



安利公益基金会
Amway Charity Foundation



ANNUAL REPORT

AMWAY CHARITY FOUNDATION

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Vision of the Future

Responsibilities Along the Road



Gan Chee Eng
 Chairman of the Amway Charity Foundation

June 2015

2014 saw the Amway Charity Foundation (ACF) celebrate its fourth anniversary. This year, we saw the seeds we had sown of charity take root and sprout. 1,579 rural schools gained new Spring Sprout Kitchens, providing children with nutritious meals that keep them healthy and help them focus on their studies. With the help of the Sunshine Project, 36 thousand children of migrant workers overcame their feelings of inferiority and happily became a part of the once foreign urban lifestyle. 50 charity professionals participated in the "China Charity Professional Development Program", of which 10 leaders stood out and won financial support to pursue even greater achievements.

Sometimes, we may feel like ACF is like a small child on the beach, trying desperately to help every little stranded fish back to the ocean. The child's ability may be limited, but change extends from individuals to a larger group like a ripple, constantly growing. We hope that our efforts will inspire even greater change, and bring love and warmth to every corner of the world.

This was our vision when ACF was founded four years ago, and remains the goal we strive towards. Love can be spread by an individual, but change ought to be the mission of an organization, and the duty of an industry.

We are committed to promoting charitable innovation. As a foundation committed to innovative practices, we will continuously mobilize our resources, create platforms, and promote cooperation between and development of the organizations in this sector.

We start with supporting the cultivation of talented individuals. ACF's "China Philanthropy Professional Development Program" should be about looking into the future and seeing the perfection of the industry ecosystem, the integration of both upstream and downstream resources and improvements in professionalized service capabilities.

As such, we focus on promoting standardized development. In the era of "Internet+", ACF is committed to promoting the newest digital technology throughout the industry so that the public can access our charity information and societal benefits anytime, anywhere.

ACF is willing to step up and become an example to others, shouldering this mission. We hope all of you, from all walks of life, who have cared for and supported ACF throughout our journey, will continue to walk with us hand in hand to make our charity road even broader, and to create a brighter future!

Message from the Chairman

ACF Profile

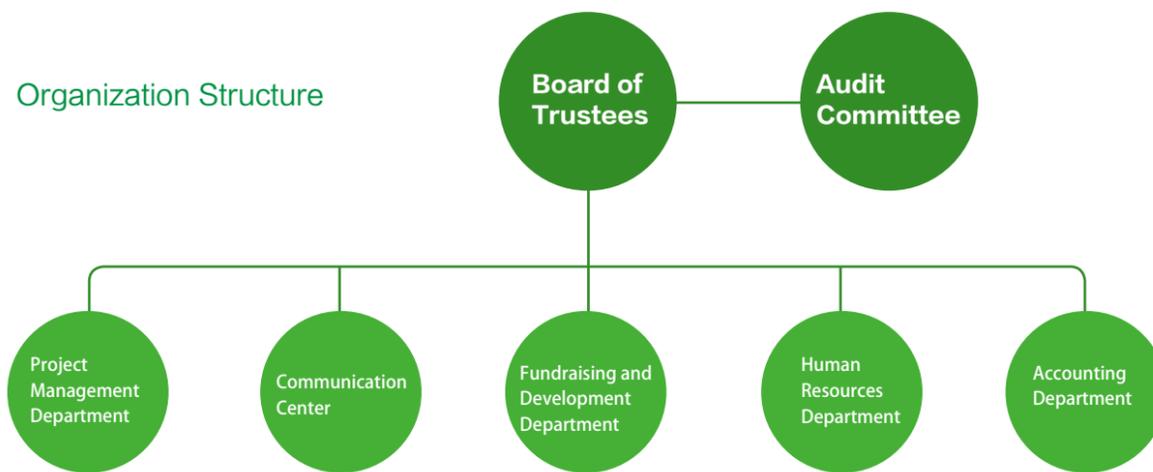
Registration Information

Name: Amway Charity Foundation
Organization Code: 71782872-9
Registered with: Ministry of Civil Affairs of the People's Republic of China
Registered Capital: RMB 100 million
Founding Date: January 24, 2011
Registry Number: Organization No. 1081
Taxpayer's ID Number: 110101717828729
Supervising Organization: Ministry of Civil Affairs of the People's Republic of China
Legal Representative: Frances Yu
Business Scope: Aid vulnerable children, manage voluntary service, establish charity funds to provide special aids, carry out cooperation and exchanges.

Organization Structure

Sponsors: Doug DeVos, Steve Van Andel
Honorary Chairman: Eva Cheng
Board of Trustees
Chairman: Gan Chee Eng
Vice Chairmen: Audie Wong, Martin Liou, Patrick Chang, Vincent Hwang, Steve Chan
Director-General: Frances Yu
Trustees: Gan Chee Eng, Audie Wong, Martin Liou, Patrick Chang, Vincent Hwang, Steve Chan, Liu Zhongxiang, Todd Woodward, Angela Keung, Steven Cheng, Liza Cheung, Annie Peng, Rachel Luo, Jenny Zhai, Jack Kuang, Paula Peng
Vice Director-General: Jenny Zhai, Jack Kuang
Secretary-General: Paula Peng
Audit Committee: Patrick Hau, Scott Balfour, Peng Jianmei

Organization Structure



Objective

Promote equal opportunity for development of children in poverty-stricken areas

Mission

Pool charitable efforts to help people; promote harmonious development of the people and of society

Goals

ACF aims to pool charitable efforts to help children of migrant workers by creating a better environment for them to live, learn and achieve; fostering a volunteer organization with high standards and dedication; and effectively promoting the healthy and sustainable development of philanthropy in China through research, cooperation and exchange.

Amway Charity Foundation

In 2011, Amway (China) donated RMB 100 million to found the Amway Charity Foundation. ACF focuses on two areas: childhood nutrition and childhood education. Under nutrition, we launched and operate the largest scale charity kitchen project in China to date - the "Spring Sprout Project", under which 1.5 million children receive nutritious meals. Under education, we set up the "Sunshine Project", the "Friendly Community Project for Rural Children" and others, to help children integrate into communities and grow in safety and happiness.

Over the past four years, we have received the "China Charity Award"; have been listed in Forbes' Top 25 Charity Foundations in China twice; were awarded the "Outstanding Organization in Charity Transparency" 3 times; and were granted Level 4A Foundation Certification by the Ministry of Civil Affairs.

ACF has always carefully observed developments in Chinese society, and, through continuous, active communication and widespread cooperation with the government, charitable organizations, research institutions, donors, volunteers, media and the general public, strived to realize our goal of "promoting equal opportunity and development for children in China's poverty-stricken areas."

Charitable Achievements

2,100,000

Children benefited



158,740,000

Donation received



9,350,000

Investment for Caring for Migrant Children



945,219

Hours of voluntary service



Nutrition

Survival is the most basic need we have as human beings. However, in many poverty-stricken regions in the country, children struggle to meet this most basic need. They do not have enough to eat. Their clothes aren't enough to keep them warm. They cannot afford an education, or even to see a doctor.

All this severely impacts these children's health and development. Charitable works must make sure these children's basic needs do not continue to go unmet. This is the starting point if we want to give them a chance for a better future.

- [Research Report on Chinese Children's Charitable Needs \(2012\)](#)



8%

suffer from anemia caused by an iron deficiency

12%

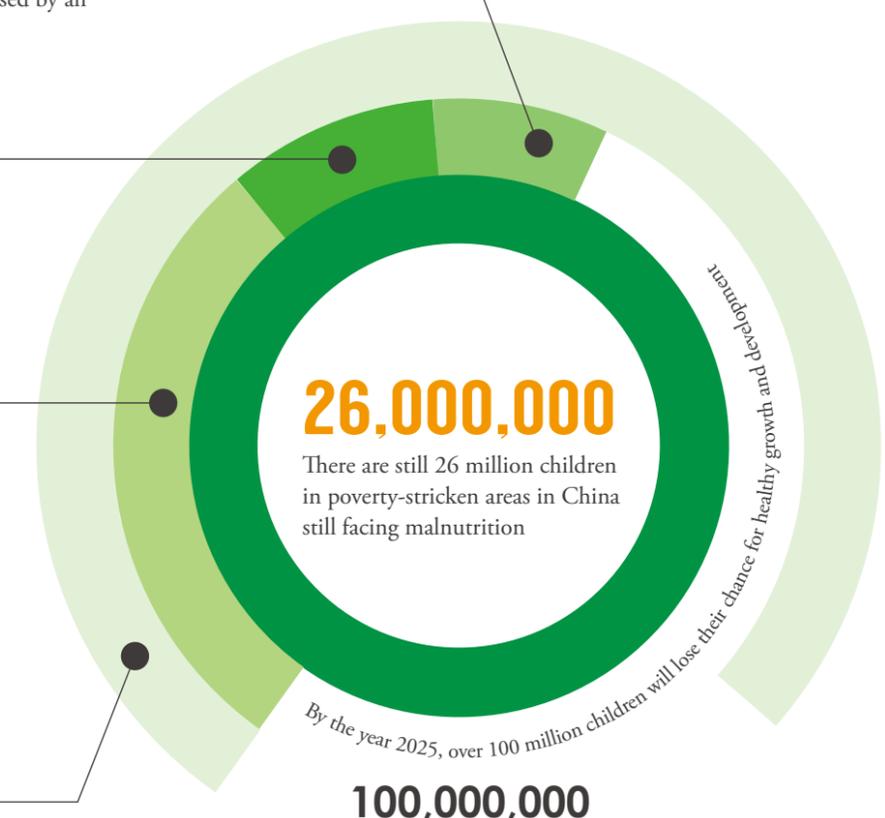
show signs of stunted growth

30%

are malnourished

70%

feel hungry during class



Without immediate intervention on behalf of the malnourished children in these poverty-stricken areas, these children, their families and the future development of China as a nation will suffer an immeasurable loss. This is what the Spring Sprout Project is there for and is fighting for. Because, when faced with the plight of these innocent children, "nothing is more important than a good meal."

Spring Sprout Project

Objective: Improving the nutrition of boarding students in impoverished rural areas.

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

Project Description:

The Spring Sprout Project delivers health meals to malnourished children in poverty-stricken areas in Central and Western China by equipping schools there with “Spring Sprout Kitchens” and training kitchen administrators.



3,284

Established 3,284 Spring Sprout Kitchens



3,500

Trained 3,500 kitchen administrators



228

Covered 228 poverty-stricken counties across China



1,500,000

Provided nutritious meals for 1.5 million children

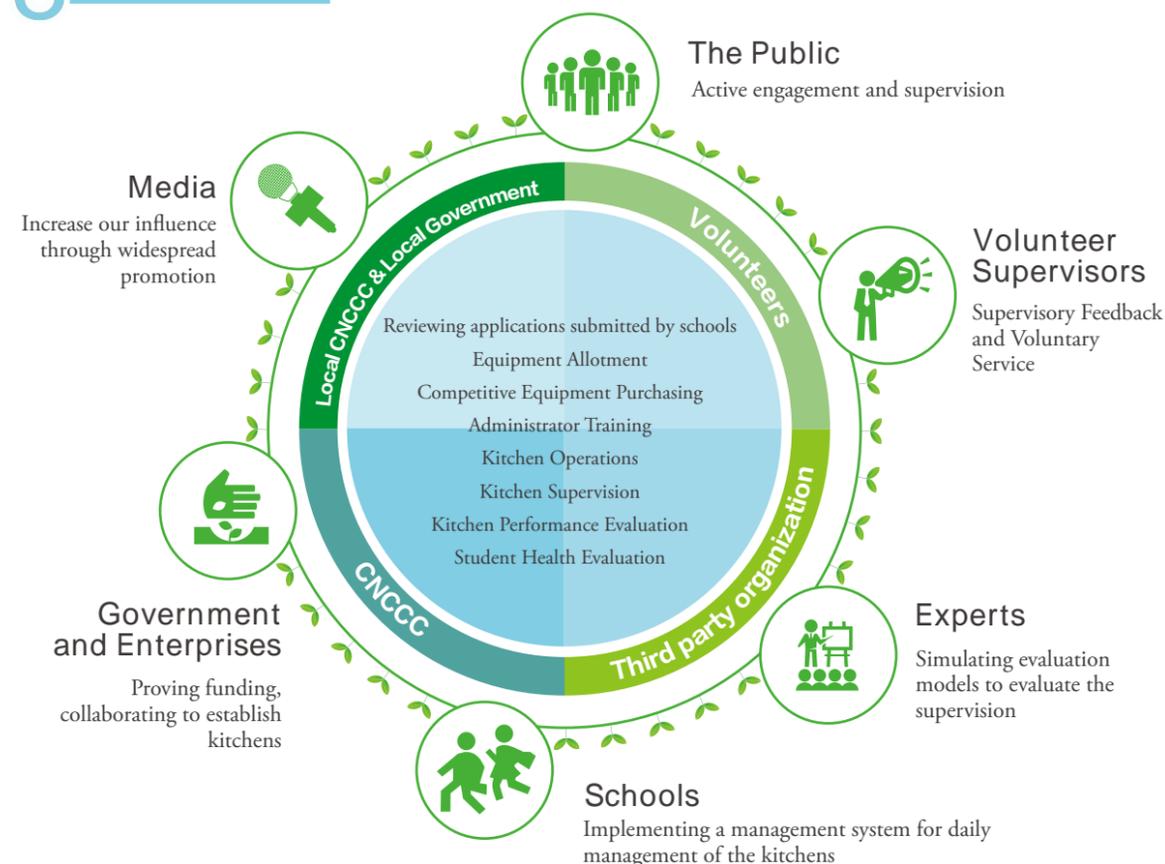


Our Spring Sprout, Everyone's Spring Sprout

After over 1,400 days, 3,284 Spring Sprout Kitchens, and a 4-year journey, a project of love has crossed mountains and rivers to reach millions of children. Health has given the children a real childhood and brought them hope. With our aid, children have begun to walk out of the wilderness and embrace new lives.

Based on a project system with multiple methods of participation, every day and everywhere, we are working together with countless loving souls to establish more and more Spring Sprout Kitchens to help children grow up healthy and strong.

4-level Supervision Mechanism
8 Administration Systems



Making Meals at Spring Sprout Kitchens as Delicious as at Home

In order to provide children with nutritious and healthy meals, you need more than just good equipment. The kitchen administrator's role is essential. So the Project developed training materials on equipment operations, health and nutritional management. They also provide classes taught by experts to educate kitchen administrators, helping to ensure that the children will receive a nutritionally balanced diet.

Zhou Guijie's New Job

Everyday just 3 or 4 kitchen administrators work to cook meals for 2,000 children. To help lighten the load, Halahai Center Primary School in Jilin Province came up with an idea: bring the parents in to help cook! In May of 2014, 38-year-old Zhou Guijie received her very job.

Zhou had been a stay-at-home mom. She imagined that prepared her to cook for the kids. However, her first training class brought many surprises. Water temperature, time, and food combination could all influence the nutritional value of the meal. Zhou finally understood why there were always leftovers in the school's refrigerator. They were samples of the meals prepared that day, which must be kept for 48 hours, and which were subject to inspection by the school's supervisory team.



240,000

Nutrition manuals handed out in 2014

92.03%

Schools organized students to read nutrition manual

79.9%

School principals communicate with the kitchen administrators at least once a week, to oversee the operation and condition of the kitchens.



Even more is on it's way to children's bowls

In the implementation of the Spring Sprout Project, ACF has summarized a kitchen management and operational theory called the "Spring Sprout Method". With multiple forms of cooperation (such as group establishment, joint establishment and independent establishment), the Spring Sprout Project is driving investment in the construction/modification of school kitchens, as well as providing the government with a reference for policies to solve the problem of children's malnutrition.

By the end of 2014, the Spring Sprout Project had inspired an investment totalling RMB 860 million from the government, corporations and other members of society.

The Power of the Spring Sprout Project **RMB 860,000,000**



RMB 150,920,000

Matched financing from the government, schools, corporations and the public



Two 5 millions

At 5:00pm on September 23, 2014, Guanyang Boarding Primary School in Guanyang County, Guilin Province, was in the middle of serving dinner. In the bright canteen, the students were enjoying every bite of their supper.

The kitchen in Guanyang Boarding Primary School is one of 100 Spring Sprout Kitchens in Guilin Province. In May and June of 2014, a set of kitchen equipment worth RMB 5 million was delivered to the school, and fully put into use by September.

But Spring Sprout has brought more than just improvements in efficiency. In September 2014, the Municipal Party Committee and local government of Guilin made the decision to allocate another RMB 5 million to equip 100 primary and middle schools across the city with new kitchen equipment, following the example of the Spring Sprout Kitchens.

In 2014, we established 8 Spring Sprout Kitchens in Jiangxi Province, and the results have been fantastic. In 2015, we plan to establish 8 more kitchens.

- Don Rettig, Chairman of the Owens Corning Foundation

78.75%

Spring Sprout Kitchens established in collaboration with local government

27.12%

RMB 22,740,000
Donation through group funding and its share in total donations

Supervision and Attention to Detail Equals Safe Meals

The China National Committee for the Care of Children (CNCCC), local governments, local CNCCC agencies, volunteers and third-party organizations are ACF's most important partners in this project.

Volunteer supervision is the core of the four-level supervision mechanism. In 2014, ACF launched its largest scale supervisory activity, involving 911 Amway volunteers, local governments, the media and charitable organizations to inspect all of the 1,705 Spring Sprout Kitchens currently in operation.

One Day in the life of a Spring Sprout Project Supervisor

- **Main character:** Cheng Shuyuan, a SSK volunteer supervisor
- **Task:** Go to Chongqing Qingjiang School and inspect the Spring Sprout Kitchen there for the condition and use of the kitchen equipment and the performance of the kitchen
- **Supervisory Experience:** Three years of experience as a SSK supervisor, has previously inspected 20 SSKs at project schools, travelling a total distance of 500 km



- **6:00am, June 5, 2014:** Cheng begins her journey.
- **8:00am:** Cheng starts to check the kitchen equipment for wear, check sanitary conditions, and make sure the samples of leftovers are marked with dates. She also checks to make sure the food in the two-layer refrigerator is stored properly.
- **11:00am:** An extra iron tube on the rice steaming cart attracts Cheng's attention. Cheng immediately informs the administrator that this modification is very dangerous, since the extreme pressure is likely to cause an explosive accident.
- **12:00pm:** Cheng talks with Jing Hong, the kitchen's student supervisor. Every day he records the lunch menu and the other students' comments.



2014 Supervisory Notes

On May 19, we inspected the Spring Sprout Kitchen at Xiangrui Hope Primary School. In the dining area, the dishes and the cooked rice were placed in a well-organized and clean manner at each service window. The children said that the meals were much fresher than before, and there was a lot more to eat than before.

Xiangrui Hope Primary School, Jia City, Chongqing Municipality Supervisors Liu Yuanhua & Cheng Jie



By Geng Yunzhang

Vice-director of the Publicity Department of County Party Committee of Hefeng, Enshi Tujia and Miao Autonomous Prefecture, Hubei Province

Like//@ACF: Supervision of the #SpringSproutKitchen# at Yanzi Center School, Hefeng, Enshi, Hubei has begun! A clean, sanitary kitchen is providing a variety of nutritious meals for the children, in the hope that they will grow up healthy.

2,162 hours

Hours of supervisors' voluntary service

1,539

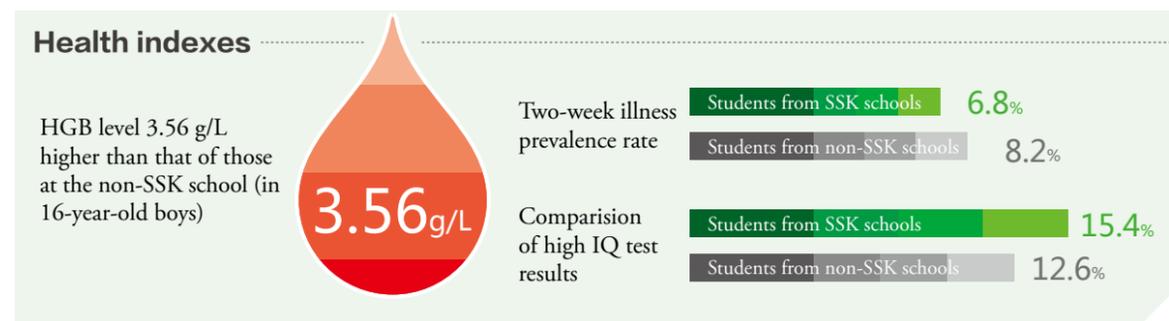
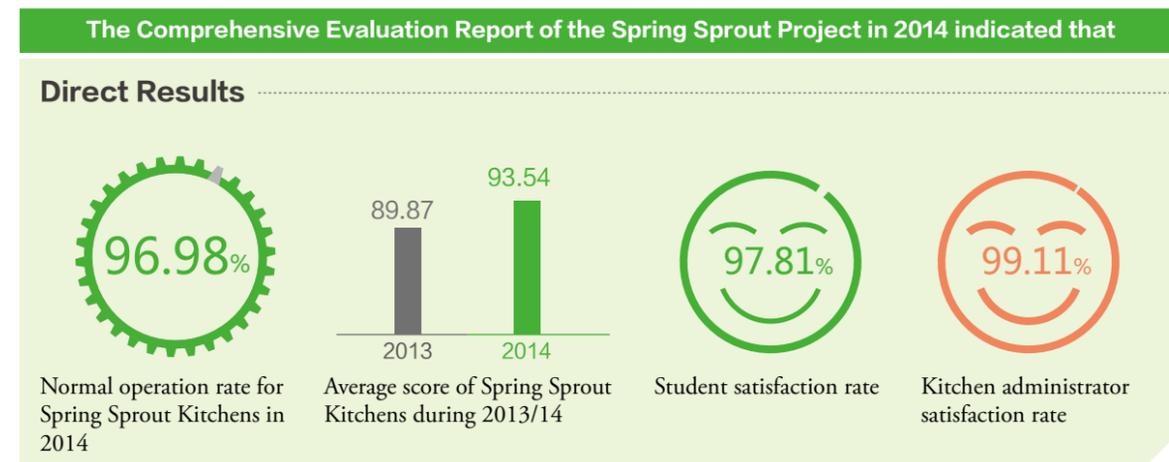
Effective questionnaires received



Scan QR code to watch the video "Spring Sprout Kitchens, Love in Every Ordinary Day"

The Success of the Spring Sprout Project, Data “Speaks for Itself”

Our charitable achievements have supported our confidence in the growth of the Spring Sprout Project. In September 2013, the Spring Sprout Project released its first evaluation report for the first stage of the Project. The Project then released its first comprehensive evaluation report in September 2014. This report included the Institute of Child and Adolescent Health of Peking University’s research into the health and physical condition of the students in schools with Spring Sprout Kitchens, and reported the results of that study.



Monetized social outcome

The rate of return of the charitable investment in the Project reached up to 79%, so that each 1 yuan put towards the project resulted in a charitable effect of 1.79 yuan.

“Like” Donations, Transmitting Love

In September 2014, the 3,000th Spring Sprout Kitchen was established in Xinjiang. Unlike the kitchens established before it, the entire cost of construction was raised through crowd funding.

Jin Shancha’s Feed

In order to show the children of Dengcaogou Middle School in Xinjiang love from all areas of society, the “Add 1 for the Spring Sprout Kitchens” internet campaign was launched. The campaign encouraged people to do their part for the Spring Sprout Project by being a one-time volunteer supervisor. After a nationwide vote, Jin Shancha, a popular food blogger, was selected to be this special supervisor.

During her two-day charity journey, she told the story of the Spring Sprout Kitchens to her thousands of fans through Weibo and WeChat. Many of her followers then asked her how they could donate books and clothes to these children. The Internet might be virtual, but love is real and tangible.



3,863 caring people participated in “Add 1 for the Spring Sprout Kitchens”
The activity raised a total of RMB 183,223.69



Scan the QR code to watch the video “A Michelin Chef’s Contribution to the Spring Sprout Project”

Michelin chef uses only RMB 10 worth of ingredients to make a nutritious meal for poverty-stricken children

With Spring Sprout comes health and a bright future

Imparting the power of change to more children, keeping them healthy and full of hope; this is the most basic purpose of the Spring Sprout Project and the driving factor behind social development.

A Childhood Game of Football

On the playground of Zhonglianchuan Primary School in Yuzhong, Gansu, there is an open area of yellow dirt, with two wooden posts that represent "goals". Although it is only half the size of a proper field, the children there love playing football. Despite the yellow dust, they practice here for over 2 hours a day.

A Spring Sprout Kitchen established in 2012 has provided nutritional support for the children. They run faster, and perform better in their studies. In both 2013 and 2014, four of the football players at Zhonglianchuan Primary School were admitted to Guangzhou Evergrande Real Madrid Football School.



Scan the QR code to watch the video "My Half of a Football Field"



A Dream of "Not Having to Carry Rice"

In 2014, Ban Mingchao, a 15-year-old boy from Tiandong County, Baise, Guangxi Province, was admitted to the county's leading middle school. At school, Ban consistently scores at the top of his class and has been elected as the class monitor. At home, every weekend he calls his parents, who are working far from home, and tutors his little brother and sister. Ban hopes that, through their studies, he and his siblings can all have better lives.

Three years ago, Ban's dreams were simply "to not have to carry rice to school", and "to eat hot meals". As a boarding student, he had to carry enough rice for the week when he left home each week. At the school kitchen, he and his classmates prepared their own meals. "Soybeans, rice and salt" – it was the same meal every day.

Then the Spring Sprout Kitchen changed everything. Ban's dreams of not having to carry rice to school and eating hot meals came true. In the intervening three years, with the help of the Spring Sprout Kitchen, he grew 20 cm and his academic performance just keeps getting better.



Thanks to the Spring Sprout Kitchen, Ban (in the middle) has a more colorful life.



The Spring Sprout Method provides a way to solve the problem of malnutrition among rural children in poverty-stricken areas, and it should not be difficult for the government to continue the Spring Sprout Project's work using this Method.

- Song Wenzhen, expert on China's children's problems

The contributions of the "Spring Sprout Project" go beyond the many malnourished children it has helped. It pioneered a new model bringing the government, charitable organizations and schools together to solve the issue of student malnutrition in poverty-stricken areas.

- Deng Guosheng, Professor and Director of Tsinghua University

Education

Childhood is a key period of growth and development. Protecting children and providing them with opportunities for participation, thus allowing them to reach their potential, establishes an important foundation for their lifelong development.

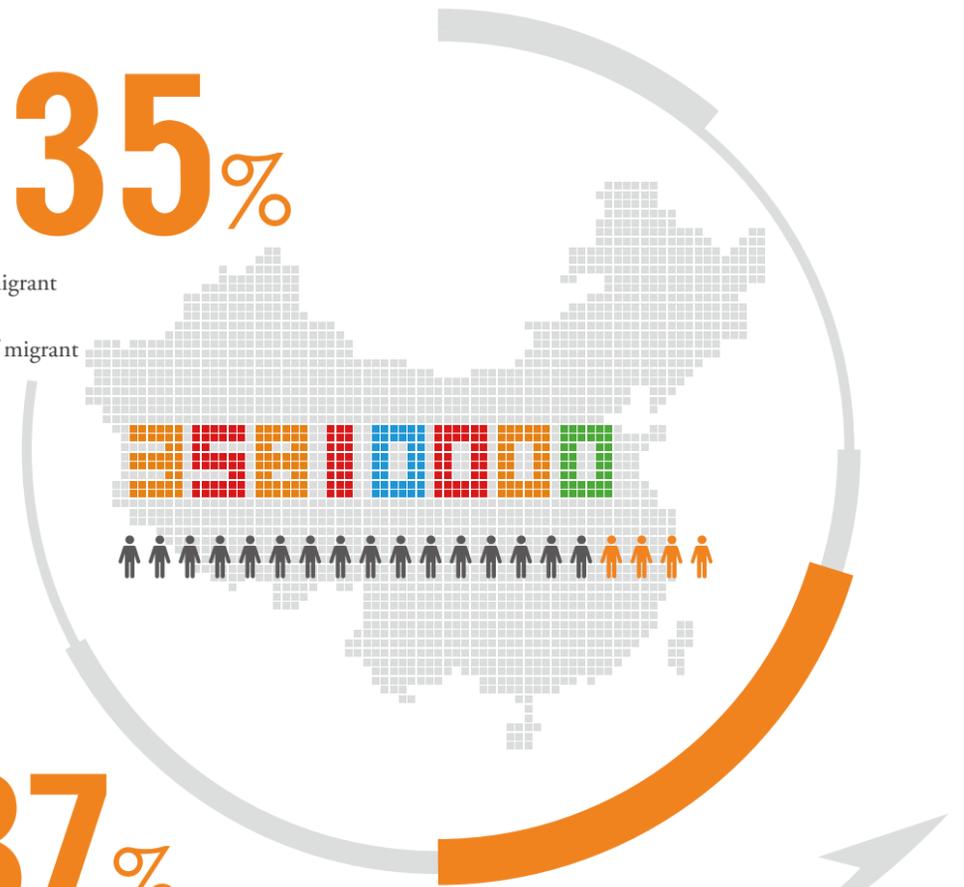
In the last 30 years, the Chinese charity industry has tackled issues such as "poverty", "dropouts", and "the Hope Project." Now it has begun to look into new theories and methods. We have come to focus on the growth and education of children, and to work towards the cause of children's growth and development. Children's developmental needs are increasingly becoming the core of the children's charity.

- [Research Report on Chinese Children's Charitable Needs \(2012\)](#)



80.35%

There are 28.77 million migrant children from rural areas, accounting for 80.35% of migrant children in China



41.37%

According to the estimate in the Tabulation of the 2010 Population Census of The People's Republic of China, the number of migrant children aged 0-17 from urban/rural areas was 35.81 million, 41.37% more than that of 2005, and numbers are still increasing.



Sunshine Project

Project Introduction: ACF has sponsored the establishment of Sunshine Activity Rooms in migrant schools and hosted Sunshine Groups and Child Safety activities, in order to promote the integration of urban and migrant children and to encourage happy growth and development.

Objective: Help children of migrant workers integrate by creating a better environment for them to live, learn and achieve.

Partner: China Young Pioneers Working Committee



Sunshine in 2014, Keeping Every Child Safe Way Home

If the children could really learn and remember something from a safety lesson, many tragedies would never occur. Based on the “Sprout Protection” safety education activity in 2013, in 2014, the Sunshine Project made “Get Home Safe” its annual theme. We hosted activities three topics most easily neglected by both children and their parents: “Household Appliance Safety,” “Safety on the Streets,” and “Self Defense.”



Learning About Safety Through Play

“I’m the outlet, where’s the electrocutor? Who’s the electrocutor?” On May 27, 2014, at Zhiqian Migrant School in Changping District, Beijing, the children were running around excitedly playing games. This was a lesson about “keeping safe at home.”

“Running into Danger” is always the children’s favorite game. The children are divided into two groups, with one group representing common injuries children are in danger of in everyday life, such as getting burned, falling, and electrocution; and the other representing the possible causes for these injuries.

Nine-year-old Qi Tian is wearing the sign for “Falling” and quickly “runs into” his classmates wearing the signs for “Stairs”, “Steps” and “Fence.” Whenever he sees another classmate make a mistake, he yells out, “That’s wrong. An electric iron would burn you not electrocute you!” With only fun, engaging games, children can commit the key points about safety to memory.





Everyone say "Child Safety"

Learning Something Real about Water Safety

"While we were practicing, we noticed that the moves the coach showed us are very difficult, so we need to practice more in the future," excitedly said one of the students at Jianshan Primary School of Tianjin on a June day. That day, the school had brought the children to the Rice Cube Sea World Water Park of Tianjin, to learn about water safety and how to prevent drowning.

"What should you if you are drowning? The first thing is not to panic, and swim towards the surface of the water as hard as you can, then take a deep breath and cry for help. If you see anyone in the water who is in danger, you should quickly tell the adults nearby." As he spoke, the coach demonstrated the rescue skills.

Situated learning or simulative scenes were some of the special features of this year's "Get Home Safe" educational activities. With the guidance of the Amway volunteers and their teachers, the children went to a swimming pool to learn water safety and rescue skills; to the fire station to learn how to escape from a fire; and acted out plays demonstrating how to see through the lies of a "shady stranger". These valuable activities show children how to identify and avoid danger in their everyday lives.

“ This is a good form of education that changes the student's habits and ways of thinking, and it is a solid guard for their safety.

- Xu Yun, Principal of Fuzhou Xiyuan Primary School

“ Nowadays, the issue of child safety has attracted the attention of our entire society. It's great that ACF started offering these courses.

- Mai Yue, journalist for Beihai Evening News, Guangxi

Friendly Community Project for Rural Children

Project Introduction: ACF helps target villages to establish family education centered charitable service facilities for the care of children, their protection and the promotion of local children's healthy growth and development. These facilities strengthen the ability of the parents of left-behind children and their temporary guardians to provide family-based education, improve parent-child relationships, and promote the healthy growth of these children.

Objective: Establish a community-centered comprehensive service system for left-behind children, which provides care and love by widespread participation from all areas of the society.

Partner: Women's Federation of Guangdong Province

- Invested: RMB **2.5** million
- Covered **26** villages (communities) in **6** cities in Guangdong, specifically Heyuan, Yunfu, Meizhou, Maoming, Jieyang and Chaozhou.
- Set up **46** volunteer service teams and **83** family education mutual-aid groups
- Benefited **100** thousand children



Establishing closer parent-child relationships: ACF hosted 263 parent-child activities; strengthened communications between migrant workers and their children.



Improving children's developmental abilities: Children's publications were read more than 210 thousand times; the children's outdoor activity area had more than 450 thousand visitors this year.

Caring for Children with Special Needs

Project Introduction: By offering financial support to volunteers across the country who aim to promote projects for children with special needs, help children suffering from serious diseases or handicaps to regain their health and grow up happy and healthy.

Objective: Accompany and care for children with advanced diseases, and relieve depression caused by illness.

Partners: Local children's hospitals, special education schools

Blind Children's Football Dream

There is a group of children blindfolded by an error of destiny that has doomed them to live out their lives in the dark of their imaginations. However, these children have never given up their pursuit of the light. They cherish their lives even more dearly, and dream big, hoping to create a future for themselves through football.

In order to help the children practice playing football, the volunteers taught the children to use their senses of touch

and sound. At first, the children could not imagine the scene of a football game; therefore, the "coaches" did their best to describe it with vivid and plain words, and had the children touch their legs so as to feel how the actions were performed.

The Amway volunteers from Tianjin also conducted an online poll entitled "Lighting up the Dreams of Children in the Dark", calling for more people to help and care for the blind children in different ways.



Blind children learning to work together under the guidance of the Amway volunteers from Tianjin

The Children's Hospital's "Little Apple"

One day in December, 2014, in the outpatient hall of Shanghai Children's Hospital, "Little Apple" suddenly filled the room and a group of Amway volunteers began dancing and singing to the music. After that, musicians from the Italian Philharmonic Orchestra suddenly appeared, and performed a professional "flash mob" show. The novel form and the joyful rhythm attracted the attention of all the sick children and their parents. They surrounded the performers and were led by volunteers to participate in the merriment.

At the same time, in the "Sunshine Room" of the General Surgery Ward on the 8th floor, Dan Ping, who had just undergone surgery, along with the other children in the ward, was eagerly awaiting the Amway volunteers and the musicians.



Amway volunteers from Shanghai joining hands with the Italian Philharmonic Orchestra to help the dreams of sick children come true



Volunteers

China Volunteer Fund

The China Volunteers Fund (CVF) was founded on February 27, 2012. The fund is jointly managed by the China Volunteers Association (CVA) and the Amway Charity Foundation (ACF). Its key purposes are to provide policy research on volunteering, train volunteers and support exemplary volunteer programs. Amway (China) contributed 10 million yuan to set up the fund, which is managed by a special committee - the CVF Committee. The fund mainly focuses on three tasks: research on volunteering, setting up awards to recognize volunteers and supporting exemplary volunteer programs. The establishment of CVF in 2012 marked a new level for ACF in volunteer management, service, and support for charitable organizations.

ACF relies on and leads the Amway (China) volunteer groups to widespread, active participation in many areas. ACF actively supports recruiting more youthful and informed volunteers. Through providing young volunteers with a variety of chances for volunteer service and multi-layer volunteer training programs, ACF encourages youth to create new methods of volunteerism, to raise the level of volunteerism, and make more contributions to society.

In 2014,
ACF hosted over **1,320** volunteer activities

Volunteers provided more than **180,000** hours of service throughout the year

Collected monetary and material donations worth more than RMB **900,000** 

-  **In 2013**
The "Professional Volunteer Support Institution" for the 3rd Beijing International Film Festival
The "Institution for the professional training and support of volunteers" for the 12th National Games of the People's Republic of China in Liaoning
The only corporate-sponsored volunteer team for the 9th China (Beijing) International Garden Expo
-  **In 2013**
ACF launched the "Caring Community" project, and established Caring Communities in 21 cities directly benefiting 51,916 people.
-  **In 2014**
ACF provided volunteer teams for the 1st "Capital Environmental Culture Week"



-  **2011-2014**
ACF provided volunteers for the Sunshine Project
-  **2011-2012**
ACF provided volunteers for the Rainbow Project
-  **2012-2014**
ACF provided volunteer supervisors for the Spring Sprout Project

Young People's Interpretation of Charity

Charity = True personality!

At work, Cui Ming is a professional make-up artist, with short hair, black, white and gray clothes, and stiletto heels; radiating an air of fashion and competence. After work, however, Cui's favorite shoes are a pair of flats, because, when she puts these on, she becomes the children's favorite 'big sister with big eyes'.

In her spare time, Cui is a dedicated volunteer, who participates in any volunteer activities concerning children. To help children in migrant schools integrate into the city, Cui participated in the "Exploring the City" activity hosted by ACF, guiding children through the city's museums. To teach the children safety skills, Cui shared her experience during the Wenchuan Earthquake with the children.



Scan the QR code to watch the video "Youth in Charity"

Supporting Events, Which Volunteer Service is Best?

Professionalism, We Can Do Better

In terms of large-scale events, as the political, economic, and cultural center of China, Beijing has no lack. The 9th China (Beijing) International Garden Expo received a total of 6.1 million visitors, with the highest number of visitors in a single day reaching 106,000. Such a sea of people represents an inevitable challenge.

Li Jian is an Amway volunteer. In order to provide more professional service, in addition to guiding visitors, handing out brochures, and helping the handicapped, Li voluntarily memorized introductions to the highlights of the Garden Expo, and helped train other volunteers.

There were only 40 volunteer service stations at the Expo, making it difficult for the visitors to find any of the stations in such a large crowd. After some research and discussion, the Amway volunteers put forward the idea of "establishing a mobile volunteer service station", so as to bring their services to any area with a large crowd. Their suggestion was accepted and played an important part in the volunteer service for the Expo.

Being a volunteer makes me happy



Liao Dan from Beijing

I hope to give my love and care to more people who need it, and, through my support, my love and my light, allow them to feel the sincerity and goodness of the world.



Feng Yanjie from Henan

Moving forward on the road of charity, it doesn't matter how far or how fast we go, only that every step is solid and sound.



Huang Gaowei from Zhejiang

I hope to help more people, to spend time with children who have learning difficulties and make them feel safe and warm.



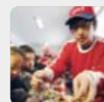
Guo Shuai from Shanxi

I hope to expand the scale of the charity to all of society's vulnerable groups.



Ma Chao from Jilin

Let's continue as Amway volunteers with a new passion, and turn our love into actions that will change the future.



Yang Meng from Liaoning

I hope that our activities can bring about change in the children's lives.





Promoting the Development of Philanthropy

In 2004, China put into place the Regulations on Foundation Administration. This marked a turning point in the development of philanthropy in China. From that point on, non-public foundations emerged in large numbers. As of today, there are more than 2,467 non-public foundations in China, exceeding the number of public ones.

ACF is firmly convinced that the growth of every charitable organization hinges on the development of philanthropy as a whole. So, in 2013, the China Philanthropy Talents Development Program was launched. It has been called the "Innovation Factory" for the charity sector.

China Philanthropy Talents Development Program

Project Introduction: The China Philanthropy Talents Development Program is the first grassroots charity professionals training program under the leadership of the government. ACF will invest RMB 10 million over three years (2013-2015) in order to provide the charity sector with a continuous supply of well-trained professionals.

Objective: To seek out and train leaders in the charity sector, fund individual and institutional development, and establish a qualification system for charity professionals.

Partners: China Charity & Donation Information Center (CCDIC)



Focus on New Media Resources and Communication in 2014

In 2014, trainees from the "China Philanthropy Talents Development Program", took on a large range of projects. Among these projects, the "innovative social" charity project that applied business thinking to solve social issues became a new angle for youth participation.

2014's courses covered a charitable organization's entire developmental process, including integrating resources, internal management, project administration, communication, advocacy, and the use of social media.

The dual-tutorial system is a unique feature of the "China Philanthropy Talents Development Program", under which a philanthropy tutor provides technical guidance, and a commercial tutor provides support for the sustainable development of the organization. This helps charitable organizations to be more professional, and achieve more sustainable development.

900



Applicants received. The most applicants among similar kinds of development programs.



50



Charity professionals trained every year

10



Charity leaders selected every year

1,000,000



Grants given in support of NGO development

Top 10 Trainees of 2014

Liu Bing, Yiwei Youth Philanthropy Development Center of Beijing

You Fangqiu, China (Dalian) Guide Dog Training Base

Hui Na, Handicapped Paper-Cutting Studio, Lianhu District of Xi'an

Huang Yong'ni, Guangzhou Volunteer League

Zhang Li, Gansu Xin Yu Xing Social Work Service Center

Zhang Huibo, Urumqi Xinfu Volunteer Commune

Ying Yinyin, Yi Ci Xin Center for Juvenile Aid of Cangnan, Zhejiang

Chen Hong, Shanghai Qingyi Social Worker Service Center

Yan Yixin, Suzhou Blue Sky Volunteer Service Center for the Needy

Yan Weijie, Handa Social Workers Service Center of Lianshan, Sichuan

"Charity Nuts" Broadening Your Horizons

In 2013, in Cangnan County of Zhejiang Province, Ying Yinyin, the director of a large company, made a bold decision: to quit her job, and establish the Yi Ci Xin Center for Juvenile Aid, which provides legal services and psychological counseling for juvenile prisoners, the children of prisoners and homeless juveniles.

"What do they mean to you?" In the beginning stages, Ying's project faced a lack of understanding, support, and especially of trust. But Ying did not give up.

During a philanthropy talents class in 2014, a group of charity nuts broadened Ying's horizons. The model of her charitable cause was spread far and wide by her classmates. "Now we have received invitations from government departments within Zhejiang and from other provinces to set up local offices. The Department of Civil Affairs of Zhejiang Province has also announced that they are going to use our model at all their locations. Participating in the program extended our organization from a small city to cover the entire country," said Ying.



Application Requirements

- 1 Hold an administrative position of middle level or higher in a charitable organization within the country
- 2 Be over 25 years of age
- 3 Have at least three years of experience in charity



Monitor Your "Philanthropy Talents" Program Application and Status



2014

2015

Financial Summary

2013

2012

2011

Audit Report

BEIJING TIAN ZHENG HUA CERTIFIED
PUBLIC ACCOUNTANTS

Beijing Tian Zheng Hua Certified Public Accountants
Suite 909, 9th Floor, Shangdu International Center
No. 8 Dongda Qiao Road Chaoyang District Beijing
CHINA
Tel: (086-010)58700585
Fax: (086-010)58700738
Post: 100020

Audit Report

ZHENGHUA ZHUANSHENZI [2015] No. 16

To the Amway Charity Foundation,

We have audited the attached financial statements of the Amway Charity Foundation, including the December 31st, 2014 Balance Sheet, the 2014 Statement of Financial Activities, the Cash Flow Statement, and the Notes on Financial Statements.

1. Management's 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's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the 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.



BEIJING TIAN ZHENG HUA CERTIFIED
PUBLIC ACCOUNTANTS

Beijing Tian Zheng Hua Certified Public Accountants
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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 31st, 2014, the results of business activities and cash flow in 2014.



BEIJING TIAN ZHENG HUA CERTIFIED
PUBLIC ACCOUNTANTS
(General Partnership)



Chinese Certified
Public Accountant



Chinese Certified
Public Accountant



Beijing, China

January 28, 2015

Financial Information

Attachment 1

Balance Sheet

Prepared by: Amway Charity Foundation December 31, 2014 Monetary unit: RMB

Assets	Line No.	Balance at beginning of the year	Balance at end of the year	Liabilities and net assets	Line No.	Balance at beginning of the year	Balance at end of the year
Current assets:				Current liabilities			
Monetary assets:	1	83,642,149.99	53,100,395.33	Short-term loans	23		
Short-term investment	2	-	-	Accounts payable	24	671,536.26	997,006.05
Accounts Receivable	3	1,203,564.19	197,084.54	Wages payable	25	-	-
Prepayment	4			Taxes payable	26	9,967.33	13,846.31
Inventory	5			Deposit received	27		
Deferred expenses	6			Accrued expenses	28	22,750.00	6,318,978.60
Long-term debt investment due within one year	7			Anticipated liabilities	29	-	-
Other current assets	8			Long-term liabilities due within one year	30		
Total current assets	9	84,845,714.18	53,297,479.87	Other current liabilities	31		
				Total current liabilities	32	704,253.59	7,329,830.96
Long-term investments							
Long-term equity investment	10			Long-term liabilities:			
Long-term debt investment	11			Long-term loans	33		
Total long-term investment	12	-	-	Long-term payables	34		
				Other long-term liabilities	35		
Fixed assets:				Total long-term liabilities	36		
Original value of fixed assets	13						
Minus: Accumulated depreciation	14			Investment liabilities			
Net value of fixed assets	15	-	-	Investment liabilities	37		
Construction in progress	16			Total liabilities	38	704,253.59	7,329,830.96
Heritage and Cultural Assets	17						
Liquidation on fixed assets	18			Net assets:			
Total fixed assets	19	-	-	Unrestricted net assets	39	83,602,029.70	45,418,110.02
Intangible assets:				Restricted net assets	40	539,430.89	549,538.89
Intangible assets	20			Total net assets	41	84,141,460.59	45,967,648.91
Assets from investments							
Assets from investments	21			Total liabilities and net assets	42	84,845,714.18	53,297,479.87
Total net assets	22	84,845,714.18	53,297,479.87				

Attachment 2

Statement of Financial Activities

2014

Prepared by: Amway Charity Foundation Monetary unit: RMB

Project	Line No.	Balance for the Previous Year			Balance for the Current Year		
		Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
1. Incoming including:							
Donations	1	14,333,030.57	31,426,524.60	45,759,555.17	13,207,240.52	22,808,506.00	36,015,746.52
Membership Fees	2	0.00	0.00	0.00	0.00	0.00	0.00
Services Provided	3	0.00	0.00	0.00	0.00	0.00	0.00
Commodity Sales	4	0.00	0.00	0.00	0.00	0.00	0.00
Government Subsidies	5	0.00	950,000.00	950,000.00	0.00	0.00	0.00
Investment	6	0.00	0.00	0.00	0.00	0.00	0.00
Other income	7	2,600,659.91	0.00	2,600,659.91	1,969,096.70	0.00	1,969,096.70
Total income	8	16,933,690.48	32,376,524.60	49,310,215.08	15,176,337.22	22,808,506.00	37,984,843.22
2. Expenses							
(1) Event/Project Expenses	9	73,210,587.57		73,210,587.57	74,016,844.00		74,016,844.00
(2) Administrative Expenses including:	16	755,097.95	0.00	755,097.95	988,011.28		988,011.28
Employee salaries and benefits		115,212.95		115,212.95	300,097.42		300,097.42
Operational expenses		639,885.00		639,885.00	687,913.86		687,913.86
Depreciation of Fixed Assets				0.00			0.00
Taxes				0.00			0.00
(3) Fundraising Expenses	17	669,164.42		669,164.42	1,153,799.62		1,153,799.62
(4) Other expenses	18			0.00			0.00
Total expenses	19	74,634,849.94	0.00	74,634,849.94	76,158,654.90	0.00	76,158,654.90
3. Conversion of restricted net assets to unrestricted net assets	20	31,837,093.71	-31,837,093.71	0.00	22,798,398.00	-22,798,398.00	0.00
4. Fluctuation of Net assets (if net assets were reduced, we denote it with "-")	21	-25,864,065.75	539,430.89	-25,324,634.86	-38,183,919.68	10,108.00	-38,173,811.68

Attachment 3

Cash Flow Statement

2014

Prepared by: Amway Charity Foundation Monetary unit: RMB

Item	Line No.	Amount
1. Cash flow from business activities		
Cash received from donations	1	36,015,746.52
Cash received from membership fees	2	
Cash received from services provided	3	
Cash received from commodity sales	4	
Cash received from government subsidies	5	
Cash received from other business activities	6	2,940,576.35
Sub-total of cash inflow from business activities	7	38,956,322.87
Amount put toward donations or financial support	8	66,306,072.79
Amount paid to employees or for employees	9	2,397,764.73
Amount paid for goods and services	10	
Amount spent on other business activities	11	794,240.01
Sub-total of cash outflow for business activities	12	69,498,077.53
Net cash flow from business activities	13	-30,541,754.66
2. Cash flow from investment activities:		
Inflow from recouping on investments	14	
Inflow from investment returns	15	
Inflow from disposal of fixed assets and intangible assets	16	
Inflow from other investment activities	17	
Sub-total of cash inflow from investment activities	18	
Outflow to acquire fixed assets and other long-term capital	19	
Outflow for foreign investment	20	
Outflow for other investment activities	21	
Sub-total of cash outflow for investment activities	22	
Net cash inflow from investment activities	23	
3. Cash flow from fundraising activities		
Inflow from loans	24	
Inflow from other fundraising activities	25	
Sub-total of cash inflow from fundraising activities	26	
Outflow for debt repayment	27	
Outflow for debt interests	28	
Outflow for other fundraising activities	29	
Sub-total of cash outflow for fundraising activities	30	0.00
Net cash inflow from fundraising activities	31	0.00
4. Impact on cash and cash equivalents from floating exchange rate		
32		
5. Net increase of cash and cash equivalents	33	-30,541,754.66

Monetary Capital

Type	Currency	Balance for the Previous Year	Balance for the Current Year
Cash	RMB		
Bank Deposits	RMB	83,642,149.99	53,100,395.33
Total		83,642,149.99	53,100,395.33

Note: Bank Deposits include a fixed deposit of RMB 44,500,000.

Cost of Business Activities

Item	Amount Incurred in the Current Year	Amount Incurred Last Year
1. Project Donations		
Spring Sprout Project	62,967,951.28	48,939,357.78
Earthquake Donations	1,000,000.00	6,500,000.00
Sunshine Project	2,209,737.76	3,231,815.45
Volunteer service projects	44,370.60	4,763,356.80
Projects with China Development Research Foundation		2,917,500.00
Caring Community		2,067,453.81
Friendly Community Project for Rural Children	500,000.00	400,000.00
Youth Community Work Points	791,853.40	394,883.93
Rainbow Dream Centers	400,000.00	
China Philanthropy Professional Development Program (Ministry of Civil Affairs)	3,288,540.00	
Other Projects for Children		3,996,219.80
Local Projects	2,364,819.47	
China Volunteer Fund	404,929.49	
Other Projects	44,642.00	
.....		
2. Cost of Providing Services		
.....		
3.		
.....		
* Taxes and additional costs from business activities.....		
Including: Business Tax		
Value-added Tax		
City Construction Tax		
Additional Educational Expenses		
.....		
Total	74,016,844.00	73,210,587.57

Note: Under the items Project Donations and Cost of Providing Services, all detailed items are disclosed.

Large-sum Donation Income

This list shows individuals and groups who accounted for more than 5% of the Foundation's total revenue in terms of donations for the entire year

Donors	The Current Year			Last Year		
	Restricted	Unrestricted	Subtotal	Restricted	Unrestricted	Subtotal
1. Amway (China) Co., Ltd.	7,071,864.38	12,928,135.62	20,000,000.00	18,782,164.01	14,217,835.99	33,000,000.00
Including: Monetary Donations	7,071,864.38	12,928,135.62	20,000,000.00	18,782,164.01	14,217,835.99	33,000,000.00
Material Donations						
2. Founders Council Members of Amway (China) Co., Ltd.	4,043,100.00		4,043,100.00	3,605,100.00		3,605,100.00
Including: Monetary Donations	4,043,100.00		4,043,100.00	3,605,100.00		3,605,100.00
Material Donations						
3. Amway Business Owners (ABOs)	9,181,527.00	180,655.40	9,362,182.40	6,266,976.99	91,779.58	6,358,756.57
Including: Monetary Donations	9,181,527.00	180,655.40	9,362,182.40	6,266,976.99	91,779.58	6,358,756.57
Material Donations						
4. Public	1,731,214.62	93,032.50	1,824,247.12	945,686.90	21,075.00	966,761.90
Including: Monetary Donations	1,731,214.62	93,032.50	1,824,247.12	945,686.90	21,075.00	966,761.90
Material Donations						
.....						
Total	22,027,706.00	13,201,823.52	35,229,529.52	29,599,927.90	14,330,690.57	43,930,618.47

Fund Raising Summary:

As a non-public-funded foundation, ACF follows the provisions set forth in the Foundation Management Regulations, and raises funds from specified groups of people including Amway (China)'s ABOs, employees and preferred customers. In 2014, ACF raised RMB 36.02 million in donations.

Internal Fundraising Spring Sprout 100 Hearts Monthly Donation Program

Raised a total of

RMB **7,470,000**



The "Spring Sprout 100 Hearts" monthly donation program encourages ABOs and PCs to donate RMB 100 every month to support the "Spring Sprout Project".

Matching Donation Program

Raised a total of

RMB **4,050,000**



ACF, in cooperation with Amway (China), provides a Matching Donation Program aimed at the company's ABOs. To encourage them to become more involved, for every donation from an eligible ABO, the company will donate the same amount to the same charity project as that of the ABO's donation.

Employee Donations

Raised a total of

RMB **790,000**



Organized and mobilized by Amway (China), Amway employees actively made donations to ACF's charity programs.

Charity Sales

Raised a total of

RMB **240,000**



ACF, in cooperation with Amway (China), organized charity sales in which all of the revenue was donated to ACF for the Spring Sprout Project.

External Fundraising

Spring Sprout Special Fund

Raised a total of

RMB **26,360,000**



Spring Sprout Special Fund of the China Next Generation Education Fund: ACF opened a "Spring Sprout Special Fund" with the China Next Generation Education Fund in order to further leverage public resources to help rural children in poverty-stricken areas.

Other

Raised a total of

RMB **1,820,000**



ACF also received extensive support from the general public.

Internet-based Support Platform



Specialized Funds:

Since its establishment, ACF has received support from many caring people in society. They are generous, have a strong sense of social responsibility, and consider giving back to society their duty. ACF works together with all of these caring people to help poverty-stricken children enjoy a happy childhood.

12

2011 to 2014
Four caring people and eight caring couples generously donated their money to set up 12 specialized funds

RMB 935.3

By the end of the year 2014,
The specialized funds altogether had reached (including matching donations from Amway) a total of RMB 9,353,000

156

which sponsored the building of 156 Spring Sprout Kitchens

80,000

This amount benefitted around 80,000 students in impoverished areas



Governance

Standardized Internal Governance

I. The Board of Trustees Meeting Minutes and Resolutions

In 2014, both the Sixth and the Seventh Sessions of the First Board of Trustees were held, in which trustees reviewed and evaluated the significant events that occurred in 2014, and released five written resolutions, including:

- 01 Approval of ACF Work Reports for the first half of 2014, and the Work Plan for the second half of 2014;
- 02 Approval of the ACF Financial reports for the first half of 2014;
- 03 Approval of the addition of Ms. Jenny Zhai as a Vice Director-General of the ACF Board of Trustees;
- 04 Approval of the 2015-2016 ACF Financial Plan.
- 05 Agreement to adjust the registered capital in 2015 to RMB 50 million.

II. Audit Committee Report

In 2014, the members of the ACF Audit Committee, according to the Foundation Management Articles and ACF Articles, supervised the meeting attendance, procedures and the compliance of the foundation's operational management in 2014. They confirmed that meeting attendance and procedures conformed to specifications, documents were provided in full, and thus the resolutions made were valid.

Recipients of Large Sum Donations to Charitable Projects

Project Name	Recipient	Amount	Percentage of Total Annual Expenditure	Usage/Purpose
1. Spring Sprout Project	Shandong Kingbetter Commercial Kitchenware Co., Ltd.	50,479,073.00	68.20%	Procurement of Kitchen Equipment
	Child Development Center of China National Committee on Care for Children (CDC - CNCCC)	5,588,000.00	7.55%	Training for Kitchen Administrators
.....				
Total		56,067,073.00	75.75%	

To the knowledge of the Audit Committee, the suppliers and sponsors mentioned above have no connection with Amway (China) Co., Ltd. or with any administrative personnel from the Amway Charity Foundation.

Related Transactions

Name of Involved Party: \

Name of Involved Party: Amway (China) Co., Ltd.

Name of Legal Representative: Audie Wong

Relationship to ACF: Sponsor; major contributor of members of the Board of Trustees; main donor

Nature of Related Transaction: Donation

Amount of Related Transaction: RMB 20 million

Major lawsuits: None

Major purchase or sales of assets: None

Hiring or firing of professional agencies: None

Punitive incidences against board or administrative personnel: None

Crisis management/ Media Responses: None

A Perfect Information Disclosure System

ACF maintains active and open communication with all stakeholders and the general public. At regular intervals, ACF submits accurate, timely, complete work reports, sales performance and financial audit reports to supervisory and auditory departments; voluntarily discloses the foundation's revenue from donations, the progress of all projects, its development direction and its views to the public; publishes the core content of its annual inspection in the Ministry of Civil Affairs' appointed public newspaper; and voluntarily participates in the evaluation of social organizations under the leadership of the Ministry of Civil Affairs.



In 2014, for the third year in a row, ACF was honored with the title of "Outstanding Organization in Transparency of Charitable Information"

Channels for information disclosure:



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

Donors' Visits and Communication



- ACF Project Newsletters
- Project Progress Report
- Expenditure Report
- Participant Schools' Original Application Materials
- Project Feedback from Schools
- Photo of the Dedication Plaque acknowledging the donor's contributions
- ACF Publications
- ACF Audio-Video Materials



Communication Materials Provided for Key Donors, including Project Progress Reports

In 2014, ACF organized 34 key donors to go on seven visits to Spring Sprout Kitchens.

Strict Internal Control Management

ACF applies its sponsor, Amway's, experience in the management and operation of a multinational corporation to the management of the foundation. We are continuously improving the management systems for each of the foundation's projects, though supervising processes, risk control and brand management, in order to increase standardization of the foundation's operations, lower and prevent management risks, and increase the influence of the brand.

In 2014, with the Ministry of Civil Affairs evaluation, ACF amended the internal management system, project management processes and standards, as well as the Project Management System of the Amway Charity Foundation.



Honors We Have Received



2014

Out of over 400 possible charitable organizations, ACF was listed for the second time on Forbes' Best China Charities List



2014

After evaluation by a national-level social organization assessment committee, the Amway Charity Foundation received 4A-level Foundation Rating



2014

ACF received CCTV's Sparking Hope Annual Charity Ceremony Charitable Organization Award

Looking to the Future

In 2015, China entered into the “New Normal” and the age of “Internet+”. As a non-public foundation, we have to constantly consider how we can welcome change, seize opportunities, create even greater social value, promote development, and use projects’ influence to inspire greater social impact and participation. For 2015, we have three developmental directions:

First: Establish a comprehensive children’s nutrition support system.

In addition to continuing to aid poverty-stricken children through charity projects, this support system will also serve as an “initiator” and “promoter”, to contribute to the development of the entire children’s nutrition sector.

In 2015, we will develop a new project offering supplemental nutrition for

children aged 3-5 in poverty-stricken areas. We will also set up a nutrition education system, to increase students’, parents’ and teachers’ knowledge about proper nutrition. We are also going to establish an “Internet-based information platform” to further supervise and improve the quality of school meals. To promote research, we will use the Nutrilite Charity Children’s Nutrition Institute as a platform to attract social contributions to children’s nutrition. We will also cooperate with other authoritative institutions to publish the Map of Children’s Nutrition in China, which will include children’s malnutrition in poverty-stricken areas and children’s over-nutrition and nutritional imbalance in urban areas.

Second: Enhance our ability for sustainable development.

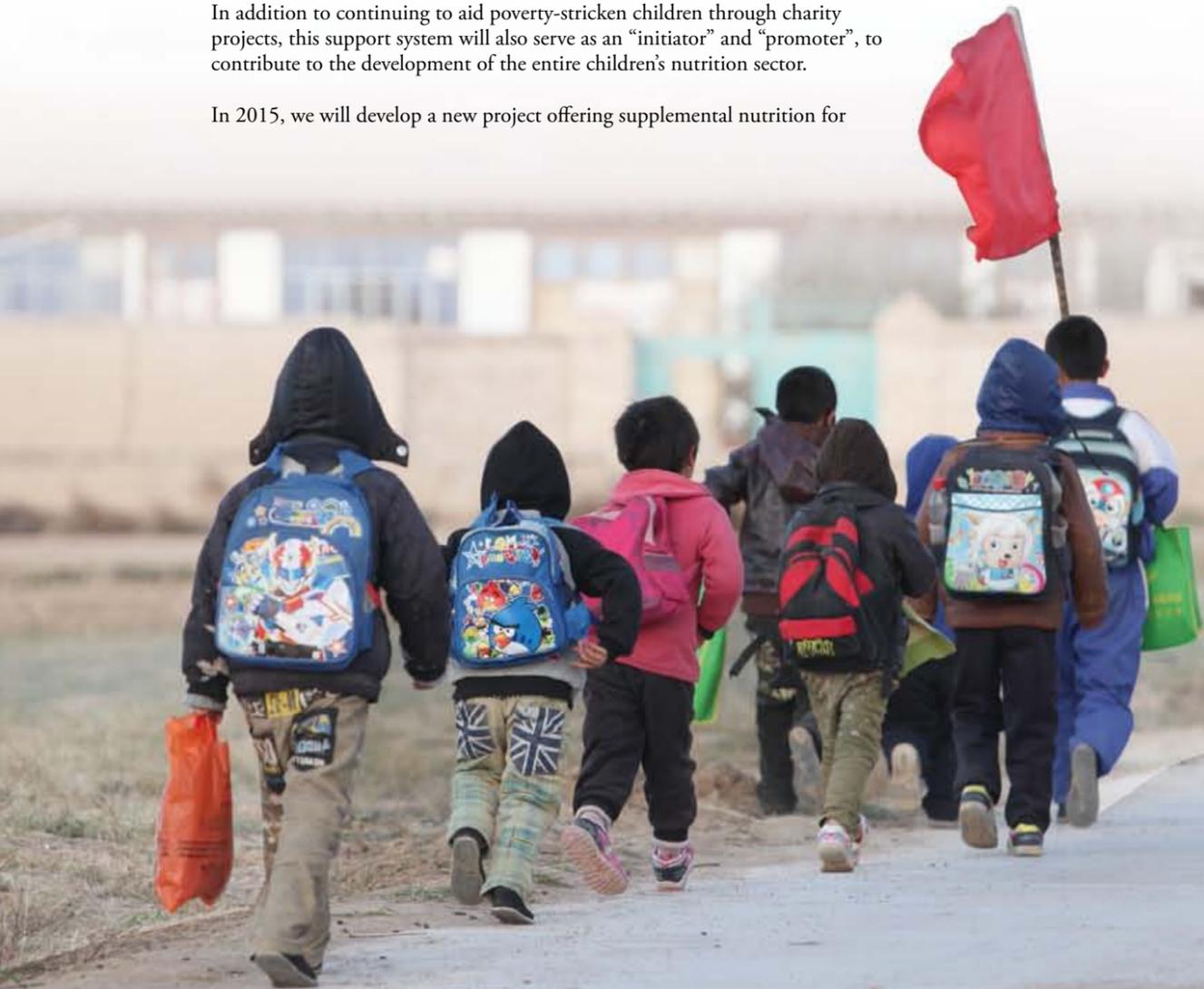
The development of any charitable organization requires a constant expansion of resources and the attraction of more influential support. For a non-public foundation, this is especially true. As such, ACF works tirelessly towards continuously strengthening its ties with international organizations and outstanding charitable organizations, fundraising online, and participating in resource exchanges and corporate cooperation.

At the same time, we also need more participation and support from the general public. On the one hand, we need to continue to increase our transparency and spending efficiency. But transparency alone is not enough. What the public really wants to see is improvements in spending efficiency. On the other hand, during our project launches and operations, we should focus creating a system and atmosphere wherein everyone is involved in the charitable cause, so as to increase projects’ attractiveness to the public and the public’s participation.

Third: Create a multi-dimensional influence matrix.

In 2015, we will launch a series of communication activities to promote charity through social media and internet broadcasting, in order to attract more attention from society and encourage participation in the cause of children’s charity.

ACF will also promote the development of the entire charity industry through strengthening philanthropy talents professional training and driving industry communication. A third session of the “China Philanthropy Talents Development Program” will be held, to continue providing outstanding charity professionals via innovative training. At the same time, we will work with the China Philanthropy Research Institute of Beijing Normal University to hold the “Outstanding Philanthropist” selection event, to encourage and spread modern philanthropic concepts, and to cultivate and acknowledge outstanding professionals in philanthropic communications.





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



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