

# Amity Outlook

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Amity's  
philanthropy  
heart



愛德基金會  
THE AMITY FOUNDATION



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### ON THE COVER:

Grandpa Lin and Grandma Qin got married in early days. At that time, there was no such things as wedding photos. They were longing for a set of wedding photos. Now, their dream comes true in Amity International Philanthropy Valley Nanjing Care Home.

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## Social innovation and sustainable development in China

**C**hina has entered a new era of development, while unbalanced and inadequate development still persists. In future, China will seek more balanced and sustainable development in economic, social, cultural and ecological aspects. In this context, we are positioned to explore “new philanthropy” with the theme of social innovation and sustainable development.

In recent years, profound changes have taken place in China's social system and structure. The third sector is growing stronger with the support of the government. As one of the actors in social governance, social organizations are incorporated into the national governance system and playing an active role in bidding for rational distribution of social resources. On the other

hand, social organizations are establishing cross-sectoral cooperation among the government, the market and the social sector, providing innovative solutions to solve complex social problems. That said, social organizations, as a service provider for public product and a new power, is contributing to the sustainable development of a harmonious society.

Social organizations in China will usher in a broader space in areas such as targeted poverty alleviation, education innovation, employment promotion, social welfare, health care, ecological protection, and community governance. However, they are still in the initial stage as a whole. Imperfect structure and governance, insufficient operation alignment, lack of innovation and social credibility are all challenges for Chinese social organizations. We are still far from meeting the needs of our society in sustainable development.

How social organizations can take opportunities and cope with challenges remains a question for all players in this sector. In my opinion, it is necessary to start with supply-side structural reforms, to render a bottom-up elimination of uneven development.

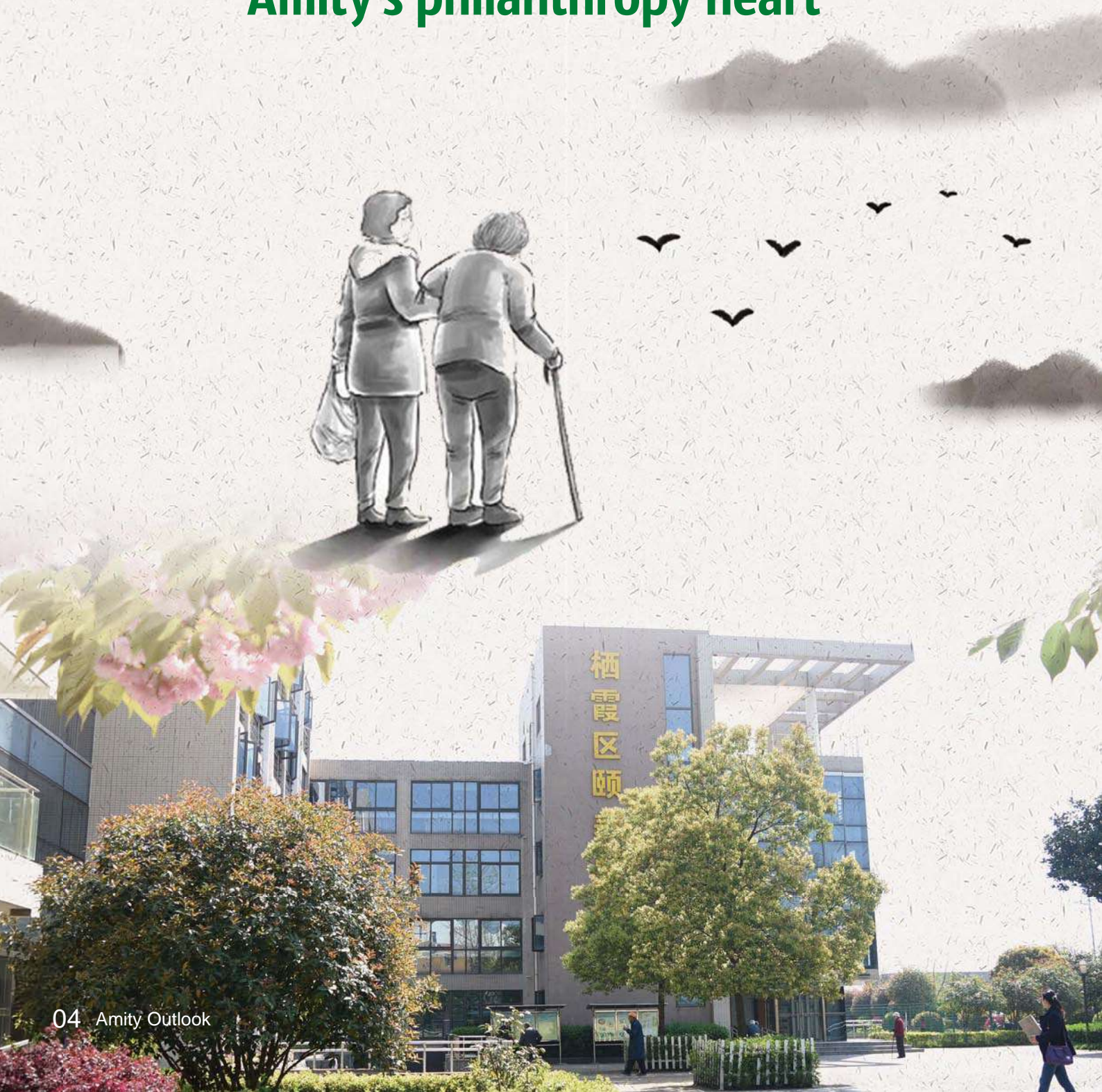
Amity is willing to unite with all actors in the society, follow the social needs and changes, rely on the international experience, and discover a path for social innovation and sustainable development in China.



Qiu Zhonghui  
Vice Executive Chair of the Board  
General Secretary



# Amity Philanthropy Valley, Amity's philanthropy heart





## Remarkable progress made during five years of work

Grandpa Lin had a dream. He and Grandma Qin got married in early days. At that time, there was no such things as wedding photos. Grandpa Lin was longing for a set of wedding photos with Grandma Qin. Now, their dream would come true in Amity International Philanthropy Valley Nanjing Care Home.

It was a sweet day. The bride was attired in white wedding gown and the bridegroom was in suit and tie. They both looked sharp and fresh. Makeup artist, cameraman, and several volunteers were ready. In the blessings of everyone, they shot the first set but most amazing wedding photos in their lives. Looking at the smile on the face of the old couple, staff felt that all the hard work the staff had been through was worthwhile.

Every day and everywhere in Amity Philanthropy Valley, service like this is always offered.

In September 2012, Amity Foundation cooperated with the Civil Affairs Bureau of Qixia District of Nanjing to initiate the “Amity International Philanthropy Valley Project”. After five years, Amity International Philanthropy Valley has developed into an organization that combines home-based care, community support, and organization-based care together. Amity Philanthropy Valley has a team of over 100 multi-disciplinary members, including doctors, nurses, rehabilitators, dietitians, nursing assistants, social workers and other professionals and operates an array of care service centers.

Amity International Philanthropy Valley operates two



△ Nanjing Qixia Home for the elderly

government-run care centers: Nanjing Qixia Home for the elderly and Nanjing Baguazhou Home for the Elderly, which serve those elderly enjoying five guarantees (i.e. food, clothes, medical care, housing, and interment), elderly without family and elderly with disabilities.

Moreover, Amity philanthropy Valley operates Nanjing Amity Care Home, which is a AAAA level elderly care center, and Amity Nursing Home, which serves elderly with incapability and dementia.

In addition, under the support of Qixia District Civil Affairs Bureau, Amity sets up a “Virtual Elderly Care Home” where elderly may call staff members through a specially established calling system while providing professional guidance and assessment on 108 elderly service centers across the district.

In an effort to explore new community governance models, Amity formed a Jollyhome Service Center and Amity Social Work Service Center.

## All-round innovation integrating medical care, elderly service and nursing care

In the past five years, under the joint efforts of all employees of Amity International Philanthropy Valley, a total of more than 15,000 elderly people were served and various services were offered, including customary service like painting training, singing club, reading club and brain gym and special group service like art therapy, sensory training and employee relief.

Whenever a festival comes, Amity Philanthropy Valley's staff will orchestrate and organize shows and events for the elderly. Besides, staff also helped the elderly to go out for medical treatment or helped those with disabilities or dementia for rehabilitation training. To improve the efficiency of rehabilitation service, staff improved service model by adding disability and dementia training groups. Moreover, fresh forces, i.e. volunteers, were invited to assist in activities like singing club, brain gym and blood pressure monitoring. "We are trying to make them feel at home, feel being cared and beloved." Said staff at Amity International Philanthropy Valley.

Amity Foundation has paid much attention on elderly care and has been committed to providing professional service physically and psychologically. Moreover, Amity is constantly exploring new modes for service for the elderly. In October 2015, Amity Foundation and Jiangsu Provincial Hospital signed an agreement to jointly establish an elderly center named Amity Nursing Home, which integrated medical care, elderly care and nursing service together. As Amity knows that elderly care is a social project, it contributed over RMB 14 million in the nursing home while Jiangsu Provincial Hospital provided comprehensive medical, nursing and technical support. Both planned to work together to

establish a care center with exemplary management and service within two or three years.

"Amity is committed to creating a diversified elderly service model: elderly care center -nursing homes – hospitals, which refer to different levels of care respectively. Elderly people in relatively good health condition are welcomed to the nursing home while those with bad health conditions may receive medical treatments in hospitals," said Mr. Qiu Zhonghui, General Secretary of Amity Foundation. "This is the first time that Amity Foundation cooperates with tertiary grade A hospitals to provide medical and nursing care for seriously ill and incapacitated elderly people. As elderly care and medical service was supervised by civil affairs administration and health department respectively, the cooperation represents a wider cooperation between two authorities, which is of great significance. We hope it is a milestone, as it starts the new mode of integrating medical care, elderly care and nursing care in Nanjing."

"Jiangsu Provincial Hospital will provide comprehensive medical care support free of charge, especially on nursing staff medical training and regular visits by specialist doctors." Said Xu Liangze, head of the Department of Geriatrics of Jiangsu Provincial Hospital.

In 2016, for purpose of medical safety control, Amity Nursing Home, with the philosophy of "patient-centered management", aligned the whole medical procedure with the nursing home's core system, including medical records maintenance, drug delivery, and procurement procedures. The procurement plan is formulated based on the use of drug to ensure the safety and reliability of clinical medications.





△ Feeding the elderly



△ Taking a walk after lunch



△ Talented team

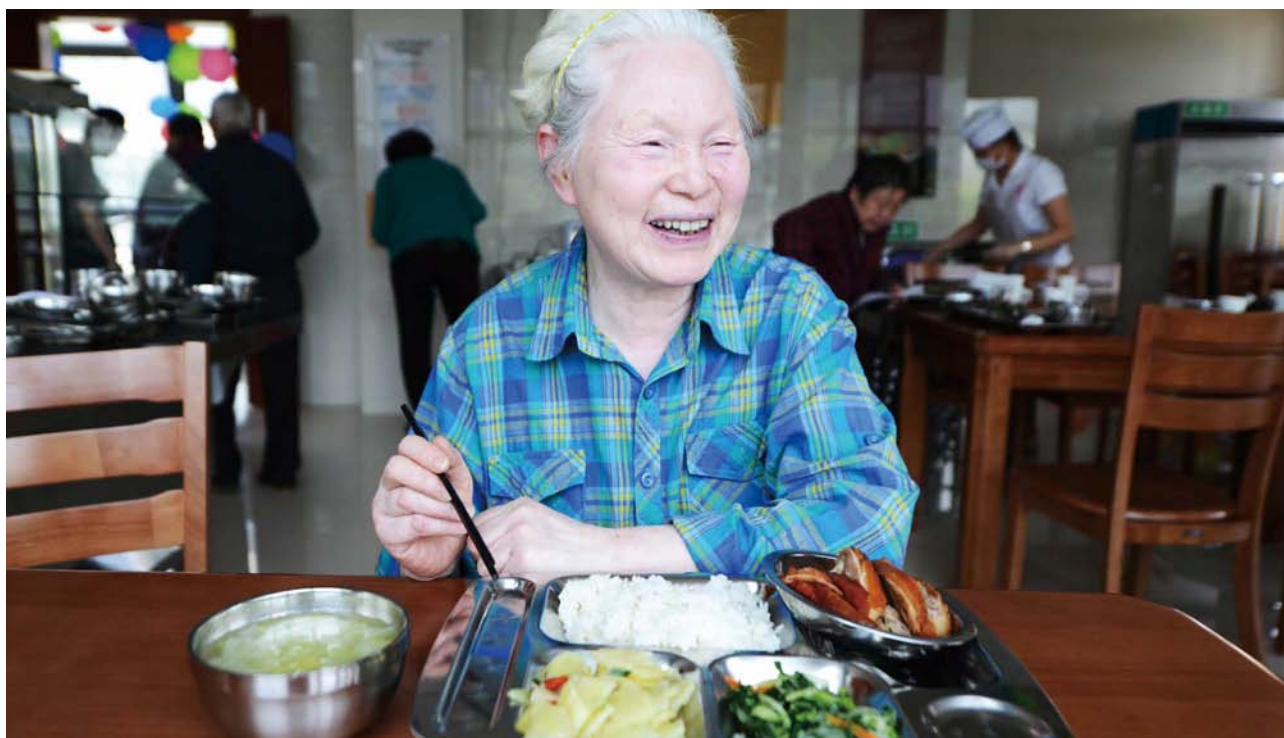


△ Free medical service



△ Honors

## Featured projects and personalized service



△ Delicious meal for the elderly

**Y**ears of experience in the communities make Amity clear that only demand-oriented projects can have vitality.

“Lunch is ready!” After hearing the sentence, elderly people waiting in the lounge of the Nanjing Kuaiyijie Home-based Elderly Care Center stood up and headed towards “Papa and Mama’s Canteen” at noon of 2 September. Here, 20 elderly residents, some with disabilities, are provided with free lunch.

“Papa and Mama’s Canteen” is a community charity project initiated by Amity Foundation in conjunction with the Qixia District Virtual Nursing Home. The project team visited more than 60 communities in

Nanjing and directed more than 30 elderly service organizations. It took the team about half a year to conduct detailed investigations. Through crowdfunding, it has raised funds with platforms including Tencent Charity, Jiangsu News Broadcasting FM937, Taobao Charity, and Ant Financial Services, and relying on the Nanjing Home-based Elderly Care Service Center it has been providing free lunch for vulnerable elderly people living alone, or with disability and mental disabilities.

Since 2015, the project has collected nearly RMB 6 million in total, and has provided an estimated 500,000 lunch-helping services for nearly 2,000 elderly people. It is deeply loved by the elderly and has received a warm response from the community.



## Call for social attention

In providing service, Amity staff found that many elderly people who were supposed to be enjoying their family life suffered illness, poverty and loneliness. To help them, Amity is planning a one-on-one targeted support. Through this way, more people may experience charity personally and more resources can be called to be allocated to this sector.

In 2017, on the Double Ninth Festival, Amity Foundation joined hands with Jiangsu News Radio to hold a grand feast. This event witnessed the launch of the "Caring for the Elderly" program and aimed to call for public attention in targeted senior citizens support. At present, the project is still in progress.

Advocacy is another focus of Amity's work. Amity has held three international seminars for elderly service. By inviting professionals from both home and abroad, Amity held



△ Staff feeding the elderly

dialogues on the conditions, trends, policies and practice of elderly service, and relevant education and innovation. This kind of dialogue has received wide support and attention from the government, professional associations, and institutions, and provided an open and equal platform for all participants to exchange ideas and in-depth thinking. This, in turn, will improve the capacity of social organizations fundamentally.



△ Performance during the feast



# Amity Philanthropy Valley - brand projects

## The Yao Fang Men project

**T**he Yao Fang Men project is initiated jointly by Yaohua street community and Yao Fang Men Charitable Foundation, and organized and supervised by Amity Jollyhome Service Center. Based on "Papa and Mama's Canteen" program, the project aims to provide home-based elderly care service in 13 communities in the district.

Services under the project are divided into packages while companies will purchase such packages as they wish. Based on the food provision network, Amity social workers extends professional services for the elderly and set up mutual support system for those elderly who live by themselves. On the other hand, companies also contribute to the project by providing financial support and involving staff in service. In this respect, employee awareness on social service is enhanced and public images of those companies are improved.



△ Haircut service



△ Handwork workshop

## Days of Love - experience the life of being old

Established in 2013, “Days of Love – Experience the Life of Being Old” Center is the first center in Nanjing for the public to experience aging. The theme of the design was “To: My Future Self”. Through the use of specially designed equipment, visitors experience a sample of what it is like physically to be aged. Specifically, the equipment restricts movements in order to help young people understand vicariously the physical and mental conditions of the elderly. In addition, multimedia, virtual dialogue, puzzle games and other forms of engagement were created to enhance public awareness, understanding and thinking on dementia.



△ Words on the paper: "Please leave the seats to your future self" (this slogan raises awareness offering seats to the elderly)

## Papa's and Mama's Canteen project



△ Amity staff distributing food to the elderly

Papa and Mama's Canteen is a community-based program initiated by Amity Foundation jointly with Alibaba Group and implemented by Qixia District Virtual Nursing Home (one of Amity's service entities). The project, through online fundraising process, provides funds and project guidance on community-based lunch support for the elderly. Based on professional social work, it aims to provide help for over 1,000 senior citizens in Nanjing, starting from a single lunch.

## Central Kitchen project

**C**entral Kitchen is a project created and driven by needs from the elderly. Before, Amity only offered meals for organization-based elderly service in Qixia Home for the Elderly and Amity Care Home and provided meal support for home-based elderly service in Xigang community. Now, as we constantly receive catering requests, the existing service has been expanded to meal delivery in the two surrounding areas. In addition, our meal delivery service for our Virtual Home for the Elderly and Dingjiazhuang Shanshui Park brought convenience to all the staff, elderly, family members, volunteers and construction workers.



△ Staff packaging meals in the kitchen

## Knock Knock on the Door project



△ Community volunteers exchanging work experience and practices

**I**n 2016, Amity received a district fund of RMB 80,000 to initiate the "Knocking Knocking at the Door" Community Support Program. The program aims to care for those elderly who live alone and in difficulties. In implementing the program, Amity formed a volunteer team, who, together with Amity JollyHome staff, visit those elderly regularly and provide necessary help, including spiritual consolation, safety check, medical aid, shopping support, emergency assistance and meal support. Over time, the volunteers improved their professionalism and the idea of mutual help and self-governance is spread across communities.



## Community college for the elderly

**A**mity established a college for the elderly in Maigaoqiao Shanshui Park Community in Nanjing. The college is a community-based education space created especially for those empty-nest elderly. Once enrolled in the college, empty-nest elderly are encouraged to walk out of their lonely hut to learn something, do something and achieve something. In addition, the college also set up a platform for the elderly, women and children living in the community to share life experience and study materials. Volunteers are involved a lot in the program to provide service and professional skills. Interactions, happiness, knowledge... whatever you want, you can find it here in the Amity College for the Elderly!



△ "I graduate from the college!"

## Friends for Dementia project



△ Street exhibition

**T**he project aims to create an inclusive, friendly, convenient and safe living or travelling environment for people with dementia and their families through the development of individual or group of volunteers to help them and their families to live a better life in the communities. We aim to build a dementia-friendly city in the long-run.

## Caring for 1,000 at-risk Elderly



△ Poor living conditions

As China has stepped into an aging society, elderly service becomes more important than ever. It is the responsibility of the whole society to take good care of the elderly, improve their quality of life, enable them to live in a harmonious family with friendly neighborhood. Under the guidance and support from the government, Amity, through its brand project Amity International Philanthropy Valley, encourages individuals and enterprises to support and help 1,000 elderly people, including those living alone, losing spouse, with disabilities or with incapacities, to raise public awareness and to create an elderly-friendly society.



△ Home visit for need assessment

## Establishing a shelter of love for the old solitaires

**G**randpa Zhang suffered a miserable childhood. His father passed away in early years and mother left him after marrying another man. Lacking family affection, grandpa Zhang couldn't get rid of loneliness through his lifetime. What's worse, he is bothered by diseases. High blood pressure, rheumatoid arthritis and cataracts prevented him from managing daily trifles or taking care of himself. He lived an extremely tough life, even with support from the local government. Often, his only food for a day was some plain rice.

After knowing this, social workers from Amity Philanthropy Valley coordinated to provide medical care for Grandpa Zhang. Later, they looked for a job for him in the community to help him make some living. In addition, daily necessities donated by a local biotech company were brought to him at his home.

Grandma Xu, in her 90s, also lives alone. In a simple and shabby shelter, she only has some pieces of broken furniture. Due to her old age, Grandma Xu is unable to clean her shelter. Inside her room, the air smells musty. What makes it even worse was that, the toilet was a cesspool, outdated, far in the backyard and without any safety fixture. Walking around the house, stepping on the slippery ground, and using cesspool without handrail – every action was dangerous, especially for such an old lady.

After knowing her difficulties, social workers from Amity International Philanthropy Valley invited Grandma Xu to join the “Papa and Mama’s Canteen” program. There, she is provided with meals. On the other hand, warm-hearted people donated a potty chair, so that she doesn't need to go outside anymore. Grandma Xu was relaxed and she applauded the workers with smiles.



△ Grandpa Zhang sitting in his house



## Our popular childish Grandma Wang

If you have seen Grandma Wang, you would not believe she's 97 years old. Most elderly people, especially those who have witnessed dramatic changes of the world, could not behave like innocent children. Grandma Wang is an exception. Usually, she sits quietly at the table, staring at her dolls, like an innocent little girl. You have no idea what she's thinking about. A knock at the door or some footsteps often arouse her curiosity and drag her out of daydream. "Oh it's you. Welcome!" no matter you are a stranger or an intimate friend, she will extend her warm welcome. You won't find out this lovely lady, in fact, is suffering from Alzheimer's disease until you engage in a short conversation with her.

Grandma Wang is so old that she cannot remember many things. What fills up in her memory is her children. She will jump for joy at her son's visit. Whenever Grandma Wang sees her son, she becomes so excited. She tries her best to share with him everything remained in her memory. However, a few seconds later, she will become a stranger again: "Hi boy, I am so glad that you visit me! I am Grandma Wang, so who are you? Where are you from?" Although her son makes every effort to help her pick up memory, she just smiles like a shy girl not knowing what's going on.

When it comes to the time to say goodbye, Grandma Wang would become upset. Usually at this time, Amity staff would appear. Starting a new conversation or showing some toys can quickly distract her from being upset. After a few minutes, with all those wise tricks, Grandma Wang becomes a curious and happy kid again.

We call Grandma Wang "an elderly child". She sometimes



△ Happy Grandma Wang

breaks adults' rules or principles like a naughty child. For example, she is found of "collecting" things, even from other people's rooms. Moreover, it is a tough task for Amity staff to take back her "treasurable collections". Crying, screaming or even lying on the ground, Grandma Wang takes all kinds of measures to keep "her collections". Always, she refuses to give reasons or to communicate. Usually in this case, social workers will try to talk to her by playing with her like parents and children, until she is sent back to her room safely.

Although Grandma Wang is 97 years old, she is one of the least to worry about the health conditions. In Amity Care Home, her favorite activities are exercise and kicking balls. She takes morning exercises every day, following social workers' demonstrations. She is also an excellent football player among elderly people. See, she has been awarded by all staff in Amity Caring Home as the "Player of the Home". We welcome you to visit naughty Grandma Wang in Amity Caring Home and she is worthy of her name!

## I'm so happy that you are here by my side

Usually, people treasure kinship more than friendship. But in the community service center of Shanshui Community in Qixia District of Nanjing, it is not the case. Bearing Amity philosophy, spirit and mission in mind, Social workers in the center are devoted to the community service. They serve the residents, not for money, not for fame, but for the words “I’m glad that you are here by my side.”

Uncle Cao is 65 years old. he lives alone with depress after his wife passed away. The first time that Amity social workers met Uncle Cao was last October. At that time he was stricken down by the misfortune. He stayed at home all day, refusing to talk to anybody. Moreover, he did nothing to get out of his depression. One day, everything went to the bright side, when he was invited to join the chorus organized by Amity. Step by step, with the joy brought by the chorus, Uncle Cao slowly got rid of the deep sorrow. Smiles appeared on his face again. Later, Uncle Cao participated in the meal provision program. With nutrition, he looks much better now.

Uncle Zhang and Aunt Jin just moved into Shanshui Community this May. Both of them were empty-nest elderly - those elderly whose children live separately without taking care of their parents. They were in bad physical conditions and did not have any acquaintance in the community. Knowing the fact, Amity Foundation figured out a solution to provide them with door-to-door service.

“A few days after we moved into Shanshui Community, some kind people from the service center visited us. They measured our blood pressure and reminded us of safety issues. Even in the hot days in summer, they continued their door-to-door service. We feel the warm welcome from this community that no community we lived before can compare with,” said Uncle Zhang.

Grandpa Ding is 88 years old. He lives alone in Shanshui Community. Like most old men, the biggest problem for him is cooking. “The food provided by Shanshui Community is pretty good, healthy and delicious. And Amity social workers provide excellent services. I am so happy that there are so many nice people in Shanshui Community.”

There is no shortcut for serving the elderly, only by love can we make a better future.



△ Careful service

## Perseverance in scorching weather

**A**fter 8 days of high temperature over 35°C (~95 °F ), the City of Nanjing stepped into higher scorching heat of 40°C (~104 °F ). Nanjing Meteorological Observatory continuously issued high temperature red warning signals from 22 July to 27 July. During the week with temperature extremes, many companies grant high temperature leave to their personnel, especially service providers like restaurants and shops. However, here, Nanjing Amity Care Home, was an exception. “The elderly need us,” said the staff, who insisted voluntarily on providing 24 hours of service for the elderly.

Doctors and nurses here work on three shifts, arranging insulin injection, dose before meal, nasogastric feeding, replacing drainage bag, wound medication and oral care according to specific physical condition of each elderly. Despite the rotated duty, detailed work schedule was tight and work was counted to minutes and seconds, keeping them busy and laborious.

Apart from the medical care provided by doctors and nurses, the nursing assistants – we call them “nursing aunts” - are responsible for all details in daily life of the elderly. From cleaning rooms to feeding meals, from guarding and accompany to soothing feelings, nursing aunts are facing all kinds of tasks and challenges every day. From 8 am to 8 pm and gain from 8 pm to 8 am, each nursing assistant works 12 hours a day, making them an extremely important force in the Amity Care Home.

“Their work looks trivial, right?” Wang Na, an Amity staff of Amity International Philanthropic Valley said to us, “But every job requires a lot of effort. In order to take care of those elderly with disabilities, nursing aunts need to go to

the canteen to get the food to the restaurants on each floor, and then start feeding the elderly who are not able to care for themselves. Besides, special patience is needed during feeding to prevent the elderly from indigestion. A mouthful each time, and do it slowly, no hurry.”

Unexpected occasions happen all the time. For instance, some elderly refuse to eat because of the sultry weather and sometimes they lose their temper by throwing bowls and chopsticks away, making nursing aunts’ clothes dirty. Usually at this time, without being angry, a nursing aunt would immediately clean the surroundings, calm the elderly down and try to make him/her having more food like calming a baby. The nursing aunt would always finish all this before starting taking care of her own clothes.

Cleaning remains an important but tiring work. There are 40 rooms on each floor but only one nursing aunt is arranged for the cleaning work. Nanjing is a city having humid climate. For typical Chinese, especially old people, it is a custom to air blankets and bed sheets regularly under sun even in summer. The nursing aunts respect the custom in spite of all the difficulties walking up and down in such a hot weather with blankets and sheets. Moreover, close watch is always necessary. Whenever there is anything not right with any elderly, immediate response is a must.

Except doctors, nurses and other professional staff, Nanjing Amity Care Home also has a team of support and administrative personnel to take care of daily affairs, such as gate keeper, cleaning staff, canteen staff, cashier and social workers of Amity International Philanthropic Valley. Their contribution and perseverance allow the elderly to enjoy life quietly.



Step into Amity Care Home, you'll see the dedicated doorman who checks out every person and every car in and out of the yard and makes records. He always runs for meals and to bathroom to quickly go back to his job.

The cleaning ladies work very hard, sweating in the sunlight. Some of them love and respect their working clothes so much that they would wear their own clothes during working hours and change back to working clothes after cleaning.

If someone asks you where is the hottest part of your apartment in the summer? The answer must be the kitchen. When everyone else is avoiding the high temperature, the kitchen staff still need to keep aside the cooking ranges, to cook for the elderly. They get up at 4 am every day, cooking, serving, distributing and washing dishes, three times a day... The sweat soaked their clothes over and over again.

The canteen staff always serve the elderly first. After the service is finished, they will sit in the kitchen, start their own meals by taking food left, and then start preparation for the next meal immediately.

The cashiers for the dispensary checked the data carefully in a compartment without air-conditioning, making sure nothing went wrong.

Amity social workers renovate the living spaces for the elderly by coloring the wall and put up decorations, trying to cool the atmosphere from the visual aspect. Moreover, various entertainment activities are organized by social workers to release pressure for the elderly and help them get relaxed.

Under the temperature of nearly 40 °C , staff of Amity Caring Home keep on their posts, "baked" by the sun, with the only purpose to provide better services.

Working staff of Amity Caring Home may be ordinary, but not dull; They may be individual, but not weak. Their efforts and contribution pay off for sweet smiles.

No matter what occupation people are holding, working under heat is always difficult, especially for those who engage in front-line work. We hereby, on behalf of the Amity Philanthropic Valley Nanjing Caring Home, salute to all working staff who stick to their posts! You are the most beautiful people in the heat!



△ Serving meals



△ Free medical service



## Hospice care: true heart matters more than capability

**A**t the third international seminar on elderly service, I was much impressed by the speech of Prof. Claudia Lai from the Hong Kong Polytechnic University on hospice care. It benefits me a lot.

Although Prof. Lai's research is aimed at nurses who care for dying patients, the inherent philosophy is very much alike with that of our social work. True heart matters more than capability.



## Be need-oriented: be sensitive to the needs of clients and our own

From Professor Lai's sharing, I learned that the dying may have so many "psychological activities" and concerns that may impose pressure on nurses. The mental state of the dying and nurses may influence each other. Therefore, when facing our clients, we should keep being sensitive. Timely assessment on the needs of the clients is a must, including physical and psychological, and visual and potential needs. On the other hand, having an eye on ourselves - how we may react in this situation, what we can do for our clients, what the potential influential factors are, and where our limitations are - is important too. Only in this way can we provide appropriate and effective services and balance the relationship between work and life so as to avoid harming ourselves.

Being a manager or supervisor of a social work institution, we should be sensitive to pressure or harm that may attend to our employees. Guidance and support can bring relief and psychological adjustment. More respect, care and support towards our employees will empower them to serve those in need.

## Positive perspective: see the positive side in hardship

While both the dying and nurses will be struggling, suffering and experiencing complex mental states when facing the problem of "existing", positive perspectives can be discovered. In the process of service, social workers shall also take a positive perspective and find outlets in difficulties. In this way, the clients will see values and hopes of life.

For example, during our elderly service, there are labels on the elderly that they are frail with negative attitude or they are burdens on their families. But from our perspective, the elderly are experienced, full of expectations, considerate, and willing to do handwork while those elderly with dementia usually behave cuddly. So, we teach them to make hair accessories, skin-care masks and do nails, and developed special projects such as college for the elderly, elderly amusement club and friends of the Alzheimer's, to reshape the cognition from the society, and to create colorful elderly lives.

## Start from the bottom of heart: true heart matters more than capability

Nurses and social workers in China are engaged with heavy workload every day. Usually there are too many "tasks" to be completed. Well it is real and cruel. So sometimes, we may pay more attention to skills than heartfelt warmth, which is the simplest but the most important thing. If one day I am too old or weak that I need to be taken care of, I definitely don't want to see cold faces and purely professional work. I will expect a heart that discovers my needs, understand my weakness, chat with me with smiles, give me small surprises, share my joy or worry, and discuss life and death with me. Moreover, if possible, I would like to do something for them just like they do for me. I hope we are not workers and clients, but family and friends.

Li Xiaoxia

Director of Amity Philanthropy  
Valley Community-based Service Center



## The first “Rainbow Book Club” established in Anyue



△ Watching videos



△ Reading

On October 10th, the first “Rainbow Book Club” under Amity “E-action” program, donated by Shanghai Railway Administration Shanghai High-speed Train Section, was established at Wanquan Primary School in Tiefeng Village, Anyue County, Sichuan Province. On the same day, another “Rainbow Book Club” under E-action was set up at Longping Minzu Primary School in Jianshi County, Hubei Province, which was contributed by Nanjing Little Swan Arts Centre.

Different from other library programs, the target group of “Rainbow Book Club” is primary school students. So most books provided in the club are cartoon books that have psychological support suitable for children from 7 to 12 years old. These books focus on topics including life education, emotion management, development of adversity

quotient, self-cognition and interpersonal relations. By vivid pictures and easy-to-understand words, these books tell simple and touching stories, allowing children to identify and understand themselves, to know solutions to eliminate conflict, and to learn proper behaviors in different situations. Finally, by reading these books, they can finally achieve the goal of knowing themselves, valuing themselves and improving themselves.

Another feature of the program is the introduction of “Group Treatment Room”, in which children may use any posture during reading as long as they like. In this relaxed and comfortable way, children will go into and focus on “a world of books” to explore a better self.

# Translators selected for children's book of UN sustainable development goals

To advocate the UN goals of sustainable development and its concepts, Amity Foundation is devoted to the translation and localization of a children's book "Fairy Tales for a Fairer World".

Amity Foundation invited pupils from several primary schools to read the trial translation of the candidates and to select the language they like. Now Amity staff have finished the scoring process. To ensure a direct, transparent and visualized reflection of opinions from the children, Amity staff used the way of face-to-face communication, providing opportunities for more children to express their ideas in person.

In recent two weeks, with the goal to share about UN sustainable development goals, Amity staff completed the process to ask children to vote for their preferred translation. The activity was carried out among five primary schools in Nanjing, including Nanjing Hankou Road Primary School, Nanjing West Street Primary School, Nanjing International School, Nanjing Lixue Primary School and Nanjing Foreign Language Primary School Xianlin branch. More than 300 pupils participated in the votes for four candidates, of which 299 votes were valid.

Two translation versions were regarded as the most popular among the children. We invited their translators—Jin Rong and Lu Yixin to be the translators for the book.



△ Pupils are participating in the program actively



# International Forum on Social Innovation and Sustainable Development



△ About 200 experts and practitioners attended the first Amity-Heren International Philanthropy Forum

On 7 to 8 of November, the first Amity-Heren International Philanthropy Forum was held in Nanjing. More than 50 practitioners and scholars from seven countries and regions presented, discussed and exchanged ideas on China's advancing public welfare and charity sector. The forum was jointly organized by the Amity Foundation and the Heren Charity Academy of Nanjing University. About 200 participants attended the main-forum on Social Innovation and Sustainable Development and the six related sub-forums.





△ Liu Yajun, Deputy Director of Jiangsu Provincial Civil Affairs Department

In the Opening Address Mr Liu Yajun, Vice Director of Jiangsu Civil Affairs Department congratulated the Amity Foundation for organizing the first Amity-Heren forum, creating a platform for government departments, Chinese Social Organizations and academia to exchange. Furthermore, he emphasized the importance of bringing actors together and stressed the significance of the third sector offering advice and suggestions for norms and government policies. He pointed out, that social organizations are main actors for good governance and innovation of the society.



△ Qiu Zhonghui, General Secretary of the Amity Foundation

Mr Qiu Zhonghui, Executive Vice Chair of the Board and General Secretary of Amity explained that important and profound changes have taken place in China's social system and social structure in recent years. Social organizations are already playing an important role in social governance in the modern China. He added that there is increasingly frequent cooperation and close relations between the market and the social sectors. Social organizations are more and more actively promoting cross-border collaboration.



△ Professor Chen Youhua, Heren Charity Academy, Nanjing University

Chen Youhua of Heren Charity Academy said in his keynote speech, that China is shifting to a moderately prosperous society and that socialism with Chinese characteristics has entered a new era. Social innovation will have more theoretical and practical significance all over the world regarding population, economy, society, resources, environment and sustainable development. "I believe this Forum will certainly enhance academic exchanges and the sharing of practical experience, both at home and abroad, and raise awareness and reflect on social innovation and sustainable development."



△ Professor David Horton Smith, Emeritus Professor of Sociology at Boston College

Zhou Xiaohong, professor of Nanjing University highlighted in his speech that the first Amity- Heren Forum is a forum for cooperation. In the future an annual forum will be an important benchmark of exchange in the philanthropic field. Overseas keynote speaker David Horton Smith, one of the founders and leading scholars of volunteering research, explained the importance of volunteerism for sustainable development. He pointed out that 56 million estimated volunteering associations worldwide and additionally various informal acts of volunteering are a striving power, which contributes to development.



△ Professor Wang Ming, Director of Institute of Philanthropy, Tsinghua University

Professor Wang Ming of Tsinghua University reminded the audience of the new legislation that brought significant changes to the sector. Besides the Charity Law and the Law on Administration of Activities of Overseas NGO Working in the Mainland of China, the country has also modified parts of its previous Civil Law, which was in effect for 30 years. In his opinion, the General Rules of the Civil Law provide important guidelines for social governance. Moreover, Wang Ming pointed out the technological advancement through big data. In China the government shares these data and it can be used for research on enhancement of social governance. In Wang Ming's point of view, the Chinese society could be shifting from a harmonious society, which was mainly based on regulations to a phase of developing a beautiful society, which improves the quality of life, which also includes the spiritual and the charity aspect.



△ Professor Huang Haoming, China Global Philanthropy Institute, Board Member of the Amity Foundation

Professor Huang Haoming of China Global Philanthropy Institute put the focus on Chinese non-profit organizations 'Going global', entering the international sphere. Huang Haoming emphasized the capacity building effect for Chinese organizations by gaining international practical experience. Moreover, internationalization entails better personal networks and diversification of funds, including official development assistance (ODA) and corporate funding, given that social organizations are partnering with the government and enterprises.



△ He Wen, Associate General Secretary of the Amity Foundation

He Wen indicated some of the various challenges of the philanthropic sector in China. Although an increase of donations and research shows the enhancement of the society, there is still a lack of professional project management. There are still 43 million people who are living below the poverty line in rural China as well 14.8 million people living below the poverty line in an urban context. The number of donations is only 0.19% of the Chinese GDP in 2016, which makes China one of the least charitable countries in the world. Out of those donations only 21% are given by individual donors.

He Wen pointed out the important contribution of grassroots NGOs. Unfortunately, they are often lack of funding. Most funds that are raised in affluent regions are then again used in the same regions. Projects often receive the most exposure when they are emotionally attaching and the mass media is causing fragmentation of information that leads to a lack of deeper understanding of social issues. This brings the danger of an overemphasis of marketization and a neglect of providing quality service. Especially grassroots organizations are confronted with the disparity between quality of service and commercialization, the dilemma between doing good and marketization. Consequently, professionalism and distribution in China are still insufficient.



△ Social Innovation was one of the main topics discussed in simultaneous sub-forums

Over the two days the 50 attending experts were presenting and exchanging ideas in six sub-forums: international cooperation and global governance, CSOs development and community governance, Management innovation and leadership, Local exploration in management and system innovation, Cross-boundary integration and multi-innovation, social enterprises and public welfare innovations. During the closing session, Professor Xu Jialiang of the Shanghai Jiao Tong University said that NGOs should aim to change government policies and influence the government. Liang Zubin of the Hong Kong University called attention to the fact that social work has still a relatively low status



among university subjects. Lu Wanping of the Taiwan Bengonian Foundation shared her experience of working more than 30 years in this field in Taiwan. She explained that Taiwan's thriving civil society is confronted with a lack of resources, which leads to more dependency on the government and to less advocacy and grassroots participation.

Many of the topics and challenges are well-known and unsolved in developed countries as well as in other developing and emerging countries, too. In the end, Huang Haoming pointed out that Chinese social organizations should learn from the experience of Belt and Road countries. He also reminded the audience that global governance and participation by religious groups in social development will become more important. Such framework is provided by the Sustainable Development Goals.



△ Group photo of participants of the Amity-Heren International Philanthropy Forum

# Amity Foundation presented SDG efforts in Geneva

On October 13, 2017, the China Foundation Center (CFC) and the United Nations Development Program China (UNDP) organized an international conference in Geneva, launching the “Philanthropy for Sustainable Development in China” report in China. Initiated in early 2017, the collaborative project aims at comprehensively understanding the contribution of China’s third sector to the 2030 Sustainable Development Goals (SDG). Additionally, the report aims to provide recommendations for the further development of the Chinese philanthropic sector under the SDG framework.

The project analyzed 5,545 Chinese foundations’ 83,038 charitable projects that tackle issues related to the SDGs and published the findings in a report. Thereby the UNDP states on their website: “Through assessing the current SDG landscape of philanthropic actors in China, establishing the SDG philanthropy platform, and promoting the SDGs, the UNDP and CFC partnership represents a first step in mobilizing an increasing number of Chinese philanthropic actors to realize the SDGs. The project and the tools it provides aim at supporting the development of China’s philanthropic sector in support of sustainable development.”

Furthermore, the report contributes to the development of a SDG philanthropy platform, which enables foundations to search for relevant information and look for potential partners.

Xie Ying, senior staff of the Amity Foundation, Geneva office, gave a presentation on Amity’s efforts of implementing the 2030 Sustainable Development Goals



(SDG). Thereby she pointed out that the SGD framework provides a common discourse system for the different actors as well as different societal sectors to discuss and exchange.

She considered the sub-goals contained in the SDGs as useful reference for NGO’s project planning. And more importantly, the SDGs, with comprehensive perspectives, help NGOs to establish all-round solutions. “Adoption of the SDG framework ensures our keeping in the way to the target, and on the other hand, transmits our concerns to the global agenda.”

In the end, Xie Ying emphasized the importance of education and to expose children and youth to the SDGs: “The Sustainable Development Goals are related to the future to every individual and especially to the future generations.” Furthermore, Xie Ying advocated for cross-sectoral cooperation and the construction of a sustainable and inclusive society, which encourages the participation of diverse groups and to seek the greatest synergies for implementing the SDGs.

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The Amity Foundation is an independent Chinese voluntary organization founded in 1985 on the initiative of Chinese Christians to promote education, social services, health, rural development, environmental protection, disaster relief, and poverty reduction in the underdeveloped areas of China. Amity projects have benefited more than ten million people both at home and abroad.

The Amity Foundation has more than 80 full-time staffers at its Nanjing headquarters. Hundreds of volunteers work with Amity all over China. The Amity Foundation receives funds from partners abroad as well as in Hong Kong and mainland China.