



CONNECT to people who care about our city

SUPPORT organizations making HCMC a better place to live



This September, FOCUS on Helping Disadvantaged Children



Narrow the Gap Fund: Helping Local People Meet Local Needs

Summer 2013: Focus on Children
Information for Corporate Donors



LIN Center for Community Development

The LIN Center for Community Development 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.

Legal Status

The LIN Center for Community Development (LIN) is a Vietnamese, non-governmental and not-for-profit organization (pursuant to Decision No. 741/QD-LHH, 26 May 2009 by the Vietnam Union of Science and Technology Associations and Registration No. A-840, 29 June 2009 by the Ministry of Science & Technology).

LIN – Listen, Inspire, Nurture

LIN's Mission

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

Helping Local People Meet Local Needs.



Fund Introduction

Have you ever seen a problem in HCMC and wanted to do something about it?

Are you looking for a meaningful and effective community engagement project for your company/staff?

Do you wish to increase your brand visibility and customer loyalty on the local market?

Fund Introduction

The **Narrow the Gap Fund** is a chance to join forces with people and companies who care about our city and want to make it a better place.

The **Narrow the Gap Fund** supports local not-for-profit organizations (NPOs) tackling the most pressing problems in HCMC.

This summer, 100% of the Fund will go to organizations working with vulnerable children.



Why children?

1. “There is no finer investment for any community than putting milk into babies.”

Winston Churchill

2. Children’s issues were voted in by the guests of Narrow the Gap 2012 as the focus for Narrow the Gap 2013.

3. So many social problems affect thousands of children in Vietnam and HCMC. By coming together we have a better chance to address these problems.

[Click here for statistics on children’s issues in Vietnam](#)



Why should you support the Fund?

The Narrow the Gap Fund offers collaboration between many parties **to multiply the effect of every donation** so we can begin **addressing the root causes of social problems**. The Fund also invests in the development of local not-for-profit organizations, making sure that programs will be **more sustainable and more effective in the long term**.

Strategic Investment in Projects & People!



Long-Term Approach to Community Development!

Benefits to Donors

- 1. Expertise** – You receive support from an organization with years of experience in grantmaking and philanthropy advise in HCMC.
- 2. Effective management of funds** – LIN team monitors and regularly reports on all pooled donations including annual audit.
- 3. Convenient infrastructure** – LIN takes on all the administrative tasks making your grantmaking process streamlined and easy.
- 4. Brand Visibility** – The Fund is promoted to over 3,000 LIN contacts over email and social media; it will be featured in at least 5 media sources and community newsletters; at least 200 people will attend the Fund’s offline event in September.
- 5. Choices** – Donors are offered multiple options and opportunities for contributing and for staff engagement.
- 6. Good governance** – LIN is governed by a voluntary Board of Directors and Advisors and submits to an annual, external audit by Ernst & Young.
- 7. Peer networks** – Connection to a community of donors who share a similar vision.



How does the Fund work?

STEP 1: We collect donations from any individual or company in HCMC willing to help. We aim to raise **\$15,000** in July and August.

STEP 2: We invite the not-for-profit organizations to submit their project ideas to us. A board of experts selects **5 best project ideas** (July)

STEP 3: You and other city residents vote online to choose **3 best projects** (August)

STEP 4: You and other city residents come together at a **fun offline event**, meet the organizations running the 3 best projects and determine how the Fund will be distributed among them.

After the event, LIN prepares grant agreements, transfers the Funds and monitors the projects. LIN sends 6-month and 1-year progress reports on the projects to everyone who contributed to the Fund.

How can your company partner with NTG Fund?

- Make a financial contribution to the NTG Fund. We accept contributions by bank transfer and in cash.
- Donate in-kind to support NTG Event in September (click [here](#) to see the Event Sponsorship details)



Partnership packages*

1. Platinum Sponsor (\$3,000 and over)
2. Gold Sponsor (\$1,000 - \$2,999)
3. Silver Sponsor (under \$500 - \$999)

* The packages refer to the value of both cash and in-kind contributions





Platinum Sponsor

- Large size logo on all printed promotional material (poster, flyer, backdrop, standee, event handout, tickets)
- Large size logo and *Main Sponsor* mention on all online promotional channels (LIN website and social media channels, LIN E-Newsletter reaching over 3,000 people event promotion platforms (e.g. citynetevents), online mass media platforms, online community groups (e.g. An Phu Neighbors), etc.)
- *Main Sponsor* mention in all the mass media announcements (after sponsorship is confirmed)
- Live *Main Sponsor* mention on stage and in PP presentation at September offline event
- Large size booth space at September offline event and Door Gift option (if needed)
- Fifteen (15) VIP invitations to the September offline event
- Invitation to a Donor reception before the September event
- Invitation for 2 staff to sit on Grant Selection Committee
- Site visits to the three winning organizations for the company's staff
- Valued at \$3,000 and over



Platinum Sponsor

Event Backdrop

Event Poster

LIN NARROW THE GAP
Center for Community Development

Would you like to meet people like you that are trying to make a difference?

Do you want to connect with others in a fun and meaningful way?

Would you be excited if you won cool prizes?

Your Logo Here

CONNECT
donors who care with causes that matter

DISCUSS
the most pressing issues currently affecting HCMC

UNITE
and contribute to establishing HCMC as a great place to live

SHARE
your current projects and ideas with others

PRE-EVENT TICKETS NOW AVAILABLE
NPOs 100.000VND / Public 200.000VND

TICKETS AT THE DOOR
NPOs 200.000VND / Public 300.000VND

Entrance fee includes refreshments

To register for this event, please contact info@LINvn.org | 08 3824 6091 | http://bit.ly/LINEvent_EN

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Gold Sponsor

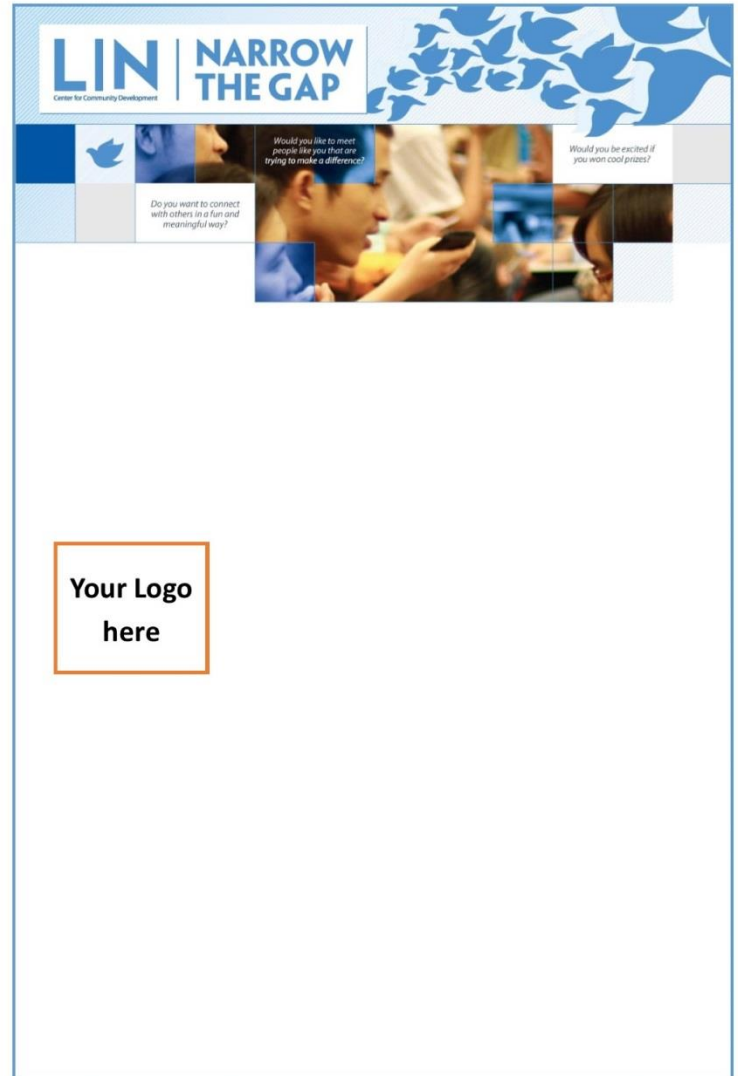
- Medium size logo on all printed promotional material (poster, flyer, backdrop, standee, event handout, tickets)
- Medium size logo and *Sponsor* mention on all online promotional channels at the top of the list (LIN website and social media channels, LIN E-Newsletter reaching over 3,000 people, event promotion platforms (e.g. citynetevents), online mass media platforms, online community groups (e.g. An Phu Neighbors), etc.)
- *Sponsor* mention in all mass media announcements at the top of the list (after sponsorship is confirmed)
- Live *Sponsor* mention on stage at the top of the list and in PP presentation at September offline event
- Medium size booth space at September offline event and Door Gift option (if needed)
- Ten (10) VIP invitations to the September offline event
- Invitation to a Donor reception before the September event
- Invitation for 1 staff to sit on Grant Selection Committee
- Site visits to one of the three winning organizations for the company's staff
- Valued at \$1,000 - \$2,999



Gold Sponsor

Event Backdrop

Event Poster





Silver Sponsor

- Small size logo on all printed promotional material (poster, flyer, backdrop, standee, event handout, tickets)
- Small size logo and *Sponsor* mention on all online promotional channels (LIN website and social media channels, LIN E-Newsletter reaching over 3,000 people, citynetevents, online mass media platforms, etc.)
- *Sponsor* mention in all mass media announcements (after sponsorship is confirmed)
- Live *Sponsor* mention on stage and in PP presentation at September offline event
- Opportunity to distribute brand promo materials (flyers, testers, etc.) at September offline event (if needed)
- Five (5) VIP invitations to the September offline event
- Invitation to a Donor reception before the September event
- Valued at \$500 - \$999



Silver Sponsor

Event Backdrop

Event Poster

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Your Logo

LIN's Track Record: *Results Speak Louder Than Words*

NTG Fund in numbers

- In 2009 – 2012, **VND 767,858,600 (over \$ 36,500)** distributed to **30 projects** of local not-for-profit organizations. **Over 1,000 disadvantaged people** in our city have received help through these projects.
- LIN currently works with **over 100 local not-for-profit organizations**.
- In 2012 alone, **83 corporate and individual donors** received philanthropy advice from LIN.



Who supported the Fund in the past?

A big thank you to GFCF to all our sponsors





Testimonials

5 Gio Sang (2010 and 2012 Grantee) - “Our organization has ‘grown up’ and is becoming more independent every day... Such professionalization is an aggregate result of LIN grants that helped us implement our ideas and ‘learn-by-doing’, along with the many complementary services, including training, networking and skilled volunteer matching, which LIN has provided to 5 gio sang. When we are transparent, committed to a cause and organize quality activities, people will be happy to make a financial contribution. That’s really one thing we learned from LIN...”

Sarah Jubb, Charity Cabaret Committee Member (2010-2013 Donor) - "...LIN made the process of grantmaking very simple... we had one point of contact who could help us to ensure that the outcome of our grant was what we expected.“

Vu Nhat Tan (2012 Volunteer matched by LIN with DRD nonprofit organization) - "I’m very happy to have had a chance to work with DRD’s staff members, who are friendly, enthusiastic and devoted. This project is not only an opportunity for me to do some meaningful work to the community but also a way to improve my awareness about social problems which I’ve neglected under pressures of life. I’m really thankful to LIN Center for this opportunity to help others and myself!"

Contact us

To donate to the Narrow The Gap Fund go to
<http://lincenter.wordpress.com/donate-as-a-company/>

For questions or more information contact us at
narrowthegap@linvn.org

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End of presentation

The NTG Event

- Proposed Date & Time: September 14 or September 15, 9am – 12pm
- This year it will be **the third time** the NTG Event is organized.
- The event will bring together **over 300 residents of Ho Chi Minh City** including representatives of local and foreign businesses, media agencies, diplomatic missions, and staff of international organizations.
- Every year, announcements about the NTG event reach **over 3,000 people in Ho Chi Minh City** via online and media sources.
- All the NTG Fund and NTG Event sponsors are invited to a **private Reception** which offers a unique opportunity for the donors to meet their like-minded colleagues and make new business partnerships.



The NTG Event Agenda

Activity	Description
Guest Registration (ongoing)	The event will be of an open doors type. All the activities will be ongoing and the guests are invited to come and leave at the time convenient for them. This format was chosen to accommodate the guests who may come with children.
Information Booths by local not-for-profit organizations (ongoing)	The local not-for-profit organizations helping disadvantaged children will be invited to set up booths to display information about their programs via printed materials and photo and video displays. Each booth will be manned by two staff members from that organization.
Fund voting stations and video presentations of the three competing projects (ongoing)	During the event the guests will be invited to vote for one of the three top projects helping disadvantaged children. The three projects will be preselected by the Fund Review Committee and the online public vote. Each of the projects will have a promotional video broadcasted in a loop during the event. The vote will determine how the Fund will be distributed between the three top projects.
Networking Bingo Competition (once every hour)	Bingo is designed to encourage networking amongst the event guests and features questions about the participating NPOs. The three people completing the Bingo first will receive prizes.
Activities for Adults (ongoing)	Adult guests may try their luck at LIN's Raffle/Lucky Draw; contribute to the Pay It Forward Donation Box (which will allocate game entry to low-income guests); test their knowledge in a Trivia Game and/or agility in a carnival type game.
Stations for Children (ongoing)	Stations will include Balloon Animals booth, Photo Booth, Painting corner, and several teambuilding games prepared by the staff of local NPOs.
Handicrafts Booth (ongoing)	The Booth will be offering for sale the items made by the children who receive support at the local NPOs.
Refreshments (ongoing)	Finger food and soft drinks. No alcoholic drinks will be served because the event is designed for people with children.



NTG Event Sponsorship

To lower the administrative costs, LIN is seeking the following types of in-kind contributions:

- Donated food & beverages for workshops for not-for-profit organizations and the Narrow the Gap Event in September
- Raffle prizes (e.g., vouchers for hotels/restaurants/spas/salons/travel and other services, retail products such as clothing, accessories, cosmetics, jewelry, etc.) to help attract guests and raise additional funds during the Event
- Event venue for Narrow the Gap (a centrally located site with capacity up to 500)
- Advertising and event promotion services, both online and offline platforms
- IT expert to advise and/or support development of an online public vote function
- Graphic designer to support development of attractive communication materials
- Professional translation services (English – Vietnamese and vice versa)
- Color printing for communication materials (i.e., tickets, brochures, standees, banners)
- “Pay It Forward” (Buy Tickets to the NTG Event for Low-Income Residents and their Children)

If your company is interested in providing in-kind support to the NTG Event, please contact us at event@linvn.org and fill out the [NTG Event Sponsorship Form](#)

Photos from NTG Fund in December 2012 Focus on Women



Photos from NTG Fund in December 2012 Focus on Women



Photos from NTG Fund in December 2012 Focus on Women



[Click to go back to the main presentation](#)

Why Children?

- Only two out of five children (40.1 per cent) between 1 and 2 years of age have received all recommended vaccinations.
- In Viet Nam, every year approximately 1,100 children under five die of diarrhea linked to poor water, sanitation and hygiene.
- 1.2 million children are living with disabilities.
- According to studies by VHLSS and MICS, one third of children under 16 can be identified as poor.
- Migration flows within Viet Nam are dominated by young people aged 15-24 years old. Young migrants tend to migrate to mainly urban areas.
- The average age of victims of child sexual abuse is 12 years old. Between 2003 – 2008 it was estimated that 14% of sex workers were under 18 years
- Between 9-24% of children believed to be engaged in some form of child labor
- 12% of children do not have their births registered
- 8% of all children aged 0-15 live in a household in which the head caregiver is unable to work. This indicator of disparity is, contrary to most in Viet Nam, worse in urban areas and the report suggests this may be due to the old age and/or disability of many urban household heads.

Source: UNICEF

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main presentation**