



## WHY SPREAD THE WORD?

With support from The Rockefeller Foundation, AVPN has launched the *Philanthropy in China* report to raise awareness on how Chinese philanthropy is growing into a powerhouse for domestic and international development, driven largely by the private sector and a new generation of wealthy philanthropists. This report will provide in-depth information on key trends including:

### Philanthropy in China is growing at a rapid and inspiring pace

From 2009 to 2017, Chinese philanthropy has quadrupled, outpacing GDP growth and emerging as an important contributor to the 2030 Sustainable Development Goals.

### China is forging new pathways in philanthropy

China's philanthropic organisations are spearheading innovations in giving and impact and aspiring to ensure the holistic well-being of the increasingly global communities they serve.

### Opportunities for collaborations are ripe

There is untapped opportunity for growth and partnership between China's change-making philanthropists and international organizations as wealthy individuals and corporate philanthropists are being joined by increasing numbers of foundations.

### International collaboration with China's philanthropists can unlock a new era of global philanthropy

Collaboration and partnership between Chinese and international philanthropists can carve new pathways that are not only elevating China's philanthropic ecosystem but, enhancing our collective ability to solve the UN Sustainable Development Goals.

## HOW CAN YOU HELP US MAKE A DIFFERENCE?

We are grateful for any support that you can provide us! Here are a few ways that you can help us to promote our report:

- Repost our Twitter, Facebook, and LinkedIn posts
- Post on your social media platforms
- Share with your contacts via e-mail
- Write about us in your newsletter
- Use the hashtag #ChinaPhilanthropy #中国慈善 on social media platforms

## NEWSLETTER BLURB

AVPN, with support from The Rockefeller Foundation, has launched the *Philanthropy in China* report to highlight key trends, opportunities and challenges that philanthropists – both Chinese and international – can leverage to maximise their impact. “This report not only seeks to carve new pathways for philanthropists to adopt more sophisticated social investing practices in China, but also enhance our collective ability to achieve the UN Sustainable Development Goals,” says Naina Subberwal Batra, Chairperson and CEO at AVPN. “As philanthropy matures in China, my hope is those resources become a powerful tool in a global collective effort to end poverty once and for all. Ending poverty & vulnerability requires public, private & social sectors working together in targeted, measurable ways,” says Dr. Rajiv J. Shah, President of The Rockefeller Foundation.

You can download the report and infographic for free here:

<https://avpn.asia/insights/philanthropy-in-china>

<https://www.rockefellerfoundation.org/chinaphilanthropy>

## SOCIAL MEDIA

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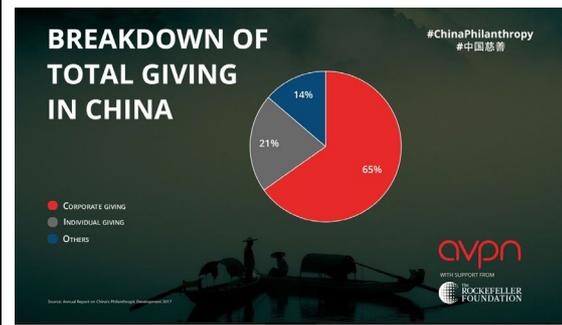
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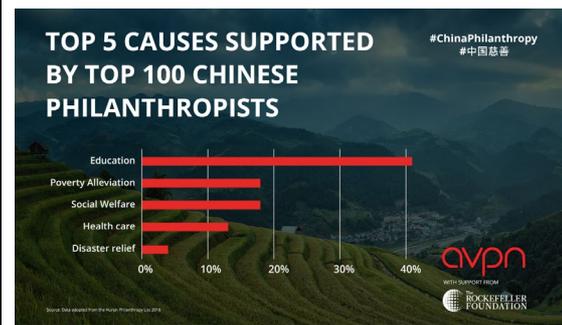
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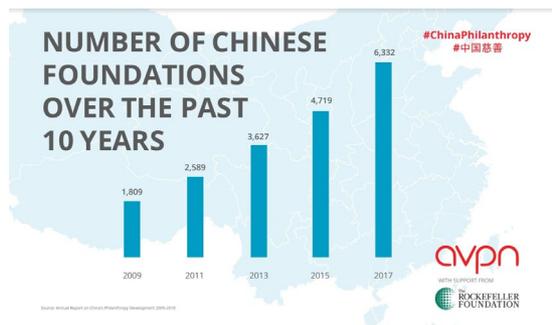
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### Sample Posts:

### TWITTER:

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- [Banner 2] Chinese philanthropy is growing into a development powerhouse. Find out more:

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Tap opportunities for partnerships to deploy more resources into social sector and scale #impact: @avpn\_asia @RockefellerFdn

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- [Banners 4 and 5] China's #changemakers are breaking new ground to solve some of the world's most pressing issues. Find out what they are supporting and where newly-supported areas are emerging: @avpn\_asia @RockefellerFdn

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- [Banner 6] The growth of domestic foundations in #China is astounding. Yet, less than 1% are making grants. Find out where the gap areas and opportunities are:

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- [Banner 7] #China not only has the largest number of #billionaires in the world, but also the largest number of #millionaires engaged in #ESG investments. Find out what this means for #ChinaPhilanthropy! @avpn\_asia @RockefellerFdn

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## LINKEDIN:

- [Banner 1] Having difficulty navigating China's complex social sector ecosystem? @AVPN and @the-rockefeller-foundation are proud to have launched the first-ever

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