



REPORT Narrow the Gap Community Fund and Event 2013: Focus on Children

NARROW THE GAP 2013
Focus On Children

This September, FOCUS on helping disadvantaged children

SUPPORT organizations making HCMC a better place to live

CONNECT to people who care about our city

Spend a fun and meaningful Sunday morning designed for children and adults alike!

Fun kids collaboration games, book reading and arts & crafts corners, great raffle prizes, complimentary food and drinks, silly photo booth, and great networking all to support local nonprofits helping disadvantaged children in HCMC

WHERE: Q4 (Saigon Sound System),
7 Nguyen Tat Thanh, District 4
WHEN: Sunday, Sep 15th 2013
9am - 12pm

PRICE: Regular 220,000 VND Students (16+) 150,000 VND Children (under 16) 120,000 VND
(Pay in advance)
320,000 VND 200,000 VND 220,000 VND
(Pay at the door)

RESERVE TICKETS: www.bit.ly/ticketNTGevent | 08-3512 0092 | event@linn.org

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1. Executive Summary

From June to September 2013, with the help of more than 80 individuals, 30 companies and 52 volunteers, over 300 million Viet Nam Dong was contributed to the Narrow the Gap Community Fund to address children's issues in and near Ho Chi Minh City. Meanwhile, a committee of ten HCMC residents volunteered to evaluate 14 proposals by local, nonprofit organizations and select the five proposals that could best address the needs of children in and near Ho Chi Minh City. The five proposals were posted online and over 2,500 people voted for their favorite, which narrowed the finalists down to three. Finally, on 15 September 2013, over 300 members of the Ho Chi Minh City Community attended the *Narrow the Gap* Community Event where they learned about the top three projects and were asked to vote for the proposal they liked most. This last vote determined the size of the grant each would receive from the *Narrow the Gap* Community Fund:

- **First Place (Grant of VND 150,000,000):** Ceporer Hoc Mon will use these funds to build a clean water tower that will help improve the quality of life for 161 children from 80 families living in Long Thuan (Long An), where the existing water source has been contaminated by alum.
- **Second Place (Grant of VND 100,000,000):** Nhan Ai Social Work Club will offer life skills training and psychological counseling to disadvantaged children in poverty stricken areas of HCMC.
- **Third Place (Grant of VND 50,000,000):** The Center for Multilanguage Database Kim Tu Dien will use these funds to produce a —Let's Learn! E-book for visually impaired children at shelters, clubs and schools in HCMC.

The 300 guests attending the Community Event also voted for the theme for the Narrow the Gap Community Event 2014, which will focus on **EDUCATION**.

During the first week of October, three grant agreements were signed with each of the winners and fund transfers were made (Ceporer Hoc Mon and Kim Tu Dien both received 100% of their committed funds while Nhan Ai Social Work Club received the first of three fund transfers, due to the nature of each of their projects). In the coming months, LIN will coordinate with its *Narrow the Gap* partners to schedule visits to each of the three grantees' project sites and update supporters by way of the *Narrow the Gap* Fund page on Facebook and Blog.

LIN achieved three out of four of the objectives that were set for the Narrow the Gap Fund and Event focusing on children's issues and we partially achieved the fourth objective. The project doubled the amount of money collected and increased the level of community participation, compared with all of LIN's previous efforts. Nevertheless, based on staff experience and feedback from stakeholders, there are areas for improvement. For example, we need to revise the online vote component and we would like to find ways to further increase the number of local companies participating in the fund and event.

2. Introduction to the LIN *Narrow the Gap* Community Fund

Charity is important and provides critical support to people in difficult situations. However, solving problems and preventing escalation of existing issues requires collaboration and planned philanthropy.

For most of us, if we act alone, charity is the only option. Addressing a root cause of a social problem requires time and resources. By coming together and uniting local resources; however, we can take on larger and more difficult challenges, such as the social problems that allow inequality to grow and limit the potential our city has to offer.

Since 2009, LIN Center for Community Development (LIN) has provided support services to donors, volunteers and not-for-profit organizations that are working to improve the quality of life and/or to ensure access to opportunities for all people in Ho Chi Minh City. One of the unique ways in which LIN does this is by managing a Community Fund.

A Community Fund plays a vital role in supporting critical needs in a community. By engaging people with a shared vision, by pooling available resources and by investing in viable projects that address local needs, a Community Fund is able to offer bigger impact with each intervention and greater potential for long-term effects. A Community Fund not only helps to connect people who care with causes that matter, but also helps make it easier and more rewarding for people to become more strategic with their giving.

For local, not-for-profit organizations (NPOs), LIN's Community Fund provides a level of support that was previously missing in Vietnam:

- Investing in the capacity of NPOs and their staff – if NPO staff do their jobs better, the people they serve will reap the benefits.
- Providing a regular source of funding - with grants offered up to three times each year NPOs have time to plan and prepare proposals.
- Offering transparency in expectations - clear eligibility criteria, reporting guidelines, and consultations to applicants ensures that good ideas can be realized.
- Connecting NPOs to other donors – By engaging many different people in the process, NPOs have access to a broad network of prospective donors and volunteers.

Meanwhile, LIN's Community Fund offers unique benefits to philanthropists, whether they wish to contribute money and/or time:

- Good governance – LIN is governed by a voluntary Board of Directors and Advisors and submits to an annual, external audit by Ernst & Young.
- Effective management of funds – LIN team monitors and reports on all pooled philanthropic investments.
- Peer networks – Connect with a community of donors who share a similar vision.
- Expertise – Donors receive support from a specialist community grantmaker, with deep HCMC expertise.
- Choices – Donors are offered multiple options and opportunities for contributing.

Since 2009, LIN invites local not-for-profit organizations (NPOs) to apply for small grants (up to VND 30 million, which is close to USD \$1,500) two to three times each year, based on funds available. NPO applications are submitted to LIN staff who screen for eligibility. Eligible applications are then submitted to a grant application evaluation committee, which is comprised of two to three LIN Board Members and anywhere from two to eight volunteers from the community. Members of the review committee read and individually evaluate applications based on a table of

suggested criteria. Then the members come together for a half-day meeting, during which they discuss all of the applications and select proposals for funding or advancement to a public vote.

Through January 2013, LIN facilitated the allocation of 80 grants to local NPOs, valued at over VND 1.7 billion (the list of grantees, and a description of their funded projects, is available via LIN's annual reports, prior to 2013, and website for grants made in 2012-2013). In December 2011, with support from the Global Fund for Community Foundations, LIN organized a community event to engage the general public, including target beneficiaries, in a voting process to determine which projects would receive funding. That approach was replicated in December 2012.

In 2013, LIN decided to expand and improve upon the concept in order to encourage broader public engagement in all aspects of the community fund and selection process. Hence the birth of an improved project with a new name – **Narrow the Gap Community Fund & Event**.

For the 2013 thematic grant round, LIN set the following four objectives:

- **Objective 1: Collect at least VND 300 million from the community for three small grants to be announced in September 2013.** LIN set out to collect VND 300 million for 3 competitive grants to be allocated in September.
- **Objective 2: Collect VND 120 million for small grants in December 2013.** In addition to raising funds for the thematic grant round, LIN hoped to begin collecting additional funds for a third grant round in 2013 and/or the next grant round in 2014.
- **Objective 3: Engage more stakeholders in the application evaluation and grantee selection process.** LIN set out to engage more individuals, community leaders, companies, media and other HCMC residents to help review grant applications (10 volunteers), to vote online (200 votes) and to vote offline (300 votes).
- **Objective 4: Organize a successful Narrow the Gap Community Event.** LIN set out to form a committee of volunteers to organize a meaningful event that inspire donors, volunteers and NPO staff to work together to address long-term community solutions.

"The concept of community philanthropy has always been with us. Every country and culture has its traditions of giving and mutual support between family, friends and neighbours... the LIN Center, in Vietnam, works to foster giving for small grants to social causes among young middle- class professionals as a strategy for strengthening social cohesion in Ho Chi Minh City."

- Civicus Report (2013)

3. Narrow the Gap Community Fund for Children

For the 2013 thematic grant round, LIN set a target of VND 300 million (~ USD \$15,000) as the amount we hoped to collect from individuals and companies, which would be allocated, as grants, to three projects addressing the needs of disadvantaged children in Ho Chi Minh City. In order to achieve that goal, which was double any amount we had raised in the past, for our community grants, LIN employed a number of strategies, in addition to direct asks, including:

- GlobalGiving Brown Bag Lunch Day & Global Giving (12 June 2013) – In an effort to take advantage of 30% matching funds, LIN launched two projects on GlobalGiving to collect donations for the Narrow the Gap Fund for children. For the first, and most successful project, LIN asked the people in our network to pack their lunch and donate the savings to LIN's Narrow the Gap Community Event. We created a facebook page, videos and photos of LIN staff packing their lunches and circulated the appeal to all of the people in our network. These calls for support were designed to attract support from LIN's expatriate and overseas supporters but they also attracted many local businesspeople. In total, 59 donations came in from that one project. LIN launched a second project on Global Giving, which attracted 7 donations. Overall, we received contributions from 59 unique donors, valued at USD \$3,206 (this is the gross amount, prior to subtracting the 15% fee that GlobalGiving charges for using its website). Our GlobalGiving donors included:

Andrew Miller	Jaclyn Luo	Quynh Anh Dang Nguyen
Anna Kuznetsova	Kate Lam	Rachael Carson
Anonymous (6)	Kimberly Hoang	Ray Nayler
Barbara Dong	Ksenia Dmitrieva	Son Pham
Carol M Fox	Landon Carnie	Suzanne Shea
Catherine Burns	Laura Phan	Suzy Hill
Chau Ta	Leah Raney	<i>Text-to-Give Donation</i>
Chello W B Allen	Linh Taylor	Thanyachat Auttanukune
Christine Nguyen	Margaret Shea	Thi Yen Huynh
Colin Nayler	Mark Sidel	Thuy Dinh Ngoc Pham
Dana R.H. Doan	Mary Shea	Thuy Le
Daniel Acosta	mike doan	Tram M Nguyen
Elizabeth Rose Daly	Nancy Rubin	Tran Phuong Khanh
Elynn Walter	Nguyen Quynh Anh	Nguyen
Emily LAM	Nguyen Thi Ngoc Lan	Tri Pham
Fancy Ku	Nguyen Tran Lan Anh	Trinh Nguyen
GlobalGiving	Pham Bao Khanh Do	Vannie Ho
HUU PHAN	Phuong Nguyen	Vinh Tran

- Narrow the Gap Volunteer Team – In May 2013, LIN recruited a team of Skilled Volunteers to improve, promote and engage more Ho Chi Minh City residents in the LIN Narrow the Gap Community Fund. Originally, LIN hoped to attract 3 to 5 Volunteers; however, we were pleasantly surprised to receive nearly 20 CVs with expressions of interest. From the 20, LIN selected the following 11 individuals:

Name	Affiliation	Status ¹
1 Dang Thi Thanh Van	Vuot Song Shipyard	Completed
2 Le Khac Huy	RMIT	Completed

¹ Completed indicates that a volunteer supported LIN on this project for at least three months, which was the minimum time commitment. Partial indicates that a volunteer stopped working with LIN due to personal reasons, conflicting professional commitments or dissatisfaction with the position.

3	Nguyễn Hoài Thương	ACE Life	Partial
4	Nguyen Thi My Ngan	ADEN Services	Completed
5	Tran Mai Hoa	PwC	Partial
6	Tran Thi Kim Chi	RMIT	Partial
7	Tran Thi Phuong Ngan	Univ. of Social Sciences	Partial
8	Vu Ngoc Tram Anh Nguyen Hoang B.	KPMG	Completed
9	Dung	Ernst & Young	Completed
10	Duong Thuy Dinh	TBC	Completed
11	Pham Thai Ha	Freelance	Completed

The NTG Volunteers were tasked with the following roles and responsibilities:

- *Research and identify long-term donor and partner prospects and identify strategies for first contact.*
- *Help to draft donor/partner benefits and donor appreciation guidelines.*
- *Design and disseminate materials to market the community fund.*
- *Meet with prospective donors to ask for their support, in cash, in-kind and/or participation.*
- *Organize LIN's annual Narrow the Gap event (September 2013), actively engaging residents in the HCMC Community Fund. Activities will include: deciding on the program agenda, identifying and contacting sponsors, coordinating logistics and preparations for the event.*
- **Narrow the Gap Photo Contest** - In July 2013, LIN announced a photo contest whereby amateur photographers would volunteer to be paired with one of four of LIN's NPO partners who are working with children: Te Phan Love Family, Little Rose Warm Shelter, SPI House, Thảo Đàm Social Protection Center and District 8 Shelter. These NPO partners agreed to oversee the photographers in their efforts to capture meaningful photographs of the NPOs working with disadvantaged children. The Volunteer photographers: Minh Thư, Khánh Duy, Hoàng Việt, Hoàng Đông and Minh Luận, were each given ten days to visit the NPO, photograph their activities, aggregate those photos into an album and present their album to LIN's Facebook community. The Facebook community was given 11 days to vote for their favorite album. In addition, the albums were also reviewed by one of HCMC's most famous photographers, Mr. Na Son.

The winner of Narrow the Gap photo contest was Mr. Nguyễn Minh Luận for his photo album, "Te Phan: imperfect rainbows". Mr. Minh Luan received two complimentary tickets to the Narrow the Gap Community Event as well as a ViewSonic digital frame. Minh Thư, Khánh Duy, Hoàng Việt, Hoàng Đông all received one ticket to the Narrow the Gap Community Event, a certificate of participation and a LIN souvenir.

All five of the volunteer photographers did an amazing job adapting to the needs and special circumstances of the NPOs with which they were matched. In one example, the photographer was told that the children's faces could not appear in the photos. They all managed to capture the work of the NPOs and the emotions of the children they serve. Their photos revealed underlying stories, which help to humanize the children who are sometimes recorded as statistics. The photos also help to highlight the important role of not-for-profit organizations that are working to address the needs of these children.

The digital versions of all of the photos that were taken were given to the participating NPOs, free of charge, in hopes that they can be of use to them, whether for marketing, communication or pure entertainment.

For more information about the contest and selection of the winner, please visit

LIN's blog: <https://linvn.wordpress.com/2013/08/06/ket-qua-cuoc-thi-anh-rut-ngan-khoang-cach-2013-vi-tre-em/>

LIN's Facebook page: https://www.facebook.com/NarrowTheGapFund/photos_albums

- **LIN Staff Bake Sale** – On 20 August, the LIN team and several LIN volunteers coordinated a sale of homemade items to raise funds for LIN's Narrow the Gap Fund. 187 items were prepared and sold to employees at five of LIN's most faithful corporate sponsors. We prepared Choux Creams, Soya Milk, Corn Milk, Pumpkin Muffins, Banana Bread and Moon Cakes were donated by Ms. Tiramisu! The total amount collected from the bake sale was VND 9,600,000. Thanks to Asian Tigers Mobility, Horizon Capital Group, MM Software Co., Ltd, BrandMaker Co. and ViiVue for making LIN's first bake sale a success.



- **Second Chance Store Book Sale** - The SCS organized a book sale, including CD discs and audio books on Sunday 25 August 2013. The customers were mostly students and young people. After the 3 hour sale, three quarters of the books and CD discs found new owners. We raised a total of VND 5,749,000! All the money will go to the Narrow the Gap Fund to support projects working with disadvantaged children in HCMC and surrounding areas.

4. Narrow the Gap Grantee Selection Process

The Narrow the Gap Community Fund is an on-going project, which is repeated two to three times each year. At least one grant round follows the standard format. And one grant round has a thematic focus. All grant rounds involve the following four, key steps, with some variation of the sub-steps:

- Step 1. Call for proposals from local not-for-profit organizations (typically in May, June and October)
 - i. Normal grant round: Standard criteria, grant size is capped at VND 30 million.
 - ii. Thematic grant round: A thematic focus is determined by way of a public vote.² And the grant size is variable, depending on the contributions received.³
- Step 2. Review of proposals (typically in April, August, November)
 - i. Review for eligibility (by LIN team)
 - ii. Evaluation of eligible proposals (by a volunteer committee)
 - iii. Selection of grantees
 - 1. Normal grant round: The volunteer committee selects grantees
 - 2. Thematic grant round: The volunteer committee ranks projects and selects finalists. Grantees are then selected by way of an online/offline public vote.⁴
- Step 3. NPO capacity building
 - i. NPO-Skilled Volunteer Matching
 - ii. Organizational Development Skills Training for NPO Staff
- Step 4. Monitoring and Evaluation by LIN + Volunteer Community Members
 - i. Site Visits
 - ii. Interim and Final Reports

On the following pages, we detail how the steps were undertaken for our 2013 thematic grant round and thematic community event, both of which focused on addressing the needs of children in Vietnam.

² Each year, HCMC residents are asked to vote for the thematic area that will be the focus of the Round 2 grants in the following year. (In 2012, LIN's stakeholders chose "children's issues" as the thematic focus for our 2nd grant round of 2013. At our 2013 Community Event, they chose "education".)

³ In 2013, three thematic grants were allocated (3rd prize was worth VND 50 million, 2nd prize was worth VND 100 million and 1st prize was worth VND 150 million).

⁴ During a thematic grant round, the evaluation committee is responsible for nominating three to five applications from among the applications received. Those projects are then presented to the public for online and/or offline voting, which determines which projects will receive a grant and how much they will receive. In 2012, the committee selected 3 finalists and the grant size was determined by way of a vote during a community event. In 2013, 5 finalists were invited to post their projects on LIN's Blog for online voting, which determined the top 3. And the top 3 were invited to present their projects at a community event. Guests attending the event then voted for their favorite project and the number of votes determined the size of grants awarded to each one.

3.1 Call for Proposals

In June 2013, LIN disseminated the following call for proposals.

Call for Proposals LIN Narrow the Gap Community Fund: Children's Issues

For our second grant round of 2013, the LIN Center for Community Development is calling for proposals from local, not-for-profit organizations (NPOs) who are working with, or on behalf of, children in Ho Chi Minh City or nearby Provinces. Recipients of funds from LIN's Narrow the Gap Community Fund will receive the following benefits:

FINANCIAL SUPPORT: Increased cash investment. Three grants will be allocated in the amounts of VND 150 million, VND 100 million and VND 50 million.

TECHNICAL SUPPORT:

- Capacity Building Workshops – LIN will host a workshop, prior to the grant application deadline, designed to help NPOs draft their proposals.
 - 28 June: Conducting a Beneficiary Needs Assessment
 - 12 July: Q&A on the Community Fund & Tips for Proposal Writing
- Skilled Volunteer Matching – Applicants selected to present their projects online and/or at a community
- Event will each be introduced to a communications professional who will work with them, one-on-one, to prepare materials for their presentations.
- Project Audit – LIN may sponsor the selected grantees to receive a complimentary project audit by a professional audit services firm.

NETWORKING: The three projects garnering the most online votes will be invited to present their projects to over 300 residents during a public event. During the event, LIN will facilitate opportunities for these NPOs to build networks of support for their projects.

OBJECTIVES:

- To raise awareness and draw attention to the unique challenges of children in our community.
- To provide support and protection for children living in and near Ho Chi Minh City in hopes of improving their quality of life.
- To inspire local not-for-profit organizations to design and implement programs and services that meet the needs children in their communities.
- Increase the capacity of local not-for-profit organizations through skills building during the application process and throughout implementation of the funded projects.
- Connect people with resources to organizations that need those resources.
- Build stronger communities by linking people together in support of a common cause.

ELIGIBILITY CRITERIA:

- Project Location(s): HCMC or nearby Provinces (including the HCMC metropolitan area, Bình Dương, Đồng Nai, Long An, Củ Chi, Ben Tre, etc).
- Cause: Children's Issues - to introduce and/or improve upon programs and services addressing the needs of children
- Timeline: Up to one (1) year

Note: All applicants must complete the LIN Grant Application Form by 31 July 2013. In order to be eligible, applicants must be a LIN NPO Partner or submit an application to become a LIN NPO Partner along with their grant application

GRANTEE SELECTION PROCESS:

This Community Grant is designed to support NPOs that wish to expand their support networks. As such, we are introducing a special format for the grant review process:

- STEP 1. Grant applications will be reviewed by the LIN team for eligibility.
- STEP 2. A volunteer committee, comprised of LIN Board Members and Skilled Volunteers will review and rank applications according to project criteria and desired characteristics, including:
- Responsiveness: Proposals that respond to the needs and demands of children (based on persuasive quantitative and/or qualitative data).
 - Sustainable/Scalable: Interventions that have the potential for replication and/or expansion, beyond the life of the grant.
 - Long-Term Impact: Proposals introducing long-term solutions will be given priority over projects addressing short-term needs.
- Up to five (5) projects will be selected by the committee to advance to the third phase.
- STEP 3. LIN will create special webpage where visitors can vote for the project(s) they like best among the five (5), selected NPOs. The three (3) projects that receive the most number of votes will advance to the fourth, and final, phase.
- NPOs will be asked to prepare their own, online project briefs. To support NPOs in this effort, LIN will introduce locally based communications professionals to provide feedback and/or suggestions for improvement.
- STEP 4. The top three (3) NPOs will have an opportunity to present their projects during a September community event, with over 300 residents who will be asked to vote for the project they like best. Each of the three NPOs will receive a grant; however, the size of that grant will be determined that day, based on the number of votes each project receives.
- LIN will support each of the 3 NPOs to create a short, video presentation about their projects. The three NPOs will also be given resources to prepare an informational booth and to lead a game for children during the event.*

The deadline to submit an application is close of business on 31 July 2013. Although we prefer electronic submissions, mailed to: npo@LINvn.org., NPOs are allowed to mail or hand deliver their applications to the LIN Office:

LIN Center for Community Development
180/47 Nguyen Huu Canh, Phuong 22
QuanBinhThanh, T.p. Ho Chi Minh
(848) 3512-0092

This Call for Proposals and the LIN Grant Application Form are both available for download via the LIN website at: LIN Community Grant.

More information about LIN's Narrow the Gap Community Fund and Community Event are available here: <http://lincenter.wordpress.com/why-children/>

3.2. Review of Proposals

A. Review for Eligibility

14 local not-for-profit organizations submitted proposals in response to the Narrow the Gap Community Fund Call for Proposals that address the needs of disadvantaged children in or near Ho Chi Minh City. Of those 14, only one proposal was deemed ineligible due to the location of the project (outside of LIN's scope).

The remaining 13 proposals addressed different needs and challenges of disadvantaged children in Ho Chi Minh City, including healthcare, education, entertainment and life skills. All of the projects aimed to improve the lives of children whether they were children with a disability, orphans, street children, children at-risk of abuse, or children living in unsafe conditions.

B. Evaluation of Eligible Proposals

In June, LIN advertised a request for volunteers to join an [Grant Allocation Committee](#), which would be responsible for reviewing and ranking grant applications. The response to our advertisement was excellent and our committee of ten members included: three members of LIN's Board of Directors; three child's rights experts; and four professionals. Committee members were selected based on their experience or knowledge of child rights issues and/or grant proposal evaluation.

Members of the Committee were given one week to review all eligible applications. For each application, committee members were asked to independently complete an evaluation form and submit them to LIN prior to a group meeting. On 10 August 2013, members of the Grant Allocation Committee met for a dynamic, four-hour discussion, which resulted in the selection of their top five projects.

The five selected projects included:

- Making a video clip on "Health education for teenagers, especially teenagers with visual or hearing impairment", by *The Ho Chi Minh City Association for the Support of the People with Disabilities and Orphans*;
- "Clean water tree" for children in the rural area of Long Thuan town, Long An province, by Ceporer Hoc Mon;
- Digitalized Let's Learn textbook for children with visual impairment, by *The Center for Multilanguage Database Kim Tu Dien*;
- Promotion of healthy entertainment and education for children: "Singing often is better than singing well", by *Tinh Than Network*;
- Support for disadvantaged children, by *Nhan Ai Social Work Club*

"The proposals addressed a wide range of issues and suggested solutions to these issues in many creative ways. The NPOs showed their improvement in proposal writing and planning. They also paid more attention to the sustainability and scalability of their projects. There was a network formed amongst NPOs where they shared information, needs and achievements through their project activities."

Ms. Tran Thi Thanh Huong,
Member, Narrow the Gap Grant Allocation Committee 2013
Member, LIN Board of Directors

C. Public Online Vote

The online vote, to narrow down the top five to the top three projects was a brand new component of the *Narrow the Gap* grant selection process. From 9:00am on 15 August to 5:00 pm on 22

August, members of the online community were invited to read about the top five projects, submit comments and vote for the project they liked best. LIN introduced the online voting component for the following reasons:

- To demonstrate to NPOs how they can play a more proactive role in promoting their projects and attracting broad support from the community by mobilizing their social networks;
- To empower community members who want to know about, comment on and influence how public funds are disseminated;
- To engage a large number of people to think about how they can work together towards the common good;
- To raise awareness about five projects and five local, not-for-profit organizations who are working to address community needs.

LIN's initial target was to attract at least 200 votes and the online vote managed to surpass that goal within a few hours after the online vote was announced. Over 2,700 people took part in *Narrow the Gap Online Vote*, which was almost 14 times more than our original target. (In fact, 9,885 votes were received through the system; however, after screening votes for legitimate email addresses, we found that over 7,000 of the votes submitted were ineligible due to fake email addresses and/or multiple votes by the same individual.)⁵

Results of the Online Vote

	Total Votes (Pre-Screening)	Total Votes (Post-Screening)
Project 1: Video on Reproductive Health & Life Skills Education for Visually & Hearing Impaired Teenagers (HCMC Association for People with Disabilities and Orphans)	110	87
Project 2: Clean Water Tower (Ceporer Hoc Mon)	1681	1019
Project 3: Let's Learn E-book for visually impaired children (Kim Tu Dien Center)	3404	538
Project 4: Singing often is better than singing well (Tinh Than Network)	828	336
Project 5: Support for disadvantaged children (Nhan Ai Social Work Club)	3862	770
	9,885	2,750

⁵ The LIN team anticipated this problem and prepared by requiring that all voters type in their email addresses, a reason for selecting the project they voted for, and type in a security screen *captcha* before submitting their vote. Nevertheless, some individuals found innovative ways to submit multiple votes. LIN implemented several strategies to address this problem. Firstly, we called each of the five NPOs whose projects were being voted on to inform them about the problem and our proposed strategy. Secondly, we disabled the online vote tally (thus hiding the number of votes submitted for each project so it was only available to the LIN team). Thirdly, we decided we would not make daily announcements or interim vote announcements. Fourthly, we made an announcement on our website, blog and Facebook page about the change of plans, instead of updates on the vote tally we would only inform about the final vote tally, the day after the voting period is over. Fifthly, we purchased online software that helps to identify obviously fake email addresses. Finally, members of the LIN team scrutinized the remaining votes to identify and remove ineligible votes, which were not captured by the online software.

In addition, the online vote provided a forum for people to say why they chose a project and question the necessity and design of projects through Blog comments. Below are the Blog comments received and the answers to two comments by NPO representatives:

Blog Comments on Project 2: Clean Water Tower for Children in Long Thuan (2 comments, 1 response from NPO)

- Danh gia cao ve Du an nay nói (19/08/2013), “Toi danh gia rat cao ve du an nay, vi hien nay nguon nuoc cua cong dong dan cu nong thon bi nhiem ban rat cao, rat can co nguon nuoc sach cho tre em noi rieng va cho nhieu nong ho vung nong thon noi chung! Thanks. Dr. Ho Van Chien (Director of Southern Regional Plant Protection Center)⁶
- Young Creat group nói (12/09/2013), “toi ung ho DA nay nhung nen nghien cứu kết no61i8 thêm để cây nước nài làm ra nước uống được cho bà con ko phải d8un náu... nếu làm theo hướng này tôi sẽ ủng hộ,,,”
 - Cơ Sở Btxh Hocmon trả lời (11/10/2013), “Chào bạn, tôi phụ trách cơ sở Hóc Môn, dự án nước sạch đã thành công và iện nay tôi cũng đang có hướng thực hiện dự án nước uống không cần đun. Rất mong được sự hợp tác của bạn”

Blog Comments on Project 3: Let's Learn E-Book for Visually Impaired Children (1 comment and 1 response from NPO):

- Ngô Đình Minh Toàn nói (15/08/2013), “có chi phí lương nhân viên ... vậy có phải là NPO”
 - Nguyễn Kiều Anh trả lời (15/08/2013) Cảm ơn bạn đã hỏi. Minh là Kiều Anh xin được đại diện cho trung tâm KMDC trả lời câu hỏi này. Trung tâm KMDC là tổ chức gồm những nhóm tình nguyện viên là những nhân viên thuộc công ty KMDC, giáo viên sinh viên thuộc trường ĐH KHTN TPHCM và ĐH KHXH&NV TPHCM. Ở đây chi phí lương nhân viên sẽ do trung tâm KMDC tự đóng góp, các bạn nhân viên như là những tình nguyện viên thực hiện dự án hoàn toàn không lấy chi phí, chúng tôi ghi ra đây để mọi người cùng hiểu về chi phí thực của dự án này mà thôi.”

The online vote also gave insights into why people chose to vote for one of the projects. Below are some of the reasons people gave for voting for one of the top three finalists:

Project Name	Selection of reasons given for voting for one of the top three projects
Clean Water Tower for children in rural areas contaminated by alum in Long Thuận by Long An - by Ceporer Hoc Mon	<p>Common Reasons Given:</p> <ul style="list-style-type: none"> • Testimonial: I am a volunteer/staff/donor of Hoc Mon • Project Approach: I think the provision of clean water is a basic necessity for children • Need: I live in Long An and I understand the problem • Urgency: Those children need clean water right now! <p>Quotes:</p> <ul style="list-style-type: none"> • Having clean drinking water is a basic need and right for all, which is why I choose this project. • I am a child of the Long An area, and I understand what it means to suffer as a result of a lack of clean water. • All of the projects should be realized, but we need to be able to provide clean water at every meal for all people, every day. • I chose this project because I think clean water is essential to helping children in rural areas, especially rural areas that are affected by alum

⁶ This comment actually stimulated a more elaborate and interesting discussion about salaries for NPO staff on LIN's Facebook page and an online discussion forum for NPO staff which is managed by LIN.

	<p>that was used to avoid infectious diseases from the use of unclean water. Also, I used to live in the countryside and I hope all people in rural areas have access to clean water.</p> <ul style="list-style-type: none"> • I am an engineer and I understand sewage issues and the water shortage situation in the countryside... • You need to have good health in order to develop.
Let's Learn E-book for visually impaired children by <i>The Center for Multilanguage Database Kim Tu Dien</i>	<p>Common Reasons Given:</p> <ul style="list-style-type: none"> • Testimonial: I am a staff/volunteer/friend of KTDC • Project Design: Education is essential for children, especially children with disability • Need: Children with disability need these resources • Innovation: Apply technology to education • Sustainability: This book can benefit people throughout Vietnam and in the future. <p>Quotes:</p> <ul style="list-style-type: none"> • With global integration everyone must know English. • The project applies technology to the training of the younger generation. • It is a practical project. Helping visually impaired children to learn, free access to this knowledge, this will improve their lives. • Nowadays there are many English books, but there are not enough books for children with disabilities. • Because it is useful for the community and I have the same vision. • I was involved in numerous projects for the visually impaired and I know they desperately need this project!
Support for disadvantaged children by <i>Nhan Ai Social Work Club</i>	<p>Common Reasons Given:</p> <ul style="list-style-type: none"> • Testimonial: I am a volunteer/friend of the Nhan Ai Social Work Club. • Project Design: This is a great project • Need: I've met these children and they need our support. • Proven Impact: This project has strong impact on those children after 1 year/ I can see the good result after 3 years. • Sustainability: Change their attitude, change their future • This model of volunteering activity is suitable and meaningful for students. <p>Quotes:</p> <ul style="list-style-type: none"> • This is a practical project that can have a great social impact. It will change the lives of street children. • This is a practical project. Many families face difficulties and this is suitable for improving the ability of the students. • This project will prove to be of great value in the long term, it can change perceptions as well as lives. • The project is taking place where I live, this was my experience, that is why I like this project • This project offers a longer-term approach, and it is practical. I've seen the children change after one year. • I like this project because it evokes the true meaning of volunteering, the values of education.

We asked the 5 finalists to give us feedback on the online vote. One of the NPOs that did not win, Tinh Than Network, provided the following comments:

"We did not like online voting...LIN needs to find other useful and effective ways to get people to vote for projects. For example, after the first selection round [Committee Evaluation], LIN can

either: (a) invite thematic area experts to vote for the best project idea and approach; or (b) invite the top five NPOs to present their projects to thematic area experts or the grant allocation committee, who would then vote and give comments directly to the projects.”

Overall, the LIN team is thrilled with the outcome of the public vote. Nevertheless, we recognize and must always be aware of the challenges involved with online voting, including but not limited to the following:

- Originally, LIN planned to show the running vote tallies on the website; however, once we discovered that a significant numbers of incoming votes were coming from invalid addresses, we decided to take the vote tally down.
- Online voting has the risk of becoming a popularity contest rather than a quality evaluation mechanism.
- Online voting also risks detracting from the role of professionals who are skilled and experienced in evaluating project proposals.

In the future, we plan to continue to use online voting to raise awareness, to gather opinions from the general public and to motivate NPO staff to mobilize their existing networks and expand their support base. The actual decision-making power of those votes may be limited somewhat to avoid becoming a popularity contest.

3.3 NPO Capacity Building

A. Training: Beneficiary Input for Participatory Programming: Basic Principles and Methods of Community Based Research.

Location: LIN Community Center
Date/Time: 28 June 2013, 8:30am to Noon
Participants: 21 NPO Representatives

LIN partnered with Dr. Ngo Van Hieu, Assistant Professor of Faculty of Social Work at University of Calgary in Canada, and experienced trainer in community based research and community development, to conduct an introductory workshop on community based research for our NPO partners. During the workshop, NPOs learned about the various methods of gathering information from their beneficiaries and/or the communities they serve and how to implement a basic beneficiary survey.

Through examination of a case study, critical dialogue and participation in experiential activities, participants were given an opportunity to: develop and/or strengthen theoretical grounding with respect to human capacity and diverse views of community issues, and community development; develop a basic understanding about community-based research; and explore ways to integrate community-based research into their nonprofit activities.

During his workshop, Dr. Hieu shared his experiences studying violence among multi-ethnic teenagers in Canada. Using this example, he guided the 21 workshop participants in an introductory course on community based research, explaining theories as well as best practices and lessons to learn from his own experience.

As part of this workshop, Dr. Hieu helped participants to brainstorm ways to build understanding and design better programs for their beneficiaries. He introduced a template survey of beneficiaries, which was designed by LIN, as an example of how organizations can collect opinions and information from the people they serve or seek to support.

"The presentation of Dr. Hieu helped me realize the importance of participation of people in community, what we didn't care much in the past. Before, our group worked more in charity and we have thought of encouraging the participation of people but we still confused and didn't know how to do it, and this workshop, we have a more positive thought of encouraging the participation of community in future actions."

- Nguyen Van Anh, Head of Vietnam ECO group.

Dr. Ngo Van Hieu's areas of interest include community-based research, community development, leadership, multiculturalism and diversity, nonprofit management, youth crime prevention, and adult education. He has received a number of national awards for his work, including the Terry Fox Humanitarian Award and Social Sciences and Humanities Research Council of Canada Scholarship.

No	Name of Participants		Organization Name
	Family Name	First Name	
1	Luu Kim	Cuc	Bình Lợi
2	Vo Hoang	Van	Nốt Lặng
3	Mai Bao	Trung	CLB Nhân Ái
4	Pham Van	Anh	ECO-Vietnam Group
5	Vo Kim	Huong	Thiện Tâm Hương
6	Minh	Phuong	Nhom Nu Cười
7	Le Thi My	Huong	Khoa CTXH-ĐH Mở
8	Hong To Hue	Lan	Trung tam Co so Hoc Mon
9	La Hong Anh	Thu	Trung tam Co so Hoc Mon
10	Nguyen Luu Bich	Tram	B-group
11	Tran Phuoc	Loc	Nghiêm Minh
12	Pham Thanh	Van	Tinh Thân
13	Chi	Thu	Te Phan
14	Do Thi	Loc	SPI, HCM Child Welfare Association
15	Pham Thi Tuyet	Mai	Dear Community of HCMC
16	Pham Cao Phuong	Thao	Dear Community of HCMC
17	Vo Ngoc	Hieu	Dear Community of HCMC
18	Doan Manh	Khiem	Dear Community of HCMC
19	Tran Van	Tru	Mái ấm Ánh Sáng Q.10
20	Phan Viet	Hai	Thiện Tâm Hương
21	Nguyen Ngoc	Phuc	Dự án Tương Lai

B. Fundraising Strategies for Narrow the Gap (July 12, 2013)

Location: LIN Community Center
 Date/Time: 12 July 2013, 9:00am to 11:00am
 Participants: 22 NPO Representatives

In late June, LIN announced the Narrow the Gap Community Fund's call for proposals to address the needs of disadvantaged children in and near Ho Chi Minh City. To help prospective applicants gain a better understanding about the process of grantee selection, the roles and responsibilities as well as the potential benefits of participation in the grant round, LIN organized a workshop, which set out to introduce and address questions relating to the Call for Proposals; provide tips for proposal writing as well as impact measurement indicators; and explain and address questions regarding the source of funds for the grant and the process of selection for NPOs interested in applying for this grant round. Below is a list of participants:

No	Name of Participants		Organization Name
	Family Name	First Name	
1	Pham Thanh	Van	Tình Thân
2	Tran Thuy	Ai	Hội BTTE và NKT
3	Nguyen Vo Bao	Ngoc	Saigon Hotpot
4	Nguyen Thi Thanh	Kieu	BabyDream
5		Hang	Khánh Hội
6	Hong To Hue	Lan	Hóc Môn
7	La Hong Anh	Thu	Hóc Môn
8	Nguyen Van	Nam	cá nhân
9	Hoang Thi Minh	Tam	Mái ấm Hoa Hồng
10	Mai Bao	Trung	CLB Nhân Ái
11	Nguyen Luu Bich	Tram	B-Group
12	Nguyen Thi Phuong	Linh	Trung tâm Tương Lai
13	Nguyen Viet	Truong	MATA
14	Do Thi	Loc	Nhà SPI
15		Thu	Te Phan
16	Nguyen Thi	Thuy	Thảo Đàm
17	Vu Thi Kieu	Dung	Trung tâm Ánh Dương
18	Nong Thi Bich	Chuyen	Trung tâm Ánh Dương
19	Tran	Tuan	MATA
20	Tran Thi	Nhieu	Hội BTTE và NKT
21	Pham Phuong	Linh	Khoa CTXH ĐHKHXH&NV
22	Le Thi	Mai	Mái ấm Hoa Hồng Nhỏ

C. NPO Training – Preparing for the Online Vote

15 August 2013, LIN invited the five NPOs, whose projects were selected by the Grant Application Evaluation Committee, to participate in an intimate, two-hour training on strategies to attract online votes for their project. LIN's Communication Coordinator, Ms. Lai Hong Vy led the training, which was attended by four of the five finalists (the HCMC Association for People with Disabilities and Orphans was unable to attend).

The content of the training included an: introduction to the online vote process; the objectives of the online vote; opportunities and limitations of the online vote; strategies for effective online communications. In addition, Ms. Vy shared lessons learned and the experiences of the LIN team after participating in two different online vote competitions: NextGiving, a project of MobiVi (in Vietnam) and the Olga Alexeeva Memorial Prize (Global).

D. Skilled Volunteer Matching for NPO Finalists

After the conclusion of the online vote, each of the three NPO finalists was reminded that they would have three weeks to design a two-minute video clip about their project, an information booth for guests to learn more about their organization and project, and practice communicating informally with prospective donors, volunteers and other stakeholders.

On 26 and 27 August 2013, LIN's Volunteer Coordinator introduced two of the three finalists to their own volunteer who has skills and experience in the marketing/communications industry. One of the finalists, The Center for Multilanguage Database Kim Tu Dien, declined the opportunity to be matched with a skilled volunteer.

The goal of the NPO-Volunteer matching was to help the NPOs to communicate effectively about their project in front of a large group and via one-on-one conversations with stakeholders, in order to gain buy-in for their project, attract support from donors and volunteers, and, ideally, win the most votes and top prize in LIN's Narrow the Gap Fund competition.

The NPOs and their volunteers engaged in the following activities together:

1. Introductory meeting to learn about the organization and the proposed project.
2. Create a compelling, short video clip introducing the project and how it will address the needs of vulnerable children in HCMC. The video clip could be up to two (02) minutes, using Vietnamese language with English subtitles, and must include the following elements:
 - a. History of the organization implementing the project (demonstrating NPO's capacity to implement the project)
 - b. Vision/Mission of the organization (long-term goals)
 - c. Objective/Purpose of the project (connection to the NPO's vision/mission)
 - d. Proposed activities of the project
 - e. Milestones/Benchmarks (how will the NPO measure success?)
3. Prepare communication materials for the NPO's booth at the 15 September Narrow the Gap Community Event. In addition to information about the project, the booth should provide information about the organization implementing the project. *Note: Each NPO received up to VND 2 million for preparation of communication materials to be used during the event.*
4. Practice presentation skills for communicating with guests who may visit the NPO booth or talk with an NPO representative during the event.
5. Attend the Narrow the Gap Community Event to present and communicate about the project and organization to guests.

For the two NPOs matched with skilled volunteers, the experience proved to be mutually rewarding, as evidenced by the testimonials from NPO representatives and their volunteers:

NPO Testimonials	Skilled Volunteer Testimonials
<p>Ceporer Hoc Mon</p> <p><i>"Mr. Tan helped us to prepare a video clip, design the backdrop, standee and leaflet to introduce the organization and project at Narrow The Gap event. Tan was a man of few words but very fast and paying attention to details when it came to work. This is what I like about him. I am in no doubt that his support contributed a great deal to our success. What's more important is that he promised to</i></p>	<p>Mr. Vo Thanh Tan</p> <p><i>"I am very happy because I could contribute to the effort of bringing clean water to the people in Long An. Ms. Lan and everybody from Hoc Mon Social Center provided me the best support they could so that I could finalize the video clip. This volunteer work has helped me to experience the difficult life of certain population and provided me with the opportunity to give back to the community."</i></p>

<p><i>continue his support and he is helping us with the next project.”</i></p>	
<p>Nhan Ai Social Work Club</p> <p><i>“Mr. Quy Duc helped us to make a 2 minute video clip for Nhan Ai Social Work Club and photography for our communication campaign. He also shared his tips and experience in videography for us.</i></p> <p><i>I truly feel that Quy Duc was a committed volunteer, his work was well-defined and effective. When we made the video clip, he had to film it at 2am but he never complained. He came with us to each household and persuaded them to participate. He never gave up, even when there were a lot of difficulties in getting permission. I would never forget the sight of him lying on the waste container, or lower his camera into the trash bin to capture the footage. We learned so much on our trip with him, from his action to his experience sharing.</i></p> <p><i>Quy Duc was an amazing volunteer. He planned the script, did all the filming and editing in only two days. We really appreciate the support from Quy Duc. I hope that LIN will continue to be the bridge to connect us to such wonderful people.”</i></p>	<p>Mr. Nguyen Quy Duc</p> <p><i>“I helped Nhan Ai Social Work Club to produce a video clip to show at Narrow The Gap event. Thanks to this project, I got to visit places normally hidden from the public eye in HCMC, especially So Thung landfill in Binh Thanh District.</i></p> <p><i>The friendliness shown by residents at So Thung towards me helped me realize the impact that Nhan Ai Club has created by committing many years at this landfill to provide education support to the children.</i></p> <p><i>Volunteering enables me to travel places and get to meet people who would otherwise not be open to me. For a person who loves to experience different aspects of life like me, that means a lot.”</i></p>

It is also interesting to note that the two volunteers who worked with LIN's Skilled Volunteers wound up winning first and second place at the event while the NPO that declined the volunteer won third place.

Narrow the Gap Community Event 2013

Goals of LIN Narrow the Gap Event 2013:

To raise awareness of HCMC residents about children's issues in Vietnam, and provide an opportunity for HCMC residents and companies operating in the city to directly contribute to the programs by local not-for-profit organizations that address children's issues in HCMC. In addition to the main goal, the event will also:

- Engage HCMC residents in selecting NPO projects that best address children's issues in the city;
- Collect contributions to future rounds of the Narrow the Gap Community Fund;
- Facilitate networking for LIN NPO partners, Volunteers and Donors;
- Raise awareness about LIN Narrow the Gap Fund and ways to get involved in community building activities.

Target Audience:

- 300 residents of HCMC, concerned about children's issues, public (including local and expat communities);
- Local NPO representatives and their beneficiaries;
- LIN current and past sponsors, volunteers, and supporters;
- International NGO representatives;
- Business representatives (Chambers of Commerce, Board Members, and HCMC Professional Associations, Women's Business Association) and social entrepreneurs (CSEP Network);
- Mass media representatives;
- Local government representatives.

Event Agenda:

Time	Activity	Location
9AM ONWARDS	Event Begins! Enjoy On-going Games & Activities (see below)	Various
9:15 AM	Welcome and NTG 2013 Video 3 Videos from Narrow the Gap Finalists! <u>Announcement:</u> Narrow the Gap Photo Contest Winners	Stage
10:15 AM	Welcome and NTG 2013 Video 3 Videos from Narrow the Gap Finalists! <u>Announcement:</u> Winner of the Community Partnership Initiative	Stage
11:00 AM	NPO Handicrafts Sale	NPO Info Area
11:30 AM	Lucky Draw Raffle	Stage
11:50 AM	Final Announcements: • Theme for Narrow the Gap 2014	Stage

- 1st, 2nd and 3rd Place NPO Projects
- Event Ends

12:30 PM



Description and Outcome of Event Activities:

- **Report on Narrow the Gap Women's Grant Recipients:** The program included the results of three projects supported through the LIN Community Grant and Event for Women in December 2012. The short report included a website link to the more detailed reports, which are featured on LIN's Blog:

<https://lincenter.wordpress.com/narrow-the-gap-fund-2012-focus-on-women/>

- **NPO Information Booths:** Each of the three finalists were given a table, two chairs and a small budget to set-up a booth at the entrance to the event. Guests were encouraged to visit the booths to learn about the NPOs, the proposed projects and ask any questions they might have before making their decision.



- **Vote for Your Favorite Project!** The top three projects had an opportunity to present their proposals to address the needs of children by way of a **two-minute video and an information booth**. Guests were encouraged to watch the videos and visit the information booths before voting for their favorite project. A box was located in the middle of the room where people could drop their completed ballots during the event. Thirty minutes before the event ended, the box was collected and one LIN staff, one LIN volunteer and one event guest counted the votes. The final tally and winners were announced at the end of the event:

FINAL VOTE TALLY
 (329 votes: 325 counted, 4 deemed invalid)

First Prize = VND 150 million

Clean Water Tower for children in rural areas contaminated by alum in Long Thuân, Long An
NPO: Ceporer Hoc Mon

155 votes

Second Prize = VND 100 million

Support for disadvantaged children
NPO: Nhan Ai Social Work Club

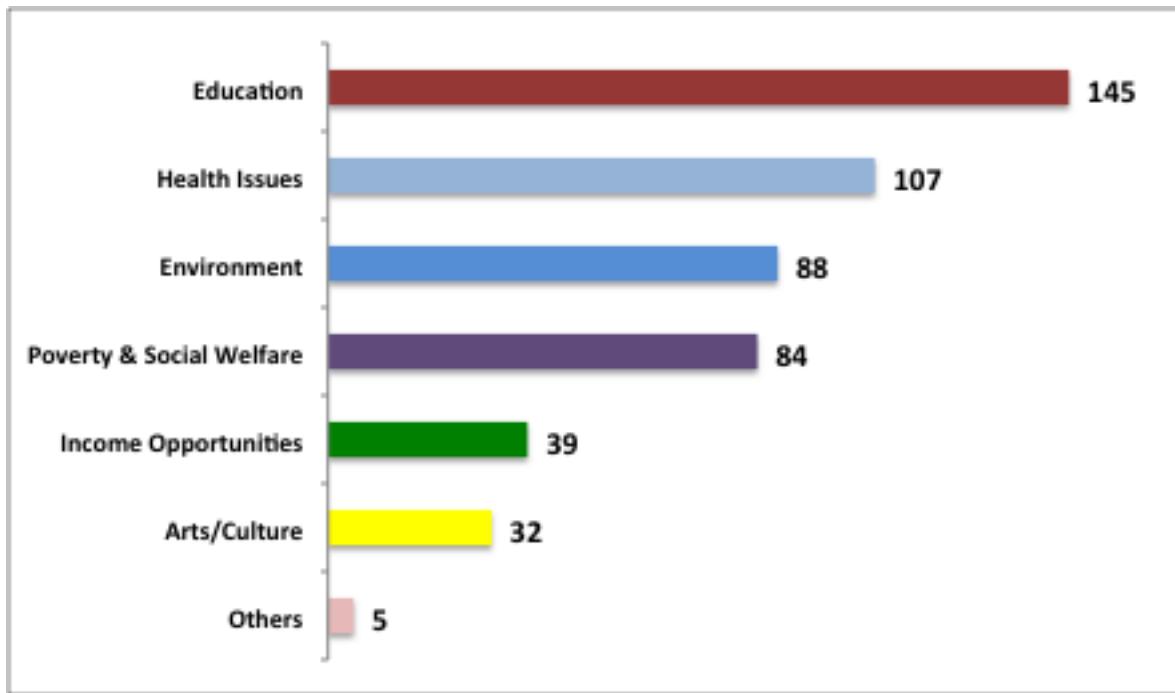
98 votes

Third Prize = VND 50 million

Let's Learn E-book for visually impaired children
The Center for Multilanguage Database Kim Tu Dien

68 votes

- **Vote for Narrow the Gap 2014 Theme** – All the event guests were invited to vote for up to two of the proposed six themes (or add one of their own) to help determine what theme will be the focus of Narrow the Gap Fund and Event in 2014. The guests checked the box next to one or two themes on a separate part of their ticket and dropped the voting ballot in the box at the event. At the end of the event, LIN staff and volunteer guests counted the votes and announced that the theme for the 2014 round of NTG Fund will be Education. (Note: the number of votes adds up to 500 because guests were allowed to select more than one theme.)



- **Tree of Fortune** – With a donation of VND 50.000, guests could pick one red envelop from our Tree of Fortune and find out what was inside. More than half of the envelopes contained a sponsored prize or raffle ticket. The remaining envelopes contained a message to make that

person smile. 56 people tested their luck on the tree and donated VND 2.8 million in the process. Below is a list of prizes and winners.

Description of Prize	Name of Winner
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Nguyen Thi Thanh Kieu*
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Nguyen Huu Hanh*
Shri Restaurant Lounge Voucher (2.5 million VND)	Be Anh Nhi*
Pair of Xu Restaurant & Lounge vouchers (1 million VND)	Nguyen Van Anh
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Nguyen The Dinh
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Rebekah Maley
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Tan Hui Moon
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Ray Nayler
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Nicola Tingey
Nike Vietnam Soccer Balls (500,000 VND)	Nguyen Thi Thuy
Nike Vietnam Soccer Balls (500,000 VND)	Vladimir Slachta
Nike Vietnam Soccer Balls (500,000 VND)	Pham Nguyen Thanh Thao
Nike Vietnam Soccer Balls (500,000 VND)	Ray Naylor
Nike Vietnam Soccer Balls (500,000 VND)	No Winner*
Nike Vietnam Soccer Balls (500,000 VND)	No Winner*
Nike Vietnam Soccer Balls (500,000 VND)	No Winner*
Nike Vietnam Soccer Balls (500,000 VND)	No Winner*
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	Caroline Bidermann
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	Ta Duy Phuoc An
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	Jaom Fisher
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	Ray Naylor
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	No winner*
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	No winner*
1 Nike Vietnam Soccer Outfit for Children (350,000 VND)	No winner*
Shri Yoga Service Voucher (200,000 VND)	Jaom Fisher
Spa La Viet Service Voucher (200,000 VND)	Vladimir Slachta
Spa La Viet Service Voucher (200,000 VND)	Olivia Tingey
Spa La Viet Service Voucher (200,000 VND)	Vu Phuong Nghi
MegaStar Media Movie Tickets (3 tickets = 187,000 VND)	Pham Thanh Thuy Vy
MegaStar Media Movie Tickets (3 tickets = 187,000 VND)	Pham Nguyen Thanh Thao
Voucher for Nicky's ZumbaFitness Zumba Class for Girls (180,000 VND)	Ha Thi Thu Ngan
Voucher for Nicky's ZumbaFitness Zumba Class for Girls (180,000 VND)	Ha Thi Thu Ngan
Voucher for Nicky's ZumbaFitness Zumba Class for Girls (180,000 VND)	Caroline Bidermann
Voucher for Nicky's ZumbaFitness Zumba Class for Girls (180,000 VND)	Pham Thanh Thuy Vy
Voucher for Nicky's ZumbaFitness Zumba Class for Girls (180,000 VND)	Ray Nayler
Set of 5 Vouchers for Nicky's ZumbaFitness Hip-Hop Class for Kids (180,000 VND)	Bui Thi Ngoc Linh*

*Note 1: Where prizes were not claimed, LIN contacted the donor to either return the sponsored prize or come to an agreement on how we might use the sponsored prize during a future LIN event/activity.

*Note 2: The LIN team moved these prizes over to the Raffle, as they were left unclaimed when the Tree of Fortune game was concluded at 11:30am.

- **Raffle** - By filling out the first part of his or her entrance ticket, every guest could receive a free raffle ticket. Additional tickets were also available for a donation of 50,000 VND. 99 raffle tickets were sold, for a total donation of VND 4.95 million. The raffle draw took place at the end of the event, immediately before the announcement of our 1st, 2nd and 3rd place project winners. The list of raffle prizes and winners is detailed below:

Description of Prize	Name of Winner	Game
2-nights stay at the Sheraton Nha Trang Resort & Spa (12.6 million VND)	Le Thi Hong Nhi	Raffle
Yola Institute Scholarship to study English (9-16 million VND)	Phan Manh Tung	Raffle
Yola Institute Scholarship to study English (9-16 million VND)	Nhat Anh	Raffle
ILA Vietnam English Language Training Scholarship (9-10 million VND)	La Thi Thu Sa	Raffle
ILA Vietnam English Language Training Scholarship (9-10 million VND)	Bui Thi Le Hang	Raffle
Shri Restaurant Lounge Voucher (5 million VND)	Pham Thuy Thuy Tram	Raffle
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Le Thi Oanh	Raffle
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Nguyen Tran Hoang Anh	Raffle
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Michael Modler	Raffle
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Tran Tuan	Raffle
Khai Vy Corporation Furniture Set (4.2 million VND/set)	Nguyen Thanh Giang	Raffle
1 set of 11 Nike Vietnam Soccer Outfits for Children (3.85 million VND)	Nguyen Thi Nhon	Raffle
Shri Restaurant Lounge Voucher (2.5 million VND)	Nguyen Thi Thuy	Raffle
Pair of 2 BBQ Garden vouchers (1 million VND)	Pham Tan Diu	Raffle
Pair of 2 Wrap & Roll Vouchers (1 million VND)	Mai Bao Trung	Raffle
Pair of 2 Wrap & Roll Vouchers (1 million VND)	Nhat Anh	Raffle
Pair of 2 Wrap & Roll Vouchers (1 million VND)	Nhat Anh	Raffle
Pair of Xu Restaurant & Lounge vouchers (1 million VND)	Vo Thanh Tan	Raffle
Set of 5 Nicky's ZumbaFitness Pilates vouchers for adults (900,000 VND)	Pham Ng Minh Thu	Raffle
Set of 5 Nicky's ZumbaFitness vouchers for adults (900,000 VND)	Andrew	Raffle
Set of 5 Nicky's ZumbaFitness ZumbAtomic vouchers for kids (900,000 VND)	Le Thi Hong Nhi	Raffle
Set of 4 Shri Yoga Service Vouchers (800,000 VND)	Hoang Thi Thu Huyen	Raffle
Spa La Viet Service Vouchers (3 vouchers = 600,000 VND)	Nguyen Dung Linh	Raffle
Spa La Viet Service Vouchers (3 vouchers = 600,000 VND)	Michael Modler	Raffle
Spa La Viet Service Vouchers (3 vouchers = 600,000 VND)	Duc Le	Raffle
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Ms. Le Thi Hong Nhi	Raffle
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Ms. Nguyen Thi Kim Anh	Raffle
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Mr. Gabriel Meranze Levitt	Raffle
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Mr. Nguyen The Dan	Raffle
L'Oreal / Vichy Laboratories Service Voucher (500,000 VND)	Ms. Chau Thanh Ngon	Raffle
Nike Vietnam Soccer Balls (500,000 VND)	Le Thi Hong Nhi	Raffle
Nike Vietnam Soccer Balls (500,000 VND)	Chau Thanh Ngon	Raffle

Nike Vietnam Soccer Balls (500,000 VND)	Nguyen Thi Hong Xa	Raffle
Nike Vietnam Soccer Balls (500,000 VND)	Le Thi Thu Sa	Raffle
Nike Vietnam Soccer Balls (500,000 VND)	Tran Nhat Anh	Raffle
MegaStar Media Movie Tickets (5 tickets = 312,500 VND)	Nguyen Vy	Raffle
MegaStar Media Movie Tickets (5 tickets = 312,500 VND)	Do Thi Ngoc Phuong,	Raffle

- **Trivia Game** - With a donation of 10,000 VND, guests could test their knowledge about the challenges of children in HCMC today. All correct answers entitled the player to receive one raffle ticket. This game attracted 14 players, for a total donation value of VND 140,000.
- **Balloon Pop Game** - With a donation of 50,000 VND, event guests were invited to throw a tennis ball to try and pop any balloon in order to win one or more raffle tickets. This game proved to be especially challenging for our guests. This game attracted 12 players, for a total donation value of VND 600,000.
- **Photo Booth** – The guests were invited to take their own photo or let LIN's amateur photographers capture a happy, silly, beautiful moment using Hawaii inspired props and a seaside backdrop.



Check out more Hawaiian inspired photos on the *Narrow the Gap* Facebook page: <https://www.facebook.com/media/set/?set=a.185823621601628.1073741842.158600674323923&type=1>

- **Group Games** - Staff from two local nonprofits who work with disadvantaged children in Vietnam, both A New Day and Ceporer Hoc Mon, organized fun, collaborative games and entertainment for children attending the event.



- **Art / Reading Corner** - Children had an opportunity to purchase and paint their own statue,

read or listen to a magical story. Children and their parents were invited to explore the books by themselves, read out-loud to children children and/or paint a small sculpture. Parents of children who painted a statue donated VND 490,000.

- **Pony Rides!** - With a donation of 20,000 VND, the children attending the event were invited to ride a pony. A LIN photographer was also ready to capture the moment. LIN would like to thank the [Saigon Pony Club](#) for supporting the event. 25 children got the chance to ride a pony during the event. Total donations made amounted to VND 500,000.
- **Narrow the Gap Introduction Video** - A short video introducing children's issues in HCMC, three NPOs addressing these issues, and Narrow the Gap Fund 2013 was produced thanks to the kind support of Blah Blah Film Productions and three NPOs: Te Phan Love Family, Thao Dan Center, and The Future Project.
- **Networking BINGO** – All the guests were invited to participate in this activity twice during the event. The participants received a bingo card that they were to fill out by approaching various event guests and participants. Those who filled out their cards first received prizes.

ROUND 1 WINNER - FIRST PRIZE	Name of Winner	
Pair of 2 Wrap & Roll Vouchers (1 million VND)	Nguyen Thi Dao	BINGO
ROUND 1 RUNNER-UP PRIZES	Name of Winner	
Voucher for Nicky's ZumbaFitness Yoga Class for Adults (180,000 VND)	Le Thi Hong Nhi	BINGO
Voucher for Nicky's ZumbaFitness Yoga Class for Adults (180,000 VND)	Hoang Van Tuoi	BINGO
Voucher for Nicky's ZumbaFitness Yoga Class for Adults (180,000 VND)	Mai Thi Ly	BINGO
Voucher for Nicky's ZumbaFitness Yoga Class for Adults (180,000 VND)	Truong Nguyen Thanh Quy	BINGO
Voucher for Nicky's ZumbaFitness Yoga Class for Adults (180,000 VND)	Nguyen Thanh Thu Thuy	BINGO

ROUND 2 WINNER - FIRST PRIZE	Name of Winner	
Pair of 2 BBQ Garden vouchers (1 million VND)	Vu Thi Huyen	BINGO
ROUND 2 RUNNER-UP PRIZES	Name of Winner	
Nike Vietnam Soccer Balls (500,000 VND)	Le Thi Huyen	BINGO
Nike Vietnam Soccer Balls (500,000 VND)	Nguyen Thi My Nhon	BINGO
Nike Vietnam Soccer Balls (500,000 VND)	Nguyen Anh Vu	BINGO
Nike Vietnam Soccer Balls (500,000 VND)	Winner walked away too fast, but we got a photo.	BINGO
Nike Vietnam Soccer Balls (500,000 VND)	No Winner	BINGO

“The Bingo Games helped to make the atmosphere of the event more exciting, creating closeness between donors and participating NPOs.”

– Anonymous Participant Feedback, Via Event Evaluation Form



- **Balloon Animals Station** – For a donation of VND 20,000 every child was invited to receive a balloon animal or an amazing balloon hat. LIN would like to thank [Mr. Nguyen Ngoc Thien](#) who volunteered his time and skills to make balloons for the young guests at our community event. VND 400,000 was donated to NTG, thanks to Mr. Thien.

- **NPO Handicraft Sale** – For the last hour of the event, LIN offered a space for NPOs to display and try to sell their handicraft products. The NPOs were asked to purchase at least one event ticket (at the NPO price) in order to receive an opportunity to sell their items. 100% of the proceeds went to the corresponding NPOs. Only three NPOs participated in this activity: Thien Tam Vocational Center, Thien Tam, and Hoc Mon

Social Center.

"The sale was after the event, which [our NPO] could not manage together with the presentation and booth. That's why we could not sell many items. The guests also left right after the announcements were made, which made it difficult to sell our products. Next time, I think LIN needs to organize the sale during the event. Also, the selling area was quite far away from the stage so LIN needs to either let us sell our goods at the same time as the event. However, the handicraft sale was not well advertised during the event."

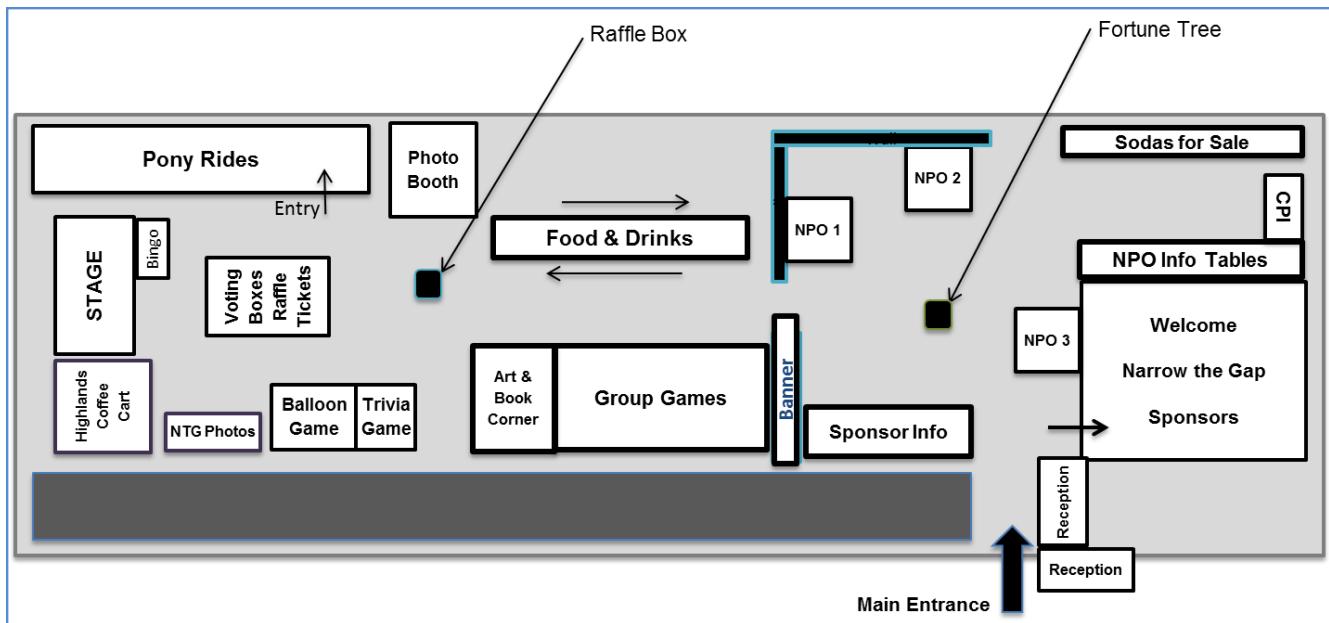
- Feedback from Hoc Mon Social Center

- **Sponsor Reception Area** – Narrow the Gap Community Fund and Event Sponsors were invited to a private reception area where a LIN staff member welcomed them and explained the activities going on during the event. The area presented an opportunity for sponsors to network with each other, relax a bit and enjoy food and beverages. Thanks to Coca-Cola for sponsoring beverages and thanks to Wrap & Roll for a great discount on catering.



- **Sponsor Information Table** – Near the entrance to the event, LIN set up a table for Fund and Event sponsors to display marketing materials. The participating organizations included ADEN Services, the US Consulate General in Ho Chi Minh City and Barbecue Garden.
- **Food & Beverages** – All the guests were offered complimentary finger food and each guest received one complimentary cold beverage, sponsored by Coca-Cola Southeast Asia, and one complimentary coffee, sponsored by Highlands Coffee. LIN would like to thank Wrap & Roll Restaurant for giving us such a wonderful discount on the food and thanks to Coca-Cola and Highlands Coffee for your generous sponsorship!

4.1. Event Layout at Q4



4.2. Participation at the Event

General Public	184
Donors	44
Volunteers	35
Media	9
NPOs	60
LIN team	7
Total	339

NPOs Attending

1. A New Day Volunteer Group
2. AIDS Program / Tinh Than
3. Ceporer Hoc Mon Social Center
4. Co So bao ho Thao Doan
5. Friends for Street Children Association
6. Khanh Hoi Orphanage Center
7. Nhan Ai Social Work Club
8. Not Lang
9. Smile Group
10. SPI House
11. Te Phan Family
12. The Center for Multilanguage Database Kim Tu Dien
13. Thien An Shelter (MATA)
14. Thien Tam Huong Vocational Center

15. Trung Tam GD The Khuyet Tat Thuan
An

16. VID Ben Tre

Media Attending

- HCMC TV3 (4 representatives)
- HCMC TV9 (3 representatives)
- Tuoi Tre News (2 people)

4. Marketing for Narrow the Gap

Marketing for Narrow the Gap Community Fund and Event 2013

To support the Narrow the Gap Community Fund and Community Event the LIN team and Volunteers undertook a number of marketing activities including:

- Direct and mass email messages reaching over 3,000 recipients
- Social media presence ([Website](#), [Blog](#), [Facebook](#) & YouTube)
- Brown Bag Lunch Day Campaign on GlobalGiving
- [Narrow the Gap Photo Contest](#)
- [Promotional Video by Blah Blah Productions](#)
- LIN Bake Sale
- Two Birthdays for a Cause
- Direct approached made by LIN staff, Board Members, and volunteers



Blah Blah Film Production helped LIN to create a [video](#) about the Narrow the Gap Fund and the work of several local NPOs who are working to help vulnerable children in our city (Thao Dan, Tuong Lai Project and Te Phan). Read more about why the Blah Blah team decided to help us on our Blog: <https://lincenter.wordpress.com/2013/07/18/filming-for-a-cause/>

Ghé thăm trang của Blah Blah trên YouTube / Check out Blah Blah's channel on YouTube
<https://www.youtube.com/user/blahblahfilmsTVC/videos>

The following online and offline marketing and communication materials were developed for Community Fund and Event:

- [LIN Website Page](#)
- [Blog](#)
- [Mass Email](#)
- [Announcements in LIN's E-Newsletter Nhip Cau](#)
- [Facebook Page](#) and [Event page on Facebook](#)
- [Event poster](#)
- 15 x 15 cm flyers
- [NTG Page on Global Giving](#)
- [NTG Fund 2013 Video](#) by Blah Blah Productions
- Materials for Brown Bag Day Campaign ([Global Giving page](#), [email message](#), and [Facebook Page](#))
- Materials for NTG LIN Bake Sale ([email message](#), poster, online registration form, and tag for the baked goods)
- Letter, Email template, and [Power Point presentations](#) for Fund and Event potential sponsors
- Thank you package for NTG Fund and Event Sponsors (email template, thank you certificate and card and complimentary tickets to the NTG Event)
- Stage backdrop
- Backdrop for Sponsor Table
- 12 standees for the activities
- Event Program (handout for all guests)
- A4 standees with 6 Themes for Narrow the Gap Fund 2014
- Event tickets

Earned Media Coverage (Unpaid)

#	Media outlet	Medium	News story and link	Date of publication
Pre-Event				
1	Thế Giới Gia Định	Print	Page 78	24 July 2013
2	Giao Dục Online	Online	http://giaoduc.edu.vn/print_page/chuyen-hoc-duong-753/tin-van-212008.aspx	31 July 2013
3	Tin Mới Trường	Online	http://www.tinmoitruong.vn/hoa-nhan-ai/-rut-ngan-khoang-cach--ho-tro-tre-em-kho-khan-he-2013_78_26493_1.html	17 August 2013
4	Nhip Cau Dau Tu	Online	http://nhipcaudautu.vn/article.aspx?id=17792-rut-ngan-khoang-cach-ho-tro-tre-em-kho-khan-he-2013	26 August 2013
5	Tuoi Tre News	Online	http://tuoitrenews.vn/charity/12570/3-community-projects-for-children-win-support	27 August 2013
6	The Box	Online	http://thebox.vn/Thuong-Truong/Rut-Ngan-Khoang-Cach-He-2013-Vi-tre-em/41586.html	28 August 2013
7	Tuoi Tre Online	Online and Print	http://tuoitre.vn/Nhip-song-tre/Tinh-yeu-loi-song/566595/manh-cau-vong-khuyet-cua-luan.html#ad-image-0 Page 14	1 September 2013

8	The Word HCMC	Print	Post in the Calendar section	September 2013 issue
9	Asia Life Magazine	Print	Post in the Calendar section	September 2013 issue
10	Oi Vietnam Magazine	Print	Post in the Calendar section	September 2013 issue

Post-Event Media

11	Tuoi Tre Mobile	Online	http://m.tuoitre.vn/tin-tuc/Nhip-song-tre/Nhip-song-tre/196253,Rut-ngan-khoang-cach-vi-tre-em.htm	15 September 2013
12	Tin Moi Truong	Online	http://www.tinmoitruong.vn/hoan-canhan-de-xuat-cua-ceporer-hoc-mon-doat-giai-nhat-rut-ngan-khoang-cach-cho-tre-em-2013_77_27219_1.html	16 September 2013
13	HTV9	TV	http://www.youtube.com/watch?v=nmRNXP-IS5M&feature=c4-overview&list=UUUzkwoRW2jB818KA0uvf80sA	1 October 2013
14	Tuoi Tre	Online	http://tuoitre.vn/Nhip-song-tre/576830/gieo-chu-o-xom-so-thung.html	28 October 2013
15	Giao Duc HCMC	Online	http://www.giaoduc.edu.vn/news/nhip-song-hoc-duong-672/nhieu-du-an-giup-tre-co-hoan-canhan-kho-khan-214756.aspx	28 October 2013

Besides the platforms listed above, the NTG Fund and Event were advertised via multiple HCMC business and networking groups (AusCham and CanCham, InterNations, ILV, AIESEC, and others), INGO-HCMC listserve, international schools and universities in HCMC, community Google groups, and Citynetevents.com website.

Press Kit

1. Press Release (see next page)
2. Event Program
3. Abstract on the 3 Projects and the Narrow The Gap Community Fund
4. DVD: Press Release, 3 Projects and NTG Community Fund Abstract, 3 project descriptions, 3 project videos
5. LIN Brochure

Press Release

Ngày 15 tháng 9 năm 2013

Trung tâm Hỗ trợ Phát triển Cộng đồng LIN

Liên hệ: Cô Lại Hồng Vy

Điều phối viên Truyền thông

Điện thoại: 848-3512-0092 / 0168-645-6808

Email: vy@linvn.org

Website: www.LINvn.org



Sự kiện Cộng đồng Rút Ngắn Khoảng Cách vì Trẻ em: Bạn đóng góp – Bạn bầu chọn!

TP. HCM – Trung tâm Hỗ trợ Phát triển Cộng đồng LIN (LIN) đã tổ chức sự kiện “Rút Ngắn Khoảng Cách vì Trẻ Em” vào ngày 15 tháng Chín 2013 (Q4/Cargo Bar: số 7, Nguyễn Tất Thành, Quận 4), từ 9:00-12:00.

Trong sự kiện, khách tham dự có dịp tìm hiểu về ba tổ chức phi lợi nhuận địa phương có bản đề xuất dự án xuất sắc nhất trong số 14 dự án gửi đến. Quy trình lựa chọn gồm 02 giai đoạn: (1) Một hội đồng xét duyệt độc lập gồm 10 thành viên chọn ra 05 dự án tốt nhất. (2) Hơn 2.500 người bình chọn trực tuyến để chọn ra 03 dự án vào vòng chung kết. Ba dự án này đưa ra những sáng kiến đề:

- Xây dựng một cây nước sạch cải thiện chất lượng cuộc sống cho trẻ em ở Long Thuận (Long An), nơi nguồn nước hiện tại đã bị nhiễm phèn – bản đề xuất của Ceporer Hóc Môn.
- Xuất bản giáo trình điện tử “Let’s Learn” dành cho 500 trẻ khiếm thị ở các mái ấm, câu lạc bộ và trường học trong thành phố Hồ Chí Minh – bản đề xuất của Trung tâm Dữ liệu Đa ngữ Kim Từ Điện.
- Đào tạo kỹ năng sống và tư vấn tâm lý cho 210 trẻ em có hoàn cảnh khó khăn ở Sở Thùng, Cầu Muối, Bình Triệu và Tân Lập – bản đề xuất của Câu lạc bộ Công tác Xã hội Nhân Ái.

Khách tham dự có cơ hội nói chuyện với nhân viên của ba tổ chức phi lợi nhuận này, bỏ phiếu cho dự án mình tâm đắc nhất, giúp lựa chọn chủ đề cho Sự kiện Cộng đồng Rút Ngắn Khoảng Cách của năm sau, và tham gia nhiều trò chơi vui nhộn dành cho người lớn và trẻ em với nhiều phần quà may mắn hấp dẫn.

Khoản tài trợ mà Quỹ Cộng đồng Rút Ngắn Khoảng Cách của LIN dành cho 03 dự án trên rất đặc biệt, vì nó được huy động từ nhiều nguồn khác nhau trong thành phố. Từ tháng 6 đến tháng 9 năm 2013, với sự giúp đỡ của hơn 80 cá nhân và 24 doanh nghiệp, chúng tôi đã quyên góp được 300 triệu đồng cho Quỹ Rút Ngắn Khoảng Cách để hỗ trợ 03 dự án xuất sắc nhất. Số tiền tài trợ dành cho mỗi dự án được quyết định dựa trên số phiếu bầu mà dự án đó nhận được trong ngày 15-9.

“Mục đích của sự kiện này là đem lại một buổi sáng vui vẻ và ý nghĩa, để thông qua đó kết nối những người có chung mối quan tâm sâu sắc đến phúc lợi của trẻ em với các tổ chức phi lợi nhuận địa phương đang nỗ lực giải quyết những nhu cầu của trẻ em có hoàn cảnh khó khăn ở thành phố Hồ Chí Minh và các vùng lân cận.” – ông Phạm Trường Sơn, Phó Giám đốc LIN, cho biết. “Chúng tôi chào đón tất cả mọi người đang sinh sống và làm việc trong thành phố. Chúng tôi cũng rất vui mừng nếu đại diện từ các doanh nghiệp, tổ chức giáo dục, tổ chức phi lợi nhuận, chính quyền và giới truyền thông đến tham dự sự kiện, tìm hiểu về những

thách thức mà trẻ em Việt Nam đang phải đối mặt và những sáng kiến cấp địa phương được đưa ra để giải quyết vấn đề.”

Những doanh nghiệp quyên góp nhiều nhất cho Quỹ Cộng đồng vì Trẻ em 2013 bao gồm: Home Credit, Tập đoàn Kinh Đô, Tập đoàn Khải Vy, Global Fund for Community Foundations, Blah Blah Film Productions, Lãnh sự quán Hoa Kỳ tại TP.HCM, Ireka Corporation Berhad, Học viện Yola, ADEN Services, và Q4. Các nhà tài trợ doanh nghiệp khác bao gồm P. C Pharma Chem, Wrap & Roll, Coca-Cola, Nike Vietnam, Sheraton Nha Trang, iSEE, Horizon Capital Group, Asian Tigers Mobility, Brandmaker, ILA Vietnam, ViiVue, Nicky's Zumba Fitness, Xu Restaurant, MM Software, BBQ Garden, Miss Khuong Tiramisu Bakery, MegaStar Media, Shri Yoga Studio, Saigon Pony Club, Spa La Viet, Thiện Tâm Hương, và Highlands Coffee.

Sự kiện ngày 15 tháng Chín là Sự kiện Cộng đồng Rút Ngắn Khoảng Cách thứ ba mà LIN tổ chức. Sự kiện đầu tiên tập trung vào nhu cầu của người lao động nhập cư, diễn ra vào ngày 18-12-2011. Hơn 150 người đã tham gia, bỏ phiếu và trao tặng 120 triệu đồng cộng với các hình thức hỗ trợ bằng hiện vật khác cho 02 dự án hỗ trợ người lao động nhập cư và gia đình trong thành phố Hồ Chí Minh. Sự kiện thứ hai tập trung vào nhu cầu của phụ nữ và trẻ em gái, diễn ra vào ngày 15-12-2012. Hơn 200 người đã tham gia, bỏ phiếu và trao tặng 300 triệu đồng cộng với các hình thức hỗ trợ bằng hiện vật khác cho 03 dự án giúp đỡ những phụ nữ và trẻ em gái có hoàn cảnh khó khăn ở thành phố Hồ Chí Minh

###

Tại sao chúng tôi chọn vấn đề về trẻ em?

Trong năm 2010, Bộ Lao động, Thương binh và Xã hội (MOLISA) báo cáo rằng hơn 4,3 triệu trẻ em đang sống trong “hoàn cảnh đặc biệt”, chiếm gần 18% số trẻ nam nữ, bao gồm:

- 1.353.458 trẻ em khuyết tật
- gần 300,000 trẻ em bị ảnh hưởng bởi HIV và AIDS với 5.704 trẻ em sống chung với HIV,
- 126.248 trẻ bị bỏ rơi và trẻ em mồ côi không được cha mẹ đẻ chăm sóc,
- 28.910 trẻ em làm việc trong điều kiện độc hại,
- hơn 21.230 trẻ em đường phố,
- 1.805 trẻ em bị lạm dụng
- 21.500 trẻ em sống trong các tổ chức xã hội.

UNICEF Việt Nam cũng chỉ ra một số thách thức bao gồm:

- Hơn một phần ba số trẻ lên năm không được tiêm phòng đầy đủ.
- Mỗi năm ở Việt Nam, gần 1.100 trẻ em dưới 5 tuổi tử vong vì bệnh tiêu chảy liên quan đến nước bẩn, hệ thống vệ sinh và tình trạng thiếu an toàn vệ sinh thực phẩm.
- Từ năm 2003 đến năm 2008, ước tính có khoảng 14% lao động tình dục dưới 18 tuổi.
- Khoảng 9-24% số trẻ em được cho là thuộc diện lao động trẻ em.
- 12% số trẻ không được đăng ký khai sinh.

Quỹ Cộng đồng và Sự kiện Rút Ngắn Khoảng Cách năm 2013 của LIN nhằm mục đích nâng cao nhận thức về những vấn đề này và tạo cơ hội để các thành viên trong cộng đồng cùng nhau tìm ra giải pháp và đáp ứng nhu cầu hiện tại.

Về LIN

Sứ mệnh của LIN là thúc đẩy văn hóa từ thiện và trách nhiệm xã hội bằng cách cung cấp những vụ hỗ trợ cho các tổ chức phi lợi nhuận địa phương, tình nguyện viên chuyên môn và những nhà tài trợ cam kết xây dựng cộng đồng vững mạnh. Các dịch vụ của LIN bao gồm: Trung tâm Cộng đồng LIN, Xây dựng Năng lực cho NPO, Quỹ Cộng đồng Rút Ngắn Khoảng Cách, Kết nối TNV chuyên môn với NPO, Dịch vụ Cố vấn Hoạt động Từ thiện.

Từ năm 2009, LIN đã mời các tổ chức phi lợi nhuận địa phương nộp đề xuất cho những khoản tài trợ nhỏ nhằm hỗ trợ hoạt động của họ. Việc này được thực hiện mỗi năm ba lần. Những bản đề xuất được nộp về cho nhân viên LIN để sàng lọc. Sau đó, những bản đề xuất hợp lệ được đưa ra trước một hội đồng xét duyệt gồm Thành viên Hội đồng Quản trị của LIN và những tình nguyện viên được chọn lựa. Trong ba năm qua, LIN đã tổ chức gần 12 vòng tài trợ, cung cấp hơn 30 khoản tài trợ nhỏ (tổng trị giá 768 triệu đồng), giúp đỡ cho hơn 1.000 người thiệt thòi (danh sách đầy đủ của các dự án nhận tài trợ được đăng trên website của LIN).

LIN dựa vào những khoản tài trợ từ các cá nhân và doanh nghiệp và các nguồn quỹ để thực hiện các hoạt động không tính phí cho những tổ chức phi lợi nhuận địa phương và tình nguyện viên.

5. Sponsors and Supporters of Narrow the Gap Fund and Event 2013

Narrow the Gap Fund and Event was made possible thanks to financial and in-kind support from the following 36 institutional sponsors:

Platinum Sponsors				
Gold Sponsors				
Silver Sponsors				
Media Sponsors	                              			

Blah Blah Films	ViiVue
Khai Vy Group	Shri Restaurant and Lounge
PPF Vietnam (Home Credit)	LIN Staff Bake Sale
GlobalGiving	L'Oreal / Vichy Laboratories
US Consulate General, Ho Chi Minh City	Nicky's Zumba Fitness Club
Global Fund for Community Foundations	Coca-Cola Southeast Asia
Kinh Do Corporation	Saigon Pony Club
Ireka Corporation Berhad	Spa La Viet
Give2Asia	Barbecue Garden
ADEN Services	Xu Restaurant & Lounge
Saigon Sound System (Q4)	"Tiệm bánh
Yola Institute	Tiramisu ""MISS KHU'ONG"""
Highlands Coffee JSC	MegaStar Media Company
ILA Vietnam	Shri Yoga
ISEE	Thien Tam Huong
Nike Vietnam	The Word Magazine
Wrap & Roll	AsiaLife Magazine
Sheraton Nha Trang Resort & Spa	Oi Vietnam Magazine
Pharmachem Co. LTD	

We would also like to thank over 105 caring individuals who donated to the Narrow the Gap Community Fund 2013:

Over VND 4 million

Henry B. Nguyen & Nguyen Thanh Phuong (Pending)
 Jocelyn Tran & Mr. Toan Nguyen
 Dana Doan and Friends
 Vinh Tran
 Leann Luong and Friends
 Jeffrey Carleton Emerson
 Anya Kuznetsova and Friends

VND 2 million to VND 4 million

Carol M. Fox	Huu Phan	Nguyen Tran Phuong
Christine Nguyen	Landon Carnie	Khanh
Dam Thuy Nga	Le Thi Bang Tam	Ray Nayler
Dang Thi Ngoc Dung	Nguyen Khanh Minh Thuy	Tran Thi Lien Hoa
Daniel Acosta	Nguyen Ngoc Thuong	Vannie Ho
Emily Lam		

Up to VND 2 million

Alexis Bidermann	Chau Ta	Huynh Thy Thi Anh
Aloha Allen	Christopher Butler	Jaclyn Luo
Amaury Le Blan	Colin Nayler	Jan & Luna Walter
Andrew Currie	Dang Nguyen Quynh Anh	Jonathan Hwang
Andrew Miller	Dao Thao Thi Ngoc	Kate Anderson
Andy and Betsy Allen	Dennis Berg	Kate Lam
Anonymous (11)	Doug Ostertag	Kimberly Hoang
Barbara Dong	Elizabeth Rose Daly	Ksenia Dmitrieva
Bien & Elizabeth Nguyen	Elynn Walter	Laura Phan
Caroline Bidermann	Fancy Ku	Leah Raney
Catherine Burns	Hung Doan Van	Linh Taylor
Catherine & Zoe Walter	Huynh Thi Yen	Margaret Shea

Mark Sidel	Nguyen Quynh Anh	Suzanne Shea
Mary Shea	Nguyen Thanh Phuong	Suzy Hill
Mdm. Le Thi Bang Tam	Nguyen Thi Ngoc Lan	Ta Hoa B. Thi Thanh
Mike Doan	Nguyen Thi Tuyet Lan	Than Thinh Xuan
Nancy Rubin	Nguyen Tran Hoang Anh	Thanyachat Auttanukune
Ngo Anh Thi Kim	Paul, Uyen and Om Finnis	Thuy Le
Nguyen Bao Phuong	Pham Bao Khanh Do	Tran Nhung Thi Tuyet
Nguyen Duc Thuy Anh	Pham Phuong Linh	Tran Thi Phuong Ngan
Nguyen Ha Thi Khanh	Pham Thuy Dinh Ngoc Amy	Tri Pham
Nguyen Hoang B. Dung	Pham Truong Son	Trinh Nguyen
Nguyen M. Tram	Phan Thi My Hoa	Truong Le Bao Minh
Nguyen Ngoc Thien	Rachael Carson	

LIN would also like to thank all the Board Member for supporting the Narrow the Gap Fund and Event 2013. We would like to particularly appreciate the support of three members:

Ms. Dang Thi Ngoc Dung
Mr. Doan Manh Kham
Ms. Nguyen Tran Hoang Anh

The Amazing Volunteer Team!

The NTG Fund and Event 2013 would not be possible without the help of the following, amazing 60 individuals who devoted countless hours of their time to review projects, advise NPO staff, design and disseminate marketing materials, organize logistics, arrange the room, contact sponsors and manage all of the activities that are taking place today. Our heartfelt thanks to each and every one of you!

NTG Team Volunteers

Anya Kuznetsova
Dang Thi Thanh Van
Nguyen Hoang Dung
Le Khac Huy
Nguyen Hoai Thuong
Nguyen Thi My Ngan
Pham Thai Ha
Tran Mai Hoa
Tran Thi Kim Chi
Tran Thi Phuong Ngan
Vu Ngoc Tram Anh

Grant Application Review Committee Members

Dang Thi Ngoc Dung
Tran Thi Bao Ngoc
Tran Thi Thanh Huong
Nguyen Thi Mai Hoa
Hoang Tu Uyen
Do Thi Hien
Nguyen Quynh Anh
Le Chi Thanh
Le Truong Thanh Tien

Ta Khanh Chi

Ambassadors

Phuong My Chi
Nguyen Na Son

Skilled Volunteers

Vo Thanh Tan
Nguyen Quy Duc
Huynh Tinh Hoai Nhan
Nguyen Nhu Kieu
Pham Vu Huu Vy
Huynh Nhu Minh
Tang Nhan Ai
Le Trung Nhan

Event Day Volunteers

Bui Thach Hong Hung
Cao Thi Thuy Tien
Dao Minh Thuy
Dinh Van Nghia
Ha Thi Kim Tuyen
Ho Thi Dung Hanh
Huynh Hong Nhung

Kieu Thi My Duyen

Nguyen Dinh Nguyen
Nguyen Huu Minh Phuc
Nguyen Kieu Minh
Nguyen Ngoc Vinh
Ng. Phu Ngoc Huyen

Nguyen Thi Khanh Hoa

Nguyen Thi Ngoc Hien
Nguyen Thi Truc Ly

Nguyen Tien Hung

Ng. Tran Bao Khanh
Nguyen Tran Khanh Chi

Nguyen Tran Xuan Hieu

Ng. Vo Phuong Thao

Nguyen Vu An

Pham Kieu Tram

Pham Thu Thao

Phan Thi Bao Thu

Piers Birtwistle

Tran Thien Thuan

Vo Minh Tri

Vuong Khanh Van

Finally, LIN would like to thank all of the people who purchased a ticket to *Narrow the Gap* Community Event 2013 or took part in any of the activities during the event.

6. Financial Report

INCOME	Actual	Target
1. SELLING TICKETS	25,397,000	40,000,000
2. DONATIONS	291,824,600	300,000,000
PPF Vietnam (Home Credit)	60,000,000	
Global Giving		
(Brown Bag Lunch Day: 59 donors, & NTG4Children: 5 donors)	57,227,100	
Kinh Do Corporation	42,000,000	
Ireka E&C VN	31,500,000	
<i>Pending donation from Henry B. Nguyen & Nguyen Thanh Phuong</i>		
Ms. Jocelyn Tran and Mr. Toan Nguyen via Give2Asia	19,530,000	
Ms. Dana Doan and Friends	19,526,000	
Ms. Leann Luong and Dinner Guests via Give2Asia	10,741,500	
Pharmachem Co. LTD	10,500,000	
LIN Staff Bake Sale	9,712,000	
Second Chance Store Book Sale	5,664,000	
Mr. Jeffrey Carleton Emerson	5,000,000	
Ms. Anya Kuznetsova and Friends	4,300,000	
Ms. Nguyen Hoang B. Dung's colleagues at Ernst & Young:	3,583,000	
<i>Ms. Truong Le Bao Minh</i>		
<i>Ms. Ngo Anh Thi Kim</i>		
<i>Mr. Christopher Butler</i>		
<i>Ms. Nguyen Ha Thi Khanh</i>		
<i>Ms. Ta Hoa B. Thi Thanh</i>		
<i>Ms. Dao Thao Thi Ngoc</i>		
<i>Ms. Than Thinh Xuan</i>		
<i>Ms. Huynh Thy Thi Anh</i>		
<i>Ms. Tran Nhungh Thi Tuyet</i>		
Ms. Tran Thi Lien Hoa & Ms. Dang Thi Ngoc Dung	3,000,000	
Ms. Dam Thuy Nga	3,000,000	
Mdm. Le Thi Bang Tam	2,000,000	
Ms. Phan Thi My Hoa	1,000,000	
Ms. Nguyen Thi Tuyet Lan	1,000,000	
Highland's Coffee Service Joint Stock Company	1,000,000	
Anonymous (via donation box)	691,000	
Ms. Nguyen Duc Thuy Anh	500,000	
Ms. Tran Thi Phuong Ngan	350,000	
3. GRANT	90,510,000	
US Consulate	48,510,000	48,510,000
GFCF Project Grant	42,000,000	42,000,000
4. INCOME FROM GAMES/ACTIVITIES	9,885,000	
Raffle	4,950,000	
Fortune tree	2,805,000	
POP	600,000	
Pony Rides	500,000	
Statues for Painting	490,000	
Balloons	400,000	
Trivia Game	140,000	
TOTAL INCOME (VND)	417,616,600	430,510,000

EXPENSES	Actual	Target
1. Grant to 3 NPOs	300,000,000	
Hoc Mon	150,000,000	150,000,000
Nhan Ai	100,000,000	100,000,000
Kim Tu Dien	50,000,000	50,000,000
2. Expenses to organizing event	90,691,356	
2.1. Venue	23,342,000	21,000,000
2.2. F&B: Finger food, snack, soft drink & water	19,616,300	21,400,000
2.3. Marketing	11,351,590	3,950,000
2.4. Expense for Organizing Activities& Games	16,647,000	23,150,000
2.5. Miscellaneous	5,090,976	5,500,000
2.6. Staff time	14,643,490	15,510,000
TOTAL	390,691,356	390,510,000
BALANCE	26,925,244	

Contributions In-Kind

Donor	Description	Est. Value
Blah Blah Films	Short film production	210,000,000
Khai Vy	20 sets of table plus 8 chairs (value/set ~ VND 3.1m)*	63,000,000
Q4/Cargo Bar	Discounted Venue	21,000,000
ADEN Services	Pre and post event clean-up services	21,000,000
Yola Institute	Two English language teaching scholarships, each valued between VND 9m and VND 16m, depending on level of winner.	20,000,000
Highlands Coffee JSC	Coffee stand open for free beverages during the NTG event	18,000,000
ILA Vietnam	Two English language teaching scholarships, each valued between 9 and 10m, depending on level of the winner,	18,000,000
ISEE	Free marketing consultation/training for LIN (estimated value VND 16.8m)	16,800,000
Nike Vietnam	18 soccer outfits (VND 350k each) for children & 18 soccer balls (VND 500k each)	15,300,000
Wrap & Roll	10 vouchers (VND 500,000 each) & 30% discount on catering for the event	13,406,986
Sheraton Nha Trang Resort and Spa	Two nights stay in a Deluxe room, inclusive of breakfast for two people	12,600,000
ViiVue	Design and Technical Assistance for online voting page for Narrow the Gap Community Fund for Children	10,500,000
Shri Restaurant Lounge	3 Vouchers (2 for VND 2.5m and 1 for VND 5m)	10,000,000
Nicky's ZumbaFitness Club	25 vouchers (VND 200,000 each)	5,000,000
L'Oreal / Vichy Laboratories	10 Vouchers (VND 500k each)	5,000,000
Coca-Cola Vietnam	Dasani Water - 10 cartons, NutriOrange - 2 cartons, NutriStrawberry - 2 cartons, Teppy - 5 cartons, Coca-Cola - 5 cartons & Sprite - 2 cartons (VND 4,200,000)	4,200,000
Saigon Pony Club	Free Pony Rides for 2.5 hours	3,000,000
Spa La Viet	12 Vouchers (VND 200k each)	2,400,000

BBQ Garden	4 Vouchers (VND 500,000 each)	2,000,000
Xu Restaurant	4 Vouchers (VND 500,000 each)	2,000,000
Tiệm bánh Tiramisu "MISS KHƯƠNG"	50 moon cakes (VND25k each)	1,250,000
Megastar	16 movie tickets (~VND 62,500 each)	1,000,000
Shri Yoga	5 Vouchers (VND 200k each)	1,000,000
Thien Tam Huong	10 Paper Animals (VND 100k each)	1,000,000
Oi Vietnam Magazine	Free ad in their calendar section.	800,000
AsiaLife	Free ad in their calendar section.	800,000
Word HCMC	Free ad in their calendar section.	800,000
Nguyen Ngoc Thien	Free balloon animals for kids for 2.5 hours	700,000
VND		480,556,986

**Note: Khai Vy Corporation allowed the LIN team to allocate just 10 of the furniture sets to the Narrow the Gap Community Event 2013. The remaining furniture sets will be used, as incentive prizes at future LIN events.*

7. Photos, Testimonials and results of NTG Event online evaluation

7.1. Event Photos (more photos are available at [NTG Facebook page](#))



Winners of the First Prize –

Ceporer Hoc Mon



Winners of the Second Prize –

Nhan Ai Social Work Club



Winners of the Third Prize –

Kim Tu Dien Center

7.2. Feedback from Narrow the Gap Donors

Overall, I am really impressed with how LIN organized the event, which really showcased the spirit of giving. People were willing to share, not only money but also their voice, their vote. The culture of giving appears to be quite vibrant in the south!

Ms. Vu Phuong Thao
Communication Officer, ISEE (Institute for Studies of Society, Economy and Environment)

We did enjoy very much last Sunday and were glad to see that we contributed to the children's happiness that day. ADEN Services was pleased to sponsor the event and that was great to work with Narrow the Gap Fun this year. We look forward to cooperating again very soon in the future.

Ms. Le Tran Ton Nu Kieu Oanh
Marketing and Sales Administration Manager, ADEN Services, Indochina Head Office

We're glad that the event went really well, and that all the groups have received their deserving funds. We're so excited to learn that next year's theme is education - something we're trying our best to deliver every day. Please keep us posted on LIN's next projects. We are honored to be part of your journey to help many Vietnamese people.

Mr. Khoi Truong
Marketing Associate, Yola Institute

Thank you for giving Yola the opportunity to give a hand to LIN's good causes. We look forward to more collaboration with LIN in the future.

Mr. Khoa Pham
Managing Director, Yola Institute

It was really a pleasure to meet and work with you. I'm really glad that we had the opportunity to do the piece for your campaign; Marc and I really enjoy this kind of work more than anything else we do...

Ms. Rebekaj Maley
Director, Blah Blah Productions

"It is indeed a privilege for Ireka to be able to contribute to your well deserving cause... All the best to LIN continuous effort."

Voon Hon Lai
Chairman, Ireka Berhad Corporation

"Thank you for the opportunity to be present at your event. I am looking forward for our future cooperation!"

Vladimir Slachta
Home Credit / PPF Vietnam

"It was our pleasure to be able to help in our small way and I am pleased to hear that your event went well.... If there is anything we can do in the future, please do not hesitate to give me a call.

Ashley Nichols
General Manager, Shri Restaurant & Lounge

7.3. Feedback from Narrow the Gap Event Volunteers

On 3 October, the LIN team invited our Narrow the Gap Volunteer Team Members to a wrap-up meeting. Eight members of the volunteer team joined the meeting, including:

1. Dinh Van Nghia
2. Nguyen Huu Minh Phuc
3. Nguyen Nhu Kieu
4. Huynh Tinh Hoai Nhan
5. Dang Thi Thanh Van
6. Nguyen Hoang Dung
7. Nguyen Tien Hung
8. Nguyen Thi My Ngan

Note: Additional feedback was provided by Le Khac Huy, on 6 October (via email).

Question 1: The goal of our event was to bring people together to address the needs of children in our community. Do you think the event was successful in doing that? Can you tell us why you think yes or no?

Yes, the event was successful to some extent. It helped to narrow the gap between donors and NPOs by bringing them together at one event to address the needs of children. It attracted the attention of a lot of people, thanks to better PR compared to last year.

However, there were questions as to how the grant will be used and how to measure the impact of the grant to narrow the gap and address the needs of children. This was not clearly explained and not all of the participants understood. We could solve this by better communications during the event.

Question 2: What part(s) of the event do you think we can improve? In what way?

- 3 NPOs: Their video did not attract enough attention. We need to somehow get people to pay attention.
- This year there was more focus on games and activities rather than the NPOs – there was not enough connection between participants and 3 NPOs.
- The raffle prize allocation was not well organized
- We should put a donation box at the event (for general donations)
- The collaborative games, led by the three NPOs, should be moved on to the stage instead of on the side.
- The free flowing atmosphere was both good and not good. For example, it was perhaps not serious enough to recognize the winners of the photo contest. We may consider making two different sections, one for fun activities and one for serious activities.
- The lighting was not good enough.
- The Narrow the Gap teams were not well-connected (e.g., Fundraising and PR teams). We need to update each other about meetings and information. Each team has one leader that is responsible for informing the other team leaders.
- Photos from the photo contest: should not be displayed on the table (not well respected) – instead there should be a mini gallery.
- Participants should be seated to listen to the presentations of the 3 NPO finalists.
- The NPO booths blended in with the other activities – not outstanding enough. We need to place their booths near the stage to get more attention.
- Maybe there could be more booths, with more NPOs, even if they are not competing for the awards. (People still want to know about them and talk with more NPOs.)
- Could we have more NPOs selling their handicrafts?
- It was a bit too loud in the venue at times

- The volunteers who are standing at the entrance could be in charge of introducing and guiding guests into the venue and explaining what will happen during the event (voting for this and that, why, how, etc.)

Question 3: As voted by the participants, next year's theme for Narrow the Gap is Education. If you were on the Event Committee, what activities would you suggest to make the event more successful?

- Opening activity: A contest (like this year's photo contest). Next year could be a video clip contest: my dream class, my wish for better education. For this we need to do better advertising and make the prizes more attractive
- Facebook: needs to be better managed for marketing purposes
- Offline events/ activities
- Give time for NPOs to present, on the stage
- Coordinate games
- Inform how the grants will be used
- Wall of ideas: Participants will write their wish/hopes for education and stick on those on the wall
- Invite good students to share their learning tips
- Activities for PWDs, visually impaired people
- Life skills training
- Speaker to address education issues (e.g., life skills...)
- Book swap: books for students attending the event (donors could be publishers)
- Key Opinion Leaders (KOLs): There could be side activities, which are led by KOLs (e.g., a talk show on how to use their skills to benefit the community). This year we asked Na Son to be our KOL, which was very good, but we did not take full advantage of his offer, which was a pity.

Question 4: What did you learn from volunteering for NTG Fund and Event? How do those skills benefit you in your work/study?

- Team work, taking responsibility
- Building up my volunteer experience
- Event management
- Working for a cause
- How to communicate with donors through email.
- I learned that I could use my skills to support LIN.

Favorite Memory/Experience of NTG Volunteers:

“The expression on the face of the winner of the Grand Raffle Prize (Sheraton Nha Trang Voucher), who is a teacher at one of the NPOs (Ceporer Hoc Mon), and watching her trade her prize with a donor who won the Yola English language training voucher. Both of them collaborated to create a win-win situation.”

“The best thing about this NTG event is meeting so many people I haven’t seen in a long time and watching them enjoying everything we have organized.”

“It’s great to join in this event. I could see the enthusiasm of all the volunteers and it inspired me a lot. And also, it’s great because I believe that it will help many children in poverty. Love it! Love you all so much!”

"My most favorite moment with 'Narrow the Gap' on 15 September was definitely when the prizes were given to the 3 participants. Their happy faces, the cheering... made me feel so happy that I could be part of a meaningful event and a wonderful team."

Nancy wrote: "The activities with kids turned out to be more fun than I expected. They are like angels... Quick set-up at Q4 on the morning of the event and a well-prepared LIN team made a strong impression on me... The prizes are a lot and valuable. It gave me motivation to register to the lucky raffle from other events."

"I feel more confident and worthy when having preparation for fundraising by having encouragement from [the LIN Fundraising Team] Dana & Anya."

"I remember most about the game I was in charge of – pop! Although the game did not attract a lot of players but the location of our booth allowed me to observe the people and get the positive feeling of the event. I loved the positive energy when everyone gathering and have fund for a good cause. This makes life refreshing and worthwhile."

"It's my very first time to do charity and volunteer things. And I was so lucky to have a chance to work with LIN & LIN's volunteers. Everyone is so friendly and helpful. I hope to see everyone again soon."

7.4. Feedback from NPO Partners

"We are sorry we could not participate in the event due to the fact that we had an activity taking place at the same time. We think LIN prepared well for the NPOs and it is likely that other NPOs did not participate because of their own programs or different thematic area. We will definitely participate next time, if LIN still offers free tickets for NPOs."

Action for Wildlife Organisation (Did Not Attend)

"We appreciated that LIN offered free tickets to its NPO Partners. The NPOs do not have a budget for this kind of ticket even though they would like to have many staff join the event... we were very happy with the F&B, especially the vegetarian food... LIN is the best organization to connect corporations to support an event like this. We cannot find any other local organizations organizing like this. The program content was quite diverse and packed which is great but it also presented limitations. For example, the introduction of the three NPO finalists and the announcement of the winners did not attract as many people. The raffle draw drew a lot more excitement, in comparison."

- A New Day (NPO Partner and Event Participant)

7.5. Analysis of feedback from LIN's online event evaluation

Immediately after the 15 September event, LIN sent an email to all event participants (those that provided an email address), which contained a link to an online survey requesting feedback on the event. Only 14 people responded to the survey. This is a summary of their feedback.

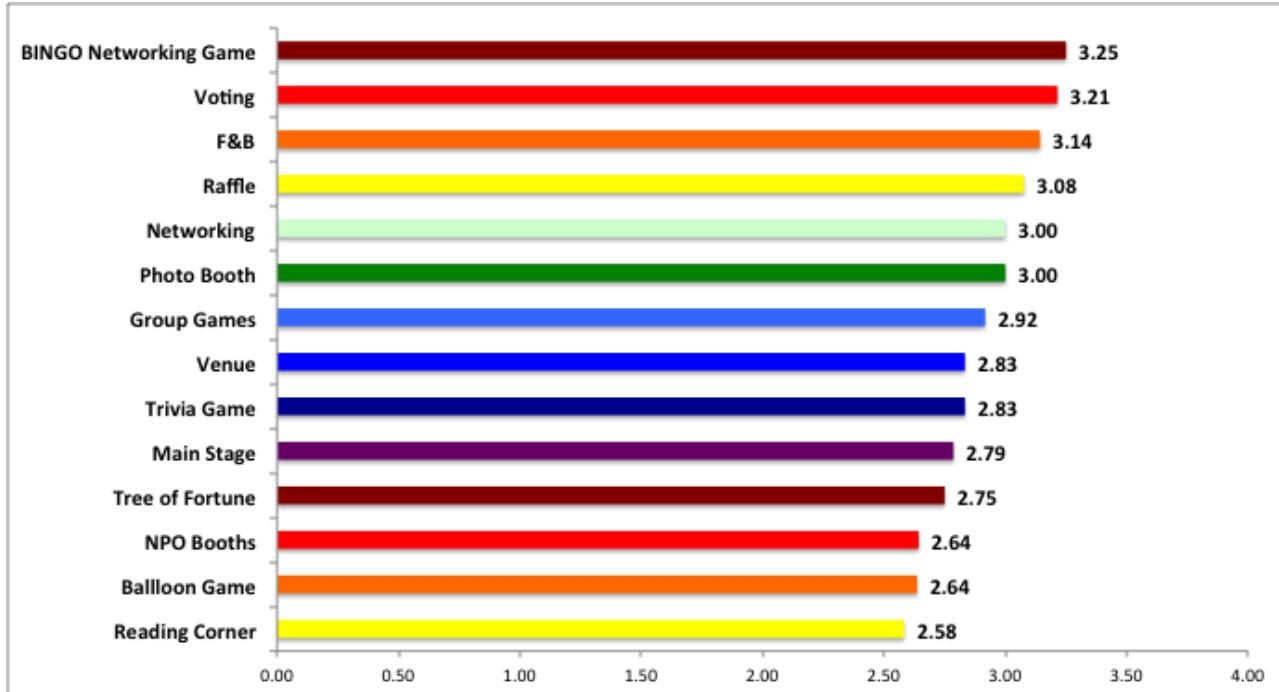
1. On a scale of 1 to 5, how would you rate the event?

Average Score = 4.29 (86%)

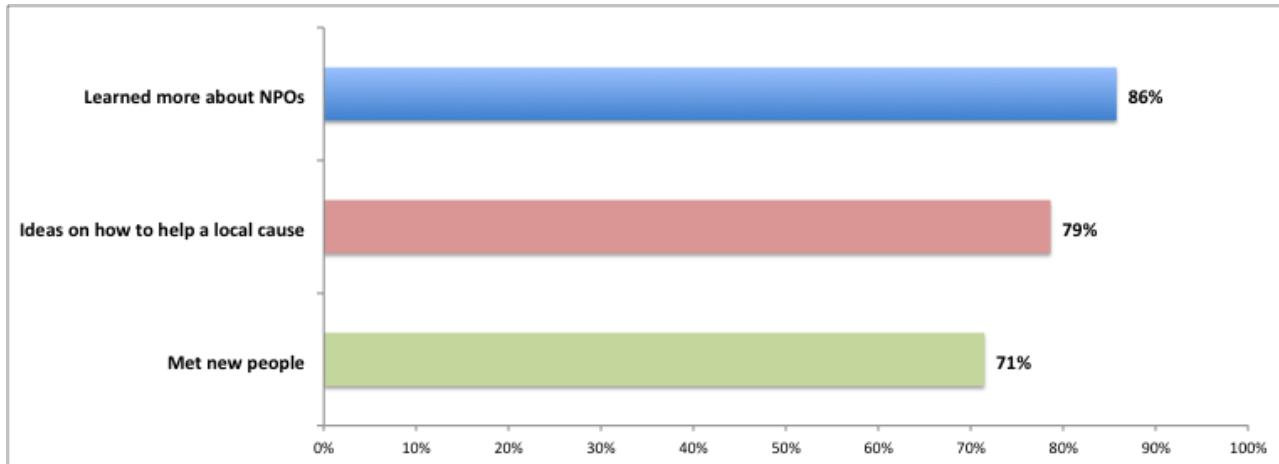
2. What did you like most about the event?

- *The Bingo Games helped to make the atmosphere of the event more exciting, creating closeness between donors and participating NPOs.*
- *Everything was prepared professionally and made accessible for all to participate in the different activities of the event*
- *I like the closeness; the cohesion comes from the unit or individual*
- *I observed that this was a big event, important, full of kindness. Such events bring a new playground, an environment for new people to get involved. Moreover the LIN team is very enthusiastic and I was honored to contribute to the event. Ultimately, my most sincere thanks to the LIN team!*
- *The video clips showing the causes and introducing what NPOs are doing were very touching. Could LIN post them on its Facebook page again for sharing more broadly?*
- *The fund raising activities were interesting and creative as well.*
- *Various interesting & meaningful activities.*
- *Great participation from diverse audiences most of them are young and enthusiastic.*
- *So many fun activities towards a good cause, The event program was well-designed and managed, The voting scheme. The information was brief and easy to grasp, the MC was good, many donors, many great gifts & value beyond...*
- *Bingo game, and voting for the 3 top projects*
- *This event brought the donors and the NPOs together.*
- *The venue.*
- *Energetic volunteers*
- *The professional organization of the event.*

3. How would you rate the different components of the event?



4. What did you gain from participating in this event?



5. On a scale of 1 (Highly Unlikely) to 5 (Highly Likely), how likely are you to join a future LIN event/program?

Average = 4.79 (96%)

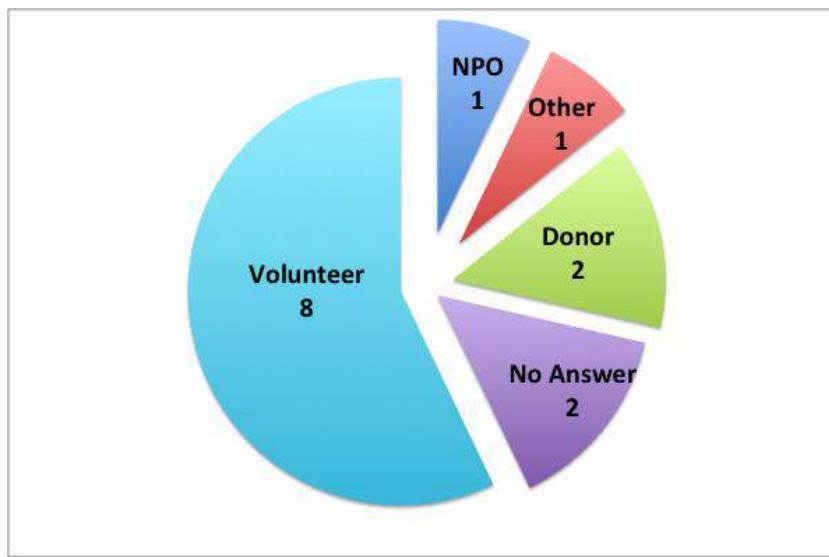
6. In your opinion, what could we have done better, to make the event more enjoyable to you?

- Need better space layout – at the last event, I had a hard time finding the location of the three project finalists. The location of the booths did not attract people to participate, it was too isolated.
- The video clip does not attract people to watch it. Perhaps we should consider a continuous projection of the video clips, or adding more screens, or the screens should be larger than the screen used at the last event.
- Organize in a larger space, outdoors, if possible.
- Organize more games
- The LIN team is professional and strong to be capable of organizing such a successful event.
- The booths of NPOs should be placed inside the hall, near to the main stage, instead of in the outside hall. This would make it more convenient for guests to visit booths during the main activities. Due to the location of the booths, I only visited the booth in the beginning of the event.
- The prize tables should be coordinated by at least 2 volunteers.
- The initial orientation/navigation for guests (which area to do what) should be made more visible right from the entrance by images/maps.* *(Note: LIN provided a map in the event handout materials)*
- It would be great if the venue matched the theme for the event (e.g., this year the theme was “Children”, thus, an outdoor venue might have been more appropriate).
- Should have some thematic discussions and more interaction between organizers and participants and among participants, plenary and in groups.
- Choose a different venue. One that is more public, so that more people (especially children) can attend. Due to ticketed events. Tickets will be used to attend the lottery, play a few free games, the food & beverages section & voting & ideas. The rest of the community can participate by: joining games (at affordable prices for children), hearing the announcements about the prizes and raffle. The benefit would be bigger by expanding the reach and building a sense of community, etc. It could also increase profits through more games or higher participation in the games.
- Include more activities/games (x2)
- The raffle took too long.

7. If you enjoyed the event, could you tell us why? We would welcome any stories or experiences that you would be willing to share which made the event particularly enjoyable to you.

- I liked the games, the lucky draw (reason: see above re the bingo game)
- MC spoke clearly
- Good food + drinks
- The reading corner and games for children
- The environment allowed people to learn for themselves, people have the opportunity to develop and improve themselves
- It was a great chance to learn more about one of the projects
- I could contribute significantly to the improvement of the community
- So amazing! I was one of the event committee volunteers. This was such a meaningful experience and I was so happy to do something for our community
- Relaxing venue, good cause
- Friendly guide at the welcome table

8. To help us better understand if we are satisfying our various stakeholders, could you tell us if you are one or more of the following:



7.6. Feedback from LIN Staff

- Lessons learned from previous years' events were taken into consideration this time. The event went along smoothly, compared to previous events. People seemed to be clear about what was happening.
- During the event, we received positive feedback from many including: Mr. Duc Le (ViiVue) and Mr. Binh (UNICEF). And a donor that wanted to talk with us about cooperation.
- NPO Finalists - NPOs showed great efforts.
 - Hoc Mon organized a magic show and a flashmob for the crowd. They brought a lot of children to the event, even children from Long An. Several participants mentioned that they did a great job of speaking about their work to people who came to their booth.
 - The volunteer that helped with the video was so proud. He was up on stage with the NPO to accept their prize.
 - Son spoke with Nhan Ai at the end of the event. Nhan Ai team said that because they did not participate in the event last year they were at a disadvantage (they did not know how to plan a better strategy to attract more votes). Nevertheless, the NPO was happy with the result of being the second place/runner up. They hope to do better next year.
- F&B was good. Both Highlands and Wrap & Roll did a great job.
 - Highlands contributed VND 1 million to LIN (the profits from their sales at a SISS event the day before)
 - Wrap & Roll team was so professional. We had just enough food. Only fruit was left by the time it was 11:30am.
- Games:
 - Trivia: Not a lot of people
 - POP! Initially, it did not work so we had to change the set up.
 - Pony Ride: people liked it, too bad the printer did not work.
 - Bingo game: This was interesting and great for networking. Not a lot of foreigners showed interest to play this game but, for the Vietnamese who played the game, it gave them a great opportunity to talk to many other people, including many foreigners.
- Narrow the Gap Volunteer Team - The volunteers helped a lot! Some of the work, such as fundraising/media communications, may not be suitable for first time volunteers.
- Ideas for improvement:
 - To help the NPO Finalists, LIN can write a case study summarizing what NPOs did this year and their experience so the finalists next year will have some ideas and be better able to plan.
 - One staff member or long-standing volunteer of LIN must be at the reception desk at all times.
 - Need to begin preparations at least 4 months in advance. We can compile a checklist to simplify the process, based on past experience. Formalize different charts, forms, lists to help future volunteers and LIN staff.

8. Contact details and additional information

The following additional documents are available by request:

- Videos by the three featured projects (also available online):
 - Ceporer Hoc Mon
<http://www.youtube.com/watch?v=JGXktRIN3wY&feature=youtu.be>
 - Kim Tu Dien Center
http://www.youtube.com/watch?v=rkIR_di8JZA&feature=youtu.be
 - Nhan Ai Social Work Club
<http://www.youtube.com/watch?v=qyoalCGvU0U&feature=youtu.be>
- MC Event Script (VN)
- LIN Community Grant Application

Contact information:

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www.LINvn.org

Email: info@LINvn.org

Mr. Son Pham: son@linvn.org

Ceporer Hoc Mon / Cơ sở bảo trợ xã hội Hóc Môn

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Contact Person: Hồng Tô Huệ Lan (Director/Giám đốc)

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