



PROPOSAL
Our Hearts to
Central Vietnam

At the moment, all hearts and minds are focused on Central Vietnam where 8 provinces stretching from Nghe An to Quang Ngai have struggled with constant typhoon storms and floods for more than 14 days. These monsoon rains have caused the worst flood levels in the past 100 years, pushing people in the provinces from Ha Tinh to Quang Nam to barely survive with no food or clean water, damaged houses, crops lost, animals drowned and extremely dangerous living conditions. Hundreds of thousands of people are desperately stuck in the rising flood and in urgent need of support to overcome the current difficulties. And as we speak another tropical storm approaches.

VinaCapital Foundation is calling for donations from the community, including all of our dear friends and supporters who have accompanied us for over 14 years to join hands to contribute to our VinaCapital Foundation campaign "**Our Hearts to Central Vietnam**".

All donations will be used 100% to provide the emergency response necessary for these suffering people as well as contribute to the eventual cleanup and the rebuilding of the houses and infrastructure that has been destroyed.



VINACAPITAL FOUNDATION

CHIẾN DỊCH GÂY QUỸ / Fundraising Campaign

Hương Về Miền Trung

Our Hearts to Central Vietnam



Cách thức đóng góp

01
 Tham gia Đêm nhạc gây quỹ
 "Hương về miền Trung"
 Fundraising Concert
 7:00 PM - 9:00 PM, 25/10/2020
 Hard Rock Cafe, 39 Lê Duẩn, Q1, TP.HCM
 Miễn phí vé vào cửa / Free entrance

02
 Ủng hộ tiền mặt / Cash donation
 Thông tin tài khoản / Bank account:
 THE VINACAPITAL FOUNDATION
 007 100 574 4984 (VND)
 007 137 478 0113 (USD)
 Ngân Hàng Vietcombank CN TP.HCM

The campaign includes the following activities:

1. Donate at Fundraising concert
"Our Hearts To Central Vietnam" on Oct 25, 2020
2. Donate via bank transfer

The funds raised will be used to equip emergency relief packages, tentatively including:

- + Basic necessities and medicines
- + Milk for children, and hygiene and sanitary products for children and women

The value of each package for 1 household (averagely 4 people) is: **580,000VND (~\$25)**

Expected packages to be distributed: 10,000

Total funds: 5,8 billion VND (~\$250,000)

The relief packages are to be promptly delivered to more than **40,000** people of 4 provinces of Quang Binh, Quang Tri, Ha Tinh and Thua Thien Hue.



The poster features the Vinacapital Foundation logo at the top left. Below it, the text reads 'CHIẾN DỊCH GÂY QUỸ / Fundraising Campaign' and 'Hương Về Miền Trung' in a large, elegant script font. Underneath, it says 'Our Hearts to Central Vietnam'. A large heart shape is formed by an aerial view of a flooded village. At the bottom, there are two columns of text detailing donation methods: '01 Tham gia Đêm nhạc gây quỹ "Hương về miền Trung" Fundraising Concert' and '02 Ủng hộ tiền mặt / Cash donation'. The background is a light blue sky with clouds.

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CHIẾN DỊCH GÂY QUỸ / Fundraising Campaign

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IMPLEMENTATION PLAN

STAGE I: EMERGENCY RELIEF

Oct 22 – Nov 9: 18 days

The emergency relief process will be implemented in 3 phases.

Phase 1: Oct 22 – Nov 4: 3000 packages

Phase 2: Oct 26 – Nov 7: 3000 packages

Phase 3: Oct 28 – Nov 9: 4000 packages

In each phase, VinaCapital Foundation will purchase, transport all the components of the relief packages to the staging point in Da Nang.

After the staging, VinaCapital Foundation team that is on the ground there now will work directly with our local partners in the provinces to ensure that the supports reaches the people in most need quickly. The team will go on boat to each house to give the relief package.

STAGE II: DEVELOPMENT

After Stage I of the Emergency Relief, VinaCapital Foundation in Stage II will continue to call on donors to join hands to support the people in Central Vietnam to overcome the consequences of the disasters by contributing to the renovation and rebuilding of schools, hospitals, and commune medical facilities.





CHIẾN DỊCH GÂY QUỸ / Fundraising Campaign

Hương Về Miền Trung

Our Hearts to Central Vietnam



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ĐÊM NHẠC GÂY QUỸ
FUNDRAISING CONCERT



7:00 PM - 9:00 PM, 25/10/2020

Hard Rock Cafe, 39 Lê Duẩn, Bến Nghé, Quận 1, TP.HCM

MIỄN PHÍ VÉ VÀO CỬA

Fundraising Concert: Artists



Jmi Ko/ Violinist



Lam Vissay/ Singer



Phuong Vy/ Singer



Benjamin/ Rapper



Y Kroc/ Singer



Jang Mi/ Singer



Fundraising Concert: Agenda



No	Time	Program
1	18: 30 - 19:00	Welcoming guest.
2	19:00 - 19:05	Opening performance of Y Kroc - Song: Home
3	19:05 - 19:10	MC Introduction about the purpose of the event
4	19:10 - 19:15	Showing video of the current situation in 4 provinces Quang Binh, Ha Tinh, Thua Thien Hue, Quang Tri
5	19:15 - 19:20	Sharing from VCF's representative about the motivation to organize the event and call for support
6	19:20 - 19:30	Performance of Singer Y Kroc & rapper Benjamin (2 songs)
7	19:30 - 19:35	Sharing from Y Kroc and call for donation
8	19:35 – 19:45	Performance of Singer Jang Mi (2 songs)
9	19:45 – 19:55	Sharing from Jang Mi and call for donation
8	19:55 – 20:05	Performance: Lam Vissay (2 songs)
9	20:05 - 20:15	Sharing about the story of Lam Vissay accepting the offer to come to the event
10	20:15 - 20:25	Performance: Jmi Ko (2 songs)
11	20:25 - 20:35	Sharing from Jmi Ko and and call for donation
12	20:35 - 20:45	Performance: Singer Phuong Vy (2 songs)
13	20:45 - 20:55	Sharing from Singer Phuong Vy and call for donation
14	20:55 – 21:05	Certificate for the singers - Group photo
15	21:05 - 21:10	Donor(s) handover(s) Mock-cheque to VCF
16	21:10 - 21:15	VCF announces the total donations of the concert
17	21:15	Group photo and Closing

Should you need further information or clarification, please do not hesitate to contact us:

- Ms. Nguyễn Minh Hằng – Marketing and Communication Manager
- Mobile: 0947 963 824
- Email: hang.nguyen@vinacapitalfoundation.org



DONATE TODAY FOR CENTRAL VIETNAM!