



中國扶貧基金會  
CHINA FOUNDATION  
FOR POVERTY ALLEVIATION

# 中国扶贫基金会 2012年年度报告

CHINA FOUNDATION FOR POVERTY  
ALLEVIATION ANNUAL REPORT 2012

Over **19** million  
person-times of  
personal donations

Over **7,000**  
units' donations

RMB **273** million  
of donations



Domestic capital input:  
RMB **1.647** billion

Donations: RMB **292** million

Microfinance:  
RMB **1.356** billion

International aid:  
RMB **2.4454** million

**31** provinces (municipalities  
and autonomous regions)

**1.7886** million beneficiaries  
in **382** counties

**69,000** beneficiaries  
in Sudan and Cambodia

By the end of  
**2012**

Raised and input  
RMB **5.745** billion

Benefited **14.9617** million  
people





Duan Yingbi,  
President of CFPA

In 2012, the charity of China had not got over the negative impact by “Guo Meimei” incident yet, but we could see the hope and future therefrom. Because we have seen that China’s long-term economic reform not only has accumulated tremendous wealth, but also is, with the help of the internet and the development of mobile internet technology, extensively and continuously inspiring the economic consciousness and social consciousness, and also directly triggering inner consciousness. The Chinese society deeply calls for social innovation and charity reform, and pursues fairness, justice and righteousness. The Chinese society begins to inquire into the meaning of life; pursue great love for the world, sympathy and recognition; question the lack of transparency of public space; and urgently hope to participate in the new equal and non-vertical structure of public space. The society’s public consciousness is awakening, and the new chapter of philanthropy is unfolding.

At this historical turning point, we keep promoting the advancement of China Foundation for Poverty Alleviation (CFPA) by virtue of unwavering adherence, unremitting self-cultivation and relentless pursuit of innovation.

In 2012, we adhered to our mission, kept advocating transparent public services and improving project management ability, kept exploring the approaches to internationalization and, along with the supporters, made great efforts in improving health care and promoting educational equality in the poverty-stricken areas, providing timely aid for and improving the livelihood of people in disaster areas.

In 2012, we invested RMB 0.292 billion donations and issued RMB 1.356 billion petty loans, alleviating the living conditions of 1,850,000 poor people; there were 19,000,000 individual donations and over 7,000 collective donations; over 100,000 volunteers joined our action.

Such achievements have benefited from our adherence to the mission, improvement of internal governance, as well as eagerness for and persistent pursuit of innovation. In 2012, we launched key performance

indicator assessment mechanism, established all-employees training mechanism, kept improving and promoting information construction, and introduced many excellent management tools to lay the foundation for CFPA’s continuous improvement. We continued to be open to the society with an open heart, we held the donors and social accountability briefings, and adhered to openness and transparency; we successively improved and operated the donors service system, financial system, project management system and CFPA’s new official website, aiding our commitment to transparency with transparency techniques; we kept examining ourselves, prepared the institutional issues list, formulated CFPA’s Six Bottom Lines of Behavior, and scrupulously abode by the rules; and we established an internal innovation encouragement mechanism to motivate the team to solve social problems with innovations.

All the achievements have dwelt in yesterday, and we need to prove ourselves tomorrow. Can CFPA make it? The answer is in the hand of every colleague at CFPA. The value of an charity organization depends on its ability to solve social problems, and its growth and development depend on innovation and efficacy. We shall always maintain the consciousness of innovation, keep reflecting on ourselves, keep searching for new methods, and keep trying to surpass the benchmarks; also, we shall hold on to efficacy, distribute and control time efficiently, keep questioning and improving our personal efficacy, and effectively enhancing organizational efficiency.

With the reform in social management system and the change in government functions, China’s philanthropy undertakings for poverty alleviation are facing great development opportunities, and every employees at CFPA is expected to keep learning, make innovations with keen determination, adhere to our mission and tenet, understand and put in practice the “Service, Change and Sunshine” culture, cultivate ourselves and fulfill others, so as to make the change and create one’s social value by persistence and innovation in the age of social change.

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## ABOUT US



China Foundation for Poverty Alleviation (CFPA) is a national public-raising foundation founded in 1989 and registered at the Ministry of Civil Affairs. In 2007, the Ministry of Civil Affairs was rated as one of the top 5A foundations.

By the end of 2012, we have accumulatively raised and invested RMB 5.745 billion poverty alleviation funds and supplies, benefiting 14,961,700 poor people and victims of natural calamities.

## CONTENTS

Our 2012	01
Audit Report	21
Our Partners	26





# Our 2012

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In 2012, while upholding the mission of “have a kind heart, help the poor, cultivate ourselves and fulfill others”, we took meticulous care of every donor’s caring donation and faithfully passed on them to the recipients; we kept learning and innovating, forged a professional team, improved the operating efficiency of the organization, prevented and controlled risks, built a professional, efficient and transparent institutional brand; we continued with explorations into strategy transformation, carried forward humanitarian aid, and promoted public welfare platform construction, industry research and self-discipline, as well as the transformation into a financing and international-strategy institute.

Under the call of mission, we dedicated to a fundamental solution to poverty, helping the poor get rid of their practical difficulties and seek long-term development. For the vulnerable groups undergoing sufferings brought about by disasters and emergencies, and for the impoverished groups who seek self-reliance and self-improvement, you and I are making unremitting efforts in improving health care and promoting educational equality in poverty-stricken areas, providing timely aid for people in disaster areas, increasing the inclusiveness of rural economy, and rendering transparent public services. Let’s sow together, reap together, and grow together.

In 2012, there were 19,000,000 individual donations and over 7,000 collective donations, which totaled RMB 0.273 billion, in which material donations were worth RMB 30,440,000; over 100,000 volunteers dedicated their precious time. RMB 1.648 billion development-oriented poverty alleviation funds were invested, in which RMB 0.292 billion funds and materials were donated, and RMB 1.356 billion microfinance issued; the amount of international aid totaled RMB 2,445,400.

## The Domestic Beneficiaries Map 2012

4,000 pupils in 100 primary schools would soon live in the 100 firm and bright new dormitory buildings;

386,000 pupils received new schoolbags or down coats they wished for;

the malnutrition of 70,000 pupils was alleviated;

4281 senior high school students no longer had to drop out and they continued to study at 88 senior high schools;

15,595 impoverished college students in 194 universities obtained student grants;

9,003 poor mom & infants got help, and 21 lying-in women were brought far from the threat of death threat;

130,000 rural poor households received support from petty loans;

54,000 poor population in Sudan directly benefited from our aid program;

15,000 poor pupils in Cambodia were subsidized by the nutritious meals program.



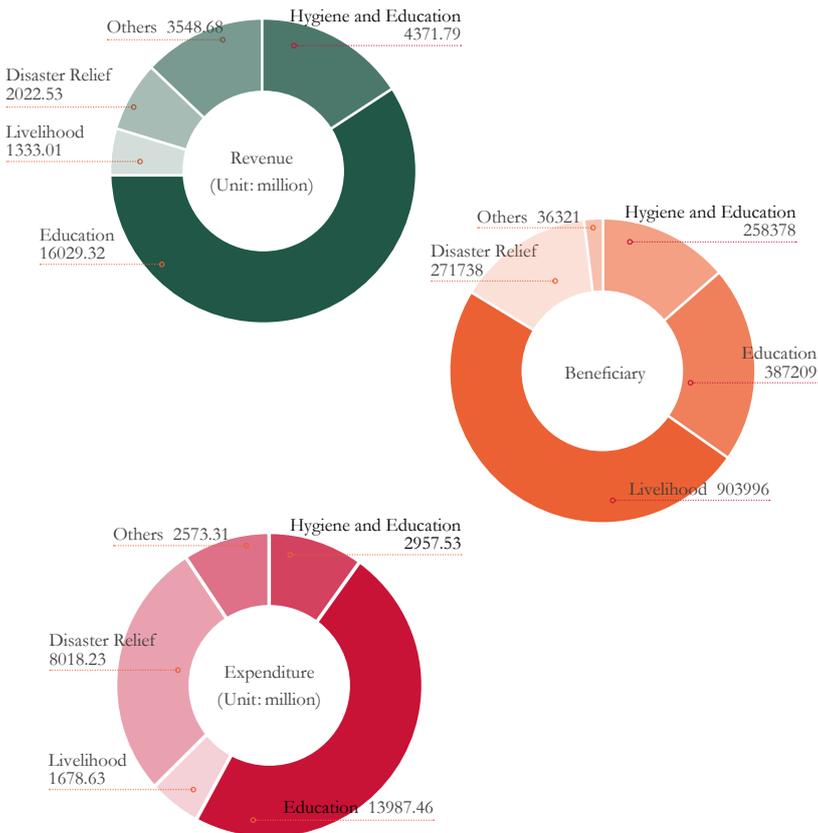
Beneficiary



Benefiting 1788600 people in 382 counties of 31 provinces (municipalities and autonomous regions);

69,000 people in Sudan and Cambodia received the care of love.

## The Project Performance 2012



The above does not include microfinance data.

Province County University Beneficiaries

Province	County	University	Beneficiaries
Anhui	11	3	59929
Beijing	2	28	4352
Fujian	7	2	30502
Gansu	11	6	27387
Guangdong	20	12	128486
Guangxi	8	2	36685
Guizhou	18	4	116395
Hainan	3	1	3966
Hebei	26	3	209793
Henan	25	2	32605
Heilongjiang	3	6	5920
Hubei	8	12	26059
Hunan	10	4	41872
Jilin	1	2	5082
Jiangsu	2	10	4528
Jiangxi	21	11	95285
Liaoning	21	10	282773
Inner Mongolia	8	6	27104
Ningxia	3	1	18391
Qinghai	11	3	38390
Shandong	7	2	1287
Shanxi	7	2	31597
Shaanxi	8	11	18349
Shanghai	1	5	625
Sichuan	53	21	256060
Tianjin	0	5	559
Tibet	11	2	4490
Xinjiang	8	4	7246
Yunnan	56	7	213491
Zhejiang	4	3	1806
Chongqing	8	4	57628
Total	382	194	1788642

## Improve Health Conditions

In poverty-stricken areas, medical service is inadequate, medical treatment guarantee level is low, and incidence of diseases is high. Especially, the morbidity and mortality of the pregnant and lying-in women and infants of poor physical conditions are high. In remote mountainous areas, many children grow up in a living environment featured by undiversified dietary pattern and malnutrition, which not only is harmful to their normal growth and development but also makes it hard for them to improve academic performance. The health care for the vulnerable population is a focus of attention of all sectors of society and even the whole world.

Therefore, we successively launched such programs as “Maternal and Infant Health Project” and “School-Feeding Program” to construct an integrated guarantee system for providing subsidies for pregnant and lying-in women, training medical workers, and offering medical equipment aid and relief supplies aid. Furthermore, we called on the whole society to be concerned about the nutrition status of children in poverty-stricken areas, provided them with nutritious meals, increased the in-hospital parturition rate of pregnant and lying-in women in poverty-stricken areas, and reduced the incidence of children malnutrition, guaranteeing children’s nutritional needs for growing and improving the physical and psychological health of the poor.



## Guarantee Maternal and Child Health

### Objective:

Reduce maternal mortality rate and infant mortality rate, and increase the poor mother's and children's life guarantee level and health level.

Launched in 2000, the “Maternal and Infant Health Project” has now provided funds for nearly 50,000 pregnant and lying-in women in 13 counties (cities, districts) in 7 provinces (municipalities and autonomous regions), namely, Yunnan, Sichuan, Shanxi, Fujian, Anhui, Ningxia and Chongqing, and the number of beneficiaries of the Program reached 186,000. RMB 99,630,000 donations have been accumulatively raised, and RMB 74,817,000 has been invested.

In 2012, the Maternal and Infant Health Project raised RMB 17,930,000 funds and materials, in which material donations reached RMB 11,290,000. 21 critically ill pregnant and lying-in women were brought out of danger by the emergency aid of the Program, and 9,003 poor lying-in women received aid from the Program. In this year, RMB 16,750,000 funds and materials were invested for poverty alleviation and relief.

The “Nutrition Assistance Program for Poor Infants” pilot project provided nutrition packages free of charge for 1,000 6 to 18-month-old infants in Hejian City, Hebei.

In addition, the Orphan Sponsorship Program during 2008 and 2012 raised funds RMB 5,434,000, subsidizing over 5,000 orphans in poverty-stricken areas, helping them build self-confidence and foster a positive outlook on life.



“Love Makes Life Bloom – The Charity Party of Maternal and Infant Health Project” was held on May 27, 2012.



Since 2008, Xiamen Zhongsheng Grain & Oil Group Co., Ltd. began to provide funds for poor lying-in women in Zhenghe, Pingnan and Changting counties in Fujian in the long term.



Under the support of Audi North Area Charitable Fund, 610 poor pregnant and lying-in women in Huguan County, Shanxi were funded by the Program in 2012.



Under the support of Tiens Group, the Mom & Infant Safeness Program initiated the “Big Hands Holding Small Hands” Sight Correction Program in Weichang County, Hebei, providing the poor children with amblyopic and strabismus screening and treatment services.

## Improve Children's Health and Nutrition Level

### Objective:

Alleviate the malnutrition of children in poverty-stricken areas, and improve children's healthy growth guarantee level.

Initiated in 2008, the "School-Feeding Program" has raised more than RMB 76,000,000 charitable funds, enabling more than 70,000 poor pupils in 249 schools in 23 counties (districts) in 13 prefectures (cities) Sichuan and Yunnan to get rid of hunger. Meanwhile, 100 schools were provided with clean and sanitary "Love Kitchens".

In 2012, the "School-Feeding Program" provided 35,000 Chinese and Cambodian elementary-school students with nutritional extra meals, and equipped 20 primary schools in mountainous areas with "Love Kitchens". In 2012, the School-Feeding Program raised funds RMB 29,430,000, and is expected that in 2013 the Program will cover 26 counties (districts) in Yunnan, Guizhou, Guangxi and Hunan, and 380 schools and 76,000 students will benefit from the Program.

The assessment results of Chinese Center for Disease Control and Prevention (CDC) show that 9 months after having the nutritious meals provided by the Program, the rate of severe marasmus in the student decreased from 16.3% to 11.5%, and the rate of anemia decreased from 6.1% to 3.9%. By contrast, the rate of anemia of the control group increased from 12.9% to 13.6%.



Children at Yunnan Xuanwei Dazuo Primary School enjoying the meals happily.



"Hope Online -- Send Nutrition To Starving Children" Tencent monthly donation & visit activity: the caring net friends visiting the beneficiary school Shilin Zhalong Primary School.



"Donate 1 Yuan · Show Love · Send Nutrition" provided Yunnan Xuanwei Zengping Primary School with "Love Kitchens" project equipment, greatly improving the kitchen cooking conditions.



Children in Zhaotong project area, Yunnan enjoy a nutritional meal (milk and egg) every day.

## Promote Educational Equality

Restricted by many factors such as poor natural conditions and remote geographical location, the economic development of remote rural areas in China is slow, the dormitories of many village primary schools are out of repair for years and have become dilapidated buildings, unable to meet the pupils' accommodation needs. In recent years, the school merging program has aggravated the difficulty in accommodation of pupils in poverty-stricken areas. School supplies for poverty-stricken areas are insufficient, and the daily living expenses of the neediest senior high school students and college students are hard to be put into place.

Therefore, we launched programs such as School Dormitory Project, School Package, and New Great Wall Program to be dedicated to improving rural students' comprehensive development and living conditions in poverty-stricken areas. By building student dormitories, playgrounds and libraries, for village and town primary schools in poverty-stricken areas, organizing School Package donations, music, PE and art teacher training, volunteers' teaching in rural areas and subsidizing the most needy senior high school students and college students, we provided proper accommodation for students in poverty-stricken areas, improved the music, PE and art teaching status and learning conditions in rural primary schools in poverty-stricken areas, and helped the most needy senior high school students and college students finish school, sending care and love to poverty-stricken students, and cultivating a wholesome personality of the most needy students.



# Warming Packages Loving Heart

## Objective:

Meeting the poverty-stricken students' demand for school supplies, and promoting their music, PE and art integrated development.

Since 2009, the "School Package" Program has by now benefited 2,400,000 pupils in 8332 schools in 403 counties in 29 provinces (municipalities and autonomous regions), and has received social donations RMB 0.279 billion, which consisted of 1,430,000 individual donations and 140,000 collective donations.

In 2012, the program collected 2,18,172 individual donations and 22,474 collective donations across the country, which totaled RMB 45,521,600 charitable funds, providing 385,711 pupils in 2,109 schools in 220 counties in 28 provinces (municipalities and autonomous regions) with 353,176 art packages, 32,535 warm packages, 2,994 sports packages, and 703 music packages.

## ♥ Donations

2,350,000 student-type art packages

27,335 school-type sports packages

48,509 school-type warm packages

6,549 family-type warm packages

703 school-type music packages



On Oct. 9, 2012, the "Dream-come-true Action" package issuing at Gaoze Primary School in Liping County, Guizhou.



On Apr. 11, 2012, "the National Launching Ceremony of the School Package Program 2012 and the Summary & Commendation Meeting 2011" was held in the Press Conference Hall of the Great Hall of the People, and Cheng Siwei, Vice-chairman of the Standing Committee of the 9th and 10th National People's Congress attended the meeting.



On Dec. 28, 2012, the "Warm Action" package issuing in Haiyuan County, Ningxia.

## Build Warm School and Dormitory

### Objective:

Improve poverty-stricken areas teaching environment, and increase the educational infrastructure of poverty-stricken areas.

Launched in Oct. 2011, the “School Dormitory Project” has raised RMB 63,587,000 charitable funds.

At present, the already built 100 dormitory buildings and 1 teaching building are distributed in 40 counties in 10 provinces (prefectures) such as Yunnan, Guizhou, Guangxi, Sichuan, Hunan and Hubei, so that more than 40,000 elementary school students are now living in new, firm and bright dormitories.

Besides, by the end of 2012, the “Sunshine Playground” Program raised over RMB 30,000,000 and built more than 730 school playgrounds, enabling over 500,000 students to take exercises thereon; the “Love Library” Program raised over RMB 4,000,000, and built libraries for 116 schools in 28 counties (prefectures) in 8 provinces (municipalities), enabling nearly 40,000 teachers and students to enrich their knowledge and broaden their horizons.



On Apr. 1, 2012, Secretary General Liu Wenkui paid a visit to Zhongyuan Primary School, Lushui County, Yunnan, learning about the daily life of poverty-stricken students.



The Heren Dormitory of Huangtang Primary School, Chaling County, Hunan built by Heren Charitable Foundation.



Wahaha “1 bottle 1 penny” Nest Building Action organized the Nutrition Express consumers visit, carrying out earthquake and fire drills for the children.



Children in Hongqiao Center School in Ninglang County, Yunnan moved in Suning Dormitory.

# Help Poverty-Stricken Students

## Objective:

We mobilized social forces to provide assistance and pass on love to the most needy college students and senior high school students, helping them realize their dreams; established the Self-improvement Society, a recipient university students mutual help organization, and the Self-improvement Class for the recipient senior high school students, to pass on social care and cultivate talents through self-help, helping others, and serving the society; established interactive network and platform for recipient students, donors and the society, to co-build a new Great Wall of the time with care, knowledge, and talents.

## ♥ Educational Aid

Aided **22,999** most needy senior high school students

In **105** counties in **20** provinces (municipalities and autonomous regions)

In more than **500** universities **31** provinces/municipalities

Aided **89,612** most needy university students

And set up **97** self-improvement societies with over **30,000** members

In 2012, the New Great Wall Project raised RMB 20060,000 charitable funds, which subsidized 4,281 senior high school students, including 1,843 fresh students, and 15,595 university students, including 13,041 freshmen.

The Project not only provided living subsidies for poor students, but also advocated self-reliance and self-improvement. Through the New Great Wall Self-improvement Society, the “School Dormitory Project” and Sport Plan for poverty-stricken students were carried out, and 20,000 student volunteers from nearly 100 universities in China participated in the activity.

Moreover, funded by Hengda Group, over 200 teenagers from needy families together with other teenagers who shared a football dream were able to receive high-level football training while taking normal courses at school in Qingyuan, Guangdong.



On Dec. 23, 2012, the New Great Wall Project 10th Anniversary Commemoration & Commendation Meeting was held in the Press Conference Hall of the Great Hall of the People.



At the New Great Wall Project 10th Anniversary Commemoration & Commendation Meeting, China Minsheng Bank, the private enterprise that made the most donation won the “New Great Wall Project” Award for Outstanding Contribution to Educational Poverty Alleviation, and Gu Xiulian, Vice-chairman of the Standing Committee of the 10th National People's Congress attended the meeting and awarded the medal.



Zheng Wenkai, Deputy Director of the State Council's Poverty Alleviation Office attended the New Great Wall Project 10th Anniversary Commemoration & Commendation Meeting.

## Improve Rural Livelihood

The remote and vulnerable group is in a disadvantaged position in economic competition on the market, and the pace of their livelihood improvement is slow as a result of lack of financial support, small scale of production, or traffic inconvenience.

In order to increase the chance for poverty-stricken areas to benefit from economic development, we actively provided credit service for poverty-stricken families, helping them improve production conditions and change production mode.



# Microfinance Project, People's Bank in Rural

## Mission:

- Help micro-entrepreneurs realize their dreams
- Provide credit service for micro-entrepreneurs
- Improve micro-entrepreneurs' self-development ability
- Achieve sustainable development of the institution

In a convenient, efficient, and mortgage-free way, microfinance project provides low and middle-income rural families with funds for development fund, solving the low and middle-income population, especially the needy families' difficulty in getting loans and motivating them to work hard to cast off poverty and get rich, and it is the real innovative approach to sustainable finance against poverty.

Initiated in 1996, the project has now covered 63 counties/cities/ prefectures in 14 provinces/municipalities of China, made 500,000 loans nearly, which totaled more than RMB 4 billion, directly benefiting 1,500,000 poor population. In 2008, the project transformation was carried out and CFPA Microfinance was established and, through the management mode of a social enterprise, it adhered to the mission of poverty alleviation and realized sustainable development, explored a microfinance mode that suits China.

In 2012, CFPA Microfinance continued applying the microfinance mode in poverty-stricken rural areas, and the number of active customers increased to 130,000, growing by 23% year on year. In this year, RMB 1.36 billion loans were issued, growing by 26.2% year on year; 93% loan recipients were women, and 26% were minorities. At present, the program's probabilistic risk assessment >30 days (PAR>30 days) is only 0.23%.

## Customers

The number of active customers increased to **130,000**

Issued loans RMB **1.36** billion in **2012**

**93%** loan recipients are women

**26%** are minorities



On Oct. 17, 2012, we signed a RMB 1 billion poverty-alleviation microfinance pilot cooperation agreement with China Development Bank, Fan Xiaojian, Director of the State Council's Poverty Alleviation Office (the third on the right) accompanied Hui Liangyu, Vice Prime Minister (the sixth on the right) at the signing ceremony.



Project Loan Households.



On Mar.30-31, 2012, CFPA Microfinance (Microfinance Project)'s All-hands Meeting 2011 was held in Kunming, Wang Guoliang, Deputy Director of the State Council's Poverty Alleviation Office attended the meeting.

# Convenient Bridge in Village

## Objective:

Solve the poor masses' inconveniences in production and life brought about by the difficulty in crossing the rivers; improve the traffic conditions of poverty-stricken areas, paving the way for people to travel and for children to go to school; build convenience-for-people bridges to promote local economic development.

Initiated in 2007, the Convenient Bridge Program has accumulatively invested more than RMB 24,500,000 charitable funds in building 375 convenient bridges in 89 counties and cities in 21 provinces, benefiting 570,000 poor population.

In 2012, the Program raised RMB 14,700,000 charitable funds and built 239 convenient village bridges in 39 Program counties in 13 provinces (municipalities and autonomous regions), namely Yunnan, Guizhou, Sichuan, Guangxi, Chongqing, Anhui, Jiangxi, Heilongjiang, Fujian, Hubei, Hunan, Gansu and Shaanxi, benefiting 413,000 population.

## Project

Accumulatively invested  
RMB **24,500,000** charitable funds

Built **375** convenience-for-people  
village bridges

In **89** counties and  
cities of **21** provinces

Benefiting **570,000** poor population



In Jul. 2012, the old in Gaofegnguan Village, Wanyuan City, Sichuan express thanks to ICBC for building the "bridges of love".



Suning Group donated RMB 10,000,000 for building 170 "bridges of love" in poor villages in China. The picture shows the Fangwan "Suning Bridge" in Jinshan Village, Jinzhai County, Anhui is completed.



Zhongpo "Bridge of Love" in Minjiang Village, Zhenyuan County, Yunnan built by Merchants Securities.



Chousi "Bridge of Love" in Zhoujia Village, Chakou Town, Shexian County, Anhui donated by Jiangling Motors.

## Provide Aid in Time

China is a country relatively frequented by natural disasters, “disaster-caused poverty” and “disaster-caused repoverty” are the primary causes for putting the poor population’s production and life in deep waters. Although the government has set up a powerful disaster assistance system and it has played a major role in disaster relief, because of a large population and frequent disasters in China, it is still required that NGOs mobilize social resources to supplement government rescue; especially, when it comes to the rescue of poverty-stricken areas and rural poor households, we need to come into play.

In the past, when major disasters such as 5.12 Wenchuan earthquake, southwest five province's drought, Yushu earthquake, Zhouqu mud-rock flow, and Southern flood broke out, we initiated emergency rescue actions at the soonest every time, including disaster emergency rescue, transition resettlement, and post-disaster reconstruction.



# Emergency Relief Project

## Objective:

Alleviate the sufferings and unease of poor disaster victims, increase the timelines and pertinence of disaster response; advocate and promote the cooperation between the government and NGOs in disaster assistance, and improve the capacity building and network construction related to disaster assistance.

Launched in 2003, our disaster relief project have now covered 24 provinces (municipalities, regions) in China and have raised RMB 1.061 billion disaster-relief funds and materials, providing timely aid to more than 3,900,000 disaster victims. In 2012, after such disasters as Laiyuan flood, Liaoning typhoon-induced flood disaster, Yiliang earthquake broke out, we carried out 9 emergency rescues and put in RMB 19,450,000 funds and supplies, aiding 150,000 people.



On Aug. 16, 2012, U.S. Embassy in China donated USD 50,000 to CFPA for providing emergency aid to the areas in Liaoning severely afflicted by flood disaster caused by Typhoon Damrey. The picture shows Ambassador Gary Locke (right) presents the donation check to He Daofeng (left), Executive Vice President of CFPA.



U.S. Embassy in China donates and transports 2,000 cotton quilts and 36,000 blankets to severely afflicted areas such as Xiuyan County and Jianchang County. The picture shows the release of relief materials.



TNT Hoau Group, a strategic partner for disaster relief of ours transports our relief reserve materials to disaster-stricken Yiliang County, Yunnan rapidly, safely and free of charge.



The JDB Group donates a large amount of grain and oil to victims in Shiya Village, Yiliang County, Yunnan.

## Post-Disaster Reconstruction Project

Initiated in 2008, the Wenchuan and Yushu earthquake post-disaster reconstruction project has now invested RMB 0.636 billion funds, RMB 12,467,000 of which was, through open tendering, entrusted to support grass-roots public welfare organizations, to carry out post-disaster reconstruction in Wenchuan and Yushu earthquake stricken areas. Altogether 30 public welfare organizations by virtue of their high-quality project design and execution capabilities won 31 post-disaster reconstruction projects, providing assistance to 126,000 victims in 14 counties in Sichuan, Gansu, Shaanxi and Qinghai.

In Yushu, the agricultural and animal products comprehensive market project funded by JDB Group is under construction as scheduled, and it is expected to be completed and put into use in 2013. The Ganda Village transportation team project and the Deda Village milk cow comprehensive development project have already yielded considerable economic income.



The agricultural and animal products comprehensive market under construction in Yushu.



On Nov. 6, 2012, the Yushu Ganda Village transportation team profit-sharing conference was held.



On Nov. 6, 2012, the Yushu Ganda Village transportation team profit-sharing conference was held.

In Wenchuan earthquake stricken area, we entrusted NGOs through open tendering to carry out post-disaster reconstruction and help the victims provide for themselves by engaging in production, erase psychic trauma, blend in the new community, and embrace the new life. Now the project has exhibited remarkable effect of alleviating pain and rebuilding livelihood.



The joy of the poor ethnic-minority women poultry farming project's beneficiary after successfully raising the chickens Dazhai Hui Township, Pingliang City, Gansu. May, 2012.



In Jul. and Aug., 2012, Youth Relay Bus Stop Project held an "I Join & I Sing -- Karaoke Contest" in Yongkang Garden, Yongchang Community.



In Huangjiayuan Village, Yingxiu Town and Xicao Village, Sanjiang Township, Wenchuan, 20 disaster-stricken households funded by the project expanded chicken breeding scale so as to recover from the disaster and rebuild livelihood ASAP. The picture shows in Jul. 2012, the surveyors went to the project area to carry out site inspection.



In Jun. 2012, the project specialists went to Datianchi Village, Mianzhu to pay a field visit ginkgo seedlings planting demonstration project.



On Nov. 21, 2012, the summing-up meeting for CFPA's supporting grass-roots NGOs to participate in Wenchuan earthquake community development project was held in Chengdu.



Dujiang Weir Longtan Bay Community's wine-tasting and "Qiang's red cloth strips"-viewing activity was held and Dong Kaiguang, Secretary General of Qiang Society was invited to explain to people the "Qiang's red cloth strips".

## Develop International Assistance

Goal: uphold the philosophy of “promoting public welfare on an international scale, cherishing humanistic feelings, development & cooperation, great love around the world”; alleviate the anxieties and sufferings of vulnerable groups; establish a new image of Chinese people on the international area; assist Chinese enterprises in fulfilling international social responsibilities; be a pathfinder of internationalization of Chinese NGOs!

Great love knows no bounds. After disasters such as Indonesian tsunami, American New Hurricane Katrina, Burma typhoon, Pakistani earthquake, Chilean, Haitian and Japanese earthquakes, and drought in the Horn of Africa broke out, individuals and enterprises from all sectors of society extended their helping hands and donated a total of RMB 63,000,000 for such disaster areas.



In October, 2011, funded by China National Petroleum Corporation (CNPC), the Sudan-China Abu Ushar Friendship Hospital, the first hospital in our demonstration project of building maternal and infant healthcare network in Sudan was put into use. In 2012, the improved medical environment of the new hospital drew more and more patients, which totaled 52,128 in the year, and covered an area of 100km. The increased number of patients brought about the increase in the hospital's financial revenue, and the increment was put into decoration of old wards, garden greening, wall brushing, and reconstruction of sewerage system, and therefore the whole hospital takes on a refreshing new look.

In July - December, 2012, together with Sudan's Ministry of Health, the Sudan Al-Birr and Tawasul Charity Organization (BTO) and Sudan-China Abu Ushar Friendship Hospital, we officially launched the follow-up management project of Sudan-China Abu Ushar Friendship Hospital. Zhou Huazhi, a medical volunteer assisted the hospital's project management office in building a complete set of community pregnant and lying-in women information collection system to carry out dynamic management of the information of pregnant and lying-in women in Abu Ushar's surrounding communities. 20 midwives were trained; 49 school activities for pregnant and lying-in women were held, and 927 people attended; 50 midwife outfit sets were donated.



Chen Kaizhi, Vice-chairman, donated USD 20,000 to South Khartoum Mandela Orphan School for the construction project of canteen and automobile repair workshop.



On July 4, 2012, the launching ceremony of maternal and infant healthcare network of Sudan-China Abu Ushar Friendship Hospital was held in Sudan's Ministry of Health. Chinese and foreign guests such as Luo Xiaoguang, Chinese Ambassador to Sudan, Al-Khair Al- Noor, Sudan's Minister of State and Health, Bartle, the principal of BTO, and Liu Guoxiang, Safety Director of CNPC (Nile) attended the ceremony.



Zhou Huazhi, president of the hospital and a medical volunteer, conducted technical training for Sudan's local midwives, demonstrating the use of mask resuscitators.



The midwife kits donated.

## Actively Advocate Great love

## Set up an Interactive Platform



The 2nd “Along With Your Company” Charity Party was held in Beijing on Mar. 27, 2012, and it was co-sponsored by CFPA, Sequoia Capital and Fleet Entertainment Media. The government, celebrities, enterprises, and media responded positively to the party, some provided auction works, and some subscribed on site, raising charitable funds for poverty alleviation projects, spreading love and care, and actively promoting the development of philanthropy.



The “Donate 1 Yuan · Show Love · Send Nutrition” activity is for the 4,000 restaurants under Yum such as KFC, Pizza Hut, Pizza Hut Home Service and East Dawning to call upon the whole society to be concerned about the nutrition status of children in poverty-stricken areas and donate pocket money to provide such children with nutritional extra meals.



The “Welldoing 100” activity called up the volunteers to take the charity action of “raise funds for 100 hours, provide resources for 100 hours, and donate charitable funds RMB 100 yuan”; University student volunteers called up the public at post offices, schools, shopping malls and the surroundings to donate Care Package, so as to help more children in poor mountainous areas. In 2012, 133,000 university student volunteers participated in the “Welldoing 100” fund-raising activity, which raised RMB 10,720,000 and came into contact with 10,000,000 people, becoming the largest fund-raising volunteer activity.



The “Experience one dollar one day” activity was held to call on the public to try spending one day with 6.3 yuan on Oct. 17 so as to have a deeper feeling of poverty, and thereby advocate the public to pay attention to poverty issues and take an active part in actions for poverty alleviation. The activity aroused wide concern and active response from the general public, enterprises and public institutions. Tencent, Sina, Sohu, and Netease weibos, 146 web portals, 47 newspapers/magazines, 26 provincial/municipal TV stations, 33 provincial/municipal radio stations, as well as mobile phone newspapers gave special coverage of “Experience one dollar one day” activity, which covered 92,430,000 audiences in 31 provinces, municipalities and autonomous regions, Hong Kong, Macao, as well as Taiwan.



Shanpin is an online charity sale platform established by CFPA to promote the charity concept of “everyone can do public service”. Enterprises and individuals can put charitable goods (new products and idle items) on shanpin.com.cn for sale, the proceeds from which will be wholly or partially donated to CFPA in support of its poverty alleviation and public welfare programs. The general public can buy charitable goods on shanpin.com.cn, experience responsible shopping, and donate love in every shopping process. In 2012, shanpin.com.cn launched such theme activities as “Qixi Festival -- Eternal Love”, “Gift of Kindness for Mid-Autumn Day” and “Run For TA”, which were broadcasted by the movie network under CCTV-6 movie channel, a strategic partner of ours.



In 2012, in cooperation with CCTV-1, we launched large public-welfare TV programs “Clash of the Choirs” (the 2nd Season) and “Fight For You”, to build an enterprise fund-raising platform, integrate more social resources, create a positive social atmosphere, and provide assistance to more vulnerable groups.



The “Persistence Makes the Change” Donors Conference 2012 was held in Beijing on Jan. 10, 2013. Hengda Group, Suning Group, Wahaha Group, Nuskin Group, and Heren Charitable Foundation won “Annual Award For Outstanding Contribution by CFPA”, and 170 entities and individuals including Yum Group, China Development Bank, and Bank of China received commendation.

## Advocate Transparent Public Services

Transparency and openness is the primary principle for us to disseminate great love, and also an important way to obtain public trust. Over the years, we advocate the principle of transparency and openness in public welfare industry by different means, which include supporting the issuance of Observation Report on the Third Sector of China, holding the transparent open day activity, reception of CPPCC proposal-handling delegation’s visit; organizing the “Reform in Chinese Philanthropy -- Role Regression and Standardized Development Summit Conference (Forum Session)”, “The Upward Power” CSR Practical Cases Sharing Session and the Responsible China Public Welfare Ceremony and Public Welfare Summit Forum; attending the 21st Century “Poverty Alleviation and Development” Forum, the China Auto Enterprise Industry Public Image Forum, the China International Fashion Fair, and the China (Ningxia) Yellow River Shangu Charity Expo. Such activities have played a positive role in promoting the society’s understanding and recognition of our commonweal concept and operation mode and enhancing our social influence and credibility.



# Audit Report

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Sunshine culture is the the core values of CFPA, and the Financial Audit Report as CFPA's important information disclosure content is presented herein.

# Audit Report

Zhong Rui Yue Hua Audit Zi[2013]No.2102

## TO CHINA FOUNDATION FOR POVERTY ALLEVIATION:

We have audited the accompanying financial statement comprising balance sheet as of December 31, 2012 of China Foundation for Poverty Alleviation (“CFPA”) and the related business activities statement and cash flow statement for the year then ended and notes to financial statements.

### Management’s Responsibility for the Financial Statements

Management is responsible for the preparation of these financial statements in accordance with Regulations on Foundation and Civilian Non-profit Organization Accounting Regulations issued by the Ministry of Finance of the People’s Republic of China and present fairly. This responsibility includes: (1) designing, implementing and maintaining internal control relevant to the preparation of financial statements that are free from material misstatement, whether due to fraud or error; (2) selecting and applying appropriate accounting policies; (3) making accounting estimates that are reasonable in the circumstances.

### Auditor’s Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Independent Auditing Standards of China. These standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit involves performing procedures to obtain audit evidence about the amount and disclosures in the financial statements. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity’s preparation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### General information

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

#### Branch information:

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

### Financial Status

1.CFPA has total assets of RMB1,567,075,503.57 as of December 31, 2012 including RMB435,246,744.61 as monetary cash, RMB315,811,766.39 as investment and RMB775,514,650.17 as account receivables of which RMB 774,708,556.23 as account receivable and RMB806,093.94 as other receivables. The fixed assets is counted RMB8,497,584.96 accumulated depreciation is RMB4,892,562.88 and the net value of fixed assets is RMB3,605,022.08.

2.CFPA has total liabilities of RMB1,091,552,300.25 as of December 31, 2012 including RMB251,132,326.35 as current liabilities, RMB456,000,000.00 as long-term liabilities and designated liabilities RMB384,419,973.90.

3.CFPA has total net assets of RMB475,523,203.32 as of December 31, 2012 including net restricted assets RMB345,778,727.20 and unrestricted assets RMB129,744,476.12.

4.CFPA has total net revenue of RMB302,992,051.17 in 2012, including RMB273,053,273.14 from donation, RMB0.00 from Government grant, RMB22,216,636.72 from investment and RMB7,722,141.31 from others.

CFPA has total expenditure RMB309,576,257.09 in 2012, including RMB292,151,614.07 as cost for activities, RMB17,371,608.32 as administrative expenses, RMB11,067.35 from fund raising and RMB41,967.35 for other expenses.

5.The total expenditures for common welfare in CFPA is RMB292,151,614.07 in 2012, Income in the prior period is RMB272,427,312.05, The restricted income not usable in the prior year is RMB0.00 and net assets with unrestricted time is RMB0.00. The total adjusted amount in the prior year is RMB272,427,312.05. The proportion of common welfare in the total revenue of the prior period is 107.24%. The total salaries and compensation for staffs is RMB12,423,059.91, administrative expense is RMB6,466,032.78, The total salaries and administrative expenses for staffs takes 6.10% of the overall expenditure in the current period.

### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of CFPA as of December 31, 2012, and of its financial performance and its cash flows for the year then ended in accordance with the Non-profit Organization Accounting Regulations issued by the Ministry of Finance of the People’s Republic of China.



# Balance Sheet

Company: CFPA		December 31, 2012				Unit: RMB Yuan	
Assets	Row	Opening Balance	Closing Balance	Liabilities and Net Assets	Row	Opening Balance	Closing Balance
<b>Current Assets:</b>				<b>Current liabilities:</b>			
Monetary assets	1	80,820,892.45	435,246,744.61	Short term borrowings	25	70,000,000.00	5,000,000.00
Short-term investments	2	239,200,493.49	76,573,660.07	Account payables	26		2,500,930.00
Account receivables	3	477,187,957.10	774,708,556.23	Salary payables	27	464,839.41	743,407.77
Advance to supplier	4	5,833,275.04	853,170.00	Tax payables	28	10,699.94	14,256.24
Inventories	5	22,534,729.41	23,439,788.49	Other payables	29	10,583,196.26	15,373,732.34
Other receivables	6	1,185,167.98	806,093.94	Accrued expenses	30		
Deferred expenses	7			Receipts in advance	31		
Other current asset	8			Expected liabilities	32		
Long-term debt Investment due within one year	9			Long-term liabilities due within one year	33		227,500,000.00
Total current asset	10	826,762,515.47	1,311,628,013.34	Total current liabilities	34	81,058,735.61	251,132,326.35
<b>Long-term investment:</b>				<b>Long-term Liabilities:</b>			
Long-term equity investment	11	170,002,810.10	179,238,106.32	Long-term borrowing	35	338,500,000.00	426,000,000.00
Long-term debt investments	12	60,000,000.00	60,000,000.00	Long-term payables	36	30,000,000.00	30,000,000.00
Total long-term investments	13	230,002,810.10	239,238,106.32	Other long-term liabilities	37		
<b>Fixed Assets:</b>				<b>Total long-term liabilities</b>			
Original value of fixed assets	14	7,289,566.96	8,497,584.96	38	368,500,000.00	456,000,000.00	
Less: accumulated depreciation	15	3,737,783.57	4,892,562.88				
Net value of fixed assets	16	3,551,783.39	3,605,022.08	<b>Entrusted liabilities:</b>			
Construction in progress	17	1,574,552.00	2,876,127.00	Entrusted liabilities	39	140,944,313.90	384,419,973.90
Heritage cultural assets	18	290,020.00	274,900.00				
Disposal of fixed assets	19			Total Liabilities	40	590,503,049.51	1,091,552,300.25 <sup>1</sup>
Total Fixed assets	20	5,416,355.39	6,756,049.08				
				<b>Net assets:</b>			
<b>Intangible assets:</b>				<b>Unrestricted assets</b>			
Intangible assets	21	9,716,525.91	9,453,334.83	Restricted assets	42	374,044,197.25	345,778,727.20
<b>Entrusted assets:</b>				<b>Total Net assets</b>			
Entrusted assets	22			43	482,164,645.70	475,523,203.32	
Other non-current assets:	23	769,488.34					
Total Assets	24	1,072,667,695.21	1,567,075,503.57	Total Liabilities and net assets	44	1,072,667,695.21	1,567,075,503.57

Person in Charge: Duan Ying-bi

Supervisor of Accounting Institution: Tang Feng-lei

Statement preparation: Wang Hong-ling

# Statement of Business Activities

Company: CFPA		December 31, 2012			Unit: RMB Yuan		
Item	Row	2010			2011		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
<b>1. Revenue</b>							
Inc: Donation	1		239,463,622.03	239,463,622.03	96,000.00	272,957,273.14	273,053,273.14
Providing service	2			-			
Good of sales	3			-			
Government grant	4			-			
Investment return	5	27,640,162.41		27,640,162.41	22,216,636.72		22,216,636.72
Others	6	5,323,527.61		5,323,527.61	7,722,141.31		7,722,141.31
<b>Total Revenue</b>	<b>7</b>	<b>32,963,690.02</b>	<b>239,463,622.03</b>	<b>272,427,312.05</b>	<b>30,034,778.03</b>	<b>272,957,273.14</b>	<b>302,992,051.17</b>
<b>2. Expenses of</b>							
1)Business operating activities	8	262,425,685.87		262,425,685.87	292,151,614.07		292,151,614.07
2)Management	9	20,958,482.83		20,958,482.83	17,371,608.32		17,371,608.32
3)Raising funds	10	181,475.31		181,475.31	11,067.35		11,067.35
4)Others	11	236,942.27		236,942.27	41,967.35		41,967.35
<b>Total expenses</b>	<b>12</b>	<b>283,802,586.28</b>	<b>-</b>	<b>283,802,586.28</b>	<b>309,576,257.09</b>		<b>309,576,257.09</b>
3. Restricted net asset transferred into unrestricted net asset	13	252,865,190.35	-252,865,190.35		301,165,506.73	-301,165,506.73	
4. Changes in net asset ('-' for decrease)	14	2,026,294.09	-13,401,568.32	-11,375,274.23	21,624,027.67	-28,208,233.59	-6,584,205.92

Person in Charge: Duan Ying-bi

Supervisor of Accounting Institution: Tang Feng-lei

Statement preparation: Wang Hong-ling

# Cash Flow Statement

Company: CFPA

For year ended 2012

Item	Row	Amount
1.Cash Flow from Operating activities:	1	
Cash received from donation	2	241,009,846.86
Cash received from membership fees	3	
Cash received from rendering of services	4	
Cash received from the sales of goods	5	
Cash received from government subsidies	6	
Other cash received relating to operating activities	7	219,783,850.32
Subtotal of cash inflows	8	460,793,697.18
Cash paid for donation or imbursement	9	247,584,179.01
Cash paid to and for employees	10	12,586,448.25
Cash paid for goods and services	11	
Other cash paid relating to operating activities	12	33,507,994.65
Subtotal of cash outflows	13	293,678,621.91
Net cash flow from operating activities	14	167,115,075.27
2.Cash Flow from Investing activities:	15	
Cash received from return of investments	16	1,429,291,789.78
Cash received from investing income	17	8,426,193.25
Net cash received from disposal of fixed assets: intangible assets	18	150.00
Other cash received relating to investing activities	19	
Subtotal of cash inflows	20	1,437,718,133.03
Cash paid to acquire fixed assets, intangible assets	21	2,524,112.00
Cash paid on investments	22	1,261,906,958.64
Other cash paid relating to investing activities	23	
Subtotal of cash outflows	24	1,264,431,070.64
Net cash flow from investing activities	25	173,287,062.39
3.Cash Flow from Financing activities:	26	
Cash received from borrowings	27	390,000,000.00
Other cash received relating to financing activities	28	312,120,450.34
Subtotal of cash inflows	29	702,120,450.34
Cash repayments of borrowings	30	140,000,000.00
Cash paid for interest expenses	31	30,326,125.86
Other cash paid relating to financing activities	32	517,765,599.13
Subtotal of cash outflows	33	688,091,724.99
Net cash flow from financing activities	34	14,028,725.35
4.Effect of changes in foreign exchange rate on cash and cash equivalents	35	(5,010.85)
5.Net increase in cash and cash equivalents	36	354,425,852.16

Person in Charge: Duan Ying-bi

Supervisor of Accounting Institution: Tang Feng-lei

Statement preparation: Wang Hong-ling

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# Our Partners

Our growth can not go without our cooperative partners who have been supporting, encouraging and accompnaying us all the way, nor can it go without the organizations and individuals that put trust in us. It is this love that makes us make progress hand in hand, and it is this love that brings hope and the future to the poor.

We persist for love,  
And we believe that  
Persistence makes the change!



加多宝

**Official Website of CFPA**

[www.fupin.org.cn](http://www.fupin.org.cn)

**Donation Hotline**

010-6265 5199

**Complaints Hotline**

010-6255 7336

**Beijing Head Office**

TEL: 010 - 8287 2688

Fax : 010 - 6252 6268

Address : South Building, No. 36, West Alley of Shuangyushu Subdistrict, Haidian District, Beijing 36

Postcode: 100086

**Guangdong Office**

TEL: 020 - 83276579

Fax : 020 - 83713453

Address : Room 805, Floor 8, Building 45, No. 3 Compound, Jianshe Rd., Yuexiu District, Guangzhou.

Postcode: 510060

Beneficiary Bank: The Beijing Science and Technology Exhibition Center Sub-branch of the Bank of China

Usenam: China Foundation for Poverty Alleviation

Account Number: 0000 0323 3560 29109

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