

News and Events of the LIN Center for Community Development

Year End Event - “Meeting for Not-For-Profit Community”

On the morning of Saturday, January 14th, 2012, more than 60 representatives from local and international NPOs, individual and organizational sponsors, as well as LIN’s skilled volunteers, gathered for a casual meeting held by LIN in the lobby of Horizon Capitals Group Company, Vincom Plaza in District 1, HCMC to connect and support each other in their ongoing community activities.



Ms. Dana Doan, LIN’s founder and strategy consultant, started the meeting by thanking all partners for their contribution in 2011; she thanked all of the individuals who have helped in LIN’s success from the beginning till now. “....on behalf of LIN Center, I sincerely thank you all for your support and contribution to our success today...” she emphasized. She ended her speech by wishing all partners, individuals, volunteers and NPOs that worked with LIN in 2011 a happy Lunar New Year and success in 2012.

Following her speech, there was a presentation which provided specific figures and achievements of LIN from 2011 (please see more details on page 2).

The most enjoyable part of the meeting was the game, in which all participants were divided into 8 groups to carry out 8 challenges, such as: asking for 3 business cards, collecting re-cyclable garbage, and interviewing people about their opinion of philanthropic activities. These challenges were designed based on skills learned in conferences and training exercises that LIN held in 2011. Groups were divided and had to approach people who were shopping in Vincom Center and nearby areas to accomplish these difficult challenges. The game ended after 30 minutes with awards

going to the two top groups that had accomplished most of the challenges. This activity truly connected the members of the groups, through the shared experience of accomplishing challenges and approaching strangers.

On this occasion, LIN also awarded 3 prizes to 3 organizations which actively participated in LIN's activities in 2011; the winners of the awards were: Thien An Charity House (6 million VND), Hoc Mon Social Base (3 million VND) and Binh Loi Social Base (1 million VND). All sponsors and volunteers were given certificates for their contribution via LIN.

Looking forward to 2012, LIN is committed to providing strong support for various activities put on by our partner organizations such as conferences and workshops, attracting more NPOs to join LIN, and expanding our skilled volunteer list so that we can provide sufficient skilled support for organizations. Along with the development of PAS, LIN hopes to bring more resources to the NPO community in 2012. In addition, research on philanthropic and community development will set a new milestone for LIN in 2012.

"On behalf of an NPO in district 10, I wish LIN to be more successful in 2012 as well as to expand their activities so that other NPOs and disadvantaged people will benefit from LIN's services" Madam Dang Thi Mai, director of Anh Sang shelter for boys (DOLISA of district 10) remarked as the event came to an end.

LIN Center (translated by Ngo Tu Nghi, LIN skilled volunteer)

LIN's Activities 2011: A Summary

1. NPO Capacity building and services:

- a. **22** new NPO partners. **79** total NPO partners.
- b. Funding **9** projects worth a total of VND **253,020,000**.
- c. **18** workshops/trainings attracted **602** participants from **122** NPOs.
- d. **12** LIN NHỊP CẦU monthly newsletters.

2. Skilled Volunteer Services:

- a. **19** Skilled Volunteers matched to NPO partners.
- b. **53** voluntary professionals presented in our workshops/events.
- c. **344** hours of volunteers from Skilled Volunteer Challenges.
- d. **93** written, **32** pictures and **10** video clips in Volunteers Stories Competition.
- e. **2** events to network skilled volunteers.
- f. **12** Nhịp Cầu Tình Nguyện monthly newsletters and **2** assessment of skilled volunteers in HCMC.

3. Donor Services:

- a. **2** Networking for A Cause events (September and December 2011).
- b. Launched Philanthropy Advisory Service funded by CSIP.
- c. Supported over VND **800** million for 6 projects in and around TP.HCM.

For more information on LIN Impact 2011 and LIN Activities 2012, see: [**NPO RESOURCES.**](#)

Upcoming Events



Corporate Community Investment

Good for business? Good for the community?
Join this panel discussion, ask questions and
decide for yourself.

Panel Speakers:



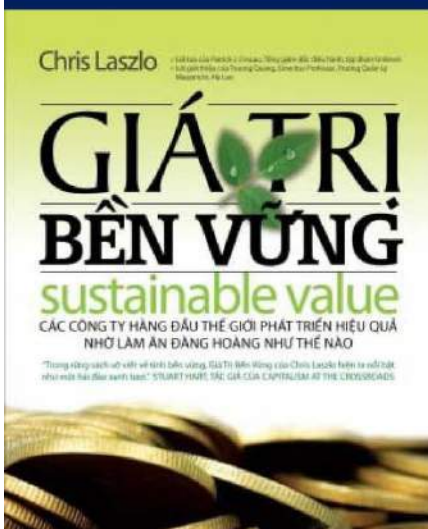
Mr. Pham Phu Ngoc Trai
Founder & CEO, Global Integration
Business Consultants
Former Chair, Pepsico IBC Vietnam



Mr. Nguyen Thanh Viet
Private Sector Engagement Coordinator
CARE International in Vietnam



NETWORKING FOR A CAUSE



Hoa Sen University recently published a Vietnamese translation of "Sustainable Value" by Chris Laszlo presenting the case for CSR. Books are available at bookstores in HCMC.

Date: Wednesday, 22 February 2012
Time: 18:00 to 20:00
Venue: **Hoa Sen University**
2 Tan Vien, ward 2, Tan Binh district
(near Tan San Nhat airport)
Entry Fee: VND 100,000 / person (advance purchase)
VND 150,000 / person (at the door)
Entry fee includes wine & refreshments
Register: Donor@LINvn.org
(08)3824-6091
097-818-9676 (Ly)

Sponsors:



Sign Up to Host a Donor Field Trip
Starting in March 2012

Your opportunity to attract potential donors to your cause!

LIN Center will launch a new service for donors that wish to learn more about NPOs operating in Ho Chi Minh City. The service is intended to help donors gain an understanding about how to conduct due diligence prior to making an investment into a particular organization or cause. The two hour “Donor Field Trip” will include a short tour of the NPO facility or visit to a project site, a short introduction to the NPO’s work (mission, core activities and challenges) by a Director or Sr. Management team member, followed by a 30 to 45 minute question and answer session..

LIN is now seeking NPOs that would like to volunteer to host a donor field trip in 2012. By participating in this activity, NPOs will have an opportunity to meet with prospective donors, to learn what matters to them when preparing to make a donation, and to try and build a case for supporting their own organization or cause. . LIN encourages NPOs in our network, whether they are big or small, start-up or seasoned, to host a “Donor Field Trip”.

If your NPO is interested in hosting a Donor Field Trip or if you want to learn more, please contact the LIN team at: Donor@LINvn.org.

Does Your Organization Need New Skills?

In 2011, the LIN Center matched 19 skilled volunteers to support our NPO partners. These skills included marketing advisory, financial management, website development, legal advisory and more. The successful presentation from Social Professional Intergration House at the “Networking for A Cause: Immigrants” on 18 December 2012 provided a typical example of how the support of skilled volunteers in the marketing field can assist your organization. This year, we are committed to provide experts in many different fields to support your organization.

If your organization is interested in skilled volunteers to support your development strategy, your human resources management, your website and/or your fundraising campaign, please don’t hesitate to contact the LIN Center for free support and advice. The LIN team will guide you to fill the Volunteer Job Description and will find a suitable candidate to match your organizational needs.

Please contact us at: volunteer@LINvn.org, or tel us at: [08-38246091](tel:08-38246091) for any questions and concerns!

NPO Resources

How to attract, win and keep donors

By Hansjuerg Moser – LIN skilled volunteer

With hundreds of NPOs in Ho Chi Minh City and its greater area, existing mainly on money from donors, foundations and grant-making organizations, the competition is huge and the demands of doing the right things in a convincing way to get a part of the cake are constantly growing.

Here are some proven and efficient tips for your fund-raising fundamentals to attract, win and keep donors:

Make sure that your vision and mission is clear, convincing, and well communicated.

Everything starts with your vision and mission. It is not so difficult to formulate it, if you let your thoughts go back to the time before you started your commitment to fight against poverty and injustice. In this period, you surely had your dreams, ideas, aims and the willingness to help change things to the better. So just remember and write it all down, that's a good basis for the next step. Adapt your text to the actual situation, add new facts and revise it:

- Formulate these fundamentals precisely. Make sure that they fit with your goals and day- to-day activities
- Integrate a really unique *position* of your NPO and a unique *proposition* of what services your NPO delivers in what unique way to make a difference from the ones of other organizations
- Make sure that everyone in your organization is able to formulate and explain these fundamentals. Use board- and staff-meetings to talk about them.
- Present them in an appropriate form in all your communication means: your website, your annual reports, brochures, flyers, forms, presentations, talks.

Rely on a strong and concise fundraising-strategy

Based on your vision and mission, you can define your strategy quite easily:

- It includes important *long-term goals, milestones, segments to work, basic activities* and, very importantantly:
- The *role* and *aims* of your NPO, its story and how you would like to tell it to your target groups.
- This strategy is your primary navigation-tool that helps to really focus on the general course to follow, and,
- It paves the way for your board and staff working on different topics and tasks, building relations with actual and potential donors.

Communicate, communicate, communicate!

- Communication is fundamental! Your target group, the actual and potential donors and the decision makers in appropriate foundations should know your vision, your mission and, most importantly, the *results* your NPO achieves.
- You will get as much attention and interest as possible if you “talk” clearly about the change your NPO makes! First, be emotional and tell catchy, personal, tangible success stories! After all, your motivation to work for a better world and to help others comes from your heart and soul. And like you, everyone else in your NPO is committed and everyone outside should know that!
- Present numbers and statistics only as second step to satisfy someone’s desire for facts.

Relations are everything!

- Don’t rely on your submitted proposal as the sole means of decision to get the grant or donation. Other NPOs may also write persuading ones.
- The crucial point is to establish a *personal relation* to each donor. So, introduce yourself, if possible face-to- face. If it’s not possible, write a personal letter. See the addressee as your confidant. Nourish the relationship. Stay in regular contact. So you can even gain other donors through their recommendation. They are your best advertisers. Do not hesitate to ask them.
- Personally, I often used the software Microsoft Project to plan and control my communication with every donor for the coming six month. The graphical schedule with milestones and topics gives a perfect overview of when, what and how to communicate with each donor. I communicated with them, depending on the importance, every two to three months.
- Use a “multi media-approach”, that means different channels and media like letters, mails, newsletters, blogs. even social media like facebook, twitter, to inform the donors about accomplishments, new results that have been achieved through their donations, new staff, jubilees, exhibitions, special events, to name a few.
- Let also beneficiaries tell their personal stories and talk about their experience and the changes in their life.

If you have a compelling mission based on touching, credible, personal stories and results and if you consider your donors as precious personalities, worth caring for, I am convinced you will be successful, keep your donors to your cause and get more resources in favor of the poorest.

Donor's Corner

1. Local Philanthropy: Getting Started

You want to do good by giving money, time or expertise to support local people or local organizations. But you are not quite sure where to start, what to give, to whom and how so as to create the maximum impact. There are many opportunities for philanthropists to play a role in their local community. Below are some suggestions, laid out in “Inspiring Local Philanthropy”- a report by Coutts Philanthropy Service (Autumn 2011, UK). [The full report is available online at: http://www.coutts.com/files/pdf/COU91473_Coutts_PhilanthropyReport_v17-online3.pdf.]

Finding Your Focus

The choices you make about where and how to give is often driven by a combination of three key factors:

- 1) your values, passions and interests;
- 2) your available resources (Time, Talent and/or Treasure); and
- 3) local challenges and/or opportunities.

One of the best ways for individuals to get to know the communities they care about is by walking or driving around the neighborhood, visiting community centers and local NPOs, talking to community leaders, neighbors and charity workers and reading the local press or websites...

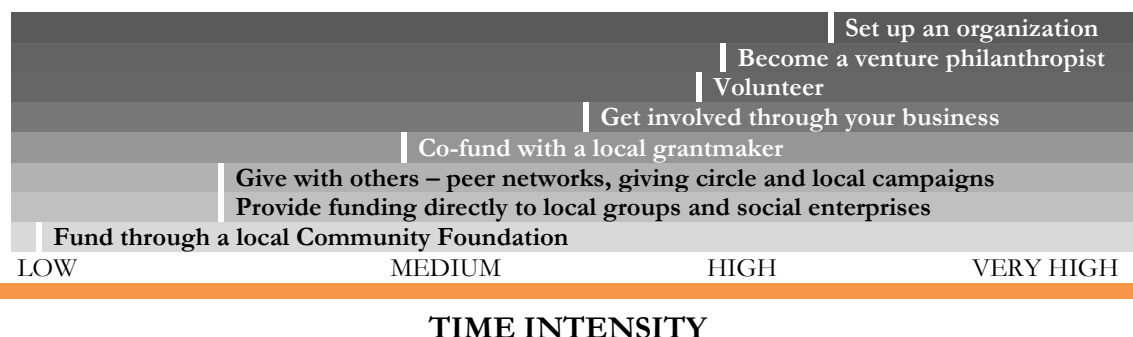
Questions philanthropists might consider:

- How do I find out what are the most pressing challenges or opportunities in the communities I care about?
- How and where might my support make a difference?
- How do I find effective organizations to support?
- How can my support lead to sustained change?
- How might I measure success?
- Where can I find support or resources to answer these questions?

Understanding Your Options

Once you identify the focus for your support, you will then need to determine how you want to give. The figure below illustrates the diverse ways in which philanthropists might go about supporting the causes that matter to them, indicating the time- intensity that might be involved.

WAYS TO GET INVOLVED LOCALLY



2. THANKS TO OUR WONDERFUL DONORS!

The LIN Center was fortunate to receive donations from multiple donors, both inside and outside of Vietnam and we would like to thank all of you for your support to LIN.

- Thank you to the **Judith Carey Zesiger Family Foundation**, for their donation of USD \$3,500 via Give2Asia!
- Thank you to our "**Anonymous Donor**" for a USD \$3,000 donation via Give2Asia!
- Thank you **Ms. Bao Ngoc** (a new addition to the LIN Board of Directors) and to her friends, **Mr. Hung and Mr. Dung** for a combined donation of VND 4 million in December 2011! Thanks also to Ms. Bao Ngoc for sponsoring LIN's 2012 membership to the Asian Venture Philanthropy Network (AVPN), valued at USD \$500. LIN team is determined to make the most of your investments.
- Thank you **Mr. Tony Ngo!** In December 2011, Tony donated US \$200 for the Community Grant and convinced his company, **Bridger Capital**, to make a matching donation of US \$200.
- Thank you **Mr. Alan Young** for your donation of VND 5 million to LIN!
- Thank you **Ms. Nguyen Thi Thu Ha** (LIN Board Member) **& Friends** for contribution of VND 6 million to LIN Center.
- Thank you **Ms. Ngo Quynh Nhu** (LIN Board Member) **& friends!** We are grateful to the following individuals for your donations to LIN:
 - Ms. Giang Ngoc Ngan (VND500,000)
 - Mr. Nguyen Phan Manh Long (VND1,000,000)
 - Ms. Nguyen Thi Ngoc Phuong (VND300,000)
 - Mr. Bui Tran Dang Khoa (VND500,000)
 - Ms. Pham Nguyen Linh Bao (VND2,000,000)
 - Ms. Tran Thi Diem Huyen & Mr. Nguyen Huu Minh Nhut (VND3,000,000)

LIN is raising funds to support our 2012 & 2013 programs and activities. Can you help? We would like to hear from you! **If you have any questions or if you are ready to make a donation**, please send an email or call us at: donor@LINvn.org, 08-3824-6091.

NPO Networking

Youth Forum “Sex is not a Sin”

“Sex is not a Sin” is a Youth Forum organized by Center for Creative Initiatives In Health and Population (CCIHP) which began in May 2011 with the aim of reducing unwanted pregnancy and unsafe abortion in teenagers and young people through access to sex rights for these groups. This is a communication campaign in Vietnam and Thailand collaborated with CCIHP, SEA Gender, Sex and Health Association and ARROW.

The main activities of this program include:

- 1) Research to analyse mass information related to sex in teenagers and young people within the last 5 years.
- 2) Organize discussion, information exchange on sex rights of teenagers and young people related to pregnancy and abortion through social media like facebook.
- 3) Organize 5 minutes video clip competition, namely “Why not”, for teenagers and young people from 15 – 24 y.o. in Vietnam.
- 4) Organize seminars to exchange sex rights of young people to prevent unwanted pregnancy and abortion.

On December 12, 2012, the Seminar “Rights and Sexual Health for Teenagers and Young People” will be organized in HCMC. The seminar will invite delegates from health and education policy makers, health services suppliers, teachers and representatives of NGOs working with young people, sex and reproductive health communicators and especially young people. This open seminar will be an opportunity for young people to raise their voice and for policy makers & NGOs to discuss solutions regarding sex rights and sex health for teenagers and young people. The prizes for the “Why not” competition will be awarded at this seminar.

For more information about the seminar and the campaign, please RSVP at: Ms. Dinh Thi Phuong Nga at: nga@ccihp.org or ring her mobile at [0986 998427](tel:0986998427).



TON DUC THANG UNIVERSITY
SOCIAL DEVELOPMENT TRAINING CENTER (SDTC)

ANNOUNCEMENT “PROJECT PROPOSAL WRITING SKILLS” TRAINING COURSE

1. COURSE INFORMATION

Time : 23 – 25 February 2012

Morning: 08:00 – 11:30; Afternoon: 13:30 – 17:00

Venue: Ton Duc Thang University

98 Ngo Tat To St., Ward 19, Binh Thanh Dist.,
HCMC

Language: Vietnamese

Trainer: Expert LE DAI TRI

2. TRAINING FEE

410,000 VND/ day (Including: documents, study equipments; tea-break).

Certification fee: 150,000 VND (Participants will be offered a **certificate provided by Ton Duc Thang University** if they successfully finish an examination at the end of each course. Otherwise, they will be offered the certificate of attendance by SDTC).

Certificate transfer fee: 20,000 VND (For trainees who being far away).

Local social staff will be discount 20% tuition (excluding certificate).

3. AIMS AND OBJECTIVES

This training aims to provide participants with the skills and knowledge to write the project proposal.

After completion of this training the participants should be able to:

- Develop a project proposal with the log frame
- Write a project proposal with the good structure

**FOR ENQUIRIES AND REGISTRATION,
PLEASE CONTACT:**

Ms. Yen - 0977 357 037

Or Mr. Bao - 093 797 5445

Social Development Training Center (SDTC)

Ton Duc Thang University

Room: B009, Nguyen Huu Tho Street, Tan Phong
Ward, District 7, HCMC

Tel: (08) 2242 6789 -- Fax: (08) 3775 5055

Email: sdtc@tdt.edu.vn or dangthiphuyen@gmail.com

Website: <http://sdtc.tdt.edu.vn>

Enrollment date: 15 February 2012

TRUNG TÂM ĐÀO TẠO PHÁT TRIỂN XÃ HỘI - TRƯỜNG ĐẠI HỌC TÔN ĐỨC THẮNG

Đường Nguyễn Hữu Thọ, P. Tân Phong, Q. 7, Tp. Hồ Chí Minh
Tel: (08) 2242 6789 - Fax: (08) 3775 5055

Email: sdtc@tdt.edu.vn
Website: www.sdtc.tdt.edu.vn