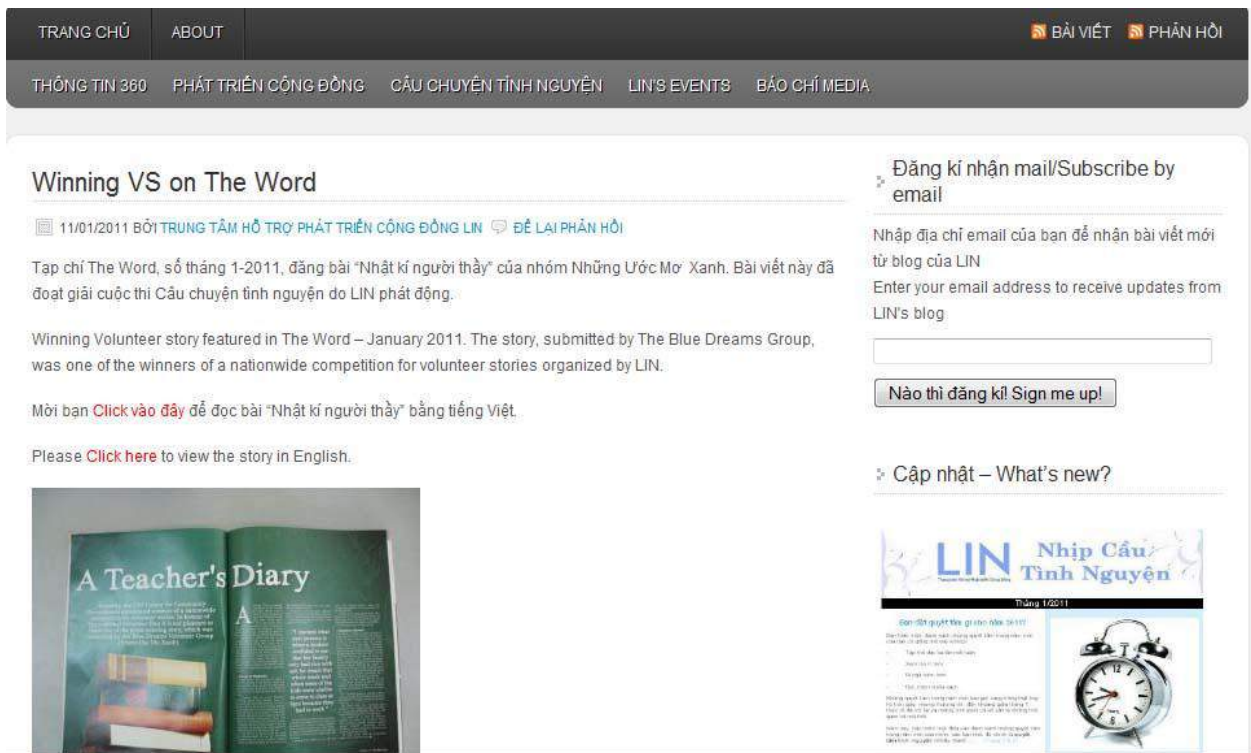


**News and Events of the LIN Center for Community Development**

**Have you subscribed to LIN's blog?**



The screenshot shows the LIN blog homepage. At the top, there are navigation links: TRANG CHỦ, ABOUT, BÀI VIẾT, and PHẢN HỒI. Below that are category links: THÔNG TIN 360, PHÁT TRIỂN CỘNG ĐỒNG, CÂU CHUYỆN TÌNH NGUYỆN, LIN'S EVENTS, and BÁO CHÍ MEDIA.

The main content area features a post titled "Winning VS on The Word" dated 11/01/2011. The post text mentions that the article "Nhật kí người thầy" was featured in The Word magazine, January 2011, and was a winner of a nationwide competition for volunteer stories. It includes a link to read the article in Vietnamese and another link to view it in English.

To the right of the post is a subscription form titled "Đăng kí nhận mail/Subscribe by email". It asks for an email address and includes a "Nào thì đăng kí! Sign me up!" button. Below the form is a "Cập nhật – What's new?" section showing a thumbnail for the January 2011 issue of "LIN Nhịp Cầu Tình Nguyện".

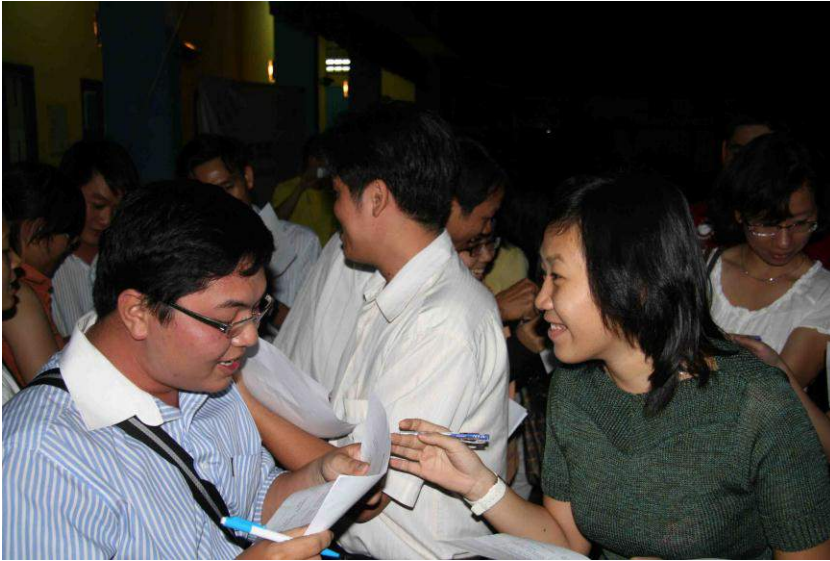
Dear LIN friends,

Are you aware that, besides our page on Facebook, LIN Center provides updated news and information on our website blog? If you subscribe to our blog, you will be notified of new posts and be able to share your thoughts, ideas and comments. We want to share with you the latest news in community development and volunteerism in the most convenient way possible.

If you like LIN's page on Facebook, we are sure you'll be pleased with what we provide on our blog. Please subscribe to LIN's blog at: <http://linfoundation.wordpress.com/>

If you have any questions or problems regarding the blog or subscription process, please contact Ms. Truc at: [truc@LINvn.org](mailto:truc@LINvn.org) or [\(84 8\) 38246091](tel:84838246091).

## LIN Holiday Networking Event “Meet the Specialists and Skilled Volunteers”



Participants engaged in LIN's networking challenge

To bring a positive end to an eventful year of 2010 and to welcome the Lunar New Year, the LIN Center for Community Development organized a networking event for stakeholders on Saturday evening, January 22, 2011 at Sesame Restaurant (an NPO Partner and Vocational Training Restaurant). Sponsored by Irish Aid, the event

attracted 90 participants, including staff of LIN's not-for-profit (NPO) partners and area philanthropists who enjoyed an opportunity to reflect on 2010, network with people addressing community issues and looking for ideas and support for their activities in 2011.

In her welcome remarks, Dana R.H. Doan, Board Member of LIN, applauded NPOs and volunteers for their participation and support in 2010 saying, *“The LIN Center's programs depend on the active involvement of our stakeholders, our success is measured by your success so tonight we want to thank you for your contributions and learn from you how we can support your efforts in 2011.”*

In the snapshot slideshow that followed, the LIN team presented an overview of LIN's programs and achievements in 2010, providing services to the local not-for-profit community, volunteers and donors. (A detailed report of LIN's 2010 activities will soon be available for download from the LIN website.)

Participants were then warmed up with a Bingo Game, challenging them to quickly get to know as many people as possible, specifically people meeting the criteria in each of the 25 boxes on their bingo card. Although there were only gifts for the first two people to complete five-in-a-row, the networking taking place was action-filled and everybody was pleased to have an opportunity to meet new people or learn something new about their colleagues.

Later, during the open networking session, participants discussed their activities and shared ideas for providing better community services. Some helpful contacts were established. Ms. Tu Manh Ky, who volunteered as a judge for LIN's Volunteer Stories Competition in September, appreciated the opportunity to learn

about GLINK, an NPO addressing homosexual issues. *“I also had a chance to talk to representatives from Thien An Shelter and learn about the Braille system for visually impaired people. This kind of event is helpful for those who wish to contribute to the community like I do.”*

For Pham Thanh Van, Director of Tinh Than program, who has more than twenty years of social work experience in Ho Chi Minh City, the event was a chance to reconnect with old friends, *“I am glad to have had this opportunity to see many familiar faces in the social work field whom I have not seen for a long time.”*

The event ended with a snapshot of LIN’s workplan and goals for 2011.

## LIN Center

- [List of LIN events in 2010](#)
- [Pictures from the networking event](#)
- [LIN Annual Report 2010](#) (available the 1<sup>st</sup> week in February)



### Skilled Volunteers Available to Support LIN’s NPO partners!

Attention NPOs: The LIN Center is developing a broader network of skilled professionals who wish to support the local not-for-profit community. Following is a summary of Volunteers that recently signed up to offer their support.

- **Legal consultants: 2 volunteers now available!**
- **Environment, Water & Sanitation Management Consultant: 2 volunteers!**
- **Proposal Writing in English/ Teaching in English for children/ Caring for disadvantaged children: 1 volunteer (native English speaker)**
- **Marketing Consultant: 1 volunteer!**

If your organization would benefit from having one or more of the above listed skilled volunteers, please contact Ms. Truc at the LIN Center for more information at [volunteer@linvn.org](mailto:volunteer@linvn.org) or (08)38246091.

## Please Join LIN's NPO Advisory Group!

- Are you working with a not for profit organization?
- Do you have 5 or more years of experience working with NPOs and/or addressing social issues in HCMC?
- Do you want to support the development of HCMC not-for-profit organizations?

If your answer is YES, YES and YES, we invite you to join LIN's NPO Advisory Group.

The NPO Advisory Group aims to bring better support and services to the not-for-profit community in HCMC. The Group will be asked to meet with the LIN team, every other month, to review the LIN workplan, to provide ideas and share personal experiences and information which can help to strengthen community services and ensure that LIN provides needed services to our partners and beneficiaries, focusing as well as on support to smaller and less experienced organizations.

Join with us for a better community!

To indicate your interest in joining our NPO Advisory Group, please contact Mr. Truong Son, by email at: [npo@LINvn.org](mailto:npo@LINvn.org), or by telephone: [\(84 8\) 3824-6091](tel:84838246091).

### LIN Grant Opportunities in 2011

This year, the LIN Center will organize three grant rounds with the following deadlines and criteria:

+ March 2011 "**Small Grant**": to support the work of our NPO partners (up to VND 27,000,000). Deadline for proposals is March 31, 2011.

+ September 2011 "**Collaboration Grant**": to encourage collaboration among local partners. LIN welcomes project proposals involving two or more NPO partners (up to VND 54,000,000). Deadline for proposals is 31 August 2011.

+ December 2011 there will be two kinds of grant:

**Community Grant:** For this grant round, the LIN Grant Review Panel will review and select the top 3 to grant applications. Representatives from each organization will then be asked to present their project during an event with members of the donor community in Ho Chi Minh City. The community members will then get a chance to vote for the best proposal and the organization with the most votes will be announced, receiving a grant up to VND 80,000,000. Deadline for proposals is 30 November 2011.

**Also**, in acknowledgement of the support and contributions from LIN's NPO partners, we will also be offering a special grant, prior to Tet 2010. This **Participation Grant** (valued at VND 10,000,000) will be allocated to the LIN NPO partner that is most active in our events and activities (e.g., attendance at workshops, participation in meetings and networking events, contributions to the knowledge network).

## Upcoming Events

### RMIT Students Support Three NPO partners

*From 10 – 22 February, 2011*

Three not-for-profit organizations, all partners with LIN, will participate in a joint initiative of Vietnamese and Australian RMIT University students to support the community.

- Tinh Than Program will work with the RMIT students to design an environmental protection program for poor communities in Ho Chi Minh City.
- Khanh Hoi Social Center and Nhat Hong Shelter or the Blind will each collaborate with a different group of RMIT students to design a brochure, which will help to introduce their organizations to stakeholders (e.g., donors, volunteers, strategic partners).

The projects will all be carried out from February 10 to 22, 2011. The project assessment, action plan, programs and report writing will be conducted by the RMIT students under the supervision of RMIT faculty.

### Meeting of the HCMC Volunteer Network

*16 February 2011*

After Tet, the LIN Center would like to invite volunteer groups/organizations to participate in the first HVN meeting of 2011 to summarize and review the activities of 2010 and to set out a plan for events and activities in 2011. As requested by the network, the LIN Center will bring along a social expert with 20 years of experience in community work to talk about “Promoting sustainable change through your charity activities.”

Location: Smile Group Office

Time: 18h30 – 21h00 on February 16, 2011

Please RSVP with LIN team at: [volunteer@LINvn.org](mailto:volunteer@LINvn.org) or [\(84 8\) 3824-6091](tel:(848)3824-6091).

# Donor's Corner

## Results of LIN's 2011 Online Giving Survey

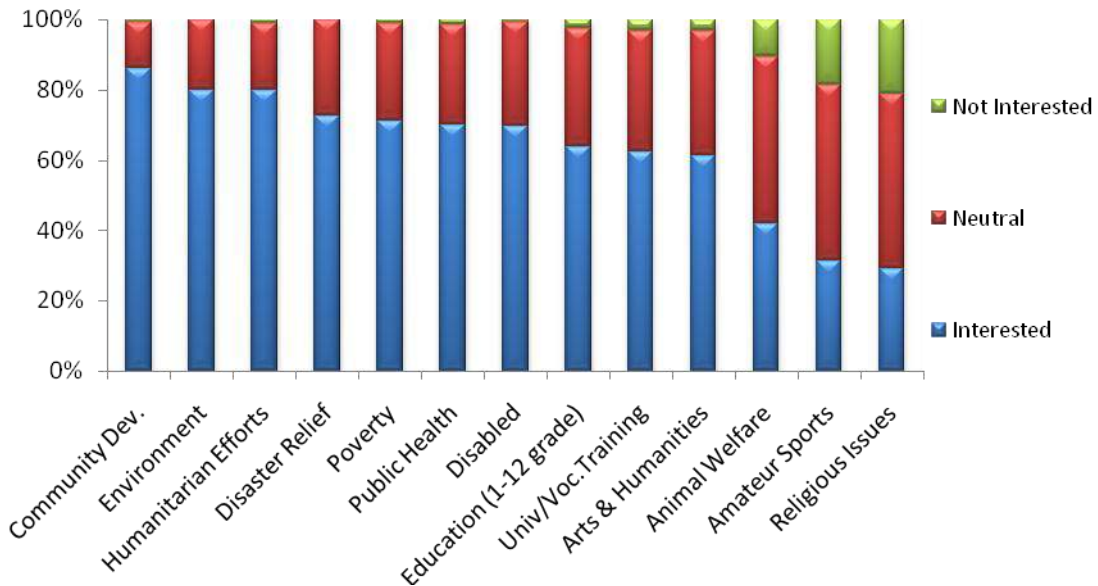
From late December 2010 to mid-January 2011, LIN disseminated an online survey to residents of Ho Chi Minh City and surrounding provinces. The purpose of the survey was to gain insights into individual philanthropy in our community. Two-hundred people completed our survey (152 in Vietnamese and 48 in English), the majority of whom were female (72%) and working full-time (57%). Below is a summary of what they had to say about their giving habits and preferences.

In a typical week, 30% of our survey respondents engage in extracurricular activities for at least 6 hours or more. When asked them about their interest in supporting different community causes, community development, environment and humanitarian issues were at the top of most people's lists while sports and religious issues did not interest 19% and 21% of our respondents, respectively.



Congratulations to **Ms. Nguyen Thi Quynh Huong** (left)- The lucky survey respondent who won a \$50 gift card for F&B at *Xu Restaurant!*

### Level of Interest in Supporting Different Causes

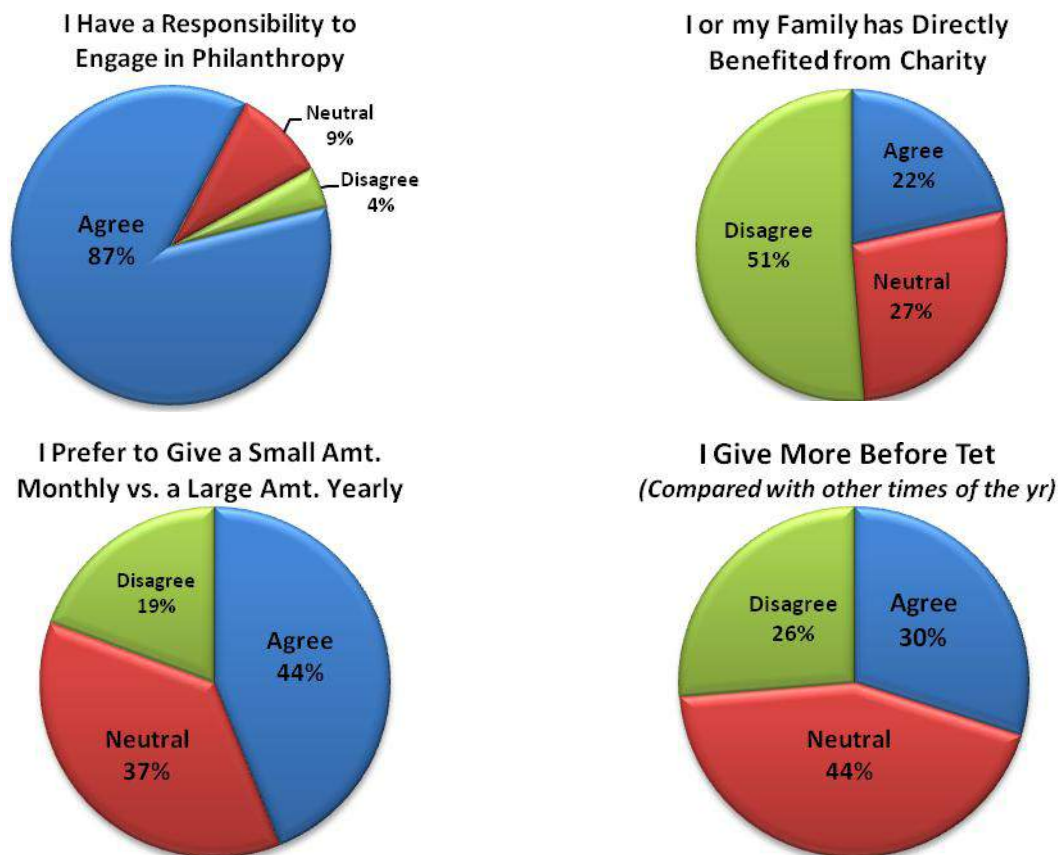


We asked respondents to tell us what how they define philanthropy, based on various possible definitions. From this we discovered that people view philanthropy quite differently. Still, most agreed that working without pay, donating property, and or making a cash donation – large or small - to charitable or community based organizations are all widely recognized examples of philanthropy.

More than 92% of the people surveyed made a donation in the past twelve months. The good news is that it seems most people gave more this year when compared with last year (62%). Only 10% said that they gave less this year and 20% reported giving the same amount. When asked about their motivation for making a donation, the bulk of our respondents (78%) said that it was because they believed in the cause while more than half explained that it was their responsibility to give (56%). Other popular reasons cited for giving included supporting a cause that affects them directly (12%) and responding to a solicitation for funds (10%).

Among the 92% that made a donation, we asked what it was that they donated. The most popular responses were money (82%) and time (70%).<sup>1</sup> Others gave books (36%), free professional services (25%), furniture (15%) or consumable goods (15%). New and second hand clothing, computer equipment, medicines, toiletries and household items were also cited.

Finally, we asked respondents to tell us to what extent they agree or disagree with four different statements about their giving habits. Below are pie graphs depicting their response to each statement:



If you have any questions about this survey please contact LIN at: [Donor@LINvn.org](mailto:Donor@LINvn.org).

<sup>1</sup> Multiple responses to this question were possible.

### JANUARY DONATIONS TO LIN

THE LIN CENTER WOULD LIKE TO THANK THE FOLLOWING DONORS FOR THEIR SUPPORT:

CHARITY CABARET 2010 – ALICE (USD \$1,000)

RMIT UNIVERSITY VIETNAM (AUD 250)

YKVN LAWYERS – MEETING SPACE

NPO partners are encouraged to visit the LIN website for opportunities to receive in-kind contributions via our [GIVE/REQUEST](#) pages. You will be able to request and respond to in-kind donations from individuals, schools/universities and more.

There are currently many in-kind donations on offer, such as books in Vietnamese and English; clothes; plates and bowls... as well as a voluntary art teacher.

Please contact us at: [npo@LINvn.org](mailto:npo@LINvn.org) for more information.



### *Some Free Advice for our NPO Partners*

#### Annual Reports: Expensive, No; Essential, Yes

*With permission from the author, LIN copied below, and translated into Vietnamese, an article by Mr. Richard Male, of Richard Male and Associates  
([www.richardmale.com](http://www.richardmale.com))*

For many of us, the words "annual report" suggests a substantial writing/editing assignment and, of course, the customary expensive color printing and delivery. Certainly corporations often publish stunning, award-winning products with photography or design costs that are probably more than your annual marketing budget. But the truth is, a small or midsize nonprofit's annual report can be **as simple as a well-written letter**--yes, even a single page with a financial summary.

Have you postponed preparing an annual report because you think it is too much to take on or too expensive? Put aside your hesitations and consider this table of contents. This is not the time to write the Great American Novel, but to deliver essential information on the who-what-when-where-why of your organization. Keep it short. Some of these can be single sentences.

- 1. Your mission statement.** Include, if you have them, values statement(s). If the reason your nonprofit exists (the problem you address) is not readily understood, then include a concise fact, i.e., "95% of girls in Tanzania are not able to complete high school."
- 2. History.** How and when were you founded, and by whom. Briefly describe whether your programs have evolved, where your operations have been located, whether you own your own building. *Keep it brief but cover the essentials.*
- 3. A roster of your board members,** including their professional job titles. *Depending on the size of your nonprofit, include a list of your senior staff members with titles and degrees.*
- 4. The core information on program.** Strangely, this can be a weak point in nonprofit communications. Do not simply parrot your mission here--but rather, provide specific data on impact, including people served, program participation, success rates, and mid- and long-term outcomes. Numbers alone almost always require context, i.e., "We counseled 1,119 families this year, an increase of 12% over 2009." *Highlight specific programs, classes, services, or successes you consider most important. Be careful not to relay on abbreviations or industry jargon.*
- 5. Where the money goes.** Summarize expenses in three main headings: **program costs, fundraising costs, and management/administration.** The classic graphic for

this is a pie chart of how a single donated dollar is used. *Your program costs should be at least 75% (depending on the life cycle evolution of your organization).*

**6. Where the money comes from.** Summarize revenue across three general headings of **donors and sponsors, grants or contracts, and fees or program income.** Be concise and very clear (again, a pie chart for income and a pie chart for expense is customary.) Your ability to demonstrate a crisp, well-managed balance sheet will be the difference between winning new fans and funders in the year ahead . . . *or leaving critical questions unanswered.*

**7. Desirable details:** Consider photographs of the people you serve, a testimonial from a funder or person served; 1-2 sidebar success stories. *Some organizations also thank donors from the past 12 months by name/gift level.*

**8. Essential details:** Don't forget a concise statement of your tax status, your physical address, and contact information. Note whether you completed an audit. *Date the document to ensure credibility.*

**9. A call to action:** A compelling annual report will inspire donors and volunteers, so you should include a call to action in the form of a web link, a donor envelope and/or a box of bullet points with "How you can help."

**10. Now what?** In a few sentences, space permitting, you could also include "On the Horizon" or "Next Steps"--where you are headed, strategically, in the next 12-18 months.

You will find that a well-written, fact-filled annual report will be invaluable for outreach in the community, with the media, volunteer and staff recruitment, potential government or corporate partners, and of course funders. *Set a do-able timeline now to get yours researched, written and published soon in the New Year!*

(Note: For more "Rich tips" – ideas for NPOs by Richard Male & Associates, please visit the following website: [http://richardmale.com/?page\\_id=93](http://richardmale.com/?page_id=93))

## Opportunities for NPOs



### SEEKING NPOs THAT WANT TO WORK WITH OUR VOLUNTEERS!

*Sunshine Volunteers* is a group of Expatriates living in Vietnam who seek to facilitate and advocate assistance for underprivileged children in and around Ho Chi Minh City, Vietnam. Our volunteers offer time and/or resources to improve the quality of life of underprivileged children by contributing to their social, educational and/or healthcare needs. In addition, we help organize sports and recreational activities to promote children's physical and emotional well-being.

Member of *Sunshine Volunteers* currently volunteer at: Mai Am Mai Tam HIV/AIDS Shelter, ThienPhouc Disabled Children's Home, Hoa Lan School for Deaf Children and Huong Duong "Sunflower" Home for Girls. We recently added Smile Group to our list of NPO partners. Members of Sunshine Volunteers speak English and many speak other languages, including Vietnamese. Our volunteers are typically available in the mornings, from 8:00am to 12pm, Mondays through Fridays and occasionally during weekends.

**Seeking NPO Partners** – *Sunshine Volunteers* would like to grow our community of not-for-profit organizations who are seeking support from Expatriate volunteers. If your NPO is interested, please contact us at: [Saigon.Sunshinevolunteers@gmail.com](mailto:Saigon.Sunshinevolunteers@gmail.com).

**Welcoming New Volunteers** – Sunshine Volunteers always welcomes new volunteers into our community. If you are looking for volunteer opportunities, please contact us: [Saigon.Sunshinevolunteers@gmail.com](mailto:Saigon.Sunshinevolunteers@gmail.com).

As the Lunar New Year approaches, we would like to take this opportunity to wish you and your family all the best in the new year 2011



Please click on the picture for animation Tet card!



LIN team (from left to right):

- Nguyen Thi Thanh Truc**  
Office Manager and Volunteer  
Coordinator
- Nguyen Thi Thu Ha**  
HR Manager
- Pham Truong Son**  
Community Liaison
- Ngo Quynh Nhu**  
Executive Director
- Tran Ngoc Tran**  
Accountant
- Dana Doan (missing)**  
Advisor and Board Member

Thanks to your support in 2010,  
The LIN Center for Community Development was able to grow our program,  
providing more services to an increasing number of individuals and organizations  
who are working to strengthen our community.

*(LIN Center will close during the Tet holiday from January 29 to February 06, 2011)*