

"Helping local people meet local needs."



APRIL

NEWSLETTER

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MESSAGE FROM LIN'S EXECUTIVE

Dear Friends,

In addition to keeping you updated on our activities in the past two months, in this newsletter, we are delighted to share with you upcoming exciting events designed for you, whether you are from business or nonprofit organizations.

On April 13, I was honourably invited to represent LIN to speak at "In_Pact Asia Forum 2018" (Innovation for Inclusive Impact) in Manila, Philippines, organized by our strategic partner – [ASSIST](#), [De la Salle-College of Saint Benilde](#), and [HiFi](#) (Hub of Innovation for Inclusion). The forum attracted 200+ participants



coming from social enterprises, NGOs, corporations, startups, government, academia, entrepreneurs, youth and students to share, exchange, and discuss various models, products, methodologies, and technology applications towards social impact. Joining the event also helped me to gain better understanding of innovative methodologies, Design Thinking for instance, which could be applied for LIN and our partners in developing creative solutions for social challenges. We were glad to be connected with individuals and organizations in the region, who are committed and share the same vision toward positive impacts for the communities. Further details about the event can be found [here](#), and [here](#).

In March, we were thrilled to join [Huynh Tan Phat Foundation](#) celebrating their 10 years of transforming lives of young people in Vietnam. Huynh Tan Phat is one of our first partners since we started our work nine years ago. We cannot be any happier acknowledging Huynh Tan Phat for growing their work in both quality and quantity over the years: which started with only 20 million VND to support one-off scholarships for nine students; until now Huynh Tan Phat is currently providing scholarships, English training, and mentoring for 160 architect students. Huynh Tan Phat's students have not only fulfilled their dreams in becoming an architect and having a career to look after of their own lives and their families, some of them have also won prestigious local and international acknowledgements. However, similar to many other local nonprofit organizations, Huynh Tan Phat has also been facing challenges in raising funds for their work. The challenges often include lacking of skills and human resources, as well as the challenging context for fundraising work. LIN and our nonprofit partners are therefore actively sharing experience and being creative in trying different strategies to mobilize resources supporting our work, specially raising funds domestically.

In the effort to assist businesses with sustainable development strategies based on creating shared value – growing businesses at the same time as creating social impacts; as well as facilitating the platform for collaboration between businesses and nonprofit organizations, on June 28th, Canadian Chamber of Commerce (**CanCham**), French Chamber of Commerce & Industry in Vietnam (**CCIFV**), and **LIN** will be hosting the 2nd conference on **"How Doing Good is Good for Business"**. Following on the heels of the event last year, the conference this year will offer high-level understanding of CSV (creating shared value) models, and the breakout sessions will provide participants with tools, framework, and platform that enable partnerships toward socio-economic development. Stay updated with us for further details of this exciting event via LIN's email, and [FaceBook](#).

Finally, in addition to providing our services to the nonprofit community, individual and corporate volunteers and donors, LIN has also reflected upon and developed actions to improve our internal organization's operation and capacity. We would like to sincerely thank all friends, pro bono experts, and donors for being with us and supporting us in our ongoing journey of "helping local people meet local needs" as well as improving our own organization.

Sincerely,

Tran Vu Ngan Giang

Executive Director

WHY PHILANTHROPY



By Dean Amir Pasic
Lilly Family School of Philanthropy,
Indiana University

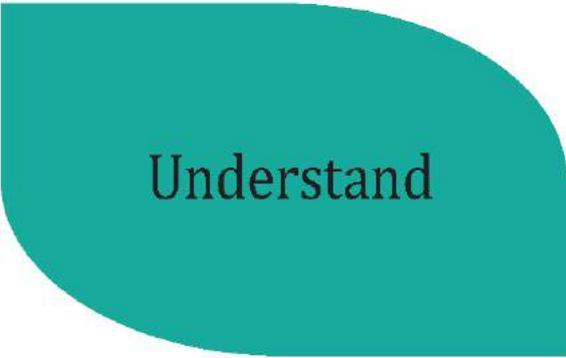
Politics, commerce, and technology dominate the news. Philanthropy is covered in exceptional cases when remarkably large sums of money are in play, or when something goes wrong and we see good intentions thwarted or unmasked. You would not be faulted for thinking that philanthropy plays but a minor role in shaping our world. That would be a mistake.

To engage the world effectively, and to understand yourself, you need to understand philanthropy. And the better you understand it the more effective you will be.

Generosity is one of the most potent forces in our daily lives, yet it is too often overlooked. Long before toddlers learn norms of politeness, they respond instinctively to help someone who is dropping an object. Markets and nonviolent politics have a hard time getting going without norms of trust and comity; habits of getting along with an expanding sphere of others built on our capacity for generosity.

We know a lot about living in very complex societies and have succeeded in arranging our affairs without paying a lot of attention to generosity as a force that has been with us through the journey. To keep moving forward, however, we need to pay much more attention to philanthropy.

By making more explicit what is often in the background, we will be more enlightened about our world and ourselves, and more capable of engaging our own generosity and that of others.



Understand

Philanthropy is key to our public lives. Giving time and money and advocating for causes accomplishes many useful things. Look around and imagine what the world would be like without universities, houses of worship, hospitals, shelters, and museums and parks, to name a few of the major activities supported by philanthropy. But suppose that you believe that these things could be more effectively provided for by tax dollars, or that more tax dollars should be expended on such efforts because everyone benefits from them?

Many developed countries spend a lot more public money and less philanthropic support on delivering social services and funding cultural and educational institutions than the United States does. There is a robust debate about the role philanthropy should play in supporting public institutions and solving “pressing issues” that affect us all. Given that total giving in the U.S. is about 65 percent as large as non-defense discretionary federal spending, we should all be interested in the role of philanthropy, the players involved, and what we know about their impact.

Beyond the general amount of financial giving in our society, we are seeing more very wealthy people and institutions exerting their influence through giving. Even if you think that some of the companies that have generated terrific wealth should be broken apart or even nationalized, your argument will carry further if you can analyze and communicate about the current era of elite philanthropy. It is both the value created by the companies and giving by their founders and owners that helps secure their status in society. What is their status? Is it warranted? What do you think?

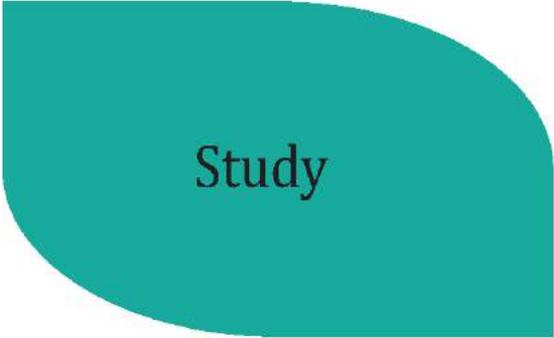
If, on the other hand, you are enamored by the cross-pollination of commerce and philanthropy under the guise of social entrepreneurship or impact investing, you would do well to clarify for yourself how the free market and the “grants economy,” based on giving, complement or clash with each other.

Clearly, philanthropy is at the heart of discussions about the future of our societies. Beyond the power of wealth to generate a surplus that can benefit the public, our communities and our polity depend on voluntary engagement and civic expression that are compelled by no one. This multitude of voluntary engagements and expressions

constitutes the broad sense of philanthropy that shapes our world. So regardless of the work you do in your life, the context of how you choose to shape your communities and your country will be influenced by your philanthropy and those of many others. This context of philanthropy will also influence whatever business, nonprofit, or government you work for.



Philanthropy



Study

So, to understand the world, you need to study philanthropy. How did social movements change fundamental norms about race and gender, peace and war over time and across cultures? How did the funding of settlement houses change immigration? How will current expressions of solidarity and protest shape our social and political landscape, and how can we inform ourselves about current philanthropic dilemmas by consulting historical antecedents and analogs?

A fuller understanding of the world created by voluntary action, in turn, helps you to be more effective. How do you motivate others to join a cause you care about? Knowing something about this can be handy no matter what “industry” you make your career in, be it public, nonprofit, or for-profit.

But perhaps more important than motivating others is motivating yourself.

To understand yourself, you also need to think about philanthropy. A good education is a process of self-discovery, at the same time that you are preparing to make contributions to others. What do you want to give to the world? What values do you hold dear? What matters to you? Even if you have little patience for examining your own values, doing so will equip you to deal with the beliefs and experiences of others who affect your lot in the world. Knowing what you wish to give will also help you get what you want.

Of course, what you want may change as a result of your philanthropic education. Philanthropy is not a decorative dusting on the substance of what we do, it is often at the core of why we have the world we do. Understanding it helps you better appreciate the creative wonders of human generosity. With this appreciation you can build your own sense of what you wish to contribute.

So “Why philanthropy?” Because the world is made of it and you should make your mark with it.



Philanthropy

A. UPCOMING EVENTS

Mandala Night – the only networking in town designed for volunteers and nonprofit organizations will be coming in **May, August, October, and December.**

1. Mandala Night

2. Annual Conference

Save The Date for a unique and exciting conference on *'How Doing Good is Good for Business 92018 – Business Impact & Community Impact – Where to meet?'* on **June 28, 2018 (Thursday), 08:00-15:30**, at the **Park Hyatt Saigon!**

This year's focus *"Business Impact & Community Impact - Where to Meet?"* discusses and showcases creating shared value (CSV)/CSR models that build value and sustainable impact; encourage and enable businesses to continue to grow sustainably; create and continue positive social and environmental impacts; and how to strengthen partnerships with key stakeholders. Examples will come from cross-sector partnerships presenting frameworks, tools, and platforms through practical case studies in Vietnam and internationally.

Detailed information about the event; and how to register will be sent to you via email and updated on [LIN's Facebook](#) & [LinkedIn](#)

Learn more about the event last year [here](#).

The official launch of **Round II. 2018** of **Narrow the Gap Community Program** will take place on May 12th 2018.

Round II is the biggest grant round during the year, where Narrow the Gap aims to grant up to US\$ 7,000 for the three best community projects; in addition to series of workshop and training to assist the grant recipients (NPOs) to develop and deliver effective solutions to the social and environmental challenges.

3. Narrow The Gap



B. ACTIVITIES IN MARCH - APRIL

1. NPO Morning Cafe



NPO Morning Cafe with the theme "See - Listen - Taste - Smell and Tell NPO Stories" took place on April 12, 2018. The purpose of this activity is to help organizations understand in broader & different ways of communication, in particular the form of communication through telling stories.

The event was attended by two guests from the Media for Nonprofit group, Ms. Huynh Tinh Hoai Nhan, Media for Nonprofit Project; and Ms. Doan Bao Chau, Research Team Leader for Media for Nonprofit. The event attracted more than 40 NPOs with diverse media stories from each organization's current media outlets.

"This NPO cafe morning brought me as the communication executive, a life jacket for my MỘc Khoe Sắc. I learned a lot from it, especially the effect on words to evoke the emotions of the reader: Heart - Hear - Hand ", " The content is very good, help the Faith awake"; "I feel the investment of the whole team when presenting, sharing and giving advice on communication for community projects, very deep and timely ..." - These are sharings of representatives of NPOs in *NPO Morning Cafe* on April 12th.

This is also the occasion for Media for Nonprofit to officially launch a non-profit organization in the South, after many cherished young journalists, who do research on communications development. To date, Media for Nonprofit is the first organization in the South to focus on non-profit community communication projects. The organization was developed with the initial support of the LIN Center for Community Development and the France Volontaires Volunteer Service. The main activity of Media for Nonprofit of Phase 1 is to organize communication training for organizations, connecting media resources so that the nonprofit community strengthens the voice and spreads its values.

Capacity building programs for non-profit organizations in Ho Chi Minh City will take place based on the actual needs of organizations surveyed. Media for Nonprofit is also in the process of seeking resources, calling for funding for long-term & more efficient operations. See more information about the recent Media for Nonprofit event and follow up on upcoming events at: <https://www.facebook.com/media4nonprofit/>

2. PEER SHARING:

There have been **17** advisory sessions over the past three months, focusing primarily on issues of nonprofit legal, financial management and budgeting. An employee of the Youth Union of Ward 12 of District 8 shared, *"The counseling has led us to write volunteer work for the community in a more effective way. LIN also helps us connect us with other partners to achieve success"*. Other NPO staff responded to LIN's financial advisory: *"LIN's Financial Management Consultancy helped me understand the difference between business accounting and NPO accounting. In addition, it helps us to build a clear financial reporting system for our own organization, which is very useful for young organizations like Gaia."*

3. NEW PARTNERSHIP

We're delighted to welcome **10** new NPOs to our network. LIN's current network include **300** NPOs working in various causes, i.e. education, poverty, environment, health care, gender, etc.:

1. [Living value empathy community](#)
2. [Mộc Khoe Sắc](#)
3. [HCM Peace and Development Foundation](#)
4. [The Sciencephile](#)
5. [Seed Planter](#)
6. [Rural Research and Development Center of An Giang University](#)
7. [AP Organization](#)
8. [Bến Tre Association for Victims of Agent Orange](#)
9. [Community Development and Reation center](#)
10. [Human resources club](#)

4. Mandala Night

Mandala Night March with the theme of *"The Journey is not Alone"* took place in a warm and loving atmosphere. The evening featured special guests, Ms. Tran Thi My Yen, SCG External Relations Director in Vietnam, and Mr. Nguyen Hoang Hai, Executive Director of Clean Mind, Clean Food, and 60 participants, including volunteers from business sector, representatives of non-profit organizations, and students.

The program started with a silent atmosphere in which everyone enjoyed the gentle melody of music, followed by the inspiring stories from the two speakers. *"Someone is sitting in the shade today because someone planted a tree a long time ago"* quote from billionaire Warren Buffett, was also part of the key messages delivered by the two speakers in relation to the meaningful contribution from volunteers. The sharing gave people better understanding about case studies in Thailand and Vietnam, which have been implemented successfully to empower the resilience of the community by leveraging the local resources and importantly the time, skills, and contribution from the volunteers. More than 70% of participants responded that they had gained more inspiration and new ideas on how they could contribute to the community, as well as better understanding about difficulties that NPOs are facing in order to fulfill their missions.

"From the perspective of social development executives, we tend to do what we want and can do to support the development of our community. But human resources and financial resources are limited. Madala Night is a very good idea for the long-term change, the creator and maintainer is the beneficiary or the local people. At the same time, social work where there is a combination of resources will also bring about more sustainable and effective outcomes. This is a good idea for volunteers to work more effectively for the organization and for themselves" said an event participant from Reach.

Contact LIN via email: phuong@linvn.org or hotline 08 8 880 7929 if you would like to contribute your time and expertise to create long-lasting impact for Vietnam!



5. NARROW THE GAP

The first Pitching event of ***Narrow the Gap Community Program*** was on 8 April with the participation of nearly **100** people, including public audience, six NPOs, and 16 members of the evaluation committee of the project. Six projects participated in the 1st round 2018 to pitch their initiatives, and four of them were chosen. Here are four projects funded by ***Narrow the Gap, Round 1:***



"Safe Going To School" Project from ***Frogsleap foundation*** is targeted at elementary school children in Duc My commune, Can Long district, Tra Vinh province; people on Con Ho, Tra Vinh province. Through the activities of educational programs "prevention of drowning" and "prevention of child sexual abuse"; Give 100 life jackets to elementary schools. Build 2 water filters for Con Ho residents. Building a bridge for Con Ho people, the Frogsleap Foundation believes that students are trained on drowning prevention and child sexual abuse prevention, environmental awareness among students. The people have clean water that can be used in daily activities, people have safe bridge to go.



The project ***"Empowering Ethnic Women Rights in Water Supply Project in Mekong Delta Region through Gender Promote and Raise Gender Awareness and Leadership Skills"***, by ***Rural Research and Development Center of An Giang University*** targets women and children under 18 years old in An Cu, An Hao Commune, Tinh Bien District, An Giang Province. The objective of this project is to (1) disseminate research findings on women's participation and empowerment in water management in the Mekong Delta to many stakeholders (local people, government, and NGOs); (2) Set up four committees called "Women, Water Initiatives Leadership (WWIL)" in four project areas, local women will manage the common well; (3) Empower women and girls through workshops / forums on gender issues in water management; and (4) Collaborate in researching and expanding the network to raise funds to share about gender equality in natural resource management, particularly in water management in the Mekong region.

The project **"Building Habits of Using Water Resources and Clean Hands for Students"** by **the Innovation and Community Connectivity Center** targets **673** students and **59** managers and teachers in Vung Liem district, Vinh Long province. Through training activities on water saving and clean hand washing procedures; Construction of handwash; Build images, messages on the use of water savings, clean hands. The project would like to bring two gutters of handwash with the communication/instruction message to ensure 70% of hand washing properly; 80% use water properly when washing hands.



The project of **"Building psychological counseling center of Binh Trieu"** of **Friends for Street Children**.

The direct beneficiary community of the project consists of **400** primary school students aged 7-16 at the Binh Trieu school, more than **50** students are receiving formal study scholarships and **27** are living in Binh Trieu Shelter in Binh Trieu school. Indirect community are family of students and teachers, staff of the center. The main activities of the project include (1) Surveying and consulting room decoration; (2) Purchasing Materials and decorating the room; (3) Developing working Schedule, allocating personnel, and work agreements; (4) Training for teachers and staff; (5) Soft launching, official project implementation for the 2018-2019 school year.

Expected results from the project activities are a psychological consultation room (30m2 area); A team of psychologists who consulted and supervised the results; Behavior change, and positive improvement for the children participating in the consultation.



6. NEW HOME FOR LIN & NONPROFITS

Since March 2018, with the support of sponsors and special offer from the CirCO Co-working Space, LIN Center has moved to a new location:

LIN Center for Community Development
CirCO Co-working Space, 1st Floor, H3 Building,
384 Hoang Dieu Street, Ward 6
District 4, Ho Chi Minh City. HCM

With this new venue, LIN commits to support at least **5** free seats for non-profit organizations partners. Please contact us if you would like to have a work seat!

Visit the new home for nonprofits [here](#).



Shared working space at CirCO

C. Supporters acknowledgement

1. Organizations



2. Individual donors

Anonymous
Edwards Trần
Ms Oanh
Võ Thị Hải Yến
Vũ Phương Thanh

3. Volunteers

Châu Hồng Anh
Đoàn Thanh Toàn
Lê Võ Sơn Quân
Nguyễn Hoàng Hải
Nguyễn Hoàng Tuấn
Nguyễn Lê Kiều Mi
Nguyễn Ngọc Tiến
Nguyễn Quý Thiện
Nguyễn Thị Hoàng Yến
Nguyễn Thị Nữ
Nguyễn Thị Ngọc Anh
Nguyễn Thị Ngọc Mai
Nguyễn Thị Phương Lan
Nguyễn Thị Phương Thảo

Nguyễn Thị Thùy Nhung
Nguyễn Thủy Tiên
Nguyễn Việt Anh
Peter Cornish
Phạm Tiến Hân
Phan Đặng Ngọc Yến Vân
Phan Trần Hà Thủy
Trần Công Bình
Trần Lê Thị Lài
Trần Quang Duy
Trần Tứ Cường
Trần Thị Mỹ Yến
Vũ Hoài Ngọc Linh
Lisa Wyndels

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