






Innovative Progresses in Philanthropy in Shanghai

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Outline






- ★ Prologue
- ★ Project Promotion
- ★ Venue Supply for Service Agencies
- ★ Organizations Confederation
- ★ Cooperative Advocacy
- ★ Summary





Prologue

- ★ China has identified *Social Construction* as a critical issue.
- ★ Some policies to promote social construction, philanthropy and social work have been taken into force by Shanghai government.
- ★ Some innovative strategies have been implemented to further develop philanthropy in Shanghai.

I. Project Promotion: Community Projects Bidding

- ★ **Objects:** traditional agencies are the main participants, while young NGOs take part actively
- ★ **Projects:** district governments design, civil affairs bureau hands over (elderly support, handicapped, solitary, poor)
- ★ **Bidding:** the experts committee operate (researchers, tender-invited, citizen representative)
- ★ **Fund:** 50% of the fund is from the municipal lottery fund, while the other 50% is from the tender-invited
- ★ **Achievement:** launched three years ago, 438 projects were proposed while 353 projects were accepted, amounted 0.12 billion RMB
- ★ **Evaluation:** the third party professional agencies
- ★ **Extensions of Community bidding and tendering:** subordinate government sectors



I. Project Promotion: Venture Philanthropy Projects Bidding



Bureau of Civil Affairs authorize NPI to operate

- * **Aim:** support new projects, incubate new agencies
- * **Participants:** based on project teams and new NGOs, supplemented by other organizations
- * **Projects:** meet the objectives of lottery fund, project teams design by themselves, apply immediately
- * **Call for tenders:** Carry out from time to time, expert group operate
- * **Resource:** lottery fund subsidize, maximum 200 thousand RMB for each project
- * **Achievement:** launched three years ago, 59 projects in 2009, 65 projects in 2010, 33 projects waiting for approval, amount to 30 millions. nearly 500 projects reported in the past three years, 157 projects were supported; 33 agencies were incubated
- * **Evaluation:** NPI



I. Project Promotion: United Fund Raising



A foundation is set up to support the grass-roots projects

- * **Motivation:** The public resources is difficult to flow in to the grass-roots charities.
- * **Resources:** Public & corporate resources
- * **Operation:** allocate resources transparently, support the grass-roots organizations to service the vulnerable groups
- * **Case:** In 2011, a number of companies jointly launched a project *Extensive Walk for An Egg*: the participants raise money for the western region children by a long-distance walk, to ensure them can eat an egg each day.






II. Venue Supply for Service Agencies

1. City level: Shanghai Social Innovation Park

- * **Members:** mainly for the social enterprise, some space for the incubated agencies.

2. District level (e.g. Pudong)

- * **public welfare service park:** 26 agencies, involving services for elderly, disabled, children, family, palliative care, supportive services.
- * **Foundation Park:** 4 foundations and 1 research centre: Rende Foundation, Cihui Foundation, Nengjin foundation, Pudong Branch of Shanghai Charity Foundation, Philanthropy Research Center; and the Foundation Incubator

II. Venue Supply for Service Agencies

3. Street office / Bureau level

- * **Social organizations service centre**
- * **The youth organization supportive base:**
The Youth Philanthropy Supporting Centre
affiliated to Pudong Youth League
Committee, The Youth Social Organization
Base of Yangpu (for organization and
project)



III. Organizations Confederation



1. Pudong public organization promotion agency

- ★ **alliance of public service organizations, provide platform for communication and interaction among institutions.**
- ★ **Bridge of the philanthropic organizations and the projects.**



III. Organizations Confederation



2. Joint conferences for Shanghai social work education development

- ★ **members:** swk department heads, CEOs of the important service agencies, officers from the government
- ★ **activities:** discuss and exchange ideas on the philanthropy, public welfare and social work in shanghai.



III. Organizations Confederation



3. Shanghai youth talent college in philanthropy (planning)




- ★ **attendances:** undergraduate, professional and staff of institutions.
- ★ **divisions:** academic committee, consultation committee, execution committee.



IV. Joint Advocacy: the Public Service Partners' Day






- ★ Shanghai Civil Affairs Bureau launched *The Public Service Partners Day* in November 2011.
- ★ It is to build a new mechanism of cooperation of governments, public organizations, enterprises and universities in order to promote the public service organizations' development and capacity building, improve the participation of citizens, enlarge the social influence, and promote the development of the Charities.
- ★ *Multi-party partnership* is becoming the new benchmark and important feature of the development of public welfare.



Summary

1. Outcome


- * **Increase in the number of public service organizations and projects:** the number of these organizations raises 8-10% annually. There are more than ten thousand NPO & NGOs till May 2011; February 2011, the number of registered charity organizations exceeded 1,500.



Summary

1. Outcome

- * **Services to previously unreached populations:** from the fields to help the aged, disabled, solitary, poor, disaster relief, to the education, science, culture, health development, environmental protection, and the other related aspects.
- * **Expand service region:** from Shanghai to the other provinces, even the overseas.
- * **Expanding the positive impact:** charity, public service and social work.



Summary

2. Deficiencies



- ★ **practice skill**
- ★ **supervision**
- ★ **advocacy and publicity**



Summary

3. Major Causes



- ★ **Macro environment**
 - **Institutional dilemma:** regulations and rules of substantive norms is obviously insufficient
 - **Resource dilemma:** limited financial support for social organization from the government
 - **Trust dilemma:** transparent, self-discipline, credibility
 - **Regulatory dilemma:** dual management
- ★ **Institutional capacity**
 - Shortage of professionals, the outflow of professionals
 - Lack of experience of project management and administration



Summary

4. Basic strategies

- * **Improve the environment**
 - **Policies** (financial support, expansion of the field)
 - **Administration** (advising, enhance training)
 - **Resources** (human, financial, concerns the construction of social work personnel)
- * **Empower the organizations**
 - **Staff** : professional & occupational
 - **Management**:Optimize the management
 - **Project**: to build brand
 - **Rating**: assessment and accountability
- * **Partnership of government, public service organizations and other sectors**



Thank You.