



**Recent events of LIN Center for Community Development**

**LIN Center co-funded the program “Light and Hope VI” of the Blue Dream volunteer group**



**Two MCs introduce the program**

On April 18<sup>th</sup>, at the theater in Ho Chi Minh City, The Blue Dream Volunteer Group has organized a performance every year with the name "Light and Hope".

This is a music performance program and scholarships for children with disabilities in the shelters in the city on Vietnamese Disability Day.

The program has given 300 scholarships to disadvantaged children in the city with the support of LIN Center for Community Development and

the other donors such as IWEP, Mitsubishi ... Joining to the ceremony was the performance of children with disabilities with the present of The Three Cat Group.

After three months, the Blue Dreams Group will schedule the survey related to the benefits of using scholarship of disabilities.



**LIN Center would like to wish a Happy birthday to our board  
On April, 2010**

- 1. Ms. Sara Jewett Nieuwoud – Program Advisor**
- 2. Ms. Do Thi Nhu Tam – Administration Advisor**

**On June 6, 2010**

- 3. Ms. Nguyen Tran Hoang Anh – Outreach Advisor**

## Paying It Forward

At a November 2009 fundraising event for charity, Jillian and David Bonnardeaux won a cool raffle prize: a free dinner party for 150 guests at the White Palace - a luxurious banquet hall in HCMC. After thinking about ways they could use take advantage of their prize, the couple decided to turn their dinner party into a fundraising event. They reached out to friends, colleagues and the LIN Center for Community Development to identify a cause and beneficiary for their event. Ultimately, they decide to support two child protection centers in HCMC: the Green Bamboo Shelter and the Little Rose Warm (both are LIN's NPO partners!).



Boys from Green Bamboo shelter and Girls from Little Warm shelter perform at the party

On 9 May 2010, Jillian and David hosted a “Party at the Palace”, raising nearly USD \$3,000 from their guests for the designated beneficiaries. Both shelters put together dance performances and prepared a display of their original artwork, which was offered for sale and auction to help raise additional funds for their respective NPOs. People of all ages, backgrounds and socio-economic status were there, mingling together for a good cause.

Jillian and David are now working with LIN to support the transfer of funds towards the specific project needs to be identified by each shelter. In the meantime, we wanted to share this story of one couple who decided to share their good fortune in hopes of providing some benefit to others in their community. It truly is amazing how one random act of giving can inspire another, and another...

## ***Pro bono Services Support Not-for-Profit Organizations: Lessons Learned During My Visit to the U.S. (Part II)***

*By Pham Truong Son*

Pro bono (skilled) volunteer is a new concept not only in Vietnam but also in many Asian countries. After joining the team at LIN Center, I gradually began to understand the importance and potential benefits that such volunteers can offer to not-for-profit organizations in Vietnam. And, my three-week exchange program on volunteerism in the U.S., helped to build and reinforce my understanding as well as give me an opportunity to learn about the tools and best practices used by U.S not-for-profit organizations to apply these volunteer services in their communities.

### **How are skilled volunteers managed in the United States?**



Mr. Joey Bashevkin (CEO of Taproot Foundation) presents on pro bono services of his organization

In the United States, effective not-for-profit organizations (NPO) have found ways to promote volunteerism among the business community. Volunteering has provided an opportunity for employee team building and socializing outside the workplace. It also provides companies with an opportunity for employees to build skill sets and improve their image within the community. Perhaps because of the growing

importance of CSR among US consumers and companies, there has been an upsurge in the number of individuals and corporate volunteer programs that serve not-for-profit organizations in the US.

Despite this growth, matching and managing skilled volunteers has proven to be a challenging job, one that requires patience and innovation in order to improve awareness and promote good practices by the stakeholders involved, which includes corporations, professionals and NPOs. On the business side, there is work to be done to ensure that businesspeople, Directors and/or Human Resource Officers understand the goals, objectives, and responsibilities that are involved in encouraging and engaging employees to support the community through the provision of professional services to NPOs. On the NPO side, there needs to be clear

#### ***What is a pro bono volunteer?***

A pro bono or highly skilled volunteer is someone who donates his/her professional level services as an “unpaid consultant” to the nonprofit organization.

A pro bono volunteer is different from other volunteers in that they bring expertise to an organization on a project basis, which entails clear guidelines, deadlines, and deliverables. Pro bono volunteers bring experience, expertise and perspective to an organization and offer skills and experience in a range of areas. The most common areas include: human resources, marketing and branding, IT, financial management and legal services.

communication before engaging a pro bono volunteer and mutual understanding about the services that will be provided (and those that will not) with a vision towards how this work will support the mission of the organization.

In the U.S. there are several intermediary organizations that facilitate the process of matching skilled volunteers to NPOs. These organizations create opportunities for both parties to meet, exchange information and form relationships. Organizations like Taproot Foundation, Points of Light Foundation are just two examples. Two very large US companies - Deloitte and Baker Hughes Corporation, both use intermediary organizations to connect their employees to community service opportunities

## Lessons Learned



Ms. Jennifer Cutaia (Rep. of Baker Hughes) presents CSR and pro bono and volunteerism services of the company

Although there are not many organizations that introduce skilled volunteers in U.S., the services that these organizations provide are very professional. They help enterprises identify skilled volunteer opportunities for their employees while they work with local NPOs to help them identify skilled volunteers to support their organizations.

As I was meeting with these intermediary organizations in the US, I was thinking about how I could apply some of their best practices to my work with

the LIN Center for Community Development and for our partner organizations who work with skilled volunteers. For example, I think we need to do the following:

- Attract companies and professionals to the idea of skilled volunteerism by providing examples of successful volunteer – NPO matches.
- Inform and introduce companies to the roles, responsibilities and benefits of facilitating and enabling employees to volunteer with local NPOs. Show examples of how corporate volunteer programs have helped to empower staff, build professional or life skills and/or strengthen the community.
- Help organizations think about ways to show their appreciation to volunteers (i.e., effective use of volunteer time, T-shirts or badges; volunteer certificates)
- Identify companies that might be interested and most suited to this type of volunteerism. Companies that provide consulting services (e.g., law, accounting, advertising, education) are often more interested in skilled volunteer programs compared with other businesses.

- Raise awareness about the potential benefits of corporate volunteer and pro bono volunteer programs. (For example, many companies feel that such programs are part and parcel of their corporate social responsibility programs. Other companies say that these programs help to empower employees, promote leadership skills and ensure balance between work and life for their employees.)

In Vietnam, I think it is compelling to offer a service that matches individuals with knowledge, skills and experience to local NPOs to support the organization and strengthen the capacity of the team . Especially now, with many NPOs facing limited budgets and a shortage of trained staff (two important challenges that seem to constantly reinforce one another.), NPOs need to find a way out of this cycle and pro bono volunteers might very well offer such opportunity. They can help organizations to become more efficient, for example, by training up and retaining staff members.

Among the business sector in Vietnam, volunteer activities and corporate social responsibility is still a rather vague concept. Even among foreign businesses that have formal CSR programs, lower and mid-level staff may not receive briefings on the company’s perspective on CSR and relevant programs. Thus, information and awareness raising on this topic will be necessary in order to get more individuals and organizations to participate.

In HCMC, the LIN Center for Community Development is working to introduce this concept of skilled volunteers to businesses and NPOs alike. We are working to provide information that will help to promote mutually beneficial relationships between the business sector and local not-for-profit organizations. Our goal is to offer more opportunities for individuals that want to contribute their skills and experiences and for companies that want to enhance their role in the community by making a difference for their employees, for the people in the community and for Vietnamese society, as a whole.

### What are the different types of volunteers?

Different types of volunteers work with not-for-profit organizations. Some of the more common types include:

- Individuals that serve on the Board of an organization in a leadership capacity;
- Consultants that provide short-term expertise to an organization; and
- Traditional volunteers who provide direct services or administrative support.

### Who is suitable to become a skilled volunteer?

Individuals that have skills and professional experiences are most suitable for a pro bono volunteer position. Each organization will have different requirements and the best person for a particular skilled volunteer position will vary accordingly. For example, a ten-year old not-for-profit organization that requires support to update its heir accounting system will likely look for individuals with a applicable accounting experience. Organizations that would like to raise awareness about their work among the donor community may look for professionals with marketing, communication and/or fundraising skills and experiences.

## ☑ Upcoming events

- **Workshop on “Applying new Trends and Best Practices in NPO Fundraising”:** is hosted by LIN Center. We are very pleased to announce that the Development team from VinaCapital Foundation will lead the workshop and share their experiences, approach and lessons learned from fundraising for their programs in Vietnam. During the workshop, there will also be an opportunity to try out what you know and new strategies using a real situation of one of your NPO peers. Please download the invitation and agenda [here](#) or contact with LIN team at [npo@linvn.org](mailto:npo@linvn.org) before June 2<sup>nd</sup>, 2010.
- **Upcoming Roundtable: The Role of the Board of Directors:** The LIN Center for Community Development is organizing a small, roundtable meeting to talk about the role of a not-for-profit organization’s Board of Directors. Acting Board Members will be present to talk about their roles and responsibilities, their working relationship with management as well as the internal functioning of a Board. They will also be available to answer questions. The roundtable will take place at the end of June or beginning of July (Date TBC shortly). If you may be interested in participating in this roundtable meeting, please email to: [son@LINvn.org](mailto:son@LINvn.org). Feel free to submit related questions, in advance, for the speakers.

### **Attention all Grantmakers: Announcing the HCMC Grantmakers Forum**

The LIN Center for Community Development plans to host a forum for area grantmakers, bringing people together who are working to make a positive impact in our community. The forum will facilitate the sharing of knowledge and experiences, it will help grantmakers identify common goals and possible synergies and it will help build understanding about community needs and best practices in grantmaking. The ultimate goal of the forum is to improve the quality of life in our community by making us all more effective grantmakers.

The forum is tentatively scheduled to take place in Fall 2010. At this stage, we are developing a database of interested participants. Eligible participants include individual, corporate, foundation and government agencies that make grants to not-for-profit initiatives in and around Ho Chi Minh City. Self-introductions and referrals would be welcome and appreciated!

To get involved or to request further information, please contact Dana ([dana@LINvn.org](mailto:dana@LINvn.org)) or Cam Tu ([CamTu@LINvn.org](mailto:CamTu@LINvn.org)).

## Networking among the NPO community

### “2010 Social Entrepreneur Support Program” hosted by Centre for Social Initiatives Promotion (CSIP)

This program is a yearly basis of CSIP aiming to find and support Social Entrepreneur (SE) in the start-up level as well as to advocate the participation of community into development of Social Entrepreneurship in Vietnam. In 2010, The objective of the Program is to select 10 SEs and support them to establish the idea of social entrepreneurship as well as strengthen and duplicate SE model effectively (take-off level). In HCMC, the “2010 Social Entrepreneur Support Program” will organized at the DRD clubhouse (91/6N Hoa Hung street, ward 12, district 10, HCMC) in the morning on June 3<sup>rd</sup>, 2010. Please find more information at <http://doanhnhanxahoi.org> or email to Ms. Hue Chi at [huechi.csip@gmail.com](mailto:huechi.csip@gmail.com).

### Announcement on the 2010 Senior International Fellows Program

The Center on Philanthropy and Civil Society's **Senior International Fellows Program** provides an opportunity for the professional development of Third-Sector practitioners **from outside the United States** who are decision-makers in their professions. The program is also designed to help build Third-Sector capacity in the Fellows' home countries. Note that senior-level Third-Sector practitioners in the United States are also welcome to apply to participate on a tuition basis or with support from institutional sponsors.

Fellows are based at The Graduate Center of The City University of New York, where they attend weekly seminars, explore the work of key agencies and foundations, meet with nonprofit representatives and study U.S. and international community foundation models. For program description, eligibility requirements and application guidelines, please click [here](#).

### Special Days in June

**01/06** International Children Day

**05/06** World Environment Day

**12/06** World Day Against Child Labour

**23/06** United Nation Public Service Day

**26/06** International Day against Drug Abuse and Illicit Trafficking

*Let's make a difference on those days!*

## One day workshop on Presentation Skills

### Objectives:

1. Use delivery skills to channel nervous energy and engage the audience.
2. Identify key audience characteristics and needs related to your presentation
3. Organize your content into an opening, body and closing structure
4. Create visual aids that clearly communicate information.

One-Day Workshop in

# Presentation Skill

The goal of this course is to develop and improve skills at delivering presentations.

**Friday June 11 or  
June 18, 2010**

*For registration please contact LIN Center  
for Community Development  
Son or Cam Tu 08-3824-6091  
[npo@LINvn.org](mailto:npo@LINvn.org)*

 Conducted by Intel Vietnam for  
Local Not-for-profit Organization's Staff

8:00 a	Bus pick up at LIN office
8:10 a	Bus depart
9:00 a	Arrive at Intel office – Lo I2, Duong D1, Khu Cong Nghe Cao TPHCM - Quan 9
9:00 a	Intel Office Tour (optional)
9:15 a	Introduction about Intel (optional)
9:30 a	Training – morning session
12:00 p	Lunch at Intel office
1:00 p	Training – afternoon session
3:30 p	Wrap-up – Q&A - Evaluation
4:00 p	Leaving

Each training consists of 15 – 25 participants. Please RSVP with us soon so that LIN team can arrange the training workshop with Intel Vietnam.