

CSR Network Newsletter

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1st



Three Approaches towards Organizing Creative Employee Volunteer Program

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Preface

What other new innovative ideas are out there aside from tree-planting? This is a common issue faced by most Employee Volunteer Program (EVP) project managers. The design and implementation of creative, sustainable and replicable EVP projects is one of the primary focuses of Fuping CSR Partnership Network.

This newsletter offers you three effective approaches towards servicing the children of migrant workers, the elderly and people with severe disabilities. Ever since 2006, Fuping CSR Partnership Network has been accruing valuable experience in providing assistance to EVPs. Now we present you this technical knowledge in the form of this newsletter. In the future there will be one issue published every two months. We welcome employee volunteer information from all CSR partners, to be shared amongst others.

◎ Migrant Children Classroom

Migrant Children Classroom program, designed and developed by **China Hewlett-Packard Co., Ltd.** and **Fuping CSR Partnership Network**, offers volunteer service for the children of migrant workers. Through activities related to a diverse range of subjects such as science, environment protection, movies, music and sports, employee volunteers are able to establish positive values for children of migrant workers. These kinds of activities help the children easily adapt to their new life in the big city while preserving an enjoyable childhood experience.

| Movie Classroom |

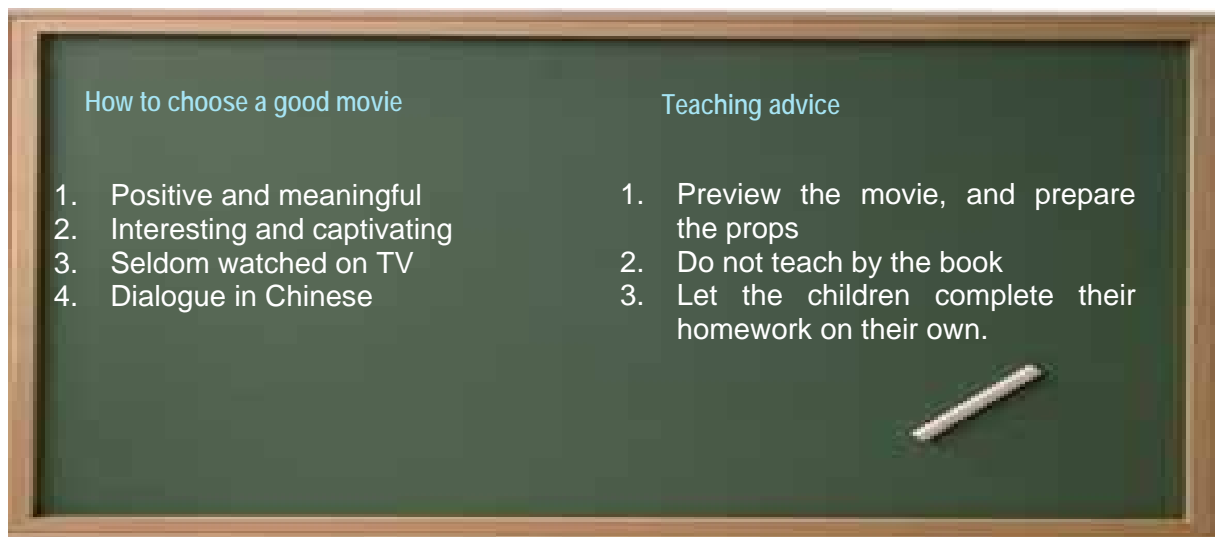
This activity allows the children and volunteers to watch, discuss and reenact movies together. The information from the movies can broaden children's horizon, evoke their creativity and build their confidence to live in the big city.

Teachers: Volunteers from **China Hewlett-Packard Co., Ltd.** And **Microsoft China**

Students: Students of Chunlei primary school of migrant workers' children and students of Dandelion Middle school

Hours: 4-6hours 45mintues per class

Class Size: 30 volunteers, 50students. total: less than 110



Employee Volunteer Program

□ Wall-E

Date: 7th March, 2009

Participants:

39 volunteers from **China Hewlett-Packard Co., Ltd.**

Children of migrant workers, Grade 4 to 5, Chunlei primary school

Service time: 195hours

Highlights:

It was the first time for some of the volunteers to participate. Those who were able to attend training sessions introduced the activity concept and related responsibilities to their colleagues.

Volunteers prepared a PPT ahead of time, through which they were able to give a brief introduction of **Wall-E** to students. One of the volunteers, Maxiao, introduced the protagonist, Wall-E.



The friendly host Zhang Lei easily piqued the students' intrigue.



In the discussion session after watching the movie, the students were encouraged to communicate their understanding of **Wall-E**.



Employee Volunteer Program

Some of the topics for discussion

When does the story happen? Why is the Earth buried in compost, while man is nowhere to be seen? What contributed to this consequence?

What did people fight for in the spaceship? Why are plants so precious?

Why are people in the ship overweight? How did they gain weight? Are there any ways that can prevent us from becoming overweight in 700 years?

How old will you be in 2109? What can you do for the children of that time?



Homework

With the pens and paper gifted to them, the children finished their homework within a week: Composition with the environment protection theme **for the sake of little friends in the year 2109**

Creative painting **Earth in Year 2109**

Words from students

This movie reminded me of the school reading **The Earth**. We must take action to protect the environment now rather than destroy it.

Words from volunteers

Those children's innocence can gain great potential through recognition and encouragement.

Employee Volunteer Program

□ *My left foot*

Date: 18th May, 2009

Participants: 27 volunteers from **Microsoft China**
59 Students in Grade 2 of the Dandelion Middle school

Service time: 270hours

After the cartoon, it was the first time to use the English motivational biography, **My Left Foot**. The movie tells us the life-time story of Christy who grew up to become a pianist and writer with the support of family, doctors, friends and his love.



The volunteer service began with visiting the Dandelion Middle school. The students welcomed volunteers, showed them around the campus, had lunch together and then took the bus to the cinema.



Broadband can be seen a bustling road and watching movies on the Internet can be regarded as driving trucks. If there is a traffic jam, other cars cannot get past. By using such lively explanations, students were led into a fantasy technology world.



Employee Volunteer Program



Volunteers were divided into 7 groups, and explained the movie to students. The volunteers introduced the place where the story took place - Dublin.

They took steps to enjoy the whole day: visited the campus, had lunch and discussed the movie.



It was the time to say goodbye. Volunteers gave selected books to students with best wishes and explained why they chose each particular book.

Love is so important that we should never give it up - that is what the movie wants to teach us.
Love from mothers is perpetual and forgiving.
Love from fathers is frail, easily irritated but passionate.
Love from brothers and sisters is based upon equality, trust, dependency and fighting for each other.
Love from friends is based upon compassion and respect.



Topics for discussing:

If I were the family or friend, what should I do?

Reflection from students:

The most touching plot was when Christy wrote his mum's name with his feet. The discussion helped me understand the story better. Even now I can recall the plot with ease.

Reflection from volunteers:

During lunch time, the children served us first and knew well how to respect others. The show they put on for us after the movie was amazing, they were all smart children who needed a gentle push in order to show true potential on the stage.

Employee Volunteer Program

□ BOLT

Date: 16th June, 2009

Participants: 37 volunteers from **Microsoft China**
58 students in Grade 2 of the Dandelion Middle school

Service time: 370 hours

Highlight 1:
From teaching knowledge to explaining life experience, volunteers from **Microsoft China** began to bring their life stories to students.

Highlight 2:
From telling the movie to acting the story, they expressed the meaning *limitless potential* of **Microsoft China**.



The feedback of the activity proved that students knew more about themselves and got encouragement. Upper picture shows volunteers Michael, Stephanie and John were telling 15-year-old story of themselves.

Each group gave full play of imagination in the role-play section. They created more ways to explain the story. What could be used as props? Students took paper, ropes and people as their props.



Employee Volunteer Program



It rained heavily that noon. The thunder rumbled overhead, while iron sheet roof was constantly bombarded by the heavy rainfall. Participants could not hear each other clearly. The volunteers got to know the students by introducing, chatting and hugging around. After that, the rain stopped. In the faint light, they shared a special lunch together.



◀ *Continue donating books to accompany you outside the cinemas.*

Reflection from students:

I too want to be a volunteer so that I can bring happiness to others as well as to myself.

Reflection from volunteers:

When a child did something that he had never done, he would gain a lot of confidence. At the same time, he know what he is able to do, for example, the girl from our group who sang on stage was also the first one who stepped on stage. This courage to challenge herself will be kept her own for a life time.

Employee Volunteer Program

| Sports Classroom |

Sports Classroom helps the children of migrant workers learn how to cooperate with one another, know more about themselves and try to do something that they never did. After that, they can adjust to and survive from the sufferings. Meanwhile, with the participation of volunteers, these children practice how to communicate and cooperate with different types of people. In the process, they build relationships and gain self-confidence.

Teachers: volunteers from **China Hewlett-Packard Co., Ltd.**

Students: students of Chunlei primary school of migrant workers' children

Time: 3 class period each time (45minutes/per class period)

□ Fun games

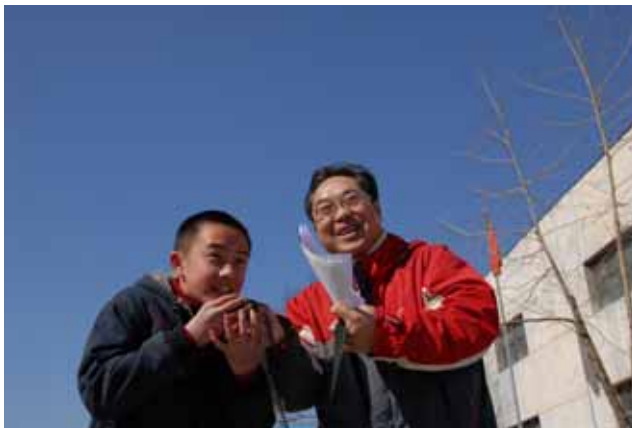
Date: 22nd March, 2009

Participants: 17 volunteers from **China Hewlett-Packard Co., Ltd.**

48 students in Grade 5-6 of Chunlei primary school of migrant workers' children

Service time: more than 170 hours

Companies: HP / LG / BMW



Highlights:

Liuning, one of the volunteers took the position of commander in chief. He managed the group activities and dealt with the contingency.

Students showed them around campus. Each group created its own team name and slogan. Afterwards, they played games such as *Run with One Leg*, *Let Me be Your Eyes*, etc.



Employee Volunteer Program



In the whole process of management, coordination and cooperation, volunteers got to know about their role and personal value.

One of the students was upset from losing the game. Volunteers, together with other team members encouraged him to come back.



It is a good way to communicate with children in their school. On one hand, we can know more about their living conditions. On the other hand, it really contributes for us knowing them and helping them.

Employee Volunteer Program

◎ Get-together Action

Get-together Action is one of the employee volunteer programs designed by Fuping CSR Partnership Network., which is aiming to help the seniors with difficulties in lives in community and the old living in home for the aged in Beijing. The action always combines with Chinese traditional festivals. The volunteers will hold some seasonal activities and accompany with the seniors on the Spring Festival, Dragon-boat Festival, Mid-Autumn Day and Double Ninth Festival. By participating in these activities, the volunteers want to let the seniors feel the atmosphere of reunions in festivals and acquire a sense of being cared for.

□ New Year, New House.

Date: 11th 1,2009

Participants: 35 volunteers from HP Ltd Co.
30 seniors in home for aged in Shijingshan District

Direct Service Time: 175 hours



◀ In Spring Festival, it is time for everyone to decorate their houses. The volunteers came to the retirement home with prepared decorations to talk with the seniors, redecorate the houses and present their best wishes.



◀ After half-day working, all rooms were seemed anew. Each of them was decorated with paper-cuts, cushions, simulation flowers, calendars, paintings, lanterns and so on. Among all of the decorations, some of them were offered by the absent volunteers. They asked their colleague to convey their regards.

Employee Volunteer Program



Seven groups of volunteers carried out the assignments in their own groups to figure out who should be the one talking with the seniors, who should be the one helping decorate the rooms and who should be the photographers. The groups which finished their work first went to help the others.

► In the end, the seniors appreciated the volunteers with their songs, which made the volunteers appreciate the true value of their support.



Volunteers' words:

What impressed us most is when we left the home, the seniors stood at the gate for a long time watching us. The seniors need to be cared for, they were also eager to talk with us. I think that we can do the activities regularly. We should visit them on a regular basis.

◎ Tian Yu Plan

Tian Yu Plan is made up of a series of employee volunteer service programs, which is newly produced by FuPing Enterprise Community Partner Network. It specifically provides service for severely physically disable people. Tian Yu Plan not only provides opportunities for those who are not convenient to go out, but also provides life security and psychological service. It helps the disable people so that they can enjoy equal opportunities for work and life.

□ Dreams come true with Imperial Palace tours

Date: June 14th, 2009

participant: 47 volunteers
27 disable people

Direct service time: 225 hours



Pushing wheelchairs is a rare experience for the average person. How to make wheelchair users sit comfortably and safely is a part of training program, which is also the emphasis of pre-training of this activity.



Highlights

For the physically disabled adults with severe disabilities, it is not convenient to go on a journey without perfect facilities. The Imperial Palace is the place that many of them have dreamt for more than 20 years or even 40 years. British American Tobacco China company's employee volunteers helped wheelchair friends realized the dream in the hot summer.

Employee Volunteer Program



In the Forbidden City, beside the barrier-free elevator that leads to the three main hall, all the wheelchair users need to wait for 3 minutes for the elevator to rotate. In order to save more time for the visit, volunteers will directly load the lighter disabled friends onto the stairs.



That day, 27 wheelchair teams became a landscape of the National Palace Museum. The disabled people performed soft-alai performances and poetry, and sang to express gratitude to volunteers. The volunteers also presented their dance and songs.



Words from a friend with disabilities:

This time, we traveled the palace with the help of the volunteers. When we told the others, they were immensely envious. So far, our families haven't taken us there. How could you move onto the big stage? Hearing that we were carried by the volunteers, our families were really moved.

Words from volunteers

When we talking with each other, Ms Zheng realized that we work and take care of the children without the help of my parents. She said she could help us to pick up our children. In the eyes of the public, she is in need of help. But she does not show this, and thinks some of the obstacles encountered in life is not worth mentioning.

◎ Green office

Based on the principle of *Voluntary Service*, *Fuping CSR Partnership Network* applies EVP experience to the Green Office action, encouraging employees to practice and promote Green Office. The seasonal corporate philanthropy forums also provide a platform for corporations to approach this subject and share experience.

□ Green Office: from idea to action — Summer Corporate Philanthropy Forum

Time: April 29th, 2009

Participants: 46 corporations and 17 media representatives

The corporate philanthropy forum was held beside Hohai, with no light and projection, no documents and no disposable paper cups. In a green way, 70 representatives from 46 corporations and 17 media held discussions on enterprises fulfilling Green Office.

Revolving around two topics, i.e. *How to turn Green office from idea to reality* and *Green Office in contingency times*, the representatives shared their experience and concerns regarding topic like EVS, green marketing strategy, placing emphasis on employee green relationship during green office action, etc. Small action contributes greatly to environmental protection *Green Action* is the slogan of this forum. 46 corporations logged on Fuping's green office website (www.greenoffice.ngo.cn) and applied to join this activity.

Xiaowei, vocalist of *Catcher in the Rye* as well as an environmentalist, sung his environment-awareness-raising song *Green* at the forum. Sohu.com and other media reported on this forum.

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□ Green Office starts from 26°C · June Forum of Sohu green channel

Time: June 17th, 2009

Participants: Shell, HP and representatives from Beijing Fuping Development Institute

Following up the theme of the April forum, Sohu Green Channel invited Fuping CSR Partnership Network and its collaborative enterprises to join the June forum themed by Green Your Office by Setting Air-conditioner's Temperature above 26 .

The forum called for enterprises' joint efforts, based on the questionnaire research discovery on Green Office conducted by specialized institution, combined with relevant experience from Shell and HP as well as those of Fuping's when Fuping practicing Green Office in several businesses.



Delegates of Shell, HP and Beijing Fuping Development Institute conversing on Green Office

Xingwenyi, vice president of Beijing Fuping Development Institute and project director, is sharing Fuping's experience of promoting Green Office.



Know more about this two forums:

<http://green.sohu.com/s2009/june-forum/>

◎ Post-disaster Reconstruction

Recently, participation in post-disaster reconstruction has become heated in enterprises philanthropy. Fuping CSR Partnership Network brought volunteer service into enterprise philanthropy program of post-disaster reconstruction, adjusting experience of EVP to the actual situation in the disaster areas.

Our goal is to encourage employee participation and to make sure donation goes directly to target areas.

Transmitting Love Through Happiness· BMW Love Sports Meeting

Date: April 12th, 2009

Place: Jiuzhou Gymnastic Stadium, Mianyang City

Participants: 50 volunteers from BMW
40 teachers and students from five nearby schools in Mianyang

Total service time: 800 hours



◆ *Sports Class* of the Flexible Class series arrived at Jiuzhou Gymnastic Stadium, Mianyang. Volunteers expressed their love and concerns to children in earthquake-plagued areas via BMW Love Sports Meeting.



◆ The preset 50 BMW volunteers consist of distributors from all over China, car owners and media representatives. They were divided into five groups with 40 local teachers and students from five schools in quake-stricken areas.



Post-disaster Reconstruction



Students presented flowers to volunteers to express their fondness and expectation. The followers picked along their way here.

Volunteers followed students back to their schools in reconstruction region. They experienced their study environment and shared their feelings. Sharing the same dish, volunteers and students came closer.



The *Break-ice* game called for patience and caution. With volunteers' efforts, students became convivial with them very quickly and both parties seemed reluctant to leave after the sports meeting and class meeting.

Words from students:

When I accidentally fell down in the game, a volunteer surnamed Hu showed great care to me and helped me to wash my hands. I was deeply moved.

I have never imagined that I could be treated equally in hotels after I came to Mianyang.

Words from volunteers:

I hope we can keep in touch with these children and watch their growth. We didn't have the time to communicate with their teachers, who may have more confusions than children do. I wish I could also make friends with the teacher and help them solve their worries.

Hope this activity can bring together kind-hearted volunteers and build up a platform for them to communicate, support each other, which can make volunteering more influential.

Post-disaster Reconstruction

Jingyou Volunteer Program of *Bayer Philanthropy Progra*, Stage 3 Handed Over Successfully

Time: October 25th, 2008 to May 13th, 2009

Participants: 119 volunteers of Bayer China Co., LTD.

Over 800 residents in Jingjiangyi community

120 delegates from Taipingzhen School

100 delegates from Taipingzhen Wuxing Primary School

Total service time: 23232 hours

With the departure of the 54th team of volunteers, after 201 days' service, Jingyou volunteer program of *Bayer Philanthropy Program, Stage 3* came to a conclusion. From October 25th, 2008 to May 13th, 2009, 54 teams with 119 volunteers serviced in Jiangjingyi community in Zhongbai Town of Jingyou City for up to 23232 hours.

This program, planned and carried out by Fuping CSR Partnership Network, opened up the interactive cooperation mode of Enterprise-NGO-Government. It was reported by a ten domestic medias and the volunteer groups and individuals were commended by Sichuan government.

The service Bayer volunteers provided included community greening and sanitation, building and managing libraries, community visits, rec-

reational activities, English language training, health screening, etc. With the greater influence of the program, responding to residents' requirements, various extra-curricular classes were offered in Taipingzhen Primary School and Wuxingcun Primary School .

At the end of the program, Jingjiangyi neighborhood committees held a handover ceremony with other volunteer groups, i.e., Maji Hotel and Southwest University of Science and Technology , to pass on the volunteer spirits in community.

► Youth volunteer association of Southwest University of Science and Technology, Maji Hotel and Jingjiangyi community present at the handover ceremony.



◀ Bayer volunteers shared experience with community staff.

Jiangyou Post -Disaster Reconstruction Started

Time: April to December, 2009

Place: Sansheng Village, Xinchun, Jiangyou, Sichuan Province

Participants: Kellan Pearl Corporation, USA
Residents of Sansheng Village, Xincun Town, Jiangyou City

In the process of *Bayer Philanthropy Program*, we found that the buildings in Sansheng Village suffered severely during the earthquake. Due to dramatic increase in demand for new houses and rise in building cost, the subsidies local residents received were not enough to cover the whole cost of reconstruction.

With the financial support from Kellan Pearl Corporation, USA, Fuping CSR Partnership Network launched Jiangyou Post-disaster Reconstruction Program in April this year. Based on adequate research, Fuping provided funds, varying from ¥5000 to 15,00, to every resident household that were rebuilding homes or planned to do so. The funds were given out to villagers popularly recognized as poverty-stricken according to village election.

Meanwhile, this program planned to establish an apartment for the aged with about 20 rooms for elderly people living on their own and households enjoying five guaran-

tees. Presently, this plan program has been put into practice and is predicted to be accomplished at the end of this year. ■

► Chen Mingjia (front first pictured), from Sansheng Village, aged 65, lives by five guarantees and has been living with his younger brother, which also lives below the poverty line. Consequently, this program approves to accommodate Chenjiaming in the future elder-people apartment.



◀ Xiao Guiyin (with a child in her arms in the photo), from Sansheng Village, was aged 67 and her five-people family also live under the poverty line. All she possesses after the earthquake is a three-Mu (Chinese measuring unit) land and four dilapidated houses. Now she lives in temporary

From Employee Volunteer Program, make a difference!



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