

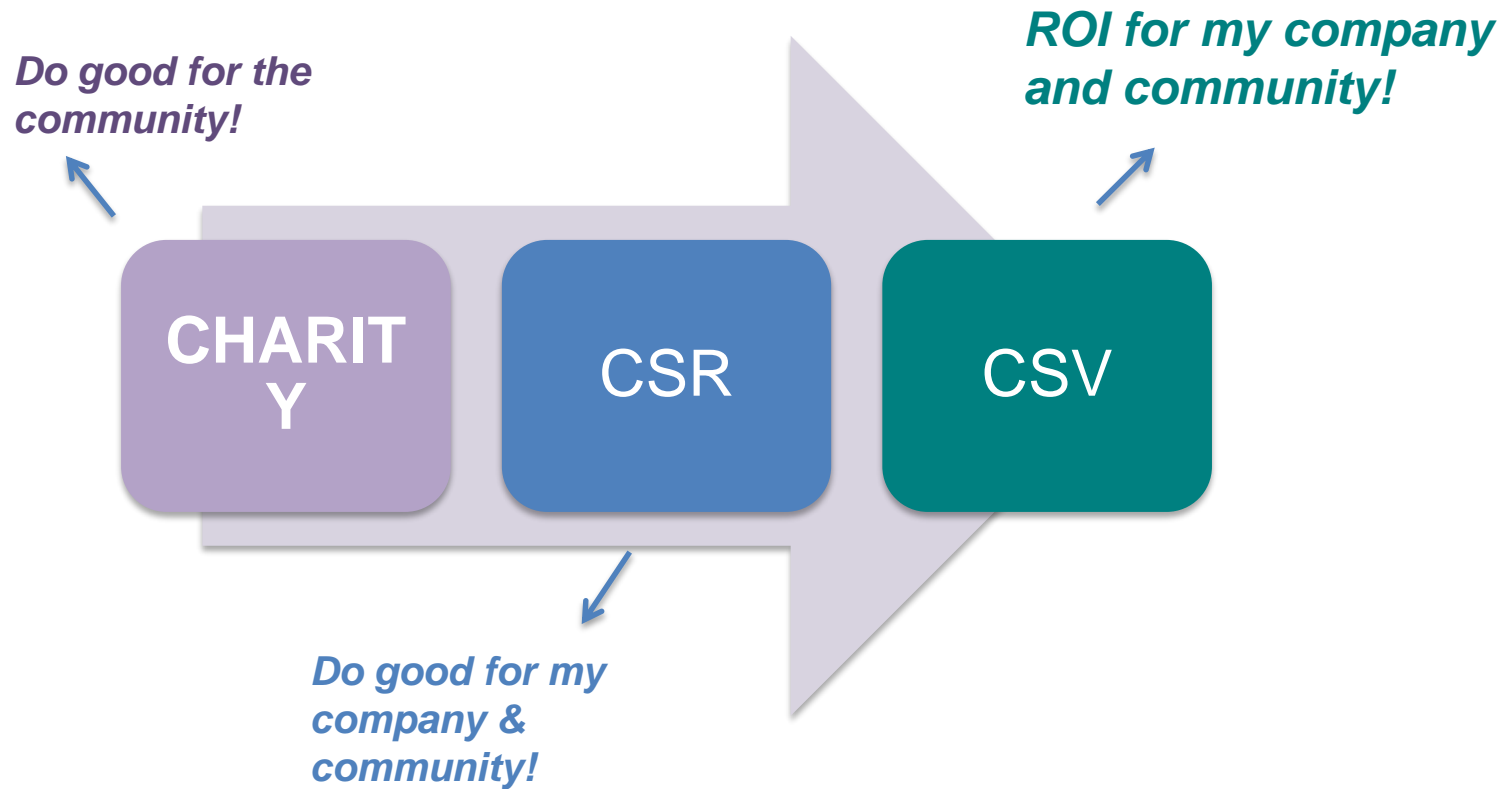
An abstract graphic on the left side of the slide. It features a stylized hand in shades of teal and blue, holding a complex network of yellow nodes and lines. The network is dense and intricate, resembling a web or a molecular structure. The background is a solid yellow color.

Giving Well

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Models of Corporate Giving



Charity Mindset



- ✓ Help people
- ✓ One-time fix
- ✓ Feel pity
- ✓ Short-term impact
- ✓ Power structure





“Charity is injurious unless it helps the recipient to become independent of it.”

— John D. Rockefeller
Businessman & Philanthropist (1839-1937)

Development Mindset



- ✓ Empower people
- ✓ Seek solutions
- ✓ Empathy
- ✓ Respect
- ✓ Long-term impact



Charity vs. Development Goals

HUNGER

CHARITY Goal	DEVELOPMENT Goal
Feed all who are hungry	Zero hunger and ensured access to safe, nutritious and sufficient food year round

POVERTY

CHARITY Goal	DEVELOPMENT Goal
Provide shelter for the homeless Scholarships to low-income students	Build the resilience of the poor, ensure access to basic services & economic resources

POLLUTION

CHARITY Goal	DEVELOPMENT Goal
Pick up trash, reduce waste	Reduce the number of deaths & illnesses from air, water and soil pollution



SUSTAINABLE DEVELOPMENT GOALS



unstats.un.org/sdgs/



7 Steps to Giving Well



Giving Well

Step 1. Needs Assessment

Step 2. ID Stakeholders

Step 3. Consider Strategies

Step 4. Assess Company Resources

Step 5. Match Resources with Needs

Step 6. Evaluate

Step 7. Improve



Step 1: Needs Assessment

“What are the needs in our community?”

■ Collect data to understand needs

- Primary Data (*e.g., key informant interviews, client interviews, surveys*)
- Secondary Data (*e.g., organizational records, reports, census data*)

■ Analyze data to prioritize needs

- Challenges (*e.g., rising inequality, access to education, healthcare services, domestic violence, disaster relief, discrimination, etc.*)
- Disadvantaged Groups (*low-income households, minorities, migrants, women, people with disabilities, street children, etc.*)



Step 2: Identify Stakeholders

“Who is already working on this?”

■ Mapping of key stakeholders

- Government agencies
- Nonprofit organizations
- Beneficiary groups
- Donor organizations

■ Analyze stakeholder experience

- ID best practices
- Learn from past mistakes
- ID potential partners



Step 3: Strategies

“What is being done?”

(“What MORE can be done?”)

■ ID Successful Strategies

- Impact (short-term vs. long-term)
- Efficiency (inputs vs. outcomes)
- Areas for improvement

■ Design Potential Strategies

- Impact (short-term vs. long-term)
- Efficiency (inputs vs. outcomes)
- Resources needed



Step 4: Assess Resources

“What resources can my company offer?”

- Human Resources *(e.g., time, skillsets)*
- Funding
- Products or Services
- Other *(e.g., equipment, space, contacts...)*



Step 5: Take Action

“What’s the plan?”

- Start with a clearly defined goal
- Agree upon the measurable objective(s) with your partner(s)
- Match available resources with needs
- Make a commitment (*e.g., MOU, contract*)



Step 6: Evaluation

“How did we do?”

“How could we do better?”

- Outcomes evaluation
 - Short-term vs. long-term impact
 - Intended vs. unintended results
- Process evaluation
 - Timeline
 - Efficiency



Step 7: Improve

“Apply lessons learned while raising awareness to accelerate progress!”

- Exchange experiences with stakeholders
 - Results
 - Best practices
 - Lessons learned
- Make necessary improvements to improve outcomes and continue...



Working with NPOs



Not-for-Profit Organization

(How an NPO is different from a company)

- **Purpose** – public benefit purpose
- **Ownership** – by the public
- **Control** – Centre Council (BOD)
- **Accountability** – to the public



Working with NPOs

5 Tips



Working with NPOs

Tip #1:

Agree on a common goal



Working with NPOs

Tip #2:

Set measurable objectives
(and track progress together)



Working with NPOs

Tip #3:

Use your comparative advantages



Working with NPOs

Tip #5:

Communicate regularly
(Set expectations, in advance)



Working with NPOs

Tip #5:

Commit time and resources
(sufficient to build a relationship)



MEASURING WHAT MATTERS



Measuring What Matters

Outputs vs. Impacts

OUTPUTS		IMPACTS		
Activities (What we do)	Participants (Who we reach)	Short-Term (Increase Learning)	Medium-Term (Desirable Actions)	Long-Term (Improve Conditions)
# Workshops	# event guests	Awareness	Behavior	Social
# Meetings	# beneficiaries	Knowledge	Practice	Economic
Deliver services	# trainers	Attitudes	Social Action	Civic
Develop products or curriculum	# agencies	Skills	Policies	Environmental
Counseling sessions	# decision-makers	Opinions	Decision-making	
Assess	# media	Aspirations		
Work with media	# donors	Motivations		



Measuring What Matters (Beneficiaries)

Outputs

- 20 children received gifts from XYZ company
- XYZ company donated VND 20m to the orphanage
- 20 employees played games with 20 children.
- Etc...

Impacts

- 90% of children participating in the program became conversant in English after 6 months.
- 100% of children increased their self-confidence because of the company program.
- 100% of children in the program were provided a safe place to eat/play/study/sleep, year-round.
- Etc.



Measuring What Matters (Company)

Outputs

- 20 employees from 3 different departments participated
- 80 employee hours contributed
- 10,000 people “liked” the CSR post on Facebook
- 5 supplier partners joined the opening ceremony
- Etc...

Impacts

- 100% of employees reported that participation improved teamwork and cross-functional communication.
- Employee retention rates increased 10% year-on-year
- After 6 months of communication on FB, customer perception of the company improved by 5%.
- Employees report strengthened supplier relationship.
- Etc.



“To give away money is an easy matter and in any man's power. But to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter.”

Aristotle





Thank You!

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