

# Information Pack

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Info Pack

“The greatest accomplishment for someone who has helped you is to see you stand on your own feet and in turn help someone else who reminds you of yourself - because if you Know One then you should Teach One.”

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Jimmy Pham, KOTO Founder/CEO

Welcome,

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# History of KOTO

## KOTO Timeline

Jimmy Pham  
introducing KOTO  
(Click here)

### 2019

KOTO celebrated its 20th anniversary

### 2016

KOTO was recognized as the first social enterprise in Vietnam

### 2002

Graduation of Class 1, Australia's Box Hill Institute accredited KOTO's hospitality training program

### 2001

The KOTO Training center was established

### 1999

Jimmy Pham opened a sandwich shop manned by 9 street youth - KOTO was born

### 1996

Jimmy Pham returned to Vietnam for the first time since childhood and met street kids seeking skills and training



## MISSION

Empowering at-risk youth to pursue a life of dignity by providing training, life skills, and opportunity

## VISION

Positive permanent change for at-risk and disadvantaged youth through the transformative power of social enterprise

## VALUES

- Customer-centric
- Respect
- Performance



## Know One Teach One

# Theory of Change

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## ACTIVITY

Provide a 24-month holistic, internationally-accredited hospitality training with technical and soft skills to disadvantaged youth

Provide full accommodation and board and a safe and supportive environment

Provide further professional development opportunities for KOTO graduates through the KOTO Alumni Community (KAC)

## Output

Box Hill Institute's accredited hospitality training courses are delivered to trainees

Trainees gain practical experience at KOTO's restaurant and external hospitality partners before graduation

Trainees have access to life skills training that encompasses personal development, health and well-being, career counseling and community service

Trainees feel safe and supported in a family environment



## Initial outcome

KOTO trainees have improved self-confidence, autonomy and soft skills upon graduation

KOTO trainees have internationally-certified hospitality skills upon graduation



## Long-term outcome

KOTO graduates experience stable employment

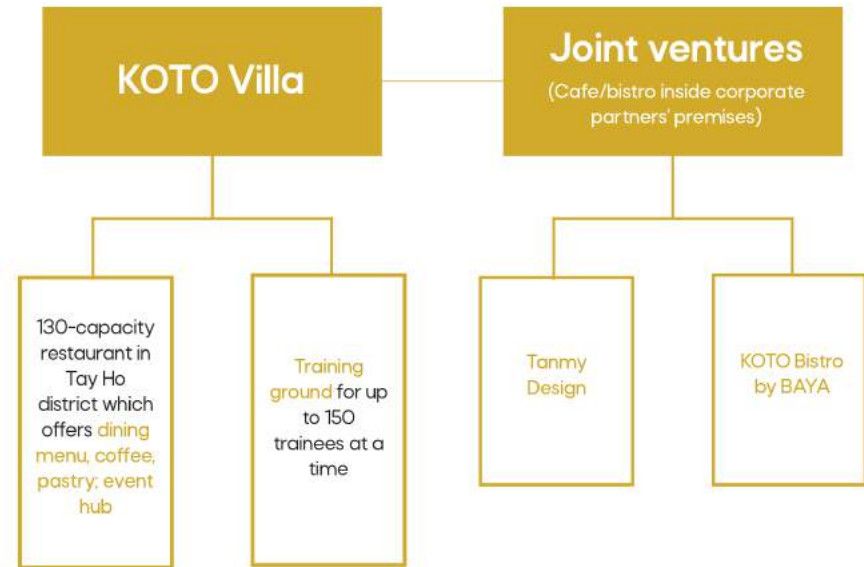
KOTO graduates experience professional development and growth

KOTO graduates continue to practice a community-oriented mindset



## IMPACT

KOTO graduates lead a happy and secure life and are able to support their family and communities



# Key Achievements

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## Program

- **120-150 trainees** in the program at any time
- **989 disadvantaged youths** supported through our training program and graduated with internationally-accredited certificates (as of April 2021)
- **100% employment rate** right after graduation with 1-year follow-up support



## KOTO Graduates

*According to KOTO's Social Impact Report published in April 2021*

- **33%** are in **managerial positions**
- **40 own registered businesses**, including 3 abroad
- Based in **14 countries**
- **37 have an Associate, Bachelor or Master's degree**, of which 28% from abroad
- **78% provide regular financial support to their family** (excluding spouse and children)
- **83% actively contribute to their community** by donating to charities, volunteering, sharing expertise to KOTO trainees and staff, or sponsoring KOTO trainees
- **Median gross monthly income:** 10 million VND/month (436\$)\*

*\*In Vietnam: National minimum wage - 193\$/month; average monthly wage in the hospitality industry - \$234/month*

# Awards/Recognition

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KOTO

The **1st legally-recognized social enterprise** in Vietnam

**2020:** King Hamad Youth Empowerment Award to achieve SDGs ; AmCham Vietnam CSR Award

**2017:** Blue Swallow Award by the Center for Social Initiatives Promotion (CSIP)

**2013:** UNICEF ZERO award for Social innovation

JIMMY PHAM

KOTO Founder/  
CEO

**2017:** POSCO TJ Park Prize (Korea) for community development and philanthropy

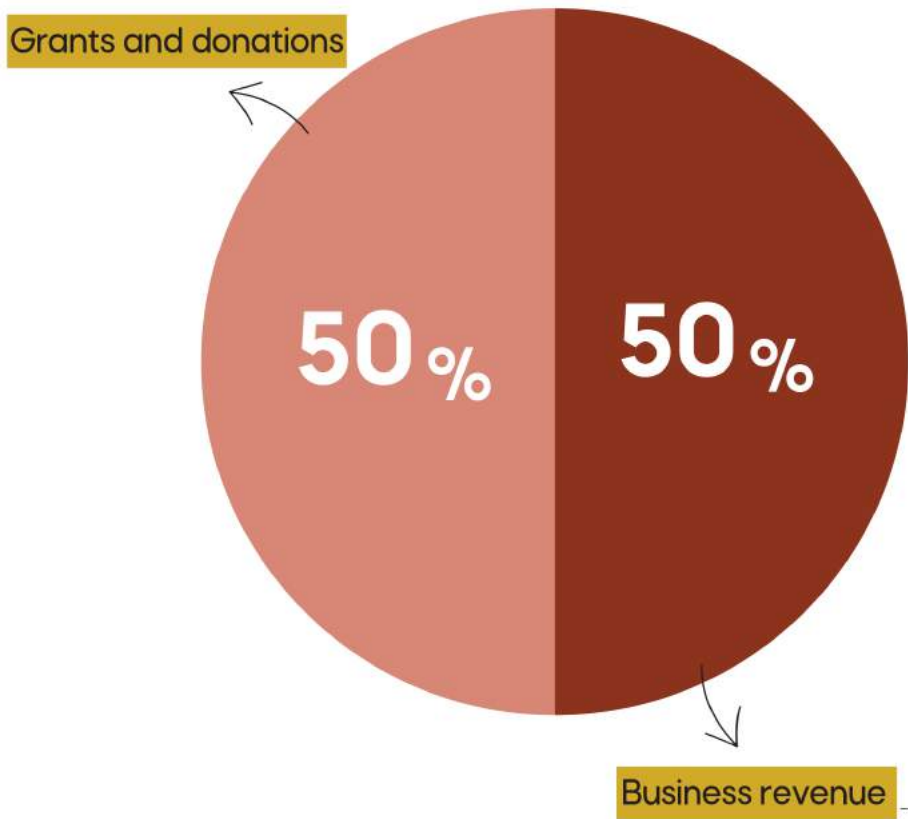
**2013:** appointed a Member of the Order of Australia (AM)

**2011:** Young Global Leader by the World Economic Forum

**2009:** Finalist, Schwab Foundation Social Entrepreneur of the Year



## Typical Income Structure



\* During COVID-19 time, KOTO's business revenue can only cover 20% of the operating expenses



## How you can help ?

### 1 Foundation:

- Sponsor a trainee: 3,600 USD for Education costs or 7,200 USD for Education and Living costs\* for the whole 2-year program
- Donate via KOTO website, Global Giving, Give Now
- Volunteer
- Fundraise for us
- Book a social enterprise study tour

*\* Across a 20-year period between 2001 and 2021, investment in a KOTO trainee yielded an annualized Return on Investment of 22 percent or a total ROI of 5,125 percent (Mekong Economics 2021, KOTO Social Impact Report)*

### 2 Enterprise:

- Dine at KOTO Villa or its joint ventures
- Book catering services for your home party
- Participate in cooking classes

Note: KOTO is a registered charity in Australia





## *But it's so much more than a 24-month program*

Minh Hieu was born into poverty in the countryside of southern Vietnam. When Hieu was young, his father and brother passed away leaving Hieu and his mother no choice but to move into an abandoned temple to live. In the seventh grade Hieu begged his mother to let him quit school to work, but his indomitable mother strongly objected and insisted that he remain in school until graduation. After finishing school, Hieu started work in a bread factory where he would wake up at 4 am to deliver baked goods and spend his time baking until late into the night. Whilst baking, Hieu would often dream of a lecture hall and how the power of knowledge could change his life forever. Once Hieu heard about KOTO, he applied and got accepted into the program where he dedicated his time to study. Upon his graduation from KOTO, Hieu became a fully certified hospitality professional and he left KOTO with a bartender position at a prestigious hotel in Nha Trang. In 2017, with KOTO's support, Hieu was awarded a full scholarship to study Hospitality Management with TAFE NSW in Australia. Amidst achieving all these great feats, Hieu also was able to build a new house for his mother with his savings.

"Hieu is one of the most dedicated students I have ever witnessed in over 20 years of teaching," said a senior hospitality teacher from TAFE NSW, Karen Laws. "He had a true respect for the opportunity he had been given, and a clear goal of assisting other young people who came from very difficult backgrounds and wanted to achieve something of worth in their lives."

We are beyond proud that in 2020, Hieu was offered a full scholarship to study for a Bachelor's of Communications at the renowned RMIT University Vietnam.

"KOTO has become my social business role model. It has influenced me so much and has kept inspiring me to look for opportunities to further my education and to support those who need help by giving a voice to the voiceless", Hieu shared.



# CONTACT US

## KOTO FOUNDATION

### KOTO Hanoi Training Centre

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F: <https://www.facebook.com/know.one.teach.one/>

## KOTO ENTERPRISE

### KOTO Villa

22G 31/46 Xuan Dieu, Tay Ho, Hanoi, Vietnam

T: +84 24 3747 0337

F: <https://www.facebook.com/kotovillahanoi>

### KOTO Cafe at Tan My Design

61 Hang Gai Street, Hoan Kiem, Hanoi

F: <https://www.facebook.com/kotocafetanmy>

## More info

**Website:** [www.koto.com.au](http://www.koto.com.au)

**Youtube Channel:**

<https://www.youtube.com/c/KOTOFoundation>

