



As of the end of 2014, CFPA had accumulatively raised poverty alleviation funds and materials of RMB 13.089 billion yuan. The beneficiaries in the impoverished condition and the disaster areas reached 20.7833 million person-time.

In 2014, 283.4758 million person-time and 2,970 institutions donated money and goods to CFPA, and 56,362 volunteers provided 1.2087 million hours of voluntary service.

In 2014, CFPA totally raised poverty alleviation funds and materials of RMB 3.519 billion yuan. The beneficiaries in the impoverished condition and the disaster areas reached 2.9528 million person-time.





## *Persistence Brings Changes*

### ABOUT US

*China Foundation for Poverty Alleviation (CFPA),  
as a national public-raising foundation established in 1989,  
is registered with the Ministry of Civil Affairs.  
It was rated as a national AAAAA Foundation  
by the Ministry in 2007 and 2013.*

### OUR VISION

*Be the best trusted, the best expected  
and the best respected international philanthropy platform*

### OUR MISSION

*Disseminate good and reduce poverty,  
help others to achieve their aims,  
and make the good more powerful*


### OUR VALUES

*Service, Innovation, Transparency, Tenacity*











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## Words from Chairman

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**Duan Yingbi**

**Chairman of China Foundation for Poverty Alleviation**

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In 2014, China's public welfare industry experienced a lot of challenges. Because of slow industrial development, monetary idling, and insufficient domestic demand, national economy has been sluggish resulting in an unprecedented impact to donation market; the society was still sensitive to public welfare industry requiring accountability ever more each day to a greater pressure upon the industry; mobile internet technology changed with each passing day and reshuffled the traditional industries, bringing an increasing impact to most people's way of work and life, therefore impact and challenges upon public welfare organizations at ever faster speed; the growing internationalization of China's economy and public life posed a challenge to China's international communication and international image, thereby bringing new imagination space and unprecedented challenge to internationalization of public welfare organizations; such factors as the need for social change, awakening of civic consciousness, and application of mobile internet technology urged public welfare organizations to pursue more diversified and market-oriented change for survival and development .

We took 2014 as the "Year of Mobile Internet" of China Foundation for Poverty Alleviation (CFPA). In 2014, we adhered to our mission, devoted ourselves to solving social suffering, served the vulnerable population, and actively responded to the donors, partners, volunteers and the society's trust; we achieved excellent results in humanitarian aid in Ludian earthquake, project execution and fund-raising innovation, organization and team building, project R&D and strategy exploration, brand building and industry promotion, IT management and application, fund management and investment, project monitoring and risk control, etc.; more importantly, we arranged international poverty relief projects in Burma, Ethiopia, Sudan, Cambodia and other countries, promoted social initiatives such as inviting reporters to "Africa Forum on Poverty Alleviation" and "China-Africa Forum on Poverty Alleviation", leading the future of the industry. We have good reason to be confident in and proud of all our hard working CFPA colleagues in 2014, and to applaud and cheer for ourselves.

In 2014, CFPA's public welfare expenditure (not including the microfinance project) was RMB 410 million yuan, and extended micro loans of RMB 2.867 billion yuan to 246,500 women from rural poor areas, benefiting 2.9528 million people in total in 209 universities, 511 counties and 31 provinces (directly-controlled municipalities /autonomous regions) in China. Besides, it exploratively carried out well-received public welfare projects focusing on the participants' sense of experience, such as Great Walkers and Hunger for 24 Hours .

In 2015, we are still faced with (1) the challenge of international humanitarian aid, the challenge of market competition and credibility accountability from society, the challenge that the mobile internet is reshuffling all industries, as well as the challenge brought by difficult economic restructuring and complicated social transformation; (2) the plight of conflict between growth and harmony, the social problem of lasting severe poverty caused by serious polarization; and (3) the gap between our ambitious goal and our team's inadequate level of specialization and professionalism. Nevertheless, we will hold fast to CFPA's sacred mission: Lift poverty with seeds of kindness and empower people to grow beneficence even stronger. We firmly believe that as long as we cherish great love, adhere to a ministrant attitude, keep a passionate and sunny morality, and insist to a spirit of persistently cultivating ourselves and supporting others, we will be able to do ever better, win more trust and support from all sectors of society, promote the core competitiveness and social influence of CFPA, and make beneficence more powerful, whether on the stage of China's social transformation or on the stage of international aid.

We firmly believe: Perseverance Brings About Change !

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# Love

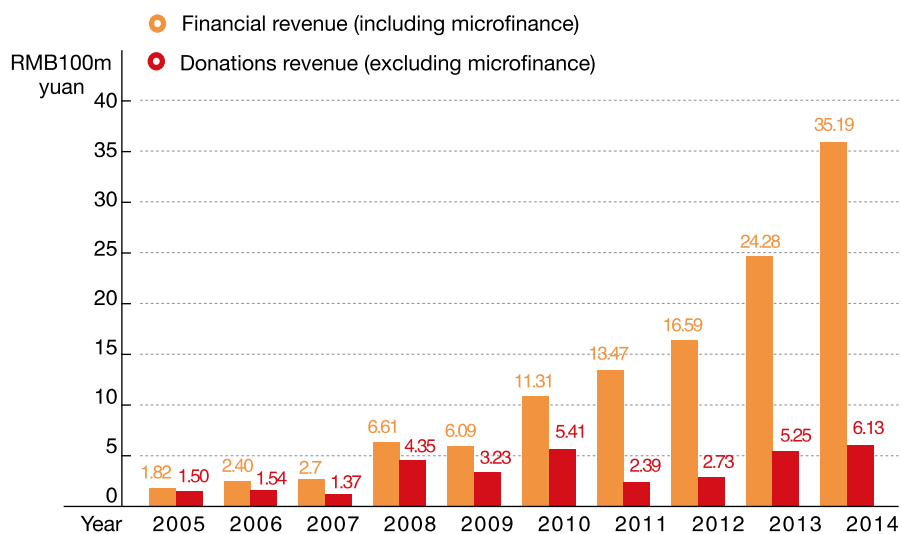
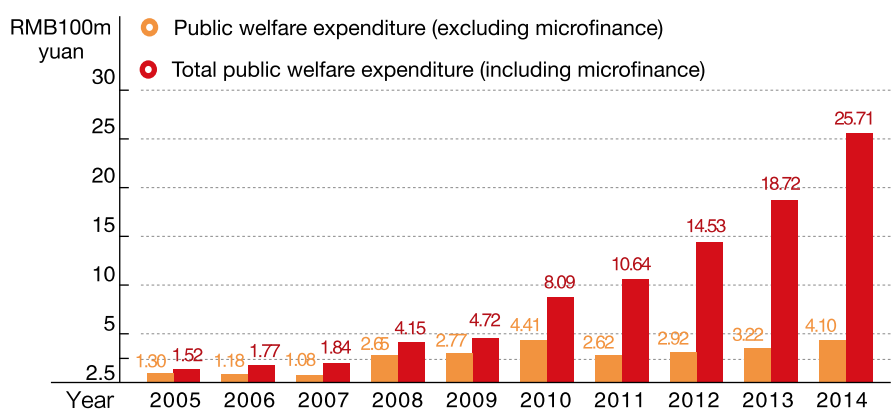
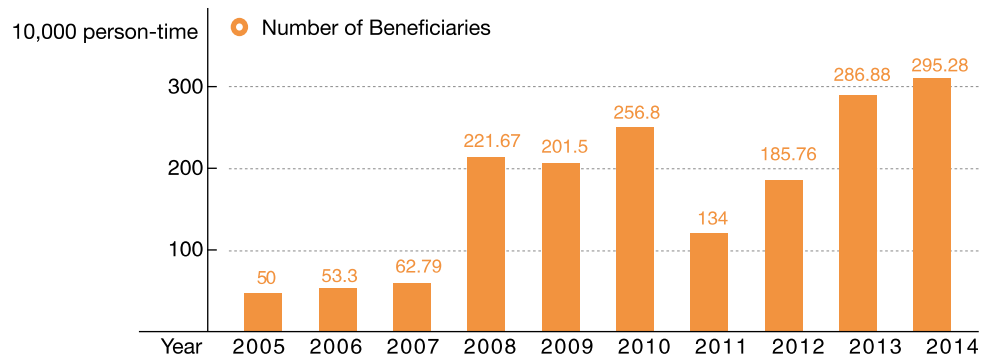
**In 2014**, we transformed every caring donation into nutrition to improve needy children's health level, bags that primary school students loved very much, bright and spacious school buildings, and unobstructed Convenient Bridges, making senior high school students' and university students' campus dream come true... We were delighted and proud about it.

**In 2014**, we adhered to a service concept of fulfilling the beneficiaries, donors and partners, continued cultivating ourselves, strengthened our professionalism and credibility, intensified IT development and the service for donors, accelerated the application of mobile internet, and tried hard to explore, gather and spread beneficence, so as to make it more powerful. As always, we returned support from all circles of society with full enthusiasm, reduplicated efforts, considerate service and efficient work, and delivered the love of the donors to those unyielding people in impoverished and tough environment without reservation.

In 2014, we worked quite hard

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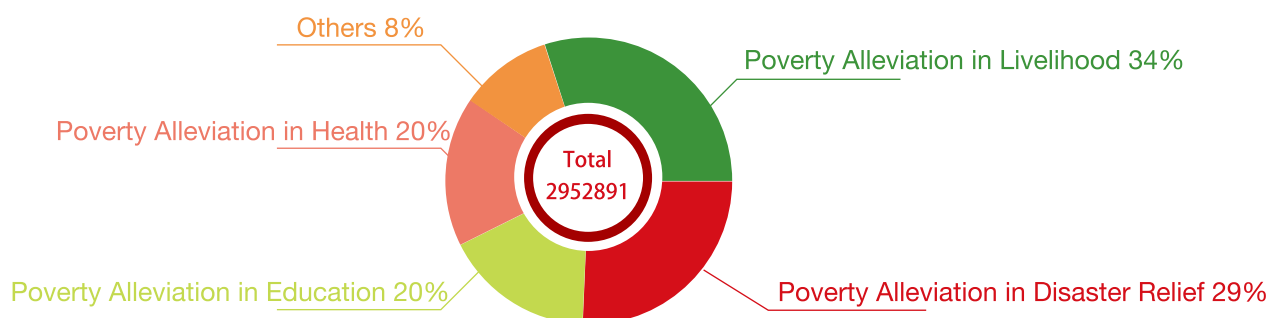


Financial &  
Donations RevenuePublic Welfare &  
Donations ExpendituresAccumulated  
Number of Beneficiaries



### The Project Performance 2014

A total of **2.9528 million** person-time from **209** universities, **511** counties, and **31** provinces (directly-controlled municipalities/autonomous regions) were benefited. School meal project has been implemented in Cambodia via UN World Food Programme.



● Total	2,952,891 person-time
● Poverty Alleviation in Education	588,892
● Poverty Alleviation in Health	258,230
● Poverty Alleviation in Livelihood	1,001,622
● Poverty Alleviation in Disaster Relief	861,469
● Others	242,678

Province	County	University	Beneficiaries
Anhui	8	4	18,419
Beijing	10	28	17,206
Fujian	8	2	31,976
Gansu	21	3	86,282
Guangdong	28	10	207,040
Guangxi	20	2	63,297
Guizhou	27	3	154,278
Hainan	4	1	10,182
Hebei	50	4	407,823
Henan	19	4	35,752
Heilongjiang	4	4	3,265
Hubei	14	15	47,784
Hunan	39	2	86,803
Jilin	5	1	8,389
Jiangsu	8	10	1,533
Jiangxi	23	6	43,508
Liaoning	24	6	223,995
Inner Mongolia	32	2	152,475

Province	County	University	Beneficiaries
Ningxia	4	1	24,516
Qinghai	4	1	12,554
Shandong	5	6	22,981
Shanxi	8	4	35,541
Shannxi	7	4	15,358
Shanghai	4	8	4,206
Sichuan	62	39	469,649
Tianjing	1	5	462
Tibet	1	5	1,549
Xinjiang	5	5	11,046
Yunnan	52	18	707,491
Zhejiang	3	2	5,118
Chongqing	11	4	24,812
Total	511	209	2,935,291
International Beneficiaries			
Cambodia			17,600



## TO IMPROVE THE HEALTH CONDITIONS

The health awareness and condition of poor population are generally low. In impoverished areas, medical service is insufficient, and medical care level is low. In remote mountainous areas, many children grow in a living environment with unbalanced dietary structure and malnutrition so that the normal growth and development are jeopardized and their school records are difficult to improve. The health problem of the poor populations is a focus of attentions of the society and even the world.

China Foundation for Poverty Alleviation respectively launched such projects as Maternal and Infant Safety 120 and Love Food in 2000 and 2008, which involved such measures as aiding poor mothers and infants and addressing children's health and nutrition, so as to increase the hospitalized delivery rate of the pregnant and lying-in women, reduce maternal mortality; raise life support and health level for poor mothers and infant; improve the nutritional status and growth status of children in impoverished mountainous areas, reduce children's malnutrition rate and anemia rate; and improve impoverished population's health level.



## 1 } *Protection of Maternal and Child Health*

Project Maternal and Infant Safety 120 is a public welfare project set up by CFPA to aid poor mothers and infants and to reduce maternal and infant mortality. The number 120: represents that saving 1 family and 2 lives through 0 risk in childbirth.

By the end of 2014, the project accumulatively covered 4,300,000 people from 13 counties (cities/districts) of 7 provinces (directly-controlled municipalities/autonomous regions): Yulong County and Deqin County, Yunnan Province; Qianjiang District and Chengkou County, Chongqing Municipality; Zhenghe County, Pingnan County and Changting County, Fujian Province; Longde County, Ningxia Province; Jixi County, Anhui Province; Wanyuan City, Tongjiang County and Nanjiang County, Sichuan Province; Huguan County, Shanxi Province. The project subsidized 208,000 person-time and rescued 398 crucial pregnant and lying-in women.

In 2014, the Maternal and Infant Safety 120 Project put in RMB 6,945,900 yuan, and covered 13 counties (cities/districts) of 7 provinces (directly-controlled municipalities/autonomous regions): Yunnan, Chongqing, Ningxia, Fujian, Anhui, Sichuan and Shanxi. The project subsidized 9,000 person-time and rescued 11 pregnant and lying-in women in emergency and crucial conditions.

## 2 } *Improvement of Children Nutrition*

Since Project Love Food was established in 2008, it has been dedicated to improving the nutritional status of children in impoverished areas by Nutri-Extra Meal, Love Kitchen, nutrition information dissemination and so on. Up to now, the project has accumulatively put in more than RMB 100,000,000 yuan and covered 51 counties (districts) from remote mountainous areas of 24 prefectures (cities) of 7 provinces: Sichuan, Yunnan, Hubei, Hunan, Guangxi, Guizhou, Liaoning, provided 31,000,000 nutri-extra meals for 158,000 person-time in impoverished areas, and established more than 600 standardized love kitchens, benefiting about 200,000 students.

In 2014, Project Love Foods put in RMB 30,940,000 yuan, covered 26 counties (districts) of 19 prefectures (cities) of 7 provinces: Yunnan, Guizhou, Guangxi, Hubei, Hunan, Sichuan and Liaoning. Among which, Nutri-Extra Meal project accumulatively put in RMB 17,632,000 yuan and covered 209 schools in 15 counties of 3 provinces, benefiting about 46,000 students; Love Kitchen project accumulatively put in RMB 13,308,000 yuan, and covered 206 schools in 17 counties of 5 provinces, benefiting about 68,000 students.



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3	4



Pic. 1: Extra nutritional meal

Pic. 2: Happy children are enjoying vita meal

Pic. 3: A Cook is busy in Love Kitchen

Pic. 4: With Love Kitchen, students get hot foods





## TO PROMOTE EQUITY IN EDUCATION

In the remote areas of old revolutionary bases and ethnic minorities in China, the economy develops slowly owing to various restrictive factors like the unforgiving natural environment and hard-to-reach geographic location. Many dormitories of rural primary schools have become dangerous buildings due to disrepair for many years, which not only poses hidden dangers, but fail to meet the accommodation demands of students. In recent years, the “Closing and Merging Schools” plan exacerbates the difficult accommodation situation of the students in poor areas. The students in impoverished regions lack school supplies, and the extremely poor senior high school students and university students do not have daily living expenses. Therefore, China Foundation for Poverty Alleviation launches such projects as Nesting Action, Care Package and New Great Wall to improve the comprehensive development and living conditions of the students in rural impoverished areas. Through building student dormitories and libraries for complete primary schools in impoverished areas, delivering care package, organizing training for teachers in music, sports and fine arts courses, educating volunteer teacher and subsidizing the extremely poor senior high school students and college students, China Foundation for Poverty Alleviation solves the difficult accommodation problems of the students in impoverished areas, improves the teaching ability and learning conditions of music, sports and fine arts in primary schools in the rural impoverished areas, helps the extremely poor senior high school students and college students complete their studies, sends cares to the impoverished students.



# 1 Warm Package Loving Heart

## Objective

Improve the learning conditions of children in impoverished areas and promote them to grow comprehensively

Project Care Package is a public welfare project launched by China Foundation for Poverty Alleviation (CFPA), which mobilizes social resources to donate care packages to deliver care for primary school students in impoverished areas and disaster areas. From 1st Jan to 31st Dec, 2014, Care Package received social donations RMB 51,986,500 yuan, and public donation accumulatively brings 396,211 student art packages, 49,200 student warm packages, 9,847 student life packages, 500 school sport packages, and 56 school music packages. The project covered 429,132 students in 2,354 schools in 176 counties of 28 provinces (directly-controlled municipalities/autonomous regions), among which, 33,339 students in 87 schools are from Ludian earthquake disaster area with 33,339 student art packages, 11,552 student warm packages, and 9,977 student life packages.

By 31st Dec, 2014, Care Package had accumulatively received social donations RMB 372,242,900 yuan, among which 1,890,000 donations came from individuals, and 157,000 donations from organizations. The project covered 12,515 schools in 565 counties of 31 provinces (municipalities/autonomous regions), and benefited 3,160,000 students, as well as 6,549 families.



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Pic. 1: The nationwide launching ceremony of Project Care Package 2014 is held, Gu Xiulian (fourth from left), former Vice-chairman of NPC standing committee, Duan Yingbi (the fourth from right), Chairman of CFPA, Si Shujie (the third from left), member of the Party Group of the State Council Leading Group Office of Poverty Alleviation and Development and Director of Administrative Personnel Department, and leaders of each sponsoring organizations jointly unveil the activity.

Pic. 2: "Colored Dream, Grateful for You" teacher-student fine arts training in impoverished areas

Pic. 3: Stars invited to give fine arts and music lessons to primary school students

## 2 } To Build Warm School and Dormitory

### Objective

To build students' dormitories for complete primary schools in impoverished areas and solve the children's difficulty in school attendance and getting accommodation

On 17th Oct, 2011, CFPA officially launched Project Nesting Action, which aimed to build students' dormitories for complete primary schools in impoverished areas, thereby creating a warm family for students in impoverished areas. The project got strong support from CCTV News Channel and aroused extensive concern from all sectors of society, and a lot of caring enterprises and people donated money generously.

In 2014, Nesting Action raised RMB 28,273,000 yuan, spent RMB 28,314,000 yuan in building 51 school dormitories in 29 counties of 13 provinces nationwide, directly benefiting students reaching 50,838 person-time. Since its launch, the project has accumulatively raised over RMB 120 million yuan and built 198 school dormitories in 89 counties of 17 provinces, directly benefiting about 83,000 students.



Pic. 1: Volunteer Activity of Suning Nesting Action at Erhaobo Primary School, Kangbao, Hebei



Pic. 2: ICBC Sunny Dormitory Occupation & Donation Ceremony

Pic. 3: The third training class for rural teachers in impoverished areas



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### 3 } To Help Poverty-Stricken Students

#### Objective

**Mobilize social resources to help extremely poor university students and senior high school students to realize their talent dreams.**

Project New Great Wall University Students for Self-improvement, with financial aid as the basis, growth support as the core, “delivering social care and forge self-improving talents” as the tenet, and “cultivating self-reliant & self-improving talents” as the ultimate goal, helps the extremely poor university students to complete their studies, trains them to develop a wholesome personality and quality, guides them to grow up into excellence then repay the society, carries forward public welfare culture, promotes social equity, and enhances social harmony. In 2014, the project raised RMB 13,750,000 yuan and appropriated RMB 12,910,000 yuan. By the end of 2014, the project has accumulatively raised RMB 232,050,000 yuan, covering 31 provinces (municipalities/autonomous regions), with its direct beneficiaries reaching over 120,000 people.

Project New Great Wall Senior High School Students for Self-improvement Class, by means of setting up a “New Great Wall Self-improvement Class” in each impoverished county’s senior high school, provides poor senior high school students with financial aid and growth support, helping them realize the dream of going to school. From its launch in 2007 through the end of Dec 2014, the project accumulatively raised about RMB 41,334,000 yuan and covered 125 counties (cities/districts) of 25 provinces (directly-controlled municipalities/autonomous regions), directly benefiting a total of 35,200 people, helping 14,000 senior high school students complete their studies, and cultivating their spirit of self-reliance & self-improvement. In 2014, the project raised RMB 7,596,000 yuan and had 5,528 beneficiaries, including 2,115 high school freshmen.



Pic. 1: Donators and beneficiaries of the New Great Wall Senior High School Students Self-improvement Class Project

Pic. 2: A student financed by the New Great Wall Senior High School Students Self-improvement Class Project is reading book in candlelight

Pic. 3: Jiang Shaogao (the seventh from left), vice chairman of CFPA attends the care communication meeting of Jiangxi University of Finance & Economics





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## TO IMPROVE RURAL LIVELIHOODS

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Remote and vulnerable groups are in disadvantageous position in competition and improving their life slowly due to lack of financial support, small production scale or inconvenient transportation. In order to increase the opportunities of the impoverished areas and people there to benefit from the economic development, China Foundation for Poverty Alleviation actively provides credit service for the poor families, strives to improve the basic production and living conditions and transforms the operation models.



# 1 } Microfinance self-reliance

## Objective

Support the middle-low income community to carry out income-earning activities and enhance their self-development capacity so as to achieve poverty alleviation stably.

CFPA Microfinance Management Limited, Co., Ltd. is a microfinance social enterprise committed to serving rural middle-low income community. It was established in 1996 as the microfinance project department of CFPA and turned to company operation in 2008. CFPAMF always adheres to the mission and tenet of poverty alleviation and bases on the rural impoverished areas of China to help poor households develop production and achieve dream through unsecured microfinance. It strives to become a leader of microfinance industry in China.

Since launched in 1996, Microfinance Project has accumulatively provided more than 938,000 micro loans to farmers by the end of 2014, with amount hitting over RMB 8.44 billion yuan and benefiting 2 million poor people.

By the end of 2014, the project has covered 141 counties of 16 provinces (autonomous regions/ directly-controlled municipalities), most of which are national and provincial impoverished counties. The loan balance hits RMB 1.88 billion yuan, with 238,000 households receiving effective loans, an average of RMB 11,332 yuan in each loan and the risky loan rate over 30 days was merely 0.27%.



Pic. 1: On 26th Nov, 2014, He Daofeng (the third from left), Executive Chairman of CFPA, accompanied Maxima, the Queen in the Netherlands, visited the beneficiaries of CFPAMF in Laishui County of Hebei Province.



Pic. 2: Duan Yingbi, Chairman of CFPA, attended and addressed at the opening ceremony of 2014 Asian Microfinance Forum.



Pic. 3: On 17th Dec, 2014, Professor Yunus, a winner of Nobel Peace Prize visited CFPAMF and talked with the front-line staff.

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## 2 } *Convenient Bridge in Village*

In 2007, CFPA officially launched Project Convenient Bridge in impoverished areas. Through erecting convenient bridge, the project aims to help people cross rivers by bridges. Since launched in 2007, the project has accumulatively built 490 convenient bridges for 118 counties of 21 provinces (autonomous regions/directly-controlled municipalities), benefiting nearly 760,000 person-time in impoverished areas and with a total of over RMB 28.63 million yuan donated funds input.

In 2014, Convenient Bridge Project raised RMB 3.405 million yuan and allocated funds of RMB 3.6435 million yuan, build 50 bridges in 20 counties of Yunnan, Sichuan, Jiangxi, Gansu, Guangxi, Hubei, Hunan, Shanxi and Chongqing 9 provinces (autonomous regions/directly-controlled municipalities), directly benefiting about 105,424 person-time.

## 3 } *NGO Cooperation in Community Development*

Project NGO Cooperation in Community Development is a NGO cooperation development project based on the experience of CFPA supporting NGOs to participate in the post-disaster reconstruction of Wenchuan and Yushu earthquakes relief. It is an exploration of the NGO cooperation mode of developing from post-disaster community accompanying and community reconstruction to normal rural community development. The project has gotten the strong support of JDB Group, Intel China and Tencent Foundation.

The project started in August 2013. As of the end of 2014, NGO Cooperation in Community Accompanying (Ludian), NGO Cooperation in Community Reconstruction (Lushan) and NGO Cooperation in Community Development (Guizhou) totally supported 35 public welfare projects, spent RMB 6.22 million yuan and benefited more than 70,000 people in 29 towns of Sichuan, Yunnan and Guizhou.

From 2005 to 2014, CFPA accumulatively input RMB 66.48 million yuan and funded 208 public welfare projects.



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Pic. 1: The benefited villagers give silk banners to the donor Jiangling Group.

Pic. 2: In September, Liu Wenkui (the third from left), secretary-general of CFPA visited NGO Cooperation in Community Development project area.

Pic. 3: In May, a sharing salon themed Community Mobilization was held.



## 4 } Beautiful Village

CFPA launched Project Beautiful Village in 2013. The project was committed to building a connected platform between villages and external world, re-estimating the value of villages, creating village-based development opportunities, boosting sustainable rural development and passing beautiful, rich and vibrant villages to the next generation. It mainly consists of three parts.. First, improve the housing and living conditions and the infrastructure construction of villages, and enhance the housing quality of the villagers. Second, protect and develop the architectural landscape, human landscape, natural landscape and production landscape with villages as core, and keep the “roots” of villages. Third, establish villager cooperatives, integrate village resources, enhance rural resources utilization efficiency and market competence, promote village industry development and realize village common prosperity through villager sharing cooperative share mechanism.

In 2014, the project totally raised RMB 10 million yuan and started Project Samsung Shanxi Fuping Village Sharing, benefiting 890 person-time. By the end of 2014, Project Beautiful Village has accumulatively raised RMB 40 million yuan. The project covered 4 villages of Baoxing County of Sichuan, Taijiang County of Guizhou and Fuping of Shanxi and has accumulatively input RMB 8.075 million yuan, directly improving the living and production environment of 4,525 person-time and enhancing village construction capacity. Among which, Project Beautiful Village—Hengda Dengchigou won the honor of “Hand in Hand the Most Beautiful Chinese Village - Joint Construction Award” in 2014.



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Pic. 1: Characteristic wooden drum dance of Fanpai Village

Pic. 2: Beautiful village under construction

Pic. 3: Village belle of beautiful village



## TO PROVIDE HUMANITARIAN AID TIMELY

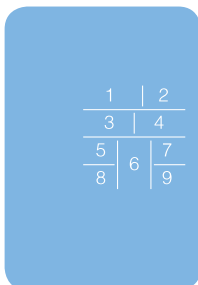
China is a natural disaster-prone country. Disaster-caused poverty and relapse caused the difficult production and life of the impoverished population. China Foundation for Poverty Alleviation started to implement the emergency aid project in 2003, reduced the diseases and restlessness of compatriots in the impoverished and disaster areas, enhanced the timeliness and pertinence of disaster response; advocated and promoted the cooperation between NGOs as well as government and NGO in the disaster aid field, and built a network of humanitarian aid, carried out disaster relief and prevention training and strengthened the capacity building and networking construction of concerned parties.

In 2014, donation in the field of disaster relief was totally RMB 155 million yuan, including RMB 67,275,400 yuan of materials and RMB 87,873,100 yuan of capital; the project expenditure hits RMB 134,665,000 yuan totally, including RMB 63,608,100 of capital and RMB 71,056,900 yuan of materials. A total of 828,512 person-time affected by disasters and from disaster-prone communities were benefited this year.

In 2014, our Project Emergency Aid started full-range disaster management, including disaster prevention, disaster preparedness, disaster relief and post-disaster reconstruction. On 3rd August, we responded to and carried out Ludian earthquake relief action. During the whole year, we joined hands with the members of humanitarian aid network to carry out 25 times of small and medium disaster relief, had 117 disaster prevention and relief advocacy activities in 26 cities, continued the post-quake reconstruction work in 8 regions and counties hit by Ya'an Earthquake and promoted the implementation of more than 60 reconstruction and micro infrastructure projects in such 8 large categories as school, hospital, community activity center, clinic, road, irrigation, drinking water and convenient bridge. Meanwhile, we attempted to participate in reconstruction in Ya'an disaster area by use of E-commercial poverty alleviation means.







Pic. 1 Emergency aid- small and medium disaster relief

In 2014, CFPA totally carried out 25 times of small and medium natural disaster or accident relief and accumulatively donated RMB 5.9199 million yuan to the disaster-hit areas, including RMB 1.5237 million yuan in capital and RMB 4.3962 million yuan in kind and directly benefiting more than 43,000 affected people.

Pic. 2: SAY NO TO DISASTER activity conducted nationwide

Pic. 3: Disaster relief advocacy –SAY NO TO DISASTER 5.12 National Disaster Relief and Prevention Community Public Welfare Activity

Pic. 4: CFPA Ludian earthquake relief action

Pic. 5: E-commercial poverty alleviation

Pic. 6: CFPA input materials to earthquake-stricken masses in Ludian

Pic. 7: Mercy Corps joins hands with CFPA in Ya'an Village Roads Post-Disaster Reconstruction Project

Pic. 8: To explore and promote the new mode of rural industrial poverty alleviation in mobile Internet and e-commerce times, by the chance of reconstruction after Lushan earthquake, CFPA planned and implemented a kiwi promotion activity themed "life is better with kiwi" in September and October of 2014. By integrating government, logistics, e-commerce platform, media promotion and relevant-party resources, it explores the new e-commerce mode with market linkage and channel building as a major engine. During the 4-day core promotion period, the activity saw the participation by Hsu Chi, Alec Su, Yang Mi, Hebe and other stars, and the micro blog views exceeded 50 million times. It achieved a turnover of RMB 379,311.80 yuan and brought a direct income of RMB 300 yuan on average to 309 kiwifruit growers.

Pic. 9: Hainan Rammasun Typhoon relief



## TO DEVELOP THE INTERNATIONAL AID

In 2005, CFPA started international aid and carried out aid projects respectively in 12 countries and regions, namely Indonesia, North Korea, the United States, Pakistan, Burma, Chile, Haiti, Japan, Guinea-Bissau, Sudan, the Horn of Africa, Cambodia and Ethiopia, including international disaster emergency relief, sustainable operation demonstration of international public welfare hospitals, maternal and child health care network demonstration, Paukphaw Scholarship Project and Project Smiling Children in Ethiopia and Sudan, etc. With the support and help of caring enterprises, caring people and international NGOs, CFPA has accumulated some experiences for domestic NGOs exploring internationalized aid. As of December 2014, CFPA has accumulatively input RMB 75.94 million yuan of capital and materials in international aid.

In 2014, CFPA and China Lingshan Philanthropy Promotion Association jointly held People Helping People - Charity Africa Forum, and Lingshan Philanthropy Foundation in Wuxi and Huaxi West Development Investment Co., Ltd. respectively donated RMB 10 million yuan (5 years) and RMB 3 million yuan (3 years) to support Project Smiling Children in Ethiopia and Sudan. The first university scholarship was granted to 50 Burmese university students. CFPA also joined hands with UN World Food Programme and Tencent Platform to raise RMB 1.218 million yuan for the people in African Ebola-hit epidemic areas.







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Pic. 1: Karila of Khartoum, is a gathering place for domestic refugees in Sudan. The tent is hung to prevent rain at Hara 81 Primary School, one of target schools of Project Smiling Children .

Pic. 2: CFPA grants scholarships to the poor university students in Burma

Pic. 3: Wang Xingzui, Vice Chairman of CFPA (the second from left), conducts Paukphaw Scholarship Project Survey in Burma

Pic. 4: Seba Esiot, a beneficiary of Project Smiling Children in Ethiopia, is an orphan and now lives with her aunt. After school, she helps her aunt doing the housework

Pic. 5: Scene of 2014 Lingshan Philanthropy Promotion Meeting · Themed Seminar on Africa



## TO PROMOTE THE CONCEPT OF EVERYONE PHILANTHROPY AND ACTIVELY ADVOCATE GREAT LOVE OF HUMAN BEGINS

CFPA focused on the promotion of Everyone Philanthropy when advocating the public's participation in 2009 and joined hands with People's Government of Guangdong Province to hold 2010 All People Philanthropy Launch Meeting & All People Philanthropy (Guangdong) Forum.

In recent years, CFPA successively launched Project Care Package, activities like Donate One Yuan to Send Love and Nourishment, Unite the Force for Good, Philanthropic Future and Walking Proudly among the public. We cooperated with media in such large public welfare programs as Dream Star Partner, "Dream Choir, For You, Let Love Decide and Find New Public Welfare; We cooperated with enterprises, stars and celebrities to carry out One Cares One, Jingxin Book Foundation, Conquer Hunger via Bright Experience - DSM Annual Charity Walk and art charity auction for 50th Anniversary for Fighting Hunger Worldwide. We initiated RMB6.3 Yuan – International Poverty Eradication Day themed activity, China Poverty Alleviation Award Selection and Awarding activity and International Social Responsibility Forum activity.

In 2014, CFPA organized such public welfare activities as Great Walkers, Hunger for 24 hours, One Million Kilometers, One Million Donation" and Netizens Fight against Ebola, comprehensively promoted the application of mobile Internet, which eyed the enthusiastic participation of the community and got a good response. In 2014, a total of 283,475,800 person-time participated in the donation and 56,362 volunteers provided 1.2087 million hours of voluntary services.





## ► Great Walkers Public Welfare Hiking

Great Walkers is a large-scale outdoor philanthropic hiking activity initiated by CFPA that combines public welfare with health. It is the first 100km philanthropic hiking activity in the mainland China. Great Walkers encourages the public to complete a 50km or 100km hiking within the stipulated time, with four people in a team to overcome difficulties together day and night. Adhering to the belief of “one step, one change”, it mobilizes the people around to support public welfare with practical action and help the overall development of the children in impoverished areas.

In 2014, a total of 3,348 people from 1,044 teams enrolled in Great Walkers. By lot, 1,800 people from 450 teams obtained the official participation qualification, and finally 1,026 people completed the hiking challenge. Meanwhile, each Great Walker mobilizes 5 people to participate in donation on average, and the number of effective donations was 9,102 times, totally raising RMB1.5945 million yuan in capital and 785 pairs of children's shoes. 45 people become monthly donors via the activity.

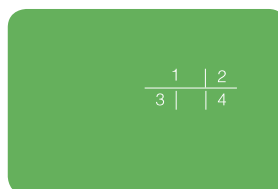
In 2014, Great Walkers built a more open platform for the participation of institutions and the public. Nearly 10,000 people participated in the activity in the name of participants, support teams, volunteers, enterprises, media and government, sharing the fun of helping others to achieve success and feeling the charm of happy charity.

## ► Walking Proud, Every Step has Power!

On 6th Dec, 2014, Walking Proudly – 2014 Philanthropic Hiking Team Competition jointly sponsored by CFPA and Guangdong Qianhe Community Public Welfare Foundation was held at Huolu Mountain Forest Park of Guangzhou. Advocating the concept of “Everyone for Philanthropy”, the activity requires the participants to complete a 20 km mountain hiking challenge with 4 people in a team and each team promises to raise at least RMB 1,000 yuan of donation, personally helping the NGOs in the Pearl River Delta region to carry out public welfare projects.

The activity in 2014 totally attracted the participation by 1,972 citizens from 493 teams and totally attracted donation of over RMB 680,000 yuan. Compared with the year of 2013, it was respectively improved by 43%, 79%, 62% and 25% in terms of the number of participants, total funds raised, number of donors and per capita donation.

A total of nearly 4,000 citizens participated in the hiking since the activity was launched three years ago. The public totally donated RMB 1.15 million yuan. It has driven 15,000 people to participate in donation and funded more than 20 NGOs to carry out public welfare projects. Walking Proud has gradually developed in to the largest philanthropic hiking event.



Pic. 1: The participating teams of Great Walkers start from the foot of Juyongguan Great Wall.

Pic. 2: First team of Great Walkers 100 km breaks the tape.

Pic. 3: Kickoff ceremony of Walking Proudly

Pic. 4: The participating teams of Walking Proud passed the first card reading point.



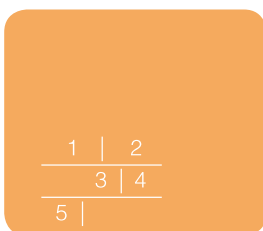
## ► “One Million Kilometers, One Million Donation” Public Welfare Activity

On 4th June, 2014, CFPA, Wal-Mart and its main supplier Mars Crispy jointly launched One Million Kilometers, One Million Donation public welfare activity. It encouraged the clients to personally participate in philanthropy in time of shopping. Mars donated one Yuan for each one-kilometer shopping walk by the consumer of Wal-Mart to support project Love Food. Over 10,000 people participated in the activity and contributed a total mileage of more than 100.16km, and Mars donated RMB 1.1 million yuan.

## ► Unite the Force for Good, Inspires Volunteerism

Unite the Force for Good is a large voluntary donation activity initiated by CFPA in 2010. It advocates the volunteers to carry out public advocacy and fundraising, pass 100-percent kindness via good deeds, unite the force of the whole society to care about the children in the impoverished areas. The project advocates the college student volunteers to serve 100 hours, the shopping malls to offer site for 100 hours and the public donate RMB 100 yuan each.

In 2014, Unite the Force for Good carried out two activities, “Happy Monthly Donation Season” and “Warm Action”. A total of 167 colleges from 90 cities of 30 provinces participated in the activities and 11,602 people were invited to join SMS monthly donation, with RMB 9.6731 million yuan raised, 53,938 volunteers and 1,170,956 hours of services provided. By the end of 2014, a total of 8 times had been carried out, and over 100,000 college student volunteers from 106 cities in 31 provinces participated in it, with totally RMB 35.84 million yuan raised for the pupils in the areas stricken by poverty and disasters. CFPA advocates a public welfare mode of “every can participate” and provides a self-improvement platform for college students.



Pic. 1: Holding One Million Kilometers, One Million Donation public welfare activity

Pic. 2: Unite the Force for Good RT-Mart Ludian Care Action

Pic. 3: 11 malls of CapitaLand support Unite the Force for Good volunteer fundraising activity

Pic. 4: Unite the Force for Good • Guangzhou in Action

Pic. 5: 2014 Unite the Force for Good • Warm Action College Training

## ► One Yuan from You, Philanthropy with You

In 2008, CFPA launched “Donate One Yuan to Send Love and Nourishment” activity. Each year, via over 6,000 restaurants under the banner of Yum! Brands Group cross the country, including KFC, Pizza Hut, etc., it advocates that each person donates one yuan to make contribution for the healthy growth of the children in the impoverished areas. A total of over 75 million consumers participated in the donations, and the total donation was over RMB 110 million yuan, RMB 20 million yuan among which were from Yum! Brands Group and its employees. 170 stars and celebrities including Ruby Lin, Lu Yi, Mei Ting and Olympic champion Yang Wei participated in the project and served as its goodwill ambassador. A total of 35,000 volunteers participate in the activity.

From 14th July to 3rd August, 2014, more than 15 million customers and 450,000 employees of Yum! nation wide enthusiastically participated in the activity. Over RMB 20 million yuan was raised, including over RMB 16 million yuan of donations from consumers and over RMB 4 million from Yum! and its employees. It also raised RMB 300,000 yuan on line via scan code of Tencent WeChat and Sina Brand Donation.

## ► Everyone Philanthropy – Applause and Cheer for Civil Philanthropy

Jointly initiated by CFPA and Tencent Foundation in 2014, Everyone Philanthropy is a project providing public fundraising service to the initiator by mobile internet.

In 2014, the platform totally rolled out 151 projects and raised RMB 17.18 million yuan. A total of 509,507 caring netizens participated in Everyone Philanthropy via Tencent’s public welfare platform.



Pic. 1: One Yuan from You, Philanthropy with You

Pic. 2: Donate One Yuan activity of KFC Restaurant in 2014

Pic. 3: In July 2014, Chengdu Cloud Charity organized Everyone Philanthropy Project exchange training to the NGOs in Sichuan.

Pic. 4: Donate One Yuan Beijing Market Kicks off in 2014

Pic. 5: Donate One Yuan activity in Shenyang in 2014

Pic. 6: Nearly 100 Shenzhen citizens do push-up to support Donate One Yuan



## ► Joining Hands with CCTV Dream Star Partner to Forge CCTV Philanthropic Spring Festival Gala

In December 2014, Season II of Dream Star Partner co-sponsored by CFPA and CCTV1 had a prime-time broadcast. The theme for this season is Wake up ears and sing together.

The Program sets up a Dream Public Welfare Fund to care about the hearing-impaired children of 0-6 years old. CFPA manages and supervises the use of the fund via NGOs. The fund got the energetic supports from such companies and individuals as Sujiu Group, Six Walnuts, Old Temple Gold, Suning.com, JDB, Perfect Group, Phoenix Legend, Cochlear, Austrian Hearing Implanting and USA Bionics. Netizens extensively participated in the program via Alipay, WeChat, Netease Cloud Music and Sina MicroMusic. It totally provided 210 children with rehabilitation expenses and equipment.

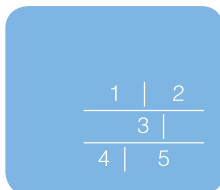
The program lets hearing-impaired children get widespread social concern.

## ► Philanthropic Future

Through integrating social resources and building platform, Philanthropic Future Project supports the development of college philanthropic associations, drives college students to participate in public welfare undertaking, promotes young college students to understand philanthropy and fosters modern philanthropic philosophy. By carrying out campus association public welfare activities, it has cultivated a number of aspiring, caring and capable talents.

In 2014, Philanthropic Future Project held National College Philanthropy Association Leaders Training Camp, National College Philanthropy Forum and College Association Interaction Platform, with more than 200 college philanthropic associations joining. It carried out Citigroup • College Student Financial Qualification Education, Realizing Dream in China • The Second College and High school Student Micro-Charity Contest, Orion Charity Dream Practice Contest, Wrigley • Interesting Garbage Cast and other large-scale campus public welfare projects, with RMB 3.925 million yuan raised totally. A total of over 20,000 college students directly participated in the project. The project also directly affects 160,000 people.

Since its inception in 2013, the project has supported over 500 associations nation wide to participate in public welfare activities and provided intellectual support for nearly 800 college students, directly affecting 300,000 college student-time. Philanthropic Future Project builds a public welfare platform for enterprises, NGOs and colleges, promotes enterprises to concern about campus public welfare and promotes young college students to understand and participate in public welfare undertaking.



Pic. 1: Children receiving congenital heart disease surgery funded by Dream Star Partner

Pic. 2: Star captains of Dream Star Partner

Pic. 3: "The Third Orion Charity Dream Practice Contest" co-sponsored by CFPA and Orion Food Co., Ltd.

Pic. 4: "Portable Garbage Bag" College Student Originality Design Competition Award Ceremony & Community Charity Advocacy Kickoff Ceremony co-sponsored by CFPA and Wrigley Foundation

Pic. 5: Yang Lan communicates with students of philanthropic associations at 2014 National College philanthropy Forum



## ► Fight Ebola, Tencent Netizens' Donation Breaks Guinness World Record

On 22nd December, 2014, CFPA joined hands with United Nations World Food Programme, Tencent Mobile QQ and Tencent Foundation to hold a public welfare activity themed “Fight Ebola, Hand in Hand to Protect Life”, in a bid to guide Chinese netizens to make donation via QQ Purse and break the Guinness world record of “most online donors of a single website within 24 hours”. Over 50 stars including Han Geng, Yang Mi, Liu Shishi, Sun Nan and TFboys recorded a promotional video for the program.

From 00:00:00 on 23rd December, 2014 to 00:00:00 on 24th December, 2014, within 24 hours, 105,803 times donation (within 24 hours, repeat donation recorded as one donation, and each donation was higher than RMB 1 yuan) were made via QQ Purse for the children in Ebola hit areas, with a total of RMB 873,810.91 yuan raised. As of 31st December, the number of donors hit 159,322. Together with the donations through Tencent Wechat Payment Platform, the donated amount hit RMB 1,591,002.76 yuan.

## ► Public welfare Activity with Microblogging Concerned by 160 Million Person-time in One Week – Hunger 24 Hours

From 1993, the United Nations designated the 17th day of each October as the International Day for the Eradication of Poverty. From 2014, China's State Council designated the 17th day of each October as Poverty Alleviation Day to appeal the whole society to pay attention to the gap between the rich and the poor and concern about poverty alleviation work and take positive action. In order to support the implementation of the first Poverty Alleviation Day, CFPA initiated and organized jointly together with Sina Micro Charity and other parties Hunger for 24 Hours · All-People Public Welfare Activity (referred to as Hunger for 24 Hours).

Through advocating the netizens to participate in microblogging topic (# experiencing Hunger #) interaction, purchase activity mask and replace social network portrait, to advocate the public to experience one-day meal skip from 20:00 on 16th October (World Food Day) to 20:00 on 17th October (Poverty Alleviation Day). As of 22nd October, a total of 82,000 netizens participated in microblogging topic (# experiencing Hunger #) interaction and 160 million people concerned the activity via Sina Weibo. CCTV and other media released and forwarded 1,100 articles on the activity. By use of Internet light mode, the activity achieves the social mobilization of Everyone Philanthropy, lets public welfare into the public life and advocates the public to concern public welfare in experience.



Pic. 1: Fight Ebola, Tencent Netizens' Donation breaks Guinness world record

Pic. 2: Public participating in “Hunger for 24 Hours”







An aerial photograph of a lush green landscape. The top half of the image shows terraced rice fields on a hillside, with a small blue-roofed building visible in the distance. The bottom half is dominated by a dense forest of tall, thin trees. A solid green vertical bar runs along the right side of the image, containing the title text.

Audit

R<sub>e</sub>port



# AUDITORS' REPORT

Ruihua Audit Zi [2015] No. 01280025

## TO CHINA FOUNDATION FOR POVERTY ALLEVIATION:

We have audited the accompanying financial statements comprising balance sheet as of December 31, 2014 of China Foundation for Poverty Alleviation ("CFPA"), the related business activities statement, cash flow statement for the year then ended, and the notes to the financial statements.

### Management's responsibility for the financial statements

The management is responsible for the preparation and fair presentation of these financial statements in accordance with Regulation on the Administration of Foundations and Civil Non-profit Organization Accounting System. This responsibility includes: (1) selecting and applying appropriate accounting policies; (2) designing, implementing and maintaining internal control relevant to the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the audit criteria China CPA and "provides the foundation and financial statements audit guidelines". We conducted our audit in accordance with China Standards on Auditing for Certified Public Accountants. These standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amount and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Opinion

In our opinion, the financial statements comply with the requirements of Regulation on the Administration of Foundations and Civil Non-profit Organization Accounting System and present fairly, in all material respects, the financial position of CFPA as at December 31, 2014, and of its financial performance and its cash flows for the year then ended.

Ruihua Certified Public Accountants

Beijing China



China CPAs:



China CPAs:



10 March 2015



## Balance Sheet

Company: CFPA				December 31, 2014				Unit: RMB Yuan			
Assots	Row	Opening Balance	Closing Balance	Liabilities and Not Assots	Row	Opening Balance	Closing Balance				
Current Assets				Current liabilities							
Cash and cash equivalents	1	381,453,933.72	443,720,688.80	Short term borrowings	20		300,000,000.00				
Short-term investments	2	299,313,736.25	401,233,812.74	Account payables	21						
Account receivables	3	764,318,556.23	878,442,556.23	Salary payables	22	589,788.44	249,660.88				
Prepayments	4	1,489,689.03	2,162,790.20	Tax payables	23	68,966.54	112,012.67				
Other receivables	5	1,046,712.55	590,670.70	Other payables	24	9,344,438.95	6,152,852.97				
Inventories	6	46,980,984.05	38,173,441.73	Advance from customers	25						
Deferred expenses	7			Accrued expenses	26						
Other current asset	8			Long-term liabilities due	27	110,000,000.00	325,000,000.00				
Total current asset		1,494,603,611.83	1,764,323,960.40	Total current liabilities within one year		120,003,193.93	631,514,526.52				
Long-term equity investments	9	349,317,254.16	381,398,315.53	Long-term borrowing	28	583,500,000.00	13,500,000.00				
Long-term debt investments	10	60,000,000.00	60,000,000.00	Long-term payables	29	28,000,000.00	26,000,000.00				
Total long-term investments		409,317,254.16	441,398,315.53	Total long-term liabilities		611,500,000.00	39,500,000.00				
Original value of fixed assets	11	8,756,296.46	9,639,695.46								
Less: accumulated depreciation	12	5,893,191.76	6,773,895.04	Entrusted liabilities	30	489,316,891.92	628,189,131.60				
Net value of fixed assets		2,863,104.70	2,865,800.42	Total Liability		1,220,820,085.85	1,299,203,658.12				
Construction in progress	13	488,002.00	747,090.00								
Heritage cultural assets	14	274,900.00	274,900.00								
Disposal of fixed assets	15			Net assets:							
Total Fixed assets		3,626,006.70	3,887,790.42	Unrestricted net assets	31	163,785,433.20	184,840,099.38				
Intangible assets	16	9,190,143.75	8,926,952.67								
Other non-current assets	17	1,396,500.00									
Entrusted assets :	18			Restricted net assets	32	533,527,997.39	734,493,261.52				
Entrusted assets	19			Total Net assets		697,313,430.59	919,333,360.90				
Total Assets		1,918,133,516.44	2,218,537,019.02	Total Liabilities and net assets		1,918,133,516.44	2,218,537,019.02				

Person in Charge: Duan Ying-bi

Person in charge of accounting :Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling

## Statement of business activities

Company: CFPA		December 31, 2014		Unit: RMB Yuan	
2014					
Item	Row	Unrestricted	Restricted	Total	
1.Revenue					
Incl.: Donation	1	87,896.44	613,130,252.96	613,218,149.40	
Rendering of services	2				
Good of sales	3				
Government grants	4				
Investment income	5	29,085,735.18		29,085,735.18	
Other income	6	9,299,765.32		9,299,765.32	
Total Revenue	7	38,473,396.94	613,130,252.96	651,603,649.90	
2. Expenses of:					
1) Operation expenses	8	410,001,624.48		410,001,624.48	
2) Administrative expenses	9	18,595,136.96		18,595,136.96	
3) Financing expenses	10	453.95		453.95	
4) Others	11	4,828.44		4,828.44	
Total expenses	12	428,602,043.83		428,602,043.83	
3. Restricted net asset transferred into unrestricted net asset	13	411,222,377.86	−411,222,377.86		
4. Changes in net asset ( ' − ' for decrease)	14	21,093,730.97	201,907,875.10	223,001,606.07	
2013					
Item	Row	Unrestricted	Restricted	Total	
1.Revenue					
Incl.: Donation	1	2,271,000.00	522,350,442.84	524,621,442.84	
Rendering of services	2				
Good of sales	3				
Government grants	4				
Investment income	5	22,940,262.25		22,940,262.25	
Other income	6	5,959,992.47		5,959,992.47	
Total Revenue	7	31,171,254.72	522,350,442.84	553,521,697.56	
2. Expenses of:					
1) Operation expenses	8	322,419,886.78		322,419,886.78	
2) Administrative expenses	9	11,251,312.18		11,251,312.18	
3) Financing expenses	10	69,324.60		69,324.60	
4) Others	11	8,446.73		8,446.73	
Total expenses	12	333,748,970.29		333,748,970.29	
3. Restricted net asset transferred into unrestricted net asset	13	334,601,172.65	−334,601,172.65		
4. Changes in net asset ( ' − ' for decrease)	14	32,023,457.08	187,749,270.19	219,772,727.27	

Person in Charge: Duan Ying-bi

Person in charge of accounting :Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling



## Cash flow statement

Company: CFPA		December 31, 2014	Unit: RMB Yuan
Item	Row	Amount	
1.Cash Flow from Operating activities:	1		
Cash received from donation	2	524,085,946.89	
Cash received from membership fees	3		
Cash received from rendering of services	4		
Cash received from the sales of goods	5		
Cash received from government subsidies	6		
Other cash received relating to operating activities	7	12,405,123.17	
Subtotal of cash inflows	8	536,491,070.06	
Cash paid for donation or imbursement	9	300,776,786.05	
Cash paid to and for employees	10	16,095,863.61	
Cash paid for goods and services	11		
Other cash paid relating to operating activities	12	15,390,420.20	
Subtotal of cash outflows	13	332,263,069.86	
Net cash flow from operating activities	14	204,228,000.20	
2.Cash Flow from Investing activities:	15		
Cash received from return of investments	16	2,965,498,032.18	
Cash received from income on investment	17	11,966,977.35	
Cash received from disposal of fixed assets and intangible assets	18		
Other cash received relating to investing activities	19		
Subtotal of cash inflows	20	2,977,465,009.53	
Cash paid to acquire fixed assets, intangible assets	21	361,951.90	
Cash paid on investments	22	3,083,060,659.38	
Other cash paid relating to investing activities	23		
Subtotal of cash outflows	24	3,083,422,611.28	
Net cash flow from investing activities	25	-105,957,601.75	
3.Cash Flow from Financing activities:	26		
Cash received from borrowings	27	300,000,000.00	
Other cash received relating to financing activities	28	596,984,710.79	
Subtotal of cash inflows	29	896,984,710.79	
Cash repayments of borrowings	30	357,000,000.00	
Cash paid for interest expenses	31	44,978,354.16	
Other cash paid relating to financing activities	32	531,010,000.00	
Subtotal of cash outflows	33	932,988,354.16	
Net cash flow from financing activities	34	-36,003,643.37	
4.Effect of changes in foreign exchange rate on cash and cash equivalents	35		
5.wNet increase in cash and cash equivalents	36	62,266,755.08	

Person in Charge: Duan Ying-bi

Person in charge of accounting :Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling



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# Partner

Our growth cannot be separated from the partners who have supported, encouraged and accompanied us to move forward, the donation institutions and individuals who have trusted us. Your companionship and trust is the big love that we cherish and carefully protect.

It is the love that makes us move ahead hand in hand,

It is the love that brings hopes and future to the impoverished people, We persist for love!

We **believe**,

Perseverance Brings About Change

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OUR PARTNERS







# OUR ORGANIZATION

## Directors (16 members)

Wang Xingzui	Wang GuoLiang	Wang Zhenyao
Wang Biling	Liu Wenkui	JiangShaogao
Shi Cengzhi	Chen Kaizhi	He Daofeng
Zhao Guanjun	Jin Jinping	Duan Yingbi
Xiang Lei	Chai Jiufeng	Hu Shuanglong

## Supervisors (2 members)

Qu Tianjun	Xiang Yanzhen
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## Secretariat

Secretary-general: Liu Wenkui  
Vice Secretary-general: Liu Dongwen, Chen Hongtao  
Assistant to Secretary-general: Wang Jun, An Jianrong, Qin Wei

## Functional Departments

Administration & Legal Department  
Human Resources Department  
Information Monitoring and Study Department  
Planning and Finance Department  
Brand Communication Department

## Business Departments

Resources Development Department	Mobile Internet Department
Public Interaction Department	Microfinance Department
Maternal and Infant Health Project Department	New Great-Wall Project Department
Project Cooperation Department	Emergency Department
International Development Department	Chengdu Office
Guangdong Office	





#### Beijing Headquarters

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Add: South Building, No. 36, Shuangyushu Xili, Haidian District, Beijing

Postcode: 100086

#### Guangdong Office

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Tel.: 020-8327 6579

Fax: 020-8371 3453

Add: Room 717, 7/F, Building. 45, No. 3 Jianshe Road, Yuexiu District, Guangzhou, Guangdong

Postcode: 510060

Account Bank: Beijing Science & Technology Exhibition Center Branch, Bank of China

User name: China Foundation for Poverty Alleviation

Account Number: 0000 0323 3560 29109

