The Library Project
Annual Report 2012
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?  
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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！
The Library Project donates books and libraries to underfinanced 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)

Overview

总观

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.
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 textbooks. 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的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。
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.
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。
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.
For the past three years, TouchMedia has provided The Library Project with free interactive advertising in taxis located in Beijing, Shanghai, Guangzhou and Shenzhen. TouchMedia’s advertising has helped provide libraries to 315 rural elementary schools throughout China. Thank you to everyone at TouchMedia for their support!
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.
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.
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**

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2012 Financial History

2012年财务报告
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分用于了机构日常开支。

### SUPPORT & REVENUE

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<tr>
<th>支出</th>
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<tr>
<td>Fundraising</td>
<td>847,437</td>
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<td>Interest Income &amp; Miscellaneous</td>
<td>564</td>
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<td><strong>Total Income</strong></td>
<td><strong>$848,001</strong></td>
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### EXPENSES

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<th>支出</th>
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<td><strong>Overhead Expenses</strong></td>
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<td>Advertising &amp; Marketing</td>
<td>20,017</td>
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<td>Bank Fees</td>
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<td>Miscellaneous</td>
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<td>Insurance</td>
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<td><strong>Office Expenses</strong></td>
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<td><strong>Rent</strong></td>
<td>13,056</td>
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<td><strong>Travel</strong></td>
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<td>Employees</td>
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<td><strong>Total Overhead Expenses</strong></td>
<td><strong>$113,733</strong></td>
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<table>
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<th>支出</th>
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<tr>
<td><strong>Program Expenses</strong></td>
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<tr>
<td>Books, Furniture, Computers, etc.</td>
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<td>Employees</td>
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<td>Logistics</td>
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<td>Miscellaneous</td>
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<td>Travel</td>
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<td><strong>Total Program Expenses</strong></td>
<td><strong>$525,082</strong></td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$638,814</strong></td>
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2012 Total Expenses
Program Services 83% -
Fundraising, Management and General 17%

2012 Program Expense Breakdown
Books, Furniture & Computers 63%
Employees 15%
Logistics 10%
Travel 6%
Misc. 6%

2012年总支出
项目服务 83% -
筹资、管理及日常费用 17%

2012年项目支出统计分析
图书、家具、电脑等 63%
人员费用 15%
物流 10%
交通费 6%
杂项 6%