

The Feasibility Analysis of Non-Profit Organization Participating in the Construction of Community Home Care for the Aged

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Abstract: With the increasing proportion of the aging population in China, the degree of aging is deepening, the aging problem in China is becoming ever more serious. The construction of a scientific mode of providing for the aged is essential to the healthy life of the elderly population. Non-Profit Organization's participation in the construction of a community mode of providing for the aged at home can not only ease the financial burden of the government in providing for the aged, but also alleviate the pressure on families in providing for the aged, it can also create a good social atmosphere and give full play to the role of the Non-Profit Organization in providing for the aged. The purpose of this paper is designed to study the practical needs of the Non-Profit Organization and the internal and external advantages of the Non-Profit Organization.

1. Introduction

The Meaning of Non-Profit Organization. The Non-Profit Organization, as a major social force, has played a major role in the development of society. The general provisions of the civil law of the People's Republic of China, which came into effect in October 2017, stipulates: "A non-profit corporate bodies shall be established for the purpose of public welfare or other non-profit purposes, but shall not be a corporate body that allocates profits to the capital-contributing party, the founder or its members." [1] NPO is playing an increasingly vital role in safeguarding social equity and remedying market failures and government failures.

Meaning of Community Home Care for the Aged. Community home-based support for the aged is a kind of socialized service which takes the government as the leading, the community as the backing, the family as the core, and the specialized service as the main content to solve the daily life difficulties for the aged people who live at home. [2]. Community Home Care for the aged is no longer part a simple transfer of the main responsibility of the aged, but a number of subjects jointly bear the needs of the aged. It is useful to relieve the pressure of family and country, make rational use of resources, and realize high quality old-age support mode.

2. The Practical Needs of Non-Profit Organization Participates in Providing for the Aged at Home

China Has a Large Elderly Population. According to the seventh national census, there are 260 million people aged 60 and above in China, accounting for 18.7 percent of the total population, of whom 13.5 percent are aged 65 and over. In 2017, more than 10 million people will be elderly for the first time. [3]. At present, the degree of aging in China is continuously deepening, and the problem of being anticipated the aged is also emerging. Chinese mode of providing for the aged mainly includes institutional care and traditional home care, the two can't combine the professional old-age service and the old people's physical and mental progress demand well, and the quality of the old-age service is low.

Unbalanced Development of the Old-age Service Industry. At present, the demand of the

elderly population in China is increasingly plentiful, and there are noticeable regional differences in the old-age service industry. There are still many problems with the old-age service in some regions with less developed economies, such as the underdeveloped areas of the old-age industrial service facilities, a single service content, lack of professionals and other issues. Through NPO participating in the new mode of community-based care for the aged, we can realize the diversification, high quality and high-standard development of regional care for the aged, promote the development of local economy, and further reduce the gap of service between regional care facilities for the aged. NPO can participate in the construction of the field of old-age care and create a good organizational image.

China still Has a Home-based Pension Model. Under the influence of Chinese customary idea of filial piety, the pattern of providing for the aged in China is mainly the pattern of providing for the aged at home. However, with the continuous progress of society, many families present a “4-2-1” a new family structure, the burden of supporting the elderly and children often falls to the parents, inevitably increasing the economic pressure on the family. And most families lack professional knowledge, cannot well meet the health needs of the elderly. At present, the institutions engaged in the provision of old-age services in China are mainly For-profit Organizations, which are obviously Profit-oriented. The provision of old-age services is mainly to meet the material and spiritual life needs of the elderly, while part of the old-age institutions lack of professionals and facilities, cannot better meet the health of the elderly life needs

Defects of the Main Body of the Old-age Pension Service. The current pension sector is dominated by government and For-profit enterprises. The government takes the lead in formulating standards in the elderly service sector, legal norms and a series of mandatory measures, as well as the provision of necessary financial subsidies. The government is also facing a series of problems, such as rigid management model, heavy financial burden, and difficult to implement industrial norms. Although For-profit enterprises can relieve the pressure of a government pension to a great extent, providing various pension models can help to fill the gap beyond the market and government by virtue of their advantages of being more professional and having a clear management system. However, Profit-oriented enterprises cannot achieve social equity well, and their pension services may have a big gap, which cannot meet the need of the majority of people.

3. The Internal Advantages of a Non-Profit Organization in Building A Home-based Community for the Aged

To Provide Professional Services for the Aged and Realize the Construction of High-efficiency Mode of Providing for the Aged. Depending on the typeS of service provided by NPO, it can be split into entertainment, rights protection, nursing and so on. Daily entertainment activities for the elderly can enrich their lives, cultivate their interests and help them to enjoy life while keeping up with the pace of the times. The rights protection services can help the elderly to maintain their normal rights, fill the gap of the legitimate rights protection for the elderly, and focus on the legal needs of the elderly. The nursing service can provide some basic services for the elderly, such as everyday life care, skilled medical care and so on, to improve the quality of life of the elderly.

A Clear Service Process, a Rigorous Organizational Structure. NPO has a distinct organizational structure, professionals and equipment to meet service needs. The NPO can plan the preparation work and provide services according to the demand and quantity through its declaration process before carrying out its activities. Because the government wants to provide the relatively fair service, it is easy to cause the old-age service procedure to be long. Chian lacks the good supervisory organization to promote the government completes the community to live at home the old-age service punctually. As a “Rational person”, Profit-making enterprises tend to ignore the principle of fair competition in the market and cannot provide comprehensive and perfect service for the aged. NPO has clear service process and special supervision system, can make full use of resources, provide good Community Home Care services. NPO’s participation in the construction of the old-age support in the home community can explore a new model of the old-age support,

provide a variety of ideas for the development of Chinese society, and also can improve the related theory of NPO's participation in the construction of the society, and also can speed up the development of Chinese NPO.

Broad Social Participation and Diversity of Service Providers. The foundation and establishment of NPO started from grassroots level, knowing the life of the public, knowing the interests of the members of the society, and setting up the organization to meet the needs of diversified interests. [4] NPO organizations can mobilize the collective forces, mobilize the public to participate in the construction of old-age services and participate in voluntary service activities can well meet people's personal value. At present, members of NPO in China are mostly students and dedicated people. Most of the volunteers have received a certain degree of education, with a definite theoretical and practical basis for the provision of services, can better contribute to old-age activities.

Practice and Renew Chinese Traditional Virtues. The participation of Non-Profit Organization not only relieves the pressure of providing for the aged in China, but also practices the traditional virtue of China — caring for the aged. The participation of NPO in the old-age service can promote the idea of respecting the elderly, and urge people to pay more attention to the ideological and moral construction. And the Non-Profit Organization's main service group is volunteers, to a certain extent, it is a renewal of the traditional Chinese concept of old-age care, realizing a new model of providing old-age care services based on non-blood relationship, is conducive to the development of fraternity values, the realization of the elderly, and the building of a stable social order.

Realize the Symbiosis Cooperation Model — the Cooperation between the NPO and the Government. The symbiosis-type cooperative supply mode of the old-age community will be a kind of mode that the government and the Non-Profit social organization jointly supply the old-age service, the analysis of the supply mode of the old-age service plays a fundamental role in the construction and development of the symbiosis supply mode of the old-age community. [5] The symbiosis cooperation model can bring into full play the command and coordination role of the government, formulate reasonable policies and bills, and supervise the practice of Non-Profit Organization. The Non-Profit Organization can work with the government to ensure that the Non-Profit Organization is involved in the provision of care for the aging, overcame its own shortcomings, such as lack of resources and staff. The symbiosis-type cooperation pattern can realize the people's pension rights and interests by coordinating the cooperation between the government and the Non-Profit Organization.

Highly Qualified Professional Service Staff. NPO has complete departmental structure, mature regulations and rules, and provides a variety of old-age services. Participants should have appropriate quality requirements, political awareness and moral quality higher than the overall level of human resources, a higher spirit of dedication to others. [6] In order to improve the quality and moral level of its members, the NPO has taken various measures, including inviting professionals to train its members, actively recruiting high quality personnels to participate in service construction, and seeking cooperation with the government, relevant departments and universities. NPO will strengthen the building of a contingent of qualified personnels and train highly qualified professionals to provide diversified services.

4. The External Advantages of Non-Profit Organization're Participation in the Construction of A Home-basedCommunity for the Aged

The Country Vigorously Promotes the Construction of New Pension Model. At present, China is actively promoting the construction of the mode of old-age care, and the government is actively promoting the diversification of the providers of old-age care services, so as to provide favorable policy conditions for NPO to participate in the construction of community home-based old-age care services. The 13th five-year plan for the development of national undertakings for the aged and the construction of the old-age pension system has as its development goal the establishment of an old-age pension service system that is based on the family, supported by the

community, supplemented by institutions and combined with medical care. [7] Efforts are being made to promote the participation of community organizations in the provision of old-age services, and many regional governments are also actively piloting it, observing the feasibility of Non-Profit Organization participation in the provision of old-age services, and summing up the experience of Non-Profit Organization participation in the provision of old-age services, provides a good example to follow. At present, people's concept of providing for the aged has changed, which provides an opportunity for the Non-Profit Organization to participate in the process of providing for the aged, to help people embrace diversity in their old age.

Mature Community Service System. Since the reform and opening-up, Chinese community management has been improved day by day, the content of services has been continuously increased, and community supporting facilities have been continuously improved. At the same time, the government has vigorously promoted community construction, providing for the aged and caring for the disabled in society, it plays an important part in the provision of special services. The main place of activities for the elderly is the community, and the improvement of community services provides a lot of activities in the life of the elderly. The mature community service system facilitates the work of the NPO: Detailed Registration Information of the community residents is conducive to the NPO to understand the needs of the community and their basic situations, the development of individual special service plan; Complete community supporting facilities help NPO to carry out service activities and carry out activities in combination with the existing resources of the community, thus achieving efficient utilization of resources; the talent team of community service also helps NPO to carry out its work, further expand the popularity of NPO, do a good job in community old-age services.

Multiple Sources of Funding in Society. The fund of NPO participating in the pension service mainly comes from the following four aspects: government financial appropriations and subsidies, the charity groups' donations and the enterprise public welfare donations, the foreign donation, the income of NPO providing service. The participation of NPO has made the sources of community welfare funds more diversified. [8] Multi-channel sources of funding allow NPO to participate in the activities of old-age services. NPO can effectively utilize the idle resources of the society to develop the old-age service, not only can improve the well-being of the previous people, but also can improve their public awareness and recognition, and further expand the sources of funds.

Scientific Pilot Work-take Guangzhou as an Example. NPO has been involved in the construction of home-based aged-care community in many places, and has achieved notable results. In 2010, Guangzhou decided to learn from Singapore's experience in large-scale construction of family integrated service centers, and at the same time introduced NPO to operate, there are mainly four types of supply-side main bodies in the community Home Care service for the elderly in Guangzhou, it includes four categories: Government-run, NPO operation, Commercial sector participation, Home Care for family members and neighbors [9]. Guangzhou has defined the main role of NPO in providing services, promulgated relevant regulations and policies, made full use of the advantages of NPO, utilized abundant resources, and provided professional services for the aged in the community. At the same time, it has standardized the service scope of NPO, defined the service process, lowered the entry threshold for NPO to participate in the community Home Care for the aged, realized the competition among NPO, and better satisfied the construction of the community Home Care for the aged service model in Guangzhou, provide high quality and efficient service.

5. Conclusion

Combining the current aging situation in China, social characteristics and traditional ideas, exploring a new mode of providing for the aged, alleviating the pressure of providing for the aged by the family and the state, meeting the different needs of the aged, and providing a high quality life model, nPO has good external conditions and internal advantages to participate in the construction of home-based old-age community, which is helpful for NPO to provide professional, diversified and efficient old-age service. To realize the rational and effective utilization of resources and the

sustainable development of the old-age service. Not only to meet the health needs of the elderly in their later years, but also to ease the growing pressure of providing for the elderly in China.

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