

**Sustainable**  
**Community Development Fund**  
(Provincial Level)

**“Community First”**

Tri-sectoral collaboration for sustainable development

*Where Government, Business and Civil Society  
work hand in hand*

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*July 2003*

# Problem in the past --

## Why good intentions lead to inefficient results?

- Development from the top & non-participative process
- Bureaucracy, problems in transparency & good governance
- Corruption & hidden agenda
- Unclear strategy, information system and benchmark
- Conflict of interest, external interference & different perspectives
- Lack of communication and knowledge base
- **Lack of a sense of belonging** & absence of collaboration

# Government Behaviour

## Powerful, Reliable & Resourceful

- Powerful & reliable but top-down & bureaucratic
- Centralized & has limited understanding of community needs
- Problems in transparency, efficiency & good governance
- Lack of vision & unclear strategy
- Lack of information system
- Inefficient monitoring and evaluation system
- Self-implementation rather than out-sourcing to the best performer
- Poor in collaboration & poor public communication

# Civil Society Behaviour

## Devoted but Resource-less

- Devoted & clear understanding of root causes of social problems
- Share grassroots' aspirations
- Self-centered, over-confident and sometimes mislead community needs
- Protects own agenda with some anti-government, anti-business behaviour
- Lacks resources, single dimension information & perception
- Uncertain performance due to non-reliable financial resource
- Some external interference
- Sensitive & **difficult to communicate**

# Business Behaviour

## Fast, Flexible, Efficient, Resourceful & Innovative

- Resourceful & good management system
- Good vision, strategic thinking, flexible & quick adjustment
- Good intention but often perform cosmetic philanthropy
- Less attention to & lack understanding of root causes
- Short term interest & demands rapid, visible result
- Negative image as an advantage-taker and a society-spoiler
- “ What is in it for me? ” behaviour
- Lack a sense of belonging

# Current Situation (1)

## Things are changing & moving to a positive future

- 9<sup>th</sup> to 10<sup>th</sup> Plan & the new Constitution Act: “**People Center**”, “**Community First**”, “Master plan development done by communities themselves”, “People participation in broad base”, “Multi-dimension civil society network”
- New vision & paradigm shift in Government management: “**Decentralize**”, “**People satisfaction**”, “Service mind & Treat people as customer”, “Fight against Drug, Mafia & Corruption”, “Poverty Fighting”, “Information base & systematic approach”, “**Real benchmark, monitoring & evaluation system**”, “**Holistic approach with area-based development**”, “**CEO governor**”,

# Current Situation (2)

## Things are changing & moving to a positive future

- Government action & concern: “**Devoted & fast action**”, “**Innovative, open & learning organization value**”, “Information technology”, “Equal Partnership & Collaboration”, “Public communication”, “**Sustainable**”, “**Self Reliance & reduce dependence on overseas assistance**”
- New paradigm in Civil Society: “**Real community oriented**”, “Bridging leadership”, “Transparency & Efficiency in CSO”, “Asset Base Community Development”, “**Peace & positive conflict management**”, “**Self Reliance & Local CSRO**”, “**Local Philanthropy & Fundraising**”, “**Community Foundation experience**”

# Current Situation (3)

## Things are changing & moving to a positive future

- New Era in Business philanthropy: “**Corporate foundation**”, “Corporate social responsibility”, “Corporate volunteers”, “Cause related marketing”, “Local businessman involve in local institute”, “**New sense of community belonging**”, “**Social sponsorship & Social fundraising**”
- Modern community: “**Leadership plenty**”, “Quest for their own needs”, “Local wisdom”, “Knowledge-base society”, “Voluntarism”, “**Healthy Community**”, “**Livable City**”,

# Stakeholder

## List of prospect partners for community development

- At the provincial level
- -
- -
- -
- At the national level
- -
- -
- -

# Indicator

## Social improvement & Philanthropy GIS

1. Livelihood opportunity & talent
2. Environmental quality, usage and management
3. Safety, Quality of life & asset
4. Civil society quality
5. Art & culture quality, heritage and historical value
6. Moral & spiritual quality, human pride
7. Health Quality
8. Quality of Learning & local wisdom

# Common Agreement

## Sharing vision among sector

- People-centered & community first
- Holistic approach & Area-based development
- From community, by community, for community
- Bridging leadership & collaborative network
- Positive movement & new social architecture
- Self reliance & reduce dependence on overseas assistance
- **Sustainable Community Development Fund**

# Sustainable Community Development Fund - What is it?

- Tool for CEO governor in community development
- Local resource for CSO, CO, NGO's, etc
- Mechanism for business involvement
- Independent management (organized as **Community Foundation**) : set up by community, assets/resource acquired within community (and possible matching fund from government), run by community leaders (usually private citizens), for community causes, priorities & needs, reporting back to community, and reacquisition within community

# Sustainable Community Development Fund -- How does it work? (1)

- **First**, Community leaders explore and decide on community assets and priorities. Then move to mobilize assets and raise funds to realize these priorities. Creates fundraising strategy and together conduct fundraising implementation. Government provide incentive by matching fund. Other sources of matching funds maybe considered

Example: Lampang community raises 100 million Baht and Government match another 100 million Baht. Lampang will be equipped with 200 million Baht endowment fund.

# Sustainable Community Development Fund - How does it work? (2)

- **Second**, Establish the governance and management mechanism (like Foundation or Institution) and its management expense will be covered by income from endowment fund investment (if allowed by law)
- **Third**, The foundation will grant X baht to CSO, CO, NGO or etc for their community work based on the identified priority and needs.
- **Fourth**, The foundation will conduct monitoring, evaluation, communication and report back to their community (using information technology)

# Sustainable Community Development Fund- How does it work? (3)

- **Fifth**, The foundation will organize several fundraising activities to maintain the endowment size, or even enlarge its current size.
- **Sixth**, Government will consider matching scheme for the coming years (such as slowly reduce matching fund annually until the foundation is self reliant) The finance scheme will be planned.
- The **learning curve** and work process will be developed annually.

# Government Support

## The leadership role for the Government

- Establish the “**Sustainable Community Development Fund**” as a “**National Agenda**”.
- Provide “**Matching Fund**” and other incentive.
- Invest in “**Philanthropy GIS**” & “**Information technology**”
- Reconsider some related law such as “**Philanthropy Tax**”, “**Endowment Fund Investment**”, “**Public Foundation**” and etc
- Investment in capacity building of local human resources in **Bridging Leadership, Social Management, Fundraising**, etc

# Social Benefit

## Outcome from this innovative program

- Approx 200 million Baht endowment fund at the provincial level and sum up to 15,000 million Baht at the national level.
- Sense of belonging & human pride -- From community, by community, and for community.
- Tri-Sectoral relationship at the community level
- Improved quality of life in the community and reduced poverty
- Truly Livable City and Healthy community
- Self reliant & Sustainable

# People Benefit

## How will people benefit from this fund?

- Solve community problems and fulfil people's needs
- Better livable city and healthy community
- Better community service and safety
- Better information system & linkage
- Voluntary
- Peaceful & Friendship
- Emergency readiness
- Sustainable

# Holistic Approach

## Value for all agendas

- Fight against poverty & promote sustainable development
- Livable city, Community first, CF & Bridging leadership
- Philanthropy GIS & Knowledge base society
- Transparency, Efficiency & Good governance
- Peaceful & Healthy community
- Voluntary
- Corporate social responsibility
- Local fundraising