

2023

**Amway
Charity Foundation
Annual Report**



Foreword

Growth is a path everyone must go through.

This is so especially for children.

It is a ladder that embraces infinite possibilities.

As children grow up,

and look back on their childhood,

what do we hope they will remember?

Is it the verdant mountains and clear blue sky?

The laughter carried by the gentle breeze?

The delicious healthy meals made with love?

The safe and warm embrace of family?

Childhood innocence should be allowed,
because childhood can only be lived once.

It is what we see in the childhood that nurtures
our whole life.

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Steadily Moving Forward Building Children's Future with Effective Results

In 2023, the *Charity Law of the People's Republic of China* underwent its first amendment, implementing multiple measures to promote the development of charitable undertakings, marking a significant step towards integrating public welfare and charity into China's social governance system. China's charitable sector is forging a development path with distinctive Chinese characteristics.

Similarly, the Amway Charity Foundation (ACF) is advancing along this path by continuing close cooperation with various levels of government and partnering with all sectors of society. Together, we strive to build the "Leading Brand in Total Wellness for Children" in the charity industry, transforming 13 years of expertise and resources in children's health into a force dedicated to protecting the healthy growth of children. We also hope that the "Amway Model" will inspire more efforts to focus on rural children's development issues.

The report to the 20th National Congress of the Communist Party of China emphasized "supporting Chinese modernization with high-quality population development. Achieving high-quality development for children is undoubtedly the foundation of overall highquality population development. ACF has always been attentive to the growth of children, helping them achieve total wellness so that no child is left behind in their development. We deeply recognize that health is a fundamental right of every child and the cornerstone of their growth. In Particular, between the age from 0 to 6, a critical period for child development, research shows that by the age of six, a child's brain can reach over 90% of its maturity and its IQ can reach 70%-80% of an adult's. In this fleeting childhood, the distance between their dreams may be determined.

We believe each and every child can grow into the best self, living a beautiful, colorful, hopeful life. This requires us to support every child's right to healthy growth, whether they are in urban or rural areas. To this end, ACF focuses on a Total Wellness strategic planning for children. We aim to lay a solid foundation for Total Wellness by helping children establish health awareness, acquire necessary health knowledge, and develop good living habits. The "Healthy Children Paradise" project was born to address this need. It collaborates with various levels of government departments, partners, rural kindergartens, and families to enhance rural children's development in physical, mental, and intellectual aspects, bridging the gap in health concepts

and development between urban and rural areas. Over three years, the project has implemented across China, benefiting over 18,000 families and 140,000 preschool children. Supporting Total Wellness for children is the new mission of ACF in this new era. We will continue to make progress on this path, starting from the "Healthy Children Paradise."

In 2023, with support from all parties, ACF and our public welfare partners faced challenges together with confidence and strength. In 2024, we will continue to work hand in hand with all sectors of society, and root deep in the vast rural areas, focusing on children's health development, and using the "Amway Model" to attract more support and involvement to build a bright future for children!



俞放

Chairman of Amway Charity Foundation
May 2023



Amway Charity Foundation

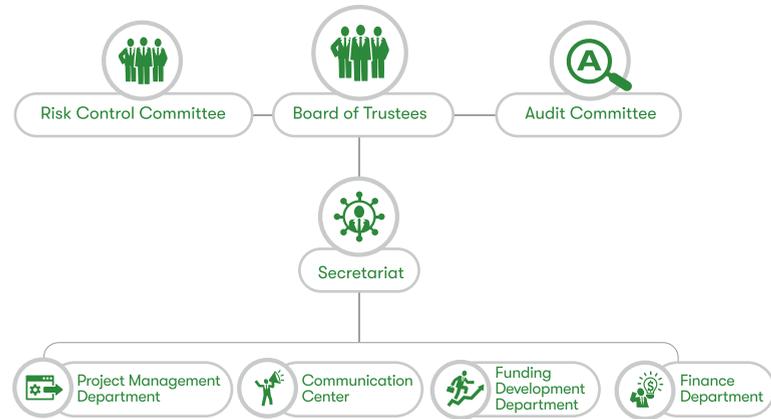
In 2011, Amway (China) Co., Ltd. donated RMB 100 million to establish the Amway Charity Foundation (ACF). As the first foundation in China supervised by the Ministry of Civil Affairs and with a multinational corporate background, ACF has always been committed to creating healthy growth conditions for children in rural areas. Over the past twelve years, the foundation has provided assistance to over 3,423 million children. In the field of child health, the foundation has initiated and operated various projects such as the "Spring Sprout Project", "Power of 5 - Preschool Children's Nutrition Improvement Project", "Healthy Children Paradise - Children's Total Wellness Support Program", and "Children's Health Kits." These projects aim to provide health support to children in rural areas.

In the field of child education, programs like the "Sunshine Growth Project" and "Rural Children Friendly Community Project" have been implemented to help children integrate into their communities and experience joyful growth.

Additionally, in the field of voluntary services, the foundation has established the China Volunteer Fund and has launched the "China Philanthropy Talent Training Program" to contribute to the development of the industry. Upholding the philanthropic spirit and actions of Amway (China), ACF brings together the love and efforts of Amway (China) employees, Amway Business Owners (ABOs), and various sectors of society. It operates in a professional, efficient, and transparent manner, delivering warmth to society and promoting harmonious development between individuals and society. The foundation strives to achieve its institutional goal of promoting equitable development for children in China's rural areas.

Amway Charity Foundation has won the "China Charity Award" many times, has been shortlisted in the Forbes China Charity Foundation Top 25 three times, and won the "Charity Transparency Excellence Organization" three times. In 2021, the foundation was certified as a 3A-level foundation by the Ministry of Civil Affairs of the People's Republic of China.

Organizational Brief:



Registration Information:

Name: Amway Charity Foundation
Unified Social Credit Code: 53100000717828729Q
Registration Authority: Ministry of Civil Affairs of the People's Republic of China
Registered Capital: RMB 50 million
Date of Establishment: January 24, 2011
Supervisory Authority: Ministry of Civil Affairs of the People's Republic of China
Legal Representative: Paula Peng
Business Scope: Help disadvantaged children; support volunteer service activities; establish public welfare funds, implement special funding; carry out cooperation and exchanges, and engage in activities in environmental protection

Organizational Structure:

Sponsors: Doug DeVos, Steve Van Andel
Honorary Chairman: Eva Cheng, Gan Chee Eng
Chairman: Frances Yu
Vice Chairman: Vincent Hwang, Jenny Zhai, Wenston Wang
Director-General: Paula Peng
Secretary-General: Tony Deng
Trustees: Frances Yu, Vincent Hwang, Jenny Zhai, Wenston Wang, Jia Chen, Katherine Li, Senlin Chen, Paula Peng, Zhiyan Li, Shengxi Fei, Ying Xu, Tony Deng
Supervisors: Gang Cheng, Qi Meng

Our Vision

We believe each and every child can grow into the best self and live life to the fullest.

Our Mission

We are committed to continuously improving the growth environment for children, providing necessary support during key developmental stages, and stimulating their inherent potential, to help Chinese children gain equitable opportunities for development!



ACF

Journey of Love:



Total Investment: RMB **400** million



The project has covered **319** counties in **31** provinces



Number of Beneficiary Children: **3,423,593**



Number of Volunteers: **102,248**



Cumulative Volunteer Service Hours: **2,781,496**

Our Glorious Achievements in 2023

Achieved perfect score on the China Foundation Transparency Index for nine consecutive years

The "Foundation Transparency Index (FTI)" is a comprehensive indicator designed based on the *Charity Law of the People's Republic of China* and the *Measures for the Disclosure of Information by Charitable Organizations*, jointly developed by the Foundation Center Network and the Center for Integrity and Governance Studies at Tsinghua University (Now the Institute for Discipline Inspection and Supervision, Tsinghua University). It reflects the level of self-discipline, transparency, and information disclosure of foundations in China and is the most authoritative and professional foundation transparency evaluation system in the country.

In 2023, despite the increased difficulty of the FTI indicator, ACF once again achieved a perfect score. Since 2015, ACF has held the top position on the China Foundation Transparency Index for nine consecutive years.





Children's Total Wellness

Children are the future of our nation and the hope of the Chinese people. The health of children is a key indicator of national prosperity and strength. ACF follows the principle of prioritizing children's development and the spirit of the 20th National Congress. Under the strategic guidance of the *Outline of the Healthy China 2030 Plan* and the *Healthy China Action Plan (2019-2030)*, we actively practice the social philosophy and responsibility of "nurturing the young and supporting the vulnerable." In the field of children's health development, we'll continuously expand both breadth and depth, making positive contributions to the sustainable development of Chinese society and the achievement of the Healthy China Strategy.

Project Layout:



Forming a comprehensive support system for children aged 0-12 assisting rural children at different stages of growth to meet their diverse health needs

Uphold Fundamental Principles and Break New Ground to Safeguard Childhood

Children's health is the foundation of national health, an important guarantee for the sustainable development of Chinese society, and a crucial component of national comprehensive strength and soft power. With the comprehensive victory in poverty alleviation, the overall health level of Chinese children has significantly improved. The main factors influencing children's health development have subtly shifted from absolute poverty and material deprivation to regional and urban-rural imbalances in children's health, ongoing issues in scientific parenting, insufficient and uneven distribution of children's health resources, and the need for high-quality child health development. Whether Chinese children, especially those from the most vulnerable groups, can achieve comprehensive and healthy development has become a crucial aspect of whether we can achieve the second centenary goal and build China into a modern socialist strong country.

ACF, in collaboration with various sectors of society, will build on past achievements in children's nutrition and education. We will continue to innovate while upholding our core values, shifting from strategies focusing on malnutrition alleviation to children's Total Wellness. With a scientific attitude, a spirit of truth, and passionate dedication, we will initiate a series of actions and initiatives in key areas affecting children's health development, including nutrition, education, health, and climate change. We will focus on the critical early development window for children, enhance early health management and strengthen early development services for children aged 0-6, actively address development disparities among regions and that between urban and rural areas, and significantly improve the capacity for providing early development services in disadvantaged areas. Our goal is to create a supportive, safe, responsive, and inspiring high-quality child-rearing and growth environment for all children, contributing to the grand Healthy China Strategy and shaping a brighter future for the Chinese nation.

Core Positioning:

Bridge the health gap and safeguard children's right to health.

Strategic Goals of "Healthy Children":

- Enable every child to receive scientific support and fully unleash potential to become the best self.
- Empower every child to possess health awareness and cultivate good health habits for lifelong optimal health.
- Enable every child to live in a society that values health and become an advocate for healthy living.

Healthy Children Paradise

Children's Total Wellness Support Program

We aspire to build a support system for early childhood development, foster positive parenting concepts and parent-child relationships, and bridge the developmental gap in health for rural children through scientific means, allowing each child to truly run freely and grow up in the vast countryside.



Project Background:

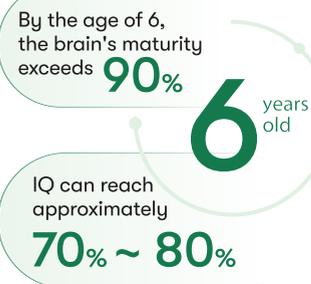
With the achievements in poverty alleviation, problems such as inadequate food, clothing, and education access that used to hinder the healthy growth of children have been largely resolved. However, some hidden problems have gradually emerged: We see that nickel-and-dime snacks, cell phone games and unaccompanied loneliness are destroying the health of urban and rural children who come from the most vulnerable groups. This health encompasses not only physical well-being but also mental health and cognitive development. These "developmental challenges" are new issues and obstacles faced by rural children, seriously impeding their healthy development. According to estimations from the authoritative medical journal *The Lancet*, approximately 17.43 million children in China are at risk of growth delay, which determines their future and the country's future as well.

Rural Children in China from Material Scarcity to Growth Challenges



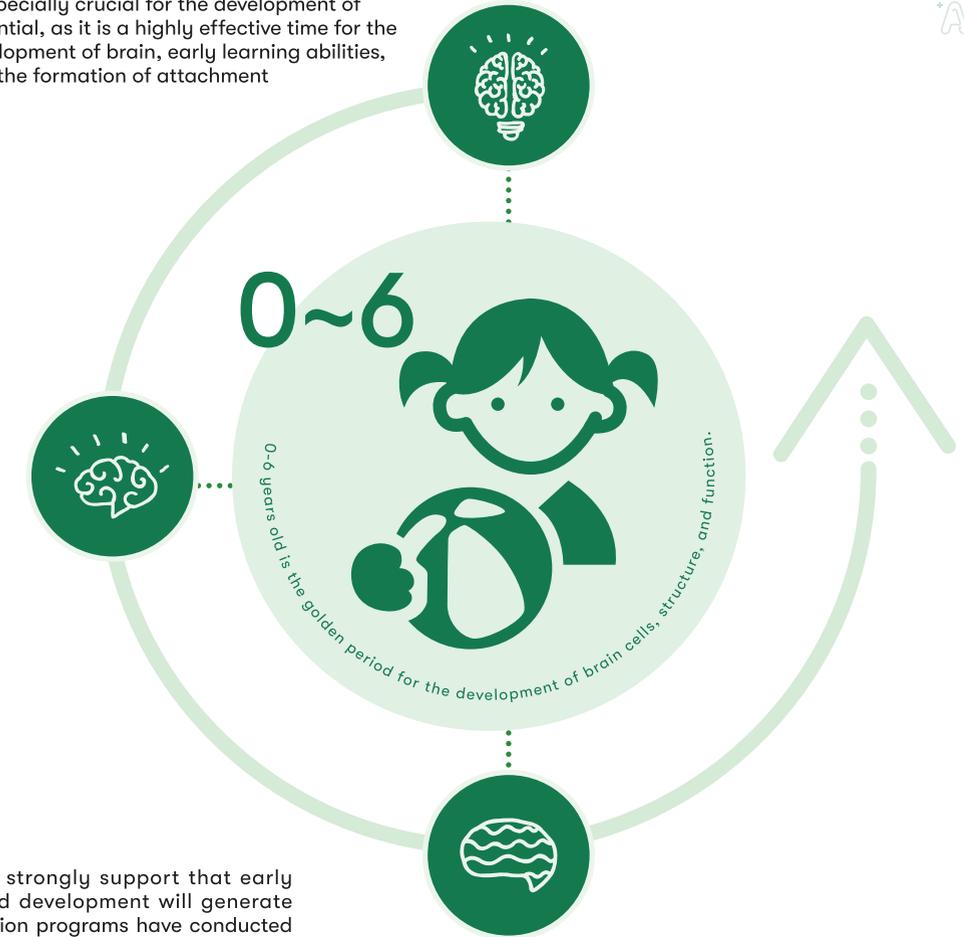
● A Good Start Sets a Solid Foundation for Life

The ages of 0-6 are considered the golden period for the development of brain cells, structure, and function. During this time, a child's brain develops at an astonishing rate, establishing over a million neural connections per second.



Among these years, the period from 0-3 years is especially crucial for the development of potential, as it is a highly effective time for the development of brain, early learning abilities, and the formation of attachment

Genetic research indicates that providing balanced nutrition and scientific nurturing during infancy and early childhood can alter gene expression, including the structure and function of the brain, which ultimately determines whether a child's potential can be fully realized. A new series by *The Lancet*¹ also suggests that children affected by developmental delays may have an annual income in adulthood that is 26% lower than the average, leading to increased poverty within their families and impacting future generations.



Both scientific and economic evidence strongly support that early investment in children's early childhood development will generate higher returns. Numerous global intervention programs have conducted longitudinal studies, which indicate that:

- Every **\$1** invested in early childhood development yields a return of **\$4.1 to \$9.2**.
- According to estimates by the China Development Research Foundation, investing RMB **3,000** per year in each child aged **0-3** would result in a lifelong return of RMB **510,000**, with an annual return rate of 11.2%.
- In the pre-primary education stage, investing RMB **2,000** per year in each child would yield a lifelong return of RMB **570,000**.

1. These findings are part of the new series "Advancing Early Childhood Development: from Science to Scale" published in *The Lancet*.

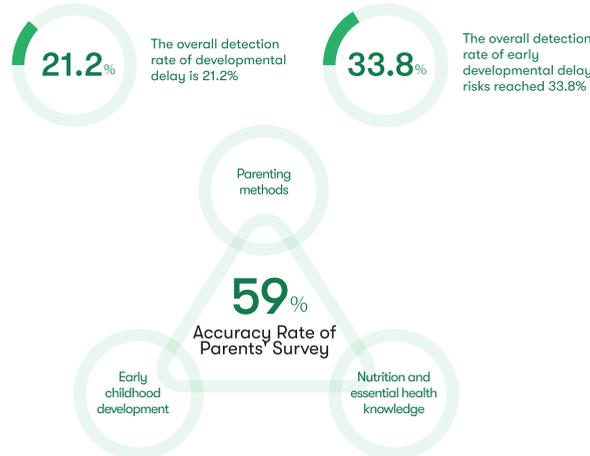
Improve Rural Children's Growth Delay is Urgent

According to the *Report on the Nutrition and Chronic Disease Status of Chinese Residents (2020)* released by the National Health Commission, the prevalence of growth stunting children under 6 years old in rural areas of China is 5.8%. There is a significant disparity in the prevalence of growth stunting children and adolescents in urban and rural areas, as well as in different regions. In rural areas, the prevalence can be two to three times higher than that in urban areas, and in impoverished regions, it can be more than five times higher than that in developed areas.

ACF, in collaboration with the Peking University Health Science Center and SynTao-Sustainability Solutions, a professional evaluation team, conducted professional research and assessments on more than 1,600 children aged 0-3 and over 2,200 parents in the 4 cities/ prefectures of the Guizhou project area. The findings revealed that the overall detection rate of developmental delay in local children was 21.2%, greatly above the national requirements. The overall detection rate of early developmental delay risks reached 33.8%. In terms of height, weight, two-week illness rate, language, social skills, fine motor development, and other aspects, the children lagged behind the national average for their age group by at least two years, which is deeply concerning. The survey questionnaire targeting parents revealed that the average accuracy rate across three dimensions—parenting methods, nutrition and health knowledge, and child development—was only 59%. It was estimated that, on average, parents spent a total of about 5 hours and 30 minutes on parenting behaviors each week, with less than one hour per day. The parenting behaviors and capabilities of local parents were far from meeting the requirements for normal child development.



4 City/County
1,600 Children aged 0-3
2,200 Parents



Seizing the Critical Time Window to Break Through Parenting Bottlenecks in Rural Areas

The key time window for early childhood development is transient, and the key to reversing the status quo and addressing the challenges lies in three crucial entry points—balanced nutrition, scientific parenting, and high-quality parent-child bonding. We aim to provide strong support to children aged 0-6 and their families. Our goal is to empower families to play a pivotal role in their children's development by providing the essential care, education, and emotional support they need.



Only **13%** of rural parents have told stories to their children.

Only **38%** of rural parents have sung nursery rhymes to their children.



Over **90%** of rural households have less than **5** children's books.

Over **80%** of rural households have less than **5** toys.

Most rural kindergartens lack educational toys and teaching aids.

Most rural kindergartens do not have curriculum related to the healthy development of children.



Healthy Children Paradise (Family Version)

Duration: 2021-present

Collaborating Organizations:

Health and Physical Development Center of China National Committee for the Care of Children
Shenzhen One Foundation Charity Fund
Tencent Charity Foundation

Project Objective:

Enhance awareness of healthy parenting in families.
Improve the early childhood development environment.
Reduce the risk of developmental delays in rural children aged 0-6 years.



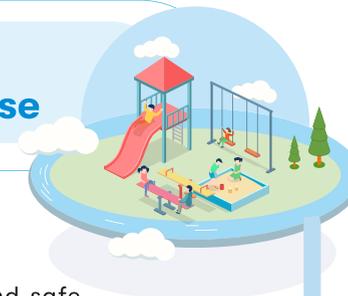
Creating a joyful, caring, and healthy childhood for children in China



Core Content of the Project

The core content of the project is to create a playground specifically designed for children aged 0-6 at homes or in kindergartens, with the aim of improving their physical and mental health. This playground is equipped with facilities such as picture books, toys, and story players that are suitable for children to play and learn. It also provides health guidance and educational courses, allowing children to experience healthy growth while having fun.

Healthy Children Paradise



Companionship:

With **124** interactive parent-child games and **31** nutrition lessons, we create **15** minutes of high-quality parent-child bonding time every day. This promotes children's brain development and enhances their physical and mental well-being.

Enjoyableness:

The project creates a vibrant, clean, and safe environment exclusive for children, filled with **17** sets of building blocks, toys, picture books, story players, and sports equipment. This transforms an empty house into a home that children love, providing them with a space where they can play, learn, and grow;

Age-appropriate picture books: enhance children's language expression, cognitive abilities, and social skills, as well as guide children to think positively.

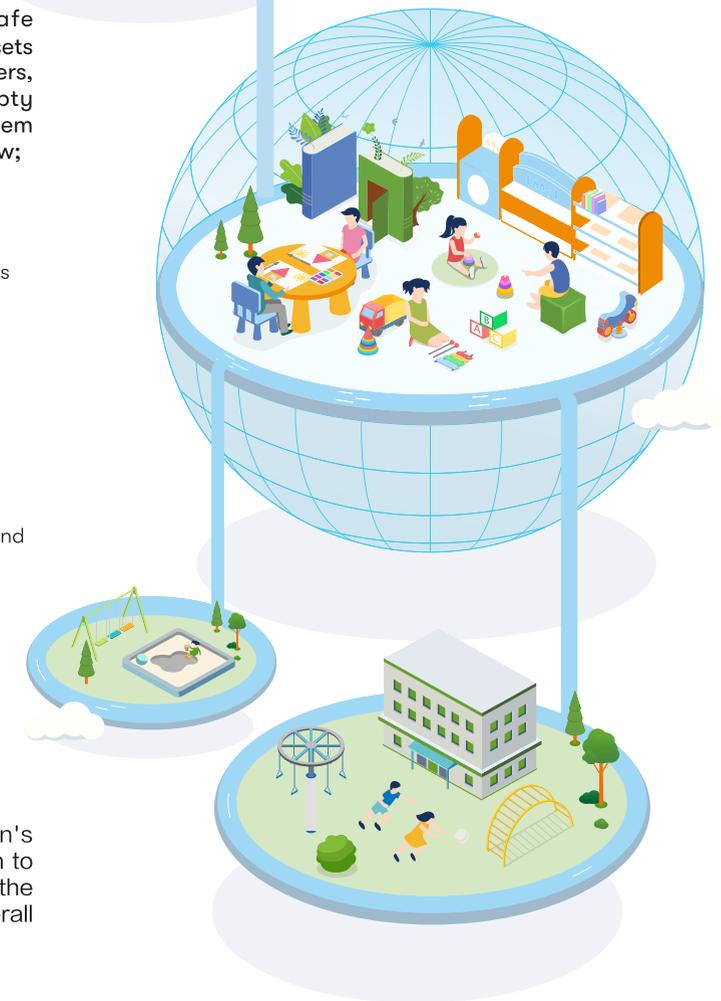
Building block toys: aim to enhance children's fine motor skills, creativity, hand-eye coordination, and cognitive abilities.

Story players: equipped with **354** stories and **113** children's songs, which aim to enhance children's social-emotional development and language skills, and foster the development of good habits.

The sports equipment: enhances children's physical fitness, hand-eye coordination, and cognitive skills through play.

Growth:

Designed around the key needs of children's development, the program enables rural children to learn and grow through playing. It also enhances the parenting abilities of rural parents, promoting overall improvement in family health literacy.





Project Achievements

As of 31 December 2023

1,005 villages/communities

The project has been implemented in 1,005 villages/residential compounds in 24 counties across 9 provinces: Guizhou, Guangdong, Xinjiang, Shandong, Shaanxi, Jiangxi, Hainan, Qinghai and Gansu.

It has benefited **18,000** households.

Training Sessions: **31** training sessions conducted.

368 events | **9,455** participants

Community Activities: A total of 368 community activities have been organized, benefiting 9,455 people.

Project Model

Three Major Mechanisms in Coordination to Promote Early Development

To further enhance and expand early childhood development services, the Healthy Children Paradise project, based on local conditions, collaborates with various partners to design and establish three key mechanisms: and designs and builds the project results expansion cooperation mechanism, the evaluation and grading mechanism, and the community activity management mechanism. These mechanisms work in synergy to support early childhood development.



Project Outcome Expansion Cooperation Mechanism

In addition to ongoing collaboration with government partners such as the China National Committee for the Care of Children, the Youth League Committee, the Education Bureau, and the Elderly Affairs Bureau, the Healthy Children Paradise project has further expanded its network to include new partners such as media outlets like Xinhua News Agency, the Shanghai Foreign Investment Association, the Yingde Volunteer Association, the Weifang Kite City Volunteer Service Center, the Qingyang Dingli Social Work Service Center, and LEGO's corporate donations. By collaborating with different types of organizations, the project aims to gradually create a platform effect and deepen early development outcomes.

Evaluation and Grading Mechanism



In terms of project management, the Healthy Children Paradise project has introduced an evaluation and grading mechanism. This mechanism assesses three main areas: project preparation and initiation, project management and operation, and project summary and feedback. It also evaluates nine key work areas: information collection, material distribution, mini-program login, course learning, online operations, offline activities, project supervision, monthly reports, and summary reports. The evaluation includes three levels: "Excellent," "Qualified," and "Unqualified." Regions that do not meet the qualification standards may not continue the partnership, while those achieving excellent results will receive recognition and incentives.



Community Activity Management Mechanism

During project implementation, the Healthy Children Paradise project actively fosters a volunteer team centered around village cadres, early childhood educators, and key mothers. It organizes online and offline training sessions led by professional teams in early childhood development and establishes WeChat groups for long-term community management, supporting volunteers as they grow alongside the project.





Healthy Children Paradise (Kindergarten Version)

Duration: 2021-present

Collaborating Organization:

Health and Physical Development Center of China National Committee for the Care of Children
Shenzhen One Foundation Charity Fund

Core Content of the Project

The project is a preschool children's health education initiative jointly launched by ACF, Health and Physical Development Center of China National Committee for the Care of Children, and Shenzhen One Foundation Charity Fund. The project aims to create a health education corner in rural kindergartens, providing customized interactive nutrition education courses and games. It also supplies age-appropriate picture books and educational toys and aids that meet the needs of the kindergartens. The project aims to enhance the teaching capacity of early childhood educators. Through immersive and enjoyable teaching methods, it aims to raise awareness of health, instill nutrition concepts, and cultivate lifelong healthy habits among preschool children.

Throughout 2023
The project has covered Jiangxi, Yunnan, Guizhou, Shandong, Gansu, Hainan, Guangdong, Qinghai, Xinjiang, Liaoning, and Inner Mongolia.

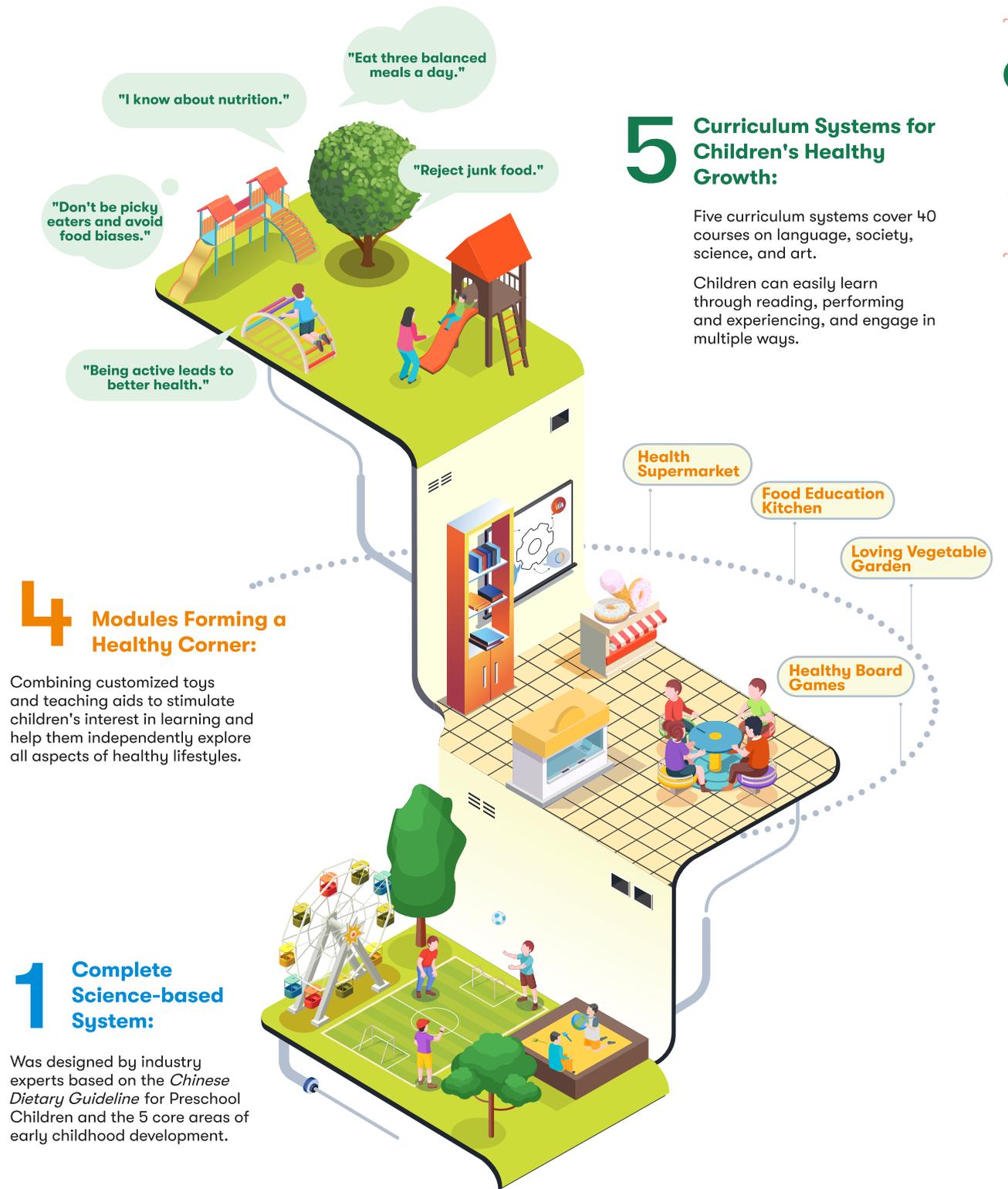
Total Coverage: **11** provinces

28 counties and cities

392 kindergartens

1,060 classrooms

Number of Beneficiary Children: **69,090**





Project Achievements

As of 31 December 2023,

17 provinces | **52** counties/districts

The project has covered 52 counties/districts in 17 provinces

971 schools | **2,326** classrooms
971 kindergartens | 2,326 classrooms



Benefiting over **148,581** children.



Project Model

Multi-Level and Multi-Dimensional Cooperation for Colorful Childhood

In designing and implementing the project, ACF, relying on the project expansion cooperation mechanism, collaborates with various partners, pooling diverse strengths and working together to continuously advance and deepen the Healthy Children Paradise model to benefit more children.

Shanghai Foreign Investment Association's Targeted Support for Nujiang Lanping

On September 18, 2023, with the support of the Shanghai Foreign Investment Association and local government, ACF's "Healthy Children Paradise" project was launched in Lanping County, Nujiang Lisu Autonomous Prefecture, Yunnan Province. The project covered 100 kindergarten classes in Lanping County, benefiting 2,187 children. Guests attending the project launch ceremony included Huang Kepeng, Standing Committee Member of the Nujiang Prefecture Committee and Vice Governor of the Prefecture, Huang Feng, President of the Shanghai Foreign Investment Association, Professor Ma Jun, Director of the Institute of Child and Adolescent Health of Peking University, and Vincent Hwang, Vice Chairman of ACF.

Deepening Multi-Party Cooperation, Creating Fun and Healthy Childhood

At the launch ceremony, the Healthy Children Paradise project received widespread recognition. Huang Kepeng stated that the project provides nutrition and health education for children in Nujiang, creating a better nurturing environment for more fun and better health. Additionally, the project serves as a bridge, strengthening the link between Nujiang, the Shanghai Foreign Investment Association, and local governments, and deepening the results of rural revitalization cooperation between Shanghai and Yunnan.

Creating Training Mechanisms, Empowering Local Early Childhood Educators

In terms of local talent development, the Healthy Children Paradise project has developed an "Interactive Co-Creation Mechanism." Alongside expert lectures, the project invites frontline early childhood educators to co-create teaching content with experts. Through this mechanism, the professional abilities of frontline teachers are effectively nurtured, which has received widespread acclaim from training participants. The training courses also incorporate and promote excellent local practices discovered by teachers in early childhood development, making the courses highly professional and reflecting the local characteristics and diversity. Compared to conventional courses, the Healthy Children Paradise project's ability-building mechanism and curriculum are more adaptable, open, sustainable, and scalable, earning high recognition from local communities.



During the training, a lecturer from the Healthy Children Paradise project analyzed the course case "Pumpkin Soup," guiding teachers to plan food education guided practice lessons on-site, and engage in group case sharing and interactive feedback. Additionally, local early childhood educators shared innovative food education activity cases.

Key Projects Over the Years



Power of 5 Preschool Children's Nutrition Improvement Project

Duration: 2015 to 2021

Cooperative Agencies:

China Development Research Foundation

China Children and Teenagers' Fund

Chinese Nutrition Society

Project Content:

Nutrition Intervention:

ACF, in collaboration with the Chinese Nutrition Society, aims to address malnutrition among preschool children in impoverished areas of China. They have designed a philanthropic nutrition product called Little Bits, children's nutrition chewable tablets, which are distributed free of charge to address the nutritional deficiencies of preschool children in poverty-stricken areas of China, in order to improve the developmental delays, vitamin and mineral deficiencies caused by malnutrition during critical periods of child growth.

Nutrition Education:

Proper nutrition knowledge has a long-lasting impact on a child's growth. ACF, in partnership with the Early Childhood Education Department of Central China Normal University, has launched a comprehensive curriculum for children's nutrition education. It covers five key areas of child development: health, arts, society, language, and science. By integrating nutrition education with holistic child development, the project ensures the healthy growth of children.



Project Achievements

The project covers **23** counties in **11** provinces/
regions with a total of **2,122** preschool classes in
910 kindergartens.

43.72 million tablets

More than 43.72 million Little Bits, children's nutrition chewable tablets, distributed

2,500 sets

More than 2,500 sets of "Healthy Meal Box" provided

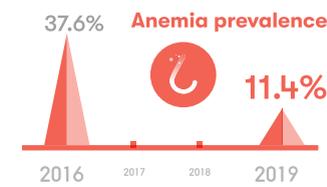
40,000 hours

Over 40,000 hours of nutrition education courses taught

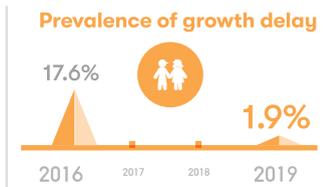
Benefited over **120,900** rural children

Effectiveness Evaluation

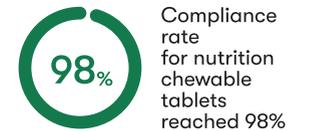
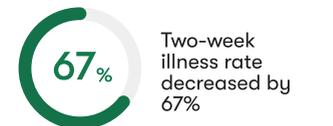
According to the joint assessment evaluation by the National Institute for Nutrition and Health of the Chinese Center for Disease Control and Prevention, and the Institute of Psychology of the Chinese Academy of Sciences, children participated in the project see decrease in the following indicators:



Decreased from 37.6% in 2016 to 11.4% in 2019



Decreased from 17.6% in 2016 to 1.9% in 2019



Project Influence

The "Power of 5" project has gained significant recognition and influence, garnering attention from both the National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC).

The "Power of 5" preschool nutrition improvement model focuses on three aspects: nutritional intervention, nutrition education, and social advocacy. It aims to precisely address nutritional issues in target child populations, garnering sustained government attention and providing a reference for national child nutrition strategies.



In 2018, Mr. Zhu Yongxin, member of the CPPCC National Committee, vice chairman of the China Association for Promoting Democracy, and a renowned education expert, submitted a CPPCC proposal titled *Improving the National Child Nutrition Strategy to Cover the Critical Growth Stage of 3-5-Year-Old Children*.



In 2019, Mr. Zhou Hongyu, deputy to the National People's Congress and member of the Standing Committee of the NPC, submitted an NPC proposal titled *Suggestions for Improving the National Child Nutrition Strategy to Cover the Critical Growth Stage of 3-5-Year-Old Children*.

Social Recognition:



Furthermore, the project was awarded the China Charity Award's most influential charity project in 2021.

Spring Sprout Project

Duration: 2011-2016

Cooperative Agency:
China National Committee for the Care of Children (CNCCC)

Project Content:

The program established "Spring Sprout Kitchens" in rural schools in China's central impoverished areas and trained kitchen administrators to provide nutritious meals for 1.94 million children. The program not only improved malnutrition of impoverished students in China but also contributed to the issuance of government policies on student nutrition improvement.

The "Spring Sprout Project" has become the largest and most extensive kitchen-based public welfare project in China that benefits the largest number of people. This program, characterized by efficient collaboration between the government, non-governmental organizations, and volunteers, has been recognized as the "Spring Sprout Model" within the industry.

Project Achievements:

Coverage in **305** counties across **22** provinces and regions

Establishment of **3,856** Spring Sprout Kitchens.

Training of over **3,800** kitchen administrators.

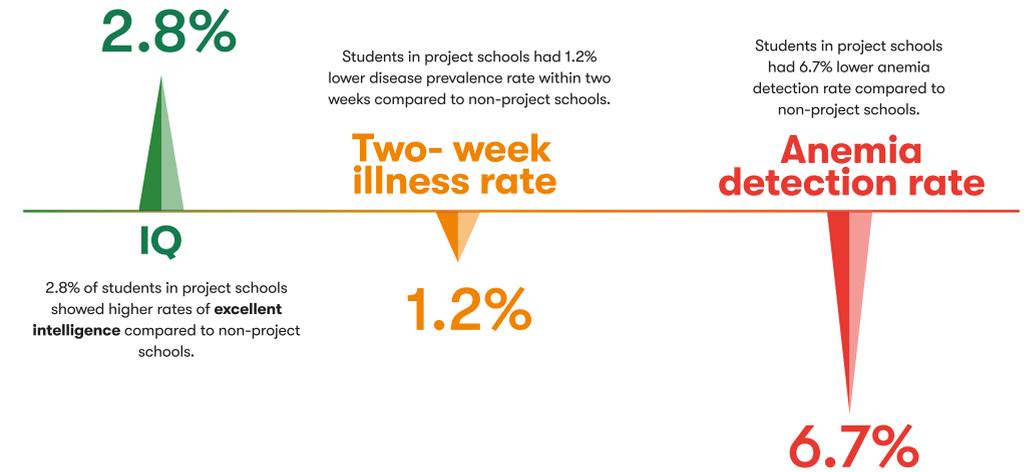
Distribution of **570,000** copies of student nutrition reading materials.

Benefiting over **1.94** million children.



Effectiveness Evaluation

The student assessment data conducted by the Institute of Child and Adolescent Health of Peking University shows that:



Project Influence

An Open and Collaborative Philanthropic Platform:

In the public welfare ecosystem, the foundation occupies the position of a resource provider and integrator. ACF fully leverages its multi-role function in public welfare fields with broad coverage, long durations, and high investments, such as child nutrition improvement. It actively leads, mobilizes, and coordinates various social forces, combining advantages to create synergy.

An Innovative Model Leveraging RMB 860 Million:

The Spring Sprout Project serves as an innovative case of social impact investment in China. Relying on a collaborative mechanism, ACF transformed the traditional approach of solely providing hardware to engage local governments, schools, caring corporations, philanthropic organizations, and the general public. ACF helps each entity contribute its respective strengths and forms a mature model, the Spring Sprout Model, which has been proven effective in addressing child nutrition issues in schools. This model has attracted a broad investment of RMB 860 million in society, benefiting more school-age children directly and helping improve children's nutrition by making it an issue of social concern.

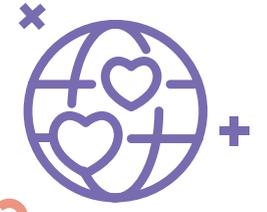
Social Recognition:



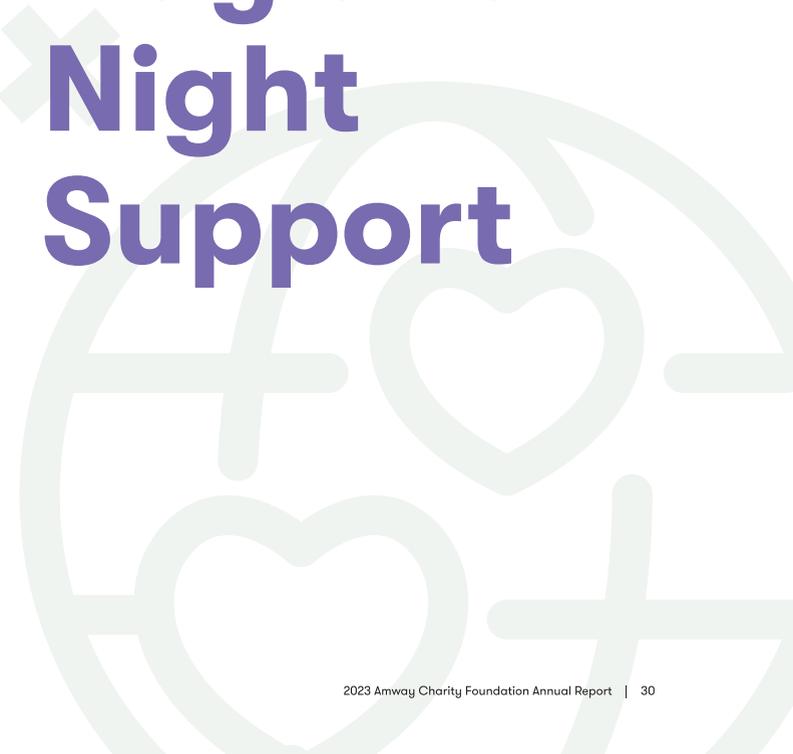
Received the "Chinese Charity Award: the Most Influential Charity Project."

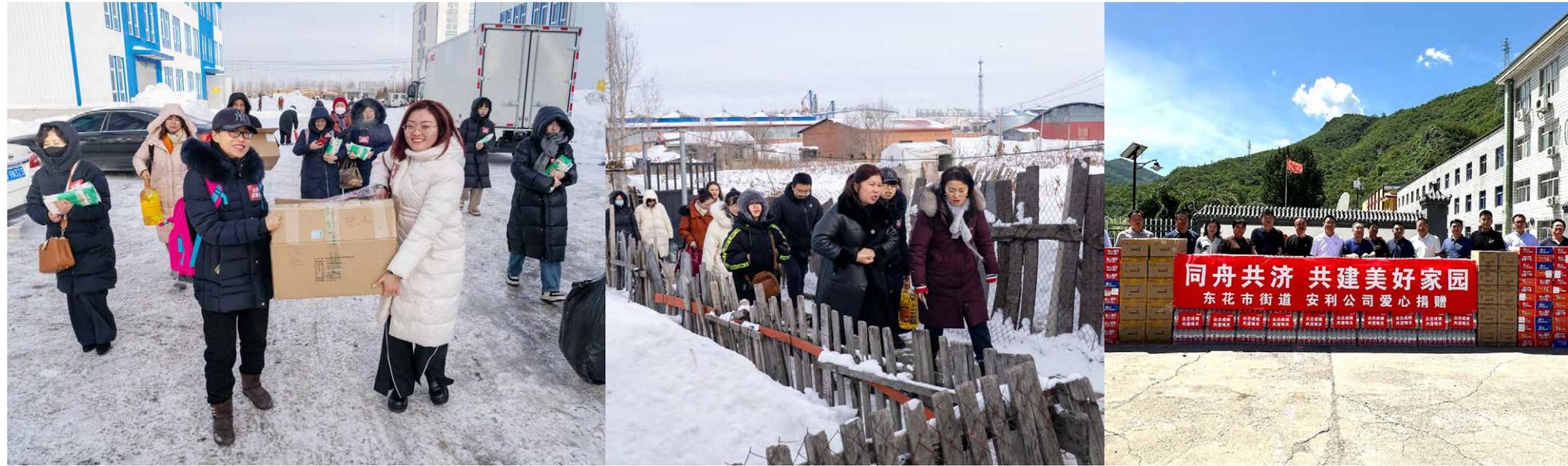


Represented Chinese philanthropic projects in the Clinton Global Initiative.



Boundless Love for Day and Night Support





Urgently Dispatching Aid to Beijing's Dongcheng District

ACF immediately mobilized supplies. Despite extremely difficult transportation conditions, Amway volunteers, on the morning of August 19, along with local officials from the Donghuashi Street in Dongcheng District, the Beijing Dongcheng District Commission of Urban Management, Beijing Dongdu Urban Operation Development Co.,Ltd., Donghuashi Street Chamber of Commerce and other charitable enterprises, traveled to Shijaying Township, a mountainous area severely affected by the disaster. They delivered urgently needed supplies such as disinfectants, food, and water to Qingtujian Village, helping the disaster-stricken residents of Shijaying Township restore their daily lives. Amway also held discussions with the Fangshan District Shijaying Township Party Committee regarding future support, establishing a working mechanism to identify key areas for targeted assistance.

Unwavering Support for Beijing's Fangshan District amidst Storms

On the morning of August 24, to expedite disaster recovery efforts in Beijing's Fangshan District, Wang XingJie, the Party Secretary of Amway, along with Amway volunteers and leaders from Donghuamen Street, the Dongcheng District Bureau of Commerce, and the District Financial Office, visited and assessed the disaster situation in Shuiyu Village and Sishang Village in Da'an Mountain Township of Fangshan District. At the same time, Amway donated funds and supplies, successfully delivering disinfectants and food aid to Da'an Mountain Township collective conditions. During a discussion at the "Three Assistance and One Pairing" support meeting with Da'an Mountain Township, the township Party Secretary expressed deep gratitude. He stated that this pairing demonstrated tangible support and boosted the confidence of the local residents in the post-disaster reconstruction. ACF also assured that Amway volunteers would continue to respond promptly to calls for support from Donghuamen Street and fully support disaster recovery efforts.



Disaster Relief for Beijing's Mentougou District

To accelerate the restoration of production and daily life in affected areas, from August 31 to September 1, with coordination from the China Communist Youth League Beijing Committee and comprehensive organizational support from ACF, a team of 53 Amway volunteers, known as the Amway Beijing Youth Response Team, urgently deployed to Mentougou District to assist with river dredging and support work. The team cleaned up 500 bags of post-disaster debris from affected villages, manually excavated and cleared three village bridges, cooperated in the mechanical excavation of 20 cubic meters of mud and earth, and rented a dump truck and a driver for additional support. The Youth Response Team operated continuously for 10 days, providing 530 hours of volunteer service. Team members expressed, "As Amway volunteers, we feel very honored and proud to contribute directly to post-disaster reconstruction."

Amway's demonstrated sense of social responsibility, timely and orderly ongoing support, and the spirit of perseverance and hard work during this flood disaster received high recognition from the China Communist Youth League Beijing Committee. On September 1, the Secretary of the China Communist Youth League Beijing Committee personally inspected Amway's operations and extended greetings to the Youth Response Team. Leaders including the Deputy Mayor of Mentougou District, the Enterprise Minister of the China Communist Youth League Beijing Committee, the Secretary of Youth League Mentougou District Committee, and the Secretary and Mayor of Tanzhe Temple Town also expressed their care and gratitude to the Amway volunteers, and the Youth Response Team leader spoke on behalf of Amway volunteers during the discussion session.

Flood Response for China's Breadbasket Heilongjiang

In August 2023, the typhoon "Doksuri" brought extreme rainfall to Heilongjiang Province, known as "China's Granary," leading to unprecedented flooding and geological disasters. Many areas were severely affected, and flood relief efforts were challenging. ACF responded actively to the Heilongjiang Youth Development Foundation's call by donating flood relief supplies worth over RMB 100,000 to the Heilongjiang Youth Development Foundation. These supplies were transported to the severely affected city of Shangzhi for post-disaster reconstruction, earning praise from all sectors of society.

At the beginning of 2024, more than 20 Amway volunteers and university student volunteers once again traveled to Shangzhi City. On January 8, they, along with the Heilongjiang Provincial Committee of the Communist Youth League, Heilongjiang Youth Development Foundation, and the Shangzhi municipal party committee and municipal people's government, visited residents facing difficulties due to the flood. They provided essential items such as rice, flour, cooking oil, outwear, and educational supplies like backpacks and books. Amway volunteers also shared nutritional and health knowledge to help affected families adjust their diet and support children through this challenging time. Leaders from the Heilongjiang Provincial Committee of the Communist Youth League, Heilongjiang Youth Development Foundation, and the Shangzhi municipal party committee and municipal people's government attended the visit, highly praising and thanking Amway volunteers for their aid. The Heilongjiang Provincial Committee of the Communist Youth League also awarded Amway a "Heartwarming Enterprise" plaque to recognize Amway's support for Shangzhi City.



Disaster relief for North China

On July 29, 2023, a catastrophic rainstorm struck North China, with over 70 hours of heavy rainfall causing severe flooding in Beijing. Fangshan District and Mentougou District were hit hard, experiencing multiple mountain floods, which resulted in significant damage to lives and property. The disaster affected hundreds of thousands of people, with direct losses amounting to hundreds of millions.



Advocate for Low Carbon Life

Adopting green and low-carbon production and lifestyle practices, and involving children in these efforts, is not only a crucial path to reversing ecological damage and achieving the "Beautiful China" goal but also essential for constructing a zero-carbon future and promoting children's rights. Children face severe challenges in accessing clean air, nutritious food, safe water, education, housing, and protection from exploitation. They are directly impacted by global and regional issues such as air pollution, extreme temperatures, weather extremes, environmental pollution, and disease outbreaks. These issues threaten their survival, and development, and increase their vulnerability and risk.

ACF recognizes that children are both direct victims of the global climate crisis and future leaders, practitioners, and beneficiaries of climate action. In response, ACF actively supports China's international commitment to "Dual Carbon" goals and focuses on the 2035 low-carbon development targets for a beautiful China. By initiating internal carbon reduction actions, the foundation aims to enhance ecological literacy among Chinese children and provide opportunities and resources for them to engage in global low-carbon and emission reduction efforts. Together, we strive for the sustainable development of China and humanity.



My Zero Carbon Life Amway Low Carbon and Environmental Protection Carnival

Project Background:

Over the next 40 years, carbon neutrality is a core strategic issue for China. The United Nations Environment Programme's *2020 Emissions Gap Report* highlights that household consumption accounts for approximately two-thirds of global greenhouse gas emissions. The IPCC's *Climate Change 2022: Mitigation of Climate Change* emphasizes that lifestyle changes can reduce greenhouse gas emissions by 40-70% by 2050. This indicates that transitioning to a low-carbon lifestyle will significantly aid China in achieving its carbon neutrality goals. To promote carbon reduction at the consumer level and advocate for low-carbon living, ACF launched the "My Zero Carbon Life—Amway Low Carbon and Environmental Protection Carnival" public welfare project. This initiative encourages the public to experience and practice simple, moderate, green, and low-carbon behaviors in their daily lives, fostering the development of low-carbon habits and environmental awareness.

Project Objective:

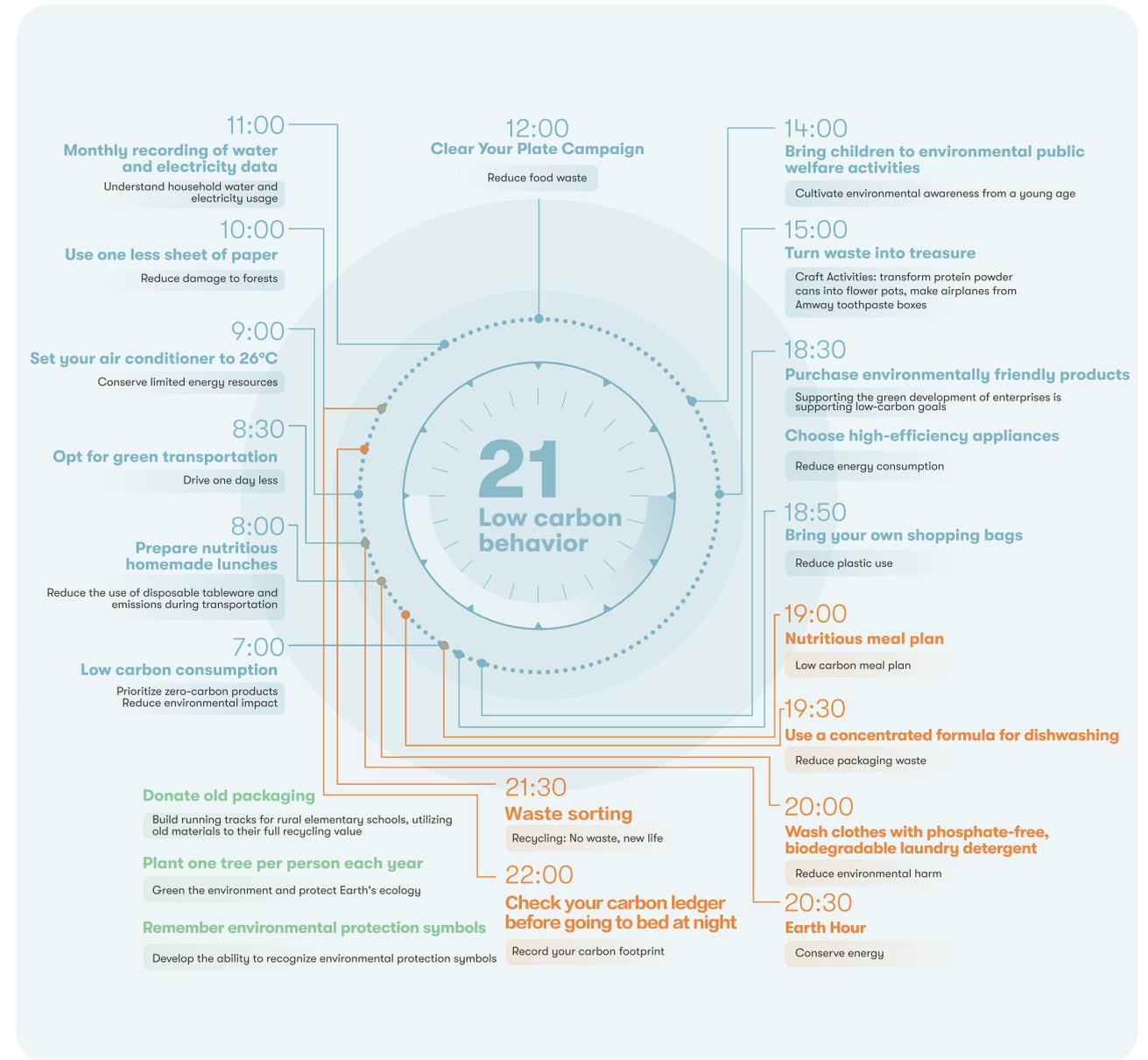
- Create immersive interactive low-carbon scenarios for the public, inviting participation from **10** cities nationwide in offline events to promote and practice low-carbon lifestyles.
- Develop an Amway personal carbon ledger app to track and record individual carbon reduction data, and accumulate personal carbon credits and assets.
- Establish ecological and environmental volunteer service teams in **10** cities across the country, organizing **10** online and offline training sessions with professional institutions.

Duration: July 2023—Present

Guiding Unit:
Publicity and Education Center of
the Ministry of Ecology and Environment

Project Content:

Offline Low Carbon and Environmental Protection Carnival: Integrate 21 low-carbon living behaviors into a single day, encouraging family participation. Through immersive interactive low-carbon scenarios and various engaging activities, such as low-carbon games, participants will experience low-carbon practices in their daily activities, including clothing, food, housing, and transportation.



Amway's online personal carbon ledger Mini Program: Utilizing WeChat Mini Programs, it establishes a personal carbon account with Amway to record and calculate each registered user's green activities. Users can participate in a 21-day low-carbon lifestyle challenge and offline low-carbon environmental carnival events. The program also reminds users to log their low-carbon actions, share their personal achievements, and encourages more participants to join the 21-day low-carbon lifestyle challenge and earn rewards.



Project Achievements

From 15 July 2023

10^{cities}

"My Zero Carbon Life—Amway Low Carbon and Environmental Protection Carnival" was launched in Guangzhou and was implemented in 10 cities including Hefei, Shenyang, Fuzhou, Kunming, Nanchang, Wuhan, Tianjin, Chongqing, and Beijing.

5,000^{households}

14,000 public enthusiasts from over 5,000 households

330^{articles}

Total media coverage reached 330 articles

600 | 4,733

Nearly 600 Amway Volunteers

Amway's emission reduction efforts involved 4,733 participants
Total carbon credits distributed amounted to 460,000 points
Participants reduced emissions over 2.18 million times
Total cumulative emission reduction reached 8.55 tons



Zero Carbon Future China's Community/Campus Low-Carbon Lifestyle Action Plan

Duration: April 2022 - Present

Project Background:

On September 22, 2020, the Chinese government made a significant declaration of its "Dual Carbon" goals at the 75th United Nations General Assembly, making the dual carbon issue a focal point of national attention and marking 2021 as the inaugural year of nationwide participation in carbon reduction actions. Amway China actively responded to the government's call by launching carbon reduction initiatives across the entire company, aiming to achieve corporate zero-carbon goals and support the attainment of national targets. In this extensive and profound economic and social transformation, Amway believes that children are the future key players. Therefore, instilling carbon reduction concepts and establishing low-carbon lifestyles should start from a young age, beginning with public education on low-carbon practices and fostering a societal atmosphere where everyone contributes to carbon reduction.

Project Objective:

- Integrate the national "3060" target with youth education by developing community and campus-based low-carbon education programs for young people.
- Conduct activities in communities and campuses to promote low-carbon lifestyles, establish "low-carbon ambassadors" featuring youth, and stimulate public participation. Gradually build a nationwide scientific low-carbon lifestyle through widespread involvement.

Project Content:

- **Develop Carbon Neutrality-Centered Environmental Education Materials and Curriculum System:** Create and build a low-carbon education system based on community and school-specific curricula. Extend the curriculum content to various uses and scenarios, developing interdisciplinary and diversified content. Integrate expert resources and institutional collaborations to establish authoritative standards and norms for low-carbon education courses.
- **Establish an Environmental Education Training Network and Curriculum Evaluation System:** Develop a series of environmental education training materials and methods to empower teachers. Set up a sustainable, replicable four-tier teacher training system. Explore the creation of a sustainable and replicable local environmental education curriculum and school-based curriculum evaluation system.
- **Support Local Environmental Education Policy Development:** Conduct **1,000** environmental education demonstration classes annually to create **100** exemplary schools with low-carbon curriculum. This will generate a demonstration effect, extending to over **1,000** schools across more than **15** provinces. Additionally, hold no fewer than **30** exchange activities each year to support large-scale promotion and regional environmental education policy development.
- **Foster a Low-Carbon Public Education Environment:** Organize or participate in relevant competitions and forums to promote community exchanges between cities. Establish regional demonstration projects to provide pilot data for national policy advocacy. Engage in international exchanges to enhance the impact of zero-carbon future plans. Collaborate with university student organizations such as AIESEC to promote the project through student social practice activities, reaching more schools and communities.

Project Achievements:

As of 30 November 2023

9 provinces

The project has been implemented and promoted in nine provinces and cities: Beijing, Shanghai, Chongqing, Inner Mongolia, Guangzhou, Kunming, Shenzhen, Foshan, and Dengfeng.

1.5 million people

Cumulative coverage: 1.5 million people
New media platforms: 1 million people
News reports: 500,000 people
Offline activities and training: 10,000 people

1.5 million people

More than 50 news reports and a total of 1,500,000 visits, shares, and clicks on various new media platforms.



Launch of Blue Carbon Future Youth Environmental Protection Art Tour, Evoking a Craze for Zero-carbon Lifestyle Nationwide

From February to September 2023, the "Zero Carbon Future" youth environmental protection art tour was held in Beijing, Shanghai, Kunming, and Foshan, featuring five art exhibitions. The goal was to raise public environmental awareness through art and encourage collective action to build a better home. The tour collected over **2,000** environmental-themed artworks from the youth across the country, showcasing more than **600** excellent pieces, including traditional Chinese paintings, oil paintings, watercolors, calligraphy, and photography. The tour officially launched on February 24, 2023, at the Children's Center in Huamu Street, Shanghai, with the theme of Green Future Art, for a period of 20 days. Subsequent exhibitions were held at Yunnan College of Business Management in Kunming on February 28, 2023; Shanghai L+MALL on July 26, 2023; Beijing Olympic City Sports Culture Festival on August 16, 2023; and Foshan Louvre International Furniture Exhibition on August 26, 2023. The duration of these exhibitions varied from 2 to 15 days. The five offline art exhibitions attracted a total of over **8,000** visitors, with more than **50,000** people benefiting from both online and offline activities, evoking a nationwide zero-carbon craze.

"Zero Carbon Future" New Media Communications Awaken Environmental Awareness

On April 27, 2023, a short video produced and shared by the "Zero Carbon Future" new media platform titled "The World's Only Female Yangtze Giant Softshell Turtle Dies" garnered **792,813** views. This video, the highest-viewed piece since the platform's inception, significantly raised public awareness about global crises such as climate change, extreme disasters, and biodiversity threats. The "Zero Carbon Future" new media platform uses real destructive climate events and environmental disasters to show people the current state of our living environment, eliciting public resonance, raising environmental awareness, and promoting environmental protection concepts. This approach aims to engage more people in discussions about environmental and biodiversity protection.

Our Footprint

As of December 2023:

187 volunteer service teams in total

Number of Volunteers: **102,248**

Total volunteer service hours: over **2,781,496**



Amway Volunteers

As one of the largest corporate volunteer service teams in the country, the Amway Volunteer Association has been actively engaged in volunteer service since 2003, integrating the values and culture of “care” and “responsibility” into volunteer services and embodying social responsibility through practical actions. Since the establishment of ACF in 2011, the spirit of “dedication, friendship, mutual help, and progress” has been further inherited and promoted. In various fields such as the disabled assistance, education, environmental protection, major competitions, and disaster relief, Amway Volunteers use their hands, minds, knowledge and love to carry out all kinds of volunteer services to make the world a better place.





Planting Seeds of Sunshine in Young Hearts

Su He is a passionate and cheerful Amway volunteer from Dalian. She began her journey in volunteer service by chance during a pandemic lockdown in 2022. She joined a local volunteer group serving orphaned children. Starting with monthly visits, her service frequency quickly increased to weekly, and the number of children she reached grew from one to nearly a hundred. Su He has always radiated warmth and positivity, bringing light and comfort to each indifferent and detached heart. Facing these orphaned children, Su He tried various methods, persistently offering companionship and positive guidance through love, gradually becoming their friend. The children, in turn, came to see Su He as an "older sister" and a family member without blood ties.

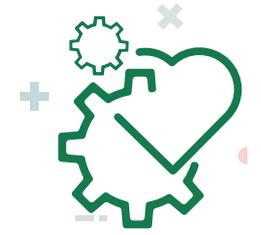
Over more than two years, Su He has planted seeds of sunshine in countless cold hearts with her passionate spirit, showing these children trapped by the reality that they, too, can grow towards the sun and soar against the wind. At the same time, Su He has grown alongside the children, becoming their leader and earning the title of "Outstanding Volunteer" from the city's Hope Project. Su He reflects, "I'm just an ordinary person, and the volunteers in our support group are also ordinary people with loving hearts. Love is amplified when thousands of ordinary people come together."



Beautiful Liaoning, Wonderful Low-Carbon Life

On August 15, 2023, coinciding with the first National Ecological Day, the "Beautiful Liaoning, Wonderful Life — Amway Low Carbon and Environmental Protection Carnival" was held at the Hongmei Cultural and Creative Park in Shenyang. At the event, Amway volunteers educated 1,000 families on low-carbon knowledge and assisted with interactive games. Participants experienced a low-carbon journey through 21 simulated life scenarios covering "clothing, food, housing, and transportation," including various urban scenarios like homes, communities, and office spaces. The journey aimed to introduce participants to Amway's vision of a "zero-carbon life," promoting the learning and practice of green, low-carbon behaviors and initiating a new green lifestyle. Outdoor low-carbon camping encouraged people to leave their homes, travel sustainably, and embrace nature. Environmental games such as ring toss and archery helped participants learn about energy conservation, waste sorting, and the clean plate campaign, raising their environmental awareness. Through the personal carbon ledger WeChat Mini Program, participants developed 21 good low-carbon habits.

To enhance societal focus on environmental protection and engage more youth and volunteers in green, low-carbon living, the Shenyang Youth Low-Carbon Alliance, initiated by the Shenyang Municipal Committee of the Communist Youth League and the Shenyang Youth Federation, was officially established at the carnival, contributing to carbon peaking and neutrality goals.



Industry Promotion and Public Advocacy

Building a sound social governance system and improving the shared governance mechanism requires continuous enhancement of social governance effectiveness, which cannot be achieved without the deep involvement of social organizations and public welfare charities. ACF, for the past decade, has been committed to promoting the sustainable development of the industry and philanthropic causes. It provides support to local frontline social organizations and key projects while emphasizing industry exchanges and the cultivation of philanthropic talents. Moreover, ACF leverages its industry influence and credibility to conduct research initiatives and public communication, working towards improving and resolving social issues. It aims to enhance public awareness and literacy, spark public concern for vulnerable groups, and contribute to the building of a harmonious society.



Amway Partners with LEGO Charity to Support Rural Children's Healthy Growth

In less than three years, the Healthy Children Paradise project has become not only a well-executed public welfare initiative but also a platform that attracts increased attention and resources due to its professional design, effective execution, and strong support. In 2023, Amway gained additional partners focused on rural children's development.

LEGO Charity donated 484 sets of LEGO Charity toys and accompanying books, valued at over RMB 170,000, to the Healthy Children Paradise project in Wuyuan, Jiangxi. This donation supported 2,454 children across 38 kindergartens, achieving a synergistic effect of 1+1>2.

Looking ahead, the Healthy Children Paradise project will continue to leverage its platform value to attract more social forces and support rural children's healthy growth through technology, charitable products, and funding.



Leveraging Internal Activities to Promote Amway's Charitable Culture

As a corporate foundation, ACF upholds Amway's global tradition of philanthropy, making full use of internal resources and efforts to actively promote its mission and culture of "Gather Love, Extend Warmth." In 2023, the foundation set up a charity zone at the Amway (China) New Zealand Leadership Seminar. The zone displayed two charity scenarios from the Healthy Children Paradise project—family and kindergarten settings—where attendees could explore picture books, play with educational toys, and experience the project's meaning and value. The on-site experience received unanimous recognition and praise from Amway's caring partners, and children who traveled along treated this area like an amusement park and are reluctant to leave even at lunchtime. Additionally, a special charity skydiving event was held outside the venue, with all ticket proceeds donated to the Healthy Children Paradise project. By participating in the skydiving activity, Amway partners not only challenged themselves but also actively supported the healthy growth of rural children in China.

Healthy Children Paradise Partners with Tencent Charity to Gather More Genuine Love and Care

In 2023, ACF continued its collaboration with Tencent Charity, utilizing the platform's social influence to participate in various activities such as 99 Charity Day, platform promotions, and point-based charitable donations. These efforts aimed to gather more support for the Healthy Children Paradise project, creating a joyful, caring, and healthy childhood for rural children.

During 99 Charity Day, the Healthy Children Paradise project invited an illustrator to create a public welfare artwork titled "Dreamy Children's Park," which was showcased at Tencent's "One Flower, One Dream Exhibition," garnering over 6,000 likes. The illustration, featuring small animals dancing among flowers, symbolizes the pure hearts of children and highlights the project's commitment to safeguarding rural children's healthy growth.

Additionally, the Healthy Children Paradise project was featured for two weeks on the homepage of the charity platform, achieving over 130,000 exposures. To further expand its impact, the project participated in Tencent Video VIP points-based charitable donation activities, calling on users to support rural children's early development, with approximately 57,000 participants.



Charity Visits Energize and Sustain Projects

A charity project's long-term vitality and sustainability depend on positive donation experiences and professional donor relations. ACF considers donors one of its most important partners. In 2023, the foundation invited key donors to visit the Healthy Children Paradise project site, allowing them to personally experience the project's significance and value. A total of 17 long-term supportive partners participated in the visit. Their on-site experience deepened their understanding of the project, with many expressing that the project is excellent and has substantial potential for expansion. They pledged to promote the Healthy Children Paradise project and encourage more partners to join Amway's charitable efforts upon returning.

Successful Hosting of the China Foundation Forum 2023

From November 22 to 23, 2023, with the support and sponsorship of ACF, the China Foundation Forum 2023, one of the most influential communication platforms in the charity sector, was successfully held in Shenzhen. This influential platform in the charity sector attracted over 1,000 participants from nearly 500 charitable organizations nationwide. This is the 15th annual meeting of the China Foundation Forum, themed "Advance with Determined Endeavor: Values and Principles of the Foundations." The conference featured two main forums and twelve parallel sessions. The meeting analyzed the development trends of the charity sector from multiple dimensions, emphasizing that, in the face of dual challenges and uncertainties, the foundation sector should persist in its mission, adhere to integrity, strengthen resilience, and innovate collaboratively. A long-term perspective should be adopted to address and solve problems. As a formal member of the China Foundation Forum Organizing Committee, ACF will continue to steadfastly promote rural children's development and charitable causes, committing to long-term progress and fulfillment of its mission.



2023 Financial Summary

Auditor's Report

Amway Charity Foundation's management:

Z.T. Y. S. Zi [2024] No.68

I. Audit Opinions

We have audited the accompanying financial statements of Amway Charity Foundation (hereinafter referred as "ACF"), which comprise the balance sheet as of December 31, 2023, the statement of business activities, the cash flow statement for the year then ended and the notes to the relevant financial statements.

In our opinion, in all material aspects, the accompanying financial statements are a fair reflection of the financial status of ACF as of December 31, 2023, the operation results and cash flows for the year then ended in accordance with the Accounting System for Non-Governmental Non-Profit Organizations.

II. Basis for Audit Opinions

We conducted the audit in accordance with the provisions of Auditing Standards for Chinese Certified Public Accountants and Guidelines for Auditing Foundation Financial Statements. The Auditor's Responsibility for the Audit of the Financial Statements section of our audit report further explains our responsibilities under these standards. We are independent of ACF in accordance with the China Code of Ethics for Certified Public Accountants and have fulfilled our other ethical responsibilities. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

III. Other Information

Other information is the responsibility of the management of ACF. Other information includes the information covered by the annual report but excludes the financial statements and our audit report. Our audit opinions on the financial statements do not cover any other information and we do not issue any form of assurance conclusion thereon. Combining with our audit on the financial statements, our responsibility is to read other information while considering whether there are significant inconsistencies or major misstatements between other information and the financial statements or the information we have learned during the audit.



Based on the work we have performed, if it is determined that there are major misstatements in other information, we should report such fact. In this regard, we have nothing to report.

IV. Management's and Governance's Responsibility for the Financial Statements

The management of ACF is responsible for preparing the financial statements in accordance with the Accounting System for Non-Governmental Non-Profit Organizations to make them a fair reflection, and designing, executing and maintaining necessary internal control to ensure that the financial statements are free from material mistakes, whether due to fraud or error.

When preparing the financial statements, the management is responsible for assessing ACF's ability to continue as a going concern and using the going concern assumption unless it intends to liquidate ACF and terminate operations or has no other realistic alternative.

The governance team is responsible for overseeing the financial reporting process of ACF.

V. Certified Public Accountant's Responsibility for the Audit of the Financial Statements

Our objective is to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an audit report that includes our audit opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users made based on the financial statements.

During the audit process conducted in accordance with auditing standards, we exercise professional judgment and maintain professional skepticism. In addition, we perform the following procedures:

1. Identify and assess the risks of material misstatement in the financial statements due to fraud or error, design and implement audit procedures to address those risks, and obtain sufficient and appropriate audit evidence as a basis for our audit opinion.

The risk of material misstatement due to fraud is higher than the risk of material misstatement due to error, as fraud may involve collusion, forgery, intentional omission, false representations, or override of internal controls.

2. Understand the internal controls relevant to the audit to design appropriate audit procedures, but not for the purpose of expressing an opinion on the effectiveness of internal controls.
3. Evaluate the appropriateness of the management's selection of accounting policies and the reasonableness of accounting estimates and related disclosures.
4. Form a conclusion on the appropriateness of management's use of the going concern assumption. Also, draw a conclusion on whether there is significant uncertainty in the matters or circumstances that may cause major doubts about the ability of ACF to continue as a going concern on the basis of the audit evidence obtained. If we conclude that there is a significant uncertainty, the auditing standards require us to remind user of the financial statements of relevant disclosures in the audit report; if the disclosures are inadequate, we should issue an unqualified opinion. Our conclusion is based on the information available up to the date of the audit report. However, future matters or circumstances may cause ACF to be unable to continue as a going concern.
5. Evaluate the overall presentation, structure and content of the financial statements and assess whether the financial statements are a fair reflection of relevant transactions and matters. We communicate with the governance team regarding matters such as the plan of audit scope and timeline, as well as significant audit findings, including noteworthy deficiencies in internal control that are identified during our audit.

VI. Matters Reported in Accordance with Relevant Laws and Regulations

There are no matters reported by ACF according to laws and regulations.

Beijing Zhongtianyin Certified Public Accountants
(Special Ordinary Partnership)
Beijing, China



Certified Public Accountants of China: 
 Certified Public Accountants of China: 

March 21, 2024



Balance Sheet

Prepared by: Amway Charity Foundation December 31, 2023 Currency: Yuan (RMB)

Assets	Line	Amount at the beginning of the year	Amount at the end of year	Liabilities and net assets	Line	Amount at the beginning of the year	Amount at the end of year
Current assets				Current liabilities:			
Cash and Cash Equivalents	1	24,316,390.45	26,246,034.17	Short-term debts	23		
Short-term investments	2	81,500,000.00	77,500,000.00	Accounts payable	24		280,447.00
Accounts receivable	3	149,313.90	410,432.18	Wages payable	25		
Prepaid expenses	4	28,779.00		Taxes payable	26	9,262.99	18,981.66
Inventory	5		444,000.00	Deposit received	27		
Deferred expenses	6			Accrued expenses	28	80,000.00	118,000.00
Current portion of long-term debt investments due within one year	7			Estimated liabilities	29		
Other current assets	8			Current portion of long-term liabilities due within one year	30		
Total current assets	9	105,994,483.35	104,600,466.35	Other current liabilities	31		
				Total current liabilities	32	89,262.99	417,428.66
Long-term investments							
Long-term equity investments	10			Long-term liabilities:			
Long-term debt investments	11			Long-term loans	33		
Total long-term investments	12			Long-term payables	34		
Fixed assets:				Other long-term liabilities	35		
Original value of fixed assets	13			Total long-term liabilities	36		
Minus: accumulated depreciation	14						
Net value of fixed assets	15			Entrusted liabilities:			
Construction in progress	16			Entrusted liabilities	37		
Cultural relics and cultural assets	17			Total liabilities	38	89,262.99	417,428.66
Fixed asset liquidation	18						
Total fixed assets	19			Net assets:			
Intangible assets:				Unrestricted net assets	39	105,607,519.80	103,824,895.93
Intangible assets	20	251,838.33	191,397.13	Restricted net assets	40	549,538.89	549,538.89
Entrusted assets:				Total net assets	41	106,157,058.69	104,374,434.82
Entrusted assets	21						
Total Assets	22	106,246,321.68	104,791,863.48	Total liabilities and net assets	42	106,246,321.68	104,791,863.48

Statement of Activities

Year 2023

Prepared by: Amway Charity Foundation Currency: Yuan (RMB)

Item	Line	Prior Year			Current year		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
1. Revenue							
Including: donation revenue	1	16,396,634.60	5,015,486.09	21,412,120.69	17,142,071.11	20,819,997.07	37,962,068.18
Membership fee revenue	2						
Service revenue	3						
Sales revenue	4						
Government grants	5						
Investment income	6	2,034,382.42		2,034,382.42	1,855,826.88		1,855,826.88
Other revenue	7	731,808.14		731,808.14	691,777.88		691,777.88
Total revenue	8	19,162,825.16	5,015,486.09	24,178,311.25	19,689,675.87	20,819,997.07	40,509,672.94
2. Expenses							
(1) activity costs	9	25,246,309.24		25,246,309.24	41,412,702.96		41,412,702.96
Incl.: ① donation project costs	10	25,246,309.24		25,246,309.24	41,411,149.05		41,411,149.05
② cost of services provided	11						
③ cost of goods sold	12						
④ cost of member services	13						
⑤ government subsidy costs	14						
⑥ business activity taxes and additional charges	15				1,553.91		1,553.91
(2) administrative expenses	16	1,614,675.47		1,614,675.47	879,596.69		879,596.69
(3) fundraising expenses	17	-12.40		-12.40	-2.84		-2.84
(4) other expenses	18						
Total expenses	19	26,860,972.31		26,860,972.31	42,292,296.81		42,292,296.81
3. Transfer from Restricted Net Assets to Unrestricted Net Assets	20	6,690,846.05	-6,690,846.05		20,819,997.07	-20,819,997.07	
4. Change in Net Assets (if it is a decrease in net assets, use a "-" sign)	21	-1,007,301.10	-1,675,359.96	-2,682,661.06	-1,782,623.87		-1,782,623.87

Cash Flow Statement

Year 2023

Prepared by: Amway Charity Foundation

Currency: Yuan (RMB)

Item	Line	Cash
Cash flows from operating activities:		
Cash received from donations	1	37,962,068.18
Cash received from membership fees	2	
Cash received from service provision	3	
Cash received from sales of goods	4	
Cash received from government subsidies	5	
Cash received from other operating activities	6	471,750.57
Sub-total of cash inflows	7	38,433,818.75
Cash paid for donations or sponsorships	8	39,155,190.26
Cash paid to employees and for employees' benefits	9	2,106,775.91
Cash paid for purchase of goods and services	10	444,000.00
Cash paid for other operating activities	11	632,947.61
Sub-total of cash outflows	12	42,338,913.78
Net cash flows from operating activities	13	-3,905,095.03
II. Cash flows from investing activities:		
Cash received from investment recovery	14	262,000,000.00
Cash received from investment income	15	1,834,735.91
Cash received from disposal of fixed assets and intangible assets	16	
Cash received from other investing activities	17	
Sub-total of cash inflows	18	263,834,735.91
Cash paid for purchase and construction of fixed assets and intangible assets	19	
Cash paid for external investments	20	258,000,000.00
Cash paid for other investing activities	21	
Sub-total of cash outflows	22	258,000,000.00
Net cash flows from investing activities	23	5,834,735.91
III. Cash flows from financing activities:		
Cash received from borrowing	24	
Cash received from other financing activities	25	
Sub-total of cash inflows	26	
Cash paid for loan repayments	27	
Cash paid for interest payments	28	
Cash paid for other financing activities	29	
Sub-total of cash outflows	30	
Net cash flows from financing activities	31	
IV. Effect of exchange rate changes on cash	32	2.84
Net increase in cash and cash equivalents	33	1,929,643.72

Cash and Cash Equivalents

Item	Currency	Amount at the beginning of the year	Amount at the end of year
Bank deposits	RMB	24,316,390.45	26,246,034.17
1. Term Deposits	RMB	18,000,000.00	19,500,000.00
2. Demand Deposits	RMB	6,316,390.45	6,746,034.17
Total		24,316,390.45	26,246,034.17

Donation Income

Item	Accumulated Total for the Previous Year			Accumulated Total for the Current Period		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
Restricted Donations Revenue		5,015,486.09	5,015,486.09		20,819,997.07	20,819,997.07
Incl.: Monetary Donations		5,015,486.09	5,015,486.09		20,646,551.47	20,646,551.47
Non-Monetary Donations					173,445.60	173,445.60
Unrestricted Donations Revenue	16,396,634.60		16,396,634.60	17,142,071.11		17,142,071.11
Incl.: Monetary Donations	16,396,634.60		16,396,634.60	17,142,071.11		17,142,071.11
Non-Monetary Donations						
Total	16,396,634.60	5,015,486.09	21,412,120.69	17,142,071.11	20,819,997.07	37,962,068.18

Costs of Operating Activities

Item	Previous year amount	Current year amount
① Cost of Donation Projects	25,246,309.24	41,411,149.05
② Taxes and Additional Charges on Business Activities		1,553.91
Total	25,246,309.24	41,412,702.96

Organizational Structure

Public credibility, the lifeblood of the philanthropic sector, stems from good organizational governance. ACF firmly believes that for a professional foundation, good governance is based on transparency, efficiency, accountability, legality, inclusiveness, participation, responsibility, consensus, and responsiveness, which should be reflected in daily operations and every project. With the development concept of "optimizing management", ACF continuously examines itself with a high sense of responsibility and innovation spirit, making the foundation clearer in its powers and responsibilities, and more cohesive, competitive, and dynamic.

Meetings and Resolutions of Board of Trustees

In 2023, in accordance with the *Regulations on the Management of Foundations* and the foundation's *Articles of Association*, ACF held two board of trustees meetings. In 2024, ACF will continue to contribute professional and efficient efforts, together with all trustees and supervisors, to provide equal development opportunities for children's health in China.

Significant Payments to Major Philanthropic Projects

Project Name	Recipient of significant payment	Amount paid	Proportion of total Annual Public Welfare Contribution Expenditure	Purpose
Healthy Children Paradise	Shenzhen One Foundation Charity Fund	13,000,000.00	31.39	Implementation for the Healthy Children Paradise (Family Version)
	China Charities Aid Foundation for Children	19,950,000.00	48.18	Implementation for the Healthy Children Paradise (Kindergarten Version)
Total	—	32,950,000.00	79.57	

According to the board of supervisors, the above suppliers have no association with the initiator, Amway (China) Co., Ltd., or the foundation's management personnel.

Related-party Transactions

Related party name: Amway (China) Co., Ltd.
Legal representative: Frances Yu
Relationship with the foundation: Initiator, primary source of trustees, major donor
Nature of related-party transactions: Donation
Amount of related-party transactions: RMB 20.8 million

Significant litigation or arbitration: None
Significant asset purchases or sales: None
Records of hiring or dismissing professional organizations: none
Incidents of trustees or management personnel being punished by regulatory authorities: none
Response to emergencies or media inquiries: None

Sound Information Disclosure Mechanism

Openness and transparency are the foundation and source of development for ACF. Adhering to the values of credibility and righteousness, ACF actively and openly provides authentic, accurate, timely, and comprehensive work reports, business status and financial audit reports to competent and regulatory authorities; proactively discloses donation income and expenditure, project progress, development direction, and advocacy views to various sectors of society; publishes core content of the annual inspection work in public newspapers designated by the Ministry of Civil Affairs and actively participates in the Ministry of Civil Affairs' assessment of social organizations.

Channels of Information Disclosure



Strict Internal Control Mechanism

Professional development is the inevitable trend for the future development of the foundation. Only through professional management can every donation be put to good use, ensuring accountability and traceability. ACF fully utilizes the management advantages of its initiator, Amway (China) Co., Ltd., and applies multinational corporate management experience to the foundation's daily operations and project management. From various dimensions including process control, risk management, and brand management, the foundation continuously improves its management systems, enhances operational compliance, reduces management risks, and increases the foundation's brand influence.





Party Building and Political Leadership

In 2023, ACF Party Branch strengthened the standardization and normalization of grassroots party organizations, actively fulfilled organizational responsibilities, and focused on deeply studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of the 20th National Congress of the Communist Party of China. The branch served the greater good of China, continuously improved organizational structure and project management, enhanced the welfare of rural children, and promoted the high-quality development of the foundation.

● Strengthening Party Member Education

The Party Branch adhered to the overall requirements of thematic education—"learning ideas, strengthening party spirit, emphasizing practice, and achieving new accomplishments"—and implemented the working method of "following the deployment closely, studying diligently, leading the General Secretary, fulfilling responsibilities, integrating theory with practice, promoting comprehensively, and ensuring effectiveness with full participation." Regular educational activities included self-study, reading original texts, attending party classes, participating in study sessions, and engaging in study groups. The branch also organized visits for party members and Amway Business Owners to the Museum of the Communist Party of China, the Zunyi Conference Site, and other patriotic exhibitions, and watched the film "Volunteer Army" to promote the party's fine traditions, stimulate patriotic feelings, enrich theoretical knowledge, align thoughts, and elevate positions.

● Exploring Innovative Highlights

In addition to rigorously implementing organizational systems, the Party Branch explored and improved its unique work methods. Through in-depth thematic education, it continually fulfilled the requirements of forging the thoughts through learning, enhancing intelligence through learning, rectifying conduct through learning, and promoting action through learning. This aimed to cultivate party members and Amway Business Owners to strengthen core values, refine character, promote development with practical actions, adhere to the purpose of benefiting the people, and establish new ethical standards.

● Adhering to Party Leadership

Under the leadership and guidance of the Comprehensive Party Committee and the Seventh Party Building Work Station, the branch held 14 branch committee meetings, 5 thematic study sessions, 4 party member meetings, 2 Party Organizational activities, 5 party classes, and 2 party lectures by the branch secretary in 2023. Party members and activists participated in 3 joint study and Party Construction activities organized by the Seventh Work Station, and one key staff member submitted an application for party membership. The branch secretary earnestly fulfilled the primary responsibility of party building work, integrating party building with business operations, detailing and quantifying tasks, focusing on work details, and playing a fundamental role in ensuring the stable development of projects and the organization.



Outlook for 2024

1. Strategic Upgrade of the Healthy Children Paradise Project in 2024

In 2024, ACF will strategically upgrade the Healthy Children Paradise project, focusing on creating a new model of home-school cooperation centered around kindergartens. This innovative cooperation model aims to establish China's first total wellness public welfare community for children and, in collaboration with professional institutions and authoritative experts in children's health, develop national standards for children's health literacy to fill gaps in this field.

2. Phase One Evaluation and Results Release for the Healthy Children Paradise Project

In 2024, ACF will conduct a phase one evaluation and results release for the Healthy Children Paradise project. This evaluation will assess the beneficiary children from the project's inception to date in three dimensions: physical indicators, child development assessments, and health literacy evaluations, and will publish the results.

3. Healthy Children Paradise Volunteer Services and Public Welfare Activities

In the new year, the Healthy Children Paradise project will open an entry point for health volunteers, allowing more enthusiastic individuals to participate in public welfare activities. The project aims to create a platform for in-depth volunteer engagement in health-related public welfare.

4. My Zero Carbon Life—Amway Low Carbon and Environmental Protection Carnival Tour in 10 Cities:

To encourage more people to adopt low-carbon and environmentally friendly lifestyles, ACF will continue its "My Zero Carbon Life—Amway Low Carbon and Environmental Protection Carnival" tour in 10 cities. Through games, exhibitions, experiences, and sharing, the event will offer the public an immersive experience in low-carbon living and vividly promote green and low-carbon lifestyles.

5. Zero Carbon Future Youth Environmental Protection Community Activities

Youth are not only participants but also creators of a zero-carbon future. In 2024, ACF will conduct multiple zero-carbon future environmental protection community activities. These will include teacher training, new media communication, demonstration lessons, and zero-carbon art exhibitions, encouraging young people to engage in the creation of a zero-carbon future.

6. Collaboration with One Foundation for National "Walk for Love" Offline Donation Events

"Walk for Love" is a public fundraising event initiated by One Foundation in 2013 to raise funds for public welfare projects. In 2024, ACF will partner with One Foundation for "Walk for Love," creating an interactive offline event for caring individuals to participate in.

7. Inviting Key Partners for Project Visits

In 2024, ACF plans to invite key project partners and core platforms in the public welfare industry to visit the Healthy Children Paradise project to experience its significance and value. At the same time, through the influence of partners and core platforms, the foundation aims to raise awareness about the difficulties and challenges faced in the early development of rural children, and to attract more compassionate individuals to support the future of rural children.



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