

# Information Pack

2  
0  
2  
4

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.”

---

Jimmy Pham, KOTO Founder/CEO

# Welcome

---



# TABLE OF CONTENTS



## KOTO Info Pack

---

History of KOTO 03

---

Our Mission and Vision 04

---

Theory of Change 06

---

KOTO Foundation 07

---

KOTO Enterprise 08

---

Key Achievements 09

---

Finances and Fundings 11

---

# History of KOTO

---

## KOTO Timeline

**Jimmy Pham**  
introducing KOTO  
([Click here](#))

**2024**

KOTO celebrated its 25th 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 and met street kids seeking skills for the first time since childhood and training



## MISSION

As the 1st social enterprise in Vietnam, KOTO remains committed to enable the economically disadvantaged & vulnerable community by providing both transformative platform and pathways and instill the “once helped, help others” philosophy. We proudly do it with passion, innovation & responsibility.

## VISION

We aspire for an all-inclusive world in which no one is left behind, where every individual from all backgrounds thrives and inspires through lasting life-changing journey and empowerment.

## CULTURE

Respect  
Professionalism  
Passion  
Love  
Innovative



**Know One Teach One**

# Theory of Change

## ACTIVITY

1  
Provide a 24-month holistic hospitality training with technical and soft skills to disadvantaged youth

2  
Provide full accommodation and board and a safe and supportive environment

3  
Provide further professional development opportunities for KOTO graduates through the KOTO Alumni Community (KAC)

## Output

Box Hill Institute's 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 increased self-confidence and autonomy upon graduation

KOTO trainees acquire internationally-certified hospitality skills and critical soft skills, increasing their employability

100% KOTO trainees secure employment 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

## Recruitment



1

Happens twice a year,  
targeting disadvantaged youth 18-22

2

## 24-month hospitality training program

### 4-week orientation



a



### Welfare services during 24-month program

Accommodation, meals,  
extra-curricular activities, healthcare

b

### 17-month hospitality training

including Hospitality or Commercial Cookery  
classes and practical training at KOTO  
restaurant, life skills, English, IT



c

### 6-month internship

at an external hospitality partner



d

### Certificate

Certificate in Commercial Cookery Techniques  
& Practice Course; Hospitality Skills & Practices  
Course from Box Hill Institute, Australia



e



f

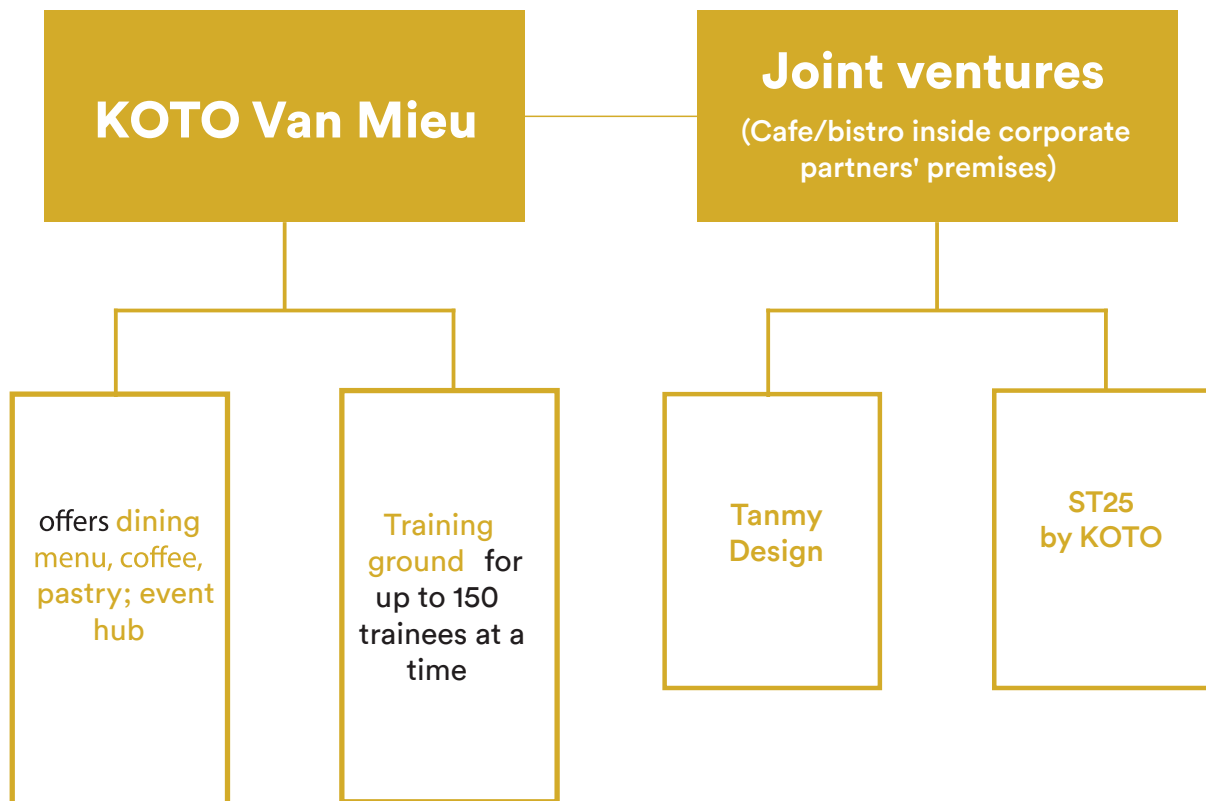
### Employment upon graduation

3

## Postgraduate professional development opportunities

Scholarship, overseas job, training  
through KAC







## Program

- **150+ trainees** in the program at any time
- **1200 disadvantaged youths** supported through our training program and graduated with internationally-accredited certificates (as of May 2024)
- **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:** US\$436/month\*

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

# Awards/Recognition

KOTO

JIMMY  
PHAM

KOTO Founder/  
CEO

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

**2024:** Awarded an Honorary Doctorate of Business honoris causa at RMIT Vietnam's 2024

**2021:** Advance Award - Asia Impact Winner  
Waislitz Global Citizen Award 2021

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

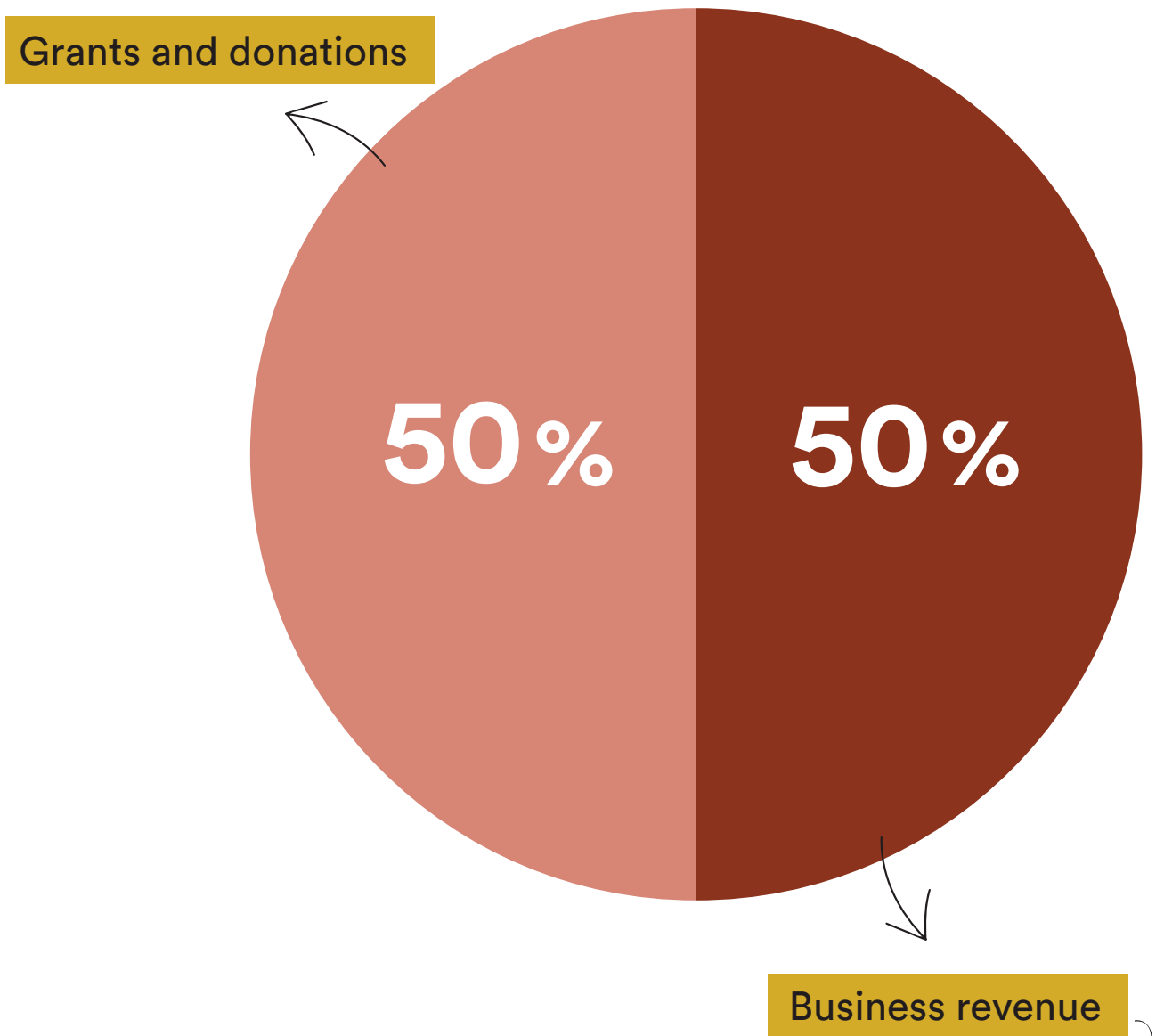
**2013:** Appointed a Member of the Order of Australia (AM)

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

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



## Typical Funding Structure



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



## How you can help ?



# 1

- Sponsor a trainee: US\$8,400 (one-time payment) or US\$350/month for 24 months.
- Sponsor a class: US\$2,400 (one-time payment) or US\$100/month for 24 months.
- Donate via KOTO website, Global Giving, Give Now
- Volunteer for us
- Fundraise
- Book a social enterprise study tour

# 2

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

### Note:

\* 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)

\* 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**

Ngo Xa village, Phat Tich commune,  
Tien Du district, Bac Ninh province , Vietnam

T: +84 222 350 6456

E: [communication@koto.com.au](mailto:communication@koto.com.au)

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

## KOTO ENTERPRISE

### **KOTO Van Mieu**

35 Van Mieu, Dong Da, Hanoi

T: +84 868 803 814

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

### **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>

