

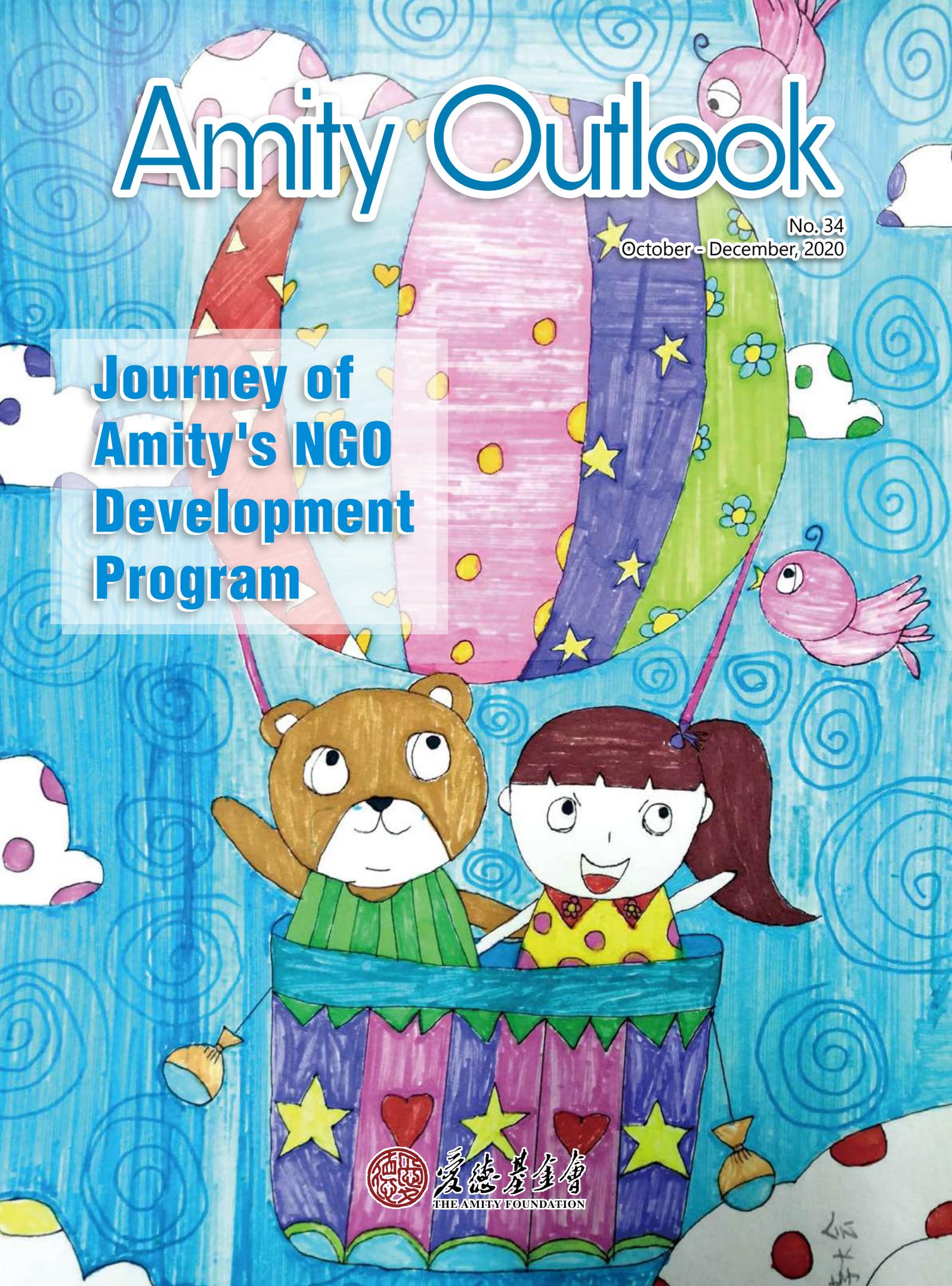
Amity Outlook

No.34
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Journey of Amity's NGO Development Program



爱德基金会
THE AMITY FOUNDATION



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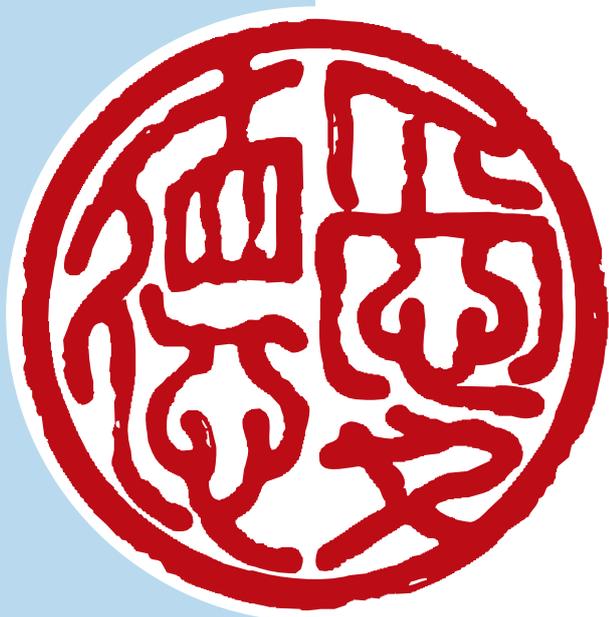
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ON THE COVER:

This drawing was made by Li Dahui, an orphan supported under Amity Orphan Fostering Program. She dreams that one day she could take a hot air balloon to travel around this wonderful world.



Amity NGO Development Program – from past to future

The Amity Foundation, with 35 years of history, has positioned itself as an integrator of resources, an innovator of services, a builder of capacity and competence and an advocator of philanthropic principles. As a result, Amity has been bearing in mind a target to cultivate philanthropic philosophy, educate social work professionals and develop social organizations.

Back to 1995, Amity started to promote the establishment and development of self-help organizations on production development, fund, community service, and cultural tradition for farmers in rural areas in the western China. That was an early form of Amity NGO development work.

In 2009, Nanjing Amity NGO Development Center was officially inaugurated. It began to develop in an organized and professional manner in urban areas, including Yangtze River Delta, Beijing, and Guangzhou.

With policies support, social needs, and the Internet development, the Amity NGO Development Program has developed from a single point model, to a platform model and then to an ecology model. As of 2020, besides Nanjing, the Amity NGO Development Centers have taken root in Nantong, Kunshan and Wuxi. It has provided capacity building for more than 1,000 social organizations, managed and operated nearly 20 street and community service centers, and assisted the government in government purchases for nearly RMB 100 million. Moreover, Amity has raised nearly RMB 500 million for grassroots organizations through the Internet. With Shanghai Rende Foundation, Guangzhou Amity Philanthropy Development Center and other social organizations, Amity NGO Development has established its own ecology.

Looking forward to the future, Amity will focus more on the development of high-quality projects, the inter-regional interaction, the implementation of service projects, and the close cooperation with government functions, and try shifting from “one-way cultivation” to “win-win cooperation” and high-quality development.

In this issue, let’s focus on Amity’s journey on NGO Development.



Ling Chunxiang

General Secretary
The Amity Foundation

Journey of Amity's NGO Development Program

Philosophy

Taking “government guidance, social participation and independent operation” as the principles, Amity leverages on the advantages of government, enterprises and professional social organizations and is dedicated to incubating and serving all kinds of social organizations.



▲ On Oct 15, 2009, Nanjing Amity NGO Development Center was established

Mission

To cultivate social organizations that are able to effectively solve social problems, so as to promote the development of the sector.



▲ On Nov 28, 2011, Nantong Chongchuan Amity NGO Development Center was established



▲ In 2019, Wuxi Amity NGO Development Center was established



▲ In 2017, Amity Chuanyi Philanthropy Culture Fund (“Amity Chuanyi Fund”), a platform to build, inherit and promote China philanthropy culture, was established to lead the development of the sector, to encourage social innovation and to facilitate social development

◆ Milestones

1995

Since 1995, Amity has been promoting the establishment and development of self-help organizations for farmers in the western rural areas. These organizations work on production and development, production funds, community service, and cultural inheritance.

1998

In 1998, Amity participated in the launching of the first supporting organization for non-profit organizations in Mainland China, China Foundation and NPO Information Network (Enjiu Information Center), and carried out the capacity building and self-discipline work for non-profit organizations.

2009

In 2009, Nanjing Amity NGO Development Center was officially founded. Amity NGO Development Center began to develop organization in the Yangtze River Delta, Beijing, Guangzhou and other urban areas in an organized and professional way. By the end of 2020, a total of 4 bases were built in Nanjing, Kunshan, Nantong, and Wuxi. In addition, Shanghai Rende Foundation, Guangzhou Amity Philanthropy Development Center and other early-stage foundations and other social organizations were initiated.

2010

In 2010, Amity and 34 well-known domestic foundations jointly launched the China Foundation Center to promote the transparency and credibility building of foundations.

2015

At the end of 2015, Amity Way Fundraising Team was established to provide comprehensive support to social organizations in terms of fundraising and capacity building.

2017

In 2017, the Amity Foundation joined the Organizing Committee of the Foundation Development Forum; in the same year, it jointly established the "Amity Chuanyi Fund".

◆ Development Stages



“Single point” mode

- ◆ Carry out project support and concept introduction
- ◆ Be flexible and demand-oriented; promote participatory engagement in projects

“Platform” mode

- ◆ Focus on technology and professional empowerment
- ◆ Cultivate organizational, systematic, professional and standardized operation
- ◆ Explore models of "cultivation + capacity building" and "cultivation + community governance"

“Ecosystem” mode

- ◆ Link and integrate all resources to create a comprehensive industry ecosystem
- ◆ Cooperate and grow together with all entities in a "win-win" way to promote the development of the industry and its own.



▲ Amity establishes women's development associations in ethnic minority project villages to help women tap their potential, develop their expertise, and enhance women's participation in rural community life



▲ In 2018, the Amity Foundation hosted the "Jiangsu – Guangdong Social Work Innovation and Development Forum 2018", attracting more than 120 experts and staff in the field of social work from across the country



▲ In 2018, at the second Amity-Heren Philanthropy Forum, community social workers from Kunshan, Nanjing and Nantong shared their experience in community governance in the form of a round table forum



▲ At the "Field Market" of the 2019 Philanthropy Innovation Summit, Amity partners are showing their special products to the media



▲ 2019 Amity A+ Partner Capacity Building Camp



▲ In March 2018, the Youth Social Worker Leaders Program was launched. The program is a training program for young social worker leaders. In the first phase, 20 young social workers were shortlisted. The Civil Affairs Bureau of Qixia District and the Amity Foundation NGO Development Center provided systematic capacity building support to improve their professionalism and operating capability



▲ In 2016, Nantong Amity NGO Development Center started a three-year Social Worker Talent Training Program

◆ Work System

Incubation base

four-level system,
 planning assistance,
 government resources,
 comprehensive support

Community governance

service demonstration,
 community development

Service entity

service innovation,
 professional training,
 training base

Project team

special support,
 cooperative development

Research and development

research and advocacy,
 exchanges and seminars,
 philosophy communication

Amity Way Fundraising

Internet Charity,
 Amity A+ Partner



▲ Amity's elderly and youngster service promotes community governance



▲ "City of Fraternity · Happy Nanjing" 2012 Charity Season



▲ At 2016 "The Force Awakens" social enterprise incubation plan, Amity discussed with partners the practice and development of social enterprises as social innovation

Outlook



▲ Group Picture

The Proposal on the Fourteenth Five-Year Plan for National Economic and Social Development ("Proposal") and the 2035-Year Vision of the government specified the roles of social organizations in the "innovative social governance". Social organizations shall play their parts in social governance, and unblock the ways in which market entities, new social classes, social workers, and volunteers participate in social governance. Social organizations shall also help delegate social governance to the grassroots, empower the grassroots, strengthen community governance and service systems, reduce the burden of grassroots, especially village-level organizations, cultivate grassroots social governance teams, and build network-based management, tailored services, and information support, and open shared grassroots management service platforms. Social organizations shall help improve and innovate municipal social governance, and promote the modernization of municipal social governance.

On November 23, 2020, Amity celebrated the 10th Anniversary of its NGO development centers in Nanjing.

Qiu Zhonghui, Chair of the Amity Foundation, said in his speech that the "Proposal" pointed out the direction for NGO development. In the future, the Amity Foundation will continue supporting the sector and join hands with partners and all sectors of society to build a broader and complete platform, promote self-discipline of institutions and industries, and facilitate a quality development of institutions and industries.

Ling Chunxiang, General Secretary of the Amity Foundation, showed in details the new direction of Amity's NGO Development in her keynote speech. She pointed out that the Amity Foundation would shift from "one-way cultivation" to "win-win cooperation", and keep cooperation and collaboration with the government and among regions, and keep development and implementation of quality projects and service projects, aiming in create an ecology for NGO development.

In the "Ten Years into Future" session, Professor Li Jian of Minzu University of China looked forward into the future development opportunities and challenges in NGO development in the dialogue with guests.



▲ Mr. Qiu Zhonghui, Chair of the Amity Foundation



▲ Ling Chunxiang, General Secretary of the Amity Foundation, making keynote speech



▲ Round-table session



▲ Tian Rong, Associate Professor of School of Sociology, Nanjing University,
Director of Jiangsu Pangtuo Social Work Support Center

Point of view:

In the next ten years, NGO development work should transform and upgrade from incubation into integrated support and guidance. Therefore, supportive social organizations should base themselves on the policy environment, look into social needs, and expand service resources, and make efforts to build a more comprehensive and complete platform for the sector to achieve the growth of the government, social organizations, and beneficiaries together.



▲ You Jia: Director, Nanjing Amity NGO Development

Point of view:

In the next ten years, the development of social organizations may move from the "highway" to the "rural road" stage. Social organizations should "fasten their seat belts", always pay attention to policy changes and social development needs, and carry out timely transformation and upgrading in terms of positioning, structure, and functions.



▲ Zhuang Ailing, Chair of board, NPO Development Center Shanghai

Point of view:

In the next ten years, when supporting social organizations are about to cultivate different types and stages of social organizations, detailed need assessment shall be made, individualization shall be considered and work shall be planned and adjusted timely. Based on service, supporting social organizations shall also focus on product research and work upgrades.



▲ Jiang Shasha, General Secretary of Zhang Jiagang Community Development Foundation

Point of view:

In the next ten years, we look forward to the introduction and implementation of more policies on the service support system for social organizations. Social organizations should take initiative to improve themselves, actively participate in social coordination, and make good cooperation with the government. Because the goals of the government and social organizations are the same.

Ling Chuanxiang shared Amity experience on The 2020 Annual Meeting of Responsible Leaders

On December 18, ThePaper.cn held The 2020 Annual Meeting of Responsible Leaders in Shanghai. Ling Chunxiang, General Secretary of the Amity Foundation, was invited to attend the annual meeting, and shared Amity experience in the round table session. Amity Bakery won the "2020 Responsible Project of the Year Award" at this annual meeting.



▲ Ling Chunxiang is introducing Amity Bakery to guests



▲ Group Photo



▲ Exhibition



▲ Exhibition

◆ Round Table Session



▲ Ling Chunxiang (second from left) in the roundtable

2020 is the last year for China's anti-poverty campaign while the year 2021 is considered as the beginning of rural revitalization and the "14th Five-Year Plan". China is a country that has vast farmland in the countryside, where the most extensive and deepest foundation for China's development lies. Amity sees rural areas as somewhere that have the greatest potential and stamina. Social organizations are one of the most important forces in the effective connection between poverty alleviation and rural revitalization. In the roundtable session, Ling Chunxiang, General Secretary of Amity, shared Amity's experience in this field.

ThePaper.cn:

we know that your organization is working on poverty alleviation, so what are your reflections?

Ling Chunxiang:

First, we should integrate our work into the national strategy and policy. Being part of it will bring us more support from the government and the society. For example, Amity worked in six provinces and one city in East China in early years. After mid-1990s, it shifted its focus to impoverished mountainous areas and ethnic minority areas in the central and western regions, where were the targeted areas of several national poverty alleviation strategies.

Second, innovation is the key word for companies and social organizations. For social organizations, they can do simple projects in the initial stage, but with the development of the organization and society, innovation must be embraced to improve the efficiency. What we do should not simply be receiving donations and distributing funds; we must explore innovative ways in raising funds, developing projects, and bringing greater benefits to beneficiaries.

Third, our work should be based on the needs of people and society. For enterprises, this is especially important. Companies often consider a project from its perspective, but for social organizations, meeting the needs of beneficiaries should be the fundamental starting point for designing projects. We need to consider the needs of both donors and beneficiaries in our work.

Fourth, to focus on the development of the people in the project areas. In our opinion, poverty alleviation includes the support of "willpower" and "wisdom". By supporting willpower, we use project involvement and engagement to help generate motivation among the people in the project areas. By supporting wisdom, we design various forms and contents to improve the techniques and capabilities of the people in the project areas.

For the project area, a social organization is always an "outcomer" while the beneficiaries are the main body of the development. Therefore, in implementing the project, empowering the beneficiaries should take top priority for social

projects. Our final goal is to improve efficiency and promote local sustainable development.

ThePaper.cn:

How to transfer from poverty alleviation to rural revitalization is a major subject in the "14th Five-Year Plan" period. Can you share with us how you understand "effective convergence" based on your own work?

Ling Chunxiang:

We have reached a milestone in poverty alleviation, which is only the first stage of our work. Then we will step onto the "village revitalization" stage. Poverty alleviation is the foundation of rural revitalization, which is the continuation and development of poverty alleviation.

Regarding "effective convergence", I want to talk about the following points which in my mind are of paramount importance:

First, in the convergence stage, there are actually a lot of work to do, and it is even more difficult. Some of the relatively simple charity projects undertaken by most organizations in the early days were mainly limited to meeting the basic living needs of the beneficiaries. However, the rural revitalization puts forward higher requirements for effective functioning by different parts of society, including social organizations. Social organizations need to further explore how to help the beneficiaries achieve the diversification of life. Obviously, this is a longer-term and severe test.

Second, as this is a great challenge, social organizations must have more innovations at this stage. They cannot stop working in a one-on-one or single-handed manner, but need to be more guided by the government. We should work together with all social forces from companies, media, academia, etc., and integrate resources to carry out work.

ThePaper.cn:

Has Amity adjusted its strategy to effectively link to rural revitalization?

Ling Chunxiang:

Adjustment is necessary, and Amity does the same. In October 2017, the state government first proposed the rural revitalization strategy. In May 2018, the "National Rural Revitalization Strategic Plan (2018-2022)" was released, and Amity responded positively and held the "Rural Revitalization Philanthropy Innovation Summit", bringing together more than 600 guests from government, companies, media, NGOs, academia and other fields to discuss rural revitalization. This is the very first large-scale rural revitalization forum and summit hosted by a social organization in China.

Amity's strategic thinking, arrangement, and adjustment are based on the macro strategy and development deployment requirements. For Amity, systematic strategic adjustments are ongoing, and this process is reflected in Amity's work in recent years. In the past two years, the focus of Amity's work has shifted. For example, in terms of medical and health care, we used to build basic medical facilities and conduct disease relief in rural areas. In the past two years, our work in this field is consistent with the "Healthy China" strategy, which focused on the early prevention and support of disease risks. The Amity "Sprouts on Earth" maternal and child care project implemented in 2018 is a good example, which focuses on the health check-ups and nutritional support of pregnant women and 0-1000-day infants. There are many such examples.

Today, the main contradiction in our society has been transformed into a contradiction between the people's growing need for a better life and unbalanced and inadequate development. The "good life" is not only on the material level, but also on the spiritual and environmental levels. Amity is therefore making systematic transformations and adjustments accordingly. For example, Amity has many projects on ecological protection and harmonious development between man and nature in recent years.

◆ Moment of award

The Amity Bakery Project won the "Responsible Charity Project of the Year" at this annual meeting. The organizer wrote in the award speech: "Amity Bakery is a social enterprise that provides vocational training and sheltered employment for people with mental challenges. It effectively helps people with mental disabilities to work equally and enjoy a dignified life, so as to continue contributing to a better life for the people."

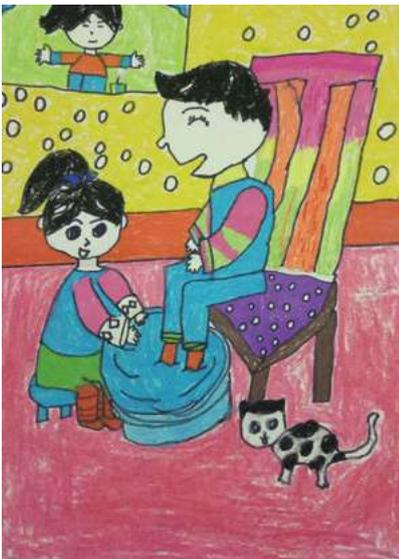


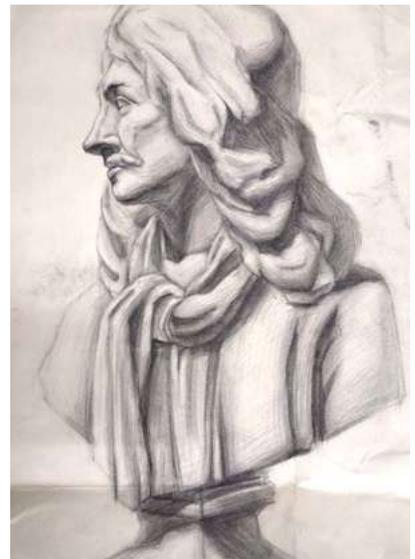
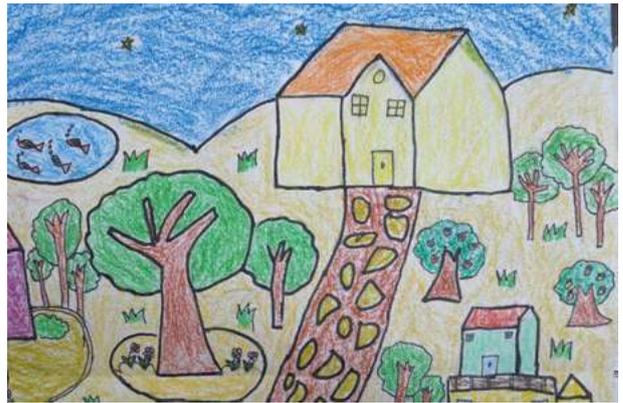
World of orphan painting

World Children's Day was first established in 1954 as Universal Children's Day and is celebrated on 20 November each year to promote international togetherness, awareness among children worldwide, and improving children's welfare.

On this year's World Children's Day, we will come into the colorful world of E-action babies. These children have been supported by Amity E-action Orphan Fostering Program. Let's go!







Grandma Yan's after-school class

The children in Xiguanzhuang Village have a common big friend, who is called "Grandma from Beijing".

"Grandma from Beijing" is named Yan Minwen. She is 79 years old and has lived in Beijing for years. In 2015, Grandma Yan, who had retired for many years, discussed with her husband that she wanted to do something for children in Xiguanzhuang Village, Laishui County, Hebei Province. Inspired by the news of a retired old man teaching children to write, they came up with an idea, that is, to set up an after-school class in Xiguanzhuang Village to help kids there learn. When their after-school class plan was still under process, bad news came: Grandma Yan's husband passed away due to illness. The plan could only be shelved.



◆ An elderly commuter

In 2018, Grandma Yan, although 77 years old, thought of her after-school class plan. In order to fulfill her agreement with her husband, she decided to return to Xiguanzhuang Village to complete the after-school class plan. Her daughter said that considering mom's old age, she did not support mom's plan at the beginning, "but I can't stop her."

At first, Grandma Yan rented a room in Xiguanzhuang Village as a base for her after-school class. She provided tutoring to more than 20 primary and middle school students in the village every weekend. In 2019, Grandma Yan built her own classrooms on her homestead in the village at her own expense, giving her a stable teaching space. Her selflessness and enthusiasm moved her friends and colleagues, who donated books and stationery to Granny Yan's after-school class, making it a paradise for the children in the village after school.

From the day the class landed, Grandma Yan became an "elderly commuter": every Friday she took a bus from Beijing to Xiguanzhuang Village, during which she had to undergo four transfers in order to reach her destiny. On Sunday, she took the bus way back to Beijing from Xiguanzhuang Village. She never stopped her commuting over the past three years. Seeing mom working so hard, Grandma Yan's daughter hoped she could take a rest.

But slowly, she discovered that her mother's mental state was much better than before, when her father had just passed away. "So I began to understand her and support her," said Grandma Yan's daughter. "I didn't expect her to be so motivated and I didn't expect the after-school class to be so vivid. Now I respect her decision and work. As long as the elderly are happy and the children are rewarded, I feel it worth." Her younger brother has become a supporter and fellow commuter of Grandma Yan, too.



◆ Lights on for the kids

In addition to weekends, winter and summer vacations are also busy times for the class base. Grandma Yan and her volunteers use the long vacation to give the kids supplementary lessons in addition to their class at school.

"There is a Granny from afar, she has a class after school." Gradually, kids from the surrounding villages got to know Grandma Yan too and came to join her class. Even, in the class, kids learn to help each other where the upper-grade children learn to teach lower-grade children. In Grandma Yan's opinion, the after-school class serves as a pure land where innocent children learn and grow together.

Today, Grandma Yan's after-school class has entered the fifth semester. Nearly 30 primary and middle school students are frequent visitors here, and the volunteer team has expanded to more than 10 people." We have a volunteer. She is a member of the village committee and has a high school education background. Because she is a native of the village, it is very convenient for her to come to our class to tutor the children. I hope the after-school class could continue without interruption, even if some day no kid comes over, we will still have our lights on and wait for them." said Grandma Yan.

However, Grandma Yan is getting older and older, and her mobility and eyesight are slowly worsening. She began to have her own worries: in case one day she becomes too old to move, or the funds become limited, will the after-school class continue? Can we solicit more volunteers with stable service hours to help the children?

Will you join us in supporting Grandma Yan's after-school class?



Amity supports people affected by Typhoon Vamco

Typhoon Vamco (locally named Ulysses) lashed the main island of Luzon on 11-12 November, whipping destructive winds and dumping torrential rainfall over a wide area, triggering extensive flooding in several areas. This has led to further displacement and increased the hardship of vulnerable people. The typhoon caused 67 deaths and affected more than 2,700,000 people.



Typhoon Vamco exacerbates the already dire situation brought by the COVID-19 pandemic to the most vulnerable and poorest Filipino families. The Amity Foundation and local partners Kaisa Para Sa Kaunlaran, ACT Alliance, and National Council of Churches Philippines distributed food and non-food items including clean clothing, sleeping mats, blankets, medicine and footwear to around 10 000 victims in most affected communities over the last weeks.

Amity won two awards under Jiangsu Charity Award



▲ Wu Zhenglong, Governor of Jiangsu Province, meeting with the award winners of the fifth "Jiangsu Charity Awards"



On December 1, the 2nd Jiangsu Charity Forum and 2020 Jiangsu Social Organization Exhibition and Exchange Conference was held at Nanjing International Expo Center. The exhibition was themed "Love Jiangsu and Charity Together", aiming to demonstrate the achievements of the reform and development of social organizations and philanthropic undertakings in the province during the "13th Five-Year Plan" period, and create a high-level cooperation platform with all social forces. Under a good atmosphere that supports the development of social organizations, more than 140 outstanding social organizations in Jiangsu, including the Amity Foundation, participated in this exhibition. During the event, under the fifth "Jiangsu Charity Award", the Amity Foundation was awarded the "Most Influential Charity Organization", and the General Secretary Ling Chunxiang was awarded the "Outstanding Charity Worker".

On the morning of December 2, Ling Chunxiang, General Secretary of Amity, was invited to attend a sub-forum themed "Role of Social Organizations in Rural Revitalization Work", and delivered a keynote speech entitled "Practice of Amity in Rural Revitalization". In her speech, she shared Amity's work from poverty alleviation to rural revitalization, and demonstrated Amity's achievement in rural education, ecological protection, medical assistance, cultural heritage, and industrial development. She also highlighted the strong support of the Internet and social forces in recent years for Amity's work.

Ms. Ling believes that in the process social organizations should stand upon the sector, ecology, talents, culture, and organization, as for rural revitalization, sector is a guarantee, ecology is the philosophy, talents are the support, culture is the source of power, and organization is the institutional guarantee.

"Sprouts on Earth" project credited as the "2020 Top 10 Rural Revitalization Cases of Social Organization in Jiangsu"

2020 is the year when the goal of building a moderately prosperous society in China in all respects is achieved, and it is the year when the fight against poverty wins. In order to summarize and promote the experience of social organizations in Jiangsu Province, and to pass on the positive energy of social organizations, the Civil Affairs Department of Jiangsu Province organized a collection of outstanding poverty alleviation cases from social organizations in the province. After expert review and comprehensive evaluation, the Amity Foundation's "Sprouts on Earth" project was successfully credited as the "2020 Top 10 Rural Revitalization Cases of Social Organizations in Jiangsu Province".

2020 Amity Volunteers' Carnival in popular scenic spot



As one of Amity's most popular activities throughout years, Amity Volunteers' Carnival started its annual revelry on October 24 this year. This year's carnival was held in Laomendong, one of Nanjing's most welcomed scenic spots, and received wide support from companies and organizations.

This event highlighted the theme of "respecting, caring and loving the elderly". The site was divided into three parts, i.e. one for charity sales, one for performances (and games), and one for project exhibitions. Among them, charity sales area had 80 booths, attracting over 100 families and over 10 companies to participate. Nearly 20,000 tourists visited Laomengdong and explored the charity sales at their interest. During the event, the Amity Foundation made an initiative: "Let's become friends of the Alzheimer, nobody will face dementia alone", calling on the whole society to care for the elderly with dementia.

To make the event more interesting, Amity also organized stage performances for visitors. Peking Opera, Kun Opera, dancing, musicals and string music by professional and non-professional performers and organizations drew applause from the crowd.

Another highlight of the event was a game called "Experiencing Days of The Old". After putting on special costumes and props, the participating audience were asked to complete some basic movements. But blurred vision and heavy hands and feet would make these movements a huge difficulty. With this experience, young audience could taste a bite of the feeling and daily life of the elderly in a straight-forward way, in an aim to call for the understanding, respect and care for the elderly.

Nanjing Marine World also joined the event. By introducing knowledge of marine animals to the public and interacting with audience by questions and answers, this partner of Amity aimed to advocate for wild animal protection and environmental protection. Prizes were provided and the atmosphere tended to hilarity.

All proceeds of the 2020 Amity Volunteers' Carnival would go to "Amity Protecting Elderly with Incapacitation" Project and "Amity Friends of the Alzheimer's" Project. Volunteers were also solicited on the spot to join the elderly care team.



Wuxi Amity Bakery gets off to a warm start

Wuxi Amity Bakery officially opened on December 3, 2020. Amity Vice Chair of the Board

Gu Chuanyong attended the opening ceremony. Honored guests included government officials of Wuxi and members of local social organizations.

Mr. Gu Chuanyong extended heartfelt appreciation on behalf of Amity Foundation to the guests and people from all sectors of society for supporting Wuxi Amity Bakery.

He observed that it was of particular importance for Wuxi Amity Bakery to commence on December 3, International Day of Disabled Persons. He reviewed the growing journey of Amity Bakery since 2007, taking a start from Nanjing and expanding to Kunshan and Wuxi. For the last 13 years, Amity Bakery has provided continued training and employment opportunities for persons with mental challenges and helped them lead a dignified and meaningful life. Amity Bakery has become a special and popular brand in the bread industry.

He noted that as a social enterprise, Wuxi Amity Bakery should perform dual functions of market economy and charity like other Amity Bakery stores, find a foothold and flourish in Wuxi by feat of its quality products and strength, and bring practical benefits to local people with mental challenges. He anticipated that with all-out support from the government, strong backing from all sectors of society, and unremitting efforts of Amity people, Wuxi Amity Bakery would be able to explore a new development path, take root, sprout, and blossom in Wuxi, and accomplish win-win outcomes in economy benefits and philanthropy.





▲ Qiu Zhonghui (eight from the left) with other award winners

Qiu Zhonghui was awarded Top 10 Philanthropy Figure by Actors Alliance in 2020

→ Qiu Zhonghui was awarded Top 10 Philanthropy Figure by Actors Alliance in 2020

On the evening of December 1, 2020, Actors Alliance under ifeng.com held its award ceremony in Beijing. Qiu Zhonghui, Chair of the Board of the Amity Foundation, was invited to attend the award ceremony and won the “Top 10 Philanthropy Figure of the Year” during the ceremony. At the ceremony, celebrities and leaders from social organizations, academia, creative circle, media, literary and business circles participated in the event.



▲ Qiu Zhonghui's interview with ifeng.com

Amity teams up with Borussia Dortmund to support students in underdeveloped regions of Hubei

On November 6, 2020, Amity Foundation's "Our Football Dream" project teamed up with German world-class football club Borussia Dortmund to support schools in underdeveloped regions of Hubei Province. Borussia Dortmund and other companies donated sports equipment to four primary and secondary schools in Enshi.



▲ Group picture with the kids

→ Amity teams up with Borussia Dortmund to support students in underdeveloped regions of Hubei

Benjamin Wahl, in his speech, hoped that the youngsters will enjoy football while getting empowered by the sport for their growth

After a ceremony, Marius Lorenz, the Sports Director of Borussia Dortmund in China, organized a BVB football training camp for the young football players in those schools. The project in Hubei connects different regional cultures through sports and contributes to a healthy education environment for the youth in the mountains.

On the same day, the Amity Foundation and Borussia Dortmund jointly launched an online auction. The auction items included jerseys of players. It is hoped that the auction will drive the fans to act together and help the youngsters achieve their football dreams.

The “Our Football Dream” program focuses on the comprehensive education of young people in rural areas. By providing support and equipment for schools in those regions, Amity supports equal education and the healthy development of youngsters through football. Thereby, Amity is cooperating with professional football clubs from all over the world and inspires students to achieve their goals and follow their dreams



▲ Happy time together

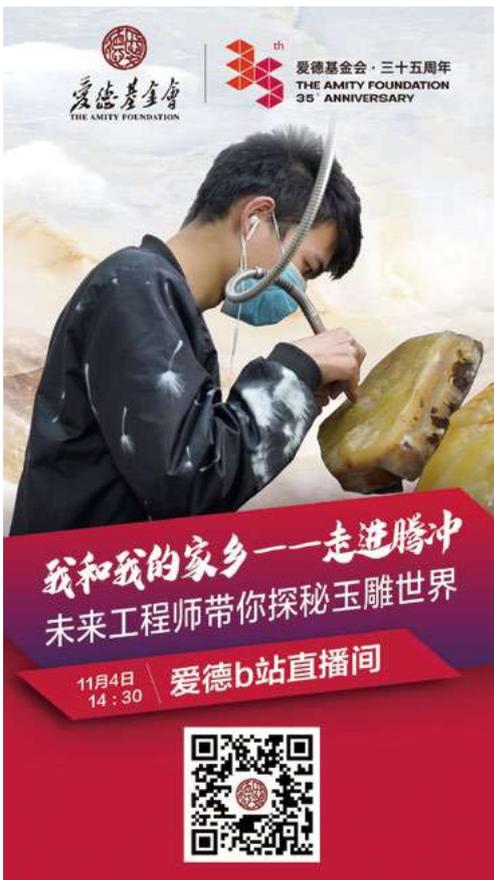
More than 9,000 viewers join Amity's live broadcast

The Amity Foundation's Communication and Advocacy team organized a live broadcasting project exposure over the last week. More than 9,000 viewers joined the live broadcast, which featured the **Amity future engineer project and Amity multi-functional teaching room project**, in remote parts of Yunnan province.



Amity staff accompanied students of a vocational school, which provides occupational training and is located in a remote and underdeveloped area of Yunnan Province at the border to Myanmar. The live broadcast followed the daily school life of students from difficult backgrounds who receive financial subsidies from Amity. While the school trains various professions, the live-broadcast followed the occupation of jade processing, which attracted more than 9,000 viewers.

Another broadcasting live-stream exposed Amity's multi-functional teaching room project. The project finances special teaching rooms in rural schools. The project targets left-behind children and improves the quality of education by providing creative and innovative means of learning. "Live-broadcasting is the trend here in the mainland. It is very very popular. So we came up with the idea to broadcast our projects in remote areas that not everyone can go personally," explains Luyi, Amity staff of the Communication team. "Everybody is doing live-broadcasting now. If you don't do that nobody will follow you. Although social services are a niche for live-broadcasting, we will continue doing it!"



▲ Promotional banner that invites the public to follow jade processing



▲ Promotional banner for Amity's multi-functional teaching room project

Amity Warm Winter Campaign caring kids in the mountainous area

From November 21 to 22, 2020, the Amity Foundation joined hands with Fuzhong Charity to help the public to carry out a warm winter campaign to donate winter clothes to children in the mountainous area of Yongsheng County, Yunnan Province.



▲ Telling stories of kids in the mountainous area to little participates



▲ These winter clothes will be delivered across two thousand kilometers to the kids in the mountainous area

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