



**Narada
Foundation**
南都公益基金会

支 持 民 间 公 益

Narada Foundation

2009 Annual Report

Messages



Zhou Qingzhi
Honorary President

The mission of the Narada Foundation is to foster the development of civil society. Thus we are dedicated to be a grant-making foundation that supports the growth of other Chinese civil society organizations. In the public-welfare sector, we believe we must simply act as a low-key provider of funds and a vigilant provider of services. We must offer a wide range of grants and services without expecting any returns. We seek only for the development of the civil sector, and the sincerity of our people should speak for itself.



He Wei
Chairman of the Board

2009 was an extraordinary year, in which the public sector was filled with both opportunities and challenges, and also faced many problems and contradictions. To better meet these challenges, the eighth session of the first board set up a strategic planning group which took a comprehensive look of the practice since the establishment of Narada Foundation then developed a new blueprint to better support the development of the public welfare sector. I am convinced that a better society will be achieved as long as we adhere to the mission and tenet of our foundation and cultivate the spirit of citizenship.



Xu Yongguang
Vice Chairman of the Board
and Secretary General

In 2009, with guidance from the Ministry of Civil Affairs and under the leadership of the Board, and take the advantage of a grant-maker, the Narada Foundation leveraged its leadership position to pioneer many innovative initiatives to advance the sector. New projects included the China Private Foundation Forum, the China NPO 5·12 Action Forum and NPO Project Exhibition, the Charity Navigator Program, Social Entrepreneur Skills Program and new training programs for private foundation leaders. At the same time, we maintained and continued to develop our premier New Citizen Program and 5·12 Disaster Reconstruction Program.

Facing new trends and challenges towards the development of the sector in China, the Narada Foundation plans to conduct greater research on the public sector as a whole and social construction area in the future. We plan to utilize findings from our research to develop and implement strategic and sector-wide programs that will mutually promote top-down and bottom-up developments in the charitable industry, and thus improve on the foundation's mission to advance civil society.

Mission and Vision

Founded on May 11, 2007, Narada Foundation is a private foundation approved and supervised by the Ministry of Civil Affairs of China, with a registered capital of 100 million Yuan donated by Shanghai Narada Group Co., Ltd.

Mission: Foster Civil Society

We focus on China's social problems in transition, making grants for excellent nonprofit programs conducted by non-profit organizations so as to foster civil innovation and help build a harmonious society.

Vision: Let Everyone's Heart Filled with Hope

When there's hope in everyone's heart, this society will have a promising future.

In 2009, the Narada Foundation was ranked a "4A" foundation by the Ministry of Civil Affairs, and thus was placed in the highest category possible for a private foundation in China. In addition, Narada became the sole organization registered under the Ministry of Civil Affairs to be publically voted as a winner in the "National Advanced Social Organization Awards" in 2009.



The design of Narada Foundation's logo comes from the ginkgo tree, which is famous for its vigorous vitality and is considered as China's national tree. The logo of ginkgo leaves graphic shows a tenacious image of the growing non-government organizations in China as well as Narada Foundation's persistence to prompt grassroots charity. This simple and elegant graphic adopts a warm color and an open crown to convey the caring that Narada Foundation gives.



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Volunteering legal counsel



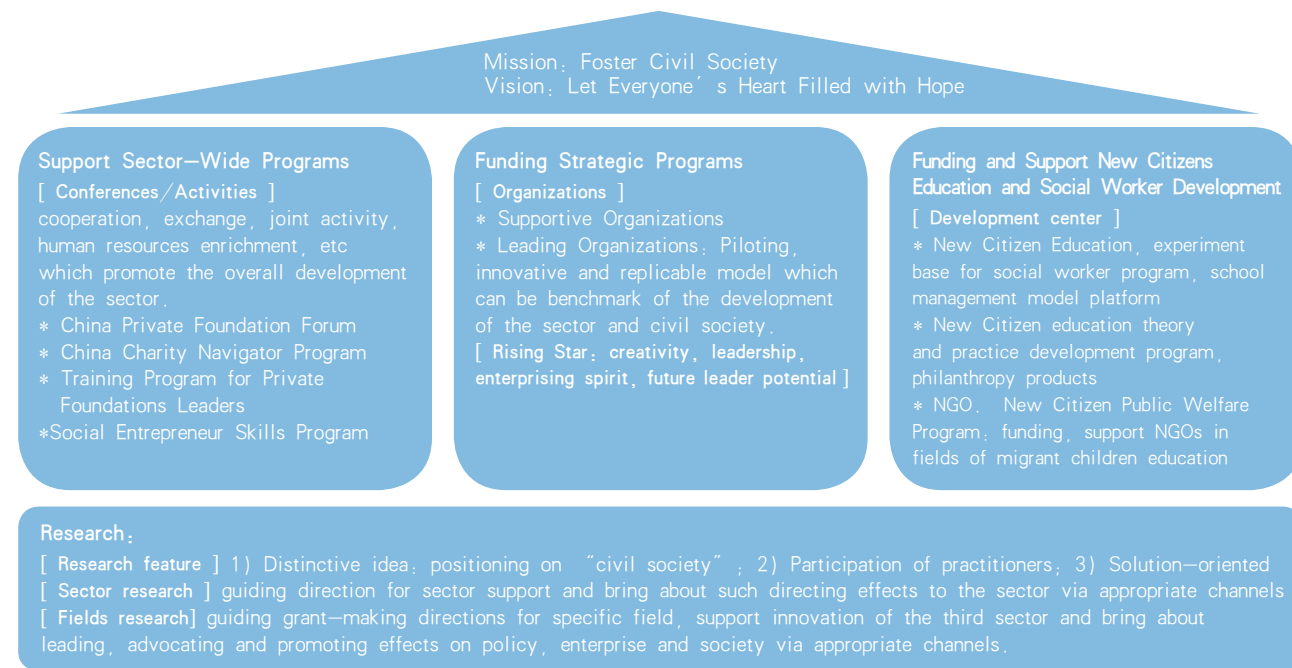
Volunteering brand counsel

Ogilvy & Mather Advertising

Operation Philosophy

The Narada Foundation is dedicated to promoting the overall development of the third sector and civil society in China through what we call our three major pillars. These pillars include initiating and participating in programs that develop the infrastructure of the whole sector, providing financial support to such sector-wide programs, funding and implementing strategic programs and funding New Citizen Program advancing the education of migrant children. In addition the Narada Foundation shall be conducting strategic and policy research to guide the above-mentioned three pillars of programs.

Narada Foundation Strategic Planning Programs Distribution Map



Seed Money

In relation to the philanthropic sector's entire supply chain, the Narada Foundation has positioned itself as a grant-maker and provider of seed funding. We plan to provide funds and support to promising charitable programs and organizations, and thus accelerate social innovation and fulfill our mission to advance grassroots philanthropy.

Information management

Aiming at a more transparent and effective grant application process, the Narada Foundation has developed a special "Foundation Information Management System" as a work platform (www.naradafoundation.org) that regularly releases relevant grant application information such as project evaluation, grant approval, accreditation, and supervision.

Grant Selection by Experts

Grant committees, made up of experts from relevant social areas, review all grant applications utilizing an impartial and professional process.

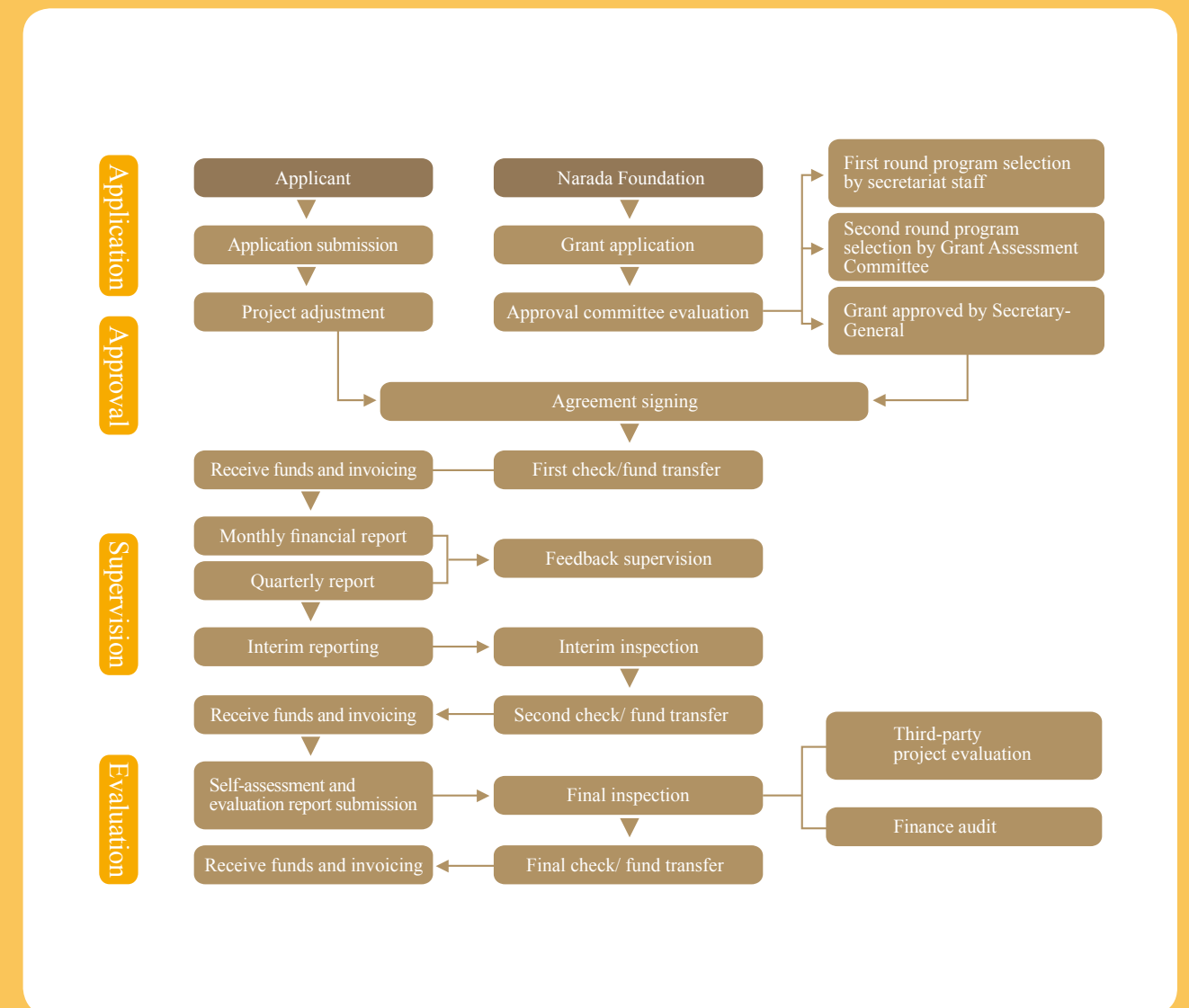
Program Application

To ensure that grant funds are effectively and reasonably distribution, the Narada Foundation opens public applications to non-profit organizations utilizing the principles of fairness, justice and openness, and with a competitive market orientation.

Third-Party Evaluation

In an effort to continuously improve the management and implementation of programs that we support, the Narada Foundation utilizes independent professional organizations to measure and evaluate the process and impact of all programs supported.

Process of Grant Application and Approval



Support the Growth of Civil Society Organizations

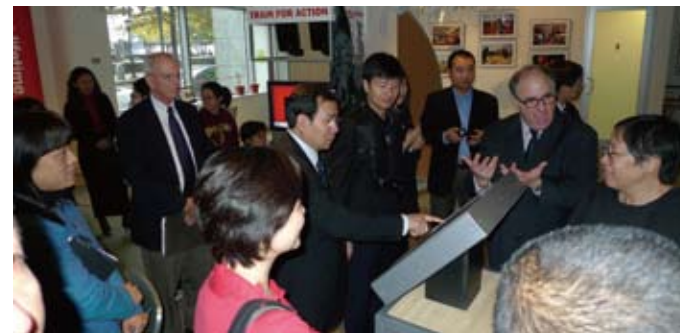
China Private Foundation Forum

Narada Foundation worked with the Chinese Association for Non-Profit Organizations and other six private foundations to co-host the first annual conference of the China Private Foundation Forum on July 2 to July 4, 2009. Representatives of some 100 private foundations from 600 of them participated in the conference. The conference discussed topics including the Way of Wealth Dispersion, Foundation Governance and Foundation Self-Discipline; the conference also released a "Declaration of Self-Discipline by China's Private Foundations", which sent a significant message both domestically and internationally. The China Private Foundation Forum will operate as a platform for the whole sector to communicate exchange and cooperate on a permanent basis. Founding members of the second China Private Foundation Forum have increased from eight to fourteen.

As follow-up results of the Forum, with facilitation of Narada Foundation and Mercy Corps, with support from the Ford Foundation, a delegation of China Private Philanthropy Leaders was formed and embarked on a ten-day visit to US foundations. The outcome of this visit was very significant; the delegates formed consensus on many issues and decided to promote the establishment of a "China Foundation Center", marking an important step in self-discipline, self-regulation and self-service of the foundation sector.



2009 Annual Conference of China Private Foundation Forum



The delegation of China Private Philanthropy Leaders paid a visit to the Mercy Corps Action Center on Oct. 30, 2009.

Training Programs for Private Foundation Leadership

In order to promote capacity building of private foundations, Narada Foundation and the China Association of Non-Profit Organizations provided a training program for private foundation leaders. The first session of training was conducted on Nov. 11 to 12, 2009 in Shanghai, and attended by executive directors and other high level leaders of 60 private foundations across. The second training session was held in Beijing on Dec. 22 to Dec. 23, which was attended by more than 80 private foundations. These trainings have gained high recognition by the attending private foundation leaders. It plays a significant role on improving the understanding the operation of foundations. Narada Foundation and China Association of Non-Profit Organizations will continue to cooperate to carry out this project in the long-term according to the developing needs of private foundations.



China Charity Navigator Program 2009

Together with the Ministry of Civil Affairs, China Foundation for Poverty Alleviation, China Red Cross Foundation and Narada Foundation, CCTV launched a large philanthropy TV Show "China Charity Navigator Program 2009" in August of 2009. When the program was broadcasted, the philanthropic concepts and ideas on "accountability, sustainability and creativity" made great repercussions in the society.

Narada Foundation and Centre for Civil Society Studies of Peking University held a philanthropy communication forum on Sept. 20 which is themed "Bring philanthropy more sunshine and bring more confidence to caring hearts" with the aim of expanding influence of "charity navigator action," and promoting the community's continuous concern on charity.



Social Entrepreneur Skills Program

In a joint effort with the British Council, China Social Entrepreneur Foundation and Narada Foundation, the Social Entrepreneur Skills Program was launched in June 11, 2009. This program has trained some 175 young people who are dedicated to social enterprises in 2009. In the next three years, there is hope that some 600 current or potential social entrepreneurs will be trained, and can develop on their own and contribute tremendously in aspects such as employment, social service and community harmony.



Non-Profit Incubator



Jiang Li (second at right), Vice Minister of Civil Affairs, and other officials visited NPI, Lv Zhao (first at right), NPI Director, made an introduction on December 15.

The Non-Profit Incubator program is co-developed and funded by Narada Foundation and Shanghai NPO Network. It is aimed to support NPOs in start-up phase. The incubator program has gained recognition by local government and has expanded its resource networks into four incubators including Shanghai, Beijing, Chengdu and Shenzhen.

NPI has successfully incubated some 15 Non-Profit Organizations in Shanghai and Chengdu since 2007. Some 25 NPOs are under incubation (6 in Shanghai, 4 in Chengdu, 9 in Beijing, and 6 in Shenzhen), covering fields of poverty alleviation, community services, health promotion and other areas.

Promoting Social Entrepreneurship with University Students Program



Excited children waiting for the library opening for an award-winning program, the Rural Library Project by Nanqiang Society.

In cooperation with the Horizon Group, Narada Foundation funded a program to promote social entrepreneurship in university students. Horizon Group provided training support for college students' teams on areas such as organizational structure, fundraising skills, program management and evaluation of effectiveness. Narada Foundation funded 100,000 Yuan to award the final 11 winning teams. The funds were specifically for operation and implementation of each award-winning program as the Horizon Group provides monitoring and guidance for each program.

Support Grassroots Human Resources Development

In this year, Narada Foundation respectively funded capacity building and human resource needs of two organizations: Growing Home Education Information Centre and Friends of Nature. Growing Home Center has developed and implemented a series of programs focused on migrant children and related groups, which has also received support from the Ford Foundation and World Education (a US NGO).

Call for a Healthy Development Environment for the Foundations Sector

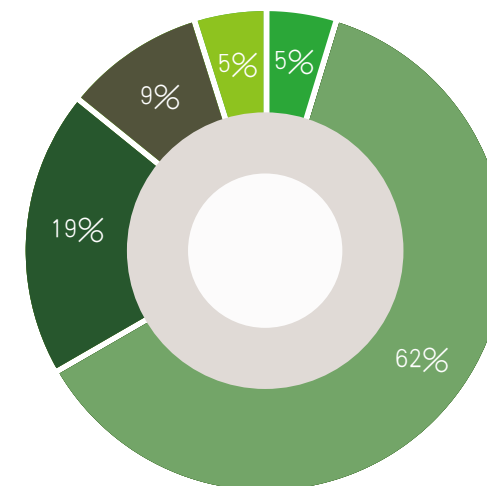


Narada Foundation also launched a seminar on corporate income tax, in coalition with other foundations, and wrote a letter to relevant government departments on issues including qualification of tax-exempt status and the scope of tax exemption, advocating a healthier environment for the whole sector's development. This call gained larger social awareness and influence when it was disclosed and reported in-depth by several legal, finance and economics media. Peking University Public Advocacy Forum held a symposium on this topic on January 21, 2010. The letter entitled "24 Charitable Foundations proposing for the State Council to Review Legality of the Tax Policy from the Finance and Tax Departments" was named one of the top ten events of the 2009 civil society development in China.

Disaster Relief and Post-disaster Reconstruction Programs

In 2009, the Narada Foundation received 36 project proposals submitted by 45 social organizations, including 11 projects tendered in Charity Navigator. Among those, 20 projects from 18 civil organizations were selected to be funded totaling 3.4305 million RMB (2 million RMB was for Chengdu Bainian New Citizen Vocational School). Including the follow-up funds for approved projects last year, with half a million RMB allocated for an exhibition of programs, the 512 Post-disaster Reconstruction Project provided funding in total of 4.3251 million RMB for 2009.

During the transition phase of resettlement and reconstruction phase after the emergency relief phase, Narada Foundation focused on supporting earthquake-resistant housing construction, livelihood development, and building local, professional and long-term social service agencies. Meanwhile, considering social organizations' difficulties in financial capacity and sustainability, Narada Foundation conducted a series of activities to promote the integration of resources and to develop local civic organizations, particularly social enterprises. These activities and projects are:



By the end of 2009, the Narada Foundation had received 210 project applications from 150 civil organizations and decided to fund 85 projects, all of which have now been completed. The total funds for approved projects account for nearly 8.0295 million Yuan. These projects were mainly concerned with productive self-help, sustainable livelihoods, community reconstruction, social work, information services, etc.

Funding Area of Disaster Relief and Reconstruction Program

- Housing and Rural Reconstruction
- Community reconstruction and social work
- Production recovery and sustainable livelihoods
- Information services
- Research and policy advocacy

5·12 Post-Disaster Reconstruction Cooperation Forum



On May 21, 2009, the Narada Foundation and Suhu Blog co-hosted the "NGO 5·12 Post-disaster Reconstruction Cooperation Forum" in Beijing, with the theme of Trust-building in Collaboration and Responsibility in Social Work. Almost 100 NGOs, foundations, enterprise representatives and academics involved in post-disaster reconstruction attended the forum. Participants discussed NGOs' effects in post-disaster reconstruction and exchanged experiences in regards to housing reconstruction, livelihood development, social work and volunteer service. Over 50 NGOs illustrated their projects in post-disaster reconstruction by words and pictures. This forum became an initiating platform for many foundations and enterprises to support grass-root NGOs.

5 • 12 Action Forum for Social Organizations and NPO Program Development Exhibition

On August 12, the 5•12 Action Forum for Social Organizations and 5•12 NPO Program Development Exhibition was launched in Beijing, which was supported by China Foundation for Poverty Alleviation, Narada Foundation, China Youth Development Foundation and China Association for NGOs and hosted by 21 NPOs.

Shanghai Non-Profit Incubator (NPI) organized the Exhibition, and 128 social organizations were selected throughout the country covering multiple public welfare and environmental issues being served in the field. China Foundation for Poverty Alleviation, China Red Cross Foundation and Narada Foundation offered 15 million RMB (2,000,000 from Narada Foundation) for project bidding. Other foundations such as Vantone Foundation, Amity Foundation, China Association of Social Workers and China Children and Teenagers' Foundation also provided projects and funds to cooperate with civil organizations. It is the first time that such a large-scale display of public joint action has been carried out. To build a direct and convenient platform for communication, discussion and exchange between sponsors and service agencies such as governments, enterprises and foundations is an innovative achievement in China's public welfare sector.



Facilitating Development and Systemic Construction of Professional Social Worker Service Organizations Operated by Civil Sector



An expert group visiting the Hanwang Town earthquake ruins accompanied by Hanwang community staff. The picture background is the original Hanwang town government before the quake.



Talking with local residents living in temporary housing when the expert group visited the Qinjian Renjia Social Worker Station in Dujiangyan City, Sichuan, on the afternoon of April 10, 2009.

Local specialized social worker service organizations play critical roles in the rebuilding of communities and the social fabric of disaster areas. After the 5•12 earthquake, Narada Foundation and China Red Cross Foundation jointly facilitated and funded the establishment of the first social worker service center run by the civil sector in Anxian County, Sichuan Province.

In April, Narada Foundation funded China Association of Social Workers to organize an expert group to visit quake-affect areas to conduct research. The Ministry of Civil Affairs reported the research results to the State Council, and obtained Vice-Premier Hui Liangyu's written comment, requesting to complete the social worker service organization pilot work. In October, the Ministry of Civil Affairs issued the *Notice on Facilitating Development of Social Worker Organizations Operated by Civil Sector*. Narada Foundation and China Association of Social Workers collaborated to establish 5 social worker service organizations in quake-affected areas, providing each organization with 200,000 RMB of seed funding.



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1. "Tsinghua University, Sustainable Rural Reconstruction Project", a program funded by the Narada Foundation, held a completion ceremony at the Yangliu village, Taiping Town in Maoxian County of Sichuan Province, September 24. Narada Foundation trustee Mr. Wang Haiguang attended the ceremony. This is a picture of Yangliu village.

2. A Chengdu citizen bought organic products provided by the Global Village on August 14, 2009. Narada Foundation funded Beijing Global Village Environmental Education Center's "Lohao Incubator Model" program.

3. Narada Foundation program officials inspected 512 quake relief programs funded by the foundation. The inspection group visited project sites of the Green Cross Cultural Communication Centre for Ecology and talked with its staff member on Oct.29, 2009.

4. Mr. Wang Haiguang, trustee of Narada Foundation's board, participated in the completion ceremony of "Tsinghua University, Sustainable Rural Reconstruction Project" at the Yangliu village, Taiping Town in Maoxian County of Sichuan Province.

5. Mr. Ding Xiaofeng generously donated 50,000 Yuan to Narada Foundation and funded "Home for the Elderly" community nursing home project in Sanxing Community, Mianzhu City, Sichuan Province. The program is a winning program selected by the 2009 China Charity Navigator TV Show. Contributions will be mainly used to finance the "Home for the Elderly" training managers and care workers, to provide the old people lived in "Home for the Elderly" more comfortable and formal care. At the same time it will support "Home for the Elderly" to move from the temporary room to permanent housing. The picture shows some of the elderly in their care resting in the activity room.

List of Disaster Relief and Post-disaster Reconstruction Programs

| No. | Project Name | Recipient | Service Area | Funds |
|-------|---|--|---|--------------|
| 1 | Anti-quake demonstration house in quake-affected area in Sichuan | Western Rural Development Center | Housing and Rural Reconstruction | 200,000.00 |
| 2 | Promoting the construction of post-disaster social work services organizations research program | China Association of Social Workers | Community reconstruction and social work | 115,580.00 |
| 3 | Support operation of Wen County reconstruction and poverty alleviation and development agencies | Gansu Wen County Association for the reconstruction and poverty alleviation | Community reconstruction and social work | 100,000.00 |
| 4 | Civil society organizations in post-quake reconstruction information platform- 2nd phase | Sichuan Academy of Social Sciences | Information Services | 116,600.00 |
| 5 | New home plans — community-led reconstruction and sustainable development | Chengdu Roots & Shoots environmental Cultural Exchange Center | Community reconstruction and social work | 146,600.00 |
| 6 | 2009 Peking University Philanthropy Forum | Centre for Civil Society Studies, Peking University | Research and policy advocacy | 56,320.00 |
| 7 | New semester, new hope, new vision —Sichuan high school students dream sharing meeting | China Youth Education Assistance (CYEA) | Community reconstruction and social work | 74,080.00 |
| 8 | Dandelion children psychology comfort plan | China Children Culture and Art Council | Community reconstruction and social work | 50,000.00 |
| 9 | Expert team to Sichuan preparation for the social worker stations pilot construction project | China Association of Social Workers | Community reconstruction and social work | 46,800.00 |
| 10 | "Rainbow Plan, Spiritual Torch" program | Gansu Wen County Association for the reconstruction and poverty alleviation | Community reconstruction and social work | 50,000.00 |
| 11 | Social work service stations in Sichuan | Children's social assistance working committee under China Association of Social Workers | Community reconstruction and social work | 50,000.00 |
| 12 | "Home for the Elderly" community nursing home development and extension projects | Shining Stone Community Action | Community reconstruction and social work | 50,000.00 |
| 13 | "Real field" — infrared triggered cameras to monitor protected areas program | Shan Shui Conservation Center | Community reconstruction and social work | 50,000.00 |
| 14 | Global Village LOHO House Service Platform | Beijing Global Village Environment Education Center | Production recovery and sustainable livelihoods | 50,000.00 |
| 15 | Parallel post-quake reconstruction and economic recovery program | Beijing Green Cross Cultural Communication Centre for Ecology | Production recovery and sustainable livelihoods | 50,000.00 |
| 16 | Wenchuan Yanmen town livelihood recovery and ecological rehabilitation | Dayi Rabbit King Poverty Alleviation Research Center | Production recovery and sustainable livelihoods | 50,000.00 |
| 17 | "Dream Plan" Program | Kids Dream China Youth Community Development Center (IBIC) | Community reconstruction and social work | 50,000.00 |
| 18 | Children-friendly community program | Qingshen Rural Women and Children Cooperation and Development Association in Sichuan | Community reconstruction and social work | 50,000.00 |
| 19 | New Leaf Project | Chengdu Foundation for Disabled Persons | Production recovery and sustainable livelihoods | 50,000.00 |
| 20 | 2009 China Charity Navigator Program Grant Application Program | Shanghai NPO Network | Information Services | 24,500.00 |
| 21 | Construction of Chengdu Bainian New Citizens Vocational School | Bainian Migrant Children Vocational School | Community reconstruction and social work | 2,000,000.00 |
| Total | | | | 3,430,480.00 |

New Citizen Program

With the acceleration of China’s urbanization, an increasing number of migrant workers are pouring into urban areas, which has caused multitudes of difficulties and problems for the education, mental health and moral development of migrant workers’ children. The failure to address these problems will not only have a negative impact on migrant children’s individual growth, but also lead to serious consequences for the future of our nation and society. In order to address their unique needs, and create improved environments for the growth and development of migrant children, the Narada Foundation launched The New Citizen Program. In addition, we also accept open grant applications from nonprofit organizations focused on developing volunteer services and educational programs that support the care and improvement of conditions for migrant children. As part of this, Narada will also support the construction of non-government non-profit schools specifically catering to the education and welfare of migrant children. We seek to cooperate with partners in various circles to contribute to the healthy growth of migrant children and the building up of a harmonious society.



The New Citizen Program was awarded the 2008 China Charity Award as the Most Influential Charity Program.



The New Citizen Program logo is derived from Narada Foundation’s logo, which shows the latter is the sponsor. The small gingko tree graphic conveys migrant children’s tender but strong character and needed compassion from society.



During the 2008 China Charity Awards ceremony, Party and state leaders Hu Jintao, Li Keqiang and Hui Liangyu met the awardees, and President Hu shook hands with Xu Yongguang.

New Citizen School

Narada Foundation granted approximately 1,500,000-2,000,000 RMB as seed money to each school with the hopes that each migrant child would have the opportunity to receive a proper education. We seek to explore new ways to develop the New Citizen Schools in collaboration and with support from the government, NGOs and the community at large, thus allowing these children grow into new citizens in the community with high ideals, morality, culture and discipline.

In 2009, based on the findings and experience from the last two years, we developed key characteristics of the New Citizen School brand and developed a formula for the construction of the New Citizen Schools. Three new schools have since been approved for development, including the Wenzhou New Citizen School, Yinchuan New Citizen School and Chengdu New Citizen Vocational School. By the end of 2009, there were 7 New Citizen Schools built or in the process of being built, including five compulsory education schools and 2 vocational schools, plus a teacher training center. In 2009, the New Citizen School program had allocated 5.107 million RMB, including follow-up grants for previously approved schools.

The New Citizen School program has been highly praised by the Ministry of Civil Affairs (MOCA) and distinguished scholars. When visiting Narada Foundation, the Minister of MOCA Li Xueju compared the importance of the New Citizen Project to that of Project Hope. In August of 2009, MOCA’s foundation assessment experts evaluated the Narada Foundation, and assessment expert, Professor Wang Ming, believed that as a key project of Narada Foundation, the New Citizen School not only explores a solution to settle the problems of migrant children’s education, but also focuses on education quality and the important value of innovation.

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1. President Mr. Zhou Qingzhi (front left), Chairman Mr. He Wei (front right), Secretary General Mr. Xu Yongguang (front middle) and some other trustees and supervisors visited Bainian New Citizen Vocational School during period of the fifth meeting session of the first board on March 10. The photo shows that students welcome the inspection of the board members.



2. President Mr. Zhou Qingzhi (2nd right), Secretary General Mr. Xu Yongguang (1st left) and Board Supervisor Mr. Bai Yansong (1st right) visited Bainian New Citizen Vocational School during period of the fifth meeting session of the first board on March 10. The photo shows that a teacher introduces course of smart building control.



3. Narada Foundation Chairman Mr. He Wei and Trustee Mr. Yang Xiaoguang visited Yinchuan New Citizen School in north China's Ningxia Autonomous Region on Feb. 24, 2009. They also held talks with local government. The photo shows that He Wei (middle) and Yang Xiaoguang (1st in left) listened while Ms. Ma Yingqiu (2nd in right), Vice Mayor of Yinchuan City and Mr. Zhang Xiaopei (2nd left), Director of Education Bureau gave introduction about a school to them.



On June 2 of 2009, People's Daily published an article titled "In the City; A School Desk for Migrant Children". In this article, the nonprofit New Citizen School was regarded as "the hope of new citizens": "The right to receive standard compulsory education should be returned to migrant children. In educating impoverished children, utilizing for-profit or non-profit means is a major problem. The standard education of poor children should be provided by public welfare."



In Xingqing District, the Yinchuan New Citizen School has received over 30 million RMB from the local government, with seed funding of 2 million RMB from the Narada Foundation. In addition, the local government donated 50 acres of land to the school for free. The school has currently just completed building construction of the main site, and the school's new principal has been recruited. Currently, teacher recruitment and training is in progress, and teaching equipment is in development. The plan is for the school open for class in Autumn of 2010.



On September 8, 2009, the Wenzhou First New Citizen School in Longwan District opened, with funding coming from the government, society and student families, which were critical components in addressing the issue of the school's sustainability. This is the vice mayor of Wenzhou, Chen Zuorong (right) and the vice chairman and executive director of Narada Foundation, Xu Yongguang (left) shown unveiling Wenzhou's First New Citizen School. The school president Huang Ruihua held the school's new sign.



In Sichuan Province, the Narada Foundation provided donations to Chengdu Bainian New Citizen Vocational School to support post-disaster reconstruction. This school also receives support from other public schools and applies the model of "schools within a school", co-sponsored by Beijing Bainian Vocational School and Sichuan Youth Development Foundation. On the day of its opening, the school had received enough funds to operate for three years. This is a photo of Sichuan Communist Youth League Director Zhang Tong and the students of Chengdu Bainian New Citizen Vocational School on September 18, 2009.

1. On December 13, JP Morgan held a Christmas party for New Citizen students in Beijing, and auctioned off student artwork, raising nearly 100,000 RMB donated to directly fund needs of New Citizen's impoverished students.

2. At a Forum on Migrant Children Education in conjunction with Tencent New Citizen Innovation Award ceremony which is held on Dec. 19, 2009, students took photos with teachers after they had all won awards. This forum and award was funded by Narada Foundation.

3. On December 30, the singer of Beijing Olympic theme song "You and Me", Chang Shilei, performed at Chaoyang First New Citizen School's (Magezhuang campus) New Years Celebration. Chang Shilei liked these children so much that he not only wanted to have a long-term collaboration with New Citizen School but also wrote a song dedicated to the children.

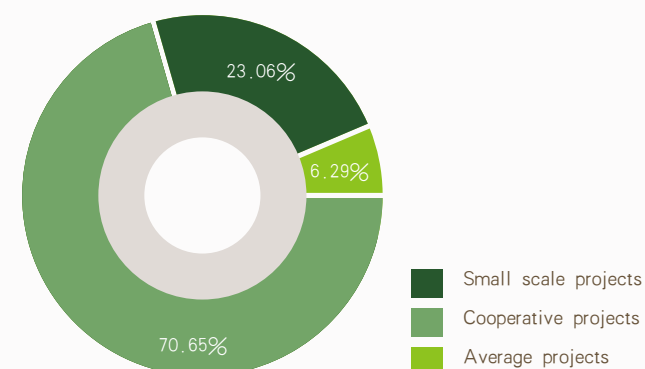


Public Welfare Projects under New Citizen Program

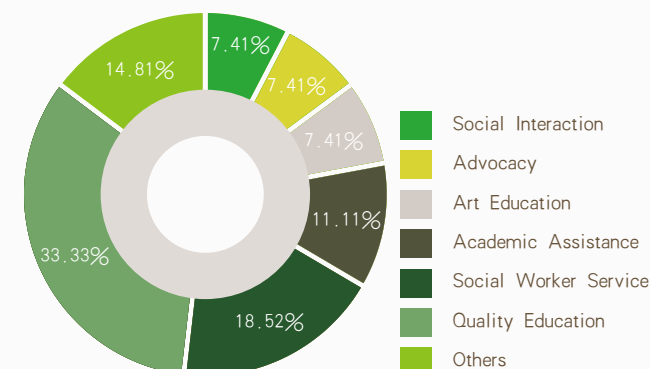
In 2009, New Citizen Project funded 27 programs from 23 organizations supporting migrant children, totaling 2.87 million RMB. Among all the programs funded, approximately 23.06% were small projects (50,000 RMB or less) accounting for 662,164.00 RMB, 70.65% were general projects at 50,000 RMB or above accounting for 2.03 million RMB, and 6.29% of funds approved were provided for program collaborations (multi-organization programs), totaling 180,600 RMB.

The New Citizen Project mainly supports social work services, social interaction, quality education, advocacy, tutoring, arts education and other assistance for migrant children. The following chart shows the program type distribution for the New Citizen Project: 33.33% quality education, 18.52% social work services, 11.11% academic assistance, 7.41% social interaction; 7.41% advocacy, 7.41% arts education, and 14.81% other:

Distribution Graph of Public Welfare Projects under New Citizen Program



Funding Areas of Public Welfare Projects under New Citizen Program



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1. Raleigh New Citizen Youth Camp project: Each team elected their own leader, security staff, press officers, camp director and site director of the day, to give campers an opportunity to express opinions and manage themselves throughout the course of activities.

2. The Guiyang Miao Ethnic Group Migrant Children Education and Cultural Heritage project was co-hosted by Narada Foundation and financed by the World Bank Development Marketplace in China. Students from Miaoling primary school in Nanming District were accepting donated books.

3. On March 18, 2009, in the town of Ruifeng of Qingshen County, family activities were held for the "left-behind" children. In the photo, the "left-behind" children and their guardians were having a tug of war.

4. The First New Citizen Children Art Festival which was co-hosted by New Citizen Friends, JP Morgan, Migrant Workers' Home and Plan International was held in Beijing, May 29, 2009. More than 100 pictures and photos selected from some 10,000 pieces of art works, presented by kids from some 30 migrant children schools, were in the exhibition to the public free of charge.

5. Huadan studio's library project in Mingxin School in Changping, Beijing. The fourth graders were learning a new song: Love will give you strength.



* Copyrights of all related brands of New Citizen Program have been registered.

List of Public Welfare Projects under New Citizen Program

| No. | Project Name | Recipient | Service Area | Funds |
|------------------------------------|---|--|--------------------------|--------------|
| 1. New Citizen General Projects | | | | 2,029,059.93 |
| 1.1 | "Care for Migrant Children "School Social Work Service | Gekeng Community Service Center, Hengli, Duanwan | Social Work Service | 130,000.00 |
| 1.2 | New Citizen Interest Group | Huaxia Volunteer Service | Quality Education | 188,838.00 |
| 1.3 | Raleigh New Citizen Youth Camp | Raleigh Youth Development Program | Quality Education | 120,000.00 |
| 1.4 | New Citizen Friend 2009 Project | Dandelion Training Center, Chaoyang, Beijing | Advocacy | 500,000.00 |
| 1.5 | New Citizen School Social Work Service, funded by JP Morgan | Dandelion Training Center, Chaoyang, Beijing | Social Work Service | 545,093.93 |
| 1.6 | New Citizen Children Activity Center, funded by JP Morgan | Beijing Worker Home Cultural Development Center | Quality Education | 408,846.00 |
| 1.7 | Jiuqian Migrant Children Education, funded by JP Morgan | Shanghai Jiuqian Volunteer Service Agency | Quality Education | 136,282.00 |
| 2. New Citizen Small Projects | | | | 662,164.00 |
| 2.1 | New Citizen Art Training Project | Huaxing Experimental School in Jiugong County, Daxing, Beijing | Quality Education | 36,000.00 |
| 2.2 | Hug Sky, Fly Dreams—Series of caring migrant children | Chunhui Society in Anhui University | Academic Assistance | 19,004.00 |
| 2.3 | Happy Growing Club—Community Study Assistance for minority school-age children in Shanghai who have difficulties in study | Shanghai Lequn Social Work Service | Academic Assistance | 47,800.00 |
| 2.4 | Hand in hand together—Benefit Performance for migrant children | China Conservatory of Music Performing Planning Workshop | Quality Education | 2,000.00 |
| 2.5 | "Farm House "Spiritual Care for Children left-behind | Hexing New Rural Construction Public Association | Academic Assistance | 35,600.00 |
| 2.6 | Mobile Voice—First New Citizen Children Art Festival | Dandelion Training Center, Chaoyang, Beijing | Quality Education | 5,410.00 |
| 2.7 | "New School, New Life" —Freshmen Orientation for Migrant Children | Shenzhen Pengxing Social Work Service | Social Work Service | 9,610.00 |
| 2.8 | New Citizen Project—09 Jiuqian Hometown Journey | Shanghai Jiuqian Volunteer Service Agency | Social Interaction | 50,000.00 |
| 2.9 | New Citizen Project—iFAIR Creative Class | iFAIR China Fair Trade Center | Quality Education | 30,000.00 |
| 2.10 | Wings of Dreams—Drama Course Pilot Project for Migrant Children | Huadan Studio | Art Education | 50,000.00 |
| 2.11 | Outreaching way to explore Community Service for mobile children in Kunming | Yunnan Lianxin Community Service Center | Social Work Service | 34,540.00 |
| 2.12 | Creative Art Primary Education for Migrant Children | Xingzhi New Citizen School in Daxing, Beijing | Art Education | 50,000.00 |
| 2.13 | "Little Potato "Children Scenario | Shanghai Green Ribbon Volunteer Service Center | Social Interaction | 45,000.00 |
| 2.14 | New Citizen Gardener Award 2009 | Dandelion Training Center, Chaoyang, Beijing | Teacher Support | 50,000.00 |
| 2.15 | Social Work Service for Migrant Children's Integration | Green-wing Social Work Personnel Service Center | Social Work Service | 49,900.00 |
| 2.16 | New Citizen Project—Migrant Children School Teacher Training Seminar | Haidian Veteran Educator Association Training School | Teacher Training | 49,600.00 |
| 2.17 | New Citizens Prevention—Tuberculosis and other infectious disease prevention | Family Care Development Service Center in Xicheng, Beijing | Health Education | 47,700.00 |
| 2.18 | New Citizen Mobile Video Class | Beijing Xinbaoke Science and Technology Development Co., Ltd. | Psychological Counseling | 50,000.00 |
| 3. New Citizen Cooperation Project | | | | 180,600.00 |
| 3.1 | Music Training Project for Migrant Children | Luomei Boyi Art Training School in Chaoyang, Beijing | Quality Education | 80,600.00 |
| 3.2 | New Citizen Award Selection | 21 Century Education Institute | Advocacy | 100,000.00 |
| Total | | | | 2,871,823.93 |

Board of Trustees and Supervisors



Zhou Qingzhi
Honorary President, Trustee
Main founding member and donator
President of Shanghai Narada Group Co., Ltd.



Yang Xiaoguang
Trustee
Founding member and donator
Director of Shanghai Narada Group Co., Ltd.



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Zhao Yilan
Trustee
Chief of Narada Foundation Shanghai Office

Audit Report

| | |
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| <div><div><div><div><div></div></div><div>北京中证天通会计师事务所有限公司</div><div>BEIJING ZHONGZHENG TIAN TONG CERTIFIED PUBLIC ACCOUNTANTS</div></div><div><div><div>中 证 天 通</div><div>中 证 天 通</div></div></div></div></div> | |
| <div><div><div>审 计 报 告</div><div><div>中 证 天 通</div><div>中 证 天 通</div></div></div><div>中 证 天 通 (2 0 1 0) 审 字 第 3 1 0 3 9 号</div></div> | |
| <div>南都公益基金会:</div> | |
| <div>我们审计了后附的南都公益基金会财务报表,包括2009年12月31日的资产负债表,2009年度的业务活动表和现金流量表以及财务报表附注。</div> | |
| <div>一、管理层对财务报表的责任</div> | |
| <div>按照《基金会管理条例》和《民间非营利组织会计制度》的规定编制财务报表是南都公益基金会管理层的责任。这种责任包括:(1)设计、实施和维护与财务报表编制相关的内部控制,以使财务报表不存在由于舞弊或错误而导致的重大错报;(2)选择和运用恰当的会计政策;(3)做出合理的会计估计。</div> | |
| <div>二、注册会计师的责任</div> | |
| <div>我们的责任是在实施审计工作的基础上对财务报表发表审计意见。我们按照中国注册会计师审计准则的规定执行了审计工作。中国注册会计师审计准则要求我们遵守职业道德规范,计划和实施审计工作以对财务报表是否不存在重大错报获取合理保证。</div> | |
| <div>审计工作涉及实施审计程序,以获取有关财务报表金额和披露的审计证据。选择的审计程序取决于注册会计师的判断,包括对由于舞弊或错误导致财务报表重大错报风险的评估。在进行风险评估时,我们考虑与财务报表编制相关的内部控制,以设计恰当的审计程序,但目的并非对内部控制的有效性发表意见。审计工作还包括评价管理层选用会计政</div> | |

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| <div>策的恰当性和做出会计估计的合理性,以及评价财务报表的总体列报。</div> | |
| <div>我们相信,我们获取的审计证据是充分、适当的,为发表审计意见提供了基础。</div> | |
| <div>三、基本情况</div> | |
| <div>南都公益基金会系经中华人民共和国民政部批准,于2007年5月11日成立的非公募基金会,登记证号为基证字第1046号,有效期为2007年5月11日至2011年5月11日。原始基金为一亿元。组织机构代码号为50002051-8,法定代表人为何伟,住所为北京市朝阳区朝外大街甲6号万通中心C座1505室。</div> | |
| <div>四、财务状况</div> | |
| <div>1、南都公益基金会截止2009年12月31日资产总额为106,417,126.32元,其中:货币资金5,824,772.36元,短期投资99,089,315.00元,应收款项731,957.81元,长期投资209,009.00元,固定资产净值571,091.15元。</div> | |
| <div>2、南都公益基金会截止2009年12月31日负债总额550,796.85元,其中流动负债332,806.72元,包括:应付款项100,593.32元,应付工资198,601.01元,应交税金33,612.39元;受托代理负债217,999.13元。</div> | |
| <div>3、南都公益基金会截止2009年12月31日净资产总额为105,866,339.47元,其中:限定性净资产1,474,475.62元,非限定性净资产104,391,863.85元。</div> | |
| <div>五、收支情况</div> | |
| <div>1、南都公益基金会2009年度收入20,174,027.47元,其中:捐赠收入14,210,000.00元,投资收益5,847,629.44元,其他收入116,388.03元。</div> | |
| <div>2、南都公益基金会2009年度费用合计15,357,753.16元,其中:业务活动成本14,317,268.76元,管理费用1,034,619.29元,筹资费用5,865.11元。</div> | |
| <div>3、南都公益基金会2009年度公益活动支出14,317,268.76元,上</div> | |
| <div>年净资产合计101,050,065.16元,公益活动支出占上一年基金余额的比</div> | |

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| <div>例为14.17%;工作人员工资福利329,993.80元,行政办公支出704,625.49元,工作人员工资福利和行政办公支出占本年支出的比例为6.74%。</div> | |
| <div>六、审计意见</div> | |
| <div>我们认为,南都公益基金会财务报表已按照《基金会管理条例》和《民间非营利组织会计制度》的规定编制,在所有重大方面公允反映了南都公益基金会2009年12月31日的财务状况以及2009年度的业务活动成果和现金流量。</div> | |
| <div><div><div><div><div></div></div><div>北京中证天通会计师事务所有限公司</div></div><div><div><div>中国注册会计师</div><div>中国注册会计师</div></div><div>二〇一〇年二月二十二日</div></div></div></div> | |

| Balance Sheet | | | | | | | |
|---|-------|------------------------|-----------------|---|-------|-------------------|-----------------|
| ACCNT NGO Sheet 1 | | | | | | | |
| Name of Organization: Narada Foundation | | | | 2009.12.31 | | RMB | |
| Assets | Lines | Year Start Amount | Year End Amount | Liabilities and Net Assets | Lines | Year Start Amount | Year End Amount |
| Current Assets | | | | Current liabilities | | | |
| Bank and Cash | 1 | 4,977,329.37 | 5,824,772.36 | Short-term loans | 23 | | |
| Short-term investment | 2 | 94,952,360.56 | 99,089,315.00 | Payables | 24 | 116,863.05 | 100,593.32 |
| Accounts receivable | 3 | 619,699.68 | 731,957.81 | Accrued payroll | 25 | | 198,601.01 |
| Prepayment | 4 | | | Taxes payable | 26 | 19,229.56 | 33,612.39 |
| Inventory | 5 | | | Advance from customers | 27 | | |
| Amortization | 6 | 5,826.68 | 5,826.68 | Accrued Expense | 28 | | |
| Long-term debt investment due within one year | 7 | | | Provision | 29 | | |
| Other current assets | 8 | | | Long-term liability due within one year | 30 | | |
| Total current assets | 9 | 100,555,216.29 | 105,646,045.17 | Other Current Liabilities | 31 | | |
| Long-term investment | | | | Total current liabilities | 32 | 136,092.61 | 332,806.72 |
| Long-term equity | 10 | 200,000.00 | 200,000.00 | | | | |
| Long-term debt investment | 11 | | | Long-term liability | | | |
| Total for long-term investment | 12 | 200,000.00 | 200,000.00 | Long-term loans | 33 | | |
| Fixed assets | | | | Long-term payable | 34 | | |
| Fixed assets-cost | 13 | 523,891.00 | 691,847.15 | Other Long-term liability | 35 | | |
| Minus accumulated depreciation | 14 | 62,506.29 | 120,756.00 | Total long-term liability | 36 | | |
| Fixed assets-net value | 15 | 461,384.71 | 571,091.15 | | | | |
| Construction in progress | 16 | | | Investment liabilities | | | |
| Heritage and culture assets | 17 | | | Investment liabilities | 37 | 30,443.23 | 217,990.13 |
| Liquidation on fixed assets | 18 | | | Total liabilities | 38 | 166,535.84 | 550,796.85 |
| Total fixed assets | 19 | 461,384.71 | 571,091.15 | Net assets | | | |
| Intangible assets | | | | Nonrestrictive net assets | 39 | 96,686,004.60 | 104,391,863.85 |
| Intangible assets | 20 | | | Restrictive net assets | 40 | 4,364,060.56 | 1,474,475.62 |
| | | | | Total net assets | 41 | 101,050,065.16 | 105,866,339.47 |
| Entrusted assets | | | | | | | |
| Entrusted assets | 21 | | | Total liabilities & assets | 42 | 101,216,601.00 | 106,417,136.32 |
| Total assets | 22 | 101,216,601.00 | 106,417,136.32 | | | | |
| Superintendent: Xu Yongguang | | Verifier: Liu Zhouhong | | Preparer: Wang Like | | | |

| Statement of Financial Activities | | | | | | | |
|---|-------|--------------------------|---------------|----------------|-------------------------|---------------|---------------|
| ACCNT NGO Sheet 2 | | | | | | | |
| Name of Organization: Narada Foundation | | Year 2009 | | | RMB | | |
| Items | Lines | Previous Year Cumulative | | | Current Year Cumulative | | |
| | | Nonrestrictive | Restrictive | Total | Nonrestrictive | Restrictive | Total |
| I. Total income | | | | | | | |
| Among which: | | | | | | | |
| Donation income | 1 | 53,656,125.00 | 10,009,800.00 | 63,665,925.00 | 14,170,000.00 | 40,000.00 | 14,210,000.00 |
| Service income | 2 | | | | | | |
| Sales income | 3 | | | | | | |
| Government grants income | 4 | | | | | | |
| Investment income | 5 | −51,535,245.79 | | −51,535,245.79 | 5,847,639.44 | | 5,847,639.44 |
| Other income | 6 | 228,039.59 | | 228,039.59 | 116,388.03 | | 116,388.03 |
| Total income | 7 | 2,348,918.80 | 10,009,800.00 | 12,358,718.80 | 20,134,027.47 | 40,000.00 | 20,174,027.47 |
| II. Expenses | | | | | | | |
| 1.Activities Expenses | 8 | 15,802,331.14 | | 15,802,331.14 | 14,317,268.76 | | 14,317,268.76 |
| | 9 | 15,802,331.14 | | 15,802,331.14 | 14,317,268.76 | | 14,317,268.76 |
| | 10 | | | | | | |
| | 11 | | | | | | |
| | 12 | | | | | | |
| 2.Administration expenses | | 1,513,827.11 | | 1,513,827.11 | 1,034,619.29 | | 1,034,619.29 |
| Among which: | 13 | 999,937.20 | | 999,937.20 | 329,993.80 | | 329,993.80 |
| Salary and welfare fund expense | | | | | | | |
| administrative expenditure | 14 | 460,698.93 | | 460,698.93 | 704,625.49 | | 704,625.49 |
| Others | 15 | 53,190.98 | | 53,190.98 | | | |
| 3.Fund—raising expenses | 16 | 1,219.94 | | 1,219.94 | 5,865.11 | | 5,865.11 |
| 4.Other expenses | 17 | | | | | | |
| Total expenses | | 17,317,378.19 | | 17,317,378.19 | 15,357,753.16 | | 15,357,753.16 |
| | | | | | | | |
| III. Restrictive to Nonrestrictive | 18 | 5,745,739.44 | −5,745,739.44 | | 2,929,584.94 | −2,929,584.94 | |
| | | | | | | | |
| V. Net assets fluctuation | 19 | −9,222,719.95 | 4,264,060.56 | −4,958,659.39 | 7,705,859.25 | −2,889,584.94 | 4,816,274.31 |
| Superintendent: Xu Yongguang | | Verifier: Liu Zhouhong | | | Preparer: Wang Like | | |

| Cash Flows Sheet | | |
|---|-----------|------------------------|
| ACCNT NGO Sheet 3 | | |
| Name of Organization: Narada Foundation | Year 2009 | RMB |
| Items | Lines | Amount |
| I. Cash flows incurred in activities | 1 | |
| Donation income in cash | 2 | 14,210,000.00 |
| Membership due in cash | 3 | |
| Service income in cash | 4 | |
| Sales income in cash | 5 | |
| Government grants income in cash | 6 | |
| Other relevant income in cash | 7 | 1,202,909.43 |
| Subtotal: cash in—flows | 8 | 15,412,909.43 |
| Donation provided | 9 | 13,607,867.78 |
| Cash paid to and for employees | 10 | 1,063,215.34 |
| Cash paid to goods and services | 11 | |
| Cash paid for other relevant business activities | 12 | 1,573,431.59 |
| Subtotal: Cash in—flows | 13 | 16,244,514.71 |
| Net cash flows in operation | 14 | −831,605.28 |
| II. Cash flows in investment | 15 | |
| Cash received in disinvestment | 16 | 7,200,000.00 |
| Investment income in cash | 17 | |
| Cash received for fixed and intangible assets disposal | 18 | |
| Cash received in other relevant activities | 19 | 94,750,685.00 |
| Subtotal: Cash in—flows | 20 | 101,950,685.00 |
| Cash paid for purchasing fixed assets and Intangible assets | 21 | 142,206.15 |
| Cash paid for investment | 22 | |
| Cash paid for other relevant investment activities | 23 | 100,240,000.00 |
| Subtotal: Cash out—flows | 24 | 100,382,206.15 |
| Net cash flows in investment activities | 25 | 1,568,478.85 |
| III. Cash flows in fund—raising activities | 26 | |
| Loan in cash | 27 | |
| Other cash received in relevant fund—raising activities | 28 | 116,394.36 |
| Subtotal: Cash in—flows | 29 | 116,394.36 |
| Cash paid for loan | 30 | |
| Cash paid for interests | 31 | |
| Cash paid for other relevant fund—raising activities | 32 | 5,824.94 |
| Subtotal: Cash out—flows | 33 | 5,824.94 |
| Net cash flows in fund—raising activities | 34 | 110,569.42 |
| IV. Influence amount on cash by exchange rate | 35 | |
| V.Net increase amount in cash and equivalent | 36 | 847,442.99 |
| Superintendent: Xu Yongguang | | Verifier: Liu Zhouhong |
| | | Preparer: Wang Like |

Organization Team Building

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| 3 |
| 4 |

1. The NPO Research Institute of China Renmin University provided training to staff of Narada Foundation and New Citizen Social Worker Development and Education Center on February 12 to 13. This training increased staff capacity on NPO strategy and programs, recipient and grant-makers program management, and program evaluation.

2. Narada Foundation staff was the first batch of trainees involved in learning how to use Google tools to improve work efficiency at the Google China office on May 26, 2009. The training was jointly organized by NPP (New Philanthropy Partners) and Google.

3. Narada Foundation staff started a two-day team building & experiences sharing trip regarding the New Citizen Schools Program on September 21, 2009. The whole team discussed the development roadmap of the New Citizen School program, while strengthening communication and cooperation among the team.

4. Ms. Zhao Kunning, Vice President of Mingshandao (Beijing) Consulting Co., Ltd. conducted training on public relations and communication for Non-Profit Organizations for foundation employees at the office of New Citizen Social Worker Development and Education Center on December 10, 2009.



Friends of New Citizens in 2009

The year 2009 is the first year of Friends of New Citizens programs. Through efforts throughout the year, Friends of New Citizens gradually created value and built up functions as a public welfare platform in the field of migrant children education and forged a vision for migrant kids to grow into a healthy new citizen of the community. Through a coalition of NPOs in fields of migrant children's education, it advocated and mobilized many diverse forces to join in philanthropy events for migrant kids, subsequently building up a volunteer-based supportive system for migrant children. Friends of New Citizens won the title of "outstanding volunteering service brand" in December 2009.



In 2009, Friends of the New Citizens Program carried out the following works in 2009:

* **Together with Youku.com, Pubchn.com (Public Welfare China) launched the New Citizen Video Movement, advocating for all of society to care about issues of migrant children.** They mobilized amateur videographers to be volunteers and volunteers to be amateur videographers, and thus facilitated philanthropy with videos. In total, 52 amateur videographers from 16 provinces and cities have uploaded 62 videos, with some 7 million playbacks and nearly 40,000 comments.

* **Promotion of Corporate Volunteering Activities** - Friends of New Citizens helped a number of famous companies such as GroupM, Novartis, Advantech, Disney, SOHO China, Johnson & Johnson, Baidu, etc to have corporate public welfare day in migrant children's schools. These events linked corporate resources to the schools and advocated employees to volunteer.

* **Provided a platform to unite organizations working in the field of migrant children education** - New Citizen Music Day, unleashing dreams of new citizens about music; The first New Citizen Children's Art Festival, allowing these migrant kids have their own voice; The Talent Migrant Children Educational Program, seeking especially gifted and talented children in migrant children schools, providing free education for them.

* **Advocated and helped individual volunteers to provide service for migrant children** - supported many volunteers or volunteering organizes carry out volunteering services.

* **Collaborated with "China Foundation for Poverty Alleviation and Hengda Charity Action" alongside the Tencent New Citizen Award Program to provide financial assistance to the very poorest of families of migrant** – the collaboration mobilized 11 organizations and more than 300 volunteers in Beijing, Shanghai, Chengdu, to visit 147 schools, 677 families, and donated 2,000 RMB to 300 impoverished migrant workers families. Meanwhile, 99 New Citizen Teachers were given awards, chosen from migrant schools in the above-mentioned three places.

* **Establishment of migrant children schools database-** provide insight into the true situation of migrant children schools and build a window of understanding for the deployment of social resources.



In 2009, advertising company Ogilvy Beijing which was a pro-bono brand consultant and collaborated with the Narada Foundation to create an advertising campaign entitled “New Citizen Program: illiterate”. The outdoor installation set was meant to utilize vivid imagery to raise awareness regarding the challenge of receiving education for more than 20 million migrant children in China. Three sets of images were included in the campaign, such as a book surrounded by glass, brick-filled bookshelves, and books in wired cages. These creative works won many acclaims, including First Prize in the 2009 Asia Pacific Advertising Festival, the Outdoor Installation Silver Award, and the Silver Lion Award at the Cannes Advertising Festival, which is the highest honor ever to be bestowed on a Chinese advertiser.

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