Helping Local People Meet Local Needs

2011 Annual Report

LIN Center for Community Development
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### Table of Contents

**A. LIN’s 2nd Year: The Journey Continues**  
  p.3

**B. About LIN**  
  p.6

**C. LIN Services**  
  
  Part I: NPO Support Services  
  p.7
  - NPO Partnership  
  p.7
  - Capacity Building for NPO Staff  
  p.9
  - Grants to NPOs  
  p.17
  - NPO Networking and Information Sharing  
  p.19
  
  Part II: Volunteer Support Services  
  p.23
  - Volunteer-NPO Matching  
  p.23
  - Volunteer Projects and Events  
  p.26

  Part III: Donor Support Services  
  p.33

  Part IV: Networking  
  p.37

  Part V: Research & Information Sharing  
  p.42

**D. Financial Statements**  
  p.49

**E. Acknowledgement of LIN 2011 Supporters**  
  p.49

**F. The People: Governance & Management of LIN**  
  p.51
2011 Annual Report: LIN Center for Community Development

A. LIN’s Second Year: The Journey Continues

Concerned about the potential downsides to economic liberalization, such as growing inequality in HCMC, the LIN Center for Community Development (LIN) was launched in 2009. At the time, we knew the challenges ahead of us would be great. We questioned whether we had the wherewithal to make an impact and yet we felt compelled to do something with the resources available. And we are glad we did. Looking back over the past two and a half years, it is amazing to see how much we were able to accomplish. That’s the wonderful thing about annual reports. Each year, when we take the time to summarize and reflect on the previous year’s work, we are overcome with optimism towards the future.

The LIN team is driven and focused on building a strong, connected community - a community that ensures equal access to opportunities and works to improve the quality of life for all people in HCMC. We do this by providing comprehensive support services to local not-for-profit organizations (NPOs), skilled volunteers and donors who are all engaged in addressing local needs. We work with our partners to address injustices and we engage ordinary people to take action and help promote long-term, sustainable community development. The work we have done to strengthen the capacity of charitable organizations and budding local philanthropists is producing important and long-lasting results on which still further improvements can be made.

It is amazing to see LIN’s support base grow over the last three years. Nearly 80 organizations partnered with LIN by the end of 2011. We received financial and in-kind support from hundreds of individuals, corporations, bilateral aid agencies and foundations in Vietnam and throughout the world. And we are thrilled to be seeing an upsurge in the number and quality of contributions from people living and working in Ho Chi Minh City. The core success factor for community philanthropy is, after all, its ability to connect with people and mobilize them towards a common goal.

Every donation of time and money, whether from HCMC or another city in Vietnam or another country, brings LIN closer to realizing our mission. We are grateful to everyone that has supported us over the past two and a half years and we hope you will continue to accompany us on this journey in the years to come.

Below is a brief overview of LIN’s accomplishments in 2011, which will be elaborated upon in the pages that follow:

Support to Local Not-for-Profit Organizations (NPOs)

- LIN established new partnerships with 24 NPOs. As of January 2012, LIN database of NPO partners includes 80 NPOs. Among LIN NPO partners, 51% work with children/youth (41), 41% work with the urban poor (33), 26% work with people with disabilities (21), 19% work with migrants (15), 10% work with women (8), 10% work on environmental protection, 5% work with the elderly (4). The remaining partners are working on other causes such as: health, animal protection, LGBT, sports and arts & culture.

- LIN organized 16 capacity building programs for our NPO partners, including seven workshops, three roundtables and six training courses. Over 300 individuals from 122 organizations (including 54 partners) from HCMC and nearby provinces, including Binh Duong, Ben Tre, Dong Thap, Long An, Dong Nai and Binh Thuan attended one or more of these events.

- LIN conducted three (3) community grant rounds, attracting forty four (44) grant applications, of which twelve (12) were approved and funded. The total value of our 2011 grants amounted to VND 263 million (over $12,000 USD). The results and beneficiaries of these grants included:
  - 6 migrant disability students who were scholarships to attend college;
  - Skills training for 25 teachers working with disabled children;
  - Printing of 1,500 brochures to help introduce an organization serving disadvantaged youth in District 4;
  - 50 disadvantaged children, in two shelters, learned how to make handicrafts;
  - 435 youth, students and disadvantaged children learned about environmental protection;
50 visually impaired people received white canes;
80 junior high school students learned how to protect fish living in the Saigon river;
30 street teenagers and youth participating in vocational training; and
30 migrant disabled youth and children received career counseling and vocational training.

- Indirectly, LIN fiscally sponsored grants directed to Vietnamese NPOs, including:
  - Seven winners of LIN’s Volunteer Stories Competition 2011 allocated their prize money to seven (7) different NPOs (a total of VND 16,000,000 in contributions).
  - VND 800 million, from three (3) philanthropists, was allocated to six (6) local NPO partners.
- LIN organized and co-hosted five (5) networking/information sharing meetings for NPO staff (including 4 meetings of LIN’s NPO Advisory Group and a meeting with the ED of A Child’s Right).

Support to Skilled Volunteers

- LIN’s Volunteer Database included 425 contacts by end of 2011 (276 new volunteers)!
- LIN received 23 skilled volunteer requests from NPOs and successfully matched 19 skilled volunteers with 8 NPO Partners (83% matching rate)
- 54 skilled volunteer supported one or more of LIN’s NPO capacity building programs and events
- 78 skilled volunteers supported the LIN team with a variety of tasks, from strategic planning, to logistics, contributing over 2,884 hours to LIN alone saving us more than $50,943 USD.
- LIN’s Volunteer Stories Competition 2011 received a total of 93 narratives, 32 photographs and 10 video submissions from all over the country.
- 15 volunteers involved in the Corporate Volunteer Challenge 2011 completed 344 hours of service, benefiting seven (7) NPOs.

Support to Donors

- With a CSIP fellowship, LIN soft launched its Philanthropy Advisory Service (PAS) as a social enterprise to generate income for LIN programs as it helps to strengthen philanthropic programs.
- A program assistant and four (4) freelance consultants were engaged to support PAS.
- PAS was engaged by 6 clients to provide support for their philanthropic programs including Maersk Line, The Walt Disney Company, Charity Cabaret Committee 2011, Cimigo, Nike and Intel.
- LIN also provided short-term, pro bono philanthropic advisory services to another 33 donors.

Networking Among Stakeholders - LIN organized five (5) networking events for local NPOs, volunteers and philanthropists, which were attended by over 500 people, including NPO representatives, local philanthropists, current and prospective volunteers, and LIN partners and supporters attended these events.

Research & Information Sharing

- LIN conducted 4 surveys, including a two surveys with NPO partners 1 survey of skilled volunteers and 1 survey of LIN’s network of community members:
  - Giving Habits Around the Holidays – 200 respondents
  - The Role of Civil Society Organizations in Promoting Access to Justice for Vulnerable Groups - 60 respondents (funded by JIFF, in partnership with SISD)
  - Survey of LIN’s Skilled Volunteers – 70 respondents (funded by Give2Asia)
  - Assessment of NPO Readiness for Skilled Volunteers - 29 respondents (funded by Give2Asia)
- Russin & Vecchi Memo on the Legal Forms of Establishment and Operation of NPOs in Vietnam
- Volunteer Stories Handbook 2010 – a collection of stories from the 2010 Volunteer Stories Competition
- A HCMC Directory of Grantmakers was disseminated to participants in April 2011
• Participation in four (4) events as guest speakers and/or partners
• 12 issues of LIN’s monthly e-Newsletter LIN Nhip Cau¹ (English and Vietnamese) sent to approximately 2,000 contacts
• 12 issues of LIN’s monthly Volunteer e-Newsletter to over 800 contacts² (Vietnamese)
• 16,860 visitors to LIN’s website (61% were new visits)
• 47 articles on LIN’s blog (about 4 per month)
• Over 1,400 Facebook fans, an average of 654 active users, 186 weekly visits, and 31 weekly posts (total number of people connected to LIN via LIN Facebook fans in 2011 was 531,934 people)

Fundraising - LIN’s work is made possible as a result of grants as well as donations in cash and in-kind. In 2011, we were thrilled to receive nine project based grants from nine local, national and international organizations. For all of 2011, we are proud to have received support from 24 companies, 9 NGOs and hundreds of individuals.

Human Resources - In 2011, with an upswing in our project based grants, LIN decided to bring on two new team members: a Jr. Accountant and a program assistant for donor advisory services. These positions were filled in the second half of the year. Towards the end of 2011, we also said goodbye (temporarily) to a founding Advisory Board Member who left the country for a year-long sabbatical in the US.

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This annual report includes details about these and other accomplishments, it recognizes the people that contribute to our work, and it provides important details such as our financial statements to ensure accountability of our operations. In addition, this report provides a preview of LIN programs and services planned for 2012. Thank you for your interest in the work that we are doing at the LIN Center for Community Development. Our programs are only possible with the support and involvement of people like you, who show true concern and a strong desire to make a difference in our community.

Sincerely,

Ms. Nguyen Tran Hoang Anh
Chairwoman, Board of Directors and Advisors
LIN Center for Community Development

¹ You can download copies of any/all LIN’s Nhip Cau e-Newsletter by clicking here.
² You can download copies of any/all LIN Volunteer e-Newsletter by clicking here.
B. About LIN

The LIN Center for Community Development (LIN) is a Vietnamese, non-governmental and not-for-profit organization, which was established (pursuant to Decision Number 741/QD-LHH, 26 May 2009 by the Vietnam Union of Science and Technology Associations and Registration Number A-840, 29 June 2009, by the Ministry of Science & Technology).

The LIN Center for Community Development 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 has the following Vision and Mission:

**Vision**
A Vietnamese society where all members are respected and supported to have equal access to opportunities.

**Mission**
To foster a culture of philanthropy and social responsibility in Vietnam by providing support services to local not-for-profit organizations, skilled volunteers and donors that are committed to building strong communities.

*Note: While most attention to charitable work and poverty alleviation in Vietnam has focused on rural poverty, the goal of LIN is to tackle increasing urban poverty and inequality. Our model is based on local not-for-profit organizations and philanthropists being able to engage one another in a common effort to address local needs. We decided to launch this model in Ho Chi Minh City, which is experiencing rapid economic growth and increasing challenges in regards to community development and the gap between rich and poor. In the near future, we hope to replicate this model, or an improved version of this model, in other urban areas of Vietnam.***
C. LIN SERVICES

Part I. NPO Support Services

A vibrant and effective third sector is vitally important for Vietnam’s continuing progress. Over the past decade, increasing numbers of local not-for-profit organizations have taken the initiative to provide social services to vulnerable populations and address the particular needs in a community. However, many grassroots organizations are not currently positioned to play a major role in moving the country forward because:

- Many are small and lack experience.
- Most have limited funding (impacting their ability to expand, let alone invest in capacity building).
- There is a lack of resources, specifically resources in Vietnamese, on the establishment and effective management of charitable, not-for-profit organizations.
- They lack connections and experience building relationships with current and potential donors.

LIN provides technical, financial and human resource support to people working at local not-for-profit organizations (NPOs). We support organizations that are working to promote equal access to opportunities and/or a better quality of life for people in our communities. Our services are designed to help the staff at these organizations to improve and/or expand their program and service offerings. The outcomes of LIN’s programs and services to support NPOs in 2011 are detailed below.

NPO Partnerships

LIN seeks to build strategic partnerships with local not-for-profit organizations. We look for partners that have the passion, capacity and commitment to achieve shared goals and objectives. To become a partner, NPOs are asked to complete a partner application, which helps determine whether the organization may be eligible for one or more of LIN’s support services. LIN provides a variety of services to our NPO partners, including: capacity building workshops, roundtable trainings on targeted topics, small grants and skilled volunteer matching. We ask, in return, that these organizations participate in our programs and provide regular feedback as to how LIN can serve them better in the future.

In 2011, LIN established new partnerships with 24 NPOs. As of January 2012 LIN database of NPO partners includes the 80 NPOs listed below. Among LIN NPO partners, 51% work with children/youth (41), 41% work with the urban poor (33), 26% work with people with disabilities (21), 19% work with migrants (15), 10% work with women (8), 10% work on environmental protection, 5% work with the elderly (4). The remaining partners are working on other causes such as: health, animal protection, LGBT, sports and arts & culture.

“LIN is the first local organization that supports small organizations that do not yet have a lot of experience. From the moment I we became LIN partner I have much more confidence in the activities of my organization”.

-Ms. Hong To Hue Lan, Director of Hoc Mon Social Center for Children, NPO Advisory Group Meeting 14 Dec, 2011
LIN NPO Partners

- Anh Sang Shelter D10 (for Girls)
- Anh Sang Shelter D10 (for Boys)
- Audio Books for the Blind
- Belief Club
- Binh Loi Social Organization
- Calligraphy Bookstore and Community Songs
- Central Pedagogy College
- Disability Resource and Development
- Friends of Street Children Association
- Future Project
- Green Bamboo Shelter
- HCMC Child Welfare Foundation
- Hope and 567 Coalition Group
- Hospitality School of HCMC
- Little Rose Warm Shelter
- Long Hoa School for Orphans
- Mai Lien shelter
- Mai’s Vietnamese Handicrafts
- Ms. Do class for poor children
- Nhat Hong Shelter
- Phu My Orphanage
- Phuoc Lam Health Volunteer Group
- Boys shelter in district 8
- Thao Dan Organization for Street Children
- The HCMC Association for the Support of the Handicapped and Orphans
- Thien Phuoc Shelter for Disabled Children
- Women’s Charity Association
- 5 AM
- AIDS program
- Anh Minh Special Education School
- Animal Rescue and Care Vietnam (Saigon Pet Clinic)
- Ba Chieu shelter
- Blue Dreams
- C4E
- Camillo Shelters for elderly
- Cau Han social work project
- Drug Addiction Counseling Program
- ECO Vietnam Group
- Friends of Children
- Te Pham Family
- GLINK group
- HCMC Eye Bank
- Health Volunteer Organization
- Huynh Tan Phat Foundation
- International Volunteer Club
- Khanh Hoi Orphanage Center
- Lam Quang Pagoda
- ONLINE group
- San Art
- SIFE University of Economic HCMC
- Smile Group
- Thang Long English and Vocational Training School
- Thien Tam Vocational Training Center
- Vinh Son House for the Old
- Women Union of Cau Ong Lanh Ward, D.1
- Youth Union Social Volunteer Group

NPOs that became LIN partners in 2011

- A New Day
- Action for Wildlife Volunteer Group
- Anh Linh Free School
- Bung Sang Shelter
- Center for Research, Consultancy and Education of the Deaf and Hard of Hearing
- Environment Communication and Community Development Association
- Free Hugs Vietnam
- Gop Sang Group
- HCMC Association of the Deaf
- HIDGE
- IFP Alumni Group in HCMC
- Not Lang Charity Association
- Song Pho Applied Psychology Center
- SPI House
- Support Center for Combating Climate Change
- Thien An Elementary School
- Thien An Shelter
- Vietnam Hope Charity Group
- Wildlife At Risk
- Young Disability Club
- Youth Union of Youth Culture House
- Hoa Nang Volunteer Group
- SIFE Foreign Trade University, HCMC
- Life Skills Club
In 2011, LIN organized 16 capacity building programs for our NPO partners, including seven workshops, three roundtables and six training courses. Over 300 individuals, representing 122 organizations (including 54 partners) from HCMC and nearby provinces, including Binh Duong, Ben Tre, Dong Thap, Long An, Dong Nai and Binh Thuan attended one or more of these events. Topics for these events were prioritized based on feedback provided by LIN’s NPO partners. The workshops were led by skilled volunteers representing the private sector, government and not-for-profit organizations.

1. Workshop: "Designing Effective Marketing Materials for NPOs"

Mr. Nguyen Cao Do introduced techniques for marketing an organization by building its brand name and designing flyers that will catch the attention of the stakeholders. The speaker opened the workshop by demonstrating how important it is to clearly define an organization’s identity through its marketing materials. He described how to use pictures and words and how to arrange them in a useful way to give the readers a clear idea about the organization and its work. He suggested the “KISS” rule (Keep it Simple Stupid), meaning that simpler flyers are more easily understood and, therefore, more effective. Mr. Nguyen Cao Do stressed the importance of using inspiring and cheerful images to reflect the organization’s activities and demonstrated sample photos. He also talked about consistency and other ways to be reader friendly (such as using one font and colors that are the same or complimentary to the organization’s logo) in order to help organizations build their identity.

Later in his presentation, the speaker talked about the potential for NPOs to incorporate Digital Marketing. Although Digital Marketing is a new concept for NPOs, many of whom have had little to no chance to use modern technology, he showed several examples of how digital marketing helped to spread important messages. The examples also showed how NPOs can partner with companies that have access to digital technology.

The second half of the workshop featured small group discussion on strategies for designing an effective brochure. The groups presented their ideas and received feedback from the speaker.

At the end of the workshop, Mr. Ho Thai Binh, RMIT student and member of a team of volunteers that helped design marketing materials for two NPOs: Nhat Hong Shelter and Khanh Hoi Social Center – shared his experiences as a skilled volunteer.

As a workshop follow-up Cli2per Indochine Vietnam3 graciously offered a chance for one NPO to receive six-months of free marketing and design consultations by the Cli2per team in HCMC

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3 Cli2per Indochine VN is a full service creative studio offering advertising, branding, graphic design, illustration and other related services. It has designed logos, identity systems and/or branding for many well known companies operating in Vietnam, including Pho 24, PetroVietnam, Tran Phu Printing Company, Nhip Cau Dau Tu, Phu Ninh Mineral Water, and many more. Outside of the company, Mr. Nguyen also teaches “Creative Thinking” at the HCMC University of Economics.
Seven NPOs submitted their application and the Disability Resource & Development (DRD) NPO became the winner.

“I am really impressed with the example of a tree and its foliage drawn by pedestrians’ footprints as part of an environmental awareness campaign in China… [I also liked] the video clip featuring the logging campaign, which took place worldwide, to raise funds for charity activities and technological advances to support the visually impaired/elderly”.

-Ms. Nguyen Hoang My Phuong, Coupii

2. Roundtable: “Maximizing the talents and time of skilled volunteers to benefit your NPO”

A number of non-profit organizations who have been receiving direct support from LIN skilled volunteers opened the discussion by sharing their experience. Both benefits and obstacles and challenges with regard to managing skilled volunteers were equally discussed. A number of skilled volunteers also brought in their perspective to the event. One example is the suggestion of Mr. Nguyen Quoc Cuong, skilled volunteer in web design for Thao Dan Charity Organization: “As the heavy workload of organization management bars them from devoting full resources to website design, I suggest that the organization appoints a full-time staff member to work directly with skilled volunteers. This employee should be made responsible for grasping the essential know-how contributed by the skilled volunteers and carrying on the project when these volunteers cease their support for the organization.”

Differentiating between skilled volunteers and traditional volunteers also received considerable attention from the organizations. With many non-profit organizations run by 1-member management board, maintaining two separate teams of volunteers (skilled and traditional) can help to ensure smooth operations and better results.

At the end of the discussion, the participating organizations practiced filling out job description forms for the volunteers they need. As a follow up of the event, LIN Center used these forms to approach and connect the right skilled volunteers with the right organizations.

“The discussion revealed to me the critical discrepancy between skilled volunteers and traditional volunteers whom I have long mistaken to be of the same category. I have come to realize the paramount importance of skilled volunteers for the long-term development of the organization”

- Mr. Truong Huy Vu, Volunteer Coordinator, DRD

3. Seminar: “How to make a simple website and manage a digital marketing plan for your NPO”

Digital marketing is a fairly new concept to NPOs, especially to small ones. Many of them never had a website and those who do often fail to fully utilize its potential. Mr. Huy Nguyen introduced this concept and used concrete examples throughout the seminar to explain it in detail.

2011 Annual Report: LIN Center for Community Development
Mr. Huy suggested various free Internet based website designing tools that can be used for organizational marketing purpose. These tools are user-friendly, even to individuals who only have basic knowledge about the Internet. Accordingly, designing a website to market one’s organizations is within anyone’s capacity.

Mr. Huy also stressed that it is important for organizations to first identify who their target audience are so as to design their websites in an appropriate way and deliver their message effectively. “Please keep in mind that information you want to deliver needs to get to your targets in as fast as 3 mouse clicks. Otherwise, you have failed to approach them,” Mr. Huy reiterated.

If organizations have sufficient financial resources, it is advisable to rent a domain name and web hosting at a reasonable cost. Mr. Huy explained the steps that an NPO needs to take when communicating with website designing companies to bring the best ideas for its website to life.

A website maintenance team should ideally consist of data analyst, writers, and a person responsible for updating the website. Depending on its capacity, each organization should distribute its human resources accordingly to cover all the positions in the team. For instance, to update information on the website on a weekly or monthly basis an NPO may engage a skilled volunteer or a fresh college graduate. The director of the organization, however, should always supervise the progress and the contents to ensure the quality and relevance of the information on the website. “At my organization, I am the one in charge of writing and posting the updated information on the website on a regular basis. It is a simple task, and I am of the opinion that anyone is able to perform it even without expertise in information technology,” shared Mr. Hoang Thanh Linh, Director of Thành Nhân Human Skills Development Company. 

“Setting up a website is not enough. It’s merely the first step in marketing your organization”

-Mr. Huy Nguyen, Associate Digital Director, WHO Digital Company

4. **Workshop: "Operational Planning: Moving from Goals to Results"**

With over 30 years experience in developing organizational capability and enhancing operational effectiveness for nonprofit organizations in the US, Ms. Gail Nordheim elaborated on the seven steps to turn organizational objectives into actual results. These seven steps were explained with effective aid of vivid frameworks and models to assist the participants with their own application. Participants had time to brainstorm and discuss possible strategies that could turn their own objectives into meaningful outcomes. The presentation by Gail will also enable organizations to oversee the entire operational process and make proper adjustments when facing an obstacle. During her presentation, Gail called upon Mr. Pham Truong Son, LIN’s Deputy Director, to share one objective that could be used as an example. Son shared his objective to improve communication with NPOs that have limited or no access to email and Internet to ensure that they receive information about upcoming events and services. Using that objective as a model, Gail helped Son go through the seven steps to achieving that objective.
The 30-minute break served as an opportune time for the NPOs to network and share information. After the meeting resumed, participants were guided, step-by-step, by Ms. Gail in applying the acquired learning from the previous session to their own organizations.

During her visit to HCMC, Ms. Gail also dedicated her time and expertise by providing one-on-one consultations with 5 LIN partners: Disability Research and Development Center (DRD), Friends for Street Children (FFSC), G-LINK, Ban Cua Be and the Department of Special Education at the College of Pedagogy. Focusing on operational planning, Ms. Gail sought to help each of these organizations think through strategies to ensure sustainable development.

According to Gail, all NPOs have their individual challenges with development and each can benefit from professional training to devise robust strategies for sustainable development.

With a view to improving our assistance to local NPOs, LIN is talking with Ms. Gail and other NPO experts, in hopes of soon being able to offer our partners a set of NPO standards to promote sustainability and strategic development.

“The workshop is of great value to the NPOs, especially small and inexperienced ones, in learning how to devise operational strategies for critical organizational projects. The system of frameworks used during the training will facilitate the strategic planning process, enhance effectiveness and minimize risks of carrying out the projects. The productive discussion with Ms. Gail during the break yielded precious insights for me to develop powerful strategies for the successful and sustainable operation of the project in later phases. I dearly hope that LIN will organize more and more workshops from which we can acquire valuable learning and exchange our expertise so that together, we will build a stronger community.”

- Ms. Le Thi Cam Nhung, Project Manager for Living with HIV (AIESEC)

5. Workshop: "Effective Networking for NPOs"

In her practical and interactive presentation Ms. Nguyen Thi Viet Thanh addressed most widespread difficulties that people face when networking and introduced the 7 Habits for Effective Networking which include: Networking constantly, Important business etiquette, Business card etiquette, Managing contact list, “Elevator Speech”, Nurturing relationships, and The Art of Dac Nhan Tam.

Starting with the challenges Ms. Thanh pointed out that the two major challenges for inexperienced networkers are how not to be shy and how to avoid talking only to your friends and existing contacts. To practice the correct networker’s habits the participants were challenged to apply them when meeting and talking to someone new throughout the workshop.

The etiquette of communication, from one’s appearance, handshake, exchange of namecards and the way one excuses herself or himself from a conversation, were discussed through visuals and practice scenarios. Mrs. Thanh
Ms. Thanh observed that the NPO sector does not manage and nurture relationships well enough, even though this work is essential in order to build a network that can sustain the organization. At the end of her presentation, Mrs. Thanh emphasized the importance of being “honest, trustworthy, and oriented to finding win-win situations,” as these characteristics are the key to successful relationships.

“Networking is about building positive and sustainable relationships,” said Mrs. Thanh, emphasizing to participants that, “networking takes place anywhere, anytime.”

“Ms. Nguyen Thi Viet Thanh, Founder & CEO, Anphabe.com

“This workshop helped me feel more confident when communicating with both the beneficiaries and donors I am working with. After attending this workshop, I know what is the correct and professional communication, and I realize what I did wrong before. I would like to thank LIN for creating an opportunity for these organizations to learn useful communication lessons and to alleviate fear with regard to networking”.

-Sister Hoang Thi Minh Tam, Principle of Thien An Warm School

6. PLAY Workshop on Collaborative Games for Child / Youth Support Organizations

Mr. and Ms. Bhatt took time out of their holiday in Vietnam to lead a full-day training course on collaborative games for NPO staff working with children and teenagers. The PLAY trainings are designed to build self-esteem of children, to foster leadership skills among young adults and to promote peace and understanding. Cooperative games training can be done for any individual working with children (teachers, counselors, animators, social workers). Child care professionals can use these skills sets to teach older children how to lead their own play sessions with younger children, “thereby allowing them to experience leadership in a safe, non-threatening way,” said Agyat, PLAY’s Co-
Founder. He added, “PLAY helps these professionals understand experiential education, looking at how to make education more inclusive, more engaging.” In addition to cooperative gaming, PLAY’s programs support experiential education, youth leadership training, life skills, peace building, and more.

With experience in collaborative games training in India and around the world, the two facilitators created a meaningful training experience for staff of the NPOs working with children in HCMC. While the concept of using games to educate children was not new to the participants, they were not as experienced in methods of integrating games into a child’s formal and informal education, using games strategically and determining whether a game meets an organization’s core values for child education. The PLAY methods made a positive impression on all of the participants.

Among the core values that PLAY established for its games were: respect for children, encouraging the participation of all people (but do not force it), absence of judgment, there are no winners or losers (no rewards or punishments), creating a safe environment, role modeling and having fun. PLAY’s approach made participants think about games in a new way and participants said they would now consider changes to the traditional games and practices of Vietnamese social workers, trainers and facilitators.

By the time the day was up, Agyat and Swati had played 21 games and introduced other techniques that could be used by teachers/facilitators/social workers to work with children respectfully. Each of the participants was asked to prepare, for themselves, an action plan, to think about ways to incorporate some new games into their programs and activities. Mr. Phong, Director of Mai am Thien an, said he was impressed with the games and he would think about ways to adapt them to his work with visually impaired children.

At the end of the training, Swati and Agyat encouraged the groups to consider registering a Peace Club with Play for Peace (PFP) and/or becoming a partner in Vietnam.

7-11. Training courses: Audit and Financial Management for NPOs

At the end of 2010, with the support from Irish Aid, LIN Center and 8 NPO partners committed to participate in the 4 session-long training course on, “Financial Management and Audits.” The training curriculum was designed and delivered by Mazars Vietnam Audit Company.

As a crucial part of the project on June 22, LIN Center organized a meeting for 20 representatives of 17 not-for-profit organizations to detail the project objectives and to request their input on the future training content. During the meeting the participants learned about the significance of Auditing and Financial Management in enabling not-for-profit organizations to improve...
transparency in their expenditures and the impact that transparency could have on accessing additional funds. The event also included an open discussion of the challenges NPOs face when managing and reporting their revenues and expenses. The discussion also addressed concerns shared by many of the participants about the time and commitment required to undertake an audit. Ms. Samatha Yau, visiting Senior Auditor from Deloitte Canada, helped address some general questions regarding audits. The results of the discussion were transferred to the audit training team at Mazars for incorporation into the final training content.

There were 16 participants in the training course, which took place from August to October, 2011. The course was comprised of four sessions that addressed finance management issues at not-for-profit organizations including Accounting, Project Receipts and Invoices Documenting, Basic Accounting Skills, Cash Management, Procurement, Asset Management, Project Finance Management and Budgeting.

Mazars Vietnam is scheduled to conduct audits at the participating organizations in February, 2012 in order to set an example of a more effective and professional finance management system for NPOs. The audit is part of the course incorporated to help NPOs improve their accounting capacity and transparency, which will play an important role in gaining the trust of potential donors. After the audits, of which Irish Aid will sponsor 80% of the cost, participants will be presented certificates by Mazars Vietnam. The Audit Statement will be used at the participating NPOs’ own discretion and it will show the commitment of NPOs to bringing their finance management capacity to a new professional level.


Katka Chebenova - an expert who worked for Magna Children At Risk in Bratislava, Slovakia and Phnom Penh, Cambodia – elaborated on four major problem areas in writing proposals, including: project justification, goals and objectives, organizational information and logical frameworks. Katka skilfully integrated her practical experience with tips and tools to help participants better understand the importance of each component.

“In order to ensure that a project is considered, proposals must meet the donor’s requirements, whether that may involve a word or page limitation, paper size or line spacing, background information and/or justification... Organizations should strictly follow the donors’ requirements as stated in the TOR or instruction documents. If you do not follow these guidelines, you risk rejection and a very high chance that your proposal will not even be read,” explained Katka.

When presenting the project justification, organizations should provide related statistics and research results and always refer to reliable and respectable sources where such information was obtained.

In terms of the clarification of goals and objectives for the project, Katka stressed that "one general goal of the project should have a maximum of four specific objectives and the objectives should be reflected in the project output and outcomes". Most participants said that they paid little attention to this when writing their proposals and most of them did not have a clear understanding of the difference between goals and objectives.
The section on organization’s information should emphasize its strengths in implementing the project, which will help convince donors to choose your organization for funding. Examples of success in the past, previous donors, certificates and letters of appreciation cleverly included in this section also contribute to enhancing the organizations’ credibility.

After the tea break, the participants were given sample project proposals. They were required to act as donors, reading the proposal and deciding whether or not they should fund the proposals. The discussion was very exciting and included many inputs from the participants. Thanks to this exercise, the participants said they now understand why some of their past project proposals were not accepted. (Note: This training was held twice, to accommodate the level of interest and limited seating at our designated venue.)

"Through this training course, I now understand why my project did not receive the fund".

-Ms. Minh Tam, Director of Thien An Open house"

“In such a short time, Katka was able to explain the requirements and important tips for writing the proposal. With simple and easy-to-understand exercises, people can easily learn the main tips about proposal writing and the important criteria for the project’s success. Besides, I really like the friendliness and enthusiasm of LIN”.

-Ms. Ha Kim Hong, Center for Training and Social Development


This workshop was the second part of a two-part training on proposal writing, which was organized by the LIN Center, in preparation for LIN’s Community Grant 2011. Ms. Do Thi Nhu Tam (LIN Board Member and NPO Professional) and Mr. Tran Cong Binh (Project Officer at UNICEF, Advisor to several NPOs) co-presented at this workshop, focusing on budgeting and M&E respectively.

Ms. Tam assisted participants in understanding how to prepare a project budget. She walked participants through the steps of budget preparation, emphasizing the important components of budget planning such as making sure that all expenses are eligible, reasonable and well allocated and how to ensure that a project budget is acceptable to a funder. She also stressed that the project budgets must strictly follow each donor’s specific regulations (reiterating Katka’s recommendation during Part I).

After the tea break, Mr. Tran Cong Binh introduced the concept of project Monitoring and Evaluation (M&E). He started out by defining what M&E means and how it can help to bring a project to life. Mr. Binh advised participants on how to identify indicators that can help evaluate a project and simultaneously meet the needs of a donor.
15&16. Training: "Assertiveness"

In an effort to support the not-for-profit community, Schouten Vietnam Company collaborated with the LIN Center to organize two assertiveness training courses for staff from LIN’s partner not-for-profit organizations. Using an interactive teaching method, Ms. Nghiem Lien Huong encouraged participants to share their experience including failures and successes in their past decision making.

Many difficult situations were thoroughly analyzed to help participants identify the most effective ways to make decisions. It is difficult to know when a decision is right or wrong and a decision made often depends on personal experience. Through role-playing techniques, participants understood that making decisions is not always easy. In particular, saying no can be quite difficult.

Based on the success of this training LIN and Schouten Company have plans underway to offer employees of non-profit organizations a course in leadership skills in the near future.

Grants to NPOs

In 2011, the LIN Center for Community Development allocated twenty (20) grants to local not-for-profit organizations for a grand total of VND 419 million (nearly USD $20,200). Nine (9) of these grants were allocated through one of three, pre-announced LIN grant rounds, which took place in April, October, and December of 2011 (total cash contribution = VND 263 million). Though LIN’s Volunteer Stories Competition 2011, six (6) winners allocated their award money to local NPOs (total cash contribution = VND 15 million). In addition, LIN gave out three (3) small participation grants to NPOs that attended and engaged the most during LIN events (total cash contribution = VND 10 million). Lastly, LIN also served as a fiscal sponsor, facilitating the transfer of grants from two companies to two (2) local NPO partners (total contribution = VND 131 million).

1. LIN Grant

LIN conducted three (3) community grant rounds, attracting forty four (44) grant applications, of which twelve (12) were approved and funded. The total value of our 2011 grants amounted to VND 263 million (over $12,000 USD). The results and beneficiaries of these grant rounds are detailed below:

April 2011 Grants (up to VND 27 million)

- **Bung Sang Shelter** received VND **12,400,000** to support six (6) scholarships for migrant disability students to continue learning in College and University.
- **IFP Alumni in HCMC** received VND **27,000,000** to conduct TOT training on Orientation and Mobility for visual impaired students and 25 teachers in HCMC and Southern provinces.

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4 For the list of the Volunteer Stories Competition winners who donated their awards to NPOs please refer to the report on the Volunteer Stories Competition in Part II, activity #7 (page 30).
• **Khanh Hoi Orphanage and Support Center** received VND 7,250,000 to print 1,500 copies of an organizational brochure that was intended to help introduce the organization to new stakeholders and support fundraising activities.

• **SIFE Economic University HCMC** received VND 15,705,000 to carry out the Green Recycle project for 50 disadvantaged children, in two shelters, to learn how to make handicrafts.

**October 2011 Grants (up to VND 27 million)**

- **Action for Wildlife Volunteer Group (AWVC)** received VND 26,965,000 to carry out "Green Living" handbook for helping 435 high school and college students and community people in promoting knowledge on energy saving and environment protection.

- **Thien An Shelter (MATA)** received VND 27,000,000 to organize the "White Cane" event on 15 Oct to disseminate white canes to 50 visually impaired people; meanwhile, raising public awareness about the need to support visually impaired people in public areas.

- **Wildlife At Risk (WAR)** received VND 16,700,000 to teach 80 junior high school students on how to protect fish that are native to the Saigon River.

**December 2011 Grants (up to VND 80 million)**

- **Community Grant**: For the final round of the year, partially sponsored by the Global Fund for Community Foundations and also by local community members, LIN solicited project proposals addressing the needs of migrant workers and/or their families. The grant round also featured a new selection mechanism - a community vote. The LIN grant application review committee selected the top three applications. The top three were then given an opportunity to meet with Mr. Benny Tran, an NGO professional, to strengthen their project proposals. Afterwards, each one was paired up with a PR/Communications professional to help with the preparation of an effective public presentation of their organization and proposal. At a public networking event,\(^5\) attended by NPO peers and colleagues, migrant workers, and concerned community members; each of the finalists were asked to present their projects. Guests were then invited to rank the three projects, in order of preference. The top two ranked organizations were then awarded a grant, including:

  o **SPI House** (a project of the HCMC Child Welfare Foundation) received VND 80,000,000 to carry out vocational training for thirty (30) migrant teenagers and youth who are at risk of sexual abuse and labor exploitation.

  o **Thien Tam Vocational Shelter** received VND 40,000,000 to carry out vocational training and job creation for 30 migrant children with a disability, in an effort to improve their quality of life.

- **Participation Grants**: At the start of the year, in an effort to acknowledge the support and contributions of LIN’s NPO partners, we gave out three grants to the organizations that were the most active in 2010. These Participation Grants (totaling VND 10,000,000), were allocated to NPO partners that contributed the most to LIN programs (e.g., attendance at workshops, participation in meetings and networking events, contributions to the knowledge network).

  o **Thien An Shelter (MATA)** received VND 6,000,000.

  o **Hoc Mon Social Center** received VND 3,000,000.

  o **Binh Loi Social Center** received VND 1,000,000.

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\(^5\) For a detailed description of this *Networking For a Cause* event, please refer to Part IV: Networking, activity #4 (page 39).
2011 Annual Report: LIN Center for Community Development

"The LIN grant that we received in 2010, though small, helped us to realize what we had really wanted to do. The success of Hope Cup 2010, made possible through LIN’s Grant, led to NIKE funding the 2011 Hope Cup tournament completely for the total amount of VND 100,000,000 (both in-kind and cash donations).”  

-Mr. Pham Thanh Nhon, Founder and Director of 5 Gio Song

“Through LIN Community Grant 15 children in very difficult circumstances received scholarships to continue their studies. This scholarship helped cover the school tuition fees as well as tutoring fees so that these children can keep up with their classmates. The parents of the children are very appreciative of this support and understand that the funds should be used for the children’s learning objectives. For example, some children live far from the school, and their parents use the scholarship funds to buy bicycles for them. Thus, the scholarships helped secure the children in school and, in addition, their parents do not have to cut jobs and income because they have to pick their children up from school anymore.”

-Cau Han Social Center (HCMC Child Welfare Foundation)

2. Donor Directed Grants through LIN

In 2011, LIN facilitated the transfer of funds from two organizations that wished to make grants to local not-for-profit organizations in Vietnam. In addition, through our Volunteer Stories Competition, six grants were made to NPOs selected by individuals who donated their winnings. The following table is a breakdown of these grants:

<table>
<thead>
<tr>
<th>Donor</th>
<th>Recipient</th>
<th>Amount (VND)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike Vietnam</td>
<td>5 Gio Sang / 5 AM</td>
<td>65 million</td>
</tr>
<tr>
<td>Intel Vietnam</td>
<td>Smile Group</td>
<td>66 million</td>
</tr>
<tr>
<td>Nguyen Huong Dao</td>
<td>Ve Chai Nam Dinh Group</td>
<td>10 million</td>
</tr>
<tr>
<td>Nguyen Chau Ngoc Phu</td>
<td>Gia Dinh Cau Vong</td>
<td>1 m</td>
</tr>
<tr>
<td>Nguyen Thi Thu Hang</td>
<td>LIN Center for Community Development</td>
<td>1 m</td>
</tr>
<tr>
<td>Le Thi Minh Yem</td>
<td>Vong Tay Yeu Thuong Club</td>
<td>1 million</td>
</tr>
<tr>
<td>Nguyen Thi Thuy Duong</td>
<td>Nguyen Uoc Xanh Club</td>
<td>1 m</td>
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<tr>
<td>Quang D. Truong</td>
<td>Da Nang Red Cross Vocational Training Center</td>
<td>1 m</td>
</tr>
</tbody>
</table>

THANK YOU!
To the people who joined a Grant Allocation Review Committee in 2011:

LIN Board Members
Nguyen Thi Thanh Huong
Elizabeth Pham

Community Members
Nguyen Quynh Anh
Nguyen Thi Hoai Thuong
Nguyen Ngoc Anh Thu
Nguyen Thanh Tung
Nguyen Huu Khai

Mai Doan Anh Thi
Đào Việt Thắng
Hoang Duc Cong
Thái Thanh Son

NPO Networking & Information Sharing

An important component of LIN’s work is to promote networking and information sharing with and among local NPOs. In 2011, LIN organized and co-hosted nine (9) networking events. Over 500 people, including NPO representatives, local philanthropists, current and prospective volunteers, and LIN partners and supporters attended these events.
1. NPO Advisory Group Meetings

The first meeting of LIN’s NPO Advisory Group took place on March 16 in a cozy coffee shop in District 1. Representatives of the following 5 NPOs took part in it: Khanh Hoi, Tuong Lai, KOTO, GLINK and VPV. LIN Center representatives gave a summary of LIN’s proposed work plan for 2011 and asked for participants’ comments. While the advisory group approved of the 2011 work plan, they also provided thoughtful and creative suggestions for other services that LIN might provide to meet NPO needs (such as support with proposal writing; developing standards and best practices for different sized NPOs; and help to bring the NPO and donor communities closer together).

On June 16 representatives from 8 local and international NPOs assembled in the Smile Group office for the second meeting. The questions discussed during the meeting included: (1) How can we support NPO Community in terms of judicial approach? (2) How can we create a supportive network among NPOs in HCM City in terms of judicial approach? (3) Suggestion for LIN’s future training in relation to right and judicial approach. The discussion revolved around issues relating to access to justice for vulnerable groups, which are served by HCMC based NPOs. The topic was selected because LIN was preparing to launch its survey of Civil Society Organizations – the first phase of a project funded by the Justice Initiatives Facilitation Fund (JIFF).

Mr. Son Pham, Deputy Director of the LIN Center for Community Development, shared details of the JIFF-funded project and initial feedback from NPOs participating in two preliminary meetings. The participants then talked about the related obstacles they face when supporting a beneficiary such as acquiring personal documentation for a beneficiary, obtaining a license to carry out a project and/or event for vulnerable groups, and challenges when requesting support from public officials. Participants also discussed challenges specific to start-up groups or volunteer groups which do not yet have official registration documents.

Understanding the roles of local NPOs/ NGOs, realizing their challenges and finding solutions and opportunities for improvement was the main topic of the third meeting of LIN’s NPO Advisory Group, which took place on September 21 with support from Irish Aid and Xu Corporation.

16 participants joined the discussion about the characteristics and challenges of NPOs. The discussion was a follow-up to a meeting the LIN team attended in Hanoi the previous month (a seminar, co-hosted by PATC and MSD, on “INGO-VNPO Partnerships in Vietnam”). Speaking about the challenges, members of the Advisory Group agreed that NPOs need to be more strategic, they need to connect and coordinate with other NPOs and stakeholders and they need to bring their services to a professional level.

In an effort to support our NPO partners in the process of improvement, LIN Center proposed the idea of creating a self-assessment tool that the NPOs can use to analyze their strengths and weaknesses and prioritize
areas for improvement. This idea came from LIN conducting its own organizational capacity assessment using a tool designed abroad. LIN came to the conclusion that there is a need in an assessment tool adapted to the situation and experience of NPOs in Vietnam. With support from Ms. Gail Nordheim, a former LIN Volunteer and professional NGOConsultant, LIN proposed a tool that would address 15 key components that contribute to the making of an effective NPO, from strategic planning to organizational management and fiscal procedures. In addition to helping NPOs improve their work, the tool could also help sponsors to better understand the organizations they support or look into supporting. It could help the sponsors make more informed funding decisions and/or identify opportunities to provide the NPO with technical assistance. Initially, the tool would be used by NPOs to evaluate their own organization. Later, they could hire an independent consultant to conduct the assessment. Down the road, it may be beneficial to create a certification program, conducted by an independent auditor, to help NPOs understand how they compare with their peer organizations and to inform sponsors about the capacity of organizations they may wish to support. The NPO Advisory Group welcomed the proposal and the majority even volunteered to join the project advisory committee, which would include representatives of NPOs, donors and LIN strategic partners. At the time of the meeting LIN was in the process of raising awareness and building support to turn this proposal into a project for 2012.

On December 15, at a coffee shop in District 1, 18 members from NPOs operating in HCMC and Ben Tre took part in the fourth and final meeting of the NPO Advisory Group in 2011. At this meeting, participants shared experiences and concerns working in the NPO sector in HCMC. Among the advantages, participants stressed strong community and volunteer spirit. HCMC is a dynamic, creative environment and each organization leverages its unique capabilities and invents its own creative ways to promote its activities. Other advantages included the enthusiastic urban youth along with considerable development of the social work sector.

Among the challenges, participants were particularly concerned about NPO budget constraints. When it comes to human resources development, especially hiring and retaining good personnel, the lack of funding has become a challenge that very few organizations can overcome. Even the use of young volunteers to help cover this gap is still difficult and not sufficient. LIN took this opportunity to promote its Skilled Volunteer matching service to NPOs in the Advisory Group.

Participants also talked about challenges connected to the current legal environment and how this affected organizations in developing activities as well as receiving international funds. However, some participants believed that NPOs should first proceed with their activity for the community and support their clients before thinking about obtaining licenses and/or certificates from government agencies. Proving that your organization is working efficiently and helping the government through community support services is the best way to achieve recognition by the government and to receive the license.

2. Meeting with the Executive Director of A Child’s Right (US INGO)

On August 9, in Horizon Capital Group office 18 representatives from 13 local not-for-profit organizations met with Mr. Eric Stowe, Executive Director of A Child’s Right. ACR came to Vietnam looking for beneficiaries - prospective NPO partners that might benefit from their support. The organization reached out to the LIN Center in hopes of meeting HCMC based organizations interested in possible partnership. During the meeting, Mr. Stowe described the services and benefits provided by ACR as well as the criteria and process for local partner selection. His presentation was followed by a Q&A session.
Ten of LIN’s NPO partners expressed their interest in collaboration with ACR⁶. In September, ACR’s team of specialists was to conduct an analysis of the water sources at their project sites to identify, (1) whether the water was potable, and (2) whether ACR’s filtration system was appropriate for the site. By November 2011 ACR was hoping to identify initial partners and begin installation of the water purifying equipment.

“I have worked in a dozen countries over the last decade with hundreds of NGOs, and LIN is one of the only examples of collaborative cross-sector creation and deep networking I have come across. It is no exaggeration to say that you saved us months of exploratory work by bringing together so many content-rich organizations into one setting.”

-Eric Stowe, ACR Founder & Executive Director

“The establishment of a center like LIN with the mission to support and promote networking among organizations, donors, businesses and individuals in the community really brings a fresh breath to HCMC non-profit activities. Compared with the current old model of social work and charity, LIN really brings a whole new approach, focusing on developing the non-profit community, which I consider to be relevant to the current situation. LIN also makes a positive impact supporting NPO organizational capacity development”.

-Mr. Pham Thanh Van, Director of Tinh Than Network

“Since joining LIN, I have been gradually getting more experience in how to manage a social center and build relationships with other social groups and organizations. And through networking with them, my organization received a lot of support. The biggest difference LIN made for me is teaching me better management practices, especially financial management, through various seminars and trainings. I was not able to apply these in my previous work at Khanh Hoi Social Center, where I worked before. However, they will help me establish my own social center. I love that LIN is ready to help the small and unskilled organizations that do not yet have the legal status. As such, LIN had encouraged me to start the Hoc Mon Social Center. I know that LIN is always standing by us, ready to support.”

-Ms. Hong To Hue Lan, Director of Hoc Mon Social Center

"In a way, it is LIN’s existence that inspired us to change our operation from a spontaneous, student-like group to a more professional one. Though we had written a business plan for our project before approaching LIN, we learned a lot simply by filling in LIN’s application form and following through on the required evaluation and reports."

-Ms. Dang Thu Huong, External Relations Officer, 5 Gio Sang

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⁶ A Child’s Right is a U.S.-based NGO with a mission to “change the lives and improve the health of vulnerable children around the world by providing clean, safe, purified water”. Over the past 4 years, A Child’s Right (ACR) has supplied safe and clean drinking water to 250,000 children in Cambodia, China, Ethiopia and Nepal. ACR provides water purification equipment, training and 10 years of support to its local partners, which include: orphanages, street shelters, rescue homes, schools and hospitals in urban and peri-urban centers. The organization recently received funding to expand its work into 12 new countries, and Vietnam is one of three countries ACR will focus on first.
Part II. Volunteer Support Services

To provide critical services and grow to meet new needs, the nonprofit sector must begin to integrate business-like practices. Skilled professionals have an opportunity to help NPOs do that by sharing their skill sets and experiences with the staff of local not-for-profit organizations. Skilled volunteerism is not only altruistic, it also offers professional-development opportunities, personal fulfillment and other benefits that funding alone cannot provide.

In Vietnam, skilled volunteerism is considered an unusual concept. While there are increasing examples of skilled volunteerism taking place in Vietnam, the model is not well-known and not readily understood. To date, there has been no comprehensive study focusing on skilled volunteerism in Vietnam; however, we can observe several challenges. Firstly, many Vietnamese associate volunteerism with students, people who do not have jobs and/or foreigners. Vietnamese who have lived, worked or studied abroad; however, tend to accept and understand the role and importance of skilled volunteerism, which implies that exposure to such examples can make a difference. Another second barrier is that it is difficult for Volunteers and Volunteer host organizations to find one another.

Volunteer-NPO Matching Program

LIN’s volunteer support services are designed to connect people together for a triple benefit: the volunteer finds a meaningful opportunity; the NPO gains access to opportunities that were previously inaccessible; and the community receives improved services that meet growing needs.

LIN facilitates the Volunteer-NPO matching process: processing job descriptions from NPOs, finding a skilled Volunteer with the necessary skill sets, setting expectations for both the Volunteer and NPO, and following up on the partnership. We also seek to improve understanding and awareness about the impact of Volunteers in fostering community development by conducting research, inviting volunteers to share experiences with one another, challenging people to support their community in a new way. All of these activities are intended to help recruit skilled volunteers to support the nonprofit sector meanwhile recognizing their contributions.

Following is a descriptive list of LIN’s activities to support skilled volunteers in 2011.

1. Volunteer Database

As of January 2012, the total number of individuals in LIN’s Volunteer Database was 425. In 2011, 236 new volunteers registered via LIN’s website and another 40 signed up at events hosted or attended by LIN. The individuals in LIN’s database offer a wide range of skills sets.

2. Volunteer-NPO Matching

Effective volunteer matching requires good preparation and coordination between the NPOs that request volunteers and the individuals offering to volunteer the desired skill sets. In 2011, LIN received 23 requests for skilled volunteers and was able to successfully match 19 of those requests with suitably qualified volunteers (83% matching rate).

“I have experienced a huge emotional change since volunteering at Thao Dan and Smile Group. The greatest thing I’ve learned is how to ‘accept’. More specifically, how to accept the greetings, the invitation, the love [from the NPO staff and beneficiaries]...At first, I did not know how to deal with it, probably because I had problems expressing my feelings. But I started to get used to it, and now it is a great way for me to express myself and be closer to the kids.”

-Mr. Ngo Dinh Phung Vuong, volunteer website developer
3. Skilled Volunteer Support to NPOs

LIN is grateful to the 54 skilled volunteers who led or supported NPO capacity building programs and events hosted by LIN in 2011. These programs were attended by over 300 individuals representing 122 NPOs (including 54 partners).

Skilled Volunteers Supporting NPO/Volunteer Capacity Building Programs

Mr. Nguyen Cao Do, Speaker at the workshop: Designing Effective Marketing Materials for NPO
Mr. Nguyen Tien Huy, Speaker at the workshop: Website design and basic digital marketing for your NPO
Ms. Elizabeth Pham & Ms. Samantha Yau, Consultants at the roundtable: Financial Management & Audit Training
Ms. Nguyen Viet Thanh, Speaker at the Workshop: Effective Networking
Mr. Ha Xuan Trung, Speaker at the Roundtable: Effectively Contributing Your Skill Sets to Support the NPO Community
Ms. Gail Nordheim, Speaker at the Workshop: Operational Planning: Moving from Goals to Results
Mr. Agyatmitra Bhatt and Ms. Swati Bhatt, Trainers at the Workshop: Play for Peace
Ms. Katka Chebenova, Ms. Do Thi Nhu Tam, and Mr. Tran Cong Binh, Speakers at the Workshop: Proposal Writing
Mr. Nguyen Hoang Giang, Ms. Do Anh Thu, Mr. Pham Viet Khanh, Ms. Le Thi Thuy Hoa, Ms. Tran Thi Hong Nhung, Ms. Nguyen Thi Xuan Quynh, Accountant Mentors at the NPO Audit Training Course
Mr. Benny Tran, Project Mentor at LIN Community Grant
Ms. Tran Nguyen Hoang Anh (Brandmaker), Mr. Nguyen Van Nhat Linh (Red Brand Builder), and Mr. Nguyen Tien Huy & OgilvyOne team, Marketing Mentors for LIN Community Grant
Plus 31 RMIT students, from Australia and Vietnam, supported 3 NPOs through LIN’s participation in the WIL Project.
The LIN team interviewed 10 skilled volunteers engaged by LIN in 2011 to understand how the volunteer experience impacted them. This is what they shared with us:

- **8 out of 10** said they felt they were making a positive contribution to the community.
- **8 out of 10** also said they were able to apply and develop their professional skills and talents.
- **9 out of 10** volunteers said that it was an “eye-opening” experience. Volunteering with an NPO helped to increase their understanding about that particular cause while also making them more aware of other issues in their communities.
- **10 out of 10** volunteers surveyed said they would continue volunteering their skill sets and even invite a friend to join them next time.

4. Skilled Volunteer Support to LIN

78 skilled volunteers (including 66 volunteers and 5 interns) supported the LIN team with a variety of tasks, from strategic planning and graphic design to event management and logistics. The contributions from these volunteers have proven invaluable to the LIN team. At least 2,884 volunteer hours were contributed to LIN in 2011, which is worth at least $50,943 USD. We would like to thank all the volunteers for their generosity and invaluable support.
“The skilled volunteers who supported us were very enthusiastic. They worked proactively and explained with great patience what we did not understand. They did not only strengthen our capacity but also acted as ambassadors helping to communicate our mission to potential donors and skilled volunteers.”

-Mdm. Le Thi Thu Thuy, Thao Dan Shelter

Volunteer Projects & Events

5. Support to RMIT’s WIL Project

In February 10-22, 2012 LIN Center organized a joint initiative bringing together 3 of its NPO partners and 3 groups of RMIT Vietnam and RMIT Australia students (in total, 31 students). All the students were participating in the Work Integrated Learning (WIL), RMIT volunteer work-and-study program that is designed to benefit local not-for-profit organizations. Over the course of the WIL program the RMIT student teams dedicated all of their time, skills and energy to address specific needs of LIN partner NPOs.

The project assessment, action plan, programs and report writing was conducted by the RMIT students under the supervision of RMIT faculty. On February 22, representatives from two NPO Partner organizations and LIN (on behalf of Khanh Hoi Social Centre for Orphans), came to the RMIT campus to attend the final presentation by project teams.

The NPO partners were pleasantly surprised by the easy to use end-products and valuable recommendations made by the WIL student teams. Despite the challenge of limited time, the WIL students were also pleased with their experience.

This is the first time LIN Center engaged in RMIT’s WIL program, matching our NPO partners’ needs with the skill sets of WIL team members. “This invaluable experience will help LIN realize the potential for introducing a new volunteer matching strategy, engaging teams of multi-skilled volunteers to support our NPO partners,” observed Son, LIN Deputy Director and NPO Liaison.

“On behalf of Nhat Hong Shelter, I would like to express my deepest appreciation for the precious support of RMIT students and LIN. We have long wanted to have some flyers to introduce Nhat Hong’s activities to the general public, but have not been able...
to create any. And now, we are delighted to receive 3 professionally designed flyers that I find both interesting and appropriate to the Shelter’s work”.

-Sister Thuy, Nhat Hong Shelter

“It has been quite a strenuous time for us as we had only 2 weeks to search for the right information and come up with appropriate designs. Then, our drafts were subjected to several rounds of modification as advised by design experts. But it was really worth the effort! We received valuable experience from the project as well as tremendous support from the not-for-profit organizations. I dearly hope that more and more projects of this type will be organized to support not-for-profit organizations in their meaningful quests”

-Ho Thai Binh, RMIT Vietnam student and WIL project team member

“The outcome from this pilot program was better than we could have expected. Our NPO partners were pleased that the outputs were practical and tangible. For this reason, LIN Center is considering whether we can coordinate a similar program in the future, whereby teams of skilled volunteers work together to support an NPO with a short-term project.”

-Pham Truong Son, LIN Deputy Director and NPO Liaison

6. Roundtable: "Effectively Contributing Your Skill Sets to Support the NPO Community"

Mr. Ha Xuan Trung, LIN Advisory Board Member facilitated the meeting, where volunteers were invited to discuss the following issues:

- Why do you want to be a volunteer? Why do you prefer volunteering your time over donating money when the latter is much easier?
- How to volunteer effectively?
- How to balance your daily life and volunteerism in terms of time and energy?

Mr. Ha Xuan Trung, who consults for many national and international for-profit and not-for-profit organizations in Vietnam and overseas, shared: “There are many things and different tasks for us to do in life… The important thing is to concentrate your great effort and energy on one task at a time. By doing so, we do not only make sure to deliver the best outcome, but also balance our job and life.”

Mr. Trung also talked about the three important things that a skilled volunteer should remember: (1) Identify your volunteering goals; (2) Identify the specific needs of the organization that you work for in order to provide the appropriate support; and (3) Create standardized products or guiding documents for the organizations you support, so that when your project or volunteer engagement ends, the knowledge and effort can be easily transferred to the next volunteer and/or staff member. In this way, the benefit and influence of a volunteer’s work will be long-term and sustainable.

Apart from Mr. Ha Xuan Trung’s words of wisdom, the experienced volunteers attending also shared their experiences working with not-for-profit organizations. Mr. Luong Van Trung Giang, strategic specialist at Huynh Tan Phat Scholarship Fund elaborated on ways to deal with organizations that require more than mentioned in the job description. “The head of the organization wants to expand its programming within a short period of time while the human resources are limited. At that time, I had to help them realize the organization’s practical needs and try to analyze the cases and break the big goals into smaller ones to be accomplished at
different phases.” At the end of the discussion the participants concluded that the skilled volunteers’ main task can often be to enhance the system’s overall efficiency rather than solve specific problems.

“This is the first time I attend this type of event. I suggest that LIN Center should have more similar activities for skilled volunteers.”

-Tran Trong Ngoc, Petroleum Internal and External Equipment Joint Stock Company


Following the unexpected success of our 2010 competition, and the desire to collect a broader and deeper range of volunteer stories, LIN decided to organize a second Volunteer Stories Competition in 2011 with the new theme, “The Power of Sharing”.

Through the competition, LIN encouraged Volunteers and Volunteer Host Organizations to submit narratives, photos and/or videos that illustrate volunteer efforts taking place in Vietnam. Story submissions were accepted from 29 July to 31 August. Our goal was to highlight the impact volunteers are creating in their communities by sharing resources, whether it is their time, their expertise, their skill sets, and/or their high energy.

The main sponsor of the 2011 Competition was the Judith Carey Zesiger Family Foundation (via Give2Asia). WE also received key support from SRI Vietnam and the United Nations Volunteers programme. In-kind sponsors for the program were Emerald Digital Marketing, MobiVi, MegaStar Media and The Word HCMC.

In total, LIN received a 93 narratives, 32 photographs and 10 video submissions from all over the country. Aside from the final awards, a weekly award – “Best of the Week” was offered throughout the life span of the competition as a way to encourage people to submit their stories early.

At the end of the competition, a panel of 18, truly dedicated, volunteer judges worked tirelessly to choose the best submissions for each category. First narrowing the submissions down to 24 and then selecting from among those 24 the category winners.
To announce the winners of the competition, LIN Center organized an Award Ceremony on December 4, the day before the UN’s International Volunteer Day. The ceremony took place at the Press Café in District 1. Invitations to the ceremony were extended to the organizations, individuals and volunteers who participated in the competition as well as to LIN volunteers, sponsors, and partners. Over 70 people attended the event.

One of the winners was Ms. Nguyen Chau Ngoc Phu, who is studying Social Work program at the University of Social Sciences and Humanities in HCMC. Phú won the “Best Listener” prize with her story, “Growing up quickly, my pride”. “That is my story from when I was teaching a group of students at January 1st School in District 4. They all lived in poor conditions and were facing the risk of giving up their studies,” Phú shared. “I wanted to change the behavior and thoughts of those unlucky children, who have a large number of difficulties and usually think of dropping out. The more I worked with them, the more sympathetic I felt towards them and the more I loved them.”

The ceremony would have been more meaningful if we could have helped all the winners, from all over Vietnam, to attend. However, due to the distance, and travel costs, some of our winners were unable to attend. For example, although Mr. Nguyen Huong Dao – a 12th-grade student at Tran Hung Dao High School in Nam Dinh Province - won the Grand Prize for his story, “Proud to be a Trash Uncle,” he was unable to attend. Nevertheless, we did capture his thoughts in a Skype video interview. Dao, who shared that he has been volunteering since he was in the 9th grade, talked about joining a group called “Ve chai Nam Dinh” when he was in 11th grade. “Ve chai Nam Dinh generates its
own funding, rather than depending on sponsorship from businesses or donors” he explained. “Members of the group go to different families to ask for old things, they then categorize those items and sell them in order to buy rice for poor families. Our group helps, on average, 13 families per month.”

With their story Skilled Volunteers Improve Social Organizations’ Work, 5 Gio Sang (5 a.m.) was awarded the first Prize for a Story by a Volunteer Host Organization. Their story outlined the organization’s experience collaborating with skilled volunteers. The NPO representative stressed, “If you want to help our community, only heart is not sufficient, we also need skills,” emphasizing the important role of skilled volunteers in enhancing NPO efficiency. SAM’s story is a good example.

To celebrate the practice of giving in Vietnam and to leverage the contribution of volunteers to their community, LIN designed an awards scheme that allowed Volunteers to donate their winnings, if they chose to do so, to a nonprofit organization. A similar idea was introduced in the 2010 contest and proved popular among many of the prize winners. IN 2011, six winners donated their prizes to a Vietnamese not-for-profit organization.

Working with a team of dedicated volunteers, LIN assembled, edited and designed a bilingual book of Volunteer Stories, “The Power of Sharing”. LIN will print and disseminate the handbooks in 2012.7

<table>
<thead>
<tr>
<th>Winners that Donated their Prize Money to NPOs</th>
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</thead>
<tbody>
<tr>
<td>• Grand Prize for a Volunteer: Nguyen Huong Dao (Nam Dinh) donated funds to Ve Chai nam Dinh group</td>
</tr>
<tr>
<td>• Best Listener: Nguyen Chau Ngoc Phu (HCMC) donated funds to Gia Dinh Cau Vong</td>
</tr>
<tr>
<td>• Most inspiring: Nguyen Thi Thu Hang (Ha Noi) donated funds to LIN Center</td>
</tr>
<tr>
<td>• Most nurturing: Le Thi Minh Yem (Da Lat) donated funds to Vong Tay yeu Thuong club</td>
</tr>
<tr>
<td>• Judges’ Choice: Nguyen Thi Thuy Duong (HCMC) donated funds to Nguyen Uoc Xanh Club</td>
</tr>
<tr>
<td>• Best story by an English speaking volunteer: Quang D. Truong (Da Nang) donated funds to Da Nang Red Cross Vocational Training Center</td>
</tr>
</tbody>
</table>

“The Vietnamese people are very generous and keen on helping out other people in need, but philanthropic culture in Vietnam is not very well-developed yet. Therefore, those stories presented in this competition would play important roles in setting good examples for other volunteers.”

-Mr. Carey Zesiger, Representative of the Judith Carey Zesiger Family Foundation

“I hope that my volunteer story will inspire the young people... What I like the most about the competition is that you read my story and gave your feedback. That is the sharing that the competition is promoting. I like that! Once again, thank you LIN for organizing this Competition. I wish it success.”

- Ms. Tran Tu Diem, applicant

“Thank you LIN for helping me to donate the same amount of my prize to the Rainbow Family Charity Group. The donation was used for our activities in January 2012. On behalf of Rainbow Family, I would like to express my deepest gratitude to LIN Center. Thank you for enabling Rainbow Family to build a bridge [for disadvantaged kids] towards their dreams.”

- Ms. Nguyen Chau Ngoc Phu, winner of Best Listener prize

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7 In March 2011 LIN Center printed and distributed 300 books “Together we can make a difference: A book of volunteer stories”. Composed of 15 stories, selected from over 100 submissions to LIN’s 2010 Volunteer Stories Competition, the book highlighted inspiring stories by individuals who made meaningful contributions to their communities through their volunteer activities. The books were distributed to volunteers, volunteer host organizations, donors and other project partners and stakeholders.
“The Ve Chai Nam Dinh (The Nam Dinh Trash Recycle Group) spent 5 million VND out of 10 million donated by LIN Center via the winner of Grand Prize for Individual to buy 60 gift hampers for poor people at Gia Cat Commune (Gia Loc District, Lang Son Province) during a trip from 23 to 25 March 2012. The donation, which was transferred to us on the last days of the year 2011, was a great encouragement to us. We truly appreciate LIN Center and our partners who have supported us.”

- Ve Chai Nam Dinh Group

“I’m honored to sit in the Judge Panel of the Volunteer Stories competition. Yet for someone who judges other people’s stories, I have learned so much from them. Each story projects the kindness, compassion and humanity. And that was what inspired me. It is not important if a story wins the competition or not. They say it’s the journey, not the destination that matters. When you submitted a story, that was success, because you did the volunteering work, you helped and shared with people in need, you lived for others. That, to me, was success.”

- Mr. Hoang Duc Cong, Intel’s financial analyst, Judge Panel

5. LIN Corporate Volunteer Challenge 2011

On May 7, 2011, to mark the International Day of Service, LIN launched a mini-Corporate Volunteer Challenge to try and stimulate pro bono community service activities in and around Ho Chi Minh City. The challenge called on companies and employees working with companies in Ho Chi Minh City to apply their skill sets and expertise to benefit the community by volunteering with a local not-for-profit organization over a three month period (from May 7th to August 7th).

Participation in the challenge involved two steps: First individuals pledged the hours they would work by completing an online pledge form via LIN’s website. Second, each month the volunteer would update the number of hours contributed and share any highlights from their experience. LIN played no role in choosing which organization they supported; however, for first-time volunteers, LIN advertised volunteer opportunities with our NPO partners to help match volunteers with existing needs in the NPO community.

The hours and skills contributed by volunteers and the NPOs benefitting from their support

- Ha Thi Nguyen Anh completed 30 hours helping the staff of AIESEC with program management;
- Le Huu Tiep contributed 34 hours, Nguyen Thi Thuy An contributed 16 hours, Hua Bao Khanh contributed 14 hours, Nguyen Thi Bich Tram contributed 8 hours, Luong Nhut Duy contributed 6 hours, and Nguyen Thi Thai Hoa contributed 4 hours helping the staff of the Association of People with Disability in Can Tho City Teach English to people with disabilities;
- Phan Uyen Nhi contributed 83 hours helping the staff of the Association of People with Disability in Can Tho City teach English to people with disabilities and organize fundraising activities;
- Nguyen Ha Mi contributed 49 hours helping the staff of LIN Center for Community Development Translate documents and perform administrative tasks;
- Thiem Quang Huy contributed 48 hours to assist the staff of Heart Bridgers (HIDGE) with managing communications;
- Nguyen Kim Thoa contributed 24 hours helping the staff of Huynh Tan Phat Scholarship Foundation manage programs and coordinate scholarship grants;
- Nguyen Thanh Tung contributed 4 hours consulting the staff of Huynh Tan Phat Scholarship Foundation on finance management;
- Nguyen Huu Khai contributed 6 hours to consult Huynh Tan Phat Scholarship Foundation on customer service;
- Vo Pham Minh Hieu contributed 12 hours to help the staff of 5 Gio Sang develop their website;
- Pham Thi Hoang Qanh contributed 6 hours to consult the staff of Thien Tam HUong Vocational Training Center on marketing strategy.
Over the course of three months, 30 volunteers took the challenge, pledging a total of 1,005 volunteer hours. By the end of the Challenge, 15 volunteers recorded completing 344 hours, benefiting 7 NPOs. The skills contributed by volunteers ranged from developing websites to teaching English to consulting on such areas as marketing, financial management, customer service.

The decision to organize this challenge was made rather quickly; nevertheless, we were happy it could inspire some people to volunteer for the first time and others to share more of their time and skills with local NPOs. We would like to thank the challenge sponsor – Horizon Capital Group, which offered to donate VND 20,000 for every hour contributed. A total of VND 6,880,000 was raised for LIN as a result. We also received in-kind support from the following companies: ViiVue (website design) and EV Entertainment.

“I wanted to take the challenge as soon as I learned about it from 5 Gio Sang organization. They were looking for a volunteer IT technician to develop their website and train them on the IT techniques. I pledged 12 hours, which I completed, to develop their website and design a logo for the Football 4 for Children’s Future campaign. I find my contribution meaningful because it does not only help 5 Gio Sang but LIN also raises funds from this challenge.”

-Vo Pham Minh Hieu, Skilled Volunteer supporting 5 Gio Sang

“I pledged 26 hours to support the Bridge Center, a group of people with disability under the Association of People with Disability in Can Tho City. At first, my intention to involve went as far as coordinating a group of volunteers in teaching English. However, I soon found myself fully engaged in the tasks and, to my surprise, ended up contributing a total of 83 hours. I took part in the fundraising campaign of the Association, and spent more time building the connection between the volunteers and the members of the Center.”

-Phan Uyen Nghi, Skilled Volunteer supporting the Bridge Center, Association of People with Disability in Can Tho City
The people of Vietnam are recognizing the value of their own money. They are looking for ways to build local assets and economic value that is not dependent on outside funding. That process — in which people are willing to come forward and take charge of their own affairs, their own future — contributes to stronger communities because it requires the development of relationships and trust.

There has been an upsurge of this type of activity in Vietnam, a country that has long been dependent upon foreign aid. It has the potential to change the way people interact with foundations and international aid agencies. By contributing their own money, local people meet as co-funders rather than passive recipients of aid. They bring the dignity and respect of a partner to this process.

Nevertheless, a common dilemma for area donors is how and where to invest their resources most effectively. As individuals and companies are increasingly asked for contributions to community causes, LIN believes that by providing donors with information and support services, we can help to empower people in the community to better meet local needs. We do this also because we believe more informed donors are more likely to make lasting and positive changes in the community.

Over the past year, LIN worked to establish its philanthropy advisory service as an income generating project of the LIN Center for Community Development, meanwhile continuing to provide information, networking and short-term, *pro bono* advisory services to a variety of donors.

### 1. Soft Launch of LIN’s Philanthropy Advisory Service

In the fall of 2011, LIN soft-launched its Philanthropy Advisory Service (PAS), an income generating project of the LIN Center for Community Development, offering customized support services to the community of HCMC philanthropists. PAS was made possible thanks to a Start-up Level Fellowship Award - 2011 Social Entrepreneurs Support Program, from the Centre for Social Initiatives Promotion (CSIP).

PAS, available to individual, family, corporate and INGO donors, seeks to empower philanthropists with the knowledge, skills, and resources that will help them to deliver positive change to Vietnam’s economy, society, and environment. Initial PAS services include:

- **Grantmaking Advisory** – Helping donors to design community investment strategies, select grantees, facilitate partner agreements and establish indicators for impact.
- **CSR Advisory** - Helping companies to develop strategic community investment and employee engagement programs.
- **Grantee Capacity Building**- Strengthening current projects by enhancing grantee capacity in management, monitoring & evaluation (M&E), communication and more.
- **Project Monitoring & Reporting** – To ensure that internal and external project reporting meets expectations and supports good communication.
- **Grant Management** – Handling the day-to-day administration, accounting and reporting requirements of a grantee-grantor relationships.

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CSIP is a Vietnamese non-governmental and non-profit organization, which supports social entrepreneurs (SEs) in their early stages and helps to mobilize the participation of State agencies, enterprises, and surrounding communities with the hope of further development of social entrepreneurship in Vietnam. CSIP supports SEs by investing directly in their early stages of development and encourage the participation of different stakeholders in promoting the development of SEs and Social Entrepreneurship in Vietnam. CSIP’s Social Entrepreneurs Support Program provides SEs with start-up funds, technical support, communication, networking and legal advice. Since 2009, CSIP has supported 27 social entrepreneurs representing 19 social entrepreneurship initiatives addressing a broad range of social and environmental issues across the country.
In 2011, PAS was engaged by six clients:

<table>
<thead>
<tr>
<th>PAS Client</th>
<th>Service(s)</th>
<th>Output(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charity Cabaret Committee 2011</td>
<td>Grantmaking Advisory, Monitoring and Reporting, Grant Management</td>
<td>Call for proposals, 43 applications, grant agreements with four local NPOs.</td>
</tr>
<tr>
<td>Nike Vietnam</td>
<td>Grant Management</td>
<td>Grant to one local NPO</td>
</tr>
<tr>
<td>Maersk Line Vietnam</td>
<td>Grantmaking Advisory</td>
<td>Call for proposals, 17 applications, grants and employee engagement opportunities with two local NPOs</td>
</tr>
<tr>
<td>Intel Vietnam</td>
<td>Grant Management</td>
<td>Grant to one local NPO</td>
</tr>
<tr>
<td>Cimigo</td>
<td>CSR Advisory</td>
<td>Partnership to conduct a survey on philanthropic attitudes and perceptions in Vietnam</td>
</tr>
<tr>
<td>The Walt Disney Company</td>
<td>CSR Advisory</td>
<td>Two-city itinerary for meetings with prospective partners</td>
</tr>
</tbody>
</table>

"With support from the LIN Center, we found the right partner, 350 Vietnam, an experienced non-profit organization addressing environment issues, and implemented a project that meets our CSR objectives. The goal of the Climate Camp was to raise awareness of climate change issues among Maersk staff and to encourage our staff to take practical steps to help local community in a most meaningful way."

- Ms. Duong Kim Khanh, Head of CSR group of Maersk Line Vietnam

"LIN has been a great partner, offering valuable advice for Nike's community giving strategy in Vietnam."

– Ms. Vu Thanh Thuy, External Affairs Manager, Nike Inc. Vietnam

"LIN consultants bring a tremendous diversity of experiences but a shared passion for and commitment to the work they do."

– Ms. Luo Ren, Assistant Manager, Disney Media Distribution, Asia Pacific

In addition to the above PAS clients, LIN also provided short-term, pro bono advisory services to 33 clients:

1. A Child's Right (INGO) – LIN organized a roundtable so ACR could talk with potential beneficiaries/partners.
2. Howitzer Hockey (Company) – List of eligible organizations
3. Tan Hiep Phat Group (Company) – Advice on the Legal forms of NPO establishment.
4. Working With Others Programme, Saigon Children's Charity (INGO)9
5. American Chamber of Commerce in HCMC, Grant Allocation Committee (INGO) – Training for volunteers on conducting NPO site visits.
6. Embers Asia (Corporate) - Introductions to NPOs in Phu Quoc, Kien Giang Province
7. Marianne Simpson / VSO Volunteer in Khanh Hoa (VNPO) - Introductions to NPOs working with PWDs in Khanh Hoa Province for collaboration on an event to be held on National Disability Day - April 2011.
8. Origin Energy – Grantmaking advice and referrals
9. The Gerbode Foundation (INGO) – Information about the civil society sector in Vietnam
10. British International School - Partner referrals
11. NGO Fontanta (INGO) – Advice and referrals
12. Action for the City (VNPO) – Advice regarding project expansion into HCMC
13. PACT (INGO) - Advice, information regarding the capacity building needs of local NPOs.
14. Medicines du Monde (INGO) - Referral to eligible organizations
15. SEO-IV (INGO) - Advice on legal establishment
16. SEO-IV (INGO) - Advice on raising funds on behalf of another NPO
17. Saigon Players (Group) - Referrals to eligible organizations

9 Please refer to the short report on LIN's strategic partnership with WWO on the following page.
18. Jodric (Corporate) - Advice, referrals to eligible organizations
19. UN (Multilateral Agency) - Referral for meetings in HCMC with the Independent Expert on Human Rights and Foreign Debt
20. International School of HCMC - Advice, referrals for community fair and volunteer opportunities
21. Lyon Center (SE/Company) – Advice on the forms of NPO/NGO legal establishment
22. Reach/PLAN, via VSO (INGO) - Advice/TA, support with capacity (fundraising, establishment of a board of directors)
23. Globe Med (INGO) - Referrals to eligible partners
24. Australian Chamber of Commerce in HCMC (INGO) - Advice on partner selection and volunteer promotion
25. AIESEC (INGO/VNPO) - Advice on forms of NPO legal establishment
26. Exotissimo, on behalf of two clients, Professors of Gender Studies (Corporate/Individual) - Introductions to gender experts in HCMC
27. British International School (Corporate) – Referrals to eligible NPOs
28. East West Center (INGO) - Advice, philanthropy in Vietnam, environment for NPOs, referrals to eligible NPOs
29. ENDA (INGO) - Advice, information regarding localization of INGO in Vietnam
30. Group of 4: the Embassies of Canada, New Zealand, Norway and Switzerland (Multilateral) – Information on the needs of VNPOs in HCMC
31. Jodric (Corporate) – Advice on the development of a Tet/red envelop sale for building a community fund
32. Talisman (Corporate) – Information sharing
33. RMIT (Corporate) – Support with equipment donation to NPOs in HCMC (21 computers were disseminated to local NPOs).

PAS Strategic Partner – Working With Others

Working With Others (WWO) is a small grant scheme developed by Saigon Children’s Charity to help disabled children build a better life though education, rehabilitation and access to opportunities. WWO seeks to achieve this goal by providing financial and technical support to projects run by small, local Vietnamese organizations that are working directly with children with disabilities. Through this funding scheme, WWO makes grants of between $1,000 and $5,000 per project to qualifying organizations. LIN joined the WWO program in 2009 as a strategic partner, serving on their grant allocation committee, providing support services to applicants and occasionally offering matching grants.

In 2011, WWO granted over USD $7,882 to five (5) NPOs and educational institutions. Applicants were invited to participate in LIN’s capacity building programs and encouraged to become a LIN NPO partner. Of the five grantees, four are eligible for LIN partnership but only Anh Minh Special School is currently a LIN partner.

Below is a summary of the five projects funded in 2011:

1. The Disability Working Group in Ho Chi Minh City (DWG), composed of seven national and international NGOs received USD $1,117 to organize four workshops in 2011. The workshops’ target audience were staff from local and international organizations in Ho Chi Minh City and surrounding areas working with and/or for people with disabilities. The goals of the project were to increase the engagement of local partners through networking events and workshops where Vietnamese is the primary language, to understanding the needs of the organizations and find out how the DWG can address those needs, to develop a database of organizations working in the field of disability in HCMC and simultaneously increase the capacity of people working in the field of disability.
2. Huong Duong Special School, a public school in Tan Binh District, Ho Chi Minh City, received USD $1,000 to purchase kitchen equipment for a life skills training program. The program was designed to help children with
developmental and learning difficulties to gain self-confidence and self-reliance. In 2011, the program served over 70 children.

3. **Khai Tri Special School**, a private school in Binh Thanh District of HCMC serving children with autism, received USD $600 to provide training for 18 school teachers on applying psychomotor exercises and techniques to educate children with autism, monitor their development progress, and design individual development plans for each child. In the 2010 to 2011 school year, 44 children attended the school.

4. The **General Sciences Library** (GSL), a public library in HCMC, received USD $2,165 to convert 32 history and children’s books into audio books. The audio books were distributed to nine special schools, centers, and shelters in Ho Chi Minh City, which are all working with visually impaired children. One copy of each audio book is kept at the GSL for library users and the mobile library team, which brings books to schools and institutions where children do not have the ability to visit a library. The books were selected based on requests from children in the partnering institutions.

5. **Anh Minh Special School**, serving hearing impaired children, received USD $3,000 to improve the sound insulation of two classrooms facing the playground. The insulation helped to create a more comfortable learning environment for the children and helped reduce the distraction of outside noises and allowed the children to improve in their listening and speaking abilities.
Part IV. Networking

LIN facilitates networking with and among NPOs, Donors and Volunteers through the organization of online and offline forums that support peer sharing and collaboration. These events are designed to inform, connect and inspire. In 2011, LIN organized the following networking events for community members.

1. Holiday Networking Event "Meet the Specialists and Skilled Volunteers"

The event started with welcome remarks from Dana R.H. Doan, a founding member of LIN, who thanked NPOs and volunteers for their partnership in 2010. "LIN's programs depend on the active involvement of our stakeholders, our success is measured by your success so tonight we want to thank you for your contributions and learn how we can support your efforts in 2011.” In the short slideshow presentation that followed, guests watched an overview of LIN’s programs and achievements in 2010.

Participants then warmed up with a game that challenged them to quickly get to know as many people present as possible, which caused a buzz of excitement in the room.

Later, during the open networking session, participants had several opportunities to share activities and ideas for improving community services, specifically recommending ways for LIN to support them better. The event ended with a snapshot of LIN’s 2011 goals and proposed work plan.

“I had a chance to talk to representatives from Thien An Shelter and learn about the Braille system for visually impaired people. This kind of event is helpful for those who wish to contribute to the community like I do.”

- Ms. Tu Manh Ky, HR Executive Avery Dennison, Judge for LIN’s Volunteer Stories Competition

“I am glad to have had this opportunity to see many familiar faces in the social work field whom I have not seen for a long time.”

- Mr. Pham Thanh Van, Director of Tinh Than Program

2. Summer Networking Event

100 people attended LIN’s Summer Networking Event, giving our stakeholders an opportunity to make new contacts through a facilitated “speed networking” session.

Facilitated networking activities have proven key to helping LIN’s NPO partners to reach out to prospective volunteers and donors in the local community. Through facilitated networking activities, we were able to ensure that each NPO met at least 10 new people.
The LIN team took advantage of the event to celebrate its second birthday surrounded by stakeholders and representatives of its Board of Directors and Advisors. It was a chance to focus on the greater goal of continued support, development and collaboration among the for-profit and not-for-profit communities in HCMC and throughout Vietnam.

“Speed networking is a really good way to help people share, ask questions and understand one another. Though a few minutes is a short time to find out some information and activities about the opposite person, it was enough to get a conversation started in the open networking session that followed.”  
-Mr. Pham Than Van, Director of Tinh Than Network (NPO)


On 14 September, LIN organized the first of the Networking For A Cause (N4C) community speaker series. The event, which was hosted at La Cafeteria De L’uisine, offered a Vietnam perspective on the global issue of Human Trafficking. Over 60 people attended the event, representing local and foreign companies and staff from not-for-profit organizations that were concerned about the issue. The event featured two guest speakers: Mrs. To Ngoc Minh Suong, the HCMC representative for Pacific Links Foundation (PALS), and Ms. Lily Le, representative of Mast Industries, a sourcing and logistics company for some of North America’s best known retailers.

Ms. Suong began her presentation by challenging guests to try and answer three seemingly easy True or False questions about human trafficking in Vietnam. After that, she described her organization’s three-pronged approach to combating human trafficking in Vietnam: (1) Prevention: offer scholarships, vocational training and job placement services; (2) Protection: two shelters for rescued trafficking victims - near Vietnam’s Southern border with Cambodia and its northern border with China, as well as comprehensive reintegration support services; (3) Raising Awareness: providing training and education to members of the community.

Ms. Lily, then shared why Mast Industries became involved in the issue of human trafficking and why they started supporting the PALS program - An Giang-Dong Thap Alliance for the Prevention of Trafficking (ADAPT). Given that young women are the primary target audience for the company’s products, it seemed fitting that they should also be the primary beneficiaries of its community investment strategy. The company sought to identify a partner organization that offered a compelling program with the potential for a long-term, positive impact on young women. Moreover, the Mast Industries team liked the staff engagement opportunities that the ADAPT
provided, giving them a chance to improve their soft skills, such as leadership, communication and presentation.

Funds raised during the event were offered as an unrestricted grant to the PALS ADAPT program. Thanks to support from our guests, from Irish Aid, La Cafetería De L’uisine, Out-2 Studio and Alim Manji & Samantha Yau, we were able to donate VND 3 million VND to PALS.

4. Networking For A Cause:
Supporting migrant workers and their families in HCMC
(LIN Community Grant)

This N4C event was connected to the December round of the LIN Community Grant. Prior to the event, LIN challenged its NPO partners to design programs that could address the needs of migrant workers and/or their families in HCMC. From thirteen initial applications, LIN’s Grant Selection Committee selected three to be presented at a public networking event. Prior to the event, representatives from each of the three selected projects received one-on-one consultations, facilitated by LIN and led by an experienced INGO professional, designed to help elaborate upon the project and explore ways to strengthen its impact. Subsequently, each of the three project teams were matched with different advertising companies/experts who would help each of them to prepare a concise and appealing public presentation of their projects. Brand Maker was matched with the HCMC Child Welfare Association’s SPI House, OgilvyOne was matched with Thien Tam Huong Vocational Training Center and Red Brand Builder was matched with A New Day Social Group.

The objective of the public event was to generate support for these projects from community members. Grants from the Global Fund for Community Foundations (GFCF) and Irish Aid helped to cover event costs (venue, food, beverages, and logistics). In addition, GFCF also offered to match funds that were raised during the event.

The public event took place on December 18th, at the Hard Rock Café, attracting 135 guests from the private sector, academic circles, not-for-profit organizations and individuals interested in the cause of the event.

The event opened with an introduction to the current situation of migrant workers in Ho Chi Minh City by Mr. Le Van Thanh, Head of the HCMC Culture and Society Research Department. It was followed by presentations by the three selected projects. Then, guests had forty-five minutes to network and learn more about the proposed projects by visiting the project display tables and talking with representatives of A New Day Volunteer Group, SPI House, and
Thien Tam Huong Vocational Training Center. When the networking time came to an end, LIN’s volunteer master of ceremonies, Ms. Dinh Thi Quynh Ngan, asked guests to vote for the project they felt would have the biggest impact on the life of migrant workers and their families in HCMC.

By the end of the event, VND 22,550,000 was collected in cash donations and nearly VND 200 million was contributed in-kind. Given the significant amount of in-kind donations, the Global Fund for Community Foundations decided to increase the size of their matching grant, which enabled LIN to offer, not just one, but two grants:

- VND 80 million was granted to the first place winner - SPI House (Ho Chi Minh Child Welfare Foundation), with a project to provide vocational training for migrant children who are in danger of exploitation and abuse; and
- VND 40 million was granted to the second place winner - Thien Tam Huong Vocational Training Center, for their project to provide vocational training and job placement services for 30 migrant children with disabilities.

All three finalists received a certificate from SRI-Vietnam for free communication consulting services valued at VND 40 million each.

“The opportunity for all guests to vote for the project that will get funded is a really great idea, which I have never seen in any event like this before. It carries a positive meaning and also shows the transparency of the selection process”

-An anonymous guest of the N4C event (online survey)

“I was happy to be with LIN in sharing professional experiences that support NPO’s activities, especially in Digital Marketing which is very new in Vietnam. I hope what we shared will significantly change the action plans for the better and certainly help the NPOs to support their beneficiaries. I was a volunteer back to in university and now, after years working, I have a chance to volunteer again. I am grateful to LIN for that.”

-Mr. Nguyen Tien Huy – Associate Digital Director at OgilvyOne

“We were matched with marketing professionals from Brand Maker company who mentored us on how to make an impressive presentation at the Grantmaking event: Support Migrant Workers. It was the first time that we received such professional marketing support from skilled volunteers. With the proactive and detailed consultancy from Ms. Nguyen Tran Hoang Anh, Communication Director at Brand Maker, I could prepare better for the presentation and that helped us to win first prize at the event. I have learned so much from the skilled volunteers after this partnership.”

-Mdm. Do Thi Loc – Manager at the Social Professional Integration (SPI) Project, HCMC Child Welfare Association

5. Social Entrepreneurs, Connect and Move On!

CSIP Event, co-hosted by LIN, British Council, YBA HCMC and KPMG, the seminar and networking event “Social Entrepreneurs, Connect and Move on!” took place on 3 March 2011, connecting social entrepreneurs with members of the local business community. The event, held for the second year in a row, was organized by the Centre for Social Initiatives Promotion (CSIP)10, in partnership with the LIN Center for Community Development, the Young Business Association in Ho Chi Minh City, the British Council, and KPMG. The objectives of the event were to build understanding and raise awareness about the Social Entrepreneurship movement, to introduce CSIP’s 2010 SE

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10 About CSIP: The Center for Social Initiatives Promotion (www.doanhnhanxahoi.org) provides diversified support, including investment, training and information, to Vietnamese social entrepreneurs who are making significant contributions to education, healthcare, environmental protection, women and children’s rights, and community development. According to CSIP, a social entrepreneur (SE) is someone who uses their entrepreneurial qualities and skills to organize and manage an enterprise or organization to address a specific social or environmental problem. Unlike business entrepreneurs, who measure their success by returns and profits, social entrepreneurs measure their success by the social changes they make possible.
fellows and their projects, and to facilitate networking and partnerships among business and NPO networks in and around Ho Chi Minh City.

Over 120 people attended the event. Ms. Pham Kieu Oanh, Founding Director of CSIP, moderated a panel discussion, which included Mr. Cao Tien Vi - Chairman of Sai Gon Paper & President of YBA-HCMC, Ms. Robin King Austin - Director of The VinaCapital Foundation, Ms. Nguyen Thu Hue - Executive Director of Ecolife JSC and Ms. Vo Thi Hoang Yen - Director of Disability Research and Capacity Development (DRD). Panelists talked about the importance of social entrepreneurship and how the business community can get involved to support the SE movement in Vietnam. The event also provided an opportunity for CSIP’s 2010 cohort of SE Fellows to present their projects to the local community and to build their support networks.

LIN Networking Events Help to Match Local Needs with Local Resources

Just one example...

Mr. Luan, director of Young Creative Group in Ben Tre town, met Ms. Thao, director of HTP Scholarship Fund, at one of the networking events organized by LIN Center in 2011. Ms. Luan was looking for opportunities to support students from poor families in Ben Tre which also happened to be Ms. Thao’s hometown. A shared interest and a cup of coffee started off a new meaningful partnership. To date, the HTP Scholarship Fund awarded over 10 scholarships for poor children in Ben Tre town in order to help them continue their education, as well as equipped a computer class room for a school in Ben Tre.
LIN strives to conduct new research, collect relevant information, and to disseminate and share this information with all of our stakeholders. We do this because we believe that it is the responsibility of not-for-profit organizations to share information and help inspire and motivate others working towards the common good. Through our research and information services, we seek to demonstrate the impact and benefits of thoughtful community engagement, empowering individuals and organizations with tips, best practices and resources that can help them in their quest to help others. In 2011, LIN disseminated a legal memo and conducted 4 surveys involving approximately 360 respondents. In addition, LIN published a book of Volunteer Stories 2010 and a HCMC Directory of Grantmakers.

### Research

1. **LIN Online Individual Philanthropy Survey**

From late December 2010 to mid-January 2011, LIN disseminated an online survey to residents of Ho Chi Minh City and surrounding provinces. The purpose of the survey was to gain insights into individual philanthropy in our community. Two-hundred people completed the survey (152 in Vietnamese, 48 in English), the majority of whom were female (72%) and working full-time (57%). Below is a short summary of our findings:

- In a typical week, 30% of our survey respondents said they engaged in extracurricular activities for at least six hours or more.
- Community development, environment, and humanitarian issues were the causes that most respondents support, while sports and religious issues did not interest 19% and 21% of our respondents, respectively.
- While people viewed philanthropy quite differently, most agreed that working without pay and donating funds or goods to charitable or community based organizations are all examples of philanthropy.
- More than 92% of the people surveyed made a donation in the past twelve months.
- Most respondents (62%) stated that they gave more in 2010 than the year prior. Only 10% said that they gave less.
- Regarding motivation for giving, the bulk of respondents (78%) said that they believed in the cause, while more than half felt it was their responsibility (56%).
- Most people gave money (82%) and time (70%). Others gave books (36%), free professional services (25%), furniture (15%) or consumable goods (15%).

2. **LIN & SISD Survey: On Vulnerable Social Groups and the Role of Civil Society Organizations in Facilitating Access to the Justice System**

Thanks to a grant from the Justice Initiative Facilitation Fund (JIFF), LIN collaborated with the Southern Institute for Sustainable Development (SISD) to conduct research that would help to clarify the needs of civil society organizations who are or who could help to facilitate access to the justice system for vulnerable groups, including: migrant workers, people with disabilities, people with HIV/AIDS, the urban poor, ethnic minorities and sex workers.

This research was just the first phase of a two-part project to enhance the capacity of HCMC based not-for-profit organizations to contribute to awareness of rights, access to justice and judicial reform for marginalized sections of society. The project is being carried out, from March 2011 to April 2012, on the basis of the following two key objectives:

- To improve awareness, dialogue and information sharing within civil society on issues relating to the rights and access to justice of vulnerable groups; and
• To support to Civil Society Organizations (CSOs) in strengthening their capacity to facilitate access to justice for the groups they represent.

In phase one, as a basis for developing a training program for the staff of these civil society organizations, LIN partnered with SISD to carry out a survey of a random sample of CSOs working in support of vulnerable groups in and around HCMC. The main objectives of the survey included:

• to determine the extent of CSO awareness of access to justice-related issues and their use of a rights-based approach;
• to identify existing initiatives and methods that are used to deal with problems and rights violations of the vulnerable populations they support, set against the different roles that CSOs can assume in facilitating access to justice for vulnerable populations:
  - as campaigners and advocates pressing for reform;
  - as monitors, fostering accountability within the justice sector;
  - as disseminators and communicators of information;
  - as educators through legal empowerment and legal literacy initiatives; and/or
  - as direct agents helping people access justice through legal aid and representation services.
• to identify the obstacles and challenges CSOs encounter while doing this work; and
• to determine CSO needs for capacity building, research-support and networking to enhance their capacities to assist vulnerable populations in their pursuit of access to justice.

The survey was also intended to improve CSO staff awareness of access to justice issues, constituting the first step in building an infrastructure and establishing a forum for effective dialogue and information sharing to improve access to justice for vulnerable groups in and around Ho Chi Minh City.

There were three steps to the research:

Step 1. Focus Group Research - Two Focus Groups were held on the 18th of May 2011, with eleven participants, to gain insights and resolve possible issues with communication and/or understanding of the topics to be addressed in the one-on-one interviews (i.e., distinctions among CSOs, explaining questions, legal jargon). The first Focus Group included six (6) representatives of CSOs working with vulnerable groups. The second Focus Group included five (5) representatives of CSOs working with vulnerable groups who had some knowledge or experience providing services, directly or indirectly, to help their beneficiaries access the justice system.

Step 2. One-on-one surveys with 60 CSO representatives (July to September 2011) - The goal of the interviews was to collect qualitative and quantitative data from CSOs that support one or more of the targeted groups regarding past and/or planned initiatives to facilitate their beneficiaries’ access to the justice system and to identify capacity building needs to promote such work. The methodology for the survey research is detailed below:

Step 3. Data Analysis - The survey data was initially analyzed by Senior SISD researchers and the LIN team. Preliminary findings were presented at a 24 November workshop for CSOs in HCMC, those that participated in the survey and those that had expressed interest. The workshop provided an opportunity for CSOs to give feedback and help clarify findings from the research. It also facilitated networking and dialogue with regard to building the capacity of NPOs who are working to facilitate access to justice for their clients. Nearly thirty representatives attended the workshop including NPOs, international organizations, government agencies, legal associations, SISD and JIFF (the donor).
The final analysis and report will be completed in the first part of 2012 alongside Phase 2 of the project: two trainings to strengthen the capacity of CSO staff, which would be designed based on findings from the research.

3. Survey of the Skilled Volunteer Experience: Challenges and Opportunities for Skilled Volunteers

In March 2011, the LIN Center for Community Development conducted an online survey of skilled volunteers based in Ho Chi Minh City. The goal of the survey was to identify challenges skilled volunteers face while providing assistance to NPOs and their strategies to overcome such difficulties. Seventy (70) people completed our online survey. The results were published in the April edition of LIN’s Volunteer Newsletter (VN only). Below is a brief summary of the research findings:

- 74% of respondents had applied their professional skill sets as a volunteer with a local NPO. Among these individuals, 27% volunteered more than once.
- 63% cited challenges working as a volunteer, such as: balancing work, personal and volunteer responsibilities; lack of clear instructions and/or defined volunteer roles and responsibilities; difficulty arranging time to commit to volunteer work; and the geographical distance.
- Among those that faced challenges, 50% shared their concerns with NPO staff. Nearly 10% found comfort in sharing their challenges with other volunteers.
- With regards to time commitment, more than half (57%) said they would like to volunteer for a set period of time with a defined schedule.
- 62% said that they would like to work with other skilled volunteers, at the same time, in support of an NPO.

Respondents provided many useful suggestions to help NPOs better engage skilled volunteers and to help LIN to as an intermediary between skilled volunteers and NPOs. We appreciate all the feedback provided by those that took the time to complete the survey. In addition to sharing the results with our Volunteer database, LIN also shared the results with our NPO partners to help them better understand skilled volunteers’ needs and expectations.

4. 2011 LIN Assessment of NPO Readiness for Skilled Volunteers

LIN advocates for the strategic use of local resources to strengthen the not-for-profit sector, and the use of skilled volunteerism is one powerful vehicle to help NPOs achieve their goals. Skilled Volunteer Matching is one of LIN’s services to strengthen capacity for local NPOs by bringing pro bono professionals to share their knowledge and expertise with NPO staff. LIN facilitates the matching process, receiving Volunteer Job Descriptions from NPOs, finding a match within our Volunteer database and overseeing the partnership. The LIN Assessment of NPO Readiness for Skilled Volunteers is part of the LIN team’s effort to raise awareness about skilled-based volunteerism amongst our local NPO partners and, hopefully, to find opportunities to increase the number of requests from NPOs for skilled volunteers. We also sought to collect information as to how LIN could improve its services as an intermediary organization. Thanks go to the Judith Carey Zesiger Family Foundation (via Give2Asia) for funding this research, which we believe to be the first of its kind to be conducted in Ho Chi Minh City.

Representatives from twenty-nine (29) local NPOs in Ho Chi Minh City were interviewed for this survey. These individuals interviewed were responsible for managing their organization’s volunteers. Interviews were conducted, throughout the month of October, by six LIN volunteers, under the supervision of Ms. Nguyen Thi Thanh Truc, LIN’s Volunteer Coordinator. Below are some highlights from the study:

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11 To read the complete report on the survey please go to http://bit.ly/NbGMRM
12 To read the complete report on the survey please go to: http://bit.ly/Ns7ML9
2011 Annual Report: LIN Center for Community Development

- At the time of the interview, less than half (48%) of the NPOs surveyed fully understood the role of a skilled volunteer. And only 59% had ever received support from a skilled volunteer.
- NPOs cited the skills most in demand, included: marketing & communications, fundraising, HR development, IT and soft skills.
- One-third of our respondents, said they were not yet ready to work with skilled volunteers (31%), citing policy and/or a lack of resources. Among the two-thirds who are ready, more than half already established a strategy to work with skilled volunteers, including a recruitment, orientation, management, evaluation and recognition plan.
- Two-thirds of our respondents were aware that LIN helps to match Skilled Volunteers with NPOs in HCMC. The research presented a great opportunity to inform the remaining third about LIN’s matching service.

Among the challenges that the NPOs faced while working with skilled volunteers, the two major ones were making the volunteer to feel as a part of the organization and ensuring that the volunteer fulfills his/her commitment.

After over two years promoting skilled volunteerism in Vietnam, we can observe improved awareness about the roles of skilled volunteers and the potential benefits to NPOs; however, the survey also highlights some unrealistic expectations several NPOs have with regards to engaging skilled volunteers.

“The skilled volunteers who supported us were very enthusiastic. They worked proactively and explained with great patience what we did not understand. They did not only improve and strengthen our capacity but also acted as an ambassador to communicate our images to potential donors and skilled volunteers.”

- The team of Thao Dan Shelter

5. HCMC Grantmakers Directory

In early April 2011, LIN published a HCMC Grantmakers Directory. The concept for the directory was developed at the HCMC Grantmakers Forum, which was hosted by LIN in October 2010. The majority of participants in that forum agreed to include general details about their grantmaking activities but only for sharing among other institutional grantmakers. The Directory was completed, with 33 entries, and disseminated to all participants attending the forum. We are grateful for the complimentary design support provided to LIN from Jodric.

6. Russin & Vecchi Memo on Legal Forms of Establishment for NPOs

Thanks to the generous support of Russin & Vecchi law firm (particularly, Ms. Hoang Thi Bich Ngoc & Mr. Sesto Vecchi), LIN disseminated a memo on the legal forms of establishment for not-for-profit organizations in Vietnam. Since launching in 2009, LIN has fielded many questions about the different types of not-for-profit organizations in Vietnam and the related procedures for establishment and management of each type. For this reason, LIN engaged Russin & Vecchi to help us make sense of the current legal framework for setting up six different types of NPOs including: social relief establishments, social and charitable funds, associations, international nongovernmental organizations, scientific and technological organizations, and volunteer groups.

The result is an easy-to-read memo that provides the following details for each type of NPO: list of related laws, conditions for establishment and procedures for establishment (application requirements, contacts and timeline). The memo is available for download from LIN’s website, along with related legal documents (in English and Vietnamese) concerning the establishment and operation of the different forms of NPOs in Vietnam.

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1. **LIN Newsletters**

In 2011, LIN published twelve Vietnamese and English language newsletters. In 2011, LIN Center published **12 issues** of the monthly e-newsletter *LIN Nhip Cau* (in both English and Vietnamese). The monthly newsletter includes reports on past events, announcements of upcoming LIN events and services such as grants, trainings, articles and opportunities that might be of interest to our NPO partners. The newsletter was distributed, via email, at the end of each month to over 2,000 email addresses. All past issues of LIN’s Nhip Cau e-newsletter are available for download from LIN’s website at:


In addition, LIN also published **12 issues** of the monthly Volunteer Newsletter (in Vietnamese only). The monthly newsletter offers compelling stories from skilled volunteers as well as from LIN’s NPO partners who benefitted from the help of a skilled volunteer. The newsletter announces upcoming events and opportunities that may be of interest to volunteers. Finally, the newsletter is a platform for recognizing LIN Volunteer contributions and indoctrinating new Volunteers. Just over 800 people received LIN’s Volunteer e-Newsletters in 2011. All past issues of LIN’s Volunteer e-newsletter is available for download on LIN’s Website at:

http://linvn.org/?mod=content&act=view&cid=31&section=volunteer

Both e-newsletters are disseminated via Vertical Response - online email marketing software.

2. **Website**

LIN launched its new website [http://linvn.org/] in March 2010 with invaluable support from ViiVue web design company.

3. **LIN Blog**

In 2011, **47 articles** (4 articles/month) were published at LIN Blog [www.linfoundation.wordpress.com]. The articles included useful information for LIN stakeholders, announcements of the upcoming LIN events, and feedback on past LIN events. As of January 2012, the Blog has **49 subscribers**.

4. **Facebook**

In 2011, LIN FB page had **682 active users per month, 193 visits per week, and 32 comments per week**. LIN page was Liked **338 times** over the year. The total number of people connected to LIN FB page via LIN fans (friends of fans) in 2011 was **531,934 people**.

5. **Media Recognition**

In 2011, LIN Center was featured in **18 media sources**. To see the list of articles please go to: [http://www.linvn.org/?mod=content&act=view&cid=22&section=news]
6. Participation in Community Events

In 2011, LIN team members took part in four (4) events as guest speakers and/or as an opportunity to advertise our programs and activities and reach out to prospective stakeholders.

- **Conference of the British International Schools of South East Asia - Community Fair & Presentation**

In March 2011, the British International School in HCMC (BIS) hosted a conference of the Federation of British International Schools South East Asia (FOBISSEA). As part of the conference, LIN helped BIS organize a Community Fair, inviting area not-for-profit, non-government and charitable organizations to set up booths and share their work with FOBISSEA representatives as well as the BIS community of faculty, parents, students and community members in An Phu District and throughout HCMC. The Fair was designed to help international school faculty throughout Southeast Asia think about ways to better engage in their local communities.

On 12 March 2011, LIN joined more than thirty other organizations for the fair at the BIS Campus in District 2. In addition to setting up a own booth at the fair, Mr. Pham Truong Son – LIN’s Deputy Director and NPO Liaison, gave a presentation on “Building a Strong Community by Supporting Local NPOs.” Sixteen of LIN’s NPO partners also participated in the fair, by setting up booths and sharing information, including: Nhat Hong Shelter, Little Rose Warm Shelter, Cau Han, Friends For Street Children (FFSC), SIFE team at the HCMC University of Economics, ECO Vietnam Group, and Thien Chi Centre (Binh Thuan Province).

The event offered valuable networking opportunities among NPOs and INGOs. BIS was thrilled with the turnout of NPOs. In the future, the goal will be to attract more community members to attend such an event so that the NPOs can build their support networks.

“We are a HCMC-based volunteer group and this is the first time we’ve put together a booth to share our activities with other organizations and community members. This was a good chance for us to understand and learn from our peers.”

- Trinh Huu Tam, Head of Vietnam Hope Charity Group

- **RMIT Career Fair 2011**

Each year, RMIT International University in Vietnam hosts a career fair, providing an opportunity for RMIT students to talk with prospective employers and for employers (including corporations and NGOs) to introduce opportunities to RMIT students and RMIT alumnae. The 2011 fair, which took place during the morning of 12 September 2011, was well attended. Over 300 students and alumnae visited LIN’s booth to learn about our activities and volunteer opportunities. During the event, 70 people registered their interest in volunteering for LIN or with a LIN NPO partner.

“We the LIN Center would like to thank RMIT Vietnam for inviting us to participate in this event. It helped us to connect with RMIT students as well as companies participating in the fair. We are also happy to see many students interested in LIN’s work and volunteer opportunities.”

- Ms. Nguyen Thi Thanh Truc, LIN Volunteer Coordinator

- **PATC/MSD Seminar on INGO-VNPO Partnerships in Vietnam**

On 25 August, LIN participated in an exchange about partnerships between local and international non-profit/voluntary organizations in Vietnam. The seminar was funded by the Danish Project Advice Training Centre (PATC), with on the ground support and facilitation from MSD Vietnam. 38 representatives from 19 organizations, including 7 INGOs, 12 VNPOs, attended the seminar. Also attending the workshop, from HCMC, were the Ho Chi Minh Child Welfare Foundation, the HCMC HIV/AIDS Association and NGO Fontana.
At the seminar, MSD Chairman and former Head of the NGO Department at the Ministry of Home Affairs, Mr. Nguyen Ngoc Lam gave a presentation on civil society organizations in Vietnam. He alluded to current challenges and made recommendations for improvement. “CSOs need to be more professional... link up with other organizations to increase capacity and organize activities according to their mission, rather than organizing activities that meet the funds available”. He encouraged CSOs to share their experiences and challenges both among themselves and with the government, citing a Vietnamese proverb, “If the child is not crying, the mother will not feed him.”

PATC currently has 14 member organizations working in Vietnam and 7 active projects financed through PATC. Mr. Johannes Nordentoft, a PATC Consultant, presented his observations on the relationships between these Danish INGOs and their local partners. Two weaknesses of VNPOs, he cited, were: (1) the absence of long-term, strategic planning, and (2) the need for organizational development and capacity building. One of Mr. Nordentoft’s recommendations for VNPOs was to find core funding rather than project funding. He also stressed the importance of Danish INGOs in Vietnam setting a good example, promoting networking and alliances among different organizations, and offering capacity building programs to their local partners.

Participants were given a list of 40 donor organizations that currently support civil society development in Vietnam. This list was made available to LIN partners via a link from LIN’s website (NPO Resources).

- **LIN Booth at USSH’s Social Work Day**

On 11 November 2011, LIN took part in Social Work Day organized by the Ho Chi Minh City University of Social Sciences and Humanities to commemorate International Social Work Day. The event attracted hundreds of participants, including lecturers, university students (particularly those from social work departments) and representatives of local NPOs. During the one day event, participants attended seminars about social work issues in Vietnam and visited booths set-up by various social work clubs and NPOs. LIN’s booth attracted many students who were interested in our activities and signed up to become LIN Volunteers.
D. Financial Statements

Thanks to a grant from Irish Aid, the LIN Center for Community Development was able to engage ECOVIS STT Vietnam to audit LIN’s financial statements for the year ending on 31 December 2011. A grant from Irish Aid covered the cost of financial management and audit training by Mazars and 80% of the cost of LIN’s audit. The audited report is now available for download from LIN’s website. What is provided below are merely highlights from 2011, with regards to income and expenses.

<table>
<thead>
<tr>
<th>Main Income Sources in 2011</th>
<th>Amount (VND)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irish Aid (Note: Funds were transferred to LIN in late 2010 for 2011-12 programs)</td>
<td>574,984,000</td>
</tr>
<tr>
<td>Global Fund for Community Foundations (GFCF)</td>
<td>249,186,000</td>
</tr>
<tr>
<td>Philanthropic Ventures Foundation (PVF)</td>
<td>208,745,575</td>
</tr>
<tr>
<td>Justice Initiative Facilitation Fund (JIFF)</td>
<td>156,386,645</td>
</tr>
<tr>
<td>Give2Asia (including a grant from the Judith Carey Zesiger Family Foundation)</td>
<td>138,990,093</td>
</tr>
<tr>
<td>Centre for Social Initiatives Promotion (CSIP)</td>
<td>72,198,000</td>
</tr>
</tbody>
</table>

2011 Income Source Breakdown

2011 Expenses Breakdown

Thank you to all the companies and individuals that supported LIN in 2011, including:

**NGO and Corporate Donors**
- Global Fund for Community Foundations
- Philanthropic Ventures Foundation (The Gerbode Foundation)
- Justice Initiative Facilitation Fund
- Give2Asia
- Centre for Social Initiatives Promotion
- Nike Vietnam LLC
- Charity Cabaret Committee 2011
- Horizon Capital Advisers

- Tu Van Ngoc Limited Company
- UNDP Vietnam
- RMIT University in Vietnam
- Maersk Vietnam Ltd.
- CARE International in Vietnam
- British International School
- SIT
- KCP magazine

**Individual Donors**
- Landon Carnie
- Ngo Quynh Nhu & Friends
- Nguyen Tran Hoang Anh
- Tran Thi Thanh Huong
- Dang Hong Dien
- Lam Quynh Anh
- Alan Young
- Nguyen Duc Thuy Anh & Hung
- Tran Thi Bao Ngoc

- Pham Nguyen Linh Bao
- Vu Tu Anh
- Vu Tu Anh
- Bui Tran Dang Khoa
- William Taylor
- Nguyen Thi Thanh Truc
- Do Thi Nhu Tam
- Ha Xuan Trung
- And many other anonymous donors
Lastly, we would like to thank all the organizations and individuals that donated to LIN’s capacity building programs by purchasing a ticket to a LIN event and/or purchasing a LIN Coffee Mug, Notebook and/or Volunteer Stories Handbook. Every little bit of support is a big help.
F. The People: Governance & Management of LIN

Members of the LIN Board of Directors in 2011

1. Ms. Nguyen Tran Hoang Anh (Chairwoman, LIN Board of Directors)
   Communications Director, Brandmaker Ltd. Vietnam
2. Ms. Ngo Q. Nhu (Member, LIN Board of Directors & Executive Director – Part-Time, pro bono)
   Legal Counsel, Horizon Capital Advisors
   Member, HCMC Bar Association
   Member, Law Association for Asia and the Pacific
3. Ms. Nguyen Thu Ha (Member, LIN Board of Directors)
   Human Resource Manager & Executive Assistant, Horizon Capital Group
4. Mdm. Dr. Le Thi Bang Tam (Member, LIN Board of Directors)
   Chair of the Board of Directors at HD Bank
   Former Chairwoman, State Capital Investment Corporation
   Former Vice Minister of Finance
   PhD, Saint Petersburg State University of Economics and Finance
5. Mr. Lam Bao Quang (Member, LIN Board of Directors)
   Officer, International Finance Corporation (IFC)
6. Ms. Tran Ngoc Tran (Member, LIN Board of Directors & Chief Accountant – Part-Time, pro bono)
   Accountant, Horizon Capital Advisors
7. Ms. Do Thi Nhu Tam (Member, LIN Board of Directors)
   Freelance Consultant
8. Ms. Ta Thuy Chau (Member, LIN Board of Directors) *currently on sabbatical
   Corporate Sales Officer, JPMorgan Chase Bank

Members who joined the LIN Board of Directors in 2012

9. Ms. Dang Thi Ngoc Dung (Member, LIN Board of Directors)
   Retired Head of Coverage, Commercial Banking, Credit Agricole Corporate & Investment Bank, HCMC Branch
10. Ms. Tran Thi Bao Ngoc / "Pearl" (Member, LIN Board of Directors)
    Business Development Manager, C. Melchers GmbH & Co. Vietnam

Members of the LIN Board of Advisors

1. Mr. Kham Manh Doan (Member, LIN Board of Advisors)
   Managing Director, Horizon Capital Group
2. Prof. Ha Xuan Trung (Member, LIN Board of Advisors)
   Senior Advisor, University of Hawaii at Manoa - Executive MBA Program in HCMC
   Advisor for Policy and Business Development, The OPV Group
3. Ms. Elizabeth G. Pham (Member, LIN Board of Advisors) *resigned from LIN Board in 2012 to take on a full-time Consulting Position
   Assistant to the Management Board/Institutional Development Manager, Hoa Sen University
4. Ms. Dana R. H. Doan (Member, LIN Board of Advisors & pro bono Consultant)
   Grant Allocation Committee Member, Saigon Children's Charity, Working With Others
   Fellow, Centre for Social Initiative Promotion 2011-2012
Members who joined the LIN Board of Advisors in 2012

5. **Prof. Mark Sidel (Member, LIN Board of Advisors)**
   Doyle-Bascom Professor of Law and Public Policy, University of Wisconsin-Madison
   Consultant, CIDA

6. **Mr. Carey Zesiger (Member, LIN Board of Advisors)**
   Development Manager, Global Standards
   Entrepreneur & CSR Consultant

**LIN Staff in 2011**

- Executive Director – Ms. Ngo Quynh Nhu *(pro bono)*
- Chief Accountant - Ms. Tran Ngoc Tran *(pro bono)*
- Deputy Director & NPO Services Coordinator – Mr. Pham Truong Son
- Strategic Advisor & Donor Services Coordinator – Ms. Dana Doan *(pro bono)*
- Office Manager & Volunteer Services Coordinator – Ms. Nguyen Thi Thanh Truc
- Junior Accountant – Ms. Pham Thi Gam
- PAS Accounts Coordinator – Ms. Nguyen Thi Truc Ly
- HR Advisor – Ms. Nguyen Thu Ha *(pro bono)*