

The Library Project

Annual Report 2012



图书馆计划
2012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 2012
2012 Financial History

Page 3
Page 6
Page 23

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?
2012年项目展
2012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 and Vietnam. 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 2012

2012年项目展

As of December 31, 2012, The Library Project has established 865 elementary school libraries. We've put more than 500,000 Chinese language children's books into the hands of eager young readers. Over 300,000 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 2012 Annual Report is in many ways a celebration of your continued support to improve the education found in schools throughout China.

截止到2012年12月31日，图书馆计划已捐赠了865所小学图书馆。五十万余册中文儿童图书被送到了求知若渴的小读者们手里，三十万多名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。2012年年度报告是对2012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 155 libraries throughout China and Vietnam in 2012. 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2012年在中国和越南各地共捐赠了155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 158 libraries throughout China in 2012. 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2012年度在中国与越南各地一共捐赠了158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 313 elementary library school donations throughout China in 2012.

2012 found The Library Project expanding into our second country; Vietnam.

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。2012年，图书馆计划在中国成功完成了313所图书馆的捐赠。

图书馆计划在2012年将爱心传递到了第二个国家：越南。



儿童图书 Children's Books

The Library Project have donated over 500,000 children's books to rural elementary schools and orphanages in China and Vietnam. 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50万册儿童图书。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。



For the past three 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 315 rural elementary schools throughout China. Thank you to everyone at TouchMedia for their support!

在过去的三年里，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315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 in a dark blue polo shirt and one in a white button-down shirt, looking down at a document they are holding together. The woman in the white shirt is pointing at something on the page. 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 2012, The Library Project conducted 313 librarian training courses benefiting 3,734 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2012年，图书馆计划共开展254次图书管理培训课程，共有3,734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 2012 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，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2012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。



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。

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2012 Financial History

2012年财务报告

2012年财务报告 2012 Financials

SUPPORT & REVENUE	收入	2012
Fundraising	筹资	847,437
Interest Income & Miscellaneous	利息	564
Total Income	总收入	\$848,001
EXPENSES	支出	2012
Overhead Expenses	日常开支	
Advertising & Marketing	广告与市场	20,017
Bank Fees	银行手续费	955
Miscellaneous	杂项	947
Insurance	保险	4,687
Office Expenses	办公室费用	8,531
Rent	房租	13,056
Travel	交通费	19,486
Employees	人员费用	46,055
Total Overhead Expenses	日常开支总额	\$113,733
Program Expenses	项目费用	
Books, Furniture, Computers, etc.	图书、家具、电脑等	329,153
Employees	人员费用	81,245
Logistics	物流	50,860
Miscellaneous	杂项	30,905
Travel	交通费	32,919
Total Program Expenses	项目费用总额	\$525,082
Total Expenses	总计	\$638,814

For the year ending December 31, 2012 (USD)

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

Highlights of our 2012 financials include:

Robust revenue growth with US\$847,437 in cash donations; a 56% increase over the prior year's total of US\$541,906.

US\$525,082 invested toward our programs; a 67% increase over the prior year's total of US\$315,070.

Programmatic spending constituted 83% of our total expenses, meaning that only 17 cents out of every dollar spent went toward overhead.

截止到2012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。

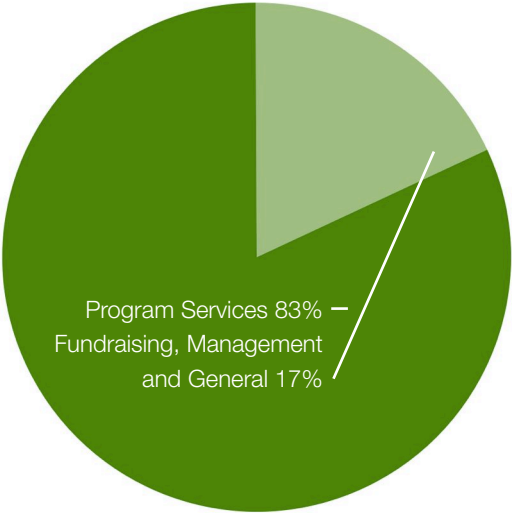
2012年度财务亮点:

相比于2011年541,906美元的现金捐赠总额，2012年增长强势，达到847,437美元，同比增长56%。

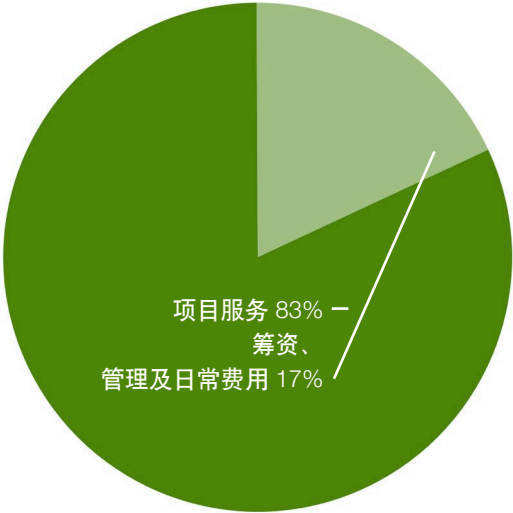
图书馆计划在2012共为项目投入525,082美元，较去年的315,070美元的捐赠投入增长了67个百分点。

计划性的支出占总支出的83%，也就是说每一美元里只有17美分用于了机构日常开支。

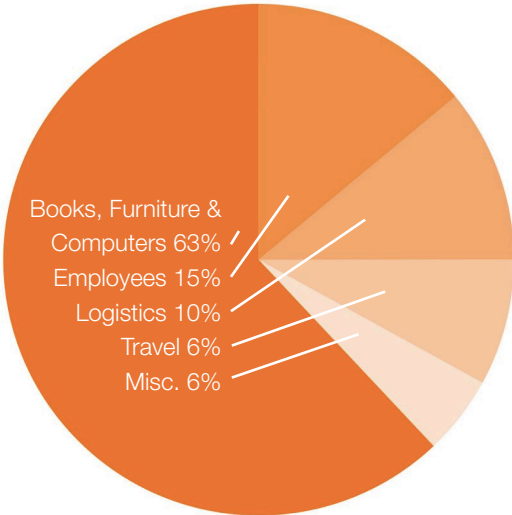
2012
Total Expenses



2012年
总支出



2012 Program
Expense Breakdown



2012年
项目支出统计分析

