



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

*Facilitate Rural Development  
Promote Common Prosperity*



# 2023

CHINA FOUNDATION FOR  
RURAL DEVELOPMENT ANNUAL REPORT





## ABOUT US

Founded in 1989, China Foundation for Rural Development (CFRD), formerly known as China Foundation for Poverty Alleviation, is a national social organization registered with the Ministry of Civil Affairs, PRC, and under the supervision of the Ministry of Agriculture and Rural Affairs, PRC.

CFRD 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





By the end of **2023**  
China Foundation for Rural Development had



raised in funds and materials

RMB **11.71** billion



benefited

**73.18** million person-times

(including disaster-stricken population)





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

The year 2023 marked the first year of the full implementation of the guiding principles of the 20th National Congress of the Communist Party of China (CPC), as well as a year of continuous striving and forging ahead for China Foundation for Rural Development. Under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the achievements in poverty alleviation have been further consolidated and expanded, rural revitalization has been comprehensively and orderly promoted, and new strides have been made in building a strong country in modern agriculture. In 2023, CFRD continued to uphold its mission of transformation for development and upgrading to support revitalization. Under the guidance of the Ministry of Agriculture and Rural Affairs and the Ministry of Civil Affairs, CFRD diligently carried out the central government's various deployment for "Agriculture, Rural Areas, and Farmers". By creating platforms, aggregating resources, staying true to its principles while innovating, and advancing its work with full strength, CFRD committed to its mission of "Facilitate Rural Development, and Promote Common Prosperity", proactively sought innovation and continuously pushed forward institutional transformation. To support underdeveloped areas with a focus on low-

income groups, we have 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 exploration and innovation in development-oriented projects while continuing to enhance the development for assistance-oriented projects. In the process, we tried our best to be more influential with greater credibility, better meeting the actual needs of low-income groups and facilitate sustainable development in the countryside. We made unremitting efforts to build CFRD into a national team for the innovative development of charities with China's characteristics, the main force that utilizes social force to assist rural revitalization and promote the development of "Agriculture, Rural Areas and Farmers," as well as the vanguard to actively play the role of the third distribution and promote common prosperity. With the care and support from charities and caring individuals across society, CFRD received RMB 1.37 billion in donations (including materials) and spent RMB 1.16 billion on public welfare in 2023, with all kinds of projects extending their favors to 1,826 counties across China, providing in-depth support to 1,830 villages and benefiting 6.58 million person-times 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 that 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 transitions from implementing direct-assistance projects to overall-development projects, as well as transitions from implementing projects on our own to partnering with third-party institutions. 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", including centering around general goals, valuing sustainability, strengthening demonstrative effect and building a large platform. 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.

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 endeavored to explore new areas according to the actual needs of rural areas, developing programs serving rural development including Agricultural Machinery Socialized Service Program, Rural Industry Development Program, New Great Wall Rural Science and Technology Backyard Supporting Plan, Rural Craftsmanship Training Program and Community-level Official Leadership Development Program on the one hand.

 **RMB 1.37 billion**

2023 Donation income

 **RMB 1.16 billion**

2023 Expenditure

On the other hand, we took the initiative to optimize and integrate existing brand programs including Bona Villa Program, Agricultural Income-Generation Project (Shanpin E-Commerce), Child Companion Plan Program, Nutritious Meals Program, Doctor Training Program and Living Water NPO Development Initiative Program by enriching and iterating project intervention measures, optimizing project processes, and enhancing third-party execution, so as to improve program quality and enrich program contents.

We have put our efforts on advancing sustainable development of rural industries. The Agricultural Machinery Socialized Service Program empowered agricultural production with technology, and provides training for new farmers to operate new agricultural machinery and equipment. The Rural Industry Development Program supported the sustainable development of agricultural enterprises in counties, promoted the growth of village-level collective economy, helped villagers increase income, and ensured that investments yielded dividends in the same year. The Bona Villa Program aimed to continuously strengthen the industrial foundation, enhance talent development, foster a civilized rural atmosphere, and promote the construction of rural vitalization comprehensive demonstration villages; it supported the construction of industrial development characteristic demonstration villages through activities such as talent training, construction of public spaces, and establishment of industry support funds. The Agricultural Income-Generation Project continued to focus on cooperative incubation, quality improvement, brand building, and market promotion, so as to help farmers increase income and create a comprehensive industrial support platform that integrates economic and social services.





**6.58** billion  
person-times

Number of beneficiaries in 2023



**1,830**

Number of in-depth  
supported villages in 2023



**128,200**

Number of volunteers in 2023

We have put our efforts on supporting the cultivation of rural talent. The New Great Wall Rural Science and Technology Backyard Supporting Plan promoted the Science and Technology Village model, so as to support the dispatch of talents to villages and sci-tech services, cultivate sci-tech talents of "Agriculture, Rural Areas and Farmers", and accelerate the transformation of sci-tech achievements. The Rural Craftsmanship Training Program tapped into unique rural resources to stimulate innovation and creativity, and actively explored a new model that integrates the cultivation of rural inheritors and the transformation and upgrading of local industries. We have vigorously carried out programs including the Farmer Entrepreneurship Training Program, Community-level Official Leadership Development Program and Vocational Training Program, and cultivated rural entrepreneurs, inheritors, self-taught experienced experts and modern professional farmers in different forms.

We put our efforts in supporting rural construction. The Ecological Afforestation Program helped the ecologically vulnerable regions in five provinces (autonomous regions), including Inner Mongolia, Gansu, Ningxia, Shanxi and Shaanxi, planting suitable trees to gradually improve regional vegetation coverage. It also helped local low-income people increase incomes by offering them job opportunities in conserving trees, boosting rural revitalization by carrying out ecological construction. The Comfortable Living Environment Program pushed ahead with the toilet revolution, waste treatment and village appearance improvement 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, contributing to the construction of a beautiful and harmonious countryside that is desirable to live and work in. 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.

We have put our efforts in caring 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. In addition, the Science Voyage Program was launched to improve the conditions of science education in rural schools, arouse the interest of rural primary school students in science, and enhance their scientific literacy. Besides, nutrition and health and welfare protection programs including Nutritious Meals Program and Child Companion Plan Program were also underway, so as to keep rural children safe and healthy and boost their comprehensive development.

We have put our efforts in mobilizing social forces. We made a strong push to nurture rural public service organizations and promote social advocacy. We expanded the scale and influence of programs such as the Living Water NPO Development Initiative Program, the NPO Cooperation Program, and The "Philanthropy for Everyone" Online Fundraising Platform Program. In 2023, the "Living Water NPO Development Initiative Program - Empowerment Action of Grassroots Social Organizations of the Key-County-in-Assistance in Rural Revitalization" was carried out in 149 Key-counties-in-assistance of China in terms of rural revitalization, making a positive influence. We actively built platforms and expanded channels, playing the role of bridge and link. We've also made solid progress in implementing public advocacy activities such as Great Walker, United the Force for Good, Philanthropic Communication officer and One Yuan Donation.

In 2023, we actively engaged in disaster relief operations. We responded to the disaster in the first time, and successively participated in the flood relief operations in Beijing-Tianjin-Hebei, Northeast China, etc., and the earthquake relief operations in Jishishan County in Linxia Hui Autonomous Prefecture, Gansu province, and Qinghai Province, and carried out on-site disaster investigation and demand assessment. With the support and donation of many charities and caring individuals, we urgently



coordinated the supply of materials for the disaster areas, and gave strong support to the disaster relief and reconstruction in the affected areas.

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 Initiative, in line with the idea of spreading love and fostering people-to-people connectivity as well as the principle of serving local needs, amid continued efforts to realize the six UN 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". We implemented programs, including Panda Pack Project, Smiling Children Program, etc., in more than 20 countries including Myanmar, Nepal, Ethiopia, Cambodia, Laos, Sri Lanka, Iraq, Turkmenistan, Burundi, etc., and have received wide acclaim. Among them, the Panda Pack Project was selected as one of the top ten cases of "Internationalization of Chinese Social Organizations" at the first Asia Philanthropy Forum, and the Nepalese Youth Vocational Training Program was selected as one of the best cases in "The Fourth Global Case Collection for Poverty Reduction". We also worked hard to build international advocacy and spread China 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 Belt and Road Forum for International Cooperation, and organizing activities like the SCO Forum on Poverty Reduction and Sustainable Development.

In 2023, we continued to 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 continuously strengthened internal audit and control mechanisms, reinforcing the "Three Inspections and Nine Risks" framework for risk management. We remain steadfastly committed to not crossing political red lines, not violating legal bounds, and not sparking public controversy, always managing CFRD with strict standards and practice frugality in operation. We actively organized learning sessions on expertise in the domain of "Agriculture, Rural Areas and Farmers", cultivating a team of talents who have a good knowledge of agriculture, love rural areas, and care about rural people. We made full use of informatization and digitalization tools, manage and utilize all raised public resources in the best way, and make sure that CFRD is on a standardized and healthy trajectory. We carefully implemented the requirements of the Ministry of Agriculture and Rural Affairs and the Ministry of Civil Affairs regarding the participation of social organizations in rural revitalization, endeavored to build on our influence and professional strengths, actively constructed service platforms, and involved 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".

President of China Foundation  
For Rural Development

## Zheng Wenkai

In 2023, the Party Branch of CFRD was awarded the title of "Advanced Party Branch" by the Party Committee of the National Rural Revitalization Administration. The Child Companion Plan Program was honored with the "China Charity Awards" by the Ministry of Civil Affairs. CFRD was ranked first on the "China Public Welfare Foundation Brand List 2023" by Southern Weekly. The programs Shanpin E-commerce, Domestic Panda Pack Project, and Unite the Force for Good were listed in the Top 10 of "China Public Welfare Program Brand List 2023" by Southern Weekly. A total of 51 villages were awarded "Demonstration Villages" at various levels. CFRD has won extensive 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, Ministry of Civil Affairs and relevant government departments, or the selfless help and wide participation from our partners and all walks of society. We extend our sincere thanks and pay our great respect to all of them!

2024 marks the 75th anniversary of the founding of the People's Republic of China, a significant year for unswervingly advancing Chinese path to modernization, accelerating the building of a strong country in agriculture, and promoting the modernization of agriculture and rural areas. We will stay true to our original mission and make continued efforts in the following aspects. We will adhere to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as our guiding thought, comprehensively implement the spirits of the 20th CPC National Congress and the Second Plenary Session of the 20th CPC Central Committee, further implement General Secretary Xi Jinping's important expositions on "Agriculture, Rural Areas, and Farmers" and equip ourselves with more knowledge about "Agriculture, Rural Areas and Farmers" policies and theories while putting them into practice. We will continue the bond with "Agriculture, Rural Areas and Farmers", expand our work to more areas, shore up weak links, build up our capabilities to provide services, work with solid action to promote comprehensive rural revitalization with practical actions and constantly achieve new results, and make new contributions to the construction of a beautiful and harmonious countryside that is desirable to live and work in!



# CONTENTS

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## OUR 2023



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## AUDIT REPORT





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## OUR PARTNERS



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## OUR ORGANIZATION





# OUR 2023

In 2023, 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 the programs, scientifically integrate resources and channels, and improved institutional management and operation, devoting ourselves to the great cause of rural revitalization.

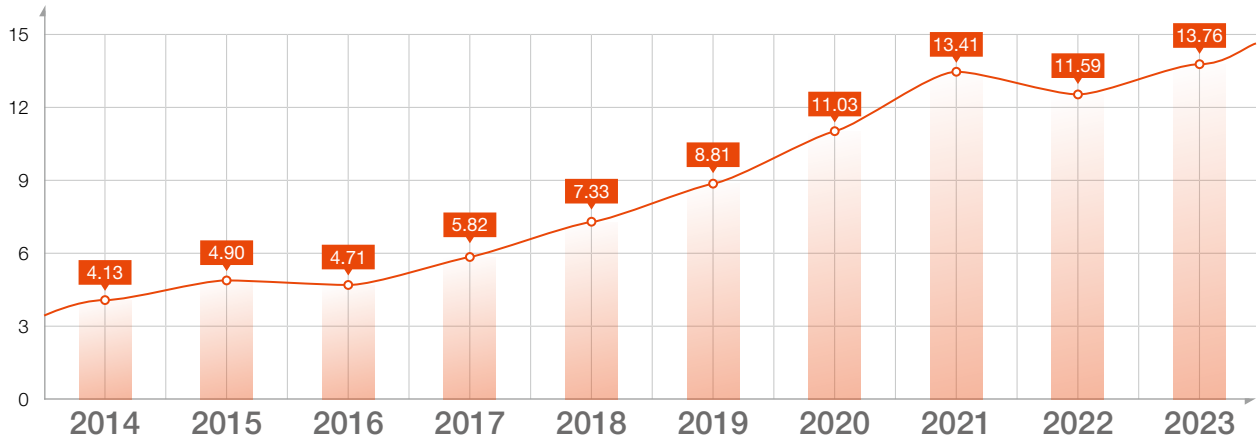
In 2023, we continued to follow the idea of serving the interests of the beneficiaries, donors and partners, making greater efforts to build up expertise and public trust and strengthening informatization and donor services. We worked to explore, pool together and spread kindness, and make kindness more 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.



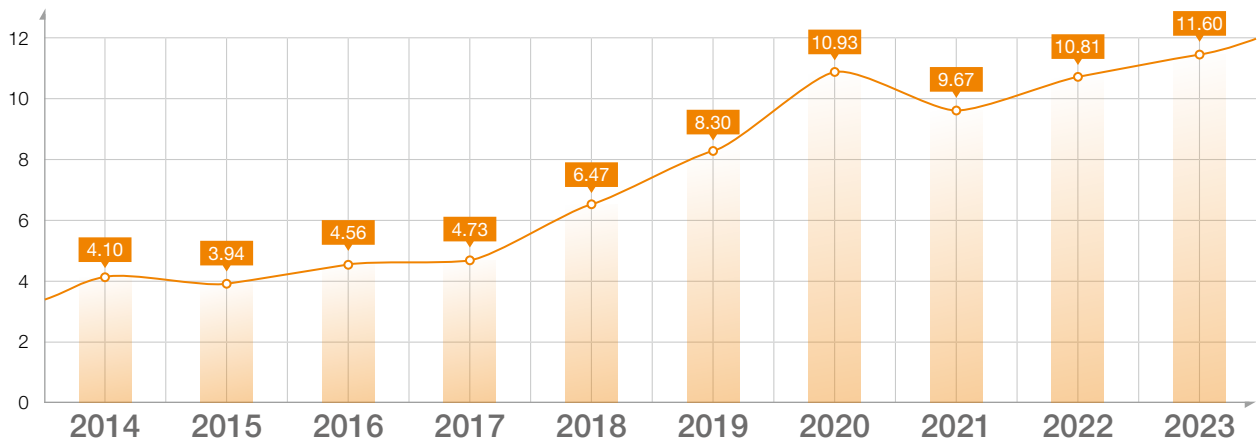
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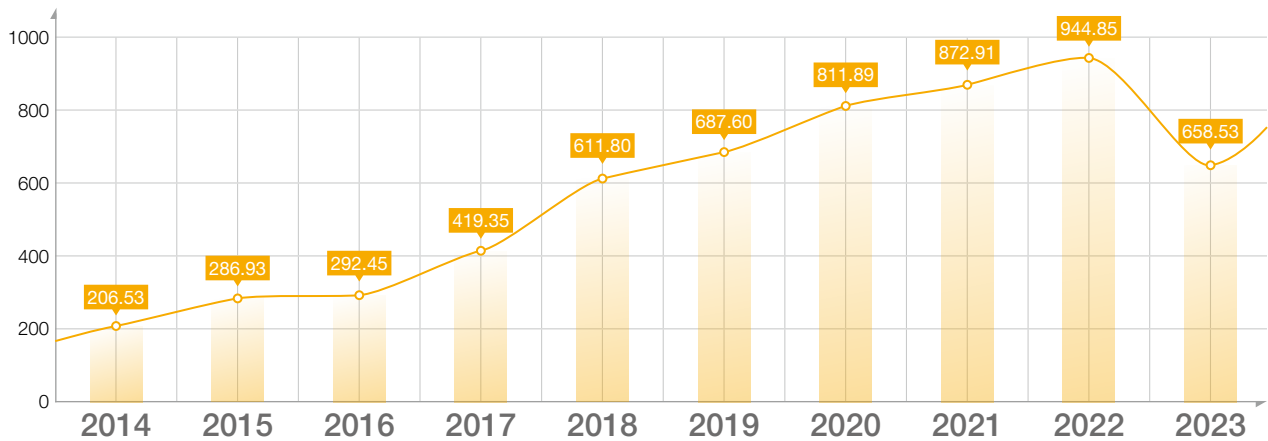
ANNUAL DONATION INCOME (HUNDRED MILLION RMB)



ANNUAL EXPENDITURE (HUNDRED MILLION RMB)



ANNUAL NUMBER OF BENEFICIARIES (10,000 PERSON-TIMES)



# 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, Agricultural Income - Generation Project (Shanpin E-Commerce), Agricultural Machinery Socialized Service Program, Rural Industry Development Program, etc. In villages where conditions allow, we relied on such projects to build comprehensive demonstration villages featuring all-around development in livelihood, talent, culture and governance.

- Bona Villa Program
- Agricultural Income-Generation Project (Shanpin E-Commerce)
- Agricultural Machinery Socialized Service Program
- Rural Industry Development Program





## Bona Villa Program



CFRD launched the Bona Villa Program in 2013 to improve the backward development of villages in underdeveloped areas. In villages eligible for program implementation, 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. Entrepreneurial individuals were trained and young people were encouraged to returning to their hometown for employment and entrepreneurship. Democratic consultations were fostered by utilizing the Party Committee and the Villagers' Committee, and a profit distribution mechanism was developed that connected members and shared benefits through cooperatives. Also, award-points management was implemented to carry out rural civilization construction. The ultimate goal was to build those villages into comprehensive demonstration villages for rural revitalization, with strong livelihood, beautiful ecology, flourishing culture, flexible mechanisms, and rich people.

By the end of 2023, the project received a donation of RMB 302 million, benefiting 34 counties (cities/districts) in 15 provincial-level regions including Hebei, Henan, Gansu, Shaanxi, Guizhou, Hunan and Sichuan.

In 2023, the program received a total of RMB 40.69 million in donations and incurred an expenditure of RMB 28.24 million. The program extended its favor to 19 counties (cities/districts) in 14 provincial-level regions including Hebei, Henan, Gansu, Shaanxi, Guizhou, Hubei, Jiangxi and Sichuan, benefiting 27,900 people.

In 2023, the program was selected as a typical case in the culture-tourism integration category of national "One County, One Product" Project, ranked on the list of 2023 National Demonstration Counties for Rural Revitalization, as well as on the list of Traditional Chinese Villages Catalog, and received other awards such as the National Class-A Homestay Inn.

Funds raised in 2023

**RMB 40.69 million**

Expenditure in 2023

**RMB 28.24 million**



Bona Villa Program · Dishang Village



Beneficiary trainees of the "Cyber Mulan" Rural Homestay Manager Training Project in Bona Villa Program



Bona Villa Program · Deqian Village



Bona Villa Program · JiuKouyan Village

## Agricultural Income-Generation Program (Shanpin E-Commerce)



CFRD 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 capacity 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 and expanding the achievement of poverty alleviation.

By the end of 2023, the project had raised a total of RMB 221 million, extending its favor to 149 counties (cities/districts) in 22 provincial-level regions including Yunnan and Guizhou. The project had been implemented in 209 cooperatives, with 25 cooperatives being awarded the title of Provincial-level Farmers' Cooperative Model, 13 being recognized as State-level Farmers' Cooperative Model, and 2 being identified by the Ministry of Agriculture and Rural Affairs as Case of National Typical Cooperative Model. The models of Yunnan Honghe Red Rice Agricultural Income-Generation Program and Jiangxi Shicheng White Lotus Agricultural Income-Generation Program were selected as two of the best cases in Global Poverty Reduction Cases.

In 2023, the program received a donation of RMB 21.77 million and incurred an expenditure of RMB 46.83 million, benefiting 122,600 person-times from 192 villages in 85 counties (cities/districts) of 22 provincial-level regions including Sichuan, Shanxi, Jilin and Hubei. The program built 35 warehousing centers in 14 provinces, constructed quality control demonstration bases of 602,300 mu, assisted with more than 100 varieties of products in four categories: fresh produce, nuts, beverages and cereals & oils. Online and offline sales of products reached RMB 15 million and 160 million, respectively.

Funds raised in 2023

**RMB 21.77** million

Expenditure in 2023

**RMB 46.83** million



Modernized automatic sorting line of Citrus Cultivar Huangguogan Base in Shimian County, Sichuan Province



A bumper harvest of fresh peaches in Huixian County, Henan province



## Agricultural Machinery Socialized Service Program



CFRD launched the Agricultural Machinery Socialized Service Program in 2023 in response to the low land output, aging labor force, and low resource utilization in the present agricultural production in China. Through a model of "village collective + cooperative + small farmers", the program improves agricultural production efficiency, lowers labor cost, and facilitates the effective connection between small farmers in underdeveloped regions and modern agriculture, increasing industry profits through assistance with agricultural production modernization equipment and facilities, theoretical and hands-on training, and the establishment of socialized service mechanism.

In 2023, the program received a donation of RMB 1.43 million and incurred an expenditure of RMB 200,000, benefiting 6,501 person-times from 21 villages in 8 counties of 6 provincial-level regions including Yunnan and Guizhou.

Funds raised in 2023

**RMB 1.43 million**

Expenditure in 2023

**RMB 200,000**



Training of plant protection UAV operation in Shimen Village, Luoning County, Henan Province



An agricultural machinery operator is working with a remotely-controlled weed-whacker in Luo County, Henan Province



A corn-and-soybean harvester, supported by the Agricultural Machinery Socialized Service Program, is in operation in Tongjiang County, Heilongjiang Province



Group photo of Agricultural Machinery Socialized Service Program service team in Shimen Village, Luoning County, Henan Province



## Rural Industry Development Program



In response to the challenges faced by agricultural enterprises in counties, such as resource shortages, management gaps, and insufficiency in uniting and leading farmers, as well as the unstable sustainability of development, CFRD launched the Rural Industry Development Program in 2023. This initiative employs a "funds + talents + mechanism" approach to empower village-level collective economies by allowing them to invest donated funds as shares in county-based agricultural enterprises. The program aims to facilitate sustainable rural industries, promoted the growth of village-level collective economy, and enhance farmers' incomes.

In 2023, the program received a total of RMB 5.39 million in donations and incurred an expenditure of RMB 2.51 million, benefiting 9,598 people, as well as extending its favor to 7 village-level collective economic organizations and 7 agricultural enterprises in 4 counties of 2 provinces, i.e. Sichuan and Guizhou.

Funds raised in 2023

**RMB 5.39 million**

Expenditure in 2023

**RMB 2.51 million**



Chrysanthemum harvesting in the Rural Industry Development Program, Luding County, Sichuan Province



Nursery stock base in the Rural Industry Development Program, Ya'an City, Sichuan Province



Conserving tea garden in the Rural Industry Development Program, Shiqian County, Guizhou Province



Beef cattle breeding farm in the Rural Industry Development Program, Shiqian County, Guizhou Province



# TALENT DEVELOPMENT

CFRD 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, Vocational Training Program and New Great Wall Rural Science and Technology Backyard Supporting Plan, and cultivated modern professional farmers, self-taught experienced experts, inheritors and rural 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**
- **New Great Wall Rural Science and Technology Backyard Supporting Plan**



## Farmer Entrepreneurship Training Program



CFRD 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, CFRD 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, thereby facilitating rural talent revitalization and sustainable development in the countryside.

By the end of 2023, the program had received a total of RMB 55.42 million in donations, benefiting 11,200 person-times. It provided skills training, on-site practical training, and seed funding support for new farmers, extending its favor to 168 counties (county-level cities/districts) in 48 cities (prefectures) of 14 provincial-level regions.

In 2023, the program received RMB 7.16 million in donations and incurred RMB 10.61 million in expenditure. Based on the "Four-in-One" talent cultivation model, the program undertook trainee recruitment, classroom training, on-site practical training, and seed funding support. A total of 25 training sessions have been conducted, benefiting 151 counties (cities/districts) of 13 provincial-level regions, with a total of 1,616 people trained. 8 practical training sessions were held, with a total of 160 participants. 20 cooperatives were supported by the seed funding.

Funds raised in 2023

**RMB 7.16 million**

Expenditure in 2023

**RMB 10.61 million**



Seed funding selection meeting of Farmer Entrepreneurship Training Program



A training class of Farmer Entrepreneurship Training Program



## Community-level Official Leadership Development Program



In response to issues such as the need to improve the capabilities of rural grassroots-level cadres, CFRD launched the Community-level Official Leadership Development Program in 2023. Through "inviting in", relevant leaders and experts were invited for instruction and training, enhancing the capabilities of grassroots-level cadres in rural construction and community governance; through "going out", grassroots-level cadres were organized to visit and study demonstration sites for rural revitalization to broaden their horizons, so as to supporting various regions to cultivate more grassroots-level cadres for rural revitalization who have a good knowledge of agriculture, love rural areas, and care about rural people.

In 2023, the program received a donation of RMB 3.53 million and incurred an expenditure of RMB 3.74 million, launching specialized training programs on topics such as the "Demonstration of One Thousand Villages and Renovation of Ten Thousand Villages", "Digital Countryside" and "Rural Revitalization", extending its favor to 11 counties (cities/districts) in 4 provinces such as Shanxi, Jiangxi and Henan.

Funds raised in 2023

**RMB 3.53 million**

Expenditure in 2023

**RMB 3.74 million**



China Minsheng Bank - Grassroots-level cadres and entrepreneurial individuals from Huaxian County and Fengqiu County, Henan Province, participated in training at Peking University



The training scene of China National Petroleum Corporation's special seminar on "Building Digital Villages, Driving Rural Revitalization"

## Vocational Training Program



CFRD launched the Vocational Training Program in 2022 to address the lack of vocationalization in rural employment. Upholding the program concept of "enhancing vocational skills and promoting the spirit of craftsmanship", CFRD 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, so as to ultimately promote integrated development between rural and urban areas.

Since its launch in 2022, the program had adopted the philosophy of "teaching how to fish, rather than giving fish", and carried out work such as training for maternity matrons, rural homestay managers and rural ambassadors, as well as Samsung (China) Semiconductor Career Empowerment Training. It included sub-programs such as Maternity Matron Domestic Service Training, Rural Ambassador Training and Rural Homestay Manager Training.

In 2023, the program received a donation of RMB 13.06 million and incurred an expenditure of RMB 16.58 million, benefiting 3,153 people in 478 counties of 26 provincial-level regions.

### • Maternity Matron Domestic Service Training Program

In view of the current lack of professional skilled talents in rural areas, CFRD launched the Maternity Matron Domestic Service Training Program in 2016. In line with the core concept of "Empowering Women with New Skills", the program provided whole-cycle skills assistance through training, employment, and continuing education, empowering low-income women on a continuing basis. The program conducted 29 training sessions in 2023, benefiting 1,111 person-times in 137 counties (cities/districts).

### • Rural Ambassador Training Program

To address the issue of low levels of expertise among rural tourism narrators and live-streaming sellers, CFRD initiated the Rural Ambassador Program. Through a three-tier training system, which includes skills training, practical training of hosts, and expert mentorship. This program provides comprehensive, multi-level, and holistic training to enhance the storytelling appeal, credibility on self-media platforms, and self-confidence of rural tourism narrators/livestream sellers, and to foster a local team of rural tourism commentator/livestream sellers. This, in turn, supports sustainable rural development. 6 training sessions were conducted in 2023.

### • Rural Homestay Manager Training Program

To address the surge in demand for rural homestay managers in the rural tourism industry, and the fact that most practitioners have not received professional training and lack comprehensive capabilities, CFRD launched the Rural Homestay Manager Training Program and established standards for this training. By empowering rural homestay practitioners through training, the program aims to enhance their professional skills and promote employment. It has influenced the employment of local villagers, driving the sustainable development of rural homestays. In 2023, the Rural Homestay Manager Training Program, in conjunction with the locations of Bona Villa Program, set up 19 regular training bases and conducted 57 classes. In 2023, the program extended its favor to 344 counties (cities/districts) in 10 provincial-level regions including Henan and Guizhou, benefiting 1,732 person-times.

Funds raised in 2023

RMB **13.06** million

Expenditure in 2023

RMB **16.58** million



Alibaba Philanthropy Rural Ambassador Training Program: Practical training of livestream sellers in Yongshun County, Hunan Province



Training session of Rural Ambassador Training Program in Pingshun County, Shanxi Province



## Rural Craftsmanship Training Program



CFRD started the Rural Craftsmanship Training Program in 2023 to address the lack of rural inheritors of traditional skills, especially young people. Integrating all sorts of resources and creating new cooperation mechanism, CFRD 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 facilitate rural craftsmen find stable jobs and increase their incomes.

Since November 2022, CFRD had undertaken the rural craftsman selection and classification project commissioned by the Department of Assistance of the Ministry of Agriculture and Rural Affairs. The first task was to carry out research and investigation: CFRD established a special working group to conduct on-site investigations in 12 provinces and produced thematic research reports. The second task was to hold skill competitions: pilot competitions for rural craftsmen's vocational skills were conducted in Yunnan, Sichuan, Guangxi, and Shanxi provinces, and cadres from relevant departments of 23 provinces were invited to observe. The third task was to conduct evaluation and recognition: CFRD actively assisted the "Work Promotion Group for the Identification and Cultivation of Rural Master Craftsmen and Famous Craftsmen" in conducting initial reviews, summarizations, and expert appointments.

In 2023, the program received a donation of RMB 11,400 and incurred an expenditure of RMB 5.96 million. It also carried out resources exploration, cultivation of inheritors and industrial support, benefiting 280 person-times in 7 counties (districts) of 6 provincial-level regions including Shanxi, Guangxi, Yunnan, Hunan, Shaanxi and Xinjiang.

Funds raised in 2023

**RMB 11,400**

Expenditure in 2023

**RMB 5.96 million**



A rural craftsman from Jiexiang County in Shandong Province is sculpting a work



The scene of Yi embroidery skills competition in Nanhua County, Yunnan

## New Great Wall Rural Science and Technology Backyard Supporting Plan



To address the issue of talent shortage in rural areas and lack of technical skills among farmers, CFRD launched the New Great Wall Rural Science and Technology Backyard Supporting Plan and promoted the Science and Technology Village model, so as to support the dispatch of talents to villages and sci-tech services, cultivate sci-tech talents of "Agriculture, Rural Areas and Farmers", accelerate the transformation of sci-tech achievements and facilitate sustainable development in the countryside.

In 2023, the program received a donation of RMB 2.2 million and incurred an expenditure of RMB 1.08 million, benefiting 15 Science and Technology Backyards in 8 provincial-level regions including Beijing, Inner Mongolia, Jilin, Jiangxi, Hubei, Yunnan, Gansu and Xinjiang. The program established cooperation with 7 universities: China Agricultural University, Jilin Agricultural University, Jiangxi Agricultural University, Huazhong Agricultural University, Shihezi University, Yunnan Agricultural University, and Gansu Agricultural University.

Funds raised in 2023

**RMB 2.2 million**

Expenditure in 2023

**RMB 1.08 million**



Students at Beijing Xihuaizhuang Science and Technology Backyard check on the growth of radishes



A student of Gansu Agricultural University is working at a Dairy Goat Science and Technology Backyard in Yongchang County, Gansu 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
- Flood Relief Projects in Beijing, Tianjin, Hebei and Northeast China
- Jishishan Earthquake Relief Project
- Disaster Prevention and Risk Reduction Program
- Rural Infrastructure Building Program
- Comfortable Living Environment Program
- Ecological Afforestation Program





## Disaster Relief Program



To facilitate poverty elimination and prevent people from slipping back into poverty because of disasters, CFRD launched the Disaster Relief Program in 2003. 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.

We have conducted a total of 384 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 13 countries in Asia, Africa, North America and South America.

In 2023, the program received a donation of RMB 54.68 million and incurred an expenditure of RMB 20.87 million. The program extended its favor to 97 counties (cities/districts) in 25 provincial-level regions including Sichuan and Chongqing, benefiting 478,900 people.

Funds and materials raised in 2023

**RMB 54.68 million**

Expenditure in 2023

**RMB 20.87 million**



Flood disaster relief action in Meizhou, Guangdong - Evacuating trapped people



Earthquake relief operation in Turkey - Distributing edible oil

## Henan Flood Disaster Relief Project



In response to the floods in Henan, CFRD 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 floods, reduce the losses caused by the disaster to people, enhance rural resilience, and help build livable villages through these efforts.

By the end of 2023, a total of RMB 444 million had been raised, benefiting 4.54 million people from 102 counties (districts) in 18 cities of Henan Province.

Laying emphasis on restoring the production and life of the affected people, focusing on safe development and enhancing rural resilience, the 2023 Henan Flood Disaster Relief Project raised RMB 470,300 of funds and incurred an expenditure of RMB 49.24 million in 2023, benefiting 692,800 person-times in 42 counties (cities/districts) of Henan Province.

Funds and materials raised in 2023

**RMB 470,300**

Expenditure in 2023

**RMB 49.24 million**



Emergency Response Station of Luoyang County, Henan Province  
On-site Rope Knot Competition for First Responders Team



Safety Knowledge Class on Campus Disaster Reduction in Jiaozuo, Henan Province, School Campuses



## Flood Relief Projects in Beijing, Tianjin, Hebei and Northeast China



In response to the floods in Beijing, Tianjin, Hebei, Fujian, Jilin, and Heilongjiang and other areas, CFRD launched the Flood relief projects in Beijing, Tianjin, Hebei and Northeast China in 2023 to assist vulnerable groups at risk of disaster, grassroots social organizations, rural collective economic organizations, grassroots governments, and schools, reduce losses from rural disasters, promote resilient rural development, and support the construction of livable rural areas.

In 2023, the project received a donation of RMB 131 million and incurred an expenditure of RMB 77.62 million, extending its favor to 1.09 million person-times from 1550 villages (communities and settlements) of 128 townships (sub-districts) in 36 counties (cities/districts) of 6 provincial-level regions, including Hebei, Tianjin, Beijing, Heilongjiang and Jilin. The project was awarded the "Action Award for Food Relief" at the 2023 Charity Ceremony of PhoenixNet Alliance of Activists.

Funds and materials raised in 2023

**RMB 131 million**

Expenditure in 2023

**RMB 77.62 million**



Material assistance - self-heating rice



Material assistance - grain and oil package



Homestead revitalization - work for relief  
(road restoration and clean-up)



Homestead revitalization - work for relief  
(road restoration and clean-up)

## Jishishan Earthquake Relief Project



On December 18, 2023, a magnitude-6.2 earthquake occurred in Jishishan, Gansu Province. In accordance with the overall deployment of the Ministry of Agriculture and Rural Affairs for the earthquake relief work in Jishishan, Gansu Province, CFRD activated a Level II response and organized aid in funds and materials. We set up a front-line rescue center and 6 disaster relief stations in Gansu and Qinghai provinces, initiated the Jishishan Earthquake Relief Project, and supported the affected areas through emergency response (including four types of material aid: food and drinking, warmth-keeping, life support, and equipment), transitional settlement, and other means, assisting the affected people in overcoming difficulties.

In 2023, the project's pledged donations exceeded RMB 119 million (actual receipts for the year were RMB 87.48 million), which incurred an expenditure of RMB 13.46 million, benefiting 58,400 people from 110 villages (communities and settlements) of 33 townships (sub-districts/settlements) in 6 counties of 2 provincial-level regions, including Gansu and Qinghai.

Funds and materials raised in 2023

**RMB 87.48 million**

Expenditure in 2023

**RMB 13.46 million**



Material assistance – humanitarian relief and disaster preparedness kits



Homestead revitalization – work for relief



Material assistance – instant foods



Cash assistance – post-disaster warmth coupon



## Disaster Prevention and Risk Reduction Program



In view of the frequent disasters in China, and the weak awareness and insufficient rescue capability of the public, CFRD launched the Disaster Prevention and Risk Reduction Program in 2014. Through the organization of activities, it advocates the public to enhance their awareness of disaster reduction and prevention, and improve their self-rescue and assistance capabilities; through the storage of disaster relief materials, it improves the disaster response capability and development resilience of rural areas, and helps build livable villages through these efforts.

In 2023, the program received a donation of RMB 257,300 and incurred an expenditure of RMB 3.00 million. The program benefited 32,900 people in 16 counties (cities/districts) in 8 provincial-level regions including Sichuan, Chongqing, Jiangxi, Zhejiang, Guangxi, Gansu, Ningxia and Hebei. The "Say No to Disasters" campaign conducted 10 sessions of "May 12" disaster prevention and reduction public welfare activities and 2 sessions of teacher training activities in schools in Sichuan and Chongqing, benefiting 1,557 person-times of teachers and students.

Funds and materials raised in 2023

**RMB 257,300**

Expenditure in 2023

**RMB 3.00 million**



The scene of "Say No to Disasters" campaign at Qianjin Township Primary School in Panzhihua City, Sichuan Province



The scene photo of "Say No to Disasters" campaign at Qianjin Township Primary School in Panzhihua City, Sichuan Province



The scene of "Say No to Disasters" campaign in Chongqing



The scene of "Say No to Disasters" campaign in Chongqing

## Rural Infrastructure Building Program



In order to address the issue of poor rural infrastructure in economically underdeveloped regions, CFRD launched the Rural Infrastructure Building Program in 2017. By providing financial assistance, we support economically underdeveloped rural areas in the construction of small and medium-sized public facilities, such as bridges over creeks, small roads, school buildings, and sanitary facilities, so as to improve the local public facilities, enable convenient production and life for the masses, and help build livable villages through these efforts.

By the end of 2023, a total of RMB 104 million had been raised. In 2023, the project received a donation of RMB 2.41 million and incurred an expenditure of RMB 6.68 million. The project extended its favor to 27,200 people from 9 counties (cities/districts) in 8 provincial-level regions including Guangxi, Jiangxi, Hunan, Inner Mongolia Autonomous Region. The project built and put into use 10 convenience bridges, constructed 14 sunshine tracks (13 completed and put into use), and built 2 dormitories schools (1 completed) under the School Nesting Actions.

Funds and materials raised in 2023

**RMB 2.41 million**

Expenditure in 2023

**RMB 6.68 million**



Photo of the completed sunshine track at Jianping Primary School in Qinglong County, Guizhou Province

## Comfortable Living Environment Program



In view of the urgent need to improve the rural living environment in China's underdeveloped areas, CFRD launched the Comfortable Living Environment Program in 2022. The program improves rural living environments by providing assistance in infrastructure and equipment such as toilet renovation, sewage treatment, garbage disposal and village appearance improvement, as well as innovating the operation & maintenance mechanisms and conducting publicity advocacy. It establishes long-term operation & maintenance mechanisms, so as to encourage local communities to embrace better hygiene condition and help build a beautiful and harmonious countryside that is desirable to live and work in.

By the end of 2023, the program had raised a total of RMB 44.01 million. In 2023, the program received a donation of RMB 24.49 million and incurred an expenditure of RMB 22.98 million. The project extended its favor to 24,300 people from 11 counties (cities/districts) in 8 provincial-level regions including Xinjiang and Shanxi. Among the beneficiary villages of this program, in Yongshun County, Hunan Province, Changping Village was awarded the title of "2023 China Beautiful Leisure Village", Naqiu Village was awarded the title of "2023 National Model Village for Rural Governance", and Ximi Village was awarded the title of "2023 Ecological Civilization Construction Demonstration Village in Xiangxi Prefecture".

Funds and materials raised in 2023

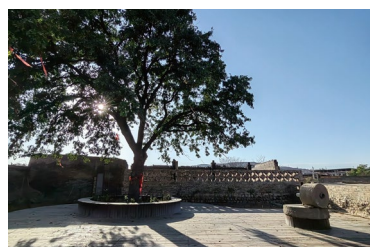
**RMB 24.49 million**

Expenditure in 2023

**RMB 22.98 million**



Comfortable Living Environment Program in Yongshun County, Hunan Province - construction of public toilet



Comfortable Living Environment Program in Fenxi County, Shanxi Province - spatial transformation of soapberry tree area



## Ecological Afforestation Program



In view of lacking vegetation, land desertification, fragile ecology and low income levels in some areas in China, CFRD launched Ecological Afforestation Program in 2018. The program carries out ecological restoration work in areas with afforestation needs by planting suitable tree species, gradually increasing the regional vegetation coverage; at the same time, providing afforestation and tree planting opportunities for local residents, including low-income populations, to diversify income sources, improve economic conditions, and promote ecological construction to support rural revitalization.

By the end of 2023, the program had raised a total of RMB 307 million, extending its favor to 705,400 people from 32 counties (cities/districts) in 5 provincial-level regions including Inner Mongolia, Ningxia, Gansu, Shaanxi and Shanxi. The program focused on windbreak and sand fixation, soil and water conservation, and improving the livability of the environment, with the Ant Forest public welfare project as the main initiative. Local residents can also earn additional income by participating in afforestation and reforestation activities.

In 2023, the program received a donation of RMB 122 million and incurred an expenditure of RMB 105 million, benefiting 162,000 people in 13 counties (cities/banners) in 5 provincial-level regions including Inner Mongolia, Ningxia, Gansu, Shaanxi and Shanxi. The program, guided by the principle of balancing ecological and social benefits to support ecological revitalization and rural development, actively carries out afforestation for windbreaks and soil conservation in northern, northwestern and northeastern China, so as to contribute to strengthening China's crucial northern ecological security barrier. Meanwhile, aligning with the call for "Precision Improvement of Forest Quality", it steadily enhances the diversity of program content, and explores the feasibility of forest nurturing and sustainable forest management initiatives.

Funds and materials raised in 2023

**RMB 122 million**

Expenditure in 2023

**RMB 105 million**



At the planting plot of Haloxylon ammodendron in Liangzhou District, Gansu Province under the Ant Forest public welfare project, local women are watering and nurturing the Haloxylon ammodendron seedlings supported by the program.



The Spring Planting Event site of Ant Forest in 2023



Chinese pine seedlings planted in Weiyuan County, Gansu Province, supported by the program



# 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
- Rural Education Development Program
- Nutritious Meals Program
- Child Companion Program
- Early Childhood Development Program
- Empowering Children, Enlightening the Future Program
- Backbone Project (Health Insurance for Poor Families' Labors)
- Child Health Insurance Program
- Doctor Training Program
- Illness Relief Program
- Rural Healthcare Program





## Domestic Panda Pack Project



In view of the relatively insufficient learning conditions for quality education of rural primary school students in underdeveloped areas, CFRD collaborated with China Post Group Corporation and China Movie Channel, and launched Domestic Panda Pack Project in 2009. The project provides one-on-one care to children by establishing a public welfare platform; it improves their learning conditions for quality education, and inspires their childhood dreams through the distribution of packs and accompanied user guides, as well as hosting events.

By the end of 2023, the project had raised a total of RMB 893 million, extending its favor to 974 counties (cities/districts) in 31 provincial-level regions including Yunnan and Guizhou. This project had sent Domestic Panda Packs to over 8.14 million person-times of students, improving their learning conditions.

In 2023, the project received a donation of RMB 18.69 million and incurred an expenditure of RMB 29.32 million, extending its favor to 56 counties (cities/districts) in 17 provincial-level regions including Yunnan and Qinghai, benefiting 231,200 people. The project focuses on upgrading art packs, developing art education guidelines, optimizing science and technology packages, and continuing to help rural students improve their artistic literacy and scientific interests through measures such as "one package, one guidebook, one event".

Funds raised in 2023

**RMB 18.69** million

Expenditure in 2023

**RMB 29.32** million



Students from Tiekuang Primary School in Zhushi Township, Hezhang County, Guizhou Province are receiving the Domestic Panda Packs



Beneficiary students are receiving the Spring-Festival warm packs of Domestic Panda Pack Project



A beneficiary student is happily holding her Domestic Panda Pack

## Moving Forward Program



In view of the current situation of unbalanced development of rural education, CFRD launched Moving Forward Program in 2014. By introducing core literacy courses and the creation of learning spaces, the program 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 support. The program took the county as the unit and was continuously carried out in rural primary schools, so as to promote the overall improvement of the rural education level. The program includes the Ubiquitous Warm Sun Science Voyage sub-program.

By the end of 2023, the program had raised a total of RMB 307 million, extending its favor to 320,100 person-times of rural teachers and students from 20 counties (cities/districts) in 8 provincial-level regions including Yunnan and Guizhou.

In 2023, the program received a donation of RMB 94.98 million and incurred an expenditure of RMB 66.03 million. The program extended its favor to 15 counties (cities/districts) in 8 provincial-level regions including Guizhou and Sichuan, benefiting 210,200 people. The program encompasses four aspects: Moving Forward Courses, Moving Forward Spaces, Moving Forward Principals Training, and Moving Forward Care. It had cumulatively implemented 75,900 sessions of Moving Forward Courses, created 101 Moving Forward Spaces, organized 4 sessions of Moving Forward Principals Training, and distributed 108,100 Moving Forward packs.

### • Science Voyage Program

In response to the lack of science education resources and low scientific literacy among rural students, CFRD, in partnership with Ubiquitous Investment (Beijing) Corp, Ltd., launched the Science Voyage Project. The program aims to improve the scientific education conditions of rural schools, stimulate the scientific interest of rural primary school students, enhance their scientific literacy, and promote the demonstration and leadership of rural scientific education through measures such as creating spaces, distributing packages, conducting courses, and organizing activities.

In 2023, the program extended its favor to 50 schools from 6 counties (cities/districts) in 5 provincial-level regions including Hebei, Shanxi and Sichuan, benefiting 3,7600 rural teachers and students. The program provides scientific hardware facilities and course support for rural schools, improving their science education conditions; it also offers course training for rural teachers, and supports the implementation of science activity classes, so as to inspire primary school students' interest in science.

Funds raised in 2023

**RMB 94.98** million

Expenditure in 2023

**RMB 66.03** million



Beneficiary students are reading books in the Moving Forward reading space



The scene of Campus Science Carnival event of the Science Voyage Program



Beneficiary students are taking the Moving Forward social-emotional lesson



## Undergraduate Student Development Program



In response to the challenges of financial difficulties and inadequate skills among college students, as well as their needs in employment, entrepreneurship and development, CFRD launched the Undergraduate Student Development Program. This program provides financial assistance, specialized training, social practice, as well as employment & entrepreneurship supports. It aims to help college students complete their schooling successfully, enhance their overall capabilities, cultivate young people with ideals, ability and a strong sense of responsibility, and mobilize and guide college students to actively participate in the cause of "Agriculture, Rural Areas and Farmers", thereby contributing to rural revitalization.

By the end of 2023, a total of RMB 415 million (funds and materials) had been raised. In 2023, the program received a donation of RMB 15.37 million and incurred an expenditure of RMB 20.19 million, benefiting 2,823 person-times in 151 counties (cities) of 30 provincial-level regions.

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

Given the situation of financial pressure faced by college students from families with financial difficulties, as well as their inadequate skill development, CFRD launched New Great Wall Undergraduate Student Financial Assistance Program in 2002. By providing financial assistance and career support activities, this program helps college students from families with financial difficulties to successfully complete their studies and enhance their comprehensive abilities. The program also guides college students to actively repay the society, relay social care, and jointly build a great wall of talents in the new era.

By the end of 2023, the program had benefited more than 600 colleges and universities in 31 provincial-level regions. It had established "New Great Wall" Self-improvement Association in 104 colleges and universities to provide students with a support platform for growth and success.

In 2023, the program received a donation of RMB 7.39 million and incurred an expenditure of RMB 9.62 million, benefiting 2,823 person-times from 114 universities in 29 provincial-level regions.

### • Charity Future Program

The Charity Future Program focuses on public welfare associations in colleges and universities, and it is mainly aimed at college students, integrating social resources to support college students, especially those from families with financial difficulties, to carry out social practice activities in urban communities and rural areas. It 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. By the end of 2023, it had extended its favor to 447 universities in 30 provincial-level regions such as Yunnan and Guizhou. It had trained 2,841 association leaders, benefiting 1.97 million person-times of young people directly or indirectly.

In 2023, the program received a donation of RMB 7.97 million and incurred an expenditure of RMB 10.56 million, extending its favor to 120 student associations from 109 colleges and universities in 52 cities (districts) of 28 provincial-level regions such as Yunnan, Guizhou and Jiangxi, benefiting 576,700 person-times of young people. The program focused on rural practice, employment empowerment, and the cultivation of public welfare organizations. It aims to enhance college students' employability, practical skills, and sense of social responsibility, while fostering their love for agriculture.

Funds raised in 2023

**RMB 15.37 million**

Expenditure in 2023

**RMB 21.09 million**



Beneficiary students are reading out the "New Great Wall Self-improvement Declaration"



Workplace Visit of "College Student Employment Empowerment Program" - Visit to a new agricultural technology company

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



In underdeveloped areas, some high school students with higher financial difficulties are faced with challenges such as high economic pressure and insufficient personal comprehensive ability. In view of this, CFRD 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.

By the end of 2023, the program had raised a total of RMB 574 million, extending its favor to 445 counties (cities/districts) in 28 provincial-level regions including Yunnan and Guizhou, providing financial aid and talent development support for 250,000 person-times.

In 2023, the program received a donation of RMB 51.11 million and incurred an expenditure of RMB 58.19 million, extending its favor to 238 counties (cities/districts) in 23 provincial-level regions including Yunnan and Guizhou, benefiting 29,900 people. The program provided financial aid, supplemented by activities to support talent development which includes themed class meetings, college entrance examination service stations, mentoring programs, summer camps and visits.

Funds raised in 2023

RMB **51.11** million

Expenditure in 2023

RMB **58.19** million



Public Welfare Study Tour of Hongqi Dream Self-improvement Class



Visit to "PSBC Charity Self-improvement" class program



The students of the Self-improvement Class of Zu Chongzhi High School in Laishui County, Hebei Province are signing their names on the activity banner



The college entrance examination service station of Xuhang Student Aid Program is cheering on college entrance exam candidates



## New Great Wall Vocational Education Empowerment Project



In response to the challenges that students from families with financial difficulties face in vocational education, such as great economic pressure and inadequate employability, CFRD launched New Great Wall Vocational Education Empowerment Project in 2021. This project provides financial assistance, talent support, and employment support, so as to help students complete their education, broaden their horizons, and enhance their employability, thereby promoting high-quality development of vocational education.

By the end of 2023, the program had raised a total of RMB 40.06 million. In 2023, the program received a donation of RMB 10.71 million and incurred an expenditure of RMB 9.03 million. The project extended its favor to 43 secondary and higher vocational schools in 7 provincial-level regions including Sichuan and Hunan, benefiting 3820 person-times. The program provided financial aid, supplemented by activities to support talent development which includes horizon-expansion practice activities, summer teacher-exchange activities, and summer capability enhancement and growth camps.

Funds raised in 2023

RMB **10.71** million

Expenditure in 2023

RMB **9.03** million



2023 Kickoff Meeting of "Empowering the Future" Volkswagen Group China Student Aid Program



Summer teacher-exchange activity of "Empowering the Future" Volkswagen Group China Student Aid Program



Horizon-expansion learning and practice activity in Shanghai of "Empowering the Future" Volkswagen Group China Student Aid Program

## Rural Education Development Program



In view of problems such as backward rural education concepts, incompetent teachers, and weak infrastructure, CFRD 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 comprehensive improvement of rural education. It also includes sub-projects such as CSG Zhixing School Library Program, Teaching-research Competence Improvement Program, For Tomorrow's Children Program, and Rural Education Development Cooperation Project.

By the end of 2023, a total of RMB 270 million had been raised. In 2023, the program received a donation of RMB 73.70 million and incurred an expenditure of RMB 81.18 million, benefiting 412,700 person-times in 136 counties (cities/districts) of 27 provincial-level regions.

### • CSG Zhixing School Library Program

China Southern Power Grid Company Limited (CSG) and CFRD launched the CSG Zhixing School Library Program. The program creates friendly reading environment, supplements high-quality books, conducts reading training to empower rural teachers and expands reading activities, so as to stimulate students' interest in reading, improve the reading abilities of teachers and students, and comprehensively enhance the reading level of rural schools. In 2023, the program received a donation of RMB 30.32 million and incurred an expenditure of RMB 47.19 million, benefiting 360,000 person-times in 57 counties (cities/districts) of 5 provincial-level regions.

### • Teaching-research Competence Improvement Program

The 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 2023, the program received a donation of RMB 12.73 million and incurred an expenditure of RMB 10.38 million, extending its favor to 20 counties (cities/districts) in 14 provincial-level regions including Jilin, Gansu and Guizhou, providing training for 4,158 person-times.

### • For Tomorrow's Children Program

CFRD 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 2023, the program extended its favor to 12 counties in 8 provinces, benefiting 4,745 person-times.

Funds and materials raised in 2023

**RMB 73.70 million**

Expenditure in 2023

**RMB 81.18 million**



Children are reading books in CSG Zhixing School Library



CSG Zhixing Little Trumpet Summer Camp Study Tour



## Nutritious Meals Program



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

By the end of 2023, the program had raised a total of RMB 626 million in funds and materials, benefiting 172 counties (county-level-cities/districts) in 88 cities (prefectures) of 19 provincial-level regions including Yunnan and Guizhou. It had provided more than 91 million nutritious meals for children, and equipped 4,150 schools with caring kitchen equipment, benefiting 2.12 million person-times. (This program's historical cumulative beneficiaries involve the caring kitchens for COVID-19 prevention, flood relief, and other projects.)

In 2023, the program received a donation of RMB 81.27 million and incurred an expenditure of RMB 64.44 million, benefiting 54 counties (cities/districts) of 13 provincial-level regions including Yunnan and Guizhou, providing more than 9.08 million nutritious meals for children, and equipping 479 schools with caring kitchen equipment, benefiting 310,900 person-times of children. The program, guided by the principle of "expanding scale while maintaining quality," continues to prioritize counties that have been lifted out of poverty and counties where fixed-point assistance is provided for rural revitalization. It strengthens the schools' program execution capabilities, so as to ensure program quality and contribute to the healthy growth of children in rural areas.

Funds and materials raised in 2023

**RMB 81.27 million**

Expenditure in 2023

**RMB 64.44 million**



Egg-and-milk extra meals provided nutritional supplements for rural children



Neat and bright electric kitchen



Beneficiary children are study the Nutrition and Health Handbook together

## Child Companion Program



In view of the care and protection related problems of rural children due to the lack of guardianship, CFRD launched the Child Companion Plan Program at the end of 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 Program Home as the platform, and took the county-level horizontal linkage mechanism as the guarantee. It established a village-level guardianship network for children to ensure the last mile of child welfare service delivery.

By the end of 2023, the program had raised a total of RMB 235 million, extending its favor to 1583 villages in 121 counties (cities/districts) of 11 provincial-level regions including Sichuan, Guizhou, Yunnan, Jiangxi and Hubei. This program provided regular in-home visits and care for over 810,000 rural children, creating child-friendly spaces filled with warmth. Through companionship, educational guidance, and other caring activities, it addressed challenges faced by rural children, particularly those who are left-behind or in difficult circumstances, such as inadequate supervision, safety hazards, negative behaviors, cognitive biases, and negative psychological states. In 2018, the Child Companion Plan Program became the strategic cooperation project with Alibaba Philanthropy.

In 2023, the program received a donation of RMB 24.89 million and incurred an expenditure of RMB 35.39 million, extending its favor to 713 villages in 65 counties (cities/districts) of 30 provincial-level regions including Sichuan, Guizhou, Yunnan, Jiangxi and Hubei, benefiting 541,900 people. The program adopts the working philosophy of "steady execution, setting benchmarks, strong branding," focusing on digital system upgrades for rural child welfare and protection services, driving efficient, transparent, and standardized program development. It optimizes service delivery, creating child-friendly communities in rural areas; establishes a benchmark for the Child Companion Program, summarizing and disseminating best practices; strengthens talent development through a comprehensive training system with enriched curriculum; carries out program research and assessments to enhance its significance and value; and develops a program communication matrix to collectively amplify its impact. The program won the 12th China Charity Awards in 2023.

Funds and materials raised in 2023

**RMB 24.89 million**

Expenditure in 2023

**RMB 35.39 million**



The scene of the 2023 Annual Work Exchange Meeting of Child Companion Program



The scene of 2023 Rural Children Development Forum event



The scene of 2023 Rural Children Development Forum event



Home visits of Child Companion Program to care for children in need



## Early Childhood Development Program



In view of the lack of early intervention for infants and young children in underdeveloped rural areas, CFRD launched the Early Childhood Development Program in 2022. The program cultivated a team of local caregivers, 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.

By the end of 2023, a total of RMB 22.5 million had been raised, benefiting 85 villages (communities) in 11 counties (cities/districts) of 3 provinces, including Jiangxi, Guizhou and Jiangsu. It had provided professional parenting guidance services to 17,900 infants and toddlers aged 0-3 and their families, disseminating popular scientific parenting concepts and methods to effectively enhance parents' scientific parenting concepts, and promote comprehensive development of infants and toddlers in cognition, language, movement, and social-emotional aspects.

In 2023, the program received a donation of RMB 15.50 million and incurred an expenditure of RMB 10.22 million, benefiting 17,900 people in 11 counties (cities/districts) of 3 provincial-level regions.

Funds raised in 2023

**RMB 15.50** million

Expenditure in 2023

**RMB 10.22** million

### • Huiyu Hope Early Childhood Development Project

CFRD and Beijing Tanoto Foundation jointly launched the Huiyu Hope Early Childhood Development Project in 2022. In 2023, the project received a donation of RMB 14.10 million and incurred an expenditure of RMB 10.22 million, benefiting 17,900 person-times from 85 villages (communities) in 11 counties (cities/districts) of Jiangxi, Guizhou and Jiangsu. The project, with the working philosophy of "Pilot, standardize, and scale up," carried out caregivers training and baseline surveys. It established 55 rural early childhood development activity centers, nurtured a team of 170 local caregivers, and provided over 30,000 one-on-one parent-child interaction and group activities courses.



A caregiver and a beneficiary child is interacting in an activity center



Launching of Early Childhood Development Program in Wuyuan County, Jiangxi Province



A caregiver is conducting a parent-child course with infants and their parents



Induction training for caregivers of Huiyu Hope Early Childhood Development Project

# Empowering Children, Enlightening the Future Program



In order to promote the comprehensive quality development of rural children, CFRD 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.

By the end of 2023, a total of RMB 60.15 million had been raised. In 2023, the program received a donation of RMB 21.36 million and incurred an expenditure of RMB 20.35 million, benefiting 212,900 people in 25 counties (cities/districts) of 7 provincial-level regions.

## • Rural Children's Digital Classroom Project

CFRD 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. In 2023, Rural Children's Digital Classroom Project provided basic training of building blocks and online assessment for 243 teachers in 203 schools in 8 counties (cities/districts) of 5 provincial-level regions including Henan, Yunnan and Gansu, so as to enhance the digital capabilities of rural teachers.

Cooperating with the Lego Group, CFRD carried out the "Build Lego Bricks for Love" activity, donating Lego bricks to rural children, to help them grow through play. In 2023, Lego Group donated 187,000 boxes of Lego toy sets to more than 200,000 children in 20 counties (cities/districts) of 6 provincial-level regions, and donated 390 sets of PlayBoxes in 20 counties (cities/districts) of 4 provincial-level regions, enabling rural children to experience the fun of building blocks.

In 2022, CFRD and Yiyang Qianxi Love Fund jointly launched the Gongmei Future Project designed to improve art education for rural children and drive rural revitalization. In 2023, the Gongmei Future Project successfully completed its first year of various trainings, and deployed rural aesthetic educators in rural areas where were weak in educational and art education resources. It turned the rural aesthetic educators into beacons of artistic empowerment for rural revitalization, illuminating the artistic dreams of rural children.

Funds and materials raised in 2023

**RMB 21.36 million**

Expenditure in 2023

**RMB 20.35 million**



Beneficiary children in the Rural Children's Digital Classroom Project are learning in programming classes



Beneficiary children are participating in painting activities organized by aesthetic educators



Beneficiary students are building Lego blocks with happy smiles



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



To solve the problem of returning to poverty due to illness and accidents in underdeveloped areas, under the guidance of the State Council Leading Group Office of Poverty Alleviation and Development and the National Health and Medical Commission, CFRD, Alibaba Philanthropy, Alipay philanthropy and Ant Group 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.

By the end of 2023, the project had received a total of RMB 402 million, providing coverage for 14.57 million low-income person-times in 110 counties (cities/districts) of 12 provincial-level regions including Yunnan, Guizhou, Hebei, Sichuan and Shaanxi. Accumulatively, it settled nearly 240,500 person-times, with the claim amount of about RMB 352 million, effectively reducing the hospitalization burden of low-income population.

In 2023, the project received a donation of RMB 8.04 million and incurred an expenditure of RMB 4.53 million, benefiting 229,200 person-times in 5 counties (cities/districts) of Sichuan Province. The project fully leverages the advantages of public welfare insurance, adopting the mechanism of "Internet + public welfare + insurance", and utilizes blockchain technology to highlight the characteristics of full coverage, full transparency, and full tracking. It provides health insurance for the main labor force aged 18-60 from low-income families in underdeveloped areas, reduces the risk of returning to poverty due to illness among the main labor force from low-income families in underdeveloped areas, and continuously promotes the effective connection between consolidating & expanding the achievements of poverty alleviation and rural revitalization.

Funds raised in 2023

**RMB 8.04 million**

Expenditure in 2023

**RMB 4.53 million**



Grassroots staff of Yongshun County, Hunan Province is visiting project beneficiaries



Project beneficiaries in Yongshun County, Hunan Province

## Child Health Insurance Program



In order to help improve the health of children in underdeveloped areas, CFRD launched Child Health Insurance Program in 2022. It was initiated to provide better health protection support 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 program includes sub-programs such as Empowering Children.

### • Empowering Children Program

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

By the end of 2023, the program had received a total of RMB 51.40 million, providing health coverage for 300,020 person-times of children aged 0-14 from low-income families in underdeveloped areas in 21 counties (cities/districts) of 12 provincial-level regions including Gansu and Guizhou.

In 2023, the program received a donation of RMB 24.44 million and incurred an expenditure of RMB 10.63 million, extending its favor to 19 counties (cities/districts) in 10 provincial-level regions including Xinjiang, Xizang, Hunan, Guizhou and Gansu, benefiting 169,100 person-times. The program fully utilizes the leverage advantages of public welfare insurance, providing full coverage for children aged 0-14 from low-income families in counties. Children who meet the program criteria will be compensated based on the actual incurred expenses, reducing the economic pressure on low-income families due to children's medical treatment and accidents, reducing the risk of falling back into poverty due to illness or accidents, and helping to improve the health level of children in underdeveloped areas.

Funds raised in 2023

**RMB 24.44**million

Expenditure in 2023

**RMB 10.62**million



A beneficiary child of Empowering Children Program in Hengfeng County, Jiangxi Province



A beneficiary child of Empowering Children Program in Hengfeng County, Jiangxi Province



## Doctor Training Program



In view of lacking rural medical equipment and professional competence of rural doctors in underdeveloped areas in China, CFRD launched Doctor Training Program in 2020. By providing rural doctors in underdeveloped areas with digital medical-rounds kits and empowerment training, it improved the facilities and equipment of rural doctors in underdeveloped areas, support the competence development of rural doctors, improved rural medical services level, popularized hygiene and health knowledge, and provided more solid health protection for rural people.

By the end of 2023, the program had received a total of RMB 23.43 million, benefiting 35 counties (cities/districts) of 16 provincial-level regions including Yunnan and Guizhou. It had provided digital medical-rounds kits and empowerment training for 9,916 person-times of rural doctors, and donated rehabilitation health huts to 14 administrative-village clinics (community health service centers) in 6 counties of 4 provinces.

In 2023, the program received a donation of RMB 7.95 million and incurred an expenditure of RMB 9.57 million, extending its favor to 30 counties (cities/districts) in 14 provincial-level regions including Qinghai, Jiangxi and Guizhou, benefiting 4,332 people. The program, rooted in the new era, new context, and new demands of rural revitalization, constantly explores and upgrades in improving rural medical facilities & equipment and enhancing the service levels of talent team. It leverages the advantages of digital governance in healthcare and collaborates with the capabilities professional institutions, integrating the forces of companies across the society like China Life Property and Casualty Insurance Company Limited and Good Doctor Group. By doing so, it invigorates rural doctors and contributes to ensuring the health of rural residents.

Funds raised in 2023

**RMB 7.95 million**

Expenditure in 2023

**RMB 9.57 million**



A village doctor in Dongju Village, Ruyang County, Henan Province, is conducting health check-ups for villagers



A village doctor in Langdang Village, Leishan County, Guizhou Province, is conducting health science popularization for a villager



A village doctor of Sujiakou Village, Weiyuan County, Shaanxi Province, is conducting medical rounds

## Illness Relief Program



In response to the poverty-reversal challenges faced by ordinary households due to medical expenses or accidents, CFRD launched a Health Care Assistance Program in 2019. The program supports eligible individuals with financial aid, material assistance, or other forms of aid to mitigate the risk of returning to poverty as a result of such circumstances. The program includes sub-programs such as Jiujiu Medical Aid Program and Beijiankang Sickness and Accident Comprehensive Coverage Program.

In 2023, the program received a donation of RMB 11.28 million and incurred an expenditure of RMB 10.82 million, in which the Jiujiu Medical Aid Program extended its favor to 28 person-times from 10 counties in 5 provinces of China, and the Beijiankang Sickness and Accident Comprehensive Coverage Program covered 11,287 persons (times).

Funds raised in 2023

**RMB 11.28 million**

Expenditure in 2023

**RMB 10.82 million**

## Rural Healthcare Program



In view of insufficient level of medical services in underdeveloped areas, CFRD launched Rural Healthcare Program in 2023 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 program raised the level of medical services in underdeveloped areas and improved people's health. The program includes sub-programs such as Rural Healthcare, Maternal and Child health, Supporting the Needy People in Xi County, Rural Health Cooperation, Care for Families in Need, and Love Knows No Borders Medical Facility Aid.

In 2023, the program received a donation of RMB 47.52 million in funds & donations, and incurred an expenditure of RMB 50.29 million, extending its favor to 243 counties (cities/districts) in 22 provincial-level regions including Hebei, Yunnan and Guizhou, benefiting 186,500 people.

### • Maternal and Child Health Program

The program is designed for reducing maternal and infant mortality and improve the life security and health of mothers and infants in underdeveloped areas. By the end of 2023, the program had extended its favor to 41 counties (cities/districts) in 17 provincial-level regions including Yunnan, Ningxia, and Xinjiang, benefiting 813,000 person-times.

In 2023, the program provided vision screening for 9,744 person-times of children in Zhenghe County, Fujian Province, and distributed 5,508 cans of milk powder to 1,300 children in 15 counties of 9 provinces including Guangxi, Xinjiang, Sichuan, Gansu, etc., helping children grow healthily.

### • "Love Knows No Borders" Medical Equipment Aid Program

In 2023, the "Love Knows No Borders" Medical Equipment Aid Program spent RMB 8.1 million to purchase basic medical equipment for the Physical Examination Department of Jinping County People's Hospital in Yunnan Province and the Women's and Children's Health Care and Family Planning Service Center in Malipo County, benefiting 5,982 person-times in both counties.

Funds and materials raised in 2023

**RMB 47.52 million**

Expenditure in 2023

**RMB 50.29 million**



A grassroots medical worker is using integrated physical-examination machine and vehicle-mounted medical equipment to provide at-home health checks for poverty-alleviated household



A beneficiary child of Empowering Children Program in Hengfeng County, Jiangxi Province



# SOCIAL MOBILIZATION

Based on organizational cultivation and social advocacy, CFRD 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 2023, more than 128,200 volunteers provided voluntary services for CFRD's charity projects.

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



2023 东方红公益基金会 · 上海善行者 公益徒步活动





## Internet-Based Philanthropy



### • Alibaba Philanthropy

In 2023, CFRD raised a total of RMB 81.47 million through the Alibaba Charity Baby Project, an additional RMB 13.09 million through Charity E-shops and direct donation platforms. The funds were allocated to key programs such as Panda Pack Project, Backbone Project (Health Insurance for Poor Families' Labors), Child Companion Program, Rural Ambassador Training Program, Nutritious Meals Program, and several "XIN Yibai" collaborative charity partnership programs. CFRD promptly responded to flood relief in Beijing-Tianjin-Hebei, Northeast China, etc., as well as fundraising efforts for the earthquake relief operations in Jishishan. It also explored new collaborations with Alibaba Philanthropy in rural revitalization, facilitating the implementation of programs like the Rural Ambassador Training Program and the Agricultural Machinery Socialized Service Program. CFRD has collaborated with multiple industries, including Ele.me Public Welfare, Beauty Makeup Industry of Taobao, as well as the Maternal & Child industry and Fresh Food Industry of Taobao and Tmall.

During the Alibaba Philanthropy Week in 2023, CFRD mobilized several public welfare programs such as the Domestic Panda Pack, Independent Employment of Mentally Handicapped Person, and Protect Rural Children's Pursuit of Science to participate in the main venue activities. At the same time, CFRD mobilized 1,084 volunteers to participate in the "Three Hours for a better World" behavioral public welfare.

### • Tencent Philanthropy

In 2023, CFRD and Tencent Philanthropy carried out a number of online themed activities such as "March 20 PSBC Campaign", "May 12 Disaster Prevention and Risk Reduction Warmth Campaign" and "May 20 Nutritious Meals". CFRD raised RMB 94.58 million through the Tencent Philanthropy Platform, and more than 4.01 million person-times participated in the donation. Tencent Charity 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 flood-stricken areas in Beijing-Tianjin-Hebei and Northeast China, as well as Jishishan earthquake-stricken areas in the first place; the fixed-point charity donation activities are conducted through online donations of money and steps recorded by the mobile phone app, supporting the development of public welfare projects in 18 designated assistance areas.

Alibaba Philanthropy

**1.4 billion donations**

Tencent Philanthropy

**4.01 million participants**  
(person-times)



The Domestic Panda Pack Project participated in Alibaba Philanthropy Week in 2023



The "2023 Living Water NPO Development Initiative Program Rural Revitalization Special Session"



## Internet-Based Philanthropy



In 2023, Living Water NPO Development Initiative Program worked with 15 provinces (autonomous regions and municipalities), including Chongqing, Gansu, Jiangxi, Hubei, and Guizhou, supported more than 94 partners of this program and more than 20 theme-partners, and initiated 136 public welfare projects for rural revitalization. In September, CFRD, together with Tencent Foundation and Tencent Philanthropy Platform, jointly launched the "2023 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 870,000 caring people.

### • Alipay Philanthropy

In 2023, CFRD raised a total of RMB 50.12 million through the Alipay Charity Platform, with more than 28.08 million person-times of compassionate people participating in donations. The funds supported various key charity brands such as Domestic Panda Pack Project, Extra Meals for Mountain Children, One Yuan Donation for Nutritious Meals, Empowering Children - Child Health Care Project, Moving Forward of Rural Children, and Small Farm-machinery for Agricultural Growth. We actively engaged the public in events like Super Charity Day, Ant Manor, BABA Farm, Point Donation and New Year Red Envelopes. As a member of the Alipay Charity Disaster Relief Alliance, CFRD promptly responded to rescue efforts in the flood relief operations Beijing-Tianjin-Hebei, Northeast China, etc., and the earthquake relief operations in Jishishan County.

### • Tencent Philanthropy

In 2023, CFRD raised a total of RMB 67.20 million through the ByteDance Philanthropy platform. The funds were allocated to various brand projects such as Moving Forward Program, Nutritious Meals Program and Disaster Relief Program. CFRD also actively participated in platform activities like Children's Month in June, "September-5 DOU Love Public Welfare Day" in September, and "DOU Love Sending Warmth" in December, engaging celebrities and influencers like Yang Zi, Guli Nazha, An Qiujin, and Wang Huahua's Kitchen Adventure for greater impact. In 2023, with the support of ByteDance Philanthropy, CFRD launched the "Rural Starlight Public Welfare Plan" to jointly promote the dissemination of public welfare projects.

### • Third-party Internet Public Fundraising Platforms

In 2023, CFRD continued to cooperate closely with 11 philanthropy platforms such as Sina Weibo Philanthropy, Bilibili Philanthropy, Meituan Philanthropy and the Social Assistance of China, responded to the needs of the flood-stricken areas in Beijing-Tianjin-Hebei and Northeast China, as well as Jishishan earthquake-stricken areas in the first place, and carried out many Internet-based public welfare activities.

Alipay Philanthropy

**28.08** million participants  
(person-times)

ByteDance Philanthropy

**70.67** million participants  
(person-times)



"September-5 DOU Love Public Welfare Day" event of ByteDance Philanthropy platform



The agricultural-assistance rail vehicle donated by compassionate netizens of Alipay Philanthropy

# Monthly Giving Initiative



In 2023, CFRD actively promoted the concept of "monthly donation makes you happier", and advocating for the public to keep helping people in need through regular, small-amount and continuous monthly donations. By the end of 2023, the number of monthly donors had reached 100,000 persons.

In 2023, in conjunction with the organizational transformation, CFRD launched the Monthly Donation for Better Villages campaign, in which 757 donors paired with one village each, so as to help the countryside rejuvenate and make the countryside better. The number of monthly donors exceeded 20,000 persons, and the fundraising amount reached over RMB 18 million. Philanthropic Communication Officer activities were carried out, and more than 40,000 young people signed up to become communication officers, influencing 210,000 people to pay attention to public welfare. Six phases of Monthly Giving Torchbearer Programs were conducted, and monthly donors were invited to become torchbearers and share their feelings and emotions about participating in Monthly Giving Initiative with their relatives and friends. We cooperated with 16 caring enterprises including J.K. Life Insurance, Kaishu Story, etc., and 5 media including China Movie Channel, Sohu News, ZAKER, Phoenix Philanthropy and Dadi Cinema, as well as more than 20 self-media and WeChat Official Accounts to jointly promote the Monthly Giving Initiative. Throughout the year, more than 10 activities were organized, such as monthly donor welcome parties, regional gatherings, anniversary parties, and public welfare visits to project areas, with a total of 6,741 person-times participating.

Number of monthly donors

**100,000** Persons



Monthly Giving Initiative donors are taking class with children



"Share of Smiles" launched by CFRD and SOHU News - Series of Events planned for World Smile Day (May 8, 2023)



Regional gathering of Monthly Giving Initiative donors



Visit to the project area of Monthly Donation for Better Villages



# One Yuan Donation



"One Yuan Donation" is a national fundraising activity jointly initiated by CFRD and Yum China in 2008. In addition to Yum China and its employees' love donations, the activity was also carried out in Yum China's KFC, Pizza Hut, Taco Bell, Little Sheep, Simmer Huang, Lavazza other brand restaurants. The "One Yuan Donation" is 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 engaging the public in small acts of "donating a piece of love," the activity makes it possible for everyone to participate in public welfare, promoting the concept of "Public Welfare is for Everyone".

In 2023, 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 Philanthropy and Tencent Philanthropy. This program constantly expands fundraising channels, integrating platform resources for donations. This year, it launched the "One Yuan Donation - Monthly Donation & Month of Love" mini-program, creating a dedicated platform with strong interactive features, thereby establishing a stable monthly donation channel and deeply enhancing the program's brand influence. In 2023, One Yuan Donation extended its favor to 11 counties (cities/districts) in 7 provincial-level regions including Xinjiang, Guizhou, and Yunnan, benefiting over 49,000 children.

Funds raised in 2023

**RMB 19.90 million**

Participation in 2023

**5.95 million person-times**



A poster of 2023 One Yuan Donation fundraising activity



Offline campaign of "One Yuan Donation" Public Welfare Store



The scene of "One Yuan Donation" offline campaign in a KFC restaurant



The scene of "One Yuan Donation" offline campaign in a Pizza Hut restaurant

## Great Walk



To encourage the public to participate in the cause of rural revitalisation and innovate the forms of participation, CFRD launched the Great Walk in 2014. The activity encourages the public to form teams to overcome difficulties and complete the established mileage within a specified period. With the belief that 'every step will bring changes', the activity mobilises people around them to participate in public welfare projects in the form of public welfare donations or consumer support, and promotes the development of rural industries and contributes to the revitalisation of villages.

Industry development and rural revitalisation.

In 2023, the activity was carried out in Shanghai, Tianjin and Beijing, with a total of 1,458 teams registered and 5,457 people completing the challenge. 8,700 people (times) donated to the Great Walk and raised 2,853,800 RMB in donations and agricultural assistance. Among them, 403,300 RMB was used for the Love Kitchen project, 567,400 RMB for the Domestic Panda Pack project, 487,100 RMB for the New Great Wall Scholarship program for college students, 463,500 RMB for the Farmers' Sponsorship project in Xixian county, 184,000 RMB for the "Philanthropy for Everyone" Online Fundraising Platform program, 30,300 RMB for the New Great Wall Scholarship program for high school students, and 4,900 RMB for the Smiling Children program in Nepal. In addition, the Great Walk participants actively provided 713,200 RMB of consumer assistance to help farmers increase their income.

Funds raised in 2023

**RMB 2.85** million

Number of donors  
and farmer-helpers in 2023

**8,700** person-times



Team members of Great Walk (Beijing) are setting off from the starting line



Team members in the Parent-child group of Great Walk (Tianjin) are demonstrating their finisher medals



Scene of Great Walk (Shanghai) activity



## Unite the Force for Good



The "Unite the Force for Good" campaign is a national public welfare volunteer service activity for college students initiated by CFRD in 2011. The campaign 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.

In 2023, 80,000 person-times of undergraduate volunteers from 123 colleges and universities of China participated the campaign, inspiring over 200,000 people to donate. The campaign raised a total of RMB 1.76 million, extended its favor to Guizhou and Gansu provinces and donated care packages to primary school students in underdeveloped areas.

Funds raised in 2023

**RMB 1.76 million**

Number of participants in 2023

over **200,000**  
(person-times)



Volunteers from Xinjiang University are conducting fundraising at a postal outlet



Volunteers of Unite the Force for Good are posing for a photo with beneficiary primary school students

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



Initiated in the name of the wife of the Minister of Foreign Affairs of the People's Republic of China, the "Love Knows No Borders" International Charity Sale began in 2009, with the participation of the wives of the envoys in China and various forces. It is an annual charity event that has been held for fourteen consecutive years, successfully carrying out multiple public welfare projects, covering areas such as rural infrastructure construction, care for special groups, and medical equipment assistance, generating a wide and positive social impact.

On Jan.17, 2023, the opening ceremony of the 14th international charity sale themed "Love Knows No Borders, Warm the Path to Growth", was held online in Beijing. On February 8, 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, a million person-times of compassionate netizens from all walks of life at home and abroad watched it, and A total of more than RMB 8 million was raised through this event. The funds were planned for improving the hot-water bath conditions in a total of 100 primary and secondary schools in Malipo County and Jinping County of Yunnan Province.

Funds raised in 2023

Over **RMB 8 million**

## Promoting Philanthropic Participation by Boosting Consumption



In recent years, CFRD has continuously explored and innovated ways of enterprise cooperation, conducted fundraising activities by using enterprises' own advantages, and promoted charity through consumer behavior in the form of customer donations and corporate matching donations.

Since 2020, CFRD has joined hands with PepsiCo and Wumart Group to carry out the "Buy Lay's in Dmall & Wumart, Rejuvenate Agriculture" public welfare campaign, supporting special industries in underdeveloped areas through PepsiCo's product sales and donations. In August 8, 2023, CFRD in collaboration with PepsiCo and Wumart Group, jointly launched the 2023 "Buy Lay's in Dmall & Wumart, Rejuvenate Agriculture" public welfare campaign. During the campaign, for every pack of Lay's potato chips purchased by consumers at over 1,000 Wumart stores across the country and on Dmall's online platform, PepsiCo will donate funds to support the Potato Planting Project for Farmers in Weichang Manchu-Mongolian Autonomous County, Hebei Province.

2023, CFRD joined hands with PepsiCo and Jiajiayue Group to launch the "Buy Lay's in Jiajiayue to Help Farmers" public welfare campaign. It engaged consumers to support the development of sweet potato industry in Linshu County, Linyi City, Shandong Province, promote the development of village-level collective cooperatives and help villagers to get rich together.

On August 23, 2023, Walmart China and CFRD jointly launched the 2023 public welfare campaign "Walmart Companies You to Join in Nutritious Meals Program". During the four-week period, Walmart China's nationwide stores and its online channels, imdada.cn (Dada Kuaidi) and WeWork interacted with consumers, and collaborated with its suppliers Yili and Garden to jointly help rural children grow healthily



The launching ceremony of "Buy Lay's in Jiajiayue to Help Farmers" public welfare campaign



An employee of Walmart hypermarket is conducting fundraising from a consumer

## 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, CFRD 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". It facilitates experience sharing and capacity building in public welfare and charity through case studies of foreign enterprises' public welfare projects, field visits, workshops, and salons, ultimately driving foreign enterprises' support for China's rural revitalization.

In 2023, more than 40 foreign-funded enterprises donated money and goods through CFRD, with the total worth exceeding RMB 200 million. In terms of livelihood development, companies such as Qualcomm, Hyundai Motor Group (China), and JPMorgan Chase supported the Agricultural Machinery Socialized Service Program, Bona Villa Program, Agricultural Income-Generation Project (Shanpin E-Commerce), etc. For talent development, Mars Wrigley and others supported the Vocational Training Program. In rural construction, Apple, Puma, and the NBA supported the Disaster Relief Program and Ecological Afforestation Program. For childcare, LEGO, Royal Friesland Campina, and Yum China helped to carry out the Empowering Children, Enlightening the Future Program, Maternal and Child Health Program, Nutritious Meals Program, etc. In health support, USANA, Bayer and other foreign companies supported the Doctor Training Program. In educational development, Nike, Volkswagen Group (China), and Citibank supported the implementation of financial assistance to the New Great Wall Scholarship Program for High-School Students, New Great Wall Vocational Education Empowerment Project, Undergraduate Student Development Program, etc. In addition, many foreign companies cooperate with CFRD in Social Mobilization, International Projects, and other areas.





## Social Enterprise Innovation



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

In 2023, the program carried out a series of work, including the research of Social Benefit Evaluation Index System of social enterprises, construction of the rules for impact investment, as well as the Symposium on Research Findings of Social Enterprises and the Release Event of the Reports "Policy Innovation and Diffusion of Social Enterprises" and "A Collection of Foreign Social Enterprise Legislation".



Symposium on Research Findings of Social Enterprises



Participation in 2023 ESG Global Leaders Conference



## New Tea Fund



### • New Tea Industry Promotes Rural Revitalization Initiatives - New Tea Fund

On August 8, 2023, to promote the goodness of the industry and call on enterprises in the industry to participate in supporting rural revitalization, nine new-tea brands, including Chabaidao, Ancient Tea, Mixue Ice Cream & Tea, Shuyi Tealicious, Auntea Jenny, Heytea, Yihetang, Modern China Tea Shop, and SWEET7, jointly initiated with CFRD the establishment of the "New Tea Fund".

The initial fundraising of the New Tea Fund exceeded RMB 30 million, focusing on rural revitalization and agricultural assistance in underdeveloped areas. It aims to benefit the upstream agriculture through the new tea industry chain, while also considering education assistance and major disaster relief.

In December 2023, the new-tea brand "Tianlala" became the 10th member of the New Tea Fund.

On December 19, in response to the earthquake disaster in Jishishan, Gansu Province, the New Tea Fund responded collectively for the first time, supporting RMB 10 million for emergency rescue, transitional settlement, and post-disaster reconstruction in the affected areas, helping the affected people to overcome difficulties and assist in the recovery of production and life.



The founding ceremony of the New Tea Fund



The New Tea Fund is supporting the earthquake rescue operations in Gansu and Qinghai

# Living Water NPO Development Initiative Program



In response to the weak development of social organizations and insufficient resource mobilization in underdeveloped areas, CFRD 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, so as to help the underdeveloped areas establish a long-term mechanism, which facilitates social forces to participate in consolidating and expanding the achievements of poverty alleviation, and comprehensively promoting rural revitalization.

In 2023, CFRD collaborated with 94 grassroots social organizations and launched the "Living Water NPO Development Initiative Program and Rural Revitalization Session" through Tencent Philanthropy Platform. The program received a donation of RMB 66.88 million and incurred an expenditure of RMB 65.73 million, extending its favor to 460,100 person-times in 223 counties (cities/districts) in 17 provincial-level regions including Guizhou, Jiangxi and Sichuan. In 2023, this program was selected as one of the best cases in "The Fourth Global Case Collection for Poverty Reduction".

Funds and materials raised in 2023

**RMB 66.88 million**

Expenditure in 2023

**RMB 65.73 million**



Xinlong County Rural Revitalization Association, a partner of Living Water NPO Development Initiative Program, is conducting a fundraising event themed "Ami Jichu Scholarship Plan" at Gesar Square



Children participating in the promotional hiking campaign themed "Living Water NPO Development Initiative Program - Protecting Relocated Children in Du'an" in 2023



Training workshop for the Living Water NPO Development Initiative Program supported by Tencent Foundation.



Ganzhou Nankang District Xiangxin Social Work Service Center, a partner of Living Water NPO Development Initiative Program, is holding a public welfare market to raise funds for the program



## NPO Cooperation Program



In response to the insufficient ability of social organizations in solving social problems, CFRD 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.

In 2023, the program received a donation of RMB 32.40 million and incurred an expenditure of RMB 28.08 million, extending its favor to 182,800 person-times from 524 counties (cities/districts) in 30 provincial-level regions including Guizhou and Sichuan.

The ME Innovative Funding Plan for Public Welfare supports public welfare partners to carry out project innovations. In 2023, it benefited 49,000 person-times from 24 provincial-level regions including Henan and Yunnan. The "Boundless Girls" program helps girls grow happily through sports. In 2023, the program benefited 113,000 person-times from 8 provincial-level regions including Guizhou and Yunnan.

Funds raised in 2023

**RMB 32.40 million**

Expenditure in 2023

**RMB 28.08 million**



The ME Innovation Funding Plan: Making Dreams from the Plateau Come True - Innovations of Intangible Cultural Heritage supported by China Minsheng Bank



2023 "Boundless Girls" Program Partner Exchange Meeting supported by Nike Sports (China) Co., Ltd.

## The “Philanthropy for Everyone” Online Fundraising Platform Program



In response to the shortage of resources of social organizations, CFRD 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.

In 2023, the program received a donation of RMB 70.10 million and incurred an expenditure of RMB 50.95 million. The project extended its favor to 392 counties (cities/districts) in 31 provincial-level regions including Guizhou, benefiting 287,000 person-times.

Funds raised in 2023

**RMB 70.10** million

Expenditure in 2023

**RMB 50.95** million



Beneficiary Students of the Beautiful School – Rongjiang Quality Education Characteristic School Project



The rural course implemented by New Horizon Charity Foundation (Beijing)



# INTERNATIONAL PROJECTS

CFRD adheres to the philosophy of "Love without Borders, People-to-People Connectivity" and the principles of "Respect for the Locals, Driven by Local Needs, Partnership and Sustainability". By the end of 2023, our international aid and advocacy programs had extended its favor to more than 2.24 million people in over 20 countries and regions. CFRD officially registered offices in Myanmar and Nepal in 2015, as well as in Ethiopia in 2019.

In 2023, with the support of governments, enterprises, partners and compassionate people, CFRD closely focused 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 13 countries including Myanmar, Nepal, Ethiopia, Burundi, Chad, Cambodia, Laos, Sri Lanka, Turkmenistan, Afghanistan, Iraq, South Sudan and Turkey. These projects raised RMB 66.19 million and incurred an expenditure of RMB 57.64 million, benefiting 319,200 people.

- Panda Pack Project
- Smiling Children Program
- Integrated International Project
- International Advocacy





# Panda Pack Project



In response to the lack of school supplies, hygiene products and daily necessities for primary school students in developing countries, CFRD and Alibaba Philanthropy jointly launched the Panda Pack Project in 2019. With the slogan "Gifts from Panda Land", the Project aimed at providing school supplies, hygiene products and daily necessities to primary school students from development countries in China's neighborhood and developing countries participating in the "Belt and Road" Initiative, improving the learning, hygiene and living conditions of these beneficiaries, so as to promote the all-round development of the students, convey the love from Chinese people, promote people-to-people connectivity and build bridges of friendship.

By the end of 2023, the project had raised a total of RMB 172 million. In 2023, the project received a donation of RMB 32.57 million and incurred an expenditure of RMB 26.69 million, extending its favor to eight countries such as Myanmar, Nepal, Ethiopia, Cambodia, Laos, Burundi, Chad and Iraq, providing panda packs for 223,000 students.

Funds raised in 2023

**RMB 32.57 million**

Expenditure in 2023

**RMB 26.69 million**



Beneficiary students of Panda Pack Project in Laos



Beneficiary students of Panda Pack Project in Myanmar



Beneficiary students of Panda Pack Project in Nepal



Panda Pack Distribution Ceremony in Kurdistan Region of Iraq



# Smiling Children Program



In response to the problem of hunger faced by children in poor areas of some developing countries, CFRD initiated the Smiling Children Program in 2015 to help hungry children grow up healthily by either provision of meals or food distribution. The program aims to convey the spirit of friendship of Chinese people, and promote people-to-people connectivity.

In 2023, the program raised RMB 29.29 million (including RMB 7.90 million for WFP's school feeding program), with the expenditure of RMB 24.19 million (including RMB 5 million for WFP's meal provision program). The program benefited 47,800 children from 5 countries, including Ethiopia, Myanmar, Nepal, Sri Lanka and Afghanistan. CFRD, in collaboration with WFP, also implemented school feeding program in Cambodia and Laos, benefiting 29,000 children.

Funds raised in 2023

**RMB 29.29 million**

Expenditure in 2023

**RMB 24.19 million**



Provision of school meals in Nepal



Provision of school meals in Ethiopia



Distribution of food packages in Afghanistan



Provision of school meals in Myanmar

# Integrated International project



In response to the urgent livelihood problems of the mass caused by poverty in developing countries, CFRD launched the Integrated International Project in 2019, upholding the work concept of "Love without Borders, People-to-People Connectivity". It focuses 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", so as to help vulnerable groups in developing countries access resources, get rid of their vulnerable situations and achieve self-development.

In 2023, the Integrated International Project raised RMB 4.32 million with an expenditure of RMB 6.75 million, extending its favor to 19,400 person-times. CFRD's Myanmar Office implemented projects such as WASH Program for schools, Bank of China (BOC) - Pauk-Phaw Scholarship, and cyclone disaster relief; CFRD's Nepal Office carried out projects such as WASH Program for communities, Nepalese Youth Vocational Training Program, and earthquake relief in Nepal; CFRD's Ethiopia Office implemented projects such as Wash Program and Solar Light Program. In addition, CFRD launched the International Bicycle Project in Cambodia, the Disability Reduction and Poverty Alleviation Project in Turkmenistan, and distributed oxygen concentrators in South Sudan.

Funds raised in 2023

**RMB 4.32 million**

Expenditure in 2023

**RMB 6.75 million**



A beneficiary of the Turkmenistan Poverty Reduction and Disability Assistance Project



Nepalese Youth Vocational Training Program - Trainees are attending the vegetable planting class



Ethiopian Water Cellar Donation Ceremony



Beneficiary students of Bank of China - University of Yangon Scholarship are participating in an event of Panda Pack Project



## International Advocacy



CFRD actively participated in and hosted high-end international and domestic platform conferences to carry out international advocacy. In terms of international exchanges, CFRD participated in the 52nd Session of the United Nations Human Rights Council in Geneva, Switzerland, and delivered video speeches in both the 53rd and 54th sessions. In the SCO Forum on Poverty Reduction and Sustainable Development, CFRD hosted the Sub-forum on Social Forces Promoting Sustainable Development in Rural Areas. CFRD also attended the launch ceremony of the "Silk Road Connectivity Action" Sino-Cambodian Livelihood Cooperation Series, and participated in the 2023 Forum on China-Africa Cooperation (FOCAC) - Poverty Reduction and Development Conference and 2023 International Seminar on Global Poverty Reduction Partnerships, the First High-Level Conference of the Forum on Global Action for Shared Development, as well as the Inauguration meeting of the Global Development Promotion Center Network and the First Dialogue Session at the Director-general Level. In domestic industry exchanges, CFRD participated in the Case Display Session of the People-to-People Connectivity Sub-Forum in

the third Belt and Road Forum for International Cooperation, and presented CFRD's Panda Pack Project with the theme "For the Colorful Dreams of Millions of Kids" in the form of a stage play. CFRD hosted the parallel forum "Belt and Road Initiative and the Internationalization of Chinese Philanthropy" in the first Asia Philanthropy Forum in 2023, and released the updated achievements of the "Operation Manual of Chinese Civil Societies Going Global (Nepal Country Manual) 2023 Edition". CFRD also organized the "Going Global, Shared Responsibility - Symposium on CSR of Chinese Overseas Enterprises" and co-hosted the first Youth Sustainable Development Action Exchange Conference with the theme "Smiling Children, Sowing Hope". At the same time, CFRD's overseas offices were actively advocating locally, such as co-hosting the "Join Hands with Ethiopia for a Win-Win Future - 2023 CSR Forum: Chinese Enterprises in Ethiopia"; hosting the 8th Anniversary Summary Meeting of the CFRD's Myanmar Office; assisting Nepalese partners in organizing the Seminar on "Enhancing Quality of Basic Education in Western Nepal", and more.



Zheng Wenkai, President of CFRD, delivered a speech at the SCO Forum on Poverty Reduction and Sustainable Development



CFRD co-hosted the "2023 CSR Forum: Chinese Enterprises in Ethiopia"



A stage play demonstration of Panda Pack Project case in the third Belt and Road Forum for International Cooperation



CFRD participated the parallel forum "Belt and Road Initiative and the Internationalization of Chinese Philanthropy" in the first Asia Philanthropy Forum

# International Program Map 2023



## SUSTAINABLE DEVELOPMENT GOALS



**Turkmenistan**



**Turkey**



**Chad**



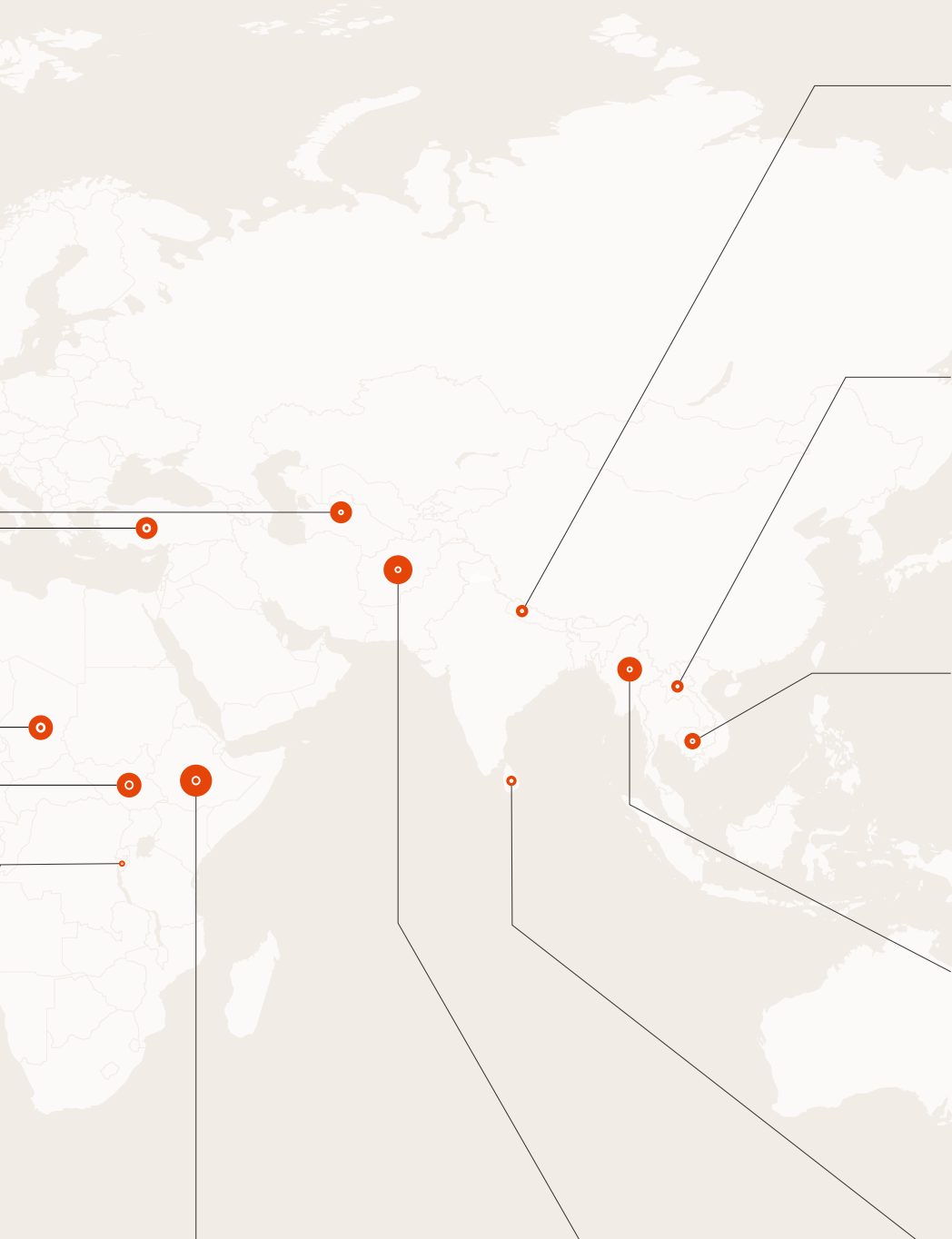
**South Sudan**



**Burundi**







### Nepal

**CFRD NEPAL OFFICE**  
 नेपाल विकास परिषद्  
 नेपाल विकास परिषद्



### Laos



### Cambodia



### Myanmar

**CFRD MYANMAR OFFICE**  
 မြန်မာ့အလင်းဘဏ်  
 မြန်မာ့အလင်းဘဏ်



### Ethiopia

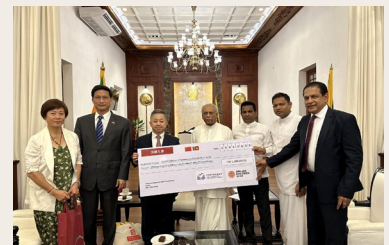
**CFRD ETHIOPIA OFFICE**  
 የኢትዮጵያ ህዝብ አገልግሎት ቤቅ  
 የኢትዮጵያ ህዝብ አገልግሎት ቤቅ



### Afghanistan



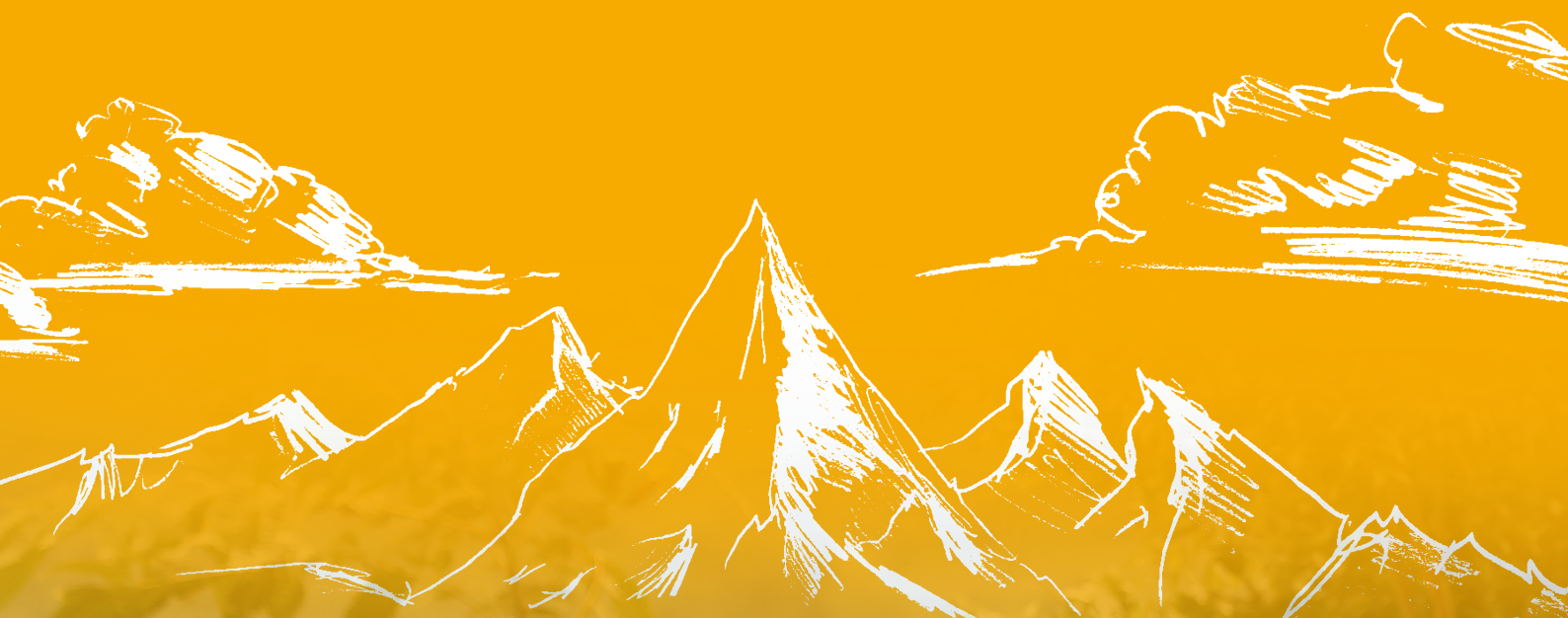
### Sri Lanka



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 CFRD 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 Rural Development, including the Balance Sheet as at Dec. 31, 2023, Operating Activity Statement, Cash Flow Statement and Notes to Financial Statements of Year 2023.

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 Rural Development as at Dec. 31, 2023, and the operation results and cash flow in the Year 2023.

### 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 Rural Development 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.

### II. Basis for Audit Opinions

China Foundation for Rural Development 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, willful 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):



Chinese Certified Public Accountant:



March 4, 2024



# Balance Sheet

Prepared by: CFRD

Year 2023

Currency: RMB

Assets	Line No.	Amount on Dec. 31, 2022	Amount on Dec. 31, 2023	Liabilities and net assets	Line No.	Amount on Dec. 31, 2022	Amount on Dec. 31, 2023
<b>Current Assets:</b>				<b>Current Liabilities:</b>		<b>Amount on</b>	
Monetary assets	1	171,686,371.61	664,625,820.84	Short-term borrowing			
Short-term investments	2	1,473,341,484.72	983,703,758.70	Accounts payable	13	5,583,502.20	27,440,070.64
Accounts receivable			-	Salaries payable	14	2,299,511.87	2,580,298.72
Prepayments	3	25,811,259.18	914,194.00	Tax payable	15	174,757.02	105,956.31
Other receivable	4	3,537,310.86	4,632,970.96	Other payables	16	4,836,980.76	8,724,810.64
Inventory	5	39,696,716.61	89,357,421.78	Prepayments			
Deferred expenses				Accrued expenses			
Other current assets	6		27,388.09	Long-term liabilities due within one year			
<b>Total current assets</b>		<b>1,714,073,142.98</b>	<b>1,743,261,554.37</b>	<b>Total current liabilities</b>		<b>12,894,751.85</b>	<b>38,851,136.31</b>
Long-term equity investment	7	7,263,473.32	12,634,962.94	Long-term borrowing			
Long-term bond investment	8	23,902,000.00	216,634,699.57	Long-term payables			
<b>Total long-term investment</b>		<b>31,165,473.32</b>	<b>229,269,662.51</b>	<b>Total long-term liabilities</b>			
Original value of fixed assets	9	327,143,422.06	352,987,477.92				
Subtract: Accumulated depreciation	9	29,179,266.23	44,709,922.57	Fiduciary agency liabilities			
Net value of fixed assets	9	297,964,155.83	308,277,555.35	<b>Total liabilities</b>		<b>12,894,751.85</b>	<b>38,851,136.31</b>
Construction in progress	10	20,300,821.58					
Cultural relics & cultural assets	11	273,892.00	273,892.00				
Disposal of fixed assets				Net assets:			
<b>Total fixed assets</b>		<b>318,538,869.41</b>	<b>308,551,447.35</b>	Net unrestricted assets	17	774,281,981.15	797,148,998.60
Intangible assets				Restricted assets	17	1,277,021,026.41	1,445,082,529.32
Other non-current assets	12	420,273.70					
Fiduciary assets							
Fiduciary assets				<b>Total net assets</b>		<b>2,051,303,007.56</b>	<b>2,242,231,527.92</b>
<b>Total assets</b>		<b>2,064,197,759.41</b>	<b>2,281,082,664.23</b>	<b>Sum of liabilities and net assets</b>		<b>2,064,197,759.41</b>	<b>2,281,082,664.23</b>

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

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

# Operating Activity Statement

Prepared by: CFRD

Year 2023

Currency: RMB

Item	Line No.	Current Year		
		Unrestricted	Restricted	Total
<b>I. Income</b>				
Including: Income from donations	1	63,705.50	1,375,701,441.35	1,375,765,146.85
Income from provision of services	2	10,279,296.00		10,279,296.00
Income from sales of goods	3			
Government subsidies	4			
Return on investment	5	27,255,593.73		27,255,593.73
Other income	6	3,576,452.49		3,576,452.49
<b>Total income</b>	<b>7</b>	<b>41,175,047.72</b>	<b>1,375,701,441.35</b>	<b>1,416,876,489.07</b>
<b>II. Expenses</b>				
(I) Business activity expenses	8	1,169,287,363.20	-	1,169,287,363.20
1. Expenses on donation activities	9	1,159,816,219.11		1,159,816,219.11
2. Cost of government subsidies	12			
3. Expenses on provision of services	13	9,471,144.09		9,471,144.09
(II) Administrative expenses	14	40,445,498.36		40,445,498.36
(III) Financing expenses	15	16,128,689.70		16,128,689.70
(IV) Other expenses	16	185,747.04		185,747.04
<b>Total expenses</b>	<b>17</b>	<b>1,226,047,298.30</b>	<b>-</b>	<b>1,226,047,298.30</b>
<b>III. Converting restricted net assets into unrestricted net assets</b>	<b>18</b>	<b>1,207,639,938.44</b>	<b>-1,207,639,938.44</b>	<b>-</b>
<b>IV. Changes in net assets (a decrease is marked with "-")</b>	<b>19</b>	<b>22,767,687.86</b>	<b>168,061,502.91</b>	<b>190,829,190.77</b>

Item	Line No.	Last Year		
		Unrestricted	Unrestricted	Total
<b>I. Income</b>				
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
<b>Total income</b>	<b>7</b>	<b>77,657,473.09</b>	<b>1,158,555,665.24</b>	<b>1,236,213,138.33</b>
<b>II. Expenses</b>				
(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. Cost 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
<b>Total expenses</b>	<b>17</b>	<b>1,153,744,657.78</b>		<b>1,153,744,657.78</b>
<b>III. Converting restricted net assets into unrestricted net assets</b>	<b>18</b>	<b>1,081,382,282.14</b>	<b>-1,081,382,282.14</b>	
<b>IV. Changes in net assets (a decrease is marked with "-")</b>	<b>19</b>	<b>5,295,097.45</b>	<b>77,173,383.10</b>	<b>82,468,480.55</b>

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 2023

Currency: RMB

Item	Line No.	Line No.	Last Year
<b>I. Cash flow from operating activities</b>	<b>1</b>		
Cash from donation	2	1,288,462,534.19	1,088,642,677.47
Cash from membership due	3		
Cash from service provision	4	11,402,088.55	7,501,886.80
Cash from goods sale	5		
Cash from governmental subsidy	6		
Other cash received in connection with operating activities	7	10,066,944.80	35,942,880.26
<b>Sub-total of cash inflows</b>	<b>8</b>	<b>1,309,931,567.54</b>	<b>1,132,087,444.53</b>
Cash for providing donation or funding payments	9	1,001,676,380.88	960,829,944.34
Cash paid to and for employees	10	48,571,418.92	43,736,097.87
Cash paid for purchasing goods and accepting labor services	11		
Other cash paid related to operating activities	12	71,666,208.04	64,960,944.33
<b>Sub-total of cash outflows</b>	<b>13</b>	<b>1,121,914,007.84</b>	<b>1,069,526,986.54</b>
Net cash flow from operating activities	14	188,017,559.70	62,560,457.99
<b>II. Net cash flow from investing activities</b>	<b>15</b>		
Cash from recovery of investment	16	1,226,032,979.31	2,058,381,791.06
Cash from investment proceeds	17	27,657,400.02	49,343,449.18
Cash from disposal of fixed and intangible assets	18	100.00	14,850,288.00
Other cash received in connection with investing activities	19		982,086.10
<b>Sub-total of cash inflows</b>	<b>20</b>	<b>1,253,690,479.33</b>	<b>2,123,557,614.34</b>
Cash paid for purchase or construction of fixed assets and intangible assets	21	3,237,676.77	5,021,018.88
Cash paid for external investment	22	933,546,342.44	2,110,787,972.22
Other cash paid in connection with investing activities	23		
<b>Sub-total of cash outflows</b>	<b>24</b>	<b>936,784,019.21</b>	<b>2,115,808,991.10</b>
Net cash flow from investing activities	25	316,906,460.12	7,748,623.24
<b>III. Cash flow from fundraising activities</b>	<b>26</b>		
Cash from borrowing	27		
Other cash received in connection with fundraising activities	28		
<b>Sub-total of cash inflows</b>	<b>29</b>		
Cash for repayment of borrowing	30		
Cash for paying interest	31		
Other cash paid in connection with fundraising activities	32	12,213,808.88	11,744,974.59
<b>Sub-total of cash outflows</b>	<b>33</b>	<b>12,213,808.88</b>	<b>11,744,974.59</b>
Net cash flow from	34	-12,213,808.88	-11,744,974.59
<b>IV. Effect of exchange rates on cash</b>	<b>35</b>	<b>438,105.48</b>	<b>1,729,242.76</b>
<b>V. Net increased value in cash and cash equivalents</b>	<b>36</b>	<b>493,148,316.42</b>	<b>60,293,349.40</b>

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

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







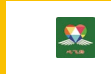
# OUR PARTNERS



03









# 04



# OUR ORGANIZATION

## President

Zheng Wenkai

## Executive Vice President

Liu Wenkui

## Vice Presidents

Chen Zhigang    Wang Zhenyao    Jin Jinping

## Trustee

Wang Lei    Wang Lizhi    Wang Xingzui    Wang Zhenyao    Liu Wenkui    Sun Lijun

Li Tao    Wang Xiangdong    Chen Zhigang    Chen Hongtao    Jin Jinping    Zheng Wenkai

Xiang Lei    Zhao Guanjun    Dang Yanbao    Guo Kai tian

## Supervisors

Wang Hui    Bai Xiaohong    Liu Xinbing

## Secretary-General

Chen Hongtao

## Deputy Secretary-General

Wang Jun    Ding Yadong    Wang Peng    Yan Zhitao    Qin Wei

## CFO/ Assistant Executive Director

Tang Fengmei    Wei Dandan

## Functional Departments

Department of  
Administration

Department of  
Financing and Planning

Department of Human  
Resources

Department of Monitoring  
and Research

Department of Branding  
and Communications

Department of  
Information Technology

## Business Departments

Department of Resource  
Development

Department of Rural  
Revitalization Partnership

Department of Internet  
Fundraising

Department of Monthly  
Giving Promotion

Department of Livelihood  
Development

Department of Bona  
Villa Program

Department of Youth  
Development

Department of Rural  
Construction

Department of  
Disaster Relief

Department of Rural  
Construction

Department of Education  
Development

Department of Child  
Development

Department of Health  
Development

Department of Program  
Cooperation(Living Water  
Initiative Office)

Department of International  
Development

Center for Innovation and  
Social Enterprise Promotion



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

#### **Beijing Office**

Tel: 010-82872688      Fax: 010-62526268  
Address: Building 4, Yard 2, Huayuan Road A, Haidian District, Beijing  
Postal code: 100191

#### **Chengdu Office**

Tel: 028-65771238      Fax: 028- 65771238 - 697  
Address: Floor 12, China CITIC Bank, No.208, Shijicheng Road, High-Tech District, Chengdu, Sichuan  
Postal code: 610041

Official website: [www.cfrd.org.cn](http://www.cfrd.org.cn)  
Inquiries: 010-82872688 010-62655199  
Complaints: 010-62557336  
Bank account: Bank of China  
(Beijing Science and Technology Exhibition Center Branch)  
Account number: 3233 5602 9109

