

帮助人在尊严中发展， 激发人在发展中奉献

光华慈善基金会（Bright China Foundation, BCF）于 2005 年 4 月在北京注册成立。目前，光华慈善基金会在北京和香港两地都设有办公室和工作人员开展项目。

光华坚持“授人以渔”的理念，以“帮助人在尊严中发展、激发人在发展中奉献”为使命。主要公益项目包括光华公益创业行动、NPO 德鲁克学习会、光华助学、灯塔行动。

Bright China Foundation (BCF) was registered in Beijing in April, 2005. Now BCF operates two offices in Beijing and Hong Kong with stable staffs carrying out various projects.

BCF adheres its philosophy “Teach a man to fish rather than giving him one” and its mission “To equip people to develop with dignity and to inspire them to help others”. Its main philanthropic projects include “Bright China Entrepreneurship Education Program”, “Drucker Learning Society for NPOs”, “Education Support Program” and “Lighthouse Action”.

To equip people to develop with dignity and to inspire them to help others

我们在 2013NFTE GALA—2012 年 BESA 冠军
2013NFTE GALA---We are here to receive the honor of 2012 BESA champion.



机构荣誉 Honors and Awards



“5A 级基金会”
“5A Level Foundation”



“彩虹心明星公益项目奖”
“Rainbow Heart” Award for
the Star Philanthropy Projects



“公益慈善奖——2012 年度
人文关怀奖”
“Philanthropy Award – Human
Care Prize of Year 2012”

“创新项目奖”
“Innovative Project Award”

2011 年和 2012 年，基金会连续 2 年入选“2012 年福布斯最透明 25 家基金会”；“中国慈善透明报告（2011）”非公募基金会排名 17 位；中基基金会透明指数排名前 25 位；2011 年入选京华时报基金会活跃度排行榜。

BCF was successively listed in “Forbes 25 Most Transparent Foundations” in 2011 and 2012; It ranked 17th among private foundations in “China Charity Transparency Report (2011)”; it was also among the top 25 in the “China Foundation Transparency Index list” published by China Foundation Center; in 2011 it was listed as one of the most active foundations by Beijing Times.

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执行理事长寄语
Speech from the Executive Director

平凡但精彩
ORDINARY BUT EXTRAORDINARY

2002 年在洛杉矶的思考，到后来选定了以公益创业教育作为核心项目帮助中国的弱势群体，在华工作转眼十年。从最初的孤身一人到现在十多位全职同事和数百名遍布全国的热心志愿者，我们共同见证了超过十二万毕业校友的改变。我们把自身的资源看作是社会的一部分，是社会交托给我们管理的，因此我们必须对此负上最高的责任，一切以结果为导向。创业教育的重要性在于它对潜能的挖掘、自信心和自尊心的提升、知识和能力的培养，让学员点燃了对未来人生的希望，积极主动的改变自身的命运，赢得别人的尊敬，能有尊严的生活，为家庭和社会尽上公民的责任。看着志愿老师在职校、在监狱、在劳改所、在窑洞、在山区授课，内心充满了感激。公益创业教育不易吸引公众的眼球，也不攒人热泪，但新生代的创业者会影响整个中国未来的经济发展和国际的竞争能力，上天既托付我们这份责任，我们会继续专注在这使命上，我深信有一天中国会出现许多具有诚实正直品格和创新能力的创业家，他们会为人类的进步作出重大贡献，这是一个重要的人类灵魂工程，是用生命改变生命的工程，我们的工作平凡但精彩！

It's been ten years working in China after my reflection of life in Los Angeles in 2002. As an entrepreneur myself I picked entrepreneurship education as a core project to help vulnerable groups in China. Through our team and several hundred volunteer teachers we have witnessed the change of life of over 120,000 students. We consider our resources as part of the society, and we take this management responsibility to the highest regards - all work must be effective and result-oriented. Entrepreneurship education is important as it can unearth the potentials of the students, nurture their self-confidence and human dignity, foster their knowledge and capability and ignite their hope in life ahead. Through our program students actively change their destiny, win the respect of others, live with a dignified life and take up citizen duties in their family and society. My heart is full of gratitude when serving together with our volunteer teachers in vocational schools, prisons, labor camps, cave-rooms and mountainous areas. It may not be easy for entrepreneurship education to gain the public's attention and urge of support, but we know that the new generation will affect the future economic development and international competitiveness of the country. As we are entrusted with this responsibility we will continue to focus on this mission. I truly believe that one day there will be many Chinese entrepreneurs with high integrity and innovative capability. They will make significant contribution to the history of human beings. This is a project of the souls of mankind, a life changing life architecture. Our work is meaningful, ordinary but extraordinary.



杜绍基 (Mr. Henry To) 先生
光华慈善基金会执行理事长
Executive Board Chairman
Bright China Foundation

2012 年度光华慈善基金会工作地区

Project Sites of Bright China Foundation in 2012



2012 年，光华慈善基金会已在全国十多个省市开展项目。

Bright China Foundation' project area has covered over a dozen provinces and cities in China till 2012.

光华公益创业行动: 北京、上海、黑龙江、吉林、山东、江苏、河南、浙江、四川、重庆、福建、云南、香港

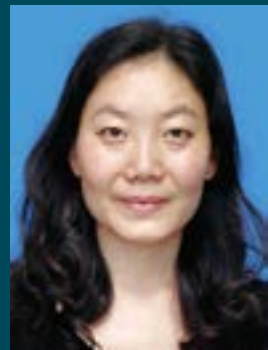
NPO 德鲁克学习会: 陕西省西安、北京、上海、广东省广州、深圳、青海省西宁

Bright China Entrepreneur Education Program: Beijing, Shanghai, Heilongjiang, Jilin, Shandong, Jiangsu, Henan, Zhejiang, Sichuan, Chongqing, Fujian, Yunnan, Hong Kong.

Drucker Learning Society for NPOs: Xi'an in Shanxi Province, Beijing, Shanghai, Guangzhou and Shenzhen in Guangdong Province, Xining in Qinghai Province

秘书长寄语

Speech from the Secretary General



于秀红 (Ms. Beth Yu) 女士
光华慈善基金会秘书长
Secretary General
Bright China Foundation

在一次新员工招募的面试中，我问申请者：“你最期望的工作环境和平台是什么样的？最不能忍受的是什么样的？”得到的回答是：“我希望在一个业务稳定的机构，不是总变来变去。”听到后不禁微笑，回想 BCF 过去十年的经历，真是验证了德鲁克先生所说的“唯一不变的就是变”这句话。2007 年是 BCF 在国内开展创业教育项目的第五年，机构进行了第一次大的战略调整。虽然非常不舍得，但还是从集中的原则出发，决定将原来 5 个领域的 40 多个不同类型的项目有计划地放弃，将资源集中在自己的优势项目 NFTE 光华公益创业教育与德鲁克非营利组织能力建设两个核心。

2012 年是开展工作的第 2 个 5 年，又是整个机构业务调整的关键一年，核心业务从 2 个集中为 1 个——“光华公益创业行动”。通过推广 NFTE 的创业课程与组织相关的学生商业实践活动，致力于在中国搭建创业教育的公益平台，使更多的企业、个人参与其中，进而提升学生的创业意识与企业家精神。

针对新的战略，2012 年 BCF 进行了一系列的调整与变化，从选择能够更有效的实现战略目标的核心项目活动，到界定与合作伙伴的关系以及重组内部团队与人员结构……变化的整个过程有争论、有选择、有计划的放弃，也有痛苦，但更多的是大家的思想冲击、对机构业务的深入分析与理解、以及对未来的期待。

新的起点，我们整装上路……

In a new staff interview, I asked the applicant, "What is the kind of environment and platform you expect to have at work? And what is the most unbearable kind?" The answer I got was, "I hope to stay in an organization with stable business, without constant changes." It brought a smile to my face. In retrospect of the past 10 years' development of BCF, the history indeed proved the famous word of Mr. Peter Drucker, "The only thing that does not change is the change itself." 2007 was the 5th year for BCF to start promoting entrepreneurship education in China and also the first time for us to experience an overhaul on strategy. Although it was not easy at heart, we chose to stop over 40 types of projects in 5 fields step by step, leaving two advantages projects where our main resources can be focused on, namely, NFTE Bright China Philanthropy Entrepreneurship Education Program, and Peter Drucker NGO Capacity Development.

Another 5 years passed when it came to 2012, which was also another key year for the organization to embrace adjustment. The core business then has been refocused from two to one – "Bright China Entrepreneurship Education Program". By promoting the NFTE entrepreneurship courses and organizing the business practice for students, we are committed to build a philanthropic platform of entrepreneurship education in China and involve more enterprises and individuals in it so as to improve the students' awareness of enterprising and spirit of entrepreneurship.

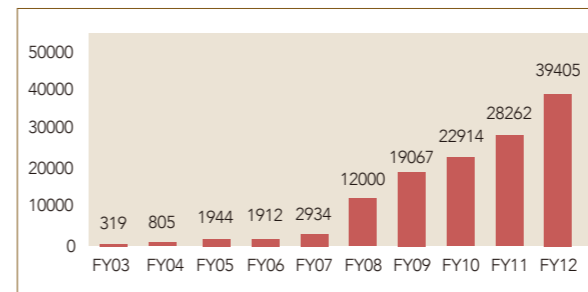
Echoing with the new strategy, BCF has made a series of transformation and adjustments. From choosing the key project activities that can more effectively realize strategic targets, defining the relationship with partners, to re-organizing the internal team and the structure... we experienced various arguments and difficult choices, sometimes we had to give up one by one and sometimes we swallowed pains shoulder to shoulder. While we also gained more, such as brainstorming and inspiration for the team, deeper analysis and understanding of the organization's business, as well as the longing for brighter future.

At the new starting line, we are setting out again full of hope...

光华公益创业行动 Bright China Entrepreneurship Education Program

北京光华慈善基金会与政府部门、教育机构和
非营利组织积极合作，共同培养创业教育师资，
从而为职校学生、贫困地区的大中学生和成年人开
展创业教育，帮助他们挖掘潜能，培养自信树立积
极乐观的人生态度，鼓励他们勤工助学、小本创业，
从而锻炼实践能力、提升全面素质，推动他们自力
更生、摆脱贫困并有能力帮助别人，最终促进当地
经济的发展。从而实现光华公益创业行动“普及创
业教育，创造积极人生”的目标。

Having actively cooperated with Chinese gov-
ernment, educational institutions and non-profit
organizations in training Certificated Entrepreneur-
ship Teachers(CETs),BCF is dedicated to provide
entrepreneurship education for vocational school
students, college students and adults from less-
developed areas, so as to help them develop their
potential and build a confident and positive attitude.
BCF encourages them to do part-time work to sup-
port themselves, or start up own business with small
funds, which could improve their practical abili-
ties and overall quality and help them grow more
independent and free from poverty-driven life and
strong enough to help others and contribute to local
economy. In this way the objective of Bright China
Entrepreneurship Education Program, "Promote en-
trepreneurship education, and make a positive life",
will also be realized.



2012 年学生受益人数
The Number of the student beneficiaries in 2012

截至 2012 年，受益人数累计达 129,760 名；
截至 2012 年，培养创业认证教师 1965 名；
2012 年，光华校友达 39,405 人；
连续 8 年我们的学生获得 NFTE 全球创业精神大奖；
连续 5 年获得全球优秀创业认证教师大奖

By 2012, the accumulated number of the beneficiaries was
129,760;

By 2012, the number of trained CETs was 1965;

In 2012, the number of alumni of BCF reached 39,405;

Our students have been rewarded by NFTE Global Young
Entrepreneurs of the Year for 8 years in succession.

BCF has gained the award of Global Excellent Certificated
Entrepreneurship Teachers of the Year for 5 years in suc-
cession



教研特色

Features of the Training Program

光华创业课程源自全球创业指导基金会（NFTE）的原版教材—《How to start and run your business》课程采用参与式教学方法，倡导在生活中学习、快乐中学习、实践中学习的教学理念，注重激发学员的自尊心和自信心；增强学员的诚信意识、爱心和社会责任感。

光华与各个地方教育局及职业技术学校保持合作，始终关注创业教育领域并根据受众需求不断调整和开发新的课程。经过多年的摸索，光华通过与工商界和教育界合作，在大中专院校和司法系统开展创业、财务、社会责任等课程，用一流的企业和大学生志愿者、教师和一手的经验，帮助学生提升就业准备、创新创业、金融理财和可持续发展的综合素质。

The courses of Bright China Entrepreneur Education Program are developed based on the original textbook of NFTE, How to Start and Run Your Business. The courses are delivered in a participatory way, promoting the idea of learning in life, learning in happiness and learning in practice, which deliberately protecting the dignity and confidence of students, and enhancing their awareness of honest, compassion and sense of social responsibility.

BCF has constantly cooperated with local education bureaus and vocational schools, paying close attention to the field of entrepreneurship education, and flexibly adopting adjustment and developing new courses based on the needs of various recipients. Based on many years of practice and cooperation with industrial and commercial and educational sectors, BCF has developed a series of courses on entrepreneurship, finance, social responsibilities which are applicable for college students and inmates groups. The first-hand experience from first-class enterprises, university student volunteers, and teachers has helped students improving their comprehensive abilities in preparing for a job, making innovations, starting up business, financing, and developing sustainably.



老师们也在进行国际贸易
International Trade

宁波市中职学校第三期创业认证教师培训
The 3rd session of CET training for the Middle Vocational Schools in Ningbo City.

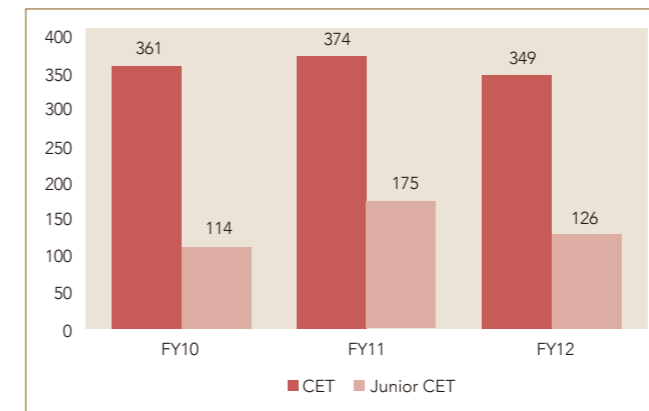


教师发展

Development of CET Teacher Training

创业认证教师（Certified Entrepreneurship Teacher, CET），推广与实施创业教育的主要力量。截至 2012 年，北京光华慈善基金会培训教师达 1949 人。2012 年，开展 10 期实习 CET 认证培训班，认证实习 CET349 人；开展了 5 期 CET 认证培训班，认证实习 CET 126 人；认证高级 CET3 人；培养创业志愿讲师 3 人。

Certified Entrepreneurship Teachers (CETs) are the core force to promote and implement the entrepreneurship education. By 2012, the number of CETs trained by Bright China Foundation reached 1949. In 2012, 10 sessions of junior CET certification training classes were held, in which 349 junior CETs were certified; 5 sessions of CET certification training classes were held, in which 126 CETs were certified; 3 super CETs were certified, and 3 volunteer teachers of entrepreneurship were trained.



2012 年北京 BCF 认证教师人数
The number of CETs of BCF in 2012



与合作伙伴昆山慈善总会联合主办的 CET 认证培训
CET certification training co-hosted by BCF and the partner—
Charity Federation of Kunshan City

校友支持 Alumni Support

光华慈善基金会一直致力于在创业校友的创业生活中能够提供更多的支持和指导。积极探索建立校友会的模式，发展校友群网络平台，打造光华校友群人才库，让更多的校友能够共享资源，分享经验。与合作伙伴成功的开办了“创业夏令营”主题活动、“校友会”和“光华创业精神大赛”等系列主题活动。

Bright China Foundation has been committed to provide more support and guidance to alumni in their business. It actively explores new mode of alumni association, develops the communication network platform and talent pool, which allows more alumni to share resources and experience. Various events, such as Summer Camp of Entrepreneurship, Alumni Association, and Bright China Entrepreneurial Spirit Award (BESA), were successfully held with help from partners.

光华创业精神大奖 (BESA)

由光华慈善基金会每年主办，旨在鼓励光华校友在学习和生活中更好的发扬和实践创业精神的全国性商业计划大赛。

2012 年光华创业精神大赛得到了广大地区合作伙伴的支持，共有 10 个地区、120 个教学点的 2420 位校友参加了青年组的复赛；5 个地区、56 个教学点的 1175 位校友参加了“励志人生”项目的复赛；共有 15 位校友参加了全国总决赛，包括 1 位来自香港的校友。

纽约证券交易所基金会、安永会计师事务所及康明斯（中国）投资有限公司支持了 2012 年光华创业精神大赛全国总决赛，并作为专家评委给予选手鼓励和支持。全球创业指导基金会 CEO 艾米·罗森女士也亲临大赛现场，与参赛选手们亲切交流，给予大赛高度评价。

Bright China Entrepreneurial Spirit Award (BESA)

This nationwide business plan competition has been organized by BCF annually to encourage alumni to practice and develop the entrepreneurial spirit in study and life.

The Bright China Entrepreneurial Spirit Competition in 2012 was widely supported by partners. 2420 alumni from 120 teaching sites of 10 areas attended the semi final competition of the youth group, 1175 alumni from 56 teaching sites of 5 areas attended the semi final competition of "Life Inspiration Program", and 15 alumni attended the national final contest, including one from Hong Kong.

New York Stock Exchange Foundation, Ernst & Young PLL, and Cummings (China) Investment Co. Ltd funded the final contest of 2012 BESA, and provided encouragement and support to the finalists as expert judging panel. Ms. Amy Rosen, CEO of NFTE, also viewed the contest, had a close communication with the participants and highly commended the contest.

联想集团副总裁杜建华先生参观校友展示区

Mr. Du Jianhua, Vice President of Lenovo Group, was visiting the exhibition area of BCF Alumni



创业基金 Micro Loans of BCF



温淇祥—照片后期制作
Wen Qixiang was doing the post production of photos

面向光华创业教育学员及校友，其宗旨是通过创业基金鼓励和支持校友进行创业实践，重点支持微小创业和小企业初创阶段的启动资金。

2012 年，创业基金申请人数达到 35 人，比 2011 年度增加 35%，发放资金¥185,000 元。创业基金还款率达 100%，首批申请者在清还全部本息后续借率达 100%。光华创业专家团主要来自社会的中小创业者、专业人士、中高层管理者，为 139 人次提供了咨询服务，比 2011 年度增加 162%。

The Micro Loans are set for students and alumni of BCF entrepreneurship education to encourage and support their practice in doing business with the micro loans. It gives priority to support micro businesses and provide start-up capital for small businesses at the beginning stage.

In 2012, 35 alumni applied the micro loans, 35% increased than 2011, and the released fund reached 185,000 Yuan. The returning rate of the entrepreneurship fund was 100%. And all the first batch of applicants renewed their application after paying off principal and interest. The entrepreneurship expert panel of BCF was composed of the entrepreneurs from small and middle businesses, professionals, middle and high level management, who provided consultation service for 139 person-times in 2012, 162% increased than 2011.

合作伙伴 Partners

光华公益创业行动的主要工作模式：与教育系统、司法行政系统以及非营利组织及其他组织共同努力，开展创业教育项目，推动中国创业教育实现可持续发展的目标。

在区域化项目发展的思路下，截至 2012 年，光华公益创业行动与 21 个合作伙伴建立正式的合作关系。共有 38,905 位校友学习了创业课程，比 2011 年度增长 35%。

The main working mode of Bright China Entrepreneurship Education Program: working with educational sector, judicial and administrative sector, non-profit organizations and other related organizations to develop entrepreneurship education, and promote the sustainable development of entrepreneurship education in China.

With the idea of regionalized development of programs, Bright China Entrepreneurship Education Program had built partnership with 21 partners by the end of 2012. 38905 alumni attended the courses of entrepreneurship education, which showed a 35% increase compared with 2011.

延吉家园举办“中美创业者座谈会”

2012 年 6 月 14 日，延吉大学生创业家园的会议室内气氛活跃，激情飞扬，创业者济济一堂。自美国富克斯管理咨询公司首席执行官 Marcia Fox，北京光华慈善基金会创业教育部副经理雷祺以及培训中心副主任陈均良和徐本亮参加本次座谈会。

无棣县工友创业实训基地揭牌仪式暨 2012 年职工创业培训班开学典礼正式启动

2012 年 9 月 5 日，无棣县工友创业实训基地揭牌仪式暨 2012 年职工创业培训班开学典礼在山东滨州市启动。市工会领导、县领导以及北京光华慈善基金会于秀红秘书长等一行人出席本次活动

“Sino-US Entrepreneurship Exchange Meeting” held in Yanji Entrepreneurship Home

On June 14, 2012, Yanji College Student Entrepreneurship Home was filled with passion and lively discussions of a group of entrepreneurs. Marcia Fox, chief executive president of Fox Management Consulting Enterprises, LLC, Lei Qi, deputy manager of Bright China's Entrepreneurship Education Department, Chen Junliang and Xu Benliang, deputy directors of the training center, attended this exchange meeting.

Inauguration ceremony of the entrepreneurship practical training base for workers in Wudi county and the opening ceremony of 2012 entrepreneurship training class for workers

On September 5, 2012, the inauguration ceremony of the entrepreneurship practical training base for workers in Wudi County and the opening ceremony of 2012 entrepreneurship training class for workers were held in Binzhou City, Shandong Province. Leaders from the municipal Labor Union and the county government, as well as Yu Xiuhong, deputy secretary-general of BCF, were present for this event.

无棣县工友创业实训基地揭牌仪式暨 2012 年职工创业培训班开学典礼正式启动

Inauguration ceremony of the entrepreneurship practical training base for workers in Wudi County and the opening ceremony of 2012 entrepreneurship training class for workers



安永华南区主管合伙人蔡伟荣先生现场点评
Mr. Ringo Choi, the Managing Partner in South China Area of Ernst & Young PLL, was commenting on the competition



纽约证券交易所北京代表处代表冯玉慧女士出席新闻发布会
Ms. Catherine Feng, Representative in Beijing Office of New York Stock Exchange, attended the Press Conference



康明斯（中国）投资有限公司政府关系及企业责任总监万莉女士致辞
Ms. Wan Li, Director of Government Relations and Corporate Responsibility, Cummin (China) Investment Co. Ltd., was addressing the meeting

2012 年，我们与纽约证券交易所（NYSE）、安永会计师事务所（E&Y）、康明斯（中国）投资有限公司等捐赠者合作交流，分享了教育、创新、管理、社会责任等领域的经验和知识，取得了深入合作发展的机会。

In 2012, we had series of cooperation and communication with donors like New York Stock Exchange, Ernst & Young, Cummings (China) Investment Co., Ltd, in which we shared experience and knowledge in education, innovation, management and social responsibilities, and explored the chance for closer cooperation.



康明斯（中国）投资有限公司支持本届生存挑战赛
Cummins (China) Investment Co. Ltd. was one of the sponsors for the Survival Challenge of this year



纽交所 logo
安永 logo



NPO 德鲁克学习会 Drucker Learning Society for NPOs

通过系统的组织课程与读书会，NPO 德鲁克学习会帮助学习者厘清管理者的角色，建立起以贡献、责任和成果为核心的管理者价值观。培养时间记录、分析从而反省自我的习惯，建立富有生产力的人际关系。学习发现自己和他人优势的方法，更好的发展自己、辅佐上级、激励同事和下属奠定条件。学习建立决策的基本程序，学习组织团队实施有效决策。帮助社会组织从业人员深入了解非营利组织管理的关键概念。构建管理语言，凝聚组织资源，达成组织目标。

2012年，NPO 德鲁克学习会项目共计为 1188 名社会组织人员提供了 27 期能力建设培训，其中包括 12 期课程，15 期读书会与讲座。

By holding systematic courses and reading parties, Drucker Learning Society for NPOs helped learners have a clear awareness of the manager's role, and build the manager's core values of contribution, responsibilities and result. It helped learners develop a habit of building a record by time and analyzing and introspecting on themselves, thus constructing a productive interpersonal relationship. The learning also included the methods of finding merits of yourself and the others, so that one can better develop himself, support the superior, and encourage the peers and subordinates; It helps learners to get the basic procedure of making decisions, organizing the team to implement effective decisions. It also helped the employees of social organizations have a deeper understanding on key concepts of managing non-profit organizations, learn how to organize management language, gather organization resources, and achieve target of the organization.

In 2012, Drucker Learning Society for NPOs held 27 sessions of capacity building training for a total of 1188 people from social organizations, including 12 courses and 15 reading parties and lectures.

西安讲座
Lecture in Xi'an



《社会组织的创新》讲座，特别为社会组织的领导者分享了关于社会创新与功能社会发展的重要意义，特别对社会组织而言，需要通过创新为客户创造出新的价值。通过分享德鲁克的社会创新观点，帮助社会组织的领导者们学习到“目标管理与自我控制”，如何帮助组织的员工在其参与制订和认同的目标下，自主地做出决定，运用所长，采取行动，并一步一步看到预期结果的出现。

The lecture of "Innovation of Social Organization" shared with the leaders of social organizations about the significance of social innovation and the development of functioning society. Social organizations especially need to create new values for clients through innovation. By sharing Mr. Drucker's concept of social innovation, the lecture helped the leaders of social organizations learn "Objective management and self-control", which includes how to help the staff, under the objective jointly made with them, make decisions actively, take actions with their merits, and watch how the expected result will come out step by step.



NPO 德鲁克学习会在自我评估工具的基础上，开始逐步探索组织教练式的服务模式，来积极应对社会组织面临的发展中的难题与挑战。通过为处于发展期和上升期的非营利组织提供组织教练服务，引导机构理事会、员工、捐助者、志愿者等的共同参与，并运用教练式跟踪服务来帮助在实施中有效调整目标，最终帮助机构努力达成使命，为社会做出贡献。

《非财务人员的财务管理》课程帮助社会组织学习基本的财务管理工具与理念，从财务角度加强组织公信力建设。在公益组织面临问责危机之时，及时有效的帮助社会组织建立起财务管理的理念，通过主动地应责来确保机构长远规范化的发展。

《非营利组织的八项基本管理技能》课程正式推出。八项基本管理技能课程对于管理的共通问题，诸如计划、有效沟通、时间管理以及激励等问题进行分析，帮助学员寻找问题出现的原因，在课堂上实战演练。课程萃取德鲁克先生著作精华，切合工作实际，采用互动、启发式案例教学，将有助于提升 NPO 从业者与机构的管理绩效。



非营利组织的八项基本管理技能
The Eight Basic Management Skills for NPOs

《非财务人员的财务管理》课程

Courses of The Financial Management of the Non-professionals



《非营利组织的八项基本管理技能》课程内训
Internal training on the courses of The Eight Basic Management Skills for NPOs

Drucker Learning Society for NPOs also started to explore the service mode of organization coaching on the basis of self-evaluation tools, seeking to actively answer the difficulties and challenges in development of social organizations. By providing the organization coaching service to NPOs in the developing and rising stage, it guided the participation by all levels, from the organizations' board, staff, to donors and volunteers. The follow-up service of coaching contributed to the adjustment of the objective in the implementation, so that the mission could be achieved finally and the organization could make better contribution to the society.

The course of "The Financial Management of the non-professionals" was held to help social organizations learn the basic financial management tools and ideas, thus enhancing credibility of the organization in financial perspective. At a time when NPOs are facing the crisis of accountability, it is important to help social organizations build the concept of financial management, thus to ensure the long-term and regular development of the organization by answering to the accountability with initiative.

The course of "The Eight Basic Management Skills for NPOs" was formally launched. This course was focused on the analysis of common issues in management, such as planning, effective communication, time management and incentive, etc. It helped learners identify the reasons for problems, and practiced in class with real cases. Using collected essence from the books of Mr. Drucker, the course adopted interactive and case studying teaching method and combined with practical work, which helped improve the management efficacy of NPO employees and the organization alike.

光华助学 Education Support Program of BCF



四川龙泉学校定向助学项目学生合影
Group photo of Student Beneficiaries in Longquan School (Sichuan Province), the Oriented Education Support Program of BCF

光华助学 Education Support Program

北京光华慈善基金会从 2005 年起为陕西省交口光华中学和四川省宣汉县龙泉学校贫困学生建立捐赠平台，资金来源于内部员工、志愿教师、光华校友、社会人士等。他们希望用自己的力量减轻贫困学生上学中生活费问题，坚持让贫困学生完成学业。

2012 年，北京光华慈善基金会继续为陕西省延长县交口光华中学提供办学经费和教师质量奖，受益师生人次达 258 人，全年拨款 32.9 万元。

项目经过六年多的深化与调整，2012 年奖助学标准调整到 1000 元 / 人 / 学年。全年共为 94 名学生提供助学金。

It was from 2005 that BCF started to build a donating platform for poor students in Longquan School(Xuanhan, Sichuan province) and Bright China Middle School(Yanchang, Shaanxi province). Donations were from BCF staff, volunteer teachers, alumni, and people from the society, which helped relieve the living burden of poor students and support them to be absorbed in study.

In 2012, BCF continued to provide education funds and the teaching quality award to Bright China Middle School (Yanchang County, Shaanxi Province). 258 person-time benefited from the 329, 000 Yuan donation in the year.

According to six years' experiences, the subsidy to students was adjusted to 1000 Yuan per person per school year in 2012. In total 94 students received the subsidy from BCF in this year.

学生刘晓慧 3 年级
Liu Xiaohui, from Grade 3



灯塔行动 Lighthouse Action



课间，与管理大师合影
It is break time, let's take a photo with our master of management !

2012 年在柏拉图剧场举办的第五届大学生管理训练营
The 5th session of Management Camp for College Students held in Plato Theater, 2012



灯塔行动项目旨在开展全国性德鲁克管理训练营等系列活动，支持有志学习、研究、实践德鲁克思想的学生社团组织；系统、全面的指导大学生学习、实践德鲁克管理思想，并学会科学的管理自我，服务组织、贡献社会。

2012 年对灯塔行动而言至关重要，运营团队明确并修订了德鲁克青年社区第二个发展阶段的愿景使命和运营模式。新的模式使得灯塔行动用更有效率的方式对 10000 余名大学生进行了管理学知识的培训，为社会创造了大学生自主学习的时间长达 2.8 万个小时。在项目整体策划、教学产品研发、社团能力提升、品牌建设，团队建设和发展 5 个方面取得了突破性的进展。

The Lighthouse Action project aims at carrying out a series of activities including Drucker management training camps nationwide, and providing support to student organizations who are interested in learning, researching and practicing the thoughts of Mr. Drucker. It guides university students to learn and practice Drucker management ideas in a systematic, comprehensive way, and learn to scientifically do self-manage, serve the organization, and contribute to the society.

2012 was a key year for Lighthouse Action. The management team clarified and revised the mission and operating mode of the Drucker Youth Community in the second stage of development. The new mode enabled Lighthouse Action to train over 10000 university students with management knowledge more efficiently, which created 28,000 hours of active learning time of university students for the society. Breakthroughs were made in 5 areas, namely, the overall design of the project, the research and development of the teaching products, the capacity improvement of student organizations, the brand building, and the team building and development.

香港光华慈善基金会 Hong Kong Bright China Foundation



2012 年，香港光华慈善基金会正式创立，正式审批通过并获得了免税资格。

成立了理事会并任命了新的总干事。在 NFTE 原有项目基础上进一步明确组织结构与未来发展的战略及策略方向。

2012 年，香港光华慈善基金会受益人数达 500 人，培养认证教师 16 人，并第一次选送香港校友参加了 2012BESA 创业精神大奖赛。

Hong Kong Bright China Foundation was formally founded in 2012. It was officially approved and granted with the qualification of tax-exemption. The board was set up and the director-general was nominated. On the basis of the previous NFTE projects, organizational structure and the strategic and tactic direction of future development were further clarified.

In 2012, 500 people were benefited from Hong Kong BCF, 12 CETs were trained and certified. Hong Kong alumni also attended BESA for the first time in 2012.



「飞翔计划」导师招募简介会
Brief Introduction conference on tutor recruitment of "Fly Program"

「飞翔计划」课堂剪影
Class Activity of "Fly Program"

GSRD Foundation 香港访问
GSRD Foundation visited Hong Kong BCF

行业活动 Activity Involvement in NPO field



2012年7月12-14日，光华慈善基金会作为第四届中国非公募基金会发展论坛成员之一的机构参加在深圳举办的首届中国公益慈善项目交流展示会，在深圳会展中心8号馆的126平方米的展位中，展示光华慈善基金会的风采，并推介光华公益创业行动和NPO德鲁克学习会等公益项目。在展会中受到行业伙伴以及热爱公益慈善事业的热心群众的支持和参与。

During July 12-14, 2012, Bright China Foundation, as a member of the 4th China Private Foundation Forum, attended the 1st China Philanthropic Projects Exchange Exhibition in Shenzhen. BCF's achievements were shown, and the projects of Bright China Entrepreneur Education Program and Drucker Learning Society for NPOs were promoted in the display of 126 square-meter space in No. 8 Pavilion. In the exhibition NPO partners and some warm-hearted civilians with philanthropic enthusiasm provided us much support.



2012年12月21日，参加第四届中国非公募基金会发展论坛。席间，光华慈善基金会赵华老师出席了论坛，并与北京市西部阳光农村发展基金会开设专题论坛“从实操到资助，你准备好了吗？”，会场邀请行业专家与大家一同分享和探讨。

On December 21, 2012, BCF attended the 4th China Private Foundation Forum. Ms. Zhao Hua from BCF attended the forum and jointly with Beijing West Sunshine Rural Development Foundation the session hosted "Are you ready? -----From practical operation to donation". Many NPO experts and audiences shared and discussed the topic.

特别鸣谢（排名不分先后） Acknowledge (All names are listed in random order)

支持机构

香港光华社会企业集团
全球创业指导基金会
纽约证券交易所基金会
安永会计师事务所
康明斯（中国）投资有限公司
美国光华公益基金会
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重庆市劳教局 职业技术教育处
江苏省劳教局 教育处
江苏省职教学会
江苏泰州市教育局
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浙江嘉兴市教育局
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NPO 德鲁克学习会项目鸣谢

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上海浦东新区塘桥社会组织服务中心
深圳青少年发展基金会
陕西妇源汇性别发展培训中心

媒体鸣谢

《China Daily》	《第一财经日报》
《上海证券报》	《社会与公益》
《中国青年报》	《中国教育报》
《香港大公报》	《环球时报》
《华夏时报》	《公益时报》
《人民政协报》	《环球慈善》
《中国慈善家》	《中国社会报社会组织周刊》
新浪网	腾讯网
凤凰网	新华网

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北京市民政局
首都慈善公益组织联合会
中民慈善捐助信息中心
中国社会组织促进会
第三届中国非公募基金会发展论坛组委会
基金会中心网
北京市兰台律师事务所

审计报告 Audit Report

Supporting organizations

Hong Kong Bright China Social Enterprises Group
Networking for Teaching Entrepreneurship
New York Stock Exchange Foundation
Ernst & Young PLL
Cummins (China) Investment Co., Ltd
U.S. Bright China Foundation
Beijing Peter Drucker Management Academy
Beijing Bright China-Chang' An Building
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Jiangsu Prison Bureau Punishment and Labor Affairs Office
Chongqing Labor and Correction Bureau Vocational and Technical Education Office
Jiangsu Labor and Correction Bureau Education Division
Jiangsu Society of Technical and Vocational Education
Education Bureau of Taizhou, Jiangsu
Education Bureau of Changzhou, Jiangsu
Charity Federation of Kunshan, Jiangsu
Education Bureau of Changchun, Jilin
East University of Heilongjiang
Education Bureau of Ningbo, Zhejiang
Education Bureau of Jiaying, Zhejiang
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China Daily China Business News
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China Youth Daily China Education Daily
Takung Pao of Hong Kong
Global Times China Times
China Philanthropy Times
CCPCC News Global Charity
China Philanthropist
Social Organization Weekly of China Charity News
Sina Tencent
ifeng.com Xinhua.com

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Beijing Civil Affairs Bureau
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The Third Session China Private Foundation Forum Committee
China Foundation Center
Beijing Lantai Partners

资产负债表

单位：北京光华慈善基金会

2012 年 12 月 31 日

单位：元

资产	行次	年初数	年末数	负债和净资产	行次	年初数	年末数
流动资产：				流动负债：			
货币资金	1	3,002,216.82	2,793,554.89	短期借款	61		
短期投资	2			应付款项	62	80,608.03	91,106.42
应收款项	3	160,538.10	138,025.00	应付工资	63	-	-
预付账款	4			应交税金	65	7,926.03	16,915.64
存货	8			预收账款	66		
待摊费用	9			预提费用	71		
一年内到期的长期债权投资	15			预计负债	72		
其他流动资产	18			一年内到期的长期负债	74		
流动资产合计	20	3,162,754.92	2,931,579.89	其他流动负债	78		
				流动负债合计	80	88,534.06	108,022.06
长期投资：							
长期股权投资	21			长期负债：			
长期债权投资	24			长期借款	81		
长期投资合计	30	-	-	长期应付款	84		
				其他长期负债	88		
固定资产：				长期负债合计	90		
固定资产原价	31	183,721.74	219,419.74				
减：累计折旧	32	133,808.14	156,593.14	受托代理负债：			
固定资产净值	33	49,913.60	62,826.60	受托代理负债	91		
在建工程	34						
文物文化资产	35			负债合计	100	88,534.06	108,022.06
固定资产清理	38						
固定资产合计	40	49,913.60	62,826.60				
无形资产：							
无形资产	41			净资产：			
				非限定性净资产	101	467,139.08	293,422.09
受托代理资产：				限定性净资产	105	2,656,995.38	2,592,962.34
受托代理资产	51			净资产合计	110	3,124,134.46	2,886,384.43
资产总计	60	3,212,668.52	2,994,406.49	负债和净资产总计	120	3,212,668.52	2,994,406.49

项目	行次	上年数			本年数		
		非限定性	限定性	合计	非限定性	限定性	合计
一、收入							
其中：捐赠收入	1	500,000.00	2,646,454.51	3,146,454.51		4,567,720.53	4,567,720.53
会费收入	2						
提供服务收入	3		30,000.00	30,000.00	176,400.00	80,000.00	256,400.00
商品销售收入	4						
政府补助收入	5						
投资收益	6						
其他收入	9	27,467.97	11.77	27,479.74	42,295.44	10.28	42,305.72
收入合计	11	527,467.97	2,676,466.28	3,203,934.25	218,695.44	4,647,730.81	4,866,426.25
二、费用							
(一) 业务活动成本	12	64,888.71	3,602,686.82	3,667,575.53	390,378.39	4,423,786.94	4,814,165.33
其中：	13						
	14						
	15						
	16						
	17						
	18						
(二) 管理费用	21	280,046.96	6,423.00	286,469.96	280,824.57	5,656.00	286,480.57
(三) 筹资费用	24	1,507.54	3,003.72	4,511.26	2,034.04	1,496.34	3,530.38
(四) 其他费用	28	569.75		569.75			-
费用合计	35	347,012.96	3,612,113.54	3,959,126.50	673,237.00	4,430,939.28	5,104,176.28
三、限定性净资产转为非限定性净资产	40				280,824.57	-280,824.57	
四、净资产变动额(若为净资产减少额，以“-”号填列)	45	180,455.01	-935,647.26	-755,192.25	-173,716.99	-64,033.04	-237,750.03

项目	行次	金额
一、业务活动产生的现金流量：		
接受捐赠收到的现金	1	4,566,763.83
收取会费收到的现金	2	
提供服务收到的现金	3	256,400.00
销售商品收到的现金	4	
政府补助收到的现金	5	
收到的其他与业务活动有关的现金	8	42,305.72
现金流入小计	13	4,865,469.55
提供捐赠或者资助支付的现金	14	
支付给员工以及为员工支付的现金	15	2,311,518.38
购买商品、接受服务支付的现金	16	
支付的其他与业务活动有关的现金	19	2,726,330.33
现金流出小计	23	5,037,848.71
业务活动产生的现金流量净额	24	-172,379.16
二、投资活动产生的现金流量：		
收回投资所收到的现金	25	
取得投资收益所收到的现金	26	
处置固定资产和无形资产所收回的现金	27	
收到的其他与投资活动有关的现金	30	
现金流入小计	34	-
购建固定资产和无形资产所支付的现金	35	35,698.00
对外投资所支付的现金	36	-
支付的其他与投资活动有关的现金	39	
现金流出小计	43	35,698.00
投资活动产生的现金流量净额	44	-35,698.00
三、筹资活动产生的现金流量：		
借款所收到的现金	45	
收到的其他与筹资活动有关的现金	48	
现金流入小计	50	
偿还借款所支付的现金	51	
偿付利息所支付的现金	52	
支付的其他与筹资活动有关的现金	55	
现金流出小计	58	-
筹资活动产生的现金流量净额	59	-
四、汇率变动对现金的影响额	60	-584.77
五、现金及现金等价物净增加额	61	-208,661.93

Balance Sheet							
Organization: Bright China Foundation				December 31, 2012			
				Unit: RMB			
Assets	Line	At Beg. of Year	At End of Year	Liabilities and net assets	Line	At Beg. of Year	At End of Year
Current assets:				Current Liabilities:			
Cash	1	3,002,216.82	2,793,554.89	Short-term loans	61		
Short-term investment	2			Accounts payable	62	80,608.03	91,106.42
Accounts receivable	3	160,538.10	138,025.00	Accrued payroll and welfare	63	-	-
Advances to suppliers	4			Taxes payable	65	7,926.03	16,915.64
Inventories	8			Advances receivable	66		
Prepaid expense	9			Accrued expenses	71		
Long-term debt investment due within one year	15			Predicated liabilities	72		
Other current assets	18			Long-term liabilities maturing within one year	74		
Total Current Assets	20	3,162,754.92	2,931,579.89	Other current liabilities	78		
				Total Current Liabilities	80	88,534.06	108,022.06
Long-term investment:							
Long-term equity investment	21			Long-term liabilities:			
Long-term debt investment	24			Long-term loans	81		
Total Long-term Investment	30	-	-	Long-term accounts payable	84		
				Other long-term debt	88		
Fixed assets:				Total Long-Term Liabilities	90		
Fixed assets - Cost	31	183,721.74	219,419.74				
Less: accumulated depreciation	32	133,808.14	156,593.14	Entrusted Agency Liabilities:			
Net value for Fixed assets	33	49,913.60	62,826.60	Entrusted agency liabilities	91		
Construction in progress	34						
Historical relics assets	35			Total Liabilities	100	88,534.06	108,022.06
Fixed asset pending disposal	38						
Total Fixed Assets	40	49,913.60	62,826.60				
Intangible assets:				Net assets:			
Intangible assets	41			Unlimited net assets	101	467,139.08	293,422.09
				Limited net assets	105	2,656,995.38	2,592,962.34
Entrusted agency asset:				Total Net Assets	110	3,124,134.46	2,886,384.43
Entrusted agency asset	51						
Total Asset	60	3,212,668.52	2,994,406.49	Total Liabilities and Net Asset	120	3,212,668.52	2,994,406.49

Operation Activities Statement							
Organization: Bright China Foundation				Year 2012			
				Unit: RMB			
Items	Line	Last Year			This Year		
		Unlimited	Limited	Total	Unlimited	Limited	Total
1. Income							
Incl.: Revenue from Donation	1	500000	2646454.51	3146454.51		4567720.53	4567720.53
Revenue from membership	2						
Revenue from service	3		30000	30000	176400	80000	256400
Revenue from product sales	4						
Revenue from government funding	5						
Revenue from investment	6						
Other revenue	9	27467.97	11.77	27479.74	42295.44	10.28	42305.72
Total Revenue	11	527467.97	2676466.28	3203934.25	218695.44	4647730.81	4866426.25
2. Expense							
(1) Cost	12	64888.71	3602686.82	3667575.53	390378.39	4423786.94	4814165.33
Including:	13						
	14						
	15						
	16						
	17						
	18						
(2)G&A expense	21	280046.96	6423	286469.96	280824.57	5656	286480.57
(3)Financing expense	24	1507.54	3003.72	4511.26	2034.04	1496.34	3530.38
(4)Other expense	28	569.75		569.75			0
Total expense	35	347012.96	3612113.54	3959126.5	673237	4430939.28	5104176.28
3. Limited net assets changed to unlimited assets	40				280824.57	-280824.57	
4. Net assets changes (If net assets are below 0, pls use "minus")	45	180455.01	-935647.26	-755192.25	-173716.99	-64033.04	-237750.03

Cash Flow Statement			
Organization: Bright China Foundation	Year 2012	Unit: RMB	
Item	Line	Amount	
1. Cash flow from operating activities:			
Cash received from donation	1	4,566,763.83	
Cash received from membership	2		
Cash received from service provided	3	256,400.00	
Cash received from sales of goods	4		
Cash received from government grants	5		
Cash received from other operating activities	8	42,305.72	
Sub-total of cash inflows	13	4,865,469.55	
Cash paid for donation or grants	14		
Cash paid to or for employees	15	2,311,518.38	
Cash paid for goods and services	16		
Cash paid on other operating activities	19	2,726,330.33	
Sub-total for cash outflows	23	5,037,848.71	
Net cash flow from operating activities	24	-172,379.16	
2. Cash flow from investing activities			
Cash received from investment returns	25		
Cash received from investment profits or dividends	26		
Cash received from the disposal of fixed asset and intangible assets	27		
Cash received from other investing activities	30		
Sub-total of cash inflows	34	-	
Cash payment for fixed assets and intangible assets purchase	35	35,698.00	
Cash payment for foreign investment	36	-	
Cash payment on other investment activities	39		
Sub-total for cash outflows	43	35,698.00	
Net cash flow from investment activities	44	-35,698.00	
3. Cash flow from financing			
Cash from borrowings	45		
Cash received from other financing activities	48		
Sub-total of cash inflows	50		
Cash payment for the borrowings	51		
Cash payment for the interests	52		
Cash payment for other financing activities	55		
Sub-total for cash outflows	58	-	
Net cash flow from financing activities	59	-	
4. Effect of the foreign exchange rate changes on cash	60	-584.77	
5 Net increase in cash and cash equivalents	61	-208,661.93	

团队建设 Team Building

