

know one, teach one



KOTO transforms the lives of disadvantaged and at-risk youth in Vietnam through a holistic hospitality training program

Vision and Mission



Mission Statement

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



Vision Statement

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



Culture Statement

KOTO is built on family values shared by staff, trainees and alumni which create the synergy necessary to deliver effective, meaningful training as well as livelihood creation for at-risk and disadvantaged youth.

KOTO's philosophy is ingrained in our name: Know One, Teach One. It is the underlying principle behind the expectations we have of staff, trainees and alumni. We believe in a just environment for all those who come in contact with KOTO. We are committed to excellence and take pride in our work. In addition, we also believe in and practice the following values:

Respect

Teamwork

Performance

Community

Justice

Welcome from the Founder

2019 represented a very important milestone for KOTO, our 20th Anniversary.

I am humbled that my desire to provide nine street children with training, a stable income and a safe workplace in a small unassuming sandwich café in Hanoi has evolved and grown over the last twenty years. Thanks to the support of our donors, sponsors, partners, volunteers and staff, KOTO has now provided almost 1,000 disadvantaged and at-risk youth with an opportunity to transform their lives, their families and often their community.

KOTO has evolved since the early days, but I'm pleased to say our philosophy remains prominent in everything we do. It's exciting to see the KOTO story being written day by day, and I look forward to the day that KOTO has the funds to build our Dream School and is financially self-sustainable.

I am honoured to find our alumni in every leading hotel and restaurant across the length and breadth of Vietnam. Over forty alumni have established businesses and are providing internship opportunities for KOTO trainees and employing KOTO graduates themselves. With their Box Hill Institute qualification, an internationally recognized vocational education and training provider in Australia, many have been awarded scholarships to continue their studies in Australia and several are working abroad. I am especially proud when our alumni return to work at the KOTO Training Centre and our Restaurant to enrich the lives of our trainees and encourage them to also dream large.

KOTO staff and volunteers are privileged to see the trainees transform from timid, shy teenagers into confident young adults who are not only sought-after hospitality professionals, but also well-rounded, responsible community-minded citizens, ready to embrace any challenges that lie ahead.

Thank you for your interest in KOTO. I hope that one day you meet a graduate, trainee, or staff member and experience the warmth of the KOTO family for yourself.



Jimmy Pham

Message from the General Manager

KOTO continues to be acknowledged as a dynamic organisation producing well-trained graduates who are highly sought after by the tourism and hospitality industry, both within Vietnam and abroad.

An independent evaluation of KOTO alumni in 2015 found 100% employment rates continued one year, five years and 10 years after graduation. Other criteria KOTO uses to assess its social impact are: career growth, salary increases, quality of life improvements, personal satisfaction as well as the contribution to the trainee's family, the wider community and KOTO.

Currently KOTO provides full training, accommodation and medical coverage to almost 200 disadvantaged and at-risk youth on an annual basis. We receive almost four applications for every place available at KOTO so the recruitment process is exhaustive to ensure that those accepted are committed to the KOTO program.

As a KOTO alumnus myself, I would particularly like to acknowledge and honour the contributions made by each and every partner, donor, sponsor, volunteer, staff member, restaurant patron, alumni and of course our trainees for their dedication, enthusiasm and commitment to the KOTO philosophy over the last 20 years.



Thao Nguyen

"Without the kindness of all KOTO supporters, valuable sponsorship and contribution to changing lives - lots of lives - our lives, including probably mine, would still be miserable."

Mr Le Van Trieu - KOTO Alumni Class 6



Amost 1,000 lives directly transformed

70%

alumni actively connected to KOTO

120

countries KOTO alumni
can be found working or studying

40

KOTO alumni own businesses

50%

KOTO staff are alumni

8

alumni hold a
Bachelor or Master degree

20

alumni awarded
scholarships to study aboard

Did you know?

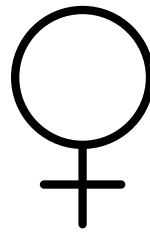
Pullman Hanoi Hotel is a proud sponsor of the KOTO 20th Anniversary celebrations. We are honoured to provide KOTO trainees successful career paths through internships and employment opportunities. New KOTO trainees also visit our Hotel to develop an understanding of the industry and the wide range of roles available in our Hotel. KOTO - Keep shining on your Journey of Dreams!



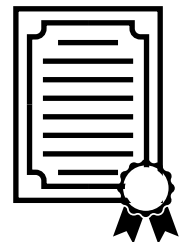
Established In 1999



1,000 lives transformed



60% female graduates



2001 Australia's Box Hill Institute accredited the KOTO hospitality training program



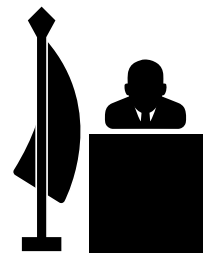
100% employment success



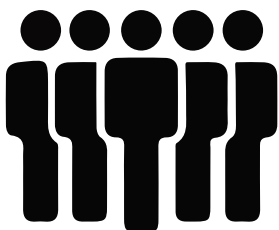
First legally-recognised social enterprise in Vietnam



65% of leadership positions held by women



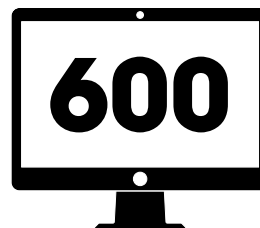
5 Heads of State have visited KOTO



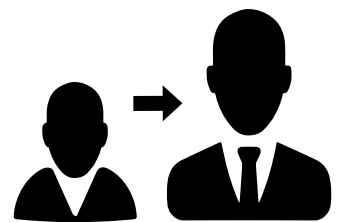
200 trainees each year



24 months of training



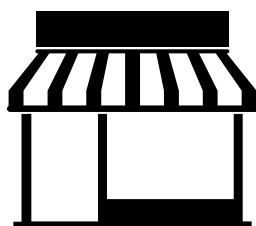
600 applications received each year



Trainees are recruited within ages 16-22



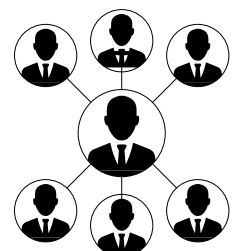
30% of Vietnam's 54 ethnic groups represented at KOTO



90% retention rate



\$7,200 to sponsor 1 trainee for 2-year program (includes medical, accommodation and training cost)



100 internship partner organisations

The concept of KOTO began in 1996 when Jimmy Pham, a Vietnamese Australian, returned to Vietnam and asked some of the young street children he met what they wanted out of life. They simply replied, "We need skills so we can find stable jobs." Jimmy Pham didn't know how he was going to do it, he just knew that he wanted to help.

1999

Jimmy Pham opens a sandwich shop with 9 disadvantaged youth 2 volunteers and 1 accountant.

2001

The KOTO Training Centre is established.

2005

Alumni employed at KOTO. First strategic plan for KOTO.

1996

Jimmy Pham returns to Vietnam for the first time since childhood and meets street kids seeking skills and training.

2002

Graduation of Class 1. Australia's Box Hill Institute accredits KOTO Hospitality Training program. KOTO organizes first Dream Ride fundraiser.

2000

US President Bill Clinton visits KOTO.

2008

KOTO: A Culinary Journey through Vietnam cookbook released. Le Cordon Bleu Sydney awards first full tuition scholarship to a KOTO graduate.

Timeline

Three years later, with money borrowed from family and friends, Jimmy Pham established a humble sandwich shop with nine street children and two volunteers in Hanoi. KOTO has evolved greatly since the early days, but the philosophy remains prominent in everything we do.

2009

Queen Margrethe II of Denmark visits KOTO. Two KOTO graduates awarded first full Box Hill Institute scholarships.

2011

The World Economic Forum honours Jimmy Pham as a Young Global Leader.

2018

KOTO launches new 6-month vocational training program for women aged 18-26 who are not in education, employment and training (NEET).

2016

KOTO becomes first legally-recognized social enterprise in Vietnam.

2010

KOTO trainee wins the Vietnam National Barista Championship.

2017

Jimmy Pham awarded POSCO TJ Park Prize (Korea) for community development and philanthropy. KOTO trainees win inaugural Taste of Australia competition in Vietnam.

2013

Jimmy Pham is appointed a Member of the Order of Australia. Jimmy Pham receives UNICEF Vietnam ZERO award.

2019

KOTO celebrates 20th Anniversary. Almost 1,000 graduates. Over 1 million customers have dined at KOTO.

KOTO Enterprise and Foundation



"KOTO has gone on to change the lives of almost 1,000 at-risk and disadvantaged youth, and in the process, has also changed for the better the perception of social enterprises in Vietnam. The KOTO business model has constructively demonstrated its value to Vietnam's social and economic development and we're delighted to have joined with KOTO since 2009 and continue celebrating their successes." British Council in Vietnam

KOTO, as a social enterprise, has two entities: the Foundation and the Enterprise. KOTO demonstrates the application of business solutions to social problems, however, the KOTO Foundation remains heavily reliant on its sponsors, donors and fundraising activities to cover the expenses.

The KOTO Foundation

is the training and not-for-profit component of KOTO. The Foundation is focused on recruiting and training nearly 200 disadvantaged and at-risk youth between the ages of 16-22 each year from across Vietnam, ensuring they are ready to succeed both professionally and personally post-graduation.

The KOTO Foundation covers the cost of the education and training as well as accommodation, full board, and complete healthcare for the 24-month duration of the program.

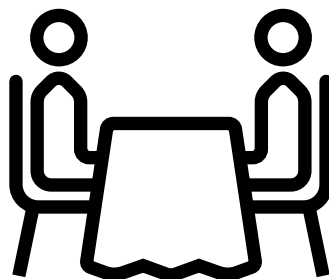
The KOTO Enterprise

- Restaurants
- catering services
- cooking classes
- social enterprise study tours

These activities provide crucial work experience opportunities for trainees, employment for graduates as well as a source of income for KOTO. Currently the Enterprise component provides approximately 50% of the funds for the Foundation Division and is used to cover administrative costs such as the staffing, insurance and management costs of the Foundation.



Cooking classes and catering services provided



Over 1 million customers have dined at KOTO



KOTO Enterprise provides 50% of KOTO Foundation expenses

Vision for KOTO

The five key operational priorities for KOTO are:

1. Achieve financial self-sustainability through the diversification and establishment of new strategic partnerships, which will also provide new employment opportunities for our trainees and alumni.
2. Increase trainee places. KOTO receives between 200-250 applications for 40-45 places for each of the two intakes per year.
3. Upgrade the practical training classrooms to near-new commercial grade kitchen equipment and appliances as well as updating the front-of-house training resources.
4. Establish the 'Dream School.' This includes either a long-term security of tenure or buying land and building the Dream School to provide stability and secure the financial self-sustainability of KOTO.
5. Diversify our course offerings to meet industry demand for graduates in events, tourism and hospitality.

The need for KOTO remains with stubbornly high youth unemployment rates and a booming hospitality and tourism industry in need of professional staff.

How you can support KOTO

- Be a Dream Maker - sponsor a trainee. Enjoy the opportunity to establish a relationship with your trainee and experience the difference you have made.
- Partnerships - learn how your organization can partner with us
- Fundraise for us
- Fill your belly - dine at our restaurants, take one of our cooking classes and use our catering services. Please share your meal highlights on Trip Advisor and social media
- Visit us - do you have a group coming to Vietnam? Take a social enterprise study tour at our Training Centre and meet some of our trainees.
- Share our Story - like us on Facebook and Instagram and spread the word!
- Volunteer - share your skills to help our trainees transform their lives





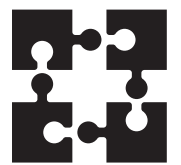
BOX HILL INSTITUTE
24-MONTH CERTIFICATE III IN COMMERCIAL COOKERY
24-MONTH CERTIFICATE III IN HOSPITALITY



APPLICATIONS RECEIVED
EACH YEAR

AFTER 3 MONTHS

1 MONTH



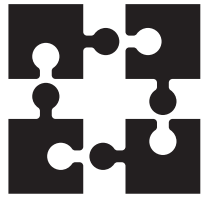
ORIENTATION

+INTERNSHIPS

3 X 2 MONTHS EACH



IT SKILLS



LIFE SKILLS



ENGLISH LANGUAGE
CLASSES



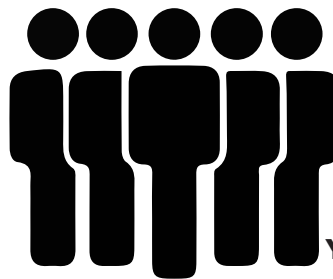
MEALS AND
ACCOMODATION
PROVIDED



FULL HEALTHCARE
WITH A NURSE AND
SOCIAL WORKERS



SPORT ACTIVITIES



200 TRAINEES
EACH YEAR

16-22
YEARS OF AGE

\$7,200

TO SPONSOR 1 TRAINEE
FOR 2-YEAR PROGRAM:



SNAPSHOT



GRADUATION
100% EMPLOYMENT RATES

SCHOLARSHIPS



TO STUDY ABROAD



PARTICIPATE IN
RESTAURANT
WORK EXPERIENCE
ACTIVITIES ABROAD

ALUMNI EFFECT ALMOST 1000 MEMBERS



ALUMNI ACTIVELY
CONNECTED TO KOTO



COUNTRIES KOTO ALUMNI
CAN BE FOUND WORKING
OR STUDYING



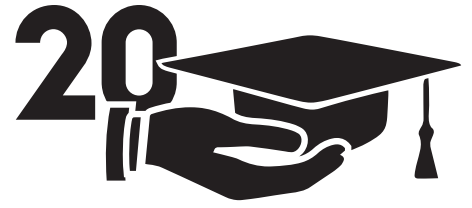
KOTO ALUMNI
OWN BUSINESSES



KOTO STAFF ARE ALUMNI



ALUMNI WITH A
BACHELOR OR
MASTER DEGREE



KOTO ALUMNI AWARDED
SCHOLARSHIPS TO
STUDY ABROAD

WHERE DOES THIS
MONEY COME FROM?

**RESTAURANT
FOUNDATIONS**

INDIVIDUAL SPONSORS

CORPORATE DONORS

PARTNERS

AND GOVERNMENT

AND

**WE
NEED
YOUR
SUPPORT!**

Recruitment Overview



KOTO recruits trainees, aged 16-22, every six months from across Vietnam. These are at-risk and disadvantaged youth whose backgrounds include, but are not limited to, sexualised and gender-based violence, mental and physical abuse, trafficking, conflict with the law, poverty and homelessness.

“



Hieu - Certificate III in Hospitality trainee

I was raised in a Support Centre in Ba Vi as I never met my father and my mother is a drug addict in rehabilitation. I worked in a coffee shop when I turned 18 to support myself. I was excited to be accepted to KOTO. My dream is to own a small restaurant or work in a five-star hotel and earn enough to buy a small house for my mother. Everyday, I am so happy to be a part of the KOTO family. It is our home which cures the wounds of our past.

”

“

Vanh - Certificate III in Commercial Cookery trainee

I am Hmong from Gia Lai province. I was born into a large, loving, farming family that is classified as in poverty. Due to finances, my siblings and I could not attend school. Living at KOTO has changed my life - my attitude and perspective has broadened and I am learning new skills. I am training to be a chef as I love to cook, especially baking and making desserts. KOTO is not just a school, but also a family. When I graduate in 2020, I will find a well-paid position to support my family. My dream is to open a small restaurant.



”

Basic information collected on 200-250 applicants.

Confirm applicant between 16-22 years of age, family financial background, region/ethnicity/gender. Eligible applicants invited to attend Open Day in Hanoi or HCMC to learn more.

Twice a year, KOTO informs:

- Homeless children
- Orphanages
- Local Partners
- NGOs
- Shelters
- Community groups
- Media
- Social Media
- Women's groups



Open Days held in both Hanoi and Ho Chi Minh City

Applicants learn more about the KOTO program, complete basic literacy and mathematics tests.

Home visit conducted

KOTO staff visit the homes of short-listed applicants:

- To interview the prospective trainee and their family to better understand their background and verify the information provided.
- Answer any questions they may have about KOTO



Orientation

45-50 successful applicants are invited to a five-week trial period. KOTO provides initial health checks, vaccinations, uniforms, meals, accommodation in shared housing and monthly traineeship.

Applicants:

- Visit our hospitality partners to understand the industry and employment prospects. This is often the first time many of our trainees have ever been to a restaurant or a hotel.
- Meet with KOTO alumni and current trainees to better understand KOTO and employment opportunities.
- Spend time at the KOTO restaurant to understand the various roles and requirements.
- Engage in team building exercises and learn to work as a team.
- Start English language classes.



Formal 24-month training commences

- Trainees commence their Australian Box Hill Institute-accredited training.
- KOTO staff and trainees participate in the moving 'Dream Bottle' ceremony where the new trainees solidify their dreams and hopes for the future.
- Trainees determine if they want to study commercial cookery or front of house.

Training Overview



"Pan Pacific Hotels Group actively engages with like-minded partners to champion and care for society's less privileged. We give priority to KOTO trainees for internship and employment opportunities. KOTO graduates are well-trained and suited to the Pan Pacific Hotels' philosophy."



The annual Dream Trip provides opportunities for team building, experiencing the hospitality industry as well as a first holiday for most trainees.

The focus of the KOTO training program is not to simply make trainees 'job ready,' but to ensure graduates are employed upon leaving the program and are empowered to stay off the streets and out of exploitative employment.

Trainees primarily arrive as unskilled, insecure individuals with low self-esteem and limited knowledge of the tourism and hospitality industry, and slowly transform as they train and live at KOTO. Possessing both personal and professional skills, our trainees become responsible, employable, self-sustainable young people, who can realise their full potential.

**Australia's Box Hill Institute Certificate III in Commercial Cookery or Hospitality
KOTO English language proficiency certificate**

24 months

Certificate III in	English language	Life skills	Internships
Commercial Cookery <ul style="list-style-type: none"> • Asian cuisine • Western cuisine • Bakery 	<ul style="list-style-type: none"> • English for Hospitality • General English • English for communication 	<ul style="list-style-type: none"> • Computer skills • Social media literacy • Healthy living - nutrition and exercise • Personal hygiene • Anger management • Conflict resolution • Financial management • Reproductive health • First aid • Communication and interpersonal skills • Employment workshops • Environment and sustainability 	Trainees complete 3 x two-month internships for the final six months covering the: <ul style="list-style-type: none"> • KOTO restaurant • 4 or 5 star hotel completing a rotation of different roles within the hotel • Restaurant catering primarily to a Western clientele
Hospitality <ul style="list-style-type: none"> • Customer service • Barista • Bartending 	Most trainees commence with very limited English language or exposure to foreigners		

KOTO provides supportive and caring family-style housing with full-time 'house mothers,' health-care and nutritious meals as well as payment of a training allowance. We have social workers and a nurse on staff.

After class and practice hours in the restaurant, KOTO organizes art, music and sports activities with schools and sporting clubs as well as programs to increase their awareness of environmental issues to provide a broad range of extra-curricular offerings.



The annual Winter Appeal teaches trainees that everyone can give back no matter your circumstances. Trainees feed and provide winter provisions to an impoverished village.

“KOTO stands for ‘Know One, Teach One’, and reflects our belief that if you’re in a position where you can help someone less fortunate, then you should help them; and the greatest thanks you can receive is to one day see that person be in a position to do the same for someone else.”
Jimmy Pham - Founder

KOTO HANOI TRAINING CENTRE

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Gia Lam Dist., Hanoi
T: +84 24 3718 4573
E: communication@koto.com.au

KOTO ON VAN MIEU TRAINING RESTAURANT

59 Van Mieu St., Dong Da Dist., Hanoi
T: +84 24 3747 0337
E: customerservice@koto.com.au

KOTO delivers the training and assessment for the SIT30816 Certificate III in Commercial Cookery and the SIT30616 Certificate III in Hospitality on behalf of Australia’s Box Hill Institute (RTO 4687).
Box Hill Institute issues certificates upon the requirements being met.