

Supply trucks take much needed supplies to quake hit Yushu, Qinghai. (Courtesy [karamibu](#))



Yushu Earthquake: A 7.1 Magnitude Devastates a Tibetan Enclave

China snaps to action to help victims of the latest national disaster.

The year 2010 will likely be remembered for the earthquakes that have devastated areas across the world. On April 14, 2009 at 7:49 a.m., Qinghai Province experienced a magnitude 7.1 magnitude earthquake. The damage centered around Yushu county in an area populated almost exclusively by Tibetans.

Throughout the day a series of aftershocks registering at 6.0 plagued the area as people attempted to rescue as many as possible, often with bare hands.

With emergency relief experience from the Sichuan Earthquake in 2008, government rescue teams and NGOs responded quickly and with more efficiency than they did for that quake. Still, a combination of factors has made the area difficult to reach. Located on a plateau in a mountainous region with elevations averaging over 4,000 meters, many roads have been damaged, including the road to the nearest airport. Qinghai's capital city, Xining, is normally a 12 to 14 hour

"Because traditional Tibetan buildings are made of brick, stone, or wood the majority of them collapsed."

drive, but that time has grown to at least 24 hours. The high altitudes have also affected relief efforts as many soldiers, aid workers, and even the dogs trained to sniff out people buried beneath the rubble, have developed altitude sickness.

As of April 24, almost 2200 are reported dead and 12,000 are injured with nearly 78

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people still missing. Because traditional Tibetan buildings are made of brick, stone, or wood, the majority of them collapsed and those that did not are damaged. The damage is considerably less than that of the Sichuan Earthquake in May 2008, in which 80,000 people were killed, for several reasons. The

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About Social Venture Group

Social Venture Group is a social enterprise registered in Hong Kong and Shanghai. Our mission is to assist individuals, families, businesses and foundations to identify and evaluate strategic charitable opportunities in China. SVG performs due diligence, ongoing monitoring and evaluation of projects to empower donors' giving decisions. We seek to build a community of Chinese and overseas donors for China social sector in the 21st century.

For more information, please visit us at: www.socialventuregroup.com

NGO Interview Children's Art Initiative

*Empowering Beijing's
Migrant Kids*



As Founder and President of Children's Art Initiative (CAI), Judy Shen works with migrant children in Beijing with a mission to promote their development mentally, emotionally, and physically. Through camps and programs that use art and sports to educate and develop character, the organization seeks to uncover the potential in each child. CAI reaches approximately 1000 students each semester through its programs and partnerships with local schools. We spoke with Ms. Shen to learn more about CAI and how it is changing the lives of Beijing's migrant kids.

Q. First, tell us a little about yourself. How did you end up in Beijing, and how did you decide to start CAI?

A. I grew up in New York City. I went to China originally to do some research with the intent of possibly going there to work. I noticed the need especially amongst the large migrant population. I decided to set up a discreet program that I could organize on my own. It was a summer camp in 2006. Over the course of organizing and implementing it I fell in love with the program and decided to stay in China. I have a legal degree and was working in law and working on the project on the side. Eventually, I made a decision to focus completely on the organization to get it off the ground. That was in the middle of 2008 when I started working on this full-time.

Q. How is CAI structured?

A. When I first started, volunteering was so new. People had no idea what it meant. We are still mainly a volunteer based organization with a combination of Chinese and expatriates who come from most of the provinces in China and 20 countries. It's really diverse. Our staff is very small. Our volunteers have various roles that they can take on: coaching sports, teaching arts, helping to coordinate a program at a school, as well as, helping with design, translation, and administrative matters.

Q. CAI is very focused on the character development of children through arts and sports. How did you decide to use these two mediums to help migrant kids?

A. I think it comes from personal experience and what I've seen in the course of my work experience. Much of one person's success is not dependent on education and background it's really about outlook and the character of the person and having passion for whatever he or she is doing that can lead to success in life. So using that as a tenet, how do we instill that in the children and then work backwards? What are the most engaging things for the children to latch on to? Arts and sports.

Q. What were the first CAI camps like and how have your programs evolved since then?

A. For our summer camps we worked with two migrant schools and focused mainly on art. We had music and

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Amity Bakery: Cooking with the Underprivileged *Nanjing's mentally disabled learn valuable skills*

There is a well-known Chinese proverb that says "Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime (授人以鱼莫若授之以渔)."

Founded in Nanjing by Amity Foundation in 2007, Amity Bakery embodies this value by teaching the mentally disabled practical job skills so that they can be self-sufficient.

In China, the general situation for mentally disabled people is less than optimistic. The government has contributed a lot to improving the living standard of its mentally disabled citizens by providing subsidies to help their families care for them, offering rehabilitation training, and other initiatives; however, it still cannot meet the huge demand. According to statistics, only around four percent of mentally disabled people have access to rehabilitation training in China. Most spend their time at home, idle and secluded from society. As a result, society-at-large has little contact with them and has no framework for how to interact with those they do encounter.

With limited opportunities to work and communicate with non-family members, the functional ability of most mentally challenged people gradually deteriorates. At present, the most common training offered to the mentally disabled is for life skills; however, they still lack work skills which leaves them underprivileged and viewed as unimportant by society.

That is where Amity Bakery comes in. In early 2002, Amity Home of Blessings (AHB) started its operations (under the umbrella of Amity Foundation) with a mission to care for and educate mentally disabled people ranging in age from sixteen to forty. AHB's vision is to help mentally challenged people become more integrated into society and even live independently by providing various professional job skills training programs. At the beginning, AHB offered simple handicraft work to students in the program, such as making greeting cards and bookmarks. The students could earn some pocket money by doing this work,

"With limited opportunities to work and interact with non-family members, the functional ability of most mentally challenged people gradually deteriorates."

but this did not create employment opportunities for them. AHB Director Chu Zhaoyu realized that they needed to find a way to give their students practical work experience. Mr. Chu and his staff began researching other organizations that serve the same group of disadvantaged people. They discovered the Hong Kong Baking Association, who readily agreed to offer their expertise and support. Thus, Amity Bakery was born in 2007.

The baking process is an effective way to teach the mentally disabled basic work skills. Most people with significant mental impairment lack motivation and have difficulty adhering to structure on their own. From measuring ingredients to packaging the final product, baking teaches the disabled how a series of simple steps can result in a final product. The repetitive process of recipes also helps them develop working habits. Although this may sound easy for us, it is a breakthrough for the mentally disabled, giving them the tools to enter society and get a job.

AHB also knew the importance of developing the business aspect of Amity Bakery. Before opening the bakery, they did extensive market research in Nanjing and found a great demand in the catering industry for quality baked goods. Although Nanjing has bakeries aplenty, most of them are run by individuals who lack professional experience. Amity's partnership with Hong Kong Bakery Association has given it a great foundation for developing competitive bakeries that produce high quality baked goods.

In 2008, Amity Bakery began supplying its products in a small quantity to other branches of the Amity Foundation and to Three-Self Churches in Nanjing. During holidays, they have provided products for Amity volunteers to give as gifts when they visit orphans and the elderly. Starting in 2009, Amity Bakery began receiving limited orders. One of the biggest successes was Amity Moon Cakes (a traditional snack eaten during the Chinese Mid-Autumn Festival.) Chu plans to expand the bakery's offerings and extend the business in 2010 beyond Amity and its partners.

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Spotlight on Social Enterprise

QiangShow: Ancient Embroidery Hits the Runway & Preserves a Culture

The Qiang minority, known as “the people in the clouds,” inhabit the mountainous areas of the Aba Autonomous Prefecture in Sichuan and are one of the most ancient ethnic groups in China. Yet when the May 12th earthquake struck in Sichuan in 2008, the Qiang people and their culture faced a serious threat. The 300,000 Qiang people living in Sichuan occupied many of the hardest hit areas in the disaster, with an estimated 30,000 of the population perishing.

In response to the devastation, Chengdu-based business-woman Yan Junhui and her friends helped distribute medicine to earthquake victims. As she brought relief to the Qiang people, Yan realized that many of the survivors were in need of employment to rebuild their lives. Yan helped arrange jobs for several of them in Chengdu; however, many of the Qiang people found the transition challenging. Even as a growing number of Qiang people have migrated to the cities for better paying jobs since the 1980s, adjusting to life in the city can be difficult. Leaving their homes in the mountains often means leaving behind traditional customs as well, endangering the culture of the ethnic minority.

Recognizing this issue, Yan looked for another way to bring long-term employment to the Qiang people. From her own experience as the executive director of a handicrafts business, Yan saw a unique and marketable opportunity in the elaborate traditional Qiang embroidery. As a result, with the help of the Jet Li One Foundation, the Red Cross Society of China, and the Chengdu Gao Village Cultural Institute, the Qiang Embroidery Aid Project was born in July 2008. Soon after, the organization established the Qiang Women’s Employment Supporting Center.

Registered as a non-profit organization under the Civil Affairs Bureau of the Aba Autonomous Region, the Qiang Embroidery Aid Project seeks to provide employment opportunities while also promoting the preservation of Qiang culture. For the Qiang people, embroidery is an integral part of their cultural heritage. The handicrafts feature a variety of colorful patterns that decorate their clothing, shoes, scarves and belts. Through the Aid Project, Qiang women are trained in traditional embroidery and use their skills to support their family.

Prior to the earthquake, villagers made their living primarily through farming, raising crops, and livestock. The average hourly wage of an Aba Prefecture villager was 1.7-1.8 RMB (0.25 USD.) Now participants of the project can earn an average of 3 RMB (0.44 USD) per hour. The additional income received helps to pay for daily expenses, support their children’s education, buy farming equipment, and rebuild their homes. Such earnings mean that instead of having to relocate to cities such as Chengdu to find work, many Qiang women can continue living at home.

In just over a year, more than 8,000 Qiang women have participated in the project. At the Qiang Women’s Employment Supporting Center, women are mobilized from quake-hit areas and then provided with training and raw materials for making the embroidery. After working on an embroidery piece, the work is collected and then sewn onto various accessories developed by a design team based in Chengdu, Beijing, and Shanghai. The end products combine the exquisite patterns of traditional Qiang embroidery with modern and fashionable designs.

Since 2009, the Qiang Embroidery Aid Project has been developing its brand name and selling its products under the brand name QiangShow (羌绣).

Through their on-line store on Taobao (China’s version of Ebay), customers can buy a range of trendy, practical, and well-designed items such as purses,

handbags, and notebooks that are all decorated with Qiang embroidery. QiangShow products have attracted many supporters, including the cosmetics company Pond’s, which sponsored a fashion show in Shanghai last July featuring QiangShow merchandise. The products have also been used by the Ministry of Foreign Affairs, as well as, by Chinese President Hu Jintao as special gifts to representatives of other countries. QiangShow intends to build on such recognition and looks to develop itself as a brand with the hope of becoming a financially sustainable organization.

The Qiang Embroidery Aid Project has developed an innovative way for providing economic opportunities to a disaster-stricken people, while helping to preserve the culture of the Qiang minority. As Guo Jianxiu, one of the embroiderers explains, “Making the Qiang embroidery has enabled the Qiang culture to be passed down, while increasing our own income. We have really gained two advantages from doing one thing.” Having learned Qiang embroidery from her mother as a young girl, Guo is now one of QiangShow’s best embroiderers. In the future, the Qiang Embroidery Aid Project hopes to create such meaningful employment for many more women and expand its customer base by exploring other avenues to sell their products.

To purchase QiangShow products online, please visit: <http://qiangxiu.taobao.com> (Site is only available in Chinese.)



“The Qiang minority, known as ‘the people of the clouds’ are one of the most ancient ethnic groups in China.”



Qiang women work on traditional embroidery.

CAI (Continued from Pg 1)



visual arts—drawing, painting, sculpting, photography, dance and arts and crafts. The purpose of it was really to instill confidence in the kids using the medium of art. Teaching the children about self-expression, to be able to communicate better, and to interact with each other and with volunteers. Over the course of two weeks we had about sixty children attend the camps.

For all our programs, the main purpose is character devel-

opment and values based development. For the arts side, for example, we teach technical skills such as how to draw, use a camera, dance, etc. The most important part is that, in the process, teachers facilitate the 4 C's, (see box below) and the children discover these values. It's the same thing with the sports program. These programs instill the values of leadership and teamwork. Also we build in reflection time for the kids so they actually understand the implication of these values in their life.

For our basketball program we decided to focus only on girls for gender equality purposes. We presented the idea when we first launched the program to the schools. They stared at us incredulously. "Why do you want to do this with the girls?" they asked. As the program matured, it was great to see the girls mature with it and to see the development of their personalities. Pretty much all of them were not very inclined towards it, but it was a new activity for them to do, and that's why they participated. By the end of the first semester they didn't want it to end. When we said time to go inside they said, "I'm not cold. I'm not cold. You teachers are weak!" Since this was so successful we're speaking with a football (soccer) association in Beijing to launch a mixed gender team.

Q. With such a transient community as the migrant population, how do you focus your programs to get the most impact?

A. The retention rate is difficult from semester to semester for the schools because generally after Chinese New Year they see a wave of students go home and not come back. We generally maintain an age range of ten to fourteen because they are old enough to understand but are not set yet in their thinking and can still be impacted in what they are learning.

Q. Aside from working directly with children, how do you influence the education they receive?

A. We're going in deeper instead of spreading out too much. Through our Teacher Training Program we introduce a new methodology to teachers, emphasizing character and values, so that knowledge gets transferred to the students. The training covers all subjects: arts, sports, English, math, science, and sports. It's really about improving teachers' classroom management, dynamics, student motivation, personal development and stress management. Usually they jump all over it when we offer it.

Q. What sort of change have you seen in the children as they participate in CAI's programs?

A. There are so many stories of the kids' growth. When we first started there were these two young girls, and they were both very shy and didn't participate very much. Over the course of the summer camp they actually became best friends. It was amazing to see them grow from really shy to initiating by the end of the camp. On the second to last day, one of them sat down with me and started asking me questions. It was surprising to see her take initiative. She asked me what motivated me. It was very mature of her. On the last day she wrote me a letter. She said thank you so much for running this program. I learned so much and had so much fun. I hope that when I grow up I can volunteer to help migrant kids, too. At that period I was exhausted, I was emotionally stressed, and didn't have as much to give. It was so nice to know that CAI was actually having an impact. I don't expect our program will impact every student but if it changes some students, it's really worth it.

Q. What's up next for CAI?

A. We've expanded into Tianjin. We're working with schools with special needs, and we're recruiting volunteers. We're also working on bringing a basketball training program to Shanghai with LeBron James. We're looking at expanding our Teacher Training Program and setting up a center/school potentially for autistic children on the high performing end. A lot of programs have been set up, but the services provided are not sufficient. Additionally, we're working on a fundraiser in Beijing.

For more information contact us at info@socialventuregroup.com.

A Successful Launching of Drinks for a Cause Promoting Charities & Community

SVG's first Drinks for a Cause event debuted on March 25 in Shanghai with a turnout that packed the venue. The event attracted a lively crowd, as people came to enjoy an evening of fun while supporting a worthy cause. Over sixty people, representing those from different networks, professions, and non-profit backgrounds, braved the chilly March evening to support the event. People overflowed onto the balcony and staircase as they mingled and conversed over drinks and canapés.

The event featured Compassion for Migrant Children (CMC) and helped to kick-off the opening of their first Shanghai community center. CMC's Shanghai Coordinator, Grace Nieh, introduced the various programs through which the organization engages with migrant communities. Since 2006, when the first center opened in Beijing, CMC has been dedicated to caring for the children of urban migrant workers and their families by building community centers located in the heart of migrant neighborhoods.

The new Shanghai center builds on the experience gained at its Beijing counterpart with programs that seek "to build a nurturing, creative, and engaging environment for migrant children." Vocational programs, teacher training, and parenting workshops are also offered to help migrants develop the necessary skills for assimilating into a society where they often feel like aliens.

Guests were encouraged to join as volunteers for the organization. Many also purchased CMC's calendars and photographs, depicting the lives of migrants in Beijing and Shanghai.

With the night ending in good spirits, the SVG team celebrated the successful launching of Drinks for a Cause. In the future, SVG looks forward to hosting many more events that give the socially conscious a chance to meet and connect. We look forward to our next event in the fall when we will host our next engaging evening of drinks, interesting people, and philanthropy.

" CAI's Four C's "

Confidence: I can do anything.

Courage: I am not afraid to try.

Commitment: I will keep trying.

Care: I respect others & I respect myself.

Yushu Earthquake (Continued from Pg 1)

Sichuan earthquake was larger and struck an area of the county with a much higher population. Additionally, while significant, the number of deaths in Yushu is less because many herders had already moved from their brick winter residences to the tents where they reside during summer months, according to Newsweek.

In an area where Tibetan Buddhism is a strongly held religious belief, thousands of monks have traveled by foot long distances to offer aid, as well as, to perform religious services and cremate the dead.

The overall reports on damage estimate that ninety percent of the buildings in Jiegu township, the county seat of Yushu, were destroyed, 80% of the area's primary schools and 50% of secondary schools also collapsed. Consequently, most people are sleeping outside. This situation is also concerning due to dramatic shifts in the temperature from day to night and ice storms that endanger the lives of those who have survived.

Supplies have arrived steadily including much-needed tents, blankets, rice, water, and medical aid. Aside from government support, donations have flooded in from

China and around the world with Qinghai's government receiving more than 586 million RMB (85.8 million USD) not to mention donations given to other organizations offering aid. Many of the organizations that provided quake relief for Sichuan have also mobilized to address this disaster.

It is still too soon to assess the long-term damage resulting from the quake, nor the cost of rebuilding Yushu. Traffic jams resulting from the influx of aid and people in the region have delayed some of the progress, and there is fear that restrictions will be placed on who can and cannot assist in relief efforts. With a number of controversies surrounding collapsed schools and the government's earthquake response in the aftermath of the Sichuan earthquake, many in China are paying close attention to the government's actions in Yushu.

As the situation continues to develop, SVG will be looking for opportunities to help support relief and rebuilding efforts. If you are interested in giving to Yushu, please contact us at info@socialventuregroup.com and stay tuned to our blog for more updates.

Amity (Continued from Pg 2)

Currently, the revenue for Amity Bakery is very small, and they still depend largely on outside funding to operate. As they expand and provide more products (they already have twenty varieties of bread, biscuits, and cookies), Chu believes the bakery has the potential to become a self-sustaining social enterprise. Chu explains, "We don't want to win our customers by touching stories of mentally disabled people, but by the excellent service we provide." Chu also said that the core strength of Amity Bakery is its product research and development. Right now, Amity Bakery has two full-time staff that are responsible for training the more than twenty students involved in the program. Once they complete the basic baking skills training and an evaluation, all of them will be eligible to join the Amity Bakery staff.

Chu and his staff have an ambitious year planned for 2010. Staying true to their mission, Amity Bakery will continue to raise public awareness for helping mentally disabled people and creating an amicable environment for them. 2010 will also be a year for market exploration. With help from marketing and business development experts, Amity plans to develop more sales opportunities, expand their customer base, and open their first store in Nanjing. The hope is that Amity Bakery will assist more and more mentally challenged people to be valued in society for their pioneering work.

As Amity Bakery is still in the start-up period, they need financial support to purchase equipment and raw materials for baking. Find out how to help Amity Bakery by contacting us at info@socialventuregroup.com. Also, read our interview with Chu Zhaoyu on our blog.

News from SVG

Greetings to our friends and partners around the world. 2010 has proved to be a year of many earthquakes, and here at SVG we have been watching closely the aftermath of the April 14th earthquake in Yushu, Qinghai province. Please follow us on our blog (<http://blog.socialventuregroup.com>) to hear the latest updates with regards to philanthropy and giving.

We have been keeping very busy here at Team SVG this spring, and we thank you for your continued support. In the last few months, we have welcomed the addition of two family foundations to our roster of clients, as well as, a local fashion design house seeking to have more social impact in the Shanghai community.

We've also launched several initiatives in Shanghai to make it easier for donors to connect with local causes. One such event is our new bi-monthly Drinks for a Cause event, in which we platform a local cause in the community and provide a meeting point for networking and volunteering. Stay tuned for our next event!

We also recently welcomed a new intern to our team, Chris Tsang, who just graduated from Rice University and has been a great addition to our team!

If you are interested in reading more information about the China philanthropy landscape, please subscribe to our blog. We hope you enjoy this issue of our newsletter, and we welcome any feedback or questions you may have for us!

With love,
Grace, Leo, Nora, Renee, Georgia, Chris & Sam



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We'd love to hear from you!

SVG advises foundations, corporations and individuals in making informed giving decisions for maximum social impact in China. We do the research and monitoring so that our clients can rest assured that their donations are truly making a difference.

SVG has gone digital. For more information about SVG or any of the organizations in this newsletter, please email us at info@socialventuregroup.com or visit our website at www.socialventuregroup.com. For up-to-date news on the Chinese philanthropy sector visit our blog blog.socialventuregroup.com and subscribe to our Twitter page at twitter.com/cnphilanthropy.