

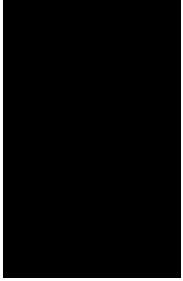


2024

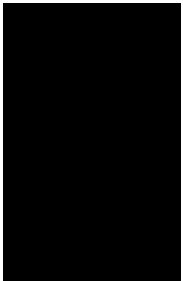
ANNUAL REPORT

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Special Thanks to our Sponsors and Partners

EXECUTIVE SUMMARY

In 2024, REACH expanded its impact through transformative skills training, girl empowerment, and strategic partnerships.

We trained nearly 1,000 disadvantaged youth, strengthened access to digital and vocational education, and deepened collaborations that champion inclusion and opportunity.

With a steadfast focus on empowering young women and marginalized communities, REACH is paving the way for sustainable livelihoods and social progress.

As we look ahead, we remain committed to building a more inclusive, equitable future - one opportunity, one partnership, and one empowered youth at a time.

MESSAGE

FROM

DIRECTOR



Empowering young women is not just part of our mission - it is the heart of it. Because when one girl finds her voice, her future changes. And when many do, entire communities move forward.

Pham Thi Thanh Tam
Executive Director





2024 has been a remarkable year of transformation for REACH. In a world that continues to change rapidly, one thing has remained constant: our deep commitment to creating real opportunities for disadvantaged youth, especially young women, to learn, grow, and thrive.

At REACH, we believe when young people are empowered, communities are strengthened. That belief has guided much of what we have done this year. From expanding our flagship training programs to building new partnerships across sectors, we have continued to put youth, especially young women, at the center of our work, equipping them not just with skills, but with the confidence and voice to shape their own futures.

This year also marked important progress in how we work, with stronger partnerships, greater innovation, and a renewed focus on sustainability. Whether in urban classrooms or remote villages, our programs are not just teaching job skills; they are opening doors to dignity, independence, and long-term change.

None of this would be possible without the support and trust of our partners, sponsors, alumni, and team. To each of you, thank you for believing in our mission and walking alongside us. Your commitment inspires us to keep pushing forward.

As we look ahead, we remain grounded in the belief that every young person deserves a fair shot and that together, we can build a future where no one is left behind.

OUR WORK IN 2024

In 2024, REACH continued to drive forward its mission of empowering disadvantaged youth, especially young women, through inclusive, skills-based training, targeted outreach, and strategic partnerships.

We delivered our programs through three key approaches.

Career Orientation & Community Engagement

Through career orientation days, school outreach, and collaborative campaigns in underserved areas, we have introduced hundreds of students, particularly girls, to different career pathways in the male-dominated fields.



Training at our centers

At our centers, six training cohorts were launched in core vocations like Graphic Design, Hairdressing, F&B, and Cooking, which blend technical training with life skills, work readiness, and peer activities to build students' competence and confidence.



Mobile Training for Marginalized Youth

REACH has broadened access to mobile training in underserved communities. Inclusive programs — like the housekeeping course for hearing-impaired youth, delivered in partnership with Pan Pacific Hanoi — reflect REACH's commitment to supporting marginalized groups.



OVERVIEW

2024

Youth trained

978



Youth employed

870



Starting salary

80%

Higher

compared to the national
minimum wage



Youth



541

Female

55%

437

Male

45%

Youth



273

of ethnic
minorities



50

with
disabilities

Female youth trained in ICT



110

83%

of trained youth increased their income

86%

of trained youth report an improved
quality of life

SINCE
2004



Youth trained

~ 22,000



Female youth

~ 11,000



Youth with disabilities

~ 13,500



Youth employed

~ 19,300



Business partners

1500+



RECOGNITION

FROM

THE COMMUNITY

As a key member of REACH in Central Vietnam, REACH Hue was honored with a Certificate of Merit from the Vice Chairman of Hue City at its 2023–2024 Closing Ceremony.

The recognition affirms the center's impact in supporting disadvantaged youth through vocational training and job placement. REACH Hue also extended heartfelt thanks to partners, businesses, and alumni for their continued support, which strengthens its mission and reach. This encouragement motivates the center to keep growing and making a difference.

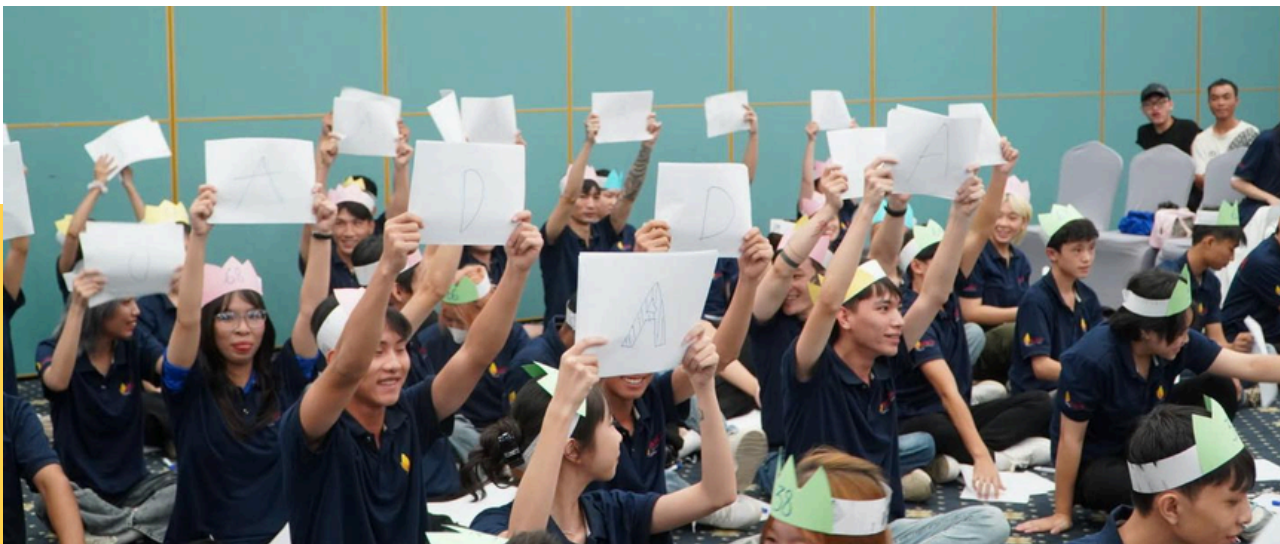


COMMUNITY OUTREACH

Beyond training, REACH actively broadened access to vocational education through student recruitment and career orientation initiatives.

Our team participated in career days in partnership with local organizations, introducing young people, especially young women to career paths in fields where female representation remains low.

A highlight was the Career Orientation Week for high school students in Dien Bien, where the participants engaged in three weeks of hands-on vocational workshops. This initiative fostered early career awareness and encouraged girls to pursue opportunities in traditionally male-dominated sectors.



GENDER EQUALITY

Training activities and the development of educational materials on gender equality were implemented comprehensively for all staff and teachers. The content was also integrated into classroom lessons and extended to students through school- and enterprise-based competitions, contributing to greater awareness and the promotion of an inclusive and respectful learning environment.

“ Learning about gender equality helped me understand how to respect others and gave me the confidence to speak up. It made our class feel more united and supportive.

- Ms. Thu Nguyen, REACH's Alumna



CULTURAL & SOCIAL ENGAGEMENT

Beyond vocational training, REACH fostered community building and creative expression among students.

A highlight of the year was the participation of REACH in the Green Wind Choir, performing at The Circle of Green Choral Concert 2024 in Hanoi.

Through music, youth conveyed the powerful message of resilience and inclusion, inspiring others to embrace their voices as agents of change.



BRIDGEFEST 2024

REACH was proud to be part of BridgeFest 2024, an event celebrating social inclusion, good governance, and equality.

In partnership with organizations promoting gender equality and youth empowerment, the festival welcomed over **10,000** attendees and featured **37** civil society groups. Visitors explored exhibits on key social issues, while REACH's Green Wind Choir delivered a powerful performance of Heal the World.

The event also reached a wider audience online, with over 205,000 social media impressions and 22,000 livestream views.



DANCE WITHOUT BORDERS

In November 2024, REACH was proud to sponsor the National Sport Dance Competition for the Visually Impaired, held in Hanoi.

The event brought together nearly 100 athletes from 10 clubs across 7 provinces, competing in 35 medal categories.

By supporting this meaningful initiative, REACH contributed to promoting physical and mental wellness, social inclusion, and equal opportunities for the visually impaired community. The event also aligned with broader goals to elevate inclusive sports and advocate for sport dance as an official category in future Para Games.



LOVE STATION 2024

On March 2, 2024, REACH lecturer Ngo Van Quyet appeared on VTV's Love Station, sharing his journey and dedication to REACH's mission of empowering disadvantaged youth.

Despite living with Osteoporosis since childhood, Quyet, a proud REACH graduate, is determined to keep teaching and supporting REACH students. His greatest wish is for them to secure stable jobs and brighter futures. "What I am most passionate about is helping those who are less fortunate regain hope and motivation in their lives," he shared, reflecting REACH's mission of inclusive, life-changing education.



GREEN SKILLS

In 2024, REACH integrated green skills into all its training programs, both at centers in Hanoi and Hue and through 15 mobile units.

Students learned eco-friendly practices such as waste reduction and sorting, and, energy efficiency, ensuring they are job-ready and prepared to contribute to a more sustainable future.

This approach equips young people not only with vocational skills but also with the mindset to support green and inclusive growth in their communities.



STRENGTHENING PARTNERSHIP

In 2024, partnerships remained central to REACH's mission. Collaborating with corporate sponsors, NGOs, and local businesses, we expanded job and internship opportunities and experiences for marginalized youth.

The Lenovo Foundation advanced our digital training, while new partnerships like Silk Path Resort Sapa enhanced practical learning. Visits from organizations such as WISE Philanthropy Advisors, NEXT Foundation, and Australian Volunteers International further reinforced REACH's role as a leader in youth vocational training and grew collective impact.



ORGANIZATIONAL DEVELOPMENT

In 2024, REACH strengthened its commitment to a safe, inclusive, and engaging learning environment. Staff received training on the updated Youth Protection Policy, with a focus on speaking up and clear reporting processes.

Team members also joined a KOICA-sponsored workshop to strengthen career orientation for people with disabilities, supporting REACH's inclusive training goals. Additionally, the talk show "The Art of Engaging and Leading Students" encouraged teachers, students, and alumni to share ideas for more dynamic, student-centered learning.

PROGRAM HIGHLIGHTS



Transformational Skilling for a Smarter Future

Supported by the Lenovo Foundation, this project addresses the gender gap in the tech industry by equipping **200** disadvantaged youth, **40%** of whom are young women, with digital skills in graphic design.

An additional **200** students from other vocational courses also benefited from digital literacy training, enhancing their employability in an increasingly digital world.

Gender-sensitive recruitment and training strategies have enabled more young women to confidently pursue careers in IT.

Sustainable Agriculture Initiative



In response to the need for economic resilience and environmental protection in rural communities, REACH's onion cultivation initiative in Hue empowered **24** farming households across **10,552** square meters of farmland.

Many of these households, led by women, received specialized training in sustainable agricultural practices, reducing reliance on chemical fertilizers and promoting eco-friendly farming.

Through market access facilitation, REACH has helped participants achieve fair pricing and improved financial stability.

Bat Trang Art Ceramics Training

*Bridging Tradition and New
Opportunities*

In 2024, REACH launched the Bat Trang Art Ceramics Training Program to empower disadvantaged youth on the outskirts of Hanoi, with a special emphasis on supporting young women. Led by master artisans from the renowned Bat Trang Village, the program provided intensive, hands-on training in ceramic painting, ranging from foundational techniques to creative design using traditional Vietnamese glazes and motifs. This initiative not only contributes to preserving Vietnam's rich cultural heritage but also offers a pathway to sustainable employment for marginalized youth. Graduates are supported in connecting with local workshops, cooperatives and ceramic producers, ensuring their skills are applied in real-world settings. Moreover, sustainable job opportunities have emerged through partnerships with Gom Sen, a UNDP-recognized social enterprise.



Pan Pacific's First Training for Hearing-Impaired



One of 2024's most impactful initiatives was REACH's first-ever housekeeping course for hearing-impaired youths, delivered in partnership with Pan Pacific Hanoi. Despite financial and social challenges, **7** determined youths completed three months of intensive training, earning certification and recommendation letters from hotel management. This initiative stands as a model for inclusive vocational training and highlights the transformative power of partnerships.



This collaboration reflects Pan Pacific's commitment to empowering disadvantaged individuals. Our partnership with REACH is built on shared values of inclusion and sustainable development. Together, we've created opportunities that change lives—and this course is only the beginning.

- Ms. Mai Vu, HR Manager at Pan Pacific

A JOURNEY OF HEALING

“Thanks to REACH, I found not just a job, but a purpose. I can now help others heal while building a better life for my family,” said Hang.



Growing up in a small village near Hue, Hang faced economic struggles and family pressure, but she held on to a dream: becoming a spa therapist to help others and herself heal.

After graduating from REACH, Hang secured a position at SHB Gloria Resort, one of Hue's top wellness centers. Each day, she works not just for a paycheck, but to give back to those who believed in her, especially her mother and her children.

RAISED WITH LOVE

He graduated in June 2024 and is now working as an image editor at NPN Company, Phuc shares, "I hope to earn a stable income to help my mother hear the sounds of life and support my future family."



Raised by his deaf foster mother in a poor household in Nghe An, Phuc was deeply inspired by her sacrifice and dreamed of creating a better life for them both. He discovered REACH through a cousin and enrolled in the 2D Design course.

With tuition and living expenses covered, Phuc focused entirely on his studies and gained the confidence to pursue his passion. Having a stable job, Phuc is building a future shaped by love, gratitude, and purpose.

THE TEAM *behind* OUR WORK



At REACH, it is our people, driven by compassion, creativity, and a belief in the power of opportunity, who turn challenges into breakthroughs. Over the past year, our small but mighty team navigated everything from pandemic disruptions and budget constraints to typhoon-related flooding. Through it all, our unity and shared purpose carried us forward.

What grounded us was a simple conviction: when we invest in human potential, communities flourish. Every success story, from the café launched by a former trainee in Ha Giang to the master-trainer who rose from remote Phu Tho, reflects the team's belief in transformation through training and entrepreneurship.

As we look ahead, we remain inspired by the lessons learned and the bonds we've forged. Together, we will continue turning adversity into opportunity, igniting hope in every life we touch.



LOOKING FORWARD

As we enter 2025, REACH remains committed to breaking barriers and creating opportunities for disadvantaged youth, particularly young women, to realize their full potential.

We envision a future where girls lead with confidence, partnerships flourish with purpose, and communities grow stronger together.

By expanding inclusive training programs, strengthening partnerships, and advocating for social progress, we aim to build a future where all young people, regardless of background - can lead and thrive.

We extend our deepest gratitude to our donors, partners, and supporters, who have accompanied us along this journey.

Together, we are not only transforming lives but we are also shaping a more inclusive and equitable world for generations to come.

NEW IN 2025



Mental Health Support for Rural Youth

With grant from from the MetLife Foundation, REACH will equip 4,800 students and 480 teachers in rural Vietnam with mental health and resilience skills through workshops, training, and student-led clubs, creating supportive school environments for emotional and academic growth, especially for girls and ethnic minorities.

Women at the Heart of Tourism **Strengthening Ethnic Minority Enterprise Skills in Son La**



REACH will support 570 ethnic minority youth in Son La through vocational training and entrepreneurship. By 2027, the project will help launch new businesses, train youth in tourism and hospitality, and strengthen existing enterprises to promote inclusive, sustainable livelihoods.

WITH DEEPEST GRATITUDE

TO OUR SPONSORS AND PARTNERS

We extend our heartfelt thanks to our generous donors and dedicated business allies. Your unwavering support and collaboration have been pivotal in empowering disadvantaged youth and driving REACH's impact throughout 2024.





www.reach-vietnam.org



28 Nguyen Khanh Toan,
Quan Hoa, Cau Giay Hanoi,
Vietnam



contact@reach.org.vn



+84 96 691 04 97

