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Dear friends,

Two words overwhelmingly define 2018 for CHANGE—Youth Leadership.

Throughout the year, CHANGE completed many outstanding activities for our three priority programs: Wildlife, Climate and Energy, and Sustainability. Our team, working with influential CEOs and celebrated artists (including ones from Hollywood), produced a series of high-quality Public Service Announcements (PSAs) that were broadcast on national media outlets in Vietnam to help shift the mindset about wildlife consumption. We were able to engage reputable law enforcement agencies and officials and get their support to strengthen our wildlife protection campaigns. Our air pollution campaign utilized art and received never-seen-before attention from the public. Our iCHANGE Plastics campaign became our fastest growing project after only seven months. The iCHANGE community grew to over 1,700 members, all committed to taking action with the goal of a plastic-free Vietnam.

Our campaigns reached millions of people throughout Vietnam. And all of this was accomplished by a team of 20 young people, all between 18 and 35 years old.

CHANGE also works to encourage the next generation of young climate leaders—young attendees from 15 provinces in Vietnam attended our Vietnam Climate Leadership Camp. These inspired young grassroots climate leaders took over our Rise Vietnam campaign—they developed creative ideas for helping their local communities and joined thousands of others in 95 countries on the Day of Action (September 8) to demand real climate actions. The beautifully made music video ‘Rise for Climate’, put together by young artists, was one of the global campaign's highlights. Hundreds of youth in our iCHANGE community contributed content, ideas, and helped us maintain the energetic vibe of our Facebook community page. Our creative agency, Dinosaur, with all young members brought about amazing “out-of-the-box” ideas for our wildlife and plastic campaigns. CHANGE was not acting alone anymore. We were fighting alongside youth communities who believed in the power of change, and took on leadership roles to make changes happen.

CHANGE also faced many challenges during 2018, including my nine-month absence as I participated in the Obama Foundation Scholars Program in the United States. My young team, led by Managing Director Nhi Thoi during my prolonged absence, has been persevering, resilient, and supportive to make 2018 another remarkable year for CHANGE.

With our invaluable partnership with WildAid and 350.org, and with the support of our many donors, partners, allies, and especially YOU, we continued to make steady steps toward our Vision of a “Clean and Green Vietnam, protected by all of the people.”

I am forever grateful for your support. I am proud of the many amazing projects and activities CHANGE was able to do during 2018 to bring positive change to the environment and people in Vietnam. And I am excited about what 2019 will bring. I hope to see more of your involvement attending or volunteering at our events, joining our social media campaigns, making donations to our community projects, providing valuable feedback on our activities, and inspiring others to join our mission to secure a more sustainable future for us all.

With gratitude,

Hong Hoang
Executive Director
CHANGE OVERVIEW

MISSION and GOAL

CHANGE promotes and encourages the care and preservation of the environment through education and innovative communications that change behaviors and inspire community action in Vietnam.

We strategically coordinate creative communications work and engage community in addressing Vietnam’s critical environmental issues, including, but not limited to, climate change, air pollution, plastic pollution, illegal wildlife consumption, and the promotion of renewable energy and sustainable living and business practices.

2018 RECAP

CHANGE entered 2018 having achieved outstanding successes in raising public awareness for the aforementioned issues, and mobilizing various communities (youth, business, artists, doctors, Buddhist groups, etc.) in being part of the solutions.

Awards and Honors

CHANGE was recognized and celebrated by the business magazine Nhip Cau Dau Tu as “The Most Outstanding Environmental Organization in 2017”

CHANGE’s founder and executive director Hong Hoang was selected as one of the 12 civic leaders from 12 countries to join the first group of Obama Foundation Scholars Program at Columbia University in New York City (USA).

Objectives

• Continuing to use media, social media, arts, and engaging influential people to spread the knowledge and information to drive behavior change.

• Engaging new important players in the effort to save wildlife and environment, including law enforcement agencies and policy advocates.

• Inspiring, training, and empowering a group of grassroots environmental leaders so they were able to lead the movement in their own communities.

• Launching iCHANGE, a multi-year movement to inspire, educate and enable Vietnamese people in making commitments to reduce their impacts for betterment of environment, with its first project iCHANGE Plastics which aimed to reduce single use plastics in Vietnam.

Challenges

2018 witnessed CHANGE struggling with some common “hiccups” of local NGOs in Vietnam:

• High turnover

• Heavy workloads (leading to team exhaustion)

• Failure to obtain the appropriate government permits for some of our projects (which led to budget deficit)

Objectives

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Change Overview

**CHANGE AT A GLANCE**
*(2013–2018)*

**Number of projects:**

150+

**Number of people engaged accordingly:**

1+ million

**Number of people reached (received our messages):**

25+ million

**Number of Ambassadors:**

200+

**Number of media partners:**

50+

**Total pro bono media value (in USD):**

8+ million
Illegal wildlife trade is a multi-billion dollar global industry driven largely by consumer demand in emerging markets like Vietnam. Different organizations and groups have been working to stop this problem for years, yet it remains a big concern for organizations like CHANGE. Vietnam remains one of the largest consumers and transit markets for wildlife products, including rhino horns, pangolin scales, and elephant tusks.

We still work every day to make sure that every single Vietnamese person hears about this problem, understands why it is a problem, and takes action with us to stop this devastating killing. Our goal is two-fold: to create a better wildlife environment in Vietnam, and to encourage national pride for Vietnam.

We had hoped to expand the scope to protect tigers and sharks. However, due to lack of human resources and monetary concerns, we were unable to achieve this expanded goal. We were able to continue prioritizing rhinos, pangolins, and elephants—three critically endangered species. At the conclusion of our 2018 campaign, these animals (especially the pangolin) were even more “noticeable” than ever before thanks to our numerous creative activities, both on- and off-line.

To raise awareness, we used innovative media campaigns (the same techniques as top advertisers) to target the mass public:

- We produced high quality products with our well-known ambassadors (famous artists, business people, and doctors) to spread our message.
- We organized social media campaigns to reach millions of people across the country.
- We worked with the government to enforce Penal Code 2015, spreading the message to consumers that if they buy, use, or own illegal wildlife products, they are part of the crime.
Wildlife Program

PSAs continued to be one of the most effective ways to disseminate information to the public, especially high-production PSAs starring famous actors.

During June, WildAid and CHANGE, with the help of Universal Pictures, the filmmakers, and stars of Jurassic World: Fallen Kingdom, launched a PSA featuring actress Bryce Dallas Howard with a message about the seriousness of the endangered rhinos plight.

The video was distributed across multiple media channels in Vietnam, including news outlets Tuoi Tre News and Bao Quoc Te, social media, and on premium screens at the terminals and departure gates in Noi Bai International Airport.

During January, with the support of Lotte Cinema Cantavil, two documentaries: Survivors and The Vanishing Giants, were premiered in Ho Chi Minh City. Phan Anh (a well-known TV host), Miss Universe Vietnam 2015 Pham Huong, and Miss Universe Vietnam 2015 runner-up Le Hang all participated in the films and attended the premiere to help continue to spread the films' messages to Vietnamese.

To reach a large number of city residents, from September through November, CHANGE, in collaboration with WildAid, carried out an advertising campaign to raise the public awareness of the new and stricter punishments for wildlife trade and crime. Graphics explaining these rules, as outlined in the 2015 Penal Code, were displayed on 25 buses running on 14 routes to disperse the message to a potential audience of millions of Hanoi residents.

The advertisements focused on the laws relating to the trade and stockpiling of rhino and pangolin products and revealed huge fines and severe prison sentences for breaking them. The messages read: “Trafficking and stockpiling rhino horns could result in 15 years in prison or a fine that is up to 15 billion VND” and “Trafficking and stockpiling pangolins could result in 15 years in prison or a fine that is up to 15 billion VND”.

Martial arts superstar and wildlife champion Jackie Chan partnered with CHANGE and WildAid for a new PSA calling for an end to the consumption of pangolin products. The short clip, entitled "Kung Fu Pangolin," features Chan trying to train the pangolins to protect themselves from poachers using kung fu—but the only skill they could master was to curl into a ball. Chan then explains that it is good that pangolins can now rely on stricter laws to defend themselves more effectively against poachers.

The PSA was released on social media and distributed widely via LCD screens in shopping malls and airports in Ho Chi Minh City (HCMC) and Hanoi.
Wildlife Program

An online campaign targeting nursing mothers, aimed to dispel the myths about the use of pangolin scales for treating clogged milk ducts. The campaign featured a video clip of breastfeeding specialist Dr. Le Ngoc Anh Thy who denied any benefits to the medicinal use of pangolin scales which was followed-up by a Facebook chat show (livestream) to provide mothers with solutions and tips to their lactation issues. An online photo contest “Moms and Babies join hands to save pangolins” attracted more than 230 mothers to create and share photos of themselves and their babies in the campaign theme frame. With the help of a banner ad by Ureka, the campaign was able to reach over 7 million people.

In late January, CHANGE, in partnership with WildAid, Save the Elephants, and the African Wildlife Foundation, held a seminar called “Vietnam and Law Enforcement Efforts to Protect Wildlife” at the Pullman Hotel in Hanoi. Key topics of the seminar were the illegal trade and consumption of endangered species in Vietnam, the technical and practical difficulties faced by law enforcement bodies in their practice of enforcing wildlife laws; as well as the need for initiatives by both non-profits and the public sector to raise public awareness and enforce the laws to help protect these species.

Notable speakers attending the seminar included Lieutenant General Tran Van Do – former Deputy Chief Justice of the Supreme People’s Court, Dr Pham Quy Ty – former Deputy Minister of Justice, Dr Luong Ngoc Tram – Judge of the Supreme People’s Court, Mr Nguyen Khanh Quang – Deputy Director of the Investigation and Anti-Smuggling Department of Vietnam Customs, and Dr Nguyen Duc Hanh, Vice Rector of the Hanoi Procuracy University. Also joining the event were goodwill ambassadors Pham Huong, Le Hang and Phan Anh, and senior staff of the British, American and Canadian Embassies as well as representatives from media agencies and partner organizations.

In Hanoi, displays were shown at the Ministry of Health and at almost 20 other hospitals and traditional medicine clinics including Bach Mai hospital, the National Cancer Hospital, and the National Hospital of Traditional Medicine. These posters and billboards were displayed for up to a year in these partnering institutions—they dispelled the false “healing” properties of these products and explained the strict laws and punishments for traders and consumers.

CHANGE collaborated with some of Vietnam’s largest and most reputable hospitals and traditional medicine clinics to help debunk some common myths associated with the consumption of wildlife products. It is believed, in some circles, that pangolin scales and rhino horn could help cure some serious illnesses (even cancer) which in turn increases the demand for these products. Educational posters and billboards were installed at key locations during March, 2018. In Hanoi, displays were shown at the Ministry of Health and at almost 20 other hospitals and traditional medicine clinics including Bach Mai hospital, the National Cancer Hospital, and the National Hospital of Traditional Medicine. These posters and billboards were displayed for up to a year in these partnering institutions—they dispelled the false “healing” properties of these products and explained the strict laws and punishments for traders and consumers.
WildAid Việt Nam is feeling excited with Tê Tê, Tê Giác, Voi and Hổ at IWT Hà Nội.

CÙNG CHÚNG TÔI BẢO VỆ ĐỘNG VẬT HOANG DĂN NỆ! 😊😊😊

#savewildlife
Vietnam is increasing the number of coal-fired power plants in use, under construction, and being planned for construction, faster than almost any other country in the world. Using coal to create power poses great threats to the public health and environment. According to a research by Greenpeace International, Harvard University and University of Colorado, existing coal plants in Vietnam cause an estimated 4,250 premature deaths every year. If the new coal power plant projects under development are realised, this could rise to 19,220 premature deaths per year by 2030.

For the past few years, CHANGE has been working diligently to stop coal power expansion in Vietnam. In 2018, we continued collaborating with international organizations in campaigns targeting international banks to stop the financial support for new coal power plants in Vietnam. As the affiliate of 350.org in Vietnam, we value the power of young people and of grassroots movements in tackling climate change and energy issues. We work to educate Vietnamese youth on the impacts of coal and inspire them to take action to encourage renewable energy as the power source of the future. We collaborate with Vietnamese celebrities to advocate for a healthier climate. We organize and participate in seminars for dialogues with the government and businesses about the future of renewable energy and plans to build up Ho Chi Minh City into a solar smart city. We believe that our efforts will contribute to fostering the energy transition in Vietnam to ensure sustainability for our future generations.
Climate and Energy Program

The Vietnam Climate Leadership Camp (VCLC), a Vietnamese version of the East Asian Climate Leadership Camp, is an annual training program run by CHANGE in partnership with 350.org.

VCLC, held since 2015, aims to inspire and educate a wide range of activists from different provinces in Vietnam on climate campaigning skills. The 2018 camp, held in Binh Thuan province from July 30th to August 5th, was attended by 30 young leaders aged between 17 to 26 from 15 cities and provinces across Vietnam.

Being inspired and trained by senior climate campaigners, community organizers, and communication experts, the campers discussed their own local issues and worked on actionable plans for their returns. With renewable energy as one of the key solutions to the current climate crisis, the campers had the opportunity to visit the Phu Lac wind farm and witness with their own eyes the enormous potential of tapping into the unlimited natural sources of energy for the country’s development.

In April CHANGE arranged a seminar that discussed the outcomes of smart city building models through presentations on proposed energy development in HCMC. The seminar provided an opportunity for open dialogues where government officials, business leaders, academia and members of the community expressed their concerns surrounding energy generation and use for HCMC and how these could be addressed for HCMC to become a Smart City.

During June, CHANGE launched an online PSA that told the story of a young girl’s disappointment with the air pollution experienced in her grandparents’ seaside town.

The story, which reached over 74,000 people, aimed to highlight the health impacts of coal-fired power stations and instigate more public pressure toward regulators to pro-mulgate the Clean Air Act and reduce the number of planned coal-fired power stations in Vietnam.
CHANGE, participating again with 350.org’s global day of action, launched an amazing national campaign to celebrate ‘Rise for Climate’ demanding world leaders to take real actions to fight climate change.

Young, enthusiastic climate leaders in Long Xuyen, Can Tho, and Ho Chi Minh City held workshops, TED talk-style speaking events, and flash mob performances, in addition to creative social media activities to spread the message.

Additionally, CHANGE, in partnership with Soul Music and Performing Arts Academy, helped create the music video ‘Rise for Climate,’ which told the impacts of the global climate crisis, and called for everyone to take a stand for a better future. The uplifting song, performed by Thanh Bui, alongside other famous singers (Bich Ngoc, Hoang Bach, and others), received well over 100,000 views online and was covered by more than 60 newspapers and media channels. It became one of the global campaign’s highlights.
Changes can seem small at first, but they set a strong foundation that proves what we are doing truly contributes to raising awareness and empowering people to change towards a less-plastic lifestyle.

iCHANGE (pronounced “I Change”) is the key Sustainability program of CHANGE. This multi-year, multi-stakeholder program was launched in 2018 with the ultimate goal to reduce harmful impacts of human activities on the environment. iCHANGE values individual changes towards creating a better, brighter future for our environment. With every activity, iCHANGE always sticks to its mission of inspiring, educating, empowering, and connecting all Vietnamese people to act together for “a green and clean Vietnam.”

During its first few years, iCHANGE will focus on an urgent topic: plastic. The “iCHANGE Plastics” project aims to change people’s attitude and behavior toward single-use plastics. With the tagline “I CHANGE for a plastic-free Vietnam,” we believe that every Vietnamese person can contribute to solving the plastic waste crisis by (1) changing their attitude, (2) reducing their consumption of single-use plastics, and (3) asking others to do the same.

In 2018, CHANGE successfully executed 10 activities via iCHANGE targeting mainly on young people in HCMC. These activities have attracted mass public attention, engaged more than 70,000 people, and delivered our message to more than 5 million people.
The iCHANGE Plastics campaign officially launched during April 2018. A number of activities were held, in conjunction with Earth Day, to draw public attention to the campaign and to recruit new members. These activities included:

- The release of “Bobby the Whale”, a short video clip about the iCHANGE mascot. The story portrays the travels of a young whale in the streets of HCMC as he attempts to draw public attention to the environmental impacts of plastic pollution.

- Social media exposure by one of CHANGE’s ambassadors, Diem My (stage name Diem My 9x), with a series of articles and video clips, receiving around one million views.

- The launch of the iCHANGE Community’s official Facebook page, [fb.com/groups/congdongiCHANGE/](http://fb.com/groups/congdongiCHANGE/)

- An activity booth at the Forbes 30 Under 30 event, “Save Environment,” introduced the iCHANGE Plastics campaign to more than 250 attendees.

- Partnership with the Boulevard Grill, The Diner V, Robins, and PJ’s Coffee to organize displays in their stores and to help distribute iCHANGE kits (reusable cutlery sets) around HCMC.

The 3210 Challenge, held during June, witnessed our participants (more than 320) to go plastic-less and make green lifestyle challenges for 21 days. Tasks ranged from going shopping without using single-use plastics to producing homemade shampoo. The challenges became more difficult as time went on.

The participants were asked to document their actions and to share photos and videos on Facebook.

The campaign was a success due to the support of PJ’s Coffee, actress Diem My, comedian Huynh Lap, and cooperation from a number of environmental clubs, universities, and local schools.
iCHANGE released the “Tasteless Spice” campaign during November, to raise awareness of how microplastics end up in the food chain, the harmful effects of single-use plastics on human health, and to inspire a change in the public’s use of them.

To increase awareness, several promotional items were launched, including:

- **Tasteless Spice** promotional jars were displayed at several cafes, supermarkets, restaurants and fashion stores across HCMC.
- Two campaign videos were released online and via various media channels, *The Journey of Microplastics* and *The Invisible Spice*, receiving more than 160,000 views.
- The ‘Guardian of Galaxy’ game was developed and released online.
- The campaign’s official website (www.giavovi.com) was launched.

This campaign received a lot of attention, with more than 664,000 people receiving the message and acknowledging they had learnt more now about the harmful effects that microplastics have on humans.

In conjunction to the American Embassy-led ‘YOUnified’ event, iCHANGE organized a workshop for the Young Southeast Asian Leaders Initiative alumni and the youth of HCMC. The *Plastics Escape* event helped raise awareness about the issues of plastic pollution and inspired attendees to take actions to reduce their own impact.

Participating in the event was a special guest speaker, Ms. Nguyen Da Quyen. Ms. Quyen shared her insights of the success of her store, the Lai Day Refill Station, and the personal challenges to minimize her own plastic use. In addition to sharing stories from her journey to an alternative lifestyle, she provided tips and advice on how others can also learn to live a greener life with less plastics.
ALL 2018 ACTIVITIES

* The activities with brief description texts are featured in the previous pages

Media Briefing
- Jan 3: Informational media briefing for journalists on the topics of air pollution, climate change, and energy concerns in Vietnam in a bid to encourage them to draw more attention to these issues in the media.
- Jan 9: "Vietnam and Law Enforcement Efforts to Protect Wildlife" seminar
- Mar 9: A recap of the past cooperation between CHANGE and local journalists on climate and energy topics; An award ceremony for winners of the Journalism Writing Contest that CHANGE had launched 3 months earlier.
- Mar 14: PSA "CEOs Call for Rhino Protection" in which leaders from prominent companies in Vietnam exposed the false myths surrounding rhino horn and drew light to the negative consequences of poaching.

Video
- Jan 9: Film premiere & screening—African Journeys

Seminar
- Jan 9: "Vietnam and Law Enforcement Efforts to Protect Wildlife" seminar

PSA
- Mar 14: "The Fear of a Little Girl" video explaining the dangers of coal fired power plants

Campaign
- June 1: Launch of iCHANGE Plastics Facebook page
- June 24: Launch of "3210 Challenge" to reduce single-use plastics consumption
- June 27: Launch of PSA "Extinction" with star actress Bryce Dallas Howard

Booth
- April 12: Information booth at the Terrapin Solar Show 2018 to showcase the "Put Solar on it Ho Chi Minh City" campaign.
- June 4: Booth at “Living Green” Festival, hosted by the HCMC Department of Natural Resources and Environment
- June 12: "iCHANGErs! Who are they?" workshop

Workshop
- June 21: "Smart Energy for Ho Chi Minh City" seminar

Web
- April 12: "Smart Energy for Ho Chi Minh City" seminar

Online campaign
- June 21: Launch of "Moms and Babies Join Hands to Save Pangolins" campaign

Billboards
- March 20: Educational billboards displayed for up to a year at partnering institutions in Hanoi and HCMC.
- April 12: Educational billboards displayed for up to a year at partnering institutions in Hanoi and HCMC.

Booth
- April 21: Booth at the Terrapin Solar Show 2018 to showcase the “Put Solar on it Ho Chi Minh City” campaign.
- May 14: Booth at the Terrapin Solar Show 2018 to showcase the “Put Solar on it Ho Chi Minh City” campaign.
- June 25: Booth at the Terrapin Solar Show 2018 to showcase the “Put Solar on it Ho Chi Minh City” campaign.

Workshop
- June 25: "iCHANGErs! Who are they?" workshop

Campaign
- June 27: "3210 Challenge" to reduce single-use plastics consumption
- July 30: Vietnam Climate Leadership Camp 2018
All 2018 Activities

Aug 2

**Workshop**

CHANCE and WildAid held the two-day ‘Resolutions on the implementation of the Penal Code 2015’ workshop, which attracted government representatives (forestry and security), academics, business leaders, and journalists from Cia Lai, Lam Dong, Dak Nong, and Phu Yen to discuss their own ideas and contributions to aid in the development of new legislation related to wildlife crime, as currently set out in the Penal Code in 2015.

Aug 12

**Video**

CHANCE and WildAid launched a series of videos featuring Po, the Kung Fu Panda, calling for action to help save threatened elephants, rhinos, tigers and pangolins. The videos were posted on Youtube and Facebook. In addition to this it also appeared on approximately 1,000 screens in taxis and on LCD screens in numerous malls in HCMC and Hanoi.

Aug 26

**Campaign**

Launch of the “Rise for Climate Vietnam” campaign in partnership with 350.org

August 28

**PSA**

CHANGE released a PSA that ran for four months that spread the message for the need to cease the consumption and trade of illegal rhino, elephant, and pangolin products. The PSA was displayed on screens in the backseats of approximately 1,000 taxis in Hanoi and HCMC.

Sept 1

**Survey**

873 residents of HCMC (specifically students, housewives, and office workers) were interviewed as part of a pre-campaign survey to assess general use and attitudes to single-use plastic products.

Sept 5

**Workshop**

CHANCE wildlife team, along with leaders from the Traditional Chinese Medicine (TCM) community and a pangolin expert in Vietnam attended a one-day workshop in Hong Kong, titled “Wildlife and Traditional Chinese Medicine workshop: Can we help save the Pangolin”. The event was organized by WildAid for TCM practitioners across the region.

Sept 12

**Video**

Release of the ‘Rise for Climate’ music video

Sept 15

**Bus Ads**

Advertising campaign on public buses in Hanoi to raise the public awareness of the new and stricter punishments for wildlife trade and crime.

Nov 5

**Campaign**

Launch of the ‘Tasteless Spice’ campaign

Nov 6

**PSA**

Martial arts superstar and wildlife champion Jackie Chan partnered with CHANCE and Wildaid in the new PSA ‘Kungfu Pangolin” calling for an end to the consumption of pangolin products.

Nov 9

**Info Booth**

CHANGE & WildAid participated in the Illegal Wildlife Trade (IWT) section at InspiredMe Festival beside Hoan Kiem Lake in Hanoi. The festival, which celebrated 45 years of diplomatic relations between the UK and Vietnam, allowed us to further raise awareness of the prompt action needed in the illegal wildlife trade.

Dec 4

**PSA**

CHANGE and WildAid launched ‘Impression”, a national PSA with the participation of Goodwill Ambassador Miss Universe Vietnam 2015 Pham Huong. The announcement conveyed the need to put an end to the consumption of pangolin products, particularly their meat, in a bid to preserve them from extinction.

Dec 12

**Workshop**

“Plastics Escape” workshop in HCMC
**FINANCIALS**

**CHANGE INCOME 2018**
- Wildlife: 5%
- Climate and Energy: 12%
- Sustainability: 12%
- Unrestricted funds: 73%

**CHANGE EXPENDITURES 2018**
- Wildlife: 76%
- Climate and Energy: 12%
- Sustainability: 12%
- Unrestricted funds: 8%

### INCOME 2018 (in VND)

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<th>Amount (VND)</th>
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### EXPENDITURES 2018 (in VND)

<table>
<thead>
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<td>Climate and Energy</td>
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<td>Sustainability</td>
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<td><strong>Total expenditures</strong></td>
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</tr>
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</table>
In 2018, CHANGE did many amazing projects and activities bringing positive change to the environment and community in Vietnam. It is all thanks to your help! With the support of 18 valuable donors, such as WildAid, the Canadian Embassy, the US Consulate, the Embassy of Denmark... as well as many media partners and campaign partners, we were able to carry out the work much needed to achieve our goals. The great support and love from individual donors also made us feel cared for and encouraged. You are all the bedrock of CHANGE's mission and vision! Thank you!
BOARD OF DIRECTORS

THANH BUI
Diretor of Soul Music & Performing Art Academy

LE THI THUY
Managing Partner of Lawlink Viet Nam

TONY DIEP
Managing Director of i-IVY

JENNY O'BRIEN
Co-Founder of Barossa Wellness

NGUYEN HAI NAM
CEO of Quan Nem Chain of Restaurants

VU THUY VY
CFO of SonKim Land

NGUYEN PHUONG ANH
Freelance Consultant

TEAM MEMBERS

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Program Development Manager

HO THI CAM NHU
Project Manager

NGUYEN THI CAT TUONG
Project Manager

NGO THI THANH THAO
Marketing - Communications Manager

PHUNG THE KIET
Project Manager

LE DANG MINH DUY
Multimedia Designer

LE MINH THUY
Marketing - Communications Officer

NGO KIM KHANH
Project Officer

NGUYEN VIET HUNG
Project Officer

LE MINH THUY
Marketing - Communications Officer

TRAN NGOC YEN
Marketing - Communications Officer

BUI PHAN QUOC NGHIA
Project Officer

BUI NGOC BAO TRAM
Operations Officer

LE VAN TIEN PHAT
Project Officer

VU TRINH MAI TRAM
Assistant

CONSULTANTS

LAM NGOC THAO
Finance Consultant

LIANG YI-CHANG
Climate and Energy Program Advisor

THOI THI MINH HONG
Executive Director

THOI THI CHAU NHI
Managing Director

NGUYEN TRAN TUNG
Marketing - Communications Director

NGUYEN THI BICH LIEN
Senior Accountant

CHEN LING YAO
Fundraising Manager

NGUYEN VIET HUNG
Project Officer

HUYNH HOA HAI DUONG
Operations Officer

BUI NGOC BAO TRAM
Operations Officer

LE VAN TIEN PHAT
Project Officer

VU TRINH MAI TRAM
Assistant
“CHANGE’s mission is to promote and encourage the care and preservation of the environment through education and innovative communications that change behaviors and inspire community actions in Vietnam”