



Plan International Inc. Shaanxi Representative Office

7/F, Qin Dian International Bldg.
396, East Nan Er Huan
Yanta District, Xi'an City
Shaanxi, 710061, P.R. China
Email: china.co@plan-international.org
Website: www.plan-international.org/china-zh



Sina Weibo



Wechat



Website

ANNUAL REPORT

— 2023-2024 —



Plan International Inc. Shaanxi Representative Office



Early Childhood Development

Child Protection

Strengthening Local Social Service Organizations

Emergency Response

Inclusive Quality Education

Youth Economic Empowerment

This report presents an overview of the work carried out by the Plan International Inc. Shaanxi Representative Office (hereafter referred to as "Plan International") during Fiscal Years 2023 and 2024, covering the period from July 2022 to June 2024.

SAFEGUARDING CHILDREN AND YOUNG PEOPLE

Plan International is fully committed to ensuring the safety, dignity, privacy, and well-being of all children and young people involved in our programs. If you have any questions or concerns related to safeguarding, please contact us at: china.co@plan-international.org.

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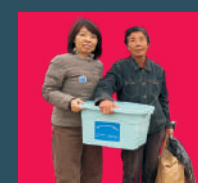
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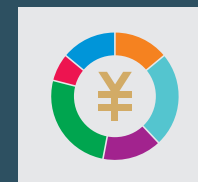
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MESSAGE FROM THE COUNTRY DIRECTOR

The years 2023 and 2024 brought significant global challenges. A sluggish post-pandemic economic recovery, ongoing regional conflicts, and the worsening climate crisis continued to hinder global progress toward sustainable development. These issues have disproportionately impacted vulnerable populations—particularly women and children—with increasing numbers facing poverty, hunger, and insecurity.

Plan International remains steadfast in our mission to advance children's rights and promote gender equality. In FY2023–2024, we operated in over 60,000 communities across 83 countries and regions, sponsoring 1.1 million children annually and reaching approximately 43 million children, including 23 million girls.

In China, amid rapid socio-economic development and evolving legal and policy frameworks, we have refined our operating models, introduced innovative approaches, and strengthened local partnerships based on the specific needs of children, youth, and our stakeholders. These efforts have significantly enhanced our ability to promote the well-being and development of children and young people—especially girls and young women.

During this reporting period, we collaborated with over 40 partners and implemented projects in more than 300 communities. Our focus areas included child protection, early childhood development, inclusive quality education, reproductive health, youth employment and entrepreneurship, capacity building for social service organizations, and emergency response. These initiatives benefited more than 880,000 people, including 250,000



girls and 220,000 women. We also supported over 100 local social service organizations through training and exchange programs.

The year 2025 will mark a pivotal milestone: the 30th anniversary of both *the Beijing Declaration and Platform for Action* and Plan International's presence in China. As China prepares to host a global summit on women's empowerment, we see this as a critical opportunity to accelerate progress for girls and women. Plan International is committed to working hand-in-hand with our partners to support the continued development of children and women in China—and to sharing China's insights and successes with the global community.

On behalf of all staff at the Plan International Inc. Shaanxi Representative Office, I extend our deepest gratitude to the Shaanxi Public Security Bureau Overseas NGO Management Office, the Shaanxi Provincial Women's Federation, our local government partners, implementing organizations, donors, children and young people we work with, and all supporters of our work. Thank you for your continued trust and collaboration. Together, let's build a more just and equal world.

Yexia Zhang

Country Director
Plan International Inc. Shaanxi Representative Office

ABOUT US

83

Plan International is a global, child-centered development and humanitarian organization with more than 80 years of experience promoting the rights and gender equality of children and youth—especially girls and young women. We currently operate in 83 countries and regions worldwide.

1995

Plan International began its work in China in 1995. In 2017, we officially registered with the Shaanxi Public Security Bureau Overseas NGO Management Office, with the Shaanxi Provincial Women's Federation serving as our professional supervisory unit.

30

Over the past 30 years, we have worked closely with local partners to support Chinese children and young people in the areas of early childhood care, education, protection, and employment.

910

As of June 2024, Plan International has invested over ¥910 million in China.



AREAS OF GLOBAL DISTINCTIVENESS



Early Childhood Development

Goal

All young children are nurtured, well cared for, and equally valued.

Key Focus Areas

- Supporting parents and caregivers to provide gender-responsive, nurturing care to their young children.
- Enhancing maternal, newborn, and child health and nutrition practices and services.
- Improving Water, Sanitation and Hygiene practices and services.
- Increasing access to quality, play-based early learning opportunities for young children.



Girls, Boys, and Youth as Drivers of Change

Goal

Girls, boys and young people shape decisions that affect their lives by leading change within their own communities.

Key Focus Areas

- Empowering youth to become active, informed citizens.
- Supporting their leadership and advocacy initiatives.
- Collaborating with government and partners to actively involve youth.
- Promoting positive youth representation and participation in media.



Protection from Violence

Goal

Children, particularly girls, grow up in safe and protective environments.

Key Focus Areas

- Improving the protective environment in families and communities.
- Enhancing the quality and accessibility of child protection services.
- Supporting well-coordinated, multisectoral protection systems, policies and legal frameworks.
- Addressing specific child protection risks and vulnerabilities.



Skills and Opportunities for Youth Employment and Entrepreneurship

Goal

Young people, especially young women, gain knowledge and skills, access opportunities, and engage actively in decent work of their choosing.

Key Focus Areas

- Building young people's life, vocational and entrepreneurship skills and community support so that they can pursue careers of their own choosing.
- Improving youth employment and entrepreneurship pathways, including by working with the private sector to provide decent, and gender-responsive workplaces.



Inclusive Quality Education

Goal

All children, especially girls, have equal access to inclusive, quality education.

Key Focus Areas

- Supporting teachers to facilitate a prosperous and enjoyable learning environment for all children, adolescents and youth.
- Providing inclusive, gender-responsive, quality education services for children, adolescents and youth.
- Enhancing a safe, protective and secure school environment.
- Providing resources for comprehensive, inclusive and gender-responsive curriculum and teaching.



Sexual and Reproductive Health and Rights

Goal

Girls and young women are empowered to make informed decisions about their health, bodies, and futures.

Key Focus Areas

- Providing accessible, quality, and gender-responsive sexual and reproductive health services for children, adolescents and youth.
- Supporting children, adolescents, and youth in making informed choices regarding their SRHR.
- Promoting prevention and care related to HIV and AIDS.



GLOBAL ADVOCACY INITIATIVES

Advocating for Climate Action

At COP28, Plan International advocated for gender-just climate action and children's rights. Youth advocates from multiple countries participated in high-level discussions, engaging directly with negotiators to promote gender-responsive education, climate finance, and resilient health systems.

One such advocate is **Renata**, a gender and climate advocate from Brazil. At the age of 22, she founded *Empodera Clima*, an organization dedicated to raising awareness of the need for women's empowerment in climate decision-making spaces and promoting girls' education and climate action across the Global South.



© Renata / Plan International

“What motivates me to call gender-responsive climate change education is seeing the power of educating girls in solving the climate crisis.”

— Renata, Brazil

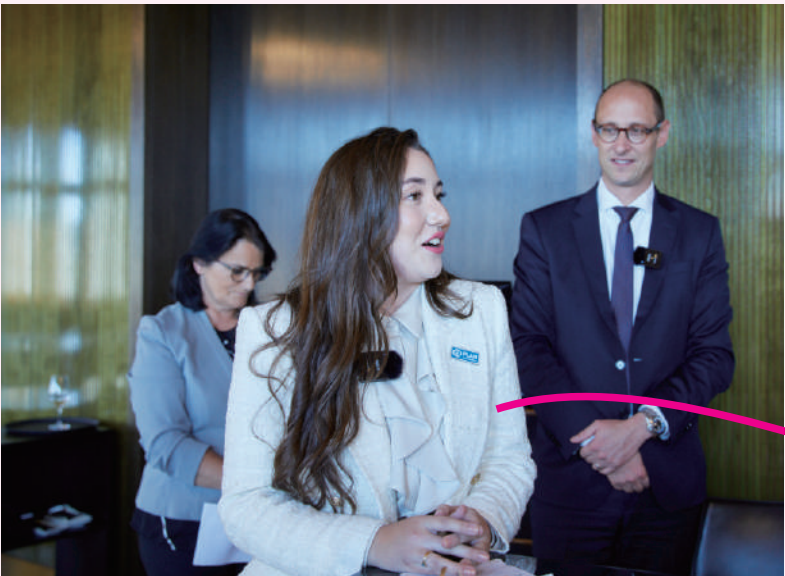
Salha, from Tanzania, is the Executive Director of the Binti Salha Foundation and a Youth Leader with the *Global Partnership for Education*. Her advocacy for gender-responsive climate change education is fueled by a strong commitment to empowering adolescent girls and young women, as well as a deep passion for advancing access to quality education.



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“Education is not only about acquiring knowledge but also about fostering economic independence and ensuring good health, which are essential components of sustainable development.”

— Salha, Tanzania



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International Day of the Girl

In October 2023, around 60 Plan International offices participated in the International Day of the Girl, organizing 500 “Girls' Takeovers” in which girls took over positions of leadership at global, national, and local levels. More than 100 events were held globally to celebrate girls' activism and amplify their voices.






In Switzerland, the President of the National Council, Martin Candinas, marked the occasion by handing over his role to 19-year-old Elma. As part of the Takeover, Elma delivered a speech to European skilled young professionals, hosted a visit with a local city mayor, and shared a lunch with Mr. Candinas—an opportunity to exchange views and share her perspectives on youth leadership and gender equality.

“I want to see a world where girls and young women are heard equally at decision-making tables and in the media.”

— Elma, Switzerland





PLAN INTERNATIONAL: FY2023 & FY2024 OVERVIEW

Global Impact

2023		2024
41,600,000		43,000,000
Reached 41.6 million children, including 22.2 million girls		Reached 43 million children, including 23.3 million girls
67,300		66,875
Supported 67,300 communities through our programs		Supported 66,875 communities through our programs
42,000		36,400
Collaborated with 42,000 partners this year		Collaborated with 36,400 partners this year
1,100,000		1,100,000
Sponsored 1.1 million children worldwide		Sponsored 1.1 million children worldwide
1,100,000,000		1,000,000,000
Invested a total of €1.1 billion		Invested a total of €1 billion



Impact in China

2023		2024
225,991		663,345
Reached 225,991 people, including 81,629 girls and 34,233 women		Reached 663,345 people, including 173,158 girls and 195,138 women
90		305
Supported 90 communities through our programs		Supported 305 communities through our programs
39		42
Partnered with 39 government agencies, social service organizations, and academic institutions		Partnered with 42 government agencies, social service organizations, and academic institutions
24,650,000		28,780,000
Invested a total of ¥24.65 million		Invested a total of ¥28.78 million

EARLY CHILDHOOD DEVELOPMENT

Goal

To ensure that all children have a healthy start in life, access to quality early childhood development (ECD) services, and are free from discriminatory gender norms, attitudes, and practices.

Program Impact

- 27,126 children aged 0-6 directly benefited, including 14,105 girls.
- 1,379 community-based activities, such as parenting education sessions, parent-child reading events, and interactive games were conducted, reaching 31,502 guardians, caregivers, and service providers, including 16,697 women.

GENDER-RESPONSIVE PARENTING

In collaboration with local partners, Plan International conducted 92 gender-sensitive parenting education trainings, benefiting 10,137 participants, including parents, preschool administrators, teachers, social workers, and women leaders.

Additionally, we supported the Shaanxi Women's Federation in organizing a Parenting Education Demonstration Class Competition, which resulted in the selection of nearly 100 high-quality video demonstrations. These resources were made available to help parents acquire evidence-based parenting knowledge and enhance their capacity for gender-equitable parenting practices.



COMMUNITY-BASED EARLY CHILDHOOD DEVELOPMENT SERVICES

In Shaanxi and Yunnan, a total of 1,379 themed activities were implemented across 118 Community Child Development Networks (CCDNs), kindergartens, and child centers. These activities included parenting education sessions, parent-child reading events, and interactive games.

Working in partnership with local social service organizations, additional community-based ECD initiatives were carried out, including trainings for community volunteers on ECD principles and practice; introduction of STEM learning activities tailored for young children; provision of essential equipment and materials to community child centers. In total, these services benefited 21,365 caregivers, including 14,751 women.



"I took part in the CCDN management training organized by Plan International and learned so much. The weekend activities for children aren't just for the kids—they also invite parents to join in. Making zongzi (sticky rice dumplings) and doing crafts together has really helped strengthen our bond. It's been a wonderful way to build a closer parent-child relationship."

—A volunteer mother from Wujiashai Children's Activity Center



"My child used to be very shy—whenever guests came to our house, he would hide behind us. But after joining the activities at the village CCDN, he's started greeting people confidently and speaking up on his own. The change has been incredible!"

—Parent of a young child

DEVELOPING RESPONSIVE CARE TOOLS

In partnership with the School of Public Health at Peking University, Plan International supported the development and release of the *Core Information on Responsive Feeding for Infants and Young Children Aged 0–3*. This foundational guidance, along with complementary tools, is being integrated into China's *Health Care and Nurturing Guidelines for Infants and Young Children Under Three*. The materials are designed to help healthcare professionals deliver science-based, responsive feeding advice and services to parents and caregivers.

The launch event brought together more than 200 experts in child health and nutrition, representatives from key institutions, and media professionals. Over 2 million people joined the event online.



第一届国民营养素养大会暨第三届饮水与健康高峰论坛

2023年12月9日-10日 中国·北京



INCLUSIVE QUALITY EDUCATION

Goal

To support schools in providing inclusive, gender-responsive, and quality education for all children.

Program Impact

- 20,103 children aged 10-14 (including 10,694 girls) from 71 rural primary and secondary schools directly participated in STEM courses and club activities.
- 21,419 rural children (including 9,945 girls) took part in enrichment activities such as reading, drawing, art, and physical education.



PROMOTING STEM EDUCATION FOR GIRLS

Plan International worked with the Yunnan Youth Development Foundation, Shaanxi Women and Children Development Foundation, Bengbu Social Workers Association, and local education authorities to implement STEM¹ education projects across 57 rural primary and secondary schools in Shaanxi, Yunnan, and Anhui.

The project delivered advanced STEM training to 214 rural teachers and supported student participation in Artificial Intelligence Education Achievement Competitions at various levels. A total of 6,253 students enrolled in regular STEM classes and clubs, while 13,850 students—7,130 of whom were girls—took part in school-based activities focused on STEM and gender equality.

In collaboration with the STEM Education Collaborative Innovation Center of the Shaanxi Education Science Research Institute, two consecutive provincial STEM education teaching competitions were held, drawing participation from 1,334 schools and 4,932 teachers. Notably, “integrating girls’ interest and confidence in STEM learning into teaching objectives” was adopted as a key evaluation criterion.

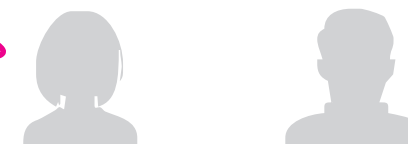
Plan International also partnered with the Shaanxi International Exchange Center for Women and Children to produce a popular science video titled *My Dream of Science and Technology*, featuring inspiring female scientists and tech professionals as role models. Distributed across more than 10 online platforms, and reposted by the official WeChat accounts of the All-China Women’s Federation and the Shaanxi Women’s Federation, the video garnered approximately 35,000 views and encouraged girls to pursue their passion for science and technology.

In addition, Plan International collaborated with UNESCO experts to produce the case study report *Towards Gender-Transformative STEM Education*, which highlights global best practices in gender-responsive STEM programming and offers valuable insights for advancing equitable STEM education.



Student Voice – Xiaohong (pseudonym), Rural Primary School Student:

“Before, I only saw kids in cities playing with robots on TV. Now, I’m excited and proud to be part of the STEM robotics club and take part in competitions myself.”



Educator Reflection – Mr. Yu, Primary School Teacher from Kunming:

“Since we introduced the STEM curriculum, I’ve seen remarkable progress in my students. They’ve gone from confusion to confidently applying the scientific method and operating experimental tools with skill. Working on group projects has helped them become better team players and communicators. Going forward, I’m committed to refining both the content and teaching methods so that STEM education can become a true catalyst for our students’ development.”

* STEM Education: an interdisciplinary teaching approach that integrates Science, Technology, Engineering, and Mathematics.

GENDER-FRIENDLY SCHOOL ENVIRONMENTS

With support from the project, gender-friendly learning environments have been established in rural schools across Shaanxi and Yunnan, significantly boosting students’ motivation and capacity to participate in school life. A total of 21,419 children, including 9,945 girls, have enhanced their knowledge and skills in areas such as school safety, gender equality, mental health, and puberty health through a variety of activities. These include clubs focused on science and technology, sports, arts, reading, and public speaking, along with student-led school initiatives.

Additionally, 138 teachers and school administrators received training on gender equality. Ten schools in ethnic minority areas of Yunnan also received support to upgrade their sports facilities and introduce soccer education. These efforts have fostered a more inclusive and resilient sports culture that promotes gender equity among students.



CHILD-LED READING IN SCHOOLS

With the backing of local education authorities, the Children's Reading Project continues to run in 17 rural primary and secondary schools in Shaanxi. By setting up reading corners, organizing joint reading sessions between teachers and students, and encouraging students to take on librarian roles, the project has inspired 6,329 children, including 3,481 girls, to engage in reading and develop strong independent reading habits. Nearly 10,000 extracurricular books were provided, along with improved reading facilities, helping to create welcoming, child-friendly reading spaces in schools.



ADOLESCENT MENSTRUAL HEALTH EDUCATION

In collaboration with local education and sports bureaus, schools, and social service organizations, the Menstrual Health Education Project was rolled out in 29 schools across Shaanxi and Yunnan. This included 15 primary schools, 11 secondary schools, and 3 universities.

The project delivered gender-sensitive training of trainers on menstrual health management and peer education for primary and secondary school teachers, equipping them to lead awareness-raising activities for students, parents, and peer educators. At the university level, students were encouraged to spearhead campus-wide initiatives to promote accurate reproductive health information among their peers.

Additionally, menstrual health knowledge was widely shared on social media, reaching over 170,000 views. Altogether, 223,417 children, including 117,182 girls, and 39,938 teachers, parents, social workers, and volunteers (21,391 of them female) benefited from the project.



CHILD PROTECTION

Goal

To ensure that children, especially girls, are better protected from all forms of violence.

Program Impact

- 47,391 children directly benefited, including 22,301 girls.
- A total of 345 child protection-related trainings and activities were conducted. 9,688 caregivers, teachers, social workers, and staff from social service organizations received capacity-building trainings, including 6,205 women.



In partnership with the Baoji Xinxing Social Work Service Center, a School Bullying Prevention Project was launched in Qianyang County. A "training of trainers" program engaged 60 head teachers from primary schools, equipping them with knowledge on bullying prevention, intervention strategies, and how to design themed classes. These trained teachers then led bullying prevention classes for 600 students in grades 4 to 6, helping students understand the impact of bullying, encouraging empathy and timely reporting, and fostering a more positive school climate.



Additionally, in collaboration with the Zhaotong Social Work Federation in Yunnan Province, a Child Protection Project was implemented in five counties of Zhaotong. A total of 49 themed activities focused on child self-protection, school bullying prevention, and health education were conducted, reaching 2,127 children, including 998 girls.

Awareness campaigns targeting child caregivers reached 743 caregivers, 341 of whom were women, while training sessions on child protection were also delivered to teachers and social workers. Social workers were supported to conduct regular home visits to vulnerable families, aiming to strengthen family



and community environments and build safer, more nurturing conditions for all children, particularly girls.

SKILLS AND OPPORTUNITIES FOR YOUTH EMPLOYMENT AND ENTREPRENEURSHIP

Goal

To empower young people, especially young women, to pursue decent, self-chosen work with improved skills, confidence, and adaptability in a rapidly changing job market.

Program Impact

- 39,632 young people directly benefited, including 26,113 young women.
- Youth employment and entrepreneurship services and empowerment practices were offered in 60 secondary schools, 10 vocational schools, 3 universities, and 16 communities.
- 482 teachers, social workers, and volunteers received capacity-building trainings, including 333 women.



In Shaanxi, Yunnan, and Sichuan, youth economic empowerment projects were rolled out in partnership with vocational institutions, employment service providers, and social service organizations. Nearly 600 youth aged 16–29 (90% of them young women), were trained in career-oriented skills including photography, makeup, nail art, early childhood education, live streaming, and video editing. These young people also received youth-friendly career counseling and support services for employment and entrepreneurship, resulting in nearly 88% successfully securing jobs or starting businesses.

Three colleges in Yunnan and Shaanxi were supported in organizing practical activities aimed at enhancing youth employability. These included youth-friendly, gender-responsive and inclusive services for employment and entrepreneurship, trainings, peer exchanges, and on-campus practices, which enabled nearly 30,000 students to transition into the workforce more smoothly and confidently.



STRENGTHENING LOCAL SOCIAL SERVICE ORGANIZATIONS

In recent years, Plan International, in collaboration with its partners, has implemented a comprehensive series of capacity-building trainings, exchanges, and peer learning visits aimed at strengthening local social service organizations. These initiatives focus on enhancing their professional service delivery and project management skills, while actively promoting their engagement in international exchanges and dialogues. This empowers organizations to participate more effectively in global development efforts.



For over 30 leaders from women's social service organizations in Shaanxi, we organized a thematic training and exchange program titled “Going Global.” This program featured expert-led sessions that provided an in-depth understanding of the importance of internationalization for social service organizations in today's context, along with practical guidance on strategies and pathways to expand their global reach.

The “Growth Project for Social Service Organizations in the Field of Women and Children” has supported more than 100 representatives from over 70 social service organizations through capacity-building trainings, forums, and exchange visits. These initiatives have significantly contributed to the advancement and sustainability of organizations working to improve the lives of women and children.



In Shaanxi and Yunnan, a series of targeted training sessions and capacity-building activities on preventing school bullying, youth services, and organizational management have been conducted, benefiting over 300 staff and managers from 124 social service organizations. Through these efforts, more than 30,000 adolescents have accessed activities covering life skills, financial literacy, career planning, and mental health education.

Plan International supported the “Third Civil Society Organizations Internationalization Forum” held in Kunming. The forum focused on enhancing the participation of civil society organizations in the global shared development agenda, bringing together over 70 representatives from 45 social service organizations across eight provinces in China.



EMERGENCY RESPONSE

Through our Emergency Response Project, we supported 4,069 children, including 1,963 girls, and 14,698 adults, including 7,301 women, helping them recover more quickly and effectively from disaster impacts.

"Winter's coming, so quilts and cotton clothes will really come in handy. And adding feminine hygiene products is a thoughtful touch too."

— Ms. Wang, resident of a village in Yushu City



棉被和棉
这些女性
姐

SUPPORTING 4,290 FLOOD-AFFECTED FAMILIES IN JILIN PROVINCE

3,283,600

With strong support from Plan International Hong Kong Office, we successfully secured a grant of HK\$3,283,600 (approximately RMB 3,063,500) from the Hong Kong SAR Government Disaster Relief Fund.

4,290

We provided family living kits, which included women's cotton clothing, thick quilts, and 14 types of essential hygiene and household items, to 4,290 affected households across 27 villages in 7 townships in the cities of Yushu, Fuyu, and Hunchun in Jilin Province. This emergency assistance directly benefited 11,050 people, including 2,002 children (of whom 941 were girls).



SUPPORTING 3,170 EARTHQUAKE-AFFECTED FAMILIES IN JISHISHAN, GANSU PROVINCE

666,400

Again, with valuable support from Plan International Hong Kong Office, we secured HK\$666,400 (around RMB 606,600) in funding from the Hong Kong SAR Government Disaster Relief Fund, with additional matching funds from the Hong Kong Office.

3,170

We delivered emergency relief supplies, including flour and cooking oil, to 3,170 families across 13 villages in 2 townships in Jishishan County, Gansu Province. This intervention directly supported 7,717 individuals, including 2,067 children (of whom 1,022 were girls).



FINANCIAL OVERVIEW

¥53.43 Million

In FY2023 and FY2024, Plan International has invested a total of RMB 53,430,000 in China.

