

# 2013 中国扶贫基金会年度报告

中国天央空立六十次以口 CHINA FOUNDATION FOR POVERTY ALLEVIATION ANNUAL REPORT 2013

#### By the end of 2013

China Foundation for Poverty Alleviation had accumulatively raised poverty alleviation funds and materials totaling RMB **9.57** billion. Beneficiaries in state-designated impoverished and disaster areas totaled **17.8** million.

### In **2013**

**45.7** million individuals and over **5,000** institutions donated money and goods to China Foundation for Poverty Alleviation, and **42,231** volunteers provided **1.0235** million hours of voluntary service.

#### In **2013**

China Foundation for Poverty Alleviation raised poverty alleviation funds and materials totaling RMB **2.43** billion. Beneficiaries in state-designated impoverished and disaster areas totaled **2.87** million.





## Insist, and it will change!

### ABOUT US

China Foundation for Poverty Alleviation, as a national public investing foundation established in 1989, is registered at the Ministry of Civil Affairs, and was rated as National 5A Foundation by the Ministry of Civil Affairs in 2007 and 2013.

### **OUR VISION**

*To become a social innovation frontrunner for China's charity and civic participation sector.* 

### **OUR MISSION**

*Practice kindness, reduce poverty, improve oneself for the betterment of others.* 

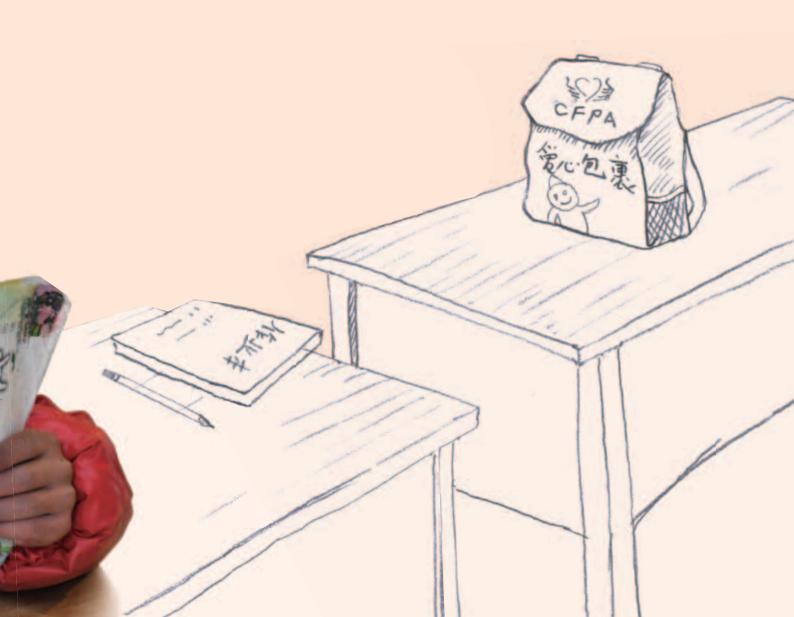
### OUR CULTURE

Service, Change, Sunshine











In 2013, China's public welfare industry experienced challenges and also faced opportunities. However, the opportunities outweighed the challenges on the whole. The government tries more open policies and regulations, and continuously promotes the cultivation and development of social organizations so that the benign competition of the industry gradually comes into being. The development and application of the mobile internet technology forces the public welfare industry to deepen the reform.

The Third Plenary Session of the 11th Central Committee of the Communist Party of China (CPC) brought hopes to the deepened reform of China's society. The session confirmed many major reform ideas: the market played decisive roles in the resources allocation; the private poverty and private economy had the same status as the public economy and were protected by the law; farmers could join the resources operation through the urban and rural linked land market; increase the possibility that farmers were transformed into urban residents by weakening the household register management; the de-administration and the separation of politics from society of public institutions and public service organizations. China's economy will not recede through reform and then the public welfare will grow tremendously, so all public welfare institutions will enjoy greater growth space.

Only by the reform can China's public welfare industry improve and develop continuously. Non-public foundations spring up like mushrooms, the direct registration is carried out, the government functions are separated from the enterprise management, the administrative societies are opened and many public welfare organizations emerge constantly. The development and rising of the emerging public welfare forces bring development driving forces and vigor to the whole public welfare industry, and also make the public welfare industry enter the era of benign competition.

After the "4.20" Hushan earthquake occurred, the overall credibility of the public welfare industry was not enough, but we saw that the public welfare industry still provided support in face of the disasters, and showed more rationality. The phenomena will require the public welfare industry more apparent and opener, and the modern public welfare awareness of the public will further promote and force the reform and improvement of the public welfare institutions.

In 2013, the mobile internet technology further expanded the influence on the production and life of people. The improvement and application of the mobile internet technology represented by WeChat promoted changes in all social aspects. With the wide application of the mobile internet technology, all the industries like financial industry, retailing industry, manufacturing industry, media industry, advertising industry, paper-making industry, service industry and public welfare industry will change, changing the life style and the ways of work and communication of people.

Facing the changes in 2013, China Foundation for Poverty Alleviation consistently adheres to the mission, faces up to the challenges, constantly makes innovations, grasps the pulse of the times, takes social problem-solving as guidance and moves forward.

In 2013, the "energy efficiency year", China Foundation for Poverty Alleviation continued seeking the perfect internal governance, further improved the KPI evaluation mechanism, innovation system, training system, project management system and brand management system, continued promoting the information construction and continuously enhanced the energy efficiency of institutions. In 2013, China Foundation for Poverty Alleviation totally received the love money and materials of RMB524.62 million from 45.7 million individuals and over 5,000 institutions. 42,231 volunteers provided 1.0235 million hours of voluntary service. The total public welfare expenditure nearly hit RMB322.42 million. The petty loans of RMB1.87493 billion were given to 182,300 families and 656,600 Chinese rural poor women, and the beneficiaries reached 2.8688 million person-times. These achievements were attributed to the joint efforts of all donors, partners, volunteers and every staff of China Foundation for Poverty Alleviation, and are worthy of celebration.

However, we should think whether the success of yesterday is bound to the success of tomorrow. In the era that the mobile internet promotes the whole economic and social paces to speed up, we have to forge ahead or will fall behind. Therefore, all staffs of China Foundation for Poverty Alleviation should see through the changes clearly like wise men, alert us to changes like the cheetah, set a new benchmark and transcend selves in study.

You may say that the world changes too quickly, the mobile internet creates obstacles or the industry reform stalls. Do not complain. The action logic of China Foundation for Poverty Alleviation is to change ourselves. Changing ourselves can influence others, and find confidence, strength, like-minded people, the value and the WIFI of the times. To change selves not only changes the world, but reins the future. Facing the opportunities, China Foundation for Poverty Alleviation makes use of the wind of the "Third Plenary Session", seizes the opportunities brought by the mobile internet and modern technological civilization to all industries, and joins hands with more people of vision, take efforts to promote the settlement of current social problems, creates more opportunities that can change the poverty and fates for the people in impoverished areas and conditions, and strives to realize the social value. These are the expectations and motivations of the China Foundation for Poverty Alleviation in 2014.

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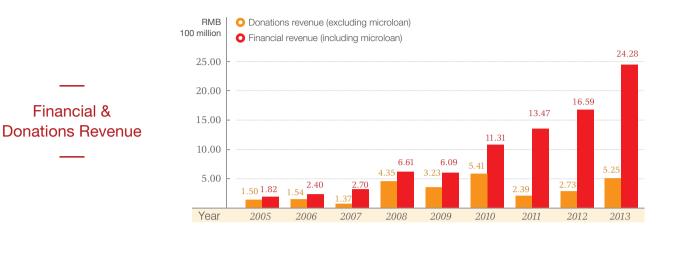


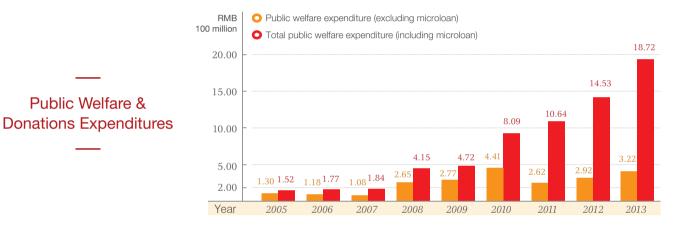
## **OUR 2013**

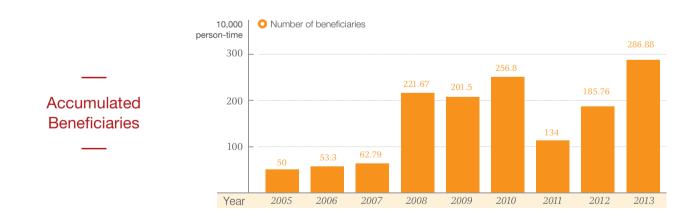
TAL ADDRESS

In 2013, we are delighted and very proud that we were able to improve nutrition conditions for children in poor areas and donate schoolbags for them. As a result, those kids have the ability to attend high schools and colleges in the future.

In 2013, we not only strengthened our professionalism and credibility, but we also intensified the construction of information and service for our donors. With full enthusiasm, a redoubling of efforts, considerate service, and efficiency in work, we returned the support of our donors. Furthermore, we delivered the love of the donors to those unyielding people in impoverished and tough environment without reservation.







2013

**45.7** million individuals and over **5,000** institutions donated funds and materials to the China Foundation for Poverty Alleviation, and **42,231** volunteers provided **1.0235** million hours of voluntary services.

### Domestic **Beneficiaries Map 2013**

54,917 pupils from 48 primary schools will soon live in proper and bright new dormitories;

331,336 students received new School Package or down jackets; 52,514 students received Jingxin schoolbags or One cares One sneakers:

The malnutrition status of pupils (143,259 person-times) was alleviated;

5.304 senior high school students got rid of the trouble of dropping-out out of school, and continued studying in 74 senior high schools;

6,640 impoverished college students got student subsidies and realized dreams in 196 colleges;

850,552 people in disaster areas obtained humanitarian aids;

9,342 impoverished mothers and children got help and 23 pregnant women escaped death threats;

182.300 impoverished peasant households obtained the support of microloan.

61,511 impoverished people in Sudan directly benefited from our aid projects;

More than 16,600 impoverished pupils in Cambodia obtained the financing aid of Nutritious Meals Projects

8.240 impoverished pupils in Nepal obtained the financing

aid of Nutritious Meals Projects.

#### Beneficiaries

Anhui

Beijing

Fujian

Gansu

Guangxi

Guizhou

Hebei

Henan

Hubei

Hunan

Jiangsu

Jiangxi

Liaoning

Ningxia

Inner Mongolia

Jilin

heilongjiang

GuangDong

• 0-10000 • 10001-50000 ○ 50001-150000 ○ 150001-250000 **O** 250000 -

2.78 million people benefited in 648 counties of 31 provinces (cities and autonomous regions) of China; 86,400 people received the care of love in Sudan, Cambodia and Nepal.



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51

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22

24

23

21

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1 10

• Equality in education	Livelihood development
O Sanitation and health	Others
O Disaster relief	O Total

#### The Project Performance 2013 (excluding microloan data)

20614

3518

36157

14988

2126

1499

1503

2442

216960

15157

48734

61511

16600

8240

2868812

120

1054692

Iniversity	Beneficiaries	Qinghai	8	3
4	16211	Shandong	15	3
29	26669	Shanxi	9	2
2	32303	Shanxi	11	5
5	42212	Shanghai	2	6
12	256074	Sichuan	68	30
3	27082	Tianjin	3	4
4	118087	Tibet	4	6
3	309481	Xinjiang	11	5
2	36727	Yunnan	111	10
4	3325	Zhejiang	7	5
15	63289	Chongqing	12	3
3	55636	Hainan	2	0
2	7448			
9	3340		tional beneficiaries	
8	37203	Sudan		
7	247949	Cambodia		
1	59399	Nepal		
1	21519	Total	648	196
I	21519	Total	048	196

### Project Performance 2013



### TO IMPROVE HEALTH CONDITIONS

In impoverished regions, medical service is insufficient, medical care level is low and the morbidity rate is high. Especially for weak and pregnant women and infants, morbidity rates remain high. In the remote mountain areas, many children grow in the living environment with single diet structure and malnutrition so that normal growth and development are jeopardized and school records are difficult to improve. Health problems facing vulnerable populations is one of the central focus of society and the world.

China Foundation for Poverty Alleviation respectively launched such projects as "Maternal and Infant Health Project" and "School-Feeding Project" in 2000 and 2008, and strived to build the comprehensive security system of pregnant and lying-in woman subsidies, medical personnel training, medical equipment aid and disaster relief aid. We advocated for all of society to be concerned about the nutrition status of children in impoverished areas, provided nutritious foods for children, improved the mortality rates for pregnant women in poor areas, reduced malnutrition rates for children, and guaranteed the nutrition demands of children by growing and enhancing the physical and mental health level of the impoverished population.



## 1 GUARANTEE MATERNAL AND CHILD HEALTH

Since the "Maternal and Infant Health Project" was launched in 2000, it has subsidized 195,000 people and rescued 387 critically ill pregnant women. The project has reached over 5 million people across 13 counties in 7 provinces. In 2013, the project subsidized 9,342 people and rescued 23 critically ill pregnant women.

### IMPROVE CHILDREN'S HEALTH 2 AND NUTRITION

Since the Love Foods Project was established in 2008, it accumulatively covers 39 counties (districts) in 24 cities across 6 provinces, among which the Nutritious Meals cover 107,503 people in 432 project schools in 4 provinces, and the Love Kitchen covers 123,795 people in 395 project schools in 5 provinces. In 2013, more than 140,000 students benefited from the Love Foods project.

Since 2004, Vita Meal and other nutritious food donation projects totally cover over 550,000 people from nearly 50 counties in 19 provinces (municipalities/autonomous regions). In 2013, the projects covered nearly 30,000 person-times.

Picture one

Since 2009, Industrial and Commercial Bank of China has begun supporting the "Maternal and Infant Health project" in Wanyuan, Tongjiang and Nanjiang of Sichuan

Picture two | Nutritious Foods

Picture three I Inspect the performance of the Love Kitchen project











### TO PROMOTE EDUCATIONAL EQUALITY

In the old liberated areas, ethnic minority areas and remote areas of China, the economy develops slowly due to various restrictive factors such as bad natural environment and remote geographic location. Many dormitories of rural primary schools have become dangerous buildings due to disrepair for many years, which not only have hidden dangers, but fail to meet the accommodation demands of students. In recent years, the "Closing and Merging Schools" plan exacerbates the difficult accommodation situations of the students in poor areas. Students in impoverished regions lack school supplies, and extremely poor senior high school students and college students cannot meet daily living expenses. Therefore, China Foundation for Poverty Alleviation launches such projects as Nesting Action, School Package and New Great Wall to improve the comprehensive development and libraries for rural Primary Schools in impoverished areas, organizing care package donation, training of music, sports and arts teachers, volunteer teaching and subsidizing the extremely poor senior high school students and college students. China Foundation for Poverty Alleviation aims to solve the difficult accommodation problems of the students in impoverished areas, improve the teaching status quo of music, sports, arts and studying conditions of the primary schools in the rural impoverished areas, help the poor senior high school students and college students, care for impoverished areas, help the poor senior high school students and college students in the rural impoverished students and cultivate the perfect and sound personality of poor students.



## WARM PACKAGES, LOVING HEARTS

### **Objective**

Improve the learning conditions and promote comprehensive growth of children in impoverished areas.

The "School Package" Program, launched in 2009, aims to solve the problems of insufficient music, sports and arts education of children in impoverished areas, build the donation platform of "transparency, convenience and interaction" and promote the development of public welfare. As of December 31, 2013, the project had accumulatively received the social donations of RMB 320.2564 million, including 1.62 million individual donations and 150,000 unit donations. The project benefited 10,161 schools, 2.73 million students and 6,549 families in 478 counties in 29 provinces.

In 2013, the School Package project benefited 1,829 schools and 331,336 students in 144 counties in 26 provinces.



## 2 to build warm school and dormitory

### **Objective**

Build student dormitories for primary schools in impoverished rural areas, and improve the conditions of difficult schooling and accommodation.

In October 2011, China Foundation for Poverty Alleviation and CCTV News Channel jointly launched "Nestling Action-Hold a Warm Family for Poverty-Stricken Students" ("Nestling Action" for short), which aimed to build student dormitories for rural primary schools in impoverished areas and improve the problems of difficult schooling and accommodation in impoverished areas. By the end of 2013, the Nestling Action had raised more than RMB100 million, built dormitories for 191 schools in 86 counties in 17 provinces. In 2013, 54,917 people from 48 schools were benefited.



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## **3** TO HELP POVERTY-STRICKEN STUDENTS

### **Objective**

Mobilize social forces to help the most needy college students and senior high school students, and help them realize their dreams.

The New Great Wall Project, launched by China Foundation for Poverty Alleviation in 2002, mobilizes social forces to help most needy college students and senior high school students realize their dreams, establishes self-improvement society and self-improvement class, the interdependent organizations of college students, to deliver social care and forge self-improvement talents through self-service, helping, struggling and serving society, and sets up the interactive networks and platforms of students, donors and the society to create the new great wall of the times together with care, knowledge and talents.

By the end of 2013, the New Great Wall Project had accumulatively covered over 500 colleges in 31 provinces (cities), subsidized the cost of school for 105,365 most needy college students, established 102 self-improvement societies with over 50,000 members, set up 240 self-improvement classes in 140 senior high schools in 125 counties of 25 provinces (municipalities and autonomous regions) and subsidized 11,938 extremely poor senior high school students.

In 2013, the New Great Wall Project subsidized 6,440 college students including 2,866 freshmen and 5,304 senior high school students including 2,224 new students.



#### 01 02 03

Picture one New Great Wall Project · Penglinji Education fund 10th Anniversary Commemoration & Commendation Meeting

Picture two Yuan Li, Vice President of China Development Bank, awarded the students of 2013 New Great Wall Self-improvement Class

Picture three | 10 New Great Wall Self-improvement Classes sponsored by China Citic Bank in 2013



### TO IMPROVE RURAL LIVELIHOODS

Remote and vulnerable groups are at a disadvantaged position to improve their own lives due to a lack of financial support, small production scale, and inconvenient transportation. In order to increase opportunities for impoverished areas to benefit from the economic development, China Foundation for Poverty Alleviation actively provides credit service for poor families, strives to improve the production conditions and transforms the operation models.



## 1 SELF-RELIANCE MICROFINANCE

### **Objective**

Support the middle-low income community to carry out income-earning activities and enhance the self-development ability to stably get rid of poverty and become better off.

CFPA Microfinance Management Limited, Co., Ltd. (abbreviated as CFPAMF), as a social enterprise that innovates financial poverty-alleviation models, was established by China Foundation for Poverty Alleviation in 2008, independently implements and manages the microloan poverty alleviation pilot projects. CFPAMF, whose predecessor is the Microloan Department of China Foundation for Poverty Alleviation, started from the Qinba Mountain Area Poverty Alleviation Project of the World Bank in 1996. The project aimed to support middle and low income groups to carry out income-earning activities through microloans and enhance theirself development ability so as to get rid of poverty and become better off.

CFPAMF has accumulatively provided more than 685,000 farmer microloans totaling over RMB 5.57 billion and nearly 2 million impoverished people are directly benefited. By the end of 2013, CFPAMF had covered 92 counties in 15 provinces, most of which were national-level and provincial-level poverty-stricken counties. It had the loan balance of over RMB 1.18 billion, 114,000 effective loan peasant households and 1,251 full-time staffs. The average single loan was RMB 10,000 and the risky loan rate of above 30 days was merely 0.8%. In 2013, 182,300 households benefited from the microloan project. CFPAMF consistently adheres to the mission and tenet of poverty alleviation in rural impoverished areas, facilitates micro entrepreneurs to develop production, realize dreams and become the leader of China's public welfare microloan industry.



## **2** CONVENIENT BRIDGES IN VILLAGES

In 2007, China Foundation for Poverty Alleviation launched Xiqiao Project to build the Love Convenience Bridges for villages in impoverished areas. At present, the Xiqiao Project has built over 440 Love Convenience Bridges in 101 counties in 21 provinces, and benefited nearly 730,000 impoverished populations with total investment funds of over RMB 26.61 million. In 2013, the direct beneficiaries totaled nearly 200,000.

### **3** NGO COOPERATION IN COMMUNITY DELELOPMENT

After the Sichuan Lushan Earthquake took place, China Foundation for Poverty Alleviation joined hands with JDB Group and Intel China Ltd. to launch "NGO Cooperation in Community Development", which will invest RMB 25 million within three years to systematically support social organization activation community service and activate the community vitality in such three levels as community project support, community ability accompanying and community talent cultivation. The "NGO Cooperation in Community Development" is devoted to activating and gathering community creativity and execution, puts forward the cooperative development concept of "Change Self, Change Village and Change China", explores "the mechanism that social organizations participate in the rural public service supply system" and "new era rural community comprehensive development", and promotes the community to change actively and sustainably. The "NGO Cooperation in Community Development" eventually confirmed 16 funded projects in Lushan earthquake-hit areas through a series of works like demand investigation, project application, project review and communication adjustment. By the end of 2013, it have accumulated more than RMB 2.14 million.



## A BEAUTIFUL COUNTRYSIDE

In order to explore the development route of impoverished villages, China Foundation for Poverty Alleviation launched the Beautiful Countryside Plan on the basis of summarizing the village construction experience over the past decade in 2013. The plan includes three contents: first, improve the housing and living conditions and the infrastructure construction of villages, and enhance the housing quality of the villagers; second, protect and develop the architectural landscape, human landscape, natural landscape and production landscape with villages as core, and keep the "roots" of villages; third, establish villager cooperatives, integrate village resources, enhance rural resources utilization efficiency and market competence, promote village industry development and realize village common prosperity through villager sharing cooperative share mechanism.

In 2013, the Beautiful Countryside Plan totally raised RMB 30 million and directly benefited more than 4,000 people in Fanpai Village, Taijiang County, Guizhou as well as Xueshan Village, Muping Town, Qingpin Village and Heping Village, Fengtongzhai Town, Baoxing County, Sichuan.



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### TIMELY PROVIDE HUMANTARIAN AID

China is a natural disaster-prone country. "Disaster-caused poverty" is one of the main reasons for why the poor have sunk into impoverishment.

China Foundation for Poverty Alleviation started to implement the emergency aid project in 2003, reduced the diseases and restlessness of compatriots in the impoverished and disaster areas, enhanced the timeliness and pertinence of disaster response, advocated and promoted the cooperation between NGOs as well as government and NGO in the disaster aid field, and enhanced related aid ability construction and network construction. When the major disasters like Wenchuan Earthquake, the Drought in Southwestern Five Provinces, Yushu Earthquake, Zhouqu Debris Flow, Southern Floods and Lushan Earthquake took place, China Foundation for Poverty Alleviation immediately started the emergency aid actions and the working contents included the disaster aids such as disaster emergency aid, transition resettlement and post-disaster reconstruction.

So far, the Emergency Aid Action has covered 26 provinces (municipalities and autonomous regions), raised aid money and materials totaling RMB 1.3 billion and provided timely aid for more than 4 million people in disaster areas.

When Lushan Earthquake, Dingxi Earthquake, Deqin Earthquake and Songyuan Earthquake occurred in 2013, China Foundation for Poverty Alleviation started 7 disaster aid actions, invested the money and materials of RMB 116.5222 million and aided 850,552 persons. On May 12, 2013, China Foundation for Poverty Alleviation established Lushan Earthquake Post-disaster Reconstruction Office, which took charge of coordinating and promoting the Lushan earthquake post-disaster reconstruction work.

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Picture one	the 7.0 magnitude earthquake took place in Lushan County, Sichuan at 8:02 of April 20. China Foundation for Poverty Alleviation quickly started the emergency rescue mechanism and actively carried out the rescue action. We sent more than 20 staffs and over 100 volunteers to participate in the purchase, dispatching and issue of materials. The emergency rescue action lasted 39 days and issued nearly 100 batches of aid materials valued RMB 64.3649 million	Picture five	the 5-plus magnitude earthquake occurred three times within 15 hours in Songyuan, Jilin from 16:00 of November 22 to 6:00 of November 23. We quickly started "Humanitarian Rescue-Jilin Songyuan Earthquake Rescue Action", and the rescue team arrived in the disaster areas and carried out assessment. Meanwhile, we immediately allocated and issued the relief goods of RMB 1.4585 million, which benefited 1,532 households and 5,989 people in Chaganhua Town
	At 7:45 of July 22, a 6.6 magnitude earthquake occurred in the junction of Min County and Zhang County, Dingxi, Gansu. China Foundation for Poverty Alleviation quickly initiated the "The Rescue Will be Powerful for You-Gansu Earthquake Emergency Rescue Action", and sent an emergency rescue team to the front line. According to the disaster demands, we issued the relief goods of RMB515,000 to the disaster areas and benefited 11,237 people	Picture six	Duan Yingbi (third from right), President of China Foundation for Poverty Alleviation, and Chen Kaizhi (fourth from left), Vice President, attended the Completion Ceremony of Yushu County Jianietan Agricultural and Animal Products Comprehensive Trade Market Project built by JDB Group. The project, which took 3 years and invested nearly RMB 70 million with a plot area of 3.33 hectares and floor area of 30,000 square meters, is the biggest agricultural and animal products comprehensive trade market now, and can provide stable livelihood sources for
Picture three	since August 14, the rainstorm and typhoon had caused flood disaster in Northeastern China and some areas of Guangdong. We quickly initiated the		over 4,000 disaster-stricken people in the five villages of Jiegu Town
	"The Rescue Will be Powerful for You-Northeastern China and Guangdong Water Disaster Emergency Rescue Action" on August 20, and immediately allocated and issued the relief goods of over RMB 420,000 to Liaoning and	Picture seven	Fan Xiaojian (middle), Former Director of the State Council Leading Group Office of Poverty Alleviation and Development, conveyed greetings to the Lushan earthquake rescue front-line staffs of China Foundation for Poverty Alleviation
	Guangdong, which benefited 1,135 households and 6,060 people	Picture eight	"Cheering Course" was carried out in the completed "Future Space" of
Picture four	the foundation Stone Laying Ceremony of Baoxing County Daxi Town Health Center built by China Foundation for Poverty Alleviation and Mercedes-Benz Star Fund was held		Mingshan District Maohe Town Central Primary School. China Foundation for Poverty Alleviation built 110 future spaces in Yaan earthquake-hit areas and directly benefited over 20,000 students



### TO DEVELOP THE INTERNATIONAL AID

Sudan has one of the highest morbidity rates of pregnant women in the world, nearly 25 times that of China. China Foundation for Poverty Alleviation introduced more than 10 years of experience in implementing the Maternal and Infant Health Project in China to Sudan, established Maternal and Infant Health Care Network Demonstration Zone in Sudan, expanded the medical service scope, improved the medical service level of rural areas and provided reference experience for Sudan to reduce the morbidity rate of pregnant women. China Foundation for Poverty Alleviation started the construction of Sudan-China Abuausher Friendship Hospital in June 2010, and initiated the Maternal and Infant Health Care Network in 2011. Sudan-China Abuausher Friendship Hospital with a total investment of USD1.105 million was completed and put into use in 2011, and had benefited nearly 190,000 people by the end of 2013. In 2013, Sudan-China Abuausher Friendship Hospital reported the total revenue of 2,798,636 Sudanese pounds, up 30% year on year.

Child malnutrition in Africa and Southeast Asia is also gaining worldwide attention. The "Weave Hope-Send Impoverished Children Nutrition" Monthly Donation Project, sponsored by China Foundation for Poverty Alleviation, UN World Food Programme and Tencent Foundation, raised RMB 2.64 million in 2013 with 150,000 participants. The money was mainly used for the Cambodia School-Feeding Project. There were 86,351 persons benefiting from the project in 2013.



Picture one	China Foundation for Poverty Alleviation carries out the Sudan office Feasibility Study
Picture two	He Daofeng, Exc-President of China Foundation for Poverty Alleviation, and related experts participate in the review of the manuscripts of China International Community Responsibility Research Books
Picture three	I Beneficiaries of Sudan project
Picture four	Zheng Wenkai, Deputy Director of the State Council Leading Group Office of Poverty Alleviation and Development, addresses in the opening ceremony of People Forum on International Social Responsibility



### SPREAD THE PRINCIPLE OF PHILANTHROPY AND ADVOCATE FOR THE LOVE OF HUMAN BEINGS



### "Welldoing 100" activity-promoting Volunatary Action

"Welldoing 100" activity, sponsored by China Foundation for Poverty Alleviation, is the volunteer money-raising activity with the biggest influence and most raised funds. The project advocates college students to serve 100 hours, marketplaces to provide sites for 100 hours and the public to donate money of RMB 100. Since 2011, the activity has been carried out 6 times, more than 100,000 college student volunteers participating in 31 provinces (municipalities and autonomous regions) and 86 cities, and raised RMB 26.25 million for the pupils in the impoverished and disaster areas. In 2013, the "Welldoing 100" activity raised RMB 11.13 million and there were 122,000 volunteers (days) and 142 colleges participating in 29 provinces (municipalities and autonomous regions) and 70 cities.

### "Donate 1 Yuan · Show Love · Send Nutrition" activity -starting off the Sixth Time

The "Donate 1 Yuan" activity was held from July 13 to July 28, 2013, and advocated the public to donate through KFC, Pizza Hut, PHHS and East Dawning Restaurant under Yum across China. Meanwhile, the activity opened the Donate 1 Yuan Tencent Happy Donation Network Raising Platform. There were a total of 14.62 million consumers participating in the activity with over RMB 21 million raised. Since the "Donate 1 Yuan" activity was first initiated in 2008, it has attracted more than 61 million people and raised over RMB 90 million.



### Walking Proud, Sports Is Also Love

On December 14, 2013, Walking Proud-2013 Public Welfare Healthy Walking Team Competition was held in Guangzhou Huolu Mountain Forest Park. It was the first sports public money-raising activity independently organized by China Foundation for Poverty Alleviation and co-hosted by China Foundation for Poverty Alleviation and Guangdong Harmony Foundation.

The activity integrated mountain walking and public welfare fund-raising, advocated the concept of Approach the Nature, Challenge Stamina and Teamwork, and delivered the modern public welfare concept of Everyone Can Do Public Welfare. There were nearly 1,400 participants and more than 200 volunteers maintaining the site. Nearly 1,800 people were present that day, who spurred nearly RMB 800,000 in fundraising by 5,000 individual donors. The money will be used for Guangdong and public welfare service organization to lay the roots for the floating population community.



### Join Hands with CCTV Dream Star Partner, Create CCTV Public Welfare "Spring Festival Party"

In July 2013, the China Foundation for Poverty Alleviation and CCTV 1 jointly launched the Dream Star Partner public welfare program "For Children" to specially support the public welfare program involving children and teenager fields including children safety, health, education and orphan relief and assist the development of NGO in related fields. The program was hosted by Sa Beining and Zeng Baoyi. The four-hour Dream Public Welfare Ceremony held in New Year's Eve every year was praised as the "Public Welfare Spring Festival Party" of CCTV. Yanghe Group offered the public welfare funds of RMB 3.8 million for the program. JDB Group and famous stars including Leo Ku, Li Quan, Sha Baoliang, Susan Huang and Jike Junyi donated and subsidized the project.

### In coopration with CCTV "For You" Deliver Social Positive Energy

"*For You*" was the large weekly public welfare program jointly launched by CCTV1 and China Foundation for Poverty Alleviation in 2013. The program integrated Quiz and public welfare aid, featured strong worth-seeing, participation, interaction and active value orientation, carried forward the value concept of Giving Is Happier than Obtainment, and rebuilt the moral confidence of Good People Will Be Helped.



### Find New Public Welfare, Support NGO

On July 26, 2013, China Foundation for Poverty Alleviation and Phoenix TV jointly launched "Public Welfare China · Special Program-Find New Public Welfare, Support NGO", which aimed to find and support new projects and new concepts of the public welfare within the industry and build platforms for NGO to show images and expand resources. China Foundation for Poverty Alleviation provided RMB 1.6 million of project support funds. There were over 140 public welfare projects applying in China. Phoenix China first broadcast on October 12 and continued with 12 episodes in three months. Nearly 600,000 people took part in the online voting process.

## Join Hands with Bazaar Star Charity Night and Make the Strongest Voice of China's Charity

On October 10, 2013, the 11th "BAZAAR Star Charity Night" was held in China World Summit Wing Hotel. It was the highest standard star charity party ever on the mainland, and was its first collaboration with China Foundation for Poverty Alleviation. The Nesting Action Project became the major fund-raising project of the party by virtue of execution and social influence. The party raised a total of RMB 62 million.



### "One Cares One" Creates New Public Welfare Cooperation Model

"One Cares One", co-sponsored by China Foundation for Poverty Alleviation and Sanliuyidu (China) Co., Ltd., aims to evoke the public attention to the living situation of the children in remote mountain areas and impoverished families, guide the society to concern the public welfare undertaking, and increase the enthusiasm of support and participation. In October 2013, the project won the 2013 Greater China Effie Awards "Brand Public Welfare" Silver Award and "Retail and E-commerce" Gold Award. In 2013, the project accumulatively sent sneakers to 32,102 pupils in Nayong County, Dafang County of Guizhou, and Meigu County and Zhaojue County of Sichuan.

#### **Jingxin Book Foundation**

On April 2, 2013, China Foundation for Poverty Alleviation and Ms. Annie Shizuka Inou co-sponsored to set up the Jingxin Book Foundation Project, which sent books to the pupils in impoverished areas through motivating social forces to buy Jingxin school bags, and hoped to promote reading so that the souls of children could be nourished after they were full. In 2013, the project sent Jingxin school bags to 20,412 pupils in Guizhou, Hebei, Hubei, Anhui, Inner Mongolia and Sichuan.



### "Conquer Hunger and Bright Experience"-DSM Annual Charity Walk Activity

In September 2013, the Annual Charity Walk Activity, co-hosted by China Foundation for Poverty Alleviation, UN World Food Programme and Royal DSM, was held in Shanghai and themed "Conquer Hunger and Bright Experience". China Foundation for Poverty Alleviation participated as an official partner in the activity 5 times in a row.

### "50th Year Fighting Hunger Worldwide" Artwork Charity Auction Activity

On January 17, 2013, China Foundation for Poverty Alleviation and UN World Food Programme jointly held the "50th Year Fighting Hunger Worldwide" Charity Auction Activity in ARTLINKART of Dashanzi Art District. Brett Rierson, the representative of UN World Food Programme China, Mahesh Kumar Maskey, Ambassador Extraordinary and Plenipotentiary of Nepal, the stars like Xu Jinglei, Zhou Jie, Feng Zhe and Shang Wenjie, as well as artists Xu Lei and Chen Wenling attended and nearly 300 collection lovers and auction enterprises representatives participated. The activity totally raised RMB 3.18 million, which were used for the Love Foods Project of China Foundation for Poverty Alleviation and the School Feeding Project of UN World Food Programme in Nepal.



### The 4th "China Poverty Alleviation Award" Selection and Awarding Activity

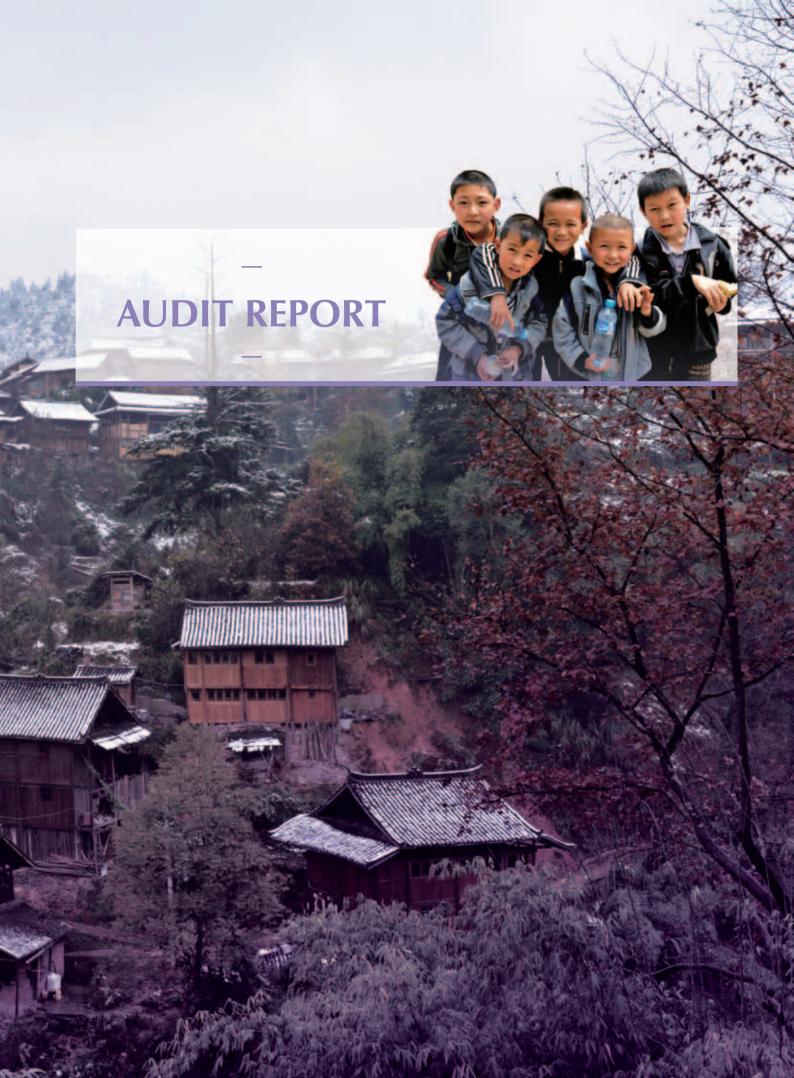
"China Poverty Alleviation Award" Selection and Awarding Activity ("China Poverty Alleviation Award" for short), whose predecessor was "National Top 10 Poverty Alleviation Number-One-Scholars" Selection and Awarding Activity launched in 1994, is hosted by the State Council Leading Group Office of Poverty Alleviation and Development and co-sponsored by China Foundation for Poverty Alleviation, People's Daily, Guangming Daily, Economy Daily, China National Radio, CCTV and Farmers' Daily. The judging panel is composed of domestic and international famous experts. The "China Poverty Alleviation Award" selects and awards 10 typical units or model individuals every time and takes the social poverty alleviation and public welfare "Science and Method-oriented, Manifesting of Morality and Spirit, Communication of Experience and Wisdom" as the activity goal. In 2013, the 4th "China Poverty Alleviation Award" was held, and the institutions and individuals including the UN World Food Programme, Alibaba Group, Qianfenyi Student Volunteer Team, Mr. Yuan longping, MR. Cao Dewang, Mr. Xu Jiayin, Mr. Deng Fei, Ms. Deng Yingxiang, Mr. Zheng Weining and Mr. Liu Shenglan were awarded. On October 17, 2013 (International Poverty Alleviation Day), Vice Premier Wang Yang awarded the winners of the 4th "China Poverty Alleviation Award".

## Hold People Forum on International Social Responsibility and promote the internationalization of China's NGOs

On December 16, the "People Forum on International Social Responsibility" hosted by China Foundation for Poverty Alleviation in Beijing, issued the "China International Community Responsibility Research Books" series achievements and the excellent cases on Chinese and foreign enterprises' performing international social responsibility.







### Auditors' Report

Ruihua Audit Zi [2014] No. 01280040

#### TO CHINA FOUNDATION FOR POVERTY ALLEVIATION:

We have audited the accompanying financial statement comprising balance sheet as of December 31, 2013 of China Foundation for Poverty Alleviation ("CFPA") and the related business activities statement and cash flow statement for the year then ended and notes to financial statements.

#### Management's Responsibility For The Financial Statements

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

#### Auditor's Responsibility

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

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

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

#### **General Information**

The Business License for China Foundation for Poverty Alleviation ("CFPA") was obtained on March 13, 1989, from the Ministry of Finance of the People's Republic of China with number: Jizhengzi 0009, coded 50000784X. The legal person is Duan Ying-bi. Registered workplace is F4-5 of Building 36, Shuangyushu Xili, Haidian District, Beijing. The governing body is the State Council Leading Group office for Poverty Alleviation. The initial capital of CFPA is RMB10,000,000.

#### **Branch Information**

The Business License for CFPA Guangdong office was obtained on June 16, 2008, from the Ministry of the People's Republic of China with number: Jizhengzi 0009-3, coded 71782362-9. The legal person is An Jian-rong and the registered workplace is Room 113, No.324 Round City East Road, Yuexiu District, Guangdong Province.

#### **Financial Status**

1. CFPA has total assets of RMB1,918,133,516.44 as of December 31, 2013 including RMB 381,453,933.72 as cash and cash equivalents, RMB 708,630,990.41 as investment and RMB 765,365,268.78 as account receivables of which RMB 764,318,556.23 as account receivable and RMB 1,046,712.55 as other receivables. The original value of fixed assets is counted RMB 8,756,296.46, accumulated depreciation is RMB 5,893,191.76 and the net value of fixed assets is RMB 2,863,104.70.

2. CFPA has total liabilities of RMB 1,220,820,085.85 as of December 31, 2013 including RMB 120,003,193.93 as current liabilities, RMB 611,500,000.00 as long-term liabilities and trusted liabilities RMB 489,316,891.92.

CFPA has total net assets of RMB697,313,430.59 as of December 31, 2013 including restricted net assets RMB 533,527,997.39 and unrestricted net assets RMB 163,785,433.20.
 CFPA has total net revenue of RMB 553,521,697.56 in 2013, including RMB 524,621,442.84 from donation, RMB 0.00 from government grant, RMB22,940,262.25 from investment income and RMB 5,959,992.47 from others.

CFPA has total expenditure RMB 333,748,970.29 in 2013, including RMB 322,419,886.78 as cost for activities, RMB 11,251,312.18 as administrative expenses, RMB 69,324.60 for financing activities and RMB 8,446.73 for other expenses.

5. The total expenditures for public welfare in CFPA is RMB 322,419,886.78 in 2013, Income in the prior period is RMB 302,992,051.17, The restricted income not usable in the prior year is RMB0.00 and net assets with unrestricted time is RMB0.00. The total adjusted amount in the prior year is RMB 302,992,051.17. The proportion of common welfare in the total revenue of the prior period is 106.41%. The total salaries and compensation for staffs is RMB 12,616,104.46, administrative expense is RMB 5,131,656.05, The total salaries and administrative expenses for staffs takes5.31% of the overall expenditure in the current period.

#### Opinion

In our opinion, the financial statements comply with the requirements of Regulation on the Administration of Foundations and Civil Non-profit Organization Accounting System and present fairly, in all material respects, the financial position of CFPA as at December 31, 2013, and of its financial performance and its cash flows for the year then ended.



### **Balance Sheet**

Company: CFPA		December 31, 2013					Unit: RMB Yuan		
Assets	Row	Opening Balance	Closing Balance	Liabilities and Net Assets	Row	Opening Balance	Closing Balance		
Current Assets				Current liabilities					
Cash and cash equivalents	1	435,246,744.61	381,453,933.72	Short term borrowings	25	5,000,000.00			
Short-term investments	2	76,573,660.07	299,313,736.25	Account payables	26	2,500,930.00			
Account receivables	3	774,708,556.23	764,318,556.23	Salary payables	27	743,407.77	589,788.44		
Prepayments	4	853,170.00	1,489,689.03	Tax payables	28	14,256.24	68,966.54		
Inventories	5	23,439,788.49	46,980,984.05	Other payables	29	15,373,732.34	9,344,438.95		
Other receivables	6	806,093.94	1,046,712.55	Accrued expenses	30				
Deferred expenses	7			Advance from customers	31				
Other current asset	8			Accrued liabilities	32				
Long-term debt Investment due within one year	9			Long-term liabilities due within one year	33	227,500,000.00	110,000,000.00		
Total current asset	10	1,311,628,013.34	1,494,603,611.83	Total current liabilities	34	251,132,326.35	120,003,193.93		
Long-term investment:				Long-term Liabilities					
Long-term equity investments	11	179,238,106.32	349,317,254.16	Long-term borrowing	35	426,000,000.00	583,500,000.00		
Long-term debt investments	12	60,000,000.00	60,000,000.00	Long-term payables	36	30,000,000.00	28,000,000.00		
Total long-term investments	13	239,238,106.32	409,317,254.16	Other long-term liabilities	37				
Fixed Assets:				Total long-term liabilities	38	456,000,000.00	611,500,000.00		
Original value of fixed assets	14	8,497,584.96	8,756,296.46						
Less: accumulated depreciation	15	4,892,562.88	5,893,191.76						
Net value of fixed assets	16	3,605,022.08	2,863,104.70	Entrusted liabilities					
Construction in progress	17	2,876,127.00	488,002.00	Entrusted liabilities	39	384,419,973.90	489,316,891.92		
Heritage cultural assets	18	274,900.00	274,900.00						
Disposal of fixed assets	19			Total Liabilities	40	1,091,552,300.25	1,220,820,085.85		
Total Fixed assets	20	6,756,049.08	3,626,006.70						
				Net assets:					
Intangible assets:				Unrestricted net assets	41	129,744,476.12	163,785,433.20		
Intangible assets	21	9,453,334.83	9,190,143.75	Restricted net assets	42	345,778,727.20	533,527,997.39		
Entrusted assets				Total Net assets	43	475,523,203.32	697,313,430.59		
Entrusted assets	22								
Other non-current assets:	23		1,396,500.00						
Total Assets	24	1,567,075,503.57	1,918,133,516.44	Total Liabilities and net assets	44	1,567,075,503.57	1,918,133,516.44		

Person in Charge: Duan Ying-bi

Person in charge of accounting: Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling

1. To raise the project principal generated 1196824400 yuan in debt, including debt for microfinance projects including: short-term loan, long-term debt due within one year, long-term loans of 680000000 yuan of bank loans, long-term payable interest free loan 28000000 yuan, The entrusted agency debt in the management of microfinance supporting projects of local government funds of 282145000 yuan and a lottery for microfinance project loans pledged deposits principal of 20000000 yuan and 6679400 yuan in interest.

### Statement of Business Activites

Company: CFP	A		For year er	nded 2013		Unit:	RMB Yuan
Item	Dow		2012		2013		
nem	Row	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
1. Revenue							
Incl.: Donation	1	96,000.00	272,957,273.14	273,053,273.14	2,271,000.00	522,350,442.84	524,621,442.84
Rendering of services	2						
Good of sales	3						
Government grants	4						
Investment income	5	22,216,636.72		22,216,636.72	22,940,262.25		22,940,262.25
Other income	6	7,722,141.31		7,722,141.31	5,959,992.47		5,959,992.47
Total Revenue	7	30,034,778.03	272,957,273.14	302,992,051.17	31,171,254.72	522,350,442.84	553,521,697.56
2. Expenses of:							
1) Operation expenses	8	292,151,614.07		292,151,614.07	322,419,886.78		322,419,886.78
2) Administrative expenses	9	17,371,608.32		17,371,608.32	11,251,312.18		11,251,312.18
3) Financing expenses	10	11,067.35		11,067.35	69,324.60		69,324.60
4) Others	11	41,967.35		41,967.35	8,446.73		8,446.73
Total expenses	12	309,576,257.09		309,576,257.09	333,748,970.29		333,748,970.29
<ol> <li>Restricted net asset transferred into unrestricted net asset</li> </ol>	13	301,165,506.73	-301,165,506.73		334,601,172.65	-334,601,172.65	
<ol> <li>Changes in net asset ('-' for decrease)</li> </ol>	14	21,624,027.67	-28,208,233.59	-6,584,205.92	32,023,457.08	187,749,270.19	219,772,727.27

Person in Charge: Duan Ying-bi

Person in charge of accounting: Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling

### **Cash Flow Statement**

Company: CFPA		For year ended 2013
Item	Row	Amount
1. Cash Flow from Operating activities:	1	
Cash received from donation	2	439,020,845.2
Cash received from membership fees	3	
Cash received from rendering of services	4	
Cash received from the sales of goods	5	
Cash received from government subsidies	6	
Other cash received relating to operating activities	7	20,914,074.0
Subtotal of cash inflows	8	459,934,919.
Cash paid for donation or imbursement	9	250,446,300.
Cash paid to and for employees	10	12,294,422.
Cash paid for goods and services	11	
Other cash paid relating to operating activities	12	37,621,133.
Subtotal of cash outflows	13	300,361,856.
Net cash flow from operating activities	14	159,573,063.
2. Cash Flow from Investing activities:	15	
Cash received from return of investments	16	1,231,591,332
Cash received from income on investment	17	12,029,476.
Net cash received from disposal of fixed assets ntangible assets	18	
Other cash received relating to investing activities	19	
Subtotal of cash inflows	20	1,243,620,808.
Cash paid to acquire fixed assets, intangible assets	21	568,244.
Cash paid on investments	22	1,607,613,259.
Other cash paid relating to investing activities	23	
Subtotal of cash outflows	24	1,608,181,503.
Net cash flow from investing activities	25	-364,560,694.
3. Cash Flow from Financing activities:	26	
Other cash received relating to financing activities	27	300,000,000.
Other cash received relating to financing activities	28	485,265,662
Subtotal of cash inflows	29	785,265,662.
Cash repayments of borrowings	30	352,000,000.
Cash paid for interest expenses	31	49,624,629.
Other cash paid relating to financing activities	32	232,446,211.
Subtotal of cash outflows	33	634,070,841.
Net cash flow from financing activities	34	151,194,820
<ol> <li>Effect of changes in foreign exchange rate on Cash and cash equivalents</li> </ol>	35	
5. Net increase in cash and cash equivalents	36	-53,792,810.

Person in Charge: Duan Ying-bi Person in charge of accounting: Liu Wen-kui

Supervisor of Accounting Institution: Tang Feng-mei

Statement preparation: Wang Hong-ling



## OUR PARTNERS



Our growth cannot be separated from the partners who have supported, encouraged, and accompanied our growth forward, and the donations from individuals and institutions who have trusted us. It is the love that makes us move ahead hand in hand, and brings hope and a bright future to impoverished people.

We Persist for Love, We Believe, Insist, and it will change!



CHINA FOUNDATION FOR POVERTY ALLEVIATION

ANNUAL REPORT 2013







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Beneficiary Bank : The Beijing Science and Technology Exhibition Center Sub-branch of the Bank of China Username : China Foundation for Poverty Alleviation Account Number : 0000 0323 3560 29109