

News and Events of the LIN Center for Community Development

Kick-start LIN Corporate Volunteer Challenge 2012

The LIN **Corporate Volunteer Challenge**: *Building communication skills for non-profits* was kick-started on June 23 with the **Matching Event** at KOTO Restaurant. Representatives from four companies (Brand Maker, Lowe, Co May Man and Matterhorn) and five non profit organizations (NPOs) attended the event.

The purpose of the Matching Event was to bring the participating companies and NPOs together for the first time so that they could learn more about potential partners and team up for the Corporate Challenge.

The event started with a brief introduction by a representative from LIN Center, followed by the **Speed Networking** session. Representatives from companies sat



opposite with those from NPOs. Each NPO had three minutes to introduce themselves to a company before the time was up and they had to move to the next seat and talk to the next company.

This approach gave all participants the opportunity to overcome their shyness and engage in conversations proactively. By the end of the Speed Networking, all companies and NPOs had collected enough information about their potential partners.

After the Speed Networking, participants had 30 minutes for open networking before making selecting 3 favorite partners.

The matching result was welcomed by both companies and NPOs. Ms. Ha Thi Thu Ngan, team leader from Brand Maker, said her team was ready for the challenge. *“Brand Maker used to participate in LIN previous projects and it is our honor to be a part of the LIN Corporate Volunteer Challenge.”* Said Ngan. *“The competition will not only award prizes for winning NPOs but also offer opportunities for all participating organizations to improve their communication skills. I hope with the support from Brand Maker, our team partner Hoc Mon Social Center will win and attract more support from the public.”*

As it is their first time participating in such a challenge, the Action for Wildlife Organization was more than excited. Nguyen Thanh Hung, a team member, said they would do their best to win this competition.

Based on the selection forms, LIN team helped match and form the five competing teams as follows:

Team 1: Brand Maker – Hoc Mon Social Center

Team 2: Co May Man (Clover4Leaf) – Tuong Lai Center

Team 3: Co May Man (Clover4Leaf) – Hoa Hong Nho Little Rose Warm Shelter

Team 4: Matterhorn – Thao Dan Social Center

Team 5: Lowe – Action for Wildlife Organization

Over the course of two months from now till 19 August 2012, the teams will work together to develop a communication product that would meet the need of the NPO and a communication strategy for the NPO. During the process, the companies will mentor the NPOs on skills to better their communication activities. The Award Ceremony will be held on 30 August, 2012.

LIN Center



Intel training: Computer Skills for NPOs

On 29 June, 20 staff from LIN's NPO partners participated in a training on computer skills at Intel company.



Participants waiting for Intel pick up at the Zoo in District 1. The training took place at Intel Headquarter in District 9.



Each participant practiced with one laptop and was mentored by an Intel team member.



The second part of the training will be commence on 6 July. We would like to thank Intel for their support to the community via this training

Upcoming Events

Roundtable for Individual and Family Philanthropists Wednesday, 11 July 2012

Background

On 11 July, from 12 to 2pm, in District 1, LIN will host an English language roundtable for committed donors – individuals and/or families that annually contribute at least VND 200 million.

The intimate meeting will provide an opportunity to develop one's philanthropic goals and strategies through expert facilitation by an international philanthropy advisor - Mr. Maurice Machenbaum, Co-Founder and Director of WISE philanthropy advisors, a Geneva-based organization now located here in HCMC.

Objectives

Participants will build understanding about issues that affect grant outcomes in a dynamic, group process that allows sharing among peers. Learn different approaches to philanthropy that can help to leverage and enhance your community investments. Join us if you and/or your family want to:

- Establish a giving strategy;
- Review and revive an existing giving strategy; and/or
- Do more with the funds you allocate for charitable purposes.

The cost to attend this event is VND 400,000, which includes a casual lunch and materials. If you or your family has the capacity to give at least \$10,000 USD annually, please register by sending an email to Liz Pham at: Donor@LINvn.org, or via telephone at: (08) 3824-6091 and please include the following information: Full name, Occupation, Email & Mobile Number, First time or Experienced philanthropist. *Note: Participants will be limited to 15 people as the agenda will include small group discussions on how to make your philanthropic efforts more strategic. Click here to learn more about how [philanthropic giving is growing in Asia](#).*



LIN Center would like to wish a happy birthday to:
Ms. Dang Thi Ngoc Dung, member of LIN Board of Director

Workshop on “Ideas of effective money-making for your NPO”

Friday, 13 July 2012

Background

One of LIN’s most well-received programs - **Speed Networking** - is coming back!

On 11 August 2012, on the occasion of LIN’s 3rd Birthday, the LIN Center will host its first fundraising event. We are inviting all LIN stakeholders (Donors, Volunteers and NPO partners) to join the fun as they support the LIN Center for Community Development. We have many fun games and entertainment planned to make sure everyone is happy.

One of the activities planned is a new and improved version of Speed Networking for NPOs. Many of you already know the drill: An NPO rep on one side; on the other a donor or volunteer; you have 3 minutes to chat with the person in front of you before the bell chimes and you must meet someone new; and repeat. The Goal? Meet as many new prospective donors and volunteers as possible before time is up.

This time around; however, speed networking will be linked with an opportunity for our NPO partners to make a contribution to LIN’s NPO capacity building programs in 2013 without requiring a single Viet Nam Dong from your organization.

In the lead-up to our 11 August event, we will be asking our NPO partners to reach out to their existing support network to request pledges for each new contact that could be made at the event. A pledge is a financial commitment (e.g., I will give you VND 20,000 per contact made at the event, I will give you VND 500,000 if you meet 10 new people at the event). By asking your sponsors to sweeten the incentive to diversify your funding source, you are demonstrating your commitment to long-term sustainability. And, by understanding that the more contacts you make, the more impressive you will look to your donors, you will feel personally motivated to make an even greater effort to meet and talk with new people.

By participating in **LIN’s Speed Networking Challenge 2012**, your NPO will be supporting LIN, building your organization’s network of prospective donors and volunteers, meanwhile leveraging the support you already receive: that sounds like a WIN-WIN for all!

To learn more about how the program will work, and to sign up, please join us on 12 July, from 9am to 11am, for an introduction and instructions on how to participate.

Do you want to build your network of prospective donors and volunteers?
Do you want an opportunity to talk directly with donors and volunteers about your work?
If you answered yes to the above, please join us on the 12th of July!

Workshop Objectives

- Learn about a fundraising tool that utilizes the power of existing networks;
- Help LIN to raise funds for NPO capacity building programs in 2013;
- Gain experience connecting with donors for your own future fundraising efforts.

Date and Time: 09 a.m. – 11 a.m. 13 July, 2012

Venue: We will inform to the confirmed participants soon!

RSVP: npo@LINvn.org or call us at (08) 38246091

Facilitator: Ms. Dana Doan, LIN Strategic Advisor
Supporter: Mr. Son Pham, LIN Deputy Director

2nd NPO Advisory Group meeting in 2012
Thursday, 26 July 2012

Topic: **Succession plan for your NPO: an experience share.**

Objectives:

- Understand the concepts of succession;
- Share experience of succession plan from participants;
- Network with NPO experts and staff.

Date and Time: 09h00 – 11h00 sáng ngày 26 tháng 07 năm 2012

Venue: We will inform to the confirmed participants soon!

RSVP: npo@LINvn.org or call us at (08) 38246091

Note: This is the intimate meeting which is designed as a morning café by LIN Center. The meeting is organized periodic with the participation of NPO workers, staff and experts.

Volunteer Opportunities!

Currently, several NPO partners are looking for volunteers with specific skill sets to support their organization. Below is a list of Skilled Volunteer job descriptions that have not been filled:

- [Database Volunteer at HCMC Child Welfare Foundation](#) (Vietnamese)

Candidates please submit your CV to volunteer@LINvn.org before **06 July 2012**. We also would like you to pass this information to your friends and network. Thank you!

LIN Haiku Contest to win a ticket to LIN Fundraising Event
From July 06 to July 29, 2012

Visual Haiku



Background

LIN is organizing a haiku poem writing contest as a way to mark our third year working to build stronger communities in the Ho Chi Minh City area. Join in and get your friends to join in on this fun, creative, and friendly competition to express your thoughts and feelings about LIN and our work (community, volunteering, giving).

Rules and instructions of the contest:

- Starting July 6th, log onto your Facebook account, then post one entry for LIN haiku by entering a “Comment” on [LIN Facebook Notes page](#). Be creative! Humor encouraged.
- One entry per person please.
- LIN haiku MUST have ONE word in LIN’s name: “Listen”, “Inspire”, “Nurture”.
- Entries posted before **12AM on Sunday July 29th, 2012** will be entered into the contest.
- After the July 29th deadline, LIN judges will select what we feel are the top 10 entries.
- Selected entries will be displayed on LIN Facebook page and YOU (the community) can click “Like” on Facebook for the entry you think is best. The three (3) entries with the highest percentage of recorded eligible “Likes” will be the winners. In the event of a tie, the three winners will be randomly selected from among the tied entries. Deadline is **8AM 8/8/2012** to “Like” the selected entries. One “Like” per person please.

PRIZE: one entrance ticket for each of top three haiku poems (residents of HCMC only).

Besides getting a chance to win a free ticket to LIN’s upcoming event in August, the top three haiku poems will be shared at the event, posted on LIN’s Facebook page, newsletter and website. Not only will you receive recognition within LIN’s online community, you also have a chance to share with others about your inspiration for the winning LIN haiku at LIN’s event. Join us in the LIN haiku fun!

Note:

A typical haiku usually has: 5 syllables on the first line, 7 syllables on the second line, 5 syllables on the third line

A LIN haiku will follow the 5-7-5 rule. The verse must express a thought, feeling or mood. The verse cannot be composed of more than 17 syllables; it cannot have more than 3 lines; and it does not rhyme. A LIN haiku can include the repetition of words or sounds.

More on Haiku <http://vi.wikipedia.org/wiki/Haiku> (VN) <http://en.wikipedia.org/wiki/Haiku> (EN)

NPO Resources

How to Get Grants in a Down Economy

(Hà Mi (LIN volunteer) translated from [How to get grants in a down economy](#) by Holly Hall with the permission of *The Chronicle of Philanthropy*)



Companies and foundations are seeking to transform how they work with charities, no longer simply writing checks to good causes, said philanthropy leaders at Friday's Fundraising Day in New York.

For example, Bank of America now seeks out organizations that help demonstrate it is a sound and caring business, said Andrew Plepler, the bank's head of global corporate social responsibility in a keynote speech.

Once the "the image of overpaid, irresponsible bankers unfairly treating foreclosure victims" spread across America, he said the company's leaders realized they had to focus grant making on strengthening the economy, responsible business practices, and other causes that the public cares about, such as feeding and housing the needy and curbing climate change.

For example, today it announced a 10-year \$50-billion effort to make its own operations environmentally friendly, plus set a goal to provide \$100-million in grants, loans, and other aid to nonprofits that work to reduce carbon and take other steps to help the environment.

The bank's struggles with its image have also led it to reach out to grantees for advice, he said.

For example, he added, the bank might consult with the NAACP and other charities about ways it can promote fair lending practices. "It is the concept of a partnership as opposed to the funder-supplclicant dynamic," he said.

In sessions throughout the day, business and foundation leaders offered suggestions on how to navigate the changes in grant making. Among them:

Recruit corporate employees as volunteers. Lina Klebanov, deputy director of corporate social responsibility at Marsh & McLennan, an insurance and

consulting company, said companies like hers have made a priority of getting employees involved in work to improve their communities. For that reason, she said that she's more likely to channel money to charities that have attracted company workers as volunteers.

"Don't e-mail me on LinkedIn," Ms. Klebanov told fundraisers. "Have employees who volunteer with you approach me."

Prove that the charity can further the business's goals. Soon after Bluewolf, a cloud-computing company, started working with New York Needs You, a charity that helps young people who are the first in their families to go to college, it offered the company's chief executive access to business leaders who founded the group, including the chief of staff at Goldman Sachs.

Melissa Kinckle, director of corporate social responsibility at Bluewolf, said the charity has also been creative in showing corporate executives that their giving matters.

For example, at a workshop for college students in its program, New York Needs You organized a special luncheon so Bluewolf's leaders could meet the students.

"Invite corporate partners to special events and show them what their gifts have done," advised Ms. Kinckle.

Don't just go after money. Corporate- and private-foundation officials say they want to be asked for help that goes beyond money. "We don't want to be viewed as dollar signs," Ms. Klebanov said. "We like to be thought of as thought leaders."

"Think of foundations as bundles of resources, not just dollars" advised Phillip Henderson, president of the Surdna Foundation, a private fund that distributes \$35-million in grants annually. "We have other resources," he said, including loan and access to experts and influence with other grant makers.

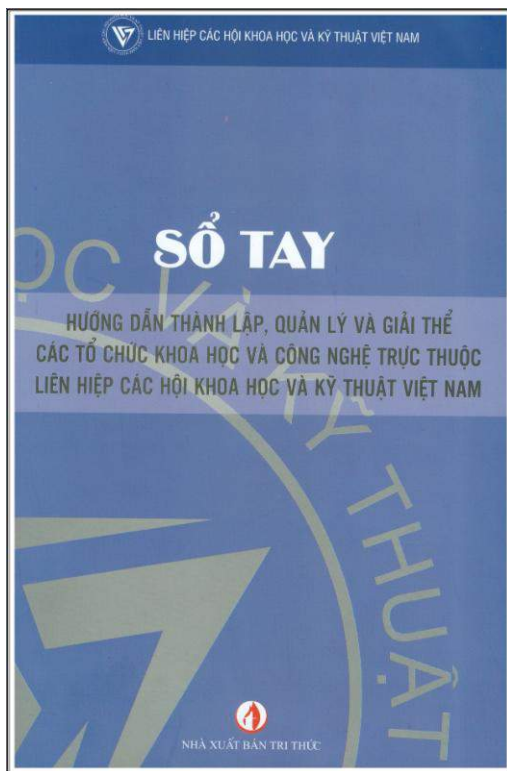
"You think you are seeking a grant, but what you really want is 'grants plus,'" said Mr. Henderson. "You want the foundation to be so excited that they tell their friends at other foundations."

A. Update and Modify Association Law

In the second week of April 2012, the government published Decree **33/2012/NĐ-CP** to modify Decree 45/2010/NĐ-CP issued on April 21, 2010 about the monitoring, organizing and managing Association. Decree 33 mainly reform procedures of establishment and organizing of association. There were some active changes, such as (i) the profile of association establishment was reduced to only one (instead of two like before), (ii) the duration of resolution reduced from 60 days to 30 days...

To understand the difference between two decrees, please visit the below link <http://www.linvn.org/?mod=content&act=view&cid=23§ion=news> (in Vietnamese)

B. “Handbook of establishment, management and dissolution of Science and Technology organizations belonged to Vietnam Union of Science and Technology Associations (VUSTA)”



Under the fund from UNDP Vietnam, VUSTA issued this handbook on May 2012. The book served general scientists, organizations under VUSTA and other scientists who would like to understand the procedure of establishment science and technology organizations under VUSTA

Currently, we have only **one** handbook (in Vietnamese) at the office. If you would like to understand the procedure, please contact LIN team at npo@LINvn.org or tell us at (84 8) 38246091.

NPO Networking



Workshop on “Sexualities, globalization and socio-economic transformation”

Vietnam is currently undergoing pronounced social and economic changes, with the liberalization of the economy offering new contexts for work, consumerism and life choices. Around the world socio-economic change has been accompanied by changes in people's intimate life aspirations. In particular social and economic growth typically parallels greater social mobility and neo-liberal values, which in turn typically engender new freedoms in women's sexual lives (beyond the expectations and restraints of kinship), challenges to established systems of patriarchy, and also the liberalization of cultural values regarding same-sex sexualities. Such changes are visible in Vietnam from the couple cuddling on motorbike to the songs in karaoke bars as Tine Gammeltoft described in her article[1].

Along-side social and economic changes cultural values and expectations endure. As much as a society such as Vietnam may be changing many traditional beliefs and about sexuality, gender and family life persist. Many people lives their lives between contesting life-worlds and values - new, old, modern and traditional etc...While Vietnam is now with WTO and is among leading countries in the region regarding accessing and use of internet and other telecommunication technologies, discussions on virginity, pre-marital sex, co-habitant are always ‘hot’ on media. Lisa Drummond and Hellen Rydstrom commented in their book that Confusianism is still very much rooted and influenced the Vietnam society nowadays[2]. Against the background of these issues, the workshop “Sexualities, globalization and socio-economic transformation” will be held in

Time and Venue:

In Hanoi: 8h30-12h00, July 28, 2012

In Ho Chi Minh City: 8h30-12h00, July 29, 2012

The workshop is one of activities of Resource Centre on Gender, Sexuality and Health within the project titled “Towards sexual and reproductive health and rights for all”. Facilitator of this workshop will be Dr. Paul Boyce – an anthropologist and lecturer in Department of Anthropology, University of Sussex (UK). To find out the announcement and application form, please kindly open the attached files or click to the link:

<http://ccihp.org/index.php/news/31/112/414/Hoi-thao-%EF%BF%BDTinh-duc-toan-cau-hoa-va-su-chuyen-dich-kinh-te-xa-hoi%EF%BF%BD.html?lang=eng>

The application deadline is 5 pm, July 13, 2012. Please contact Ms. Đinh Thị Phương Nga at nga@ccihp.org or call her at [04. 3577 0261](tel:04.3577.0261) (Ext: 32).

[1]Gammeltoft, T. (2006) Being special for somebodies: urban sexualities in contemporary Vietnam. (translated) in series Gender, Sexuality and Health 11/2006. CIHP. World Publishing House. Ha Noi, Vietnam.

[2]Drummond, L., Rydstrom, H. (2004). Gender Practices in Contemporary Vietnam. Singapore: Singapore University Press.