



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%

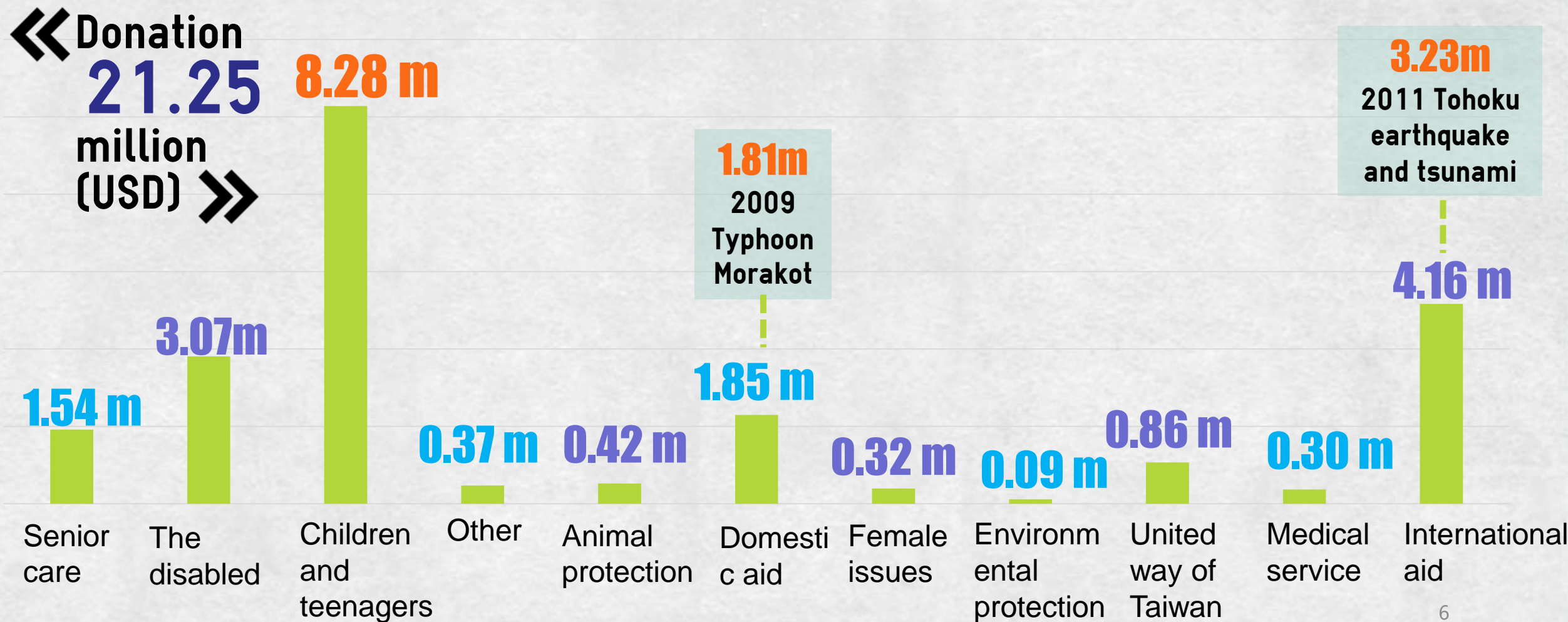
15% of the donors
know very well how
their donation is
used

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











What kind of issues Taiwanese care the most?

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





Warm-hearted Taiwanese (or do-gooders?)

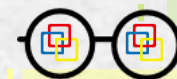
-  **1999** 921 earthquake → **1.23 billion**
-  **2004** 2004 Indian Ocean earthquake → **163 million**
-  **2008** 2008 Sichuan earthquake → **231.2 million**
-  **2009** Typhoon Morakot (88 flood) → **856.1 million**
-  **2011** 2011 Tohoku earthquake and tsunami → **224.3 million**
-  **2014** Ice 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



Our Monitoring Mechanism

Annually

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

Modifications

Training workshops



Ways of Participating in Philanthropic Activities

Fundraising Platform

Convenience stores

- ▶ Donation boxes
- ▶ Donation service
- ▶ E-invoice lottery donation

Telecom in Taiwan

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

79000 people participated

Independent Media

NPOst

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.



Donors in Taiwan 2010s

2014
« Donation
1.6
Billion
(USD) »

2014

(World Giving Index)

Donating
Money

40%

of the
population

2011

(Web-based survey,
United way of Taiwan)

Reasons
why
people
donate :

For karmic
rewards

30%

Give back to
the society

70%

Sympathize
with the
sufferers

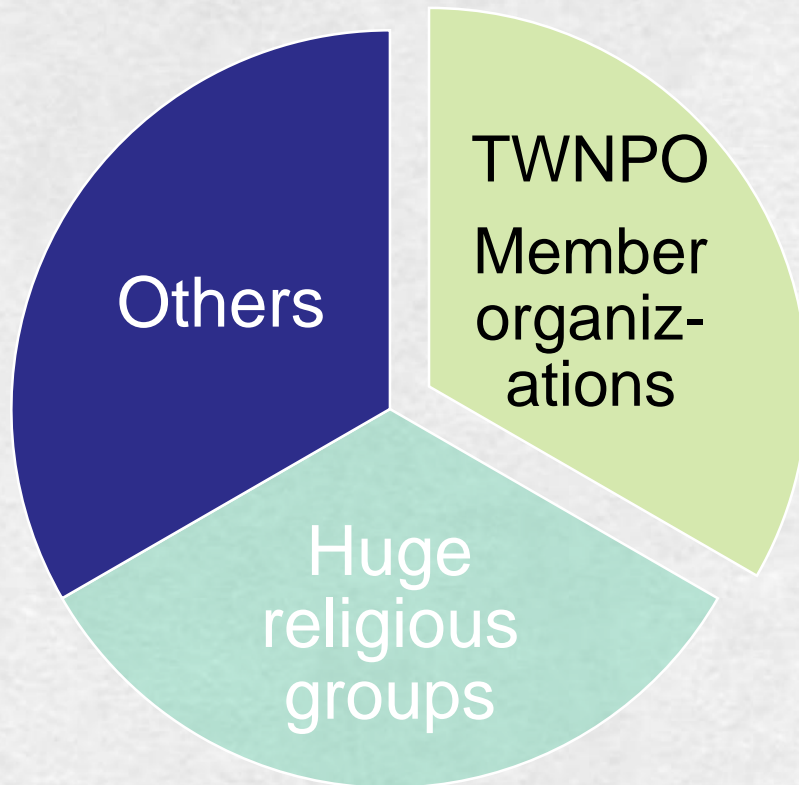
47%

Support the
fundraiser's
mission

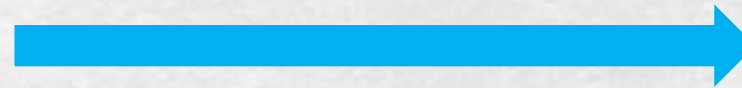
49%



Donors in Taiwan 2015 onwards



After Tsuchi's controversial financial issues



**TWNPO has got some
feedbacks
from donors**





Thank You for Listening.



References

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