



WITH SUPPORT FROM



# PHILANTHROPY IN CHINA





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## About the Report

*Philanthropy in China today is expanding and evolving rapidly. This report presents an overview of the philanthropy ecosystem in China by reviewing existing knowledge and drawing insights from influential practitioners. It also provides an analysis of the key trends, opportunities as well as a set of recommendations for funders and resource providers who are inspired to catalyse a more vibrant and impactful philanthropy ecosystem in China.*







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# FOREWORD

*By Dr. Rajiv J. Shah,  
President of The Rockefeller Foundation*

When I took my first trip to China as president of The Rockefeller Foundation last year, I often found myself pulled in two directions: learning from our past and looking to the future.

From the beginning I learned so much about the Rockefeller family's and the Foundation's deep engagement with China. This history goes back more than a century: from our earliest days of helping establish legendary institutions like the China Medical Board and Peking Union Medical College, to funding development of new rice varieties that resist drought and tolerate disease, to founding the clinical epidemiology network that led to the Japanese encephalitis vaccine.

At the same time, I was inspired by the forward-looking optimism expressed by the many venture philanthropists, social entrepreneurs, and civic leaders we met throughout the trip. All of them wanted to make a difference. We came together at first around a shared vision of a world without poverty, and our commitment to achieving the global Sustainable Development Goals (SDGs). And we emerged having strengthened our mutual belief that greater partnership and collaboration could help improve the lives of hundreds of millions of people around the world.

The greatest problems facing humanity today – poverty, inequality, hunger, disease, climate change – cannot be solved by just one actor or intervention, no matter how large the investment. Now more than ever, scaling the highest, hardest walls in global development requires philanthropists to stand on each other's shoulders and build ambitious coalitions that match the scale of the challenges we seek to address.

Inspired by this common understanding, the longstanding respect between The Rockefeller Foundation and the people of China, and prospects







for future partnership, we supported the Asian Venture Philanthropy Network (AVPN) in this landmark study of philanthropy in China. As you will see in the pages of this report, its findings are revealing.

Driven by a new generation of wealthy philanthropists as well as the private sector, Chinese philanthropy is growing rapidly into a powerhouse for domestic and international development, having quadrupled in size since 2009. Meanwhile China is also forging new pathways in philanthropy, as its philanthropic organizations aspire to ensure the holistic well-being of the communities they serve – communities which are increasingly global. Yet only 1 percent of China’s foundations are engaged in grant-making, which would enable their funds to have far more impact. This indicates there is an untapped opportunity for growth and partnership between China’s change-making philanthropists and international organizations.

Forty-four years ago, when The Rockefeller Foundation’s then-president visited China in the early days of Reform and Opening Up, he wrote in his diary that “China is unique...with the potential I have seen in no other country I have visited.” We see a similarly unmatched potential today, as we advance a new model of collaborative philanthropy in the 21<sup>st</sup> century. Our Foundation has worked with China for more than 100 years to create solutions in health, food, education, and innovation that accelerate progress and prosperity for the Chinese people, and we now believe collaboration and partnership between Chinese and international philanthropists can unlock a new era of global philanthropy – not only elevating China’s philanthropic ecosystem, but also making it possible to solve the world’s greatest problems.

# EXECUTIVE SUMMARY

There is an increasing need for cross-sector collaboration and pooling of resources as the world works towards achieving the 2030 Sustainable Development Goals. Philanthropy in particular has enormous potential in unlocking additional financial resources by leveraging varied pools of capitals from financial institutions, pension funds and private equity firms to address some of the most pressing social and environmental issues.

2008 was a watershed year for China. The Beijing Olympics marked the country's place on the world stage. The same year, an eight magnitude earthquake hit Sichuan province, one of the worst natural disasters in 25 years. This marked a major turning point in the emergence of philanthropy in China, raising the total amount of philanthropic giving from US\$440 million in 2007 to US\$16.1 billion, a 30-fold increase in one year. The country reached an inflection point through a quantum leap in public awareness and involvement in philanthropy that year and continues to be on an upward trend to this day.

In 2017, the total amount of domestic giving reached a new high of US\$23.4 billion, representing approximately 0.2% of the total GDP in China. This percentage is still small in GDP terms, especially compared to the U.S. where philanthropic giving takes up 2.1% of the total GDP, but if we focus on the increasing amount of giving year on year, we realize the significant growth in the sector as giving grew at 15% in 2015, 20% in 2016 and 7% in 2017 respectively.

Today, China has 819 billionaires, the largest number of billionaires in the world according to the 2018 Hurun Global Rich List <sup>1</sup> and also the highest number of millionaires engaged in Environmental, Social and Governance (ESG) related investing according to a recent research completed by UBS.<sup>2</sup> An increasing number of these high net worth individuals sense the responsibility to give back and many of them have set up their own foundations, educational institutions and supported a large number of charities in areas such as poverty alleviation, education and healthcare.

The increase in wealth has enabled citizens to have a more global outlook. Combined with the government's push for China to take a more leading role in the international arena, these factors have resulted in philanthropy in China looking abroad and becoming more international.

Despite these positive developments, China's philanthropic sector is in its infancy, especially when taking into consideration the tools and methodologies used by the different philanthropic giving organizations, the number of players in the philanthropic ecosystem, and the potential policies that can be implemented to foster more giving. There are many opportunities to professionalize practices, build human capital and leverage the use of technology such as blockchain and artificial intelligence to bring more transparency, build more trust and thereby enable the scaling of impact.

This report aims to present an overview of the state of development of the philanthropy sector in China. We present insights from both quantitative and qualitative research, corroborating primary insights from 34 influential funders and resource providers with findings from various secondary resources. By examining the top philanthropy funders, reviewing the policy environment and subsequently scanning the key ecosystem players, we provide an analysis of the trends and opportunities as well as a set of recommendations to advance the development of the philanthropy sector in China.

1. Hurun Report. 2018. Hurun Global Rich List 2018.
2. Bloomberg Wealth. 2018. Rich Americans Are Last in Sustainable Investing, UBS Says.

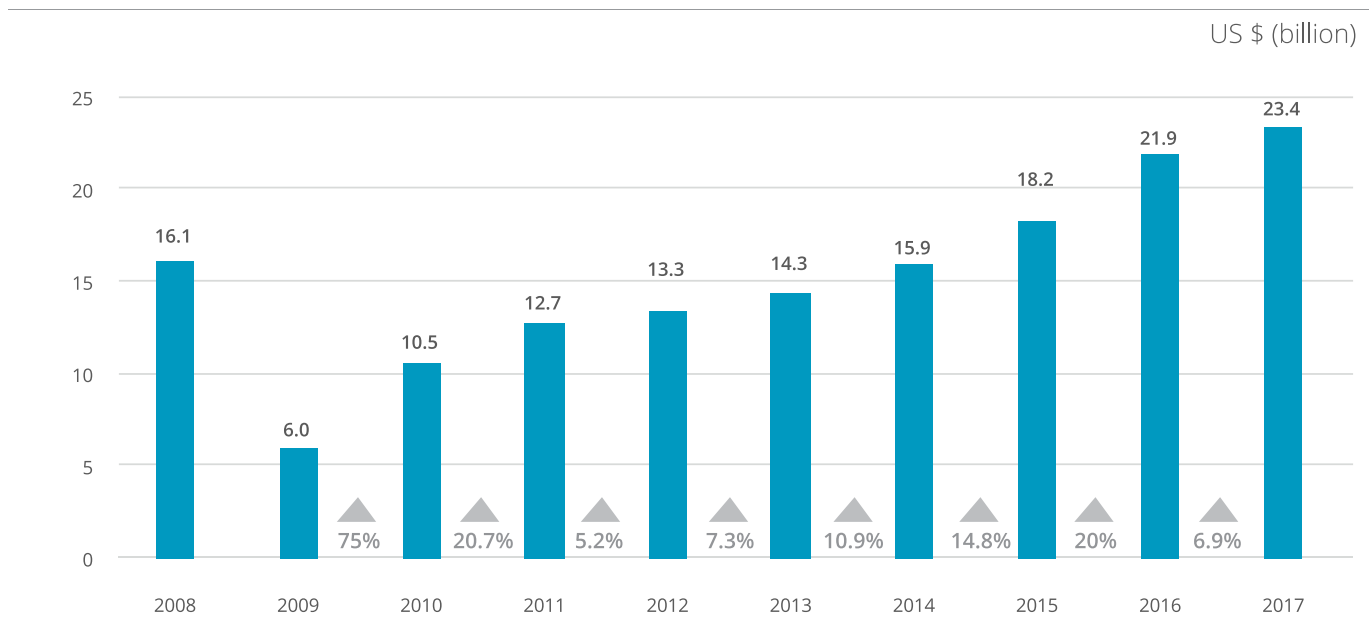


# PHILANTHROPY IN CHINA

China has experienced extraordinary economic development since the introduction of market reforms in 1978. While such rapid development enabled significant social progress for a large part of its people, it has also resulted in remarkable accumulation of private wealth for a small number of individuals, especially since the turn of the century. As shown in a study by Peking University, the richest 1% of the population own a third of China's wealth<sup>3</sup>. Private wealth is a critical contributor to the growth of philanthropy in China.

Total giving in China in 2017 was US\$23.4 billion and has been growing steadily for the last decade after the 2008 spike created by the devastating earthquake. Giving in China is highly dominated by corporates, followed by individuals and other types of organizations such as government agencies and public institutions. The first two categories account for the majority of the total giving, so in the sections below we will provide a more detailed analysis on the top Chinese philanthropists, as well as the top Chinese corporate foundations and uncover some insights on their profiles as well as their giving behaviors.

Total giving in China over the past 10 years



Source: Annual Report on China's Philanthropy Development 2009-2018

3. Wildau, G., Mitchell, T. 2016. *China Inequality Among World's Worst*.



# PHILANTHROPISTS

Philanthropists have been playing an instrumental role in funding solutions to a wide range of social and environmental issues in China. Driven by an increasing desire to contribute to the well-being of the society and a raising awareness to give in more sustainable and strategic ways, they present a significant potential to enhance the development of the philanthropy sector.

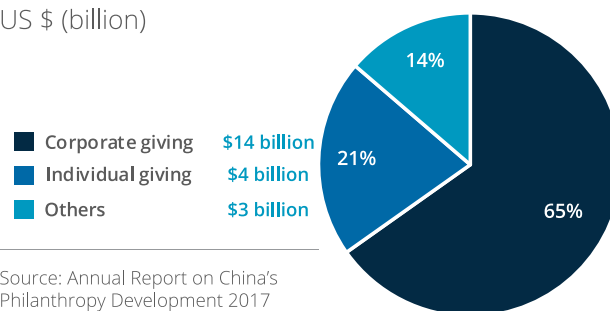
## Top Philanthropists

The Hurun Philanthropy List is one of the most comprehensive databases of the top philanthropists in China. According to the 2018 List, China's top 100 philanthropists made a total of US\$3.3 billion public donations to foundations, NGOs and education institutions domestically, representing a 33% increase compared to the previous year.<sup>4</sup> In this section, we provide an analysis based on information from the 2018 Hurun Philanthropy List to uncover some insights on the profile of the China's top philanthropists.

Top on the 2018 Hurun Philanthropy List is Mr. He Xiangjian, founder of the Midea Group, who committed a donation of US\$1.2 billion in cash and stock in July 2017. The donation was given to the He Foundation (previously known as He Xiangjian

## Breakdown of total giving in 2016

US \$ (billion)



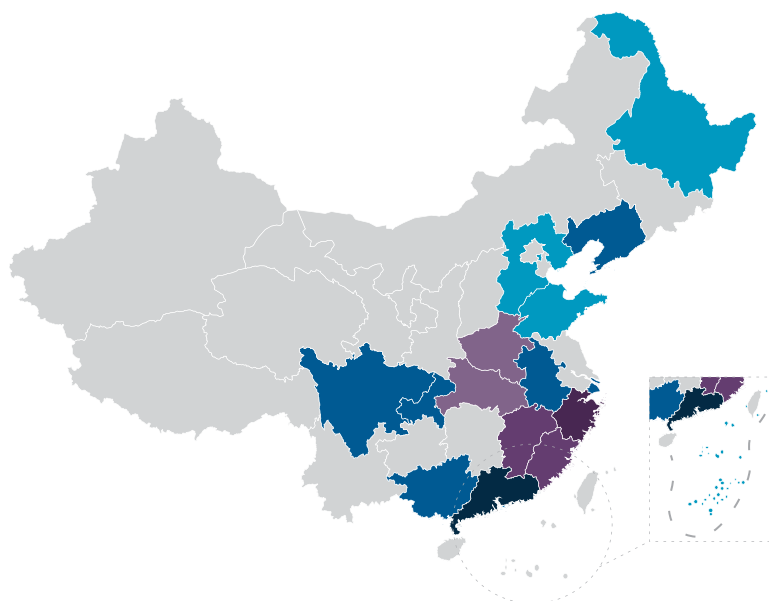
Source: Annual Report on China's Philanthropy Development 2017

Foundation) with part of it to be used to set up a charitable trust and the rest to be donated to public welfare charity for poverty alleviation, education, healthcare and other social causes.

Mr. Xu Jiayin, Chairman of the Evergrande Group, China's second largest property developer, came in second with a total donation of US\$540 million, contributing to 16% of the total giving. The majority of his giving was directed towards poverty alleviation in the provinces of Guizhou and Guangdong under the name of the Group.

Mr. Lu Zhiqiang, Chairman of China Oceanwide Group, a conglomerate active in real estate, finance and technology, came in third with a total donation of US\$160 million. Mr. Lu's major donations include the contribution of US\$127 million to the Oceanwide

## Top 100 philanthropists – Hometown of philanthropists



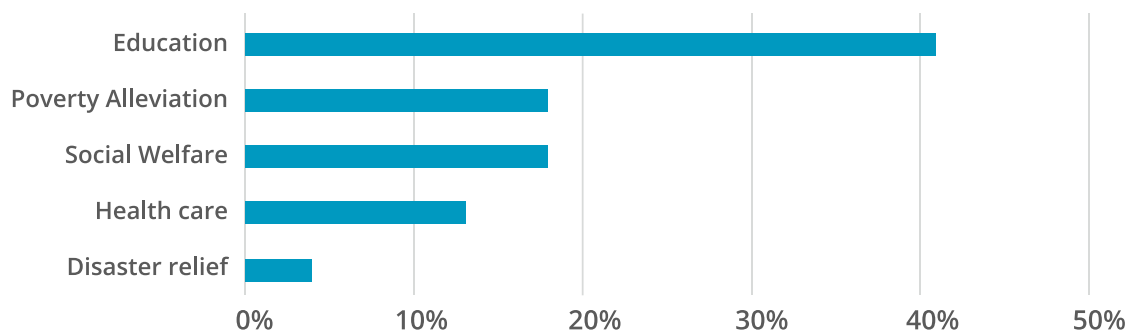
Number of philanthropists

Source: Data adopted from the Hurun Philanthropy List 2018

4. Hurun.2018. Hurun Philanthropy List. (Data from the 2018 Hurun List takes into account cash and cash related donations and giving commitment with legal forces by philanthropists between April 2017 and March 2018.)

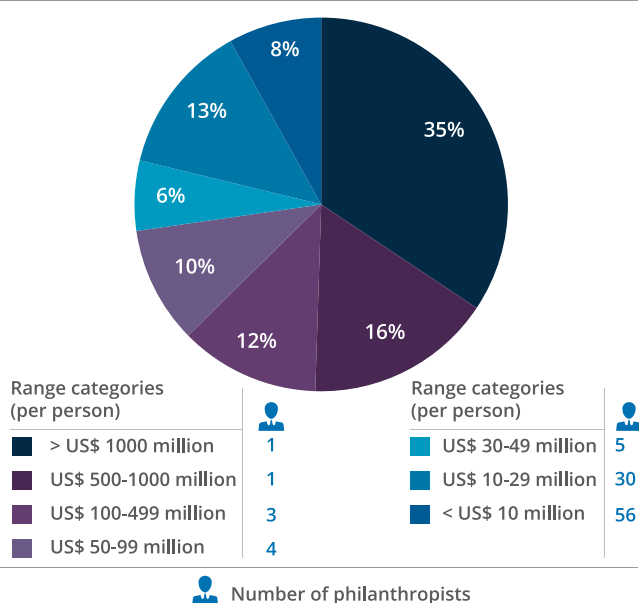


## Top 100 philanthropists - Top 5 causes supported



Source: Data adopted from the Hurun Philanthropy List 2018

## Top 100 philanthropists - Breakdown of total giving by range category



Source: Data adopted from the Hurun Philanthropy List 2018

the total giving. Most philanthropists prefer to give to their alma mater. Renmin University and Zhejiang University are the top two universities that received the most amount of donations with US\$117 million and US\$ 109 million respectively. The majority of the giving is directed towards the expansion of university facilities, building of libraries, research labs and scholarships.

The themes of poverty alleviation and social welfare ranked second, with both of these causes taking up 18% of the total giving, followed by healthcare with 13%. Donations to poverty alleviation causes mainly refer to projects that help to develop local industries, increase employability and improve education. It also includes donations made on the Poverty Alleviation Day organized by the municipal governments. Social welfare causes include donations to local charity funds. In the healthcare sector, most donations are channeled to research institutions.

Education Aid Program and to his alma mater, Fudan University.

In terms of geographical spread, the provinces of Guangdong, Zhejiang and Fujian represent the greatest number of philanthropists, which is not surprising given that these hubs also have the largest number of successful private sector led enterprises.

The most popular causes supported among the top 100 philanthropists were education, poverty alleviation, social welfare and health care. Education, specifically tertiary and vocational education, continues to be the top choice, accounting for 41% of

## Funding Tools

Most of these philanthropists deploy their funding through four channels: 1) establishing their own foundations; 2) setting up charitable trusts; 3) creating special funds under other larger social organizations or more recently setting up donor advised funds (DAFs) and 4) directly supporting other social organizations. The section below will look more in depth into the first three types of engagements and leave out the last one as it is self-explanatory.



## Charitable Trusts

Charitable Trusts were introduced in 1996, and as of September 2018, only 105 charitable trusts have been registered with a total value of US\$239 billion.<sup>5</sup> The range of causes supported by these Charitable Trusts includes poverty alleviation, arts and culture, community development and environmental protection. The main reason for the slow growth of Charitable Trusts is the lack of tax policies in place to encourage and support this movement.

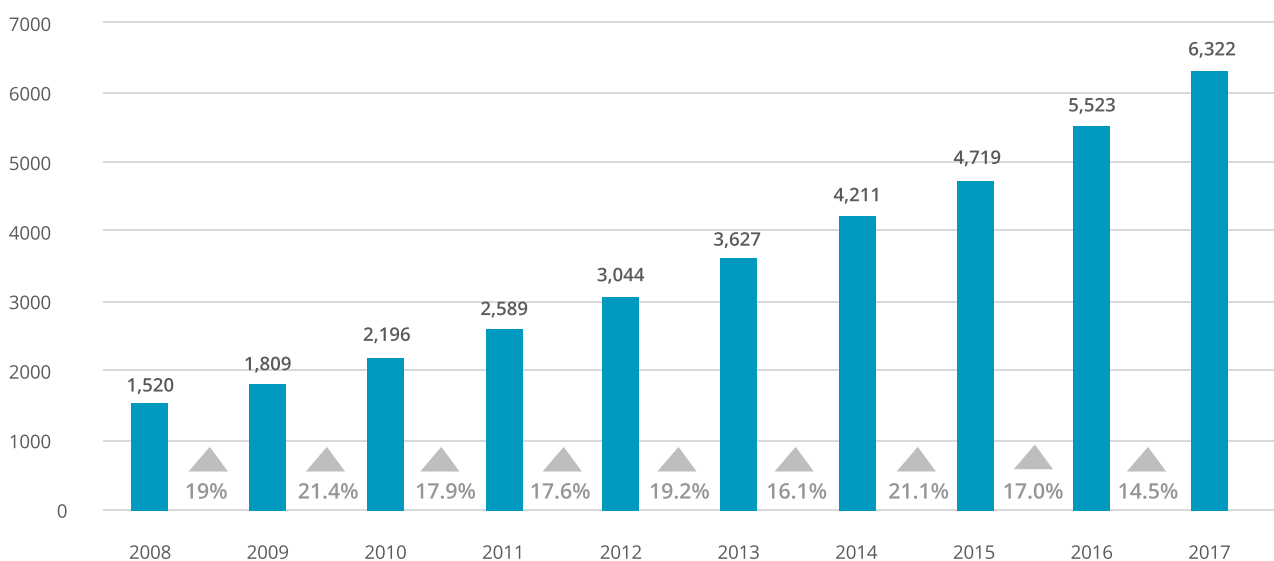
## Special Fund and Donor Advised Fund (DAFs)

Special Funds have been in place in China since 1999.<sup>6</sup> Traditionally, many philanthropists – in particular celebrities and corporate donors – have chosen to set up special funds under government owned or well recognized foundations. The reason for doing so was mainly to leverage their expertise in managing and operating projects as well as to establish good relationships with related government agencies. Special Funds allow philanthropists to enjoy the tax incentives, earn credits from relevant government parties and have professional staff manage the proper usage of the funding for social purposes.

Different from special funds, DAFs do not restrict the funding channeled by a philanthropist to only one organization. Philanthropists have the choice of selecting various projects throughout different periods. The other main difference is that DAF assets can be invested and managed by third party investment professionals, while in the case of special funds, the funding is managed by the social organization, which has full control of the usage.

DAFs were first introduced in China in 2017 by Social Venture Group, a philanthropic advisory firm that supports effective giving in China. Beijing Yongyuan Foundation established the first two family DAFs with a total amount of US\$1.5 million.<sup>7</sup> In the U.S., DAFs took off due to favorable tax policies, low barriers to entry, and the ability of these assets to be invested, as well as the number of larger mainstream financial industry players such as Fidelity and Charles Schwab stepping in to offer professionalized advisory services and products to grow their charitable funds. Similar to Charitable Trusts, the development of DAFs in China will be dependent on the tax reforms and incentives that the Chinese government put in place, which will likely be introduced in a staggered manner in the next few years.

Number of domestic foundations over the past 10 years



Source: Annual Report on China's Philanthropy Development 2009-2018

5. *Charity in China Database. Charitable Trust.*
6. *China Development Brief. 2017. A Comparison between Special Fund and Donor Advised Fund.*
7. *Social Venture Group. 2017. DAF Quarterly.*



## Foundations

There are 6,322 foundations registered as of 2017 and the average rate of growth for the last decade has been approximately 17%. The term foundation in China does not strictly refer to organizations that provide grants or channel resources to charities as the word would be interpreted in other countries in the western world. Foundations in China are legally registered as either public-fundraising foundation (32%) or a non-public fundraising foundation (68%)<sup>8</sup>, but the key distinction is whether they are operating foundations or purely grant-making foundations. While there are no official figures, it is estimated that less than 1% of the 6,322 registered foundations in China are grant-making foundations, meaning that most Chinese foundations are operating foundations.<sup>9</sup> As a comparison, the U.S has a total number of 86,203 registered foundations, 92% of which are independent grant-making foundations and only 4% are operating foundations.<sup>10</sup>

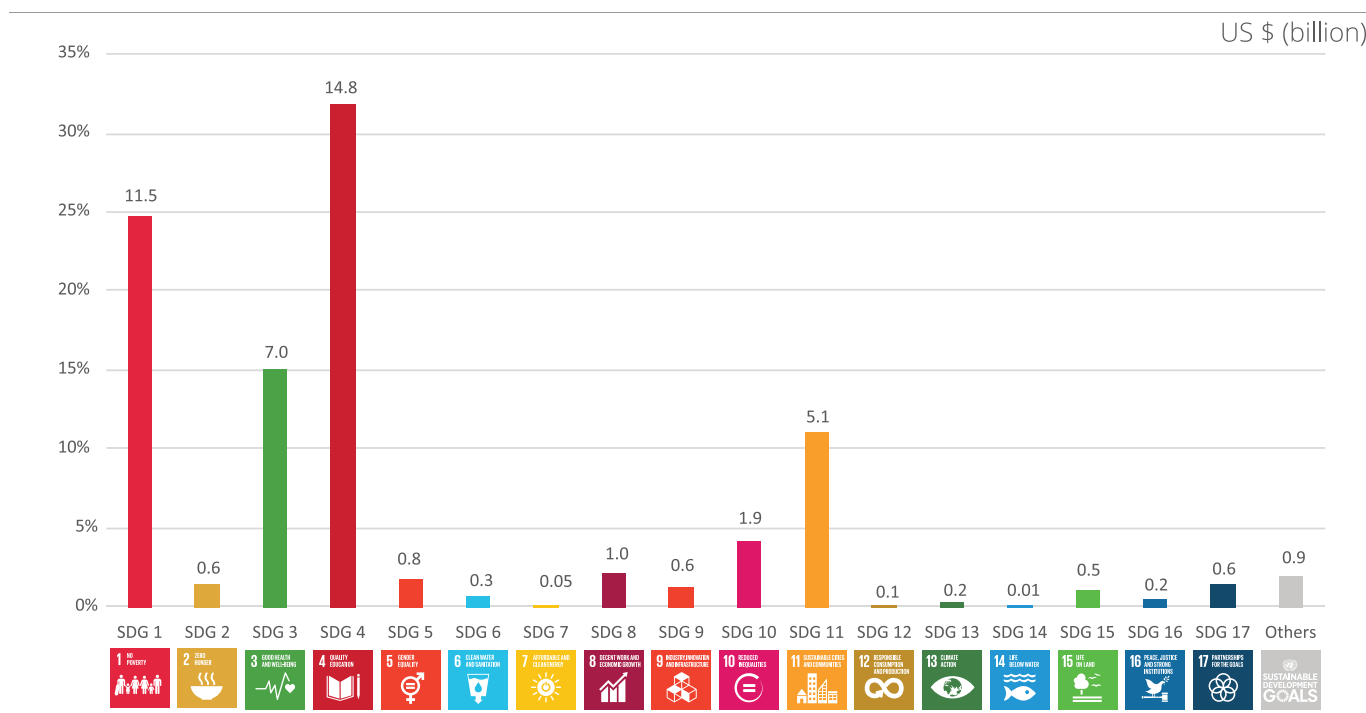
The large number of operating foundations in China reflects the lack of trust in social organizations being able to perform and deliver the desired outcomes, which leads to new foundations opting for solving and tackling issues themselves.

The top causes supported by Chinese foundations are education (SDG #4), poverty alleviation (SDG #1), health and well-being (SDG #3) and sustainable cities and communities (SDG #11).<sup>11</sup> These results are aligned with the thematic giving preferences observed earlier from the top philanthropists in China. In fact, these causes are a direct reflection of their giving preferences as foundations are one of the most used legal structures for these philanthropists to deploy their resources. There also seems to be a high correlation between the giving behaviour of corporate foundations and the thematic giving preference of the top Chinese philanthropists, which is why we suspect that many of these philanthropists are also using their corporate foundations as a means to channel their philanthropic resources. A list of the top 20 Chinese foundations according to their total giving in 2016 can be found in Appendix B.

## CORPORATE FOUNDATIONS

Corporate foundations dominate the philanthropic giving in China. In 2016, the total amount of donations from corporates and corporate foundations reached US\$ 14.2 billion, contributing to more than 65% of the total giving of the philanthropic sector.<sup>12</sup> Of the corporate donations, about 50%

Domestic foundations' expenditure on charitable projects



Source: Chinese foundations' expenditure on charitable projects as of December, 2016. UNDP and China Foundation Center.

8. Public Policy Research Center, China Social Sciences Academy. 2018. Annual Report on China's Philanthropy Development 2018. Annual Report on China's Philanthropy Development 2018.
9. Beijing Woqi Public Welfare Foundation. 2018. Exploring the value of Grant-making: A collection of cases on grant-making foundation.
10. Foundation Center. Foundation Stats
11. UNDP and China Foundation Center. China's foundations development timeline under SDG.
12. Public Policy Research Center, China Social Sciences Academy. 2018. Annual Report on China's Philanthropy Development 2018.

came from private enterprises followed by state-owned enterprises. State-owned enterprises are often regarded as avenues in which government can have an influence over corporate philanthropic giving, but they represent a relatively smaller percentage of the total.<sup>13</sup>

The large share of corporate giving is partly explained by the increasing public pressure on the role of businesses, which in turn has resulted in companies spending larger budgets in corporate social responsibility. This is also explained by the tax incentives available to corporates for charitable giving. The current corporate tax rate is 25% and

the deduction for donations to approved charitable organizations can be up to 12% of annual profit, which is considered quite favorable even compared to other countries like the U.S. where the charitable deduction is capped to 10% of annual taxable income.<sup>14</sup> Given the favorable corporate tax deduction for charitable contributions, it is highly likely that some of the top philanthropists channel their giving through their corporates, however, data is scant.

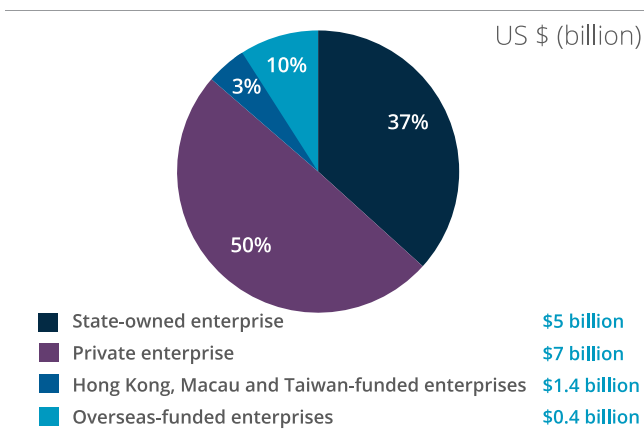
## Top Corporate Foundations

There were 1,002 corporate foundations in China as of 2016.<sup>15</sup> The top locations of corporate foundations were Beijing, Guangzhou and Shanghai, which is a direct reflection of where most of the larger Chinese companies are located. There were 75 corporate foundations with charitable expenditures above US\$1.5 million, including 9 of them reporting charitable expenditures above US\$15 million.

Topping the list of corporate foundations is Oceanwide Charitable Foundation of the Beijing-based China Oceanwide Group, which contributed a total of US\$ 65.5 million to support the national plan on poverty alleviation and fund underprivileged university students.

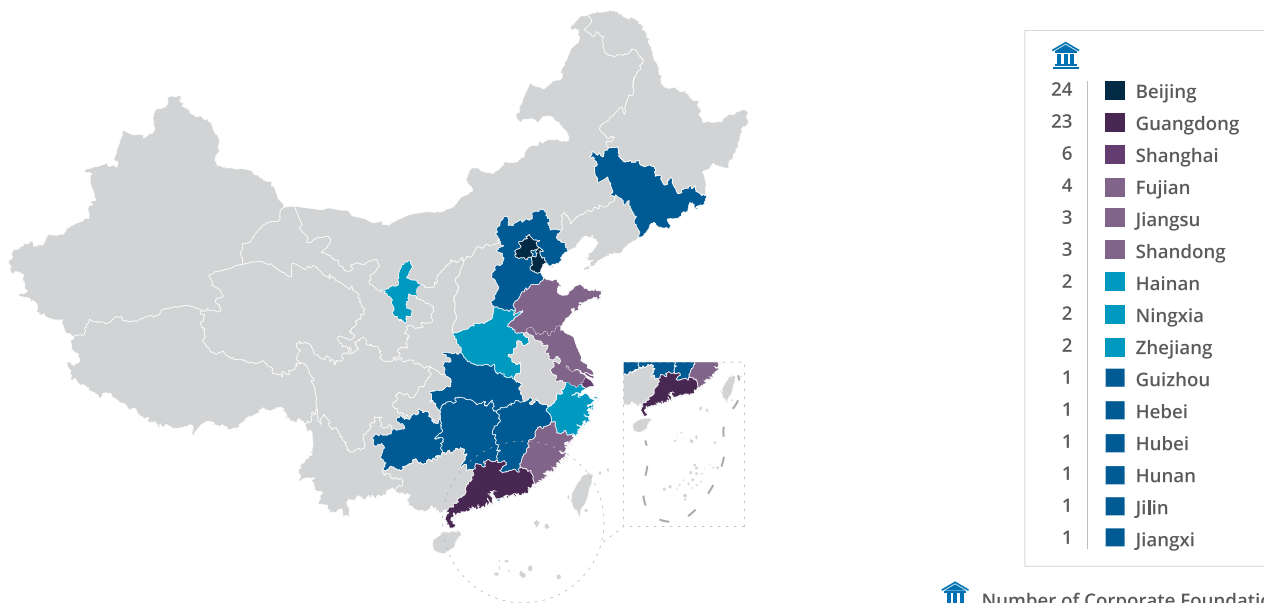
Guoqiang Charitable Foundation, a foundation set

Breakdown of corporate giving in 2016



Source: Annual Report on China's Philanthropy Development 2017

Top 75 corporate foundations – Location of corporate foundations



Source: Data adopted from the China Foundation Center list of corporate foundation

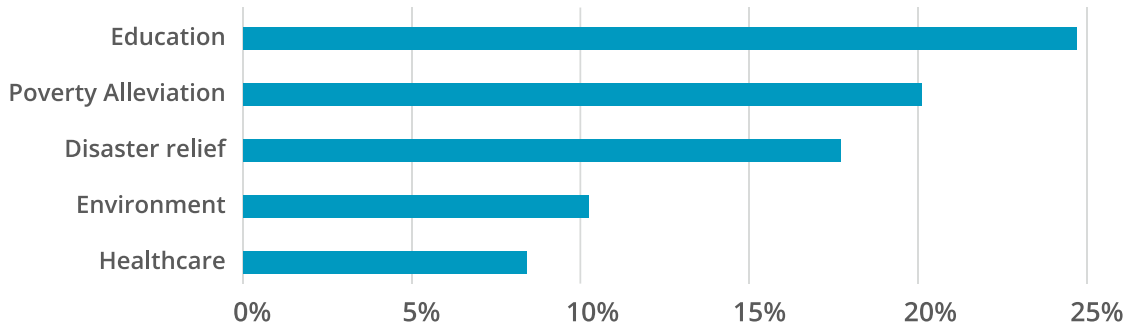
13. Harvard Kennedy School Center for Public Leadership. 2018. *The Global Philanthropy Report: Perspectives on the Global Foundation Sector*.

14. NGOCN. 2017. *An Introduction to Corporate Tax Reduction*.

15. China Foundation Center. *Foundation Transparency Index*.



## Top 75 corporate foundations - Top 5 causes supported



Source: Data adopted from the China Foundation Center list of corporate foundation

up by Country Garden, a property development company based in Guangdong, is ranked second with a charitable expenditure of US\$ 50.7 million. Guoqiang Charitable Foundation focuses on poverty alleviation and technical and vocation training and education.

Tencent Foundation of the Guangdong-based Tencent Holdings is ranked third with a charitable expenditure of US\$43 million. Leveraging its expertise on Internet technology and massive user base, Tencent Foundation is well-known for its pioneering initiatives in building public donation platforms. Tencent also supports a wide range of social issues including education, environmental protection,

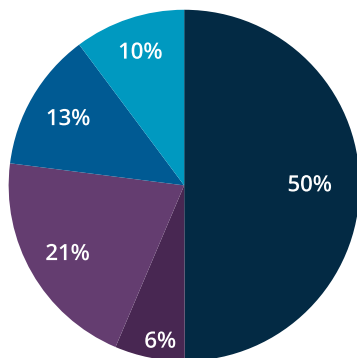
disaster relief and healthcare.

The list of the top 20 corporate foundations ranked by their total charitable expenditure in 2016 can be found in Appendix C.

Education, poverty alleviation and disaster relief are indicated as the top three social causes, followed by the environment and healthcare. Other causes include child and youth-related issues, disability, and arts and culture.

In addition to providing financial resources, there is an increasing number of local corporates that are leveraging their business expertise, distribution networks, social capital, as well as engaging their employees in skills-based volunteering as a way to provide additional resources to maximize impact. United Foundation for China's Health, the corporate foundation arm of the United Family Healthcare, the healthcare group with the first hospitals with international standards in China, focuses in the area of access to affordable healthcare for the underprivileged as well as the people living in rural areas.

## Top 75 corporate foundations - Breakdown of total charitable expenditure by range category



Range categories (per Institution)	Number of Corporate Foundation	Range categories (per Institution)	Number of Corporate Foundation
>US\$ 15.0 million	9	US\$ 3.0-4.9 million	19
US\$ 10 - 14.9 million	3	US\$ 1.5-2.9 million	27
US\$ 5.0-9.9 million	17		

Number of Corporate Foundation

Source: Data adopted from the China Foundation Center list of corporate foundation

# CHINA'S PHILANTHROPY ECOSYSTEM



The ecosystem or enabling infrastructure to amplify the effectiveness of these increasing philanthropic resources is not fully developed. A strong infrastructure builds trust, transparency, capacity, and enables the efficient use of resources. A well-developed philanthropic ecosystem has a number of players including academia, network organizations, incubators, foundations, intermediaries, non-profit organizations where each of them plays its respective role in the ecosystem.

While the total amount of philanthropic giving as well as the number of suppliers of philanthropic capital has been steadily increasing, the same rate of growth has not been seen for the rest of the ecosystem players. For example, the number of intermediaries that can shed some light and provide guidance in navigating the sophisticated landscape is very limited. Furthermore, the lack of data transparency is hindering the effective channeling of philanthropic resources and in many circumstances, leading foundations in China to choose to become operating foundations instead of grant making foundations, as they are not able to find the right information nor the best partners.

The central government has taken initiatives to create more transparency amidst the growth of philanthropic capital by issuing new policies, such as the 2016 China Charity Law to formalize the charitable sector. The sections below will provide

more details on some of the new policies and highlight some of the key players in the philanthropic ecosystem, including some specific cases and examples in each of these segments.

## POLICY AND REGULATORY ENVIRONMENT

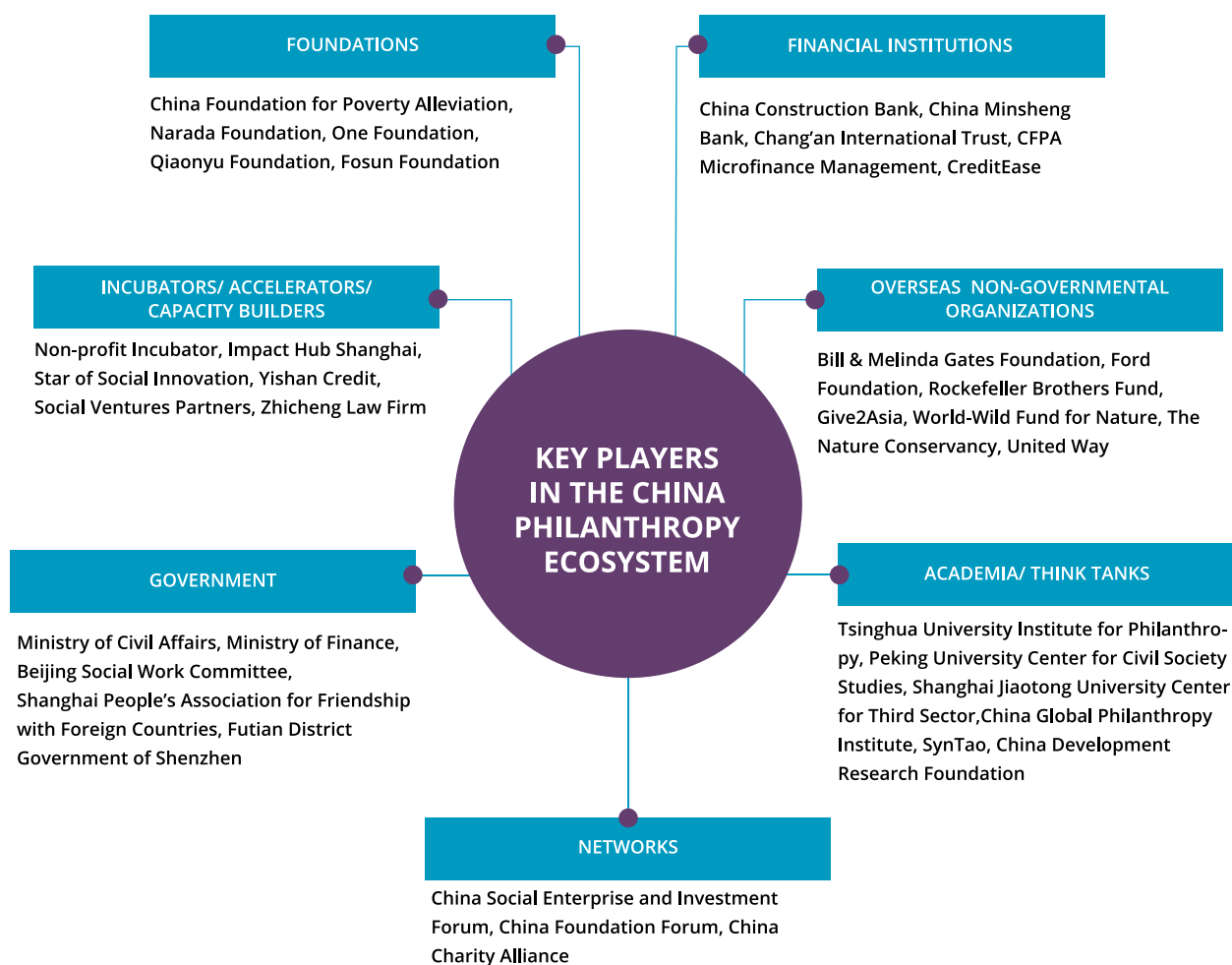
The 2016 China Charity Law promotes the formalization and professionalization of the philanthropic sector in China. The Law provides a clear framework and guidelines for social organizations to obtain charitable status, which was rather opaque in the past. The Law also provides a framework for setting up charitable trusts, but the take up rate has not been as promising given that the tax policies have not been put in place to provide the right incentives.

In an effort to bring more transparency, the supplement regulation to the Charity Law published in September 2018 requires all registered charitable organizations to disclose a range of organizational and operational information including data related to charitable projects, financials and fundraising activities.<sup>16</sup> While the regulation has been put into effect, it will take some time for all relevant organizations to abide to the new rules.

16. The State Council, The People's Republic of China. 2018. *Information Disclosure Guidelines for Charitable Organizations*.



# ECOSYSTEM PLAYERS



Main categories of player in the ecosystem with a few examples from each for illustration

## Government

In addition to the policy making role that the government has in enabling the environment for philanthropic giving, the central government also plays an important role in financing the solutions for solving social issues.

Poverty alleviation, for example, is high on China's agenda, and the central government has pledged to eradicate extreme poverty by 2020. China has lifted more than 700 million people out of poverty since 1979. It has also allocated approximately US\$41.7 billion<sup>17</sup> to lift more than 68.5 million people in rural areas out of poverty in the past five years and reduced national poverty rate from 10.2% to 3.1%. Furthermore, an additional US\$16.7 billion will be

invested in 2018, a 23.2% increase from 2017, to provide continued support to poverty alleviation through the development of local industries, education and healthcare.<sup>18</sup>

In the last five years, the government has also started to engage directly with social organizations in the delivery of social services, a significant signal in the Chinese market given that historically the government has never involved social organizations in such a manner. In 2012, the Ministry of Civil Affairs and the Ministry of Finance jointly allocated an annual special fund of US\$72.3 million to explore and implement Government Purchased Services (GPS) from social organizations. The funding is distributed to each municipal government to support around ten GPS initiative areas. These services range from

17. HSBC. 2018. *China's plan to eliminate poverty by 2020*.

18. Xinhua Net. 2018. *China continues largest poverty alleviation campaign in history*.

elderly care, services to people with disabilities, social work services, public cultural services, media and healthcare services and environmental protection services. In the case of Beijing for example, the Beijing Social Work Committee allocated US\$11.8 million to purchasing public, charitable and community services from 500 social organizations in 2016.

The cities of Shenzhen, Chengdu, Beijing and Shunde have also made significant strides in defining a certification framework to promote the formalization and professionalization of enterprises that have a strong social and environmental mission, which is not available anywhere else in China at the moment. Certified social enterprises have access to funding and a series of supporting services including capacity building, office space, marketing and branding, technical assistance and access to networks. While there is currently no legal registration status for social enterprises in China, certification at city level signals that the government supports and encourages the growth of businesses that do well and do good by helping to address a particular social issue.

## Financial Institutions

Financial institutions have traditionally supported philanthropy through their CSR programs or Corporate Foundations. However, financial institutions are now increasingly looking at engaging in social investment and social impact via its core business.

CreditEase, China's leading wealth management and marketplace lender, has been a pioneer in the sector of inclusive finance and its "YiNongDai" product has enabled direct lending of microloans to farmers in rural areas via their P2P platform. Similarly, China Construction Bank, one of the "big four" banks in China and the Shenzhen Corporate Social Responsibility Development Center, a research and consulting firm, have jointly developed loan products for non-profit organizations, which is first of its kind in China.

Furthermore, some banks are also offering advisory services and helping the establishment of charitable trusts. Chang'anci-Minsheng 001 is a charitable trust established by China Minsheng Bank and managed by Chang'an International Trust.

## Incubator / Accelerator / Capacity Builder

It is estimated that there are approximately 1400 incubators, accelerators and capacity builders registered in China.<sup>19</sup> Some of the main players include Star of Social Innovation, a social enterprise consultancy in Shenzhen, Beijing Probono Foundation, an intermediary that connects professionals with non-profits for skill-based volunteering opportunities, and Non-Profit Incubator (NPI), the first organization to incubate non-profits and social enterprises in China. The organizational capacity of many social organizations in China is not very developed and therefore incubators, accelerators and capacity builders play a major role in assisting these organizations to become more professional, more investable and more effective.

## Networks

As the number of players in the philanthropic sector grows, more networks and alliances have been initiated by the private or public sector to promote the sharing of knowledge and resources as well as to enhance multi-sector collaborations.

China Charity Alliance (CCA) is a membership organization approved by the State Council and chaired by the Minister of Civil Affairs with the mission of mobilizing all social forces to participate in philanthropy and promoting transparency and accountability. CCA provides professional training and international exchange programs, evaluates non-profit organizations, and participates in policy-making and advocacy. CCA has 379 members, many of which are prominent philanthropists, foundations and corporates including Aiyo Foundation, Peking University Education Foundation, Tencent Foundation, and Wanda Group.

China Social Enterprise and Investment Forum (CSEIF) is an example of a private sector initiative that aims at promoting multi-sector collaboration and building a positive ecosystem for social enterprises and investment in China. The Forum was jointly initiated by a group of 17 Chinese top foundations and venture philanthropy organizations in 2014, including Narada Foundation, Yifang Foundation and Yu Venture Philanthropy. Through its platform,

19. Public Policy Research Center, China Social Sciences Academy. 2018. Report on Social Organizations in China 2018.



CSEIF works to bring together social entrepreneurs, investors, capacity builders, researchers and policy makers to build the sector's overall capacity, enhance public awareness, influence policy making and scale the impact collectively.

## Academia / Think Tanks

More academic institutions and think tanks are becoming actively involved in the philanthropy and social innovation sector. There are at least ten academic-based centers that are teaching and researching on philanthropy with different strengths and focus areas.

Peking University has established two research centers: The Center for Non-profit Organizations Law focuses on teaching and researching laws and regulations and played an instrumental role in drafting the China Charity Law; whereas the Center for Civil Society Studies has been pioneering research on areas such as social enterprise, impact investment and impact measurement.

The Institute for Philanthropy at Tsinghua University has been organizing the World Philanthropy Forum since 2016 and has established the Center for NGO Management within its School of Public Administration, focusing on nurturing non-profit leaders and undertaking research and producing white papers for the central government to improve the policy environment.

The Center for Third Sector at Shanghai Jiaotong University has been actively organizing forums on a wide range of topics ranging from community governance, non-profit fundraising to foundation governance and social enterprises as well as forging platforms for the internationalization of China's academia and non-profit organizations. In addition, the Center for Philanthropy at Sun Yat-sen University focuses on non-profit organizational development and governance, the Center at Hunan Normal University focuses on Philanthropic history and traditions.<sup>20</sup>

A few business schools have started offering courses on social enterprises and social investment, such



20. *Philanthropy Times*. 2017. *An Introduction to China Philanthropy Research Institutes*.

as the China Europe International Business School (CEIBS). Social innovation competitions are also becoming popular among higher education institutes.

The China Global Philanthropy Institute (CGPI) is the first philanthropic education institute founded by five prominent Chinese and American philanthropists: Bill Gates, Ray Dalio, Niu Gensheng, He Qiaonyu and Ye Qingjun. The institute has been providing education programs to Chinese philanthropists and non-profit executives. Furthermore, as a think tank in the philanthropy sector, CGPI has also established its own research centers focusing on areas such as family philanthropy legacy and social finance and innovation.

## Overseas Organizations

All foreign non-profit organizations, including foreign foundations, are subject to the 2017 Law on Administration of Activities of Overseas Nongovernmental Organizations (ONGOs) in Mainland China (hereafter Overseas NGO Law).<sup>21</sup> The Overseas NGO Law that went into effect in January 2017 requires ONGOs to either register a representative office or to file a record to carry out temporary activities in order to legally conduct activities in China. The registration is a lengthy process and also requires a dual registration, both with the Ministry of Public Security as well as with another relevant department or office of the State Council to be assigned as the Professional Supervisory Unit. Navigating this new Overseas NGO Law and ensuring compliance to it has been complex and has reduced the amount of funding that has come from abroad.

As of September 2018, 415 ONGO had established representative offices and 1,007 temporary activities had been registered.<sup>22</sup> However, it is estimated that approximately 1,000 ONGOs with 4000-6000 projects operated on a long-term basis in China prior to the overseas NGO Law.<sup>23</sup> While some are going through the registration process, others have chosen to suspend their operations in China. The full impact of the implications of the Overseas NGO Law are still being assessed.

Among the registered ONGOs, more than half came from the top three countries/regions of origin, namely

the U.S (26%), Hong Kong (18%) and Japan (13%). Furthermore, Beijing is the top location for ONGOs to register their representative offices (35%), followed by Shanghai (21%) and Yunnan (6%). In terms of the scope of work, roughly 70% of the registered ONGOs focus on trade or international exchange (Chambers of Commerce) with the rest operating in areas such as education (21%), youth related issues (16%), health (16%), poverty alleviation (14%) and the environment (12%). Examples of ONGOs that have successfully registered representative offices in China can be found in Appendix D. The comprehensive list is also available on the Overseas NGO Service Platform maintained by the Ministry of Public Security.

ONGOs have been playing an instrumental role in helping China build its philanthropic ecosystem and supporting some key social issues. The Ford Foundation, for example, has been operating in China since 1988 and has deployed close to US\$430 million as of 2016. It has a strong focus on capacity building and supporting areas that other local organizations are not usually equipped or interested in doing, such as ecosystem building. For example, Ford Foundation supported the China Foundation Center to establish the Foundation Transparency Index, the most comprehensive and reliable database of over 6,000 legally registered domestic foundations in China.

Other foreign non-profit organizations have played a key role in bringing technical expertise and thought leadership such as what the World-Wide Fund for Nature and The Nature Conservancy Asia have done in the areas of ecology and environmental conservation.

21. *The Ministry of Public Security, The People's Republic of China. 2016. Law of the People's Republic of China on Administration of Activities of Overseas Nongovernmental Organizations in the Mainland of China.*

22. *Overseas Non-Governmental Organizations Service Platform.*

23. *Globalview, 2015, The Trends of Overseas NGO activities in China.*



# KEY TRENDS AND OPPORTUNITIES



This report has outlined the philanthropic ecosystem in China highlighting several key groups of players, their characteristics and practices. Through our interviews with some of the leading players, we have further identified several key trends and thus the corresponding opportunities for funders and resource providers who aim at catalysing a more vibrant and impactful philanthropic ecosystem in China.

## Formalization and professionalization of the sector

The new charity laws are part of a series of policies set up to bring up the standards and requirements in the philanthropy sector. For example, new policies that increase the minimum amount of capital needed to set up social organization are expected to come

*"The philanthropy sector in China is going through a process of formalization. While the short-term implementation phase is challenging, the long-term implications will be positive as the procedures and standards become clearer."*

**- He Guoke, Executive Director of Zhicheng Law Firm**

out soon, raising barriers to entry and weaving out the establishment of smaller organizations.

As organizations in the philanthropic sector are pushed to professionalize there will be a need for more intermediary organizations that can provide strategic advice, build capacity as well as navigate the complex system in general.

## Funding of areas that have not been traditionally supported in China

There are a number of foundations that are supporting areas and programs outside the more commonly funded areas such as education, poverty alleviation and disaster relief. One emerging area is youth development, which foundations like Shunde Foundation for Innovation and Entrepreneurship, a grant-making organization established by Mr. He Xiangjian, is funding to the tune of US\$45 million to support young entrepreneurs. Similarly, the One Foundation, established by Chinese actor Jet Li, has a One Lab to support youth-led social purpose organizations that serve local communities.

Another area that is gaining more interest is environmental protection and climate change. Vanke Foundation, the foundation arm of the largest property developer in China for example, has been participating in the United Nations Climate Change Conference for three consecutive years

and committed to educating and mobilizing private resources for climate change solutions among China's growing and influential business entrepreneurs.

Other forward-looking Chinese foundations have started supporting the building of the Chinese philanthropy ecosystem. For example, Narada Foundation has initiated platforms such as the China Social Enterprise and Investment Forum to promote cross-sector collaboration and the China Effective Philanthropy Multiplier to scale up social innovations. SINIC Foundation has partnered with the Shanghai Civil Affairs Bureau to identify and build up the pipeline of outstanding social purpose organizations through venture philanthropy competitions. Zijiang Foundation has established the Zijiang Center of Philanthropy at the East China Normal University to conduct research, share knowledge and develop talents in the sector. Such initiatives provide a ripple effect in the industry.

## Search for more financially sustainable models to scale impact

Municipal governments have been more supportive of social enterprises and non-profit organizations through the purchasing of fee-for-services rather than the traditional model of grant funding. Some foundations are also experimenting with new social investment tools such as interest-free loans or equity investments in social enterprises and non-profit organizations in an effort to reuse their pool of philanthropic funding.

On the funding demand side, there have been a growing number of social enterprises that couple

*"More corporate foundations in China are changing their giving strategy from a traditional grant making approach to a more investment minded approach. We are looking for solutions that can maximise social impact while also achieve financial sustainability."*

**- Lv Jicheng, Secretary General of SINIC Foundation**



sustainable business models with positive social impact. According to Star of Social Innovation, the executive body of the Social Enterprise certification in Shenzhen, 621 social organizations applied to be certified as a social enterprise in 2018, a more than 20% increase compared to 2017.

## Moving outwards

While most organizations are currently focusing their activities in China, there are some who have started experimenting internationally, especially larger corporate foundations.

As Chinese corporates expand their global presence, they also recognize the need to be more involved philanthropically in the global markets. Fosun Foundation, the foundation arm of Fosun Group, a large Chinese conglomerate and investment company which also owns Club Med and Thomas Cook, has been actively engaged in development programs under a strong sense of corporate global citizenship, funding programs in healthcare, education and promoting youth social entrepreneurship and innovation in all their markets of operations, including the US and Europe.



*"As Chinese corporates are becoming more internationalized, they are becoming increasingly aware of their responsibilities as global citizens and their commitments to the local communities."*

**- Valentina Wu, Executive Director of Fosun Foundation**

Chinese philanthropists and leaders of philanthropic organizations are also increasingly keen to engage with the global community to learn about innovative approaches and practices in the sector. Indeed, a number of Chinese philanthropists have been giving to higher education overseas. For example, Mr. Chen Tianqiao, chairman of Shanda Group and his wife Ms. Chrissy Luo donated US\$ 115 million to fund the establishment of the Institute for Neuroscience



at California Institute of Technology (Caltech) in 2016. Mr. Ma Xingtian, Chairman of Kangmei Pharmaceutical, and his wife Ms. Xu Dongjin donated US\$ 116 million to Karolinska Institute and Uppsala University, both located in Sweden, to support research in Chinese traditional medicine in 2017. Mr. Chen Yidan, co-founder of Tencent, has set up a US\$7.8 million annual global award, the largest of its kind, to support education development by recognising outstanding research and development programs since 2017. It is only a matter of time for more giving to be directed outwards.

## Technology is revolutionizing the philanthropy sector

Technology has lowered the barriers to entry and enabled more people to be involved in philanthropy. The twelve officially approved philanthropic fundraising platforms raised a total of US\$ 387 million in 2017. The most famous of these was Tencent's annual "99 Charity Day", which raised US\$44 million from 6.8 million users in one single day in 2017. A full list of the approved platforms can be found in Appendix E.

Technology is also gamifying good actions and making giving fun. Ant Forest, a product of Alibaba's Alipay platform, helps users record their low-carbon footprint to grow a virtual tree on their mobile phone. When the virtual tree is fully grown, Ant Financial matches the user with charity partners such as China Green Foundation, Yili Public Welfare Foundation, SEE Foundation, the Paradise Foundation to plant a real tree and protect an area. Since its launch in August 2016, Ant Forest had planted and maintained 13 million real trees by the end of 2017.

*"Technology can greatly improve the philanthropy sector's productivity, enhance transparency and accountability, promote public participation and build more trust."*

**- Lv Quanbin, Secretary General of China Foundation Forum**

# RECOMMENDATIONS



## Grow the number of intermediary organizations in the ecosystem

The pool of ecosystem players in the Chinese philanthropy sector has increased over the years. Given the growth in the number of foundations and the professionalization of the sector, there is a need for more intermediary organizations to support funders as well as social enterprises and non-profits to strengthen their capacity. There is also a need for organizations that play a role in connecting funders with social purpose organizations.

*“Currently, there are less than 10 foundations in China that support the building of the philanthropic ecosystem. Large amount of funding and long-term support are needed for the development of the sector. Overseas NGOs can help to build up the infrastructure of the sector by introducing standards and innovative models and provide peer-to-peer knowledge exchange and learning opportunities.”*

**- Peng Yanni, Secretary General of Narada Foundation**

## Nurture the development of grant making foundations

The majority of foundations in China are operating foundations that are responsible for both fundraising as well as operating and managing projects. It would be more efficient to provide the support to existing organizations that have knowledge and experience in a particular sector and leverage their existing human and social capital, rather than reinventing the wheel.

There is a need to support the philanthropy ecosystem in China to more efficiently utilize funds by setting up frameworks or instruments such as collectives that would allow new foundations to co-invest while learning more operations such as selection due diligence, impact measurement and portfolio management process utilized by professionalized foundations. This would allow foundations to focus their effort on selecting, evaluating and supporting the right social organizations.

## Forge collaborations with outward looking organizations

National strategy plans such as the Belt and Road Initiative and South-South cooperation are propelling more domestic social organizations and corporates to engage in international development issues. Chinese foundations will be looking for partnerships



*“China’s current international development initiatives such as the Belt and Road Initiative and regional cooperation align well with the global agenda. There seems to be a shift in China’s approach to international aid: strengthening people-to-people connectivity has become a higher priority. A special agency dedicated to international aid was created, and part of its effort is to help Chinese NGOs launch livelihood projects abroad through resource integration. We expect more resources in small-and medium-scale livelihood cooperation projects, which could complement large-scale infrastructure projects. Besides, more attention will be paid to Chinese corporates and their collaboration with social organizations and ONGOs.”*

**- Cao Cong, Secretary General of Shenzhen Foundation for International Exchange and Cooperation**

as they move outwards. The Shenzhen Foundation for International Cooperation and Exchange, for example, is very much focusing on helping Chinese companies increase their corporate giving in South East Asia. This is a good opportunity for organizations that have more experience working internationally to engage and forge partnerships with the Chinese foundations; providing them access to trustworthy networks, sharing resources and possibly co-investing will be critical to their success internationally.

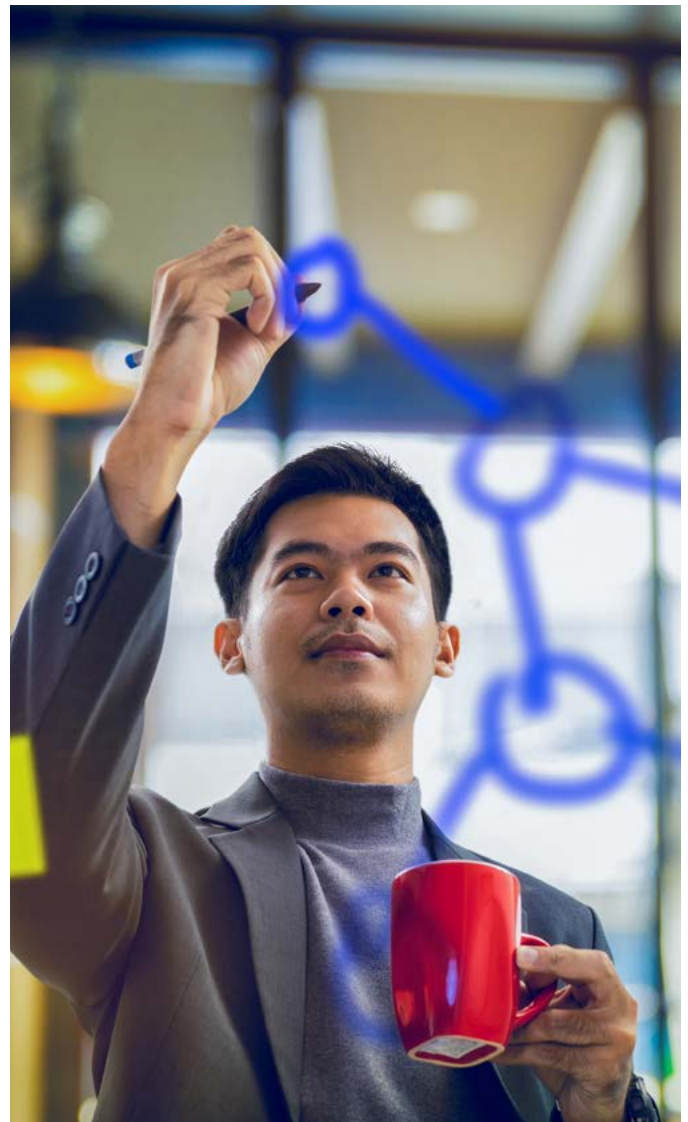
## Develop human capital

Across the philanthropy sector in China, there is a very limited pool of talent with experience running foundations. The limited supply of human capital has led to a high turnover of staff as good ones are poached by others in the sector. The demand for high caliber talent will only increase further as the number of foundations continues to grow. There is a significant opportunity to develop and build the

next generation of leaders that have a strong interest in solving social issues but also have experience working in the corporate sector and are able to forge partnerships among different sectors.

## Collaborate with corporate foundations

China has some of the largest technology companies in Asia, including Tencent, Alibaba, Baidu and Huawei, which are equipped with the latest technologies such as big data, blockchain and artificial intelligence. Their large pools of human capitals and technical expertise can be leveraged for tackling social issues. Partnering with some of these corporate foundations, which possess the largest pool of philanthropic capital in creating more tech enabled solutions to solve some of the most pressing social issues, could have the potential to scale impact and leapfrog development.



# CONCLUSION



This report has sought to present a comprehensive yet concise overview of China's philanthropy landscape. There were various insights that we could have delved into more details, but given the limited timeframe we will be exploring these insights in other reports.

Over the last decade, the growth in the amount of giving in China has been astounding. The Chinese philanthropy sector will continue to grow both domestically and internationally, but it will need to build up both the infrastructure and capacity to deploy and absorb the large amounts of capital.

On the funding supply side, there is a need for a shift towards grant-making foundations, as opposed to operational foundations, which currently dominate the ecosystem. Foundations need to become more professionalized and specialized in channeling resources and supporting organizations that have an expertise in one or several specific areas. These grant-making organizations should focus on choosing the right organizations; improve their ability to conduct thorough and meaningful due diligence; and become experts at managing their giving portfolios. On the intermediation side, there is a need for more facilitators, connectors and capacity builders to bridge the gap between funders and social organizations.

On the funding demand side, social organizations and social enterprises need to improve their capacity, show more transparency and clearly measure the impact that they are generating. These are essential building blocks to ensure that a new generation of social organizations will rise and win trust from potential funders or philanthropists.

Internationally, Chinese foundations and philanthropists need to enhance their ability to forge partnerships and improve their ability to navigate local issues while also being culturally sensitive.

As a final word, we can conclude that only with a diverse and sound set of players will resources be used effectively to achieve the greatest social impact. Building up a vibrant ecosystem for the philanthropy sector is not an easy endeavor. It requires patience, a long-term outlook, and a strong disposition for open collaboration.



# NOTE ON METHODOLOGY

The research team used a combination of primary and secondary research methods. First, we conducted extensive desktop research on the landscape of the philanthropic ecosystem in China, including the policy environment, priority areas and key players in the literature. Second, based on the secondary information, we designed the interview questionnaires for primary research.

During the primary research phase, the team conducted in-depth interviews with 34 influential funders and resource providers, including AVPN

members and other key players in China's philanthropy sector.

We analyzed interview notes and identified common patterns among them. We then corroborated primary insights with findings from various secondary resources including our past research publications. Overall, we aimed to map out key trends and opportunities in the philanthropic sectors in China and share our recommendations with new and experienced players who are inspired to catalyze the development of the sector.

We are grateful for the insights provided by the following AVPN members and organizations in China:

1. Bill & Melinda Gates Foundation	比尔及梅琳达·盖茨基金会	Beijing
2. China Foundation Forum	中国基金会发展论坛	Beijing
3. China Global Philanthropy Institute	深圳国际公益学院	Shenzhen
4. CreditEase	宜信	Beijing
5. DBS Foundation	星展基金会	Shanghai
6. Deloitte Foundation	德勤公益基金会	Chongqing
7. Ford Foundation	福特基金会	Beijing
8. Fosun Foundation	复星基金会	Shanghai
9. Foundation Research Center, Beijing Central Minzu University of China	中央民族大学基金会研究中心	Beijing
10. He Foundation	和的慈善基金会	Shunde
11. Macao Tong Chai Charitable Foundation	澳门同济慈善基金会	Beijing
12. Narada Foundation	南都基金会	Beijing
13. Non-Profit Incubator	恩派公益组织发展中心	Shanghai
14. One Foundation	壹基金	Shenzhen
15. Philanthropy in Motion	益启慈善	Hong Kong
16. Philanthropy Times	公益时报	Beijing
17. Qiaonyu Foundation	北京巧女公益基金会	Beijing

18. Sany Foundation	北京三一公益基金会	Beijing
19. Shenzhen Foundation for International Exchange and Cooperation	深圳市国际交流合作基金会	Shenzhen
20. Shenzhen Innovation Corporate Social Responsibility Development Center	深圳市创新企业社会责任促进中心	Shenzhen
21. Shunde Foundation for Innovation and Entrepreneurship	顺德创新创业公益基金会	Shunde
22. SINIC Foundation	新力公益基金会	Shanghai
23. Social Venture Partners	社会创新合作伙伴	Beijing
24. Shanghai Song Ching Ling Foundation	上海宋庆龄基金会	Shanghai
25. Star of Social Innovation	深圳市社创星社会企业发展促进中心	Shenzhen
26. Synergos	希奈格	Hong Kong
27. UBS Optimus Foundation	瑞银基金会	Hong Kong
28. Vanke Foundation	万科公益基金会	Shenzhen
29. Yifang Foundation	億方基金会	Beijing
30. Yiliu Advisory	壹陆咨询	Beijing
31. Yishan Credit	北京易善信用管理有限公司	Beijing
32. YouChange China Social Entrepreneur Foundation	友成企业家扶贫基金会	Beijing
33. Zijiang Foundaion	紫江基金会	Shanghai
34. Zhicheng Law Firm	致诚公益律师	Beijing



# APPENDIX

## Appendix A

### List of Top 20 Philanthropists

Rank	Name	Amount of giving (RMB, million)	Amount of giving (US\$, million) (RMB to US\$: 1: 0.15)	Giving by cause	Company name	Hometown
1	He Xiangjian	7460	1,119.0	Social welfare, poverty alleviation, education	Midea Group	Guangdong
2	Xu Jiayin	3420	513.0	Social welfare, poverty alleviation	Evergrande Group	Henan
3	Lu Zhiqiang	1000	150.0	Social welfare, education	China Oceanwide Holdings	Shandong
4	Zhang Jianbin	900	135.0	Social welfare, education, healthcare	Ruihua Holdings	-
5	Yang Guoqiang, Yang Huiyan	670	100.5	Poverty alleviation, education, social welfare	Country Garden	Shandong
6	Chen Tianqiao	630	94.5	Healthcare	Shanda	Zhejiang
7	Huang Qisen & Family	610	91.5	Education, healthcare, poverty alleviation	Tahoe Group	Fujian
8	Huang Chaoyang	500	75.0	Education, poverty alleviation, social welfare	South China Group	Fujian
9	Wang Jianlin & Family	480	72.0	Poverty alleviation, disaster relief, education	Wanda Group	Sichuan
10	Huang Tao	310	46.5	Education, social welfare, culture	Century Golden Resources Group	Fujian
11	Zhang Lei	300	45.0	Education	Hillhouse Capital Group	Henan
12	Liu Qiangdong, Zhang Zetian	290	43.5	Education, poverty alleviation, social welfare	JD.com	Jiangsu
13	Ma Xingtian, Xu Dongjin	280	42.0	Healthcare	Kangmei Pharmaceutical	Guangdong
14	Chen Fashu	200	30.0	Education	Newhuadu Industrial Group	Fujian
15	Shao Genhuo	170	25.5	Education	Dabeinong Technology Group	Zhejiang
16	He Qiaonv	160	24.0	Social welfare, poverty alleviation, education	Orient Landscape	Zhejiang
17	Xu Rongmao	143	21.5	Culture, healthcare, social welfare	Shimao Property	Fujian
18	Che Jianxing	125	18.8	Poverty Alleviation	Red Star Macalline	Jiangsu
19a	Huang Wenzai	120	18.0	Poverty Alleviation	Star River Group	Guangdong
19b	Zhu Xinhong	120	18.0	Education, poverty alleviation, infrastructure building	Peng Yu	Henan

\*Source: Hurun Philanthropy List 2018

## Appendix B List of Top 20 Foundations

Rank	Organization name	Charitable expenditure (RMB, million)	Charitable expenditure (US\$, million) (RMB to US\$: 1: 0.15)	Location
1	Cancer Foundation of China	4027.27	604.1	Beijing
2	China Education Development Foundation	2139.72	321.0	Beijing
3	China Post-Doctor	1502.72	225.4	Beijing
4	China Primary Health Care Foundation	1208.92	181.3	Beijing
5	Guizhou Poverty Alleviation Foundation	1005.02	150.8	Guizhou
6	Tsinghua University Education Foundation	707.03	106.1	Beijing
7	Shanghai Charity Foundation	662.45	99.4	Shanghai
8	China Women's Development Foundation	605.31	90.8	Beijing
9	China Foundation for Disabled Persons	600.9	90.1	Beijing
10	China Youth Development Foundation	481.12	72.2	Beijing
11	Sichuan Poverty Alleviation Foundation	480.91	72.1	Sichuan
12	China Foundation for Poverty Alleviation	455.84	68.4	Beijing
13	Oceanwide Foundation	449.79	67.5	Beijing
14	Chinese Red Cross Foundation	422.06	63.3	Beijing
15	China Children and Teenager's Fund	357.09	53.6	Beijing
16	Guoqiang Public Welfare Foundation	348.52	52.3	Guangdong
17	Tencent Foundation	302.11	45.3	Guangdong
18	China Social Welfare Foundation	299.49	44.9	Beijing
19	Heren Charitable Foundation	281.98	42.3	Beijing
20	Peking University Education Foundation	263.74	39.6	Beijing

\*Source: China Foundation Center: List of Foundations 2017

## Appendix C List of Top 20 Corporate Foundations

Rank	Company name	Charitable expenditure (RMB, million)	Charitable expenditure (US\$, million) (RMB to US\$: 1: 0.15)	Location
1	Oceanwide Foundation	449.8	67.5	Beijing
2	Guoqiang Welfare Foundation	348.5	52.3	Guangdong
3	Tencent Foundation	302.1	45.3	Guangdong
4	Guizhou Xinhe Foundation	163.7	24.6	Guizhou
5	Shenhua Foundation	151.7	22.7	Beijing
6	Cihang Foundation	149.5	22.4	Hainan
7	Fujian Fashu Foundation	113.1	17.0	Fujian
8	Fujian Rongxin Foundation	112.1	16.8	Fujian
9	Lean Charity Foundation	110.5	16.6	Shandong
10	Wanke Foundation	97.1	14.6	Guangdong
11	Zhengzhong Foundation	81.0	12.2	Guangdong
12	China Resources Foundation	67.3	10.1	Guangdong
13	China Three Gorges Foundation	63.3	9.5	Beijing
14	Sino-Ocean Charity Foundation	60.5	9.1	Beijing
15	Shandong Oceanwide Foundation	56.8	8.5	Shandong
16	Agile Foundation	54.4	8.2	Guangdong
17	China Merchants Charitable Foundation	51.0	7.7	Guangdong
18	Zhuoru Medical Assistance Foundation	49.5	7.4	Guangdong
19	Soho China Foundation	49.5	7.4	Beijing
20	Hainan Bank Foundation	49.3	7.4	Hainan

\*Source: China Foundation Center: List of Corporate Foundations 2017



## Appendix D

## List of 20 Examples of Registered Overseas Non-governmental Organization in China

No.	Organization name	Place of origin	Field of work	Professional Supervisory Unit	Location of registraion
1	American International Chamber of Commerce	United States	Trade	Tianjin Commission of Commerce	Tianjin
2	American Petroleum Institute	United States	Trade, Energy	National Energy Administration	Beijing
3	Asia Foundation	United States	International Relations/Exchange, Disaster Relief, Civil Society Capacity-Building, Youth, Women's Issues, Poverty Alleviation	Chinese People's Association for Friendship with Foreign Countries	Beijing
4	Bill and Melinda Gates Foundation	United States	Health	National Health and Family Planning Commission	Beijing
5	FHI 360		Health	Yunnan Province Health and Family Planning Commission	Yunnan
6	Ford Foundation	United States	Economic Development, Education, Health, Poverty Alleviation, Civil Society, Capacity-Building	Chinese People's Association for Friendship with Foreign Countries	Beijing
7	Fred Hollows Foundation	Australia	Health	Yunnan Province Health and Family Planning Commission	Yunnan
8	Give2Asia	United States	Civil Society, Capacity-Building, Education, Health, Environment, Disaster Relief, Economic Development, Arts and Culture, Women's Issues, Youth	Chinese People's Association for Friendship with Foreign Countries	Beijing
9	GlobalGiving	United States	Civil Society Capacity Building, Education, Health, Disaster Relief, Poverty Alleviation, International Exchange and Relations	Shanghai People's Association for Friendship with Foreign Countries	Shanghai
10	Japan International Cooperation Center	Japan	Capacity Building, Education, Research, Public Welfare	Chinese People's Association for Friendship with Foreign Countries	Beijing
11	Rockefeller Brothers Fund	United States	Pollution prevention and control	Ministry of Environmental Protection	Beijing
12	Save the Children	United Kingdom	Youth, Disaster Relief, Education, Health	Ministry of Civil Affairs	Beijing
13	Silk Road Chamber of International Commerce	Hong Kong	Trade, Arts and Culture, International Relations/Exchange	Beijing Municipal Commission of Commerce	Beijing
14	Stiftung Mercato	Germany	International Relations/Exchange, Civil Society Capacity-Building, Education, Youth, Environment	Ministry of Civil Affairs	Beijing
15	The Nature Conservancy	United States	Environmental Protection	Forestry Department	Beijing
16	The Netherlands Council for Trade Promotion (Hubei)	The Netherlands	Education, technology, trade	Hubei Commission of Commerce	Hubei
17	UBS Optimus Foundation	Switzerland	Education, Health	The Chinese People's Association for Friendship with Foreign Countries	Beijing
18	World Vision (Guangdong)	Hong Kong	Labor and Migrants, Youth, Disaster Relief, Education, Civil Society Capacity- Building	Guangdong Province Department of Civil Affairs	Guangdong
19	World Vision (Guangxi)	Hong Kong	Youth, Disaster Relief	Guangxi Department of Civil Affairs	Guangxi
20	World Vision (Guizhou)	Hong Kong	Disaster Relief, Civil Society Capacity- Building, Youth, Labor and Migrants	Guizhou Province Department of Civil Affairs	Guizhou

\*The full list is available on the Oversea NGO Service Platform by Ministry of Public Security

## Appendix E

### List of the First Batch of Online Fundraising Platforms Approved in 2016

No.	Name of Platform	Amount of Fund Raised (RMB, million)	Amount of Fund Raised (US\$, million)	Number of Donations (thousand)
1	Tencent Charity	1625.00	243.75	63100
2	Ant Financial	487.00	73.05	203000
3	Taobao Charity	298.00	44.70	5980000
4	Guangzhou Charity Association	69.12	10.37	44
5	Qingsongchou	42.68	6.40	1941
6	Weibo Charity	27.78	4.17	574
7	Shanghai United Foundation	19.81	2.97	150
8	Gongyibao	9.29	1.39	197
9	Xinhua Charity	6.14	0.92	96
10	Baidu Charity	2.66	0.40	7.8
11	Jingdong Charity	1.28	0.19	220
12	China Foundation Center	1.12	0.17	130
13	China Charity Information Platform	-	-	-

\*Source: Xinhua Net: Amount raised by 12 Online Fundraising Platforms in 2017.

### List of the Second Batch of Online Fundraising Platforms Approved in 2018

(Data on fund raised is not available yet at the point when the report is completed)

14	Meituan Charity			
15	Didi Charity			
16	Shanyuan Charity			
17	Rong e Gou Charity			
18	Shuidi Charity			
19	Suning Charity			
20	Bangbang Charity			
21	Yibao Charity			
22	Social Participation in Poverty Alleviation and Development in China			



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## About The Rockefeller Foundation

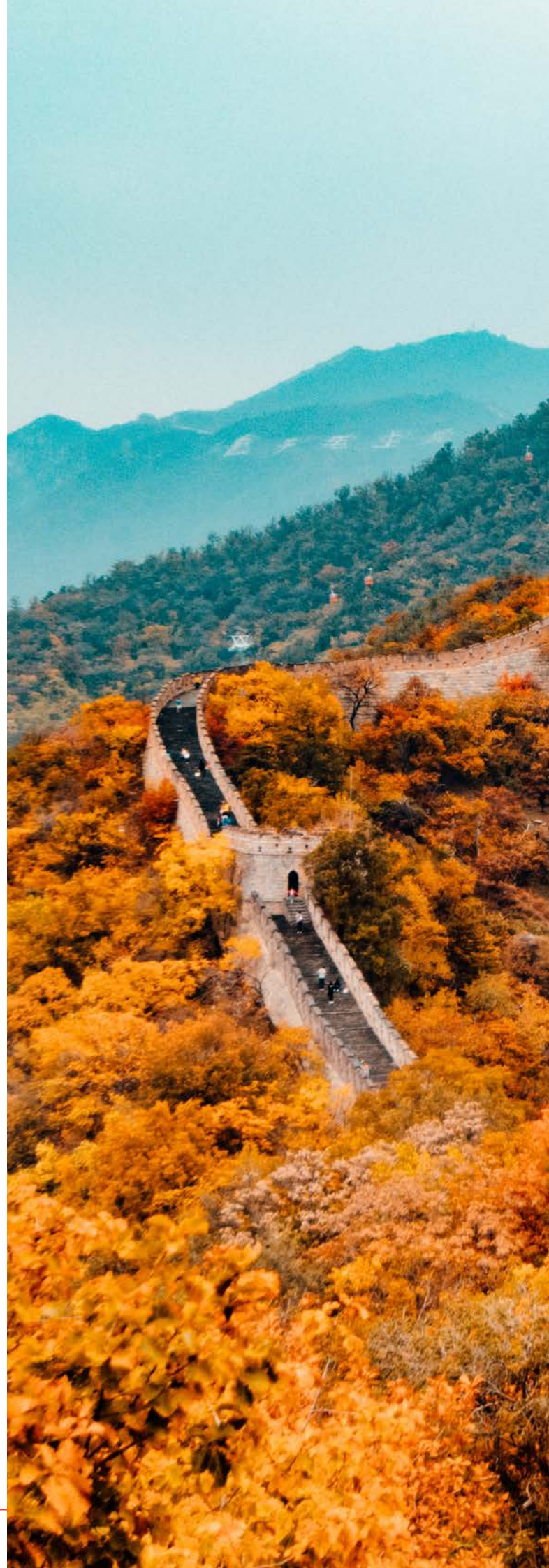
For more than 100 years, The Rockefeller Foundation's mission has been to promote the well-being of humanity throughout the world.

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## About AVPN

AVPN is a unique funders' network based in Singapore committed to building a vibrant and high impact social investment community across Asia. As an advocate, capacity builder, and platform that cuts across private, public and social sectors, AVPN embraces all types of engagement to improve the effectiveness of members across the Asia Pacific region.

The core mission of AVPN is to increase the flow of financial, human and intellectual capital to the social sector by connecting and empowering key stakeholders from funders to the social purpose organizations they support.

With over 500 members across 32 countries, AVPN is catalysing the movement towards a more strategic, collaborative and outcome focused approach to social investing, ensuring that resources are deployed as effectively as possible to address key social challenges facing Asia today and in the future.

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AVPN is a unique funders' network committed to building a vibrant and high impact social investment ecosystem across Asia. AVPN is catalysing more strategic and collaborative social investment from philanthropy to impact investing, addressing key social challenges facing Asia today and in the future

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