▌▌ ⌐ The Effective Philanthropy Multiplier ¬

The Effective Philanthropy Multiplier is an open platform for scaling up philanthropic products. The Multiplier has been scaling up effective philanthropic products and solving social problems efficiently at scale through measures such as grant-making, connecting resources, capacity building, branding, and experience sharing.

In terms of increasing the scale of services, the 49 Multiplier products benefited 1,056,384,689 people in 1,700 regions in 31 provinces, municipalities, and autonomous regions. Across the country, a total of 6,697 scale-up partners implemented these products at 61,419 program sites.

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Regarding thought leadership, 31% of the products have played a leading role in their particular fields. 27% of products have produced systematic thoughts and reflections on the social problems they aim to solve. 39% of the products made significant efforts or progress in policy advocacy. 45% of the products advanced in engaging the public. 24% of the products achieved breakthroughs in the business field. 20% of products started to experiment with open-source models. In total, the products received 52 prestigious awards at or above the provincial level.

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products achieved breakthroughs in the business field

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products started to experiment with open-source models

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The products had achieved great improvement in sustainability in 2020. 84% of the products achieved iteration. 53% of the products made new scaling-up attempts. 57% of the products further refined their development and organizational capacity. 84% of the products improved their financial sustainability. To date, the products have raised 1,237,842,521 RMB and mobilized 1,774,113 volunteers since they started scaling-up.

In 2020, 39 local hubs of the Multiplier located in 29 provinces, autonomous regions or municipalities have supported launching a total of 27 quality philanthropic products in 19 provinces, or municipalities. 582 social organizations have introduced and implemented high-quality philanthropic programs through the hubs. With assistance from the Multiplier, the products have raised over 19.28 million RMB.

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Scaling Up Academy

The Scaling Up Academy further upgraded its curriculum in 2020, offering more informative and diversified capacity-building programs to philanthropy partners in both online and face-to-face settings.

Module Type	Module Title	Module Description
Open Course	Scaling up Impact 101 (online course)	The module introduces the landscape and strategic framework of scaling up the impact, explaining the reason, definition, and methods for scaling up the impact
Compulsory	Improving Scaling-up Strategies in a Systematic Way	The module aims to inspire NPOs to carry out systematic thinking and systematically adjust their strategies to better address external challenges
	Measurement Metrics in Scale-Up Scenarios	The module introduces the Causal Chain Analysis to NGOs with the aim to improve their impact measurement capability
	Implementation Organization Management and Quality control	The module aims to improve NPOs' capability in managing organizations responsible for implementation and quality control in the process of scaling up their impact
	How to Carry out Iconic Fundraising Events in Covid-19	The module gives a basic introduction to fundraising under an iconic brand and related strategies to help NPOs have a better understanding of relative theories and improve their fundraising capacities
	A Review of Joint Fundraising Mechanisms and Strategies	The module introduces joint fundraising mechanisms and strategies to enhance NPOs' theoretical and practical fundraising skills
Optional	Product Iteration and Renewal	The module introduces the concept, methodology, and process of service/product iteration, which aims to improve the service iteration capability of NPOs
	Ignite Actions - New Media Marketing Academy for Non-Profits	The module aims to empower NPOs by introducing strategies and methods to carry out marketing on Tik Tok. It aims to improve NPOs' short-video marketing capability
	Capacity Identification and Capacity Building	The module identifies key capacities social organizations need at different development stage and help organizations to build up their capacities accordingly
	Empowering Innovation	The module introduces the methodology for product innovation and gives examples of best practices to improve NPOs' innovation capability
	From An Individual Contributor to A Qualified Manager	The module aims to facilitate the leadership development of NPO leaders by helping them understand the differences between managers and individual contributors and become aware of the role and value of managers
Leadership Development	Ripples - Leadership Practice Tour	The module aims to facilitate the leadership development of non-profit platform/network directors and encourage collaboration
	Peiying Female Leadership Program	The module focuses on the leadership development of female NPO leaders
Peer Learning	The China Effective Philanthropy Multiplier X Inspiration Moment	Practitioners in philanthropy share the challenges they have encountered, explorations, reflections, and growth they have made throughout the scaling-up process

Research

The Multiplier, in 2020, supported brand partners to deepen their understanding of social issues through research, summarize scale-up experience and models, and contribute valuable public knowledge to the sector, thereby generating more systematic impact. Two reports have been compiled this year, namely the Analysis on the Basic Situation of Inmates in Fujian and Their Minor Children, and Peers across the Seasons which is a study led by Marie Stopes International China on the history and development of sex education in China.

The Effective Philanthropy Multiplier and Rockefeller Philanthropy Advisers co-hosted the online launch of the Chinese report *Seeing, Facilitating, Assessing Systems Change*.

A case study produced with the support from the Multiplier was officially released as one of the typical case studies supporting the development of philanthropy infrastructure by two influential international platforms, Worldwide Initiatives for Grantmaker Support (WINGS) and the Alliance magazine.