Partnerships in grantmaking

TNS Vietnam
21 October 2010
Ms. Pavithra Ram, Public and Social Research
Topics of discussion

- TNS as grant makers - Partnerships - TNS, other Kantar companies and UNICEF

- Future plans - Vietnam context
Since 2005, TNS has partnered with UNICEF, through the global fund-raising programme TNS Imagine.
Now, the partnership includes other Kantar companies-still under one global program initiative.

All aspects of grant-making: fundraising, monitoring etc to be done as one.
"In our Western lives it's often difficult to understand what it's like for people who live in genuine poverty. On this trip, I want to reflect on this and learn more about how we can truly make a difference to the children we support."

"I often receive questions from co-workers about how we're helping in Malawi, so I'm looking forward to seeing our project in person. I want to share with colleagues how the Corners are positively impacting on the people and children we meet."
The Vietnam context...

As Vietnam moves towards becoming a middle income country, Foreign Aid will reduce – but is the country ready for this?

### What has changed over the years?

<table>
<thead>
<tr>
<th>Location</th>
<th>VC-2006 (n=1000)</th>
<th>VC-2006 (n=2000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VC-2008 (n=1000)</td>
<td>44 (21)</td>
<td>10 (5)</td>
</tr>
<tr>
<td>VC-2006 (n=2000)</td>
<td>36 (20)</td>
<td>10 (5)</td>
</tr>
<tr>
<td>HCMC VC-2006 (n=300)</td>
<td>39 (13)</td>
<td>13 (6)</td>
</tr>
<tr>
<td>HCMC VC-2006 (n=600)</td>
<td>29 (14)</td>
<td>18 (7)</td>
</tr>
<tr>
<td>HANOI VC-2006 (n=300)</td>
<td>58 (21)</td>
<td>20 (6)</td>
</tr>
<tr>
<td>HANOI VC-2006 (n=600)</td>
<td>40 (17)</td>
<td>20 (6)</td>
</tr>
<tr>
<td>DANANG VC-2006 (n=300)</td>
<td>54 (16)</td>
<td>13 (4)</td>
</tr>
<tr>
<td>DANANG VC-2006 (n=400)</td>
<td>36 (12)</td>
<td>16 (4)</td>
</tr>
<tr>
<td>CAN THO VC-2006 (n=300)</td>
<td>30 (11)</td>
<td>13 (4)</td>
</tr>
<tr>
<td>CAN THO VC-2006 (n=400)</td>
<td>39 (16)</td>
<td>16 (4)</td>
</tr>
</tbody>
</table>

### Our main fears in life 1st rank

- Not a great change compared with 2006.
- Although, we have become even more worrisome over family health.

- Health of my family
- Unemployment
- Crime
- Natural disaster
- Development career / advancement
- Child/children’s future
- Personal health
- Financial stability
- Terrorism / War
- Development career / advancement
Importance of getting the private sector involved...

...but key barriers include:

- Lack of awareness on how to partner with grant seekers (more than just charity)
- Unsure of effectiveness of donations
- Lack of feeling responsible - too many causes, too many NGOs
- ROI?
The public sector point of view

- No data on reasons for private sector interest in partnerships
- Changing the charity approach to a partnership approach
Need for…

- Common agenda among different public sector stakeholders to identify what they want from public-private partnerships

- Data on existing public-private partnerships (mapping of private sector involvement)

- Information on ROI
Imagine all the people, sharing all the world…

Thank You

Please note that all images used in this document are for internal purposes only and are not being sold or reproduced for commercial purposes. Some of the images may be subject to copyright.