

# An Emerging Way of Giving? Giving Circles in China

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**Abstracts:** Giving circles, as new ventures in philanthropy, have grown globally and attracted research attention in recent decades. The concept is very new, with little research done in China. This study takes the giving circles hosted at the Shanghai United Foundation, the first batch of and currently the largest hosting agency for China's giving circles, as the research object. This article attempts to explore two aspects of the questions: the characteristics of China's giving circles in international comparison; and the motivations of these giving circles and their effects. Quantitative research is used as well as in-depth interviews. The study found that trust is the primary motivation in China's giving circles, which is different from the international pattern of "doing philanthropy differently". Furthermore, trust motivation has positive effects on philanthropic engagement and then affects public participation. The development boundaries and constraints of giving circles in China are also discussed. This paper is an initial study of China's emerging giving circles, and further follow-up exploration is suggested in the next stage.

**Key Words:** Giving, Giving Circles, China, Motivation, Trust

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## Introduction

Giving circles, a form of collective philanthropy in which a group of people comes together to make charitable giving in their daily lives, came into notice in the 1990s and have been observed globally in recent decades. As a highly engaged model of giving, the giving circle is considered to bring new possibility to promote philanthropy,<sup>1</sup> while its other impacts include enhancing community engagement,<sup>2</sup> donation learning,<sup>3</sup> empowering participants,<sup>4</sup> etc. There's awareness of the cross-cultural effect on the characteristics and functions of giving circles.<sup>5</sup> The first landscape of the Asian giving circles was done in 2014.<sup>6</sup> This new form of giving only began to emerge in Asia in the 2000s, and developed especially after 2010.<sup>7</sup> The trend is similar in China, but little research has been done.

This research is an initial study of giving circles in China, taking the giving circles hosted at the Shanghai United Foundation as the research object. The Shanghai United Foundation is one of the first forces to promote giving circles in China and currently hosts the most significant number of giving circles in the form of DAF (Donor Advised Fund). This paper attempts to make a profile of the set of giving circles, to understand their characteristics, motivations, impacts, and possible prospects. The main research questions in this study are as follows:

<sup>1</sup> Eikenberry, A. M., & Breeze, B. "Growing philanthropy through giving circles: Collective giving and the logic of charity." *Social Policy and Society* 17.3 (2018): 349-364.

<sup>2</sup> Eikenberry, A. M. & Bearman, J. *The Impact of Giving Together*. (2009):1-66. <https://www.unitedphilforum.org/system/files/resources/The%20Impact%20of%20Giving%20Together.PDF>

<sup>3</sup> John, R. *Circles of influence: The impact of giving circles in Asia*. Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP) in National University of Singapore. (2017):1-86.

<sup>4</sup> Thiele, L. et al. "Educating and empowering youth through philanthropy: a case study of a high school giving circle." *The Journal of Nonprofit Education and Leadership* 2.1 (2011):1-46.

<sup>5</sup> Eikenberry, A. M., and Breeze, B. "Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland." *Voluntary Sector Review* 6.1 (2015): 41-59. Eikenberry, A. M. "Who Benefits From Giving Circles in the US and the UK?." *The Foundation Review* 9.3 (2017): 7; Yandel, K. "Book Review: Diversity and Philanthropy: Expanding the Circle of Giving by Lilya Wagner." *Journal of Public and Nonprofit Affairs*.(2016):100-102.

<sup>6</sup> John, R. "Giving circles in Asia: Newcomers to the Asian philanthropy landscape." *The Foundation Review* 6.4 (2014): 9.

<sup>7</sup> John, R. *Circles of influence: The impact of giving circles in Asia*. Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP) in National University of Singapore. (2017):1-86; Economist Intelligence Unit. *Something's gotta give: The state of philanthropy in Asia*. The Economist (2011). Available at: <https://www.docin.com/p-634222211.html>

1. Taking the group of giving circles of the Shanghai United Foundation as an example, what characteristics could be found in China's giving circles? Compared with other international models, what are the features in terms of the forming forces, structure, and impact of them?

2. What are the main motivations of these giving circles? Are they sustainable and extensible enough to support the emergence of a new way of giving in China?

## Literature Review

“New philanthropy” has gained much attention in this century, partly as a philanthropic response to the “collapse of community” as Putnam described in his famous book *Bowling Alone*.<sup>8</sup> Giving circles are seen as a new mechanism emerging in such context.

Although the early cases appeared at least in 1992 in America, the concept of "giving circles" came into view in a popular magazine in 1998.<sup>9</sup> Nevertheless, most giving circles emerged after 2000.<sup>10</sup>

Giving circle studies have largely focused on the United States, but they are increasingly appearing in other parts of the world. Bearman and a collective giving research group led by her did the national scan in the US, firstly in 2004,<sup>11</sup> and then in 2007.<sup>12</sup> They found that the number of giving circles triples to over a thousand in a decade.<sup>13</sup>

<sup>8</sup> Putnam, R. D. *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster, 2000.

<sup>9</sup> Rutnik, T.A. & Bearman, J. *Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles*. Forum of Regional Associations of Grantmakers. (2005) :1-59.

<sup>10</sup> Rutnik, T.A. & Bearman, J. *Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles*. Forum of Regional Associations of Grantmakers. (2005) :1-59; Eikenberry, A. M. "Giving circles: Growing grassroots philanthropy." *Nonprofit and Voluntary Sector Quarterly* 35.3 (2006): 517-532.

<sup>11</sup> Rutnik, T.A. & Bearman, J. *Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles*. Forum of Regional Associations of Grantmakers. (2005) :1-59.

<sup>12</sup> Bearman, J. E. *More Giving Together: An Updated Study of the Continuing Growth and Powerful Impact of Giving Circles and Shared Giving*. Forum of Regional Associations of Grantmakers, 2007.

<sup>13</sup> Bearman, J., et al. *The landscape of giving circles/collective giving groups in the U.S.* (2017a):1-44. <https://johnsoncenter.org/wp-content/uploads/2020/10/Giving-Circles-Research-Full-Report-WEB.pdf>; Bearman, J. E., et al. *The state of giving circles today: Overview of new research findings from a three-part study*.

The beneficiaries of the giving circles were found to be more likely to be women, minority racial and ethnic groups than traditional philanthropy.<sup>14</sup> This seems to be an important feature of the giving circles in America and around the world.<sup>15</sup> Giving circles are also characterized by grassroots, non-professional, and more engagement.<sup>16</sup> Typical organizational characteristics of giving circles include: varying in size, formal or loose structure, diverse membership backgrounds, female dominance, and usually democratic decision-making mechanism.<sup>17</sup> Area studies in giving circles outside the United States have been conducted in the United Kingdom and Ireland,<sup>18</sup> Australia and New Zealand,<sup>19</sup> and Asia,<sup>20</sup> etc. Researches show that cultural diversity may have an important impact on the practice of giving circles.<sup>21</sup>

Eikenberry<sup>22</sup> argued that giving circles involved new donors and new beneficiaries, which may not expand giving to traditional philanthropy to the poor and

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(2017b):1-7. <https://www.unitedphilforum.org/resources/state-giving-circles-today-overview-new-research-findings-three-part-study>

<sup>14</sup> Eikenberry, A. M. "Who Benefits From Giving Circles in the US and the UK?." *The Foundation Review* 9.3 (2017): 7; Bearman, J. E., et al. The state of giving circles today: Overview of new research findings from a three-part study. (2017b):1-7. <https://www.unitedphilforum.org/resources/state-giving-circles-today-overview-new-research-findings-three-part-study>

<sup>15</sup> Rutnik, T.A. & Beaudoin-Schwartz, B. Growing philanthropy through giving circles: Lessons learned from start-up to grantmaking. Association of Baltimore Area Grantmakers,2003; Franklin, J. & Bearman, J. Webinar: Giving Circles Around the World. 2020. <https://johnsoncenter.org/resource/giving-circles-around-the-world-webinar/>

<sup>16</sup> Eikenberry, A. M. "Giving circles: Growing grassroots philanthropy." *Nonprofit and Voluntary Sector Quarterly* 35.3 (2006): 517-532; Schweitzer, C. Building on new foundations. *Association Management*, (2000):28-39.

<sup>17</sup> Rutnik, T.A. & Bearman, J. Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles. Forum of Regional Associations of Grantmakers. (2005) :1-59; Eikenberry, A. M. "Philanthropy, voluntary association, and governance beyond the state: Giving circles and challenges for democracy." *Administration & Society* 39.7 (2007): 857-882; Bearman, J. E. More Giving Together: An Updated Study of the Continuing Growth and Powerful Impact of Giving Circles and Shared Giving. Forum of Regional Associations of Grantmakers,2007; Bearman, J., et al. The landscape of giving circles/collective giving groups in the U.S. (2017a):1-44. <https://johnsoncenter.org/wp-content/uploads/2020/10/Giving-Circles-Research-Full-Report-WEB.pdf>; Bearman, J. E., et al. The state of giving circles today: Overview of new research findings from a three-part study. (2017b):1-7. <https://www.unitedphilforum.org/resources/state-giving-circles-today-overview-new-research-findings-three-part-study>; John, R. "Giving circles in Asia: Newcomers to the Asian philanthropy landscape." *The Foundation Review* 6.4 (2014): 9.

<sup>18</sup> Eikenberry, A. M., and Breeze, B. "Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland." *Voluntary Sector Review* 6.1 (2015): 41-59.

<sup>19</sup> Boyd, J., & Partridge L. Collective giving and its role in Australian philanthropy. Creative Partnership Australia,2017.

<sup>20</sup> John, R. "Giving circles in Asia: Newcomers to the Asian philanthropy landscape." *The Foundation Review* 6.4 (2014): 9.

<sup>21</sup> Yandel, K. "Book Review: Diversity and Philanthropy: Expanding the Circle of Giving by Lilya Wagner." *Journal of Public and Nonprofit Affairs*,(2016):100-102; Eikenberry, A. M., & Breeze, B. "Growing philanthropy through giving circles: Collective giving and the logic of charity." *Social Policy and Society* 17.3 (2018): 349-364.

<sup>22</sup> Eikenberry, A. M. "Who Benefits From Giving Circles in the US and the UK?." *The Foundation Review* 9.3 (2017): 7.

needy. However, several surveys implied the extension effect of giving circles to philanthropy, including encouraging general giving of the circle members to give more, to give to diverse groups, and to engage more in communities.<sup>23</sup> Furthermore, the impact of giving circles goes beyond philanthropy. They may contribute to democracy and even inspire elections.<sup>24</sup>

Motivation and driving forces of giving circles is a fundamental question to understanding them and prospecting their future. Eikenberry & Breeze<sup>25</sup> explored the formation of giving circles in the UK and Ireland, to discover that there is a strong desire to 'do philanthropy differently', such as to make giving more meaningful and more personal. In addition to meeting specific donation needs, giving circles are also motivated by giving effectively, expanding giving, social change, socializing, having fun, etc. They are seen as an alternative for ordinary people to 'mainstream' philanthropy in the US, while in the UK as "normalizing" giving with philanthropist.<sup>26</sup> An experiment research found that promoting donor's social image is more of an incentive than the incentive to motivate others' contributions.<sup>27</sup> A cooperation theory proposed that the key factors in the forming of giving circles include communication, consensus decision-making, focusing on common goals, a shared vision and ethical approach, pooling of resources, depending on social capital, and trust.<sup>28</sup> The role of the hosting agency has been noticed as a seminal driving force. Bearman & Franklin<sup>29</sup> revealed that the significant purpose of the hosting agency is to promote philanthropy, and the minor purpose is to connect to new donors.

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<sup>23</sup> Eikenberry, A. M. & Bearman, J. *The Impact of Giving Together*. (2009):1-66. <https://www.unitedphilforum.org/system/files/resources/The%20Impact%20of%20Giving%20Together.PDF>; Strotz, D.Z. & Bigelow, S. M. "Start-up of a Giving Circle: A Case Study." (2008):1-51. Dissertations, Theses and Capstone Projects. Paper 17.

<sup>24</sup> Rutnik, T.A. & Bearman, J. *Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles*. Forum of Regional Associations of Grantmakers. (2005) :1-59.

<sup>25</sup> Eikenberry, A. M., and Breeze, B. "Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland." *Voluntary Sector Review* 6.1 (2015): 41-59.

<sup>26</sup> Eikenberry, A. M. "Who Benefits From Giving Circles in the US and the UK?." *The Foundation Review* 9.3 (2017): 7.

<sup>27</sup> Karlan, D. & McConnell, M.A. "Hey look at me: The effect of giving circles on giving." *Journal of Economic Behavior & Organization* 106 (2014): 402-412.

<sup>28</sup> Miller-Stevens, K. & Taylor, J. A "Philanthropic collaboration: a conceptual framework for giving circles." *Public Integrity* 22.6 (2020): 575-589.

<sup>29</sup> Bearman, J. & Franklin, J. *Dynamics of hosting: Giving circles and collective giving groups*.(2018):1-46. <https://johnsoncenter.org/wp-content/uploads/2020/10/Giving-Circles-Hosting-Full-Report-WEB.pdf>

Giving circles, either indigenous or based on models transplanted from the US or Europe, are newcomers to the Asian philanthropy landscape, where the relatively weak philanthropic ecosystem may have an impact on their growth.<sup>30</sup> John<sup>31</sup> found 19 giving circles in Asia hosted by charitable intermediaries, usually community foundations.

The kind of giving circles was discovered in China at mid-2000s, with typical cases generated after 2010.<sup>32</sup> The development of giving circles in China is still at a very early stage, and the concept only appeared in a public newspaper in November 2021, which is a report to introduce the new emerging philanthropic model of the Shanghai United Foundation.<sup>33</sup> In the context of unactive individual donation and underdeveloped philanthropic ecology, what are the characteristics of the development of China's giving circles? Is there any difference with the international? Will people be motivated to join? Could it become a new model of giving that could scale? These are the focuses of this study.

## **Methodology**

This study takes the giving circles hosted at the Shanghai United Foundation, in the form of the Donor-Advised Fund (DAF), as the research object.

The research methods include both quantitative research and qualitative research.

First, we conducted a survey of the giving circles using online questionnaires. 63 questionnaires were collected from the founders of the giving circles, of which 44 were valid. 263 questionnaires were collected from the members of the giving circles, of which 261 were valid. 24 funded charitable organizations took part in the survey. Several rounds of internal testing were conducted before the questionnaires were sent

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<sup>30</sup> John, R. "Giving circles in Asia: Newcomers to the Asian philanthropy landscape." *The Foundation Review* 6.4 (2014): 9.

<sup>31</sup> John, R. *Circles of influence: The impact of giving circles in Asia*. Asia Centre for Social Entrepreneurship and Philanthropy (ACSEP) in National University of Singapore. (2017):1-86.

<sup>32</sup> Shanghai United Foundation. *Research on the Chinese Model of Giving Circles to Stimulate Public Charity Participation*. Research Report, Shanghai, 2022.

<sup>33</sup> Gu, L. A New Philanthropic Model is Emerging -- When Charitable Giving Meet the "Circle", *Chinese People's Political Consultative Conference Newspaper*, 11.9(2021):10.

out, and the survey continued from March 18 to April 30, 2022. The questionnaires were designed concerning and partially adapted from a series of research projects conducted by the American giving circles.<sup>34</sup> The founders' questionnaire collects key information, including who and how the giving circle is formed, how funds are raised, how funding projects are decided, and the structure and activities of the giving circle, etc. As for the members' questionnaire, the main target is the motivation of the members to join the giving circle, the activities they participate in, and the impact of participating in the giving circle on their public awareness and behavior. Regarding the funded charity organization, the survey is mainly to know the impact of giving circles on them.

Second, we conducted in-depth interviews and case studies. 9 giving circles and 2 funded charitable organizations were selected for the in-depth research. Semi-structured interviews were carried out. The interviews were mainly to understand the founding members' background, the opportunity to launch the giving circle, the operation and current situation, their understanding of the giving circle, and their vision of the future. The interviews were conducted from February 17, 2022, to April 18, 2022.

Textual analysis was used for interviews. All interview texts were iteratively coded. The key features were identified by coding, and then assigned to each category group as sub-categories, and the occurrence frequency of each sub-category was counted. The analysis followed the classification strategy formulated by Maxwell<sup>35</sup> and iterated repeatedly. All categories and features were sorted into indicators, sub-dimensions, and dimensions. For the answers to the same question, the data from different sources, including interviews and questionnaires, were cross-checked, and after comprehensive judgment, opinions and findings were formed.

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<sup>34</sup> Rutnik, T.A.& Bearman, J. Giving together: A national scan of giving circles and shared giving: The guidebook to giving circles. Forum of Regional Associations of Grantmakers. (2005) :1-59; Bearman, J. E. More Giving Together: An Updated Study of the Continuing Growth and Powerful Impact of Giving Circles and Shared Giving. Forum of Regional Associations of Grantmakers,2007; Eikenberry, A. M.& Bearman, J. The Impact of Giving Together. (2009):1-66. <https://www.unitedphilforum.org/system/files/resources/The%20Impact%20of%20Giving%20Together.PDF>; Eikenberry, A. M., and Breeze, B. "Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland." *Voluntary Sector Review* 6.1 (2015): 41-59. Bearman, J., et al. The landscape of giving circles/collective giving groups in the U.S. (2017a):1-44. <https://johnsoncenter.org/wp-content/uploads/2020/10/Giving-Circles-Research-Full-Report-WEB.pdf>.

<sup>35</sup> Maxwell, J.A. *Qualitative research design: An interactive approach*. CA: Sage Publications,2005.

Third, we used the archives of the Shanghai United Foundation to compile a profile of the giving circles.

## Findings

### *Formation of giving circles and estimates*

The earliest giving circle was established in January 2014, and 14 giving circles were established by 2020. Currently, there are four development stages of giving circles: 40% of them have completed at least three rounds of project fundraising and have proven operational experience; 40% have completed at least one round of project fundraising; 15% are in their first round of fundraising and have just started their operations; 5% are still recruiting members, building structures, and have not yet started fundraising.

There are two paths of formatting these giving circles. The first is that a pre-existing group, such as a supply chain's upstream and downstream working community, teachers, students, and parents group based on the school platform, a classmates community, etc., has generated the function of donation by specific opportunities, thus deriving into a giving circle. The second type is a community that did not exist originally. However, it is newly established to give together, such as the scholars who learned about philanthropy through the "E.G.G Walkathon" charity activity of the Shanghai United Foundation and became interested in charity donating and fundraising, and female groups that were connected through fundraising at charity events. In the formation of Chinese giving circles, the Shanghai United Foundation, as a trustee, plays a vital role in incubation, fund establishment and trusteeship, project recommendation and matching, capacity building and accompanying growth, and the conscious dissemination of the concept of "giving circle". In this process, the Shanghai United Foundation has learned from the US's Washington Women's Foundation model to take actions like incubating the donor communities that help giving circles grow and develop in China.



As of the end of 2022, there were 31 giving circles filed with the Foundation. Their basic profiles are shown in table 1. The number of each giving circle's members varies widely, with the most significant number of about 500 people, the smallest number of 3 people, with a median of 40. As of the end of December 2021, the total cumulative fundraising of all 23 giving circles in this study was USD1,840,729, with approximately 2,700 members involved and USD870,374 funded.

By comparison, China's giving circles emerged about a decade later than America's. Compared with the latest data on global giving circles,<sup>36</sup> we see the emergence of the giving circle in China in the middle of the global trend. Moreover, China's giving circle is relatively small, with an average of 40 members per circle, compared with the global average of 99.

### *Membership*

Almost each giving circle has a dominant group. Giving circles can be categorized into four main types based on the common characteristics of group members. The most common type is the classmates or school- group, representing 8 of the 23 giving circles. Business, interest, and female groups are not so common, which account for 4, 4, and 3 of the 23 giving circles, respectively. The remaining types include groups of professors, the second generation of business, parents of autistic children, and people who are passionate about philanthropy. When asked about the self-identification of the members, 65% of them recognized themselves as a group with common characteristics, the central common properties being recognized as common interests (67%), others including females (25%), colleagues (25%), study partners (17%), and others (8%).

The typical picture of a giving circle member is a good-educated middle-aged female from the middle class. Of all the members in this survey, the giving circles are characterized by the following:

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<sup>36</sup> Franklin, J. & Bearman, J. Webinar: Giving Circles Around the World. 2020. <https://johnsoncenter.org/resource/giving-circles-around-the-world-webinar/>

·Female dominance (64%);

·Most at age between 34-52 years old (73%). The age distribution of giving circle members is shown in Figure 1.

·High level of education, with over 3/4 having a bachelor's degree or above, among which 28% with a master's degree, 6% with an MBA/EMBA degree, and 7% with overseas study experience. The distribution of educational level of giving circle members is shown in Figure 2.

·The occupational distribution dominated by middle and high-level enterprise managers (33%), and private business owners (27%), the two accounting for the largest proportion.

·The typical annual personal income is ¥200,000-¥500,000 (34%), with those below ¥200,000 and between ¥500,000 - ¥1 million each accounting for 1/4. High-net-worth individuals with annual income above ¥1 million also accounted for 16% of the total samples, with 2 persons earning more than ¥5 million annually. The income distribution of giving circle members is shown in Figure 3. Four levels of their total household income before taxes account for about 20%, respectively (under ¥300,000, ¥300,000-¥500,000, ¥500,000-under¥1 million, and above ¥1.5 million). Only ¥1 million-¥1.5 million accounts for about 10%. Overall, giving circle members have income at all levels but mainly belong to the middle class, with several high-net-worth individuals and some wealthy families.

Compared with US and global data, the common denominators are the dominant gender and the shared identity of members, but China's giving circles have the following particularity: the members are younger, with 73% being 34-52 years old, compared to 41-64 years old as the largest group in the world;<sup>37</sup> and the classmate relationship and business connection are the more critical bond in China rather than gender concerns or ethnicity in the global trend.

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<sup>37</sup> Franklin, J. & Bearman, J. Webinar: Giving Circles Around the World. 2020. <https://johnsoncenter.org/resource/giving-circles-around-the-world-webinar/>

### *Structure and governance*

There are three types of giving circles in terms of structure.<sup>38</sup> The first is loose networking. More than half of the giving circles are structured as relatively loose. In communities with similar career backgrounds or interests, members voluntarily participate as individuals to form a giving circle. Generally, dedicated people will convey information and publicity notices through tools such as WeChat groups in a giving circle. In these giving circles, we observe that core individuals or a small management committee usually play a vital role in making decisions and managing the circles, holding regular or irregular events, releasing donation information, organizing voting for donation recipients and project visits, etc. The second is small groups. Less than a quarter of the giving circles are small, mainly derived from classmate groups with 30-40 members. Co-founders of these small circles are usually directly responsible for managing the internal affairs of the circle. The third is formal organizations. Less than a quarter of giving circles are formal ones, whose members are usually more prominent, sometimes even reaching hundreds of people. There are also family-based members with a broader radius. These giving circles usually have a formal management committee, a council, an executive team, or a working group of its management structure to conduct activities at all levels, including fundraising, donating, philanthropic activities, educational learning, social activities, project visits, etc.

Most giving circles are governed through core groups or individuals, with decision-making mechanisms through the management committee or core individuals.

In all giving circles, 50% have a management committee, council, or working group, 45% have a management committee but no council or working group, and only 5% of giving circles do not have any management structure, with members taking on the affairs of the circle equally. As for the decision-making mechanism, 75% of the giving circles have a management committee or core individuals making decisions on

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<sup>38</sup> The three structure is referred from Eikenberry (2006) based on development of GCs at that time.

donating programs, 15% make decisions by voting among members, and 10% make decisions by consensus among members.

By comparison, although giving circles tend to be structured loosely worldwide, the governance and decision-making mechanism shows Chinese characteristics. China's giving circles are more governed through core groups or individuals but rely less on consensus as the world did.

### ***Giving and grant-making***

The main activity of a giving circle is giving(donating). Compared to general charitable donating, members of giving circles endow money and more time and personal resources.

·Of all the main giving activities in giving circles, 95% of the members will provide financial donations, 75% will provide personal resources, and 65% are involved in volunteerism, which shows that donations of volunteer hours and personal resources are common in the giving circles.

·Regarding the funding cycle of giving circles, annual funding accounts for the highest percentage, at 52%. This is followed by occasional funding at 25% and monthly funding at only 4%.

The giving circles' funding areas are mainly in education, with children as the primary target.

·According to the statistics of the funding areas, 65% of the funding is in education, 30% in health care, 25% in poverty alleviation and community development and 25% in disaster assistance, and very little in arts and culture.

·Of the recipients, 65% are school-age children (7-18 years old), and 40% are preschool-age children (0-6 years old), while farmers receive a tiny donation. The reason for the most significant percentage of children receiving donations is, on the one hand, the deep concern of the giving circles for the field of education, such as the construction of schools in remote mountainous areas, funding for student scholarships,

and caring for physically and mentally disabled children. On the other hand, due to the recommendation or advertising of the Shanghai United Foundation's brand projects, such as the funding of Treasure Hut, members tend to focus more on the children in need.

By comparison, China's giving circles' funding areas are mainly in education, with children as the primary target. This means that China's giving circles work in tandem with traditional giving. It is somewhat different from the initiated forming cause of giving circles in the US, where the giving circle is an alternative solution to traditional philanthropy and serves women and minority racial and ethnic groups.<sup>39</sup> It is like the British model of "normalizing" giving in the UK.<sup>40</sup> The latter is characterized by wealthy persons or philanthropists in their member structure. Such a feature in China is related to the development stage of philanthropy in Chinese society, and it leads to the motivational characteristics of the giving circle, which will be focused to discuss in the next part.

### ***Motivations and their effects***

This part analyzed the motivation to join the giving circle and the related effects. The survey found that the major motivations for giving circle members to join the circle include: trust/based on values, being a credible way to do good, and being able to make autonomous decisions about funding projects. Examining whether there are similarities and differences in members' general and profound participation behaviors in philanthropy based on these motivations is essential in determining whether the giving circle will become a model for philanthropic development in China. If people's primary motivation for joining a giving circle positively affects their participation in public

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<sup>39</sup> Rutnik, T.A. & Beaudoin-Schwartz, B. Growing philanthropy through giving circles: Lessons learned from start-up to grantmaking. Association of Baltimore Area Grantmakers, 2003; Eikenberry, A. M. "Who Benefits From Giving Circles in the US and the UK?." *The Foundation Review* 9.3 (2017): 7; Bearman, J. E., et al. The state of giving circles today: Overview of new research findings from a three-part study. (2017b): 1-7. <https://www.unitedphilforum.org/resources/state-giving-circles-today-overview-new-research-findings-three-part-study>

<sup>40</sup> Eikenberry, A. M., and Breeze, B. "Growing philanthropy through collaboration: The landscape of giving circles in the United Kingdom and Ireland." *Voluntary Sector Review* 6.1 (2015): 41-59.

charity activities, then giving circles are likely to promote public charity development in China further.

Regression model is used to analysis three effects: (1)What are the effects of different motivations on their participation regarding the money donated and the time spent in the giving circles? (2) How did different motivations impact the depth of participation? (3) Whether the depth of engagement of members in the giving circle have an extended impact on their public spirit or public participation?

Table 2 depicts the distribution of motivations for joining the giving circle among the 261 analyzed samples. When ranking each motivation,177 members (67.8%) ranked trust/values-based as the top motivation, followed by 30 members (11.5%) ranking the first as "a credible way to do good", and 18 members (6.9%) ranking the first as "being able to decide on their funding projects" same as "focus on specific issues or people" . In contrast, very few members joined the giving circle for fun or to follow the crowd. Thus, it seems that most members chose to join the giving circle with a clear motivation and not as an accidental choice. Based on the responses to this question, we created a dummy variable that takes the value as 1 if a member chooses it and the value as 0 otherwise. As shown in the figure, three motivations are taken as the overall most important ones to join the giving circles. They are trust/values-based, being a credible way to do good and being able to make autonomous decisions about funding projects. Therefore, we take these three motives to examine the effect on the depth of engagement of members.

Table 3 depict the annual donation amount of members of the giving circles. The amount varies significantly from a few yuan to hundreds of thousands of yuan, with an average of ¥15,244. 70% of the members' annual donation is between ¥2000 to under ¥50,000. More than half of the members donate less than ¥5000 a year, while more than 1/3 donate above ¥10,000, with 7.5% giving ¥50,000 or above per year.

Table 4 depicts members' time in the giving circles. Most members spend less than five hours per month on giving circle activities. Among them, about half spend less than one hour. However, 12% of members participate for more than five hours per

week, with nearly 5% participating for more than 10 hours per week. Regarding subjective identification of participation in giving circles, 68% of members consider it necessary, with 40% considering it very important and only about 10% considering it unimportant.

Table 5 depicts members' participation in the giving circles' management. The depth of participation was moderate but varied widely among members. All but 10% have attended all members' meetings, and 68% have a chance to attend the management committee meetings, with 59% even holding a management committee position. Overall, the engagement of members in the management of the giving circle is relatively high. In the analysis below, a variable of deep philanthropic engagement was created by superimposing these three variables. The more considerable value indicates that members are more deeply involved.

Table 6 shows the involvement of members in community affairs or charitable advocacy issues transcending the giving circle. 41% of the members are involved in community affairs, and 56% encourage more people to donate through their own actions, such as run for goodness. Table 7 shows the members' participation in social affairs. Except for one single case, all members show their social concern. 52% express a positive attitude to social actions, and 33% express a strong positive attitude.

Based on above description of motivation and degree of engagement, regression models are built as below:

The first, to examine the impact of different motivations on the depth of membership engagement, the regression model is below:

$$\textit{Philanthropic Engagement} = \alpha + \beta \textit{Motivations} + X\gamma + \varepsilon , \quad (1)$$

In the model, the dependent variable *Philanthropic Engagement* refers to the members' general and deep philanthropic engagement. For the main explanatory variables, *Motivations* is a motive dummy variable. It is important to recall that the motives include all the options in the questionnaire. As shown in the theoretical model above, having more precise and stable motivations is likely to drive members to be

more active in the activities of the giving circle. So we predict that the coefficient on the equal variable is significantly positive based on trust/values motivation/being a credible way to do good/being able to make autonomous decisions about funding projects/issues about characteristics or benefit populations. X contains female, income, and educational background. Though the dependent variable is an ordered categorical variable, but when the number of ordered categorical variables is large, the results of ordered logistic regression and OLS regression are not too different or even consistent<sup>41</sup>, for convenient, we use the regression method of OLS for Equation (1).

The second, to examine the impact of depth of involvement in the giving circle on the expanded public participation, an additional regression model is below:

$$\text{Expand publicness} = \varphi + \phi \text{Deep philanthropic engagement} + X\psi + \epsilon, \quad (2)$$

In the model, the dependent variable, Expand publicness, is a measure of whether members of the giving circle will expand their communal activities (e.g., joining the community's property committee, volunteering in the community, etc.), drive more people to make donations (e.g., personally walking, running or cycling for charity), or pay attention to social events and actively participate in actions. Since the dependent variables of communal activities and drive more people to make donations are 0 and 1 dummy variables, so probit regression was used. On the other hand, the independent variable is the index in which members of the giving circle we mentioned above are deeply involved. Since deeply involved members are generally more public-spirited, we conjecture that a higher index of deep involvement will positively affect members' expansion of their publicness so that the coefficient will be significantly positive. X also contains female, income, and educational background.

Table 8 shows all the variables used in the regression model. Estimation results of the model are as below:

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<sup>41</sup> Menard, S. Applied Logistic Regression Analysis. CA: Sage Publications, Inc. 1995



(1) On the influence of motivations of members of the giving circle on general participation

In this section, we look at the effects of the three most essential motivations (based on trust/values, a credible way to do good, and the ability to make autonomous decisions about funding projects) for members to join a giving circle on broad participation in public charity. Table 9 shows the regression results for the effect of motivation to join a giving circle on the number of times members spend on giving circle activities each month. The results of model (1) show that the regression coefficient for the TRUST dummy variable is significantly positive. This means that members who joined the giving circle based on the trust/values alignment motive spent significantly more time per month on giving circle activities than members who did not join the giving circle based on that motive. The coefficients on the Believable dummy variable in model (2) and the Autonomy dummy variable in model (3) are not significant, implying that members who joined the giving circle based on a credible way to do good or who joined the giving circle based on the motivation of being able to make autonomous decisions about funding programs did not spend more time on giving circle activities than members who did not join based on that motivation. In addition, members with study abroad experience spent more time per month on giving circle activities than members without study abroad experience. This may reflect that members were influenced by a relatively strong volunteer culture while studying abroad.

Table 10 shows the regression results for the effect of the three most important motivations for members of the giving circle to join the giving circle on the number of money members give to this giving circle each year. According to the regression results, the coefficients of the dummy variables for the three motives for joining the giving circle, based on trust/values, credible access to philanthropy, and the ability to make autonomous decisions about funding projects, are all positive but not significant. These three motives do not influence members' donations per year. Moreover, based on the regression results, we can find that female member donate less than male members, and the higher the individual member's income, the higher the amount of donation. In other

words, the amount of donation is mainly determined by the economic factors of the members.

(2) On the influence of motivations of donor circle members on deep participation

Table 11 shows the effect of significant motivations of the members of the giving circle on whether the members attend meetings, participate in the management committee and other deep involvement behaviors in the giving circle. The dummy variable for TRUST in model (1) is significantly positive, implying that members who join the giving circle based on the motive of trust/values alignment motive are more actively involved in the affairs of the giving circle relative to members who do not join based on that motive. However, although the coefficient is positive, the dummy variables for the two motives for joining the giving circle, a credible way to do good and being able to make autonomous decisions about funding projects, are both insignificant. In addition, the coefficient on the income variable is significantly positive, implying that higher-income members are also more motivated to become deeply involved in managing the giving circle.

(3) On the effect of the deep involvement of giving circle members on the expansion of publicness

Table 12 shows the effect of the deep involvement of the members of the giving circle in its management affairs on the expansion of their publicness. According to model (1) results, the degree of the deep involvement of the members of the giving circle did not significantly affect the members' involvement in community affairs (e.g., joining community boards, volunteering in the community, etc.). In contrast, the degree of the deep involvement of giving circle members had a significant positive effect on members' motivation to make more donations (e.g., walking, running, or biking for charity) and to take an active role in social events. In other words, when giving circle members are deeply involved in giving circle-related matters, it helps to expand their social publicness.

To summary, the above regression results show that members of the giving circle who are motivated by trust/values spend more time in the giving circle and are more likely to be deeply involved in managing the giving circle. Second, the more members are involved in managing the giving circle, the more they are willing to expand their public. This includes driving others to participate in the development of public charity and public events in society. Since the most important motivation for people to join a giving circle is based on trust/value alignment, we can speculate that giving circles have the opportunity to become an emerging form of growing public philanthropy in China.

## Discussion

This paper is an initial study of the emerging giving circles in China in the context of the global trend. Giving circles were initiated in the US, as a possible response to the “collapse of community” in contemporary democratic societies. They incentivize more giving as an alternative to ‘mainstream’ philanthropy, or to ‘do philanthropy differently’. We found some difference of the development of China's giving circles, which are primarily motivated by trust.

In order to understand why this is so, we need to have a deep understanding of the ecology of philanthropy in China. Although donations have increased recently, individual giving in China is still not active. According to the China Charitable Giving Report, annual report series issued by Zhongmin Charity Information Center Commissioned by the Ministry of Civil Affairs, the total donation in 2011 was 84.5 billion yuan, among which about two-thirds was corporate donations, and individual donation accounted for only 31%, or 26.7 billion yuan.<sup>42</sup> The individual donation raised 52.4 billion yuan in 2020, accounting for 25% of 208.6 billion yuan.<sup>43</sup> This data shows that individual giving in China is undeveloped. Moreover, most individual donations come from entrepreneurs, with less than 7% coming from ordinary people.<sup>44</sup>

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<sup>42</sup> Meng Z-q (ed.) China Charitable Giving Report 2011. China Society Press,2012

<sup>43</sup> China Charity Federation. 2020 China Charitable Donation Report. 2021. <http://www.charityalliance.org.cn/news/14363.jhtml>

<sup>44</sup> Zhang, Q. & Han, Y-y. “The Current Situation and Development Path of China's charitable Giving --Based on the Analysis of China's Charitable Giving Report.” Chinese Public Administration,05(2015):82-86.

Why are people reluctant to donate compared to the performance of rapid economic growth? Inadequate tax incentives have been discussed;<sup>45</sup> another non-negligible reason is society's lack of credible donation channels. The unit-based administration system, a continuation of the planned economy, remains the most critical channel for many citizens to enjoy social goodness and donate in China. Such social structure also shapes the philanthropic culture, in which people naturally tend to trust society less than the administration system.<sup>46</sup> In 2011, the Guo Meimei incident of the Red Cross Society of China, representing the social doubts about charity corruption, brought a more significant crisis to the social trust in charitable organizations. Social giving faced constant challenges.

But that does not mean the public has no intention to give. Although regular charitable giving behavior, a typical pattern of giving in mature philanthropic ecology, is sporadic in China, the enthusiasm for giving in emergencies or disaster relief is often high. The 2008 Wenchuan earthquake relief is regarded as the first year of philanthropic participation in China. Individual donations surpassed corporate donations for the first time, accounting for 54 percent of the total, and per capita, donations were nearly 14 times that of the previous year.<sup>47</sup> In fact, each disaster-relief time has seen a surge in donations, so have these two years during the fight against COVID-19. Another sign of people's willingness to give is the active response to personal appeals. Since the mid-2010s, there has been a "personal help-seeking fever". That is when the person in need asks for help directly from society and those willing-to-help transfer money directly to the recipients. For example, in May 2020, nearly four years after its launch, Shuidichou.com, one of the crowdfunding platforms for personal help for severe diseases, raised a cumulative gift of 30 billion yuan, with more than 300 million people giving more than 900 million times.<sup>48</sup> The above all shows the willingness of the public

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<sup>45</sup> Ding, M-d. Analysis on Tax Incentives and Policy Thinking of Individual Charitable Donation. *Contemporary Finance and Economics*, 07(2008):29-33; He, H. Thinking on the Tax Deduction System of Charitable Donation. *Tax Research*, 3(2018):114-117.

<sup>46</sup> Yu, L-l. "A Comparative Study of Individual Donation Between China and America." *Chinese Business*, 2008(20):128-131.

<sup>47</sup> Yang, T. *Blue Book of Philanthropy: A Report on the Development of Philanthropy in China*. Social Sciences Academic Press, 2010

<sup>48</sup> China Youth Daily. 2020-5-9. <https://baijiahao.baidu.com/s?id=1666216174487734087&wfr=spider&for=pc>

to give and help. It seems to a large extent, "how to donate" poses a key challenge to "whether to donate".

In above context, giving circles in China were initiated as part of participatory philanthropy, a reliable way to donate to the society. In-depth research shows that participation motivation does not affect the amount of giving but influences membership engagement and the public spirit. Members who join the giving circle based on the motive of trust engage more in managing the giving circle, and the depth of engagement positively impacts participation in social affairs. It seems that giving circles play a role as a path to build trust in philanthropic donation, and the motivation of trust stimulates the individual to be more involved in serving the circle and even put a step forward to social concern, or to say, to improve publicness. These findings are consistent with the background of China's giving circle developed as a more trusted alternative to traditional philanthropy.

Due to the trust motive as the main appeal, giving circles in China did not show any specific donation field of marginal needs but played as a trustable path to donate to the traditional philanthropic area. This may also partly explain the younger age structure of the members. Many of them may take giving circles as their first chance to engage in donating, but not a choice to create new philanthropy.

Accordingly, we found that self-decision about donation is a motivation of giving circles, but not a very important one. Members of the giving circles are more used to relying on core groups or individuals to make decisions rather than on consensus as in the world. Nevertheless, the people who join giving circles based on trust motivation tend to participate more in the circle's decision-making process than those based on other motivations.

In conclusion, let us go back to the original concern of this article: Is giving circle an emerging way of giving to be sustainable and extensible with more trust in China? The findings suggest "yes" that the giving circle does offer an alternative way of giving with more trust. It contributes to both philanthropic engagement and public participation. However, how far can it go in terms of number, donation scale, and

participants? In the study, we observed some limits to development boundaries. The first is the limit of extension of the boundaries of one giving circle. The significant restrictions are the boundaries of an informal organization's management capacity, network boundaries, and trust in them built around core members. Core members contribute much time to organizing and coordinating voluntarily, but they may feel exhausted when part-time continuous administrative work is needed to complete a project. The second is the limit of the giving circles as a whole. Some factors cannot be duplicated in the success of the donor circle, especially the traits and role of the core member and a community of trust and identity. Another constraint condition is the capability boundaries of the hosting agency, which is more important in China because that loosely structured giving circles rely on them to get legitimacy, and registering as a formal one is very difficult in the current legal environment. Since the main appeal of the giving circle in China is to build a credible donation channel rather than to create a specific new donation field, connecting the giving circle with traditional charitable organizations seems an essential aspect of the future development of the giving circle.

This article presents country cases of the development of giving circles in a different philanthropic ecosystem. It contributes to our understanding of the diverse motivations of giving circles. Follow-up studies and a broader landscape of giving circles in China are suggested in the following stages.

Table 1 A Profile of the Giving Circles Hosted by the Shanghai United Foundation (SUF)

No.	Giving Circles	Founding Time	Number of Members	Member features	Ways of Fundraising	Field of Giving	Decision-making Methods	Total Donation (USD*) (up to 2021)
1	Yizhong	2014.10	103	People who are passionate about public welfare and social public affairs, and want to be more involved in public welfare	Membership fees: 2,200 yuan per person per year	Education	Decided by the members	116,429
2	SUHE Bay	2018.7	3	SUHE Bay community residents	Members donation (Mobilize community residents)	Community governance	Decided by members	18,571
3	Love of 250	2018.11	150(Estimated)	Female, High Net Worth	A fixed amount of 250 yuan per person will be donated for each event	Unlimited	Decided by the core sponsors	90,000
4	Strength of Snow	2019.02	20(Estimated)	Professors, Scholars	Group Walking (Fundraising Activity of the Shanghai United Foundation)	Children	Voted by the Management Committee	247,571
5	Unlimited Her	2019.06	30(Estimated)	Highly-educated women	Mountaineering fundraising	Female	Decided by the core sponsors	87,624
6	Weiren	2019.06	22	Classmates	Members annual donation		Discussed by the class and decided	13,857

							by the Management Committee	
7	Jasmine	2019.07	12(Estimated)	Members of Meat Trade Association	Members donation	Unlimited	Decided by the members	23,714
8	Good Star	2019.11	3	Female	One person is the main donor and the other two are auxiliary donors	Unlimited	Decided by the core sponsors	72,031
9	China-EU EMBA	2019.11	25	Classmates	Members donation	Unlimited	Decided by the members	28,571
10	Friend of Huili	2019.12	200 families (Estimated)	Students and parents	Parents donation (Winter bazaar; Charity dinner)	Education	Voted by the Management Committee	40,994
11	Dominos	2020.01	15/phase (Estimated)	International School Middle School Students	Students donation	Unlimited	Decided by the members	25,459
12	On Mental Retardation	2020.02	Unknown	Parents of children with autism		Disability – Autistic children	Decided by the core sponsors	12,004
13	Fashion3 Fold	2020.05	30	The fashionistas	Charity bazaar donates part of the proceeds	Unlimited	Decided by the core sponsors	41,989
14	CFPL	2020.07	100	Automotive component manufacturers	Each member contributes a percentage of the proceeds each quarter	Unlimited	Decided by the members	214,621
15	Puwan	2020.09	500 families (Estimated)	Students	Parents donation	Children	Decided internally	62,857
16	Surf	2021.06	40	Cycling enthusiasts	Members donation	Disability – Autistic children	Decided by core members	18,127



17	China-EU GEMBA	2021.06	28	Classmates	Members donation	Unlimited	Decided by Management Committee.	9,914
18	Xingxing123	2021.07	20	Classmates of <i>Mile 123</i>	2021:Events fundraising; Fundraising model for 2022 is still being explored	Disability – Autistic children	Decided by the members	24,286
19	Amazing Miles	2021.08	30	People from real estate circle and Shi Wei's friend circle		Children living in difficult conditions	Decided by Core sponsor	13,492
20	Shanmin Golf	2021.08	20	Golf devotees	Events fundraising	Adolescent mental health		4,056
21	Dear Store	2021.09	5	The second generation owners of enterprises	Members donation	Industry development-individual merchants on the verge of closing down	Decided by members	71,429
22	Walking Coffee Bean	2021.12	4	Coffee lovers	Members donation Donation out of contributing good causes	Industry development – Yunnan coffee growers	Decided by members	21,965
23	MWHB	2021.11	500	Parents and children of the school	Events fundraising (Charity Run & Winter Bazaar)	Children	Decided by management committee	72,686
24	A touch of love	2022.4	13	Staff of Temasek China team	Members donation	Disadvantaged groups	Decided by the members	60,876

25	HUACUI for good	2022.4	6	People from Sustainable development and cultural industry	Members donation	Culture protection Aesthetic education	Decided by the members	8,143
26	Charity Box	2022.6	2	Founders of Company Charity box	Members + friends donation	The most influential project	Decided by research group	52,707
27	SAMCI	2022.6	50 (Estimated)	People who support Tibetan medicine culture	Members donation	Tibetan medicine culture	Decided by the members	7,857
28	Wu Shouyi	2022.9	10	Pediatric Orthopedic Doctor of Xinhua Hospital	Members donation	Children with spinal diseases	Decided by the members	42,857
29	Wan Ai	2022.9	300 (Estimated)	Parents and children of the school	Parents donation	Children	Decided internally	11,979
30	Dezhiyuan Edu	2022.10	8	Parents of classmates	Parents donation	Education	Decided by the members	7,250
31	Stargazing	2022.12	5	People of Psychological industry	Members donation	Education	Decided by the members	/

\*Rate: USD:RMB=1:7



Table 3 Distribution of annual donation amount

Unit: yuan

Donation amount	Freq.	Percent	Cum.
less than 2000	51	22.41	22.37
2000-4999	72	31.59	53.95
5000-9999	28	12.28	66.23
10000-49999	60	26.31	92.54
equal/more than 50000	17	7.46	100
total	228	100	

Table 4 Time spend on the activities of the giving circles each month

Unit: hour

Time spend	Freq.	Percent	Cum.
Less than 1 hour	129	49.43	49.43
1-5 hours	99	37.93	87.36
5-10 hours	21	8.05	95.4
More than 10 hours	12	4.6	100
Total	261	100	

Table 5 Distribution of deep philanthropic engagement

		Attendance at the all Members Meeting		Attended Management Committee meetings		Holding a position on the Management Committee	
		Freq.	Percent	Freq.	Percent	Freq.	Percent
	Not at all	22	10%	70	34%	83	41%
	Rarely	74	33%	71	34%	58	28%
	Sometimes	79	35%	37	18%	33	16%
	Often	51	23%	33	16%	30	15%
Applicable		226	100%	211	100%	204	100%
Not applicable		35		50		57	
Total		261		261		261	

Table 6 Distribution of members' participation in other public activities

	Involvement in community affairs		Drive more people to make donations	
NO	116	58.59%	88	44.44%
YES	82	41.41%	110	55.56%
Total	198		198	

Table 7 Distribution of members' participation in other public activities(2)

	Follow social events and take action	Percent	Cum.
Strongly disagree	0	0	0
Disagree	1	0.51	0.51
Neither agree nor disagree	29	14.65	15.15
Agree	103	52.02	67.17
Strongly agree	65	32.83	100
Total	198	100	

Table 8 Descriptive statistics

Variable	Obs	Mean	Std. Dev.	Min	Max
Time spend on the activities of the GC each month	261	1.678	0.811	1	4
Donation amount	228	15224.62	42521.88	0	500000
Deep Philanthropic Engagement	198	6.975	2.745	3	12
Involvement in community affairs	261	0.398	0.491	0	1
Drive more people to make donations	261	0.533	0.500	0	1
Follow social events and take action	261	4.142	0.695	2	5
TRUST	261	0.889	0.315	0	1
BELIEVABLE	261	0.674	0.470	0	1
AUTONOMY	261	0.464	0.500	0	1
FEMALE	261	0.644	0.480	0	1
INCOME	261	2.337	1.038	1	5
LOWER SECONDARY	261	0.023	0.150	0	1

SENIOR SECONDARY	261	0.046	0.210	0	1
POST-SECONDARY	261	0.130	0.337	0	1
BACHELOR	261	0.498	0.501	0	1
MASTER	261	0.264	0.442	0	1
PHD	261	0.019	0.137	0	1
STUDY ABROAD	261	0.073	0.260	0	1
MBAEMBA	261	0.057	0.233	0	1

Table 9 Regression results on the effect of different motivations on time spend on the activities of the GC each month

	MODEL(1) OLS Time spend on the activities of the GC each month	MODEL(2) OLS Time spend on the activities of the GC each month	MODEL(3) OLS Time spend on the activities of the GC each month
<b>TRUST</b>	0.210* (0.124)		
<b>BELIEVABLE</b>		0.050 (0.101)	
<b>AUTONOMY</b>			-0.086 (0.100)
<b>FEMALE</b>	0.122 (0.108)	0.115 (0.108)	0.121 (0.108)
<b>INCOME</b>	0.005 (0.048)	0.015 (0.048)	0.018 (0.048)
<b>AGE</b>	-0.003 (0.005)	-0.003 (0.005)	-0.003 (0.005)
<b>LOWER SECONDARY</b>	-0.192 (0.458)	-0.201 (0.474)	-0.202 (0.481)
<b>SENIOR SECONDARY</b>	-0.401 (0.267)	-0.415 (0.275)	-0.418 (0.276)
<b>POST-SECONDARY</b>	-0.240 (0.253)	-0.233 (0.259)	-0.234 (0.261)
<b>BACHELOR</b>	-0.399* (0.221)	-0.402* (0.230)	-0.413* (0.226)
<b>MASTER</b>	-0.362* (0.216)	-0.356 (0.224)	-0.358 (0.223)
<b>PHD</b>	-0.121 (0.245)	-0.137 (0.261)	-0.154 (0.258)

<b>STUDY ABROAD</b>	0.689*** (0.248)	0.697*** (0.245)	0.696*** (0.245)
<b>MBA/EMBA</b>	-0.150 (0.179)	-0.135 (0.181)	-0.156 (0.176)
<b>_CONS</b>	1.816*** (0.370)	1.951*** (0.379)	2.020*** (0.361)
<i>N</i>	261	261	261
adj. <i>R</i> <sup>2</sup>	0.048	0.042	0.044

Standard errors in parentheses

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Table 10 Regression results on the effect of different motivations on Log of donation amount

	<b>MODEL(1)</b>	<b>MODEL(2)</b>	<b>MODEL(3)</b>
	<b>OLS</b>	<b>OLS</b>	<b>OLS</b>
	Log of donation amount	Log of donation amount	Log of donation amount
<b>TRUST</b>	0.171 (0.309)		
<b>BELIEVABLE</b>		0.056 (0.244)	
<b>AUTONOMY</b>			0.337 (0.225)
<b>FEMALE</b>	-0.516** (0.252)	-0.518** (0.251)	-0.529** (0.249)
<b>INCOME</b>	0.676*** (0.114)	0.683*** (0.112)	0.674*** (0.113)
<b>AGE</b>	0.019* (0.011)	0.018 (0.011)	0.019* (0.011)
<b>LOWER SECONDARY</b>	-2.053* (1.194)	-2.028* (1.188)	-2.051* (1.210)
<b>SENIOR SECONDARY</b>	-1.350 (0.870)	-1.360 (0.868)	-1.392 (0.863)
<b>POST-SECONDARY</b>	-1.163* (0.690)	-1.154* (0.679)	-1.216* (0.689)
<b>BACHELOR</b>	-1.016* (0.593)	-1.021* (0.593)	-1.022* (0.590)
<b>MASTER</b>	-0.872 (0.562)	-0.871 (0.568)	-0.922 (0.559)

<b>PHD</b>	-0.149 (0.788)	-0.170 (0.802)	-0.122 (0.813)
<b>STUDY ABROAD</b>	0.048 (0.417)	0.065 (0.424)	-0.004 (0.432)
<b>MBA/EMBA</b>	-0.279 (0.490)	-0.268 (0.492)	-0.153 (0.502)
<b>_CONS</b>	7.119*** (0.838)	7.232*** (0.820)	7.145*** (0.792)
<i>N</i>	227	227	227
adj. <i>R</i> <sup>2</sup>	0.198	0.197	0.206

Standard errors in parentheses

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Table 11 Regression results on the effect of different motivations on deep philanthropic engagement

	<b>MODEL(1)</b> <b>OLS</b> Deep Philanthropic Engagement	<b>MODEL(2)</b> <b>OLS</b> Deep Philanthropic Engagement	<b>MODEL(3)</b> <b>OLS</b> Deep Philanthropic Engagement
<b>TRUST</b>	0.999* (0.574)		
<b>BELIEVABLE</b>		0.433 (0.403)	
<b>AUTONOMY</b>			0.125 (0.391)
<b>FEMALE</b>	0.663 (0.435)	0.577 (0.437)	0.602 (0.431)
<b>INCOME</b>	0.412** (0.193)	0.436** (0.195)	0.432** (0.194)
<b>AGE</b>	-0.019 (0.019)	-0.021 (0.019)	-0.019 (0.019)
<b>LOWER SECONDARY</b>	-0.516 (1.264)	-0.661 (1.341)	-0.655 (1.323)
<b>SENIOR SECONDARY</b>	0.214 (0.947)	0.249 (0.982)	0.141 (1.000)
<b>POST-SECONDARY</b>	0.157 (0.804)	0.259 (0.827)	0.112 (0.829)



<b>BACHELOR</b>	-0.513 (0.724)	-0.469 (0.758)	-0.577 (0.737)
<b>MASTER</b>	1.068 (0.721)	1.129 (0.749)	0.985 (0.746)
<b>PHD</b>	0.552 (1.125)	0.534 (1.167)	0.433 (1.172)
<b>STUDY ABROAD</b>	0.221 (0.800)	0.256 (0.770)	0.192 (0.785)
<b>MBA/EMBA</b>	0.131 (0.825)	0.244 (0.843)	0.211 (0.822)
<b>_CONS</b>	5.317*** (1.355)	5.907*** (1.326)	6.209*** (1.256)
	198	198	198
adj. $R^2$	0.064	0.058	0.053

Standard errors in parentheses

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Table 12 Regression results on the effect of different motivations on extended publicness

	<b>MODEL(1) PROBIT</b>	<b>MODEL(2) PROBIT</b>	<b>MODEL(3) OLS</b>
	Involvement in community affairs	Drive more people to make donations	Follow social events and take action
<b>DEEP PHILANTHROPIC ENGAGEMENT</b>	0.039 (0.035)	0.146*** (0.038)	0.077*** (0.016)
<b>FEMALE</b>	0.049 (0.206)	0.095 (0.209)	0.138 (0.096)
<b>INCOME</b>	0.054 (0.091)	0.121 (0.093)	0.010 (0.045)
<b>AGE</b>	-0.013 (0.009)	-0.015 (0.010)	-0.010*** (0.004)
<b>LOWER SECONDARY</b>	-0.811 (0.793)	-1.337 (0.900)	-0.499* (0.286)
<b>SENIOR SECONDARY</b>	-1.805** (0.735)	-0.938 (0.649)	-0.748*** (0.215)
<b>POST-SECONDARY</b>	-0.819	-0.203	0.044

	(0.515)	(0.500)	(0.167)
<b>BACHELOR</b>	-1.069**	-0.254	0.058
	(0.469)	(0.454)	(0.158)
<b>MASTER</b>	-0.745*	-0.119	-0.044
	(0.451)	(0.438)	(0.157)
<b>PHD</b>	-1.214*	-0.090	0.649***
	(0.699)	(0.676)	(0.186)
<b>STUDY ABROAD</b>	-0.225	-0.131	-0.098
	(0.390)	(0.396)	(0.169)
<b>MBA/EMBA</b>	-0.118	-0.287	-0.008
	(0.469)	(0.468)	(0.183)
<b>_CONS</b>	0.833	-0.341	3.935***
	(0.684)	(0.703)	(0.259)
<b>N</b>	198	198	198

Standard errors in parentheses

\*  $p < 0.1$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

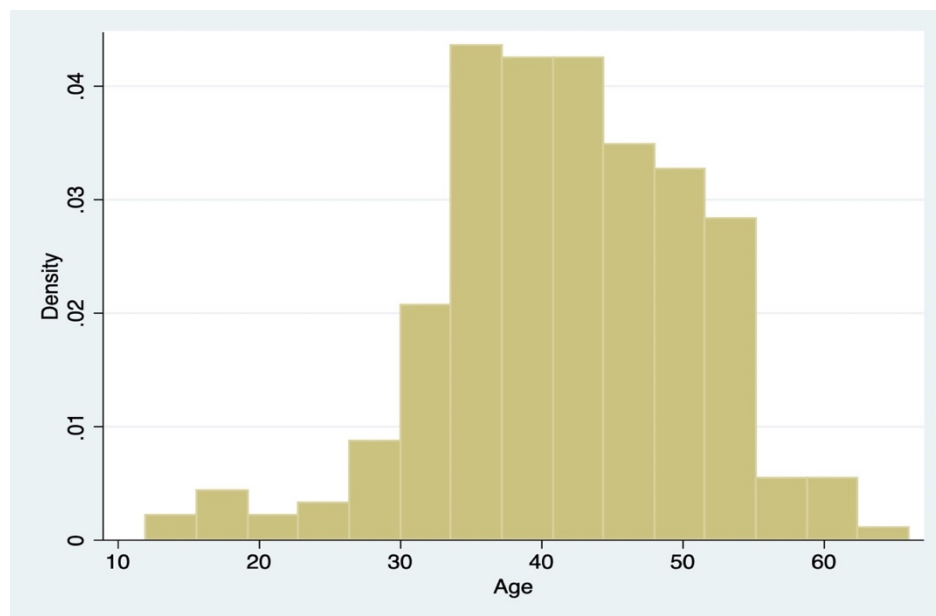


Figure1 Age distribution of giving circle members

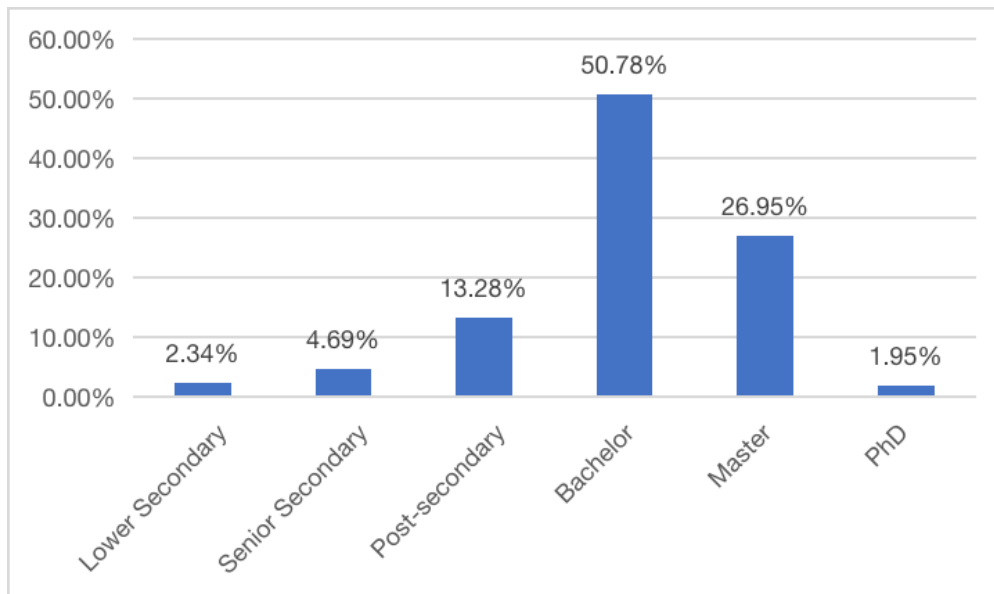


Figure2 Distribution of educational level of giving circle members

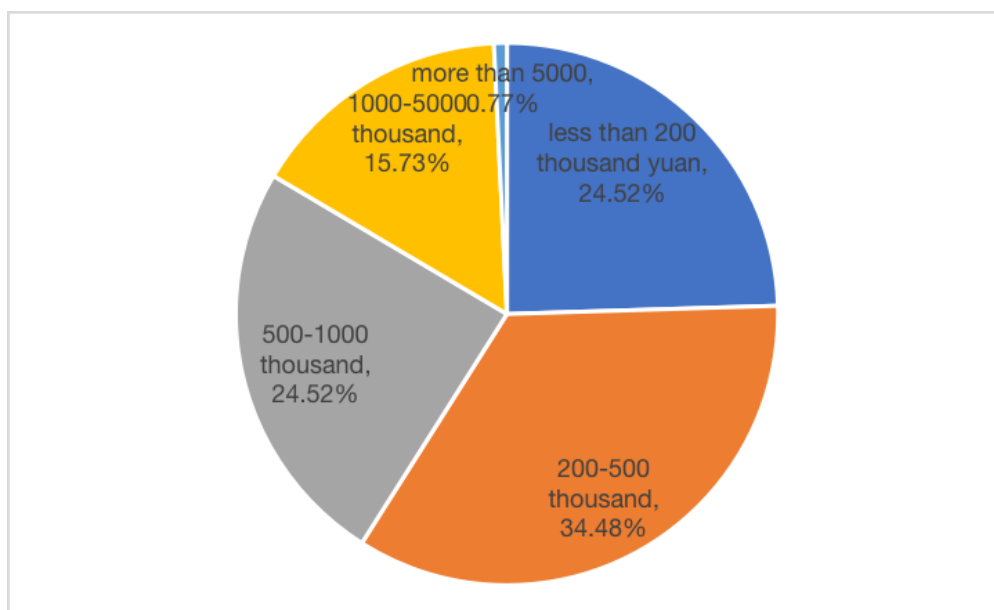


Figure3 Income distribution of giving circle members

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