

上海真爱梦想公益基金会  
**Shanghai Cherished Dream Charity  
Foundation**

截至 2008 年 12 月 31 日 年度报告

**Annual Report**

**For the fiscal year ended December 31, 2008**

## 上海真爱梦想公益基金会基本信息

### Basic Information

#### 1、基金会的成立信息

名称：上海真爱梦想公益基金会

登记证号码：沪民基证字第 0087 号

组织机构代码证号码：50178073-8

成立时间：2008 年 8 月 14 日

有效期限：2008 年 8 月 14 日至 2013 年 8 月 14 日

#### 1. Registration

**Name: Shanghai Cherished Dream Charity Foundation**

**Registration Number: 沪民基证字第 0087 号**

**Organization Code: 50178073-8**

**Date of Registration: August 14, 2008**

**Valid Period: August 14, 2008 to August 14, 2013**

#### 2、基本联络信息

##### Contact Information

地址：中国上海市浦东新区碧波路 572 弄 115 号 3 幢 2 层

Address: 2/F Bldg 3 572 Nong Bibo Road, Pudong New District, Shanghai, China

邮政编码：201203

Zip Code: 201203

联系电话：021-50270825

Telephone: 021-50270825

电子邮箱：service@adream.org

Email: service@adream.org

网站：www.adream.org

Website: www.adream.org

官方微博：http://adream07.blog.sohu.com/

Official Blog: http://adream07.blog.sohu.com/

开户银行：招商银行上海分行新客站支行

Bank: Xin Ke Zhan Sub-branch, Shanghai Branch, China Merchants Bank

审计师：上海上会会计师事务所

Auditor: Shanghai Certified Public Accountants

会计师：上海锦瑞会计师事务所

Accountant: Shanghai Jinrui CPAs & Co.

法律顾问：广东华商律师事务所 孙阳律师

大成律师事务所上海分所

Legal Advisor: Sun Yang, Attorney at Law, China Commercial Law Co.

Shanghai Office of Dacheng Law Offices

#### 3、发起人、理事会和监事会

Founders, the Board of Directors (the Board), and the Supervising Committee (the Committee)

### 潘江雪

上海真爱梦想公益基金会发起人，理事长  
真爱梦想中国教育基金创始人，理事会主席  
曾任香港招商证券董事，汇丰晋信基金管理公司教育网站总监

Pan Jinagxue

Founder, Chairperson of the Board, Shanghai Cherished Dream Charity Foundation

Founder, Chairperson of the Board, Cherished Dream China Education Foundation

Former Director, China Merchants Securities (Hong Kong) Co., Ltd.

Former Director, Educational Website of HSBCJT Fund Management Co., Ltd.

### 吴冲

上海真爱梦想公益基金会发起人，理事、秘书长  
真爱梦想中国教育基金创始人，理事  
曾任国泰君安证券收购兼并部总经理，兴安证券副总裁，CHARDAN CAPITAL LLC 董事总经理

Wu Chong

Founder, member of the Board, secretary-general, Shanghai Cherished Dream Charity Foundation

Founder, member of the Board of Directors, Cherished Dream China Education Foundation

Former General Manager, M&A Department, Guotai Jun'an Securities Co., Ltd.

Former Vice President, Xing An Securities Co., Ltd.

Former Managing Director, Chardan Capital LLC

### 王吉绯

上海真爱梦想公益基金会发起人，理事  
真爱梦想中国教育基金理事  
现任北京资和信担保有限公司董事长，中国人民大学商学院经济管理学院客座教授

Wang Jifei

Founder, member of the Board, Shanghai Cherished Dream Charity Foundation,

Member, the Board of Directors, Cherished Dream China Education Foundation

Chairman, Beijing Property & Credit Guarantee Co., Ltd.

Adjunct Professor, Economics and Management School, Renmin University of China

### 刘蔓

上海真爱梦想公益基金会发起人，理事，筹款委员会主席  
真爱梦想中国教育基金执委会委员  
现任中国国际金融公司销售交易部执行总经理

Liu Man

Founder, member of the Board, Shanghai Cherished Dream Charity Foundation

Member of the Board of Directors, Chairwoman of the Fund Raising Committee, Cherished Dream China Education Foundation

Executive Director, Sales & Trading Department, China International Capital Co., Ltd.

### 杨威

上海真爱梦想公益基金会发起人、理事  
曾任平高电器股份有限公司副总裁

Yang Wei

Founder, member of the Board, Shanghai Cherished Dream Charity Foundation  
Former Vice President, Henan Pinggao Electric Co., Ltd.

### 史俊明

上海真爱梦想公益基金会理事  
现任大成律师事务所上海分所 合伙人

Member of the Board, Shanghai Cherished Dream Charity Foundation  
Partner, Shanghai Office of Dacheng Law Offices

### 沈至诚

上海真爱梦想公益基金会监事、党建联络人  
曾任上海色织七厂厂长兼党委书记

Shen Zhicheng

Member of the Supervisory Committee, Shanghai Cherished Dream Charity Foundation,  
Contact person for Communist Party Affairs  
Former President and secretary general of the factory committee of the Communist Party, the  
7th Shanghai Colored Textile Factory

### 杜文君

上海真爱梦想公益基金会监事  
现任国泰君安创新投资有限公司投资总监

Du Wenjun

Member of the Supervisory Committee, Shanghai Cherished Dream Charity Foundation  
Director for Investment, Guotai Jun'an Securities Co., Ltd.

### 朱晨迪

上海真爱梦想公益基金会理事会秘书  
现任绿叶制药集团（新加坡上市公司）CFO 助理

Zhu Chendi

Secretary of the Board, Shanghai Cherished Dream Charity Foundation  
Assistant to the CFO of Luye Pharma Group Limited (Singapore public company)

## 4、其他管理人员

### Other Executive Officers

#### 张薇

真爱梦想中国教育基金理事，执委会委员。  
现任中信银行信用卡中心财务部总经理。

Zhang Wei

Member of the Board of Directors, member of the Executive Committee, Cherished Dream  
China Education Foundation

Finance Manager, Credit Card Unit, CITIC Bank

#### 赵德强

上海真爱梦想公益基金会财务总监  
现任上海锦瑞会计师事务所 合伙人

Zhao Deqiang

CFO, Shanghai Cherished Dream Charity Foundation  
Partner, Shanghai Jinrui CPAs & Co.

#### 马富强

上海真爱梦想公益基金会市场总监  
现任上海良谋商务咨询有限公司总经理

Ma Fuqiang

CMO, Shanghai Cherished Dream Charity Foundation  
President of Master Consulting (China), Inc.

#### 林嵘

上海真爱梦想公益基金会深圳地区总监  
现任国泰君安证券收购兼并总部助理董事

Lin Rong

Regional Supervisor (Shenzhen), Shanghai Cherished Dream Charity Foundation  
Assistant Director, M&A Department, Guotai Jun'an Securities Co., Ltd.

#### 陈艺

上海真爱梦想公益基金会成都地区总监  
现任职于四川大学学生工作部

Chen Yi

Regional Supervisor (Chengdu), Shanghai Cherished Dream Charity Foundation  
Staff member, Student Affairs Department, Sichuan University

## 5、基金会的基本原则

### Principles of the Foundation

#### a) 帮助愿意自助之人。

**Aid those who are willing to empower themselves**

#### b) 慈善行为需要引入商业化管理思想。

**Charities require corporate management beliefs**

#### c) 倡导“非牺牲的公益原则”。

**Promote “Non-sacrificial Charity Principle”**

## 6、基金会慈善项目描述

### Overview of the Foundation Projects

#### a) 梦想中心项目：

以标准化模式为乡村学校建设风格独特的电脑、图书、多媒体互动教室——“梦想中心”，希望孩子们在充满现代感和活跃气氛的环境中不仅能够开阔视野，更可以产生对知识的尊重，享受学习的乐趣。我们希望在 2008~2012 年间至少投入 2000 万元捐赠

建设 230 间连锁管理的“梦想中心”。

**a) Dream Center Project:**

Building computers, books, and multimedia interactive classroom in the unique style by a standardized model for rural schools – “Dream Center”. And we hope children in a modern and dynamic atmosphere environment can not only broaden their horizons, but also have respect for knowledge and enjoy the fun of learning. We hope to invest at least 20 million yuan donated in building 230 chained “Dream Center” in the next five years.

从前的教室与图书室:

classroom and library before renovation:



-上海知见小学教室

-Classroom of Shanghai Zhijian Primary School



—上海知见小学原有图书馆



—建设中的“梦想中心 11 号”

—No. 11 Dream Center under renovation



—正在上课的“梦想中心”

—Dream Center in class





-欢乐的“梦想中心 7 号”：四川地震灾区苍溪县五龙镇小学的同学  
-**The Joyful No. 7 Dream Center (Wulongzhen Primary School, Cangxi County, Sichuan, in the area strike by the earthquake)**



—明亮的梦想中心 1 号：马尔康县第二中学  
— **The Bright No. 1 Dream Center (No. 2 Middle School of Barkam County)**



- 有阁楼设计的梦想中心 8 号：苍溪县特殊教育学校
- **The No. 8 Dream Center with an attic design (Special Education School of Cangxi County)**

**a) 梦想领路人项目：The Dream Leader Project:**

与华东师范大学课程与教学研究所合作开发以“创新、多元、宽容”为价值诉求的“梦想课程”，并以此课程系统为核心，开展一系列对乡村地区基层教师的专业培训。期望通过对教师视野和理念的提升，在“梦想中心”覆盖的乡村学校中推广充满乐趣的互动式素质教育。在此基础上，我们希望陆续引入更多的教育产品进入“梦想中心”的“知识连锁店”系统，为乡村基础教育提供更广泛的内容选择。

We cooperate with the Course and Teaching Research Institute of East China Normal University in developing “Dream Curriculum.” The courses feature innovation, diversity, and tolerance. Based on this curriculum, we developed a series of professional training courses, designed to enrich the visions and ideas of the teachers from the rural areas. We promote this cheerful interactive Essential-Quality-Oriented (EQO) Education through our Dream Centers in rural schools. Through this platform, we hope to continually introduce more educational products to the Dream Center “Knowledge Franchise” and to provide rural primary education with more content choices.





-2008 年 9 月在华师大课程与教学研究所参与“梦想领路人”培训  
- the Foundation sponsored “Dream Leader” training program in the Research Institute for Curriculum and Education from East China Normal University (Sept. 2008)



-2008 年 9 月在四川马尔康县举办的“梦想领路人”培训  
- “Dream Leader” training in Barkam County, Sichuan Province (Sept. 2008)



——2008 年 12 月梦想中心 7 号开业活动  
- Opening ceremony for No. 7 Dream Center (Dec. 2008,)

报告正文: **Annual Report:**

一、 经审计会计数据和业务数据摘要

**1. Financial and Operating Highlights**

资产负债表	单位 RMB
<b>流动资产</b>	
现金及现金等价物	<b>3,555,337.41</b>
应收款项	269,376.64
预付账款	55,567.00
<b>流动负债</b>	
应付款项	46,432.50
<b>基金净资产</b>	<b>3,833,848.55</b>

<b>Balance Sheet</b>	<b>Currency: RMB</b>
<b>Current Assets</b>	
Cash and Cash Equivalent	<b>3,555,337.41</b>
Account Receivable	269,376.64
Prepaid Expense	55,567.00
<b>Current Liabilities</b>	
Account Payable	46,432.50
<b>Net Assets of the Foundation</b>	<b>3,833,848.55</b>

业务活动表	单位 RMB
<b>收入</b>	
捐赠收入	4,180,966.40
其他收入	8,262.03
<b>收入合计</b>	<b>4,189,228.43</b>
<b>支出</b>	
慈善捐助支出(*附注 1)	329,157.38
其中:梦想中心项目	288,966.38
梦想领路人项目	40,191.00
行政及其他运营支出	26,222.50
<b>支出合计</b>	<b>355,379.88</b>
总支出占总收入的比例	9.3%
行政支出占总支出的比例	7.4%

<b>Income/Expense</b>	<b>Currency RMB</b>
<b>Income</b>	
Donation Income	4,180,966.40
Other Income	8,262.03

<b>Total Income</b>	<b>4,189,228.43</b>
<b>Expenses</b>	
Charity project Expenses (*Note 1)	329,157.38
Dream Center Project	288,966.38
Dream Leader Project	40,191.00
Administration and other operation expenses	26,222.50
Total Expenses	355,379.88
Total Expenses/Total Income	9.3%
G&A/Total Expenses	7.4%

**附注 1:** 其中未包括本年度从上海希望工程-真爱梦想专项基金中支出的 221,937.41 元, 上述款项全额用于“梦想中心”项目建设。

Note 1: the expenses do not include the amount of RMB 221,937.41, paid out from the Shanghai Project Hope -Cherished Dream Special Fund account. The above amount was entirely used for Dream Center construction projects.

该账户系 2007 年 11 月 28 日由本基金会的关联单位“真爱梦想中国教育基金”与上海希望工程办公室签订协议, 由香港注册的真爱梦想中国教育基金捐资, 设立在上海希望工程所属账户下的专项基金账户。上述协议约定该账户完全用于“梦想中心”项目。

The account was set up pursuant to the agreement entered into on Nov. 28, 2007, between the Cherished Dream China Educational Foundation and Project Hope Shanghai Office, which stipulated that funds from the Cherished Dream China Educational Foundation (Hong Kong), an affiliate of this foundation, would be funneled into a special account owned by Project Hope Shanghai Office. The funds in that special account are to be used exclusively for Dream Center construction projects.

根据香港真爱梦想中国教育基金理事会决议, 已授权本基金会行使对该专户资金的使用权。此专户截止报告期末余额为 792,297.19 元, 虽然基于通用会计准则并不列入基金会账目, 但属于基金会有效的可动用慈善财务资源。

若包括该账户, 则 2008 年度, 用于“梦想中心”项目的总支出为 510,903.79 元, 用于慈善捐助总支出为 551,094.79 元, 年度总支出为 577,317.29 元。**公益活动支出占当年总支出的比例为 95.46%。**

The board of directors of the Cherished Dream China Educational Foundation (Hong Kong) has passed a resolution to authorize this Foundation the use the funds in that special account, which has a balance of RMB 792,297.19 by the end of this reporting period. Hence, although the special account was not consolidated into the financial statements of the Foundation, because of the rules of GAAP, the funds in that account is utilizable by the Foundation as a matter of fact.

When funds from that special account are included, the total operating expenses for Dream Center Projects in 2008 were RMB 510,903.79, of which RMB 551,094 was used for making charitable donations. Total annual expenses were RMB 577,317.29. **Charity project expenses account for 95.46% of the total expenses.**

截至报告期，该账户收支情况见下表：（由上海希望工程办公室提供，未经审计）

As of the end of the reporting period, the income and expenses of the accounts is listed in the following table: (provided by Shanghai Project Hope Office, unaudited)

2008年希望工程-真爱梦想专项基金用款对账单

时间	金额	供应户名	开户行及账号	备注
2008-9-25	16,610.00	成都市武侯区泰源现代办公家具厂	农业银行四川省分行成都武侯太平寺支行822101040004857	书柜一期采购款
2008-9-25	12,410.00	双流县新高新家具厂	成都市武侯区簇桥信用社021203000120010016690	一期阅读桌椅
2008-10-27	17,500.00	金霞装饰工程有限公司	中国建设银行阿坝分行 账号51001798608059000074	工程队首付款
2008-11-16	31,500.00	成都市武侯区泰源现代办公家具厂	成都市武侯农行太平寺支行 822101040004857	书柜二期采购款
2008-11-17	11,814.00	成都市武侯区三勇钢木家具太平园经营部	成都信用社南郊联社城南分社 20010002010	二期阅读桌椅
2008-11-18	41,400.00	上海亿腾计算机科技有限公司	招商银行徐家汇支行 096 929 288 6474 1001	梦想中心电脑
2008-12-17	15,000.00	金霞装饰工程有限公司	中国建设银行阿坝分行 账号51001798608059000074	苍溪特教二期工程款
2008-12-17	32,316.03	上海杨树文化传播有限公司	工商银行静安寺支行 账号1001255309206885015	涪陵二期书采购
2008-12-18	13,420.38	北京当当网信息技术有限公司	中国光大银行北京安定门支行 087511120100302161203	当当图书采购
2008-12-30	29,967.00	金霞装饰工程有限公司	中国建设银行阿坝分行 账号51001798608059000074	苍溪特教三期工程款
合计				
截至2008年12月31日				
希望工程真爱梦想专项基金余额		¥792,297.19		
备注： 一期工程：马尔康卓尔基、沙尔宗、草登、龙尔甲 苍溪五龙 二期工程：金川沙尔 安县文星阁 苍溪特教				

## 二、 捐助人和专业支持者信息

### 2. Information on Donators and Professional Supporters

发起人	原始基金 (RMB)	备注
王吉绯	700,000	原始基金
潘江雪	731,765.39	原始基金
吴冲	306,353.16	原始基金
刘蔓	216,138.83	原始基金
杨威	100,000	原始基金
合计	<b>2,054,257.38</b>	
捐赠人	金额 (RMB)	备注
朱女士 (隐名捐款)	1,000,000	非限定性捐赠



沈黎	500.00	非限定性捐赠
梁颖妍	2,000.00	非限定性捐赠
卞丹阳	1,000.00	非限定性捐赠
潘晓瑞	592.20	非限定性捐赠
朱英伟	10,000.00	非限定性捐赠
腾讯公益慈善基金会	60,000.00	限定性捐赠
万定山	1,000.00	非限定性捐赠
交银施罗德基金管理有限公司	160,000.00	限定性捐赠
金旭	100,000.00	限定性捐赠
马湛	1,000.00	非限定性捐赠
陈一心家族基金会	65,237.00	限定性捐赠
胡俊华、俞敏	600.00	非限定性捐赠
范艳瑾	1,000.00	非限定性捐赠
李弘	10,000.00	非限定性捐赠
张纳	2,100.00	非限定性捐赠
法国兴业银行（中国）	233,152.80	限定性捐赠
深圳“拥抱地球日”义卖	18,555.00	非限定性捐赠
合计	1666,737.00	
<b>实物捐赠（未经过社会中介机构非货币性资产公允价值证明）</b>	<b>金额（RMB）</b>	<b>备注</b>
成都圣象木业有限公司	82,471	梦想中心地板捐赠
阿克苏诺贝尔太古油漆有限公司	61,244	梦想中心涂料捐赠
丹尼斯克（中国）有限公司	42,672	梦想中心电脑捐赠
李艳丽	2,000	梦想中心图书
合计	188,387	

<b>Founder</b>	<b>Initial Fund (RMB)</b>	<b>Note</b>
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Wang Jifei	700,000	Endowment Fund
Pan Jiangxue	731,765.39	Endowment Fund
Wu Chong	306,353.16	Endowment Fund
Liu Man	216,138.83	Endowment Fund
Yang Wei	100,000	Endowment Fund
<b>Total</b>	<b>2,054,257.38</b>	
<b>Donator</b>	<b>Amount (RMB)</b>	<b>Note</b>
Ms. Zhu	1,000,000	Non-restrictive Donation
Shen Li	500.00	Non-restrictive Donation
Liang Yinyan	2,000.00	Non-restrictive Donation
Bian Danyang	1,000.00	Non-restrictive Donation
Pan Xiaorui	592.20	Non-restrictive Donation
Zhu Yinwei	10,000.00	Non-restrictive Donation
Tencent Charitable Foundation	60,000.00	Restrictive Donation
Wan Dingshan	1,000.00	Non-restrictive Donation
Bank of Communication Schroeder Fund Management Ltd.	160,000.00	Restrictive Donation
Jin Xu	100,000.00	Restrictive Donation
Ma Zhan	1,000.00	Non-restrictive Donation
Chen Yixin Family Foundation	65,237.00	Restrictive Donation
Hu Junhua, Yuming	600.00	Non-restrictive Donation
Fan Yanjin	1,000.00	Non-restrictive Donation
Li Hong	10,000.00	Non-restrictive Donation
Zhang Na	2,100.00	Non-restrictive Donation
Societe Generale(China)	233,152.80	Restrictive Donation
Shenzhen "Hug the Earth" charitable sales	18,555.00	Non-restrictive Donation
Total	166,737.00	

In-kind Donations (fair market value not verified by intermediary institutions)	Amount (RMB)	Note
Chengdu Power Dekor Wood Limited	82,471	Dream Center floor donation
Akzo Nobel Swire Paints Ltd.	61,244	Dream Center paint donation
Danisco (China) Ltd.	42,672	Dream Center PC donation
Li Yanli	2,000	Dream Center books
Total	188,387	

支持机构与个人	支持内容/项目	期限
吴宏宇 北京师范大学珠海分校 总工程师	室内设计顾问	长期
Blair Pickerell 摩根斯坦利资产管理 (MSIM) 亚太区 CEO	发展策略顾问: 策略发展	长期
华东师范大学课程与教学研究所	教育咨询顾问	5 年
北师大珠海分校—香港浸会大学 联合国际学院 (UIC)	教育咨询顾问	长期
崔允漦 华师大课程与教学研究所所长	高级教育顾问	长期
四川阿坝马尔康县教育局	梦想中心与师资培训合作机构	长期
四川阿坝州教育局	梦想中心与师资培训合作机构	长期
四川广元苍溪县教育局	梦想中心与师资培训合作机构	长期
法国兴业银行	梦想中心捐款人	3 年
腾讯公益慈善基金会	战略合作、梦想中心设施赞助人	5 年
交银施罗德基金管理有限公司	梦想中心捐款人	1 年
成都圣象木业有限公司	木地板捐赠	1 年
奥图包装运输有限公司	募捐物资包装运输商	长期
顺丰速运集团公司	速运合作商	1 年
广东德邦物流有限公司	物流运输合作商	3 年
国泰基金管理有限公司	办公家具捐赠人	一次 性
汕头市潮南区和兴印刷厂	印刷加工服务捐赠	1 年
深圳市世联行房地产经纪有限公司	募捐活动支持连锁网络	5 年
上海希望工程办公室	项目合作与图书支持机构	2 年
上海张江高科技园区开发股份有限公司	办公室场地提供与公益合作伙伴	3 年
上海韬图动漫科技有限公司	办公室场地提供	1 年
大成律师事务所	常年法律顾问服务	1 年

广东华商律师事务所	法律顾问服务	长期
上海锦瑞会计师事务所有限公司	财务顾问、会计师	1 年
上海上会会计事务所	审计服务	1 年
上海悠悠理财信息科技有限公司	网站开发商	长期
乐信网络策划公司	网站设计商	2 年
用友软件深圳分公司	财务软件提供商	长期
四川大学	志愿者服务团队	1 年
北京大学深圳 MBA 班	志愿者服务团队	长期

<b>Institution and Individual</b>	<b>Content/Project Supported</b>	<b>Duration</b>
Wu Hongyu, Chief Engineer Zhuhai Branch, Beijing Normal University	Indoor design consultant	Permanent
Blair Pickerell CEO, Asia-Pacific, Morgan Stanley Investment Management	Development strategy consultant: Strategic development	Permanent
East China Normal University Course and Teaching Research Institute	Educational consultant	5 years
Beijing Normal University-Hong Kong Baptist University United International College (UIC)	Educational consultant	Permanent
<b>Yunhuo Director</b> , Course and Teaching Research Institute, East China Normal University	Senior Education Consultant	Permanent
Educational Affairs Office, Barekang Township Authority, ABa County, Sichuan Province	Partner for Dream Centers and teachers training	Permanent
Bureau of Educational Affairs, Aba County, Sichuan Province	Partner for Dream Centers and teachers training	Permanent
Bureau of Educational Affairs, Guangyuan Cangxi County, Sichuan Province	Partner for Dream Centers and teachers training	Permanent
Societe Generale	Donator of Dream Centers	3 years
Tencent Charitable Foundation	Strategic partner, donors of facility for the Dream Centers	5 years
Bank of Communication Schroeder Fund Management Ltd.	Donator for the Dream Centers	1 year
Chengdu Power Dekor Wood Limited	Donator of wood floor	1 year
OTTO PACKING & TRANSPORT CO., LTD	Donator of package and transportation services	Permanent
Shunfeng Express Group	Express delivery service partner	1 year
Guangdong Deppon Transportation Company	Transportation partner	3 year

Guotai Fund Management Co., Ltd.	office furniture donator	One-time
Shantou City Chaonan District He Xing Printing Plant	donator of printing service	1 year
World Union Real Estate Consultancy (Shenzhen) Ltd.	chain network for fund raising	5 years
Shanghai Project of Hope Office	partner and supporting institute	2 years
Shanghai Zhangjiang Hi-Tech Park Development Co., Ltd.	office space donor and charity partner	3 year
Shanghai Taotu Animation Technology Co., Ltd.	office space donor	1 year
Dacheng Law Offices	legal adviser	1 year
CHINA COMMERCIAL LAW CO.	legal adviser	Permanent
Shanghai JINRUI CPAs & Co.	Accounting adviser	1 year
<b>Shanghai Certified Public Accountants</b>	Auditing service provider	1 year
Shanghai YoYo Wealth Management Information and Technology Co., Ltd.	Website developer	Permanent
Lexad Internet Marketing	Website designer	2 year
UF software Shenzhen Branch	Financial software provider	Permanent
<b>Sichuan University</b>	Volunteer team	1 year
<b>Peking University MBA Class (Shenzhen)</b>	Volunteer team	Permanent

**附：**基金会收到图书、杂志等捐赠约 1.35 万册，文具用品约 1500 件，音像多媒体制品若干，由于捐赠物品新旧程度不一，难以确定其公允价值，均未入账。

**Note:** The Foundation received approximately 13.5k books and magazines, 1500 school stationeries and some audio/visual products. Because these donations are of varied conditions, it is difficult to assess their fair value. None of them are booked.

### 三、 捐款支出信息 **Donation Expenses**

本年度新建“梦想中心”9间，其中8间位于四川省，1间位于上海浦东新区川沙镇。四川省马尔康县草登乡中心校：位于马尔康县城西北85公里的草登乡代基村，共有学生367人，以藏族农牧民学生为主，教师19人。

This year, we built nine Dream Centers. Eight of them are in Sichuan Province and one in Chunsha County, Shanghai Pudong New District. The central school of Daiji village in Caodeng area of Barkam County, Sichuan Province, is located in Daiji village, 85km to the northwest of the Barkam County. The school has 367 students. Most of them are from families of Tibetan farmers and herdsman. The school has 19 teachers.





四川省马尔康沙尔宗九年一贯制学校：位于马尔康县城以北 78 公里的沙尔宗乡，共有学生 337 人，以藏族农牧民学生为主，教职员工 28 人。

The 9-year school for the Sha Er Zong area in Barkam County, Sichuan Province, is located in Sha Er Zong village, 78km north of the county seat. The school has 337 students. Most of them are from Tibetan farmers or herdsmen families. The school has 28 teachers and administrative staffs.



四川省马尔康县龙尔甲中心校：位于距离马尔康县城 78 公里的山区，共有学生 187 人，以藏族农牧民学生为主，教师 15 人。

The central school for Long Er Jia in Barkam County, Sichuan Province, is located in a hilly area, 78km from the county seat. The school has 187 students. Most of them are from Tibetan families. The school has 15 teachers.



四川省马尔康县卓克基中心校：地处国道 317 线和省道 210 线的交汇处，全寄宿制乡镇完小，共有 132 名学生，以藏族学生为主，教师 23 名。

The Zhuo Ke Ji central school in the Barkam County, Sichuan Province, is located at the intersection of the National Highway 317 and the Provincial Highway 210. It is a boarding village primary school, with 187 students. Most of the students are Tibetan. The school has 23 teachers.



四川省金川县沙耳中学：位于金川县县城 90 公里外，学生 480 人，学生大部分为高半山的农牧民子弟，以藏族学生为主，教师 48 人。

The Sha Er middle school of Jin Chuan County, Sichuan Province, is located 90km from the county seat. The school has 480 students. Most of them are Tibetan, from farmers' families. The school has 48 teachers.



四川省安县文星阁小学：位于绵阳市安县新县城（完小），共有学生 923 人，汉族学生为主，教职员 62 人。

The Wen Xing Ge primary school in An County of Sichuan Province is located in Mian Yang City, in the new seat of the An County. It has 923 students. Most are of Han ethnic background. The school has 62 teachers and administrative staffs.



四川省苍溪县五龙小学：位于县城 22 公里之外，共有学生 1000 多人，以汉族学生为主，教职工 66 人。

The Wu Long primary school in Cang Xi County of Sichuan Province is located 22km from the county seat. The school has more than 1000 students. Most of them are of Han ethnic background. The school has 66 teachers and administrative staffs.





四川省苍溪县特殊教育学校：位于广元市苍溪县城内，是一所集普通教育、特殊教育为一体的综合性学校，以汉族学生为主，在校学生 1156 人，其中残疾学生 146 人，有教职工 63 人。

The Special Education School for Cang Xi County of Sichuan Province is located in the county seat.

The school offers both normal and special education. It has 1156 students, 146 of them with disabilities. Most of the students are of Han ethnicity. The school has 63 teachers and administrative staffs.



上海浦东新区民办知见小学：位于浦东新区川沙新镇道新村 9 队，共有学生 660 人，以安徽、四川民工子弟为主，教职员工 42 名，其中教师 30 名。

The Jian Zhi primary school in Pudong new district, Shanghai, is located in Dao Xin village, Chuan Sha township in Pudong new district. The school has 600 students. Most of them are children of rural migrant workers from An Hui and Sichuan Provinces. It has 30 teachers and 12 administrative staffs.



截至本报告期末，基金会为上述 9 间“梦想中心”已支付成本约 51 万，其余工程尾款、未结运费、部分图书采购费用，工程人员薪酬成本等约 10 万元尚未在本年度入账。另外，由合作伙伴捐赠的长途运输、募集图书、文具等实物及服务形态的成本均未计入帐目。

As of the end of the reporting period, the Foundation has spent over RMB 510k for the above nine Dream Centers. Another RMB 100k, including remaining project payments, freight costs, part of the expenses for purchasing books, and salary expenses for the engineering staffs, has not been

booked in the reporting period; nor has expenses associated with long-distance transportation, book collection, purchase of stationeries and certain provision of services.

截止报告期末，建设完成的“梦想中心”达到 11 间，覆盖学生总数约 5800 人，惠及教师近 400 人。

As of the end of the reporting period, a total of 11 Dream Centers have been built, as many as 5800 students and 400 teachers are currently benefiting from our investments.

2008 年 9 月，本基金会和马尔康教育局联合举办了“梦想领路人”第一次培训，由华东师范大学课程与教学研究所副所长崔允灏教授和申宣成博士主讲。培训为期两天，有来自马尔康、苍溪、金川等地的约 250 名教师参加。培训总支出约 4 万元人民币。

In September 2008, this Foundation and the Barkam Department for Education Affairs jointly conducted the first "Dream Leader" training program. Professor Cui Yunhuo, deputy head of the Institution for Course and Teaching Method Research from East China Normal University, and his colleague, Dr. Shen Xuancheng, gave lectures for the training program. A total of 250 teachers from Barkam, Cangxi, Jinchuan, and some other counties participated in the two-day training program. The total expenditure for this training program was round RMB 40,000.

基金会本年度行政费用 26220 元，仅为总支出的 7.4%，主要是基金会开办费用、新搬迁办公室的费用及在北京、深圳、香港开展活动的差旅费。本年度内，基金会没有向任何管理人员和雇员支付薪酬，唯一一名工程经理的薪酬暂时由真爱梦想中国教育基金代为支付。

Administrative and other operational expenses account for a mere of 7.4 percent of the foundation's total expenditure. Most of the expenses involve the foundation establishing costs, office relocation costs, and business travels expenses in Beijing, Shenzhen, and Hong Kong. In the reporting period, no compensation was paid to the management and other supporting staffs. The only salaried staff is a project manager. His salary payment is currently borne by Cherished Dream China Education Foundation.

2008 年度上海韬图动漫科技有限公司无偿为基金会提供了办公场地，并承担了几乎全部的办公室水电、网络、电话、办公耗材等费用，但该公司已于 2009 年 2 月中旬搬迁，基金会于 2009 年 2 月 12 日搬入由上海张江高科技园区开发股份有限公司提供的新办公室。2009 年度，本基金会新增两名受薪雇员，加之新办公室费用增加，预计行政费用比例有可能提高。因循相关法规的约束，该比例应该不超过基金会年度总支出的 10%。

For 2008, office space was donated by Taotu Animation Technology Co., Ltd. The company also bore almost entirely the Foundation's utility costs, including water, electricity, internet, and telephone, and it also donated office supplies. After Taotu moved to a new location, the Foundation relocated on February 12, 2009, to a new office building with office space donated by Shanghai Zhangjiang Hi-Tech Industrial Park Development Co., Ltd. In 2009, the Foundation will have two additional salaried employees. The foundation incurs more costs after moving to the new office, the share of administrative costs in 2009 is expected to increase. We are mindful that, under current law, the share of administrative costs in total expenditures for this Foundation may not



exceed 10%.

#### 四、 理事会报告

#### 4. Board Report

过去的 2008 年注定因为两件事而在历史中定格出永恒的凝重：一场夺去了近 10 万生命的大地震和一场影响了数十亿人生活的金融危机。而这些苦难唤醒的良知，可能正是我们通往一个新世界的钥匙。

Two tragedies caused the year of 2008 to become forever a page of gravity in history. Near 100,000 lives were lost in the Wen Chuan earthquake; while the financial crisis is affecting the lives of billions of people worldwide. The awakened conscience will perhaps be our key to a new era.

对于新生的真爱梦想，无论是基金会还是我们的每一个成员也都被这两桩事件深深地影响。面对人力无法阻挡的狂澜，我们也无可避免地要背负着各自的痛苦、压力，挽起手，一起努力用正确的方式去做我们认为正确的事情。

For the newly born Cherished Dream, both the Foundation and its staff members have been affected deeply by the two incidents. Faced with the unpredictable tragedies, we have no other choice but to endure our own pain and stress, and to work gather for the right things in what we believed to be the right approach.

##### （一） 报告期工作简述

##### Part 1. Operation Review

#### 1、 完成国内法律结构的建立

##### 1. Establishment of Domestic Legal Structure

继 2007 年 10 月在香港完成真爱梦想中国教育基金有限公司的基础上，2008 年 6 月，该基金获得香港税务局批准，成为香港免税慈善团体。2008 年 8 月 14 日，经上海社团管理局和民政局批准，上海真爱梦想公益基金会成立。这标志着我们作为非公募基金会的法人主体的确立，法律结构已在香港和国内建立完善。

Following establishing Cherished Dream China Education Foundation Co., Ltd. in Hong Kong in October 2007, that Foundation (Hong Kong) was approved by Hong Kong Inland Revenue Department as a tax-exempt charitable organization in June 2008. Upon approval by the Shanghai Society Bureau and the Civil Affairs Bureau, Shanghai Cherished Dream Charity Foundation was legally established on August 14, 2008. This marked the formation of the legal person for our privately funded charity foundation and the completion of the legal construction in both Hong Kong and Mainland.

#### 2、 项目执行情况

##### 2. Projects Execution

1) “梦想中心”建设 DIY 模式试点成功，建设数量超过预期，建设成本大幅下降。

1) The experiment with the "Dream Center" DIY construction model was successful. More Dream Centers have been built than we expected due to large reduction in construction costs.

2008 年共新建 9 间“梦想中心”，8 间位于四川，1 间是作为“梦想课程”实验点的上海知见小学（位于浦东新区川沙镇的民工子弟学校）。在 5.12 地震的 1 个月后，我们立即开始进行四川“梦想中心”的实地选点考察工作。考虑到汶川地震灾后学校的急切需求，我们不仅在“梦想中心”建设数量上，从原计划 5 间扩大到 8 间；而且选点范围从阿坝州马尔康县，扩展到金川县和地震重灾区广元市苍溪县和绵阳市安县。由于余震不断，道路交通不顺畅，施工期从 10 月分批次开始，延续到 2009 年 1 月底，9 间“梦想中心”基本完工。今已建成的“梦想中心”总数达到 11 间。2008 年建设的 9 间“梦想中心”中，得到了大量企业和个人的援助，其中“梦想中心”内木地板均由成都圣象木业有限公司赞助，油漆涂料由阿克苏诺贝尔太古油漆公司赞助（多乐士）。香港陈一心家族基金会赞助了每个“梦想中心”采购部分新书的款项。

In 2008, a total of nine new "Dream Centers" were built. Among them, eight are in Sichuan province, and one in Shanghai Zhijian Primary School (a school located in Chuansha Town of the Pudong New District, mostly for children of migrant workers), which is used for experiment with the "Dream Curriculum". One month after the 5.12 earth quake, we immediately began to inspect our Sichuan "Dream Centers". Mindful of the urgent needs from schools after the Wenchuan earthquake, our original plan to build five "Dream Centers" was later expanded to eight; we also expanded the sites from Barkam Aba county to Jinchuan County and the Cangxi County of Guangyuan City; and An County of Mianyang City. Because of the continual aftershocks, road traffic was slow. Construction started in October. By the end of January, 2009, nine "Dream Centers" were almost completed, bringing the total of the completed Dream Centers to 11. When building the nine "Dream Centers" in 2008, we received support from many individuals and corporations. For example, Chengdu Power Dekor Wood Ltd. donated the wooden floor for the "Dream Centers;" Akzo Nobel Swire Paints (Dulux) provided paints for free. Hong Kong Chen Yet-Sen Family Foundation funded purchasing of some of the books for every "Dream Center".

2008 年基金会将“梦想中心”模块建设成熟化，能够进行大规模复制。在此基础上，基金会初步确立了“梦想中心”建设 DIY 模式，经过初步实践证明，DIY 的方式在保证施工质量的同时能将单一“梦想中心”的成本减低 40%，工期最短可以缩至 15 天。2008 年一半数量的“梦想中心”采用了 DIY 模式，总体平均单个“梦想中心”平均建设成本约 7 万元，比第一期降低 3 万。自 2009 年开始，所有“梦想中心”都将采用 DIY 模式建设，同时随着建设数量的不断增加，预计物资采购成本还有一定缩减空间。预计单一“梦想中心”的建设成本可以控制在 6 万元以内。

In 2008, the Foundation standardized the construction module for the "Dream Centers", which allow us to reproduce in large quantity. Based on this progress, the Foundation preliminarily established the "Dream Center" DIY construction model. Initial experience with DIY Model showed that it could reduce construction cost by 40% without compromise construction quality. Using the DIY model, construction time for one center could be reduced to 15 days. In 2008, about

half of the “dream centers” were built using the DIY model. In average, each center cost 70k, 30k less than in the first phase. Starting from 2009, all “dream centers” will use DIY model. With the number of “dream centers” to be built continual to increase, unit cost for each “dream center” may be reduced to less then 60k.

2) “梦想领路人”师资培训计划开始起步。

2) Launching of the "Dream Leader" training program for teachers

2008 年 9 月底，在通往马尔康的汶川公路刚刚通车后，基金会就邀请教育专家在马尔康县举行了第一次“梦想领路人”师资培训课程。华师大崔允灏教授一行为百余位校长、骨干教师进行培训，并就“梦想课程”进行实地调研，并考察了“梦想中心”。

At the end of September, 2008, after the roads being restored between Wenchuan and Barkam, the Foundation invited education experts to conduct the first "Dream Leader" teacher training program in Barkam. Professor Cui Yunhuo and his colleagues from the East China Normal University provided trainings to more than one hundred school principals and outstanding teachers. They also conducted field researches on the "Dream Course," and visited the "Dream Centers."

2008 年 11 月底基金会与华师大课程与教学研究所崔允灏教授团队签订课程开发合同，共同研发“梦想 30 课程”，经过多轮课程纲要的讨论后，已经完成梦想课程的纲要，并计划在 2009 年 3 月进行 3-5 门课程的试点教学。

At the end of November, 2008, the Foundation signed a co-development contract with Professor Cui Yunhuo and his colleagues from the East China Normal University Course and Teaching Method Research Institute on joint research and development of the "Dream 30 Curriculum." The curriculum guideline was finalized after several rounds of discussions between us. Experimental classes for 3 to 5 courses has been planned to be launched in March, 2009.

### 3、内部管理情况

#### 3. Internal management

2008 年基金会实践着“让最专业的人做最专业的事”的管理策略，持续稳定地发展着志愿者团队，并从中汇聚起核心的管理团队。

In 2008, in line with our managing philosophy to "Let the most professionals do the most professional job," the foundation continued to expand our volunteer team, and, based on it, developed the core management team.

根据 2008 年 10 月 8 日基金会一届一次理事会通过决议，增补史俊明律师为基金会理事，聘请杜文君女士为监事会监事。并聘请了专业的会计师事务所、律师事务所和审计师事务所、广告策划公司、网络营销公司等机构参与到各委员会的工作中，作为基金会的专业服务提供者。

The 1st session of the Board of Directors held their first meeting on October 8, 2008. Resolution was passed to add Mr. Shi (Junming) as a new member for the Board; and Ms. Du Wenjun a new member for the Supervising Committee. The Board also decided to retain certain selected accountants, lawyers, auditors, as well as advertising consulting firm, and online marketing company to advise various Committees of the Foundation, and to provide professional services to

the Foundation.

从志愿者团队中，选聘专业人士作为基金会市场总监、筹款委员会副主席的候选人，为“梦想中心”的持续运营和维护建立了“梦想中心”运营团队，并指派了总协调人。2008 年基金会所有理事、监事和各委员会成员均为不受薪的志愿者。政府、商业机构和同业之间的扶持，汇同各行各业的专业志愿者参与到基金会的日常工作中，令基金会的各项工作有序高效的进行。

We selected some professionals from our volunteers as candidates for our Marketing Director, and the Vice-Chairman for the Fundraising Committee. We also set up teams to maintain and operate “Dream Centers” on an on going basis; a general coordinator has also been assigned.

In 2008, all members of the Board, the supervising committee, as well as other committees are all unpaid volunteers. The Foundation was able to operate effectively in the past year, thanks to the support from the Government, businesses, and other foundations, and active participation by professional volunteers from all walks of life.

基金会按照上海市民政局关于基金会管理的要求，结合成熟的商业机构管理模式，逐步摸索出一套适合有效的管理模式。经过不断地内部的培训和实践，建立并实施了项目管理制度，费用预审和报销管理制度，实施了与各地志愿者和项目负责人的每周网络例会制度、向捐赠人和政府机构定期发送的“基金会简报”和“志愿者通讯”制度。2008 年基金会经过半年的考察与检验，分别聘请了 3 位专职工作人员：1 名工程经理负责四川当地“梦想中心”的建设，在 2008 年 8 月正式入职；1 名行政助理负责基金会日程行政人事工作；1 名项目经理负责“梦想领路人”与“梦想课程”项目，后两位专职员工合同从 2009 年 2 月正式生效。各地区志愿者团队活跃在筹款与募捐活动的第一线，我们正在探索区域志愿者的管理模式。2008 年基金会与上海张江高科技园区开发股份有限公司签订协议，由上海张江高科技园区开发股份有限公司为基金会免费提供上海市碧波路 572 弄 115 号 3 幢 2 楼为免费办公场所，为期 3 年，2009 年 2 月基金会正式搬迁至办公新址。

In accordance with the directions from the Shanghai Civil Affairs Bureau, and in references with mature business management models, the foundation has developed a suitable and effective management system. Through constant internal training and practice, we established a project management system and a cost and reimbursement management system; implemented a weekly online meeting regime between the volunteers and project leaders, as well as a program to distribute newsletters and volunteer reports to donors and governmental agencies on a regular basis. After six months of trial, we recruited three full-time staff members: a project manager, in August 2008, to supervise "Dream Center" construction projects in Sichuan; an administrative assistant, responsible for administration and human resources; and a project manager for "Dream Leader" and "Dream Curriculum" projects. The employment contract for the latter two full-time employees took effect from February 2009. Our volunteers from all over the country are making their best efforts in the forefront of fund-raising; and we continue to improve management method for regional volunteers.

In 2008, the foundation entered an agreement with Shanghai Zhangjiang Hi-Tech Industrial Park Development Co., Ltd., under which the company agreed to provide the Foundation with free

office space for three years. The offices provided are on the 2nd Floor, Bldg 3, Lane 115, 572 Bibo Road, Shanghai. We relocated to the new site in February, 2009.

各地志愿者团队活动的场所，目前尚在洽谈或建设中。

Venues for local volunteer activities are still under negotiation or construction.

#### 4、积极参与抗震救灾活动

#### 4. Active Role in Disaster Relief after the Earthquake

2008年5.12地震发生后，真爱梦想的管理团队和上海、深圳、四川的近100名志愿者迅速行动起来，在此次赈灾中共筹款超过258万元（其中现金捐款1,690,617.61元，直接用于救灾1,476,876.1元，余款经事先向捐款人披露，通过本基金会理事刘蔓、吴冲名义全额转入上海真爱梦想公益基金会账户，用于灾后梦想中心建设），运送物资超过70吨。在灾后的第一周内，真爱梦想送到灾区的帐篷达到10198顶，占到全国总量的3.67%，睡袋棉被6960条，占全国总量的近1%.....

After the 5.12 Earthquake, close to 100 Cherished Dream volunteers in Shanghai, Shenzhen and Sichuan immediately joined the disaster relief efforts. They donated over RMB 2.58 million to be used for earthquake relief, including cash donation of RMB 1,690,617.61, among which RMB 1,476,876.10 was used directly for earthquake aid. The balance was transferred, in the name of Liu Man and Wu Chong, to an account held by the Shanghai Cherished Dream Foundation to be used in future for the Dream Center project. Donors were notified of this transfer of funds. Over 70 MT of supplies was shipped by the foundation to the stricken area. Most noticeable, Cherished Dream sent 10,198 camping tents to the stricken region within one week after the earthquake, accounting for 3.67% of the total camping tents sent in from nationwide. Cherished Dream also shipped 6,960 sleeping bags and quilts, about 1% of the total sleeping bags and quilts shipped to the stricken region.

由于此时基金会尚未正式成立,上述活动皆以私人筹款的民间活动形式展开。相关收入和支出已经通过基金会博客向所有捐赠人完整披露，并未计入基金会本期财务报告。

Because at the time the foundation was not formally registered, the disaster relief activities were conducted in the members' personal capacity. Information on income and expenses has been disclosed to all the donors, but was not booked in this annual report.

#### (二) 策略探讨

#### Part 2. Strategies

在去年真爱梦想中国教育基金的年报中，我们提出了4条策略准则与大家分享：

In last year's Annual Report, we outlined four developing strategies:

#### 1、慈善的效率来自于专业化而不是多元化。

**(1) Efficiency of Charitable Activities is from Specialization Instead of Diversification.**



2、慈善的效率不仅仅体现于资产形成的过程中，更重要的是体现在资产运营过程中。

**(2) Efficiency of charitable activities is not only embodied in the process of asset formation, but more importantly also in the process of asset operation.**

我们希望用知识的供应方式改变知识的消费方式。

**(3) (3) We hope to use the way to supply knowledge to change the way to consume it.**

改变的力量来自于稳定的扩张策略

**(4) The power of change comes from the stable expansion strategy.**

一年以来，我们审慎遵循上述原则，专心致志地建立一个日趋成熟的知识超市——“梦想中心”的项目模板。在新的一年里，我们的工作需要把握以下的重点：

During the past year, we carefully followed the above principles, dedicated to the establishment of an increasingly sophisticated knowledge supermarket - "Dream Center" project template. In the coming year, our work will focus on the following:

### 1、流程的标准化是提高管理效率的关键

#### 1. **Standardized flow planning is the key to improve management efficiency**

在去年成功地进行了 DIY 梦想中心的试点之后，“梦想中心”的建设已经形成一个基本标准化的流程。学校方面的努力投入提高了“梦想中心”的建设效率，也大幅降低了基金会的财务投入和管理资源投入。在此基础上，我们正在制作一套管理表格，基于学校方面提供的 4~5 个基本数据，就可以自动生成一批次“梦想中心”的材料采购清单和订货、工程时间计划表。在这套基于网络共享的标准化表格的帮助下，“梦想中心”的建设效率可以进一步提高。

After successfully completed the pilot DIY Dream Center program last year, a basic standardized process for "Dream Center" construction has been developed. With support from the schools, we are now more efficient in constructing "Dream Centers;" and are able to significantly reduce cost and save management resources. We are developing a new system, which will allow us to automatically generate purchasing orders and project schedules for constructing a batch of "Dream Centers." With the help of this web-shared system, we will be able to improve efficiency in building "Dream Centers."

### 2、“梦想中心”作为一个“知识连锁店”系统，需要高质量的“知识产品”的引入。

#### 2. **For the "Dream Centers" to become a "knowledge chain store", it will need high-quality "knowledge products" to flow into the centers.**

网点的瓶颈突破之后，管理重心需要尽快转移到“梦想中心”的运营工作上。归根结底，“梦想中心”是一个分销知识和观念的渠道系统，没有新颖丰富的教育产品的引入，其传播知识、启迪智慧方面的功能便无法真正有效地发挥出来。

After breaking through the bottleneck in this network, the management focus must quickly shift to the operation of the "Dream Centers." After all, the "Dream Centers" are a distribution channel for knowledge and new concepts. Without a wealth of new educational products, the function of knowledge disseminating and intellectual enlightening could not be performed effectively.

我们期望，“梦想中心”的教育产品倡导的价值观是：创新、多元、宽容。在目前阶段，我们设想按照产品线将整个“梦想中心”系统的运营分成如下几个部分：

We expect the educational products of the "Dream Centers" to advocate such values: innovation, diversity and tolerance. At this stage, we divided the entire Dream Center operation into the following categories:

- 1) **校本课程。** [校本课程是按照国家新的课程标准，每周标准课时的 10% (3 节课) 可以由学校方便独立地按照各地的特点自行安排的课程时间。校本课范围的学习内容理论上不纳入考试的范畴，目的在于鼓励各个学校开展多种的综合素质教育。但是在实践中，大量存在校本课被挪用做主课课时使用的情况。] 我们于 2008 年末与华东师范大学课程与教学研究所签订了协议，委托开发基金会独立知识产权的“梦想 30 课程”，基于“梦想中心”丰富独特的软硬件环境，因应国家素质教育改革的整体思路，以多元互动、还教室于学生的指导原则，开发一系列适应乡村地区基础教育现状的素质教育课程。2009 年度预计完成 3~5 门课程的开发和试点。所有“梦想中心”的受援学校均出具了事前承诺，保证安排本校的校本课时间用于“梦想课程”的推广实施。

**School Based Curriculum.** [Under the new national curriculum standards, each school is allowed to decide local curriculum contents, named school based curriculum, for up to 10% of the standard weekly hours (equivalent to three courses). These local curriculum contents will not be examined. The purpose is to encourage schools to conduct more comprehensive quality education; but, in practice, a large portion of the school-based curriculum time is used for major subjects such as math and literature.] In later 2008, we contracted with East China Normal University Course and Teaching Methods Research Institute to develop the “Dream 30 Curriculum.” The foundation will retain the IP rights over this curriculum. Our goal is to develop a series of educational curriculum tailor-made for the rural areas which will allow full utilization of the unique hardware and software environment of our "Dream Centers". The curriculum will be in line with the nation's overall comprehensive quality education strategy, and will feature diversified interaction and will “return the classrooms to the students.” In 2009, approximate 3 to 5 courses are expected to be completed and tested. All the recipient schools of the "Dream Centers" have promised to ensure that the school-based curriculum time will be used to promote the "Dream Curriculum."

- 2) **主题活动。**除了校本课时间外，“梦想中心”作为全日开放的综合活动教室，需要一系列组织化的主题活动来带动学生的主动学习兴趣，并在各个梦想学校之间形成适度的竞争氛围。我们今年计划在所有梦想学校中利用校内课外的时间开展至少 2 项主题活动，并为校际竞赛的优胜学校和学生个体设置了奖项。

#### **Theme Events**

In addition to school-based curriculum, a "Dream Center" operates as a classroom for broad categories of activities, open to students throughout a school day. Therefore it needs a series of organized activities to promote active learning and to attract students' interest. We may also create reasonable level of competition among the dream schools. This year we plan to carry out at least two theme events using extra-curricular time in all the dream schools and award

winning schools and students in inter-school contests.

- 3) **日常联络和动态反馈。**深圳信息学院民盟支部的若干专业教师组织了一个志愿者团队, 承担了与梦想学校保持每周动态沟通的职责, 除了及时了解“梦想中心”运营现状之外, 对于课程、活动、日常管理方面出现的问题也尽量保证能够于第一时间提供有效的协助。基于这项基础工作, 我们将编辑《梦想中心通讯》定期发送给捐助者、志愿者和相关主管机关。

### **Day-to-Day Contact and Dynamic Feedback.**

A number of professional teachers from the NLD branch of the Shenzhen Institute of Information organized a volunteer team, undertaking to maintain the weekly dynamic communication with the dream schools. In addition to be abreast of the operations of the "Dream Centers", they also provide timely and effective assistant to resolve problems related to the curriculum, activities, and day-to-day management. Their work enables us to regularly issue the "Dream Center Communications" to the donors, volunteers and the relevant regulatory agencies.

- 4) **学习游戏库的开发。**我们相信游戏是最好的学习途径之一。为了给“梦想中心”的课程、活动及基层教师的再创造提供有效的工具, 我们已经邀请了专业人员着手收集、整理适应儿童心理的学习游戏库。

### **Developing Learning-game Library**

We believe that one of the best ways for children to learn is through playing games. To provide effective tools to "Dream Center" curriculum, activities and front-line teachers recreations, we have invited professionals to collect and organize for our learning game library games that are suitable for children.

以上是在“梦想中心”运营方面正在开展的一些工作。我们同时抱持一个完全开放的心态, 寻求国内外其它高质量教育产品的合作引入。

The above summarizes some of the operations of the “Dream Centers.” We constantly seek collaborations to bring in high-quality education products, and main an open-mind to domestic and international partners.

### 3. 发展多种策略合作是扩大网络影响力的重要手段

#### The development of multi-function cooperation to increase network influences

公益产品和商业产品的重要区别在于其开放性。公益组织的价值导向是不遗余力地扩大公益产品背后的理念的影响力, 因此可以以完全开放的姿态在各种策略联盟中寻求更多的同道者为公益目标共同努力。

在一年多的实践中, 我们陆续接触到多类主体, 既包括一些地区的学校、教育局, 也包括各

种类型的民间公益组织。大家基于充分的沟通和探讨形成了越来越多的理念共识。

The key difference between Charity products and commercial products is in their transparency. The value of charity organizations is to make every effort to promote the concept behind its products. So they can openly seek various strategic alliances with similarly minded people and work together with them to achieve charitable goals.

After more than one year of practice, we gained access to a wide range of parties, including district schools, government authorities responsible for educational affairs, and various types of non-governmental charity organizations. More consensuses emerge between us after extensive communications.

在新的一年里，“梦想中心”的网络发展模式将会突破原有的基金会独立投资的模式，积极推动“合营”和“加盟”的新模式。

所谓合营，是指基金会和其他主体按照大约 1:1 的资金比例投入“梦想中心”的硬件，建成的“梦想中心”纳入整体的管理体系。

而“加盟”是指在其他主体在认同“梦想中心”的项目基本模板的前提下，独立投资建设“梦想中心”，并可以在“梦想中心”框架内订制一些特别的功能。本基金委会为合作主体提供全面的项目模板、管理支持、建成后维护管理等服务。在这个框架内，我们愿意与合作机构积极探索独立项目品牌或联合品牌合作的可能性。

In the coming year, the "Dream Center" network development model will be changed to include two new models: "joint venture" and "franchise."

Under the “joint venture” model, the Foundation and other parties will invest in the hardware of Dream Centers at the ratio of around 1:1. Completed Dream Centers will be included in the Foundation’s management system.

In the “franchise” model, outside parties may use the Dream Center project basic template to construct a Dream Center independently. They may customize some special functions within the Dream Center framework. The Foundation will provide comprehensive project templates, management support, and maintenance and management upon completion. Within this framework, we are willing to discuss with cooperative organizations for potential independent project brand names or affiliated brand name cooperation.

### （三） 2009 年度工作计划

#### Part 3 2009 Annual Work Plan

##### 1、梦想中心网点发展 Dream Centers Network Development

2009 年我们计划新增 20 间梦想中心。按照区域划分：

北京：中金公司捐建蒲公英中学 1 家（民工子弟学校）

杭州：余杭实验小学（学校独立投资，预计上半年可以完成）

四川：18 家（其中已确定 11 家）

——马尔康 7 家（上半年白湾、党坝、梭磨、松岗、脚木足；下半年马尔康二小、三小）

——安县 1 家（下半年秀水镇红光圣象栋梁小学）

——苍溪 2 家：（上半年龙山中学、中土学校）

——南部县 1 家：升钟小学

——正在洽谈意向，由当地全额投资 3 家：马尔康县中、大藏、木尔宗小学

——正在洽谈意向，由当地配套一半投资的 2 家：南部县四小、苍溪陵江小学

——正在洽谈，备选基金会全额或配套新投资区域包括：广元清溪、内江市、凉山州西昌等。

In 2009, we plan to add 20 Dream Centers (listed by the regions):

Beijing: China International Capital Corporation donated one Pu Gong Ying Middle School (school for children of migrant workers)

Hangzhou: Yuhang Experimental Primary School (a school to be built with independent investment, is expected to be completed during the first half of this year)

Sichuan Province (18, with 11 confirmed):

- Barkam (7) (In the first half of 2009, White Bay, Dangba, Suomo, Songgang, Jiaomuzu; in the second half of 2009, Barkam Second and Third Primary Schools)

- An County (1) (in the second half of 2009, Xiushui County Hongguang Power Dekor Dongliang Primary School)

- Cangxi (2): (In the first half of 2009, Longshan Middle School, Zhongtu School)

- Nan Bu County (1): Shengzhong Primary School

- Under negotiation (3) (to be entirely funded by local funds): Barkam County Middle School, Dazang and Muerzong Primary Schools.

- Under negotiation (2) (costs to be split between the Foundation and local funds): Na Bu County No. 4 Primary School, Cangxi Jiang Ling Primary School

- Under negotiations (candidate regions for fully or partially funded projects): Guangyuan Qingxi, Nei Jiang City, Xichang of Liangshan County

以上计划中，我们年内将优先安排当地配套或全额支出的项目。考虑到这种模式对基金会财务资源的节约，本年度“梦想中心”实际建成数目有可能会超过 20 间。但考虑到募集图书等实物部分的压力，预计不会超出计划太多。较大的可能是至 2009 年底，“梦想中心”总额达到 33~35 间。

In the coming year, we will give priority to the projects funded entirely or partially by local funds. Taking into account the financial savings by adopting this model, the actual number of “Dream Centers” built this year may exceed 20. Considering, however, the pressure this large number of new centers will create for the supply of books and other equipments, we do



not expect the actual number to be too far from our original plan. It is likely that by the end of 2009, the total number of Dream Centers may increase to 33 to 35.

## 2、“梦想领路人”项目和“梦想中心”运营 the “Dream Leader” Project and “Dream Center” Operation

2009 年的工作重点是推动“梦想领路人”计划的开展。这个计划包括：“梦想课程”的研发与试点，以推广“梦想课程”为核心内容的乡村教师培训。并建立“梦想中心”运营志愿者团队，通过定期的交流带动“梦想中心”的课内课外活动，让师生充分利用梦想中心的资源，提高乡村学生的素质教育水平。

The focus for 2009 is to implement the "Dream Leader" plan. This plan includes R&D and experiment with the "Dream Curriculum", rural teacher training programs designed to promote the "Dream Curriculum", as well as establishing "Dream Center" volunteer operation team to help with in-class and extra-curricular activities. We will also strive to facilitate full utilization of the resources in the "Dream Centers" by the teachers and students, hoping that this will help improving rural education.

我们计划在 2009 年内推动 3-5 门“梦想课程”的试点。在反复修改和实践后，在“梦想中心”学校统一开展。为此，我们将开展 2 次大型课程培训，并组织志愿者前往“梦想中心”现场逐一指导。

In 2009, we plan to trial run 3-5 "Dream Courses". After various modifications and experiments, the courses will be carried out in the schools that have a "Dream Center". There will be two large-scale curriculum training and we will organize volunteers to guide these participating schools.

## 3、基金会内部管理、品牌营销和筹款 Internal Management, Brand Marketing and Fund-raising

基金会市场营销的目标是扩大基金会社会中的品牌认知度，支持募捐与筹款工作的开展。基于非公募性质，基金会的市场营销定位是以发展机构募款人为主的精准市场推广策略。我们将以对待客户的方式来对待我们的捐赠人和潜在捐赠人。力求满足捐赠人在公益领域的诉求，以多样化、共同参与的活动方式，带动企业员工的参与热情，协助其履行企业的社会责任。

The goal for our marketing efforts is to develop name recognition, which will eventually benefit our fund-raising and donation solicitation. Our Foundation is of private nature; our marketing strategy is therefore a targeted effort focusing on institutional donors. Donors and potential donors are our clients. We will make best efforts to meet donors' charitable aspirations; at the same time, we will call upon the employees of the donors to participate in our activities through varied joint programs to inspire enthusiasm, and to facilitate fulfillment of their social responsibilities.

2009 年我们将开始尝试为基金会树立品牌形象，有计划地开展“捐一本书，写一句话，赠一元钱”的“三个一”计划，通过组织策划大型募捐活动，直接接触企业捐赠人，建立良好的互动关系，为今后大规模的募捐和建立梦想合作伙伴关系奠定基础。

In 2009, we will started to develop the Foundation's brand name through implementing the "Three Ones" program, that is "Donate one book, write one sentence, give one Yuan," as well as through sponsoring large donation solicitation events, establishing direct contact with corporate donors, maintaining good mutual beneficial relationships with them. We hope these efforts will lay a solid foundation for future fund-raising and potential partnerships.

2009 年筹款目标为 600 万元，新增募捐图书 6 万册。我们将发动各地志愿者积极参与到筹款与募捐工作中，逐步建立筹款与实物募集的标准化流程方案，将试点成熟的方案在各地推广。

The fund-raising target for 2009 is RMB 6 million; and we expect to solicit donation of 60,000 books. We will call upon our volunteers to actively engaging in fundraising, and gradually establish a standardized procedure for fundraising and in-kind donation solicitation, and will conduct experiment with this standardized procedure and promote it to other regions afterward.

在想到和得到之间，还有做到！我们是怀着谦平的心去做梦想的事。

Between thoughts and results, there is action! We are working with a humble heart for achieving our dream.

承理事会命。

By order of the Board

上海真爱梦想公益基金会

理事长 潘江雪

2009-3-17

Shanghai Cherished Dream Charity Foundation

Pan Jiangxue, Chair of the Board

3/17/2009

## 五、 财务报告

### **5. Financial Statements**