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# Maximizing Private Capital for Public Good

An introduction to the Centre for Asian Philanthropy and Society

**ESTABLISHED 2013** / **HONG KONG** / **17+ ASIAN ECONOMIES**

# Asia is home to over half the world's people – and its fastest-growing base of private wealth.

Yet the policies, institutions and practices that channel that wealth toward public good remain underdeveloped. CAPS exists to understand this landscape – and to help private giving work harder for society.

- Centre for Asian Philanthropy and Society

# \$753B

could flow to social good every year – if Asian giving reached 2% of GDP, on par with the United States

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# 4.7B

people across Asia

# An independent research and advisory institute for philanthropy in Asia.

Since 2013 we have worked with philanthropists, foundations, family offices, corporates, governments and social-sector organizations – building the evidence and the relationships that help private giving deliver more for society.

- Centre for Asian Philanthropy and Society

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FOUNDED  
**2013**

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HEADQUARTERS  
**Hong Kong SAR**

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STATUS  
**Non-profit • Registered  
Charity**

# Maximize private capital for public good.

**01**

Research the best policies and practices for private giving

**02**

Understand Asia's own strengths and cultural practices

**03**

Bring business rigor and tools to the charitable sector

**04**

Build the capacity of intermediary organizations

**05**

Work with donors to increase the impact of their giving

# Four ways we move private giving forward.

Each mode reinforces the others – evidence informs advice, advice shapes convenings, and convenings strengthen the sector.



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## Research

Rigorous, data-driven studies of the policies and practices that enable private giving across Asia.

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## Advisory

Tailored guidance for philanthropists, foundations and family offices seeking greater impact.

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## Convening

Bringing donors, experts and decision-makers together to share what actually works.

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## Training

Strengthening the intermediary organizations that make the social sector function.

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# A network built across the region.

**17**

Asian economies covered

**30+**

Foundations & corporates  
advised

**300+**

Philanthropists & thought  
leaders engaged

**71**

Partner organizations  
engaged

**54**

Studies, reports & books  
published

# Our work clusters around four questions.

Working across 17 Asian economies since 2013 – more than 50 studies, reports and books to date.

## 01

### The State of the Sector

The health and enabling environment for Asian giving.

Doing Good Index · biennial flagship, 17 economies

Hong Kong as a Philanthropy Hub

Pragmatic Philanthropy · Asian Charity Explained (book)

## 02

### How Capital Flows

The vehicles, donors and funding models behind social investment.

Philanthropy as Risk Capital in Asia · latest

Family Philanthropy in Asia

The Tao of Giving · UHNW giving, Greater China

Giving Back Home · diaspora philanthropy

DECODED · Collaborative Giving, DAFs, Blended Finance

## 03

### Business & Government

How companies and the state engage with the social sector.

Corporate Social Responsibility in ASEAN

Evolving CSR Trends in Taiwan

Procurement for Good

Public-Private Partnerships for Social Good

Business for Good · social enterprises in Asia

## 04

### Solving for Social Needs

Issue-focused research where giving meets real problems.

Cars Without Roads · AI for Good (forthcoming)

Building Age-Friendly Societies in Asia

Maternal & Child Health in Asia

Building Back Greener · climate change in Asia

China Issue Guide Series · poverty, education, health

# We convene at every level.

Research sets the agenda. Convening moves it – we bring the right people into the room, from individual principals to the policymakers who shape the field.



## Principals

Philanthropists and business leaders sharing strategy, peer to peer.



## Corporate Leaders

A peer community for senior CSR and philanthropy executives at Asia's homegrown companies.



## Government Officials

Engaging policymakers and regulators on the conditions that let private giving do more.



## Research Partners

Working with partners across 17 economies to build our flagship research together.



## Social Sector Organizations

Connecting the nonprofits and practitioners delivering on the ground.

# Our work sets the agenda.

CAPS shapes the conversation on Asian philanthropy – in the press, in print, and on the stages where the field gathers.

## MEDIA COVERAGE

### Featured in

*Fortune · Bloomberg · Nikkei Asia · Forbes ·  
South China Morning Post · Channel  
NewsAsia*

...and the local-language press across the economies we study.

## THOUGHT LEADERSHIP

### Shaping the debate

Bylined analysis in Stanford Social Innovation Review , Alliance , and regional outlets.

Including the recurring "Asian Philanthropy Inside" column.

## SPEAKING & CONVENING

### On the stage

Invited to speak and moderate at the forums that define the sector.

From APEC to regional philanthropy and longevity summits.

# Board of Governors

Distinguished leaders from business and philanthropy across the region.

**Ronnie C. Chan**

**HONORARY CHAIR**

*Hang Lung Properties*

**Elizabeth Eder Zobel de Ayala**

**CO-FOUNDER**

*Teach for the Philippines*

**Jamshyd N. Godrej**

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**Daniel M. Tsai**

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*Fubon Group*

**Chey Tae-Won**

**CHAIRMAN**

*SK Group*

**Kong Dongmei**

**CHAIR**

*Dongrun Foundation*

# Four ways to work with CAPS.

01

## Fund Our Work

Back the research, convening, and advisory that strengthen private giving across Asia. Your funding lets CAPS go deeper and broader, into more economies, more evidence, and the questions that move the field forward.



02

## Share Your Knowledge

Contribute as an interviewee, case study, or data partner. The strength of our research comes from practitioners on the ground; your experience becomes evidence others can learn from.



03

## Spread the Findings

Help our insights travel. Co-host a launch, bring the research to your network, or translate it into your own context so it reaches the people who can act on it.



04

## Build the Field With Us

Partner on joint research, shared convening, or collaborative platforms. Field-level change takes more than one organization – work alongside us to strengthen the whole ecosystem.





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**Maximizing private capital for public good.**

[caps.org](http://caps.org) / [LinkedIn · @capsasia](#) / [WeChat · caps\\_hk](#)