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COUNTRY DIRECTOR’S INTRODUCTION

Dear Plan friends, partners and supporters,

Did you know the following?

• There are some 70 million rural left behind children in China. This number is much larger than the total population of a country like France or the UK. These children are not left behind because they lack food, water, education or health care. Instead, they are left behind because their parents – often young men and women in search of work – have migrated elsewhere. Because China is a very young country, most of its children’s parents are not in their 40s or 50s, but in their 20s or early 30s, which means that many children are unable to receive adequate care. The children’s income and life security are therefore uncertain. Many of these children are left with an unsatisfactory secondary education, have to work, and face physical and mental harm and abuse.

• China’s GNP coefficient – a globally recognized indicator to measure the prosperity of a society – has risen from 2.4% (1890-1930) to 6% (1930-1970). China’s in-country disparities even mean that development outcomes for children in the poor rural areas of China are similar to those in some low income countries. Migration and rapid urbanization present additional challenges related to urban poverty and vulnerability.

• Plan is gradually focusing on work in geographical areas with a large ethnic minority population. Ethnic minority children are disproportionately more than in Chinese children experiencing poverty and other barriers that lead to exclusion (e.g. language, academic requirements and age). The children cannot receive proper care and support from society or family. Children’s rights and opportunities are also seriously challenged.

But did you also know that...

• Your support as a friend, partner or supporter of Plan International China allows us to ‘get it right’ and actively solutions to break these barriers for some of the most neglected populations of children in China, through promoting systems-based solutions to these problems.

• Our 50,000 sponsored children in eleven geographical locations in China – from the Nagada Himalayan Region in Northern China over Sanaa Province in Central China to beautiful mountainous areas in Shanxi Province in Southern China – serve as Plan’s ambassadors for breaking the barriers of child poverty and exclusion.

• Some of them are organized in Young Building Clubs and make their voices heard to their parents, teachers and to us, Plan International China, an organization.

As Plan International China Country Director, I am pleased to provide you with our annual review of Plan International China work in the People’s Republic of China during the past year. An overview of our year just passed in which Plan International China built upon past successes, revised plans and strategies and made further progress in implementing its programme choices. Plan International China CSP C’12 covering the period FY11 to FY12, was completed in July 2012 and this year we have increased the speed of its implementation. We have also highlighted Plan International China ambition in order to be efficient, effective, innovative, responsible and relevant. Program implementation that is agile enough to fight child poverty and defend children’s rights. Our CSP C’12 is fully in line with Plan’s Global Strategies to 2015 for focusing intention more on an inclusion and exclusions groups, including ethnic minorities, vulnerable youth and girls. The thematic focus on early learning (Early Childhood Care & Development Education) and Child Protection & Child Advocacy in Plan’s Global Strategies to 2015 constitutes a major part of Plan International China CSP C ’12 Country Programmes.

Five main interventions are Plan International China programming and operations.

• Early Childhood Care & Development.

• Child Protection.

• Adolescent Girls’ protective, empowerment and participation.

• Youth Employment.

• Child Rights Management.

I would like to invite you to read through the relevant sections in this report in order to learn more about the exciting work in progress: promising children’s rights that have been going on through the work of Plan International China and its strategic partners. None of this work and our achievements could have been possible without your long standing support and encouragement.

Let me take this opportunity to express my gratitude to all our friends, partners and supporters. I hope you find this Plan China Annual Review to provide useful information about the progress that Plan made in China towards creating an environment in which children’s rights is increasingly being guaranteed, so that children in China are better able to live up to their full potential.

Warm regards,

Smita Coppens
Plan International China Country Director
关于国际计划
ABOUT PLAN

作为成立于1950年的儿童发展组织，国际计划与100多个国家、为儿童工作
了70多年。今天，我们在中国、印度、菲律宾、越南、泰国、巴西、南非等国，开
展和实施儿童保护工作。我们的目标是为儿童提供支持和帮助，让儿童成为
健康、快乐和有希望的成年人。

国际计划致力于为儿童和青少年提供教育机会和医疗保健。这些儿童获得
教育和保健的机会，可以改善他们的生活条件，从而改变他们的未来。

国际计划也致力于消除儿童和青少年的危险和贫困。儿童和青少年的
发展和福祉是我们的工作重点。如我们所知，一个孩子，一条生命，一个病
例，一条道路，一个梦想，一个家庭，社会将变得更好，世界将变得更美好。

Plan has been working for, and with, children for more than 75 years. Today we work in 51 low and middle income countries across Africa, Asia and the Americas to promote children’s rights and provide better opportunities for millions of children. As a founding member of the Alliance for Children and Youth, we provide leadership and advocate for children’s rights and ensure that children benefit from advances in health, social services, education and employment.

We focus on ensuring that the children who are most marginalized receive the education and protection they have a right to, and that they are not excluded from services or decision-making. We do this by working in partnership with communities, local and national government and civil society organizations. We are independent, with no religious, political or governmental affiliations.

工作方式

国际计划通过以下方式实施儿童保护项目：

- 一个明确的儿童保护计划
- 促进儿童权利
- 提供更好的机会
- 帮助孩子们获得教育
- 保护孩子们的权利
- 与社区、政府和社会组织合作
- 发展和改善儿童的生活条件
- 促进儿童的未来

如何工作

Plan sees a clear link between fulfilling human rights and tackling poverty. The benefits of a good start in life are far-reaching—not just for individuals but for future generations.

Plan believes that every young person should have the chance to be an active citizen and able to shape the communities they live in. That is why our children
centered community development approach sits at the heart of our work. This approach is based on some core values: child rights, inclusion, non-discrimination, and participation. It enables young people to set their own priorities, develop strategies, assess local progress and take part in decisions that affect their communities. By offering young people’s confidence and skills, we can empower them to build the world they want to live in.

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管理架构

我们的使命是帮助那些需要帮助的人，并为他们提供支持，以改变实现梦想的条件。我们致力于帮助那些处于边缘和困难中的人。我们通过创建和维护有效的渠道，为受益者提供必要的援助。我们的工作涉及多个领域，包括教育、健康、儿童福利、灾害风险管理和儿童保护。

2014年主要项目领域

儿童早期养育与发展

20页

儿童保护

26页

灾害风险管理

30页

结构与治理

我们在中国和全球范围内开展工作，我们的办公室分布在世界各地。我们的工作涉及教育、健康、儿童福利、灾害风险管理和儿童保护。

我们的101名员工，与1,009个以村庄为单位的社区工作；在我们的工作区域，有221万名社区成员，其中包括51,36万名儿童。

2014年总支出

4000万元人民币

在中国累计投入

5.82亿元人民币

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在华总支出

4000万元人民币

在中国累计投入

5.82亿元人民币

Our total expenditure in 2014 in China

¥ 40 million

Our cumulative expenditure in China

¥ 582 million

101 staff worked with

1,009 communities

Our work areas had a population of

2.21 million people including

513,600 thousand children
Our vision

Plan’s vision is of a world in which all children realize their full potential in societies that respect people’s rights and dignity.

In the face of increasingly complex social and economic challenges, the traditional ways of operating are no longer sufficient. So, our focus as an organization is on ensuring that we are dynamic, innovative, responsive to change, professional, and cost-efficient in pursuit of our vision.

We are now part way through a transformative four-year strategic journey to make Plan a flexible and forward-thinking organization, able to deliver our One Plan and One Goal strategy by 2015.
Underpinning our strategy is our ambition to operate as One Plan across the globe – a more efficient, effective and collaborative organization.

- We will be a united organization, working towards a common goal, with high-performing staff and consistent systems and processes.
- We will focus our efforts on increasing funding, both from individual and institutional supporters, to be able to reach more children and their families.
- We will seek out and work with other development organizations, civil society, governments, and the private sector, to combine our expertise and skills and extend our impact.
Our One Goal is to reach as many children as possible — particularly those who are excluded or marginalized — with high-quality programs that deliver long-lasting benefits.

1. Tackling exclusion
Children are excluded for many reasons, including gender, disability and ethnicity. We are committed to ensuring our programs address these barriers and provide all children with the same opportunities in life.

For example, our commitment is most evident in our global Baby & Child initiative, which focuses on gender, disability and ethnicity. We work with partners to design and implement programs that are adapted to the specific needs and challenges of each community.

2. Improving program quality
We are making sure that our programs are based on evidence, address global policies and standards, and their impact is measured and ensured to provide positive and lasting effects for children. For example, we launched our Baby & Child Bill of Rights, which defines the rights of children worldwide, and our Child Rights Framework, which outlines the standards and expectations for children’s rights.

3. Expanding our influence
We are doing our best to ensure that our programs are based on evidence, address global policies and standards, and their impact is measured and ensured to provide positive and lasting effects for children. For example, we are expanding our influence by working with governments, organizations, and communities to ensure that children’s rights are respected and protected.

4. Extending our services
We are committed to ensuring that children are provided with the best possible care and support, and we are continually working to improve the quality of our programs.

5. Strengthening our organization
We are committed to ensuring that our organization is strong and sustainable, and we are continually working to improve the quality of our programs.
OUR PARTNERSHIPS AND KEY FEATURES

Our vision can be achieved even more effectively through working with others. For Plan, this means working effectively in partnership with our sponsors, with other development organizations, with private sectors, with government partners at different levels, and especially with children and community members, to combine our expertise and learning.

In FY 2016, Plan China

- Works together with 31 national, provincial and local governments to strengthen the awareness and capacity of city bureaus.
- Cooperates mainly with 7 like-minded multi-national and domestic corporations to integrate their social responsibility into community projects and to bring about sustainable development.
- Complements with the efforts of 19 NGOs and 547 locally-based organizations and groups to build the capacity of stakeholders.
- Cannot work without dedicated 1,100 volunteers from all walks of life.
- Builds relationships between individual sponsors in developed countries, areas, and 19,313 children in rural China.
- Mails 2,206,441 community members, especially 333,598 children’s participatory activities throughout the projects in order to carry out projects concerning children’s needs and rights successfully.
“因为我要成为一个女孩”倡导活动
OUR BECAUSE I AM A GIRL CAMPAIGN

国际计划在全球范围内开展的“因为我是一个女孩”活动，致力于支持数百万女童接受教育、获得技能，并且帮助她们改变自己的生活和周围的环境。

Our campaign aims to support millions of girls to get the educations, skills and support they need to transform their lives and the world around them.

活动

2019年10月11日，在联合国妇女署的支持下，国际计划与中国妇女发展基金会举办了“因为我要成为一个女孩”倡导宣传活动。活动邀请了数十名女童参与，她们分享了她们的故事，以及她们在做决定时所面临的挑战和机遇。活动旨在提高公众对于女童教育的重视，同时也让女孩们看到她们的潜力和可能性。

在活动期间，女孩们分享了她们的故事，这些故事展示了她们的勇气、决心和坚韧。她们的故事激励了在场的每一个人，让人们看到了女童的潜力和可能性。

Activities

On October 11th, 2013, Pan China hosted a celebration to mark the 3rd International Day of the Girl and Workshop on Gender and Disaster Risk Reduction, under the support of the Beijing Cultural Development Centre for Rural Women and the UN Women. Representatives from NGOs, governments, and media that focus on child rights and girl development took the opportunity to discuss gender mainstreaming in disaster risk management with national experts, practitioners and academics. The participants also shared good experiences and lessons learnt on promoting gender equality and girl’s empowerment in preparing for and responding to disasters.

Adolescent girls who were affected in the 2013 Sichuan earthquake took a series of photos which reflected their lives and needs after the disaster. These photos were exhibited to communities in Beijing, in order to call for social awareness on girls’ rights and gender equality in disaster.
Girls’ projects

Intervention and promotion of minority girls’ rights

The intervention and promotion of minority girls’ rights project in Yunnan Province aims to protect the interests of minority girls there. Through conducting a baseline survey for girls and training girls and the loly-bearers, Pan operated activities like establishing village mutual development funds and conditional education funds, which were designed to ensure the right and opportunity to education for girls in poor areas, to improve minority girls’ abilities of self-development and self-education. Also, through intervention studies, Pan explored how to intervene in early marriages more effectively in poor minority areas in order to ensure girls’ rights.

By parents and girls’ commitments on the “continuing education and refusal to early marriage”, with schools’ cooperation as well, Pan issued 10,873 MAR from “Conditional Education Fund” for 346 girls.

Xiao Xu, a girl from a poor family in Yunnan County of Yunnan province said: “Pan’s projects assisted me to exclude all sorts of negative thoughts, and let me find out a proper way to should change in my life.”

She once totally lost herself under the traditional value of a “preference for sons,” and had negative emotions toward learning and wanted to drop out of school. After receiving survival skills and gender equality training, with teachers’ respected communications with her and education with her parents, Xiao Xu became a girl with strong belief, she claimed, “I must receive further education and change my destiny.”

She devoted herself actively and cheerfully to her junior high school study. What we need more parenting was that her parents also saw “we will find ways to overcome the difficulties for her to continue her education, and we hope she will do better than us.”

Vocational training for girls

Pan China provides scholarships for older girls who dropped out of school because they are from poor families of Shaanxi Province, in order to help them participate in vocational training and improve their skills training and to all them to enter society successfully. Over the past year, a total of 100 older girls benefited from it.
CHILDREN'S EARLY DEVELOPMENT:
Wide-ranging benefits of early childhood care and education

The programme aims to improve access to quality childcare and development services for young children under the age of three, building on parents' and caregivers' knowledge and skills, and supporting government partners in regulating early childhood education services provided by both public and private entities.

In this fiscal year, Plan China continues to implement core projects, including the Integrated Management of Child Illnesses, maternal and child health education activities through Community Child Development Network (CCDN) and kindergartens. Additionally, it continues to expand the reach of early childhood education services via the Early Childhood Education project. Progress has also been made in spreading good practices through cooperation with government partners at different levels, and exchanging knowledge among relevant institutions and international non-governmental organizations.

The initiative of the Integrated Management Childhood Diseases (IMCD) project is to strengthen child health services in poor ethnic minority areas in Yunnan Province. The project aims to strengthen the capacity of county-level pediatrics in this IMCD. This will improve the functionality of referral systems at three levels (village, county and province levels) and increase the nursing knowledge of caregivers in common childhood illnesses.

In FY 2016, 33 pediatrics at the county level have been trained who in turn provided further training and support to 184 village-level pediatrics. The referral system has been further strengthened in two project counties, which ensure that village children have access to timely and proper treatment. The effectiveness of this system will be tested and perfected in FY 2017.
儿童幸福家园

为了能够给农村地区的儿童提供更好的教育、卫生保健、营养、安全和心理支持等方面的综合服务，民政部儿童福利司在2017年开始，以4个试点地区（江苏、重庆、安徽、青海）为试点，启动了“儿童福利保障项目”（以下简称“项目”）。

2018年起，民政部儿童福利司在试点基础上启动了名称为“儿童快乐家园”的项目，旨在为农村地区的孩子提供科学的、补习和健康方面的指导。

“快乐家园”项目不排斥各村“家园”的实践，而是进行一种形式的资源整合，努力在一条道路上探索一条新的儿童福利服务道路。为此，在“快乐家园”项目实施过程中，既为一种机制的形成也为相关服务提供了更多的探索空间，探讨家庭和社区间的互动模式。

2014年度，在项目实施过程中

- 30,537名儿童和32,447名监护人受益
- 2,130名6-36个月的儿童接受了营养补贴
- 58名社区志愿者参与了儿童福利宣传培训
- 130名，包括社区志愿者、村干等，为农村孩子提供了学习、健康和营养的友好教育

2015年度，财政资金支持

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2015年度，财政资金支持

- 30,537名儿童和32,447名监护人受益
- 2,130名6-36个月的儿童接受了营养补贴
- 58名社区志愿者参与了儿童福利宣传培训
- 130名，包括社区志愿者、村干等，为农村孩子提供了学习、健康和营养的友好教育

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Early childhood education

In FY 2014, Plan has continued to cooperate with education sectors at different levels to increase the popularity and quality of early childhood education.

In ethnic minority areas, as Xinyuan and Ningxia, Plan and education sectors have organized educational support activities aiming at kindergartens and preschools. Usually, by conducting teachers training, providing tuition for children from poor families, and using teaching equipment for schools, as commitments to the government, the local education department waived tuition for poor children and allocated qualified faculty for preschools.

In addition, game-based curriculum and training modules developed by Plan has been widely adopted and applied by the government and schools. For example, the education bureau of Pucheng County has applied the curriculum modules to early childhood programs for children aged 3-6 in all kindergartens in the county.

We have also held early childhood education training for 172 teachers from kindergartens and preschools in the program area to enable 14,000 children to benefit from it. At the same time, according to the "Kindergarten-based parenting guide" developed by Plan in FY 2014, we have trained 172 teachers in 67 kindergartens, on parenting content and have benefited 3,500 parents and guardians.

"With the support of Plan, our county’s Education Bureau has made great progress in the management and education services of rural kindergartens. As well, the teaching level and the education concepts of preschool teachers have improved a lot. We are confident in improving and developing preschool teaching levels of Pucheng, and in enabling more rural children to enjoy high quality preschool education."

Tang Tianzhe, an officer of Pucheng Education Bureau

"在新的支持下，我们能改进在农村儿童教育管理和服务方面得到很大的提升。此外，教学水平和幼儿教师培训也得到了很大的提高，我们将有信心改进和发展农村学前教育，吸引更多农村儿童享受高质量的学前教育。"

黄晓辉，教育局局长在教育局的会议上发言。
儿童保护
CHILD PROTECTION

国际项目的目标：保护儿童和青年免受虐待、忽视、剥削和暴力的权力。

PLAN’S GOAL: For all children and young people to realize their rights to protection from abuse, neglect, exploitation, and violence.

社区儿童保护机制建设项目
Community-based child protection mechanism development

社区儿童保护机制建设项目旨在增强社区儿童保护工作的可行性和效率。

项目的目标是确保所有儿童和青少年都能享有安全、保护和参与的权利。

项目将对社区儿童保护机制进行评估，并提出改进建议。项目将通过培训和教育，提高社区成员保护儿童的意识和能力。

项目将通过建立社区儿童保护热线、培训志愿者和组织社区活动，来增强社区儿童保护机制的效率。

项目计划将与社区儿童保护组织和政府机构合作，以确保儿童保护机制的有效实施。

Plan wants to ensure that all children are safe and protected from all forms of abuse, neglect, exploitation, and violence. For this purpose, we work with communities and schools, and provide children and their families with safe and secure environments.

"Children should be respected. Scolding and criticizing would only lead to children's frustration."

— 赵辉 - 社区儿童保护志愿者
“By participating in the prevention of child injury and sexual abuse’s publicity and training, I have realized that those private body parts are too sacred to be hurt and have learnt how to ask for help if being threatened. Those are quite useful for us.”

Saiki Hashiba, a 12-year-old girl from Purching County.

The Learn Without Fear tour project aims to develop an improved learning environment for the physical, emotional, and social health of children in school. This includes the following:
1. To improve the comprehensive physical care and child-friendly living environment for children in target boarding schools.
2. To improve emotional and social skills among children and decrease incidence of violence in target schools.
3. To improve systems support to a child-friendly learning environment.

In FY2014, Plan has set up child friendly spaces in 120 schools a safe and friendly place for children to freely engage in conversation, reading and playing. We have equipped those spaces with teaching aids and books, have offered self protection knowledge and skill trainings for 3867 children and “positive education method” training for 670 teachers, and have held theme summer camp on preventing school violence for children prone to violence.

Through learning the self-defensive knowledge and skills of children, I know the advocate safe knowledge and skills, and I have learnt the importance of self-protection knowledge and skills, to advocate positive education method which without any sexual punishment to teachers, and to emphasize the importance of protecting to the children.

In FY2014, the project has improved campus environments and facilities for children in 11 rural schools, launched a child protection program, promoted rural psychological support, and worked positive teaching methods for teachers, students and parents, and provided early intervention services for children. In addition, the project has also assisted children with special needs and children who were living under cbparge conditions to protect them from becoming child protection victims, which has promoted the communication between caregivers and children, and has brought environment-friendly concepts into the schools and communities.

"I always thought that it was nothing for the parents to hint the kid if the kid was naughty. After attending the positive discipline training, I realize that there are better methods to educate kids."

Shinya, a 25-year-old father from Jia Guang.

"Three meals a day, if you are hungry, you can ask me to cook, or you can help me. I don’t want you to suffer unnecessarily."

Ji Peng, a 15-year-old boy from Jia Guang.

"The project has focused on the needs of left-behind children in boarding schools. We, 14-year-old girl from Wangli, want: Plan made our school a brand new place, and the dormitory is just like a sweet home."

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**Disaster Risk Management**

**Plan’s Goal:** For children and young people to grow up safely in resilient communities and realize their right to protection and assistance in emergencies.

**In times of disaster, children are particularly vulnerable.** Separation from family and friends causes uncertainty, anxiety, and shock, with a significant impact on children’s emotional well-being. Our initial response was to focus on children’s urgent needs such as food and hygiene kits. We then prioritized child protection and education to help children feel safe, develop a sense of security, and normality. As an important part of this resilience development (child-friendly spaces), which help protect children from harm and exploitation, and emotional healing.

We also carried out disaster risk reduction work to reduce the risk of damage from disasters. Using an innovative child-centred approach, we help children develop the skills they need to keep themselves safe and to make their communities better protected and more resilient.

In FY 2019-20, as an example, Plan has improved the disaster preparedness and response ability of communities and schools. On the other hand, it has strengthened the respective efforts of children’s emergency works in the areas of disaster prevention and education.

**Plan China** has started a pilot project in disaster-prone areas. The goal of the pilot project is to support and organize local schools and communities to ensure that children understand the importance of disaster prevention, and develop life-saving skills to respond to various types of disasters, and improve the safety environment of schools and integrate disaster management into school education.

In FY 2014, Plan China has been working with various relevant government departments to develop school safety plans and provide children and young people with knowledge of common emergencies and safety awareness, and further help children improve their disaster prevention and response abilities.

Plan China has also conducted activities to teach students the right way to avoid disasters and escape from them. Students are trained to escape from a disaster area, to help others, and to keep calm. The children are trained to prevent earthquake and other disasters, and they become more resilient.

**It is very helpful for us to participate in the earthquake drills, as it is a real experience and we learn how to save ourselves and reduce injuries during a disaster.”**

— Zhang, 12 years old, a student from Longxi County.
定西地震及榆林风雹灾害紧急响应
Dingxi earthquake and Yulin hail and storm emergency response

在灾害应急响应活动中，蓝刀尤其关注孤儿、
儿童难以及弱势群体，还将积极
推广和实施“孤儿教育”计划，为孤儿和
弱势群体提供教育支持。

为巩固反恐合作，2008年
6月青岛市反恐局与新疆维吾尔自治区反
恐局签署了合作协议。2010年，青岛市人民政
府与新疆维吾尔自治区政府签署了反恐合作
谅解备忘录，旨在加强两地在反恐工作的
交流与合作。

2011年10月，青岛市慈善总会、青岛市红
十字会、青岛银行、中国平安保险等企
业共同举办了“蓝刀行动”公益活动，为孤
儿及弱势群体提供了帮助。

2014年，青岛市慈善总会与青岛市红十字会
联合举办了“蓝刀行动”，为孤儿及弱势群
众提供了物质和精神上的支持。

2014年里程碑
RECOGNITION AND MILESTONES

2014年，蓝刀与联合国儿童基金会中国
办事处签署合作备忘录，共同致力于中国儿
童及青少年的教育和福利。

2014年，蓝刀与青岛市教育局签署了合作
协议，共同推动青岛市教育事业的发展。

2014年，蓝刀与青岛市慈善总会
联合举办了“蓝刀行动”，为孤儿及弱势群
众提供了物质和精神上的支持。

Prico’s short film ‘Take It From Here’ scoop the UNICEF Award at the Anycy International Animation Film Festival. The film about a girl’s right to education was also shown in Malaysia with a non-professional, local cast. It has been translated into at least 12 different languages, and shown in 25 countries.

In May 2014, Yueqing Phase-out Workshop was held by Prico and its government partners, which symbolized Prico would end its work in Yueqing District by the end of 2014. During these 15
years, Prico working with different levels of leaders of Yueqing, successfully carried out projects and sponsored work in 9 townships, and 10 villages in Yueqing District, with over 400 projects being implemented and 2000 sponsored children affiliated, which improved children’s life, study environment, in project areas and children’s capacity of self-protection and participation.

In March 2014, Prico signed partnership agreements with Guangzhou County Education Bureau, to operate long-term projects for marginalized girls and boys in Guangzhou County of Yangtze Pricer. Prico started to operate school-based sponsorship and projects. By 30 June 2014, 2,390 children were enrolled as sponsored children to build friendship with foreign sponsors.