



Adream.org

Shanghai Adream Charitable Foundation

2014年度报告

2014 Annual Report



Adream Open Source
开源·教育

To help our children grow up with confidence, poise and dignity!

Why invest in Adream?

Adream believes first and foremost that education is not just the process of going to class and passing tests, then graduating.

If we cannot teach children to:

- Think independently and creatively
- Balance their educational and personal lives
- Embrace new ideas and values

Then our education system will be little more than an assembly line churning out products. Adream believes that China's future depends on improving its education system, and only by instilling these virtues can we nurture a generation capable of securing a bright future for China.

Adream's Solutions

"Adream Center" – A 'Hardware and Software' kind of solution.

Concentrate on our Teachers – Let their experience and ideas guide development. Interactive Learning Environments – Engaged students inspire us to keep moving forward.

Foster Greatness – Encourage every member of our team to try their best, allowing us all to reach our maximum potential.

Open Source - Mutual freedom, sharing, and the exploration of cooperative education.

Accomplishments

Since our establishment in 2008, Adream has raised over 236,000,000 RMB from over 46,000 organizations and individuals.

The Adream Center service network has enabled 1.8 million students and 39,752 teachers in 1,648 schools to participate in a better learning environment.

In 2014, Adream constructed 429 new Adream Centers and welcomed 14,301 new teachers into the Adream family. Collectively, our teachers taught over 340,000 hours of Adream Courses.

How We Accomplish Adream?

Transparency : Adream was the first Chinese charitable foundation to publish its annual reports according to the information disclosure standards demanded of listed companies. For the last four years (2011-2014), Forbes magazine (China) named Adream "the Most Transparent Foundation in China."

Professional Project Management: Adream's founders and managers have extensive professional experience as finance managers in financial institutions and listed companies. Adream has integrated proven business and management tools, and brought in the kind of expertise needed to ensure that all components of the "Adream Center" network operate smoothly.

Efficient and Effective Teamwork: Over the course of seven years, Adream's charitable output has increased an average of one hundred and sixty-fold per annum. In 2014, Adream's full-time employees boast a per-capita efficiency rating of 1,260,000 RMB.

Focused Objectives: We constantly work to improve the services and products provided by the "Adream Center" network, so that we may reform China's education system for the better. We believe that a wide-reaching, accessible, and interactive network is the most effective way to bring about change.

Sustained Operational Support: Adream provides educational programs, logistical support, and supervision for project schools over a five-year period. "Adream Center" is only the starting point – your donation would help keep our current projects running smoothly, and spread our work to other areas in need.

Measurable Impact: Adream has set strict, quantifiable standards for each component of its overarching mission: "Adream Center" construction, operation, curricular development and implementation. We determine the efficiency of each component using scientific methods to collect and analyze data. Such rigorous assessment allows our donors to understand our strategies, successes, failures, and enables them to offer pertinent suggestions for improvement.



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Chairwomen Jiangxue PAN

Open Source Dream

Looking back, 2014 was a year of exploring new frontiers for Adream. As a Charitable Foundation which owns over 1,600 Adream centers, we worked tirelessly to improve our expanding system, seeking to realize our goal of becoming “Open Source”. During this process we engaged in much transboundary research, holding workshops to engage in dialogue with stakeholders. Through these, we witnessed the incredible potential of emerging technologies and borderless cooperation.

The names Linux and Android should ring a bell to most, but not all know that these two famous pieces of software (and many more) share a common trait: they're Open Source software. The Open Source world is like a free market which is composed of many self-interested individuals. Though each actor works towards their own benefit, Open Source projects allow many more to build off of the successes of one to create something even greater. In this atmosphere, projects organically produce significant gains in many key areas such as: cooperation, transparency, creativity, efficiency, and sustainability. This kind of system is smarter and more efficient than any centralized planning.

Open Source will allow for a spontaneous and lively development model which encourages liberty, sharing and progress. Adream believes that if we want to change the education system in China, we need Open Source thinking!

Adream has reached its eighth year since its founding. We started our business in a small office borrowed from a friend.

and at that time only focused on helping students in remote mountainous regions. Well-controlled budgeting and a modest, standardized pricing structure allowed us to grow and become a charitable foundation focused on the promotion of quality education throughout all of China. Today, we are privileged to say our quality education products provide service for over 1.8 million teachers and students in 31 provinces. Despite our growth, our duty has remained consistent all this time: to help children grow up with confidence, poise, and dignity!

From its beginning as a simple library, the concept of the “Adream Center” has grown tremendously in pursuit of providing a comprehensive educational experience. In six short years, we went from version 1.0 to 4.0, and along the way have evolved into multifunctional classrooms with internet, multimedia and libraries. Following the continuing development of mobile technology, in 2014 we introduced the Tablet PC to Adream Centers with the launch of the version 5.0b. With this, many children had their first ‘learning by touching’ experience.

Many of my colleagues told me that they think our greatest achievement in 2014 was the creation of our Management Information System. This system, similar to an Enterprise Resource Planning system, was established through the combined efforts of our charitable foundation members who saw it through design, testing, launch and operation. This system is harnessing the imagination of Chinese youth and charitable people. Many people have been working tirelessly together through the year to make this dream come true, and it would not have been possible without the help of an anonymous European donation institute and two technology companies located in Shenzhen and Shanghai. This project is a great example of what Open Source collaboration can do for our organization.

As a 7-year-old charitable foundation, many things are still new to us. On February 17th, the day before the 2015 Chinese New Year, members of our council alongside teachers and students from the Cheung Kong Graduate School of Business launched a fundraising campaign on WeChat, a popular Chinese social media program. More than 15,000 people raised over 1,240,000 RMB in just 10 days. At the time, that was already more than half of the individual donations to Adream in 2014.

Since our beginning, Adream has worked with so many lovely people and listened to their touching stories. Such encounters remind us that not everything needs to be bound by contracts, and most of the best things in life aren't - such as sunshine, air, love, and innocent smiles. That's the reason why Adream would like to be Open Source, and is working to turn the core service of our organization, the Adream Center, into a genuinely Open Source educational platform.

To our beneficiaries: an Open Source approach keeps Adream teachers connected with each other, allowing those who get help pass it on and help others. In the spring of 2014, for the very first time, Adream sent staff out to work with the Yanhu District government in Yuncheng, Shanxi. There, we helped the local Education Bureau implement Adream Courses in 50 schools. Working with the local government over the past year, we explored curriculum implementation strategies such as utilizing government funding — cooperating with the education bureau — consulting with local principals and teachers — holding mutual help sessions that joined urban and rural teachers — and organizing regional course demonstrations to raise teachers' desire to participate. In the autumn of 2014, we launched the “Sparks of Fire” program which inspired the frontline principals and teachers to be the main force of quality education, so that the bottom-up exploration will become reality.

In order to give teachers a foundation of training and development they can rely on, Adream's Teacher Development Institute will gain experience from companies and universities, recruit teams of instructors, improve Adream's teaching model and draw a teacher's growth map for this year. We realize that well-trained teachers help foster children's curiosity and their ability to think independently, and also play a vital role in cultivating healthy personalities.

To the donors: Nothing would be better than building connections between donors and beneficiaries. Our approach to this is best summarized as ‘Opening the Gate’--- upholding our principle of transparency so that donors can see what we accomplish, even if that means exposing areas where we might fall short, because such openness invites the kind of criticism that allows us to effectively help our teachers and children. Our Director from Northern District is an example of a donor who joined us as full-time staff. After the “Adream Coach” summer camp program in Gansu province, he decided to join the foundation as a full-time member after witnessing all the help we need. This is the power of “Open Source”! We believe that with more and more donors transferring to charitable co-creators, we will explore better ways of using charitable resources.

To our fellow charities: Adream would love to share our experiences working with our business model, our working standards, and all our successes and failures from these previous years. We hope these experiences can help anyone who hopes to serve our schools and children, and would consider it the highest compliment to see others putting our knowledge to use. We are looking forward to the new “Function” or “Service Plug-in Unit” which will enable the application for education service keep updating. We all learn a lot from this kind of “Open Source” culture. In the meantime, we are all hope for the best from the first Chinese Charity Law, which will become the foundation for the development of all charitable organizations in China.

For Adream: Right now the Adream network is still serving less than 1.3% of the students in China, so we are looking forward to connecting more closely with governments, enterprises, public service organizations, educational circles, and even individuals who are concerned with education. We need everyone's wisdom and support to create a great platform in which teachers and children will get effective support. Moreover, Adream would like to bring some ignored qualities such as sincerity, integrity, equality, kindness, curiosity, etc. back to our classes and to our children. This is essential to give children a chance to love life, search for truth and chase their dreams.

The essentials of Open Source are sharing and collaboration, which includes exposing your imperfections, and through this sharing comes wisdom unattainable by oneself. In the future, Adream Charitable Foundation will continue to be transparent, efficient and nonprofit as it has tried to has tried to be so far. At the same time, Adream hopes to move toward a decentralized and conversational structure based on Open Source technology. We would like to reach out to everyone interested in improving the current education system in China, and inspire each other to work towards our shared dream. Let's construct an open, diverse and nonprofit education system, so that we can build a confident, poised and dignified future for our younger generations!

General Information

Registration Information

Name: Shanghai Cherished Dream Charitable Foundation
Registration Number: Shanghai Civil Foundation Certificate (H.M.J.Z.Z.) #0087
Organization Type: Regional Public Charitable Foundation
Organization Code Certificate Number: 50178073-8
Tax Payer Identification Number: 310115501780738
Issuing Authority: Shanghai Administration Bureau of NGOs
Governing Authority: Shanghai Civil Affairs Bureau
Registration Fee: 4 million RMB
Legal Representative: Jiangxue PAN
Date of Establishment: 14 August 2008
Date of Expiry: 7 June 2018
Date of Inspection: 2014 inspection conducted by Shanghai Civil Affairs Bureau and Shanghai Administration Bureau of NGOs, proof that all regulations were met in 2013 issued in July 2014

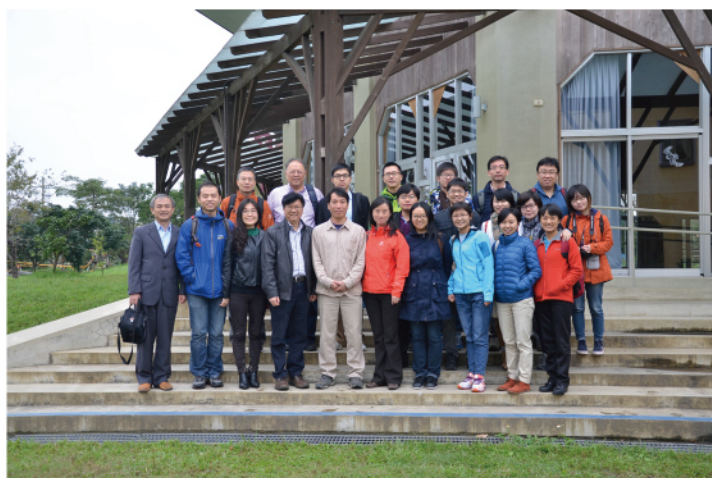
Contact Information

Addresses: Bldg. 10, No. 116, 572 Bibo Road, Pudong District, Shanghai, China;
 2F, Bldg. 3, No. 115, 572 Bibo Road, Pudong District, Shanghai, China
Postal Code: 201203
Telephone: +86 021-60470338 +86 021-50270825
Email: service@adream.org
Website: www.adream.org
Wechat: Adream Charitable Foundation (Periodical); Adream Charitable Foundation (Service Account) (both accounts in Chinese)



Banking Information

Bank:
 China Merchants Bank, Xinke Branch, Shanghai
Account Holder Name:
 Shanghai Cherished Dream Charitable Foundation Account
Number:
 121907497910505



Board of Directors



Jiangxue PAN

Founder & Director of Shanghai Cherished Dream Charitable Foundation Founder & Chairwoman of Cherished Dream China Foundation Former Manager of CKS (Hong Kong)



Man LIU

Founder and Director of Shanghai Cherished Dream Charitable Foundation Director & Chair of Fund Development Committee Cherished Dream China Foundation, Executive Committee Member Sales and Trading Division Director, China International Capital Co. Ltd.



Chong WU

Founder & Vice—Director of Shanghai Cherished Dream Charitable Foundation Founder & Director of Cherished Dream China Foundation Chardan LLC, Chairperson, Board of Managers



Jifei WANG

Founder & Director of Shanghai Cherished Dream Charitable Foundation Director of Cherished Dream China Foundation Director & Chair of Strategic Development Committee Director of Property and Credit Co., Ltd. Visiting Professor, Renmin University



Jiangxue PAN

Director of Shanghai Cherished Dream Charitable Foundation Media Resources Expert



Junming SHI

Director of Shanghai Cherished Dream Charitable Foundation Director & Chair of Auditing and Compliance Committee Senior Partner, Dacheng Law Offices



Zipei TU

Director of Shanghai Cherished Dream Charitable Foundation Vice—president of Alibaba Group



Bin HU

Secretary General of Shanghai Cherished Dream Charitable Foundation Director of Shanghai Cherished Dream Charitable Foundation

Board of Supervisors



Zhicheng SHEN

Supervisory Committee Chairperson of Shanghai Cherished Dream Charitable Foundation



Jin CHENG

Member of Supervisory Committee of Shanghai Cherished Dream Charitable Foundation President of China Citic Bank Center



Yuan LIU

Member of Supervisory Committee of Shanghai Cherished Dream Charitable Foundation President of Aon Hewitt (China)

Honorary members



Kuangyu ZHU

Honorary Member of Shanghai Cherished Dream Charitable Foundation
Vice Minister of the Propaganda Department of Shanghai Municipal Government



Zhongguo YANG

Honorary member of Shanghai Cherished Dream Charitable Foundation
Chairman of China Yindi Investment Co., LTD



Yunguo CUI

Honorary Member of Shanghai Cherished Dream Charitable Foundation
Professor & Director of Institute of Curriculum and Teaching, East China Normal University



Shu CHEN

Spokesperson & Honorary member of Shanghai Cherished Dream Charitable Foundation
Famous Actress



April 2014 Jiangxue Pan visited Adream Center in Sichuan



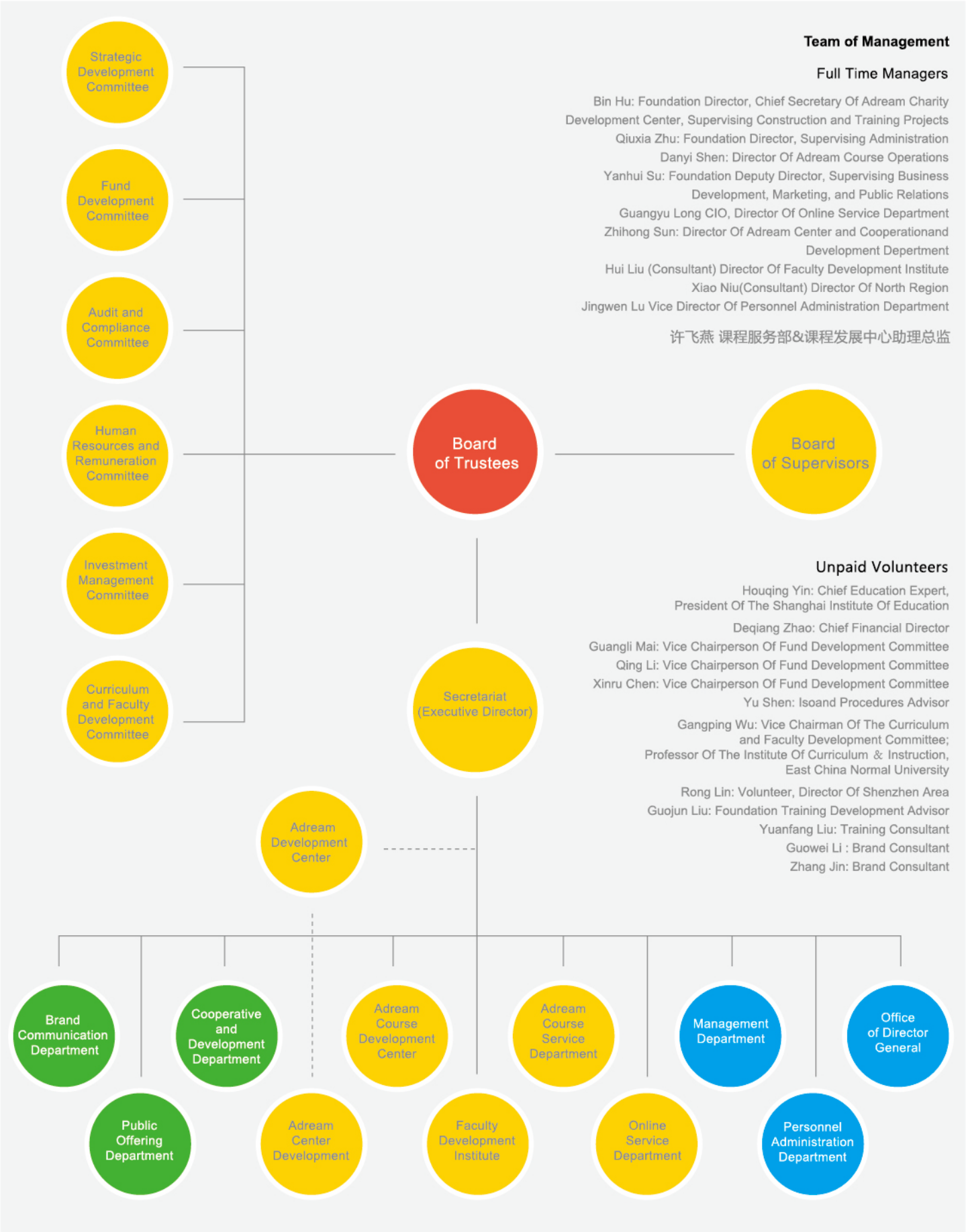
May 2015 Zhongguo Yang and Shu Chen awarded Honorary Directors



April 2014 Jiangxue Pan visited Adream Center in Sichuan



December 2014 The students studied Adream course at Adream Center in Xuyl of Jiangsu



2014 Financial Summary

The chart below has been slightly modified from Shanghai Adream Charitable Foundation's 2014 audited financial reports.

Notes:

The Yi Le Yuan Project is a joint project operated by One Foundation and Adream. This project officially started in November 2013 and resulted in the construction of 40 outdoor parks. All of these parks are currently available and regularly maintained.

** Other limited expenses include 250,000 RMB of rental subsidy provided by Pudong District Civil Affairs Bureau, 280,000 RMB for the MIS System, and 3,969,000 RMB for the donation of material objects.

*** Operating capital ratio is calculated as: year-end net asset balance divided by annual total expenditures, which indicates the number of years that the foundation can sustain its operations without external donations. According to international conventions, a ratio of 1 or higher indicates a stable and healthy financial status.

****Per capita efficiency of full-time employees is calculated as: annual total expenditures divided by the ultimate number of full-time employees; it represents the average of project contribution per full-time employee during that year. As of the end of 2014, Adream Charitable Foundations has 29 full-time employees in total, and 15 full-time employees are now working at the Adream Charitable Development Center. Note that a total of 34 paid employees mentioned by the audited financial report included 5 ex-staff members.

	2013(RMB)	2014(RMB)	Growth Rate
Total Funds Raised	57,979,631.94	74,893,525.51	29%
Investment Returns	2,352,572.58	5,058,669.07	115%
Total Expenditures	36,349,307.43	55,655,095.28	53%
Total Project Expenditures	33,905,324.59	52,960,956.87	56%
Adream Center Construction	23,064,235.14	37,345,012.58	62%
Adream Center Operation	6,709,841.02	10,742,950.19	60%
Adream Room Construction	761,041.03	62,339.00	-92%
One Foundation Parks Project*	2,600,000.00	305,823.50	-88%
Other Limited Expenses**	770,207.40	4,504,831.60	485%
Administrative Expenses	1,601,094.27	2,380,384.85	49%
Fundraising Expenses	819,238.69	313,753.56	-62%
Net Assets at Year 's End	69,906,569.27	94,219,965.23	35%
Project Spending as % of Total	93.28%	95.16%	1.88%
Administrative Expenses as % of Total	4.4%	4.28%	-0.12%
Operating Capital Ratio ***	1.92	1.69	-12%
Efficiency of Full-time Staff****	908,732.69	1,264,888.53	39%

Administrative Expenses

In 2014, Adream incurred a total of 2.38 million RMB in administrative expenses (4.28% of the year's total expenditures, lower than the 4.4% incurred in 2013)

The five highest-paid employees in 2014 were:

Name	Position	2014 Annual Salary
Jiangxue PAN	Chairperson	395,011.00
Chong WU	Secretary General	288,602.00
Qiuxia ZHU	Administrative Director	208,597.00
Jingwen LU	Administration & HR Deputy Director	159,241.00
Jun JIANG	Curricular Development Deputy Director	140,958.50

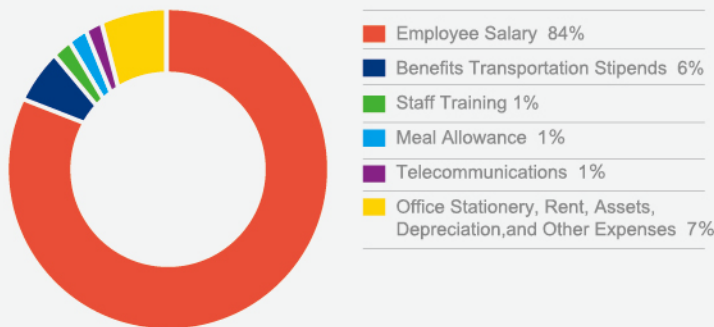
Below is the breakdown of Adream's administrative expenses for 2014:

Category	Amount (RMB)	Percent of Total
Employee Salary	1,993,425.98	83.74%
Benefits Transportation Stipends	139,461.40	5.86%
Staff Training	28,226.58	1.19%
Meal Allowance	19,495.70	0.82%
Telecommunications	33,719.28	1.42%
Office Stationery, Rent, Assets Depreciation, and Other Expenses	166,055.91	6.98%
Total	2,380,384.85	100%

Notes:

[No administrative expenses will be drawn from donations designated for projects. All foundation administrative expenses will come from administrative and long-term fund reserves which consist of founding capital, donations designated for administrative purposes, other unrestricted donations, and income from investments.]

Administrative Expenses in 2014



Assets Portfolio

At the end of the reporting period, Adream's total financial assets stand at 101,217,737.98 RMB. Below is a breakdown of the foundation's assets (units in RMB):

Cash and Cash Equivalents	22,579,789.39	22.31%
Cash and Cash Equivalents	72,493,027.30	71.62%
Cash and Cash Equivalents	4,183,803.28	4.13%
Fixed Assets	159,451.38	0.16%
Intangible Assets **	1,801,666.63	1.78%
Total Assets	101,217,737.98	100.00%

Notes:

*Short-term Investments are the foundation's cash position management tools. These investments include short-term financial bank products, money market funds and securities repurchase of national debt. Due to the volatility of market interest rates in 2014, profit was mainly generated through the frequent swing-trading of two prior closed-type funds: "Tongqing 800A" and "ShuangliA". Therefore, these two enclosed funds are listed as short-term investments this year, which is be different from last year's classification.

** Intangible Assets are the Adream Charitable Foundation's MIS System. This system has been in operation since June 2014.

Short-term Investment Balances at End of Reporting Period:

Ticker	Fund Name	Amount Held	Market Value (RMB)
150098	Tongqing800A	38,363,477.00	39,522,269.78
150069	ShuangliA	19,644.00	20,298.34
Total:			39,542,568.12



Fundraising Summary

In 2014, Adream Charitable Foundation raised a total of 74,893,526 RMB from over 46,000 donors, an increase of 30% over last year. Our top ten donors accounted for 34% of the total donations (compared to 39% in 2013) based on the 1.5 million RMB fund-raising threshold (compared to 1.35 million RMB in 2013), and the structure of donation is becoming more diversified. Two of our top ten donors are the Department of Finance of Yanhu District from Yuncheng in Shanxi province, and the Department of Education of Shenmu in Shanxi province. Government funding amounted to 20% of our total funds raised in 2014.

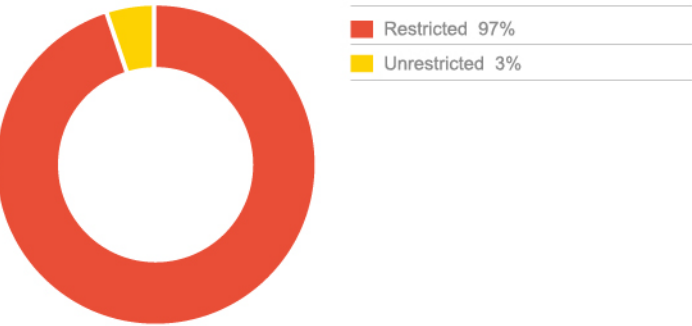
Top donors in 2014:

#	Donor	Donation amount (RMB)	Percent of total funds raised
1	Xingye Charity Foundation	4,000,000	5%
2	China Social Entrepreneur Foundation (YouChange)	3,968,880	5%
3	Suning Commerce Group Co., Ltd.	3,000,000	4%
4	Baoting Yindi Investment Limited	2,950,000	4%
5	China Merchants Charitable Foundation	2,400,000	3%
6	Dunhe Foundation, Zhejiang	2,320,000	3%
7	Department of Finance of Yanhu District, Yuncheng, Shanxi	2,300,000	3%
8	Bureau of Education of Shenmu, Shanxi	1,750,000	2%
9	Anonymous	1,549,957	2%
10	AkzoNobel N.V (China)	1,500,000	2%

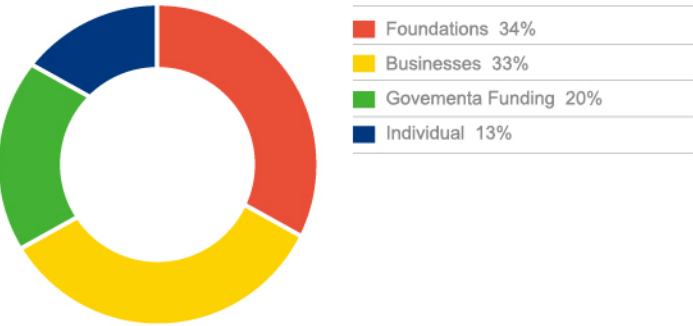
This year, Adream plans to make an initial public offering, and to offer securities to the general public. As a company with five years of private placement experience, this is a great opportunity for us to advance our strategy of using the Internet to spread the Adream Center vision for the future of education to a wider audience. At the same time, there are challenges that we must face. We must increase aid to those in need, manage our public offering, and continue to work towards making Adream Centers accessible sources of quality education



Structure of Donations Classification



Classification of Donation Sources



2014 Public Offering Summary:

Project	Method of Remittance	Bank Transfer	Wechat	Alipay	Unionpay	Total Funds Raised	Total # of Persons
"Adream Course" & Other Donations		305,434.09	713,610.7	8,358.97	8,457	1,035,860.74	37,681
"Adream Angels Constructing A Dream in Qinghai"		108,740	152,420.6			261,160.56	558
"Three One Alliance Public Recruitment Post" & Related Activities		131,307	46,419.98		1,322.06	179,049.04	611
"Sanofi Micro-Donations"		127,100				127,100	60
"Going Far Away While You're Still Young"		13,000	60,027.21			73,027.21	4,467
"592 Adream Partners"			60,350.8			60,350.8	1,132
"GE Christmas Donations"		43,607				43,607	
"Walk and Meditate"		12,859.1				12,859.1	
CITIC Credit Card Bonus Points		5,330				5,330	
Total:						1,798,344.45	44,509

Cause Analysis of the Fundraising Increase:

- 1) By the end of 2014, the State Council published "Guidelines on Promoting Healthy Development of Charity", which included a series of significant measures encouraging and standardizing charitable causes. It also established a better framework developing charity in Chinese society. This encouraged more social enterprises and individuals to make donations.
- 2) The maturity of Adream's public service products and its brand reputation have been increasingly recognized. Thus, we have been able to retain participation from past donors while attracting new donors; both of their donations amount to 45% of our total funds raised throughout the year.
- 3) In 2014, through the two "Sharing Love" dinners in Shenzhen and Beijing and the "2014 Golf Charity Union (SGCU) Charity Auction", Adream raised a total of 17.4 million RMB. Other events such as our annual report press conference, our Hong Kong promotion conference, charity exhibitions, the Adream themed activity "Going Far Away", the CICC Qinghai summer camp, etc., helped to spread our message and raise awareness of Adream.
- 4) Co-operation between Adream and local governments expanded steadily. In 2014, government funding reached 15.14 million RMB accounting for 20% of the total funds raised - an increase of 61% over 2013.
- 5) In 2014, we provided a convenient channel for smaller donations by launching a new fundraising activity, - '30RMB, a Child's 1 year Adream Course Fee' online. With the aid of the Internet and social media, we organized various online fundraisers to raise participation. For the entire year, our public offering raised a total of 1,798,344.45 RMB from 44,509 donors (almost 40 times the number of donors in 2013), with an average donation of 40.4RMB each person.

In 2014, we encountered some of the challenges of public fundraising, and how it is closely connected with Adream Charitable Foundation's brand image and publicity. We also realized that the setback in our public offering was due to lacking suitable fundraising products for smaller donations. Therefore, in the future, we will be even more devoted to the research, development, and promotion of our new products. We hope that a greater number of donors and partners will contribute to our mission, and help make education more accessible and universal.



*Note:

- 1) A part of the donation from "Adream Angels Constructing A Dream in Qinghai" has been remitted to the account in Hong Kong, which was not included here.
- 2) A part of the donation from "Three One Alliance Public Recruitment Post & Related Activities", being remitted to the project "Adream Course", was hereby included in the numbers of "Adream Course".



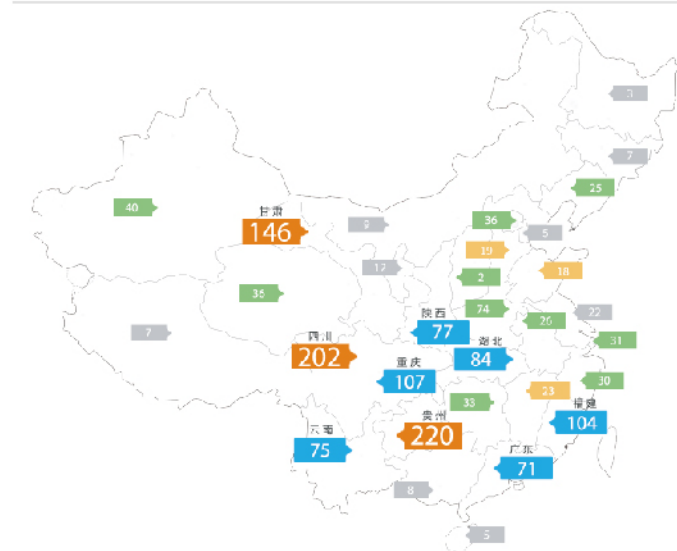
2014 Business Overview

Adream Center Construction

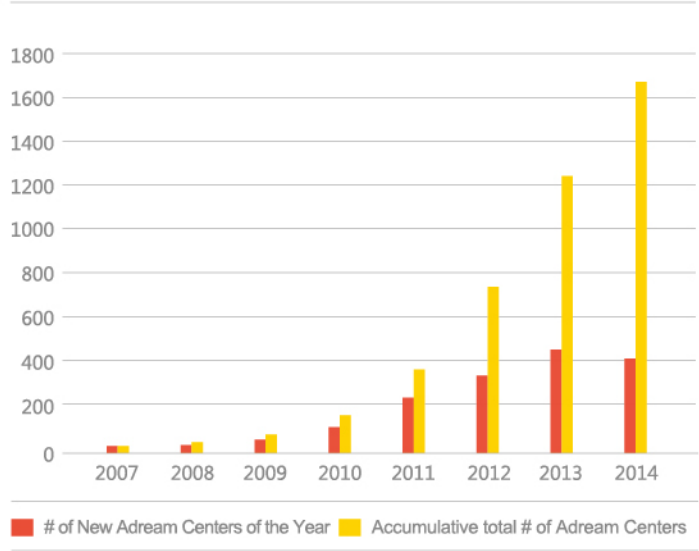
In 2014 Adream rallied around the implementation of our Adream Center 5.0 which, in addition to a host of other improvements, was most remarkable for replacing personal computers with tablets. This allowed us to increase the average number of screens assigned to students while we introduced other, collaborative devices such as electronic whiteboards and projectors, bringing a new level of interactivity to our classrooms. To support the increasingly diverse needs of our students and teachers, Adream began to explore ways to implement new programs using the Adream Center model, such as music, technology, and embedded business centers. Using the MIS system, we achieved multi-version management, and plan to derive more personalized designs from the standardized model.

In that same year, Adream built 429 new Adream Centers, bringing our organization up to 1,648 in total. Moreover, 91% of our Adream Center construction projects were completed as of 2014, a 21% increase from 2013. Part of this significant increase owes to our decision to scale back expansion at the beginning of this year, as this is the first in which we have built fewer new Adream Centers than the year before.

Regional distribution of Adream Centers



Volume growth of Adream Centers

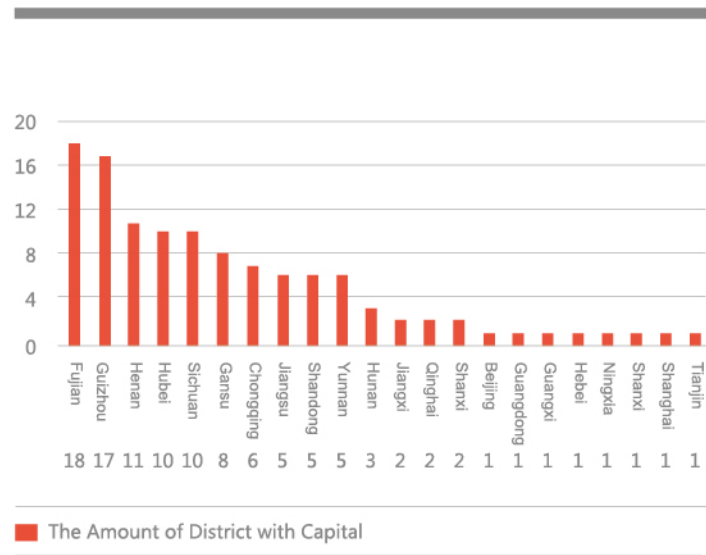


	2007	2008	2009	2010	2011	2012	2013	2014
of New Adream Centers	2	10	39	119	228	381	440	429
Total # of Adream Centers	2	12	51	170	398	779	1219	1648

Another major step forward for the Adream Center project this year has been the increasing recognition we've seen from local departments of education. These departments have come to consider Adream a crucial platform for promoting quality education and building local education programs.

By the end of the year, Adream Centers could be found in 31 provinces and 439 counties (districts) within China, which is 15.6% of the 2,862 counties (districts) around the country. With new connections in 112 (4%) more districts and counties, Adream is reaching far and wide!

#	Area	# of Adream Centers
1	Yanhu District, Yuncheng, Shanxi	50
2	Huining, Baiyin, Gansu	49
3	Liping, Qiandongnan, Guizhou	40
4	Huaxi District, Guiyang, Guizhou	23
5	Xinan, Luoyang, Henan	23
6	Hezhang, Bijie, Guizhou	21
7	Shenmu, Yulin, Shanxi	21
8	Wushan, Chongqing	21
9	Fengjie, Chongqing	20
10	Youyang, Chongqing	20
11	Zizhong, Neijiang, Sichuan	20
12	Dianjiang, Chongqing	19
13	Puding, Anshun, Guizhou	19
14	Pudong New District, Shanghai	18
15	Xinzhou District, Wuhan, Hubai	18
16	Huangzhong, Xining, Qinghai	17
17	Shanghang, Longyan, Fujian	16
18	Shangri-La, Diqing, Yunan	16
19	Anding District, Dingxi, Gansu	15
20	Sandu, Qiannan, Guizhou	15
Total		461

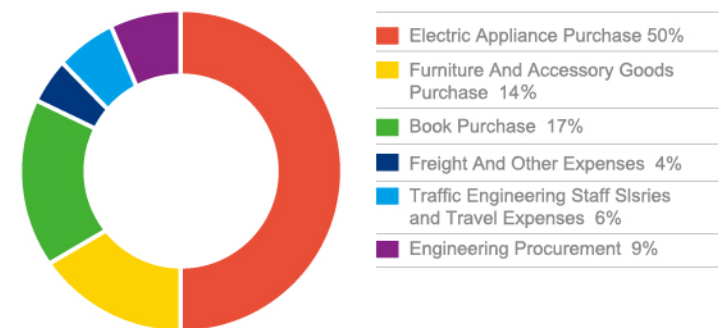


The Amount of District with Capital

In 2014, the average time required for the construction of a new Adream Center shortened to 27.4 days. The biggest factor in shortening construction time, and overall raising our completion rate, has been increased communication with schools: each school communicated with us an average of 21 times (including the use of phone, email, and QQ). Since October 2013, we have attempted to outsource the construction of schools to customer service agencies, which can not only improve efficiency, but also save the demand for human resources within the Foundation.

For the year, we recorded dealing with 28 product suppliers, and held a completed delivery rate of 99.18% - which achieved our initial target. 80% of defective supplies were parts for tablet desks or electronic whiteboards. As a result, we've taken extra precautions to monitor and check the supplies received from these suppliers. This year, we began implementing the Suppliers Management Guide, and will continue refine the way we manage our suppliers to improve the quality of our products.

Adream Center





Adream Center Operation

Our Adream Centers aspire to be a recognizable brand known for providing quality education. We hope the interactive educational programs offered by our Adream Centers will cultivate independent thinking, the spirit of innovation, and a diversified, tolerant worldview for our children. Thus, in order to continue supporting the growth and learning of our students and teachers, we established an all-inclusive online system that gives access to course R&D, instructor training, operations information, client services, assessments, and rewards.

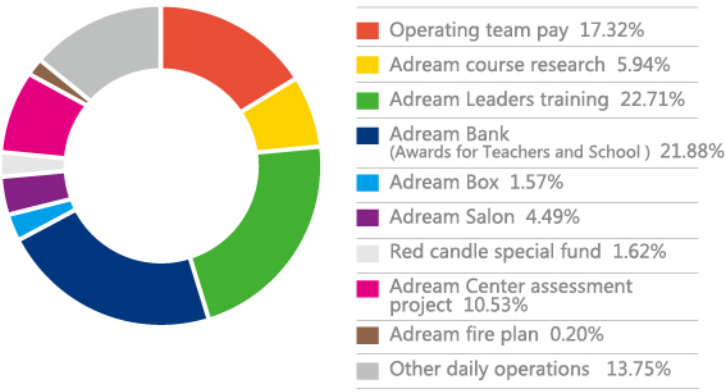
In 2014, Adream spent 10,740,000 RMB to operate and maintain the Adream Center network, and with an average of 6,500 RMB spent on each Center. That year, we also started offering a new course called "Going Far Away", and launched the "Spark Program". At the same time, we followed through with earlier plans to implement a new evaluation system for Adream Centers. As a result, expenditures for our entire operation greatly increased. Data relating to operating costs is shown in the following table:

Project Breakdown	2014 Expenditures (RMB)	% of Total Operational Expenditures	2013 Expenditures (RMB)	Growth Rate
Operations Team Wages	1,860,637.34	17.32%	1,356,583.03	37.16%
Adream Course R&D and Seminars	637,783.71	5.94%	710,977.97	-10.29%
Adream Leader: Teacher Training	2,439,237.27	22.71%	1,411,750.90	72.78%
Adream Bank (Teacher & School Incentives)	2,350,180.00	21.88%	1,663,689.80	41.26%
Adream Box	169,173.99	1.57%	246,817.00	-31.46%
Adream Salon	482,262.00	4.49%	602,487.47	-19.95%
Red Candles Fund	173,512.01	1.62%	246,586.94	-29.63%
Adream Center Evaluation Fees	1,131,271.30	10.53%	13,426.50	8325.66%
Adream HUODUI	21,952.10	0.20%		
Other Daily Operations	1,476,940.47	13.75%	457,521.41	222.81%
Total	10,742,950.19	100.00%	6,709,841.02	60.11%

***Note:**
During the fourth quarter of 2013, Adream received a donation of 375,400 dollars for evaluation work from the Ford Foundation. The multinational evaluation organization REAP (Rural Education Action Program), which is comprised of Stanford University, Center for Chinese Agricultural Policy, Northwestern University, etc., was invited to evaluate the educational impact of Adream courses on students using internationally recognized, rigorous methods. The Adream Center evaluation fees in 2014 refers to expenditures of the 2013 REAP project.



Overall Operating Costs



Adream Course Development

We have a vision of the kind of children we'd like to help our students become: one who keeps an open heart, searches for truth, and is unafraid to chase their dreams. If a child is genuine, honest, kind, curious, and treats everyone fairly no matter the circumstances, they will no doubt grow into a happy and warm person. This is exactly what we are here for. Unlike traditional learning, Adream Courses are introduced in both school-based and integrated practice courses, carrying the core values of diversity, tolerance and innovation. If Adream Courses are treasure chests, our core values are the gold and jewels inside. It is thus a key responsibility of our organization to make the outside of these chests enchanting and inviting, while making sure the process of opening these chests is intriguing and meaningful.

Mission Statement of Adream Curricular Development Center:

- 1) To create an effective and replicable quality education system in order to realize the educational ideals of Adream Courses.
- 2) Through real-life practice, help students improve their abilities, and develop important characteristics such as independent thinking, teamwork, communication, sense of social responsibility, emotional and psychological health, ethics, values, and faith.
- 3) At the present stage, Adream Courses are implemented by means of school-based curriculum and integrated practice. Through its core values of diversity, tolerance, and innovation, Adream Courses aim to transform teachers from mere lecturers to leaders who are able to create a dynamic learning atmosphere and for students to achieve self-fulfillment.

In 2014, the Adream Curricular Development Center focused on developing new courses, standardizing the introduction process, refining key courses, and improving Adream schools. We introduced some of these new courses, and paid more attention to the allocation of educational resources used for the development of courses.

Course Development and Standardizing the Introduction Process: The Foundation established the "Course Evaluation and Instructor Development Committee" with professor Cui Yunhuo as its Co-Chairman. This committee was tasked with improving Adream Course development and standardizing the introduction process, as well as working to refine our evaluation criteria, pilot courses, detail course development budgets, and more.

Special course program in demonstration school

Course	Candidate School(s)
A Different Story, A Different Dream (1)	Huayang Primary School, Huaxi District, Guiyang
You and I (1)	No.8 Primary School, Neijiang, Sichuan
Financing I (5)	Tongziba Primary School, Neijiang, Sichuan Zizhong Experimental School, Neijiang, Sichuan Sangzao No. 1 Primary School, An, Mianyang, Sichuan Xingzhi Primary School, Longhua New District, Shenzhen Shuanggang Experimental Primary School, Jinnan District, Tianjin
Financing II (2)	Pudong New District, Shanghai Shanghai Pinghe Bilingual School
Growing Up Together (6)	Experimental High School, Huaxi District, Guiyang Huayang Primary School, Huaxi District, Guiyang No.34 High School, Guiyang Gaofeng High School,Longhua District, Shenzhen Shijingshan Middle School, Shijingshan District, Beijing Dongcheng Hangzhou Normal University Experimental School, Jianggan District, Hangzhou

Refining Key Courses: We focused primarily on examining, enhancing, and polishing three of our key Adream Courses: "A Different Story, A Different Dream", "Financing I", and "Growing Up Together".

Improving Adream Course Schools: In addition to improving the key courses detailed above, we selected 15 schools from 7 provinces/cities across the country and implemented a three-year plan to bring specialized Adream Course training to these schools in the near future.

Introducing New Courses: Each of our five new courses –“Safety Education”, “Flowering Classroom”, “Adream Music Class”, “Playing with Science” and “Dreams and Teams” – has been piloted and discussed in depth.

Associating Relevant Educational Resources: We've worked to connect the high quality educational resources that support our Adream courses, such as: Expert Resources: Adream is connected to several curricular research and course development experts in East China Normal University.

Instructor Resources: Collecting feedback, advice and classroom experience from Adream teachers allows us to use that information in development.

Development of School-Based Curriculums: The Institute of Curriculum and Instruction East China Normal University and Adream jointly sponsored the second National School-Based Curriculum Design Competition and a School-Based Curriculum seminar.

In these events, we discussed and reviewed our experiences with school-based curriculums in various parts of the country, and sought professional guidance and leadership for the development of school-based curriculum in the future.

Establishing a School Resource Center in Shanghai: We established a resource center, using the Adream Course base, that shares curriculum resources within the foundation. This center helps schools implement new courses, and helps to assure quality in existing courses, allowing us to easily build new curriculums

After five years of research and practice, we have found that depth and adaptability are indispensable for Adream Courses, especially in the middle of the information age. Learning how to explore new options and absorb information more effectively will be our aspiration for the coming year.

Attached: “Adream Course” matrix I (2014):

Module Grade	A Who Am I (11 courses)	B Where Am I Going (12 courses)	C How Do I Get There (10 courses)
3 (Grades 7-9) 11 courses	【Personal Education II】★ 【Local Economy and Social Structure △】 【Growing Up Together I】★ 【Growing Up Together II】★	【All the World's A Stage】★ 【A Different World】△ 【Professional Life】△ 【Conflict Resolution】△	【Financing II】★ 【Dreams and Teams】★ 【Entrepreneurship】☆ 【Critical Thinking】☆
2 (Grades 4-6) 13 courses	【Made in My Hometown】★ 【Loving Green】★ 【Flowering Classroom】☆ 【Safety Education】☆	【City Afar】★ 【Magician in the Computer】★ 【Dream Theater】★ 【Discovering the City】★ 【Dream Music Class】☆	【Practical Skills II】★ 【Financing I】★ 【Going Far Away】★ 【Playing with Science】★
1 (Grades 1-3) 9 courses	【Personal Education I】★ 【Who Am I】★ 【Nature and I】★	【The Wild Child】★ 【You and I】★ 【A Different Story, A Different Dream】★	【Practical Skills I】★ 【Behavior and Thought】★ 【Information and Secrets】★



**Note:*
★ indicates developed courses, 25 in total
☆ indicates courses under development 5 in total
△ indicates courses yet to be developed, 4 in total.

School Service

Through the last year, we focused primarily on developing top-tier Adream regional and country programs. The Adream Spark Program, working with 42 model schools and 24 potential model areas, aimed to create an excellent team of Education Bureau members and school teachers. Their objective has been to share experiences with implementing Adream Courses. Meanwhile, we explored different kinds of strategies and methods to improve efficiency such as dividing the nationwide Adream Center into 9 districts (6 large districts and 3 special zones), setting up a responsibility system for district managers, exploration of personal supervision in specific regions, and finally evaluating our courses and curriculum activities. Adream Foundation staff and volunteers visited 216 Adream Center Schools in 2014. We have given 235 million yuan as rewards (including the previous credits exchange, and school rewards) for Adream Teachers, with 5,366 teachers in total receiving such rewards.

Several years of accumulated experience has allowed us to combine different ways of operating, and we're now seeing significant improvements in many regions.

Gong Haixia, our staff member in charge of events at Salin Lake District, Yuncheng City, Shanxi, took the post of Assistant Secretary for the Education Minister and assisted the Education Bureau in implementing Adream Courses in 50 schools. Within one year, Salin Lake District successfully explored a series of systems and methods for implementing Adream Courses such as setting up supervisory groups, visiting and evaluating courses, creating out-of-classroom opportunities for the headmaster and chief



teachers, and holding Adream Salons. We can clearly see the emergence of 91 Adream seed teachers in 19 schools, and the combination of the Education Bureau's vigorous promotion with the Foundation's personal supervision of specific regions provided experience for more districts to deploy the Adream Courses' implementation system.

In 2014, we launched a new effort alongside the District and County Education Bureaus in 8 potential demonstration areas (Fujian Province; Hezhang County, Guizhou; Liping County, Guizhou; Qishan County, Shanxi; Huining County, Gansu; Wuhan, Hubei; Shenzhen, Guangdong; and Neijiang, Sichuan). The purpose of the activity was to promote government involvement, and also to encourage schools to communicate with each other.

Through activities like this, we hope to not only inspire initiative among teachers, but also scout potential seed teachers who can play an active role in promoting Adream Courses.

We also increased the number of Adream teacher salon branches to 51, an increase of 45.7% compared with 2013. Teacher salons and teachers' motivation play an important role in promoting Adream Courses. 410 of the 571 seed teachers came from our teacher salons, which provided 15 provincial training sessions (accounted for 62.5% of the total training sessions) for potential Adream teachers.

Training and R&D



Training Category	# of persons	# of training times
Provincial Training	1976	24
Specialized Training	119	3
Adream Instructor Plan Speech	650	4
Adream Instructor Plan Interview	550	3
Adream Instructor Plan Training	925	10
Adream Instructor Plan	10166	150
Adream seeded teacher Training	220	2
Headmaster Training Workshops	90	2
School-Based Curriculum Seminar	300	1
Shanghai Volunteer Training	44	2
Provincial Headmaster Training Yuncheng	100	1
Total :	15140	202

• In 2014, training teachers became an increasingly routine part of our operations. Both the number of training sessions and enrolled teachers reached their highest points since the Foundation was established seven years ago; the number of enrolled teachers increased by 56% compared to 2013. The total expenditure was 2,439,237 RMB (not including salaries of the staff), with an average of 161 RMB for each person – a decrease of 12.5% from last year. Our team has been constantly working to update training strategies, and this year we were able to implement new transboundary “Headmaster Training Workshops” and the “Director Training Workshops,” both of which were widely acclaimed by participants. These workshops signaled a new push for a multi-dimensional approach in developing training methods, content, and the integration of resources.

• Through the year, Adream held 24 provincial training sessions, and 15 (62.5%) of these were held in Adream Salons across the country. Provincial training sessions have become a platform for Adream teachers of different sectors to help and learn from each other, as well as showcase their personal growths.

• In 2014, the Foundation also made remarkable progress in building cooperation during teacher trainings. We set up a partnership with the Guizhou Teachers Education School, and have twice joined them in co-hosting the “National Adream Teachers Training”, for 220 potential teachers. Guizhou Teachers Education School thus became the first training center for potential Adream teachers in the country.

• With the support of trained volunteers and partner agencies, the Foundation hosted two “Headmaster Training Workshops – Adream Headmaster's Journey of Self-Discovery” with differing styles, which attracted 90 headmasters from all over the country. These Headmaster Training Workshops focus on the occupational needs and health of headmasters in their leadership positions They also aim to help them understand themselves and communicate better with their peers, hopefully renewing their passion for education and encouraging their own personal growth. The feedback we received after these training sessions suggested that these events deeply resonated with the headmasters that attended.

• We also hosted two “Adream Outlook–Director Training Workshops”. During the Director Training Workshop in August we experimented with an open area workshop, and introduced industrial managing strategy into education. 25 chiefs from the Bureau of Education of 17 different areas of China discussed the issue of quality education with us in these workshops. Upon conclusion, these events were highly spoken of by the general public.

• The “Adream Coaching Program”, was graciously sponsored by Xingye Global Fund, Dunhe Fund and Yindi China. As part of that program, we recruited 510 volunteers including donors, prospective teachers, college students, officials from the Bureau of Education, and warm-hearted citizens. We organized our volunteers into 61 teams, headed out to 140 areas in 27 different cities and provinces in China. There, we shared Adream ideals and methodologies with 10,166 teachers in 480 schools. This program greatly inspired and encouraged teachers to begin Adream Courses.

At the same time, we also faced some difficulties providing operational services to more than 1,000 nationwide schools.

Since 2011, we have been seeking to create an open, transparent and fair system. We have also encouraged and supported teachers to put more effort into the implementation and promotion of Dream courses.

In September 2014, after the introduction of new Dream Box system, we simplified the Dream course feedback system in accordance with teachers' suggestions. As a result, using the Dream Box system makes giving course feedback easier and more convenient while also providing tight and logical verification of the submitted teaching schedule. Towards the end of 2014, Dream Box logs showed that a handful of teachers claimed to have taught more Dream courses than they had in actuality, hoping to abuse the incentive program and receive undue training programs and recognition. Upon discovering this activity we immediately suspended the reward system for all teachers, and are currently discussing the next iteration of our incentives program.

Building an effective incentive program has proven challenging, but we are optimistic. With our Dream centers over the country, we hope to involve other professionals institutions in this discussion, giving us new opportunities to provide motivating rewards that will keep teachers happy and eager to participate.



2014-2015 list of potential demonstration area for the annual dream course

Shanghang County,Fujian Province	Huzhu Tu Autonomous County , Qinghai Province
Anding District,Dingxi City, Gansu Province	Qishan County , Shaanxi Province
Huining County ,Gansu province	Shenmu county , Shaanxi Province
Liangzhou District, Wuwei City,Gansu Province	An'County , Sichuan Province
Bijie City, Guizhou Province	Dayi County, Sichuan Province
Huaxi District, Guizhou City, Guizhou Province	City Center District, Neijiang City,Sichuan Province
Liping County, Guizhou Province	Zizhong County , Sichuan Province
Puding County, Guizhou Province	Ziliujing District,Zigong City,Sichuan Province
Qing long Manchu Autonomous County ,Hebei Province	Jinnan District ,Tianjin City
Xin'an County, Henan Province	Dianjiang County,Chongqing City
Xinmi City, Henan Province	Fengjie County,Chongqing City
Xinzhou District , Wuhan City , Hubei Province	Youyang County,Chongqing City



Online Service

In 2014 places around the world witnessed the rapid expansion of online education, and the teachers and students in the Adream center hope to see the growth of mobile internet technology in their own educational programs. But, without a mature business model for reference, it will be challenging for us to build online teaching and learning programs while also continuing to improve our offline courses and monitoring the rapid growth of Adream Centers.

We also began to explore adopting a flexible Massive Open Online Course (MOOC) platform, one that would allow us to regularly modify and update the original training content we would begin with. This kind of content would help to bridge the gap between rural and urban education services, as Adream Center teachers from remote areas will be able to access up-to-date training material through nearly any kind of internet connection.

That year, the Adream Box project encountered setbacks owing primarily to our relative lack of experience in designing a project like this. Development neglected to properly consider the varying degrees of technological familiarity and aptitude among teachers and focused primarily on operation management, creating a poor user experience for the teachers. To address this issue we enlisted the aid of design personnel and working teams from Smart Information Technology Limited, and together we were able to lower the learning curve of the Adream Box system. Personal settings became simpler, the interface became more intuitive, and the stability of the system itself greatly improved. After these revisions, the Adream Box rapidly grew to 27,106 registered users, an increase of 70.6% over 2013 (the number of dream centers increased by around 35%). During school visits and conversations with teachers, we found that in some areas over 90% of the teachers use smartphones in their daily lives, with Wechat as the main communication tool among local teachers.

As a result, Adream Box launched a Wechat version in December 2014, which has helped to facilitate online communication between teachers.



So far, our Wechat client has earned wide praise from teachers who have used it. In 2015, we are dedicated to encouraging more teachers to "land" on the new type of Dream Box with the mobile terminal system.

The explosive growth of Adream Box users and their subsequent demands creates a new challenge for our schools and teachers as they seek to provide on-going service. We've met this challenge by taking teachers' needs and experiences as the core of development. We encourage teachers to participate to the best of their ability in helping with Dream Box maintenance, development and construction, even if that just means throwing out suggestions. In 2014, we also recruited and trained 25 teachers to be part-time administrators,

then divided them into 4 groups to handle operation and maintenance (including the Wechat service account) of the Dream Box system.

In 2015, we will offer an open invitation to build a broad community around the Dream Box, a community which includes donors, parents, volunteers, the Bureau of Education, and other non-governmental organizations. We hope that we can work together to develop the Dream Box, and build an open-source educational platform for our future.

Adream Center Evaluation Project

This is an on-going evaluation of Adream Centers conducted by REAP, an independent third party assessment team. In March 2014, REAP completed their baseline survey of 166 schools, then proceeded to the project quality tracking stage.

This evaluation is scheduled to begin in-depth surveys in May 2015, and is expected to organize a General Assembly in March 2016 to present their findings for the first phase of the project. Taking into account the effect of education is relatively slow, the foundation plans to open the second phase of the project evaluation, so that it can be monitored by teachers and students towards sustainable changes in the development of two-year (4 semesters) "Adream Center". The overall report of the project is expected to be issued at the beginning of 2017 (including the baseline survey, the first assessment survey, and the three survey data counted from the second measuring points).



Assessment of Internal Management and Supervision

Human resources

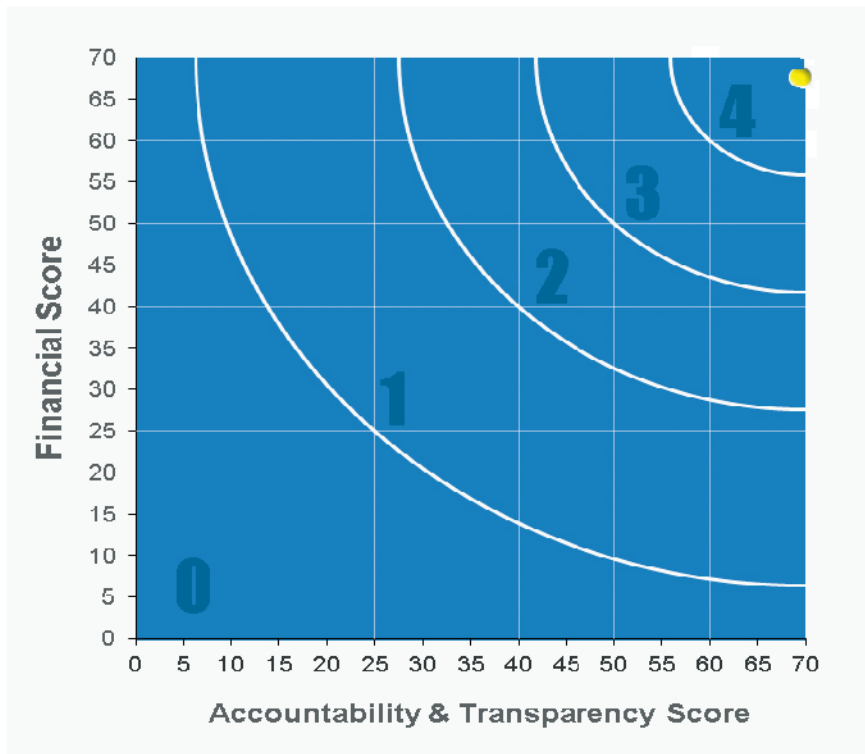
Charity organizations are often limited by their inability to meet administrative expenses, provide compensation, attract talent, continue development, train personnel, and more. Strategically managing human resources is a long-term challenge for every charity. Adream tries to tackle this challenge in an unorthodox way, bringing an outside group of professional consultants/directors to work on the Adream project. To this end, Adream boasts talent such as Liu Guojun, Shen Yu, Zhang Jin, Liu Yuanfang, Ren Wei, Wang Ling, Pan Jianfeng, Shi Guojie, Niu Xiao, and Gong Aling. These brilliant minds bring unique points of views and diverse professional experience to our management, helping our foundation to grow. At the same time, our partners 资和信 and 灵动 will donate some money to pay salaries, and they will manage payroll for the foundation.

By the end of 2014, the foundation employed 47 full-time staff members. 15 staff members manage the development of Adream Centers, 6 members handle volunteer and consulting services, and the remaining staff handles administrative or miscellaneous matters. 47 full-time employees is a 14.6% increase from 2013. The average age of our staff is 29.4 years, and the average retention time is 2.41 years. The organization has a turnover rate of around 11.3%, which is a decrease from 2013.

In March 2014, Aon Hewitt foundation has completed its "China's Public Sector Salary Survey Report," which we consider an important reference for the foundation's compensation structure. This was the second time that Aon Hewitt volunteered to provide consulting services for our foundation's managerial performance. We would like to express our gratitude for the support and services provided by Aon Hewitt.

Internal Information Management

Adream has always been devoted to upholding professionalism, accessibility, and quality in management. As our organization continues to innovate and develop, we have notice a growing demand for systemization in order to handle and analyze the data we're processing. After the successful application of our Office Automation System in 2013, we actively planned construction of other business and management information systems. In 2014, thanks to the joint efforts of system developers and foundation staff, our Management Information System finally came online in September. This is the product of the imaginative young talent in our organization. The system is still new and has room for improvement, but it holds tremendous potential to aid in our efforts. We have also worked to improve integration of financial management, procurement and supply chain management, donation management, public welfare projects and public service management and other modules. We have carried on with innovation in custom development, public-benefit projects, public-benefit activity management,



and the financial information that connects these projects with one another.

In order to bring this system online and into its first phase, we must first finish collecting and entering a large amount of data. This task has significantly increased the workload of the department. In 2014 we had not yet reached our goal of utilizing this system to free up human resources. We are planning to continue carrying out the optimization of the MIS system, optimizing business, and data mining capabilities to meet the needs of the foundation's continuous development.

In August 2014, Adream won the "Shanghai May 1st Labor Award." The deputy director of the Shanghai Municipal Bureau, Jia Yong, personally came to congratulate and present the award to the foundation.

In November 2014, "Forbes" (Chinese version) awarded Adream the title of "China's Most Transparent Foundation" for the fourth consecutive year.

As usual, we continue to refer to the guidelines established by Charity Navigator to carry out self-assessment projects where we examine Adream's financial health, accountability and transparency. Apart from inapplicable content (such as reporting form 990), Adream's financial health index is as high as 69.51 percent (could be adjusted to 99.51), with our accountability and transparency indexes maintaining full marks. Our scoring criteria and methodology can be found at 'www.charitynavigator.com'.



2015 budget and strategy profile

	2014	2015	Growth
New Adream Centers	429	440	2.56%
Total Fundraising	74,893,526	85,000,000	13.49%
Total Expenditure	55,655,095	66,150,000	18.86%
Total Project Expenditure	52,960,957	60,500,000	14.24%
Adream Center Construction	37,345,013	40,500,000	8.45%
Adream Center Operations	10,742,950	15,000,000	39.63%
Other Limiting Spending	4,872,994	5,000,000	2.61%
Administrative Expenses	2,380,385	2,800,000	17.63%
Fundraising Expenses	313,754	2,850,000	808.36%
Balance Net Assets at End of Year	94,219,965	113,069,965	20.01%
Rate of Project Expenditure	95%	91%	-3.70%
Public Spending as a Percentage of Total Revenue	88%	76%	-12.14%
Rate of Administrative Expenses	4.28%	4.23%	-0.04%
Rate of Working Capital	1.69	1.71	0.97%
Per Capita Energy Efficiency of Full-time Employees	1,264,889	1,180,000	-6.71%

Note:
Adream became a publicly-placed foundation in 2014. In 2015, we will focus on expanding our public recruiting channels and increase our social presence. Our main objectives for fundraising this year include the organization of a Summit Forum, setting up an official website and developing a public recruitment app. Alongside those, there will be more new projects - thus the overall fundraising budgets have greatly increased in 2015.

In 2014, the first year of Adream's public offering, we sought to change many aspects of our organization, such as: our ways of thinking, our working methods, how we link partners, our work ethic, and we innovate as a group. In 2015, in order to carry out a variety of educational improvements, Adream has been moving away from its core product, the "Adream Center," to an "open source" education platform.

1、We know beneficiaries help themselves, but we would like to see more beneficiaries help others as well. Adream will continue to carry out the "Adream Spark Plan" and encourage the forming of Adream course demonstration campuses and demonstration areas. We have prompted 50 county-level Bureaus of Education to establish Adream course supervisory groups, carried out plans to implement our Adream curriculum, and also encouraged mutual aid among teachers, mutual support among schools, and mutual cooperation among Education Bureaus. Even still, we feel the educational workers on the front line hold the most important role in promoting the expansion of quality education in China.

2、We believe in the power of a great role model. In 2015, Adream, Education Bureaus, NGOs, and volunteers will work to implement the "dream of the messenger" service plan, streamlining the implementation of Adream methods. Already, we have worked with the education bureau to set up a pilot group, then listened to the subsequent evaluation of our Dream Salon and course activities alongside one of the area's most influential teachers. We strive to be the absolute best example of what education can be in both primary and secondary schools. By providing an innovative, nurturing atmosphere, we hope to attract people to the Adream system, and hope to reach our goal of building 700 Adream Centers.

3、Curriculum and teacher development are the two important segments of Adream we hope to pay close attention to in 2015, as well as in the future. The future of Adream's curriculum development will look outward, learning from the world around us. We will introduce courses that are mature and up to the standards of our dream. In 2015, we intend to introduce programs based on Life Science courses from Taiwan that already have the benefit of 16 years of refinement. In some areas, we have already begun piloting these programs.

Teacher development schools aim to improve teachers' professional skills, sense of achievement and happiness. We hope to establish a set of standards for our teachers which will allow us to plan out development programs, and ultimately result in specialized training for every teacher according to their unique needs. This kind of program relies on teachers' development schools, and the training programs provided will also be product oriented. We will form a team of faculty lecturers and part-time lecturers, and we will expand training for different roles (seed teacher, principal, director). We seek to monitor the progress our teachers make, and provide effective feedback so that they may become more capable teachers able to positively influence their students. In 2015 we will also make full use of network technology, introducing practical courses to our MOOC platform, so that more teachers and schools will benefit from it.

4、By 2015, Adream will try to enter the field of community service: focusing on community education for the elderly, children, parents, and district residents to create a "All-Encompassing Adream Community Center"; We also begin to support local NGOs by offering training and financial assistance until they are self-sufficient. These efforts not only reaffirm the vision of our organization, they also provide valuable opportunities to try new things, and learn from them.



5、In 2015, we are willing to contribute many years' worth of work standards and models to create a public welfare resource base with the hope that other charities will contribute to this effort and we all may benefit. For our donors, we are looking forward to promoting direct connections with our beneficiaries, and encouraging close, personal interaction. Regarding our working style, we hope increase our use of long-distance collaboration technology, and Adream sincerely invites our professionals and volunteers alike to work together and make this happen so that everyone can participate in the future we're building.

We hope to always remain open-minded, and encourage genuine connections with one another. We are committed to becoming an open source education platform, and to creating our Adream Family. We, as a group, work towards providing a public education service, but we cannot forget that the Adream Family is not only about education, it is something that links very passionate people, allows them to share their experiences, work together to solve their problems, and hopefully feel a sense of purpose and belonging.

Everything we are today, we owe to yesterday's work, and everything we do today, we do to build a better tomorrow. Together we can shoulder the weight of our efforts, and hope to realize our dream.

全体理事签名：

Board of supervisors Report in 2014

In 2014, the board of supervisors convened for its annual meeting, as well as two additional council meetings. According to the provision in the articles of association, the Adream Foundation Board of Supervisors will conduct their yearly assessment of operational validity and create reports on separate sections, which are as follows:

1、The Adream Foundation was officially converted into a public recruiting foundation in January 2014. In April, during the second session of the fourth council, some of the foundation's internal rules and regulations were modified and adjusted in accordance with our updated standards. Some of the regulations adjusted include those relating to our financial management system, our conflict of interest resolution system, important appointments, dismissals and so on. The proceedings of the meeting are in legal compliance, and in accordance with the requirements of the foundation's plan for future development.

2、In 2014, the deputy secretary general and the board of directors were audited by the new professional committee and personnel appointment was investigated by the standard committee to ensure due diligence in the selection of candidates. All candidates met the requirements of the internal and external systems.

According to the board of supervisors, the above suppliers and the foundation's fund management and procurement business staff have no outside connections.

There was no significant litigation or arbitration in the transactions between directors and management personnel.

There was no significant purchase or sale of assets, and no major related transactions

Experts established a new system for recording all appointments and dismissals

The foundation's auditing for 2014 was handled by Da Hua Certified Public Accountants (Special General Partnership), and accounting was handled by the Shanghai Jinrun Accounting Firm.

Directors and management personnel had to accept the authority of the supervisory body and any penalties appropriate for the situation.

Outstanding Issues After the Main Phase

In January 2015, the Council had voted to pass the following resolutions:

(1) Mr. Wu Chong requested to resign as secretary general for personal reasons. He was elected as vice chairman of the foundation, and continued to serve as chairman of the investment management committee. He no longer receives remuneration from the foundation;

Former five major procurement supplier disclosures

Suppliers	Abstract	金额 (RMB元)	Percent
Shanghai Zhizheng Technology Co. Ltd.	Panel Computer	9,988,000.00	40%
Yangtze River juvenile and children's Publishing Co., Ltd.	Books	5,545,477.57	22%
DELL (China) Co., Ltd.	Computer	3,482,117.58	14%
Jiaxing Classical Furniture Co., Ltd.	Furniture	3,266,800.00	13%
Shanghai Daxun Pc Limited	Computer	2,599,780.00	10%

3、In March 2014, Adream submitted its 2013 audit report, annual report, and other information to the Shanghai Civil Affairs Bureau and Shanghai Municipal Bureau of Social Affairs. Adream passed the annual inspection, and we have published the annual report on the foundation website.

4、We actively worked to implement the Shanghai Municipal Civil Affairs Bureau's new major event reporting system, writing a total of 12 sections, primarily reporting on recent major issues encountered by the foundation. At the same time, we were actively involved in the research projects and conferences initiated by government departments.

(2) Hu Bin, was selected to serve as deputy secretary for the election of the secretary general, and two sessions of the board of directors;

(3) The audit and compliance committee chairman Shi Junming proposed, from 2015 on, to have the foundation's audits performed by Da Hua Certified Public Accountants (SGP).

Outstanding Issues After the Main Phase

In April and May, Adream held its three annual conferences in Beijing, Shanghai and Shenzhen. In these conferences, Adream disclosed business and financial data to the public.

In August, Adream won the "Shanghai Labor Day Award," becoming the first of more than 10,000 social organizations in Shanghai to receive this distinction.

In November, Forbes awarded Adream the title of "China's Most Transparent Foundation" for the fourth consecutive year.

These matters have been disclosed, and the board of supervisors will diligently follow guidelines and describe each of the above items in our yearly reports.

Management Risk Tips

5、We sent monthly reports to the authorities, donors, partners, volunteers, and posted quarterly reports on our website.

6、In accordance with the requirements of the governing authority, through a supervising official, the Party established contact with Ms. Shen Zhicheng and met with her in May and December before issuing a party emblem.

Adream is already eight years old as of 2014, but this year posed an entirely new set of challenges given our transformation into a publicly traded foundation. Every year we grow, many more people become aware of what we're trying to do, and we have seen tremendous gains in the donors we're attracting, and the beneficiaries we're able to help. This growth creates its own demands, and challenges us to adapt to a changing environment and improve our internal management while maintaining the professional standards that have gotten us here.

The board of supervisors wishes to remind management to pay special attention to two risks:

1. We must improve internal management to manage the increasing tension between our current talent structure and our efforts to expand our educational mission.

2. Our public offering creates new external vulnerabilities that we must learn to be mindful of.

We wish to extend special thanks to the supervisory council, and the management team for another year of excellent work, and also want to thank the communities we work within for their support and supervision.

沈志成 陈东强 姜洪

Attendance and Voting Records for the Meetings of the Board of Directors and the Board of Supervisors

Date	Conference name	Members Present	Observers	Conference content	Vote matters	Vote Outcome (Members in Favor / Total Voting Members)	Resolution Status
April 13, 2014	Second Quarterly Meeting of the Board of Directors	Jingxue Pan, Chong Wu, Jifei Wang, Man Liu, Junming Shi, Xiangming Fang, Zhicheng Shen, Jin Chen, Yuan Liu	Bin Hu, Danyi Shen, Qiuxia Zhu, Zhihong Sun, Guangyu Long, Yanhui Su	(1) Motion on the proposed review of the audit report and the annual report for 2013	Resolution on the adoption of the audit report and the annual report of 2013	7/7	pass
				(2) Motion on the proposed consideration of the work report of the first quarter of 2014	Resolution on the adoption of the audit report and the annual report of 2013	7/7	pass
				(3) Motion on the proposed review of the 2014 budget and major programme	Resolutions on the adoption of the 2014 budget and major programme	7/7	pass
				(4) Proposal on the proposed consideration of financial and authorized management system 3.0	Resolution on 3 .0 adoption of the financial and administrative authority	7/7	pass
				(5) Motion on the proposed consideration of the financial internal control system 2.0	Resolution on 2.0 of the internal control system	7/7	pass
				(6) Proposal on the proposed consideration of the related transaction approach 2.0; Motion on the proposed consideration of the framework of the non related party transactions	Resolution on the adoption of the associated transaction approach 2 Resolution on the adoption of the framework of the association between the gold and the non-related party transactions	7/7	pass
				(7) Motion on proposals for consideration of the management of the special fund	Resolutions on the management of special funds	7/7	pass
				(8) Proposal of recommendations for consideration by increasing the value management approach	By increasing the value of the resolution on management approach	7/7	pass
				(9) Proposal on the recommendation of a 2014 plan to increase the value of	By 2014 resolution on increasing the value of the plan	7/7	pass
				(10) Proposal on the recommendation of a professional committee management system 2.0	Management System 2.0 through professional committee resolution on	7/7	pass
				(11) Bill on the proposal to consider the establishment of human resources and Remuneration Committee, the appointment of Yuan Liu as chairman of the motion	Resolution through the establishment of the Human Resources and Compensation Committee, appointed Yuan Liu as Chairman	7/7	pass
				(12) Proposal of recommendations for consideration by the nomination as Vice President Shen yu Audit and Compliance Committee	Resolution on the adoption of the appointment of Ms. Shen Yu as vice chairman of the audit and compliance committee	7/7	pass
				(13) Recommendations for reappointment Liqing, Mai Bingyu, Chen Xinru as vice chairman of the fund for the development of the committee's bill	Through the renewal of Liqing, Mai Bingyu, Chen Xinru as vice chairman of the Fund Development Committee Resolution	7/7	pass
				(14) Motion on the proposed consideration of honorary chairman, honorary director of management	Motion on the proposed consideration of honorary chairman, honorary director of management	7/7	pass
				(15) Proposal on the establishment of public trust of public trust		7/7	pass
				(16) Proposal to consider the establishment of the investment management committee, the chairman of the motion Wu Chongwei	Resolution on the establishment of the investment management committee, the appointment of President Wu Chongwei	7/7	pass
				(17) On the proposal to consider the appointment of Zhu Kuangyu, Cui Yunhuo, Yang Zhongguo, Chen Shu as honorary director (2014-2015) of the motion	Resolution on the adoption of the appointment of Zhu Kuang Yu, Choi Yun Kuo, Yang Zhongguo, an honorary member of Chen numbe	7/7	pass
				(18) Proposal to consider the nomination of Mr. Hu Bin as Deputy Secretary General of the motion	Resolution on the nomination of Mr. Hu Bin as Deputy Secretary General	7/7	pass
				(19) On the proposal to consider the establishment of a committee to review the curriculum and teacher development, the appointment of Cui Yunhuo, Pan Jiangxue, chairman of the motion	On the establishment of the curriculum assessment and Teacher Development Committee, the appointment of Cui Yunhuo, Pan Jiangxue as the joint chairman of the resolution	7/7	pass
				(20) Resolution on the proposal to consider the appointment of Wu Gangping, Gong Dehui for the curriculum review and Teacher Development Committee Vice Chairman	Resolution on the adoption of the appointment of Wu Gangping, Gong Dehui, vice chairman of the curriculum assessment and Teacher Development Committee	7/7	pass
				(21) A proposal for consideration by Wu Chong pay resolution Vice Chairman	By Wu Chong resolution on pay cuts	7/7	pass
September 21, 2014	Five two times council	Jingxue Pan, Chong Wu, Jifei Wang, Man Liu, Junming Shi, Xiangming Fang, Zipei Tu, Zhicheng Shen, Jin Chen, Yuan Liu	Bin Hu, DanyiShen, QiuxiaZhu, Zhihong Sun, Guangyu Long, Yanhui Su	(1) Proposals for the consideration of the 2014 semiannual report and the recent business management discussion			
				(2) Proposals for the consideration of the 2014 semiannual report and the recent business management discussion	Resolution on the investment programme of the fund in 2014	2/7	Veto
				(3) Motion on the proposal to discuss the future development strategy of the fund			
				(4) Bill on the proposal to discuss the future fund raising of the foundation			
				(5) Motion on proposals for consideration of financial supplementary	Resolution on the financial empowerment of the fund	7/7	pass
September 21, 2014	Two session of the two board of supervisors	Zhicheng Shen, Jin Chen, Yuan Liu	Jingxue Pan, Chong Wu, Jifei Wang, Man Liu, Junming Shi, Xiangming Fang, Zipei Tu, Bin Hu, DanyiShen, QiuxiaZhu, Zhihong Sun, Guangyu Long, Yanhui Su	No bill	No resolutio		

BALANCE SHEET 2014.12.31

Editing Organization:Shanghai Adream Charitable Foundation				Unit:RMB			
Asset	Line No.	Year End Amount	Year Start Amount	Liabilities and Net Assets	Line No.	Year End Amount	Year Start Amount
Current Assets:				Current Liabilities:			
Cash	1	22,579,789.39	12,452,611.63	Short-term account	1		
Short-term investment	2	72,493,027.30	8,008,937.14	Accounts Payable	2	5,619,759.18	2,459,719.96
Accounts receivable	3	75,900.40	402,153.00	Salary Payable	3	1,362,975.47	600,696.05
Prepaid accounts	4	236,928.00	1,047,262.00	Taxes Payable	4	15,038.10	59,389.28
Inventory	5	3,856,431.45		Reserved Accounts	5		
Amortization	6	14,543.43	136,441.09	Advance receipt	6		
Long-term debt investment due within one year	7			Expected	7		
Other capital	8			Long-term liabilities within one year	8		
Total current assets	9	99,256,619.97	22,047,404.86	Other current	9		
				Total current		6,997,772.75	3,119,805.29
Long-term investment:							
Long-term equity investment	10		50,919,965.90	Long-term liabilities	10		
other long-term investment	11			Long-term borrowing	11		
Total long-term investment	12		50,919,965.90	Long-term payables	12		
				Other long-term payables			
Fixed assets:				Total long-term liabilities			
Fixed assets, at cost	13	418,188.65	248,539.65		13		
Minus: accumulated depreciation	14	258,737.27	189,535.85	Entrusted liabilities:	14		
Fixed assets, net	15	159,451.38	59,003.80	Entrusted liabilities	15		
Construction in progress	16				16		
Cultural heritage assets	17			Total liabilities	17	6,997,772.75	3,119,805.29
Liquidation on fixed assets	18				18		
Total fixed assets	19	159,451.38	59,003.80		19		
				Net Assets:			
Intangible assets:				Nonrestrictive net assets		80,198,213.48	57,013,802.46
Intangible assets	20	1,801,666.63		Restrictive net assets	20	14,021,751.75	12,892,766.81
				Total net assets		94,219,965.23	69,906,569.27
Entrusted assets:							
Entrusted assets	21				21		
Total assets	22	101,217,737.98	73,026,374.56	Total liabilities and assets	22	101,217,737.98	73,026,374.56

Income and expense statement 2014.12.31

Editing Organization:Shanghai Adream Charitable Foundation				Unit:RMB			
		Current Period			Last Period		
Items	Line NO.	Non-restricted	restricted	Total	Non-restricted	restricted	Total
1.Total income	1						
Donation income	2	2,078,960.42	72,674,565.09	74,753,525.51	5,702,177.48	51,822,454.46	57,524,631.94
Contribution income	3						
Service income	4						
-include:Government-purchased service income	5						
Good Sales income	6						
Government grant income	7	140,000.00		140,000.00		455,000.00	455,000.00
Investment income	8	5,058,669.07		5,058,669.07	2,352,572.58		2,352,572.58
Other income	9	16,296.66		16,296.66	-6,201.60		-6,201.60
Total income	10	7,293,926.15	72,674,565.09	79,968,491.24	8,048,548.46	52,277,454.46	60,326,002.92
2. Expense	11						
(1)Activities cost	12	52,960,956.87		52,960,956.87	33,905,324.59		33,905,324.59
Adream center construction	13	37,345,012.58		37,345,012.58	23,064,235.14		23,064,235.14
Adream center operation	14	10,742,950.19		10,742,950.19	6,709,841.02		6,709,841.02
Adream Library	15	62,339.00		62,339.00	761,041.03		761,041.03
Onederland	16	305,823.50		305,823.50	2,600,000.00		2,600,000.00
Other activity cost	17	4,504,831.60		4,504,831.60	770,207.40		770,207.40
(2)Management expenses	18	2,380,384.85		2,380,384.85	1,601,094.27		1,601,094.27
(3)Fund-raising expenses	19	313,753.56		313,753.56	819,238.69		819,238.69
(4)Other expenses	20				23,649.88		23,649.88
Total expenses	21	55,655,095.28		55,655,095.28	36,349,307.43		36,349,307.43
3. Restricted net assets to non-restricted net assets	22	71,545,580.15	-71,545,580.15		43,804,298.17	-43,804,298.17	
4. Net assets fluctuation	23	23,184,411.02	1,128,984.94	24,313,395.96	15,503,539.20	8,473,156.29	23,976,695.49

CASH FLOW STATEMENT 2014.12.31

Editing Organization:Shanghai Adream Charitable Foundation		Unit:RMB	
Items	Line NO.	Current Period	Last Period
1.Cash flows from operating activities:			
Donation income in cash	1	74,753,525.51	57,524,631.94
The receipt of contributions received in cash	2		
Service provided income in cash	3		
Goods sold income in cash	4		
Government grant in cash	5	140,000.00	455,000.00
Other relevant income in cash	8	16,296.66	-6,201.60
Subtotal:cash in-flows	13	74,909,822.17	57,973,430.34
Donation provided or fund granted in cash	14	50,517,137.49	33,413,973.81
Cash paid to and for employees	15	3,079,272.40	2,434,138.33
Cash paid for goods and services	16		
Cash paid for other relevant activities	19	357,376.77	884,379.06
Subtotal:cash out-flows	23	53,953,786.66	36,732,491.20
Net cash flows in operation	24	20,956,035.51	21,240,939.14
2.Net cash flows from investment activities			
Cash received from disposal of investment	25	174,980,079.47	217,162,276.40
Cash received from investment income	26	84,948.00	8,400.01
Cash received for fixed and intangible assets disposal	27		
Cash received for other relevant investment activities	30		
Subtotal:cash in-flows	34	175,065,027.47	217,170,676.41
Cash paid for purchasing fixed assets	35	2,009,649.00	54,260.00
Cash paid for investment	36	183,570,482.66	231,134,931.46
Cash paid for other relevant investment activities	39		
Subtotal:cash out-flows	43	185,580,131.66	231,189,191.46
Net cash flows in investment activities	44	-10,515,104.19	-14,018,515.05
3.Cash flows in fund-raising activities			
Loan in cash	45		
Other cash received in relevant fund-raising activities	48		
Subtotal:cash in-flows	50		
Cash paid for loan	51		
Cash paid for interests	52		
Cash paid for other relevant fund-raising activities	55	313,753.56	819,238.69
Subtotal:cash out-flows	58	313,753.56	819,238.69
Net cash flows in fund-raising activities	59	-313,753.56	-819,238.69
4.Effect of exchange rate changes	60		
5.Net increased amount in cash and equivalent	61	10,127,177.76	6,403,185.40

Adream’s Big Events

On January 27th, Adream became the first private foundation in Shanghai to convert to a public charity. Becoming a public charity allows Adream to realize its plans to bring new innovative, engaging, and entertaining learning tools into education.



In March: We finished building our first tablet-oriented Adream center in one of our high school classrooms in Yunnan province. Although this comes with many challenges, we look forward to creating a better future with it.



In April: Adream conducted “awakening the future” public activities in Shanghai, Shenzhen and Beijing, where we worked to educate the public on charity projects.

In May: Adream appeared in the headlines of the "21st Century Business Herald," and was advertised as a trustworthy, efficient, and professional third-party partner.



In June: As part of Adream's "going far away" program, 6 winning teams were given the opportunity to travel to a distant location, and put the skills they learned in Adream classrooms to practical use.



In July: Southern Weekly, during its 2014 Chinese Enterprise Social Responsibility Annual Meeting, awarded Annual Leader Prize to our very own chairperson, Mrs. Pan Jiang Xue.

From July to August: 61 teams of volunteers carried out the 2014 Adream programme, and trained 10,166 teachers in this year's Adream courses.



In August: Adream received the "Labor Day Award," becoming the first public organization to receive this valuable honor.

In November: The 2014 Sharing the Love charity banquet was held in the Shenzhen Four Seasons Hotel, where we successfully raised 26 million in donations.



In December: Forbes awarded Adream the title of "China's Most Transparent Foundation" for the fourth consecutive year.

In December: Adream won the Public Responsibility Award for its Adream Center during the China Social Responsibility Ceremony held by the Shenzhen Broadcasting Company. This event was jointly organized by Southern Urban Daily, Shenzhen Broadcasting Company and Sino Weibo.



In December: Popular actress Chen Shu, a spokesperson of Adream, received the 2014 Chinese Charity Celebrity award for her work. She has spent the last 6 years not only gathering donations for Adream, but also helping to promote Adream's values and principles.

Feedback from Beneficiaries

Starting in 2010, Adream became the first Chinese charitable foundation to publish its annual reports according to the information disclosure standards demanded of listed companies. For the last four years (2011-2014), Forbes magazine (China) named Adream "the Most Transparent Foundation in China," and has helped to encourage transparency within other charity organizations in China.

As a public charity organization, Adream operates on a unique "double-client" model with one client being the benefactor and the other being the beneficiary. At present, Adream is placing further emphasis on publishing information for our benefactors (including government and public donors), such as our ongoing financial position and updates on the status of projects in development.

So far, there is no foundation or charity organization in China that provides public beneficiary reports or stakeholder reports. Adream is the first to advocate producing a beneficiary report in China in hopes of encouraging other public welfare interest groups to become more open and transparent. Due to the lack of a third-party auditing institution, the presented beneficiary report is prepared by Adream.

In publishing a beneficiary report, Adream hopes to promote the values of openness and transparency. By gathering opinions and suggestions from beneficiaries, we try to emphasize the equal status of our beneficiaries and our benefactors. These reports will stand as proof that the relationship between donors and beneficiaries is very important, and our donors have real impact on the lives of those who rely on their generosity. In another light, these reports also hope to reduce the unequal flow of information between benefactors and beneficiaries, and by bringing these parties closer together, we hope to ensure that the work we do meets both parties' expectations.

1、Questionnaire survey feedback

In February 2015, in order to better understand how Adream is perceived by those involved in the education system, Adream surveyed teachers, principals, school presidents, and officials in several education bureaus. We received 125 responses in three days.

(Note: the survey didn't strictly follow standard sampling procedure; survey results may be positively biased)

1) Demographic Analysis

118 teachers and school administrators participated in this survey. Most of the responses came from teachers who helped to establish county-level Adream Centers from 2012 to 2014, and directors of education bureaus (about 70% of responses).

2) Adream Curriculum Feedback Analysis

Feedback suggested that the Adream curriculum made teachers more accessible to their students, and helped to change the student-teacher relationship from an authoritative model to a more cooperative model. Teachers felt positively about this changing role, and said that it helped build motivation, interest, and critical thinking skills.

3) Partnership and Support Analysis

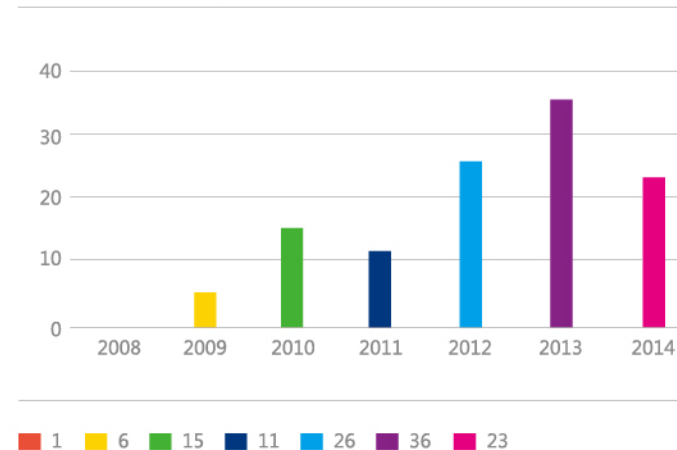
When asked "Why did you cooperate with Adream?", five directors of education bureaus responded by saying that Adream represents a fresh, updated take on education, and helps teachers do their best.

2、The Beneficiary – Students' Feedback

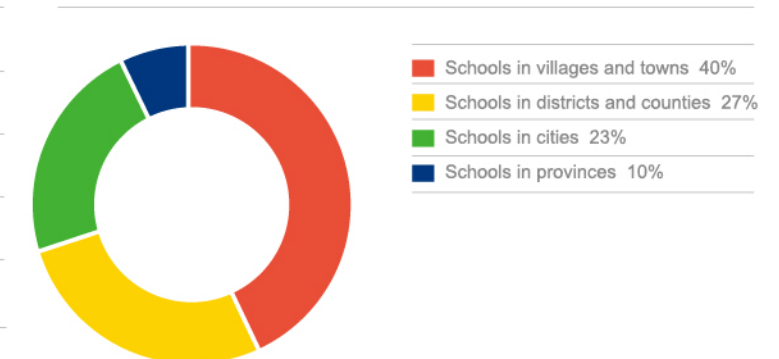
Adream aims to help students develop with confidence and self-assurance. The donors, the public and Adream itself wants to see our Adream Centers succeed, and demonstrate their ability to meet the needs of these children. Already, we can see some of our efforts bearing fruit. In the Adream curriculum, there are 25 innovative, engaging courses for teachers and students to choose from. The foundation has also organized an activity called "Going Far Away", allowing some of our best and brightest to fulfill their dreams of travelling.

We ran "Going Far Away" from February-August with the monetary support of kind-hearted people in the Tencent Charity Platform and Zhanggui's Wallet. 120 classes from Adream Centers around the country signed up and put together 80 travel plans. After four rounds of reviews, 7 teams consisting of 37 children and 14 teachers and volunteers were able to take advantage of this unique learning experience.

Year in which Surveyed Teachers Attended Adream Center Courses



School Types



Rank	What is the Greatest Benefit of Adream Courses?	Percentage
1	My relationship with my students has improved	15%
2	My students are happier	9%
3	I feel happier as a teacher	9%
4	I feel more confident as a teacher	9%
5	My professional knowledge and skills have improved	7%
6	The change in methods improved my teaching ability	6%
7	I feel more satisfied with my career	6%
8	My students are more confident	6%
9	It improves and innovates in the field of teaching	5%
10	My students' abilities improved	5%

Source	Suggestion to Improve Adream	Rank
Education Bureau	Provide broader, more comprehensive training for teachers	1
	Develop new courses and supporting resources	2
School Presidents	Improve training for school presidents (teaching skills, leadership, mentoring models), and inter-disciplinary communication	1
	Let more teachers broaden their horizons and learn from others	2
Teachers	Provide more training opportunities	1
	Improve the localization of Adream courses, and provide more course resources	2
	Help teachers to broaden their horizons and learn from others	3



3. Beneficiary – Teachers’ Feedback

Teachers are at the core of any education system , so the progress of teachers is also the progress of students. However, in China's current schools, rigid class structures, excessive exam pressure, responsibility for student security, and needless administrative work result in very rapid burnout for even fresh, optimistic teaching graduates, quickly sapping them of their drive to do their best. The Adream curriculum helps to ease some of these burdens and tries to help teachers rediscover the passion and vigor they had when they took their first step into the classroom.

At the end of 2014, Adream, together with the China Youth Travel Service and the Malaysian Tourism Promotion Board, started the second season of an activity called “Zheng He to the West – Dream Touring Group”. We searched through our list of teachers who participated in the “Going Far Away” program, and ultimately selected 12 teachers from Gansu, Qinghai, Shanxi, Sichuan, Chongqing, and Shaanxi.

“I want to show my students what I see, because their eyes are travelling with me”, said Caixia Zhang, a teacher from Gansu who used her mobile phone to recorded her trip.

4. Feedback on Third Party Assessment

By the end of 2014, Adream provided services to teachers and students from 1,648 different schools in 439 different counties throughout the country. In February 2014, the People's Livelihood Charity Foundation in Shenmu, Shanxi (entrusting party of the Shenmu Adream Center), entrusted Shanxi Dexiang Advisory Service LLC with assessing the effectiveness of the project to establish Adream Centers in 7 Shenmu schools. A subsidiary of Shanxi Dexiang Advisory Service LLC surveyed and interviewed a random selection of 60 teachers and 320 students (out of a combined total of 3,791) from these first 7 schools to implement Adream Centers. More than 81.7% of the teachers and students surveyed felt satisfied with the project. In addition, more than 90% of those surveyed agreed with the implementation of Adream Centers.

This positive response helped facilitate cooperation between the Shenmu Education Bureau and the Adream Center project.

Attitude		Supporting	Reserved supporting	Neutral	Negative
Ratio	Teachers	97.1	2.9	0	0
(%)	Students	91.8	8.2	0	0

2014 Donation Details

Foundation Donors	(RMB)
Industrial Charitable Foundation	4,000,000
YouChange China Social Entrepreneur Foundation	3,968,880
Cherished Dream China Education Fund	3,696,286.88
China Merchants Charitable Foundation	2,400,000
Dunhe Foundation	1,400,000
China Siyuan Foundation For Poverty Alleviation	1,294,780
One Foundation	1,040,100
Xinping Charitable Foundation	925,000
Tencent Charitable Foundation	856,000
Huaxiaren Charitable Foundation	750,000
China Merchants Charitable Foundation & Mango V Foundation	600,000
ZTE Foundation	550,000
Renzhong Edu Foundation	450,000
Trade unions in Dongling District of Shenyang	450,000
Amway Charity Foundation	400,000
China Children and Teenagers' Fund	331,565.12
TCL Foundation	309,000
Henan Charity Foundation	300,000
Shenzhen Project Care Foundation	200,000
Kunshan Youth Service Center	100,000
Bosera charitable Foundation	100,000
Tianhua Jinghua Foundation	100,000
Shanghai United Foundation	16,136.03

Organization and group donation details

Foundation Donors	(RMB)
Suning Commerce Group Co., Ltd. (via China Siyuan Foundation For Poverty Alleviation)	¥3,000,000.00
Akzo Nobel Investment Co., Ltd.	¥1,500,000.00
Shanghai Golf Charity Union	¥1,470,000.00
Guotai Fund Co. Ltd.	¥1,200,000.00
Aegon-industrial Fund Management Co., Ltd.	¥790,000.00
Shenzhen Landray Co. Ltd.	¥700,000.00
Everbright Pramerica Fund Co. Ltd.	¥600,000.00
Finance Commission of Shenzhen Municipality	¥600,000.00
Standard Chartered Bank (China) Ltd	¥542,370.00
SDIC Trust Co.,Ltd	¥450,000.00
Societe Generale (China) Ltd	¥426,522.00
Foresea Life Insurance Co., Ltd.	¥400,000.00
Zhejiang Universty and Insigma Group	¥300,000.00
Cheung Kong Graduate School of Business	¥270,000.00
Beijing Homyear Real Estate Company Limited	¥220,000.00
Gemdale Corporation	¥200,000.00
Fiyta Group	¥170,000.00
First Capital	¥150,000.00
China Guangdong Lions Club	¥150,000.00
Guangzhou Kapil Baby Products Ltd	¥150,000.00
KDF Distribution (Shanghai) Co., Ltd	¥150,000.00
Mokylin Group	¥150,000.00

Foundation Donors	(RMB)
NVIDIA Corporation	¥150,000.00
China Citic Bank credit card center	¥150,000.00
Bosch China Investment Ltd.	¥150,000.00
B&Q China Investment Ltd.	¥100,000.00
Beijing Real Capital Investment Advisor Ltd	¥100,000.00
Beijing Longrising Asset Management Co.,Ltd	¥100,000.00
Cosco Charity Foundation	¥100,000.00
Deloitte Consulting (Shanghai) Ltd.	¥100,000.00
IKEA Nanjing Ltd.	¥100,000.00
China Europe International Business School Class E12sh6	¥100,000.00
IKEA Shanghai Ltd. (Pudong Filiale)	¥100,000.00
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Sanofi China Investment Ltd. (Shanghai Filiale)	¥50,000.00
Shenzhen HIM Ltd.	¥50,000.00
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Shanghai Vision Park Youth Creative Development Center	¥20,000.00
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Continental Automotive Systems (Shanghai) Ltd	¥19,750.00
Generali China Insurance CO.,Ltd (Shanghai Filiale)	¥16,560.00
Generali China Insurance CO.,Ltd (Guangdong Filiale)	¥13,892.00
Wenzhoushi Babaxiang Food CO.,Ltd (Suzhongchao)	¥11,800.00
Zhengzhoushi Guancheng District Mingdun Men's Wear	¥10,000.00
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Education should spur our spiritual growth,
rather than fulfil our worldly temptations;
Grant us a broader horizon rather than tunnel vision;
Cultivate rational and creative thought,
rather than conventionalism;
Embrace diversity,
and transform us into practioners of tolerance.

2014 Annual Report

Adream Contact Information

Address: TowerA, Building5 No.10, No.116 Lane572 Bibo Road,
Zhangjiang Hi-Tech Park, Pudong New Area, Shanghai, China

Post Code: 201203

Telephone: +86 021-50270825 +86 021-6858 7100

Email: service@adream.org

Website: www.adream.org



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