Taiwan NPO Self-Regulation Alliance

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Donors in Taiwan 2003

Donation: 1.4 Billion (USD)

- Donating Money: 38% of the population
- Donate to Religious groups: 50%↑
  - Give back to the society 24.99%
  - For karmic rewards 55.76%
- Donate to Social service groups and charities: 50%↑
  - For karmic rewards 21.82%
  - Give back to the society 57.49%

15% of the donors know very well how their donation is used.

60% of the donors plan to donate in the following year and 40% of them make a regular donation.

15% of the donors know very well how their donation is used.
What kind of issues Taiwanese care the most?

Data from web-based Yahoo! Taiwan Fundraising Platform, Jan 12 2009 - May 31 2015

Donation 21.25 million (USD)

Senior care 1.54 m
The disabled 3.07 m
Children and teenagers 8.28 m
Other 0.37 m
Animal protection 0.42 m
Domestic aid 1.85 m
Female issues 0.32 m
Environmental protection 0.09 m
United way of Taiwan 0.86 m
Medical service 0.30 m
International aid 4.16 m

2009 Typhoon Morakot
3.23 m
2011 Tohoku earthquake and tsunami
4.16 m
Warm-hearted Taiwanese (or do-gooders?)

- 1999 921 earthquake ➔ 1.23 billion
- 2004 2004 Indian Ocean earthquake ➔ 163 million
- 2008 2008 Sichaun earthquake ➔ 231.2 million
- 2009 Typhoon Morakot (88 flood) ➔ 856.1 million
- 2011 2011 Tohoku earthquake and tsunami ➔ 224.3 million
- 2014 Ice Bucket Challenge ➔ 2.3 million (in 35 days)
- 2014 2014 Kauhsiung gas explosion ➔ 149.6 million
- 2015 2015 Nepal earthquake ➔ (so far) 3.2 million

TWNPO made a public statement to remind the public the importance of distinguishing a legit fundraiser.

TWNPO kept communicating with Taiwan Motor Neuron Disease Association to ensure financial transparency and accountability is achieved.

TWNPO made a public statement to call for setting a fundraising goal by the fundraisers and remind donors the importance of where their donation goes and how it is used.
Members hand in their financial/work reports (according to their individual competent authority) to TWNPO.

Reports disclosed on the TWNPO website.

PwC Volunteer accountants help to review financial reports.

Our Monitoring Mechanism

- Training workshops
- Modifications
Ways of Participating in Philanthropic Activities

**Fundraising Platform**
- Convenience stores
- Donation boxes
- Donation service
- E-invoice lottery donation

**Volunteer Platform**
- iGoods
  - Goods matching
- iSharing
  - Volunteer matching

**Crowdfunding Platform**
- Flying V
  - The **biggest** crowdfunding platform in Taiwan, 2014
  - 238 projects succeed
  - 3.77 million collected

**Independent Media**
- NP0st
  - an emerging independent media which aims to reveal the value of NPO professionals and at the same time to bring them different perspectives from other fields.

Why of Participating in Philanthropic Activities

- Independent Media
- Fundraising Platform
- Volunteer Platform
- Crowdfunding Platform

Telecom in Taiwan
Donors in Taiwan 2010s

2011
(Donation 2011
1.6 Billion
(USD)

2014
Donation
1.6 Billion
(USD)

Reasons why people donate:

Give back to the society 70%
Sympathize with the sufferers 47%
Support the fundraiser’s mission 49%
For karmic rewards 30%

Donating Money 40% of the population

(United way of Taiwan)

(Web-based survey, United way of Taiwan)
Donors in Taiwan 2015 onwards

TWNPO has got some feedbacks from donors

After Tsuchi’s controversial financial issues

TWNPO Member organizations

Others

Huge religious groups

Others

Others

Others

Others
Thank You for Listening.
References

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