

## INTRODUCTION

China is home to one of the largest populations of high-net-worth individuals in the world. The 2012 World Ultra Wealth Report by Wealth-X indicates China's ultra-high net worth population stands at 11,245, with a collective wealth of US\$1,580billion.

A number of international gifts from China have attracted substantial publicity, and provoked a variety of responses. While Lei Zhang's US\$8,888,888 donation to Yale University raised questions around why he had donated to an American university rather than a leading university in China, Dr Chau Chak Wing's 2010 gift of AU\$25million to the University of Technology Sydney received positive attention in the Australian media.

Universities in the United States, and to some extent in Britain, Canada, and Australia, undertake comprehensive research on alumni and other prospective donors to assess their major gift potential when developing cultivation and solicitation strategies. In response to western universities growing interest in capitalising on China's substantial wealth, this paper looks at the possibilities of prospect research for university fundraising in China. It provides a comprehensive analysis of the tools currently available to assist international researchers prepare and compile individual prospect profiles. In addition, the report highlights a number of strategies to locate Chinese alumni of British, North American and Australian universities once they have returned to China.

Part One of the report identifies the tools that are most beneficial in conducting prospect research in mainland China, Taiwan and Hong Kong. It identifies a variety of sources including internet, printed media, government bureaus, and social organisations.

Part Two of the report provides a list of resources to help track alumni who have previously studied in the UK, North America and Australia.

## PART ONE: PREPARING PROFILES ON INDIVIDUALS

It has not always been easy for non-Chinese organisations to find information on wealthy Chinese individuals. This section looks at sources of information containing particulars on philanthropy, corporate, and biographical details. In order to present a comprehensive overview, sources for individuals in Taiwan and Hong Kong SAR are also provided.

### 1.1 INFORMATION ON PHILANTHROPY

In order to develop an initial understanding of the Chinese philanthropy sector it is recommended researchers start with the **Chinese Foundation Center (CFC)** [www.foundationcenter.org.cn](http://www.foundationcenter.org.cn) (Chinese language, Free). The CFC was inaugurated on July 8 2010, aspiring to become a portal containing detailed financial and program information on all foundations, non-profits and donations in China. The Centre relies on **China NPO Network** as a major source of information. The NPO Network is a prominent organisation considered a pioneer in the field following more than ten years' experience facilitating self-regulation in the Chinese non-profit sector.

The Chinese Foundation Centre has compiled a complete set of data around Chinese foundations, and developed a convenient on-line comparison tool. To date the database tracks 1,858 foundations. Entries include information such as financial statements, governance, and project details. The majority of data is sourced through various tax authorities, the Ministry of Civil Affairs, and internal research. In addition, the Centre provides a database of Chinese non-profits, and has created a series of further functionalities including a charity map, philanthropy news section, and an online learning centre. Users also have access to a visual map of foundation locations, including the distribution regions of charity projects. The portal allows users to search for NPO documents, policies, regulations, and publications.

**The Asia Pacific Foundation** directory in hard copy is another useful source, although the last edition was published in 2007. For information on Hong Kong, see the **Asia Foundation Hong Kong NGO Directory**, which lists charities as well as foundations.

For rich lists and listings of philanthropic donations in Asia, refer to International editions of **Forbes magazine**. Forbes Asia is published monthly, with additional issues in March

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and October. The Forbes Asia website provides additional articles and information, and can be accessed at [http://www.forbes.com/home\\_asia/](http://www.forbes.com/home_asia/).

The **Hurun Report** also contains details of rich and philanthropic Chinese individuals. As is the case with most countries, these lists are not identical. The **Yearbook of Chinese Philanthropy** (Chinese language, approximately US\$50 per issue) is also very helpful. The journal is released by the Ministry of Civil Affairs and China Charity Federation, with the first edition published in 2000. Each issue highlights key statistics of giving alongside top stories, trends in the field, and information on prominent philanthropists within the year.

The **China Charity and Donation Information Centre** [www.donation.gov.cn](http://www.donation.gov.cn) (Chinese language, free) is an official website founded by the Ministry of Civil Affairs, disclosing a comprehensive overview of charitable giving in China. The website lists important donation events every week, indicating names of donors, gift sizes, and recipient organisations.

The website is also the most important platform delivering information regarding the China Charity Awards. Commencing in 2005 the awards are given by the Ministry of Civil Affairs on an annual basis, and are regarded as the top government prize in Chinese philanthropy. The awards have five categories: Charity Award for Local Enterprises, Charity Award for Overseas Enterprises, Charity Award for Individual Donors, Charity Award for Individual Charity Workers, and Most Influential Charity Projects. Historical data detailing previous awards is provided on the website, including in-depth interviews and reports on nominated and awarded philanthropists.

The **Directory of International NGOs (DINGO)** <http://www.chinadevelopmentbrief.com/dingo/> (English language, free) is China Development Brief's online database of over 200 International NGOs currently operating in China.

The (Hong Kong) **Chinese General Chamber of Commerce** <http://www.cgcc.org.hk> (Chinese and English languages, free) is a non-profit organisation comprised of local Chinese firms and businessmen. Founded in 1900, it is one of the oldest and largest chambers of commerce in Hong Kong. At present, the Chamber has a membership of over 6,000 association, company and individual members. Members' businesses cover a wide spectrum of commercial and industrial activities in the territory, including

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manufacturing, imports and exports, banking, insurance, real estate, building and construction, information technology, professional services, transport and communication, foods, retail and wholesale, catering, and tourism.

Full-text databases **China National Knowledge Internet** (CNKI) [www.cnki.net.cn](http://www.cnki.net.cn) and **VIP** [www.cqvip.com/](http://www.cqvip.com/) (both in Chinese, approx. US\$1 per page) are leading platforms for Chinese full-text search. Content for these databases include full-text journals, magazines, yearbooks, monographs, reports, and various other publication types.

A number of general web-based databases such as **Factiva** and **Proquest**, resources familiar to prospect researchers the world over, are also beneficial.

In addition to the above sources, the following websites offer important philanthropic information on mainland China, Taiwan and Hong Kong. The sites collect data from a number of different media sources, enabling visitors to track and search the philanthropic activities of wealthy individuals.

**Gongyi Network** <http://www.cgov.org.cn> (Chinese language, free)

**Wangyi Gongyi** <http://gongyi.163.com/> (Chinese language, free)

**Philanthropy China** <http://www.cishanchina.org> (Chinese language, free)

**China Philanthropy Network** <http://www.zgcs.org> (Chinese language, free)

**China Philanthropy Times** <http://www.gongyishibao.com/> (Chinese language, free)

**China Society for Promotion of the Guangcai Programme** <http://www.cspgp.org.cn> (Chinese language, free. The Program is initiated and implemented by private Chinese enterprisers aiming to alleviate poverty)

**Charitarian** <http://www.charitarian.com.cn/> (Chinese language, free)

**China Public Welfare** <http://www.zhongguogongyi.com/> (Chinese language, free)

**Taiwan NPO Information Centre** <http://www.npo.org.tw/index.asp> (Chinese language, free)

**Asia Pacific Philanthropy Consortium** [www.asiapacificphilanthropy.org/](http://www.asiapacificphilanthropy.org/) (English, free)

## 1.2 INFORMATION ON INDIVIDUALS AND CORPORATIONS

When procuring information based on individuals and corporations a good place to start is world's largest Chinese encyclopaedia website, **Hudong—People Wiki** (formerly *Hoodong, Interactive Online*) <http://www.hudong.com> (Chinese language, free). As of February 2011 the site contains more than five million articles and two and a half million registered users.

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A similar source is the collaborative web-based encyclopaedia **Baidu — People** <http://baike.baidu.com/class/1408.html> (Chinese language, free). The encyclopaedia is provided by the Chinese search engine Baidu, and has the second largest number of entries in Chinese.

Hong Kong does not publish a **Who's Who** directory and two Taiwanese Who's Who directories have also recently ceased publication. While remaining hardcopy versions will inevitably date with time, these directories will remain useful over the next couple of years.

**Asia Tatler** publishes editions in Hong Kong, Beijing, Shanghai, Singapore, Indonesia, Korea, Malaysia, The Philippines, and Thailand, and includes a Society Who's Who edition every year. The publication contains valuable gossip on the wealthy and social sets.

**The Marquis Who's Who in Asia** was released August 2012, however sample entries to determine the quality and depth of information could not be sourced. The publication includes 29,000 biographies, and costs US\$365. It is available for order online at: <http://www.marquiswhoswho.com/references/publications/63-whos-who-in-asia-2012>

For an English language biography, please see <http://www.biography.com/>. The site is provided by A&E Television Networks, the producer of the Biography television series. The portal contains over 20,000 biographical descriptions of people, varying in length from a few sentences to several paragraphs.

**China Vitae** is another free biographical resource available in English. The site contains information on over 4000 Chinese leaders in government, politics, military, education, business, and media. See <http://www.chinavitae.com/>

Other important websites for containing biographical information (all Chinese language and free) include:

**JRJ VIP Channel** <http://finance.jrj.com.cn/people/>

**Sohu VIP Search** <http://people.business.sohu.com/person/pnews.php>

**Chinese IT Business Elites** [www.enet.com.cn/enews/zhuant/2009/famous/](http://www.enet.com.cn/enews/zhuant/2009/famous/)

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Online phone directories can provide a valuable tool in determining contact details for individual prospects. The **White Pages** personal phone directory service 114 is the major Chinese provider of phone number queries. The service has been suspended in most cities since 2002, and personal numbers have been removed. Only a very limited number of cities preserve the service in China. For people in the Shanghai area, use **Locoso**, a free internet search engine for personal phone numbers in Shanghai. See [www.locoso.com](http://www.locoso.com) (Chinese language).

Finding business phone numbers is far easier than sourcing individual numbers. For assistance in ascertaining business numbers, please refer to the following websites:

## **SINA Yellow Page**

<http://yp.sina.com>

Language: Chinese                      Cost: Free

SINA Yellow Page allows users to access SINA's vast business information database.

## **Mingluji**

<http://www.mingluji.com>

Language: Chinese and English              Cost: Free

Users can search more than 10,000,000 business listings in mainland China and Hong Kong. Enterprise information includes company name, contact person, category, notes, phone number, fax number, address, e-mail, reference links and website URL.

## **China Business Directory**

<http://www.chinainfo.org/>

Language: English                      Cost: Free

More than 173,000 companies listed in English, classified by category. Browse by keyword or category.

## **Kompass Search Engine**

[www.kompass.com](http://www.kompass.com)

Language: English and Chinese              Cost: Free

Business to business search engine. Browse by category or keyword.

## **Business Patrol - B2B directory**

<http://www.businesspatrol.com/directory/>

Language: English                      Cost: Free

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International web directory and suppliers web sites. Allows users to browse thousands of businesses and online suppliers from around the world.

## **China Listed Company Search**

<http://www.cnlist.com/>

Language: Chinese                      Cost: Free

## **Taiwan Stock Exchange: Listed company search.**

[http://emops.tse.com.tw/emops\\_all.htm](http://emops.tse.com.tw/emops_all.htm)

Language: English                      Cost: Free

## **HKExNews: Hong Kong listed companies.**

[http://www.hkexnews.hk/listedco/listconews/mainindex/SEHK\\_LISTEDCO\\_DATETIME\\_TO\\_DAY.HTM](http://www.hkexnews.hk/listedco/listconews/mainindex/SEHK_LISTEDCO_DATETIME_TO_DAY.HTM)

Language: English                      Cost: Free

## **Investor Relations Asia Pacific: Info on listed companies in Asia.**

<http://www.irasia.com/>

Language: English and Chinese                      Cost: Free

## **Hong Kong Property Search: Rentals/Sales**

<http://www.landmarkasia.com.hk/>

Language: English                      Cost: Free

This site contains private information such as family members, addresses, and contact methods, and could easily be purchased in China. For example, one record costs no more than 10 cents. Information usually proves to be accurate, and you can find personal details of leaders in a variety of professions. However, the trade is illegitimate, and the Chinese government has recently imposed stricter regulations on privacy protection. It is recommended foreign universities do NOT use illegitimate sources of information, as this poses a significant risk to their reputation.

## PART TWO: TRACKING ALUMNI

This section of the report aims to identify sources providing accurate data on alumni returning to Asia from overseas universities. Sources include popular alumni search websites and online social networking platforms. There are also a number of government authorities and large associations of returnees in China, providing comprehensive and correct alumni information.

### **Alumni.Net (formerly called World Alumni Page)**

<http://www.alumni.net/>

Language: English                      Cost: Free

Users can track down a former friend or graduate of a particular institution in almost every country.

### **Chinese Service Centre for Scholarly Exchange**

<http://www.cscse.edu.cn>

Language: Chinese and English      Cost: free

CSCSE is a legally registered corporate body affiliated with the Ministry of Education (MOE), specialising in offering a full range of services for international scholarly exchanges. Exchanges include Chinese students and scholars going abroad or returning from overseas and international students and scholars studying in China. It is the only agency entitled to validate and verify foreign academic degrees and overseas educational information in China.

CSCSE has established a personnel record database of Chinese students and scholars studying overseas, including those who have returned from abroad. The database includes information such as:

- Basic personal data
- Overseas educational background, and
- Contacts in China, including company of employment, address, phone numbers and email.

The database is not published on the Centre's website, however CSCSE has also founded two affiliating companies, Beijing Chivast Education International Co., and Beijing Yinhong International Education Consulting Co., Ltd. It is possible information could be obtained via directly contacting these affiliating companies. Beijing Chivast

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Education International Co serves self-supported students bound for studying abroad, while Beijing Yinhong International Education Consulting Co specialises in talent hunting, technology transfer, and internet-related information with the aim of assisting scholars returning and investing in China.

## **The Registration System for Chinese Students and Scholars Returning from Overseas**

The Offices of Education Affairs of the Embassy of P.R. China, the Ministry of Education, and the Ministry of Personnel initiate an official database for students and scholars who return to China. In order to be authorised for related favorable policies, students and scholars are required to register and submit their personal information to the system before returning. The database contains detailed and accurate records of students and scholars' names, ages, genders, place of birth, educational history, employment, and current contact details.

## **Overseas and Returned Scholars Association/Overseas-Educated Scholars Association/ Western Returned Scholars Association and Chinese Overseas-Educated Scholars Association (WRSA)**

<http://www.coesa.cn/> or <http://www.wrsa.net>

Language: Chinese and English

The association was founded in Beijing in 1913 on the initiative of scholars who had returned to China following overseas study. It has a sizable membership, with chapters all over the country. The database consists of basic member information, educational background, employment history, contact methods, interests and honors.

Unlike grassroots nonprofits, the association is affiliated with the government and acts more like an official bureau. As with the previous source, the association is likely to disclose information to people they know, so it is better to establish connections before approaching for data.

## **Alumni Associations and Clubs**

Alumni associations and clubs have been widely organised by Chinese returnees, involving graduates of all age groups and demographics. Groups of this nature are becoming more and more popular in China, providing a forum to develop new friends and business relationships with people of similar background.

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Some alumni associations have their own websites containing member information, while others form groups on social networking websites. The younger generation has accepted Facebook as their major on-line communication platform. In China, Xiaonei (<http://www.xiaonei.net/>) and Chinaren ([www.chinaren.com](http://www.chinaren.com)) are two premium networking websites organised by schools, colleges and universities containing a complete list of foreign universities.

## Taipei Public Library Information Centers on School Abroad

[http://intra.tpml.edu.tw/study/modules.php?name=Web\\_Links](http://intra.tpml.edu.tw/study/modules.php?name=Web_Links)

Language: Chinese

Cost: Free

The Taipei Public Library's Information Centers on School Abroad website provides a thorough database of links to alumni associations of foreign universities. Another attractive feature is that it contains contact details for these associations. Information is free and available in traditional Chinese.

## CONCLUSION

Good research can contribute to effective prospect identification and relationship-building. In China, as elsewhere, it is a tool that can help your institution find alumni and identify other potential supporters. Use it well.

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