



AMERICAN CHAMBER OF COMMERCE IN VIETNAM
Ho Chi Minh City Chapter



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Monitoring & Evaluation

Ho Chi Minh City Grantmakers Forum

October 21, 2010

Herb Cochran
Executive Director



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Agenda

About AmCham Philanthropy & CSR

About United Way “Global Standards”

– Community Impact • Measurable Results

Monitoring & Evaluation (Assessment)





About AmCham Philanthropy & CSR

Support AmCham companies CSR

Priorities: established by the Board

- Education
- Health & Wellness
- Disaster Relief, Environment & Sustainability

Strategy: implemented by Vietnamese staff





About United Way “Global Standards” Community Impact • Measurable Results

- Establish metrics
- Measure and Evaluate
- Monitoring and Assessment
- Reporting Results





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	2006	2007	2008	2009	Budget 2010e	Totals 2006-2010
Donor Advised Giving	248,604	107,800	302,300	178,000	126,342	963,046
Governors Ball	60,356	68,521	74,673	99,592	105,000	408,141
Scholarship Sponsors			3,000	4,000	11,000	18,000
Special Events	5,409	38,370	0	0		43,779
Misc (Interest; Admin fee...)	4,290	2,088	5,301	1,539	1,123	14,340
Operating/ DAG Grants	20,000	0	0	1,575		21,575
Total Revenues	356,010	222,528	385,274	284,706	243,465	1,491,982
Scholarship Program	(15,784)	(16,268)	(19,475)	(23,489)	(37,230)	(112,247)
Donor Advised Grants (from USA)	(248,604)	(107,800)	(302,300)	(177,500)	(126,342)	(962,546)
Community Development Grants (S	(41,109)	(53,560)	0	(31,147)	(35,000)	(160,816)
Governors Ball	(30,595)	(29,720)	(32,714)	(40,324)	(40,702)	(174,055)
Operations & Admin. Expenses	(960)	(5,871)	(10,886)	(10,716)	(12,519)	(40,952)
Total Expenses and Contributions	(337,052)	(213,219)	(365,376)	(283,176)	(251,793)	(1,450,616)
Surplus or (Shortfall)	18,958	9,310	19,898	1,530	(8,329)	41,366



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AmCham Scholarship

- 2001 - 2010: 10th Anniversary
- “AmCham Scholars Club”: 200+ members
 - Active employees in AmCham companies, etc.
- Universities participating: 5 in 2006 to 10 in 2010
- Applications: 250 in 2006 to 560 in 2010
- Budget/Sponsors: \$15,784 in 2006 to \$37,230
- AmCham Hanoi started Scholarship Program in 2009





Donor Advised Giving

- Participants varied from four to one
4 (Cargill, MAST, Citibank, LG); 1 (Cargill)
- Requires significant company volunteer effort
- Annual amounts: \$302,000 (2008) to \$126,000 (2010)





Grants to VN NGOs

- Annual allocations have varied
- Allocation Team very active (about 20 people)
but needs additional participants
- Assessment Team (est. 2009) Evaluates Results
- Small projects (usually \$1,000 - \$5,000)
- Need to establish broader volunteer participation
Volunteer training needed
- Need to widen partner/donee participation
List / map of possible partners/donees for outreach



Some projects of AmCham United Way 2006-2009 in HCMC and neighboring provinces

