Giving Well

EXO, Where are we going?
August 3rd, 2016

Traditions of Giving

- Charity
  - ❖ Help people
  - ❖ Short-term impact
  - ❖ One-time fix
  - ❖ Pity
  - ❖ Over & under

- Development
  - ❖ Empower people
  - ❖ Long-term impact
  - ❖ Seek solutions
  - ❖ Respect
  - ❖ Empathy

Charity vs. Development

CHILDHOOD HUNGER	
Charity Goal	Development Goal
Feed all children who are hungry	Zero hunger and ensured access to safe, nutritious and sufficient food all year round

POVERTY	
Charity Goal	Development Goal
Provide shelter for the homeless Scholarships to excellent, LI students	Build the resilience of the poor, ensure access to basic services & economic resources

POLLUTION	
Charity Goal	Development Goal
Pick up trash, reduce waste	Reduce the number of deaths / illnesses from air, water and soil pollution

HEALTH CARE	
Charity Goal	Development Goal
Provide surgeries for all children with congenital heart disease	End preventable deaths of newborns and children under 5 years of age

"Charity is injurious unless it helps the recipient to become independent of it."

— John D. Rockefeller
U.S. Businessman & Philanthropist
(1839-1937)

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1. Needs Assessment

2. Identify Stakeholders

3. Strategies (Current & Potential)

4. Assess Resources

5. Match Resources with Needs

6. Evaluate

7. Improve

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Step 1: Needs Assessment

"What are the needs in our community?"

- Collect data to understand needs
  - Primary Data (Key informant interviews, surveys)
  - Secondary Data (Reports, Census)
- Analyze data to prioritize
  - Causes *(Rising Inequality, Access to Education, Healthcare Services, Domestic Violence, Disaster Relief, Discrimination, etc.)*
  - Disadvantaged Groups *(Low-Income Households, Minorities, Migrants, Women, etc.)*

MASLOW'S HIERARCHY OF NEEDS

ABRAHAM MASLOW

SELF-ACTUALIZATION
MORALITY, CREATIVITY, SPONTANEITY, PROBLEM SOLVING, LACK OF PREJUDICE, ACCEPTANCE OF FACTS

ESTEEM
SELF-ESTEEM, CONFIDENCE, ACHIEVEMENT, RESPECT OF OTHERS, RESPECT BY OTHERS

LOVE/BELONGING
FRIENDSHIP, FAMILY, SEXUAL INTIMACY

SAFETY
SECURITY OF BODY, OF EMPLOYMENT, OF RESOURCES, OF MORALITY, OF THE FAMILY, OF HEALTH, OF PROPERTY

PHYSIOLOGICAL
BREATHING, FOOD, WATER, SEX, SLEEP, HOMEOSTASIS, EXCRETION

Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, Motivation and Personality.

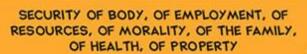**Self-Actualization** - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.

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Step 2: Identify Stakeholders

"Who is already working on this?"

- Mapping of key stakeholders
  - Government agencies
  - Nonprofit organizations
  - Donor organizations
  - Disadvantaged groups
- Identify best practices
- Learn from past mistakes
- ID potential partners

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Step 3: Strategies

"What is being done?"

"What more can be done?"

- Successful Strategies
  - Short-term impact
  - Long-term impact

- Potential strategies
  - Short-term impact
  - Long-term impact

OUTPUTS & IMPACTS

OUTPUTS		IMPACTS		
Activities (What we do)	Participants (Who we reach)	Short-Term (Learning)	Medium-Term (Actions)	Long-Term (Conditions)
# Workshops	# event guests	Awareness	Behavior	Social
# Meetings	# beneficiaries	Knowledge	Practice	Economic
Deliver services	# trainers	Attitudes	Social Action	Civic
Develop products or curriculum	# agencies	Skills	Policies	Environmental
Counseling sessions	# decision-makers	Opinions	Decision-making	
Assess	# media	Aspirations		
Work with media	# donors	Motivations		

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Step 4: Assess Resources

"What resources can my company offer?"

- HR (time, skills)
- Funds
- Products/Services
- Other (equipment, space, contacts…)

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Step 5: Take Action

"How can we best address existing needs?"

- Start with a shared goal

- Match available resources to real needs

- Ensure alignment on how to measure impact

- Make a commitment (e.g., detailed agreement)

Matching Needs & Assets

ABC NONPROFIT NEEDS	XYZ COMPANY ASSETS
• Funds to undertake project work - research, implementation & evaluation • Materials • Sub-contractor recommendations • Legal advice	• Funds (up to VND 600m/year) • 20 staff with expertise in HR, Legal, Procurement, Accounting (each willing to volunteer up to 8 hours a month) • Equipment (e.g., steel, toilets, wood, etc.)

ABC NONPROFIT ASSETS	XYZ COMPANY NEEDS
• Connection to local officials, suppliers, builders and beneficiaries • Track record for addressing health issues • Volunteer management system	• Someone to manage, implement & provide reports on the project • Opportunities for staff to volunteer in the community

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Step 6: Evaluate

"How did we do?"

"How could we do better?"

- Process evaluation
  - Timeline
  - Efficiency
- Outcomes evaluation
  - Short-term vs. long-term solution
  - Intended and unintended results

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Step 7: Improve

"Continue and/or share your results."

– Make necessary improvements & continue

– Share your results with stakeholders

- Best practices

- Lessons learned

Case Studies

I. Corporate Day of Service

- **Partner**: Shelter for the Visually Impaired

- **Participants**: 50 company employees, 20 children, 5 NPO reps (3 admin, 2 teachers)

- **Activity**: Mid-Autumn Day Event at the Shelter
  - Welcome song by the children
  - Speeches by the company, NPO rep (media present)
  - Repainting shelter and audio book donations
  - Gift bags for all the children (candy & clothes)
  - Lunch together

Impact Perspectives: Day of Service

Company

Desired Outcomes:
- Establish/Build partnership
- Employee team building
- Potential PR opportunity

Challenges:
- Difficult to measure impact Short-term effect
- Staff time spent on logistics & preparations

NPO

Desired Outcomes:
- Establish/Build partnership
- Improve shelter aesthetic
- Increase audiobook selection

Challenges:
- Difficult to measure impact
- Disrupts normal program
- Staff time spent on logistics & preparations

Children

Desired Outcome:
- Gifts
- Access to more audiobooks

Challenges:
- May feel sad after the event
- Lost time for studying or self-improvement

II. Scholarships

- **Partner**: Disadvantaged Student Fund
- **Activity**: Select 25 students to receive annual university tuition fee
- **Criteria**:
  - Accepted into a HCMC university
  - Low-income *(as determined by the GVN)*
  - High grades in high school
  - Recommended by a teacher

Impact Perspectives: Scholarships

Company

Desired Outcomes:
- Improve access to education for disadvantaged students
- Connection to potential employees

Challenges:
- Difficult to measure LT impact
- Superficial connection between employees/customers & the program

NPO

Desired Outcomes:
- Improve access to education for 25 disadvantaged students
- Build partnership with corporate sponsors

Challenges:
- Difficult to measure LT impact
- Are these the most disadvantaged students?
- Accessing funds to provide complimentary support (life-skills, career coaching)

Students

Desired Outcome:
- Cover 1st year tuition fees
- Potential support for 2nd, 3rd and 4th year of study

Challenges:
- May feel lost, confused or out of place at university
- May still lack funds to study well, compared with other students
- Concerned about covering the next 3 years of Uni?

"To give away money is an easy matter and in any man's power. But to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter."

—Aristotle

Thank You!

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