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Advancing the Impacts of Philanthropy in China

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Abstract: Although the practice of philanthropy is increasing in China, China philanthropists still lack the basic understanding of philanthropy and professional perspectives to make suggestions on how to evaluate a donation process and how to make the practice effective. After a two-month research experience and reviewing multiple valuable books discussing the effect of effective philanthropy, for example, Money Well Spent: A Strategic Guide to Smart Philanthropy, the paper is synthesized to conclude the researcher's findings and propose advice for philanthropists to impact Chinese philanthropy system positively. This paper focuses on explaining the history and impact of philanthropy in China, helping readers understand how and why donors donate and make suggestions on current philanthropy practices. In the first section, the researcher evaluated the tradition of philanthropy in China. The traditional Chinese legacy is being enriched through the course of philanthropy. In the second section, the researcher discussed multiple ways of effective donations and inspiring donors to focus on carrying forward their beliefs and motivation. In the third section, the researcher proposes six steps to help Chinese philanthropists effectively achieve their goal, including identifying the purpose, considering the outcome and distribution, looking for opportunities, establishing a plan, making reflections, and planning to exit a program. In the end, the researcher suggests two important details requiring Chinese philanthropists' attention to expand Chinese philanthropy.

Keywords: Chinese philanthropy, foundations, effectiveness, due dilligence, focused area, motivation for donation, altruism

1. Introduction

Philanthropy is significant as it creates opportunity. Projects and activities that could be too divisive or controversial to obtain significant public or government support are supported by philanthropy. As a result, charity is essential to a democratic society. Leaning to Give asserts that philanthropy may take the shape of a social movement or an attempt to effect social change by uniting a group's interests. Philanthropy may help social change by giving funds or advocating for social change [1]. However, significant levels of mistrust, misunderstanding, and disinformation have also been brought on by the quick expansion of philanthropic giving in China, which has already appeared to impede the sector's progress. Donors distrust in organizations is fueled by a lack of financial transparency, potential connections to scandals, and the idea that donations are being wasted [2]. By providing an insight into Chinese philanthropy, this paper will reduce the risks of philanthropy and successfully expand philanthropy in China.

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The existing research mainly focused on philanthropy outside of China. Although at the beginning of the twenty-first century, philanthropy in both China and Chinese America has increased in both scope and volume, China still lacks the adequate legal framework, infrastructure, and training to guarantee that gifts are used properly and the total charitable giving in China "stands at just 4% of levels in the US" [3-5]. The difficulties faced by charitable giving in China are enormous, notwithstanding the promising advancements within the country's expanding philanthropic industry. These include persistently low levels of transparency and public mistrust, as well as inadequate compensation and unattractive career prospects that deter talented individuals from entering the sector. According to BBC News, the 200 wealthiest people in China have 46 making donations to the country [5]. And according to Wang Bing, he says that the wealthiest individuals are wise. Therefore, philanthropists want to give to institutions that are successful in maximizing the positive effects.

He also admits that there are "very few" practical foundations and organizations in China, and problems of the foundation's effectiveness are being questioned.

By studying the history of philanthropy, the impact of philanthropy, the interest and focus of donors, and expected future developments, the researcher will try to analyze the effectiveness of philanthropy and help donors. Organizations understand the Importance of donations transparency. Also, provide insightful feedback and advice for Chinese philanthropists on how they can do better to improve society by engaging in charitable actions.

2. Methods

The entire article will adopt the literature review method, a conclusion, and a report on all credible resources that the researcher has gathered on Chinese philanthropy. This supports identifying the research question: how and why Chinese philanthropists should donate.

All resources are credible as all information is gathered through approved and official organization websites. Other sources of data are collected from China National Knowledge Infrastructure, which is a knowledge project of the People's Republic of China, directly led by Tsinghua University and supported by the Ministry of Education, the Propaganda Department of the CPC Central Committee, the Ministry of Science and Technology, the State Administration of Press, Publication, Radio, and Television, and the State Planning Commission [6].

3. History and Impact of Philanthropy

3.1. Philanthropy in China as a Deep-Rooted Tradition

Deep-rooted traditions have an impact on the idea of charity that exists in China. These have promoted generosity with an altruistic mindset, leading many contributors to opt for anonymity. However, many wealthy and impactful Chinese donors are becoming more open about publicly sharing their ideology about donations. Major philanthropy is significantly shaped by China's shifting economic, social, political, and legal situations today. Beyond data research, researchers have seen a variety of trends in philanthropy through researching the connection between donors and nonprofit foundations. For example, there is an apparent increase in the number of foundations being established, which has helped prominent donors become more well-known [7].

A small group of people has amassed a large amount of money thanks to China's recent fast economic expansion. China now has the second-highest percentage of millionaires worldwide [8]. Chinese philanthropists typically choose to make their gifts privately, and this behavior is associated with the custom of being modest. However, that culture is gradually evolving. Wealthy Chinese donors are more eager to talk publicly about their contributions, based on anecdotal evidence and observation of the increase in public announcements. The China Philanthropy Times was established in 2001 with the express purpose of disseminating information on philanthropic giving. Its formation

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shows that generosity is being encouraged more and that the Chinese public is paying more attention to this issue.

The increasing number of private foundations operating in China contributes to the increase in publicity. Famous businesspeople and celebrities started their foundations after receiving permission in 2004, which increased media attention to philanthropy and charity contributions. [7]. At the same time, according to research from the China Global Philanthropy Institute's Family Philanthropy Legacy Center, these newly rich people want to use family philanthropy to leave a legacy and advance societal ideal by setting up family foundations [8].

3.2. Chinese Philnthropists' Legacies

Chinese philanthropists mainly focus on helping nearby communities; therefore, they could donate in their focused area and expect a visible social change. They put a strong emphasis on upholding the humanitarian spirit and the ancient Chinese value of aiding the unfortunate and underprivileged members of society, carrying out different sorts of social assistance activities, and contributing to the creation of a harmonious society [8].

Chinese donors are searching overseas to broaden their global reach because they want to influence the world. This strategy is backed by the Chinese government, pushing China to play a more significant role in international affairs.

4. How and Why do the Donors Donate

4.1. How do Donors Donate: Choose Practical Foundations, due Diligence

Philanthropic organizations are nonprofit, non-governmental organizations that employ resources and money provided via donations to offer beneficial social services. The organization offers expert views and professional staff to ensure your philanthropy will be effective [10].

Donors should consider multiple ways of donating: Charitable giving and impact investing. Individuals are then encouraged to choose a donor vehicle, an organization through which philanthropists would give, including through direct giving, donors advise fund, start their foundation, limited liability and family offer, or bequest [11]. Many Chinese donors will involve their families in their philanthropy program. It helps bring the family around a shared goal and develop social responsibility. They could plan activities together [11]. It also helps to pass down the idea of philanthropy to the next generation. Many philanthropists aim to teach children philanthropic values and leave room for the next generation to do good for society.

An example of a trustworthy foundation in China is China Charity Federation (CCF). It is a national nonprofit organization dedicated to helping others. It was founded in 1994 with the Chinese government's assistance. This foundation helps individuals with difficulties overcome those problems. Many famous Chinese donors participated in many projects focusing on diminishing poverty and elevating urban students' educational levels [12].

Once philanthropists have multiple choices of foundations, they may then assess the effectiveness of organizations by conducting a landscape analysis: what is the problem and how to deal with them, understand the problem and organizations and dealing with them and how effective they are

Understanding the context: landscape analysis, also known as desk research, including Internet searches and literature reviews about a field, the donors can understand the basic information of a foundation. Taking the donor to review the key stakeholders, including intended beneficiaries, other funders, scholars, government officials, business leaders, nonprofits, and community members, enhances the foundation's credibility. The impact-Driven Philanthropy practice advocates that it is crucial to learn and understand the context of the issues the donors care about to choose effective ways to donate [13]. Landscape analysis entails looking up grants from reliable foundations,

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networking with experts, and conducting web research. This landscape study also includes a "gap analysis" of the projects and areas that still require financing. Although suitable but specific foundations were not found after the examination, a philanthropist with this knowledge may consult reliable sources or use the Internet to look for other possible grantees.

Researching grantees of credible foundations: Donors should examine the grantee lists of foundations that they respect. Many foundations provide their grantee lists. Donors could assess their initiatives and evaluate the outcomes of their projects [13].

Asking knowledgeable people: someone who sees the problem may provide helpful feedback [13]. Experts or experienced donors in philanthropists' areas of emphasis are the best people to survey since they may be able to connect philanthropists with chances to attend events sponsored by foundations that interest them. To find out how other experienced donors are receiving services and which organizations best address their needs, think about speaking with beneficiaries. They apprehend the method to help them the most [13].

Shortlisting organizations through online research: A list of possible grantees will likely be produced by searching for "nonprofit" or "organization" with the philanthropists' emphasis area and geographic range. Small or brand-new organizations could not make an appearance in internet searches. However, some of the organizations listed in the search results might only employ more effective marketing strategies [13].

Due Diligent is a vital principle used both for choosing the organization and after making the gift; monitoring the organization is effective. It refers to a cluster of activities staff undertake to assess the strength and viability of a grantee or grant idea before making a new grant [20]: the philanthropy program is being carried out, and it is evaluating if the organization's mission is compatible.

Proposal application design aims for philanthropists to learn about grantees and capture information that philanthropists need to make effective grant decisions [20].

Tools for assessing grantee capacity are used to assess the grantee's resilience and health: if the grantee's values match humility and mutual respect, this will help the philanthropists to develop a better partnership.

Financial health assessment aims for philanthropists to understand that to effectively support organizations; it requires foundations to assess their financial health.

Ongoing grant monitoring and renewal decisions assists the donors in keeping tacks of whether the foundations' plans are falling behind and monitoring to help the foundation decide where, when, and how to continue supporting a project or organization [20].

Moreover, taking site visits are also important. Donors can also take regular site visits to see if the organization is effective, professional, or implementing the plan and making reflections regularly. Making surprise visits may prevent the organization from cheating.

4.2. Why do Donors Donate: Individual and Family Moral Commitment

The intentions and meaning of doing philanthropy are addressed through reviewing Giving Pledge, in which donors make pledges are considered a moral commitment, which is not legally binding. However, many philanthropists consider sacrificing themselves to improve the world by supporting others [14]. This needs long-term effort. Moreover, philanthropy can strengthen social norms, which include wealthy people being expected to give their wealth to help others; philanthropists will come together to exchange knowledge and experience through what they learned from donating. These actions will inspire more discussion and activities about philanthropy. The world's wealthiest individuals will likely change the societal norm of generosity by a moral and public commitment that, over time, through establishing a new standard of giving [9]. Following are two examples of famous Chinese philanthropists explaining their inspirations for donation. You Zhonghui has donated to technology, environmental protection, education, and poverty alleviation. Mainly in areas of

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education. She believes that "Wealth comes from society and should be returned back to society." Pledging is a social responsibility; a way successful entrepreneurs could give back to society and improve the world by making an impact. She also believes that through donating, she gained wisdom and wealth, and by treasuring life and respecting nature, she became mentally healthy and blessed. She pursues the aim of being kind, which she thinks kindness reveals one's true spiritual beauty. And she donates to education mainly because she believes that the world's development relies on people's talent, and it is essential to ensure students' level of education. She also considers that by donating, she can share her wisdom and ideas with others to make a more significant impact [15]. The second pledger is NiuGengsheng; he resigned as the chairman and president of the Mengniu group and transformed himself into a philanthropist. As a Chinese, he belied in the long-term honored traditional idea, "In poverty, sustain yourself. In prosperity, help others". As a successful businessman, he also believed that increased wealth comes with increased social responsibility. He also believes that one's happiness is directly correlated to how many people love you, and people need to be kind One way to achieve kindness is by helping others through philanthropy [15]. Both Chinese philanthropists show that their moral compassion and beliefs guided them through their process of charity, with the idea of wanting to improve society and make an impact as an individual.

There are three motives for donors to give. The first motivation is altruism. This motivation is based on the donor's belief in helping to improve society in the first place [16]. Secondly, social benefit also refers to egoism. This refers to the monetary tax benefits and the high reputation that the donors obtain. Donors may also motivate to experience good feelings about themselves. Finally, philanthropists donate based on their religious and moral beliefs [17]. Some donors aimed to fulfill their spiritual and philosophical obligations by helping others. An example of philanthropic actions based on fulfilling religious beliefs is in the Jewish community [18.] Tzedakah means "charity," and it refers to the Jewish obligation, one of the most critical commanders for Jewish to give to charity and treat less fortunate people with compassion. Jews give tzedakah because they want to, not because they have to. The idea of philanthropy Came from their inner self and tradition, which is to fit altruism. Many other Chinese philanthropists morally believe that one should pay back to society when they are successful.

5. Suggestions for Chinese Philanthropists

5.1. Types of Philanthorpy and What Philanthropists can Donate

In general, there are three different methods that prospective philanthropists might assist the philanthropic causes they care about:

Money: Giving money to a charity or organization is the most typical form of philanthropy. Some philanthropists fund several organizations with a single, lump-sum donation, while others give consistently and may even leave money as a bequest.

Time: Another way to be charitable is to donate time and labor. Volunteering the philanthropists' time is a crucial method to support an organization, especially if the donor wants to keep the goals but lacks the funds to make a gift or has a particular ability that would help. Similar to financial support, some volunteers only provide their time or services once, but others do so consistently over months or years.

Resources: Lastly, some donors or businesses provide resources to charitable organizations rather than cash or their time. Resources may include donating furniture, food, or automobiles for the foundation to use to further its goal, depending on the organization's requirements [19].

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5.2. Six Steps to Becoming a Philanthropist and Effectively Achievig Their Goal

Identify a cause and establish a goal: Decide on motivation for philanthropy actions and a purpose. Finding an area of focus that the philanthropist is wished to help and believe is essential. Philanthropists should consider the groups or activities they are passionate about, such as the environment or education [20]. When determining a focus area, it is essential to consider: First, ensure limited capacity, which is to learn about a field to know which organizations to fund to achieve goals. Secondly, changes always take time: to make and see meaningful change, and it is most effective to commit to supporting a focus area for the long term. When developing the focus area, including concern with social problems. Personal value guides an individual through philanthropy. Furthermore, values-based giving gives charity a more special and meaningful quality; it also keeps people interested in a cause for the decades it would take to have substantial impact [13].

Consider the outcome and determine the contribution: Philanthropists must set a specific, measurable goal. [20] Philanthropists could also choose to have less structured plans to only decide on the amount of money and time spent on this project [19]. Philanthropists should consider what they can and are willing to provide and the actions that will best achieve the predetermined outcomes. For developing an outcome, donors could find philanthropy advisory services for suggestions. It is designed to "adapt to your (philanthropists) needs, providing you (them) with concrete solutions and help determine an outcome or contribution" [19]. The advisory service is informative; it enables donors to gain valuable insights and strengthen their connection with other donors. This strategic program aims to help donors choose the best solution. It is also realistic as it focuses on finding the balance between the desired outcomes and their resources. The advisory service is efficient, enabling individuals to evaluate the impact of the donor's actions and maximize it. Moreover, it is objective as the service does not own a partnership with other organizations and always provides the most accurate advice in choosing a foundation.

Look for potential opportunities: It is essential to understand the Importance of collaboration and resource use. The resources are made up of three different categories of charitable support groups: peer networks, education providers, and research and data suppliers.

Educational providers provide educational support and deliver workshops, conferences, and ideas. Peer networks describe peer learning and collaboration activities and can provide chances for cooperative funding. An example of peer networks includes the giving cycle and affinity groups [13]. Philanthropic groups that exchange expertise and information are formed by the giving cycle. Nonprofit organizations usually host them. According to the Guide to Effective Philanthropy, Giving cycles also enable donors to contribute to funds that have been pooled to address certain issues or geographical regions; donors then collaborate to select how and where to distribute the monies. Common interest coming together is usually more effective when participating in charitable action than the individual donation. Donors can connect through affinity groups based on similar causes, locations, or identities. [13] Affinity groups host activities consisting of in-person meetings with experts, social gatherings, and interactive workshops. Research and data providers conduct research and provide data to support donors in their philanthropic efforts. Furthermore, Participatory grantmaking: Participatory grantmaking focuses on democratizing philanthropy by shifting decision-making power to the communities being served and social gatherings from donors [13].

The philanthropists should then begin researching specific organizations, ensuring their mission aligns well with their goals. Nonprofit, nongovernmental charitable organizations utilize donated resources and money to offer beneficial social services. To guarantee that the donors' donation is successful, it provides experienced personnel and expert opinions. To examine how to investigate practical foundations, see discussions in 5.1.

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Establish a philanthropy plan: At this stage, the philanthropists should be able to use due diligence to examine whether the organization's mission is implementing a philanthropy program. See section 5.1 above.

Make reflections and seek feedback: It is important to assess the progress to date, meaning evaluating whether the work is progressing in the expected direction at the expected pace and whether it is gaining traction [20]. Ask those questions below for monitoring the organization: Does the organization have the right metrics and targets in place for each significant phase of the plan's implementation? Does the organization ask its beneficiaries and other significant stakeholders for feedback? Does the company frequently evaluate its performance in order to enhance its operations? Are initiatives being carried out effectively, promptly, and economically [20]?

Refining the strategy is crucial. The philanthropists deciding on change ("base on evaluation findings, input from perspectives, and a better understanding of challenges and opportunities that could influence the work moving forward, staff will decide how the strategy should change"[20]), sharing results (sharing the refreshed strategy paper with foundation colleagues, grantees, other partners since grantees need to understand the foundation's approach to engage with them productively and to decide whether their works aligns), pressure testing ideas. Then the philanthropist would support the foundation to adapt to change to help further implement the plan and maximize the program's effectiveness. Lastly, the philanthropy needs to prepare for exiting the program when they are no longer investing, or the outcome is achieved. Contemplating exit is key; this requires staff to investigate how the work is going with an eye toward making it even better [20].

Exiting the program: The organizations should be able to develop a comprehensive exit plan and decide upon the exit timing at the end of stage 6. The organization should end the initiative by making efforts to summarize, understand, and share the results and plenty of information and insight to draw upon in assessing what happened [20]. The final evaluation can determine the extent to which the foundation achieved its objectives, explain why and how it fell short, and identify any lessons it can learn from its experience.

The organization should manage the exit with external and internal stakeholders: Grantees are at risk of reputational damage and may lose resources if they quit a plan since doing so has consequences. Give adequate time and warning to the left so that the foundation has time to find new donors and supporters. This is a responsible exit since it gives the organization time to determine what to do after the program. It is crucial to have clear, precise, and efficient external communications. To reduce risk and give the project the last boost, program teams should collaborate closely with the communications department to create a communications strategy as part of the overall departure. A successful foundation would highlight grantee accomplishments after their work to encourage reflection and future improvement, share lessons learned with current and prospective donors, and remind critical stakeholders of the significance of the work [20].

5.3. Advice to Philanthorpists to Expand Chinese Charitable Actions

Comparing the direct cost and the indirect cost is essential. The direct costs of a project are costs that are directly related to it, are frequently observable, and attract greater philanthropic support. Direct costs are associated with a specific project, whereas indirect costs are allocated over all the organization's activities and projects [13]. Many Chinese philanthropists want to get visible returns when they donate based on egoism and altruism because it feels suitable for the individual when they present direct costs. However, Chinese philanthropy is still a less developed service compared to the US and lacks the support of indirect costs

There are always hardships in contributing to making a change: for example, the tie spent on the project is lengthy; thus, society expects some changing ideas from the grantee and the beneficiaries. Also, it is hard to change people's long-term behaviors.

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Trust. Chinese philanthropists should consider general operating support is where the philanthropy trusts the foundation to use it in a good way, with no restrictions, use it for indirect costs: this fund keeps the organization going, it pays the workers, buy basic materials, help to analyze resources, provide donors analysis to keep track of progress. This would better support the philanthropy program.

6. Conclusions

For many decades, charity thrived in China, drawing its principles and ideals from Buddhism, Taoism, and Confucianism. However, once communism was introduced to China, charity giving became less widespread. The market reforms of 1978 finally brought it back to life, and since then, Chinese charity has made a remarkable comeback as a result of expanding resources and "opening up". The rise in publicity is a result of China having a growing number of private foundations working there. After getting approval in 2004, well-known businesses and celebrities launched their foundations, which raised public awareness of charitable giving. Meanwhile, newly wealthy people desire to establish family foundations in order to utilize charity to leave a legacy and advance social ideal. Engrained traditions influence the spirit of philanthropy that exists in China. These have encouraged giving and an altruistic outlook. Modern China's developing economic, social, political, and legal environments also have a considerable impact on philanthropy, and a growing number of influential Chinese contributors are willing to share their philosophy on giving. Chinese philanthropists may consider donating through a foundation. The foundation provides experienced employees and expert opinions to guarantee the success of donors' donations. A landscape analysis is the best way to evaluate a foundation's effectiveness, including researching grantees of credible foundations, asking knowledgeable people, shortlisting organizations through online research, conduct due diligences, propose proposal application design, assess grantee capacity, assess financial health, monitoring grants and taking site visits. Donors give for any of three reasons, including based on altruism, egoism, and moral/ religious beliefs. Finding one's motivation and focused area increases the efficiency of donation. Philanthropy can donate time, money, and resources to support a project. Philanthropists need to identify the purpose of charity first, then consider the outcome, look for opportunities, establish a plan, make reflections, and plan to exit a program to achieve the goal of being effective in their practice. Chinese donors should manage their resources, focusing on supporting indirect costs and realizing that there are always hardships in making a change.

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