

2019

CHINA FOUNDATION
FOR POVERTY ALLEVIATION
ANNUAL REPORT





1989



2019

中国扶贫基金会
成立三十年座谈会

刘文奎



On April 2, **2019**

the Symposium on the Establishment of China Foundation for Poverty Alleviation was held in Beijing. Liu Yongfu, Director of the State Council Leading Group Office of Poverty Alleviation and Development, attended the meeting and delivered a speech. He pointed out that China Foundation for Poverty Alleviation has grown from a small and weak force to a large and strong one, explored and accumulated new methods and experience in the participation of social organizations in poverty alleviation, which was worthy of full recognition and careful summary.





By the end of **2019**

China Foundation for Poverty Alleviation had raised funds and materials totaling RMB **6.73** billion, benefiting **40,299,700** person-times of poverty-stricken population and people in disaster-stricken areas.

ABOUT US

Founded in 1989, China Foundation for Poverty Alleviation is a non-governmental charitable organization registered with the Ministry of Civil Affairs, and supervised by the State Council Leading Group Office of Poverty Alleviation and Development. In September 2016, CFPA was one of the first to be acknowledged by the Ministry of Civil Affairs as a charitable organization certified for public fundraising.

OUR MISSION

Disseminate good and reduce poverty, help stakeholders to achieve their aims, and make the good more powerful.

OUR VALUES

Service Innovation Transparency Tenacity



Zheng Wenkai

REMARKS BY PRESIDENT, CHINA FOUNDATION FOR POVERTY ALLEVIATION

The year of 2019 was unusual. In this year, we celebrated the 70th anniversary of the founding of the People's Republic of China; in this year, we overcame difficulties, improved the effectiveness of poverty alleviation, and made innovations in the long-term mechanisms to tackle relative poverty; in this year, China Foundation for Poverty Alleviation celebrated our 30th anniversary. On the Symposium on the Establishment of China Foundation for Poverty Alleviation, Liu Yongfu, Director of the State Council Leading Group Office of Poverty Alleviation and Development, pointed out that China Foundation for Poverty Alleviation has grown from a small and weak force to a large and strong one, explored and accumulated new methods and experience in the participation of social organizations in poverty alleviation, which was worthy of full recognition and careful summary.

In 2019, under the leadership and guidance of the State Council Leading Group Office of Poverty Alleviation and Development, the Ministry of Civil Affairs and concerned parties, China Foundation for Poverty Alleviation insisted on remaining true to our original aspiration and keeping our mission firmly in mind, thoroughly studied the guidance of the 19th Congress of CPC, extensively developed resources and efficiently implement various poverty alleviation programs with a focus on the implementation of plans to win the battle against poverty. Combining with the annual positing of fighting against poverty and strengthening the team construction, CFPA tapped its advantages and strived to be a vanguard of social force in poverty alleviation, which has achieved great achievements.

In the past year, CFPA, with a focus on the overall goal, major region, and specialization, as well as a target to expand the coverage of poverty alleviation, has furthered the work in eradicating poverty and continuously improved institution governance and program management. Aiming at the main causes of poverty and major breakthroughs of alleviating poverty, CFPA elaborately designed and steadily forged ahead the implementation of programs in all areas. CFPA intensified its efforts to implement the Backbone Project, and started the Critical Illness Relief Program to solve the prominent problems of poverty caused by illness among the poor and disadvantaged, continuously carried out the Nutritious Meals Program and the Child Companion Plan to care for the physical and mental health of children in poor areas, continuously carried out programs such as the Panda Pack Project, the Moving Forward Program, School Dormitory Program, and the New Great Wall Scholarship Program to promote the fairness in education for urban and rural areas, deepened the mode of the Bona Vila Program and Shanpin E-commerce that promoted poverty alleviation through tourism and e-commerce, and activated the Ecological Afforestation Program and the Rural Capacity Training and Vocational Education Program to bring about the inner power of young villagers and advance the transformation of methods adopted for poverty alleviation from the external assistance to self motivation. Moreover, CFPA carefully organized advocacy activities such as the Great Walker, the One Yuan Donation Initiative, the "Unite The Force For Good" Fundraising Activity, The "Love Knows No Borders" International Charity Sale, Little Philanthropic Activist and Little Disaster Reduction Activist to continuously innovate the forms of participation and carry out social mobilization activities in a deep-going way. In terms of international exchanges and cooperation on poverty reduction, CFPA upheld the philosophy of "Love Without Borders, People to People Connectivity", and actively responded to the Belt and Road Initiative. Our international aid and development programs have been implemented in many countries, through which China's international impact has continuously expanded, China's experience in poverty alleviation has been passed on, and stories of China's poverty alleviation have been told.

Thanks to the trust and support from all partners, in 2019, CFPA received donations totaling RMB 880 million, making a new breakthrough. RMB 830 million was used for philanthropic expenditure, with 6,876,000 person-times of beneficiaries. International aid and development programs were carried out in eleven countries: Myanmar, Nepal, Ethiopia, Cambodia, Namibia, Uganda, Laos, Mongolia, DPRK, Zimbabwe, and Pakistan.

2020 is a milestone year. In this year, we will achieve the first centenary goal of building a moderately prosperous society in all respects. The year 2020 is also the concluding year of ensuring a decisive victory in eradicating poverty, with which the goal of lifting all impoverished rural residents and counties out of poverty by current standards as scheduled will come true. At such an important historical node, CFPA, focusing on the requirements of decisive victory in eradicating poverty, will give full play to its advantages, guide and mobilize more social resources and forces, step up efforts to help the poor get rid of poverty, and spare no effort to win the battle against the poverty, so as to make new contribution to poverty alleviation and development with Chinese characteristics!

CONTENT

02

OUR 2019

54

AUDIT
REPORT

60

OUR
PARTNERS

64

OUR
ORGANIZATION

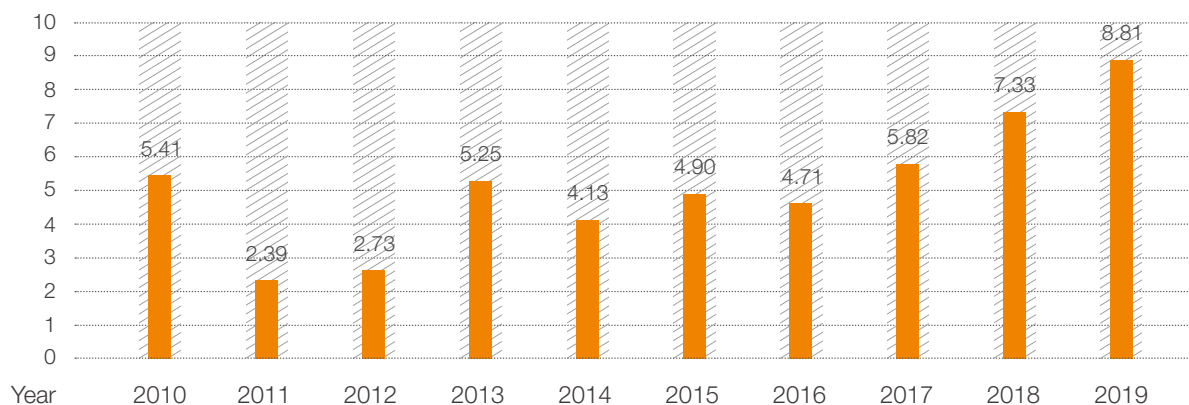


OUR 2019

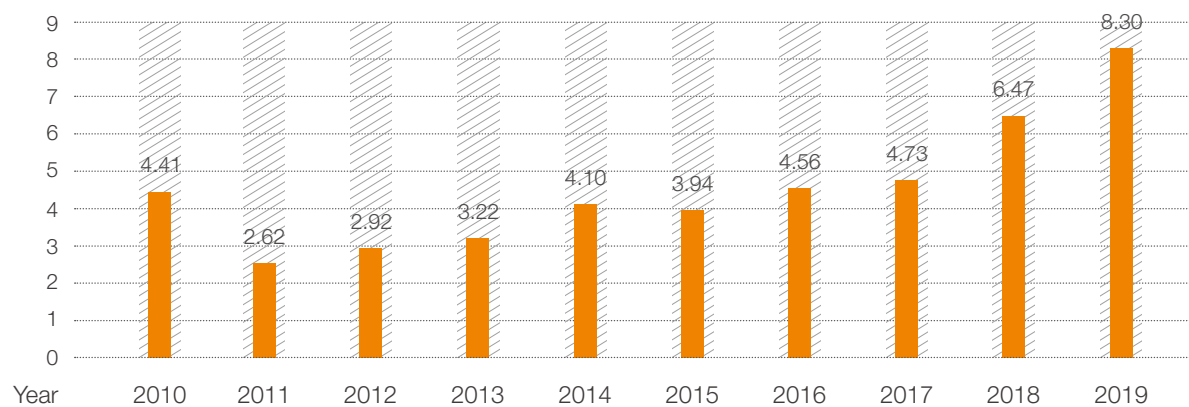
The year of 2019 witnessed our efforts to transform donations made out of love and support into nutritious meals for financially-challenged children to improve their nutrition status, lovely backpacks for primary school students, spacious and bright campuses for better study environment, companion mothers for “left-behind” children and convenient bridges over mountain streams, to enable high-school and undergraduate students to bring their ambitions and dreams into existence, rural residents to build up their own beautiful houses, and farmers to sell agricultural products nationwide, as well as making sure that major labors of poor families are covered by healthcare... We feel content and proud of what we have achieved.

In 2019, we upheld our vision to empower beneficiaries, donors and partners, and kept on with our efforts to improve the capability, expertise and creditability of the organization itself, push forward the development of informatization and services for donors, accelerate the application of mobile Internet in our work, and endeavor to unveil, gather and distribute kindness throughout so as to bring out its full potential. As always, we will express our gratitude towards the support we have received from all walks of society by dedicating our heated passion, doubled efforts, devoted services and high efficiency to this cause and passing on all the love and expectation from donors to those who strive in poverty and difficulties.

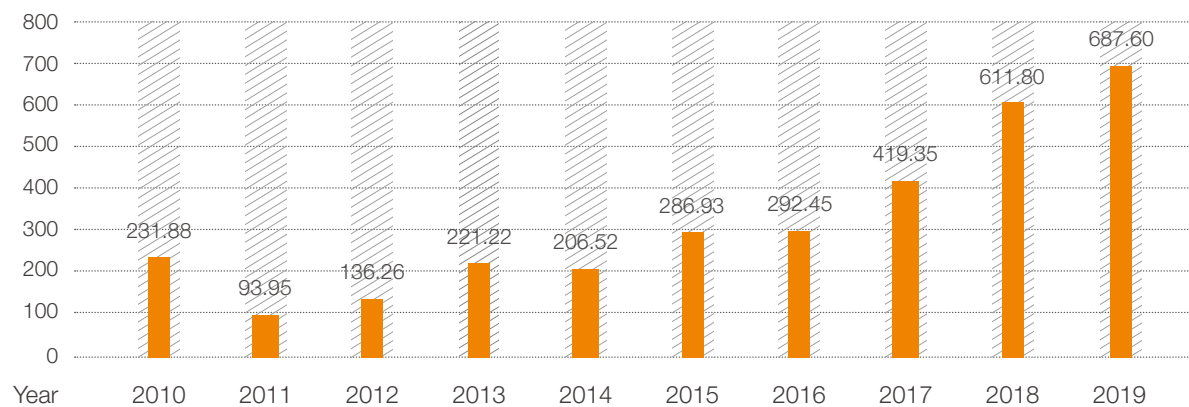
Annual Donation Income (hundred million RMB)



Annual Expenditure (hundred million RMB)



Annual Number of Beneficiaries (10,000 person-times)



POVERTY ALLEVIATION THROUGH HEALTH CARE



Nutritious Meals Program
Child Companion Plan
Health Insurance for Poor
Families' Labors

The health and sanitary conditions of the poor population have always been one of the top concerns of the society and the world. At present, there are widespread problems in poverty-stricken areas in China, including insufficient medical services, malnutrition among children, imperfect child welfare protection systems, and difficulties in caring for the elderly. These problems affect the physical and mental health of the poor.

In the past 30 years, China Foundation for Poverty Alleviation has launched philanthropic programs such as the Maternal and Infant Health Care Program, Nutritious Meals Program, Child Companion Plan, Caring for the Disabled and the Mentally-challenged Elderly People, Health Insurance for Poor Families' Labors, etc., tried hard to build a comprehensive support system for maternity subsidies, medical personnel training, medical equipment and material assistance, reduce the incidence of malnutrition among children, ensure the nutritional needs of children in the process of growing up, build welfare support and child protection systems for rural children, especially for rural left-behind children and children in distress, and provide health care insurances for the major labors of registered poor households so as to reduce the incidence of poverty caused by illness, aiming to facilitate poverty alleviation.

1 Providing Health Insurance for Poor Families' Labors



Photo 1: Achievements in targeted poverty alleviation published at the second anniversary meeting of the Backbone Project

Photo 2: A Le Wu Ge, beneficiary from Xide County, Sichuan Province

Photo 3: Zhang Juhua, beneficiary from Yangyuan County, Hebei Province, with CFPA staff member



Under the guidance of the State Council Leading Group Office of Poverty Alleviation and Development and the National Health Commission, China Foundation for Poverty Alleviation partnered with Alibaba Philanthropy, and the Philanthropy & Insurance Platforms of Ant Financial Services, launched the Backbone Project. This project combines poverty alleviation through health care with health insurance, and provides tailored poverty alleviation insurances to poverty-stricken households with registered cards aged between 18 to 60 years old.

From July 12, 2017 to December 31, 2019, the Project raised funds totaling RMB 241.13 million, benefiting a total of 8,350,000 person-times in 80 counties (cities and districts) in 12 provinces (autonomous regions and municipalities directly under the Central Government), among which a total of 743,200 person-times in 9 poverty-stricken counties in three regions and three prefectures (The "three regions" refers to Tibet, four prefectures of southern Xinjiang, and the areas of Sichuan, Yunnan, Gansu, and Qinghai provinces with large Tibetan populations; the "three prefectures" refers to Liangshan in Sichuan, Nujiang in Yunnan, and Linxia in Gansu). A total of 43,826 person-times have been paid reimbursement, with a total amount of RMB 84.87 million, effectively reducing the burden of hospitalization for poverty-stricken population.

In 2019, the Project raised funds of RMB 104.95 million, about RMB 100.03 million of which were from the Platform of Alibaba Philanthropy. Through the internet-based philanthropic platforms such as Goods for Good, the platform drove donations from the public, mobilized the entire society and helped the poverty alleviation through health care. In 2019, the Project fell to the ground with an investment of RMB 120.84 million, in which 71 counties (cities and districts) in 12 provinces (autonomous regions and municipalities) were involved, benefiting 4,105,700 person-times.

Total funds raised in 2019

RMB **104.95**
million

Expenditure in 2019

RMB **120.84**
million

2 Improving the Nutritional Status of Children



Photo 1: An egg and milk for each child every day to ensure the child's nutritional needs

Photo 2: Delicious food made in a tidier kitchen is a simple and precious joy to children

Photo 3: Children enjoying the delicious meals and smiling happily

Photo 4: The change of opinion on nutrition starts from nutrition education on them

In 2008, China Foundation for Poverty Alleviation launched the Nutritious Meals Program, a philanthropic program focusing on improving children's nutrition in poverty-stricken areas. After years of practice and exploration, CFPA has gradually formed a three-in-one program including nutritious meals, kitchen renovation, and nutrition knowledge promotion. From October 9, 2008 to December 31, 2019, funds raised for the program exceeded RMB 360 million, and the accumulative input exceeded RMB 320 million, covering 111 poverty-stricken counties (cities and districts) from 58 cities (prefectures) in 17 provinces (autonomous regions): Sichuan, Yunnan, Hubei, Hunan, Guangxi, Guizhou, Liaoning, Hebei, Henan, Fujian, Xinjiang, Jiangxi, Heilongjiang, Anhui, Ningxia, Gansu and Shaanxi, benefiting 1,134,000 person-times, providing 57.60 million nutritional meals for students, with the establishment of 2,172 standardized kitchens of love. Meanwhile, school feeding programs were carried out in Cambodia and Ghana. In addition, the program provided approximately 762,000 packages of Vita Meals for 605,000 person-times in 20 provinces across China.

In 2019, the Nutritious Meals Program raised funds of RMB 54.74 million and input a total of RMB 43.42 million, with a coverage of 38 counties (cities and districts) from 29 cities (prefectures) in 13 provinces (autonomous regions and municipalities): Yunnan, Guizhou, Guangxi, Xinjiang, Hunan, Hebei, etc., providing 6.61 million nutritious meals for 49,000 students, benefiting more than 191,800 person-times of students. In addition, equipment of kitchen of love was provided for 404 schools (note: accumulative donation and expenditure amount and beneficiaries include those from international nutritious meals, kitchens renovations by the Moving Forward Program, and kitchen renovations for post-disaster reconstruction. Donation and expenditure amount and beneficiaries in 2019 do not include those from international nutritious meals or kitchens renovations by the Moving Forward Program).

Funds raised in 2019

RMB **54.74**
million

Expenditure in 2019

RMB **43.42**
million

3 Accompanying Left-Behind Children



Photo 1: Companion mothers always teach through lively activities to let the children grow up in fun

Photo 2: Companion mothers improve themselves by attending trainings to better serve children

Photo 3: In the companion home supported by Jackson Yee, children express their gratitude by forming a heart shape



Photo 4: Partners of Alibaba Group visit the companion home in Gukeng Village, Xunwu County, Jiangxi Province

Statistics show that there are currently about 6.97 million left-behind children in China. To fully grasp the information of left-behind children and children in distress, identify and report children's needs, provide them with welfare services, China Foundation for Poverty Alleviation launched the Child Companion Plan. The Child Companion Plan adopts the model of "one person, one family and one tie". With the "companion mother" as the starting point, the "companion home" as the platform, and the county-level horizontal linkage mechanism as the guarantee, the Plan establishes a guardian network for left-behind children and children in distress at the village level, explores effective ways to protect their welfare and rights, and provides a reference for the landing of government policies.

From October 28, 2015 to December 31, 2019, the Child Companion Plan raised a total of RMB 76 million, and the enterprises and the general public provided a support of RMB 60.36 million and local governments provided a support of RMB 15.64 million, which means 79.4% of the funds came from enterprises and the general public, and 20.6% came from local governments. CFPA has successively cooperated with Sichuan Provincial Party Committee of Communist Youth League, Department of Civil Affairs of Guizhou Province, Jiangxi Charity Federation, Department of Civil Affairs of Yunnan Province and Department of Civil Affairs of Hubei Province. Under the technical support of China Philanthropy Research Institute, the Plan covers 588 villages in 54 counties (cities and districts), including 35 poverty-stricken counties and 398 registered poverty-stricken villages. The Plan covers nearly 350,000 children and has collected and addressed 165,000 cases of children's welfare needs. The Plan has been welcomed and recognized by local governments, partners, children and parents.

In 2019, the Plan raised funds of RMB 17.75 million, input RMB 19.48 million, collected and addressed 69,400 cases of child's welfare needs. Companion mothers organized 32,400 times of activities, involving 283,600 person-times of children and 59,200 person-times of parents. 12 training sessions were carried out, involving 487 person-times participating training and 734 person-times attending training. In early 2019, provincial financial funds were supplied for the Plan in Sichuan after the expiration of three-year project period to promote the continuous development of the Plan. In 2020, the Plan will expand to other provinces including Guizhou, Jiangxi, Yunnan, Hubei and Anhui.

Funds raised in 2019

RMB **17.75**
million

Expenditure in 2019

RMB **19.48**
million

69,400 cases of
children's welfare needs
collected and addressed by
the Plan in 2019

4 Promoting Health and Sanitation in Rural Areas

In order to constantly improve the level of rural health, China Foundation for Poverty Alleviation has launched the rural health project, which contributed to improving the health of poverty-stricken population and assisting poverty alleviation in the mode of providing medical assistance, equipment and facilities for people in poverty-stricken areas as well as offering training for primary-level medical personnel.

- ♥ The Maternal and Infant Health Care Program, targeted at reducing maternal mortality and infant mortality, and improving maternal and child life support and health conditions in poverty-stricken areas, has carried out 120 action plan for maternal and infant health care, the Help Me See project, and the critical illness project.

From the year 2000 to December 31, 2019, the Maternal and Infant Health Care Program received more than RMB 165 million in donations and investment. The Program covered 27 counties (cities and districts) in 11 provinces (municipalities and autonomous regions) including Yunnan, Chongqing, Fujian, Ningxia, Anhui, Sichuan, Shanxi, Hebei, Hunan, Liaoning and Beijing, benefiting more than 747,000 person-times.

In 2019, the Maternal and Infant Health Care Program invested about RMB 5.60 million, benefiting about 66,000 person-times. Among them, the 120 action plan for maternal and infant health care covered 9 counties (cities and districts) of 7 provinces (municipalities and autonomous regions), with a total number of beneficiaries at around 46,000 person-times. CFPA continues to cooperate with the China Hearing and Language Rehabilitation Research Center in the Hearing Aid Project and benefited 35 hearing-impaired children. The Help Me See Project carried out eyesight screening on 20,000 children in Chengkou County in Chongqing and Yulong County in Yunnan.

- ♥ The Relief Project for Poor Farmers was carried out to help them tide over the difficulties by proving financial assistance for families in temporary difficulties (emergency assistance for disaster, critical accidental loss or fortuitous casualty to a family, domestic difficulties caused by disease or the schooling of the children). CD Finance has donated a start-up capital of RMB 582,900 to the Project and conducted a monthly donation project.

Since 2017 to the end of 2019, the Relief Project for Poor Farmers received RMB 1.44 million in donations, benefiting 154 beneficiaries to reduce their financial burden and to enable them to face life's challenges more positively. In 2019, the Project received donations of RMB 473,200 and expended RMB 342,000, benefiting 154 beneficiaries. Among that, critical illness aids were given to 128 people, relief for natural disaster to 19, and accident casualty assistance to 7, which gave them more confidence to face the future life while providing them with financial support.

- ♥ Since 2018, the "Love Knows No Borders—Hearing the Love of the World" raised funds of more than RMB 6.28 million, which was performed by IHEARU Charity Fund and China Children and Teenagers' Fund. At present, the expenditure amount reached more than RMB 4.70 million, covering over 70 congenitally deaf children in 5 provinces throughout the country, and these hearing-impaired children can hear the love of the world.

In 2019, the Project provided sustainable funding for poor congenitally deaf children and ensured that each child could receive a financial assistance of not less than RMB 50,000. The Project is expected to support 120 congenitally deaf children in poverty-stricken areas.



Photo 1: Under the support of BOSCH, the children have received language rehabilitation training

Photo 2: Beneficiaries of the Relief Project for Poor Farmers

Photo 3: "Love Knows No Borders—Hearing the Love of the World": Qian Wei, wife of Wang Yi, Chinese State Councilor and Minister of Foreign Affairs, with 17 representatives of the Embassy in China visiting hearing-impaired children

Expenditure on "Love Knows No Borders—Hearing the Love of the World" more than

RMB **4.70**
million

5 Critical Illness Relief Project

To actively response to the call of national poverty alleviation and mobilize social forces to participate in major disease funding, China Foundation for Poverty Alleviation partnered with Alipay philanthropy to launch the Critical Illness Relief Project in 2019, with which assistance for critical illness has been carried out comprehensively to provide medical and rehabilitation assistance and subsistence allowance to the poor and disadvantaged who suffers from serious illness, relieve financial burden of beneficiaries and enhance the confidence in life.

The Program started in June 2019, and has raised funds of RMB 14.69 million. During this period, CFPA has reached cooperation with 6 poverty-stricken counties and provided integrated support of medical and rehabilitation assistance and subsistence allowance to 61 poor and disadvantaged people who suffer from serious illness, reaching an expenditure amount of RMB 1.86 million.



Photo 1: Ji Li Ga Ga, Beneficiary from Xide County, Sichuan Province

6 Brightness Poverty Alleviation Program · Recovery from Cataract



Photo 1: Brightness Poverty Alleviation Program · Recovery from Cataract

Brightness Poverty Alleviation Program · Recovery from Cataract is an action of poverty alleviation through health jointly launched by the State Council Leading Group Office of Poverty Alleviation and Development and the National Health Commission. On July 25, they jointly issued the Notice on the Work Plan of Brightness Poverty Alleviation Program (GWBYH [2017] No.760). It intends to establish a long-term mechanism to provide free treatment nationwide for cataract patients from registered poverty-stricken households by 2020.

Under the leadership of the State Council Leading Group Office of Poverty Alleviation and Development, China Foundation for Poverty Alleviation, as the organization in charge of fundraising, cooperates with its partner China Poverty Alleviation Promotion of Volunteer Service to manage and allocate funds, deal with program applications, and supervise the implementation and results of the program. Social Participation in Poverty Alleviation and Development of China serves as the platform for information dissemination and fund raising. By the end of 2019, the Program raised funds of RMB 1.16 million and input RMB 458,700, benefiting 200 people from 16 counties (cities and districts) from Hebei Province and Shandong Province.

Funds raised by the end of 2019

RMB **1.16** million

A group of children, mostly of East Asian descent, are gathered in a circle, wearing bright orange puffer jackets. They are all looking down at their hands, which are positioned in the center of the circle, palms facing each other. The background is blurred, suggesting an outdoor setting. The overall mood is one of unity and hope.

POVERTY ALLEVIATION THROUGH EDUCATION

Panda Pack Project
Moving Forward Program
New Great Wall
Scholarship Program

Economic development in regions of harsh natural environments and remote geographical locations is slow, and the furthering study aggravates the family's financial difficulties. With the continuous deepening of poverty alleviation, facilities in many rural primary schools are gradually improved, while poverty-stricken areas still face the problem of unbalanced educational resources between urban and rural areas.

Aiming at "poverty alleviation through education", we start from helping the children first, and through that helping the families move out of poverty. Education is an important way to block intergenerational poverty and reduce long-term poverty. To this end, from 2002 to now, the development of CFPA in the field of promoting fair education can be divided into three stages, including "going to school", "receiving a good education" and "developing in an all-around way". CFPA has also launched a number of philanthropic education programs to address different issues, such as the New Great Wall Scholarship Program, Panda Pack Project, Building Schools and Dormitories Program, Moving Forward Program, etc. It is committed to promoting the life improvement and all-round development of rural students in poverty-stricken areas.

1 Small Package, Big Love



Photo 1: Joyful students in Qinglong County of Hebei Province when they received the pack

Photo 2: Students carefully filling in the response card to express their thanks to the donors after receiving the pack



Photo 3: Benefited students in Kangle County of Gansu Province putting on warm clothes from warm packages to play outdoors

Photo 4: Benefited students choosing their favorite items from the art packages



Photo 5: Students queuing up to receive warm packages of the pack

The Domestic Panda Pack Project is guided by the State Council Leading Group Office of Poverty Alleviation and Development, and jointly launched by CFPA, China Post, and CCTV-6 on April 26, 2009, as a national philanthropy project dedicated to improving the comprehensive development and living conditions of rural primary school students in poverty-stricken areas.

By the end of 2019, the Project has raised funds of RMB 726.78 million. It has distributed a total of 5,883,000 art packages for students, 558,700 warm packages for students, and 32,000 parcels of articles for daily use for students, and 31,000 parcels for schools, benefiting 30,217 schools and 6,527,600 students from 878 counties (cities and districts) of 31 provinces (autonomous regions and municipalities). At the same time, 6,549 families were also benefited from the Project.

In 2019, the Domestic Panda Pack Project received donations of RMB 61.25 million, and input RMB 70.09 million, benefiting 620,400 people. In 2019, the Project issued 535,600 art packages, 64,900 warm packages for students, and carried out more than 10 training sessions for art teachers, benefiting 619,500 students and more than 900 art teachers of 2,479 schools from 116 counties (cities and districts) in 21 provinces (autonomous regions and municipalities).

(Note: The expenditure is based on financial documents such as invoices/student signature forms. There is a time difference between the recovery of student signature forms and the delivery of packages.)

Funds raised in 2019

RMB **61.25**
million

Expenditure in 2019

RMB **70.09**
million

2 Moving Forward Program



Photo 1: Students were taking classes in the "Future Space" of Moving Forward Program

Photo 2: Children in Zhenxiong County of Yunnan Province received book packages

Photo 3: Children had a "Moving Forward Class" on the sunny playground

Photo 4: Children from urban and rural areas and college student volunteers took photos in the moving forward summer camp

Photo 5: Students learnt accordion in music class

The Moving Forward Program is a comprehensive and development-oriented philanthropic program, aiming at helping children in poverty-stricken areas to develop in an all-round way and promoting the educational equality between cities and rural areas by providing support for children in poverty-stricken areas in terms of condition improvement and capability improvement through sustained care and support.

The Moving Forward Program targets at poverty-stricken counties, and cooperates with the local education sectors to carry out the program in a certain proportion of primary schools in the county to help children in poverty-stricken areas grow in an all-round way. The Program introduces high-quality education core classes to stimulate the endogenous power and innovation of rural principals and teachers and promote the development of the campus education ecosystem in the county, laying a lifelong foundation for the future study, work and life of rural children.

From May 2014 to December 31, 2019, the Moving Forward Program received a total of RMB 64.80 million, and input RMB 60.89 million, benefiting 43,346 students and 1,697 teachers. In 2019, the Program received funds of RMB 22.56 million, and input RMB 18.88 million. With the support of public donors and caring enterprises such as Gome Holding Group, the Program was successfully implemented in Weining County and Hezhang County of Guizhou Province, Zhenxiong County and Huize County of Yunnan Province, Longlin County of Guangxi Province and Maoxian County of Sichuan Province.

Funds raised in 2019

RMB **22.56**
million

Expenditure in 2019

RMB **18.88**
million

3 New Great Wall Scholarship Program (for undergraduate students)



Photo 1: Beneficiary student presented gifts to Mr. Peng in the Inner Mongolia Donation Ceremony and Meeting of Meng Lihong's Scholarship

Photo 2: Meeting for Students from colleges and universities in Yunnan Province of Bentley Scholarship



Photo 3: Beneficiary students from Qingdao supported by the China Sports Lottery · New Great Wall Fund in 2019

Photo 4: Henan Normal University Donation Certificate Awarding Ceremony supported by the China Sports Lottery · New Great Wall Fund in 2019



Photo 5: Beneficiary students read out the declaration of self-reliance

The New Great Wall Scholarship Program for undergraduate students for impoverished undergraduate students provides financial support and talent support. The Program aims to cultivate self-reliant talents, and guide students to pay back the society while striving to become a talented person.

Since the launch of the Program in 2002, it has raised a total of RMB 297 million with 139,059 person-times of beneficiaries, covering more than 600 colleges and universities in 31 provinces (autonomous regions and municipalities). New Great Wall Self-Reliance Clubs have been established in 104 colleges and universities to provide students with a platform where they can achieve personal development.

In 2019, the Program raised funds of RMB 10.65 million and input RMB 12.34 million. A total of 4,116 qualified students from 157 colleges and universities received scholarships.

In 2019, the Program carried out three program monitorings and two meetings. Field monitoring covered 3 project universities and 3 project counties to ensure accurate and effective implementation of the Program. Through the meeting, donors and beneficiary students had better interaction and communication, and the distance between the donors and beneficiary students was narrowed.

Funds raised in 2019

RMB **10.65**
million

Expenditure in 2019

RMB **12.34**
million

4 New Great Wall Scholarship Program (for high school students)



Photo 1: Tutor of Jordan Wings Scholarship Program in Weiyuan No.1 Middle School visited the school

Photo 2: Philanthropy volunteers made home visits to bring warmth to needy families



Photo 3: China CITIC Bank Self-reliance Class of Qitai No.5 Middle School held the class meeting themed on "Chinese Dream · My Dream"

Photo 4: Hongqi Dream Self-reliance Class of Xingguo No.3 Middle School launched Lighting Future Summer Camp



Photo 5: Students of New Future Self-reliance Class of Dangshan No.2 Middle School took vows

Photo 6: Xuhang Scholarship distribution event of Mianning Middle School

The New Great Wall Scholarship Program for high school students was launched by China Foundation for Poverty Alleviation in 2007. It aims to help high-school students with family financial difficulties by providing financial support, supplemented by support from class meetings, so that students from poor families can exercise and improve their self-ability while successfully finishing their studies.

From September 2007 to December 31, 2019, the Program received a total of RMB 253.24 million and input RMB 144.39 million, benefiting 121,700 person-times and providing financial and educational support for 52,900 poverty-stricken high school students.

In 2019, the Program received funds of RMB 80.38 million and input RMB 70.12 million. A total of 626 New Great Wall high school self-reliance classes were established in 350 high schools from 287 counties (cities and districts) in 23 provinces (autonomous regions and municipalities). Beneficiary students reached 32,100 person-times and 13,000 person-times were newly added.

Funds raised in 2019

RMB **80.38**
million

Expenditure in 2019

RMB **70.12**
million

5 Sunshine Tracks

Sunshine Track Program is an educational aid program initiated by China Poverty Alleviation Foundation. By providing support for the softening of school sports grounds and runways in poverty-stricken areas, the Program improves the infrastructure level of schools in poverty-stricken areas, provides good sports teaching venues and activity spaces for students, and improves the quality of physical education for students in poverty-stricken areas.

From 2018 to 2019, the Program input RMB 5.80 million. It constructed 42 schools completed and planned in 8 counties (cities and districts) of 6 provinces (autonomous regions and municipalities), benefiting 22,078 teachers and students. In 2019, the Program raised funds of RMB 12.19 million and input RMB 2.20 million, benefiting 8,960 people in 6 counties of 4 provinces (including 4 severely poor counties).



Photo 1: Visit event in Chicheng County, Hebei Province

6 Pre-School Mandarin Learning Action

The Pre-school Mandarin Learning Action was initiated jointly by the Ministry of Education and the State Council Leading Group Office of Poverty Alleviation and Development in July 2018 with the aim to facilitate pre-school children of ethnic minorities learn, understand, speak and use Mandarin.

State Council Leading Group Office of Poverty Alleviation and Development guides the Action while China Foundation for Poverty Alleviation is in charge of fundraising. China Poverty Alleviation Promotion of Volunteer Service is responsible for project implementation, and Social Participation in Poverty Alleviation and Development of China serves as a platform for information dissemination and fund raising.

Since 2018, the Action raised funds of RMB 150.65 million and input RMB 119.26 million, helping children aged 3-6 in Liangshan Prefecture to learn mandarin. In the first phase of the Action, 2,724 village-level preschool education centers in 11 severely poor counties in Liangshan Prefecture and 6 counties in Anning valley basin were piloted, benefiting 112,800 person-times. In 2019, the Action raised funds of RMB 130.60 million and input RMB 99.26 million. In July 2019, the Action was carried out in the whole Liangshan Prefecture, benefiting 3,895 preschool education centers and 269,600 person-times.



Photo 1: Beneficiary students of Pre-School Mandarin Learning Action

7 Rural Education Development Program

To improve the level of rural education, the China Foundation for Poverty Alleviation launched a Rural Education Development Program. The Program provides resource support for the development of rural education through measures such as building school infrastructure, developing training for poverty-stricken students and teachers, and subsidizing students from poverty-stricken families, so as to improve the quality of rural schools and help poverty-stricken students in rural areas to develop in an all-round way. The Program currently consists of small and medium-sized projects such as Building Schools and Dormitories Program, construction projects of schools and supporting facilities, and comprehensive poverty alleviation projects for rural education.

In 2019, the Program supported the construction of schools and funded students, and provided RMB 31.46 million, benefiting 53,074 person-times from 14 counties in 6 provinces.



Photo 1: Rice Donation Program – Students of Waitai Wanquan Primary School had meals

POVERTY ALLEVIATION THROUGH LIVELIHOOD DEVELOPMENT

Bona Villa
Shanpin E-Commerce
Young Farmer
Entrepreneurship
Development Program

Due to lack of technological support, insufficient scale of production or inconvenient transportation, poverty-stricken population in old industrial areas, areas with large ethnic minority populations, border areas and poor areas are less competent in the market, resulting in living standard being improved slowly. Aiming at presenting more opportunities of development and benefits for poverty-stricken areas and population, CFPA actively engaged in providing credit loan service to poor and small peasant households and endeavored to improve the basic conditions for production and life in rural areas. Through establishment of rural cooperation association, CFPA explored resources with local characteristics to open rural-style inns, and helped to link to the market. By alleviating poverty through development of e-commerce, among others, CFPA brought about the inner power of the folks and advanced the transformation of methods adopted for poverty alleviation from external assistance to self-motivation.

1 Bona Villa



Photo 1: 2019 China SAMSUNG Sharing Village – Bona Village Nanyu Village Profit Sharing Ceremony

Photo 2: Outdoor scene of the stone house of inns in Lahao Village, Fenghuang County, Hunan Province



Photo 3: Skylight of attic of inns in Baiyan Village, Leishan County, Guizhou Province

Photo 4: Housekeeper training in Jiangzhuang Village, Leishan County, Henan Province

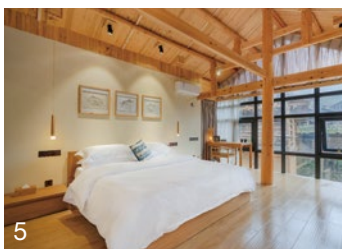


Photo 5: Room of Hecang Inn in Huanggang Village, Liping County, Guizhou Province

The Bona Villa Program is an innovative industry poverty alleviation program launched by CFPA in 2013. By exploring a brand-new model of poverty alleviation through development of rural tourism +, the Program intends to set up platforms bridging the rural areas and the outside world, re-evaluate the poverty-stricken villages and create chances for development for them.

The Program was carried out through village infrastructure construction, community integration system construction and related activities to improve project village production and living environment. On the basis of cooperative, the Program facilitates the development in rural areas by promoting the integration and development of industries such as rural tourism, accommodation, catering, and sales of agricultural byproducts, and activating the vitality of rural development.

Since the foundation of 2013, this Program received donations of RMB 215.04 million, and input RMB 101.18 million, benefiting 81,000 person-times. By the end of 2019, the Program benefited 19 counties (cities and districts) in 7 provinces (autonomous regions and municipalities), among which 6 were severely poor.

In 2019, the Program raised funds of RMB 45.50 million and input RMB 42.64 million, benefiting 22,000 person-times from 20 villages in 19 counties (cities and districts) of 7 provinces. Among which, 4,434 people of 1,222 households were registered poor households. The program has started to operate in 10 villages, achieving the annual consolidated revenue of RMB 7.54 million, and providing 110 employment opportunities. Among which, 15 were registered poor households. The program has an accumulative Internet traffic of more than 100 million times throughout the year and won 14 national awards.

Funds raised in 2019

RMB **45.50**
million

Expenditure in 2019

RMB **42.64**
million

2 Shanpin E-Commerce



Photo 1: Chen Yanxi, Ambassador of Shimian Yellow Mandarin Orange of China Foundation for Poverty Alleviation, pruned in yellow mandarin orange garden with Madam Song



Photo 2: Zhou Zhage, tea farmer in Ximeng Va Nationality Autonomous County, Yunnan Province, was picking tea leaves



Photo 3: Liu Xijun, Ambassador of Yuluxiang Pear in Huixi County of China Foundation for Poverty Alleviation, visited the producing area



Photo 4: Lin Yun, Ambassador of red heart kiwifruit in Meng Ding Mountain of China Foundation for Poverty Alleviation, visited the producing area



Photo 5: Children of farmers for common construction ate pears and played in the garden

With the conviction of bringing out value of honest production and the vision of farmer being respected and consumer getting more healthy food, Shanpin E-commerce supports the cooperation between rural households, and their production of high-quality agricultural goods. By helping these small rural households access the market and cultivating public brands of regional agricultural products and cultivating local talents, Shanpin E-commerce continuously promotes the development competitiveness of poverty-stricken areas and groups with market forces.

From January 29, 2015 to December 31, 2019, Shanpin E-commerce received a donation of RMB 76.97 million and input RMB 55.28 million. In 2019, Shanpin E-commerce raised RMB 16.55 million, and invested RMB 15.43 million. The Program benefited 51 associations in 35 counties (cities and districts) of 14 provinces (autonomous regions and municipalities), covering the products of poverty alleviation in 4 categories of fresh food, nut fruit, drink and grain and oil. In 2019, Shanpin E-commerce helped the agricultural products in poverty-stricken areas reached the online sales of more than RMB 40 million. Other impressive numbers included: 450 million Internet traffic, 23,685 benefited farms, 2,951 registered poor households and support from 100,000 consumers.

Funds raised in 2019

RMB **16.55**
million

Expenditure in 2019

RMB **15.43**
million

3 Young Farmer Entrepreneurship Development Program



Photo 1: Group photo of some trainees of Phase I Training of Young Farmer Entrepreneurship Development Program

Photo 2: Trainees of Phase II Training of Young Farmer Entrepreneurship Development Program shared how to do a good job in quality control

Photo 3: Training site of Phase I Training of Young Farmer Entrepreneurship Development Program



The Young Farmer Entrepreneurship Development Program is an important part of the rural development project of the China Poverty for Alleviation Foundation, aiming to cultivate a group of local talents who love the countryside, understand technology and are good at management. Through the combination of training and entrepreneurial practice, the Program takes practicality and pragmatic as the main line, integrates social resources to cultivate and experience the five core abilities of young farmers, actively participates in poverty alleviation and rural revitalization to train and transport new professional farmers for poverty-stricken areas, and inject vitality and sustained momentum into rural development.

Since May 2019, the Program has raised RMB 4.56 million as of December 31, 2019. A total of 3 talent trainings were organized in Beijing, Chengdu and Chahar Right Banner, including 101 trainees of Phase I Training of Young Farmer Entrepreneurship Development Program from 22 associations of 10 provinces (autonomous regions and municipalities), 60 trainees of Phase II Training of Young Farmer Entrepreneurship Development Program from 28 associations of 12 provinces (autonomous regions and municipalities), and 30 trainees of the program of Promoting Rural Areas by Talent from 50 administration villages of Chahar Right Banner.

Funds raised in 2019

RMB **4.56**
million

Trainees of Phase
I Training of Young
Farmer Entrepreneurship
Development Program

101 trainees

4 Building Convenient Bridges



Photo 1: No.009 Bridge in Zihogou, Wanyuan City, Sichuan Province supported by AutoNavi Holdings Limited

Photo 2: No.265 Bridge in Jiakou Village, Xuanhan County, Sichuan Province supported by Jiangling Motors Co., Ltd.

Bridge Construction Project was initiated in 2007 in joint efforts by China Foundation for Poverty Alleviation, Jiangling Motors Corporation, China National Automotive Journalist Association and China Automotive News with the purpose of building convenient bridges in poverty-stricken areas for those in need.

Since the Project was launched 13 years ago, a total of RMB 54.26 million has been invested, and 764 convenient bridges have been built in 155 counties (cities and districts) of 25 provinces (autonomous regions and municipalities), benefiting 1.12 million poor people.

In 2019, the Project raised RMB 4.11 million and input RMB 3.82 million. It constructed 60 bridge projects and completed 57 constructions, benefiting 52,100 person-times in 15 counties (cities and districts) (including two counties in three regions and three prefectures and 7 national-level poverty-stricken counties) in 8 provinces (autonomous regions and municipalities).

Expenditure in 2019

RMB **3.82**
million

5 Ecological Afforestation Program



Photo 1: Haloxylon ammodendron in Gulang County, Gansu Province

Photo 2: Afforestation site in Gulang County, Gansu Province

Ecological Afforestation Program was initiated in 2007 in joint efforts by China Poverty for Alleviation Foundation and Ant Financial Services. Through the development of suitable economic trees in ecologically vulnerable areas, the Program increases the income of poor people from work and economic achievements, enriches the sources of income, and helps people in ecologically vulnerable areas to increase income.

By the end of 2019, Ecological Afforestation Program had been implemented in 7 counties (banners) of 3 provinces (autonomous regions) of Inner Mongolia, Gansu and Shanxi, including 3 severely poor counties, with a cumulative number of beneficiaries of 41,600.

Program beneficiaries

41,600
person-times

6 Rural Capacity Training and Vocational Education Program



Photo 1: Unveiling Ceremony of Conggang Village Coffee Demonstrative Base of Starbucks Yunnan Baoshan Comprehensive Poverty Alleviation Project

Photo 2: Benefit Sharing of Support Project of Zhang Family Breeding Cooperative

The Rural Capacity Training and Vocational Education Program is an industrial poverty alleviation program initiated by China Poverty for Alleviation Foundation. The Program provides financial and intellectual resources for the development of rural industries through measures such as association support, training of leaders to increase income, vocational ability training to help the poor out of poverty and rural revitalization.

In 2019, the Program raised funds of RMB 21.57 million and input RMB 16.12 million, benefiting 20,800 person-times from 58 counties (cities and districts) of 19 provinces (autonomous regions and municipalities).

Expenditure in 2019

RMB **16.12**
million

7 Rural Infrastructure Building Program



Photo 1: Comprehensive building of public health center in Malipo County of Love Knows no Borders

Photo 2: Auxiliary facilities of comprehensive building of public health center in Malipo County of Love Knows no Borders

The Rural Infrastructure Building Program was initiated by the China Foundation for Poverty Alleviation. By building infrastructure for poverty-stricken areas, including roads, village clinics, villagers' activity centers and industrial bases, this Program aims to improve villagers' production and living conditions, enhance the well-being of the rural people, and help the poor people to shake off poverty and increase income.

In 2019, the Program raised funds of RMB 10 million, and input RMB 15.53 million, benefiting 4 counties of 2 provinces. The Program completed the construction of 7 clinics in Jinping County, the preliminary acceptance of public health centers in Malipo, the poverty alleviation and environmental improvement project for the village residence of Jiangjun College in Lianhua County, and the improvement of poverty alleviation and environment in Wenshan City, benefiting 48,200 person-times.

Expenditure in 2019

RMB **15.53**
million

POVERTY ALLEVIATION THROUGH HUMANITARIAN AID



Building up a Network of
Humanitarian Aid

Disaster Prevention and Risk
Reduction

Disaster Relief and Post-Disaster
Reconstruction

Natural disasters hit China frequently and have become one of the major causes of poverty. China Foundation for Poverty Alleviation embarked on the path of humanitarian aid in 2003 with the aim to mitigate the sorrow and anxiety of people in disaster-stricken areas and respond to disasters more timely and accurately. CFPA also encouraged and promoted cooperation between government agencies and non-government organizations, as well as among NGOs, so as to build up a network of humanitarian aid, and carry out disaster prevention, reduction, relief and reconstruction.

1 Disaster Relief



Photo 1: 6.17 Changning earthquake relief workers helped victims put up a tent

Photo 2: 6.17 Changning earthquake relief workers carried out disaster investigation and assessment

Photo 3: People affected by floods in Ji'an City, Jiangxi province in 2019 received grain and oil

Photo 4: Yibin flood rescue operation

Photo 5: People affected by floods in Bazhong City, Sichuan province in 2019 received grain and oil



Since the launch of humanitarian aid by China Foundation for Poverty Alleviation in 2003, it has carried out 247 disaster aid operations (including 13 aid operations) and provided RMB 1.67 billion of funds and materials for disaster relief, directly benefiting 6.17 million person-times in 31 provinces (autonomous regions and municipalities) and disaster areas of 12 countries such as Asia, Africa, North America and South America.

In 2019, the Program received RMB 38.27 million of donation, carried out 30 disaster aid operations and 13 program aids, provided RMB 39.13 million of funds and materials for disaster relief, directly benefiting 301,100 person-times in 17 provinces (autonomous regions and municipalities).

A 6.0 magnitude earthquake occurred in Changning County, Yibin City, Sichuan Province on June 17. The China Foundation for Poverty Alleviation quickly launched disaster aid operations and distributed 6,000 grain and oil, 1,935 family protection boxes and 300 tents to Changning County and Gongxian County in Yibin City, benefiting more than 32,000 people.

Total expenditure

RMB **1.67**
billion

Expenditure in 2019

RMB **39.13**
million

2 Post-Disaster Reconstruction



Photo 1: Summary Symposium of 8.03 Ludian Earthquake Post-disaster Reconstruction Program

Photo 2: Training Project of Baima Culture and Art Association in Jiuzhaigou County, Sichuan Province

Photo 3: Training Project for Hotel Practitioners of Culture and Tourism Bureau of Jiuzhaigou County, Sichuan Province



In 2019, the finishing touches and summary of Lushan Earthquake Post-disaster Reconstruction Program and Ludian Earthquake Post-disaster Reconstruction Program, as well as the Jiuzhaigou Earthquake Post-disaster Reconstruction Program were carried out, with the total expenditure of RMB 15 million and beneficiaries of 24,100 person-times. Projects such as community development and disaster relief were mainly carried out in the Lushan Earthquake Ludian Earthquake Post-disaster Reconstruction Program, and 6 association projects were supported; school aid project was mainly carried out in the Ludian Earthquake Post-disaster Reconstruction Program; the construction of 12 bridges, the training of first rescuer and capacity building project were mainly carried out in the Jiuzhaigou Earthquake Post-disaster Reconstruction Program.

On August 6, a summary symposium of 8.03 Ludian Earthquake Post-disaster Reconstruction Program was held in Kunming, and the Evaluation Report on Ludian Earthquake Post-disaster Reconstruction Program of China Foundation for Poverty Alleviation was released. It released the results of Ludian Earthquake Post-disaster Reconstruction Program and the use of donations, and reviewed the five-year rescue and reconstruction path of Ludian earthquake.

Expenditure in 2019

RMB **15.00**
million

3 Disaster Prevention and Risk Reduction



Photo 1: Opening Ceremony of Disaster Reduction Classroom

Photo 2: A Disaster Reduction Classroom

Photo 3: Children listening to the teacher carefully in the Disaster Reduction Classroom

Photo 4: Corner of Disaster Reduction Classroom

Photo 5: Jiuzaitong APP was developed and launched



Through Disaster Prevention and Risk Reduction Program, China Foundation for Poverty Alleviation raises public awareness on reducing disaster risks and enhances people's ability to respond to disasters. The Program consists of three parts, including raising public awareness, training, and aid. It has established a disaster risk reduction model for children, which is mainly based on studies of children disaster reduction, popular scientific knowledge sharing activities, publication of educational materials and building of disaster risk reduction classrooms.

From 2016 to 2019, the Program input RMB 10.23 million and benefited 282,000 person-times.

In 2019, the Program raised funds of RMB 3.35 million and input RMB 4.37 million. It also constructed 51 disaster risk reduction classrooms in campus, and the Jiuzaitong APP developed by this Program was officially launched. The Program launched 43 SAY NO Disaster Reduction and Mitigation community activities-Little Disaster Reduction Activist National Philanthropy Popularization Activity, helping 56,400 person-times in 7 counties (cities and districts) of 6 provinces (autonomous regions and municipalities).

Funds raised in 2019

RMB **3.35**
million

Expenditure in 2019

RMB **4.37**
million

SUPPORTING NPO PARTNERS



Philanthropy for Everyone

Goods for Good Joint
Philanthropy Plan

ME Fund Plan for Philanthropic
Innovation

Wonder School Program
through NPO Partnerships

Hope Village Program through
NPO Partnerships

With rapid development of philanthropy in China, philanthropic organizations face challenges like lack of ability to mobilize resources, ineffective governance of organizations and insufficient expertise. To this end, China Foundation for Poverty Alleviation has launched various funding projects since 2005 and rolled out collaborations with non-profit organization partners in joint fundraising advocacy, sector-defined funding, action studies and influence development, etc. Through years of work, CFPA has carried out a number of major projects, such as Philanthropy for Everyone, Goods for Good, ME Fund Plan for Philanthropic Innovation, Wonder School Program through NPO Partnerships and Hope Village Program through NPO Partnerships, so as to support the growth of NPO partners, push forward development of philanthropy in China and guide the participation of social organizations in poverty alleviation.

1 The “Philanthropy for Everyone” Online Fundraising Platform



Photo 1: Tencent Joint Fundraising Program – Beichuan Big Fish Philanthropy Development Center launched the program of I am Going to Nashan in Beichuan County, Sichuan Province

Photo 2: Goods for Good – Leping Social Entrepreneur Foundation launched picture book reading activities

Photo 3: Tencent Joint Fundraising Program – Yinchuan Love Garden Autism Rehabilitation Training Center launched the program of Snails Do Not Give Up in Yinchuan City, Ningxia Hui Autonomous Region

For the shortage of resources in social organizations, the China Foundation for Poverty Alleviation launched the Philanthropy for Everyone Program in 2014. By providing social organizations with Internet fundraising platform support and capacity-building in project design, project management and project fundraising, the organization's resource mobilization capacity is continuously improved.

Since 2014, Philanthropy for Everyone Program raised funds of RMB 312.67 million and input RMB 281.99 million, benefiting 2,736,700 person-times in 789 counties (cities and districts) of 31 provinces (autonomous regions and municipalities).

In 2019, it raised RMB 38.00 million in donations and input RMB 53.71 million, benefiting 147 counties (cities and districts) in 29 provinces (autonomous regions and municipalities) and 147,400 person-times. Among which, it included 18 severely poor counties.

♥ Philanthropy for Everyone – Tencent Joint Fundraising Program

By the end of 2019, the Program has received funds of more than RMB 227 million, providing public support for more than 2,000 projects. In 2019, 82 philanthropic projects were supported to participate in the “99 Philanthropy Day” event, raising funds of RMB 16.67 million.

♥ “Goods for Good” Joint Philanthropy Plan

By the end of 2019, the Plan has provided public support for 45 projects, and received funds of more than RMB 83 million.

Total funds raised by
Philanthropy for Everyone

RMB **312.67**
million

Funds raised in 2019 by
Philanthropy for Everyone

RMB **38.00**
million

2 Wonder School Program through NPO Partnerships



Photo 1: Group Photo of principal of good principle training in Honghui Village of Wonder School – County-level Joint Action

Photo 2: Dishui Charity Association of Hangzhou distributed rainbow boxes in Cuomei County, Shannan City, Tibet

Wonder School Program through NPO Partnerships was launched in 2018 by China Foundation for Poverty Alleviation and other philanthropy organizations. Focusing on “promoting the construction of two teams, cultivating students’ core qualities, and creating a warm campus environment”, the Program guarantees the education of rural students, eliminates the intergenerational transmission of poverty, cultivates self-confidence of rural children and develops their hope for the future by providing students with good campuses, good presidents, good teachers and good classes.

In 2019, the Wonder School Program through NPO Partnerships raised RMB 3.74 million and input RMB 4.75 million. The Program supported 13 social organizations to carry out educational projects such as principal training, teacher training, reading classes, and financial and business classes in Hunan, Yunnan, Shaanxi and Chongqing, benefiting 31,800 person-times. Wonder School – County-level Joint Action Project was officially launched in Mabian Yi Autonomous County of Sichuan Province. The Program helped the education development of Mabian Yi Autonomous County by the construction of network shared classrooms, the promotion of a good headmaster growth plan, the development of reading courses and the introduction of high-quality online education resources.

Expenditure in 2019

RMB **4.75**
million

3 Hope Village Program through NPO Partnerships



Photo 1: Organizing the county-level social organizations to carry out the emergency training

Photo 2: Carrying out on-site technical supervision of county-level social organizations

For the insufficient integration of social organization resources in the field of rural development, the China Foundation for Poverty Alleviation launched the Hope Village Program through NPO Partnerships in 2019. Through the promotion of joint social organizations in the field of rural development, the integration of resources such as enterprises, the public, social organizations and the government, the Program promoted the development of county social organizations, and continuously promoted the level of rural social public services (the elderly, children, women and industry).

In 2019, the Hope Village Program, in conjunction with the Yunnan Lianxin Community Care Service Center and the Shaanxi Gender Development Solution, jointly cultivated 6 county-level social organizations in 6 counties in 2 provinces of Yunnan and Shaanxi, among which 4 are severely poverty counties.

4 NPO Cooperation Projects

In the face of the insufficient ability of social organizations to solve social problems, the China Foundation for Poverty Alleviation launched NPO Cooperation Projects in 2013. Through providing social organizations with project funds, project management, capacity building, etc., the Projects support and guide social organizations to carry out projects in four major areas (education, health, disaster relief and livelihood development) (priority support for poverty alleviation projects), and constantly explore solutions to social problems.

Since 2013, the Project have raised a total of RMB 95.53 million and input RMB 66.05 million, benefiting 969,800 person-times from 404 counties (cities and districts) in 30 provinces (autonomous regions and municipalities).

In 2019, the Projects raised funds of RMB 30.40 million and input RMB 28.38 million, benefiting 55,300 person-times from 249 counties (cities and districts) in 30 provinces (autonomous regions and municipalities). Among which, it included 24 severely poverty counties.

♥ ME Fund Plan for Philanthropic Innovation

By the end of 2019, the Plan has invested a total of more than RMB 62 million, of which RMB 55 million has been invested in innovation and 110 projects have been supported.

♥ Community Development Project for Village Development

By the end of 2019, the Project has raised a total of more than RMB 2.11 million, and supported 14 projects of 8 social organizations in Ningxia Hui Autonomous Region.



Photo 1: ME Fund Plan-Enjoy Volunteering conducted the rural summer camp activities

Photo 2: Ningxia NPO Cooperation Projects-Center for Environment and Poverty Alleviation gave out work clothes to beneficiaries

Funds raised in 2019

RMB **30.40**
million

Expenditure in 2019

RMB **28.38**
million

INTERNATIONAL AID & ADVOCACY



As President Xi Jinping pointed out, we should work tirelessly to build a community of shared future for mankind without poverty hand in hand. China Foundation for Poverty Alleviation upholds the philosophy of “Love without Border, People to People”, and implements international programs based on the principle of “driven by local needs” and “local partnerships”. By the end of 2019, CFPA has invested more than RMB 200 million in international poverty reduction and development programs, benefiting more than 900,000 person-times in 24 countries and regions. In 2015, CFPA officially registered offices in Myanmar and Nepal. In 2019, CFPA Ethiopia Office was officially registered.

In 2019, CFPA raised RMB 65.6 million for international humanitarian aid and development programs, input RMB 55 million, benefiting 411,897 person-times. With the support of the Chinese government, enterprises, partners and the general public, CFPA’s international aid and advocacy focus on the following six UN 2030 sustainable development goals, namely no poverty, zero hunger, good health and well-being, quality education, clean water and sanitation, and decent work and economic growth, implementing programs in Myanmar, Nepal, Ethiopia, Cambodia, Uganda, Namibia, Pakistan, Mongolia, Laos, Zimbabwe, and DPRK.

Myanmar



Photo 1: On August 17th, 2019, at the Ceremony for 2019 Panda Pack Donation and 4th Anniversary of China Foundation for Poverty Alleviation Myanmar Office, CFPA donated and distributed Panda Packs to primary students in Myanmar



Photo 1: Beneficiary students of Myanmar Paukphaw Scholarship Program attended Paukphaw fellow-students association

Photo 2: Beneficiary students of China-Myanmar Friendship Scholarship Project

Paukphaw Scholarship Program

Launched in 2015, Paukphaw Scholarship Program targets full-time undergraduate students in Myanmar with financial difficulties and provides necessary financial support and capacity building activities for beneficiary students. By the end of 2019, the program has supported 1400 students from 14 universities of 4 states in Myanmar. In 2019, the total input was 2.72 million yuan, covering six universities in three states in Myanmar and benefiting 750 students.

China-Myanmar Friendship Scholarship Project

The China-Myanmar Friendship Scholarship Project is funded by the Chinese Embassy in Myanmar and implemented by CFPA Myanmar Office. The project is specially designed to advance education cooperation between China and Myanmar, and provides financial support for students with financial difficulty to complete their studies. In 2019, 22 Award Ceremonies of China-Myanmar Friendship Scholarship Project were held, benefiting a total of 901 students from 29 schools in 10 states.

School WASH Project



Photo 1: Beneficiary students of the Myanmar School WASH Project

Partnering with A Drop of Life, CFPA supports water purifying systems in 2 schools/communities in Myanmar to provide children and villagers with access to sustainable and clean water, benefitting 732 person-times.

International Bicycle Project



Photo 1: Beneficiaries of International Bicycle Project

The International Bicycle Project was launched in December 2019. From 2019 to 2020, China Foundation for Poverty Alleviation and Less Walk will jointly donate 1,000 bicycles to students in need in Myanmar. 80 bicycles were distributed to students at the pilot distribution ceremony on Dec. 12th.

Nepal



Photo 1: On August 27th, 2019, at the 4th Anniversary of China Foundation for Poverty Alleviation Nepal Office, CFPA donated and distributed school bags to primary students in Nepal

School Reconstruction Project



Photo 1: Reconstruction Completion and Hand-over Ceremony of MAV School in Nepal on June 2nd, 2019

Photo 2: Foundation-Laying Ceremony for the reconstruction of Karuna Building, Ananda-kuti School supported by Enlai Foundation

The Post-disaster School Reconstruction Project in Nepal has supported three schools. In addition to Yuba Sahabagita School completed in 2017, MAV school was completed and successfully handed over to Nepal local community on June 1st. The third school, Ananda-kuti School, received donations from the Enlai Foundation to rebuild its Karuna Building, which has been under construction since January 2019 and is to be completed in August 2020.

Youth Occupational Training Program



Photo 1: Practice Course of Nepal Youth Occupational Training Program

CFPA launched the Youth Occupational Training Program to enhance the vocational skills for Nepalese youths on September 27th, 2019. In 2019, 78 beneficiaries from poverty-stricken families have received three-month occupational training through this program.

Nepalese Women Occupational Support Program



Photo 1: First Anniversary Ceremony of the Nepalese Women Occupational Support Program

Supported by Give2Asia, CFPA launched the Nepalese Women Occupational Support Program to improve the livelihood of poor women in Nepal, with its first anniversary project ceremony held in August 2019. By the end of 2019, 156 women have received loans of 50,000 NPR to carry out income-generating activities, such as raising livestock and opening small businesses.

Ethiopia



Photo 1: Mr. Tan Jian, Ambassador of China to Ethiopia, and Mr. Wang Xingzui, Executive Vice President of CFPA, participated the Opening Ceremony of CFPA Ethiopia Office

CFPA Ethiopia office registered as an iNGO under FDRE Agency for Civil Society on July 1st, 2019. The Opening Ceremony was held on, September 19, 2019.

Smiling Children Program



Photo 1: Mr. Sun Lijun, Chairman of Alibaba Foundation, having lunch with beneficiary students of Smiling Children Program in Ethiopia

Photo 2: Primary school students in Ethiopia enjoy school-meal

The Smiling Children Program was launched in 2015, inputting 29.4 million RMB in total and benefitting 38,164 person-times. In 2019, the Ethiopia Smiling Children Program provided meals for 7700 students in Addis Ababa and Somali Region. School meals aim to offer a solution to hunger faced by pre-school children, primary school children and adolescents from poor families, leading to enhanced nutrition and health. Meanwhile, school feeding not only encourages children to attend school but also attracts new enrolments from marginalized communities.

Water Cellar Project



Photo 1: Water Cellar Project supported by XCMG

Photo 2: Beneficiary child in Ethiopia drinking water from the water cellar

To contribute for sustainable rainwater management and improve water supply for multiple uses through piloting rainwater harvesting cellar at rural households in the project, water cellar project starts from 2017. In 2019, with support from XCMG, CFPA built 40 water cellars in rural area of Ethiopia to provide access to clean and safe water in a renewable, sustainable and environmentally-friendly way. The project also promotes the protection and development of women and children.

School WASH Project



Photo 1: Without clean water system in schools, children can only access limited water resource

Partnering with XCMG and Splash, CFPA supports water purifying system in 20 schools in Addis. The project not only provides children with access to clean water, it also promotes an integrated view of Water, Hygiene and Sanitation as a three-fold chord to advance health outcomes. A feasibility assessment was completed in 2019 for this project. The construction of the water purifying systems are to be completed in 2020.

Uganda

Brighter Future · Refugee Resettlement and Community Integration Program



Photo 1: A beneficiary of the Brighter Future – Refugee Resettlement and Community Integration Program in front of his store

Project beneficiaries

19,000

refugees and local residents

The Brighter Future · Refugee Resettlement and Community Integration Program in Uganda was launched by CFPA and Mercy Corps in 2018, and successfully concluded in June 2019, benefitting 19,000 refugees and local residents. The program provided the cash payments, land, agricultural tools and skills training, as well as financial and capacity training support, to enhanced food security for families in Palabek refugee settlements, increase tolerance for refugees and local communities, and promote better integration and self-reliance.

Cambodia

Feeding Program



Photo 1: Beneficiary students in Cambodia having nutritious meals

Project beneficiaries

24,729

students

In 2019, CFPA partnered with WFP to implement the Feeding Program in Cambodia, providing 2,335,845 nutritious meals to 24,729 beneficiary students.

Panda Pack Project

In February 2019, China Foundation for Poverty Alleviation launched the Panda Pack Project jointly with Alibaba Philanthropy. The Panda Pack Project aims to improve the basic learning conditions of primary school students in need and help the development of quality education in beneficiary countries. With the theme of “Gifts from Panda Land”, it embodies the good wishes of the Chinese people to the children in beneficiary countries, and expresses the friendship of Chinese people and strengthens people-to-people ties.

Each Panda Pack contains 105 learning supplies. The pattern design of the backpack and learning supplies fully reflects the cultural characteristics of China and the beneficiary country. A friendship card prepared in the local language would let the students better feel the greetings and wishes from “Panda Land”.

In 2019, the Panda Pack Project landed in ten countries including Nepal, Myanmar, Ethiopia, Cambodia, Laos, Pakistan, Mongolia, Namibia, Uganda, and Zimbabwe, and 348,945 students benefitted from it. The Panda Pack Project continues to sow the seed of hope and bring love across the border.

Project beneficiaries

348,945
students



Photo 1: Launch Ceremony of the Panda Pack Project

Photo 2: Primary student in Uganda showing the Panda Pack

Photo 3: Beneficiary students in Myanmar of Panda Pack Project expressing their gratitude

Photo 4: Primary students in Nepal receiving the Panda Packs

Photo 5: Chen Hongtao, Standing Deputy Executive Director of CFPA, attending the Panda Pack Distribution Ceremony in Laos





Photo 1: Primary students in Pakistan opening the Panda Packs

Photo 2: Sun Lijun, Chairman of Alibaba Foundation, Liu Yu, Economic and Commercial Counselor at Chinese Embassy to Ethiopia, and Liu Wenkui, Vice President and Executive Director of CFPFA, with beneficiary students in Ethiopia

Photo 3: Primary students in Cambodia happily receiving the Panda Packs

Photo 4: Primary students in Namibia receiving the Panda Packs

Photo 5: Primary students in Laos receiving the Panda Packs

Photo 6: Primary student in Ethiopia showing her drawing

Photo 7: Primary students in Mongolia receiving the Panda Packs



International Advocacy



Photo 1: Chen Zhigang, Deputy Director, State Council Leading Group Office of Poverty Alleviation and Development, and Liu Wenkui, Vice President and Executive Director of CFPA, attended 2019 FOCAC China-Africa Poverty Reduction and Development Conference



Photo 2: Liu Wenkui, Vice President and Executive Director of CFPA, attending 2019 Global Poverty Reduction and Development Forum "Poverty Reduction Practices of the Whole Society" Parallel Forum



Photo 3: "Love without borders" Seminar on How to Launch Sustainable Livelihood and Development Programs in South Asia



Photo 4: Cheng Enjiang, Representative of Ford Foundation speaking at the Launch Ceremony of 2019 Capacity Building Program for Overseas Partners of CFPA

In 2019, China Foundation for Poverty Alleviation carried out various forms of international advocacy. We hosted two "Love without borders" seminars: one on "How to Launch Sustainable Livelihood and Development Programs in South Asia" and the other on "Sharing of CFPA's International Capacity Building Program", attended the 43rd UNHRC session, the 2nd "Belt and Road" Forum for International Cooperation-Sub-Forum for People-to-People Connectivity, 2019 International Forum on Poverty Reduction, 2019 FOCAC China-Africa Poverty Reduction and Development Conference, 2019 Global Poverty Reduction and Development Forum "Poverty Reduction Practices of the Whole Society" Parallel Forum, the 13th ASEAN-China Forum on Social Development and Poverty Reduction, the 2nd China-South Asia Cooperation Forum, the 2nd Silk Road NGO Cooperation Network Forum, and other international conferences to tell stories about poverty reduction in China and share the experience of Chinese NGOs in domestic as well as global poverty reduction.

International Program Map 2019

Ethiopia (Office)



Uganda

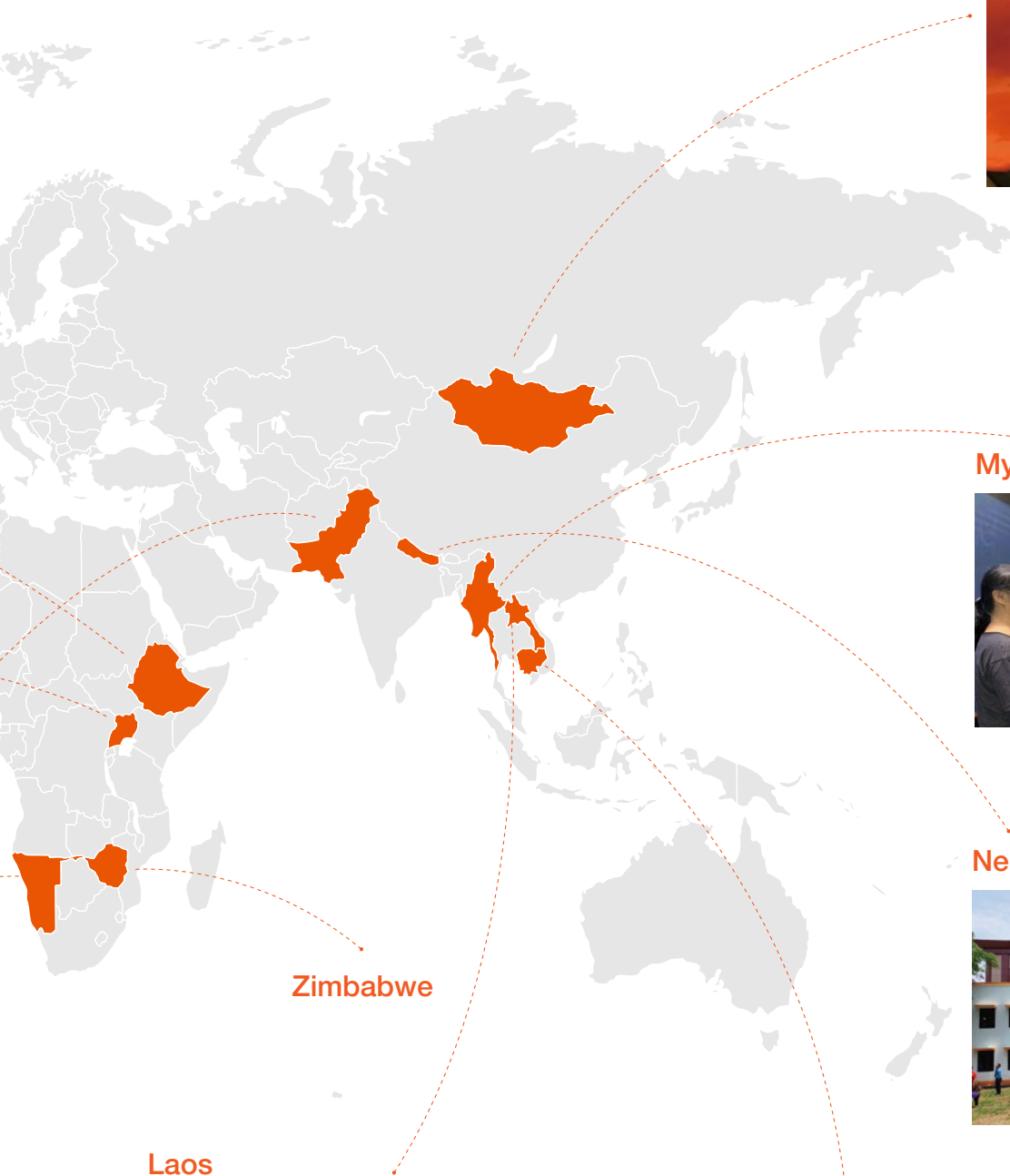


Namibia



Pakistan





Mongolia



Myanmar (Office)



Nepal (Office)



Laos



Cambodia



PROMOTION OF PHILANTHROPIC AWARENESS AMONG THE GENERAL PUBLIC



One Yuan Donation Initiative

Walmart Fundraising Initiative for the Nutritious Meals Program

Great Walker and “Unite the Force for Good” Fundraising Activity

Charity Future-Youth Capacity Building and the “Love knows no Borders”

In order to build a platform and mobilize more social forces to participate in poverty alleviation, in recent years, China Foundation for Poverty Alleviation attached great importance to public participation in philanthropy and poverty alleviation. Therefore, CFPA seeks cooperation with different parties actively, launching a variety of popular philanthropic advocacy activities, such as One Yuan Donation Initiative, Walmart Fundraising Initiative for the Nutritious Meals Program, Great Walker, “Unite the Force for Good” Fundraising Activity, Charity Future-Youth Capacity Building and the “Love without Borders” International Fundraising Event, deepening the philanthropic concept for all.

In 2019, CFPA continued to organize and implement the abovementioned activities. It co-hosted advocacy activities such as the Great Walker, “Unite the Force for Good” Fundraising Activity, One Yuan Donation Initiative, and Walmart Fundraising Initiative for the Nutritious Meals Program, and conducted the “Love knows no Borders” International Fundraising Event with the Ministry of Foreign Affairs. It also carried out the 99 Philanthropy Day and “Goods for Good” fundraising programs on third-party platforms, and piloted advocacy activities such as Little Philanthropic Activist and Little Disaster Reduction Activist.

In 2019, there were 4.4 billion personal donations, and about 97,000 person-times of volunteers provided 1.54 million hours of volunteering.

1 Great Walker, One Step One Change!



Photo 1: Starting Ceremony of the Great Walker 2019 in Chengdu

Photo 2: Photo of the Great Walker 2019 in Guangzhou

Photo 3: The 2019 Beijing Great Walker participant visiting beneficiary student



The Great Walker is a large outdoor trekking activity combining the philanthropy and sports, and it was launched by China Foundation for Poverty Alleviation in 2014. Participants are encouraged to form a team of four to work together to overcome difficulties and complete the 50-kilometer trekking challenge within the given time. With the slogan “One Step One Change”, the event expects people to mobilize the surroundings to support philanthropy, care children and vulnerable groups in poverty-stricken areas and contribute to the poverty alleviation.

From 2014 to 2019, the Great Walker has been organized for 6 years. 12,200 teams from more than 150 cities in over 10 countries worldwide applied for the event, with 30,800 person-times' participation in the trekking, 20,100 person-times' completion and 28,500 person-time' volunteering. The event had raised RMB 46.11 million of funds in total and received 529,800 person-times of donation. It also received supported from over 90 enterprises, more than 50 celebrities and over one hundred media agencies.

In 2019, the Great Walker series were successfully held in Chengdu, Beijing, Guangzhou, and Longmen Mountain. A total of 3,533 teams signed up to participate, and 4,204 people successfully completed the challenge. It raised funds of RMB 12.71 million, of which RMB 2.60 million for Domestic Panda Pack Project, RMB 2.56 million for Love Kitchen Program, RMB 4.36 million for NGO Cooperation Projects, RMB 300,500 for Philanthropy for Everyone, RMB 1.20 million for the Xuhang Education Project, RMB 352,900 for New Great Wall Scholarship Program (for high school students), and RMB 214,900 for New Great Wall Scholarship Program (for undergraduate students).

Total funds

RMB **46.11**
million

Funds raised in 2019

RMB **12.71**
million

2 One Yuan Donation Initiative



Photo 1: One Yuan Donation Initiative site in 2019

Photo 2: Pop-up activity with the theme of One Yuan Donation Initiative is holding in Pizza Hut restaurant in Beijing in 2019

Photo 3: New and bright love kitchen equipment

Photo 4: Visit activity in Huining County, Gansu Province of One Yuan Donation Initiative 2019



One Yuan Donation Initiative is a national fundraising event jointly launched by China Foundation for Poverty Alleviation and Yum! China. It encourages the general public to donate one yuan to support the Nutritious Meals Program for children and kitchen equipment for schools in poor areas, and carry out the promotion and education of nutritional knowledge. The initiative offers opportunities for everyone to contribute to philanthropy. By starting with small kindness, the initiative intends to cultivate and evoke a sense of social responsibility of the public, promoting the concept of philanthropy for everyone.

From October 2008 to December 31, 2019, the initiative raised more than RMB 200 million through 130 million person-times' donations. The project built a fundraising platform of philanthropy for everyone. By setting one yuan as the threshold of donation, it encourages an easy philanthropic action in the whole society.

In 2019, the One Yuan Donation Initiative was held in KFC, Pizza Hut, Taco Bell, East Dawning and some Little Sheep restaurants of Yum! China in China, and lasted from August 10 to September 1. Online meal ordering platforms such as KFC, Pizza Hut APPs and online channels for "One Yuan Donation Initiative with Member Points" activity were opened simultaneously from August 10 to November 10, 2019. In 2019, the initiative raised more than RMB 18.29 million of funds and attracted more than 8.20 million person-times' participation.

Total funds more than

RMB 200
million

Funds raised in 2019
more than

RMB 18.29
million

3 “Unite The Force For Good” Fundraising Activity



Photo 1: Volunteers carrying out fundraising advocacy at the post office



Photo 2: Volunteers from Guangdong University of Foreign Studies carrying out fundraising advocacy in a C-STORE



Photo 3: Volunteers carrying out fundraising advocacy in RT-Mart



Photo 4: Volunteers from Changsha University of Science & Technology

“Unite The Force For Good” Fundraising Activity was initiated by China Foundation for Poverty Alleviation in 2011 with the aim to provide a philanthropic platform for undergraduate students to develop their comprehensive capabilities. The Activity proposes that young college students should devote 100% passion in philanthropy, and promotes the creation of a good atmosphere that the whole society participates in philanthropy; it proposes that college students should devote 100% efforts to carry out fundraising advocacy with the volunteer spirit, make more children’s dream come true and contribute to poverty alleviation; it proposes that young college students should devote 100% energy to expand their social vision, enhance the adaptive capacity and improve the comprehensive quality, so as to achieve helping people to help themselves and self-improvement.

From 2011 to 2019, the Activity has been held for 16 times. Over 478,000 undergraduate students from 316 colleges and universities in 126 cities of 31 provinces (autonomous regions and municipalities) participated in the Activity and raised RMB 87.47 million for primary students in poverty-stricken and disaster-stricken areas. The Activity promotes the philanthropic mode that everyone can participate in and provides a platform for college students to improve themselves.

In 2019, two themed-events of Fulfill Children’s Dreams and Warm Action were carried out. 92,481 volunteers were recruited who provided over 1,412,100 hours of service in total and raised RMB 12.55 million for primary students in poverty-stricken areas.

Total funds raised

RMB **87.47**
million

Funds raised in 2019

RMB **12.55**
million

4 Charity Future – Youth Capacity Building



Photo 1: 2019 Undergraduate Student Philanthropy Association Leader Training Camp

Photo 2: 2018-2019 Charity Future · Mars Wrigley “Bin It IN” China National Campus Program Finals

Photo 3: Publicizing the 2019 Program of Financial Education for College Students in Dalian Maritime University

Photo 4: Philanthropy Advocacy Booth of 2019 Hilton Charity Future Program Finals



896,000
young people benefited
from the Project

Funds raised in 2019

RMB 9.01
million

Charity Future Project was initiated by China Foundation for Poverty Alleviation in 2013 to develop youth capacity. It aims to integrate social resources, support the development of philanthropic clubs or associations in colleges and universities, promote students' participation in philanthropy, and encourage young people to explore solutions to social problems in innovative ways. It expects to cultivate young people's creativity, execution and social responsibility and contribute to a better future.

From 2013 to 2019, the Project supported over 247 associations from 198 colleges and universities in 30 provinces (autonomous regions and municipalities) and trained 2,200 association leaders, benefiting 896,000 young people, which provided platforms for college students to improve themselves.

In 2019, the Charity Future Project raised funds of RMB 9.01 million with the expenditure of RMB 9.11 million. 247 philanthropic associations from 87 cities took part in. The Project influenced 96,000 college students directly. Eight special activities of Financial Education for College Students, Mars Wrigley “Bin It IN” China National Campus Program, PetroChina Innovation Fund, Hilton Charity Future Program, Summer Training Camp, Philanthropy Study Tour, New Great Wall Self-reliance Social Practice and Undergraduate Student Philanthropy Association Leader Training Camp were carried out throughout the year.

5 Monthly Giving Initiative, More Giving, More Joy



Photo 1: Donors from all over the country get together at the Fifth Annual Meeting in Beijing to share their stories about monthly donation

Photo 2: Zhang Jike visits Monthly Donation Project school of JK Philanthropy

Photo 3: Little Philanthropic Activists are on the move



Photo 4: Donors have group photos at the site



Photo 5: Wang Kai (Kai Shu) serves as a publicity ambassador of Little Philanthropic Activist



In 2019, China Foundation for Poverty Alleviation disseminated the concept of “More Giving, More Joy” through cooperation with enterprises, content operation and community operation, and encouraged people to make regular, consecutive and small-amount monthly donations. By the end of 2019, 28,900 people joined the initiative.

In 2019, CFPA promoted the Monthly Giving Initiative through multiple channels and continuously carried out the Little Philanthropic Activist Activity. With the support and influence of 4 partners such as Kai Shu Story and Gaosi Education, 13 Official Accounts, and 6 celebrities of Zhang Yishan, Zheng Kai, Kai Shu, Qu Zhihan, Huang Yang Tiantian and Zhang Mingcan, about 40,000 people paid attention to the Monthly Giving Initiative. In the Reading with You at Himalaya APP, the stories of beneficiary students were told by celebrities. At the same time, annual meeting of donors and project site visiting activities were organized to make donors know how the money was used.

28,900 people
joined the initiative by the
end of 2019

6 Internet-Based Philanthropy



Photo 1: Distribution ceremony of Panda Pack Project in Ethiopia

Photo 2: Offline exhibition of 95 Philanthropy Week

Photo 3: Poster of 99 Giving Day

♥ Cooperation on Internet-Based Philanthropy with Alibaba

In 2019, China Foundation for Poverty Alleviation raised RMB 217 million of funds through Goods for Good Platform, online philanthropy shops and Philanthropy Together Platform of Alibaba. More than 4.5 billion netizens and online shops supported programs of CFPA, including Panda Pack Project, Health Insurance for Poor Families' Labors, Child Companion Plan and joint fundraising projects of 8 NGOs. During 95 Philanthropy Week, dozens of celebrities, such as Zheng Yuanchang, Zheng Kai, NEXT, Zhang Yunlong and Bao Beier, as well as undergraduates from 300 colleges and universities have actively participated in the activity.

In 2019, CFPA cooperated with Alibaba Philanthropy to initiate the Panda Pack Project and distribute Panda Packs to poverty-stricken primary students of developing countries along the Belt & Road, so as to improve their basic learning and living conditions. New Great Wall Scholarship Program (for high school students) has become the first online block chain project on the Platform of Alibaba Philanthropy, which promoted the transparency of philanthropy.

♥ Cooperation on Internet-Based Philanthropy with Alipay philanthropy

In 2019, 85.09 million netizens supported programs of CFPA through Alipay philanthropy, including Sickness Insurance for Children, Health Insurance for Poor Families' Labors, Panda Pack Project and Nutritious Meals Program, and raised funds of RMB 54.19 million in total.

In 2019, CFPA partnered with Alipay philanthropy, launched the Sickness Insurance for Children to provide subsistence allowance for patients with a serious illness in poor families, actively carried out advocacy activities of Celebrity Ant Forest, International Children's Day and One Yuan Donation Initiative, and participated in step donation, cooperated with Ant Farm and Baobei Youth (youth who use Yu'E Bao and Huabei at the same time) to encouraged public participation in philanthropy.

♥ Cooperation on Internet-Based Philanthropy with Tencent Philanthropy

In 2019, CFPA launched several key fundraising activities with Tencent Philanthropy, such as 320 Mail Plan, and 5 · 20 Nutritious Meals Program, and participated in Tencent Charity Hiker, to encourage the public to take part in philanthropy through walking.

During 99 Giving Day period, CFPA, together with social organizations, launched 72 fund-raising projects and invited celebrities, enterprises and public power to participate in. More than 260,000 person-times of people made donations and RMB 19.97 million were raised in total (including matching funds from Tencent and enterprises). The funds would mainly be used to help disadvantaged groups including children and poor farmers.

♥ Cooperation on Internet-Based Philanthropy with Other Platforms

In 2019, CFPA also maintained a productive relationship with The Micro Platform for Public Welfare of Sina, Meituan Charity Platform, Waterdrop Charity, Qfund for Good, Suning Charitable Foundation and Internet-based platforms like Social Participation in Poverty Alleviation and Development of China, and cooperation have been carried out in fund-raising events at important points, including International Working Women's Day, National Disaster Prevention and Mitigation Day, 520 Nutrition Day, International Children's Day, Philanthropy for Everyone.

7 Together, Let Us Donate to the Nutritious Meals Program



Photo 1: Children are receiving milk and eggs



Photo 2: Children are reading nutrition education handbook together

Walmart Fundraising Initiative for the Nutritious Meals Program was jointly launched by China Foundation for Poverty Alleviation and Walmart China. It aims to improve the nutritious status of children in poverty-stricken areas and help with their all-round development through donations of consumers, Walmart and its suppliers.

From 2011 to December 31, 2019, Walmart Fundraising Initiative for the Nutritious Meals Program donated about RMB 14 million, benefiting 38,000 person-times of students in more than ten primary schools in poor areas of Sichuan, Yunnan, Guizhou, Hunan, Guangxi, Hebei and Hubei. Walmart China advanced the progress of philanthropy by taking full use of its own advantages.

From August 15 to 28, 2019, CFPA and Walmart launched the 5th Fundraising Initiative for the Nutritious Meals Program and received more than RMB 1.85 million of funds (including online fundraising through Tencent Philanthropy for Nutritious Meals Program during the event). During the activity, Walmart adopted the omnichannel donation forms, through which customers were able to make donations both online and offline, and Walmart and its supplier, Yili Group, provided matching funds. Consumers could participate in donation by donating 3 or 6 yuan at the checkout of Walmart supermarkets and Sam's Club or buying corresponding products in physical stores or on e-commerce platforms, to assist in nutritional improvement for children in poor areas. At the same time, Walmart provided matching funds for the donations of customers. In addition to this, Walmart encouraged employees to participate in charity donation.

Total funds raised

RMB **14**
million

Total funds raised in 2019

RMB **1.85**
million

8 The “Love Knows No Borders” International Charity Sale



Photo 1: Chinese State Councilor and Minister of Foreign Affairs Wang Yi and his wife, Qian Wei, attending the ceremony

Photo 2: Chinese State Councilor and Minister of Foreign Affairs Wang Yi and his wife, Qian Wei, having group photos with winners

Photo 3: CFPA staff introducing the Panda Pack Project to foreign guests

The “Love Knows No Borders” International Fundraising Event was initiated in 2009 by the Ms. Qian Wei, wife of Mr. Wang Yi, Minister of Foreign Affairs of China. Since 2016, China Foundation for Poverty Alleviation became the co-host and so far raised funds of about RMB 19 million, built 22 convenient bridges and 8 clinics for impoverished mountainous areas and provided cochlear implantation operation for 120 hearing-impaired children to make people feel the love from the whole society.

On October 27, 2019, the 11th “Love Knows No Borders · Run to a Better Future” International Fundraising Event was held at the warm-up filed of National Stadium. Representatives from about 90 embassies in China, international organizations and about 50 Chinese enterprises took part in the Event. On the opening ceremony, Wang Yi, Chinese State Councilor and Minister of Foreign Affairs, together with his wife Qian Wei; Qi Yu, Party Secretary of Ministry of Foreign Affairs; Le Yucheng, Vice Minister of Foreign Affairs; other leading officials of Minister of Foreign Affairs; Zheng Wenkai, President of CFPA; Liu Wenkui, Vice President and Executive Director of CFPA; over 150 representatives and their wives from embassies in China and international organizations attended.

Total funds raised in the Event nearly

RMB 19
million

9 Advocating Enterprises to Participate in Targeted Poverty Alleviation



On October 14, 2019, on the verge of the 6th Poverty Alleviation Day, China Foundation for Poverty Alleviation organized the 2019 Poverty Alleviation Day · Forum to Mobilize Social Forces to Participate in the Poverty Alleviation at Beijing Convention Center under the guidance of the State Council Leading Group Office of Poverty Alleviation and Development. Hong Tianyun, member of the Party Committee and Deputy Director of the State Council Leading Group Office of Poverty Alleviation and Development; Qu Tianjun, Head of social poverty alleviation of State Council Leading Group Office of Poverty Alleviation and Development; Wang Dayang, Deputy Inspector of social poverty alleviation of State Council Leading Group Office of Poverty Alleviation and Development; Luo Yong, Deputy Director General of Science and Technology Innovation and Social Responsibility Bureau of SASAC; Liu Guicai, chief engineer of Information Center of Ministry of Agriculture and Rural Affairs of the People's Republic of China; Zheng Wenkai, President of CFPA; Liu Wenkui, Vice President and Executive Director of CFPA; representatives from governments, enterprises, social organizations, research institutions and poor farmers have attended this Forum.

The year 2019 was the 70th anniversary of the founding of the People's Republic of China, and also a crucial year in the fight against poverty. Poverty alleviation requires the participation and support from all sectors of the community, and social organizations are important carriers to mobilize and organize social forces to participate in poverty alleviation. Hong Tianyun, member of the Party Committee and Deputy Director of the State Council Leading Group Office of Poverty Alleviation and Development stated that social organizations, represented by CFPA, should play their proper role, and they should offer help, improve themselves, help the poor and do good turns and guide social ethos to encourage more enterprises, social organizations and individual citizens participate in this battle and in addressing the country's uneven and inadequate development, so as to ease the people's concerns and difficulties.

On the Forum, Wang Tong, Senior Vice President of Samsung introduced the general conditions of Samsung Villa Sharing · Yanyuan Apple Project, and Zhou Peng, Board Secretary of China Tourism Group and General Manager of the Party Committee Office introduced the general conditions of Poverty Alleviation Project of Ximeng Pu'er Tea. Under the support of the State Council Leading Group Office of Poverty Alleviation and Development and Information Center of Ministry of Agriculture and Rural Affairs of the People's Republic of China, CFPA, Samsung and ByteDance jointly launched the Shanpin E-Commerce · Poverty Alleviation Project of Yanyuan Apple Industry, and partnered with China Tourism Group to launch the Shanpin E-Commerce · Poverty Alleviation Project of Ximeng Pu'er Tea. Shanpin E-Commerce entered into a cooperation agreement with ByteDance, China Duty Free Group Co. Ltd. and Weibo respectively to coordinate and integrate the high quality flow, channel and brands to support the online sales of Yanyuan apples and Ximeng Pu'er tea.

Photo 1: The Forum to Mobilize Social Forces to Participate in the Poverty Alleviation was held in Beijing

Photo 2: Opening ceremony of Samsung Yanyuan Apple Project

Photo 3: Opening ceremony of Project of Ximeng Pu'er Tea of the People's Republic of China Tourism Group

Photo 4: Hong Tianyun, member of the Party Committee and Deputy Director of the State Council Leading Group Office of Poverty Alleviation and Development giving a speech





AUDIT REPORT

Audit Report

XYZH/2020BJA120088

To China Foundation for Poverty Alleviation:

I. Audit Opinion

We have audited the accompanying financial statements of China Foundation for Poverty Alleviation (the "CFPA"), which comprise the balance sheets of company as at December 31, 2019, the business activities statement of 2019 and statement of cash flow for the year then ended in 2019, and the related notes to the financial statements.

In our opinion, the following financial statements based on <Nongovernmental Non-profit Organization Accounting System> present fairly, in all material respects, the financial status of CFPA as at December 31, 2019, and the result of its operation and its cash flows in 2019.

II. Basis for Opinion

We conducted our audit in accordance with the China Standards on Auditing ("CSAs"). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of China Foundation for Poverty Alleviation, and have fulfilled our other ethical responsibilities in accordance with the Code of Ethics for Professional Accountants of the Chinese Institute of Certified Public Accountants ("CICPA Code"). We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

III. Responsibilities of management and those charged with governance for the financial statements

Management of the CFPA is responsible for the preparation and fair presentation of the financial statements in accordance with <Nongovernmental Non-profit Organization Accounting system>. It is also responsible for designing, executing and maintaining necessary internal controls to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

IV. Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an audit report that includes our opinion. Reasonable assurance is a high level of assurance, but it is not a guarantee that an audit conducted in accordance with CSAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with CSAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- (1) Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- (2) Obtain an understanding of internal control relevant to the audit 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 Company's internal control.
- (3) Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- (4) Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

ShineWing Certified Public
Accountants
(Special general partnership)

Beijing, China

Chinese Certified
Public Accountant
(Project partner):

Chinese Certified
Public Accountant:

14 April 2020

罗军

王立杰

Balance Sheet

As of December 31, 2019

Organization: CFPA

Unit: RMB

Asset	Row	Opening Balance	Closing Balance	Liabilities and Equities	Row	Opening Balance	Closing Balance
Current assets:				Current liabilities:			
Cash and cash equivalents	1	158,776,965.27	153,373,393.05	Short term borrowings	20		
Short term investment	2	706,542,285.34	681,548,734.59	Account payables	21	453,310.00	371,096.00
Account receivables	3	121,373,599.13	7,500,000.00	Payroll Payable	22	1,937,271.76	2,194,204.21
Prepayment	4	5,812,467.60	7,174,401.00	Tax payable	23	138,493.03	126,249.00
Other receivables	5	5,507,333.79	5,291,288.78	Other payables	24	12,177,684.44	1,964,004.02
Inventory	6	33,127,616.93	34,045,405.57	Advance from customers	25		
Unamortized expense	7			Accrued expense	26		
Other current assets	8			Long-term liability due within one year	27		
Total current assets		1,031,140,268.06	888,933,222.99	Total current liabilities		14,706,759.23	4,655,553.23
Long term equity investment	9	332,969,887.39	302,468,097.41	Long term borrowing	28		
Long term debt investment	10	90,000,000.00	101,548,000.00	Long term payable	29	27,500,000.00	7,500,000.00
Total long term investment		422,969,887.39	404,016,097.41	Total long term liabilities		27,500,000.00	7,500,000.00
Original value of fixed assets	11	16,957,194.42	16,890,934.30				
Less: accumulated depreciation	12	5,563,032.00	6,381,443.48	Entrusted liabilities	30	208,500,000.00	
Net value of non-current assets		11,394,162.42	10,509,490.82	Total liabilities		250,706,759.23	12,155,553.23
Construction in progress	13	3,568,477.00					
Cultural Relics assets	14	273,892.00	273,892.00				
Fixed Assets to be Disposed of	15			Net assets:			
Total Fixed Assets		15,236,531.42	10,783,382.82	Unrestricted net assets	31	446,360,838.07	452,936,330.35
Intangible Assets	16	7,874,188.35	7,610,997.27	Restricted net assets	32	782,407,473.22	851,923,864.72
Other non-current assets	17	2,254,195.30	5,672,047.81				
Entrusted assets	18						
Entrusted assets	19			Total net assets		1,228,768,311.29	1,304,860,195.07
Total assets		1,479,475,070.52	1,317,015,748.30	Total liabilities and net assets		1,479,475,070.52	1,317,015,748.30

Person in charge: Wenkai Zheng
 Supervisor of Accounting Institution: Fengmei Tang

Person in charge of accounting: Wenkui Liu
 Statement preparation: Xiaoxu Xu

Statement of Business Activities

As of December 31, 2019

Organization: CFPFA

Unit: RMB

Item	Row	2019		
		Unrestricted	Restricted	Total
1. Revenue				
Incl: Donation	1	699,840.70	880,601,243.54	881,301,084.24
Rending of services	2			
Goods of sale	3			
Government subsidiest	4			
Investment income	5	47,996,252.52		47,996,252.52
Other income	6	3,589,244.12		3,589,244.12
Total revenue	7	52,285,337.34	880,601,243.54	932,886,580.88
2. Expense				
(1) Business activities expense	8	829,928,824.52		829,928,824.52
(2) Administrative expenses	9	19,585,661.20		19,585,661.20
(3) Fund-raising expense	10	11,985,920.69		11,985,920.69
(4) Other expense	11	99,014.67		99,014.67
Total expense	12	861,599,421.08		861,599,421.08
3. Conversion of Restricted Net Assets to Non-Restricted Net Assets	13	831,273,271.83	-831,273,271.83	
4. Change in Net Assets (-means less)	14	21,959,188.09	49,327,971.71	71,287,159.80

Item	Row	2018		
		Unrestricted	Restricted	Total
1. Revenue				
Incl: Donation	1	1,468,584.90	731,893,976.46	733,362,561.36
Rending of services	2			
Goods of sale	3			
Government subsidiest	4			
Investment income	5	35,036,290.72		35,036,290.72
Other income	6	1,124,304.33		1,124,304.33
Total revenue	7	37,629,179.95	731,893,976.46	769,523,156.41
2. Expense				
(1) Business activities expense	8	647,306,919.46		647,306,919.46
(2) Administrative expenses	9	33,305,647.86		33,305,647.86
(3) Fund-raising expense	10	10,468,596.13		10,468,596.13
(4) Other expense	11	196,876.06		196,876.06
Total expense	12	691,278,039.51		691,278,039.51
3. Conversion of Restricted Net Assets to Non-Restricted Net Assets	13	658,261,136.25	-658,261,136.25	
4. Change in Net Assets (-means less)	14	4,612,276.69	73,632,840.21	78,245,116.90

Cash Flow Statement

As of December 31, 2019

Organization: CFPA

Unit: RMB

Item	Row	Amount
1. Cash Flow from Operating activities:	1	
Cash received from donation	2	836,831,380.53
Cash received from membership fee	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	14,756,655.26
Subtotal of cash inflows	8	851,588,035.79
Cash paid for donation or reimbursement	9	780,407,775.56
Cash paid to and for employees	10	37,985,489.23
Cash paid for goods and services	11	
Other cash paid relating to operating activities	12	22,341,239.18
Subtotal of cash outflows	13	840,734,503.97
Net cash flow from operating activities	14	10,853,531.82
2. Cash Flow from Investing activities:	15	
Cash received from return of investments	16	1,255,935,877.11
Cash received from income on investment	17	50,338,447.02
Cash received from disposal of fixed assets and intangible assets	18	13,716.00
Other cash received relating to investing activities	19	10,723.22
Subtotal of cash inflows	20	1,306,298,763.35
Cash paid to acquire fixed and intangible assets	21	95,180.00
Cash paid on investments	22	1,295,465,100.68
Other cash paid relating to investing activities	23	-
Subtotal of cash outflows	24	1,295,560,280.68
Net cash flow from investing activities	25	10,738,482.67
3. Cash Flow from Financing activities:	26	
Cash received from borrowings	27	
Other cash received relating to financing activities	28	
Subtotal of cash inflows	29	
Cash repayments of borrowings	30	20,000,000.00
Cash paid for interest	31	-
Other cash paid relating to financing activities	32	6,997,863.01
Subtotal of cash outflows	33	26,997,863.01
Net cash flow from financing activities	34	-26,997,863.01
4. Effect of changes in foreign exchange rate on cash	35	
5. Net increase in cash and cash equivalents	36	-5,405,848.52

Person in charge: Wenkai Zheng
 Supervisor of Accounting Institution: Fengmei Tang

Person in charge of accounting: Wenkui Liu
 Statement preparation: Xiaoxu Xu



OUR PARTNERS

We trust
when people doubt

We act
when people complain

We persist
when people give up

Thank you
for believing in us
and persisting with us

We look forward to
a better future



中国石油



家用电器

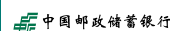
BLUESTAR 中国蓝星



SAMSUNG



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OUR ORGANIZATION

President					Zheng Wenkai
Executive Vice President					Wang Xingzui
Vice President					Liu Wenkui
Board of Trustees	Wang Ming	Wang Lizhi	Wang Xingzui	Wang Zhenyao	
	Liu Wenkui	Sun Lijun	Wang Xiangdong	Li Jian	
	Zheng Wenkai	Jin Jinping	Zhao Guanjun	Xiang Lei	
	Guo Kaitian	Dang Yanbao			
Board of Supervisors		Wang Hui	Bai Xiaohong	Liu Xinbing	
Secretariat	Executive Director		Liu Wenkui		
	Standing Deputy Executive Director		Chen Hongtao		
	Deputy Executive Director		Wang Jun	Ding Yadong	
			Wang Peng	Yan Zhitao	
			Qin Wei		
	CFO		Tang Fengmei		
Functional Departments					
Department of Administrative affairs					
Department of Finance					
Human Resources Department					
Monitoring and Research Department					
Branding and Communication Department					
Information Technology Department					
Business Departments					
Health Development Department					
New Great Wall Program Department					
Resource Development Department					
Program Development Department					
International Development Department					
Mobile Internet Department					
Public Advocacy Department					
Livelihood Development Department					
Targeted Poverty Alleviation Department					
Bona Villa Program Department					
Health Insurance Department					
Disaster Relief and Program Development Department					
Monthly Donation Advocacy Team					



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Technology Exhibition Center Branch)

Account: 323 3560 29109



Persistence brings changes !