

Catalyst for Change Vietnam



Impact Management and Measurement



Location Vietnam

Sector Education and Women Empowerment

BOP Stakeholders Disadvantaged Women and Children

Mission Statement & Key Objectives

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.

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.

Catalyst for Change



Challenges and Opportunities

Contextual Background

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

Women Empowerment

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.

Childs Education

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, mainly in rural areas, 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.



Hong Tang (CEO & Founder)

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.



Our Programs

Catalyst for Change Vietnam (C4C) was founded by Tang Duyen Hong, inspired by her personal experiences and insights. Growing up in central Vietnam, 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. Recognizing the systemic nature of their struggles, Hong established C4C to create lasting change by empowering and providing holistic support to disadvantaged women and rural children in Vietnam, addressing these issues at their roots.

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 Her Craft and Her Kitchen 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.

C4C's operations are centered around two key programs: Teach for Change (T4C) 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.

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.



Our Social Business Model

Unlike traditional charities that rely primarily on donations, C4C sustains its operations through earned income and internal reinvestments, which enhances our financial self-sufficiency and autonomy in decision-making and social impact delivery. This model ensures that all external funding is dedicated directly to our projects, without being used for administrative expenses.

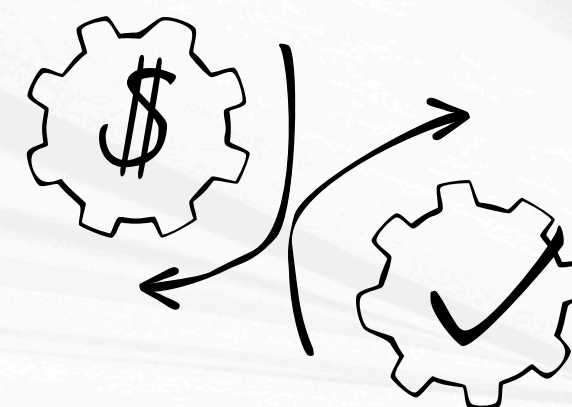
Sources of revenue

- 1. Partner Organizations:** Esteemed partners like DIZ and Asfar support our training programs and host their volunteers through C4C.
- 2. Partner Schools:** We collaborate with schools that host our volunteers as teachers, thereby fostering educational initiatives within various communities.
- 3. Funding/Donations:** Although not our primary focus, we do receive donations. These contributions are fully allocated to specific causes as directed by the donors, such as group counseling sessions for women, vocational training, or direct support for individuals chosen by the donors.
- 4. Long-term Volunteers:** Our partnerships, as well as government fundings provide the financial resources for our long-term Volunteers.
- 5. Short-term Volunteers:** Short-term volunteers contribute by paying fees for their experience, which helps sustain our programs.

Utilization of Generated Income

- 1. Administration:** A portion of our income is allocated for essential administrative purposes, including rent, supplies, and staff salaries. C4C adopts a flexible operational approach to minimize office-related expenses and maximize cost-saving measures.
- 2. Volunteer Support:** The majority of our expenses are directed towards supporting our volunteers. This includes provisions for food, accommodation, travel, training, and addressing any emergency situations that may arise.
- 3. Empowerment Fund:** We ensure that administrative costs are kept below 49% of our total expenses. The remaining 51% is channeled towards our social impact programs, as outlined in the Empowerment Fund.

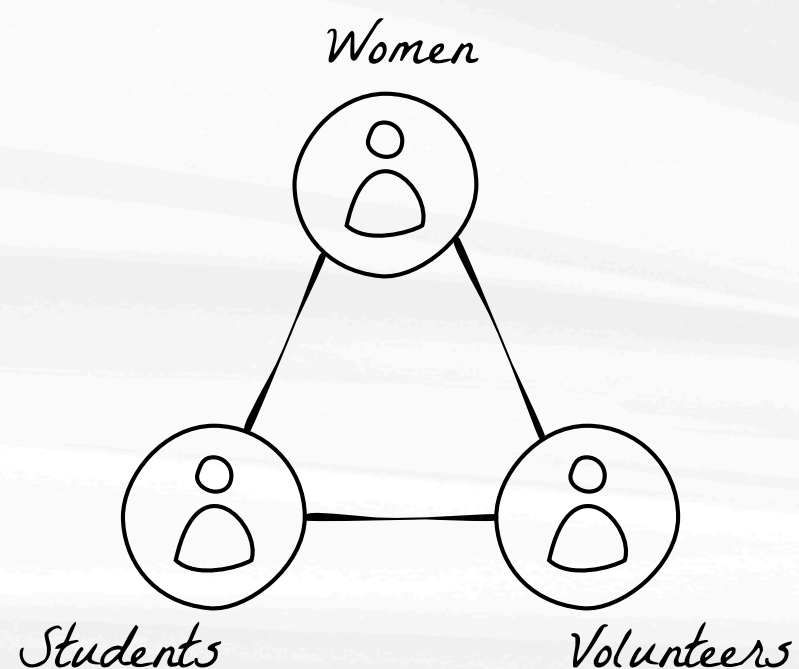
Thanks to our integrated business model, 100% of external donations go directly towards our Empowerment Fund. This fund supports low-income women, single mothers, disabled women, ethnic minority women, and domestic violence victims.





Key Stakeholders

At Catalyst for Change Vietnam, we have three major stakeholder groups. A significant portion of our main stakeholders are marginalized women, primarily single mothers, survivors of domestic violence, or from ethnic minority communities. They face economic instability, limited access to psychological therapy, and lack of community support, all while contending with social stigma and precarious living conditions. Our second major stakeholder group consists of rural children, who often face geographic barriers to accessing quality English education, which has long-term effects on their future academic and economic opportunities. Our third major stakeholder group includes our volunteers, who contribute their skills and time to the communities we serve and therewith also gain valuable insights into cultural awareness and cross-cultural exchange. Through their work with local communities, they develop a deeper understanding of the challenges faced by marginalized groups in Vietnam and enhance their intercultural competencies.



1. Reinforcing C4C's Framework for Impact Measurement

Catalyst for Change began its journey into impact measurement and management through the participation of CEO Hong Tang in an intensive workshop on Impact Measurement and Management (IMM) for the Sustainable Development Goals (SDGs) in Hanoi, Vietnam, in August 2024. With additional online learning tools from SDG Impact, which is an initiative under the UNDP, that provides the instructions and governance standards for private sector impact on SDGs. This laid the foundation for understanding how to align C4C's work with the SDGs and implement structured data collection processes in its operations and evaluation procedures.

At the start of this process, C4C identified the need for a more systematic approach to measuring its impact on different stakeholders within its Vietnamese communities and international partners to foster greater sustainability and transparency. While C4C had experience monitoring its program outcomes, it became evident that aligning with SDG Impact Standards required a more robust framework for data collection and reporting. This led to a reassessment of internal capacity and resources.



2. Analysing for Impact

1. Our previous impact measurement

Our impact was previously measured and managed primarily through the close relationships our founder, Ms. Hong, has with the majority of our stakeholders. Through regular communication and direct feedback loops, C4C has identified its challenges, evaluated its programs, and developed new solutions to serve its communities in the first years of its operations.

Over the past couple of years, C4C has focused on collecting and documenting its data more frequently, quantifying its impact to demonstrate results to partners and stakeholders. Additionally, we have conducted qualitative interviews and surveys, particularly for The Empowerment Plan, with a focus on the impact of our therapy and mentoring classes, as well as volunteer satisfaction rates.

Learning about SDG IMM strategies allowed us to set a new approach for our impact measurement and data collection procedures, helping us to formulate sustainable long-term plans and program adjustments while enhancing transparency for our stakeholders.

Knowing whether or not we're on track to achieving the Impact we claim requires robust practices around IMM. The Framework of the SDG's serve as a useful tool to achieve our goals and stay aligned with the international discourse.

260k+

Women are connected with each other in HerAcademy

60

Ethnic minority women were trained and working in HerCraft

14

Women were trained and working in HerKitchen

398

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

18

Active TFC partner language centers operating throughout Vietnam

1500+

Volunteers that have been part of our TFC program

36+

Countries from which our TFC volunteers have joined us from

7k+

Vietnamese students learning English from our TFC volunteer teachers

Catalyst for Change



Impact Management and Measurement

2. Analysing for Impact

II. Impact Value Chain

The **Impact Value Chain** is a visual map of how an organization's strategy and operations contribute to its stakeholders values and the Sustainable Development Goals (SDGs). As a tool, it allows us to holistically understand the effects of our social enterprise operations on different stakeholder groups and the environment.

To understand about the different impact C4C addresses throughout its operation from Input of Recourses to the long term outcome, the Impact Value Chain is an instrument to visualize the different steps of the process, briefly outleyed as followed.

Catalyst for Change has been working in the field of women's rights and empowerment since 2015. Our aim is not only to support vulnerable communities but to help them build the strength and social security needed to sustain their progress. We connect various strategies that focus on economic opportunities, psychological therapy, and social networks to reach as many people as possible in number and as deep as possible in the qualitative results for single individuals.

While women in our community were our first stakeholders, C4C has expanded into the educational sector, addressing gaps for rural children in learning and using English as a catalyst for future educational and career opportunities. By tackling the cycle of dependency at its roots, we recognize the value of English language education for the future of children in Vietnam and understand the geographical barriers faced by rural communities. The Service therefore aims to reduce socio-economic barriers for our women, as well as geographic barriers for rural children across Vietnam.

To achieve its goals, C4C partners with international organizations, sending volunteer teaching assistants to local English centers to provide rural youth with quality language education, while also fostering intercultural work environments and career development opportunities for office volunteers. As our Teach for Change Program (T4C) focusses on partnerships with women-led centers, it also supports the Empowerment Plan (TEP) by creating income-generating opportunities and promoting leadership development for women entrepreneurs through mentorship programs.

As a result of our T4C Initiatives, our partner English centers are able to achieve financial stability and access to English teachers for their centers, funded by international organizations and the Vietnamese government. This directly enhances the consistency of English learning opportunities for children attending these centers.

As a result of TEP initiatives, women gain increased access to mental health care, support networks, and economic opportunities. Women who participated in HerAcademy regularly exchange material goods via our OVND online marketplace, share ideas, and engage in reciprocal empowerment through online networks. They also participate in events and training sessions that broaden their support networks and deepen their understanding of social stigma and its consequences. Many have achieved financial independence and stability for themselves and their families, freeing themselves from paternalistic and abusive relationships. These women have become leaders in their communities, mentoring others and expanding their business networks.



2. Analysing for Impact

III. Identifying SDG Impact Goals

To ensure our work aligns with global sustainability efforts while addressing the specific needs of our communities in Vietnam, we have identified several key Sustainable Development Goals (SDGs) most relevant to C4C's mission, as shown in the graphic below. At the same time, we have considered potential negative impacts that might occur at each step to be transparent about these risks. After reflecting on the challenges we face in applying these goals and tailoring them to the unique contexts in which we operate, we will present a detailed version of the value chain on the following page, providing transparency in the decision-making questions we consider to measure and improve our service.

Catalyst for Change's Value Chain

We work with national and international organizations to gain resources and supporting mechanisms to achieve our goals.



Fostering partnerships to broaden our impact and source ethically and sustainably.

Our service is tailored to the needs of our stakeholders, primarily to support women empowerment and widen educational opportunities for rural youth.



Promoting gender equality by creating opportunities for women and addressing their specific needs



Prioritizing resources for underserved communities

Our programs focus primarily on mental health support, resource allocation and english language education.



Offering mental health services and improving overall well-being



Expanding access to quality education, particularly in rural areas.



Designing programs that create sustainable jobs and foster economic independence.

The service aims to reduce socio-economic barriers for our women, as well as geographic barriers for rural children across Vietnam.



Supporting economic opportunities for women with a consideration of psychological barriers through social stigma



Reducing geographical barriers in English language education for rural children

Support women in securing sustainable jobs and provide psychological therapy, improve educational outcomes for rural youth, and contribute to community development.



Access to mental health service, networks and community support

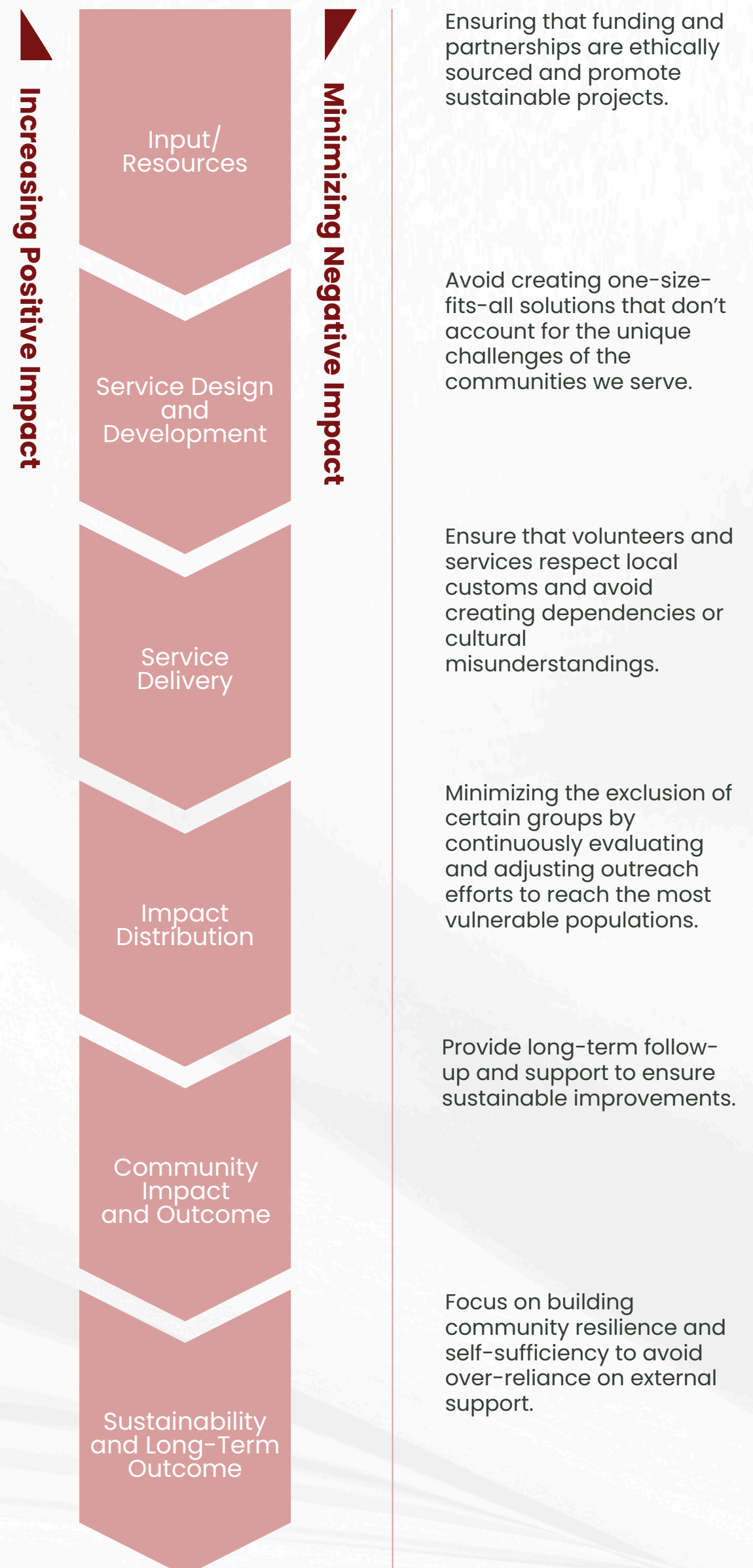


Access for rural children to quality English language education



Access to vocational training, job opportunities and resource allocation for women-led businesses

Self-empowerment is fostered through sustained job creation, education, and mental health support, ensuring that women and children thrive beyond program completion.





2. Analysing for Impact

IV. Our relevant SDG Goals

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. This involved focusing on the geographical barriers to education, the need for economic empowerment, and the lack of access to mental health services. 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.

At the same time, it's important to critically reflect on the idea of development as a predominantly Western construct. The framework of the SDGs, while valuable, is often shaped by global 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 local realities in Vietnam, ensuring that our approach is community-driven and responsive to the specific cultural and social factors at play.

Catalyst for Change's adjusted SDG Goals

	SDG 3.4: Mental Health and Well-being By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being		SDG 3.4: Mental Health and Well-being By 2030, improve mental health and well-being for disadvantaged women in Vietnam by increasing access to psychological support and trauma-informed care.
	SDG 8.5: Decent Work & Economic Growth By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value		SDG 8.5: Decent Work & Economic Growth By 2030, promote decent work and economic opportunities for women in both rural and urban communities of Vietnam, ensuring equitable access to employment, skills development, and entrepreneurial ventures.
	SDG 5.5: Gender Equality Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life		SDG 5.5: Gender Equality By 2030, enhance women's participation and leadership opportunities in decision-making processes at the community level, empowering women in rural areas of Vietnam to engage effectively in political, economic, and public life.
	SDG 4.5: Inclusive Education By 2030, eliminate (gender) disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations		SDG 4.5: Inclusive Education By 2030, ensure equal access to quality English language education for rural youth in Vietnam, reducing the geographical disparities in educational opportunities compared to urban areas.
	SDG 10.2: Reducing Inequalities By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status		SDG 10.2: Reducing Inequalities By 2030, empower and promote the educational, social and economic inclusion of rural youth and vulnerable women in Vietnam, addressing geographical and social-economic barriers in opportunities and access to resources.
	SDG 17.16: Partnerships for the Goals Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries		SDG 17.16: Partnerships for the Goals By 2030, strengthen partnerships that enhance knowledge sharing, expertise, and resources to support the development and empowerment of rural youth and our women communities (single mothers, domestic violence victims, ethnic minorities) in Vietnam, contributing to the achievement of the Sustainable Development Goals.



2. Analysing for Impact

Catalyst for Change's Impact Value Chain - October 2024



Lack of access to economic opportunities for members of our women community

Lack of access to psychological therapy and trauma healing for domestic violence victims

Potential to empower our community through access to social networks, community support and online recourses

Lack of access to financial recourses for single mothers in vulnerable situations

Lack of access to material recourses for single mothers in vulnerable situations

Lack of access to English language education for rural youth for future educational and economic opportunities

Potential to promote women-owned English centers

Potential to improve cross cultural education and understanding between our Vietnamese- and volunteer communities

Vocational training in culinary arts and crafting (**HerCraft/HerKitchen**)

Group therapy and one-on-one counseling for trauma recovery

Online courses focusing on mental health, business, and personal development (**HerAcademy**)

Empowerment Fund assistance for emergency costs and entrepreneurial ventures

Distribution of free essential goods through the **OVND Marketplace**

Hope Express - providing essential supplies and gifts to single mothers

Partnerships with English Centers in rural communities and Volunteer sending Int. Org. (**T4C**)

Cultural exchange activities that promote cross-cultural understanding (**CEP**)

74 women participated in vocational training

248 mothers have received support through training, psychological counseling, business and parenting skills

398 women have received emergency funding

260k+ women connected with each other in HerAcademy

18 active T4C partner language centers

1500+ volunteers assigned as English teachers/assistance

Increased access to sustainable employment opportunities within and outside C4C's operations

Increased emotional and psychological well-being

Enhanced skills and personal growth through networks, education and business courses

Strengthened community support and networks among single mothers and disadvantaged women

Improved English proficiency among students in rural areas, increasing their future academic and career opportunities

Enhanced leadership skills and business management capabilities among women entrepreneurs

Increased intercultural awareness and collaboration between students, teachers, and international volunteers

EMPOWERMENT: Providing vocational training and business support to disadvantaged women will increase their financial independence, reduce reliance on harmful relationships, and allow them to contribute economically and socially to their communities, acknowledging them as active agents of change.



MENTAL HEALTH: Promoting mental health awareness and providing support through programs like Her Academy will reduce stigma, enhance emotional well-being, and empower women to heal from trauma and lead resilient, productive lives.



Decision-Making Questions

How much time are our women beneficiaries able to provide, how much income is the minimum they have to earn to experience economic stability for themselves and their families?

What are reasons for women (barriers of any kind) not to access psychological therapy or similar services and to stay in abusive/paternalistic relationships?

Which types of social support networks are perceived as most helpful by our communities, particularly in addressing existing gaps?

What measures can we take to enhance financial and material support for the most vulnerable members of our community?

How can we increase the access of english language education to rural youth, considering the lack of english teachers in these areas?

How can we increase cultural exchange experiences among our volunteers and Vietnamese communities considering the different, but valuable impact for each stakeholder group?

How can we enhance vocational training programs in culinary arts and crafting to ensure participants transition into sustainable employment or entrepreneurship?

How can we assure qualitative therapy service for as many women in need as possible, while considering socio-cultural and psychological barriers in the application procedure?

What strategies can we implement to ensure that online courses reach as many beneficiaries as possible, and how can we measure their effectiveness in improving personal well-being and professional outcomes?

How can we prioritize the allocation of resources between Empowerment Fund assistance for emergency costs, the OVND Marketplace, and the Hope Express to ensure that the most vulnerable individuals, particularly single mothers, receive timely and impactful support, while also promoting long-term self-sufficiency?

How can we optimize our partnerships with rural English centers and international volunteer organizations to ensure that both students and volunteers benefit from a meaningful, culturally enriching learning experience while addressing the specific language education needs of rural communities?

How can we scale the vocational training programs to increase the number of participants while ensuring that quality and relevance to market demands are maintained?

How can we improve the accessibility and effectiveness of the support programs to serve a larger number of mothers, while ensuring that their diverse needs are met?

What mechanisms can we implement to track the short-term and long-term outcomes of women who receive emergency funding, and how can we refine our funding criteria to prioritize those in the most critical need?

How can we better utilize the vast network of 260k+ women in HerAcademy to foster more active engagement and peer-to-peer support, and what tools can we introduce to track the value of these connections?

How can we strengthen our partnerships with the T4C centers to ensure continued growth and consistency in delivering high-quality English language education?

How can we ensure that the deployment of our volunteers is optimized to meet the needs of rural English centers, and what improvements can we make to volunteer preparation and support?

How can we ensure that the skills and training provided through our programs lead to sustained employment and long-term financial stability for participants, both within C4C and in the broader job market?

How can we measure the long-term emotional and psychological impact of our counseling and mental health services, and what additional resources or interventions could enhance overall well-being?

How can we assess the personal and professional growth of women who engage with our education and business courses, and how can we expand these offerings to meet evolving needs?

What strategies can we implement to further strengthen the community support networks for single mothers and disadvantaged women, and how can we better measure the social and emotional outcomes of these networks?

How can we effectively track the long-term academic and career success of students who improve their English proficiency through our programs, and what additional resources can we offer to ensure their continued growth?

How can we continue to develop leadership and business management skills among women entrepreneurs, and how can we measure the impact of these skills on their business success and community leadership roles?

How can we enhance intercultural exchanges between students, teachers, and volunteers to foster deeper collaboration and mutual learning, and what indicators should we track to assess the impact of these interactions on both groups?

ENGLISH LANGUAGE EDUCATION: Increasing English proficiency among rural children will improve their future access to higher education, job opportunities, and global networks, thus narrowing the urban-rural educational gap in Vietnam.



INTERCULTURAL EXCHANGE: Engaging international volunteers in teaching and cultural exchange will foster mutual understanding, broaden perspectives, and contribute to a more inclusive, globally connected community.





3. Planning for Impact

I. Understanding and describing Impact

C4C's will align its approach to impact measurement and management for future operations and program evaluations with global best practices by incorporating the five dimensions of impact: *What, Who, How Much, Contribution, and Risk*. These dimensions will guide our understanding of how our programs affect stakeholders and the broader community. By focusing on these dimensions, 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.



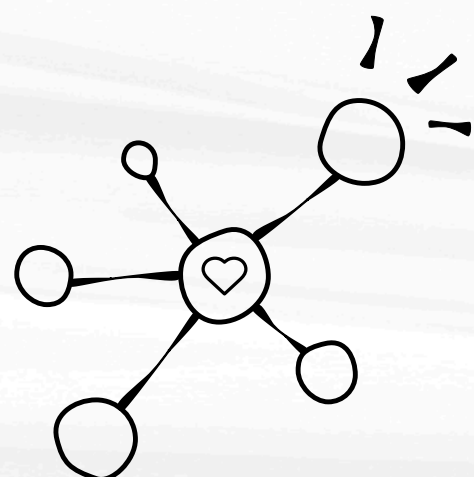
RISK

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

Catalyst for Change is contributing with its programs and initiatives to five distinct outcomes, aligned with our SDG Goals and Key Objectives initially stated:

- 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.**

Moving forward, strengthening our IMM processes will enable us to pursue long-term, sustainable impact aligned with the UN SDGs and the needs of our international and local stakeholder.



II. Setting Thresholds for each Outcome Goal

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.

Before we can plan our IMM in more detail and develop data analysis tools and evaluation mechanisms, we need to define our thresholds for each Impact Goal. As discussed above, we have already aligned our international understanding of the SDGs with the needs of our stakeholders and local communities. Next, we will align the measurable outcomes according to our resources and possibilities, influenced by the social-cultural and national framework of Vietnam. This step is crucial for understanding the impact and progress, which will be analyzed with the following leading questions:

- How does the outcome relate to a threshold deemed good enough?
- How does the company's goal relate to its previous performance and that threshold?
- How substantial is the change in outcome compared to what this population would have experienced otherwise?

SDG 3.4: Mental Health and Well-being

70-80% of participants show sustained improvements in mental health over time, based on self-reported outcomes, conducted with qualitative data collection tools.

SDG 8.5: Decent Work & Economic Growth

70-80% of participants achieve financial independence, earning at least the local living wage within 6-12 months, with 60-70% maintaining income stability or entrepreneurial success for up to 3 years.

SDG 5.5: Gender Equality

50% of participants in our trainings and virtual meetings show measurable leadership improvements (self-defined), 50-60% of our women reach financial stability within 1-2 years, and 50-60% of participants advance into leadership roles in their communities.

SDG 4.5: Inclusive Education

70% of students show measurable improvements in English proficiency, with at least 50-60% reaching intermediate proficiency levels aligned with CEFR or national standards. These improvements must directly contribute to expanded educational and career opportunities, reducing the urban-rural education gap.

SDG 17.16: Partnerships for the Goals

70-80% of participants report improved intercultural understanding, 60% of collaborative projects foster long-term partnerships, while intercultural communication practices and trainings are substantial to all of our volunteer initiatives.



4. Monitoring Performance

While quantitative and qualitative feedback mechanisms, like surveys and interviews have always been part of C4C operation, after understanding about the Impact Measurement and Management Strategy discussed in this report, we are planning to improve our operations, services and partnerships profoundly by detailing the objectives, stakeholders, outcomes, contributions, and associated risks within our programs. By examining our efforts to enhance well-being and educational access, we aim to establish a comprehensive framework for evaluating the effectiveness and sustainability of our initiatives, ensuring we maximize our positive impact on our stakeholders.

Q What

Our programs aim to enhance emotional, psychological and economical well-being and stability for vulnerable women, as well as to improve English proficiency for rural students. We focus on empowering women entrepreneurs through leadership and business skills training, promoting financial independence via vocational training and entrepreneurial ventures. Additionally, we strive to increase access to educational resources and foster intercultural awareness and collaboration among Vietnamese communities and international partners and volunteers.

Who

C4C's stakeholders primarily include single mothers, victims of domestic violence, ethnic minority women, and rural youth. Our Empowerment Plan program targets women aged 18 to 45, while our Teach for Change program supports rural youth, typically aged 3 to 20, who face limited access to quality English education. Additionally, our international volunteers are important stakeholders, gaining cultural exchange experiences while contributing to both Vietnamese communities and their own.

How much

C4C's programs have positively impacted the lives of many women and youth, with numerous success stories emerging from our initiatives, as outlined above. So far, we have not analyzed the degree of change experienced by stakeholders, specifically the scale between the baseline outcome level and the outcome level after the intervention. However, through our qualitative interviews, we have gained insights into the profound impact, particularly that of our oldest TEP initiatives, on our women's community.

To better understand, amplify, and manage the outcomes according to our newly set thresholds, our future efforts will focus on establishing clear baseline measures and consistent follow-up assessments to gain a deeper understanding of the depth and duration of our contributions.

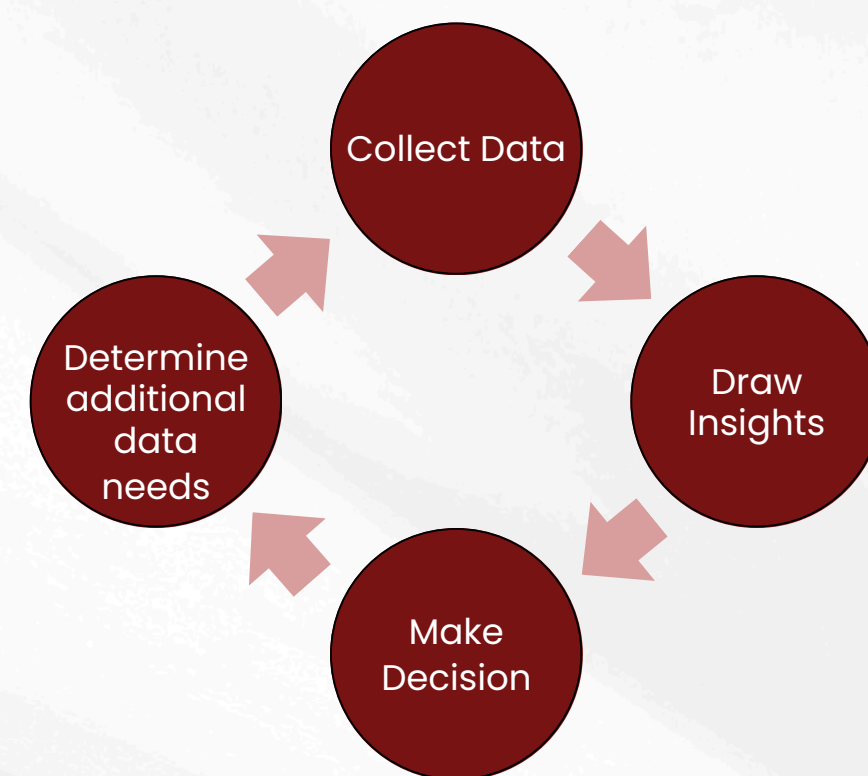
+ Contribution

C4C is driven by the deep understanding of its founders' personal experiences and connections across the sectors in which we work. Our team consists of community members, including single mothers and English teachers, who are closely involved, therefore granting a deep and personal understanding of the changes we are creating. However, we have not yet measured C4C's individual contributions to its stakeholders in terms of the estimated degree of change that would have occurred without the enterprise's intervention.

As we continue to grow, enhancing our evaluation systems will enable us to quantify how much of this progress is directly attributable to our interventions. We will implement robust baseline data collection and impact assessments to better understand and communicate our impact while reinforcing the strength of our contributions.

! Risk

The risks associated with insufficient data and impact management pose a threat to the long-term impact we aim to achieve for our communities. Therefore, we will place a special focus on the sustainability of our interventions, readjusting our resources and strengthening our existing initiatives until we reach the results we seek. Additionally, we remain aware of the risks we have previously monitored, which range from inadequate staff training and retention to insufficient volunteer preparation, consistent funding, and partnership management.



In the future, we will compare our current impacts against projections, evaluate our performance against peers and benchmarks, and measure outcomes against SDG target thresholds. This approach will guide our strategies and ensure we stay on track to achieve our goals.



5. Increasing Performance

Since 2015, Catalyst for Change has faced numerous successes and challenges that have brought us to where we are today, with a growing Vietnamese and international community around us and valuable partnerships worldwide. Over the years, we have not only learned about the interconnected needs of our communities but also understood the importance of calculating external risks and threats to our most vulnerable members, the necessity for close communication channels, and the significance of long-term empowerment throughout our initiatives.

Today, as we continue to learn and adapt, we are excited about adjusting our Impact Measurement and Management Strategy to increase our long-term sustainability and effectively showcase our impact to our stakeholders and communities, fostering deeper connections and trust in our operations.

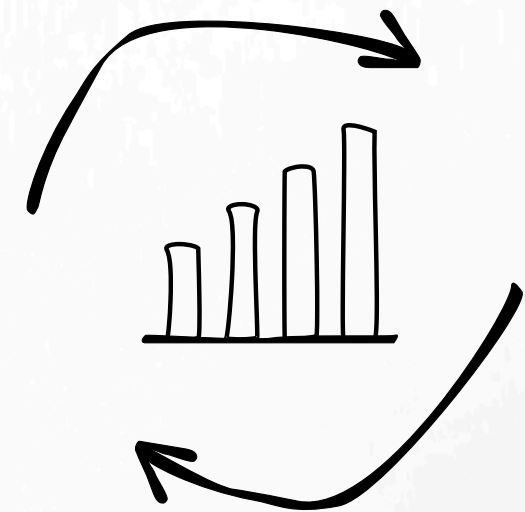
Mitigating risk while ensuring transparency:

Through our efforts to measure and communicate the impact of our programs, we have built a strong foundation of quantitative data and qualitative feedback. For our future operations, we will align our data collection with the five dimensions of impact –What, Who, How Much, Contribution, and Risk– that will enable us to track the depth and scale of our interventions, ensuring that we continue to meet the needs of our most vulnerable stakeholders.

Even though we want to collect as much necessary data as possible and increase our data baseline, we are aware of the resources required to achieve these goals while keeping our operations on track. Therefore, we will start with a pragmatic approach.

This means that we will begin our data collection efforts with the most critical metrics, ensuring that we focus on what is most actionable, therefore linking the decisions of what data to collect directly to most prioritized outcome goals. While striving to gather comprehensive information, we recognize that trade-offs may be necessary to obtain sufficient data. We will embrace the idea of starting with imperfect data, committing to continuously refine and enhance our data collection methods over time.

By time, we will improve our analysis and deepen our understanding of our impact. This ongoing process will not only strengthen our stakeholder engagement but also foster a more profound connection with our communities, ultimately driving more effective and sustainable outcomes.



Way Forward / Next Steps

In the upcoming months, we are committed to integrating social impact measurement into daily operations and long-term assessments. Our CEO, board, and program managers are optimizing the process of measuring progress across multiple SDGs and additional impacts on our stakeholders. Guidelines, consent forms, and data security standards are being (re)developed, along with a regularly updated data collection and program evaluation procedure.

The entire team is involved in refining these processes to ensure that C4C's mission is continually aligned with more measurable and sustainable long-term outcomes for our communities. Furthermore, we will focus on aligning resources more strategically, ensuring that our decisions are supported to the best of our knowledge and belief, and that all stakeholders –especially you, our partners–are fully informed of our progress and challenges.

We are deeply grateful for your trust and longstanding partnership, and we look forward with excitement to the years ahead.