

News and Events of the LIN Center for Community Development

Workshop on “Gender and Women Issues”



On the 25th of September, the LIN Center for Community Development held a workshop “Gender and Women Issues” in district 3, Ho Chi Minh City. The workshop featured presentations covering a broad range of gender issues from Dr. Nguyen Bao Thanh Nghi, Department Head and Lecturer of General Knowledge and Skills, Hoa Sen University, and Ms.

Nguyen Thanh Xuan, Gender and Development Expert.

Dr. Nguyen Bao Thanh Nghi presented strong and compelling content on issues that Vietnamese women face today in HCMC. Vietnamese women are often portrayed as hardworking because they are constantly working for their families, developing the community and the country. In spite of that, Vietnamese women are perceived as inferior to men and therefore become victims of discrimination, inequality and violence. A UN report and National Report on Domestic Violence Prevention shows that violence against Vietnamese women occurs throughout the country among 1/3 of married women. Today’s context shows that many women continue to struggle to earn equal wages as men. Furthermore, media continues to play a large role in exposing images of defined gender roles and some popular movies continue to expose viewers to images of sex and violence towards women.

Ms. Nguyen Thanh Xuan, development expert, provided a gender survey report done by LIN from June to August 2012 to gain more insights into different perspectives on gender and perceptions among Ho Chi Minh City residents. The report presented powerful numbers and statistics that revealed the struggles Vietnamese women face.

The second part of the workshop consisted of a skit performed by volunteers in the audience and was facilitated by Ms. Xuan. Prepared briefly during the break, the skit delivered a message of gender discrimination in a family, and gender perception in career choices. Afterwards, people got into groups to discuss about the gender issues that appeared in the skit and a representative presented on behalf of their respective team. Many groups gave valuable insight by discussing gender issues, how realistic was the skit, what are possible solutions to the problem and who is responsible for implementing the solutions.

The workshop received positive feedback from participants. Ms. Nguyen Thi Diem Trang, founder of A New Day group, said it provided her with helpful information and ideas on how to work with the community. “There are still a lot to do with gender and women issues in Vietnam,” said Ms. Trang. “Today’s workshop provides useful ideas to participants and motivates us to make a change in the community. I will write a proposal and submit to LIN.”

Ms. Nguyen Thanh Xuan told us she was impressed by the group discussions. “The participants have shown active awareness in gender issues,” Ms. Xuan said. “It’s important to support them to solve these issues more effectively.”

Mr. Pham Truong Son, LIN’s NPO Liaison concluded the workshop with news that in December this year, with sponsorship from GFCF (Global Fund for Community Foundation), there will be an opportunity for partner NPOs to receive a community grant focused on specifically gender issues. This workshop is a part of a series of technical supports provided by LIN to build capacity for the NPOs before the community grant round. A second workshop will be organized on the 25th of October, to provide models of NPO programs that address the needs of Vietnamese women, and review elements of a competitive proposal. One-on-one consultations and skilled volunteer matching will also be provided to applicants.

Diane Nguyen

(LIN Communication Volunteer)

Download handout of this workshop at: [NPO Resource](#)



**LIN Center would like to wish a happy birthday to:
Ms. Tran Thi Thanh Huong, LIN board of director member,
Ms. Tran Bao Ngoc, LIN board of director member; and
Mr. Lam Bao Quang, LIN board of director member.**

We appreciate all your input and support to the LIN Center!

What Makes a Winner?



LIN Corporate Volunteer Challenge 2012, a competition held by the LIN Center, ended on 7 September, participating teams—had worked hard for two months on their projects—were present at the Award Ceremony and received much deserved prizes. The Ceremony started with a short video clip ([click here](#) to watch) which summarized what'd happened over the course of two months during this competition. The organizations involved said they'd gained invaluable experience in communications, working with the volunteer companies, and all believed they would win.

One week prior to this, the participating teams had submitted their communication products and strategies, which were both judged by a committee of experts. At the Award Ceremony, representatives from five organizations were asked to respond to a final challenge that is, presenting their project outputs to the audience and judges. The judging committee, comprised of Ms. Pham Thanh Thuy Vy—Marketing Lecturer of the HCMC University of Economics, Ms. Phan Cam Ly—Communications Director of Nokia in Indochina and the Philippines, and Mr. Lai Tien Manh—Deputy Director of T&A Ogilvy, made comments and gave their opinions after each presentation. Then they deliberated among themselves and decided on which teams that would receive the prizes.

All members of the judging committee agreed that the communications product and strategy by Brand Maker-Ceporer Hoc Mon were highly comprehensive and thus deserved the first prize. The second prize went to Co May Man-Hoa Hong Nho Shelter, as the presentation by Ms. Thien, who represented the Shelter, was detailed and clear. Matterhorn Communications-Thao Dan Child Center arrived as the third-prize winner.

Ceporer Hoc Mon, the first-prize winner, was awarded ViiVue's service package worth VND 40,000,000, which would be used for website development and brand building.

Hoa Hong Nho Shelter, which earned second place, was presented with VND 15,000,000 service package by Emerald Digital Marketing. Lastly, Thao Dan Child Center received a voucher for printing services worth VND 5,000,000.

After the event, Ms. Nguyen Tran Hoang Anh—Communications Director of Brand Maker, said, “I’d like to firstly congratulate Ceporer Hoc Mon, and secondly thank the LIN Center for organizing such a meaningful competition, which not only gave different enterprises the opportunity to understand the NPO and NGO communities of Vietnam, but also to make a positive contribution to these organizations.”

The LIN Center would like to congratulate the winning teams. We would also like to express the greatest gratitude to Brand Maker, Co May Man, Matterhorn Communications and Lowe Vietnam for sharing their time and expertise with the participating organizations during the past two months. Regardless of the results, every team was a winner because of the community spirit they showed.

For more photos of the events, please [click here](#).

** LIN Corporate Volunteer Challenge 2012 is an initiative of LIN Center to match advertising companies to local NPOs in order to help them improve their communications skills. From June to August, five teams competed with each other to produce the best communication product and strategy for the NPOs. A judge panel will select the teams that present the most effective outcome. Three winning NPOs will be awarded with communication prizes (including website development, digital marketing, and a printing voucher) which in turn will help them in their fundraising effort; raising public awareness and support for their cause.*

The Challenge is made possible thanks to financial support from The Asia Foundation and in-kind contributions from TBWA Vietnam, Viivue and Event Channel.

LIN Center (Translated by Vu Thi Quynh Giao)

50 212 BỐ MÌNH (46) • 26/9 - 2/10/2012
doanhnhansaigon.vn [17-0]

DOANH NGHIỆP HỖ TRỢ CỘNG ĐỒNG:
Cho “cần cầu” hơn cho “cá”

THANH TRUC

Khái niệm “pro bono service” (dịch vụ miễn phí cho cộng đồng) đến nay đã không còn xa lạ với các doanh nghiệp (DN). Thay vì đóng góp tài chính, DN sẽ hỗ trợ bằng cách thực hiện dịch vụ ấy miễn phí cho một tổ chức phi lợi nhuận. Câu chuyện của những DN tham gia cuộc thi “Thủ tài DN” do Trung tâm Hỗ trợ phát triển cộng đồng LIN tổ chức chính là ví dụ điển hình cho hình thức hỗ trợ cộng đồng khác biệt này.

Vào ngày 7/9, Công ty Brand Maker và Cơ sở Bảo trợ xã hội Học Môn (TP.HCM) đã giành chiến thắng thuyết phục trong cuộc thi “Thủ tài DN”. Có năm đội dự thi, mỗi đội gồm một công ty quảng cáo truyền thông và một tổ chức phi lợi nhuận. Trong hai tháng (từ tháng 6 - 8/2012), ngoài việc chia sẻ kinh nghiệm và giúp nâng cao kỹ năng làm truyền thông cho nhân viên của tổ chức, mỗi DN còn được thi thạc thiết kế một sản phẩm và vạch ra chiến lược truyền thông cho tổ chức đó.

Chi Nguyễn Trần Hoàng Anh, Giám đốc Truyền thông Công ty Brand Maker, chia sẻ cách làm thế nào mà chỉ trong hai tháng, DN có thể tạo ra sự thay đổi.

*** Các công ty truyền thông đương như luôn bàn rộn với các dự án. Đóng lực nào để Brand Maker quyết định danh ra hai tháng tham gia một chương trình không đem lại lợi nhuận cho Công ty?**

Brand Maker xác định việc đóng góp cho cộng đồng là trách nhiệm của DN. Chúng tôi tin rằng, việc giúp đỡ cộng đồng và kỹ năng cho các tổ chức phi lợi nhuận để họ tự giúp mình dài lâu sẽ hiệu quả hơn việc giúp tài chính ngắn hạn. Lúc này, các tổ chức phi lợi nhuận ở Việt Nam hoạt động mang tính tự phát và chưa bền, đặc biệt

trong lĩnh vực truyền thông. Trong khi đó, lĩnh vực này là thế mạnh của chúng tôi, nên việc hỗ trợ để họ biết tự làm truyền thông chuyên nghiệp và hiệu quả hơn về lâu về dài là điều hết sức cần thiết.

Những chương trình như thế này được cả công ty chúng tôi hưởng ứng, vì thế, chúng tôi có thể huy động sự đóng góp của nhiều phòng ban và cả các đối tác. Tuy rất bận rộn nhưng chúng tôi luôn đầu tư đúng mức vào bài dự thi của mình, nhằm mang lại giải pháp hợp lý nhất cho các tổ chức mà chúng tôi hỗ trợ. Đối với khách hàng của Brand Maker hay các tổ chức xã hội, dù có lợi nhuận hay không chúng tôi đều đặt hết tâm sức vào.

*** Theo chi, các tổ chức phi lợi nhuận có thể học được gì từ DN thông qua những chương trình như thế này?**

- Các tổ chức phi lợi nhuận được quản lý bởi đội ngũ đầy nhiệt huyết, tâm tằm, song họ chưa có chiến lược rõ ràng và lâu dài cũng như kế hoạch hoạt động hiệu quả. Hầu hết nhân viên các tổ chức chưa có khái niệm cơ bản về truyền thông và các công cụ truyền thông nên sẽ gặp khó khăn trong việc tiếp nhận và tương tác với cộng đồng về mặt chiến lược.

Qua cuộc thi này, tôi nghĩ các tổ chức sẽ hiểu rõ hơn tầm quan trọng của công tác truyền thông thay vì chỉ chú trọng vào các hoạt động xin tài trợ như trước đây. Họ cũng học được cách xác định tầm nhìn và chiến lược dài hạn, có kế hoạch rõ ràng cho các mục tiêu trong dài hạn thay vì hoạt động tự phát như hiện tại. Ngoài kế hoạch truyền thông, chúng tôi giúp Cơ sở Bảo trợ xã hội Học Môn tạo ra bộ nhận diện thương hiệu tổ chức và một website để quảng bá về mình.

Chi Nguyễn Trần Hoàng Anh (phải) và đại diện Cơ sở Bảo trợ xã hội Học Môn tại lễ trao giải cuộc thi “Thủ tài DN”

*** Bên cạnh hỗ trợ về tài chính, theo chi, các DN có thể hỗ trợ được những gì cho các tổ chức phi lợi nhuận?**

- Theo tôi, tài chính là điều cần thiết nhất, song không giúp được các tổ chức một cách dài hạn. DN có thể giúp họ đưa ra kế hoạch chiến lược, ý tưởng kinh doanh hoặc gây quỹ. Ngoài ra, DN có thể gửi nhân viên tình nguyện đến giúp đào tạo kỹ năng cho nhân viên của tổ chức, vì dù kỹ năng quản lý tài chính, vĩ mô, truyền thông mang xã hội, ngoài ngữ... Có nhiều cách để DN đóng góp cho cộng đồng, không nhất định phải bằng tiền!

*** Xin cảm ơn chi!**

*With the success of this initiative, Doanh Nhân Sài Gòn Weekly Magazine, No 212, on 26/09/2012 had an interview Ms. Nguyen Tran Hoang Anh, Communication Director of Brand Maker, title: **Doanh nghiệp hỗ trợ cộng đồng: Cho “cần cầu” hơn cho “cá”**.*

Please visit our blog to read the full article [LIN's BLOG](#).



*Are you facing a wardrobe/storage space crisis?
Have you ever wished that HCMC had a better recycling system?
Would you like to help people who are less privileged in HCMC?*

This fall LIN is giving a new meaning to the old saying “*One Man’s Trash is Another Man’s Treasure*” by piloting **Second Chance Store!**

Second Chance Store will provide the HCMC community with a way to effectively channel good quality used items to local nonprofit organizations and their beneficiaries. Anyone can donate items, which will be sorted and accessibly priced by the LIN team. All proceeds from our sales will cover operating costs and any additional amount will be invested into LIN’s community programs supporting local not-for-profit and charity organizations.

For the remainder of 2012, LIN will be accepting donated goods at different locations in HCMC. Each month, we will organize one Saturday morning sale. Although anyone can come to purchase items on the sale day, LIN will heavily market the opportunity towards the staff at local not-for-profit organizations (many of whom are volunteers or on low incomes) and the disadvantaged people they support. Given enough interest, LIN will seek a permanent venue to operate the exchange on a regular basis in 2013 and onwards.

Interested in donating items?

✓ **Drop-off locations/schedule:**

- District 1 (Home): 12/4E Nguyen Thi Minh Khai, Da Kao Ward (9am to 5pm, Mon to Fri)
- District 2 (Business): OUT-2 STUDIO, 97B Thao Dien Street, District 2 (9am to 5pm, Mon to Sat)
- District Binh Thanh (Home): 54/3 Le Quang Dinh, Ward 14 (Anytime!)

✓ **Deadline:** We are accepting donations for the pilot program from today through **December 5th**. Our first exchange day will take place on **October 6th**. The last exchange in 2012 will take place on **December 8th**.

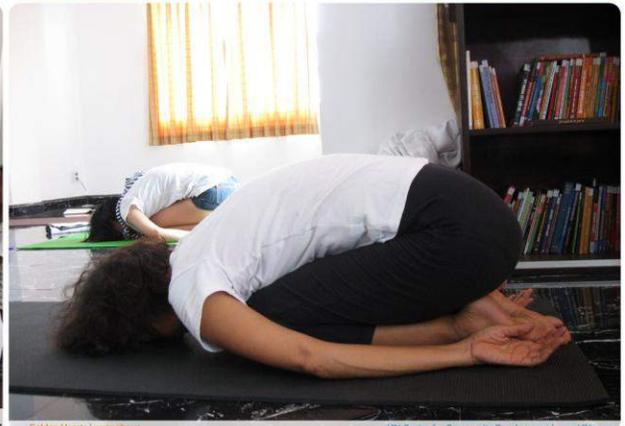
✓ **Acceptable items:** Due to space constraints, and based on needs, we can only accept the following items:

- Shoes and clothing for men, women & children (clean/washed, no stains, tears or missing buttons)
- Bags & accessories
- Small home & kitchen appliances, clean and in working condition (microwave-sized items or smaller)
- Children’s toys (NO stuffed animals) & games (no missing parts)
- English & Vietnamese books (NO outdated textbooks) and educational magazines (e.g. National Geographic) in good condition
- Fabric
- Hangers and clothing racks (for the Second Chance Store)

For more information about donating items, the **Second Chance Store**, locations, or other LIN activities, please contact Ms. Truc at: info@linvn.org or visit www.linvn.org.

NPO Staff Goes Healthy with Yoga Series

Sunday morning on the 23rd of September, seven NPO staff participated in the second yoga class in this year. Below are some pictures of the class.



LIN Center would like to thank Golden Hearts JSC (<http://www.ghs.vn/>) for supporting us and NPO community through this healthy service.

LIN Center

Upcoming Events

Workshop on Gender and Women Issues: models in Vietnam Thursday, 25 October 2012

Background

With the fund from GFCF for the December 2012 grant, LIN Center for Community Development would like to bring an opportunity for local HCMC NPOs to discuss about Gender and Women issues in the Vietnamese context.

The first workshop in 25 September 2012 presented the general context of gender and women issues with the perspective of a researcher/lecturer. In the workshop, we also introduced our Community Grant 2012 on Women Issues for our local NPO partners. In continuing this workshop, LIN brings the second opportunity for NPOs to learn intervention models related to Gender and Women in Vietnam.

Objectives

- To raise awareness and draw attention to the unique challenges that women face in our community;
- To inspire local NPOs to design and implement programs and services that meet the needs in their community;
- To share projects and initiatives related to women issues;
- To inform about Community Grant 2012 for local NPO partners.

Date and time: 08h30 – 11h30 a.m. Thursday 25 October 2012

Venue: We will inform to confirmed participants

RSVP: npo@LINvn.org or call us at (84 8) 38246091

Speaker: Ms. Nguyen Van Anh, MA of Social Sciences and Humanity Foundation Chairwoman – and Executive Director of Center for Studies and Applied Sciences in Gender – Family - Women and Adolescents (CSAGA)



The Third NPO Advisory Group Meeting 2012
Friday, 05 October 2012

Topic: **Fundraising Experience of international and local NGOs**

Objectives: - Introduce fundraising models among INGOs and local NGOs;
- Share fundraising experience in community;
- Inform not-for-profit information in HCMC.

Date and time: **08h30 – 11h30 a.m. Friday 05 October 2012**
(This is an informal meeting with morning coffee provided).

Venue: *We will inform the confirmed participants*

RSVP: npo@LINvn.org or call us at (84 8) 38246091

Local expert: Ms. Do Thi Nhu Tam, member of LIN board of director *(Ms. Tam has over 16 years working at both INGOs and local NGOs in Vietnam)*

Call for Proposals
LIN Community Grant 2012

LIN Center for Community Development is calling for proposals, **up to VND 150 millions**, from local not-for-profit organization (NPOs) who are working with or on behalf of women located in HCMC or nearby Provinces.

Eligibility Criteria:

- Project Location: HCMC or nearby Provinces (BinhDương, Dong Nai, Long An, Củ Chi, Ben Tre, etc).
- Cause: **Womens Issues** - to introduce and/or improve programs and services that address the needs of women in Vietnam
- Timeline: Up to **one (1) year**

The volunteer grant allocation committee, which is responsible for selecting the top three proposals, is looking for projects that meet the following description:

- Responsiveness: Proposals that respond to the needs of women in the community.
- Sustainable/Scalable: Interventions that have the potential to make a long-term impact on the lives of the target beneficiaries beyond the life of the grant.
- Innovation: Proposals that introduce a new initiative or improve upon a non-going initiative will be given priority over projects that are on-going.

The Deadline to submit an application is **5 p.m. 15 November 2012**.

More information at: [Call for Proposal](#). Download [Grant application form](#) (in Vietnamese)

Grant Opportunities for NPOs

The Justice Partnership
Program (JPP)

Call for proposals 5th

The Justice Partnership Program (JPP) is the result of a decision of the Governments of Vietnam, Denmark, Sweden and the European Union to harmonize their efforts to support justice sector reform in Vietnam. **The Justice Initiatives Facilitation Fund (JIFF) is component 3 of the JPP aiming to build the capacity of Non-Government Organizations to contribute to enhancement of awareness of rights, access to justice and to support judicial reforms.** JIFF will call for proposals twice per calendar year until early 2015

Applicants invited to apply include any organization which:

- Is non-government, non-international and not for profit
- Has a Charter, registered for more than one year, and has a bank account operated by more than one signatory.

(Organization applying for small grants or media or research organizations may be waived from some of the above criteria)

Key Support Areas:

All proposals must address at least one or more of the four key result areas below:

1. Popular awareness of the rights and opportunities the law and justice system provide enhanced
2. Access to independent legal advice and aid improved
3. Understanding of judicial reforms enhanced through research
4. Dialogue and information sharing on matters relevant to judicial reforms enhanced

Addressing cross-cutting JPP themes and recognizing JIFF programming to-date, priority consideration will be given to the following proposals:

1. ***Improve access to independent legal advice and aid to vulnerable groups, and/or***
2. ***Enhance understanding of judicial reforms through research; and/or***
3. ***From NGOs based outside of Hanoi***

Type of grants:

1. Small Project Grants and Research Grants less than 280 million VND.
2. Project Grants and Research Grants between 280-700 million VND.
3. Core Funding Grants of up to 2.5 billion VND/year for a maximum of three consecutive years.
4. Technical Assistance and Capacity Development Grants may be available to grantees.

Both hard and soft copy (CD written) of proposal in JIFF forms in Vietnamese, only, and shall be delivered before 17:00, 2nd November 2012, to the following address:

Justice Initiatives Facilitation Fund (JIFF)

Unit 708, 11 Tran Hung Dao, Hoan Kiem, Hanoi

Phone: (04) 39336034/35 | Fax: (04) 39336040

Please visit the JIFF Website at www.jpp-jiff.org.vn to view more information about the selection criteria, application process and to download application forms.

JIFF is to organize Justice Initiatives Outreach and Meetings in on Danang 1/10/2012 and 2/10/2012, Dalat from 4/10/2012 and 5/10/2012, and **Ho Chi Minh City on 10/10/2012 and 11/10/2012** to meet with organizations individually to assist with further information and proposal writing. Request for meetings should be made to JIFF five (5) days before the date. Please confirm your interest by emailing to info@jpp-jiff.org.vn or calling to 0904233923.

Call for Proposals from Bill & Melinda Gates Foundation

The Bill & Melinda Gates Foundation is now accepting grant proposals for Round 10 of Grand Challenges Explorations, an initiative to encourage innovative and unconventional global health and development solutions. Applicants can be at any experience level; in any discipline; and from any organization, including colleges and universities, government laboratories, research institutions, non-profit organizations and for-profit companies.

Two-page grant proposals are being accepted online until November 7, 2012 on the following topics:

- * Labor Saving Innovations for Women Smallholder Farmers
- * New Approaches in Model Systems, Diagnostics, and Drugs for Specific Neglected Tropical Diseases
- * New Approaches for the Interrogation of Anti-malarial Compounds
- * Aid is Working. Tell the World.

Initial grants will be US \$100,000 each, and projects that show promise will have the opportunity to receive additional funding of up to US \$1 million. Full descriptions of the topics and application instructions are available at: www.grandchallenges.org/gce

To learn more about the Grand Challenges Explorations program and the Grand Challenges in Global Health program, view our Interactive Map that gives information on 813 grants that have been awarded for projects in 49 countries:

www.grandchallenges.org/Pages/GrantsMap.aspx



STARS Foundation's \$100,000 Unrestricted Funding through Impact Awards

The STARS Foundation has announced its annual [funding](#) opportunity through its Impact Awards 2013 which provides \$100,000 of unrestricted funding and technical support to NGOs across Africa-Middle East and Asia-Pacific working in areas of Health, Education, Protection, WASH (Water, Sanitation and Hygiene) and focused on helping disadvantaged children.

The main Impact Award will be given to four winners per region (one each in Health, Education, Protection and WASH). This bespoke package will consist of:

- \$100,000 of unrestricted funding
- A bespoke package of consultancy and PR support
- Media [training](#)
- A portfolio of high quality photos
- A film that showcases their work
- A week in London for a representative to receive the Award and meet potential partners

In addition, smaller Awards of different sizes will be made at the discretion of STARS' Board of Trustees for the Runners Up and Rising Stars which include unrestricted funding, a bespoke package of consultancy, and PR support and a portfolio of high quality photos that showcases their work. Rising Stars will in particular be encouraged to be part of a STARS initiative around accelerating their development as outstanding grassroots organisations that demonstrate potential.

Each organisation will also benefit from the [opportunity](#) to work together with STARS for up to one year to promote their plans to other donors and seek to raise additional funding.

Locally registered [organizations](#) in the countries of Africa, Middle East and Asia and Pacific (including Vietnam) are eligible to [apply](#) for this funding opportunity.

The deadline to submit applications is **12 November 2012**. For more information, visit this [link](#).

Donors' Corner



DID YOU HEAR?

In these past four week, LIN partnered with [OneVietnam](#), to connect the Vietnamese Diaspora and engage all people in supporting the community development in Vietnam.

LIN participated in OneVietnam's first online

fundraising challenge. We needed to raise any amount of money (even USD \$1) from at least 50 unique donors to be awarded an on-going spot to fundraise for our projects on the OneVietnam website. Moreover, the money that we raise will be used to advance our mission to narrow the gap in HCMC and build the capacity of those individuals and organizations who are endeavoring to address the needs in the community.

As a result, we not only met the requirements of the first challenge but surpassed the 50 requirement. On OneVietnam, LIN was also recognized as one of the Top Performing Organizations.

We raised a total of **\$1,158**

We received donations from a total of **76 donors**

These **funds will go** towards helping us fund:

- One-on-one consultation for NPOs
- A workshop on succession planning,
- A roundtable discussion for NPO staff to discuss raising funds as an INGO vs. a local NPO
- An online community portal for NPOs

LIN would like to thank the donors a BIG FAT thank you and remind you that all of this would not be possible without your help. We hope that you'll continue to follow our updates, donate and spread the word.

Support for LIN here: <http://www.OneVietnam.org/lincenter>

NPO Resources

How to convene a focus group

(Resource from [How to convene a focus group](#) with the acceptance of Richard Male and Associates- RMA)



In the early stages of program development. It's natural to keep the brainstorming in-house. But as the program idea grows, flourishes, and begins to take on a life and a name, it may be time to bring in a focus group.

Typically made up of 6-12 people with diverse backgrounds, a focus group can help you determine if there is a market for your new program and give you an understanding of what your target market

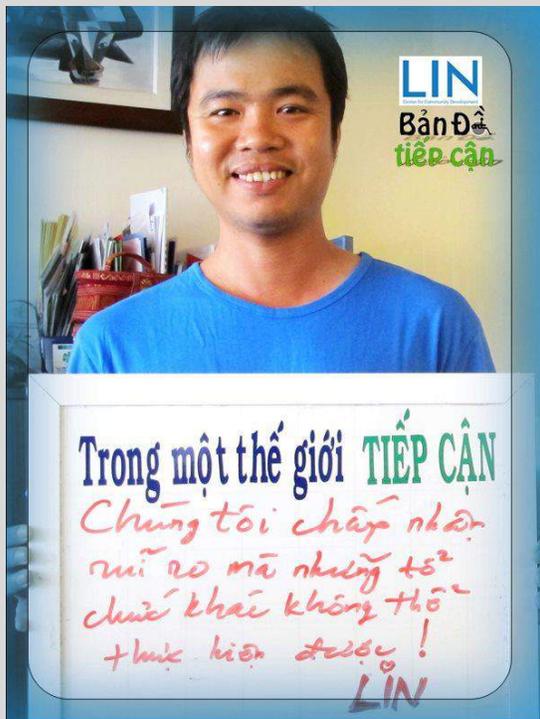
is. Although most focus group discussions and interviews are informal, you should always have a series of important questions to ask that will help keep discussion flowing in the right direction.

Here are some tips on working with focus groups:

1. Use the focus group when you are testing out a new program, service, or product or when you want to evaluate the results. These are two situations when a focus group could be valuable to your organization.
2. Make sure you plan ahead. This is a critical step in the process and will pay great dividends. Plan out who will be attending the group, what the key questions and content areas are, how the group discussion will flow, and what the appropriate setting will be.
3. Actively try to get the "right" mix of people in your focus group. Keep the group size to 6-12 people and screen these individuals to make sure they represent diverse viewpoints around the selected topic area.
4. Avoid interviewing friends who will form a clique. If you see that they are close friends when you begin the group, try to separate them out.
5. Questions should be open-ended, unstructured and used to draw people into a discussion. Make sure you limit the total number of questions to no more than a dozen.
6. If you have a quiet person in the group, take a break, pull them aside and either solicit their opinions or encourage them to speak up in the group.
7. Hire a skilled moderator who will convene the group, ask the questions and keep everyone focused. The moderator should be able to draw out the group and also be a great listener.

8. Have an objective observer sit with the group to monitor the group dynamics and keep notes on the reactions and responses of the group. (In settings where you have the luxury of a one-way mirror, have that person sit behind the mirror and observe the process.)
9. The focus group should last from 90-120 minutes. Keep the group on topic, and be very clear to begin and end on time.
10. Once the focus group is finished, have the moderator and observer get together and compose an analysis with recommendations within one week of the focus group session. You want to have a quick turn-around time to make sure the information is fresh and current.

LIN welcomes new member



Ton Tho Dang Khoa, is on-going study social worker at HCMC Open university. Khoa used to work in an event company, a dynamic environment.

After leaving this field, Khoa participated in charity activities of many organizations; however, Khoa has always wanted to have a chance to work on community development.

Dang Khoa's role as as PAS account coordinator in the LIN team will help Khoa access a whole new perspective on Vietnam's community development. .

NPO Networking

Be Yourself and Empower Others



On September 9, along with two other LIN staff members, I got the opportunity to attend an LGBT Drama called “Được là chính mình” performance at the Opera House.

The dancers’ graceful movements depicted the internal struggle of a member of the LGBT community. A woman is confronted by two distinct gender model types that we are familiar with in our society. The person is conflicted and confronted by two distinct gender role; one choice will bring them acceptance in society and the other is in fact who they are. As she violently toggles between both genders, she is reluctantly drawn to the male gender.

The show continues to depict the daily struggles of members in the LGBT community. At the end, you and the individual come to the end of the journey, seeing that only by being yourself can you achieve true happiness.

At the end of the performance, many sniffles could be heard echoed throughout the Opera House. The audience was asked to share thoughts and an awkward silence filled the Opera House until one courageous woman stood up share how the show made her feel and her own struggles being part of the LGBT community. I was extremely touched by her courage, and her words.

Then the show ended with an ending note from a representative who proceeded to share two anonymous stories. The first story was about a transgender who was dragged out in the middle of the night by their father who proceeded to cut away their hair. The second story was about a boy who remembers his mom smothering garlic all over him hoping to dispel him of impurity. He had no choice but to pack a small bag and run away. As he was being chased, he lost one of his shoes and bought a one way ticket to Ho Chi Minh City. When he arrived in Ho Chi Minh City, he “had two perfectly good feet but with only one lonely shoe.”

Then, the representative reached out to the audience and visually explains “when one is pulled up, he needs to let out the other arm and help support someone else.”

One Staff member said *“Even with my poor level of Vietnamese language skills, I was deeply moved by the performance and the sharing. It really got to the core of the struggle for self-understanding and societal acceptance better than anything else I have ever experienced first-hand.”*

Another Staff member said *“Thông điệp của buổi diễn rất hay và mang đậm tinh thần hỗ trợ, tương thân tương ái cùng nhau vì cuộc sống của tất cả mọi người bất kể họ là ai trong xã hội này. Thay mặt đội ngũ LIN, xin chúc mừng ICS và hy vọng sẽ được tham dự những hoạt động của ICS trong thời gian tới.”*

The performance was beautiful and simple depiction of the struggles of members of the LGBT Community.

Diane Nguyen

(LIN Communication Volunteer)



TRAINING COURSE ON PROJECT MANAGEMENT

1. COURSE INFORMATION

Time : 24 – 27/10/2012

Morning: 08h00 – 11h30; Afternoon: 13h30 – 17h00

Venue: Ton Duc Thang University

**98 Ngo Tat To St., Ward 19, Binh Thanh Dist.,
HCMC**

Language: Vietnamese

Trainer: Dr. Le Dai Tri

2. TRAINING FEE

410,000 VND/ day (Including: documents, study equipments; tea-break).

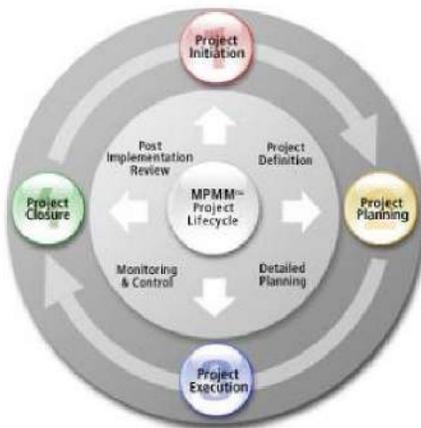
Certificate of completion fee: **150,000 VND**

Local social staff will be discount 20% tuition (excluding certificate).

3. AIMS AND OBJECTIVES

After the training course, participants will be able to:

- Describe basic definitions including: project cycle management, based-on result management. Listing managerial functions and project management tasks.
- Build project strategic plan and implement plan on logical frame.
- Describe essential principles in implementing project.
- Develop monitoring plan– evaluatie and use tools for collecting information to monitor and evaluate the project.



FOR ENQUIRIES AND REGISTRATION, PLEASE CONTACT:

Social Development Training Center – Ton Duc Thang University

Room B009, Nguyen Huu Tho Street, Tan Phong Ward, District 7, HCMC

Ms. Yen – 0977 357 037

Or Mr. Bao - 093 797 5445

Tel: (08) 2242 6789 – Fax: (08) 3775 5055

Email: sdtc@tdt.edu.vn or
dangthiphien@gmail.com

Website: <http://sdtc.tdt.edu.vn>

Deadline for registration: 17/10/2012

SOCIAL DEVELOPMENT TRAINING CENTER - TON DUC THANG UNIVERSITY

Nguyen Huu Tho St., Tan Phong Ward, Dist. 7, HCMC, Viet Nam
Tel: (+84 8) 2242 6789 - Fax: (+84 8) 3775 5055

Email: sdtc@tdt.edu.vn
Website: www.sdtc.tdt.edu.vn