

The Library Project

Annual Report 2010



中华捐书会
2010年年度报告





Thank you for taking the time to learn about The Library Project. This Annual Report is divided into three parts:

What is the Library Project?
Our Programs in 2010
2010 Financial History

Page 3
Page 6
Page 23

感谢您能抽出宝贵的时间来了解中华捐书会。本年度报告由三部分组成:

什么是中华捐书会?
2010年项目展
2010年财务报告

参看第三页
参看第六页
参看第二十三页

What is The Library Project?

什么是中华捐书会？

The Library Project was founded on the simple idea that education is change. Education is the catalyst which breaks the cycle of poverty in the developing world and provides children with the opportunity for a positive future. Education is also empowerment. If we educate the children of the developing world, we give them the power to reach their goals. Education opens the doors of opportunity for children and provides them with the tools for a better future for both them and their families.

中华捐书会成立的理念言简意赅：知识就是改变。世界在不断发展，知识则是消除贫困的催化剂，它为孩子们铺筑了一条通向美好未来的光明大道。同样，知识使人充满力量。如果我们能为发展中国家的儿童提供阅读资源，那么他们将从中获取力量，为创造美好的未来做好准备。知识为孩子们打开一扇扇机会之门，这将帮助他们和家人一道创造幸福未来助一臂之力！



总观 Overview

The Library Project donates books and libraries to under financed schools and orphanages in China. We believe education is the key to breaking the cycle of poverty that exists in the developing world. As we see it, education is change. We accomplish this by:

- Involving the local community through book drives and awareness raising
- Providing libraries to underfinanced orphanages and elementary schools
- Partnering with local NGOs (charities)

中华捐书会主要为中国和越南的贫困学校和孤儿院捐赠图书，捐建图书馆。我们坚信，知识是消除贫困的关键，知识就是改变！我们将通过以下方式实现这一目标：

1. 通过图书募集等公益活动来提高社会对中华捐书会的关注。
2. 为孤儿院及小学免费建立图书馆。
3. 与当地NGO建立合作关系。

Our Programs in 2010

2010年项目展

As of December 31, 2010, The Library Project has established 350 elementary school libraries. We've put more than 250,000 Chinese language children's books into the hands of eager young readers. Over 100,000 children now have access to improved educational infrastructure. These amazing results could not have been attained without the help and support of so many. This year's 2010 Annual Report is in many ways a celebration of your continued support to improve the education found in schools throughout China.

截止到2010年12月31日，中华捐书会已捐赠了350所小学图书馆。二十五万余册中文儿童图书被送到了求知若渴的小读者们手里，十多万儿童受益于改善后的图书馆资源。正是因为众多公司和热心人士的鼎力支持，我们才能获得如此激动人心的成果。2010年年度报告是对2010年全方位的回顾与总结，以此衷心感谢您对中国基础教育的不断支持。



图书角 Reading Corners

The Library Project's "Reading Corner" program donated 73 libraries throughout China in 2010. Reading Corners go into small schools with typically less than 100 students.

Reading Corners are a huge boost to the educational infrastructure found at these small rural elementary schools, because most small schools do not have reading material beyond text books. Reading Corners are filled with colorful local language books that are either purchased in-country or acquired through local community based book collections.

As a reward for the student's assistance in setting up a donated library, a small party is arranged with educational games, balloons, and crafts.

中华捐书会于2010年在中国各地共捐赠了73个图书角。图书角一般适用于学生人数在100人以下，规模较小的学校。

图书角极大地改善了这些小规模农村小学现有的基础教育条件，因为他们除了课本几乎很少有其它课外阅读资源。图书角中所配置的图书或从国内购买或通过社会团体图书筹集活动而来，这些书基本是中文版，图片丰富，内容多样，是儿童喜闻乐见的读物。

为了奖励孩子们踊跃参加图书角的建立过程，我们为孩子们准备游戏，气球还有手工，和他们一起度过快乐的时光。



图书阅览室 Reading Rooms

The Library Project's "Reading Room" program donated 52 libraries throughout China in 2010. Reading Rooms go into larger schools with typical more than 100 students.

The reading area is designed to be a safe and accessible place for children to feel comfortable while nurturing their educational curiosities. Colorful posters, games, furniture, and floor mats make the libraries inviting and happy places for the children to learn and grow.

Children are involved in many aspects of a library's development and construction by helping to unpack the books, setting up mats, and cleaning the new space.

中华捐书会于2010年度在中国各地一共捐赠了52间图书阅览室。图书阅览室一般适用于学生人数在100人以上，规模较大的学校。

阅读区的设计基于安全，舒适的理念，让孩子们自由自在地探寻知识的海洋。色彩斑斓的海报，新颖有趣的游戏，安全的家具和柔软的地垫将阅览室营造成一个孩子们学习和成长的快乐天地。

孩子们也参与到图书馆建立的过程中来，比如拆包图书，铺设地垫，打扫新阅览室等。



项目覆盖区域 Where We Work

The Library Project works in 20 provinces throughout China. With that said, we have two provinces that we primarily focus our efforts: Shaanxi and Anhui.

We work in some of the most remote regions in China, with the most underfunded rural elementary schools. The Library Project completed an amazing 125 elementary library school donations throughout China in 2010.

2010 found The Library Project expanding into six additional regions: Hubei, Hebei, Gansu, Ningxia Hui Autonomous Region, Guangxi Zhuang Autonomous Region, and Beijing.

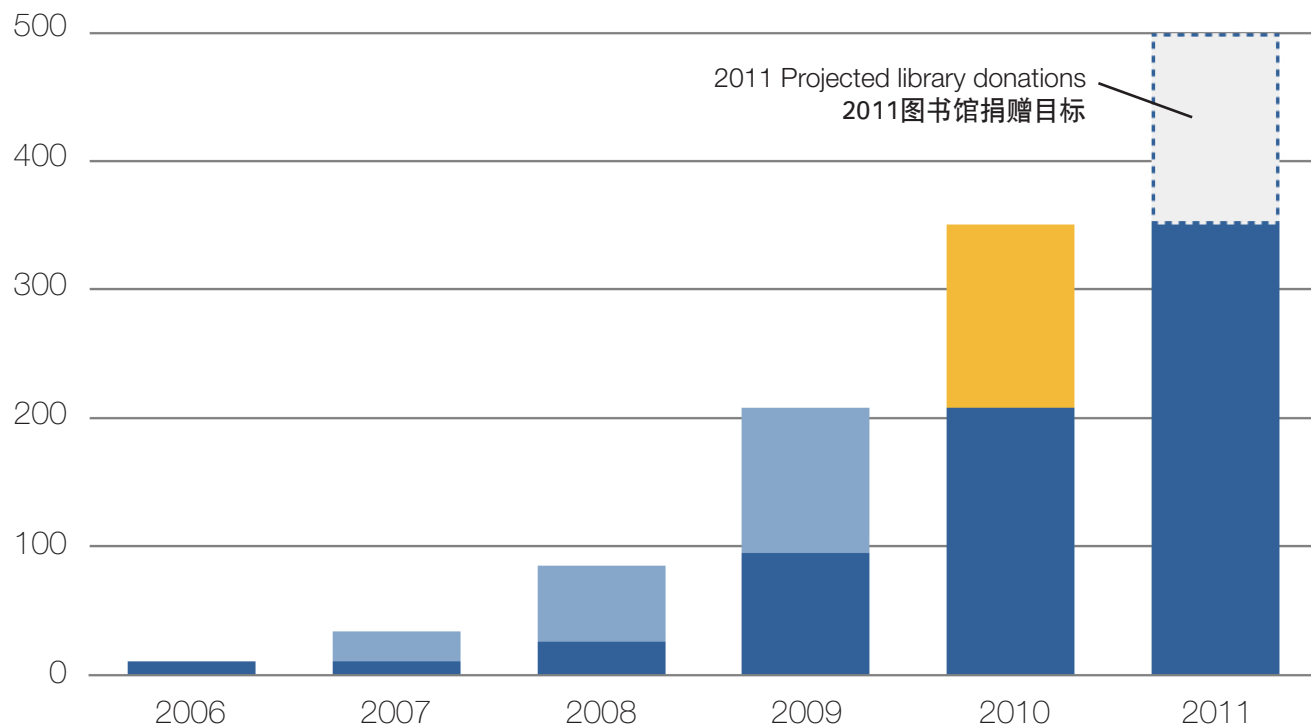
中华捐书会在全国20个省份开展了图书馆捐赠活动，目前项目比较集中的省份是陕西省、安徽省和四川省。

我们的捐赠项目多位于偏远地区，受赠对象是最需要阅读资源帮助的农村小学。2010年，中华捐书会在中国成功完成了125所图书馆的捐赠。

同样在2010年，中华捐书会把捐赠项目延伸到六个新的省份和地区：湖北省、河北省、甘肃省、宁夏回族自治区、广西壮族自治区和北京。

成长历程 Our Growth

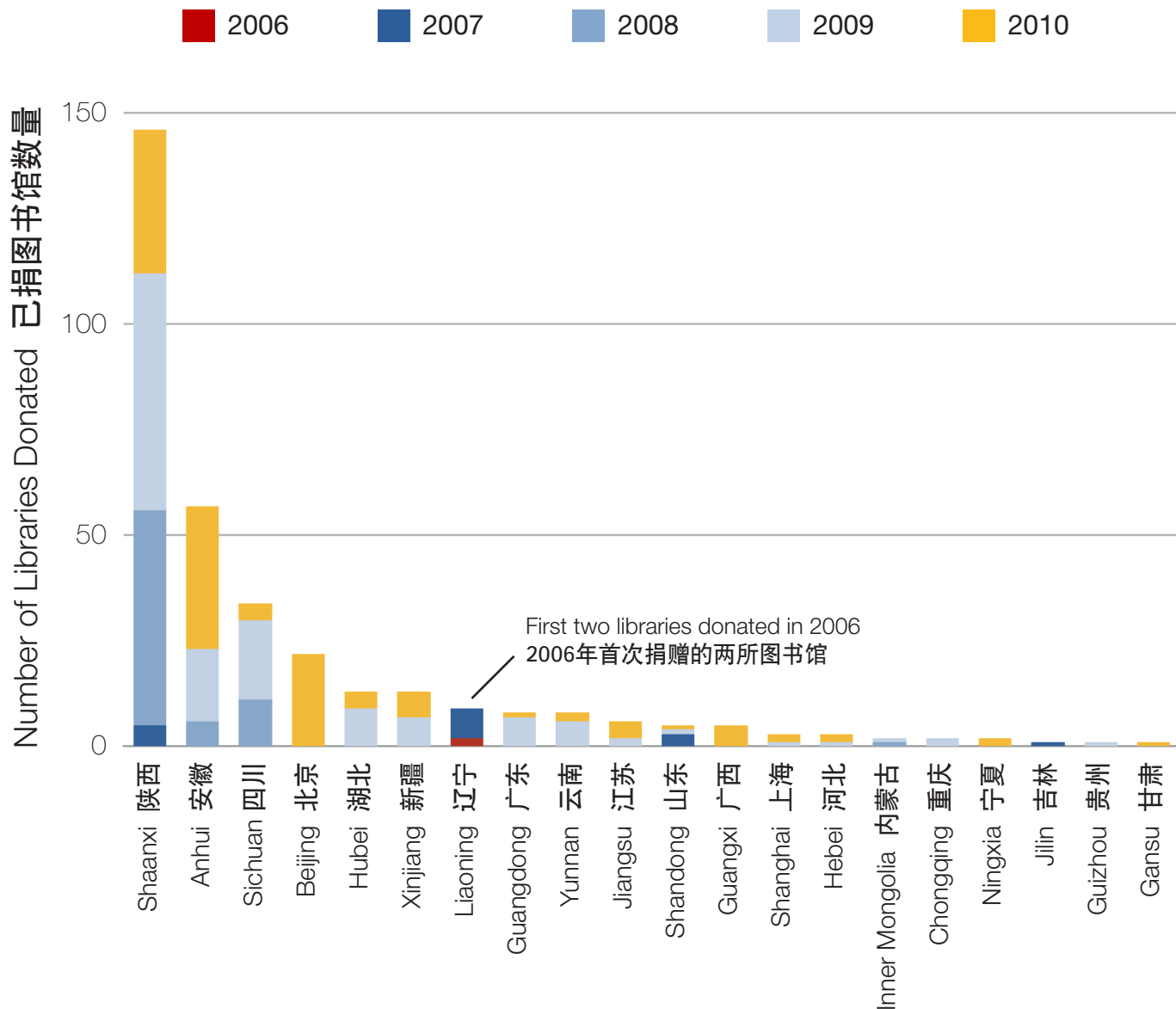
■ Past Libraries 上年完成的图书馆 ■ Completed Libraries 当年完成的图书馆 ■ 2010年完成的图书馆



The Library Project completed 125 elementary school library donations during the 2010 calendar year. In total, we have donated 350 libraries since our first donation in 2006 benefiting over 100,000 children throughout China.

中华捐书会于2010年度一共捐赠了125所小学图书馆。从2006年首次捐赠了两所图书馆至今，中华捐书会已经捐赠了350所图书馆，全国十多万儿童因此而受益。

项目覆盖区域 Where We Work





In the Fall of 2010, The Library Project began donating libraries to elementary schools supporting the Beijing migrant community's children. This was made possible because of the generous financial support from the Rotary Club of Beijing. Our first 20 libraries alone have benefited over 13,000 students.

2010年秋，通过北京扶轮社的慷慨捐资，中华捐书会开始为北京的打工子弟学校捐赠图书馆。首次捐赠的20所图书馆使1万3千多名打工子弟学生受益。



儿童图书 Children's Books

The Library Project have donated over 250,000 children's books to rural elementary schools and orphanages in China. We work directly with regional book store warehouses, online distributors and resellers. We receive deep discounts between 20-80% off the retail price of each book. This allows us to provide the highest quality books at the lowest possible price to each elementary school and orphanage.

The Library Project provides a wide range of local language children's books including: history, science, short stories, fairy tales, books for very young readers, children's dictionaries, children's reference books, and an assortment of comic books. Each school also receives a full set of children's encyclopedias for older students. Every book is in full color and of the highest quality.

中华捐书会向中国和越南的农村小学及孤儿院一共捐赠了25万册儿童图书。我们与不同地区的书店，网上书商和零售商直接合作，通常每本书的购买价格可以享受八折到两折的不等折扣，因此保证我们能够为每所小学和孤儿院提供内容丰富，品相上乘的儿童图书。

中华捐书会为受赠学校提供了丰富多样的母语儿童图书，内容包括了历史、科学、故事、童话、低幼儿童图书，儿童字典，儿童参考书和漫画等。此外，每所学校还获赠一整套百科全书，以供高年级学生阅读。所有图书都是图文并茂，品质上乘。



图书募集活动 Book Collection Campaign

The Library Project collected over 50,000 children's books through our National Book Collection Campaign in 2010. The campaign takes place at elementary schools, high schools, corporate conferences, companies and in local communities.

The donated children's books were of the highest quality and in a "like new" condition. Our National Book Collection Campaign not only gets the community involved, but also raises awareness of the realities of rural elementary schools and orphanages.

In 2010, book collections were conducted at CitiBank offices and banks, Aston Schools, ClarkMorgan, Hyatt Hotels, Peninsula Hotels, Sanofi-Aventis, PFW, and many other locations.

通过2010年度全国图书募集活动，中华捐书会一共募集到图书5万册，中小学校，企业会议，公司和各种社区都参与到了此次活动中来。

本次募集到的图书都是高质量且七八成新的儿童图书。通过我们的全国图书募集活动，不仅让各个社区团体积极参与，而且还广泛引起社会对农村小学和孤儿院现状的关注。

在2010年的图书募集活动中，花旗银行驻各地办事处和分行、阿斯顿英语、摩顿商务咨询、凯悦酒店、半岛酒店、赛诺菲安万特大学、浦菲沃（西安）机械制造有限公司等多家企业都积极募集了大量图书。

A photograph of two women, one in a dark blue polo shirt and one in a white button-down shirt, looking down at a book or document they are holding together. The background is a plain, light-colored wall.

图书管理培训 Librarian Training

The Library Project conducts a comprehensive Librarian Training Course for teachers and the administration of every elementary school and orphanage. The course provides instruction on how to check books in and out to students, how to use the children's books in a classroom setting and how to get the students involved in the maintenance of their library, etc.

The Librarian Training Course is a “crash course” on how to manage their new library, and gets the teachers and administration up to speed on day-one. We have found that once we began conducting this training course, 100% of our libraries are used on a daily basis.

In 2010, The Library Project conducted 125 librarian training courses benefiting 982 teachers and librarians.

中华捐书会为每所受赠的学校和孤儿院的老师及图书管理员传授图书管理培训课程。培训课程一般包括了：如何开展借阅活动，如何在课堂教学中使用儿童图书，如何让学生参与到图书馆维护中来等内容。

图书管理培训课程短小精悍，通常一天的时间就可以完成。培训课程为受赠图书馆管理人员提供了简单实用的办法，经过培训后，图书馆的使用率得到了大幅提高。

在2010年，中华捐书会共开展125次图书管理培训课程，共有982名教师和图书管理人员接受了培训。



志愿者队伍 Our Volunteers

Our volunteers are a huge reason for our success. Thanks to their dedication, passion, and commitment, we are able to offer the gift of books to tens of thousands of children while keeping our overhead low. We're always looking for new volunteers!

"Our volunteers play an important role in introducing the students to their new library. Games are played, songs are sung, and of course books are read. It is a very positive experience for everyone involved; the school administration, teachers, students, and the volunteers," says Jenny Wang, The Library Project's Country Director.

The Library Project has worked with over 10,000 volunteers in 2010 located all over China and abroad.

志愿者队伍是每一次成功捐赠的关键。正是因为他们的付出，热情和辛劳，中华捐书会才能为成千上万的少年儿童送去图书。衷心希望爱心人士源源不断地加入到我们的志愿者队伍中来。

"志愿者们总是热情积极地带领孩子们体验新图书馆。他们一起游戏，唱歌，看书。对于每一位参与者，包括校长、老师、学生以及志愿者来说，这都是一段难忘的经历。" 中华捐书会的区域总监王绮如是说。

中华捐书会在2010年共与来自海内外一万多名志愿者共同参与了各地图书馆捐赠。



In 2009, Linda Wang raised enough money for a library donation by soliciting her friends and coworkers at Sanofi Aventis. Since then, Linda has donated an additional 12 libraries in Anhui, Shaanxi and Guangxi Zhuang Autonomous Region. This photo is of Linda Wang and her coworkers at her first library donation located in Anhui.

在2009年，王凌女士和她的朋友以及在赛诺菲安万特的同事们共同捐资建立了一所农村图书馆。从那时起，王凌女士又带领她的团队为安徽省、陕西省、广西壮族自治区共12所农村小学筹款捐赠了图书馆。上图是王凌女士和她的团队在安徽省捐赠的第一所乡村小学图书馆。

捐赠方参与 Donor Involvement

The Library Project likes to get the employees of donor companies involved in the donation of their library. Employees help by doing educational activities with children, delivering donated items, conducting librarian training courses and sorting books. It is a great way for corporate employees to improve the education at a rural elementary school while also becoming closer to their fellow employees.

Corporate involvement has come from Cummins, Brady, Siemens, Pratt & Whitney, Prax Capital, Jaguar Land Rover, GlobalHort, PFW, Grace, Aston Educational Group, Beijing Rotary and Sanofi Aventis both financially and with employee involvement as volunteers during library donations. Whereas other larger charities require compensation for their employee's involvement, The Library Project encourages employees to get involved at no cost.

Hundreds of our volunteers are employees of Cummins Inc, a US-based manufacturer of diesel engines and related technology. Cummins is also one of The Library Project's major donors. The company, which donated 46 libraries last year, encourages its employees across China to help The Library Project, said Julie Liu, chairwoman of Cummins' Corporate Social Responsibility Committee. "They are very donor-oriented," Liu said of The Library Project. "They are a small NGO, so we don't have to handle the bureaucracy involved with some of the larger NGOs."

捐赠方公司的员工经常会参与到图书馆捐赠活动中来。作为志愿者，和孩子们做游戏，搬运捐赠物资，开展图书管理培训课程，整理分类图书等。这种直接参与到捐赠活动中的方式，不仅让员工们亲身体验到自己的双手为改善农村小学教育所奉献的力量，同时也拉近了同事们之间的距离。

目前参与到中华捐书会捐赠活动中的企业有康明斯、贝迪中国、西门子、普拉特惠特尼、普凯投资、捷豹公司、环球园艺，浦菲沃，格雷斯，阿斯顿英语，北京扶轮社和赛诺菲安万特大学等，他们不仅为中华捐书会提供经济支持，还提供了人力支持，如派遣员工参与到图书馆捐赠活动中。中华捐书会对活动组织不收取任何管理费用。

康明斯是中华捐书会的主要捐赠方之一。这是一家美资的动力设备制造商。来自康明斯成千上百的员工作为公益小组在中国各地和中华捐书会一道捐建图书馆。2009年共计捐赠了46所图书馆。康明斯鼓励他们的员工积极参与图书馆捐赠活动中，培养回馈社会的企业文化。康明斯企业社会责任委员会主席，刘玉娥女士对中华捐书会评价到：“虽然（中华捐书会）是小型NGO,但是我们不必担心与他们合作时会遇到官僚作风。”

合作伙伴 Partnerships

The Library Project has been lucky enough to form long-term partnerships with a number of corporate donors and government agencies in China.

The Library Project has partnered with the Xi'an Charity Association for the past four years. The Xi'an Charity Association is a city-wide non-governmental charity organization. They are a huge reason why we're able to provide high quality libraries to so many remote regions of China.

Corporate donations of \$10,000 or more during the 2010 calendar year:

| Partner | Donation | Libraries |
|----------------------|----------|-----------|
| Cummins, Inc. | \$82,000 | 50 |
| Brady Corporation | \$50,000 | 30 |
| Beijing Rotary | \$25,000 | 39 |
| Alfred Dunhill China | \$15,000 | 10 |
| Sanofi Aventis | \$10,000 | 12 |

Corporate book donations during the 2010 calendar year:

| Partner | Books Collected |
|-------------------------|-----------------|
| Aston Educational Group | >40,000 |
| ClarkMorgan | >5,000 |
| Hyatt Hotels | >1,000 |
| Peninsula Hotels | >1,000 |
| Sanofi Aventis | >1,000 |

中华捐书会有幸与中国多家企业和政府部门建立了长期合作关系。

在过去的四年中，中华捐书会与西安市慈善会合作开展图书馆计划。该慈善会是一家具有独立法人资格的全市性非营利社会团体。在他们的大力支持下，中华捐书会得以在中国诸多偏远地区开展图书馆捐赠活动。

以下为2010年度捐赠数目在1万美金以上的企业捐赠名单。

| 合作伙伴 | 捐赠 | 图书馆 |
|----------|-----------|------|
| 康明斯 | 82,000 美金 | 50 所 |
| 贝迪中国 | 50,000 美金 | 30 所 |
| 北京扶轮社 | 25,000 美金 | 39 所 |
| 阿尔弗雷德登喜路 | 15,000 美金 | 10 所 |
| 赛诺菲安万特 | 10,000 美金 | 12 所 |

以下为2010年度企业图书捐赠名单。

| 合作伙伴 | 募集图书 |
|--------|----------|
| 阿斯顿学校 | 40,000 册 |
| 摩顿商务咨询 | 5,000 册 |
| 凯悦酒店 | 1,000 册 |
| 半岛酒店 | 1,000 册 |
| 赛诺菲安万特 | 1,000 册 |



The Yue Ba Center Elementary School is located in rural Shaanxi with 50 students. The Library Project, with financial support from GlobalHort and PFW, provided this beautiful library that the students can enjoy daily. This is by far the brightest room in the school.

岳坝中心小学位于陕西省山区农村，该校共有50名学生。在环球园艺公司与浦菲沃公司的捐资支持下，中华捐书会为孩子们建造了这间漂亮的图书阅览室，供他们每天在此享受阅读乐趣。这间阅览室目前是该校最为抢眼的一间教室。



我们的团队 Our Team

(From left to right) Tom Stader, *Founding Director*; Belinda Yu, *Logistics & Purchasing*; Christine Wang, *Shanghai Coordinator*; Rebecca Gao, *Project Coordinator*; Jenny Wang, *China Country Director*; Nichole He, *Transparency Manager*; Jocelyn Jia, *Volunteer Coordinator*. (从左至右) 汤姆, 行政总监; 余子杭, 采购物流专员; 王宁, 上海项目协调员; 高颖, 项目协调员; 王绮, 区域总监; 何珍珍, 公信监管; 贾仕玉, 志愿者协调员。

The Library Project has an amazing team that tirelessly strives to make the world a better place.

中华捐书会拥有一支富有活力、孜孜不倦的杰出团队, 正在为把这个世界变得更加美好而不断努力着。

EXECUTIVE BOARD

Tom Stader

Xi'an, China

Chris Brown

Beijing, China

Donn Garton

Ho Chi Minh City, Vietnam

Scott Glassmeyer

Bangkok, Thailand

Ryan Holliday

San Francisco, USA

Nick Ingleton

Dalian, China

Kevin Kruse

Pennsylvania, USA

Philip McCrea

New Jersey, USA

Phil Mercurio

Adelaide, Australia

Jackie Ng

Hong Kong, China

Scott Perkins

San Francisco, USA

Adam Simpkins

Incheon, South Korea

Patrick Watene

Xi'an, China

2010 Financial History

2010年财务报告

2010年财务报告 2010 Financials

| SUPPORT & REVENUE | 收入 | 2010 |
|-----------------------------------|-----------|-----------|
| Fundraising | 筹资 | \$280,558 |
| Interest Income | 利息 | \$15 |
| Total Income | 总收入 | \$280,573 |
| EXPENSES | 支出 | 2010 |
| Overhead Expenses | 日常开支 | |
| Advertising & Marketing | 广告与市场 | \$585 |
| Bank Fees | 银行手续费 | \$1,835 |
| Miscellaneous | 杂项 | \$232 |
| Insurance | 保险 | \$80 |
| Office Expenses | 办公室费用 | \$4,304 |
| Rent | 房租 | \$3,207 |
| Travel | 交通费 | \$9,754 |
| Employees | 人员费用 | \$20,920 |
| Total Overhead Expenses | 日常开支总额 | \$40,917 |
| Program Expenses | 项目费用 | |
| Books, Furniture, Computers, etc. | 图书、家具、电脑等 | \$115,866 |
| Employees | 人员费用 | \$17,717 |
| Logistics | 物流 | \$7,777 |
| Miscellaneous | 杂项 | \$5,161 |
| Travel | 交通费 | \$12,512 |
| Total Program Expenses | 项目费用总额 | \$159,033 |
| Total Expenses | 总计 | \$199,950 |

For the year ending December 31, 2010 (USD)

The Library Project is committed to maintaining a careful balance between its ambitious program objectives and operating efficiently.

Highlights of our 2010 financials include:

Robust revenue growth with US\$280,588 in cash donations; a 58% increase over the prior year's total of US\$118,732.

US\$159,003 invested toward our programs – a 35% increase over the prior year's total of US\$102,660.

Programmatic spending constituted 80% of our total expenses, meaning that only 20 cents out of every dollar spent went toward overhead.

截止到2010年12月31日（美元）

中华捐书会承诺，将在项目实施与企业运营之间保持一个良好谨慎的平衡。

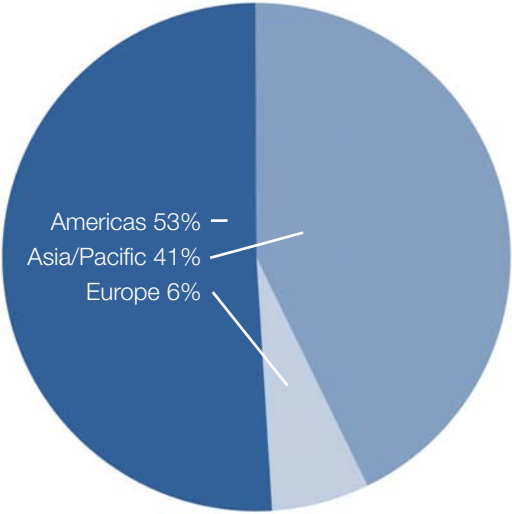
2010年度财务亮点:

现金捐赠方面的收入涨势强劲；相比2009年度总收入118,732美元增加了58个百分点。

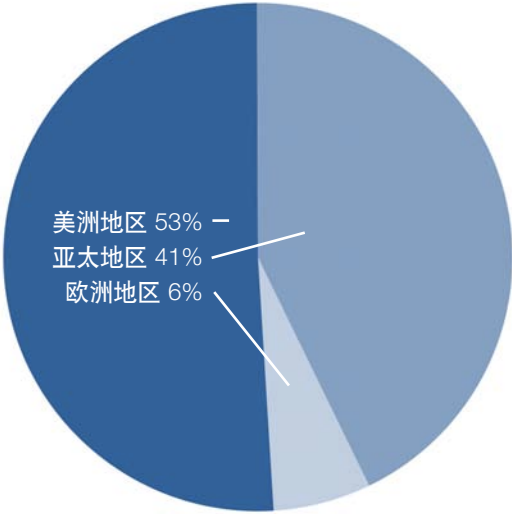
本年项目支出为159,003美元-较2009年的102,660美元，增加了35个百分点。

计划性的支出占总支出的80%，显示每一美元里只有20美分用于了机构日常开支。

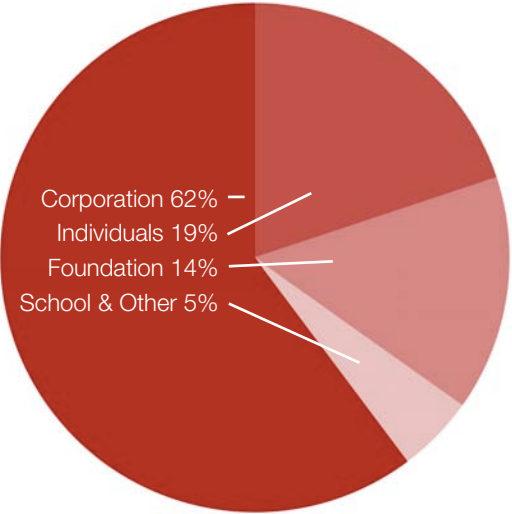
2010 Sources of
Revenue by Region



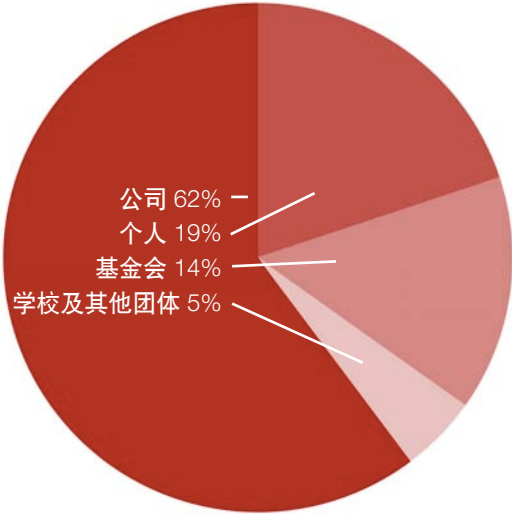
2010年度
收入来源地



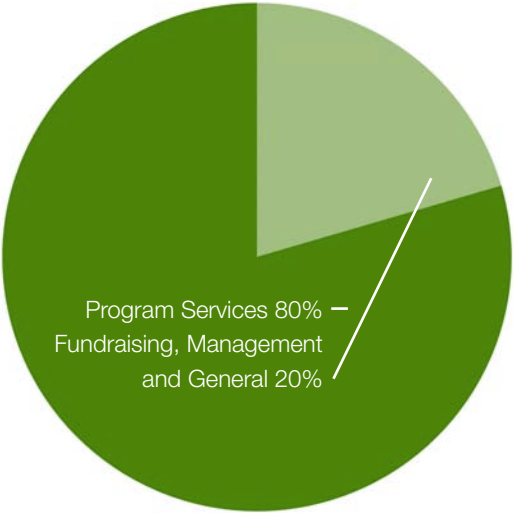
2010 Donations by
Type of Donor



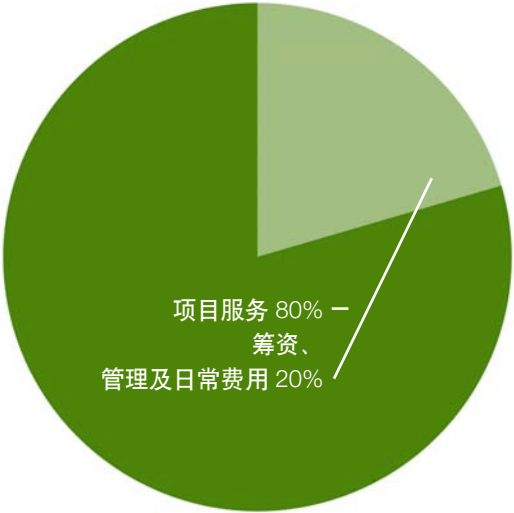
2010年度
捐赠方类型



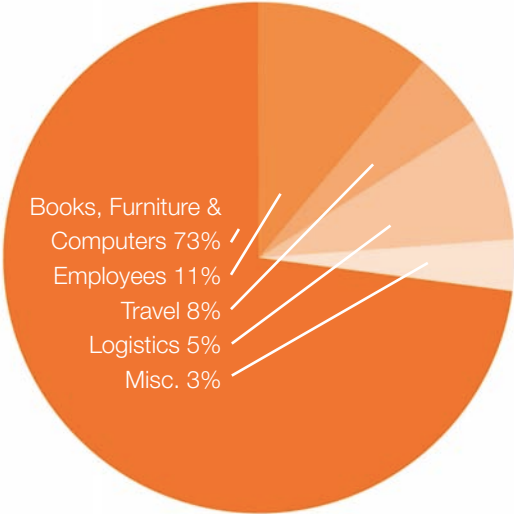
2010
Total Expenses



2010年
总支出



2010 Program
Expense Breakdown



2010年
项目支出统计分析

