



# The Construction of Community Public Welfare and Charity Ecology: Taking the Danzishi Street Community Fund Project in Chongqing as an Example

Xinrui Wu

College of State Governance, Southwest University, Chongqing 400715, China

DOI: 10.32629/memf.v5i5.2887

---

**Abstract:** This article takes "The Construction of Community Public Welfare and Charity Ecology under 'Dual Empowerment'" as the theme, selects the Danzishi Street Community Fund Project in Chongqing as a case study, and explores how to build a community-based public welfare and charity ecosystem through dual empowerment in the context of the new era. This article first emphasizes that in community construction, it is necessary to enhance the autonomy and sense of participation of community residents, as well as to improve the support capabilities of public welfare organizations and resource providers. Combined with the practical experience of the Danzishi Street Community Fund, the specific path and implementation effect of the "two-way empowerment" mechanism in practical operation were analyzed. Research has found that through effective communication mechanisms, the establishment of resource sharing platforms, and precise alignment between community needs and public welfare resources, the Danzishi Street Community Fund has achieved organic integration of multiple forces within and outside the community, promoted collaboration and mutual assistance within the community, and built a positive community public welfare and charity ecosystem.

**Keywords:** community public welfare and charity, community fund, charitable ecology, bi directional empowerment

---

## 1. Introduction

In modern society, non-profit community public welfare and charity activities are gradually emerging in various places. Community public welfare and charity activities are carried out within the framework of the community. Public welfare refers to social activities that benefit an unspecified majority of members of society (Wang Ming, 2016). Charity symbolizes the mutual help and friendship between people, with benevolence as the heart. Specifically, community charity refers to the act of individuals, groups, or organizations providing funding, material, or other forms of support to enhance the well-being of a specific community. Unlike traditional charitable activities, community charity goes beyond traditional charitable activities and its main goal is to assist the community in meeting its own needs and promoting its sustainable development. This form of charity emphasizes local participation and self-determination, reflecting the unique strengths and challenges of each community.

## 2. Ecological framework of community public welfare and charity

Community public welfare ecology is a relationship system based on residential identity boundaries surrounding public welfare. The elements in this system include natural spatial elements, historical cultural elements, organizational elements, resource elements, and power elements, each of which is particularly important (Zhu Jiangang, 2023). In community public welfare and charity, systematic thinking can adopt a holistic approach, considering how the behavior of donors, community organizations, and other stakeholders affects the overall well-being of the community, so that the community does not rely on external forces, and creates a good community public welfare ecological environment through self-generating functions. The theory of social ecosystem studies the relationship between individuals and their social, economic, and natural environments, emphasizing the importance of understanding the interconnections between social systems and the environment. The social ecosystem theory emphasizes the symbiotic relationship between communities and their surrounding environment, and emphasizes that community public welfare and charity should pay attention to and respond to the ecological environment in which they operate.

### **3. With community funds as the core: the construction of public welfare and charity ecology in Danzishi Street community**

#### **3.1 Current situation of public welfare and charity in Danzishi Street community**

Building a charitable ecosystem in Danzishi Street community with community funds as the core is a key measure. Community funds play a crucial role as a stabilizing force in this ecosystem.

Analyze the community public welfare and charity construction of Danzishi Street from an ecological perspective. As the core area of Chongqing's "Two Rivers and Four Banks", Danzishi Street covers an area of 4.4 square kilometers and has a permanent population of over 60000. There are more than 30 large-scale social units such as Chongqing Municipal Commission of Commerce, Industrial and Commercial Bank of China Chongqing Branch, Chongqing Publishing Group, Chongqing Energy Investment Group, and Alibaba Regional Headquarters Building in the area. It is close to Changjiahui Danzishi Old Street Scenic Area, as well as key cultural relics such as Dafosi Rock Statue and French Navy Barracks. As the city center and with a good ecological location, Danzishi Street has emerged with a group of excellent philanthropists and teams such as "National Excellent Volunteers", "National Excellent Volunteer Organizations", "Chinese Good People", "Chongqing Good People", etc., laying a talent foundation for the formation of a relatively strong public welfare and charity atmosphere.

#### **3.2 Difficulties in Public Welfare and Charity in Danzishi Street Community**

Danzishi Street in Nan'an District, Chongqing, has become an area that integrates historical culture and modern urban construction due to its unique geographical location and historical background. However, with the development of the city and the growth of the population, the Danzishi Street community also faces many governance challenges, especially in the field of public welfare and charity, where these issues are more prominent. The community fund project under the leadership of Danzishi Street focuses on the problem of "essential property needs" in old communities, excavates the backbone of residents, cultivates community social organizations to form a collaborative governance pattern involving multiple parties such as communities, residents, social organizations, and enterprises, and fundamentally solves the problem of property shortage in residential areas and the systemic community conflicts it causes. The community structure of Danzishi Street has a clear "duality". Many residential areas in the jurisdiction have been built for a long time, and old communities generally have problems such as outdated infrastructure, insufficient supply of public services, and serious aging of residents. Due to the lack of systematic updates and maintenance in these old communities, many public facilities are unable to meet the growing needs of residents, especially in areas such as healthcare, elderly care, and cultural entertainment, which have obvious shortcomings. This common problem in old communities directly affects the quality of life of residents and poses great challenges to public welfare and charity activities within the community. In newly built communities, although the infrastructure is relatively complete and the economic conditions and living standards of residents are high, the participation in public welfare and charity activities is not high. The residents of these communities are mostly young families or the middle class, and their demand for public welfare and charity activities is relatively low. They are more concerned about improving the quality of life of individuals and families.

### **4. "Dual empowerment": the development path of community funds and community public welfare and charity ecology**

#### **4.1 "Online+Offline": Gathering of Community Public Welfare Resources**

##### **4.1.1 Utilize both online and offline channels to gather community charity resources**

In modern community governance, community funds play an increasingly important role as an innovative public welfare and charity model. The key to achieving effective operation of community funds lies in how to gather and integrate charitable resources both online and offline. Social media is one of the most widely used online channels today. Through social media platforms such as WeChat official account, Weibo, Tiktok, the community fund can publish information about public welfare projects, share the dynamics of community activities, and publicize the mission and goals of the community fund. The Danzishi Community Development Fund makes full use of the characteristics of the Internet, which is widely spread and fast, to explore charity online fundraising, and constantly improve the level of social fundraising. In promoting "Internet plus+public welfare", it actively expands fundraising channels, mobilizes multiple social forces to participate in community governance, strengthens cooperation with public fundraising foundations and Internet platforms, and raises public charity funds of 200000 yuan. These platforms can make community residents more intuitively understand the

operation process and effectiveness of community funds through text, pictures, videos and other forms, and stimulate their enthusiasm for participation. On the other hand, offline public welfare activities are also an important means to gather charitable resources and enhance community cohesion. Organizing community public welfare activities is one of the means of gathering resources through offline channels.

#### **4.1.2 "Strategic Partnership": Collaborative System for Community Influence**

In the process of promoting the development of community funds and community charity ecology, establishing a "strategic partnership" is an important way to achieve resource integration and enhance community influence. By establishing close cooperation with multiple parties, community funds can not only expand their resource base, but also improve project execution efficiency and social impact, ultimately achieving sustainable development of the community.

Strategic partnership refers to the long-term cooperative relationship established between community funds and external organizations or individuals. This relationship is based on common goals and the principle of mutual benefit, aiming to enhance the influence and effectiveness of all parties through resource sharing and complementary advantages.

The establishment of strategic partnerships is of great significance in the construction of community public welfare and charity ecology. Firstly, it can integrate multiple resources within and outside the community, form synergies, and enhance the sustainability and impact of the project. Secondly, by establishing connections with partners in different fields, community funds can more accurately respond to the needs of community residents, design and implement more targeted and innovative public welfare projects. Finally, strategic partnerships can enhance the social capital of a community, improve its overall image and cohesion, and promote its long-term development.

## **4.2 Community fund utilization under diversified collaborative governance**

### **4.2.1 Diversified collaborative governance of community fund utilization**

Multi stakeholder collaborative governance emphasizes the joint participation and cooperation of all stakeholders. By establishing an open collaboration platform, resources, information, and technology can be shared on an equal and mutually beneficial basis to jointly decide on the direction and strategy of community fund utilization. Not only has it improved the scientific and transparent use of funds, but it has also effectively promoted the integration of resources from all parties, enhancing the execution and influence of community projects. Under this mechanism, the government typically plays a guiding and supervisory role, providing policy support, administrative resources, and legal safeguards. Enterprises fulfill their social responsibilities by donating funds or providing material support. Community social work service agencies provide professional technical support and data analysis to ensure the scientific city of project design and the effectiveness of implementation. The most crucial aspect is that community residents participate in decision-making and supervision to ensure that the use of funds truly meets the actual needs of the community, achieving a "bottom-up" participatory governance.

### **4.2.2 Transparency and Public Participation in the Use of Community Funds**

Under diversified collaborative governance, transparency in the use of funds is the foundation for ensuring trust and cooperation among all parties. Community funds ensure that every use of funds can be monitored by the public through public budgeting, real-time updates on funding flows, and project progress. Through community bulletin boards, social media, and dedicated websites, community funds can regularly release detailed reports on the use of funds, allowing residents and partners to clearly understand the direction and effectiveness of the funds. This transparency not only enhances the trust and enthusiasm of community residents, but also boosts the confidence of external donors and attracts more resource support.

## **5. "Empowering Communities": A Bi directional Feedback Mechanism between Residents and Communities**

### **5.1 Concept of bidirectional feedback mechanism**

The two-way feedback mechanism is an interactive communication mechanism established between community funds and residents, aimed at ensuring that various decisions in the community governance process can fully reflect the real needs and desires of residents through the two-way flow of information. Residents express their opinions and suggestions through feedback mechanisms, and community funds adjust and optimize the design and implementation of public welfare projects based on these feedbacks. This mechanism not only improves the scientificity and accuracy of decision-making, but also enhances residents' sense of participation and ownership in community affairs.

### **5.2 Interaction between the creation of community public welfare and charity ecology and feedback mechanism**

In this ecosystem, community fund projects play the role of resource integrators and promoters, mobilizing resources

both inside and outside the community to support the implementation of various public welfare and charity projects. At the same time, through extensive publicity and mobilization, the fund creates a public welfare atmosphere where everyone cares and participates, inspiring residents' enthusiasm and awareness of public welfare. Through this process, residents gradually realize their importance in community public welfare and become more actively involved in community governance.

The two-way feedback mechanism encourages residents to actively participate in community affairs by establishing open communication channels, thereby stimulating their initiative. Community funds can widely solicit residents' opinions and suggestions on community projects through regular resident symposiums, public consultation activities, and online questionnaire surveys. The opinions of residents are not just simple feedback, but also taken seriously and directly affect the design and implementation of community projects.

Through this interaction, residents feel that their voices are valued, and their participation can bring about practical changes, greatly enhancing their motivation to participate. This kind of participation is not passive, but the result of independent choice, reflecting the initiative of residents in community governance.

## 6. Summary and outlook

In the development process of community governance and public welfare charity, the "two-way empowerment" mechanism, as an innovative path, has shown significant results. Through the two-way interaction between community funds and residents, this mechanism has successfully mobilized resources from all parties, achieved efficient promotion of community public welfare and charity projects, and significantly enhanced residents' sense of participation and responsibility. The core of this mechanism lies in "empowerment", which means that community funds not only enhance residents' self-management abilities through resource integration, project support, and decision-making participation, but also build a mutual trust and win-win ecosystem inside and outside the community. Looking ahead, the two-way empowerment mechanism will play a greater role in community governance and public welfare and charity. With the continuous development of society and the increasing diversity of residents' needs, community funds need to further innovate mechanisms and expand cooperation on the basis of two-way empowerment, and achieve synergistic effects of community public welfare and charity projects through resource sharing and mutual exchange. For example, community funds can collaborate with enterprises to carry out targeted public welfare projects, such as elderly care programs, youth education support projects, etc. This cooperation can not only bring more resource support to the community, but also enhance the professionalization level and execution effect of the project, promoting the sustainable and healthy development of the community's public welfare and charity ecology.

## References

---

- [1] Wang Ming Chinese Public Welfare and Charity: Development, Reform, and Trends [J] National People's Congress of China, 2016, (07): 40-44.
- [2] Fan Dongping System as a whole: order, methods, and values [J] Journal of Dialectics of Systems, 2002, (02): 4-7.
- [3] Huang Chunlei, Li Mingye. Action difficulties and breakthrough paths in the initial stage of community funds [J]. Journal of Shandong University of Administration, 2024, (04): 90-99.
- [4] Liu Yang. Resource based Small and Micro Hubs: Community Funds in the "Five Society Linkage" [J]. Journal of Shandong University of Administration, 2024, (01): 84-91.