakfast and lunch buffets for the hotel. She says the "People at the hotel help me a lot – I will put much effort into learning how to cook, and then find a stable job". After the program, she says "when I am more skillful and confident in my abilities I will open a small food store in Ha Noi. In this way I can set an example to my brothers and sisters."



② Online Training platform

REACH has established an online training platform called Ready to Work (RTW). The platform will enable students to complete work readiness training online, which gives them flexibility in learning this module and also helps REACH save facilitation costs.

The purpose of this online training is to provide students with different job application and interview skills. It also helps REACH students have a better understanding of what kind of work skills they need as well as the importance of good behaviour and good

attitude, self-discipline and responsibility. The online training is conducted in the form of interactive games consisting of video, pictures and stories. Students work through the modules while they complete their job specific training at the centre.

If the Ready to Work platform is successful among REACH students, RTW can be launched nation wide, reaching to larger group of Vietnamese youth, who are at the threshold of their working life.



③ New Beauty Spa and Makeup centre in Hue

- REACH opened the center in response to the growing tourism business in the region and the increased demand of trained staff in this domain.
- The first class consisted of 13 female and 5 male students from disadvantaged backgrounds
- Out of the 18 students enrolled in our first class, 17 have already found jobs and are earning an average salary of nearly 3 million dong (US\$140) per month, which is 30% higher than government's salary standard for this area.
- 8 of these students are working at 4 and 5 star hotels including the Imperial, Eldora and Anna Mandara.

The new center helped Linh

Linh is one of REACH's first students to graduate from its new Beauty Spa and Makeup class in Hue. She was from a poor family. Linh's father passed away and her mother was out of job. The family survived on an unstable income of about US\$46 a month that was earned by her eldest brother who was a painter.

REACH was able to change Linh's life due to our recent innovation of opening a beauty spa and makeup

course in Hue.

"I like studying here because the training helps me become more confident. I have learnt many life skills, enabling me to communicate better and have the necessary skills to adapt myself to the working environment. The program also gives me better awareness about my career and my life. Most importantly, I am equipped with professional skills and am supported in finding a suitable job".

④ REACH Social Enterprise (SE)

To ensure REACH can continue to support disadvantaged youth in Vietnam, we have a strategic objective to develop innovative and sustainable funding streams for the future. As one solution to this objective, we have launched REACH SE, an enterprise designed to unlock the hidden value of REACH's extensive expertise and facilities.

In 2014, REACH SE explored and evaluated a number of exciting ideas and has progressed one of these as a pilot. The idea being piloted involved the provision of training to non-disadvantaged youth. This compelling opportunity allows REACH to leverage its expertise in this area and make better use of its facilities when they are not in use.

Looking ahead to 2015, REACH SE will offer its vocational training with an enhanced and more flexible program as well as expanding this service to corporate clients. We are also exploring other business opportunities that will achieve REACH SE's objectives.

While it has only been early days for REACH SE, it has already made a meaningful contribution to REACH. This has given us confidence to be excited about the future potential of this program and how it can help all youth in Vietnam reach their full potential.





Our supporters

Em, Quang, Hoa, Linh and all the other 1298 students of REACH 2014 would like to say THANK YOU to our donors, training partners, employment partners and alumni who help make REACH a possibility. Without your support, REACH graduates would not have found a decent job and been able to improve their quality of life. Our major supporters in 2014.

Donors



“Hoang Anh Gia Lai Plaza Hotel Danang has been collaborating with REACH for seven years. Many REACH alumni have been accepted to work and intern at our hotel. My Food & Beverage department alone has taken on about 100 REACH alumni. They share the same qualities of being hardworking, industrious, and enthusiastic”.

**Mr Nguyen Thanh Viet – F&B Manager
5 star Hoang Anh Gia Lai Plaza hotel
Danang**

Main employment partners



Training partners



"Teachers and volunteers from British Council have inspired me to be more creative in my teaching approach. I have applied VAK (Visual- Auditory - Kinesthetic) method to make my students more engaged and excited about English lessons".

**Nguyen Hong Minh - English teacher
REACH Hanoi**



Our opportunity

A World Bank report released in 2014 indicates that Vietnam's macroeconomic performance has continued to improve. Whilst this is good news, the report also identified that inequality in Vietnam is widening. Between 2004 and 2010, incomes for the poorest 10% in Vietnam actually fell by 20%.

The issue of economic inequality is a reflection of significant restrictions of opportunity to the poorest people in Vietnam. Young people migrating from rural areas to the city in search of higher incomes to support their families are unable to get jobs due to their lack of skills and business connections. These young people end up working in the informal sector, trading on the street or doing lowly paid manual jobs. These jobs don't have proper labor contracts, health insurance or

protection under labor law.

The future of these marginalized groups directs REACH's future. In the years to come, we will need to continue to apply our formula of job training and job support in order to help youth in need. In addition to this, we will need to continue to innovate and improve our operation whilst also becoming more financially sustainable.

The youth of Vietnam and REACH needs your continued support to make this happen. There are many ways you can get involved with REACH and support our work. Whether you are an individual, an organisation, a foundation or a company. Remember that every little bit counts and together we can build a brighter future for the youth of Vietnam

Become a corporate partner

- Provide financial support
- Donate surplus / used equipment
- Employ our graduates
- Pro bono work

Give us feedback

We are a learning organization and we want to improve. Please send email to contact@reach.org.vn

Volunteer with us

We welcome volunteers at REACH to help our students and our organization.

Make an individual contribution

To make a contribution, visit Global Giving <http://goo.gl/UCMOH2>

HOW to help disadvantaged youth in Vietnam visit our website <http://reach.org.vn/en-US/Get-Involved/How-you-can-help.htm> or our Facebook page www.facebook.com/REACHVietnam



Our Details



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Governance

REACH is a local non-government organization registered with VUSTA – Vietnam Union of Science and Technology Associations
<http://www.vusta.vn>

The member associations of VUSTA operate under their own statutes and regulations with broad autonomous rights. However they have to abide by VUSTA's main directives, under the guidance and control of VUSTA's Central Council.

REACH Executive

The Executive Team consists of the Executive Director, Regional Managers, Business Development Manager, Senior Accountant and Human Resources Executive.

Our donors

REACH commits to annual funding agreements with all of its major donors. These agreements set objectives, outcomes, targets and budgets for each program as well as how the REACH grant will be monitored and evaluated. There is regular reporting to donors on program outcomes and expenditure.

Our Board of directors

REACH is governed by a 3-member board - you can read about their backgrounds by visiting the REACH website
<http://reach.org.vn/en-US/Who-we-are/Governance/Governance.htm>

Our financials

REACH produces all financials on a Vietnam Financial year basis (year ending December). REACH's financial records are independently audited annually. You can access all available financials on our website:
<http://reach.org.vn/en-US/Media/Publications/Report/reach.htm>

