



## China Charity Gifts: Tapping China's Netizens for Good

It's no secret that China's charitable giving rates are among the lowest in the world. A number of factors such as cultural heritage, fundraising restrictions, and transparency issues deter the public from making financial contributions to nonprofits. At SVG, we are constantly asking ourselves how to encourage Chinese of every income level to become active donors. Rather than reinvent the wheel, we looked at organizations that inspire giving and make it approachable to everyday people.

Out of our brainstorming was born (drum roll please) China Charity Gifts (CCG), the first online charity gift catalog in Mainland China. Like many similar sites based in the West, CCG will provide an accessible way to donate to charitable organizations by purchasing a "gift" in honor of a friend or family member that benefits a specific need of a Chinese grassroots NGO. The site will begin by featuring charity gifts from seven Chinese NGOs, handpicked by the SVG team with gifts ranging

**China has over 227 million Internet users.**

from a RMB 30 (US \$5) meal for a child with cerebral palsy to a RMB 1,200 (US \$180) micro-grant for a farmer in Western China.

Through CCG, we want to simultaneously support the vital work of grassroots NGOs in China and engage average Chinese citizens in philanthropy. Currently, public fundraising is unavailable for most NGOs, but through SVG's strategic partnership with Shanghai United Foundation, China's first community foundation, all donations through CCG can be legally received and

*(Continued on p.3)*

### In This Issue:

Migrant Kids in the Movies	2
Fashion with a Conscience	2
Spotlight on the Sector	2
Greetings from the SVG Team	3

## About Social Venture Group

Social Venture Group is a social enterprise registered in Hong Kong and Shanghai. Our mission is to assist individuals, families, businesses and foundations to identify and evaluate strategic charitable opportunities in China. SVG performs due diligence, ongoing monitoring and evaluation of projects to empower donors' giving decisions. We seek to build a community of Chinese and overseas donors for China social sector in the 21st century.

For more information, please visit us at: [www.socialventuregroup.com](http://www.socialventuregroup.com)

## OwenWong: Fashion with a Conscience



As up and coming fashion brand [OwenWong](#) rolls out their winter line, they are hoping that their clothes won't be the only way they make a statement in China. With seven retail shops in three cities, the Shanghai-based company has been working with SVG to develop a way to give back to China and get their customers involved.

SVG began working with OwenWong this summer to create a Corporate Social Responsibility (CSR) plan for the company. "Our key customers are young professionals, who are increasingly considering how to live out a meaningful life," says the brand's namesake and owner Owen Wong. "As for our team, we also believe that we need to give back to society."

To do this, SVG has structured a six-month CSR initiative through which one percent of sales will be donated to Green Ribbon, a local NGO in Shanghai (see article opposite.)

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From mid-December to mid-June, customers who enter OwenWong's retail and online stores will not only be introduced to the brand but also to Green Ribbon. Wong wants people to understand that his company is not just asking customers to give money but to expose them to an organization that is making a positive. Additionally, the brand rolled out a "Green Ribbon" themed clothing line for the Christmas season.

To ensure transparency, SVG will assess the project throughout the six months. Customers will receive a donation confirmation letter along with a follow-up report on how the funds are used.

Ultimately, OwenWong hopes that Chinese people will be active in caring for the country's disadvantaged groups and that they can do their part to encourage change.

For more about SVG's charitable projects, please contact us at [info@socialventuregroup.com](mailto:info@socialventuregroup.com).

## Lights. Camera. Action!

*A Shanghai NGO has migrant kids making movies.*

"Everyone's life is a good story and everyone can be a movie star in their own life," says Mark Huang, the founder of [Green Ribbon Volunteer Service Center](#) (Green Ribbon). And he should know — Huang has had firsthand experience turning everyday kids into writers, directors, and actors.

Green Ribbon is a Shanghai based nonprofit founded in May 2009, which provides after-school activities for the children of migrant workers. Although many of them have grown up in the city, they are seldom treated the same as local children. Green Ribbon believes that it is important to invest time in these kids and to help them develop their interests, gain confidence and raise their self-esteem. They do this through the Small Potatoes Short Film Club in which kids make their own movies.

**You often find that migrant children are not well accepted and are looked down upon by local children, but we don't want them to be isolated**

The idea of making movies with underprivileged children originally came to Huang when he volunteered in Sichuan after the 2008 earthquake. Huang found that even though many of the children were greatly traumatized by the earthquake, they were not shy in front of the camera. Huang made a few short films with the children and found that they loved being involved in the movie making

*(Continued on p. 3)*



## Spotlight on the Sector

China's social sector has been in the headlines this year with a number of big names promoting charitable giving, new legislation, and advances in care for the country's most disadvantaged people. Here are a few highlights:

- **[Gates-Buffett Giving Pledget Comes to China](#)**: Despite skepticism that China's wealthy wouldn't show, Bill Gates and Warren Buffett hosted a well-attended dinner with the Mainland's wealthy entrepreneurs.
- **[Jet Li's One Foundation](#)**: Even as Li has tried to get legal foundation status, there were rumors that his quasi-organization (which operates under the Red Cross Society of China) might be shut down. For now, One maintains its status under the Red Cross.
- **[A new home for QCQ](#)**: Our friends at QCQ Autism Center were finally able to move into a new, larger location that will allow them to increase their services to autistic children and their families!
- **[Assessing China's giving](#)**: Reports have shown that China's giving continues to rank as one of the lowest in the world; however, donations have grown 3.5 percent since 2008 and are expected to rise by RMB 50 billion this year.

For more information on the sector, check out our regular updates at [blog.socialventuregroup.com](http://blog.socialventuregroup.com).

## China Charity Gift (Continued from p.1)

distributed to the NGOs represented on the site. Additionally, the site offers increased exposure to NGOs with the potential to build their capacity and strengthen their public credibility. As the administrator of CCG, SVG will be an independent third party providing an extra layer of trust and accountability to the donation process.

Most importantly, CCG will provide the over 277 million Chinese Internet users with access to China's social sector. For these netizens, the web is extremely familiar terrain and increasingly the hub of their social and professional lives. What better place to provide a user-friendly connection to charitable giving? Buying a gift of school supplies for a blind orphan for just RMB 65 (US \$10) could be the start of a lifetime habit of doing good. The potential impact is huge!

SVG plans to officially launch the site in February 2011. Stay tuned to hear more about this innovative addition to the Chinese philanthropic landscape!

## Lights. Camera. Action! (Continued from p.2)

process. It also provided them with an opportunity to express themselves creatively.

Seeing the success of the films in Sichuan, Huang took the idea with him to Shanghai where he knew that educating migrant children was a big issue.

In less than a year, Green Ribbon has established partnerships with three public primary schools in Shanghai that each have a large

population of migrant children. Small Potatoes' goal is to make two short movies per school per month. The project needs approximately 20 volunteers for each movie, most of these being university students. Volunteers work with kids to produce the movie from writing the scripts to selecting the actors, and filming the movie. Once the films are completed, they are uploaded to Tudou, a video website similar to Youtube.

Green Ribbon plans to extend their Small Potato project to three more local primary schools in 2011. Additionally, Huang wants to help narrow the gap between Shanghai's local and migrant children by inviting Shanghainese children to join the program. "In primary schools you often find that migrant children are not well accepted and are looked down upon by local children, but we don't want them to be isolated. We hope to let them know they are equal and they can learn from each other." Huang says.

So far Green Ribbon's Small Potatoes have made 12 short movies with 240 migrant children. "Ultimately," says Huang, "We hope more and more people will pay attention to these migrant children."

*Please contact us for more information on Green Ribbon.*



## News from SVG

Merry Christmas and Happy New Year from SVG! We've had a busy year...

In keeping with our core goal of encouraging everyday people to engage in philanthropy, we hosted a number of events. Our most recent was Chip In!, a micro-granting competition in which three local NGOs gave short presentations after which guests visited the NGOs' booths and voted for their favorites. Donations totaled RMB 5000 (USD 750)! We're looking forward to hosting more gatherings in the future.

We have also had great momentum on our CSR projects in 2010. In addition to working with fashion company OwenWong (p 2), SVG partnered with a US-based Fortune 100 company this summer to source education related projects.

Sadly, we are also saying goodbye to Grace Chiang as she returns to the US where she will continue to play an integral role as Chairman of our board. Nora has already stepped up to fill the position of Managing Director. We also welcomed two new project managers to the team in the summer. Zoey, who formerly worked with a Fortune 500 company in Shanghai, joined our team after being an active donor with SVG for several years. Lauren, a US native, is volunteering with SVG for one year. We are excited to have them on the team!

We're looking forward to what 2011 holds for SVG and philanthropy in China. Thank you for your encouragement and partnership in 2010. Please let us know how we can better serve you in 2011.

*The SVG Team*

twitter

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twitter.com/cnphilanthropy

## We'd love to hear from you!

SVG advises foundations, corporations and individuals in making informed giving decisions for maximum social impact in China. We do the research and monitoring so that our clients can rest assured that their donations are truly making a difference.

SVG has gone digital. For more information about SVG or any of the organizations in this newsletter, please email us at [info@socialventuregroup.com](mailto:info@socialventuregroup.com) or visit our website at [www.socialventuregroup.com](http://www.socialventuregroup.com). For up-to-date news on the Chinese philanthropy sector visit our blog [blog.socialventuregroup.com](http://blog.socialventuregroup.com) and subscribe to our Twitter page at [twitter.com/cnphilanthropy](http://twitter.com/cnphilanthropy).