

# The Library Project

## Annual Report 2011



图书馆计划  
2011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 2011**  
**2011 Financial History**

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感谢您能抽出宝贵的时间来了解图书馆计划。本年度报告由三部分组成:

什么是图书馆计划?  
2011年项目展  
2011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?**

**什么是图书馆计划？**

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.

图书馆计划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)

图书馆计划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图书馆计划的关注。
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 2011**

**2011年项目展**

As of December 31, 2011, The Library Project has established 585 elementary school libraries. We've put more than 300,000 Chinese language children's books into the hands of eager young readers. Over 250,000 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 2011 Annual Report is in many ways a celebration of your continued support to improve the education found in schools throughout China.

截止到2011年12月31日，图书馆计划已捐赠了585所小学图书馆。三十万余册中文儿童图书被送到了求知若渴的小读者们手里，二十五万多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。2011年年度报告是对2011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 120 libraries throughout China in 2011. 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.

图书馆计划于2011年在中国各地共捐赠了120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 134 libraries throughout China in 2011. 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.

图书馆计划于2011年度在中国各地一共捐赠了134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 23 provinces throughout China. With that said, we have two provinces that we primarily focus our efforts: Hebei 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 254 elementary library school donations throughout China in 2011.

2011 found The Library Project expanding into three additional regions: Fujian, Jiangxi and Hunan.

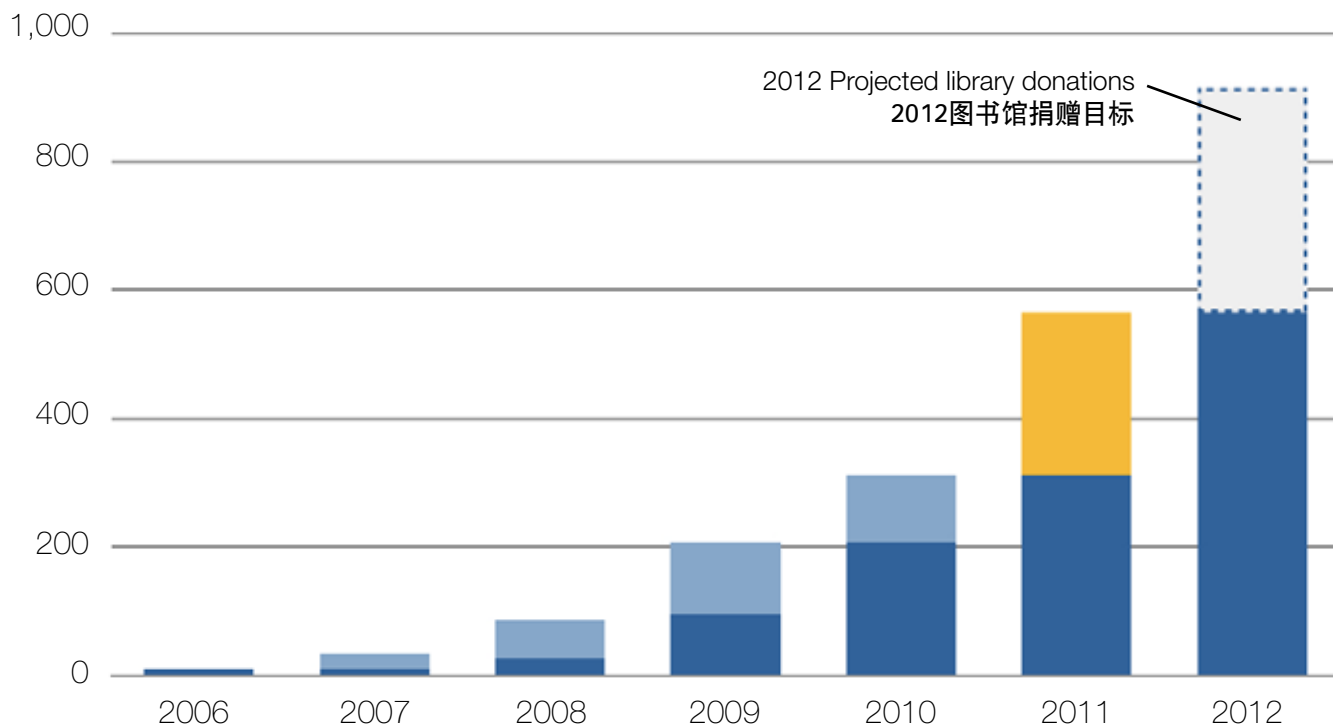
图书馆计划在全国23个省份开展了图书馆捐赠活动，目前项目比较集中的省份是陕西省、安徽省和河北省。

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。2011年，图书馆计划在中国成功完成了254所图书馆的捐赠。

同样在2011年，图书馆计划把捐赠项目延伸到三个新的省份和地区：福建、江西、湖南。

# 成长历程 Our Growth

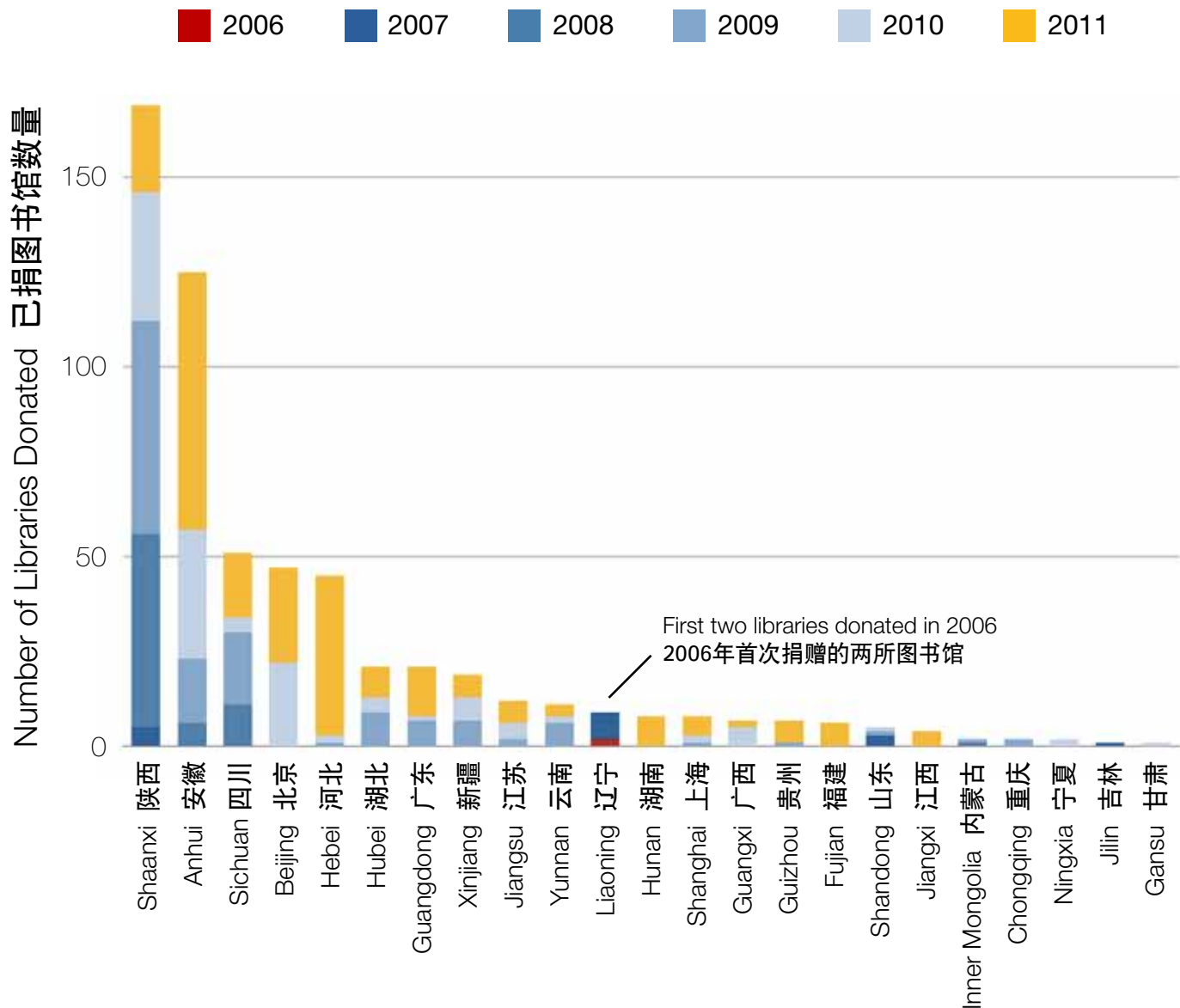
■ Past Libraries 上年完成的图书馆   ■ Completed Libraries 当年完成的图书馆   ■ 2011年完成的图书馆



The Library Project completed 254 elementary school library donations during the 2011 calendar year. In total, we have donated 585 libraries since our first donation in 2006 benefiting over 250,000 children throughout China.

图书馆计划于2011年度一共捐赠了254所小学图书馆。从2006年首次捐赠了两所图书馆至今，图书馆计划已经捐赠了585所图书馆，全国二十五万多名儿童因此而受益。

# 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，图书馆计划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 300,000 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.

图书馆计划向中国和越南的农村小学及孤儿院一共捐赠了30万册儿童图书。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。

图书馆计划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，每所学校还受赠一整套百科全书，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 2011. The campaign takes place at elementary schools, high schools, corporate conferences, companies and in local communities.

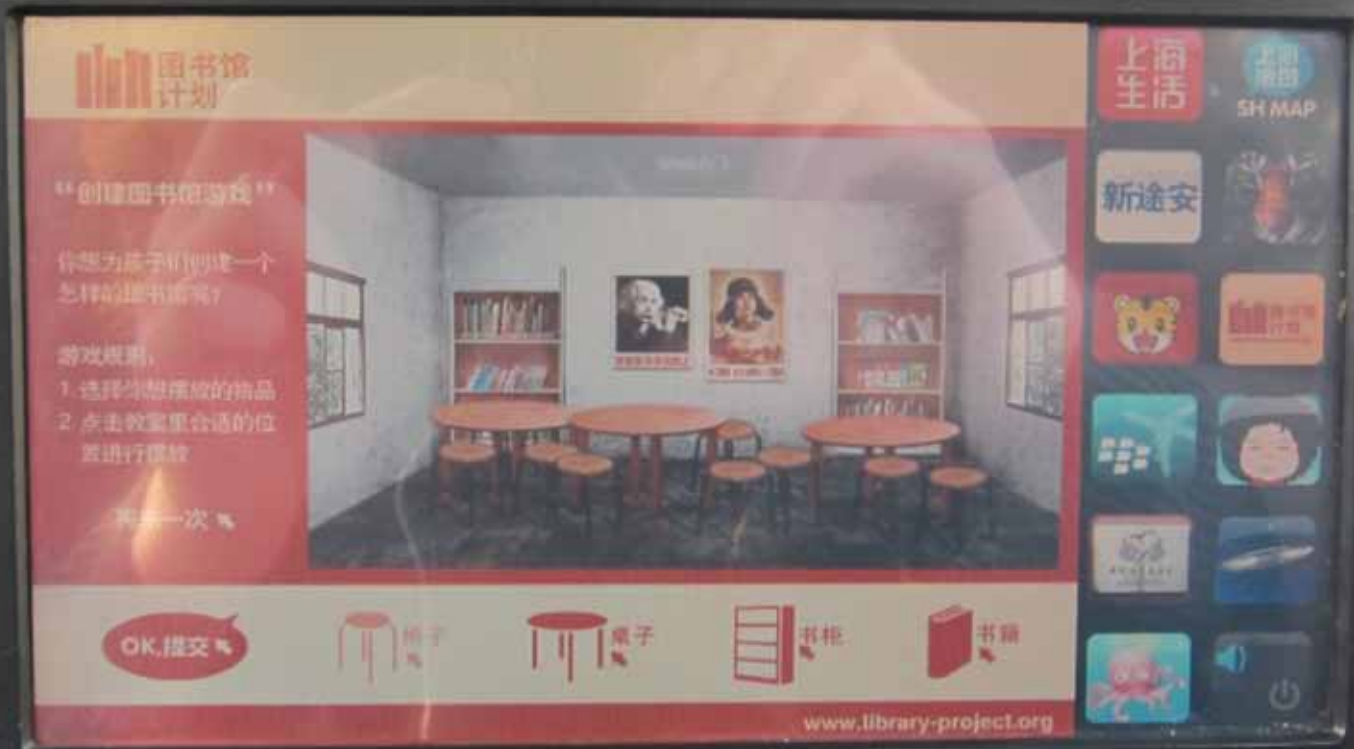
The donated children's books were of the highest quality and in a "like new" condition. Our National Book Collection Campaign not only gets the community involved, but also raises awareness of the realities of rural elementary schools and orphanages.

In 2011, book collections were conducted at CitiBank offices and banks, Aston Schools, ClarkMorgan, Hyatt Hotels, Peninsula Hotels, Sanofi-Aventis, PFW, Amazon, China718.net, Hongkong Wenhui Newspaper Shanghai office and many other locations.

通过2011年度全国图书募集活动，图书馆计划一共募集到图书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2011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、卓越亚马逊、中国未网、中信银行，香港文汇报上海分社等多家企业都积极募集了大量图书。



For the past two year, TouchMedia has provided The Library Project with free interactive advertising in taxis located in Beijing, Shanghai, Guangzhou and Shenzhen. TouchMedia's advertsing has helped provide libraries to 214 rural elementary schools throughout China. Thank you to everyone at TouchMedia for their support!

在过去的两年里，触动传媒为图书馆计划在北京，上海，广州，深圳地区提供了免费宣传广告。并且由于触动传媒的大力支持使得我们在中国地区筹资建立了214所乡村小学。对于每一位来自触动传媒的朋友的大力支持表示由衷的感谢。



A photograph of two women, one with dark curly hair wearing a dark blue polo shirt and the other with dark hair tied back wearing a white button-down shirt, both looking down at a 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 2011, The Library Project conducted 254 librarian training courses benefiting 2,183 teachers and librarians.

图书馆计划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2011年，图书馆计划共开展254次图书管理培训课程，共有2,183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 2011 located all over China and abroad.

志愿者队伍是每一次成功捐赠的关键。正是因为他们们的付出，热情和辛劳，图书馆计划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。”图书馆计划的区域总监王绮如是说。

图书馆计划在2011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。

# 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 China Population Welfare Foundation. China Population Welfare Foundation is a nation-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 2011 calendar year:

Partner	Donation	Libraries
UTC Aerospace China	\$200,000	100
The Rotary Club of Beijing	\$53,000	45
A-data	\$48,000	27
Brady China	\$50,000	26
Hyatt On The Bund	\$21,000	12
Roewe	\$25,000	12
Shentao (Individual donation)	\$17,000	10
Sanofi & Linda Wang	\$10,000	7
CITI Bank	\$13,000	6
Wanyuan Real Estate	\$11,000	5
Bestseller	\$10,000	5
Team Empower	\$11,000	5

图书馆计划有幸与中国多家企业和政府部门建立了长期合作关系。

在中国，图书馆计划与中国人口福利基金会合作开展图书馆捐赠项目。该基金会是具有独立法人地位的全国公募非营利公益组织。在他们的大力支持下，图书馆计划得以在中国诸多偏远地区开展图书馆捐赠活动。

以下为2011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
联合技术航空航天	\$200,000	100
北京扶轮社	\$53,000	45
威刚电子科技	\$48,000	27
贝迪中国	\$50,000	26
外滩茂悦酒店	\$21,000	12
荣威汽车	\$25,000	12
沈涛	\$17,000	10
赛诺菲&王凌女士	\$10,000	7
花旗银行	\$13,000	6
万源房地产	\$11,000	5
绫致时装公司	\$10,000	5
王右生	\$11,000	5





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，图书馆计划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, *Founder & Executive Director*; Maggie Zhi, *Country Director*; Christine Wang, *Fundraising Director*; Belinda Yu, *Logistics & Purchasing Director*; Nichole He, *Sr. Project Manager*; Jocelyn Jia, *Project Manager*; Daisy Hu, *Assessment Specialist*; Lisa Ren, *Logistics & Purchasing Assistant*; Louise Xiao, *Accountant*. (从左至右) 汤姆, 创始人&行政总监; 郅晶晶, 区域总监; 王宁, 筹资部总监; 余子杭, 采购物流部总监; 何珍珍, 高级项目经理; 贾仕玉, 项目经理; 胡海燕, 考察专员; 任淑彬, 采购物流部助理; 肖红丽, 会计。

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

图书馆计划拥有一支富有活力、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

**Jackie Ng**

Hong Kong, China

**Patrick Watene**

Xi'an, China

**Philip McCrea**

New Jersey, USA

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**Kevin Kruse**

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**Chris Brown**

Beijing, China

**Donn Garton**

Ho Chi Minh City, Vietnam

**2011 Financial History**

**2011年财务报告**

# 2011年财务报告 2011 Financials

SUPPORT & REVENUE	收入	2011
Fundraising	筹资	541,745
Interest Income & Miscellaneous	利息	161
Total Income	总收入	\$541,906

EXPENSES	支出	2011
<b>Overhead Expenses</b>	日常开支	
Advertising & Marketing	广告与市场	18,271
Bank Fees	银行手续费	753
Miscellaneous	杂项	4,835
Insurance	保险	447
Office Expenses	办公室费用	16,285
Rent	房租	4,533
Travel	交通费	11,062
Employees	人员费用	13,559
Total Overhead Expenses	日常开支总额	\$69,745
<b>Program Expenses</b>	项目费用	
Books, Furniture, Computers, etc.	图书、家具、电脑等	194,278
Employees	人员费用	47,568
Logistics	物流	25,160
Miscellaneous	杂项	14,460
Travel	交通费	33,604
Total Program Expenses	项目费用总额	\$315,070
Total Expenses	总计	\$384,815

For the year ending December 31, 2011 (USD)

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

## Highlights of our 2011 financials include:

Robust revenue growth with US\$541,906 in cash donations; a 93% increase over the prior year's total of US\$280,588.

US\$315,070 invested toward our programs; a 98% increase over the prior year's total of US\$159,003.

Programmatic spending constituted 82% of our total expenses, meaning that only 18 cents out of every dollar spent went toward overhead.

截止到2011年12月31日（美元）

图书馆计划承诺，将在项目实施与企业运营之间保持一个良好谨慎的平衡。

## 2011年度财务亮点:

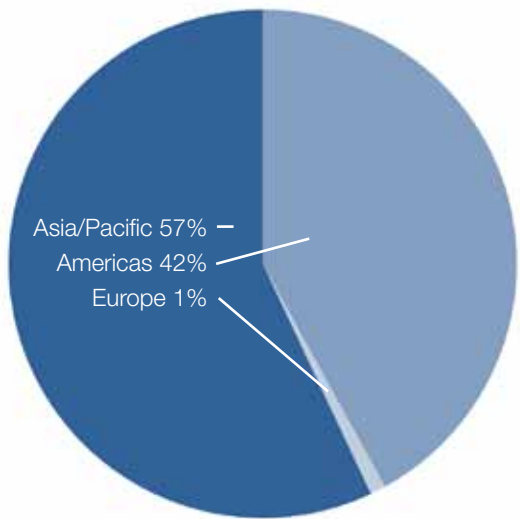
现金捐赠方面的收入涨势强劲；相比2010年度总收入118,732美元增加了93个百分点。

本年项目支出为315,070美元-较2010年的159,003美元，增加了98个百分点。

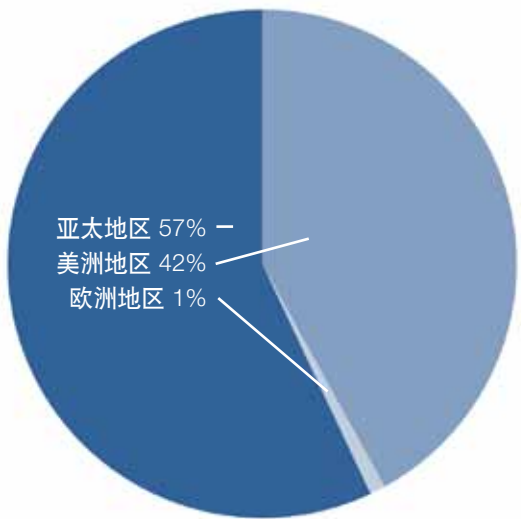
计划性的支出占总支出的82%，显示每一美元里只有18美分用于了机构日常开支。



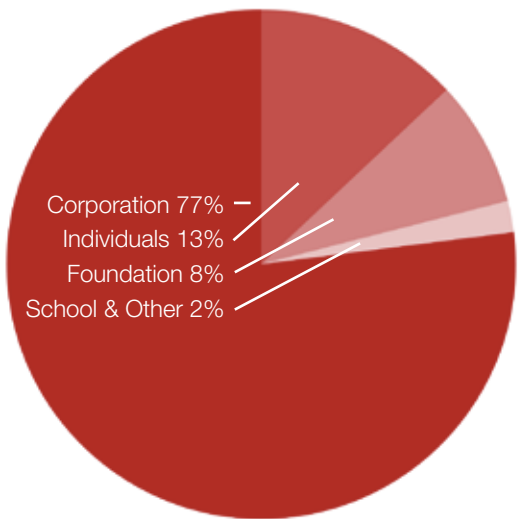
2011 Sources of Revenue by Region



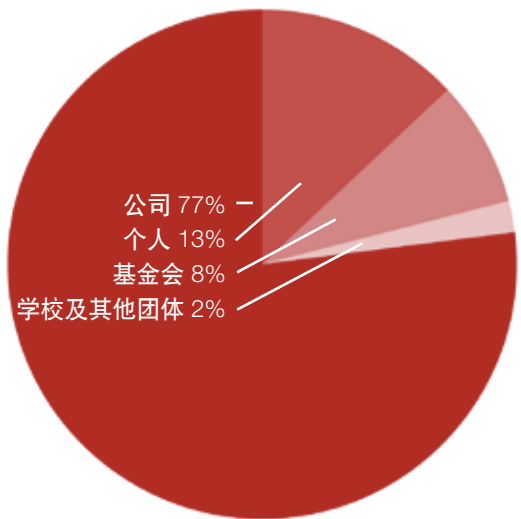
2011年度  
收入来源地



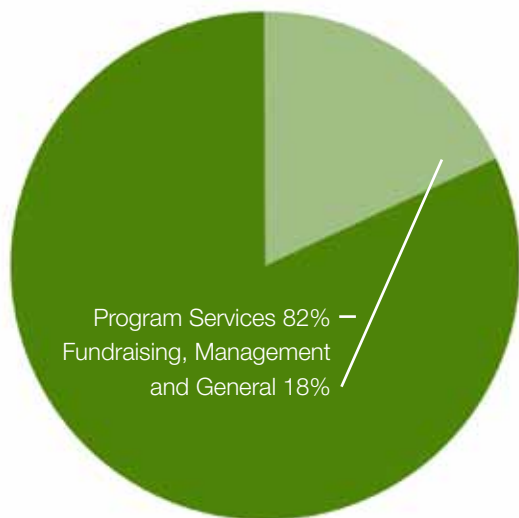
2011 Donations by Type of Donor



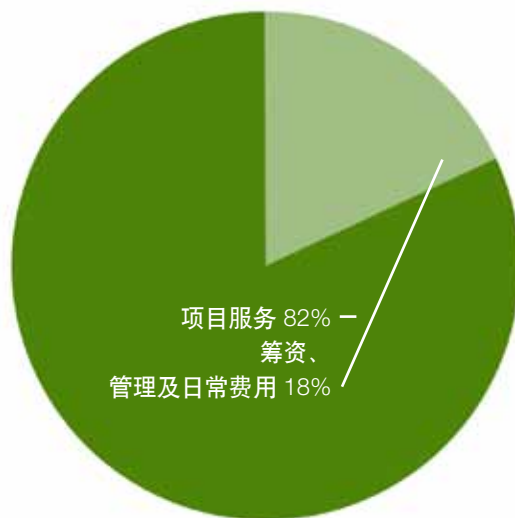
2011年度  
捐赠方类型



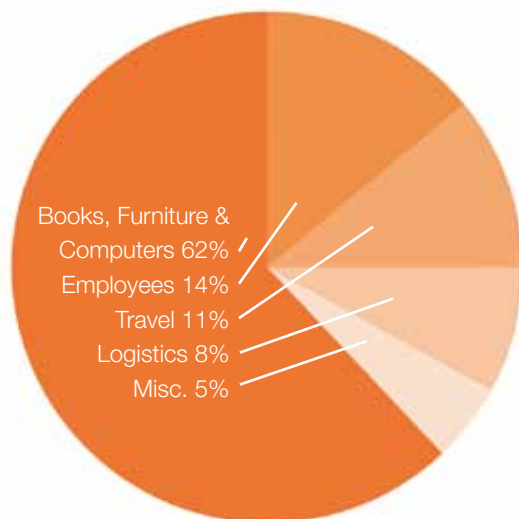
2011  
Total Expenses



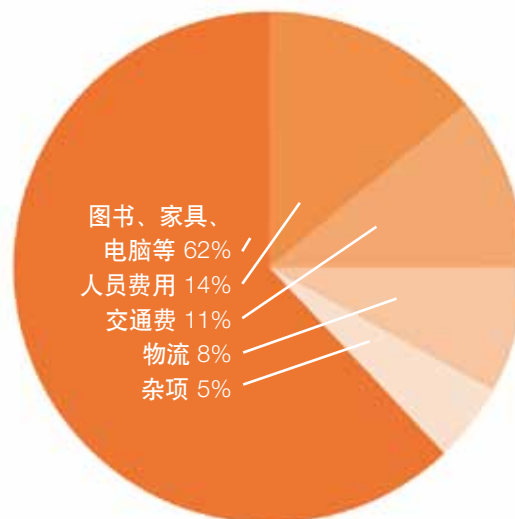
2011年  
总支出



2011 Program  
Expense Breakdown



2011年  
项目支出统计分析





梦中的渡渡鸟



蝴蝶风筝



