



# Be Better

## Annual Report 2014 百特年度报告

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## 2014 BE BETTER OVERVIEW 2014年百特概要

**In 2014 we had programs in 326 schools & communities**

百特在全国各地总计326个学校和社区开展了经济公民教育

**We had activities in 36 cities**

36个城市参与了百特活动

**We had 1,868 volunteers and teachers**

1,868个志愿者和老师贡献时间协助百特开展各项工作

**We trained 202,337 students**

202,337 名学生参与了百特教育培训

**Our team grew to 33 staff**

百特家庭成员增长到了33人

**We sent 22 newsletters to over 2,000 subscribers**

全国超过2,000个订阅者持续接受了22份百特简报

**We have 4,890 WeChat followers who receive our updates**

4,890人关注了百特官方微信，持续跟踪百特新动态

**We were mentioned in the news 145 times**

145份媒体报道

## ABOUT BE BETTER 认识百特

Be Better was founded in 2009 to equip China's new generation with social and financial skills. Be Better's programs stand for self-confidence, taking responsibility, sound money management, entrepreneurship, and good citizenship. We provide courses on economic citizenship education, like confidence, responsibility, money management, leadership, as well as social innovation for children and youth age 3 - 25. About 70% of our beneficiaries are from disadvantaged families, like migrant children in the cities and left-behind children in rural areas.

上海百特教育(以下简称百特)于 2009 年 7 月在上海浦东民政局注册成立,是国内第一家致力于儿童和青少年经济公民教育的非营利组织。在实施国际储蓄基金会等国际课程的过程中,百特不断进行本土化创新,提供适合不同年龄阶段儿童及青少年的财商、生活技能和社会创新课程,推广和普及金融教育,提升儿童及青少年的公民素养、财经素养和社会创新能力。

我们的受益对象是 3-25 岁的儿童及青少年,大约 70%来自于低收入家庭,包括城市中的外来务工人员家庭、农村留守家庭的儿童和青少年。目前,百特与中国多地的教育局建立了合作关系,例如上海、北京、重庆、天津、成都、广州和贵阳。百特提供专业的师资培训和培训师的培训,并通过各种新媒体渠道,与全国 300 多所学校建立网络连接,五年累计近 52.8 万名儿童及青少年受益。

Our five programs 我们的5个项目:

Aflatoun 阿福童 - Aflateen 青年行 -  
Agent Penny 神探贝妮 - Aflatoun  
Center 体验馆 - Guizhou Education  
Program 贵州教育改善项目

## AWARDS 荣誉

### 1.

In May 2014, Tang Longbiao and his Aflateen team at Guizhou Industrial Vocational and Technical School won the “International Youth Entrepreneurs Award”. His project called ‘getting to know your city by foot for the children of rural migrant workers who live in cities’ was shortlisted as one of the 8 candidates of the award, handed out by CYFI that involved youth from over 100 countries around the world.

2014年5月，在由国际儿童储蓄基金会举办的全球青少年社会企业家评选中，贵州工业职业技术学院唐龙彪同学带领自己的Aflateen青年社团凭借“随迁子女认知拼图项目”入围了“青年社会企业家”奖，全球共有100多个国家的青年人参与了该项目的申请，仅有8名申请者入围该奖项。

### 2.

June 2014, Shen Weidong and Wang Sheng led the pilot project of ‘Financial Management Curriculum’ in primary schools in Pudong New District, and awarded the 2013 Excellent Education Connotation Program” in Shanghai Pudong New District.

2014年6月，沈伟栋、王胜领衔的浦东新区小学《社会理财》课程试点项目荣获浦东新区2013年度教育内涵优秀项目。

### 3.

June 2014, Be Better hosted the “Community Workshop—Parenting Education of Financial Literacy”, and awarded the ‘Most Professional Prize’.

2014年6月，上海百特举办的“社区工作坊－亲子财商体验营”活动在2014年“更美的浦东新区第六届社会组织公益活动社区 更好的生活”月中荣获“最具特色奖”。

### 4.

In December 2014, Aflateen was awarded to be ‘one of Shanghai’s top ten greatest potential youth venture Philanthropy Projects 2014’ standing out among 139 nominees. The competition is co-hosted by China Youth League Shanghai Committee, China Communist Social Work Shanghai Committee, Shanghai Civil Affairs Bureau and the Shanghai Charity Foundation.

2014年12月27日，“青年影响社会”2014年度上海青年公益创投评选会在沪落幕。此次公益盛会由共青团上海市委员会、中共上海市社会工作委员会、上海市民政局、上海市慈善基金会联合主办。上海百特教育咨询中心Aflateen青年行项目从139个公益项目中脱颖而出进入20强，最终荣获2014年度上海十大最具潜力青年公益创投项目。

## MAP OF ACTIVITIES 百特项目地图



2014: Beijing, BiJie, Changqing, Changsha, ChangZhou, Chengdu, Chongqing, Guangzhou, Guilin, Guiyang, Haikou, Jinan, Kunming, LiangZhou, Nanchang, Nanjing,, Shanghai, Shenzhen, Suzhou, Tianjin, Tongren, Xi'an, XiNing, Yaiyuan, YangZhou, Yinchuan, ZaoZhuang, ZhenJiang, Zunyi, LuoDian Town, etc.

北京、毕节、重庆、长庆、常州、成都、重庆、广州、桂林、贵阳、海口、济南、凉州、南昌、南京、上海、深圳、苏州、天津、铜仁、西安、西宁、扬州、银川、枣庄、镇江、遵义



## MESSAGE FROM OUR CEO, 王胜 总干事致辞

Our new mission: 'empower future generations through economic citizenship education, giving them the skills they need to pursue a better future.'

我们的使命：

“通过经济公民教育提升儿童及青少年的公民素养和财经素养，助力他们追求自己选择的丰盛人生。”



## THE PROBLEM WE TARGET 百特定位

Chinese people have always been famous for their ability to save and budget. With the rise of a new generation, this culture seems to be changing however. More often now, young Chinese have finished their money before the end of the month. As realities are changing, it is more important than ever that everyone saves for their future and not rely on state or family for income. Every two years we publish our Bluebook, a research on financial literacy in China among children and youth. Here are some of our findings.

Chinese children themselves indicate to be saving, around 90% of them reports to save either in a piggybank, using a bank account or simply giving it to their parents to keep. They do request a more constructive approach from their parents and teachers in teaching them how to best save and budget, rather than just being told they have to do it without any methods taught.

Parents mostly tell their children not to spend their money recklessly from a young age, without ever teaching them how to save or budget. They are either ill equipped to teach their children these skills, or they are worried that dealing with money matters might distract children from their

academic work. There is a strong believe among less affluent people that there is no need to save or budget when you have very little money to spend.

Teachers and schools 87% has not established a school-based course on financial education and the existing programs are often outdated and unrelated to students' day-to-day lives. Teachers indicate that they find it difficult to touch upon such privacy sensitive topics as personal finance with their students. They lack the right curriculums and methods to teach financial education. Financial education is still not part of the national and/or regional curriculum, making the situation more insecure for the teachers. Schools will always prioritise exams over extra curricular activities.

众所皆知中国人一向喜欢未雨绸缪,擅长储蓄和做预算。然而,伴随新生一代的崛起,这种文化特质渐渐在改变。现在,越来越多的中国年轻人在月底之前已成月光族。但是,现实生活却变得更加残酷,每个人比以往任何时候都需要为他们的未来制定和执行储蓄计划,而不能简单寄希望于国家或啃老。

每两年我们都会发布蓝皮书,研究中国儿童和青年的金融素养。以下是我们的一些发现:

儿童:小朋友们自己会涉及一些简单的储蓄行为,比如把多余的钱放进储蓄罐,存一张银行卡,或是直接交给父母保管。他们强烈要求自己的家长和老师能够用更好的方式教授他们有建设意义的理财之道,而不是仅仅强迫他们去存钱。

家长:在中国,家长总是会提醒小朋友不能大手大脚的花钱,但很少教予他们科学的储蓄和制作预算的方法。我们的家长既没有好的方法去引导孩子正确对待理财,又很担心理财教育会耽

误了孩子的学习。更为糟糕的是,很多不太富裕的家长认为,在没有钱的情况下储蓄和预算没有任何意义。

学校:87%的学校没有金融教育的校本课程,现存的一些教育项目也是不合时宜和脱离日常生活的。学校老师反应,个人财务是很隐私和敏感的问题,在没有好的课程和教育技术支撑的情况下,他们很难去着手开展。再加上理财教育不在地区和国家官方教材之列,老师更不确定理财教育的必要性。学校总是更加注重学生的考试分数,而不够重视课外活动。

## OUR THEORY OF CHANGE 我们的改变理论

Through life skills education, focusing around financial management / economic citizenship, empower children and youth to take good decisions and be responsible, have a better future for themselves, their families and societies.

秉承以学生为中心的教育理念,采用体验式学习和陪伴成长的教育方法,专注生活技能、财商技能及经济公民教育课程,让每位儿童及青少年成为会自我管理、共同生活的经济公民,更有能力去追求自己的丰盛人生,并尽力造福家庭和社会。

## RESULTS TO DATE 百特效应

Since Be Better started implementing its programs in 2009, we have already seen an increase in awareness among parents, teachers, local education bureaus and financial education on the topic of financial education. In the cities, more than 74% of adults think it necessary to teach children financial education and see it as one of they key life skills that children should

master. But less than 10% of all the stakeholders knows how to deliver this kind of education.

自2009年百特开始实施项目以来,我们见证了越来越多的家长,老师,当地教育部门开始和更加关注理财教育。在城市中,超过74%的成年人认为儿童理财教育是非常有必要的,理财技能被他们认为是孩子们应该掌握重要的生活技能之一,但是,只有不到10%的人知道如何开展这种类型的教育。

(Above information is based on a national survey done by Be Better in 2012 that covered 40,000 children and youth from 6 - 22 years old from 9 cities across China)

(以上信息来自2012年由百特发布的 中国青少年的金融教育现状调研报告,该调研覆盖了9个城市6-22岁的40,000多个儿童青少年)



## BOARD OF DIRECTORS 理事会

### President: Alan Wang

Doctoral candidate in Education Philosophy from Soochew University, MBA from Hong Kong University, Board Member of New Education Foundation, Board member of Shen Yet Sen Family Foundation, board member of Stichting Child Savings International.

王胜 理事长&创始人 苏州大学教育哲学在读博士,香港大学工商管理硕士,荷兰国际儿童储蓄基金会理事, 香港陈一心家族基金会理事,新教育基金会理事及前秘书长,,曾任原国内著名 民间教育智库 21 世纪教育研究院前执行院长,及新加坡营城计算机软件私人公司中国区总经理。

### Vice President: Bin Zhou

Doctor in Education from East China Normal University, Professor East China Normal University.

周彬 副理事长 华东师范大学教育学博士,教授,博士研究生导师。

### Director: Leo Jia

Doctor of Xiamen University, General Director of Save the Children Shanghai, senior trainer and lecturer of non-profit organizations, CSR consultant, founder of CSR website.

贾影 理事 厦门大学博士,英国救助儿童会上海总经理,资深非营利组织培训讲师,企业社会责任咨询专家, 企业社会责任网创办人。

### Director: Xiabin Zhu

Doctor in finance from Xiamen University, Assistant professor at Shanghai University of Finance and Economics, Director of Social Entrepreneurship Research Center.

朱小斌 理事 厦门大学金融学博士,社会创业研究中心主任,曾任 上海财经大学副教授,硕士研究生导师。

### Director Jack Zhang

Masters degree in law from East China Politics and Law University.

张玮 理事&创始人 华东政法大学法律硕士,擅长市场营销、项目流程管理和公共关系。

### Supervisor: Diana Guo

Manager of the marketing department at Shanghai Weizhi Trade Corporation Ltd.

郭蕾 监事 扬州大学文学学士,上海伟志贸易有限公司市场部经理。

## TEAM 百特团队

## Shanghai

Alan 王胜	Selma 塞尔玛	Leona 曹蕾	Jack 张玮
总干事 CEO	副总干事 Deputy Director General	总干事助理 CEO Assistant	高级项目经理 Senior Program Manager
Sophie 陈潇斐	Cecilia 何子韵	Steven 胥江	Nicky 郑祎杰
青年行项目 Aflateen	阿福童财商体验馆 Aflatoun Center	阿福童项目 Aflatoun	神探贝妮 Agent Penny
Peipei 郭蓓	Sunny 黄晓轶	Ann 胡馨婷	Yilei 董一磊
青年行项目 Aflateen	阿福童财商体验馆 Aflatoun Center	阿福童项目 Aflatoun	神探贝妮 Agent Penny
Rose 黄莎	Selina 姚彩英	Demi 秦冬梅	Sharon 徐音
青年行项目 Aflateen	阿福童财商体验馆 Aflatoun Center	研发部 Curriculum Development	品牌部 Branding
Future 陈欣	Suki 孙颖	Susan 符海红 人事部 HR	Yu 潘宇
财务部 Finance	阿福童财商体验馆 Aflatoun Center		品牌部 Branding Intern
Esther 刘书宇	Xiuyun 王秀云		
财务部 Finance	阿福童财商体验馆 Aflatoun Center		

## Beijing

Peter 范东醒	Weipin 顾玮萍	Willa 唐薇	Miko 齐鑫蕊
项目官员 Beijing Representative	培训部 Training	培训主管 Training	阿福童财商体验馆 Aflatoun Center

# TEAM 百特团队

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Zhuohong 张卓宏 阿

福童项目 Aflatoun

## Suzhou

Xiyuan 林夕媛

苏州分部 Suzhou  
Representative

Zhongcui 孙中翠

阿福童财商体验馆  
Aflatoun Center

## Chengdu

Axin 邢宏伟

成都分部 Chengdu  
Representative

## Guiyang

Sun Fanghong 孙方红

贵阳分部 Guiyang  
Representative

Changmei 杨昌美

阿福童财商体验馆  
Aflatoun Center

## Shenzhen

Jay 唐杰

深圳分部 Shenzhen  
Representative

## MILESTONES OF 5 YEARS BE BETTER 百特五年大事纪

### 2009

Be Better is founded in 2009 to equip China's new generation with economic citizenship education and is registered as an NGO in Pudong, Shanghai

上海百特教育咨询中心于2009年7月在上海浦东民政局注册成立，致力于青少年经济公民教育。

Making \$ense of Money sponsored by Citi Foundation, the program Making \$ense of Money starts for senior high school students

花旗资助的“理财有道”项目在高中展开。

Strategic Partnership Agreement with Aflatoun Be Better brings Aflatoun social and financial education programs to China and creates the first Aflatoun Volunteer team.

与国际儿童储蓄基金会签订战略合作协议,授权在中国开展阿福童项目,并成立了第一支阿福童志愿者团队。

Agent Penny sponsored by Citi Foundation the Agent Penny Program is implemented in Primary schools  
花旗资助的神探贝妮在小学开始实施。

### 2010

Incubated by NPI Be Better is among the first NGO's to be incubated by Non Profit Incubator Shanghai  
百特成为恩派孵化的第三批非营利性组织之一。

Aflatoun Chinese textbook Aflatoun Chinese textbook is published and taught at 10 schools in Yangzhou, Jiangsu Province

阿福童中文版教材成功出版并在江苏省扬州市 10 所学校进行讲授。

Community Program our community program is awarded one of the 10 best charity programs in 2010  
社区项目入选2010十大公益项目。

### 2011

Agent Penny benefits over 20,000 children and spreads to five provinces around China

神探贝妮覆盖 20,000 儿童,并拓展至 5 个城市。

Aflateen Program Sponsored by Citi Foundation, Be Better pilots the Aflateen social and financial education program for youth 16 - 25 yrs old

花旗资助青年行项目，百特面向16 – 25岁青少年开授青年行社会和理财教育。

### 2012

Blue Book published sponsored by VISA China, Be Better publishes its first research on financial education for teenagers in China

百特与 VISA 国际组织合作，发布第一本《中国青少年金融教育蓝皮书》。

Cooperation with Pudong Education Bureau Together with ten pilot schools in Pudong district, Shanghai Be Better formed a research group and starts to deliver the Aflatoun program as district based curriculum  
百特与浦东教育政府部门合作,在 10 所试点学校的社会理财课程;百特成立课题组开始 推动地区本理财课程。

Agent Penny benefits 50,000 children Agent Penny published 32 Agent Penny cartoons online and benefits over fifty thousand children around China

神探贝妮项目累计覆盖 50,000 儿童,发布了 32 个神探贝妮线上卡通漫画。

### 2013

The first Aflatoun Center in China was set up in Chaoyang district, Beijing for kids from 3 - 15 years old and provides child reading, social and financial courses and career experiences

百特在北京朝阳区建立了首家阿福童生活体验馆,为 3-15 岁的孩子提供提供儿童阅读、社会理财、职业体验、儿童秀场、育儿驿站、居家 生活等服务,成为为一体化的一站式社区教育平台。

### 2014

Capacity building sponsored by Citi Foundation Be Better focuses on capacity building all 2014 and starts its transformation towards a platform organisation

2014 年花旗资助百特开始机构的能力建设项目,并着手转型成平台组织。

Community comprehensive service center Be Better establishes the first comprehensive community learning center in Zhangjiangzhen Pudong district, which is purchased by the government.

百特的首个由政府采购的社区综合服务中心在浦东张江镇成立。

Receive funds from national public fundraising foundation Be Better wins the tender of Shanghai United Foundation. It is our first time to receive funds from the national public fundraising foundation  
百特首次获得公募基金会-上海联劝基金会的资助。

Aflatoun concept schools Aflatoun starts a new program in Primary Schools, influencing the school in its mission, management, classroom and after school activities. 7 Aflatoun Concept schools were started in 2014。

2014 年,阿福童概念学校在小学启动,发展了7 所阿福童概念学校。



## 2014 CAPACITY BUILDING YEAR 2014 机构能力建设

2014 was a special year for Be Better, first of all because we turned 5 years old, but also we were able to use the year for our capacity building. The goal of our capacity building was to prepare Be Better to become the national platform for economic citizenship education in China. This means we will start a movement with other NGO's, schools, local governments, students and parents to reach a much wider audience, and to become a thought leader on the topic of economic citizenship education in China.

The target of our Capacity Building was to improve efficiency, increase visibility, strengthen our fundraising capacity and have greater social impact

as a result. We want to share just a few highlights from the program and its outcomes.

2014 是百特的重要一年,是百特的五周年,也是百特开展能力建设的第一年。我们的能力建设 目标是把百特打造成经济公民教育的全国性平台。那将意味着我们将要开始一场全民性的运动,和其他公益机构,政府部门,学生,家长一起推动经济 公民教育,借此让百特有机会成为经济公民教育的 引领者。我们的能力建设项目旨在提高机构效率,提升财务 透明度以及加强我们的筹款能力,以致提升机构的 影响力。分享一些能力建设项目 的摘要和成果。

Remarks by Aflatoun trainer Daniel Shepard after a three day training with the team in Shanghai in May: "Common transition from entrepreneurial environment to more structured organisation; [there is a] need to shift but need to protect enthusiasm and dynamism. There is a clear shared understanding of the mission and vision of the organisation."

阿福童培训官员Daniel Shepard在上海的三天培训之后感言: "创业环境驱动了组织的结构化, 这种转变仍有必要, 但是保持激情和动力更加有必要。百特内部对机构的使命和前景达致了一个很清晰的共识。"

### Highlights

Two energising trainings by Aflatoun Secretariat for our whole team on leadership, strategy, internal organisation, program management in May and July held at Shanghai.

2014 年 5 月-7 月,国际儿童储蓄基金会派员上海面向百特全体员工开展了 2 次能力培训,培训主题围绕领导力、策略部署、内部组织,项目管理能力等展开。

Introduction of both a new online program management system - MingDao - and an online financial management system - KingDee - for more efficiency and transparency.

采用“明道”线上项目管理系统和“金蝶”线上财务管理系统,让机构运作更加高效和透明化。

Be Better was present at conferences and meetings in New York, Chicago, Los Angeles, Singapore, Hong Kong, Kuala Lumpur, Philippines, Netherlands, not to mention all the national meetings and trainings.

百特出席纽约、芝加哥、洛杉矶、新加坡、香港等地的国际研讨会议,参加马来西亚,菲律宾,荷兰等国家举办的国际会议;以及多次参加国内大大小小的培训和会议。

A new visual identity for Be Better, that goes together with our new mission and vision.

契合百特理念和远景的新视觉识别系统顺利完成。

Monthly team building sessions to get to know the new members in our every expanding team both in Shanghai and other cities.

每月召开一次例会,认识和了解百特新员工。

Increased our number of donors significantly from 4 end of 2013 to 14 in 2014.

百特的资助方从2013年的3个上升至2014年的4个。

Taking part in the first ever randomised Controlled Trial (RCT) taking place in China to study the impact of Aflatoon education on children.

第一次参与的随机对照组评估实验,研究阿福童教育对中国儿童的影响。

Strengthened our board of directors both with new members, more clearly defined responsibilities, as well as added a board of advisors and supervisors for good governance, and support with fundraising.

增强理事会职能,包括引进新成员,明确职责,参与机构的管理和融资。



## AFLATOUN 阿福童 社会理财课程项目

### What is Aflatoun?

While typical Chinese education has a strong focus on academic achievement, Aflatoun brings happiness and student participation to the classroom. Children learn by doing real things and they themselves are in charge during Aflatoun classes. Aflatoun is for children between 3-15 years old, especially targeting children in disadvantaged communities. The five core elements of Aflatoun are:

1. Personal understanding and exploration
2. Rights and responsibilities
3. Savings and spending
4. Planning and budgeting
5. Social and financial enterprise

As a result of Aflatoun, children are happier, more engaged, aware of the value of money and other resources, more entrepreneurial and have a better understanding of who they are and what they can achieve.

Be Better offers teacher trainings and teaching materials that support teachers using this different method in their classrooms. Aflatoun is taught as part of the curriculum, as well as an after school activity.

### 阿福童是什么？

区别于中国的传统教育重视考试分数的现状，百特提供的阿福童是一门专门给儿童带来幸福的课程，以儿童为中心的教学。儿童在阿福童课堂做中学，成为课堂的主人。

阿福童课程 的五大主题包括：

1. 认识与探索自我
2. 权利与责任
3. 储蓄与消费
4. 计划与预算
5. 社会及商业创业

小朋友们在阿福童课程中更加快乐更加投入。他们不仅意识到金钱和其他资源的价值和重要性。同时还将课堂中所学的阿福童知识和技能应用于社会商业创业活动中,他们也更加认识了自己和自己的能力。百特向学校教育提供教师培训、课程实施手册等,帮助教师在课堂中运用多种方法实施阿福童课程。阿福童课程不仅可以作为校本课程实施,也可以作为综合实践活动来实施。

**in 2014 we 2014年**

**taught 27,526 children 27,526学生接受了阿福童课程，**

**trained 835 teachers 835个老师接受了培训，**

**67 schools implemented Aflatoun classes**

**67所学校开展了阿福童课程**

## Social impact 社会影响

How does Aflatoun impact the behaviour of students?

阿福童是怎样影响学生行为的：

- Aflatoun helps students to enhance their self-reliance and self-esteem, including being more participative in school and community activities, a more positive response and participation in the teacher's questions and discussion.
- 阿福童帮助学生提升自尊、自信和自立,让他们能够更加积极投入到校园和社区生活,更加能够积极主动 回应老师提出的问题和参与讨论。
- Aflatoun fosters the value of equality to others, while at the same time, the sense of being unique as a person.
- 阿福童引导学生尊重自己和他人的价值和独特性。
- Students increase their ability to work together as a team
- 提升学生的团队合作能力。
- Aflatoun instills knowledge about children's rights in the students
- 帮助学生了解和认识自己的权利。
- Through Aflatoun students experience participating in community development projects
- 通过阿福童体验活动 参与社区建设
- Children have a better understanding of where money comes from and how their parents earn money after Aflatoun classes
- 引导学生更好的认识金钱的来源和父母赚钱的艰辛
- Children are more likely to save, to budget their pocket money and to open a savings account. At the same time their capacity to spend wisely increases.
- 孩子们开始着手零花钱的储蓄和制定预算,甚至是开设银行账户。与此同时,他们理性消费能力也有了极大的提高



(from: Impact Evaluation of Aflatoun program by Zhou Jin Yan, Beijing Normal University)

(数据引自《阿福童项目影响力评估报告》周金燕, 北京师范大学)



### The joy of making treasures out of trash

By Zhou Ling, 12 years old

From Chengdu Touji Primary School

I used to collect and sell waste and scrap to the waste station. Sad enough, a whole bag of scrap may only earn me \$ 0.80. During my Aflatoun class, I was encouraged to recycle waste again, and I went through great effort to make something out of obsolete materials like bottles, rags, leaves, shells etc. At last, I succeeded in making beautiful craftwork and toys from waste, which were very popular by my friends and neighbours.

In 2012, my school hosted a campus activity called "Aflatoun explore the world - American

Culture". During that activity I sold my craftwork for \$22 while at the waste station they may have only given me \$1.50. This is where I got my idea for my business.

I asked all my mothers friends to help me collect waste materials, in return for my handmade gift. I made many creative things, and learned good habits like waste separation at the same time.

My teachers even invited me to show my work in the classroom, and share the joy of making treasures out of trash with my classmates.

But the best part was when my school hosted another Aflatoun activity, and I earned over \$100 with my products within two hours.



### 我创业 我做主

记得我刚开始接触这些废品时，就将可回收的送到废品站去卖，装废品的袋子满满的，把我两手勒得通红，但最多就卖了5元钱。2012年，学校举行了“阿福童探索世界——走近美国文化”大型校园活动。在这次活动中我用了大概可以卖10元钱的废品材料，细致加工成工艺品，居然买到了138元钱。我付出的努力居然有收获，我可以自己创业挣钱了。我就大胆去给妈妈身边的朋友说，我可以把



生活中的废旧物品做成手工艺品，请他们帮我收集废品材料。作为回报，我做一些手工艺品回送表示感谢。在这个过程中，我又产生了许多创作灵感，不知不觉中也养成了不乱扔废物的好习惯。学校开办优先实践课堂，我把我的手工制作也带进了课堂，和我的同学们一起分享变废为宝的快乐。2013年学校再次举行了“阿福童探索世界--走近世界文化”大型校园活动，老师为我办展台，我的工艺品再一次得到了同学们和老师的认同，在2小时卖了624元，大大出乎我们的意料。

### Aflatoun Concept School

Aflatoun Concept School is a new program that takes Aflatoun education philosophy further than classes or activities. Aflatoun Concept School aims to help transform the school management, the teachers as well as the students to a child-centered environment.

After a school has become familiar with the Aflatoun teacher trainings and classes for at least one year they can choose to become an Aflatoun Concept School. This means that they will embrace certain ideas such as 'economics, financial management, entrepreneurship as well as a focus on letting children learn from their own life experiences. We currently have 8 Aflatoun Concept Schools in China.

Aflatoun Concept School uses a range of experiential and participatory teaching methods such as games, teamwork, handwork, drama, social practice etc.

Within Aflatoun, children are in charge, they can learn to manage themselves in clubs, by organising markets and other activities that they can organise at the school such as Aflatoun Bank, Aflatoun Supermarket, Aflatoun Post Office, Aflatoun TV, Cinema, Farm etc.

阿福童概念学校是一个创新的项目,更加关注阿福童的教育理念和方法。阿福童概念学校开展的目的是将学生、老师和学校引导进一个以儿童为本的市场情境中,通过丰富多彩的模拟市场经济活动,让学生体验学习经济思维、财经技能和创业能力。经过至少一年的阿福童课程试验,师生熟悉了阿福童课程的教育理念和方法,可以升级为阿福童概念学校。老师们在阿福童概念学校会更加关注学生的经济学思维、财务管理和企业家精神,并能体验到教学的快乐。百特目前总计有 7 所阿福童概念学校。阿福童概念学校采用情境教学、团队协作、创业模拟等参与式的体验教学方式,并积极引导学生参与到阿福童银行、阿福童超市、阿福童邮局、阿福童电视台、阿福童电影院和阿福童小农场等活动中。





## AFLATEEN 青年行 社会理财课程项目

### What is Aflateen? 青年行是什么？

The Aflateen program is a curriculum that brings social and financial education to youth aged 16 - 25. More than 20,000 students have enjoyed our Aflateen training since 2012, learning about career planning, employment skills and entrepreneurship.

Aflateen is more than classroom teaching, it includes self organised Aflateen society activities and online education through a mobile app. Aflateen is a required course at a growing number of vocational schools before students start working.

青年行项目是一个全球性的青少年公益项目，面向16-22岁的青年，通过提升青少年的社会软技能和财商技能，帮助他们择业、就业和创业。自2012年以来，已有超过20,000名青年受益其中。

青年行项目不仅仅提供课堂教学，它还包括青年行社团活动，APP在线课程。越来越多的职业学校把青年行课程列为就业前的必修课。

“Aflateen is an interesting and practical curriculum, which is closely related to our daily life.”

- Ma Hongfang, Rural Women Vocational School of Beijing

“青年行课程不仅有趣而且实用。里面包含的内容与我的生活息息相关，有着密不可分的联系”

- 马红芳 北京农家女学校

Students who follow the Aflateen course learn career planning skills, employment skills and entrepreneurship skills. By promoting financial literacy and soft skills, they become responsible, economic citizens and positive agents of change.

青年行项目重点培养青少年的职业规划能力，就业技巧和创业能力，通过金融素养和社会软技能的提升，让青少年成长为负责任、懂理财、积极改变世界的经济幸福公民。

Already 7 vocational schools and 2 universities have started to offer Aflateen as their school based course on career planning and employment preparation.

目前，已有7所职业学校和2所大学将青年行项目列为学生职业规划和就业指导的校本课程。

#### Employability and entrepreneurship

“Most people think that going to senior high school is better than vocational school. When I got admitted to a vocation school myself I felt very depressed and disappointed. That changed when I met Aflateen trainer Peipei. As part of the Aflateen class she encouraged me to make a flash

movie related to financial management. I completely dedicated myself to making that flash, and got a chance to participate in the National Animation Competition. To my own surprise I won the second prize! Because of Aflateen, I discovered what interests me in my major, and my life no longer seems boring. These days I am

preparing to start my design studio, to lay a foundation for my future career.”

Panwei, Shanghai Qunxin Vocational and technical School

#### 就业创业

很多人会说职校比高中差，刚刚来到职校的时候，就觉得啊完蛋了，结果没想到，天上掉了一个馅饼，这个馅饼呢，就是当初郭蓓老师的青年行课程给了我们的第一个机会，让我们尝试做一个理财有段的Flash进行班级比赛，做着做着就来了兴趣，在此

之后老师给我们报名了一个比赛。没想到，我们竟然获得了全国动漫大赛二等奖！青年行让我发现了自己专业有趣的一面，我的生活和学习也不再那么地枯燥了，我现在已经在筹备自己的工作室了，希望我的专业能为我的创业打下基础。

潘伟 上海市群星职业技术学校

#### Aflateen in 2014

11,737 students reached

覆盖11,737名学生

394 teachers trained

培训了394位老师

8 trainers trained

8位培训师接受了培训

80 volunteers

80名志愿者

12 Aflateen clubs

12个青年行社团成立

20 social & financial enterprises started

20家社会理财企业正在启动

Total number of hours teaching & activities 1,499

教学和培训学时总计1,499小时

Number of schools reached 64 schools, 3

communities and 1 company

64所学校，3个社区和1个企业参与

2 implementation partners, Guizhou and Nanjing

Social Work Service Centers

2个执行伙伴：贵州和南京社会工作服务中心

#### Creativity and confidence

From our volunteer trainer: “I feel very lucky to have joined the Aflateen training team as I got a chance to meet many good people and I can practice my public speaking skills. But most important, Aflateen has given me an opportunity to realise my childhood dream to be a teacher. I especially enjoy the moments when students are cheerful and confident at the end of an Aflateen

course, instead of seeing their usual confused faces. Once during a class on mind-maps, a student shared with me that he had used the method before without knowing its name. Now that he understands the tool better he will use it in his work and study, he said. Even though the Aflateen training is difficult, the progress of the students motivates me to work harder so that I can bring it to more people.” — Zhang Liying, Guizhou University

#### 自信和创造力

“志愿者培训师的反馈: “我很幸运加入了百特培训的团队，让我认识了许多优秀的同伴，也让我有机会去锻炼自己的口才，还让自己有机会去感受自己最初的梦想——当一名老师。因为老师在上课的过程中能够让一些茫然的表情改变得那么高兴和自信。

记得一次我上思维导图的时候，有一个男生他过来告诉我他以前用过这个但不知道就是思维导图，并且告诉我他以后会用的。

虽然青年行培训很累，但学生的进步会支持着你走得更加远后的课程中我还会更加努力的”。

— 张丽英 贵州大学

### Aflateen highlights 青年行大事迹

21-days challenge was held in June at the Shanghai School of Economic Management, promoting financial management skills and behavior change to the students by challenging them to do bookkeeping for 21-days.

6月“挑战21天记账”活动庆典在上海市经济管理学校举行，学校党委书记、青年行项目公益导师、百特教育理事长出席了庆典，对参与挑战活动并取得个人成长的典型榜样进行了表彰。该活动极大地促进了学生自我财务管理的技能和行为习惯的养成。

Training of Trainers held in Suzhou in July, hosting trainers from Guiyang, Nanjing, Beijing, Chengdu and Shanghai who will take Aflateen back to their schools.

7月百特教育第四届全国培训师培训在苏州成功举办，来自贵阳、南京、北京、成都、上海的青年行项目讲师参与了培训，他们在接受培训后将服务于更多的新教师。

Cooperation with Chengmei Foundation on their course for ‘adolescent girls from minority background in vocational education in poor backgrounds’. The course will take Aflateen to Hainan, Guanxi, Guizhou, Yinchuan, Ningxia, Xinjiang and Inner Mongolia.

9月百特教育开启了与成美慈善基金会合作的“少数民族贫困地区大龄女童职业教育项目励志课程”第一批教师培训。百特教育为项目提供专业的课程研发、教师培训和课程评估。继第一批培训之后，该课程将逐步在海南、广西、贵州、银川、宁夏、新疆及内蒙中职院校推广。

Cooperation with JZDD, portal for part-time jobs. Aflateen participants in Chengdu, Xi'an Chongqing, Xiamen and Taiyuan are offered (part-time) jobs and internships.

10月兼职地带在百特教育的支持下全面开展职业岗前培训，成都、西安、重庆、南昌、太原场场培训火热满座。





Elective course on social innovation taught at EURASIA University where students can develop ideas for the improvement of their campus. With support from their school's leadership they have now started implementing their ideas independently.

11月欧亚学院与百特教育合作以公选课的形式开发了大学生创新课程，一场美丽校园的改变运动拉开了序幕。32学时后，经过激烈地答辩，学生提出在校园建设长凳的设想也通过了校领导的认可，将在学生自主策划下付诸实践。

Aflateen Youth Conference on December 7 at Fudan University in Shanghai with 500 students from vocational schools, universities and other communities, providing a platform for the exchange of their ideas, inspiration and meeting around Aflateen.

12月“艳遇不一样的你”青年行嘉年华在复旦大学成功举办。此次大会得到了中国青少年发展基金会、上海市团市委、复旦大学团委的指导与支持，并汇聚了国际计划、北京光华慈善基金会、广东与人发展基金会、创行中国、救助儿童会、上海益优青年服务中心、百年职校、灵山公益发展中心、陆家嘴杂志、兼职地带、汇思集团、颗粒公益发展传播中心12家合作伙伴的力量，为约 500名来自中高职校、大学和社会各界的青年人搭建了一个多元化的交流平台。



## AGENT PENNY 神探贝妮 儿童理财戏剧项目

### What is Agent Penny? 神探贝妮是什么?

Agent Penny uses illustrated comic books and drama to teach saving and budgeting to primary school kids. Agent Penny and Will power are the two main characters of the story. As part of the program, children practise a financial drama, and perform it for their fellow students, passing on the newly acquired knowledge to them.

All the drama performances are recorded and edited into short youku movies that can then be voted for by children, parents and teachers to win the prize of the best Agent Penny performance of the year.

“神探贝妮历险记”是一个应用动漫书和戏剧的形式对 10-12 岁的孩子们进行储蓄和预算训练的理财教育项目。神探贝妮与威力哥哥是国际儿童储蓄基金会旗下的两个漫画形象。他们的使命是帮助儿童掌握基本财商知识。小学生通过戏剧表演的方式,给观众们展示不同的理财小故事,传递他们获得的理财新知。

所有的戏剧表演节目都录制和编辑成优酷微电影,小朋友,家长和老师可以通过在线投票,支持和选出最佳 神探贝妮戏剧表演节目。

### Agent Penny in 2014

42,005 students reached

神探贝妮项目受益学生人数: 42,005人

100 student Financial Clubs established

组建学生理财社团: 100个

311 teachers involved

神探贝妮项目受益教师人数: 311人

3 teacher workshops conducted

开展教师工作坊: 3次

10 cities covered

项目开展城市: 10个

3 public performances given

开展理财教育公演活动: 3次

61 schools and communities involved

项目参与学校和社区数: 61所

2 primary financial experiential education seminars conducted

开展小学生理财教育实践体验活动: 2次

## Book published : financial education design contest 出版物《理财教育教案设计大赛》

In a writing competition, teachers sent in their ideas for a financial drama script. The most excellent scripts were selected and awarded. Names of winning scripts were 'first pot of gold, instalment payment, and money can't buy friendship'. A book was published with the 39 best scripts.

一次神探贝妮的理财戏剧设计大赛,一位老师的作品脱颖而出被授予了奖励。作品的题目为“折扣诱惑,金钱,和神秘的信用卡”。



感谢花旗集团基金会对本项目的支持



### 神探贝妮戏剧大赛

#### 大赛简介

2014年,神探贝妮儿童理财戏剧大赛继往开来第三届,覆盖了北京、上海、广州、深圳、天津、重庆、成都、济南、青岛、长沙等十个城市。今年的戏剧大赛有来自57所学校和4个社区的100个表演团队参加,总共诞生了100部参赛作品。

随着今年新增的112个理财戏剧剧本的加入,神探贝妮儿童理财戏剧大赛的标准剧本已增至34个。同时,大赛引入了新的微电影形式,大大提升了参赛作品题材的多样性,更好地展现出学校的校园文化。在不偏离理财主题的前提下,学校可以使用微电影进行参赛,拍摄场景也能自行选择。今年约有40%的团队采用了微电影的形式,其中有30%使用了原创剧本。在突破了传统的舞台式表演之后,学生的演出效果有了明显的提升,对剧本中理财知识的情景化理解更多。

2014年神探贝妮理财戏剧大赛相关数据



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## AFLATOUN CENTER 阿福童财商体验馆

### What is Aflatoun Center?

Aflatoun Centers are a safe haven for children and their (grand) parents in communities. They provide space for reading, learning, homework assistance, social activities, daycare services and much more. They are unique in the combination of high quality care and education with affordable pricing so that also low income families can benefit.

Since December 2013, we have opened 7 Aflatoun Centers, 3 in Shanghai, 2 in Beijing, 1 in Suzhou and 1 in Guiyang. Some centers have opened in cooperation with local government, others operate as social businesses. Our centers get great support from over 200 local volunteers

Some of the activities that the Aflatoun Centers organised for their members in 2014: Global Money Week, museum visits, World Book Day, bank visits, theatre performances, Aflatoun trainings, charity markets, science workshops, storytelling and more.

### 阿福童生活体验馆是什么？

阿福童生活体验馆为0-15岁的孩子提供儿童阅读、功课辅导、社会理财、职业体验、儿童秀场、育儿驿站、居家生活为一体的一站式教育平台，致力于

打造成为孩子开心、妈妈喜欢、奶奶放心的社区大厅。阿福童体验馆提供的照料和教育服务抵偿优质，低收入家庭也可以从中受益。

截止2013年12月，百特已在北京、上海、苏州、贵阳的7个社区中心建立了阿福儿童生活体验馆，上海3个，北京2个，苏州1个，贵阳1个。部分体验馆是和政府合作共建的，一部分以社会企业的模式在运营。获得了超过200个当地志愿者的大力支持。



阿福童生活体验馆部分活动清单：全球理财周，博物馆参访，全球读书日，银行参观，戏剧表演，阿福童培训，慈善超市，科学馆，故事汇...

### Aflatoun Centers in 2014 阿福童生活体验馆

In 2014, 11,0239 children benefited from the programs and activities at our Aflatoun centers.

2014年，有11,0239个小朋友在阿福童体验馆的项目和活动中受益。

We have a total of 7 Aflatoun Centers, in Beijing, Shanghai, Suzhou, Guiyang.

百特在北京、上海、苏州、贵阳四个城市建立了共计7个阿福儿童生活体验馆。

More than 200 volunteers have contributed to the success of the centers.

超过200个志愿者积极投入到体验馆的运作中。

## Social impact 社会影响

The impact of the Aflatoun Centers on the children, their families and communities is big and diverse: children reportedly show more interest in reading, have a better understanding of health issues, stronger community ties through volunteers and popular charity bazars organised by the children themselves. Parents are inspired for better communication with their children by example from the teachers. The Aflatoun Center is truly a place by the people, for the people with new ideas and methods.

阿福童体验馆给孩子，家庭和社区带来了很大以及多元化的影响：

- 提升了孩子们的阅读兴趣
- 提升了孩子们的个人财务能力
- 志愿活动和慈善义卖活动营造了社区氛围，密切了社区居民的联系
- 提升了家长育儿技能

阿福童体验馆是一个“以人为本”的社区创新平台。

### A short but singing boy in Liuzao Town

In October 2014 a new Aflatoun center opened on the outskirts of Shanghai, in a town named Liuzao where many migrant children and their parents live. An eleven year old boy named Wu Haicuan lives in Liuzao, and because of his short height he lives an isolated life, with low self-esteem.

Motivated by his parents, Wu Haicuan joined the center and learned to express himself through

drawing. He finally starts to share his thoughts, and through the other classes, starts the habit of saving, doing his housework and playing with other children at the center.

After three months his mother told the teachers how Wu Haicuan has changed and more and more often opens his heart to others. He is now always singing and dancing at home.



### 六灶镇的小小歌唱男孩

2014年10月百特在上海市郊区的六灶镇建立了阿福童生活体验馆。六灶是一个外来人口集聚地。

在这里，有个叫吴海川的小朋友，个子不高，初见他还以为是5、6岁的孩子，据海川妈妈反馈，海川很自卑，几乎没有玩伴，不愿意参加集体活动。

在家人的支持和老师的鼓励下，海川渐渐融入到生活体验馆。他开始通过绘画分享和表达自己的感受。通过阿福童课程学习，海川开始存钱，帮助妈妈做家务，和小朋友们一块玩耍。

两三个月过去了，海川也慢慢有了改变，这让海川爸妈和英子老师都惊喜不已。妈妈激动地和英子老师反馈：海川在家里更加释放，有时还跳唱起来。

### Saying no to junkfood

During one of the Aflatoun classes, the migrant children were discussing how to best spend their pocket money. The children realised that they spent too much money on junk food. Guided by the teacher they then analysed the pros and cons of eating junk food. By the end of the class, all the children had agreed not to buy junk food anymore. One of the girls, Zhang Junli shared her story that she had mastered herself and given up eating her favourite ice cream this winter.



### 和垃圾食品说“不”

有一次阿福童体验课上，小朋友在一起讨论零花钱怎么用，小朋友们发现自己把很多的零花钱都用在买垃圾食品上。继而，老师引导小朋友们一起分析了吃零食的好和坏，小朋友都深有感触。课堂最后，大家一起盖了手印，约定不再吃零食。一次，张俊丽小朋友分享说，因为阿福童课程，“我学会了管好自己，在这个冬天，我就放弃了吃冰激凌的坏习惯。”

## GUIZHOU EDUCATION PROGRAM 贵州乡村教育改善项目

Guizhou Province is among the poorest of China, with many mountainous rural areas that are difficult to reach and receive almost no government support. The education that the children receive is of low quality, does not meet the needs of the students and for lack of local teachers is often given by volunteers from the cities. Good teacher training is in high need.

In 2012, Be Better started its programs in Guizhou province, headed by teacher Sun. The introduction of social and financial education has brought great impact to the teachers and the schools, who found that



not only the academic scores improved but also the students' overall abilities and confidence have developed.

In 2014, our program reached out to 1600 students and trained 40 teachers. Their strategy to improve the overall quality of the education in the region is 6-fold:

Improving the relationship between children and teachers, developing the habits of self study and study groups.

班级管理水平提升——促进儿童与教师关系的改善，让儿童喜欢来到教室和学校，爱上学习，培养自主学习和小组学习的习惯。

The childcentered approach of teaching from Aflatoun method is introduced into day-to-day teaching, helping to improve academic standards.

学科教学水平提升——通过阿福童课程教育理念和方法，让教师改变学科教学方式，采用以儿童为中心的教学模式，改进学科（语文/数学/英语）的教学水平，促进学生的学业成绩的提高。

Through Aflatoun clubs, children are invited in constructing the school culture, practice their intelligence and creative skills.

校园文化建设——通过阿福童学生社团活动，让儿童拥有直接参与校园文化建设的机会，开展“重新设计学校”的系列社团活动，让儿童在体验中提升他们的动手动脑能力，以及团队合作和创新技能。



Mentoring among teachers is introduced, as well as a network between the teachers and volunteers to improve teacher engagement.

教师互助成长——通过本项目的开展，建设扎根本地的教师互助体系，让本地老师与支教老师形成互助网络，通过陪伴成长和自主学习，提升教学能力，促进教师的幸福感，形成一支有力的教师团队。

Teachers are taught how to do curriculum development building on the Aflatoun curriculum.

校本课程开发——对有条件的学校和教师，通过阿福童课程的本地化和本校化，提升教师的校本课程开发能力，让阿福童课程成为学校发展的新动力，改善教师的专业能力，成为骨干教师的后备军。

Where there is access to internet, schools are encouraged to use inverted classroom methods, and tablets for areas without internet.

混合学习模式——对有条件上网的学校和学生，通过翻转课堂、儿童学习PAD等教育信息化手段，整合线下小组学习、学生社团活动和家长参与的混合学习模式，让儿童培养良好的自主学习习惯和自主生活习惯。



## INCREASING OUR REACH THROUGH PARTNERSHIPS 研究

Increasingly we are following a strategy of collaboration with other NGO's, local government bodies, companies and schools in order to achieve our mission. We see it as an effective way of leveraging our impact by focusing on the things that we are good at and working together with other experts and implementers to bring the program to the field, and facilitate the policy change of financial education in China.

百特将继续坚持和其他非盈利性机构、当地政府部门、公司和学校展开合作，努力实现百特的使命。百特相信扩大影响力最为行之有效的方法是，坚持自己的所长，和专家及实施者一起开展大规模的持续调查，发布专题研究报告，推动金融教育领域的政策改变。

### Some examples



PLAN international – starting in 2014, we cooperate with this international organisation on a project in Yunnan province, in the South West of China. As part of their 'I am a girl' program, we contextualised our Aflaten curriculum and train their teachers. Through this partnership we are able to reach 20,000 students from low income families.

国际计划—2014年百特和国际计划合作在云南开展“我是女孩”项目。由百特提供本土化的阿福童课程和提供老师培训。国际计划的大力支持，该项目有20,000来自低收入家庭的学生从中获益。

Sordy – Based in Chengdu, this app developer is our important partner in developing our mobile and online products. From a deep understanding of our mission and approach, they help us reach more children, youth and parents.

海星----“基于成都”这款应用程序的开发人员是百特移动和在线产品开发的重要的合作伙伴。在深入了解百特的使命和路径后，他们协助百特帮助了更多的儿童、青少年和家长。



Pudong Bureau of Education – Since 2012, Be Better has partnered with this bureau to contextualise Aflatoun for 11 Primary schools in Pudong, and training their teachers. It is the first time for Aflatoun to be part of the district based curriculum.

浦东教育局—从2012年开始，百特和浦东教育局合作，共同在浦东地区的11所小学试行社会理财课程，通过教师培训和校本试验，开展浦东新区本课程，并未来在全国推广。

CYFI – Child Youth Finance International is founded by Jeroo Billimoria, also founder of Aflatoun, in order to push for systems change around child friendly banking products and financial



education worldwide. As their partner since 2014, we hope to organise salons and conferences together on the topic of economic citizenship education.

国际儿童及青少年金融教育联盟，该机构致力于推动全球范围内儿童银行友好产品和金融教育的系统发展，2014年，百特成为其合作伙伴，未来将合作开展一系列金融教育沙龙和论坛。



## OUR PARTNERS 百特合作伙伴

### Program partners

Aflatoun International  
MyBnK  
Sesame Street

### Business partners

JZDD.net 兼职地带  
HSBC 汇丰银行  
Credit Ease 宜信  
A and B make 3  
Mingdao 明道  
SORDY 索迪科技

### Implementation partners

贵州暖春社会工作服务社 Guizhou NuanChun  
Social Work Service Center  
南京乐众社会工作服务中心 Nanjing Lezhong Social  
Work Service Centre  
上海青焙坊 Shanghai Young Bakers  
上海浦东新区青之翼社工人才服务中心 Sowosky  
闵行区八方社会工作事务所 Bafang Social Work  
Office in Minhang Area

### Academic / Research partners

Beijing Normal University, Institute of Social  
Innovation, Faculty of Education  
Social Enterprise Research Centre  
Beijing Horizon Research Consultancy Group

### Government partners

上海市中小学德育研究协会 Shanghai Elementary  
and Secondary Students Moral Education  
Association

广州市教育科学研究所 Guangzhou Institute of  
Educational Research  
天津市教学研究室 Tianjin Office of Teaching  
Research  
天津市河北区教育局 Education committee of Hebei  
district, Tianjin  
天津市河西区教育局 Education committee of Hexi  
district, Tianjin  
天津市德育工作者协会 Tianjin Worker Moral  
Education Association  
山东省教学研究室 Shandong Office of Teaching  
Research  
济南市市中区教学研究室 Teaching Research Office  
of Middle district, Jinan  
上海市浦东新区金融服务局 Financial service Pudong

重庆市中小学德育研究中心 Chongqing Elementary  
and Secondary Students Moral Education Research  
Centre  
Yangzhou Education Bureau  
Shanghai Pudong New Area Bureau of Civil Affairs  
Hanjiang Education Network  
Shanghai Pudong Education Bureau  
广东省中小学德育研究与指导中心 Guangdong  
Elementary and Secondary Students Moral  
Education Research Centre  
上海师范大学教育学院公共事业管理学系  
Department of public administration, Shanghai  
Normal University College of Education  
上海浦东张江镇 Shanghai Pudong Zhangjiang Town  
上海市浦东新区公益组织项目合作促进会 Shanghai  
Pudong New Area Association of NGO Program  
Cooperation

### NGO partners

国际计划 Plan China  
INCLUDED

Children of Madaifu

成都阳光公益发展中心 Chengdu Sunshine Non-profit Organization Development Centre

太阳花 Sunflower

南京小萝卜儿童关爱中心 Nanjing Xiaoluobo Child Care Center

银川穆斯林孤儿院 Yincuan Muslim Orphanage

青海卓玛教育救助会磐拓中心 Pentok Institute NPI

Beijing New Century Dream Library

Teach Future China

China Rural Library

Shanghai Charity Foundation

## Networks

AVPN (Asian Venture Philanthropy Network)

CYFI (Child Finance International)

## Media partners

浦东时报

人民政协报

华夏时报

现代教育报

财富管理杂志

贵州都市报

社会企业家

中国发展简报

乐平基金会；

SRI社会资源研究所NGO运营模式案例集

中国社会企业与社会投资论坛

公益慈善周刊

## PLANS FOR THE FUTURE 展望未来

Four new ideas that we want to introduce, or do more if on 2015:

Aflatot 阿福童幼儿版

Mobile education 移动教学

Platform for economic citizenship education in China 中国经济公民教育平台

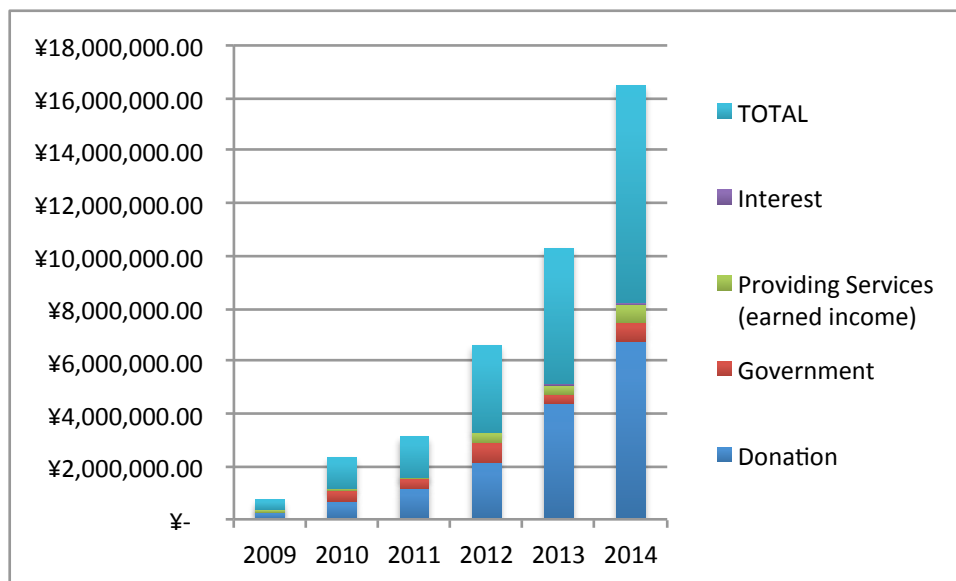
Academic research & publications 学术研究和发表

## CONCISE FINANCIAL REPORT 简明财务报告

	2014	Yuan 元
<b>Total Revenue</b> 年收入		8,237,263.6
<b>Total Expenses</b> 年支出		6,317,015.17
<b>Net assets</b> 年净资产		9,799.19
<b>Liabilities</b> 年债务		5,615,927.35

Income streams diversified 2014	Yuan 元
<b>Donation</b> 捐赠	6,766,141.1
<b>Government</b> 政府出资	692,345.0
<b>Providing services (earned income)</b> 经济收入	687,467.7
<b>Interest</b> 利息	91,309.8
<b>Total</b> 总计	8,237,263.6

## Accumulated Total Income of 5 years 五年累计收入



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Our donors 百特资助方:



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GSRD

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HSBC



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SHANGHAI  
UNITED  
FOUNDATION

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新教育基金会

CREDIT SUISSE

