

Charity Organizations Participate in Research on Poverty Alleviation and Mechanism Innovation

Yanli Guo^{1,*} and Baoai Zhao²

¹Institute of political science and law, University of Jinan, Jinan, Shandong, China

²Institute of political science and law, University of Jinan, Jinan, Shandong, China

*Corresponding author. Email: 2630046787@qq.com

ABSTRACT

2020 is the year to finish building a moderately prosperous society in all respects and the year to win the battle against poverty. Transformation of the forms of the poverty of our country makes charity organization is becoming more and more significant in the crucial role of poverty, this paper uses the case method from charities and other main body coordination mechanism and resources integration for poverty alleviation and probing into the transmission mechanism of charitable organizations to participate in the crucial mechanism innovation out of poverty, and puts forward suggestions for improvement, in order to complete poverty at an early date.

Keywords: Charity organization, Poverty alleviation, Mode and mechanism.

1. QUESTION RAISING

Since ancient times, poverty has been the most important problem plaguing the development of human society, and the poor population has also been the focus of attention of governments and society of all countries. Poverty hinders the development and progress of society, and an early resolution of this "roadblock" is the common vision of people all over the world. In 2015, the party and the state put forward resolutely fight poverty to be completed, strive for to achieve at the end of 2020 rural poor not sorrow eat, not sorrow to wear, the poor rural compulsory education, basic health care, housing safeguard, 2017 out of poverty in 19 report to be completed as one of three big battle to build a well-off society in an all-round way, precision of poverty to become a government priority, through the joint efforts of the party and the people, China's poverty alleviation works of great achievements. 2020 is the final year to build a well-off society in an all-round way, is winning the battle of runoff out of poverty, the previous conventional pattern of poverty alleviation has been difficult to solve the problem of the present reality, need to the existing poverty alleviation mechanism innovation, optimization of charity organizations to participate in the crucial path poverty, create a more specialized, diversified and sustainable poverty governance mechanism to adapt to the needs of the new situation. How to make the most of the advantages of charity organizations, cooperate with the government

and enterprises to form the greatest synergy, define their role in poverty alleviation, and utilize the Internet to develop charity has become the key point for charity organizations to innovate, so that charity organizations can give play to their greatest strength in poverty alleviation.

2. THE NECESSITY FOR CHARITABLE ORGANIZATIONS TO PARTICIPATE IN POVERTY ALLEVIATION

2.1. Responding to National Policies and Calls

On November 28, 2015, General Secretary Xi Jinping said that "the whole society should be mobilized to extensively participate in poverty alleviation". The charity Law was promulgated in 2016, and "poverty alleviation and relief" ranked first among charity activities. On October 18, 2017, Comrade Xi Jinping pointed out in the report to the 19th National Congress that we will resolutely win the battle against poverty. We will mobilize the whole Party and the whole society to take targeted measures to alleviate poverty. We will ensure that the central government assumes overall responsibility for the work of provinces, cities, and counties, and ensure implementation. We will strengthen the responsibility system for leading Party and government officials to assume overall responsibility for poverty alleviation, adhere to policy documents on large-scale poverty alleviation, and ensure that the

government takes the lead, so as to increase social cohesion. The year 2020 will be the year when the goal of building a moderately prosperous society in all respects is achieved and the year when the battle against poverty will be won in all respects. As the main force in poverty alleviation, charitable organizations shoulder the expectations of the government, actively respond to the call of the Party and the country, assist the government, and unite forces from all sectors of society to help win the battle against poverty.

2.2. Social Needs

Any age, vulnerable groups and vulnerable groups, poverty is the basic characteristics of the vulnerable groups, Li Keqiang, prime minister in 2020, the government work report points out, by the end of 2019, reduce rural poverty population 11.09 million, poverty rate fell to 0.6%, from poverty crucial decisive achievements, affirmed the contribution to charitable organizations in poverty alleviation engines. In the new era, a new pattern in China's poverty, absolute poverty will be eliminated, poverty present multidimensional nature, people pursuit of focus to the quality of material life and spiritual and cultural life, performance and poverty causes of poverty population out of poverty, demand diversity and charity, the difference of the poverty alleviation project case, the flexibility and the advantages of the precision precisely solve the multidimensional nature of poverty problem, in order to secure the achievements of poverty and reduce the pressure of surplus population out of poverty.[1]

2.3. The Purpose and Mission of the Charitable Organization

Poverty alleviation has been the traditional domain of charitable organizations since ancient times. The charity Law of 2016 defines a charity organization as "a charity organization is a non-profit organization established in accordance with the law with the purpose of carrying out charity activities for the society". [2] Since the birth of modern philanthropy, charitable organizations have been serving the strategic goals of the Party and government, and are the leading role and main force of social poverty alleviation services. Therefore, charity organization should take the initiative to assume social responsibility, realizes the aim of the charity organization and mission, positive innovation model for poverty alleviation, guide the social public to participate in charity, a wide range of trust and social power to win the battle poverty.

3. THE MECHANISM AND MODE INNOVATION OF CHARITABLE ORGANIZATIONS' PARTICIPATION IN POVERTY ALLEVIATION

3.1. Innovation of Collaborative Mechanism among Relevant Subjects

The first is the coordination between charitable organizations and the government. In the Chinese context, charitable organizations and other social organizations are the supporters and participants of national strategic goals and policies, and the government is the leader and guide of poverty alleviation. There are many ways in which charities and governments can work together. For example, the government provides poverty alleviation resources, and charitable organizations are responsible for carrying out charity projects in a "tight" mode of cooperation. Most of the charitable organizations in this mode of cooperation have official backgrounds, and the poverty alleviation resources mainly come from the government's purchase of public services, so they are highly dependent on the government and less flexible. For example, philanthropic organizations, industrialized organizations such as China Youth Development Foundation and youth League organization system, China Women's Development Foundation and Women's Federation system, etc. The other is the "loose" cooperation mode in which the government builds a platform and charity organizations raise resources to carry out charity projects. This kind of cooperation model has strong independence and flexibility of charity organizations and weak dependence on the government.

Interaction and collaboration with charitable organizations. Establish a sound charity network, the upper and lower government and people linkage. Under the network, such as work with the system in accordance with the administrative areas and levels of charity system, charity organization system with Chinese characteristics, the frequent interaction between the internal communication, the charity organizations tend to be higher levels of charity federation member unit, belong to civil administration system, industry identity and daily communication more, such as Shandong charity federation system, in accordance with the administrative area and hierarchy under a total of 25 members, collaborative interaction between each member units, after the outbreak in 2020 in Shandong province charity federation from the provincial epidemic prevention and control of charitable giving money in the account balance at the provincial level, from provincial epidemic prevention and control of social work association capital of 250000 yuan, To carry out epidemic prevention and control services.

Third, the cooperation and interaction between charity organizations and enterprises. The poverty alleviation resources of charity organizations mainly come from the government, enterprises and the society,

among which enterprise donation is an important part of the poverty alleviation funds of charity organizations. Nowadays, in addition to product quality, corporate culture and product innovation, it is also an important criterion to evaluate whether an enterprise is an excellent enterprise or not. More and more Enterprises in China actively participate in charity and public welfare activities to improve their social image and market competitiveness and win the favor of consumers. Mengniu group, for example, during the outbreak of COVID - 19, 2020, Mengniu group, Shaanxi charity association, cooperation, China charity federation held a caring assistance Hubei medical staff charity project, Mengniu milk to customize card form for signing a Hubei medical team every member family donor CARDS, monthly free mail to send medical team to family, to express their respect to the "The Most Beautiful Contrarian" lofty medical ethics. Shaanxi Charity Association and China Charity Federation have received financial and material support in their cooperation with Mengniu, and Mengniu Group has also received unanimous praise from consumers and improved brand awareness.

3.2. Mechanism for Integrating Poverty Alleviation Resources of Charity Organizations

Firstly, government support. The government promotes the development of charitable organizations by means of financial subsidies and preferential policies. Direct subsidy from the government is an important way for charities to get government support. This method has the advantages of large amount of subsidy and direct subsidy, which can effectively alleviate the fundraising pressure of charities. The other is for the government to buy services and apply for projects. Government purchase of services means that the civil affairs department of the government determines the needed services according to the development situation of the region, and then includes them into the scope of government procurement, and selectively subsidize charitable organizations with government funds. Project application is a charity organization that develops a new project, develops a detailed copy plan, and submits the application to the government department, which decides whether to support the project after comprehensive evaluation. In general, government grants are stable and large in amount, but they also have limitations such as long project application period and complex application process.

Secondly, corporate donations. Due to the limitation and particularity of government financial support, charity organizations need to explore other financing channels, and enterprises have become an important way for charity organizations to raise funds. The main ways for charitable organizations to receive corporate donations are direct donations, project cooperation, technical support and voluntary services. Direct donation is the most traditional and most direct way, project cooperation is the fastest growing in recent

years, one of the most popular way, charitable organizations and enterprises to jointly develop public welfare project, charitable organizations can obtain support of the enterprise, can help enterprises to establish a good social image, is a way to the best of both worlds of donations, capacity building and so on technical support to help a charity, charity organization encourage employees to participate in volunteer service, the charity spirit into the corporate culture, help the enterprise to create a good working atmosphere.

Third, online donations. According to the 45th Statistical report on Internet Development in China released by China Internet Network Information Center (CNNIC), as of March 2020, there are 904 million Internet users in China, with an Internet penetration rate of 64.5%. WeChat wallet, Alipay, QQ, etc, to provide for mobile payments to infiltrate various fields, such as charity is not exceptional also, often referred to as the fingertips, charity donors by WeChat, pay treasure, such as mobile payment, gently slide fingertips can complete the donation, mobile Internet let charity become simple and quick, network donations become the most popular way of individual donations. In terms of online donation, the "99 Charity Day" initiated by Tencent attracts the most attention. In 2019, a total of 2.49 billion yuan was raised in the "99 Public Welfare Day", of which 48 million netizens donated 1.783 billion yuan through Tencent's public welfare platform. A total of 57.8 million people, thousands of public welfare organizations and more than 10,000 caring enterprises participated in this year's "99 Public Welfare Day". A total of 3.044 billion yuan was raised, setting a new record for public welfare in China.

3.3. Mechanism of Charity Resource Transmission

Project scheme. Project refers to "a kind of event-based mobilization or organization mode, that is, according to the internal logic of things, under the constraints of limited time and limited resources, using a specific organizational form to complete a one-time task with a clear expected goal (a unique product or service)".[3] Charity project is a non-profit project, which is based on the mission of charity organizations, takes social benefits as the target, and takes the poor and vulnerable groups in need of help as the specific service objects. Charity project is the most commonly used form of poverty alleviation by charity organizations. Charity through charitable project to connect the organization, the relations between and among charitable donors and recipients, design, operation and effects of the charitable projects is a charitable organization ability, the concept of poverty alleviation, and key for poverty alleviation, management ability and service ability the embodiment of the form, or charitable projects is a driving force of the charitable organization development innovation. Charity organizations and governments are more and more used to raising funds and providing charity services through charity projects. The project system

improves the pertinence, specialization and effectiveness of the services for those in need. The novelty of the projects can also stimulate the public's interest and enthusiasm for participation.

There are various types of charitable projects that meet the needs of different groups and are innovative and distinctive. As in 2020 by the government of Linyi city, Linyi city charity federation organization, financial groups and Fred group joint investment, the Linyi "financial photovoltaic power country revitalization" project started, is mainly for the local economy is weak in the village of the villagers free building distributed in photovoltaic power station, both can solve the problem of peasant households own electricity, also can have extra income, generating drive the villagers and the village collective income. In order to adapt to the trend of the Internet era, charitable organizations have launched "webcast + with goods" projects. In March 2020, global public welfare organizations such as Alxa SEE Foundation, Mangrove Foundation (MCF), Amitai Foundation, Aitai Animal Protection Foundation and One Earth Nature Foundation jointly launched the live broadcast of "Adopting Together in the Cloud" on Taobao, attracting millions of viewers. In April of the same year, Friends of Nature launched the first charity live broadcast of the fundraising project "Protecting Nature with Action" on Taobao, which talked about the protection of green peacocks. During the one-hour live broadcast, nearly 210,000 Taobao users watched it, and over 200 people donated money through the live broadcast. In May 2020, China Charity Federation, in conjunction with online shopping platforms and star anchors, held a webcast entitled "Charity 'Star' for public welfare" to raise money for surgery for children with congenital heart disease. In addition to carrying out webcasting in person, charity organizations are also committed to cultivating farmers' anchors. For example, on April 23, 2020, the first "village broadcasting college" in China, jointly organized by Alibaba's "village broadcasting plan" and the government of Kecheng district of Quzhou City, Zhejiang province, officially opened. The college opens classes free of charge all day, provides training courses for farmer anchors, and carries out on-the-spot practical exercises in six broadcast rooms. In this way, Ali plans to provide farmers' anchors with all-round support from infrastructure support, talent incubation and training, regional brand design, industrial planning support, policy guidance and resource coordination, etc. These philanthropic projects are dedicated to all areas of poverty alleviation, making full use of Internet technology and new media platforms to improve the efficiency and diversification of philanthropic projects.

4. CHARITY ORGANIZATIONS INVOLVED IN POVERTY ALLEVIATION RECOMMENDATIONS FOR IMPROVEMENT

4.1. Grasp the Long-term and Targeted Nature of Poverty Governance

In the new era, charity organizations participating in poverty alleviation should pay attention to the long-term and targeted nature of poverty governance, and achieve the combination of short-term and long-term goals. First of all, the solution of poverty problem is not overnight, it needs the joint efforts of several generations. Therefore, charity organizations should pay attention to the sustainability of charity projects, pay attention to the sustainable development of the poor, promote development-oriented poverty alleviation, broaden the field of poverty alleviation, and get ready for a long-term battle. Secondly, the participation of charitable organizations in poverty alleviation should be targeted, and the overall goal should be consistent with the national poverty alleviation pattern, and serve the current tasks and goals of the Party and the country in poverty alleviation. In different periods, periodic strategic goals will be formulated according to the change of poverty status. After 2020, China's poverty will be multi-dimensional, absolute poverty will be eliminated, and the poverty alleviation targets and key areas of charity organizations should be shifted to spiritual and capacity poverty, so as to enhance the ability of poor people to "make blood".

4.2. Increase the Publicity of Charitable Projects

As the saying goes, "a good wine scares a deep alley." A good charity project cannot be carried out sustainably if it is not known by the public. Social concern is an important factor affecting fundraising. The more attention there is, the more money will be raised and the faster. Therefore, charity organizations should pay attention to the publicity work of charity projects, increase the promotion of charity projects through new media such as Weibo, WeChat and Tik Tok, and at the same time, combine with traditional media such as newspaper and TV to broaden the audience scope and increase the influence of charity projects.

4.3. Improve the Professional Level of the Talent Team

Talent is an important driving force for charitable organizations to participate in poverty alleviation innovation. More and more people born in the 1990s and 1995 join charity organizations. They are the indigenous people of the Internet. They are imaginative and innovative, and they actively participate in charity undertakings, injecting fresh blood into charity

undertakings in China. Therefore, charity organizations should pay attention to the cultivation and support of young people and encourage the participation of young volunteers. In addition, charity organizations should pay attention to the cultivation of professional knowledge of talent teams, and improve the professional level of charity teams through professional knowledge training courses, field research and other means.

REFERENCES

- [1] Xunping Lei, Jing Zang. Characteristics of Poverty in China after 2020, Governance Dilemma and Solutions [J]. *Modern Economics*, 2020(08):24-28.
- [2] Charity Law of the People's Republic of China (full text)[J]. *China Civil Affairs*, 2016(13):61.
- [3] American Project Management Association. Project Management Knowledge System Guide [J]. Translated by Wang Yong, Zhang Bin, Beijing: Electronic Industry Press, 2009:2.
- [4] Zhilin Tan. Charity drives Targeted Poverty Alleviation [J]. *China Civil Affairs*, 2016, (23) : 46-47.
- [5] Huixia Ding, Zhang Sudan. Policy Evolution and Practice process of charity Organizations participating in Rural poverty Alleviation [J]. *Forum on Administrative Science*, 2019, (1) : 18-22.
- [6] Qiong Xie. Poverty Governance: The Practice and Development of Charity Organizations in China [J]. *Social Security Review*, 2017, (4):84-95
- [7] Libo Kuang, Yuanji Huang. Research on "Weak Relationship" of social capital and Poverty Alleviation Path Innovation under the background of Internet + -- Based on the investigation of "Micro Good Wind" non-governmental educational charity organization in northwestern Hunan [J]. *Learning and Exploration*, 2017, (3) : 48-56.
- [8] Xiaoxue Huang, Fei Wang, Mengran Zhou. Some Suggestions on charity Organizations' Participation in Poverty Alleviation [J]. *Chinese Social Organizations*, 2017, (19): 41-42.