

Amity Outlook

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Road of overall revitalization



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ON THE COVER:

Amity's poverty alleviation and development efforts also covers rural ecological environment governance. In 2001, Amity Zenia Insignis Tree Project which received great attention from the local government, benefited over tens of millions of people directly and over 220 million indirectly.



Road of spiritual revitalization

As one of the earliest social organizations established after China's reform and opening up, the Amity Foundation now has become one of the influential organizations both domestically and internationally. Over its 35 years of development, the Amity Foundation has been following the national development strategy, keeping pace with the government in poverty alleviation, and keeping exploring and fighting in the anti-poverty battle.

In 1993, at the Third Meeting of the Second Board of Directors of the Amity Foundation, Amity decided to shift its focus of poverty alleviation to the west of China. Since then, the marginalized poor areas in Central and Western China have become the main battlefield of Amity's poverty alleviation work.

After 2013, Amity responded to the central government's call to embed the concept of "targeted poverty alleviation" into Amity's work as its guiding ideology.

In 2015, with the promulgation of the "Decision on Fighting the Battle against Poverty of the State Council of the People's Republic of China", Amity shifted its focus to industrial poverty alleviation and talent training to fully supported the battle against poverty.

In the same year, the UN published 17 Sustainable Development Goals (SDGs). Amity responded actively to the SDGs based on its international strategies. Since then, Amity has carried out various development-related poverty alleviation projects in countries in Africa and Asia.

Over the 35 years, Amity's poverty alleviation and development efforts cover rural ecological environment governance, production and living infrastructure, industrial development, medical and health education, traditional culture, and talent

training in 521 counties of 31 provinces in China and many countries around the world. Amity has raised a total of more than RMB 2.8 billion from the public and more than RMB 1 billion from governmental supporting funds. More than tens of millions of people have benefited directly and more than 220 million indirectly.

2020 is the target year for China to end its anti-poverty battle. Standing at the turning point between poverty alleviation and rural revitalization, Amity could look back at its decades of practices: from Eastern China to Western China, and then to outside of China; from pure relief to integrated and participatory development, and then to targeted ecological circle establishment, Amity people have born in mind over these decades that “establishing aspiration before alleviating poverty; and boosting morale before revitalizing the village” is Amity's most significant principle and experience.

"People-oriented" has always been Amity's principle in its work. During the implementation, Amity cares about the development of physical health, the upgrade of ideas and concepts, the improvement of education, as well as the master of technical skills for beneficiaries. In Amity's opinion, by achieving a better self, we will have a better family, a better community, a better village, and a better society.

In this issue of Amity Outlook, let us walk into Amity's 30 years of poverty relief work, a “road of spiritual revitalization” with pains and tears but no regrets. ✨

Ling Chunxiang

General Secretary
The Amity Foundation



Poverty, a long-lasting challenge, has been persisting in the human society for centuries.

Since the founding of the People's Republic of China, especially after its Reform and Opening-up, China has been escalating its anti-poverty war, trying to pull more people out of the poverty swamp.

As one of the earliest social organizations established after China's Reform and Opening-up, Amity Foundation has been keeping pace with the government in poverty alleviation under the national development strategy, and has been dedicated to the anti-poverty efforts for 35 years.

Although suffered all kinds of difficulties on the journey of poverty alleviation, Amity has been staying true to its mission without hesitation.

From Eastern China to Western China and to overseas; from merely relief to participatory integrated development and to ecological system of rural revitalization, Amity has carried out poverty alleviation and development work in rural ecological environment governance, infrastructure building, industrial development, medical and health education, traditional culture, and talent training in 521 counties in 31 provinces (including cities and districts) in China and many countries around the world. A total of more than RMB 2.8 billion have been raised, with over RMB 1 billion matching funds provided by the government. More than tens of millions of people have directly benefited, and more than 220 million indirectly.



Rural revitalizing through talent training, poverty alleviation by industrial development Amity's perseverance in South-western China

By Wen Fangfang

As a social organization, Amity featured localization and innovation, which enable it to be sensitive to social changes, understand the national strategy accurately, catch the needs of the society, and adjust its strategy timely. Therefore, Amity could adapt to those specific needs of poverty relief, initiate some small experimental programs, and keep exploring the new model for social organizations to take part in the targeted poverty relief.

After 2013, Amity responded to the call and focused on targeted poverty alleviation. In its projects in Guangxi, Yunnan, and other provinces, Amity targeted those low-income families filed with the local governments, selected those villages with large number of low-income villagers, and launched a small-scale "industry support and talent training" model. In total, Amity has supported 540 families in seven villages of six impoverished counties in Guangxi and Yunnan provinces. Amity input around RMB 8 million to build 72 industrial supporting facilities, hold 60 trainings with 18 topics with 3,500 participants in total.



Amity practiced this model with the following four aspects:

Deepen the researches and find the right industries and persons

With the framework of targeted poverty relief, Amity went deep into the poor villages. Through participatory investigation, Amity assessed needs of villagers, investigated the local economic conditions, and collected baseline data before implementing detailed programs. In Cangyuan county of Yunan Province, Long'an and Lingyun county of Guangxi Autonomous Region, with the assistance of the local government, Amity conducted further investigations on each low-income family's size, income sources, expenditures, reasons for poverty, hindrances to get rid of poverty, and development strategy. Then, based on the local resources, industries, talent structures, and other conditions and under the local government's poverty relief strategies and measures, Amity finally formulated its implementation method to "dock with specific village and group" to form partnership. With the amount of fund it raised for the specific projects, Amity made flexible industry support and talent training programs at village level.

Joint development with similarities at village level and differences at family level

Amity's "industrial support and talent training" model of targeted poverty relief adopted an integrated poverty alleviation method to facilitate the local industries at the village level and to give customized support to individual families.

Specifically, for individual poor families, the program aimed to stimulate their willingness to struggle out of poverty. By analyzing their poverty levels, workable resources, development capabilities, and development intentions, Amity encourages and enables these families to leverage on their advantages and arrange for the social resources usable. Amity believes that no one-size-fits-all approach should be advocated and differentiated family production and operation should be designed and carried out. Moreover, differentiated development also allows mutual supply and supplements among households while reducing unhealthy competition aroused by homogenous operations.

At the village level, Amity focused on similarities, which means unified village-level industries are developed and households' operation would become a part of them. When

the household-level resources were incorporated into the village level, the county-level industrial development would be the next target. In this way, Amity's programs were able to result in a better effect.

By the end of 2018, Amity has supported the development of planting, breeding, cultural tourism service, culture heritage, and other village-level industries in seven underdeveloped villages. For an example, the local government of Cangyuan County of Yunnan Province planned an International Tourism District, where Paliang, a small underdeveloped village in Cangyuan County, has a unique geographic location within the district. Amity, after overall assessment and analysis, planned to develop the village's rural tourism with a focus on family tourism services. Amity set up a number of tourism-related projects, including building farming and breeding facilities, providing trainings on Wa ethnic minorities' traditional costumes producing, traditional cuisine cooking, sewing and handicrafts making, tourist reception, and hotel management. By incorporating family business into the village economy, joint development was reached.

People-oriented empowerment based on training

Amity believes that the villagers are the inherent basic force that helps the development of rural industries. During the National People's Congress and the Chinese Political Consultative Conference in 2017, President Xi Jinping pointed out that we should train “new and professional” farmers who love agriculture, master techniques, and are good at operations. In this context, Amity took skill trainings on modern agriculture professional production and operation as one of its priorities. By the end of 2018, Amity has adopted a fixed-point, regular, and fixed-person training method in seven poor villages. These training programs emphasized skill achievement by repeated practice and gradual improvement. A total of 3,500 villagers became good at business management, professional skills, or social service in the fields of planting and breeding techniques, handicrafts making, food processing, national costume design, hotel management, tour guide, and cultural tourism. Specifically, in the practice of poverty alleviation, Amity adopted the talent cultivation model of "whole process counseling & three phases and three transfers."

The first phase: transferring skills

Amity invited experts on various technologies to come into the villages and households. By moving the class to farmlands, breeding bases and production plants and making the farmers practice while learning, experts taught skills to the local farmers in a practical way.





Besides merely teaching, experts also show skills hand by hand through demonstrating the new technologies. By practicing the procedures and difficulties repeatedly, the farmers mastered new knowledge and skills quickly. That's the whole process to transfer skills from experts to farmers.

The second phase: transferring results

By practicing new technologies with their teachers, farmers overcame technological vital points and difficulties and applied the skills learn in their production. When farmers increase their efficiency and income, these new skills transform into good results.

The third phase: transferring roles

When farmers used the new skills in their production, their results would have a demonstrative effect on other farmers, so as to attract more farmers to come to the trainings. Amity realized the impact of the new skills. This is the process to transfer the role of students into technical leaders.



Build a platform to promote communication development

To build a communication and study platform for the beneficiaries, Amity organized exchange visits among the villages it supported. Through these communication and visits, Amity's project enabled the exchange of successful experiences among different regions, cross-region and cross-industry complement, diversified resource channels opening, creation of cooperative opportunities in these villages.



What's more, Amity established an annual event called "Rural Revitalization Summit", in which Amity displays its achievements in poverty alleviation in western China to the urban organizations, media, companies and individuals by bringing the characteristic agricultural products, handicrafts, and minority culture. In this way, Amity aims to attract more individuals and groups to join the team of targeted poverty alleviation, to build a platform of urban-rural interaction, to integrate urban resources into rural work, and in turn further propel targeted poverty alleviation.

With the tireless efforts from Amity staff, the model of "industrial poverty alleviation and talent training" made fruitful achievements.

Increase income and get rid of poverty

Amity projects facilitated the establishment of seven village-level industries and developed eight organizations on youth environmental protection, parenting, and traditional cultural protection. These projects also made 15 villagers grow into leaders in rural sectors, helped 200 villagers from low-income families find jobs locally, and supported 72 poor households to initiate family production and operation. According to data, the per capita income of the villagers increased by over 50%. All the work effectively achievements helped the country to reach the goal of poverty alleviation.

Upgrade skills and optimize talent structure

Through various measures on poverty relief and assistance, Amity's projects cultivated a number of professional farmers who love agriculture, know technology, and are good at operation. According to records, more than 500 people have been trained and become professionals who are good at production, management, professional skills, or social services. Planting and breeding projects cover stone frog, wild chicken, paddy duck, passion fruit, citrus, kiwi fruit, and other characteristic agricultural products. Handcraft projects cover traditional papermaking, ethnic costume making, ethnic cuisine cooking, and bamboo weaving. Rural services have been improved, including homestays, cultural tour guides, oral village history, and ethnic dance bands. Moreover, internet business models have been introduced. In the context of Amity's efforts in skills introduction, villagers were encouraged to accept and apply technologies and skills, and develop their own production management based on practice and experience.

For example, Deng Yongfeng from Lingyun County in Guangxi Autonomous Region led his villager fellows to breed stone frogs. In his efforts, he kept innovating and broke the limit of seasons by inventing water taro planting, water snail breeding, and stone frog nurture in different seasons. Yongfeng was able to increase income from traditional industries. His story encouraged and attracted farmers from other provinces to learn from him. Niu Baoli was a stone frog breeder from Funing County in Yunnan Province. He had been breeding frogs for more than two years but failed. When he heard that there was a frog breeding expert in Lingyun, he traveled a long way to see Yongfeng. Yongfeng shared all his breeding skills with Baoli. Later they became good friends with the same interests in frog breeding.

Promote cultural recognition and realize social benefits

Most of Amity's project areas are ethnic minority regions with a rich and strong traditional cultural foundation. Through support to the local cultural tourism industry, Amity developed traditional cultural and artistic teams for different ethnic minorities such as Dai, Hani, Wa, Jingpo, and Bai. When these local art performers demonstrated ethnic characteristics and brought joy to tourists, the value of traditional culture was displayed and carried forward. By establishing good relationship between villages, Amity formed a harmonious social relationship based on the public interests and public responsibilities, which created a good social environment for poverty alleviation in poor villages. ※

On-Chain Charity growing under your caring



▲ Home visiting of Amity Sprouts on Earth Project in Cengong County, Guizhou Province in March 2020

After seeing the two pictures, you may ask: “What? Are they teaching the beneficiaries to play with mobile phones?”

No! No! No! actually Amity and Amity's partner were demonstrating beneficiaries how to "make a voice on the chain". Thus every beneficiary will be able to present their gains and voices to every donor.

In January 2020, with help from Alibaba on-chain charity team, the Amity Sprouts on Earth, an integrated project combining fund support and development, successfully joined the Alibaba Block Chain Charity Platform after preliminary research and training. By connecting donating online stores, social organizations, partners, beneficiaries, and other related parties, Alibaba Block Chain Charity Platform creates an innovation channel to trace the donations, improve the transparency, and promote the engagement. In this way, the public may trace every donation and witness all good wills.

After getting on chain, information including real-time donation, project progress and feedback from beneficiaries of Amity Sprouts on Earth can be seen by donors in a timely, clear and transparent way.

Beneficiaries' Feedback:

I have received the Amity's package. My anemia during pregnancy has been improved after treatment. Thanks for your caring and love.

Thanks for providing free maternal health checks to us. Now I get Amity's caring package. Thanks for Amity's effort.

< Sprouts on Earth

I am a new father. My family always received love from the antenatal care to the delivery of my baby. I want to thank Amity Sprouts on Earth project and everyone's caring.

(Feb 26, 2020: This family got a maternal family pack through QR code scanning.)

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I come from Cenggong County in Guizhou. In September 2019, I established my Sprouts on Earth profile in the local hospital and got free maternal health checks. Thanks for everyone's caring and love.

I want to express my gratitude to the medical staff and the Sprouts on Earth project. I received benefits since I got pregnant, such as free medicine, free nutrition and test discounts. Now, I get cod liver oil under the doctor's guidance, which could prevent rickets. Thank you all!

Thanks to Sprouts on Earth! Thanks to Alibaba Charity and Amity Foundation. My family is very poor. The doctor told us about the program, which provides free maternal health checks, free tonics, and a gift pack to encourage pregnant women to complete all checks. The world is getting better because of you!

Transparent donation data:

Alibaba On-chain Charity Plan

Real-time data Time: 2020-07-17 15:40:36

- Number of donations: **2,414,256.654**
- Fund raised on chain (cumulative): **144,685,013.70**
- Number of beneficiaries: **510,512**

Transparent implementation process:



Examples of beneficiaries :

(Note: These Text boxes shows the person, date, service provided and assistance received.)



Over the past year, the "On-Chain" Sprouts on Earth Project sees fruitful results with Alibaba merchants and public support.

Up to now, the project has provided 8,301 adult nutrition packs, 16,968 infant nutrition packs, 1,530 maternity family gift packs, and 517 sets of tools for village doctor visits. Through the project, 3,459 people received primary-level medical staff training, 26,880 people got training on pregnant women's scientific nutrition management, and 22,337 women got free maternal health checks. At the same time, the project also donated 89 sets of medical equipment to eight counties in Yunnan, Guizhou, Sichuan, Qinghai, and Gansu provinces, including maternal and infant monitors, color Doppler ultrasound systems, breast milk analyzers, neonatal incubators, and other urgently needed medical equipment.

Latest update

大地新芽行动

项目预算 执行计划 **最新动态** 成果展示 信息披露

2020-06-09

儿童营养包公益下乡活动

视频内容是贵州省岑巩县大地新芽行动儿童营养包下乡活动剪辑，2019年10月28日开始，由岑巩县妇幼保健院项目工作人员、儿科医生、检验医师组合成的一支队伍，在乡镇妇幼人员和村医的帮助下，用13天的时间，在全县11个乡镇卫生院和2个移民安置点搭建临时场所，为全县2岁以下农村儿童发放项目营养包，提供基本的营养指导。13天的时间，早出晚归，为1112名儿童发放了免费的维生素AD滴剂，完成了582名儿童血液采集（用于微量元素检测）。

岑巩县项目儿童营养包包括营养药品的发放和微量元素检测两方面。一方面通过微量元素检测能在早期对儿童各项指标进行监测，做到早发现，早诊断，早治疗，预防并降低儿童营养性疾病的发生，对已经发现营养不良的儿童提供针对性的治疗方案。另一方面普及了儿童维生素D补充的重要性的意义，在原来的儿童保健服务中这方面的宣教较为薄弱，通过更为普遍的发放，能够提高家属相关知识知晓率，完善我县儿童保健服务。



Since October 28, 2019, with local government staff and village doctors' help, staff, pediatricians, and laboratory physicians from the Cengong Maternal and Child Health Hospital, distributed infant nutrition health pack to all kids under two years old in the village and provided basic nutrition guidance to the villagers. During 13 days of work, they distributed Guttae Vitamin A ET D to 1,112 kids in the village and collected 582 blood samples from children (For trace element detection). Our laboratory physicians worked extremely hard to finish the detection as soon as possible. Then pediatricians will report the results to the children's family through telephone. If they found a child who was deficient in important trace elements such as calcium, iron, and zinc, they will visit the child's home.

The Sprouts on Earth project in Cengong contains the distribution of nutrition health pack and the trace element detection. The trace element detection could monitor various indicators of children. Thus, the program will reduce or prevent children's nutritional diseases or provide a treatment plan for such diseases. On the other hand, the nutrition health pack will let the villagers understand Vitamin D's importance and significance to children. Villagers of Cengong County used to be bad at children health care knowledge. Through the distribution of health packs, villagers' awareness of relative knowledge increased, and the local child health service also improved.

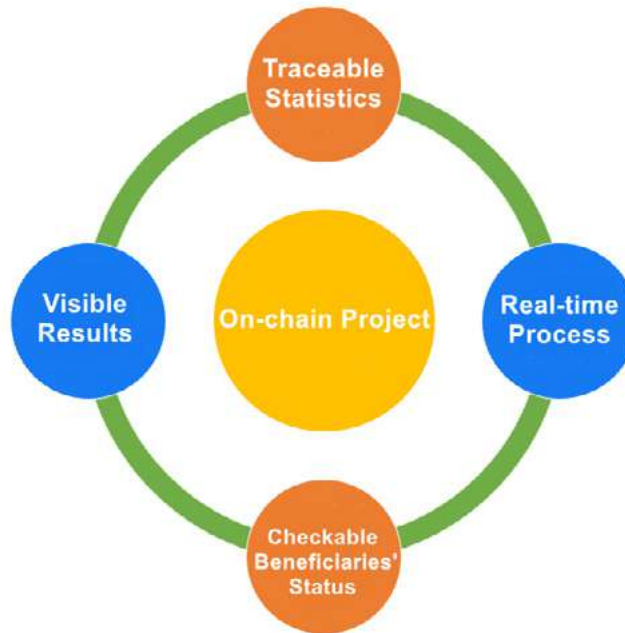
What is On-Chain Charity?

Alibaba Charity and Ant Block Chain jointly initiate On-Chain Charity. It is an Internet charity innovation platform aiming at tracing the donations, improving the transparency, and promoting the engagement in the whole chain. The platform could display the flow direction of donations more directly to the donors.



On September 5, 2019, at the 3rd "95 Charity Week" Technology Forum, Alibaba announced the "On-chain Charity Plan". Amity Foundation became the first group of co-construction agencies of the plan. Amity's General Secretary Ling Chunxiang (second from right) attended the launching ceremony on behalf of the Amity Foundation.

What are the characteristics of On-Chain Charity? ※



Localization and efficiency, key words for disaster relief by social organizations

China Philanthropy Times

On August 11, 2020, the Amity Foundation received another HKD 5.798 million from the Hong Kong SAR Government for flood relief in southern China. With the fund, Amity planned to provide emergency supplies such as rice, cooking oil, and blankets to 11,317 households (approximately 46,200 people) in Hunan, Guizhou, Yunnan, and Anhui provinces. This was the second time in 2020 that Amity received funds from the Hong Kong SAR government (the first was HKD 550,000 on June 23), which represent a recognition from the Hong Kong government on Amity's solid work.

Recognition was not only from the Hong Kong SAR government. On July 23, journalists from China Philanthropy Times visited Poyang Lake area which was hit by the flood together with Amity staff and was very much impressed by their effective and pragmatic concept and working style as we had in-depth communication.

According to our investigation, in the resettlement phase, the thing that people needed most was not supplies, but psychological counseling and personalized needs, which, however, was something that the local government could not serve one by one.

The arrival of social organizations such as Amity brought hope to them. "If these social organizations could fully use their professional expertise to help comfort the people suffered and support the relief, the local government would suffer lower work pressure." Said Fan Xianjun, the head of Changzhou Town, Poyang County.

What is necessary at the front line?

"The most important thing at the moment is not relief supplies, but psychological guidance and emotional stability. We, as local government staff, are certainly not professional. We would appreciate if social organizations and social workers could intervene and give us support from these levels."

At 9:00 p.m. on July 9, a breach occurred in Zhongzhou Dike of Changzhou Township. The breach tore a 170-meter wide entrance for the flood. Pouring into 15 villages in Changzhou Township, the flood drowned the township into water. As quickly as possible, the local government started the resettlement work. At about 10 a.m. on July 23, journalist from China Philanthropy Times met Fan Xianjun at the resettlement site of Hongmai Middle School in Poyang County. When the journalist asked him about the most serious difficulty, he gave the answer.

"We have resettled over 2,000 villagers in the Hongmai Middle School," said Fan Xianjun. "Although our work has met the government's nine standards, say, there were signs, food, drinkable water, beds, living supplies, shower, medical staff, orders, and ledgers at the resettlement site, the thoughts and needs of each household are so different that my colleagues and I are indeed worried."

With his voice hoarse and eyes bloodshot, Fan looked exhausted because of the overloaded work. During the interview, he often leaned against the railing unconsciously to have a moment of rest.

Cui Yazhou and Zhang Chao from Amity Foundation's disaster relief department and Peng



▲ Fan was discussing work with staff



▲ Villagers are receiving supplies of Amity

Haihui, the head of the Nanchang Yixinyiyi Charity Service Center, also visited the resettlement site with us. After witnessing the hardships and helplessness of Fan Xianjun and his colleagues, they communicated with Fan to understand the progress of local government's disaster relief and resettlement work, wishing to do something for the people suffered from the perspective of social organizations.

“Mr. Fan told us that supplies for resettlement site in Changzhou Township is currently enough, but the local people needs psychological counselling and urgent problem solving like caring of the weak, schools reopening, and leisure and cultural life, etc.” Cui Yazhou told us. All of the demands require more detailed services in a targeted and timely manner. “In my opinion, on-site visits and detailed need assessments are a must for the frontline disaster relief.” said Cui Yazhou.

"Mr. Fan mentioned that although he led his colleagues to establish a supplies team, a logistics team, a disinfection team, and a health team, they had no capacity to maintain a sustainable operation of these teams over their work mode and cooperation. Therefore, from the perspective of social organizations, we can provide both hardware and software assistance. For example, we can look for experienced social organizations and professionals, prepare professional disaster relief packages, sort out practical disaster relief trainings, provide feasible methods and procedures, and offer each site a series of standard disaster relief manuals. We consider such assistance as having the most practical significance." Said Cui Yazhou.

Fan Xianjun agreed with Cui Yazhou in his interview with the journalist of China Philanthropy Times. He had been serving as the head of the town for two and a half years, but this was the first time that the town was hit by such a massive flood. Large number of villagers to be resettled and all kinds of troubles had exhausted Fan Xianjun and his colleagues. “I am under unprecedented pressure, to be honest,” said Fan Xianjun.

"I have to admit, we local officials have limited knowledge on disaster response and insufficient experience in interacting and collaborating with social organizations. In future, we have to add professional trainings and education to our list. In addition to sufficient human resources and relief supplies, a mature emergency management system and in-depth cooperation with social organizations will enable us to facilitate solutions." Said Fan Xianjun.

According to Mr. Fan, the unique geographical location of Changzhou Township put the whole town, all the buildings and farmlands, under water. However, after the flood receded, the villagers still had to return to their homes, which exposed them directly to problems of post-disaster reconstruction. In this stage, he hoped the local government would rely on social organizations' professional knowledge in the overall relief work.

What could a charity organization do?

Based on Fan Xianjun's suggestions, Cui Yazhou believed that for post-disaster reconstruction, social organizations could start with the distribution of necessary living supplies to ease the nerve of the local people. On the other hand, according to need assessment, social forces mobilization and fundraising had to be proceeded as soon as possible. Also, after winter came, personalized needs such as coats and blankets must also be added on the list.

"For social organizations, it won't be easy to serve every individual's needs, which certainly will take lots of time and energy. But when we sit down and work hard to solve those personalized needs, we can use our funds more effectively and receive experience during our work. You always pay and gain at the same time, isn't it? In this regard, I think social organizations should go deeper to the front line and understand the true needs, which will guide us with a clear target." Said Zhang Chao from the Disaster Relief Department of the Amity Foundation.



▲ Villagers were transporting relief supplies with a boat

On July 22, the day before the visit to Hongmai Middle school, journalists from China Philanthropy Times visited several relief sites of Amity Foundation with Cui Yazhou and Zhang Chao.

During an interview in Henghe Village, we found that the relief supplies sent by Amity Foundation this time were fresh vegetables and meat, instead of traditional supplies such as rice, noodles, or oil. Although it was not convenient to ship fresh food into the village by boat, the villagers were surprised and happy to receive fresh food.

He Tianfa, the village secretary, told us that the local villagers used to feel depressed at the beginning because of all the difficulties. Fortunately, with the timely relief from the government and the suitable support from the Amity Foundation, the villagers regain confidence to rebuild their homes.



▲ The villagers were distributing fresh pork sent by Amity Foundation



▲ The villagers were signing their names upon receiving supplies

Unlike some social organizations that started distributing supplies without detailed discussion with local people, Cui Yazhou and Zhang Chao from Amity did not keep that “high profile”. In contrast, they rely more on their local partner, Nanchang Yixinyiyi Charity Service Center, on the operation. They themselves kept talking with the villagers for suggestions and complaints, all of which would be considerations in Amity’s next round of plan. Only when necessary, Amity would initiate their own working procedure.

Peng Haihui, head of the Nanchang Yixinyiyi Charity Service Center, validated our observation.

After the disaster, Amity Foundation got in touch with Peng Haihui’s organization immediately. When they reached an agreement on cooperation, they initiated the procedure to collect information, establish working models, and make operations together. During the collaboration with Amity, Peng Haihui found that Amity’s working methods were very flexible. Amity distribute relief funds to the local organizations and let them procure supplies based on their own need assessments.

“Amity is flexible and open in cooperation, which is different from other foundations. Amity does not purchase their relief supplies but trust our assessments and judgment,” said Peng Haihui. “You know, this gives us, the organizations

at the frontline, enough space to meet special needs of the locals. Amity's full trust makes us feel at ease. This time the fresh food distribution is a good example."

Based on the mutual trust, both sides are open to discuss disagreements and problems, so as to reach effective solutions. Peng Haihui spoke highly of the cooperation with Amity. "In this way we make satisfactory achievements and sometimes the result even go beyond our expectations." Peng Haihui said. "In fact, the trust is of paramount importance throughout the disaster relief."

"Localization and Efficiency," Amity gave the two words as its answer to the question of how social organizations could improve their work in disaster relief in the interview with China Philanthropy Times.

During the interview, He Wen, Associate General Secretary of Amity, told us that, with the continuous development of the society and the economy, the Chinese society had stepped entirely out of the material deprivation era. This required that in humanitarian relief operations, Chinese social organizations jump out of traditional paradigms of the last century and try to consider more beyond the basic survival needs of the locals.



▲ A school in the water in Poyang County



▲ Journalist from China Philanthropy Times and Amity staff were visiting the villagers' home

"Based on the conditions of the affected communities and the specific challenges and demands of the affected people, a joint response by social organizations and different government departments will quickly eliminate the helplessness and powerlessness of the villagers suffered, facilitate the emotional interaction among the affected people, enhance the confidence and will of the villagers to face the disasters, and enhance the community resilience in front of disasters." He Wen said.

How to maintain good cooperation with local organizations when carrying out disaster relief? Qiu Zhonghui, Chair of the Board of Amity, stated that: "Amity takes networking seriously during its daily operation. We believe that good interaction and communication with other social organizations keep Amity 'online'. Especially upon a disaster, we are able to initiate the mechanisms we have agreed on before as soon as possible. Think about it, if we started to look for any local organizations after a disaster happened, everything would be in a chaos, let alone all those hindrance and difficulties. In this circumstance, quality and effectiveness of the work had to be compromised."

In Qiu Zhonghui's opinion, from the micro perspective, disaster relief requires benign interaction and cooperation among social organizations; from the macro perspective, it also involves coordination between the national emergency management sectors and the civil affairs authorities, in which social organizations need to cooperate with the government to form a new model of capacity. "I think this is a turning point and a challenge we are facing, which needs all of us to consider and discuss. I believe the healthy development of such cooperation mechanism will undoubtedly promote the overall improvement of our social governance."

According to statistics of the Amity Foundation, Amity has continued to raise funds for flood relief work with all forces since the flood season this year. By August 11, Amity had provided 105,005 kg of rice, 6,061 barrels of cooking oil, 3,107.5 kg of vegetables, and 1,379.5 kg of pork, 86,400 bottles of drinking water, 3,858 boxes of instant noodles, 1,500 blankets and sheets, and 6,870 packages of living supplies (including sanitary items such as towels, dental sets, soap and toilet paper) to 22 counties in Guangxi, Hubei, Chongqing, Guizhou, Jiangxi, and Anhui areas. At the same time, Amity had united more than 20 partners and volunteer groups to ensure the food supply and other supports for residents living in temporary settlements. ✧

Flood relief in southern China

Amity devoted to rescuing with our partners

Since the flood season this year, the Amity Foundation has raised funds for flood relief work with all walks of life. By August 11, Amity had provided food, water and other living supplies to 22 counties in Guangxi, Hubei, Chongqing, Guizhou, Jiangxi, and Anhui provinces. Amity also united more than 20 other organizations and volunteer groups to ensure the food supply and provide other supports for residents living in temporary settlements.



Jiangxi Province

Since July 10, Amity Foundation has successively distributed daily necessities including 26,800 kilograms of rice, 425 moisture-proof mats, 425 bottles of toilet water, 425 sulfur soaps, 2550 transparent soaps, 425 blankets, 2,680 barrels of edible oil, 425 mosquito nets, 86,400 bottles of drinking water, and 1,825 kilograms of fresh food to Poyang and Duchang County in Jiangxi Province.



▲ Amity local partners and volunteers were sorting Amity's supplies



▲ The local firemen were delivering charity supplies to the victims



▲ A few days ago, the bridge leading to the outside world in Henghe Village, Jiangxi Province, was destroyed by floods. Villagers could not leave the village and could only eat preserved rice and pickles. After local need assessment, Amity Foundation started to ship about 115 kilograms of pork and 250 kilograms of vegetables to the village every day since July 18. Villagers welcomed the action enthusiastically



Guizhou Province

Since July 7, Amity Foundation has successively distributed 15,875 kilograms of rice and 859 barrels of cooking oil to Maoying Town, Zhongjie Town, and Shazi Street in Guizhou.



▲ The flood destroyed the farmlands and houses



▲ Amity staff was coordinating the distribution of materials



▲ Local people were signing names on the supplies receiving forms

Anhui Province

Since July 12, Amity Foundation has successively distributed 250 high-pressure water cannons, 580 disinfection supplies, 2,100 mattresses, and 1,050 emergency lights to Huicheng Town and Shendu Town in Anhui.



▲ The heavy rain in the past few days caused severe damage to the old buildings in some villages and seriously affected local people's daily lives.



▲ Amity's staff was distributing materials in She County

→ Flood relief in southern China
- Amity devoted to rescuing with our partners



▲ The disinfection supplies provided by Amity provided a strong guarantee for local personal and environmental hygiene



▲ Amity's high-pressure water cannons has dramatically increased the speed of local post-disaster dredging work and earned local people's praises

Hubei Province

On July 15, Amity Foundation distributed 600 sets of sanitary supplies and other relief materials to Wufeng Tujia Autonomous County in Hubei.



▲ Rooms soaked in water



▲ Rooms soaked in water



▲ Local people received Amity's supplies

Chongqing

Since July 7, Amity Foundation has distributed 1,500 blankets and 1,500 sheets in Sanjiang Street, Qijiang District, Chongqing.



▲ Amity's aid materials reached the disaster-affected areas timely



▲ Amity's local partners were coordinating the distribution of materials

Guangxi Province

Since July 8, Amity Foundation has successively distributed 52,580 kilograms of magnified rice, 3258 boxes of instant noodles, and 2,629 barrels of cooking oil to Shazi Town, Dalang Town, and Chengcun in Guangxi Province.



▲ Amity's supplies' timely arrival provided emergency support to the local people and eased their urgent need

Special thanks

On June 23 this year, the Amity Foundation (Hong Kong) received HKD 550,000 from the Disaster Relief Fund (DRF) of the Hong Kong SAR Government for support to Amity's southern flood relief work. Later on August 11, the Hong Kong government approved another HKD 5,798,000 for bigger disaster-stricken areas. Amity planned to use the fund to provide emergency supplies such as rice, cooking oil, and blankets to 11,317 households (approximately 46,200 people) in six provinces. Our project will provide basic guarantee and support for their daily lives after the disaster.

Here, Amity Foundation would like to express our sincere gratitude to the Hong Kong government, Tencent Charity, Alipay Charity, Alibaba Charity, Suning Charity, and Sina Charity. We also want to take the opportunity to thank many other local governmental or non-governmental organizations and donors for all their support to our work. ※

The excellent sisters

By Liu Ruixin

In the spring of 2019, we met Yan Xiaoping during our visit to the No. 1 Middle School of Guangnan County. Xiaoping, a cute girl with a ponytail, is a beneficiary of Amity's Orphan Fostering Program.

"My favorite course is chemistry!" said Xiaoping. "I want to go to the medical school in the future." When I asked her how she came up with the idea to attend a medical school, she lowered her head. Her grandfather, who loved her so much, was a doctor. But he passed away when she was in Grade three at primary school. "I want to go the medial school, to inherit his medical skills and to cherish the memory of him." Suddenly, she raised her head with light in her eyes: "Some people laughed at me. They said I wouldn't be able to go to a high school because I was poor. But I didn't give up. I am in high school now. I am sure I will go to the university and become a doctor."

Xiaoping's determination and perseverance not only empowered herself but also enabled her sister Yan Xiaohuan. Xiaohuan is two years younger than Xiaoping. The sisters have similar appearance and spirit of persistence. "My sister told me how important education is and why we need knowledge. Now my sister studies in high school, and we can't meet often. So my happiest thing now is to see my sister during the holidays."

After their grandfather passed away, the sisters and their grandmother rely on each other. To save money, Xiaohuan





always walks home on foot every week, which usually takes her one hour to reach home. After she gets home, besides doing homework for study, she also does lots of house chore such as sweeping the floor, cooking, washing clothes, picking up food for pigs, and weeding. For Xiaohuan, this is the best filial piety to her grandma.

The most eye-catching thing in their room is a box full of awards and certificates. They are all kinds of honors the sisters have won since childhood. Each certificate presents us how excellent the two girls are.

“The one I cherished most is an award for a math competition in my primary school.” Said Xiaohuan. “Amity Orphan Fostering Program provides fund for me, so I don’t worry about my tuition now. I will study hard to enter the Wenshan County No. 1 Middle School.” She told us her future plan was to study at a university in other province and to see all those beautiful places. After graduation, she wants to become a teacher to give back to the society and those people who helped her.

To help relieve the economic burden of the family, Xiaoping and Xiaohuan would plant some Chinese herbs during their summer holiday to sell on the market.

"Oh it is hard work. We usually get up at five o'clock in the morning every day and go to the farmlands around six o'clock with our breakfast. In the morning we work till noon, and in the afternoon we work from 1 to 6 o'clock." "We are young but we work no slower than adults! In this way, we can earn 70, 80, or even 100 yuan per day."

Although the sisters live in a high-pressure life that is not friendly to their age, the two girls always sound optimistic, relaxed and positive when they talked about their experience. We hope our Orphan Fostering Program could help the sisters and other children in need grow up healthily and embrace their dreams.

(Editor's note: According to the Yunnan Poverty Relief Foundation's report, Xiaohuan has entered the best public high school in Wenshan County. She has excellent performance at school and often takes first place in all kinds of exams.) ✨



The Frog King

Lintang village in Guangxi Autonomous Region is a small village located in deep mountains and dense forests. There lived the Yao ethnic minority groups. Although the village has a beautiful rural view and a moderate climate, it is remote from cities and has limited traffic.

In this small village, there comes a famous "frog king" - Deng Yongfeng.

In the early days, like the other villagers, Deng Yongfeng and his wife went to big cities to find a job. But as their education background was limited to middle school, the couple could only receive low wages through physical labor. Their parents and young kids were left behind in the mountains, which was a pity for the couple.

Later, Yongfeng decided to go back to their hometown and start a business. For a while, Yongfeng tried to raise pigs and chickens, but the business all failed due to a lack of breeding skills. By chance, Yongfeng caught some stone frogs in a mountain stream and raised them in an abandoned pigpen. After some time, he took the frogs to the market and sold them at RMB 124 per kilogram, which was four times of the chicken price.

Smart as he was, Yongfeng took the opportunity. While still working on farming, he started to research on how to breed stone frogs. Unluckily, he had no experience and skills, tadpoles he caught from the mountain streams kept dying. Yongfeng didn't give up. By delving into professional books and online trainings, he ameliorated his skills step by step. After countless experiments, Yongfeng's frog breeding skill gradually improved.

The arrival of Amity Integrated Rural Development Program in Lingyun county brought enormous support to Deng's business. Experienced experts were introduced to provide scientific, practical, and effective training courses on farming and breeding to the villagers.

Continuous trainings brought Yongfeng new inspirations. As stone frog could only be raised in certain seasons, Yongfeng came up with the idea of integrated farming and breeding, that is, within limited spaces, he planted taro above the water and bred river snail underwater, and raise stone frogs in suitable seasons. With professional knowledge and techniques, his innovations allowed him to harvest at any seasons and create value-added synergies. Stone frog could be made as a cuisine that is widely liked by the Chinese. But due to the difficulty in breeding, its price has always remained high. Being ecological and pollution-free, Yongfeng's stone frogs have delicious taste and lots of nutrition, thus were sold across the country.

To help more fellow villagers earn money and have a better life, Yongfeng established a professional cooperative and led more than 20 villagers to explore stone frog breeding skills together.

Yongfeng's effort even attracted farmers from other provinces. Niu Baoli from Funing County in Yunnan province had been breeding frogs for some years but failed. When he heard that there was a “frog king” in Lingyun, he traveled through a long distance to find Deng Yongfeng and learned from him. Yongfei didn't hesitate to teach Niu Baoli all his breeding skills and practices, and they became good friends with the same interests in frog breeding. ※

The Guardian of Life on the Earth

China Philanthropy Times



"Seven days. It will take me seven days to visit all the children and pregnant women in our village," said Dr. Shi. "Whenever I need to visit pregnant women, my husband will ride me to the farthest family. I will visit them one by one on my way back home. When it gets dark, I will live in the villager's home nearby."

Dr. Shi Tianbo and her husband Dr. Li Fujun are both village doctors in Muzhao Village, Guizhou Province. The village locates on the edge of Yungui Plateau, and villagers live scattered in the surrounding mountains. However, because of the promise of "on call at all times" made by the couple, Dr. Shi and Dr. Li have kept crossing mountains and taking care of villagers for more than 20 years. These mountains and trails witnessed their hard work for the lives and health of the villagers.



Li Fujun became a village doctor in 1991. Seven years later, he got married with Shi Tianbo. In the beginning, Shi Tianbo could only help her husband organize materials in the clinic. But because of her conscientiousness and excellent working ability, Shi Tianbo got an opportunity to study in the Qiandongnan Prefecture Medical School and became a village doctor in 2006. Over 20 years, Dr. Li and Dr. Shi have long been familiar with all the roads and people in the village.

When Amity Sprouts on Earth Project was implemented at Muzhao village, Dr. Shi and Dr. Li became busier. "While my husband stays in the hospital, I visit villagers at their home: like this family needs a postpartum visit; the parents of that child have mental disabilities; that elderly needs a free nutrition pack; these households have patients with high blood pressure that need follow-up visit; and the children in this family need scientific

nutrition management....." on our way visiting the villagers with Dr. Shi, she patiently instructed every family and repeated medical knowledge. Especially for those families with pregnant women or new born babies, Dr. Shi always repeats the relevant maternity knowledge to the families. "Baby is the hope of the village families. If something happens, this family will be destroyed. So I have to pay special attention to those pregnant women."

On one night in November 2019, a puerperium woman had a high fever, and her family members rushed to Dr. Shi and Dr. Li at about 11:00 p.m. After an initial diagnosis, Dr. Li hurriedly sent the patient to the county hospital. "There are many similar emergency cases like this in the middle of the night," said Dr. Shi. "The village is far away from big hospitals, any serious cases should be transferred to the county or town hospital immediately."

"Illness will not let you go because you are poor. I have been working in the village for so many years and have met many patients. Although their lives are not easy, they remember your help always. I guess doctors in big cities won't understand this kind of mental satisfaction."

Whenever she felt tired, Dr. Shi would lean on the window of the clinic and enjoy the beautiful scenery of mountains. "In winter, the rime will decorate the mountain into a crystal palace. That's too good to be true." Said Dr. Shi. Although life is hard, Dr. Shi and Dr. Li never regret. They humbly said: "Like other village doctors, I'm working hard to help the villagers keep health. After our village has been covered by Amity Sprouts on Earth Project, we can take care of everyone better. That's nice!" ✨

Qiu Zhonghui led Amity delegation to the China Charity Fair



◀ The 8th China Charity Fair

From September 18 to 20, the 8th China Charity Fair was held in in Shenzhen. This year's theme was "Decisive Battle against Poverty and Joint Creation of Better Lives." The organizer aimed to demonstrate experience, mechanism and achievements of social forces such as social organizations and companies in poverty alleviation. Qiu Zhonghui, Board Chair of the Amity, and He Wen, Association General Secretary of Amity, were invited to conference of the fair.

Amity Foundation and Guangzhou Amity Philanthropy Development Center participated in the exhibition.



▲ The booth of the Amity Foundation

On the morning of September 19, Qiu Zhonghui, Board Chair of Amity, attended the seminar on "Social Innovation in a Post-Poverty Alleviation Era" and gave a speech. Also, in the afternoon, Mr. Qiu shared Amity's experience in the training provided by China Charity Alliance on Application for Special Advisory Status with ECOSOC, UN by Chinese social organizations.



▲ Mr. Qiu Zhonghui sharing Amity's experience

On September 18, He Wen, the Associate General Secretary of Amity, attended the "Poverty Reduction and Sustainable Development Forum" and gave a speech. ✕



▲ Many guests came to Amity's booth to consult



▲ The Associate General Secretary He Wen (left) was introducing Amity's work to visitors at the Amity booth



▲ Many guests came to Amity's booth to consult



▲ The booth of Guangzhou Amity Philanthropy Development Center

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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.