



全球妇女—公益事业伙伴

Collective Giving in China
July 2, 2014

Global Women—Partners in Philanthropy, a special initiative of the Seattle International Foundation
全球妇女—公益事业伙伴，西雅图国际基金会特别倡议

Global Women Partners in Philanthropy (GWPP)

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- **Who we are**
 - ▣ Launched in 2010 by Washington Women’s Foundation (WWF) founder and pioneer of the collective giving model in Seattle
 - ▣ Leadership team created
- **Mission**
 - ▣ Help women and men globally become informed and effective philanthropists in their own communities by utilizing the collective giving model developed by WWF
- **Plan for China**
 - ▣ Inspire, train and help launch ‘Made in China’ versions of the WWF model of collective giving
 - ▣ Begin to grow a network of similar funds in China

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Washington Women's Foundation-- GWPP's Inspiration (founded 1995)

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- **Washington Women's Foundation Founders recognized a need for**
 - ▣ Philanthropy education
 - ▣ A vehicle for women's leadership
 - ▣ Creating large impact grants of USD 100,000 in their community
- **Women could**
 - ▣ Pool their resources
 - ▣ Be a new source of funding in their community
 - ▣ Increase the level of charitable giving so that it created a BIG impact
 - ▣ Develop a new way to give
- **The motto**
 - ▣ *"Be confident. Think smart. Act big."*

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The Collective Giving Model

**As developed by
The Washington Women's Foundation (WWF)**

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The Collective Giving Process

Part I: Establish the Fund

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- **Launch a collective giving group**
- **Agree on issue areas for grants**
- **Determine size of grants and member contribution**

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The Collective Giving Process

Part II: Preparation for Grant Making

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Education: Members learn the art and science of philanthropy

Philanthropy is a connection between the head and the heart, and has very little to do with the pocketbook --Sam Stroum, Seattle Philanthropist

- **Learn about community needs in targeted subject areas**
 - Discovery Days
- **Learn Grant Making Skills**
 - Training modules include:
 - Grant Selection Process
 - Due Diligence
 - Site Visits
 - Balloting/voting
 - Grants assessment/ ongoing participation with grantees
 - Peer-to-peer learning

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The Collective Giving Process Part III: Making the Grant

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Members:

- ▣ Review criteria for grants
 - *Emergent Need; Bold New Venture; Solution to Time Worn Problem*
- ▣ Select organizations to receive a RFP
- ▣ Conduct due diligence
- ▣ Vote on proposals to be selected
- ▣ Present grants to winners
- ▣ Follow up with Grantees
 - Maintain relationship with grantee partners through life of grant (3 years)
 - Provide ongoing assessment/evaluation

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The Collective Giving Model in China: Opportunities

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- ▣ The Collective Giving model can help engage women and men of diverse levels of income and age to participate in community building
- ▣ GWPP is forging partnerships with Chinese universities to establish workshops or programs on non-profit management for NPOs and foundations
- ▣ GWPP brings Chinese foundation and NPO leaders to Seattle to learn about the vibrant philanthropic community
- ▣ GWPP is looking for partner organizations to establish collective giving funds in China.

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GWPP—Pilot Projects & Next Steps

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Collective Giving Pilot Projects in China, 2014

- Supporting launch of new collective giving funds
 - **Shanghai:** Shanghai United Foundation's Yi Zhong Fund
 - **Beijing:** Beijing United Charity Foundation's collective giving pilot

Workshops:

- **Seattle:** YouChange/ GWPP Second Generation Entrepreneurs Workshop (Fall, 2014)

Next Steps:

- Provide training and support for pilot projects in China
- Continue building relationship with PIM
- Find new partners to establish collective giving funds in China
- Create a collective giving network in China

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Leadership Team 项目团队

- Colleen S. Willoughby, Director (苇可龄，主任)
- Susan G. Heikkala, Deputy Director (韩素姗，副主任)
- Robin B. Groth, Communications & Education Director (郭若冰，通讯与教育主任)
- Sonja Ling, Program Coordinator (林颂寅，项目专员)
- Ketty Loeb, Program Manager (罗凯蒂，项目经理)
- Yuting Li, Advisor (李玉婷，顾问)

Special Initiative of 特别倡议

- The Seattle International Foundation 西雅图国际基金会

University Partner 大学伙伴

- University of Washington, Evans School of Public Affairs
- 华盛顿大学埃文斯公共事务学院

Inspired by 灵感来源

- Washington Women's Foundation 华盛顿妇女基金会

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For more information:

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