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LIN Updates



Meeting with NPO Leaders in HCMC



Thanks for the US consulate grant, LIN Center for Community Development organized the first meeting of Leadership Circle in the morning of December 27, 2013. This was a new initiative of LIN Center to support NPO community. The meeting was facilitated by Mr. Pham Thanh Van, director of Tinh Than Program, who had 30 years experience in social work and community in HCMC.

26 NPO leaders who were directors, deputy directors and members of Board of Director of local NPO participated in this meeting. They brainstormed and shared their ideas to generate more than 10 management and leadership topics such as *how to motivate leaders and/or staff; good communication; how to work with un-collaborated persons...* They also planned for the next meeting. Together with these meetings, LIN also contacted and organized trainings and workshops on leadership and management to improve the capacity of NPO leaders.

At the end of the meeting, 21 members signed the agreement to participate in the Leadership Circle which will be consisted of 5 meetings in 2014 together with other training workshops. They also agreed to create a google group email to communicate among committed leaders.

LIN Center



Workshops on Communications and Fundraising Tools



Towards the end of the first year of implementing the Irish Aid funded Project “VNPO Capacity Building System”, LIN organized two more workshops based on self-assessment and capacity building tools on Communications and Fundraising for local NPOs. The Communications workshop was held on 29 November 2013, with 22 staff from 13 NPOs participating, while the Fundraising workshop, with 34 staff from 17 NPOs in attendance, was on 06 December 2013.

Ms. Pham Thanh Thuy Vy, a Lecturer in Communications at the University of Economics in HCMC, facilitated the Communications workshop focused on the model of Who, What,

How in effective communications. Ms. Thuy Vy wanted to focus the NPOs’ attention on actually defining their target audience correctly in order to select how best to reach that audience with the message they are trying to convey. In the case of most local NPOs participating in this Project, they were mostly concerned with reaching potential donors.

Through exercises and use of the Communications tool, Ms. Thuy Vy guided the participants in the use of worksheets around defining target audiences, preparing/defining a communications statement which may be based off of the NPO’s mission statement, and assessing the appropriate communications channel(s) to reach the intended audience most effectively and with very little or no budget for communications. Ms. Thuy Vy has previously volunteered as a Communications expert for various NPOs in the HCMC area and was able to provide practical examples of successful communications campaigns and strategies to share directly with the participants. Most importantly, the NPOs practiced their elevator pitches and refined those statements during the workshop which was essential to tie in with the contents of the following workshop on Fundraising.

Ms. Mimi Vu, currently the Director of Advocacy and Strategic Partnerships at Pacific Links Foundation, has extensive experience in fundraising and partnership engagements in Vietnam. In facilitating the workshop, she tried to emphasize to local NPOs that fundraising is not something most professionals are trained for and can be learned just as she has learned to become a professional in the field. She believes that fundraising begins with the passion and belief in your own work and in your NPO. If you do not believe in your NPO’s work and do not know why you are working in the NPO, it will be difficult to express and share those beliefs and passion to someone else who may be a potential donor.

Since the audience for many local NPOs in communicating, networking and producing materials is to target potential donors, Ms. Mimi emphasized that donors can be anyone at any moment’s notice and NPOs should always be ready. NPOs were asked to practice their elevators pitches again but being sure to add in the final call to action if donors were ready to support their organization. NPOs should always be ready with a proposed program activity or project that they need funding for and how much funding is needed at that time. This way, NPOs always have an answer if donors asked what is needed by the NPO now. The timing of this “ready statement” is critical to sealing the deal with donors; NPOs should always be prepared with their plans, funding amounts and/or statements as practiced in the workshops.

LIN Center



The impact of skill-based volunteers



More than 80 people came to LIN Volunteer Day, an event held on 7 December, 2013 to appreciate LIN volunteers who made substantial contribution to the community in HCMC.

The event was organized in celebration of the International Volunteer Day, with the topic: "The impact of skill-based volunteers".

In her presentation about LIN Volunteer Services in 2013, Ms. Nguyen Thi Thanh Truc, LIN's Volunteer Coordinator, said LIN could not be where they were without the help of hundreds of amazing volunteers. "LIN is a not-for-profit organization operating with a very small team of staff. We could not do what we did this year without the wonderful support from hundreds of volunteers. Their contribution is tremendous to LIN and I would like to thank each and every volunteer who has been helping us!"

In 2013, LIN facilitated and worked with 292 volunteers who generated more than 10,000 volunteer hours to the community, valued more than 240,000 USD. 93 skilled volunteers were matched with local NPOs to mentor NPO staff on various skill sets and support NPOs in skill-based tasks. The skills contributed by these volunteers included communications, marketing, financial management, proposal writing, fundraising, translating, legal consulting, etc. Another 31 experts volunteered to lead a workshop or provide one-on-one consultation with NPO staff on organizational management topics. Another 168 volunteers provided direct support to LIN during the year 2013.

The impact of skill-based volunteers was highlighted in the speech of Mr. Mai Bao Trung, manager of Nhan Ai Social work club. In 2013, the volunteer group was matched with a team of employees from MindCaster PR agency who mentored Nhan Ai members on communications skills, and Mr. Nguyen Quy Duc who produced a video clip for Nhan Ai, *pro bono*. "Skilled volunteers like Ms. Nghi, Ms. Giang from MindCaster and Mr. Duc are invaluable to NPOs like us," Trung said. "Their experience and expertise enable us to improve our capacity in areas that we are still very weak. I hope there will be more and more skilled volunteers who help local NPOs like us so that we could do our work better and serve the community better."

At the event, Ms. Tran Thi Kim Chung, UN Volunteers (UNV) program officer, said that UNV aimed to promote volunteerism for sustainability around the world, therefore UNV supported LIN and its Volunteer Stories Contest to raise the awareness about volunteerism, especially skill-based volunteerism. "We wish to continue to support LIN and the volunteers in many activities to leverage their voluntary contributions and inspire people to act," she said.

During the Volunteer Stories Contest Award Ceremony, LIN announced the result and presented awards to the best authors. A book of 16 selected stories will be issued in early 2014.

LIN Volunteer Day and LIN Volunteer Stories Contest 2013 were generously sponsored by Irish Aid and Intel, with in-kind sponsorship from ACET, Yoga Living, Yves Rocher, UNV, Zalora, Scott & Binh's, Au Parc, Sweet & Sour, Wrap & Roll and Coca Cola.



[Updates on website VietnamCause.org](#)

At the end of December 2013, the website www.VietnamCause.org managed by LIN Center for Community Development had 66 organizations. Please check the information of these organizations [here](#).

At the last days of December, LIN tested the new service to send prize to organization which had most pageviews and interaction with the community. We would like to congratulate [Quỹ Phát triển Sinh viên Việt Nam](#) with 515 pageviews, the organization won the prize in December 2013: 1 set of table and chairs from Khải Vy or 1 voucher to use free 20 hours of LIN workshop/meeting rooms.

Five organizations had the most pageviews in December 2013:

- **Quỹ Phát triển Sinh viên Việt Nam**
- **Chương trình Bạn Trẻ Em Đường Phố (FFSC)**
- **ICS - Tổ chức bảo vệ và thúc đẩy quyền của người LGBT tại Việt Nam**
- **Chuồn Chuồn Tình Yêu**
- **Ruy Băng Xanh**

In 2014, LIN will continue to send prize to the most pageviews, comments and interactions with community every month. We encourage the NPOs to communicate their page in VietnamCause! If you have any questions of the page, please contact us at 08 -3512 0092 or email vy@LINvn.org

Vietnam Causes was launched in October 2013 to help people in Ho Chi Minh City address local needs. Vietnam Causes seeks to facilitate two-way information sharing among the philanthropic community and the local not-for-profit initiatives they support. This website aims to connect good people for good causes.

You can search for not-for-profit organizations (NPO) by cause, location or name. Once directed to an NPO profile, you can view information about the organization, including its mission, core programs, recent achievements, current needs and contact information. You can support the organization, ask questions and submit or respond to comments. Every time you leave a comment on the page, the profiled organization receives an automatic alert and responds.

Please find more information about the website at: <http://philoinhuan.org/home/index/1/1/5>

LIN Center

PHI LỢI NHUẬN

Quản lý bởi Trung tâm Hỗ trợ Phát triển Cộng đồng LIN

Upcoming Events



LIN NPO Year-End Party

LIN Center for Community Development would like to invite you to participate in our year-end party:

"NPO Community Networking"

*Many New Year Gifts from corporate donors!
Li-xi for new year for all of the participants.*

Objectives:

- Give opportunities for NPOs to improve their network;
- Meet and share experience with NPO and community development experts, volunteers and LIN board of directors;
- Share the achievements of LIN Center and the NPO community in 2013 and understand LIN action plan in 2014.

Date and time: **from 11.45 a.m. to 14. p.m., Saturday 11 January 2014**

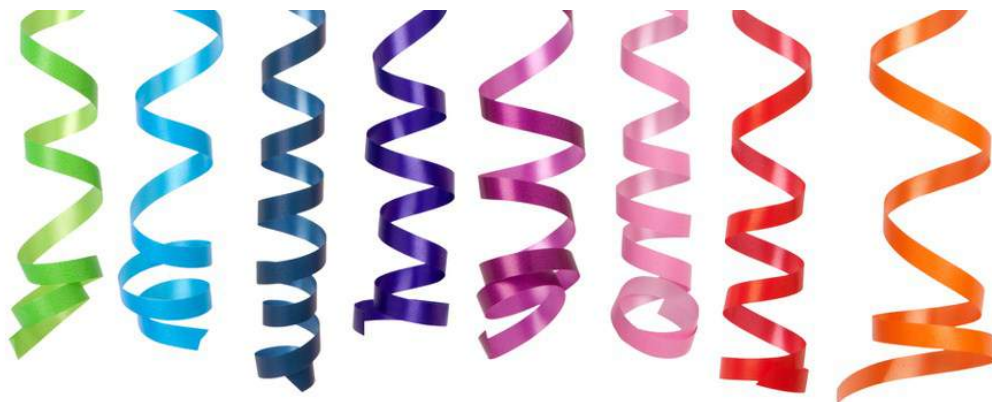
Venue: **Saigon Hub, Floor 3, IMG Building, 27B Nguyễn Đình Chiểu street, Đa Kao ward, Hồ Chí Minh City**

Note: We will serve buffet lunch and drinks for all participants.

Please RSVP online here: <http://bit.ly/1eWWwIO> (Each NPO RSVPs 2 persons, deadline of RSVP is 9 January 2014)

If you have any problem of online registration, please contact us at npo@LINvn.org or volunteer@LINvn.org.

Thanks for Irish Aid and other corporate donors supporting this event!





LIN, where are you going?

Earlier of 2014 and the end of Lunar New Year, LIN would like to invite you to participate in an interesting event to connect local people with local NPOs. The event is named **LIN, where are you going?** Will be organized in the morning of Saturday, 11 January 2014 from 8 a.m. to 11 a.m.

How Does It Work?

Four teams of five people on each will be comprised of 20 Ho Chi Minh City residents who are interested to find and support a good cause. In order to be selected, an application must be completed, which requests general information, information about social media utilization and expectations for participation in the event.

Besides, all the participants will be invite to participate in the LIN Year-End Party and connect with LIN NPO partners, volunteers and members of LIN board of directors.

How to participate?

Please click <http://tinyurl.com/PhiLoiNhuan> to RSVP your participation. LIN will save 20 spaces for first come first serve and All participants must have a Facebook account. Participants that have a smart phone or IPAD will be given preference.

Deadline for RSVP is 17p.m. 08 Jan 2014.

We will group the participants and send the result to selected persons on Jan 9, 2014.

Why we organize this event?

This is a pilot event, with the following two goals:

- Help individuals/companies participating in the event to obtain the knowledge and skills necessary to undertake a more strategic approach to giving in Vietnam.
- Stimulate engagement on the new Vietnam Causes website, in order to share information that will help other individuals/companies to make thoughtful giving decisions.

What do you have?

Participants know how to use the website Vietnamcause.org to find the NPOs as well as to share their information on NPOs and their works to community. You also learn how to do community and/or charity work in a better way.

This is also a great opportunity for you to meet and talk with other people who are working in not-for-profit work.

For more information, please contact us at www.facebook.com/PhiLoiNhuan.org or 08 - 3512 0092 | email vy@LINvn.org (Ms. Vy).

We are waiting for your RSVP!

**LIN ơi,
mình đi
đâu?**

facebook.com/PhiLoiNhuan.org

* NPO: Tổ chức phi lợi nhuận
(Not for profit organization)

PHI LỢI NHUẬN LIN

Một sự kiện hấp dẫn
do LIN tổ chức!

TÌM KIẾM NPO
GẶP GỠ
SẺ CHIA

www.PhiLoiNhuan.org

Hẹn gặp bạn vào ngày
11/1/2014

Đăng ký tại link sau
tinyurl.com/PhiLoiNhuan
Liên hệ với LIN tại
08 - 3512 0092 | vy@linvn.org



NPO Opportunities



Vietnam Anti-Corruption Initiatives (VACI) 2014

To continue the success of Vietnam Anti-Corruption Initiatives (VACI) 2011 & 2013, The World Bank and Government Inspectorate have jointly launched the VACI 2014 with the themes "**Transparency, Integrity and Accountability** "

We would like to call for your proposals to the program.

CALL FOR PROPOSALS

VACI 2014 is co-organized by the Government Inspectorate and the World Bank. At least 20 awards, up to VND 300 million each, will be presented to the most innovative ideas which address the issues under the theme above at grassroots level. All local Vietnamese organizations with legal status are eligible to apply. Deadline for proposal submission is **17:00, March 21, 2014**.

Three intensive workshops and several online discussions for guidance to submit proposals will be organized from December 2013 to March 2014. The first online discussion will be held at **14:00 on January 3, 2014**. Time, venue, and topics of other events will be informed later. To attend the workshops and online discussions, please contact with:

Ms. Pham Thi Thanh Hien, Government Inspectorate

Tel: 0804 8070; Fax: 0804 8109

Email: thanhchien1503@gmail.com Website: www.thanhtra.gov.vn

or

Ms. Chu Thi Thuy Linh, The World Bank in Vietnam

Tel: (04) 3936- 7335; Fax: (04) 3935 0752

Email: lchu1@worldbank.org Website: www.worldbank.org.vn

Please visit here for more information: <http://www.worldbank.org/en/news/press-release/2013/12/09/the-vietnam-anti-8211-corruption-initiative-program-2014-launched-with-the-theme-more-transparency-integrity-and-accountability>



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:

- [Social Media Volunteer at Happier](#) (Vietnamese)
- [M&E Consultant at 5gio sang](#) (Vietnamese)

Want to lend a hand? Please submit your CV and letter of interest to Volunteer@LINvn.org, or forward this information to those who might be interested. Thank you!

About LIN

LIN serves grassroots not-for-profit organizations and individual and corporate philanthropists located in and around Ho Chi Minh City, Viet Nam. In addition to providing direct support to local not-for-profit organizations, LIN also serves as a vehicle through which donors can effectively contribute their knowledge, energy and resources to support these NPOs. In our effort to help local people to meet local needs, LIN aims to advance a more efficient and responsive philanthropic environment and strengthen the communities in which we live and work.



LIN's Vision

A Vietnamese society where all members are respected and supported to have equal access to opportunities.

LIN's Mission

To foster a culture of philanthropy and social responsibility by providing support services to local not-for-profit organizations, skilled volunteers and donors that are committed to building strong communities.

Contact Information

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Ho Chi Minh City, Vietnam

Phone: 08-35120092

Email: info@LINvn.org

Like LIN at FB page:
Facebook.com/LINCenter
and follow us at:

Twitter [@LINCenter](https://twitter.com/LINCenter)

[@Wordpress](https://www.wordpress.com)

[@Slideshare](https://www.slideshare.net)



Website

www.linvn.org



LIN

*Helping local people
meet local needs*

