



**VIỆT NAM ƠI!
CỐ LÊN!**

SUPPORT MEALS FOR UNPRIVILEGED COMMUNITIES

ORGANISED BY



POWERED BY



STRATEGIC PARTNERS



SUPPORT MEALS FOR UNPRIVILEGED COMMUNITIES

Covid changed their life.
They lost job and hope

MANY PEOPLE SUFFER

Employment status	%
Lost Job – Unemployed	10.2
Reduced salary at present	35.5
Temporary salary reduction / Lost job	21.3
No Impact at all	33.0

*source: VnExpress

*source: infocus Mekong Research

**SINCE 09 JULY,
ALL RESTAURANTS ARE CLOSED**

**MOST DONATIONS HAVE
STOPPED !**

THE SITUATION IS CRITICAL !



We at Lafayette Cooley Island are doing our part to help prevent the spread of COVID-19 and we have

hope everyone is doing well and staying safe. We look forward to the future and to serving the best cuisine in Vietnam.



WE CURRENTLY HAVE 3 CENTRAL KITCHENS WITH WELL-TRAINED STAFFS AND VOLUNTEERS TO SUPPORT THE COMMUNITY

IN THE PAST 30 DAYS, WE HAVE ALREADY SERVED 30,000 MEALS, BRINGING SMILE AND HOPE TO THOUSANDS

OUR FUND IS RUNNING LOW AND WE HOPE TO HAVE MORE SUPPORTS TO CONTINUE OUR MISSION



VIETNAM OI! CO LEN SUPPORTS



**SUPPORT MEALS TO
UNPRIVILEGED PEOPLE AND
TO DOCTORS, NURSES, FRONTIERS
WHO FIGHT HARD EVERYDAY FOR US**

HOW CAN YOU HELP?

CORPORATE SPONSORSHIP



❖ SPONSORSHIP IN MEALS

- We are currently not taking donation, but we are instead accepting prepaid meals packages (at production cost - non profit)
- Vegan Meals: 17,000 VND / meal
- Doctor Meals (including meat): 30,000 VND / meal
- Example: you could buy **10,000 meals** for doctors for **300 millions VND**

❖ SPONSORSHIP IN KIND

- We very welcome any gift in kind. We currently using nearly 300 kg of rice each day.

RICE / NOODLE



VEGAN FOOD, EGGS



VEGETABLES



SPICES



MEAT



❖ SPONSORSHIP OF FOOD PACKAGING

- We are currently providing our kitchens with eco-friendly packaging to limit the impact of our actions to the environment. Each container cost 2,500 VND. Thank you for your support !

Please contact us at info@vietnamoicolen.vn for any other inquiries

INDIVIDUAL SPONSORSHIP

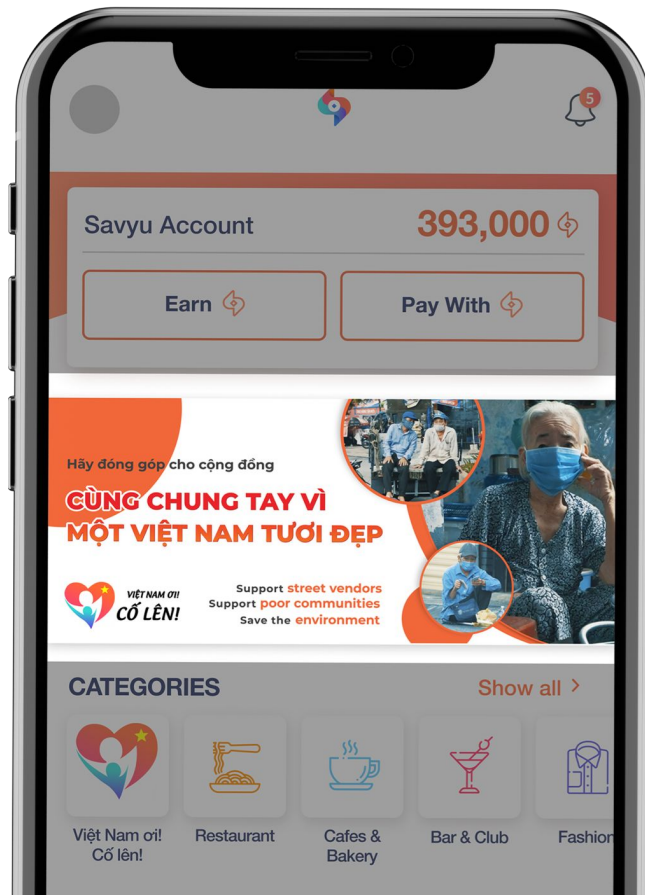


We have partnered with **SAVYU APP** to provide a simple and quick way to pre-purchased meals.

The smallest action is important, a mere 1.7 million VND can buy 100 meals for the needy one !

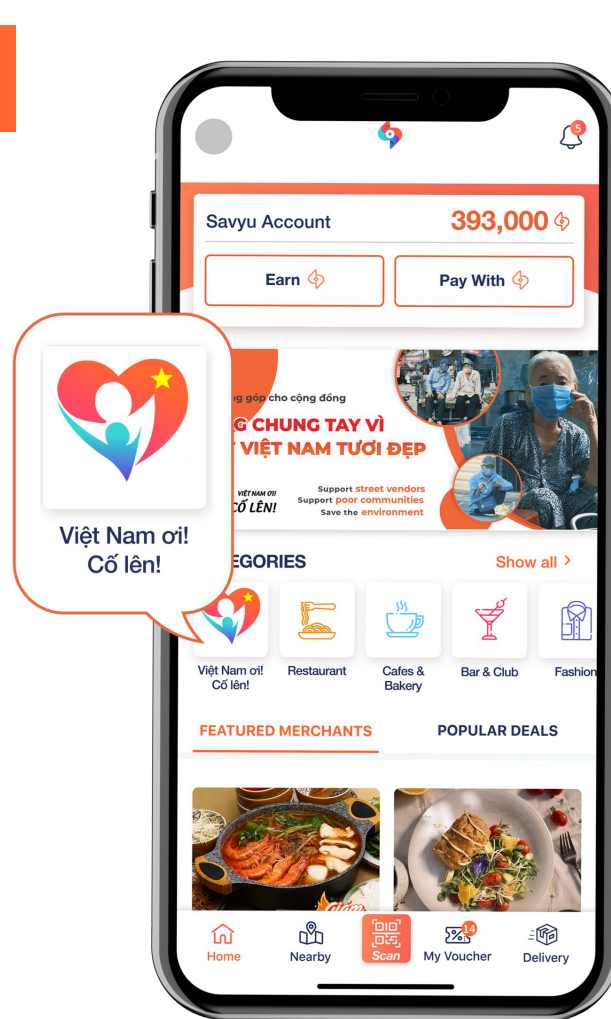
To pre-purchase meals, simply:

1. Download the Savyu App
2. Click on **Việt Nam ơi! Cố lên!** icon
3. Choose between “Vegan meals” or more premium “Meat Meals” targeted to doctors
4. Pay with ATM/Credit card or Momo
5. Your donation is registered and will be provided to the community. You are awesome!



PRE-PURCHASED MEALS ON SAVYU

1. **Savyu** will provide its technology and resources FREE OF CHARGE to **Việt Nam ơi! Cố lên!** to help scaling the meals purchased program and reconciliation process
2. Additionally, for **each new customers** supporting any meals packages, **Savyu will donate 100,000 VNĐ** that could be used to help for even more meals
3. All meals purchased on the Savyu app will **go entirely to help the community** and will be backed by photo proof shared publicly and every day and be audited by **INDEPENDENT AUDIT FIRM MAZARS**



PHASE 1 (FULL LOCKDOWN - LICENSED CENTRAL KITCHENS)

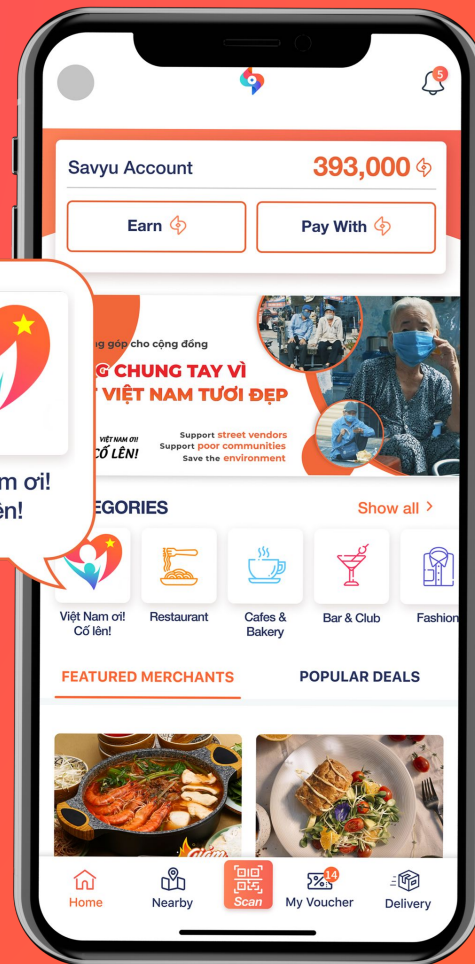
NEEDY COMMUNITIES AND HOSPITALS NEED US THE MOST RIGHT NOW, WE ARE LICENSED BY THE GOVERNMENT AND ALREADY STARTED TO DELIVER THOUSANDS OF MEALS DAILY FROM OUR CENTRAL KITCHENS

PHASE 2 (PARTIAL LOCKDOWN - ADDING STREET FOOD VENDORS ON TOP OF OUR CENTRAL KITCHENS)

POOR STREET VENDORS GREATLY SUFFERS, MANY WILL NEVER REOPEN, THEY NEED OUR SUPPORT TOO. IN PHASE 2, WE WILL BUY MEALS FROM THEM AND ORGANISED DISTRIBUTION POINTS CLOSED TO THE NEEDY COMMUNITIES

PHASE 2

VIETNAM OI CO LEN WILL ADD STREET FOOD VENDORS SEVERELY IMPACTED BY WEEKS OF LOCKDOWN BY LISTING THEM ON THE SAVYU APP TO HELP THEM BY BACKED MEALS



VIỆT NAM ƠI! CỐ LÊN!



PHASE 2 OF: ***VIỆT NAM ƠI! CỐ LÊN!***



Support Small Vendors



**Provide Food For
Unprivileged Communities**

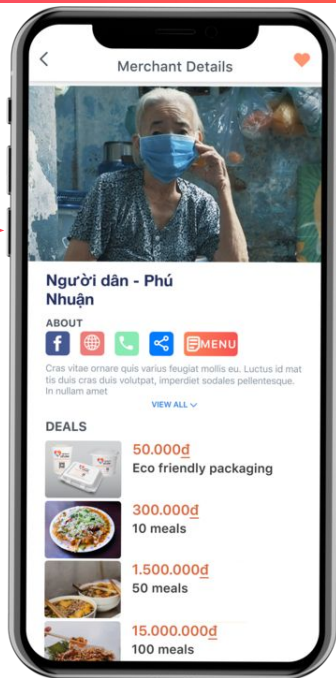


**Contribute To Fight
Plastic Pollution**

SUPPORT SMALL STREET VENDORS



SUPPORT HER



**WE CONNECT NEEDED FOOD VENDORS
ON THE SAVYU APP**

so people can buy their meals conveniently
and give them much needed income

FREE



We provide Food Vendors
FREE ECO-FRIENDLY PACKAGINGS,
so they can save money

SUPPORT NEEDY COMMUNITIES



MEALS PURCHASED ON THE SAVYU APP
GIVE STREET VENDORS INCOME



AND WILL BE DISTRIBUTED
TO PEOPLE IN NEEDS



PROTECT OUR ENVIRONMENT



Front

Back



In Vietnam, **18,000 tons of plastics** end in landfill everyday

VIỆT NAM ƠI! CỐ LÊN! will provide 100,000's of eco-friendly packagings free of charge to street food vendors

In each packaging, we will **print instructions to support** the community further

**IT'S TIME TO ACT NOW !
CONTACT US FOR PACKAGING
SPONSORING PACKAGES**

TIMELINE & KPI



PHASE 1 FULL LOCKDOWN - JULY	PHASE 2: PARTIAL LOCKDOWN - AUGUST	PHASE 3: SPREAD OUT - SEPTEMBER ONWARD
- 4 Central Kitchens - Enabling meals ordering technology powered by Savvy - Engaging local communities for support - Target: Provide 50,000 meals to unprivileged communities, doctors & nurses - Reduce 50,000 plastic containers	- 5 Central Kitchens - 30 Street vendors in 3 districts of HCMC - Scaling volunteers network to 60 people - Engaging media for greater impacts - Target: Provide 100,000 meals to unprivileged communities, doctors & nurses - Reduce 100,000 plastic containers	- 5 Central Kitchens - Going to orphanage, children's hospital - 50 Street vendors in 5 districts of HCMC - Scaling volunteers network to 100 people - Target: Provide 150,000 meals to unprivileged communities, doctors & nurses - Reduce 150,000 plastic containers

MEDIA PLAN



MASS MEDIA ARE ALREADY TALKING ABOUT US



COMMUNITY SUPPORT

- Online communities such as **PhoBolsa TV** (1.26 million subscribers) or **Expats in HCMC** (137,000 followers) **have already confirmed** supporting our movement



- Supported by international Chambers of Commerce



VIỆT NAM ƠI! CỐ LÊN IMPACTS



	Street Food Vendors	Affected People	Environments	Donors	Local charities & Volunteers
BENEFITS	Meals purchased by the Donors will guarantee revenue to distressed Food Vendors	Poor communities will receive Free food daily	Less plastic for a better future for our children	No cash collection but meals purchased in complete transparency with daily report of use of funds	Provide a safe, scalable and coordinated organisation with top technology for bigger impact
VIỆT NAM ƠI! CỐ LÊN! IMPACT	Lifted them from poverty	Rescue those who lost all hope	If everyone put a small effort, we can make a difference	Easy and safe to contribute back to society	Technology, logistics and brand name to bring greater impact

**FOR SPONSORSHIP AND MORE
INFORMATION, PLEASE CONTACT:**

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info@vietnamoicolen.vn

**BRING JOY AND HOPE BACK
TO OUR COMMUNITY
THANK YOU**