



111 Sutter Street, 12th Floor
San Francisco, CA 94104 USA

T +1 415 984 3200
F +1 415 984 3201

Contacts:

Brooke Avory
CiYuan Manager, BSR
bavory@bsr.org

Catie Caborn
Weber Shandwick
ccaborn@webershandwick.com or +1 202 585 2257

New BSR Guidebook Helps Chinese Companies Launch Successful Private Foundations

San Francisco—December 19, 2011—[BSR](#)'s new [guidebook](#) helps Chinese individuals and companies establish and run effective private foundations, with information on managing a foundation, developing a mission and strategy, implementing governance practices, and engaging volunteers.

BSR's [CiYuan initiative](#) developed this guide (currently in Chinese only) in cooperation with the [Capacity Building and Assessment Centre](#) (CBAC), [China Agricultural University](#), and the [Social Resources Institute](#) (SRI).

Over the past 30 years, China's foundation sector has grown from 140 foundations in the 1980s to more than 2,000 in 2011. The Chinese government's Foundation Registration and Management Regulations catalyzed this growth in 2004 by providing clear requirements for registering new private foundations; directives on governance, fundraising, donors, and beneficiary rights; and a framework for the structure and operations of foundations.

"Chinese foundations—private foundations in particular—are beginning to play a pivotal role in the development of the Chinese nonprofit sector," said Brooke Avory, CiYuan Program Manager. "Our handbook is designed to help them navigate this landscape as foundations grow rapidly in size, number, and importance."

This handbook will help individuals and companies with some of their common challenges in establishing and running foundations. These challenges include:

- » Registering foundations, due to an onerous, lengthy, and unpredictable registration process
- » Effectively balancing the role and wishes of the founder with the mission of the foundation
- » Attracting and retaining professional staff
- » Gaining expertise in accounting and financial management, program management, and impact measurement
- » Accessing practical, localized resources and case studies
- » Supporting projects to address China's pressing social/environmental issues, either through funding or implementation
- » Effectively using the diverse resources of their donors, who may be corporate executives or successful entrepreneurs
- » Helping build a stronger nonprofit sector in China by supporting NGOs and community-based service providers

The "Chinese Foundation Development Handbook" is available for free download at <http://ciyuan.bsr.org/data/resources/chinese-foundation-development-handbook-cn.pdf>.

About BSR

A leader in corporate responsibility since 1992, [BSR](http://www.bsr.org) works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. With offices in Asia, Europe, and North America, BSR uses its expertise in the environment, human rights, economic development, and governance and accountability to guide global companies toward creating a just and sustainable world. Visit www.bsr.org for more information.

About CiYuan

BSR's three-year [CiYuan](#) (China Philanthropy Incubator) initiative builds innovative cross-sector partnerships to enhance the value of social investment in China. With guidance from international and Chinese leaders in the field, CiYuan improves the capacity of local foundations and NGOs to serve as durable and effective partners with business. Ultimately, CiYuan will integrate philanthropy with core business strategy, foster collaboration, and inspire innovation. Read [Building Strategic Philanthropy in China](#) for an overview of CiYuan.

About CBAC

CBAC takes advantage of broad international cooperative networks and domestic human resources to provide customized service through learning networks, training of trainers and facilitators, small grants, organizational capacity assessment, strategic planning, and comprehensive management basics to meet the specific needs of organizations at different development stages.

About CAU

China Agricultural University (CAU), directly subordinated to the Ministry of Education, is a Key National University entering the State 985 Program and the State 211 Program. Qu Zhenyuan is the Chair of the University Council and Chen Zhangliang is the President. CAU is proud of having a strong and highly qualified faculty team with 1,398 members in total. CAU has today 15,891 undergraduate students enrolled, 3,355 and 2,065 postgraduate students registered for MSc and PhD degrees, respectively. The CAU Post-Graduate Working Station has 95 post-doctorial researchers. In addition, CAU also has 2,262 and 139 postgraduate students working on MSc and PhD degrees in specialized fields, respectively. The number of students registered in the School of Continuing Education and those for distance education reaches 35,093. CAU has constructed itself as a research-oriented institute in order to better serve the country and the world by using its rich and highly qualified personnel resources.

About SRI

Social Resources Institute (SRI) is an independent research institution focusing on the cross-cutting areas between business and civil society. SRI aims to research the social problems occurring during the economic development and explore the appropriate solutions.