



## SJMMA 2022 D 题

### 公益慈善资源的有效性

**介绍：**“善”是面对弱势群体展现出的最朴素的人文关怀，善心和善意是无价的，但光有善心是不够的，善也应该被测量和计算，公益应该始于善心、终于效果。

**背景：**最好的公益项目和一般的之间差距有多大？牛津大学MacAskill教授研究发现，一些公益项目能够延长农村学生在校读书时间。比如，花1000美元为学生发放现金、提供校服和提供奖学金，可以分别延长0.2、3和7学年在校读书时间。但同样的金额如果用于发放除虫药片，能够延长139学年的上学时间，是提供奖学金的20倍、提供校服的46倍、发放现金的695倍。而世界银行开展的“疾病控制优先计划”对卫生健康干预措施曾进行过排名，发现表现最好的干预措施效果是每1000美元能够挽救超过300年的人群寿命，是中位数的60倍、是最后一名的1.5万倍。

而救灾中涌现的公益慈善常会有一种“不顾一切”的态度，这也挤压了公益的理性空间，比如捐赠物品物流、仓储、分配成本，可能不如直接捐赠现金当地采购所需，免费且大范围地发放物资也可能会破坏当地的经济。且灾难四个环节中，救灾、重建、防范风险和应急准备，救灾是短期内最迫切的一环、也是资金大量涌入的时候。但灾后重建阶段、公益筹款变得更加困难，而用款的需求却在上升；而针对防范风险和应急准备的长期投资可以避免灾难重现、创造六倍的回报。诸多问题下，世界银行的疾病控制优先报告将救灾描述为“效率最低的卫生活动之一”。

新冠肺炎疫情对世界各国及全球治理形成一次大考，公益慈善事业也在危机与变局中迎来了新的发展时期，2020 年全国公益资源总量捐赠总量为 4100 亿元，同比增长 18.85%，其中社会捐赠 1520 亿元（同比增长 10.14%），志愿者服务贡献价值折现为 1620 亿元（同比增长 79.28%），社会组织总量 89.44 万个（同比增长 3.21%），随慈善资源呈现喷涌之势，如何衡量、优化公益慈善资源的有效性至关重要。



我们希望你结合基金会官方机构公开的捐赠数据和调研，对公益慈善资源有效性作出定义和因子充分挖掘与分析，设计一套合理评估公益慈善资源有效性的模型与基于模型评估决策。

\*任务括号中是一些相关提示，你也可以用其他方式：

**任务一：**请分析慈善资源的有效性，建立效能模型与结合项目分析一笔钱在同公益领域的不同项目、或灾前/中/后如何发挥最大效能，（可参考基金会公开的年度/财务报告，结合项目报告，或 [givewell](#) 中对不同干预措施的基础统计分析），基于分析尝试提出提升方案。

([https://docs.google.com/spreadsheets/d/1xkfSvvzxpvpPPEx22\\_Ly7GLhLS8uO3dlz81v2e9ies8/edit#gid=1819638325](https://docs.google.com/spreadsheets/d/1xkfSvvzxpvpPPEx22_Ly7GLhLS8uO3dlz81v2e9ies8/edit#gid=1819638325))

**任务二：**结合公益慈善议题地图，选定一到两个议题中，对不同议题下不同维度、不同阶段建立效能模型与横向比较，比如儿童保护 vs 环境保护的有效性评估比较。

(<http://cdr4impact.org.cn/product/4318.html>)

**任务三：**我们生活在一个前所未有的“利他时代”。过去，信息和科技不发达下、我们所能帮助人仅仅是身边的人，但今天，互联网为我们提供了大量的求助信息，也让陌生人间的互助成为可能。哪怕相隔万里，只要动动手指头、按下屏幕上的捐款键，就可以支持一个公益组织去地球的另一边完成一次灾害援助、一台手术、一次资助。假设一位爱心网友希望用 100 元在淘宝、腾讯等平台上公益捐款、无议题偏好，请协助其建立最大有效性的资金分配策略，如单次单项目/多项目、或月捐等小额高频式。

**提交：**你的团队所提交的报告应包含 1 页“总结摘要”，其正文不可超过 20 页（总页数限于 21 页）。附录和参考文献应置于正文之后，不计入 21 页之限。



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## SJMMA2022 Problem D

### The Effectiveness of Charitable Resources

**Introduction:** what behind "kindness" is altruism, which is priceless. However, kindness alone is not enough. The effectiveness should also be measured.

**Background:**

What is the gap between the best and median philanthropy project? A study by MacAskill, a professor at Oxford University, found that some public-service projects can extend the study time rural students at school. For example, spending \$1,000 on cash handouts, uniforms and scholarships can add 0.2, 3 and 7 years of schooling, respectively. But the same amount of money spent on deworming pills would extend 139 years of school, 20 times more than scholarships, 46 times more than uniforms and 695 times more than cash. The World Bank's Disease Control Priorities Programme, which ranks health interventions, found that the best-performing interventions saved more than 300 years of life for every \$1,000, 60 times more than the median and 15,000 times more than the lowest.

For example, the cost of logistics, storage and distribution of donated goods may be much higher than direct cash donation for local purchase same amount of goods. Free and large-scale donation of goods may also damage the local economy. Among the four stages of disaster, disaster relief, reconstruction, risk prevention and emergency preparedness, disaster relief is the most urgent one in the short term, and it is also the time when a large amount of capital flows in. However, in the post-disaster reconstruction phase, fundraising for public welfare has become more difficult, while the demand for funds is on the rise. Long-term investments in risk preparedness and emergency preparedness can avoid a repeat disaster and generate a sixfold return. Therefore, the World Bank's Priority Report on Disease Control describes disaster relief as "one of the least efficient health activities".

COVID-19 has become a substantial challenge for countries and global governance, and philanthropy has ushered in a new period of development amid crises and changes. In 2020, donations to public welfare resources in China totaled 410 billion RMB, up 18.85% year on year, of which 152 billion RMB (up 10.14% year on year) was donated from society. The value of volunteer service contribution was 162 billion RMB (up 79.28% year on year), and the total number of social organizations was 894,400 (up 3.21% year on year). With increasingly amount of charity resources , how to measure and optimize the effectiveness of charity resources is crucial.

Please fully explore and analyze the factors affecting the effectiveness of charitable resources based on donation data and research published by philanthropy



foundations. Please design a model to reasonably evaluate the effectiveness of charitable resources, and make model-based evaluation decisions.

\* There are some hints in the task brackets. You can also use them in other ways:

**Task 1:** Please analyze the effectiveness of the charity resources, and design a model to evaluate how same amount of money play different effect in different projects, or different stages. You can analyze using annual financial report or project reports from public foundation, or Givewell's statistical analysis.

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**Task 2:** Please choose 1 or 2 topics from philanthropy topics map, and establish effectiveness models to make comparison between different dimensions and different stages, such as the effectiveness evaluation comparison between child care versus environmental protection.

(<http://cdr4impact.org.cn/product/4318.html> )

**Task 3:** We live in the altruism times. In the past, with insufficient of information and technology, we could only help people around us. But today with Internet providing us with a lot of information for help, it is possible to help strangers. With touch of a finger and the donation button on the screen, you can support a public welfare organization on the other side of the world with a disaster aid, an operation, or a grant, no matter how far away you are. If a kind user wants to donate 100 yuan to public welfare on Taobao, Tencent and other platforms without any topic preference, please help him or her to establish the most effective donation allocation strategy, such as single project/multi-project, or monthly donation and other small high-frequency way.

**Submission:** Your team report should contain a one-page "executive summary" with no more than 20 pages (total pages are limited to 21). Appendices and references should be placed at the end of the essay , not included in the 21-page limit.