



Amaris Foundation & VUI House



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What is VUI House?

VUI House is an innovative project of the non-profit organization **'Nha Cua Vui'** (meaning 'the House of Happiness' in Vietnamese). This relatively young organization was created to support people living with disabilities, particularly in Ho Chi Minh City, Vietnam. In this city, **50% of people with disabilities are considered 'poor'** and sell handmade products or pieces of art for a living. VUI House wants to help give them **independence** and improve their living conditions by gradually increasing their income over time. The charity has developed an innovative solution: connect these people with a network of experts who will coach them to improve the quality and profitability of the products they sell as well as the marketing outreach of such. For example, they created a new online selling platform to help increase sales volume.

What are their objectives?

When the partnership with Amaris Foundation was first established, VUI House was just beginning its activities and was **supporting 180 people** with disabilities. The objective is that in 18 months' time, the non-profit will be able to support +212% additional people to coach a total of **563 people**. In addition to the direct support provided to local Vietnamese workers with disabilities, VUI House has a more general objective of raising awareness of people living with disabilities. They aim to achieve this by posting videos on a variety of social networks to raise awareness worldwide.

What is the aim of the Amaris Foundation's partnership with VUI House?

This project was proposed to the Foundation during the 2017 **Call for Projects** by Nhan, who is both an Amaris Group employee and the Founder and Director of VUI House. It was pre-selected and subsequently received the highest number of votes from our members. **The Amaris Foundation is providing €30,000 in financial support to the non-profit during the 18-month partnership.**

The Amaris Foundation aims to develop a variety of long-term partnerships: not only do we provide financial support, but we go one step further by **co-creating projects** with the non-profit

organizations. With regard to VUI House, we provided them with **IT equipment** to allow them to work more efficiently. We support them in building their visual identity and we are directly involved in increasing the visibility and impact of their actions by organizing exhibitions for example. Moreover, some **Amaris employees give up their own time** and offer their expert knowledge to help develop the organization's website or help in their financial management, for instance.



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What's next?

We will continue striving to achieve our goal of making VUI House a success! We want to have a direct impact on the lives of people with disabilities. We aim to do this by playing a central role in developing the video awareness campaign, encouraging our members to get involved as well as creating innovative ways to make their artwork more profitable.

To sum up: we aim to be a key player in the VUI House adventure!

See you soon,

