

About CYSFF



Tina Chan
Executive Director
The Chen Yet-Sen Family
Foundation (CYSFF)

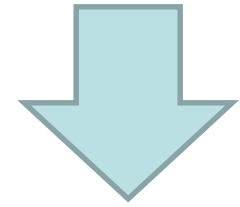


History of Giving

- First Generation
 - More passive, social philanthropy
- Second Generation
 - Township projects in hometown of Qidong, Jiangsu Province
 - Hardware focused, partnership with local “rainmaker”, Qidong’s Mayor and Party Secretary
- Third Generation
 - Structured giving through family foundation
 - Focus on software and sustainability

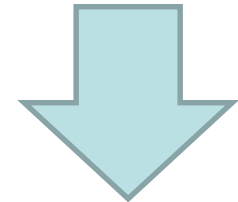
1ST GENERATION

Chen Zhao Min



2ND GENERATION

Robert Chen
Yet-Sen



3RD GENERATION

James Chen



About Us

- Founded in 2003 by Mr. Robert Yet-Sen Chen (1929-2003)
 - Charity → Philanthropy
 - Impact and sustainability
 - Software, training
 - Local ownership
- Mission
To nurture the potential of the next generation by building, supporting & sustaining innovative approaches that enhance learning & personal development





Our Giving Philosophy

- Focused in order to gain **domain knowledge** and increase impact
- Ability to take **risks**
- **Accept failure** as opportunity for improvements
- Provide **long term** strategic partnership
- Fund great **teams** and engage the NGO community to 'sharpen their game'
- Be **patient**, and keep an open mind

Forms of Support

- Grants
 - Reading and Library
 - Experiential Programs
- Special Programs
 - NGO capacity building
 - Research
 - Conferences
 - Incubation





Grant Programs – Reading & Library, Experiential Learning





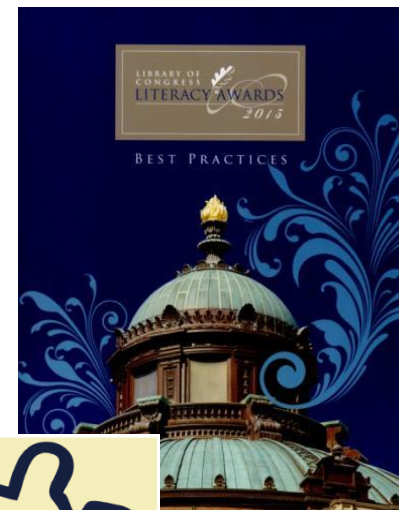
Conferences, Research, NGO Capacity Building





12th Year of Operation

- Included in 2013 Library of Congress' Literacy Award's Best Practices
- Held 5 international conferences on reading & libraries
- Supported over 150 reading and library programs
- Ranked 7 among 89 foreign Foundations in China
- Incubated Bring Me A Book (Hong Kong) Foundation, FZK Chinese Children Picture Books Award, and the Stone Soup Happy Reading School Alliance





悦读·校园联盟
Stone Soup Happy Reading Alliance



Flagship Reading & Library Program in Hefei

- 2007 Grant program with one primary school
- 2009 Established Stone Soup Happy Reading School Alliance
- 2012 Extensive Teacher Librarian Training Program
- 2013 Policy change in book purchasing procedure
New Policy on position of Teacher Librarian
- 2013 Established Hefei Teacher Librarian Association
- 2015 3 day Training for Reading and Library
Impact Study on Flagship Program



悦读·校园联盟
Stone Soup Happy Reading Alliance



Principal
Roundtable Meeting



Innovation Fund



Veteran Schools (8)



Apprentice Schools (12)



Training



Books



Librarian Training



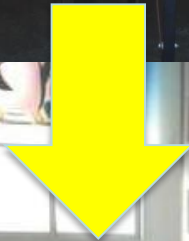
Education
Bureau of
Baohe District





悦读·校园联盟
Stone Soup Happy Reading Alliance













BRING ME A BOOK™

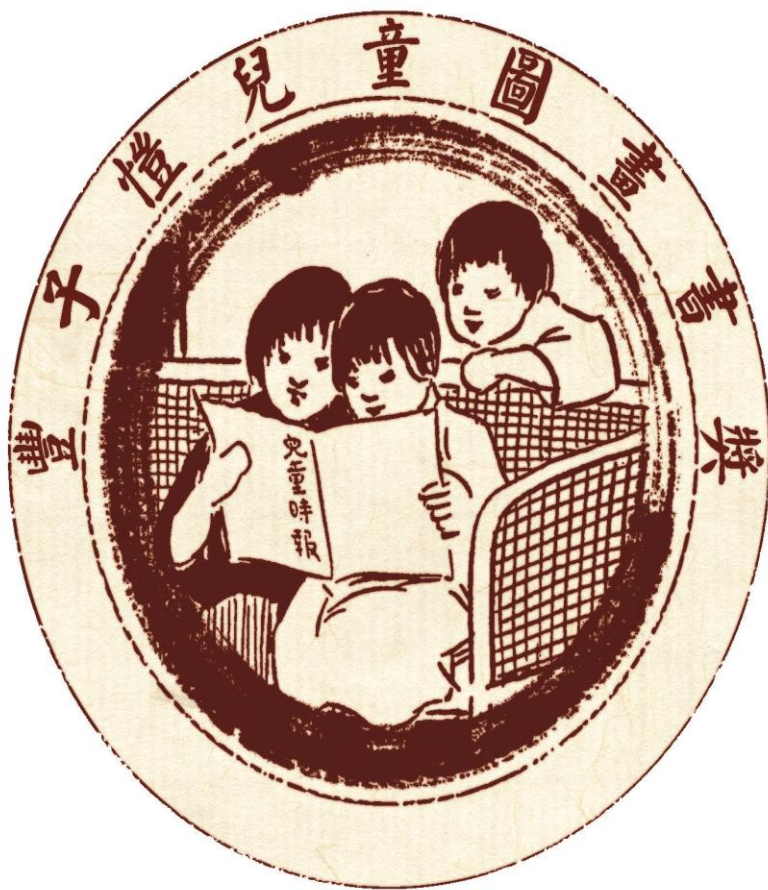
H O N G K O N G

Bring Me A Book Hong Kong

- Founded by CYSFF in 2006
- Promotes family literacy in Hong Kong
 - Install bookcase libraries with high quality children's books in nurseries, kindergartens, community centers, clinics, offices, etc
 - Provide read-aloud training to children and families

www.bringmeabook.org.hk



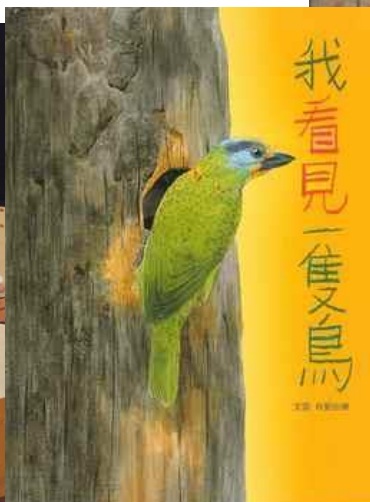




Feng Zikai Children's Picture Book Award

- Founded by Mrs. Daisy Chen and CYSFF in 2008
 - Encourage creation and production of high quality original Chinese children's picture books
 - Promote benefits of quality picture books to children

www.fengzikaibookaward.org





AllProStore







Failure is the greatest tutor.
It is the prologue to success.

- Lessons from the hometown
- Lessons from our Reading / Library Programs



Lessons from the Hometown



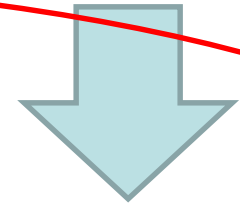


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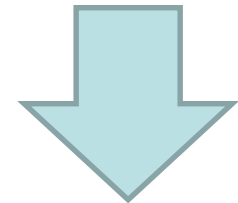
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Qidong – Where it all Began

- 1980's-2001

- Robert and the family has donated close to RMB 18 million to Qidong
 - Mostly hardware, some scholarship / funds, cash
- Various gifts that were not calculated in amount
 - Magazines, gemstones, ivory sculptures, coins from around the globe, etc.





List of Key Donations in Qidong before 2002

1. Chen Qiucui Feng Kindergarten
2. Chen Zhaomin Cultural Center
3. Chen Zhaomin Middle School
4. Chen Huangxiuzhen Hospital
5. Chen Shangyi Primary School
6. Daisy Chen English Scholarship
7. James Chen Agriculture Fund
8. Huang Fuchao Foreign Language School
9. Huang Gaoxuemei Kindergarten
10. Zhaomin Broadcast & Cable Television
11. NanTong Overseas Chinese Museum



Giving in Qidong

- While most projects showed initial success, many resulted in frustration and feeling of helplessness
 - What went wrong?
 - What are the lessons learned?
 - What could've been done differently?

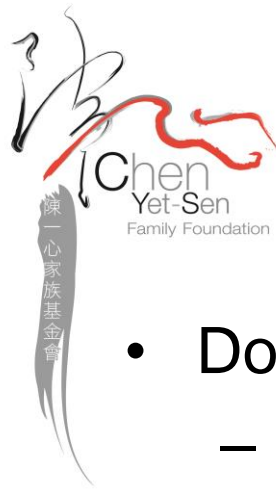




Project #1: Chen Zhaomin Cultural Center

- Building established in 1990, with extension museum building in 1998
- Donated over RMB 1.7 million between late 80's to 1998
 - Movie theater, recreation room, activity room, museum
- Due to lack of care and management, the space was most vacant except for spaces rented out to the public by the “management”
- Eventually taken over by the government as elderly home





Project #2: Qidong Chen Huang Xiuzhen Hospital

- Donated RMB 3.34 million between 96 and 99
 - Main buildings, dormitories and equipment
- 2002 Jan – Order from government on hospital and school reform
- 2002 July – Robert was told that the hospital has been sold, and the asset evaluation was inflated from the original donation
- After much negotiation, the hospital name would not be changed, and the Government agreed to reduce charge for part of its services

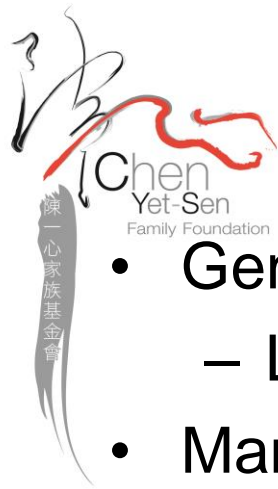




Project #3: Huang Fuchao Foreign Language School

- RMB 500,000 was donated between 1997 and 2000 a foreign language middle school, attached to the previously donated Chen Shangyi Middle School
- Hired foreigner teachers and has recruited 220 students
- In 1999, Du Jinhao invested RMB 50 million to build another foreign language school
- Huang Fuchao was ordered to stop student recruitment and the school was shut down in 2003





Issues

- Generosity of Robert
 - Little / or no due diligence
- Management
 - Over-reliance on Mr. Ni
 - Transfer of money, monitoring, info gathering
 - Project managed by “relatives” or government officials’ relatives
 - Monitoring was only done through Robert via letters with delayed responses and information gathered
- Evaluation
 - Impacts are measured by physical output only, without supporting financial proof



Lessons Learned

- Needs assessment
- Contract with clear outputs and expectations
 - Impact should be measured through milestones with proofs of expense
 - Payment per milestone completed
 - Clauses to protect donation / force majeure
- Monitoring
 - Regular site visit and relationship building with stakeholders
- Local organization / person in charge needed
- Be up to date with policies and trends
 - **The establishment of CYSFF**



Lessons from Reading / Library Programs



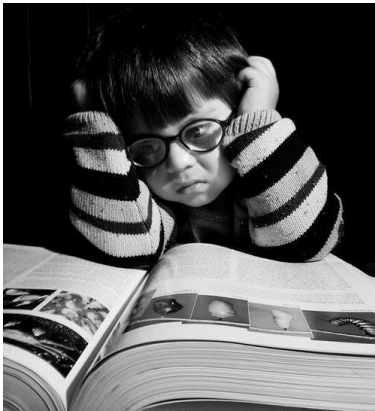
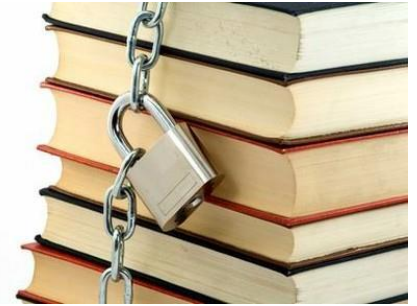
Reading and Library Programs

- Many lessons over the past 12 years to become the “go-to resource in Library and Reading” in China



Challenges that Pushed us Forward

- Challenge #1: What library?



- Challenge #2: Where are the books that I like?

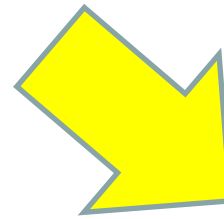
- Challenge #3: Can you just leave me and my book alone?





Lessons Learned

Availability of hardware doesn't necessarily mean that they are being properly used



Need to first change mindsets through challenging the “normal way” of doing things and training

Evolution of Reading & Library Programs: Stage 1

- Functional or for Pleasure?



Evolution of Reading & Library Programs: Stage 2

- Build Reading Culture
 - Bring the books to readers
 - “School in the Library”



快乐书吧



班级书柜



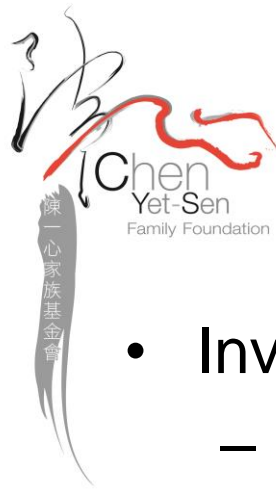
走廊书架

Evolution of Reading & Library Programs: Stage 3

- The Library and the Teacher Librarian
- Teacher Librarian as the most important person in the school

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Lessons Learned

- Invest in people
 - Professional help
 - Training of teachers, principals and parents
- Spend time understanding the situation
 - Frequent site visits and communication
 - Learn what you want others to learn
- Be patient, and keep an open mind

The “Support System”





CYSFF Board Panel “The Last 10+ Years...”



www.cysff.org

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