



Center for
Community
Development

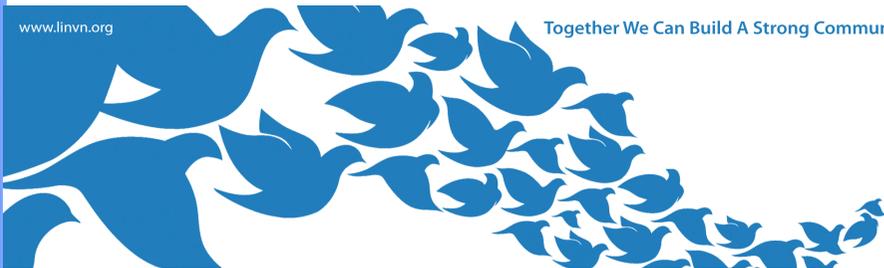
Listen Inspire Nurture

HIGHLIGHTS 2012



www.linvn.org

Together We Can Build A Strong Community!



2012 Address

Dear LIN Friends and Partners,

As Chairwoman of a young organization, I often get asked, “What does LIN do?” What we do is to mobilize and build on the strengths, gifts, talents and resources of individuals and communities to achieve sustainable development.

Community philanthropy has always been at the heart of the LIN Center for Community Development and, never more so than in this past year.

As you will see in this abbreviated version of our annual report, LIN managed to engage more community members than ever before as NPO partners, volunteers and donors. This surprised even the LIN team, given concerns about the economy, both in Vietnam and around the world.

Narrow the Gap – our August community networking event, conveniently timed to celebrate LIN’s third birthday, revealed a true sense of shared purpose across a broad spectrum of HCMC residents. While much of the philanthropy we see and hear talked about is so often focused on filling structural holes quickly and efficiently, *Narrow the Gap* revealed the potential for transformative philanthropy by facilitating the collective intelligence, greater strategic coordination and shared learning among individuals and organizations that all want to be part of something greater.

In the fall, with support from a team of MBA students, LIN’s Governing Board approved a new strategic plan for the next five years. The plan was drafted a year ahead of schedule due to the evolving needs of our partners and the changing context of our work. Joining with others to achieve common goals over the last three and a half years, gave us much to reflect on as we discussed plans for the future.

Auspiciously, the year ended with news that Irish Aid would support LIN’s efforts to improve its programs and services over the next two years by way of an investment in our programs as well as our institution. One of the exciting features of this partnership is a new and improved community fund, where we will engage more residents building the capacity of local organizations.

Our many partnerships with local, national and international organizations allow us to make a difference in all of our work. Each year, LIN’s friends and supporters manage to exceed our expectations, investing their time, talents, money and ideas into our programs and our partners. Our invaluable volunteers and staff help LIN accomplish all that we set out to do, which is more than most organizations of a similar size. It is due to your trust and commitment to the common good that we are able to continue building and promoting community philanthropy in Vietnam.

Thank you for your partnership.

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



Nguyen Tran Hoang Anh





NPO Capacity Building: providing practical support for the not-for-profit organizations of HCMC

26 NPOs joined LIN in 2012. As of December 2012, LIN has a total of **106 NPO Partners** serving over **2,000 disadvantaged people** and addressing a wide variety of social causes in HCMC from street children to urban poverty to environmental protection.



22 capacity building programs included **9 workshops, 3 meetings** and **10 training sessions** that attracted over **606 individuals** from **165 organizations** (among them are **72 NPO Partners**).

20 ad hoc one-on-one consultations for NPO Partners on a wide range of topics that included but not limited to: legal matters, fundraising and volunteer management.

6 LIN grants worth a total of **VND 369 million** (\$17,000) were allocated to local NPOs

- 5gio sang received **VND 30,000,000** (\$1,439)
- A New Day received **VND 27,219,500** (\$1,306)
- SIFE Finance Trade University received **VND 12,224,100** (\$587)
- Deaf Community Association of HCMC received **VND 139,500,000** (\$6,697)
- Tinh Than Network (Chi 2 Project) received **VND 100,000,000** (\$4,801)
- Khan Hoi received **VND 50,000,000** (\$2,400)

7 donor directed grants were allocated to local NPOs worth a total of **VND 1,332,471,000** (\$ 63,979).



Skilled Volunteer Services: supporting not-for-profit organizations with pro-bono expert advice to help them provide better services to more people in need

284 new Skilled Volunteers signed up with LIN

32 requests for Skilled Volunteers (from **14** different NPO partners) were matched with **31** suitably qualified volunteers (**96% matching rate**).

36 Skilled Volunteers included **27 individuals** and **9 volunteers from 4 corporate teams**.

22 individuals and **one team** from Intel volunteered in LIN's capacity building programs as trainers/guest speakers.

106 Skilled Volunteers supported the LIN team with a variety of tasks, from graphic design to event logistics



Photo: winners of LIN Community Grant for Women—HCMC Deaf Association and the skilled volunteer who helped them win the 1st prize!



Philanthropy Advisory Services: empowering donors with knowledge, skills, and resources to help them make their support to the community more sustainable and effective

8 clients engaged LIN to provide the following services: Grant Management, Grantee Capacity Building, and/or Due Diligence.

83 corporate and individual donors received *ad hoc, pro bono* philanthropic advisory services from LIN.



Networking, Research and Communications: facilitating information exchange between HCMC community members on major social issues

12 network building events for and among NPOs were organized and co-hosted by LIN. **+800 participants** including NPO representatives, local philanthropists, current and prospective volunteers, and LIN partners and supporters attended these events.

1 new legal memo and **1 updated legal memo** were disseminated

- YKVN & LIN Memo on NPO Fundraising Activities in Vietnam (GFCF)
- Russin & Vecchi Memo on the Legal Forms of NPO establishment in Vietnam (Russin & Vecchi)

Supported the production of **3 surveys and studies**

- Survey Report on Vulnerable Social Groups and the Role of Civil Society Organizations in Facilitating Access to the Justice System (JIFF)
- Philanthropic Attitudes and Sentiments in Vietnam Today (in collaboration with CIMIGO)
- HCMC Survey on Gender Perceptions (GFCF)



3 case studies demonstrated the impact of LIN's programs and services.

Featured **13 times** in Vietnam's mass media including Tuoi Tre, Saigon Times, The Word, VTC1

17,058 visits to LIN's Website(**24%** were new visits)

52 articles on LIN's blog (~**four** per month)

2,677 Facebook Fans, an average of **949 active users, 299 weekly visits, and 114 comments per week** at the end of December 2012

12 issues of NHỊP CẦU LIN's monthly E-newsletter were published, reaching **over 3,000** people.

7 issues of Nhịp Cầu Tình Nguyên E-newsletter reaching **1,500 volunteers** registered with LIN to date

Participated in **59 events** as guest speakers and/or as an opportunity to advertise our programs and activities and reach out to prospective stakeholders.

- **24** Networking Events
- **18** Meetings
- **Eight** Presentations
- **Nine** Workshops

Salesforce Foundation granted LIN free access to its contact software management.



Support to a LIN NPO Partner

Our partners are faced with issues regarding legality, i.e. they don't have a legal status or it hasn't been formally recognized by the government. They also encounter a poverty of opportunities for staff and organizational development, as there are few sources in HCMC that fund capacity building efforts.

In order to narrow this gap, LIN has organized different events and activities with respect to building capacity for its HCMC-based NPO partners. The topics have been all chosen based on LIN's assessment of its partners' needs.

LIN's partner HCMC Deaf Association is still trying to formalize its organization by legally registering under DOLISA. Although a former director of DOLISA has joined the HCMC Deaf Association's founding committee, its legality remains a puzzle. Currently the Association serves + 200 deaf immigrants to HCMC, by providing general education, teaching sign language as well as life skills, and supporting its members in finding suitable livelihoods.

In the past, the Association didn't see the importance of email communication. LIN encouraged it to create an email account, which would be managed by one of its members and where the Association could receive information from LIN, as well as other sources. Since then, many of the Association's members have actively participated in LIN's workshops on CSR, succession planning, gender and women issues, fundraising, access to justice and proposal writing. Such participation has contributed to the Association feeling more confident in its internal organization and being clearer on how to coordinate different activities.



"After LIN's workshop on succession planning, I continued to learn and document a succession plan for the Association, which can be executed whenever I find out a suitable person to take over," - Ms. Pham Cao Phuong Thao of the HCMC Deaf Association



Corporate Volunteer Team helps an NPO!

LIN piloted the Corporate **Volunteer Challenge** matching PR/ advertising companies with NPO Partners to provide meaningful community service opportunities for corporate volunteers while simultaneously building the capacity of local NPOs.

Brand Maker Company and Hoc Mon Social Center were one of the five teams participating in **LIN's Corporate Volunteer Challenge in 2012** sponsored by The Asia Foundation. From June to August 2012, each team was challenged to design a product and set out communications strategy for their respective NPO.

During the competition, the volunteer staff from Brand Maker met with the staff from Hoc Mon Social Center weekly to identify needs, consult and share marketing and communications skills and advice. Besides, Brand Maker staff also visited the Center to better understand the operations of the organization and its beneficiaries.

Besides the marketing plan, Brand Maker staff also helped Hoc Mon Social Center to create a corporate identity package and a website. The enthusiastic help of Brand Maker's volunteers and great desire to learn of Hoc Mon Social Center staff have made them a convincing winner in this competition.

"We believe that giving an NPO tools and skills so that they can help themselves in long-term is more effective than just a short-term financial donation. NPOs in Vietnam operate spontaneously, without any strategy, especially in communications which is our expertise. So helping them to design more professional & effective communication strategies by themselves is necessary for their success in the long-term." - Ms. Nguyen Tran Hoang Anh, Communication Manager of Brand Maker



Winners of LIN Corporate Volunteer Challenge 2012: Brand Maker volun-



Helping people to learn about social challenges in HCMC and meet NPOs working to overcome them

LIN developed the Networking for a Cause (N4C) initiative to connect socially responsible business people with community development practitioners for informal conversations on important topics. N4C events are designed to be open, interactive information sessions, each dedicated to a certain social challenge or issue in HCMC, with plenty of time for question and answers as well as opportunities for networking.

In February 2012, LIN partnered with Hoa Sen University to host a N4C event on the topic "Corporate Community Investment: Who Really Benefits?". The event featured Mr. Pham Phu Ngoc Trai, Chairman of Global Integration Business Consultants and Mr. Nguyen Thanh Viet, Private Sector Engagement Coordinator for CARE International in Vietnam as guest speakers during a moderated panel discussion followed by more informal networking part. The event attracted more than 120 people—representatives from NPOs, business professionals, and university staff and students.



"The idea of "networking for a cause" is excellent, raising my awareness about important social problems while also generating much-needed money for organizations focused on making a difference." - Quote from a N4C 2012



About LIN

LIN 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's Vision

To build a strong community, which seeks to ensure equal opportunities and improved quality of life for all members.

LIN's Mission

To support local not-for-profit organizations, skilled volunteers and donors who are committed to building strong communities.

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Facebook.com/LINCenter



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@LINCenter



Website

www.linvn.org



A complete LIN 2012 report will be published on www.linvn.org in June 2013, this early report is just a short overview of LIN's most notable achievements in 2012. Please note that the numbers listed in this early report may change slightly once LIN publishes the full report and completes its annual audit.



Support to LIN

Income in 2012 was **over VND 4.3 billion (USD 230K)** in cash contributions and **over VND 1.7 billion (USD 83K)** for in-kind contributions, which include:

- 9 grants from 2 local NPOs, 6 international NPOs and 1 company;
- Contributions from 73 corporate sponsors and nearly 200 individuals; and
- Over VND 2 billion from Irish Aid, which is designated for 2013

We thank all the individuals, companies and organizations that contributed to LIN in 2012 – your support made all our 2012 achievements possible!



Major 2012 LIN Sponsors

(Contributed in-kind or funds over USD 2k)

Irish Aid	Ms. Nguyen Tran Hoang Anh and Brand Maker
Global Fund for Community Foundations (GFCF)	Ms. Nguyen Tran Lan Anh & ViiVue
Horizon Capital Advisers	Zesiger Family Foundation
Anonymous	Ms. Tran Bao Ngoc
Xu Restaurant	RMIT International University Vietnam
Intel Corporation	Global Vietnamese Women Network
MM Soft	Park Hyatt Saigon
Vinausteel / SSE Steel	Anam QT Spa
The Asia Foundation (TAF)	GOSTO Group
Asian Tigers	ERC Institute Vietnam
Justice Initiative Facilitation Fund (JIFF)	L'USINE
Centre for Social Initiatives Promotion (CSIP)	Tan Hiep Phat Group
	Mr. Barry Weisblatt and Mariposa