



中国乡村发展基金会  
CHINA FOUNDATION  
FOR RURAL DEVELOPMENT

# 2022

ANNUAL REPORT OF  
CHINA FOUNDATION FOR RURAL DEVELOPMENT

*Facilitate Rural Development  
Promote Common Prosperity*





## IN 2022, CHINA FOUNDATION FOR POVERTY ALLEVIATION WAS RENAMED CHINA FOUNDATION FOR RURAL DEVELOPMENT



### ABOUT US

Founded in 1989, China Foundation for Rural Development (formerly China Foundation for Poverty Alleviation) is rated as 5A foundation by the Ministry of Civil Affairs, PRC. In 2022, with the approvals from the governing authorities, China Foundation for Poverty Alleviation was renamed China Foundation for Rural Development.



### OUR MISSION

Facilitate Rural Development, Promote Common Prosperity



### OUR VALUES

Service, Innovation, Transparency, Tenacity



### OUR SLOGAN

Persistence Brings Changes



Liu Huanxin (L), Deputy Director of Central Leading Group for Rural Work, Vice Minister of Agriculture and Rural Affairs, Administrator of the National Rural Revitalization Administration of China, and Zheng Wenkai (R), President of China Foundation for Rural Development, inaugurated China Foundation for Rural Development.



By the end of 2022

China Foundation for Rural Development had



raised in funds and  
materials

RMB **10.34** billion



benefited

**66.60** million

people (including disaster-  
stricken population)





## Remarks by the President of China Foundation For Rural Development

Zheng Wenkai



### 2022 Donation income

RMB **1.16** billion



### 2022 Expenditure

RMB **1.08** billion

The year 2022 has proved to be extraordinary for China. The 20th National Congress of the Communist Party of China (CPC) was held successfully, drawing the magnificent blueprint building China into a modern socialist country in all respects and advancing the rejuvenation of the Chinese nation on all fronts through a Chinese path, and blowing the horn for embarking on a new journey in a new era. In the past year, China further consolidated and expanded the achievements of poverty alleviation and fully advanced rural revitalization in an orderly manner, achieving new results in rural development, construction and governance. The same year, China Foundation for Poverty Alleviation was renamed China Foundation for Rural Development followed with service upgrades, and embarked on a new journey. We proactively tackled multiple difficulties and challenges, sought innovation, and pushed forward institutional transformation, while firmly following all decisions and plans of the CPC Central Committee related to "Agriculture, Rural Areas and Farmers" and with the mission of "facilitating rural revitalization and promoting common prosperity". To support underdeveloped areas with a focus on low-income groups, we worked to transform and upgrade projects in areas such as livelihood development, talent cultivation, rural construction, rural public social welfare, and social mobilization. We pursued innovation in development-oriented projects while continuing to enhance the development foundation for assistance-oriented traditional projects. In the process, we tried our best to be more influential with greater credibility and solid results to better meet the actual needs of low-income groups and facilitate sustainable development in the countryside. With the care and support from charities and caring individuals across society, China Foundation for Rural Development received RMB 1.16

billion in donations and spent RMB 1.08 billion on public welfare in 2022, benefiting 9.45 million people in total.

In the past year, to better adapt to the new situation, new tasks and new requirements in terms of issues related to "Agriculture, Rural Areas and Farmers", we have developed a deep understanding of "one shift": The focus of poverty alleviation lies in solving the problem of developing from nothing while rural revitalization aims to respond to the requirement for developing better among low-income groups in underdeveloped areas.

We have worked to achieve "two transitions": We have transitioned from implementing direct-assistance projects to overall-development projects, from implementing projects on our own to partnering with third-party institutions.

We have stressed "three priorities": We have given more priority to the social benefits of public welfare projects, to sustainable development of underdeveloped areas, and to the independent capability building of assisted areas and individuals.

We have adhered to "four principles": Center around general goals, value sustainability, strengthen demonstrative effect, and build a large platform.

We have focused on "five key tasks": We have striven to focus on livelihood development, talent cultivation, rural construction, rural

public social welfare, and social mobilization, and built on our own strengths to play a role in implementing public welfare programs serving rural revitalization by utilizing social resources innovatively and setting an example for social organizations to participate in rural revitalization.

In the past year, we have adjusted and upgraded programs according to the positioning of "transformation and upgrading". We put the focus of program design, content and implementation on rural revitalization, prioritizing 160 key counties for national rural revitalization. We enlisted the help of more professionals to take part in program implementation and struck a balance between program effect and efficiency to boost program quality. We increased the number of large-scale programs with enhanced efficiency and influence to better satisfy the requirement of "consolidating the achievements of poverty alleviation and advancing rural revitalization on all fronts". In terms of the design and implementation of public welfare programs, we took the initiative to optimize and integrate existing brand programs including Bona Villa Program and Agricultural Income-Generation Project (Shanpin E-Commerce) by improving program quality and enriching program contents on the one hand. On the other hand, we endeavored to explore new areas according to the actual needs of rural areas, developing programs serving rural development such as Comfortable Living Environment Program, Nurture Hope Early Child Development Program, Vocational Training Program, and Child Health Care Project.



Advanced sustainable development of rural industries. The Bona Villa Program, with the development goal of "strong industries, abundant talent, beautiful ecology, flourishing culture, and sound governance", was fully transformed and upgraded to a rural overall development program. To that end, efforts includes introducing Rural Sightseeing, "Bona Premium Products" shopping and other new experience highlights that integrate agriculture, culture and tourism, setting up the countryside-empowered training base, organizing village cleaning activities like garbage disposal, carrying out the Bona courier station design and community building activities, and completed the Cooperative Work Guideline and building of the village credit management system. The Agricultural Income-Generation Project (Shanpin E-Commerce) made all-around progress in standardized cooperative management, base construction, brand building, benefit integration, and market alignment, among others, gaining increasingly greater influence.

Supported the cultivation of rural talent. The Farmer Entrepreneurship Training Program served to boost the operation and management capabilities as well as market competitiveness of pioneering entrepreneurs in rural areas through the multi-dimensional and multi-layer entrepreneurship training system, with classes, in-person training, venture philanthropy, and market support. The Vocational Training Program provided assistance and services for rural labor force having difficulty in finding a job or improving vocational skills as well as grassroots-level cadres participating in

rural revitalization in underdeveloped areas through skill training, vocational guidance, and so on. We also carried out programs like Maternity Matron Domestic Service Training, Rural Craftsmanship Training Program, and Rural Homestay Manager Training Program in 2022.

Participated in rural construction. The Ecological Afforestation Program helped ecologically vulnerable regions such as Inner Mongolia, Gansu and Shanxi improve local vegetation ecology, with funds in place to plant suitable trees, and also helped local low-income people increase incomes by offering them job opportunities in conserving trees. The Comfortable Living Environment Program pushed ahead with the toilet revolution and sewage treatment in the countryside with the participation of social forces; efforts were made to create long-term management and protection mechanisms for better living environment governance in rural areas and coordinate with the government to explore a new pattern for improving the living environment, Contributing to the building of a beautiful countryside that is ecologically habitable. At the same time, we continued to implement other programs in rural infrastructure construction, disaster prevention, reduction and relief, in our continued efforts to safeguard the security and development of rural areas.

Cared about the development of social causes. We proceeded with health programs including Backbone Project (Health Insurance for Poor Families' Labors), Doctor Training Program, and Child Health Care Project. The Doctor Training Program, for example, was

intended to gradually improve the medical devices used by rural doctors in underdeveloped areas, enhance capacity-building, and boost medical services in rural areas by offering them medical kits and training them to provide better medical services. We also made continued progress in educational programs like Domestic Panda Pack Project, Moving Forward Program, Undergraduate Student Development Program, New Great Wall Scholarship Program for High-School Students, and New Great Wall Vocational Education Empowerment Project. Through the Domestic Panda Pack Project, we developed science kits for kids to build a better learning environment for their all-around development and inspire them to chase their dreams, while showing care to each child. The Moving Forward Program created a learning space where courses and learning tools were provided to help boost the core competencies of rural students on all fronts; at the same time, the program helped train educational managers and communicate with each other to stimulate their initiative and creativity. Besides, nutrition and health and welfare protection programs including Nutritious Meals Program and Child Companion Plan Program were also underway. For the latter, we cultivated a team of child service providers to keep rural children safe and healthy and boost their high-quality development.

Mobilized social forces. We made efforts to nurture rural public service organizations and promote social advocacy. We expanded the scale and influence of programs such as Living Water NPO Development Initiative Program, NPO Cooperation Program, and The "Philanthropy for Everyone" Online Fundraising Platform Program. Of them, the Living Water NPO Development Initiative Program, by setting up platforms, provided dedicated support for the development of social organizations and introduction of social resources in underdeveloped areas, in a bid to create a long-term mechanism through which social forces play a part in consolidating and expanding the achievements of poverty alleviation and advancing rural revitalization on all fronts. In 2022, the "Living Water NPO Development Initiative Program Empowering Grassroots Social Organizations in Key Counties for Rural Revitalization" was carried out among 80 grassroots social organizations in the first batch of national key counties for rural revitalization, having a positive influence. We also made solid progress implementing public advocacy activities such as Do Good, Great Walker, One Step One Change, and One Yuan Donation as we overcame the negative effects of the COVID-19 pandemic and other factors.

In the past year, we, actively responding to the Belt and Road Initiative, carried out international poverty reduction cooperation programs in countries along the Belt and Road, in line with the idea of spreading love and fostering people-to-people bonds as well as the principle of serving local needs, amid continued efforts to realize the six UN sustainable development goals. We brought programs to Myanmar, Nepal, Ethiopia, Burundi, South Sudan, Cambodia, Laos, Sri Lanka, Pakistan, and Turkmenistan. These programs included Panda Pack Project, Smiling Children Program, and programs focused on education, water and healthy development. They were

widely acclaimed and entered the 2022 Cooperation Programs on China-Africa Poverty Reduction and Development. We also worked hard to build international advocacy and spread China's experience in poverty reduction to contribute to the building of a human community with a shared future, by taking part in the UN Human Rights Council and the International Civil Society Solidarity Conference on the Global Development Initiative, and organizing activities like the online BRICS civil society seminar on poverty reduction.

In 2022, China Foundation for Rural Development was rated as a AAAAA foundation among national social organizations of the Ministry of Civil Affairs, and its Party branch was awarded the title of "A Strong Party Branch" of the Work Committee of the Central and State Organs. The Foundation has won praise from society for its transparency and influence. We are keenly aware that these achievements would have been impossible without the strong leadership and careful guidance of the Ministry of Agriculture and Rural Affairs, National Rural Revitalization Administration, Ministry of Civil Affairs and relevant government departments, or the wide participation and great support from our partners and all walks of society. We extend our sincere thanks and pay our great respect to them!

This year marks the first year that the guiding principles of the 20th CPC National Congress are implemented fully. Standing at a new starting point, we will stay true to our original mission and make continued efforts in the following aspects. We will enhance capacity building, improve management and operation systems, optimize the decision-making and execution process, earnestly follow procedures as required, and welcome supervision from relevant authorities. We will strengthen internal audit and control mechanisms, and always manage the foundation with strict standards and practice frugality when holding conferences. We will make full use of informatization and digitalization tools, manage and utilize all raised public resources in the best way, and make sure the foundation is on a healthy trajectory. We will carefully implement the requirements of the National Rural Revitalization Administration and Ministry of Civil Affairs regarding the participation of social organizations in rural revitalization, fully build on our influence and professional strengths, actively build service platforms, and involve more social resources and forces in the great cause of "consolidating and expanding the achievements of poverty alleviation and advancing rural revitalization on all fronts".

We will always adhere to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as our guiding thought, further study and implement the spirit of the 20th CPC National Congress, and equip ourselves with more knowledge about "Agriculture, Rural Areas and Farmers" policies and theories while putting them into practice. We will expand our work to more areas, shore up weak links, build up our capabilities to provide services, and make new contributions to building a beautiful countryside that is a good place to live and work with solid action!





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## OUR 2022

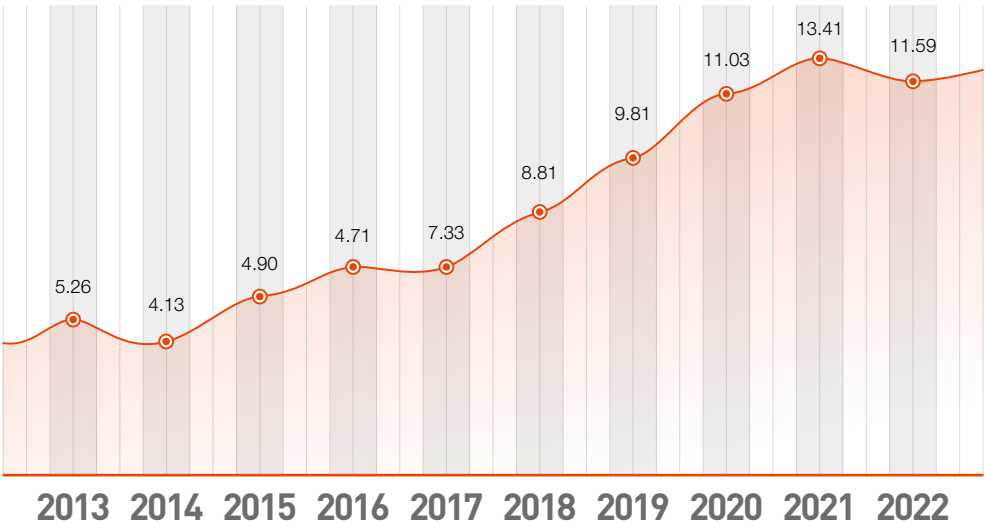
In 2022, to better adapt to the new situation, new tasks and new requirements related to the "Agriculture, Rural Areas and Farmers" work, we pursued innovation and institutional transformation with the mission of "facilitating rural development and promoting common prosperity". In the process, we paid more attention to the social benefits of public welfare programs, sustainable development of underdeveloped areas, and capacity building of our beneficiaries. We introduced new patterns and elements to programs, scientifically integrate resources and channels, and improved institutional management and operation, devoting ourselves to the great cause of rural revitalization.

In 2022, we continued to follow the idea of serving the interests of the beneficiaries, donors and partners, made greater efforts to build up expertise and public trust, strengthened informatization and donor services. We worked to explore, pool together and spread kindness and make kindness more powerful. We, as always, gave back to the support from all walks of life with great enthusiasm, more efforts wholehearted services and efficient work, sending the love and care from donors to those who are constantly striving to improve themselves in underdeveloped areas in a precise and timely manner.

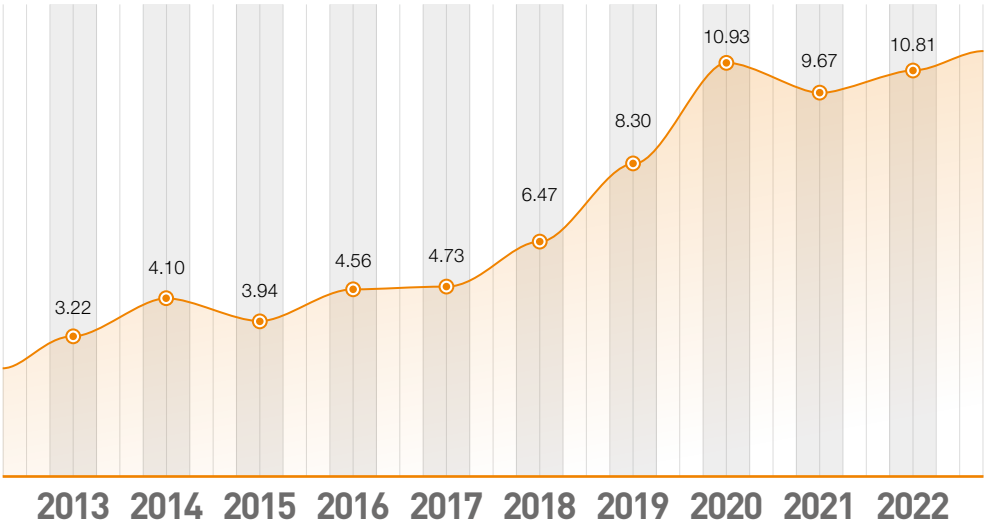




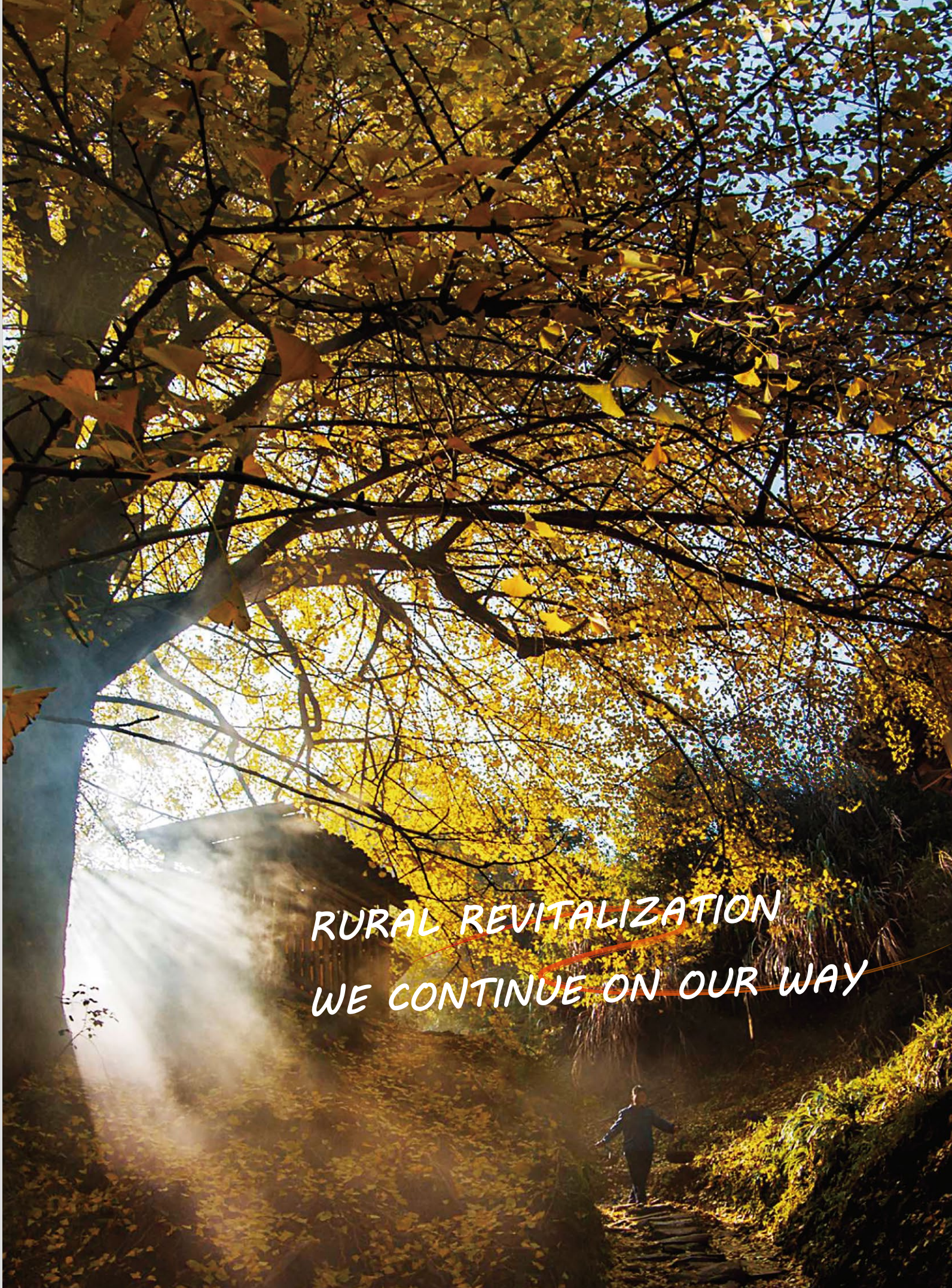
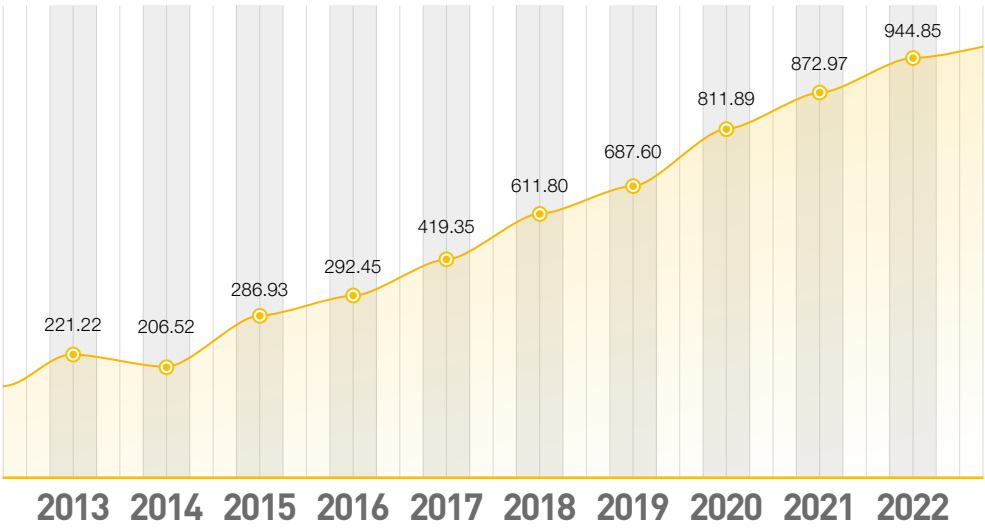
Annual Donation  
Income  
(hundred million  
RMB)



Annual Expenditure  
(hundred million  
RMB)



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



RURAL REVITALIZATION  
WE CONTINUE ON OUR WAY



## LIVELIHOOD DEVELOPMENT

We took advantage of cooperatives with the benefit mechanism of uniting and leading farmers at the core, and introduced talent, technology, services, funds and other resources to better connect rural industries with the market and increase farmers' income. We carried out brand programs including Bona Villa Program and Agricultural Income - Generation Project (Shanpin E-Commerce). In villages where conditions allow, we relied on such projects to build comprehensive demonstration villages featuring all-around development in industries, talent, culture and governance.

- Bona Villa Program
- Agricultural Income-Generation Project (Shanpin E-Commerce)



## Bona Villa Program



Funds raised in 2022  
RMB **28.50** million

Expenditure in 2022  
RMB **39.28** million



China Foundation for Rural Development launched the Bona Villa Program in 2013 to promote the development of villages in underdeveloped areas. In eligible villages, overall plans and designs were created to renovate traditional villages and houses, and to protect and improve the ecological environment of each village and surrounding areas. Rural tourism served as a tool for the integration of primary, secondary, and tertiary industries, in a bid to build those villages into comprehensive demonstration villages for rural revitalization, with strong industries, beautiful ecology, flourishing culture, flexible mechanisms, and rich people.

Since the inception of the program, we have raised RMB 256 million in donations, solicited RMB 776 million in government funding, and attracted an investment of RMB 268 million from private sectors and local residents. These funds benefited 151,000 people from 31 villages in 29 counties (cities, districts) of 13 provincial-level regions, including Hebei, Henan and Gansu. A total of RMB 30.7 million was paid as wages to 1,229 migrant workers who participated in the program. Through the program, 91 homestays appeared in the villages, creating RMB 40.39 million in revenue from homestay business and catering and RMB 5.58 million in sales of agricultural and sideline products. The program has won 71 honorary titles or awards at home and abroad, including United Nations Sustainable Development - Representative Case for Poverty Eradication. Multiple villages, including Xiuyan Village, Gannian Village, and Deqian Village, were rated as demonstration villages for rural revitalization.

In 2022, the program received a donation of RMB 28.50 million and incurred an expenditure of RMB 39.28 million. The whole year, the program benefited 26,200 people, including directly offering 257 homestay-related jobs and paying RMB 5.98 million as wages.



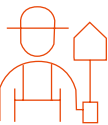
A beneficiary of "Cyber Mulan" Homestay housekeeper Training Program



Bona Villa Program-Chejianghe Village Program



Agricultural Income-  
Generation Project  
(Shanpin E-Commerce)



China Foundation for Rural Development launched the Agricultural Income-Generation Project (Shanpin E-Commerce) in 2014 to address the problems facing rural industries in underdeveloped areas: small scale, scattered operation, incomplete industrial chains, and lack of sales channels. With cooperatives incubated, the program mobilized farmers to participate in production and development, while increasing the market competitiveness and premium of products by ensuring product quality, building brands and marketing products. The program, as a rural industry service platform, helped farmers and their village increase revenue and contributed to consolidating the expanding the achievement of poverty alleviation.

So far, the program has received RMB 197 million in donations. In 2022, the program received a donation of RMB 37.53 million and incurred an expenditure of RMB 19.32 million. The whole year, the program benefited 74,500 people and 97 cooperatives in 48 counties (cities, districts) of 16 provincial-level regions, including Sichuan, Yunnan, Shaanxi and Hubei. Of them, three cooperatives were awarded the title of State-level Farmers' Cooperative Model and six won the title of Provincial-level Farmers' Cooperative Model. The program assisted with the development of more than 91 varieties of agricultural products, sales of 49 varieties of agricultural products, building of 46 warehousing centers, and building of demonstration bases covering an area of 67,913 mu, with a stretching area of 165,600 mu. Online and offline sales of products reached RMB 14 million and 74.72 million, respectively.

Funds raised in 2022  
RMB **37.53** million

Expenditure in 2022  
RMB **19.32** million



A member of Longdongwan Apple Cooperative in Yanyuan County



A member of Shanlirenjia Farmers' Cooperative in Qi County

TALENT  
DEVELOPMENT

The Foundation pooled together resources from universities, scientific research institutes and professional training institutions and created training systems and courses suitable for different groups in the cause of rural development. We carried out public service programs including the Farmer Entrepreneurship Training Program, Community-level Official Leadership Development Program, and Vocational Training Program, and cultivated rural farmers, inheritors and entrepreneurs in different forms, to offer rural talent more access to development and boost their overall competence.

- Farmer Entrepreneurship Training Program
- Community-level Official Leadership Development Program
- Vocational Training Program
- Rural Craftsmanship Training Program





## Farmer Entrepreneurship Training Program



China Foundation for Rural Development initiated the Farmer Entrepreneurship Training Program in 2019 to address the lack of rural entrepreneurs in underdeveloped areas. By drawing in teachers from scientific research institutes, the Foundation innovated in cooperation mechanisms and created a multidimensional, multi-layer entrepreneurship training system that combines courses, in-person training, venture philanthropy and market support. By doing so, the program intended to enhance the operation and management capabilities and market competitiveness of pioneering rural entrepreneurs and thus facilitate rural talent revitalization and sustainable development.

So far, the program has received RMB 52.65 million in donations. In 2022, the program received RMB 9.92 million in donations and incurred RMB 12.66 million in expenditure, benefiting 15,400 people. The whole year, we organized 18 in-person training sessions, with 820 attendants, as well as online training and offline sharing activities.

Funds raised in 2022

RMB **9.92** million

Expenditure in 2022

RMB **12.66** million



Mengdingshan Academy sends students to Xi County in Shanxi Province for training and exchanges



Mengdingshan Academy organizes an interview at China Agricultural University to hire talent as part of the Jia Duo Bao rural revitalization talent cultivation program

## Community-level Official Leadership Development Program



China Foundation for Rural Development launched the Community-level Official Leadership Development Program in 2018 to support the units assisted by the Foundation and rural officials in develop their abilities in the fight against poverty and rural revitalization.

In 2022, the program received RMB 4.49 million in donations and incurred RMB 5.36 million in expenditure, benefiting 20,300 people.

In 2022, the Foundation, together with the Party School of the Communist Party of China Central Committee, Securities Association of China, and Dongxing Securities, organized seven exchange and training sessions highlighting the role of social forces in rural revitalization. Officials and representatives engaged in rural development from central and state organs, financial institutions, and other enterprises and public institutions attended.

Funds raised in 2022

RMB **4.49** million

Expenditure in 2022

RMB **5.36** million



"High-quality Development of Rural Homestay Drives Rural Revitalization Exchange & Training Session" in Xishui County, Zunyi, Guizhou



Essence Securities-Rural revitalization training session for community-level officials at Luodian County





## Vocational Training Program



China Foundation for Rural Development launched the Vocational Training Program in 2022 to help farmers develop their vocational skills. The Foundation integrated all sorts of resources, innovated in cooperation mechanisms, and introduced mature vocational education training systems from professional institutions. By offering vocational training and guidance on finding jobs on an ongoing basis throughout the period, the program provided continued support for the high-quality employment of rural surplus labor and promoted integrated development between rural and urban areas.

In 2022, the program received RMB 41 million in donations and incurred RMB 12.74 million in expenditure. We held 38 training sessions for 3,453 people, including training for maternity matrons, rural homestay managers, rural ambassadors, and semi-conductor workers.

Funds raised in 2022

RMB **41** million

Trainees in 2022

**3,453**



Friesland Campina "Loving Yuesao" training session



Cyber Mulan homestay manager training

## Rural Craftsmanship Training Program



China Foundation for Rural Development started the Rural Craftsmanship Training Program to address the lack of rural inheritors of traditional skills, especially young people. Integrating all sorts of resources and creating new cooperation mechanism, the Foundation established a multi-dimensional training system covering the entire link from identification, training and industrial development, and explored a new model that integrates the cultivation of rural inheritors and the transformation and upgrading of local industries, to help rural craftsmen find stable jobs and increase their revenue.

Entrusted by the National Rural Revitalization Administration, the Foundation carried out the rural craftsman selection and classification project, implementing pilot projects in the provinces of Shanxi, Fujian, Guangdong, Sichuan, and Yunnan (three to five pilot counties in each province). For the identification, classification, selection and certification of rural craftsmen of traditional skills, the Foundation organized provincial-level rural craftsman contest, selected 10 typical cases to show how rural craftsmen can contribute to rural revitalization, and compiled 10 traditional skill textbooks. Instructional films were created accordingly.



A survey of Yi embroidery rural craftsmen in Ebian Yi Autonomous County, Sichuan Province



A survey of copper ware making craftsmen in Nanhua County, Yunnan Province

## RURAL CONSTRUCTION

In view of the needs of rural infrastructure construction and disaster prevention and reduction in rural communities, programs designed for the improvement of the living environment and ecological environment and community disaster reduction and prevention have been carried out to improve the living environment of rural people, enhance the disaster response capacity of people in rural disaster-prone areas, and enhance the safety, convenience and comfort of rural communities.

- Disaster Relief Program
- Henan Flood Disaster Relief Project
- Actions Against COVID-19 Project
- Disaster Prevention and Risk Reduction Program
- Ecological Afforestation Program
- Rural Infrastructure Building Program
- Comfortable Living Environment Program





## Disaster Relief Program



To facilitate poverty elimination and prevent people from slipping back into poverty because of disasters, China Foundation for Rural Development launched a disaster relief project in 2002. We provide assistance to the affected population and disaster-stricken areas, help reduce disaster losses, increase community resilience, support the affected people in overcoming difficulties, and facilitate the rebuilding of homes and building of livable villages through disaster reduction and preparedness, emergency relief, transitional settlement, post-disaster recovery and reconstruction,

Since its inception, we have conducted 360 disaster relief operations (including 26 times of warm winter assistance to vulnerable groups), benefiting 31 provincial-level regions across China and disaster-stricken areas in 12 countries, benefiting 8.14 million people.

In 2022, we carried out 44 aid operations (including 1 warm winter campaign for vulnerable groups, 1 international aid), received a donation of RMB 45.44 million and incurred an expenditure of RMB 64.37 million, benefiting 1.16 million people from 22 provincial-level regions across China and 3,700 people from Pakistan.

**Funds raised in 2022**  
RMB **45.44** million

**Expenditure in 2022**  
RMB **64.37** million



Drought relief in Sichuan



Province Flood Rescue in Jiangxi Province



Earthquake relief operation in Luding, Sichuan province



Drought Relief Operation in Chongqing

## Henan Flood Disaster Relief Project



After the "7-20" Floods in Henan Province (Extreme floods happened on July 20, 2021 in Henan province), China Foundation for Rural Development launched the Henan Flood Disaster Relief Project in 2021 and engaged in the efforts of emergency response, transitional resettlement, post-disaster reconstruction, and improvement of disaster reduction and prevention capabilities. It aims to provide help to people affected by the Henan floods, reduce the losses caused by the disaster to vulnerable people, enhance rural resilience, and help build livable villages through these efforts.

Since its inception, a total of RMB 443 million has been raised, benefiting 4.09 million people from 151 counties (cities, districts) in Henan Province.

Laying emphasis on quickly restoring the production and life of the affected people, focusing on safe development and enhancing rural resilience, the Henan Flood Disaster Relief Project raised RMB 15.13 million of funds and incurred an expenditure of RMB 150.05 million in 2022, benefiting 1.82 million people in 97 counties (cities, districts) in Henan Province.

**Number of beneficiaries**  
in 2022 **1.82** million



Restoration and reconstruction of vegetable greenhouse modern agricultural planting project in Kang Village, Wude Town, Wen County



Completion of Zhaojiamen Bridge in Linggou Village, Xinzhong Town, Gongyi City



Students in Dakuai Town, Fengquan District are doing exercises on the newly built Sunshine Track



## Actions Against COVID-19 Project



In 2020, China Foundation for Rural Development launched the Actions Against COVID-19 Project. Through funds and material assistance, it provided material assistance and psychological intervention to the personnel fighting against the epidemic and the affected people, supported the personnel to carry out anti-epidemic work, and helped the affected people to weather bad times and resume normal production and life.

Since its inception, the project raised a total of RMB 263 million. In 2022, the project received a donation of RMB 9.47 million and incurred an expenditure of RMB 17.91 million. The project benefited 490,500 people in 37 counties (cities, districts) in 12 provincial-level regions including Jilin, Shanghai, and Gansu.

In 2022, China Foundation for Rural Development provided medical protection and life support materials such as medical protective masks and protective clothing to 14 hospitals, 51 sub-districts, and 15 elderly care institutions in 12 provincial-level regions including Jilin, Shaanxi, Shandong, Tianjin, and Hebei; we supported the front-line rescue teams and social relief organizations to provide local professional anti-epidemic services such as environmental disinfection and psychological counseling; provided disinfection equipment, disinfectant and other disinfection and protective tools and equipment to help local governments, medical staff and community workers carry out anti-epidemic work such as material distribution and nucleic acid testing; launched the food distribution project for the elderly amid the epidemic during the Shanghai epidemic prevention and control action, and provided basic epidemic prevention materials, vegetable bags, rice, nutritious meals and other food supplies to the elderly living alone in the community, migrant workers and community volunteers.

Funds raised in 2022

**RMB 9.47 million**

Expenditure in 2022

**RMB 17.91 million**



Epidemic Prevention and Control Actions in Jilin



Epidemic prevention and control actions in Shaanxi Province

## Disaster Prevention and Risk Reduction Program



In view of the weak foundation of disaster prevention and risk reduction in rural development, China Foundation for Rural Development launched the Disaster Prevention and Risk Reduction Program in 2014. The project aims to enhance the disaster prevention and risk reduction capabilities in rural development, promote the resilient development of rural areas and assist in the construction of livable rural areas through activity advocacy, capacity building, and assistance.

In 2022, the project received a donation of RMB 0.41 million and incurred an expenditure of RMB 1.10 million, benefiting 46,300 people from 8 cities (prefectures) and 10 counties (cities, districts) in 4 provincial-level regions, i.e. Sichuan, Guangxi, Zhejiang, and Guizhou. The "SAY NO to Disasters" campaign carried out 5 online live broadcasts throughout the year, with 29,900 views; 15 teacher training sessions were held in disaster reduction classrooms of 18 schools in Sichuan, Guangxi, and Zhejiang.

Funds raised in 2022

**RMB 0.41 million**

Expenditure in 2022

**RMB 1.10 million**



Encourage children to learn first aid



Campus Disaster Risk Reduction Classroom Project TOT Training



## Ecological Afforestation Program



In view of lacking vegetation, land desertification, and fragile ecology in some underdeveloped areas in China, China Foundation for Rural Development launched Ecological Afforestation Program in 2018. It provided financial assistance to facilitating planting suitable trees for ecologically fragile areas and improving the local ecology; it helped the masses increase their income, and contribute to the sustainable development of rural ecology by creating jobs for low-income people to conserve trees.

Since its inception, the project has raised a total of RMB 185 million and worked with 24 counties (cities, districts, and banners) in Inner Mongolia, Shanxi, Gansu with afforestation area of 471,800 mu, benefiting 436,800 people.

In 2022, the project received a donation of RMB 85.12 million and incurred an expenditure of RMB 82.67 million yuan, with afforestation area 225,300 mu, benefiting 197,100 people from 57 villages in 18 counties (districts, banners) in Gansu, Shanxi, and Inner Mongolia.

Funds raised in 2022

**RMB 85.12 million**

Expenditure in 2022

**RMB 82.67 million**



Local villagers in Lintao County, Gansu Province are participating in afforestation work



Autochthonous seabuckthorn in the project plot of Zhangxian County, Gansu Province



New spruce forest in Hexigten Banner, Inner Mongolia Autonomous Region in spring 2022

## Rural Infrastructure Building Program



In view of weak rural infrastructure in underdeveloped areas, China Foundation for Rural Development launched Rural Infrastructure Building Program in 2017. It provided financial assistance to assist rural areas in underdeveloped areas to build small and medium-sized public facilities (such as convenient bridges, roads, school buildings and sanitation facilities), improve local infrastructure, facilitate production and life of the people, and contribute to the construction of livable villages.

Since its inception, the program received a total of RMB 102 million. In 2022, it received a donation of RMB 7.68 million yuan and incurred an expenditure of RMB 10.61 million, benefiting 95,600 people from 19 counties (cities, districts) in 13 provincial-level regions including Yunnan, Sichuan, Anhui, Guangxi, and Shanxi.

In 2022, the project built 10 sunshine tracks and completed 12 dormitories for school nesting actions (with 10 occupied), aided in the construction of 21 convenient bridges (16 were completed and put into use).



The convenient bridge in Dongba Village, Guanlu Town, Nanjiang County, Sichuan Province was completed

Funds raised in 2022

**RMB 7.68 million**

Expenditure in 2022

**RMB 10.61 million**



Inside of the dormitory of Fendou Primary School in Huize County, Yunnan Province



Comfortable Living Environment Program



Funds raised in 2022  
RMB **18.78** million

Expenditure in 2022  
RMB **9.89** million

Currently, overall quality of the rural living environment in China's underdeveloped areas is not high. In view of that, China Foundation for Rural Development launched Comfortable Living Environment Program in 2022. The program provided assistance in infrastructure such as toilet revolution, sewage treatment, and garbage classification to establish a long-term operation and maintenance mechanism, improve the living environment in rural areas and help build livable villages.

In 2022, the program received a donation of RMB 18.78 million and incurred an expenditure of RMB 9.89 million, benefiting 3,929 people from 6 townships (villages) in 5 cities (prefectures) of Xinjiang, Guizhou, and Henan.



PetroChina-supported livable home project started in Qinghe County, Xinjiang Uygur Autonomous Region



Comfortable Living Environment Program launched the "Toilet Revolution" in Leishan County, Guizhou Province



RURAL SOCIAL WELFARE

To meet the needs of rural people for a sense of security and happiness in life, we provided public welfare support for rural children, education, health and other basic livelihood public services and livelihood security projects to protect the growth and health of rural children, promote the diversified development of rural education, and help provide better rural health conditions.

- Domestic Panda Pack Project
- Moving Forward Program
- Undergraduate Student Development Program
- New Great Wall Scholarship Program for High-School Students
- New Great Wall Vocational Education Empowerment Project
- Empowering Children, Enlightening the Future Program
- Rural Education Development Program
- Nutritious Meals Program
- Child Companion Plan Program
- Early Childhood Development Program
- Backbone Project (Health Insurance for Poor Families' Labors)
- Rural Healthcare Program
- Doctor Training Program
- Child Health Care Project





## Domestic Panda Pack Project



In view of the relatively insufficient learning and living conditions of rural primary school students in underdeveloped areas, China Foundation for Rural Development, China Post Group Corporation, and China Movie Channel launched Domestic Panda Pack Project in 2009. The project provides one-to-one care to children, fulfilling their childhood dreams and improving their learning and living conditions by organizing caring package donations and purchase.

Since its inception, the project has received a total of RMB 869 million of social donations and delivered 7,071,600 student art packages, 733,100 student warm packages, 40,000 student science and innovation packages, and 69,700 other parcels; benefiting 7.91 million people in 36,114 schools in 962 counties (urban areas) in 31 provincial-level regions.

In 2022, the project received a donation of RMB 42.40 million and incurred an expenditure of RMB 46.07 million, delivered 290,068 student art packages, 39,926 student science and innovation packages, and 6,565 student warmth packages, benefiting 336,600 person-times from 1,521 schools in 71 counties (cities, districts) in 18 provincial-level regions.

Funds raised in 2022  
**RMB 42.40 million**

Expenditure in 2022  
**RMB 46.07 million**



Students of Zhanzha Road Primary School in Mazichuan Town, Minxian County, Gansu Province are doing experiments with the materials from the science and innovation packages



The children of Daheba Town Central Primary School, Foping County, Shaanxi Province excitedly opened the art packages



Children in Lanping County, Yunnan Province run on the playground after receiving art packages

## Moving Forward Program



In view of the current situation of unbalanced development of rural education, China Foundation for Rural Development launched Moving Forward Program in 2014. By introducing core literacy courses and the creation of learning spaces, the project helped rural students develop in an all-round way; and it also stimulates the motivation and innovation of principals and teachers through training, exchanges and fund support. The project took the county as the unit and kept promoting the program in rural primary schools to promote the overall improvement of the rural education level.

Since its inception, the program has received a total of RMB 212 million of donations, benefiting 235,500 rural teachers and students in 659 schools in 15 counties (cities, districts) in 7 provincial-level regions.

In 2022, the project received a donation of RMB 74.04 million and incurred an expenditure of RMB 64.80 million, benefiting 156,400 rural teachers and students in 559 schools in 11 counties (cities, districts) in 5 provincial-level regions.

Funds raised in 2022  
**RMB 74.04 million**

Expenditure in 2022  
**RMB 64.80 million**



Children benefiting from Moving Forward Program are taking the Moving Forward social-emotional lesson



Children in Yinjiang County, Guizhou Province read carefully in the "Moving Forward" reading space



Chen Zhigang, vice President of the board of directors, visited the "Moving Forward" reading space



## Undergraduate Student Development Program



Funds raised in 2022  
**RMB 9.91 million**

Expenditure in 2022  
**RMB 8.97 million**

Funds raised in 2022  
**RMB 11.08 million**

Number of people mobilized in 2022  
**220,000**



Sun Yat-sen University students who benefit from the project



2022 Future of Public Welfare Mars Wrigley Susta-inable "MARS" GO Program Final Team Presentation

In view of the ability development, employment and entrepreneurship needs of undergraduate students from families with financial difficulties, China Foundation for Rural Development launched Undergraduate Student Development Program. We engaged in financial aid, professional training, social practice and employment and entrepreneurship support ability to help college students complete their schooling and improve their personal comprehensiveness, mobilize and guide college students to actively participate in the cause of agriculture, rural areas, and rural residents, and help rural revitalization. The project includes sub-projects such as New Great Wall Undergraduate Student Financial Assistance Program and Public Welfare Future Program.

### • New Great Wall Undergraduate Student Financial Assistance Program

In view of the financial pressure and ability development needs of college students from families with financial difficulties, China Foundation for Rural Development launched New Great Wall Undergraduate Student Financial Assistance Program in 2002. The foundation provided financial aid and support for talent project activities to help college students from families with financial difficulties to complete their studies and improve their comprehensive abilities. The program also guided college students to actively repay the society, relay social care, and jointly build a great wall of talents in the new era.

Since its inception, the program has received a total of RMB 327 million, benefiting 149,100 students from more than 600 colleges and universities in 31 provincial-level regions. It established "New Great Wall" Self-improvement Association in 104 universities to provide students with a support platform for growth and success.

In 2022, the project received a donation of RMB 9.91 million and incurred an expenditure of RMB 8.97 million, benefiting 2,886 people from 133 universities in 30 provincial-level regions.

### • Charity Future

Public Welfare Future Program is a youth development project initiated by China Foundation for Rural Development in 2013, which aims to support college students, especially those from families with financial difficulties to improve their comprehensive abilities through the integration of social resources. The program focuses on public welfare associations in colleges and universities, and encourages young people to use innovative methods to contribute to social development and rural revitalization. It aims to guide them to become a new generation of young people with creativity, teamwork and sense of social responsibility.

Since its inception, the program has received a total of RMB 70.09 million. In 2022, the project received a donation of RMB 11.08 million and incurred an expenditure of RMB 6.48 million. It conducted 10 special projects and 10 online training activities, mobilized 134 public welfare associations in 30 provincial-level regions engaged in related activities, directly impacting 220,000 college students. The projects include: Bank of America Youth Development Project, Mars Wrigley's Sustainable "MARS" Go Program, Citi Midwest Employment Support Project, Apple Entrepreneurship Camp Project, National Rural Revitalization Agricultural Cultural Tourism Innovation Action, "Let 'Berry' Happen" Special Funding Project for Supporting Educational Youth in the West, iEnglish Academic Success Project, Zhaopin Intangible Cultural Heritage Advocacy Project, Zhaopin Youth Employment Program and New Great Wall Veteran Member Fund.

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



Funds raised in 2022  
**RMB 86.60 million**

Expenditure in 2022  
**RMB 60.11 million**

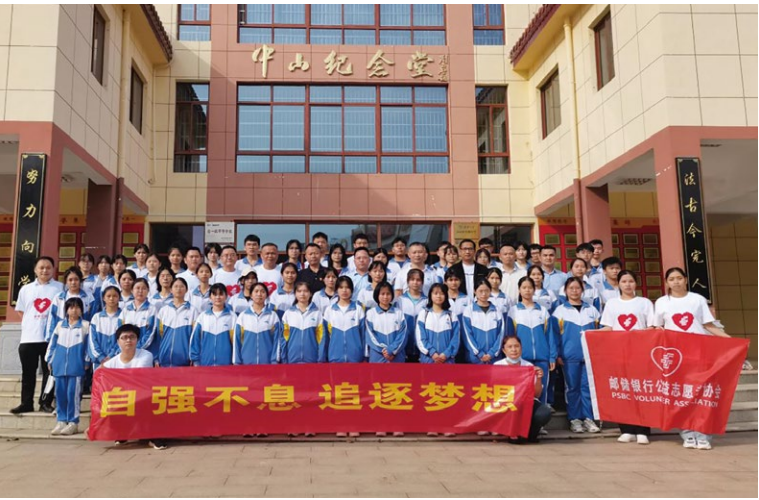
In underdeveloped areas, some high school students with financial difficulties are faced with challenges such as high economic pressure and insufficient personal comprehensive ability. In view of this, China Foundation for Rural Development launched New Great Wall Scholarship Program for High-School Students in 2007. It provided financial aid, supplemented by activities to support talent development, to help students from families with financial difficulties to complete their studies and improve their comprehensive abilities.

Since its inception, a total of RMB 531 million has been raised, benefiting 220,000 people from 579 high schools in 444 counties (cities, districts) in 28 provincial-level regions.

In 2022, the project received a donation of RMB 86.60 million and incurred an expenditure of RMB 60.11 million, benefiting 253 counties (cities, districts) in 23 provincial-level regions. It launched 511 "New Great Wall" Self-improvement Classes in 329 high schools, providing scholarships and talent support for 33,500 students from families with financial difficulties.



Public Welfare Study Tour of Hongqi Dream Self-improvement Class



The "PSBC Charity" team and students from the "PSBC Charity Self-improvement" class



## New Great Wall Vocational Education Empowerment Project



Funds raised in 2022  
RMB **15.98** million

Expenditure in 2022  
RMB **10.30** million

In view of the current situation that students from families with financial difficulties in vocational education are under great economic pressure and lack of high-quality courses and employment channels, China Foundation for Rural Development launched New Great Wall Vocational Education Empowerment Project in 2021. The project adopted measures such as providing financial aid, creating high-quality professional courses, providing employment guidance and internship arrangement to help students complete their studies and improve their workplace competence.

Since its inception, the project has received a donation of RMB 35.29 million, benefiting 38 secondary and higher vocational colleges in 7 provincial-level regions, providing financial aid and empowerment training to 3,550 vocational education students.

In 2022, the project received a donation of RMB 15.98 million and incurred an expenditure of RMB 10.30 million. It provided financial assistance and empowerment training for 2,300 vocational education students in 38 secondary and higher vocational schools in 7 provincial-level regions. These beneficiary students come from economically disadvantaged families in 18 provincial-level regions.



"Empowering the Future" — Volkswagen Group China Student Aid Program



2022 Project Launch and Class Opening Ceremony China Development Bank New Great Wall Vocational Education Empowerment Project Bijie Vocational and Technical College Study Tour

## Empowering Children, Enlightening the Future Program



Funds raised in 2022  
RMB **27.23** million

Expenditure in 2022  
RMB **29.58** million

In order to promote the comprehensive quality development of rural children, China Foundation for Rural Development launched Empowering Children, Enlightening the Future Program in 2021. It aims to improve children's digital and aesthetic literacy, and help rural children develop in an all-round way through rural digitized classrooms, creative building, and creative arts.

Since its inception, the program has received a total of RMB 38.57 million. In 2022, the project received a donation of RMB 27.23 million and incurred an expenditure of RMB 29.58 million, benefiting 240,300 people.

The foundation joined hands with Yum China and Leap Learner to carry out rural digital classrooms to promote programming education in rural schools, improve the digital level of schools, and offer rural children the opportunity to grow in an all-round way. By the end of 2022, the rural children's digital classroom project has provided basic programming training for 426 teachers in 331 schools in 6 counties (cities, districts) of 5 provincial-level regions including Hunan and Henan, and donated 1,460 laptop devices for 69 schools. Cooperating with the Lego Group, the foundation carried out the "Build Lego Bricks for Love" activity, donating Lego bricks to rural children, especially left-behind and vulnerable children, to help them learn and grow through play. By the end of 2022, a total of nearly 450,000 boxes of Lego toy sets have been donated, benefiting more than 550,000 children in 47 counties (cities, districts) of 11 provincial-level regions including Yunnan, Guizhou, and Hubei.

In 2022, Yiyang Qianxi Love Fund, in collaboration with China Foundation for Rural Development, launched the Gongmei Future Project designed to improve art education for rural children and drive rural revitalization.



Students benefiting from digitalized classrooms



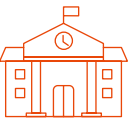
Beneficiary students handwritten thank-you letters after rural areas are learning in programming classes receiving Lego blocks



Creation scene of aesthetic educators at the Gongmei Future Project Training Conference



## Rural Education Development Program



Funds raised in 2022  
RMB **59.12** million

Expenditure in 2022  
RMB **27.38** million



Completed CSG Zhixing School Library



Yuguan Primary School in Maguan Town, Puding County, Guizhou Province adopts the library

In view of problems such as backward rural education concepts, incompetent teachers, and weak infrastructure, China Foundation for Rural Development launched Rural Education Development Program in 2017. It provided assistance to the construction of school infrastructure, built the capacity of rural teachers and students, and subsidized rural teachers and students to provide educational resource support for rural schools, rural teacher teams, students and families, improve the rural educational resource environment, and help the continuous improvement of rural education. The program includes sub-projects such as CSG Zhixing School Library Program, Teaching-research Competence Improvement Program, and For Tomorrow's Children Program.

Since its establishment, the project has raised a total of RMB 189 million, benefiting 1,498,800 people. In 2022, the project received a donation of RMB 59.12 million and incurred an expenditure of RMB 27.38 million, benefiting 609,800 people in 73 counties (cities and districts) of 22 provincial-level regions.

### • CSG Zhixing School Library Program

China Southern Power Grid Company Limited (CSG) and China Foundation for Rural Development launched the CSG Zhixing School Library Program in 2022. The project built bookstores for schools, created friendly reading environment, provided high-quality children's books, and empowered teachers to play the leading role in reading, to stimulate students to read, improve their reading breadth and quality, and use reading to help revitalize rural education. In 2022, the project received a donation of RMB 30.74 million and incurred an expenditure of RMB 12.31 million, benefiting 238,200 people in 32 counties of 5 provincial-level regions.

### • Teaching-research Competence Improvement Program

Teaching-research Competence Improvement Program uses the educational information platform to improve the teaching and research level of county teachers through asynchronous and synchronous teaching and research, demonstration classes, and specifically delivered classes as well as organizing famous teachers to lead county backbone teachers to carry out teaching and research. In 2022, the project received a donation of RMB 13.50 million and incurred an expenditure of RMB 4.06 million, benefiting 7 counties of 6 provinces and offering training to 1,896 teachers.

### • For Tomorrow's Children Program

China Foundation for Rural Development and CapitaLand's public welfare branch, CapitaLand Hope Foundation, jointly launched the For Tomorrow's Children Program, which aims to focus on the comprehensive development of children and adolescents. In 2022, the program received a donation of RMB 3.29 million and incurred an expenditure of RMB 2.62 million, benefiting 14 counties in 9 provinces and helping 13,000 primary school students.

## Nutritious Meals Program



In view of malnutrition among children in underdeveloped areas, China Foundation for Rural Development launched Nutritious Meals Program in 2008. Through nutritious meals, kitchens, nutrition education and materials, etc.it can improve school feeding conditions, help children increase their nutritional intake, continue to improve children's nutritional status, and help rural revitalization.

Since its launch,the project has raised a total of RMB 546 million in funds and materials, benefiting 160 counties (cities, districts) in 18 provincial-level regions including Yunnan and Guizhou. It has provided more than 81 million nutritious meals for children, and equipped 3,673 schools with kitchen equipment, benefiting 1.81 million person-times.

In 2022, the project received a donation of RMB 61.52 million and incurred an expenditure of RMB 58 million, benefiting 43 counties (cities, districts) of 12 provincial-level regions including Yunnan and Guizhou, providing more than 9 million nutritious meals for children, and equipping 377 schools with caring kitchen equipment, benefiting 234,400 people.

Funds raised in 2022  
RMB **61.52** million

Expenditure in 2022  
RMB **58** million



Egg and milk meals between classes provided effective nutritional supplements for rural children



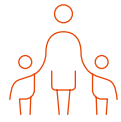
The smiling faces of beneficiary children are eating egg and milk meals



Children are running to eat meals from the loving kitchen after class



## Child Companion Plan Program



Funds raised in 2022

**RMB 55.74 million**

Expenditure in 2022

**RMB 36.28 million**

In view of the care and protection related problems of rural children in underdeveloped areas due to the lack of guardianship, China Foundation for Rural Development launched the Child Companion Plan Project in 2015. The program trained rural women to carry out rural child care and protection work, adopted "one person, one family, a link" model, took Child Companion Plan Program as the starting point, the Child Companion plan Program Home as the platform, and took the county-level horizontal linkage mechanism as the guarantee. It established a village-level guardianship network for left-behind and vulnerable children to ensure the last mile of child welfare service delivery.

Since its inception, the program has received a total of RMB 203 million in donations, driving local supporting funds of RMB 26.76 million.

Teaming up successively with the Sichuan Provincial Committee of the Communist Youth League, the Civil Affairs Department of Guizhou Province, Jiangxi Province Charity Federation, the Civil Affairs Department of Yunnan Province, the Civil Affairs Department of Hubei Province, the Charity and Social Welfare Association of Anhui Province, the Civil Affairs Department of Shaanxi Province, the Civil Affairs Department of Henan Province and the Civil Affairs Department of Hunan Province and other organizations, the project has conducted Child Companion Plan Program in 1,511 villages in 117 counties (cities, districts) in 11 provincial-level regions, benefiting more than 770,000 children. The project has been welcomed and affirmed by the governments of the recipient places, partners, children and parents.

In 2022, the project received a donation of RMB 55.74 million and incurred an expenditure of RMB 36.28 million, benefiting 1,262 villages in 102 counties (cities, districts) in 11 provinces including Guizhou and Jiangxi. It collected and resolved 113,000 cases of child welfare needs. It organized 118,900 activities for children's companions, Child Companion House with more than 760,300 children participated in, and more than 134,800 parents participated. It conducted 62 training and supervision activities with 1,606 people participating in the training.



The companion mother and children are doing handicrafts at Child Companion



House Companion mothers visit homes to see children who made progress in study



A companion mom are playing games with their children at Companion House

## Early Childhood Development Program



Funds raised in 2022

**RMB 7 million**

Expenditure in 2022

**RMB 2.28 million**

In view of the lack of early intervention in the healthy growth of infants and young children in underdeveloped rural areas, China Foundation for Rural Development launched an early development project for children aged 0-3 in 2022. The project cultivated a team of local educators, established an early childhood development activity center, and carried out early childhood development services to enhance parents' scientific concept of child rearing, help infants and young children in underdeveloped rural areas realize their developmental potential, thereby promoting the healthy growth of children.

From 2022, Beijing Tanoto Foundation and China Foundation for Rural Development carried out the Huiyu Hope Early Childhood Development Project. We will build 85 early childhood development activity centers in the next five years to improve the shortcomings of rural infant care services and help rural revitalization.

In 2022, the project raised RMB 7 million and incurred an expenditure of RMB 2.28 million, benefiting 4,189 people.



The caregiver and infants and parents are taking a parent-child course



Caregivers are conducting group activities with infants and toddlers





## Backbone Project (Health Insurance for Poor Families' Labors)



Funds raised in 2022  
**RMB 17.47 million**

Expenditure in 2022  
**RMB 16.99 million**

To solve the problem of returning to poverty due to illness and accidents in underdeveloped areas, under the guidance of the National Rural Revitalization Bureau and the National Health and Medical Commission, China Foundation for Rural Development, Alibaba Philanthropy, Alipay philanthropy and Ant Group's Antbao platform jointly launched Backbone Project (Health Insurance for Poor Families' Labors) in 2017. By providing exclusive public welfare insurance, it provides low-income groups with comprehensive health care and accident protection, reducing the incidence of returning to poverty due to illness and accidents.

Since its inception, the project has received a total of RMB 394 million, benefiting 14.35 million low-income people in 110 counties (cities, districts) in 12 provincial-level regions including Yunnan, Guizhou, Hebei, Sichuan and Shaanxi. Accumulatively, it settled nearly 220,800 people, with the claim amount of about 330 million yuan, effectively reducing the hospitalization burden of low-income population.

In 2022, the project received a donation of RMB 17.47 million and incurred an expenditure of RMB 16.99 million, benefiting 993,300 people in 28 counties (cities, districts) in 6 provincial-level regions including Yunnan, Guizhou, and Sichuan.



A claims staff in Yuexi County is guiding beneficiaries to report the case



A claims staff in Xide County is introducing Backbone Project (Health Insurance for Poor Families' Labors) to the beneficiary



A beneficiary in Xide County works part-time as a cashier in a hotpot restaurant.



A beneficiary in Yuexi County, Sichuan Province

## Rural Healthcare Program



Funds raised in 2022  
**RMB 35.13 million**

Expenditure in 2022  
**RMB 19.27 million**

In view of insufficient level of medical services in underdeveloped areas, China Foundation for Rural Development launched Rural Healthcare Program to improve medical care in underdeveloped areas. By providing medical assistance, equipment, facility and material assistance, and grassroots medical personnel training for underdeveloped areas, the project raised the level of medical services in underdeveloped areas and improved people's health. The project includes sub-projects such as Maternal and Child health, Care for Families in Need, Supporting the Needy People in Xi County, Love Knows No Borders Medical Facility Aid, and Rural Health Cooperation.

### ● Maternal and Child Health

The project is designed for reducing maternal and infant mortality and improve the life security and health of mothers and infants in underdeveloped areas. In 2022, the project benefit 19 counties (cities, districts) in 12 provincial-level regions including Ningxia, Henan, and Yunnan, benefiting 10,200 person-times. Provided maternal hospital delivery subsidies for 54 people, provided vision screening, correction, glasses and surgical treatment subsidies for 9,544 children, and donated milk powder for 617 orphans, de facto unsupported children and children in difficulties.

### ● Care for Families in Need

In 2022, the project received a donation of RMB 2.61 million and spent RMB 1.5 million. The project benefited 60 remote mountainous counties (districts) in 33 cities (prefectures) of 10 provincial-level regions including Yunnan and Guizhou, and provided 316 impoverished farmers with daily assistance.

### ● Supporting the Needy People in Xi County

To solve the production and living problems of the extremely impoverished people in Xi County, ensure that the per capita income increase reaches or exceeds the national standard, and ensures that the low-income people in Xi County can stably realize the goal of "Rural poor people are free from worries over food and clothing and have access to compulsory education, basic medical services and safe housing", the Securities Association of China and a number of securities companies donated RMB 21 million to our foundation to set up "Assistance Fund for Xi County Destitute People". Part of the annual investment income is used to consolidate and expand the achievements of poverty alleviation in Xi County to effectively connect with rural revitalization, so that ordinary people can live a better life and gradually realize common prosperity. In 2022, the project provided subsidies of RMB 1.03 million to 371 extremely poor households in 7 townships in Xi County, and 1,049 extremely poor people.

### ● Love Knows No Borders Medical Facility Aid

In a bid to change the current situation of weak basic medical facilities in Jinping County and Malipo County of Yunnan Province, the Ministry of Foreign Affairs and our foundation launched the "Love Knows No Borders Medical Equipment Aid" Program to provide People's Hospital of Jinping County and Malipo County Maternal and Child Health Family Planning Service Center with medical examination equipment, gynecological special equipment and emergency medical equipment assistance. It is expected to facilitate the physical examination of 331,400 residents in Jinping County, benefiting annual average 10,000 people.

### ● Rural Health Cooperation

In 2022, with the support of China Minsheng Bank, Jiangsu Hengrui Pharmaceuticals Co., Ltd. and other enterprises as well as good-hearted people, the project received a donation of RMB 22.10 million yuan and spent RMB 14.87 million, benefiting 4 remote counties of 4 cities of Gansu, Henan and Shaanxi, and providing assistance to 358,100 farmers.



Jinping County physical examination center carries out training on how to use medical equipment



The staff is installing the B-ultrasound machine



## Doctor Training Program



In view of lacking rural medical equipment and professional competence of rural doctors in underdeveloped areas in China, China Foundation for Rural Development launched Doctor Training Program in 2020. By providing rural doctors in underdeveloped areas with "Angel medical kit" and empowerment training, it gradually improved the equipment of rural doctors for making rounds of visits in underdeveloped areas, support the competence development of rural doctors, improved rural medical services level, and provided more solid health protection for rural residents.

Since its inception, the project has received a total of RMB 15.58 million, benefiting 5,600 people in 22 counties (cities, districts) of 12 provincial-level regions including Hubei, Shanxi, Guizhou, Yunnan, Sichuan, and Chongqing.

In 2022, the project received a donation of RMB 4.51 million and incurred an expenditure of RMB 6.67 million, benefiting 2,819 person-times in 14 counties (cities, districts) of 10 provincial-level regions including Shanxi, Shaanxi, Henan, Yunnan, and Xinjiang.

Funds raised in 2022  
**RMB 4.51 million**

Expenditure in 2022  
**RMB 6.67 million**



The Rural doctor in Yongfeng Village, Langao County, Shaanxi Province is making diagnosis for a villager



Doctor Training Program in Fenxi County, Shaanxi Province—Traditional Chinese Medicine Appropriate Technology Training

## Child Health Care Project



In order to help improve the health of children in underdeveloped areas, China Foundation for Rural Development launched Child Health Care Project in March 2022. It was initiated to provide better health services for children from low-income families in underdeveloped areas, create a child-friendly healthcare environment, promote the building of a grassroots child healthcare team, and improve the child healthcare system. The project includes sub-projects such as Empowering Children.

### • Empowering Children - Child Health Care Project

Empowering Children provides comprehensive public welfare insurance for children from low-income families to reduce the incidence of returning to poverty due to illness and accidents.

In 2022, the project received a donation of RMB 26.96 million and incurred an expenditure of RMB 8.99 million. It benefited 16 underdeveloped counties (districts) of 13 cities (prefectures) in 9 provincial-level regions including Xinjiang, Inner Mongolia, Sichuan, and Guizhou. It provided comprehensive insurance for 131,100 children aged 0-14 from low-income families.

Funds raised in 2022  
**RMB 26.96 million**

Expenditure in 2022  
**RMB 8.99 million**



Benefited sick children from low-income families in TaiQian County, Puyang City, Henan Province



Benefited sick children from low-income families in Fan County, Puyang City, Henan Province



## SOCIAL MOBILIZATION

Based on organizational cultivation and social advocacy, the foundation actively builds platforms, expands channels, plays the role of bridge and link, links social organizations, experts and scholars, enterprises, institutions, and individuals, and vigorously creates a strong atmosphere for social forces to participate in rural revitalization. In 2022, more than 130,000 volunteers provide voluntary services for the foundation's charity projects.

- Internet-Based Philanthropy
- Promoting Philanthropic Participation by Boosting Consumption
- Monthly Giving Initiative
- One Yuan Donation
- Unite the Force for Good
- The "Love Knows No Borders" International Charity Sale
- Actions of Foreign-funded Enterprises for Rural Revitalization
- Living Water NPO Development Initiative Program
- NPO Cooperation Program
- The "Philanthropy for Everyone" Online Fundraising Platform Program
- Social Enterprise Innovation

## Internet-Based Philanthropy



Alibaba Philanthropy  
**1.85 billion donations**

Tencent Philanthropy  
**3.38 million participants**

### • Alibaba Philanthropy

In 2022, China Foundation for Rural Development raised funds of 110 million yuan through Alibaba's "Goods for Good" and raised 9,362,600 yuan was through charity online stores and direct donation platforms. The donations have supported many key projects of China Foundation for Rural Development such as Panda Pack Project, Backbone Project (Health Insurance for Poor Families' Labors), Child Companion Plan Program, the New Future High School Student Aid Plan and the joint fundraising of social organizations. Besides, we also join hands with Alibaba Philanthropy to explore projects in new fields of rural revitalization, such as Caring Yuesao (or Maternity Matrons), Rural Spokespersons, and Toilet Revolution. CFRD continues to cooperate with the Tmall Maternal and Child Industry Chinese Mother Program and Taobao Beauty Industry, and work with the Ele.me APP takeaway merchants to set up "Goods for Good" for the caring meals project to reach more consumers. In terms of XIN Yibai joint Philanthropy, we held two "XIN Yibai" joint philanthropy project review meetings. The project supported a total of 7 joint philanthropy partner projects, covering rural education, health and other fields.

A total of 4 projects (Domestic Panda Pack Project, Caring Meals, Child Companion Plan Program and Caring Yuesao) of CFRD participated in the fundraising event during the Alibaba Philanthropy Week in 2022. Besides, we also mobilized 3,260 volunteers, including the alumni of the New Great Wall Self-Improvement Classes and college students related to Unite the Force for Good program to participate in the "Three hours of charity work" behavioral public welfare.

### • Tencent Philanthropy

In 2022, the China Foundation for Rural Development and Tencent Philanthropy carried out a number of themed activities such as "Postal Love 320 Campaign", "520, Love to Do Good" and "June 1 Children's Day Online Concert". CFRD raised RMB 80.78 million through the Tencent Philanthropy Platform with 3,379,900 people participating in the donation. Tencent Foundation and CFRD have reached a number of co-construction projects in view of social needs. The warm home project provides disaster preparedness funds for small and medium-sized disasters and responds to the needs of the disaster-stricken areas in the first place; the fixed-point charity donation activities are donated through online donations steps recorded by the mobile phone app, supporting the development of public welfare projects in 14 designated assistance areas.

In 2022, Living Water NPO Development Initiative Program worked with grassroots social organizations in 80 need-help counties and 24 counties that have been lifted out of poverty of 12 provinces (autonomous regions and municipalities) including Chongqing, Gansu, Jiangxi, Hubei, and Guizhou initiated 129 public welfare projects for rural revitalization. In September, CFRD, together with Tencent Foundation and Tencent Philanthropy Platform, jointly launched the "2022 Living Water NPO Development Initiative Program Rural Revitalization Special Session" under the theme of "Helping Rural Revitalization and Building a Beautiful Hometown" and received donations and support from 1.26 million caring people.



China Foundation for Rural Development, Tencent Foundation and Tencent Philanthropy launched "Living Water NPO Development Initiative Program and Rural Revitalization Session"



The Caring Meals Program during the Alibaba Philanthropy Week in 2022



## Internet-Based Philanthropy



### • Alipay Philanthropy

In 2022, China Foundation for Rural Development raised more than RMB 29 million, supporting 19 projects of our foundation, including many brand projects such as Empowering Children, Domestic Panda Pack Project, Nutritious Meals Program, "New Great Wall" Self-improvement Classes, and responded to the Luding earthquake emergency rescue operation in a timely manner, and participated in Ant Manor, walking donation, point donation, recycling donation, package delivery on Double Eleven shopping festival, New Year red envelopes and many other activities.

### • ByteDance Philanthropy

In 2022, China Foundation for Rural Development raised RMB 35.84 million of funds through the ByteDance Philanthropy platform, supporting Moving Forward Program, Nutritious Meals Program, One Yuan Donation, Domestic Panda Pack Project and other brand projects. It also actively participated in activities such as Children's Month in June, "Day for 95DOU Love Public Welfare" in September, and 1 Minute philanthropy in December. Among these activities, a number of social organizations, public welfare creators, front-line rural teachers, and many celebrities such as Yang Zi, Bai Yu and An Qiuji helped to promote the project through short videos and live broadcasts.

### • Third-party Internet Public Fundraising Platform

In 2022, China Foundation for Rural Development cooperated closely with 11 philanthropy platforms such as Sina Weibo Philanthropy, Bilibili Philanthropy, Meituan Philanthropy, Shuidi Philanthropy, Qingsong Philanthropy, the Social Assistance of China, Suning Philanthropy, Didi Philanthropy, ICBC's "Rong e Gou", Xiaomi Philanthropy and Lianquan.org and carried out many Internet-based public welfare activities.

Alipay Philanthropy  
**23.86** million participants

ByteDance Philanthropy  
**42.04** million participants



"Ant Manor - World Children's Day Star Chick" event



On the "Day for 95DOU Love Public Welfare", Douyin users with a lot of fans went to visit the project area of Nutritious Meals Program offline

## Promoting Philanthropic Participation by Boosting Consumption



In recent years, the China Foundation for Rural Development has continuously explored and innovated ways of enterprise cooperation, conducted fundraising activities by using its own advantages, and promoted charity through consumer behavior in the form of customer donations and corporate matching donations.

Since 2020, PepsiCo has joined hands with CFRD and Walmart Group to carry out the "Walmart Rejuvenates Agriculture, Have More Fun from Dmall" public welfare campaign, supporting special industries in underdeveloped areas through PepsiCo's product sales and donations. It also cooperates with Walmart Group to acquire and sell products. On August 8, 2022, China Foundation for Rural Development, PepsiCo, Walmart Group and Dmall jointly launched the 2022 "Walmart Rejuvenates Agriculture, Have More Fun from Dmall" public welfare campaign. PepsiCo once donated another RMB 1 million to support more than 1,000 farmers in Hebei paddocks to plant potatoes, and Walmart and Dmall would buy back paddock potatoes and deliver them to citizens' tables.

On June 1, 2022, Quaker, a nutrition brand of PepsiCo, continued to cooperate with us to launch the Public welfare campaign "Quaker Provides Extra Love" in a new year to attract consumers to participate, and support PepsiCo's nutrition campaigns to provide rural children with nutrition.

Public welfare campaign "Quaker provides additional love"

On August 12, 2022, Walmart China and CFRD jointly launched the 2022 public welfare campaign "Walmart Companies You to Join in Nutritious Meals Program". During the two-week period, Walmart China's nationwide stores and its online channels as well as the imdada.cn's (Dada Kuaidi) last -mile distribution interacted with consumers to jointly help rural children grow healthily.



Public welfare campaign "Walmart companies you to join Nutritious Meals Program" in 2022



Public welfare campaign "Quaker Provides Extra Love"



## Monthly Giving Initiative



In 2022, the China Foundation for Rural Development actively advocated monthly donations to the public, advocating the concept of "monthly donation makes you happier", and mobilized the public to keep helping people in need through regular and small-amount monthly donations. By the end of 2022 the number of monthly donors had reached 100,100.

In 2022, the project conducted two seasons of Philanthropic Communication Officer activities, and more than 60,000 young people signed up to become communication officers; we mobilized 450,000 people to pay attention to public welfare, and more than 3,600 good-hearted people joined Nutritious Meals Monthly Donation, providing continuous nutritional support for rural children.

We carried out two phases of the monthly giving torchbearer program, invited monthly donors to share their feelings and emotions about participating in Monthly Giving Initiative with those around them, and to mobilize their relatives and friends to participate in public welfare in the form of monthly donations. We invited Liu Mintao, Zhang Yishan, Zheng Kai, Zhao Lusi, Zhai Zilu and many other celebrities to voiced their support for charity. We cooperated with 10 caring enterprises such as Kaishu Story, Harvest Foundation, Jianzhi Technology, SuperMap and Beijing Teamsun Tech Co to jointly promote the Monthly Giving Initiative. We teamed up with CCTV6 "Film Star Podcast", Sohu News, ZAKER, Phoenix Philanthropy and 19 self-media accounts to spread the concept of monthly donation. We launched the program—Monthly Donation for Better Villages, advocating urban families to provide one-on-one help by pairing up to villages in underdeveloped areas and become "honorary villagers" to help the countryside rejuvenate and make the countryside better.

Number of monthly donors  
**100,100**



A monthly donor for happy children



"Moving Forward" Monthly Donation: Happy kids in the classroom supported by monthly



Back-to-school activity in the mountains

## One Yuan Donation



The "One Yuan Donation" project is a national fundraising activity jointly launched by China Foundation for Rural Development and Yum China in 2008. In addition to Yum China and the employees' love donations, the activity will also be carried out in Yum China's KFC, Pizza Hut, Taco Bell, Little Fat Sheep Hot Pot and other brand restaurants. The "One Yuan Donation" was introduced to the public by the restaurant waiter, advocating the public to donate one piece of love per person to improve the nutritional status of children in underdeveloped areas. By advocating consumers to "donate a piece of love", make it possible for everyone to participate in public welfare, promoting the concept of "Public Welfare is for Everyone".

Since its launch, the project has raised more than RMB 240 million, of which Yum China and its employees have donated nearly RMB 70 million. The project mobilized 140 million consumers to participate in the donations and built a "public welfare" donation platform; it extend its favor to 43 cities and 78 counties (cities and districts) in 14 provincial-level regions, providing 55.56 million nutritious meals for children and equipping 1,372 schools with "Love's Kitchen" equipment, benefiting 870,000 children.

In 2022, the donation campaign was launched at Yum China's restaurants such as KFC, Pizza Hut, Taco Bell and Little Fat Sheep Hot Pot, and synchronized at online ordering platforms such as KFC and Pizza Hut brand apps and mini programs, as well as at online public fundraising platforms such as ByteDance and Tencent Philanthropy. The event continued to broaden fundraising channels and took joint actions with platform resources to participate in fundraising; this included KFC China's 35th anniversary DIMOO co-branded colonel charity sale, KFC restaurant's self-ordering machine screen activation fundraising, Tiktok short video fundraising, talent live fundraising, etc., at the same time, the event deeply enhance the project's brand influence through inviting stars, talents, advertising and platform resource exchange, etc. In 2022, the "One Yuan Donation" campaign raised RMB 12.66 million, and more than 3.75 million people participated in the donation.

Funds raised in 2022  
**RMB 12.66 million**

Number of donors in 2022  
**3.75 million**



For the first time, a "One Yuan Donation" themed restaurant was created



The donation mobilization of 2022 "One Yuan Donation" activity carried out offline in Pizza Hut restaurant



## Unite the Force for Good



### Funds raised in 2022

**RMB 3.12 million**

### Number of participants in 2022

**400,000**

The "Unite the Force for Good" campaign is a national public welfare volunteer service activity for college students initiated by China Foundation for Rural Development in 2011. The activity advocates young college students to participate in public welfare and charity with 100% enthusiasm and promotes the creation of a good atmosphere for public welfare for all people; to invest 100% efforts in carrying out social fundraising and mobilization with the spirit of volunteerism, helping more children in rural areas realize their dreams and assisting with rural revitalization; to invest 100% of their energy in expanding their social vision, in enhancing their adaptability, in improving their comprehensive quality and in realizing self-help and self-improvement.

Since its launch, the project has been carried out for 20 phases with the participation of 759,700 college student volunteers from 31 provincial-level regions, 127 cities, and 328 colleges and universities; and a total of RMB 104.5 million has been raised for primary school students in underdeveloped areas, benefiting 704,000 primary school students in underdeveloped areas.

In 2022, 43,000 college student volunteers from 141 colleges and universities across the country participated in this activities, with 400,000 people participated in donations, raising RMB 3.12 million. The project extended its favor to 4 provinces of Gansu, Hubei, Hunan, Jiangxi and Somali Province of Ethiopia, benefiting 30,800 people, having 29,400 art packs sent to underdeveloped areas in China and 1,460 food parcels to Ethiopia.



A group photo Ningbo University volunteers



A volunteer activity at East China Jiaotong University



The volunteers of "Unite the Force for Good" program are about to set off

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



Sponsored by the Ministry of Foreign Affairs of the People's Republic of China, the "Love Knows No Borders" international charity sale was initiated in 2009. In 2016, the Ministry began to hold charity sales in conjunction with our association and a total of 45 million yuan had been raised. Through charity sales, 22 convenience bridges, 7 village clinics, 1 township health center, and 2 large-scale comprehensive sports fields were built in the schools along with 4 primary school sunshine playgrounds in underdeveloped areas; Additionally, cochlear implants were implanted in 127 children with congenital hearing impairment; care and warmth were provided to 292 unsupported children, and medical equipment was supplied to the physical examination center of People's Hospital in Jinping County and the Maternal and Child Health Family Planning Service Center in Malipo County.

On Jan.17, 2023, the opening ceremony of the international charity sale themed "Love Knows No Borders – Warm the Path to Growth", was held online in Beijing. Zheng Wenkai, President of the China Foundation for Rural Development, presented online. The opening ceremony preluded the "Cloud Charity Sale". On Feb.8th, representatives of the envoys in China, the counties receiving assistance, and the cooperative and support counties designated by the Ministry of Foreign Affairs carried out live commerce in the "CCTV News" live broadcast room. According to statistics, millions of compassionate netizens from all walks of life at home and abroad watched it. A total of more than RMB 8 million was raised through this event. The funds will be used to build and renovate student bathrooms for a total of 100 primary and secondary schools in Malipo and Jinping County in Yunnan Province, and to improve the hot bath equipment of primary and secondary schools in these two counties. This event passes on great love to local students, enabling them grow up healthily.

### Funds raised

**Over RMB 8 million**



The opening ceremony of international charity sale themed at "Love Knows No Borders – Warm the Path to Growth"



## Actions of Foreign-funded Enterprises for Rural Revitalization



In order to promote better participation of foreign enterprises in consolidating the achievements of poverty alleviation and in effectively connecting to rural revitalization, in 2019, China Foundation for Rural Development and China Association of Enterprises with Foreign Investment jointly launched the exchange platform themed by "Consolidation and Revitalization - Actions of Foreign-funded Enterprises for Rural Revitalization". This platform has been built to help with the national rural revitalization promoting by foreign enterprises, and experience exchange and capacity building have been carried out through case studies of foreign enterprises' public welfare project, project site visits, seminar salons and other forms.

In 2022, the exchange platform of "Actions of Foreign-funded Enterprises for Rural Revitalization" and the School of Public Policy & Management of Tsinghua University compiled the "2016-2020 Poverty Alleviation Case Report by Foreign Enterprises in China", and the platform act jointly with the Shanghai Foreign Investment Association, the American Chamber of Commerce in China, the European Union Chamber of Commerce in China and other relevant units to enhance the social influence of foreign enterprises in participating in rural revitalization.

In 2022, through our foundation, more than 40 foreign-funded enterprises donated money and goods with the total worth exceeding RMB 200 million. In the direction of industrial development, Apple, Samsung China, Starbucks, Qualcomm, etc. support projects such as "Bona Villa Program" and "Shanpin E-commerces"; In the direction of rural social undertakings, Yum China, USANA, Bayer and other foreign companies have helped to carry out projects such as "Nutritious Meals Program" and "Doctor Training Program"; Nike, ABB Group, Volkswagen Group (China) and others have supported the implementation of projects such as the "Domestic Panda Pack Project", "Charity Future" and "New Great Wall Scholarship Program for Undergraduate Students", etc., in addition, many foreign companies have cooperated with us in the direction of talent development and rural construction.



2022 Social Impact Summit hosted by AmCham China



"Rural Revitalization Strategy Interpretation and Enterprise Practice Workshop" organized by the European Union Chamber of Commerce in China

## Living Water NPO Development Initiative Program



In response to the weak development of social organizations and insufficient resource mobilization in underdeveloped areas, the China Foundation for Rural Development launched the Living Water NPO Development Initiative Program in 2020. Through the of institutional empowerment and resource platforms establishment, the Living Water NPO Development Initiative Program specifically supports the development of social organizations and the introduction of social resources in underdeveloped areas, helping the underdeveloped areas in playing the role of the third distribution, and establishes a long-term mechanism for social forces to participate in consolidating and expanding the achievements of poverty alleviation and comprehensively promoting rural revitalization. In 2022, the Foundation and Tencent Charity Foundation launched the "Living Water NPO Development Initiative Program - Empowerment Action of Grassroots Social Organizations of the Key-County-in-Assistance in Rural Revitalization", focusing on supporting the development of grassroots social organizations of key-county-in-assistance of the Country in terms of rural revitalization.

Since its launch, the project has raised money and Goods with the total of worth of RMB 140 million, extending its favor to grassroots social organizations in 104 counties (cities, districts and banners) in 12 provincial-level regions including Gansu, Yunnan and Guizhou, benefiting more than 158,100 people.

In 2022, the project received a donation of RMB 70.46 million and incurred an expenditure of RMB 63.49 million, extending its favor to grassroots social organizations in 104 counties (cities, districts and banners) in 12 provincial-level regions, including Guizhou, Gansu and Sichuan, benefiting 114,100 people.

Funds raised in 2022  
**RMB 70.46 million**

Expenditure in 2022  
**RMB 63.49 million**



The launch ceremony of the "Living Water NPO Development Initiative Program - Empowerment Action of Grassroots Social Organizations of the Key-County-in-Assistance"



The 2022 Rural Revitalization Special Offline Event of the Living Water NPO Development Initiative Program



The 2022 Project Training Session of the "Living Water NPO Development Initiative Program - Empowerment Action of Grassroots Social Organizations of the Key-County-in-Assistance in Rural Revitalization"



## NPO Cooperation Program



In response to the insufficient ability of social organizations in solving social problems, China Foundation for Rural Development launched the NPO Cooperation Program in 2013 to promote social organizations in carrying out projects in the direction of industrial development, talent development, rural construction, rural social undertakings and other directions by providing comprehensive support to social organizations such as project funds and project management capacity building, so as to improve the comprehensive development capacity of social organizations and serve the society with high quality.

Since its launch, the project has raised a total of RMB 230 million, extending its favor to 840 counties (cities and districts) in 31 provincial-level regions including Guizhou and Sichuan, benefiting 1,220,700 people.

In 2022, the project received a donation of RMB 28.51 million and incurred an expenditure of RMB 27.63 million. The project extended its favor to 453 counties (cities and districts) in 31 provincial-level regions including Guizhou and Sichuan, benefiting 119,400 people.

Funds raised in 2022  
RMB **28.51** million

Expenditure in 2022  
RMB **27.63** million



Nike Sports (China) Co., Ltd. supports the NPO Cooperation Program - "Run Umon Girl" project



China Minsheng Bank supports the NPO Cooperation Program --- bright future nurtured by the native soil project

## The "Philanthropy for Everyone" Online Fundraising Platform Program



In response to the shortage of resources of social organizations, China Foundation for Rural Development launched the "Philanthropy for Everyone" Online Fundraising Platform Program in 2014 to help more social organizations to have Internet resource mobilization capabilities, to broaden resource mobilization channels and to carry out high-quality public welfare projects through providing these social organizations with Internet fundraising platform support and with the capacity building in project design, project management, and project fundraising etc.

Since its launch, the project has raised a total of RMB 436 million, extending its favor to 1,101 counties (cities and districts) in 32 provincial-level regions including Yunnan and Guizhou, benefiting 3,289,400 people.

In 2022, the project received a donation of RMB 64.92 million and incurred an expenditure of RMB 54.89 million, extending its favor to 334 counties (cities and districts) in 30 provincial-level regions including Yunnan and Guizhou, benefiting 251,200 people.

Funds raised in 2022  
RMB **64.92** million

Expenditure in 2022  
RMB **54.89** million



Beneficiary of the Book Renewal Program of Beijing Guixin Charity Foundation



Beneficiary of the project "Supporting Hope for Rural Sisters" of Guangdong Green Bud Rural Women's Development Foundation



Beneficiary of the project "Beautiful Schools · Distinctive Schools for Sports Quality Education"



## Social Enterprise Innovation

China Foundation for Rural Development launched the Social Enterprise Innovation Project in May 2021, which explores new models for rural revitalization through the construction of impact investment fund, theoretical research and industry exchanges.

In 2022, in terms of the construction of impact investment funds, China Foundation for Rural Development promoted the construction of impact investment funds with government departments in Beijing, Chengdu, Guangzhou etc. In terms of theoretical research, the Foundation supported experts and scholars in completing the research of "Policy Innovation and Diffusion of Social Enterprises" and "A Collection of Foreign Social Enterprise Legislation", and carry out the research work of "Social Benefit Evaluation Index System". In terms of industry exchanges, it hosts advocacy activities such as "Social Enterprise and Rural Revitalization Symposium", "Social Enterprise and Social Innovation Symposium" and "Social Enterprise and Impact Investment Symposium"; also, it worked together with government departments, experts and scholars, industry platforms and investment institutions to jointly promote the public's understanding and cognition of social enterprises and promote the development of social enterprises.



Executive Vice President Liu Wenkui attended the Symposium on Social Enterprise and Social Innovation of the Foundation



Vice President Jin Jinping attended the symposium on social enterprises and rural revitalization



An inspection to a support workshop

## INTERNATIONAL PROJECTS

China Foundation for Rural Development adheres to the philosophy of "Love without Borders, People to People Connectivity" and the principles of "Respect for the Locals, Driven by Local Needs, Patnership and Sustainability", we carry out international programs. By the end of 2022, our international aid and advocacy programs had extended its favor to more than 1.95 million people in 28 countries and regions. In 2015, we officially registered offices in Myanmar and Nepal; In 2019, the office was officially registered in Ethiopia.

In 2022, with the support of governments, enterprises, partners and compassionate people, our foundation will closely focus on the six United Nations 2030 Sustainable Development Goals including "No Poverty", "Zero Hunger", "Good Health and Well-being", "Quality Education", "Clean Water and Sanitation" and "Decent Work and Economic Growth", and carry out aid and development projects in 10 countries including Myanmar, Nepal, Ethiopia, Burundi, South Sudan, Cambodia, Laos, Sri Lanka, Turkmenistan and Pakistan. Raising RMB 31.01 million and spending RMB 56.40 million, with 274,500 people benefiting from those projects.

- Panda Pack Project
- Smiling Children Program
- Other International Projects
- International Advocacy





## Panda Pack Project



Expenditure in 2022  
**RMB 29.64 million**

Number of beneficiaries  
in 2022  
**212,900**

In response to the lack of school supplies, hygiene products and daily necessities for primary school students in developing countries, China Foundation for Rural Development and Alibaba Philanthropy jointly launched the Panda Pack Project in 2019. With the slogan Gifts from Panda Land the Project aimed at providing primary school students in developing countries around China and along the "Belt and Road" with school supplies, hygiene products and daily necessities, at improving the learning, hygiene and living conditions of these beneficiaries, at promoting the all-round development of the students, at conveying the love of the Chinese people, and at helping people to connect as well as to build bridges of friendship.

Since its launch, the project has raised a total of RMB 130 million, extending its favor to 13 countries such as Myanmar, Nepal, Ethiopia, Cambodia, Namibia, Pakistan, Laos, Uganda, Mongolia, South Sudan, Zimbabwe, the Philippines and Burundi, providing students with 1,148,800 international parcels and benefiting more than 1,148,800 people.

In 2022, the project received a donation of RMB 2.16 million and incurred an with expenditure of RMB 29.64 million, extending its favor to eight countries such as Myanmar, Nepal, Ethiopia, Cambodia, Laos, Pakistan, South Sudan and Burundi, providing panda packs for 212,900 students.



The panda pack beneficiaries in Nepal using the "love dental kit" for children



Panda Pack Distribution Ceremony in Burundi



The panda pack beneficiary schools in Myanmar is carrying out themed activities



Ethiopian Panda Pack Distribution Ceremony

## Smiling Children Program



In response to the problem of hunger faced by children in poor areas of developing countries, China Foundation for Rural Development launched the smiling children Program in 2015 to help hungry children grow up healthily and make development by feeding them or distributing food package. At the same time, through the progress of the project, the love of Chinese people is passed on and people are connected.

In 2022, the project raised RMB 24.89 million (including RMB 5.85 million for the WFP feeding program) with the expenditure of RMB 21.40 million (including RMB 4.71 million for the WFP feeding program), extending its favor to 40,500 people. The project benefited five countries, including Ethiopia, Nepal and Myanmar, and successfully completed the distribution of food package in Nepal supported by the Global Development and South-South Cooperation Fund; feeding program were carry out in Cambodia and Laos in partnership with the WFP as well.

Funds raised in 2022  
**RMB 24.89 million**

Expenditure in 2022  
**RMB 21.40 million**



Mom's Group of the Myanmar Smiling Children



Meals provided by the School supported by the Smiling Children Program in Ethiopian



Distribution of Smiling Children's Food Parcels in Nepal, supported by the Global Development and South-South Cooperation Fund



School feeding in Laos in cooperation with the WFP



## Other International Projects



### Funds raised in 2022

RMB **3.96** million

### Expenditure in 2022

RMB **5.36** million

In response to the urgent livelihood problems of the mass caused by poverty in developing countries, China Foundation for Rural Development has launched an international project that uphold the work concept of uphold the philosophy of "Love without Borders, People to People Connectivity", focusing on the United Nations 2030 Sustainable Development Goals, including "No Poverty", "Zero Hunger", "Good Health and Well-being", "Quality Education", "Clean Water and Sanitation" and "Decent Work and Economic Growth". To help vulnerable groups in developing countries access resources, get rid of their vulnerable situations and achieve self-development.

In 2022, other international projects raised RMB 3.96 million with an expenditure of RMB 5.36 million, extending its favor to 21,200 people. The Myanmar Office implements projects such as WASH Program, and BOC Scholarship. The Nepal office carried out projects such as WASH, Youth Vocational Training, Earthquake-stricken Relief, WASH, Air Water Generator, International Solar Lamp has been launched in Cambodia. In response to the joint action in the civil society themed at "the Belt and Road Initiative" in confronting the COVID-19 pandemic, the foundation will distribute oxygen concentrators in Namibia and South Sudan. For disaster relief, the foundation distributed earthquake relief food packages in Afghanistan and flood relief life kits in Pakistan.



Nepalese youth vocational training supported by Laoniui Brother&Sister Foundation



Awarding of Myanmar scholarships and supported by Bank of China (Hong Kong)



Ethiopian air water generator project

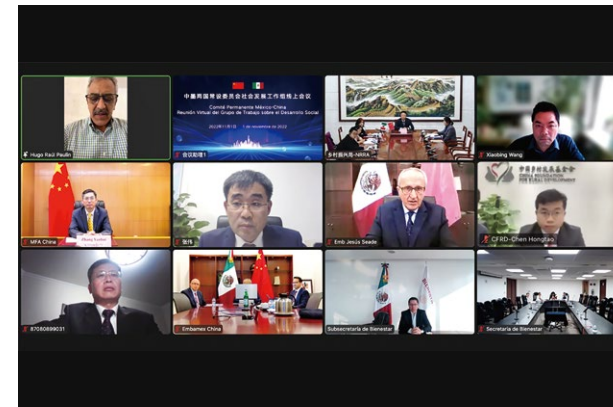


Vice President Chen Zhigang attended the donation ceremony of Hello Bike-International Bike Project in Cambodia

## International Advocacy



In terms of international advocacy, China Foundation for Rural Development organized and participated in 15 international high-end platform conferences, including participating in the 49th, 50th, and 51st sessions of the United Nations Human Rights Council by delivering video speeches. The Foundation hosted "the Third Anniversary of Launching the Panda Pack Project" & symposium on the "Going Global" of Chinese non-governmental organizations; hosted the online seminar on poverty reduction for civil society organizations of BRICS countries; assisted the International Department, Central Committee of CPC, Smiling Children in Nepal and China Association for NGO Cooperation; was invited to attend the International Civil Society Solidarity Conference on the Global Development Initiative held by the International Department, Central Committee of CPC, Smiling Children in Nepal and China Association for NGO Cooperation Exchanges and signed a joint declaration; held the launching ceremony of the Smiling Children Project supported by the South-South Cooperation Fund in Kathmandu, Nepal; held office anniversary ceremonies in Ethiopia, Myanmar, and Nepal; and participated in online meetings of the Social Development Working Group of the China-Mexico Permanent Committee, the establishment ceremony of the China-Africa Poverty Alleviation and Development Partner Alliance & 2022 Forum on China-Africa Cooperation (FOCAC) Africa-China Poverty Reduction and Development Conference, the International Seminar on "Cultural Diversity and Global Human Rights Governance," the "100 Enterprises, 1,000 Villages" meeting, and the meeting on building mutual understanding under the Belt and Road Initiative.



Meeting of the Working Group on Social Development of the Seventh Meeting of the Standing Committee of the Intergovernmental Government of China and Mexico



Vice President Wang Zhenyao signed the Joint Declaration on the Joint Implementation of the Global Development Initiative by International Civil Society on behalf of the Foundation



Liu Jianchao, Minister of the International Department, Central Committee of CPC, Smiling Children in Nepal Smile Children Project



Ethiopian President Sahle-Work Zewde presented our Smiling Children Project with a recognition award



International  
Program Map 2022



SUSTAINABLE DEVELOPMENT GOALS



Turkmenistan



South Sudan



Ethiopia



Burundi



Pakistan



Sri Lanka



Laos



Cambodia



Myanmar



Nepal



The designations employed and the presentation of the material on this map do not imply the expression of any opinion whatsoever on the part of China Foundation for Poverty Alleviation concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Every effort is made to ensure this map is free of errors but there is no warrant the map or its features are either spatially or temporally accurate or fit for a particular use. This map is provided without any warranty of any kind whatsoever, either express or implied.



# 02

## AUDIT REPORT





To China Foundation for Rural Development:

I. Audit Opinions

We have audited the attached financial statements of China Foundation for Poverty Alleviation, including the Balance Sheet as at Dec. 31, 2021, Operating Activity Statement, Cash Flow Statement and Notes to Financial Statements of Year 2021.

We believe that the attached financial statements are prepared in all major aspects as per the provisions of Accounting Rules for Non-profit Organizations, which truly reflect the financial situation of China Foundation for Poverty Alleviation as at Dec. 31, 2021, and the operation results and cash flow in the Year 2021.

II. Basis for Audit Opinions

We carried out the audit work in accordance with the Audit Rules for Chinese Certified Public Accountants. Our responsibilities under the Audit Rules are further described in Section III (Responsibility of Certified Public Accountant on Auditing Financial Statements) of the audit report below. According to the Code of Ethics for Chinese Certified Public Accountants, we are independent from China Foundation for Poverty Alleviation and have fulfilled other responsibilities in terms of professional ethics. We believe that the audit evidences we have obtained are sufficient and appropriate to provide basis for our audit opinions.

III. Responsibilities of Management and Those Charged with Governance for the Financial Statements

China Foundation for Poverty Alleviation is responsible for faithfully preparing the financial statements which achieve fair reflection as per the provisions of Accounting Rules for Non-profit Organizations, and also for designing, implementing and maintaining internal control to ensure that the financial statements are free of major misstatements caused by fraud or mistake.

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

Our objective is to obtain reasonable assurance that the whole financial statements are free from major misstatements caused by fraud or mistake, and to produce an audit report including the audit opinion. Reasonable assurance is assurance of a high level. However, it is not assurance that audit work performed in accordance with the Audit Rules can always discover each of existing major misstatements. The misstatements may result from fraud or mistake, and are generally considered material if the misstatements could reasonably be expected to, individually or in aggregate, affect economic decisions made by users of the financial statements.

We exercised professional judgment and maintained professional skepticism in performing our audit work in accordance with the Audit Rules. At the same time, we also carried out the following work:

(1) Identified and assessed the risks of material misstatements of the financial statements caused by fraud or mistake, designed and implemented audit procedures to address these risks, and obtained sufficient and appropriate audit evidence that can provide basis for giving audit opinions. Because fraud may involve collusion, forgery, wilful omission, misrepresentation or overriding of internal control, the risk of failure to discover material misstatement caused by fraud is higher than that of failure to discover material misstatement caused by error.

(2) Obtained the information on internal control related to the audit so as to design appropriate audit procedures, but the purpose is not to express our opinion on the effectiveness of the internal control.

(3) Evaluated the appropriateness of the management's selection of accounting policies and the rationality of accounting estimates and related disclosures.

(4) Evaluated the overall presentation, structure and content of the financial statements, and evaluated whether the financial statements fairly reflect relevant transactions and events.



Beijing, China

Chinese Certified  
Public Accountant  
(Project Partner):

罗红涛



Chinese Certified  
Public Accountant:

王文杰



March 2, 2023

Balance Sheet

Prepared by: CFRD

Year 2022

Currency: RMB

Assets	Line No.	Amount on Dec. 31, 2021	Amount on Dec. 31, 2022
Current Assets:			
Monetary assets	1	111,393,022.21	171,686,371.61
Short-term investments	2	1,356,444,979.80	1,473,341,484.72
Accounts receivable			
Prepayments	3	7,180,458.26	25,811,259.18
Other receivables	4	2,483,243.87	3,537,310.86
Inventory	5	77,771,911.40	39,696,716.61
Deferred expenses			
Other current assets			
Total current assets		1,555,273,615.54	1,714,073,142.98
Long-term equity investment	6	4,633,060.28	7,263,473.32
Long-term bond investment	7	89,000,000.00	23,902,000.00
Total long-term investment		93,633,060.28	31,165,473.32
Original value of fixed assets	8	326,042,271.70	327,143,422.06
Subtract: Accumulated depreciation	8	16,256,928.84	29,179,266.23
Net value of fixed assets	8	309,785,342.86	297,964,155.83
Construction in progress	9	15,863,712.69	20,300,821.58
Cultural relics & cultural assets	10	273,892.00	273,892.00
Disposal of fixed assets			
Total fixed assets		325,922,947.55	318,538,869.41
Intangible assets	11	7,084,615.11	
Other non-current assets	12	2,846,805.60	420,273.70
Fiduciary assets			
Fiduciary assets			
Total assets		1,984,761,044.08	2,064,197,759.41

Person in charge: Zheng Wenkai  
Head of accounting organization: Chen Hongtao

Assets	Line No.	Amount on Dec. 31, 2021	Amount on Dec. 31, 2022
Current liabilities:			
Short-term borrowing			
Accounts payable	13	1,733,097.20	5,583,502.20
Salaries payable	14	2,024,962.84	2,299,511.87
Tax payable	15	86,278.98	174,757.02
Other payables	16	11,936,917.50	4,836,980.76
prepayments			
Accrued expenses			
Long-term liabilities due within one year			
Total current liabilities		15,781,256.52	12,894,751.85
Long term borrowing			
Long-term payables			
Total long-term liabilities			
Fiduciary agency liabilities			
Total liabilities		15,781,256.52	12,894,751.85
Net assets:			
Net unrestricted assets	17	733,085,209.90	774,281,981.15
Restricted assets	17	1,235,894,577.66	1,277,021,026.41
Total net assets		1,968,979,787.56	2,051,303,007.56
Sum of liabilities and net assets		1,984,761,044.08	2,064,197,759.41

Person in charge of accounting: Tang Fengmei  
Made By: Wang Zhengyang



Operating Activity Statement

Prepared by: CFRD		Year 2022		Currency: RMB	
Item	Line No.	curre			Total
		Unrestricted	Restricted		
I. Income					
Including: Income from donations	1	3,712.00	1,158,555,665.24		1,158,559,377.24
Income from provision of services	2	6,321,335.16			6,321,335.16
Income from sales of goods	3				
Government subsidies	4				
Return on investment	5	62,717,070.42			62,717,070.42
Other income	6	8,615,355.51			8,615,355.51
Total income	7	77,657,473.09	1,158,555,665.24		1,236,213,138.33
II. Expenses					
(I)Business activity expenses	8	1,086,312,766.94			1,086,312,766.94
1. Expenses on donation activities	9	1,081,382,282.14			1,081,382,282.14
2. Costs of government subsidies	12				
3. Expenses on provision of services	13	4,930,484.80			4,930,484.80
(II)Administrative expenses	14	50,760,281.16			50,760,281.16
(III)Financing expenses	15	16,592,101.52			16,592,101.52
(IV)Other expenses	16	79,508.16			79,508.16
Total expenses	17	1,153,744,657.78			1,153,744,657.78
III. Converting restricted net assets into unrestricted net assets	18	1,081,382,282.14	-1,081,382,282.14		
IV. Changes in net assets (a decrease is marked with "-")	19	5,295,097.45	77,173,383.10		82,468,480.55

Item	Line No.	Last		
		Unrestricted	Restricted	Total
I. Income				
Including: Income from donations	1	199,521.27	1,340,516,638.85	1,340,716,160.12
Income from provision of services	2	4,470,381.62		4,470,381.62
Income from sales of goods	3			
Government subsidies	4			
Return on investment	5	58,213,299.77		58,213,299.77
Other income	6	3,144,601.23		3,144,601.23
Total income	7	66,027,803.89	1,340,516,638.85	1,406,544,442.74
II. Expenses				
(I)Business activity expenses	8	970,033,470.07		970,033,470.07
1. Expenses on donation activities	9	967,190,300.26		967,190,300.26
2. Costs of government subsidies	12			
3. Expenses on provision of services	13	2,843,169.81		2,843,169.81
(II)Administrative expenses	14	37,041,174.15		37,041,174.15
(III)Financing expenses	15	17,723,361.09		17,723,361.09
(IV)Other expenses	16	80,107.26		80,107.26
Total expenses	17	1,024,878,112.57		1,024,878,112.57
III. Converting restricted net assets into unrestricted net assets	18	940,934,215.27	-940,934,215.27	
IV. Changes in net assets (a decrease is marked with "-")	19	-17,916,093.41	399,582,423.58	381,666,330.17

Person in charge: Zheng Wenkai  
Head of accounting organization: Chen Hongtao

Person in charge of accounting: Tang Fengmei  
Made By: Wang Zhengyang

Cash Flow Statement

Prepared by: CFRD		Year 2022	Currency: RMB
Item	Line No.	Amount	
I. Cash flow from operating activities	1		
Cash from donation	2	1,088,642,677.47	
Cash from membership due	3		
Cash from service provision	4	7,501,886.80	
Cash from goods sale	5		
Cash from governmental subsidy	6		
Other cash received in connection with operating activities	7	35,942,880.26	
Sub-total of cash inflows	8	1,132,087,444.53	
Cash for providing donation or funding payments	9	960,829,944.34	
Cash paid to and for employees	10	43,736,097.87	
Cash paid for purchasing goods and accepting labor services	11		
Other cash paid related to operating activities	12	64,960,944.33	
Sub-total of cash outflows	13	1,069,526,986.54	
Net cash flow from operating activities	14	62,560,457.99	
II. Net cash flow from investing activities	15		
Cash from recovery of investment	16	2,058,381,791.06	
Cash from investment proceeds	17	49,343,449.18	
Cash from disposal of fixed and intangible assets	18	14,850,288.00	
Other cash received in connection with investing activities	19	982,086.10	
Sub-total of cash inflows	20	2,123,557,614.34	
Cash paid for purchase or construction of fixed assets and intangible assets	21	5,021,018.88	
Cash paid for external investment	22	2,110,787,972.22	
Other cash paid in connection with investing activities	23		
Sub-total of cash outflows	24	2,115,808,991.10	
Net cash flow from investing activities	25	7,748,623.24	
III. Cash flow from fundraising activities	26		
Cash from borrowing	27		
Other cash received in connection with fundraising activities	28		
Sub-total of cash inflows	29		
Cash for repayment of borrowing	30		
Cash for paying interest	31		
Other cash paid in connection with fundraising activities	32	11,744,974.59	
Sub-total of cash outflows	33	11,744,974.59	
Net cash flow from fundraising activities	34	-11,744,974.59	
IV. Effect of exchange rate changes on cash	35	1,729,242.76	
V. Net increased value in cash and cash equivalents	36	60,293,349.40	

Person in charge: Zheng Wenkai  
Head of accounting organization: Chen Hongtao

Person in charge of accounting: Tang Fengmei  
Made By: Wang Zhengyang



# 03

## OUR PARTNERS









# 04

## OUR ORGANIZATION

President	Zheng Wenkai				
Executive Vice President	Liu Wenkui				
Vice Presidents	Chen Zhigang	Wang Zhenyao	Jin Jinping		
Board of Trustees	Wang Ming	Wang Lizhi	Wang Xingzui	Wang Zhenyao	Liu Wenkui
	Sun Lijun	Li Tao	Wang Xiangdong	Chen Zhigang	Xiang Lei
	Chen Hongtao	Jin Jinping	Zheng Wenkai	Zhao Guanjun	Guo Kaitian
	Dang Yanbao				
Supervisors	Wang Hui	Bai Xiaohong	Liu Xinbin		
Executive Director	Chen Hongtao				
Deputy Executive Director	Wang Jun	Ding Yadong	Wang Peng	Yan Zhitao	Qin Wei
CFO / Assistant Executive Director	Tang Fengmei	Wei Dandan			

<b>Functional Departments</b>	Department of Administrative Affairs	Planning and Finance Department
	Human Resources Department	Monitoring and Research Department
	Brand Communication Department	Information Technology Department
<b>Business Departments</b>	Resource Development Department	Disaster Relief and Program Development Department
	Monthly Giving Promotion Department	Bona Villa Program Department
	Program Development Department (Running Water Initiative Office)	Talent Development Working Group
	Rural Revitalization Partnership Department	Innovation and Social Enterprise Promotion Center
	Mobile Internet Department	International Development Department
	Child Development Department	Public Advocacy Department
	Health Development Department	
	Rural Development Department	
	Education Development Department	
	Industrial Development Department	







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