

LIN Center for Community Development

2010 Annual Report

Helping Local People to Meet Local Needs

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A. LIN's First Full-Year: Growing & Learning

In the middle of 2010, the LIN Center for Community Development celebrated the completion of its first year in operation. This annual report, illustrates how LIN's programs have developed since our first, partial year of programs and services were introduced to the community in August 2009. We've made some important adjustments: expanding programs that were well received by the community, removing programs that were not in demand and introducing new programs to address the needs of a growing number of individuals and organizations who are working to strengthen the community in which we live and work.

Below is a brief overview of our support to NPOs, Volunteers and Donors in 2010, which will be elaborated upon in the pages that follow:

Support to Local Not-for-Profit Organizations

- 27 grants (valued at over VND 362 million/ USD \$18,596)
- Facilitated 4 grants by other donors (valued at VND 394 million/ USD \$20,205)
- Established *new* partnerships with 27 NPOs (56 NPO Partners by end Dec 2010, 58 partners by end January 2011)
- Organized 11 Workshops for 142 NPOs and 318 participants
- Disseminated 12 newsletters – VN & EN (increased subscriptions from 660 to 1300)
- Co-hosted networking and information sharing events for the NPO community

Support to Skilled Volunteers

- Organized a nationwide Volunteer Stories competition
- Hosted 7 workshops/events for Volunteers and prospective volunteers
- Matched 6 Skilled Volunteers with 5 NPO Partners
- Recruited 48 Skilled Volunteers offering technical support to our NPO Partners
- Recruited 46 Volunteers to support LIN's programs & operations
- Supported the establishment of the HCMC Volunteer Network (HVN) - 7 meetings
- Collaborated with 12 NPOs on International Volunteer Day to celebrate and promote Volunteerism - 400 participants
- Published 10 newsletters for Volunteers (increased subscriptions from 150 to 600)

Support to Philanthropists

- Hosted 2 Donor Clubs (2 grants, valued at VND 15.3 million)
- Advised 2 individuals, 1 group & 3 companies (9 grants = VND 534.5 million)
- Introduced a fiscal sponsorship service & provided other support services to prospective philanthropists
- Organized the 1st *HCMC Grantmakers' Forum* (21/10/2010) – 62 participants
- Hosted a roundtable for grantmakers with Dr. Charles Bailey, Ford Foundation
- Conducted an online survey of individual giving habits (200 respondents)

Fundraising

Thanks to a solid group of forward thinking, generous individuals, companies and international organizations, in 2010 LIN raised USD \$76,350 in support and revenues (including both restricted grants and unrestricted donations). We also received considerable in-kind support for our programs (valued at approximately USD \$74,000). While our fundraising focus has been Vietnam, LIN established relationships with two US based fiscal sponsors - Give2Asia and GlobalGiving Foundation – to raise additional funds overseas. The

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decision paid off in April, when LIN won third place in GlobalGiving's Online Giving Challenge, which landed us a cash prize of USD \$3,000.

Communications

Our marketing and communications activities got off to a slow start in 2010; however, with support from the LIN Board, from skilled professionals and individuals in our network, our programs and services began to attract new interest from the local media, professional and community blogs as evidenced by the rising number of online and print articles as well as increased activity on our website and other social media platforms.

Human Resources

The end of 2010 was full of highs and lows in terms of human resources. We had to say goodbye to one staff member and two founding board members, who were all three so instrumental to the design and launch of the LIN Center in 2009. To fill the gap, we hired a new staff member as Office Manager-cum-Volunteer Coordinator, promoted one staff member and invited two new members to join the LIN Board of Directors and Advisors. While we are excited about the team that is now running and overseeing LIN's work, we will miss our original cast members.

This annual report includes details about these and other accomplishments, it recognizes the people that contribute to our work, and it provides important details such as our financial statements to ensure accountability of our operations.¹ In addition, this report provides a preview of LIN programs and services planned for 2011.

Thank you for your interest in the work that we are doing at the LIN Center for Community Development. Our programs are only possible with the support and involvement of people like you, who show true concern and a strong desire to make a difference in our community.

Sincerely,



Nguyen Tran Hoang Anh
Chairwoman, Board of Directors and Advisors
LIN Center for Community Development

¹ LIN's 2010 financial statements are not audited. However, LIN is now engaged in a project that is funded by Irish Aid, which will allow us to audit our 2011 programs and services at a greatly reduced rate. We are thrilled to be able to work with Irish Aid on this program and offer the same opportunity to a voluntary group of NPO partners.

B. About LIN

The LIN Center for Community Development (LIN) is a Vietnamese, non-governmental and not-for-profit organization, which was established (pursuant to Decision Number 741/QĐ-LHH, 26 May 2009 by the Vietnam Union of Science and Technology Associations and Registration Number A-840, 29 June 2009, by the Ministry of Science & Technology) with the following mission and vision:

Mission

To foster a culture of philanthropy and social responsibility in Vietnam while supporting local not-for-profits by providing technical, management and financial support to help in their efforts to promote equal access to opportunities.

Vision

LIN was formed with a vision to make a difference by promoting equal opportunities for all members of Vietnamese society

Note: While most attention to charitable work and poverty alleviation in Vietnam has focused on rural poverty, the goal of LIN is to tackle increasing urban poverty and inequality. Our model is based on local not-for-profit organizations and philanthropists being able to engage one another in a common effort to address local needs. We decided to launch this model in Ho Chi Minh City, which is experiencing rapid economic growth and increasing challenges in regards to community development and the gap between rich and poor. In the near future, we hope to replicate this model, or an improved version of this model, in other urban areas of Vietnam.

C. LIN SERVICES

Part I. NPO Support Services

LIN provides technical, financial and human resource support to people working at local not-for-profit organizations (NPOs). We support organizations that are working to promote equal access to opportunities and/or a better quality of life for people in our communities. Our services are designed to help the staff at these organizations to improve and/or expand their program and service offerings. The outcome of LIN's programs and services to support NPOs in 2010, are detailed below:

NPO Partnerships

LIN seeks to build strategic partnerships with local not-for-profit organizations. We look for partners that have the passion, capacity and commitment to achieve shared goals and objectives. To become a partner, NPOs are asked to complete a partner application, which helps determine whether the organization may be eligible for one or more of LIN's support services. LIN provides a variety of services to our NPO partners, including: capacity building workshops, roundtable trainings on targeted topics, small grants and skilled volunteer matching. We ask, in return, that these organizations participate in our programs and provide regular feedback as to how LIN can serve them better in the future.

1. **NPO Partners** - In 2010, LIN established *new partnerships with 27 NPOs*. Including the new partners, our current database of NPO partners includes the following **58 NPOs**²:

5 AM - <i>New!</i>	Hoa Nang Volunteer Group - <i>New!</i>
AIDS Program (CT Tình Thân) - <i>New!</i>	Hope and 567 Coalition Group
Anh Minh Special Education School	Hospitality School of HCMC
Anh Sang Shelter D10 (Boys)	Huynh Tan Phat Foundation - <i>New!</i>
Anh Sang Shelter D10 (Girls) - <i>New!</i>	International Volunteer Club - <i>New!</i>
Animal Rescue and Care Vietnam - <i>2011</i>	Khanh Hoi Orphanage Center
Audio Library for the Blind	Lam Quang Pagoda - <i>New!</i>
Ba Chieu Shelter - <i>New!</i>	Little Rose Warm Shelter
Binh Loi Social Organization	Long Hoa School for Orphans
Blue Dreams Volunteer Group	Mai Lien Shelter
C4E (Cycling for the Environment)	Mai's Vietnamese Handicrafts
Calligraphy and Community Song Club	Ms. Do's Class for Poor Children
Camillo Shelter for the Elderly - <i>New!</i>	Nhat Hong Shelter & Center for the Blind
Cau Han Social Work Project - <i>New!</i>	ONLINE group - <i>New!</i>
Central Pedagogy College	Phu My Orphanage - Thi Nghe Center
Disability Resource and Development	Phuoc Lam Health Volunteer Group
Drug Addiction Counseling Program - <i>New!</i>	San Art - <i>New!</i>
ECO Vietnam Group - <i>New!</i>	Shelter in District 8 - <i>New!</i>
Friends for Street Children	SIFE - HCMC University of Economics - <i>New!</i>
Friends of Children (Bạn của Bé) - <i>New!</i>	Smile Group - <i>New!</i>
Future Project (Du an Tuong lai)	Te Phan Love Family - <i>New!</i>
GLINK Group - <i>New!</i>	Thang Long English and Vocational Training School
Green Bamboo Shelter (HCWF)	Thao Dan Organization for Street Children

² While 65 NPOs have signed up for partnership since our launch, several have not participated in LIN programs and events and, for this reason; they are not included in this list.

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HCMC Association for the Support of the Handicapped and Orphans - [New!](#)
HCMC Child Welfare Foundation (HCWF)
HCMC Deaf Association
HCMC Eye Bank - [New!](#)
Health Volunteer Organization - [New!](#)
HIDGE - [2011](#)

Thien An Social Center for the Blind (MATA)
Thien Tam Vocational Training Center - [New!](#)
Vinh Son Home for the Elderly - [New!](#)
Women Union of Cau Ong Lanh Ward, D1 - [New!](#)
Women's Charity Association
Youth Union Volunteer Group - [New!](#)

Capacity Building for NPO Staff

In 2010, LIN helped to organize eleven capacity building programs, including four workshops and seven smaller, targeted trainings for our NPO partners. 318 individuals and 142 organizations attended one or more of these events. Topics for these events were prioritized based on feedback provided by LIN's NPO partners. The workshops were led by skilled volunteers representing the private sector, government and not-for-profit organizations.

1. Workshop: "How Social Media Can Help Your Not-for-Profit Organization"

- Date/Time: Sunday, 14 March / 8:00am to 11:30am
- Venue: *Hoi Quan Doi Rat Dep* (91/6N Hoa Hung St., W.12, District 10)
- Number of Participants: 70
- Guest Speakers/Sub-Topics:
 - Mr. Bill Brower, Field Program Officer, GlobalGiving
How do not-for-profit organizations use social media to achieve their goals?
How does www.GlobalGiving.com help NPO's build their networks?
 - Ms. To Oanh, Coordinator for Thuy's Dream
Storytelling: NPOs utilizing social media
 - Ms. Van Ly, Development Officer for East Meets West Foundation
Storytelling: NPOs utilizing social media
 - Mr. Le Truong Hai, Founder & Director of Blue Dreams Volunteer Group
Storytelling: NPOs utilizing social media
- Goal: To build the capacity of NPOs to apply available media, which can support the communication and/or marketing of their activities with stakeholders, such as beneficiaries, donors, volunteers and other members of the community.
- Outcomes:
 - Good & excellent feedback on participant satisfaction survey
 - Better understanding about social media platforms and how they can be utilized by NPOs
 - Survey of participants revealed daily internet use but limited experience with social networking sites.
- Total Cost: VND 4,411,000
- Sponsors: GlobalGiving Foundation, DRD and INGOs³

³ LIN extended an invitation to this workshop to the International NGO community; however, they were asked to contribute VND 50K each to attend.

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"I put on workshops myself in several other places in Southeast Asia and none were as well attended or professionally run as this. 65 individuals representing 54 organizations came to listen to a panel of local and international [experts] present their experiences with using social media in Vietnam...LIN is a young organization but is already proving valuable to [HCMC]'s non-profits!"

- Mr. Bill Brower - Field Program Officer, GlobalGiving Foundation

"I wanted to thank you. That was a really impressive workshop and I learned a lot! Thanks for having me over today!"

-Ms. Van Ly - Development Officer, East Meets West Foundation

2. "New Trends and Best Practices in Fundraising,"

- Date/Time: Friday, 4 June (8:00am to 11:30am)
- Venue: Xu Restaurant (71-75 Hai Ba Trung, D1)
- Number of Participants: 76 (56 orgs including 24 NPO Partners, 25 NPOs, HUFO, VUSTA Ben Tre & HCMC, PACCOC and 2 journalists)
- Guest Speakers/Sub-Topics:
 - Mr. Rad Kivette - Development Consultant, Major Gifts, VinaCapital Foundation
Fundraising Strategies for NPOs: The Tried and True and the Relatively New...
 - Ms. Mimi Vu - Development Director, VinaCapital Foundation
Developing and Implementing an Annual Fundraising Plan
 - Ms. Nguyen Thi Bich Chau - Heartbeat Vietnam, Program Manager, VinaCapital Foundation
Donor Stewardship: A Personal Approach to Raising Money and Keeping Donors Happy
- Objectives:
 - To help NPOs better understand the expectations and priorities of donors so they can be better prepared to meet those expectations in the future;
 - To share experiences and promote best practices in fundraising among local NPOs;
 - To raise awareness about the funding sources available to local not-for-profit organizations; and
 - Support networking and sharing of best practices in fundraising among NPOs, support organizations, and government agencies interested or involved in fundraising.
- Outcomes:
 - High participant satisfaction with the content, speakers and logistics (over 95% marking good or excellent)
 - Participation at this workshop was the highest turnout compared with previous LIN workshops. In fact, due to space restrictions, LIN had to restrict the number of representatives (max 2 per organization).
- Total Cost: VND 6,884,866
- Sponsor: GlobalGiving Foundation, NPO donations

"The fundraising topic is very popular right now among us [not-for-profit organizations] and the information provided today, by experienced fundraisers, is very original and valuable,"

- Mr. Dang Vu Hoai Nam, Centre for Social Initiatives Promotion

3. Measuring your organization's performance

- Date/Time: Thursday, 5 August / 8.00 AM to 11.30 AM

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- Number of Participants: 38 NPO Staff (Directors & project managers)
- Guest Speakers/Sub-Topics:
 - Ms. Gail Nordheim, Gail Nordheim Consulting, LLC
 - *Why measure performance?*
 - *Two types of measures*
 - *Choosing a measurable goal*
 - *Identifying process measures*
 - *Developing a measurement plan*
 - *Interpreting your measurements*
 - *Measurement Exercise*
 - Dr. Nguyen Anh Thuan, NPO trainer & Founder, An Toan Song Company
Case Study: Experiences with monitoring and evaluation of projects in Vietnam, with a focus on projects relating to health and HIV/AIDS
- Objectives:
 - To identify measurable goals and process measures for an organization;
 - To set goals that are measurable (understanding the difference between goals that are and are not measurable);
 - To share experiences and promote best practices in monitoring and evaluation of a not-for-profit project; and
 - To network and share experiences and best practices in monitoring and evaluation with colleagues representing other not-for-profit organizations.
- Outcomes:
 - During the workshop, participants given time to complete and keep a worksheet, which helped them to identify measurable goals, process measures and set a measurement plan for their projects. Guests were encouraged to share their ideas with the trainer throughout the workshop.
 - Helped participants to answer difficult questions, such as strategies for quantifying seemingly unquantifiable measures.
 - Participants were given opportunities to share their individual challenges and experiences related to measuring performance, setting goals, process measures and related activities.
 - Excellent feedback on content, speaker and logistics on participation satisfaction surveys.
- Total Cost: VND 4,951,000
- Sponsor: GlobalGiving Foundation, NPO donations

4. Strategic Planning for Not-for-Profit Organizations

- Date/Time: 18 November,
- Number of Participants: 45 people (37 NPOs)
- Guest Speakers/Sub-Topics:
 - Dr. Nguyen Anh Thuan, NPO trainer & Founder, An Toan Song Company
Introducing the Strategic Plan
Developing the Strategic Plan for your NPO
 - *Stakeholder Needs Analysis*
 - *Assessing Internal and External Circumstances (SWOT Analysis)*
 - *Identifying Strategic Options*
 - Mr. Napoleon Ta, Chief Strategist, Horizon Securities

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Best Practices: Comparing & Contrasting Strategic Planning for an NPO and a For-Profit Company

- Objectives:
 - Support NPOs in their desire to implement sustainable programs;
 - Explain the relevance & advantages of strategic planning in development work;
 - Share tools & resources for NPOs that wish to develop a strategic plan;
 - Promote understanding and networking among nonprofit organizations, supporting organizations and government agencies.
- Outcomes:
 - Provided participants with the key elements and steps to drafting a strategic plan
 - Positive feedback from the participant evaluations
- Total Cost: VND 3,100,000
- Sponsor: GlobalGiving Foundation, Huynh Tan Phat & NPO Donations

“Thanks to the LIN Center for holding a useful workshop, which helps nonprofit organizations to recognize what they must do to develop their organizations better.”

- Mrs. Tran Thi Trung Thuan - Director, Thien Tam
After LIN’s NPO Strategic Planning Workshop (18 Nov 2010)

Technical Trainings

5. Training on how to use LIN’s new website: NPO pages & Give/Request Pages

- Date/Time: 4 March / 8.30 a.m to 10 a.m
- Number of Participants: 17
- Trainers:
 - Nguyen Tran Lan Anh – Director, ViiVue
 - Nguyen Phuc – Website Designer, ViiVue
- Goal: Training for LIN’s NPO partners on how to use the new and improved LIN website, to create a page for their NPO and to add/update their entries on our Give/Request pages
- Outcomes:
 - Each NPO representative was given a User ID and Password to create their page on the LIN website and to enter requests for items/support needed
 - Several examples were provided to help participants think about ways to promote their organizations/work
 - The LIN and ViiVue team received helpful feedback from the participants as to how we could improve the new website. Many of their comments were addressed (e.g., we created a new function to allow NPOs to upload documents, add a photo and more space for information)
- Expenses: VND 300,000
- Sponsor: NA

6. One-Day Workshop in Presentation Skills (Intel Training - #1)

- Date/Time: Friday, 11 June, 8am to 4pm
- Venue: Intel Plant (Highway I2, Street D1, Khu Cong Nghe Cao, District 9, HCMC)
- Number of Participants: 29
- Goal: to develop and improve NPO staff skills at designing and delivering effective presentations

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- Trainers/Sub-Topics:
 - Mr Hoang Anh Huy / Nguyen Thuy
Common Pitfalls for Presenters
Preparing What to Present
 - Ms. Tran Thu Le / Cao Do Xuan Uyen / Nguyen Thu Trang / Nguyen Ngan
On The Day of Your Presentation (Attire, Body Language, Eye Contact, etc)
Practice Presentations
- Outcomes:
 - Improved understanding about what makes for an effective presentation.
 - Opportunity to practice making a presentation and receive constructive feedback from peers and prospective donors.
 - Participants had an opportunity to visit the campus of one of the largest investors in Vietnam and meet the team responsible for the company's community engagement programs
- Sponsor: Intel Products Vietnam

7. One-Day Workshop in Presentation Skills (Intel Training - #2)

- Date/Time: Friday, 18 June, 8am to 4pm
- Venue: Intel Plant (Highway I2, Street D1, Khu Cong Nghe Cao, District 9, HCMC)
- Number of Participants: 26
- Goal: to develop and improve NPO staff skills at designing and delivering effective presentations
- Trainer/Sub-Topics:
 - Mr. Hoang Anh Huy / Nguyen Thuy
Common Pitfalls for Presenters
Preparing What to Present
 - Ms. Tran Thu Le / Cao Do Xuan Uyen / Nguyen Thu Trang / Nguyen Ngan
On The Day of Your Presentation (Attire, Body Language, Eye Contact, etc)
Practice Presentations
- Outcomes:
 - Improved understanding about what makes for an effective presentation.
 - Opportunity to practice making a presentation and receive constructive feedback from peers and prospective donors.
 - Based on feedback from the first workshop on 11 June, the Intel team brought a video camera to the second workshop so presenters could evaluate their own performance with their peers.
 - Participants had an opportunity to visit the campus of one of the largest investors in Vietnam and meet the team responsible for the company's community engagement programs
- Sponsor: Intel Products Vietnam

8. Roundtable: "Roles and Responsibilities of an NPO Board of Directors"

- Date/Time: Saturday, 10 July / 8.30 am to 10.30 am
- Venue: Mayer Brown JSM Office, Saigon Tower – 29 Le Duan St, District 1
- Number of Participants: 20 participants (18 organizations)
- Trainers/Sub-Topics:
 - Ms. Nguyễn Thị Liên Hương – Attorney, Mayer Brown JSM

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- Mr. Kevin B. Hawkins – Attorney, Mayer Brown JSM (NPO Board Member)
- Mr. Minh Trong – Executive Director, Workers Support Fund
- Goal: To build understanding about the proper structure and role of a not-for-profit board of directors. And to answer the following questions:
 - Why is the NPO Board of Directors important to NPOs?
 - What is the role of an NPO Board of Directors?
 - And what responsibilities do Board Members play to support the NPO in achieving its goals?
- Outcomes:
 - Address the inherent roles and responsibilities of a member of a Board of Directors
 - Distinguish between different types of Boards (e.g., Governance, Advisory, Trustees and Management)
 - The discussion revealed that there is a great deal of confusion about Boards of Directors. Very few NPOs have BODs. Rather, most have a Board of Management, comprised of the management team.
 - A follow-up training (held in September) was designed to address one of the practical issues that came up regarding the role of a member of the Board of Directors when it comes to fundraising.
- Expenses: Approximately VND 300,000
- Sponsor: GlobalGiving Foundation, Mayer Brown JSM

9. Roundtable: “Conducting Effective Meetings for your Not-for-Profit Organization”

- Date/Time: 7 August, 8:30am to 11:30am
- Venue: Horizon Capital Advisors, Opera View Building, 161 Dong Khoi, D1.
- Number of Participants: 14
- Trainer: Ms. Gail Nordheim, Nordheim Consulting LLC
- Goal: Give some tips and method for leader to run a effective meeting.
- Sub-Topics:
 - Principles of Planning and Running an Effective Meeting
 - Setting a meeting purpose & desired results
 - Identifying who should attend
 - Developing the agenda
 - Conducting the meeting
 - Encouraging participation
 - Building a Preliminary Meeting Plan for your Organization
- Outcomes:
 - Participants received techniques they could use, right away, such as: checking-in, checking-out and multi-voting
 - Each participant was guided through the process of completing a worksheet to create a preliminary meeting plan for their organization.
 - Positive feedback on participant evaluations.
- Expenses: VND 2,078,000
- Sponsor: GlobalGiving Foundation

10. Roundtable: “Staff, Volunteers and Donors together to fundraise for your NPO”

- Date/Time: Saturday, 18 September / 8:30 am to 10.30 am

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- Number of Participants: 19
- Trainer: Mr. Dick Schmitt, Senior Advisor for Brown Schroeder & Associates Group and Director of the Landon Schmitt Memorial Fund
- Goal: Provide some technique to raise fund and organize an event of fundraising
- Sub-Topics:
 - The Fundraising Team
 - Engaging Volunteers and Donors on your Fundraising Team
 - Practical Tips
 - Before, During and After a Solicitation
 - Fundraising through Special Events
- Outcomes:
 - Excellent reviews (93%) for the trainer as well as for the content and logistics on participant evaluations.
 - Strategies for identifying people to help with fundraising, how to bring them together and how to set roles and responsibilities for each member, whether they are a staff member or a volunteer.
 - Participants were given a chance to brainstorm fundraising team members and share their ideas with the group.
- Expenses: VND 2,143,000
- Sponsor: GlobalGiving Foundation

11. Roundtable: Small Grant Proposal Writing Skills, 9-Oct-10

- Date/Time: 9 October / 8:30am to 10:30am
- Number of Participants: 18 people
- Trainer: Ms. Elizabeth G. Pham, LIN Consultant
- Goal: To support LIN's NPO partners in their efforts to prepare a viable and smart grant application.
- Sub-Topics:
 - Basic concepts in proposal writing
 - Analysis of sample grant applications and project proposals to identify strengths and weaknesses (and what reviewers typically look for)
 - The LIN application and the LIN grant review process
- Outcomes:
 - Participants were given time to complete the LIN application and ask questions during the second half of the workshop
 - Positive feedback from participants on the evaluation form.
- Expenses: Approximately VND 300,000

Grants to NPOs

In 2010, the LIN Center for Community Development allocated twenty-seven grants to local not-for-profit organizations for a grand total of VND 362,632,000 (approximately USD \$18,597). Nine of these grants were allocated through one of three, pre-announced LIN grant rounds, which took place in April, September and December. One grant, which was tentatively approved by the LIN grant review committee in December 2009, was later allocated in the first quarter of 2010. On behalf of nine of our Volunteer Stories

competition winners, LIN allocated an additional nine grants to NPOs. In addition, we helped direct funds from local philanthropists to eight local NPO partners.

LIN Grant Rounds

Over the course of LIN's pre-scheduled grant rounds, LIN received seventeen (17) grant applications. A total of nine (9) grant applications were approved and funded in 2010, along with one grant application that was tentatively approved in December 2009, but could not be funded until some changes were made to the proposal.

December 2009 Grant Round Awardee⁴

- **Khanh Hoi Orphan Support Centre** received VND 19,200,000 VND to sponsor the studies of 4 students, age 13 to 17, who are affected by HIV/AIDS.

April 2010 Grant Round Awardees

- **Binh Loi Social Center** received VND 29,465,000 to cover part of the costs build a roof over their yard, which is where the disadvantaged youth play before and after class. The total amount is contributed by Pi-Channel (VND 12,465,000 VND) in their fundraising program of selling the "li xi" envelopes on the Tet holiday. Binh Loi submitted a financial report detailing the grant allocation usage.⁵
- **Blue Dreams Volunteer Group** received VND 25,000,000 to support 50 scholarships for the children living with disability in the annual event, namely "Light and Hope".
- **Te Phan Love Family** received VND 18,987,000 to cover the cost of health insurance and cost of treatment for 37 disability children living in the family.

September 2010 Grant Round Awardees:

- **Cau Ong Lanh Women's Union** received VND 27,000,000 to support 30 scholarships for the disadvantaged children living in Cau Ong Lanh ward, district 1, HCMC.
- **Cau Han Social Center** (a project of the HCMC Child Welfare Foundation) received VND 26,840,000 to support scholarships for 15 children living in poor communities, to cover the cost of entertainment for children in the center and to cover the cost of learning arts and music for children.
- **SIFE – HCMC University of Economics** received VND 10,705,000 to carry out Greenagers project to educate power saving and environment for elementary students in HCMC.
- **5 AM Group** received VND 10,000,000 to organize the HOPE CUP football league for disadvantaged children living in shelters playing with children studying in International School.
- **Women's Charity Association (WOCA)** received VND 27,000,000 to support 36 scholarship for disadvantaged children living in suburb district of HCMC.

December 2010 Grant Round Awardees

- **Huynh Tan Phat Scholarship Foundation** received VND 27,000,000 to support 30 scholarships for architect student of Van Lang University, HCMC Architecture University and Binh Duong University. The total amount for the 30 scholarships was VND 90,000,000 which

⁴ This grant was tentatively approved during the December 2009 grant round. After requesting modest changes, the grant application was later finalized, approved and allocated in 2010.

⁵ The report is available for download from LIN's website at:

<http://www.linvn.org/?mod=content&act=view&cid=9§ion=npo>

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was co-funded by the LIN Center, the Huynh Tan Phat family, Phat Quang Charity Association and Mr. Nguyen Van Hung.

Matching Grants

1. **Working With Others (WWO)** is a small grant scheme that was developed by Saigon Children's Charity to help disabled children build a better life through education, rehabilitation and access to opportunities. WWO seeks to achieve this goal by providing financial and technical support for projects run by small, local Vietnamese organizations that are working directly with children with disabilities. Through this funding scheme, WWO makes grants of between \$1,500 and \$5,000⁶ per project to qualifying organizations. LIN joined the WWO program in 2009 as a strategic partner, serving on the grant allocation committee, offering matching grants to LIN's NPO Partners and support services, as may be requested, to WWO applicants in our service area.

In 2010, WWO granted over USD \$33,000 to ten different NPOs through this program (an additional grant of USD \$8,837 is pending). LIN allocated one matching grant, valued at USD \$1,500, to Te Phan Love Family (an NPO Partner) and provided services to three other WWO applicants. All applicants were invited to participate in LIN's capacity building programs and encouraged to become a LIN NPO partner; however, to date, only three of the organizations (shaded in blue in the following table) have done so.

WWO 2010 Grant Allocation Summary

Implementing Organization	Project Description	Grant Amount (USD)	Support Provided by LIN
Hy Vong Binh Thanh Special School for Hearing-Impaired Children	Hearing aids for children with hearing loss	\$5,000	
Ho Chi Minh City Deaf Association (HDA)	Improving social integration for persons with hearing impairments through Sunday social club and training.	\$1,274	Consultation on financial management and strategic planning
Social Work Bureau (The Daughter of Charity of Saint Vincent De Paul)	Community Based Rehabilitation (CBR, phase I). Providing training to improve rehabilitation and inclusive education services and to raise awareness in the community about disability.	\$3,000	
Social Work Bureau	CBR phase 2	\$8,837 (TBC)	
Te Phan Love Family	School fee support for children to follow up schooling	\$4,005	Consultations
Te Phan Love Family	House renovation for proper health standards and sanitation	\$1,200	
Te Phan Love Family	Clothes drying machine + washing machine + electric lamp	\$1,016	

⁶ The grant amount can go above or below this general range, depending on the project and the existence of co-funders (such as Credit Suisse, DAP, LIN).

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Thien An Social Shelter for the Blind	Drinking water filtering system and indoor sport equipment	\$748	
Thien An Social Shelter for the Blind	Purchase of computer equipment and provision of computer training for visually impaired students.	\$3,000	Matching grant – VND 27,000,000 (USD \$1,385)
Thuan An School	Classroom renovation	\$7,292	
Chanh Phu Hoa Social Center	Bonsai Vocational Training for the Elderly and Disabled Youth	\$550	Introduction to BIS
Da Lat Blind Shelter	Hot water machine, computers and book shelves	\$2,648	
Ford Alumni	Training of Trainers in Orientation and Mobility (O&M)	\$1,278	
Huong Duong School	Teaching children with a learning disability – Pilot Curriculum	\$1,108	
Huong Duong School	Training of Trainers - Auctourier Psychomotor Practice	\$900	

2. **Donor Club** – Beginning in November 2009, LIN launched two donors clubs (one conducted in English, the other in Vietnamese) to promote and support thoughtful giving. Each donor club was guided through the grantmaking process, which resulted in a grant and culminated in a grant evaluation (more details about the donor club may be found in Part III: Donor Services). Each club was offered an opportunity to apply for a matching grant from the LIN Center. The Empower Donor Club decided to request a matching grant, on behalf of their designated grantee – The Future Project (Dự án tương lai, thuộc hội bảo trợ trẻ em T.p.HCM), which was approved.

- Grant Details: The purpose of the grant given to Future Project was to support a life skills training project.
 - Content - The training includes 6 topics: Expense management skills; Self-awareness; Sex abuse prevention; puberty psychology; HIV/Aids prevention; Say no to drugs.
 - Format - Each topic will be taught over the course of one day with 12 to 15 children. Each child will participate in at least 2 trainings and up to 4 trainings, depending on their needs and relevance.
 - Dates/Venue - All training courses will take place on either a Saturday or Sunday at the Future Project offices, beginning in March through December 2010
 - Follow-Up - After each training, Future will keep a record of activities including: training agenda, content, list of participant, evaluation report and pictures.
- Grant Amount: VND 16,200,000
 - LIN Contributed: VND 8,100,000 (50%)
 - Empower Donor Club Contributed: VND 8,100,000 (50%)

3. **Pi-Channel** – In December 2009, LIN was approached by Pi-Channel - a local retail store, which offered to raise funds for the community through the sale of one, specially designed red Tet envelopes. It was agreed that profits from the sale of these envelopes would be allocated to a not-for-profit organization that serves children in Ho Chi Minh City. In the end, VND 12,500,000 was raised through the sale of these envelopes.

- Grant Details: LIN was approached by Binh Loi Social Center with a proposal to build a roof over their outdoor play area so their children could relax and play before, after and during breaks from their classes. However, the grant amount requested

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was 49.5 million and LIN's grant cap was VND 27 million. As such, LIN challenged Binh Loi to identify other sources of funds to meet the gap. They were successful in getting partial support from the Australian Consulate's DAP. Meanwhile, LIN forwarded the grant application to Pi-Channel team for consideration. The Pi-Channel team agreed to use the funds raised for this purpose. Thus, Pi-Channel, LIN and DAP all contributed to help Binh Loi build a roof for its children.

- Grant Amount: VND 49,000,000
 - LIN Contributed: VND 17,000,000 (34%)
 - Pi-Channel Contributed: VND 12,500,000 (25%)
 - DAP Contributed: VND 20,000,000 (40%)

Donor Advised Direct Grants

In 2010, LIN facilitated the transfer of funds from individuals and organizations that wished to make grants to local not-for-profit organizations in Vietnam. In addition, through our Volunteer Stories Competition, several grants were made to NPOs selected as prize winners or by individuals who decided to donate or share their prize winnings with a not-for-profit organization in Vietnam. The following table is a breakdown of the donor advised grants that were made via LIN in 2010:

NPO Grant Recipient	Donor	Purpose	Grant Amount (VND)	Support Provided by LIN
Ba Chieu Shelter	North Star Donor Club (CLB SBD)	4 Educational Scholarships	7,200,000	Host Donor Club & Fiscal Sponsorship
Green Bamboo Shelter	Jillian & David Bonnardeaux (& Friends)	School supplies & Tuition fees for 20 children, Support for a PT cook	30,000,000	Fiscal Sponsorship
Little Rose Shelter	Jillian & David Bonnardeaux (& Friends)	Life skills training and trip to Da Lat	30,000,000	Fiscal Sponsorship
Little Rose Shelter	Jillian & David Bonnardeaux (& Friends)	Unrestricted	2,000,000	Fiscal Sponsorship
Ninh Binh Social Center	Grand Prize for Best Volunteer Story by a Volunteer – Nguyen Thi Thu Hang	Unrestricted	Allocated Half Prize	5,000,000
Disability Association of Ha Noi	Category Prize for a Volunteer Story (30-50 yrs) - Hoang Kim Thoa	Unrestricted	Allocated	2,000,000
Disability Association of Ha Noi	Category Prize for a Volunteer Story (18-30 yrs) – Nguyen Thi Mai Khuyen	Unrestricted	Allocated	2,000,000
Red Cross Tien Giang	Category Prize for a Volunteer Story (Under 18yrs) - Nguyen Phuc Minh	Unrestricted	Allocated	2,000,000
Blue Dreams Volunteer Group	Grand Prize for Best Volunteer Story by a Not-for-Profit Org. – Blue Dreams Volunteer Group	Unrestricted	Prize	10,000,000
AIDS Program	Category Prize for a Volunteer Story (Category: Thông tin đa dạng) – AIDS Program	Unrestricted	Prize	2,000,000

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Better Life (Hanoi)	Category Prize for a Volunteer Story (Board Advisor) – Nguyen Minh Thinh	Unrestricted	Allocated	2,000,000
Grace Company (HCMC)	Category Prize for a Volunteer Story (Category: Hy sinh cao cả) – Pham Anh Thu	Unrestricted	Allocated	2,000,000
An Lac Vegetarian Restaurant	Category Prize for a Volunteer Story (Over 50yrs) – Dang Hoang An	Unrestricted	Allocated	2,000,000

Donor Advised Indirect Grants

In 2010, LIN provided advisory services to a small number of donors that were looking for projects/organizations to support. This work resulted in 4 grants to local NPOs. The following table is a breakdown of grants by individuals and organizations, which received technical support from LIN:

1. **Simon Charitable Foundation:** Since September 2009, the LIN Center has provided advice and assistance to representatives of the Simon Charitable Group (represented in Vietnam by the foreign investor for Nguyen Du Park Villas), which sought to build a mutually beneficial partnership with a local not-for-profit organization. In the early stages, the LIN Center team supported the company by organizing site visits and conducted due diligence on organizations on interest. By March 2010, the Simon Charitable Group signed an MOU with the Hospitality School of HCMC offering to provide both technical and financial assistance to help the school expand its offerings by including hotel hospitality training in its list of services available to disadvantaged youth involved in the training program. In 2010, the Simon Charitable Group sponsored a visit by faculty from the Hong Kong Polytechnic University, which already has experience setting up hospitality training programs in Hong Kong and mainland China.
2. **Charity Cabaret 2010 – ALICE:** Since May 2010, the LIN Center for Community Development provided advice and technical support to the Charity Cabaret 2010 Organizing Committee in the process of beneficiary selection and the awarding of grants - from the identification of criteria and causes, drafting of a call for proposals, screening of applications, facilitation of proposal evaluations and preparation of the grantor-grantee agreement. As a result of their fundraising efforts, a total of VND 394 million was allocated to the following three organizations.⁷
 - a. **Te Phan Love Family** (Gia đình tình thương Te-Phan) - Awarded VND 41 million to offer a variety of opportunities for their children, the majority of whom are mentally or physically disabled, to engage and open their minds to various arts and cultural activities including: singing, playing musical instruments, magic, dancing and painting. Most of these classes will be taught at Te-Phan, which means that even for the children who are unable to directly participate, they too will be benefit from the arts and culture taking place around them.
 - b. **Thiện Chí Centre for Community Development** (Trung Tâm Hỗ Trợ và Phát Triển Cộng Đồng Thiện Chí) - Awarded VND 178 million to build/replace “water sealed” latrine blocks at Kindergartens located in three rural districts: Đức Linh, Tánh Linh

⁷ Although it was not a criterion for selection nor submission of a proposal, all three organizations that were selected to receive a grant are LIN Partners.

and Hàm Thuận Nam Districts. The project will also promote good sanitation and hygiene for children, involving the local community who will share in the project costs.

- c. **Young Creative Group** (Nhóm sáng tạo trẻ - STT) - Awarded VND 175 million to raise awareness around the need to protect rare birds in the Vam Ho Bird Ground, which is located in Ba Tri District of Ben Tre Province. YCG will engage community members in activities to protect their environment, with a specific focus on the protection of birds, developing and disseminating information about the Bird Ground.

“Thien Chi Center sends our deep thanks to the LIN team for connecting our center with this donor opportunity and with other local NGOs. Your work provides needed support for community development... In the future, we hope LIN will continue to organize these meaningful activities.”

- Mr. Nguyen Van Than – Managing Director
Thien Chi Center for Community Development & Support

NPO Networking & Information Sharing

An important component of LIN’s work is to promote networking and information sharing with and among local NPOs. In 2010, LIN engaged in the following activities and/or hosted events the following events to promote NPO networking and information sharing:

1. **Monthly “Nhịp Cầu” Newsletter** – In 2010, LIN published twelve Vietnamese language newsletters. (From March onwards, the newsletter was simultaneously published in English). The monthly newsletter includes reports on past events, announcements of upcoming LIN events and services as well as grant, training, tips and opportunities that might be of interest to our NPO partners. The newsletter is e-mailed out, at the end of each month and all are available for download from LIN’s website:

<http://www.linvn.org/?mod=content&act=view&cid=22§ion=news>

2. **“Innovation for Social Change, Together!”** – On 5 February, LIN co-hosted a networking cocktail party to promote social entrepreneurship in HCMC.
 - Objectives:
 - To raise awareness, among the business community and social networks in HCMC, to the concept of social entrepreneurship and the CSIP-BC Social Entrepreneurs Support Program.
 - To encourage the business community and social networks to support CSIP’s 10 Social Entrepreneurs, such as networking, advisory/mentoring, and/or funding.
 - To attract corporates and social organizations to show their commitment and support to the development of a social entrepreneurship movement in Vietnam.
 - Participants: 100 people including entrepreneurs, heads of companies and social enterprises in and around HCMC
 - Venue: Xu Café
 - Speakers:
 - Ms. Pham Kieu Oanh – Director, the Centre for Social Initiatives Promotion (CSIP), *“Social entrepreneurship: an innovative approach to address social issues”*

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- Ms. Nguyen Thu Hue – Social Entrepreneur, *“Feeling and motivation when developing social enterprises and the expectation for support and fund.”*
 - Ms. Vo Hoang Yen – Social Entrepreneur / Director, DRD
 - Mr. Dominic Scriven – Managing Partner, Dragon Capital / Founder of Wildlife at Risk (WAR), *Why the WAR?*
 - Mr. Jimmy Pham – Founder & Director of KOTO: A social enterprise
 - Sponsors: CSIP, KPMG, British Council and LIN (in-kind)
- 3. Pre-Tet Networking Event (7 February)** – In celebration of the upcoming Tet holiday and with the goal to strengthen LIN’s relationship with NPO partners and relationships between NPO partners, LIN hosted an intimate networking event at the home of a LIN Board Member. About 20 people attended the event, which included networking games, a buffet lunch and singing.
- 4. JIFF Workshop for NPOs (16 June)** – LIN was contacted by the Justice Initiative Facilitation Fund (JIFF) to help organize an informational roundtable with NPOs operating in and around Ho Chi Minh City.
- Objective: To introduce JIFF and to collect feedback and ideas regarding the organization’s proposed funding scheme to support initiatives by NPOs that serve to strengthen access to justice for disadvantaged groups.
 - Participants: 18 representatives of NPOs, law firms and/or universities
 - Venue: DRD’s Hoi Quan Den Voi Nhau
 - Speakers:
 - Ms. Ms. Nguyen Thi Bich Diep - Justice Initiative Advisor for Component 3 - Justice Initiatives Facilitation Fund
 - Mr. Rajan Shah - Team Leader, Justice Initiatives Facilitation Fund
 - Outcomes:
 - The event served as an opportunity for LIN to promote networking and connections among organizations with similar goals.
 - LIN and NPO Partners in the South of Vietnam were able to provide input as to the needs of the NPO community and thereby; hopefully, influence the grantmaking strategy of a new funding source for NPOs operating in Vietnam
 - JIFF’s call for proposals came out in September 2010. LIN submitted a proposal, which was approved in December 2010.

NPO Support Services in 2011

Looking at 2011, in terms of NPO support services, the LIN Center for Community Development has set out the following goals and objectives:

- Build partnerships with at least 30 new NPOs working to address a variety of community needs;
- Establish an NPO advisory group to help ensure that LIN provides targeted, high-quality services that meet the needs and demands of our partners;
- Organize three grant rounds with the following deadlines and criteria:
 - March/April “Small Grant”: to support the work of our NPO partners (up to VND 27,000,000). Deadline for proposals is March 31, 2011.
 - September “Collaboration Grant”: to encourage collaboration among local partners. LIN welcomes project proposals involving two or more NPO partners (up to VND

54,000,000). Deadline for proposals is 31 August 2011.

- December “Community Grant”: For this grant round, the LIN Grant Review Panel will review and select the top 3 grant applications, based on their ability to address community issues by involving relevant stakeholders. Each of the three selected applicants will be asked to present their project to members of the donor community in Ho Chi Minh City. The community members will vote for the best proposal. The organization with the most votes will receive a grant up to VND 80 million. The deadline for proposals is 30 November 2011.
- Bonus Grant - In acknowledgement of support and contributions from our NPO partners, LIN will also offer a “Tet Participation Grant” (valued at VND 10 million) to the NPO partner that is most active in our events and activities in 2011.
- Capacity building for NPO staff members in the following areas:
 - Targeted support to 3 NPOs: environmental protection – 1, and marketing – 2 (funded by RMIT).
 - Accounting and auditing (funded by Irish Aid)
 - Access to justice for beneficiaries (funded by JIFF)
 - Other topics that are prioritized for training include:
 - Designing marketing materials;
 - Effective networking;
 - Success planning; and/or
 - Corporate fundraising.
- Research / Networking
 - Tet Networking Event 2011, bringing together NPO staff and skilled Volunteers
 - Complete our research into community needs and priorities in HCMC;
 - Analysis of NPO’s that improve their beneficiaries understanding and ability to access the justice system (with SISD, funded by JIFF)
 - Event to promote social entrepreneurship in HCMC (funded by CSIP)

Part II. Philanthropic Advisory Services

A common dilemma for area donors is how and where to invest their resources most effectively. As individuals and companies are increasingly asked for contributions to community causes, LIN believes that donor education and donor support services will help to empower people in the community to better meet local needs. We also believe that more informed donors are more likely to effect lasting and positive changes in the community. Over the past year, LIN Center developed relationships with many individuals and companies that sought to make a meaningful contribution to the community by providing their time, their professional skills, their money and/or other resources.

Skilled Volunteers for NPOs

Throughout 2009, LIN faced challenges in promoting skilled volunteerism. One of the primary challenges was a lack of understanding about what it means to be a skilled volunteer. With the belief that issue was largely the result of a lack of good examples in country, in 2010 LIN set out to strengthen our own team's understanding, to collect examples of effective volunteerism in Vietnam and to better understand the needs of the existing volunteer community.

1. **Raising Awareness / Support to Volunteers** - LIN continued its efforts, begun in 2009, to build awareness and understanding among local professionals on "what it means to be a skilled volunteer". We also sought to better recognize and appreciate the work that Volunteers are currently doing in Vietnam to promote community development. In 2010, LIN hosted or co-hosted seven meetings/events for volunteers and prospective volunteers.
 - **Volunteer Workshop**
 - Date/Time: 24 January / 8:30am to 11:30am
 - Number of Participants: 20
 - Goal: To introduce skilled volunteering to prospective LIN volunteers and to build understanding about the challenges and needs of street children in HCMC.
 - Speakers:
 - Mr. Pham Thanh Van – Director, AIDS Program (NPO)
 - Mr. Thinh Nguyen - Businessman & NPO Board Member/ Volunteer
 - Outcomes:
 - Positive feedback from participants;
 - Volunteers expressed an interest in similar training; and
 - Several individuals signed up to become LIN volunteers.
 - **Hidden Sisters Workshop**
 - Date/Time: 21 February / 8:30am to 11:30am
 - Co-Organizers: Disability Resource and Development (DRD)
 - Participants: 13 prospective mentors
 - Venue: Xu Café
 - Goal: To raise awareness about the challenges faced by women with a disability who were seeking mentors that could advise them on finding a good job and/or advancing in their career.
 - Speakers:
 - Ms. Caroline Maygor – VOS Volunteer, Disability Expert at DRD
 - Ms. Dieu Trinh – Artist/Entrepreneur
 - Ms. Hoang Yen – Dressmaker (seeking to become an accountant)
 - Ms. Nang - DRD university scholarship recipient

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- Outcomes: The event resulted in the four featured women each being matched with professional women who were interested to act as mentors. *(Note: Unfortunately, on the mentors dropped out of the program shortly after it started.)*
- **Volunteer Workshop “Social Work and Charity Work”**
 - Date/Time: Sunday, 28 March / 8:30am to 11am
 - Venue: Life is Beautiful Clubhouse
 - Number of Participants: 30 Participants
 - Goal: To promote social work and charity work among a group of current and prospective volunteers. To attract new volunteers to DRD.
 - Outcomes:
 - Positive feedback from participants;
 - Improved understanding about the role of social workers and the difference between social work and charity work; and
 - Volunteers learned strategies for engaging in charitable work that is more meaningful and useful for the community
 - Sponsors: LIN & Disability Resource and Development
- **Volunteer Meeting – “Volunteer Experiences in the USA”**
 - Date/Time: 22 May / 7pm to 9pm
 - Number of Participants: 17 Participants
 - Hosts: Blue Dreams Volunteer Group
 - Goal: To share experiences of Volunteerism, specifically lessons learned during Pham Truong Son’s three week, US Volunteer Exchange Program, with HCMC-based volunteer networks
 - Outcomes:
 - Positive feedback from participants;
 - Share ideas and discuss possibilities for supporting volunteers and promoting volunteerism; and
 - Announced the idea for the Volunteer Stories competition and received helpful input.
- **Meeting with SEO-IIV Interns**
 - Date/Time: 22 July / 5:30pm to 7:30pm
 - Number of Participants: 18 (13 IIV, 3 LIN, 2 AIDS Program)
 - Venue: Tinh Tam Program (AIDS Program)
 - Goal: As the beneficiary of two SEO-IIV interns, the LIN Center agreed to participate in the program’s Speaker Series to introduce the LIN Center for Community Development, including our programs and services and partner organizations, to the first group of summer interns. In addition to their internship, each of the interns was required to participate in a volunteer project.
 - Outcomes:
 - Built understanding among current and prospective volunteers about the challenges faced by NPOs and how they work to overcome those challenges;
 - Raised awareness to one specific issue: care and support for people living with HIV/AIDs in Vietnam; and
 - Provided tips and advice to promote thoughtful volunteerism.

"On behalf of the SEO-IIV staff, volunteers and intern class of 2010, thank you very much for graciously hosting the SEO-IIV intern class yesterday at the AIDS Program office. Your individual and collective stories were truly inspiring as we were very touched by your dedication and deep passion for [community] work. It is refreshing to meet with individuals who are making a tangible difference in the community and in people's lives on a daily basis."

- Mr. Napoleon Ta - Coordinator, SEO-IIV Program

- **Award Ceremony for LIN's Volunteer Stories Competition**

- Date/Time: 16 September / 6pm to 9pm
- Number of Participants: 50 Participants
- Goal: To announce the winners of the Volunteer Stories competition. To appreciate the Volunteers who submitted stories, videos and photographs and to facilitate networking and sharing among volunteers.
- Outcomes:
 - Positive spirit in the room and feedback from participants;
 - Celebrated volunteerism in Vietnam by engaged the VS judges (also volunteers), campaign sponsors, volunteer stories applicants and winners;
 - Participant feedback on next steps led to LIN's decision to produce a handbook of the best volunteer stories and to strongly consider hosting the VS competition in 2010.
- Sponsors: Vinausteel, United Nations Volunteer Programme, ViiVue, Exotissimo, MegaStar Media, The Word HCMC, Annam Group and Xu Corporation.

- **International Volunteer Day 2010**

- Date/Time: 5 December 2010 / 8:00am to 11:30am
- Number of Participants: 400
- Goal: To honor the contributions of volunteers, to encourage volunteerism to a broader community and to promote sharing among volunteer host organizations
- Outcomes:
 - Positive feedback from participants (many said they wished the event went longer)
 - Great collaboration between local and int'l volunteer host organizations;
 - Media attention (articles in Tuoi Tre, Saigon Times & Saigon Giai Phong).
- Co-Organizers: 12 Volunteer Host Organizations
- Sponsorship: VSO, International School Saigon Pearl (in-kind)

2. **Volunteer Stories Campaign, "We Want Your Volunteer Story"** – In an effort to highlight the individuals that help better our community, the LIN Center for Community Development organized a campaign, asking Volunteers and Volunteer Host Organizations to submit narratives, photos and/or videos that illustrate volunteerism taking place in Vietnam.

- Dates: Stories were accepted from 29 July to 31 August.
- Goal: The goal of the competition was to attract stories that reveal the good works Volunteers are doing, throughout Vietnam, to improve the lives of one or many.
- Outcomes:
 - LIN received a total of 90 narratives, 10 videos and 234 photo submissions;
 - Two grand prize winners and eight category winners were announced during an award ceremony on 16 September (see below for a description of the VS Award Ceremony);

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- **Among the 10 Volunteer Prize Winners, 6 allocated their cash prizes to Vietnamese NPOs while 1 other shared her winnings with a Vietnamese NPO (a total of VND 29 million went to NPOs out of VND 37 million awarded – 78%);**
- The two grand prize winning stories were published in The Word Ho Chi Minh City (October 2010 and January 2011 issues);
- All winning stories were published on LIN's website;
- LIN is working to produce a book of the most inspiring Volunteer Stories submitted during the competition.
- Sponsors: Vinaasteel, United Nations Volunteer Programme, ViiVue, Exotissimo, MegaStar Media, The Word HCMC, Annam Group and Xu Corporation
- Winners: The winners of the competition are listed below (and their winning stories are available on LIN's website).

Grand Prize Winners

1. Volunteer Host Organization Winner - Blue Dreams Volunteer Group (HCMC)
 - Cash Prize: VND 10 million
 - Gift Basket from Annam Gourmet
2. Volunteer - Nguyen Thi Thu Hang (365 Volunteer Club - Hanoi)
 - Cash Prize: VND 10 million (Half of her winnings, VND 5 million, was donated to Ninh Binh Social Center)
 - Exotissimo Gift Voucher for 2 people

Category Prize Winners

3. Over 50 years old - Dang Hoang An
 - Cash Prize: VND 2 million (donated to An Lac Vegetarian Restaurant)
 4. 30-50 years old - Hoang Kim Thoa
 - Cash Prize: VND 2 million (donated to Hanoi Association for the Disabled)
 5. 18-30 years old - Nguyen Thi Mai Khuyen
 - Cash Prize: VND 2 million (donated to Hanoi Association for the Disabled)
 6. Under 18 years old - Nguyen Phuc Minh
 - Cash Prize: VND 2 million (donated to Red Cross of Tien Giang)
 7. Great Devotion - Pham Anh Thu
 - Cash Prize: VND 2 million (donated to Grace Company)
 - 2 movie tickets from Megastar Media
 8. Board Advisor - Nguyen Minh Thinh
 - Cash Prize: VND 2 million (donated to Better Life)
 - 2 movie tickets from Megastar Media
 9. Most Impact - Nguyen Thi Loan
 - Cash Prize: VND 1 million
 - 2 movie tickets from Megastar Media
 10. Resourceful - AIDS Program (NPO)
 - Cash Prize: VND 2 million
 - 4 movie tickets from Megastar Media
 11. Most Inspiring - Do Tue Tam
 - Cash Prize: VND 1 million
 12. Most Beautiful - Ho Thi Xuan Nguyen
 - Cash Prize: VND 1 million
3. **HCMC Volunteer Network (HVN)** - In addition to the above meetings and workshops, LIN also helped to establish the HCMC Volunteer Network, which is currently made up of 21 members representing the following eight Volunteer Host Organizations:

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- Những Ước Mơ Xanh (Blue Dreams Volunteer Group)
- Volunteers for Peace Vietnam (VPV)
- Y Tế Tình Nguyện (Health Volunteer Organization)
- International Volunteer Club (IVC)
- SIFE EUH (Students in Free Enterprise, Economics University of HCMC)
- BV Nhi Đồng 1 (Children's Hospital 1)
- Hướng nghiệp miền Tây (Western Vocational Orientation)
- Sức Trẻ (Young Power)

From June to December, the HVN held 7 meetings. The LIN Center was asked to serve as coordinator for the network.

4. **LIN Volunteer Database** - By the end of 2010, LIN's Volunteer Database had exceeded 500 names (compared with 175 in 2009). Among the names in our database, 213 were added by submission through our website and another 174 signed up at an event. In 2010, we identified six skilled volunteers to meet the needs of 5 NPO Partners, 48 skilled Volunteers were recruited to share their skills and experiences at a capacity building event, and 46 individuals were recruited to support the LIN team with anything from translation and editing to website design and event management and/or logistics.

- **Skilled Volunteer-NPO Matching:** Effective volunteer matching requires good preparation and coordination between the NPOs that request volunteers and the volunteers offering the skill sets desired. In 2010, primarily due to a lack of resources, LIN received just 11 NPO requests for skilled volunteers and managed to fill six of those requests with skilled volunteers in our database. Following is a list of matches that were made:

- Nguyen Quoc Cuong, Web Consultant to Thao Dan Club for Street Children
- Vuong Thi Huyen Nga, HR Consultant to 5am Group
- Napoleon Ta - Financial Advisor to 5am Group
- Nguyen Viet Hung, Financial Advisor to the HCMC Eye Bank
- Luu Thi Hoa Mai, Management Consultant to the Huynh Tan Phat Scholarship Fund
- Anh Tuan Anh Toan, CRM Software Support to Future Project

- **Skilled Volunteers Recruited as NPO Mentors:** While we were less successful in matching skilled volunteers with NPOs, LIN strengthened its network of Volunteers and successfully recruited the following 48 individuals to lead or contribute their knowledge and skills sets during one or more capacity building programs or events hosted by LIN:

- Mr. Barbara Dong – President, LIN Donor Club (Empower)
- Ms. Tran Thi My Hanh – President, LIN Donor Club (Bac Dau Sao)
- Mr. Thinh Nguyen – CEO, Pyramid Software Development (Guest Speaker, January Volunteer Meeting)
- Mr. Pham Thanh Van – Manager, AIDS Program (Guest Speaker, January Volunteer Meeting and July SEO-IIV Meeting)
- Guest Speakers at CSIP/KPMG/BC/LIN Networking Event to Promote Social Entrepreneurship in HCMC (February):
 - Ms. Pham Kieu Oanh – Director, CSIP
 - Ms. Nguyen Thu Hue - SE/Founder, Ecolife
 - Ms. Vo Thi Hoang Yen – SE/Director, DRD
 - Mr. Dominic Scriven – SE/Director, Dragon Capital & Founder, WAR
 - Mr. Jimmy Pham – SE/CEO, Koto

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- Guest Speakers at LIN's Social Media Workshop for NPOs (March):
 - Mr. Bill Brower - Field Program Officer, Global Giving
 - Ms. Van Ly - Development Director, East Meet West Foundation
 - Ms. To Oanh – Coordinator, Thuy's Dream
 - Mr. Le Trung Hai - Leader, Blue Dreams Volunteer Group
- Guest Speakers at LIN/DRD Hidden Sisters Event (March):
 - Ms. Caroline Maygor - VOS Volunteer, Disability Expert at DRD
 - Ms. Dieu Trinh - Artist/Entrepreneur
 - Ms. Hoang Yen - Dressmaker (seeking to become an accountant)
 - Ms. Nang - DRD university scholarship recipient
- Ms. Nguyen Ngoc – Manager, Doi Rat Dep Club House (Speaker, LIN/DRD Volunteer Workshop - March)
- Mr. David Bonnardeaux - Sr. Technical Advisor, WinRock (Grant Reviewer)
- Guest Speakers at NPO Workshop "New Trends and Best Practices in Fundraising,"
 - Ms. Mimi Vu - Development Manager, VinaCapital Foundation
 - Mr. Rad Kivette - Development Consultant, VCF
 - Ms. Nguyen Thi Bich Chau - Project Manager, Heartbeat Vietnam, VCF
- Ms. Hong Bui - Professor/Lecturer, CIEE, VN National University (Advisor for Research on Quality of Life Issues in HCMC - Summer)
- Mr. Rajan Shah - Team Leader, Justice Initiatives Facilitation Fund (Speaker at Roundtable with NPOs – June)
- Speakers at NPO Roundtable, "Roles and Responsibilities of an NPO BOD"
 - Ms. Nguyen Thi Lien Huong - Attorney, Mayer Brown JSM
 - Mr. Kevin Hawkins – Attorney, Mayer Brown JSM
 - Mr. Tran Minh Trong – Director, Workers Support Foundation
- Ms. Gail Nordheim – Director, Nordheim Consulting LLC (Guest Speaker at NPO workshop "Measuring your organization's performance" & Roundtable "Leading Effective Meetings" – August)
- Mr. Dick Schmitt - Senior Advisor / Director, Brown Schroeder & Associates Group, Landon Schmitt Memorial Fund (Speaker at NPO Roundtable on Fundraising - Sep)
- Ms. Elizabeth Pham – Freelance Consultant (Trainer for Roundtable on Small Grant Proposal Writing Skills – Oct)
- Panel Speakers at HCMC Grantmakers Forum (Oct)
 - Ms. Sarah Jubb - Senior Manager, Tax Advisory Services, Ernst & Young
 - Ms. Jocelyn Tran Chief Representative, MAST Industries
 - Ms. Joan Yao - Investment Manager Southeast Asia, LGT Venture Philanthropy
 - Ms. Chantelle Woodford - Vice Consul (Trade/Economic) , Australian Consulate General
 - Mr. Herb Cochran - Executive Director, AmCham - United Way Vietnam
 - Mr. Paul Finnis - Director, SCC
 - Ms. Nguyen Thi Hong - Corporate Relations Manager, Unilever Vietnam
 - Ms. Nguyen Phuong Linh - Director, MSD
 - Ms. Kirsten Theuns - Director, Education for Development
 - Ms. Nguyen Thi Bich Diep - Justice Initiative Advisor, Justice Initiatives Facilitation Fund
 - Ms. Uyen Ho - Corporate Affairs Manager, Intel Products Vietnam
 - Mr. Phan Dang Cuong - Social Development Adviser, Irish Aid
 - Ms. Jocelyn Tran - Chief Representative, Mast Industries
 - Ms. Pavithra Ram – Public & Social Research, TNS Vietnam

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- Dr. Thuan Nguyen - Founder / Director, An Toan Song Co (Speaker at NPO Workshop "Strategic Planning" - Nov)
 - Dr. Charles Bailey - Director of Special Initiatives , The Ford Foundation (Speaker at Grantmakers Roundtable – Nov)
 - Ms. Florence Smidt-Nielsen – Freelance Lawyer (Advisor to LIN)
- **Volunteer Support to LIN:** LIN was also successful in recruiting 46 individuals to support LIN's work and/or programs in 2010. The contributions of these volunteers, listed below, have proven invaluable to the LIN team over the past year. We would like to thank everyone of these volunteers for their generosity:

Andrea Hughes	Mai Massias	Paula Knudsen
Catherine M. Walter	Mao Tuong Van	Pham Quy Bao Long
Charles Howerton	Michael Smith	Pham Thi Thu
Dang My Ngoc	Ms. Chau Nguyen	Phuc Nguyen
Dang Thu Thuy	Nguyen Duc Thuy Anh	Sasha Stubbs
Dao Nguyen	Nguyen Ha Mi	Son Phan
Do Quang Vu	Nguyen Huu Khai	Susan Konstanz
Elizabeth Pham	Nguyen Ngoc Anh Thu	Teana Konstanz
Fiona Terry	Nguyen Ngoc Dieu Hien	Thao Nguyen
Hoang Tuan Nghia	Nguyen Quoc Cuong	Thy Pham
Hong	Nguyen Quoc Giang	Tran Ngoc Hoa
Huong Tran	Nguyen Quynh Anh	Nguyen Tran Lan Anh
La Hong Lan	Nguyen Thi Anh Dao	Tran Thi Minh Giang
Laura Phan	Nguyen Thi Hoai Thuong	Tu Manh Ky
Le Thi Ngoc Tram	Nguyen Thi Ngoc Khue	Vu Thi Quynh Giao
Mai Hoang		

"I am really interested in the community contribution of LIN Center and I am also impressed with the networking activity to help the sustainable development of the NPOs. Thanks LIN Center to give me an opportunity to contribute into the community"

- Ms. Pham Thi Thu, LIN Event Volunteer

LIN's continued commitment to the promotion of skilled volunteerism, despite early challenges, is owing to the team's strong belief that the transfer of skills sets and deeper involvement with the staff of an NPO offers volunteers a much more significant feeling of ownership and potential for positive, long-term impact on the NPO. By supporting the thought-process and decision making of an organization, volunteers are better able to tailor their future contributions to address real needs.

Volunteer Support Services in 2011

Looking at 2011, in terms of our volunteer services, the LIN Center has set forth the following goals and objectives:

- **Volunteers Recruitment & Matching**
 - Match at least 20 Skilled Volunteers with one or more NPO Partner;
 - Identify and recruit 30 to 50 Skilled Volunteers to lead a capacity building event for NPO staff;
 - Recruit volunteers to provide logistical support for LIN programs and events;
 - Publish a monthly newsletter to keep volunteers informed of opportunities and best practices

- **Raise Awareness and Show Appreciation for Volunteers**
 - Disseminate a collection of winning Volunteer Stories to raise awareness about the important work that is being done by Vietnam-based volunteers.
 - Collaborate with the mass media and corporate sponsors to host a bigger, better version of our *Volunteer Stories Competition* in 2011.
 - Support and strengthen the newly established *HCMC Volunteer Network*
 - Promote Skilled Volunteerism on the occasion of the 10th Anniversary of International Volunteer Day (5 December 2011)
- **Research:** Provided that resources are available, LIN would like to conduct one or both of the following studies:
 - Examples and outcomes of skilled volunteer programs at companies; and/or
 - Training needs of skilled volunteers in HCMC

Donor Advisory Services

LIN Center seeks to help donors that want to do “good philanthropy”. Over the past year and a half, we have provided pro bono advisory services to individuals and organizations that were looking to support meaningful projects in Vietnam. In 2010, we hosted two donors clubs and advised five clients (one couple, one group and 3 corporate clients) on their giving. We also worked with experienced donors to organize the first forum of grantmakers in HCMC, the precursor to what he hoped would become a community of grantmakers – networking, sharing and combining efforts to better meet the needs of our community. Simultaneously, LIN engaged two pro bono consultants to help us conduct market research and prepare a strategic plan for the introduction of donor advisory services to meet the needs of individuals and organizations making grants in HCMC.

1. **Donor Clubs⁸** – In November 2009, LIN launched two donors clubs (one conducted in English, the other in Vietnamese) to promote and support thoughtful giving. 38 individuals signed-up for this pilot program, including both experienced and first time donors from various professional backgrounds. LIN hosted three meetings with each donor club in 2009. In 2010, the clubs engaged in the following activities:

- **Empower Donor Club (EN)**
 - Members: 15 (13 Active Members + 2 Contributors)
 - Meetings in 2010: 6
 - *Due Diligence* (2 meetings and 2 site visits from 19 January to 1 March) – Members reviewed prospective NPOs. A smaller group scheduled site visits to one of the NPOs to collect information, such as financial and technical needs.
 - *Selection of Grantee (Party and meeting in March)* – Empower Donor Club invited Future Project staff and beneficiaries to a party to sign the grant agreement and celebrate their new partnership. Following the party, a

⁸ A Donors Club is a form of philanthropy consisting of groups of individuals who pool their funds/resources and decide, together, where to allocate their combined resources. Different from traditional philanthropy, which many people see as the exclusive realm of the wealthy, donor clubs are more flexible and accessible.

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smaller meeting took place between Future Project and Empower Members that volunteered to provide fundraising advice.

- *Grant Evaluation (21 July)* - Members of the Donor Club met to review the donor club experience and the impact of their relationship with Future Project. The head of Future project joined the end of the meeting to provide additional thoughts.
- Outcomes:
 - Club members assisted the Future team by practicing English with their students and advising the management team on fundraising strategies.
 - Grant: A total of VND 8.5 million plus in-kind donations
 - 8.1 m was allocated as a grant (combined with a LIN matching grant of 8.1m) for a total of VND 16.2 million to cover the cost of six life-skills training courses.
Note: VND 400,000 remains.
 - Books and toothbrushes were donated to Future Project. In addition, members contributed food, drinks and games for the March party.
 - Evaluation: On a scale of 1 to 10, the average Member rating for their experience in the donor club was 8.2.
- **CLB Sao Bac Dau / North Star Donor Club (VN)**
 - Members: 23 Members
 - Meetings in 2010: 2
 - *Meeting 3 – Due Diligence / Selection of Grantee:* In January, the members met to evaluate grant prospects. This was followed by a site visit to two NPOs. After the site visits, members communicated - by email - to select the grantee: Ba Chieu Shelter.
 - *Fun Day at Dam Sen Water Park* – Two club members organized a fun day out for the young girls living at Ba Chieu Shelter. Members of the donor club contributed additional funds to support entry fees and lunch for the 25 girls and the shelter staff. Three club members joined the event, including the club President and Treasurer.
 - *Grant Evaluation:* After allocating the grant, LIN disseminated an online survey to club members so they could evaluate the donor club experience and suggest ideas for improving their grantmaking activities in the future.
 - Outcomes:
 - All four girls that received CLB SBD scholarships passed their exams with high marks (Math scores ranged from 6.5 to 9.5; Chemistry scores ranged from 9 to 10 – out of 10). Two of the girls plan to go to university to study Finance and Banking. One of the girls will take a further exam in hopes of studying marketing. The fourth girl hopes to become an assistant doctor.
 - Grant: A total of VND 11.5 million was raised by the club members. VND 7.2 million was granted to the Ba Chieu Shelter to support four young women who required additional tutoring to pass their graduation exams. The remaining funds were used to bring the girls from the shelter to Dam Sen Water Park for a fun day out.
 - Evaluation: On a scale of 1 to 10, the average Member rating for their experience in the donor club was 6.2.

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2. **Customized Donor Advisory Services** – The LIN Center is committed to helping donors design and implement thoughtful, effective philanthropy in Vietnam. In 2010, LIN continued to test the market demand for such services by offering, *pro bono*, donor advisory services to interested individuals and organizations.
- **Services** – In 2010, LIN offered the following advisory services to donors:
 - *NPO Introductions*: Based on criteria provided by the donor, the LIN team helped to introduce organizations we knew to be working in the specific geographic or thematic area.
 - *Facilitation of NPO Site Visits*: LIN helped both local and international visitors to arrange visits to meet with local NPOs.
 - *Beneficiary Selection Process Screening*: For donors with specific criteria for grantmaking, the LIN team helped to conduct due diligence on prospective beneficiaries with, and sometimes on behalf of, the donor. We also helped manage the grant application process for donors issuing a call for proposals.
 - *Preparation of Grant Agreements*: LIN worked with donors to help draft grant agreements. The benefits of an agreement are many and yet, in Vietnam, they are often overlooked. LIN encourages donors and NPOs to sign off on a grant agreement prior to transfer of funds as it can help to prevent many pitfalls and common disappointments expressed by those that do not.
 - *Monitoring & Evaluation*: Over the past year, LIN helped donors to track the use of their contributions and/or to mediate requests for information about their supported projects.
 - *Fiscal Sponsorship*: LIN permits donors to use our more formal, administrative structure for making grants in an effort to support smaller organizations that may not have such systems in place or which may require support and/or closer monitoring of fund allocation.
 - **Clients** – LIN is grateful to have had the opportunity to pilot test our customized donor advisory services with the following donors:
 - **Pi-Channel**: In December 2009, LIN was approached by Pi-Channel, a HCMC based retail store, which offered to raise funds for the community through the sale of specially designed red Tet envelopes. A total of **VND 12,500,000** was raised through the sale of these envelopes. LIN then met with the staff of the organization to understand what types of programs/organization they would like their money to support. Around the same time, one of LIN's NPO Partners submitted a proposal for a grant. Because their grant request was much higher than LIN's threshold, we encouraged the NPO to connect with other donor prospects who could fill the gap. At the same time, we sent their application to the Pi-Channel team for consideration. Pi-Channel agreed to support the project. Thus, Pi-Channel, LIN and one other HCMC based donor collaborated to fulfill a grant request from one of our NPO partners.
 - **Jillian and David Bonnardeaux**: Mr. & Mrs. Bonnardeaux contacted LIN after they decided to organize a fundraising event in HCMC, where they both recently moved for work. They wanted to use the funds raised to support a not-for-profit organization and asked LIN for advice on selecting a prospective beneficiary. LIN worked with the couple to understand their interests, their proposed level of engagement and fundraising targets. With this information in hand, we scouted

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the HCMC community for organizations that met their profile. From our initially long list of NPOs, they asked for our help to arrange site visits to meet and speak with the staff at three of the organizations suggested. In the end, two NPOs were selected as beneficiaries. LIN also advised the couple of the best way to engage the beneficiaries in their fundraising event. The staff and some beneficiaries representing both organizations were invited to attend the event, which provided an opportunity to advertise their programs and have some fun. A total of **VND 62.5 million** was raised and split between the two organizations. *(For further details, please read the article in the text box below).*

- **Simon Charitable Foundation:** Since September 2009, the LIN Center has provided advice and assistance to representatives of the Simon Charitable Group (which is linked to a large real estate investment in HCMC), which sought to build a mutually beneficial partnership with a local not-for-profit organization. In the early stages, the LIN Center team supported the company by organizing site visits and conducted due diligence on organizations of interest. When the Foundation felt comfortable with one prospective beneficiary, the LIN team supported the drafting of an MOU. The MOU was signed in 2010, offering both technical and financial assistance over the course of the next two years.
- **Charity Cabaret 2010 – ALICE:** From May to November 2010, the LIN Center for Community Development worked closely with the Charity Cabaret 2010 Organizing Committee by providing advice and support in their efforts to select three beneficiaries of their fundraising efforts. LIN helped with the committee in its efforts to identify priorities and define criteria for their grants. We supported the beneficiary selection by organizing and managing a call for proposals from both local and international NPOs. After the committee selected three winning proposals from the 29 applications submitted, LIN assisted in the drafting of grant agreements with each of the grantees. We also advised the committee members in their efforts to organize a signing ceremony, which took place in November. As a result of their fundraising efforts, a total of **VND 394 million** was allocated to three local, not-for-profit organizations.
- **Intel Products Vietnam:** At the end of the year, Intel Products Vietnam reached out to LIN to provide support, as a fiscal sponsor, to administer a grant to a local NPO partner that did not have the capacity or resources to do so themselves. An agreement was signed between LIN and Intel. Meanwhile, an agreement was signed between LIN and the designated grantee and the funds will be transferred in 2011. LIN will provide both oversight and support the reporting process.

Paying It Forward

by Dana Doan

(Included in the May 2010 Issue of The Word HCMC)

The concept of “paying it forward” can be traced back to Benjamin Franklin, though most would believe it began long before. Catherine Ryan Hyde used that phrase as the title of her 2000 novel, which was adapted into a movie and then a global movement. Through the Pay It Forward Foundation, people, around the world, are performing random acts of kindness without expectation of personal benefit. And right here in HCMC, I witnessed two different, but related acts of kindness, which reminded me just how much good can result when people put this concept into action.

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In November 2009, Jillian and David Bonnardeaux discovered they had won a pretty cool raffle prize at a charitable event held in Ho Chi Minh City. Their prize, a free dinner party for up to 150 guests, was donated by the White Palace - a luxurious banquet hall in HCMC. The raffle helped raise funds for not-for-profit initiatives of the Consular Club of HCMC. Weeks later, after thinking about ways they could use their prize, the couple decided they would like to turn their dinner party into a fundraising event to benefit an organization addressing a challenge that was meaningful to them and the people they would invite.

Though no strangers to philanthropy, the couple was new to Vietnam and the not-for-profit community. For this reason, they reached out to friends, colleagues and community members, including the LIN Center for Community Development, to ask for advice and direction on prospective grantees. They had an idea about the type of issues they would like to support and the qualities they sought in a grantee but they required help to discover which organizations were addressing those issues and in determining whether they would make a good partner. After narrowing down the list, and visiting prospective partners, Jillian and David ultimately decided to support two child protection centers: the Green Bamboo Shelter, which supports male street children and the Little Rose Warm Shelter, which works to protect girls at risk for sex trafficking.

On 9 May 2010, Mother's Day in some parts of the world, Jillian and David hosted a "Party at the Palace". That night, the White Palace, LIN Center and the two shelters came together to help Jillian and David organize a one-of-a-kind event for their guests. Upon arrival, guests were invited to make a donation that would be put towards their chosen not-for-profit organizations. Several young beneficiaries, representing each of the shelters, participated in the event as both guests and live entertainment. Both shelters put together dance performances and each prepared a display of their artwork, which was offered for sale and auction to help raise additional funds for their respective NPOs. During the event, several donors purchased paintings and engaged with the young artists to learn more about them and their paintings.

There they were, people of all ages, backgrounds and socio-economic status, mingling together for a good cause. Thanks to a little bit of luck, a lot of good will and hard work by both Jillian and David, that cool door prize which was made in support of one charity also managed to raise an additional USD \$3,000 for two of LIN's not-for-profit partners. It's amazing how one act of giving can inspire another. Who can say how many others were inspired as well?

- Others: In addition to the above clients, that LIN supported in making a grant, LIN also provided modest advisory services to a number of other clients, including:
 - **EMpower (INGO)** – LIN provided a list of potential beneficiaries in HCMC that met the organization's initial criteria for grantmaking. We also supported their January visit to HCMC by introducing translators and providing help with site visit arrangements.
 - **LGT Venture Philanthropy (INGO)** – LIN provided a list of potential beneficiaries that met LGT's initial criteria for grantmaking and helped make introductions prior to the August visit to HCMC.
 - **Mai Yen Kang (Individual)** – Sought counsel in regards to skilled volunteering and grantmaking in HCMC.
 - **Viet Thai International Jt. Stock Company (Company)** – Sought LIN's advice in developing a philanthropic strategy. LIN prepared initial guidance for development of such a strategy but the project was later put on hold.
 - **Roehlig (Company)** – LIN advised the company's director on their plan to provide strategic support to a local NPO partner.

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- **Kathy Uyen** (Individual) – The actress sought LIN’s counsel to identify a not-for-profit organization that she could support. LIN provided a list of prospective partners, which met her initial partnership criteria.
- **IFC, World Bank** – In Spring 2010, LIN was contacted by an IFC consultant who sought guidance in identifying an NPO partner in Da Nang that would welcome and appreciate a contribution and/or volunteer support during the organization’s corporate retreat. LIN helped connect IFC with several organizations operating in Hoi An and Da Nang.
- **Anonymous** (Individual) – LIN was contacted by an individual who sought counsel in hopes of persuading his company to engage in a strategic community development project. LIN provided initial guidance and is still waiting to hear if the company may move ahead with one or more of these ideas.

These experiences combined offered LIN an excellent opportunity to add value to a community of donors who were already deeply committed to a fair, open and thoughtful grantee selection process. It also helped us in putting together our strategic plan for offering donor advisory services in the future.

3. **Networking and Information Sharing** – In 2010, LIN introduced a new initiative to promote

- **HCMC Grantmakers Forum – New Initiative!**
 - Date/Time: 21-Oct-10 / 7.30 am to 4:00 pm
 - Participants: 62
 - 56 representatives of grantmaking institutions (local and international NGOS, Government AID programs and corporate foundations)
 - 6 representatives of the local media (print and TV)
 - Goal: To provide an opportunity for grantmakers to impart knowledge, share experiences, identify common goals and possible synergies while building a better understanding about the community in which they operate.
 - Background: The full-day forum consisted of six panel discussions each addressing different aspects of grantmaking - such as the legal framework; best practices for due diligence and monitoring and evaluation; partnerships and value added donor services. Panel speakers and moderators, representing both well-established organizations and some innovative newcomers to the grantmaking field, included:
 - Ms. Nguyen Thi Bich Diep - Justice Initiative Facilitation Fund
 - Ms. Sarah Jubb - Ernst & Young Vietnam Limited
 - Ms. Dana R.H. Doan - LIN Center for Community Development
 - Ms. Jocelyn Tran - MAST Industries
 - Ms. Kirsten Theruns - Education For Development
 - Ms. Uyen Ho - Intel Products Vietnam
 - Ms. Pham Kieu Oanh - Centre for Social Initiatives Promotion
 - Ms. Joan Yao - LGT Venture Philanthropy
 - Ms. Chantelle Woodford - Australian Consulate General (Direct Aid Program)
 - Ms Elizabeth Pham – NGO Consultant
 - Ms. Pham Dang Cuong - Irish Aid, Embassy of Ireland
 - Mr. Herb Cochran - AmCham - United Way Vietnam
 - Ms. Florence Schmidt-Neilson – Attorney
 - Mr. Paul Finnis – Saigon Children’s Charity (WWO Small Grant Scheme)

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- Ms. Nguyen Thi Hong – Unilever (Unilever Foundation)
- Ms. Pavithra Ram - TNS-Vietnam
- Ms. Nguyen Phuong Linh – Centre for Management & Sustainable Development
- Outcomes:
 - Establishment of a core group, which supervised planning for the Forum: Intel, US Consulate General, PACCOM, SCC and LIN.
 - 12 grantmakers volunteered to share their experiences as panel speakers while 8 grantmakers volunteered to moderate the panel discussions.
 - Grantmakers expressed a strong desire for regular opportunities to meet and exchange ideas with their peers and suggested topics for future discussion (based on comments during the forum & evaluation forms).
 - Participants introduced ideas for strengthening organizations engaged in grantmaking; meanwhile, encouraging philanthropy among a broader group.
 - Positive media attention (Viet Nam News, Saigon Times, HTV9 and more)
 - LIN is in the process of putting together a directory of HCMC Grantmakers to promote on-going communication and exchange among members.
 - Presented an opportunity for HCMC NPOs to advertise their programs and services to the first gathering of grantmakers (LIN encouraged NPOs to submit marketing materials and 15 NPOs responded).
- Sponsors: Intel Products Vietnam & US Consulate General in HCMC

“Working with... LIN was a highlight of 2010. Even as a small grant maker, we are ones to thank you for being such a good partner. Takes two to make a worthwhile grant.”

- Patricia Norland, Public Affairs Officer
US Consulate General in HCMC

- **Grantmakers Roundtable** – The LIN Center was pleased to host its first roundtable for grantmaking organizations, following the HCMC Grantmakers Forum. The intimate roundtable discussion featured one of the most experienced grantmakers at the Ford Foundation,
 - Date/Time: 4 November / Noon to 2pm
 - Participants: 16
 - Guest Speaker: Dr. Charles Bailey, Director of Special Initiatives for the Ford Foundation (distributing over USD \$490 million in grants worldwide in 2009)
 - Goal: To promote best practices in grantmaking by sharing experiences and offering examples of philanthropy in Vietnam.
 - Outcomes:
 - Positive feedback from participants on event evaluation;
 - Useful strategies and key steps in designing an effective grantmaking program: theory of change, selection of grantees and other partnerships; and
 - Engaged grantmakers in thoughtful discussions on how to conduct due diligence on prospective grantees and how to develop effective donor-grantee relationships.
 - Expenses: VND 477,000
 - Sponsors: None (*Participants were asked to cover the cost of their lunch*)

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- **Survey of Individual Giving** – In late December, the LIN Center for Community Development disseminated an online survey to ask individuals about their giving practices and preferences. Responses to the survey were accepted through mid-January 2011. Two hundred (200) residents of Ho Chi Minh City and surrounding provinces responded to the survey and an article, summarizing the results, was published in LIN's January 2011 newsletter.

The team at LIN looks forward to serving many more donors who also believe that obligation and opportunity are linked as we all work towards improving the common good. As we continue our current programs and introduce new programs, of equal importance will be our commitment to: strengthening the governance and accountability of our work and our clients' work; nurturing and facilitating meaningful giving; and building deeper and more collaborative donor learning experiences.

Donor Advisory Services in 2011

In 2011, in terms of donor advisory services, LIN will focus its resources to achieve the following goals and objectives:

- Release the results of an online individual giving study, conducted in late December 2010 to mid-January 2011;
- Strengthen the community of organizations and individuals making grants in HCMC by:
 - Organizing regular gatherings to promote networking, exchange of information and sharing of best practices;
 - Producing a directory of organizations that are making grants in HCMC;
 - Engaging new, less experienced donors in LIN's December grant review process; and
 - Offering donor advisory services (as below).
- Launch a core set of donor advisory services, a project we hope will help to sustain LIN's programs over the long-run. The proposed services include:
 - Fiscal Sponsorship
 - Beneficiary Selection Process Screening (Due Diligence)
 - Arrangement of Site Visits
 - Grant Agreements
 - Monitoring & Evaluation of Grantees

Part III. Research & Communication Services

LIN strives to conduct new research, collect relevant information, and to disseminate and share this information with all of our stakeholders. We do this because we believe that it is the responsibility of not-for-profit organizations to share information and help inspire and motivate others working towards the common good. Through our research and information services, we seek to demonstrate the impact and benefits of thoughtful community engagement, empowering individuals and organizations with tips, best practices and resources that can help them in their quest to help others.

Research

LIN conducts research on work that is being done by organizations and individuals to improve the social condition and quality of life for us all.

- **Volunteer Stories** – As mentioned in the Volunteer Services Section, in response to repeated demands for good examples of Volunteerism in Vietnam, the LIN team held a competition to collect inspirational volunteer stories. The competition resulted in 90 written, 10 video and over 250 photograph submissions. After the winners were announced in September, the LIN team selected a small number of stories to be featured in a Volunteer Stories handbook, which is currently in the hands of a graphic designer. We aim to complete the handbook and disseminate it widely in the first quarter of 2011.
- **Research on Quality of Life Issues in HCMC** – From June to August 2010, the LIN Center for Community Development directed exploratory interviews with seventeen community development experts working in Ho Chi Minh City. With help from one MIT graduate student and one RMIT faculty member, respondents were asked to identify disadvantaged groups and quality of life issues in the city. Preliminary findings from this research were shared during the HCMC Grantmakers Forum. A more detailed report is anticipated in the first quarter of 2011 and will be available for download from our website.
- **Online Survey to Understand Individual Giving** – At the end of 2010, LIN disseminated an online survey (in both English and Vietnamese) to residents of Ho Chi Minh City and surrounding provinces in an effort to gather information to better understand individual giving practices and preferences. Completed surveys were permitted through 15 January. The results of this survey will be published in 2011.

WHAT PEOPLE ARE SAYING ABOUT LIN

“As part of Horizon Capital Group’s corporate mission, we believe we serve three key stakeholders: our shareholders, our staff and the communities in which we work. As such, we have committed to giving a portion of our profits to develop the community. Horizon works to strengthen Vietnamese companies by providing sound advice and capital investment. Similarly, LIN works to strengthen Vietnamese not-for-profit organizations. Both efforts are necessary to create access to opportunities and an improved quality of life in our community.”

- Mr. Doan Manh Kham, Chairman, Horizon Capital Group

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"We are infinitely grateful for your support because without you, we would have no sponsors, and without sponsors, we couldn't exist.

- Ms. Leslie Wiener - Co-Coordinator, SMILE Group

"It has been a pleasure to work with your organization."

- Ms. Ruby Banez - Country Coordinator, UN Volunteer Programme (UNDP)

"I would like to volunteer to help LIN to respond to the support that LIN has given to [our] project ..."

- Mr. Tran Minh Hai - Director, Future Project (HCMC Child Welfare Fund)

"We are genuinely happy to be able to help LIN with the website. We've always wanted to give back to the community and this project has helped us to achieve that in some way. Since [working with] LIN, we've realized there is more we can do as a company besides donating money. We've also helped another NPO with their website, and I'm sure there will be more in the future. From the bottom of our hearts, we'd [sic] like to thank you for giving us this opportunity to be more involved..."

- Ms. Nguyen Tran Lan Anh, ViiVue Company

Communication

1. **Website** – In 2010, LIN received pro bono support from ViiVue, a web design company, which offered to improve the look and usability of our website. The new site was launched in March and included new functions allowing LIN to promote our NPO partners. Moreover, the site introduced the Give/Request pages, which allow NPOs to post their needs (financial and technical) while philanthropists can advertise the resources they wish to make available to NPOs. Below are some stats on our new website (courtesy of Google Analytics):

- Website visits: 12,753 (52% new visitors)
 - Vietnam based visitors: 10,788
 - US based visitors: 1,090
 - Australia based visitors: 138
 - Singapore based visitors: 87
- Avg. number of pages viewed per visit: 4.16 pages
- Avg. time on site: 4.6minutes
- Traffic Sources
 - Direct Traffic - 43%
 - Referring Sites - 30% (e.g., FB, NGO Centre, Blog)
 - Search Engines - 27%

2. **LIN Blog** – In 2010, although we got to a slow start, we began to use our blog more frequently. Our most popular post, reporting the results of our Volunteer Stories competition (published on 17 September), was viewed by 67 readers. Our blog posts in 2010 included:

- Doanh nghiệp đang đẩy mạnh các hoạt động từ thiện tại Việt Nam (Jan)
- Làm thế nào bạn biết chắc việc từ thiện của mình sẽ đem lại hiệu quả khả quan? (2 Jan)
- Hội thảo "Truyền thông XH" – Social Media workshop (1 Mar)

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- Khuyến khích người dân tham gia tình nguyện phục vụ cộng đồng tại Mỹ: Bài học kinh nghiệm và hững điều chia sẻ (1 May)
 - Ba mặt của nghèo đói (7 Jun)
 - Volunteer Stories (1 Jul)
 - Đồng hành CCTN #1: SEO-IIV và câu chuyện của họ (2 Jul)
 - Đồng Hành Cùng CCTN #2: Những câu hỏi thư ờng gặp (9 Aug)
 - Đồng Hành CCTN #3: Ví dụ Bài Dự Thi (Aug)
 - Người khuyết tật hòa nhập - tiếng nói người trong cuộc (10 Sep)
 - Kết quả cuộc thi Câu chuyện tình nguyện (17 Sep)
 - NPO youths celebrate Int'l Volunteer Day (7 Dec)
 - LIN on Tuổi Trẻ news (20 Dec)
 - Hai mặt của đô thị hóa (20 Dec)
 - Những thách thức trong hoạt động tình nguyện tại TP.HCM (20 Dec)
 - Hãy tặng những gì bạn có thể tặng (20 Dec)
 - CSR: Tốt gỗ hơn tốt nước sơn (21 Dec)
 - Những nhà hảo tâm mini (23 Dec)
 - Những trái tim vì cộng đồng (23 Dec)
 - Làm khảo sát, rinh quà tặng (30 Dec)
 - Chính phủ Anh khuyến khích người dân làm từ thiện (30 Dec)
 - LIN Newsletter December 2010 (31 Dec)
3. **Facebook** – LIN stepped up our use of Facebook, from 560 fans at the beginning of 2010, we nearly doubled that number, ending the year with over 1,000 fans (www.facebook.com/LINCenter). Below are some statistics on the fans of our page on Facebook:
- Gender (Female = 58%, Male =39%)
 - Age Range
 - 18-24=37%
 - 25-34=39%
 - 35-44=12.7%
 - Over 44=6%
 - Cities of Origin (Top)
 - Hanoi
 - HCMC
 - Other (San Francisco, Freemont, Singapore, Bangkok)
4. **Monthly Newsletter / LIN Nhịp Cầu** – Since September 2009, LIN has disseminated a monthly newsletter, in Vietnamese, to all our stakeholders, including: NPO partners, volunteers, clients, sponsors and friends of LIN. From March 2010, the newsletter also became available in English. The newsletter provides a snapshot of past programs and announcements regarding upcoming programs by LIN and by others in the community, which may also be of interest. We disseminate a summary of the newsletter via *Vertical Response*, a professional email marketing service, with a link to download the full newsletter via the LIN website. At the beginning of 2010, the newsletter when out to just under 600 recipients. By December, it was sent to nearly 1,300 email address.

Note: Since March 2010, LIN also began producing a separate monthly newsletter for Volunteers. The first volunteer newsletter, published in March, reached approximately

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140 current and prospective volunteers. Today, it is mailed out to over 600 email addresses. (The volunteer newsletter is currently only available in Vietnamese.)

5. **The Word HCMC** – LIN developed a strategic partnership with The Word HCMC, an English language publication, whereby we can submit articles on a topic relating to community development, philanthropy and/or volunteerism. Below is a list of column topics that were published in 2010:
 - January – Corporate Philanthropy in HCMC
 - February – Tips for Disaster Relief Funding
 - April – Entrepreneur-cum-Volunteer (Highlighting one businessman – Thinh Nguyen, who volunteers his time to support two different NPOs)
 - May – A Level Playing Field (a short article to highlight DRD's work to support women with disabilities in their quest for career satisfaction)
 - June – Volunteerism: A Comparative Perspective (Lessons learned from PT Son's participation in an exchange program – United We Serve - in the US)
 - July – Pay It Forward (an example of thoughtful giving: Jillian & David Bonardeux raise funds to support two local NPOs: Green Bamboo and Little Rose Shelters)
 - August – The Anonymous Donor (a note on the pros/cons of anonymous giving)
 - October – Dear Mom (Publication of the story that won the 1st grand prize in the Volunteer Stories competition)
6. **Media Attention** – In 2010, LIN's profile was raised thanks to articles published/posted using various media outlets.
 - **TV:** HCMC Television Channel aired a two-minute report about LIN's HCMC Grantmakers Forum. The report was aired on HTV on the evening of the event and the following morning (21 and 22 October).
 - **Print/Online Media:** Below is a list of articles about LIN events and activities that were reported in printed publications (newspapers / journals) or online news sources:
 - *Song y nghĩa trên quê hương chông* (Interview of Dana Doan), 2 Apr 2010 in DNSG Cuối Tuần (VN)
 - *Chia sẻ kinh nghiệm và phương pháp gây quỹ cho các NPO* (article on LIN's NPO workshop on Fundraising, June 2010 in VUSTA's print magazine & online website (VN)
<http://www.vusta.vn/Temps/Home/template2/default.asp?nid=84AC>
 - *Van Ly* (East Meets West Development Director cites LIN as an NGO collaborator), 26 Jul 2010 in Asia Life Magazine (EN)
 - *Thúc đẩy đối thoại giữa các tổ chức tài trợ* (About the HCMC Grantmakers Forum), 26 Oct 2010, VUSTA website (VN)
<http://www.vusta.vn/Temps/Home/template2/default.asp?nid=8C11>
 - *Dien dan cac to chuc tai tro tai TPHCM* (article & photo of HCMC Grantmakers Forum), 30 Oct 2010 in the ISS E-Newsletter (VN)
 - *HCM City grant agencies share views at meeting* (article on the HCMC Grantmakers Forum), 22 Oct 2010 in the Viet Nam News (page 2)
<http://vietnamnews.vnagency.com.vn/Economy/204937/HCM-City-grant-agencies-share-views-at-meeting.html>
 - *Top grantmakers convene to share experience in Vietnam*, 22 Oct 2010 in the Saigon Times – print and online editions (EN)
<http://english.thesaigontimes.vn/Home/lifestyle/expat-interest/13312/>

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- *Chia sẻ kinh nghiệm lập kế hoạch chiến lược tổ chức phi lợi nhuận* (article about LIN's Strategic Planning for NPOs Workshop), 26 Nov 2010 in VUSTA's print magazine and website
<http://www.vusta.vn/Temps/Home/template2/?nid=8DDC>
 - *HCMC non-profits hold event for IVD* (article advertising an upcoming event for IVD), 2 Dec 2010 in Kinh tế Saigon Online (EN)
<http://english.thesaigontimes.vn/Home/lifestyle/charity/14042/>
 - *15 đôi nhóm tình nguyện hội ngộ* (article about the IVD event held in HCMC, with photos), 5 Dec 2010 in Tuổi trẻ online (VN)
<http://tuoitre.vn/Nhip-song-tre/414412/15-doi-nhom-tinh-nguyen-hoi-ngu.html>
 - *NPO youths celebrate IVD* (article about the IVD event in HCMC with photos), 7 Dec 2010, Kinh tế Saigon Online (EN)
 - *Event to honor volunteerism in Ho Chi Minh City*, 1 Dec 2010, Saigon daily (EN)
<http://www.saigon-gpdaily.com.vn/Hochiminhcity/2010/12/87643/>
 - *NGO rewards volunteers with up to \$750* (article about LIN's Volunteer Stories Competition and LIN team), 14 Dec 2010, Tuổi Trẻ Online (EN)
<http://www.tuoitrenews.vn/cmlink/tuoitrenews/charity/ngo-rewards-volunteer-story-with-up-to-750-1.16737>
 - *Những Trái Tim Vì Cộng Đồng* (article about the IVD event in HCMC with photos), 12 Dec 2010, Phụ nữ online
<http://www.phunuonline.com.vn/honnhan-giadinh/2010/Pages/nhung-trai-tim-vi-cong-dong.aspx>
 - *Hội thảo "Lập kế hoạch tổ chức phi lợi nhuận"* (article and photo on LIN's Strategic Planning for Workshop for NPOs), Nov 30, 2010 in the ISS E-Newsletter (VN)
- **Other Websites/Blogs** – In addition to the above, LIN's event, activities and articles have been featured on other websites and blogs, including, but not limited to the following:
 - www.ViCongDong.vn
 - <http://www.dangcap360.com>
 - <http://nguyenhongcong.net/intro/>
 - www.hocbonghuynhtanphat.vn
 - www.Vietabroad.org
 - <http://edufac.edu.vn/article/20101109/551>
 - <http://talk.onevietnam.org/>
 - <http://www.vpv.vn/diendan>
 - <http://pwd.vn/diendan>
 - <http://hoahuongduongvn.org>

7. LIN's First Birthday – In 2010, in addition to hosting networking events for our clients (NPOs, Volunteers and Philanthropists), the LIN team, led by the LIN Board's Outreach Committee, organized an event to celebrate our first birthday.

- Date/Time: Thursday, 29 July / 5:30pm to 9pm
- Participants: 91 people, including LIN team members, Sponsors, Volunteers, and NPO partners.
- Speakers:
 - Ms. Nguyen Tran Hoang Anh - Outreach Committee Co-Chair, LIN Board of Directors
 - Mr. Doan Manh Kham - Outreach Committee Co-Chair, LIN Board of Directors

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- Dana Doan and Pham Truong Son – LIN Staff
 - Objectives:
 - To celebrate LIN’s first birthday with friends and supporters;
 - To raise awareness about LIN’s achievements;
 - To announce new LIN programs and initiatives (i.e., the Volunteer Stories competition and the HCMC Grantmakers Forum); and
 - To strengthen LIN’s relationship with local media and sponsors.
 - Outcomes: LIN received a donation of approximately USD \$1,000, which was collected by the visiting E-MBA students from the CASS School of Business (London, UK)
 - Event Sponsor: Horizon Capital Group
8. **Participation in Community Events** – In 2010, LIN team members were invited to participate in several events as guest speakers and/or as an opportunity to advertise our programs and activities. When such events presented an opportunity to connect with prospective stakeholders, such as those listed below, we were ready and willing to partake.
- **LIN Booth at MTV Exit** (17 April) – LIN was invited to set-up a booth along the sidelines of this concert, which was designed to raise awareness about the issue of trafficking in persons. LIN’s booth helped to raise awareness about our organization, about our NPO partners and allowed the team to connect with organizations that are working to address the issue of trafficking in persons in Vietnam.
 - **TEDxSaigon** (15 August) – At the half-day event, held at RMIT, Dana Doan gave a 15 minute presentation on “Building Strong Communities” to an audience of just over 100 guests.
 - **International School Saigon Pearl Fun Fest and Book Fair** (25 September) – LIN was invited to host an informational booth at ISSP’s fun fest. LIN was selected as the NPO beneficiary for this event, receiving profits from sales during the book fair, which amounted to VND 5.5 million.
 - **RMIT Career Panel Discussion** (7 December) – Pham Truong Son sat on a panel to discuss career opportunities in the NPO sector with 80 RMIT students and alumnae. He introduced the LIN Center as well as our NPO Partner’s activities in the community. He spoke, generally about the NPO sector and opportunities to volunteer and/or support the NPO community
 - **LIN Booth at the RMIT Career Fair** (9 December) – over 3,000 people attended the Career Fair, where LIN was able to introduce our activities and volunteer matching services to college students and staff of companies that were also participating in the fair. The event provided a great opportunity to connect with HR personnel from 24 different companies with operations in HCMC.

Research & Communication Services in 2011

For 2011, in addition to our regular activities, LIN has set the following objectives to strengthen existing research and communications activities:

- Research:
 - Collaborate with SISD to conduct a research that will help to understand the challenges and opportunities facing NPOs that seek to promote access to justice in HCMC;
 - Conduct a research on corporate volunteerism and/or Volunteer training needs;
 - Complete and disseminate the findings from our 2010 research into Quality of Life Issues in HCMC; and
 - Reach a broader audience with the organization of a 2nd competition for Volunteer Stories in Vietnam.
- Communication:
 - Disseminate the results of our Dec-Jan Online Giving Survey;
 - Disseminate the Volunteer Stories Handbook;
 - Attract stakeholders to LIN's blog by publishing interesting articles and encouraging a dynamic exchange of perspectives and information; and
 - Build relationships with local journalists interested in community development in HCMC. Support their efforts to write articles on related topics.

D. Financial Statements⁹

The LIN Center for Community Development officially launched on 1 August 2009. However, in 2008 and part of 2009, the founding members of LIN worked to set-up the foundation for the organization and to pilot test some of its core programs, with support from a founding sponsor. As such, in the income statement below, the revenues and expenses for 2008 and 2009 are also included, even though, in terms of comparison neither presents a full-year of operation.

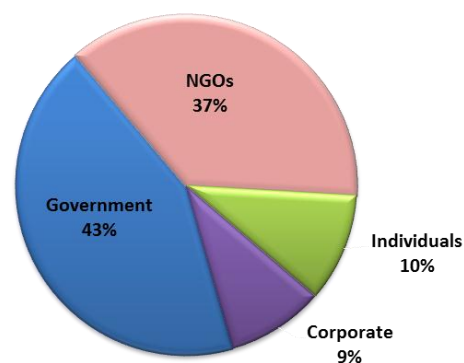
Income Statement			2008	2009	2010
Support and Revenues			\$11,166	\$44,514	\$76,350
	Grant and Donation		11,166	44,459	76,132
		Grant (Restricted)	0	17,967	68,844
		Donation (Unrestricted)	11,166	26,492	7,288
	Financial Income		0	55	218
		Interest Income	0	55	218
		Investment Income	0	0	0
Expenses			(10,774)	(31,744)	(46,021)
		Program (Including grants made to NPO partners)	(5,444)	(25,423)	(35,977)
		Administration	(5,330)	(5,193)	(9,946)
		Fundraising	0	(1,128)	(98)
Change to net assets			392	12,770	30,329
Net Assets, beginning of year				0	12,770
Net Assets, Ending of year			392	12,770	43,099

Notes:

2010 Income Sources (over USD \$100)

Irish Aid, Embassy of Ireland	\$28,048.72
GlobalGiving Foundation	\$19,225.73
Intel Products Vietnam	\$12,615.39
Individuals	\$ 6,697.88
VinaCapital Foundation	\$ 4,252.98
US Consulate General, HCMC	\$ 1,729.55
CASS Business School (Student Group)	\$ 1,102.76
Pi-Channel / Jodric	\$ 654.45
Pacific Links Foundation	\$ 510.53
Donor Clubs	\$ 322.07
UN Volunteer Programme	\$ 307.69
International School Saigon Pearl	\$ 282.65

2010 Income Source Breakdown¹⁰

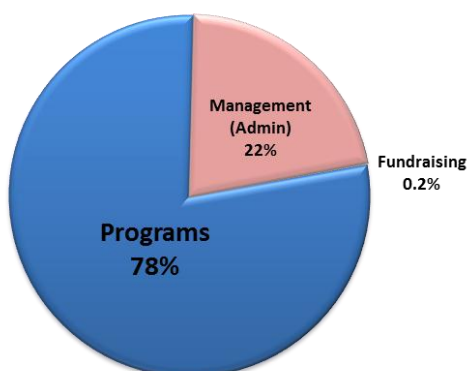


⁹ Note: These statements have not been audited. In December 2010, LIN received a grant from Irish Aid, which will help to subsidize a 2011 audit for LIN along with up to 14 of our NPO partners.

¹⁰ The high NGO percentage is overly high, due to the fact that a large portion of individual giving comes to LIN via GlobalGiving Foundation. If these individual donations were accounted for separately, the percentage of individual donations actually accounts for 34% of LIN's income.

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2010 Expenses Breakdown



2010 Program Expenses Breakdown	
NPO Services	20%
Grants to NPOs	49%
Volunteer Services	18%
Donor Services	9%
Other (Research, WINGS)	5%

Balance Sheet			2009	2010
Current Assets			\$18,382	\$49,836
	Cash and Cash Equivalent		12,667	49,836
	Cash		12,667	49,836
	Cash Equivalent		0	0
	INVESTMENTS		0	0
	Short Term Investment		0	0
	ACCOUNTS RECEIVABLE		5,715	0
	Grant Receivable, current portion		0	0
	Donation Receivable		5,715	0
	Other Receivable		0	0
	Prepaid Expenses		0	0
	Grant Receivable (long term)		0	0
	Grant Receivable (long term)		0	0
	Deposits		0	0
	Deposits		0	0
	Property & equipment		0	0
	Cost		0	0
	Accumulated Depreciation		0	0
TOTAL ASSETS			\$18,382	\$49,836
LIABILITIES			5,613	7,865
	Current Liabilities		5,613	7,865
	Grants payable		0	3,385
	Accounts payable and accrued liabilities		5,613	4,480
	Related-party payable		0	0
	Note payable to related party		0	0
	Long Term Liabilities		0	0
	Long Term Liabilities		0	0
NET ASSETS			12,769	41,971
	Unrestricted		12,769	10,538
	Temporarily restricted		0	31,433
TOTAL LIABILITIES AND NET ASSETS			18,382	49,836

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Cash Flow Statement				2009	2010
	Cash Flow from Operating Activities			\$12,668	\$38,296
		Change to Net Assets		12,770	30,329
		Adjustment For		0	0
		Depreciation		0	0
		Change in Assets and Liabilities		(102)	7,967
		(Increase) Decrease in Accounts Receivable		(5,715)	5,715
		(Increase) Decrease in Grants Receivable (long term)		0	0
		(Increase) Decrease in Deposit		0	0
		Increase (Decrease) in A/P, Current Liabilities		5,613	2,252
	Cash Flow from Investing Activities			0	0
		Purchase of office equipment			
		Investment			
	Net Increase in Cash and Cash Equivalent			12,668	38,296
		Cash & Cash Equivalent, Beginning of Year		0	12,668
	Cash & Cash Equivalent, Ending of Year			12,668	50,964

E. Thanks to LIN's Sponsors

LIN would like to recognize local and international philanthropic companies and individuals who generously sponsored our programs, donated their time, lent their professional services and/or made contributions in-kind to help LIN in our effort to help others address community needs. We are honored to list them all here and thank them for their support.

Corporate Sponsors

Institutional Sponsors

Zesiger Family Foundation <i>(Note: These funds were transferred via Give2Asia & will be applied to LIN incomes in 2011)</i>	USD	\$ 4,650
Global Giving Foundation www.globalgiving.org	USD	\$ 3,000
International School Saigon Pearl <i>(International Education Company)</i> www.issp.edu.vn	VND	5,500,000
SIT/ Truong DH Kinh Te TP HCM www.sit.edu / www.ueh.edu.vn	VND	500,000

Project Sponsors - Corporations

Irish Aid, Embassy of Ireland (2 Grants) www.irishaid.gov.ie/vietnam.asp	VND	546,950,000
Intel Products Viet Nam www.intel.com/about/corporateresponsibility/index.htm	VND	246,000,000
SSE Steel (2 Grants) www.thepuc.com.vn	USD	\$ 10,000
Vinacapital Foundation www.vinacapitalfoundation.com	VND	81,231,955
US Consulate General in Ho Chi Minh City http://hochiminh.usconsulate.gov/	VND	32,878,656
CASS Business School, UK www.cass.city.ac.uk/mba	VND	21,503,820
Pi-Channel / Jodric www.jodric.com	VND	12,600,000
Pacific Links Foundation (Vong Tay Thai Binh) www.pacificlinks.org	VND	9,700,000
UNDP Viet Nam / UN Volunteer Programme www.un.org.vn/unv/	VND	6,000,000
Cty TNHH Van Chuyen Hop Ly (Logical Moves Ltd.) www.logicalmoves.net	VND	1,908,000

In-Kind Sponsors - Corporations

Horizon Capital Advisers

www.horizoncapitalvietnam.com

US Consulate General in HCMC, State Dept. (BECA)

<http://exchanges.state.gov/>

Xu Corporation

www.xusaigon.com

ViiVue (Huynh Le Phan Ltd.)

www.viivue.com

Global Fund for Community Foundations

www.globalfundcf.org

Who Digital?

www.whodigital.com

The Word HCMC

www.wordhcmc.com

VinaCapital Foundation

www.vinacapitalfoundation.com

Vertical Response

www.verticalresponse.com

Pi-Channel / Jodric

www.jodric.com

Exotissimo

www.exotissimo.com

Unavailable / L'UISINE

www.lusinespace.com

VP Design

Annam Gourmet

www.annam-gourmet.com

Megastar Media

www.megastarmedia.net

Professional Services,
Meeting Venue, etc.)
Staff Training –
Volunteer Management
Office Space, Venue
Rental, Discounted Svcs
Web Design & Website
Upgrades
Staff Training -
Grantmaking
Meeting Space, Email
Marketing
Print Space

Skilled Volunteers

Email Marketing

Discounted Services

Prize – Volunteer Stories

LIN T-Shirts

Discounted Services

Prize – Volunteer Stories

Prize – Volunteer Stories

Individual Donors

Gifts valued at VND 10 million and over

Jillian & David Bonnardeaux (Restricted)	Nguyen Tran Hoang Anh
Landon Carnie	Anonymous

Gifts valued between VND 5 and 10 million

Angela Dickey (Restricted)	Alan Young (Restricted)
Jennifer Nguyen	Yasmina Zaidman (Restricted)
Nitin Saigal (Restricted)	Anonymous (Restricted)

Gifts valued between VND 2 and 5 million

Tony Huang (Restricted)	Sesto Vecchi (Restricted)
Sonya Lam (Restricted)	Anonymous (Restricted)
David Regenold (Restricted)	

Gifts valued between VND 1 and 2 million

Walter Blocker (R)	Daniel Fairburn (R)	Susan Myers (R)
Gail Campbell (R)	Eyal Gutentag (R)	Henri Phimasset (R)
Thien Do (R)	Adam Halpern (R)	Jerry Robertson (R)
Tuyen Do (R)	Alexis Howerton (R)	Dick Schmitt
Hung Doan (R)	Elvira Hoxha (R)	Ken Truong (R)
Mike Doan (R)	Huynh Xuan Thao	Anonymous (R)
Kami Dozier (R)	Kate Lloyd-Williams (R)	Anonymous (R)

Gifts valued between VND 500,000 and 1 million

Mahnaz Amini (R)	Rosanne Lee (R)	Kim Shin (R)
Karen Anton (R)	Le Quyen Le (R)	Maria Stalford (R)
Eve Bates (R)	Richard McPherson (R)	Sandra Szahun (R)
Guillaume Blanchard (R)	Nguyen Duc Thuy Anh (R)	Napoleon Ta (R)
Aaron Golub (R)	Tuong-Oanh Nguyen (R)	Akihiro Tsuruta (R)
Bich-Phuong Ha (R)	Ziang Tony Ngo (R)	Anonymous (R)
Charles Howerton (R)	Lan Nguyen (R)	Anonymous (R)
Laura Kaufer (R)	Daniel E Otahal (R)	Anonymous (R)
Jonah Levey (R)	Vadim Samorodov (R)	Anonymous (R)

Gifts valued between VND 100,000 to 500,000

Randolph L Austin Sr. (R)	Van Ly (R)	Anonymous (R)
Shaun Coon (R)	Payam Massaband (R)	Anonymous (R)
Johnny Duda (R)	Kieu Oanh Pham (R)	Anonymous (R)
Rachel Felice (R)	Trang Phan (R)	
Rodney J. Langsford (R)	Michael Sieburg (R)	

Individual Donations In-Kind

Dana R.H. Doan	<i>Professional Services, Books & Equipment</i>
Hoa Hoang	<i>Professional Services (Legal)</i>
Ngo Quynh Nhu	<i>Professional Services (Legal)</i>
Nguyen Thu Ha	<i>Professional Services (HR)</i>
Laura Phan	<i>Professional Services (Strategy)</i>
Tran Ngoc Tran	<i>Professional Services (Accounting)</i>
Catherine Walter	<i>Professional Services (Strategy)</i>

NPO Workshop Contributions (from VND 25,000 to 100,000)

A. Dat	C. Thoa	Ngo Uyen Phuong
A. Lam	Dang Thu Huong	Nguyen Minh De
A. Loc	Dang Thuy Diem	Nguyen Nhan Viễn
A. Phong	Do Thi Bach Phat	Ng. Thanh An, Thanh Van
A. Phuc	Do Thi Loc	Nguyen Thanh Duoc
A. Thanh Nghi	Duong Phuong Hanh	Nguyen Thanh Phong
A. Thuan, C.Van, A.Nhan	Ha Thi Kim Duyen	Nguyen Thanh Thu Thuy
Anh Van	Hoa	Nguyen Thi Buu Tran
Bui Quang Phuc	Hong	Nguyen Thi Dung
Catherina Phan	Hue Chi & Hoai Nam	Nguyen Thi My Tien
C. Bich	Huong	Nguyen Thi Thuy Trang
C. Hang	Huong Duong	Nguyen Thuy Diem Huong
C. Huong	Huynh Hoai Huu Trinh	Nguyen Tram Anh
C. Khanh Ly	Le Dieu Anh	Pham Thieu Oanh
C. Loan	Le Doan Huan	Thich Thanh Binh
C. My Phuong	Le Thi Thu Cuc	Thuy Ha
C. Phuong Ly	Luong Thi Thuan	To Thi My Linh
C. Thanh Thao	Mai am Hoa Hong Nho	Tran Nguyen Duc Giang
C. Thao	Mai Thi Hoa	Tran Phuoc Loc
C. Uyen	Marijin Bouwmans	Tran T. Phuong Chi, C. Thuan
Chu Minh, Chu Phong	Nam	Tran Thi Diem
C. Hoang	Nam Tran	Tran Thi Nguyet Sa
C. Hong Loan	Ngo Ke Suong	Trinh Binh Minh
C. Lan	Ngo Thi Ngan Binh	Truong Ngoc Hoa
C. Linh	Ngo Thi Phuong Thien	Vu Doan Thanh Phong

F. The People: Governance & Management of LIN

The Management Board, comprised of a Board of Directors and Board of Advisors, deals with and takes decisions upon all issues relating to the proper and responsible management of the LIN Center for Community Development. Board Members are key to the success of LIN. Board Members ask the difficult questions, participate in regular planning and policy making, ensure a sound financial footing, and help to monitor and evaluate the management and governance of the organization. Simultaneously, Board Members serve as ambassadors, advocates and fundraisers in the community. Four sub-committees assist the Management Board in its deliberations and decision-making:

- **Administration Committee** - The Administration Committee oversees all official business of LIN. This includes such activities as registration, human resource policies, oversight of relations with the government, local media and parent organization, and all related activities.
- **Fund Allocation Committee** - The Fund Allocation Committee assists the accountant in overseeing accounting and financial reporting. In addition, the Fund Control Board has the responsibility to inspect and supervise LIN Center's operation in strict compliance with its Charter and legal provisions and to report and propose to the full board on the results LIN Center's financial situation.
- **Outreach Committee** - The Outreach Committee is responsible for setting goals, planning and overseeing marketing and fundraising activities for the organization. In addition, it is responsible for reporting to the Management Board on the status and impact of LIN's outreach activities and proposals.
- **Program Committee** - The Program Committee is responsible for overseeing program activities of the organization. In addition, it is responsible for reporting to the Management Board on the status of the organization's activities and proposals for the introduction of new activities and/or events.

Members of the Board of Directors

- **Ms. Nguyễn Trần HOÀNG ANH** - CHAIRWOMAN, Board of Directors and Advisors (Outreach Sub-Committee)
Head of Marketing Services, Brand Maker, Ltd.
- **Mdm. Lê Thị Băng TÂM** - Member, Board of Directors
Chairwoman, Board of Directors, HD Bank
Former Founder & Chairperson - State Capital Investment Corp.
Former Vice Minister of Finance (1995-2006)
Member - National Committee for International Economics Coop.
Member - National Committee of Monetary & Finance Policy
- **Ms. Lâm Bảo QUANG** - Member, Board of Directors
Investment Officer - International Finance Corporation, World Bank
- **Ms. Ngô Quỳnh NHƯ** - Member, Board of Directors (Administration Sub-Committee)
Chief Legal Counsel - Horizon Capital Group
- **Ms. Tạ Thùy CHÂU¹¹** - Member, Board of Advisors (Program Sub-Committee)
Assistant Vice President, Corporate-Treasury Svcs Indochina - JPMorgan Chase Bank
- **Ms. Trần Thị Thanh HƯƠNG** - Member, Board of Directors (Fund Allocation Sub-Committee)
Journalist – Saigon Times Group

¹¹ In November 2010, Chau Ta moved overseas. Until her departure, she remained and active member of the LIN Board of Advisors and Co-Chair of the Program Committee.

- **Ms. Trần Ngọc TRẦN** - Member, Board of Directors (Fund Allocation Sub-Committee)
Accountant - Horizon Capital Advisors
- **Ms. Nguyễn THU HÀ** – Member, Board of Directors (Administration Sub-Committee)
Human Resources and Office Manager - Horizon Capital Group
- **Ms. Đỗ Thị Như TÂM** - Member, Board of Advisors (Administration Sub-Committee)
Deputy Director - World Wide Orphans

Members of the Board of Advisors

- **Mr. Hà Xuân TRƯỜNG** - Member, Board of Advisors (Program Sub-Committee)
Managing Partner, Stellar Management
Senior Advisor, University of Hawaii at Manoa - Executive MBA Program in HCMC
Advisor for Policy and Business Development, The OPV Group
Senior Advisor, Center for Global Management
Lecturer, Maastricht Executive MBA Program at the University of Technology in HCMC
- **Ms. SARA Jewett Nieuwoudt** - Member, Board of Advisors (Program Sub-Committee)
Technical Management, Field Liaison; CAP/New Partners Initiative - Academy for Education Development (AED)¹²
- **Ms. DANA R. H. Doan** - Member, Board of Advisors
Strategic Consultant, LIN Center for Community Development
Board Member, Working With Others Small Grant Scheme (Saigon Children's Charity)
Grant Evaluator, Centre for Social Initiatives Promotion (CSIP)
- **Mr. Đoàn Mạnh KHÂM** - Member, Board of Advisors (Outreach Sub-Committee)
Managing Director - Horizon Capital Group
- **Mr. P. ELI Angell Mazur** - Member, Board of Advisors
Senior Associate –YKVN Lawyers, Ltd.

Management & Staff Members

On a day-to-day basis, the LIN Center is run by a team of three full-time and three part-time professionals.

- **Ms. Ngô Quỳnh NHƯ** - Executive Director (*pro bono*, part-time)
Ms. Nhu, as the legal representative of LIN, is responsible for the Center's organization and operations. In this role, she takes ultimate responsibility to the Board of Directors, to Vietnamese law, and to the Vietnam Union of Science and Technology Associations (VUSTA), our umbrella organization, for the Center's activities and outcomes.
- **Mr. Phạm Trường SƠN** – Deputy Director, Community Liaison (full-time)
Mr. Son was appointed to the position of Deputy Director in December 2010. In this new role, he will assist the Executive Director in operating and managing the LIN Center. In addition to this role, Son will continue in his role as Community Liaison, coordinating with local community leaders, including those representing for-profit, not-for-profit and public sector organizations to ensure that LIN programs and services meet the needs of the community.
- **Ms. Nguyễn THU HÀ** – Human Resources Adviser (*pro bono*, part-time)
Ms. Ha provides advice and direction in regards to the supervision and review of paid staff, interns and volunteers. In addition, she assists in the preparation of job

¹² Sara left Vietnam in November 2010. Until her departure, she remained an active member of the LIN Board of Advisors and Co-Chair of the Program Committee.

descriptions, interviewing of prospective staff and provision of payment and benefits in accordance with Vietnamese law and best practices.

- **Ms. Trần Ngọc TRÂN** - Chief Accountant (*pro bono*, part-time)
Ms. Tran assists the Executive Director in all matters concerning finance and accounting for the LIN Center, in accordance with the Accounting Law and other related legal documents.
- **Ms. Nguyen Thi Thanh TRUC** – Office Manager & Volunteer Coordinator (full-time)
Ms. Truc’s primary responsibility is to provide active support service to LIN staff and partners in office management and volunteer coordination. S/he is responsible for a wide range of duties including office maintenance, event logistics and procurement management. In addition, she provides support and supervision to LIN Volunteers and lead recruitment efforts for volunteers that meet the needs of LIN’s NPO partners.
- **Ms. DANA R.H. Doan** – Consultant, Strategic Advisor (*pro bono*)
The Strategic Advisor reports to the Executive Director and to the Board of Directors, while providing day-to-day support and guidance to the full-time staff at LIN. She is largely responsible for advising on LIN’s strategic plan, assisting the Board of Directors & Advisors, raising funds and supporting the LIN team in their implementation of LIN’s annual work plan.



Center for Community Development

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