GLOBAL CHINESE PHILANTHROPY INITIATIVE CONFERENCE

Wednesday, September 6, 2017
Downtown Los Angeles

Thursday, September 21, 2017
Hong Kong, China

March 2018
Beijing, China

SPONSORSHIP OPPORTUNITIES

ABOUT GCPI

Global Chinese Philanthropy Initiative (GCPI) is a unique bilateral research project that examines the contributions of Chinese and Chinese American philanthropists in the U.S. and Greater China. This study shows dramatic increases in charitable giving among both Chinese and Chinese American philanthropists.

This report seeks to illuminate giving trends, motivations, and impacts among philanthropists. A combined analysis of Chinese and Chinese Americans allows for a focused review of related giving to similar causes, such as in higher education, health, and international giving. The combined approach also enables considerations of similar motives based on shared cultural and historical experiences as well as geographic proximity.

Through academic and applied research, the initiative also examines the philanthropic ecosystems in both the United States and Greater China. The goal of GCPI is to stimulate and facilitate constructive dialogue among philanthropists, practitioners, researchers and policymakers in both the U.S. and Greater China, and ultimately, to create awareness and foster an environment for increased giving, effective institutions to strengthen communities and improve lives.

Global Chinese Philanthropy Initiative
There is no registration fee but is exclusively by INVITATION ONLY.
Break and lunch included.

"Global Chinese Philanthropy Rising"
Wednesday, September 6, 2017
9:00 am - 4:00 pm
Westin Bonaventure Hotel
Los Angeles, CA, USA

Thursday, September 21, 2017
9:00 am - 4:00 pm
Hong Kong, China

March 2018
Beijing, China
Date and location to be announced

New York
TBD

The Los Angeles and Hong Kong conferences will feature a presentation on the report, commentaries, and panel discussions with several philanthropists and also next-generation philanthropists. They will share insights on why, how and where they give. As an academic partner, UCLA Asia Pacific Center has played a critical role in developing an interactive and dynamic online platform that will allow further exchanges and conversations worldwide.

For questions or more information, please contact **Jennifer Kang Erwood**, Director of Individual Giving & Special Events, at jkangerwood@advancingjustice-la.org or 213-241-0298.

SPONSORSHIP OPPORTUNITIES

The 2017 Global Chinese Philanthropy Initiative Los Angeles and Hong Kong Conference will bring together over 200 representatives from foundations, corporate philanthropy, community organizations, academia, media and other philanthropic organizations from both the United States and Greater China for exchanges, learning and networking.

We are appreciative of any of your support:

BENEFITS	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Sponsorship Amount	$50,000	$25,000	$15,000	$5,000
Recognition in media coverage	for three events	for one event only	for one event only	-
Opportunity to attend exclusive dinner with select attendees	5 attendees	2 attendees	1 attendee	-
Speaking opportunity at event	5 mins	-	-	-
Sponsor table and banner set up	✦	-	-	-
Promotion materials distribution	✦	✦	✦	-
Invite guests to conference (by invitation only)	30	20	15	10
Recognition in event program and on project website	Name and Logo	Name and Logo	Name	Name
Acknowledgement at event	✦	✦	✦	✦
Special designation on name badges	✦	✦	✦	✦

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PROGRAM HIGHLIGHTS

	Program	Speaker(s)
Morning Sessions	Opening Remarks	• Sue Van, President and CEO, Wallace H. Coulter Foundation • John Long, Chairman, Long Family Foundation • Niu Gensheng, Founder and Honorary President, Lao Niu Foundation (Pending)
	Report Presentation and Website Demo	• Stewart Kwoh, President and Executive Director, Asian Americans Advancing Justice – Los Angeles • Victor Kuo, GCPI Researcher • Kaya Mentesoglu, IT Manager and Senior Web Developer, UCLA International Institute
	Expert Comments	To be announced
Afternoon Sessions	Panel Discussion on Family Philanthropy	• John and Marilyn Long, Long Family Foundation • Walter and Shirley Wang, Walter and Shirley Wang Foundation • *More to confirm*
	Panel Discussion on Next-Generation Philanthropy	• Elim Kay, Kay Family Foundation • Adley Chan, University of Southern California • Vivian Long, Long Family Foundation
	General Reception and Networking	
Evening Session	Exclusive Dinner	

MORE ABOUT GCPI

GCPI begins with a bilateral research study that examines the innovative ways Chinese and Chinese Americans contribute to society through philanthropy. While this study examines the giving patterns of Americans of Chinese descent and of those in mainland China, Hong Kong, Taiwan, and Macau and illuminates giving trends, motivations, and impact among philanthropists, future research may study Chinese philanthropy around the globe.

Relying on quantitative data, qualitative interviews, and other academic and publicly published sources on over 60 Chinese and Chinese American philanthropists, this study answers three key questions:

- *Are Chinese and Chinese Americans giving significantly in their respective countries through philanthropy?*
- *Who are these philanthropists, and what motivates them?*
- *How can this philanthropy be encouraged and strengthened? What barriers and challenges are there?*

This study contributes to our collective knowledge in two ways. First, it focuses on Chinese *and* Chinese American giving, while other studies focus on China or the United States. Second, it is organized to promote ongoing dialogue, using study findings as a basis for concrete outreach activities such as conferences and study tours as well as a range of publications over multiple years. Interaction among Chinese philanthropists and Chinese American and other American philanthropists can lead to positive exchanges of best practices and work on common problems.

The goals of the project are to stimulate and catalyze constructive dialogue among philanthropists, practitioners, academicians, researchers, and policymakers in both countries. Ultimately, the project seeks to create an awareness and environment for increased giving, effective institutions, an enabling sector, and improved lives. The project is intended to span at least five years, with preliminary activities initiated in 2014.

PURPOSE AND MISSION

The purposes of the project are threefold:

1. improve U.S.–China relations by promoting dialogue and collaboration among philanthropists in the two countries;
2. develop philanthropy among the next generation of Chinese and Chinese American leaders in both public and private sectors;
3. advance Chinese Americans and Chinese as positive, contributing role models in the United States and Greater China.

An intended consequence of fulfilling these purposes is the creation of a dynamic ecosystem of practitioners, academic researchers, and policymakers engaged in constructive action, both in the U.S. and in Greater China; to advance positive social development and impact.

PROJECT COMPONENTS

Three key components constitute project activities. They are:

- Research. Applied social science research reports offer comparative analyses of giving trends, emerging patterns, and sector-specific challenges. The research takes a cross-regional comparative approach and explores the Chinese diaspora. Experts from both Greater China and the U.S. have contributed to the publication intended for use by philanthropists, foundation and

corporate giving staff, community-based organizations, educators, media, policymakers and the general public.

- Philanthropist Profiles. A central component of the project is to highlight prominent philanthropists and to illustrate philanthropy in action. 37 Chinese and 29 Chinese American philanthropists have been featured.

- Conferences and Exchanges. Bi-lateral conferences will be held both in the United States and in Greater China. Exchanges will provide direct contact among philanthropists together with foundation staff, academicians, policy makers, and others to aid mutual learning and expand the impact of Chinese and Chinese American philanthropy.

UNIQUE CONTRIBUTIONS

The project highlights the following aspects:

- Focus on Chinese *and* Chinese American giving. The initiative offers trends and contexts among philanthropists of Chinese ancestry based in Greater China and in the United States. Whereas other studies may have only focused on China or the United States, this effort considers both. The study and complementary dissemination and outreach activities will generate deeper understanding and cooperation among cultural and regional networks.

- Findings and recommendations for action that inform reports and conferences. Specific attention is given to philanthropists' motivations and interest areas and how they intend to achieve social impact. Recommendations are grounded in examples of philanthropists in action as well as applied research.

- Ongoing dialogue. The initiative employs quantitative and qualitative research methods to provide a deeper basis for ongoing dialogue and conversation over the five years of the project. The approach balances analyses of individual, social, and economic factors contributing to effective philanthropy. Findings are used as a basis for outreach activities such as conferences and study tours as well as a range of publications over multiple years.

FUNDING

- Lead funding is provided by the Long Family Foundation, the Lao Niu Foundation, and the Wallace H. Coulter Foundation.

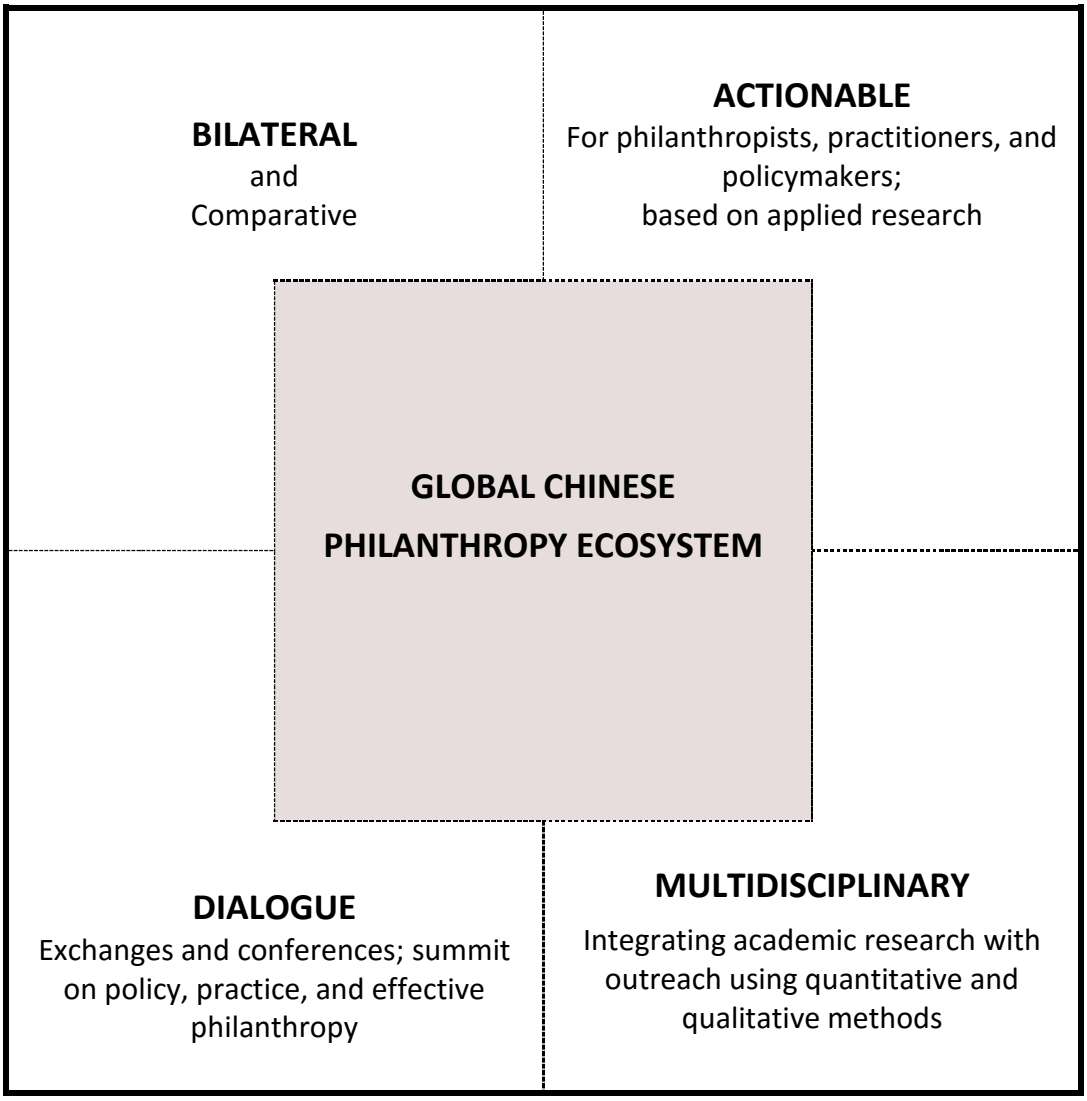
PROJECT FOUNDING PARTNERS

- Asian Americans Advancing Justice-Los Angeles, the UCI Long U.S.-China Institute, and the UCLA Luskin School of Public Affairs serve as founding partners.

PROJECT EXECUTIVE COMMITTEE

- The project is led by its Executive Committee, including John Long at the UCI Long U.S.–China Institute, Archie Kleingartner at the UCLA Luskin School of Public Affairs, and Stewart Kwoh at Asian Americans Advancing Justice – Los Angeles.

Global Chinese Philanthropy Initiative Framework



GCPI 项目概述

“全球华人慈善行动”是一项双边项目，主要研究中国与美籍华裔慈善家通过慈善贡献社会的创新方式。本报告着重阐释拥有中国血统的美籍慈善家与位于中国大陆、香港、台湾和澳门的中国慈善家的捐赠趋势、动因和影响，后续研究还可能延伸拓展到全球其他地区的华人慈善。

基于定量数据分析以及对 60 多位中国及美籍华裔慈善家的定性采访和其他学术与公共资料，本报告试图回答以下三大问题：

- 中国和美籍华裔慈善家在两国是否进行了大量慈善捐赠？
- 这些慈善家是谁，激励他们捐赠的原因有哪些？
- 如何鼓励并加强这类慈善行为？存在何种障碍和挑战？

此研究主要在两方面做出了贡献。首先，此项研究关注中国人以及美籍华人的捐赠，而其他已有研究只单方面研究中国或美国地区。其次，此项目致力于推动持续性对话，并将运用研究发现作为后续对外推广活动（如会议、考察活动及系列刊物等）的基础。中美慈善家之间的交流将有助于促进最佳实践的交流，推动相互合作、解决共同问题。

项目的主要目标是是激发并促进两国慈善家、从业者、学者、研究人员和政策制定者之间建设性的对话，最终力求建立社会意识和环境以推动捐赠行为、有效体制、扶持行业，并改善生活。项目预计持续至少五年，初步活动已于 2014 年展开。

宗旨和使命

该项目有三项宗旨：

1. 通过促进中美两国慈善家对话与合作，改善中美两国关系；
2. 推动下一代公共和私营部门的中国及美籍华裔领军人进行慈善活动；
3. 推动美籍华裔与中国人成为积极贡献社会的榜样。

实现以上目的的其中一个预期结果为：创造一个动态环境让参与者、学术研究人员及决策者在美国和大中华地区参与建设性行动，以推进积极的社会发展与影响。

项目组成部分

项目主要由以下三个部分构成：

- 研究：应用社会科学的研究报告对比分析了慈善家捐赠趋势、新兴模式和具体行业的挑战。这项研究采取跨区域研究比较的方法，探讨国内外中国侨民的慈善行为。来自大中华地区

和美国的专家对此报告做出了一定贡献，报告将供慈善家、基金会和企业捐赠的工作人员、社区组织、教育工作者、媒体、决策者和普通公众参考使用。

- 慈善家慈善档案：该项目的核心组成部分是彰显一些杰出的慈善家和展现他们的慈善行为。慈善档案包括 37 位中国慈善家和 29 位美籍华裔慈善家。
- 会议和交流：将在美国和大中华地区举行双边交流会议。交流会将提供直接的交流机会，促进慈善家、基金会工作人员、学者、政策制定者和其他人士之间的相互学习，扩大中国和华裔美国人慈善事业的影响力。

独特贡献

该项目将突显出以下几个方面：

- 关注中国人以及美籍华裔的捐赠：此项目介绍了大中华地区和美国地区具有中国血统的慈善家的捐赠趋势与背景。其他已有研究可能只专注于中国或美国地区，而此项研究包含了二者。这份研究加上辅助性的传播活动将带动更深层次的文化和区域网络之间的理解和合作。
- 研究结果和行动建议可作为报告和会议参考：报告重点关注慈善家们的捐赠动因和兴趣领域，以及他们希望如何实现社会影响。所提出的建议是基于慈善家的行为实例与应用性研究的。
- 持续性对话：此项目采用定量与定性的研究方式，为项目五年持续性对话建立更深层次的基础。所采取的研究方法平衡分析了个人、社会和经济因素对有效慈善的作用。我们将使用这些研究结果作为后续对外推广活动（如会议、考察活动及多年系列刊物）的基础。

资金

项目启动资金由梁氏家族基金会、老牛基金会，以及华莱士·科特基金会提供。

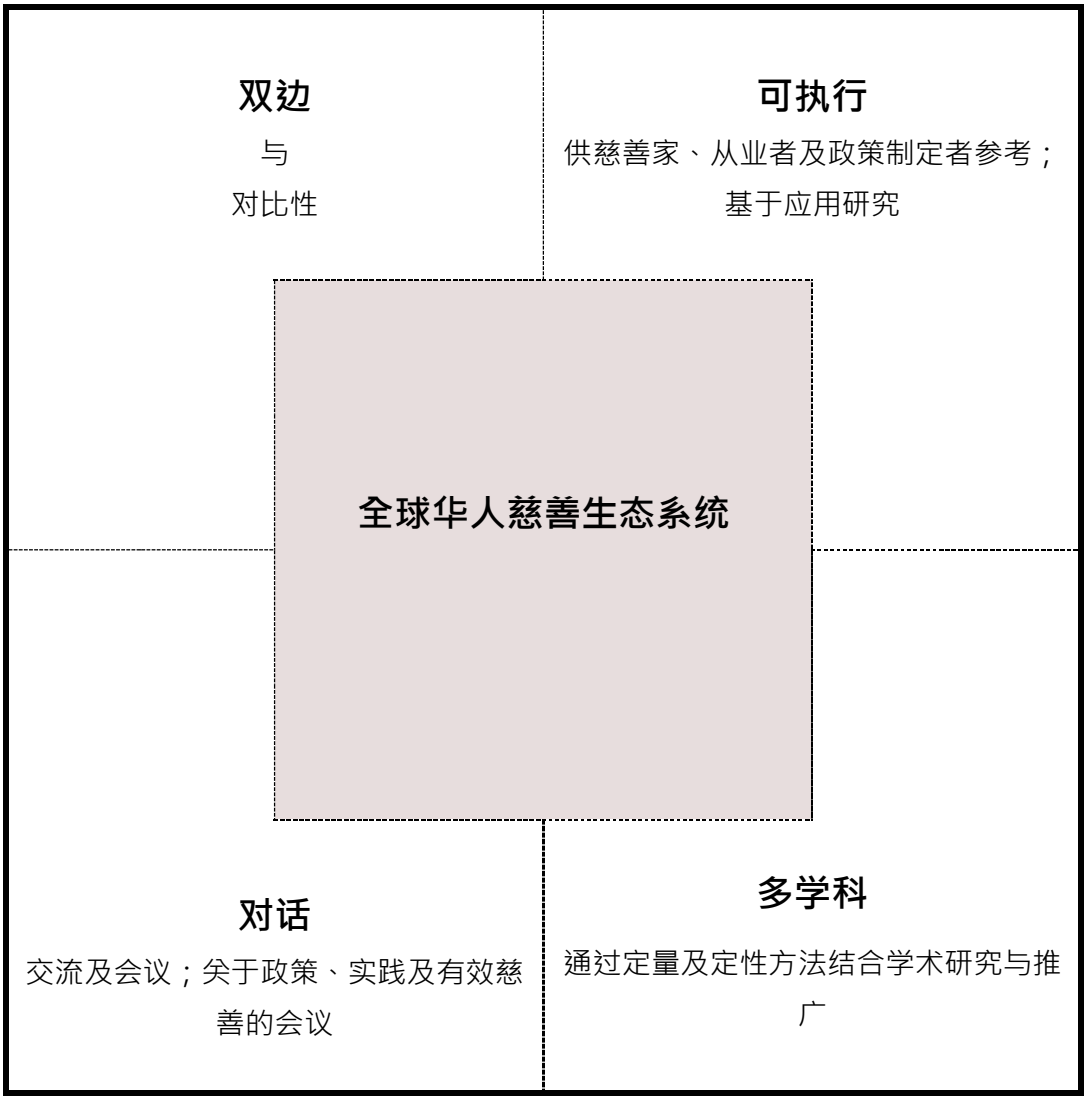
项目创始合作伙伴

项目的创始合作伙伴包括亚美公义促进中心-洛杉矶、美国加州大学欧文分校梁氏中美研究院，以及加州大学洛杉矶分校-罗斯金学院。

项目执行委员会

项目执行委员会成员包括加州大学尔湾分校梁氏中美研究院的梁仕源先生、加州大学洛杉矶分校罗斯金公共事务学院 Archie Kleingartner 博士与亚美公义促进中心—洛杉矶郭志明先生。

全球华人慈善行动框架


双边
与
对比性
可执行
供慈善家、从业者及政策制定者参考；
基于应用研究
全球华人慈善生态系统
对话
交流及会议；关于政策、实践及有效慈善的会议
多学科
通过定量及定性方法结合学术研究与推广