CAPS
Centre for Asian Philanthropy and Society

RIDING THE WINDS OF CHANGE

ANNUAL REPORT 2022

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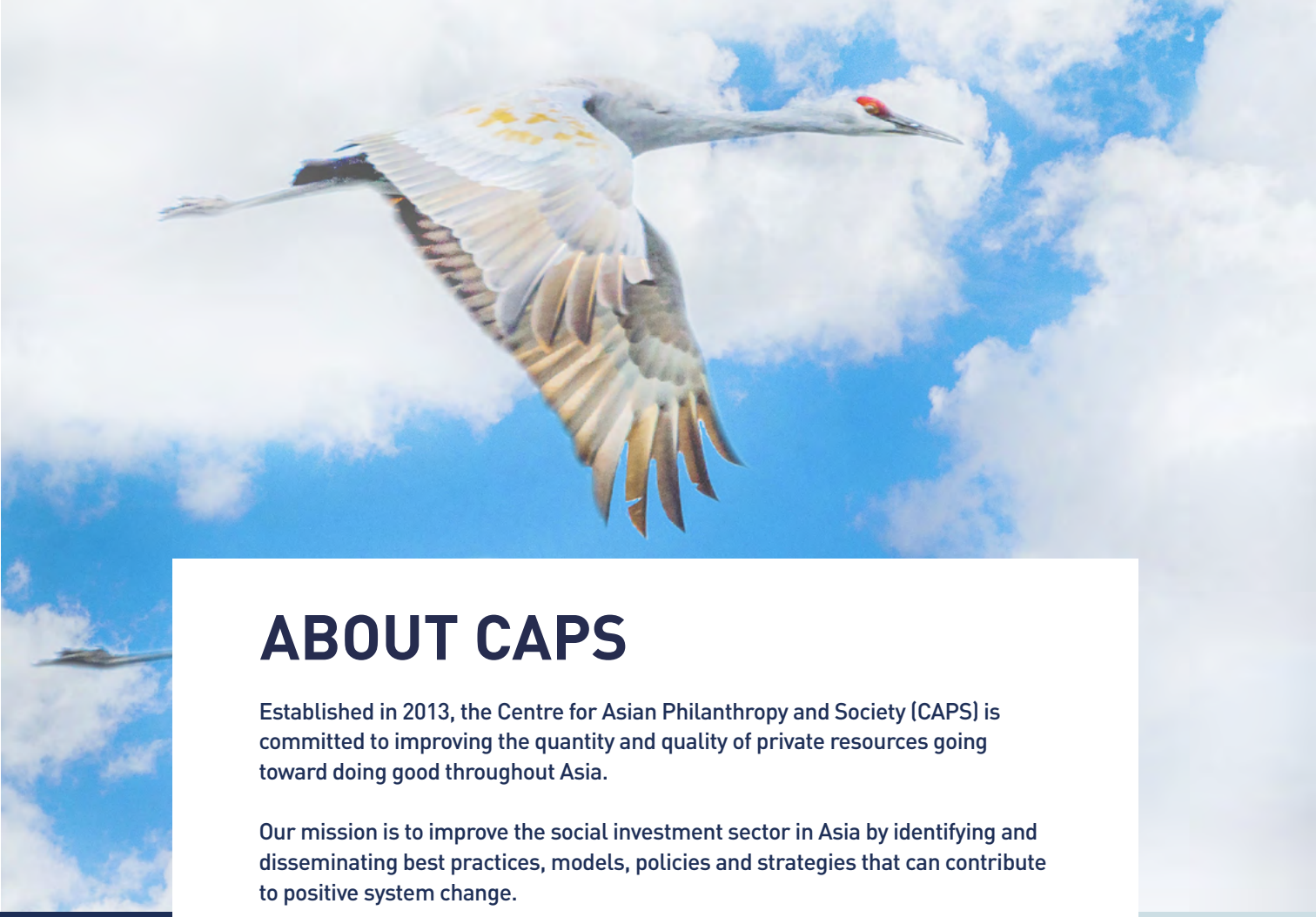
For the e-version of the CAPS Annual Report 2022 visit: https://caps.org/who-we-are/annual-reports



ABOUT CAPS

Established in 2013, the Centre for Asian Philanthropy and Society (CAPS) is committed to improving the quantity and quality of private resources going toward doing good throughout Asia.

Our mission is to improve the social investment sector in Asia by identifying and disseminating best practices, models, policies and strategies that can contribute to positive system change.

WE DO THIS THROUGH:

Policy Research
Helping business leaders, philanthropists and policymakers see how they can facilitate and increase private capital flows toward the social sector.

Commissioned Research
Advising corporations and foundations on achieving their giving goals through strategic review, project design, evaluation and targeted research, leading to improved social investment strategies and corporate social responsibility programs.

Applied Research
Providing valuable insights and tools through qualitative and quantitative research to drive more impactful investment toward meeting social needs.

Convening
Curating invitation-only events dedicated to our network of philanthropists, and connecting our partners through meetings and workshops to foster a learning community and support capacity building.

CHAIR'S MESSAGE

Dear Friends,

As we gradually emerge from the Covid-19 pandemic, Asia is coming up for air and taking stock. What have we learned? What innovative approaches have we uncovered that can be carried forward as we rebuild our communities?

For the social sector, the past three years have seen resources stretched to their limits and demand for services far exceeding supply. Yet, many nonprofits and social enterprises have also witnessed a surge of appreciation and support from communities and donors. Companies have been called upon to step up, and many have. Corporate social responsibility (CSR), environmental, social and governance (ESG), and creating shared value have become important trends, reflecting an understanding cemented during the pandemic: by strengthening others, we strengthen ourselves. Doing good is also good business.

The Centre for Asian Philanthropy and Society (CAPS) remains committed to keeping our finger on the pulse of Asia's social sector and collaborating with regional partners to produce timely and relevant research. In 2022, CAPS released the third edition of the *Doing Good Index*, our flagship study spanning 18 Asian economies. This body of work is quickly proving itself as an essential resource for understanding the current regulatory, financial and social ecosystem for social sector work in the region. Policymakers, business leaders and social sector organizations can all draw from our actionable findings.

We also celebrated the completion of our China Issue Guide Series, a first-of-its-kind look at four thematic areas relevant to philanthropy in Mainland China today—health, environment, education and poverty alleviation. We hope the series will help to shine a light on philanthropy with Chinese characteristics and inspire further action from those wanting to put their wealth to good use. As always, it is my honor to chair an organization that produces quality tools and resources, and I thank our many supporters for their continued faith in our work.

Ronnie C. Chan
Co-Founder and Chair

CHIEF EXECUTIVE'S REPORT

Dear Friends and Colleagues,

Ten years have passed since the Centre for Asian Philanthropy and Society (CAPS) was founded. Our next annual report will celebrate a decade of achievement, but for now, I would like to reflect on several key learnings.

Asia is home to a vibrant, innovative and energized social sector. The rise of wealth coupled with ongoing societal challenges has produced a remarkable array of new ideas, experimentation and impact. As important, however, is the increasingly visible evidence of a region that is charting its own course and developing strategies fit for purpose in a highly dynamic and complex environment.

Despite the cultural, historical and economic differences across Asia, some characteristics typify how regional private resources are deployed toward doing good. First, there is a tendency to work aligned with and, on many occasions, in partnership with government. This is true regardless of the type of government in place. The desire to work alongside government can be explained in large measure by the influence of family-dominated businesses. 85% of large companies across the continent are family dominated. This reality has several important implications. Families think long-term and want to ensure their companies are sustainable over time. It also means that there is a greater tendency to marry individual philanthropy with corporate social responsibility (CSR) and the company's development prospects. We see a merging of resources toward doing good at the same time as doing well. We see an embrace of the practice which has come to be called shared value.

Families are also committed to their communities. They feel a sense of connectivity to their hometowns, the places where they do business and their own country. They see the relationship between community, social investment and their own businesses. As a result, much of the social investment in Asia is routed through companies in one form or another.

Lastly, while Asia is economically vibrant, it is still composed primarily of emerging markets. These economies face a number of challenges such that multipronged and cross-sector approaches are often deemed more relevant than a singular focus.

CAPS is committed to understanding, documenting and telling the story of Asian private social investment through Asian eyes and with Asian voices leading the discussion. We endeavor to understand what motivates philanthropists and business leaders and their strategies to address community and national needs. In the past year our work has highlighted approaches utilized in the region: corporate philanthropy aligned with government plans in China, collaborative philanthropy for health outcomes in India, and the uptake of new tools such as donor-advised funds and blended finance.

CAPS continues to provide important insights into how the social sector works and continues to evolve in Asia. We appreciate our partners, without whom we could not understand the intricacies of what is happening on the ground in 18 economies. In particular, we appreciate our donors who support us. Without their generosity, we could not continue to carry out our work.

Best,

Ruth A. Shapiro

Dr. Ruth Shapiro
Co-Founder and Chief Executive

DOING GOOD INDEX™ 2022

4 LANGUAGES (ENGLISH, CHINESE, KOREAN, JAPANESE)

18 ASIAN ECONOMIES

23 PARTNER ORGANIZATIONS

2,239 SOCIAL DELIVERY ORGANIZATIONS SURVEYED

126 ECONOMY EXPERTS INTERVIEWED

620,000 DATA POINTS ANALYZED

In 2022, CAPS released the third edition of our flagship policy report, the *Doing Good Index*, an evidence-based study of the factors that enable or impede the flow of private capital to meet social needs.

Doing Good Index: four clusters*

NOT DOING ENOUGH	DOING OKAY	DOING BETTER	DOING WELL
Bangladesh	Cambodia	China	Chinese Taipei
Sri Lanka	India	Hong Kong	Singapore
	Indonesia	Japan	
	Nepal	Korea	
	Pakistan	Malaysia	
	Thailand	Philippines	
	Vietnam		

*Economies in each cluster are arranged alphabetically.

As the region—and the world—recovers from the Covid-19 pandemic, the *Doing Good Index* serves as a valuable policy tool, providing a timely roadmap for strengthening and revitalizing the social sector.

Due to the ongoing political crisis, Myanmar could not participate in the *Index*. However, with help from our partners on the ground, the 2022 *Index* included a special profile on Myanmar to understand the impact of the coup d'état and Covid-19 on the economy's social sector and the community.

The *Doing Good Index* showcases the hardship felt due to the pandemic, the response of government, companies and the social sector, and the resilience of communities around the region. As the public, private and social sectors strive together to rebuild a stronger, healthier, more equitable Asia, the *Doing Good Index* offers a blueprint for how policies and practices can unleash capital by aligning incentives, mitigating the trust deficit and maximizing private social investment.

Economy performance: 2022 vs 2020

Economy	Change
Bangladesh	▼
Cambodia	▲
China	▲
Chinese Taipei	■
Hong Kong	■
India	■
Indonesia	■
Japan	■
Korea	■
Malaysia	▲
Nepal	▲
Pakistan	▼
Philippines	■
Singapore	■
Sri Lanka	▼
Thailand	■
Vietnam	▼

China Issue Guide Series

The China Issue Guide Series is a four-part series analyzing the top issue areas for Chinese philanthropists: health, environment, education and poverty alleviation. While there have been several landscape studies on Chinese philanthropy in recent years, our reports take a different tack by understanding how Chinese philanthropy is deployed, providing useful information to those interested in giving in Mainland China.

Each report delves into an issue area and provides:

- **An overview of the issue area in the context of Mainland China. This includes a landscape analysis of the issue and the key priorities of the Chinese government in addressing it.**
- **A review of philanthropic giving to meet these needs in China. What types of projects are being funded? Where are they? What trends can be seen?**
- **An assessment of how philanthropy aligns with government objectives and identifies gaps requiring additional support.**
- **Recommendations for further philanthropic efforts.**

670,000
ATTENDEES FROM ACROSS MAINLAND CHINA AND HONG KONG

These reports not only discuss the state of play around philanthropy in the four issue areas but also analyze the motivations and trends, as well as chart a path forward based on expert assessment and needs. In 2022, we released the final three editions of the report, published in Chinese and English, and presented the findings at two hybrid events co-hosted by the China Development Research Foundation (CDRF). Combined, these events attracted a staggering 670,000 attendees (mostly tuning in to the live video stream) from across Mainland China and Hong Kong.

Health Philanthropy

Professor Winnie Yip of the Harvard T.H. Chan School of Public Health contributed a chapter which looks closely at China's health care challenges especially those relating to primary care, screening and diagnostics, elderly care and support for mental illnesses. These are areas which require additional support. CAPS' analysis documented trends and strategies in health philanthropy and shared case studies of interesting and innovative projects pointing the way for future efforts.

Environmental Philanthropy

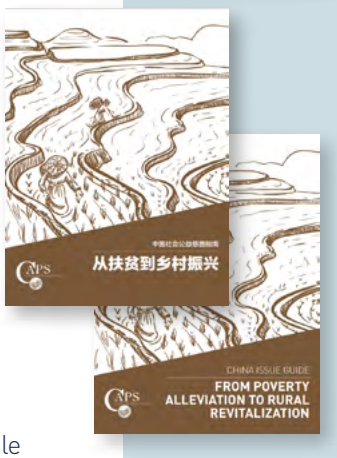
While China has achieved huge success in expanding its economy and generating wealth for its citizens, this achievement has come at an environmental cost. This report assesses individual and corporate giving, highlighting 20 case studies that show the successful implementation of an environmental philanthropy strategy in China. Ma Jun, Director of the Institute of Public and Environmental Affairs (IPA), provided a chapter examining the current state of the environment in China, including key issues, policy responses and overlooked areas.

Education Philanthropy

China's education system has developed rapidly over the past four decades, expanding to provide opportunities for a larger number and wider range of people. This report looks at local and specific efforts to see how Chinese individual and corporate philanthropy addresses educational needs and obstacles across the nation. Professors Wang Rong and Wei Yi of Peking University's Institute for Educational Finance Research; Zhang Li, former Director of the Education Development Research, Ministry of Education; and Yu Jiantuo, Deputy Secretary-General of the China Development Research Foundation partnered with the CAPS team to provide an overview of the current state of education in China. The CAPS analysis showcases how educational philanthropy has been deployed and provided case studies on effective models and strategies.

From Poverty Alleviation to Rural Revitalization

In February 2021, President Xi Jinping announced that poverty in China had been eradicated but persistent pockets of poverty remain within the government's sight as well as a move toward rural revitalization. Yu Jiantou, Deputy Secretary-General of the China Development Research Foundation, provided a chapter discussing the remarkable achievement of alleviating absolute poverty and the challenges remaining to help poor communities in Mainland China. This report explains how individuals, companies and foundations stepped up to partner with the government in addressing poverty and how more can still be done.



Building Back Greener: Asian private sector response to climate change (ongoing)

An ongoing research study focuses on how Asian corporations and foundations address environmental degradation and climate change. Individual and corporate initiatives can play a role in financing environmental actions and piloting innovative solutions. While most efforts are carried out through company efforts, philanthropy can also play a role.

From our experience, we know that governments, companies and individuals are keenly aware of the need to address climate change and environmental degradation. However, there is a dearth of information about what is being done. Our report, covering 10 economies (China, Chinese Taipei, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, and Thailand), tackles this knowledge gap by identifying and mapping the current trends and approaches in addressing environmental issues across the region.

Once published, the report will provide successful examples of environmental initiatives and actionable insights for individuals, foundations and companies seeking to enhance their philanthropic and social investment portfolio.

COMMISSIONED RESEARCH

CAPS continues to work in an advisory capacity with philanthropists, family offices, foundations, social sector organizations and governments to develop bespoke strategies and programmatic plans. We understand what works within the Asian context, who to partner with, and what governance models are most suited to meaningful outcomes. Our work leverages CAPS' research and network to help clients drive change, nurture important relationships, and maximize the impact of their social investments.

In the past year, our commissioned research has covered topics such as:

- The impact of operational funding for nonprofit organizations in Hong Kong
- Models for pediatric hospitals and health care in India
- Maximizing Hong Kong's potential as a philanthropy hub
- Fostering learning communities in Asia

Hong Kong as a Philanthropy Hub

In 2022, CAPS collaborated with The Better Hong Kong Foundation (BHKF) on a study highlighting how Hong Kong can become Asia's pre-eminent philanthropy hub.

Throughout 2022, CAPS continued to curate invitation-only conferences and events for philanthropists and business leaders from Asia and around the world. As Covid-19 restrictions eased, we were able to shift back to hybrid and in-person events.

In March, Dr. Ian Bremmer, President and Founder of the Eurasia Group and GZERO Media, met with our network to discuss the implications of the invasion of Ukraine on the global economy and international institutions.

Over the year, CAPS collaborated with partner organizations across Asia to disseminate the findings of the 2022 *Doing Good Index*. This included nine online events and five in-person/hybrid events, starting with our regional launch streamed from our office in Hong Kong in June. In total, these events engaged more than 1,000 participants across the region.

In early 2023, we were delighted to host our 18 economy partners in Bangkok to begin the research for the *Doing Good Index 2024*. It was a productive two days with many fruitful discussions about trends in Asian philanthropy, strategies to increase the impact of our work, reflections on the survey process, and more.

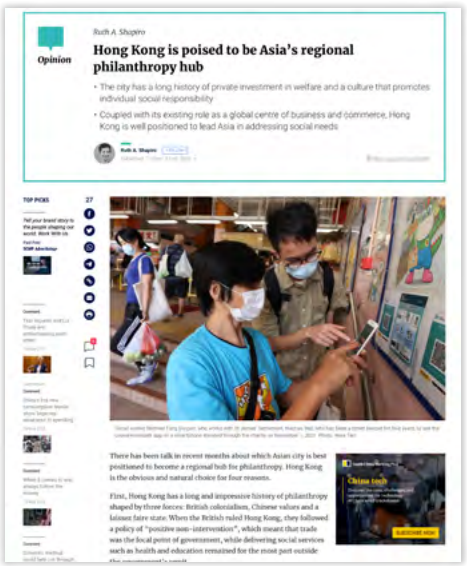
CAPS also co-hosted an event with The Better Hong Kong Foundation to present our analysis of the challenges and opportunities for creating a regional hub for philanthropy and family offices in Hong Kong. We brought together some of the city's leading finance, policy and philanthropy figures for a lively discussion, followed by a keynote address by Secretary for Financial Services and the Treasury, Christopher Hui Ching-yu.

CAPS' COMMUNICATIONS IMPACT IN 2022

90	**NEWS MEDIA ARTICLES ABOUT CAPS' WORK**
1,805	**NEWSLETTER SUBSCRIBERS**
21,866	**WEBSITE VISITORS**
107,305	**SOCIAL MEDIA IMPRESSIONS**
~3,000	**REPORT DOWNLOADS**

Over the course of 2022, CAPS' research and views were covered by media outlets in Asia and beyond. A sample of this coverage includes:

Philanthropy Impact
Blended finance: Narrowing the development finance gap in Asia
(5 February 2022)



South China Morning Post
Hong Kong is poised to be Asia's regional philanthropy hub
(5 February 2022)

Alliance Magazine
Philanthropy with Chinese characteristics: through the lens of health
(24 February 2022)

OPINION

What Chinese-style corporate philanthropy can teach multinationals

Grappling with the balance between profit and purpose

Ruth A. Shapiro and Vincent Cheng

May 4, 2022 05:00 JST

The logo of Shanghai Roche Pharmaceutical outside their headquarters in Shanghai. In 2020 alone, Roche donated 24 million yuan in cash, drugs and materials to Chinese government agencies working on COVID-19-related issues. © Reuters

Ruth A. Shapiro is co-founder and CEO of the Center for Asian Philanthropy and Society (CAPS). She is the author of "Pragmatic Philanthropy: Asian Charity Explained and editor of The Real Problem Solvers." Vincent Cheng is research manager at CAPS.

Nikkei Asia
What Chinese-style corporate philanthropy can teach multinationals
(4 May 2022)

The Doing Good Index Reveals Asia's Social Sector Sees a Funding Decline Despite Having the Highest Pandemic-Induced Poverty Globally

By

Published : Jun 8, 2022 - 17:30 Updated : Jun 8, 2022 - 17:30

Meeting the United Nations Sustainable Development Goals by 2030 will cost Asia $1.5 trillion annually

As foreign support to the social sector shrinks, Asia turns to domestic funding, corporate funding, and government grants

Lack of trust among sectors – government, private, and social – remains the foremost impediment to building a sustainable social support system

Ambiguous and inconsistent regulations and policies enacted by Asian governments send mixed messages to donors about the role of philanthropy and the social sector

The Korea Herald
The Doing Good Index reveals Asia's social sector sees a funding decline despite having the highest pandemic-induced poverty globally
(8 June 2022)

UPDATE

Funding for Asian NGOs falls amid tighter regulations

The Doing Good Index 2022 urges philanthropists and governments to work together to meet Asia's growing social challenges.

Philanthropy Age
Funding for Asian NGOs falls amid tighter regulations
(17 June 2022)

Government News

Asia's social sector sees a funding decline

By Staff writer - July 6, 2022

Like 2

SME Horizon
Asia's social sector sees a funding decline
(6 July 2022)

OPINION • ACADEMIA

Indonesia should strengthen accountability and transparency in social sector

The Jakarta Post
Indonesia should strengthen accountability and transparency in social sector
(5 August 2022)

PHILANTHROPY & CSR August 19, 2022

Doing good in Asia: Challenges and opportunities

The Doing Good Index 2022 presents the post-pandemic state of civil society in Asia and highlights pathways for collaboration between the public, private, and social sector.

by DERREK XAVIER

India Development Review
Doing good in Asia: Challenges and opportunities
(22 August 2022)

The economic case to support social sector

A A A

Daily Mirror Sri Lanka
The economic case to support social sector
(8 December 2022)

FINANCIAL HIGHLIGHTS

	2022	2021
REVENUES	**HK$**	**HK$**
General and designated donations	17,086,990	17,044,186
Consultancy income	152,950	116,599
Other revenue and income	317,601	72,128
EXPENDITURES		
Project expenses	7,915,907	8,887,766
General and administrative expenses	4,661,053	4,283,081
Finance Costs	60,323	69,622
Balance Sheet		
Current Assets	19,970,225	15,831,399
Non-current Assets	993,395	1,595,831
Total Assets	20,963,620	17,427,230
Current Liabilities	2,056,305	3,427,170
Non-current Liabilities	246,843	259,846
Total Liabilities	2,303,148	3,687,016
Retained Surplus	18,660,472	13,740,214

2023: THE YEAR AHEAD

As we endeavor to build back better following the pandemic, CAPS draws on the ongoing support of our partners and donors to forge ahead on our collaborative path. Moving into our 10th year of operations, we remain committed to our mission as we prepare to enter the next stage of our organization's growth.

Our team is already working hard on the 2024 iteration of the *Doing Good Index*, which requires extensive coordination with our partner organizations across 18 economies. In addition, we are currently finalizing two applied research reports. The first is a look at donor-advised funds (DAFs) and the various forms they take across Asia. The second is our report on private wealth mobilization for environmental causes, *Building Back Greener* (see Applied Research).

The launch of the China Issue Guide Series saw a surge of interest in our work, and our hybrid events presenting the data attracted more than 671,800 viewers in Mainland China and Hong Kong. Building on the success of this series, we hope that our research can continue to help inform conversations about the role of tri-sector partnerships in driving improved social and environmental outcomes for China.

Through our strategic partnership with the Centre for Asian Philanthropy India (CAPI), we are deepening our knowledge and understanding of India's strengths, challenges and opportunities. Following the successful launch of our study on pediatric health care, our focus now shifts to topics related to disaster relief and mental health.

SPONSORSHIP

PLATINUM
(US$400,000+)

Dalio Philanthropies
(United States)

Daniel Tsai and Fubon Group
(Chinese Taipei)

GOLD
(US$100,000+)

Bangkok Bank
(Thailand)

Ford Foundation
(United States)

The Better Hong Kong Foundation
(Hong Kong)

Ronnie C. Chan and Hang Lung Properties Ltd.
(Hong Kong)

Bill & Melinda Gates Foundation
(United States)

Yidan Prize Foundation
(Hong Kong)

Chey Tae-Won and SK Group
(South Korea)

SILVER
(US$50,000+)

Husodo Angkosubroto and PT Gunung Sewu Kencana
(Indonesia)

Jaime and Elizabeth Zobel de Ayala and Ayala Corporation
(Philippines)

BRONZE
(US$25,000+)

Arif Rachmat and PT Triputra Investindo Arya
(Indonesia)

OTHER DONORS
(Below US$25,000+)

BASF SE **(Germany)**
Chaudhary Foundation **(Nepal)**
Cherie Nursalim and United in Diversity **(Indonesia)**
James Chen and Chen Yat-Sen Family Foundation **(Hong Kong)**
Nicky Wilkinson and Firetree Philanthropy **(Singapore)**
Teresita Sy-Coson and SM Investments Corporation **(Philippines)**
Thierry Porte **(United States)**

Cash, in-kind and indirect contributions

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