

# **How to make NGOs sustainable? Study on Selected Non-Governmental Organization in Taiwan**

邱曉蓉, B.A.

Wenzao Ursuline University of Languages, 2018

Non-Governmental Organizations (NGOs) dealt with important social issues previously neglected by both public and private sectors. Most of the social issues focused on the “weak” groups such as poor, minority, immigrant, remote area and etc. This paper started with the discussion of how to define NGO, the historical evolution of NGO and the general plight of NGO development around the world. The literature review part provided a comprehensive analysis of how to maintain a good NGO. Then the study adopted both qualitative and quantitative approach to investigate the focus groups and the general public regarding the NGO issue. The overall implication is that first, NGOs are no ordinary commercial companies. They have their distinguished culture, spirit, rules, reward, and way of survival. Applying theories on them without in depth understanding is misleading. Second, audience in the society are more likely to support NGO when they are economically well-off, with more social involvement, and with more understanding on NGOs. In other words, third, communication between NGOs and the society is the key for NGOs sustainability. Fourth, human capital is the core of the sustainable NGOs. Neither good management, smooth public relations, nor sound finance, could replace the importance of right people who work in the NGOs. Overall, sarcasm and indifference will not help the weak in our society. People who work in the NGOs are different because the reasons pushing them go to office everyday are not only money but also the self-fulfillment of reaching destination of helping some, changing others, and making the world a better place.

**Keywords:** Non-Governmental Organizations NGO, Minority, Sustainability