

## News and Events of the LIN Center for Community Development

### NPO workshop “Strategic Planning”



*Dr. Thuận presents on “Strategic Planning for Not-for-Profit Organizations”*

On 18 November 2010, LIN Center organized a workshop for our NPO Partners at Xu Restaurant on the important topic, “Designing a Strategic Plan for your Not-for-Profit Organization.” The objective of the workshop was to help NPOs focus on their future orientation.

With 15 years experience as a consultant in organizational development, training and research, Dr. Nguyen Anh Thuan – Managing Director of Safe Living Corporation opened his presentation by asking participants two questions: First, why is it good to have a strategic plan? And second, when do you need a strategic plan? Dr. Thuan emphasized that a lack of orientation

and mis-management are common mistakes made by NPOs, which can be prevented or at least minimized by developing a strategic plan.

After building consensus as to the value of strategic planning, Dr. Thuan provided an overview of the process, such as: conducting a needs analysis, establishing benchmarks, conducting a risk analysis and strategies to manage possible risks.

While explaining that all organizations benefit from strategic planning, Dr. Thuan pointed out that the key difference between for-profits and not-for-profits is the objective. While for-profits mission is to make a profit, the mission of a not-for-profit organization is developmental and human-centered.

A crucial element to a good strategic plan (and a strong not-for-profit) is the participation of a visionary leader. Regardless, all participants in the strategic planning process, Dr. Thuan explained, must remember and stay true to the organization’s vision and mission as they establish goals and develop work plans.. Following Dr. Thuan’s presentation, participants heard a brief presentation by Mr. Napoleon Ta, Head of Equity Research at Horizon Securities Corporation and Managing Director of SEO-IIV (a not-for-profit organization that facilitates the

matching of talented college students with internships at successful HCMC based companies). Mr. Ta shared his experiences with strategic planning for both Horizon and SEO-IIV. He provided an overall picture, peppered with details to demonstrate the differences and similarities between the two examples. For both organizations, Mr. Ta said that process was essentially the same. For both, there was an analysis of needs, a review of organizational capabilities and a thorough SWOT analysis. "The key difference," he explained, "is that a non-profit organization has limited human and financial resources, which makes the strategic planning process much more challenging [compared with a for-profit]."

*To overcome this challenge, Napoleon explained that SEO-IIV relied on its founding members and some key stakeholders who helped out. "Fortunately," he added, "we benefited from having a visionary and committed leader."*

On her way out, after the workshop, I spoke briefly with Mrs. Tran Thi Trung Thuan who works with Thien Tam Ltd. Company – a social enterprise in HCMC who expressed, "Thanks to the LIN Center for holding a useful workshop, which helps non-profit organizations to recognize what they must do to develop their organizations better."

**Minh Giang (LIN media volunteer)**

Note: Download the [Presentation by Dr. Nguyen Anh Thuan](#)

## Opportunity for NPO partners

A group of Australian and Vietnamese RMIT students will collaborate with LIN Center to carry out a project to design a brochure for local NPOs based in HCMC. The project will be carried out from **February 10 to 22, 2011.**

The activities will consist of: (1) site visits to your organization; (2) interviews with staff and a manager; (3) design of a brochure for your NPO; (4) feedback and finalization.

If you may be interested to get technical support from young, talented university students, please email to LIN ([npo@LINvn.org](mailto:npo@LINvn.org)) with your answer to the following question **"Why does your NPO want a new or improved brochure?"**. Please send us your response before **15 December 2010**. The organization with the best answer will be selected. (However, LIN will also try to find Skilled Volunteers to assist other applicants as well!)



**LIN Center would like to wish a Happy Birthday to two VIPs at LIN:  
Ms. Ngo Quynh Nhu (Director & Board Member).  
Ms. Tran Ngoc Tran (Chief Accountant & Board Member).**

## Upcoming Events

### International Volunteer Day (IVD) Event (December 05<sup>th</sup>, 2010)

On the occasion of International Volunteer Day – 5 December, the LIN Center has partnered with 12 other volunteer host organizations to organize a fun and information-filled event for all current and prospective volunteers in HCMC.

The purpose of the event is three-fold:

1. to honor all types of volunteerism;
2. to inspire volunteerism among a broader population; and
3. to facilitate the exchange of ideas and experiences among volunteer host organizations.

The organizing community has chosen the slogan “Volunteer! Support your community” for an event that will be for volunteers from all walks of life to come together and share their experiences and for volunteer host organizations to promote volunteer opportunities in the community. IVD also offers an opportunity for volunteer organizations and individual volunteers to make visible their contributions - at the local, national and international levels - towards the achievement of the Millennium Development Goals.

The event will be take place at the **International School Saigon Pearl (ISSP) – 92 Nguyen Huu Canh, Ward 12, Binh Thanh District, HCMC from 08h00 to 11h30 a.m on Sunday, Dec 5<sup>th</sup>, 2010.**

*We would like to invite all LIN Volunteers, donors and individuals who support us to participate in this event. Please contact us at [volunteer@LINvn.org](mailto:volunteer@LINvn.org) or [\(848\) 3824-6091](tel:(848)3824-6091) if you have any questions or would like more information.*

### LIN Center Participates in the RMIT Career Fair (December 09<sup>th</sup>, 2010)

LIN Center will host a booth at the RMIT Career Fair 2010, an event which brings together partners from industry and the NGO sector to meet with over 3,500 RMIT University undergraduate and postgraduate students. The Career Fair was organised to meet the needs of prospective employers and students. LIN hopes to attract the interest of the RMIT students in the not-for-profit sector, discuss career options and other opportunities, such as skilled volunteering.

The event will be organized at RMIT’s **Recreation and Events Complex (REC), 702 Nguyen Van Linh Blvd, D.7, HCMC from 09:00 to 15:00 on Thursday, Dec 09<sup>th</sup>, 2010.**

*Please contact us at [npo@LINvn.org](mailto:npo@LINvn.org) or: [\(848\) 3824-6091](tel:(848)3824-6091) if you have any questions.*

## Donor's Corner

### Grantmakers Roundtable with Dr. Charles Bailey



Shortly after our HCMC Grantmakers Forum on October 21<sup>st</sup>, the LIN Center organized a roundtable discussion for area Grantmakers with Dr. Charles Bailey, who has over 30 years of grantmaking experience, having worked with the Ford Foundation in Asia, Africa and the United States.

During the 4 November roundtable, which was attended by 15 representatives of grantmaking organizations, Dr. Bailey shared his personal experiences and lessons learned as a grantmaker, focusing on the 10 years he spent as head of the Ford Foundation's Hanoi office and his efforts to introduce a new grant program – Ford's Special Initiative on Agent Orange/Dioxin.

“Philanthropy incorporates people that give money in times of relief, people that give money to meet the long-term needs in a community, and also [people who give] money to address issues that are transformative,” explained Dr. Bailey.

For Dr. Bailey, the Special Initiative on Agent Orange/Dioxin was about bringing important issues to the attention of the people. Since 2005, the Ford Foundation has made 55 grants in this area, totaling US \$14 million. These grants supported demonstration projects on health care and dioxin cleanup in Vietnam, confidence-building measures as well as public education and action in the United States.

In designing an effective grant program, Dr. Bailey spoke of the need for careful thought and preparation, focusing on three key steps:

- Theory of change – What is it that you wish to change?
- Selection of grantees – How will you relate to your grantees: before, during and after you make the grant?
- Partnerships – What groups or people will you engage to help support your grantees and achieve the change you seek?

“You need to bring in a whole ecology of supporters to [provide effective] support for your grantees,” he explained, “as each brings different assets [to the table].” Acknowledging that it is not always easy to form partnerships with different supporters, Dr. Bailey recommended establishing a clear agreement with all stakeholders as to what the ultimate goal is by clarifying, “...what are we all trying to achieve.”

During the Q&A, Dr. Bailey offered several useful tips and suggestions for grantmaking organizations. For new grantmakers, he explained that experience is sometimes the best guide. Even if you don’t find the perfect partner, he advised, “just make a grant to get the ball rolling... You will learn something in that process.”

Many of the grantmakers in the room were concerned about the relationship between the grantee and the grantmaker. In recalling his own grantmaking philosophy, Dr. Bailey noted, “The fundamental thing is to respect your grantees and you don’t do that by breathing down their necks.” The selection process, up until signing of the grants, is where the grantmakers can set expectations for their grantees – criteria for eligibility, reporting requirements, etc. After that, “It comes down to listening and discussing.”

*Note: Dr. Bailey’s PowerPoint presentation and supplementary materials will be available for download from LIN’s website in the coming weeks.*

## An Inspiring Example of Philanthropy



*Ms. Kate Anderson (Charity Cabaret) and Ms. Anh (Thien Chi Center) sign the grant agreement.*

On Tuesday afternoon, 9 November, the organizing committee for the popular Charity Cabaret 2010 – ALICE, met the three selected beneficiaries of their fundraising efforts during an intimate award ceremony at the Sesame Restaurant, a not-for-profit vocational training center for disadvantaged youth.

All but one of the nine committee members was present – eight successful expatriate businesswomen who have been working in Vietnam in a variety of

fields, from accounting and HR to interior design and dance. Representatives from each of the three selected beneficiary organizations were there as well.

After watching a short video from the fundraising event, Ms. Kate Anderson introduced herself and fellow members of the Charity Cabaret 2010 Committee and welcomed the beneficiaries and sponsors who were present. Several members came up to share their thoughts and ideas about each award category. They were joined by three event sponsors: Aedas, Cushman & Wakefield and Rainbow Divers Vietnam, in announcing that their three selected beneficiaries would each receive the full amount of their grant requests:

- **Te Phan Love Family** in Ho Chi Minh City was awarded 41 million VND to offer various arts and cultural activities for their children, the majority of whom are mentally or physically disabled.
- **Thien Chi Centre for Support and Community Development** in Binh Thuan Province was awarded 178 million VND to build “water sealed” latrines for Kindergartens and help promote good sanitation and hygiene among area children.
- **Young Creative Group** in Ben Tre Province was awarded 175 million VND to engage community members and raise awareness about the need to protect rare birds such as those found in the Vam Ho Bird Grounds.

Throughout the month of October, the organizing committee worked with the three beneficiaries to establish project benchmarks and other terms and conditions for their grant. They also indicated dates for two site visits over the next year to give the committee a chance to show their support for the work each organization is doing to improve their communities and provide opportunities to disadvantaged groups.

In the presence of all attending, the agreements were signed and members of the beneficiary groups stood up to share some thoughts. Most touching were the words of Ms. Nguyen Thi Minh Thu of the Te Phan Love Family who, alongside one of her colleagues and three of the children that she looks after, thanked the committee for their contribution but also for “teaching us how to organize a fundraising event”.

## LIN Center



*The Charity Cabaret Committee takes a souvenir picture with Thien Chi Center Staff visiting from Binh Thuan Province*



*Children and staff from Te Phan family watch a video from the Charity Cabaret 2010 - ALICE event*

## Support to LIN in November

The team at LIN is thankful to the generous support we have received this month from the following organizations and individuals, which will allow us to expand our programs in 2011:

- Irish Aid / Embassy of Ireland - awarded the LIN Center €5,000 to support communication, education and networking activities in 2011.
- Charity Cabaret 2010 Committee – surprised the LIN team earlier this month with their announcement of a donation to LIN’s core programs in the amount of USD \$1,000.
- Mr. Landon Carnie – made a contribution to our core programs.
- Ms. Huynh Xuan Thao – made a contribution to our NPO Capacity Building programs.

We are so grateful to the above individuals and organizations and to everyone that has supported us over the past years as volunteers, donors, friends and partners. Thank you all!

### LIN Grant Supports Cau Han Scholarship Program “Flying High on the Wings of Hope”



*Rep of Cau Han Center gives scholarship to Tu Anh children to continue their schooling”, stated Ms. Tien, Manager of Cau Han Community Center.*

On Wednesday, the 10<sup>th</sup> of November 2010, Cau Han Community Center in District 7 distributed fifteen scholarships to disadvantaged children in their community. Support for these scholarships was provided by the LIN Center for Community Development.

The modest award ceremony touched the emotions of those attending the event. The children receiving the scholarships have achieved success in school despite the fact that they have grown up without many resources.

*“Although the money we provide is not much, we believe that it encourages the*

The children who receive the scholarships are asked to submit their mid-term and final marks to Cau Han Community Center. They also receive life skills training at the center. “This must be done,” explained Ms. Tien, “because it helps maintain social connections which contribute to making our lives more beautiful.”

Asked to help hand out the scholarships, Mr. Pham Truong Son – LIN Center’s Community Liaison remarked, “On behalf of the LIN Center and our volunteers present here today, it is with honor that I can present these scholarships to support children in their studies.” He went on to explain, “LIN Grants are intended to support the activities of our partner organizations and help them to improve their project management and fund raising capabilities.”

**Dang My Ngoc (LIN media volunteer)**

# Opportunities for NPOs

## DED SMALL GRANTS FOR LOCAL PARTNERSHIPS 2011

The German Development Service (DED) is pleased to announce its interest in partnerships for its **Small Grants for Local Partnerships in 2011**. The main purpose of the grants is to facilitate the implementation of Vietnam's Grassroots Democracy Ordinance (34/2007/PL-UBTVQH11) in order to strengthen people's participation and good governance at local level in Vietnam.

Small Grants will be given to local civil-society organizations which submit project proposals focusing on facilitating the participation of the local population in the implementation of Vietnam's Comprehensive Poverty Reduction and Growth Strategy through:

- Facilitating and monitoring processes at village or commune level according to the Grassroots Democracy Ordinance (GDO) or innovative ways to implement the ordinance.
- Projects that link the GDO implementation to other topics like gender equality; participation of marginalized groups as ethnic minorities, women, people with disabilities or others; raising transparency and accountability of local authorities etc. are most welcome.
- Capacity building on GDO and related rights
- Using participatory methods in project planning, implementation and monitoring/evaluation.

Grants may be provided to Vietnamese civil society organizations (non-governmental organizations, mass organizations at district level and below, and community based organizations) in North and Central Vietnam as well as local authorities on commune and district level.

Project budget proposals in terms of human resources need to match the *UN-EU guidelines for financing of local costs in development-cooperation with Vietnam* in order to obtain a grant. The recent guidelines can be downloaded at:

<http://ccbpmi.gov.vn/Portals/1/Cost%20Norms%20EN%20Final.pdf>.

Please send your project proposals in English or Vietnamese to the German Development Service (DED), Civil Society and Good Local Governance Program, 6<sup>th</sup> Floor Hanoi Towers, 49 Hai Ba Trung, Hanoi or preferably online via e-mail to [tth.anh@ded-vietnam.org](mailto:tth.anh@ded-vietnam.org) by **30<sup>th</sup> January 2011 latest** (date of receipt). Final selections will be announced by 28 February 2011.



## Training Course on “Organizational Development”

Social Development Training Center (SDTC) would like to announce the training course on "Organizational Development" taking place from December 11 to 12, 2010 (2 days) at Ton Duc Thang University, HCMC. This is the last training course under the project "Capacity Building for Social Staff in Southern of Vietnam" which is supported by Education For Development (EFD)

The course is designed for staff from NGOs, local social organizations and other individuals who responsible for organizational building and planning. Upon completion of this course, participants are able to:

- Understand the development vision and mission of organization
- Analyze the organizational environment and resources
- Know how to plan the system
- Plan organizational construction and implement its components.
- Manage risks and changes

For more information please contact: Mr. Le Trung Bao, P.R officer.

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