

Partnerships in grantmaking

TNS Vietnam

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in aid of

unicef 

Topics of discussion

- TNS as grant makers- Partnerships-TNS, other Kantar companies and UNICEF
- Future plans- Vietnam context



Kantar, TNS and UNICEF



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

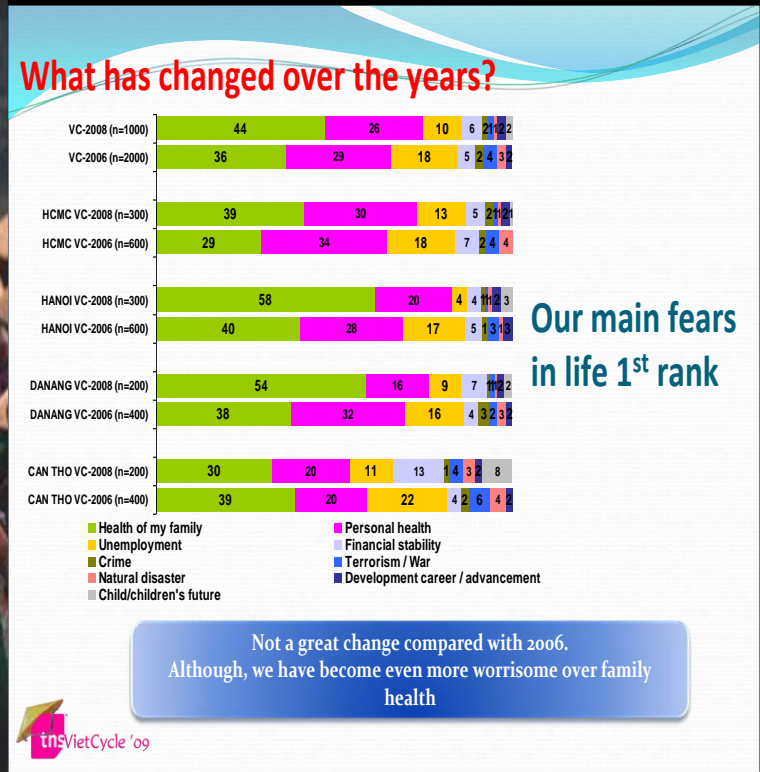
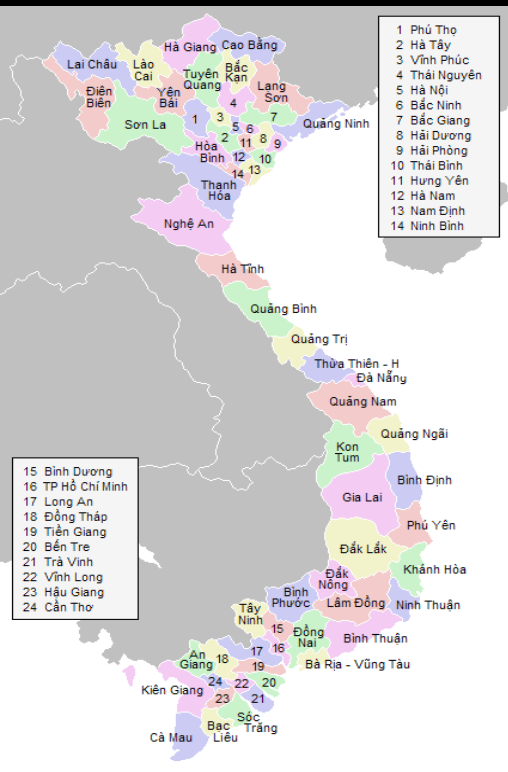


All aspects of grant-making: fundraising, monitoring etc to be done as one

"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."

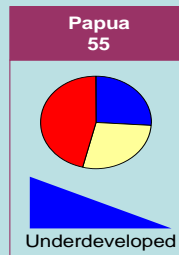


As Vietnam moves towards becoming a middle income country, Foreign Aid will reduce – but is the country ready for this?

Importance of getting the private sector involved...

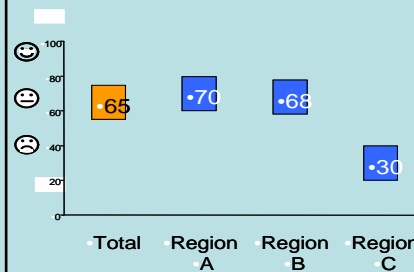
Mind-set Barometer

Mental state and adopted behavior across regions as well as specific stakeholder segments



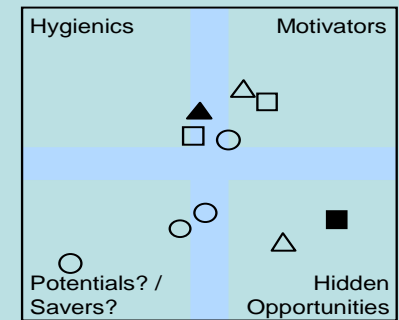
Program Effectiveness Index

One number score that measures performance across segments and time



TRI*M Grid

Identification and prioritisation of activities for action



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...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



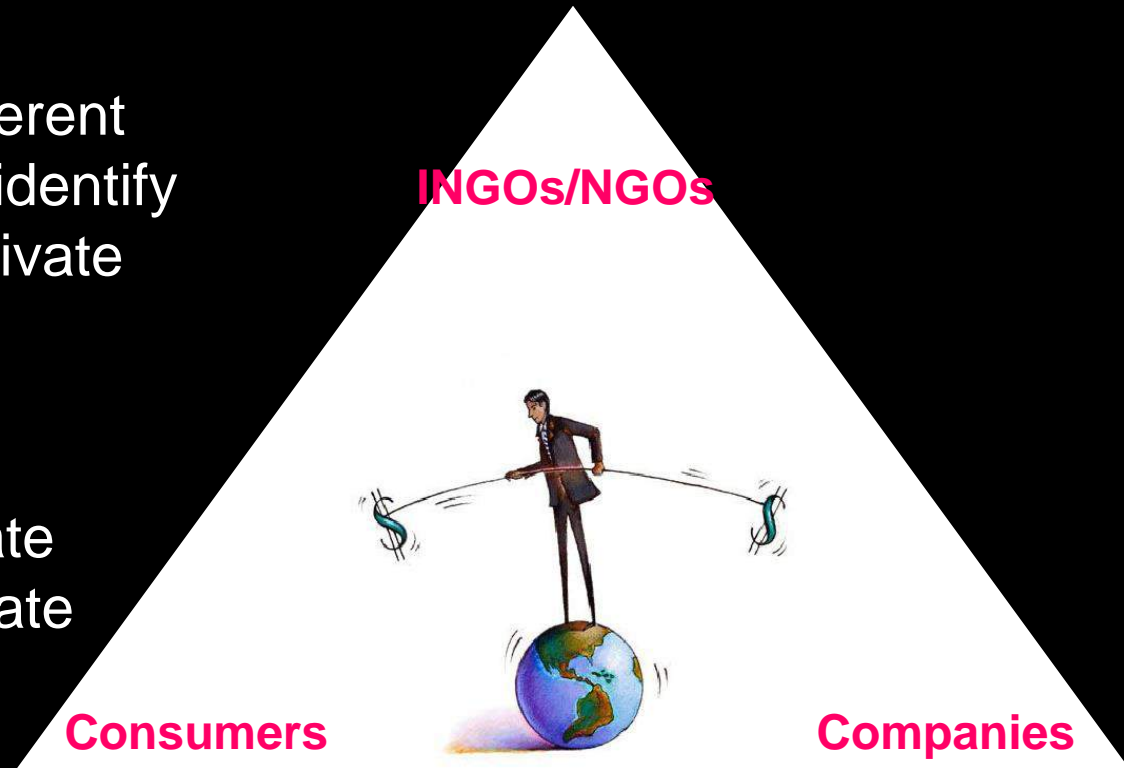
- No data on reasons for private sector interest in partnerships
- Changing the charity approach to a partnership approach

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