

Charity Helps the Common Prosperity: A Study of Zhejiang

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Abstract: People-centered development thought, to discuss the experience and practice of primary distribution, redistribution, three distribution and coordination of supporting charity undertakings to help achieve common prosperity. Zhejiang has played an exemplary role in meeting the needs of the nation, the hopes of the people, the Down to Earth of the future, and the growing needs of the people for a better life.

1. The question raises: the country is to enrich the people

Common prosperity is the prosperity of all the people, both their material and spiritual life, not that of a few people, nor their uniform egalitarianism. We should promote common prosperity in stages. To promote common prosperity, we must accurately grasp the connotation of primary distribution, redistribution and tertiary distribution, and make precise efforts. In 2021, after the release of the Opinions of the CPC Central Committee and the State Council on Supporting the High-quality Development and Construction of the Zhejiang Common prosperity Demonstration Zone, Zhejiang has steadily promoted the construction of the common prosperity demonstration zone.

In 2008, the United Nations distinguished the System of National Accounts (SNA) as final consumption expenditure from actual final consumption. Therefore, the concept of "physical social transfer" is introduced, that is, the goods or services provided by the government and non-profit departments to residents in the form of physical transfer. It is generally believed that charity is the main way of the third distribution, and an important supplement to the primary distribution and redistribution. It has the function of resolving class conflicts and promoting social harmony, and is an important symbol of social civilization.

In contrast with international achievements and domestic requirements of common prosperity, there is a great space for charity development. One is the total GDP, charity accounted for about GDP; the second is the common rich atmosphere, the U. S. per capita donation, about \$1370, accounting for 69% of the total donation; China about 30 yuan, accounting for 38%.

Zhejiang public welfare undertakings to meet people's growing needs for a better life for the fundamental purpose, to reform and innovation as the fundamental driving force, to solve the regional gap, urban and rural gap, income gap, pay special attention to rural, grassroots, relatively underdeveloped areas, tilt to the difficult masses, in the high quality development of unbalanced development inadequate problems, formed the power rich periodic results.^[1]

2. Action research: dripping water public welfare, help common prosperity

Hangzhou Drihui Public Welfare Center and other typical Zhejiang charity undertakings in-depth study and implement the general Secretary's important discussion on common prosperity, especially the important directive spirit of the construction of Zhejiang Common Wealth Demonstration Zone, adhere to the system concept and systematic method to discuss the "what" and "how to help" charity for common prosperity. To meet modernization and common prosperity, we worked hard to make suggestions and sum up experience, and achieved the following six achievements.

Activities such as Project Hope, Rainbow School, left-behind education and charity savings will be held to stimulate philanthropy to promote common prosperity and tap the potential of philanthropy.

We will carry out flood rescue in Henan, good deeds and disaster reduction, promote creativity of charity, and promote exchanges and mutual learning from common prosperity.

We will launch projects such as neighborhood assistance, Leshan small shop, blood and love, and warm angel, and establish mechanism discussion and policy research to promote common prosperity.

Advocate outdoor yoga expand friends and monthly donation party, empirical more dynamic and innovative competitiveness of common prosperity and high-quality development model.

We will improve community governance, corner plans, and comprehensive services, create an olive type for charities to help middle-income groups, and narrow the gap between regions, urban and rural areas, and income.

We will improve the Dolphin Mind hotline, street correction projects, women's special lines and street social services, achieve high-quality sharing of public services in the whole life cycle of charity efforts, and strive to become an example of jointly building and sharing a quality of life.

3. Experience summary: charity growth, a total of rich growth

The leading team of Zhejiang Charity represented by Drihui Charity deeply studies the necessity of charity to help common prosperity, highlights accuracy and integrity, coordination and matching, and strive to build a new benchmark in building a runway for common prosperity. It has not only clarified the goals and measures, identified and found the key points, but also achieved multi-win steady growth of charity, the continuous expansion of public welfare organizations for common prosperity, and the vigorous development of charitable and public welfare activities. Thanks to the breakthroughs in smart charity and Internet public welfare to help achieve common prosperity, it has won fruitful results in recent years.

(1) From December 2018 to March 2021, a monthly donation was launched on the Shanghai Lianying Foundation platform. The number of donations accumulated 134,402 donors, and 82,534.6 yuan.

(2) April 2021- -So far, the monthly donation has been launched on the platform of Poverty Alleviation, raising 1961568 and the project raising 58,333 yuan.

(3) 2021.1.1-2021.12.31 Incubation Dishui Public Service Center of Gongshu District; three brand projects. Four charity activities were held on the traditional holidays and the 99th Charity Day, serving more than 1,500 people and providing 800 hours of volunteer service.

(4) Corresponding to poverty alleviation.-Issue 8,959 books worth \$130,000,1,679 books, clothing, and living goods worth RMB 100,000,1,306 books to Jinchuan County, Sichuan worth \$8744.2; raise 356 new winter clothes, 115,2,000 second-hand winter clothes and daily supplies to 1,700 teachers and students in Qingshuihe Town boarding School, duo County, Qinghai Province.

(5) Blood to spread love. A total of 1104 people participated in blood donation, donating 307400CC and whole blood 8300CC. At the same time, 92 sessions of public welfare yoga were held in the west and the north of the year, with 2,050 participants and 164 public welfare hours for teachers.

(6) Leshan Small Shop. Rainbow, West Lake Cultural Square, 54 activities throughout the year, raising 7,500.8 yuan. Taobao store 330 transactions, fundraising 11,370.8 yuan; micro store 95

transactions, fundraising 7,015 yuan. It received 218 people from 9 visiting units, with an income of 4,050 yuan (mostly free). Raise money for 800 yuan..

(7) Rainbow vitality bag. This year's total project fundraising is 590,000 yuan. Distribution: 1,000 to Aksu, Xinjiang, 1,000 to Guanling, Guizhou, 117 to Anhui, 150 to Tai'an, Shandong, with a balance of 2,733 vitality bags.

(8) Hope for the small study. Fundraised 671,010 yuan this year. The third phase is 130 sets, 100% completed; the fourth phase is 100 sets, 100% completed; the fifth phase is 100 sets, 80% completed.

(9) Love and express delivery. The Love Express · piggy bank "project distributed 5,548 piggy banks in 15 schools (classes), and 133,090.43 yuan was recovered this year.

(10) Warm and warm and childlike innocence. 28 college students from 7 universities carried out summer volunteer teaching activities for 28 primary schools and left-behind children in 14 regions in 6 prefecture-level cities in Zhejiang Province, earning more than 5,000 people. The Tiktok platform released 430 activity-related videos, and the project produced 28 promotional films and 6 charm inheritance films.

(11) Caring for minors. Twenty years ago, 200,000 winter warm clothes were distributed to 200 left-behind children in Lin'an and Jiande.

(12) Dolphin psychological hotline. Annual calls 15,000 times, limited 100,000; 5,000 services, consultant supervision 8 times; December 27, Weibo female psychologist workplace topic in the city, 45.577 million views and discussed 5,612 times.

(13) Women's hotline. 2021.5.8, received 9000 calls, 3 promotional videos, 3 phases of group support, and more than 100,000 copies of express box hotline.

(14) Street correction. Throughout the year, 12 delegations were carried out, serving 500 people and with a service time of 60 hours.

(15) Social and psychological projects. One mental health publicity activity per session was carried out throughout the year, answering more than 300 phone calls, interviewing 20 individual cases, and serving 350 people.

(16) Psychological assistance for teenagers in mountainous areas. Online on Alipay platform: 41,057 people were donated, donations were raised of 102,436.47 yuan, and 32 psychological counselors served 5 schools in Guizhou, earning more than 10,000 people.

(17) Pick up the spiritual plan. Covering 480 students in Dongcheng Middle School, the service duration: six weeks, a total service of 7 cases with analyses of 480 sets.

(18) Psychological assistance for rural teachers and students. It was fully online on Alipay platform: 43,596 people were donated, 82,585.67 yuan was raised, 4 psychological counselors were recruited, and 40 teachers from 5 schools in Guizhou were served to carry out sand table exercises and case counseling activities.

(19) The Family Education and Guidance Center. Participated in the 2021 Charity Venture Capital Competition of the Municipal Women's Federation and won the finalist award- -plastic self-plan- -stay-at-home mother growth and job (creation) industry project.

(20) Care for the elderly. More than 180 volunteers were recruited to serve 4 districts, 12 streets and 64 communities, and conducted 432 volunteer services, serving more than 1,700 elderly people with a service time of more than 4,320 hours. ^[2]

4. Looking forward to the future: help common prosperity, work innovation

In the recent high-quality development and construction of common prosperity demonstration area to promote the regular meeting, Zhejiang has made clear the overall idea of the major reform of common prosperity and the target task of "expanding in" and "raising low", It emphasizes the need to thoroughly study and implement the general Secretary's important discussion on common prosperity, especially the important instructions of the construction of Zhejiang common prosperity demonstration area, We will strengthen the awareness of the subject and responsibility of reform, Adhere to the system concept, system method, Think deeply about "what to reform" and "how to reform" the major reforms of common prosperity, We will reshape the requirements of

modernization and the goal of common prosperity, Fast achievements, more achievements and great achievements in institutional innovation, Really put the common prosperity demonstration area reform of the "leading" dance up. Looking forward to the future, charity help prosperity will strive to complete the mechanism, innovate and forge ahead.

We will foster good charitable entities that will help them achieve common prosperity.

In particular, we should do a good job of cultivating primary and middle school students and volunteers from all walks of life. Publicity and education departments should encourage schools to carry out charity sales, charity performances and volunteer activities. Charitable organizations and public welfare institutions should jointly carry out charity lectures, community volunteers, and community-level charity activities. Rural and community construction should take charity to achieve common prosperity as a leading benchmark.

Build a good charity carrier to help the common prosperity.

We need to build a charity carrier to help achieve common prosperity, build an Internet charity base, operate a smart public charity complex, design smart charity machines, and develop a beautiful broadcast room. In particular, we should encourage enterprises, organizations and citizens to participate in the construction of carriers, coordinate resources and cooperate, and form a career pattern in which collectives contribute to common prosperity.

Make good use of the charitable resources that will help us to achieve common prosperity.

First of all, in addition to donations and materials, enterprises are also encouraged to donate technology, talents and services. Secondly, the application prospects should be expanded by establishing charitable funds, charitable trusts and volunteer service bases. Finally, to develop the "block-chain charity", "smart charity customer service robot", "charity digital person" and other modern common rich elements.

We will improve the charity standards for promoting common prosperity.

It is necessary to establish and improve the digital "charity archives" to be recorded, traceable, and also to start the research of "Good index", to establish and improve the evaluation system from the three dimensions of enterprise, citizen and region, so as to provide standard guarantee for the civilization selection of common prosperity in the future.

Promote the charity publicity to help the common rich.

We should be good at giving full play to the influence of charity in the construction of common prosperity, publicity departments should tell touching stories about charity helping common prosperity together, and at the same time, promote the selection and guiding significance of "public welfare models", "advanced public welfare" and "public welfare awards".

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