



Shanghai Better Education Development Center

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About Us

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About Us

Shanghai Better Education Development Center, also known as BeBetter Education, was established in 2009. It is the first public welfare organization that engaged in financial literacy education for children and teenagers in China. Since September 2019, BeBetter has been certified by SGS on NGO Benchmarking certification audit.



Our Mission

Economic empowerment of children and youth in less developed areas, and help them to become economically independent, as a result, to push the development of social equity.

Our Goals

We promote financial literacy education, which is not likely to be easily attainable for children and youth in less developed areas, who are in need to better integrate with the society, by that, to enhance their abilities of dealing with difficulties and recognizing risks. At the same time, we attempt to narrow the gap between different educational systems, by that, we take the responsibility of pushing the development of social equity.

Juvenile Educational System



Our Educational Philosophy

Child-centered: We emphasize that all curricula designed by us are oriented from children's needs for development, they are our origin, the center of our attention, and the purpose of what we are working for. We respect the significance of their roles in education, so that we promote "education is for the growth and the life", by that, we combine education with life themes organically, to develop children's critical thinking skills by participation and experiencing.

The Team

Chair of Board: Wang Sheng

Deputy Chair of Board: Zhu Xiaobin

Directors: You Yong, Gong Aling, Feng Changlin, Chen Liyun (Nanjing), Yang Rui (Guiyang), Peng Yuxin (Guiyang), Liu Yafen (Chengdu), Bian Shumei (Chengdu), Yi Jincong (Shenzhen), Huang Wenfeng (Shenzhen), Chen Guoan (Suzhou), Ma Guangzhi (Beijing), Li Zhiyan (Beijing)

Chief Supervisor: Jia Ying

Deputy Supervisor: Guo Lei

Supervisor: Ding Li, Tang Wei, Shi Jun, Shen Jian (Guiyang), Li Yong (Chengdu), He Hongtao (Beijing)

Director General: Wang Sheng

Deputy Director General: Chen Hong, Chen Xiaofei

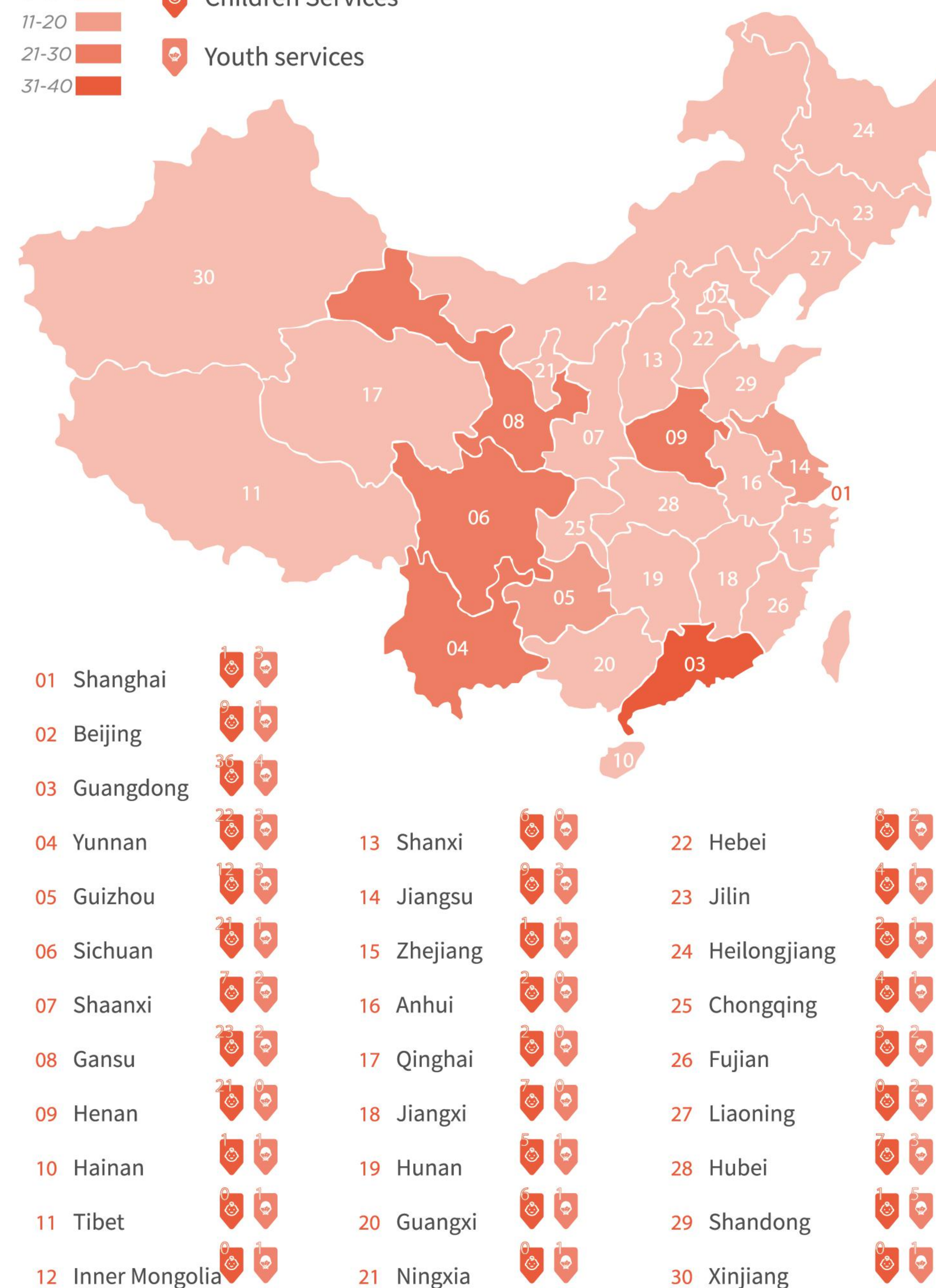
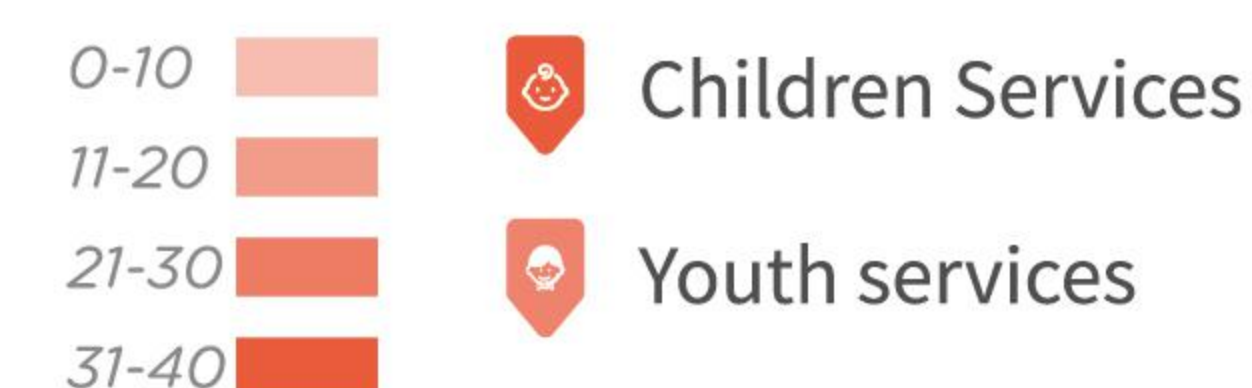
Functional Departments: Finance Department, Department of Cooperation and Development, Brand Department, Fundraising Department, Personnel Department, Administration Department, IT Department

Business Departments: Children's Department, Youth's Department

Regional Offices: Beijing, Guangzhou, Chengdu, Guiyang

Impact

By the end of 2019, BeBetter Education has provided social and financial literacy education services to 5.68 million children and teenagers in 30 provinces, 255 districts in China. And we have established cooperation relationships with 926 schools to provide training services to 12,732 educators.



02

Annual Report Message

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Look back to the Past and Prospect the Future



2019 Review

2019 witnessed the 10th anniversary of BeBetter Education. The first decade since our organization was born has ended, and we are standing in the beginning of the next exciting decade.

At the very beginning of 2019, we concluded that there were two things that we need to address: one is to clarify our business model, and another is to strengthen and empower our organization further. The purpose of needing to do these is for promote our influence further to a larger scaled children and teenagers, and also for the internal efficiency. It is also significant to form a joint force inside our organization, we need to form standardized ways launching our projects, so that we could better serve the children and teenagers in need.

Looking back to the past year, the annual goal has been achieved. The total income increased slightly comparing with the previous year, also the structure of the sources of income has been optimized; however, the number of children and teenagers covered by our services decreased a bit, meanwhile, the average cost of coverage rose, indicating that the practice of our project has not reached efficiency, but the cost could also be of the reason of the broadened areas of coverage, as the number of towns covered increased 97%; in the perspective of the service we provided to children, there was an unignorable improvement, confirming the effectiveness of our financial literacy courses; in the perspective of influencing teenagers, the “Aflateen” project has started to transform from solely offline courses to online and offline community learning. We are happy to see this.

In the process of continuous exploring and learning lean entrepreneurship, we are pleased to

see that in the past two or three years, BeBetter Education has cooperated with Hu+ Project, which was a bold choice for us, and started the gradual launch of the omni-learning mode, as we gradually accumulate the great organizational operation capacities and have figured out the optimal operation mode, these could not only provide better services to children and teenagers in remote areas, but also could show the effect of educational intervention for children and teenagers.

Our plans for 2020

Through our continuous exploration in 2019, we basically have clarified the general direction of our future strategy, and we have confirmed that there is a need for us to transform our business from offline channels to online channels, forming a omni-channeled learning mode, by that, we also will need to adjust our organization structure as well as the human resources, so that we could better adapt to the newest business model which we hold the highest expectation towards, and we look forward to leverage our position in competitions by launching that, for better serving the children and teenagers in need.

There are two aspects that we will need to pay attention to in the process of transformation.

To open up

To transfer our business from offline channel to online channels, it is not only about the change of the way of teaching, but what is important is the transformation of the logic of operation behind it, that is to say, change from a relatively closed class to an open one. Behind this, it concludes the transformation of the philosophy of the way we teach, as well as the corresponding approaches of operating the business. It reflects on the following aspects:

Ways of teaching and learning. BeBetter Education courses were always designed and constructed based on the needs of students, every part of the class offers students enough space to learn independently. We could understand the importance of this kind of design when classes go online, there is a need for us to think completely on the side of children, so that we could reflect and improve the design of our teaching and our teaching content. This kind of transformation indicates the leverage of the role of teachers, from a professional position to the company that students could rely on in the process of learning and growing.

The approach of management. The approach of management in BeBetter Education has always been employee-oriented, this could be seen by the empowerment of employees, that they are able to make decisions in every project they are in charge of. When the way of operating our projects goes to an open position, the management approaches, as well, will need to be more open, the content of management will not be about controlling employees anymore, but about satisfying them and supporting them; not about emphasizing on rules and processes, but about connecting employees with our business model, connecting them with our organization, and connect them with their colleagues. The so-called flat organizational structure is not enough for

this kind of openness, so that we should indeed stand in the position of every employees, so that we could better understand them and their relationships with our organization, consequently, to find a way that both parties could develop.

The way of integration and combination. The business model of BeBetter Education always emphasizes on the co-construction and co-creation with partners, whether it is with schools, social organizations, local government departments, or with foundations and enterprises that give us financial support. The meaning of the so-called "integration of resources" needs to focus more on "integration" than "combination", that is, different cooperative subjects cooperate with each other in a relatively similar direction, so as to create a more complete win-win situation.

Constriction

When the general Chinese economy is facing severe challenges, the shortage of resources will become a normal situation. Under that condition, BeBetter Education needs to be flexible enough to decide between getting opener and being constrictive in needed times.

Strategic adjustment and focus. Over the years, BeBetter Education has developed a series financial literacy education courses for kids, children, teenagers and early adults, and had implemented and promoted them in schools, communities and networks, as well as in urban and rural settings. Now, such a multi-pronged approach is no longer appropriate. We need to change the situation of considering one thing and losing the other as soon as possible. We need to quickly adjust the development strategy of the organization, focus more on one aspect of development, gathering resources, operating in depth, making employees become experts, and letting the business form a sustainable development competitiveness. With the idea of "less is more", we can break through at one point and form large-scale social influence.

Organizational adjustment and convergence. In terms of the internal organizational structure, we decide to make some big changes. There is a need for us to concentrate on all the resources, including human resources, that we have, focusing on some specific points that we think may be beneficial to our future development, different departments, therefore, will need to become more independent, for better efficiency and effectiveness; also, we will provide our employees with better work autonomy, but at the same time, the management of potential risks must not be ignored by us; the feedback on the performance of each department, as well as each employee, will be paid great attention in the future, for inserting the management mode of OKR+KPI in our business model, so that the ability of operation in every department will be improved to some extent.

Ms. Chen Chunhua said: "in a constantly changing environment, no one could accurately predict what is going to happen and be able to make corresponding decisions. In this case, the smart way to deal with this is to be goal-oriented and work towards one exact direction, at the same time, be prepared to face challenges, and be flexible enough to adapt to the uncertainty." The sentence basically concluded our firm belief when in this era of uncertainty.

To Our Donors

Dear friends,

Thank you for your trust to BeBetter Education, thank you for your support of children and teenager's education. Over the past ten years, without your support, BeBetter Education couldn't have made it here. It is your support that makes us what we are today. All that you did has made BeBetter growing from a small team to a big family and has made our business expand throughout the vast land of China.

Because of you, children in rural areas now have confident smiles on their faces, and has started planning for their own future;

Because of you, teachers in rural areas got the opportunity to step out of the countryside for the first time and participated in professional national exchanges;

Because of you, teenagers who are new to the society did not fall into the financial trap and they benefited from your effort in their way forward.

Because of you, financial literacy education is no longer the privilege of the rich children, and now every child can be self-confident and self-reliance under the nourishment of financial literacy education.

Thank you for your company on the way of children's growth.

You have made life warmer and more colorful.

We hope all of you can continue to work together with BeBetter Education, for the future children, for a brighter tomorrow.

Best wishes to all partners!



03

Original Aspiration of BeBetter Education

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"Aflatoun" Financial Literacy Education Project For Children

"Aflateen" Financial Literacy Education Project For Youth





Social Problem

According to the data provided by the Ministry of Civil Affairs in 2018, there are 6.97 million left-behind children in rural areas in China, more than 90% of them are located in the central and western provinces.

In rural areas, a large proportion of children enter the society after graduating only from junior high school. Many of them are in a lack of self-confidence, self-management skills, time management skills, money management skills and social skills.

At the same time, according to the Statistical Bulletin on the Development of National Education 2018 issued by Ministry of Education¹, 14.2404 million children of migrant workers are in the stage of compulsory education in 2018, accounting for 9% of the total number of children population in that educational stage, which means that nine out of every 100 children in primary and junior high schools are migrant children.

Several notable problems that generally these children share incorporate their poor academic performances in school, a lack of interest showing in learning, a lack of emotional support from their teachers, and due to inefficient and insufficient surveillance, they often show poor self-discipline and self-management skills, and that exerts bad influences to their attitudes towards learning.

On the other hand, according to the report by The First Survey Report on Youth Employment in China released in 2018², 80% of youth entered the job market when they were between the age of 17 and 23, and another 13% of them did that even prior the age of 16.

According to the practice and exploration by BeBetter Education in the past ten years, the large number of teenagers who directly entered the society after graduation from junior high school, the long-term material life shortage made them develop the great characteristics of perseverance and hard-working at an early age.

At the special age which children's idea about is world is slowing forming, many of them hold strong desires towards money, they are eager to be rich, becoming bosses, even they look up to their friends and relatives which have stable jobs. However, many of them are in a lack of confidence, time management skills, money management skills, as well as social skills. The way we enlighten them, is to help them understand how to learn, work, and live, to help them be able to utilize the limit resources they could get, so that they could gain the opportunity to be engaged in the nowadays fast-developing economy and social life, it matters to their own growth and development as well, at the same time, may have a great impact to the future society.

According to the Standard Framework of Financial Literacy education in China released by the National Institute of Education Sciences in 2017³, literacy refers to the internal cultivation of

knowledge, abilities, ideas and beliefs acquired by individuals. Financial literacy is the integration of financial and economic knowledge, financial management skills, wealth management, life belief and other basic accomplishment in individual social life. As one of the essential core qualities of citizens in the 21st century, financial and economic literacy is not only of individual significance, but also of social and national significance. Improving citizens' financial literacy is related to personal development, family happiness, social stability and national security. It is an international trend to improve financial literacy for everyone.

But unfortunately, at present, neither schools nor families can meet the needs of the growth of financial literacy education for children and youth, especially in rural and other less developed areas.

- ¹ Data source: The Ministry of Civil Affairs of the People's Republic of China [http://www.mca.gov.cn/article/gk/tjtb/201809/20180900010882.Ministry of civil affairs, PRC](http://www.mca.gov.cn/article/gk/tjtb/201809/20180900010882.Ministry%20of%20civil%20affairs,%20PRC)
- ² Data source: <https://wenku.baidu.com/view/0a1aabb4951ea76e58fafa069dc5022abea467e.html>
- ³ Data source: Interpretation of "Standard Framework of Financial Literacy education in China", Science Press

Solutions

As a part of quality-oriented education, the financial literacy education carried out by BeBetter Education takes "money" as the entry point. By discussing with children of the method of creating, managing and utilizing wealth, children's abilities of setting goals, implementing plans and making reasonable choices are established, helping them to have a better future.

At the same time, it is particularly important that the financial literacy education we provide for teenagers in difficulties which pays more attention to let students "know and explore themselves", and guide students to become a person with dreams and goals from an individual perspective. However, the theme course of "rights and responsibilities" makes them become a citizen with clear rights and responsibilities from the perspective of a society and make use of tools and medias of "money" to become a better self and the member of a better society.



"Aflatoun" Financial Literacy Education Project For Children

With schools and urban communities as the main intervention channels, aiming at the left behind children in rural areas and children in need in cities, through a series of financial literacy courses and activities combined with children's life scenes, children can establish a more correct concept of wealth, master basic financial knowledge, and gradually affect children's behavior habits, and cultivate their planning ability for the future.



"Aflateen" Financial Literacy Education Project For Youth

Taking the youth community and school associations as the carrier, aiming at the young students in middle and higher vocational colleges, through the activities integrating the contents of finance and economics, career and entrepreneurship education, the youth are allowed to think and summarize in the real challenge scene, accumulate experience, and make preparations for entering the society and adapting to the social challenges.

04

Ten Years' Review





2009

BeBetter Education was registered and established in Shanghai;
BeBetter Education signed a strategic cooperation agreement with Citigroup Foundation, Aflatoun International and other institutions to promote financial literacy education for children and youth in China.

2010

The textbook Aflatoun Financial Literacy for Children was successfully published and was taught in 10 schools of Yangzhou, Jiangsu Province.



2011

Citigroup Foundation funded BeBetter to carry out the social and financial literacy education project "Aflateen" for youth aged 16 to 25.

2012

BeBetter Education released and issued the first Blue Book of Chinese Teenagers Financial Education through the cooperation with the VISA.



2013

In cooperation with the Education Bureau of Pudong New Area in Shanghai, BeBetter Education launched social and financial literacy education courses in 10 pilot schools and formed a district-based course. The first "Aflatoun" community experience center was established and operated in Chaoyang District, Beijing.

2014

"Aflatoun Concept School" started up in primary school and expanded to 7 urban schools in one year. The "Social and Financial Literacy Education Project" as a pilot project was awarded as the 2013 Annual Excellent Education Project in Pudong New Area of Shanghai. "Aflateen" Project was awarded as "Shanghai Top Ten Youth Projects of Charity Venture Investment" in the 2014 in the conference of "Youth Influence Society".



2015

BeBetter Education became Sesame Workshop's core Chinese partner due to the project of "Financial Literacy Education for Families in Early Childhood" in China; Wang Sheng, the founder of BeBetter Education, won the award of "2015 Annual Public Figure".

2016

BeBetter Education cooperated with China Education Innovation Institute of BNU to establish the Research Center of Financial Literacy Education for the Teenagers;
 Building a strategically cooperative partnership with Network for Teaching Entrepreneurship (NFTE) from the United States to promote entrepreneurship education curriculum for teenagers;
 Being one of charity product suppliers in The Effective Philanthropy Multiplier and starting the large-scale development.
 Winning a highest honor award with the title of SERVER in the "Second China Education Innovation Achievement Public Welfare Expo" through "Youth Financial Literacy Education Service Project".



2018

BeBetter Education began to cooperate with China Foundation for Poverty Alleviation to carry out social and financial literacy education public welfare projects for more children in central and western regions;
 Wang Sheng, the founder of BeBetter Education, was shortlisted as Annual Prominent Charity Figures in CCTV Charity Night, and was interviewed by CCTV;
 The project of "Aflatoun Financial Literacy Education For Rural Children" won the award of "Top Ten Originality of Action League 2018 Charity Ceremony".
 Its public welfare film "The Fate Change of Rural Children" won the excellent works award in the ceremony of "China Charity Image Festival";
 It was interviewed by the TV program "Champion of Social Change" of the Channel News Asia (CNA) in Singapore, which became the only case selected in Mainland China in the 20th anniversary celebration of the TV station.
 It participated in the Fourth Public Welfare Education Innovation Fair, and jointly held the Asian Summit for children and youth financial literacy education with Beijing Normal University.



2017

Cooperating with the "Hu+ Project" to carry out an "Aflatoun" financial online course for rural primary schools;
 Jointly with these academic institutions such as Beijing Normal University, Peking University, Central University of Finance and Economics and Shanghai Normal University, BeBetter Education issued annual National Survey Report on Financial Literacy for Teenagers from 2016 to 2017.



2019

BeBetter Education cooperated with Save the Children to hold a Mobile Youth Entrepreneurship Competition in Yining, Xinjiang. After the competition, three projects were selected for financial support and incubation;
 BeBetter Education led rural children to participate in the "Global Money Week", the International Financial Management Week Activity. Through diversified games and activities, children have learned something about financial intelligence;
 BeBetter Education cooperated with Gansu Special Fund of Adream Foundation, and expanded "Aflatoun" financial literacy education to four districts and counties in Gansu;
 The "Aflatoun" Community Experience Hall in Sima qiao, Chengdu, Sichuan Province, and the "Aflatoun" Community Experience Hall of PI village, Beijing were established;
 The "HSBC Rural Children's Financial Literacy Education Project" carried out by BeBetter Education was selected into the "Case Set of Children's Education Public Welfare Project", which was compiled by the International Public Welfare College and Beijing Laoni Brothers and Sisters Public Welfare Foundation supported the report Retreat for Progress: China Foundation's Exploration and Practice in the Field of Children's Education;
 BeBetter Education led rural teachers to participate in the training of summer trainers for AFC children;
 The public welfare story "The Bank Here is Different" published by BeBetter Education was selected as the award nomination of "Ten Best Public Welfare Stories" in the 2019 "Public Welfare Application";
 The Financial Innovation Summer Camp "Finance With You" was successfully held in Shanghai, attracting 40 young people from 20 universities to participate in;
 The "Aflatoun" financial literacy online course designed by BeBetter Education won the "Colorful Award" of Hu+ Project.
 BeBetter Education and China Education Innovation Institute of Beijing Normal University held the 2019 National Youth Financial Literacy Education Seminar on "Financial Literacy Education in Smart Campus" in Chengdu;
 BeBetter Education was awarded 4A social organization of Shanghai;
 BeBetter Education to be the first civil non-enterprise unit who received SGS certificate on NGO benchmarking audit;
 The Talented Students Exchange Conference was successfully held in Guangzhou. BeBetter Education and Polaris Youth jointly launched the conference, attracting more than 100 young people to attend;
 BeBetter Education held the 10th Anniversary Celebration, thanks to all partners who have given support to social and financial literacy education in the past decade.



05

BeBetter's 2019

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BeBetter's 2019

2019 is the 10th year since its establishment of the BeBetter Education. It is also the time that we readjust our pace and prepare for a new journey.

Service Overview

| Year | The number of provinces | Districts and counties | The number of schools served | The population Served | Service times | Transmission times | Service cost (per person) |
|------|-------------------------|------------------------|------------------------------|-----------------------|---------------|--------------------|---------------------------|
| 2018 | 30 | 129 | 826 | 203,223 | 1,495,813 | 6,276,556 | 6.45 |
| 2019 | 30 | 255 | 767 | 240,305 | 1,029,475 | 5,948,292 | 11.95 |

Classified Service Overview

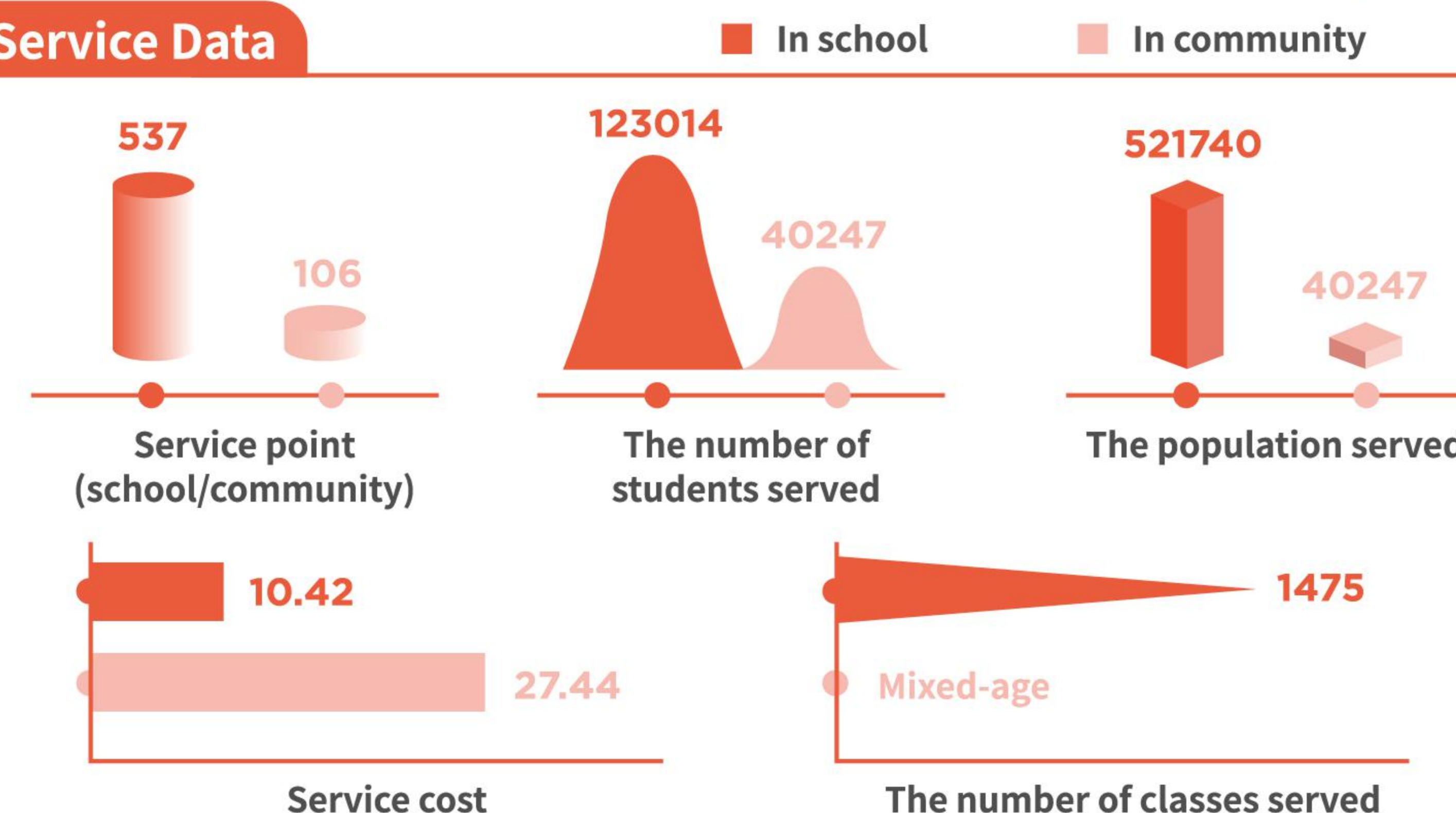
| Service type | Number of schools served | Number of students served | Service times | Cost of service | Covered districts and counties |
|--------------|--------------------------|---------------------------|---------------|-----------------|--------------------------------|
| Children | 537 | 163,261 | 561,987 | 9.02 | 223 |
| Youth | 230 | 77,044 | 467,488 | 5.40 | 51 |

Financial Literacy Education for Children

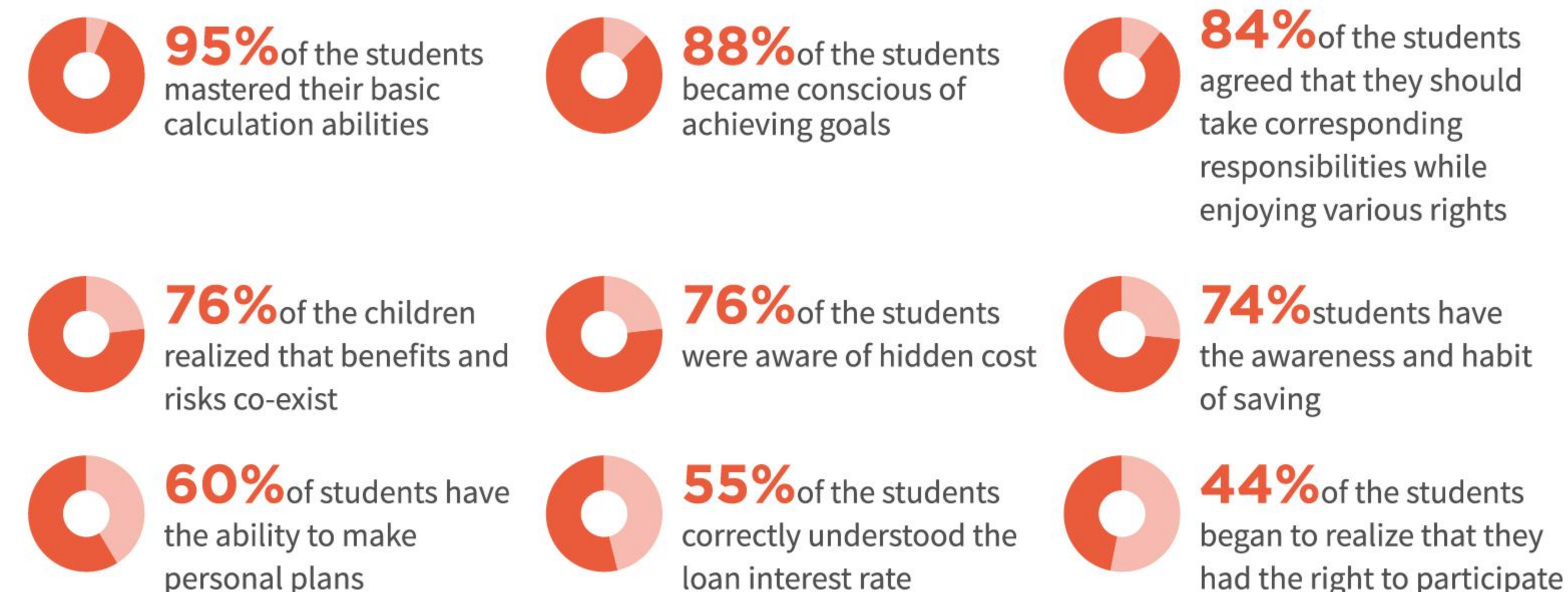
In 2019, BeBetter Education further clarified the service and the direction we are working towards: by providing services through school and community channels.



Service Data



According to the investigation and market report on the current situation of financial literacy for rural children, after the financial literacy course:



School - for children in rural areas

Relying on years of accumulation of profound insights into education in rural areas, BeBetter Education found that the needs of rural children lie in: self-efficacy on the basis of full self-cognition, career planning on the basis of understanding of career diversification, and the construction of financial planning and management abilities that can control life.

Although rural children have limited resources, they should regard themselves as the best resources to tap. Therefore, it is very necessary for them to know themselves and their social environment, to help them understand market rules, resources, opportunities, costs, planning, responsibilities, entrepreneurship and other concepts and meanings, so as to find an appropriate way of living and working in the society in the future.

Aiming at this social problem, it is necessary to design courses more accurately, rather than just focusing on the superficial ability. After sorting out, the logical chain linking financial literacy education and social issues was determined, and the preliminary framework of financial literacy abilities in rural primary school was listed. Relying on a series of intervention methods, the ability of rural children in three dimensions was cultivated.

| Ability dimension | Critical abilities | Universal abilities |
|---------------------------|---|---|
| Financial intelligence | Resources, opportunities, Costs, Objectives, Rules, Innovations, Responsibilities | Self-knowledge and self-regulation Problem solving Mathematics ability and Reading comprehension Media or ICT skills |
| Financial competency | Objective planning, Choice and decision, Cost-benefit analysis, Budgeting, Financial management, Relationship and interaction with others, Risk management, Economic thinking, Critical thinking, Innovative thinking | |
| Responsibility for wealth | Civic responsibility, Social | |

In 2019, BeBetter Education established cooperation with 537 schools in rural areas to carry out a series of financial literacy education services, such as remote online education services for rural children and offline campus activities, and also carried out online and offline teacher growth training to help rural teachers grow.

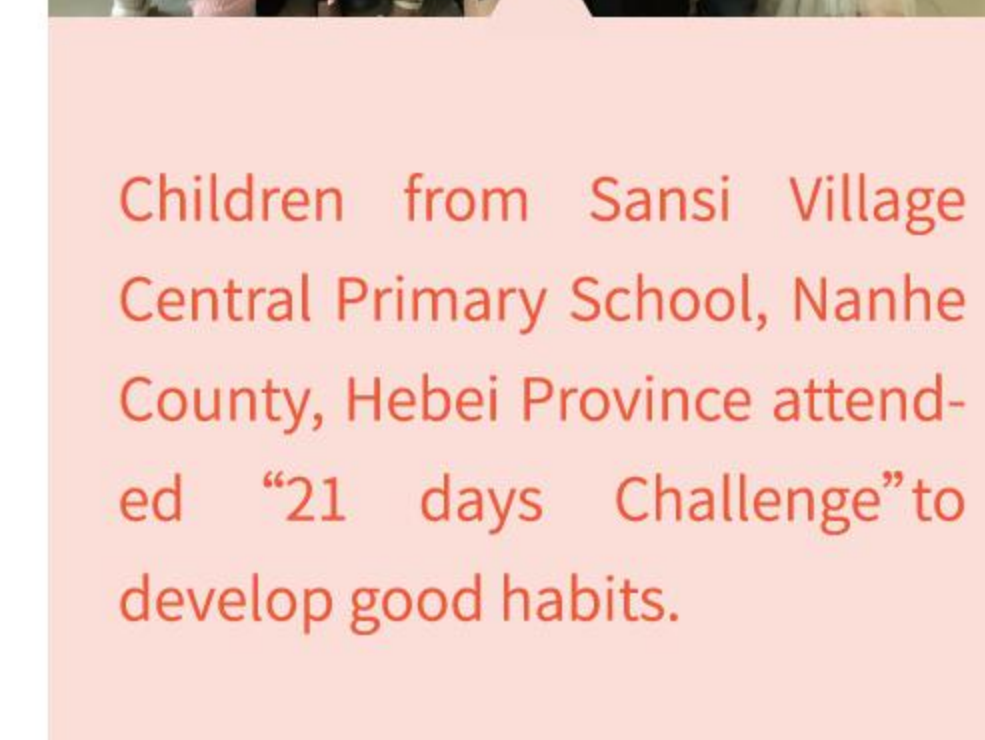
At the same time, BeBetter Education continued to try to cooperate with large-scaled social organizations, such as Adream Foundation, Qingtong Education, Teach for China, Maitian Education Foundation, etc. Through cooperation, the service will be integrated into the existing education content in rural areas, forming the synergy of NGOs.



Children attended 2019 Global Money Week.



Volunteers from HSBC China guided children to play financial literacy board game.



Children from Sansi Village Central Primary School, Nanhe County, Hebei Province attended "21 days Challenge" to develop good habits.



Children from Shiting Central Primary School, Lilling County, Hunan Province, made book introduction card.



In March 2019, Children from Lanzhou Experimental Primary School, Gansu Province attended financial literacy activity, Family Survival Challenge.



In April 2019, BeBetter Education awarded children from Yunfu No.8 primary school for attending "Pocket Money Challenge".



Children Service Photo Collection.

Messages from Beneficiaries

“I was afraid to communicate with others before I knew Aflatoun. Since I took Aflatoun financial literacy online class, I have changed a lot. I become not timid of people anymore. The lesson “The Farmer's Treasure Cave” tells us that everyone hides money in different places and in different amounts. It makes me realize that there is more than one answer to a question.— **Huang Haihang, Heshu Village, Huangpi Town, Ningdu County, Ganzhou City, Jiangxi Province**

“Before I met Aflatoun, I was a shy person. I dared not raise my hand to speak in classes. When the teacher asked me a question, I bowed my head and never dared to look at the teacher directly. After I met Aflatoun, I became braver and more confident. In classes, I listened carefully, and every question put forward by the teacher will be seriously considered and answered by me. I feel like I couldn't have done that without the "Aflatoun" financial literacy online course. It's a pity that I will go to other schools for the sixth-grade next semester, but I believe that Aflatoun has given me courage and I can bravely welcome my future.” — **Hu Junyin, Heshu Village, Huangpo Town, Ningdu County, Ganzhou City, Jiangxi Province**

Among all the students who have changed a lot, the one that impressed me most was a student named Yujia. She is from a single-parent family. Although she sits in the first row in the class, she didn't work hard and had poor self-discipline skills. Her father worked outside the city, and her grandparents were too old to help her study. Since I took the online financial literacy class, I paid special attention to her in class. I started by building her confidence and encouraging her to speak up and raise her hands in many classes, even if she gave the wrong answer. In the "21 Day Challenge", she was asked to finish her homework consistently. Gradually, she caught up with the progress of the class, and her performance and confidence improved significantly. The meaning of a good lesson is to give students the habit of forming, the world of cognition, thinking about life, the pursuit of the future.— **Mu Lin, a teacher of Manchu Town Central Primary School, Wula Street, Longtan District, Jilin City, Jilin Province**

"I often infiltrate the course concept of Aflatoun into the classroom teaching to fully mobilize the enthusiasm of students and seriously reflect on the gains and losses in the course. Observing the kids in class, I am able to get along with the students. As a good teacher and the friend of them, gradually the children began to like me as well as my math class."— **Guo Hongbing, a teacher of Daquangou School, Sunan County, Zhangye City, Gansu Province**

Community - for children in need in cities

Community is another angle of intervention for BeBetter Education to carry out children's services. In 2019, in addition to operating community physical service venues and delivering service projects to grassroots communities, 106 children's service centers in China, such as Children's Home" and "One Paradise" of One Foundation of China Social Welfare Foundation, are also used to train local teams to export financial business education services to more rural communities.

At the same time, BeBetter Education also began to explore the service model of financial social workers, to support the healthy growth of distressed children and their families by means of family financial empowerment.



Drama Education Summer Camp in community.

Children are reading books.

A volunteer is telling stories to children in our experience center.

Children Service Photo Collection.



Children Service Photo Collection (cont.)

Messages from Beneficiaries

During this period of time, I noticed the progress of the child. Although she was still out of the activities most of the time, now she heard the music and ran back to her mother to sit down. Although it lasted for a short time, it was a welcome progress. Today in the English corner, the children's performance surprised me. The mother sang and danced with her hear and the child learned the moves carefully. I was happy that she would follow that. Parents' devotion can really drive their children's learning progress. Thanks to Aflatoun, and thanks to Ms. Shi!" — **Han Yao's mother**

"Teachers not only offer great instruction, but also guide the children so responsibly and attentively! They lead the way for children's physical and mental growth. And being able to look at the children's personality differences from a professional perspective really gives us parents enough encouragement and confidence! Every little bit of the child's progress contains the teacher's efforts and sweat. As parents we all saw it and took it to heart." — **Lan Hai, a parent in community**

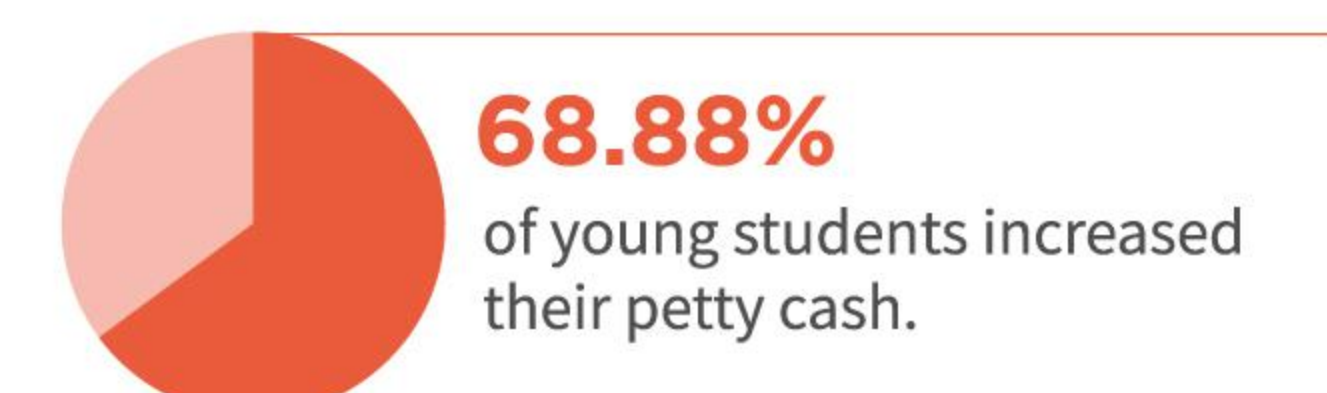
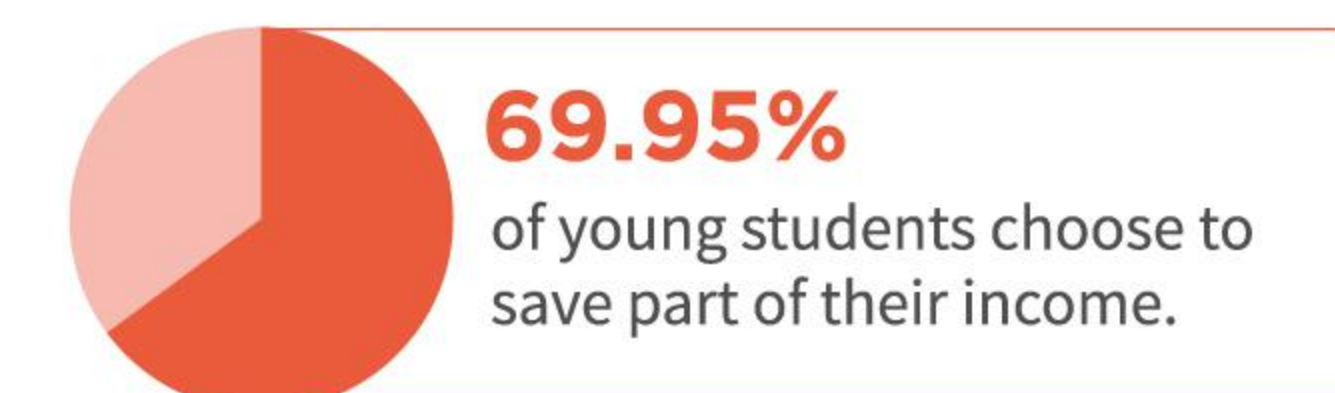
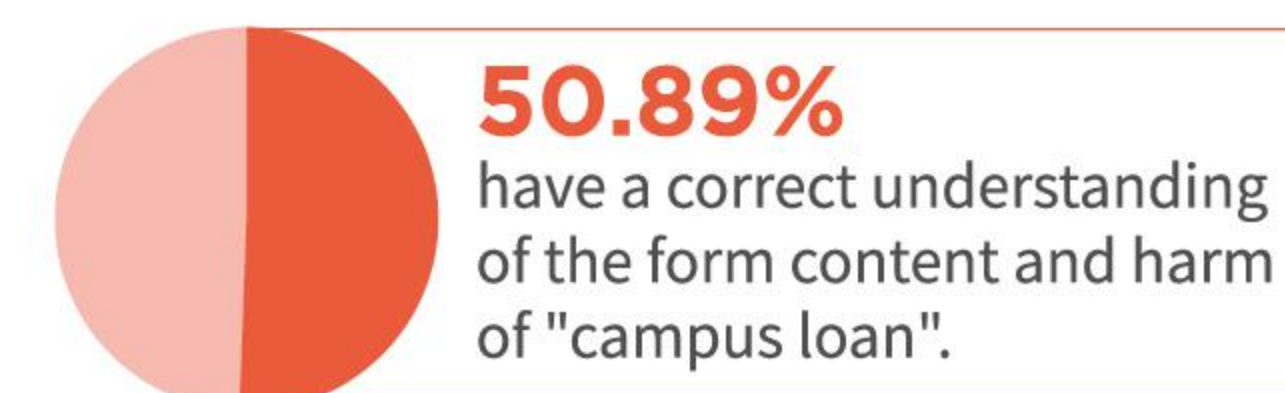
Financial Literacy Education For Youth

The financial literacy education services provided by BeBetter Education in the 16-25-year-old youth group are basically carried out in two types: town youth and urban youth.



| Service category | School | Youth (person) | Youth (person-time) |
|------------------|--------|----------------|---------------------|
| Quantity | 230 | 77,044 | 425,640 |

According to the 2019-2020 Financial Education Evaluation Report of College Students jointly conducted by BeBetter Education and China Foundation for Poverty Alleviation, after financial literacy education, young students have a good grasp of theoretical knowledge related to living expenses management, capital security and interest rate, and the accuracy rate is between **60%** and **85%**.



Financial education significantly improved students' self-evaluation of their financial ability from three aspects of "personal finance ability", "self-evaluation of financial knowledge level" and "knowing how to make personal finance plan". The effect was significant in both the short term and the medium term.

Relying on the school resources of partners such as Plan International and Chengmei Charity Foundation, BeBetter Education developed school courses and activities suitable for young people to prepare them for further career or schooling.

On the other hand, aiming at urban students in vocational schools and colleges, BeBetter Education developed the activities that young people like into a tool kit, which can be applied by school societies, and provided rich activity plans for the school societies. After half a year's pilot period, the use of the activity package has been generally praised. There are 36 associations across the country applying our 50 sets of kits, and there are 30 associations launching activities.



In May 2019, BeBetter Education held financial literacy activity for high school students.



In August 2019, BeBetter Education held Finance Innovation Summer Camp.

In April 2019, BeBetter Education and Save The Children held financial literacy education in Yining, Xinjiang Province.

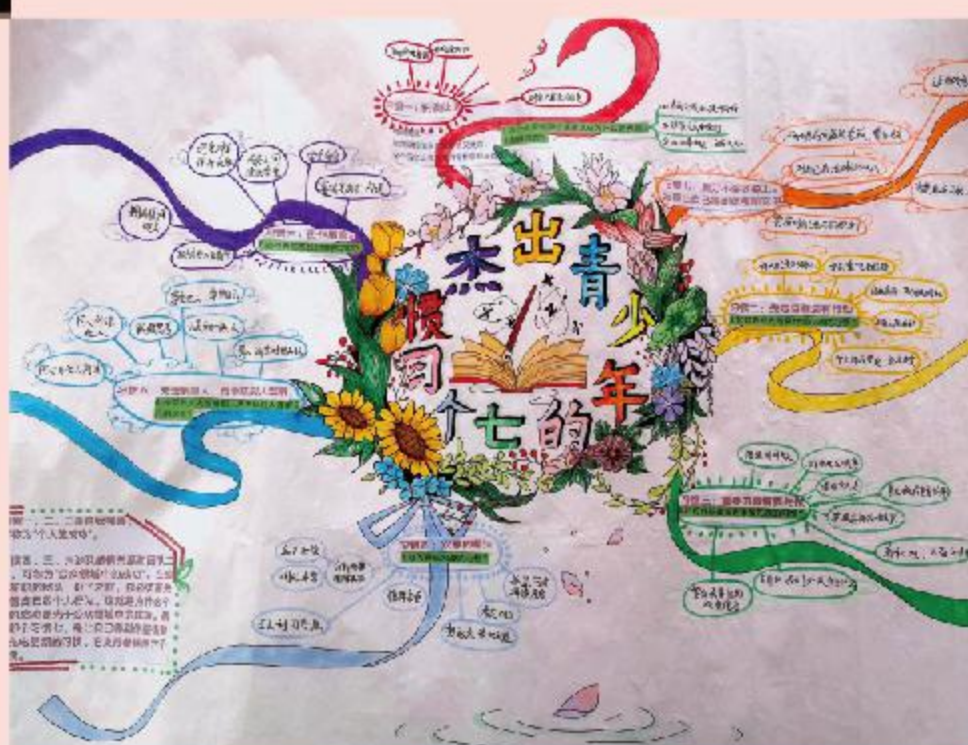


Award-winning of the Student Reading Competition.



Young students in the Summer Camp.

In December 2019, "the 101st possibility" Seminar.



Youth Service Photo Collection.



Messages from Beneficiaries

"Today's Guangzhou Youth City Survival Challenge is great! This is a financial intelligence competition, a team work, and an activity that every young person could try. Today was a happy and rewarding day. I learned a lot about teamwork and money management." — Sudan, a member of the Aflateen Students' Club

"In the remote and backward countryside, those children are not like the children in the city, they are exposed to the developed economic society through their parents and the environment. It is necessary to let them know the meaning and the value of money as early as possible and help them to distinguish 'desire' from 'necessity' and develop a plan for money, so that there will be no 'usury for a phone' in the future." — Nong Lingmi, a teacher of Xinhua Central School, Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province

"Aning in our class is a typical child who does not have passion for studying. When he was the in the fresher and junior year of middle school, he often went to the Internet cafe to play games. After taking the financial literacy lessons, he sincerely sighs, 'where did the time go?' Now he clearly realized that he has to make a difference in the future, and the present can no longer be wasted." — Li Ni, a teacher of Xinhua Central School, Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan province

Through the financial literacy lessons, the children are inspired to think. Now they often burst out of some unexpected ideas. For example, when talking about savings, children not only think about how to save money, but also think of some ways to make money. When it comes to planning a week's allowance, some children who are usually not very talkative would stand up and say, 'If I have the rest of the money, I will buy the fruits for my parents and grandparents, and I won't spend the money only for myself.' 'I set a limit on how much I can spend in a day and use the rest to buy vegetables and fruits for the family,' and 'I will pay the electricity bill for my family by the rest money' ". — Ren Guoxiang, a teacher of Arke Junior High Achool, Guangnan County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province

Teacher Support and Empowerment

In order to promote the financial literacy education, the key is to train local financial literacy teachers. In 2019, a total of 120 online and offline training for teachers were conducted, benefiting 5,554 people, which mainly for school teachers, volunteer teaching teams, local NGO children educators and corporate volunteers. According to the training conditions in different regions, financial intelligence teacher training was conducted to help local teachers understand the significance of financial literacy education and curriculum standards, so that they can master the teaching methods of board games and related themed courses.



Provide financial and commercial education training for rural teachers.



Teachers are playing Qile Chicken board game.

Teachers in the training.



Aflatoun Teacher Institute Summer Training.



Teacher's photo.



HSBC China Rural Youth Financial Literacy Education Teacher Training.



Messages from Beneficiaries

"How to train students to save and consume rationally? The answer is actually complicated, with many factors involved. Such as individual personality characteristics, social status, social role, work income and stage of psychological state. Therefore, teachers' guiding language to students should be both targeted and feasible." — Li Ying, a teacher of the Primary School Attached to Teacher Training in Longtan District, Jilin City, Jilin Province

"After a day of training, it was really rewarding. In the morning, under the leadership of Zhang Honghong, we, as students, had an interesting class of 'Crazy Shopping Trip'. We actively participated in it, and it really brought us to the old school days. Our team members actively cooperated with each other, and we could feel the happiness brought by Aflatoun, and we have learned a lot in this class! Once again, I deeply felt the charm of Aflatoun financial quotient." — Li Xiaoxiao, a teacher of Yingxi Primary School, Yinghao Town, Mianchi County, Sanmenxia City, Henan Province

"The survival challenge taught us to think rationally, and I think that if it is applied to my teaching, the children's mathematical abilities will definitely be improved, and the cooperation between the children groups increased their mutual trust and happiness. Finally, it is a great joy to see the growth of their own funds. I hope that from now on, children can cultivate their awareness of financial management, and they can't blindly put all their funds on one thing. After all, investment is risky. I'm also looking forward to bringing some board games into the classroom to get more kids involved and having fun." — Sun Wei, a teacher of Yangshulin Central Primary School, Nong'an County, Changchun City, Jilin Province

"After three days of training, this morning's game experience gave me a great impression: when we were playing the games, we focused on the results, and most of the time we didn't care about what we could get in the game. Through the experience of this morning, from all the teachers to share, and I learned a lot of things, the experience not only let me feel the importance of cooperation, solidarity, planning, and a series of, more let me understand the teaching is similar to a cooperation game actually. Most of the time, as long as we have the intention to find, you will realize that a lot of things in our teaching can be reflected. This combination of fun and learning will bring more joy to children and will leave them deeper memories." — Dai Mingying, a teacher in Fuwa Primary School, Qi Township, Huaiyang County, Zhoukou City, Henan Province

Professional Research and Communication

In 2019, BeBetter Education held regional financial literacy education salons and national financial literacy education seminars respectively in Shanghai, Chongqing, Guangzhou and Chengdu, with participants from government departments, schools, social NGOs, the media, enterprises and parents. 87% of the participants indicated that they would bring financial literacy education back to their field of work for practical cooperation.

From November 29th to 30th, 2019, sponsored by the China Education Innovation Research Institute of Beijing Normal University, Qingyang District Education Bureau of Chengdu, Sichuan Province, and undertaken by BeBetter Education, Xiaoheiban, and Chengdu Southwest University of Finance and Economics, the "Financial Literacy Education in Smart Campus" of National Youth Financial Literacy Education Symposium 2019 and the Aflatoun Carnival 2019 were successfully held at the Primary School Affiliated to Chengdu Southwestern University of Finance and Economics.

Through a variety of forms such as campus activities, parallel classes, student forums, story contests, and theme discussions, the seminar made participants feel the enlightenment brought by financial literacy education to school management and teaching reform, and understand the educational significance of financial literacy courses to cultivate students' core literacy through immersive experience.

All participants used the mobile phone smart system of SUFE Affiliated Primary School to "make money" on campus by participating in various activities and "consume" at the campus market. All the market stalls were run by children themselves, and there was a children's bank in the school where money could be deposited and withdrawn at interest. There is a children's autonomous management committee in the fair, which deals with the disputes among different shops in the fair and regulates the business of the stalls. It is like an epitome of civil society which is managed by students.



Seminar Photo Collection.

06

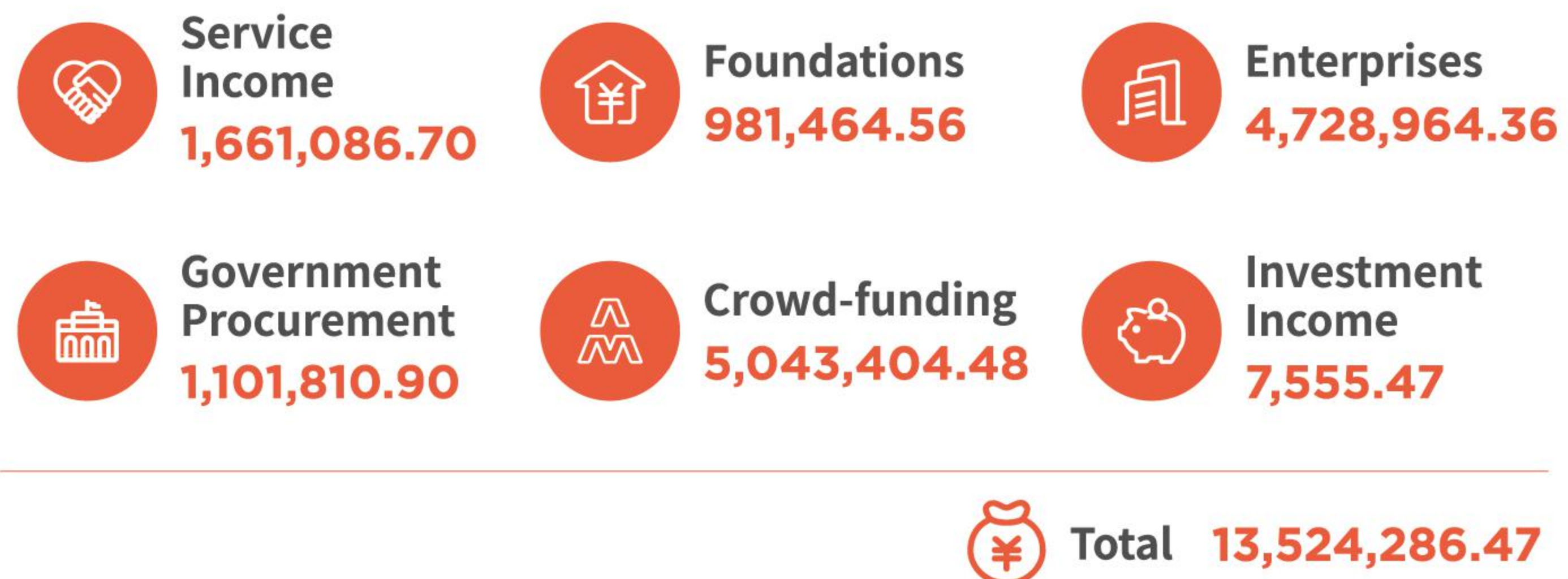
Financial Reports

| | |
|-------------------------------------|----|
| 2019 Annual Revenue (unit: CNY) | 41 |
| 2019 Annual Expenditure (unit: CNY) | 42 |



2019 Annual Revenue (unit: CNY)

REVENUE CATERGORY



2019 Annual Expenditure (unit: CNY)

EXPENDITURE CATEGORY

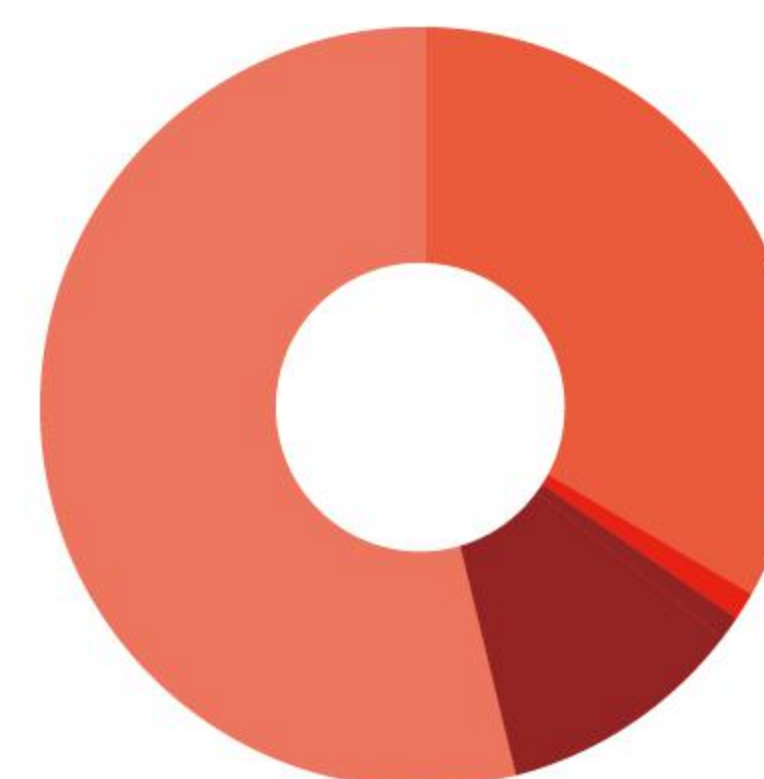


DONATION RANKING



| | | |
|------------|--|---------------------|
| 1st | China Foundation for Poverty Alleviation | 3,370,627.81 |
| 2st | China Social Welfare Foundation (HSBC China) | 1,594,739.03 |
| 3st | Shanghai United Foundation (SRCB) | 724,659.88 |
| 4st | K2 Foundation | 473,000.00 |
| 5st | Xinhe Welfare Foundation | 306,400.00 |

BUSINESS COST PROPORTION (%)



| | |
|---|---------------------|
| Financial Literacy Education For Children | 6,809,067.59 |
| Financial Literacy Education For Youth | 3,681,417.44 |
| Professional Research | 178,832.80 |
| Organizational Development | 888,538.73 |

07

Acknowledgments

08

Support Us

| | |
|-------------------|----|
| Online Donations | 53 |
| Offline Donations | 53 |



| Donations in packages and funds in 2019 in no particular order | |
|--|---|
| Foundations | Save the Children UK Beijing Representative Office |
| | China Siyuan Foundation For Proverty Alleviation |
| | Shanghai Adream Charitable Foundation |
| | Western Sunshine Foundation |
| | Shenzhen Shimenkan Education Charity Foundation |
| | The Lead Foundation |
| | Sunhope Love Foundation |
| | GSRD Foundation |
| | China Social Welfare Foundation |
| | China Foundation for Poverty Alleviation (CFPA) |
| | Shanghai Charity Foundation Pudong Branch |
| | Narada Foundation |
| | K2 Foundation |
| | Shanghai United Foundation |
| | Oxfam (Hong Kong) Beijing Office |
| | Chengmei Charity Foundation |
| | May Foundation |
| | DBS Foundation |
| | Shenzhen Women and Children’ s Development Foundation |
| | Lingshan Charity Foundation |
| | Xinhe Foundation |
| | Ningbo Qingpu Public Welfare Center |
| | Shanghai Soong Ching Ling Foundation |
| | Sichuan Suomahua Charity Foundation |
| | Shenzhen United Charity Foundation |

IN NO PARTICULAR ORDER

| Donations in packages and funds in 2019 in no particular order | |
|--|--|
| Enterprises | HSBC Bank (China) Co.,Ltd. |
| | Alibaba Philanthropy e-commerce merchants |
| | Alibaba Philanthropy |
| | Aegon THTF Life Insurance Co.,Ltd. |
| | Aegon THTF Life Insurance Co.,Ltd. Sichuan Branch |
| | Bosch (China) Investment Co., Ltd. |
| | Shanghai Rural Commercial Bank |
| | Barclays Bank UK Barclays Bank |
| | Wendui Educational Think Tank |
| | DTD Education |
| | Baoxiang Jinrui Trading (Beijing) Co., Ltd. |
| | Xinhuanet Co., Ltd |
| | The Bank of East Asia (China) Limited |
| Government Departments | Shanghai Pudong New Area Education Institute |
| | Shanghai Pudong New Area Education Bureau |
| | Shanghai Pudong New Area Civil Affairs Bureau |
| | Shanghai Pudong New Area Gaohang Town People's Government |
| | Shanghai Pudong New Area People's Government Puxing Road Subdistrict Office |
| | Shanghai Pudong New Area Gaoxing Town Huagao New Village Second Resident Committee |
| | Shanghai Pudong New Area Nanhui New Town People's Government |
| | Shanghai Pudong New Area People's Government Weifang Xincun Subdistrict Office |
| | Shanghai Pudong New Area Sanlin Town People's Government |
| | Guangdong Shenzhen Luohu District Qingshuihe Subdistrct Office |
| | Beijing Chaoyang District Panjiayuan Subdistrict Office |
| | Beijing Chaoyang District Civil Affairs Bureau |

IN NO PARTICULAR ORDER

| Donations in packages and funds in 2019 in no particular order | |
|--|--|
| Individuals | You Yong |
| | Lyu Chao |
| | Li Xia |
| Others | Liangshuijing Junior High School, Cuiping District, Yibin City, Sichuan Province |
| | Shanghai South Lake Vocational School |
| | Beijing Women's Federation |
| | Shanghai Pudong New Area Chuansha Qichen Public Service Agency |
| | Shanghai Women's Federation |
| | Shanghai Minhang District Wujing Puzhi Public Welfare Children Care Service Center |
| | Shanghai Pudong New Area Public Welfare Organization Project Cooperation Promotion Association |
| | Inner Mongolia Etuoqeqizhuli Social Work Service Center |
| | Henan Zhengzhou Heqin Youth Voluntary Center |
| | Tianjin Haibin New Area Huimin Yijia Public Welfare Service Center |
| | Qunying Public Welfare Development Promotion Center, Yuhua District, Changsha City, Hunan Province |
| | Shanghai Fundraisiing Innovation Development Center |
| | Zhengzhou Xinjiayuan Community Service Center |
| | Federation of Youth Social Organizations in Ordos City, Inner Mongolia |
| | Hanchuan City Volunteer Federation of Hubei Province |
| | Zhejiang Jinhua Huhaitang Primary School |
| | Xinjiayuan Community Service Center, Zhengzhou City, Henan Province |
| | Beijing Lezhi Social Organization Ability Promotion Center |
| | Beijing Qide Social Work Service Center |

IN NO PARTICULAR ORDER

| Organisations providing service supports in 2019 (including venue supports) | |
|---|--|
| Financial Literacy Education For Children | Child & Youth Finance International |
| | AFLATOUN INTERNATIONAL |
| | Hujia Project |
| | Tencent Foundation |
| | China Education Innovation Institute of BNU |
| | Shanghai Supervision Administration of China Banking Regulatory Commission (CBRC) |
| | Tianjing Supervision Administration of China Banking Regulatory Commission (CBRC) |
| | Chongqing Supervision Administration of China Banking Regulatory Commission (CBRC) |
| | Shanghai Pudong New Area Financial Service Bureau |
| | The Effective Philanthropy Multiplier |
| | Yunnan Lianxin Community Care Service Center |
| | Shaanxi Gender Development Solution |
| | Beijing Childhood One Lesson Development Center |
| | Beijing Jiandi Social Organizational Promotion Center |
| | Qingtong Education Institute |
| | Community Education Institute of Qingyang District, Chengdu City, Sichuan Province |
| | Harbin Xiangfang District Care Teenagers Work Office |
| | Shaanxi Shangshan Public Welfare Development Center |
| | Sichuan Suomahua Foundation |
| | Youth Caring Association of Chancheng District Foshan (YCAF) |
| | Education Bureau of Congjiang County, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province |
| | Yunfu City Yuncheng District Education Bureau of Guangdong Province |
| | Education Bureau of Guangnan County, Wenshan Zhuang and Miao Autonomous Prefecture, Guizhou Province |
| | Education Bureau of Xuanwei City, Yunnan Province |
| | Education Bureau of Xuanwei City, Yunnan Province, Huize County Education Bureau, Qujing City, Yunnan Province |

IN NO PARTICULAR ORDER

Organisations providing service supports in 2019 (including venue supports)

Financial
Literacy
Education
For Children

Education Bureau of Huining County Baiyin City, Gansu Province

Education Bureau of Shandan County, Zhangye City, Gansu Province

Education Bureau of Lintao County, Dingxi City, Gansu Province

Education Bureau of Tongwei County, Dingxi City, Gansu Province

Dunhuang City Audio-visual Museum, Gansu Province

Education Bureau of Lu County, Luzhou City, Sichuan Province

Education Bureau of Wangcang County, Guangyuan City, Sichuan Province

Education Bureau of Qingyang District, Chengdu City, Sichuan Province

Education Bureau of Jintang County, Chengdu City, Sichuan Province

Education Bureau of Linxia Hui Autonomous Prefecture, Gansu Province

Education Bureau of Longtan District, Jilin City, Jilin Province

Tianjin Teaching and Research Office

Tianjin Education Bureau

Teaching and Research Office, Hexi District, Tianjin

Shanghai Primary and Secondary School Moral Education Research Association

Shanghai Yangpu District Education Bureau

Shanghai Yangpu Normal University

Shanghai Yangpu District Financial Innovation Laboratory Construction Alliance

Moral Education Research Office of Shanghai Jinshan Education College

Shanghai Pudong New Area Education Bureau

Guangdong Primary and Secondary School Moral Education Research Association

Moral Education Committee of Chongqing Education Society

Chongqing Nan'an District Education Committee

Chongqing Education Society Moral Education Professional Committee

Education Bureau of Puyang City, Henan Province

IN NO PARTICULAR ORDER

Organisations providing service supports in 2019 (including venue supports)

Financial
Literacy
Education
For Children

Education Bureau of Ningdu County, Ganzhou City, Jiangxi Province

Dandelion Education Think Tank

Xiaoheiban

Chengdu Jinjiang District Administration of Civil, Political and Social Organizations

Shanghai Cedar Charity Foundation

Heilongjiang Province Harbin Xiangfang Longzhi Social Work Service Center

Polaris Youth

Supporting Education Volunteers Association of "Flowers in the Mountains" in Hanyin County, Ankang City, Shaanxi Province

Beijing Qingxi Yuanshan Charity Foundation

Maitian Public Welfare Development Center, Xishan District, Kunming City, Yunnan Province

Financial
Literacy
Education
For Youth

Network For Teaching Entrepreneurship (NFTE)

Plan Internatioanl (China)

Shanghai Supervision Administration of China Banking Regulatory Commission (CBRC)

Tianjing Supervision Administration of China Banking Regulatory Commission (CBRC)

Shenzhen Zhileda co. LTD

Ningbo Education Bureau of Zhejiang Province

Binzhou Education Bureau of Shandong Province

Zibo Education bureau of Shandong province

Yantai Education Bureau of Shandong Province

Teaching and Researching Office of Shandong Province

Education Bureau of Changchun City, Jilin Province

Xigang District Education Bureau of Dalian City in Liaoning

Management College of Guangdong Food and Drug Vocational College

Guangzhou City Vocational College

School of Economics and Management, South China Agricultural University

IN NO PARTICULAR ORDER

Organisations providing service supports in 2019 (including venue supports)

| | |
|---|---|
| Financial Literacy Education For Children (Community) | Beijing Social Work Development Center for Facilitators |
| | Beijing Maker Space Youth Club |
| | Beijing Dongcheng District Women's Federation |
| | NPI Non-Profit Institution |
| | Shanghai Pudong new area civil affairs bureau |
| | Shanghai pudong new area public welfare project cooperation promotion association |
| | Beijing Chaoyang District Tongxin School |
| | Shanghai Pudong New Area Xueqian Elementary School |
| IT Service Supports | Women's Federation of Qingshuihe Street, Shenzhen City, Guangdong Province |
| | Gold dataset |
| Legal Advice Services | Lingxi360 |
| | Legal Center for NGO |
| Academic Supports | NYU Shanghai (New York University Shanghai) |
| | China Education Innovation Institute of Beijing Normal University" |
| | Children's Life and Moral Education Research Center, School of Primary Education, Capital Normal University |
| | East China Normal University |
| | Fudan University |
| Media Partners | China Central Television |
| | Channel NewsAsia |
| | China News Service |
| | China Daily |
| | China National Radio |
| | China Youth Daily |
| | Beijing Youth Daily |
| | Eastday.Com |
| | |
| | |

IN NO PARTICULAR ORDER

Organisations providing service supports in 2019 (including venue supports)

| | |
|-------------------|--|
| Media Partners | Youth Daily |
| | Economic Information Daily |
| | People's Livelihood Economic Weekly |
| | Economic Daily |
| | China Business Network |
| | Netease Finance and Economics |
| | Sohu Education |
| | China Education News Network |
| | Modern Education News |
| | China Science News |
| | Elementary and Secondary School Management |
| | Times Education |
| | China Teacher News |
| | Educators |
| | Shanda960.com |
| | Chinese Philanthropist |
| | ifeng.com |
| | Public Welfare Times |
| | Nanfang Daily |
| | Xinhuanet |
| | Tencent News |
| | Yunfu Radio and Television |
| | Yunfu Daily |

IN NO PARTICULAR ORDER

Online Donations



Supports our Social and Financial Literacy Education Projects for Children

Offline Donations

Bank Transfer: (RMB account)

Account Name: Shanghai United Foundation

Bank Name: Shanghai Pudong branch of Bank of Communications

Account No.: 3100 6658 0018 1701 8926 9

Tel: 86-21-50855238

Contact: Ms. Chen

As for bank transfers, please indicate the donation unit, telephone number and "Special Cooperation with BeBetter Education" on the account. And please contact the staff of the agency.

Note to donation receipt: for the amount of 100 yuan and above, we will issue donation invoice of public welfare through the foundation. Due to the limitation of mailing cost, the invoice of less than 100 yuan will not be mailed. You can contact BeBetter Education to get it from the office.

