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光华慈善基金会

善人善事

BRIGHT CHINA FOUNDATION

2013 Annual Report 年度报告

光华慈善基金会



帮助人在尊严中发展，激发人在发展中奉献



帮助人在尊严中发展， 激发人在发展中奉献

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

光华慈善基金会（Bright China Foundation, BCF）以“授人以渔”为宗旨，十年致力于在中国“普及创业教育，创造积极人生”，为中国的职校学生、服刑在教人员、社会弱势群体以及其他有需要的人提供创业教育机会。主要项目光华公益创业行动、光华助学和灯塔行动。

香港光华慈善基金会成立于2012年，通过与北京光华慈善基金会协作，开展两地青少年的相互学习、交流与观摩，共同促进和推动青少年创业教育发展，增强青少年对社会责任的理解；同时也作为资金发展平台，为北京光华慈善基金会在内地的项目筹措资金。

In the past 10 years, following the mission of “teaching to fish rather than giving a fish”, Bright China Foundation (BCF) is committed to promoting entrepreneurship education and creating positive life changes by providing entrepreneurship education opportunities for vocational school students, prisoners, disadvantaged groups and people in need. Major programs include BCF Entrepreneurship Education Program, Education Support Program and Lighthouse Action.

BCF Hong Kong was established in 2012. Jointly working with BCF Beijing, it promotes the development of youth entrepreneurship education and raises youth awareness on social responsibilities through shared learning, communications and visit activities. Also as the funding development platform, it raises fund to support BCF Beijing programs in mainland China.

企业参与， 专业顾问团队

Corporation Involvement, Professional Advisory Board



BCF/NFTE 中国顾问委员会

BCF/NFTE China Advisory Board

2013 年，BCF/NFTE 中国顾问委员会正式成立，主要由超生活集团、安永会计师事务所、万事达卡国际组织、麦肯锡公司、纽约证券交易所、SAP 中国思爱普（北京）软件系统有限公司的企业委员以及个人委员亿方资本集团董事长、香港徐氏家族慈善基金会创始人徐勇先生共同组成。顾问委员会在基金会的战略发展、专业服务、资金发展和志愿者参与等方面聚集资源，为打造国内最具影响力最有效的创业教育公益组织，搭建专业、高效、综合、广泛服务的创业教育公益平台提供有力的支持。

BCF/NFTE China Advisory Board was officially founded in 2013. This was the joint effort of a number of organizations and individuals to support the youth entrepreneur development, which included City' Super Group, Ernst & Young, MasterCard Worldwide, McKinsey Company, New York Stock Exchange, SAP board members, as well as Mr Eric Xu, Board Director of Yifang Ventures, founder of Beijing Yifang Foundation. The board gathers extensive resources for BCF in its strategic development, professional services, funding development and volunteer participation etc. It also provides support for building BCF's image as the most influential and effective NGO for entrepreneurship education through creating a highly professional, efficient and comprehensive service entrepreneurship education platform.

教学研究委员会

Teaching and Research Committee

随着时代的变迁，项目的进展及受益人需求的变化，在光华创业课程既有的良好体系和内容上，2013年，光华正式成立“教学研究委员会”，主要来自行业专家、企业实践者和光华资深培训师，旨在实现对光华创业课程的更新和全面提升。

In response to the changing age, project development and diversified needs from beneficiaries, BCF Teaching and Research Committee was formally established in 2013. The committee includes industry experts, business practitioners, SETI and SCET, aims to update and upgrade the BCF entrepreneurship education curriculum.



理事会

Board of Director

理事会是基金会的治理机构，为基金会的方向和战略进行指引。由来自企业、公益机构及社会各界人士组成，主要有香港太平绅士陈达文先生等。

The Board of Bright China Foundation is the governance body and is guiding the direction and strategy for the foundation. It composed of members from enterprises, NPOs and other walks of life, such as Justice of the Peace Mr Darwin Chen etc.



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光华寄语

Foreword

执行理事长寄语

Speech from the Executive Chairman of the Board of Directors

对于未来，我们唯一能肯定的，就是它必然与今天不同。在中国非营利组织中坚持专注做一个公益项目十年，直接培育了近 200,000 名学员和 3000 多名志愿教师的机构不多，光华慈善基金会 (BCF) 是其中一例。过去的十年，“光华公益创业行动”专注在相对弱势的群体，帮助他们认识自我，传授知识，提升能力，授人以渔。让许多受助者变成自助助人，体现了 BCF 的使命，在“尊严中发展，在发展中奉献”。十年里，我们用同样的年度财政预算，由每年培育 1000 多人至今年培养出 40,000 多人，中间经历了多次的主动变革，让社会资源最大限度地被利用，提升了社会价值的贡献。

未来十年 BCF 会变成一个什么样的组织，它的结构和业务模式，甚至它的服务对象以至产品或服务会是什么一个状态，我不能预测，但肯定与今天不同，过去的成功，不应该成为我们明日的包袱，从不改变又沾沾自喜的组织，必然无法适应未来的变化，像恐龙般消失。互联网，电子商务，网上学习，手机应用等都必与我们未来的业务有重要而紧密的联系，因为这是新生代生活的一部分。我们的组织，是因外部的机会和需求而存在，二百多年前讽刺文学大师乔纳森·斯威夫曾说过：“如果某人能使本来只长一片玉米穗或一根草的地方长出两片来，他就应该比一群政治家更值得受人尊敬和为他的国家承担更多重要任务”。让我们共同学习如何在有限的资源中产生更大的社会影响和价值，承担一份基本的社会责任。

For the future, what we are solely sure of is that it must be different from today. Among non-profit organizations in China, there are few that are like Bright China Foundation (BCF), who has focused on the same public welfare program for 10 years and has directly fostered over 200,000 alumni and over 3,000 voluntary teachers. In the past 10 years, BCF Entrepreneurship Education Program served mainly for the disadvantaged groups, helping them recognize themselves, providing them with knowledge, improving their capacity and equipping them with certain skills for making a living. With the mission of “To equip people to develop with dignity and to inspire them to help others”, BCF has brought great changes to many beneficiaries, making them self-sustaining and then supporting others. In these 10 years, with the same annual fiscal budget, the amount of annual beneficiaries increased from 1,000 at the beginning to over 40,000 currently. We have initiated several active innovations and transformations to make the best use of the social resources in order to bring a bigger impact on the society.

I can't predict what BCF will look like in another 10 years, what its structure and business model will be, and even what its serving targets, products or service will be, but I'm sure that it will be a totally new look, and the achievement we obtained today should not set a limit to the future development. An organization that never grows and plays the peacock will not survive the future changes and is doomed to die out like dinosaurs. Internet, E-commerce, massive open online courses, smart phone APPs are all crucial means for us to develop our future business, because they are part of the lives of new times. Our organization was born and has grown to meet the social needs and external opportunities. Jonathan Swift, the great Irish satirist said over two centuries ago, “whoever could make that whoever could make two ears of corn, or two blades of grass, to grow upon a spot of ground where only one grew before, would deserve better of mankind, and do more essential service to his country, than the whole race of politicians put together.” Let us learn together how to create greater social impact and value with limited resources, and take up a fundamental social responsibility which has been laid upon us in this generation.



杜绍基 (Mr. Henry To) 先生，
光华慈善基金会执行理事长，
Executive Chairman of the
Board of Directors

秘书长寄语

Word from 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

2013 年是“光华公益创业行动”项目开展 10 周年, 基于成果与外部的需求与机遇, 对项目的战略定位、业务系统、关键资源能力、资金运作模式、项目价值及未来发展计划等方面进行了全面的剖析, 总结了光华创业教育项目的模式以及成果, 为未来的项目发展提供更加有效科学的评估和深化的思路。

2013 年同时是光华内部能力与资源拓展的重要一年。分别成立了以企业为代表的 BCF/NFTE 中国顾问委员会与资深教师为主导的教学研究委员会。两个顾问委员会的成立为光华在战略发展、专业服务、资源开拓以及专业领域的提升提供了系统的支持。

2013 年, 由光华发起并举办首届创业教育论坛, 邀请创业教育专家、海外学者、企业高管、政府政策解读人员以及行业伙伴分享行业经验、探讨创业教育模式以及展望创业教育发展, 推动中国的创业教育与国际业界先进理念接轨。

在未来, 我们期望能够在创业教育 10 年的基础上, 形成完整的创业扶持体系, 帮助更多具有企业家精神的青年实现创业的梦想。

最后, 我谨代表北京光华慈善基金会全体员工感谢来自政府、企业与各界的合作伙伴多年以来的支持, 尤其是要感谢与我们并肩同行的志愿者。虽然未来面临更多的挑战, 但是有你们的支持, 我们将一如既往以创业者的心态不断创新并向着目标前行!

In 2013, the 10th year for us to carry out the BCF Philanthropic Entrepreneurship Education Program, we analyzed and concluded the model and achievements of this program in various aspects including mission, strategic positioning, business system, key resources and capacity, funding model, program value, and future plan, etc., and we hope to make more effective and scientific evaluation and intensify the developing ideas for the program in the future.

2013 is also an important year for BCF to develop internal capacities and resources. BCF/NFTE China Advisory Board and BCF Teaching and Research Committee were officially founded in 2013, which provided systematic support.

The First BCF Entrepreneurship Education Forum was initiated and held by BCF in 2013, during which experts on entrepreneurship education, oversea scholars, company executives, policy interpretation specialists, and peers in entrepreneurship education, came here to share their professional experiences, discuss the model of entrepreneurship education, and forecast the development of entrepreneurship education, help entrepreneurship education in China develop with the international practice and advanced ideas.

We hope to form a complete entrepreneurship support system on the basis of the education achievements of the last 10 years, to help more youth with entrepreneurial spirit to realize the dream of entrepreneurship.

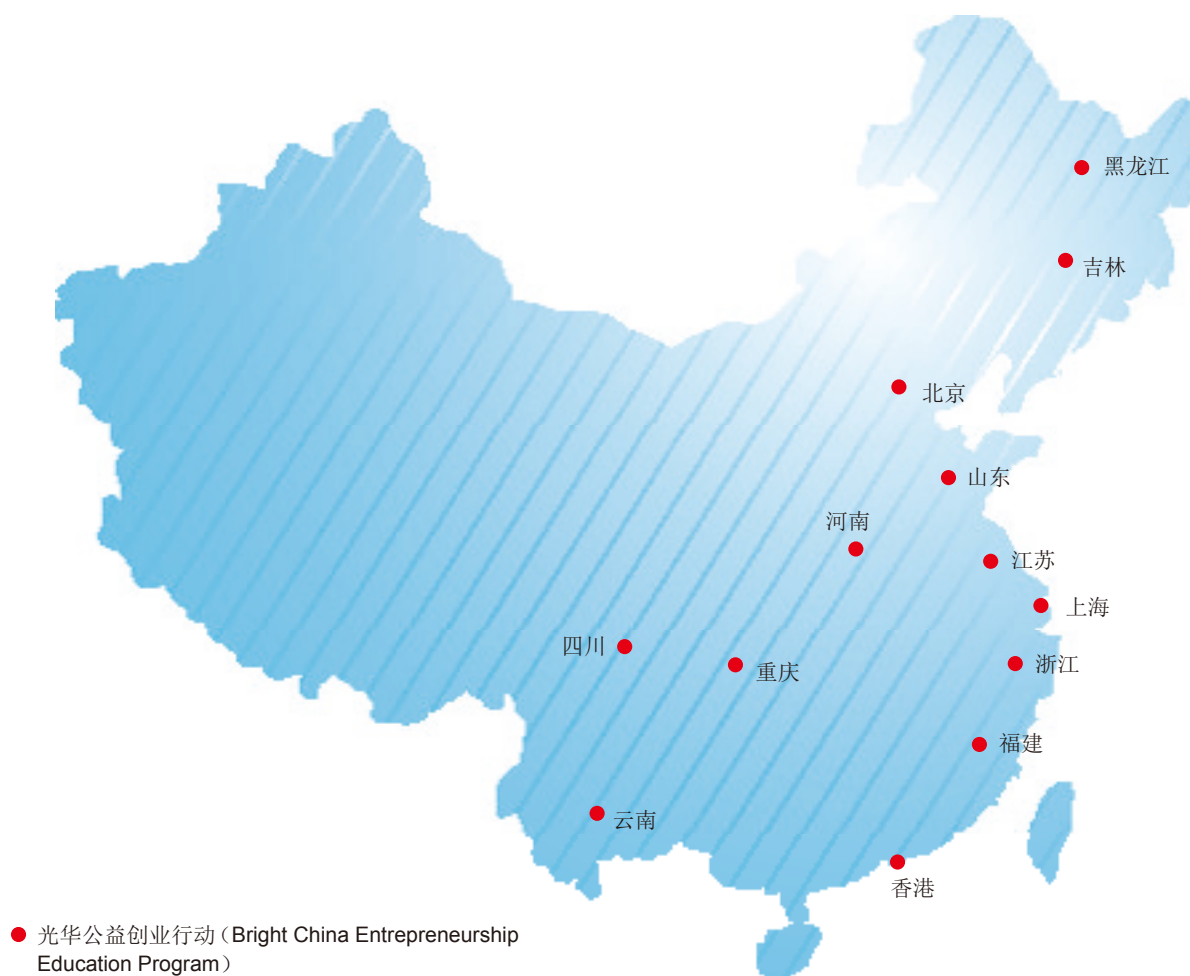
Finally, on behalf of all staff of BCF, I'm here extending my thanks to the partners from government, enterprise, and other fields for the consistent support during years, to the volunteers who worked with us. Though more challenges are ahead in the future, we will move forward to the target with the entrepreneurial mind.

2013 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 2013.

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

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



光华公益 创业行动

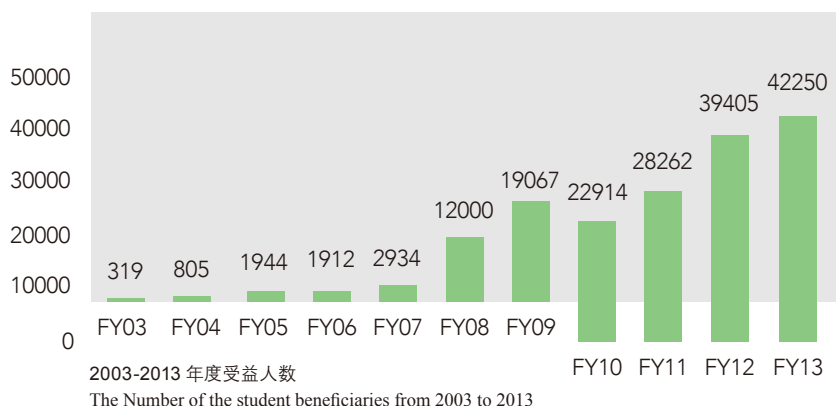
BCF Entrepreneurship
Education Program



“光华公益创业行动”十年盛典
The 10th Anniversary Gala of BCF Philanthropic Entrepreneurship Education Program.

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。2013 年始，光华开始加大对校友服务的力度，通过光华创业精神大奖，创业训练营，光华创业基金，创业校友联盟等活动进一步深化校友服务，让更多的校友受益。

Having actively cooperated with Chinese government, educational institutions and non-profit organizations in training Certificated Entrepreneurship 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 support themselves, or start up own business with small funds, which could improve their practical abilities 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 entrepreneurship education, and make a positive life", will also be realized. Starting from early 2013, BCF intensified its service to BCF alumni to benefit more alumni with the introduction of BCF Entrepreneurial Spirit Award (BESA), Entrepreneurship Training Camp, BCF Entrepreneurship Funds and Alumni Association.



截至 2013 年，受益人数累计达 172,010 名；

截至 2013 年，积累培养创业认证教师 2262 名；

2013 年，光华新增校友达 42,250 人；

连续 9 年我们的学生获得 NFTE 全球创业精神大奖；

连续 6 年获得全球优秀创业认证教师大奖

By 2013, the beneficiaries have reached 172,010 in number;

By 2013, 2,262 entrepreneurship teachers have been trained and certified;

In 2013, BCF newly increased alumni 42,250;

BCF students have won the NFTE Global Young Entrepreneurs Award for 9 years in succession;

BCF Teachers have won the Global Excellent Award for 6 years in succession.

通过“发现商机”、“市场营销”、“财务管理”、“创业综合知识”和“社会责任”等商业知识的学习，以及企业家讲座与企业参观等商业环境的氛围，使愿意通过学习提升自己，改变困难现状，自力更生，有尊严地生活，并愿意承担社会责任的青年人，可以通过创业课堂了解创业知识，激发他们的“企业家精神”，带来生命的改变。

2013年，共有42,250位校友参加了创业课堂，比2012年度增长8.6%。

The experimental entrepreneurship class provides training on “Discovering Business Opportunities”, “Marketing”, “Financial Management”, “Comprehensive Introduction on Entrepreneurship” and “Social Responsibilities”, and creates access to business environment through entrepreneur lectures and company visits. It aims to help those motivated youth who are proactive to develop through learning and ready to take social responsibilities support them to live an independent and dignified life. It provides them with entrepreneurship knowledge and inspires their entrepreneurial spirit for positive changes, to help them alter their difficult situations and support them to live an independent and dignified life.

In 2013, 42,250 alumni attended the entrepreneurship class, a growth by 8.6% compared to 2012.

参与式创业课堂 Experimental Learning





光华捐赠方参加论坛“企业对话”环节
Donors attend the 'dialogue with enterprises' in the Forum.



光华慈善基金会理事陈达文先生
在论坛中致辞
Mr Darwin Chen, member of
BCF board of directors, speaks
in the Forum.



教学开发与研究

Teaching and Research

致力于研究与创业教育相关的教育理念、能力模型、知识体系、教学方式和实践方法等，开发光华创业教育课程及教学资源。

2013年，光华成立教研委员会。教研委员会是专门针对“光华公益创业行动”课程的教学资源以及教学支持系统进行指导、研究、咨询、修订、评估的专业志愿团队。光华一直在创业教育开发和研究中积极探索，并在2013年成功举办了“首届光华创业教育论坛”，共有来自全国职校系统、司法系统的合作伙伴、教师、专家学者等200余位代表参加了此次论坛。

The Teaching and Research Program is dedicated to developing entrepreneur education curriculum and teaching resources, based on relevant researches on teaching concepts, capacity models, knowledge hierarchy, teaching approaches and practices.

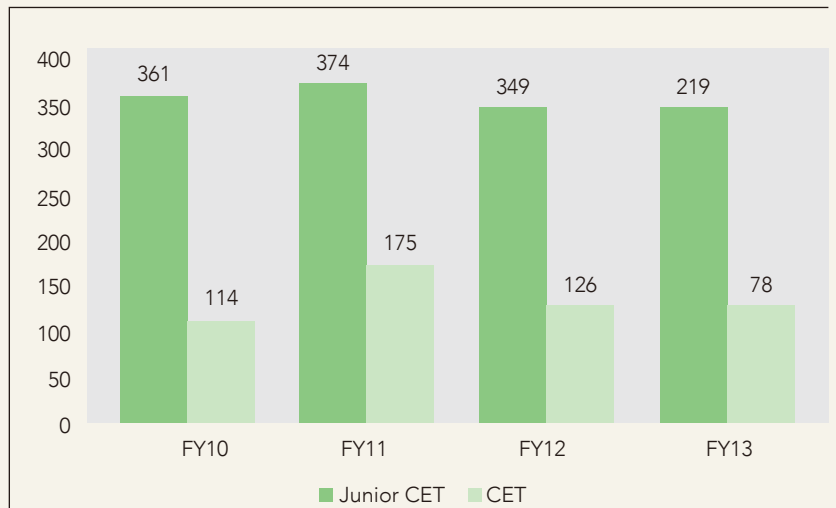
In 2013, BCF established the Teaching and Research Committee, a voluntary professional team providing instruction, research, consultation, revision and evaluation service to the BCF Entrepreneurship Education Program curriculum resources and supporting systems. BCF has been actively involved in the entrepreneurship education development and research, and has successfully held the First BCF Entrepreneurship Education Forum in 2013. More than 200 partners, teachers and experts from the national vocational education system and judicial system have attended the forum.

教师发展

Certified Entrepreneurship Teachers (CETs) Development

创业认证教师是推广与实施创业教育的主要力量。2013年，培训师团队得到进一步发展，新认证高级创业认证教师（高级CET）4人。目前，高级CET团队已发展到26人，创业认证教师导师（CETI）7人，开展高级CET教学研修活动2次，参与认证实习CET219人，CET78人。

CETs are the core force to promote and implement the entrepreneurship education. The trainer team was further expanded in 2013 with four new senior CETs admitted. Currently, the team has 26 CETs and 7 CET Instructors, and has organized 2 senior CET trainings 219 persons were trained and certified as junior CETs and 78 persons certified as CETs.



2010-2013年BCF认证教师人数
The number of CETs of BCF from 2010-2013



校友支持

Alumni Support

光华慈善基金会一直致力于为创业校友提供更多的支持和指导，积极探索建立校友服务模式，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。目前，光华已开展“光华创业精神大奖（BESA）”、“光华公益创业营”、“创业基金”、“创业专家指导”系列服务项目。

BCF has been committed to providing more support and instructions to alumni in running startups. It actively explores new service models for alumni association, and builds alumni communications network and talent pool, which allows more alumni to share resources and experiences. BCF has successfully launched a series of service programs, including BCF Entrepreneurial Spirit Award (BESA), BCF Entrepreneurship Training Camp, Entrepreneurship Fund and Entrepreneurship Expert Support as a series of program.



2013 年光华创业精神大奖 (BESA) 青年组冠军 路莹 (左)
Lu Ying, champion of the youth group in 2013 BESA (left).

光华创业精神大奖

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。

2013 年，光华创业精神大奖 (BESA) 成功在各地举办复赛与北京全国总决赛，共有 16 个地区、144 个教学点的 402 位校友参加了青年组的复赛；2 个地区、8 个教学点的 12 位校友参加了“励志人生”项目的复赛；共有 18 位校友参加了全国总决赛，包括 1 位来自香港的校友。

万事达卡国际组织对北京的全国总决赛进行了支持。

BESA (Bright China Entrepreneurial Spirit Award)

BESA is a national business plan competition organized by BCF annually to encourage BCF alumni to better develop and practice entrepreneurial spirit in their study and life.

The 2013 BESA has successfully held semi-finals in different regions in China and concluded the national final in Beijing. 402 alumni from 144 teaching sites of 16 regions attended the youth group semi-final competitions; 12 alumni from eight teaching sites of two regions attended the “Life Inspiration” semi-final competition; a total of 18 alumni, including one from Hong Kong attended the national business plan competition.

MasterCard Worldwide greatly supported and funded the BESA national business plan competition in Beijing.

光华公益创业营

BCF Entrepreneurship Training Camp

为期7天的集中式创业课堂，以冬令营和夏令营的形式开展，旨在帮助青少年学习并实践创业知识和技能，通过企业参观、成功创业者的经验分享、市场时间演练活动、小组讨论以及商业计划书演示等多元化互动形式，培养学员自信积极的心态、独立开放的思维、团队合作以及自我展示与营销能力。

2013年，共举办5期创业营活动，受益人数175人。



The 7-day BCF Entrepreneurship Training Camp, in the form of summer or winter camp, aims to help youth learn and practice business knowledge and skills in more diversified and interactive approaches. These include business visits, experience sharing from successful businessmen, marketing exercise, group discussion and business plan presentation. All these approaches help to build participant's confidence, independent and opening thinking, team work, self-presentation and marketing abilities.

In 2013, five training camps were held, benefiting 175 persons.



创业基金

BCF Micro Loan Program

针对创业校友提供的最高额度为 3 万元的无担保、无抵押信用贷款，重点支持微小型创业和小企业初创阶段的启动资金。

2013 年，创业基金申请人数达到 25 人，成功获得基金支持人数 8 人，5 人来自司法系统、3 人来自职教系统的校友。发放资金 ¥195,000，比 2012 年增加 105%。创业专家为 9 人提供了咨询服务总计 24 小时。

This program provides mortgage-free micro-credit loans with maximum amount of 30,000 RMB, which is used as start-up capitals for micro-businesses or small businesses in their early development stage.

In 2013, out of 25 applicants, eight received micro-credit loans, with five coming from the judicial system and three from vocational education system. A total of 195,000 RMB was released, a growth by 105% than the previous year. The expert group has provided consultation service to nine persons for a total of 24 hours.

合作伙伴

Partners

2013年，“光华公益创业行动”项目格局进一步调整，目前已有战略合作伙伴2个，执行合作伙伴20个。初步建立了“以合作伙伴创业教育工作坊”为主要载体的合作伙伴服务模式。

In 2013, BCF Entrepreneurship Education Program has witnessed a further structural change. Now the Program has 2 strategic partners and 20 executive partners. The service pattern with “Partner Entrepreneurship Education Workshop” has been formed.

“2013年度光华公益创业行动项目合作伙伴工作坊”成功举办

6月20—21日，由光华慈善基金会主办、上海市慈善教育培训中心承办的“2013年度光华公益创业行动项目合作伙伴工作坊”在上海举行。本次活动旨在考察和了解上海公益机构开展的光华公益创业教育的经验，为全国各地合作伙伴提供一个沟通交流的机会，更好的推动光华创业教育项目的开展。来自全国20家合作机构的37名代表参加了这次工作坊。

2013 BCF Entrepreneurship Education Program Partner Workshop was Held Successfully

On June 20-21, sponsored by BCF, the 2013 BCF Entrepreneurship Education Program Partner Workshop was organized by Shanghai Philanthropic Education Training Center in Shanghai. The purpose of this workshop was to provide a platform for Shanghai partners to share their education experiences and for all partners across China to exchange ideas so as to better promote the Program development. 37 participants from 20 partnering organizations attended this event.

“企业家进校园”活动启动

2013年5月28日，光华慈善基金会、山东省滨州市教育局联合举办的“企业家进校园”活动在滨州阳信职业中专举行，本次活动邀请山东新韬略公司的创始人、总经理韩玉忠先生与光华校友一同分享主题《在创业中成长》。

Entrepreneurs on Campus Activity was Launched

On May 28, 2013, the “Entrepreneurs on the Campus Activity” was launched by BCF and Shandong Binzhou Education Bureau in Binzhou Yangxin Vocational School. This event has invited Mr. Han Yuzhong, founder and president of Shandong Xintaolve Company to share his speech entitled ‘Growing with Startup’ with participants.



2013 年，BCF/NFTE 中国顾问委员会成立，主要由关注青年创业的超生活集团、安永会计师事务所、万事达卡国际组织、麦肯锡公司、纽约证券交易所、SAP 中国思爱普（北京）软件系统有限公司的企业委员以及个人委员亿方资本集团董事长、香港徐氏家族慈善基金会创始人徐勇先生共同组成。

2013 年，顾问委员会的成员代表们在项目的各个方面都发挥了重要的推动作用，不遗余力的支持和投入到项目中去。

In 2013, BCF/NFTE China Advisory Board was established. This was the joint effort of a number of organizations and individuals to support the youth entrepreneur development, which included City' super Group, Ernst & Young, MasterCard Worldwide, McKinsey Company, New York Stock Exchange, SAP board members, as well as Mr Eric Xu, Board Director of Yifang Ventures, founder of Beijing Yifang Foundation.

In 2013, BCF/NFTE China Advisory Board members have contributed greatly to and played significant roles in supporting the program development.



首届 BCF/NFTE 中国顾问委员会会议在京召开

2013 年 4 月 1 日，首届 BCF-NFTE 中国顾问委员会会议在京召开。出席本次会议除了各家企业会员代表外，基金会特别邀请光华社会企业集团公司创办人及董事长邵明路先生和全球创业指导基金会发展副总裁珍·华尔士 (Jane Walsh) 女士出席会议。

The First BCF/NFTD China Advisory Board Meeting was Held in Beijing

On April 1, 2013, the first BCF/NFTE China Advisory Board meeting was held in Beijing with representatives from corporate sector. Also, BCF specially invited Mr. Shao Minglu, founder and of Bright China Group and Ms. Jane Walsh, Vice-president of Development Division, Networking For Teaching Entrepreneurship (NFTE) to this event.



“万事达卡－光华”公益创业行动

由万事达卡国际组织、光华慈善基金会与常州市教育局共同启动“万事达卡光华”公益创业行动。通过搭建专业、高效、综合、服务的创业教育公益平台，帮助更多有意愿自我发展的有志青年实现梦想。“万事达卡－光华”公益创业行动将帮助超过 1600 名职业学校学生接受创业教育，为有志青年的创业梦想夯实基础。

MasterCard-BCF Youth Entrepreneurship Program

MasterCard, BCF and Changzhou Education Bureau jointly launched the MasterCard-BCF Philanthropic Entrepreneurship Program. It was expected to establish a professional, efficient, comprehensive service entrepreneurship education platform to support self-motivated youth to realize their dreams. This Program will provide entrepreneurship education to over 1600 vocational school students to prepare them better for their future business endeavor.



光华慈善基金会秘书长于秀红女士为万事达卡中国区总经理常青先生授予捐赠证书

Beth Yu, Secretary General of BCF, presents donor certificate to Mr Dennis Chang, General Manager China of MasterCard.



“商业模式创意之旅” 香港交流活动

2013 “商业模式创意之旅”由光华慈善基金会和香港光华慈善基金会联合主办，GSRD Foundation 支持了本次交流活动。为期5天的“商业模式创意之旅”为校友们提供了不同的学习机会和观摩平台。City'super 集团在本次活动中也作为创新的社会企业为校友们提供观摩平台，邬嘉华先生也分享了在创业的过程中遇到的问题和困惑。

'Innovative Business Model' Exchange Visit to Hong Kong

'Innovative Business Model' Exchange Visit was jointly organized by BCF Beijing and BCF Hong Kong . GSRD Foundation supported this event. This 5-day event has created a platform for learning and sharing for BCF alumni. City'super Group as an innovative social enterprise provided visiting chances for BCF alumni and its President Mr. Thomas Woo shared with them the challenges and difficulties he faced in starting up the business.



“GSRD—光华”公益创业教育财经主题交流会

“GSRD—光华”公益创业教育主题交流会于6月20日上午在江苏省泰州市教育局举行，安永国际会计师事务所高级经理王勇先生就上市公司财务报表解读、成本控制以及创业教育教学中市场营销、财务管理等知识，与泰州市11所职业学校的23名创业教育教师进行了精彩的分享。

GSRD-BCF Entrepreneurship Education Finance Sharing Workshop

On June 20, the GSRD-BCF Entrepreneurship Education Finance Sharing Workshop was held in Taizhou Education Bureau, Jiangsu Province. Mr. Wang Yong, senior manager of Ernst & Young, has shared with 23 entrepreneur teachers from 11 vocational schools, covering such topics as financial report analysis of listed companies, budget control as well as basic knowledge on marketing and financial management that can be used in entrepreneurship course teaching.

光华与麦肯锡合作研究及发布“光华项目十年成果梳理”报告

2013年，光华联合麦肯锡咨询公司对光华创业教育项目进行一次全面而深入的项目效果研究工作。研究主要从以宁波地区为样本进行的实地调查结果分析与个案访谈两个方面展开。

BCF and McKinsey Cooperated and Released Research Report on BCF Ten Year Project Achievement

In 2013, BCF cooperated with McKinsey Company to undertake a comprehensive and in-depth research to evaluate the impact of BCF Entrepreneurship Education Program. The research was conducted from two approaches: sampling analysis of Ningbo on-site survey result, and the individual interviews.



麦肯锡公司志愿者团队对项目进行梳理和咨询
Volunteers from McKinsey provide advice and consultations for the Program.

光华助学

BCF Education Support Program



2013 年，光华继续资助陕西省延安市延长县光华中学办学经费和教学质量奖，共有 260 余名师生受益。

同时，光华继续接收教师、校友等爱心人士的捐赠，用于资助位于四川省宣汉县龙泉学校和陕西延长光华中学的贫困学生生活费，共有 110 名贫困学生获得生活费，并邀请捐赠人及志愿者前往项目学校进行部分捐赠发放及与受助学生交流。

In 2013, BCF continued to provide education fund and teaching award to BCF Middle School in Yanchang County, Yan'an City, Shaanxi Province, benefiting more than 260 teachers and students.

In addition, with donations from teachers and BCF alumni, the Program provided subsidies to poor students in Longquan School, Xuanhan County, Sichuan Province and BCF Middle School in Yanchang County, Yan'an City, Shaanxi Province. 110 poor students received subsidies. BCF also invited sponsors and volunteers to deliver subsidies and communicate with students in these schools.

陕西延长县交口镇救灾项目

2013 年 7 月 8 日 -26 日，陕西省延长县交口镇遭受百年不遇持续强降雨和冰雹袭击，受灾情况严重。光华慈善基金会在接收到救灾捐赠款 40 万元后，立即拨付给了交口镇镇政府及光华中学，用于受灾建筑、教学楼、教职工、学生宿舍的维修。

Disaster Relief Program in Jiaokou Town, Yanchang County, Shaanxi Province

From July 8 to 26, 2013, Jiaokou Town, Yanchang County, Shaanxi Province has been seriously hit by the heavy rainfall and hails, the biggest natural disaster in a century in this region. After receiving 400,000-yuan donation, BCF immediately transferred it to Jiaokou Township government and BCF Middle School to repair damaged buildings, teaching buildings as well as dormitories of school faculties and students.



灯塔行动

Lighthouse Action



In 2013, the Lighthouse Action conducted a student needs assessment in ten universities, including Beijing University of Posts and Telecommunications, China University of Mining and Technology, Qingdao University, Nanjing University of Science and Technology, Hunan University of Science and Technology. Tailored solutions were provided to respond to these needs, including the establishment of project teams for “Junior and Senior Undergraduate Development Plan” and “Team Learning Innovative Lab”. In addition, the “Junior and Senior Undergraduate Development Plan” service design was completed, thus forming the Drucker Youth Community Open Academy service framework.

In addition, Lighthouse Action has organized team learning activities for 100 groups from 30 colleges, with the active learning time reaching 32,000 hours. Through training, college students had deeper understanding on the management knowledge and improved their practice and reflection ability by integrating knowledge with their life and study. “Team Learning Innovative Lab” has made many endeavors to innovate the team learning models and promote them actively in the student organizations.

Moreover, a forum themed with “Community Future in Our Hands” was held. Chairmen from 30 Drucker college associations attended the forum and learnt the classic Drucker management ideas. Education experts and senior managers from well-known enterprises were invited for experience sharing. During the forum, participants held intensive discussion on the community management and development models, and brought back recommendations for future improvement.

2013 年，灯塔行动在北京邮电大学、中国矿业大学、青岛大学、南京理工大学、湖南科技大学等 10 余所高校开展了大学生需求调研活动，并针对大学生在各个阶段的需求特点设计了解决方案，成立了“大三、大四成长计划”、“团队学习创新实验室”等项目组，并完成了对“大三、大四成长计划”的服务设计，形成了德鲁克青年社区开放书院的服务体系。

同时，在全国 30 所高校组织了 100 支团队开展了团队学习，累计学习时长达到 32000 小时。通过团队学习，大学生们对管理知识理解更加深刻，能够将知识和自己的学习、生活关联起来，提升了实践能力和自我反省的能力。“团队学习创新实验室”对团队学习的模式进行了多种创新尝试，并在高校社团中积极推广。

另外，项目还举办了“社区未来，你我主宰”主题论坛，邀请全国 30 余所高校德鲁克社团会长参加，集中学习了德鲁克经典管理思想，并邀请教育专家、名企资深高管进行分享。各社团会长们对社区的管理和业务发展模式进行了集中探讨，将群体智慧

的结晶带回各自社团，指导社团发展！



行业活动

Activity Involvement in NPO Field

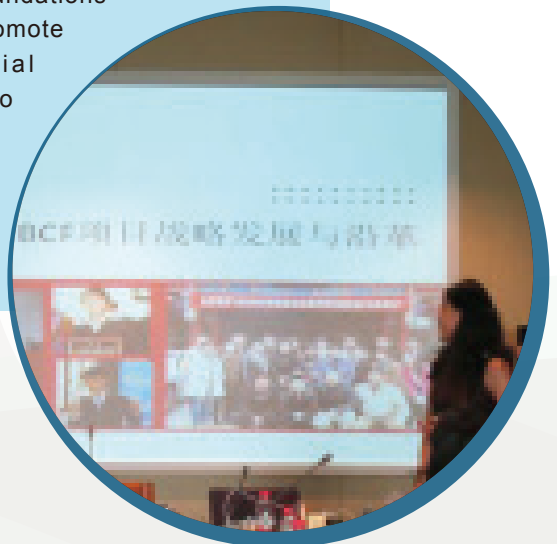


- 1、2013年9月21-23日，光华慈善基金会参加了在深圳举办的第二届中国公益慈善项目交流展示会，并在展会期间向公众展示和介绍机构和项目开展情况，有很多同行业的组织对“光华公益创业行动”项目表示认可，同时也希望能够共同开展和深入该项目。

On September 21-23, 2013, BCF attended the Second China Philanthropic Projects Exchange Exhibition in Shenzhen. On this platform BCF presented itself and its projects to the public, and won high regard from other NPO organizations, which also expressed interest for cooperation and support.

- 2、2013年11月光华继续作为主办机构之一，与华民慈善基金会、凯风公益基金会、南都公益基金会、友成企业家扶贫基金会、万通公益基金会等15家基金会，共同举办了第五届中国非公募基金会发展论坛年会。本届论坛以“理性公益，多元发展——非公募基金会在社会建设中的角色和定位”为主题，回顾了中国非公募基金会十年来的发展历程，深入探讨了非公募基金会未来应如何更有效的推动社会理性发展，实现多元共生的公益诉求。

As a hosting organization, BCF jointly held the Fifth China Private Foundation Forum with 15 other foundations, including Huamin Charity Foundation, Kaifeng Public Welfare Foundation, Narada Foundation, Youchange China Social Entrepreneur Foundation, Vantone Foundation, etc. This forum focused on the theme of “Rational Approach and Diversified Development, Roles and Responsibilities of Private Foundations”, and reviewed the progress of China’s private foundations over the past ten years. It also held talks on how these foundations can better promote rational social development to address the welfare needs for diversified development.



- 3、“首届光华创业教育发展论坛”于2013年11月在北京召开。本次论坛围绕“创业精神”、“职业教育与创业教育的结合”、“企业员工需求”、“数字化课程”等多个话题，邀请行业专家、企业精英、合作伙伴进行了发言和交流，推动创业教育领域第一次多元对话和资源共享的进程化建设。

The First BCF Entrepreneurship Education Development Forum was held in November 2013 in Beijing. This forum highlighted the topics of “Entrepreneurial Spirit”, “Integration of Vocational Education and Entrepreneurship Education”, “Corporate Employee Needs” and “Digitalized Curriculum”, etc. The forum invited experts, corporate elites and partners for presentation and sharing. This was the first pluralistic dialogue and resource sharing in the entrepreneurship education to promote the overall development.



特别鸣谢 (排名不分先后)

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(The names are listed in no particular order)

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审计报告

Audit Report

审计报告

京建会审字[2014]第019号

北京光华慈善基金会：

我们审计了后附的贵基金会财务报表，包括 2013 年 12 月 31 日的资产负债表，2013 年度的业务活动表和现金流量表以及财务报表附注。

一、管理层对财务报表的责任

编制和公允列报财务报表是贵基金会管理层的责任。这种责任包括：

(1) 按照《民间非营利组织会计制度》的规定编制财务报表，并使其真实公允反映；(2) 设计、执行和维护必要的内部控制，以使财务报表不存在由于舞弊或错误导致的重大错报。

二、注册会计师的责任

我们的责任是在执行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和《基金会财务报表审计指引》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中国注册会计师职业道德守则，计划和执行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。

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的财务报表重大错报风险的评估。在进行风险评估时，注册会计师考虑与财务报表编制和公允列报相关的内部控制，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策的恰当性和作出会计估计的合理性，以及评价财务报表的总体列报。

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。

三、审计意见

我们认为，贵基金会财务报表在所有重大方面按照《民间非营利组织会计制度》的规定编制，公允反映了贵基金会 2013 年 12 月 31 日的财务状况以及 2013 年度的业务活动成果和现金流量。



北京建宏信会计师事务所有限责任公司



中国 北京

中国注册会计师：



中国注册会计师：



二〇一四年二月二十日

资产负债表

单位：北京光华慈善基金会

2013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	2,793,554.89	3,115,137.64	短期借款	61		
短期投资	2			应付款项	62	91,106.42	58,526.94
应收款项	3	138,025.00	115,050.00	应付工资	63	-	-
预付账款	4			应交税金	65	16,915.64	762.31
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	2,931,579.89	3,230,187.64	其他流动负债	78		
				流动负债合计	80	108,022.06	59,289.25
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	219,419.74	253,911.74				
减：累计折旧	32	156,593.14	183,570.88	受托代理负债：			
固定资产净值	33	62,826.60	70,340.86	受托代理负债	91		
在建工程	34						
文物文化资产	35			负债合计	100	108,022.06	59,289.25
固定资产清理	38						
固定资产合计	40	62,826.60	70,340.86				
无形资产：							
无形资产	41			净资产：			
				非限定性净资产	101	293,422.09	337,761.63
受托代理资产：				限定性净资产	105	2,592,962.34	2,903,477.62
受托代理资产	51			净资产合计	110	2,886,384.43	3,241,239.25
资产总计	60	2,994,406.49	3,300,528.50	负债和净资产总计	120	2,994,406.49	3,300,528.50

业务活动表							
单位：北京光华慈善基金会		2013 年度				单位：元	
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		4,567,720.53	4,567,720.53	12,345.00	4,018,490.83	4,030,835.83
会费收入	2						
提供服务收入	3	176,400.00	80,000.00	256,400.00	5,100.00	151,610.00	156,710.00
商品销售收入	4						
政府补助收入	5						
投资收益	6						
其他收入	9	42,295.44	10.28	42,305.72	47,271.13	11.83	47,282.96
收入合计	11	218,695.44	4,647,730.81	4,866,426.25	64,716.13	4,170,112.66	4,234,828.79
二、费用							
(一) 业务活动成本	12	390,378.39	4,423,786.94	4,814,165.33	18,905.36	3,639,881.26	3,658,786.62
其中：	13						
	14						
	15						
	16						
	17						
	18						
(二) 管理费用	21	280,824.57	5,656.00	286,480.57		212,338.03	212,338.03
(三) 筹资费用	24	2,034.04	1,496.34	3,530.38	1,471.23	6,512.00	7,983.23
(四) 其他费用	28			-		866.09	866.09
费用合计	35	673,237.00	4,430,939.28	5,104,176.28	20,376.59	3,859,597.38	3,879,973.97
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	-173,716.99	-64,033.04	-237,750.03	44,339.54	310,515.28	354,854.82

现金流量表

单位：北京光华慈善基金会	2013 年度	单位：元	
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	4,030,835.83	
收取会费收到的现金	2		
提供服务收到的现金	3	156,710.00	
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	77,720.02	
现金流入小计	13	4,265,265.85	
提供捐赠或者资助支付的现金	14	1,585,137.65	
支付给员工以及为员工支付的现金	15	232,059.59	
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	2,086,148.75	
现金流出小计	23	3,903,345.99	
业务活动产生的现金流量净额	24	361,919.86	
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	34,492.00	
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	34,492.00	
投资活动产生的现金流量净额	44	- 34,492.00	
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	- 5,845.11	
五、现金及现金等价物净增加额	61	321,582.75	

Balance Sheet

Organization: Bright China Foundation				December 31, 2013				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	2,793,554.89	3,115,137.64	Short-term loans	61				
Short-term investment	2			Accounts payable	62	91,106.42	58,526.94		
Accounts receivable	3	138,025.00	115,050.00	Accrued payroll and welfare	63	-	-		
Advances to suppliers	4			Taxes payable	65	16,915.64	762.31		
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	2,931,579.89	3,230,187.64	Other current liabilities	78				
				Total Current Liabilities	80	108,022.06	59,289.25		
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	219,419.74	253,911.74						
Less: accumulated depreciation	32	156,593.14	183,570.88	Entrusted Agency Liabilities:					
Net value for Fixed assets	33	62,826.60	70,340.86	Entrusted agency liabilities	91				
Construction in progress	34								
Historical relics assets	35			Total Liabilities	100	108,022.06	59,289.25		
Fixed asset pending disposal	38								
Total Fixed Assets	40	62,826.60	70,340.86						
Intangible assets:									
Intangible assets	41			Net assets:					
				Unlimited net assets	101	293,422.09	337,761.63		
Entrusted agency asset:				Limited net assets	105	2,592,962.34	2,903,477.62		
Entrusted agency asset	51			Total Net Assets	110	2,886,384.43	3,241,239.25		
Total Asset	60	2,994,406.49	3,300,528.50	Total Liabilities and Net Asset	120	2,994,406.49	3,300,528.50		

Operation Activities Statement

Organization: Bright China Foundation							
Year 2013							
Unit: RMB							
Items	Line	Last Year			This Year		
		Unlimited	Limited	Total	Unlimited	Limited	Total
1. Income							
Incl.:Revenue from Donation	1		4,567,720.53	4,567,720.53	12,345.00	4,018,490.83	4,018,490.83
Revenue from membership	2						
Revenue from service	3	176,400.00	80,000.00	256,400.00	5,100.00	151,610.00	156,710.00
Revenue from product sales	4						
Revenue from government funding	5						
Revenue from investment	6						
Other revenue	9	42,295.44	10.28	42,305.72	47,271.13	11.83	47,282.96
Total Revenue	11	218,695.44	4,647,730.81	4,866,426.25	64,716.13	4,170,112.66	4,234,828.79
2. Expense							
(1) Cost	12	390,378.39	4,423,786.94	4,814,165.33	18,905.36	3,639,881.26	3,658,786.62
Including:	13						
	14						
	15						
	16						
	17						
	18						
(2)G&A expense	21	280,824.57	5,656.00	286,480.57		212,338.03	212,338.03
(3)Financing expense	24	2,034.04	1,496.34	3,530.38	1,471.23	6,512.00	7,983.23
(4)Other expense	28					866.09	866.09
Total expense	35	673,237.00	4,430,939.28	5,104,176.28	20,376.59	3,859,597.38	3,879,973.97
3. Limited net assets changed to unlimited assets	40	280,824.57	280,824.57				
4.Net assets changes(if net assets are below 0, pls use "minus")	45	-173,716.99	- 64,033.04	- 237,750.03	44,339.54	310,515.28	354,854.82

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		4,030,835.83
Cash received from membership	2		
Cash received from service provided	3		156,710.00
Cash received from sales of goods	4		
Cash received from government grants	5		
Cash received from other operating activities	8		77,720.02
Sub-total of cash inflows	13		4,265,265.85
Cash paid for donation or grants	14		1,585,137.65
Cash paid to or for employees	15		232,059.59
Cash paid for goods and services	16		
Cash paid on other operating activities	19		2,086,148.75
Sub-total for cash outflows	23		3,903,345.99
Net cash flow from operating activities	24		361,919.86
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		34,492.00
Cash payment for foreign investment	36		-
Cash payment on other investment activities	39		
Sub-total for cash outflows	43		34,492.00
Net cash flow from investment activities	44		- 34,492.00
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		- 5,845.11
5 Net increase in cash and cash equivalents	61		321,582.75