



2019
ANNUAL REPORT
REACH TRANSFORMING LIVES

EXECUTIVE DIRECTOR ADDRESS

There is no doubt about it, 2019 has been an incredible year for REACH. We have welcomed our 17,134th students through our doors, launched two new programs, and secured a partnership with Chisolm Institute in Australia to ensure graduates of our hospitality programs hold an international accreditation that will greatly enhance their career prospects. These are just a few of the reasons that REACH went on to become one of just eight winners of an Alquity Foundation and Philanthropy University Transforming Lives Award, selected from over 600 applicants around the world.

Our social enterprises continue to go from strength to strength – with four now in operation across a number of key sectors. Revina has been re-branded to VIEWZZ and has seen an incredible growth.

None of this would be possible without the dedication of our committed staff members, partners, international volunteers, and board members.

2020 holds a lot of challenges. On one hand, we have ambitious growth plans for all our programs and are excited to launch our partnership with RMIT Vietnam, as well as to launch our new communications and fundraising strategy. A key part of this strategy will be a re-launch of the REACH Website, as well as the launch of our dedicated fundraising arm in Australia, towards the end of the year.

I believe the successes we have had in 2019 will enable us to realize these ambitions, the international climate in 2020 however will not be without its challenges.

**REACH Executive Director
Pham Thi Thanh Tam**

THE 2019 TRANSFORMING LIVES AWARD

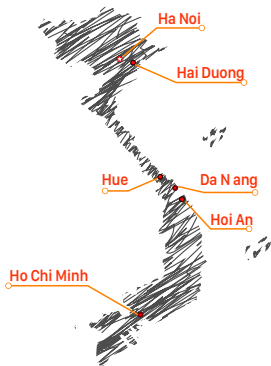


REACH is one of eight organizations to receive the Transforming Lives Award, chosen from 600 different organizations around the world

OVERVIEW



17.134 students have graduated
(As of 2019)



6 CENTERS

4 SOCIAL ENTERPRISES



viewzz



1.081 students graduated

♀ 537 males ♂ 526 females # 18 others

95.12% of students improved
their quality of life



89% secured stable jobs
after graduation

\$242 /month

is the average starting salary
of graduates



11 VOCATIONAL COURSES



REACH TRANSFORMING LIVES

MOBILIZATION

Community campaigns reached over 11,000 people in 20 provinces nationwide



INTERVIEWS AND HOME VISITS

1161 potential students were interviewed, with 60% of those receiving a home visit



SKILLS TRAINING

Life skills
English
Informatics
Job interview tips
Other soft skills



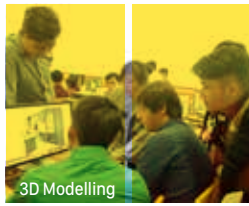
OPENING CEREMONY



VOCATIONAL TRAINING



Graphic Design



3D Modelling



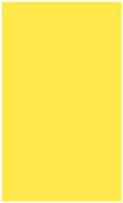
Cooking



Web Coding



Beauty Therapy



Video Editing



Housekeeping



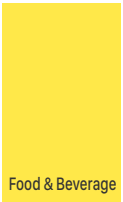
Marketing & Sales



YCI (Hospitality – 5 star)



Hairdressing



Food & Beverage



CLOSING CEREMONY



JOB PLACEMENT

89% secured jobs after graduation



TRAINING QUALITY IMPROVEMENT

All curricula were revised in line with standardized procedures.

INTERNATIONAL ACCREDITATION

In August 2019, REACH entered into an agreement with Chisholm Institute, Australia to standardize the Hospitality Curriculum. We will work with Chisholm Institute to revise the program in line with these standards, and this will mean 50 graduates from the new curriculum will receive certification from this internationally recognized institution. This is an ongoing process and will be completed in 2020.

GIRLS IN ICT

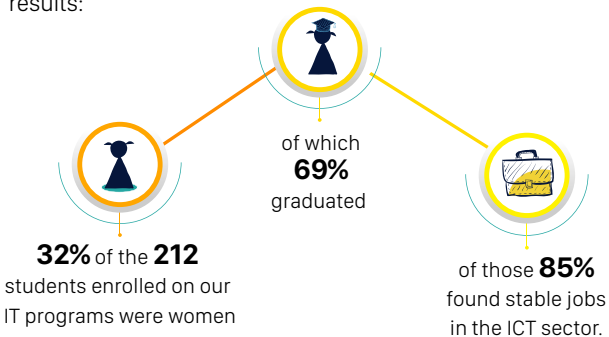


Fit for Future is a project designed to increase the participation of Vietnamese young women in ICT, a profession and environment still regarded as many as 'male'.

Our ambition, by 2022, is to have trained 630 young people from disadvantaged backgrounds: 50% of these will be young women. Fit for Future brings together our ICT programs including Graphic Design, 3D Modelling and Web Coding at REACH by 2022.

Over 2019 we have arranged 10 sessions for disadvantaged young people from the mountainous northern regions of Vietnam, specifically to showcase the career REACH programs can lead to

By the end of 2019 we had achieved the following positive results:



By making an active contribution to the success of young women in ICT we not only help individuals to greatly increase their life opportunities, we support a wider ambition to eliminate gender inequality and stereotypes endemic in the ICT sector.

Delivered in Hanoi and Hai Duong, Fit for Future is funded by Plan International in Vietnam.

STEP UP PROJECT



Officially established in 2/6/2017, within two years of operation, the project has successfully supported 175 blind students participate in classes such as: Soft skills, English, Orientation and Mobility (O&M), Physical Education, Telesales and Dancing.

Step Up's impact will be expanded in 2020 in two ways: as well as blind students, we will begin to serve deaf students as well, and the project will be opened in two new centres: Haiduong and Danang.

THE YOUTH CAREER INITIATIVE (YCI)

REACH has partnered with YCI Global and 5-star hotels in Ha Noi and Ho Chi Minh city to provide career consultation and life skills training. Over 24 weeks 273 students were provided with life skills training and access to careers advice and support.

There are nine 5-star hotels participating in the project:

- Hanoi: JW Marriott Hanoi, InterContinental Hanoi Landmark 72, InterContinental Westlake Hanoi, Sheraton Hanoi, Hilton Hanoi Opera, Hilton Garden Inn Hanoi, and Crowne Plaza West Hanoi
- Ho Chi Minh city: Le Meridien Saigon, Sheraton Saigon Hotel & Towers and Renaissance Riverside Hotel Saigon.

2019

- 62 students were trained.
- 92% secured jobs on graduation.
- 72% of graduates now work in 5-star hotels and restaurants.

2020

- The YCI program will extend to Da Nang in partnership with four new 5-star hotels



MADE WITH LOVE AND PEPPERED WITH HOPE



"Pepper trees grew, day by day, alongside the growing dream of Lan's parents to escape from the extreme poverty that had accompanied them for decades".

After 6 years of accumulating wealth, Lan's family for the first time ever had the money to buy a piece of agricultural land. They decided to plant pepper and from there gather the money needed to live a fulfilling life.

Peppered with hope, but the trees were not as expected. One pepper tree got diseased, followed by a second and then a third. Lan's parents were horrified but helpless to stop its spread. The pepper field died along with all the family's savings and left behind a huge amount of debt.

"We were back on the poverty line and all hope seemed lost" - Lan recalled with tears.

The failure of the crops meant that Lan could not go to

university. The whole family at that time was counting on her. Therefore, she had to find a career quickly to escape poverty.

After months of looking for a training course, Lan finally found REACH.

"Finding REACH was very fortunate for me," Lan says. "It opened for me a gateway of opportunity to be trained and to have a job so that I can at least take care of myself".

Leaving the world of pepper trees far behind, Lan moved to Hanoi to learn Graphic Design at REACH through the Fit for Future program. A star student and an exceptional young woman, after 3 months of training, she has been offered a job with Esoftflow, a well-known IT company.

"My new life has just started with a lot of great learning and development opportunities ahead."

Providing opportunities for young people like Lan is what we do. We find them at their most vulnerable and show them a pathway to security and a stable life. We tell them it's good to have goals and dreams and we raise them up so that they can REACH higher than they could have before.

Hoang Thu Lan (name changed)
Graphic Design batch 45 (2019)
REACH Ha Noi

ENTERPRISES AND REACH



"I highly appreciate REACH's training courses not only on the academic aspect but also on its extensive network with enterprises that gives students real-life experience. Notably, they will learn practical skills from managers & staff of the enterprises."

Mrs. Phuong Thao had these words for REACH students: *"Your internship is not long, yet you must use the maximum amount of this precious time to learn and explore new things. Be hard-working, be passionate and be proactive. Don't hesitate to ask about what you don't know. Knowledge and skills are the key to your advancement in this service industry".*

"I wish REACH can expand further, wish all the teachers great health and great passion to continue supporting students in their journey in life".

Mrs. Phan Thi Phuong Thao
Human resources manager
Le Pavillon Hoi An Group

REACH ALUMNI: WE ARE ALL A FAMILY



In 2019 REACH's extensive alumni began to grow more united and focused in the ambition of social action.

Activity takes place both at individual centres and at a national level, and allows former graduates not just an opportunity to network and stay in touch, but provides REACH with a pool of willing and able recruiters and mentors.

An alumni magazine was launched, directly designed and launched by former graduates. In 2020 the alumni's skills will be further drawn on as they begin to act as mentors to current students by sharing their skills and experiences.

VOLUNTEERS AT REACH



IN 2019, REACH welcomed 26 volunteers from over 11 countries. Volunteers were drawn from a wide range of backgrounds and supported activities including: teaching English, marketing, customer services, finance and accounting, training and development, fundraising, and communications both within REACH and its social enterprises.

Volunteers all thoroughly enjoyed their time at REACH, feeling highly engaged during their time with us. All would actively encourage others to volunteer and lend their skills to REACH and its social enterprises.

In 2020, REACH will work closely with partner organizations to create interesting projects and a great environment for volunteers to continue to contribute to REACH program and operational development.

CAPACITY BUILDING



After ten years in operation, REACH is now in a position to invest internally to ensure we have the right capacity to meet the needs of our students, partner, sponsors and other stakeholders.

DEVELOPING HUMAN RESOURCES

In 2019, two managers from REACH North and Central were sent to participate in a short-term management training course in America. In addition, a number of short courses for REACH staff were held, including: Time Management, Leadership, Knowledge of Human Trafficking and Safe Immigration and English Language, amongst others.

In 2019, REACH also had the honor to welcome 30 volunteers from Credit Suisse's branches in different countries. Together with REACH staff, the volunteers evaluated REACH's existing business model, as well as suggested some new approaches that could help REACH achieve sustainable development in the future.

November marked a special milestone for REACH when we held a workshop dedicated to desining REACH's future model. This was initiated by GIFT Global Leader Program's students who invested two weeks of on-site intensive work at REACH, following 6 months of





preparation. Joining the workshop were REACH's partners, vocational training supporters, staff, teachers and students of REACH.

"To participate in the GIFT training is one of my very memorable experiences. I got the chance to talk with managers and executives who came from renowned companies and enterprises in Asia and all around the world. From participating, I learned a lot, especially leadership skills" Ms. Ngoc Hang, the center manager at REACH Hanoi commented.

GOVERNANCE IMPROVEMENT

In 2019 REACH launched an updated monitoring and evaluation system (MIS). The accounting software was modernized and streamlined to provide a wide range of financial reports. The enrollment criteria were updated to include reference to multidimension poverty standards of Vietnam and the UN.

The staffing structure was also reformed to meet business need.



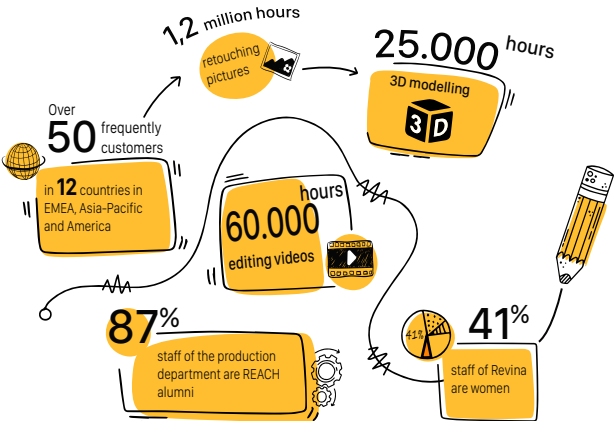
REACH



viewzz

Launched as Revina in 2018, VIEWZZ is a social enterprise providing graphics solutions for real estate companies around the world.

Within one year of operation, Revina had established itself in the industry:



In 2020 we relaunched Revina as VIEWZZ in consultation with the market, and as part of our ambitious growth plans. VIEWZZ will continue to donate 100% of its annual profits to REACH. Website: viewzz-studio.com

SUSTAINABLE DEVELOPMENT



EM Salon, established in 2016 at 53 Pho Duc Chinh, was Vietnam's first social enterprise dedicated to hair and beauty.

In the year 2018 - 19, EM Salon has seen growth, with an increase of 200 customers. EM has established itself as one of the top salons for foreigners in Hanoi.

In July 2019, EM 2 was opened at 7 Do Quang in response to demand.

Looking ahead to 2020, Executive Manager of EM Salon, Mrs Hien, said:

"We are setting out the strategy to help EM grow into a financially independent entity, then to mention make profit to support the Hairdressing course at REACH. We also want to better integrate the participation of students in the daily operations of our Salon as a practical learning opportunity."



TRE Restaurant, in Hue, provides customers high quality innovative, local cuisine and provides vocational training for 130 students of the Food and Beverage Program – of whom over 80% secured a stable job on graduating.

TRE Restaurant has an increasingly international clientele, and in 2019 welcomes representatives from the German Parliament, as well as employees from Plan International Germany.

Plans for development in 2020 include: joining the Safe Desintation program of the Hue Monuments Centre, an initiative of the Hue People's Committee; introducing more menu options designed by REACH alumni, and redesigning the interior and marketing materials of the restaurant to maximise its ability to increast its market share.



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