

Brief Analysis of the Present and Future of Chinese Red Cross Society

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Abstract: As a typical official NGO in China, the Red Cross of China plays an essential role in the public crisis of Covid-19 epidemic. Official NGO, also known as government organized NGO, refers to the organization funded by the government and aimed at achieving the government's goals. Official NGO is not only highly dependent on the government, but also unable to realize full abilities to provide public goods and services due to the government's restraint. Therefore, by studying the current operation mode and future development direction of the Red Cross Society, we can help it get rid of the inherent inefficiency of the official NGO and accelerate the transformation as well as upgrading of Chinese Red Cross Society.

1. Introduction

National Commendation Conference for fighting the Covid-19 was held in Beijing on September 8th. President Xi awarded medals to the receivers of national medals and national honorary titles, and delivered an important speech. At the meeting, the basic Red Cross Societies in Qinghai and Ningxia were awarded the honorary title of "National Advanced Group in Fighting the Covid-19", and three Red Cross workers were awarded the honorary title of "National Advanced Individuals in Fighting the Covid-19". But while the epidemic is raging, loopholes in the management of materials and information disclosure in Wuhan and Hubei Red Cross Societies have also triggered a huge storm of public opinions. From this public health incident, the Red Cross of China needs to learn lessons, it has to keep improving abilities of coordinating charity projects, providing public services. In the future transformation period, in order to become a real social organization, the Chinese Red Cross needs to clarify the boundaries with the government to ascertain the responsibilities and work scope of each other.

2. The Present Operation Mode of Chinese Red Cross Society

2.1 Organization Structure and Leadership Pattern

Article 39th of "the Constitution of the Red Cross Society of China" stipulates that local Red Cross Societies at or above the county level shall be established according to their administrative regions. The regulations have made it clear that the Red Cross Society of China needs to set up a vertical system from the top to the bottom corresponding to the administrative rank from the federation to the county branch. In fact, the operation mechanism of the Red Cross Society is similar to that of the government, as they both participate in public welfare activities. The local Red Cross Society organizations should not only accept the professional guidance of the higher level Red Cross Society, but also be guided by the local government, which means double leadership. However, the local Red Cross Societies at all levels mainly cooperate with local governments to achieve their goals and are subject to the supervision as well as arrangement of local governments.

The leaders of Red Cross Societies are usually appointed. Some government leaders and officials act as honorary president of Red Cross and participate in various activities. The Red Cross Society has a strong political nature.

2.2 Activity Form

In general, The Red Cross Society is organized in the form of non-governmental organizations. For example, in the Covid-19 epidemic, most of the charity work of the Red Cross Society was carried out by non-governmental volunteers. With the deepening of market-oriented reform, the government has gradually realized that some things can't be done and can't be done well by themselves. Moreover, if letting the societies, social organizations, especially the official NGOs do it, there will be no direct harm to itself. At the same time, government organizations are also seeking an independent identification, which is from the masses. Therefore, the official NGOs usually appear in people's lives in the form of non-governmental organizations.

2.3 Expenditure

There are six main sources of funding for the Red Cross Society of China: first, membership dues paid by members of the Red Cross; second, donations from domestic and foreign organizations and individuals; third, income from movable and immovable properties; fourth, the people Government funding; fifth, other legal income. The 2020 income budget of the Red Cross Society of China is 516.784 million yuan, of which: the general public budget allocation is 108.4451 million yuan, accounting for 20.98%; the government fund budget allocation is 375.23 million yuan, accounting for 72.61%; business income is 650,000 yuan, accounting for 0.13%; other income is 700,200 yuan (mainly used in accordance with regulations, income from house sales, deposit interest income, etc.), accounting for 0.14%; use of non-financial appropriation balance is 708,700 yuan, accounting for 0.14%; carried forward from the previous year is 3108.85 million yuan (refers to the funds that have not been completed in previous years but have been carried forward to this year and are still used for the original prescribed purposes.), accounting for 6%.

It can be seen that more than 90% of the funds of the Red Cross come from government appropriations. Compared with general public budget appropriations, government fund budget appropriations emphasize the nature of special funds. From the perspective of capital flow, the scope of the Red Cross's functions, to some extent, is a manifestation of the will of the government.

3. The Future Development Direction of Chinese Red Cross Society

3.1 Enhancement of Autonomy

The Covid-19 epidemic has reflected the weak foundation of the Chinese Red Cross in participating in major public health incidents and humanitarian assistance. To improve the operational efficiency of the Chinese Red Cross, market-oriented reforms are strongly needed. The requirements for comprehensively deepening reforms must be implemented to achieve de-institutionalization and de-administrativeization. First of all, we must reduce the Red Societies' reliance on government financial funds. The government is supposed to allow Red Societies to participate in market competition in certain fields and make mid- and long-term plans for their investment projects so that they can increase their own business income and other income; secondly, it is necessary to reform the establishment to solve the top-down personnel appointments and removals inside official NGOs, and some capable entrepreneurs can be invited to serve as leaders of the Red Cross, speeding up its transformation into social organizations. In the long run, only official NGOs that have a forward-looking vision, clarify the boundaries between the government and society can become true social organizations.

3.2 Optimize the Mode of Providing Public Services

The Red Cross Society should rely on the internet to continue to provide high-quality public services in the field of social charity, build an integrated online donation service platform, simplify donation procedures, provide online donations, issue electronic donation certificates and receipts. In improving emergency response capabilities, The Red Cross Society is supposed to focus on strengthening information acquisition abilities, command and decision-making abilities, rapid

conversion abilities, and plan formulation abilities.

3.3 Complete the Internal and External Supervision System

From the perspective of the external supervision system, a diversified supervision system can accommodate such as donor supervision, government supervision, NGO supervision, media promotion supervision, and third-party independent agency supervision. This diversified supervision system is not only necessary, but also feasible in practice. From the perspective of the internal supervision system, the internal control system of the Red Cross should include a scientific organizational structure, an efficient risk response plan, comprehensive control activities, a sound information disclosure system, and a thorough supervision mechanism, which covers the five elements of internal control to help the organization strengthen internal control and management.

3.4 Guide the Conversion of Social Concept

The first is to break the myth of “virtue perfection”, “volunteerism” and “flawless concept” that surround official NGOs. Official NGOs are not completely impartial collectives. To restrict NGOs with the highest moral requirements will only hinder the development of NGOs. The personnel of charitable organizations also have the right to high salaries and vacations. The second is to strengthen the research on modern public welfare ethics, The construction of public welfare ethics must carry out modern interpretation and value promotion of traditional public welfare ethics, implement the collectivism principle and the spirit of serving the people; third, enhance the reconstruction and dissemination of modern public welfare charity culture, and shape the voluntary spirit and mutual assistance in the whole society.

4. Conclusion

The Red Cross Society of China is an extremely influential official NGO in the field of domestic charity. It plays an incomparable role in the field of humanitarian assistance and disaster relief, and to a certain extent makes up for the defects of government and market failure. Chinese Red Cross Society will also continue to deepen China's reform and innovation under the guidance of President Xi. On the one hand, it should further develop the Red Cross cause with Chinese characteristics and adhere to the people-centered work orientation; on the other hand, strengthen international exchanges and cooperation, provide public medical treatment and assistance to the international community, and uphold humanity, fraternity and dedication spirit, as well as persist the purpose of protecting people's life and health, promoting the cause of human peace and progress, and striving for the beauty and happiness of human society.

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