

**Poverty Alleviation  
with Full Strength**



**CHINA FOUNDATION  
FOR POVERTY ALLEVIATION  
ANNUAL REPORT 2020**



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By the end of **2020**

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China Foundation for Poverty Alleviation had raised RMB **7.84** billion of funds and materials in total benefitting **48.42** million person-times of poverty-stricken and disaster-stricken population

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## ABOUT US

Established in 1989, China Foundation for Poverty Alleviation (hereinafter referred to as "CFPA") is a nationwide non-governmental charitable organization registered with the Ministry of Civil Affairs, PRC, and supervised by National Administration for Rural Revitalization (formerly the State Council Leading Group Office of Poverty Alleviation and Development). In September 2016, CFPA was one of the first to be certified by the Ministry of Civil Affairs as a charitable organization eligible 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

## Remarks by President, China Foundation for Poverty Alleviation

*Zheng Wenkai*



The year of 2020 was unusual. Under the firm leadership of the CPC Central Committee with Comrade Xi Jinping at the core, the Chinese people consolidated and endured severe challenges such as the COVID-19 pandemic, floods and changing world conditions. Great achievements were made in the "13th Five-Year Plan", namely the battle against poverty, and the building of the moderately prosperous society in all respects, which mark a new starting point for the two centenary goals of socialism with Chinese characteristics for a new era.

Thanks to the high trust and strong support from all social forces, CFPA forged ahead against the COVID-19 pandemic and poverty in 2020, reaching new breakthroughs and a new level in our work. Over the year, CFPA had a donation income of RMB 1.103 billion, and an expenditure of RMB 1.093 billion, benefiting 8.1189 million person-times in total. The Three-year Action Plan for poverty alleviation was complete in all respects. International programs were continuously conducted in Myanmar, Nepal, Ethiopia, Pakistan, Cambodia, Laos, and other countries. We are fully aware that these achievements are attributed to the active participation and strong support of our partners and all social sectors, to whom we convey sincere gratitude and respect!

On February 25, 2021, the National Summary and Commendation Conference for Poverty Alleviation was held, on which President Xi Jinping solemnly announced: with joint efforts of the CPC and the Chinese people, a total victory was achieved in the battle against poverty on the occasion of the 100th anniversary of the founding of CPC. Under the current standard, 98.99 million impoverished people in rural areas have shaken off poverty, 832 impoverished counties have been lifted out of poverty, and 128,000 poor villages have been removed from the poverty list. The overall regional poverty has been solved, and the arduous task of eradicating absolute poverty has been completed, making an unprecedented miracle in human history!

Since the 18th CPC National Congress, CFPA has focused on the decisive battle against poverty, and given full play to its advantages, to motivate social resources and forces to expand poverty alleviation, enhance the implementation of poverty alleviation projects, and eradicate poverty with all efforts. Based on the actual demands of poverty-stricken areas and impoverished groups, we have developed influential, credible and practical poverty alleviation projects in fields of industry, education, healthcare and disaster relief, including trainings on poverty alleviation collaboration,



Donation income in 2020

RMB **1.10**  
billion



Expenditure in 2020

RMB **1.09**  
billion

Shanpin E-commerce, Bona Villa Program, Disaster Relief Program, New Great Wall Scholarship Program, Domestic Panda Pack Project, Children Companion Plan, Backbone Project (Health Insurance for Poor Families' Labors), and Nutritious Meals Program. Over the eight years of battle against poverty, we have raised RMB 5.2 billion of funds and materials in total, accounting for 66% of those that have been raised since the founding of the foundation, and benefited 35.3776 million person-times.

### To serve the central task and overall plan, we pursued effective poverty alleviation

CFPA was founded to meet the need of poverty alleviation and development with the pace of reform and opening-up. We have witnessed and participated in the progress of poverty alleviation in China over thirty years, from the Seven-Year Priority Poverty Alleviation Program (1994-2000), the Outline for Development-Oriented Poverty Alleviation for China's Rural Areas (2001-2010), to targeted Poverty Alleviation, and battle against poverty. We have contributed to promoting poverty reduction and completing the building of the moderately prosperous society in an all-round way according to the national poverty alleviation and development strategy.

Since the 18th CPC National Congress, the CPC Central Committee with Comrade Xi Jinping at the core has made key deployments and overall plans for winning the battle against poverty by 2020 as the baseline task and landmark target in completing the building of the moderately prosperous society in an all-round way. The requirement was clarified: to mobilize the whole party, country and society to adhere to targeted poverty alleviation, targeted poverty elimination and integrated planning of poverty alleviation, in which we should focus on the deeply-impooverished areas, to ensure that impoverished people in rural areas under the current standard in China will shake off poverty by 2020, all poor counties will be lifted out of poverty, and overall regional poverty will be solved.

With a deep understanding of its mission and responsibility, CFPA actively responded to the call of the central government. Based on our advantages, we further improved institutional management, innovated the models and contents of poverty alleviation projects, and scientifically integrated resources and channels, participating in poverty alleviation with full strength. Under the guidance of Xi Jinping's thought of socialism with Chinese characteristics in a new era and the important strategic thought of poverty alleviation and development, the foundation gradually formed the idea of "a focus on the overall goal, major region, and specialization, as well as a target to expand the coverage of poverty alleviation". At the end of 2017,

we formulated the Three-Year Action Plan of China Foundation for Poverty Alleviation on Participating in the Battle against Poverty (2018-2020) in accordance with the requirements of the State Council Leading Group Office of Poverty Alleviation and Development and the Ministry of Civil Affairs, in which the purpose of raising RMB 1 billion for poverty alleviation in three years was clarified. By the end of 2020, a total of RMB 2.208 billion had been invested in the three-year poverty alleviation, exceeding the planned target. Over the past three years, the foundation had enhanced its efforts in fundraising, with a large increase of donation income for poverty alleviation each year. In 2018, the donation income was RMB 733 million, in 2019, RMB 881 million, and in 2020, RMB 1.103 billion. At the same time, we increased investment in poverty alleviation, with the expenditure on poverty alleviation exceeding 100% of the total income in the previous year for three consecutive years. In 2018, the expenditure on poverty alleviation was RMB 647 million, 101% of the total income in 2017; in 2019, the expenditure on poverty alleviation was RMB 830 million, 108% of the total income in 2018; in 2020, the expenditure was RMB 1.093 billion, the biggest input ever since, accounting for 117% of the total income in 2019.

### Through innovations and persistence, we actively took the initiative in the battle against poverty

CFPA adhered to the theme of implementing the major deployment of the central government on poverty alleviation and development, especially on the battle against poverty, and carried out the major plans focusing on the critical factors of poverty-stricken areas, beneficiaries of poverty alleviation, and lifting impoverished population out of poverty. We made all efforts to mobilize and gather social forces to participate in poverty alleviation and development. We built platforms, pooled resources, entered remote mountains, and visited villages; carried out a series of poverty alleviation programs centering around livelihood development, health care, education, humanitarian aid, and paired-up assistance in poverty alleviation. We innovated models and explored solutions to poverty issues. We adhered to comprehensive, refined management and open operation in an all-round way during the whole process, from project planning to design and implementation, to ensure the delivery and effect of contributions from all walks of life.

Following the country's overall work plan for poverty alleviation, we adhered to the problem-oriented concept to cope with three critical constraints and issues on poverty alleviation, i.e., key areas, key groups and impoverished people. Through baseline surveys, we targeted the problems, developed plans, designed projects, raised funds, and elaborately organized and



**Over the eight years of battle against poverty, we have raised RMB 5.20 billion of funds and materials in total, accounting for 66% of those that have been raised since the founding of the foundation 32 years ago, and benefited 35.38 million person-times.**



implemented the plans. We directed more new resources for poverty alleviation to impoverished areas, especially deeply-impooverished areas. We initiated new projects based on the needs of the poor, which were tailored and effectively implemented to meet their various needs for shaking off poverty and consolidating the results. A series of large-scale, effective, influential philanthropy projects for poverty alleviation were launched successively, in combination with our years of experience in poverty alleviation at the front line, and on the basis of the demands of impoverished areas. Poverty Alleviation through Livelihood Development was developed in an innovative manner with the carriers of farmer organization, industrial organization, and interest linkage improvement mechanism, including Shanpin E-commerce, Bona Villa Program, Sichuan Mengding Mountain Institute of Cooperative Development and Training. Poverty Alleviation through Health Care was carried out in an innovative way targeting the demand of impoverished groups for physical and mental health, such as Backbone Project (Health Insurance for Poor Families' Labors), Children Companion Plan, and Nutritious Meals Program. Poverty Alleviation through Education was conducted continuously to block the intergenerational transmission of poverty, such as New Great Wall Scholarship Program for Undergraduate Students, and New Great Wall Scholarship Program for High School Students. Poverty Alleviation through Humanitarian Aid was carried out for the purpose of alleviating poverty caused by disasters and enhancing the resilience of impoverished communities.

While implementing the projects, we work to promote the core values of socialism and the traditional virtues embedded in the Chinese Culture to advocate social support for the impoverished, enhance the spirit of poverty reduction and doing good, and explore love and kindness, expanding the social impact of poverty alleviation undertakings. Thereby, we facilitated the donors and recipients to build mutual trust and connections, displaying vivid and touching stories of poverty alleviation in China.

We organized a series of activities, such as "Annual Donors Conference" and "Seminars themed Social Forces Participating in Poverty Alleviation", to gather more resources supporting poverty alleviation comprehensively; we built up an open, transparent and convenient platform to mobilize the public to participate in poverty alleviation. We utilized new technologies and forms to expand channels for the public to participate in poverty alleviation, promoting a series of platforms, including One Yuan Donation Initiative, Great Walker, "Unite the Force for Good" Fundraising Activity, and Monthly Giving Initiative, and innovated projects that gave full play to these platforms. Philanthropic donation platforms such as SMS, WeChat and Alipay were launched to increase the engagement of public donations. Public channels and platforms for poverty alleviation were established with

third parties, including Alibaba Philanthropy, Ant Love, Tencent Charity and Weibo philanthropy. Since 2016, the foundation started to participate in the annual "Love Knows No Borders" International Charity Sale initiated by the Ministry of Foreign Affairs, which invites foreign embassies in China, international organizations based in China, Chinese enterprises and public institutions, attracting a total of 30,000 participants in five years and raising RMB 25.18 million of donations.

### **Upholding unity in the cause of poverty alleviation, we completed important tasks entrusted by supervising agencies**

In 2020, the foundation undertook the task of lifting 1,113 key poverty-stricken villages out of poverty entrusted by the State Council Leading Group Office of Poverty Alleviation and Development. Overcoming a range of difficulties, we organized 20 supervising teams among 198 Party member staff. According to the requirement of direct connection and supervision, we promoted the supervision tasks among villagers in an orderly and effective way. By the end of 2020, 12 key supervision tasks had been organized in total. We assisted in contacting and mobilizing 2522 social institutions, including 1797 enterprises and 725 social organizations. The total fund donations reached RMB 573.86 million, with an average of RMB 515,600 per village, completing 182.8% of the goal set. The total amount of material donations reached RMB 74.07 million, completing 378% of the goal set. 8758 people were assisted in employment, completing 207.8% of the goal set. RMB 70.6 million was invested in poverty alleviation through consumption, completing 113.6% of the goal set. All the four major assistance measures exceeded the planned work targets.

The foundation actively facilitated Paired-Up Assistance in Poverty Alleviation in Leishan County of Guizhou, Weiyuan County of Gansu, and Shicheng County of Jiangxi. From 2016 to 2020, CFPA invested more than RMB 58.6 million in the three counties: RMB 29 million in Leishan County, RMB 21 million in Weiyuan County, and RMB 8 million in Shicheng County. A range of poverty alleviation projects through Livelihood Development, Health Care, and Tourism were carried out, including Bona Villa Program, Nutritious Meals Program, New Great Wall Scholarship Program for High School Students, Domestic Panda Pack Project, Bridge Construction Project, Children Companion Plan, and Love Kitchen Program, benefitting 32,000 children, women and elderly people.

### **To respond to the Belt & Road Initiative, we uphold the philosophy of "love without borders", and promote "the building of a community with a shared future for mankind"**

People-to-people connectivity was promoted with other countries and regions, especially those along the Belt & Road. By the end of 2020, RMB 267 million had been invested in 24 countries and regions, including Myanmar, Nepal, Ethiopia, Laos, Cambodia, Pakistan, Namibia and Uganda, benefiting 1.34 million people. International aid and development programs have won recognition among the governments, the communities and relevant parties of the targeted countries and regions.

### **Looking into the future, we shall strive to consolidate and expand the achievement of poverty alleviation, effectively promote rural revitalization, and make new contributions**

Shaking off poverty is not the finish line, but the starting point of new lives and new endeavors. Facing new opportunities in rural revitalization at a new stage, we will make persistent efforts to improve team capabilities,

strengthen theoretical learning and practical exploration to promote the development of agriculture, rural areas and farmers.

We will continue to implement programs that serve to consolidate the achievements of poverty alleviation. We will maintain and gradually increase fund support in projects such as New Great Wall, Domestic Panda Pack Project, Backbone Project (Health Insurance for Poor Families' Labors), Nutritious Meals Program, Disaster Relief Program, and Children Companion Plan, targeting underdeveloped areas and low-income population in particular.

We will implement innovative programs that serve to expand the achievements of poverty alleviation. We will accelerate innovation, research and upgrading of achievements in poverty alleviation according to the actual needs of underdeveloped areas and low-income population with the Moving Forward - Rural Education Overall Improvement Program. We will carry out the Running Water County NPO Development Initiative, aiming at the weak points of NPOs in western China in terms of organizational development, professionalism and resource mobilization. Thereby, we will support the development of these county-level NPOs by introducing and undertaking resources for social assistance, expanding the achievements in poverty alleviation, establishing a long-term mechanism to tackle relative poverty, and promoting rural revitalization by all means. Since the project pilot were launched in the first half of 2020, the project has been supported by the municipal and county governments of 10 pilot areas, including Bijie, Bazhong, Yinjiang, Mabian, Pingchang, Xuan'en, Sinan, Yanhe, Tongjiang and Xishui. A cooperative model and participation mechanism have been initially formed, laying the foundation for an expansion of the project. By the end of 2020, RMB 19.2347 million had been invested on the project.

We will align efforts to consolidate and expand the achievements in poverty alleviation and effective connection to rural revitalization. By concluding years of experience in projects on rural development issues, we upgraded Bona Villa Program and Shanpin E-commerce to brand programs of rural revitalization, to enhance local industries, create local brands, and cultivate new rural talents.

We will continue to tell Chinese stories of poverty alleviation by implementing international aid and development programs such as the Panda Pack Project and Smiling Children School Feeding Program. We actively responded to the Belt & Road Initiative, and focused on "building the community of shared future for mankind" to enhance people-to-people connectivity with other countries and regions, and convey the friendship of Chinese People.

On the new stage, we should remain true to our original aspiration and keep our mission firmly in mind, under the guidance of Xi Jinping's thought of socialism with Chinese characteristics in a new era. Moreover, we shall have a deeper understanding of Xi Jinping's important strategic thoughts of boosting agriculture, rural areas and farmers' livelihood, and rural revitalization, which act as the guideline for promoting the foundation's work, and as the practical textbook for enhancing our organization development in all respects, learning and putting them into practice. We will earnestly implement the spirit of the second to fifth plenary sessions of the 19th CPC Central Committee, and the spirit of the Central Rural Work Conference and Central Working Conference on Poverty Alleviation and Development. We will strengthen "Four Consciousnesses" and "Four-sphere Confidence", firmly upholding General Secretary Xi Jinping's core position on the CPC Central Committee and in the Party as a whole, and upholding the Central Committee's authority and its centralized, unified leadership. We will face new challenges and new tasks under new requirements, with the purpose of consolidating and expanding the achievements of poverty alleviation to facilitate rural revitalization. We will play our role in the third income distribution based on our missions and advantages. We will delicately plan for the work in the next five years according to the 14th Five-Year Plan blueprint, to become the main force connecting poverty alleviation and rural revitalization with the assistance of social organizations. The foundation will continue to serve the central task and overall plan, making contributions to poverty alleviation, development and charities with Chinese characteristics, and making an unremitting endeavor to consolidate and expand the achievements of poverty alleviation and realize rural revitalization in all respects.



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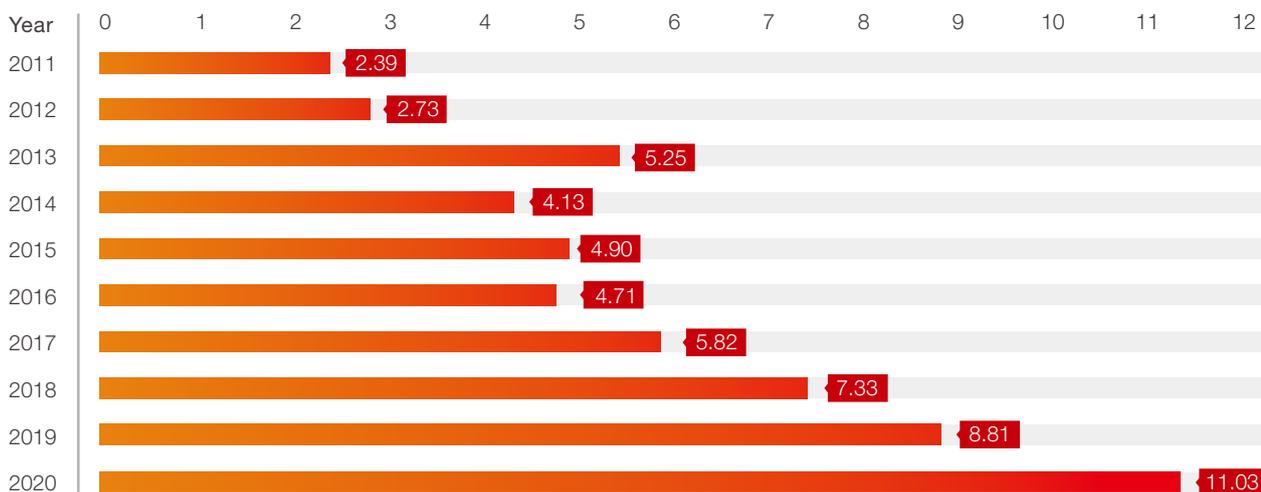
# OUR 2020

2020 is the year of winning the battle against poverty in all respects. Since the 18th CPC National Congress, the Party Central Committee with Comrade Xi Jinping at the core has regarded winning the battle of poverty by 2020 as the baseline task and landmark target of completing the building of a moderately prosperous society in all aspects. With a deep understanding of its mission and responsibility, CFPA actively responded to the call of the central government. Based on our advantages, we further improved institutional management, innovated the models and contents of poverty alleviation projects, and scientifically integrated resources and channels, participating in poverty alleviation with full strength. A working idea of "a focus on the overall goal, major region, and specialization, as well as a target to expand the coverage of poverty alleviation" has been formed. The Three-Year Action Plan of China Foundation for Poverty Alleviation on Participating in the Battle against Poverty (2018-2020) has been formulated. We continuously increased the investment in poverty alleviation through industry, education, healthcare and humanitarian aid; we took multiple measures to mobilize all social sectors to participate in poverty alleviation; we faced challenges

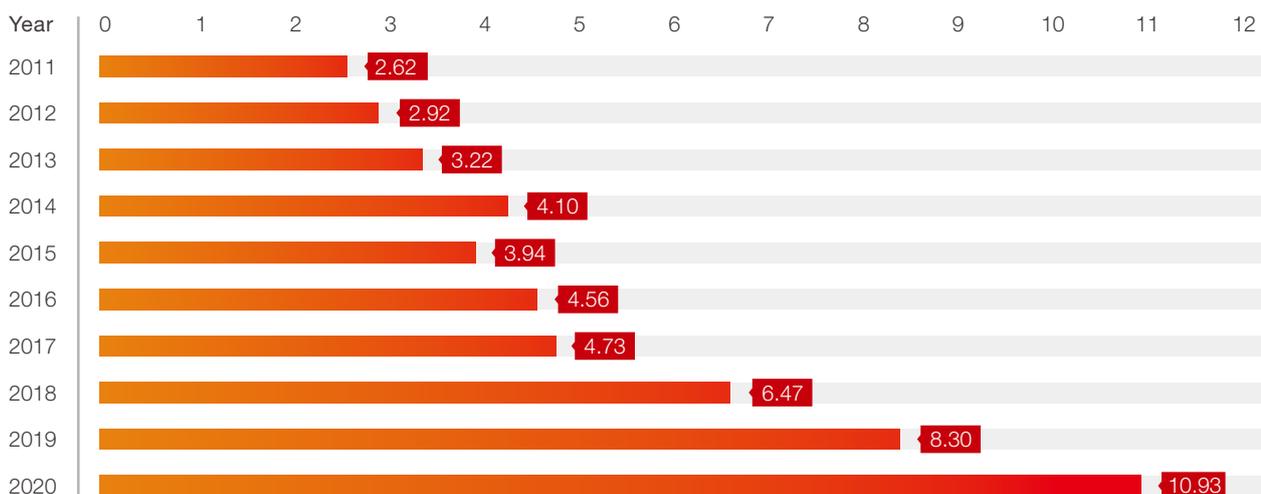
in fighting against COVID-19, conducted in-depth international assistance and advocacy, and told good Chinese stories of poverty alleviation.

In 2020, we worked together in providing nutritious meals for improving the health of poor children, schoolbags and bright school buildings for primary school students. We worked with local "mothers" to improve the well-being of rural children in need through the Children Companion Plan and built convenient bridges in villages. We helped high school and undergraduate students to receive education, villagers to live in comfortable houses, and farmers to market their agricultural products nationwide. We provided medical insurance for labors in poor families, and impoverished and vulnerable groups... We are gratified and proud of what we have done. In 2020, we adhered to the concept of serving the beneficiaries, donors and partners, continued to strengthen our professionalism and credibility, improved information construction and donor services, and accelerated the application of mobile internet. We made efforts to explore, collect and spread good conduct, so as to make the good more powerful. We repaid the support of all sectors with full passion, redoubled efforts, dedicated services and efficient work as we always did, and passed on all the love and hope of donors to people struggling in poverty and difficulties.

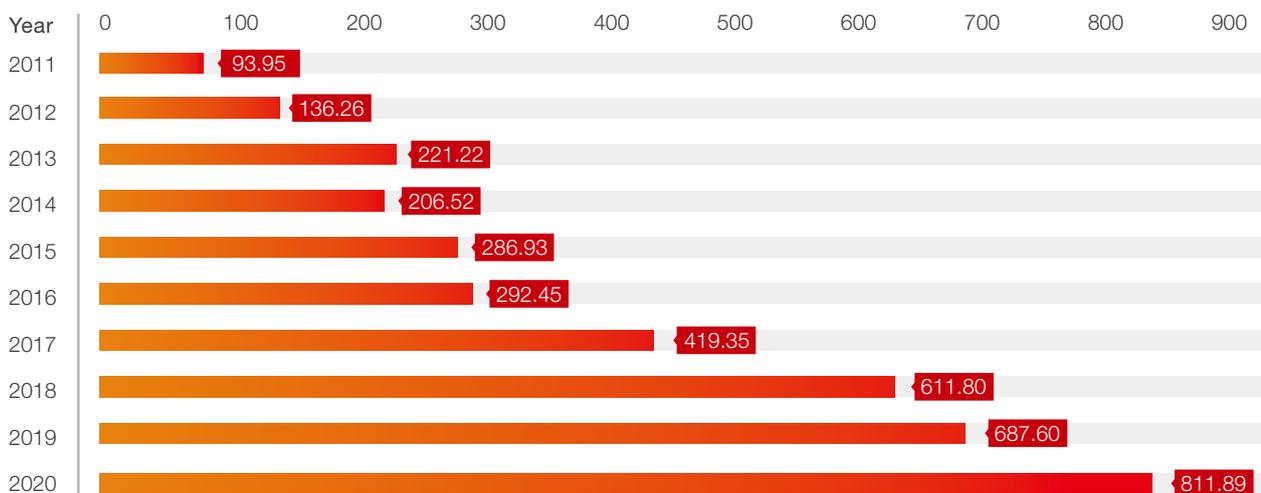
### Annual Donation Income (hundred million RMB)



### Annual Expenditure (hundred million RMB)



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





## POVERTY ALLEVIATION THROUGH HEALTH CARE

- **Backbone Project (Health Insurance for Poor Families' Labors)**
- **Nutritious Meals Program**
- **Children Companion Plan**
- **Critical Illness Relief Project**
- **Brightness Poverty Alleviation Program · Recovery from Cataract**
- **Rural Doctor Training Program**

The issue of healthcare has been one of the focuses of attention from all social sectors in China and the world beyond. At present, some issues are commonly found in underdeveloped areas in China, such as a lack of medical services, childhood malnutrition, imperfect child welfare and security system, and difficulty in endowment for the elderly, which influences the physical and mental health of the population in underdeveloped areas. Over the years, CFPA has focused on deeply-impoorished areas in healthcare-based poverty alleviation. A range of philanthropy projects have been continuously conducted, including Nutritious Meals Program, Children Companion Plan, Care for Elders with Disability and Dementia, Backbone Project (Health Insurance for Poor Families' Labors), Critical Illness Relief Project, and Rural Doctor Training Program. We strive to establish a comprehensive security system that contains maternity subsidies, medical staff trainings, medical equipment and other material assistance. We have reduced the incidence of childhood malnutrition to ensure children's needs for nutrition in their growth. We set up primary level welfare guarantee and child protection system for children in rural areas, especially left-behind children and children in difficulties. We provided special philanthropy insurances of poverty alleviation for main labor forces in the registered poor households with members from 18 to 60 years old to reduce the incidence of poverty caused by illness. We provided comprehensive support for low-income patients, to relieve financial burdens and build up confidence for beneficiaries.

# 1 Providing Health Insurance for Poor Families' Labors

As a response to the national call for poverty alleviation, we mobilized social forces to participate in Poverty Alleviation through Health Care. Under the leadership of the State Council Leading Group Office of Poverty Alleviation and Development and National Health Commission, CFPA, Alibaba Philanthropy, Alipay Philanthropy, and Ant Financial Insurance Platform jointly launched Backbone Project (Health Insurance for Poor Families' Labors), which provides special philanthropy insurances of poverty alleviation for registered poor households with members from 18 to 60 years old.

Since the project was initiated on July 12, 2017, a total of RMB 346.5489 million has been raised, 7.63 billion person-times have been mobilized to donate, and 11.38 million people in 84 counties (cities, districts) of 12 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in registered poor households have been provided with health insurances by December 31, 2020. The project totally settled 136,118 claims, with a total amount of RMB 216.9285 million. It has effectively reduced the burdens of poor people in hospitals.

In 2020, the project raised funds of RMB 105.4267 million, input RMB 94.3228 million, and provided health insurances for 3.0222 million person-times in registered poor households from 50 counties (cities, districts) of 11 provinces (autonomous regions, municipality under the direct jurisdiction of the central government).



On December 2, 2020, a report meeting on the stage results of Backbone Project (Health Insurance for Poor Families' Labors) was held, with the theme of "enhancing health insurance with social forces, establishing a mechanism to avoid returning to poverty"



The project team visits the beneficiary in Liping County, Guizhou Province



The project team visits the beneficiary in Malipo County, Yunnan Province



Funds raised in 2020  
RMB **105.43** million



Expenditure in 2020  
RMB **94.32** million

## 2 Improving the Nutritional Status of Children



Nutritious milk and eggs provide energy to children



Children participating in the "Clear Your Plate" Campaign



Efficient, clean appliances in the love kitchen are available to cooks making more delicious food



Children are active in the nutrition knowledge course

CFPA launched the Nutritious Meals Program in 2008, aiming at improving the nutrition of children in underdeveloped areas. After years of practice and exploration, a three-in-one program has been formed gradually, containing nutritional snacks, Love kitchens and the education of nutrition.

From October 9, 2008 to December 31, 2020, the program raised funds and supplies valuing a total of RMB 419 million. During the battle against poverty, more than 50 enterprises and 130 million people supported the project. About RMB 254 million was donated, and about RMB 238 million expenditure. The project totally involved 122 counties and districts in rural mountain areas of 62 cities (prefectures) in 18 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Yunnan, Guizhou, Hebei, Xinjiang and Anhui. It provided about 63.87 million nutritional snacks, with 2,642 sets of love kitchen appliances, benefiting more than 1.36 million person-times of students. Meanwhile, school feeding programs were fulfilled in countries like Cambodia and Laos. Additionally, the program provided about 762,000 packs of VitaMeals for 605,000 person-times of children in 20 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China.

In 2020, the program raised RMB 42.94 million, and input RMB 40.78 million. The program involved 31 counties (districts) of 20 cities (prefectures) in 11 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Yunnan, Guizhou, Guangxi, Xinjiang and Hunan, and benefited more than 171,900 person-times of students. The program provided about 5.74 million nutritional meals for 42,000 person-times of students, and equipped love kitchen appliances for 408 schools.

(The total income, expense and beneficiaries include those of International Nutritious Meals Program, Love Kitchen in Moving Forward Program, Post-disaster Reconstruction-Love Kitchen Program, and COVID-19 Love Kitchen Program; the program income, expense and beneficiaries in 2020 exclude those of International Nutritious Meals Program, Love Kitchen in Moving Forward Program, and COVID-19 Love Kitchen Program.)

Funds raised in 2020

**RMB 42.94**  
million

Expenditure in 2020

**RMB 40.78**  
million

# 3 Accompanying Left-Behind Children



Never be afraid of going too far, hand in hand with companion mothers



Children enjoying playing LEGO



During the COVID-19 pandemic, companion mothers making home visits



Companion mothers take teaching toys to villages, which allow Children Companion Homes to support children living in remote places

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 Children Companion Plan. The Children Companion Plan adopts the model of "one person, one family and one tie". With "companion mothers" as the approach, the "companion home" as the platform, and the county-level horizontal linkage mechanism as the guarantee, the program 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, 2020, Children Companion Plan raised a total RMB 108 million of funds and supplies. In addition, the local government provided RMB 23.4635 million to support the program. The program worked jointly with CYL Sichuan Provincial Committee, the Department of Civil Affairs of Guizhou Province, Jiangxi Charity Federation, the Department of Civil Affairs of Yunnan Province, the Department of Civil Affairs of Hubei Province, Anhui Charity and Social Welfare Association, and cooperated with technical providers like China Philanthropy Research Institute. The program covers more than 519,000 children in 898 villages (including 51 poverty-stricken counties, 565 registered poor villages) in 75 counties (cities, districts). More than 218,600 cases of children's welfare demands were collected and solved in total. The program was recognized and praised by local governments, partners, children and parents.

In 2020, the program raised RMB 50.55 million of funds and materials, and input RMB 44.5813 million, covering 757 villages of 65 counties in 5 provinces, including Guizhou, Jiangxi, Yunnan, Hubei and Anhui. The program collected and addressed more than 53,600 cases of children welfare needs, organized more than 86,700 times of activities, involving more than 1.152 million person-times of children and more than 212,500 person-times of parents. 14 training and supervision sessions were carried out, with 1,889 person-times of participants in total.

In 2018, Children Companion Plan became the strategic program of Alibaba Philanthropy. We will continue to work together in giving love and companion to more left-behind children in rural areas.

Funds raised in 2020

RMB **50.55**  
million

Expenditure in 2020

RMB **44.58**  
million

## 4 Rural Healthcare Program

To improve the level of healthcare service in villages, CFPA initiated the Rural Healthcare Program, where people in underdeveloped areas were provided with medical assistance, assistance of equipments and facilities, and trainings for primary level medical staff, to improve the health level of people in underdeveloped areas.

In 2020, the program raised funds of RMB 611,100, and input RMB 3.626 million, benefiting 20,000 person-times.

In 2020, Maternal and Infant Health Care Program covered 5 counties of 4 provinces (municipalities under the direct jurisdiction of the central government), including Yunnan, Chongqing, Fujian and Ningxia, benefiting 24,277 people in total. Among them, the Maternal and Infant Health Care 120 Program benefited 19,205 people, Eyesight Assistance Plan benefited 4,910 people, and PKU Program benefited 162 people.

In 2020, the Poor Rural Household Relief Program raised RMB 605,100, and input RMB 538,300. Among the 200 beneficiaries benefiting from the program, 118 were covered by Critical Illness Relief, 77 by accident assistance, and 5 by COVID-19 assistance. These families were provided with financial support, and encouraged to face the life in future.

The 2020 "Love Knows No Borders: Hear Love of the World" Program funded 127 congenitally hearing-impaired children from Henan, Jiangxi, Guangdong, Yunnan, Qinghai and Xinjiang Uygur Autonomous Region to accept cochlear implant surgeries.



The Eyesight Assistance Plan is implemented in Zhenghe County. The children are given eyesight tests.



2020 "Love Knows No Borders" International Charity Sale



## 5 Critical Illness Relief Project

In 2019, CFPA initiated the Critical Illness Relief Project, in response to the national call for poverty alleviation, in order to mobilize social forces to participate in the critical illness relief work for low-income population in underdeveloped areas in China. The critical illness relief work was fully carried out, actively guiding social forces to provide comprehensive support such as medical and rehabilitation subsidies and living allowances for impoverished and vulnerable groups with critical illnesses, to help the beneficiaries relieve financial burdens and strengthen their confidence in life.

In 2020, the project raised RMB 3.0009 million and input RMB 5.578 million, covering Guangnan County, Yongshan County and Shidian County, Yunnan Province; Yinjiang County and Liping County, Guizhou Province; Pingchang County, Tongjiang County and Xide County, Sichuan Province. Poor villagers with critical illnesses were provided with comprehensive support funds, such as medical and rehabilitation subsidies and living allowances.



The Critical Illness Relief Project team visits the beneficiaries in Shidian County, Yunnan Province

Funds raised in 2020

RMB **3.00** million

Expenditure in 2020

RMB **5.58** million

## 6 Brightness Poverty Alleviation Program · Recovery from Cataract

Brightness Poverty Alleviation · Cataract Recovery Program is jointly initiated by State Council Leading Group Office of Poverty Alleviation and Development and National Health Commission.

Under the leadership of State Council Leading Group Office of Poverty Alleviation and Development, CFPA, assisting in public fundraising, worked together with China Poverty-alleviation Promotion of Volunteer Service, as the organizer and implementor of the Cataract Recovery Program, Social Participation in Poverty Alleviation and Development of China is the information release and crowdfunding platform.

In 2020, the project raised RMB 503,000 and input RMB 1.0172 million, involving 24 Counties (cities, districts) of Anhui and Gansu Provinces, with 1,135 beneficiaries.



Poster of Brightness Poverty Alleviation · Cataract Recovery Program

Funds raised in 2020

RMB **503,000**

Expenditure in 2020

RMB **1.02** million

## 7 Rural Doctor Training Program

The Rural Doctor Training Program was initiated by CFPA in 2020, aiming at empowering rural doctors, improving their capacities, and promote the health of rural residents by providing capacity building and portable medical packages for rural doctors.

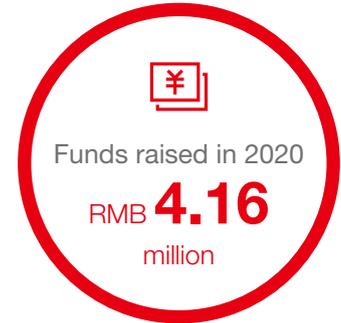
By the end of 2020, the program has raised a total of RMB 4.16 million and input a total of RMB 1.93 million, benefiting 2,135 people in total. The program has distributed portable medical packages to 718 rural doctors and provided 2,135 rural doctors with clinical teaching trainings and online trainings, covering 9 counties of 4 provinces. The program received the Annual Award of Philanthropic Project in the 10th China Philanthropy Festival in 2020.



Dai Yejian, a rural doctor in Fenxi County, Shanxi Province visiting households



Xun Baohua, a rural doctor in Fenxi County, Shanxi Province visiting households





## POVERTY ALLEVIATION THROUGH EDUCATION

- Domestic Panda Pack Project
- Moving Forward Program
- New Great Wall Scholarship Program for Undergraduate Students
- New Great Wall Scholarship Program for High School Students
- Sunshine Tracks
- Pre-School Mandarin Learning Action
- Rural Education Development Program

Education plays a key role in poverty alleviation, which is conducive to stopping the intergenerational continuation of poverty. Due to the harsh natural environment and remote geographical location, the economic growth of underdeveloped areas in China is at a relatively low level. The education and comprehensive development of children are lagging behind, and the issues brought by uneven distribution of educational resources between urban and rural areas needs to be addressed.

Ever since 2002, CFPA has promoted education equity in poverty-stricken areas, where the students were allowed to go to school, then provided with quality education, and able to develop themselves comprehensively. A range of Poverty Alleviation through Education programs were initiated to resolve various issues, including New Great Wall Scholarship Program, Domestic Panda Pack Project, Moving Forward Program, etc. It has been engaged in improving the living conditions of students in underdeveloped areas, improving the education level of villages in counties, and consolidating the achievements of poverty alleviation.

# 1 Domestic Panda Pack Project



Warm packs being distributed in Haiyuan County, Ningxia

Domestic Panda Pack Project, initiated by CFPA on April 26, 2009, aims to improve the comprehensive development and living conditions of primary school students in underdeveloped areas, conveying one-to-one care for rural children and encourage them to realize their dreams.

In 2020, the project received donations of RMB 48.53 million and input RMB 50.87 million. A total of 555,273 art packs and 46,350 warm packs were distributed, benefitting 601,600 students from 2,554 schools in 96 counties (cities, districts) of 25 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government).

By the end of 2020, a total of RMB 785 million of donations had been received; 6.44 million art packs, 605,000 warm packs, 32,000 daily packs and 31,000 school-wide packs had been distributed, benefitting 7.13 million students from 32,771 schools and 6,549 households in 892 counties of 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government).

A range of enterprises and individuals participated in this project through online and offline channels: more than 500,000 donations were collected offline, more than 80 million donations were made through online platforms like Alipay Philanthropy and Tencent Charity, and more than 5 billion donations were made through the "Goods for Good" platform of Alibaba Philanthropy.



Primary school students in Li County, Gansu Province showing big smiles when receiving the packs



Beneficial students in Xide County, Sichuan Province

Funds raised in 2020

RMB **48.53** million

Expenditure in 2020

RMB **50.87** million

## 2 Moving Forward Program

The Moving Forward Program, a development-oriented philanthropic program initiated by CFPA that promotes the development of children in rural areas and the education equity between urban and rural areas, aims to improve the learning environment and education resources for children in underdeveloped rural areas through continuous social care and professional support.

By the end of 2020, the program had received donations totaling RMB 96.45 million, involving 242 schools in Weining County, Zhenxiong County, Huize County, Hezhang County, Guangnan County, Yinjiang County, Mao County and Longlin County, benefiting 84,819 students (including students that had transferred to other schools and entered higher schools) and 3,726 teachers.

In 2020, Moving Forward Program received donations of RMB 36.06 million and input RMB 26.69 million in total. The project trains local teachers to conduct weekly project sessions in the project schools, sets up activity space at 120 schools, provides various trainings and study tours for principals, distributed various packs to students, and establishes the "Science space" and "Reading Space" for schools.



Group photo of principals trained in the Moving Forward Navigator Initiative



Reading space in the project area



Students at a project school having the moving forward course

Funds raised in 2020

RMB **36.06** million

Expenditure in 2020

RMB **26.69** million

### 3 New Great Wall Scholarship Program for Undergraduate Students



CFPA staff communicating with teachers and representatives of beneficiary students in Henan Normal University

The New Great Wall Scholarship Program for undergraduate students, aiming at cultivating and self-improving talents, provides beneficiary students with financial support and personal development support. The program is dedicated to guiding students to take social responsibilities while achieving personal successes, so as to realize the purpose of the program "delivering social care and forging self-improving talents".

Since 2002, the program has received donations totaling RMB 305 million, benefiting 142,857 person-times, covering more than 600 universities and colleges in 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government). Moreover, New Great Wall Self-Reliant Associations have been established in 104 universities, which provided platforms for the growth and development of students.

In 2020, the program raised RMB 10.7 million of funds and input RMB 11.24 million, delivering financial stipends to 3,324 students from 155 universities and 474 students from 6 counties.

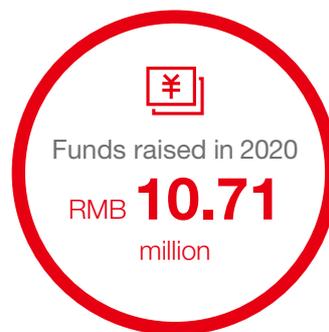
In 2020, the program carried out three field monitors, covering 3 universities. Among 4,047 beneficiary students from 157 universities and colleges, 850 samples were selected, accounting for 21% of the total. Program monitoring ensures that the program is implemented precisely and effectively.



CFPA staff on field visits in South China University of Technology



CFPA staff on field visits in Sun Yat-Sen University



## 4 New Great Wall Scholarship Program for High School Students

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 and organizing confidence-boosting class meetings, to support beneficiary students completing their studies while also achieving personal development.

From September 2007 to December 31, 2020, the program raised a total of RMB 350 million, benefiting 161,900 person-times. It provided financial assistance and personal development support for 62,700 high school students in underdeveloped areas, covering 409 counties (cities, districts) of 28 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), and built 1,250 Self-reliance Classes in 518 poverty-stricken counties.

In 2020, the program raised RMB 61.05 million and input RMB 82.7528 million of funds and materials (including RMB 830,600 of materials and RMB 81.92 million of funds). 615 Self-reliance Classes were established at 346 senior high schools in 285 counties of 23 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government). A total of 46,491 students benefited from the program, a 9,849 increase from 2019.



Opening Ceremony of China Post Self-reliance Class in Lancang Minzu High School



Opening Ceremony of Red Flag Dream Self-reliance Class in Qin'an No. 1 Middle School of Gansu Province



Award Ceremony of Xuhang Scholarship in Jiangxi Hengfeng High School



The representative of beneficiary students giving a speech on the main forum of the 4th Alibaba 95 Philanthropy Week

Funds raised in 2020

RMB **61.05** million

Expenditure in 2020

RMB **82.75** million

## 5 Sunshine Tracks

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

In 2020, the program received donations of RMB 627,500 and input RMB 5.06 million. Field surveys, selection of beneficiary schools, supervision and inspection of project progress were carried out, covering 29 schools in 6 counties of 3 provinces, and benefitting 14,000 person-times, especially 4 deeply impoverished counties.



Kids playing games on the playground in Guandu Town Central School, Wanyuan City

### Sunshine Tracks

Funds raised in 2020

RMB **62,7500**

Expenditure in 2020

RMB **5.06**  
million

### Pre-School Mandarin Learning Action

Funds raised in 2020

RMB **100.22** million

Expenditure in 2020

RMB **129.52** million

### Rural Education Development Program

Funds raised in 2020

RMB **46.38**  
million

Expenditure in 2020

RMB **38.22**  
million

## 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. The State Council Leading Group Office of Poverty Alleviation and Development guided the Action while China Foundation for Poverty Alleviation was in charge of fundraising. China Poverty Alleviation Promotion of Volunteer Service was responsible for project implementation, and Social Participation in Poverty Alleviation and Development of China served as a platform for information dissemination and fundraising.

In 2020, the project received donations totaling RMB 100.22 million and input RMB 129.52 million.

Since 2018, the project has received donations totaling RMB 250.91 million.

In 2020, the project expanded its coverage from the initial 112,800 pre-school children to Mabian County, Ebian County, and Jinkouhe District, Leshan City. Up to now, the Pre-School Mandarin Learning Action has benefited more than 434,000 pre-school children in 3,986 pre-school education sites in Liangshan Prefecture and Leshan City.

## 7 Rural Education Development Program

Rural Education Development Program, an integrated program initiated in 2019, consists of school dormitory building, school and facilities construction, poverty alleviation through rural education improvement, and other small- and medium-size projects. It has received donations of RMB 79.57 million in total, benefitting 422,300 person-times, covering 26 counties (cities, districts) of 13 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government).

In 2020, the program continued to carry out school construction assistance and student subsidies with the work idea of improving the quality of rural education. The program received donations of 46.39 million and input RMB 38.22 million, covering 23 counties (cities, districts) of 12 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), and benefitting 399,900 person-times.

During the phase of battle against poverty, the School Dormitory Building Program under the Rural Education Development Program raised funds totaling RMB 41.17 million and input a total of RMB 45.29 million, benefitting 101,712 people, covering 35 schools in 21 counties (cities, districts) of 11 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including 8 deeply impoverished counties.



## POVERTY ALLEVIATION THROUGH LIVELIHOOD DEVELOPMENT

- **Bona Villa Program**
- **Shanpin E-commerce Program**
- **Young Farmer Entrepreneurship Development Program**
- **Bridge Construction Project**
- **Ecological Afforestation Program**
- **Rural Capacity Training and Vocational Education Program**
- **Rural Infrastructure Building Program**

Due to lack of technical support, small production scale, or poor transportation, the impoverished and vulnerable groups in rural and underdeveloped areas are at a disadvantage in market competition, and face difficulties in improving the quality of life. In order to improve the basic production and living conditions in rural areas and provide low-income populations in less developed areas with more opportunities of development and benefits in market economic activities, CFPA has taken a series of actions. Farmers' cooperatives have been established, and village hostels have been built by utilizing local resources. Poverty alleviation with e-commerce was promoted in an innovative way with connection to the market. Thereby, the endogenous impetus of people has been stimulated, which promotes the transformation of impoverished villages from "assistance-based poverty alleviation" to "development-oriented poverty alleviation".

# 1 BONA VILLA - Poverty Alleviation Through Tourism



Scenery besides the village hostel in Xiyuan Village, Wan'an County, Jiangxi Province

Bona Villa Program is an innovative program initiated by CFPA in 2013. By exploring a new model of "poverty alleviation through rural tourism +", the program is engaged in establishing a platform that connects impoverished villages to the outside, reevaluating the value of impoverished villages, and creating village-oriented development opportunities.

In 2020, the program received donations totaling RMB 38.11 million and input RMB 47.98 million.

Since Bona Villa Program was established in 2013, the accumulated funds from corporate donations, government support and social investment have exceeded a total of RMB 645.79 million, including RMB 221.04 million of donations, and RMB 424.75 million of government and social investments, benefiting 105,000 people.

By the end of 2020, the program had covered 26 villages in 24 counties (districts) of 11 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Hebei, Henan, Gansu, Shaanxi, Guizhou, Hunan, Sichuan, Jiangxi, Chongqing, Qinghai and Inner Mongolia.



Research trip to Baiyan Village, Leishan County, Guizhou Province for the Bona Villa Program



Bona Villa Program site supported by Samsung-program completion ceremony in Gannian Village, Guang'an District, Guang'an City

Funds raised in 2020

RMB **38.11**  
million

Expenditure in 2020

RMB **47.98**  
million

## 2 Shanpin E-Commerce



Farmers supported by the Shanpin E-commerce celebrating a good harvest of Yongxin Yellow Peach

Shanpin E-commerce is a social enterprise for Poverty Alleviation through Livelihood Development initiated by CFPA. With the mission of "bringing out value of honest production", and the vision of "giving dignity to those who farm and health to those who eat", the program encouraged small farmers in rural areas to work together in groups in producing safe, quality agricultural products connected to markets through multiple channels. It cultivated public brands of local agricultural products and local talents, and continuously improved the development competitiveness of poverty-stricken areas and groups with the power of market.

In 2020, the program received funds of RMB 30.2 million and input RMB 22.55 million. So far, Shanpin E-commerce has been implemented in 110 cooperatives in 89 counties (cities, districts) of 19 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting up to 36,347 rural households (including 4,183 registered poor households). There are 47 poverty alleviation products of 5 categories. A quality control management demonstration base of 195,329 mu was built. Throughout 2020, a total of 110 online and offline activities were held, receiving support from 146 celebrities. The brand exposure exceeded 500 million times.



A farmer showing newly harvested kiwi fruits



A farmer picking Shimian tangerines in the orchard

Funds raised in 2020  
**RMB 30.20** million

Expenditure in 2020  
**RMB 22.55** million

### 3 Young Farmer Entrepreneurship Development Program



A survey on "Rural Industry and Talent Development Plan"

The Young Farmer Entrepreneurship Development Program, an important part of the rural development programs of CFPA, aims to cultivate a group of local talents who love rural areas, understand technologies and are good at business management. With the combination of trainings, incubation and entrepreneurial practice, and the focus on "practice and actions", the program integrates social resources to cultivate and train the five core capabilities of young farmers, who are encouraged to contribute to rural revitalization. The program cultivates and delivers young professional farmers for underdeveloped areas, and injects vitality and sustained momentum to rural development.

Since the initiation of the program in 2019, it has benefited 18 cooperatives in 15 villages in 13 counties (cities, districts) of 5 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in total by December 2020. In 2020, RMB 16.84 million was raised and RMB 4.31 million input for the program. Various trainings were organized, including 12 sessions of online training courses on agricultural assistance for 4,042 people, 1 collective training covering 200 people, 3 regional trainings covering 400 people, and 2 field trainings benefitting 40 community-level technical personnel.



A theme training for rural talents held in Xi County, Shanxi Province

Funds raised in 2020  
RMB **16.84**  
million

Expenditure in 2020  
RMB **4.31**  
million

## 4 Bridge Construction Project

The Bridge Construction Project is a philanthropic project jointly initiated by CFPA, Jiangling Motors Co., Ltd., China National Automobile Journalists Association, and China Automotive News in 2007. With the mission of "building up bridges for those crossing the river", the project provides funds for the construction of bridges in underdeveloped areas.

By 2020, the project had built 834 bridges in 155 counties (cities, districts) of 25 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China, benefiting more than 1.16 million people.

In 2020, the Bridge Construction Project input RMB 3.16 million to build 71 bridges in 15 counties of 7 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China. Among them, 57 had been completed, 9 still under construction, and 5 to be built. Up to 103,600 people benefited from the project.



Completion of a bridge in Qijiang District, Chongqing



Completion of a bridge in Maizhokunggar County, Tibet

## 5 Ecological Afforestation Program

The Ecological Afforestation Program is a philanthropic program initiated by CFPA in 2018 to increase the income and enrich income sources for people in ecologically fragile areas through the development of suitable economic forestry.

By 2020, the Ecological Afforestation Program had been implemented in 11 counties (cities, districts) of 3 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Inner Mongolia, Gansu and Shanxi, involving 4 deeply-impooverished counties and benefiting 75,000 people in total.



Villagers in Weiyuan County receiving income from growing trees



Program site in Kelan County

## 6 Rural Capacity Training and Vocational Education Program

The Rural Capacity Training and Vocational Education Program provides financial and intellectual resources to promote the development of rural industries through supporting cooperatives, training rural talents, and offering vocational capacity training to consolidate poverty alleviation and boost rural revitalization.

In 2020, the Rural Capacity Training and Vocational Education Program raised funds of RMB 32.52 million and input RMB 25.15 million, covering 9 counties (cities, districts) of 7 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting 403,300 people.

Funds raised in 2020

RMB **32.52**  
million

Expenditure in 2020

RMB **25.15**  
million

## 7 Rural Infrastructure Building Program

The Rural Infrastructure Building Program, aims to improve infrastructure for underdeveloped areas, such as roads, rural clinics, village activity centers, and industrial bases, in order to further improve the production, living conditions and well-being of villagers.

In 2020, the program raised funds of RMB 8 million and input RMB 8.85 million. Assistance of 11 clinics was completed. The main bodies of residential service building of the central nursing homes in Quianjiang Town and Suichuan County were completed. Shicheng County poverty alleviation and elderly care program was completed. The program covered 8 counties (cities, districts) of 5 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China, and benefited 35,200 people.

Funds raised in 2020

RMB **8.01**  
million

Expenditure in 2020

RMB **8.85**  
million



Trainees of the CNPC project doing theoretical and practical exercises



Operation and e-commerce training course for Guzhang County cooperative



In-house management service course for Shicheng County poverty alleviation and elderly care program



Completion of the comprehensive residential service building at the central nursing home in Quianjiang, Suichuan County



## POVERTY ALLEVIATION THROUGH HUMANITARIAN AID

- Disaster Relief Program
- Post-Disaster Reconstruction Program
- Disaster Prevention and Risk Reduction Program

China is a country with different types of natural disasters. Poverty caused by disasters and returning to poverty due to disasters are two main causes of poverty. CFPA began the implementation of the Disaster Relief Program in 2003, alleviating the suffering and anxiety of compatriots in poverty-stricken areas, and enhancing the timeliness and pertinence of disaster response. The program advocates and promotes the cooperation between the government and social organizations and between social organizations in disaster relief, building humanitarian aid network, and carrying out disaster preparedness, mitigation, relief, and post-disaster reconstruction work.

# 1 Disaster Relief

Since its establishment in 2003, the CFPA Disaster Relief Program has conducted 289 disaster relief actions, directly benefiting more than 6.61 million people in total, covering disaster areas in 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China, and 12 countries in Asia, Africa, North America and South America.

In 2020, the project raised funds and materials totaling RMB 17.13 million, conducted 42 disaster relief actions, and input a total of RMB 8.05 million on funds and supplies for disaster relief, benefiting 711,600 people in 13 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) in China.

Funds raised in 2020

RMB **17.13** million

Expenditure in 2020

RMB **8.05** million



Emergency response to relocate trapped people in the flood of Longmen County, Guangdong Province



Tent settlement site for flood relief in Wudu District, Gansu Province

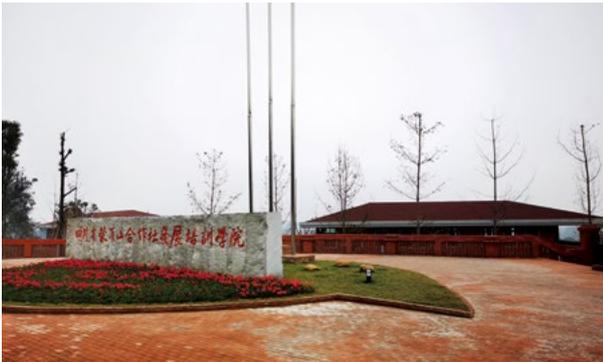


Food and oil packages distribution site for flood relief in Fuliang County, Jiangxi Province

## 2 Post-Disaster Reconstruction



Publication of the Road of Reconstruction: A Report on Post-Disaster Reconstruction Program Development of China Foundation for Poverty Alleviation



The completed Sichuan Mengding Mountain Institute of Cooperative Development and Training

In 2020, implementation work was carried out for the post-disaster reconstructions for earthquakes in Ludian, Yunnan, Lushan and Jiuzhaigou, involving a total input of over RMB 19.32 million. The post-earthquake reconstruction in Yunnan Ludian mainly involved school construction projects; the post-earthquake reconstruction in Lushan mainly involved community development and housing reconstruction projects; and the post-earthquake reconstruction in Jiuzhaigou mainly involved ecological conservation and sustainable livelihood development projects in Giant Panda National Park.

In 2020, the Road of Reconstruction: A Report on Post-Disaster Reconstruction Program Development of China Foundation for Poverty Alleviation was published, providing a comprehensive overview of the reconstruction work after the Ludian earthquake in Yunnan and the Lushan earthquake in Sichuan, and proposing new ideas for the development approaches to post-disaster reconstruction projects.

### 3 Disaster Prevention and Risk Reduction



Teachers at the pilot school are studying the Guidebook of Disaster Prevention and Reduction Education for Primary School Students.



Launch ceremony of "SAY NO" 5.12 National Disaster prevention and reduction community philanthropic activities



Group sharing during the teacher training



Children in the school disaster reduction classroom



Through the Disaster Prevention and Risk Reduction Program, CFPA aims to raise public awareness of disaster reduction and develop disaster reduction capacity and resilience to disasters. The program includes three areas of work: disaster reduction advocacy, disaster reduction training and disaster reduction funding, and has formed a model of disaster reduction and prevention education for children that focuses on research on disaster reduction for children, advocacy activities on disaster reduction science and knowledge for children, promotion of disaster reduction education materials for children and assistance in building disaster reduction classrooms for children.

In 2020, the program raised funds of RMB 10.47 million and input RMB 4.69 million, assisting in the construction of 48 disaster reduction classrooms and carrying out four "SAY NO" disaster reduction and prevention community activities. The Guidebook of Disaster Prevention and Reduction Education for Primary School Students was promoted in 63 schools. The program covered 7 counties (cities, districts) of 6 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefitting 75,900 people.

# 梦想书架】计划

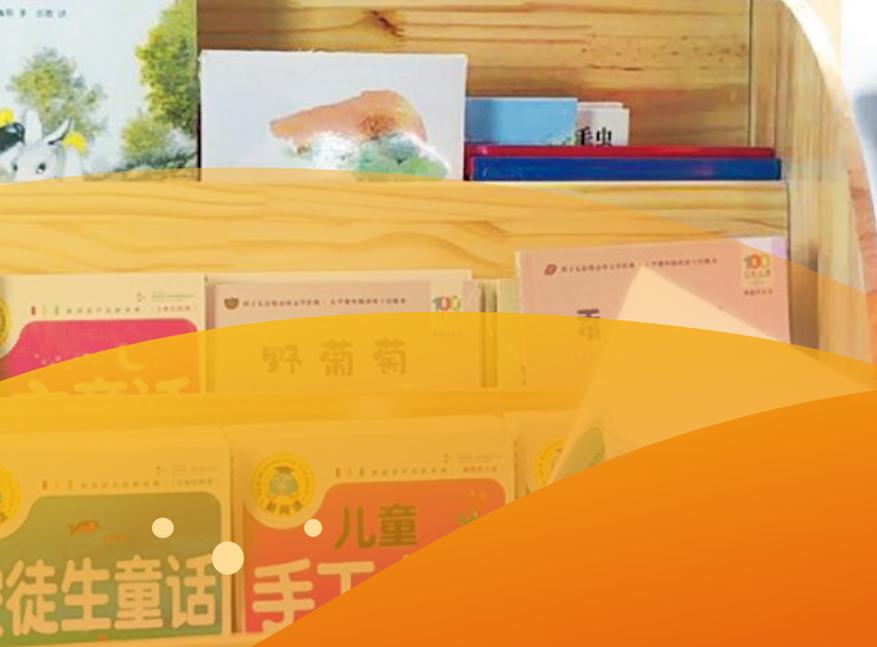
lai kids

支付宝公益  
ALIPAY PHILANTHROPY

美好学校  
WONDER SCHOOL

智慧书美

和白兔



## SUPPORTING NPO PARTNERS

- "Philanthropy for Everyone" Program
- Wonder School Program through NPO Partnerships
- Hope Village Program through NPO Partnerships
- NPO Cooperation Projects
- Living Water County-level NPO Development Initiative

With the rapid development of the field of philanthropy in China, philanthropic organizations are faced with challenges such as insufficient capabilities in resource mobilization, weak organizational management and professional capabilities. CFPA began the NPO Partner Support Program in 2005, through which we cooperated with NPO partners in various aspects such as joint fundraising, program implementation, research and impact building. After years of development, a range of key programs have come into being, including "Philanthropy for Everyone" Program, "Goods for Good" Plan, Minsheng Energy Innovation Fund, Wonder School Program through NPO Partnerships, and Hope Village Program through NPO Partnerships. Meanwhile, Living Water County-level NPO Development Initiative was launched in 2020, which focuses on cultivating NPOs in the central and western regions, playing an active role in consolidating and expanding the achievements of poverty alleviation, and promoting rural revitalization in all respects.

# 1 The "Philanthropy for Everyone" Online Fundraising Platform



Beijing Leping Social Entrepreneur Foundation carrying out activities in Tongxin Kindergarten in Midu County, Yunnan



Beijing Western Sunshine Rural Development Foundation doing kindergarten teacher training for 2 managers and 13 pre-school teachers from Yunlong County, Yunnan Province



Mianyang Yiyuan Association giving African drum training course to children in Mianyangxiu Village Primary School

In response to insufficient resources of NPOs, CFPA initiated the "Philanthropy for Everyone" Program in 2014. The program provided NPOs with Internet fundraising platform support and capacity building on project design, project management and project fundraising, so as to improve NPO's ability to mobilize resources.

In 2020, the program raised funds of RMB 31.27 million and input RMB 33.42 million, covering 347 counties (cities, districts) of 30 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting 77,900 person-times.

Since the establishment in 2014, "Philanthropy for Everyone" Program has raised a total of RMB 343.94 million, benefiting 2.94 million person-times in total, covering 807 counties (cities, districts) of 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government).

## ● "Philanthropy for Everyone" Tencent Charity Joint Fundraising Plan

By the end of 2020, the program had raised funds totaling RMB 244 million and provided fundraising support for 2,105 projects. In 2020, it supported 23 philanthropic programs to participate in the 99 Giving Day event, raising RMB 2 million in total.

## ● "Goods for Good" Joint Philanthropy Plan

In 2020, the "Goods for Good" Joint Philanthropy Plan provided fundraising support for 11 projects, and raised RMB 17.9 million.

By the end of 2020, the program had provided fundraising support for 49 projects in total and raised RMB 101 million.

Funds raised in 2020

RMB **31.27**  
million

Expenditure in 2020

RMB **33.42**  
million

## 2 Wonder School Program through NPO Partnerships

Wonder School Program through NPO Partnerships was initiated jointly by CFPA and many rural education philanthropic organizations in 2018. It focuses on three sectors: assisting in building two teams, cultivating students' core qualities, and creating comfortable campus environment. It emphasizes on good campus, good principal, good teachers, and good classes, to provide children in rural areas with good education. The program aims to break the intergenerational transmission of poverty and encourage children in rural areas to be confident about themselves and the future.

In 2020, Wonder School Program through NPO Partnerships raised funds of RMB 7.84 million and input RMB 10.37 million, covering 55 counties (cities, districts) of 16 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting 111,500 person-times.



BeBetter Philanthropy Program staff visiting schools in Hunan and Hubei to provide trainings for teachers

Funds raised in 2020

RMB **7.84**  
million

Expenditure in 2020

RMB **10.37**  
million

## 3 Hope Village Program through NPO Partnerships

In response to insufficient integration of NPO's resources in the field of rural development, CFPA initiated the Hope Village Program through NPO Partnerships in 2019. By promoting cooperation of NPOs in the field of rural development, integrating resources from enterprises, the public, NPOs and governments, the program promotes the development of NPOs at county level, and continues to improve the public services (for the elderly, children, women and industries) in rural areas.

In 2020, the program conducted joint fundraising at 99 Giving Day, which raised funds of RMB 3.38 million and input RMB 2.59 million of funds and materials, covering 24 counties (cities, districts) of 5 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting 4,145 people.



Shanyang County Rural and Community Development Promotion Association providing community services for Niujiaoping Village

Funds raised in 2020

RMB **3.38**  
million

Expenditure in 2020

RMB **2.59**  
million

## 4 NPO Cooperation Projects

NPO Cooperation Projects, initiated by CFPF in 2013, focuses on three issues: rural development, education equity, and health and well-being. Through effective collaboration with innovative philanthropic partners, it aims to create more effective solutions.

Since its establishment in 2013, the project has raised a total of RMB 176.89 million, benefiting 1.06 million person-times in total, covering 404 counties (cities, districts) of 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government).

In 2020, the project raised funds of RMB 26.02 million and input RMB 23.02 million, covering 149 counties (cities, districts) of 28 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), benefiting 64,800 people.

- **Minsheng Energy Innovation Fund supports philanthropy partners to carry out project innovations**

By the end of 2020, the project had raised a total of RMB 78.28 million, including innovation funds of RMB 66 million, supporting 135 programs.

- **Community Development Plan supports partners to settle in rural areas and help villages development**

By the end of 2020, the project raised a total of more than RMB 2.11 million, which had supported 14 programs of 8 local NPOs in Ningxia.

Funds raised in 2020

RMB **26.02** million

Expenditure in 2020

RMB **23.02** million



Ya'an Social Organization Federation visiting the anti-pandemic volunteer team



Yunnan Zhendian Social Organization Development Research Institute organizing a visit to the chicken farm for villagers



Group photo of advanced training of Chengdu Tongmeng Social Work Service Center in Hunan

## 5 Living Water County-level NPO Development Initiative



Launch Ceremony of Living Water County-level NPO Development Initiative

Funds raised in 2020

RMB **23.82** million

Expenditure in 2020

RMB **19.24** million

The Living Water County-level NPO Development Initiative is initiated by CFPA on basis of the current NPO funding framework, targeting weak development and insufficient resource mobilization of NPOs in underdeveloped areas. The Initiative supports the development of NPOs and introduction of social resources by organizational empowerment and establishment of resource platforms. It aims to give play to the third distribution in underdeveloped areas, and establish a long-term mechanism in which social forces participate in consolidating and expanding the achievements of poverty alleviation and promoting rural revitalization in all respects. The Initiative started field research and program pilot in May 2020, and has received guidance and support from supervising governmental agencies. It was warmly welcomed by the government agencies of underdeveloped areas in central and western regions.

In 2020, the Living Water County-level NPO Development Initiative carried out pilot work in 10 cities and counties, including Bijie City, Yinjiang County, Yanhe County, Sinan County, Xishui County in Guizhou Province, Bazhong City, Mabian County, Pingchang County, Tongjiang County in Sichuan Province, and Xuanen County in Hubei Province. It focused on education and health needs, and cultivated regional brand philanthropic programs. Living Water County-level NPO Development Initiative philanthropic day joint actions in connection to philanthropic resources was carried out. More than 40 capacity-building trainings, one-to-one support and on-site supervision centering project design, project management, financial management, and philanthropic day mobilization were organized, which successfully promoted standardized, professional development of NPOs at county level. In 2020, the project raised funds of RMB 23.82 million and input RMB 19.23 million, benefiting 13,100 people, covering 10 counties (cities, districts) of 3 provinces in China, including 1 deeply-impooverished county.



Beneficiaries in Bijie City, Guizhou Province



## 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 Connectivity”, implementing international programs based on the following principles: needs-driven, respect for the locals, local partnerships, and sustainability. By the end of 2020, CFPA has invested more than RMB 270 million in international humanitarian aid and development programs, benefiting more than 1.3 million person-years in 24 countries and regions. In 2015, CFPA officially registered offices in Myanmar and Nepal. In 2019, CFPA Ethiopia Office was officially registered.

In 2020, CFPA input RMB 55.30 million for international humanitarian aid and development programs, benefiting 475,558 people. With the support of the Chinese government, enterprises, various 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, Laos, Pakistan, and Namibia.

# 1 Myanmar



Summary Meeting of the 5th Anniversary of China Foundation for Poverty Alleviation Myanmar Office held in Beijing on Dec.8th , 2020

## 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 2020, the program has supported 1448 students from 14 universities of 4 states in Myanmar.



Donation Ceremony of BOC Scholarship Program on Dec.3rd , 2020



Beneficiary student of Myanmar Paukphaw Scholarship Program

### School WASH Project

Partnering with A Drop of Life, CFPA supports water purifying systems and water pond in 3 schools/communities in Myanmar to provide children and villagers with access to sustainable and clean water, benefiting 3651 local residents by 2020.



Beneficiary students of the School WASH Project

### Solar Lantern Project

Partnering with Himeil and the German Foundation Charity Foundation, The Project donated 364 solar lanterns to improve students' learning conditions.



Himeil Solar Lantern Distribution Ceremony held in Ingyit Village, Myitkyina, Kachin State on January 8, 2020

## 2 Nepal



On Dec.2nd , Summary Meeting of the 5th Anniversary of China Foundation for Poverty Alleviation Nepal Office held in Beijing

### School Reconstruction Project

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, receiving donations from the Enlai Foundation to rebuild its Karuna Building, has been completed in September 2020.



Nepalese students in the newly-built Karuna Building of Ananda-kuti School



Beneficiaries of Youth Occupational Training Program

## Youth Occupational Training Program

CFPA launched the Youth Occupational Training Program in 2019 to enhance vocational skills for Nepalese youths. In 2020, overcoming the impact of the COVID-19, 40 beneficiaries from poverty-stricken families in Nawalparasi District completed three-month occupational training which was supported by Laoniu Brother and Sister Foundation.



Beneficiary of the Women Occupational Support Program

## Women Occupational Support Program

Supported by Give2Asia, CFPA launched the Women Occupational Support Program to improve the livelihood of poor women in 2019. By 2020, 156 women have received loans of 50,000 NPR to carry out income-generating activities, such as raising livestock and opening small businesses.

# 3 Ethiopia

**CFPA Ethiopia office registered as an INGO under FDRE Agency for Civil Society on July 1st , 2019.**

## Water Cellar Project

To contribute for sustainable rainwater management and improve water supply for multiple uses through piloting rainwater harvesting cellar at rural households in the project, the Water Cellar Project was initiated in 2017. By 2020, with support from XCMG, CFPA has built 121 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.



beneficiary of the Water Cellar Project

## School WASH Project

Partnering with XCMG and Splash, CFPA supports system for water storage, purifying, drinking and washing in 20 schools in Addis Ababa. 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.



Beneficiary students washing hand



Beneficiary student enjoying safe drinking water

## Women Economic Empowerment Project

Partnering with UN Women, 15 women were trained through the project to gain sustainable livelihood by receiving gender-responsive services and access, as well as control over means of production and resources. Through capacity strengthening training, access to financial services, and social support networks, the project offers beneficiary women a set of options that enhance their capacity to find and secure a productive living.



Beneficiary female youths of the Women Economic Empowerment Project

## HIV-affected Children Stipend Project

Partnering with China-Africa Business Council, the HIV-affected Children Stipend Project provides assistance to children with HIV and their families. Nutritional support is crucial for people with HIV as it helps them maintain the immune system and absorb HIV medicine. In 2020, CFPA provides cash stipend for 30 families affected by HIV, with which the beneficiaries can afford to buy nutritious food for the family.



Beneficiary family received cash from the project

# 4 Panda Pack Project



Beneficiary student in Laos waiting to receive the Panda Packs (Photo by Xinhua)



Beneficiary students in Ethiopia happily receiving the Panda Pack



Distribution Ceremony of Panda Pack Project in Pakistan



Beneficiary students in Cambodia expressing their gratitude



Beneficiary student in Myanmar opening the Panda Pack

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 contribute to the quality education in beneficiary countries, benefitting 742,152 students in total by 2020. 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. In 2020, the Panda Pack Project was implemented in Myanmar, Nepal, Ethiopia, Cambodia, Laos, Pakistan, and Namibia.



Beneficiary students in Nepal receiving the Panda Packs

# 5 Smiling Children Program

In response to the issue of hunger faced by children in poverty-stricken areas in some developing countries, China Foundation for Poverty Alleviation launched the Smiling Children Program in 2015, benefitting 66,361 students by 2020. By either provision of school meals or food distribution, the project aims to facilitate the well-being and development of children in hunger and contribute to beneficiary countries' fulfillment of SDG2 Zero Hunger. The Program also conveys the spirit of friendship of Chinese people and promote people-to-people connectivity. In 2020, the Smiling Children Program has been implemented in six countries, including Ethiopia, Nepal, Myanmar, Cambodia, Laos, and Pakistan.



Food Distribution Ceremony in Nepal



Food Distribution Ceremony in Ethiopia



Beneficiary student in Myanmar receiving food packages



Food Distribution Ceremony in Nepal



Beneficiary students in Myanmar receiving food packages



### The Smiling Children School Feeding Programme in Schools in Ethiopia and Sudan

Implementing a school feeding programme of international cooperation that targets zero hunger

**Challenge**  
The proportion of starved population in Africa remains as high as 16 percent, and there are still millions of children at the primary school age attending school in a state of hunger. According to a survey conducted by the Office of the First Lady of the Federal Democratic Republic of Ethiopia, in 2015, in 220 public primary schools in Addis Ababa, the capital of Ethiopia, there were more than 30,000 students without sufficient food. Long-standing starvation has brought multiple problems to impoverished students in terms of education, health and security. Impoverished families cannot provide children with three meals a day, so some of the students are forced to drop out of school to work or beg on the street. Those who stay at school are also unable to focus in class due to hunger and often pass out. Efforts are needed to fulfil Sustainable Development Goal (SDG) 2 (Zero hunger).

2 ZERO HUNGER

1 NO POVERTY

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

The Smiling Children Program was included in Volume 3 of Good Practices in South-South and Triangular Cooperation for Sustainable Development by the United Nations Office for South-South Cooperation



Beneficiary students in Laos enjoying their meals (Photo by WFP)

# 6 Action against COVID-19

To actively respond to the joint action against COVID-19 of the Silk Road Community Building Initiative, China Foundation for Poverty Alleviation launched the international anti-COVID-19 action on March 27, 2020. In 2020, we assisted the donation by Pundarika Charity of 2,500 sets of protective suits and 8,000 masks to the embassies of Ethiopia, Myanmar, Laos, Sudan and Mongolia, and established 285 handwashing stations in Nepal, raising awareness of hygiene and COVID-19 prevention among the locals. In addition, we actively adjusted existing projects, implementing the Smiling Children Project through food distribution instead of school feeding, and adding hygienic supplies in the Panda Packs. To strengthen the exchange of know-how on COVID-19 prevention and treatment with partners in developing countries, we have also actively participated in and organized several online seminars.



Assisting the donation of medical supplies to the Embassy of Laos



Food Packs Distributed through Smiling Children Program for needy students in Myanmar



Anti-COVID-19 hand wash stations in Nepal



Beneficiary child washing hands at the hand-washing station

# 7 International Advocacy

In terms of international advocacy, CFPA has hosted and participated in more than 20 international conferences and online seminars throughout the year, including co-hosting the China-Ethiopia and China-Nepal COVID-19 Prevention and Control Webinar, hosting the 5th Anniversary Summary Meeting of the Nepal Office and the Myanmar Office, and participating in the 43rd, 44th and 45th meetings of the UN Human Rights Council, the UN ESCAP North-East Asian Multistakeholder Forum on Sustainable Development Goals, C20, The First Conference of the China-Nepal Political Parties Joint Consultation Mechanism for Building the Trans-Himalayan Multi-dimensional Connectivity Network, online seminar with the theme Seize New Opportunities of RCEP to Promote Practical Cooperation between China and ASEAN, Dialogue with the World: Poverty Reduction International Forum 2020, and other international conferences, sharing the poverty reduction experience of Chinese NGOs, and telling the story of poverty reduction in China.



Zheng Wenkai, President of CFPA, attending the Opening Ceremony of Dialogue with the World: Poverty Reduction International Forum 2020



ID: SR on Poverty - 11th Meeting, 44th Regular Session Human Rights Council  
7 Jul 2020 - Interactive dialogue



ID: Expert Mechanism on Right to Development (Cont'd) - 8th Meeting, 45th Regular Session Human Rights Council



On October 16, 2021, the 24-hour hunger challenge was initiated to raise public awareness on the issue of global hunger



Wang Xingzui, Executive Vice President of CFPA, and Liu Wenkui, Vice President and Executive Director of CFPA, delivering speeches at the 44th and 45th Regular Sessions of the Human Rights Council

# 8 International Program Map 2020

## SUSTAINABLE DEVELOPMENT GOALS



### Ethiopia



### CFPA ETHIOPIA OFFICE

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中国扶贫基金会埃塞俄比亚办公室

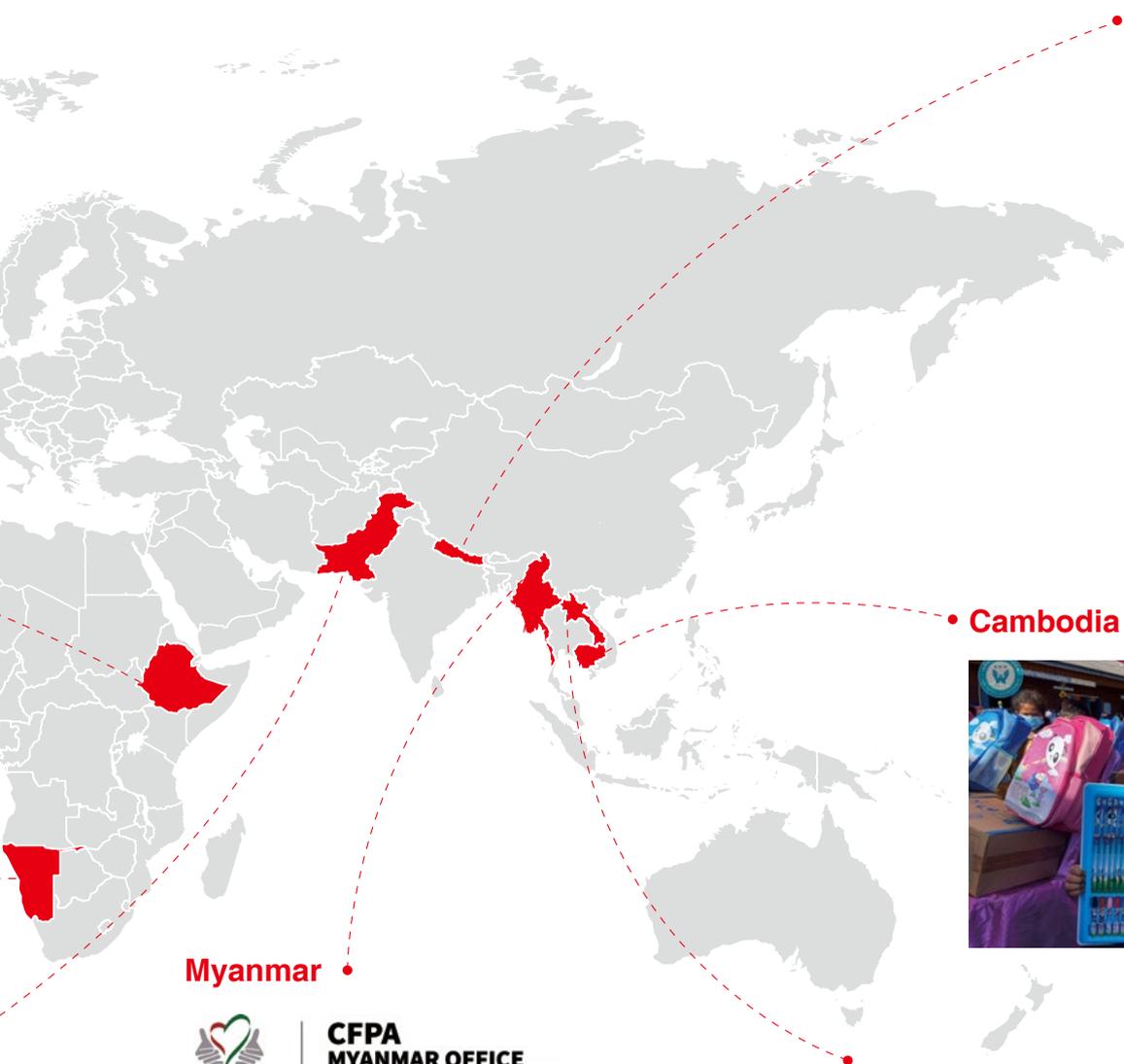


### Namibia



### Pakistan





• Nepal



**CFPA  
NEPAL OFFICE**

पाइपन फाउन्डेसन फर पोरिबल नेपाल अफिस  
中國扶貧基金會尼泊尔辦公室



• Cambodia



Myanmar



**CFPA  
MYANMAR OFFICE**

ထွန်းဦး သစ်ပွင့်လှိုင် စာတိုက် အထက်တွင် ပြန်လည်တည်ရာ  
中國扶貧基金會緬甸辦公室



Laos



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## PROMOTION OF PHILANTHROPIC AWARENESS AMONG THE GENERAL PUBLIC

We mobilize more social forces to participate in poverty alleviation to gather social resources in a larger scale. In recent years, CFPA has regarded promoting "philanthropy for everyone" as the key direction for advocating the public to participate in poverty alleviation. It worked together with various parties in initiating public advocacy activities, including One Yuan Donation Initiative, Together, Let Us Donate to the Nutritious Meals Program, Great Walker, "Unite the Force for Good" Fundraising Activity, Charity Future – Youth Capacity Building, and Love Knows No Borders International Charity Sale, which have been popular among the public. These public advocacy activities have deepened the concept of "philanthropy for everyone". In 2020, CFPA continued to organize advocacy activities, including the Great Walker, "Unite the Force for Good" Fundraising Activity, One Yuan Donation Initiative, and Together, Let Us Donate to the Nutritious Meals Program. Meanwhile, we cooperated with the Ministry of Foreign Affairs to organize the "Love Knows No Borders" International Charity Sale, carried out 99 Giving Day and "Goods for Good" Plan with the support of third-party platforms, and further conducted advocacy activities such as Little Philanthropic Communications Officer and Little Disaster Reduction Activist. More resources have gathered to win the battle against poverty in all respects.

In 2020, there were 3.94 billion times of individual donations in total, and about 161,300 volunteers providing 408.135 million hours of voluntary services.

# 1 Great Walker, One Step One Change!



2020 Chengdu Great Walker departure ceremony



Departure of 2020 Beijing Great Walker teams



2020 Beijing Great Walker event

The Great Walker is a large outdoor trekking activity jointly initiated by CFFA and the host government. Participants are encouraged to form a team of four to work together to overcome difficulties and complete the trekking challenge within the given time. With the belief “One Step One Change”, it encourages participants to mobilize people around them to support philanthropy in forms of donations or consumption, so as to promote the development of rural industries and support rural revitalization.

From 2014 to 2020, the Great Walker organized 18 philanthropy trekking events in total, where 14,100 teams from more than 150 cities of over 10 countries signed up, 36,700 person-times participated, 25,100 person-times completed the challenges, and 31,800 person-times of volunteers provided services. In total, RMB 52.28 million of funds was raised, and RMB 581,900 million person-times made donations. More than a hundred enterprises supported the events, 60 celebrities participated in the advertisements, and over a hundred media agencies assisted in the promotion of event.

In 2020, the Great Walker philanthropic trekking events were successfully held in Beijing and Chengdu. A total of 1,863 teams signed up and 5,022 people completed the challenges. Meanwhile, the virtual Great Walker “Walking in China, starting out together” attracted 40,500 person-times of participants. In 2020, a total of 52,100 person-times donated for the Great Walker, raising funds of RMB 6.17 million, in which RMB 939,100 was used for the domestic Panda Pack Project, RMB 249,100 used for New Great Wall Scholarship Program for High School Students, RMB 1.16 million used for Love Kitchen program, RMB 536,400 used for Nutritional Meals Program, RMB 2.16 million used for “Philanthropy for Everyone” Program, RMB 160,300 used for E-commerce poverty alleviation program, and RMB 967,500 used for Xi County rural households funding program.



2020 Chengdu Great Walker event

**52,100**

person-times of donations  
made in 2020

Funds raised in 2020

RMB **6.17** million

## 2 One Yuan Donation Initiative



Liu Wenkui, Vice President and Executive Director of CFPA, participating in the first philanthropic live broadcast of One Yuan Donation Initiative



Qu Cuirong, CEO of Yum China, speaking for the program during the events, mobilizing more people to participate in the donations



Wang Lizhi, Chief Public Affairs Officer of Yum China, assisting with the philanthropic sales of goods for the One Yuan Donation Initiative

The One Yuan Donation Initiative is a national fundraising event jointly initiated by CFPA and Yum China in 2008. Every year, the initiative lasted 2-3 weeks in KFC and Pizza Hut restaurants of Yum China, encouraging the general public to donate one yuan to support the Nutritious Meals Program for improving the nutritional status of children in underdeveloped areas. 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, 2020, the program raised a total of more than RMB 220 million. About 130 million person-times participated in the donations. The program established a "philanthropy for everyone" donation platform. By the end of 2020, the One Yuan Donation Initiative program had covered 13 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Yunnan, Guizhou and Sichuan, benefiting more than 760,000 children.

From August 8 to August 30, 2020, One Yuan Donation Initiative carried out fundraising events in KFC, Pizza Hut, Taco Bell, Dongfangjibai and some Little Sheep restaurants of Yum China across the country. Meanwhile, KFC and Pizza Hut opened online food ordering platforms such as APP, mini programs, and online channels of donation. To enrich the fundraising methods

of the program, various forms were initiated this year, including Taobao live broadcast, Douyin topics and games, and "One Yuan Donation Initiative - Philanthropy Partners" which a number of social enterprises participated for the first time.

In 2020, One Yuan Donation Initiative raised funds of RMB 16.6457 million, and more than 6.2 million person-times participated in the donation.



### 3 Promoting Philanthropic Participation by Boosting Consumption



2020 donation ceremony of "Together, Let Us Donate to the Nutritious Meals Program"



Launch ceremony of "Agriculture Supported by Wumart, Dmall and Lay's" philanthropy program

In recent years, CFPA has continuously explored and innovated corporate cooperation methods, taking their advantages to carry out fundraising events, and promoting charity with consumer behavior in innovative forms of customer donations supported by enterprises.

"Together, Let Us Donate to the Nutritious Meals Program" is a fundraising event jointly initiated by CFPA and Walmart China, which calls on the entire society to care for and support the improvement of children's nutrition in underdeveloped areas.

From 2011 to December 31, 2020, Walmart and "Together, Let Us Donate to the Nutritious Meals Program" donated more than RMB 16 million for Nutritious Meals Program, involving underdeveloped areas in 9 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Sichuan, Yunnan, Guangxi, Guizhou, Hebei, Henan, Hubei, Hunan and Chongqing, benefiting about 45,000 person-times of children. From August 13 to August 26, 2020, CFPA cooperated with Walmart China and its suppliers in launching "Together, Let Us Donate to the Nutritious Meals Program" for the sixth consecutive year, and raised more than RMB 2.25 million (including the funds raised by Tencent Charity for Nutritious Meals Program during the event). In 2020, Walmart provided customers with omni-channels (online and offline) to participate in donations, when customers bought designated products and made donations, and Walmart and its suppliers (Yili, Dettol, Garden, Mengniu and Breeze) supported the donations. Moreover, artists such as Liu Haikuan, Gong Beibi and Duan Yixuan were invited to promote the event this year.

The philanthropy program "Agriculture Supported by Wumart, Dmall and Lay's" is an agricultural support philanthropy activity jointly initiated by Pepsi, Wumart, Dmall and CFPA. From September 8 to September 30, 2020, for each pack of Pepsi Lay's chips a customer buys from any of the over 500 Wumart stores across the country and on Dmall online platforms, Pepsi would donate RMB 0.1 for philanthropy. In total, the activity donated RMB 1 million for the foundation's Rural Industry Development - Dongxiang Potatoes Program, supporting about 1,000 farm households in planting zinc-rich potatoes in

Dongxiang Autonomous County, Gansu Province. In harvest season, Wumart would purchase the potatoes planted by farmers at market price, to assist with Poverty Alleviation through Livelihood Development, and create an agriculture support mode as "from farm to table".

"More Warmth, More Happiness" program is a philanthropy activity jointly conducted by CFPA and YH Selection in nearly a thousand Yonghui Superstores across the country and through various online channels from November 11 to November 24. For each item a customer bought from YH Selection, Yonghui's own brand donated RMB 0.01 for the improvement of children's nutrition in poverty-stricken areas. The activity obtained RMB 200,000 donated by YH Selection and realized nearly one hundred million comprehensive exposures.



Offline store of Yonghui Superstores during "More Warmth, More Happiness" activity

In 2020, a total of

**RMB 3.45 million**

Funds raised in "Promoting Philanthropic Participation by Boosting Consumption"

## 4 "Unite The Force For Good" Fundraising Activity



WeChat Mini Program of "Unite the Force for Good" Fundraising Activity

"Unite the Force for Good" Fundraising Activity is a national philanthropy volunteer service activity for undergraduate students initiated by CFPA under the guidance of the State Council Leading Group Office of Poverty Alleviation and Development in 2011. The activity advocated undergraduate students to devote themselves in philanthropy and charity, to create a good atmosphere of Philanthropy for Everyone in the whole society; the activity advocated undergraduate students to make full efforts in mobilizing social fundraising with volunteerism, to help children in more underdeveloped areas realize their dreams, and contribute to poverty alleviation; the activity advocated undergraduate students to devote all energy to broadening their social views, enhancing adaptability and improving their comprehensive quality, to help others while improving themselves.

From 2011 to December 2020, there were seventeen sessions of "Unite the Force for Good" Fundraising Activity. 648,700 university volunteers from 328 colleges and universities in 127 cities of 31 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government) participated in the activities. A total of RMB 96.0073 million was raised for primary school students in underdeveloped and disaster areas, benefiting more than 640,000 primary school students in underdeveloped areas.

In 2020, "Unite the Force for Good" Fundraising Activity totally recruited 160,100 volunteers, provided more than 23,702 hours of volunteer services, mobilized 1.0378 million person-times to participate in public donations, and raised RMB 8.541 million for primary school students in underdeveloped areas.



Group photo of Youth Volunteer Service Corps in Taiyuan University of Technology in "Unite the Force for Good" Fundraising Activity



SUNING supports the promotion of "Unite the Force for Good" Fundraising Activity



Wesee supports the promotion of "Unite the Force for Good" Fundraising Activity



## 5 Charity Future – Youth Capacity Building



Photo wall of online finals in 2019-2020 Charity Future - Mars Wrigley Bin It In Program



Supplies distribution in 2020 Charity Future - iEnglish Academic Success



Charity Future - Talent Funds Program: Jiangxi University of Engineering conducts environment protection theme activity



Students sharing experience at the 2020 National University Philanthropy Club Training Camp

The Charity Future – Youth Capacity Building, a youth capacity development program initiated by CFPF in 2013, aims to integrate social resources, support the development of philanthropy clubs in colleges and universities, and encourage undergraduate students to participate in philanthropy. Thereby, young students are encouraged to explore resolutions to social issues in an innovative way, become youths with creativity, mobility and sense of social responsibility in the new era, and create a bright future for the society.

From 2013 to 2020, the project totally supported 327 communities in 198 colleges and universities of more than 30 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), cultivated 2,493 community student leaders with rich work and management experience, and benefited more than 1.456 million person-times of young people.

In 2020, Charity Future-Youth Capacity Building Program raised funds of RMB 11.89 million and input RMB 6.38 million. 327

philanthropy clubs from 86 cities participated in the activity and more than 200,000 undergraduate students were directly benefited. Throughout the year, 7 special activities were conducted, including Mars Wrigley Bin It In Program, CNPC Social Practice Program, Mars Wrigley City Caring Action for City Grassroots Service Providers Program, iEnglish Education For Middle School Students in underdeveloped areas Program, 95 Philanthropy Week, New Great Wall Monthly Giving Initiative of Graduated Club Members, and National University Philanthropy Club Training Camp

Funds raised in 2020

RMB **11.89** million

Expenditure in 2020

RMB **6.38** million

## 6 Monthly Giving Initiative, More Giving, More Joy

In 2020, CFPA continued to spread the concept of "More Giving, More Joy" through channel cooperation, activity operation and content operation, advocating the public to donate continuously and regularly by a small sum per month. As of the end of 2020, there had been additional 30,015 monthly donors, and 52,084 monthly donors maintained in contact.

In 2020, we cooperated with TAL Foundation and Xueersi in conducting Little Philanthropic Communications Officer activity, which drew more than 280,000 people's attention to the Monthly Giving Initiative. We continued to cooperate with 9 institutions, including Uncle Kai's Stories, Runze Philanthropy, Xinfeiyang Philanthropy, Sohu News and Sunlands, and 10 We-media official accounts in promoting the Monthly Giving Initiative; 8 celebrities, Zhang Yishan, Fu Jing, Zheng Kai, Xing Zhaolin, Li Yitong, Huang Ying, Wang Zhongyao and Wu Minxia, promoted the philanthropy activities. Welcome parties for monthly donors, annual gatherings and philanthropy visits in program areas were organized to report the use of funds to monthly donors.

**30,015**

new monthly donors in 2020

**52,084**

existing monthly donors in contact



Group photo of monthly donors visiting program sites



Season 6 Activities of Little Philanthropic Communications Officer



Zhang Yishan advocating for the Monthly Giving Initiative



Fu Jing advocating for the Monthly Giving Initiative

## 7 Internet-Based Philanthropy



Launch ceremony of Philanthropy Chain Technology and Application Specifications in 2020 "95 Philanthropy Week"

raised through Alibaba "Goods for Good" Platform in 2020

RMB **184** million

raised through Tencent Charity in 2020

RMB **38.42** million

raised through Alipay Philanthropy in 2020

RMB **28.60** million

### ● Alibaba Philanthropy Platform

The "Goods for Good" platform was established in 2006. When business owners voluntarily list their "goods" as participating in the "Goods for Good" Plan with a certain donation ratio, a certain amount will be donated to the designated philanthropy program after the transaction is completed, thus advocating for a concept of charity through consumption.

In 2020, CFPA raised funds of RMB 184 million through "Goods for Good", including RMB 42.82 million for domestic and international Panda Pack Project; RMB 94.88 million for Backbone Project (Health Insurance for Poor Families' Labors); RMB 28.29 million for Children Companion Plan; RMB 1.01 million for Smiling Children Program; and RMB 17.45 million for NPO Joint Fundraising Program.

### ● Alipay Philanthropy Platform

In 2020, CFPA and Alipay Philanthropy jointly carried out fundraising activities such as "Wonder School-Bright Future", "Panda Pack for Children's Day", "95 Philanthropy Week Scholarship", and "Love You·Love Farmers" Heytea consumer donation. We participated in charity activities such as Ant Manor, Walking Donation, and Points Donation. We called on 59.72 million person-times of netizens on Alipay Philanthropy charity donation platform to support programs including Panda Pack Project, Backbone Project (Health Insurance for Poor Families' Labors), and Nutritious Meals Program. We participated in Ant Forest philanthropy plan, cooperating in Ecological Afforestation Program. RMB 28.6 million of funds was raised in total.

### ● Tencent Charity Platform

In 2020, CFPA and Tencent Charity jointly conducted various theme fundraising activities online, including 320 Love Post, Children's Day, and May 20 Nutritious Meals, in which RMB 38.4166 million was raised on Tencent platform.

Tencent Foundation and CFPA cooperated in carrying out assistance programs focusing on impoverished households, sanitation workers and medical staff at the front line directly affected by COVID-19, who were provided with financial support and security. The two parties jointly launched the "Starlight Library" program, in which book donations, space establishment and teacher's trainings were carried out to improve the reading abilities and levels of primary school students in rural areas.

### ● ByteDance Philanthropy

At the end of 2020, CFPA and ByteDance Philanthropy jointly initiated the recruitment of "philanthropy program spokespersons", which aimed to cultivate short video streamers for program counties, who would be influential enough to mobilize more people to participate in charity.

## 8 The "Love Knows No Borders" International Charity Sale



Wang Yi, State Councilor and Minister of Foreign Affairs , giving a speech at the opening ceremony



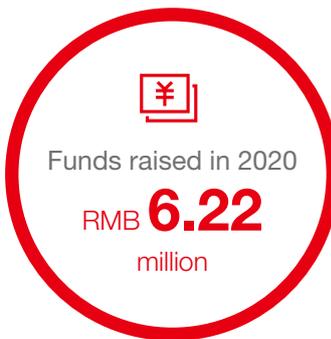
Short video on previous charity sales played at the opening ceremony



Dr. Ali Al Dhaheri, UAE Ambassador to China (middle), introducing UAE featured products through live broadcast. CGTN host Zhong Shi (left) and hostess Tian Wei (right)

"Love Knows No Borders" international charity sales activity was initiated by Qian Wei, the wife of the Minister of Foreign Affairs of the People's Republic of China, in 2009. Since 2016, it was cohosted by CFPA, and RMB 25.18 million of funds has been raised in total. Over the past years, 22 bridges, 7 village clinics, 1 township health center, 2 large school sports fields, and 4 primary school playgrounds have been constructed for impoverished mountain areas. 127 hearing impaired children have obtained cochlear implants. Beneficiary areas include Yunnan Province, Henan Province, Jiangxi Province, Guangdong Province, Qinghai Province and Xinjiang Uygur Autonomous Region.

On December 12, 2020, the 12th "Love Knows No Borders - Let Dreams Take Flight" International Charity Sale was held in Beijing. State Councilor and Minister of Foreign Affairs Wang Yi and his wife Qian Wei, Party Secretary of the Ministry of Foreign Affairs Qi Yu, Vice Minister of the Ministry of Foreign Affairs Le Yucheng, President of CFPA Zheng Wenkai, and more than 130 representatives of embassies and international organizations in China, attended the opening ceremony. On December 16, 2020, "Love Knows No Borders" International Charity Sale adopted the method of online charity sale for the first time, in which representatives of embassies and international organizations in China promoted goods through live broadcast. According to the statistics, nearly 5 million person-times of netizens from all China and abroad watched this live broadcast. The activity raised funds of RMB 6.22 million which will be used to foster children with no care-takers in Jinping and Malipo Counties. It aims to lighten up children's dreams with love, improve children's senses of safety and happiness, and make them more confident, healthy and happy.



## 9 Actions of Foreign-funded Enterprises for Poverty Alleviation

In 2020, the 2019 Observation Report on Actions of Foreign-funded Enterprises for Poverty Alleviation was released, and the 2020 experience exchange meeting of Poverty Alleviation Action of Foreign-invested Enterprises and kick-off meeting of the 2020 Observation Report on Poverty Alleviation of Foreign-invested Enterprises was held.

In 2020, the 2019 Observation Report on Actions of Foreign-funded Enterprises for Poverty Alleviation was released, and the experience exchange on 2020 Poverty Alleviation Action of Foreign-invested Enterprises titled "Consolidating Achievements and Connecting Revitalization" and Kick-off Meeting on Solicitation of Observation Report on Poverty Alleviation of Foreign-invested Enterprises was held.

From 2015 to 2019, 81 foreign-invested enterprises donated RMB 200 million of funds and materials for poverty alleviation through CFPA. Samsung China, Apple, Starbucks, VISA and Qualcomm supported Bona Villa Program and Shanpin E-commerce in the field of Poverty Alleviation through Livelihood Development; Walmart, Yum Group and Nu Skin supported One Yuan Donation Initiative and Nutritious Meals Program in the field of Poverty Alleviation through Health Care; Nike, ABB Group and Amazon supported domestic Panda Pack

Project and New Great Wall Scholarship Program for Undergraduate Students in the field of Poverty Alleviation through Education. Moreover, many foreign-invested enterprises cooperated with CFPA in the field of Poverty Alleviation through Humanitarian Aid, NPO partnership, international poverty alleviation, and advocacy of poverty alleviation. Nearly 700,000 person-times in more than 100 counties were benefited in total.



Launch ceremony of the 2019 "Actions of Foreign-funded Enterprises for Poverty Alleviation" exchange platform

## 10 Alliance of Internet Companies for Poverty Alleviation

On December 19, "Alliance of Internet Companies for Poverty Alleviation" Conference and Summary Exchange Meeting on Anti-pandemic and Poverty Alleviation with the Assistance of Internet Information Enterprises was held in Wuhan.

The conference was guided by Office of the Central Cyberspace Affairs Commission, the CPC Hubei Provincial Committee, and the Government of Hubei Province. With the theme "Consolidation and revitalization", the conference aims to further consolidate and expand the achievements of poverty alleviation, mobilize social forces like Internet information enterprises to support post-pandemic recovery and high-quality development in Hubei Province, promote connection of online poverty alleviation actions and digital

rural development strategy, and establish a pattern of digital rural construction with the participation of various forces.



Summary exchange meeting of "Alliance of Internet Companies for Poverty Alleviation"

## 11 Capacity Building on Poverty Alleviation

To improve the competence and professional skills of local cadres, and provide human resource support for the decisive battle against poverty and the building of a moderately prosperous society in all respects, CFPA cooperated with Securities Association of China, China Banking and Insurance News, Dongxing Securities, China FAW, and China Tourism Group in organizing six sessions of capacity building courses on poverty alleviation in 2020. Nearly 12,500 party members and cadres working at the front line of poverty alleviation participated in the trainings.



China Banking and Insurance News and CFPA jointly holding an online training course on poverty alleviation for banking and insurance industries



## ACTIONS AGAINST COVID-19

Since the actions against COVID-19 was initiated in 2020, it targeted hospitals and medical staff at the front line of fighting the COVID-19 in Wuhan and other regions across the country by providing funding and supplies in terms of pandemic prevention and control, psychological counseling, industrial assistance in impoverished areas after the pandemic, and increasing anti-pandemic awareness for personnel in impoverished areas.

In 2020, the program raised RMB 243.4018 million of funds and supplies, and input RMB 224.183 million of funds and supplies.

# 1 Purchasing and Donating Medical Supplies



Purchasing ventilators and donating to Huangzhou General Hospital, Huanggang, Hubei Province



The Disease Control and Prevention Center of Zhuxi County, Shiyuan City receiving medical supply donations



Donation of medical sewage treatment equipment



"Hand in Hand with Hubei Against the Pandemic" JP Morgan supports Hubei's fight against COVID-19

As the COVID-19 pandemic escalated, CFPA initiated the Anti-COVID-19 Program in a timely manner, maintaining real-time contact with strategic partners, and carrying out pandemic rescues. As of December 31, 2020, a total of RMB 243.4 million had been raised, RMB 224.18 million had been input, benefitting 206,900 person-times. All the supplies had been donated.

During the pandemic, in the face of difficulties such as insufficient pandemic prevention supplies and restricted work modes, CFPA mobilized all personnel to take active measures. In response to the sudden outbreak of COVID-19, a rescue center for the fight against COVID-19 was established, which consisted of need-collection team, procurement team, logistics team, and distribution team, to purchase urgently needed supplies during the COVID-19 pandemic. As of December 31, 2020, a range of medical supplies had been purchased and distributed, including ambulances, ultrasonography equipment, monitors, ventilators, facial masks, disposable protective suits, disposable medical examination gloves and disinfectants. More than 120 hospitals (recipients) in 12 provinces (autonomous regions, municipalities under the direct jurisdiction of the central government), including Hubei, Guangdong, Beijing and Heilongjiang, had benefited.

A total of  
**RMB 243.40** million  
of funds and supplies  
raised in 2020

Expenditure in 2020  
**RMB 224.18**  
million

## 2 Establishing Hospital Support Fund



Equipment purchased with Apple's support fund against COVID-19 for Dawu County People's Hospital



Equipment purchased with FAW-Volkswagen's support fund against COVID-19 for Edong Healthcare Central Hospital



Negative pressure ambulance purchased with FAW's support fund against COVID-19 for Guangshui No.1 People's Hospital



Equipment purchased with China Minsheng Bank's support fund against COVID-19 for General Hospital of the Yangtze River Shipping



Equipment purchased with GF Securities' support fund against COVID-19 for Huanggang Central Hospital

In response to severe COVID-19 pandemic, CFPA cooperated with many social enterprises in establishing hospital support funds, to strengthen the ability of front-line hospitals to fight against COVID-19, improve the level of treatment and prevention, and provide support for hospitals in Hubei in the battle against COVID-19.

In 2020, with the support of 14 social enterprises, 32 hospital support funds with a total amount of RMB 103.849 million against COVID-19 were established to assist 25 hospitals in Hubei Province. Since their establishment, hospital support funds against COVID-19 have been provided for hospitals in response to various demands, and used to purchase more than a hundred types of urgently needed supplies, equipment and medicines in different categories, distribute allowances to medical staff fighting against COVID-19, support research on COVID-19 topics, establish remote medical systems, and pay for isolation and accommodation of medical staff. All the funds have been spent on the undertakings above.

### 3 Supporting Vulnerable Populations

Targeting the special needs of vulnerable groups which were mostly affected by the pandemic, RMB 6.5 million of assistance funds was distributed to 553 people in need, benefitting five provinces, including Hubei and Anhu. RMB 3.86 million of assistance funds was distributed to 147 sanitation workers in Hubei Province, covering Wuhan, Huangshi an Tianmen.

With regard to the difficulties of marketing and continuous production of agricultural products due to the COVID-19 in Hubei Province, CFPA initiated online anti-pandemic capacity building on Poverty Alleviation on the basis of the Shanpin E-commerce Program, where 12 sessions of online courses were provided for areas affected by the COVID-19.



Funding impoverished families and sanitation workers infected with COVID-19

### 4 Promoting Poverty Alleviation through Consumption

In collaboration with Tencent News, CFPA carried out the "Promoting Agriculture in the Battles Against COVID-19 and Poverty" action, covering Enshi City, Xuan'en County, Shennongjia Forestry District, Yangxin County, Dawu County, Zigui County, Changyang County and Wufeng County. Cadres of the above cities and counties were invited to promote goods in live broadcast, promoting various agricultural products with local specialties in Hubei, such as Enshi green tea, Xuan'en black tea, Shennongjia honey, Yangxin mushrooms, Dawu camellia oil, Zigui navel oranges, Changyang honey and Wufeng tea. The 8 live broadcasts attracted over 6.638 million times of watching. Netizens and social enterprises were encouraged to participate in poverty alleviation through consumption with a total amount of more than RMB 8 million.

In cooperation with Himalaya, 13 celebrities, including Lin Chi-ling, Li Chen, Jiang Shuying, Zhang Xinyi, Yuan Hong, Liu Yan, Kan Qingzi, Jiang Mengjie, Dong Baoshi, Fei Qiming, Yu Shaoqun, Yan Renzhong and Wang Ziyi, were invited as ambassadors of poverty alleviation and agricultural promotion through consumption. A TV program which these celebrities participated in also helped promote the agricultural product brands in Hubei and other regions.

The activity "Paying Tribute to Heroes in the Battles Against COVID-19 and Poverty" was initiated, distributing agricultural products from impoverished areas in Hubei to medical teams settling in Hubei from other provinces. RMB 9.33 million was raised and RMB 6.89 million was input, covering 164 counties of 11 provinces, benefitting 21,572 person-times.



[For Future, For Health] Philanthropic funds supporting Hubei's fight against COVID-19



Promoting agricultural products of Hubei to help Hubei fight the battles against COVID-19 and Poverty





# AUDIT REPORT

# Audit Report

XYZH/2021BJAA120023

## 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, 2020, the business activities statement of 2020 and statement of cash flow for the year then ended in 2020, 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, 2020, and the result of its operation and its cash flows in 2020.

### 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 achieve



ShineWing Certified Public  
Accountant  
(Special general partnership)

Beijing, China

Chinese Certified  
Public Accountant:



Chinese Certified  
Public Accountant:



13 March 2020

## Balance Sheet

As of December 31, 2020

Organization:CFPA

Unit:Yuan

Asset	Row	Opening Balance	Closing Balance	Liabilities and Equities	Row	Opening Balance	Closing Balance
<b>Current assets:</b>				<b>Current liabilities:</b>			
Cash and cash equivalents	1	153,373,393.05	416,794,604.55	Short term borrowings	20		
Short term investment	2	681,548,734.59	895,473,917.83	Account payables	21	371,096.00	9,691,031.75
Account receivables	3	7,500,000.00		Payroll Payable	22	2,194,204.21	2,014,658.75
Prepayment	4	7,174,401.00	98,950,833.25	Tax payable	23	126,249.00	123,805.85
Other receivables	5	5,291,288.78	3,987,695.44	Other payables	24	1,964,004.02	1,428,241.34
Inventory	6	34,045,405.57	61,526,743.96	Advance from customers	25		
Unamortized expense	7			Accrued expense	26		
Other current assets	8			Long-term liability due within one year	27		
<b>Total current assets</b>		<b>888,933,222.99</b>	<b>1,476,733,795.03</b>	<b>Total current liabilities</b>		<b>4,655,553.23</b>	<b>13,257,737.69</b>
Long term equity investment	9	302,468,097.41	25,584,027.35	Long term borrowing	28		
Long term debt investment	10	101,548,000.00	78,764,563.27	Long term payable	29	7,500,000.00	
<b>Total long-term investment</b>		<b>404,016,097.41</b>	<b>104,348,590.62</b>	<b>Total long-term liabilities</b>		<b>7,500,000.00</b>	
Original value of fixed assets	11	16,890,934.30	16,903,499.23				
Less: accumulated depreciation	12	6,381,443.48	7,156,804.09	Entrusted liabilities	30		
Net value of non-current assets		10,509,490.82	9,746,695.14	<b>Total liabilities</b>		<b>12,155,553.23</b>	<b>13,257,737.69</b>
Construction in progress	13						
Cultural Relics assets	14	273,892.00	273,892.00				
Fixed Assets to be Disposed of	15			Net assets:			
<b>Total Fixed Assets</b>		<b>10,783,382.82</b>	<b>10,020,587.14</b>	Unrestricted net assets	31	452,936,330.35	752,991,303.31
Intangible Assets	16	7,610,997.27	7,347,806.19	Restricted net assets	32	851,923,864.72	836,316,354.08
Other non-current assets	17	5,672,047.81	4,114,616.10				
Entrusted assets	18						
Entrusted assets	19			Total net assets		1,304,860,195.07	1,589,307,657.39
<b>Total assets</b>		<b>1,317,015,748.30</b>	<b>1,602,565,395.08</b>	<b>Total liabilities and net assets</b>		<b>1,317,015,748.30</b>	<b>1,602,565,395.08</b>

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

Person in charge of accounting: Wenkui Liu  
Statement preparation:Zhengyang Wang

## Statement of Business Activities

As of December 31, 2020

Organization:CFPA

Unit:Yuan

Item	Row	2020		Total
		Unrestricted	Restricted	
<b>1.Revenue</b>				
Incl:Donation	1	52,360.33	1,101,149,407.86	1,101,201,768.19
Rending of services	2			
Goods of sale	3			
Government subsidies	4		1,500,000.00	1,500,000.00
Investment income	5	316,606,193.39		316,606,193.39
Other income	6	1,851,521.73		1,851,521.73
<b>Total revenue</b>	<b>7</b>	<b>318,510,075.45</b>	<b>1,102,649,407.86</b>	<b>1,421,159,483.31</b>
<b>2.Expense</b>				
(1) Business activities expense	8	1,093,480,995.93		1,093,480,995.93
(2) Administrative expenses	9	27,406,955.18		27,406,955.18
(3) Fund-raising expense	10	15,637,981.23		15,637,981.23
(4) Other expense	11	50,330.68		50,330.68
<b>Total expense</b>	<b>12</b>	<b>1,136,576,263.02</b>		<b>1,136,576,263.02</b>
<b>3. Conversion of Restricted Net Assets to Non-Restricted Net Assets</b>	<b>13</b>	<b>1,093,480,995.93</b>	<b>-1,093,480,995.93</b>	
<b>4.Change in Net Assets(- means less)</b>	<b>14</b>	<b>263,742,910.97</b>	<b>20,704,551.35</b>	<b>284,447,462.32</b>

Item	Row	2019		Total
		Unrestricted	Restricted	
<b>1.Revenue</b>				
Incl:Donation	1	699,840.70	880,601,243.54	881,301,084.24
Rending of services	2			
Goods of sale	3			
Government subsidies	4			
Investment income	5	47,996,252.52		47,996,252.52
Other income	6	3,589,244.12		3,589,244.12
<b>Total revenue</b>	<b>7</b>	<b>52,285,337.34</b>	<b>880,601,243.54</b>	<b>932,886,580.88</b>
<b>2.Expense</b>				
(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
<b>Total expense</b>	<b>12</b>	<b>861,599,421.08</b>		<b>861,599,421.08</b>
<b>3. Conversion of Restricted Net Assets to Non-Restricted Net Assets</b>	<b>13</b>	<b>831,273,271.83</b>	<b>-831,273,271.83</b>	
<b>4.Change in Net Assets(- means less)</b>	<b>14</b>	<b>21,959,188.09</b>	<b>49,327,971.71</b>	<b>71,287,159.80</b>

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

Person in charge of accounting: Wenkui Liu  
Statement preparation:Zhengyang Wang

# Cash Flow Statement

As of December 31, 2020

Organization:CFPA

Unit:Yuan

Item	Row	Amount
<b>1.Cash Flow from Operating activities:</b>	<b>1</b>	
Cash received from donation	2	1,039,835,031.96
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	28,628,530.96
<b>Subtotal of cash inflows</b>	<b>8</b>	<b>1,068,463,562.92</b>
Cash paid for donation or reimbursement	9	1,007,913,630.66
Cash paid to and for employees	10	36,782,799.48
Cash paid for goods and services	11	
Other cash paid relating to operating activities	12	52,166,963.23
<b>Subtotal of cash outflows</b>	<b>13</b>	<b>1,096,863,393.37</b>
Net cash flow from operating activities	14	-28,399,830.45
<b>2. Cash Flow from Investing activities:</b>	<b>15</b>	
Cash received from return of investments	16	1,952,028,428.73
Cash received from income on investment	17	310,322,037.74
Cash received from disposal of fixed assets and intangible assets	18	405.00
Other cash received relating to investing activities	19	27,782.06
<b>Subtotal of cash inflows</b>	<b>20</b>	<b>2,262,378,653.53</b>
Cash paid to acquire fixed and intangible assets	21	95,978,449.06
Cash paid on investments	22	1,859,528,682.46
Other cash paid relating to investing activities	23	8,369,312.59
<b>Subtotal of cash outflows</b>	<b>24</b>	<b>1,963,876,444.11</b>
Net cash flow from investing activities	25	298,502,209.42
<b>3. Cash Flow from Financing activities:</b>	<b>26</b>	
Cash received from borrowings	27	
Other cash received relating to financing activities	28	
<b>Subtotal of cash inflows</b>	<b>29</b>	
Cash repayments of borrowings	30	
Cash paid for interest	31	
Other cash paid relating to financing activities	32	5,853,843.25
<b>Subtotal of cash outflows</b>	<b>33</b>	<b>5,853,843.25</b>
Net cash flow from financing activities	34	-5,853,843.25
<b>4. Effect of changes in foreign exchange rate on cash</b>	<b>35</b>	<b>-827,324.22</b>
<b>5. Net increase in cash and cash equivalents</b>	<b>36</b>	<b>263,421,211.50</b>

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

Person in charge of accounting: Wenkui Liu  
Statement preparation:Zhengyang Wang





# 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 standing together with us

We look forward to  
a better future

SAMSUNG









# 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  
Human Resources Department  
Branding and Communication Department

Department of Finance  
Monitoring and Research Department  
Information Technology Department

## Business Departments

Program Development Department  
Public Advocacy Department  
Monthly Giving Promotion Department  
Child Development Department  
Agricultural Development Department  
Bona Villa Program Department  
Disaster Relief and Program Development Department

International Development Department  
Resource Development Department  
Mobile Internet Department  
Education Development Department  
Rural Revitalization Partnership Department  
Health Development Department

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Tel: 010-62655199

Complaint: 010-62657336

Bank: Bank of China (Beijing Science and  
Technology Exhibition Center Branch)

Account: 323356029109



**International Development  
Department's official  
Wechat platform**



**CFPA's official Wechat  
platform**

Facebook: China Foundation for Poverty Alleviation

LinkedIn: China Foundation for Poverty Alleviation

**Myanmar Office @Yangon**

Facebook: China Foundation for Poverty Alleviation Myanmar Office

**Nepal Office @Kathmandu**

Facebook: China Foundation For Poverty Alleviation - Nepal Office

**Ethiopia Office @Addis Ababa**

Facebook: China Foundation for Poverty Alleviation Ethiopia Country Office