



Promoting business understanding and engagement with strategic giving in Vietnam

Ha Noi - June 2014

Table of contents

1 – BACKGROUND, RATIONALE, STRUCTURE	1
2 – PHILANTHROPY DEFINITIONS	2
3 – LITERATURE REVIEW.....	3
3.1. CORPORATE PHILANTHROPY REVIEW VIETNAM	3
3.1.1. <i>Resources for/Comments on businesses in Vietnam:</i>	3
3.1.2. <i>Resources for/Comments on NGOs in Vietnam:</i>	5
3.2. CORPORATE PHILANTHROPY REVIEW WORLDWIDE:.....	5
3.2.1. <i>Resources for/Comments on businesses worldwide:</i>	6
3.2.2. <i>Resources for/Comments on NGOs worldwide:</i>	11
3.3. INTERNATIONAL INVESTMENT REVIEW	15
3.4. PEER TO PEER LEARNING AND NETWORKING	19
4 – CONCLUSIONS	23
4.1. CONCLUSIONS BASED ON CORPORATE PHILANTHROPY EXAMPLES	23
4.2. CONCLUSIONS BASED ON INTERNATIONAL INVESTMENT EXAMPLES IN VIETNAM	24
4.3. CONCLUSIONS BASED ON PEER TO PEER LEARNING NETWORKS WORLDWIDE	25
4.4. GENERAL CONCLUSIONS AND RECOMMENDATIONS	25

1 – Background, Rationale, Structure

Corporate giving in Vietnam is a developing phenomenon, and is still in its infancy in terms of sophistication. This will undoubtedly have to change if investment is to flourish in Vietnam, principally because since the country has reached a middle-economy state, international investment has dwindled. This is a long-term concern for Vietnam and proves that domestic philanthropy needs to grow.¹

Research on corporate philanthropy in Vietnam is rare but the nature of domestic corporate giving has been demonstrated effectively by a 2013 report from The Asia Foundation.² It reveals that around three-quarters of Vietnamese businesses take part in some form of charitable giving. The wealthier companies contributed more than smaller companies, unsurprisingly, and in general companies from Ho Chi Minh City contributed more than companies from Hanoi. The principle difference between corporate giving in Vietnam to that in the west concerns the notion of strategic giving. Most western companies will utilize their charity work in massaging their public image; yet only 15% of Vietnamese businesses admitted that corporate reputation was a factor in their philanthropic work. NGOs can be important vehicles for change, especially in the west, but in Vietnam only 9% of businesses said that they had worked with NGOs. They are viewed with suspicion, perhaps because corruption is high in many Vietnamese institutions. The real problem in Vietnam is a lack of strategic planning; donations to charitable causes are often ad hoc, and motivated by a boost in profits or a sudden natural disaster. It is against this background that this report is set; and we will see examples of the differences between western and Vietnamese giving, and what this might mean.

The rationale behind this report lies in the efforts of CED. CED, along with its partners, is aiming to create a sustainable civil society sector in Vietnam. This involves strengthening fundraising strategies, promoting business understanding and involvement in strategic giving and supporting advocacy for an improved Community Service Organization (CSOs) policy environment. In order to fully understand what needs to be achieved, it is necessary to look at the current situation. As a result, this report will study local examples to gauge the situation in Vietnam, as well as international examples of corporate giving, in order to compare and contrast with those from Vietnam. This information will be useful in making sure that new literature created in pursuit of a sustainable civil society sector in Vietnam is accurate and practical in the future. You have to know where you're coming from in order to go forwards; and the understanding

¹ <http://asiafoundation.org/in-asia/2011/10/05/examining-the-giving-instinct-philanthropy-in-vietnam/>

² <http://asiafoundation.org/in-asia/2013/12/18/corporate-philanthropy-in-vietnam-promise-among-challenges/>

of corporate giving both domestically and abroad can help to give a broader view of what may work and what may not.

This report will be organized in the following way. Firstly, the report will look at definitions of corporate philanthropy. Corporate philanthropy and its translation is not a phrase that is commonly understood in Vietnam. Phrases often revolved around the word 'charity' instead, even when concerned with corporations. As this report is centered on Vietnam attempts will be made to clearly define the meaning behind this phrase. After this, this document will focus on existing literature on corporate philanthropy, with specific examples from, firstly, Vietnam and then western examples. After this examples of international investment into Vietnamese causes will be looked at, again using examples. Lastly, philanthropic peer to peer learning networks will be looked at, with specific examples from mostly western organizations. Using all of the above, some conclusions will then be drawn; firstly on what corporate philanthropy looks like worldwide, and then what this might mean for Vietnam. Some tentative suggestions will be made, however it should be stressed than any suggestions made will be subject to further feedback and testing.

2 – Philanthropy Definitions

Philanthropy is not a word that is used often in Vietnam, but at a simple level it simply means charitable work that aims to solve social problems at their root cause. Business website *investopedia* notes that philanthropy is different from charity in its scale; it is usually much bigger in capital and organization.³ Corporate philanthropy is simply philanthropic work that businesses are involved in. Nevertheless, it is necessary to explore other definitions of the phrase, in order to get comprehensive understanding of the phenomenon, and to know exactly what one should aim for.

Corporate philanthropy organization *dowelldogood* includes in its definition of corporate philanthropy the point that it is carried out without any expectation of direct benefits to the business, but often involves indirect gains.⁴ Capital for business giving comes from the corporation's resources as well as employee donations, and donations are given in the form of cash or in-kind donations; such as offering products, services or volunteers. The philanthropic website *truist* points out that philanthropic efforts should have the goal of improving the lives of all citizens.⁵ When defining corporate philanthropy, charitable website *doublethedonation* argues that the philanthropic work that companies do is no different in character than that of individuals; ⁶it is only the source of

³ <http://www.investopedia.com/terms/p/philanthropy.asp>

⁴ <http://dowelldogood.net/?p=531>

⁵ <http://truist.com/what-is-corporate-philanthropy/>

⁶ <https://doublethedonation.com/blog/2013/09/defining-corporate-philanthropy/>

the capital that is different. Corporate philanthropy platform *causecast* makes the important point that philanthropy is not the same thing as Corporate Social Responsibility (CSR).⁷ In fact, corporate philanthropy is a *part* of CSR. For clarity, CSR is the overall social strategy of the whole business, including every department. Corporate philanthropy is a narrower concept based on a select few nonprofits and charitable work. Corporate philanthropy can be strategic, but does not represent the whole CSR strategy. It is, at present, not common for Vietnamese businesses to have a comprehensive CSR strategy. Website *about* states that corporate philanthropy can be carried out directly by a company or via a company foundation;⁸ which is a separate organization a business can set up solely to concentrate on its philanthropic efforts.

Overall then, we can safely say that corporate philanthropy is significant charitable activity conducted by businesses. This activity usually aims to target the very root causes of problems, rather than just immediate concerns; however ad hoc cash donations from businesses would still constitute corporate philanthropy. Corporate philanthropy is often part of a wider strategy for businesses; one that focuses on the well-being of citizens either in the local area or further afield. This wider strategy is referred to as Corporate Social Responsibility (CSR) and most western companies have their own policies in relation to this. Corporate philanthropy can be worked on directly by a business, or by a foundation which operates on their behalf, and is not usually carried out in order to receive direct benefits to the business itself.

3 – Literature Review

3.1. Corporate Philanthropy Review Vietnam

Now it is clear exactly what is meant by corporate philanthropy, this part shall look at some literature and practical examples on the subject. This will include reviews, company work, NGO work, resources, and reports. A list of business-related then NGO-related examples will be given with a short section of analysis on each, beginning first with domestic examples from Vietnam:

3.1.1. Resources for/Comments on businesses in Vietnam:

The LIN Centre for Development⁹ – LIN operates in a similar manner to the council on foundations from the USA, but is focused on Ho Chi Minh City and the surrounding areas. It aims to create a healthy environment for philanthropy. They not only support charitable projects directly themselves, they also assist corporations with their giving and try and strategize it. They provide workshops, networking events and volunteer

⁷ <http://www.causecast.com/blog/bid/211476/Corporate-Philanthropy-Definition-Volunteer-and-Fundraising-Edition>

⁸ <http://nonprofit.about.com/od/glossary/g/corpgiving.htm>

⁹ <http://www.linvn.org/about-lin>

placements. They have made good progress and have attracted more than 30 corporate partners, but this kind of work is still in its infancy.

Vietnam Causes¹⁰ - This site lists many different NGOs, mostly from around Ho Chi Minh City. If it were to be expanded and promoted as part of a general corporate philanthropy toolkit then businesses might collaborate more often with NGOs, this making their philanthropy more strategic.

Vietnam Development Information Center (VDIC)¹¹ – The VDIC provides a library service for anyone who requires it. They stock literature on community development and investment. It would be a vital tool for any business that wanted to get more involved in strategic giving. They also run events in order to bring all this material to more people, and offer video conferences and lessons.

The Asia Foundation – Philanthropy in Vietnam¹² - The Asia foundation writes articles and academic material based on the development of Asia. This article from 2011 is directly concerned with philanthropy in Vietnam and suggests that giving is a lot higher in Ho Chi Minh City than it is Ha Noi. Generally though, awareness of corporate philanthropy that does exist is very low. Businesses want to give even more, but much needs to be done to ensure companies have transparent, corruption-free channels in which to raise money. The article includes a link to a more detailed paper.

The Asia Foundation – Corporate Philanthropy in Vietnam¹³ - This follow-up article (2013) to the previous example adds some interesting detail. It confirms that Vietnamese businesses very rarely (15% of those that responded) take part in philanthropy in order to improve their image or business strategy. Only bigger businesses tend to give to charitable causes. Links between NGOs and businesses are weak – only about 10% of businesses said they had worked with one. Again, the article includes a link to a more detailed paper. They also give examples of companies that have taken part in philanthropy such as Tôn Hoa Sen, a sheet steel manufacturing company based near Ho Chi Minh City, which reserves 3.5% of profits for charitable activities.

The Kenan Institute Asia¹⁴ - The Kenan institute Asia is a organization based in Thailand which offers training to businesses to improve their Corporate Social Responsibility operations. They run workshops, training and governance lessons, and work directly with companies, including regional operations of multinationals such as Coca-Cola. They have also for the last eight years ran a CSO award scheme which helps to publicize the

¹⁰ <http://www.vietnamcauses.org/home/index/1/3>

¹¹ <http://www.vdic.org.vn/en/about-us.html>

¹² <http://asiafoundation.org/in-asia/2011/10/05/examining-the-giving-instinct-philanthropy-in-vietnam/>

¹³ <http://asiafoundation.org/in-asia/2013/12/18/corporate-philanthropy-in-vietnam-promise-among-challenges/>

¹⁴ <http://www.kenan-asia.org/web/>

good work of businesses in the world of philanthropy. They claim that philanthropy as a response to emergencies should still be worked on, but that the emphasis for businesses should be a complete philanthropic strategy through every layer of their business. They have worked with some Vietnamese businesses before, but as of 27th May 2014 they now have their own dedicated Vietnam headquarters based in Hanoi. A promising sign, and perhaps proof that Vietnamese businesses will get more and more exposure to strategic giving.

3.1.2. Resources for/Comments on NGOs in Vietnam:

United Nations Vietnam¹⁵ – The Vietnam section of the UN works to improve living conditions of people all over Vietnam. They carry out a lot of their own work, but also take part in joint projects with other NGOs, governments and businesses. If a business was credited on the UN website, that would be the ultimate validation of their work.

Asian Philanthropy Forum – Vietnam Page¹⁶ – The Asian Philanthropy Forum website has different pages for different countries and lists all the philanthropic news for each. It is a good resource for businesses to have their philanthropic work highlighted, but often at the moment it is centered on NGO work or foreign investment.

The Ministry of Labour – Invalids and Social Affairs¹⁷ This government department report of the charitable causes that have been supported as a result of their own funding and that of international investors. Emphasizing the work of corporate philanthropy may make businesses more inclined to get involved with giving.

The Vietnam Union of Friendship Organizations¹⁸ – This organizations attempts to be a focal point for the work of foreign NGOs that invest in Vietnamese causes. Despite the fact that international charitable investment has fallen in recent years, globalization means that local NGOs will increasingly have to work with their international counterparts. The VUFO organizes events and meetings with international and domestic partners in order to synthesize philanthropic efforts.

3.2. Corporate philanthropy review worldwide:

The same format will now be used to look at international examples of corporate philanthropy. As the phenomenon is a lot more developed in the west, this list will be a lot longer.

¹⁵ <http://www.un.org.vn/en/what-we-do-mainmenu-203.html>

¹⁶ <http://www.asianphilanthropyforum.org/category/countries/vietnam/>

¹⁷ <http://www.molisa.gov.vn/en/Pages/Home.aspx>

¹⁸ <http://www.vietpeace.org.vn/Tasks-Organization-Structure-0201-49.html>

3.2.1. Resources for/Comments on businesses worldwide:

Knowledge@Wharton This academic article¹⁹ focuses mainly on corporate giving from the super rich but still holds some important points for corporate giving in general. The article argues that western models and guides may not be suitable for Asian countries and that if eastern philanthropy is to benefit from western examples then they need to be very carefully adapted. Specifically, it is said that western models often do not take into account the political bureaucratic blocks to philanthropy.

NCRP Quarterly This article²⁰ takes Wal-mart in America as an example of self-interest in giving. This is perhaps a warning to a new Vietnamese guide on corporate giving about the biggest businesses in the company. While it is clear that self-interest is not common in philanthropy in Vietnam, it is important to know the signs of it for the future. This article argues that by making thousands of small donations across the country, Wal-Mart has been able to improve its image over the widest possible area, while in many cases not doing enough good for those in need. Moreover, it can also divert attention away from other bad business practices (such as discrimination and environmental pollution).

Generosity Magazine Australia This short article²¹ points out that philanthropy has been growing in Asia despite prohibitive governmental and taxation blocks; for example in India NGOs are required to pay a 12.36% service tax on displaying their logo and in Singapore restrictions are placed on fundraising for foreign causes and there are no tax incentives for the donor. Perhaps worth taking note for a guide on corporate giving in Vietnam is that increased taxation benefits may encourage businesses to enter strategic partnerships, rather than ad-hoc altruism.

JustGive This site²² offers a framework for corporations to enter into, which maximizes the benefit of charitable donations, and even allows workers from the business to join in with the charitable activity. It aims to make all activity sustainable and to embed philanthropy as part of a culture. For example, one company in Britain used them to give cards to employees who then chose a charity to donate part of the company's money to. These are now given out every year. If a similar system could be made for Vietnam, philanthropy might be able to be more imbedded in the culture and be more strategic in content. A guide might perhaps emphasize the availability of toolkits and the employer-employee link in philanthropy. (See also: *GlobalGiving*²³ for a similar arrangement, this time in the USA)

¹⁹ <http://knowledge.wharton.upenn.edu/article/global-philanthropy-why-western-models-may-not-work-everywhere/>

²⁰ https://www.ncrp.org/files/rp-articles/PDF/RP-Spring-2005-Wal-Mart_Philanthropy_Do_Their_Dollars_Really_Make_a_Difference.pdf

²¹ <http://www.generositymag.com.au/5-themes-of-philanthropy-in-asia/>

²² <https://www.justgive.org/corporate-partners/index.jsp>

²³ <http://www.globalgiving.org/corporate-partners/>

CECP: Business Social Contract: Capturing the Corporate Philanthropy Opportunity:

This report²⁴ takes evidence from CEOs from companies all over the world. It is mainly limited to huge corporations, of which not many in Vietnam would come anywhere near in terms of wealth, but the general principles are still useful. It offers a guide as to how a corporation can carry out philanthropy effectively. This in particular could be a very useful document in developing a guide for corporate philosophy in Vietnam. The most important points are as follows:

- Businesses need to define the focus of their philanthropic effort
- They need to gain public recognition of their program
- The CEO or boss of a company must dedicate some time to philanthropic endeavor
- Philanthropy should be managed as a business investment.

The CECP also provides detailed analysis of corporate philanthropy from around the world.

Giving Calculator - If tax breaks can be relied upon, then a utility like this²⁵ from the USA will surely be of use in a corporate giving guide. If businesses knew how much they have already given and can continue to, then they will start to see it as a part of their future, not just if and when disasters happen.

Givesmart – A Capstone Career in Philanthropy: Four Guiding Lessons - This American article²⁶ is about the lasting rewards from philanthropy. Several business owners have said to enjoy it so much that they have turned to it extensively even once retired. Perhaps if Vietnamese business owners could come round to this way of thinking then they might be more inclined to make philanthropy part of their business, and therefore consider the sustainability of their giving. It would certainly be a good point to put in a guide for Vietnamese corporate giving. Moreover, by getting staff involved they may, too, stick with philanthropic causes.

The Chronicle of Philanthropy – Report on US Corporate Giving - This article²⁷ comes from The Chronicle of Philanthropy. They are an American magazine that focuses primarily on American philanthropy. They print articles on non-profit news, success stories, management advice, and grant announcements. This article compiles data on some trends in US philanthropy. Here it is exemplified that US businesses plan ahead much more than their Vietnamese counterparts when it comes to philanthropic work. It

²⁴ http://cecp.co/pdfs/research_reports/SocialContract.pdf

²⁵ <http://www.charitynavigator.org/index.cfm?bay=content.view&cpid=40#.U1oY-6L-7xc>

²⁶ <http://givesmart.org/Give-Smart-Blog/December-2012/Capstone-Career-in-Philanthropy-Four-Lessons.aspx>

²⁷ <http://philanthropy.com/article/Big-Businesses-Expect-Modest/140341/>

is revealed that less than 3% of businesses hadn't yet decided how much they would give next year (2013 in this case). This is compared to a third of Vietnamese businesses who hadn't decided for 2014²⁸.

Philanthropy Australia - Philanthropy Australia is a similar organization²⁹ to the US Chamber of Commerce Foundation in that brings together philanthropists in order to maximize their impact. It also promotes and represents the philanthropy sector in order to maximize its visibility. It partners with Australian businesses which not only makes giving more strategic, but also gives good publicity to the businesses themselves.

AMGEN Corporate Philanthropy – AMGEN is a biotechnology company in the USA.³⁰ Their repertoire of corporate giving is a lot more diverse than most Vietnamese businesses. Vietnamese corporate giving consists mainly of ad hoc cash donations, whereas AMGEN's example is a lot more extensive. It includes research grants and fellowships; medical education grants; donations of cash, product and equipment; community involvement through corporate sponsorships; and cash donations and volunteerism by Amgen staff members. In addition, the Amgen Foundation gives grants and matches staff donations to eligible non-profits. It also produces reports on the charitable work that it does, so it is probably fair to say that philanthropy is built into its general philosophy, as opposed to driven by a social conscience responding to short-term challenges.

JP Morgan co & Chase Corporate Giving – JP Morgan & Chase Co is a huge multinational bank based in the USA. Their corporate philanthropy reaches not only Americans, but 36 other countries round the world.³¹ They have key programs they work on, with multi-year goals and long-term strategies. For example, they are currently looking at affordable housing and economic growth in communities around the world. They also encourage their own employees to take time off and volunteer for non-profit organizations. The more people involved in philanthropy in a business, the more strategic the giving can be.

Council on Foundations – Leading Corporate Philanthropy – The Council on Foundations is another US based organization that aims to unite all kinds of philanthropy and inspire others to give.³² Included in their work is guidance for corporate philanthropy. They provide a toolkit for businesses to strategize their giving and also give inspiring examples of other businesses who have got involved in joined up corporate giving.

²⁸ <http://asiafoundation.org/resources/pdfs/TAFCSORreportEFinal.pdf>

²⁹ <http://www.philanthropy.org.au/about-us/what-we-do/>

³⁰ http://www.amgen.com/citizenship/corporate_philanthropy.html

³¹ <http://www.jpmorganchase.com/corporate/Corporate-Responsibility/corporate-philanthropy.htm>

³² <http://www.cof.org/content/leading-corporate-philanthropy>

Chicago Business Giving Guide – Chicago business is a local magazine that provides financial and corporate news.³³ They offer a giving guide for businesses, currently in its third annual edition, which gives tips and examples on how businesses can get more involved in their local community and invest in philanthropy. For this sort of publication to be effective it needs maximum exposure, and multiple papers need to cover the whole of a country; as there is need, of different character, in every area.

National Directory of Corporate Giving – A guide that lists all corporations that takes part in philanthropy.³⁴ Many details are listed for each, for example where their money goes. It would be very useful for businesses that are looking for good examples of philanthropy. However, this version is US-only and commands a fee to read it.

Bridgepoint Education – Bridgepoint is an education holding services company and has a corporate philanthropy section which sanctions a certain number of grants a year to worthy causes.³⁵

International Society for Third-Sector Research (ISTR) - The ISTR provides academic research and papers on charitable work and effectiveness thereof.³⁶ Members get regular updates and papers. If businesses used this to keep up-to-date with causes and solutions then they may be inclined to get involved in philanthropic work. CEOs and managers being more active in this area would help hugely.

Alliance Magazine - Alliance Magazine is a worldwide magazine that concentrates on philanthropy and social investment.³⁷ It is supported by many different businesses around the world and would potentially be good exposure for a corporation that has any ambitions at all which extend beyond the domestic sphere.

Joseph Rowntree Foundation - The Rowntree Foundation is a very well-known name in British philanthropy and has been working to meet charitable goals for longer than a century.³⁸ The foundation now offers small grants which can be applied for, usually to do with reducing poverty. They also write papers and articles on the world of charity. Their work is largely confined to the UK, but their work has meant that the company's name is now synonymous with alleviating poverty.

European Venture Philanthropy Association (EVPA) – How to practice VP The EVPA is a European entity which aims to build social organizations that strengthen the bonds

³³ <http://www.chicagobusiness.com/giving-guide/>

³⁴ http://foundationcenter.org/marketplace/catalog/product_directory.jhtml?id=prod10009&

³⁵ <http://bridgepointeducation.com/socialresponsibility/giving.htm>

³⁶ <https://istr.site-ym.com/>

³⁷ <http://www.alliancemagazine.org/en/content/about-us>

³⁸ <http://www.jrf.org.uk/>

between businesses and charitable causes, in order to bring financial and other resources to those who needs it most.³⁹ In this link they provide an effective model to build these organizations, and any device that can help bridge the gap between business and charity could be useful. They also provide documents and guides to help those putting the ideas into practice. One example is a guide on measuring the impact of your efforts in this area⁴⁰ and another example is a report that establishes how one might set up such a social organization.⁴¹ This article looks back on successful Venture Philanthropy organizations to see what works and what doesn't.

Garfield Weston Foundation - Application The Garfield Weston Foundation was founded about 80 years ago by a wealthy Canadian-born British businessman.⁴² They are another example of a business that has created a foundation purely to grant funds to charities and worthy causes. These foundations formalize philanthropy and could be encouraged in growing markets like Vietnam. The link here is the application charities must make to request funding.

Texas Instruments Giving – Like other business listed before, Texas Instruments (an American hardware company) has its own philanthropy policies.⁴³ They grant funds to causes that meet their eligibility criteria and also offer in-kind donations. They claim that their success is measured not only by their profits, but also by their contribution to society. Placing philanthropy at the heart of a company is really evident in this example.

FedEx Charitable Contributions – FedEx is a huge American delivery company who also has an extensive corporate philanthropy section.⁴⁴ They concentrate on three specific areas (sustainability, disaster relief and child pedestrians) and work with several different partners. Vietnamese businesses that do take part in philanthropic efforts tend to get involved in disaster relief; perhaps FedEx is a good example of investing in sustainable causes that deal with the same issues.

Universal Giving - Universal Giving is a platform which lists verified volunteering opportunities and allows people to donate to other funds.⁴⁵ They also organize and handle the philanthropic efforts of companies who do not have their own in-house systems. A system like this for Vietnam, along with awareness programs, could ensure that levels of corporate philanthropy rise.

³⁹ <http://evpa.eu.com/knowledge-centre/how-to-practice-vp/>

⁴⁰ : http://evpa.eu.com/wp-content/uploads/2012/05/A-Roadmap-for-Measuring-Managing-Impact_20130506.pdf

⁴¹ http://evpa.eu.com/wp-content/uploads/2010/11/EVPA-Knowledge-Centre_Establishing-a-Venture-Philanthropy-Organisation.pdf

⁴² http://www.garfieldweston.org/_common/updateable/downloads/How-to-Make-an-Application.pdf

⁴³ <http://www.ti.com/corp/docs/csr/giving.html>

⁴⁴ <http://about.van.fedex.com/charitable-contribution-guidelines>

⁴⁵ <http://www.universalgiving.org/>

Philip Morris International Charitable Giving Program Philip Morris International is a cigarette manufacturing company and they have their own charitable giving policy.⁴⁶ Like other American schemes it stresses the importance of sustainability and also they say that they run their philanthropic efforts like a business. This is something that is universally not the case in Vietnam, and this is perhaps the biggest lesson that can be taken from the USA. On their website they list extensive examples of who they have helped and how.

Cargill Charitable Giving - Cargill is an American company which provides industrial, agricultural and financial services. They also have their own corporate philosophy program.⁴⁷ They generally get involved in helping with hunger and education problems. They aim to collaborate with government, other businesses and NGOs. They are another example of formalized and sustainable corporate philanthropy.

3.2.2. Resources for/Comments on NGOs worldwide:

Learning by Giving is a foundation run by Doris Buffet, sister of the American businessman and philanthropist Warren Buffet.⁴⁸ They run a course intended for students to make them more aware of charitable exercises, and allow them to nominate organizations to receive grants of a minimum of \$100,000. The actual guide requires you to enroll on the course, but it is comprised of the following sections:

Why Give: The concept of donor motivation

Relevance: Focuses on what makes how linked a nonprofit organization is with its community

Impact: Puts emphasis on the connection between the needs of those you are helping and the results you achieve.

Sustainability: Why organizations must be resilient to economic downturn and time

Excellence in Management and Operations: Ensuring effectiveness is kept high by having the correct infrastructure

The course is very new and therefore does not have many results to ponder on, and its effects are limited to the USA at the moment. Nevertheless, these principles would

⁴⁶ http://www.pmi.com/eng/about_us/charitable_giving/pages/charitable_giving.aspx

⁴⁷ <http://www.cargill.com/corporate-responsibility/community-engagement/charitable-giving/corporate-giving/giving-guidelines/index.jsp>

⁴⁸ <http://www.learningbygivingfoundation.org/>

probably be useful to corporations wishing to invest in nonprofit organizations and charities, especially if Vietnamese corporations could sign up to a similar deal. More detail is required, which can only be gained by taking the actual course.

US Chamber of Commerce Foundation - This US-based organization essentially bridges the gap between NGOs and corporations.⁴⁹ They raise awareness of various charitable causes that businesses can get involved in, they create platforms for businesses to work together on and they help to spread the message of the good work businesses do. Although US-based, they work with businesses and causes from all over the world. They focus mainly on very large businesses and attempt to amalgamate large charitable efforts. They run programs and original events, maintain relationships with NGOs as well as businesses and write their own original research. Each year certain causes are given priority. This whole idea could perhaps work on a smaller, more national, scale.

Centre for Charitable Giving and Philanthropy (CGAP) - The CGAP is a small UK-based research centre that creates original research on corporate and individual philanthropy.⁵⁰ It also trains new researchers and fosters new partnerships with universities, think tanks and businesses in order to give more visibility to giving. It is a small organization comprised mainly of researchers from select UK Universities.

United Way – Live United – This US based organization aims to claim world leadership on big issues and amalgamate charitable efforts from multiple philanthropists.⁵¹ However, its main goals are related to the USA. They offer a very simple ‘guide to charitable giving’ with some good straightforward ideas. They are very US-based, but could be applied to other countries. For maximum effect a simple guide like this needs as much exposure as possible; perhaps sent to every business as a statement.

Grantspace – Grantspace is an organization based in New York that aims to give support to nonprofit organizations all over the world.⁵² They help NGOs, charities and individual philanthropists with their work, as well as providing toolkits for corporations. They offer lessons to businesses wishing to engage with corporate philanthropy, either face-to-face or over the internet. Again, in practice it is very US-focused, but if such a service was available in every country it might be helpful.

Charity Navigator – The charity navigator provides lots of information to those wishing to raise money for charitable causes.⁵³ It also evaluates charities in America to give honest information about what the charities do and how they spend their income. Such

⁴⁹ ccc.uschamber.com

⁵⁰ www.cgap.org.uk

⁵¹ <http://www.unitedway.org/take-action/guide-to-charitable-giving>

⁵² <http://grantspace.org/Tools/Knowledge-Base/Funding-Resources/Corporations/corporate-giving>

⁵³ <http://www.charitynavigator.org/index.cfm?bay=content.view&cpid=159#.U18pl6LbyU4>

a resource would be useful in knowing who to support. They also offer a simple guide to corporate giving, but it is more from the perspective of the employee than the employer.

Sharpe Group – Sharpe Group provide support to NGOs and charities.⁵⁴ They specialize in giving them financial stability and advising them of things like tax breaks and grant opportunities. Undoubtedly a useful tool, they also help to bring NGOs and businesses together. It is a US organization, but a similar approach could be useful elsewhere.

Foundation For The Carolinas (FFTC) – Charitable Giving Guide – The FFTC is a regional body that offers to be a catalyst to fundraising efforts.⁵⁵ They produce a charitable giving guide which is full of details, but not solely about corporate philanthropy. Perhaps a guide this thorough focused solely on corporate philanthropy would benefit modern businesses if made widely available.

Mobile Giving Forum – A one-off event organized in the USA aiming to bring together ideas for raising money via mobile phones, including text donations.⁵⁶ It is an area that is rich for investment; as nearly everyone in the USA has their own mobile phone. Businesses and charities alike take part and if a growing middling economy like Vietnam were to place emphasis on something like this early they may be able to reap the rewards in years to come.

Community Resource Exchange (CRE) – The CRE is based in New York and works for the local community there.⁵⁷ They provide strategic advice and resources to non-profit organizations as well as training and seminars. They can show NGOs how to best utilize business grants, and they also have dealings with the businesses themselves.

Techsoup Asia – Techsoup is an international organization that aims to get all NGOs equipped with modern technology that they need to operate in the modern world.⁵⁸ They have regional divisions, such as Asia. Although Vietnamese businesses do not routinely support NGOs, if they were to support an organization like this, the likeliness is that they would get more exposure than a lot of causes. This is because those dealing in technology are more likely to be efficient with social media and mass media.

A Guide to Assessing Needs: Essential Tools for Collecting Information, Making Decisions, and Achieving Development Results This free resource is a potentially valuable resource for anyone that wishes to invest real time in creating projects that really

⁵⁴ <http://sharpenet.com/about/story/>

⁵⁵ <https://www.ffmpeg.org/sslpage.aspx?pid=548>

⁵⁶ <http://www.mobilegivingforum.com/index.html>

⁵⁷ http://www.crenyc.org/about_us

⁵⁸ <https://www.techsoup.asia/en-AU/about-techsoup-asia>

develop local communities.⁵⁹ Using a detailed guide like this would make it more likely that philanthropy might be strategic. It lists some specific examples, but could be a useful guide for any country and any business.

The Centre on Philanthropy: The One Page Business Plan for Non-Profit Organizations This resource from The Centre on Philanthropy is aimed at Non-Profit Organizations wanting support from businesses.⁶⁰ It outlines a plan for NGOs to use with businesses and if used extensively could get businesses involved in more philanthropic work. The site claims that thousands of successful applications have already been made as a result of using this document.

The Chronicle of Philanthropy: One-Page scrolling websites The Chronicle of Philanthropy is a US publication which presents articles on many different aspects of philanthropy.⁶¹ Here, they discuss a particular format of web page that might be useful for charity use. The One-Page scroll uses lots of graphics and clever scrolling techniques to separate short amounts of text and keep attention spans on the information at hand. If Vietnamese businesses start to utilize the internet more for their philanthropic efforts, this could be a useful way of organizing their material.

Philanthropy Journal: One-Page News Releases The Philanthropy Journal is a nonprofit news and resource that aims to provide information for nonprofit organizations.⁶² It is based in the USA. This article lists some tips for nonprofit organizations on how to create an effective press release. Keeping news down to one page encourages busy media outlets to look at the information, as their time is precious. This information is extremely useful to charities, but could also be very useful to smaller businesses that practice philanthropy which do not have their own marketing teams. By embracing press releases and spreading news of their charitable exploits, Vietnamese businesses may be able bring about strategic philanthropy.

Funds for NGOs – Ten of the most innovative NGOs in the world Funds for NGOs provides resources and funding for NGOs all over the world, although it is based in the USA.⁶³ It helps NGOs make links with businesses. This article lists some inspiring examples of NGOs who have had great success, and would make interesting reading for NGOs all over the world. With exposure, these examples could help bridge the gap between some NGOs and businesses. The site also hosts similar lists for specific countries.

⁵⁹ <http://ryanrwatkins.com/na/guidebook.html>

⁶⁰ <http://centreonphilanthropy.com/kc/view/722>

⁶¹ <http://philanthropy.com/blogs/redesigning-good/2013/08/15/one-page-scrolling-web-sites-a-great-new-way-to-tell-a-story/>

⁶² <http://www.philanthropyjournal.org/resources/marketingcommunications/writing-one-page-news-release>

⁶³ <http://www.fundsforngos.org/free-resources-for-ngos/ten-innovative-ngos-world/>

The UK Government – Development Funding for NGOs Developed countries such as the UK can offer direct funding for NGOs around the world.⁶⁴ Here the UK Government list all the funds they have available so that NGOs might be aware of whether or not they'd be accepted for funding. Keeping an eye on this site might be very useful for NGOs and to extend networks and ideas on sharing philanthropy work with businesses.

Global Donors Forum - The Global Donors Forum takes place every other year and brings together philanthropists and business leaders from across the Muslim world.⁶⁵ It is a networking event that can be very beneficial for business leaders as they share ideas and tips. Whilst it is an exclusively Muslim event, a similar style of experience would be appropriate for any sector of society.

Donors Forum of Central Florida Similar to the example above, albeit much more localized. They offer a platform for networking to over 200 businesses, donors and public funding organizations.⁶⁶ It also convenes education sessions for those wishing to get more involved in corporate philanthropy.

3.3. International Investment Review

This document will now look at examples of international investment in Vietnam. While international investment in Vietnam has decreased, there is still numerous examples of multinational companies that do invest in Vietnam, and most of these have operations in the country as well.

Unilever - A huge multinational corporation based in both the UK and The Netherlands. They have helped Vietnam through two channels – their global foundation and their Vietnam foundations. Funds are undoubtedly shared between national and international departments, but Unilever do, of course, have a Vietnamese base for their local operations. The domestic body runs the Unilever Vietnam Foundation, whose main aims are said to be fulfilling the health and hygiene needs of the people of Vietnam, as well as the advancement of social corporate responsibility. The main area of work for the domestic foundation is granting funding to charities and organizations that can offer to advance the health and hygiene needs of Vietnamese people. The application process is open and available of the website. As an example, the HCMC Recycle Fund was given 250 million Vietnamese Dong in 2012 to promote recycling initiatives in and around Ho Chi Minh City⁶⁷. In total, 14 grants were given in 2012. This only covers the domestic body however, and Unilever's international philanthropy programs have also benefitted

⁶⁴ <https://www.gov.uk/browse/citizenship/international-development/development-funding-ngos>

⁶⁵ <http://www.globaldonorsforum.org/>

⁶⁶ <http://pnlc.rollins.edu/?page=donorsforum>

⁶⁷ <http://www.unilever.com.vn/aboutus/foundation/aboutunilevervietnamfoundation/Unilever-Vietnam-Foundations-Annual-Grant-Scheme-2012/2012winningprojects/index.aspx>

Vietnam on occasion. For example, Unilever ran a campaign in 2012-2013 based on washing hands⁶⁸. This included providing soap and educating on the use of disinfectants. They utilized social media and included the twitter hash tag #IWashMyHands in order to attract interest. Vietnam was one of the countries to benefit from the initial program, as well as Kenya and Zimbabwe. International business, then, can take part in corporate philanthropy in Vietnam in an international context, as well as by utilizing an existing business presence in the country. This kind of work can have a positive effect on company image too⁶⁹, and positive articles and publicity may encourage companies to get involved more.

Prudential - The UK-based insurance firm has a large and growing presence in Asia. In fact, it has its own Asian headquarters and in 2011 created a foundation to advance corporate social responsibility for the whole of their Asian operations⁷⁰. This codifies their local efforts, and also allows them to focus on pan-Asian efforts such as disaster relief and preparedness. They do this via hosting international Forums and working with local NGOs to accommodate their philanthropy. On top of this, Prudential also have been working directly with causes in Vietnam since 2003, via a dedicated local foundation.⁷¹ Since then, funding has increased and the foundation has worked with local actors on education, healthy living and community support. Their work in education, for example, has included sponsorship of handwriting competitions designed to give students a business advantage, as well as supporting Vietnamese students to study at UK universities.⁷² Many of their campaigns work with local governments or NGOs and involve sponsorship or cash giving. They have also helped to build houses and offer food gifts to those in need, as well as supplying medical supplies.

BNP Paribas - They work internally within Vietnam as well as running a select few pan-Asian campaigns.⁷³ One such program encourages BNP workers to make their own charitable contributions to causes in Asia. BNP help to promote their fundraising and charitable efforts, including in their own philanthropic blog publication. It also runs an Asia-wide campaign to promote social inclusion through the arts. Their work within Vietnam mostly refers to specific grants and campaigns listed on the international philanthropy scale. There is no easily identifiable staff structure to their Vietnamese philanthropic work. Nevertheless, some of their philanthropic work does directly affect Vietnam and charitable causes in the area.

⁶⁸ <http://www.washfunders.org/Blog/%28tag%29/Vietnam>

⁶⁹ <http://www.telegraph.co.uk/earth/environment/10188164/Unilever-plans-to-double-its-turnover-while-halving-its-environmental-impact.html>

⁷⁰ http://www.prudentialcorporation-asia.com/corp/prudential_en_pca/foundation/prudencefoundation/index.html

⁷¹ http://www.prudential.com.vn/corp/prudential_en_vn/header/aboutus/CSR/PrudenceFoundation/corporate_social_responsibility.html

⁷² http://www.prudential.com.vn/corp/prudential_en_vn/header/aboutus/CSR/HoTroGiaoDuc/index.html

⁷³ <http://vietnam.bnpparibas.com/en/about-bnp-paribas/corporate-philanthropy/>

Fuji Xerox - Fuji Xerox is a joint venture company between Fujifilm of Japan and Xerox of the USA. They develop Xerox printing materials and operate for Asia, and have offices specific to different countries. The Vietnam centre for Fuji Xerox lists their philanthropic achievements. Judging by its website the number of projects is very small⁷⁴ but those that are listed are given in lots of detail. Whilst they work with other agents on the provision of their philanthropy, the level of detail in their reports would indicate a high level of involvement. Moreover, the Fuji Xerox staff themselves actually get involved. So, for example, in 2013 their Hanoi branch went to the Centre for Tending The Old and Disabled Children and made charitable donations of food, and helped to clear up their garden spaces.⁷⁵ Getting the actual employees involved is perhaps one of the best ways of enhancing the understanding of philanthropy and may encourage more individuals to do charitable work of their own volition.

Nike - Nike is a company that has caused much controversy of its use of sweatshops and there is no doubt that its international reputation has been affected as a result.⁷⁶ However, changes have been made and, moreover, the LIN centre for community in Vietnam has reported that Nike has indeed taken part in corporate philanthropy in Vietnam.⁷⁷ This has been mainly in education and actually to the benefit of the actual employees themselves. Nike offer to cover the cost of education for those workers who have not completed their studies or have ambitions to begin new qualifications. This scheme potentially benefits both parties; as the workers get the education they desire and the factories get lower employee turnover. They have also sponsored an annual football tournament and other community outreach projects. However, it should be noted that official information on their philanthropy in Vietnam direct from Nike is almost impossible to find. They are an example of a multinational corporation investing in countries they have direct interests in; the factories in Vietnam must have positive connotations for Nike.

CSC - CSC is an American multinational company that deals with Information Technology. It does have a global philanthropy model, but this mainly relates to worldwide issues such as global warming and greenhouse gas emissions.⁷⁸ The work they do in each country is largely confined to the company's operations in that area. Their work in Vietnam covers a lot of different charitable sectors, including the elderly, blood donations, disaster relief and provisions for the blind. They also offer scholarships for students who show excellence in Information Technology subjects. Being an Information

⁷⁴ <http://fujixerox.com.vn/company-us/sustainability/community-activities/>

⁷⁵ <http://fujixerox.com.vn/company-us/sustainability/community-activities/#2013>

⁷⁶ <http://talk.onevietnam.org/nike-factory-in-vietnam-source-of-jobs-or-evil-sweat-shop/>

⁷⁷ <http://lincenter.wordpress.com/2008/04/01/for-a-cause-corporate-philanthropy/>

⁷⁸ http://www.csc.com/cr/ds/102297-corporate_responsibility_report_2013

Technology company they also offer computers and technological equipment to schools.⁷⁹

Panasonic - Japanese businesses also provide some interesting examples. Panasonic is one of these. They are a company with truly global reach, and their products are bought all over the world, including in Vietnam where they have interests. Sustainability and environmentalism are at the centre of their philanthropic work and in fact aim to be the greenest of all the electronic companies⁸⁰ with the vast majority of their waste recycled in the future. Their activities revolve around spreading awareness of sustainability, as well as making sure their own activities are sustainable, and they fund groups that support such ideas. Specific to Vietnam, they have held eco-lessons in schools.⁸¹ This involves a presentation on sustainability and of course the young generation is the one which can really make a difference long term. As a Vietnamese Industry paper has stated⁸² they also offer scholarships for gifted students and have so far helped 22 children to go to university in Japan since 2003. The presence of this information in a business publication shows that Panasonic is having its philanthropic work highlighted which can only help their reputation.

Toyota and Honda - Other Japanese examples also include motor companies Honda and Toyota. Toyota also focuses heavily on sustainability and green causes, as well as education, traffic safety and community.⁸³ In 2010, they promoted a campaign titled “Go Green”⁸⁴ which ran on TV and encouraged green habits. Similarly, Honda ran a TV campaign titled “I Love Vietnam”⁸⁵ which highlighted the dangers of the road and promoted safety. Environmentalism seems to be a popular area of philanthropy for Japanese businesses in Vietnam, and certainly in this early stage of Japanese businesses working with Vietnam education must be the priority. Only once Vietnamese people and businesses understand the real issues behind sustainability will they actually be able to start working productively to find solutions to the problems Vietnam faces.

Business Associations - International investment into Vietnam is also facilitated by business associations which attempt to attract businesses to trade with Vietnam which has only relatively recently opened up to liberal capitalism. Eurocham is one such body which links Vietnam to the European business world; they help to advertise Vietnamese businesses and extend their global reach.⁸⁶ Part of this is promoting their philanthropic

⁷⁹ http://www.csc.com/vn_en/ds/18961-community_contributions

⁸⁰ <http://www.eai.in/green-corporates/2013/03/27/panasonic-csr-environmental-initiatives/>

⁸¹ <http://panasonic.co.jp/citizenship/blog/en/2011/12/vietnam-eco-learning-program-at-panasonic-risupia-vietnam-and-school.html>

⁸² <http://www.vir.com.vn/news/en/corporate/panasonic-champions-csr.html>

⁸³ <http://www.toyotavn.com.vn/templates/index/203>

⁸⁴ <http://www.env.go.jp/earth/coop/eco-csrjapan/en/vietnam.html>

⁸⁵ Ibid

⁸⁶ <http://www.eurochamvn.org/About-us>

work and encouraging businesses to think about their own social corporate responsibility. They also encourage European businesses to invest in Vietnam, and European companies are more likely to bring with them philanthropic work. Amcham is a similar organization but operates on behalf of American businesses and links them to Vietnam, with especially strong ties to Ho Chi Minh City.⁸⁷ They encourage businesses to work in Vietnam with a Corporate Social Responsibility and they also run their own philanthropic programs. For example, they run an extensive scholarship program and offer 45 places a year to students who wish to study at prestigious Vietnamese universities.⁸⁸ By providing a bridge between western and Vietnamese companies, business associations can help to encourage and foster increased philanthropy.

3.4. Peer to peer learning and networking

This part will now look at peer to peer learning networks, which can be a key aspect of corporate philanthropy. There is no universal definition of peer learning but loosely speaking it refers to education that is symbiotic; it is beneficial to all parties involved and 'teachers' are indistinguishable from those learning. It has been said that peer learning is when you move beyond independent learning to interdependent or mutual learning.⁸⁹ In a business context, then, this means companies sharing ideas and tactics for mutual benefit. This can be in the form of ad hoc collaborating or external organizations that bring together businesses. In the case of corporate philanthropy, there is international potential for western and eastern businesses to collaborate extensively; charitable giving is much more common in the west and if they encouraged this in the east they could get exposure in new markets and/or gain insights on a different culture. Some examples shall now be examined:

The Conference Board - The Conference Board is a business membership organization and research body.⁹⁰ They facilitate networking between business leaders, those with influence and the media, through networking events and forums. They create strategic paths for many different businesses, both together and as separate entities. They also have a specific corporate philanthropy policy, which has global reach. They run four different councils based on global charitable giving which offer the benefits of a broader perspective and shared experiences. They also produce guides and literature that encompass their yearly goals. Additionally, via their news section, they are another outlet to exemplify the good work of businesses in philanthropic fields.

Michael Chatman - Michael Chatman is an American who takes part in many philanthropic activities, and specializes in helping individuals to become experts in

⁸⁷ <http://www.amchamvietnam.com/about-us/>

⁸⁸ <http://www.amchamvietnam.com/30438982/amcham-scholarship-2013/>

⁸⁹ <http://www.stanford.edu/dept/CTL/Tomprof/postings/418.html>

⁹⁰ <https://www.conference-board.org/philanthropy/index.cfm?id=10468>

philanthropy and effective public speakers on the subject.⁹¹ His organization provides support to those who give to charitable causes, and he also runs peer to peer learning events. Members of his service get resources and newsletters on philanthropic work all around the world as well as access to networking events. The service is mainly aimed at wealthy individuals, but can also be utilized by businesses.

The Council of Michigan Foundations - The Council of Michigan Foundations brings together philanthropy efforts in the whole of Michigan through networking events, collaborating and sharing knowledge.⁹² In a strategic sense, they run a program entitled Peer Action Learning Network (PALN) which offers management of local philanthropic efforts, grant making decisions and inclusive leadership. They publish the results of their efforts online. PALN is a good example of peer to peer learning in a regional environment, and 6 day-long seminars are held in order to create a learning environment.

Exponent Philanthropy - Exponent Philanthropy is a membership organization that aims to amplify the voices of those taking part in philanthropy.⁹³ They aim to empower philanthropists and link them together; primarily in America, but they also have some international interests. As an example of their work, they ran an event in April 2014 entitled '2014 Learn & Connect Series: The Impact Assessment - Toward Greater Impact'. It brought together philanthropic workers from far and wide and taught them how to maximize their effectiveness in charitable activities, as well as providing an opportunity for people to share ideas. Whilst the speech element was traditional learning, there was also ample opportunities for peer to peer learning.

Synergos - Synergos is an organization that attempts to encourage collaboration between philanthropists and promote their work.⁹⁴ They run an initiative called Global Philanthropists Circle (GPC) which is a dynamic network of leading philanthropists who have the common aims of alleviating poverty and social injustice. They target rich families around the world and aim to bring them together in order to learn together. They run workshops, seminars, work dinners as well as trips to developing countries so philanthropists can learn together of the exact needs of developing countries. They tailor services to each member and also attempt to give them positive press. Their brochure demonstrates how they have developed over the years, and how they can promote peer to peer learning.⁹⁵

⁹¹ <http://www.michaelchatman.com/foundations/>

⁹² <https://www.michiganfoundations.org/transforming-michigan-philanthropy-through-diversity-inclusion/peer-action-learning-network-d-i>

⁹³ <http://www.exponentphilanthropy.org/forms/meeting/MeetingFormPublic/view?id=520A80000001D>

⁹⁴ <http://www.synergos.org/philanthropistscircle/>

⁹⁵ <http://www.synergos.org/philanthropistscircle/gpcbroschure.pdf>

WISE - WISE is an organization that offers services to philanthropists in order to maximize the effectiveness of their giving.⁹⁶ Their name is a self-styled acronym standing for Wealthy Individuals who are also Social Entrepreneurs. They provide individuals with expert advice and resources. Those they provide services for are often wealthy business families. They place an emphasis on shared learning in the wealthy investor community to inspire new techniques, as well as connecting philanthropists with advisors. Their family report⁹⁷ suggests that placing philanthropy as a communal family pursuit can be beneficial to the actual philanthropic work and the business as a whole.

Foundation Source - Foundation source is a US organization that aims to serve, inspire, and provide innovation to every private foundation that it works with.⁹⁸ These private foundations are often the result of wealthy business funds. They have over 1000 clients, and have actually issued grants themselves; totaling more \$350 million. They publish case studies and interview their existing members; one of whom is Elizabeth Carlock Phillips, who stresses the importance of philanthropists working together.⁹⁹ In fact their website and published case studies is one way in which the organizations brings philanthropists together.

Pears Foundation - The Pears Foundation is a Jewish business foundation based in the UK.¹⁰⁰ They carry out their own philanthropic work, but also run an organization called Pears Business Schools Partnership. This aims to bring together business leaders and encourage them to make philanthropy a priority of their work. They provide data on how businesses give¹⁰¹ and also look to new generations of business leaders by trying to educate business students on philanthropy. They also sponsor the Alliance magazine which publicizes the philanthropic work of businesses, and also spread their work and its messages into several different business councils. Consequently, philanthropists are learning from each other.

Philanthropy Northwest - Philanthropy Northwest is an organization that attempts to encourage collaborative philanthropy in the Northwest of the USA.¹⁰² A self-proclaimed 'network of networks' they claim to help their members to find partners who share similar goals and who they can move forward with on their philanthropic work. They run an annual conference which is designed to offer the most networking opportunities possible. They also offer conferences over the internet, and online resources and publications. Recently they ran a program designed to keep philanthropy alive and well

⁹⁶ http://www.wise.net/organisation_en.php

⁹⁷ <http://www.wise.net/press/Tharawat%20magazine%20-Wise%20Article%20%28English%29.pdf>

⁹⁸ <http://www.foundationsource.com/about-us/about-the-company/>

⁹⁹ <http://www.foundationsource.com/connections/among-peers/a-conversation-with-ecphillips/>

¹⁰⁰ <http://www.pearsfoundation.org.uk/philanthropy/>

¹⁰¹ <http://www.pearsfoundation.org.uk/wp-content/uploads/2012/12/Family-Foundation-Giving-Trends-2012.pdf>

¹⁰² <https://philanthropynw.org/about>

in a new generation; this encourages peer to peer learning where each peer is part of the same family.¹⁰³

Grantcraft - Grantcraft is an American organization that aims to help those that give grants to causes.¹⁰⁴ They have a set of tools such as guides, videos, cases, translations, a map of the craft, and more. They place emphasis on sharing and learning. In one report¹⁰⁵ they stress that philanthropy peers should not only take advantage of peer learning when working towards charitable goals, but also when reviewing the success of past work. Of course, only by looking back can you be confident in the strategy of the future; and if you look at similar issues with a multitude of people who have various experiences, the common reflections will undoubtedly be more comprehensive. Grantcraft encourage this of their members.

The African Grantmakers Network (AGN) - The AGN works in a similar way to several of the organizations already mentioned, but exclusively in Africa.¹⁰⁶ They attempt to join up the efforts of African governments and pan-African political bodies, with African Philanthropic Institutions. A certain article¹⁰⁷ describes how they ran an event in Kenya on sustainable philanthropy in Africa. Peer to peer learning and shared experiences were at the heart of the conference.

Worldwide Initiatives for Grantmaker Support (WINGS) - Many of the organizations listed are specific to a certain area; whether that be a state, a country or a continent. Wings attempts to bring all these efforts together and offer chances for peer to peer learning on philanthropy from across the world.¹⁰⁸ Conferences take place multiple times a year in such diverse places as the UK, Mexico, South Africa, Hong Kong, Belgium and Russia. Obviously their scope is too big to co-ordinate specific campaigns, but worldwide targets can also be useful, and general ideas can be worked on in their peer to peer events.

npENGAGE - npENGAGE is non-for-profit resource centre that mainly operates in blog format, providing articles and insight into the philanthropic world.¹⁰⁹ As an example, one article¹¹⁰ asks several business leaders the best way of retaining donors to causes. As long as publications like this are read by lots of philanthropic workers, then it can count as a

¹⁰³ <https://philanthropynews.org/news/reflections-philanthropy-today%E2%80%99s-leaders-nextgendonors>

¹⁰⁴ <http://www.grantcraft.org/index.cfm?fuseaction=Page.ViewPage&pageId=1107>

¹⁰⁵ <http://www.grantcraft.org/pdfs/PeerReviewinPhilanthropy.pdf>

¹⁰⁶ <http://www.africangrantomakersnetwork.org/What-We-Do>

¹⁰⁷ <http://www.africangrantomakersnetwork.org/OpenDocument/76/Strategies-for-building-sustainable-philanthropy-in-Africa>

¹⁰⁸ <http://www.wingsweb.org/?page=PLEs>

¹⁰⁹ <http://www.npengage.com/about/>

¹¹⁰ <http://www.npengage.com/online-fundraising/12-donor-retention-tips-from-nonprofit-fundraising-experts/>

form of peer to peer learning. The publication highlights the work of philanthropists to other philanthropists.

4 – Conclusions

There will now be an attempt to draw some conclusions from all of these examples and case studies. It will be firstly split into three sections to summarize firstly what we have seen in the literature on corporate philanthropy in Vietnam and abroad, secondly to summarize the examples of business investment into Vietnam from abroad and lastly to summarize the influence of peer to peer learning networks. Following this will be a general conclusion on corporate philanthropy, and some suggestions which Vietnamese businesses, NGOs and charitable organizations can think about.

4.1. Conclusions based on corporate philanthropy examples

In comparison to Vietnamese businesses, American businesses have many different ways of getting information on philanthropy. There are multiple different websites that provide a list of suitable NGOs to work with, and indeed there is a printed register for businesses to keep in their offices. There are also numerous magazines, academic articles and periodicals that write exclusively on philanthropy, including corporate philanthropy. This offers businesses a chance to learn more about charitable causes and also share ideas and publicize their own efforts. Many different ‘giving guides’ also exist that businesses can use to form ideas, and tax break information is never hard to find; something that can make businesses more inclined to give. Foundations themselves are also a lot more common, and help to bridge more gaps between those in need, businesses and NGOs. Governments also have a clear policy on how they can help businesses with their philanthropic work. Compared to Vietnam, western businesses not only have more variety of resources to get information on philanthropy, but they also have a lot more of resources too, in terms of volume. US examples are prevalent, but European and Australian sources also prove that the western world has a large selection of sources for businesses to learn about philanthropy. It should be stressed however, that the sheer volume of information is partly down to a much larger wealth base than less economically developed countries.

Vietnamese corporate philanthropy is not a well-established phenomenon and its character is hard to pin down. More than half of businesses do give to charitable causes, and almost all big business do. The vast majority of this is made up of cash donations. Businesses do not, on the whole, give because it they say it as good for their business. Strategic philanthropy is basically an alien concept. Most donations are ad hoc, and often as a direct reaction to a sudden disaster or to local poverty. A lot of businesses do not trust the channels through which donations are made, and very, very few work with NGOs to achieve charitable targets. Very few businesses plan ahead with their charitable work, and most of the donations that are actually given are at the behest of company

bosses. The reasons why corporate philanthropy is so low may well down be to cultural differences and the political environment. Clearly, there is a huge amount of work to be done if Vietnamese businesses are going to plug the gap left by withdrawing international charities and persisting poverty, but there are certainly some international lessons that can be taken in order to speed this process up.

Foundations are prevalent across the western world. Essentially, foundations are the results of attempts to formalize the philanthropic sector of businesses. The very existence of a foundation would suggest a level of strategic giving. They have their own structures and in many cases are run like businesses. Another key aspect of western philanthropy is the existence of organizations between NGOs and businesses. Conferences, websites and ongoing platforms often exist for businesses to display their charitable activity, and for charitable causes to court for the attention of businesses. These platforms can make philanthropy more efficient and well-connected. There is also a lot more literature on the work of NGOs and charitable foundations. With the work they do discussed and publicized more, with prevalent good examples, the influence and importance of NGOs can be high. Even local NGOs and philanthropy platforms often have very considered organization and have their own website and publicity materials. Philanthropy publications dealing with all aspects of charitable giving are also common, and allow a further platform for sharing ideas and publicizing the good work that businesses can carry out. Like Vietnamese businesses, the start of philanthropic efforts is often dependent on the CEO or boss, but once this has been affirmed, the organization of corporate philanthropy can become embedded within the culture of the business. Many different classes, both online and in person, are also available in order to teach NGOs and business to conduct their dealings more effectively.

4.2. Conclusions based on international investment examples in Vietnam

Many different case studies have been detailed that relate to corporate philanthropy in Vietnam, on behalf of multinational corporations. Clearly, a common thread has been that the multinational corporations that take part in charitable work in Vietnam have their own business interests in Vietnam. Regional campaigns in Asia might have a passing impact in Vietnam but those projects that have a direct impact on Vietnam and its people are sourced from companies that have factories or offices in Vietnam. Strategic giving is a concept that is well-understood by western companies, so perhaps it is understandable that these multinationals include their Vietnamese branches within their local priorities. Clearly they think it will have a positive impact; they wouldn't have got involved if they weren't based in Vietnam and it's all part of Corporate Social Responsibility. Business associations can help to educate Vietnamese businesses and bring in new investment, and perhaps their influence can make local businesses think more about Corporate Social Responsibility.

4.3. Conclusions based on peer to peer learning networks worldwide

While the examples studied do not represent a complete list of peer to peer learning organizations, it is nonetheless clear to see that there is a plethora of forums for western philanthropists to work with and learn from each other. The organizations that facilitate this shared learning range from local to regional, from national to international. By and large, the donors are rich western business leaders, although some of the recipients of their charitable work is concentrated on specific areas; like Africa or south Asia. This document suggests that to be most effective, peer to peer learning needs three tiers of setup: local/regional peer to peer networks for groups to work on local issues, national networks to make sure that local efforts are sustainable and working towards bigger goals, and international networks to set overarching themes and goals which provide inspiration and techniques not specific to a certain culture or area. If philanthropists engage with all stages of this, then they can be inspired and inspire each other on all aspects of charitable giving. The setup also allows for the work of philanthropists to be publicized; and this not only good for business, but also adds an extra dimension into a corporation's strategic giving program.

4.4. General conclusions and recommendations

Corporate philanthropy is simply extensive charity work carried out by businesses. With this in mind, it can be said that companies all over the world share similar simple aims to alleviate social problems. However, the operation of this, and the sustainability of this is wildly different all over the globe. In Vietnam, CSR is basically an alien concept, with much of corporate philanthropy not being of a strategic nature. The whole situation in Vietnam is changing: foreign investors are pulling out and domestic philanthropists must look to overall strategies if their work is to be sustainable and to the benefit of the largest group of people possible.

The solution for Vietnam is not straightforward. It is easy to see what the deficiencies are in Vietnamese corporate philanthropy, and it is easy to spot the things that other countries do as well. However, it is not as simple as transposing these concepts from the latter to the former. Vietnamese culture is a lot different from western culture, and alien concepts will take a long time to assimilate, if they will at all. Moreover, Vietnamese businesses are still growing and are not of the size of their western counterparts just yet. The biggest obstacle to change will probably be getting Vietnamese businesses to think of philanthropy as part of an ongoing corporate strategy and as promotion of their good work. This will take time, however, if changes can be made in the right decision not only will charitable work grow and improve, but businesses will also grow in stature and reputation. Another huge stumbling block to the growth of the corporate philanthropy is the neglect of NGOs in Vietnam. Businesses do not utilize NGOs on an almost universal scale. This is a major reason why strategic giving does not exist in Vietnam.

Consequently, this document suggests the following. First, providing resources and platforms to businesses suddenly will not help anything unless businesses are educated

about the benefits to them of philanthropy. It is therefore proposed that NGOs, with the help of government where possible, and remaining international aid, run extensive classes for businesses on the benefits of corporate philanthropy, especially of strategic giving. These lessons can focus on reputation advantages, staff attraction advantages, or employee engagement advantages. Once these lessons have started to be absorbed, the priority should then be focused on providing platforms, websites and channels for connectivity and networking. In the meantime, it is important to continue and consolidate the education of businesses both big and small. Once some businesses are well versed in philanthropy matters, the status of corporate giving can grow and influence others; allowing more platforms for businesses to gather information on giving. In time, perhaps corporate philanthropy can flourish in Vietnam. Indeed, as the aforementioned Kenan Insitiute Asia opens up a Hanoi office, this process has already begun; but it needs to be made certain that this is expanded upon as well as comprehensively consolidated.