

Narada Foundation 2017-2019

2018

2017

2019



About Us

Narada Foundation, founded in May 2007 and based in Beijing, is one of the leading philanthropic 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 philanthropic and nonprofit sector and catalyzing cross-sector dialogue and collaboration.

Grant-making Overview 2017-2019

Charitable Expenses

*1 USD to CNY=6.55543

2017 US \$6,039,911.923

2018 US \$7,354,909.758

2019 US \$6,778,856.921

Number of Grants



195 Organizations / individuals

159 Projects

From January 1 2017 to December 31 2019, Narada Foundation provided grants to 195 organizations/individuals and 159 projects in total. The beneficiaries are located in 30 provinces, municipalities and autonomous regions across China.

Philanthropy and Nonprofit Sector Advancement

From 2017 to 2019, Narada Foundation's role of sector-builder has been fulfilled by combining different ways of support, including grant-making, advocacy and connecting different players in the ecosystem. Meanwhile, it actively shared the practice and learnings of China's social sector with peers around the world.

The Philanthropy and Nonprofit Sector Advancement portfolio concentrated on four aspects: philanthropy infrastructure, policy advocacy, sector research, and public engagement, with a focus on growing new infrastructure organizations and on further strengthening mature platforms and networks to amplify their value as public goods for the sector.

The Information System of Chinese Charitable Organizations

From 2017 to 2019, Narada Foundation funded the Information System of Chinese Charitable Organizations. Striving to be the *Candid*^[1] in China, the system aims to create a credible and sustainable data platform specializing in charities, promoting transparency in the sector and maximizing the effect of all charitable resources. It can be assessed easily through an applet in WeChat, allowing interested parties to find information on charitable organizations, seek potential partners, and acquire the donation data about a specific area quickly and smoothly.

[1]Candid is an information service specializing in nonprofits. In 2019, Foundation Center and GuideStar merged to become Candid. It is a leader in nonprofit digitalisation in the USA.

Yishan Applet Interface



Research on Tax Preference for Charitable Organizations

In May 2018, Narada Foundation, as a representative of the sector, put forward policy suggestions, which are based on a study of tax preference for charities' income through investments to retain and increase the value of their assets, to the Ministry of Finance, Ministry of Civil Affairs and other relevant governmental departments. Among these suggestions, the one on salary for NPO employees has been adopted in the *Notice of the Ministry of Finance and the State Taxation Administration on Issues Concerning the Administration of Tax Relief Eligibility of Nonprofit Organizations* (MF&STA, 2018, No.13).

Research on the Nonprofit Sector's Contribution to the GDP (N-GDP)

China Nonprofit Sector's Contribution to the GDP (N-GDP) report, was published in 2018. The report shows that the added value of social organizations nationwide in 2016 was 278.9 billion RMB, amounting for 0.37% of the GDP and 0.73% of the overall added value of the tertiary industry respectively. At the same time, the total expenditure of social organizations nationwide in 2016 was 637.3 billion RMB, amounting for 0.86% of the GDP and 1.66% of the overall added value of the tertiary industry. The research adopted the sampling method in statistics and collected data from over 7000 social organizations of different categories to calculate the overall GDP of social organizations in China. Meanwhile, a comparative study between domestic and international practices was conducted to create a scientific and feasible system of indexes to calculate N-GDP in China. This is the first ever effort in China to calculate the total GDP of social organizations. The research was acknowledged by Prof. Lester M. Salamon, a leading global expert on nonprofit contribution to GDP, with whom the project team has established communications.

Narada Insights

Narada Insights is a thought platform launched by Narada Foundation in 2016. It invites experts, scholars, and media professionals to discuss social issues that occur in China in transition, and delivers independent insights on public affairs with diversified perspectives and expertise.

Views on 15 Channels

115 million



7 articles received the

"Most Influential Philanthropy Commentary Award"



"Information Disclosure Regulations"



are incorporated into the courses of higher education institutions

4 articles were given the

"Award Excellent Commentary" by Baiké channel of the online newspaper *The Paper*

*Data as of the end of 2019

As an advocate, Narada Foundation gradually brought the formerly obscure topic of Philanthropy Infrastructure into the spotlight for public discussions in the sector. We have also convened a group of core grantmakers and built a community with a focus on philanthropy infrastructure building.

Advocating for Infrastructure Building in Philanthropy and Nonprofit Sector

In 2018, with the support of Worldwide Initiatives for Grantmaker Support (WINGS), Narada Foundation carried out the *Introducing International Materials on Building Philanthropy Infrastructure* project. Five documents about the development of international philanthropy infrastructures, recommended and authorized by WINGS, were translated into Chinese and publicized within the third sector, laying the foundation for further researching and advocating for philanthropy infrastructure development in China.



Introducing International Materials on Building Philanthropy Infrastructure



The Landscape of Infrastructure for Philanthropy in China

The *Landscape of Infrastructure for Philanthropy in China* project in 2019 concentrated on definition, challenges, and solutions for infrastructure building in China. A panel discussion was held on the 11th Annual Symposium by China Foundation Forum in November 2019 to discuss about philanthropy infrastructure development with peers.



As a connector, we committed to connect different organizations that play a role of philanthropy infrastructure, facilitating and fostering the cooperation within them.

Leadership Building for Platform/Network Leaders

In 2019, Narada Foundation planned and implemented the *Leadership Building for Philanthropy Platform/Network Leaders* project, aiming to cultivate the leadership of core platform leaders, and to catalyze cooperation and collaboration among them.



Narada Foundation's continuous work on supporting sector development has gained international recognition, and we started to share our practices to our global peers.

Infrastructure in Focus - A New Global Picture of Organizations Serving Philanthropy (2017) shows Narada Foundation has invested over 60% of our funding in building philanthropy infrastructure. Afterwards, we wrote an article upon invitation to share our experiences and challenges of building the philanthropy infrastructure in China.



Infrastructure in Focus - A New Global Picture of Organizations Serving Philanthropy (2017) launched by WINGS in 2017

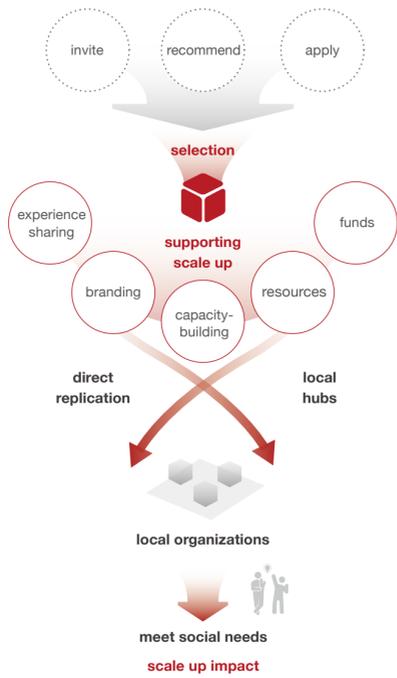


In June 2018, Yanni Peng, CEO of Narada Foundation, published an article on *Building the Philanthropy Infrastructure in China* in *Alliance* magazine.



In November 2016, Narada Foundation and several partners jointly initiated China Effective Philanthropy Multiplier (EPM) to catalyze the scaling up of effective philanthropic projects, and increasing their supply; facilitating grassroots social organizations to enhance their ability through practice, and mitigating unbalanced regional development concerning nonprofits; and promoting the development of local philanthropy ecosystem and the fulfilment of the missions and values of nonprofits.

Philanthropic projects



The past three years, from 2017 to 2019, witnessed EPM's efforts in advocating and practising the scaling of impact and our relentless exploration and accumulation of experience. By the end of 2019, we have achieved the following results.

50 Effective Philanthropic Products



8,607 Partners in 1,600 regions of 31 provinces

65 million Beneficiaries Increased by 5.6 times compared with June 2018

Carried out these charity projects Mobilised 700 thousand volunteers

Raised 922 Million RMB in 23 provinces in China

56 on-site roadshows

Provided 7.67 million RMB in funding for 100+ nonprofit organizations

Over 2600 partners received training and courses from 2017 to 2019

2018-2019

The EPM brought together various resources to provide partners with fundraising and branding support on **the Tencent 99 Charity Day**

*Data as of the end of 2019

▽ We conducted studies on *Scaling Up Impact and Hub-driven Development of Regional Philanthropy Ecosystems*. The result of the study on Scaling Up Impact was published in *The Blue Book of Social Organizations (2019)*, filling the gap in this field



▽ The EPM shared its practices on invitation at the 2019 annual conference of Asian Venture Philanthropy Network (AVPN).



▽ In June 2019, HUANG Shuxian, the then Party Secretary and Minister of the Ministry of Civil Affairs paid a tribute to the EPM's work mode in Hunan



▽ In 2018, EPM attended the sixth annual conference of the *China Charity Fair*



▽ In 2019, the EPM held a parallel forum of the *China Foundation Forum*, titled *The Scaling Up Mindset - Diverse Explorations and Sector Development*



▽ In 2018, the EPM held the annual conference themed *Gathering Kindness and Connecting Love*

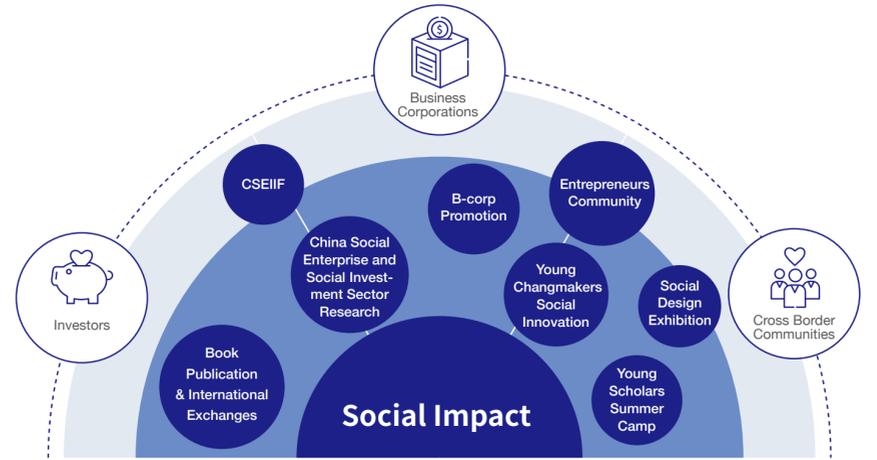


● Upon the invitation of the Department of Charity Promotion and Social Work of the Ministry of Civil Affairs, Yanni PENG, the CEO of Narada Foundation shared the work concept of scaling up and how to evaluate philanthropic projects with 20 online fundraising platforms.

● Directors of the Civil Affairs Bureaus of Sichuan, Shaanxi, Shandong, Fujian, Jiangxi, and Hunan and the secretary of provincial Communist Youth League of Sichuan attended EPM's roadshows and gave speeches.

● The government of Ordos Inner Mongolia has established a special fund to sponsor the implementation of EPM projects in local regions.

Focusing on the current target of fostering cross-sector collaborations and innovations, the Social Enterprise and Impact Investing portfolio seeks to attract more early-adopters outside the small circle of social impact, to recognize and commit themselves to the ideal of cross-border collaborations and innovations. From 2017 to 2019, we targeted three areas: advocating social enterprises to mainstream corporations; promoting impact investing to business investors; and incorporating cross-border communities mainly of young people into social impact topics.



▽ Roundtable at China Social Enterprise and Investment Forum Annual Conference



▽ B Corp promotion at the Hong Kong Social Enterprise Summit's Ways to Remodel Businesses Side Forum



▽ Dialogue at the Opening Ceremony of the Social Design Exhibition



Projects

From 2017 to 2019, Narada Foundation has funded the *China Social Enterprise and Investment Forum Annual Conference* for three consecutive years. There were over 800 participants at each annual conference. Initially the participants were mainly from NGOs. After the Forum's continuous promotion, over 50% of the participants were from business circles at the latest conference, constituting a breakthrough in cross-sector collaboration and impact. The Annual Conferences were also reported by various mainstream media and social media, achieving a wide spread of the concept and practice of social enterprise and impact investing.

With the support of Narada Foundation, the Secretariat of the Forum was registered as a social organization - Beijing Sheqi Social Organization Development Center in May 2018. This is to ensure the independence and stability of the Forum required to fulfil its role as a crucial infrastructure in the field of social enterprise and impact investing in China.

In 2019, Narada Foundation and Beijing Sheqi Social Organization Development Center officially released the *China Social Enterprises and Social Investment Sector Research Report*, a definitive report in the field of social enterprise and social investment. It was published by the Social Sciences Academic Press (China). The report covering the ecosystem of the entire field in China was listed as *Outstanding Nonprofit Research Report by the 17th China Charity Ranking* in 2020.

From 2017 to 2018, Narada Foundation supported Leping Foundation in starting a Project to promote B Corp in China. The Project translated and published *The B Corp Handbook* (Simplified Chinese Version) and organized several online and on-site campaigns which reached over 200,000 people. Because of the Project team's continuous efforts, there are 21 B Corps certified by B Lab in Mainland China, and nearly 1000 Chinese corporations used B Impact Assessment to evaluate their social impact by July 2020. China B Corp team and B Lab have reached a consensus to establish the B Lab China in the coming years.

Moreover, we have piloted several new projects to engage investors, university students, young scholars, and entrepreneurs so that our strategic approach towards cross-border collaborations and innovations is solid and comprehensive.

● We host a delegation consisted of investors, family offices and HNWI's in China to attend the Global Impact Investing Network's (GIIN) Annual Conference and visited local impact investors in the Netherlands. We also carried out a series of salon events to engage more investors and rich second generations who are interested in impact investing. All the efforts help us to build up a network of impact investors-to-be in China.

● The *City Changemakers* project, collaborated with Polaris Youth, engaged young people to field study NGOs and social enterprises, to explore the possibility of social innovations and changes, encourage young people to be the witnesses, recorders, and advocates for social innovations.

2017-2019 Narada Foundation Honours

In Jiemian.com's 2018 Most Transparent Chinese Charitable Foundation List **No.6**

2019 Most Transparent Chinese Charitable Foundation List **No.1**

8 consecutive years Scored 100/100 in the China Foundation Transparency Index (FTI) Awarded Transparent Model

3 consecutive sessions received the **Kumquat Award of Chinese Foundation Ranking** organized by grassroots NPOs

In 2018 awarded the **Best Foundation in Leading and Promoting Sector Development**

Model Foundation in the Sixteenth (2019) China Charity Ranking

The documentary *How do Humans Face Loneliness* received **Best Production and Most Moving Short Film** at the 2019 China International Philanthropic Film Festival (Foundation Section)