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LIN Updates



NPO Advisory Group Meeting



HCMC 23 May 2013 – With the funding support from Research Center for Management and Sustainable Development (MSD), LIN Center for Community Development organized a NPO Advisory Group meeting that was attended by 15 participants from NPOs in HCMC.

Ms. Nguyen Phuong Linh, director of MSD, first introduced the concept of NPO transparency and accountability, and the project “Promoting development effectiveness for civil society organizations (CSOs) in Vietnam on transparency and accountability”. The project was managed by MSD and funded by Irish Aid. This pilot project had the participation of eight CSOs on transparency and accountability practice. The project aimed to establish best practices, and to build a principle toolkit on transparency and accountability as well as to encourage other CSOs to apply transparency and accountability. Currently, MSD and the project partners are in the process of establishing best practices and building the principle toolkit, monitoring system, evaluating CSO transparency and accountability and providing certification for best practice certificates in the next two years.

Next, Ms. Do Thi Phuong Anh, LIN accountant, shared experiences and lessons learnt on transparency and accountability through the LIN’s activities such as: report financial and tax reports to donors and publish it on the website and annual report. Furthermore, the lessons will be implemented in LIN’s policies that includes reminding our stakeholders during LIN workshops, meetings and events.

Currently, LIN Center is calling for participation from the NPO partners to get an audit. The NPOs will receive 80% financial support for their audit fee from ECOVIS, an independent audit firm from now to the end of this June.

The Q&A and discussion gave participants, many representatives of voluntary group the chance to share their practices on transparency and accountability including: selecting an accountant from a group’s members, reporting on finances in each meeting, and informing all volunteers of the group’s activities.

“This NPO Advisory Group Meeting is organized every three months to bring a peer environment among HCMC NPO staff. With a specific topic at each meeting, participants share their learnt experience and lessons. The meeting is also an opportunity for NPOs to network for development” Mr. Pham Truong Son, LIN Deputy Director/Community Liaison, shared.



FOCUS GROUP AND TESTING OF MODULE 2 TOOLS

On Thursday 23 May, 2013, LIN met with two groups of local NPO partner representatives to test the newly developed Strategic Planning and Program Evaluation tools. Nine NPOs from various issue areas participated in these focus groups including members of LIN's NPO Advisory Group. These focus groups are an integral part of gaining input from NPO partners on management areas relevant their organizational development under the VNPO Capacity Building System, a project funded by Irish Aid.

Both focus groups participated positively and gave valuable feedback to inform the development of these new tools. LIN recognizes the importance of NPO voices within a participatory programming process and is appreciative of the time and consideration each NPO takes when offering their support. NPO input into the development process for these tools will strengthen its relevance to local NPOs and make tools suitable for application at the upcoming tools workshops in June. Thank you to those nine NPOs that took the time out of their busy schedules to support LIN and the NPO sector in HCMC.

LIN Center



Volunteer Positions at LIN Center

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:

[1 legal advisor at AWO](#) (Vietnamese)

[1 Outreach Volunteer at Song Xanh](#) (Vietnamese)

[1 Communications volunteer at Song Xanh](#) (Vietnamese)

[1 graphic designer at Song Xanh](#) (Vietnamese)

Candidates please submit your CV to Volunteer@LINvn.org and indicate the position you are applying for. Thank you!

Donors' Corner



Children's Day at LIN is all summer long in 2013!



Children's Day is recognized on various days in different parts of the world, to honor the children of the world. It was first proclaimed by the World Conference for the Well-being of Children (1925) and established universally in 1954 to protect children from working long hours in dangerous circumstances and to promote access to education for all children. The International Day for Protection of Children, observed in many countries on June 1, was established by the Women's International Democratic Federation during its congress in Moscow in 1949. However, Children's Day is often celebrated on other days as well. For example:

- **Australians** celebrates Children's week during the fourth week in October.
- In **Indonesia**, Children's Day is celebrated on July 23rd.
- November 14th, the birthday of **India's** first Prime Minister Jawaharlal Nehru, who was fondly called *Chacha Nehru* (Uncle Nehru) or *Chachaji* (Beloved and respected uncle) by the children in his country.
- **South Korean** parents often give presents or take their children on excursions to celebrate Children's Day, which falls on May 5th.
- **In Thailand**, "Wan Dek" (National Children's Day) is celebrated on the second Saturday in January.

And, as we all know, in **Vietnam** Children's Day is celebrated on June 1st.

But, for the LIN Center for Community Development, 2013 Children's Day will be celebrated **ALL SUMMER LONG** through several exciting events and on-going programs that put a spotlight on the rights, needs and importance of children! **We invite you to join in these efforts to improve the lives and futures of all children in Ho Chi Minh City!** There are many ways to engage:

LIN's Community Partnership Initiative 2013 links companies and nonprofit organizations towards the shared goal of raising awareness about the needs of children in HCMC. In the process, nonprofit staff gain valuable communication skills and experience while companies build stronger links to the local community. If you want to learn how you and your colleagues can take part in the CPI, read more on [LIN CPI 2013](#). Hurry up, the deadline to sign up for company is 19 June 2013!

LIN's Narrow the Gap Community Fund, is an effort to identify and address challenges in our city by working together and building local resources. This summer, LIN will be raising funds and requesting proposals for projects that address the needs of children in HCMC. We will then ask you – the residents of HCMC - to vote for the best projects. A culminating community event, taking place in September, will engage all of you in direct action to improve the lives of children in HCMC. Stay tuned for further details about the next grant round on our Blog and Facebook page or contact LIN at: info@LINvn.org.

Let's all join the global celebration of Children on 1 June!
And join LIN's efforts to address the needs of disadvantaged children throughout HCMC!



TRIP TO LIN COMMUNITY CENTER

LIN Community Center was officially opened on March 9 (<https://www.youtube.com/watch?v=I1G7OAX59LA>). Together, let's learn about different rooms at LIN Community Center and the services each room provides ;)

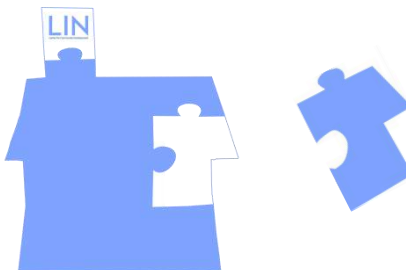
This time we will visit two Rooms.

The first one is **Volunteer Matching Room.**

This is where we help you find an NPO that needs your skills and experience. Many NPOs need expert advice but, due to limited funds, they can not afford to hire a paid consultant. At the same time, contributing your skills and teaching an NPO staff often holds more value than simply giving funds. It leaves a much longer lasting effect by enabling the NPO to become more sustainable and to provide better services to more people in need. Examples of volunteer skills that are most often requested by NPOs: PR and marketing, grant writing and fundraising, reporting and communications strategy, budgeting, English language skills (both translation and teaching staff), event organizing and networking, computer programming (websites). LIN collects volunteer requests from local NPOs and matches the requests with skilled volunteers in our database.



Want to get more information about this room and how you can get engaged? Please go to <https://lincenter.wordpress.com/lins-community-center-2/> and visit Volunteer Matching Room.



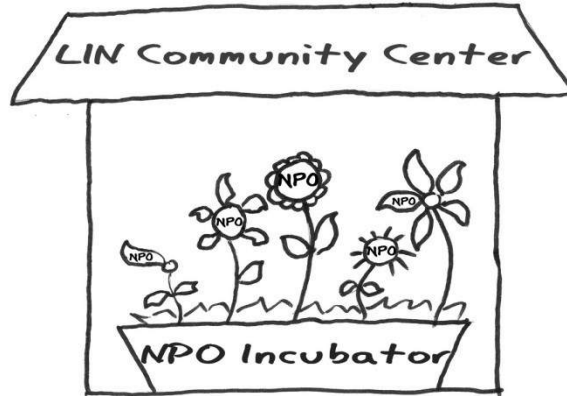
The second Room we visit today is **LIN NPO Incubator.**

This is where new NPOs get free office space and advise as they roll out their programs. Over the past decade, increasing numbers of local not-for-profit organizations (NPOs) have taken the initiative to provide social services to disadvantaged people in different parts of Ho Chi Minh City. Many of these organizations are small, inexperienced, and do not have knowledge about best practices for effective nonprofit operations. Most have limited funding to support formal establishment and professional management. Meanwhile, there is a lack of coordination and communication among NPOs.

LIN's Incubator seeks to strengthen the capacity of Vietnamese NPOs, which would help to improve their performance, accountability, reputation and acceptance in the broader development community. We believe strongly that the local not-for-profit organizations have the potential to play an important role in tackling key socio-economic issues, including growing inequality in HCMC; however, the lack of information, networking, collaboration and resources for not-for-profit organizations currently limits their potential to make an important impact. By supporting start-up and developing charitable and community development organizations, we believe LIN can make a positive impact in our community.



TRIP TO LIN COMMUNITY CENTER



Ep ©2013

Want to get more information about this room and how you can get engaged? Please go to <https://lincenter.wordpress.com/lins-community-center-2/> and visit NPO Incubator Room.

Adopt a Room at LIN Community Center!

If you feel strongly about one of LIN's services and would like support it, **consider Adopting a Room at LIN Community Center**. See detailed description of each Room and ways you can support it or get engaged on our [Blog](#).

Second Chance Store



Second Chance Store's NEW Logo



From Oct 2012 to May 2013, LIN Second Chance Store organized five sale days to serve NPO staff and their beneficiaries, and low income community. To expand our work in the future, LIN team would like to introduce our new logo's official launch on June 1st. We would like to thank you for all of your support to Second Chance Store!

In addition, at the next sale, the shop will change its opening and closing hours. The new hours for Second Chance store is from 8:30 a.m. to 11:30 a.m and the next sale will be on 23 June 2013!

A Small Story at Second Chance Store



Last week, Second Chance Store received a donation from a friend who was returning to the US. Among their donated items, there was a special item that caught our attention. It was a small bag of Vietnamese dong and coins which included: VND 500, VND 1,000, VND 2,000. The total amount of all the small currencies was worth over VND 900,000.

As known, Vietnamese children usually had a piggy bank which they used to save in order to buy shirts or toys. At school, they always organized campaigns to collect papers and bottles to raise money for charity programs. While these small efforts brought in only small donations, together they encourage and inspire many to

donate for not-for-profit organizations and charity organizations.

This is was one of the examples of a donation to LIN Center as well as Second Chance Store in the past few years. The diversified contribution from individuals, groups or companies will make an inspiration for us and not-for-profit community as well as help build a better and developed community.

LAI HONG VY (Second Chance Store Assistant)

Upcoming Events



TOOL WORKSHOPS: STRATEGIC & ACTION PLANNING, PROGRAM EVALUATION

LIN is pleased to announce the next module in the Irish Aid funded VNPO Capacity Building System with a focus on Strategic Planning, Action Planning (Workshop 3) and Program Evaluation (Workshop 4). In this training module, LIN will introduce new self-assessment tools in the three capacity areas and help participants become familiar with these concepts to apply to their NPOs. NPOs will be introduced to the importance of Planning in effectively managing, developing and sustaining organizations and Evaluation to measure your NPO's progress. LIN is fortunate to partner with Ms. Gail Nordheim, an experienced consultant to major organizations in the US to develop the tools and lead these workshops.

Ms. Gail is a consultant specializing in capacity development for government organizations and NPOs. Ms. Gail has developed capacity assessment tools designed for child welfare organizations and for alcohol and drug treatment agencies in the US. In each of these instances, Ms. Gail worked closely with stakeholders in developing the tools, and then trained persons within the relevant communities to administer and interpret the tools. In addition to a focus on capacity building, Ms. Gail brings extensive experience in project management, having worked with multiple government and NPOs to plan, carry out and evaluate major, multi-faceted initiatives. Ms. Gail works with organizations to establish policies, procedures, and administrative systems to assure the ability to successfully carry out work on a sustained basis.

LIN invites you or your colleagues to attend these upcoming workshops in June:

- **Workshop 3: June 14, 2013 9AM-5PM** "Defining Goals, Implementing Strategies" – Learning How to Conduct Strategic and Action Planning for Your NPO
- **Workshop 4: June 21, 2013 9AM-5PM** "Measuring Progress" – Basic Principles of Program Evaluation and How to Implement within Your NPO

Location details will be provided to confirmed participants. For all day workshops, LIN will provide basic lunch option for Irish Aid project participants so registered participation is required.

Please register your attendance for both workshops at npo@linvn.org. If you have questions, please email or call at (8) 3512 0092. We look forward to your positive participation in these exciting workshops.





NPO WORKSHOP: BENEFICIARY INPUT

LIN has partnered with Dr. Ngo Van Hieu, Assistant Professor of Faculty of Social Work at University of Calgary in Canada, and experienced trainer in community based research and community development, to conduct an introductory workshop on community based research for NPO partners. NPOs will learn about the various methods of gathering information from beneficiaries or communities they serve and how to implement a basic beneficiary survey as part of the Irish Aid Project.

Dr. Ngo Van Hieu's areas of interest include community-based research, community development, leadership, multiculturalism and diversity, nonprofit management, youth crime prevention, and adult education. He has received a number of national awards for his work, including the Terry Fox Humanitarian Award and Social Sciences and Humanities Research Council of Canada Scholarship.

Through examination of a case study, critical dialogue and participation in experiential activities, participants will:

- develop and/or strengthen theoretical grounding with respect to human capacity and diverse views of community issues, and community development;
- develop a basic understanding about community-based research; and
- Explore ways to integrate community-based research into nonprofit activities.

Workshop 5: June 28, 2013 8:30AM-12PM "Beneficiary Input for Participatory Programming" – Basic Principles and Methods of Community Based Research.

Although this workshop is opened to all LIN NPO Partners, **Irish Aid project participants are given priority to register.** Please register your attendance at npo@linvn.org and location details will be provided to confirmed participants. If you have questions, please email or call at (8) 3512 0092.



EXPERT WORKSHOPS: TRAINING THE TRAINERS (TOT)

As part of the Irish Aid funded project VNPO Capacity Building System, LIN will be working intensely to strengthen organizations in and around HCMC with a specific focus on key management areas: Strategic Planning, Program Planning, Program Evaluation, Human Resources Management, Volunteer Management, Communications, Fundraising, Financial Management, Legal Compliance, IT Management, Risk Management, and Board Governance. To provide comprehensive support to NPOs participating in the Irish Aid project, LIN is offering a special opportunity for local area management experts to be trained in key skills needed for supporting local NPOs.

Partnering with Ms. Gail Nordheim, an experienced consultant to NPOs and government agencies in the US and specialist in training professionals, LIN will be conducting two special training of trainers (ToT) sessions as follows:

1. **June 12th 4:30PM-7:30PM ToT on Leading Capacity Building Workshops** (Introduction on how to facilitate workshops aimed at developing management capacity of local NPOs)
2. **June 19th 4:30PM-7:30PM ToT on Conducting One-on-One Consultations** (Introduction to and practical applications of consulting skills relevant to smaller/underdeveloped organizations)

The ToT workshops will be conducted in English with simultaneous translation in Vietnamese. These workshops are only opened to selected participants/experts and location details will be provided to confirmed participants.

Confirmed participants will be added into LIN's Expert Directory and may be called upon throughout this two year project to volunteer a few hours of management advice in your area of expertise (frequency is likely bi-monthly). LIN would appreciate any suitable referrals of individuals who may be interested in volunteering their professional skills (in management areas listed above). We are always looking for good trainers/experts interested in volunteering their valuable skills to help local organizations. Referrals may be sent to elizabeth@linvn.org.



NPO Grants



2013 Social Enterprise Support Program (2013 SESP)

Centre for Social Initiatives Promotion (CSIP) is pleased to call for applications to 2013 Social Enterprise Support Program (2013 SESP). 2013 Social Enterprise Support Program (2013 SESP) aims to identify and directly invest in social enterprises at their critical stages of development in order to enhance their sustainability and social impact. 2013 SESP invest in social enterprises at 2 critical development stages:

- **Incubation level:** Social enterprises that are implementing social innovations at the early stage of development and looking for support in order to confirm their model, ensure their effectiveness, achieve self-sustainability and create impacts on a well-defined community
- **Acceleration level:** Social Enterprises that initial impact and business model have been proven in a certain community. They are planning and seeking for resources to scale up or replicate their business and social impact.



CSIP is in strategic cooperation with Diageo Vietnam to implement Plan W- Empowering Women through Learning. The 2013 Social Enterprise Support Program gives priority to social enterprises that create positive impact on women empowerment and gender equality.

- Social enterprises contribute to address women challenges; empower women to have choices, opportunities and resources – all of which improve their self-worth and ability to influence society and the economy.
- Social business models that create jobs for women
- Women leadership in social enterprises

We also encourage the participation of social enterprises that are addressing interdisciplinary social and environmental challenges, such as: *Sustainable Agriculture; Livelihood, employment & empowerment for vulnerable communities, Education; Public Health; Environment; Elderly issues.*

Deadline for Application: 30th June 2013

For further information, please contact: **Dao Thi Hue Chi (Ms.)**, Centre for Social Initiatives Promotion (CSIP), Room 14*06, Tower B, Ha Thanh Plaza, 102 Thái Thịnh, Dong Da, Hanoi, Tel: +84 4 35378746 / +84 4 35378992 Email: dangkySESP2013@csip.vn / huechi@csip.vn



CHƯƠNG TRÌNH HỖ TRỢ DOANH NGHIỆP XÃ HỘI 2013

ƯƠM TẠO DNXH

- 10 DNXH được tư vấn xây dựng kế hoạch kinh doanh trong 3 tháng
- Tối đa 05 DNXH nhận được hỗ trợ sâu của chương trình trong 12 tháng:
 - Vốn hạt giống tương đương \$10,000 USD
 - Nâng cao năng lực, tư vấn kinh doanh, kết nối mạng lưới & quảng bá DNXH

Giai đoạn Ươm tạo: DNXH triển khai các sáng kiến xã hội trong giai đoạn phát triển ban đầu, đang tìm kiếm hỗ trợ để khẳng định mô hình, hiệu quả hoạt động, khả năng tự vững và tác động xã hội tại một cộng đồng cụ thể.

Hợp tác chiến lược cùng Diageo Việt Nam triển khai chiến dịch "PlanW – trao quyền phụ nữ thông qua đào tạo", Chương trình Hỗ trợ DNXH 2013 chủ trọng tìm kiếm, hỗ trợ các DNXH mang lại các tác động tích cực về thúc đẩy bình đẳng giới và trao quyền cho phụ nữ.

Chương trình cũng tìm kiếm các DNXH đang giải quyết thách thức trong các lĩnh vực xã hội – môi trường cụ thể hoặc liên ngành.

TĂNG TỐC PHÁT TRIỂN DNXH


- 04 DNXH được tư vấn xây dựng kế hoạch kinh doanh để nhân rộng trong 3 tháng
- 02 DNXH nhận được hỗ trợ sâu của chương trình trong 12 tháng:
 - Đầu tư tài chính lên tới \$30,000 USD
 - Kết nối cơ hội đầu tư; Nâng cao năng lực, tư vấn kinh doanh, kết nối mạng lưới & quảng bá DNXH

Giai đoạn Tăng tốc phát triển: DNXH đã khẳng định được mô hình hoạt động và tác động xã hội ban đầu tại một cộng đồng cụ thể, đang xây dựng kế hoạch và tìm kiếm nguồn lực để nhân rộng, phát triển mô hình kinh doanh và tác động xã hội

TÌM HIỂU VÀ HỎI ĐÁP VỀ CHƯƠNG TRÌNH:

- Buổi giới thiệu thông tin chương trình
Hà Nội: Phòng A5, tầng 1, Nhà khách Quân đội - 33C Phạm Ngũ Lão
09:00 – 11:00 sáng 03/06/2013
- TP.Hồ Chí Minh: Café Sống Xanh, 64 Hồ Hào Hón, P.Cô Giang, quận 1
09:00 – 11:00 sáng 01/06/2013
- Hội thảo trực tuyến giới thiệu và tư vấn tham gia chương trình
14:00 – 16:00 ngày 30/05/2013
14:00 – 16:00 ngày 17/06/2013

Tim hiểu thông tin và tải mẫu hồ sơ đăng ký tại www.csip.vn hoặc www.doanhnhaxahoi.org
Hạn nhận hồ sơ đăng ký: 30/06/2013





Call for Proposal from PARAFF

The **Public Participation and Accountability Facilitation Fund (PARAFF)** announces its **CALL FOR PROPOSALS No. 1** from Vietnamese non-profit and non-governmental organizations.

PARAFF seeks to promote public participation and accountability in law-making and policy development processes by strengthening engagement of non-governmental organizations in these processes at national and sub-national levels as well as in monitoring the implementation of these.

I. Support Areas and selected themes

All proposals must lie within one or more of PARAFF's Support Areas listed below:

1. Research related to legislative and law-making processes, with a focus on themes relevant to poverty eradication, democratic governance and NGOs' roles in promoting public participation and accountability (e.g. evidence based research on specific laws and bill; research on citizen's participation in preparation of bills; research on participatory planning at local and provincial level; research on citizens' supervisory rights on government agencies; research on measuring citizens' satisfaction with service delivery, etc.);

2. Raising Awareness of NGOs and key partners about the rights and opportunities provided under the present legal framework related to public participation and accountability (e.g. the Law on the Promulgation of Legal Documents, the Ordinance on Grass-root Democracy, etc.);

3. NGO lead-initiatives on monitoring and providing feedback to Government and Elected representatives on the implementation of laws, government policies, and budgets at national and sub-national levels (e.g. initiatives enabling citizens to exercise their supervisory rights on government agencies; strategies to make service delivery more accountable such as complaints mechanisms, public information campaigns, citizens report cards and score cards, community monitoring and social audits; budget transparency and accountability strategies, public expenditure monitoring, participatory auditing; initiatives to secure freedom of information and transparency, including initiatives focused on making revenues from natural resources more transparent);

4. Networking among NGOs and other stakeholders for enhanced engagement in legislative and law-making processes, in policy dialogues with the National Assembly and the People's Councils, and Government agencies at various levels.

II. What kind of grants do PARAFF offer?

1. Small Project Grants: Applicants may apply for grants of up to VND 600 million per proposal for a maximum duration of 12 months.

2. Research Grants: Applicants may apply for grants of up to VND 400 million per proposal for a maximum duration of 12 months.

3. Core Funding Grants : Applicants may apply for grants VND 1,500 million per year for a maximum of two years. Core funding is geared towards organisations in continuous support of one or more of the support areas of PARAFF. The core funding grants are provided in support of, mainly larger, organisations with a well-established track-record in research and advocacy.

Core funding grants generally include various activities, perhaps within different localities, to meet the objectives of an organisation's strategic plan (3-4 year plan).

Please visit the PARAFF Website at <http://www.paraff.org> for more information about the selection criteria, application process and to download application forms.



AusCham HCMC now calling for submissions!

In commitment to our charitable programme, AusCham HCMC is delighted to announce we are calling for submissions and recommendations in regards to which organisations should receive our funding this year.

Our objective is to fund sustainable projects that aim to alleviate poverty, people living standards, create opportunities or provide crisis relief for disadvantaged Vietnamese. We intend to support several small projects this year with each funding allocation in the range of USD5,000- USD15,000.

Funds will be raised from our **Intergalactic Ball (21st Sept 2013)**, **Inaugural Golf Tournament (11th Oct 2013)** and **Sundowners events (Jan-Dec 2013)**.

To apply, please download our Charitable Programme Application form [here](#). For further enquiries or to recommend a charitable organisation please contact office@auschamvn.org by **COB Friday 14th June**.

To learn more about charities we have previously supported please visit <http://www.auschamvn.org/charitable-programme/charities-supported/#start>

Australian Chamber of Commerce, Vietnam

Hochiminh Head Office

2nd Floor, Eximland Office Building

179 E-F Cach Mang Thang 8 St., Dist. 3, HCMC

T: +84 8 3832 9912/13/14

F: +84 8 3832 9915

E: events@auschamvn.org; events1@auschamvn.org



NPO Networking



NPO-INGO Happy Hour in HCMC 15 May 2013

HCMC 15 May 2013 - LIN Center for Community Development teamed up with Ms. Van Ly, Regional Communications & Development Manager at East Meets West Foundation to organize a monthly NPO-INGO Happy Hour event in HCMC on 15 May 2013 with over 50 participants. The event sought to bring together individuals working with local and international not-for-profit organizations to share ideas and best practices, to commiserate about the challenges they face and/or to just have some fun with like-minded people.

This time, Mr. Son Pham, LIN Center, introduced people to participate in Quick Networking Game. This game encouraged people to connect effectively and to help them easily starting the conversation with others. Please see pictures of this event as follows:



NPO Resources



5 Lessons in Family Venture Philanthropy

By Anh Ton, [Asian Philanthropy Forum](#), May 28, 2013



[Note: On 9 and 10 May, the [Asian Venture Philanthropy Network](#) hosted a two-day conference in Singapore attended by 340 delegates from 31 countries. Dana Doan, a member of the LIN team was invited to attend the conference and speak on one of the panels, "[Toolkits - Mobilising Human Resources](#)". All of the sessions were recorded and videos from each session are now available here: <http://www.avpn2013.com/>. Below is an article about one panel session written by one of AVPN's media partners, [The Asian Philanthropy Forum](#).]

During this past month's AVPN Conference, one of the most anticipated sessions was the "Families in Venture Philanthropy" panel discussion. From the panel title alone, you can probably guess why: the idea of applying an investor mindset to maximizing social good is at the heart of a growing philanthropic movement, and surging wealth, coupled with a long tradition of family giving, bodes well for family philanthropy in Asia.

The panel was moderated by Lien Centre's own Laurence Lien and brought together three Asian pioneers in family venture philanthropy. They included **Frederick Tsao** (Chairman of IMC Pan Asia Alliance Group and President of Family Business Network Asia), **PrashantJhwar** (Chairman of the Usha Martin Group and a lifelong education advocate), and **James Chen** (Chairman of Waihum Group Holdings and Co-Chairman of the Chen-Yet Sen Family Foundation).

The three philanthropist-cum-entrepreneurs shared their experiences with humor and humility, speaking frankly about the challenges they've encountered in trying to navigate philanthropy in Asia. A lot of great ideas came from the session, but here are 5 key lessons we found most compelling.

1. Make a family charter.

In the words of Frederick Tsao, "Families are a complex system with a complex dance." It goes without saying that members of the same bloodline aren't always of the same opinion. Coming up with a family charter not only creates multi-generational coherence in a family's philanthropic strategy, it can also thwart potential personality clashes. PrashantJhwar added that it's important for families to invest proper time in creating a charter—it took him two years to come up with his—and that carving out a formal space for non-family members in the foundation can bring forward invaluable perspectives.

(See more in the next page →)



5 Lessons in Family Venture Philanthropy (cont)

By Anh Ton, [Asian Philanthropy Forum](#), May 28, 2013

2. Sustainability isn't just a buzzword; it's a culture.

To make a true difference in people's lives, you have to think about the long-term. This was the thinking that led PrashantJhwar and the Usha Martin Group to develop the Total Village Management model, based on Total Quality Management principles. The integrated approach to rural development, focusing on a number of key areas like agriculture productivity and microenterprise, led to "huge ownership" and "huge improvement" compared to their previous social initiatives.

3. Embrace risk.

James Chen underscored a fundamental difference in family-based and business-based philanthropy: the freedom to embrace risk. Most businesses gravitate towards risk-aversion, so while building the bottom line may overlap with CSR initiatives, the incentive to invest in novel social interventions is mostly absent. With venture philanthropy, the profit motive is secondary—even tertiary—to maximizing social impact. This kind of flexibility impels family foundations to fund those game-changing ideas that may not have commercial appeal or slip through the cracks of conventional philanthropy.

4. Start young, lead by example.

In the transfer of wealth between generations, there's a legitimate concern that younger generations will lose an ability to sympathize with those less fortunate—so much so that some parents in China have started paying up to \$10,000 for their children to attend courses on how to be charitable.

While that may seem extreme, the idea that younger generations should be involved in philanthropy early on is a powerful one. PrashantJhwar explained that in his family, younger generations accompany older family members, who are retired from business and focused primarily on philanthropy, into the field and to site visits. Seeing this type of leadership in action instills into them a greater sense of compassion and cultivates a natural interest in philanthropy. James Chen added that by bringing his children to Bring Me a Book events, his young son began donating his own pocket money to the program—uncoerced and without \$10,000 fundraising lessons.

5. Collaborations should happen across sectors, but expertise is domain specific.

To borrow from Frederick Tsao again, "Collaboration is the story of man, both of his failures and success." So it is with social and economic transformations. Interventions are most likely to succeed when there is buy-in from the community, when governments commit to sustaining positive change, when philanthropists take chances on innovative ideas, and when businesses are willing to extend their support. Cross-sector collaborations are a must.

But families must be careful not to spread their resources too thin either. Rather than trying to collaborate within one particular sector (i.e. between foundations or NGOs only), focus on building domain expertise and engaging all the stakeholders within that domain. For instance, James Chen's philanthropic work with the Chen Yet-Sen Family Foundation has revolved around education. They started out by looking at how to make education more exciting for children, realized the importance of quality and accessible libraries (normally a public good), worked with various field experts, and are now one of the go-to resources in literacy.

Have you applied any of these lessons to your philanthropy?

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.

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*Helping local people
meet local needs*

