

# 2020 ANNUAL REPORT

初升的太阳

SHANGHAI  
 SUNRISE

Championing education for a brighter future

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# Message from the Board of Shanghai Sunrise



Yulia Yan  
Executive Director

On behalf of us all at Shanghai Sunrise, we would like to thank all our sponsors, volunteers, and friends for championing education for a brighter future, particularly during such a challenging year. None of what we do is possible without you!

Despite the global pandemic, we achieved many milestones in 2020. We raised over 2 million RMB including 230,000 RMB resulting from a special e-mail campaign during the peak of COVID-19 in China. We assisted over 383 students to continue their high school and university education and even managed to hold two special student events in late 2020 when COVID-19 restrictions eased. These events - Take Your Student to Lunch and the Pairing Ceremony for newly paired sponsors and students – provide an important opportunity for students, sponsors and volunteers to connect and have fun.

Every challenge is an opportunity, and we used the quietude of lockdown to initiate an operations review and improvement projects designed to raise our efficiency and optimize our effectiveness support of our students.

We would like to especially thank our former board member Dr. Astrid Krehan for her continued generosity. Her third successful art exhibition, with all proceeds going to Shanghai Sunrise, was a true 2020 highlight! We are incredibly grateful to her, the event sponsors and the volunteer team who made it happen.

Although 2021 started with the pandemic still raging worldwide, in China we are much obliged that government and society have worked together to keep it contained. Shanghai Sunrise will celebrate our 25<sup>th</sup> anniversary this year and we hope that it will coincide with a time when we may travel freely to see our family, friends, business associates and more of this beautiful world. Until then stay safe and healthy!

Yours sincerely on behalf of the Board,



Frances O'Rourke  
Chairperson

Yulia Yan  
Executive Director

Frances O'Rourke  
Chairperson



初升的太阳

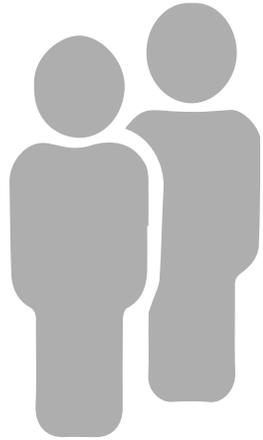
SHANGHAI  
SUNRISE

Championing education for a brighter future



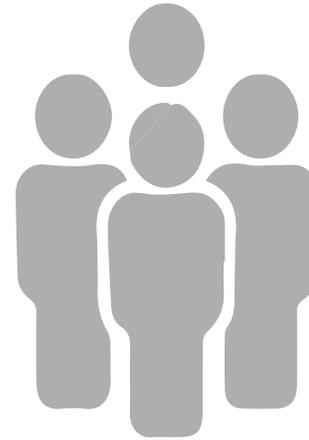
# 2020 Impact

By the end of 2020, Shanghai Sunrise' operations were run by:



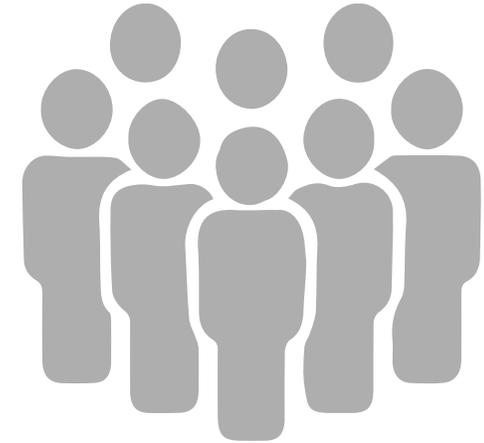
**2**

staff members



**10+** core team

volunteers who donated  
**4,000+** volunteer hours



**50+**

occasional volunteers

**383** socially disadvantaged young people were able to continue their education in 2020 thanks to Shanghai Sunrise.



**249** high school scholarships



**124** university scholarships



**10** Technology school scholarships

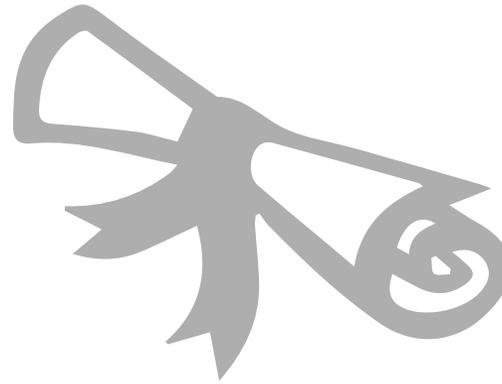


In 2020, we are proud to announce that **148 students graduated** from high school and university. Of these, 34 high school graduates continue to be sponsored by Shanghai Sunrise and were able to start university.

Overall, since our foundation in 1996, Shanghai Sunrise has achieved the following:



34 million RMB raised



11,900 scholarships created



3,200 students helped

## Quotes from student testimonials



“I had several sponsors over the years. While our communication was not the smoothest, I always **felt a bond**. A **warm connection** that became a bright spot in an otherwise unhappy childhood.”

- Hugo Sun, sponsor and volunteer



“When I think back to my experience of being helped, I knew I **needed to give back**. As long as time permits, I will continue to volunteer my time.”

- Yinyan Li, journalist and volunteer

“Thanks to Shanghai Sunrise, not just for the money, but also **for their mental support** along my way.”

- Xu Tao, police officer and Shanghai Sunrise volunteer



“I have **grown from a poor student to being a sponsor** of Shanghai Sunrise and a spreader of sunshine in winter. I applaud Shanghai Sunrise and I am proud of myself.”

- Xu Liangjun, sponsor and volunteer of Shanghai Sunrise



# 2020 Highlights

## 131 new students entered the Shanghai Sunrise scholarship program in 2020!

Shanghai Sunrise enables local students from low-income families to continue their high school education. In order to find those most in need of financial assistance, we work closely with the Shanghai Charity Foundation and social workers. Shanghai Sunrise volunteers conduct a home visit with every family who applies for our scholarship program to verify their personal situation.

Last year's home visits were particularly challenging: due to the COVID-19 restrictions, our volunteers had to accomplish what we usually do between April and September within a single month. In just nine days, teams of 2-4 people visited up to 15 families per day. In total, we visited 133 families in seven Shanghai districts. This was only possible thanks to the impressive energy and dedication of our volunteers!

[Read more on 2020 Home Visits: Personal impressions of our volunteers](#)



## 2020 was a year of reflection, improvement and planning for the future

We initiated an operations review and completed process improvements to raise our efficiency and effectiveness. Then, looking ahead to our 25th anniversary, we also looked back and realized that our sponsorship and some programs had not changed for many years.

Shanghai Sunrise sponsorship amounts have not changed since 1996. While wages and living conditions have improved, these changes have not necessarily kept pace with costs for many. In 2020, we initiated **Project REGENERATE** to review the Shanghai Sunrise mission, focus, and value proposition to best support education for underprivileged youth.

### Why?

1. We heard from students and other stakeholders that our sponsorship amount may not be sufficient to cover all education-related costs
2. We noticed that students have “new needs” (i.e., extra classes to pass the university entrance exam “GaoKao”)
3. We wanted to understand how China’s Poverty Alleviation program supports education



## Covid-19 created opportunities, challenges and new ways of working



### **We held our first online student and sponsor meeting event in 2020.**

One of our sponsors' team could not return to China: therefore, we facilitated the first online Pairing Ceremony between China and the USA via Zoom call for 40+ people.

### **Video presentations**

We added students' video messages to the Shanghai Sunrise Standard Student profile package for the individual sponsors who could not come to China this year.



### **Collection of in-kind donations of laptops to help students study online.**

During our home visits, we found out that many of our students do not have laptops. It was particularly challenging for them to learn online during the lockdown using only cell phone screens. Therefore, we started a new program to donate second-hand laptops to students in need.

## The pandemic also highlight generosity and concern for others

Unable to meet with sponsors or volunteers, we initiated an online fundraising campaign

**"Shanghai Sunrise needs your help more than ever."**



We asked all sponsors for additional support to ensure that students who lost their sponsors due to the COVID-19 challenges could continue their education. Thanks to one of the sponsors' generosity, we extended the program's scope and launched a matching campaign.

As a result, ***all students in our program*** are able to continue their studies in the 2020/2021 school year.

## Sponsor & Student Events: fun and laughter

In 2020, despite the challenging COVID-19 restrictions, we were able to organize a [“Take your student to lunch”](#) event in July and our [“Pairing Ceremony”](#) for new students in November. These are unique opportunities for sponsors to meet with their sponsored students face-to-face and to witness the impact of their donation firsthand. In addition, these events help to build a sense of community between all Shanghai Sunrise students, their sponsors and our volunteers.





## “Silent Message” Successfully Raises Funds for Education

On December 5th, 2020, Astrid Krehan’s solo exhibition “Silent Message” successfully closed with over RMB 215,000 raised through the auction and sale of the displayed artworks. All proceeds from the exhibition were donated to Shanghai Sunrise to help create access to education for underprivileged Shanghai youth.

[Read more...](#)

## More Fundraising Events in 2020



### Spinback Fitness raised 11,000 for Shanghai Sunrise

Spinback hosted a charity ride for Shanghai Sunrise in June 2020. The Spinback riders made generous donations on site. In total an impressive 11,000 RMB was raised. [Read more...](#)



### Pizza Making for Education

Homeslice hosted a charity pizza making event for Shanghai Sunrise. 100% of the proceeds from this workshop went to Shanghai Sunrise. We also sold Shanghai Sunrise merchandise on site and raised 3,100 RMB in total. [Read more...](#)



### **Go back to The Rooster! Go back to school!**

The wonderful team at Jing'an pub The Rooster organized the third edition of their Back to School Charity Scavenger Hunt end of August. 14 teams joined this wonderful event and we raised 3,200 in total for Shanghai Sunrise.

[Read more...](#)



### **Charity Bingo Night at Abbey Road**

Shanghai Sunrise was having a fun event, playing a numbers' based game of BINGO raising funds to champion education for disadvantaged youth in Shanghai. We shared the joy with around 50 people attending and raised a very nice sum of 6,214 RMB.

[Read more...](#)



### **Hip Hop Your Way to a Good Cause**

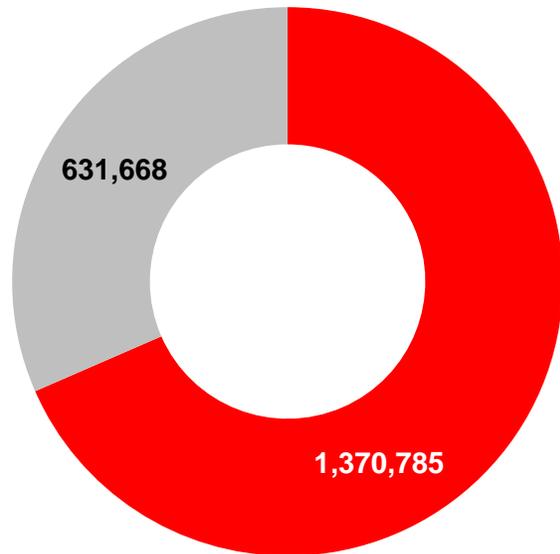
In October 2020, the amazing dance instructor Carla O'Connor and the wonderful Perch Wine and Cocktail Team organized a charity hip-hop & brunch fundraising event. 21 dancers joined this fun-packed event raising a total of 3,450 RMB to support Shanghai Sunrise's cause to create access to education for disadvantaged students in Shanghai.

[Read more...](#)



# 2020 Financials

**Total donations 2020: RMB 2,002,453 raised**



■ Funds Raised for Student Scholarships  
(2020-2021)

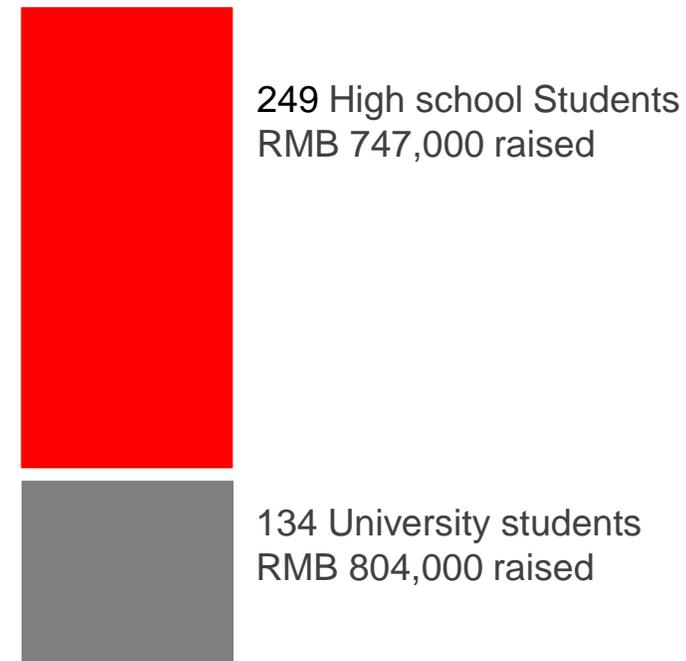
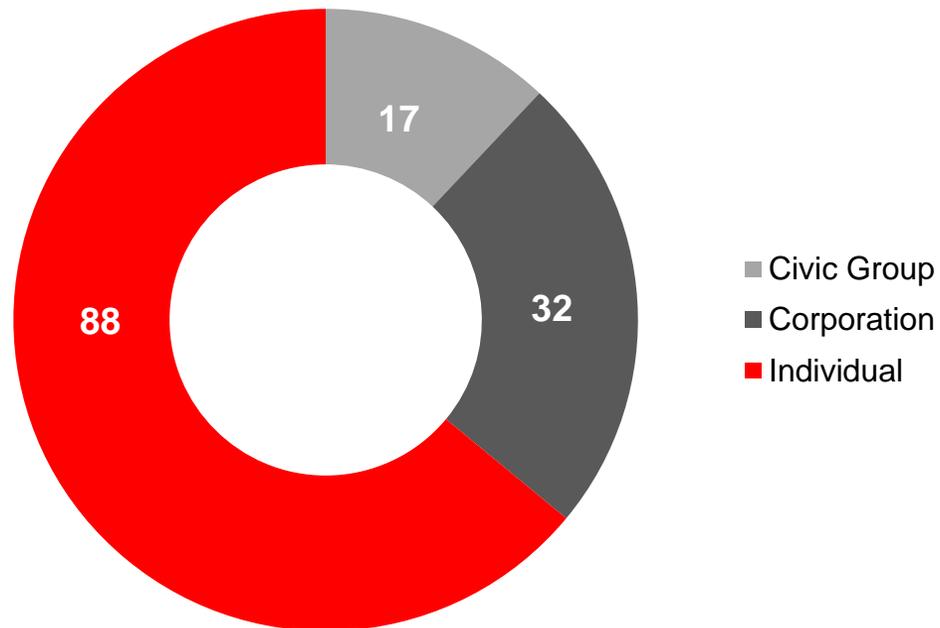
■ Funds Raised for Operations

### **Our promise**

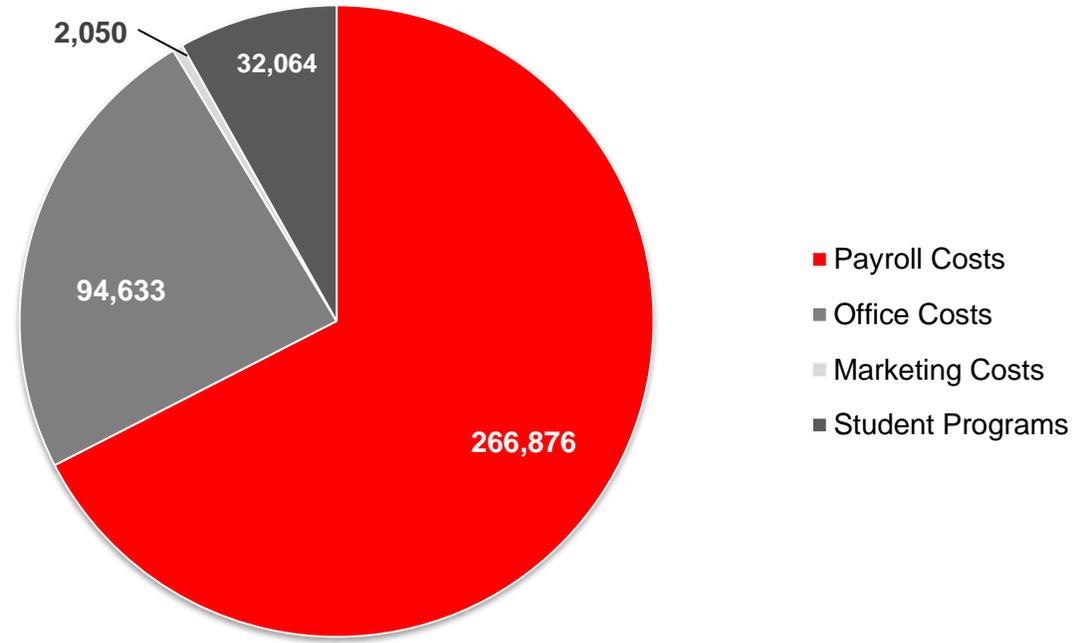
100% of scholarship donations go towards the student's education. This is the promise that Shanghai Sunrise has kept since our founding in 1996 despite rising operational expenses. To cover our program expenses and operating costs, we raise funds through general donations.

## Donations to student sponsorship 2020

Thanks to the support of **137** incredibly generous sponsors, **383** students were able to continue their education in the academic year of 2020-2021.



## Donations invested in operations



In 2020, we invested RMB 395,623 of general donations in our own infrastructure and student programs. These expenses include office rental, limited paid staff, development of our student support programs, CRM and IT technologies, raising public awareness and funding special events.



# Sponsors, Donors & Partners



Shanghai Sunrise is a registered program of the Shanghai Charity Foundation. We are grateful for their ongoing support and belief in our work.

The Shanghai Charity Foundation is a public non-profit organization approved by Shanghai non-government organization registration authorities. Each year, SCF assists Shanghai Sunrise in identifying underprivileged youth who qualify for our sponsorship program.

[www.scf.org.cn](http://www.scf.org.cn)

Shanghai Sunrise is proud to acknowledge and express our heartfelt gratitude to **all** our **Sponsors and Donors**. These organizations provided sponsorships for 10 or more students in 2020. This incredibly generous support changes the lives of our students by enabling them to complete their education.



# BOSS Group

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**DULWICH COLLEGE | SHANGHAI PUDONG |**  
上海德威外籍人员子女学校（浦东）



Shanghai Sunrise is led by a strong and committed **Board of Directors** who are all sponsors and volunteer their time in support of our students and various programs.

**Board of Directors as of 31 December 2020**

**Rita Boyle**

Director

SBA Stone Forest Corporate Advisory

**Kathy Hanna**

Managing Director

Ingenium Consulting Company Ltd.

**Frances O'Rourke**

General Manager – Asia Pacific

Think Global Limited

**Yulia Yan**

Executive Director

Shanghai Sunrise

**Helen Yang**

Managing Director

New Horizons Management Consulting Co.

**Benson Zhao**

Service Desk Operations Manager – Asia Pacific

Knauf Group

## Location & Contact

### Shanghai Office

Room 202, No. 550, Wuding Road.  
Jing'an District, 200041 Shanghai

### Contact us

+86 13681617871

[info@shanghaisunrise.com](mailto:info@shanghaisunrise.com)

### Our Website

[www.shanghaisunrise.com](http://www.shanghaisunrise.com)

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