



2014年中国内地慈善捐赠与趋势 The Donation Feature and Trends in Mainland China 2014

中国·香港
Hong Kong·China
2015年11月
November, 2015



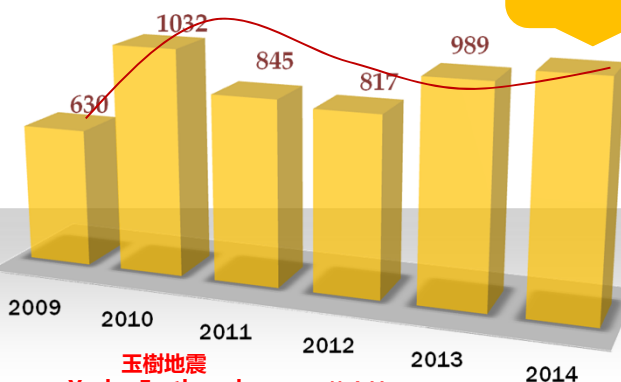
整體捐贈情況 Overall Donation

最近六年社会捐赠情况
Donation in Recent 6 Years

2014年 全國Nationwide

1042億元

↑ 5.3%



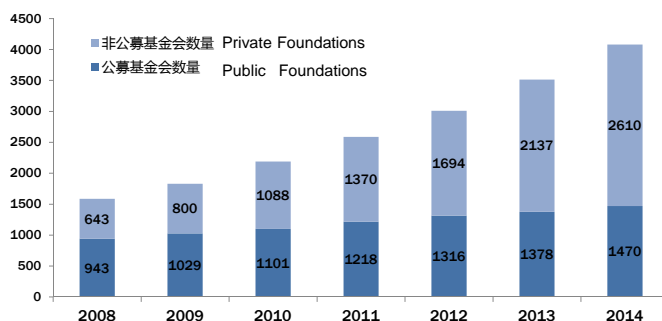
其中貨幣捐贈778.95億元, 占比75%
Monetary donation reached 77.895 bn Yuan, accounting for 75% of the overall donation.



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中國大陸基金會增長情況

The Growth of Mainland Foundations



年份Year	2010	2011	2012	2013	2014
基金會數量 Number of Foundations	2200	2614	3029	3549	4117
數量年增長率 Annual Growth	19.37%	18.82%	15.88%	17.20%	16.00%
捐贈收入 Revenue from donations	337.18	400.67	376.19	373.45	383.15
收入年增長率 Annual Growth	133.42%	18.83%	-6.11%	-0.73%	2.60%

資料來源：民政部

From: Ministry of Civil Affairs



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2014年中國大陸慈善捐贈的主要趨勢

The Main Trends of Charitable Donations in Mainland China, 2014

經濟增長放緩，捐贈不降反升

Economy slowed down. Donations increased.

善商崛起，是中國捐贈的主力軍

Businessmen for good have been the main donors.

國家政策推動，同時嚴格監管

National policies were promoted. Strict supervision were implemented.



慈善組織專業化發展，探索自我造血模式
Professional development of Charities, Exploration of self-restoration mode.

基金會已經成為接收捐贈的最大主體
Foundations became the largest body to receive donations.

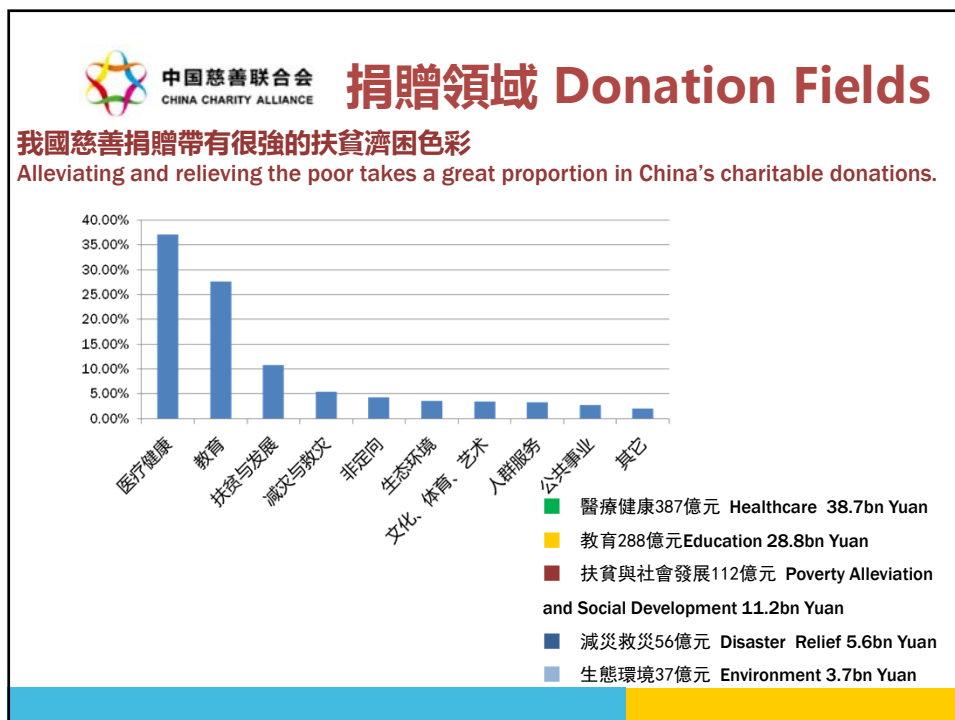
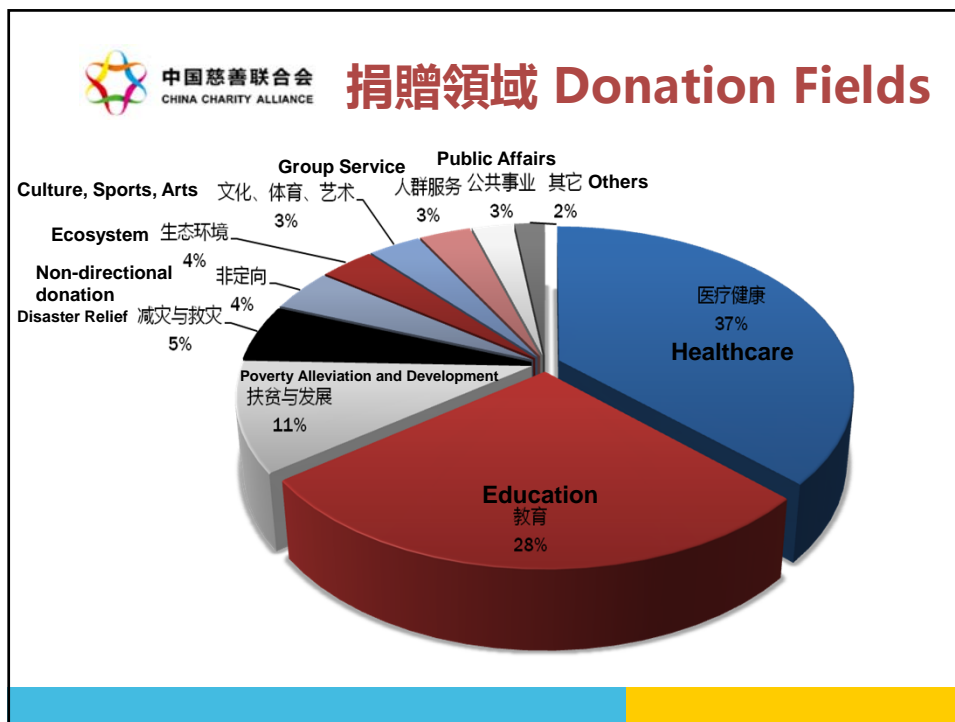
慈善捐贈逐漸向投資轉型
Gradual transition from charitable donation to investment.

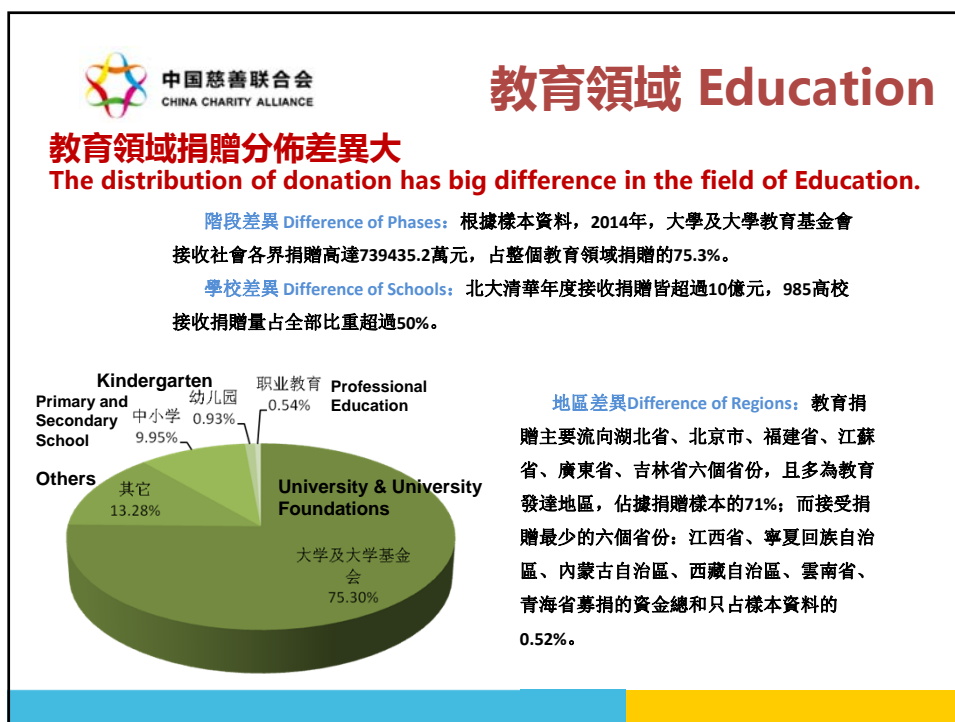
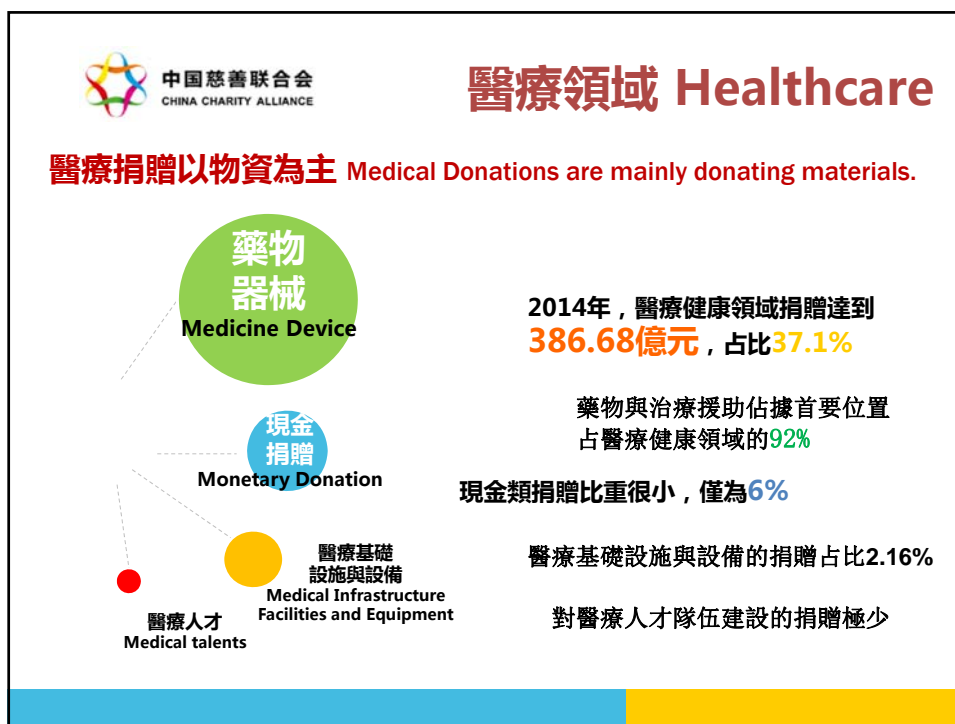
網路捐贈大幅增長，進入“無線”時代
Substantial growth of internet donations, entering "wireless" era.




捐贈領域分佈

Distribution of Donations







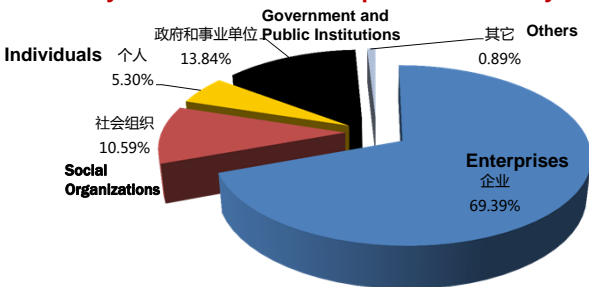
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扶貧發展

Poverty Alleviation and Development

扶貧發展是企業重點捐贈領域

Poverty alleviation and development are the key areas of corporate giving.



Donor Type	Percentage
Enterprises (企业)	69.39%
Government and Public Institutions (政府和事业单位)	13.84%
Social Organizations (社会组织)	10.59%
Individuals (个人)	5.30%
Others (其它)	0.89%

從捐贈主體來看(The Donors), 扶貧發展領域的捐贈以企業為主, 占比69.39%。

從捐贈方式來看(The Ways of Giving), 捐贈方式以政府主導的扶貧濟困活動為主。如2014年廣東省6.30扶貧濟困日對接捐贈資源4.1億元、鄭州慈善日活動捐贈1.36億元、山東濟州“慈心一日捐”、德州市“慈心一日捐”等政府主導的扶貧濟困活動。



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生態環保

Ecosystem and Environmental Protection

2014年生態環境領域的捐贈較上年有大幅回升。得益於環境問題越來越受到公眾的關注, 全年生態環境領域共接受捐贈36.5億元, 占比3.5%, 較2013年增長2.54個百分點。
Ecosystem and environmental protection received a total donation of 3.65 billion Yuan in 2014, accounting for 3.5% of the overall donation with an increase of 2.54% from the year before.

浙江省五水共治動員全民力量治水, 認捐金額達到25.8億元

何为“五水共治”:

治污水、防洪水、排澇水、保供水、抓节水。



茅臺酒承諾十年捐贈5億元用於赤水河保護。



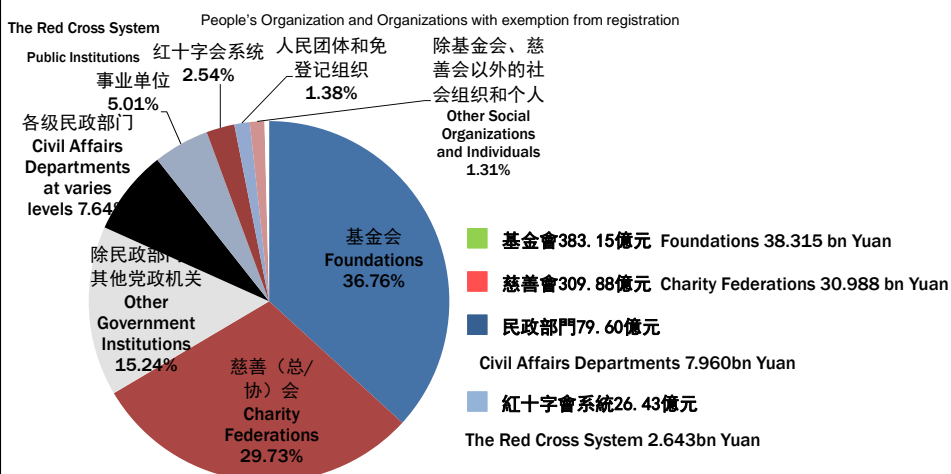


捐贈對象分析 Analysis on Charity Recipients



捐贈對象 Charity Recipients

基金會成為接收社會捐贈最大主體 Foundations were the main charity recipients.





捐贈地域分佈

Geographical Distribution of Donations





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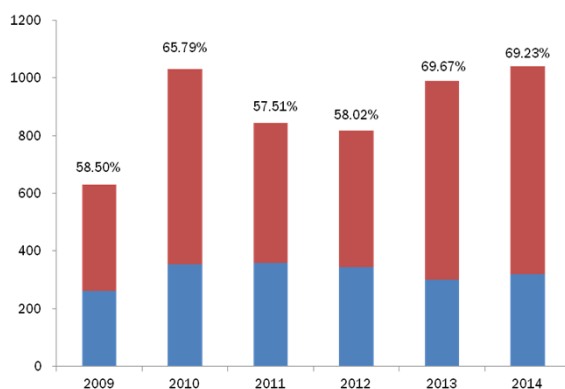
捐贈主體分析 Analysis on Donors



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捐贈主體 Donors

企業捐贈佔據明顯優勢 Enterprises are the main donors.

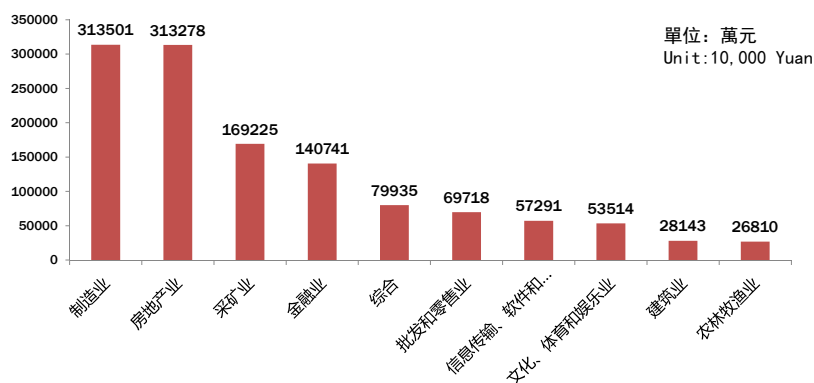


- 國有企業關注傳統領域
• State-owned enterprises were interested in the traditional areas.
- 民營企業是企業捐贈主力
• Private enterprises gave the most.
- 外資企業捐贈以物資為主
• International companies mainly donated materials.



製造業、房地產業、採礦業、金融業是捐贈最多的四大產業

The four major industries of manufacturing, real estate, mining, financial services donated most.



各行業企業捐贈榜 List of Corporate Donors

企業 Enterprise	捐贈金額 (萬元) Amount (10,000Yuan)	所屬行業 Industry
中石油 Petro China	100,759	B採礦業 Mining
民生銀行 China Minsheng Bank	46,900	J金融業 Financial Service
華潤集團 China Resources	46,700	綜合類 Complex
騰訊 Tencent	33,134	I資訊傳輸、軟體和資訊技術服務業 IT
大連萬達集團 Wanda Group	32,000	K房地產業 Real Estate
江蘇揚子江船廠有限公司 Yangzijiang shipbuilding	25,000	C製造業 Manufacturing
泰國正大集團 Chia Tai Group	20,110	A農林牧漁業 Agriculture, Forestry, Animal Husbandry and Fishery
真維斯 Jeanswest	8,922	F批發和零售業 Wholesale and Retailing
海南航空 Hainan Airlines	7,795	G交通運輸、倉儲和郵政業 Transportation, Storage and Postal Services
中文天地出版傳媒 Chinese Universe Publishing and Media	6,239	R文化、體育和娛樂業 Culture, Sports and Entertainment
中國建築 China State Construction	4,314	E建築業 Building
新奧集團 Enn Energy Holdings	4,051	D電力熱力燃氣及水生產和供應業 Energy and Water Supply



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網路捐贈分析 Internet Donation



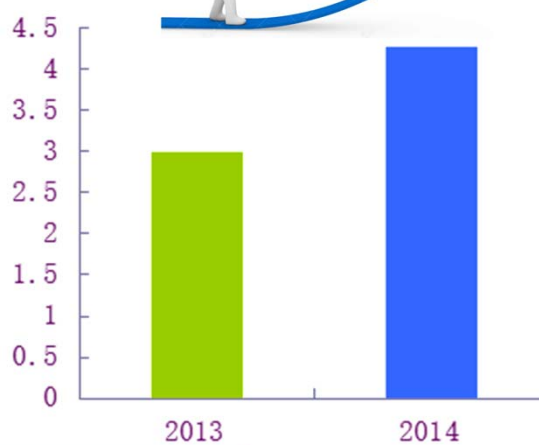
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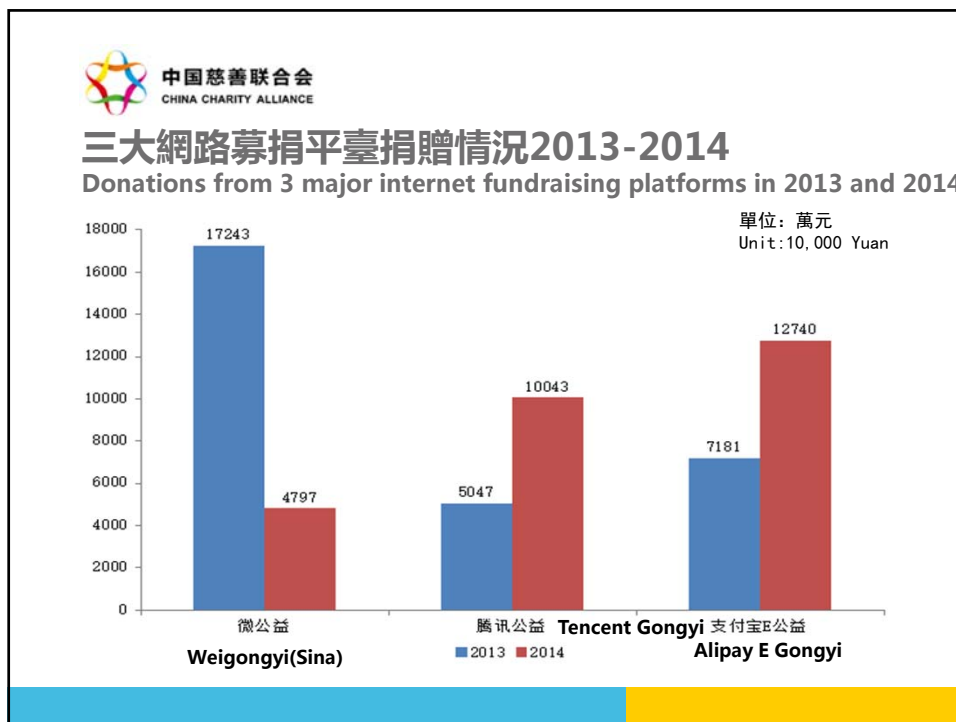
網路成為捐贈的重要途徑

Internet has become an important approach to raise fund.

42.7%

全年網路捐贈額超過
4.28億元，創歷史新高。以新浪“微公益”、騰訊公益和支付寶“E公益”為主的協力廠商網路勸募平臺構築起我國慈善事業的網上通道。新的捐贈模式，如眾籌，也取得了不錯的成績。







值得關注的社會創新趨勢 Trends of Social Innovation



政府創新使慈善事業發展環境不斷優化 Governmental innovation optimized the development of charity.

- **支援性宏觀政策的出臺**
- **Introduction of Supportive Macro Policies**

國務院《關於促進慈善事業健康發展的指導意見》

民政部《全國工商聯關於鼓勵支援民營企業積極投身公益慈善事業的意見》

民政部、國資委《關於支持中央企業積極投身公益慈善事業的意見》

27個省、自治區和直轄市開展或試行了社會組織直接登記工作

全國直接登記的社會組織約3萬個，占同期登記的社會組織40%以上

民政部 全国工商联
Ministry of Civil Affairs and All-China Federation of Industry and Commerce
《关于鼓励支持民营企业积极投身公益慈善事业的意见》
"Proposal on Encouraging and Supporting Private Enterprises to Actively Participate in Charity"

五大支持措施 Five Major Supporting Measures

 提供有效的咨询和指导，方便企业设立公益慈善类社会组织
 Providing effective advice and guidance to facilitate the enterprises to set up charitable organizations of their own.

落实优惠政策，对企业公益性捐赠支出进行所得税税前扣
 Carrying out preferential policies to deduct enterprise income tax on public welfare donation.

 为慈善需求对接提供便利 Providing convenience to meet the charitable needs

民营企业公益慈善行为，要协调各类媒体大力宣传
 Promoting charitable doings of the private enterprises through media campaign.



 从土地供应、设施配套、企业服务方面，对为公益慈善事业做出突出贡献的民营企业提供便利和优惠条件
 Providing convenience and preferential terms to the private enterprises which contribute to charity through land supply, facilities and corporate services.

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《国务院关于促进慈善事业健康发展的指导意见》
A Guideline Published by the State Council

《指导意见》对于我国慈善事业发展具有里程碑性质的意义，是这是新中国成立以来，第一个以中央政府名义出台的、规范和促进慈善事业发展的文件。
 The Guideline is a milestone for the development of charity in China. Since the founding of People's Republic of China, it is the first file issued by the central government to guide, regulate and promote charity.

1 慈善事业纳入国民经济和社会发展规划
 Charity is a part of the overall national plan of economic and social development.

2 建立政府与社会间的衔接机制 PPP
 Establishing public-private partnership between government and society.

3 全面支持和鼓励各种创新的慈善事业参与方式
 Fully supporting and encouraging innovation of charity.



慈善金融
Charity Finance

11/5/2015

公益保险
Public Insurance

慈善信托
Charitable Trust

创新慈善渠道
Innovation

公益广告 PSA

公益创投
Venture Philanthropy

慈善消费
Charity Consumption

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民政部 国资委
Ministry of Civil Affairs
State-owned Assets Supervision and Administration Commission of the State Council
《关于支持中央企业积极投身公益慈善事业的意见》
“Proposal on Support State-owned Enterprises to Actively Participate In Charity”

六大支持措施 Six Major Supporting Measures

	<p>支持中央企业设立慈善组织 Supporting state-owned enterprises to set up charitable organizations</p>	
	<p>协助中央企业依法享受税收优惠 Assisting the central enterprises to enjoy tax benefits in accordance with the law</p>	
	<p>加强对中央企业慈善行为的指导 Strengthening the guidance on the charitable doings of the state-owned enterprises</p>	
	<p>做好中央企业与慈善组织和慈善需求合作对接 Connecting state-owned enterprises to charities and charitable needs</p>	
	<p>宣传中央企业慈善行为 Promoting the charitable doings of the state-owned enterprises</p>	
	<p>完善其他扶持和激励措施 Improving other support and incentives</p>	

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- **政府購買社會服務力度加大**
- **Governmental efforts to increase the purchase of social services**

2013年全國政府購買社會組織服務的資金達到150多億元，較2012年有較大幅度的增長。

2014年，北京投入7000多萬元市級社會建設專項資金，面向北京地區各級各類社會組織購買500項社會公共服務專案。內容涵蓋了社會公共服務、社會公益服務、社區便民服務、社會治理服務、社會建設決策諮詢服務共5大類37個方向

雲南省衛生廳下發的《雲南省防治愛滋病政府購買社會組織服務工作方案細則》，首次將社會組織的基本運轉費用納入考慮，並建立了社會組織參與防治愛滋病工作政府購買服務的“誠信檔案”，打造專案管理的長效機制。

我國放開社會服務類購買的話，價值可超過萬億元人民幣。



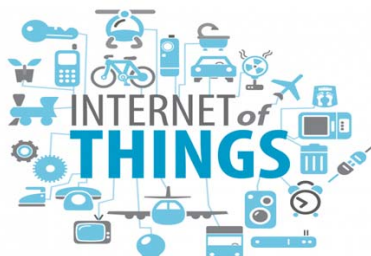
善商崛起 The Rise of Businessmen for Good



推动新商业变革的主要来自三股力量

Three Major Forces to Push the Transition of New Business

- 首先是新科技的不断发展
- Development of new technology
- 其次是商业伦理的演进，企业社会责任运动，商业向慈善融合
- Evolution of business ethics, movement of CSR, integration of business and charity
- 再次是来自非营利领域的推动。
- Growth of non-profit sector





中国企业该如何做出应对，投身善商潮流，确保基业长青 How do Chinese enterprises make business for good? How to ensure sustainability?

1. 发扬中华传统义利兼顾的商道精神，做一名善商
Following Chinese tradition of taking righteousness into account, being a businessman for good.
2. 积极履行企业社会责任，做一名合格的企业公民
Fulfilling corporate social responsibility, being a qualified corporate citizen.
3. 积极与慈善组织开展合作，补足慈善事业的生态链，同时提升企业运营效率
Cooperating with charities, filling the vacancy of charity ecological chain, and enhancing the efficiency of business operations
4. 用商业手段助力非营利领域，推动社会进步
Promoting social progress through developing non-profit sector with business approaches.



民間組織推動的社會創新 Social Innovation Promoted by Civil Organizations



中国慈善联合会 CHINA CHARITY ALLIANCE

社會企業以多種形態存在，引領商業模式潮流，大陸社會組織積極探索

Social enterprises exist in many forms. They are leading the trend of the business model, which the social organizations in mainland are actively exploring.

CASVI
社 | 会 | 价 | 值 | 投 | 资 | 联 | 盟
CHINA ASSOCIATION OF SOCIAL VALUE INVESTMENT

CULTURAL AND EDUCATION SECTION
BRITISH EMBASSY
英国大使馆文化教育处

清华 X 空间 Tsinghua x-lab
(三创空间)

赢取千万社会投资
助力公益创业梦想!
社会企业项目 - 社会投资平台

Social Enterprise Research Center
社会企业研究中心

www.britishcouncil.cn/programmes/society



打造合作交流的通路 Building a Passage of Cooperation and Exchange



中國慈善聯合會致力於推動中國慈善事業的發展，具體包括弘揚慈善文化、參與政策制訂、維護會員權益、推動跨界合作、開展專業培訓、促進國際交流等業務。我們尋求與香港的機構共同打造合作交流的通路。

China Charity Alliance is committed to promote the development of charity in China. Our services include advocating philanthropic culture, policy making, safeguarding the rights and interests of our members, promoting trans-sector cooperation, organizing professional training, promoting international collaboration. We are looking forward to working with Hong Kong organizations.

共同搭建交流互动平台 Jointly building a platform for exchange and interaction

中慈聯可以依託**全球慈善論壇**、**兩岸四地慈善論壇**、**中國城市慈善指數**等活動，搭建內地和香港之間學術、文化和經驗的交流合作的平台。

共同推动慈善行业专业化 Jointly promoting professionalization of charity

通過搭建兩岸資源對接的平台，推動香港和內地資源對接。聯合香港和內地高校及研究機構，進行人才培養、行業研究、學術交流、行業重大問題研討等事務，提高慈善行業的專業化水平。

共同探索社会创新的通路 Jointly exploring the ways of innovation

聯合香港相關機構和組織，共同推動社會影響力投資、社會企業認證、善商培訓和評估、社會創新創業等事業，探索出一條適合中國特色的社會創新的新路徑。



感謝大家聆聽！
Thank You