

### Witnessing the Power of Impact Investment: Second SVPI-CUSP Social Entrepreneurship Exchange Tour

见证社会影响力投资的力量：  
第二次社会创投伙伴国际（SVPI）—中美战略慈善（CUSP）社会创业交流之旅



Visiting HUB San Francisco 访问旧金山 HUB

Participants from two CUSP Working Groups (Social Innovation/Enterprise and Support Organizations) had an opportunity to see catalytic social investment in action during the second SVP-CUSP Social Entrepreneurship Exchange Tour of the San Francisco Bay Area and Portland from November 4-10.

11月4号到10号，来自两个CUSP工作组（社会创新/社会企业工作组和支持性机构工作组）的代表飞赴旧金山湾区和波特兰参加了第二次社会创投伙伴国际（SVPI）—中美战略慈善（CUSP）社会创业交流之旅，共同见证了行动中的催化型社会创投。

Lance Fors and Nancy Cannon, SVPI (Social Venture Partners International) board chair and board secretary, respectively, designed the tour to study the latest developments in social entrepreneurship and social investment in the US, including models for:

- venture philanthropy,
- impact investing,
- non-profit incubation, and
- human-centered design.

Fan Li also joined the delegation and helped put the program together.

社会创投伙伴国际(SVPI)的董事会主席与董事会秘书 Lance Fors 和 Nancy Cannon 共同设计并策划了本次访问交流，目的是学习美国社会创业领域的最新发展与社会投资，这些模式包括：

- 慈善创投
- 影响力投资
- 非营利孵化

- 以人为本设计

此外，李凡代表 CUSP 工作组也参加并协助策划了本次活动。

Created in 1997, Social Venture Partners brings together a philanthropic community that borrows from venture capital practices and makes highly engaged investments of money, resources and business expertise in local nonprofit organizations with the goal of developing their capacity and sustainability. Today there are 29 member organizations and 2,300 individuals in the SVP network in the USA, Canada, India and Japan. They have contributed more than US\$46 million in grants and thousands of hours of strategic volunteering to 518 nonprofit organizations.

创建于 1997 年，社会创投伙伴将风险投资的操作方式引入慈善领域，由 SVP 的合伙人所形成的慈善家社群以发展本地非营利组织的能力与可持续性为目标，对这些组织进行高参与度的金钱、资源与商业专门知识的投资。今天，SVPI 的社会创投网络已经涵盖美国、加拿大、印度和日本的 29 个城市，拥有 2300 名合伙人。这些合伙人提供了共计 4600 多万美元的资助，并为 518 家非营利机构提供上千小时的无偿咨询服务。

Both Nancy and Lance attended the second CUSP workshop in Beijing last August. Prior to the workshop, they participated in a social enterprise study tour to Chengdu and Beijing, co-organized by the Fuping Development Institute and CUSP. Impressed by the rapid development of social investment and philanthropy in China, Lance invited Fuping and the Nonprofit Incubator (NPI) to join the SVP Annual Conference 2012 in Portland, to visit the SVP chapter in Silicon Valley (SV2) and the community initiatives it supports.

Lance 和 Nancy 都出席了今年八月在北京举行的第二届中美战略慈善工作坊，并在此之前应邀参加了由富平学校与 CUSP 共同举办的中国社会企业学习之旅，访问了在北京和成都两所城市的社会企业和社会创投项目。有感于中国社会创投与慈善的飞速发展，Lance 决定邀请富平学校与恩派（NPI）及其相关机构的负责人参加在波特兰举办的 2012 年社会创投伙伴年度大会，并顺道访问社会创投伙伴硅谷（SV2）和其支持的社区活动。

The delegation visited leading organizations in these areas, including Draper Richards Kaplan Foundation, the Omidyar Network, Stanford PACS, RSF Social Finance, Sobrato Nonprofit Centers and the HUB San Francisco. The delegation also had an in-depth discussion with a group of SV2 Partners, during which they exchanged ideas for successful social investment. They were impressed by the dynamism of the SVP model in meetings with SV2-supported organizations, The New Teacher Center and Organic Farming Research Foundation.

中国代表团一行访问了硅谷和湾岸地区的优秀机构，包括 Draper Richards Kaplan 基金会，奥美迪亚网络（Omidyar Network），斯坦福慈善与公民社会中心（Stanford PACS），RSF 社会金融，Sobrato 非营利中心以及位于旧金山市中心的 The HUB。代表团一行还和社会创投伙伴硅谷的合伙人们就成功的社会投资一题展开了深入讨论。随后一行参观了由社会创投伙伴硅谷所支持的非营利机构新教师中心（New Teacher Center）和有机农业研究基金会（Organic Farming Research Foundation），对社会创投伙伴模式的成效赞不绝口。

After the Bay Area study tour, the Chinese delegation flew to Portland and joined hundreds of SVP partners from the US, Canada, India and Japan for their annual gathering from November 8-10. Chinese participants described the gathering as “an eye-opening experience” and “an amazing opportunity to get connected with like-minded people full of passion and energy for strategic philanthropy.”

结束了湾区的学习之旅，中方代表一行飞往波特兰参加了于 11 月 8—10 号举办的社会创投伙伴年度大会。来自美国、加拿大、印度与日本的数百名社会创投伙伴合伙人参加了本次大会。中方参会者将这次聚会描述为“一场大开眼界之旅”，认为这是一个结识对战略慈善充满热忱与能量的志同道合之人的大好机会。

Chinese participants rated the study tour and SVPI conference as “very, very interesting and helpful.” One participant commented that she “was impressed by the SVP model, where business talent is effectively incorporated into the non-profit sector. This accomplishes both philanthropy education and non-profit capability building.” In China there is a growing group of people with business experience who are helping to improve the efficiency of nonprofit organizations. Through this process they get to know the limits of resources in the non-profit sector and learn to work with people they wouldn’t usually meet in the business world. The challenge for nonprofit organizations is that it can take a long time and sometimes requires plenty of good luck to find the right people.

在发给活动组织方的反馈信息中，中方参会者对此次学习之旅做了高度评价，称“非常有趣、受益匪浅。”一位参会者评论道：她对社会创投伙伴的模式印象深刻，商业才能有效地融入了非营利机构部门。这成就了慈善教育与非营利能力建设。在中国，有越来越多拥有商业经验的人正在为非营利机构增能。通过这个过程，他们了解到非营利部门资源的有限，并且学会与他们不常在商业世界所见到的人共事。对非营利组织的领导人来说，他们面临的挑战是要找到这些合适的良材可能要花很长的时间，并且有时需要足够的运气。

Global interest in venture philanthropy is accelerating. As a result, SVPI has partners in more than 10 cities in the US, Europe and Asia working towards launching SVPs. Chinese participants believe that SVP is a great model to unleash the potential of impact investment in China.

全球对慈善创投的兴趣正在升温。目前有美国、欧洲与亚洲的十多个城市正在申请加入社会创投伙伴的国际网络。参加本次交流活动的中方代表认为，社会创投伙伴是可以帮助释放中国社会影响力投资潜能的有效模式。

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*The CUSP Mission is to promote communication, exchange and collaboration between the philanthropic sectors of China and the US in order to ensure the best use of resources and maximize the benefits to society as a whole. The CUSP Secretariat sends the CUSP Update to all participants and others who express an interest in it. The schedule is determined by when there is news to share. Your suggestions and comments are welcome any time.*

“中美战略慈善”的使命是推动中美慈善界的沟通、交流与合作，以期达到资源的最佳利用以及社会整体利益的最大化。《“中美战略慈善”工作通讯》由“中美战略慈善”秘书处编写，与“中美战略慈善”交流平台的所有参与者以及对本交流平台感兴趣的其他各方分享。每期发布日期根据相关新闻发生时间而定。欢迎您随时对我们的工作提出宝贵建议与意见。您可以将反馈发送到以下电子邮箱：

[CUSPpartnership@gmail.com](mailto:CUSPpartnership@gmail.com)