

2019

Annual Report

Amway Charity
Foundation

GATHER LOVE
EXTEND WARMTH

汇聚爱心 传递温暖



安利公益基金会
Amway Charity Foundation



Preface

Every child is a small world.

When a small world cries, the whole world cries with it.

When a small world gets hit by scarcity, the whole world will lose its abundance.

From Spring Sprout Kitchen to the Power of 5,
the past 2922 days are like 2920 rainbows,
stretching over mountains and rivers,
the North and the South,
illuminating 3.03 million small worlds,
changing 3.03 million lives.

Every child deserves respect and equity.

Every child deserves a chance to live to their full potential.

Every child deserves to succeed.

Amway Charity Foundation

aspires to be the guardian angel for every child, shielding
their colorful and abundant worlds.

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Strive for Excellence

Targeted poverty alleviation is a clear and effective strategy that the Chinese government and the Chinese Communist Party have been advocating for since the end of 2013. Poverty eradication, as a long-lasting vision of mankind, requires tremendous investment to realize. Yet targeted poverty alleviation breaks away from the traditional assistance model resembling “flood irrigation” and instead, leverages effective resource input for higher social benefits to create a virtuous social and economic ecosystem, ultimately uprooting poverty.

As a charity organization, we must confront social issues head-on and work at the frontline of social governance, exploring new models and ideas and blazing a trail for future policies as a pioneer. With this in mind, Amway Charity Foundation (ACF) has planned and run our charity programs according to the philosophy of targeted poverty alleviation since its first day, because as a professional charity organization, we value the right approach over a good heart. We think first before we act. Our resources are never enough, which makes a “targeted” approach ever more meaningful for us.

The design of a charity program is a process of zooming in. We must first have a big picture view, focused on the large, influential social topics, to make sure that strategically we are going in the right direction. Yet after we lock onto a particular issue, it is time to zoom in from the whole picture to a small piece, from to whole nation to local places, from groups to unique individuals, from the entire issue to specific needs. We aspire the transform the sea by working on trickles of water. Because our resources are limited, we need to be more targeted in

their use to create limitless possibilities.

Becoming targeted not only requires a change in mindset, but also more scientific methodology and management, more passion and more efforts. Looking back on our 8 years of experience, we have learned that a good question may mean more than finding answers. When you search for, analyze and ponder about questions, answers often present themselves. My colleagues and I have worked with many top research institutions from all over the world, where we gain insight from data. We have travelled far and wide in China to enrich the data with our field studies, so that we can look in the eyes of those in need and understand their hearts. We have consulted many professional charity organizations, who guide us with their experience and wisdom, so that we do solid trials, instead of blind attempts. Simple as it may sound, “targeted” represents the professional competency of a foundation and its determination to change the society and create value for the public.

Targeted does good. Every zoom-in allows us to become more focused on the malnutrition of impoverished children, with rural school kitchens as a starting point to improve the nutrition of children from adjacent areas of extreme poverty. This is the story behind the first ACF brand program, Spring Sprout Nutrition Kitchen, where the lives of 2 million impoverished children are changed.

With targeted body check-up, we choose who we want to help. With the Internet technology, we roll out refined management. With the 1+3+5 fine-grained assessment, we track project performance. With nutrients, food education and other tools, we are resolving the nutrition deficiency of rural preschoolers. These are the upgraded efforts in the Power of 5, with more inspiring stories unfolding at this exact moment.

The business world has its 6σ principles of refined management and is constantly pursuing higher standards. By the same token, charity organizations and projects are constantly sharpening their targeted approach. We are still on the road.

With this report, we hope to convey our thoughts and actions through every story we tell. With this report, we hope to open your mind and enlist you as our ally in improving child welfare in a targeted way. With this report, we hope to light up the fire in people's hearts. Together, with a warm heart and compassion, we will build a better world.

We are always striving for excellence, so that every kind heart can harvest its fruit.



Gan Chee Eng
Chairman of the Amway Charity Foundation
December 2019



Amway Charity Foundation

In 2011, Amway (China) donated RMB 100 million to found the Amway Charity Foundation. As the first non-public foundation with a multinational corporate background under the direct supervision of the Ministry of Civil Affairs, ACF focuses on two areas: childhood nutrition and childhood education. In the first field, we have launched and operated the Spring Sprout project and the Power of 5 campaign, to prevent malnutrition for impoverished children. In childhood education, we have set up the Sunshine Project, the Rural Children Friendship Community Project and others, to help children become integrated into their communities and grow up in safety and happiness. We have established the China Volunteers Association (CVA), for volunteer services, and the China Philanthropy Talents Development Project, for industry advancement. To carry on the philanthropic spirit and actions of Amway (China), we are pooling the love and strength from Amway (China) employees, ABOs and the public, sharing love with the world and encouraging the harmonious development of people and the society with our professional, efficient and transparent operation, until eventually reaching our goal of equal development for impoverished children in China.

ACF Profile

Registration Information

Name: Amway Charity Foundation
Unified Social Credit Code: 53100000717828729Q
Registered with: Ministry of Civil Affairs of the People's Republic of China
Registered Capital: RMB 50 million
Founding Date: January 24, 2011
Supervising Organization: Ministry of Civil Affairs of the People's Republic of China
Legal Representative: Paula Peng
Business Scope: Aid vulnerable children, manage volunteer service, establish charitable funds, provide specialized aid, engage in cooperation and exchange, and conduct environmental protection activities.

Organization Structure

Sponsors: Doug DeVos Steve Van Andel
Honorary Chairman: Eva Cheng

Board of Trustees

Chairman: Gan Chee Eng
Standing Vice Chairman: Frances Yu
Vice Chairman: Patrick Chang, Vincent Hwang, Steve Chan, Liu Ming-hsiung
Directory-General/Secretary-General: Paula Peng
Trustees: Gan Chee Eng, Frances Yu, Patrick Chang, Vincent Hwang, Steve Chan, Martin Liu, Angela Keung, Liza Cheung, Rachel Luo, Jia Chen, Paula Peng, Wang Zhenyao, Wang Ming, Peng Jianmei

Audit Committee

Scott Balfour, Steven Cheng, Cheng Gang

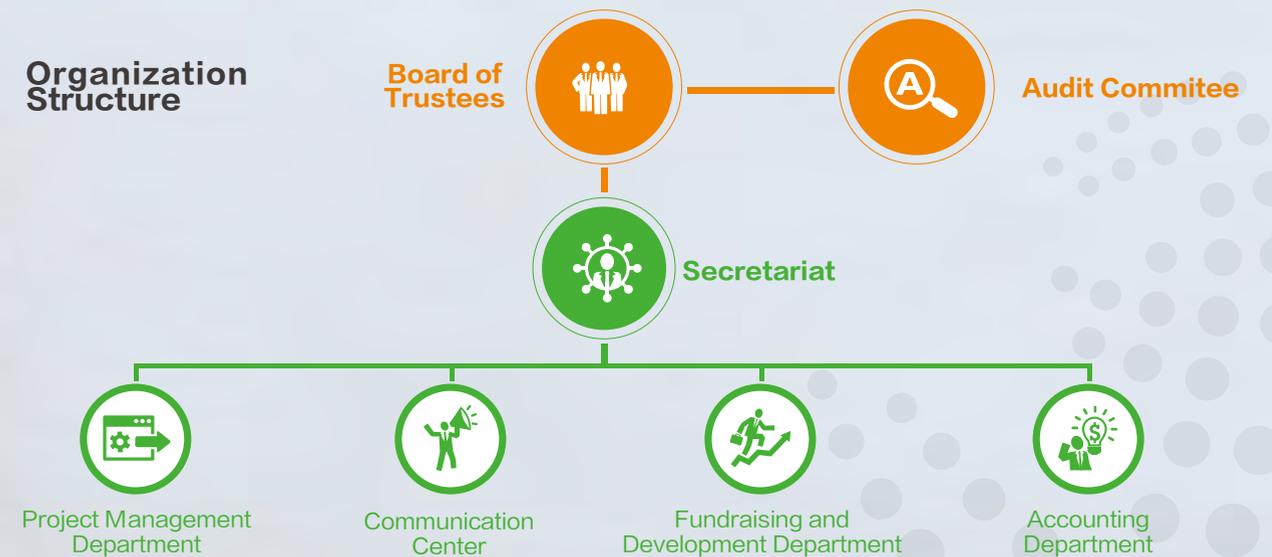


Our Vision

We believe that every child can become the best version of themselves and live a beautiful, meaningful and hopeful life.

Our Mission

We are committed to improving the growth environment of children and lending necessary support in key stages of development to unleash their potential and achieve development equity.



8-Year Journey

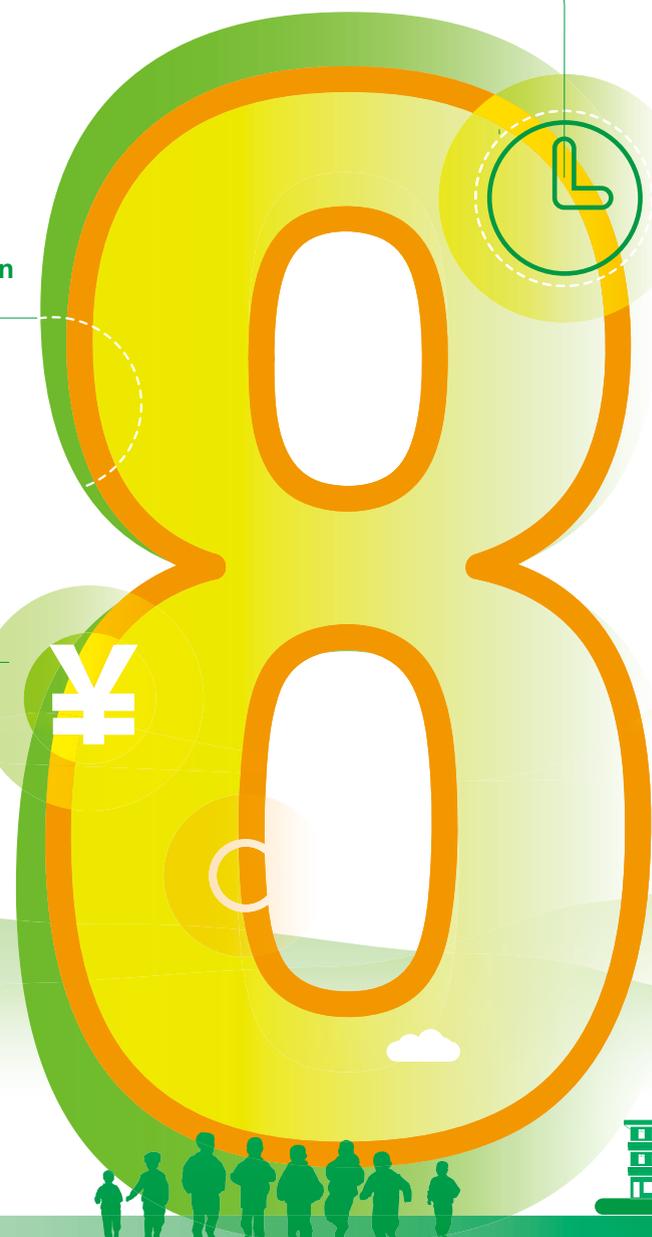
Number of volunteer hours:
279.6 million

Total children benefited:
3.03 million

Number of Volunteers:
105,857

Funds invested:
320 million RMB

Regions covered:
319 counties **22** provinces



2012/13/15

The 7th, 8th, 9th China Charity Award by the Ministry of Civil Affairs.



2012/14/15

Three-time winner of the Forbes China Best Charities List.



2015

Awarded the 4A foundation certification by the Ministry of Civil Affairs.



2014/15/16/18

The Spring Sprout Project, China Philanthropy Talents Development Program, and the Power of 5 Program honored as "Outstanding Projects in Chinese Corporate Citizenship" twice.



2018

The Power of 5 won the Southern Weekend "Sustainable Poverty Alleviation Project of the Year"



2015/16/17/18/19

Received full points on the Foundation Transparency Index by China Foundation Center, four years in a row.





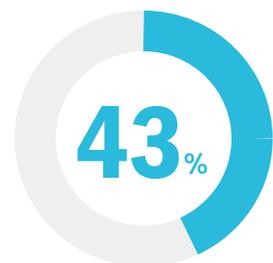
Nutrition to Alleviate Poverty

Development equity is a fundamental right that everyone is entitled to, but in reality, many impoverished children in China suffer from the physical and cognitive underdevelopment caused by malnutrition and a lack of nutrition awareness, and thus do not have access to a level playing field. Combining the national policy of targeted poverty alleviation and Amway's advantages in nutrition, ACF works on improving the nutritional status of impoverished children with its strategy of Nutrition to Alleviate Poverty, to help eradicate poverty in China by breaking the vicious cycle of "malnutrition and poverty" and creating an equitable development environment for children.



Breaking Intergenerational Transmission of Poverty

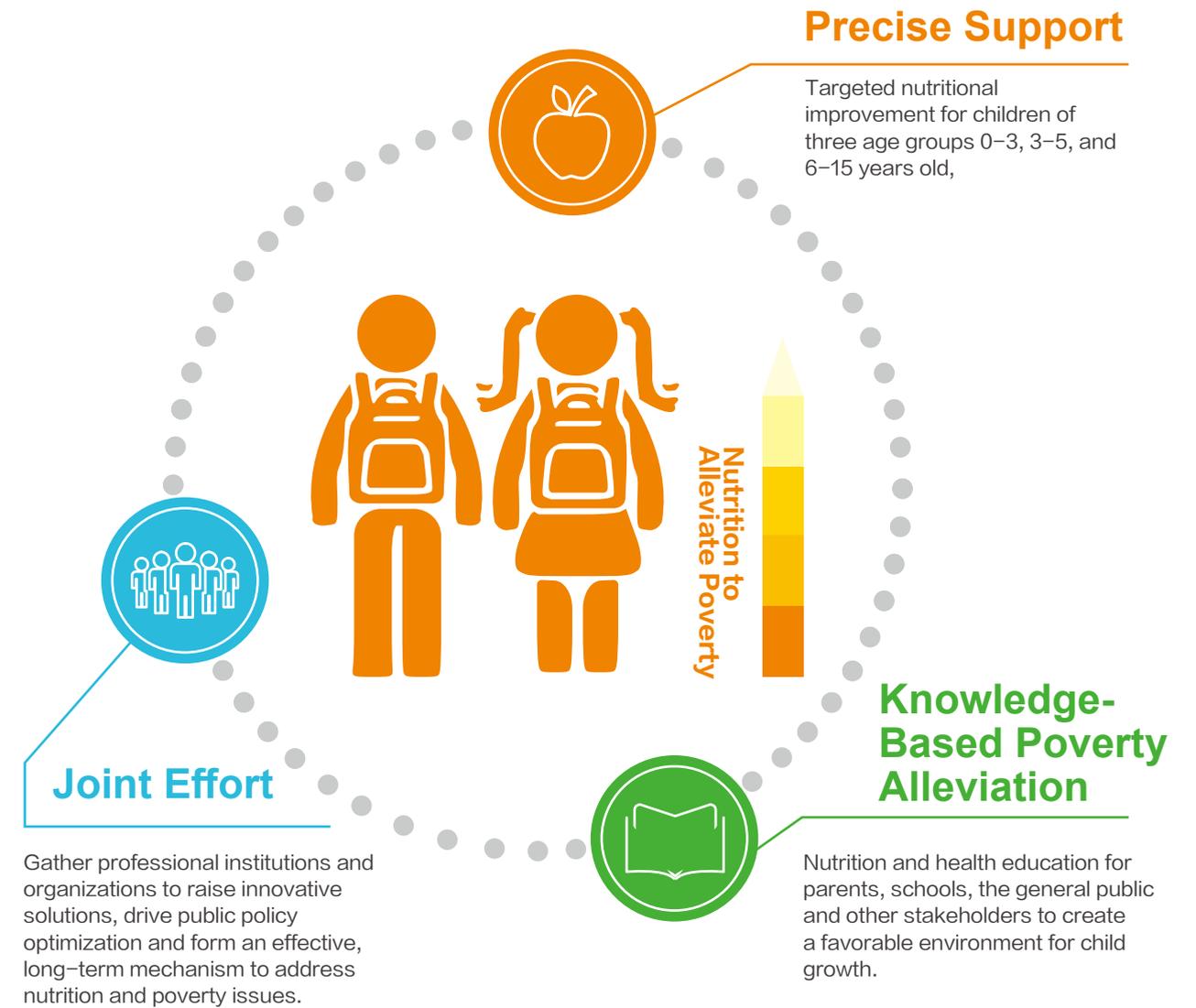
In middle-income and low-income countries, around 43% of children under 5 years old (249 million) are at high risk of underdevelopment due to extreme poverty and stunting. The UN Sustainable Development Goals call upon all nations to end "all forms of malnutrition" by 2030. With nutritional intervention and cognitive investment in early childhood, a period of fast brain development, we will be able to break the intergenerational transmission of poverty and inequality.



249,000,000
children under five are at risk of underdevelopment.

Driving the Strategy of Nutrition to Alleviate Poverty

According to the Guidelines on Chinese Children Development (2011–2020) by the State Council, "intervention programs for the nutrition and health of pre-school children from impoverished areas should be implemented to improve their nutritional status", with resolving the malnutrition of children under five listed as a major objective. To achieve this goal, the Healthy China 2030 stresses that children's health must be prioritized with strengthened intervention. In response to the national strategies, ACF begins its work from nutritional supplement, facility building and health education and seeks to improve the nutrition of children from impoverished regions with the Power of 5, a nutritional improvement plan for preschool children, and the Spring Sprout Nutrition Project, in full support of a Healthy China.





Power of 5: an Equal Starting Line for Impoverished Children



China's first charitable project on nutrition improvement for children aged 3-5



The first QS-certified not-for-profit nutritional product under the new national standards



China's first nutrition and health course for preschool children



Project rolled out in **795** kindergartens from **23** counties, **11** provinces, supporting **80,000** preschool children in continuous nutrition improvement with over **30** million Little Bits tablets distributed and **12,000** hours of nutrition education

Power of 5

A Preschool Children's Nutritional Improvement Project

Since: 2015

Partner institutions: China Development Research Foundation, China Children and Teenagers' Fund, and Chinese Nutrition Society

Overview: To provide Chinese children in impoverished regions between 3-5 years old with Little Bits chewable tablet, a nutrition supplement for children, organize educational events on nutrition and health, and support the healthy development of impoverished children.



Nutritional Support

Little Bits – A Little Bit More Nutrition for Children

Little Bits chewable nutrition tablets, co-developed by Amway Charity Foundation and the Chinese Society of Nutrition, are specially designed for preschoolers in poverty-stricken areas in China. The tablet is offered to kindergartners in poor areas free.

Rich in Nutrient

Rich in 17 nutrients including calcium, iron, zinc, folic acid and nicotinamide. A tablet a day provides enough essential vitamins and microelements for child development.

Healthy and Yummy

The sweet taste of Little Bits is created with xylitol and Luohanguo (momordica grosevonis), without any added sugar - no worries for tooth decay or obesity.

Easy-to-Take and Safe

Chewable tablet avoids the potential risk of local water contamination and is easy to take: only one tablet a day.

Choke-Proof Design

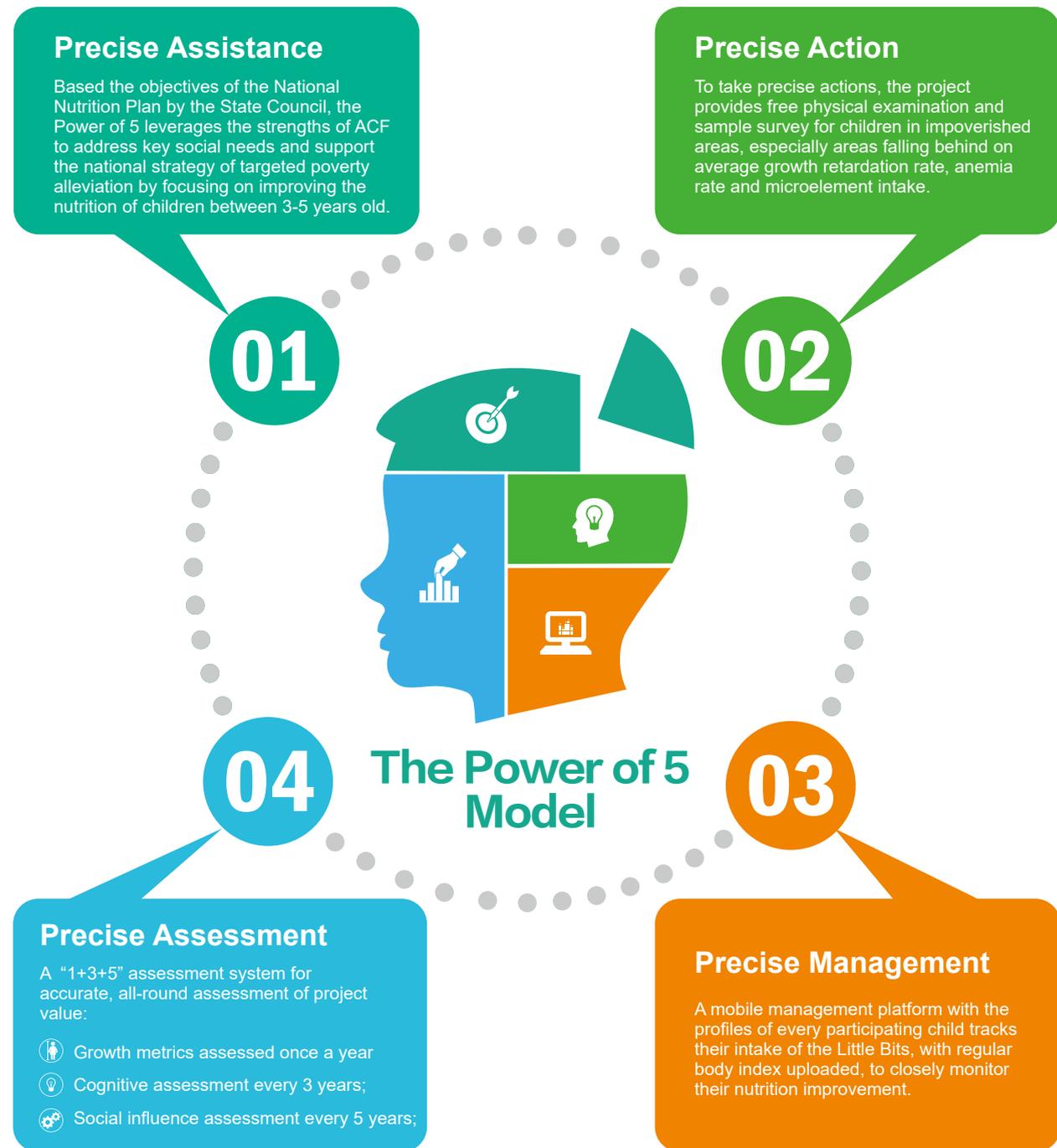
To ensure utmost safety, the tablet adopts the choke-proof design of a hole in the middle to minimize the risk of suffocation of young children, with the right hardness suitable for chewing.

Nutrition Education

"The Amazing Golden Beans" is a popular kindergarten game. A little contest for accuracy and speed, the game requires a mix of black, yellow (soy), red and green beans for children to sort with chopsticks.

This is a vivid example of the nutrition education from the Power of 5 project. Co-developed by ACF and East China Normal University, the course includes over 60 lessons on health, language, society, science and art. Children can practice their hand-eye coordination for better physical development in a fun way, while acquiring a basic knowledge of food and nutrition. This course, which integrates knowing, feeling and doing, will also improve their long-term awareness of nutrition and health.





The Power of 5: Effect Plus

Upgraded Health and Nutrition Course

In 2019, ACF upgraded its health and nutrition courses by adding more health-centered content on nutrition, sports, behavior and awareness improvement, with complete teaching aids, to reinforce the health mindset of teachers and children.



Enhanced Kitchen Facility to Counter Malnutrition

To solve the issue of insufficient catering facilities in some kindergartens, ACF increased its provision of kitchen facility in 2019, benefiting around 4000 children from 120 kindergartens, 5 provinces, and safeguarding nutrition improvement.

Kindergarten Beds for Napping

Sleep is as important as nutrition to the development of preschool children. In 2019, ACF provided beds for 505 children from 47 kindergartens in Fusang county, Hunan province, which lacked sleeping facility, so that children can get their much-needed sleep during daytime for better health.





Eat Well, Live Well

In the poor and remote mountains of Hunan province, the most common food for kindergarten children is pickled beans and plain rice soaked in water, a tasty and easily digestible meal according to local people. Even though kindergarten teachers have grown some easy-to-grow fresh vegetables, they fail to meet the daily nutritional needs of these children due to a lack of variety.

With the Power of 5, every child now gets their essential nutrients in time from chewable tablets. After attending courses on nutrition and health, teachers have turned their vegetable patch into a teaching garden, where children learn to grow a greater variety of vegetables under supervision, acquiring knowledge on nutrition while honing their manual dexterity. Now, even the youngest child is strong enough to pull out a large turnip from ground and can even teach you a thing or two about the types of food and how they can make a balanced meal.

Seeing her students getting stronger with rosier cheeks, Ms. Li couldn't stop smiling: "I never thought these chewable tablets worked so well! These children get sick less often and become more attentive in class. More importantly, they now know the right food to eat. Eat well, then they can live well."



The Sleepy Head Who Can't Sit Still

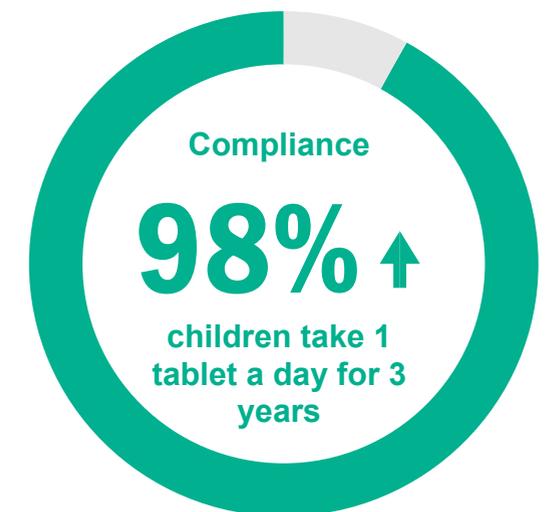
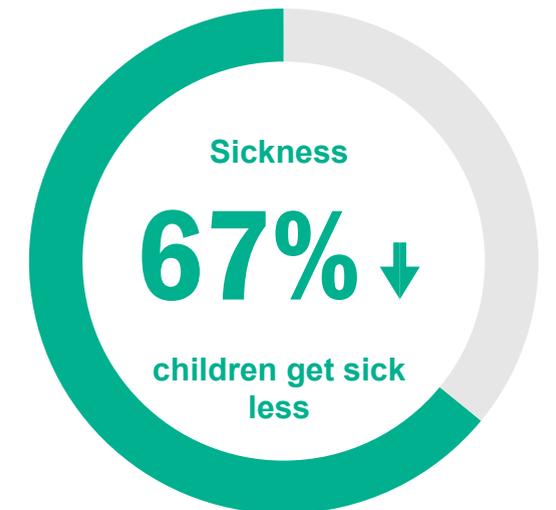
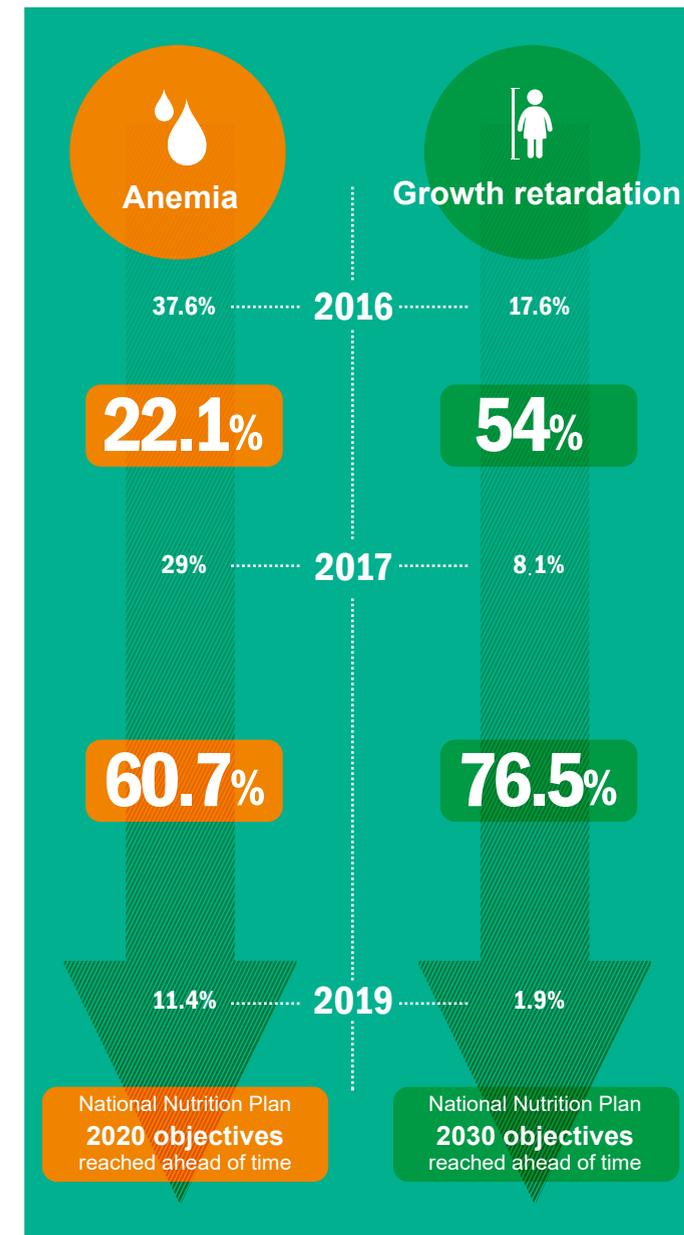
Little Hongmei, now four years old and a half, is an active child, always running and jumping around. Of the many classes taught by Ms. Wang, She is the first girl to be appointed the class committee member of sports. Outside the classroom, Hongmei runs so fast that even teachers can't catch her. But once inside the classroom, the exhausted Hongmei is like a different person, often seen resting on her desk.

Remodeled from a primary school, the kindergarten that Hongmei attended was equipped with the same old desks as high as preschool children, who had to make do by sleeping with their heads resting on their arms on the desk during lunch break. This became a particular challenge for Hongmei, who moved around a lot. See, tired from playing, she almost lost her balance in her sleep and fell from the seat.

After investigation, the Power of 5 team decided to help local children sleep better by providing small beds with pillows and bedding for the kindergarten. This change was thrilling for Hongmei, who eagerly climbed onto her bed after lunch, wrapped herself comfortably in a quilt and fell asleep almost instantly. With a good nap, Hongmei and other children like her are now full of energy in school.

Result Assessment

The Chinese Center for Disease Control and Prevention and the Institute of Psychology, Chinese Academy of Sciences worked with ACF and assessed the project effectiveness in 2017 and 2019, with the following results:





Power of 5

Driving NPC Proposal

Following the proposal by the Standing Committee of the Chinese People's Political Consultative Conference (CPPCC) in 2018, Mr. Zhou Hongyu, member of the Standing Committee of the National People's Congress (NPC) and NPC deputy, submitted a proposal titled Suggestions on Completing and Extending Coverage of National Strategy for Childhood Nutrition to the Key Growth Stages of 3-5 Years Old during the Second Session of the Thirteenth National People's Congress in March 2019, in which he raised the nutrition issue of children aged 3-5 and cited the Power of 5 project in suggesting a national mechanism for improving child nutrition and the refinement of the current national strategy.



Sharing Nutrition Data and Experience with the Government

As the only nutrition supplement project for preschool children undertaken by the National Institute for Nutrition and Health under the Chinese Center for Disease Control and Prevention, the Power of 5 was rolled out in the four counties of Shanxi and Shaanxi province: Yonghe, Daning, Zizhou and Qingjian. A small pilot program and a controlled experiment on microelement supplement for preschool children are also being carried out in South Xinjiang, as a proactive initiative for the sharing of information and field experience with the government on the nutrition indicators and intelligence level of children.



Reference Case of National Nutrition Standard for Infants and Young Children

In early 2019, when attending the meeting on the modification of the Technical Standard on Nutrition Supplement for Infants and Young Children upon invitation, ACF presented its Power of 5 project and the Little Bits chewable tablets to industry experts, and shared evidence on the age group division, product form restriction and many other areas for the latest national standard.



22 provinces and 305 counties covered	3856 Spring Sprout Kitchens built	Over 3800 kitchen managers trained
1,940,000 children benefited		570,000 nutrition manuals distributed

Spring Sprout Nutrition Project

Duration: 2011-2016

Partner institution: China National Committee for the Care of Children (CNCCC)

Project overview: A project dedicated to improving nutritional standards for impoverished children in China and prompting the government to issue nutrition improvement policies, by building Spring Sprout Kitchens and training kitchen managers at rural schools in poor provinces, to provide reasonably portioned and nutritionally balanced meals to the 1.94 million children in need.

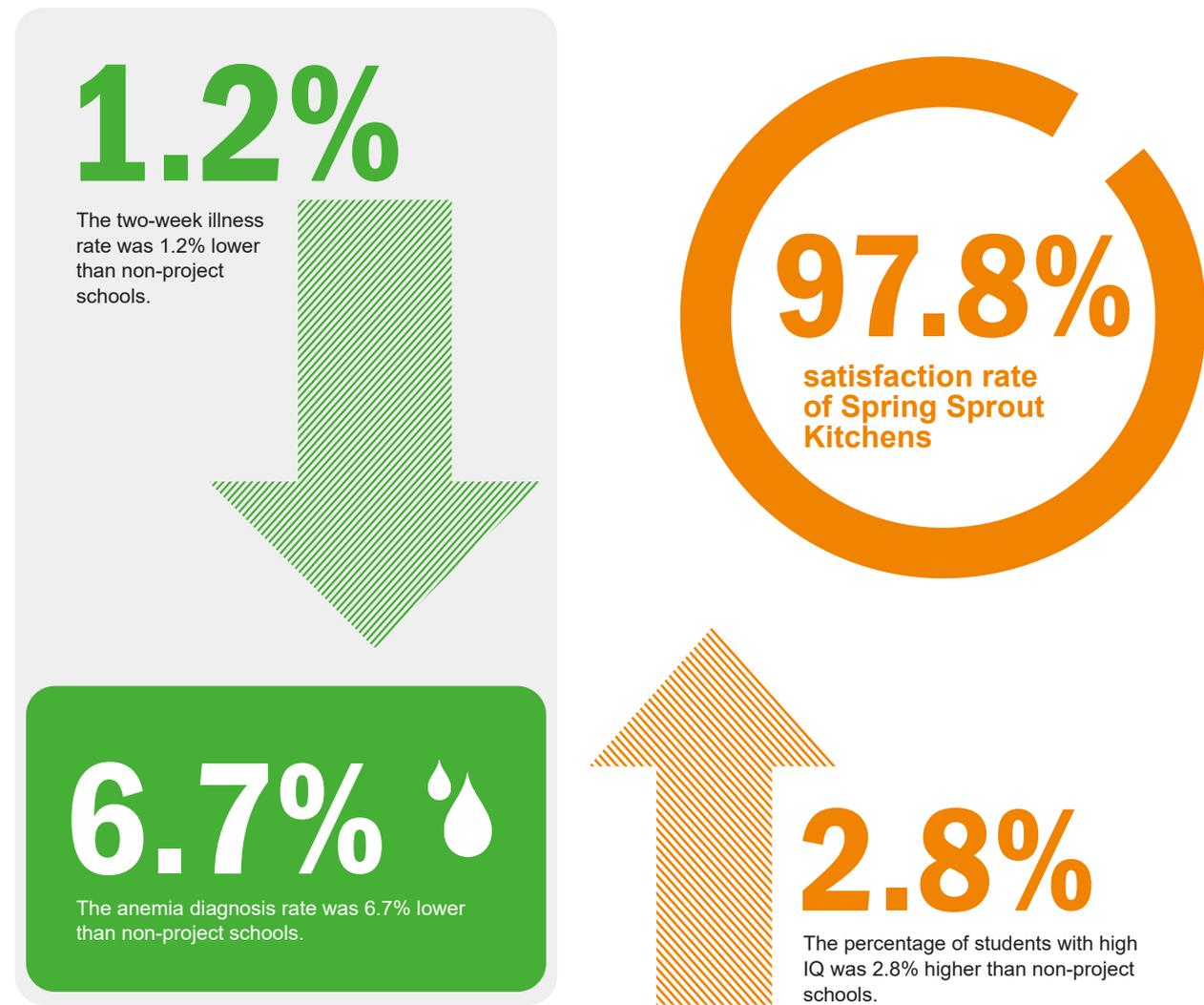
The Spring Sprout Project is now China's largest charity catering project with the widest coverage and the most beneficiaries. This highly efficient model of integrating government, civil organizations and volunteers is known as the Spring Sprout model in the industry.

A Bridge to Growth

Since the first Spring Sprout Kitchen was built in Guangxi in 2001, the bridge of love has stretched across mountains and rivers, connecting millions of children with the world outside. The nutritious meals coming out of the kitchen every day accompany these children as they grow up, empowering them to change their own lives.

Result Assessment

According to a survey of the physical conditions of students attending Spring Sprout Project-covered schools by the Institute of Child and Adolescent Health of Peking University:



A Multi-Party Co-Development Model

To improve child nutrition requires long-term investment and the participation of multiple stakeholders. After five years of learning from experience, the Spring Sprout Nutrition Project has produced a Spring Sprout model that integrates the strengths of multiple stakeholders including the government, civil organizations and volunteers.



A Lever that Moves Multiple Resources

ACF has invested RMB 170 million in the Spring Sprout Nutrition Project and raised up to RMB 860 million from local governments, schools, companies and the public through a multi-party collaboration model that features local government funding, ACF fund-raising, co-development and self-funded development of kitchens, to ensure project sustainability. From the Spring Sprout Nutrition Project to the Spring Sprout Model, we are not just building kitchens, but creating a replicable model for our peers and a possible solution to the malnutrition of impoverished rural children for the government.



A Bridge That Connects Love

As the project unfolds, every Spring Sprout Kitchen has become little bridges that connect love and inspire public strength. Over the past few years, campaigns such as "Spring Sprout + 1", "A Special Lunch" and "White Rice Only" have garnered the attention and participation of millions of people. As more people become aware of the issue of malnutrition for children from poor areas, real support is being lent to changing the status quo.



White Rice Only

On May 20th, the Student Nutrition Day in China, people were invited to eat just one bowl of plain rice for a meal, and donate the money they would have spent on other dishes to impoverished children to fight malnutrition.

- **380,000** people donated RMB **900,000**, with **14** Spring Sprout Kitchens built.
- The campaign generated **45** million views on Weibo and was reported by over **180** Wechat accounts, with **1** million views.
- Reported by **200** traditional and online media outlets, reaching **100** million views.

External Comments

“ Upon implementation, the Spring Sprout project has been warmly welcomed by schools and parents in poor areas, supported by all local governments, and fully affirmed by the state. ”

Gu Xiulian, Director of the China National Committee for the Care of Children

“ The Spring Sprout project was right to focus on school kitchen as a priority from the beginning, which provides China with a possible model to explore the nutrition improvement of impoverished students. ”

Ma Guansheng, Deputy Director of the National Institute for Nutrition and Food Safety, Chinese Center for Disease Control and Prevention

“ I have always admired Amway for its creativity and passion, something we all need to learn when doing charitable work. ”

Lu Mai, Secretary General of China Development Research Foundation

“ Compared with those from non-project schools, the children with access to Spring Sprout Kitchens have sufficient energy intake in the form of protein, vitamins and minerals, which are beneficial to their lifelong health. ”

Ma Jun, Director of the Institute of Child and Adolescent Health at Peking University

“ I prefer to think of it as an educational project. With Spring Sprout, children have gained new visions, new knowledge and even new habits. ”

Liao Wenke, Deputy Director of the Department of Physical, Health and Art Education, the Ministry of Education

“ We built eight Spring Sprout kitchens in Jiangxi and we have seen wonderful results. We decided to build eight more in 2015. ”

Don Retting, President of the Owens Corning Foundation





Amway Targeted Poverty Alleviation Fund

In response to the national strategy of targeted poverty alleviation, ACF launched the Amway Targeted Poverty Alleviation Fund in 2018 to support poverty-stricken areas. By pooling resources for targeted assistance, the initiative has demonstrated its compassionate love and written countless heart-warming stories.



Free Bus Tickets for the Road Home

5 RMB, not even enough for the breakfast of many people, is how much a single-trip bus ride back home costs for Qu Mu and children like him, who live in Daliang Mountains, Sichuan province. ACF now provides free bus tickets for these children in need, shortening their way home.

Qu Mu was born into a poor family with two physically challenged parents. Without free bus tickets, Qu Mu's road to school was a trip on foot that began at 3am. Qu Mu dreaded rainy and snowy days, because the mountain road would become all muddy. One misstep would result in a fall in the mud. "I used to feel very lonely and sad, when I had to walk to school on my own. But now that's a thing in the past. With these free tickets, I can ride a bus home. I feel so happy and warm in the heart," said Qu Mu, excited, happiness written all over his face.

The Voice of Spring Sprout, a Messenger of Kindness and Love

Stories are doorways for children to the world. Like bridges, they connect kindness and love. The Voice of Spring Sprout - Rural Campus Radio is a project by Amway that brings the outside world to children in the village through storytelling, passing on messages of kindness and love.

Cheng Jiao, a student majoring in broadcasting from Guangxi University of Foreign Languages, has been interested in The Voice of Spring Sprout for a while. As she learns more about the project, she is converted into a big fan. Not being able to attend the charity reading event last year, due to schedule conflicts, left deep regret in her heart. Right after the launch of the 2019 event, Cheng Jiao immediately signed up and brought handpicked stories with her to the project school. Using her professional skills, she taught the students of rural elementary schools how to become broadcasters and producers of campus radio programs. Thanks to the Voice of Spring Sprout, more stories are being told in different voices and reach more eager ears of children, warming up these tiny hearts with the kindness and love embedded in those stories.





Summer Camp, an Unforgettable Summer Encounter

A big headache for the many children whose parents have left their hometowns to work or those living in hardship is how to have a safe, fun and meaningful summer vacation. ACF's answer to this issue is to create a summer camp.

Xiaoqu was a V+ Charity Summer Camp volunteer from Taizhou. After traveling for over 1,300 km with other volunteers, she arrived in Changwu county, Shaanxi province, where they would support a 20-day summer camp for over 100 children in need. Together, Xiaoqu and the local children learned to sing children's songs like "morning sunshine shines on me, and afternoon dewdrop nurtures me...", acquired skills on self-protection and safety, and visited historic sites on the founding of China, where they became inspired by the optimism of revolutionary pioneers, who braved through all difficulties and never stopped believing in a better tomorrow. In the fun and fully-packed summer camp, children were not only learning and experiencing, but were also bathed in love and warmth. Xiaoqu said: "The over 20 days that I spent with these children flew by in no time. The summer camp was a good experience for us volunteers too. I hope I can do whatever I can to bring more joy to these children."



Always By Your Side

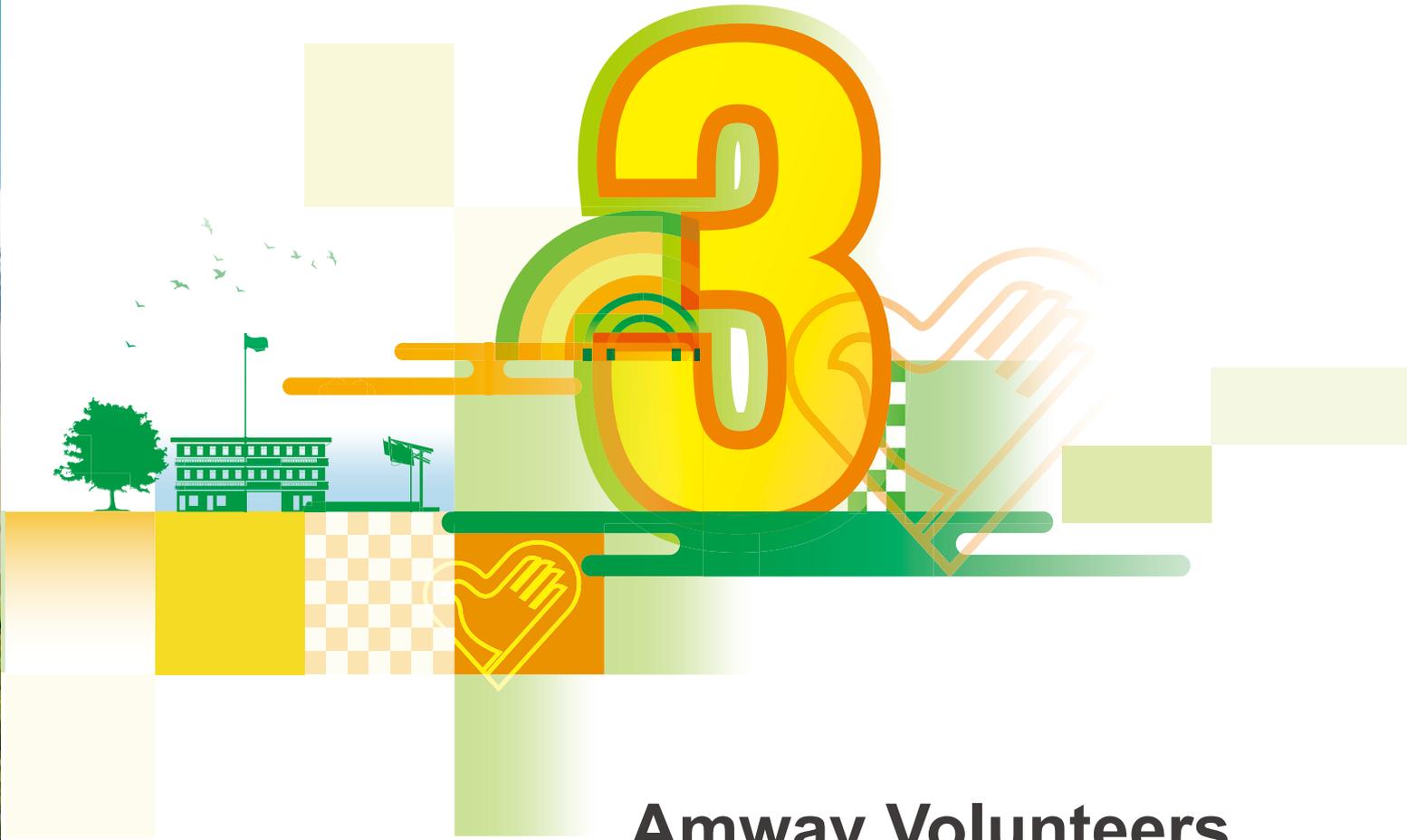
School uniforms, while children in cities have taken them for granted and wear them almost every day, are something children from poverty-stricken areas never have the luxury to wear.

After Amway learned about how much local children wanted their own school uniforms during a visit to a rural elementary school in Zongyang county, Anhui province, the volunteers of Amway Targeted Poverty Alleviation Fund got working and delivered brand new school uniforms as gifts to the children. One child told a volunteer in private that he had only seen school uniforms on TV and was so excited to be wearing them for the first time. After putting on uniforms, the children looked more energetic, with satisfied smiles on their faces and their backs straightened up. Who would have thought that the simple school uniforms could catalyze such a big change?

Spring Sprout Science Incubator, One Step Towards a Strong China

"Stainless steel can stand very high temperatures. It can conduct heat quickly and evenly..." In a Spring Sprout Science Incubator in Qijiang, Chongqing, a teacher was teaching the science behind heat conduction.

In 2019, Amway Targeted Poverty Alleviation Fund donated two Spring Sprout Science Incubators to Qijiang Spring Sprout School, which had over 1500 students. Seeing and touching so many novel devices for the first time, many students rubbed their hands together in anticipation and excitement. After being trained by their teachers, they jumped right into action: cake baking, model making and many more fun activities to practice both their mind and hand. While busy working with their hands, they also acquired science knowledge in a fun way. Here, all the students can take science classes, sign up for science day activities, and even work for a chance to compete in model contests or science contests at city or national level. The support of Amway Targeted Poverty Alleviation Fund gives every child that dreams of becoming a scientist a pair of wings to soar in the world of science.



Amway Volunteers

“To honor the elderly, as we would for our own aged parents, and care for the young, as we would for our own children.” The governance ideals and traditional merits that Chinese people have practiced since ancient times click with the values of ACF. With the belief of “bringing hope to people and opening windows for their dreams” in mind, Amway created the Amway Volunteer Association in 2013, as an active organization working across various fields including disability assistance, education, environmental protection, event support and disaster relief, to assist the vulnerable and uphold social equity. The association fulfills the volunteering ideals of “dedication, love and mutual support for progress” with its actions and drives the cause of volunteer service forward.



Sharing the Green with Children - A Young Contribution to the Environment

To protect the environment is to protect us humans. Environmental education of children, the future owners of the earth, to develop their awareness of the environment and encourage them to do their due part, must be done as early as possible. Therefore, volunteers from Amway Nantong held a series of not-for-profit environmental campaigns titled "Sharing the Green with Children".

With the help of volunteers, some teams designed clothes with common wasted goods and put on an eco-friendly runway show. Some founded an Environmental Guardian Society to organize all sorts of environment-related activities, while others made giant posters on garbage sorting. Led by Amway volunteers, these fun and inspiring themed activities taught children the importance of environmental protection and helped them realize what they could do in their daily life to safeguard the environment as little guardian angels of a beautiful Nantong.



Listening to the Music of Love

Music is the universal language of mankind. Yet for children with special needs, music can also kindle their hopes and light up their dreams.

Love with Music, an Amway charity event inspired by the New Year Charity Concert that Amway held in partnership with Shanghai Charity Foundation, celebrates its 11th anniversary this year. Over the past 11 years, volunteers from ACF and Shanghai worked with the Communist Youth League Shanghai Committee and world-class musicians to bring music to hospitals, schools for the blind, Sunshine Homes and many more places, touching the hearts of children struggling with physical challenges, illnesses and the difficulties of being away from hometowns. As music lights up the dreams of more children, they will go on in life and write wonderful melodies of their own stories.





Amway, Standing With the 70th Anniversary of China

Right after the National Day of October 1, an unusual red-headed letter of thanks arrived in Amway, which turned out to be from the Viewing Platform Unit and its Temporary Party Committee under the Volunteer Command Center of the 70th National Anniversary Beijing Leadership Team, who spoke highly of Amway's contribution to the five volunteer services during the anniversary celebration, and expressed sincere gratitude to the volunteers from Amway Beijing office for their hard work.

As the only foreign-enterprise-backed volunteer organization that participated in the 70th anniversary celebration, Amway sent a total of 228 volunteers, who embodied Amway's volunteering spirit in their service and proactively contributed to a good cause, the glory of their actions shining brighter than ever.



A Changed Sanyan

How would you spend 72 hours? On a vacation or a book? The answer of Amway volunteers was campus renovation. Due to financial difficulties, shabby houses and obsolete teaching facilities are what people commonly find in rural elementary schools. Determined to change the status quo and return a new campus to local children, Amway's 72-Hour Campus Renovation Initiative aspires to finish campus retrofitting and thematic classroom decoration in 72 hours.

On this trip, Amway volunteers headed to a rural elementary school in Zhongfang county, Hunan province. After only 72 hours, volunteers breathed new life into the monotonous white school buildings with peeling wall paint, which became colorful and refreshing. After spending time with volunteers and learning about the outside world, students who didn't know why they should work hard in school have gained the courage and confidence to explore what their future may hold. One day, Sanyan, a naughty boy in the eyes of teachers, stood up during class and announced to everyone: "I used to play around and not care much about studying. But now I want everyone to know that my dream is to become a mathematician!" Something has really changed in Sanyan!





Industry Advancement

Since its establishment, ACF has been committed to driving the professional development of the industry through project, training and research. By joining hands with our peers, we will co-create a supportive environment that facilitates the growth and sustainable development of individuals and institutions.

R&D Support to Lead Child Nutrition in a New Direction

As China's first professional research funding platform on children's nutrition, Nutrilite Institute of Children's Nutrition began its research on body weight management for children and nutrition standard of group meals for preschool children in 2019.



To tackle the issue of child obesity, the institute studied three areas: international policy, family intervention and gut microbiota, compiled industry reports and developed family invention courses and organization plans, laying a solid foundation for future volunteer services.



Regarding the nutrition standard of kindergarten meals, the institute developed Nutrition Standard of Group Meals for Preschool Children and Recipe for Children's Meals suitable for kindergartens in impoverished regions, with pilot trials planned in project kindergartens.



Academic Seminar on Nutrition and Development

In August 2019, the Nutrilite Institute of Children's Nutrition held an academic seminar with many research institutes and industry experts for an in-depth discussion on the nutrition and development of children. During the seminar, participants discussed the feasibility of ACF's report on nutrition and child development, which hopefully may serve as a theoretical basis for future government policy-making.



Cooperate to Propel Industry Development

In 2012, Paula Peng, ACF secretary-general delivered a speech titled How to Improve the Efficient Use of Charity Fund and Encourage Public Contribution at the Fourth China Private Foundation Forum, the predecessor of China Foundation Forum, thus beginning the friendly ties between the two organizations. As a staunch supporter of China Foundation Forum for 7 consecutive years, ACF welcomes industry exchange and sharing as opportunities to make a difference to the industry in China.

National Forum for Professional Industry Exchange

As an official organizing committee member of China Foundation Forum, ACF supports on a yearly basis the influential foundation development forum and regional forums since 2013. The forums touch on industry development, policy research, corporate social responsibility and others under a diversity of topics, facilitating professional exchange at institutional and individual level.

Industry Dialogue for More Influence

In May 2017, ACF held the 21st ACF Bimonthly Salon in Amway Experience Center, during which CSR experts engaged in in-depth dialogue under the theme of A Business-Charity Dialogue to Promote Charity Development.

Amway Experience Sharing to Create a Learning Culture

In March 2019, Paula Peng, ACF director-general, visited several well-known foundations, during which she shared the best practice and successful experience of Amway while learning from other foundations, to support a learning culture in the industry with concrete actions.





China Philanthropy Annual Conference to Boost the Last Mile of Poverty Alleviation

The deep cooperation between ACF and China Charity Alliance could be traced back to 2016, since when ACF has done its due part to push the cause of charity forward. In 2019, as the chair on duty, with the support of the Ministry of Civil Affairs, ACF successfully held the 9th China Philanthropy Annual Conference with China Charity Alliance under the topic A New Governance Landscape and Modern Philanthropy: Winning the Last Mile of Poverty Alleviation in 2020.

In her keynote speech, ACF director-general Paula Peng introduced the Amway strategy of poverty alleviation with nutrition, Spring Sprout Nutrition Project and the Power of 5, which embodied the ACF vision of eliminating intergenerational poverty transmission and ensuring the healthy growth of every child, intellectually and physically, so that they will break free from poverty and enjoy a happy life.

During this influential industry event, ACF has demonstrated with concrete actions its competency and willingness to take on more social responsibility and play a bigger role in charity, the so-called third re-distribution, while working to garner more attention to the issue of children's nutrition, by reframing social problems into social topics.



Public Advocacy

In 2019, ACF continued to utilize its strengths in public advocacy. Through series of fundraising and promotion events, ACF widened its influence, brought the issue of child malnutrition to the public attention and pooled more resources, all of which have made substantial differences to the life of impoverished children.



"Eat Like the Kids" Igniting Public Passion for Charity

Following the White Rice Only and the Food Makes Me Taller campaigns, ACF initiated the "Eat Like the Kids" fundraiser in 2019. Working with restaurant businesses, ACF developed five not-for-profit lunch boxes that resembled the monotonous daily meal of children from impoverished areas. Simply order a meal and you will be contributing to a good cause.



During the campaign:

- Over **80** world-class sports stars and actors speak out for the campaign
- Named in the Weibo Trending Chart twice, the campaign was reported and applauded by CCTV, Xinhua, Guangming Daily, Toutiao and other authoritative media.
- Raised RMB **2.058** million in total (including monthly donations) from nearly **190,000** donations, reaching fundraising target.
- All the fund raised was donated to the Power of 5, to improve malnutrition of vulnerable children.



Protecting the Whole World Begins With Safeguarding Each Small World

Each child is a small world on its own. Only when each small world becomes happy can the whole world feel the joy. To draw more attention to the malnutrition issue of impoverished children, ACF produced a film titled A Small World, the Whole World, which was named by the China Advertisement Association as a candidate for its Yellow River Public Service Advertisement Award. By showing the different worlds of the vulnerable children helped by the Power of 5 project, the film calls on the public to pay more attention to child nutrition and to build a healthier and brighter future for those in need.



扫描二维码，查看《小世界，全世界》视频



Steps for a Good Cause

Inspired by the Nutrilite "Walk for Health" steps donating activity, ACF worked with Tencent Charity for the third year in launching The Power of 5 - Walk for Love step donation campaign. In the 60-day campaign, Amway ABOs donated their steps to a good cause online while working out offline for health.

Nearly **100,000** Amway ABOs donated over **24** billion steps, equivalent to RMB **2.4** million of charitable fund.

99 Charity Day - Every Bit Counts

This is the fourth consecutive year for ACF to join Tencent in its 99 Charity Day activity. In 2019, ACF combined online and offline scenarios and designed the Power of 5 Empowering Campaign, filled with Amway elements, that provided an immersive experience and made donation easier than ever, successfully attracting more people to learn about the Power of 5.

With over **22,226** participants, the campaign raised RMB **1.83** million to improve the nutrition of vulnerable children.





2019 Financial Summary

Audit Report

Amway Charity Foundation

2019 Audit Report

Auditor's Report

Audit Report

BZCPA (2020) No. 19002

To the Amway Charity Foundation,

We have audited the attached financial statements of the Amway Charity Foundation, including the December 31st, 2019 Balance Sheet, the 2019 Statement of Business Activities, the Cash Flow Statement, and the Notes on Financial Statements.

1. Management Responsibility for These Financial Statements

It is ACF management's responsibility to prepare financial statements in accordance with the Regulation on Foundation Administration and the Accounting System for Nongovernmental Non-profit Organizations. This responsibility includes: (1) The design, implementation and maintenance of internal controls relevant to the preparation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error; (2) The adoption and application of the appropriate accounting policies.

2. Certified Accountant Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Auditing Standards for the Chinese Certified Public Accountants. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts 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 controls relevant to the ACF's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. However, the purpose is not for giving opinion about the effectiveness of the internal controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the 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.

3. Audit Opinion

In our opinion, the financial statements provide the information required by the Regulation on Foundation Administration and the Accounting System for Non-Governmental Non-Profit Organizations in the manner so required and provides a true and fair view of the financial status of ACF as of December 31, 2019, the results of business activities and cash flow in 2019.

(End of report)

Beijing Zhongpingjian Hachua Certified
Public Accountants Co., LTD Beijing
China



China Certified Accountant: Xiao
Qiaochi

China Certified Accountant: Gao
Liangzhao

April 10, 2020



Financial Statements

Balance Sheet

Compiled by: Amway Charity Foundation December 31, 2019 Unit: Yuan (RMB)

Assets	Row No.	Year-beginning	Year-end	Liabilities and net assets	Row No.	Year-beginning	Year-end
Current assets:				Current liabilities			
Money capital	1	5,595,610.60	6,474,370.05	Short-term borrowings	24		
Short-term investments	2	87,500,000.00	85,000,000.00	Accounts payable	25	754,005.00	673,589.00
Accounts receivable	3	402,041.59	350,393.71	Taxes payable	26	26,445.71	47,828.86
Payment in advance	4			Account received in advance	27		
Inventories	5			Wages payable	28		
Prepaid expenses	6			Provision for expenses	29	120,000.00	178,790.80
Long term debt investments maturing in a year	7			Accrued liabilities	30		
Other current assets	8			Long term liabilities due within one year	31		
Total current assets	9	93,497,652.19	91,824,763.76	Other current liabilities	32		
				Total current liabilities	33	900,450.71	900,208.66
Long term investments:							
Long-term equity investment	10			Long term liabilities:			
Other long term investments	11			Long-term borrowings	34		
Total long term investments	12			Long-term accounts payable	35		
Fixed assets:				Other long-term liabilities	36		
Fixed assets-cost	13			Total long-term liabilities	37		
Less: Accumulated depreciation	14			Entrusted debt:			
Fixed assets-net value	15			Entrusted debt	38		
Construction in progress	16			Total liabilities	39	900,450.71	900,208.66
Cultural relics and cultural assets	17						
Disposal of fixed assets	18			Net assets:			
Total fixed assets	19			Unrestricted net assets	40	88,413,377.76	87,992,325.72
Intangible assets:				Restricted net assets	41	4,183,823.72	2,932,229.38
Intangible assets	20			Total net assets	42	92,597,201.48	90,924,555.10
Entrusted assets:							
Entrusted assets	21						
Long-term prepaid expenses	22						
Total assets	23	93,497,652.19	91,824,763.76	Total liabilities and net assets	43	93,497,652.19	91,824,763.76

Business Activity Statement

2019

Compiled by: Amway Charity Foundation

Unit: Yuan (RMB)

Items	Row No.	Previous year			Current year		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Income:							
Income from donation	1	16,342,600.00	3,533,777.76	19,876,377.76	10,841,452.46	8,723,889.61	19,565,342.07
Income from offering services	2						
Income from selling commodities	3						
Income from government subsidies	4						
Income from investments	5	2,519,844.44		2,519,844.44	2,489,186.87		2,489,186.87
Other income	6	127,016.06		127,016.06	89,780.91		89,780.91
Total income	7	18,989,460.50	3,533,777.76	22,523,238.26	13,420,420.24	8,723,889.61	22,144,309.85
Expenses:							
Business activity expenses	8	18,391,074.28		18,391,074.28	22,370,703.09		22,370,703.09
Management expenses	9	484,638.63		484,638.63	1,260,273.76		1,260,273.76
Financing expenses	10	313,371.66		313,371.66	185,979.38		185,979.38
Other expenses	11						
Total expenses	12	19,189,084.57		19,189,084.57	23,816,956.23		23,816,956.23
Unrestricted net assets converted from restricted net assets	13	6,445,277.76	-6,445,277.76		9,975,483.95	-9,975,483.95	
Adjustments of net asset	14						
Amount changes in net assets ("-" means decrease)	15	6,245,653.69	-2,911,500.00	3,334,153.69	-421,052.04	-1,251,594.34	-1,672,646.38

Cash Flow Statement

2019

Compiled by: Amway Charity Foundation

Unit: Yuan (RMB)

Items	Row No.	Amount
Cash flows from business activities:		
Cash received from donation	1	19,565,342.07
Cash received from membership fees	2	
Cash from offering service	3	
Cash from selling commodities	4	
Cash received from government subsidies	5	
Other cash received relating to business activities	6	97,759.59
Sub-total of cash inflows	7	19,663,101.66
Cash paid for donation or sponsorship	8	21,094,689.70
Cash paid to and on behalf of employees	9	1,652,953.12
Cash paid for goods and services	10	
Other cash paid relating to business activities	11	1,069,555.46
Sub-total of cash outflows	12	23,817,198.28
Net cash flows from business activities	13	-4,154,096.62
Cash flows from investing activities:		
Cash received from disposal of investments	14	300,500,000.00
Cash received from returns on investments	15	2,532,856.07
Cash received from disposal of fixed assets and intangible assets	16	
Other cash received relating to investing activities	17	
Sub-total of cash inflows	18	303,032,856.07
Cash paid to acquire fixed assets and intangible assets	19	
Cash paid to acquire investments	20	298,000,000.00
Other cash paid relating to investing activities	21	
Sub-total of cash outflows	22	298,000,000.00
Net cash flows from investing activities	23	5,032,856.07
Cash flows from financing activities:		
Cash received from borrowings	24	
Other cash received relating to financing activities	25	
Sub-total of cash inflows	26	
Cash repayments of amount borrowed	27	
Cash payments for interest expenses	28	
Other cash payments relating to financing activities	29	
Sub-total of cash outflows	30	
Net cash flows from financing activities	31	
Effect of foreign exchange rate changes on cash	32	
Net increase in cash and cash equivalents	33	878,759.45

Cash

Type of Cash	Currency	Year-beginning book balance (RMB)	Year-end book balance (RMB)
Cash	RMB	0.00	0.00
Cash in bank	RMB	5,595,610.60	6,474,370.05
Other cash	RMB	0.00	0.00
Total		5,595,610.60	6,474,370.05

Business Activity Expenses

Items	Current year	Previous year
Expenses from donation	22,370,703.09	18,391,074.28
Expenses from offering services	0.00	0.00
Expenses from selling commodities	0.00	0.00
Expenses from government subsidies	0.00	0.00
Taxes and associated expenses	0.00	0.00
Total	22,370,703.09	18,391,074.28

Income from Donation

Items	Current year	Previous year
Restricted donations:	8,723,889.61	3,533,777.76
Monetary donations	8,723,889.61	3,533,777.76
Non-monetary donations	0.00	0.00
Unrestricted donations:	10,841,452.46	16,342,600.00
Monetary donations	10,841,452.46	16,342,600.00
Non-monetary donations	0.00	0.00
Total	19,565,342.07	19,876,377.76

Large Donation

The 2019 total donation income of ACF is RMB 19,565,342.07, with 5% of large donations as listed below:				
Donor	Current year			Purpose
	Restricted	Unrestricted	Total	
Amway (China) Co., Ltd	5,515,351.66	10,684,648.34	16,200,000.00	For public welfare programs and daily administrative expenses
Including: monetary donation	5,515,351.66	10,684,648.34	16,200,000.00	
Non-monetary donation	0.00	0.00	0.00	
Total	5,515,351.66	10,684,648.34	16,200,000.00	

Governance

Credibility is the source of life for charity, which depends upon good governance. ACF believes that to achieve good governance, a professional foundation must be transparent, efficient, accountable, law-abiding, inclusive, proactive, responsible, respectful of consensus and responsive in daily operation and every project that it undertakes. Interested in optimizing its management, with a high level of responsibility and innovation, ACF constantly looks inward for self-reflection to become more united, competitive and energetic with more clearly defined roles and responsibilities.

Meetings and Resolutions of the Board of Trustees

According to the Regulations on the Management of Foundations and the ACF charter, the Board of Trustees convened two meetings in 2019. In 2020, ACF will continue working with all trustees and auditors to contribute to child nutrition and health in China in its professional and efficient style.

Major Payments to Public Welfare Programs

Item	Recipient	Amount	Percentage in annual public welfare expenses %	Purpose
The Power of 5	China Children and Teenagers' Fund	5,000,000.00	22.35%	Donation to the Power of 5
	China Development Research Foundation	2,300,000.00	10.28%	Kindergarten volunteer expenses for the Power of 5
	China Next Generation Education Foundation	1,200,000.00	5.36%	The 1m2 Kitchen project
	Chinese Association for Student Nutrition & Health Promotion	690,000.00	3.08%	Physical evaluation of children from Tumxuk, Xinjiang province
Public advocacy on children's nutrition	Beijing Tianyukong Advertising Co., Ltd	2,200,000.00	9.83%	My Fancy Meal campaign

As known to the Audit Committee, the vendors mentioned above have no affiliation to any executive from Amway Charity Foundation or Amway (China) Co., Ltd.

Related Transactions

Involved party: Amway (China) Co., Ltd.
 Legal representative: Frances Yu
 Relationship to ACF: Sponsor, major contributor of members of the Board of Trustees, main donor
 Nature of transaction: Donation
 Transaction amount: RMB 16.2 million
 Major litigation/arbitration: None
 Major assets bought or sold: None
 Historical employment or dismissal by professional institution: None
 Punitive action against board members or administrative personnel: None
 Crisis response/media response: None

Fully-Fledged Information Disclosure System

Openness and transparency are the most important foundation for ACF. Upholding its values of integrity and honesty, ACF always submits accurate, timely and complete reports on its work, activities and financial audit to the authorities and regulators regularly, in a proactive, open and credible manner. In addition, ACF voluntarily discloses to the public its donation income and expenses, project update, strategic direction and opinions. On the designated public journal by the Ministry of Civil Affairs, ACF publishes the key points from its annual inspection and actively participates in the civil organization review by the Ministry of Civil Affairs.

Channels for information disclosure:

The ACF Official Website WeChat Weibo The ACF Annual Report Telephone ACF Communications

Strict Internal Control

Foundations will inevitably become more professional in the future. Only with professional management can we make sure that every raised penny is trackable and well spent. In this regard, ACF fully leverages the management strengths of its sponsor, Amway, to incorporate the management experience of a multinational company into its daily operation and project management. ACF is constantly improving its management systems of process, risk and brand, to enhance its compliance, lower management risks and increase its influence.



2020 Outlook

2019 is a year of harvest and a year of change for ACF. While staying true to its purpose, ACF went to more places, assisted more children in need, integrated more resources and experimented with more innovative technologies and approaches, bringing positive changes to every child and family that it crossed path with.

In 2020, ACF will continue its focus on equity for impoverished children and work to improve the status quo by leveraging its strengths. ACF will continue enhancing industry credibility by fairly and efficiently allocating fund and resources to those in most need to create the maximum value for the society. Rooted in charitable work in China, ACF will also accelerate its international outreach so that more international peers will get to know China's philanthropic sector through Amway.

The priorities of ACF in 2020 will include the following:

1. Explore New Areas of Child Development

Having been widely recognized as the top brand for child nutrition, ACF enjoys professional advantages in the area. As China covers the last mile of poverty alleviation, with fewer families living in poverty, new trends and challenges have emerged for child malnutrition. By focusing on early child development, ACF will develop a solution featuring nutrition + education with innovative technologies to promote early childhood development in rural China, as a leader in child welfare.

2. Compile the Chinese Blue Paper on Child Nutrition and Development

Building upon its years of experience in child nutrition and poverty alleviation, ACF will work with several authoritative institutions including China Nutrition Society and the Institute of Psychology under the Chinese Academy of Sciences to fill a gap in the industry by writing the Chinese Blue Paper on Child Nutrition and Development, which will analyze the Chinese data on child nutrition and development from the past years and serve as a reference for the child nutrition sector. Upon completion, this will further elevate the industry influence of ACF.

3. Discover New Fundraising Models

In 2020, ACF will continue its search for quality external fund and further explore its potential of fundraising, starting from new projects. By designing more attractive core projects, ACF will raise new fundraising proposals, search for project partners and develop new donation scenarios for large donors, to create a positive experience of charity and discover new fundraising models.

4. Targeted Implementation of the Power of 5 as a Top Priority

With the ongoing of the Power of 5 project, the children in project areas have shown remarkable nutritional improvement. 2020 is the last year for China to complete its poverty alleviation goals. It will also be a year of transformation for the Power of 5, which will deliver targeted support, instead of group support, to local children with higher efficiency and precision.



5. Sanitation and PPE Pack for Children

To help local children and kindergartens better protect themselves against COVID-19 when they return to the campus, ACF will continue its funding of local kindergartens and launch the Sanitation and PPE Pack for Children project when school begins, which will teach children good habits for personal hygiene and health.

6. Continue with the 99 Charity Day Branded Event

ACF will design brand new campaigns for both online and offline scenarios to create a different experience of charity and strengthen the brand of 99 Charity Partner. Tapping into the high traffic volume and consolidation capabilities of online charity platforms, ACF will mobilize more interested donors.

7. Kickstart the How to Be a Charity Talent Campaign

How to Be a Charity Talent is a brand new community activity for those interested in serving a good cause. A 3-month in-depth charity experience program that includes step donation, charity empowerment courses and monthly donation is developed to help participants gain expertise on charitable work.

8. Large Donor Return Visit Program

The ACF Return Visit Program for large donors, whose cumulative donation reached a certain amount, has been highly spoken of since its launch in 2018. In 2020, ACF plans to carry on the program and allow large donors the chance to see the front-line for themselves. Such authentic firsthand experience will shed more light on the Power of 5 program for donors in a visible way and foster stronger ties between them and charitable work.





Scan the QR code to learn
more about the Amway Charity
Foundation



安利公益基金会
Amway Charity Foundation

Address: 11F, E1, Office Tower of Oriental Plaza, No. 1 East Chang'an
Avenue, Dongcheng District, Beijing, PRC

Post code: 100022

Tel: 800-810-8900

Fax: 010-85182916

Website: www.amwayfoundation.org (Chinese)

www.amwayfoundation.org/EN (English)

Weibo: <http://weibo.com/acfguanwei>

Email: contact@amwayacf.com

