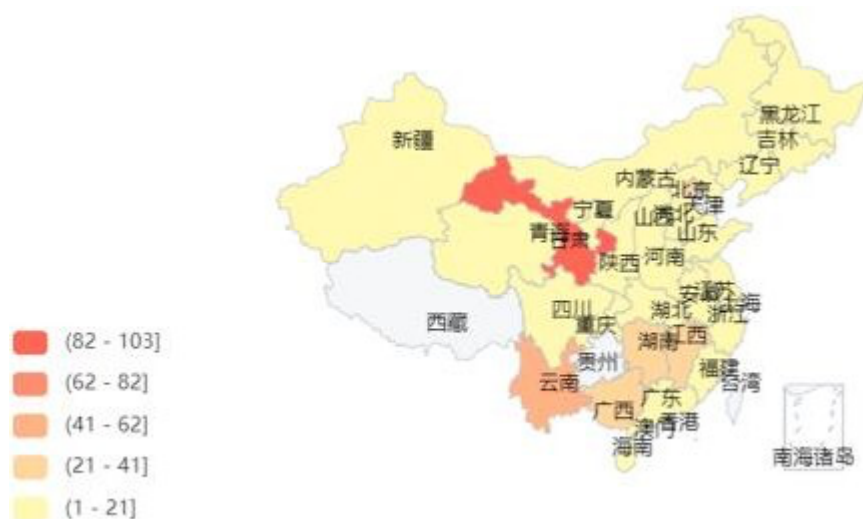


## Survey on the Needs and Challenges of Public Welfare Organisations Under COVID-19 Epidemic Conditions

### Report Summary

In March 2020, China Development Brief (CDB) along with another 14 public welfare organisations conducted an online survey to understand what negative effects the COVID-19 pandemic brought to public welfare organisations in China and what long-term effects it will have on these organisations in the post-pandemic era. A year later, with the pandemic still a threat to global development and security, CDB has contended the difficulties faced by public welfare organisations and their demands may have changed. In order to grasp a better understanding of the picture, CDB decided to conduct another survey in March 2021. Different from the previous survey, this year the questions primarily focus on difficulties and demands in funding, instead of more general programme and team management issues.

Starting from March 17, this survey collected data from 410 respondents until March 28. Considering the types of organisations CDB targets are local small- and medium-sized, community programme-based and grassroots hub organisations with external funding (government procurement and financial support from domestic foundations), the actual effective samples are 399.



Among them, 331 samples are medium-sized service-oriented public welfare organisations, and 46 are grassroots hub public welfare organisations. Despite limitations of insufficient sample size from different locations for statistical measurement, this report has reflected on the genuine difficulties and needs faced and required by local public welfare organisations in the midst of the pandemic. The results of the survey are as follows:

- **Level of the impacts of the pandemic on public welfare organisations:** 80% – 85% of the programme-based organisations said they can survive the COVID-19 pandemic; yet there are 15% – 20% of the public welfare organisations reporting substantial loss during the pandemic which is likely

to lead to organisation closure; it is estimated that 15% – 20% of the public welfare organisations have already closed down.

- **Impacts of the pandemic on the actual income of the organisation:** compared to 2020, 28.8% of the organisations have experienced more than a 50% decline of their income, among which 11.3% of them experienced more than 70% of the income loss; yet there are 24.8% of the organisations report their incomes have not reduced, and some of them even have increased incomes.
- **Expectations on organisations' cash income of 2021:** nearly 50% of the respondents have shown pessimistic attitudes, namely, they said the income will sharply decrease yet the organisation could survive; 35% of the respondents report the income will be more or less the same with last year, and the organisations can certainly sustain; both extreme pessimists and extreme optimists belong to the minority, accounting for less than 5%.



Through this survey, the vast majority of the respondents also provided their opinions of potential solutions for the current hardship. In general, there are four important points:

- The government should invest more in procurements of public welfare services;
- The government should publish more favourable and friendly policies for the public welfare sector;
- Donors should be more flexible in the use of funds given to public welfare organisations;
- Foundations should increase their funding to public welfare organisations.

As the pandemic situation is relatively stable in China and is likely to end in the near future, its negative impacts on public welfare organisations will gradually be ameliorated. Nevertheless, it will certainly be a long time before the overall negative impact brought by the pandemic is gone. In light of the fact that the main sources of funding for local public welfare organisations are government procurements and funding from domestic foundations, more financial support from the governmental bodies and foundations are of great significance to improve the financial hardships for public welfare organisations.

In the meanwhile, the COVID-19 pandemic has not only brought difficulties in finance and programme operations, but also brought enormous changes on the needs of vulnerable groups as well as public welfare services provided to fulfil their needs. Facing these new changes, public welfare organisations must adapt to the new situation and improve their capabilities, professionalism, and quality of services.

The government and donor organisations should also fully recognise the unique advantages and expertise that public welfare organisations possess for effectively serving and supporting vulnerable groups. Funding should be increased to public welfare organisations to give them the space to adjust to the new environment and flexibility in programme planning. Yet, the improvement of the whole public welfare sector demands combined effort from all actors involved, and it is critical to encourage trust-building programmes and more cooperation between public welfare organisations and donor organisations, governmental bodies, corporations and communities.

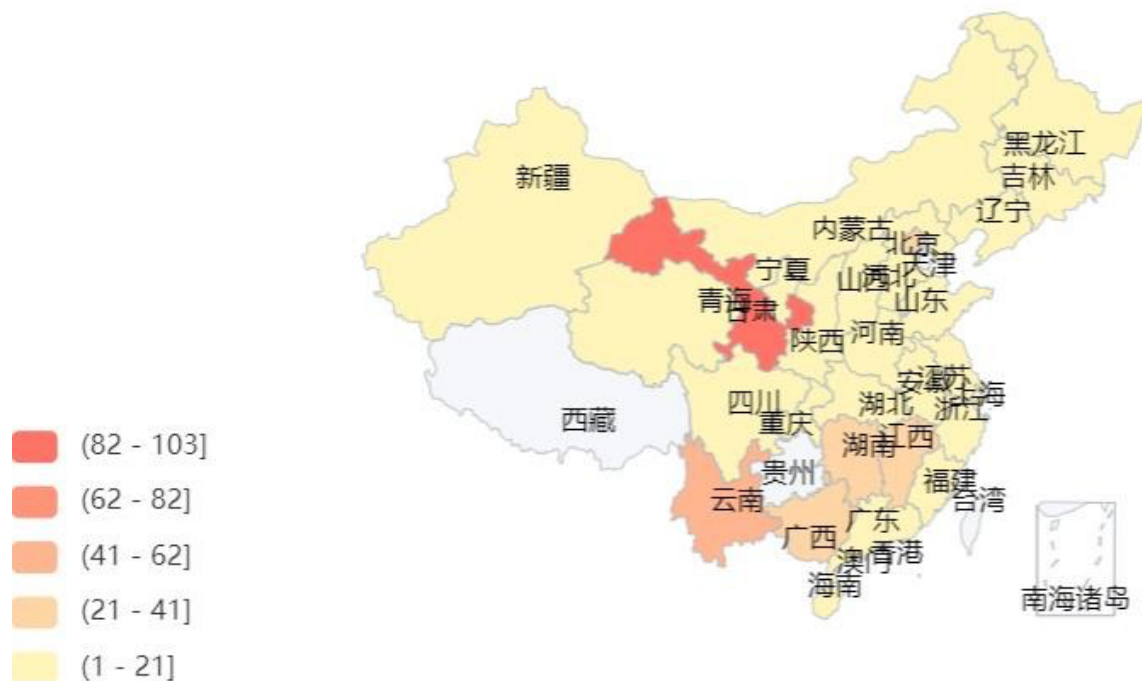
## **Part 1: Survey Participants**

### **1. Geographical Distribution of Sample**

A total of 410 samples participated in the survey. Among them, provinces with a sample size of more than 50 include Gansu (103) and Yunnan (51); those with a sample size of 30-50 include Jiangxi (41) and Guangxi (33); those with a sample size of 20-29 include Hunan (26), Beijing (25), Hubei (20); sample sizes of 10-19 are Guangdong (13), Jiangsu (13), Shaanxi (13), Shanghai (11), and Anhui (10).

Sample sizes below 10 include Zhejiang, Sichuan, Jilin, Henan, Chongqing, Inner Mongolia, Shandong, Hebei, Hainan, Fujian, Heilongjiang, Liaoning, Xinjiang, Qinghai, Shanxi, and Ningxia. In addition, Tibet, Guizhou, Taiwan, and Tianjin did not have participating sample.

The geographical distribution of the sample is as follows:



## 2. Relevant Characteristics of Sampled Organisations

Since the target of this survey design is domestic executive public welfare organisations (including service-oriented public welfare organisations, hub public welfare organisations, social enterprises, comprehensive public welfare organisations, etc.), the analysis of this report is only based on 399 samples of such organisations, not including the 11 samples of non-operating foundations (only grant funds to other public welfare organizations) (2) and international charitable organisations (9). 97.7 % of the 399 qualified samples have been registered, and the rest are in unregistered or other status.

### a. Type of Work

Among the 399 qualified samples participating in this survey, service-oriented public welfare organisations accounted for 82.5 %, with a sample size of 331; hub-based public welfare organisations accounted for 11.5 %, with a sample size of 46; comprehensive public welfare organisations (service + hub) and advocacy-oriented organisations accounted for 3.2%, with a sample size of 13; and social enterprises accounted for 2.2%, with a sample size of 9. It can be seen that the main body participating in this survey is service-oriented public welfare organisation.

### b. Team Size

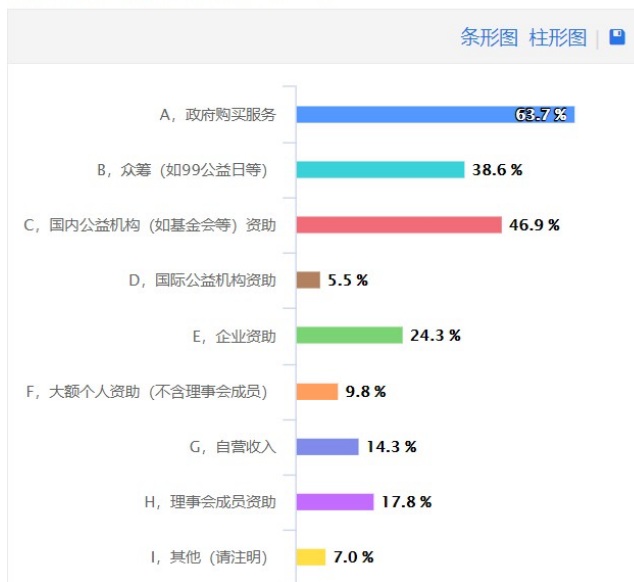
Among the qualified samples, 90.7% of the samples are with a team size of less than 30 people, 76.4% of the samples are with a team size of less than 10 people, and 8.5% of the samples had no full-time employees. Therefore, the main participants in this survey are small and medium-sized service-oriented public welfare organisations.

### c. Main Sources of Funding

- 1). Revenue from government procurement services accounted for 63.7% of the funding sources, which is the most important source of funding for small and medium-sized executive public welfare organisations.
- 2). Domestic public welfare funding agencies account for 46.9% of the funding sources, which is the second largest source of cash income.
- 3). The third and fourth sources of funding are crowdfunding and corporate funding, accounting for 38.6% and 24.3% respectively.

See the figure below for specific information:

机构主要资金来源 (可多选, 最多3项)



类型: 多选题

必填: 是

399条数据

选项	数据量	占比
A, 政府购买服务	254	63.7%
B, 众筹 (如99公益日等)	154	38.6%
C, 国内公益机构 (如基金会等) 资助	187	46.9%
D, 国际公益机构资助	22	5.5%
E, 企业资助	97	24.3%
F, 大额个人资助 (不含理事会成员)	39	9.8%
G, 自营收入	57	14.3%
H, 理事会成员资助	71	17.8%
I, 其他 (请注明)	28	7.0%

This ranking is completely consistent with the results of the April 2020 survey (68%, 43.8%, 31.7%, 21.8%). The ratio is also similar.

Then is there any difference in the order and proportion of this funding source among different types and different regions of executive public welfare organisations? The survey found that the order of funding sources and their proportions vary among different types and regions of executive charity organisations, but the deviation is not large. For example:

- a. The first two funding sources of service-oriented and hub-type public welfare organisations are the same, and the proportions of the two types of sources are quite different.

**The differences are:**

(1) The ratio of government procurement services in hub-type public welfare organisations is higher than that of service-oriented public welfare organisations. This might be because that some hub-type public welfare organisations are entrusted to help coordinate service procurement projects in the region and other reasons.

(2) International funding has entered the fourth source of funding for hub-type public welfare organisations, but this is not the case for service-oriented public welfare organisations; this may reflect the change in funding from international public welfare organisations from service-oriented public welfare organisations to hub-type public welfare organisations in recent years.

b. Among different regions, "government procurement services, funding from domestic public welfare institutions, and crowdfunding" are basically the top three funding sources. **However, the rankings and ratios differ from place to place.** For example, in Gansu and Beijing, domestic public welfare organisation funding ranks first, while government procurement services rank second and third. At the same time, in the Beijing sample, self-employed cash income exceeded government procurement services cash income and entered the second place. But the difference in the ratio of these sources of income is not small. Similar differences are also reflected in the April 2020 survey conducted by CDB.

See the chart below for specific data:

	第一来源及占比	第二来源及占比	第三来源及占比	第四来源及占比
服务型公益组织 (331)	政府购买服务 (63.1%)	国内公益机构资助 (50.2%)	众筹 (42.9%)	企业资助 (25.3%)
枢纽型公益组织 (46)	政府购买服务 (71.7%)	国内公益机构资助 (37%)	企业资助 (19.6%)	众筹/国际资助 (17.4%)
甘肃 (103)	国内公益机构资助 (54.3%)	政府购买服务 (39.7%)	众筹 (34.5%)	企业资助 (25.9%)
云南 (51)	政府购买服务 (82.7%)	国内公益机构资助 (50%)	众筹 (30.8%)	国际资助 (9.6%)
江西 (41)	政府购买服务 (85.7%)	国内公益机构资助 (50%)	众筹 (38.1%)	企业资助 (23.8%)
广西 (33)	政府购买服务 (63.6%)	众筹 (45.5%)	国内公益机构资助 (42.4%)	企业资助 (25%)

湖南（26）	政府购买服务 （100%）	众筹（37.5%）	国内公益机构资助 （33.3%）	企业资助（25%）
北京（25）	国内公益机构资助 （45.8%）	自营收入 （41.7%）	政府购买服务/众筹 （37.5%）	

### Part Two: Survey Results

Since different types of public welfare organisations face different difficulties and needs different external support during the pandemic, in order to improve the accuracy and pertinence of data, this report will not only display the overall statistical results of the 399 qualified samples, but also some core indicators. The main types (service-oriented public welfare organisations and hub-based public welfare organisations) and regional samples are classified and compared to show the differences between different types and regions.

#### I. The level of the pandemic’s impact on executive public welfare organisations

80-85% of the executive public welfare organisations said they could survive this pandemic, but 15-20% of public welfare organisations have been greatly affected and find it difficult to sustain. The specific performance is as follows:

1. For 47.1% of the small- and medium-sized executive public welfare organisations, it is reported that the impact of the pandemic is “medium”, that is, organisations face many difficulties, but they can persist.
2. For 29.6% of the small and medium-sized executive public welfare organisations, it is reported that the impact of the pandemic is “relatively small”, that is, the organisations are facing some difficulties, but their daily work can proceed.
3. However, 15.5% of the small and medium-sized executive public welfare organisations reported that they have been “significantly” affected by the pandemic. Organisations find it very difficult to sustain and are facing the possibility of closure.
4. However, there are still 6.5% of the small and medium-sized executive public welfare organisations reported that the pandemic has brought them “opportunities greater than difficulties”.

For detailed information, see the graphic below:

本次疫情对您机构负面影响程度(单选)



类型: 单选题

必填: 是

399条数据

选项	数据量	占比
A, 很大, 机构已难以为继	62	15.5%
B, 中等, 机构面临不少困难, 还能坚持	188	47.1%
C, 较小, 机构面临一些困难, 但工作基本正常	118	29.6%
D, 没有困难	5	1.3%
E, 机会大于困难	26	6.5%

The top three impacts in this survey are exactly the same as the results of the survey that China Development Brief did in April 2020 (49.9%, 25.9% and 14%), and the ratios are also very close. It can be seen that the impacts of the pandemic on executive public welfare organisations are similar even after a year has passed.

In addition, how does the level of influence differ among different types of executive public welfare organisations in different locations?

The investigation has found out that:

The impacts of the pandemic on service-based and hub-based public welfare organisations are very similar. The impacts of the pandemic on executive public welfare organisations in different regions are also very similar. Among the main sample regions, only Jiangxi Province has data that is slightly different from other regions.

For detailed information, see below:

	第一占比	第二占比	第三占比
服务型公益组织 (331)	中等 (48%)	较小 (29.3%)	很大 (15.7%)
枢纽型公益组织 (46)	中等 (50%)	较小 (28.3%)	很大 (13%)
甘肃 (103)	中等 (50.9%)	较小/很大 (21.6%)	
云南 (51)	中等 (49.1%)	较小 (32.1%)	很大 (13.2%)
江西 (41)	较小 (48.8%)	中等 (32%)	机会大于困难 (11.6%)
广西 (33)	中等 (50%)	较小 (19.4%)	很大 (27.8%)
湖南 (26)	中等 (76.9%)	较小 (15.4%)	很大 (7.7%)
北京 (25)	中等 (50%)	较小 (29.2%)	很大 (16.7%)

In order to examine the level of the impact of the pandemic on executive public welfare organisations, this survey also designed two other multiple choices questions to allow



respondents to estimate the proportion of public welfare organisations that have been closed due to the pandemic and will be closed this year (for detailed survey questions, see attachment below). Respondents' feedback on these two questions appeared to be scattered. In detail, less than 30% of the proponents voted either option; rather, the option "do not know" has the highest ratio (27.6% and 28.8% of the respondents chose this option in these two questions). However, the option "20-30%" received support from 21.3% of the respondents in the first question and 18.8% of the respondents in the second question.

Based on the data and analysis above from three different perspectives, we can reach a conclusion that 80-85% of the executive public welfare organisations will be able to survive the pandemic, but 15-20% of the public welfare organisation will be greatly affected and it will be difficult to them to survive.

## II. The impact of the pandemic on different dimensions of executive public welfare organisations

One year later, views on the impact of the pandemic on different dimensions of public welfare organisations are still consistent with the survey results of the previous year, that is, project operation faces the most difficult situations, difficulties in funding ranked the second, and challenges of external operating environment are ranked the third. The ratios of these three options are relatively large, and far higher than the ratios of other options. It shows that the respondents have all recognised of these difficulties faced by the nonprofit sector.

For detailed information, see the graphic below:



These results are very similar to the survey results in April 2020. It also ranked the three options above in the top three, and the order is exactly the same (the ratio of the three options in the 2020 survey were: 79.3%, 57.3% and 44.6%). The difference is that this year's feedback has saw a significant increase in difficulties of funding and challenges of external operating environmental.

## III. The impact of the pandemic on the funding of executive public welfare organisations

The impact of the pandemic on the funding of executive public welfare organisations is mainly investigated through two aspects: the actual income during the survey period compared with the same period last year" and "the expectation of the cash income this year". The survey suggests:

### 1. The actual income until the end of March compared with the same period last year:

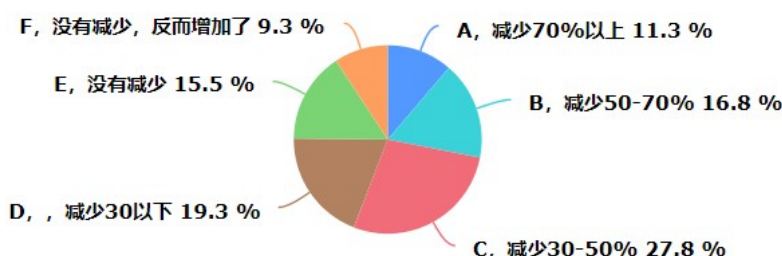
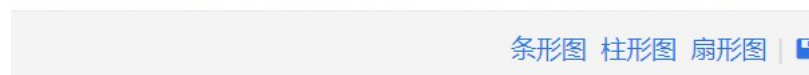
1). 28.8% of the executive public welfare organisations have reported their income has declined by more than 50%, of which 11.3% have even reported more than 70% decline.

2). 27.8% of the organisations have reported their income has reduced by 30-50%.

3). Only 24.8% of the organisations have reported their income has not decreased, some of them even reported increased income.

For detailed information, see the graphic below:

就您估计, 贵机构在已确定的资金收入方面, 与去年同期相比(单选)



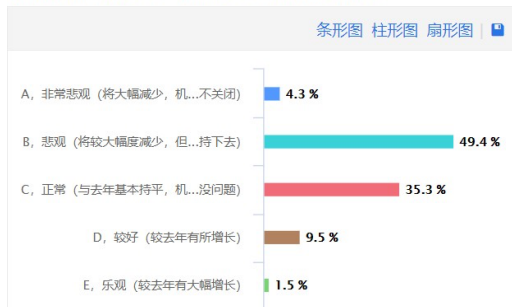
## 2. Anticipation of the cash income this year

1). Nearly 50% of the respondents expressed pessimistic views, that is, the income of the organisation will be greatly reduced, but the organisation can still be maintained.

2). However, 35% of the respondents believed the income of the organisations in 2021 would be the same as last year and there is no problem in maintaining their work.

3). Very pessimistic and optimistic views are both in the minority, accounting for only 4.3% and 1.5%.

就您估计, 贵机构在资金收入方面今年的预期为(单选)



选项	数据量	占比
A, 非常悲观 (将大幅减少, 机构不得不关闭)	17	4.3%
B, 悲观 (将较大幅度减少, 但机构仍能维持下去)	197	49.4%
C, 正常 (与去年基本持平, 机构维持下去没问题)	141	35.3%
D, 较好 (较去年有所增长)	38	9.5%
E, 乐观 (较去年有大幅增长)	6	1.5%

So, what is the difference between the actual income of organisations of different types and in different locations in until March 2020 and March 2021 and their expected income for 2021? The survey has found that the difference is rather insignificant. One thing to be noted is the

overall situation of hub-based public welfare organisations is slightly better than service-type public welfare organisations; in terms of regional differences, the situation in Jiangxi Province is also slightly better than other provinces.

For more detailed data, see the table below:

Compared with the same period last year in terms of cash income as of the survey period (single choice):

	减少 70%以上	减少 50-70%	减少 30-50%	减少 30%以下
服务型公益组织 (331)	11.2%	17.2%	29%	18.1%
枢纽型公益组织 (46)	8.7%	19.6%	21.7%	28.3%
甘肃 (103)	13.8%	19.8%	31.9%	16.4%
云南 (51)	13.2%	11.3%	20.8%	26.4%
江西 (41)	11.6%	7%	11.6%	14%
广西 (33)	13.9%	25%	33.3%	13.9%
湖南 (26)	0	11.5%	50%	34.6%
北京 (25)	4.2%	20.8%	29.2%	20.8%

Expectation on cash income this year (single choice):

	非常悲观	悲观	正常	乐观
服务型公益组织 (331)	4.2%	50.2%	33.5%	1.2%
枢纽型公益组织 (46)	4.3%	45.7%	47.8%	0
甘肃 (103)	6%	82.9%	27.6%	0.9%
云南 (51)	1.9%	47.2%	43.4%	1.9%
江西 (41)	7%	16.3%	41.9%	2.3%
广西 (33)	5.6%	58.3%	27.8%	0
湖南 (26)	0	79.3%	26.9%	0
北京 (25)	0	50%	41.7%	0

### 3. The impact of the pandemic on sources of income

In order to understand the impact of the pandemic on organisations' sources of income, this survey also designed two questions which require the respondents to provide information on the sharpest increase and decrease of income from three different sources (for specific survey questions, see attachment below). Data from the respondents has shown that the top two

sources with the largest increase of income are “government purchase of services” and “funding from domestic public welfare organisations”; the top two sources of decrease were also “government purchase of services” and “domestic charity funding”. This shows that these two sources are still the main sources of executive public welfare organisations during the epidemic, but the absolute value of funds has decreased significantly compared with the previous year. And the income from enterprises has been greatly reduced both in terms of ranking and absolute value. This may be due to the reduction of the company’s own income and less funding for public welfare.

#### 4. The needs and expectations of executive public welfare organisations

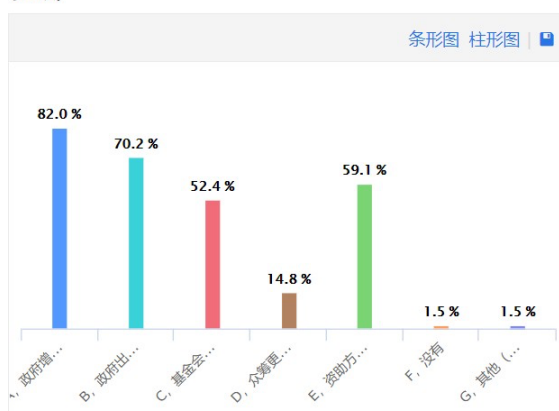
The survey has found that the (top four) expectations of external support from small and medium-sized executive public welfare organisations are:

- 1). The government will increase investment in procurement of public welfare services;
- 2). The government will introduce more preferential policies;
- 3). Donors will give more flexibility in the use of funds;
- 4). Domestic foundations will increase their funding to organisations.

These expectations are closely related to the fact that the most important source of funding is the government procurement of services, what follows is funding from domestic foundations.

For detailed information, see the graphic below:

为解决疫情带来的困难，您机构希望获得什么样的外部支持（可多选，最多3项）



类型: 多选题      必填: 是      399条数据

选项	数据量	占比
A, 政府增加购买公益服务投入	327	82.0%
B, 政府出台更多鼓励与优惠政策	280	70.2%
C, 基金会增加资助力度	209	52.4%
D, 众筹更加频繁和便利	59	14.8%
E, 资助方在资金使用方面给以更多的灵活性	236	59.1%
F, 没有	6	1.5%
G, 其他 (请注明)	6	1.5%

## Glossary

<b>Part I: Basic Information of Organisation</b>	
1、 Organisation Type (choose one)	A. International Organisation B. Domestic Organisation C. Other (Please Specify)
2、 Organisation Function (choose one)	A. Service-Oriented Public Welfare Organisation (provides direct services to the underprivileged population including private non-enterprise entity/public welfare association or society/executive public welfare organisation) B. Service-Oriented Public Welfare Organisation (only provides services to public welfare organisations, including private non-enterprise entity/public welfare association or society/executive public welfare organisation) C. Non-Operating Foundation (only grants funds to other public welfare organisations) D. Social Enterprise E. Other (Please Specify)
3、 Organisation Scale in Number of Employees (choose one)	A.0 B.1-10 C.11-30 D.31-60 E.61 and above
4、 Primary Funding Sources (choose up to 3)	A. Government-Procurement Services B. Crowdfunding (e.g., 99 Public Welfare Day) C. Funding from Domestic Welfare Organisations (e.g., foundations) D. Funding from International Welfare Organisations E. Corporate Funding F. Large-Amount Personal Funding (Excluding Board Members) G. Cash Income from Self-Support H. Funding from Board Members I. Other (Please Specify)
5、 Organisation Registration Status	A. Registered B. Unregistered C. Other (Please Specify)
6、 Organisation Registration Location (Province and City)	
<b>Part II: COVID-19 Resulted Difficulties (Specifically difficulties resulted from COVID-19, excluding pre-COVID-19 difficulties and challenges)</b>	
7、 The extent of negative impact of COVID-19 on your organisation (choose one):	A. Large, the organisation is no longer able to sustain B. Moderate, the organisation faces lots of difficulties but sustainable C. Small, the organisation faces some difficulties, but most work can be normally carried out D. No Difficulty E. More opportunities as compared to difficulties
8、 What are the main difficulties that COVID-19	A. Funding and Cash Income B. Project Execution

<p>has brought to your organisation (choose up to 3):</p>	<p>C. Team Management D. Organisation Internal Operations E. Worsened External Environment F. Other (Please Specify)</p>
<p>9、 According to your estimation, as compared to the corresponding time, your organisation's established cash income has (choose one):</p>	<p>A. Decreased 70% or more B. Decreased 50% to 70% C. Decreased 30% to 50% D. Decreased 30% or less E. Not Decreased F. Increased</p>
<p>10、 According to your estimation, as compared to pre-COVID-19 period, what are the sources of your organisation's largest <b>increase</b> in established cash income? (choose up to 3)</p>	<p>A. Government-Procurement Services B. Crowdfunding (e.g., 99 Public Welfare Day) C. Funding from Domestic Welfare Organisations (e.g., foundations) D. Funding from International Welfare Organisations E. Corporate Funding F. Large-Amount Personal Funding (Excluding Board Members) G. Cash Income from Self-Support H. Funding from Board Members I. Other (Please Specify)</p>
<p>11、 According to your estimation, as compared to pre-COVID-19 period, what are the sources of your organisation's largest <b>decrease</b> in established cash income? (choose up to 3)</p>	<p>A. Government-Procurement Services B. Crowdfunding (e.g., 99 Public Welfare Day) C. Funding from Domestic Welfare Organisations (e.g., foundations) D. Funding from International Welfare Organisations E. Corporate Funding F. Large-Amount Personal Funding (Excluding Board Members) G. Cash Income from Self-Support H. Funding from Board Members I. Other (Please Specify)</p>
<p>12、 According to your estimation, your organisation's expectation for cash income this year is (choose one):</p>	<p>A. Very Negative (will decrease by a very large extent, the organisation must shutdown) B. Negative (will decrease by a large extent, but the organisation is able to sustain) C. is able to sustain D. Normal (basically the same as last year, the organisation has no problem to sustain) E. Positive (will increase as compared to last year) F. Optimistic (will increase by a large extent as compared to last year)</p>
<p>13、 According to your estimation, the pandemic has <b>already</b> led to the closure of how many public welfare organisations in percentage? (choose one):</p>	<p>A. 50% or more B. 30-50% C. 20-30% D. 10-20% E. 10% or less F. None G. Don't Know</p>
<p>14、 According to your estimation, how many</p>	<p>A. 50% or more B. 30-50% C. 20-30%</p>

<p>public welfare organisations in percentage have closed <b>this year</b> due to lack of cash income? (choose one):</p>	<p>D. 10-20% E. 10% or less F. None G. Don't Know</p>
<p>15、 To solve the difficulties brought by the pandemic, what external support does your organisation hope to obtain (choose up to 3):</p>	<p>A. More investment in purchasing public welfare services from the government B. More government-initiated incentives and preferential policies C. More intensity in sponsoring and funding from foundations D. More frequent and convenient crowdfunding campaigns E. More flexibility in funding usage from sponsors F. None G. Other (Please Specify)</p>
<p>16、 The development opportunities brought by the pandemic to your organisation include (choose up to 3):</p>	<p>A. We have achieved strategic shifts B. We have enhanced our core competence D. We have developed new source of cash income E. None F. Other (Please Specify)</p>
<p>17、 Additional Complaints, Recommendations, and demands (optional)</p>	

## Acknowledgement

The survey was carried out smoothly, and we would first like to sincerely thank all participants who provided information for this survey. It was nearly 400 public welfare individuals across the nation who dedicated their precious time and filled out the survey seriously and accurately on behalf of their organisations that enabled this survey to collect sufficient data.

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Finally, we would like to thank our colleagues in the entire public welfare industry. It is because of everyone's effort in facilitation and supervision that China Development Brief can remain true to our original aspirations and contribute to the development of the industry.