

Exploration of the Practice of Social Organizations Participating in Grassroots Social Governance Innovation: Taking the "Liede Renjia" Social Work Service Project in Tianhe District, Guangzhou as an Example

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Abstract: With the continuous evolution of society, grassroots social governance is facing new challenges and problems. The traditional government led model is no longer suitable for the increasingly diverse needs of people, so it is necessary to incorporate more social forces into it. The study takes the "Liede Renjia" social work service project in Tianhe District, Guangzhou as a sample to explore in depth the practical experience and inspiration of social organizations participating in grassroots social governance innovation in the form of "purchasing services". The study analyzes the background and practical achievements of social work service project provided by "Liede Renjia" and believes that the participation of social organizations in grassroots social governance innovation can improve the level and efficiency of grassroots social governance, meet the diverse needs of residents, and promote social harmony and stability.

Keywords: Social Organization; Grassroots Social Governance; Social Work Services; Volunteer Service; "Liede Renjia".

1. Background of Social Organizations' Participation in Grassroots Social Governance Innovation

Grassroots social governance is an important component and foundation of national governance [1]. With the development and transformation of society, grassroots social governance is facing many new challenges and problems, such as the diversification of social contradictions, the diversification of social service demands, and the diversification of social governance subjects. To address these challenges and issues, the government needs to continuously innovate grassroots social governance methods and means, and improve the level and effectiveness of grassroots social governance. Social organizations, as an emerging social force, have unique advantages and roles in grassroots social governance[2]. Social organizations have the characteristics of non-profit, autonomy, professionalism, and flexibility, which can effectively compensate for the shortcomings of government and market in providing public services, meet the diverse needs of residents, promote resident participation and autonomy, and promote community development and social progress. How can social organizations participate in social governance innovation? Countries such as the United States and Japan have relatively mature experiences, and cities such as Beijing, Shanghai, and Ningbo in China also have advanced case references, such as "function transfer", "project undertaking", and "public welfare venture capital", which are effective explorations and experience summaries of social organizations participating in grassroots social governance innovation.

This article takes the "Liede Renjia" social work service project in Tianhe District, Guangzhou as an example to

investigate the participation of social organizations in grassroots social governance from the perspective of community service, and explore the practical exploration of social organizations in grassroots social governance innovation.

2. Innovative Practice of Grassroots Governance Involving Social Organizations in Liede Community

Liede Street in Tianhe District, Guangzhou is a typical urbanized street with a dense population, a large number of floating population, and complex social conflicts within its jurisdiction. To meet the diverse needs of residents and improve the level and efficiency of grassroots social governance, Liede Street in Tianhe District has innovatively built a comprehensive service venue called "Liede Renjia" that integrates ideological education, cultural exchange, and convenient services. It has set up functional rooms including community party schools, volunteer service stations, and Yangcheng Home Economics Grassroots Service Station.

With the help of the "Liede Renjia" social work service project, Liede Street has introduced professional social workers and volunteer service forces from third-party social organizations, successfully making up for the shortcomings of grassroots governance in the street and community, meeting the needs of community services, crossing the "last mile" of serving the masses, and promoting the rooting and development of social work professionals in the local area. From June 2023 to June 2024, a three-year project service cycle has been completed. The project is centered on "Party building leadership, cultural integration, governance innovation, and achievement sharing", combined with the

local cultural stories and customs of Liede, and leveraging the functional and geographical advantages of the "Liede Renjia" site. Through integrating community resources, providing professional services, and cultivating community organizations, cultural public welfare services are carried out to optimize the community's humanistic atmosphere, and a community service grassroots governance innovation model that highlights the "community cultural trend" is constructed, achieving certain grassroots governance innovation results and influence. "Liede Renjia" is not only a driving force for Tianhe to build a social governance pattern of co-construction, co-governance and sharing in the new era, but also a vivid practice of creating an innovative platform for grassroots social governance[3].

(1) Party Building Leads and Plays a Powerful Driving Force, Promoting Grassroots Governance to Achieve "Overtaking on the Bend"

Strengthening party building and leading community autonomy is a comprehensive task. Communities promote the deepening and implementation of party history learning and education through activities such as party building and co-construction, party courses, etc. The "Liede Renjia" community party building cloud learning center platform - Xiao'e Tong platform, has updated and uploaded party building learning video materials, opened party course learning live broadcasts, further enhancing the political function and organizational strength of grassroots party organizations.

(2) Volunteer Cultural Services, as a Tangible Hand, Strongly Strengthen the Community Governance Community

The community is the smallest unit of social governance, consisting of a volunteer service team composed of diverse subjects such as community cadres and residents, forming the "minimum" cell in the modernization of grassroots social governance. The rapid development of cities and the accelerated flow of population have brought new challenges to community governance. The "Liede Renjia" social work service project team has established the "Falcon Volunteer Service Team", which includes three main themes of residents' anti-fraud, community epidemic prevention, and community drug prevention propaganda. This further improves the level of community governance and cohesion, and creates a friendly and harmonious community where neighbors help each other.

(3) Professional Cultural Services are Like an Invisible "Powerful Hand", Striving to Find the "Optimal Path" for Social Governance

Social service work in the new era is a key focus to meet the concerns and expectations of residents. The 'doorstep' is the most familiar place for ordinary people and also the 'first gateway' for social governance. As times change, the needs of residents also change accordingly. "Liede Renjia" categorizes community residents and their needs into different levels, accurately addressing some of the urgent, difficult, and anxious issues faced by the general public. Targeting the needs of different groups such as the elderly, female parents, children, and adolescents, the group customizes various online and offline learning and upgrading activities, fun interactions, and other different themes, and carries out many innovative explorations. For example, the "Liede Renjia" social work service project organizes weekly mobile phone classes for the elderly. Social workers use "PPT explanations+on-site operation exercises" to explain intelligent courses such as WeChat positioning, online

payment, voice and video calls, and real-time bus tracking to the elderly.

3. The Effect of Social Organizations' Participation in Grassroots Governance of Liede Community

(1) Activate Internal and External Resources, Significantly Enhance the Functionality of the Community Comprehensive Service Platform

1. Make Every Effort to Shape the "Liede Renjia" as a Comprehensive Service Venue that Integrates Ideological Education, Cultural Exchange, and Convenient Services for the People

The "Liede Renjia" social work service project has always been guided by party building to promote the other three major areas of services, successfully linking grassroots governance departments in the community and party organization resources such as enterprises and institutions in the jurisdiction, and introducing the resources obtained from the linkage into resident services. Carry out various themed activities such as promoting new culture in the community, public welfare markets, festival activities, and resident volunteer services, effectively promoting residents' active participation in various community affairs, and turning "Liede Renjia" into a comprehensive community service platform for resource sharing and vitality co-construction.

2. Committed to Building the "Liede Renjia" into a New Era Trend Cultural Center that Integrates Characteristic Cultural Inheritance and Innovation, and Promotes Integration through Culture

The social work service project of "Liede Renjia" fully exploits the existing cultural corridor, village history museum and other characteristic cultural functional sites of "Liede Renjia", as well as excellent traditional cultural resources such as dragon and lion dance, Loong Boat Festival, while actively linking the cultural heritage resources of ancient villages such as surrounding ancestral temples, new cultural carrier resources such as the Pearl River New City online red card punches, etc., linking the resources of the provincial Guangdong Opera Troupe of Red Thread Girls, and holding a variety of "Ancient Village New City" cultural research and learning experience activities, family customs and family education inheritance activities, reading activities, calligraphy traditional culture learning activities, to promote community residents to better understand and inherit Liede traditional culture, excellent Chinese culture, fill in the gap of cultural inheritance, and keep pace with the times, fully stimulate the residents' own strengths and vitality, accept and absorb the cultural characteristics of residents in the new era and new communities, further achieve the integration and innovation of Liede community culture, and create a new era trend cultural center.

(2) Building a High-Quality Service Brand for the New Era Civilization Practice Station

The "Liede Renjia" social work service project adopts a "platform+organization+subject" model, constructs a "1+3+N" service mechanism, and creates a virtuous cycle of "public service circle"[4]. The social work team fully leverages the platform advantages of the "Liede Renjia" New Era Civilization Practice Station" and continues to cultivate six service brands, including the "Falcon Volunteer Service Team". By regularly holding themed services in the community, we aim to enhance residents' enthusiasm for

participating in community affairs and help solve community governance problems; By collaborating with grassroots organizations within and outside the jurisdiction, such as the Liede Martial Arts Dragon and Lion Team, Liede Community Health Service Center, Guangzhou Rural Commercial Bank Liede Branch, Guangzhou Vocational College of Science and Technology and Trade, Sun Yat sen University Library, Eight Hundred Companions, and other units and groups, we jointly carry out party building learning, reading activities, health science popularization classes, volunteer cutting, free clinics, service consultations, and other public welfare and convenient services to provide high-quality service resources for residents, promote residents to share the achievements of social development, and further attract surrounding enterprises and capable residents to continue to join the "Liede Renjia" service platform, jointly participate in the construction of the Liede New Era Civilized Community, and form a good cycle of diverse subjects participating in the "co construction, co governance, and sharing" community governance pattern.

(3) The Autonomous Ability of Community Residents Has Significantly Improved

1. The Community Participation Awareness of Residents Has been Significantly Improved, and Their Participation Ability Has been Significantly Enhanced

The "Liede Renjia" social work service project is carefully planned and carries out various themed services, continuously attracting various groups such as "one elderly and one young", parent-child families, local and migrant populations to participate in community cultural activities and volunteer services, achieving comprehensive coverage of services. In the process of participating in services, residents actively interact and provide suggestions. Some residents can use their own strengths, skills, and existing resources to discuss the content and direction of future community services with social workers, thus transforming from service participants to service providers and planners. In addition, in order to more effectively improve the service and grassroots governance level of Liede Community, the social work team regularly organizes council meetings, inviting community residents to participate and provide suggestions and point out shortcomings in the service.

2. Empowering Individuals, Families, and Communities with Culture to Achieve Collaborative Development

1) January 1st Theme "Public Welfare Market: The "Liede Renjia" Social Work Service Project Fully Integrates Community Resources

Social workers work together with community committees, property management companies, volunteer organizations, universities, public welfare enterprises, etc. to integrate various resources within the community and provide residents with more comprehensive and convenient public welfare services. For example, we collaborate with community hospitals to offer free consultations in traditional Chinese medicine, ophthalmology, and dentistry. We also organize public welfare markets such as beauty salons, haircuts, and volunteer repair teams to provide convenient services. At the same time, we offer immersive interactive experiences that align with festivals and monthly themes, as well as real-time DIY production and other community activities.

2) Volunteer Service Activities: Social Workers Release Volunteer Service Recruitment Information Every Monday through the Official Account Platform, Attracting More Community Residents to Participate in Community

Governance as Volunteers

These volunteer service activities have further cultivated the community volunteer team, stimulated residents' enthusiasm for participation, and significantly improved residents' autonomy. For example, successfully cultivating a community volunteer team, actively guiding residents to participate in volunteer service activities, and providing them with volunteer service support and guidance, effectively enhancing the autonomy of community volunteers and enabling them to serve the community with their own strengths and advantages.

From June 2021 to April 2024, the social work team has combined the actual situation of the community and classified the residents and their needs into different levels. Based on the needs of different groups such as the elderly, female parents and children, and adolescents, they have carried out various online and offline forms of learning and interactive activities with different themes. In addition to the "Elderly Mobile Classroom", convenient public welfare services such as the "Elderly Health Lecture Hall" and "Yi Jian" are also regularly carried out. Interactive activities such as parent-child handicrafts and sports games are also regularly organized for women and parent-child groups. Weekly "Youth Extracurricular Improvement School", "Finance and Business Series Courses", "Career Awareness and Development Classroom" and other community group holiday themed service activities are regularly held, which have been widely praised by community residents. "Liede Renjia" has continuously improved its community governance capabilities by meeting various needs of residents, exploring innovative work models in serving the people, demonstrating the warmth and strength of "Liede Renjia", continuously improving the community governance mechanism, and revitalizing the grassroots social governance.

4. Conclusion

The participation of social organizations in grassroots social governance innovation is a key issue in current social governance in China. It is necessary to continuously explore and innovate ways and methods of participating in grassroots governance based on the actual situation of the community, such as strengthening multi-party cooperation, cultivating professional talents, promoting community project cooperation, and expanding the development of community volunteer teams, in order to enhance the level and effectiveness of community governance. In the "Liede Renjia" social work service project in Tianhe District, Guangzhou, social organizations have utilized various means such as integrating community resources, providing professional services, organizing volunteer services, and promoting community autonomy to provide residents with rich and diverse services, enhancing community harmony and stability. This successful experience provides valuable reference and inspiration for other grassroots communities.

Therefore, the government should increase policy support for social organizations to participate in grassroots social governance innovation, enhance the professional level of social organizations, strengthen the integration of community resources, cultivate various community organizations, strengthen supervision and management of social organizations, promote social organizations to actively participate in grassroots social governance innovation, improve the level and efficiency of grassroots social governance, meet the diverse needs of residents, and promote

social harmony and stability.

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