

News and Events of the LIN Center for Community Development

Workshop on “Strategy for fundraising and building network for NPO”

On the morning of July 13, 2012, 40 non-profit (NPO) employees attended the workshop “Strategy for raising funds and building network for NPO” at the office of Better Work Vietnam (*venue sponsor*) in District 3, HCMC. The purpose of this workshop was to present a fundraising idea combined with Speed Networking to help NPO staff boost their networking skills in order to find potential donors.

Since this was a new idea, lots of questions were raised in regard to LIN’s presentation. By coming to this workshop, the NPO employees had a chance to learn about one of the fundraising activities which was commonly used around the world but hardly seen in non-profit activities in Vietnam. To learn more about this fundraising idea, please visit [NPO Resources](#) on LIN’s website.



“This workshop introduced a new fundraising idea which I think non-profit organizations can apply to raise funds locally. On behalf of LIN Center, I would like to thank Global Fund for Community Foundations for sponsoring expenses for this workshop and Better Work Vietnam for the venue.” – Mr. Pham Truong Son, Deputy Director/Community Liaison of LIN Center.

LIN Center

Individual Philanthropy Roundtable



On July 11th, 2012 LIN Center held a special luncheon roundtable for individual philanthropists in the Ho Chi Minh City (HCMC) area. This first roundtable brought together experienced and new philanthropists to provide an opportunity to develop their goals and strategies. LIN's Director of Philanthropy Advisory Services (PAS), Ms. Elizabeth Pham, introduced LIN's services and welcomed participants to LIN's first peer exchange for individual philanthropists. Following that, Mr. Maurice Machenbaum from WISE Philanthropy Advisors, LIN's partner in this roundtable, briefly introduced himself and began the roundtable with a WISE video on one family's journey working together as philanthropists. According to Mr. Machenbaum, philanthropy is very often a family affair particularly from his experience working with wealthy families in Europe (in quotes?). He says that philanthropy is viewed as a way to help crystallize family values and to help bring the family together.

Following the video discussion, the participants introduced themselves and shared about their diverse backgrounds. They then participated in a facilitated exercise about their philanthropic approach. Most participants labeled themselves as being "proactive" rather than "reactive" and described themselves as being focused on one or few key areas for their philanthropy.

Overall, participants built understanding about issues that affect grant outcomes in a dynamic, group process that allowed for sharing among peers. This intimate group discussion encouraged participants to learn from different philanthropic approaches which may help them to better leverage their community investments. For those who are thinking about how to develop their own philanthropic initiatives, this first roundtable was helpful to gain insight into how other philanthropists have approached their giving strategies. Although this first roundtable was conducted for an English speaking audience, LIN hopes to organize a similar peer exchange in Vietnamese in the near future.

LIN Center



LIN Center would like to wish a happy birthday to:
Ms. Dana Doan, LIN Founder/ Strategic Advisor
Ms. Anna Kuznetsova, LIN Development Associate

LIN Community Day 2012

On 14 July 2012, the LIN Center organized 'Community Day,' where local NPOs and their beneficiaries could collect quality products donated by individuals, organizations and companies in HCMC. While the event was expected to last for three hours, all the items offered had found their "owners" only one hour after the opening.

Seven organizations and their beneficiaries participated by gathering a variety of products,



NPO partners and beneficiaries are choosing products



Hoc Mon Social Center packed products for their children

including clothes, photo frames, English-language books and magazines, greetings cards, purses and shoes. All were provided by LIN's friends, who had requested to donate to the NPO community through LIN. At 'Community Day,' every NPO employee contributed VND 20,000 for every item s/he chose to take home, while the participating NPOs' beneficiaries were welcome to take what they needed without having to pay any fees. As the event concluded, LIN received a total contribution of VND

1,470,000, all of which will be used to organize workshops building capacities for LIN's NPO partners.

"After Community Day, LIN Team and I are considering applying the thrift-shop model, which is to serve the purpose of nonprofit fundraising. We have been thinking about this idea for two years and thus will test it, in September 2012, with a few committed NPO partners," said Ms. Nguyen Thi Thanh Truc, LIN's Volunteer Coordinator and Office Manager.

If you are interested in thrift shop, please contact LIN at npo@LINvn.org.

LIN Center (translated by Vu Thi Quynh Giao)

LIN Community Grant 2012

LIN Center for Community Development would like to inform our NPO Partners that we are restructuring our Grant in 2012. Therefore, we cancelled our small grant in September this year. To applicants that have submitted your proposal, we will save them and will be in contact with you when we finish the reconstruction process for this year.

For more details, please contact Mr. Truong Son, Community Liaison of LIN Center at npo@LINvn.org.

LIN Survey on Gender

The LIN Center for Community Development is carrying out a general public opinion survey on gender and perceptions among Ho Chi Minh City residents. If you have 10 minutes to spare, we would welcome and appreciate your help to complete this short online survey. Your feedback will be helpful for us to gain insight into different perspectives on this issue and will provide background/context as we prepare for a Community Grant later this year, which is designed to promote women's rights.

As a thank you gesture for your time to finish the survey, we are pleased to offer two free entrance tickets to LIN Community Event, which will take place from 3-5pm on August 11 at Ky Hoa Hotel. The two lucky winners will be selected randomly and will be announced via email on August 5th.

Please click [here](#) to complete the English version of the survey: <http://bit.ly/NFkFzT>

And, if you have a few more minutes, perhaps you can pass this link along to your colleagues, friends and beneficiaries to help us gather more input. We plan to share the results of this survey in an upcoming LIN e-newsletter.

Thank you, in advance, for completing our survey!



New member joins LIN team

Ms. Do Thi Phuong **Anh** graduated at Account and Audit - HCMC Economic University in 2011. Prior joining LIN, she worked for 3 months at Vietnam Sillicon Pipe Limited Company. This is her first opportunity to work for NGO/NPO community but Phuong Anh would like to contribute to LIN's mission as a LIN accountant.

Upcoming Events

LIN Community Event "Narrow The Gap" Saturday 11 August 2012

Would you like to meet people like you that are trying to make a difference?

Do you want to connect with others in a fun and meaningful way?

Would you be excited if you won cool prizes?

Join us 3 p.m. until 5 p.m.
Saturday, 11th August, 2012

A big thank you to GFCF and all our sponsors

NARROW THE GAP

Ky Hoa Hotel
238, 3/2 Street, Ward 12,
District 10, HCMC

CONNECT donors who care with causes that matter
DISCUSS the most pressing issues currently affecting HCMC
ENABLE the work of NPOs to be carried out efficiently
UNITE and contribute to establishing HCMC as a great place to live
SHARE your current projects and ideas with others

Pre-event tickets now available:
NPOs 100.000VND / Public 200.000VND

Tickets at the door:
NPOs 200.000VND / Public 300.000VND
Entrance fee includes refreshments

To register for this event, please –
Email: info@LINvn.org
Phone: 08-38246 091
Web: <http://bit.ly/LINEvent-EN>

In honor of LIN's 3rd year serving the HCMC community, you are cordially invited to join us for a fun filled community event to help raise funds for LIN

"NARROW THE GAP"

Please RSVP online at: <http://bit.ly/LINEvent-EN>

Join, share your thoughts and support the people who are making HCMC a better place!

Date: 11 August 2012 (Saturday)

Time: 3:00 pm to 5:00 pm

Venue: Ky Hoa Hotel, 238, 3/2 Street, Ward 12, D. 10, HCMC

Tickets: + Local NPOs: 100,000VND (Paid in advance/with pledge sheet)
200,000VND (At the door)
+ Public: 200,000VND (Paid in advance)
300,000VND (At the door)

(Entrance fee includes light refreshments to get everyone in the festive spirit.)

There will be games, contests and other activities including speed networking!

Workshop on Succession Planning

Friday, 31 August 2012

Background

Many nonprofit organizations in Vietnam are operated by one or a small group of dedicated leaders. While everyone recognizes that their leaders will not be able to run the organizations forever, little has been done to prepare for a future handover of responsibilities. Making matters more difficult, is the fact that most Vietnamese nonprofits lack governing or advisory boards, which can offer critical backup support and guidance in times of change.

At the most basic level, succession planning is a sound risk management practice. Without succession planning, an organization undergoing the stress of a director's departure can find itself seriously destabilized or even in danger of collapse. An organization that pays attention to talent-focused succession planning, on the other hand, will be better able to meet challenges that may arise.

Planning for succession at one nonprofit may also benefit the entire network of nonprofits, which is important to the health of communities. As the staff develops skills and ambitions, some will migrate to job opportunities in other agencies, while those same agencies will return the courtesy with potential leaders from their own teams. As succession planning takes root as a standard practice, the entire nonprofit sector will become that much stronger and more effective in pursuing its community impact aims.

Despite its many benefits, most nonprofit organizations do not recognize the need for succession planning until it is too late. Among those that may see a need early on, they may lack resources or support to know what to do. In order to address this challenge, LIN seeks to organize a half-day workshop, for the staff and leaders of local not-for-profit organizations on, "Succession Planning for Nonprofits."

Objectives

- Help NPO staff to understand succession planning: what it is and why it is important.
- Learn how to prepare for and overcome the challenges associated with the departure of a key staff member.
- ID the key components of a succession plan.
- Exchange concerns and share experiences and lessons learned in regards to succession planning

Date and Time: 08.30 – 11.30 a.m. on Friday, 31 August 2012

Venue: We will send to registered participants

RSVP: Please RSVP at npo@LINvn.org or tel us at [\(84 8\) 38246091](tel:84838246091).

Speaker: Mr. Ken Atkinson, Ken Atkinson, Managing Partner, Grant Thornton Vietnam. (www.gt.com.vn).



Grant Opportunity



**Australian Consulate-General
Ho Chi Minh City, Vietnam**

**DAP information
2012 - 2013**

The Direct Aid Program (DAP) is a small aid program funded by the Australian Government and disbursed by the Australian Consulate-General. The goal of DAP is to address humanitarian hardship through funding small-scale development projects.

Any organisation may apply for a grant. In the past the Consulate-General has accepted proposals from Provincial and District People's Committees, local government departments/agencies, non-government organisations (local and international), community organisations such as youth and women's organisations, as well as from local hospitals and schools.

The average grant amount for a project is USD10,000 and the maximum amount is up to USD20,000. All projects must be completed and acquitted by **30 June 2013**.

Examples of areas where DAP grants may be given include: community health; education; small scale infrastructure; sanitation and rural development. In special cases, consideration may be given to contributions to disaster relief operations, activities of cultural significance and sporting equipment for disadvantaged communities.

The deadline for submitting applications for DAP 2012-2013 is **15th October 2012**. The outcome will be announced in **early December 2012**.

DAP guidelines and advice on how to submit an application can be found on the Australian Consulate-General website at www.hcmc.vietnam.embassy.gov.au

NPO Resources

Is social media right for your organization?

Visit <http://trust.guidestar.org/2012/06/06/is-social-media-right-for-your-org/>. This article was asked for the permission from [Lindsay Nichols](#)



Is your organization in this situation?

“My organization does not have many staff, only volunteers. I am 56 years old, and completely not in the social network generation. I must manage my cat rescue organization, which I cannot monitor 4 different social media pages, blogging at the same time. What shall I do?”

This is one of the emails of the reader of GuideStar newsletter. And here are hints from Guidestar:

Utilize someone with the passion. When there’s a will, there’s a way. Does another volunteer in your group like social media? If yes, and your colleague understands the values of your organization, let them have a go!

Use the platform to listen and thank. If you do nothing else but go on once a week and thank a new donor, or show pictures of a cat that was recently rescued, or ask questions of your supporters, you’re making a statement without doing much. It’s about connecting with the people who care about you – and showing them what you do.

Remember you are a unique snowflake. Believe it or not, you have insight that others may benefit from. Don’t be afraid to share it! If you find something interesting in your day, and say to yourself, “I didn’t know that!” there’s a good chance that others didn’t either. And remember that an organization’s brand isn’t just a logo or font-type; it’s an experience. Social media can help people have a good experience with your brand, which can turn them into evangelists for your organization and cause.

Don’t do it all at once. Not every social media platform is good for everyone. Facebook is the most popular, and it provides the most flexible way to connect with your audience – you can share photos, videos, text only, etc. However, remember that your website is really your best social tool, so if you only have the ability to focus on one thing, dedicate resources to keeping your website engaging!

Set goals, so you’re not willy nilly about the way you use social media. The more targeted you are, the more you can see the value in it. Do you want to increase funding,

or hear what people think about your service, or get perspective on your mission area? Social media can mean something specific to you.

There are free resources that can help you. Hootsuite.com is a great tool for those wanting to schedule Tweets ahead of time – and now you can schedule on Facebook. SocialMention.com can help you gauge the real-time conversation about your organization across social networking suites. TweetReach.com gives you insight into how far your Tweets are going. The bloggers who answered our reader's question in our newsletter have wonderful tips and tricks for doing social media well and on a budget.

Remember that social media is free-flowing. Don't be afraid to flub up. It's okay to have misspellings. It's no biggie to forget a link when you post. Have some fun with it – post a joke (maybe even about yourself) once in awhile. Just remember to be honest about yourself and your organization, and you can't go wrong. I'd love to hear from you! What do you suggest to our reader? What resources have made social media manageable – and perhaps even fun – for you?

Yoga for the health of NPO Community

LIN Center receives an idea from Golden Hearts for collaboration to organize free Yoga class for NPO community. Objectives of this Yoga class as follows:

- (i) Help everybody understand about yoga, so that they can apply in their life and work.
- (ii) Create a specific culture for LIN staff, volunteers and NPO partners.
 - **Formation:** Golden Hearts (GHs) organizes Yoga and meditation for LIN NPO staff and volunteers.
 - **Time:** 01-02 times/a month (on Saturday or Sunday morning). Each time is 75 to 90 minutes.
 - **Contents:** (i) Yoga theory, Yoga practice and meditation applying in life and work (active thinking, aggressive control...). (ii) Guiding and checking the breath of each person. (iii) Short meditation and basic yoga practice.

Each class composes maximum 15 participants. If you are interested in learning these classes, please contact us at npo@LINvn.org (Mr. Son) or volunteer@LINvn.org (Ms. Truc) or tel us at [\(08\) 38246091](tel:0838246091).



Philanthropic Attitudes and Sentiments in Vietnam Today

In the Fall of 2011, LIN collaborated with Cimigo to conduct a survey of 1,028 Vietnamese in cities across the country on their “sentiments and attitudes toward social responsibility and philanthropic giving.” Given LIN’s aim to advance a more efficient and responsive philanthropic environment, Cimigo offered to conduct this study to better understand the needs and expectations of the donor community and to support local not-for-profit organizations in their efforts to address those needs and expectations.

Analysis of the data was completed in July 2012 and a report is now available for download from LIN’s website ([click here to access the report](#)). Below is a selection of key findings from the report:

- There is a high incidence of giving (82%), but at a low frequency and with relatively small sums.
- 63% said they refused to give to a charity due to lack of trust. People look for charities that demonstrate transparency and proven effectiveness.
- Local, independent organizations are the top choice for giving, followed by governmental, international organizations and religious organizations.
- Causes that trigger the most support relate to disaster relief and programs for children and the disabled.
- People tend to support causes more when they relate to the target beneficiaries (e.g., senior citizens are more likely to contribute to programs that support senior citizens).
- People find out about charities as a result of direct contact or via friends, but actual engagement is triggered by a wide range of sources, which may prove challenging for smaller, grassroots NPOs.

Based on the report, we see some opportunities for NPOs to improve their relationships with current and prospective donors by building trust, improving outcomes, increasing their use of social media platforms. Meanwhile, the report revealed an opportunity to develop technology that can facilitate small donations to grassroots organizations.

We hope you enjoy reading [this report](#) and continue to support LIN’s mission so we can continue to advance a more efficient and responsive philanthropic environment in Vietnam.

Note: A Vietnamese version of the report is coming soon (anticipated in mid-August).

LIN Annual Report in 2011

Currently, LIN Center is finishing our Annual Report in 2011 composing a narrative and a financial report of LIN’s activities in 2011. We will upload this report in our website next week.

You can find all the reports at: [LIN Annual Report](#)

NPO Networking

A Networking Event between LIN, SEO-IIV and Hoa Hong Nho shelter (LIN NPO partner)



In the evening of July 18, 2012, 30 Vietnamese students from institutions in Vietnam and overseas who were participating in the internship program SEO-IIV (Sponsors for Educational Opportunity-Interns in Vietnam) had a chance to learn more about LIN Center for Community Development and one of its NPO partners The Little Rose Warm Shelter (of Ho Chi Minh City Child Welfare Foundation).

In a friendly atmosphere at the Little Rose shelter, the interns, together with staff members from the two organizations, discussed many different issues related to NPO, philanthropy and community development in Ho Chi Minh City as well as in Vietnam. They also had lots of questions for the organizations to learn more about their missions and activities. At the end of the event, the interns had a chance to make friends with the girls at the shelter by joining them in a modern dance.

“On behalf of SEO-IIV 2012, I would like to sincerely thank LIN Center and the Little Rose shelter for their time to meet us. The interns have learned a lot about working experience and commitment in the non-profit field...” shared by Duong Truong Hai, representative of SEO-IIV 2012.

Sponsors for Educational Opportunity Vietnam (SEO Vietnam) is a non-profit organization founded in 2009 with a vision to create a powerful network of support and develop leadership capacity among professionals who will make a difference in Vietnam.

We aspire to be a driving force that will propel young, bright-minded and ambitious Vietnamese forward for a successful future of Vietnam by giving them guidance and opportunities to grow. We aim to inspire them to cultivate intellect, character, integrity and a sense of social responsibility for the progressive and sustainable development of the nation.

LIN participated in RMIT Career Fair 2012

On July 20, 2012 at RMIT Campus, LIN participated in RMIT Career Fair 2012 to introduce our services for NPO and Volunteers. We recruited many volunteers for the current volunteer positions at LIN Center. Followings are pictures of the LIN booth at this Fair.





TRAINING COURSE PROJECT EVALUATION USING CASE STUDY APPROACH

1. COURSE INFORMATION

Time : 20 – 23/08/2012

Morning: 08h00 – 11h30; Afternoon: 13h30 – 17h00

Venue: Ton Duc Thang University

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

Language: Vietnamese

Trainer: MSc. Ha Minh Tri

2. TRAINING FEE

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

Certificate of completion fee: 150,000 VND

Previous participants of SDTC training courses will be discount 50% tuition



3. AIMS AND OBJECTIVES

The course aims to enhance participants' skills in evaluation using case study approach in development projects. The course is designed for monitoring and evaluation (M&E) related professionals in both governmental and non-governmental organisations. Specifically, by the end of the training, participants will be able to:

- Understand when to use a case study approach in evaluation
- Understand how to select a case and formulate a framework for evaluation
- Understand how to collect, analyse, interpret and present data from a case study

FOR ENQUIRIES AND REGISTRATION, PLEASE CONTACT:

Social Development Training Center – Ton Duc Thang University

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

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

Ms. Yen - 0977 357 037

Or Mr. Bao - 093 797 5445

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

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

Deadline for registration: 13 August 2012