

KOTO SOCIAL IMPACT REPORT

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APRIL 2021



Mekong Economics, Ltd.



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Executive Summary

In February 2021, Mekong Economics Ltd. (MKE) was commissioned by KOTO to undertake a third-party evaluation of KOTO's social impact since its establishment in 1999. The methodology for this evaluation incorporated quantitative and qualitative research, primarily a quantitative tracer survey of KOTO graduates, which was carefully designed and implemented to maximize the response rate. The approach and design of the survey sought to understand the attributable impact of KOTO where data and reasonable assumptions allowed. MKE also conducted a qualitative review of secondary data provided by KOTO to provide insight into areas where there are few baseline measures.

EVALUATION FINDINGS

Findings confirmed that KOTO has achieved impressive results over the past twenty years. More importantly, the results have been sustained over time across all key indicators, with steadily increasing incomes of KOTO graduates and related transfers to their families and to society. This arguably places KOTO in the top tier of social investments. The key evaluation findings are:

- 1) **KOTO reached underserved youth across Vietnam and provided trainees with holistic vocational training.** A review of the backgrounds of KOTO trainees at the time of joining KOTO, showed that KOTO entrants were poor, disadvantaged, and experiencing serious social and economic marginalization.
- 2) **KOTO graduates across all graduating years maintained stable employment and consistently earned above the minimum wage and average wages in the hospitality industry.** In March 2020, prior to the COVID-19 pandemic, **83 percent of respondents based in Vietnam were employed.** The majority were employed within the hospitality industry, and the median gross monthly income increased with number of years since graduating.
- 3) **KOTO graduates maintained their career growth. Thirty-three percent of graduates have been promoted to managerial positions at their work.** Seven percent of respondents have also founded formal and registered businesses. Overall, those who graduated earlier reported higher rates of further education, managerial experience, and entrepreneurship compared to those recently graduated. Eleven percent of respondents pursued further education, and 4 percent of respondents were working or studying abroad at the time of answering the survey.
- 4) **KOTO graduates practiced and maintained a community-oriented mindset.** Even years after graduating, respondents engaged in high rates of community service, volunteering, and charitable donations. Furthermore, **78 percent of respondents gave back to their families via regular financial support.** While parents and caretakers were the primary beneficiaries of remittances, 13 percent of respondents who provided regular financial support indicated their siblings as the primary beneficiary, suggesting that some KOTO graduates continued the 'Know one, teach one' approach with their siblings.
- 5) **KOTO graduates earned more income compared to their non-KOTO siblings, and this difference was statistically significant.** On average, KOTO alumni respondents earned 5.55 million VND (US \$240) more than their siblings per month with every additional year in the workforce, or 66.6 million VND (US \$2,886) per year.
- 6) A social rate of return on investment (ROI) was calculated from this difference in income. Across a 20-year period between 2001 and 2021, **investment in a KOTO trainee yielded an annualized ROI of 22 percent** or a total ROI of 5,125 percent, illustrating a substantial and long-term social ROI for supporting a trainee.

Introduction

KOTO OVERVIEW

KOTO (Know One, Teach One) is a social enterprise that empowers disadvantaged Vietnamese youth through its two-year holistic training program. KOTO aims to enable these youth to lead happy and dignified lives, maintain stable employment and career growth, and contribute to their community. KOTO seeks to achieve this through providing education, employment support, and a safe and supportive environment guided by the 'Know one, teach one' (KOTO) philosophy.

THEORY OF CHANGE

KOTO's theory of change is based on the premise that providing hospitality vocational education for underserved youth, who would otherwise be unable to access such opportunities, will enable them to create a better life for themselves, their families, and their communities. The impact of KOTO thus comes through the trainees they support. That impact is, firstly, on the trainees themselves as they improve their livelihoods, and secondly, through how graduates are able to extend KOTO's 'Know one, teach one' philosophy and contribute back to their families and communities.

A job with a stable source of income is the foundation for this improvement in quality of life, and KOTO provides the hospitality training, English language courses, and work experience needed to enable KOTO trainees to embark upon successful careers in the hospitality sector. Yet, vocational training alone is not sufficient to enable KOTO trainees to improve their lives. A loving, supportive, and safe environment that emphasizes resiliency and builds life skills is necessary to enable trainees to grow and heal from trauma, gain self-confidence, set ambitious goals for the future, and live independently. By being taught ethics and community service, KOTO graduates will continue to give back to society and contribute more broadly to the social development of Vietnam. This holistic training approach spans two-years.

After program completion, KOTO continues to support its alumni through post-graduate activities, such as supporting graduates in finding scholarship opportunities and international job placements and facilitating networking opportunities. These activities gradually developed over time as KOTO trained more and more graduates each year, becoming more structured with the establishment of the KOTO Alumni Community in 2019. While these activities have evolved over time and were not always a formal aspect of the KOTO Program, they nevertheless contribute to KOTO's long-term impact in some capacity.

Methodology

PURPOSE

The purpose of the evaluation was to assess the attributable outcomes and impacts that KOTO's programming has had on its graduates. Namely, the evaluation asked whether the larger goal of KOTO has been achieved to produce change—whether KOTO graduates and their communities experience improved livelihoods. From evaluation results, KOTO seeks to identify lessons-learned to improve KOTO programming, as well as better communicate its impacts to current and prospective impact investors, sponsors, and donors.

OVERVIEW OF METHODOLOGY

The evaluation focused on the key outcomes KOTO hopes to achieve as per the KOTO evaluation and learning framework. These medium and long-term outcomes are:

1. There is stable employment among KOTO graduates.
2. There is professional growth among KOTO graduates.
3. There is sustained integration of a community-oriented mindset among KOTO graduates.

Measuring these outcomes requires a holistic approach. A higher income or greater amount of professional responsibilities does not necessarily result in more fulfilling livelihoods. Assessing income and career stability and growth is important *per se*, but they are insufficient proxies for all the other benefits and life skills that KOTO hopes to impart upon those who complete their 24-month program. Beyond income, MKE relies on qualitative analysis to understand the complex nature of success in KOTO terms, particularly with regards to their level of community-engagement and desire to give back. Similarly, giving back can mean many things: volunteering in their communities, supporting KOTO trainees as an alumnus, or providing financial help for once-off expenses (e.g., rebuild the family home, sending brothers and sister to school, etc.) or through regular remittances to family members.

MKE therefore undertook a mixed-methods approach in order to capture both quantitatively and qualitatively the extent to which KOTO has achieved its objectives and the effect that KOTO has had on both graduates and their communities and/or families. To this end, the evaluation utilized one primary data collection tool: An online tracer survey with KOTO graduates. The survey was developed and piloted on the basis of the evaluation framework, then finalized after discussions with KOTO. The final graduate tracer survey can be found in Appendix 1. A secondary desk review of KOTO entrant's background information was also conducted to evaluate relevance while establishing a baseline with which to contextualize evaluation findings.

Due to the impact of the COVID-19 pandemic on international tourism in Vietnam and on the hospitality sector as a whole, the evaluation measures employment, incomes, and other details in March 2020 (immediately before Vietnam's borders closed) as well as current employment, incomes, and other details, so that results are not distorted by the COVID-19 disruption. The key evaluation questions are the following, categorized according to three evaluation criteria:

Table 1. Evaluation Criteria

Criterion	Evaluation Questions
Relevance	Did recruitment/targeting activities allow KOTO to reach those with the greatest need, i.e., underserved youth across Vietnam?
Effectiveness	To what extent has KOTO been able to achieve its planned objectives, as per the KOTO logframe?
Impact	What is the attributable impact KOTO has had on the lives of graduates and their communities? Is this impact sustainable?

Counterfactual and Attributable Impact

Any rigorous evaluation aiming to assess impact must also address the counterfactual question: What would the lives of these individuals have been like had there been no KOTO? In gold-standard evaluations, this would necessitate comparing outcomes to their baseline values, and/or identifying a control group, i.e., a group of individuals as statistically similar as possible to those who entered KOTO but did not, so that their

outcomes can be compared against the outcomes of KOTO graduates.¹ Due to inconsistencies in the baseline data collected from KOTO entrants at their time of enrollment, we established a control group by collecting information about similar-aged siblings of KOTO graduates, then controlled for contamination bias by excluding in the analysis any siblings who received financial support from their KOTO sibling. For example, a sibling that was financially supported through college by their KOTO-trained sibling was excluded, as this indicated that the sibling experienced a spillover effect from their KOTO-trained sibling (i.e., going to college may well not have happened without their KOTO sibling's contribution). This was to answer the question: Do KOTO graduates go on to experience better lives than the siblings who did not receive KOTO training? If so, can this difference be attributed to KOTO?

Survey Implementation

A tracer survey was designed in order to track graduate outcomes as detailed in the evaluation framework. The survey was drafted in English on Google Forms, then translated and back-translated between Vietnamese and English, and piloted. The final survey was administered in Vietnamese (attached in Appendix 2) by the KOTO Alumni Community. Graduates were contacted multiple times via email, telephone, and SMS messages. KOTO also asked graduates from each class to reach out personally to their classmates to encourage participation in the survey. The use of multiple communication channels was intended to increase survey response rate and minimize non-response bias by reaching beyond those for whom KOTO had up-to-date contact information.

Sample Size

A total of 567 valid responses were collected from 896 graduates between KOTO classes K1 to K33.² This yielded a response rate of 63 percent, which is considered high for a tracer survey of this nature. We expect the survey respondents to be representative of the broader population of KOTO graduates (confidence level = 95%, margin of error = 2%).

Lastly, 113 respondents were able to report education and income information on a sibling with less than three years' age difference who received no direct financial support from them (i.e., a similar-aged control group with no contamination). This data was then used to statistically compare differences in income between the control and treatment groups to assess KOTO's attributable impact on income.

LIMITATIONS

One major limitation the methodology is that due to the survey's reliance on self-reported data, the survey may not accurately capture negative outcomes (e.g., unstable source of income, unstable employment status) felt by the graduates, as they may have been reluctant to provide answers on a survey administered through KOTO's Alumni Community. An effort was made to minimize this bias during survey implementation by assuring respondents that their identities would be kept strictly confidential and limited to the MKE research team, and encouraging them to be straightforward in answering the questions. In addition, due to the COVID-19 pandemic and disruptions to international tourism in Vietnam, we ask graduates about their employment, income, and other details in March 2019, so that results are not distorted by the one-year COVID-19 aberration. However, this requires graduates to accurately recall details from one year prior, which poses limitations to the validity of the responses. In the future, MKE recommends assessing the validity of self-report measures by including similarly-worded questions elsewhere in the survey, or in a different survey, to establish concurrent validity.

¹ For example, if that control group has similar lives and earn similar incomes to KOTO graduates, then we would wonder if the KOTO program had any attributable impact on the livelihoods of its graduates.

² During the data cleaning phase, duplicates, blanks, and responses that demonstrated erroneous or invalid responses were identified and further excluded from analysis (e.g., some respondents may have reported their income in US\$ instead of VND, or reported yearly instead of monthly income. We assumed that these responses lacked validity and could jeopardize the internal validity and the reliability of the study, and excluded them from the present analysis). Please refer to Appendix 2 for the full selection criteria.

Evaluation Findings

DEMOGRAPHICS

Of the 567 respondents, 46 percent were female and 53 percent were male, and the average age was 29 years old. Respondents were split across similarly-sized groups according to gender (Male, Female, and Prefer not to answer) and training track (Front of House, Kitchen; Table 2). Respondents were also split across similarly-sized groups according to the number of years since graduating from KOTO and training track (Table 3).

Table 2. Survey respondents according to training center, training track, and gender

	Male	Female	Prefer not to answer
Hanoi (n=493)			
Front of House	115	119	1
Kitchen	151	107	0
Saigon (n=74)			
Front of House	18	18	0
Kitchen	19	18	1

Table 3. Survey respondents according to training track and number of years since graduating

# of years since graduating	Front of House	Kitchen
1-6 years	96	123
7-12 years	91	81
13-19 years	84	92
Total	271	296

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176.

Location

The majority of respondents are currently based in Vietnam, with 96 percent based in Vietnam and 4 percent abroad. Of those in Vietnam, 53 percent are based in Hanoi and 19 percent are based in Saigon, and the remaining 30 percent spread across Vietnam (see Appendix 3 for a full list of countries and cities represented).

Current Employment and Income

Out of the 567 respondents, 83 percent are currently employed. Conversely, 16 percent are unemployed and 1 percent is studying, so not working. For those with regular employment, 80 percent are currently working within the hospitality industry. Of the 20 percent not working in the hospitality industry, jobs functions reported varied greatly.

All respondents currently experience similar rates of employment regardless of how long it has been since they graduated (Table 4). Of those employed, 33 percent reported having multiple forms of employment. In total, 92 percent of those employed had regular employment; 23 percent had casual employment; and 25 percent were self-employed. Of those who reported being self-employed, 43 percent had formal household businesses and registered enterprises while 57 percent had informal businesses. This indicates that the majority of graduates who reported being self-employed did so informally. In addition, of those who reported being casually employed, the average hours of work per week was 26 hours.

The current median income among respondents based in Vietnam is 10 million VND/month (US \$436/month).³ Of those who were employed, 89 percent reported experiencing a shock to income in the last 12 months, and 96 percent cited COVID-19 as one of the primary reasons. Other reasons include family matters (9 percent) and personal illness (5 percent). For those who are currently unemployed, the average length of unemployment is 9 months.

Table 4. Current employment status for all respondents according to number of years since graduating, by percent (n=567)

# of years since graduating	Employed	Regular	Casual	Self	Unemployed	Studying
1-6 years	82	80	16	10	16	2
7-12 years	81	72	19	25	19	0
13-19 years	85	76	23	29	13	3
Total	83	76	19	20	16	2

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176.

³ Due to outliers and a non-normal distribution of data, the median gross monthly income is reported as opposed to the average monthly income.

RELEVANCE

The following section assesses whether and to what extent KOTO's recruitment/targeting activities allowed it to reach those with the greatest need, i.e., underserved youth in Vietnam. Due to the limitation that KOTO does not have a robust database of past and current entrant information, the present evaluation assessed relevance through a desk review of entrant backgrounds collected by KOTO. In addition, the evaluation also assessed the breakdown of survey respondents' demographic information to further assess relevancy. In particular, existing literature shows disparities in living standards between and among different ethnic groups in Vietnam.⁴ We therefore paid particular attention to the ethnic breakdown of survey respondents to assess whether there is sufficient ethnic minority representation in KOTO graduates.⁵

Results showed that KOTO reached a diverse set of ethnic minority youth, though the Kinh majority group was overrepresented in the sample, suggesting that there may be room for KOTO to specifically target underrepresented ethnic minority groups in its recruitment process (see Table 5). Overall, KOTO reached underserved youth, i.e., youth who were disadvantaged and faced social and economic marginalization. The majority of entrants were from poor- or near-poor households, and a significant portion were also from Program 135 (the Government of Vietnam's socioeconomic development program for the most vulnerable communes in ethnic minority and mountainous areas). A sample of entrant backgrounds can be found in Table 6.

Table 5. Survey respondents according to ethnic groups, by percent (n=567)

Ethnic group	% of respondents	% of total population ⁶
Kinh	91	85
Hmong	4	1
Tay	2	2
Nung	1	1
Dao	1	1
Khmer	<1	1
San Chay	<1	<1
Co Ho	<1	<1
Ta Oi	<1	<1
Thai	<1	<1
Prefer not to say	<1	n/a

⁴ For example, see Bob Baulch, Truong Thi Kim Chuyen, Dominique Haughton & Jonathan Haughton (2007) Ethnic minority development in Vietnam, *The Journal of Development Studies*, 43:7, 1151-1176, DOI: 10.1080/02673030701526278

⁵ This is not to say that individuals who identify with the majority Kinh group do not face economic hardships. Rather, we are examining whether KOTO has reached those with the greatest need in Vietnam.

⁶ Vietnam Population and Housing Census (2019). Available at: https://vietnam.unfpa.org/sites/default/files/pub-pdf/Results%20-%202019%20Population%20and%20Housing%20Census_full.pdf

Table 6. Sample Entrant Backgrounds

#	Gender	Ethnic group	City/province	At-risk criteria	Other
1	Male	Kinh	Hà Nội	Entrant is an abandoned child who was taken to SOS Children's Village in Hanoi when he was 10 days old. He dropped out of school after 7 th grade.	Orphan
2	Male	Kinh	Nam Dinh	Entrant's father used to be a drug addict, and he passed away due to brain disease. His mother remarried and has since left without any contact. The younger brother has leukemia and is currently being treated. They are currently living with their grandmother.	Poor household classification; Abandoned
3	Male	Kinh	Thái Bình	Entrant's other died when he was very young, and his father remarried but the step-mother is abusive. Entrant had to drop out of school after 10 th grade, and currently works in the kitchen for 2 million VND/month.	Near-poor household
4	Female	Thai	Dien Bien	Entrant's father is a drug addict who left for a drug rehabilitation center before she was born. The mother remarried another man who is also a drug addict. Both her mother and step-father are illiterate and HIV positive. She dropped out of school at 10 th grade and works in a bubble tea store for 100K VND/half-day.	Poor household classification
5	Female	Unknown	Hà Nam	Entrant's family consists of a schizophrenic and abusive father, two younger siblings, and an 83-year-old grandfather. The grandfather takes care of her and her brothers on a monthly social allowance of 1.5 million VND plus 380k VND per sibling per month.	Poor household classification
6	Male	Unknown	Hué	Entrant's family consists of parents and seven siblings. Parents both work as fishermen and are unable to support all seven children. Entrant dropped out of 9 th grade in order to support the rest of the family.	Poor household classification
7	Female	Kinh	Bac Ninh	Entrant's mother was trafficked to China and the entrant was born in China. After 10 years, they escaped back to Vietnam. Her mother was sexually abused and suffers from mental illnesses. Entrant dropped out of school after 10 th grade. She's currently living in a social welfare center.	
8	Male	Kinh	Khanh Hoa	Entrant's family has 4 members. His father is a construction worker with a gambling problem. They had to sell all family property to pay off debt. His mother ran a small stall on the streets, then passed away from cancer. Entrant is currently living with his grandmother and father. He dropped out of school after 9 th grade, and used to work in a small pub.	
9	Male	Dao	Bắc Kan	Entrant's family consists of a mother who is in poor health and unable to work, and a father working in farming. The family has incurred a debt of 50 million VND.	Poor household classification
10	Female	Hmong	Yên Báí	Entrant's family consists of her parents and seven siblings. They are farming to support the family. Her brother has serious illness, and the family sold all property and borrowed 200 million VND for the brother's healthcare.	Poor household classification
11	Male	Hmong	Cao Bang	Entrant is an orphan with 3 older brothers. He was adopted by the Cao Bang social welfare center at the age of 13, and lived with his older brother prior. He graduated from high school.	Orphan; Program 135
12	Female	Thái	Sơn La	Entrant is an orphan with two older siblings, one working and one studying at university. Their family has incurred debt of 50 million VND. She graduated from high school.	Orphan; Program 135; Near-poor household
13	Male	Bahnar	Kon Tum	Entrant's family consists of a disabled father unable to work, two older brothers who work in farming, and three younger siblings still in school. The family's income is mainly from farming and a government subsidy of 405k VND/month.	Near-poor household

EFFECTIVENESS

The following section assesses the effectiveness of KOTO, i.e., the extent to which KOTO has been able to achieve its planned outcomes and objectives as specified in the program logframe. We focus on quantitative measures of employment stability, income stability, professional growth, and giving back, and rely primarily on self-reported survey data. The three objectives and their indicators are as follows:

1. To what extent do graduates experience stable employment and income in the hospitality industry after they leave KOTO? Assessed through:
 - Employment types and rates in March 2020
 - Gross monthly income in March 2020
2. To what extent do graduates experience professional development and growth after they leave KOTO? Assessed through:
 - Percentage of graduates who pursued further education
 - Percentage of graduates with managerial experience
 - Percentage of graduates who pursued entrepreneurship
 - Percentage of graduates with international study and/or work experience
3. To what extent do graduates demonstrate a community-oriented mindset after they leave KOTO? Assessed through:
 - Rates of giving back via community service and/or volunteering
 - Percentage of graduates who support their families financially

Objective 1. KOTO graduates experience stable employment and income⁷

Overall, survey results suggest that the majority of KOTO graduates in Vietnam experience stable and positive employment outcomes within the hospitality industry, with the majority of respondents reporting being employed regularly, meaning guaranteed hours of work and/or full-time work for an employer. A subset of respondents reported having multiple forms of employment, including regular employment, casual employment (defined as part-time work or no guaranteed hours of work for an employer or multiple employers), or self-employment (defined as working for him/her/themselves at either a formal household business, registered enterprise, or informally). There were no notable differences in employment types and rates (regular, casual, self, unemployed) between recent graduates and those who graduated between 7-12 years and 13 or more years prior.

Results also found that almost half of KOTO graduates employed in Vietnam have experienced a non-COVID-related negative shock to their income between March 2019 and March 2020. However, the overall values of self-reported income suggest that KOTO graduates in Vietnam still experienced consistent income levels above both the national minimum wage and the average monthly wage in the industry, regardless of the number of years since graduating. There is also greater spread in income levels for those who graduated between 7-12 years and 13 or more years prior, which could reflect a natural increase in the types of advanced professional opportunities available to experienced graduates.

1.1. Employment Outcomes in March 2020

In March 2020, 83 percent of respondents based in Vietnam were employed. Conversely, 13 percent were unemployed and 4 percent were studying, so not working. For the 79 percent of respondents with regular employment in Vietnam, 93 percent were employed within the hospitality industry. Of those employed within the hospitality industry, 52 percent had a job in commercial cookery; 35 percent in front-of-house; and 13 percent in another job function within the hospitality industry. Of the 7 percent not employed in the hospitality industry, jobs functions reported varied greatly, including marketing, teaching, and general business administration.

⁷ It is important to note that for the following subsections on employment and income, we primarily focus on graduates who are currently based in Vietnam, as those abroad face a significantly different context compared to those in Vietnam, in terms of both income and employment options as expatriates. Furthermore, the different sample sizes for those in Vietnam (n=542) and those abroad (n=25) does not allow for meaningful comparisons across the two groups.

Of the respondents who were based in Vietnam and were employed, 36 percent reported having multiple forms of employment. In total, 95 percent of those employed had regular employment; 26 percent had casual employment; and 22 percent were self-employed. Of those who reported being self-employed, only 39 percent had formal household businesses and registered enterprises while 61 percent had informal businesses. This indicates that the majority of graduates who reported being self-employed only did so informally. In addition, of those who reported being casually employed, the average hours of work per week was 23 hours, indicating mostly part-time work.

When disaggregated by years since graduating, we find that all respondents in Vietnam experienced similar rates of regular employment regardless of how long it has been since they first graduated (Table 6). This is a positive indication that KOTO graduates are able to maintain regular employment within the hospitality industry regardless of their experience level. Notably, recent graduates experience low rates of self-employment while those who have graduated for 13 or more years reported higher rates of self-employment. Further statistical analysis is required to assess whether this is statistically significant.

Table 7. Employment status for respondents in Vietnam in March 2020, according to number of years since graduating, by percent (n=542)

# of years since graduating	Employed	Regular	Casual	Self	Unemployed	Studying
1-6 years	79	76	20	5	13	8
7-12 years	86	85	21	21	14	0
13-19 years	86	79	23	34	13	1
Total	83	79	21	18	13	4

Note: Number of respondents for 1-6 years=215; 7-12 years=163; 13+ years=164.

1.2. Income in March 2020

For respondents who were employed in Vietnam in March 2020, the median gross monthly income was 10 million VND/month (US \$436/month).⁸ Ninety-six percent reported gross monthly earnings above the national minimum wage (4.42 million VND/month, or US \$193/month)⁹ and 90 percent reported gross monthly earnings above the average monthly wage in the hospitality industry in Vietnam (5.4 million VND/month, or US \$234/month).¹⁰ When disaggregated by number of years since graduating, those who graduated 13 or more years prior reported a higher median income (20 million VND/month, or US \$873/month) compared to those who graduated between 7-12 years prior (10 million VND/month, or US \$436/month). Recent graduates reported the lowest median income of 8 million VND/month (US \$349/month). The median monthly incomes of those employed in Vietnam are listed in Table 7 below.

Table 8. Median monthly income (VND) of respondents employed in March 2020 in Vietnam (n=451)

# of years since graduating	Median monthly income (million VND)	Median monthly income (US \$)
1-6 years	8	349
7-12 years	10	436
13-19 years	20	873

Note: Number of respondents for 1-6 years=215; 7-12 years=163; 13+ years=164.

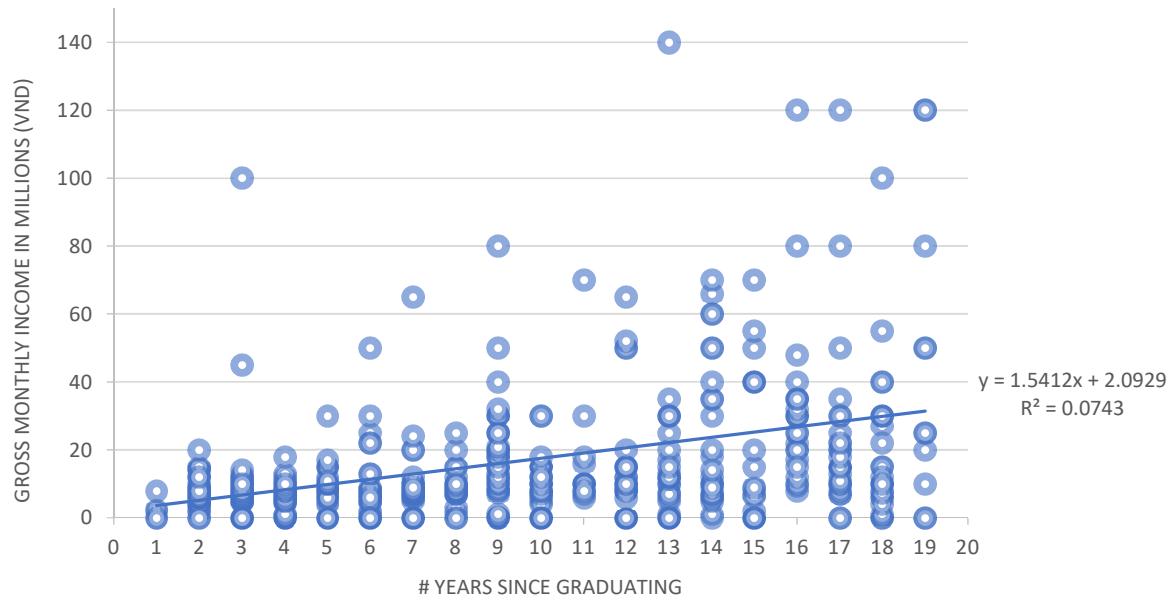
A scatterplot showed similar trends across all graduating years (Figure 2) with recent graduates showing less spread in gross monthly incomes. The linear regression model shows that for respondents based in Vietnam, every additional year contributes an increase of 1.54 million VND per month to their income ($p<0.01$). It is important to note that the R^2 value for the linear model suggests that the model explains only 7.43 percent of the variation in the data, which is considered low.

⁸ Due to outliers and a non-normal distribution of data, the median gross monthly income is reported as opposed to the average monthly income.

⁹ The minimum monthly wage in Vietnam for Region I is 4.42 million VND/month. Available at: <https://www.vietnam-briefing.com/news/vietnam-increase-minimum-wage-january-2020.html>

¹⁰ Available at: <https://www.gso.gov.vn/wp-content/uploads/2021/03/Bao-cao-dieu-tra-lao-dong-viec-lam-2019-26-3-2021.pdf>

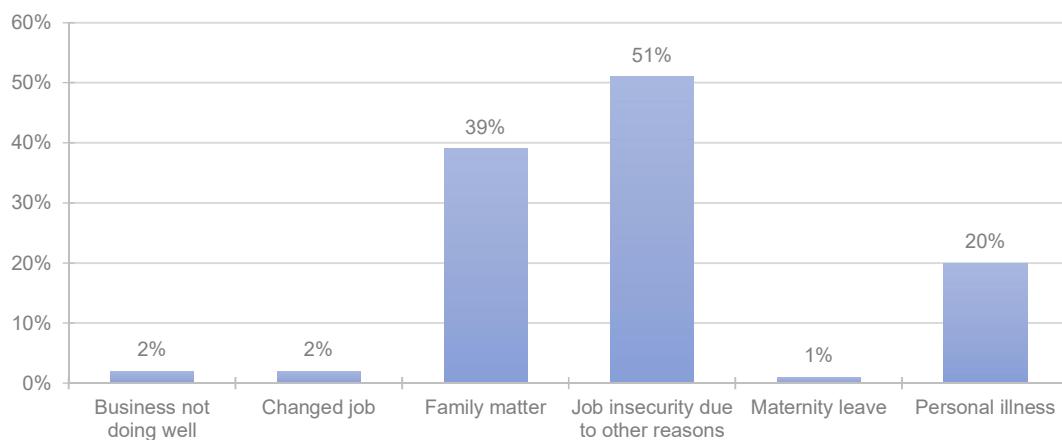
Figure 1. Gross income of respondents in Vietnam in March 2020 by number of years since graduating KOTO, in millions VND (n=523)



Negative Income Shocks

Respondents who were employed in March 2020 were also asked if they experienced any non-COVID-related shocks to their income between March 2019 and March 2020, and a total of 44 percent reported experiencing a shock. Rates were similar across all graduating years: 33 percent of those who have graduated for 1-6 years, 33 percent of those who have graduated for 7-12 years, and 43 percent of those who have graduated for 13 years or more, reported experiencing a negative shock to their income unrelated to COVID-19. The majority did not specify a reason for experiencing the income shock (Figure 3).

Figure 2. Percent of respondents and their reasons for experiencing an income shock pre-COVID-19 (n=196)



Objective 2. KOTO graduates experience professional growth

The following section assesses professional growth along four different measures, i.e., whether KOTO graduates have pursued further education, held management positions, engaged in entrepreneurship, and pursued international opportunities. Overall, survey results suggest that while only a small subset of KOTO graduates have been able to pursue further education, a larger percent of graduates have been promoted to managerial positions at their work. Moreover, a subset of KOTO graduates have also pursued entrepreneurial endeavors and founded formal and registered businesses. Those who graduated between 7-12 years ago and 13 or more years ago also reported higher rates of further education, managerial experience, and entrepreneurship compared to those who only graduated between 1-6 years ago. Altogether, these results suggest KOTO graduates are able to experience professional growth as they gain more experience.

In terms of international opportunities, only a small subset of graduates have been able to pursue opportunities to study and/or work abroad. However, given the significant investments required to study and/or work abroad, we still take this as a positive indication of professional growth among KOTO graduates.

2.1. Further Education

The ability to pursue further education is used as a proxy to measure professional growth, as additional certifications and/or degrees is generally thought to provide individuals with a wider range of professional opportunities and improve job prospects. Out of the 567 responses collected, 11 percent have pursued further education since graduating from KOTO. To date, 28 survey respondents have an additional technical or occupational certificate, 26 have Associate degrees, 8 have Bachelor's degrees, and 3 have Master's degrees. It is also worth highlighting that 28 percent of graduates with further education received their degrees abroad, and most of whom studied in Australia.

2.2. Managerial Experience

Thirty-three percent of all respondents were in managerial positions in March 2020, or approximately 40 percent of those employed in either Vietnam or abroad. Rates of managerial experience was spread across job functions both within and outside the hospitality industry, with the majority working in either commercial cookery (48 percent), front-of-house (31 percent), and other, within hospitality (14 percent). The remaining 7 percent worked outside the hospitality industry. The percentage of respondents working in managerial positions naturally increased with the number of years since graduating (Table 8). This is to be expected, as promotion requires additional years of experience. We take this to indicate sustained professional growth among graduates.

Table 9. Percent of respondents in managerial positions by number of years since graduating

# of years since graduating	% in managerial positions
1-6 years	11
7-12 years	37
13-19 years	57
Total	33

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176; all respondents=567

2.3. Entrepreneurship

Out of all respondents employed in March 2020, 22 percent reported being self-employed. Of these self-employed respondents, 40 percent had formal household businesses or registered enterprises while 60 percent had only informal businesses, indicating that the majority who have some form of self-employment do so casually. In total, 7 percent of all respondents were self-employed at formal household businesses and registered enterprises.

Notably, three out of the four graduates who were self-employed abroad had formal household businesses or registered enterprises, which is a significant accomplishment. Of all formal household businesses and registered enterprises, 83 percent were in the hospitality industry, with the majority being restaurants and

other food and drink businesses. The percentage of self-employed respondents with formal household businesses and registered enterprises also increased with the number of years since graduating (Table 9). Again, this is to be expected, as entrepreneurship generally requires sufficient investment and capital and relevant experience.

Table 10. Percent of self-employed respondents with a formal household business and/or registered enterprise, by number of years since graduating

# of years since graduating	% self-employed
1-6 years	2
7-12 years	5
13-19 years	17
Total	7

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176; all respondents=567

2.4. International Opportunities¹¹

Approximately 4 percent of all respondents are currently based abroad for work or for further studies. For those based abroad, 44 percent received education beyond KOTO training, and 82 percent of them got their degrees abroad. Furthermore, for those abroad, 72 percent were employed, 24 percent were unemployed, and 4 percent were studying so not working. Notably, of those who were employed, 44 percent were in managerial positions, which is a considerable achievement. The percentage of respondents abroad also increased with the number of years since graduating (Table 10). Again, this is to be expected, as pursuing international opportunities generally require sufficient capital and relevant experience. Lastly, as previously mentioned, 28 percent of respondents who have pursued further education since KOTO received their degrees abroad, most of whom studied in Australia. Altogether, though it is not the norm for graduates to pursue either educational or professional opportunities abroad, given the significant investments required to study and/or work abroad, we still take this as a positive indication of professional growth among KOTO graduates.

Table 11. Percent of respondents currently based abroad by number of years since graduating

# of years since graduating	% abroad
1-6 years	2
7-12 years	5
13-19 years	6
Total	4

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176; all respondents=567

Objective 3. There is sustained integration of a community-oriented mindset among KOTO graduates.

The following section assesses the extent to which graduates practice KOTO's 'Know one, teach one' philosophy after completing the program. We measure this "giving back" in terms of the types of community-oriented activities they engage in, as well as how graduates financially support their families after graduating from KOTO. We define families as siblings and caretakers (i.e., parents, grandparents, aunts and uncles). In the Vietnam context, the most common way of financially supporting one's family is through providing money for once-off expenses (e.g., rebuilding the family home, paying for brothers' and sisters' tuition, etc.) or regular (e.g., monthly, quarterly, yearly) remittances.¹²

Overall, survey results indicate high rates of community service across all KOTO graduates, which was consistent across all graduating classes, and high rates of giving back to the family in the form of remittances.

¹¹ Due to concerns surrounding survey fatigue, the present tracer survey only asked graduates whether they are currently abroad and whether they have studied abroad. Therefore, the survey does not accurately capture the number of respondents who have gone abroad to work at some point in their lives (e.g., a graduate who had worked abroad a few years prior but is now based in Vietnam would not be captured by the current survey).

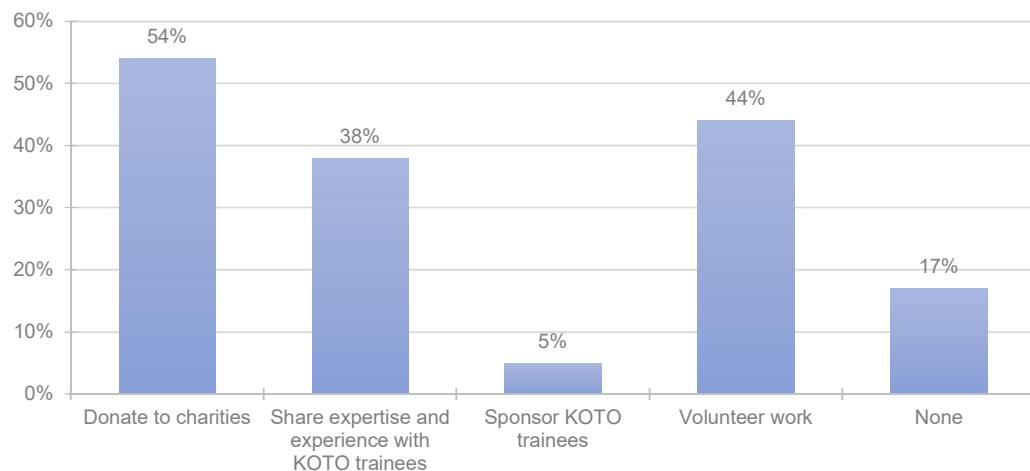
¹² It is important to note that because KOTO prioritizes youth experiencing social and economic marginalization in its recruitment and enrollment process, some KOTO trainees do not have family members and were living at social welfare centers before joining KOTO. Therefore, only those with families and/or caretakers would be able to contribute back to family regularly.

The median amount of family contributions per year was highest for respondents who graduated 13 or more years ago, followed by respondents who graduated between 7-12 years ago. Recent graduates reported the lowest median contributions per year. Altogether, KOTO graduates give back to their families and communities, even years after they have left the KOTO environment.

3.1. Community Service

The majority of all respondents surveyed have participated in community service since graduating, and only 17 percent of all respondents reported they have never done any community service or volunteer work. Of the 83 percent of respondents who have done community service, they either donated to charities and/or KOTO, did volunteer work, shared their expertise with KOTO trainees and staff, sponsored KOTO trainees, or participated in a combination of the above (Figure 4). Rates were also consistent across KOTO classes. This is a positive indication that KOTO graduates continue to prioritize a community-oriented mindset after graduation.

Figure 3. Percent of respondents engaging in community service



3.2. Providing Financial Support to Family

Seventy-eight percent of respondents provided regular financial support to family members outside of spouse and children during a typical year. In terms of the amount of financial support given to family per year, respondents reported a median of 15 million VND/year (US \$652/year) to family for various purposes, including: building a family home; buying other household durables; daily expenditures; education costs for siblings; family events such as funerals or weddings; healthcare; and maintaining the family home. When disaggregated by years since graduating, we find that recent and older graduates report similar rates of family financial support. The median yearly contribution to family increased with the number of years since graduating (Table 11). This is expected, as graduates with more professional experience can be expected to have higher earnings and therefore contribute more to financially supporting their families. The top three uses of remittances were for daily expenditures, healthcare, and education costs for siblings.

Notably, while the majority of remittances went to parents and other caregivers (e.g., an aunt or grandparent who raised the respondent), 13 percent of those who provided regular financial support reported their siblings as the primary beneficiary of the support.

Table 12. Remittances to family by number of years since graduating

# of years since graduating	% who provide regular financial support to family	Median yearly contribution to family (million VND)	Median yearly contribution to family (US \$)
1-6 years	77	9.5	413
7-12 years	79	12	522
13-19 years	77	30	1,305
Total	78	15	652

Note: Number of respondents for 1-6 years=219; 7-12 years=172; 13+ years=176; all respondents=567

IMPACT

In order to assess the attributable impact that KOTO training has had on graduates without relevant baseline measures, we established a control group by collecting information about similar-aged siblings of KOTO graduates.¹³ This was to answer the question: Are there any significant differences between those who received KOTO training and similar others who did not?

Due to concerns regarding survey fatigue, the tracer survey only asked respondents to report their sibling's highest level of education completed and the estimated gross monthly income. Therefore, the following section only examines differences in income levels between respondents and their siblings. Findings indicate that KOTO-trained respondents earned higher incomes compared to their non-KOTO-trained siblings, and this difference was statistically significant.

Demographics

A total of 113 valid responses about siblings was collected. These siblings were no more than three years apart in age from the respondent and received no direct financial support from the respondent. Fifty-two percent of siblings were female, 46 percent were male, 2 percent preferred not to answer, and the average age was 30 years old. For the matching KOTO-trained respondents, 41 percent were female and 59 percent were male, and the average age was also 30 years old. The similar demographic breakdown facilitated valid comparisons between the two groups.

Income

A two-sample t-test was conducted to statistically compare the gross monthly incomes of KOTO graduates (treatment group, n=113) and their siblings (control group, n=113).¹⁴ Results found that on average, the gross monthly income of KOTO graduates (13 million VND/month, or US \$567/month) was higher than that of their siblings (7.45 million VND/month, or US \$325/month) and this difference (5.55 million VND/month, or US \$240/month) was statistically significant ($|t|>1.96$, $p<0.05$).¹⁵

A simple linear regression was then performed to assess the ability of the number years since graduating KOTO, i.e., number of years in the workforce, to predict income. For KOTO graduates in the workforce in Vietnam (n=523), as the number of years in the workforce increased by one, monthly income increased by 1.54 million VND ($p<0.01$). Conversely, for siblings in the workforce in Vietnam (n=113) monthly income increased by only 0.47 million as the number of years in the workforce increased by one ($p<0.01$). When disaggregated by age groups, on average, monthly income increased with age for both graduates and their siblings. This result was expected, as both graduates and their siblings may earn higher incomes with additional years of professional experience (Table 13).

Table 13. Average monthly income (VND) of respondents and their matching siblings, by age (n=226)

Age	Sibling's average monthly income (million VND)	Respondent's average monthly income (million VND)
Under 26 years old	4.73 (US \$205)	7.75 (US \$337)
Between 26-30 years old	6.14 (US \$267)	9.35 (US \$406)
Between 31-35 years old	10.15 (US \$441)	13.17 (US \$573)
Above 35 years old	10.34 (US \$449)	27.76 (US \$1,207)

Note: Number of respondents for under 26 years old=52; between 26-30 years old=53; between 31-35 years old=79; above 35 years old=42

¹³ We controlled for contamination bias by excluding in the analysis any siblings who received financial support from their KOTO sibling

¹⁴ Respondents who were studying, so not working, and reported an income of zero were removed so as to not skew results. This yielded a sample size of 113 pairs of graduates and siblings (n=226).

¹⁵ p-value = 0.0034

Social Return on Investment (ROI)

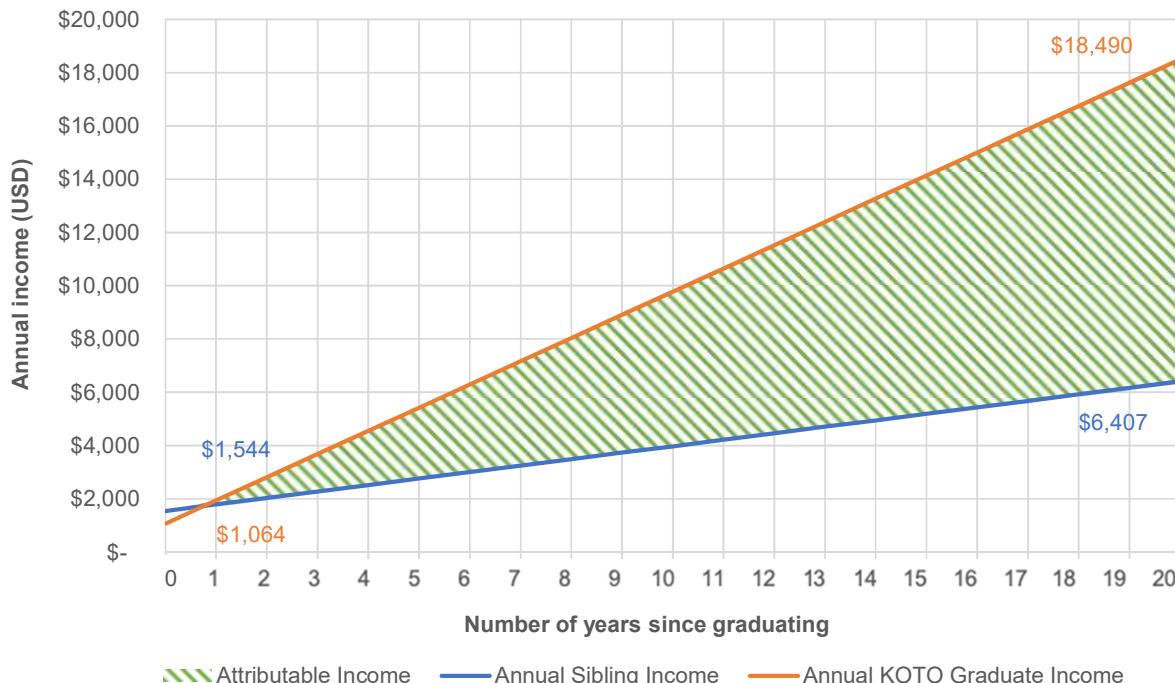
A social ROI was calculated from the extra attributable income due to KOTO training. To calculate the attributable income, two trend lines were generated from the reported monthly incomes of KOTO graduates and their siblings in the workforce, which were $y = 0.47x + 2.96$ for the control group of siblings ($n=113$) and $y = 1.67x + 2.04$ for the treatment group of KOTO graduates (in Vietnam and abroad, $n=547$). The two slopes were used to calculate the difference in monthly income of the treatment and control between 0 and 20 years after graduating. The difference in monthly income at each year since graduating was then converted into differences in yearly income, then totaled across 20 years. This total difference was the total extra income that can be attributed to KOTO across 20 years, i.e., the total attributable income.

Across a 20-year timeframe between 2001 and 2021, an investment of US \$3,600 (the total cost of training one trainee in 2001) has yielded an annualized ROI of 22 percent (with less in the early years after graduation, and more later as income increases with number of years in the workforce). The total 20-year ROI is a staggering 5,125 percent. In 2021, the total cost of training one KOTO trainee has increased to US \$6,000, but we expect a similar ROI in the next 20 years (as USD incomes will be higher between 2021-2041 compared to 2001-2021). This is an exceptional ROI for this type of social investment.

Notably, according to the results of the linear regression, siblings started with a higher monthly income (2.96 million VND/month, or US \$129/month and US \$1,544/year) compared to their KOTO trained siblings (2.09 million VND/month, or US \$91/month and US \$1,064/year). After KOTO training, KOTO graduates' incomes immediately surpassed those of their non-KOTO-trained siblings at year 1. This further illustrated that KOTO significantly improved the outcomes of its graduates, compared to the counterfactual.

Figure 5 shows the ROI story. Considering the success that KOTO has had in meeting its short-, medium-, and long-term indicators, these findings suggest that investing in holistic training that encompasses technical, interpersonal, and life-skills yields much higher lifetime earnings and consequently high rates of return on investments.

Figure 4. Extra income earned (income attributable to KOTO) over 20 years



Evaluation Conclusion

The results of the evaluation found that KOTO has been successful in achieving its medium- and long-term outcomes across all indicators. The key findings are as follows:

- 1) The KOTO program reached underserved youth across Vietnam and provided trainees with holistic vocational training;
- 2) KOTO graduates maintained stable employment in the short-, medium, and long-term, and consistently earned above the minimum wage and above the industry average;
- 3) KOTO graduates maintained short-, medium-, and long-term career growth;
- 4) KOTO graduates practiced and maintained a community-oriented mindset in the short-, medium- and long-term;
- 5) KOTO graduates earned significantly more income compared to their non-KOTO siblings; and
- 6) KOTO yields a high rate of social return on investment.

Recommendations for subsequent monitoring and evaluation methods, as well as KOTO programming, are attached in Appendix 4. Overall, KOTO has achieved impressive results over the past twenty years, and the results have been sustained over time across all key indicators, with steadily increasing incomes of KOTO graduates and related transfers to their families and to society. This arguably places KOTO in the top tier of social investments.

Our analysis suggests three core reasons for the excellence of the KOTO program:

The holistic approach of KOTO is more than mere rhetoric. KOTO graduates receive individual attention over a long period, with an emphasis on becoming confident and rounded citizens as much as on technical skills. This approach costs more and takes a long time, but the impacts are more profound and sustained compared to short-course hospitality training schools, particularly when taking into consideration the level of social and economic marginalization entrants faced prior to joining KOTO.

KOTO supports without compromising standards. All KOTO trainees must pass competitive stages in order to graduate. English language skills, for example, are assessed both internally and by external examinations. When necessary, KOTO provides extra tutoring and mental health support tailored to trainees' needs to support them in successfully receiving their Box Hill Institute certificate. Consequently, the hospitality business community respects the intrinsic value of a KOTO graduation certificate.

KOTO has brand value. After more than 20 years of operations, KOTO is widely known and respected and linked to a wide network of alumni. KOTO is also the first legally recognized social enterprise in Vietnam, which further extends its reputation. This is a considerable intangible asset that sustains the value-added from ongoing investments in KOTO. Alumni find jobs for new graduates; hotels ask KOTO to recommend trainees; and regular customers recommend KOTO to new arrivals and on social media.

Appendix 1. Tracer Survey

KOTO Alumni Survey

*Required

Survey Instructions

Thank you for participating in the KOTO Alumni Survey! This survey should take you no more than 10 minutes to complete. Please make sure you fill out the entire survey in one sitting. Your responses will not be saved if you do not finish the entire survey, and your responses will only be submitted after you press the 'submit' button on the last page. Thank you!

Basic Information

1. Name? *

Your responses will be kept completely anonymous. Results will not be analyzed or reported in any way that would identify you as an individual.

2. Year of birth? *

3. What is your gender? *

Mark only one oval.

Female

Male

Prefer not to say

Other: _____

4. What is your ethnicity? *

5. What country are you currently based in? *

6. What city are you living in, or are nearest to? *

Skip to question 7

Further
Education

This section asks you about further education you've received since graduating from KOTO.

7. Have you pursued any further education since graduating from KOTO? *

Mark only one oval.

- Yes *Skip to question 8*
 No *Skip to question 11*

Education
History

This section asks you about further education you've received since graduating from KOTO. If you are currently in school but have not yet graduated, still fill out this section with your expected degree and course of study.

8. What is the highest level of education you've received since graduating KOTO? *

If you are currently in school but have not yet graduated, please indicate your expected degree and course of study

Mark only one oval.

- Technical or occupational certificate
 Associate degree
 Bachelor's degree
 Master's degree
 Doctoral degree

9. Course of study? *

e.g., Bachelor's in hospitality management

10. Country of study? *

Skip to question 11

KOTO Class Information

11. Which KOTO training center did you attend? *

Mark only one oval.

Hanoi

Saigon

12. What is your KOTO class? *

Mark only one oval.

K1

K2

K3

K4

K5

K6

K7

K8

K9

K10

K11

K12

K13

K14

K15

K16

K17

K18

K19

K20

K21

K22

K23

K24

K25

K26

K27

K28

K29

K30

K31

K32

K33

K34

- WEE K1
- WEE K2
- WEE K3
- WEE K4

13. Which training track did you complete? *

Mark only one oval.

- Hospitality (accredited by Box Hill Institute)
- Commercial cookery (accredited by Box Hill Institute)

Skip to question 14

**Current
Employment
Status**

This section will ask you about your current employment status. Understanding how you have progressed since leaving KOTO will give us the opportunity to improve our training and support services.

14. Are you currently employed? *

Mark only one oval.

- Yes *Skip to question 15*
- No *Skip to question 29*
- Studying, so not working *Skip to question 31*

Current Employment (Regular)

15. Do you have regular employment, meaning guaranteed hours of work or full-time work for an employer? *

Mark only one oval.

- Yes *Skip to question 16*
- No *Skip to question 18*

Current Employment (Regular)

16. Which job function(s) do you work in? *

Please select all that apply. If other, non-hospitality industry, please specify in option 4

Tick all that apply.

- Front of house (e.g., server, host)
- Commercial cookery (e.g., line cook, chef)
- Other, within the hospitality industry

Other:

17. Are you in a managerial position? *

Mark only one oval.

- Yes
- No

Skip to question 18

Current Employment (Casual)

18. Do you have casual employment, meaning part-time work or no guaranteed hours of work for an employer or multiple employers? *

Mark only one oval.

- Yes *Skip to question 19*
- No *Skip to question 21*

Current Employment (Casual)

19. If you are casually employed, how many hours do you typically work per week for your casual employment? *

This should NOT include your hours of full-time employment or your hours of self-employment

20. Which job functions? *

Mark only one oval.

- Hospitality industry
- Non-hospitality industry

Skip to question 21

Current Employment (Self)

21. Are you currently self-employed, meaning you are working for yourself or family rather than working for an employer, at either a formal household business, a registered enterprise, or informally? *

Mark only one oval.

- Yes *Skip to question 22*
- No *Skip to question 31*

Current
Employment
(Self)

Self employment means working for yourself or family rather than working for an employer, at either a formal household business, a registered enterprise, or informally.

22. What is the designation of your self-employed business? *

Mark only one oval.

- Formal household business
- Registered enterprise
- Informal business

23. What kind of business? *

If other, non-hospitality industry, please specify in option 6

Mark only one oval.

- Restaurant business
- Non-restaurant food and drink business
- Hotel
- Tourism
- Other, hospitality industry
- Other: _____

24. How many people does it employ, including yourself? *

25. In a typical month between March 2020 and March 2021, how much profit did your business generate, in VND? *

If you are unsure, please estimate to the best of your abilities.

Skip to question 26

Current Income

26. What is your current gross monthly income in VND? *

Gross income is the total amount of money you earn from all income earning activities before anything is taken out for taxes or other deductions.

27. Have you experienced any negative shocks in your income in the last twelve months (i.e., from March 2020 to March 2021)? *

Negative shocks meaning a 30% or more drop in your income, e.g., if you can normally expect \$100/mo, but your income dropped to \$70/mo or less at any point in the last twelve months

Mark only one oval.

- Yes
- No

28. If yes, what was the reason?

If not listed, please specify.

Tick all that apply.

- Personal illness
- Family emergency
- Job insecurity due to COVID-19 pandemic
- Job insecurity due to other reasons

Other:

Skip to question 31

Unemployment Status

29. How many months have you been unemployed? *

30. If you are actively seeking a new job now, would you be interested in support from KOTO and its alumni?

Mark only one oval.

Yes

No

Skip to question 31

March 2020 Employment Status

This section will ask you about your employment status in March 2020. This is to get an accurate picture of your employment status before the COVID-19 pandemic.

31. On March 1st, 2020, were you employed? *

Mark only one oval.

Yes *Skip to question 32*

No *Skip to question 47*

Studying, so not working *Skip to question 47*

March 2020 Employment (Regular)

32. On March 1st, 2020, did you have regular employment, meaning guaranteed hours of work or full-time work for an employer? *

Mark only one oval.

- Yes *Skip to question 33*
 No *Skip to question 35*

March 2020 Employment (Regular)

33. Which job function(s) did you work in? *

Please select all that apply. If other, non-hospitality industry, please specify in option 4

Tick all that apply.

- Front of house (e.g., server, host)
 Commercial cookery (e.g., line cook, chef)
 Other, within the hospitality industry

Other:

34. Were you in a managerial position? *

Mark only one oval.

- Yes
 No

Skip to question 35

March 2020 Employment (Casual)

35. On March 1st, 2020, did you have casual employment, meaning part-time work or no guaranteed hours of work for an employer or multiple employers? *

Mark only one oval.

- Yes *Skip to question 36*
 No *Skip to question 38*

March 2020 Employment (Casual)

36. If you were casually employed, how many hours did you typically work per week for your casual employment? *

This should NOT include your hours of full-time employment or your hours of self-employment

37. Which job functions? *

Mark only one oval.

- Hospitality industry
 Non-hospitality industry

Skip to question 38

March 2020 Employment (Self)

38. On March 1st, 2020, were you self-employed, meaning you were working for yourself or family rather than working for an employer, at either a formal household business, a registered enterprise, or informally? *

Mark only one oval.

- Yes *Skip to question 39*
 No *Skip to question 47*

**March 2020
Employment
(Self)**

Self employment means working for yourself or family rather than working for an employer, at either a formal household business, a registered enterprise, or informally.

39. What was the designation of your self-employed business? *

Mark only one oval.

- Formal household business
 Registered enterprise
 Informal business

40. What kind of business? *

If other, non-hospitality industry, please specify in option 6

Mark only one oval.

- Restaurant business
- Non-restaurant food and drink business
- Hotel
- Tourism
- Other, hospitality industry
- Other: _____

41. How many people did it employ, including yourself? *

42. In a typical month between March 2019 and March 2020, how much profit did your business generate, in VND? *

If you are unsure, please estimate to the best of your abilities.

March 2020 Income

43. On March 1st, 2020, what was your gross monthly income in VND? *

Gross income is the total amount of money you earn from all income earning activities before anything is taken out for taxes or other deductions.

44. Other than COVID-19, did you experienced any negative shocks in your income in the last twelve months (i.e., from March 2019 to March 2020)? *

Negative shocks meaning a 30% or more drop in your income, e.g., if you can normally expect \$100/mo, but your income dropped to \$70/mo or less at any point in the last twelve months

Mark only one oval.

- Yes
- No

45. If yes, what was the reason?

If not listed, please specify.

Tick all that apply.

- Personal illness
- Family emergency
- Job insecurity or loss due to other reasons

Other:

Skip to question 46

Community Contributions

This section asks you about ways you've given back to your community since graduating KOTO.

46. Since you graduated from KOTO, have you ever contributed to the community in any of the following ways? *

Select all that apply. If other, please specify

Tick all that apply.

- Do volunteer work
- Contribute financially to charities (e.g. donate to KOTO, donate to build schools/houses in remote areas, etc.)
- Contribute to KOTO by sharing expertise and experiences with KOTO trainees and staff
- Sponsor KOTO trainees
- I don't contribute back to my community

Other:

Skip to question 47

Financial Support

This section asks you about how you've helped your family financially.

47. Do you provide regular financial support to your family (outside of spouse or children)?

Regular meaning repeated payments on a regular schedule, e.g., monthly, quarterly, yearly *

Mark only one oval.

- Yes *Skip to question 48*
- No *Skip to question 51*

Financial Support

This section asks you about money you regularly send to family via repeated payments, either monthly, quarterly, yearly, etc.

48. In a typical non-COVID year (e.g., March 2019–March 2020) how much money do you send your family cumulatively in those 12 months, in VND? *

Please estimate to the best of your abilities.

49. Who is the primary beneficiary of your regular financial support? *

If other, please specify

Mark only one oval.

- Parents
- Sibling
- Extended family
- Other: _____

50. What are the main uses of the financial support? Select up to three *

If not listed, please specify

Tick all that apply.

- Building family home
- Buying other assets (e.g., motorbike, phone, other household durables)
- Daily expenditures
- Education costs
- Funeral
- Healthcare (e.g., illnesses or accidents)
- Maintaining family home
- Wedding
- I don't know

Other: _____

Skip to question 51

Sibling
Information

This section asks you about the information of your siblings. This will help us understand your family context more broadly.

51. Do you have any siblings who are three years older/younger than you? *

Mark only one oval.

- Yes *Skip to question 52*
 No

Sibling Information

52. Have you provided any of them with direct financial support? Direct meaning you directly helped them with their education/tuition costs, or provided them with a regular allowance *

Mark only one oval.

- Yes, all of them
 Yes, but not all of them *Skip to question 53*
 No *Skip to question 53*

Sibling
without
direct
financial
support

This section asks you about the sibling closest to you in age who did not receive direct financial support from you (direct meaning you directly helped them with their tuition payments or provided them with a regular allowance).

53. What year were they born in? *

-
54. What is their gender? *

Mark only one oval.

- Female
 Male
 Prefer not to say
 Other: _____

55. What is the highest level of education they've completed? *

Did not receive direct financial support meaning you did not directly support them with their tuition payments, provided them with a regular allowance, or provided other financial support of a similar nature.

Mark only one oval.

- Primary education
- Lower secondary education
- High school education
- Technical or occupational certificate
- Associate degree
- Bachelor's degree
- Master's degree
- Doctoral degree

56. What is their typical monthly income in a non-COVID year, in VND? *

Please estimate to the best of your abilities.

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Google Forms

Appendix 2. Survey Data Cleaning Criteria

Number of Google Form responses	749
Duplicates and blanks	(70)
Respondents who graduated end of year 2020	(27)
Inconsistent reporting of employment status and/or monthly incomes	(85)
"Yes" to currently employed, "No" to all three types of employment status	16
"Yes" to employed March 2020, "No" to all three types of employment status	12
7	
"Yes" to currently employed but reported zero income	4
"Yes" to employed March 2020 but reported zero income	28
Reported a current monthly income between 3,000 to 600,000 VND (outliers)	5
8	
Reported a current monthly income 700 million VND and above (outliers)	1
Reported a March 2020 income between 800 and 850,000 VND (outliers)	1
Reported a March 2020 income of 5 billion VND and above (outliers)	3
Reported a yearly contribution of 1 billion VND to family (outliers)	
Reported a yearly contribution to family that's greater than yearly income	
Total number of responses removed	182
Total number of valid responses	567

Appendix 3. List of Countries and Cities Represented

Cities in Vietnam	# respondents	Countries	# respondents
Hanoi	278	Quang Tri	1
Saigon	104	Qui Nhon	1
Da Nang	14	Soc Trang	1
Nha Trang	13	Tan Bien	1
Phu Quoc	13	Tay Ninh	1
Ha Long	8	Thai Binh	1
Haiphong	8	Tien Giang	1
Yen Bai	7	Tinh Phuc	1
Bac Giang	5	Viet Tri	1
Thanh Hoa	5	Number of cities	58
Tuyen Quang	5	Countries	
Vinh Phuc	5	Vietnam	542
Ninh Binh	4	Australia	9
Sa Pa	4	United Arab Emirates	7
Binh Duong	3	Japan	2
Cao Bang	3	Singapore	2
Con Dao	3	New Zealand	2
Ha Tinh	3	Cambodia	1
Hai Duong	3	Finland	1
Hoi An	3	Russia	1
Hung Yen	3	Number of countries	9
Quang Nam	3		
Bac Ninh	2		
Dien Bien	2		
Ha Nam	2		
Khanh Hoa	2		
Kon Tum	2		
Mui Ne	2		
Nam Dinh	2		
Sam Son	2		
Vung Tau	2		
Binh Dinh	1		
Buon Ma Thuot	1		
Ca Mau	1		
Can Tho	1		
Cao Lanh	1		
Da Lat	1		
Dong Nai	1		
Ha Giang	1		
Lai Chau	1		
Lang Son	1		
Long Xuyen	1		
Mong Cai	1		
Na Hang	1		
Nghe An	1		
Ninh Hoa	1		
Phan Rang	1		
Phan Thiet	1		
Quang Ninh	1		

Appendix 4. Recommendations

PROGRAMMING

Due to the high percentage (44 percent) of respondents who reported experiencing a shock in a non-COVID year, MKE recommends KOTO to assess strategies for protecting graduates from such shocks, either through on-going professional development support through the alumni community, or through incorporating training on how to maintain job security in the 24-month program. Because the majority of respondents (51 percent) did not specify a reason for the negative shock in income, MKE recommends gathering information from respondents first, before considering how to improve subsequent programming.

SUBSEQUENT MONITORING AND EVALUATION

In order to conduct more robust quantitative evaluations, we recommend KOTO to continue establishing an internal database of baseline indicators for every new entrant. These indicators should be both quantitative (e.g., family income) and qualitative (e.g., self-esteem) and reassessed upon graduation. We also recommend the inclusion of interviews, focus groups, and more qualitative indicators in the tracer survey to gain a greater understanding of how graduates perceive and interpret the impact of both their experience and training at KOTO. Quantitative and qualitative findings can then be triangulated for greater depth and understanding of KOTO's causal pathways. For future surveys, we also recommend further quality-control checks in the translation process (e.g., back-translations) or utilizing a telephone survey instead, so that any questions could be clarified immediately to reduce input errors (e.g., reporting yearly instead of monthly income, or reporting in USD instead of VND). This is to minimize the number of survey responses that are excluded from analysis due to concerns regarding their validity and reliability.