

"Sports philanthropy": a new trend in social life





Contents

Time with the General Secretary

02 Sports philanthropy: a new way for social organizations

Special Attention

06 "Sports philanthropy": a new trend in social life

09 From "Hiking for Charity" to "Amity Cup": five years review on Amity sports philanthropy

12 Five trends for sports philanthropy

Amity Stories

14 Dr. Liu's opening of the "new home"

16 Ten years later, she finally "returns home" ...

19 The Mapan Peninsula crisis

Amity News

22 Mr. Qiu meets Ethiopian Prime Minister Abiy Ahmend

24 Mr. Qiu elected Vice President and Board Member of CCA

26 'Food and Water for Life!' seminar held in Hong Kong

29 Amity provides emergency assistance to flood victims in China

32 Amity responds to Yibin Earthquake in Sichuan



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ON THE COVER:

Under Amity "Table Tennis Champion Classroom" project, Amity provided table tennis equipment for children in Menglian County, Yunnan Province. With the equipment, children will have fun and take exercise.



Sports philanthropy: a new way for social organizations



Recently, “sports philanthropy” has become a trend in the Chinese third sector. “Doing sports while doing charity” and “I exercise, you donate” have become a new concept and a new lifestyle.

In this context, Amity Foundation has started to explore best practices in sports philanthropy:

In 2014, Amity launched a long walk event named “Philanthropy + Perseverance” with the aim to encourage the public, companies, media and other social forces to participate and support philanthropy.

Since 2016, as a philanthropic supporter, Amity has been working closely with well-known brands in sports events such as the Nanjing International Marathon to incorporate philanthropic elements.

In 2018, Amity launched the "Amity Cup" table tennis game. As a popular sport in China, table tennis, when combined with philanthropy, will spread the culture and concept of philanthropy widely and provide an open and friendly platform for donation and participation.

With five years of exploration, Amity Foundation has got some experience in this field. Besides, we have a better understanding for the reasons why sports philanthropy is booming.

Firstly, sports philanthropy meets common expectations of the "nationwide philanthropy" and "nationwide sports".

The emergence and development of Internet philanthropy since 2008, and the official implementation of the Charity Law of the People's Republic of China (hereinafter referred to as the "Charity Law") in 2016 have jointly promoted the coming of a nationwide philanthropy age.

In recent years, the government, as well as all walks of the society, obviously put a strong focus on "nationwide sports". In the same year that the Charity Law was promulgated, the government stated in its Healthy China 2030 - Planning Outline the significance of promoting health development in China. Therefore, over the past years, nationwide sports and nationwide fitness have become popular, and the word "sports" has been integrated into people's social life.

The coming of this era in China has made "philanthropy" and "sports" new choices for social participation. It is thus reasonable to combine the two aspects into "sports philanthropy".

Secondly, "sports philanthropy" is conducive to shaping a favorable relationship between social organizations and the public.

The well-known sociologist Mark Granovetter expressed in his "weak ties" theory that Internet social networks are a manifestation of "weak ties". The internet allows countless people to break boundaries of time and space and make information transmission and resource exchange faster and wider. However, compared with "strong ties", this "weak ties" features low intimacy, low number of exchanges, and unstable relationships. In the era of

internet, the relationship between social organizations and the public turns from strong ties, built by trust which is generated by face-to-face contact and common philosophy, to weak online ties connected only by the philosophy of philanthropy. That is why, problems such as the low number of recurring donations, less active users and low intimacy become the bottleneck for social organizations' development.

In our mind, the best development should be: the social organizations keep the broadness of all kinds of relations through Internet platforms, while deepening their strong ties with donors by offline interactions. Then, the strong ties are combined with the Internet again to generate weaker ties. Finally, a balance is formed by mutual support between strong ties and weak ties.

Truly, sports philanthropy has done a good job in this regard. Usually, social organizations establish strong ties with participants in sports events and follow-up activities. Fundraising and communication activities during these events call for more public participation in donations and promotions, creating vast yet weak ties. We believe such a cycle is beneficial to a sustainable and healthy development of social organizations.

Third, "Sports Philanthropy" features mutual assistance and promotes a "win-win" situation. For the public, the word "philanthropy" means "contribution" which was one-way: I donate money or services to the beneficiaries. "Sports", which can be practiced by all people, will turn the contribution into diversified, healthy and delighting activities. "Sports Philanthropy" enables the participants to strengthen their bodies while supporting philanthropy. The "win-win" situation has enhanced the experience of participants, and allowed philanthropy to appear in more social activities.

The features of sports philanthropy, in all aspects, are turning into a new power of the third sector. This form, both energetic and easy-to-practice, makes it more convenient for the younger generations to recognize the philanthropic culture, to participate in the events, and to find a career path in this mission. I believe, this is one of the important reasons why major social organizations actively explore and practice sports philanthropy.



General Secretary



Exercise and improve

"Life exists in exercise."

L Said François-Marie Arouet more than two hundred years ago. He related physical exercise and sports with "life".

Most people may interpret this sentence as "sport is important to be an athlete". In fact, the positive meaning of "sports" is not only reflected in the "life" of the athletes, but also in the exercising together as a group of people. It is possible to produce magnificent benefits in the "life" of another person and other people. The short sentence actually means the importance of "sports" in the field of social public life and the relationship between people.

Therefore, "sports philanthropy" has not only flourished in recent years, but is both a "trend" and "retro".

"Sports philanthropy": a new trend in social life

The ultimate goal pursued by "sports" coincides with the vision of philanthropy. You can say that "sports" is born with a "philanthropy gene".

From 776 BC to 394 AD, a total of 293 Olympic Games were held. During the games, a truce was carried out in the name of Zeus to reduce war and relieve its disastrous outcomes. The modern Olympic Games, which started in 1896, take sports as a medium to promote an all-round development of human physical, psychological and social ethics, and jointly safeguard world peace. Although there is an interval of 1502 years between them, they carry the same social significance: taking sports as a carrier and work together to create a better world.

Sports and philanthropy, advocate and pursue a lifestyle that is socially fair, healthy and promotes positive values.

However, when it comes to "sports", people are more concerned of its physical significance than its philanthropy gene. It was not until the "Trailwalker" event in the 1980s that Chinese refocused their attention on "sports and philanthropy". "Trailwalker" was a new model: social organizations built a platform, on which social forces like enterprises provide materials and manpower while participants take the role of promoting and fundraising. Finally, the funds raised during the events go back to social organizations' projects.



△ "Trailwalker" participants are grouped in teams of four, who shall complete 100 kilometers in 48 hours and raise a specified amount of money from the public during the event.

Seeing the power of sports philanthropy, the model became very popular. This led to an explosive growth of the model in the third sector of China, over the past decade. A series of sports philanthropy projects have been created and more people are willing to participate.



△ Famous "Sports Philanthropy" events in recent years



△ Famous "Sports Philanthropy" events in recent years

These sports philanthropy events have things in common: First, activities are mostly walking and have therefore a low entry level. The government, the public, enterprises, celebrities, media, and other parts of the society can all participate in the activities in different roles. This is in line with the spirit of “philanthropy for everyone”. Second, walking is not just walking. During a sports philanthropy event, the organizers usually include various elements and highlight the event. So walking becomes a joyful philanthropy carnival. Third, such an event can expand beyond its boundaries. The participants may use their own resources following the events and make donations, significantly expanding the influence and scope of sports philanthropy. Finally, sports philanthropy activities never focus on speed or results. Each of the participants directly or indirectly support the charity projects and may have better experience and a sense of accomplishment.



△ Chen Qiao'en, a movie star, serving as the charity ambassador for one of the sports philanthropy events



△ Participants in ethnic costumes for a sports philanthropy event in 2017

From "Hiking for Charity" to "Amity Cup": five years review on Amity sports philanthropy

After full exploration and preparation, Amity Foundation kicked off its first sports philanthropy event at the end of 2014, the 1st "Hiking for Charity" walkathon.

The "Hiking for Charity" walkathon aims to raise funds for Amity's projects by calling for philanthropy walking. During the event, every four people will form a team and each participant shall raise no less than RMB 100 for the registration fee. All the funds raised will be used for Amity's projects.

The first "Hiking for Charity" event involved walking for 30 kilometers. A total of more than RMB 300,000 was raised for the Amity "Warm New Year" project, and more than 1,000 children in Yungui Mountain Area received charity packages for the new year.

In 2015, the second "Hiking for Charity" event attracted about 2,000 participants. Additionally, more than 240 people volunteered at the event. The Amity project supported by the "Hiking for Charity" in the year was "Friends of the Alzheimer's". Funds raised were used to provide GPS positioning chips for the elderly in need who have dementia.

In 2016, the third "Hiking for Charity" event was held with a total of 3,500 participants. This time, the event supported 9 projects including "Papa and Mama's Canteen", the "Pfrang Educational Program", "Education for Blind Children", "Run for Employment of People with Heavy Disabilities", and the "Green Water Action".

"Hiking for Charity" participants



△ The first "Hiking for Charity" event attracted many people of different ages and occupations. Participants helped those children living in mountains to have a warm New Year because of the charity walk.



△ The 2015 "Hiking for Charity" coincided with the 30th anniversary of the establishment of Amity Foundation. Guests from all walks of life, at home and abroad, participated in this "love hiking" event.



△ "Hiking for Charity", is not only a walk, but also includes a variety of exciting activities. It is a "sports carnival". At the third "Hiking for Charity" events the children of Nanjing Lixue Primary School made wonderful performances.

The successful “Hiking for Charity” series allowed Amity Foundation to further expand and integrate resources from all sectors of the society, and achieved increase in participation and influence.

Afterwards, Amity Foundation continued to exchange and offer social resources, supporting various sports philanthropy events, including the Nanjing International Marathon Family Run (2016), Nanjing Pukou International Women's Half Marathon (2016), Nanjing Yangtze River Bridge Love Charity Half Marathon (2018) and the Nanjing Philanthropy Vertical Marathon (2018). Amity encourages participants to “work out while do charity”.



△ The registration fee for the 2016 Nanjing International Marathon Family Run was donated to Amity Foundation “E-Action Orphan Fostering Program”, totaling RMB 105,000. The fund supported a number of “e-babies” in Dali, Yunnan Province. The picture shows “thank you” sketches of one of the e-babies.

In 2018, Amity Foundation made a new breakthrough in its sports philanthropy model. Under the guidance of the China Table Tennis Association and the Jiangsu Provincial Sports Association, Amity Foundation joined hands with Jiangsu Table Tennis Association and Jiangsu Sports Industry Group Co., Ltd. to hold the first “Amity Cup” table tennis game in Nanjing. Let the small ping pong ball run the big philanthropy!

The first “Amity Cup” attracted nearly 700 table tennis enthusiasts, who later formed 108 teams. Nearly 200 companies provided support and donations. The event raised a total of RMB1.47 million donations from home and abroad. The donations were used to support the study and living expenses of 27 “future engineers” for one year, “visually blind children scholarships” for 50 visually impaired students, lunch for 8,900 elderly people under “Papa and Mama’s Canteen”, 3-day and 2-night training under “Angkor Angel Heart” project for 48 parents whose children have physical and mental disabilities, and 200 desks for schools in poor mountainous area.



△ Olympic champions Li Ju, Feng Panfeng and Liu Jing served as charity ambassadors for the event. Zhao Long, former deputy director of Jiangsu Provincial People's Congress and consultant to Amity Foundation gave out ribbons to the three charity ambassadors



△ Li Ju, the event charity ambassador, and Mr. Gu Ye, Chairman of Jiangsu Sports Industry Group, kicked off the event.

Five trends for sports philanthropy

By Huang Haoming



Combining sports with philanthropy has become one of the most popular trends in the third sector of China. The new model not only goes in response to the nation's call for a "Healthy China", but also follows the concept of "Philanthropy for Everyone" in the society. This model has successfully associated social issues with social innovation and the use of Internet, thus becoming wildly-appreciated and popular.

In recent years, many social organizations have taken part in this new trend by launching sports philanthropy projects. It is now the golden period for sports philanthropy's development.

For the Chinese third sector, domestic fundraising has attracted more attention. That is why social organizations are now trying hard to promote their brands within the country. Sports philanthropy activities, which are universal and enjoyable, attract participants of different ages and groups. They proved to be an effective method to improve the branding of social organizations among potential donors.

Moreover, organizing and implementing most sports philanthropy events are closely related to modern Internet technology. During the process, social organizations get to know the opinions, intentions and preferences of participants for donations and philanthropic practices. This again provides great value and guidance for social organizations' future developments and focus.

When we talk about sports philanthropy, social organizations should pay attention to five aspects in particular:

First, sports philanthropy can be easily accessed by participants and maintain popular. Walking, jogging and running require little space, equipment and low costs. Its popularity attracts high numbers of people and brings few challenges to social organizations.

Second, professionalism in sports philanthropy deserve more attention. When sports philanthropy develops to a certain level, “to be professional” is a must. Thus, social organizations should actively advocate the “Sports for Everyone” campaign by the government and join hands with corporations and the public too. The aim should be to create a philanthropic behavior through various sport activities and lead sport fans to platforms of philanthropy.

Third, those who devote themselves to sports should never be forgotten. For example, athletes who have retired due to injury, as well as their family members, should also be remembered and cared for. They have the same spirits of sportsmanship as those well-known athletes. Therefore, it is social organizations’ job to encourage social forces to learn more about their stories, listen to their needs and provide help and support as much as possible. It is a journey for social organizations to discover within sports philanthropy and it is worth trying.

Furthermore, stories of sportsmanship help promote a social spirit. For the public, sports represent perseverance, tenacity, braveness and improvement. Those values can bring positive energy for social development. In this regards, sports can not only support a call for public participation, but also be a way to promote love, unity and progress and may even push for development of a more harmonious and positive society.

Last but not least, China is calling for “Healthy China” and we can create a new life style by combining sports and philanthropy. Sports Philanthropy is much more than offline activities and online donations. The spirit of sportsmanship can be linked with social developments, corporation management and capacity building of social organizations. It can be a new goal for all social organizations to find out a way to cultivate sports into a new philanthropic lifestyle for the public.

Dr. Liu's opening of the "new home"

The young Liu Zhijun married into the Liaodong Hui Ethnic Minority village in Yiyang City, Hunan Province, in 2003. He became a village doctor like her husband, Ma Lixian. Their health facilities served around 200 families and over 1,000 villagers.

In 2007, the couple moved and relocated services to a rented space with three rooms, because the center was dilapidated and on the verge of collapse. The two have lived and worked there since. "It's like the villagers visit our home for treatment." Although conditions of the new center are far better than the previous "abandoned warehouse", the facilities have their limits. Unfortunately, they cannot provide more than basic medical care for the village's population of over 1,000 villagers. Because of the lack of resources, immediate emergency treatment in the event of a critically ill patient is unavailable. And because of the limited space, during peak hours, villagers often must wait outside in long lines.

In Liu Zhijun's eyes, the poor condition of the village health center is part of a negative cycle. More affluent villagers, even if they encounter minor illnesses, will drive to the township or county hospitals for medical treatment, despite it is more than an hour's drive. This undermines the enthusiasm of village doctors. More and more are leaving the villages. The outflow of village doctors, along with village health centers having insufficient equipment, have worsened health conditions in the countryside.

Most of those who eventually go to the health center for medical treatment in the Liaodong Hui Ethnic Minority Village come from poor households. This poses two challenges for the doctor couple. First, patients often struggle to fully pay for medical care: "We often cut back on the cost of treatment for poor patients, so it affects our income". Second, the poor-conditioned health center also may not completely solve patients' problems, so some villagers may perceive "village doctors as useless". These conditions caused Liu Zhijun to almost give up being a village doctor, feeling that the position was too difficult. But after much personal conflict, she stayed.

Often the villagers' superstitions posed great risks to their diagnoses and treatment. On one occasion, a pregnant woman in the village was giving birth late at night. Liu Zhijun rushed to her home and discovered that the infant's head was not appearing. The mother, who was having a difficult time giving birth, had to be sent to the hospital immediately. But the family firmly refused, suggesting that waiting longer and putting a basin under the bed to drive away ghosts (a superstition in the countryside) would work. Through the consistent persuasion of Liu Zhijun and the village cadre, the family finally agreed to take the mother to the hospital for a cesarean section. After learning that the mother had given birth to the baby safely, Liu Zhijun felt relieved: "If they had not gone to the hospital, it likely would have become a big problem."

Therefore, a spacious and bright, well-equipped village health center, became the common dream of Liu Zhijun and the people of Liaodong Village. With a standardized village health center, the villagers would no longer need to travel to the hospital for minor illnesses and also would no longer need to worry about “being too poor to see the doctor”. Instead, basic medical needs could be addressed timely, reducing the risk of severe health conditions. In an emergency like the case of the mother’s difficulty bearing a child, the facilities could also improve the emergency preparedness and the probability of medical accidents. An adequately equipped health center would allow the village doctor to have peace of mind while serving villagers.

In 2017, Liu Zhijun and the villagers’ dream was granted. Amity Foundation supported the construction of an 80-square-meter village health center with five separate facilities: diagnostic room, treatment room, pharmacy, observation room and public health education classroom.

The reconstructed health center saw an increase in the number of visitors, due to reasonable costs for treatment and its convenient location. In 2018, 1,251 people were admitted to the center of Liaodong Hui Ethnic Minority Village, becoming a trusted local clinic for the villagers. The doctor couple became motivated by the increase: “The villagers are more willing to rely on us. Above all else, gaining the trust, understanding, and support of the villagers is most important.”

After the “new home” opened, Dr. Liu and her husband set new goals for themselves: “The conditions of the health center have improved significantly; we also want to continue studying hard to improve ourselves to better serve everyone!”



△ The new health center in Liaodong Village, which construction began in 2017, was completed in early 2018.



△ A mother takes her child consulting doctor Liu in the new clinic (Supported by the Public Health and HIV/AIDS Prevention team)

Ten years later, she finally "returns home" ...

2009

Danyang was 10 years old. At an early age, both of her parents passed away. As a result, her grandparents had to raise her and her younger siblings relying on a minimal income.

Joining Amity's "E-action Orphan Fostering" program would become life-changing for Danyang and her younger brother and sister. "Danyang is very sensible. Her personality is sensitive and introverted; sometimes she does not get along with other children. Perhaps it is because she is an older sister and her home situation is difficult," local partners told Amity staff.

Every semester when she signed for her tuition grant, Danyang would stare at the Amity Foundation logo. What is the Amity Foundation? Who are my donors?

2012

13-year-old Danyang participated in Amity Foundation's E-action Orphan Fostering "Our Childhood" summer camp. Soon before attending junior high school, Danyang met Amity staff and volunteers for the first time. Introverted and cautious, she recalled the meeting fondly: "Although it was the first meeting, it felt as if we had known each other for a long time."

During the summer camp, Danyang felt that "there were so many people who gave me unconditional love, and I am not alone". She realized "the outside world was so big and concluded" "it was the love of netizens' donations, gathered into financial support for me and my siblings."



△ Danyang (second from right) and other students from the same township participating in the "Our Childhood" summer camp



△ Danyang (in red) playing a game with other volunteers



△ 13-year-old Danyang says these are beautiful clothes she designed for the 'Amity Family'

2016

Danyang, 17, was already about to begin her sophomore year. This summer, she reunited with Amity again, this time as a volunteer at the "Our Childhood" summer camp.

"My role this time was different, going from the one helped by others to 'the one helping others', and I was very happy to do so," Danyang wrote that year. "In the process of caring for the kids, I saw my own reflection in them. I think I have become more cheerful. This time I had more opportunities to interact with volunteers from all over the world, and they gave me motivation to rush forward and get in touch with the outside world. I believe as long as one adheres to their own vision, their dreams will not remain an unattainable illusion!"

That year, Danyang also quietly told Amity staff: "I would love to join Amity later to see the people who had helped us!"



△ 17-year-old Danyang (right) became the big sister of the young participants in the camp



△ In 2016, Danyang (third from right) went from being a "beneficiary" to a "volunteer"

2019

Now, Danyang attends college in Nanjing as a freshman majoring in drug biology! Just as she had wished for many years, this summer her dream finally came true. She signed up for the Amity Open Day. That day, Danyang rushed over after class ended. "I am afraid of being late, so I didn't even eat lunch."

Danyang told Amity staff that her daily schedule was very busy: day classes, evening labs, and during her spare time she works part-time. "My tuition is covered by a national student loan, and the living expenses are earned through my part-time work. I deliver campus takeaway, and can earn RMB 1.70 for each delivery. When I don't have many classes, I can deliver dozens of orders a day. I seldom ask my grandparents for money now."

What puts Danyang's heart at ease is the fact that her younger siblings were also cared of. "We agreed that everyone would go to school on national student loans, and earn their own living expenses." Danyang's brother once thought about dropping out of school "He wanted to start working early to make money for me and my sister to study. But we all persuaded him to continue. Actually, I sometimes feel like giving up too; but whenever this happens, I will tell myself, come on, you are Amity's child, don't let down those that cared about you most."

To save money, Danyang only returns home once a semester: "When I first came to Nanjing, I was not used to it, so I often called home crying." "Thanks to my roommates, I've slowly adapted to life here. "

"I think I've grown up and my mentality is much better than when I was a child," Danyang admits. "I think Amity has changed me. I used to be like a hedgehog because of the family situation and my very low self-esteem. So I was cold to other people. Later after knowing you guys, I got to know that there are so many people out there that have been helping us... the love and goodwill, has warmed me like the sun. So I constantly tell myself to become a warm person. "

Before leaving Amity, Danyang shyly told Amity staff: "Today I am so happy, I've been in the Amity family for ten years, and today, I finally 'visited home'."



△ Danyang's happy posting on WeChat about attending the Amity Public Day

The Mapan Peninsula crisis

Tibetan woman Cai Tai Ji's lives in the Mapan Peninsula in Shagou Township of Guinan County, Qinghai Province. Here, the climate is dry, annual rainfall is low, and water is scarce. The geography of the area makes it difficult to lay water pipes. Therefore, it is difficult to bring in more water from the outside.



△ Mapan Peninsula has a dry climate and scarce water sources

The route to retrieve water for Cai Tai Ji and other residents is harsh: it takes 5 to 7 hours a day to travel back and forth, either by motorbike or by donkey to the Yellow River or other rivers which are 3 to 10km away. The amount of water collected this way is quite limited and can only last for a week for one family. Traditionally, most of the water is carried by women. Many of them have to carry and transport water even in winter. As a result, their hands and feet are subject to frostbites and some are left with lifelong disability.

"Multiple Dilemmas" about Water

Because of the strenuous journey to retrieve water, many consider the water's value very high. Residents themselves use as little water as possible. Take Cai Tai Ji's family as an example: she picks up a small bucket each time to drink each week, for a family of three. "Eight glasses of water per person a day", which is recommended, is unthinkable for them. They want to drink more but drinking a cup of water means a long trip, down the mountain for two hours, collecting water for an hour, and then carrying the water back up the mountain for two or three hours". That's why they choose to "drink conservatively."



△ A small plastic bucket of the Cai Tai Ji family, carrying a week's worth of water for three

Another dilemma regards "poor water quality". Cai Tai Ji and other women trek back with the water they consider "precious as oil". But in fact it is polluted with sandstone and does not meet the drinking standards of water. With no filtration, drinking is hazardous. Some herders think that "the water quality is not good". They dump plastic film in the ground potholes, collecting rain as drinking water.

Due to the extreme lack of water for local living, many herders have difficulties developing sustainable hygiene habits. Washing clothes, bathing, etc. – are seen as "luxury habits" for local herders. Every summer, only Tai Ji's husband and son can go to the county bathhouse every half a month to take a bath. Because Tai Ji herself has to do a lot of housework and grazing work, she does not have time to bathe. So she bathes "no more than three times a year." All local women are in a similar situation – "Here, drinking water is difficult, not to mention taking a bath", they say.



△ Water is most precious in the Taiji family

The scarcity and poor quality of water resources not only affect the quality of life of the local people but also affects the situation of local flora and fauna, creating a vicious circle:



△ Herders need to rush cattles and sheep to the Yellow River every two days to drink water, passing through the same grassland section, causing over-grazing along the way.

If only there was a reservoir near home...

"How nice it would be to have a reservoir nearby!" It's so hard to save most of the water, and we wouldn't have to worry about water quality. The heat of the summer could be combatted with a comfortable bath... just the thought of such a life is beautiful!"

In terms of the local environment, adequate clean water would be of great help. The "vicious circle" caused by water scarcity would break.

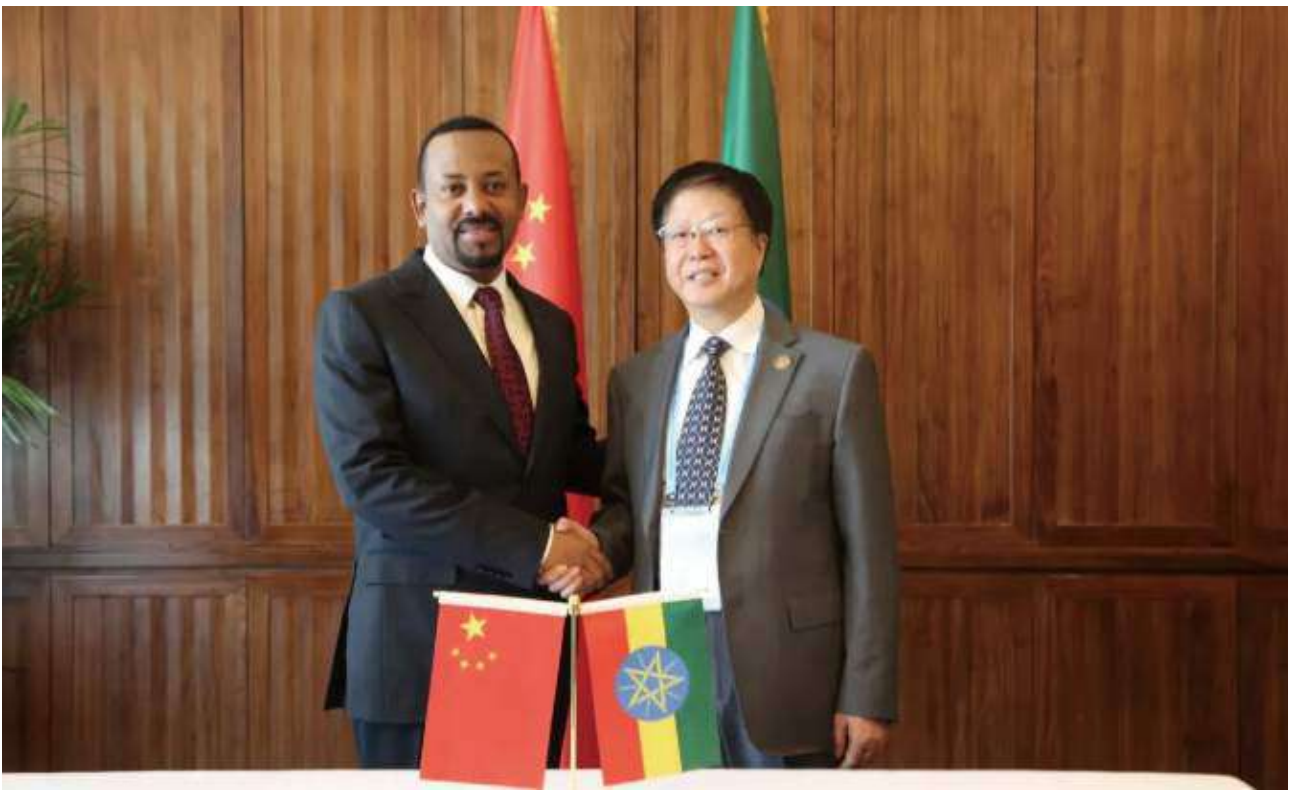
"Providing water and sanitation for all" is one of the United Nations Sustainable Development Goals (SDGs). Helping residents in water-deprived areas to develop sustainable water resources is an issue that the Amity Foundation has been tackling for years.

This year, the Amity Foundation's "Help Them Keep Precious Water" project will go into the Mapan Peninsula, where Cai Tai Ji's home is located. Amity will build a reservoir for local herders and change the local herders water dilemma while slowing down a series of ecological problems caused by water scarcity. Amity hopes to promote a sustainable environment for development in Mapan Peninsula--to make this beautiful land a little more wet and a little less worrisome.



△ A reservoir near their home will greatly improve their quality of life for local Tibetans.

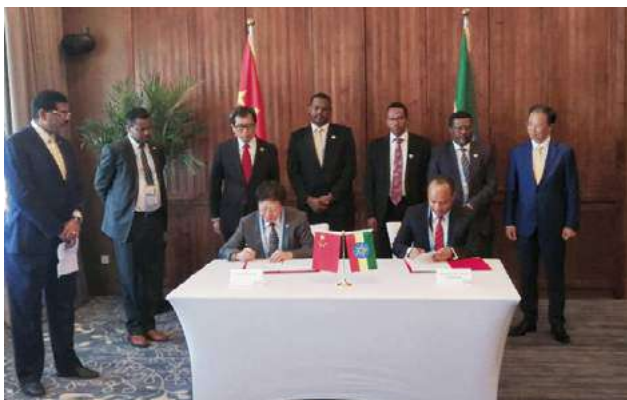
Mr. Qiu meets Ethiopian Prime Minister Abiy Ahmend



△ Mr. Qiu Zhonghui (right) with Ethiopian Prime Minister Abiy Ahamed (left)

Chair of the Board of Amity Foundation and Amity Printing Company, Mr. Qiu Zhonghui, met with Ethiopian Prime Minister Abiy Ahamed during a signing ceremony of a Memorandum of Understanding (MOU) between Amity and the Ethiopian government on establishing a printing company in Ethiopia. The meeting took place on the periphery of the Second Belt and Road Summit for International Cooperation in Beijing, which Mr. Qiu was invited to.

During the forum on April 26, Mr. Qiu Zhonghui was invited to the hotel of the Ethiopian



△ Signing of the MOU



△ Mr. Qiu interviewed by an Ethiopian TV station



△ Mr. Qiu and Director Abebe Ababayehu

delegation. He and the Director Abebe Ababayehu of Ethiopian's Investment Commission signed a MOU of cooperation in the field of social enterprises. The Ethiopian government extended the invitation to Amity Printing Company to Ethiopia to set up the first overseas printing company eligible to operate in the country. Prime Minister Abiy Ahamed, congratulated Mr. Qiu and expressed his appreciation for Amity's engagement in Ethiopia.

In 2015, the Amity Africa Office and Amity Printing Service Center were established in Addis Abeba, capital of Ethiopia. Since then, Amity Foundation has been engaged in providing printing services and supporting the modernization of the local Ethiopian printing industry. Amity Foundation also conducted several social development projects in the fields of education, water and health. The establishment of a social enterprise in Ethiopia will also amplify the engagement in social causes in the country and serve local people and communities.

Mr. Qiu elected Vice President and Board Member of CCA



△ The new leadership of the China Charity Alliance

On May 11, the Second Member Summit of the China Charity Alliance (CCA) elected a new Board and governing body in Langfang, Hebei Province. Qiu Zhonghui, Chair of the Board of Amity Foundation, was elected as the Vice President while Amity Foundation was elected as the Executive Member of the Council. The meeting was attended by Zhan Chengfu, Deputy Minister of the Ministry of Civil Affairs and Director of the Social Organization Management Bureau.

KEY ISSUES

Promote charitable exchanges between China and other countries.

International Exchange

Enhance your ability with knowledge and skills.

Capacity Building

Promote trans-sector cooperation for the development of charity sector.

Cooperative Platform

Analyse the situation and trends of charity sector.

Research & Development

OUR MISSION

Our aims are to ally the power of the philanthropic sector, communicate with all sectors of the society, and promote self-discipline of the philanthropic sector and its development.

△ The CCA website states its mission and fields of engagement @<http://www.charityalliance.org.cn>

In the past, Amity Foundation worked closely as a member with the disaster relief committee and the rural revitalization committee of the China Charity Alliance. The CCA is an organization and platform for cooperation and mutual exchange among the third sector in China and one major player in the Chinese Social Organization sector.

The China Charity Alliance is active in the fields of international exchange, capacity building, trans-sectoral cooperation and research of the sector. On its website it states that CCA is a nationwide, united and non-profit social organization, committed to safeguard the interests of the public and the philanthropic sector. Furthermore, CCA is committed to promote the establishment of a professional, standardized, transparent and efficient Chinese philanthropic sector which is compatible to the Chinese economic and social development level. At present, CCA has 501 members, out of whom 275 are social organizations, 86 are enterprises and 140 are individuals.

'Food and Water for Life!' seminar held in Hong Kong



△ Group photo

The seminar "Food and Water for Life!" given by the World Council of Churches (WCC) was co-organized by The Amity Foundation Hong Kong, Hong Kong Christian Council and Tao Fong Shan Christian Center, where it took place on May 4, 2019. The General Secretary of WCC, Rev. Dr Olav Fykse Tveit, and Dr. Manoj Kurian, WCC coordinator of the Ecumenical Advocacy Alliance gave keynote speeches. They refereed about the Ten Commandments of Food and the impact of human needs on food and water on the earth's biology and ecology from a historical perspective.



△ Rev. Dr Olav Fykse Tveit (left) and Dr. Manoj Kurian (right)

The keynote speeches were responded by Dr. Kim Sung Hyun from the Lutheran Theological Seminary and Dr. Yam Chi Keung from the Divinity School of Chung Chi College. Dr. Kim explored the significance of food for people regarding social and spiritual aspects by examining Asian food culture. Dr. Yam cited passages of the Bible about food and water, and pointed out that loving your neighbors implies the love for the creation of God.



△ Dr. Kim Sung Hyun

Elder Dr. Wong Fook Yee, Acting General Secretary of the Hong Kong Christian Council, and Mr. Qiu Zhonghui, Board Chair of Amity Foundation, welcomed the speakers and participants on behalf of the co-organizers of the seminar. In his speech, Mr. Qiu Zhonghui pointed out that food and water is meaningful to Christian believers.

“It is life. It is promise. It is sharing. It is spirituality. Food and water issues have always been areas of major concerns for Amity. Rooted in Christian perspectives, Amity has a long history of working on food and water projects since the beginning of the organization. This is why Amity has taken part in the Food for Life campaign of WCC.” Therefore The Amity Foundation has produced the Advocacy Tools for Congregations with Ten Commandments of Food in Chinese. “Only when people change we will be able to solve the problems people create”, Mr. Qiu stated.



△ Dr. Yam Chi Keung



△ Elder Wong Fook Yee, acting General Secretary of the Hong Kong Christian Council



△ Mr. Qiu Zhonghui, Chair of the Board of Amity

The seminar was hosted by Dr. Tong Wing Sze, Director of the Tao Fong Shan Christian Center. About 60 people attended the seminar, including a representative from the Water Supplies Department of Hong Kong, which is a partner in the "Living Water Campaign" of Amity Foundation Hong Kong.



△ Dr. Tong Wing Sze, Director of the Tao Fong Shan Christian Center (left) and Rev. Dr. Tveit

Amity provides emergency assistance to flood victims in China



△ Amity and local partner distributing relief goods

Since end of May and the start of the raining season in China, provinces in central and south China have been suffering from severe floods. Eight provinces are seriously affected. According to the Ministry of Emergency Management on June 16, 6.14 million people were affected by the disaster, among 88 people were killed and 17 people reported missing. Emergency relief measure evacuated 388,000 people, 17,000 houses collapsed and 82,000 houses were damaged.



△ Amity and local partner distributing relief goods

End of May, the Amity Foundation started to conduct disaster and needs assessment with local partners. Up to now, the Amity Foundation has distributed 69,100 kilograms of rice, 1382 barrels of cooking oil, 1482 blankets, 15,000 packages of instant noodles and sanitation kits to people affected by the disaster in Jiangxi and Guangxi provinces. Displaced people are in further need of support and emergency assistance. Weather forecast predicts continuing rainfalls and more mud- and landslides are expected. Amity will pay close attention to the future situation in the affected areas and act accordingly.

Since June, Amity is raising funds to support people of affected areas. On June 21 to 23, Amity will partner with night markets in Nanjing to raise awareness, funds and provide further emergency assistance to the people in need. During these days, Amity will also co-organize disaster preparedness and prevention workshops in Nanjing.



△ People receiving rice, cooking oil and blankets



△ People receiving rice, cooking oil and blankets



△ Disaster relief staff are preparing sanitation boxes for people affected by the floods

Amity responds to Yibin Earthquake in Sichuan

June 18, 2019

On late evening June 17th, a magnitude 6.0 earthquake occurred near Yibin City, Sichuan Province. According to local authorities, the earthquake caused a total of 11 deaths and injured 122 people. Survivors are further exposed to danger due to extensive damage on buildings.

The Amity Foundation will respond to the needs of the affected people, working with our local partner Chengdu Show You Non-Profit Development Center (Shou Yu Gong Yi) on the ground. Together, we will provide support in accordance with international and domestic humanitarian rescue standards. At the same time, we will continue to pay attention to the post-disaster situation.

According to the assessment of our local partner and the needs of the people affected by the earthquake, Amity will provide emergency relief supplies. Amity started to raise funds online for 2,000 water proof tents, 2,000 folding beds, moisture proof pads, lights and 6,000 sanitation kits. The target cost of Amity's Yibin emergency disaster relief project will be in total 2,000,000 Yuan.

June 21, 2019

Over the last days, Amity staff and local partners started to distribute emergency relief supplies to people in need. According to on-site assessment and need survey, staff found that moisture-proof items, especially folding beds for temporary placement are needed most. According to authorities 22,000 houses are collapsed or damaged and 19,000 people are displaced.



△ In Changning County many houses are in danger of collapsing



△ People have to stay outside and are exposed to weather and mosquitoes



△ Amity started to purchase relief goods and deliver them to people in need in affected villages

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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.