



STRATEGIC PLAN

2021 – 2025

LIN Center for Community Development

Message from Executive Director



For over a year, LIN has initiated activities, reviewing and evaluating its impacts of the past 3 years to lay the groundwork for a next chapter of the LIN Center. We are pleased to introduce you to LIN's 2021-2025 strategic plan – a bold and explicit scheme outlining where we're going, how we'll get there, and what it implies for the nonprofit community that LIN supports. The Strategic Plan will serve as a crucial element in our journey toward sustainable development in Vietnam.

LIN's Theory of Change, a visual representation of its mission, contributes to the progress that local communities leverage local resources to lead the effort to build a sustainable future for Vietnam.

The four key outcome areas with their indicator system will keep us focused on our future direction, as well as our day-to-day work.

- 1** LIN's primary stakeholders, with trust as the prerequisite to be strengthened among the stakeholders, are well equipped to partake in addressing local issues.
- 2** The public, policy-makers, policy-influencers and the media (including mainstream & social media) are made better aware of community philanthropy and involved in talking about change to restrictive policies on practicing philanthropy in Vietnam.

- ③ LIN's capacity is improved to sustainably deliver effective and efficient services to primary stakeholders.
- ④ LIN is financially viable and reflective of its core values of community philanthropy.

More than 40 stakeholders helped to shape this plan. Throughout a robust engagement and planning process, we heard from our local nonprofit partners, volunteers, donors, academia, advisors, Board members, and staff on their expectations and suggestions for LIN. In building this blueprint for the future, we remained true to what we heard and hope you see your voice reflected here. We are committed to receiving your ongoing input and feedback as we journey through this plan and its priorities together.

On behalf of LIN Center for Community Development, we would like to thank all those who shared their wisdom, thoughts, and vision in developing this strategic plan. We asked challenging questions, you answered, and we were inspired. Together, we are creating the LIN of tomorrow.

Thao Lam, Executive Director



We envision **local communities**
leveraging local resources to lead
the effort in building a sustainable
future of Vietnam.



**Our
Vision**

Our Mission

We strengthen the **community philanthropy ecosystem** by advocating, connecting and providing resources for local nonprofit organizations, donors, and volunteers to contribute towards sustainable development in Vietnam.

Our Values

Equity

We believe all lives have equal value and deserve equal access to opportunities.

Empowerment

We believe the community has the ability to build a peaceful and vibrant society.

Trust

We believe that trust is a key element for partnerships to successfully achieve common goals.

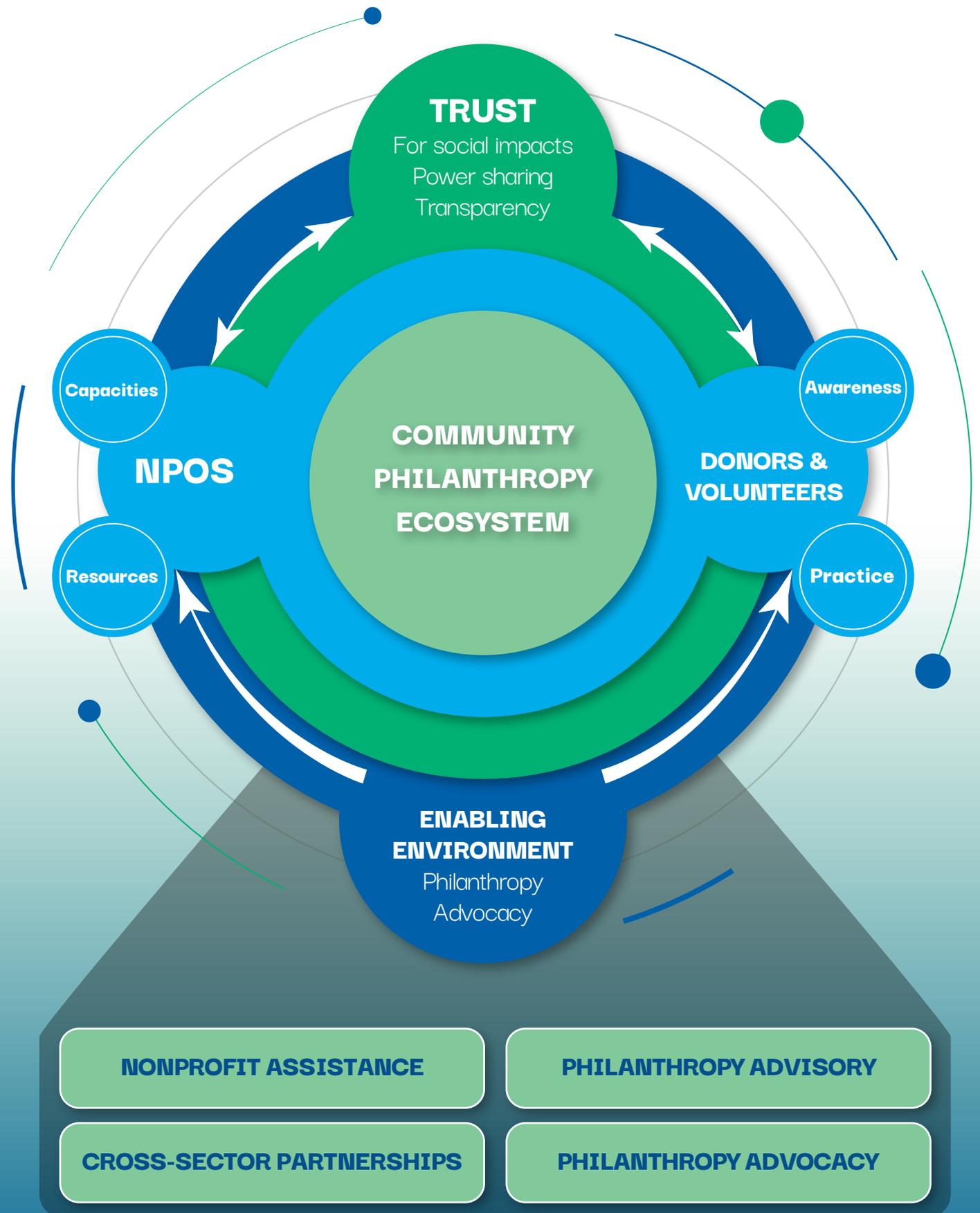
Responsibility

We believe all segments of the community share a responsibility to contribute resources toward improving our collective quality of life.

Innovation

We believe in innovative strategies that empower the community philanthropy ecosystem to develop long-term solutions for social good.

Theory Of Change



Key Outcome Areas

Programs

Area 1

LIN's primary stakeholders, with trust as the prerequisite to be strengthened among the stakeholders, are well equipped to partake in addressing local issues.

- 1 NPOs' capacities are strengthened to address local issues.
- 2 Donors and volunteers are strengthened regarding their capacities on giving strategically.
- 3 Resources are coordinated & facilitated in a way that addresses both demand and supply between NPOs & donors/ volunteers most strategically and sustainably.
- 4 Trust-based partnerships are established between primary stakeholders.

Area 2

The public, policy-makers, policy-influencers and the media (including mainstream & social media) are made better aware of community philanthropy & involved in talking about change to restrictive policies on practicing philanthropy in Vietnam.

- 1 The general public is better aware of community philanthropy as a sustainable method to address local issues.
- 2 Efforts are put into building a favorable legal environment for philanthropy practicing in Vietnam.

Key Outcome Areas

Operation

Area 3

LIN's capacity is improved to sustainably deliver effective and efficient services to primary stakeholders.

- 1 Infrastructure including data management and organizational policy system is strengthened to be operational, transparent, accountable.
- 2 LIN leads a stronger team with adequate knowledge and skills on programming and leadership.

Area 4

LIN is financially viable and reflective of its core values of community philanthropy

- 1 Policies on membership fees/ service charges are rolled out and applied for primary stakeholders.
- 2 Income sources are diversified to rely less on foreign funding.
- 3 A fund reserve continues to be developed



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