



CATALYST FOR
CHANGE
Vietnam

Catalyst for Change

Annual Report 2024



Location Vietnam

Sector Education and Women Empowerment

BOP Stakeholders Disadvantaged Women and Children

*Women Empowerment and Education.
Transforming Vietnamese communities.*

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1. EXECUTIVE SUMMARY

An overview of our Impact in 2024

2024 has been a transformative year for us. Still feeling the impact of the Covid 19 pandemic with its cuts in funding and hardship for our community members, we have been able to establish new initiatives, build new partnerships and therewith integrated a new program. Despite ongoing challenges, our programs have created significant social impact in women empowerment, education and community development.

Overall Achievements:

- We **expanded our team** with regional and program managers, strengthening operations locally and internationally.
- We launched **new initiatives** like Voices of Resilience, Hope Express, Leaders Forum, and Global Connect to empower communities and women entrepreneurs.
- We completed a successful **pilot of the Community Engagement Program**, paving the way for 2025.
- We **enhanced policies, monitoring, and evaluation systems** to ensure impact and stakeholder well-being.
- We **consistently grew our social media presence** and revamped the website as a reflection of internal improvements and operational growth.

Program Successes

- We supported **45 women** directly through vocational training, **87** through our mental health support, **11** through emergency funding.
- We launched **32 entrepreneurship events** under The Empowerment Plan (TEP), while our online community is still growing with at least 275k members connected.
- We **connected 183 international volunteers** with our English partner centers via Teach for Change (TFC).
- **370 children and women got supported** via our new Initiative Hope Express.
- We aimed to strengthened intercultural understanding and collaboration through **4 cultural exchange workshops and initiatives** for our community members and volunteers through our new initiative Voices of Resilience.
- We established new partnerships with a current number of **15 women-led English Centers** and **6 new international partner organizations**.

Challenges:

While we celebrated many successes, 2024 was not without its obstacles. Limited funding and the geographic remoteness of rural communities posed significant barriers. However, through innovative solutions such as online training modules and targeted donor engagement, we made considerable progress.

Financial Snapshot

This year, we generated a total revenue of 81,373 USD, with 60% allocated to direct program costs and 40% supporting administrative expenses. Our sustainable business model ensured that external funding was fully directed to community impact initiatives.

Looking ahead:

In 2025, Catalyst for Change aims to:

- Expand TEP to strengthen its financial aspects for HerKitchen and HerCraft.
- Increase the reach of TFC, increasing our long-term partnerships with English centers, while facilitating at least more partnerships with centers, focussing on remote areas.
- Strengthen our Vietnamese and international partnerships for deeper alignment with our Mission and Vision, while focussing simultaneously on a deeper intercultural understanding for our volunteers and communities.

As we reflect on a year of impact and growth, we extend our deepest gratitude to our partners, donors, and volunteers who make this work possible. Together, we look forward to the year 2025, with new challenges and opportunities already on our doorstep.



As this is the first Annual Report of this sort, we have included background information on our programs and organizations history to give you the best insights possible in Catalyst for Changes' development.

2. Message from the Founder

As we close the chapter on 2024, I am filled with both pride and gratitude. This year has been a testament to the resilience, passion, and commitment of our community. From empowering disadvantaged women through **The Empowerment Plan** to bridging educational divides with **Teach for Change**, we have taken meaningful steps toward a more equitable and inclusive Vietnam.

2024 has been especially significant as it marks our **restart after the challenges of COVID-19**. In our commitment to a clearer and bolder vision for the future, we undertook a transformative step by changing our name and brand identity. This rebranding reflects our dedication to expanding our impact and ensuring a sustainable foundation for growth.

We also introduced a new program to our organizational structure: **Community Engagement Program**. This initiative serves as a vital bridge between **Teach for Change** and **The Empowerment Plan**, creating additional opportunities for both our volunteers and Vietnamese beneficiaries to connect, learn, and grow together.

As we look to 2025, our vision is clearer than ever. We are committed to:

- **Strengthening our well-structured programs** like Teach for Change and The Empowerment Plan.
- **Developing and expanding the Community Engagement Program**, ensuring it reaches its full potential.
- **Securing stable financial resources** to support Empowerment Plan initiatives that serve our community more effectively.
- **Integrating AI technology** to enhance our team's efficiency and impact.

None of this progress would be possible without your unwavering support. Whether you are a volunteer, partner, or donor, you are the foundation of our achievements. Together, let's continue building a future defined by hope, resilience, and opportunity.

I encourage you to explore the details of our journey, achievements, and future plans in the sections that follow. Your engagement fuels our mission, and we are excited to walk this path with you.

With gratitude and hope.

Hong Tang

Founder and CEO





3. ABOUT CATALYST FOR CHANGE VIETNAM

Mission and Vision

Catalyst for Change Vietnam (C4C) is a not-for-profit organization. Founded in 2015 by Hong Tang as Coins for Change, our organization has been dedicated to making a positive impact on the lives of rural children and disadvantaged women in Vietnam.

Over the years, we have evolved and expanded our services, offering educational, vocational, business, and mental health support through three flagship programs: The Empowerment Plan, Teach for Change, and our new endeavor Community Engagement Program.

Our Mission is to empower disadvantaged women and children through educational, economic, and psychological support while promoting cross-cultural understanding and sustainable development across Vietnam.

Vision and Key Values

We envision a Vietnam where all people, regardless of gender, ethnicity, or geography, have access to education, skills, and resources needed to reach their full potential and uplift their communities.

equality

empowerment

compassion

collaboration

exchange

Key Objectives

- 1. To empower disadvantaged women** by providing free vocational training, funding, and job placements, helping them achieve financial independence and stability for their families.
- 2. To promote mental health and trauma recovery** by offering psychological therapy and fostering mental health awareness, particularly for victims of domestic violence and marginalized women.
- 3. To support women-led businesses** through mentoring and business opportunities, prioritizing women-run English centers as catalysts for social and economic change.
- 4. To bridge educational gaps** in rural Vietnam by bringing quality English education to underserved communities, enabling children to pursue higher education and career advancement.
- 5. To foster cultural exchange and leadership development** by connecting international volunteers with local students and women, encouraging mutual understanding and community growth.



541

Mothers have received support in training, psychological counseling, business and parenting skills.

275k+

Women are connected with each other in HerAcademy.



3. ABOUT CATALYST FOR CHANGE VIETNAM

Contextual Background and Key Stakeholder

Our organization operates in two critical areas: empowering women and providing educational opportunities to children in Vietnam.

Empowering Women

We work with single mothers and victims of domestic violence, contributing to the global fight against gender inequality. Despite progress in legal protections worldwide, significant gaps remain, particularly in areas like economic and sexual violence. In Vietnam, the Domestic Violence Prevention and Control (DVPC) Law, though established in 2008, faces challenges due to slow implementation, cultural norms, and inadequate support systems. These barriers, coupled with economic dependence and societal stigma, make it difficult for women to escape abusive relationships. Our program aims to break this cycle by empowering women with the tools they need to achieve financial independence and create a better future for themselves and their children.



Educational Opportunities

The demand for English education in Vietnam surged following the Đổi Mới reforms in 1986, which opened the country to international trade. English proficiency became crucial for economic growth, leading to the proliferation of English centers, particularly in urban areas like Ho Chi Minh City and Hanoi. While these centers have expanded to rural areas, challenges persist, such as a shortage of qualified teachers. Our organization addresses this gap by providing educational opportunities to children, ensuring they have access to the skills needed to succeed in a globalized world.

Together, these efforts aim to empower women and educate the next generation, stimulating sustainable development and social progress in Vietnam.

10k+ Vietnamese students learning English from our TFC volunteer teachers.

Our Volunteer Network

While Vietnamese women and children are at the heart of our programs, we are doing so with the help of our international Partners and Volunteers. Our volunteers therefore play a crucial role by contributing their skills to our mission. Being our third major stakeholder group, they not only support local communities but also gain valuable insights into the challenges faced by marginalized groups in Vietnam, fostering empathy and intercultural understanding.

Volunteers that have been part of our TFC program.

1600+





3. ABOUT CATALYST FOR CHANGE VIETNAM

Our Programs

The foundation of Catalyst for Change lays within its founders personal experiences and insights. Growing up in central Vietnam, Ms. Hong observed the struggles of single mothers who faced social stigma and economic challenges, experiencing firsthand the hardship of raising children in precarious conditions. These women, often working in low-paying jobs, lacked access to education, childcare, and mental health support. Recognising the systemic nature of their struggles, she established C4C with the aim to change these conditions by empowering and providing holistic support to disadvantaged women and rural children in Vietnam, addressing these issues at their roots.

C4C's operations are centered around two key programs: Teach for Change (TFC) and The Empowerment Plan (TEP). Both programs, while each focusing on a distinct stakeholder group, are interlinked and support one another through a holistic approach. The youngest program, the Community Engagement Program (CEP), aims to support and expand our services for both community groups while focusing on creating educational value for our volunteer community.



Ethnic minority women were trained and working in HerCraft. **60**

THE EMPOWERMENT PLAN (TEP)

... provides comprehensive support for single mothers and other disadvantaged women. This includes vocational training, business development, psychological therapy, and financial assistance, helping women break the cycle of poverty and achieve financial independence. Women participating in HerCraft and HerKitchen are taught skills that enable them to produce and sell handmade goods or offer culinary services for sustainable self employment opportunities.

TEACH FOR CHANGE (TFC)

... partners with women-led English centers, offering affordable English teaching services, particularly in rural areas where access to foreign teachers is limited. C4C's international volunteers are trained and placed in teaching roles, providing a unique cross-cultural experience for both the volunteers and students.

COMMUNITY ENGAGEMENT PROGRAM (CEP)

... aims to create strong cross-cultural exchanges between international volunteers and local communities in Vietnam. It provides an opportunity for volunteers to engage with local traditions while also supporting C4C's educational and empowerment initiatives.





3. ABOUT CATALYST FOR CHANGE VIETNAM

Our Journey

Active TFC partner language centers operating throughout Vietnam.

15+

2015

Initial Challenges and Program Ideation

Ms Hong launched HerAcademy as an online platform to empower Vietnamese women through specialized education, financial support, and psychological care, including group and one-on-one therapy sessions and a YouTube Challenge to share personal stories. Additionally, and already within the newly founded Coins for Change Vietnam (C4C), she established centers and shelters for single mothers and their children, which, though impactful, faced sustainability challenges and had to close after two years.

Program Prototypes and Refinement

C4C launched HerCraft, providing ethnic minority women with training in traditional weaving techniques, though activities were paused during COVID-19. Additionally and with a growing team, we initiated the Teach for Change program, partnering with international volunteers and opening several fully owned, women-led English centers under the name "Starlight" across Vietnam, that - like the shelters from the previous years - also had to close due to challenges occurring through the COVID 19 pandemic.

14

Women were trained and working in HerKitchen.

2017/18

2022

Coping with Covid 19 Setbacks

The Empowerment Plan launched HerKitchen, offering culinary arts training through a 12-month mentorship program for 15 women. Meanwhile, due to the forced closure of the "Starlight"-Centers, Teach for Change (TFC) shifted its focus to partnering with women-led English centers and expanded collaborations with international organizations and volunteers.

TODAY

Recovery and New Beginnings

HerCraft was restarted, blending traditional and modern handcraft methods, while also integrating HerKitchen into TFC and the Community Engagement Program (CEP). The launch of the CEP aimed to bridge C4C's local and international volunteer communities, fostering deeper collaboration and understanding. Additionally, TFC expanded its partnerships with women-led English centers in outer city and rural areas, with ongoing evaluations to ensure sustainable progress in future operations.

36+

Countries from which our TFC volunteers have joined us from.





4. PROGRAM HIGHLIGHTS

4.1 The Empowerment Plan (TEP)

At Catalyst for Change Vietnam, our mission is to empower disadvantaged women from diverse backgrounds, particularly those who have suffered from domestic violence and/or face social stigma as single mothers, experience economic hardship and discrimination as ethnic minorities and disabled women. We do this by equipping them with the skills, resources, and support necessary to build a positive and productive future for themselves and their children. Our work is driven by a deep understanding of the complex social and cultural challenges faced by these women in Vietnam.

SOCIO-POLITICAL CONTEXT

By working with single mothers and domestic violence victims, we are part of a global fight against gender inequality. Violence against women and girls represents a severe gender inequality issue and a human rights violation, impacting health, productivity, and social participation. While global legal protections have improved, significant gaps remain. Recent reforms have increased the number of countries with domestic violence laws from 70.9% to 75.9%, but protection against sexual and economic violence is still lacking. Over one billion women lack protection against sexual violence by intimate partners, and about 1.4 billion are unprotected against economic violence. Despite progress in sexual harassment laws—from 83.7% to 86.5%—one in five countries still lacks adequate regulations in this area. Legal frameworks should address all forms of abuse and apply to all intimate and family relationships, yet many countries still lack comprehensive laws, particularly in domestic violence and economic violence.

The need to address domestic violence in Vietnam arises from significant challenges in the implementation of the Domestic Violence Prevention and Control (DVPC) Law, which came into effect in 2008. Despite being developed in response to international commitments like the Millennium Development Goals (MDGs) and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the law has faced slow and uneven implementation across provinces.

Contributing factors include budget constraints, decentralization of the health system, cultural norms that discourage reporting, and insufficient training for health workers. The 2013 UNODC “Assessment of the situation of women in the criminal justice system in Viet Nam” revealed that 58% of women in Vietnam experience some form of emotional, physical, or sexual domestic violence during their lifetime. However, only 13% of abused women seek help from the justice system, largely due to societal stigma and the perception of domestic violence as a private matter.

Vietnamese women facing Intimate Partner Violence (IPV) encounter numerous structural barriers that make it difficult for them to escape abusive relationships. Economic dependence on their abusers, especially in rural areas, limits their ability to envision a stable, independent life. The lack of job opportunities, financial resources, and access to vocational training exacerbates this economic reliance. Social stigma and cultural norms, rooted in Confucian ideals that pressure women to maintain family harmony, further discourage them from seeking help. Geographical challenges also play a role, as women from rural areas face difficulties accessing shelters and support services in urban centers, further isolating them due to the lack of local support networks. Additionally, many women are unaware of their legal rights and available support services, particularly in rural areas, making it harder for them to leave abusive relationships. The support systems in place, such as shelters and legal services, are often inadequate, leaving women with few options. As a coping mechanism, some women choose to stay in abusive relationships, perceiving it as a better option than the uncertainty of leaving. Motherhood also influences their decisions, as they often remain in abusive relationships to provide a stable environment for their children, fearing the social and economic challenges of single motherhood.

Our program seeks to break this cycle of abuse by empowering women to become financially and socially independent. We aim to give them the tools they need to escape their circumstances and create a better life for themselves and their children.



4. PROGRAM HIGHLIGHTS

4.1 The Empowerment Plan (TEP)

CHALLENGES FACED BY WOMEN IN VIETNAM

In Vietnam, the intersection of poverty, gender inequality, and cultural norms creates a particularly difficult environment for women. This is especially true for ethnic minority women, who are disproportionately affected by these challenges. Ethnic minority groups, which make up 15% of the population, account for 70% of those living in extreme poverty. In remote, mountainous areas, traditional gender roles are deeply entrenched, limiting women's access to education and economic opportunities.

For instance, in the Co Tu village where our Her Craft project operates, girls are often married off between the ages of 13-15, effectively ending their education and independence. These practices contribute to a cycle of poverty and domestic abuse, leaving women with few opportunities to change their circumstances.

THE PLIGHT OF SINGLE MOTHERS AND THE STIGMA OF ABORTION

Vietnamese women who become single mothers, whether due to divorce, separation, or the decision to keep an unplanned pregnancy, often face severe social stigma. The decision to have an abortion, although common, is fraught with moral judgment and societal ostracization. Women who undergo abortions often face harsh criticism, leading many to seek unsafe procedures at unregulated clinics.

Our work with single mothers aims to provide them with the support and resources they need to overcome these challenges and build a stable future for their families.

OUR MISSION AND HOW WE APPROACH THE CHALLENGES

We are dedicated to empowering women by providing them with the skills, education, and support necessary to choose their own paths in life. Through our programs, we aim to break the cycle of poverty and abuse, giving women the opportunity **to build a better future for themselves and their children.**

To effectively tackle domestic violence in Vietnam, **we are using an approach that recognizes the diverse experiences of women from various socio-economic, cultural, and geographical backgrounds.** Unlike perspectives that view women as passive victims, this approach acknowledges their agency and complex realities in facing their hardships..

Economic dependence is a key issue, especially in rural areas with limited job opportunities. By focusing on **economic empowerment through job training, microfinance, and support for small businesses,** we are trying to reduce women's reliance on abusive partners. Additionally, we give **access to financial aid** for survivors to prevent economic constraints from forcing women to stay in abusive situations.

We address cultural norms rooted in Confucian ideals, which pressure women to endure abuse for the sake of family honor, through **public education and community engagement.** Shifting cultural attitudes to view seeking help as a brave step is essential, with the involvement of community leaders to challenge entrenched norms.

As many women are unaware of their legal rights and available support, we highlight the need for effective communication strategies, such as community outreach and informational campaigns when working with our women and partners.

Overall, with a nuanced, **context-specific approach** that addresses economic dependence, cultural norms, geographical challenges, and coordination issues, we are trying to create an inclusive support network for our women and communities.





4. PROGRAM HIGHLIGHTS

4.1 The Empowerment Plan - Our Programs

The **Empowerment Plan** is the flagship program of **Catalyst for Change**, dedicated to empowering disadvantaged women, with a special focus on single mothers. This program provides a safe and supportive environment where women can connect with like-minded individuals, heal from past traumas, enhance their skills, and realize their full potential. By participating in the Empowerment Plan, single mothers are given the tools and support they need to build a better future for themselves and their children.

The program emphasizes community building, personal growth, and resilience, enabling participants to overcome challenges and create meaningful, positive changes in their lives. Through a range of activities, workshops, and support networks, the Empowerment Plan helps single mothers gain confidence, build friendships, and develop the skills necessary to achieve their goals and contribute to their communities.

HER ACADEMY

HerAcademy is the flagship initiative and biggest program under Catalyst for Change's Empowerment Plan, **designed to uplift and support disadvantaged women across various stages of their lives.** It operates as a vibrant online and offline platform, anchored by a thriving Facebook group with over 261,000 members, where women share their stories, seek advice, and build connections.

Through innovative programs like an engaging video documentary series, online therapy sessions, and in-person workshops, HerAcademy addresses critical issues such as mental health, parenting, personal development, and financial independence. By combining community building with practical education and advocacy, HerAcademy empowers women to overcome challenges and achieve lasting resilience and confidence.

HER CRAFT

HerCraft offers free Vocational Training for women from diverse backgrounds from rural areas or those living around protected natural areas who have limited livelihood opportunities. We are currently developing options from traditional to modern products. Our vision is to provide women with the skills needed to pursue a sustainable career. We also offer business training for community leaders involved in the Her Craft project, enabling them to manage and grow their enterprises effectively.

Crafting Circles, held every Friday evening, offer hands-on training in crafts like crochet and knitting. These sessions help women develop valuable vocational skills while connecting with others. HerCraft extends these efforts, empowering women to start small businesses or generate income through creative work.

HER KITCHEN

HerKitchen offers free Vocational Training, focussing on culinary arts education and sustainable employment pathways.

The program started in 2022, where 14 women joined a 12-month training and mentoring program. Throughout 2023, we opened seven food counters; however, challenges arose due to lack of cohesive teamwork and time constraints on managing the project as a C4C property. Moving forward, we plan to open a Coffee and Restaurant in DaNang in 2025, focusing on the long term sustainability and financial independence for our women community. So far, we are including our HerKitchen Women in our other programs or initiatives as Chefs or organizers of the *HerKitchen Cooking and Crafting Classes* for our Gotoco Volunteers.

Next to our established Initiatives under our biggest program, HerAcademy, C4C has launched two ones with a community driven approach, which will be individually highlighted in the upcoming pages.



4. PROGRAM HIGHLIGHTS

4.1.1 HerAcademy:

4.1.1.1 Our long-standing programs

OUR THERAPY PROGRAM

Resilience Circles are essential to the mental well-being of the women we support. Every Saturday evening, groups of up to 30 single mothers participate in online therapy sessions facilitated by professional psychotherapists. Over three months, they engage in 12 sessions designed to help them build resilience and foster connections.

In 2024, Catalyst for Change (C4C) hosted **three Resilience Circles—group therapy sessions** designed to support women experiencing various types of trauma. **A total of 87 women benefited from these circles**, finding strength, connection, and the tools to navigate their challenges.

This initiative was made possible through a collaborative effort, with Just People funding half of the total costs. The Resilience Circles offer a unique approach to healing by combining psychotherapy, peer support, and creative expression, addressing the deep emotional wounds that many women carry.

Program Insights

One story that profoundly illustrates the essence of Resilience Circles is Lan's Journey to Forgiveness (her name was changed).

Lan, a university lecturer in Hanoi, seemed to have a stable life—a career she loved and a 15-year marriage to her classmate from hometown in Thanh Hoa. But when an extramarital affair with a colleague came to light, her world unraveled. Her husband, enraged, led a public scandal, spreading rumors that tarnished her reputation from her university to her hometown. The backlash forced Lan to resign, estranged her from her children, and drove her to a rural village, where she lived in isolation, selling seafood to survive.

Feeling lost, Lan joined a C4C-supported online group for single mothers. Her story was met with criticism from others, but C4C welcomed her into its group therapy

program, offering her the space to process her shame and pain.

Later, she joined the HerCraft knitting class, where she excelled, creating beautiful pieces that became cherished gifts for C4C's volunteers and guests.

Though rebuilding trust with others was challenging, Lan began reaching out to connect with fellow mothers and explore small business opportunities. She now works toward healing her relationship with her children, finding peace, and forgiving herself.

Lan's journey reflects the impact of our programs, focussing on change - one step at a time.





4. PROGRAM HIGHLIGHTS

4.1.1 HerAcademy:

4.1.1.1 Our long-standing programs

OUR 0-VND MARKET PLACE

The 0 VND Market Facebook group, launched to support single mothers, **attracted over 1,000 members by December 18, 2024**. The group hosts weekly livestreams where members share household items, personal care products, educational materials, and more. As the group is self-managed by single mothers, C4C does not have a formal data collection system to track participation or the exact number of items exchanged.

Program Insights

One inspiring story from the 0 VND Market is about Lan, a group moderator. Inspired by the concept of sharing resources for free, Lan realized that while the 0 VND Market serves a valuable purpose, it may not be sustainable without ongoing support. Driven by this insight, she opened a second-hand shop in her community in the Mekong Delta, selling essential items to those in need for as little as 50 VND.

Lan sources donations from across the country and curates random collections of goods priced at just 50,000 VND per bundle.

This initiative not only provides affordable supplies to the poor in her village but also enables Lan to earn a small income to support herself and her 5-year-old son.

The 0 VND Market reflects the power of community, resourcefulness, and resilience. It demonstrates how small acts of sharing can spark creative, sustainable solutions that uplift entire communities.



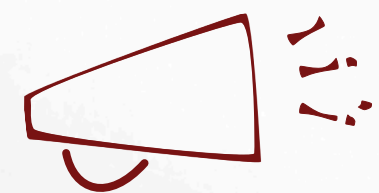
OUR EMERGENCY FUND

In 2024, **the Emergency Fund supported 11 single mothers**, each receiving financial assistance tailored to their specific needs. The fund covered a range of urgent situations, including:

- Hospital fees for children and mothers who couldn't afford necessary medical care.
- House repairs for homes damaged by storms and floods.
- Essential living costs to stabilize families during crises.

Program Insights

One particularly impactful story is that of Lan (a pseudonym used by C4C to protect identities). Lan, a single mother, received the largest grant of 22 million VND to cover her child's hospital fees for the entirety of 2024. While public insurance covers 80% of medical costs, Lan's child suffers from a chronic condition requiring lifelong hospitalization. This leaves Lan unable to work, as she must care for her child full-time, creating ongoing financial strain.



While the Emergency Fund provides immediate relief, we recognize that these women need more comprehensive and long-term support. At present, C4C's resources and initiatives are focused on emergency financial assistance, but we know this alone is not enough.

We are open to partnerships and ideas that can help us expand our support.

Whether through new programs, innovative solutions, or collaborative efforts, we believe that together, we can find more sustainable ways to help these women build more stability in their and their children's lives.



4. PROGRAM HIGHLIGHTS

4.1.1 HerAcademy:

4.1.1.2 New Initiatives of 2024

VOICES OF RESILIENCE

Voices of Resilience is a new initiative, building a bridge between the resilient women we support, our volunteers and Vietnamese youth. This program offers a unique opportunity for the attendees to gain insights into the lives of Vietnamese women and societal stigma around marriages, single motherhood and divorces. They do not only learn about the cultural influences that shaped our speakers lives but also how they navigate trauma and challenges to find a sustainable path for themselves and their children. With this approach, we aim to connect our community members and closest stakeholder groups, therefore bringing in the bigger picture of Catalyst for Changes Mission. The event is held every Sunday morning, rotating between the three biggest Cities, from Hanoi in the North, Danang in the Center, and Ho Chi Minh City in the South of Vietnam, therefore giving as many community members as possible the opportunity to participate.

Starting in August 2024, we hosted four events so far:

Two in Danang, one in Hanoi and one in Ho Chi Minh City. These events attracted **67 participants**. Each woman's story will be further shared through the **#OurWomen documentary series**, amplifying their voices and inspiring a wider audience. The women highlighted the positive pathways they discovered to overcome trauma, such as reading, cooking, meditation, and yoga. These stories demonstrated that resilience can take many forms and that healing is possible through diverse and empowering practices.

HOPE EXPRESS

Our second new initiative, the **Hope Express** directly supports single mothers and their children by delivering carefully curated packages of gifts and essential supplies each month across central Vietnam. This initiative symbolizes C4C's ongoing commitment to bringing hope, support, and joy to families facing challenging circumstances. Whether it's necessary items for children or thoughtful gifts for mothers, each package is designed to create a sense of support and hope among our communities.

Starting in September 2024, C4C hosted a total of eight Hope Express events:

- Three offline events in Dong Hoi, Nam Tra My, Rao Con and Cua Dai.
- Four online events connecting with our broader community.

During these events, we delivered:

- **310 school kits** (including bags, stationery, and notebooks) to children in central Vietnam, helping them begin their school year with confidence and readiness. Notably, 300 school kits were generously supported by our partner Goodera and our sponsor TikTok, whose contribution played a crucial role in reaching children in need.
- **Gifts for 60 women** in our online community for occasions like Women's Day, Teacher's Day, and New Year. These gifts included:
 - Piggy banks to encourage saving for life's goals.
 - Long dresses to boost confidence and self-esteem.
 - Self-care products to support personal well-being and preparation for work.

In the following two pages, you will have the opportunity to get further insights via videos and blog entrances.





4. PROGRAM HIGHLIGHTS

Insights into Voices of Resilience



20th of October 2024

Chapter 3: "The Heart's Truth"

"He didn't hit me or treated me badly', she highlights but it was clear that her needs were put aside now, that she was only the 'wife'."

- Watch the [Recap Video](#)
- Read the [Blog](#)



18th of August 2024

Chapter 2: "Unforgiven, Unbroken"

"For those who are afraid of social prejudice: live for yourself, not for others. For single mothers: you deserve to love and be loved."

- Watch the [Recap Video](#)
- Read the [Blog](#)



18th of August 2024

Chapter 1: "Pages of Peace"

"These elements became sources of motivation during her most challenging times. One such source was a book called 'Tôi đi học' by Nguyễn Ngọc Ký, [...] which contained an important quote: 'Don't let a single minute of your youth pass by in vain.' This book resonated with Linh during her darkest moments."

- Read the [Blog](#)



24th of November 2024

Chapter 4: "Whispers of Wellness"

"After years of practice, you realise that yoga is not a sport. It changes how you perceive the world, how you interact with others, it changes your life. And the foundation for all of that is your breath."

- Watch the [Recap Video](#)
- Read the [Blog](#)

Through these encounters, our volunteers and guests not only deepen their understanding of Vietnam but also equip themselves with tools and inspiration to face challenges in their own lives.

For the women who share their stories, Voices of Resilience provides a platform to reflect on their journeys, celebrate their strength, and realise that their experiences matter and can inspire others.



4. PROGRAM HIGHLIGHTS

Insights into Hope Express



23rd of September 2024

#2 Nam Trà My

"I want to be a doctor, to treat the sick people in our village," shared one young girl. Another kid enthusiastically declared, "I'll become an English teacher so I can share my knowledge and help my community." Despite the hardships these students face daily - the long treks to the distant hospital, the struggle to stay warm during the bitter winters - their determination to create a brighter future shone through."

- Watch the [Recap Video](#)
- Read the [Blog](#)

We extend our heartfelt gratitude to **Goodera** and **TikTok** for their invaluable partnership and support. Their generosity has helped us provide children with essential tools for education and success, reinforcing the transformative power of collaboration.

As we look to the future, Hope Express remains a beacon of support, delivering not just material items, but the message that each child and woman matters and deserves the tools to thrive.



27th of September 2024

#3 Rào Cỏn Mountain

"We went to Phong Nha Primary School No.2 - Secondary School, which has 9 classes with 57 students and 11 teachers and staff members. Additionally, there's a kindergarten with 25 children and 2 teachers. With limited access to resources, these schools often face challenges in providing necessary materials for their students.

As a token of our love and hope, we presented 45 gift sets to disadvantaged students, wishing them a wonderful and warm new school year. Each set included a backpack, notebooks, and essential school supplies. These gifts might seem small, but they carry the hopes and dreams of young learners who, despite their challenging circumstances, are eager to continue their education."

- Watch the [Recap Video](#)
- Read the [Blog](#)



4th of September 2024

#1 Đồng Hới

"As many children expressed how happy they were when receiving the gifts. They shared that these presents would be the motivation, encouraging them to study harder and excel in the coming school year. These simple items represented more than just school supplies, they symbolized hope, opportunity, and the belief that they are valued members of their community."

- Watch the [Recap Video](#)
- Read the [Blog](#)



4. PROGRAM HIGHLIGHTS

4.1.2 HerCraft

In 2024, HerCraft provided a nurturing space for women to learn valuable crafting skills, fostering creativity, healing, and economic opportunity. Catalyst for Change hosted three training sessions, each lasting three months, **benefiting a total of 45 women** in need. Of these participants, **21 women also attended our Resilience Circles group therapy**, combining emotional healing with skill development.

While **11 women took their new skills further by starting small businesses**, earning additional income during their free time while caring for their children, every participant applied their skills in meaningful ways. They created gifts, clothes, and handmade items for their children, bringing joy and a sense of accomplishment. Many women reported gaining new ideas for healing and creative ways to increase their income.

In 2024, we also welcomed an intern from GVI who conducted market research for the HerCraft program. Based on the research findings, the team is now developing a collection of products designed to appeal to broader markets. This marks an exciting step towards making HerCraft a sustainable income source for our women.

4.1.3 HerKitchen

In 2024, HerKitchen faced challenges due to a lack of funding and the absence of a dedicated kitchen or restaurant for training. As a result, we were unable to organize formal hospitality and cooking training sessions for our women. Despite these constraints, the team pivoted to introduce new services to keep the initiative alive and provide meaningful opportunities.

Throughout the year, HerKitchen hosted:

- 7 cooking classes for C4C volunteers and visitors,
- Facilitating cultural exchange opportunities for 177 volunteers and visitors.

While these sessions provided valuable experiences, the initiative encountered challenges. Entrusting the business operations to our women led to conflicts that caused delays and limited the program's growth. These challenges highlighted the need for more structured support and management.

Looking ahead to 2025, we aim to:

- Expand training sessions to reach more women.
- Launch our own marketplace to sell HerCraft products.
- Open an online shop to reach a global audience.

To achieve this, we are calling on our international volunteers to help connect us with shops and markets in their countries. We also welcome partners and supporters to join us in any capacity to help make HerCraft a thriving and sustainable initiative.



Looking ahead to 2025, our goal is to establish a dedicated HerKitchen restaurant. This space will allow C4C to directly manage operations, ensuring:

- Consistent income generation,
- Structured vocational training in hospitality and cooking,
- Stable job opportunities for more women.

The HerKitchen restaurant will also serve as a community hub, where women can gather, learn, and organize activities together, fostering a supportive and empowering environment.

We are actively saving funds to turn this vision into reality.

To achieve this ambitious goal, we welcome:

- Partners interested in supporting the initiative,
- Donations to help launch and sustain the restaurant,
- Volunteers who can offer expertise or connections in the culinary and hospitality industries.





4. PROGRAM HIGHLIGHTS

4.2 Teach for Change (TFC)

Teach for Change is designed to narrow the educational disparities between rural and urban children in Vietnam while empowering women-led businesses. **Our program operates at the intersection of education, entrepreneurship, and cultural exchange**, aiming to create a transformative impact on both students and communities.

While our goal is to support rural children across Vietnam, we recognize our limitations and cannot establish centers in every province. **Instead of becoming competitors to existing solutions, we partner with women-led language centers in rural areas.** By supporting these women, we indirectly support the children they educate. Through mentorship and the assistance of international volunteers, we equip these centers with the tools and resources necessary to enhance English language education while fostering leadership skills among female entrepreneurs.

Our Teach for Change program is also an important part of our social enterprise model, which allows us to combine our actions with revenue-generating businesses to fund its programs. This model allows C4C to direct all external funding exclusively to its empowerment projects, without diverting any resources to administrative expenses. This approach not only supports the economic independence of women entrepreneurs but also ensures that C4C can sustain its operations through earned income and therefore contributes to the financial self-sufficiency of C4C.

SOCIO-POLITICAL CONTEXT

The trend of English centers in Vietnam began to take shape primarily after the introduction of the Đổi Mới reforms in 1986. These reforms were aimed at opening up Vietnam's economy and fostering international trade, which led to an increased demand for English as a tool for global communication. The government recognized the importance of English for economic growth and invested in the development of English language centers, particularly in major cities like Ho Chi Minh City (Saigon) and Hanoi.

The proliferation of English centers was further driven by the growing number of Vietnamese seeking better job opportunities both domestically and abroad. Companies such as VUS, Apollo, and ILA emerged as key players in this sector, catering to the high demand for English education. This trend has parallels in other Southeast Asian countries, where English has become increasingly important due to similar economic liberalization and globalization processes.

In addition, the rapid growth of the internet and digital services in Vietnam has made English more accessible to a broader population, including those in rural areas. However, the rapid expansion of these centers has also led to challenges, such as a shortage of qualified teachers, which has affected the overall quality of English education in some cases.





4. PROGRAM HIGHLIGHTS

4.2 Teach for Change (TFC)

DEVELOPMENT OF THE PROGRAM

The Teach for Change program connects international volunteers with partner women-led centers to teach English and German to learners of all ages, regardless of their background. This initiative helps reduce educational inequality in Vietnam, recognizing that this issue affects both rural areas and urban centers. Many less advantaged learners lack access to quality language education, which limits their potential and narrows their worldview, impacting their future opportunities.

From 2017 to 2022, Catalyst for Change opened its own English-centers as "Starlight" and expanded across Vietnam, but the COVID-19 pandemic forced their closure. In 2022, C4C launched Teach for Change, partnering with women-led English centers and international volunteers to provide affordable English education while generating income to support the Empowerment Plan.

Teach for Change has significantly expanded its network of partnerships with women-led English centers since its establishment in 2017. We are proud to maintain six long-standing and sustainable partnerships, which remain at the core of our operations. In 2024, we formed 16 new partnerships, ten of which continued until the end of the year, resulting in a total of 15 active partnerships within this program.

Next to our daily operations within this program, we have launched two new initiatives with a community driven approach that focusses on the empowerment of women entrepreneurs - the managers of our partner centers - which will be individually highlighted in the upcoming pages.





4. PROGRAM HIGHLIGHTS

4.2 Teach for Change (TFC)

INSIGHTS INTO OUR VOLUNTEER RECRUITMENT OPERATIONS

In 2024, we received **a total of 339 volunteer applications, of which 183 volunteers successfully completed their stay** with us, representing a retention rate of 54%. This marks a significant achievement, which we are already striving to improve by analyzing the reasons behind early departures or short-notice declines to ensure greater stability for our partner English centers and overall operational planning.

Sources of Volunteers:

Volunteers joined us through a variety of channels, with partner organizations and platforms serving as the primary sources:

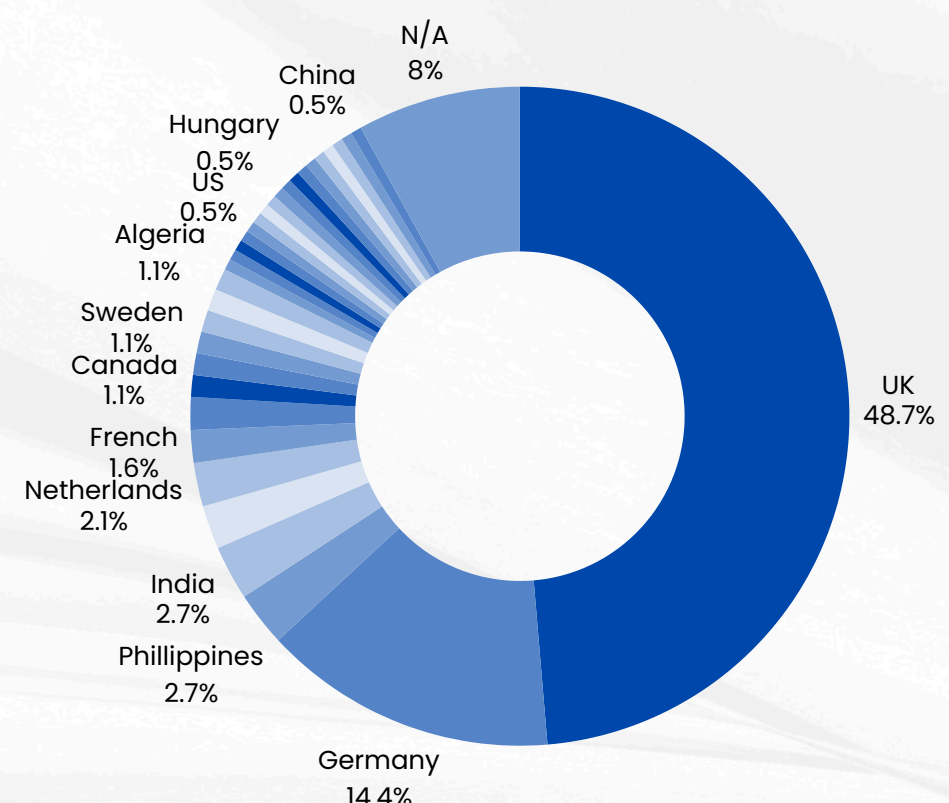
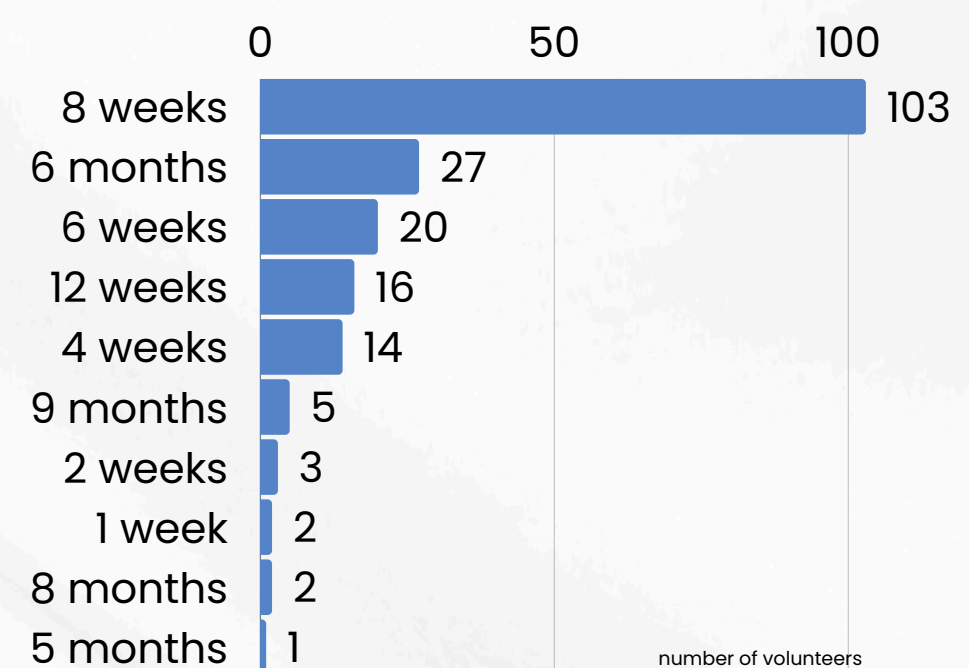
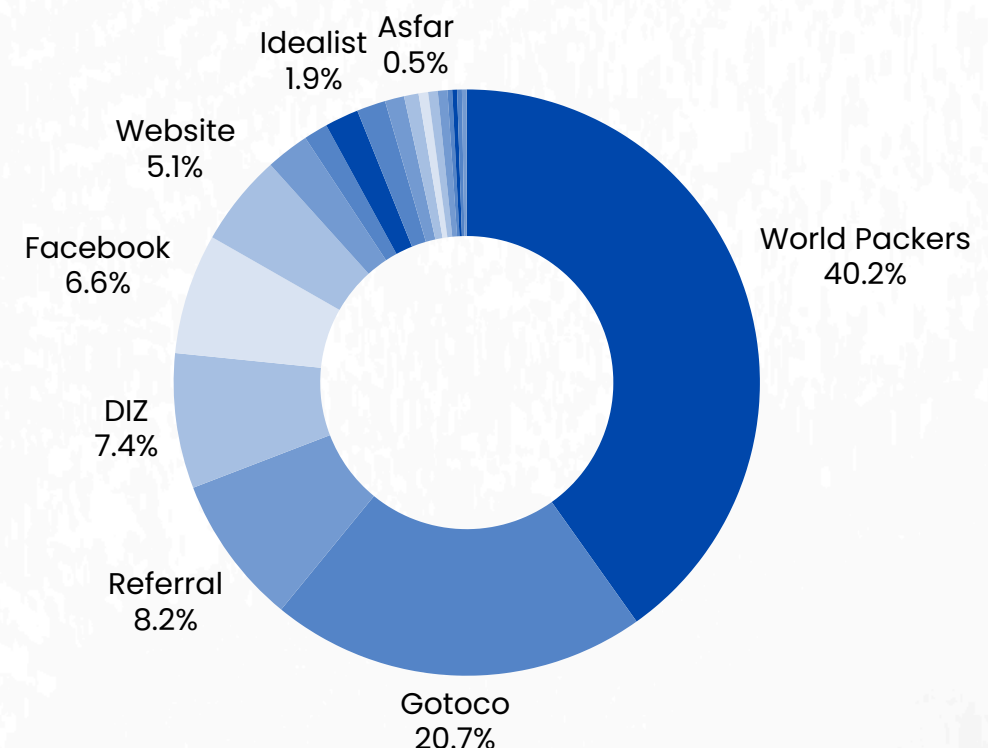
- **Partner organizations contributed 34.18%** of volunteers, with Gotoco leading with 78 volunteers, followed by DIZ with 28 volunteers and GVI with 9 interns.
- **Online platforms accounted for the largest share, contributing 42.52%**, with WorldPackers providing the majority, with 151 volunteers.
- **Social media and referrals demonstrated the growing impact of C4C's online presence** and community engagement. Facebook brought in 25, and our website contributed 20 volunteers. Additionally, referrals alone accounted for 31 volunteers, providing valuable feedback through the power of positive word-of-mouth within the volunteer community.

Duration of Stay:

Volunteer commitments varied widely, reflecting diverse availability and program needs. **The majority stayed for medium-term durations from 4 to 8 weeks**, which supported program stability and continuity, while at the same time addressing the need for further improvement of our long-term programs.

Geographic Contribution:

In 2024, we welcomed **volunteers from all continents, with 26 different countries** in number, highlighting the truly international nature of its programs. The United Kingdom represented the largest share, with 91 volunteers, followed by Germany, contributing 27 volunteers.





4. PROGRAM HIGHLIGHTS

Insights into our Volunteers' Journeys

Sheila - Botswana

Jan - Febr. 2024 (1 month)
Peter Garden Kindergarten, Hanoi

"C4C placed me to volunteer as a kindergarten teacher at Peter Garden and was the most unexpected, interesting and learning experience of a lifetime for me. I couldn't have had a better host than him, always willing to help make us comfortable and went out of his way to make us experience the Vietnamese culture, food from the locals. I felt sick the few days I arrived, the weather and I had the best care, including the assistants at the school."

Eloise - UK

Nov 2023 - Febr. 2024 / April - June 2024 (4 months)
HCMC

"I have had the most wonderful experience working with C4C - right from working with the C4c staff to meeting and working with my host - it's been a seamless process and I have loved it, being able to immerse myself in the culture, meeting some of the most amazing people and making memories I will remember forever, right through to singing wheels on the bus a millions times, never a day has gone past that I don't feel supported I have so many people who you can reach out for help if needs be. I definitely recommend this experience to anyone, I can't wait to return to work with the host in April

Second time in HCM and I am so sad to have left, my experience teaching my kindergarten students and living and working with my host family has been fabulous, I love them more than I could have imagined I know truly have a second family in Vietnam, I wish I could stay longer with them but I will be back."

Efrain - Mexico

Sept. - Nov. 2024 (2 months)
Peter Garden Kindergarten, Hanoi

"This volunteering helped me improve my teaching skills and it was so lovely to work with children. C4C arranged for me to teach in Hanoi at Peter's Garden and I had a wonderful time there. Teaching in a different country is an experience we all must try! What's more, the host, Peter, was flexible and willing to help when needed. The accommodation was not in the center of the city but you find everything you need around and it is not difficult to get to the center by taking one bus. Kudos and the best to all involved!"

Maja - Bulgaria

Sept. - Nov. 2024 (8 weeks)
Antschool, Quang Binh

"What I enjoy most about the program is teaching the kids, the developing skills as English teacher in the Kindergarten, the hospitality/conditions provided from the host, and the Vietnamese food."

Soukaina - Morocco

Mai - Oct. 2024 (6 months),
Mam Non Xanh Kindergarten, HCMCj

"My Vietnam journey was a life changing experience. It was my first travel being alone without my family so it helped me to really get out of my comfort zone, and meet other volunteers around the world with different cultures. I learned here to communicate when you don't like something or when it's not what you expected, I learned to say No when you have to say it, to set boundaries with your host about working times & privacy. Thank you C4C for supporting me a lot whenever I have a concern and always make fair solutions, I recommend to choose this experience, enjoy the moment and go with the flow"

Khadija - Morocco

Juli 2024-Januar 2025 (6 months),
Mam Non Xanh Kindergarten, HCMCj

"My experience has been a bit challenging, but it gets better with time, so there's no need to worry. There are many fun things to see and explore here. The challenges mainly involve cultural differences and occasional communication issues. My advice for anyone joining us is to go with the flow and keep it simple; you will be fine. I hope you will enjoy your time here. See you next time!"



4. PROGRAM HIGHLIGHTS

Insights into Challenges within the Volunteer Onboarding and Coordination.

CASE STUDY: ENHANCING CHILD SAFETY AND VOLUNTEER INTEGRATION

In 2024, a significant case study highlighted challenges and opportunities for growth at a partner English Center. The incident shed light on corporal punishment practices in classrooms, cultural misunderstandings, and the need for improved volunteer preparation and integration with local teaching staff.

Incident Overview:

The situation emerged when international volunteers raised concerns over classroom management practices and the lack of collaboration with local teachers. They experienced difficulty adjusting to the authoritative teaching style traditionally used in Vietnamese education, which contrasted with the methods they were accustomed to. This disparity, coupled with limited cultural orientation for volunteers and inadequate preparation for local staff to work alongside international educators, led to frustration on both sides.

Key Impacts

- **Volunteer Experience:** Volunteers, such as a young educator from Europe, felt disillusioned due to unmet expectations for an engaging teaching environment. This dissatisfaction impacted their motivation and ability to contribute effectively.
- **Host Center Operations:** Strained relationships between local teachers and volunteers created disruptions in classroom dynamics, indirectly affecting the students' learning experiences.
- **Organizational Challenges:** The incident placed additional pressure on the TFC team, who were responsible for resolving the conflict and managing stakeholder communication, stretching their resources and morale.

Resolution and Recovery Efforts

The TFC Team responded decisively by engaging volunteers, regional coordinators, and local teaching staff to address the situation.

- They facilitated **transparent communication** through regular updates and on-site evaluations to address the concerns by showing understanding for all involved parties.
- A **child protection workshop** was conducted, tailored for the center's staff, focusing on alternatives to corporal punishment and modern classroom management practices.
- **Policy and Training Improvements:**
 - TFC **expanded its pre-departure training** to include cultural insights and context-specific teaching strategies for volunteers, as well as
 - **strengthened the collaboration** by training local staff to work effectively with international educators while respecting cultural differences.
 - Finally TFC **enforced strict adherence to the organization's Child Protection Policy**, with all stakeholders required to comply.

Lessons Learned and Future Directions

This case underscored the importance of thorough preparation and cultural sensitivity in international education programs. By reinforcing our child protection measures and enhancing our training frameworks to support both volunteers and local staff more effectively, we were able to create a more solid onboarding for all involved parties for future operations while we are still exploring more strategies, like mentorship programs, for smoother transitions and better cross-cultural collaboration.

This case highlights not only the challenges but also the transformative potential of our Teach for Change program in bridging gaps between international volunteers and local communities.



4. PROGRAM HIGHLIGHTS

4.2 Teach for Change (TFC)

4.2.1 New Initiatives of 2024

LEADER FORUM

In 2024, we hosted two Leader Forum events under the Women’s Language Empowerment Network (WLEN). These events introduced the team behind WLEN and highlighted the inspiring journey of one of our beneficiaries—a single mother and English teacher with a dream of opening her own English learning center. Her story, “From Teacher to Leader,” provided participants with valuable insights into:

- The challenges and triumphs of balancing motherhood and entrepreneurship,
- The steps involved in transitioning from educator to education leader,
- The importance of resilience, vision, and community support in achieving goals.

Through this journey, participants gained a deeper understanding of the realities faced by women in language education and the pathways to leadership.

Looking ahead to 2025, we plan to host Leader Forum events monthly, inviting more speakers to share stories and insights on topics that benefit women-led language education centers. These forums will continue to foster connection, inspiration, and professional growth, empowering women to lead with confidence and purpose.

Insights

Gain more insights into the first two Leader Forums on our blog page.

- [Kick-Off: “First WLENs Leader Forum”](#)
- [Chapter 2: “A teachers path to Leadership”](#)

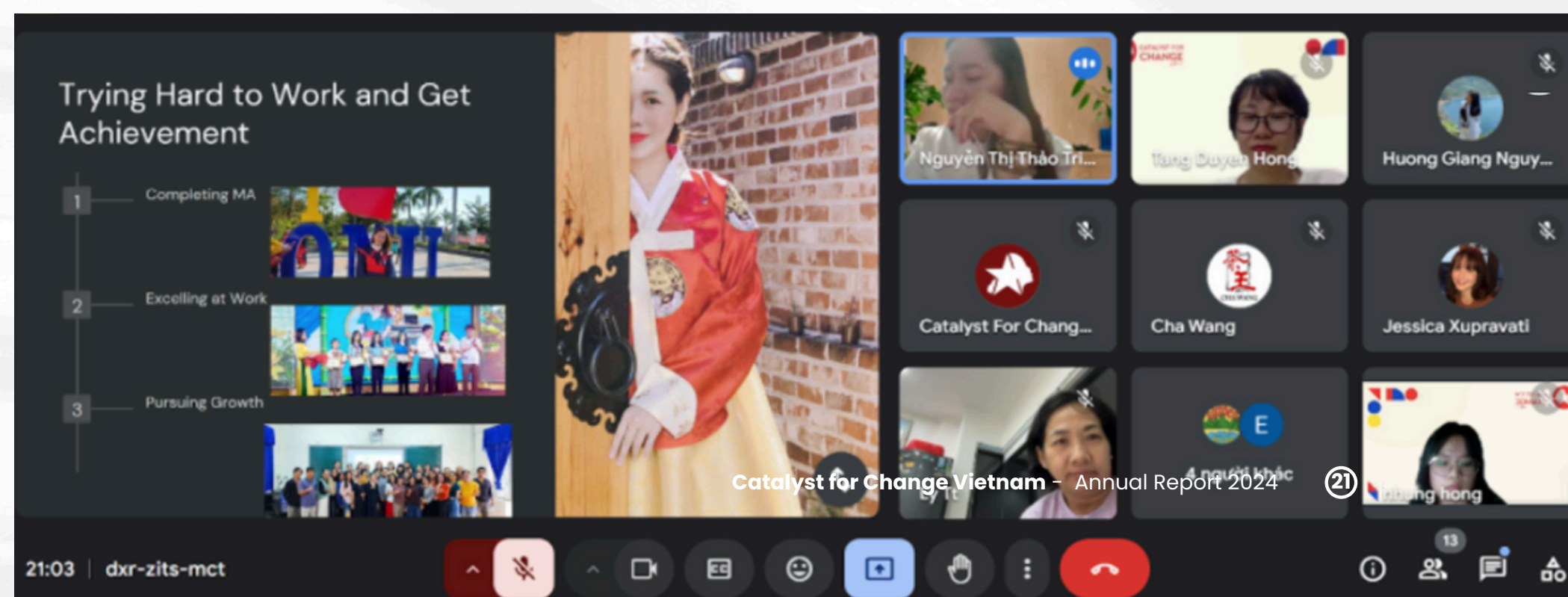
WOMEN LANGUAGE EMPOWERMENT NETWORK

In October 2024, we officially launched the Women’s Language Empowerment Network (WLEN)—an initiative designed to support and connect women leaders in the field of language education. Since its inception, the network has grown to include 84 dedicated members who are passionate about education, leadership, and cultural exchange.

This is not a new initiative; Teach for Change has been supporting women-led language centers for years. However, we recognized the need to make our mentoring and support more structured and official through WLEN. The network provides a dynamic platform for women to:

- Explore topics related to education trends and challenges,
- Share insights on business management in language education,
- Facilitate cross-cultural exchange and understanding,
- Learn from each other’s experiences and best practices.

Despite these efforts, attracting consistent engagement from participants remains a challenge. Many Vietnamese small business leaders are not accustomed to discussing and sharing their experiences publicly. Building trust and encouraging open dialogue takes time, but we are committed to continuously working on this.





4. PROGRAM HIGHLIGHTS

4.3 Community Engagement Program (CEP)

We are excited to announce the launch of our new initiative under the Community Engagement Program. As part of this program, our DIZ volunteers have recently taken on roles as English teaching assistants for six weeks at the University of Foreign Language Studies of Da Nang and Passerelles Numériques Vietnam (PNV).

This initiative aims to foster strong partnerships with these institutions, focusing on providing English language support and facilitating cultural exchange activities. By collaborating with local universities, we seek to create enriching educational experiences for students while offering our volunteers opportunities to engage with the a foreign university surrounding to broaden their perspective and give learning opportunity.

UNIVERSITY OF FOREIGN LANGUAGE STUDIES

University of Foreign Language Studies – The University of Da Nang has the mission of training, improving knowledge of human language and culture in order to serve national construction and development as well as international integration. The Faculty of English (FE) was originally an affiliated member of Danang Foreign Language Education College from 1985 to 1994. In April 1994, following the establishment of the University of Danang, FE became part of University of Education from 1994-2001. It has now been a Faculty of University of Foreign Language Studies since 2002.

Over the period of 40-year development, FE has experienced significant growth and become a major institutional unit which provides English training and capacity building services to Central Vietnam and Highland. FE is now staffed with 63 members with 60 lecturers and 3 secretarial and registrar staff. There are 4 associate professors, 10 doctoral degree holders, and 46 master's degree holders professionally trained overseas (i.e., UK, USA, Australia, New Zealand, and Taiwan) and 8 currently pursuing doctoral programs.



PASSERELLES NUMÉRIQUES VIETNAM

Passerelles Numériques (PN) is a non-profit organization dedicated to providing youths in difficult situations access to training and qualified employment in Information Technology. Established in Cambodia, the Philippines, Vietnam, and Madagascar, Passerelles Numériques has around 550 current students, and aims to increase that number to 750 over the next three years. PN employs approximately 100 people across its Southeast Asia centers and in Madagascar, as well as a small team in France. Passerelles Numériques relies on the financial and skills sponsorship of individual donors and corporate partners, including volunteer sending organizations that can effectively help learners struggling with English.

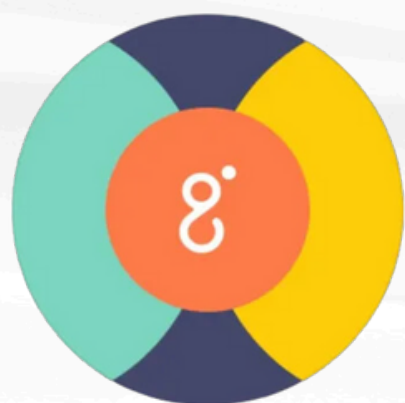
Insights

Have a look in the daily routines and feedback of our first two program testers Anouk and Noah:

- [Anouk's Volunteer Diary / Testimonial Video](#)
- [Noah's Volunteer Diary / Testimonial Video](#)



5. PARTNERSHIPS





5. PARTNERSHIPS

Insights in our Long-Standing Partnerships

OUR HERACADEMY PARTNERSHIPS

Our therapy program has become a cornerstone of the support we provide to the women in our community, and this would not be possible without the steadfast contributions of some of our most valued partners.

Just Peoples has been instrumental in ensuring the sustainability of our therapy program. Their generous support has directly funded our group and one-on-one therapy sessions, providing essential mental health services to women who need them most. This partnership enables us to address the psychological impacts of poverty, domestic violence, and trauma, helping women rebuild their lives with dignity and hope.

International Social Work Solutions, Inc. (ISWS) has been a vital partner in making our therapy program possible. Their support has allowed us to hire certified psychologists to deliver mental health care as part of our Psychological Support Program. This ensures that women in our community have access to professional, trauma-informed care to navigate the challenges they face and foster long-term well-being.

We are deeply grateful to both organizations for their dedication to advancing mental health care for women in need. Their contributions have transformed lives and continue to be a cornerstone of our work.

OUR VOLUNTEER PARTNERHIPS

Volunteers are the heart of many of our programs and our partnerships with volunteer-sending organizations play a crucial role in bringing talented, passionate individuals to our initiatives.

Gotoco has been a valued partner since 2022, promoting cultural awareness and quality English education through their programs. Over three years, they sent nearly 400 volunteers to support our TFC program, making a significant impact on English education and cross-cultural learning in Vietnam. While a funding cut in September 2024 brought challenges, we successfully transitioned to a new model of collaboration, continuing a smaller but still impactful partnership.

Deutsch-Indische Zusammenarbeit e.V. (DIZ), a non-profit organization committed to development cooperation and international understanding, has been a cornerstone of our volunteer program since expanding their partnership to Vietnam in 2022. As of September 2024, they have become our largest sending partner, providing highly qualified volunteers who contribute not only to the TFC program but also to vital office operations.

Both organizations have been instrumental in bringing skilled and passionate individuals to our work. Their contributions ensure that our programs continue to thrive and evolve, even in the face of challenges. We are excited to build on these partnerships in 2025 and beyond, with a shared vision of empowerment, education, and cultural exchange.





5. PARTNERSHIPS

Insights in our New Partnerships of 2024

NEW SUPPORT FOR INITIATIVES

In 2024, we welcomed a new and impactful partnership with **Goodera**. This collaboration has enabled us to launch the Hope Express initiative, a new program under The Empowerment Program, dedicated to supporting single mothers and their children with essential supplies and meaningful gifts.

Goodera, a global leader in corporate volunteering programs, made their first contribution in August 2024 by donating 300 school kits, laying the foundation for the Hope Express. Since then, this initiative has hosted seven events—both online and offline—delivering over 310 more school kits to children in central Vietnam and thoughtful gifts to 60 women in our community.

As the Hope Express is more than just a new initiative but an instrument to transport hope and tangible support for families facing challenging circumstances, we are deeply grateful for this new partnership and confident in the program's potential to grow and bring even more joy and stability to those we serve in the years to come.

NEW VOLUNTEER PARTNER

We were able to establish a new partnership with **Global Vision International (GVI)**, an organization renowned for offering transformative travel experiences that combine sustainable development projects with cultural immersion. This collaboration has been instrumental in the launch of our Community Engagement Program, which fosters meaningful community initiatives while promoting global connections.

A significant aspect of this partnership is GVI's innovative virtual internship program, which has opened doors for individuals around the world to contribute to C4C's work remotely. Through this sub-program, virtual interns have provided invaluable support by creating impactful resources, contributing to key projects, and amplifying the reach of our initiatives within local communities.

This partnership with GVI not only strengthens our new program but also broadens the scope of collaboration opportunities, allowing us to work with dedicated individuals who share our vision for community engagement and sustainable growth.





6. KEY ACHIEVEMENTS IN 2024

6.1 Our milestones

Internal Operations and organizations growth

In 2024, our team expanded significantly with the **addition of regional and program managers**, along with continued support from our dedicated long-term office volunteers. This growth reflects C4C's increasing impact both geographically—within Vietnam—and internationally, as we strengthen partnerships and connections worldwide.

We made substantial progress in designing and implementing policies to protect our stakeholders and ensure their well-being. Additionally, we enhanced our monitoring and evaluation systems to provide a clearer overview of operations, enabling us to track progress effectively and safeguard the organization in the face of internal and external challenges.

Program Development

We successfully integrated two new initiatives into **The Empowerment Plan: Voices of Resilience** and **Hope Express**, both aimed at **raising awareness and fostering community building and connection.**

Simultaneously, we launched the **Leader Forum** and **Global Connect** under our WOMEN'S LANGUAGE EMPOWERMENT NETWORK, part of the **Teach for Change** program. **These initiatives empower women entrepreneurs** by supporting the growth and sustainability of their centers, benefiting not only the women but also the children, families, and international volunteers connected to these centers.

As part of our commitment to innovation, we introduced the new **Community Engagement Program**, which **successfully completed its initial test runs.** This program offers fresh perspectives and creates opportunities for future initiatives, already in planning for 2025.

Finally, our focus on continuous improvement remains steadfast. We are aligning our operations to better reflect and fulfill our mission and objectives, ensuring that our programs remain impactful and meaningful.

Strengthening Our Online Presence and Community

We significantly expanded our social media presence, especially on Instagram, TikTok, and YouTube. Through these platforms, we provided deeper insights into our operations, showcased volunteer experiences, shared highlights from our events, and celebrated Vietnamese culture. Testimonials from those we've impacted further enriched our storytelling and connection with our audience.

Another major milestone was the update of our website. The final version is set to relaunch during Lunar New Year 2025, marking the completion of a journey toward a fresh look with new colors, design, and presentation. This transformation reflects our growth and commitment to accessibility and engagement. We are deeply grateful to everyone who supported us throughout this process!

Impact Milestones

- We supported **45 women** directly through **vocational training**, **87** through our **mental health support**, **11** through **emergency funding.**
- We launched **32 entrepreneurship programs** under The Empowerment Plan, while our online community is still growing with **at least 275k members connected.**
- We **connected 183 international volunteers** with our English partner centers via Teach for Change.
- **370 children and women got supported** via our new Initiative Hope Express.
- We strengthened intercultural understanding and collaboration through **4 cultural exchange workshops and initiatives** for our community members and volunteers through our new initiative Voices of Resilience.
- We established new partnerships with a current number of **15 women-led English centers** and **6 new international partner organizations.**



6. KEY ACHIEVEMENTS IN 2024

6.2 Measuring Impact within the SDG Framework

I. UNDERSTANDING AND DESCRIBING IMPACT

In 2024, we been working towards an alignment of it's approach to impact measurement and management for future operations and program evaluations with global best practices by working within the international scale of the Sustainable Development Goals (SDG's), agreed upon in 2015 by the United Nations. In tailoring the SDGs to Catalyst for Changes specific circumstances, we took into consideration the unique challenges faced by rural youth and women's communities in Vietnam. We understand that it is crucial to critically reflect on the idea of development as a predominantly Western construct. The framework of the SDGs, while valuable, is often shaped by universalised norms that may not always align with the distinct needs of diverse countries around the world. In applying these goals, we strive to remain mindful of the national and local realities, ensuring that our approach is community-driven and responsive to the specific cultural and social factors at play. By narrowing down these global goals to fit our local context, we ensure that our impact is both measurable and relevant to the communities we serve. By focusing on the five dimensions of impact: What, Who, How Much, Contribution, and Risk, we are able to guide our understanding of how our programs affect stakeholders and the broader community, while we aim to define and track the specific outcomes of our interventions, identify the populations we serve, measure the depth and scale of change, assess our unique contributions, and manage potential risks.



WHAT

tells us what outcomes the enterprise is contributing to and how important the outcomes are to stakeholders.



WHO

tells us which stakeholders are experiencing the outcome and how underserved they were prior to the enterprise's effect.



HOW MUCH

tells us how many stakeholders experienced the outcome, what degree of change they experienced, and for how long they experienced the outcome.



CONTRIBUTION

tells us whether an enterprise's and/or investor's efforts resulted in outcomes that were likely better than what would have occurred otherwise.



RISK

tells us the likelihood that impact will be different than expected.



We dedicated an additional report to the analysis of our Impact Measurement and Management, which we recommend to anyone with a deeper interest in the topic and more contextual background to the following conclusions. This approach allows us to stay focused on the development and current state of 2024 in this report, while outlining the necessary steps for the upcoming year.

II. SETTING THRESHOLDS AND ANALYSING IMPACT WITH ABC-GOALS

A **threshold** is a societal norm or ecological level deemed good enough. The threshold gives important context to an enterprise's goals and performance to assess if they are contributing to sustainable development.

On the following page, we present the results of our Impact Analysis for the current program stages. The thresholds were individually set, considering the socio-cultural and national framework of Vietnam. The measurement is directed by the ABC Goals, which define the different states and potential improvements of each outcome, as follows:

A - Act to avoid harm

... describes an outcome where C4C previously performed below the threshold (Period 1) and is now improving but remains below it (Period 2). While achieving above-threshold outcomes may not yet be possible, efforts to reduce negative impacts are significant. This reduces the need for intensive SDG-aligned interventions. For A-level goals, the key comparison is with past performance.

B - Benefit Stakeholders

... describes an outcome for which C4C is continuing to perform above the threshold for its stakeholders.

C - Contributes to Solutions

... describes an outcome where C4C exceeds the threshold, addressing a market failure. The key comparison is with other market solutions, often serving an "underserved population." To qualify as C-level, the impact must be substantial—either a deep change for a few or a broad change for many.



6. KEY ACHIEVEMENTS IN 2024

6.2 Measuring Impact within SDG Framework

III. THE CURRENT STATES OF OUR PROGRAM ACOMPLISHMENTS

C4C is contributing with its programs and initiatives to five distinct outcomes, aligned with our SDG Goals and Key Objectives.

- 1) **Increasing emotional and psychological well-being,** 2) **Improved English proficiency among students in rural areas,** 3) **Enhanced leadership skills and business management capabilities among women entrepreneurs,** 4) **Improved financial independence for women,** 5) **Increased intercultural awareness and collaborations.**



SDG 3.4: Mental Health and Well-being

The Empowerment Plan, particularly through HerAcademy, offers therapy and support for women dealing with trauma, helping improve mental health and wellbeing. This goes beyond simply benefiting stakeholders, aiming to provide substantial changes in the lives of women facing domestic violence and social stigma, thus contributing to solutions that might not otherwise exist in the market.

SDG 17.16: Partnerships for the Goals

The enterprise is building partnerships with both local and international organizations, from collaborations with volunteers to funding partners. This strategy involves scaling C4C's programs through global networks, contributing actively to SDG 17.16 by fostering strong partnerships aimed at achieving the SDGs.

SDG 5.5: Gender Equality

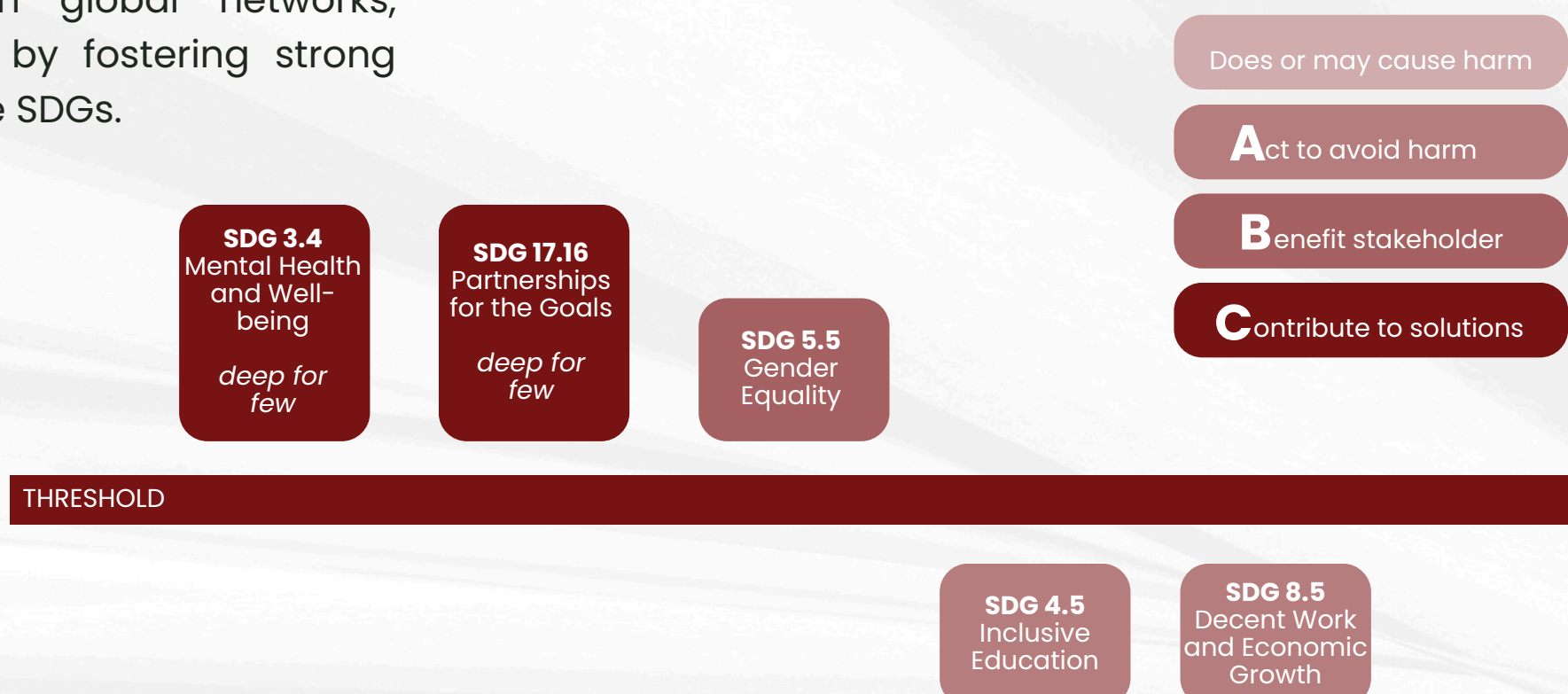
C4C's work focuses directly on empowering women, particularly those facing gender-based violence and social stigma. By providing vocational training, mental health support, financial aid and network for entrepreneurs, we are contributing to gender equality, considering deep rooted socio-cultural barriers. Although we are directly benefiting our stakeholders, we have not enough data to rate this outcome with grade C.

SDG 4.5: Inclusive Education

The Teach for Change program aims to reduce educational barriers for rural children, providing international volunteers as teachers to women-led English centers. This program, although with a wide range, faces particular problems for the collection of necessary data to showcase its impact as we are working with partnerships and a huge amount of stakeholders. Therefore for now, we can only rate it with grade A.

SDG 8.5: Decent Work & Economic Growth

Through vocational programs like Her Kitchen and Her Craft, C4C is creating job opportunities and fostering economic growth. The goal is to launch restaurants and international sales networks, with which we are contributing to long-term, decent work prospects, above the threshold for this SDG. As we have not implemented the economic sustainability part of this outcome yet, we are still as grade A.





7. FINANCIAL OVERVIEW

Revenue, expenses, and allocation of resources for 2024

I. EXECUTIVE SUMMARY

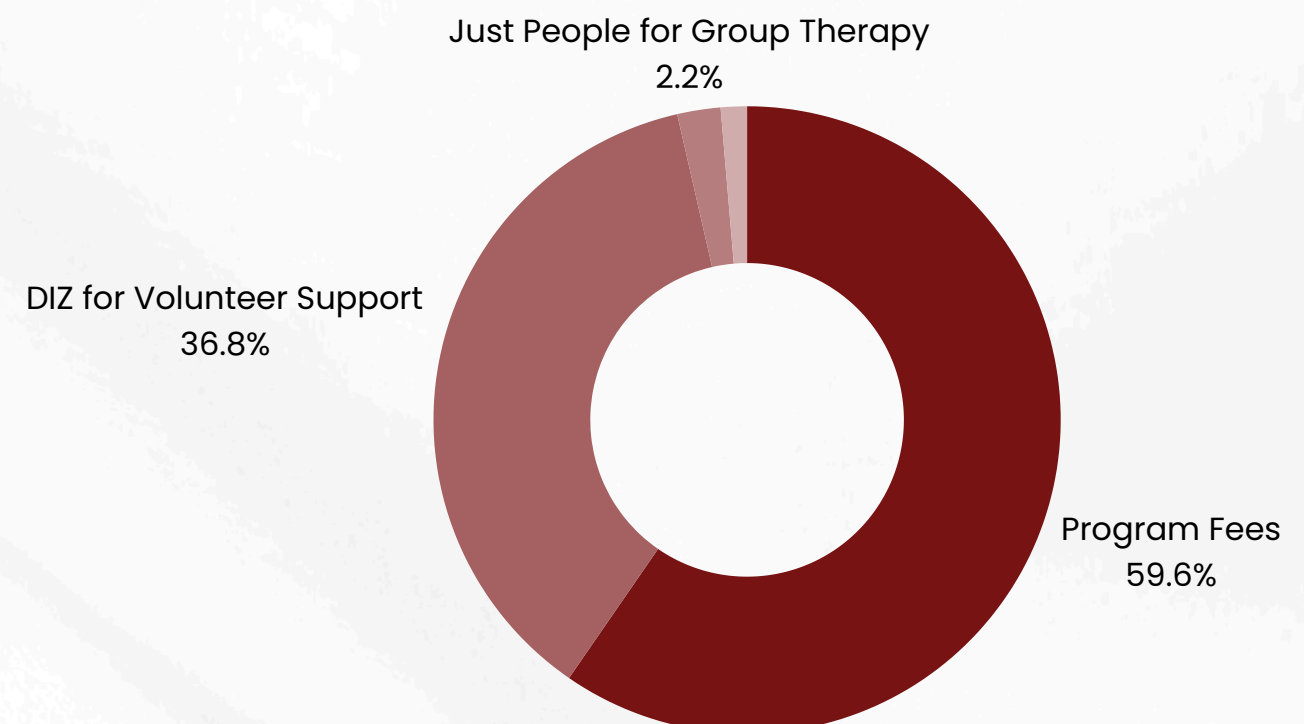
Catalyst for Change achieved a **Net Surplus of 161,957,286 VND**. Total income reached **1,952,957,286 VND**, driven by grants and program fees. Expenses amounted to **1,791,000,000 VND**, with significant investments in **Volunteer Support, The Empowerment Plan**, and **Office Support**.

Key financial highlights:

- **Savings from 2023:** 345,000,000 VND
- **Accounts Receivable:** 121,000,000 VND pending from schools under the **Teach for Change** program
- **Investment in Volunteer House Furniture:** 100,000,000 VND

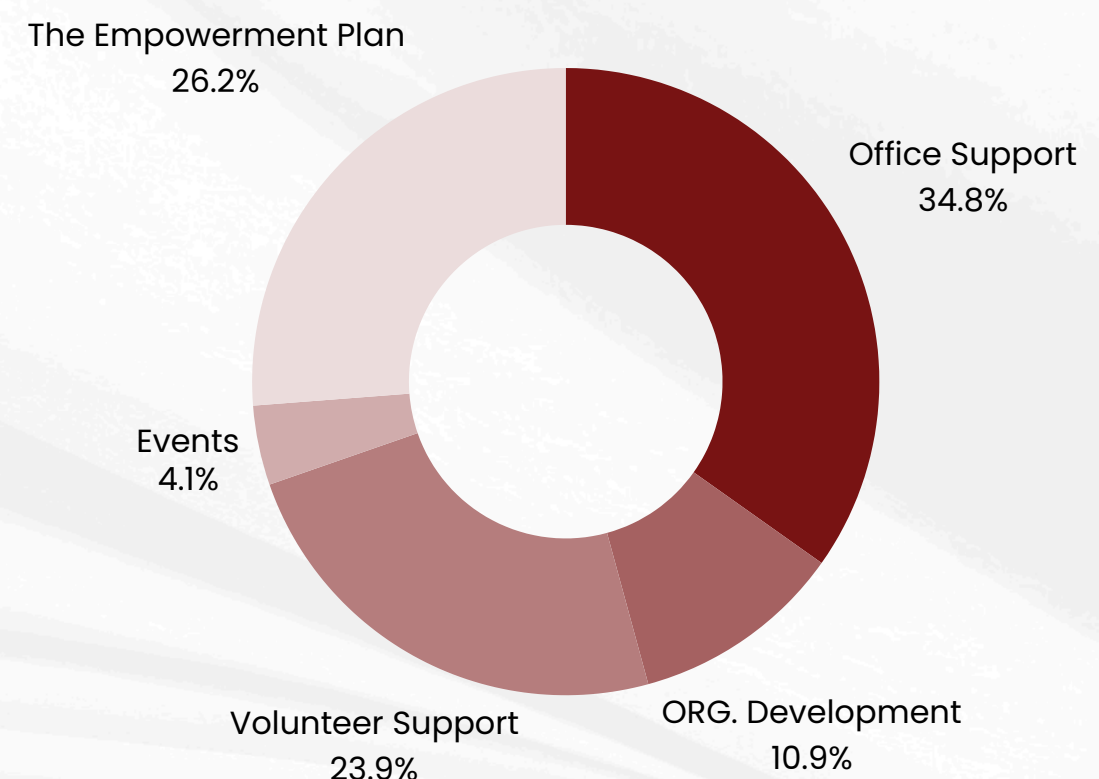
II. INCOME STATEMENT

Donations	
Individual Donors	0
Grants	
DIZ for Volunteer Support	718,972,398
Just People for Group Therapy	43,620,000
Just People for ORG Development	26,364,888
Program Fees	
Teach for Change	1,164,000,000
Other Income	
Miscellaneous	0
Total Income	1,952,957,286



III. EXPENSES

Office Support	
Staff Salary, Office Costs	636,000,000
ORG Development	
Investment in new Volunteers, House, Partnership development etc.	200,000,000
Volunteer Support	
Housing, Food, Seminars	437,000,000
Events	
Voices of Resilience, Meet-Ups, etc.	75,000,000
The Empowerment Plan	
Hope Express, Emergency Fund, Therapy, HerCraft training, etc.	443,000,000
Total Expenses	1,791,000,000
Net Surplus	161,957,286

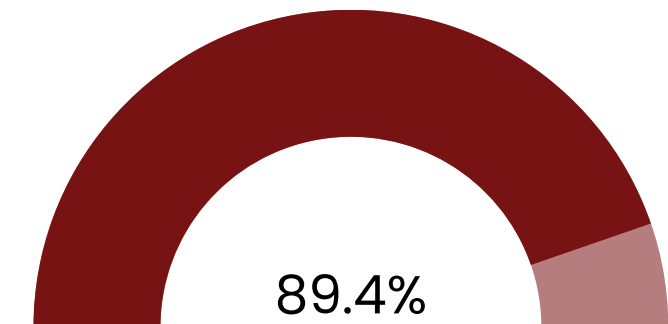




7. FINANCIAL OVERVIEW

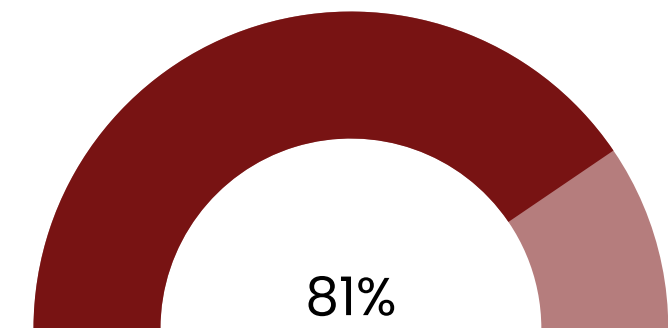
IV. BALANCE SHEET

Category	Amount (VND)	Notes
Current Assets		
Cash and Cash Equivalents	506,957,286	Net surplus + last years savings
Accounts Receivable	121,000,000	Pending payments from schools (Teach for Change)
Total Current Assets	627,957,286	
Fixed Assets		
Office Equipment and Volunteer House Furniture	100,000,000	Beds, furniture for volunteer house
Furniture and Fixtures	30,000,000	Desks, chairs, etc.
Total Fixed Assets	130,000,000	
Total Assets	757,957,286	
Current Liabilities		
Accounts Payable	50,000,000	Pending payments
Accrued Expenses	30,000,000	Unpaid expenses
Total Current Liabilities	80,000,000	
Total Liabilities	80,000,000	
Net Assets		
Unrestricted Net Assets	547,957,286	Available for general use
Restricted Net Assets	130,000,000	Grant-specific funds
Total Net Assets	677,957,286	
Total Liabilities and Net Assets	757,957,286	



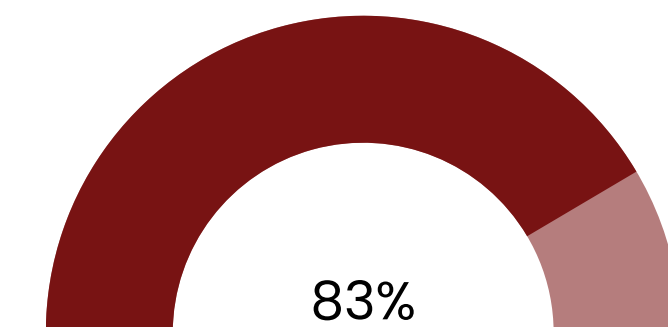
Total Assets vs. Liabilities

The balance between C4C's total assets (757M VND) and liabilities (80M VND) highlights the organization's strong financial stability. With liabilities accounting for only 10.6% of assets, C4C has a solid foundation to sustain operations and fulfill its mission.



Breakdown of Net Assets

C4C's total net assets of 677M VND are predominantly unrestricted (81%), providing flexibility to address immediate and long-term priorities. Restricted assets (19%) reflect grant-specific funds that are allocated to targeted programs like 'Teach for Change'.



Asset Allocation

C4C's assets are primarily liquid (83%), ensuring the organization can meet its short-term obligations while maintaining operational flexibility. The remaining 17% is invested in long-term assets like office equipment and furniture to support volunteers and staff.

V. STATEMENT OF CASH FLOWS (DIRECT METHOD)

Category	Amount (VND)
Operating Activities	
Income from Grants and Program Fees	1,952,957,286
Payments for Staff, Volunteer Support, and Programs	(1,791,000,000)
Net Cash Flows from Operating Activities	161,957,286
Net Change in Cash for the Period	161,957,286
Cash and Cash Equivalents at Beginning of Period	345,000,000
Cash and Cash Equivalents at End of Period	506,957,286



7. FINANCIAL OVERVIEW

VI. NOTES TO THE FINANCIAL STATEMENTS

1. Reporting Entry

Catalyst for Change Vietnam (C4C) is a non-profit organization dedicated to empowering marginalized communities through education, cultural exchange and support programs

2. Basis of Preparation

The financial statements are prepared in accordance with generally accepted accounting principles for non-profit organizations.

3. Significant Accounting Policies

- Revenue Recognition: Income is recognized when control of funds is obtained.
- Expenses: Recognized when incurred.
- Fixed Assets: Recorded at historical cost.
- Liabilities: Recorded when obligations arise.

4. Restricted Funds

Grants specified for volunteer support and organizational development are classified as Restricted New Assets.

2024 FINANCIAL SUMMARY

We are proud to conclude, that 2025 is entered with a strong financial position, underscoring our commitment to transparency and sustainability. With total revenue of 1,952,957,286 VND and expenses amounting to 1,791,000,000 VND, we achieved a net surplus of 161,957,286 VND in 2024, although we had to work with unexpected expenses within the establishment of the new Community Engagement Program. We tried our best to thoughtfully allocate our resources to maximize social impact while ensuring the stability of our programs and infrastructure.

Key Financial Highlights:

- Over 60% of our total revenue was directly channeled into program costs, supporting initiatives such as The Empowerment Plan, Teach for Change, and the newly launched Community Engagement Program.
- A net surplus coupled with a strong opening balance of 345,000,000 VND ensured liquidity for future initiatives.
- Significant investments included 100,000,000 VND for volunteer housing, enhancing the comfort and operational efficiency of our core team.

Empowerment through Financial Stability

Our business model ensured that all external funding directly supported initiatives like Teach for Change and The Empowerment Plan. Restricted funds were strategically applied to grant-specific projects, such as Hope Express, which provided material aid to over 370 individuals.

Financial Integrity and Future Goals

With liabilities constituting only 10.6% of total assets, we remain financially stable and able to improve the programs where its impact goals have not been reached so far. Surplus funds will enable expanded program activities in 2025, including scaling the Community Engagement Program and establishing more sustainability for The Empowerment Plan Programs.

None of this progress would have been possible without the generous contributions from our donors and partners, including those who funded specific initiatives, such as group therapy sessions and vocational training. These investments in our mission have transformed lives and strengthened our ability to serve our communities with the best of intentions.

Thank you to our donors, partners, volunteers, and community members for your continued support.



8. CHALLENGES AND LESSONS LEARNED

Insights from the year's obstacles

2024 has been a year of growth and learning for us, accompanied by its share of challenges. While we made strides in some areas, we also encountered obstacles that tested our resilience and adaptability.

The Teach for Change program experienced significant growth, with new partner English language centers joining us. While this expansion brought exciting opportunities, it also presented challenges in streamlining communication between C4C, center managers, hosts, and volunteers. Although we received plenty of positive feedback, we also faced constructive criticism and some struggles in ensuring smooth collaboration across all parties.

The Community Engagement Program was another area of rapid development. A new partnership allowed us to launch CEP as a major initiative, unlocking incredible potential for future projects and collaborations. However, the speed of its growth brought unexpected expenses, which we aim to stabilize in 2025.

Internally, the rapid expansion of our team across Vietnam—from the north to the center and the south—brought logistical challenges. Relying heavily on online communication, we experienced occasional misunderstandings and barriers that highlighted the need for stronger coordination and team-building efforts.

Despite these challenges, we remain optimistic and excited for what lies ahead in 2025. With the lessons we've learned this year, we are committed to improving our processes, strengthening our connections, and continuing to empower the communities we serve. Thank you to everyone who has supported us on this journey.





9. LOOKING AHEAD

Goals and initiatives for 2025

...for The Empowerment Plan

In 2025, The Empowerment Program will focus on strengthening financial independence for **HerKitchen** and **HerCraft**, aligning with the SDG goal of sustainable economic growth. The primary goals include establishing the HerKitchen Restaurant and launching the HerCraft Marketplace, which aim to provide stable income and job opportunities for program participants. To achieve this, **HerCraft** training will concentrate on specific product lines, while HerKitchen will focus solely on supporting current members, ensuring a stable foundation for future participants.

HerAcademy continues to thrive, with many successful initiatives already in place. For 2025, we plan to increase the number of events and focus on the engagement of experts and young Vietnamese who speak English and are passionate about personal growth and cultural exchange. By participating in these sessions, we hope more people will benefit from the shared stories of resilience, gaining tools and inspiration to overcome challenges in their own lives.

We are also planning to place greater emphasis on the OurWomen Video Series on YouTube, amplifying the voices and stories of the women we support.

To ensure stability and progress, fundraising efforts will play a crucial role in maintaining ongoing initiatives and achieving key milestones. Additionally, we aim to improve data collection processes, enabling us to better measure and showcase our impact, enhancing both internal decision-making and partner engagement.

...for Teach for Change

In 2025, the Teach for Change program will prioritize **strengthening partnerships with existing women-led English centers**. We aim to implement more thorough onboarding procedures to better align their operations with our policies and mission. New partnerships will focus exclusively on remote areas, increasing our contribution to SDG impact goals.

To address communication challenges, we plan to organize **more events for cultural exchange and deeper connection** between volunteers and centers. These initiatives will create more engagement opportunities and foster collaboration.

Improving the quality of teaching remains a core objective. Updated and evaluated teaching trainings, combined with enhanced onboarding procedures, will emphasize longer volunteer periods to ensure continuity for the children and families served by the centers.

The **Women Language Empowerment Network will see growth** through quality sessions covering a wide range of topics and tailored networking opportunities to empower women leaders in education.

Additionally, we aim to establish **new partnerships with international organizations**, enhancing the resources and support available to our partner centers.

... for the Community Engagement Program

In 2025, the Community Engagement Program will prioritize its **partnership with Viet Endangered Narratives (VEN)**, a social enterprise dedicated to biodiversity conservation in Vietnam. This collaboration offers volunteers the chance to support VEN's conservation efforts, develop impactful awareness content, and gain skills in filming, photography, and storytelling.

Our second main development will focus on new partnerships, that set a new and more defined focus of community engagement and **collective collaboration for young international and Vietnamese students**.

Gratitude for our supporters, partners, and volunteers.

As we close the chapter on 2024, we want to take a moment to express our deep gratitude to everyone who has been part of Catalyst for Change Vietnam's journey this year.

To our partners in Vietnam and across the globe, your collaboration and support have been instrumental in helping us achieve our goals. Your contributions—whether through resources, expertise, or funding—have enabled us to expand our reach and deepen our impact.

To the volunteers who have joined us from around the world and within Vietnam, we are truly thankful for your commitment and energy. Your presence has not only enriched our programs but also fostered meaningful connections and cultural exchange that have left a lasting impression on our organization as well as on the communities we work with and for.

To our interns and long-term office volunteers, thank you for your tireless efforts behind the scenes. Your work has been vital in ensuring our programs run smoothly and it continues to be a driving force for our internal operations.

And to every donor, advocate, and supporter of Catalyst for Change Vietnam, your trust and generosity have been the foundation of our success. Your belief in our mission continues to inspire us to do more and to strive for a future where empowerment and opportunity are accessible to all.

*Each step we take forward is because of your contributions.
Thank you for being part of this life-filling journey.*



Thank you. ♡

