



Organization No.: 802546-4226
info@athousandhopes.org | +46 104 300 136
Renvägen 8, 343 36 Älmhult, Sweden
<https://athousandhopes.org/>

Annual & Impact Report

2024



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Introduction

Dear Friends, Supporters, and Partners,

2024 has been a year of preparation and beginnings for A Thousand Hopes. With eagerness and determination, we have worked together to bring the joy of learning and literacy to schools and communities that need it most. From shaping our vision and completing essential administrative groundwork – including forming our board and finalizing our registration between November 2023 and February 2024 – to building our first network of partners and supporters, every milestone has been a testament to collective effort.

We were honoured to be accepted into established nonprofit programs from Google, Microsoft, Canva, and Adobe, which provided us with essential tools and resources to lay the first operational foundation. By September 2024, we had established our first online presence, and in October, we launched the Adopt a Book initiative, marking our first outreach effort. This campaign, driven by the generosity of our supporters, enabled us to adopt and deliver 183 books / books sets to two schools in Vinh Long province, Vietnam – an achievement that fills us with hope for the future.

Like any journey, 2024 also brought its challenges. We were preparing to launch the Sponsor a Student project in response to Typhoon Yagi that struck northern Vietnam badly in September, by seeking ways to support affected students through scholarships. We learned that Vietnamese legislation requires foreign-based charities to undergo an approval process before providing direct financial aid. This hurdle, which can take up to a year for schools and educators to navigate, was a humbling lesson that taught us the need to better understand the legal frameworks and local contexts in which we wish to operate.

We are still a very small team working on a volunteer basis. Every success and every obstacle have offered us invaluable lessons, strengthening our resolve and refining our approach. As we look ahead to 2025, our vision remains steadfast: to spark curiosity, foster education, and create opportunities for children and communities within our reach.

Thank you for being an essential part of our journey. Your support, belief, and commitment make all of this possible.

With gratitude,

Hồng, Founder and Executive Director



1. Executive Summary

The board and executive director of A Thousand Hopes, nonprofit association (ideell förening), organization no. 802546-4226 with headquarters in Älmhult, hereby submit the annual report for 21 February 2024 – 31 December 2024, the association's first financial year.

In our first operational year, A Thousand Hopes established its foundational structure and launched its initial educational support initiative in Vietnam. The organization successfully formed its Board of Directors, completed official registration, secured partnerships with major Vietnamese publishers, and developed essential operational systems.

Our flagship Adopt a Book program was launched in October 2024, resulting in the delivery of 183 books/book sets to two secondary schools in Vinh Long province, Vietnam. These resources directly benefit over 2,000 students, including 52 from disadvantaged backgrounds.

Financial highlights demonstrate our commitment to program efficiency, with 92.12% of expenses allocated to charitable programs, exceeding the minimum 90% requirement set by Skatteverket. Total income for the period was SEK 8,316.12, with total expenses of SEK 6,897.99, resulting in a net surplus of SEK 1,418.13.

A Thousand Hopes operates with a volunteer-based team and maintains a steadfast commitment to transparency, accountability, and maximizing the impact of donor contributions.

2. Organizational Overview

2.1. Vision & Mission

Vision: To create a world where every student, regardless of their background or circumstances, has access to learning resources, quality education, empowering them to break the cycle of poverty and build a brighter future for themselves and their communities.

Mission: A Thousand Hopes is dedicated to bringing positive change to the lives of needy children and youths in rural areas of developing countries by supporting libraries, providing scholarships to bring educational opportunities. Through these efforts, A Thousand Hopes aims to empower young minds, foster literacy, and offer them the tools they need to succeed.

2.2. Governance Structure

2.2.1. Board of Directors

The Board of Directors is responsible for administration, finances, and activities of the organization. Specific duties of the Board of Directors include ensuring that the organization's activities are conducted in accordance with the purpose of the organization, managing the organization's financial affairs, keeping accounts and making decisions regarding the operational plan and budget.

During the year, the Board consisted of:

- **Hong Dao Wind**, *Founder & Chairperson*, based in Sweden & Vietnam, has experiences in program development, social entrepreneurship, relationship management, banking & finance. Hong has worked, studied, volunteered in multiple countries, including Sweden, Singapore, USA, Nepal, and Vietnam. Hong spent over six years at The Bank of New York (BNY), Singapore branch, with last position as a Vice President, Relationship Management & Business Development, Treasury Services, managing Vietnam, Cambodia and Singapore markets. In Sweden, Hong studied a Master program in Economic Development at Lund University while establishing a social enterprise UPCorp Global, incubated at Lund University's Venture Lab to explore financial education and financial inclusion solutions for migrant workers. She served as a volunteer Team Lead at the Red Cross Malmö and a Program Lead at Ronald McDonald House in Lund. Currently, Hong works at IKEA of Sweden AB to support social enterprises in Bangladesh, India, Indonesia, Jordan and Thailand, leading demand planning in supply chain for IKEA's global network across 60+ countries.
- **Else Wind**, *Board Member & Advisor*, based in Denmark, a retired librarian, has dedicated her career to ensuring access to information. She previously led the Lending Department at the library at Danish Veterinary and Agricultural University, founded in 1856 then merged to University of Copenhagen since 2007. Later she served as Head of Library, Publishing, and Internal Services at the Danish Patent and Trademark Office. As a mother and grandmother, she deeply values the importance of providing children with quality reading materials, making her a passionate advocate for A Thousand Hopes' mission.
- **Lars Wind**, *Board Member*, based in Sweden, has extensive finance and investment expertise with responsibility from both asset allocation and hedge funds. Lars is currently a Founding Partner at QLO Advisors (London). He served as Head of Internal Portfolio at



Abu Dhabi Investment Authority (ADIA), advising to ADIA's investment and strategy committees about strategic and tactical asset allocation and responsible for internal hedge fund. Prior to that, he worked at ATP, Denmark's largest pension and processing company, as Head of Tactical Asset Allocation and a Member of the Investment Committee.

2.2.2. Staff

A Thousand Hopes has operated entirely through volunteers. In 2024, key roles included below unpaid volunteer positions:

- *Executive Director:* **Hong Dao Wind** leads the organization's strategic vision, operations, partnerships development, fundraising efforts, donor relations, and compliance.
- *Programme Analytics Specialist:* **Jue Wang**, based in Sweden, responsible for expanding our online reach and improving our impacts through online presence. Jue has six years of marketing experiences in various functions across diverse industries. She works as a Dealer Marketing Specialist at BYD Sverige. Prior to that, she was a Marketing Manager at Safe Sky Industries Inc. and Telecom Easy Scandinavia AB.
- *Vietnam Representative & Field Coordinator:* **Anh Le**, based in Vietnam & Singapore, oversees field activities which include local operations and relationship management. Holding a Doctor of Medicine degree, Anh is now a Visiting Consultant at Ho Chi Minh City University Medical Center (Vietnam) and a Researcher at Training Center of Experimental Surgery of Ho Chi Minh City University of Medicine and Pharmacy (Vietnam). Prior to this, Anh was a Research Assistant at Hand and Reconstructive Microsurgery Department at National University Hospital (Singapore) and a Junior Consultant at Orthopaedic Trauma Department at Cho Ray Hospital (Vietnam).

2.3. Organizational Development

Jan – Feb 2024: Nonprofit Association (Ideell Förening) Registration with Skatteverket

A Thousand Hopes formed its first Board of Members, held its forming and first board meeting on 03 January 2024. To establish a strong and official base, we registered A Thousand Hopes as a Nonprofit Association (Ideell Förening) in Sweden. A Thousand Hopes was officially registered on 21 February 2024.



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Feb – Apr 2024: Partnerships & Program Development

We decided to focus primarily on Vietnam at the start, a country where we are more familiar while many rural schools in the country still lack the resources necessary to foster a thriving educational environment.

In preparation for our Adopt a Book projects in Vietnam, we secured our first partnerships with 2 top book publishers in Vietnam: Tre Publishing House & Dinh Ti Books

Apr – Sep 2024: Administration & System Development

We envisioned a donation system that's simple, cost-effective, and engaging. Built entirely in-house, our website and book adoption platform were created at no cost. In addition, A Thousand Hopes website had a free domain and hosting during the first year.

We were also accepted in established nonprofit programs with Microsoft, Google, Canva, and Adobe for added tools and resources.

Oct 2024 onwards: Launching & Fundraising

We launched our live website and running our first fundraising campaign to adopt 186 books for 2 secondary schools in Vinh Long province, Vietnam.

Nov 2024: Registration with Bolagsverket

To address potential future funding gaps, A Thousand Hopes applied and received approval in November 2024 to conduct business activities, if needed, to support its charitable programs. This has not been utilized yet per the end of the financial year 2024. This registration further solidifies A Thousand Hopes' legal status in Sweden, complemented the earlier Skatteverket registration, ensures full compliance with Swedish regulatory requirements for a nonprofit association and its activities.

3. Strategic Focus: Vietnam

3.1. Context and Rationale for Vietnam Focus

As A Thousand Hopes embarks on its mission, our current efforts focus primarily on **Vietnam**, a country where we are more familiar while many rural schools in the country still lack the resources necessary to foster a thriving educational environment.

3.1.1. Educational Landscape in Vietnam

In rural Vietnam, educational disparities remain stark, especially for low-income students. While access has improved thanks to continuous efforts of the government, completion rates drop from 98.3% in primary to 86.8% in secondary and just 58.1% in high school, with higher rates linked to household wealth ¹.

Poverty and Education: According to UNICEF Vietnam, till 2021, approximately 21.1% of Vietnam's 26.2 million children live in multidimensional poverty, meaning they lack access to basic needs such as quality education, nutrition, and clean water ². By age 19, only 20% of students from the poorest households are still in school, compared to 80% from the wealthiest families. This highlights the urgent need for targeted interventions in education for the most vulnerable groups.

Resource Scarcity in Schools: Many schools in Vietnam, especially in rural areas, still operate with resource constraints. Libraries, meant to be places of learning and discovery, often contain outdated, irrelevant, and worn-out books that fail to engage students. Schools heavily rely on second-hand donations, which are often not age-appropriate or aligned with the current curriculum, leaving students deprived of stimulating materials. This lack of engaging, age-appropriate reading resources contributes to declining literacy rates and missed learning opportunities, especially in rural regions such as Mekong River Delta, Northern, and Central Highlands, where learning outcomes consistently lag behind urban areas.

Economic Barriers to Education: In Vietnam, education has generally been not free until possibly FY25 – 26 ³, and while the country has experienced significant economic growth and

¹ <https://www.unicef.org/vietnam/media/8686/file/Education.pdf>

² <https://www.unicef.org/vietnam/media/9261/file/Multi-Dimensional%20Child%20Poverty%20in%20Viet%20Nam.pdf>

³ By end 2024, 10 of 63 provinces & municipality cities, Long An, Binh Duong, Ba Ria – Vung Tau, Da Nang, Khanh Hoa, Quang Nam, Yen Bai, Hai Phong, Quang Ninh, had exempted all tuition fees from

made efforts to improve access to education, the cost of schooling and related expenses, such as study materials, remains a burden for many families. For low-income households, these costs often compete with other basic daily needs, making it difficult to prioritize education. As a result, many parents are unable to cover the necessary expenses, leading to high dropout rates among disadvantaged students. Without targeted support, bright and motivated students are often forced to leave school early, missing out on crucial opportunities to break the cycle of poverty.

Long-Term Implications: Without intervention, these educational inequalities perpetuate poverty and prevent children from reaching their full potential. Addressing these disparities is crucial not only for individual students but for their communities' future development, ensuring that all students, regardless of their background, have the opportunity to succeed.

3.1.2. Programs and Initiatives

At A Thousand Hopes, we believe that every student deserves the chance to learn, grow, and succeed, regardless of their background or circumstances. Our two core programs, **Adopt a Book** and **Sponsor a Student**, are designed to address the specific challenges faced by underfunded schools and students in rural Vietnam.

Adopt a Book program:

Program Description and Objectives

The Adopt a Book program represents A Thousand Hopes' flagship initiative, designed to address the critical shortage of quality reading materials in rural Vietnamese schools. This program connects donors with schools in need by providing a simple and impactful way to support their libraries. The primary objectives are to:

- Enhance school libraries with relevant, age-appropriate books
- Foster a culture of reading and learning
- Support educational development through access to quality resources
- Create sustainable partnerships between donors, publishers, and schools

kindergarten to high school. On 28/02/2025, Vietnamese government announced a nationwide rollout of this policy, effective from the 2025-2026 school year, starting in September 2025

Empowering A Thousand Hopes: Building brighter futures through education and opportunities.



Implementation Process

A Thousand Hopes works directly with schools to create wish lists of books that schools need most, ensuring the new additions are both relevant and age-appropriate for their student populations. Through strategic negotiations with publishers, we secure these books at discounted prices, allowing donations to go further and maximizing impact.

The implementation process follows a structured approach: 1. School selection and needs assessment 2. Creation of school-specific book wish lists 3. Publisher partnership and discount negotiation 4. Fundraising campaign 5. Book procurement and quality control 6. Delivery and handover to schools 7. Impact monitoring and donor reporting

Partnerships with Publishers

In preparation for our Adopt a Book projects in Vietnam, we secured partnerships with two top book publishers in Vietnam:

- **Tre Publishing House** – One of the three largest publishers in Vietnam
- **Dinh Ti Books** – One of the largest private book publishers in Vietnam with a strong focus on children's and young adults' books

These partnerships enabled us to negotiate significant discounts on book purchases, ensuring donor contributions could be stretched further to benefit more students.

Sponsor a Student program:

Program Description and Objectives

The Sponsor a Student program is designed to support students from low-income families who struggle to afford the costs associated with their education. By providing scholarships, A Thousand Hopes aims to help these students receive the financial support they need to purchase essential study materials for the school year and continue their education.

Current Status and Implementation Challenges

While the Sponsor a Student program was initially planned for launch in 2024, implementation was delayed due to regulatory requirements. A Thousand Hopes initially planned to work on this program with Ly Thuong Kiet high school in Hoc Mon district, Ho Chi Minh City, Vietnam. However, after typhoon Yagi struck Bao Yen district, Lao Cai province we decided to launch the program with Pho Rang Primary School in the affected area due to its utmost emergency. A Thousand Hopes was preparing to launch this initiative by seeking ways to support affected students through scholarships. However, the Vietnamese legislation requires foreign-based

charities to undergo an approval process before providing direct financial aid, a process that can take up to a year for schools and educators to navigate.

This regulatory hurdle provided a valuable learning experience, reinforcing the need for A Thousand Hopes to better understand the legal frameworks and local contexts in which it operates. The organization is currently working with relevant authorities to navigate these requirements and plans to implement the Sponsor a Student program once the necessary approvals are secured.

4. Adopt a Book' Impact Assessment

In 2024, we worked with 2 schools in Vinh Long province for Adopt a Book program:



Figure 1: Location of Vinh Long province

Thanh Duc secondary school:

Thanh Duc Secondary School in Long Ho Commune, Vinh Long Province, Vietnam, is home to 650 students, but its small library is in desperate need of support. Spanning 90 m², the library has just 600 outdated books, many of which no longer serve the students' current educational needs. With 32 students coming from poor or near-poor households, access to fresh, relevant books can make a transformative difference in their learning journey. These students, and the

entire school, deserve access to up-to-date, age-appropriate reading materials that will spark their curiosity and drive for education.

Through Adopt a Book program, Thanh Duc secondary school wished to have 40 new books, ranging across 7 books genres: Action/Adventure fiction, Children's Fiction, How-To/Guides, Romance, Self-help, Short Story and Young Adult.



Figure 2: Pictures of Thanh Duc Secondary School and inside its library

Nguyen Trai secondary school:

Nguyen Trai Secondary School, located in Vinh Long Province, Vietnam, is recognized as one of the top schools in the region. With a 120 m² library serving over 1 400 students, the school currently holds about 3 000 books, but still has numerous empty shelves, reflecting the need for more educational resources. The school strives to create the best possible learning environment for its students, including the 20 students from poor or near-poor households

who require extra support. The school has continuously focused on promoting a reading culture and organizing various activities to attract students to the library. As a result, the number of students visiting the library has steadily increased. In the past school year, many students won awards in the Provincial Reading Culture Competition, including one student who achieved first place.

Through Adopt a Book program, Nguyen Trai secondary school wished to have 146 new books, ranging across 13 books genres: Action/Adventure fiction, Essays, History, How-To/Guides, Literary Fiction, Mystery, Philosophy, Romance, Science & Technology, Self-help, Short Story and Young Adult.



Figure 3: Pictures of Nguyen Trai Secondary School and inside its library

A Thousand Hopes launched our website and ran our first fundraising campaign in October 2024, raising funds for 186 books wished by these two secondary schools.

To accommodate our on-site coordinator's availability while ensuring timely delivery and allowing the schools to process and place these resources in their libraries for students to access soon when the new semester starts in January 2025, A Thousand Hopes' board decided

to pre-fund and hand over all books to both schools on 04 November 2024. The donation campaign remained open after that to cover the costs of these books.



Figure 4: Pictures on handover date

4.1. Quantitative Impact Metrics

The inaugural year of operations yielded measurable results that reflect A Thousand Hopes' commitment to creating tangible impacts:

- **183 Books/Book Sets** or total 265 / 268 Books Delivered (3 books were out of stock the time we purchased, with 39 books / book sets or total 74 books to Nguyen Trai secondary school and 144 books / book sets or total 191 books to Nguyen Trai secondary school.
- **2 School Libraries** benefited



- **Over 2 000 Students** Potentially Reached, with about 650 students from Thanh Duc secondary school and about 1 400 students from Nguyen Trai secondary school
- 52 students from disadvantaged backgrounds directly benefited
- 20 different book genres represented in the donations
- 2 major Vietnamese publishers engaged as partners with discounts of 30-35% secured on book purchases, maximizing donor contributions
- **100% Books Donation** amount went to purchasing books as committed to donors
- **Zero-Cost Books Delivery** supported by book publishers
- **Zero-Cost Local Operations** supported by our local volunteers
- **Over 300 hours** volunteering across all functions

4.2. Qualitative Impact Metrics

4.2.1. Project Impacts

Beyond quantitative measures, A Thousand Hopes' work has generated significant qualitative impacts through Adopt a Book program:

- Enhanced library environments that better support student learning and engagement
- Increased diversity of reading materials available to students
- Strengthened reading culture within participating schools
- Improved access to age-appropriate educational resources
- Greater awareness of educational needs in rural Vietnamese schools

4.2.2. Alignment with UN Sustainable Development Goals

In 2024, A Thousand Hopes' Adopt a Book program expanded access to educational resources in underserved schools, contributing directly to three key United Nations Sustainable Development Goals (SDGs): Quality Education (SDG 4), Reduced Inequalities (SDG 10), and Partnerships for the Goals (SDG 17).



4.2.2.1. SDG 4: Quality Education

Expanding Access to Books & Learning Resources

Access to quality educational materials is a key driver of student engagement and academic performance. International standards recommend a minimum of 10 – 20 books per student in school libraries to support literacy and learning⁴. Prior to A Thousand Hopes' intervention, Nguyen Trai Secondary School had a book-to-student ratio of only 2:1, and Thanh Duc Secondary School had an even lower ratio of less than 1:1. These figures were significantly below the recommended benchmark.

A total of 265 books were delivered across the two schools:

- Thanh Duc Secondary School with about 650 students received 39 books/book sets (74 books in total), making up 28% of the donation.
- Nguyen Trai Secondary School with over 1 400 students received 144 books/book sets (191 books in total), accounting for 72% of the donation.

While these numbers represent progress, they highlight the continuing gap in resource availability compared to global best practices.

⁴ <https://www.literacyworldwide.org/docs/default-source/where-we-stand/providing-books-position-statement.pdf?sfvrsn=6#:~:text=School%20libraries%20should%20have%20a,litera%2D%20ture%2Dba sed%20instruction.>
<https://www.ifla.org/wp-content/uploads/2019/05/assets/school-libraries-resource-centers/publications/ifla-school-library-guidelines.pdf>
<https://www.sla.org.uk/common/Uploaded%20files/Resources/Guidance/SLA%20Recommendations%20for%20Primary%20School%20Libraries%202024.pdf>



Enhancing Literacy & Engagement

Since receiving the books, school libraries have recorded significant increases in student and teacher engagement. Since receiving the books, Nguyen Trai Secondary School reported:

- 492 students borrowing A Thousand Hopes books for home reading (33% of total students).
- 738 students engaging in on-site reading A Thousand Hopes books (50% of total students).
- Not only students but teachers have also been eager to explore new resources with the purpose to promote further to their students. Average monthly 44 teachers borrow A Thousand Hopes books (73% of total faculty) during the first 2 months.
- Overall, more than 80% of students and teachers actively using A Thousand Hopes books till date.

At Thanh Duc Secondary School, books donated by A Thousand Hopes have recorded an average of 200 borrowings and readings per month, reinforcing the importance of accessible reading materials.

4.2.2.2. SDG 10: Reduced Inequalities

Addressing the Educational Resource Gap

Disparities in access to books and learning materials persist between urban and rural schools in Vietnam. Libraries in underfunded schools often rely on second-hand or outdated materials, limiting students' exposure to age-appropriate and curriculum-aligned content.

A Thousand Hopes' approach, partnering directly with schools to determine their book needs, ensured that donations addressed specific gaps rather than providing generic, mismatched materials. This approach improved resource alignment and helped bridge the literacy divide between well-funded and under-resourced schools.

Creating Inclusive Learning Environments

By improving school libraries, the Adopt a Book program contributed to creating more inclusive learning spaces where students can access books that reflect their educational and personal development needs.

Below testimonials from benefited schools highlight the increased demand and enthusiasm for reading when students are provided with engaging and relevant educational materials.

Testimonials and Feedback

“The library has truly become a shared home for students, a place for relaxation and discovery after class. Reading is not just a habit; it is a path to self-learning and personal growth.” – Nguyen Trai Secondary School Librarian

“The donated books have made a big difference. Our students now have access to diverse knowledge, improving their critical thinking, creativity, and language skills.” – Nguyen Trai Secondary School Principal

“Books are gifts that keep giving. These new additions have allowed our students to explore worlds beyond textbooks, opening doors to endless learning possibilities.” – A Teacher at Nguyen Trai Secondary School

“We’re gradually lending out the new books from A Thousand Hopes to prevent a rush as our students are so excited that they all want to borrow them at once!” – Thanh Duc Secondary School Librarian

4.2.2.3. SDG 17: Partnerships for the Goals

Leveraging Partnerships for Greater Impact

Collaborations with publishing houses played a crucial role in maximizing the impact of Adopt a Book. In 2024, despite being a newly established organization and navigating the Vietnamese market for the first time, we successfully secured the 30 – 35% discounts on all book purchases from two of Vietnam’s largest publishers - Tre Publishing House & Dinh Ti Books.

These partnerships significantly reduced procurement costs, enabling donations to go further and allowing schools to receive a wider range of books.

Engaging a Global Network of Donors

A Thousand Hopes operates on a philanthropy-driven model, relying on contributions from both individuals and corporate donors. In 2024:

- 89% of total donations came from individual donors.
- 11% of donations were contributed by corporate partners.
- 100% of book-designated donations were allocated exclusively to book purchases.

Notably, donors supporting A Thousand Hopes in 2024 came from five different countries, extending beyond Sweden. This highlights the growing global network of supporters committed to advancing educational equity.

This strong donor engagement demonstrates the wide belief in our mission and underscores the critical role of partnerships in ensuring sustainable, long-term impact.

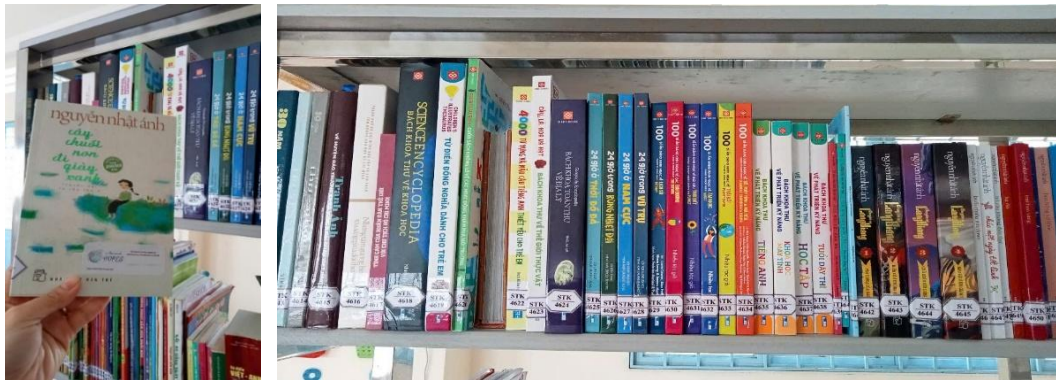




Figure 5: Pictures of students reading A Thousand Hopes books from Thanh Duc and Nguyen Trai Secondary School

5. Fundraising & Communications

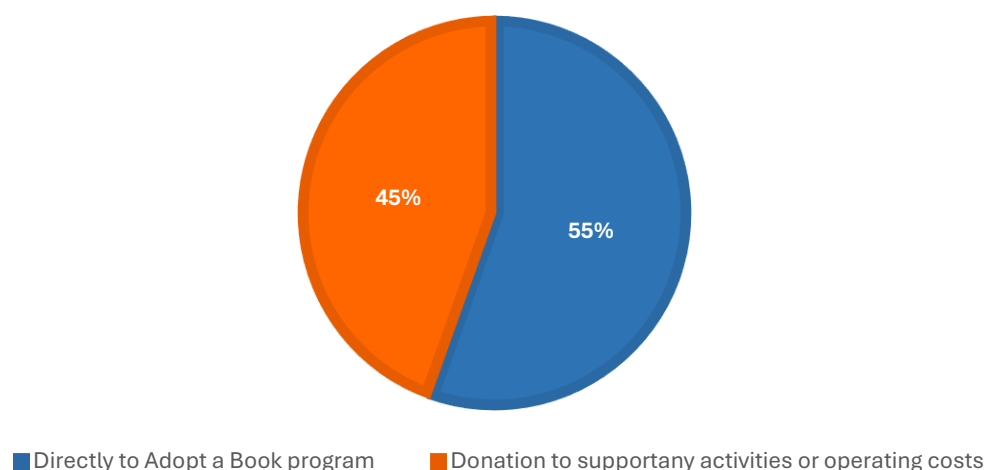
5.1. Fundraising

A Thousand Hopes is fully funded through donations from individuals and corporations, processed via our website and integrated payment system. When donating online, donors could select specific books to adopt (donate) and had the option to have their name featured on an appreciation sticker on the book covers or remain anonymous.

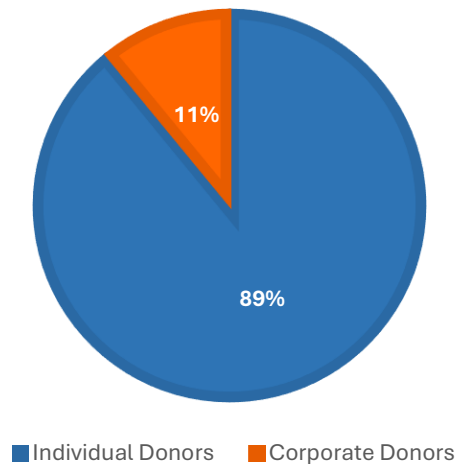


Figure 6: Example of appreciation sticker for book donor placed on each book

In FY24, we received a total of SEK 7 904,10 in monetary donations. Of this, 55% was specifically allocated by donors to the Adopt a Book program, supporting school libraries in need. The remaining funds covered operational expenses and other activities. A Thousand Hopes' board decided that all unrestricted donations, after covering operational costs, would be used to purchase additional books for the Adopt a Book program.



Within total monetary donations of SEK 7 904,10, 89% came from individual donors, while the remaining 11% was contributed by corporate donors.



5.2. Communications

At A Thousand Hopes, we engage with the public through various communication channels:

- We make an effort to post regularly on our official LinkedIn and Facebook pages, providing updates on projects and organizational news. We also established a public WhatsApp channel, though the majority of our followers choose to follow us primarily through LinkedIn and Facebook.
- For Adopt a Book donors who opted to receive project updates, we send email updates at key milestones, including when books are ordered, shipped, arrive at the processing point, are processed (checked and prepared), and finally, on handover day when the books are delivered to schools.
- Additionally, with support by the Board, we sent out appreciation greeting cards to A Thousand Hopes' top supporters, top and returning donors during Christmas 2024. Note that we collected donor's consent during donation process if they wished to be contacted or receive updates on projects from A Thousand Hopes. We only reached out to those who allow us to contact.
- Our website is consistently updated during fundraising campaign period from Oct – Dec 2024 and had approximately 1 600 views from 361 unique visitors in total in 2024, with a noticeable increase in traffic starting in mid-September when we began trial activities, followed by the official launch in October 2024.

6. Challenges and Lessons Learned

While the Adopt a Book program made an initial meaningful impact in its first year, launching and scaling a nonprofit initiative came with its share of challenges. These experiences have provided valuable insights and shaped A Thousand Hopes' strategic direction for the future.

6.1. Challenges

Funding Gaps & Awareness Building

Although the project generated interest, the donations unfortunately did not fully cover the cost of the pre-ordered books, and private contributions from our board members were needed to help cover the remaining costs. However, we did observe strong engagement from some donors: two donors contributed more than once, three donors referred the program to their networks, and one donor even printed out Adopt a Book information to display on the notice board at her workplace. A Thousand Hopes also received support from a local library, which agreed to post Adopt a Book information on the library's notice board to help reach book lovers who might be interested in supporting book-related projects. However, raising broader awareness remains a challenge in expanding our donor base beyond board members' personal networks.

Additionally, A Thousand Hopes has yet to secure long-term funding sources for operational sustainability. The organization currently raises separate funds for overhead costs to ensure that 100% of book donations go directly toward purchasing books.

Logistical and Operational Challenges

Book deliveries in 2024 were facilitated by one Vietnam-based coordinator and volunteers from her network. This structure worked well for two projects in Vinh Long Province, but it highlights the need for a more structured volunteer network as A Thousand Hopes expands to new provinces in 2025, such as Gia Lai Province.

Without a consistent in-country logistics team, scaling the Adopt a Book program will require additional resources and new volunteer partnerships across multiple regions in Vietnam.

Navigating Legal & Regulatory Compliance

Operating as a Sweden-based nonprofit working in Vietnam presents regulatory challenges in both regions:

- Tax & Donation Regulations in Sweden & Europe: Understanding how donations from outside Sweden or the EU should be reported and managed requires ongoing legal guidance.
- School Donations in Vietnam: Regulations regarding how schools can receive financial and non-monetary support from foreign organizations are not universally understood across schools. Some schools are confident in accepting overseas book donations, while others hesitate due to uncertainty regarding official policies. To address this, A Thousand Hopes has initiated contact with the Vietnamese Embassy in Sweden for guidance on legal frameworks that will allow smoother collaboration with schools in Vietnam.

Measuring Impact Without Overburdening Schools

A key challenge is how to measure the long-term impact of book donations. While initial data shows high levels of borrowing and reading engagement, there is no formal tracking system in place to assess which books are used the most and why.

Developing an impact assessment framework needs to strike a balance between collecting meaningful data and acknowledging that many schools lack the resources for complex reporting processes. In Vietnam, it is not uncommon for teachers to work part-time as librarians due to resource constraints, meaning some schools do not have dedicated librarians. Finding a simple, effective way to measure the program's success without adding administrative burdens to schools remains a priority.

6.2. Lessons Learned

From these challenges, several key takeaways will shape A Thousand Hopes' approach moving forward:

- Expanding donor outreach is critical for long-term sustainability. Future efforts will include corporate sponsorships, grant applications, and fundraising initiatives beyond individual donations.
- Building a structured volunteer network in Vietnam will be essential for smooth logistics as the program expands to new regions.
- Establishing clear legal frameworks for donation acceptance in Vietnam will help address uncertainties among schools and potential partners.



- Enhancing donor engagement through storytelling and transparency will be key to attracting new supporters and maintaining long-term relationships.
- Developing a practical approach to impact measurement will help assess the program's effectiveness without overburdening schools.

7. Future Development

Expanding Adopt a Book Beyond Vinh Long Province

In 2025, A Thousand Hopes will focus on non-financial support (books) as an initial program while navigating the regulatory landscape for financial aid. We will continue to work with a school in Vinh Long province with Adopt a Book program and extend the program to Gia Lai province, requiring the establishment of new school partnerships and volunteer networks in the region.

To support this expansion, A Thousand Hopes will focus on:

- Looking for better book discounts from local book publishers by demonstrating the business potential for publishers in rural areas, markets they would not have reached without our initiative. However, we recognize that building a track record of impact is essential to securing better deals. Strengthening our credibility with publishing partners will be a key focus for A Thousand Hopes in the coming years.
- Securing additional book donations to meet the growing demand for library resources in underserved schools.
- Forging partnerships with local education authorities to ensure seamless project implementation.
- Strengthening in-country volunteer teams for logistics and distribution.

Scaling Fundraising Strategies for Long-Term Sustainability

Future fundraising efforts will focus on:

- Enhancing digital marketing efforts using the Google Ads Grant (\$10,000/month in ad credits) to increase global awareness of the program.
- Expanding corporate sponsorships to complement individual donations.
- Applying for grants from international foundations supporting education and literacy.



The organization is also exploring ways to utilize Bolagsverket's approval to conduct sale of fundraising articles such as handicrafts as part of a social enterprise initiative to diversify its income sources. Additionally, A Thousand Hopes is exploring a partnership with Tradera through Pennybridge, allowing supporters to sell their second-hand items and donate the proceeds to A Thousand Hopes' cause.

Strengthening Legal & Regulatory Frameworks

A Thousand Hopes will continue to learn and working with embassies to ensure compliance with tax, financial, and donation acceptance regulations in both Sweden and Vietnam.

Key actions include:

- Clarifying tax implications for cross-border donations.
- Establishing clear donation acceptance guidelines for Vietnamese schools to improve transparency and confidence among educational institutions.

Improving Impact Measurement & Donor Engagement

To provide better reporting to donors while minimizing administrative burdens on schools, A Thousand Hopes will explore:

- Simplified tracking mechanisms to monitor book usage trends.
- Student and teacher testimonials and/or in-depth interviews as qualitative indicators of impact.
- Periodic follow-up reports to donors, providing insights into how books are being utilized over time.

8. Financial Summary for FY2024

Financial efficiency, transparency and accountability lie at the heart of A Thousand Hopes' mission. Our work is possible because of the generosity of network of supporters, and we are deeply committed to leveraging that support for maximum impact and sharing transparently how investor funding is used.

A Thousand Hopes is committed to maintaining administrative overhead costs well below industry averages to maximize the impact of donor contributions. Key efficiency metrics for FY 2024 include:



Organization No.: 802546-4226
info@athousandhopes.org | +46 104 300 136
Renvägen 8, 343 36 Älmhult, Sweden
<https://athousandhopes.org/>

- **Total Income:** SEK 8 316,12
- **Total Expenses:** SEK 6 897,99
- **Percentage of Expenses allocated to Charity Programs (Verksamhetskravet):** 92,12% (minimum required by Skatteverket: 90%)
- **Percentage of Expenses versus Income (Fullföljdskravet):** 82,95% (minimum required by Skatteverket: 75%)
- **Percentage of Adopt a Book program donation allocated to Books Purchasing:** 100%
- **Administrative Costs:** SEK 543,24 (7,87% of total expenses, in which 95,7% was bank account set up fee)



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STATEMENT OF ACTIVITIES

Fiscal Year ending: 31-Dec-24

* EUR/SEK exchange on 12/2024 from Sveriges Riksbanken: 11,5049

Swedish kr (SEK) %

REVENUE AND SUPPORT			
Donations	Individuals	7 040,43 kr	84,66%
	Corporations	863,67 kr	10,39%
	Donations in-kind	409,25 kr	4,92%
Other	Interest	2,76 kr	0,03%
	TOTAL REVENUE AND SUPPORT	8 316,12 kr	100,00%
OPERATING EXPENSES			
	Program Expenses	5 741,17 kr	83,23%
	Donation Transactions Fees	204,33 kr	2,96%
	Fundraising	409,25 kr	5,93%
	Bank Account Setup Fee	520,00 kr	7,54%
	Miscellaneous (Interest Fee)	23,24 kr	0,34%
	TOTAL OPERATING EXPENSES	6 897,99 kr	100,00%
NET SURPLUS (DEFICIT)		1 418,13 kr	17,05%
Verksamhetskravet (PROGRAMS / EXPENSES) – At least 90%			92,12%
Fullföljdskravet (EXPENSES / INCOME) – At least 75%			82,95%



9. Acknowledgments

A Thousand Hopes extends its profound gratitude to all individuals and organizations whose support made our inaugural year possible. The achievements and impact documented in this report reflect the collective effort of a diverse community united by a shared commitment to educational equity.

Donors and Supporters

We are deeply grateful to each individual and corporate donor who contributed to our mission in 2024. Your generosity directly enabled the delivery of 183 books to students who previously lacked access to quality educational materials. Special appreciation is extended to our recurring donors, whose sustained support demonstrates exceptional commitment to educational opportunity.

We also acknowledge the local library that supported our awareness efforts by displaying Adopt a Book information on their notice board, helping us reach potential supporters passionate about literacy and education.

We are equally grateful to Microsoft, Google, Canva, and Adobe for accepting A Thousand Hopes into their nonprofit programs, providing essential tools and resources that supported our operations and public engagement efforts.

Partners

Our partnerships with Tre Publishing House and Dinh Ti Books were instrumental in maximizing the impact of donor contributions through negotiated discounts. These collaborations exemplify how strategic partnerships can enhance nonprofit effectiveness and resource efficiency.

Volunteers and Contributors

A Thousand Hopes operates entirely through volunteer efforts, and we extend our heartfelt appreciation to each individual who contributed their time, expertise, and passion to our mission. Your dedication has laid a strong foundation for future growth and impact.

Special recognition is due to our Vietnam Representative & Field Coordinator and Programme Analytics Specialist, whose specialized skills and commitment were essential to program implementation and organizational development.



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As we look toward 2025, we remain inspired by the generosity and dedication of our community of supporters. Together, we will continue working to create educational opportunities that empower children to build brighter futures for themselves and their communities.



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Believe in what we are doing?

Be part of A Thousand Hopes community

