FINDING SILVER LININGS IN A POST-COVID WORLD

ANNUAL REPORT 2021

TABLE OF CONTENTS

About CAPS 2

Chairman's Message 3

Chief Executive's Report 4

Policy Research 5

Applied Research 6

Commissioned Research 9

Convening 10

CAPS Media Coverage 11

Financial Highlights 13

2022: The Year Ahead 14

Sponsorship 15

CAPS Team 16

CAPS Partners 17

For the e-version of the CAPS Annual Report 2021 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 philanthropic giving 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

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

Commissioned Research
Advising corporations and foundations on how to achieve their giving goals through strategic review, project design and evaluation that lead to improved social investment strategies and corporate social responsibility programs

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

CHAIRMAN'S MESSAGE

Dear Friends,

As we enter our third year of the pandemic, Asia and the rest of the world are adjusting and recalibrating. As I write, efforts continue to vaccinate the global population, a herculean task requiring an unprecedented level of cooperation between governments, medical professionals and populations. This, I think, has been one of the true victories to come out of these challenging times: collaboration has blossomed, innovation has abounded, and communities of practice are emerging for how best to move forward in a permanently altered world.

The social sector, including philanthropy, nonprofits and social enterprises, has heeded the call from communities in need. Businesses, too, have responded through increased commitment to supporting social causes.

CAPS continues to track the trends and developments of Asia's social sector, working closely with our partners throughout the region to uncover the successful strategies for doing good during the pandemic. Mid-2021 saw the release of our report on public-private partnerships (PPPs) for social good. While PPPs have commonly been thought of as vehicles for driving infrastructure projects, we are now seeing increasing numbers of private companies and foundations working with government to address social challenges in areas such as education, health and community development. This structure leverages the individual strengths of government and the private sector, creating synergies that can deliver impact at scale. Our report delves into the development of PPPs for social good and how Asia is fertile ground for their continued implementation.

In 2022, CAPS will release the third edition of our flagship study, the Doing Good Index. With each iteration of this research, we are developing a longitudinal snapshot of how regulations, tax settings, ecosystems and other factors shape the flow of private resources for doing good. The ongoing success of this project is testament not only to the hard work of the CAPS team but also to the strong relationships we have with our partner organizations across Asia. It is my privilege to be a part of this network of organizations, foundations, businesses and individuals dedicated to improving the lives of the billions who call Asia home.

Ronnie C. Chan
Co-Founder and Chairman

CHIEF EXECUTIVE'S REPORT

CAPS has worked hard in the last year to continue generating and delivering insights despite the challenges presented by the prolonged pandemic. Fortunately, we have been able to carry out our work by moving online.

In 2021, together with our 23 partners across the region, CAPS carried out the data collection needed to produce the Doing Good Index 2022, the third iteration of our biennial study analyzing the factors that enable or impede the flow of private resources toward doing good. Early in the year, we met virtually to discuss our collaborative efforts and hear from each other about how the pandemic was affecting our organizations, communities and countries. It was clear that many of the hardships we experienced were being shared throughout Asia. Thanks to the contribution of these partners, our research team collected over 2,200 surveys and held expert meetings in 17 Asian economies. In addition to the four sub-indexes of Regulations, Tax and Fiscal Policies, Procurement and Ecosystem, the Doing Good Index 2022 will include information on the impact of the pandemic. We look forward to presenting the final report in mid-2022.

In June 2021, CAPS released our report on public-private partnerships (PPPs) for social good. We analyzed trends and strategies across Asia that make PPPs for social good more impactful, providing examples from 11 economies. As always, our mission is to shine a light on the ways in which private capital can best be mobilized to address social issues. When surveying our network of ultra-high-net-worth individuals, 88% reported their belief that the number of PPPs aimed at solving a community challenge would increase.

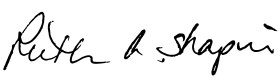
Throughout 2021, we have been working on an in-depth study of philanthropy in China. For this study, we downloaded over 5,600 foundation annual reports with more than 50,000 project details, analyzed media coverage, and interviewed scores of philanthropists and foundation staff. The study is divided into four reports, focusing on philanthropy for health, environment, education and poverty alleviation. In November 2021, we released the first study on health philanthropy, with the second on environmental philanthropy published in February. The remaining two will be completed in 2022.

In 2021, we began to work on a new project, Building Back Greener: Environmental Philanthropy in Asia. The goal of this study is to look across the region to see what corporates and private foundations are doing to address environmental degradation and climate change, be it through business operations, corporate social responsibility programs or philanthropy. The published report will spotlight examples of successful environmental initiatives across Asia and provide actionable insights to philanthropists, foundations and companies seeking to enhance their philanthropic and investment portfolios in the environment.

Throughout the year, CAPS held a number of online events for our network of philanthropists and business leaders throughout Asia. Keynote speakers included Bill Gates, Ray Dalio, Indonesia's Minister of Education, Culture, Research and Technology Nadiem Makarim, and Fareed Zakaria. These events create opportunities for Asian philanthropists to interact with global thought leaders in our sector as well as with each other.

No organization is an island. CAPS is proud to work with a network of partners, supporters and colleagues of the highest caliber. The members of our network are our ears to the ground throughout Asia, allowing us to present informed and insightful research on a wide and varied region. We have been particularly impressed at the ways in which our community has responded to the ongoing reality of the pandemic, working within their local context to address challenges and have a lasting impact.

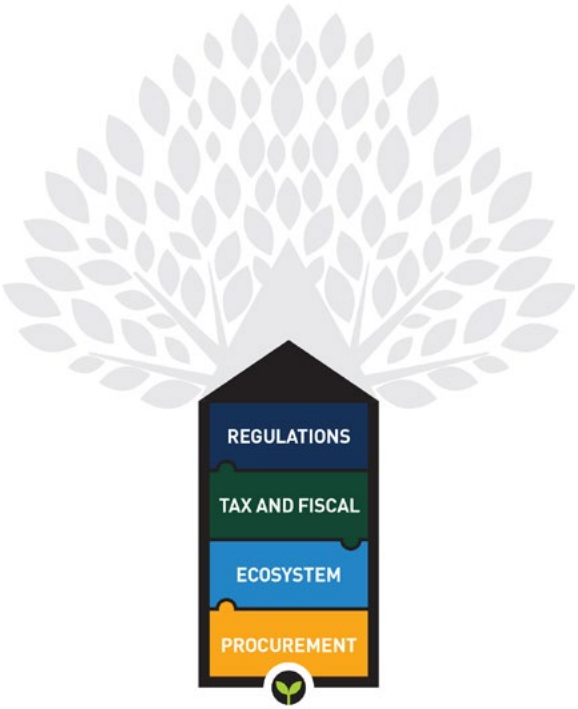
Finally, I would like to thank our generous donors—listed at the end of this report—who enable CAPS to do what we do. We continue to be humbled and motivated by your support. After a year of changes, CAPS enters 2022 with a strengthened team, a fresh approach and renewed determination.



Dr. Ruth A. Shapiro
Co-Founder and Chief Executive

Doing Good Index

2021 was the planning and research year for the third iteration of the Doing Good Index, which will be published in mid-2022. Our flagship policy study is designed to identify broad trends in the social sector, including the factors that enable or impede private social investments across 18 economies in Asia. The index maps the environment for social investment by considering factors under four sub-indexes: Regulations, Tax and Fiscal policy, Ecosystem and Procurement. These sub-indexes provide understanding of the specific measures that economies have taken to catalyze philanthropic giving and promote the development of the social sector. In addition to looking at these sub-indexes, the 2022 edition will examine the impact of Covid-19 and how all segments of our society have responded and continue to respond.

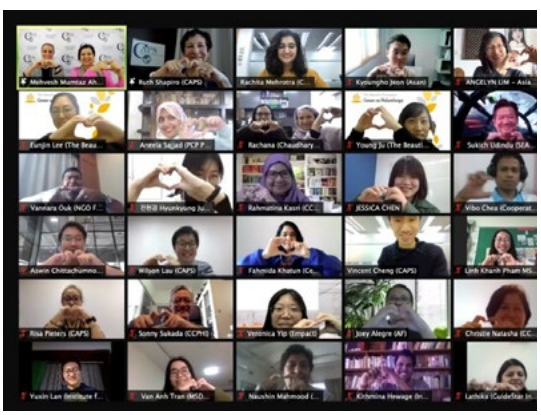


The Doing Good Index as a force multiplier

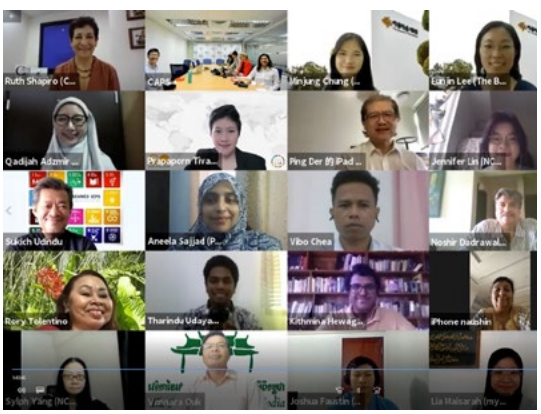
2,239
SURVEY RESPONSES

126
EXPERTS INTERVIEWED

In January 2021, we convened our 23 partners across the region virtually to kick off the study and develop the key themes we wanted to explore. Based on our partners' input, our research team carefully designed the survey, and with our partners' help, an impressive 2,239 survey responses were collected and 126 experts interviewed. Our findings showcase the hardship felt due to the pandemic, the response of government, companies and the social sector, and the resilience of communities around the region.



Virtual DGI partners workshop



Community check-in event

CAPS released two studies in 2021: Public-Private Partnerships for Social Good and the first report of the China Issue Guide Series, which focuses on health philanthropy.

Public-Private Partnerships for Social Good

With a growing trend in Asia of governments and the private sector coming together to address social needs, our public-private partnerships (PPPs) report analyzes trends and strategies across Asia that make PPPs for social good more impactful. The CAPS team conducted 50 in-depth interviews and analyzed 20 notable PPP examples from 11 Asian economies to set out six key strategies that enable PPPs for social good not only to achieve greater impact but also to prepare for sustainability and navigate risks. The report showcases why this trend is taking root, what best-in-class PPPs for social good look like, and how they can best maximize impact.

PPPs for social good are a win-win-win

GOVERNMENT
Improved reach and quality of services
Enhanced state capacity
Access to private sector expertise and technology

COMPANIES
Enhanced social capital with government
Enhanced social capital with communities
Opportunity to innovate
Expanded customer base

COMMUNITY
Greater access to social services
Improved development outcomes
Enhanced local capacity
Contextual solutions

*Based on CAPS surveys of ultra-high-net-worth business leaders from 10 Asian economies in 2019 and 2020.

As part of the report dissemination, CAPS, with co-organizer Thai Beverage/C asean, curated a virtual forum, *Empowering Partnership for Sustainability*. We introduced our PPP report and generated insights with top corporate chief executive officers and leaders of social delivery organizations across Asia, sharing with them how multi-sector partnerships are helping to create greater economic, environmental and social impact.

China Issue Guide Series (ongoing)

Our China Issue Guide Series project released its initial report in November, the first in the four-part series. The health philanthropy report looks at the role of individual and corporate philanthropy, examining the idiosyncrasies of Chinese giving and the role that philanthropy can play in bridging the gap between demand and supply of health care services in China.

Understanding Chinese philanthropy at the project level was a tremendous undertaking: we created our own extensive data base by mining over 5,600 annual reports of foundations in China with more than 50,000 project details. In addition, we conducted 40 interviews and analyzed media resources in order to carry out a granular analysis of how philanthropy is deployed in China in four areas: health, environment, education and poverty alleviation.

The first report closely studied health care funding in China, the areas of most urgent need of attention, and spotlights case studies of successful health care philanthropy. We found that Chinese philanthropy has unique characteristics:

50,000
PROJECT DETAILS

40
INTERVIEWS WITH PRINCIPALS, FOUNDATIONS, AND SOCIAL ORGANIZATIONS

- **Supports government initiatives by supplementing existing programs and filling gaps in unmet needs**
- **Tends to utilize business skills, experience and outcomes to put in place effective, efficient and sustainable programs**
- **Fosters innovation to better address an existing problem**
- **Focuses on connection to one's ancestral home for tradition and pragmatism**
- **Often remedial rather than preventive, but preventive care is gradually receiving more attention**

CAPS presented the findings from this report at a hybrid event co-hosted by UBS in November 2021, held simultaneously onsite in Hong Kong and virtually in mainland China.

Building Back Greener: Environmental Philanthropy in Asia (ongoing)

CAPS' ongoing research project on environmental philanthropy in Asia looks at how companies, foundations and philanthropists are using their resources to address environmental challenges in the region. Philanthropy, both individual and corporate, can play an important role in financing environmental actions as well as piloting new innovations needed to address this existential challenge. Unfortunately, to date, environmental issues have lagged funding priorities such as education and health.

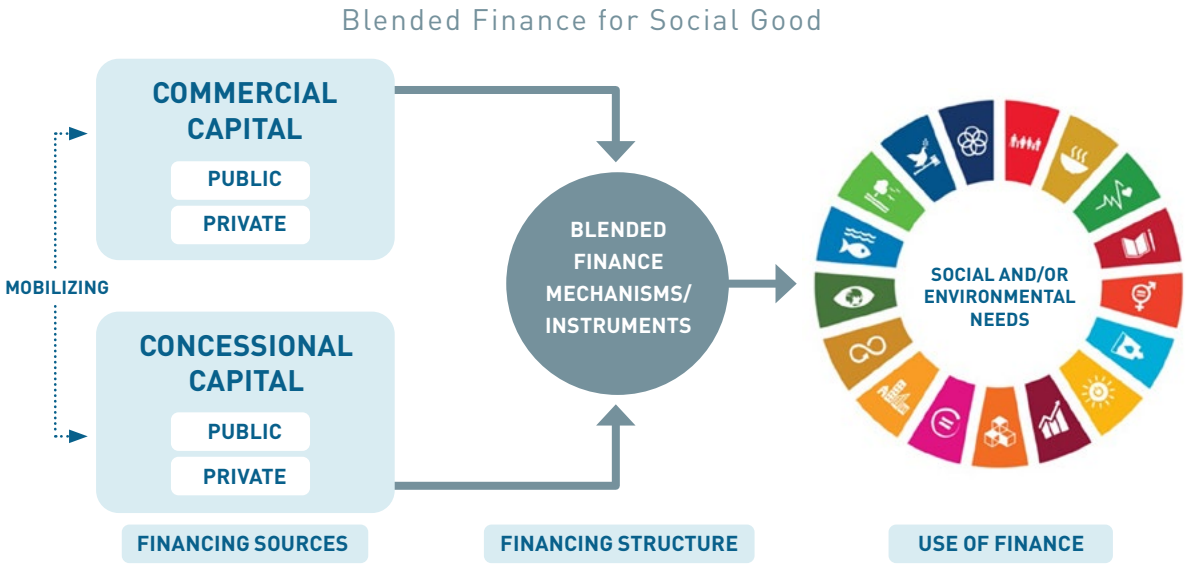
We know from our experience that environmental philanthropy—which can include corporate social responsibility activities and investments in sustainability that benefit the community and business—does exist, yet little information is available about what is happening in this space across Asia. Our premise is that there is desire by philanthropists and corporates to be more engaged on the issue. Our research will address this knowledge gap by identifying and mapping the current trends and approaches to addressing environmental degradation and climate change across the region.

Once published, our report will provide actionable insights to philanthropists, foundations and companies seeking to deepen engagement in addressing environmental and climate change challenges in Asia.

DECODED: Blended Finance in Action in Asia

Our DECODED series unpacks, explains and crystallizes issues critical for social investment in Asia. It draws upon our expertise in research and access to an extensive network of sector experts and philanthropists in 18 Asian economies, which enables us to identify emerging trends in the region. Through DECODED, we translate these concepts into digestible insights.

Our report on blended finance looks closer at how this model is being used in the region to attract funding for projects that address social and environmental issues. The report showcases blended finance initiatives from around the region. It shows how blended finance can be a win-win strategy to pool private and public capital and bridge a yawning funding gap in meeting the Sustainable Development Goals and in the wake of Covid-19.



Source: Adapted from "OECD DAC Blended Finance Principles" Report.

CAPS continues to work in an advisory capacity with philanthropists, foundations, family offices and social delivery organizations. In 2021, we delivered a commissioned study on the impact of operational funding for nonprofit organizations in Hong Kong in the midst of the pandemic and conducted several strategic reviews for corporate and family foundations in Asia.

In India, we have been working with our knowledge partner Centre for Asian Philanthropy India (CAPI) on a case study, tool kit and film of an innovative multi-specialty pediatric hospital in Mumbai. The goal of this project is to provide a useful roadmap and set of tools for philanthropists in India to carry out similar projects elsewhere in the country.

CAPS curates invitation-only conferences and events for philanthropists and business leaders from Asia and around the world. In 2021, due to the pandemic, most of these events continued to be virtual.

In June, our network convened to listen to Dr. Brian Kennedy, head of the National University of Singapore's Centre for Healthy Aging Lab, in conversation with Dr. Swati Piramal, vice- chairperson of the Piramal Group. In November, Paul Polman, the ex-chief executive officer of Unilever and co-author of *Net Positive: How Courageous Companies Thrive by Giving More Than They Take*, shared his views on how companies can become "net positive" and contribute productively to our communities and our planet.

COMMUNICATING IMPACT

4,133	SOCIAL MEDIA AUDIENCE (FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN)
60	REPORTS AND BOOKS AVAILABLE FOR DOWNLOAD
1,656	NEWSLETTER SUBSCRIBERS
61,462*	TOTAL DOWNLOADS OF RESEARCH AND PUBLICATIONS

* excludes book downloads from sources outside the publisher's website; All stats are as of March 31 2022.

Over the course of 2021, CAPS' research and views were covered by a number of media outlets in Asia and beyond.

Opinion

Ruth A. Shapiro and Angel Lin

How China achieved its poverty alleviation goal by seasoning its 'stone soup' strategy

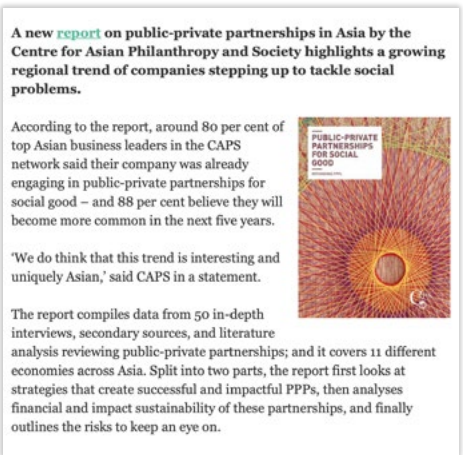
- The country launched an explicit and focused campaign, which tracked poverty at the household level, with incentives and resources for local governments
- The 'stone soup' approach involved mobilising non-government sources to bring their skills and resources to the table

In the parable of the stone soup, a man came into a village and asked those living there what their problems were. "We are hungry," they replied. He told them that he could make delicious soup from a stone.

Amazed, they cried that this could be their solution. Setting up a cauldron in the town square, he placed a stone and water in the pot. After a few minutes, he said, "This soup will be delicious. But if only we had an onion it would be so much more so."

Start your trial from only USD1

South China Morning Post
How China Achieved Its Poverty Alleviation Goal by Seasoning Its "Stone Soup" Strategy
(15 March 2021)


A new report on public-private partnerships in Asia by the Centre for Asian Philanthropy and Society highlights a growing regional trend of companies stepping up to tackle social problems.

According to the report, around 80 per cent of top Asian business leaders in the CAPS network said their company was already engaging in public-private partnerships for social good – and 88 per cent believe they will become more common in the next five years.

'We do think that this trend is interesting and uniquely Asian,' said CAPS in a statement.

The report compiles data from 50 in-depth interviews, secondary sources, and literature analysis reviewing public-private partnerships; and it covers 11 different economies across Asia. Split into two parts, the report first looks at strategies that create successful and impactful PPPs, then analyses financial and impact sustainability of these partnerships, and finally outlines the risks to keep an eye on.

Alliance Magazine
Public-Private Partnerships for Social Good Proliferate Across Asia
(28 June 2021)

BLENDED FINANCE CAN PAVE THE WAY TO ACHIEVING THE SDGS: THE ASIAN EXPERIENCE

MEHVESH MUMTAZ AHMED - WWW.CAPS.ORG

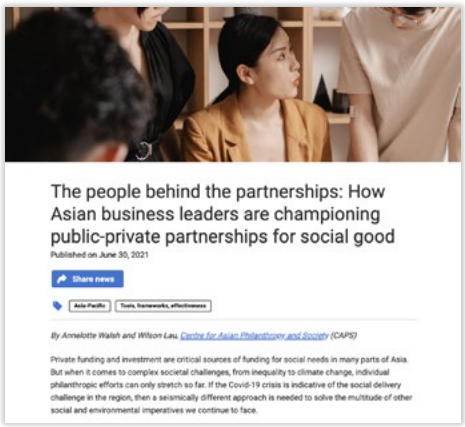
There is a $2.5 trillion annual funding shortfall towards meeting the Sustainable Development Goals by 2030. The OECD estimates that this financing gap could increase by an enormous 70 per cent — to US$4.2 trillion — in the wake of the pandemic. Governments alone do not have the resources to tackle this shortfall, and neither do the private or social sectors. We need to think outside the box.

How can blending capital from different sources help? By creating space for parties with different risk appetites to contribute and, ultimately, increase the corpus available for social investment.

Take, for instance, green investment banks. Leading by example — or, more compellingly for savvy private investors, putting its money where its mouth is — the government sets up these institutions to channel public money towards investment in green infrastructure and green tech. This helps de-risk investment and "crowd in" private capital. Japan's

BLENDED FINANCE

Philanthropy Impact Magazine
Blended Finance Can Pave the Way to Achieving the SDGs: The Asian Experience
(18 June 2021)



WINGS
[The People Behind the Partnerships: How Asian Business Leaders are Championing Public-Private Partnerships for Social Good]
(30 June 2021)

RTHK Radio 3
[Money Talk: Business and Market Discussion]
(1 July 2021)

MONEY FM 89.3
[Soul of Business: Companies Step Up Social Do-Gooding in Asia]
(9 July 2021)

Eco-Business
[Companies Step Up: Public-Private Partnerships for Social Good Proliferate Across Asia]
(5 July 2021)

South China Morning Post
[Hong Kong is Poised to Be Asia's Regional Philanthropy Hub]
(5 February 2022/)

FINANCIAL HIGHLIGHTS

	2021	2020
REVENUES	**HK$**	**HK$**
General and designated donations	$17,044,186	$15,253,521
Consultancy income	$116,599	$271,811
Other revenue and income	$72,128	$519,338
EXPENDITURES		
Project expenses	$8,887,766	$8,207,301
General and administrative expenses	$4,283,081	$4,917,682
Finance Costs	$69,622	$47,426
Balance Sheet		
Current Assets	$15,831,399	$13,277,056
Non-current Assets	$1,595,831	$1,049,371
Total Assets	$17,427,230	$14,326,427
Current Liabilities	$3,427,170	$4,330,438
Non-current Liabilities	$259,846	$248,219
Total Liabilities	$3,687,016	$4,578,657
Retained Surplus	$13,740,214	$9,747,770

2022: THE YEAR AHEAD

With our donors' and partners' ongoing support, CAPS carries on with our mission and continues to generate and deliver insights during the pandemic.

2022 started with the launch of the blended finance report in the DECODED series, highlighting the catalytic ways to pool private and public capital and bridge a funding gap in the wake of Covid-19 in Asia.

We released the second report of our China Issue Guide Series in late February focusing on environmental philanthropy. In partnership with the China Development Research Foundation, we launched two of the issue guides with 243,000 online viewers tuning in from China. The remaining two guides on education and poverty alleviation will be completed in mid-2022.

In India, where significant social and philanthropic work is providing a dynamic ground for research and knowledge sharing, CAPS is forging new ties to help us to provide more in-depth research in the region. Together with our strategic partner Centre for Asian Philanthropy India (CAPI), we look forward to finalizing our work on the topics of health (hospitals) and environment (water) to develop tools that can be scalable across India.

SPONSORSHIP

The Centre for Asian Philanthropy and Society is a registered charity in Hong Kong under Section 88 of the Inland Revenue Ordinance. Funded by a group of forward-thinking philanthropic individuals and companies, CAPS is a true pan-Asian collaborative endeavor. Our supporters recognize that research into effective strategies and models benefit the community at large and allow private social investment to make real differences in the lives of the people and communities in our region. We are grateful for the continuing support of the following individuals and organizations who make our work possible.

FOUNDING (US$400,000+)

Daniel Tsai **(Taiwan)**

GOLD (US$100,000+)

Bill & Melinda Gates Foundation **(United States)**

Chartsiri Sophonpanich and Bangkok Bank Public Company Ltd. **(Thailand)**

Ford Foundation **(United States)**

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

Tae-won Chey and SK Group **(South Korea)**

Thapana Sirivadhanabhakdi and Thai Beverage Public Company Ltd. **(Thailand)**

Yidan Prize Foundation **(Hong Kong)**

UBS Group AG **(Hong Kong)**

SILVER (US$50,000+)

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

Husodo Angkosubroto and PT Gunung Sewu Kencana **(Indonesia)**

BRONZE (US$25,000+)

Jamshyd Godrej and Godrej Trusts **(India)**

C.C. Tung **(Hong Kong)**

Arif Rachmat and PT Triputra Investindo Arya **(Indonesia)**

Stephen Riady and OUE Group **(Singapore)**

OTHER DONORS (BelowUS$25,000+)

Cherie Nursalim and United in Diversity **(Indonesia)**
James Chen and Chen Yat-Sen Family Foundation **(Hong Kong)**
Teresita Sy-Coson and SM Investments Corporation **(Philippines)**
Shin Dong-Bin and Lotte Group **(South Korea)**
TCL Charity Foundation **(China)**
Gizela Gonzales **(Philippines)**
Chaudhary Foundation **(Nepal)**

BOARD OF GOVERNORS

Ronnie C. Chan
Chair
Hang Lung Properties Ltd.

Elizabeth Eder Zobel de Ayala
Chairman
Teach for the Philippines

Jamshyd Godrej
Chairman
Godrej & Boyce

Daniel Tsai
Chairman
Fubon Group

Chey Tae-Won
Chairman
SK Group

ADVISORY BOARD

Husodo Angkosubroto
Chairman
PT Gunung Sewu Kencana

Nirvana Chaudhary
Managing Director
Chaudhary Group

Shin Dong-Bin
Chairman
Lotte Group

Nazir Razak
Chairman
Ikhlas Capital Singapore Pte. Ltd.

Ratan Tata
Chairman
Tata Trusts

CAPS TEAM

Ruth A. Shapiro
Founder and Chief Executive

Jennifer H. Cheong
Director of Administration

Annelotte Walsh
Deputy Director of Research

Gayang Ho
Deputy Director of Research

Vincent Cheng
Research Manager

Angel An-Chi Chiang
Manager, Advisory and Research

Ketaki Purohit
Manager, Research & Policy (India)

Rachita Mehrotra
Senior Research Associate

Stephanie Chiang
Research Analyst

Winnie Wu
Office Manager

Amy Au
Bookkeeper

OUR PARTNERS

CAPS accomplishes much of its work in conjunction with inspirational partners from across Asia. Our network includes universities, associations, nonprofit organizations, foundations, and other like-minded groups that are doing significant work to build a vibrant pan-Asian learning community. We are grateful to the following organizations for being valuable partners in our work.

BANGLADESH

CENTRE FOR POLICY DIALOGUE

CAMBODIA

Cooperation Committee for Cambodia
Comité de Coopération Pour le Cambodge

The NGO Forum on Cambodia

CHINA

NPI 恩派

IPTU

HONG KONG

ACS Asian Charity Services

INDIA

GuideStarIndia
India's most reliable NGO information repository
www.guidestarindia.org

Centre for Advancement of Philanthropy

INDONESIA

CCPHI
Partnership for Sustainable Community

JAPAN

Japan NPO Center

KOREA

아름다운재단
The Beautiful Foundation

아산나눔재단
The Asan Nanum Foundation

MALAYSIA

myHarapan

MYANMAR

Myanmar Centre for Responsible Business

Yever
smarter together

NEPAL

CHAUDHARY FOUNDATION

PAKISTAN

SDPI
Sustainable Development Policy Institute

Pakistan Centre for Philanthropy

PHILIPPINES

ASSOCIATION OF FOUNDATIONS
Building Foundations, Building A Better Future

SINGAPORE

empact

SRI LANKA

IPS

TAIWAN

國立政治大學
第三部門研究中心
Center for the Third Sector • National ChengChi University

THAILAND

SEAMEO

SFPS

VIETNAM

MSD

CENTE FOR ASIAN
PHILANTHROPY AND SOCIETY

Room 2712-13, 27/F, Shui On Centre
6-8 Harbour Road, Wanchai
Hong Kong

www.caps.org

CAPS
Centre for Asian Philanthropy and Society

Centre for Asian Philanthropy and Society
capsasia
Centre for Asian Philanthropy and Society
capsasia
caps_asia
亚洲公益事业研究中心