



# Annual Report

Foster Third Sector

A Fair and Just Society Where Every Heart Carries Hope



**Narada**  
**Foundation**  
南部公益基金会

# 1' About Us

Narada Foundation, founded in May 2007 and based in Beijing, is one of the leading philanthropy foundations working across China. Narada Foundation is dedicated to the mission of fostering the third sector in China. It has been proactively shaping a healthy ecosystem, providing public goods for China's philanthropy and non-profit sector, and catalyzing cross-sector dialogue and collaboration.

The year 2023 marks the conclusion of Narada Foundation's 2021-2023 strategic cycle. Throughout this period, we remained committed to our stage-by-stage strategic goal: "shaping a healthy philanthropy ecosystem and promoting cross-sector collaboration and innovation." Guided by the principles of "staying close with the grassroots, fostering cross-sector efforts, building connections, and creating synergy", Narada Foundation continued to advance its work through three pillars: Sector Development, the Effective Philanthropy Multiplier, and Communication and Advocacy.



# 2'

## Sector Development

I. The Enabling Environment Program

II. Building Regional Philanthropy Ecosystem

III. 100 Projects Funding Scheme

The Sector Development section focuses on two key tasks: promoting the development and positive interaction between resource providers and practitioners through strengthening the philanthropy infrastructure; and creating synergy among charities in their respective areas or regions. The goal is to enhance social organizations' capacity for high-quality development.

## I. The Enabling Environment Program

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In 2023, the Enabling Environment Program supported 10 infrastructure projects in a graded and targeted manner:

- Initiative for NGO Value Preservation and Appreciation
- China Social Enterprise and Impact Investing Forum
- Beijing Jiye Evergreen Social Organization Service Center (the secretariat of China Foundation Forum)
- China Donors Roundtable
- China NGO Center for Disaster Risk Reduction
- China's Charitable Organization Information System
- Amity Chuanyi Philanthropy Culture Fund
- Future Rural Education Collaborative Network
- The 10th Forum of Community Philanthropy Innovation for the Western Region
- Giving Circle Incubation and Support Tool Development Project

## Initiative for NGO Value Preservation and Appreciation for Charitable Organizations

This initiative assists individual donors and NGOs in preserving and enhancing the value of philanthropy assets by conducting research as well as promoting knowledge and experience sharing. It aims to boost the sustainability of NGOs (including foundations and other non-profit organizations) and high-net-worth individuals. By strengthening the NGOs' financial health, the initiative strives to maximize the social and environmental impact of domestic philanthropy assets.

Scan and read the "Observation Report on  
Value Preservation and Appreciation Investment  
Activities of Foundations"



## China Social Enterprise and Impact Investing Forum (CSEIF)

The CSEIF is a leading platform committed to values of inclusiveness and cross-border collaboration. CSEIF advocates for the build of China's social enterprise and impact investing ecosystem. Its mission is to support the development of the social enterprise and impact investing sector, promoting commercial solutions for social issues. The CSEIF's initiatives include building sector infrastructure, facilitating sector networking, supporting academic research, fostering stakeholder communities, providing training, disseminating knowledge, conducting public advocacy, and enhancing impact communication.

## Beijing Jiye Evergreen Social Organization Service Center

Beijing Jiye Evergreen Social Organization Service Center (China Foundation Forum, CFF) has been instrumental in coordinating and integrating resources for the China Foundation Forum. The CFF promotes experience sharing, capacity building, research support, communication and advocacy in the philanthropy sector. Its mission is to build an ecosystem for China's foundations and promote its role in effectively addressing social issues and building a better society.



Group photo at the Guangzhou stop of the Foundation's Eco-Partners Study Tour

## China Donors Roundtable

This peer-to-peer learning platform for Chinese donors provides services to donors in China, helping them to realize effective solutions to social issues. The platform facilitates discussions among Chinese donors on major social issues in China, exploring change paths, common challenges, and solutions for donors. Through these discussions, China Donors Roundtable aims to improve organizational capacity, promote the development of key issues and the philanthropy sector, and contribute unique value to effective, sustainable, and scalable solutions to social issues.

## China NGO Center for Disaster Risk Reduction

This center implements several projects aimed at enhancing synergy between government and society in disasters, upgrading the disaster management of social forces, and raising media and public awareness on disasters. The goal is to promote cooperation between foundations and various stakeholders, enhance foundations' joint response to disasters, and advance foundations' overall development in the field of disaster risk mitigation.

## China's Charitable Organization Information System

The long-term goal of this project is to establish a credible and sustainable information platform for the philanthropy sector in China, creating a comprehensive database of charitable organizations with extensive data and rich dimensions.

## Amity Chuanyi Philanthropy Culture Fund

With the mission of "building a platform for charitable culture and sharing the value of charitable culture," this fund participates in sector-themed activities. It is committed to addressing issues of common concerns in the sector and presenting cultural connotations behind these issues.

## Future Rural Education Collaborative Network

This network brings together a group of foundations, corporate CSR/ESG departments, and practitioners who are dedicated to the long-term development of rural education, and conducts targeted research, facilitates knowledge and experience sharing with a focus on rural education, including the current status, pressing issues, and ideas for change in the future. Ultimately, the networks aims to strengthen the connections among the various parties involved, to build the philanthropy sector on education together, and to contribute to the development of rural education and rural revitalization.



# The 10th Forum of Community Philanthropy Innovation for the Western Region

This forum fosters communications and interactions within the Western philanthropy sector and with other regions, enhancing the understanding of Western philanthropy organizations about rural development. It aims to promote effective philanthropy actions based on rural development, forming a consensus on participation.

## Giving Circle Incubation and Support Tool Development Project

Based on years of experience, this project focuses on incubating new giving circles and maintaining their steady growth. Inspired by international experience and local practice, it developed a toolkit to incubate and cultivate local giving circles. The project also organizes the Kindness Giving Circle Conference, sharing the China Giving Circle Report and discussing practical experiences and future development to enhance the public understanding of the value of giving circles.

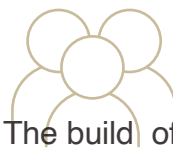


## II. Building Regional Philanthropy Ecosystem

In 2023, the project mainly focused on pilot exploration in **regional philanthropy ecology** and **the building of a regional community** to foster a philanthropy ecosystem.



Regional philanthropy  
ecology



The build of a  
regional community

It built a platform for communication and interaction among all stakeholders, facilitating the development of issue networks, supporting key philanthropy talents and organizations, and advocating for philanthropy communication. Established a regional hub for learning and collaboration, focusing on practices and experiences from the regional philanthropy ecosystem. The experiences and models will be shared with more philanthropy organizations through salons, discussions, and other forms, promoting the development of the regional philanthropy ecosystem.

### III. 100 Projects Funding Scheme



**24**

Research on  
Donation and  
Fundraising

**46**

Sector  
Support

**25**

Digital  
Application

Starting in 2021, the Tencent Foundation, in collaboration with the Narada Foundation, launched the two-phased "100 Projects Funding Scheme of 1000 Fundraiser & 100 Projects Funding Scheme". This initiative has funded a total of 95 projects in areas of donation and fundraising research, sector support, and digital application. Working together with sector partners, the scheme aims to promote professional, efficient, and sustainable philanthropy development.

# 3'

## The Effective Philanthropy Multiplier



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The Effective Philanthropy Multiplier

In 2023, the Effective Philanthropy Multiplier (EPM) operated through five key modules: product selection and funding, capacity building, facilitating collaboration, resource matching, and experience sharing. The goal was to present quality philanthropy products to all parties including the government, corporations, philanthropy organizations, and the public, empower executors of these quality philanthropy products (EPM product owners), improve resource allocation efficiency, and promote quality development of philanthropy and charitable undertakings.



## **1.EPM opened up recruitment for quality philanthropy products, optimized its selection mechanism, and provided tiered support for philanthropy practitioners and organizations to enhance the capacity and professional development of platform partners.**

By the end of 2023, EPM had supported 81 high-quality philanthropy products across various fields, including rural revitalization, elderly care, education, safety and healthcare, care for people with special needs, and community development;

In terms of capacity building, EPM continued to provide expense subsidies to supported philanthropy organizations. It also collaborated with several professional organizations specialized in capacity building to provide tiered support for talent and organizational development. This effort was aimed at promoting the capacity enhancement and professional development of philanthropy practitioners and organizations.



## 2. EPM continued to enhance resource matching for philanthropy organizations to improve resource allocation efficiency.

- Collaboration with the LEGO Group: The "LEGO Play Box for Children in Need" program provided funding to frontline philanthropy organizations, social workers, and teachers, offering professional training to support the development of children in need;
- Digital Innovation Mini Workshops: EPM conducted workshops to address the needs of philanthropy organization partners for technical support. Online exploration and discussions on digitalization were organized, with representatives from EPM partner organizations, and strategic partners such as PwC, Thoughtworks, and Microsoft. These sessions provided professional comments and suggestions for the digital development of philanthropy organizations.

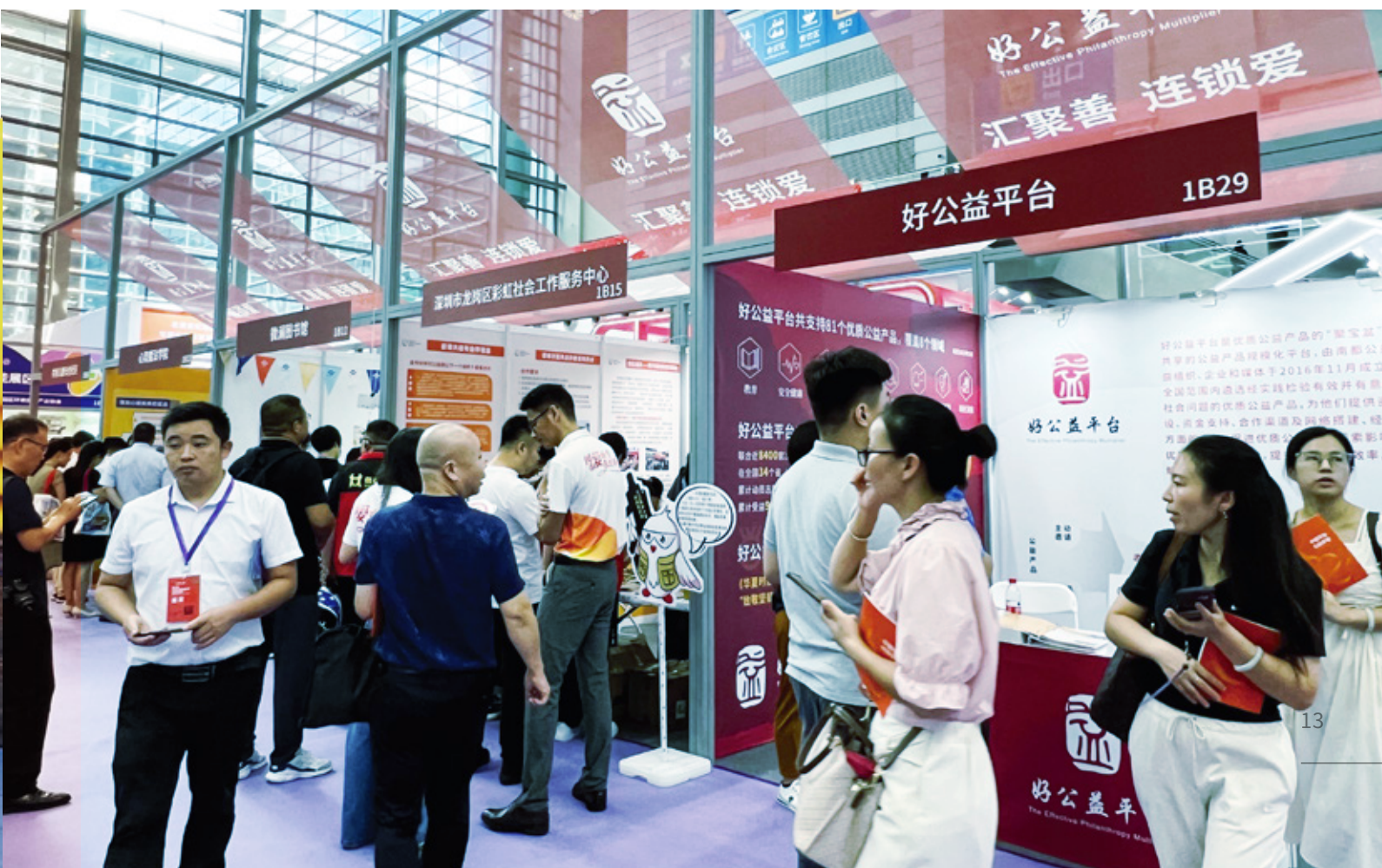
2023 LEGO Play Box for Children in Need





- Promotion and Exhibition of High-Quality Philanthropy Products: For the first time, EPM launched promotional and exhibition activities for potential donors. Two philanthropy project exhibitions and networking events on the theme "How to plan and select good projects" were organized for corporate sector representatives in cooperation with Beijing Hozon.


The Effective Philanthropy Multiplier and its philanthropy partners participated in the 10th China Charity Fair



### **3.EPM sorted out project models and core values for its partners, supported philanthropy organizations in conducting action research, and established partner communication communities to facilitate experience sharing and enhance the ability to apply and export scaling-up experiences.**

- EPM introduced professional support to help its partners to better understand their project models and core values, promoting the accumulation and sharing of practical experiences of philanthropy organizations;
- EPM shared and discussed the theme "What Makes A Good Project Truly Good - the creation and passing on of a project's core values" with fellow philanthropy organizations at the China Foundation Forum 2023 Annual Meeting;
- EPM supported project staff of EPM product owners and hub organizations in conducting action research, enhancing their ability to apply and export their experiences in scaling up;
- EPM supported partners in forming communication communities, conducting online or offline learning and networking, establishing a peer support system, and facilitating communication and discussions among community members on experiences related to impact scaling.





#### **4. EPM's Impact: The capacity of executors of quality philanthropy products continued to improve, and significant progress can be seen in the philanthropy organizations supported by EPM in areas of professionalism, scale, and organizational sustainability.**

1

##### **Platform Effect**

More quality philanthropy products were recruited in EPM. EPM gained recognition from regional civil affairs authorities, and increased interaction among all stakeholders.

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Invited by civil affairs authorities of Hangzhou, Suzhou, Wuxi, and Chengdu, the project introduced the Effective Philanthropy Multiplier and its quality philanthropy products to local social organizations. The annual promotion has become a regular part of the Wuxi government's support to social organizations;

36 EPM product owners interacted with related parties on the EPM, topics including project cooperation, assistance in development and design, mutual visits and exchanges for learning;

## Growth of EPM Product Owners

2

The capacity of EMP product owners continues to improve, with enhancement in Product Iteration, Scale-up Path Exploration, Organizational Devolvement and Capacity Improvement, Financial Sustainability.

### Product Iteration

53 products showed progress

70%

of all EPM products

### Scale-up Path Exploration

42 products showed progress

55%

of all EPM products

### Organizational Development and Capacity Improvement

60 products showed progress

79%

of all EPM products

### Financial Sustainability

32 products showed progress

42%

of all EPM products

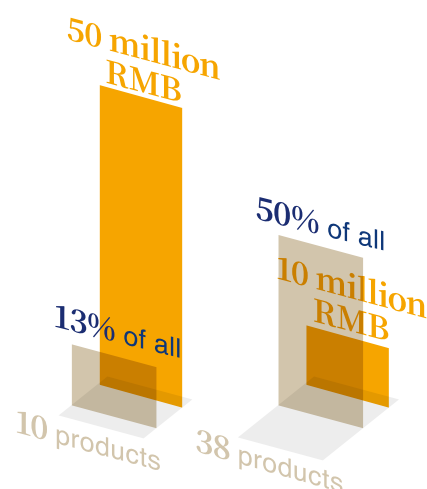
Table 1 76 quality philanthropy products<sup>1</sup> making progress in various subject fields in 2023

## Funds

EPM's efforts in scaling up quality philanthropy products leveraged a total of **2.538 billion** RMB by the end of 2023, a **9%** increase compared to 2022.

**10** products (**13%** of all) leveraged over **50 million** RMB

**38** products (**50%** of all) leveraged over **10 million** RMB



1.As of December 2023, the EPM has supported a total of 81 quality philanthropy products, of which 79 products have submitted data for the year of 2023. Due to the substantive difference in the caliber of statistics of some products in the past years, the statistical data of 76 products were finally adopted.

## Volunteer Participation



A total of **5.11 million** volunteers were mobilized by the quality philanthropy products supported by the EPM



Among them, **23** products (**30%** of all) mobilized over **10,000** volunteers

In 2023, more partners made efforts or progress in topics like systematic thinking and reflection on social issues to be addressed, promotion of media communication, and exploration of open-source development, etc.

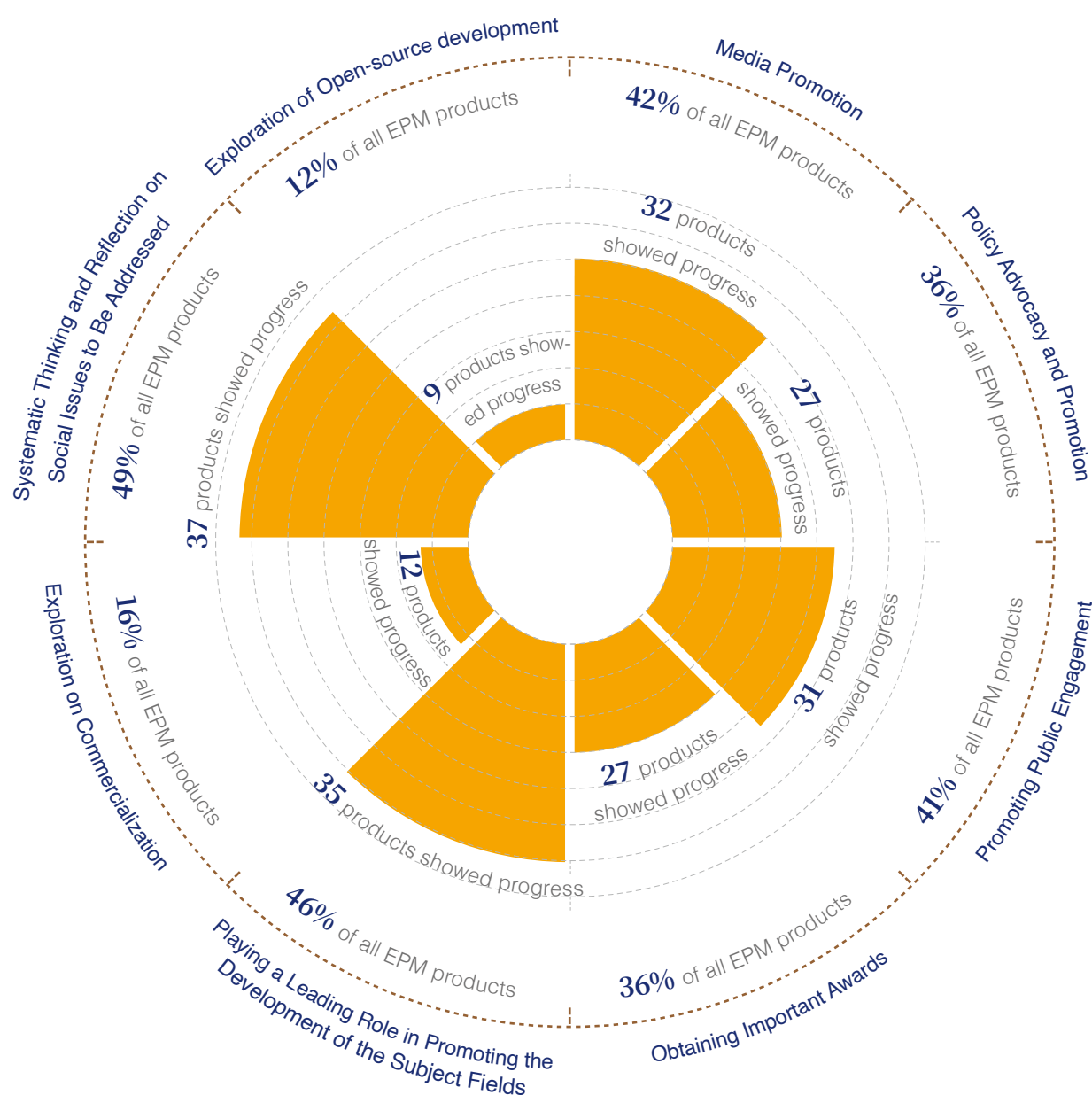


Table 2 76 quality philanthropy products making progress in various subject fields in 2023

### 3 Impact on Ultimate Beneficiaries

Services covered more people from more regions, potentially bringing greater impact.

## Service Coverage Area

**76** quality philanthropy products supported by EPM

covered **34** provinces / autonomous regions / municipalities directly under the central government.

Partnerships with **7,259** local NGOs have delivered service in **65,036** project sites,

covering **120 million** people/times.

Among them, 10 EPM products covered 30 or more provinces. Two projects covered 34 provinces, namely the Kangaroo Mothers Have a Way—Support Program for Mothers Raising Children Alone (Single Mothers), and the Independent Living Deletion—Development Plan for Individuals with Developmental Disability. The cumulative number for project sites is no longer provided due to reasons like changes in partner statistics collection methods, fundraising challenges, or the transfer of project sites to local partners. Detailed information is provided as follows:

	Increase in 2023	Total by the end of 2023	Compared with the 2022 total	Notes
 <b>Implementation partners</b>	1,062	7,259	-13.58%	20 projects (26%) successfully expanded partnerships to over 100 organizations
 <b>Project sites</b>	7,329	65,036	-0.64%	32 projects (42%) were successfully implemented in more than 100 project sites
 <b>Beneficiaries</b>	10.75 million people/times	124.2 million people/times	25.84%	41 products (54%) successfully served over 10,000 people/times

Table 3 Scope of coverage of 76 quality philanthropy products in 2023



## Service Effectiveness

As the service scale of quality philanthropy products expands, EPM guides partner organizations to prioritize quality and ultimate beneficiaries' improvement, aiming to enhance their impact on stakeholders within the specific area with issues to be addressed.

In 2023, a total of **53** products attempted or completed product iterations based on changes in ultimate beneficiaries' needs.

While **37** products initiated or completed program effectiveness evaluations.

# 4

## Communication and Advocacy

The goal of the Communication and Advocacy pillar is to continuously produce quality philanthropy content for the public, enhance public understanding, recognition, and support for philanthropy, and at the same time, continuously present valuable knowledge, experience, opinions, and ideas for the philanthropy sector. This effort helps philanthropy organizations improve their capacity and promotes the quality development of charitable undertakings.



公益好声音

In 2023, the project Voice for Philanthropy collaborated with mainstream media and outstanding philanthropy organizations to actively expand communication channels, promote philanthropy culture, and raising public awareness regarding positive energy in philanthropy sector.



- The program invited mainstream media to participate in thematic media salons and networking activities supported by the Narada Foundation. These activities included in-depth visits to frontline philanthropy projects, uncovering pilot examples, sharing experiences, and highlighting key points to tell compelling stories about philanthropy organizations and amplify their positive messages;
- The program also supported subsidized the exploration of innovative methods such as cross-sector community building for Solution Journalism program, solution narratives, short video clips, and live broadcasting to convey philanthropy concepts, knowledge, and social innovation cases in formats more friendly to the public;



- The program actively expanded communication channels to amplify the dissemination of positive messages from social organizations. It supported multiple philanthropy organizations in sharing philanthropy concepts and philanthropy stories through various formats, such as videos and audio, in cooperation with official media and influencers.
- The program provided free advertising space to philanthropy organizations to support their outreach to the public.

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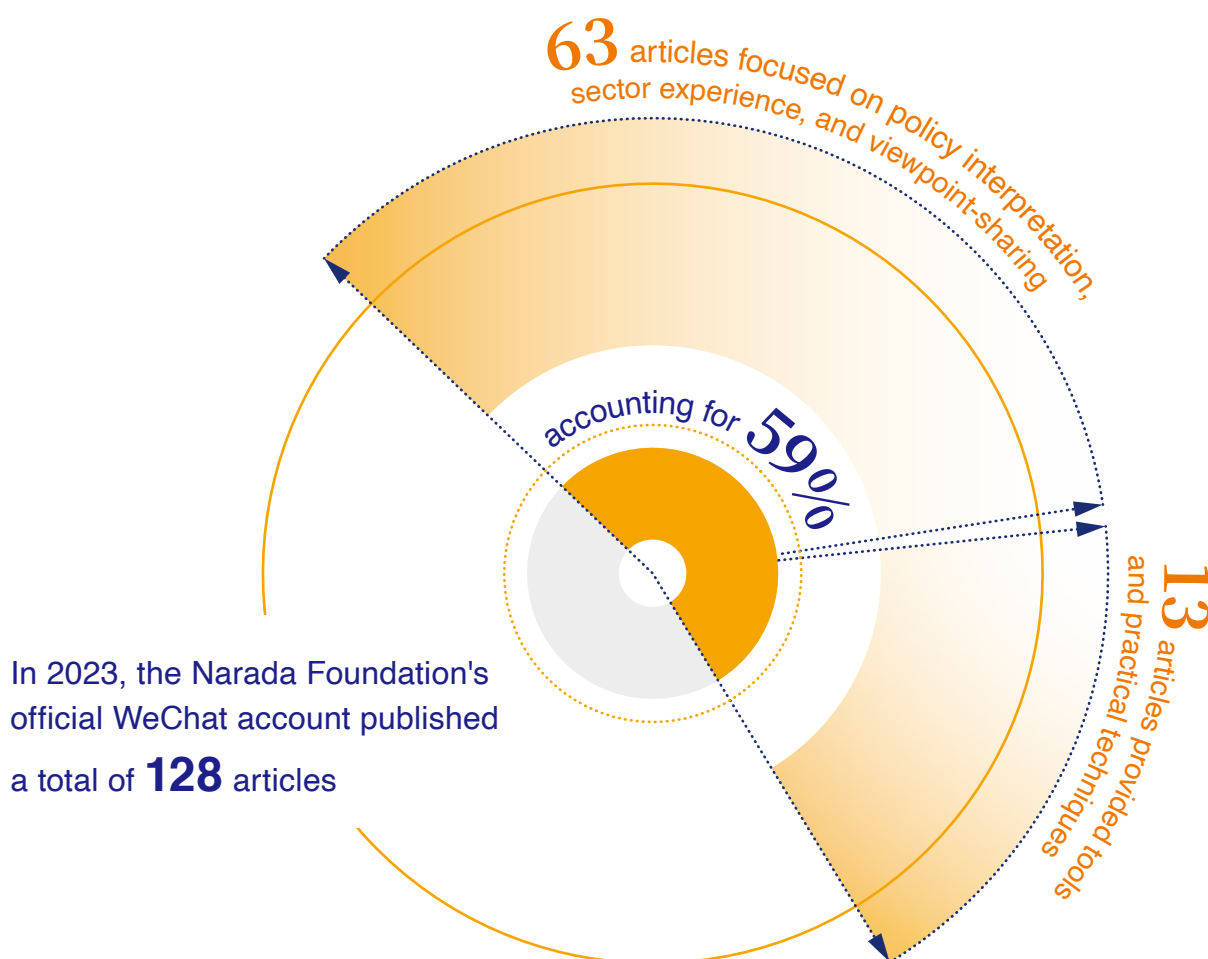
1. In June 2023, media reporters visited the Qisehua preschool inclusive education program and played with children with special needs.

2. In September 2023, media reporters visited the I You She-Public Granary philanthropy program and spoke with Liu Fei (second from right), the team leader of I You She.

## Sector Advocacy:

In 2023, the Narada Foundation continued to provide the philanthropy sector with valuable information, knowledge, experience, ideas, and concepts through its official WeChat account "Narada Foundation" to promote quality development of the sector.

- Invited experts to share their views on topics of common concerns to the sector, such as the revision of the Charity Law, community charity, monthly donations, and the sector infrastructure. These contributions responded to the demands of frontline philanthropy organizations;
- Initiated dialogues with 10 outstanding philanthropy practitioners from different fields to disseminate their experiences and promote the healthy and orderly development of philanthropy organizations;
- Introduced hands-on techniques and tools to help philanthropy organizations continuously improve their efficiency.





# 5'

## Research and Knowledge Production



Scan and read

### **Research Report on China's Philanthropy Infrastructure: Analytical Framework and Investment Strategies**

In 2023, the research report "China's Philanthropy Infrastructure: Analytical Framework and Investment Strategy," funded by the Narada Foundation, was officially released. The report aims to build and improve the analytical framework for the development of philanthropy infrastructure. It reviews current state and researches on infrastructures from an economic perspective, starting from philanthropy organizations—the basic unit of philanthropy activities. The report established a three-tiered analytical framework for philanthropy infrastructure, encompassing micro, meso, and macro levels. It then analyzes the state of development of philanthropy infrastructure in China and proposes investment strategies based on this framework. The report suggests combining the strengths of the government, the market, and the philanthropy sector to promote the development of China's philanthropy infrastructure.



## **Blue Book of Philanthropy (2023)**

The Blue Book of Philanthropy: A Report on China's Philanthropy Development (2023), compiled with the support of the Narada Foundation, was officially released in January 2024. This comprehensive report includes China's philanthropy big data for 2022, as well as the basic facts of China's philanthropy development in 2022, the emergence of philanthropy politics, and the build of a philanthropy community. It also provides thoughts and outlooks for the future. The Blue Book of Philanthropy is dedicated to the historical record, experience summary, and analysis of China's philanthropy development, offering new perspectives, views, methods, and materials for the study of China's philanthropy and charities. The Blue Book has been in publication on an annual basis since [2013] and it has become an important reference for understanding the development history and characteristics of China's modern philanthropy, both domestically and internationally.

Special thanks to our legal advisor for their generous pro-bono work.



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