

Facilitate Rural Development  
Promote Common Prosperity

2024

# CHINA FOUNDATION FOR RURAL DEVELOPMENT ANNUAL REPORT



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







## 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 2024  
CHINA FOUNDATION FOR RURAL DEVELOPMENT HAD

RMB **12.84** billions

Raised in funds and materials

benefited **80.59** million person-times  
(including disaster-stricken population)



## REMARKS BY THE PRESIDENT

President of China Foundation  
for Rural Development

**Zheng Wenkai**



RMB **1.13** billion

2024 Donation Income

RMB **1.15** billion

2024 Expenditure

**7.44** million  
person-times

Beneficiaries in 2024

2024 marks the 75th anniversary of the founding of the People's Republic of China, a critical year for the implementation of the 14th Five-Year Plan, and an important year for China Foundation for Rural Development (CFRD)'s continuous deepening of its transformation and upgrading. Guided by Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, we continued to implement the spirit of the 20th CPC National Congress and the 2nd and 3rd Plenary Sessions of the 20th CPC Central Committee, and continued to promote the transformation and upgrading of the organization by focusing on the central government's strategy of revitalization of rural areas. Under the leadership and support of the Ministry of Agriculture and Rural Affairs and the Ministry of Civil Affairs, the organization has strengthened its political leadership, enhanced its credibility and taken the mission of "assisting rural development and promoting common prosperity" as its mission, focusing on underdeveloped regions and low-income groups and actively exploring the organic combination of assistance-based projects and innovative projects, so as to inject an effective impetus for the sustainable development of the countryside. With the strong support of caring people and organizations from all walks of life, in 2024, the China Foundation for Rural Development accepted a total of 1.13 billion in donated funds and goods, and spent 1.15 billion on public welfare, with various projects benefiting 806 counties with beneficiaries of more than 100 people, and supporting 2,046 villages with more than 50,000 support, and 7.44 million people (time) were benefited from the various projects.

We have always adhered to the four working principles of "focusing on the overall goal, emphasizing sustainability, strengthening demonstrability and building a large platform". Focusing on the five major business sectors of rural industry development, rural talent development, rural construction, rural social undertakings and social mobilization, we have actively explored social resources, innovated application modes, and given full play to the exemplary leading role of social organizations



in rural revitalization. Against the backdrop of the shift in the focus of work related to "Agriculture, Rural Areas, and Farmers", and in the face of the new situation, new tasks and new requirements, we have continued to promote the transformation and upgrading of our work model, and responded accurately to people's new needs of "developing from nothing" to "developing better" among low-income groups in underdeveloped areas. We have gradually transited from implementing direct-assistance projects to overall-development projects, and from implementing projects on our own to partnering with third-party institutions. We will pay more attention to the social benefits of public welfare projects, focus more on the sustainable development of underdeveloped regions, and attach more importance to the endogenous capacity building of the recipients.

In accordance with the overall requirements of the strategy of rural revitalization and based on the positioning of transformation and upgrading, we have been continuously developing innovative projects and optimizing the traditional brand projects. On the one hand, according to the idea of "one transformation" in transformation and upgrading, we have conducted in-depth research on the new needs of underdeveloped areas and low-income population, and have innovated and implemented programs such as the Agricultural Machinery Socialized Service Program, Rural Industry Development Program, New Great Wall Rural Science and Technology Backyard Supporting Plan, Rural Craftsmanship Training Program, and Early Childhood Development Program in an attempt to explore new fields. On the other hand, we optimized and iterated our existing programs, adjusted their positioning and objectives, upgraded the intervention initiatives, enriched the program contents, and optimized program implementation methods to better meet the needs of beneficiaries. We consolidated and improved the existing advantageous programs such as the Bona Villa Program, Shanpin E-Commerce Agricultural Income-Generation Project, Child Companion Plan Program, Domestic Panda Pack Project, and Doctor Training Program, to make them more targeted, effective, and leading in new rural revitalization practices, and we will make greater efforts to explore new paths for sustainable rural development.

We strive to focus on the revitalization of rural industries and promote sustainable development. The Rural Industry Development Program is making steady progress and improving year by year. In 2024, the cumulative charitable expenditure of the program reached RMB 144 million. Among them, the Bona Villa Program takes "building demonstration sites, helping industries to become strong, promoting talents to flourish, and assisting organizations in good governance" as its working idea, and carries out rural construction, rural operation, rural governance, and rural talents cultivation to comprehensively promote the revitalization of the demonstration rural villages. The Shanpin E-Commerce Agricultural Income-Generation Project continued to be inaugurated and put into operation, which produces new projects that help farmers. A number of projects have been completed, including the "Persimmon Future Factory in Wanli Village, Fuping County", which added new vitality to the upgrading of rural industries and pushed local rural industries into a new stage of digitalized production. The Agricultural Machinery Socialized Service Program introduced a new way of socialized agricultural machinery services in hilly mountainous areas, creating a demonstration model to be replicated and extended to all hilly mountainous areas, so as to enable more farmers to experience and enjoy the benefits of socialized services. The Rural Industry Development Program, through the initiative of "funds + talents + mechanism",

# 806

Benefited counties with beneficiaries of more than 100 people in 2024

# 2046

Villages with more than 50,000 yuan support

# 48,300<sup>+</sup>

Volunteers in 2024

# 12,000<sup>+</sup> person-times

Participants in rural talent training

empowers village-level collective economies by allowing them to invest donated funds as shares in county-based agricultural enterprises, and explores new paths to increase the employment and income of farmer households, promote the growth of village-level collective economy, and promote the sustainable development of rural industries.

We focus on the growth of rural talents and help to develop talents for "Agriculture, Rural Areas, and Farmers". In the face of shortcomings and weaknesses of rural entrepreneurial talents and professionalization of farmers' employment, we have extensively gathered resources of scientific research institutes and professional training institutes, and implemented a series of innovative initiatives that take rural talents cultivation as a breakthrough. The Rural Craftsmanship Training Program provided employment and enabled skill inheritance for native craftsmen, building a strong intellectual foundation. The New Great Wall Rural Science and Technology Backyard Supporting Plan had in-depth cooperation with a number of colleges and universities to cultivate talents for "Agriculture, Rural Areas, and Farmers", promote the transformation of agricultural science and technology, and promote the development of the agricultural industry. The Rural Homestay Manager Training Program empowered rural villagers to work in lodgings, upgraded their professional skills and vocational qualities, and promoted the employment and income of villagers in their local communities.

We have been actively involved in rural construction and in promoting the implementation of rural programs. We take the initiative to participate in disaster response. We continue to enhance the disaster prevention and mitigation capacity of rural communities and improve the living environment of rural people. In the face of torrential rains and floods in



regions, such as Guangdong, Guangxi and Guizhou, we acted swiftly to carry out emergency relief, transitional resettlement and post-disaster reconstruction in a timely and orderly manner. We continued to follow up the Disaster Prevention and Risk Reduction Program, raise public awareness of disaster reduction and prevention through public service, training sessions and lectures, and enhance the disaster response capacity and development resilience of rural areas. The Comfortable Living Environment Program continues to be carried out, supporting the construction of the "five small projects" with new concepts and new technologies in villages, and the Ant Forest Public Welfare Project continues to expand its implementation scope and improve the rural environment.

We have paid close attention to the development of social causes in rural areas and explored program innovations in a variety of areas. We have continued to provide sustained support for basic public services and livelihood protection programs in rural areas, relating to rural education, children, and health, etc. in order to enhance rural people's sense of security and happiness. Programs such as the Science Voyage Program and Cheer Up Village Football Program, focused on the needs of rural students for all-round development. The Child Companion Plan Program further enriched the content of its activities and carried out pilot projects focusing on children's mental health and music literacy, helping rural children grow up in an all-round way. The Doctor Training Program, in response to the current situation and needs of grassroots healthcare, expanded its support from village healthcare offices to three-tiered healthcare organizations in counties, townships and villages, further enhanced the level of grassroots healthcare services after field research. The Elderly Health Care Program continued to conduct research and exchanges, and actively explored effective models for elderly care in villages.

We carried out extensive social mobilization and vigorously guided social forces to comprehensively revitalize the countryside. We were actively in building platforms and channels, and played a bridging role to create a strong atmosphere for social forces to participate in rural revitalization. The NPO Cooperation Program continued to bring in social resources and establish a long-term mechanism for comprehensive promotion of rural revitalization. The ME Innovative Funding Plan for Public Welfare continued to inject development momentum into grassroots social organizations, and continued to guide the flow of social resources to innovative public welfare projects. We continued to collaborate with a number of online public welfare platforms, and leveraged the power of the Internet to advocate for the public welfare. The One Yuan Donation Program continued to conduct nationwide fundraising activities, and continuously mobilized consumers and compassionate netizens to raise funds for rural revitalization. The Philanthropic Communication Officer Activities widely mobilized the public to participate in the dissemination of the concept of "public welfare for all", and children born in the 2000s and 2010s started to undertake the important responsibility of public welfare as volunteers for public welfare communication, passing on love and hope to the society.

With an eye on the international poverty reduction field, we extended international cooperation actively on poverty reduction worldwide. Adhering to the concept of "love without border, people to people connectivity", we responded actively to the "Belt and Road" initiative. We made an upgrade to the International Panda Pack Project, launched the Sports Pack Program, and organized a series of cultural exchange activities to continuously promote the comprehensive development of the beneficiaries. The International Smiling Children Feeding Program has continued to play a positive role in eradicating hunger, improving

education and promoting employment through comprehensive measures such as supplying food in schools, providing assistance to feeding facilities, and providing jobs etc. International comprehensive programs such as the Paukphaw Scholarship Program and Water Cellar Program have deepened cooperation with local parties concerned, assisting in safeguarding the right to survival and development of the beneficiaries. On September 5, witnessed by Premier Li Qiang of the State Council and Prime Minister Abiy of Ethiopia, I will sign a cooperation agreement on public welfare projects with the Office of the First Lady of Ethiopia, which encourages us to further develop international cooperation in poverty reduction and tell the story of poverty reduction in China.

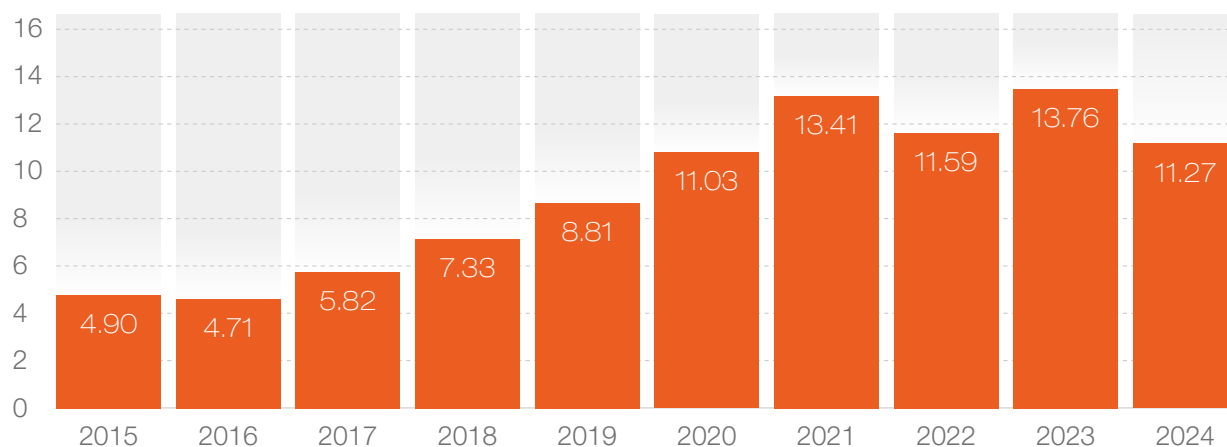
We have continued to deepen our self-construction, focusing on improving the overall quality of our team. We have studied and understood General Secretary Xi Jinping's important expositions on "Agriculture, Rural Areas, and Farmers, and organized and carried out competitions regarding the basic policies, basic knowledge and grassroots situation of "Agriculture, Rural Areas, and Farmers", so as to cultivate a professional team that understands agriculture, loves the countryside and loves farmers. At the same time, we made use of digitalization and AI technologies to manage public resources in a scientific and standardized manner, ensuring that resources were used efficiently for the cause of rural revitalization, and continuously enhancing the credibility and influence of the organization itself. Through a comprehensive review of plenary session projects, we continued to improve our management and operation system, further standardize project management, optimize the decision-making and implementation process, strictly fulfill the prescribed procedures, and consciously accept the supervision and management from higher authorities and relevant parties. We will further strengthen our internal audit and control mechanism and improve our "Three Checks and Nine Risks" risk prevention and control mechanism to ensure that all work is carried out in accordance with laws and regulations.

We are fully aware that these achievements could not have been achieved without the strong leadership and careful guidance of the Ministry of Agriculture and Rural Affairs, Ministry of Civil Affairs and other relevant departments, or the selfless help and enthusiastic participation of our partners and all sectors of the society, or the close cooperation of the localities where the project is implemented and the full recognition of the beneficiaries. We would like to extend our sincere thanks and high respect to all of them!

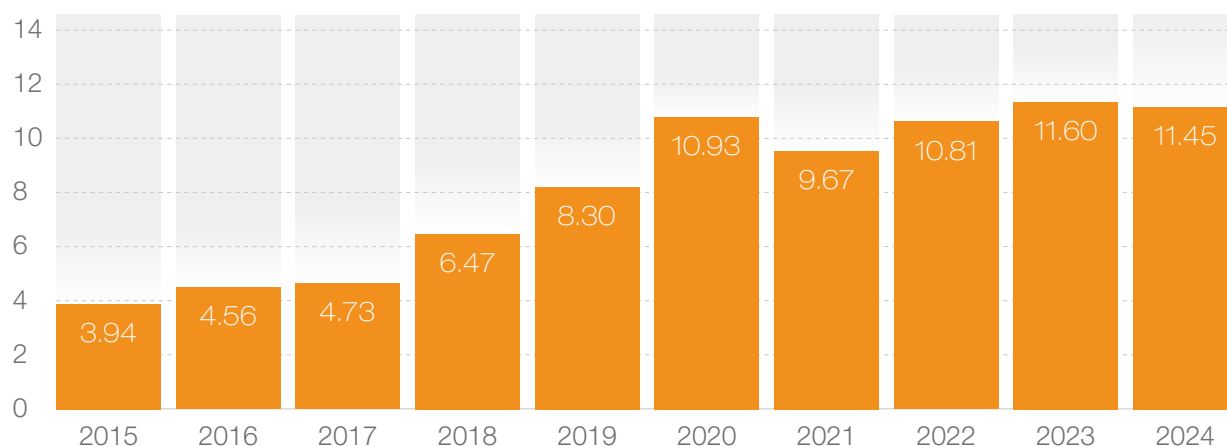
2025 is the last year of the 14th Five-Year Plan and the last year of the five-year transition period for consolidating and expanding the achievements of poverty alleviation and effective connection with rural revitalization. China Foundation for Rural Development will start a new year with the theme of quality improvement and development. We will continue to adhere to Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era as our guide, further study and understand General Secretary Xi Jinping's important expositions on "Agriculture, Rural Areas, and Farmers, earnestly study and implement the requirements of the "Plan for Comprehensive Revitalization of Rural Areas (2024-2027)" of the Central Committee of the Communist Party of China (CPC) and the State Council, focus on the tasks of comprehensive rural revitalization, strive to give full play to the strengths and roles of our organization, and gather the strengths of all parties with greater enthusiasm and vigour, so as to better enhance the efficiency, effectiveness and effect of our support for rural development, and make new contributions to the comprehensive revitalization of the countryside through practical action!



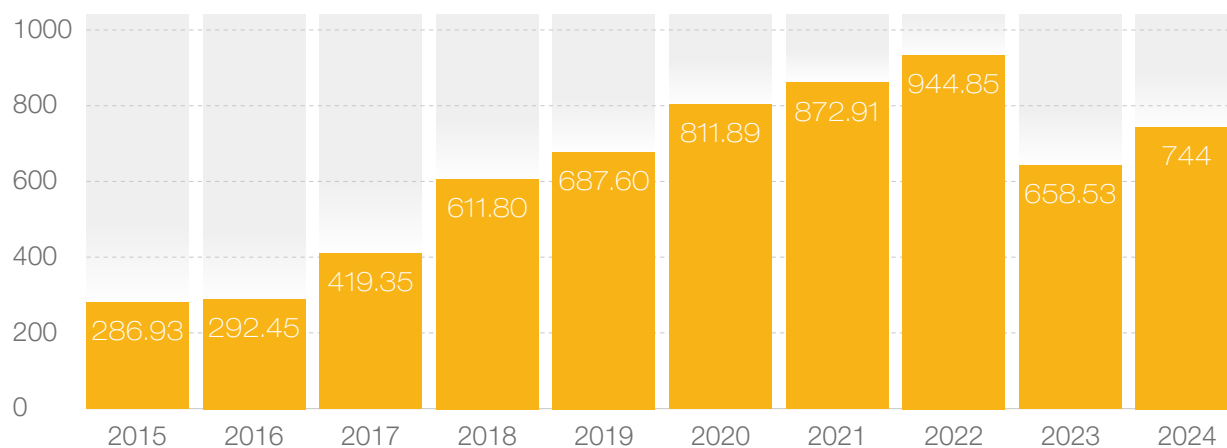
### Annual Donation Income (Hundred Million Rmb)



### Annual Expenditure (Hundred Million Rmb)



### Annual Number Of Beneficiaries (10,000 Person-Times)







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# OUR 2024









## RURAL INDUSTRY 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, Shanpin E-Commerce Agricultural Income-Generation Program, 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 Project
- Shanpin E-Commerce Agricultural Income-Generation Program
- Agricultural Machinery Socialized Service Project
- Rural Industry Development Project





## Bona Villa Project

Funds raised in 2024

RMB **22.13** million

Expenditure in 2024

RMB **27.75** million

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.

In 2024, the project received a donation of RMB 22.13 million and incurred an expenditure of RMB 27.75 million, benefiting 31,400 person-times in 23 counties (cities/districts) in 15 provincial-level regions including Hebei, Guizhou, Henan, Qinghai, Gansu, Shaanxi, Sichuan, and Chongqing.

Taking "building demonstration sites, helping industries to become strong, promoting talents to flourish, and assisting organizations in good governance" as the working idea, the project carried out the work of promoting the comprehensive demonstration villages of rural revitalization in terms of rural construction, rural operation, rural governance, and rural talents cultivation.

The project won 31 awards in 2024, including the Best Poverty Reduction Case in the Fifth Global Poverty Reduction Case Collection Activity, the Fourth Batch of Famous Villages of Tianfu Tourism Brand of the Sichuan Provincial Department of Culture and Tourism, and the Rural Revitalization Empowerment Plan of the Rural Revitalization Branding Festival – Typical Cases of Hemei Villages.



Bona Villa - Songshuping Village, Huixian City, Henan Province, China



Bona Villa – Mopanshan Village, Shangcheng County, Henan Province, China



Bona Villa – Dapodi Village, Xinghe County, Inner Mongolia Autonomous Region, China



Beneficiary villagers of Bona Villa - Baiyan Village, Leishan County, Guizhou Province, China

## Shanpin E-Commerce Agricultural Income-Generation Program

CFRD launched the Shanpin E-Commerce Agricultural Income-Generation Program in 2015 to address the problems facing small farmers: small-scale production, scattered operation, low commercialization and difficulty in market premiums. By cultivating farmer cooperatives, implementing standardized production, improving agricultural production and operation chains, creating product brands with rural characteristics, expanding channels and building bridges for the connection between small farmer production and the large market, this program promoted sustainable industrial development, increased farmers' income, helped underdeveloped areas consolidate and expand the achievements of poverty alleviation and promoted rural revitalization in all aspects.

In 2024, the program received a donation of RMB 17.81 million and incurred an expenditure of RMB 40.83 million, benefiting 136,100 person-times in 152 villages in 74 counties (cities/districts) in 16 provincial-level regions including Beijing, Zhejiang, Gansu and Yunnan. Focusing on the directions of increasing agricultural benefits, increasing farmers' income and increasing rural driving force, the program carried out green industry development, industry chain empowerment and partner exchange and training, constructed quality control demonstration bases of 621,000 acres, spent RMB 22.71 million directly for agricultural products, and drove RMB 216 million consumption of agricultural products.

Funds raised in 2024

RMB **17.81** million

Expenditure in 2024

RMB **40.83** million



A Bumper Harvest of Navel Oranges in Zigui County, Hubei Province



Persimmon Future Factory Production Line in Wanli Village, Fuping County, Shaanxi Province, China



Navel Orange Planting Base in Fengjie County, Chongqing



A Bumper Harvest of Ningcui Apples in Daning County, Shanxi Province



## Agricultural Machinery Socialized Service Project

Funds raised in 2024

RMB **40.20** million

Expenditure in 2024

RMB **10.21** million



Drone Operations in Small Agricultural Machinery Helping Rural Revitalization Project in Yongshun County, Hunan Province

CFRD launched the Agricultural Machinery Socialized Service Program in 2023 in response to the problems of insufficient modern agricultural machinery and low agricultural production efficiency in rural areas. By focusing on servicing small farmers, cultivating new types of agricultural management entities, and strengthening social service capabilities, this program improved the level of equipment for key aspects of modern agricultural development, built a local agricultural machinery service team, set up a socialized service platform, promoted industrial efficiency and income generation, and facilitated the effective connection between small farmers and modern agriculture.

In 2024, the program received a donation of RMB 40,20 million and incurred an expenditure of RMB 10,21 million, benefiting 16,900 person-times in 5,985 households from 17 villages and towns and 17 cooperatives in 17 counties (cities and districts) in 9 provincial-level regions including Guangxi, Hubei, Hunan and Sichuan. 95 agricultural machinery and equipment were donated, 9 training sessions were organized, 13 service teams including 102 service personnel were set up, and the socialized service areas provided reached 163,300 acres. The program was awarded "IFENG.COM 2024 Actors Alliance - Top Ten Public Welfare Programs of the Year".



Farmers benefited from orchard transport vehicles of the Small Agricultural Machinery Helping Rural Revitalization Project in Jialing District, Nanchong City, Sichuan Province

## Rural Industry Development Project

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, promote the growth of village-level collective economy, and enhance farmers' incomes.

In 2024, the program received a donation of RMB 162,500 and incurred an expenditure of RMB 3.02 million, benefiting 2,682 person-times in 7 counties (cities/districts) in 4 provinces, including Sichuan, Guizhou, Liaoning and Jilin. The program enabled 11 village-level collective economic organizations to invest donated funds as shares in county-based agricultural enterprises, so as to promote the sustainable development of rural industries by market-oriented means. The Rural Industry Development Program paid RMB 235,000 in dividends to village-level collective economic organizations, and the program was honored a Rural Revitalization Practice Case of XINHUANET in 2024.

Funds raised in 2024

RMB 162,500

Expenditure in 2024

RMB 3.02 million



Egg Hen Breeding in the Rural Industry Development Program in Shiqian County, Guizhou Province, China



Bamboo Shoots Processing in the Rural Industry Development Program in Ya'an City, Sichuan Province, China



Tea Production in the Rural Industry Development Program in Shiqian County, Guizhou Province, China



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



# RURAL 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, Rural Craftsmanship Training 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.

- Community-level Official Leadership Development Project
- Farmer Entrepreneurship Training Project
- Rural Craftsmanship Promotion Plan
- Vocational Training Project
- New Great Wall Rural Science and Technology Backyard Supporting Plan





## Community-level Official Leadership Development Project

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 Project 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 2024, the project received a donation of RMB 4.72 million and incurred an expenditure of RMB 4.28 million, benefiting 1,763 person-times in 36 counties (cities/districts) in 17 provincial-level regions, including Heilongjiang, Jiangxi, Henan, Sichuan, Xinjiang and Tibet. With the idea of fostering local cadres for rural revitalization, we launched specialized training programs on topics such as "Rural Revitalization", "Living Environment", "Demonstration of One Thousand Villages and Renovation of Ten Thousand Villages", "Party Building", "Rural Governance", and "Rural Economy".

Funds raised in 2024

RMB 4.72 million

Expenditure in 2024

RMB 4.28 million



Training Class of Grassroots Cadres in Yichuan County, Shaanxi Province



CITIC Group - Theme Training on Helping District and County Grassroots Cadres to Learn and Apply the Experience of the "Demonstration of One Thousand Villages and Renovation of Ten Thousand Villages" Program



## Farmer Entrepreneurship Training Project

In response to issues such as the need for improved development capabilities of rural leaders and insufficient resources for business entities, CFRD launched the "Farmer Entrepreneurship Training Project" in 2019. Through a progressive talent cultivation model featuring "classroom teaching, on-site practical training, and seed funding", the program aims to enhance the management and business capabilities of rural leaders, support industrial revitalization, and promote sustainable rural development.

In 2024, the project received a donation of RMB 16.92 million and incurred an expenditure of RMB 10.11 million, benefiting 114 counties (cities and districts) in 17 provincial-level regions, including Anhui, Fujian, and Gansu, directly benefiting 712 trainees and benefiting 15,500 person-times in seed funding cooperatives. With the working philosophy of "consolidating the model, building the brand, and enhancing the influence of the project", we conducted 14 centralized training sessions, 4 practical training sessions, 12 regional exchanges, and supported 28 seed funding cooperatives (among which there were 6 village-level collective economy share cooperatives). In 2024, the program was honored the best poverty reduction case in the Fifth Global Poverty Reduction Case Collection.



Seed money trainees in Ganzhou City, Jiangxi Province, checking the growth of rice grains



A bumper harvest of a seed funding student's cooperative in Longnan City, Gansu Province, China

### Funds raised in 2024

RMB 16.92 million

### Expenditure in 2024

RMB 10.11 million



Specialized training course for presidents of farmers' cooperatives in Gansu Province



## Rural Craftsmanship Promotion Plan



Wang Fei, the representative technology inheritor of the Tai Tea project in Shiqian County, Guizhou Province, is frying tea

In response to issues such as the lack of business development capabilities among rural artisans, insufficient cultural exploration and presentation, and limited impact on driving industrial growth and increasing income, CFRD launched the "Rural Craftsmanship Promotion Plan" in 2023. Through initiatives such as Craftsmanship Schools, Heritage Spaces, and industrial support, the program aims to enhance the business and development capabilities of rural artisans, strengthen cultural excavation, inheritance, and display, support the growth of rural characteristic industries and farmers' income, and promote sustainable rural development.

In 2024, the program received a donation of RMB 12.06 million and incurred an expenditure of RMB 4.20 million, benefiting 518 person-times in 56 counties (cities/districts) in nine provincial-level regions, including Yunnan, Shanxi, Hunan, and Shaanxi. Based on the working philosophy of "consolidating the project model and building a benchmark project", the program conducted three craftsmen school training sessions, trained more than 100 apprentices, built six inheritance spaces, and provided industrial support.

Funds raised in 2024

RMB 12.06 million

Expenditure in 2024

RMB 4.20 million



A participant of the Rural Craftsmanship Training Program (Tujia Brocade) in Longshan County, Hunan Province, is weaving brocade



## Vocational Training Project

In response to the need for continuous improvement of farmers' employment skills, CFRD launched the "Vocational Training Project" in 2022. 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.

In 2024, the program received a donation of RMB 24.83 million and incurred an expenditure of RMB 23.02 million, benefiting 504 counties (cities/districts) in 24 provincial-level regions, including Gansu and Qinghai. Adhering to the philosophy of "teaching how to fish, rather than giving fish", we carried out training programs such as Maternity Matron Domestic Service Training Program, Rural Ambassador Training Program, Rural Homestay Manager Training Program, Rural Operator Training Program etc.

### | Caring Matron (Housekeeping) Training Program

In response to issues such as low employment skills and limited job opportunities for rural women, CFRD launched the "Caring Matron (Housekeeping) Training Program" in 2016. Through a dual-driven approach of employment skills training and career guidance, the program aims to increase employment opportunities for rural women, improve the quality and competitiveness of their employment, and promote gender equality. In 2024, the program benefited 1,311 person-times in 127 counties (cities/districts) in 20 provincial-level regions, including Henan, Shanxi, and Gansu.

### | Rural Ambassador Training Program

In response to the shortage and insufficient capabilities of e-commerce talents in rural areas, CFRD launched the "Rural Ambassador Training Program" in 2022. Through a three-level training system featuring skills training, live-streaming practice, and mentorship from industry experts, the program aims to enhance the capabilities of rural e-commerce talents, help promote agricultural specialty products to broader markets, attract more tourists to rural areas, and contribute to sustainable rural development. 11 training sessions were conducted in 2024, benefiting 696 person-times in 5 counties (banners) in 5 provinces, including Shaanxi, Guizhou, etc.

### | 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



Digital Mulan - Beneficiaries of the Rural Homestay Manager Training Program



Live stream introduction of Leishan specialty silver ball tea by a trainee in Leishan County, Guizhou Province

### Funds raised in 2024

RMB 24.83 million

### Expenditure in 2024

RMB 23.02 million

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. This program benefited 2,299 person-times in 13 provincial-level regions including Gansu, Inner Mongolia, Qinghai, Shaanxi, and Yunnan. The program carried out its work based on the concept of assisting rural talents revitalization and promoting rural women employment and income generation.

### | Rural Operator Training Program

In response to the lack of operational talents in rural tourism villages in China, CFRD launched the Rural Operator Training Program in 2023 to cultivate more rural operational talents through skills training and practical training, and to find new jobs for villages with a certain social demand. In 2024, the Rural Operator Training Program organized a total of four training sessions, benefiting 116 person-times.

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

To address the issues of talent shortage in rural areas, lack of technical skills among farmers, and inefficiency of agricultural production, CFRD launched the New Great Wall Rural Science and Technology Backyard Supporting Plan in 2023 and promoted the Science and Technology Backyard model, so as to support the dispatch of talents to villages, provide sci-tech services, provide experiment and demonstration facilities and equipment, assists in comprehensive empowerment of Science and Technology Backyard, cultivate sci-tech talents of "Agriculture, Rural Areas and Farmers", accelerate the transformation of sci-tech achievements, promote industrial development and farmers' income generation, and facilitate sustainable development in the countryside.

In 2024, the program received a donation of RMB 26.97 million and incurred an expenditure of RMB 3.04 million, benefiting 16,000 person-times in 40 counties (cities /districts) of 15 provincial-level regions, including Yunnan and Guizhou. The program has established in-depth cooperative relationships with 15 universities, including China Agricultural University, Northwest A&F University, and Yunnan Agricultural University. The program has mobilized 53 agricultural experts (29 professors, 16 associate professors) and more than 150 postgraduate students, focusing on supporting the construction of 55 science and technology Backyard (including disaster relief) in 15 provincial-level regions, including Xinjiang and Jiangxi. The program covers planting, animal husbandry and fishery, and includes 36 types of agricultural products such as grain crops, oilseed crops, vegetables, fruits, Chinese herbs and tea. The area of new

varieties and new technologies promoted and serviced by the program exceeded 600,000 acres, the output of agricultural products was increased by 6 million kilograms, and farmers' income was increased by more than RMB 7 million. This program was honored one of the "2024 Outstanding Cases of Responsible Practice of Rural Revitalization".

### Funds raised in 2024

RMB 26.97 million

### Expenditure in 2024

RMB 3.04 million



Students of the Purple Yam Science and Technology Backyard Program in Guixi City, Jiangxi Province were checking the growth of crops



A resident student of the Vegetable Science and Technology Backyard Program in Chetun Village, Tongzhou District, Beijing was working in the field



# 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 Project
- Disaster Prevention and Risk Reduction Project
- Jishishan Earthquake Relief Project
- “Typhoon Yagi” Humanitarian Relief Project
- Flood Relief Projects in Beijing, Tianjin, Hebei and Northeast
- Rural Infrastructure Building Project
- Comfortable Living Environment Project
- Ecological Afforestation Project



## Disaster Relief Project

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.

In 2024, the program received a donation of RMB 26.61 million and incurred an expenditure of RMB 38.76 million, benefiting 565,900 person-times in 126 counties (cities/districts) in 24 provincial-level regions, including Sichuan and Chongqing.



Emergency kits distributed to affected people during a flood disaster rescue operation in Mianning County, Sichuan Province

Funds and materials  
raised in 2024

RMB 26.61 million

Expenditure in 2024

RMB 38.76 million

## Disaster Prevention and Risk Reduction Project

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 2024, the program received a donation of RMB 14,600 and incurred an expenditure of RMB 1.41 million, benefiting 19,600 person-times in 5 counties (cities/districts) in 4 provincial-level regions, including Jiangxi and Sichuan. Adhering to the working philosophy of promoting project implementation and optimizing the project model, the program sorted out and optimized the implementation model of campus disaster reduction classrooms, promoted the completion of the construction and acceptance of 11 campus disaster reduction classrooms in Dayu County, Jiangxi Province, started the project curricula and teachers' capacity building section, completed the first centralized training for teachers, and accelerated the completion of the project curricula and teachers' capacity building of three campus disaster reduction classrooms in Luding County and Shimian County, Sichuan Province.



"Little Disaster Risk Reduction Officer" Summer Camp Activities of Sichuan Luding County Campus Disaster Risk Reduction Classroom Program



Jiangxi Danyu County Campus Disaster Reduction Classroom Program conducted the first centralized training of safety teachers

Funds and materials  
raised in 2024

RMB 14,600

Expenditure in 2024

RMB 1.41 million



## Jishishan Earthquake Relief Project

In response to the earthquakes on December 18, 2023 in Gansu and Qinghai, CFRD initiated the Jishishan Earthquake Relief Project to provide assistance to the affected people, grassroots organizations, rural collective economic organizations, grassroots governments, schools, hospitals, etc., in order to reduce disaster losses in villages, promote resilient rural development, and help build livable villages.

In 2024, the program received a donation of RMB 42.56 million and incurred an expenditure of RMB 102 million, benefiting 1.1537 million person-times in 11 counties (cities/districts) in Gansu and Qinghai.

In 2024, the Work Relief Program, Industrial Recovery and Development Program, Agricultural Machinery Socialized Service Program, Rural Industry Development Program, and Emergency Station Program were carried out, benefiting 162 villages. The Industrial Recovery and Development Program and the Agricultural Machinery Socialized Service Program carried out industrial support work in 13 cooperatives, serving a farmland area of 10,600 acres. The Industrial Recovery and Development Program cultivated 8 wealth creation leading figures and 10 skilled workers, and brought 146 people to work. The Agricultural Machinery Socialized Service Program brought 25 people to work in cooperatives, and the Rural Industry Development Program provided 18 long-term jobs and 78 short-term jobs for the project villages and 3 long-term jobs and 5 short-term jobs for surrounding villages.



Resettlement site completed in Area A of Tuanjie Village, Jishishan County, Gansu Province, China

**Funds and materials  
raised in 2024**

**RMB 42.56 million**

**Expenditure in 2024**

**RMB 102 million**

## “Typhoon Yagi” Humanitarian Relief Project

In response to the disasters caused by Typhoon Yagi in Hainan and Guangdong, CFRD launched the Typhoon Yagi Humanitarian Relief Project in 2024, which provided assistance to people and areas affected by the typhoon in the form of emergency relief, transitional resettlement, and post-disaster recovery and reconstruction. Through emergency relief, transitional resettlement, and post-disaster recovery and reconstruction, reduced disaster losses in the disaster-driven villages, and helped disaster-affected people overcome the difficulties, rebuild their homes, and construct livable villages.

In 2024, the project received a donation of RMB 2.29 million and incurred an expenditure of RMB 2.39 million, benefiting 60,100 person-times in Wenchang City and Meilan, Xiuying and Qiongshan districts of Haikou City in Hainan Province. The project carried out material assistance, provided humanitarian aid emergency kits, generators and other materials to 36 project villages in Hainan Province to help guarantee the living materials on the front line, and supported 21 disaster-stricken villages in Hainan Province by carrying out Relief Work Activities to help clean the villages after the disaster and resume production and life as soon as possible.



Distribution of emergency kits for women's care

**Funds and materials  
raised in 2024**

**RMB 2.29 million**

**Expenditure in 2024**

**RMB 2.39 million**



## Flood Relief Projects In Beijing, Tianjin, Hebei And Northeast

In response to the 2023 floods in Beijing, Tianjin, Hebei and Northeastern China, CFRD launched the Flood Relief Projects in Beijing, Tianjin, Hebei and Northeast China to assist disaster-affected people, grassroots social organizations, rural collective economic organizations, grassroots governments, schools, and hospitals, reduce losses from rural disasters, promote resilient rural development, and support the construction of livable rural areas.

In 2024, the project received a donation of RMB 1.55 million and incurred an expenditure of RMB 40.24 million, benefiting 467,200 person-times in 26 counties (cities and districts) in six provincial-level regions, including Hebei, Beijing and Tianjin. The Xiqiao Engineering Program, Emergency Station Program, Work Relief Program, and Post-Disaster Industrial Reconstruction Program were carried out, benefiting 610 project villages. The Post-Disaster Industrial Reconstruction Program provided industrial support to seven cooperatives, covering a farmland area of 10,700 acres.

Funds and materials  
raised in 2024

RMB 1.55 million

Expenditure in 2024

RMB 40.24 million



A bridge completed for Xiqiao Engineering Program in Laishui County, Hebei Province



Safety Teacher Centralized Training Site of the Campus Disaster Reduction Classroom Program in Fuping County Hebei Province



Material Distribution Construction of the Emergency Station Program



## Rural Infrastructure Building Project

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, CFRD supports economically underdeveloped rural areas in the construction of public infrastructures, such as transportation infrastructure, health infrastructure, and water conservancy infrastructure, so as to improve the local public facilities, enable convenient production and life for the masses, and help build livable villages.

In 2024, the program received a donation of RMB 4.09 million and incurred an expenditure of RMB 6.42 million, benefiting 59,600 person-times in 14 counties (cities/districts) in 9 provincial-level regions, including Hebei, Hunan, Hubei, Jiangxi, Yunnan and Sichuan. The benefited. The Xiqiao Engineering Program benefited 28 project villages.

Funds raised in 2024

RMB 4.09 million

Expenditure in 2024

RMB 6.42 million



Edible fungi smart cabin completed in Xinhe County, Hebei Province



Bridge construction of the Xiqiao Engineering Program in Suixian County Hubei Province

## Comfortable Living Environment Project

In response to the lack of practical planning for rural construction in underdeveloped areas and lack of construction knowledge among rural construction practitioners, CFRD launched the Comfortable Living Environment Program in 2022. Through learning and applying the experience of the program of Demonstration of One Thousand Villages and Renovation of Ten Thousand Villages, we prepared practical guidelines for rural construction planning, supported the construction of Five Small Projects with new concepts and new technologies in the countryside, carried out training for rural construction practitioners, cultivated a group of rural construction practitioners, and built a number of ecologically livable demonstration villages.

In 2024, program raised a total of RMB 15.12 million and incurred an expenditure of 17.88 million, benefiting 40,000 person-times in 18 counties (cities/districts) in 11 provincial-level regions.

Funds raised in 2024

RMB 15.12 million

Expenditure in 2024

RMB 17.88 million



Comfortable Living Environment Program (Farm Subsidy) Tuanjie Village Project Phase I Village Building Practitioner Training



Tuanjie Village Applicable Residential Construction Guidelines Training



## Ecological Afforestation Project



Workers in Zhenglan Banner Inner Mongolia are using drilling rigs to dig pits for seedlings that are about to be planted

Funds and materials  
raised in 2024

RMB **162** million

Expenditure in 2024

RMB **135** million

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.

In 2024, the project received a donation of RMB 162 million and incurred an expenditure of RMB 135 million, benefiting 536,100 person-times in 26 counties (cities/districts) in four provincial-regions, including Gansu, Shanxi, Inner Mongolia and Ningxia.

The program, taking "maintaining the scale, increasing the types, and strengthening cooperation" as its working philosophy, actively practiced the transformation and upgrading strategy of "from self-execution to mixed execution", efficiently pushed forward new programs, and timely inspected and accepted old ones to guarantee the project volume. Besides, we expanded the scope of the program, deepened diversified cooperation with key areas, held experience exchange meetings in the project areas, and organized visits for users of Ant Forest public welfare projects to enhance understanding and interaction among various parties, and improve the vitality of the program.



Afforestation workers are planting sea buckthorn in Hexigten Banner, Inner Mongolia



The yellow willows planted in Zhenglan Banner, Inner Mongolia in 2024 have formed distinct strips



## 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 Project
- New Great Wall Scholarship Project for High-School Students
- New Great Wall Vocational Education Empowerment Project
- Undergraduate Student Development Project
- Rural Education Development Project
- Nutritious Meals Project
- Child Companion Program
- Early Childhood Development Program
- Empowering Children, Enlightening the Future Project
- Backbone Project (Health Insurance for Poor Families' Labors)
- Child Health Insurance Project
- Doctor Training Project
- Rural Healthcare Project
- Illness Relief Project
- Public Welfare Insurance Program





## Domestic Panda Pack Project

Funds raised in 2024

RMB **25.38** million

Expenditure in 2024

RMB **16.78** million

In view of the relatively insufficient learning conditions (such as art and science learning conditions) for quality education of rural primary school students in underdeveloped areas, CFRD, collaborated with China Post Group Corporation and China Movie Channel, launched the Domestic Panda Pack Project in 2009. Through the distribution of packs and accompanied user guides, as well as hosting events, the project improved students' learning conditions for quality education, inspired students' interests, enhance their literacy skills, and conveyed social care at the same time.

In 2024, the project received a donation of RMB 25.38 million and incurred an expenditure of RMB 16.78 million, benefiting 132,700 person-times in 62 counties (cities and districts) in 19 provincial-level regions, including Yunnan and Guizhou. The project continues to help rural students improve their artistic literacy and scientific interests through measures such as "one package, one guidebook, one event".



Beneficiary students in Qianjiang District of Chongqing received science and innovation packs



Students in Datong County, Qinghai Province received love packs



Students in Longxi County, Gansu Province received love packs

## Moving Forward Project

In response to the lack of resources for literacy education in underdeveloped areas and insufficient overall development of students, CFRD launched the Moving Forward Program in 2014. By introducing moving forward courses, creating moving forward spaces, implementing moving forward care, and empowering moving forward principals, the program has been continuously carried out in rural elementary schools on a county-by-county basis, helping students' all-around development and promoting the improvement of the education ecosystem in the counties. The program includes a sub-program called the Science Voyage Program.

In 2024, the program received a donation of RMB 91.09 million and incurred an expenditure of RMB 78.13 million, benefiting 306,800 rural teachers and students (times) in 19 counties (cities and districts) in 8 provincial-level regions, including Guizhou and Yunnan. The program encompasses four aspects: Moving Forward Courses, Moving Forward Spaces, Moving Forward Principals Training, and Moving Forward Care. This year, this program cumulatively implemented 72,300 moving forward courses, created 165 moving forward spaces, organized 34 training sessions, and distributed 35,100 moving forward packs and 23,700 science and innovation packs.

### | Science Voyage Program

In response to the lack of science education resources and low scientific literacy among rural students, CFRD launched the Science Voyage Program. This program aims to improve the scientific education conditions of rural schools, stimulate the students' scientific interests, 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 2024, the Science Voyage Program benefited 46,700 rural teachers and students (times) in 7 counties (cities/districts) of 6 provincial-level regions, including Hebei and Guangxi.

In 2024, the Ubiquant Warm Sun Science Voyage sub-program conducted 1,975 courses, distributed science and innovation packs to 23,700 students, held activities such as urban and rural summer camps, and organized teacher training. The Smart "Benefit" Classroom program added 13 new beneficiary schools, constructed and equipped smart classrooms, held project exchange and demonstration activities, and provided programming, creativity and animation training for teachers.

### Funds raised in 2024

RMB **91.09** million

### Expenditure in 2024

RMB **78.13** million



Beneficiary students are in tug-of-war in a moving forward sports class



Beneficiary students are presenting their scientific work



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

In underdeveloped areas, some high school students with higher financial difficulties are faced with challenges such as significant financial burdens and limited skills. In view of this, CFRD launched the New Great Wall Scholarship Program for High-School Students in 2007. The program provides financial aid and talent development support activities to help students from families with financial difficulties to complete their studies and improve their comprehensive abilities.

In 2024, the program received a donation of RMB 39.16 million and incurred an expenditure of RMB 50.91 million, benefiting 27,700 person-times in 214 counties (cities/districts) in 23 provincial-level regions, including Yunnan and Guizhou. The program provides 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 2024

RMB **39.16** million

Expenditure in 2024

RMB **50.91** million



JORDAN WINGS Soaring Scholarship Program Mentorship Program Activities of Yushu Second Nationality Senior High School in Qinghai Province



Visit to "PSBC Charity Self-improvement" class program in Fenxi County No.1 Middle School in Shanxi Province

## 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 the 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.

In 2024, the program received a donation of RMB 2.04 million and incurred an expenditure of RMB 7.16 million, benefiting 3,098 person-times in 44 secondary and higher vocational schools in 43 counties in 8 provincial-level regions, including Sichuan and Hunan. The program provided financial aid, supplemented by activities to support talent development, which includes activities such as a series of career planning workshops and support activities for returning to hometown to start new businesses.

Funds raised in 2024

RMB **2.04** million

Expenditure in 2024

RMB **7.16** million



Representatives of families benefiting from the Chevron's "Brightening the Future" Schooling Program for Truckers' Children are participating in an outreach activity



A scene of student exchange in the career planning series of the New Great Wall Vocational Education Empowerment Project of China Development Bank

## Undergraduate Student Development Project

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, empowering 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.

In 2024, the program received a donation of RMB 13.59 million and incurred an expenditure of RMB 13.50 million, benefiting more than 100,000 university students (times) in 209 colleges and universities in 77 cities of 28 provincial-level regions, including Yunnan, Guizhou and Jiangxi.

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

In response to the economic difficulties of college students' families and the lack of financial support from colleges and universities to students from economically disadvantaged families, CFRD launched the New Great Wall Undergraduate Student Financial Assistance Program in 2002. By providing financial assistance, this program helps college students from economically disadvantaged families with good academic performance to successfully complete their studies. Meanwhile, 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.

In 2024, the program received a donation of RMB 5.82 million and incurred an expenditure of RMB 5.32 million, benefiting 1,752 person-times in 87 counties (cities/districts) in 25 provincial-level regions, including Guizhou and Shaanxi.

### | New Great Wall Undergraduate Student Agricultural Assistance Scholarship Program

In response to the insufficient encouragement and guidance methods, incentives and resources for college students who have outstanding performance in serving the cause of "Agriculture, Rural Areas and Farmers", CFRD launched the New Great Wall Undergraduate Student Agricultural Assistance Scholarship Program. By providing financial incentives, this program inspires college students' enthusiasm to study about "Agriculture, Rural Areas and Farmers", encourages them to actively devote themselves to the cause of "Agriculture, Rural Areas and Farmers", and enhances their sense of honor in participating in the cause of "Agriculture, Rural Areas and Farmers", so as to assist in rural revitalization.

In 2024, the program received a donation of RMB 150,400 and incurred an expenditure of RMB 85,000, benefiting 17 person-times in Guizhou Province.

### | Charity Future Program

Addressing the limited resources for capacity development and insufficient opportunities for young college students to participate in the cause of "Agriculture, Rural Areas and Farmers", CFRD further upgraded the Charity Future Program in 2023. Focusing on public welfare associations in colleges and universities and mainly aimed at college students, this program improves the comprehensive competencies and sentiment of college students for "Agriculture, Rural Areas and Farmers" by integrating social resources and by means of social practice and capacity building, and enables them to become a new generation of young people with creativity, teamwork and sense of social responsibility.

In 2024, the program received a donation of RMB 7.62 million and incurred an expenditure of RMB 8.10 million, benefiting 99,000 students (times) in 164 colleges and universities in 79 cities (districts) of 26 provincial-level regions, including Yunnan, Guizhou and Jiangxi.

### Funds raised in 2024

RMB 13.59 million

### Expenditure in 2024

RMB 13.50 million



Charity Future-Standard Chartered's University Student Employment Empowerment Project Achievement Exhibition



Youth Empowerment Project Participants During Outdoor Experiential Learning



Charity Future-Mars Wrigley's "Go For Sustainability" Project Achievement Exhibition



## Rural Education Development Project

In view of problems such as backward rural education concepts, incompetent teachers, and weak infrastructure, CFRD launched the Rural Education Development Program in 2017. It provides assistance to the construction of school infrastructure, builds the capacity of rural teachers and students, and subsidizes rural teachers and students to provide educational resource support for rural schools, rural teacher teams, students and families, improves the rural educational resource environment, and helps the continuous improvement of rural education. It also includes sub-programs such as CSG Zhixing School Library Program, Teaching-research Competence Improvement Program, For Tomorrow's Children Program, and Rural Education Development Cooperation Program.

In 2024, the program received a donation of RMB 61.62 million and incurred an expenditure of RMB 81.99 million, benefiting 258,500 person-times in 283 counties (cities/districts) in 29 provincial-level regions, including Yunnan and Guizhou.

### | CSG Zhixing School Library Program

China Southern Power Grid Company Limited (CSG) and CFRD launched the CSG Zhixing School Library Program. This 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 both teachers and students, and comprehensively enhance the reading level of rural schools. In 2024, the program received a donation of RMB 30.02 million and incurred an expenditure of RMB 30.52 million, directly benefiting over 69,100 students in 25 counties (cities/districts) of 5 provincial-level regions.



Beneficiary students are reading picture books in the CSG Zhixing School Library

### | 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 national master teachers to lead county backbone teachers to carry out teaching and research by hand, so as to improve the level of teaching and research of the teachers in the county.

carry out teaching and research. In 2024, the program received a donation of RMB 10.42 million and incurred an expenditure of RMB 13.42 million, benefiting 36 counties in 16 provincial-level regions, including Yunnan and Guizhou, and providing training for 1,508 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 2024, the program benefited 11,200 person-times in 51 counties of 19 provincial-level regions, including Sichuan and Yunnan.

### Funds and materials raised in 2024

RMB **61.62** million

### Expenditure in 2024

RMB **81.99** million



Beneficiary teachers and students are carrying out reading-themed painting activities in the CSG Zhixing School Library.

## Nutritious Meals Project

In view of malnutrition among children in underdeveloped areas, CFRD launched the 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.

In 2024, the program received a donation of RMB 53.27 million and incurred an expenditure of RMB 47.84 million, benefiting 50 counties (cities/districts) in 13 provincial-level regions, including Yunnan and Guizhou, providing 9.84 million nutritious meals for children and equipping 360 schools with caring kitchen equipment, benefiting 240,000 person-times of children. The program, guided by the principle of "stabilizing scale while maintaining quality", optimized the implementation and made steady progress, strengthening the management and risk prevention and control, and relying on the digital management platform to improve the efficiency of project implementation.

Funds and materials raised in 2024

RMB 53.27 million

Expenditure in 2024

RMB 47.84 million



School cooks are preparing lunch for children in a neat and bright electrified kitchen



Beneficiary children are sharing nutritional supplements



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



Beneficiary children are receiving nutritional supplements



## Child Companion Project

Funds and materials raised in 2024

RMB **37.27** million

Expenditure in 2024

RMB **25.20** million

In view of the care and protection related problems of rural children due to the lack of guardianship, CFRD launched the Child Companion 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, one link" model, took the Child Companion 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.

In 2024, program received a donation of RMB 37.27 million and incurred an expenditure of RMB 25.20 million, benefiting 536,400 rural children in 884 villages of 93 counties (cities/districts) in 13 provincial-level regions, including Sichuan, Guizhou, Yunnan, Jiangxi and Hubei. The program adopts the working philosophy of "optimizing mechanism and strengthening quality", focuses on rural children welfare and protection services, and uses a digital management system to drive the efficient, transparent, and standardized development of the program. It optimizes and upgrades services to create a friendly home for children in villages, innovates and pilots thematic modules to enrich the service contents, optimizes the training system, enriches the content of the courses and strengthens the talent pool. In addition, it strengthens the brand publicity and jointly enhances the influence of the program.



Child companion mothers are visiting households to care for children in difficulties



Child companion mothers are playing games with children at a Child Companion Program Home



2024 Child Companion Program Backbone Cadre Intermediate Workshop

## Early Childhood Development Project

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.

In 2024, the program received a donation of RMB 15.92 million and incurred an expenditure of RMB 8.37 million, benefiting 12,900 person-times in 128 villages (communities) in 16 counties (cities/districts) of 5 provinces, including Jiangxi, Guizhou, Jiangsu, Fujian and Hubei.

Taking "steady implementation and model creation" as its working philosophy, the program steadily promotes the implementation of the Huiyu Hope Early Childhood Development Project, conducts project management training and supervision as well as research and evaluation to enhance its implementation capacity. Besides, it digs into project case stories to disseminate the program at key time points. The Thousand-Day Children's Early Childhood Development Project was piloted to explore innovative and effective means of "digital" intervention.

### | HOPE Early Childhood Development Project

In 2022, with the support of Beijing Tanoto Foundation, CFRD launched the Huiyu Hope Early Childhood Development Project. The project received a donation of RMB 9.61 million and incurred an expenditure of RMB 8.04 million, benefiting 11,700 person-times in 90 villages (communities) in 13 counties (cities/districts) of 4 provinces (Jiangxi, Guizhou, Jiangsu and Fujian). In 2024, the project run 90 rural early childhood development activity centers, conducted 21 training sessions and supervisions for caregivers, nurtured a team of 180 local caregivers, and provided more than 140,000 one-on-one parent-child interaction and group activity courses.

### | 1000-Day Companionship Early Childhood Development project

In 2023, with the support of Xinhe Foundation, CFRD launched the Thousand-Day Children's Early Childhood Development Project. In 2024, the project received a donation of RMB 2.31 million, and incurred an expenditure of RMB 320,700, benefiting 1,166 person-times in 38 villages (communities) in 3 counties (cities/districts) of Hubei Province. The project set up a tiered service platform and fostered a team of tiered caregivers to explore digital parenting service modes.

Funds raised in 2024

RMB 15.92 million

Expenditure in 2024

RMB 8.37 million



Beneficiary children and parents are participating in collective parent-child activities



A caregiver is delivering a parenting class with infants and parents



## Empowering Children, Enlightening the Future Project

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

In 2024, the program received a donation of RMB 22.96 million and incurred an expenditure of RMB 29 million, benefiting 240,000 person-times.

### 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 2024, the Rural Children's Digital Classroom Project provided building blocks basic training sessions for 119 teachers from 88 schools in 5 counties (cities/districts) in 4 provinces, including Guizhou and Yunnan, which enhanced the digital capabilities of rural teachers. At the same time, the project provided 2,370 computer devices to 89 schools in 7 counties (cities) in 5 provinces (Yunnan, Guizhou, Hebei, Henan and Gansu), to help the schools carry out programming class teaching activities and improve the digital quality of rural children.

Cooperating with the Lego Group, CFRD carried out the "Build Lego Bricks for Love" activity, donating Lego building blocks to rural children, to help them grow through play. In 2024, the Lego Building Blocks Program donated 214,000 boxes of Lego toy sets to 216,000 children in 20 counties (cities/districts) of 7 provincial-level regions, including Heilongjiang, Jilin, and Gansu, enabling rural children to experience the fun of building blocks.

In 2022, CFRD and Yiyang Qianxi Love Fund jointly launched the Gongmei Future Project, which, by training project village personnel to become aesthetic teachers and conduct aesthetic education courses suitable for rural children, improved the aesthetic education level of rural children, promoted the balanced development of urban and rural aesthetic education, and gave rural children more opportunities for comprehensive development. In 2024, the Gongmei Future Project provided 24 training sessions for rural aesthetic teachers and conducted over 800 thematic activities, and the beneficiary children were provided different access to understanding and expressing the world.

Funds raised in 2024

RMB 22.96 million

Expenditure in 2024

RMB 29.00 million



Beneficiary children are painting under the guidance of an aesthetic teacher



Beneficiary students are playing Lego building blocks

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

To solve the problem of returning to poverty due to illness and accidents among low-income groups in rural areas, CFRD, Alibaba Philanthropy, Alipay philanthropy and Ant Group Antbao platform jointly launched the Backbone Project (Health Insurance for Poor Families' Labors) in 2017. By providing exclusive public welfare insurance, this project provides low income groups with comprehensive health care and accident protection, reducing the incidence of returning to poverty due to illness and accidents.

In 2024, the project received a donation of RMB 14.76 million and incurred an expenditure of RMB 14.28 million, benefiting 485,900 person-times 17 counties (cities/districts) in 10 provincial-level regions, including Jiangxi, Sichuan and Heilongjiang. The project fully leverages the advantages of public welfare insurance, provides health insurance for the main labor force aged 18-60 from low-income families in rural areas, reduces the risk of returning to poverty due to illness among the main labor force from low-income families in rural areas, and continuously promotes the effective connection between consolidating & expanding the achievements of poverty alleviation and rural revitalization.

Funds raised in 2024

RMB 14.76 million

Expenditure in 2024

RMB 14.28 million



A beneficiary in Lancang County, Yunnan Province



A beneficiary in Yongshun County, Hunan Province

## Child Health Insurance Project

In order to help improve the health of children in rural areas, CFRD launched the Child Health Insurance Program in 2022. It was initiated to provide better health protection support for children from low-income families in rural 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 the Empowering Children Program.

### 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.

In 2024, the program received a donation of RMB 16.97 million and incurred an expenditure of RMB 12.17 million, benefiting 164,300 person-times in 26 counties (cities/districts) of 14 provincial-level regions, such as Inner Mongolia, Liaoning, and Yunnan. 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. It provides comprehensive coverage for inpatient medical care, specific diseases (malignant tumors in children, 20 types of rare diseases in children, and surgeries for congenital heart disease), and accidental injuries and disabilities, so as to reduce the economic pressure on low-income families due to children's medical treatment and accidents, reduce the risk of falling back into poverty due to illness or accidents, and help improve the health level of children in rural areas.



Beneficiaries in Xishui County, Guizhou Province



Beneficiaries in Taiqian County, Henan Province

Funds raised in 2024

RMB 16.97 million

Expenditure in 2024

RMB 12.17 million



## Doctor Training Project

In view of lacking medical diagnostic and treatment equipment and professional competence of grassroots doctors in underdeveloped areas in China, CFRD launched the Doctor Training Program in 2020. By providing facility and equipment support and empowerment training, the program improved the medical facilities and equipment conditions in underdeveloped areas, supported the competence development of rural doctors, improved the medical services at the county, town, and village levels in underdeveloped areas, popularized hygiene and health knowledge, and provided more solid health protection for rural people.

In 2024, the program received a donation of RMB 5.99 million and incurred an expenditure of RMB 6.24 million, benefiting 1,487 person-times in 14 counties (cities/districts) of 8 provincial-level regions, including Gansu, Sichuan and Shaanxi. The program, rooted in the new era and catering to the new demands of rural revitalization, focuses on upgrading the capacity of medical and healthcare services at the county, town, and village levels, and constantly explores and upgrades in improving grassroots medical facilities & equipment and constructing a talent team of medical staff. With resources of multiple parties, it leverages the advantages of digital governance in healthcare, collaborates with the capabilities of professional institutions, and invigorates the endogenous driving force of grassroots medical and health care to help safeguard the health of rural residents.



A beneficiary village doctor in Tiandeng County, Guangxi Zhuang Autonomous Region



A beneficiary village doctor in Qingjian County, Shaanxi Province is examining villagers

### Funds raised in 2024

RMB **5.99** million

### Expenditure in 2024

RMB **6.24** million

## Rural Healthcare Project

In view of insufficient level of medical services in rural areas, CFRD launched the Rural Healthcare Program in 2017. By providing funds and material support and training activities for grassroots governments, medical institutions, village doctors, low-income and disadvantaged groups etc., the program improved the level of medical services in villages and provided more solid health protection for rural people. The program includes sub-programs such as Maternal and Child Health Program, Supporting the Needy People in Xi County, Rural Health Cooperation, Care for Families in Need, and Love Knows No Borders Medical Facility Aid.

In 2024, the project received a donation of RMB 25.43 million and incurred an expenditure of RMB 14.93 million, benefiting 14,000 person-times in 69 counties (cities/districts) of 21 provincial-level regions, including Sichuan and Yunnan.

### Funds raised in 2024

RMB **25.43** million

### Expenditure in 2024

RMB **14.93** million

## Illness Relief Project

In response to the poverty-reversal challenges faced by ordinary households due to medical expenses or accidents, CFRD launched the Illness Relief 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 Jiujinan Medical Aid Program.

In 2024, the Illness Relief Program received a donation of RMB 5.99 million and incurred an expenditure of RMB 2.90 million, benefiting 186 person-times in 10 counties (cities/districts) of 7 provincial-level regions, including Yunnan.



A beneficiary in Luoning County, Henan Province

Funds raised in 2024

RMB 5.99 million

Expenditure in 2024

RMB 2.90 million

## Public Welfare Insurance Program

For populations who are less resilient to risks due to a lack of insurance, CFRD launched a public welfare insurance program in 2024. By providing public welfare insurance coverage, this program reduces the risk of returning to poverty due to illness, accidents, schooling, and disasters etc. for these groups. The program consists of sub-programs, such as Bay Health Disease and Accident Comprehensive Insurance and Tongxin Guards Sanitation Workers' Accident Insurance.

In 2024, the program received a donation of RMB 11.60 million and incurred an expenditure of RMB 10.90 million, benefiting 219,000 person-times.

### | Sanitation Workers' Accident Insurance Program

In order to promote urban-rural integration and provide more insurance for rural migrant laborers in urban employment, CFRD and New China Life Foundation jointly launched the Tongxin Guards - Sanitation Workers' Accident Insurance Program in 2024, which, by providing accident insurance for eligible sanitation workers, reduces the risk of returning to poverty due to accidents for this group of people.

In 2024, the program received a donation of RMB 2.32 million and provided accident insurance for 212,200 sanitation workers.

Funds raised in 2024

RMB 11.60 million

Expenditure in 2024

RMB 10.90 million



## 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 2024, 48,300 volunteers provided voluntary services for CFRD's charity projects.

- Internet-Based Philanthropy
- Monthly Giving Initiative
- One Yuan Donation
- Unite the Force for Good
- Promoting Philanthropic Participation by Boosting Consumption
- Actions of Foreign-funded Enterprises for Rural Revitalization
- Social Enterprise Innovation Project
- New Tea Fund
- NPO Cooperation Project
- The "Philanthropy for Everyone" Online Fundraising Platform Project
- Living Water NPO Development Initiative Project





## Internet-Based Philanthropy

### Alibaba Philanthropy

In 2024, CFRD raised a total of RMB 81.99 million through the Alibaba Philanthropy platform. The funds were allocated to support key brand programs such as the International Panda Pack Project and Child Companion Program. It also deepened the collaborations with Alibaba Philanthropy in rural revitalization, focusing on the development of rural industries and talents and supporting programs such as the Agricultural Machinery Socialized Service Program and Rural Craftsmanship Training Program. CFRD also cooperated with multiple industries, including Ele.me Public Welfare and Maternal & Child Industry and 3C Digital Industry of Tmall.

During the Alibaba Philanthropy 95 Charity Week in 2024, CFRD worked with 10 celebrities, including Liu Shishi, Bai Yu, Li Landi, and Zhang Yulong, to advocate for public welfare, and representatives of a number of program beneficiaries were also invited to participate in the "Salute to the Actors" Conference during the Alibaba Philanthropy Week.

### Alibaba Philanthropy

1.30  
billion donations

### Tencent Philanthropy

5.84  
million participants  
(person-times)

### Tencent Philanthropy

In 2024, CFRD received a donation of RMB 41.78 million through the Tencent Philanthropy Platform, and 5.84 million person-times participated in the donation. The funds raised were used to support key brand programs such as the Domestic Panda Pack Project, Nutritious Meals Program, PSBC Charity Self-Improvement Class Program, and Disaster Relief Program. It actively mobilized the public and enterprises to participate in the "March 20 PSBC Campaign", "2024 Living Water NPO Development Initiative Program Rural Revitalization Public Welfare Activity", and "JiuJiu Public Welfare Festival", and cooperated with WeChat Payment Change Donation to assist in the Agricultural Income-Generation Program.



Alibaba Philanthropy Platform 95 Charity Week Activities



Tencent Philanthropy Platform JiuJiu Public Welfare Festival



## Internet-Based Philanthropy



A mulan housekeeper is showing  
Alipay Philanthropy



Alipay Philanthropy Children's Day Super Public Welfare Day  
Event

### Alipay Philanthropy

34.16

million participants  
(person-times)

### ByteDance Philanthropy

71.32

million participants  
(person-times)

#### | Alipay Philanthropy

In 2024, CFRD raised a total of RMB 62.66 million through the Alipay Charity Platform, and 34.16 million person-times participated in the donation. The funds raised were used to support key brand programs such as the Domestic Panda Pack Project, Nutritious Meals Program, Backbone Project (Health Insurance for Poor Families' Labors), Moving Forward Program, and Rural Homestay Manager Training Program, as well as to respond in a timely manner to multiple disaster rescues, including Hainan Windstorm and Southern Flood Disaster. We actively participated in events like Ant Farm, Point Donation, Recycling Donation etc. and interacted with more caring netizens. Besides, we invited donors to visit the beneficiaries to help more caring netizens see the real impact of public welfare.

#### | ByteDance Philanthropy

In 2024, CFRD raised a total of RMB 35.58 million through the ByteDance Philanthropy Platform, and 71.32 million person-times participated in the donation. The funds raised were mainly allocated to key brand programs, such as the Moving Forward Program and Nutritious Meals Program, and to joint research and initialization of the key issue – Moving Forward Countryside Football Program. In 2024, the "Rural Starlight Public Welfare Plan" continued to be successfully carried out with the support of ByteDance Philanthropy Platform, mobilizing hundreds of popular celebrities, stars and media to participate in platform activities, such as Children's Month in June, September-5 DOU Love Public Welfare Day, and Good Things Coming True in December, to jointly help disseminate the public welfare programs.

#### | Third-party Internet Public Fundraising Platforms

In 2024, CFRD continued to cooperate closely with philanthropy platforms such as Sina Weibo Philanthropy and Bilibili Philanthropy, inviting content creators of these platforms to advocate for the Nutritious Meals Program and support the development of key brand programs such as Nutritious Meals Program, One Yuan Donation, and Domestic Panda Pack Project.



ByteDance Philanthropy Platform Make-A-Wish Campaign

## Monthly Giving Initiative

In 2024, 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.

In 2024, six face-to-face fundraising campaigns were organized, with more than 100 volunteers recruited to spread the idea of monthly donations to nearly 30,000 people. Philanthropic Communication Officer activities were carried out in winter, and tens of thousands of young people signed up to become communication officers, influencing nearly 100,000 people to pay attention to public welfare. Four phases of Moving Forward Monthly Giving Torchbearer Program and International Smiling Children Monthly Giving Torchbearer Program were conducted, inviting a total of 400 people to become monthly giving torchbearers. We cooperated with 18 caring enterprises including J.K. Life Insurance, Kaishu Story, etc., and 4 media including China Movie Channel, Sohu News, and Phoenix Philanthropy, 11 celebrity influencers including Zheng Kai, Liu Mintao, Village Xiaojie, Dad's Review, and Modeler Lao Yuan'er, as well as more than 10 self-media and WeChat Official Accounts to jointly promote the Monthly Giving Initiative, which expanded the dissemination scope of public welfare programs and monthly donation concepts and increased social attention. Throughout the year, more than 10 activities were organized, including monthly donor regional gatherings, anniversary parties, and public welfare visits to project areas, with a total of 4,000 person-times participating.

Number of monthly donors  
with RMB 10 of donation  
and above

101,400 persons



Monthly Giving Initiative donors and beneficiary children are in bamboo pole dancing together



Dad's Review participates in project area visits to Monthly Giving Initiative Donor Program



Monthly Giving Initiative Donor Shanghai Regional Gathering



Visit to the project area of Monthly Giving Initiative Donor Program



## One Yuan Donation

Funds raised in 2024

RMB 11.25 million



Visit to the project area of One Yuan Donation Monthly Donor Program

"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 2024, 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 Alipay Philanthropy, ByteDance Philanthropy and Tencent Philanthropy, and a wide variety of fundraising activities were also organized by various markets across the country. In 2024, the "One Yuan Donation" program benefited 40,100 person-times in 10 counties (cities/districts) of 8 provincial-level regions, including Guizhou, Yunnan, and Jilin.



A poster of 2024 One Yuan Donation fundraising activity



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



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

## 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 2024, the "Unite the Force for Good" campaign raised a total of RMB 896,100, which was used for the Domestic Panda Pack Project and the Smiling Children Pilot Program in Ethiopia. It mobilized 35,000 university student volunteers from 48 universities to carry out fundraising activities, with a cumulative total of more than 280,000 hours of volunteer service, benefiting 10,400 primary school students in underdeveloped regions at home and abroad.

Funds raised in 2024

RMB 896,100

Individual donors in 2024

8,620 person-times



Volunteers from Guangdong University of Foreign Studies are conducting fundraising in Wanda Plaza



Children Who Actively Donated at Shandong University of Science and Technology's Volunteer Booth

## 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 to carry out public welfare marketing activities to support special industries in underdeveloped areas through PepsiCo's product sales and donations. On August 25, 2024, CFRD in collaboration with PepsiCo and Jiajiayue Group, jointly launched the donation and purchase intention signing ceremony with the theme "Buy Lay's in Jiajiayue to Help Farmers" in Linshu County, Linyi City, Shandong Province, aiming to promote the development of the sweet potato industry in Linshu County, Shandong Province together with consumers and achieve end-to-end linkage and sustainable development of rural revitalization, by adopting the innovative model of "public welfare driven, buying and donating to farmers" and leveraging the influence of Lay's brand and the platform advantages of Jiajiayue Group. PepsiCo donated one million to CFRD to support the development of the sweet potato industry in Linshu County, and Jiajiayue signed a letter of intent with CFRD and Shanpin E-commerce to help the local sweet potato industry broaden its sales channels.



"Buy Lay's in Jiajiayue to Help Farmers" Donation and Purchase Intention Signing Ceremony



A number of shopping malls have launched the "Buy Lay's in Jiajiayue to Help Farmers" public welfare promotion activities



## 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 2024, more than 30 foreign-funded enterprises donated money and goods through CFRD, with the total worth exceeding RMB 140 million. In terms of rural livelihood development, Samsung China, Qualcomm, PepsiCo, etc. supported the Agricultural Machinery Socialized Service Program, Agricultural Income -Generation Program etc. In terms of rural talent development, Apple, Samsung Semiconductor, etc. supported the New Great Wall Rural Science and Technology Backyard Supporting Plan and the Vocational Training Program. In terms of rural construction, Adidas, Standard Chartered Bank, etc. supported the Disaster Relief Program. In terms of rural social undertakings, LEGO, Yum China, USANA etc. supported child care programs such as the Empowering Children, Enlightening the Future Program, Nutritious Meals Program, and Maternal and Child Health Program, Reckitt etc. supported the Rural Healthcare Program, and Nike, Lululemon, Mars and Wrigley supported education programs such as the New Great Wall Scholarship Programs for high school students and undergraduate students. In addition, many foreign companies cooperate with CFRD in social mobilization, international projects, and other areas.

2024

30<sup>+</sup> participants

Donations in 2024

RMB 140.00 million

## Social Enterprise Innovation Project

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

In 2024, the program continued to deepen its investment cultivation system and advocacy system, carried out preparations for the Agricultural Industry Fund, conducted research on the "Social Benefit Assessment Indicator System for Enterprises in the 'Agriculture, Rural Areas, and Farmers' Field", and participated in a number of social enterprise industry events.



Experts are attending a seminar regarding the "Social Benefit Assessment Indicator System for Enterprises in the 'Agriculture, Rural Areas, and Farmers' Field"



Executive Vice President Liu Wenkui is delivering a keynote speech at the Social Innovation Event on the theme of rural revitalization

## New Tea Fund

On August 8, 2023, CFRD and nine tea drink brands, namely, Chabaidao, Ancient Tea, Mixue Ice Cream & Tea, Shuyi Tealicious, Auntea Jenny, Heytea, Yihetang, Modern China Tea Shop, and SWEET7, jointly initiated the "New Tea Fund", aiming to support rural revitalization and industrial assistance to farmers in underdeveloped areas by relying on the strengths of the new tea drink industry, while focusing on schooling and disaster relief at the same time. In December of the same year, the new tea drink brand "Tianlala" joined the fund.

In 2024, the New Tea Fund used more than 20 million of funds to support industrial agriculture assistance projects related to Tiandong Mango in Guangxi, Mengdingshan Green Tea in Sichuan, Meitan Black Tea in Guizhou, etc., carried out the Rural Craftsmanship Training Program for tea-making skills in four major tea-growing provinces, namely, Sichuan, Guizhou, Yunnan, and Fujian, and supported 10 tea and fruit rural science and technology backyards in 10 counties of 6 provinces, to allow university students to go deep into the fields to help rural development. The fund also supported emergency relief for floods in the south, providing emergency living materials for 2,350 households in the affected areas in Chongyang County, Hubei Province and Pingjiang County, Hunan Province. Besides, it also supported the post-earthquake reconstruction of Jishishan, and carried out a number of projects such as the Child Companion Paradise Program, Female Employment, and Agricultural Machinery Socialized Service Program to help the recovery of the affected areas.

Over the past year since the establishment of the New Tea Fund, the 10 new tea drink brands joined hands with CFRD and developed jointly with the original intention of "doing public welfare together". They followed the direction of helping farmers, schools and disasters, insisted on the principle of "upward development of tea drinks, and forward movement of the industry", and put public welfare into practice. At the same time, we will actively explore how to give fuller play to the advantages of the industry to contribute more to rural revitalization and bring more positive energy to the society.



Mr. Chen Zhigang, Vice President of the Board of Directors, attended the launching ceremony of the agricultural income-generation program of the New Tea Fund



The Child Companion Paradise Program school in Jishishan County Gansu Province is conducting activity curriculum

## NPO Cooperation Project

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 public welfare brand projects in the direction of rural industrial development, rural talent development, rural construction, and rural social undertakings etc. by providing the social organizations with comprehensive support in capacity building, resource introduction, and project management, so as to serve the society with higher quality.

In 2024, the program received a donation of RMB 44.21 million and incurred an expenditure of RMB 32.99 million, benefiting 230,800 person-times in 348 counties (cities/districts) of 28 provincial-level regions, including Guizhou and Hubei.

The ME Innovative Funding Plan for Public Welfare supports public welfare partners to carry out project innovations. In 2024, the program benefited more than 80,000 person-times in 61 counties (cities/districts) of 21 provincial-level regions, including Guizhou and Hubei. The "Boundless Girls" program helps girls grow happily through sports. In 2024, the program benefited more than 140,000 person-times in 21 counties (cities/districts) of 8 provincial-level regions, including Guizhou and Gansu.



China Minsheng Bank supports the ME Innovative Funding Plan, Fengqiu Sports Quality Education Characteristic School Project



Nike Sports (China) Co., Ltd. supports the "Boundless Girls" Program in Gansu Rainbow Charity Service Center

Funds raised in 2024

RMB 44.21 million

Expenditure in 2024

RMB 32.99 million



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

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 2024, the project received a donation of RMB 45.19 million and incurred an expenditure of RMB 55.03 million, benefiting 216,300 person-times in 778 counties (cities/districts) of 30 provincial-level regions, including Guizhou and Yunnan.

Funds raised in 2024

RMB **45.19** million

Expenditure in 2024

RMB **55.03** million



Hunan Honghui Education Foundation launches the “Injecting Vitality into County Education” project



Students benefiting from the Beautiful School -Music Quality Education Program

## Living Water NPO Development Initiative Project

In response to the weak development of grassroots social organizations and insufficient resource mobilization, CFRD launched the Living Water NPO Development Initiative Program in 2020, which provided support for the development of grassroots social organizations and the introduction of social resources through institutional empowerment, public welfare project support, and resource platform establishment, so as to build a network that serves the last mile of rural revitalization.

In 2024, the program received a donation of RMB 8.02 million and incurred an expenditure of RMB 23.55 million, benefiting 49,200 person-times in 96 counties (cities/districts) of 16 provincial-level regions, including Yunnan and Hubei. Aiming at exploring the regional cooperation and socialized sustainable growth model of the Living Water Program, the project recruited regional cooperation partners, carried out empowering training for social organizations, conducted research and promotion of rural children's issues, and organized socialized fund-raising pilots, etc.

Among them, with the support of Qiming Venture Capital, in 2024, rural social enterprise entrepreneurs were selected from seven poverty-stricken counties in Jiangxi and Hubei provinces. By the end of 2024, we had continuously empowered the heads of 18 county social organizations in eight provinces including Yunnan, Hubei, and Jiangxi, provided financial support for the development of the organizations, mobilized 32.48 million social resources and benefited 44,600 person-times.

Funds raised in 2024

RMB **8.02** million

Expenditure in 2024

RMB **23.55** million



Project partner, Laohekou Niuniu Charity Association, launches a fundraising challenge event



Social workers from project partner, Shanyi Social Work Service Center in Suichuan County Jiangxi Province are playing colorful marine balls with children

## 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 2024, our international aid and advocacy programs had extended its favor to more than 2.56 million people in over 30 countries and regions. CFRD officially registered offices in Myanmar and Nepal in 2015, as well as in Ethiopia in 2019.

In 2024, 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 carried out projects in 10 countries namely, Myanmar, Nepal, Ethiopia, the Democratic Republic of the Congo, Burundi, Cambodia, Laos, Sri Lanka, Pakistan, and Iraq. These projects raised RMB 62.30 million and incurred an expenditure of RMB 52.49 million, benefiting 325,800 people.

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





## Panda Pack Project

In response to the lack of school supplies and daily necessities for primary school students and lack of physical education supplies for schools in some developing countries, CFRD and Alibaba Philanthropy jointly launched the Panda Pack Project in 2019. Through the donation panda packs, the program improved the learning and living conditions of beneficiary students, promoted the development of sports activities in beneficiary schools, helped children achieve all-round development, conveyed the love from Chinese people, and promoted people-to-people connectivity.

In 2024, the project received a donation of RMB 21.30 million and incurred an expenditure of RMB 16.92 million, benefiting 7 countries, namely, Myanmar, Nepal, Ethiopia, Cambodia, Sri Lanka, Burundi and Iraq, and providing 184,900 students with student-type stationery kits, student-type warmth kits and school-type sports kits. On November 20, 2024, the 5th Anniversary of the Panda Pack Project was held in Beijing, where Ms. Deng Yaping, Olympic champion and Super Grand Slam winner in table tennis, and Mr. Liu Yuchen, badminton world champion, attended and were appointed respectively as the Ambassador of International Projects and Ambassador of the Panda Pack Project.

Funds raised in 2024

RMB **21.30** million

Expenditure in 2024

RMB **16.92** million



Panda Pack Project 5th Anniversary Results Summary and Sharing Meeting



Beneficiary children of Panda Pack Project in Cambodia



Beneficiary children of Panda Pack Project Sports Kit in Myanmar



Beneficiary children of Panda Pack Project in Sri Lanka

## Smiling Children Program

Funds raised in 2024

RMB **25.93** million

Expenditure in 2024

RMB **25.87** million



Pakistan - Distribution of food

In response to the problem of hunger faced by children in some developing countries, CFRD initiated the Smiling Children Program in 2015 to help starving children grow up and develop healthily through measures such as providing school meals (or distributing food) and providing assistance in facilities related to feeding, so as to convey the love from Chinese people and promote people-to-people connectivity.

In 2024, the project raised RMB 25.93 million (including RMB 8.02 million for WFP's school feeding program) and incurred an expenditure of RMB 25.87 million (including RMB 7.85 million for WFP's school feeding program), benefiting 71,000 person-times in 7 countries, namely, Ethiopia, Myanmar, Nepal, Pakistan, the Democratic Republic of the Congo, Cambodia and Laos. In 2024, the project piloted innovative initiatives such as assistance for feeding facilities, and constructed and put into operation kitchens, vegetable gardens and other facilities in Myanmar, Nepal and Ethiopia, which improved the conditions and sustainability of school feeding.



Ethiopia - School Vegetable Garden



Beneficiary children of the Smiling Children Program in the Democratic Republic of the Congo



## Integrated International Development Projects

Funds raised in 2024

RMB **15.07** million

Expenditure in 2024

RMB **9.70** million



Volunteer Program of Chinese Enterprises in Ethiopia

In response to poverty in some developing countries caused by a lack of natural resources, natural disasters and uneven economic development, CFRD launched the Integrated International Development Program to help developing countries achieve the United Nations 2030 Sustainable Development Goals, including "No Poverty", "Zero Hunger", "Quality Education", "Good Health and Well-being", "Clean Water and Sanitation" and "Decent Work and Economic Growth" as soon as possible, and to convey the love from Chinese people and promote people-to-people connectivity.

In 2024, the Integrated International Development projects raised RMB 15.07 million and incurred an expenditure of RMB 9.70 million, benefiting 69,900 person-times. In Myanmar, projects such as the "CITIC Star" Scholarship, Bank of China (Hong Kong) Pauk-Phaw Scholarship and Cataract Rehabilitation were implemented. In Nepal, projects such as Chongqing Agricultural Project, Economic Upliftment of Smallholder Tea Farmers through Tea Value Chain Enhancement in Nuwakot and Lalitpur, and Support to Schools and Communities in Remote Areas for Pandemic Prevention and Green Recovery were carried out. In Ethiopia, projects such as Chinese Enterprise Volunteer Program, XCMG Water Celler Program, International Solar Light Program, and Female Empowerment Program were carried out. In Burundi, the Hybrid Rice Technology Demonstration Project was implemented. In the Democratic Republic of the Congo, the Development Assistance Project was implemented, and in Cambodia, Laos and Nepal, the International Bicycle Project was implemented.



Myanmar Cataract Rehabilitation Program



Chongqing Agricultural Project



Green Recovery Support Program for Schools and Communities Against Epidemic in Remote Areas of Nepal

## International Advocacy

In 2024, CFRD actively participated in and hosted high-end international and domestic platform conferences to implement international advocacy. CFRD delivered video speeches in the 55th and 56th sessions of the United Nations Human Rights Council, participated in meetings such as the 2nd High-level Conference of the Global Shared Development Action Forum organized by China International Development Cooperation Agency, the 2024 High-level Forum on Poverty Reduction and Development organized by the International Poverty Reduction Center in China, and the 5th China and International Development Forum organized by Chinese Academy of International Trade and Economic Cooperation of the Ministry of Commerce. CFRD jointly hosted the Parallel Session of the Seventh China-Africa People's Forum & the Seventh China-Africa Young Leaders Forum "Forum on Charitable and Public Interests Undertakings and China-Africa Poverty Reduction Cooperation", and sponsored the 5th Anniversary of the Establishment of CFRD Ethiopia Office and The Launch Ceremony of Chinese Enterprises Volunteer Project, the Export Ceremony for Nepalese Fresh Vegetables to Qatar of China-supported Nepalese Agriculture Program, the CITIC Star Scholarship Launching and Awarding Ceremony in Myanmar, and the Kawama Village Multi Functional Hall Delivery Ceremony in the Democratic Republic of the Congo, etc.



Mr. Zheng Wenkai, President of the Board of Trustees, was delivering a speech at the Parallel Session of the Seventh China-Africa People's Forum & the Seventh China-Africa Young Leaders Forum "Forum on Charitable and Public Interests Undertakings and China-Africa Poverty Reduction Cooperation"



Myanmar CITIC Star Scholarship Launching and Awarding Ceremony



Export Ceremony for Nepalese Fresh Vegetables to Qatar of China-supported Nepalese Agriculture Program



The 5th Anniversary of the Establishment of CFRD ETH Office and The Launch Ceremony of Chinese Enterprises Volunteer Project



## International Program Map 2024

### SUSTAINABLE DEVELOPMENT GOALS



Iraq



Ethiopia

CFRD ETHIOPIA OFFICE  
中国农村发展基金会埃塞俄比亚办公室



D. R. Congo

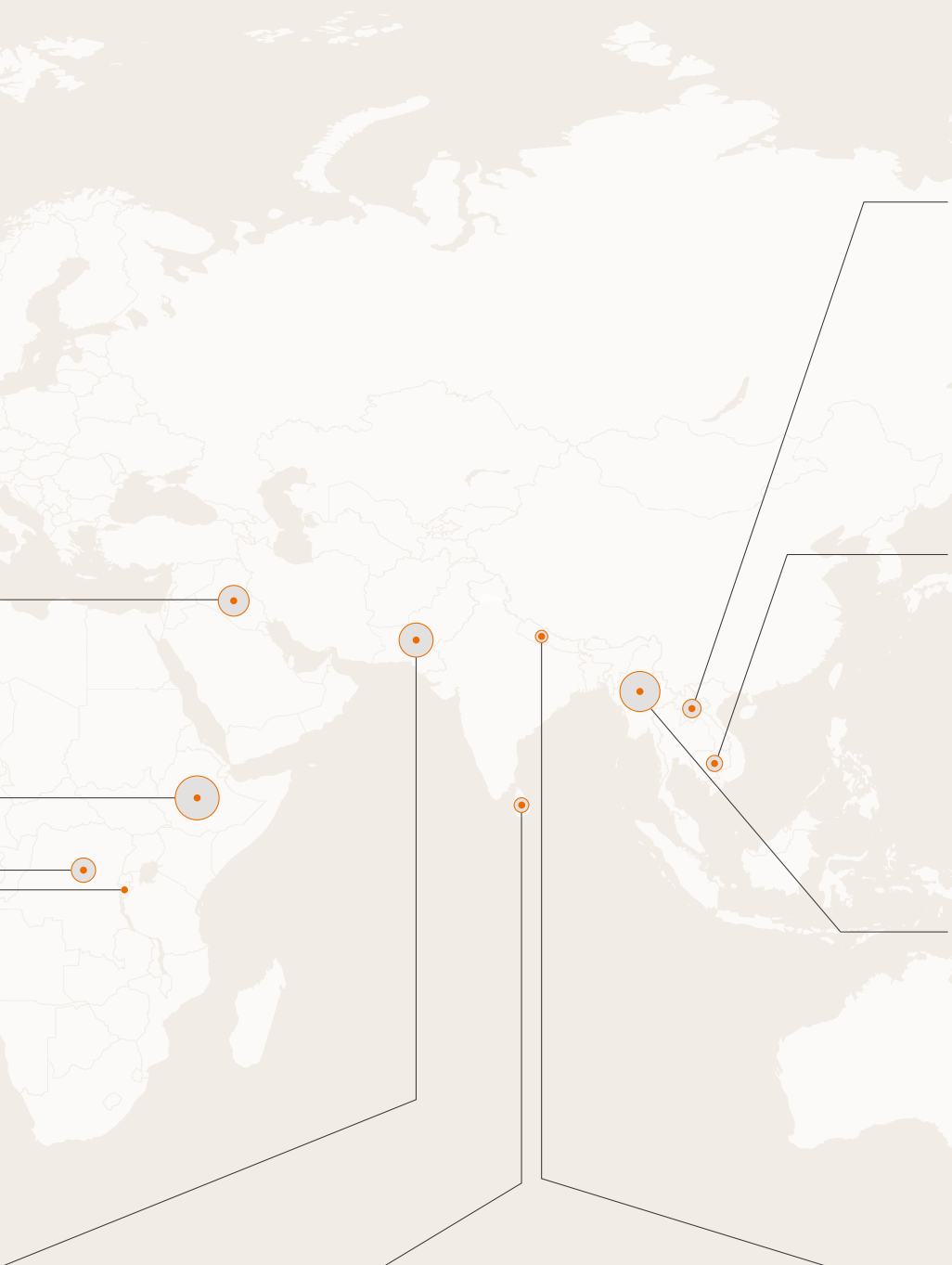


Burundi



Pakistan





## Laos



## Cambodia



## Myanmar



CFRD MYANMAR OFFICE

မြန်မာနိုင်ငံတော်အတွက် ဗဟိုကူညီရေးအဖွဲ့  
中国乡村发展基金会缅甸办事处



## Nepal



CFRD NEPAL OFFICE

नेपाल सरकारको सहकार्यमा  
中国乡村发展基金会尼泊尔办事处



## 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 China Foundation for Poverty Alleviation concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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





# 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 December 31, 2024, Operating Activity Statement, Cash Flow Statement and Notes to Financial Statements of Year 2024.

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 December 31, 2024, and the operation results and cash flow in the Year 2024.

## 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 IV (Responsibilities of Certified Public Accountant for the Audit of the 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.

## III. Responsibilities of the Management and Governance for the Financial Statements

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. Responsibilities of Certified Public Accountant 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.



Chinese Certified  
Public Accountant:

罗国臣



Chinese Certified  
Public Accountant:

王立杰



Beijing, China

February 27, 2025

# BALANCE SHEET

Prepared by: China Foundation for Rural Development

Year 2024

Currency: RMB

Assets	Line No.	Amount at the beginning of the year	Amount at the end of the year
Current assets:			
Monetary assets	1	664,625,820.84	791,128,295.74
Short- term investments	2	983,703,758.70	797,570,669.57
Accounts receivable	3		
Prepayments	4	914,194.00	853,600.00
Other receivables	5	4,632,970.96	2,593,322.83
Inventory	6	89,357,421.78	36,945,859.66
Deferred expenses	7		
Other current assets	8	27,388.09	44,687.95
Total current assets	9	1,743,261,554.37	1,629,136,435.75
Long-term equity investment	10	12,634,962.94	9,376,712.57
Long-term bond investment	11	216,634,699.57	316,876,075.79
Total long-term investment	12	229,269,662.51	326,252,788.36
Original value of fixed assets	13	352,987,477.92	353,125,262.30
Subtract: Accumulated depreciation	14	44,709,922.57	60,277,181.11
Net value of fixed assets	15	308,277,555.35	292,848,081.19
Construction in progress	16		
Cultural relics &cultural assets	17	273,892.00	273,892.00
Disposal of fixed assets	18		
Total fixed assets	19	308,551,447.35	293,121,973.19
Intangible assets	20		
Other non-current assets	21		
Fiduciary agent assets:	22		
Fiduciary agent assets	23		
Total assets	24	2,281,082,664.23	2,248,511,197.30

Person in charge: Zheng Wenkai  
Person in charge of accounting department: Tang Fengmei

Assets	Line No.	Amount at the beginning of the year	Amount at the end of the year
Current liabilities:			
Short-term borrowing	25		
Accounts payable	26	27,440,070.64	6,937,638.39
Salaries payable	27	2,580,298.72	843,453.49
Tax payable	28	105,956.31	126,914.74
Other accounts payable	29	8,724,810.64	7,148,313.31
Receipt in advance	30		
Accrued expenses	31		
Long-term liabilities due within one year	32		
Total current liabilities	33	38,851,136.31	15,056,319.93
Long-term borrowing	34		
Long-term payables	35		
Total long-term liabilities	36		
Fiduciary agency liabilities	37		
Total liabilities	38	38,851,136.31	15,056,319.93
Net assets:			
Unrestricted net assets	39	797,148,998.60	808,863,911.66
Restricted net assets	40	1,445,082,529.32	1,424,590,965.71
Total net assets	41	2,242,231,527.92	2,233,454,877.37
Sum of liabilities and net assets	42	2,281,082,664.23	2,248,511,197.30

Person in charge of accounting: Chen Hongtao  
Made by: Wang Zhengyang



# OPERATING ACTIVITY STATEMENT

Prepared by: China Foundation for Rural Development

Year 2024

Currency: RMB

Item	Line No.	Current Year		
		Unrestricted	Restricted	Total
<b>I. Income</b>				
Including: Income from donations	1		1,125,774,531.06	1,125,774,531.06
Income from provision of services	2	9,400,700.91		9,400,700.91
Income from sales of goods	3			
Government subsidies	4		760,000.00	760,000.00
Return on investment	5	63,329,317.42		63,329,317.42
Other income	6	3,672,996.53		3,672,996.53
<b>Total income</b>	<b>7</b>	<b>76,403,014.86</b>	<b>1,126,534,531.06</b>	<b>1,202,937,545.92</b>
<b>II. Expenses</b>				
(I) Business activity expenses	8	1,155,804,966.57		1,155,804,966.57
1. Expenditures on donation activities	9	1,144,981,031.26		1,144,981,031.26
2. Expenditures on provision of services	10	10,823,935.31		10,823,935.31
(II) Administrative expenses	11	50,322,057.70		50,322,057.70
(III) Financing expenses	12	5,543,294.41		5,543,294.41
(IV) Other expenses	13	122,770.92		122,770.92
<b>Total expenses</b>	<b>14</b>	<b>1,211,793,089.60</b>		<b>1,211,793,089.60</b>
<b>III. Conversion of restricted net assets into unrestricted net assets</b>	<b>15</b>	<b>1,147,026,094.67</b>	<b>-1,147,026,094.67</b>	
<b>IV. Changes in net assets (a decrease is marked with "-")</b>	<b>16</b>	<b>11,636,019.93</b>	<b>-20,491,563.61</b>	<b>-8,855,543.68</b>

Item	Line No.	Previous 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. Expenditures on donation activities	9	1,159,816,219.11		1,159,816,219.11
2. Expenditures on provision of services	10	9,471,144.09		9,471,144.09
(II) Administrative expenses	11	40,445,498.36		40,445,498.36
(III) Financing expenses	12	16,128,689.70		16,128,689.70
(IV) Other expenses	13	185,747.04		185,747.04
<b>Total expenses</b>	<b>14</b>	<b>1,226,047,298.30</b>	<b>-</b>	<b>1,226,047,298.30</b>
<b>III. Conversion of restricted net assets into unrestricted net assets</b>	<b>15</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>16</b>	<b>22,767,687.86</b>	<b>168,061,502.91</b>	<b>190,829,190.77</b>

Person in charge: Zheng Wenkai  
 Person in charge of accounting department: Tang Fengmei

Person in charge of accounting: Chen Hongtao  
 Made by: Wang Zhengyang

# CASH FLOW STATEMENT

Prepared by: China Foundation for Rural Development

Year 2024

Currency: RMB

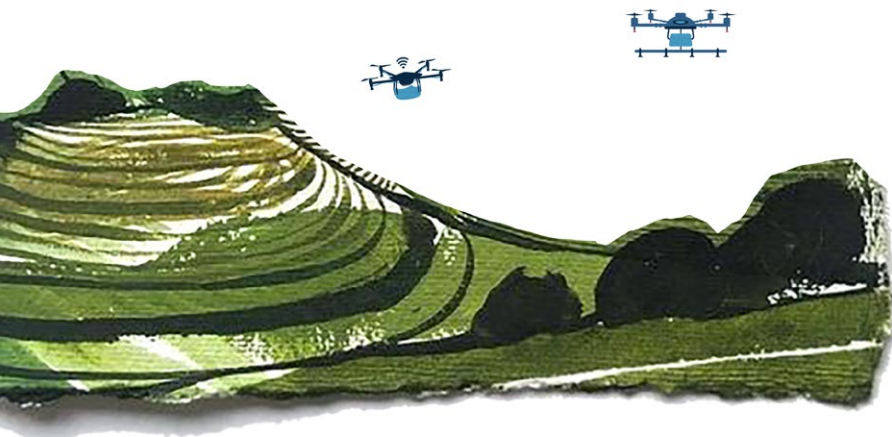
Item	Line No.	Current year	Previous year
<b>I. Cash flows from operating activities:</b>	<b>1</b>		
Cash from donation	2	1,052,720,748.34	1,288,462,534.19
Cash from membership due	3		
Cash from services provision	4	10,985,142.96	11,402,088.55
Cash from goods sale	5		
Cash from government subsidies	6	760,000.00	
Other cash received related to operating activities	7	14,732,366.57	10,066,944.80
<b>Subtotal of cash inflows</b>	<b>8</b>	<b>1,079,198,257.87</b>	<b>1,309,931,567.54</b>
Cash paid for providing donation or funding payments	9	1,005,384,778.82	1,001,676,380.88
Cash paid to and for employees	10	54,127,093.32	48,571,418.92
Cash paid for purchasing goods and accepting labor services	11		
Other cash paid related to operating activities	12	51,993,541.14	71,666,208.04
<b>Subtotal of cash outflows</b>	<b>13</b>	<b>1,111,505,413.28</b>	<b>1,121,914,007.84</b>
<b>Net cash flows from operating activities</b>	<b>14</b>	<b>-32,307,155.41</b>	<b>188,017,559.70</b>
<b>II. Net cash flows from investing activities</b>	<b>15</b>		
Cash from recovery of investment	16	1,546,989,824.08	1,226,032,979.31
Cash from investment proceeds	17	66,587,567.79	27,657,400.02
Cash from disposal of fixed assets and intangible assets	18	17,131.00	100.00
Other cash received related to investing activities	19		
<b>Subtotal of cash inflows</b>	<b>20</b>	<b>1,613,594,522.87</b>	<b>1,253,690,479.33</b>
Cash paid for acquisition or construction of fixed assets and intangible assets	21	3,246,113.37	3,237,676.77
Cash paid for external investment	22	1,446,587,021.42	933,546,342.44
Other cash paid related to investing activities	23		
<b>Subtotal of cash outflows</b>	<b>24</b>	<b>1,449,833,134.79</b>	<b>936,784,019.21</b>
<b>Net cash flows from investing activities</b>	<b>25</b>	<b>163,761,388.08</b>	<b>316,906,460.12</b>
<b>III. Cash flows from fundraising activities</b>	<b>26</b>		
Cash from borrowing	27		
Other cash received related to fundraising activities	28		
<b>Subtotal of cash inflows</b>	<b>29</b>		
Cash for repayment of borrowing	30		
Cash for paying interest	31		
Other cash paid related to fundraising activities	32	5,432,241.95	12,213,808.88
<b>Subtotal of cash outflows</b>	<b>33</b>	<b>5,432,241.95</b>	<b>12,213,808.88</b>
<b>Net cash flows from fundraising activities</b>	<b>34</b>	<b>-5,432,241.95</b>	<b>-12,213,808.88</b>
<b>IV. Effect of exchange rate on cash</b>	<b>35</b>	<b>480,484.18</b>	<b>438,105.48</b>
<b>V. Net increased value in cash and cash equivalents</b>	<b>36</b>	<b>126,502,474.90</b>	<b>493,148,316.42</b>

Person in charge: Zheng Wenkai  
Person in charge of accounting department: Tang Fengmei

Person in charge of accounting: Chen Hongtao  
Made by: Wang Zhengyang



# OUR PARTNERS















# OUR ORGANIZATION

## Board of Trustees, Board of Supervisors

President	Zheng Wenkai				
Executive Vice President	Liu Wenkui				
Vice Presidents	Chen Zhigang	Jin Jinping			
Board Members	Wang Lei Sun Lijun Jin Jinping Peng Yijie	Wang Xingzui Li Tao Zheng Wenkai	Wang Zhenyao Wang Xiangdong Xiang Lei	Liu Wenkui Chen Zhigang Zhao Guanjun	Liu Li Chen Hongtao Guo Kaitian
Supervisors	Wang Hui	Bai Xiaohong	Liu Xinbing		

## Secretariat

Executive Director	Chen Hongtao				
Deputy Executive Director	Wang Jun	Ding Yadong	Wang Peng	Yan Zhitao	Qin Wei
Chief Financial Officer	Tang Fengmei				
Assistant Executive Director	Wei Dandan				

Functional Departments	Department of Administration Department of Human Resources Department of Branding and Communications	Department of Financing and Planning Department of Monitoring and Compliance Department of Information Technology
Business Departments	Department of Resource Development Department of Internet Fundraising Department of Livelihood Development Department of Youth Development Department of Disaster Relief Department of Education Development Department of Health Development Center for Innovation and Social Enterprise Promotion Department of International Development	Department of Rural Revitalization Partnership Department of Monthly Giving Promotion Department of Bona Villa Program Office for Talent Development Department of Rural Construction Department of Child Development Department of Program Cooperation









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

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Inquiries: 010-82872688 010-62655199

Complaints: 010-62557336

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

Account No.: 3233 5602 9109

