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PHILANTHROPY FOR SUSTAINABLE DEVELOPMENT
in China 2020

Foreword

Five years ago, world leaders embarked upon the most ambitious agenda in human history: to end poverty, reduce inequality and ensure our planet can sustain future generations – all by the year 2030. The 17 Sustainable Development Goals (SDGs) aim to turn that 2030 Agenda into a reality, but cannot be met by governments alone. With just 10 years left to avert the worst effects of climate change – including climate-induced disasters, displacements, diseases and poverty – everyone must step up – including businesses, civil society and individuals.

However, the world was far from on track to achieving the SDGs, even before COVID-19. The pandemic has made these goals even harder to reach, by reversing past progress, exacerbating existing challenges and threatening future gains. Public health, the economy and livelihoods are under stress, with vulnerable groups – including temporary workers, women, the elderly and children – in an even more fragile situation. Consequentially, the UN estimates the pandemic may push up to 100 million people worldwide back into extreme poverty. Renewed efforts are urgently needed across society, so no one is left behind.

The private sector has an especially critical role to play, accounting for two thirds of the funds and resources needed to meet the global goals, including through philanthropy. As such, I am pleased to present the "Philanthropy for Sustainable Development in China" initiative launched by the United Nations Development Programme (UNDP) in China, together with the China Foundation Center. This report examines the contributions, characteristics, and potential of philanthropy towards the 2030 Agenda in China, in quantitative and qualitative ways.

Philanthropy plays a vital role in building and reinforcing partnerships among different actors. It not only channels funding from companies and individuals towards sustainable development, but also mobilizes civil society through its enabling actions. During the pandemic, philanthropy became even more important: data released by the Ministry of Civil Affairs shows that Chinese charities raised nearly CNY 42 billion (USD 6 billion) in donations to support the fight against COVID-19 within a relatively short time. Volunteer services were organized almost 6 million times, while charities conducted critical interventions supporting those most vulnerable.

This report demonstrates that Chinese philanthropy is increasingly contributing to China's development priorities and evolving to explore more sustainable models for local development. It refines the real-time data platform developed in the first phase of this initiative since 2017, offering more comprehensive and precise philanthropy data through an SDG lens. It also captures first-hand insights of philanthropic practitioners through in-depth interviews, presenting the SDG impact of charitable projects through case study analyses.

UNDP will continue facilitating this initiative, to maximise philanthropic resources for the SDGs. Beyond philanthropy, it is also crucial that companies put the SDGs at the heart of their businesses – ensuring Corporate Social Responsibility not only by giving back, but in every stage of production. UNDP will continue to support governments, companies and communities in delivering on the global promise for 2030: a world that includes – and sustains – everyone.

Beate Trankmann
Resident Representative, UNDP China

Foreword

This is the second report under the "Philanthropy for Sustainable Development in China" initiative. Since the release of the first report, the Sustainable Development Goals have been quickly accepted by Chinese society. Some cities are adopting the 17 SDGs into their long-term planning and people are welcoming the SDGs in their work and life. As for civil society organizations, we are delighted to see how more and more philanthropic organizations are working to align their mission and daily activities with sustainable development. We are also noting that the trend in the development of the domestic philanthropic sector is to align itself to the international development discourse, supporting the Chinese civil society organizations' integration and participation into the international community. Of course, this is one of the objectives of our cooperation with the United Nations Development Programme (UNDP).

How can we show the contribution from the philanthropy to social development? According to China Foundation Center's (CFC) statistics, by the end of 2018, the total charitable expenditure by Chinese foundations was almost CNY 6 billion (USD 0.86 billion). Expenditure by foundations varies, from a million to some larger amounts all the way above CNY 100 million. What contributions were made by these expenditures? This is the key question this report wants to answer. Experts from UNDP and CFC analyzed data provided by CFC to present direct contributions to social development by Chinese foundations, also acknowledging that indirect contributions and the social value of the foundations' work go much further.

On September 19, 2016, Chinese Premier Li Keqiang chaired a roundtable at the United Nations (UN) Headquarters, New York, announcing the release of "China's National Plan for Implementing UN 2030 Agenda". Early in 2017, CFC and UNDP jointly launched the "Philanthropy for Sustainable Development in China" initiative on research and advocacy, a pioneer initiative in terms of the efforts made by a Chinese civil society organization and a UN agency to explore the connection between philanthropy and sustainable development. Some experts comment the initiative's 2017 report was the first of this kind, praised by the UN and many domestic and international philanthropic organizations.

Undoubtedly, the Chinese philanthropic sector is significant to both the National Plan and China's implementation of the 17 SDGs. Chinese philanthropic organizations have positive effects on China's socio-economic development, which is very inspiring.

Looking into the future, China will be guided by the National Plan, adhering to the development concept through innovation, coordination, green, open and sharing. The philanthropic sector will further support implementation of the 2030 Agenda and contribute to the global development cause as much as it can.

President and Chief Executive Officer, CFC

Cheng Gang

Acknowledgement

The "Philanthropy for Sustainable Development in China 2020" project was jointly launched and implemented by the United Nations Development Programme in China and the China Foundation Center. Our collaboration produced the report "Philanthropy for Sustainable Development in China 2020" and the online real-time platform (sdg.foundationcenter.org.cn), visualizing the database used by this report.

Special thanks go to the foundations and individuals who participated in the interviews and provided precious contributions to the 17 case studies of the report, including (in alphabetical order): An Yaqiang (Inner Mongolia Lao Niu Foundation), Chen Yimei (Vanke Foundation), Li Hong (Shenzhen One Foundation), Pan Xinchun (China Oceanic Development Foundation), Peng Xiang (Amway Charity Foundation), Peng Yanni (Narada Foundation), Ren Yanping (Shanghai Yangjing Community Foundation), Sun Yi (Tencent Foundation), Wang Yueyun (Guangdong He Foundation), Wang Jun (China Foundation for Poverty Alleviation), Wang Wei (Amity Foundation), Wang Zhengang (China Environmental Protection Foundation), Yang Ye (Shanghai Soong Ching Ling Foundation), Zhang Fan (Hunan Wispring Education Development Foundation), Zhang Jianhua (China Legal Aid Foundation), Zheng Gaobo (Alibaba Foundation) and Zou Weiquan (Guangdong Rural Women Development Foundation). We also sincerely appreciate the coordination support given by staff of these foundations.

We are also grateful to Cheng Feng, Hao Ruixi, Li Jian and Zhu Xufeng, who have provided constructive feedback through the external peer review.

Amid the internal review process of the report, important guidance was given by Beate Trankmann (Resident Representative, UNDP China), Cheng Gang (President, CFC), Devanand Ramiah (Deputy Resident Representative, UNDP China), and Xu Qing (SDG Finance Specialist, UNDP China). The English report was reviewed and commented by Violante di Canossa (Development Advisor, UNDP China) and Grace Brown.

This report was drafted by Wang Rui (Philanthropy Consultant) and Deng Minne (Programme Coordinator) from UNDP China. Wang Lu (Deputy President), Yang Xudong (Technical Expert), Zhang Yimei (Data Manager), Lu Wanhe (Data Analyst), and Li Biao (Technical Support Officer) from CFC conducted data collection, optimized the machine learning model, established the visualized online platform, as well as coordinated with foundations for the interviews. Finally, we thank Samantha Anderson, Peng Keming, Li Xinran and Cheng Ran who contributed to translating and proofreading the English report.

Executive summary

In 2017, the United Nations Development Programme (UNDP) and China Foundation Center (CFC) jointly launched the "Philanthropy for Sustainable Development in China" initiative. Its purpose is to better understand and explore how China's philanthropic sector supports the Sustainable Development Goals (SDGs) – which aim to end poverty, reduce inequality and ensure our planet can sustain future generations by the year 2030.

As part of that initiative, this report presents the progress of China's philanthropic sector in facilitating these goals, analysing examples of charitable projects across multiple sectors. This includes examining which approaches were effective and why, as well as unexpected challenges encountered and what can be done to overcome these in future. It also provides lessons and recommendations for policy advocacy, enhanced collaboration and boosting SDG financing.

Achieving the necessary funding to deliver on the 2030 Agenda requires strong partnerships between the United Nations (UN), governments, private sector and civil society, in which philanthropy plays a major role. With enough data made available, foundations can offer an effective lens to observe the philanthropic sector's engagement in China's efforts to meet the SDGs.

As such, the first phase of this initiative set up automatic learning data processing tools and conducted quantitative analysis on the SDG practices of Chinese foundations from 2008 – 2015, before the 2030 Agenda was launched. It has also introduced an online, real-time data platform, along with a complementary report to visualize results, and put forward an action plan to further include the SDGs within Chinese philanthropy.

This initiative analysed and collected data on foundations using CFC's technical expertise, as well as updated the online SDG foundations platform (sdg.foundationcenter.org.cn). Nearly 100,000 charitable projects from 2015 to 2018 entered into the database for machine learning, with new approaches and perspectives introduced, such as:

- Improving data processing methods, by inserting a keywords-based classification approach and manual check to boost the precision and accuracy of the machine learning model.
- Adding "geographical flow of charitable expenditure" as an indicator to show the direction of SDG-enabling funding of foundations.

- Interviewing Chinese foundations to validate the classification results and collecting evidence of SDG impact practices in philanthropy, under the "five dimensions of impact" framework of the Impact Management Project (IMP).[1] The 17 charitable projects selected as case studies complement the quantitative analysis and reveal their contributions to specific SDGs.

Key findings of this report on "Philanthropy for Sustainable Development in China 2020" include:

- Chinese foundations tend to concentrate on a set of specific SDGs, where funding has steadily grown, including: SDG 1 (No Poverty), SDG3 (Good Health and Wellbeing), SDG 4 (Quality Education) and SDG11 (Sustainable Cities and Communities). Meanwhile, environmental goals 12-15 (Responsible Consumption and Production, Climate Action, Life Below Water and Life on Land), along with SDG7 (Affordable and Clean Energy) have received the least funding in the last four years. As such, foundations are encouraged to forge innovative partnerships and collaborate to narrow China's SDG gaps, especially relating to environmental protection – which directly affects all other SDGs and China's ability to meet the 2030 Agenda.

- The distribution of foundations and flow of charitable project funding shows a distinct geographic pattern, with most foundations located in China's more developed eastern cities and most funds flowing to less developed western areas.

- While the 2030 Agenda and SDGs have been widely recognized and used by China's philanthropic sector, insufficient information disclosure is limiting quantitative analysis in understanding its impact on achieving them. In this respect, transparency and disclosure must be strengthened.

  Currently, foundations' understanding and application of impact measurement varies depending on their fields of work. A common system to measure the philanthropic impact would be a significant step to increasing the sector's transparency.

- The SDGs are commonly acknowledged by all foundations interviewed, with some already incorporating SDG-mapping into their project management systems.

- The work of many foundations offers guidance and opportunities to improve the efficiency of government and private sector SDG investments, magnifying their positive impact. Foundations and charitable projects serve as solution providers in tackling development issues, while philanthropic funding can also play a key role in accelerating social investments.

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[1] The five dimensions are: "What", "Who", "How much", "Contributions" and "Risk". https://impactmanagementproject.com/

This initiative will continue pushing for the SDGs' integration into philanthropy, within and outside China, to ensure charitable donations have the greatest impact possible for people and the planet, while considering the new socio-economic, political and cultural context in the post-pandemic era. It is hoped that the insights shared by this report can support these endeavours by offering a greater understanding of how philanthropy can deliver sustainable development, and how to make this more effective in future.

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Chapter 1: Background

The impact of COVID -19 on the 2030 Agenda and SDG progress in China (2016-2018)

On 14 July 2020, at the High-level Political Forum for Sustainable Development (HLPF) held by the United Nations Department of Economic and Social Affairs (DESA), UN Secretary-General António Guterres warned that COVID-19 has exacerbated existing inequalities within all nations. He added that progress in achieving the Sustainable Development Goals (SDGs) – which aim to end poverty and protect the planet by 2030 – may be pushed back years, or even decades. [2] Countries are experiencing huge economic, health and social challenges due to the pandemic, with the risks highest for people already in poverty, or fragile situations. Globally, 71 million people have already been pulled back into absolute poverty. At the peak of the lockdown, school closures led to 90 percent of students at all stages being excluded from education. In some countries, domestic violence increased by 30 percent. 3 billion people also face greater risk of virus exposure, due to a lack of hand-washing facilities at home. [3]

Prior to the pandemic, progress had been made in some areas, including a reduction in the proportion of people living in absolute poverty, wider vaccine coverage and a corresponding reduction of mortality, greater electricity access for the vast majority of the world's population, etc. About 150 countries have also formulated national policies addressing the challenges of rapid urbanization. 71 countries, as well as the European Union, have proposed more than 300 policies and tools to support sustainable consumption and production. However, progress until now has also been uneven, too slow and too small in scale to achieve the goals by 2030, even before COVID-19 struck. Our deteriorating natural environment – such as rising sea levels and the threat of extinction for over 31,000 species – along with the rise in people going hungry globally as well as the persistent, structural disadvantage and discrimination faced by women worldwide, have revealed the need to accelerate SDG efforts. [4]

In *2016, China's national plan for implementing the 2030 Agenda for Sustainable Development* was released, merging the Sustainable Development Agenda with China's national medium and long-term development plan. [5] By the end of 2018, China had achieved significant progress in poverty alleviation, health, education, industry innovation, environmental protection and international cooperation. China's rural poverty incidence rate had dropped to 0.6 percent by 2019 [6] , and maternal and infant mortality fell to 18.1/100,000 and 6.1 per thousand in 2018. [7] However, the

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[2] https://sustainabledevelopment.un.org/content/documents/2676914_July_CSOs_for_SDGs_key_takeaways.pdf

[3] The United Nations. 2020. Sustainable Development Goals Report 2020.

[4] UN, The Sustainable Development Goals Report 2019. https://unstats.un.org/sdgs/report/2019/The-Sustainable-Development-Goals-Report-2019.pdf

[5] China's national plan for implementing the 2030 Agenda for sustainable development, 2016.

[6] http://www.stats.gov.cn/english/PressRelease/202002/t20200228_1728917.html

[7] Ministry of Foreign Affairs, PRC. 2019. Progress Report of People's Republic of China in Implementing the 2030 Sustainable Development Agenda.

2019 Sustainable Development Report notes that China has only significantly advanced SDG4 (Quality Education) and SDG8 (Decent Jobs and Economic Growth), while attainment of other SDGs – including SDG10 (Reduce Inequality), SDG13 (Climate Action) and SDG14 (Life Below Water) – remains challenging. [8]

To face these challenges – exacerbated by the pandemic's economic impact – and set the world on a more sustainable path towards the SDGs, speed and scale of actions must improve. The world urgently needs investments from development finance – including philanthropic funding, increasing assistance to vulnerable groups and providing support for economic recovery – to advance sustainable development progress and overcome recent setbacks. [9]

Philanthropy for Sustainable Development in China

Successfully implementing the 2030 Agenda requires an effective partnership between the UN, governments and civil society, in which the philanthropic sector plays an important role. Not only does philanthropy provide new funding opportunities to support non-profits in localizing the SDGs, it also helps pioneer solutions to development issues and services for marginalized groups. It further strengthens the partnership at a broader level, providing new perspectives and generating collective impacts for achieving sustainable development. Meanwhile, as an international framework providing a common language, the SDGs can help lift barriers across different stakeholders, promoting dialogue and collaborations between governments, the private sector and philanthropic sector.

"Philanthropy for Sustainable Development in China 2020" is the second phase of the initiative "Philanthropy for Sustainable Development in China" by the UN Development Programme (UNDP) China and China Foundation Center (CFC), which launched in 2017. It aims to demonstrate the progress of China's philanthropic sector in mainstreaming and implementing the Sustainable Development Goals (SDGs), showcasing empirical evidence of contributions from the sector to the SDGs. It also provides lessons and recommendations to make those efforts more effective in future, along with for policy advocacy, international collaboration and unleashing the potential for SDG financing. In doing so, this initiative hopes to deepen integration of the SDGs into philanthropy, within and beyond China.

Foundations hold a pivotal position within the philanthropic sector, with four key functions: innovation, filling gaps, supporting civil society and acting for the long term.[10] Foundations either make grants to support charitable projects, or act as "philanthropic banks" to stimulate social investment – and data availability allows an evidence-based analysis of Chinese foundations' sustainable development actions.

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[8] Sachs, J., Schmidt-Traub, G., Kroll, C., Lafortune, G., Fuller, G. (2019): Sustainable Development Report 2019. New York: Bertelsmann Stiftung and Sustainable Development Solutions Network (SDSN).

[9] The United Nations. 2020. Sustainable Development Goals Report 2020.

[10] The United Nations. 2020. Sustainable Development Goals Report 2020.

The first phase of the "Philanthropy for Sustainable Development in China" initiative

The first phase of cooperation conducted data analysis on 83,038 charitable projects by 5,545 Chinese foundations before the 2030 Agenda was released (2008-2015), based on UNDP's expertise in SDG localization and CFC's technical capacity in gathering foundation data. It comprehensively mapped the landscape of Chinese foundations under the SDG framework, and presented their contributions to the 17 SDGs through the projects they are implementing.

Based on that research and assessment, the first phase set up information-sharing platforms and assessment tools, demonstrating the huge potential of China's philanthropic sector in advancing the SDGs. It helped mainstream the 2030 Agenda in the sector, as well as systematically showcased its development in China to the international community. This cooperation proved a solid step towards mobilizing Chinese philanthropy to promote sustainable development, following China's national plan to implement the 2030 Agenda. The report *Philanthropy for Sustainable Development in China* and the online real-time platform were released in Beijing on the 5th September 2017.

Outlook: Philanthropy for Sustainable Development in China 2020

Five years after their adoption, the SDGs have become part of the prevailing discourse for Chinese philanthropy. The private sector is increasingly incorporating the SDGs within corporate social responsibility reporting and corporate foundation strategies. Wide adoption of the SDGs to inform innovative tools in the sustainable finance sector – including impact investing – is taking place, e.g. standards-setting and impact assessment. However, more could be done in presenting a multi-faceted overview of SDG-enabling practices and a set of common assessment standards of innovative finance tools remains absent.

At the 73rd UN General Assembly in 2018, UNDP Headquarters launched the "SDG Impact" initiative, to collaborate with the private sector in jointly promoting SDG-enabling investments. SDG Impact focuses on providing standards, tools and services for investors in emerging markets and developing countries to assess their SDG contributions through their investments, as well as identifying SDG-enabling investment areas. [11] In China, private capital tends to engage in sustainable development through a variety of innovative financial tools, yet some areas – such as multi-dimensional poverty and inequalities – remain unaddressed. It is believed that investing in these areas cannot bring both financial and social returns.

Faced with such development challenges, UNDP seeks to promote the development of an ecosystem and policy recommendations to drive more private capital into SDG-enabling areas, to further support the SDGs in China. In June 2020 it published the *SDG Finance Taxonomy (China),* [12] a classification system for impact measurement and disclosure standards. This screens for serious

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[11] See: https://sdgimpact.undp.org/

[12] UNDP. 2020. Technical Report on SDG Finance Taxonomy (China). https://www.cn.undp.org/content/china/en/home/library/poverty/technical-report-on-sdg-finance-taxonomy.html

investment projects conducive to sustainable development, identifying not only substantial contributions to more than one SDG, but also ensuring that there is no significant harm done to other SDGs. "Philanthropy for Sustainable Development in China 2020" looks for innovative tools and areas for SDG financing to advance the 2030 Agenda, which the philanthropic sector has the potential to support and magnify.

Meanwhile, utilizing its technical capacity and resources, CFC has continued to monitor and analyse the development of and trends in China's philanthropic sector. Building on accomplishments of the first phase, CFC continues to work on data collection and technical development. It established the Philanthropy Big Data Research Institute, expanding access to data and improving the machine learning model to boost data on charitable projects, making it possible to examine Chinese foundations' SDG actions more effectively.

The second phase of the "Philanthropy for Sustainable Development in China" initiative launched in 2019 with dual objectives: firstly, to exhibit Chinese foundations' SDG practices since the 2030 Agenda's release in 2015, presenting changes and new trends at both national and provincial levels, as well as recommendations for domestic and international collaborations. The second objective is to identify best practices, models, and innovative tools from the philanthropic sector to facilitate SDG financing. Practitioners in the sector can learn lessons from others and further strengthen partnerships between stakeholders from different sectors. The project's audience includes policy makers, practitioners, researchers and partners in the philanthropic sector. Major activities of this phase are as follows:

- Case studies: to exemplify Chinese philanthropy's potential in creating and magnifying impact, the second phase has collected a number of case studies focused on foundations' actions and innovative exploration under respective SDGs. This aims to showcase charitable projects, demonstrate various intervention approaches, share empirical experiences, assess projects' impact and advance the applicability of research.
- Coordination within and across sectors: the project invites foundations to verify classification results, as well as convene seminars and workshops with governments, financial institutions, charities and academia to discuss relevant topics and lead synergized actions in future.
- Policy advocacy: provide relevant policy recommendations based on research and collaboration, to further the philanthropy sector's contribution to SDG implementation with policy makers.
- Quantitative research: the initiative expanded the database for machine learning to include over 160,000 projects. It has also been improving the accuracy of automatic classification by feeding more manually-screened key words into the machine learning model.
- Real-time platform upgrade: the platform is adding a deeper level of detail for users to easily trace a single province or foundation, for example, allowing a more flexible use of the database.

Chapter 2: Data analysis methodologies

Updating the database and methodologies

The first phase of the "Philanthropy for Sustainable Development in China" initiative adopted an approach combining manual and machine learning classification, [13] i.e. matching charitable projects in the database to relevant SDGs, based on key words disclosed in their project description. This chapter will introduce in detail what improvements have been made in the second phase to boost the accuracy of classification by accumulating more abundant samples for machine learning.
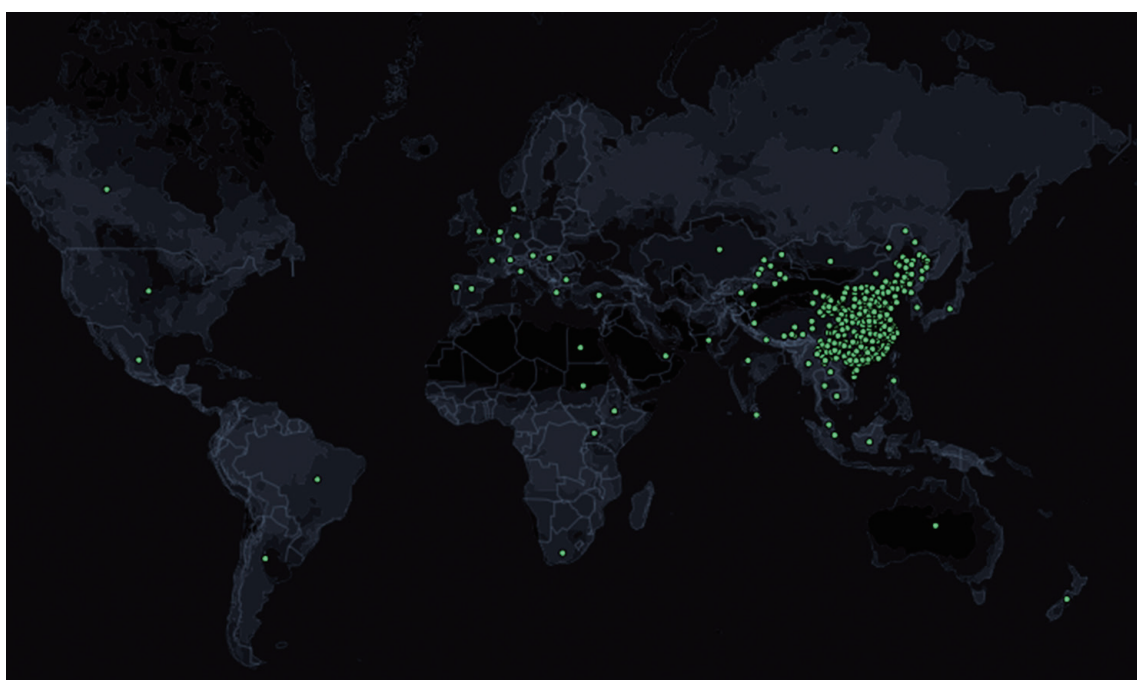
Figure 2.1: Distribution of projects included in the database

In line with first phase, the second phase uses the charitable project as the basic unit for data analysis and classification. The database contains 164,267 projects as the basic unit for classification from 8,014 foundations [14] (2008-2018).

Methodologies

1. Preliminary classification: using the classification model [15] built in the first phase, we classified all projects in the database and obtained preliminary classification results.

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[13] Philanthropy for Sustainable Development in China, p.20, UNDP, 2017
[14] Data source: CFC, including projects implemented from January 1, 2008 to December 31, 2018. Access at December 31, 2019.
[15] Which is a machine classification model development based on selected algorithm and manual classification. More in Chapter 3.3, Philanthropy for Sustainable Development in China. UNDP. 2017.

2. Filtering key words and developing the algorithm: based on the preliminary classification results, we selected 172 projects with charitable expenditures over CNY 100 million (USD 14.3 million) and descriptions over 100 words and named this Sample Alpha. We found that Sample Alpha lacks projects under SDG6 (Clean Water and Sanitation), SDG12 (Responsible Consumption and Production), SDG13 (Climate Action), SDG14 (Life Below Water) and SDG15 (Life on Land). Therefore, we collected the top 10 projects in expenditure under these five SDGs and named it Sample Beta. We combined Sample Alpha with Sample Beta to get Sample A. Development experts with knowledge of the SDGs conducted a manual check on Sample A. Afterwards, technical experts from CFC filtered key words under each SDG accordingly. Two groups of key words were used as filters: inclusionary key words [16] and exclusionary key words [17] . Technical experts then developed the algorithm accordingly and tested it to ensure that the algorithm could reach 100 percent accuracy [18] when classifying Sample A. The algorithm was then applied to train the machine learning model.

3. Algorithm adjustment: we applied the trained machine learning model to classify 2,465 projects whose expenditures were more than CNY 10 million (USD 1.4 million) and these projects were named as Sample B, then randomly drew 10 percent of the classification results for a manual check. Technical experts adjusted and got the final algorithm, whose classification accuracy is 100 percent for Sample A and passed the random check for Sample B.

    ▲ There are 4,577 charitable projects with expenditures of more than CNY 10 million (USD 1.4 million [19]), accounting for 77.2 percent of the total expenditure of projects in the database. Thus, improving the accuracy of the classification results of these projects can effectively improve the database's accuracy.

4. Algorithm application: we applied the final algorithm to train the machine learning model and used the model to classify all projects in the database to provide the final classification results.

5. Verification by foundations: we invited foundations to verify the respective classification results through interviews, which were compiled into the case studies.

6. Updating the sampling pool for machine learning: the final classification results were merged into the sampling pool from the first phase. It provides more abundant and accurate samples for training the machine learning model.

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[16] Inclusionary key words refer to a certain word is included in the project title or the project description

[17] Exclusionary key words refer to a certain word is excluded from the project title or the project description.

[18] The accuracy was compared with manual check results.

[19] The report applies the approximate rate USD : CNY as 1:7.
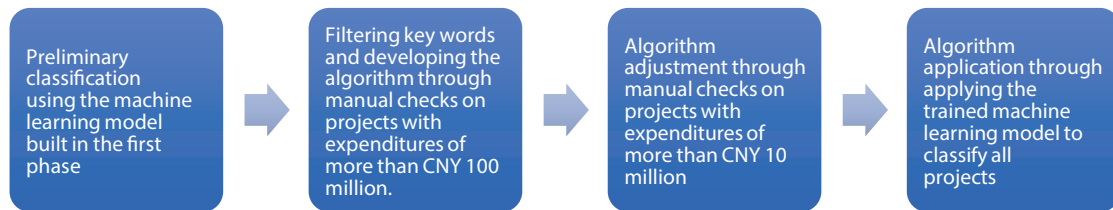
Figure 2.2: Process for improving the data analysis methodologies

The second phase adopts the manual check method to boost projects' classification accuracy with large expenditures. Meanwhile, inclusionary key words and exclusionary key words are added to train the machine learning model, which has improved the accuracy of the overall database. The final algorithm consists of 365 key words under all SDGs, including 319 inclusionary key words and 46 exclusionary key words. All key words are listed in Annex 1 of this report.

Figure 2.3: Key words and frequencies for each SDG

Classification results of the database:
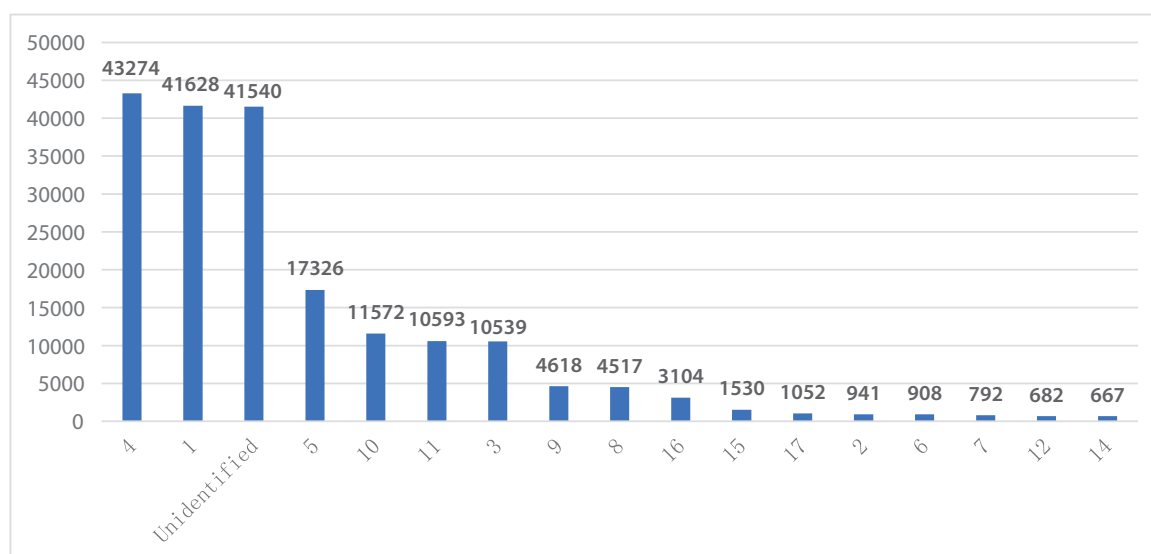
Figure 2.4: The number of projects under each SDG from 2008-2018

Note: Projects often relate to more than one SDG, leading to double-counting in the number of projects, foundations and expenditure under each SDG.

"Unidentified" refers to projects for which the algorithm is unable to classify them under any SDG, due to lack of information.
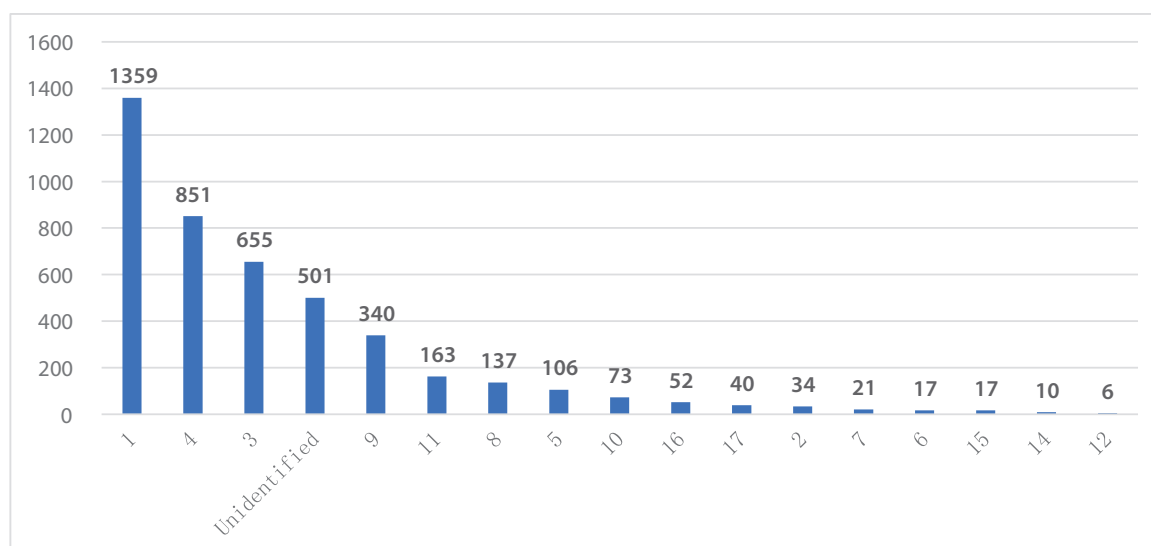
Figure 2.5: Project revenue under each SDG during 2008-2018
(unit: CNY 100 million/USD 14.3 million)
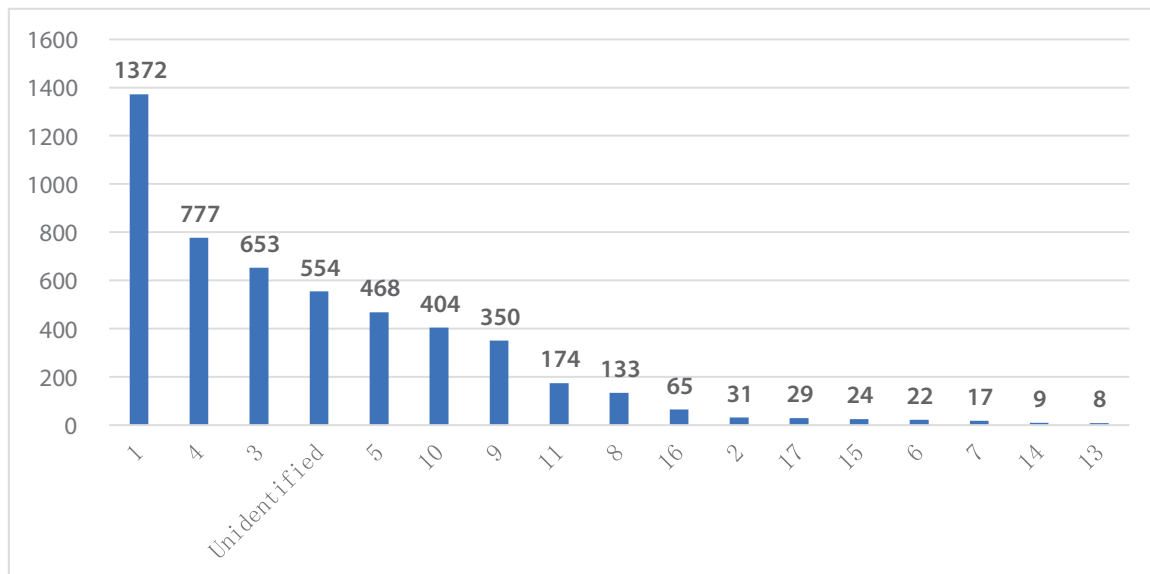
Figure 2.6: Project expenditure under each SDG from 2008-2018
(unit: CNY 100 million/USD 14.3 million)

Chapter 3: An analysis of the China Foundation Center's database

An introduction to dimensions and the real-time platform

The real-time platform (sdg.foundationcenter.org.cn), jointly published with this report, visualizes data on Chinese foundations' projects from 2015-2018. It presents the distribution of charitable projects under the 17 SDGs, Chinese foundations' contributions to them, as well as the opportunities and challenges Chinese foundations faced when promoting the SDGs in China. The updated platform mainly diverges in two dimensions - timeline and geography, using three core indicators to show and analyse trends and the progress in advancing the SDGs. These are: the number of foundations, the number of charitable projects and project expenditure.

Through the timeline dimension of the platform, users can check:

1) Changes and trends in the number of foundations, the number of projects and the amount of project expenditure during these four years.

2) In each year, the ranking of each SDG in terms of the number of foundations supporting it, as well as the number of projects and total project expenditure.

Through the geography dimension of the platform, users can check:

1) The geographic distribution of foundations, projects and project expenditure contributing to the SDGs each year.

2) The growth of SDG-contributing foundations, projects and project expenditures of each province, municipality and autonomous region during these four years.

3) Changes in foundations' SDG-relevance for each province, municipality and autonomous region during these four years.

4) The geographic flow of project expenditures in each year.

5) Foundations' contribution to each SDG in different provinces, municipalities and autonomous regions each year.

Moreover, the platform also lists the top 10 foundations with the highest overall project expenditure and assets.

A project normally relates to more than one SDG, while the report and the platform only display the top 3 SDGs with the most relevance. It is the same for foundations. Therefore, because of repetitive counting, the sum of projects, foundations and expenditure under each SDG is often higher than

the actual number. The comparative attributes and trends demonstrated by the platform are more significant than the absolute number.

Key findings

1) While the 2030 Agenda and the SDGs are widely recognized and used in China's philanthropic sector, insufficient information disclosure has imposed constraints on quantitative analysis in presenting a comprehensive view of the sector. The absolute number of foundations, charitable projects and their investments in the SDGs has increased. Yet a large percentage of these foundations have not disclosed their information, leading to the rate of foundations contributing to the SDGs decreasing year-on-year. Hence, it remains necessary to push for greater transparency and disclosure.

2) Chinese foundations have concentrated on certain SDGs where input has continued growing, while several other goals have been receiving little or declining support from foundations. SDG4 (Quality Education), SDG1 (No Poverty), SDG11 (Sustainable Cities and Communities) and SDG3 (Good Health and Wellbeing) have always been the main focus of foundations. Environment-related goals – including SDGs 12-15 (Responsible Consumption and Production, Climate Action, Life Below Water and Life on Land) along with SDG7 (Affordable and Clean Energy) – have received the least investment during these four years, even as these pose major challenges for China attaining the 2030 Agenda. An acceleration in innovation and collaboration by China's philanthropic sector would help to narrow the country's SDG gaps.

3) The distribution of SDG-contributing foundations and project expenditures in China have distinct geographic trends. Most foundations are located in the east, while expenditure flows from east to west, with more rapid growth in project spending in the west and the central. The foundations contributing the most to the SDGs are in Beijing, Guangdong, Zhejiang and Shanghai, in line with project numbers and the origin of the expenditures, while most expenditure goes west, especially into Sichuan and Yunnan. During the four years analysed by the report, 11 provinces have seen SDG-relevant project expenditures double, while expenditure in Guizhou, Jiangxi, Hebei and Hubei quadrupled, ranking first in terms of expenditure growth.

* The database and the report only include China mainland projects due to data availability.

Changes and trends under the timeline dimension
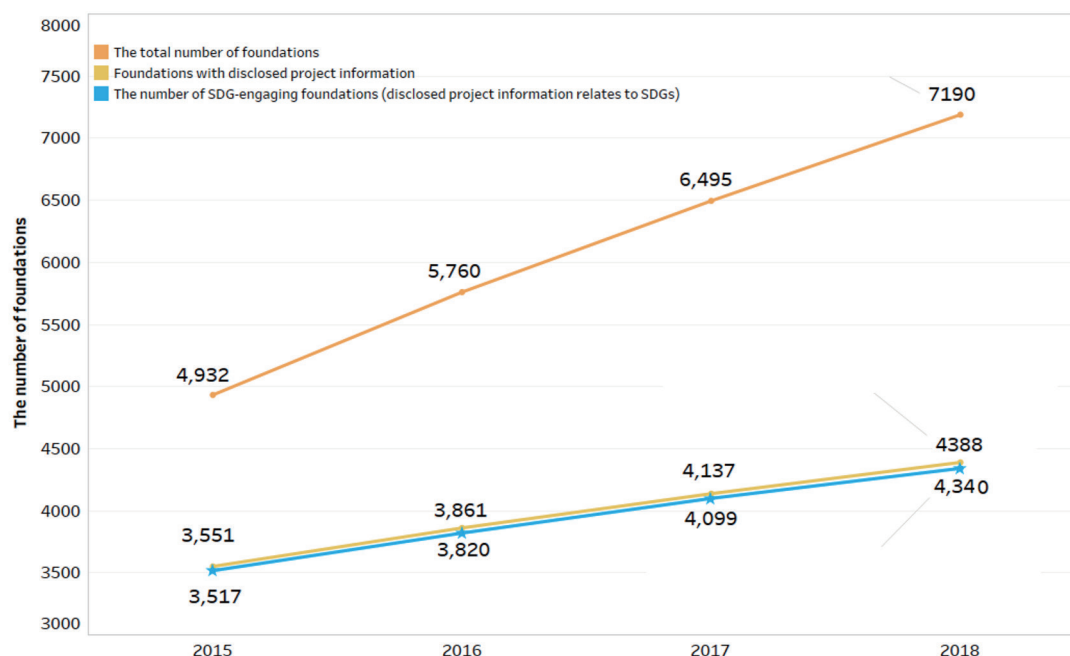
Figure 3.1: Changes in the number of active and SDG-engaging foundations from 2015-2018

In 2015, the total number of Chinese foundations (the orange line) was 4,932, which continued to climb for three successive years and hit 7,190 in 2018 [20] , up by 45.78 percent over the four-year period. As the database depends on project information publicly disclosed by foundations to determine whether one is engaged with the SDGs, we also counted the number of foundations that publicly disclosed project information (the yellow line), which increased from 3,551 in 2015 to 4,388 in 2018, rising 23.6 percent. While this is slightly slower than the growth in total number of foundations, as Figure 3.1 shows, the number of SDG-engaging foundations (the blue line) closely tracks the number of foundations disclosing information – up to 4,340 SDG-engaging foundations in 2018, climbing 23.4 percent.

However, the slower rate of growth of SDG-engaging foundations compared to the total implies that the overall percentage of SDG-engaging foundations has declined year-on-year from 2015-2018 (see Figure 3.2), with a rising percentage of foundations not disclosing their project information each year, as depicted by the growing grey zone in the chart below. Therefore, it remains necessary to advocate for foundations to publicly disclose project information, to effectively

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[20] The 7,190 foundations are active foundations as of 2018, while the total number of foundations contained in the database (8,014) includes cancelled or inactive foundations.

assess their SDG impact as well as share valuable experiences and practices.

2015 **71%**   2016 **66%**   2017 **63%**   2018 **60%**
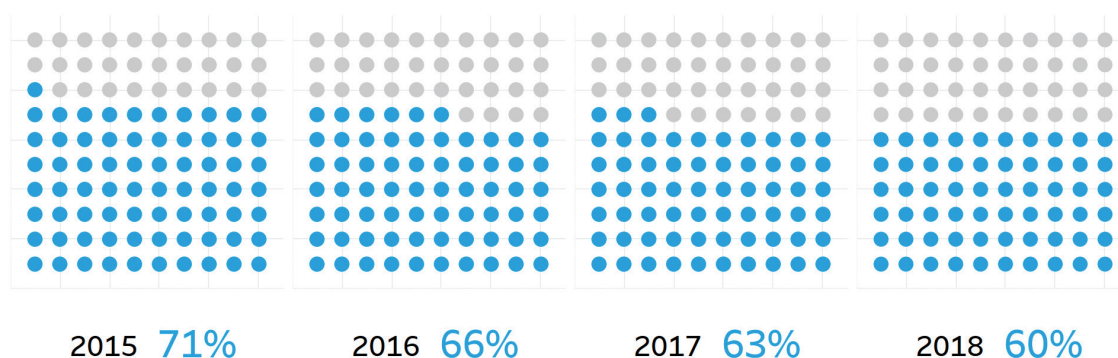
Figure 3.2: Changes in the percentage of SDG-engaging foundations from 2015-2018

For analysis of trends in numbers of projects and spending, our dataset is limited to a sub-set of overall projects by Chinese foundations and focuses on those for which public information is available (Figure 3.3). The absolute number of charitable projects and project expenditures have continued to grow. The number of projects increased from 19,501 in 2015 to 30,097 in 2018, up 53.4 percent. Overall project expenditure rose from CNY 30 billion (USD 4.3billion) in 2015 to 58 billion (USD 8.3 billion) in 2018, rising by 94.0 percent. In line with our findings on the number of foundations, information disclosure is highly correlated with an SDG focus, as the large majority of projects with disclosed information and relevant spending are in SDG-enabling areas. .
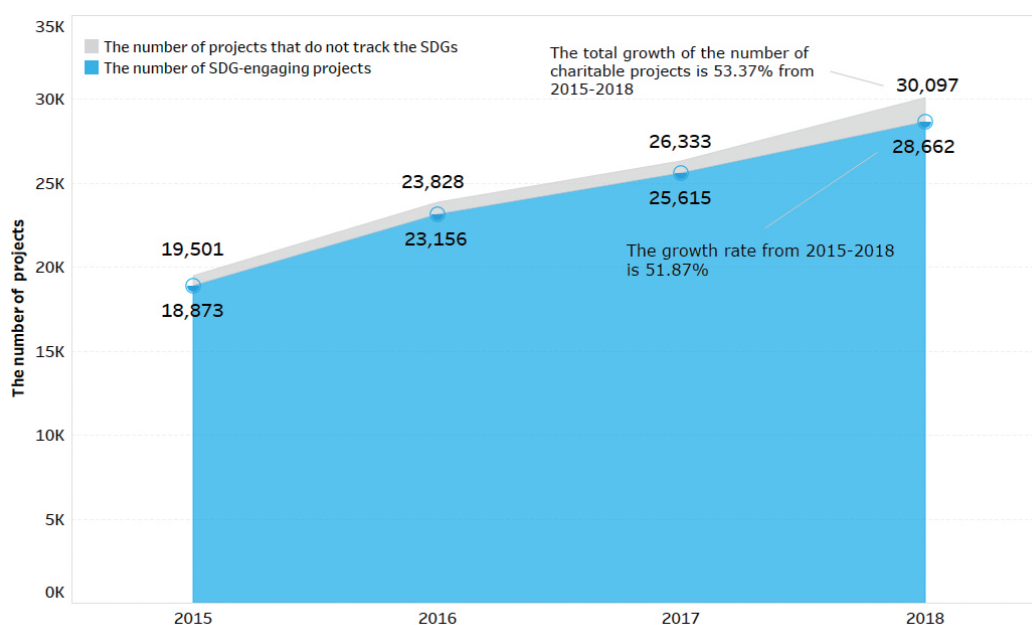
Figure 3.3: Changes in the number of SDG-engaging charitable projects from 2015-2018
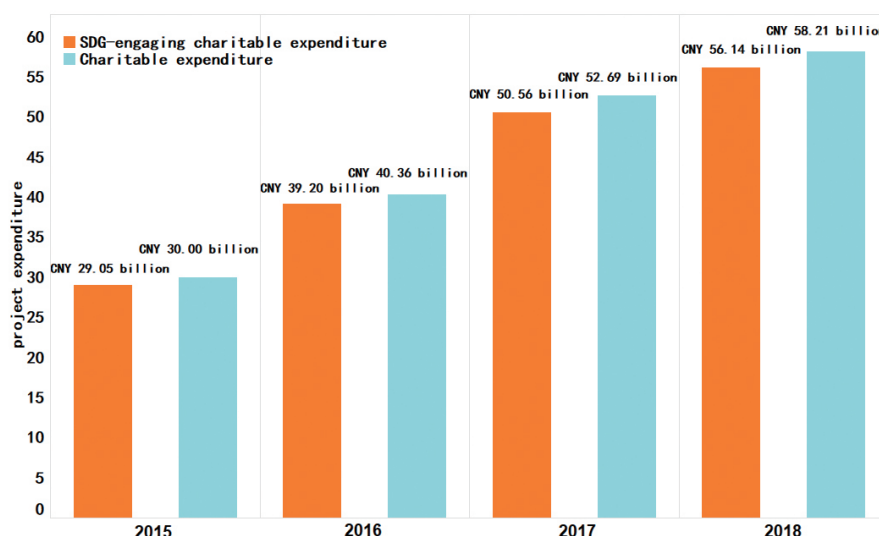
Figure 3.4: Changes in the amount of charitable expenditure from 2015-2018

Foundations' SDG focuses

Looking into each SDG, we see that under all three indicators – the number of foundations, the number of charitable projects, and total project expenditure – four goals receive the most attention from Chinese foundations. These are: SDG4 (Quality Education), SDG1 (No Poverty), SDG11 (Sustainable Cities and Communities) and SDG3 (Good Health and Wellbeing).
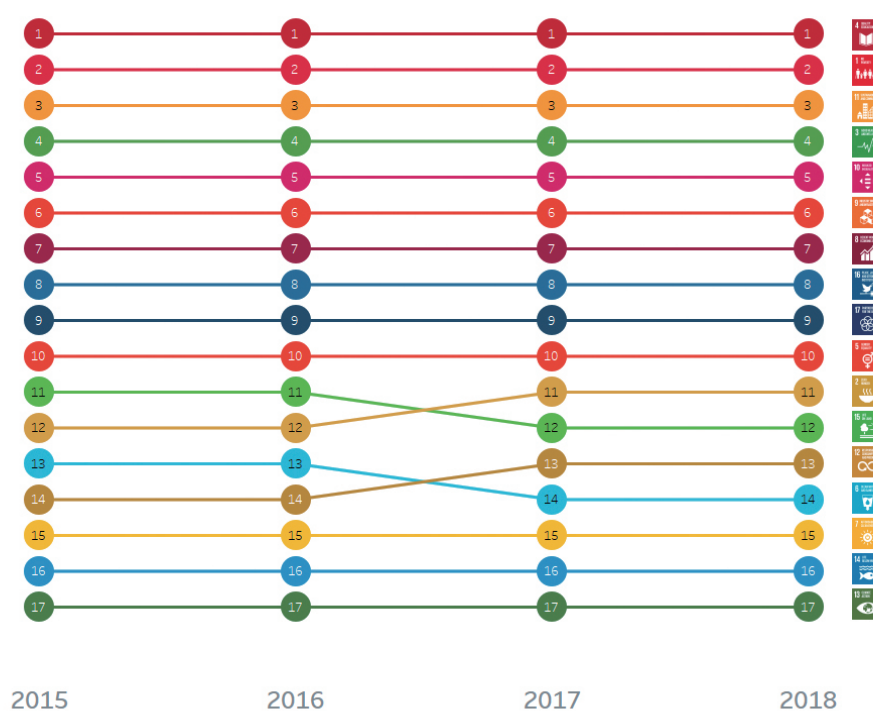
Figure 3.5: Ranking of SDGs by the number of engaged foundations from 2015-2018
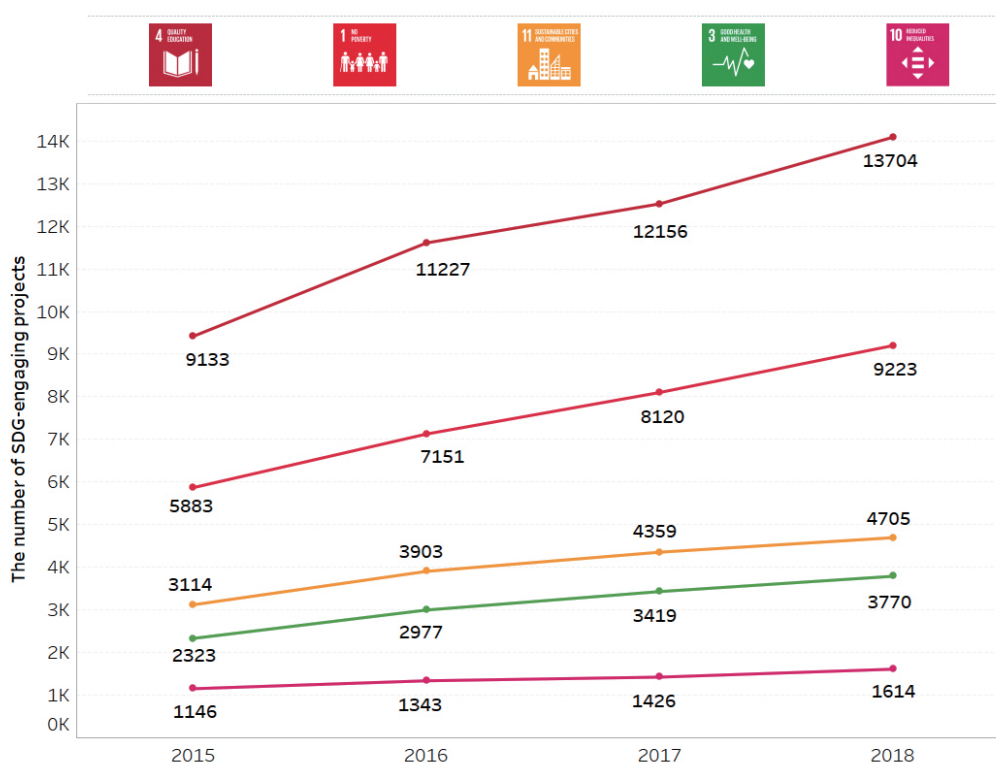
Figure 3.6: Top 5 SDGs by number of projects from 2015-2018
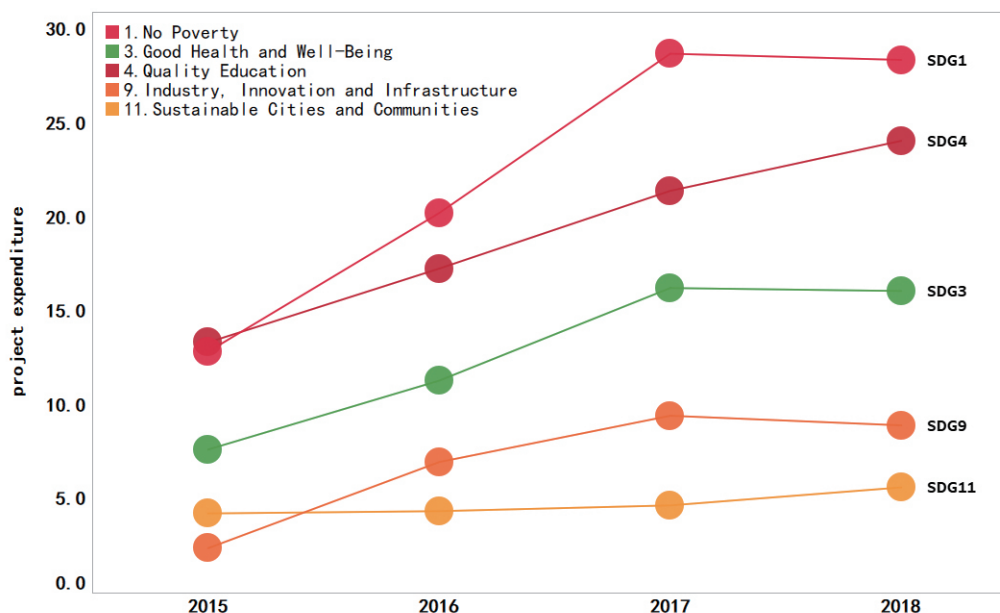
Figure 3.7: Top 5 SDGs by expenditure amount from 2015-2018 (CNY billion)

Note: Projects often relate to more than one SDG, leading to double counting in the number of projects, foundations and expenditure under each SDG.

From Figure 3.5, it can be seen that over these four years, the largest number of foundations contributed to these four SDGs, e.g. nearly 70 percent of foundations worked on education issues

and 60 percent participated in poverty alleviation. Also, many foundations' work involved more than one of these four SDGs. Figure 3.6 shows that the number of charitable projects contributing to these four SDGs is also the largest and has increased annually. Additionally, many projects have engaged in SDG10 (Reduce Inequalities). In terms of expenditure (Figure 3.7), besides these four SDGs, SDG9 (Industry Innovation and Infrastructure) has attracted extensive funding. SDG 1 (No Poverty) exceeded SDG 4 (Education) expenditure since 2016, becoming the SDG attracting the most funding.

The top 4 SDGs today correlate with the SDG focus areas of Chinese foundations before 2015, as found in the 2017 report [21]. Expenditure for SDG1, however, increased at a relatively faster speed in 2015-2018, to some extent as a response by the philanthropic sector to the Government's poverty alleviation campaign during this period. Worth noting is that many charitable projects on SDG1 also contributed to other goals of the top four, such as education or health, with the aim of improving the general welfare of beneficiaries, instead of focusing only on income.
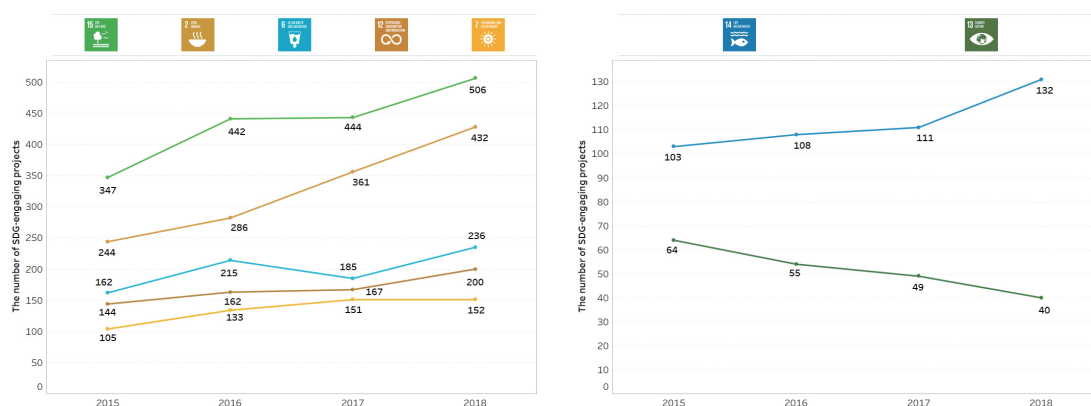
Figure 3.8: Bottom 7 SDGs by the number of charitable projects (2015-2018)
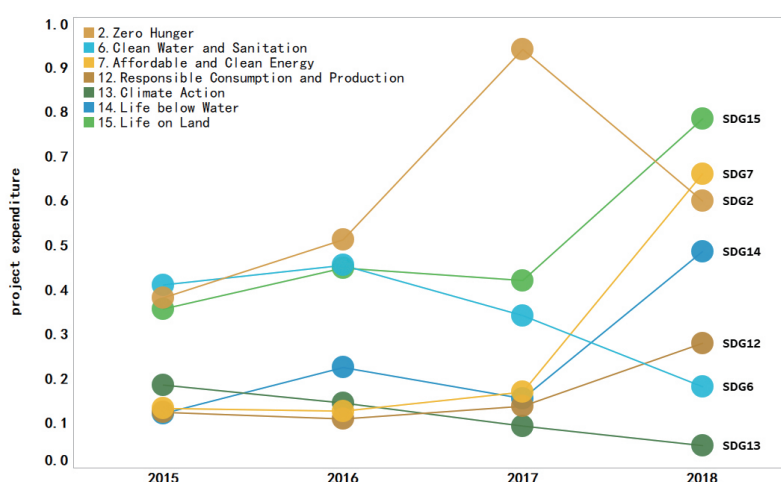
Figure 3.9: Bottom 7 SDGs by amount of project expenditure (2015-2018) (CNY billion)

Note: projects often relate to more than one SDG, leading to double counting in the number of projects,

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[21] UNDP. 2017. Philanthropy for Sustainable Development in China.

foundations and expenditure under each SDG.

Looking at the general trends, the number of foundations, the number of projects and the amount of expenditure under each SDG are positively related. The vast majority of these indicators grew over the four years. Also, there is a positive correlation between growth rates and starting points: popular SDGs generally recorded stronger growth rates in terms of number of projects and funding received. On the other hand, already-overlooked SDGs recorded limited increases and some even decreased, as for SDG13 (Climate Action). Project spending towards SDG6 (Clean Drinking Water and Sanitation) also declined during this period, in spite of a small increase in the number of related projects.

The SDGs that are rarely addressed by the philanthropy sector are primarily environment-related, such as SDGs 12-15, as well as SDG2, SDG6 and SDG7 (see Figure 3.7), posing significant challenges for China in realising the 2030 Agenda [22] . Technical capacity, scale of funding, complexities of the issues [23] , among others, may limit more foundations in tapping these areas. However, strengthened partnerships within and across the sector could be beneficial, to drive more philanthropic resources to under-funded SDGs. For example, foundations which work on public advocacy can incorporate climate or environment-related components into their work, in cooperation with foundations with established expertise in the area, or collaborate with relevant private sector or academia to enhance their capacity

Changes and trends in the geographical dimension

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[22] Sachs, J., Schmidt-Traub, G., Kroll, C., Lafortune, G., Fuller, G. (2019): Sustainable Development Report 2019. New York: Bertelsmann Stiftung and Sustainable Development Solutions Network (SDSN).
[23] Refer to the case study of SDG6, SDG14 and 15 in Chapter 4.
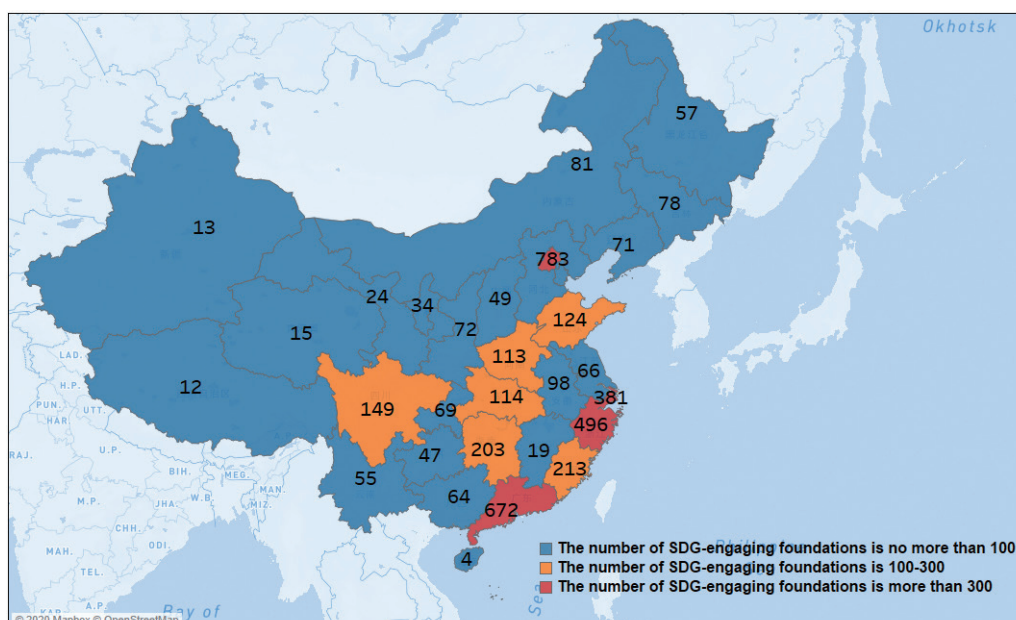
Figure 3.10: Geographic distribution of SDG-engaging foundations in 2018

Figure 3.11: Geographic distribution of SDG-engaging charitable projects in 2018 [24]

The real-time platform shows the number of SDG-engaging foundations and the number of SDG-engaging charitable projects in 31 provinces, municipalities and autonomous regions (altogether refer to "places" below).

As of December 31st 2018, there were 8,014 Chinese foundations, most of them in Beijing, Guangdong, Zhejiang and Shanghai. These places all recorded more than or close to 400 foundations each, for a total of 2,333, equivalent to 30 percent of the national total. It is worth mentioning that in 2018, the combined GDP of these places was 23.5 percent of the national one [25]. The number of foundations in each place is closely related to local economic development and is affected by government support, their population, rate of their aging population, the proportion of their migrant population and donations [26]. These factors explain the unbalanced geographic distribution of foundations from the supply side perspective.

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[24] Geographic distribution of charitable projects is according to the location of the foundation's registration.

[25] State Statistics Bureau. http://data.stats.gov.cn/

[26] Liang MA. Which factors determine the distribution and growth of China's non-profit organizations? http://www.cfforum.org.cn/content/363

ranking	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
1	Beijing 460	Beijing 46	Beijing 298	Beijing 589	Beijing 88	Beijing 35	Beijing 27	Beijing 138	Beijing 157	Guangdong Province 157	Beijing 349	Beijing 46	Beijing 13	Beijing 24	Beijing 66	Beijing 101	Beijing 171
2	Guangdong Province 452	Zhejiang Province 38	Guangdong Province 235	Guangdong Province 487	Guangdong Province 64	Guangdong Province 24	Guangdong Province 15	Guangdong Province 108	Guangdong Province 107	Beijing 136	Guangdong Province 304	Guangdong Province 25	Guangdong Province 7	Zhejiang Province 14	Guangdong Province 41	Guangdong Province 78	Guangdong Province 50
3	Zhejiang Province 292	Guangdong Province 37	Zhejiang Province 151	Zhejiang Province 359	Zhejiang Province 28	Zhejiang Province 12	Sichuan Province 8	Zhejiang Province 77	Zhejiang Province 65	Zhejiang Province 110	Shanghai 221	Shanghai 18	Yunnan Province 2	Guangdong Province 11	Zhejiang Province 21	Shanghai 47	Shanghai 44
4	Shanghai 221	Sichuan Province 21	Shanghai 150	Shanghai 282	Shanghai 27	Sichuan Province 10	Shanghai 8	Shanghai 56	Shanghai 52	Shanghai 105	Zhejiang Province 190	Zhejiang Province 12	Sichuan Province 1	Shandong Province 8	Shanghai 20	Zhejiang Province 39	Zhejiang Province 35

Figure 3.12: Top 4 provinces under each SDG by the number of engaged foundations

In line with the national trends, the vast majority of foundations that disclose information are engaged in at least one SDG-relevant area of work.

Beijing, Guangdong, Zhejiang and Shanghai almost all occupy the top 4 places as to the absolute number of engaged foundations under each SDG: Beijing, with the largest absolute number of foundations, ranks first in 16 out of 17 SDGs by the number of engaged foundations, while Guangdong only surpasses Beijing as first under SDG10.

SDG1 (No Poverty), SDG3 (Good Health & Wellbeing), SDG4 (Education) and SDG11 (Sustainable Cities and Communities) – reflecting national trends – received among the largest contributions from foundations of these four areas too, but with some differences. Beijing foundations tended to contribute more to SDG9 (Industry, Innovation and Infrastructure) and SDG17 (Partnerships for the Goals). For Shanghai foundations, SDG11 ranks second, following SDG 4, by the number of engaged charitable projects in line with the needs of the megacity to develop sustainable communities and municipalities.

As for the dynamics, the number of projects under the most popular SDGs decreased in Beijing, as the number of foundations grew, showing a diversification trend, while both the number of foundations in Guangdong and Zhejiang and projects under the top SDGs increased.

The trends in the amount of expenditure for foundations from these four places are in line with national trends, mainly contributing to the dominant SDGs.

ranking/year	2015	2016	2017	2018
1	Chongqing Province 91.94%	Chongqing Province 90.54%	Chongqing Province 92.21%	Chongqing Province 88.46%
2	Tianjin 88.41%	Beijing 82.35%	Sichuan Province 89.16%	Beijing 86.07%
3	Sichuan Province 86.93%	Shanghai 82.22%	Beijing 88.58%	Sichuan Province 85.63%
4	Liaoning Province 84.78%	Liaoning Province 79.44%	Liaoning Province 80.91%	Guizhou Province 81.03%
5	Guangxi Zhuangzu Autonomous Region 83.64%	Guizhou Province 78.85%	Hebei Province 80.70%	Shanghai 80.04%
6	Guizhou Province 82.61%	Zhejiang Province 75.82%	Guizhou Province 80.00%	Tianjin 77.01%
7	Beijing 82.38%	Tianjin 75.34%	Guangxi Zhuangzu Autonomous Region 79.27%	Hebei Province 75.19%
8	Fujian Province 80.52%	Hunan Province 75.10%	Shanghai 79.26%	Henan Province 72.44%
9	Hubei Province 80.00%	Henan Province 72.03%	Tianjin 78.31%	Jilin Province 70.91%
10	Zhejiang Province 79.51%	Hebei Province 71.00%	Henan Province 76.82%	Zhejiang Province 70.86%

Figure 3.13: Top 10 places by foundations' SDG relevance (2015-2018)

Overall, we found that there is no strong connection between a province's number of foundations and SDG relevance (see Figure 3.12). The popularity of the SDGs varies from province to province.

From the point of view of the SDG-relevance ratio (i.e. the ratio between the number of SDG-engaged foundations and the total number of foundations in any given area), Chongqing has had a leading position among all provinces since 2015, although the ratio declined to less than 90 percent in 2018. In 2018, aside from Chongqing, Sichuan and Guizhou foundations recorded an SDG-relevance ratio of over 80 percent, surpassing Zhejiang and Shanghai and well above the national average of 60 percent (Figure 3.3).

Foundations expenditure by place

In this section, we look at the dynamics of foundations' expenditures

Province	Growth rate of SDG-engaging expenditures (2015-2018)
Guizhou	1,020.4%
Jiangxi	353.4%
Hebei	306.1%
Hubei	301.5%
Guangdong	231.0%
Tibet Autonomous Region	195.4%
Shandong	138.2%
Chongqing Municipality	105.4%
Zhejiang	104.8%
Sichuan	103.2%
Fujian	100.6%

Table 1: Places with over 100% growth rate of SDG-engaging expenditures [27]

As the data shows, there is no relationship between expenditure growth rates and the number of foundations in different places. Several central and western provinces with fewer foundations experienced higher growth in their SDG-engaging expenditures. Guizhou, Jiangxi, Hebei and Hubei quadrupled their SDG-engaging expenditures.

Guizhou's charitable project expenditures grew at a rate of 1,020.4 percent during these four years. This mainly contributed to SDG1 (No Poverty), SDG3 (Health and Wellbeing), SDG4 (Quality Education), SDG5 (Gender Equality), SDG9 (Industry Innovation and Infrastructure), SDG11 (Sustainable Cities and Communities). Expenditures for SDG1 and SDG9 increased from less than CNY 100 million (USD 14.3 million) in 2015 to CNY 2 billion (USD 286 million) in 2018, thanks to 19 large charitable projects in 2018. This includes the Guizhou Poverty Alleviation Foundation's poverty

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[27] Growth rate: (the SDG-engaging charitable expenditure of 2018 minus the SDG-engaging charitable expenditure of 2015)/the SDG-engaging charitable expenditure of 2015

reduction project in Bijie county (CNY 2 billion), Guizhou Youth Development Foundation's Maotai Education Assistance project (CNY 150 million/USD 21.5 million) and Guizhou Red Cross Foundation's smart schoolyard project (CNY 108 million/USD 15.4 million). Jiangxi, ranking second in expenditure growth, also implemented 19 large charitable projects, including two projects worth CNY 100 million (USD 14.3 million). These are: Ganzhou Municipality Red Cross Boai Foundation's targeted poverty alleviation project and Jiangxi Province Women and the Children Development Foundation's Cancer Mother Assistance Project.

The 11 places with more than 100 percent spending growth are located in western and central China, where expenditures mainly went into poverty alleviation, education and health. Most of the foundations working in these areas are government-operated NGOs (GONGOs) and most of these projects were either funded or implemented through local governments, showing the influence of the government-driven poverty alleviation initiative upon the distribution of philanthropic resources.

Expenditure flow [28]

We introduce the "project expenditure flow" indicator to present the geographic flow of SDG-enabling philanthropic expenditure. The flow map of each places shows typical "destinations" and "origins" of funding. The flow generally goes from developed places with a larger number of foundations and expenditure capacity to western places, although the major destination of each places is different. For example, the expenditure from Beijing, Guangdong, Zhejiang and Shanghai flow into all other places of the country. In 2018, Sichuan was the major destination of charitable spending from Beijing, Guangdong and Shanghai, while most expenditure from Zhejiang went into Yunnan.

Figure 3.14: Flow of charitable expenditure from Beijing in 2018

[28] Data resource and calculation methods: firstly, to calculate a project's average expenditure, which is the total expenditure of the project divided by the number of project implementing locations. Secondly, to sum up the average expenditure of all projects of a location to get the total expenditure flowing into the place.

While being major destinations and recipients of charitable expenditures themselves, Sichuan and Yunnan also sent money out. Although 75 percent of charitable spending from foundations located in these two provinces were used within their provinces, there were still cross-provincial projects and funding flowing into their neighbouring provinces, or even abroad. It is worth noting though that some expenditure flow from these typical "recipients" to the top four provinces with the most foundations was mainly through summer camps and cultural exchange activities of ethnic minority groups.
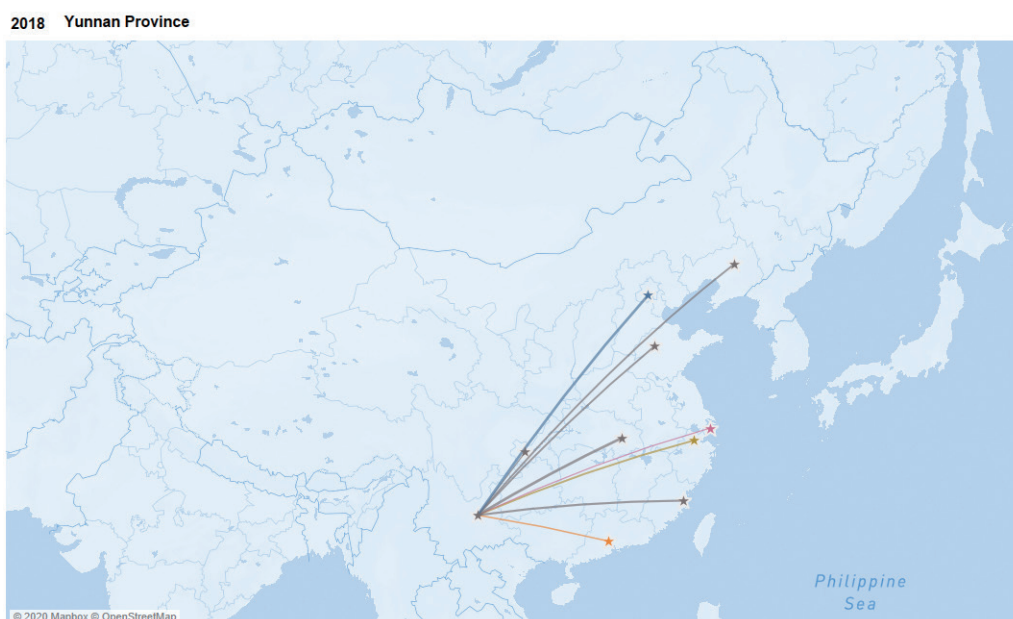
Figure 3.15: Flow of charitable expenditure from Yunnan in 2018
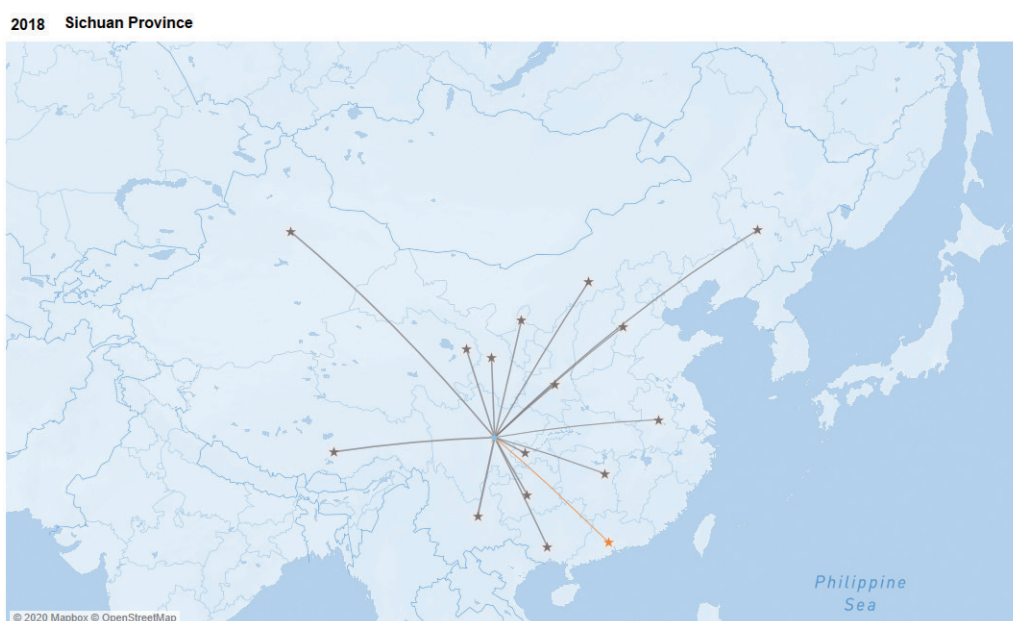
Figure 3.16: Flow of charitable expenditure from Sichuan in 2018

Chapter 4: Case Studies of 17 Representative Charitable Projects

In this chapter we present 17 charitable projects selected as case studies, as concrete examples of SDG contributions to complement the quantitative analysis, share empirical experiences, assess projects' impact and advance the applicability of the research.

Objective of the case studies and interviews

In this second phase of the "Philanthropy for Sustainable Development in China" initiative, interviews with foundations were adopted as a new approach to achieve two objectives:

- Firstly, to obtain insider insights from members of the philanthropic sector. Foundations were invited to verify the classification results of machine learning with their own understanding of both the SDGs and their foundation's vision and mission, project implementing modality, expenditure, etc. This step favors a deeper understanding of the SDGs by Chinese foundations and complements the quantitative analysis, bringing the sector's own voices to the table.

- Secondly, to showcase representative projects and promote impact measurement. Interviews have been compiled into the case studies, to present the practices of Chinese foundations through their charitable projects. 17 projects are collected within this report and structured using SDG+IMP frameworks [29] . This brings Chinese philanthropy's SDG actions into the international development discourse and applies impact measurement standards to show these projects' concrete impact and Chinese philanthropy's innovative potential.

Criteria and process of selecting interviewee foundations

The project's contribution to the SDGs was the primary concern when choosing interviewee foundations, as a project is the basic unit for data and a foundation's SDG engagement analysis. Aside from the project level, the interview also extended questions about the foundation's organization and management, particularly in terms of its overall relevance to SDG implementation.

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[29] The IMP framework aims at recording and assessing the impact on development from investment. Impact is a change in an outcome caused by an organization. An impact can be positive or negative, intended or unintended. Everything we do has impacts on people and the planet. To understand impact, five dimensions of performance have been identified:
  - What: tells us what outcome the enterprise is contributing to, whether it is positive or negative, and how important the outcome is to stakeholders.
  - Who: tells us which stakeholders are experiencing the outcome and how underserved they are in relation to the outcome.
  - How Much: tells us how many stakeholders experienced the outcome, what degree of change they experienced, and how long they experienced the outcome for.
  - Contribution: tells us whether an enterprise's and/ or investor's efforts resulted in outcomes that were likely better than what would have occurred otherwise.
  - Risk: tells us the likelihood that impact will be different than expected.
    More from https://impactmanagementproject.com/

4,388

4,388 foundations which have disclosed project information in 2018 in the database were screened.

282

282 foundations were selected according to their transparency, organizational development and consistency in terms of modern philanthropy concepts from the long list.

189

The list was shortened to 189 foundations whose project expenditure under relevant SDGs was with the heaviest weight in overal programming.

67

67 foundations were then selected, based on thier overall expenditure on SDG related projects as well as the weight of those projects in their overall programming.

17

Based on each foundation's impact, public opinion, reputation of their projects, operational modality and willingness to be interviewed, a shortlist of 17 was foundations created.

Figure 4.1: Process of selecting interviewee foundations

As shown in Figure 4.1, the process of selecting the foundations was as follows:

a. Firstly, foundations which have disclosed project information in 2018 were selected. There are 4,388 foundations that qualify in the database.

b. Secondly, the Foundation Transparency Index (FTI) [30] was used to screen these foundations. 282 qualified foundations [31] were identified by:

   • Having an FTI score higher than 95 in 2018, indicating that the foundation has better-developed organizational governance, project operations and financial management.

   • Having been listed by FTI for more than 2 years.

c. Third, only foundations with highest level of expenditures in SDG related projects were taken into account, resulting in a list of 189 foundations.

   • The percentage of the project expenditure in the foundation's overall expenditure during the research period was calculated. [32]

   • The top 20 foundations with the highest percentage under each SDG (189) were listed. [33]

d. The list was further shortened and each foundation's overall expenditure on respective SDGs was taken into account, resulting in a list of 67 foundations.

   • With regards to the estimated number of interviews to be conducted, the first 30 percent of foundations screened by step c were selected for the list.

   • To avoid bias caused by different expenditure scales, the top 3 foundations with the largest expenditure under each SDG were listed.

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[30] FTI is the Foundation Transparency Index, developed by the China Foundation Center with the Anti-corruption and Governance Research Center of Tsinghua University. It contains three dimensions: basic information, project information and financial information of a foundation to reflect Chinese foundations' level of self-discipline. The score ranges between 0-100. More information is available at: http://fti.foundationcenter.org.cn/PDFFile/2019FTIGuide.pdf

[31] University foundations have a unique operational model and functions, normally with the focus upon the development of the university per se, so it's excluded from selection.

[32] Calculation: the project's expenditure from 2015-2018 divided by the overall expenditure of the foundation from 2015-2018

[33] There is duplication of the top-20 foundations under 17 SDGs, therefore the total number in the list is less than 20 multiply 17.

e. Final selection

The final selection of interviewee foundations depended on the organization's influence within the philanthropic sector, its type, public opinion, adherence to modern philanthropy concepts, and availability for interview.

If a foundation screened in step d could not meet the criteria for the final selection, an alternative from the existing lists screened by step b or step c was to be selected.

Overview of interviewee foundations

SDG	Name of the foundation	Name of the selected project
SDG1 No poverty	China Foundation for Poverty	Beautiful Village Guesthouse
SDG2 Zero hunger	Amway Charity Foundation	Spring Sprout Nutrition Kitchen
SDG3 Health and Wellbeing	Shanghai Soong Ching Ling Foundation	Safety for Mothers and Infants
SDG4 Quality education	Hunan Wispring Education Development Foundation	Dream Building project
SDG5 Gender Equality	Guangdong Rural Women Development Foundation	Rural Companion project
SDG6 Clean Drinking Water and Sanitation	Alibaba Foundation	Water Source Clean Action
SDG7 Affordable clean energy	China Environmental Protection Foundation	Photovoltaic Electricity Generation for the Protection Station
SDG8 Decent Work and Economic Growth	Guangdong He Foundation	Shunde Charity Talents Training project
SDG9 Industry innovation and infrastructure	Tencent Foundation	Interactive Philanthropy Platform
SDG10 Reduce Inequality	Amity Foundation	e-Wan Action-orphan support
SDG11 Sustainable Cities and Communities	Shenzhen One Foundation	Post-disaster Reconstruction Plan
SDG12 Responsible Consumption and Production	Shanghai Yangjing Community Foundation	Yangjing Food Bank project
SDG13 Climate Action	Vanke Foundation	Response to Climate Change project
SDG13 Life Below Water	China Oceanic Development Foundation	Construction of Dayu Eco-island, Pintan County, Fujian Province
SDG15 Life on land	Inner Mongolia Lao Niu Foundation	Lao Niu Wetland Conservation project
SDG16 Peace, Justice and Strong Institutions	China Legal Aid Foundation	1+1 China Legal Aid Volunteer Action
SDG17 Partnerships for the goals	Narada Foundation	Third Sector Development project

Table 2: Interviewee foundations

CHARITABLE EXPENDITURE OF
THE 17 FOUNDATIONS IN 2018

CNY **5.68b**

9.89%

■ Charitable expenditure of the 17
foundations in 2018

■ Overall charitable expenditure of
foundations in 2018

25.3%

PROPORTION OF THE EXPENDITURE
OF THE SELECTED PROJECT IN
OVERALL EXPENDITURE OF THE
FOUNDATION

AVERAGE DURATION OF
SELECTED PROJECTS

8.88
YEAR

SOURCE OF FUNDING

35.45%
The foundation

17.55%
Internet/
crowdfunding

39.37%
Corporate/
individual

6.72%
Governments

5.57%
Other
foundations

GEOGRAPHIC DISTRIBUTION
OF THE 17 FOUNDATIONS

7 Beijing

4 Guangdong

2 Shanghai

1 Jiangsu

1 Zhejiang

1 Hunan

1 Inner Mongolia

Figure 4.2: Overview of interviewee foundations

The case study collection consists of 17 projects from 17 foundations across China. The total expenditure of the 17 foundations in 2018 was CNY 5.7 billion (USD 0.8 billion), accounting for nearly 10 percent of Chinese foundations' overall expenditures that year. Expenditures for the selected charitable projects on average were a quarter of the respective foundations' overall expenditures [34], so the case study projects represent Chinese foundations in terms of the scale and the weight of expenditure. The average project duration is almost 9 years, showing that foundations are seeking long-term impact. Regarding finance sources, the foundations themselves provided one-third, while more than half came from donations from corporations or individuals offline plus online crowdfunding, showing the latest trend of increasingly diverse funding. It is worth noting that for all 17 projects, funding from the Government was less than 7 percent of the total and mostly included governmental matched funding leveraged by the project (e.g. the Spring Sprout Nutrition Kitchen Project, SDG2, No Poverty), rather than as start-up or core funding. This shows the role played by the philanthropy sector as a complement to public finance.

Interview process and compilation

The project team sent out invitations to the 17 foundations identified by the screening process. All interviews were conducted between April and June 2020, including 15 by phone and two in writing. After finishing all interviews, the research team compiled 17 case study projects based on the alignment of projects with the relevant SDGs and data availability.

The interview consisted of two sections: firstly, an introduction to the foundation, the interviewee's understanding of the SDGs, and verification of the SDG classification results by the interviewee; the other was a qualitative and quantitative description of the selected project, including objectives, background, financial status and impact. The outline for the "impact" section is based on IMP's "5 dimensions of impact" framework (e.g. what, who, how much, contribution and risk), taking the philanthropic sector's assessment norms, implementations status, and data availability into consideration. Interviewees were also invited to share their thoughts on the foundation's challenges and opportunities.

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[34] It is counted by averaging the percentage of selected projects' expenditure in respective foundations' overall expenditure, no weighting was given.

Interview outline

Section. One: Verification of the SDG classification results of the foundation

With reference to your foundation's. disclosed project information, including annual reports, from 2015-2018, your foundation's project practices mainly contributed to the below SDGs as identified by the machine learning model built by the "Philanthropy and Sustainable Development in China 2020" initiative:

XXX

Based on your understanding of your foundation's work and the SDGs, you believe:

A: the results are correct

B. the results should be adjusted to _____

With regards to the consistency of your foundation's vision and mission as well as the project's practice with SDGs, we anticipate conducting an interview with you to collect more information and deepen our understanding of the project "xxx". The project is probably to be compiled into the case study section of the "Philanthropy for Sustainable Development in China 2020" report.

Section Two: Description of the selected project

The following questions are to collect information on the project: overview, relevance to SDGs, and its SDG-enabling impact.

1. Project overview

   1) Background and initiation

   2) Objectives

   3) Status quo: closed/ongoing/suspended

   4) Project duration: x years

   5) Source of funding: corporate/individuals/online crowdfunding/government/other

   6) Annual revenue and expenditure of the project

2. Impact of the project

   1) can you describe the major positive impact of the project by now and if it has fulfilled expectations?

   2) has there been unexpected impacts, positive and negative? If there has been negative Impacts, did you take relevant interventions?

Interview outlines were sent to interviewee foundations in advance. Foundations appointed interviewees, normally the senior management of the organization or the project manager of the selected project. All materials and data used for the case studies refer to publicly disclosed information of the foundation and feedback from interviewees. All facts of each case were confirmed by the respective foundation.

Key findings of the case studies

- Interviewee foundations have a good understanding of the SDGs and some are integrating the SDG framework into their project management systems. Most interviewees were able to use the SDGs to describe their organizational mission and project objectives during the interviews. Many of them believe their project practices have promoted the achievement of more than one SDG, and refer to "sustainable development" frequently. From this sample, we infer that concepts pertinent to the SDGs are to a large extent mainstreamed and embraced by Chinese foundations. Furthermore, some grant-making foundations, e.g. the Shanghai Soong Ching Ling Foundation and Amity Foundation, said they are introducing the SDGs into their grant application system to encourage more charities to be aware of and adopt the SDG framework for their project designs.

- For the type of impact, several foundations have made efforts at the "contribution to solutions" level, i.e. through practicesthat explore innovative solutions to existing development challenges. Of the 17 cases, some have established clear exit mechanism when project objectives are achieved, project models effectively adopted, applied and promoted by governments or other charities, or when the development challenges they address have been alleviated. On the other hand,others are running long-term ongoing projects and putting great efforts to improve the replicability of project models, without setting clear exit procedures. Creating public good is the inherent mission of charities. In many cases, foundations take action ahead of the release of new policies or synergize with policies to work on the same issue as the government, from a different and complimentary position. These cases have demonstratedthe role of Chinese foundations as solution providers to development issues and as supplements to public service.

- Foundations primarily operate through grant-making, without seeking financial returns. Their pioneering interventions have attracted local government funding and investment from the private sector. Philanthropic funding plays an indispensable role in blended finance. Several case study projects have attracted more government funding after their project models were recognized by the government, allowing their scaling up and benefitting more vulnerable people. Some foundations supported the development of instruments or platforms in certain areas that are conducive for governments and the private sector to identify investment areas and improve their efficiency. Some projects strengthened the soft capacity of local communities, unexpectedly tapping investments and business activities from the private sector, accelerating local sustainable development. The case studies showcase the strengths of charitable projects in model innovation and local capacity building, as well as their potential to be the subject of impact investing and blended financing.

- Foundations working in different areas have different understandings and applications of impact measurement, although there is some basic consensus within the sector. A common impact measurement system needs to be established. The interviews show that most available impact evidence is at the output level. For a long-term project, complex, diverse and changing external environments often add technical difficulties and costs to impact measurement. The absence of a common impact assessment system not only limits Chinese foundations in demonstrating impact on the international stage, but also restrains cross-sector collaboration, especially with the private sector.

17 case studies

Beautiful Village Guesthouse Project

(Source: China Foundation for Poverty Alleviation)

Project period: 2013 to present

Project revenue (2019):
CNY 45.5 million (USD 6.5 million)
Accumulated revenue:
CNY 215 million (USD 30.7 million)

Project expenditure (2019):
CNY 42.6 million (USD 6.1 million)
Accumulated expenditure:
CNY 111.2 million (USD 15.9 million)

Source of funding:
100% corporate/ individual

Project expenditure as a proportion of the foundation's overall expenditure: **5.16**%

Introduction to the Foundation

The China Foundation for Poverty Alleviation (CFPA) is a charity established in 1989. It is one of the largest foundations working on poverty alleviation in China. The foundation mainly carries out interventions in four areas related to different causes of poverty: health, education, industry support and disaster management. This work supports SDG1 (No Poverty), while contributing to SDG3 (Good Health and Wellbeing), SDG4 (Quality Education), SDG9 (Industry, Innovation and Infrastructure) and SDG11 (Sustainable Cities and Communities). Moreover, with decades of experience working at the grassroots level, CFPA is exploring cooperation with local civil society organizations and collaborations with foreign organisations for poverty reduction abroad, to promote SDG17 (Partnerships for the Goals).

Quote

"
Market-oriented intervention is not only the best way to protect traditional villages, to bring vitality to villages, but is also an effective approach to assist rural areas in getting rid of poverty.

—— Wang Jun, Deputy Secretary General, China Foundation for Poverty Alleviation

"

Project Overview

The Beautiful Village Guesthouse project was launched in 2013. Its essential purpose is to empower farmers with the ability to generate sustainable income, leveraging their natural endowment and increasing demand for rural tourism. Some roadless villages which used to be inaccessible to the public possess well-preserved cultural and environmental landscapes. In light of China's rapid urbanization, such villages are becoming attractions for city-dwellers and demand for rural tourism is growing, making them an ideal focus for developing sustainable rural industries.

CFPA learned from its early practices that if a poverty alleviation project relies solely on external aid, a project's benefits often cease after funding stops. To address poverty over the long-term, it is necessary to first, develop local sustainable industries and second, to encourage local communities and economies to achieve independent development.

In 2013, the Beautiful Village Guesthouse project was launched in Guizhou Province. It engages farmers as key actors by setting up cooperatives to empower them and build their capacities, especially their ability to connect to wider markets. The cooperative works as a platform for farmers to cooperate with external stakeholders, as well as internally mobilize to integrate resources. As tourism was identified as a possible alternative income for farmers, the project introduces market contacts to do tourism planning for villages, in addition to designing and managing guesthouses. Jobs were first offered to farmers to stimulate the local economy, generating local profits and incomes. The project also incentivises villages to protect their natural environment and local culture, as these became important sources of wealth for the local economy.

By the end of 2019, the project included 20 villages in 19 counties (districts) of 7 provinces, including 6 severely poor counties, with 81,000 direct beneficiaries. In 2019 alone, 10 villages started operations, with annual revenues of CNY 7.54 million (USD 1.1 million), creating 110 jobs for villagers, including 15 poor farmers.

Impact

What?

- The project has enhanced farmers' capacity to manage risk and increase their market bargaining power by setting up cooperatives, effectively avoiding unhealthy internal competition, and opening up entry points for rural industry development.
- Through creating jobs and incomes for poor farmers, the project has contributed to local poverty alleviation.
- The development of rural tourism has reinforced rural environmental and cultural protection.

Unexpected Impact: The project is an example of the effectiveness of a market-oriented intervention model for rural poverty alleviation and development. Furthermore, the innovation of commissioning the management of village tourism facilities to third-party market players exemplifies a new rural governance pattern separating ownership and management.

Who?

- Through the project, farmers and cooperatives improved their ability to adapt to the market and generate income. In the meantime, the environment and local culture could be protected, while other important local activities, such as selling agricultural products, were promoted.
- As local governments accelerate poverty alleviation efforts in rural areas, this project model – separating ownership and management in villages – has shed light on a rural governance model that may increase in importance in the future.
- Other stakeholders include donors (corporations) who provide funding and supervision for the project, as well as third-party organizations as service providers.

How much?

Poor households can generate income from the project in five ways:

- From employment during project implementation
- From their shares of the profits as shareholders of cooperatives, guesthouse owners and tourism facilities
- From selling agricultural products, transferring land use rights and from other job opportunities created by the project

The annual income generated per participating household is above the official poverty line.

Long-term contributions:

- The project demonstrates a rural development approach by using tourism as an entry point and introducing a market-oriented industrial system, with potential positive impact not only in reducing poverty and creating jobs, but also in sustainable production and protecting the environment as well as local cultures.

- It explores the potential of farmers' cooperatives in governing villages' economic affairs, offering an example of a more effective rural governance model.

- It provides opportunities for poor farmers to learn from and adapt to the market, to help them develop economically over the long term.

Risk:

- From the foundation's point of view, there is the risk that some villages may still be unable to effectively connect to the market on their own and may need continuous support beyond the three-year project period.

Opportunities and Challenges

Opportunities:

- The concept and operational mode of the project are in line with China's upcoming rural development directives. There is considerable demand from the government side.
- The development of China's rural infrastructure has equipped more villages with convenient transportation, which makes it possible for the project to reach more villages with good resource endowments.

Challenges:

Identifying, planning and positioning villages at the beginning is key to the success of the project, which is relatively challenging. Also, due to the large amount of investment per village required and the underlying challenges in achieving the project results, CFPA has to attract suitable donors and government partners to collaborate with. It is also important to identify capable market-oriented organizations as service providers.

The project is designed not only to protect the interests of farmers, but also to comply with market rules, so as to protect the interests of third-party entities as well.

Spring Sprout Nutrition Project

Project period: 2011-2016

Project revenue:
CNY 148 million (USD 21.1 million)

Source of funding:
36% the foundation
42% corporate/individual
22% government

Accumulated expenditure:
CNY 227 million (USD 32.4 million)

Project expenditure as a proportion of the foundation's overall expenditure: **63.67**%

(Source: Amway Charity Foundation)

Introduction to the Foundation

The Amway Charity Foundation (ACF) was established in 2001 with a multinational corporate background and a focus on education and nutrition issues for rural children. In 2015, the foundation recognized that nutrition is one of the key causes of poverty. At that time, in response to Chinese rural poverty alleviation polices, ACF proposed a "nutrition poverty alleviation" strategy, aiming to eliminate hunger through improving food supply to rural children. It mainly addresses SDG1 (No Poverty) and SDG2 (Zero Hunger). ACF's work on rural education also contributes to SDG4 (Quality Education).

Quote

" The mission of the Spring Sprout Nutrition Project is to address the "last mile" problem of rural children's nutrition issues at school to transform subsidies from governments into safe meals for children

—— Peng Xiang, President of Council, Amway Charity Foundation "

Project Overview

The objective of the Spring Sprout Nutrition Project is to address students' nutritional shortages in schools in poor areas, due to their lack of kitchen facilities and qualified management systems. While governments and migrant-worker parents subsidize students' meals at school, students' nutritional statuses were not effectively improved due to dysfunctional school kitchens.

In 2011, ACF launched the project to address this gap. The main activities of the project include:

(1) Installing kitchen facilities and training kitchen managers to set up "Spring Sprout Nutrition Kitchens" in rural schools. It distributed nutrition manuals for schools and conducted education and advocacy campaigns on child nutrition issues in local communities.

(2) Campaigning to improve public awareness about rural children's nutrition issues and raise funding.

(3) Mobilizing, organizing and training volunteers to supervise the project's implementation.

(4) Cooperating with local governments to maintain kitchen facilities and ensure kitchens' long-term operations.

As of 2016, the project had covered 305 counties in 22 provinces in China, establishing 3,855 kitchens, providing training for more than 3,800 kitchen managers and distributing 570,000 student nutrition manuals. It has benefited 1.94 million children. The project was completed in 2016. After then, only small-scale education activities were carried out when requested by local communities.

Impact

What?

• The project has improved the nutrition status of students in poor areas, enhancing their physical health and supporting their development.
• It has improved awareness of and activities related to children's nutrition in local communities, including among schools, parents and other residents.
• It has attracted more public attention to children's nutritional problems in poverty-stricken areas.
• It has encouraged governments to fund rural students' nutrition improvement programmes and formulate relevant policies.

Unexpected impact: After the project's first stage (2011-2013), local governments started to recognize the positive impact brought by it, providing matching funds and improving relevant policies. Since then, the project has mostly adopted a co-funding modality with local governments, leveraging CNY 860 million (USD 122.9 million) in funding from them.

Who?

• Rural students benefitted from the project with improved physical health and nutritional knowledge.
• Rural communities increased their awareness of and transformed their behaviour relating to children's nutritional issues.
• Rural schools and governments also learnt from the project model and experience, enabling them to set up new systems and provide solutions to child malnutrition issues.
• Volunteers and the public gained a deeper understanding of rural children's development needs, raising civic engagement.
• Other stakeholders include corporate donors, relevant experts and the media.

How much?

• The project has conducted control-group assessments on its outcomes, which has shown that its beneficiaries perform better in physical health indicators compared with control groups and local averages.
• These indicators include Body Mass Index, Rohrer Index, Height-Chest Circumstance Index, etc. For example, male student beneficiaries are on average 6.48 centimeters taller than the comparison group and that number is 3.21 centimeters for females.
• Project beneficiaries are more satisfied with schools' food and canteen hygiene than that of control groups.
• The project has helped to boost the rate of state-invested school catering from 47% in 2011 to 65% in 2015.

Long-term contributions:

• The project has established a lasting platform for improving student nutrition in poor areas.
• The project model has been adopted and applied by governments.

- Schools have continued utilizing kitchen facilities installed by the project and have received additional supplies from corporations and governments.
- The project engaged volunteers in its monitoring system, by establishing an innovative option for corporate philanthropy: a four-layer monitoring system including the central government, local governments, volunteers, and third-party evaluators. Volunteers play a key role in supervising project implementation and reporting problems in a timely way.

Opportunities and Challenges

Opportunities:

When implementing the project, ACF realized that the state only subsidizes students at school while aged 6-15 years old, excluding pre-school children, who also received little attention from charities. Hence, the foundation launched a new nutrition intervention project focusing on pre-school children aged 3-5. Pilots have demonstrated that certain interventions can improve the nutritional status of this group considerably.

Challenges:

Governments have invested heavily in the "hardware" for children's nutrition improvement, e.g. subsidies for facility construction, while some "software" problems are still unaddressed, e.g. the lack of necessary knowledge and incentives for schools and parents to change their behaviour. As such, more action is needed to empower schools and parents

Safety for Mothers and Infants Project

Project period: 2001 to present

Project revenue (2018):
CNY 1.4 million (USD 0.2 million)

Project expenditure (2018):
CNY 16.3 million (USD 2.3 million)

Source of funding:
100% corporate/individual

Project expenditure as a proportion of the foundation's overall expenditure: **20.13%**

(Source: Shanghai Soong Ching Ling Foundation)

Introduction to the Foundation

Founded in 1986, the Shanghai Soong Ching Ling Foundation (SSCLF) established by Soong Ching Ling and the China Welfare Institute is a foundation accredited for public fundraising. SSCLF has worked in education, culture, health care and other public welfare areas since it was founded, and aims to comprehensively improve the living conditions of marginalized groups. It mainly contributes to SDG3 (Good Health and Wellbeing), SDG5 (Gender Equality), and SDG8 (Decent Work and Economic Growth). SSCLF manages special funds set up by individual and corporate donors, while also implementing long-term, integrated projects.

Quote

" Thanks to funding and technical assistance provided by SSCLF, the hospital delivery rate increased dramatically in project sites, and county-level hospitals' management has been strengthened with growing revenue.

———— Yang Ye, Deputy Secretary General, Shanghai Soong Ching Ling Foundation "

Project Overview

The Safety for Mothers and Infants Project is SSCLF's oldest directly administered project. It began in 2001 and is still operating. It initially aimed to improve living conditions of ethnic-minority women, infants and children in remote areas. The project has evolved through three phases:

(1) 2001 - 2009: Due to cultural and economic factors, the hospital delivery rate was very low in western and central China. Therefore, the project focused on providing grants for poor pregnant women for their hospital delivery, as well as conducting advocacy and education through distributing maternal and child safety manuals. It also worked on enhancing the capacities of local hospitals, e.g. procuring ambulances and other medical equipment, developing the skills of doctors and nurses, as well as subsidizing further training for them in more developed cities.

(2) 2009 - 2014: With the government's increasing investment in rural medical care, the hospital delivery rate in project sites had improved considerably during this period. The project shifted its focus to improving county-level hospital capacities, including training staff and funding medical equipment.

(3) Since 2014: Realizing that even in more developed areas children's public health services were still under-supplied, e.g. dental and visual health, as well as nutrition, the project started to work in first- and second-tier cities to conduct training and advocacy in relevant areas. This work is not limited to low-income families, but serves all children.

The project's progress and evolution are in line with the government's general public health development plan and implemented in collaboration with relevant governmental departments. So far, the project has covered health stations at the county, township and even village-level in more than 20 provinces and autonomous regions. About 100,000 front-line medical staff and 1,200 hospital managers from nearly 700 maternal and child health hospitals have been trained, benefiting more than 100,000 babies. The project's work on urban children's public health service has directly benefited nearly 30,000 children.

Impact

What?

- First phase: the hospital delivery rate in project sites (western and central China) improved and the capacity of local hospitals was enhanced, which together led to the reduction of maternal and neonatal mortality rates.
- Second phase: the technical competency of medical staff as well as the managerial ability of county-level hospitals were enhanced, while hospitals' operating systems were optimized, improving their service and operational ability.
- Third phase: the project provides children's public health services in urban areas, which alleviates demand-supply imbalances in cities and improves the awareness of children, parents and schools in relevant areas.

Unexpected impact: In the project's early phase, training provided to county-level medical staff without the improvement of local hospitals' overall capacities actually drove staff to leave and look for jobs in higher-level hospitals, exacerbating the brain drain from county hospitals.
Intervention: The project put more efforts into building the capacity of hospitals' senior management and equipping medical facilities, to enhance the overall competency of local hospitals and ensure personnel retainment.

Who?

- Pregnant women and infants: maternal and infant mortality decreased.
- County-level hospitals and relevant personnel: technical, managerial, and operational capacity of local hospitals were improved.
- Urban children, parents and schools: the project's third phase has provided public health services for urban children, enhancing stakeholder awareness and benefits.

How much?

- The project is implemented in line with the national public health development plan, so it is difficult to separate project outcomes from the general progress of the country. However, the national maternal and neonatal mortality rate continued to decline since the project's launch from 28.38 % in 2000, to 14.9 % in 2008, 8.0 % in 2017 and 6.1 % in 2018.
- Following an assessment, the project looked more into the sustainable operational and service capacity of hospitals, such as their revenue and approval rates amongst the local population.

Long-term contributions:

- The project's long-term contribution is primarily the improved capacities of local hospitals.

Opportunities and Challenges

As a grant-making foundation, SSCLF mainly relies on local governments to jointly implement the project through coordinated support provided by higher-level governments. This modality reduces executory costs and ensures the project's sustainability. It does however bring risks, because officials in charge often have great influence on real implementation, which is beyond the foundation's control.

Dream Building Project

(Source: Hunan Wispring Education Development Foundation)

Project period: 2001 to present

Project revenue (2018):
CNY 5.9 million
(USD 0.85 million)

Project expenditure (2018):
6.6 million (USD 0.9 million)

Source of funding:
>80% individual/corporate
<20% other foundations
+ Online crowdfunding

Project expenditure
as proportion of the
foundation's overall
expenditure in 2018:   **53.39%**

Introduction to the Foundation

Hunan Wispring Education Development Foundation (HWEDF) was created in 2008, originating from a scholarship project initiated by its founder, Zhang Fan, in 2001. Currently, HWEDF is an operating foundation not accredited for public fundraising. Its vision is to allow every rural child to integrate into society with dignity and responsibility. It mainly contributes to SDG4 (Quality Education).

Quote

" We understand that education is a long-term issue and cannot be addressed only in three or five years, so what we are doing is providing lasting companionship for rural children. By demonstrating successful individual cases, we hope to facilitate the transformation of rural education concepts and system, to explore something more suitable for rural children.

——— Zhang Fan, Founder and Chairman,
Hunan Wispring Education Development Foundation "

Project Overview

The Dream Building Project originated from a scholarship scheme initiated by HWEDF's founder, Zhang Fang in 2001, which is still ongoing. Through field research, the foundation noticed that in poor, mountainous areas of western Hunan province, the right to education of children in low-income families was not being protected. Most are left-behind children. Short-term financial support can relieve their economic burdens, yet they still need long-term assistance, especially in social integration. Based on that, the Dream Building project has been working on creating a long-term companionship system for rural children, covering their secondary school, high school and university education. It provides both economic and social support, to assist rural students in completing their studies, integrating into society and finally, being in a position to give back. The project is part of the foundation's rural education intervention system which focuses on individuals. The system also has ongoing projects for building the capacities of schools and teachers. Key activities of this project include:

(1) Setting up the Dream Building Centre with local volunteers as tutors to provide after-school companionship for rural students.

(2) Providing scholarships and grants for poor students in primary and secondary education, as well as social integration opportunities, e.g. organizing summer camps.

(3) Students supported by the project can join the Wispring Students' Union after entering university. The Union aims to encourage students to engage in charitable activities to give back to society. It also has a Talent Fund, which gives grants to students who cannot fully afford postgraduate and overseas study.

Dream Building Center was set up in 9 counties by the project.

Impact

What?

- The project provides long-term companionship for local students.
- It provides financial support for rural students to finish secondary and tertiary education.
- It organizes extra-curricular activities for rural students to facilitate their social integration and broaden their horizons.
- It provides training for school principals to improve the local education capacity.

Unexpected impact: In some counties, local education departments and companies voluntarily approached the foundation after seeing the project's achievements, to offer funding and other support. Furthermore, a number of beneficiary students signed up for teacher's colleges and returned to their hometowns to work as teachers, further enriching local education resources.

Who?

- 3,600 rural students directly benefitted from the project. 70 percent of the students are female. With financial and social integration support, their right to education is protected, and they have more opportunities for personal development.
- 126 schools have, especially though their school principals, upgraded their ideas and approaches to education through the project.
- Volunteers have a more in-depth understanding of rural education, promoting further civic engagement in relevant issues. In 2019, local volunteers contributed more than 26,000 service hours while 4,386 non-local volunteers contributed 110,000 hours to the project.
- In addition to cash donations, more than 700 donors also contributed 6,500 volunteer hours in service to the project.
- Other stakeholders include charities as service providers, parents and local education departments.

How much?

- Enrollment rates have improved considerably, while the dropout rates of beneficiary students during middle school is now less than 5% and even lower during high school.
- The admission rate to first-tier universities amongst beneficiary students reached 50% (exceeding the Hunan Provincial average of 13%) and 80% to second-tier universities (surpassing the provincial average of 20%).

Long-term contributions:

- The project facilitates local education reform and innovation.

- County education departments at project sites have proactively sought cooperation with the foundation. For example, Yuanling County Education Bureau set up a charity affairs office specifically responsible for coordinating with the foundation and other charity projects.

- Local residents have improved their perceptions of education, moving from the previous exam-oriented method towards more diversified approaches, by interacting with multiple external factors introduced by the project.

- The project has also cultivated new actors in local education, such as local volunteers and donors. Education governance which used to be dominated by official influence has changed.

- It has also enriched local educational resources. 20 percent of beneficiary students have enrolled in teacher's colleges and by now, 50 out of 330 graduates have returned to their hometown as local teachers.

- More than half of college students supported by the project have worked as volunteers to support rural children.

Risk:

The project's intervention approach is long-term and involves multiple dimensions, making it difficult to conduct project assessments.

Opportunities and Challenges

Opportunities:

The accumulation of past experiences can accelerate the project's modelling, if given the necessary professional support. Today's urban-rural divide has also raised new demands in both urban and rural education, which the project, to some extent, has responded well to.

Challenges:

The project is designed to be long-term without an exit procedure, which to some extent slows the organization's development. The foundation also requires professional support, because it is currently unable to systemize and replicate this project model.

Rural Companion Project

(Source: Guangdong Rural Women Development Foundation)

Project period: 2015 to present

Project revenue (2018):
CNY 5.1 million (USD 0.7 million)

Project expenditure (2018):
CNY 6.1 million (USD 0.9 million)

Source of funding:
40% online crowdfunding
40% other foundations
20% corporate/individual

Project expenditure
as a proportion of the
foundation's overall
expenditure (2018):
2/3

Introduction to the Foundation

Established in 2013, the Guangdong Rural Women Development Foundation is China's first private foundation dedicated to rural women's development. It promotes the development of rural women and children as vulnerable groups, while taking the comprehensive development of rural communities into account. With the mission of building women and children-friendly villages, the foundation operates projects in rural areas to serve targeted groups, providing equal development opportunities for individuals with the aim of fostering sustainable villages with gender equality. It mainly contributes to SDG5 (Gender Equality) and SDG11 (Sustainable Cities and Communities).

Quote

" Rural Companion provides rural women with more resources and opportunities for individual development. Developed women have become important forces in rural community development and have leveraged more resources to flow into the countryside.

——— Zou Weiquan, Secretary General,
Guangdong Rural Women Development Foundation

"

Project Overview

The Rural Companion Project was launched in 2015 and is still ongoing. It has two primary objectives: to provide on-the-ground services to support rural women and communities with more opportunities for individual development and to support vulnerable groups in rural areas to realize sustainable village development.

The project identifies women in villages as "seeds" – namely, women who are active in public affairs. By developing courses on gender equality, livelihoods, etc., providing financial support and creating networks for rural women to build their own communities, the project empowers "seed" women to develop social capital. During the process, some women self-organized to form their own groups, becoming partners of the foundation to jointly work on village affairs, e.g. elderly care, children's education, agricultural livelihoods and environmental protection. Some of these groups have grown into formal organizations and with these "seed" women, have become civic forces addressing rural development issues.

By the end of 2019, the project's "seed" women network had 10,000 members, who set up 67 groups, covering 108 villages in 19 provinces.

Impact

What?

- The project has provided various types of support for rural women's personal development.
- The groups formed by "seed" women operate in more than 30 villages in multiple areas including elderly care, livelihoods and environmental protection.
- The model created by the project to identify and cultivate talents for charities and courses developed offers useful experiences for similar projects.

Unexpected impact: The participating women and self-organized groups have become major actors in boosting their villages' development. The project has attracted other organizations and corporations to the villages, leveraging business resources for rural development, such as rural tourism, to further facilitate sustainable development of the countryside.

Who?

- Local communities received services and assistance from these women and their groups, especially the elderly and children.
- Other project stakeholders include other charities as service providers and local governments.

How much?

The project focuses on building up women's capacities, e.g. from a "seed" woman's own capacity to self-organizing groups, which are then developed into formal organizations.

Long-term contributions:

- "Seed" women have become important actors in managing village public affairs, boosting rural development. This has encouraged some villagers to return home, bringing vitality to rural areas.
- Personnel shortages are a common problem faced by the non-governmental, non-profit third sector, particularly in gender equality areas. This project model can be studied by other organizations to cultivate and retain people.

Opportunities and Challenges

Opportunities:

With current trends of urban-rural integration and rural revitalization, more migrant workers are choosing to return home, so the foundation has the opportunity to tap into more rural talents. The younger generation also have more open and diverse views on gender issues, creating a better public opinion environment for promoting gender equality.

Challenges:

As a grassroots foundation, fundraising is a challenge because there is no core funding and funding sources are unstable. As more public attention is being drawn to the public health crisis, it is necessary for the foundation to explore new project models with fewer funding requirements and more activities on the ground.

Water Source Clean Action Project

(Qingshan village, the project site
Source: Alibaba Foundation)

Project period: 2011 until present

Start-up fund:
CNY 14.5 million (USD 2.1 million)

Source of funding:
100% from the foundation

Project expenditure (2018):
CNY 14 million (USD 2 million)

Project expenditure as a proportion of the foundation's overall expenditure in 2018:
17%

Introduction to the Foundation

Alibaba Foundation was founded by Alibaba Group in 2009. Its funding mainly comes from the company's charity fund pool, which accounts for 0.3% of Alibaba's annual turnover. The foundation's initial mission was environmental protection and building a green planet. In 2019, it included poverty alleviation funding, a volunteer platform and a charity platform within its work, to promote sustainable development more broadly. The foundation mainly contributes to SDG6 (Clean Water and Sanitation), SDG1 (No Poverty) and SDG17 (Partnerships).

Quote

"Sustainable environmental protection needs three actions: the first is environmental governance; the second is to advocate and influence more people, to engage the next generation of citizens in this issue; the third is to realize sustainability through incorporating business models.

—— Zheng Gaobo, Deputy Secretary General, Alibaba Foundation
"

Alibaba Foundation - Water Source Clean Action Project

Project Overview

The "Water Source Clean Action" project was launched in 2011 with the objective of protecting water resources. It is still in progress. Its work mainly includes:

(1) Supporting the construction of digital and information infrastructure for water protection. This includes funding data organizations such as the Institute of Public and Environmental Affairs and Green Net to set up an open database of information on environmental performance, such as a supply chain index and emissions data on more than 40,000 companies.

(2) Supporting research on environmental protection legislation, including submitting proposals to the National People's Congress (NPC) and Chinese People's Political Consultative Conference (CPPCC).

(3) Funding environmental protection projects, with 94 organizations in 23 provinces funded by the foundation. It has also financed the development of 386 organizations.

(4) Together with the Minsheng Foundation, the project set up the China Water Source Protection Charitable Trust, which not only uses traditional approaches to protect water resources in Qingshan village, Hangzhou (the pilot project site), but also built an eco-friendly brand to sell local rice, tea and other agricultural products. By empowering products with ecological meaning, the pilot village has attracted schools and companies to visit, fostering an industrial chain at the local level integrating environmental education, eco-tourism, and eco-agriculture.

Impact

What?

- The project has contributed to improved water resources protection policies. Suggestions generated by research and analysis have directly facilitated 256 decisions in more than 200 government departments.
- It has provided continuous financial support to water protection charities, established a non-governmental environmental protection network and made water resource governance more widely and deeply understood by improving data applications. In this process, more people have learned about water resource governance, forcing companies to enhance their environmental performance. As a result, more than CNY 700 million (USD 100 million) in funding from the government and private sector has been mobilized to invest in water resource management.
- It has improved public awareness and participation, attracting the attention and participation of 5.5 million people in protecting water resources.
- It has been exploring a sustainable model to maintain environmental protection through business income.

Unexpected impact: With the project's promotion and greater public participation, college students and communities have become emerging actors in water resources protection.

Intervention: the foundation plans to break from the traditional funding pattern of "foundation to charities", to include college students and communities as new grantees.

Who?

- Regulatory and policy-making departments of governments at all levels. Project results – particularly in data development and research – can also shed light on environmental regulation.
- Funding environmental protection organizations. The ability of these organizations is also enhanced through interaction and exchanges in the established network.
- The awareness and performance on environmental issues of concerned companies has improved.
- Public attention and participation in water resources protection has been strengthened.

How much?

The "Water Source Clean Action" project has made grants to a large number of organizations; however, the overall outcome of the project has not been assessed. Taking the Qingshan Village Pilot as an example, it has achieved:

- Water quality improvement: 15% - 20% of nitrogen and phosphorus pollution was reduced.

Alibaba Foundation

- Pollution control demonstration and promotion of eco-friendly water protection standards: a demonstration site and standards on eco-friendly water-saving planting were established. The project also built a digital platform to promote these standards.
- Business model exploration: the project has established an eco-friendly tea garden. To incentivize farmers, it offers compensation or sales resources to farmers based on local water protection achievements and tea quality.

Long-term contributions:

The project has improved public awareness in water protection, created a civic network, and explored innovative models for sustainable water protection.

Risk:

The project mainly relies on grant-making to facilitate environmental protection. However, Monitoring & Evaluation (M&E) on environmental-related projects is not mature in China. A lack of concrete and measurable indicators brings risks to grant making.

Opportunities and Challenges

Opportunities:

New communication technologies, such as live video streaming, have offered good opportunities for public engagement. The foundation expects to influence and engage more people in environmental protection in future, thanks to technological advancement.

Challenges:

The causes of environmental problems are complex. It is challenging for stakeholders to reach consensus due to conflicts of interests. For example, disclosing companies' environmental performance is intended to reveal environmental risks for firms, not to punish them, but some companies remain biased, hampering project implementation.

7 AFFORDABLE AND CLEAN ENERGY

Environmental Protection Station's Photovoltaic Power Generation Project

(Source: China Environmental Protection Foundation)

Project period: Since 2015

Total project revenue:
about CNY 2 millionn
(USD 0.3 million)

Total project expenditure:
about CNY 2 million
(USD 0.3 million)

Source of funding:
90% corporate/individual
10% the foundation

Project expenditure
as a proportion of
the foundation's
overall expenditure:
5/1000

Introduction to the Foundation

Founded in 1993, the China Environmental Protection Foundation (CEPF) works on advocacy, education, protection, developing the legal system and other areas related to environmental protection. It mainly contributes to SDG7 (Affordable and Clean Energy), SDG14 (Life Below Water) and SDG15 (Life on Land).

Quote

" Since 2015, CEPF has provided CNY 200,000 (USD 28,571) for the operation of a photovoltaic power plant located in Tanggula Mountain Town, Qinghai Province. The plant supplies an environmental protection station, provides power support for monitoring and communication, and makes public supervision and participation possible in plateau areas.

——— Wang Zhengang, Deputy Secretary General,
China Environmental Protection Foundation "

SDG7 Affordable and Clean Energy

Project Overview

The project is located at the headwaters of the Yangtze River in the central part of the Qinghai-Tibet Plateau. There was previously no access to the power grid in this area. The local government began to use diesel to generate electricity in the 1990s, which only supplied a certain number of hours per day. In 1997, the Sichuan Green River and Environmental Protection Association (Green River) carried out ecological protection work in this area and set up a protection station [35] on the Bank of Tuotuo River.

In 2015, CEPF donated 1 million yuan to build a 20-kilowatt photovoltaic power plant on the bank of the Tuotuo River, ensuring 3-6 hours' electricity supply in winter and 12 hours in summer, bringing stable, clean power to the world's highest-altitude water protection station. The plant supports the station's volunteers in their work and daily needs, providing electricity for the internet, TV, drinking water purification, sewage treatment, etc., as well as the station's monitoring equipment. Moreover, the plant demonstrates the use of clean and renewable energy for local governments, organizations and residents. The project is still ongoing and the foundation funds CNY 200,000 (USD 28,571) every year for plant operation and maintenance.

Impact

What?

- This project provides clean energy and power supply for ecological protection in an off-grid area, ensuring the work of environmental protection, scientific research and dissemination can be carried out.
- It provides a demonstration for the popularization of clean energy in the Qinghai Tibet Plateau.

Unexpected impact: The solar power system of the protection station not only supports the daily life and work of station staff, but also makes possible the use of more high-tech equipment in the off-grid protection zone by providing a continuous power supply and realizing real-time online information sharing, including relevant hydrological, meteorological and geological data. It has also deepened public and stakeholder engagement in the region's environmental protection.

Who?

- The charitable organization (Green River) receives a stable energy supply for its protection work.
- Local governments have a better understanding of alternative energy, which promotes the use of clean energy in the region.
- Relevant research organizations, urban science popularization organizations and the public have access to information and data from the plateau region, boosting relevant research and public awareness.
- Other beneficiaries include more than 300 residents and travelers.

How much?

The solar power plant generates 90,000 kwh electricity a year. Compared with diesel generation, it is more stable, lasting and clean.

Long-term contributions:

- The project has brought companies and civil society organizations to the headwaters of the Yangtze River to popularize the use of solar energy. To some extent, it has contributed to the decreasing use of diesel generation and increasing use of solar generation.
- Clean and stable energy supplies the operation of hi-tech equipment at the protection station, including data transmission, supporting information sharing and public engagement.

Opportunities and Challenges

Opportunities:

As governments, charities and the public are paying more and more attention to applying solar energy in off-grid areas, there are more opportunities to popularize clean energy.

Challenges:

Resource supply, high-efficiency and portable solar energy equipment in the plateau and alpine regions still needs to be strengthened, especially to ensure uninterrupted power supply for mobile communication devices.

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[35] protection station refers to a facility set up for certain protection purpose, e.g. a wild animal protection station is normally set for professionals to observe animals in the wild.

Shunde Charity Talents Training Project

Project period: 2015-2019

Project revenue:
CNY 3 million (USD 0.4 million)

Source of funding:
100% from the foundation

Project expenditure:
CNY 3 million (USD 0.4 million)

Project expenditure as a proportion of the foundation's overall expenditure: of the pillar that supported the development of charities during the project period

10%

(Source: Guangdong He Foundation)

Introduction to the Foundation

The Guangdong He Foundation is a family foundation established by entrepreneur Mr. He Xiangjian in 2013. Its work includes community development, charitable organization support, culture and arts, education and social innovation, poverty alleviation, health care and rural development. Through a multi-faceted funding system including a charitable trust, the foundation has contributed to several SDGs within and outside Guangdong province, including SDG8 (Decent Work) .

Quote

" Regional charity talents' cultivation should be focused and grassroots-based, because as a large community, a region has its own specific groups to serve and issues to address; compared with national talent cultivation projects which are "selecting the best", the regional project pays more attention to cultivating medium-level staff for charities and building talent pools for the philanthropic sector.

——— Wang Yueyun, Secretary General, Guangdong He Foundation
"

Project Overview

This foundation recognizes the shortage of mid-level personnel in civil society organizations in southern China. In 2015, the foundation, together with professional research institutes, conducted a survey on the demand for charity talents in Shunde (Guangdong Province). With more than 1,100 questionnaires from both individuals and organizations received, the survey revealed that there is a strong charity culture tradition in the region. Along with the rapid development of the charity sector and transformation of the social governance model, the demand for charity talent has increased sharply, while supply was insufficient. Meanwhile, the system to cultivate charity professionals was immature. Therefore, the foundation and Sun Yat-sen University jointly set up the "Shunde Charity Talent Training" project. The objective was to cultivate personnel for charities with a variety of abilities, e.g. in practical skills, innovation, and management, as well as with a broad vision of social issues.

The project lasted for more than three years and ended in 2019. Two terms of training were carried out with about 100 people trained. It has designed and developed three core curriculum modules - "professional skills", "strategic management" and "innovative leadership"- along with a course development system. The project also provided trainees with themed study courses, study tours, action research and opportunities to improve their integrated abilities.

Impact

What?

- This project has established a charity education model engaging multiple stakeholders, including foundations, universities and regional charitable organizations.
- It has also designed and developed a curriculum module for training talent for charities, organized a trainer's team composed of 85 scholars and experts and developed a set of feasible monitoring and evaluation systems for developing charity personnel.

Unexpected impact: After completing the training, many trainees became key staff in charities in Shunde. The alumni also established their own networks, providing opportunities for regular interaction and information exchange among members, stimulating collaboration and resource-sharing across sectors beyond the project's expectations.

Who?

- Trainees and their organizations: trainees have enhanced their abilities to better serve their organizations and boost their social impact.
- Local governments and communities: local governments and communities benefitted from the project because with improved skills, charities can contribute to more efficient problem-solving in local communities.
- Shunde charity sector: the project has reinforced the region's talent pool, laying the foundation for long-term sustainable development.
- Other stakeholders of the project include implementing agencies, mainly universities.

How much?

The foundation has developed a professional training system for charity talent, formed a set of monitoring and evaluation processes for relevant projects and established a charity personnel network in Shunde.

Long-term contributions:

- More than 100 charity professionals who participated in the project have strengthened their capabilities in areas such as strategic planning and diversity awareness, boosting the charity sector's long-term development.
- The project also offers lessons for building a wider charity talent cultivation system. After the project, the foundation carried out the "Grassroots Governance Leader Training Plan" project with the Institute for Philanthropy, Tsinghua University (Beijing). The alumni networks consist of members from various industries, such as charities, the media, community work, governments, etc. Interactions and exchanges within the networks boost cooperation across sectors and mobilize charitable resources more effectively, as well as bring other regions' resources to Shunde.

Opportunities and Challenges

The foundation must adapt to changes in policy environments related to charity and social governance, to better position itself in the larger social context and realize its mission. In addition, the regional talent training system must be focused on local needs and work at the grassroots level. To develop talent over the long term, it is necessary to support an individual's continued, methodical development and cultivate mid-level personnel, which is challenging to set up. Finally, cooperating between sectors requires new skills from charity personnel, which charities should respond to proactively.

Interactive Philanthropy Platform Project

(Source: Tencent Foundation)

Project period: since 2008

Project revenue (2018) : **0**

Source of funding:
100% from the foundation

Project expenditure (2018):
CNY 462 million
(USD 66 million)

Project expenditure
as a proportion of the
foundation's overall
expenditure in 2018:
62.44%

Introduction to the Foundation

Tencent Charity Foundation was established in 2007 by Tencent, upholding its role as a connector between people and philanthropy, promoting the use of internet technology, building a platform that can encourage netizens to engage with charities and promoting an ecosystem of civic participation. In addition, through several charitable projects, Tencent Foundation has explored the possibility of harnessing the internet for the public good, in areas such as rural development, education, poverty alleviation, emergency relief and employee welfare. The foundation's work relates to multiple SDGs, including SDG9 (Industry, Innovation and Infrastructure).

Quote

" The world is becoming better not because of big contributions from few people, but because of small contributions from everyone.

——— Sun Yi,
Deputy Secretary General, Tencent Foundation
"

Project Overview

In 2008, Tencent Foundation, as a corporate foundation built by an internet company, promoted the idea of "everyone can do philanthropy" through the grassroots nature of Web2.0. Using its strength in internet technology, the foundation launched the Interactive Philanthropy Platform as China's first online fundraising platform.

The Platform has two objectives: to facilitate civic participation in charities and to assist in the digitalization of China's philanthropy sector. The Platform aims to adopt technology to boost Chinese philanthropic development. Goals and working focuses have changed periodically responding to the philanthropy sector's progress and demands. The Platform has gone through three phases. First, it made participating in charities more accessible for more people through technological innovation; second, along with the spread of mobile internet, the Platform began supporting the digitalization and capacity-building of the philanthropy sector to improve its communication, management and efficiency; lastly, in the current phase, the Platform connects multiple stakeholders in philanthropy, including charitable organizations, the public and companies, to strengthen the sector's supply side and improve public trust in philanthropy, by adopting internet technologies to enhance transparency.

The project has developed rapidly along with the growing number of online donations and users. Products of the project are in line with changes in donor preferences, attesting to the transformation of China's online philanthropy from PC-based to mobile-based.

Impact

What?

- The project has enabled people to participate in charitable causes more conveniently and connected individuals, organizations and companies.
- It has assisted in the digitalization of the philanthropic sector, making its fund-raising more efficient and transparent.

Who?

- Individuals and companies: the project has provided more convenient and diversified access for individuals and companies to engage in philanthropy.
- Charitable organizations: the project funds and empowers charitable organizations with technology.
- Government departments: the project provides empirical evidence for policy-making in online philanthropy and fund-raising.
- Research and academic institutions: the project offers examples and cases for researchers working on online donation preferences and other trends.
- Media: as project collaborators, the media jointly promotes its activities.

How much? [36]

- From 2008 to 2013 there was rapid growth in fund-raising efficiency and scale. Cumulatively, platform users made 100 million donations during this period. In 2014 alone, online donations reached 100 million. In 2017, 99.7 percent of donations were from the mobile portal. As of June 2020, the number of donations was 340 million, with over CNY 8.7 billion (USD 1.2 billion) donated.
- Since the launch of "99 Charity Day" in 2015, the public, corporations and the foundation have together donated to charities. From September 7th to 9th 2019, CNY 173 million (USD 24.7 million) was raised through 48 million donations on the Platform. The matching donations provided by corporate donors was CNY 307 million (USD 43.9 million) and that of the foundation was CNY 399 million (USD 57 million). Overall, CNY 249 million (USD 35.6 million) was raised during the event.

Long-term contributions:

- The Platform has played an important role as a connector to encourage the habit of giving in younger generations, impacting online philanthropy's development over the long term.
- The project also empowers Chinese charitable organizations by building up their capacities and raising awareness, especially as transparency is positively related to fund-raising capacity. The project has also sped up development of the philanthropy sector's ecosystem.

Opportunities and Challenges

As the largest online philanthropy platform in China, Tencent Platform's user base and technical proficiency can provide opportunities to reshape China's philanthropy model, through technological upgrading and human-machine coordination. The key challenge will be in ensuring that all stakeholders are included in these technological changes, to guide optimal fairness in how charitable funds are allocated in future.

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[36] Internet philanthropy emerged in China around 2008. The baseline is lacking.

e-Wan Action – Orphan Support Project

(Source: The Amity Foundation)

Project period: since 2002

Project revenue (2018):
CNY 43.5 million
(USD 6.2 million)

Project expenditure (2018):
CNY 57.8 million
(USD 8.3 million)

Source of funding:
91.2% online crowdfunding
8.8% corporate/individual

Project expenditure
as a proportion of the
foundation's overall
expenditure in 2018: **24%**

Introduction to the Foundation

Established in 1985, the Amity Foundation aims to promote the development of education, social welfare, health care, community development, environmental protection, disaster management and other fields in China. Amity has also been committed to expanding its international vision since its creation. So far, its projects have covered 23 countries and have benefited tens of millions of people. In 2014, it became a "Special Consultative Status" organization of the UN Economic and Social Council [37]. In 2016, it established its European office and became a member of several international networks. With internationalization, Amity has gained a deep understanding of the SDGs and its work mainly involves SDG3 (Good Health and Well-being), SDG4 (Quality Education) and SDG10 (Reduced Inequalities).

Quote

❞ We are committed to subsidizing the basic education and living of rural poor orphans. We call on society to pay attention to this group and make greater space for their social development.

——— Wang Wei, Project Director of the e-Wan Action project, the Amity Foundation ❞

[37] For more about the "Consultative Status" of ECOSOC please refer to http://csonet.org/content/documents/ECOSOC%20Brochure_2018_Web.pdf

Project Overview

Since 2010, China has had between 240,000 and 720,000 orphans and de facto orphans a year. More than 70 percent are in the care of relatives. Because most of them are living with old and vulnerable grandparents, common problems are faced by this group: low family income, few subsidies and uneven distribution, aging guardians, child psychological problems, low educational levels, under-supplied medical insurance, etc. The e-Wan Action project started in 2002. Initially it made grants to AIDS orphans before expanding its service to a wider range of orphans, providing both physical and psychological support.

The project highlights the importance of orphans' overall development. Besides financial aid, it also addresses their mental health and psychological growth. It organizes activities to accelerate their socializing process and facilitates orphans' interaction with family members, peers, schools and communities to strengthen their social bonds. Project activities include:

(1) Direct economic support to orphans from compulsory education to college graduation, with requirements differing at different stages.
(2) Organizing summer camps, site visits and other activities to build ties between orphans and donors.
(3) Using online tools to integrate resources from domestic and international companies, individuals, churches, civil society organizations and the media to collectively work on China's orphan challenges.
(4) Jointly implementing the project with governmental departments.

The direct beneficiaries include more than 46,000 children, covering 366 counties in 17 provinces in Western China.

Impact

What?

- The project to some extent safeguards orphans' living standards and education by providing economic support.
- It links orphans with donors, rendering opportunities for donors to better understand orphans' diversified needs, as well as for orphans to socialize.
- It integrates resources from companies, individuals, local governments and the media to focus multiple stakeholders' attention on and participation in, issues relating to orphans.

Unexpected impact: The project activities do not exclusively serve poor orphans, but also disadvantaged children and left-behind children. Additionally, the project collaborates with local governments to provide assistance to a larger group, including orphans' sick relatives; therefore, it has benefitted more people than the original target group (orphans).

Who?

- The children, their guardians and communities have received social support through the project, which effectively alleviating the economic, educational and social pressures faced by orphans.
- Donors, including individuals and companies, have been able to better understand and support orphan-related challenges through the project, facilitating greater civic engagement and corporate social responsibility.
- Other stakeholders include the government, local charities, churches, volunteers, networks and the media.

How much?

- Grants to orphans are set in reference to official subsidiary standards, ranging from CNY 600 to 1,400 (USD 85.7 to 200) per month at different levels (national, provincial, municipal, and county-level).
- The project standards are, for example: an orphan receives CNY 2,200, 2,970, and 5,500 (USD 314.3, 424.3, 785.7) annually in his/her compulsory education, high school and college years respectively, including living costs, medical care, study, clothing, etc.
- The project pioneered the inclusion of de facto orphans (e.g. left-behind children) in its coverage, a practice now followed by the Ministry of Civil Affairs, which has issued policies to cover de facto orphans under the government subsidiary system.

Amity Foundation

Long-term contributions:

- Donors can fund orphans at all levels of education until graduation from college, depending on their intentions.
- Long-term donors and local staff are in constant communication with orphans, which supports their social integration.
- Many beneficiaries are enthusiastic about charity work when they grow up.
- The project has raised awareness for orphans from many actors in society.

Opportunities and Challenges

Opportunities:

Presently, there are a large number of de facto orphans (about 500,000), due to population movements and social development. The issue has attracted considerable public attention. In 2019, the government issued *Opinions on further strengthening the protection of de facto orphans*, expanding support in many areas from parenting, to healthcare and education. The Opinions also specify cooperation with civil society organizations and charities to improve orphan protection systems and support, so this project has opportunities in government procurement.

Challenges:

Online fund-raising platforms are the major channel in collecting donations for the project. This method garners much public attention and participation, but there are several challenges, including: low public trust in charities, intensified competition between charitable projects on online platforms, and over-concentration of funding sources. These challenges necessitate the foundation to operate projects and conduct advocacy more professionally. In addition, given children's diversified needs, obtaining support from the public and aligning with respective SDGs for many different needs is challenging.

Post-disaster Reconstruction Plan Project

Project period: since 2011

Revenue for post-earthquake construction in Lushan, Ludian and Jiuzhaigou counties since 2013 is CNY 474 million (USD 67.7 million).

Expenditure for post-earthquake construction in the three countries as of the end of 2019 is CNY 479 million (USD 68.4 million).

(Source: Shenzhen One Foundation)

Introduction to the Foundation

Founded by Jet Li in 2007, One Foundation was registered in Shenzhen as the first private foundation accredited for public fund-raising. It focuses on disaster relief, childcare & development, along with charity support & innovation. It mainly contributes to SDG3 (Good Health and Well-being) and SDG11 (Sustainable Cities and Communities).

Quote

" Disaster relief is an important area in One Foundation's strategy. From years of practical experience, the foundation has formed a full-chain intervention system, including disaster prevention & mitigation, disaster preparedness & relief and post disaster reconstruction. The project implementation process has learned from international experience and incorporates local knowledge as a pioneer in this area, to explore project models and standards fitting into Chinese contexts.

—— Li Hong, Secretary General, Shenzhen One Foundation "

Shenzhen One Foundation – Post-disaster Reconstruction Plan Project

Project Overview

The foundation has integrated disaster relief into its organizational strategy. It recognizes a gap in practice in that local infrastructure and communities still have limited disaster resilience capacities. Some rebuilt rural houses are unable to withstand a more intensive and damaging disaster. Since 2011, the foundation breaks disaster management specifically into three stages: pre-disaster, during-disaster and post-disaster, highlighting the full-chain management and construction of post-disaster resilient communities. The foundation supports all levels of government and works with professionals to carry out disaster-mitigation reconstruction, assist local people's resettlement, as well as improve local schools' and communities' disaster resilience.

Major activities of the project in Sichuan Province include:

(1) Safe homes: organizing training seminars for local craftsman to build cost-effective and resilient houses. The project constructs fully-equipped playgrounds as shelters for neighbourhoods. Further, it has developed courses and course materials to promote disaster-mitigation education in Ya'an's 8 districts with 100 schools. It provides technical support to local schools to enhance their emergency preparedness plans, improving schools' emergency procedures and students' understanding of responding to disasters, as well as making infrastructure more resilient.

(2) Safe community: the project improves communities' disaster resilience on both the infrastructure and soft skills sides. It makes preparedness plans for villages and hidden hazards sites, as well as builds community disaster alleviation centres. Moreover, it organizes villagers to set up rescue teams. Rescue teams practice and perform security checks on villages regularly. They are integrated into the official emergency response system in cooperation with the government's Emergency Management Bureau.

(3) Safe Centres: The project has set up disaster-mitigation education centres in Chengdu, located in the central of Longmenshan fault zone, a thrust fault in Sichuan Province. Centres primarily serve young people and adopt experiential learning – simulating earthquakes and teaching participants how to respond – to share and popularize life-saving knowledge.

In addition, a ten-year Ya'an Charity Trust for disaster prevention and mitigation was established. This provides consistent funding for building capacities of local civil society organizations after reconstruction. It also supports the development of local disaster-reduction networks between local schools, volunteer rescue teams and civil society organizations.

In the Lushan earthquake zone, the foundation supported the construction of a Youth Future Disaster Resistance Experiential Centre, 17 kindergartens, 20 playground shelters and 358 sets of steel-structure earthquake-resistant rural houses. It also built 115 disaster-reduction demonstration campuses in schools and 12 community disaster-reduction centres in 4 districts. The project has been implemented in 67 communities, benefitting 1,300 schools and communities.

In the Jiuzhaigou earthquake zone, the project supported construction of one kindergarten, implemented the "disaster-reduction demonstration campus" project in 8 schools and the "safe home" project in 19 communities of 4 townships, as well as establishing 19 community volunteer rescue teams.

Impact

What?

- The project has improved the technical ability of local craftsmen in building rural houses, aligning earthquake-resistance standards and sustainable livelihoods. It has also increased the earthquake-resistance capacity of local infrastructure.
- The project has improved the soft skills of local communities to deal with disasters. Cooperation with relevant government departments safeguards sustainable capacity improvement.
- The project has raised awareness and strengthened young people's knowledge and capacities in alleviating and mitigating the effects of earthquakes.
- The construction of local disaster mitigation networks have improved coordination among key community actors, therefore improving communities' overall disaster reduction and mitigation capacities.

Unexpected impact: Lushan County, one of the project sites, was selected as a pilot for the national comprehensive disaster reduction demonstration county initiative, providing a boost to promote the project and reinforcing its achievements.

Who?

Through the project, residents and local governments have improved their capacity for earthquake resistance and disaster reduction.

How much?

The project has used the following standards in its project implementation: the earthquake-resistance standard of local rural houses is in accordance with the *Management measures for rural self-reconstruction housing after Lushan earthquake in Sichuan Province;* the community comprehensive disaster reduction project refers to relevant standards in the "National disaster prevention and mitigation demonstration community"; and school construction is in accordance with the earthquake-resistance seismic fortification requirements class B in the *Classification standards for earthquake resistance of construction* and local reconstruction planning. The project also draws on lessons from international experiences. For example, the playground and disaster prevention centre applies lessons from Japan and Taiwan, while the community volunteer rescue team derives lessons from the United States Community Emergency Response Team (CERT).

Long-term contributions and risk:

- The long-term and sustainable impact of the project is reflected in the improved capacities of local communities and government processes. The participation of local governments also ensures rescue teams' continued operations after the project's completion.
- The strengthened abilities of school teachers, continuous development of disaster prevention & mitigation, as well as safety education courses also enables the project's lasting effectiveness. In some areas, community rescue teams have successfully dealt with mudslides and other disasters to rescue villagers. The Jiuzhai community rescue team has also been incorporated into the government's "county - township - village" three-level rescue system.

Opportunities and Challenges

The level and scale of the foundation's post-disaster intervention is different from that of the government. Its implementation depends on the amount of funding raised and reconstruction strategy. Usually, donations stop a month after the disaster occurs. The project must balance requests for hardware and software in the long and short term. It needs to make feasible plans considering resources, capacity and local conditions.

A public-fundraising foundation relies a lot on public donations, while for disaster issues, corporate donations prevail. Raising funds for disaster reduction is often overlooked globally, compared with livelihoods and social assistance. Thus, it is necessary to raise wider awareness about the importance of this area and mobilize donations from various sources.

Additionally, the project should take short-term revenue and long-term security into account, to better cooperate with local governments and strategically integrate the project into their reconstruction plans.

Yangjing Food Bank Project

(Source: Shanghai Yangjing Community Foundation)

Project period: since 2015

Project revenue (2018):
CNY 124,000
(USD 17,714)

Project expenditure (2018):
about CNY 129,000
(USD 18,428)

Source of funding:
83.9% online crowdfunding
16.1% corporate/individual

Project expenditure
as a proportion of the
foundation's overall
expenditure in 2018: **10.50**%

Introduction to the Foundation

The Shanghai Yangjing Community Foundation was established in 2013. It focuses on mobilizing resources within the community to serve multiple development needs and on promoting the sustainable development of the local philanthropy ecosystem. It mainly contributes to SDG11 (Sustainable Cities and Communities) and SDG12 (Responsible Consumption and Protection), as well as SDG2 (Zero Hunger).

Quote

"
This is a new and forward-looking charity modality, which can realize multiple charitable objectives including environmental protection, poverty reduction, along with community participation and governance.

——— Ren Yanping, Secretary General, Shanghai Yangjing Community Foundation
"

Project Overview

The Yangjing Food Bank Project was first launched by the Shanghai Green Oasis Public Service Development Center (Green Oasis), adapting the "food bank" model [38] of the United States to the local context. The original intention was to reduce surplus food waste in urban areas. During its implementation, it found that the project generated spill-over effects, by benefiting urban disadvantaged groups and empowering youth volunteerism. Therefore, two subprojects have also been set up in the Yangjing community: "Yangjing Food Package Action" (2015-2017) and "Sharing Refrigerators" (since 2018). Yangjing Food Package Action targeted vulnerable families in financial difficulties. The project collected and transported surplus foods with a relatively long shelf-life donated by farms, manufacturers, retailers and individuals, and distributed it to beneficiaries through community and other charitable organizations. In 2017, to improve the efficiency of the food distribution system and expand its coverage, the project was "upgraded" to the "Sharing Refrigerators" project. Refrigerators are maintained and supplemented by volunteers. Residents can get food using their ID once per day. The supplement also varies depending on actual needs of the neighbourhoods. For example, a refrigerator close to main streets would supply more fast food and drinking water to meet the needs of outdoor workers.

Impact

What?

- On the one hand, the project reduces food waste; on the other, it provides a free food supply to vulnerable groups.
- The project has also built a shared philanthropy platform for empowering community participation, leveraging community resources for leaving no one behind.
- Further, it has enhanced corporate awareness of food waste and inspired businesses to provide solutions. It has also strengthened corporate social responsibility and engagement in community welfare. Enterprises also benefit from reducing their food waste and surplus food management costs.

Who?

- The project helps immediate beneficiary families to access a safe and affordable food supply. The Food Package distribution standard refers to the government's minimum living standard, including groups targeted for government assistance and families close to the poverty line. For families with financial difficulties not covered by the social security system, the foundation and neighbourhood committee jointly refer to their income to determine whether they are eligible for food packages.
- The beneficiary group has also expanded from vulnerable community residents to delivery workers, cleaners and sanitation workers. This is because Sharing Refrigerators has not only provided food for multiple beneficiaries, but also a place for outdoor workers to rest in the same area.
- Multiple government departments including neighborhood committees and social assistance departments from 40 neighborhoods in the Yangjing community have been involved. They cooperate with each other and the foundation in publicity, screening beneficiaries, organizing volunteers and assisting project implementation to promote awareness and actions for responsible consumption in the community. 100 volunteers participated in the project 2,400 times in two years.
- Companies also donate food for goodwill, to fulfill their corporate social responsibilities, as well as to save costs on surplus food management.
- The Cooperative civil society organization (Green Oasis) set up the Yangjing special fund the foundation, making it easier to raise funds from more diversified sources.

How much?

- Supporting vulnerable groups: Since 2015, the Food Package project has benefited 51 poor families in total, distributing 2,256 packages.
- Reducing food waste: the project has collected and recycled more than 5 tons of food.

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[38] A food bank is a charitable model operated by a charity to distribute food to people who have difficulties in purchasing food.

Long-term contributions:

- Firstly, supplying food to families in need also improves connections and solidarity within communities.
- Secondly, many parents in the community encourage their children to participate in food donations, which not only enhance residents' understanding and recognition of the foundation's work, but also promote citizen engagement in charitable activities and donations.
- Thirdly, due to multiple objectives and innovative methods, the project has attracted extensive media attention and coverage, which spreads its model and shares experience with other similar projects.

Risk:

During the project's implementation, certain residents have not understood the distribution standards and are skeptical about the fairness of food donations, which may influence the project's credibility in the community. It is necessary to enhance communication with and engagement of the community, when setting standards.

Opportunities and Challenges

Opportunities:

The project is exploring a food backstage management and traceability system with donor enterprises, to develop an online management system ensuring informational transparency of the food supply. Additionally, the project can further support the philanthropy ecosystem and realize a professional operation mode relying on volunteer networks, creating sustainable social sector jobs in future

Challenges:

The public's expectations about food quality and shelf-life varies, so food security and safety information still need to be further disseminated. Considering food safety and avoiding additional donation risks, business partners who are potentially able to provide a sustainable food supply remain cautious about donating food that is approaching its expiration date. At present, the main supply of donations is from supermarkets, which mainly sell imported goods.

Response to Climate Change Project

(Wang Shi, Chairman of Vanke Foundation, and Chinese entrepreneurs at the founding ceremony of the "China Business Climate Action" (CBCA) initiative 2018 Source: C-TEAM)

Project period: 2013—present

Project revenue (2018):
CNY 86.8 million
(USD 12.4 million)

Project expenditure (2018):
CNY 74.8 million
(USD 10.7 million)

Source of funding:
100% from the foundation

Project expenditure as a proportion of the foundation's overall expenditure in 2018:
8.6%

Introduction to the Foundation

Vanke Foundation was established in 2008 by Vanke, a large real estate developer, to promote environmental protection and community development with the goal of building sustainable communities. Through its "Research-Pilot-Empowerment-Advocacy" approach, the foundation works to promote sustainable development through a number of dimensions, including policy, legislation, business, international organizations and civil society. It primarily contributes to SDG11 (Sustainable Cities and Communities), SDG12 (Responsible Consumption and Production) and SDG13 (Climate Action).

Quote

" Vanke Foundation has the strategic goal of building sustainable communities, focusing on climate change mitigation and adaptation as early as 2013. Vanke Foundation continuously collaborates with governments, industrial associations, businesses, civil society organizations, scientific research institutions and other stakeholders, sparing no effort to incubate and empower innovative entities through action pilots, policy advocacy, etc. In the process, Vanke Foundation's influence under a changing international background has gradually increased.

—— Chen Yimei, Secretary General, Vanke Foundation "

Project Overview

Climate change has been globally recognized as a serious challenge for all humankind. The "Response to Climate Change" project aims to bring together multiple efforts to share problem-solving strategies, in order to address it. The project also aims to explore professional and sustainable public good practices, as well as support and participate in the launch of more environmental public interest institutions or systems.

The "Response to Climate Change" project includes:

(1) China Business Climate Action: Since 2013, the Foundation has promoted the integration of climate change in business development strategies and corporate social responsibility, by hosting or co-hosting side meetings and summits at the United Nations Climate Conference.

(2) Clean Cookstove: The Global Alliance for Clean Cookstoves (GACC) was launched in 2010 by the United Nations Foundation to promote clean and efficient cooking energy solutions using market-based approaches. Vanke Foundation promotes the implementation of clean cookstove projects in China, in cities such as Yan'an, Shaanxi Province, and Linxia, Gansu Province.

(3) South-South Cooperation - Mekong River "Sunlight Village" projects: Vanke supports the Shenzhen Foundation for International Exchange and Cooperation (SFIEC) in promoting clean energy and sustainable development concepts in these areas.

(4) Funding Community Adaptation to Climate Change: In 2018, Vanke Foundation funded the Harmony Community Foundation in Guangdong Province to participate in the "First Seminar on Climate Adaptation in Delta Regions — Vulnerabilities and Adaptation in Communities."

Impact

What?

- The project promotes sustainable development business models and solutions to climate problems, by actively implementing practices to mitigate and adapt to climate change.
- It raises awareness about clean energy in China by demonstrating and promoting clean, efficient cooking energy solutions, to improve the living conditions of local people, the environmental friendliness of their communities and address climate change.
- It also provides experience and knowledge-sharing platforms for community-based climate adaptation practices.

Who?

- Climate change affects all humankind, so the stakeholders are broad and complex. This mainly includes businesses, governments, intergovernmental bodies, industrial associations, research institutions and think tanks, civil society organizations, as well as communities. These stakeholders, during the project's implementation, take on the following roles:
- Industrial associations and business partners carry out carbon reduction efforts, integrate climate action into corporate social responsibility and, to a certain extent, promote greener industrial polices through industrial associations.
- Non-profit partners participate in developing the China Business Climate Action initiative.
- Professional organizations, such as research institutes, engage in policy advocacy, industry empowerment, knowledge-sharing, public advocacy, etc.

How much? [39]

- The foundation jointly launched and signed the China Business Climate Action (CBCA) initiative to promote corporate efforts to tackle climate change. It also jointly organized the Entrepreneurs' Shenzhen Initiative for Green and Low Carbon Development, gaining support from over 1 million companies.
- The clean cookstoves project assisted 565 rural households in clean cooking. In 2018-2019, 1,095 people directly benefited from the project. Vanke Foundation supported the establishment of a pilot village in Fengxiang County, Baoji, Shaanxi Province, which established a biomass molding fuel plant, bringing jobs to 30 poor households.
- South-South cooperation: the "Mekong Sunlight Village" (Phase I) project was inaugurated in August 2018 in Takeo Province of Cambodia, providing a total of 300 off-grid domestic photovoltaic power generation kits to the area.which spreads its model and shares experience with other similar projects.

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[39] Due to the systemic and complex nature of SDG13 Climate Action, this case mainly takes into account project activities

Long-term contributions:

- Vanke Foundation mobilizes the Chinese business community through international summits and initiatives to integrate climate change into corporate development strategies and corporate social responsibility.

- It leads companies, industrial organizations and other relevant institutions to boost carbon reduction and green transformation efforts in production chains, as well as in industrial clusters.

## Opportunities and Challenges

Opportunities:

- Young entrepreneurs with an international vision and environmental concept are laying a solid foundation for their businesses to participate in addressing climate challenges.
- Chinese companies are likely to focus more on environmental protection and sustainability issues, due to three major factors: industrial transformation and economic development; increasing environmental policies and monitoring by the government; and a growing sense of social responsibility among the younger generation.

Challenges:

- China's economy is slowing down, so it is becoming harder to mobilize Chinese enterprises to focus on climate change. Thus, climate change projects require better content and strategies, as well as stronger organizational capabilities.

- The number of supportive foundations, non-profit partners and professional organizations in the climate change area remains small, making it difficult to implement climate-related work. This means projects need more innovative resource integration approaches and work processes.

Dayu Eco-Island, Pingtan County, Fujian Province

Project duration: 2015-2018

Total project revenue:
CNY 10 million
(USD 1.4 million)

Source of funding:
100% corporate/individual

Total project expenditure:
CNY 10 million
(USD 1.4 million)

Project expenditure
as a proportion of the
foundation's overall
expenditure in 2018:
39.6%

(Source: China Oceanic Development Foundation)

Introduction to the Foundation

The China Oceanic Development Foundation (CODF), established in 2015 by the State Oceanic Administration, focuses on funding and implementing projects concerning marine ecological conservation and restoration, marine talent training, marine science and technology, as well as marine disaster prevention and mitigation. It also works on marine spatial planning systems, marine space management and marine resource issues, along with scientific research into polar regions and the ocean. CODF also funds and undertakes projects such as marine spatial planning compilation for countries along the Maritime Silk Road and island countries, bilateral and multilateral cooperation on marine science with countries surrounding the South China Sea, research and action on global ocean governance, international marine exchanges, research and building of blue partnerships, etc. CODF also disseminates marine knowledge and supports marine publicity and education. CODF is mainly committed to SDG 14 (Life below Water) and SDG 17 (Partnerships for the Goals) through funding and conducting various natural resources-related activities, commissioned or authorized by the government.

Quote

As China's first public-fundraising foundation in the marine area, CODF has the responsibility and confidence to make active contributions to China's endeavours in marine ecological conservation.

———— Pan Xinchun, Secretary General, China Oceanic Development Foundation

Project Overview

Pingtan Dayu Island is one of Fujian Province's uninhabited islands, with considerable value for ecological conservation and utilization. It is affiliated with the Pingtan Comprehensive Experimental Zone in Fujian Province. Nevertheless, the island is in dire need of protection as it faces problems such as severe destruction of the natural coastline, serious island erosion, bank slope collapse, shrinking land area, destruction of vegetation and land degradation.

CODF collaborates with the Fujian Provincial Department of Ocean and Fisheries and other relevant institutes on the following objectives for the island: to implement the conservation, remediation and restoration policies of the State Oceanic Administration; to further improve its ecological capability and conservation; to assess possible development of innovative production, natural resources management and new technologies on the island for its economic and social development; to explore green, low-carbon development and conservation patterns and; to pilot a "test field" that can be replicated as an example. Major project activities include improving infrastructure on the island, restoring vegetation, beach and coastline, as well as building a detection and monitoring system.

Impact

What?

- This project supports the implementation of the Island Protection Law, National Plan on Island Protection and policies related to island development, as well as the Outline Development Plan of the Western Taiwan Straits Economic Zone. It also facilitates improved island management and development, along with implementation of Fujian Province's strategic goals related to marine development.
- Through this project, successful application of new technologies and experience in ecological conservation, island detection and monitoring can be promoted at the province and country level. This can have important implications for exploring an ecological development model for coastal and uninhabited islands that balances the islands' ecological conservation and development, by protecting the natural environment and ecosystems.

Who?

The Management Committee of the Pingtan Comprehensive Experimental Zone and villagers from both Beicuo town of Pingtan county and Donghan town of Fuqing city can benefit from the project and natural resources after remediation and restoration.

How much?

- According to the project's implementation plan, the project's ecological performance indicators are as follows:
- Vegetation restoration of the island covers an area of 1 hectare.
- Ecological landscape transformation covers an area of 0.8 hectares.
- Beach restoration covers an area of 9 hectares.
- Coastline restoration covers a length of 1.6 kilometers.
- The interception rate of floating marine debris exceeds 90%.

Currently, the project has reached or surpassed all the required indicators. For instance, beach restoration covers an area of 11 hectares.

Long-term contributions:

The Dayu Eco-Island project has yielded notable results in ecological restoration. For example, through vegetation and coastline restoration, as well as enhancement and release of aquatic species, a sustainable development momentum was formed in Dayu's ecology, supporting the natural preservation of the beach and land. Even during project construction, rapid recovery had been seen in the ecological chain of the intertidal zone of the island.

The project has also produced social effects, mainly manifested in public and media attention spanning from the initial stage to the project's closure, which helps disseminate knowledge and raise awareness of the importance of the island's ecology.

Opportunities and Challenges

The development and utilization of uninhabited islands has become a controversial topic. Opportunities and challenges coexist, with the protection and management of uninhabited islands being gradually improved. By summarizing lessons during project implementation, the CODF proposes the following:

1) Improve the legal system: China has a large number of islands with ecosystems of great complexity and irreplaceability. The legal system for island protection and management should be further improved on the basis of existing laws. In this way, a more comprehensive legal basis can be introduced to marine management departments at various levels, to better prevent illegal behaviours in island development and utilization, as well as effectively protect the island's fragile environment.

2) Improve the theories and methods of island protection and development: An evaluation index system should be built based on features of uninhabited islands. Technological research should also be conducted to support island development and utilization. Conservation, remediation and restoration should also be strengthened for ecologically damaged and degraded uninhabited islands, while ecological conservation restraints should be enhanced for developing and using uninhabited islands. Efforts should also be made to explore new patterns of island development and use, to improve development quality, with different island types treated differently to explore diversified protection.

3) Properly address historical issues

Legacies of historically negative effects in island use should be taken into account. Marine management departments should organize and collaborate with relevant departments in formulating measures for warrant transfers, which should be incorporated into island protection and management to improve both.

Lao Niu Wetland Conservation Project

(Poyang Lake wetland protection and management demonstration subproject Source: Lao Niu Foundation)

Project duration: from 2014 to present

Project revenue (2019): **0**
The general funding of the project consists of CNY 14 million (USD 2 million) provided by the Lao Niu Foundation and USD 11.3 million (USD 1.6 million) by the Paulson Institute

Source of funding:
55.25% from the foundation
44.75% from other foundations

Project expenditure (2019):
CNY 3.8 million
(USD 0.5 million)

Project expenditure as a proportion of the foundation's overall expenditure in 2019:
4.75%

Introduction to the Foundation

The Inner Mongolia Lao Niu Foundation, established in 2004 by Niu Gensheng as a family foundation, is engaged in multiple SDGs, mainly SDG 1 (No Poverty), SDG 4 (Quality Education) and SDG 15 (Life on Land). It focuses primarily on environmental protection, cultural education and industrial improvement. By 2019, the Lao Niu Foundation had worked with 180 institutes and organizations, carrying out 255 charitable projects in and outside of China, with overall expenditure reaching CNY 1.5 billion (USD 214.3 million).

Quote

The three principles of the Lao Niu Foundation's work are: to address fundamental causes of social issues; to allow professionals to do professional jobs; and sustainable development.

—— An Yaqiang, Secretary General, Lao Niu Foundation

Project Overview

The Wetland Conservation Project was jointly launched by the Lao Niu Foundation, the Paulson Institute, the National Forestry and Grassland Administration, the Chinese Academy of Sciences and other Chinese and international institutes. The project is dedicated to conducting research on and protecting China's most irreplaceable natural wetland resources.

China's coastal wetlands consist of 5.8 million hectares, accounting for 10.9% of the country's total wetlands. Located in the eastern regions - China's most economically advanced and densely populated regions – these coastal wetlands constitute an important ecological barrier, playing a unique role in regulating climate and maintaining ecological balance. Moreover, the total number of species of migratory birds which reproduce, migrate, stop over and stay the winter in China's coastal wetlands is 246, including 24 species of shorebirds that are a globally threatened species. At least 140 blocks of coastal wetlands reach the criteria of wetlands of international importance, internationally important bird areas, or are part of the East Asian-Australian Flyway Partnership (EAAFP).

Nevertheless, as China is late in coming to coastal wetland conservation, the status quo gives no ground for optimism. Major problems include the fact that: 1) laws and regulations for wetland conservation are not comprehensive; 2) management capabilities of different localities are yet to improve; 3) economic development has disturbed wetland conservation and; 4) public education and advocacy is not sufficient.

Based on the above, two phases of objectives have been set out in the Coastal Wetland Conservation Project. In Phase 1 (2014-2017), the status quo of wetlands was presented and analyzed through a research report. Information sharing and experience exchanges were realized by building platforms. Professional training sessions were provided to facilitate coordinated and consistent actions, as well as raise public awareness. Accordingly, in Phase 2 (2017-2020), the project published a report Blueprint of Coastal Wetland Conservation and Management in China, mangrove conservation was launched in China and the China Coastal Waterbirds and Habitats Database was established, including a database website, mobile app and bird recognition mini programme. A standards system of wetland education centres was also created with three demonstration sites being developed. The Ant Forest online platform was used to conduct education and raise public awareness of wetland conservation.

Impact

What?

- The project has provided reference for actions through research: the research report Blueprint of Coastal Wetland Conservation and Management in China was published in the first phase, providing a reference for conservation for decision-making departments, research institutes and civil society organizations.
- It has built databases and tools to provide infrastructure supporting conservation actions: data and tools such as the waterbirds and habitats database provide relevant institutes and public engagement with evidence for action.
- It has also improved the public awareness of and participation in wetland conservation, through advocacy and education.
- The already-implemented mangrove conservation project also directly drives China's mangrove conservation.

Who?

- Governments: through project implementation, the Wetland Management Department of the National Forestry and Grassland Administration provided policy support and professional expertise. The project's output has also helped relevant departments to enhance policies for wetland conservation.
- Research institutes: the project also organized experts to conduct research, including, for example, the Paulson Institute which provides technical support, the Institute of Geographic Science and Natural Resources Research, along with the China Academy of Science. Similarly, the project's research outcomes are designed to attract more research institutes to pay attention to and participate in research activities related to wetland conservation.
- Action network: the Coastal Wetland Conservation Network with 82 member organizations is responsible for project communication and promotion. Coordination among its members enhances advocacy and supports project implementation.
- Civil society organizations: Relevant civil society organizations have adopted conservation actions based on the research results, such as the Free Flying Wings project launched in 2016 by the Society of Entrepreneurs & Ecology.

How much?

As a pioneer of coastal wetland conservation, the project has no related benchmarks for measurement during initiation and implementation, which is under exploration.

Long-term contributions and risks:

- Based on the research results of the project, relevant policies and recommendations were submitted to the State Council, the National Development and Reform Commission, the Ministry of Ecology and Environment and relevant departments from Liaoning, Hebei, Tianjin, Jiangsu and Zhejiang provinces and Shanghai municipality. The document has drawn the attention of governments of coastal provinces and cities, as well as provided recommendations to policy-making departments of the Central Government.

- It has also indirectly pushed forward the release of the Notice of the State Council on Strengthening the Protection of Coastal Wetlands and Strictly Controlling the Reclamation in 2018.

- International exchanges and advocacy for the project also contributed to the approval of the Migratory Bird Sanctuaries along the Coast of Yellow Sea-Bohai Gulf of China being inscribed on the World Heritage List.

Opportunities and Challenges

Opportunities:

China's future wetland conservation needs public engagement, from businesses and governments to the public. Sustainable ecological conservation requires constant public advocacy and engagement.

Challenges:

Global cooperation challenges in biodiversity conservation are not merely environmental issues, but also associated with development, the economy, security, society and ethics. Both the complexity and the urgency of conservation has posed challenges to the project. Currently, conservation of ecological ecosystems involves multiple SDGs, with wetlands comprising the most important functions, making their protection imperative.

"1+1" China Legal Aid Volunteer Action

(Source: China Legal Aid Foundation)

From 2009 to present

Project revenue (2018):
CNY 9.1 million
(USD 1.3 million)

Project expenditure (2018):
CNY 8.3 million
(USD 1.2 million)

Source of funding:
100% corporate/individual

Project expenditure as a proportion of the foundation's overall expenditure in 2018: **6.4%**

Introduction to the Foundation

The China Legal Aid Foundation (CLAF), founded in 1997, is affiliated with the Ministry of Justice. It mainly provides legal services for the vulnerable, promotes judicial fairness and supports social justice. The foundation, based on the needs of different groups and regions, has set up 22 special legal aid funds to assist in dealing with many legal aid cases to effectively protect the legal rights of the vulnerable. It has mainly contributed to SDG1 (No Poverty) and SDG16 (Peace, Justice and Strong Institutions.)

Quote

" Through the "1+1" legal aid project, people in impoverished regions have built trust in the law. More people have chosen to resolve disputes through legal approaches and felt fairness and justice via the project, which has strengthened their belief in the law.

——— Zhang Jianhua, Secretary General, China Legal Aid Foundation "

Project Overview

In 2009, there were 319 counties without lawyers in China. Due to the lack of lawyers in poverty-stricken areas, CLAF, led by the Ministry of Justice and the CLAF Council, launched and implemented the "1+1" China Legal Aid Volunteer Action with financial support from corporations and individuals.

The "1+1" China Legal Aid Volunteer Action sends volunteer teams consisting of a volunteer lawyer and a grassroots legal service worker/law graduate to counties without lawyers in central and western regions of China for a year, to provide legal aid services for local poor residents, enhancing local legal aid capacity, promoting judicial justice, facilitating local economic and social development, and improving local legal systems.

Since 2009, the project has sent over 1,100 legal aid volunteers to more than 400 counties (districts) in central and western regions, as well as offered legal consulting services to over 200 impoverished counties. The number of direct beneficiaries has reached 16.8 million, and that of legal aid cases is 78,000. Millions of vulnerable people have enjoyed high-quality legal services as a result. Additionally, over 23,000 lectures have been held to popularize the law, thousands of group disputes have been resolved and more than 500 legal talents cultivated. The project has cost CNY 89 million (USD 12.7 million) and recovered nearly CNY 4.2 billion (USD 600 million) in economic losses for local people. The cost-effect rate stands at 1:47.

Impact

What?

- At the individual level, the project has strengthened people's trust in the law and more citizens have chosen to resolve disputes through legal channels.
- At the industrial level, it has also improved China's legal aid system and services, as well as expanded these by providing inclusive legal services to central and western regions. It has sent legal experts from the eastern developed region to central and western regions, as well as cultivated legal talents in impoverished areas, significantly addressing the shortage of lawyers in the central and western regions.
- At the social level, it has upheld social justice and strengthened social stability. In recent years especially, legal aid has facilitated poverty reduction and recovered losses legally for people in poverty-stricken areas, helping them to avoid falling back into poverty because of a violation of their rights. The project has also offered legal consulting services to governments of poor counties to improve law-based targeted poverty alleviation and to build a sound legal environment for local anti-poverty work.

Who?

- The project covers over 400 counties in 18 provinces in the central and western regions of China.
- Direct beneficiaries mainly include financially-disadvantaged citizens such as the young, minors, people with disabilities, women, migrant workers and laid-off workers.
- The legal aid services provided by the project have not only protected the legitimate rights and interests of local citizens, but also improved local capacities to practice the rule of law and relieved lawyer shortages.
- Other stakeholders include more than 1,100 legal aid volunteers, local government offices and lawyer associations that have participated in the project.
- The relevant offices and organizations of 29 provinces and cities have helped to recruit volunteers; 14 provinces and cities have assisted in choosing service destinations, guiding and managing volunteers, while 130 counties have supported the daily management of volunteers.

How much?

- As each place has a different population density and number of cases, the benchmark is hard to define.
- When planning and implementing the project, several indicators were set to evaluate its effects with regards to workloads, including: the number of cases represented; the number of legal instruments drafted; the number of times legal consulting occurred; the amount of legal advocacy and audience numbers; the number of legal services provided for the government; the number of documents drafted; the number of social conflicts and disputes resolved, as well as the number of people related to the disputes.

Long-term contributions:

- The project has raised awareness around the concept of rule of law in less-developed regions and improved capacity for local governance.

- It has attracted multiple parties to participate in legal aid services and set an example: for instance, businesses donate money to the project, law graduates provide services, while the number of participants and educational background of volunteers are increasing.

- It has also contributed to a more balanced regional distribution of lawyers. The project is still needed for the foreseeable future, but its long-term vision is that legal service needs can be fully met independently in the relevant counties, thanks to a more balanced distribution of lawyers and the continuous improvement of people's livelihoods.

Opportunities and Challenges

Opportunities:

When carrying out the project, CLAF realized there is demand for small short-term projects, especially legal aid services offered to small- and medium-sized enterprises in Hubei and notary services provided for civil servants who died in the line of duty during the Covid-19 pandemic.

Challenges:

Legal aid services fall short of demand, but there is no adequate funding to meet it. For example, in 2019, 245 counties asked for services and 252 volunteers signed up, but only 114 counties were served, due to the shortage of funding. CLAF calls on all of society to contribute to legal aid services and raise money to cover more regions.

Third Sector Development Project

Project duration: from 2015 to present

Project expenditure (2018):
CNY 4.1 million
(USD 0.6 million) (18 sub-projects)

Source of funding:
Mostly from the foundation
A small part from other foundations

Project expenditure as a proportion of the foundation's overall expenditure:

11.37%

(2018 China Foundation Forum
Source: Narada Foundation)

Introduction to the Foundation

Narada Foundation (NF), established in 2007, is a private foundation, with a mission of supporting the development of China's non-profit sector. It has contributed to realizing multiple SDGs, especially SDG11 (Sustainable Cities and Communities), SDG16 (Peace, Justice and Strong Institutions) and SDG17 (Partnerships for the Goals), by supporting the development of China's third sector.

Quote

" NF will continue to provide financial and strategic decision-making support for the creation of infrastructure for China's third sector in the future.

—— Peng Yanni, Secretary General, Narada Foundation
"

Project Overview

The "Third Sector Development" project, with nearly 20 sub-projects every year, aims to create infrastructure to facilitate the development of non-governmental organizations and support the development of China's philanthropic ecosystem by improving the policy environment and public awareness. This project is carried out in four main areas:

(1) Raising awareness of public issues and fostering social debate: The core sub-project is "Narada Insights", with an investment of almost CNY 1 million (USD 0.14 million) every year, which has been publishing articles on public issues on its official WeChat and Weibo accounts since 2016, to encourage the public to follow, think about and act on social issues.

(2) Strengthening policies and regulations to build an enabling legal environment: the project seeks opportunities to advocate and provide policy recommendations. For example, recommendations on the pay for non-profit organization staff in the Notice of the Ministry of Finance and the State Administration of Taxation on Issues concerning the Determination of the Eligibility of Non-profit Organizations for Tax Exemption (2018).

(3) Supporting data disclosure and standards-setting: core sub-projects include the release of Guidelines for Fundraising Ethics in China and support for the philanthropic data development of the China Foundation Center and Yishan. This means that people inside or outside of the philanthropic sector can better understand it through more transparent data, as well as make evidence-based plans and decisions.

(4) Building platform and network-based infrastructure to improve the number and capacity of civil society organizations: core sub-projects include support for the China Foundation Forum, Fundraising Center, China Donors Roundtable, China NGO Center for Disaster Risk Reduction and the Harmony Platform Community Foundation, through funding and joint governance (as a council member). This aims to facilitate the strategic planning, development and resource mobilization of these platforms.

Impact

What?

- The impact of the Third Sector Development project is difficult to trace. For NF, the overall target of the project – the creation of platform networks – has been realized.
- For example, the China Foundation Forum, in operation for 11 years, has influenced the sector through the participants to its annual conference and recent advocacy.
- Meanwhile, NF has promoted sectoral collaboration, e.g. joint funding with the Dunhe Foundation on the Leadership Building for the Platform Directors project.

Unexpected impact: NF has spurred joint domestic funding and international exchanges, including the introduction of international knowledge products to China, exchange of Chinese experience with international counterparts and partnership building.

Who?

- Stakeholders include all parties in the Chinese philanthropic sector: foundations, civil society organizations, local hub institutions, government departments, research institutes, scholars, the media and communities served.
- By funding the non-profit sector's infrastructure, the project has enhanced people's understanding of its work and expanded engagement.
- It helps to improve relevant policies and has promoted the development of tools and networks, which benefit all parties in the sector.

How much?

The project, without existing benchmarks or evaluation standards as references, has set a series of qualitative and quantitative indicators for the four areas:

- Civic engagement: Indicators for "Narada Insights" include quantitative indicators such as the number of articles, original articles, authors, views and interactions and qualitative indicators including the discussions on social issues and the transformation from viewers to contributors, which echoes the goal of "observation-thought-action".
- Policy advocacy: Indicators include policy changes made.
- Data gathering: Indicators include the availability, quality, and application of data.
- Platform networks: each project officer communicates regularly with relevant project implementing organizations to learn about the progress and results of projects. NF has assisted in organizing and managing some of them to better map their progress.

Long-term contributions:

Work in the four areas requires different lengths of time to make long-term contributions:

- Public awareness-raising and its long-term contribution requires the longest time to realize.
- The long-term contribution of policy advocacy is uncertain.
- The evaluation period for the long-term contribution of data gathering is five to ten years, and is largely concerned with the effects of the application of acquired data, e.g. whether it has improved foundations' transparency, whether donations are traceable in terms of sources and destination, and whether it has influenced donors' behaviour.
- The contribution of platform networks can be seen within five years, as it catalyzes the sector's development in certain aspects.

Risks

NF has a limited number of staff compared with the number of sub-projects under management; therefore, considering the capacity of NF, it is necessary to think about exit procedures.

Opportunities and Challenges

Opportunities:

Corporations and the public are increasingly action-oriented around public issues. There are increasing possibilities for cross-sector collaborations for problem solving, including the philanthropic sector.

Challenges:

The project has only a small amount of funding - on average CNY 5 million (USD 0.7 million) per year to be invested in 20 sub-projects - while there is huge demand and only a few foundations engaging in the sector's development arena.

Chapter 5: Action Plan

The first phase of the initiative in 2017 set up an action plan for "Philanthropy for Sustainable Development in China" with four phases, as per Figure 5.1. After three years, the first two phases have been completed and many tasks have been accomplished either by the two initiating organizations, UNDP and CFC, or by entities in the philanthropic sector.
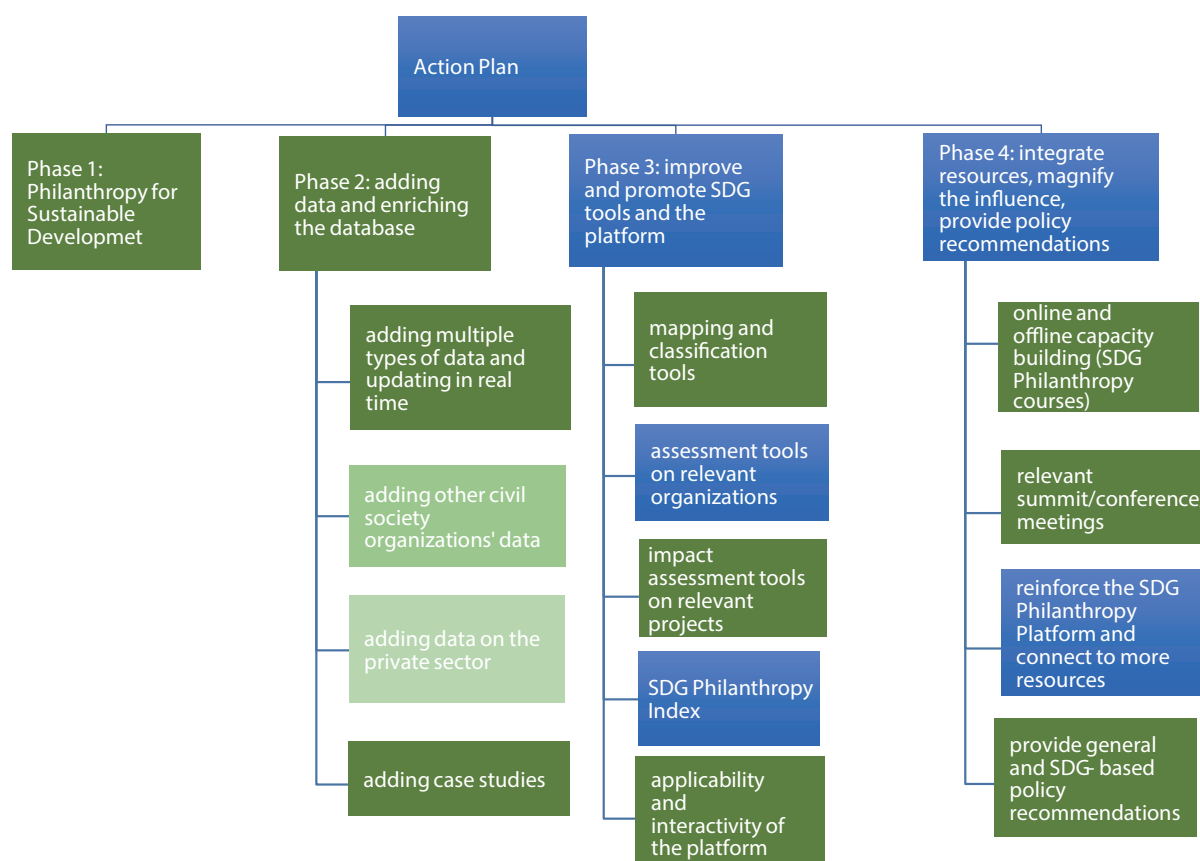
Figure 5.1: Action Plan

* Green refers to accomplished; blue refers to unaccomplished; light green refers to accomplished by other organizations in the sector

As Figure 5.1 shows, by the initiative's first two phases, more than half of the plan's total actions have been achieved, including some from the third or fourth phase, ahead of time. However, the assessment tools on relevant organizations, the development of the SDG Philanthropy Index [40] and further integration of resources still require further action. Below is a summary of the progress and achievements of each phase:

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[40] SDG Philanthropy Index was first proposed by the 2017 report. It envisages an integrated assessment system to measure Chinese philanthropic organizations' contribution to the SDGs. For a more detailed description, please refer to Chapter 5, *Philanthropy for Sustainable Development in China.* 2017. UNDP.

(1) The first phase: the project established data analysis methodologies for the "Philanthropy for Sustainable Development in China" initiative in 2017 and published the report and the real-time platform. Building on that work, the classification methods and visualization design of the platform have been improved in the current phase.

(2) The second phase: CFC has led the extension and upgrading of the database, to make it possible to continue research and data tracing, as well as engage in further assessment. In this report, representative cases have been collected addressing the action plan's case study component and providing a micro-level view of concrete work by foundations.

The limitations of the database: foundations occupy less than 1/100 of the total number of civil society organizations in China. Data on the huge number of social service-provision organizations is lacking. Furthermore, data on local charity federations, the National Charity Federation and the Red Cross is worth further analysis, because of their large number of projects, the fact that their funding is worth one third of all domestic donations and that their work relates to several SDGs. Even though relevant compilations have been done during the past few years by research institutes, including SDG databases and corporate databases from different perspectives, the data and information are scattered and need further integration. New analysis perspectives can be introduced – such as research on different funding resources including companies, families, public foundations, etc. – to examine donation preferences in relation to the SDGs and guide more effective SDG investment.

Therefore, the next step is to integrate different types of SDG-mapping philanthropy databases, to classify, compare, and share data under unified standards, as well as promote resource integration and collaboration between organizations. This task should be led by a neutral organization, which does not seek profits from data, but has data disclosure, data transparency, and data sharing as its key mission to mainstream the SDGs within the philanthropic sector.

(3) The third phase: the report from the second phase conducted impact assessment at the project level through interviews and utilizing an IMP framework.

In future, the updated classification methods and the key words database can be shared and promoted to assist other organizations and sectors to do SDG-based mapping and classification. Through an integrated database and unified classification standards, it is possible to set up the SDG Philanthropy Index.

(4) The fourth phase: since the release of the report in the first phase, online and offline SDG-based capacity-building activities and meetings have been widely organized. The discussion topic has evolved from "what are the SDGs" or "what's the relationship between the SDGs and philanthropy" to more in-depth and practical areas, including how to map organizations to SDGs, as well as how to mobilize resources based on one or several SDGs.

Work in the fourth phase will continue to depart from the existing accomplishments of the second and third phases. It will be more spontaneous and focused. CFC will continue to play a leading role in the foundation sector, while UNDP will put more effort into supporting cross-sector cooperation and international exchange.

Chapter 6: Recommendations

Based on the key findings and multi-angle action plan presented in Chapter Five, the report brings forward a set of recommendations categorized according to their target: for platform stakeholders, for policy makers (especially government agencies), and for international partners.

For platform stakeholders:

- **Foundations and other types of charities in China**

It is still necessary to push for standardized disclosure of project information by all philanthropy's players - foundations, charities, etc. We also encourage the establishment and promotion of an SDG-based common impact measurement system. The five dimensions of IMP and the SDG Finance Taxonomy (China) [41] developed by UNDP can be useful tools to facilitate the incorporation of Chinese philanthropy into international development discourse and cross-sector cooperation.

Chinese foundations can integrate resources using the SDGs as metrics. Foundations working under the same SDG can collaborate to improve the efficiency of resource use. In addition, given that philanthropic resources in China are significantly skewed towards certain SDGs, foundations are encouraged to pay more attention to the under-invested SDGs through innovative partnerships, to achieve sustainable development comprehensively.

Inter-regional exchange and cooperation between foundations could be further encouraged to share best practices and facilitate more balanced inter-regional development of China's philanthropic sector. Furthermore, it is necessary to explore how to mobilize grant-making foundations as the sector's pivotal organizations to optimize resource distribution and fulfil their missions, to further harness Chinese philanthropy's potential to support the SDGs.

- **Private sector in China**

The private sector has become a major driving force for philanthropy, as it exercises corporate social responsibility and provides funding for charitable causes. The strength of the private sector, represented by corporate foundations, has played an important role in the philanthropy sector in China. With a trend of breaking boundaries between different sectors, experienced corporate foundations can provide successful lessons for more companies to participate in philanthropy, while direct dialogue between the private sector and charitable organizations is needed to give rise to innovative partnership models and further practices, such as impact investment and blended financing.

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[41] UNDP China. SDG Finance Taxonomy (China) [2020]. See: https://www.cn.undp.org/content/china/en/home/library/poverty/technical-report-on-sdg-finance-taxonomy.html

- **Philanthropy think tanks and research institutes**

Philanthropy research institutes are the core technical force in mainstreaming the SDGs and building up the impact measurement framework in the Chinese philanthropy sector. Together with the practitioners, research institutes can develop tools, courses and training, as well as carry out case studies in response to emerging changes and trends, to share lessons and experiences for the sector.

- **Other professional platform organizations**

SDG Impact, the global initiative launched by UNDP, provides tools and platform approaches for measuring and managing impact. UNDP will further cooperate with other platform organizations of Chinese foundations to explore the role of Chinese philanthropic capital in promoting financing for sustainable development.

- **High-Net-Worth Individuals (HNWIs) and the public**

Based on the methodology and tools introduced by the report, further refinement on the applicability and standards of SDG-based donations can be done. It will help guide HNWIs to think, analyse and select which of the 17 SDGs to support. Also, the quick development of social media and crowdfunding tools has placed the public as an increasingly important supporter of philanthropy. The platform can help the public to make more informed choices in their charitable practices, e.g. volunteering and donations to accelerate sustainable development progress.

For policy makers:

As the regulatory agency for Chinese foundations and other charities, the Ministry of Civil Affairs and its local branches play a unique role in collecting data, guiding policies, etc. Cooperating with civil affairs departments, facilitating the improvement of databases and relevant regulation tools can boost efficiency, promoting and optimizing SDG participation in the philanthropic sector. The strict requirements for information disclosure and accreditation for public-fundraising in the Charity Law 2016 can address insufficient project disclosure to some extent and are conducive to the tracking of SDG-related funding in a more targeted manner. In addition, policy makers could incentivize investments to flow into underinvested SDGs and regions, to balance the regional distribution of Chinese foundations under the 17 SDGs. Last but not least, the report can support the Ministry of Civil Affairs to better respond to China's development needs, collaborating with other governmental agencies to realize the SDGs in China.

For international partners:

Philanthropy is one of the most important elements of SDG17 Partnership for the Goals. The real-

time platform established by the "Philanthropy and Sustainable Development in China 2020" project contributes to partnership building not only within China's philanthropic sector, but also internationally. It uses the SDGs as the interface to present the engagement, contributions and characteristics of Chinese philanthropy on the global stage, advancing its efforts to boost transparency and internationalization. This platform also provides Chinese best practices and experiences for international comparative study, along with more efficient resource mobilization and integration across countries.

Building on the positive results so far achieved, international partners could reinforce the efforts to support the full achievement of the Action Plan, share best practices and foster transparency to build an enabling environment for Chinese foundations within and outside of China. They could also further raise awareness among public authorities, the private sector and general public about new blended finance models, so that the global goals to end poverty and protect our planet can be adequately funded.

"Philanthropy and Sustainable Development in China 2020" has demonstrated the progress achieved in mainstreaming and implementing the SDGs by the Chinese foundations, providing empirical evidence to showcase its contributions and lessons for further international cooperation. The project will continue facilitating the integration of the SDGs into the philanthropic sector within and outside China. It will also adapt to a new socio-economic, political and cultural context in the post-pandemic era, and continue to advance the 2030 Agenda for a sustainable world that leaves no one behind.

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Annex 1: List of key words

SDG	Inclusionary key words	Exclusionary key words
SDG1 No Poverty	Poverty	Xiangjiang Scholar Plan
	Targeted poverty alleviation	Birth defect
	Poverty reduction	Self-protection
	Make a living	Public fundraising
	Mountainous areas	Belt and Road
	Subsistence allowance	
	Low income	
	Economic hardship	
	Western regions	
	Assistance to disease treatment	
	Trapped by poverty due to illness	
	Living in difficulties	
	Trapped by poverty due to disaster	
	Mutual-aid at village level	
	Farmer's loan	
	Poverty alleviation	
	Rural loan	
	Poor	
	Donate medical equipment	
	Recipient groups	
	Extremely poor	
	Old revolutionary base	
SDG2 Zero Hunger	Hunger	
	Infant	
	Malnutrition	
	Free lunch	
	Keep from hunger	
	Nutrition status	
	Development retardation	

	Child nutrition intervention	
	Nutrition improvement	
	Nutritious breakfast	
	Nutritional supplement	
	Healthy development	
	Kitchen	
	Canteen	
	Recess snacks	
	Benevolent snacks	
SDG3 Good Health and Wellbeing	Pregnant women	
	Maternal women	
	New-born baby	
	Disease	
	Infectivity	
	Traffic accident	
	Drug abuse	
	Alcoholism	
	Reproductive health	
	Health and fitness	
	Medical assistance	
	Disease screening	
	Disease assistance	
	Trapped by poverty due to disease	
	Serious disease assistance	
	Life health	
	Sanitary conditions	
	Health center	
	Hospital	
	Nutrition improvement	
	Having difficulties in getting medical service	
	Unaffordable medical service	
	Poverty leukemia	
	Donate medical equipment	

	"Two cancer" (breast cancer and cervical cancer) assistance	
	Assistance to the visual impairment	
	Health facilities	
	Rehabilitation studies	
	Medical cause	
	Rheumatoid arthritis	
	Patient assistance program	
	Medical equipment	
	Pneumoconiosis	
	Treatment of chronic kidney disease	
	Patients with stromal tumor	
	Free treatment	
	Cochlear donation	
	Cochlear implant	
	Electrocardiograph	
SDG4 Quality Education	Education	Life oasis
	Learning	Food Security
	Vocational training	Serious Disease
	Learning environment	Difficult in getting medical services
	Scholarship	Prevention and control campaign
	Teacher	Filmmaker talent
	Educational resources	
	Knowledge	
	Education Foundation	
	Student grant	
	Educational equality	
	Vocational education	
	Talent	
	Think Tank	
	State-funded	

	Cultural and artistic exchanges		
	Student aid action		
	Schwarzman College		
	Township Library		
	Shuhai project		
	Student aid action		
	Fanhai Student Aid		
	Impoverished undergraduates		
	Excellent morally and academically		
	Students with financial difficulties		
	Shuhai project		
	Improve school conditions		
	Teaching assistant program		
SDG5 Gender Equality	Woman		
	Girl	Equipment donation	
	Sexual violence	Targeted poverty alleviation	
	Forced marriage		
	Domestic violence		
	Women's land rights		
	Feminism		
	Reproductive rights		
	Maternal health		
	Women's development		
	Women		
	Protection of girls		
	Child protection		
	Child Molestation		
	Career/Working Women		
	Family Planning		
	Child sexual abuse		
	Female leadership		

List of key words

		Integration of Internet, Broadcast & Television network, Telecommunication network and Power grid
	Drinking water	
	Water-use efficiency	
	Improve water quality	
	Waste water treatment	
	Water shortage	
	Water resource	
	Water pollution	
	Water supply	
	Safe drinking water	
SDG6 Clean Drinking Water and Sanitation	Drainage Basin	
	River water quality	
	River pollution source discharge	
	Water environment	
	Water pollution source	
	Sewage discharge	
	Safety of drinking water	
	Water Area	
	Water environment	
	Clean energy	
	Renewable energy	
	Energy efficiency	
	Energy technology	
	Electric power	
SDG7 Affordable Clean Energy	Clean fuel	
	Sustainable energy	
	Modern energy	
	Mineral materials	
	Structure of energy resource	
	Energy-saving technology	
	Solar energy	

	Alternative energy	
	Air energy	
	Energy saving and emission reduction	
SDG8 Decent Work and Economic Growth	Economic growth	
	Productive employment	Westlake University (Hangzhou, China)
	Decent Work	Female Entrepreneurship
	Entrepreneurship	Hupan University (Hangzhou, China)
	Small and medium-sized enterprises	Teaching assistant program
	Technological advancement	
	Labor rights	
	Working environment	
	Information accessibility/ Barrier-free Information	
	Innovators	
	Social Enterprise	
	Innovation driven	
	Overseas student	
	Production, teaching, and research	
	Undergraduate village officials	
	Undergraduate employment	
	Undergraduate village cadres	
	Overseas students	
	Development of film industry	
	Infrastructure	
	Industry	Equipment maintenance
	Research and Development	Funding publication
	Industrial Innovation	Prevention and control campaign
	Science and technology industry	Research on construction industry
	Information and communication technology	Improvement of school conditions

	Road construction	Teaching assistant program
	Transport	
	Manufacturing industry	
	Public facilities	
	Rural tourism	
	Industrial poverty alleviation	
	Optimization and upgrading of industrial structure	
	Industrial landscape	
	Science Technology	
	Scientific and technological progress	
	Innovative talents	
	Industry Research	
SDG9 Industry Innovation and Infrastructure	Construction and development	
	Supporting facilities project	
	Research and development of big data platform	
	Frontier interdisciplinary	
	Talent support scheme	
	Infrastructure projects	
	Forward looking	
	Strategic significance	
	3D printing	
	Social innovation	
	Innovation and Entrepreneurship	
	Innovation plan	
	Break the layer	
	Charitable trust	
	The extremely poor	Advanced stage
	Income of the bottom	Optimization and upgrading
	Average income	Prevention and control campaign
	Protective policy	Innovative practice

SDG10 Reduce Inequalities	Local protection	
	Minimum income	
	Migrant workers	
	Floating population	
	gap between rich and poor	
	National average	
	Regional differences	
	Social security	
	Discrimination	
	Birth defects	
	Develop poverty-stricken areas	
	Charity sector peers	
	Employment training for the disabled	
	Career development	
	Relocation	
	Covering most areas	
	Border ethnic minority areas	
	Collaborative innovation	
	Early treatment	
	Experiential Center on Safety	
	Poor farmers and children	
	Cooperation between the government and civil society	
	Equality	
SDG11 Sustainable Cities and Communities	Community	Rapid urbanization
	smart city	Overall improvement
	Housing	Balanced development
	city construction	Urgent needs from the grassroots
	Cultural heritage	Get rid of poverty and achieve prosperity
	Natural heritage	Charitable model
	Barrier-free	

	Public space	
	City planning	
	Urbanization	
	Regional development	
	Urban-rural divide	
	Disaster resistance	
	Daily operation	
	Types of materials	
	Entrepreneurship and employment	
	Inheriting Cantonese culture	
	Sustainable development	
	Renovate/Renovation	
	Excess inventory	
	Consumption	
	Retail	Fixed ratio
	Public procurement	
	Life style	
	Sustainable production	
	Green tourism	
	Sustainable tourism	
	Green patent	
SDG12 Responsible Consumption and Production	Environmental protection subsidy	
	Production mode	
	Information disclosure	
	Chemicals	
	Fossil fuel	
	Waste	
	Garbage collection	
	Garbage disposal	
	Pollutant management	

SDG13 Climate Action	Climate Change	
	Green Climate	
	Global warming	
	Paris Agreement	
	Carbon dioxide emissions	
SDG14 Life under Water	Ocean	Social problem
	Fishing	Ocean paradise
	Marine pollution	
	Marine debris	
	Coastal ecology	
	Marine products	
	Seafood	
	Fishery	
	Fisherman	
	Nitrogen	
	Aquaculture	
SDG15 Life on Land	Land	Charitable ecosystem
	Plant/Botany	
	Forest	
	Wet land	
	Dry land	
	Piedmont	
	Desertification	
	Bio-diversity	
	Wild animal	
	Animal protection	
	Genetic resources	
	Species	
	Ecosystem	
	Habitat	
	Freshwater	

SDG16 Peace, Justice and Strong Institution	Tolerance	Poverty alleviation and development
	Rule of law	Schwarzman Scholars Program
	Commit a crime	Architecture planning
	Violence	Hupan University (Hangzhou, China)
	Corruption	
	Accountability	
	Transparency mechanism	
	Public participation	
	Governance	
	Law	
	Industry construction	
	Tencent philanthropy platform	
SDG17 Partnerships for the Goal	South-South cooperation	Industrial Research
	Trade	Business leaders
	Global Partnership	Industry Research
	The Belt and Road Initiative	
	Multilateralism	
	World peace and development	
	Public fundraising	
	International philanthropy	
	Charitable ecosystem	