

# 2021 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

For Shanghai Sunrise, 2021 was a milestone as we celebrated 25 years of giving back to the community and empowering less fortunate youth with education and personal development. Since 1996, our scholarship programs have helped more than 3,300 local students complete their high school or university education. We are proud of this impact and so grateful for our sponsors' trust and support.

We raised over 2 million RMB. We assisted over 367 students to continue their high school and university education and held two special student events in 2021. 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.

We are proud of what we have achieved in 2021 and look forward to new volunteers, insightful student activities and more students graduating in the new year. We want to express our sincere gratitude to all our sponsors, volunteers and partners for your ongoing support and dedication.

Yours sincerely on behalf of the Board,

*F O'Rourke*

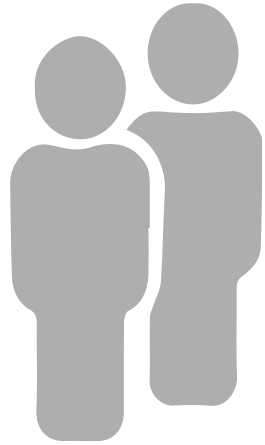
Frances O'Rourke  
Chairperson





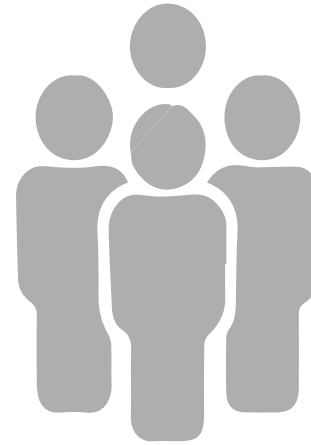
# 2021 Impact

By the end of 2021, Shanghai Sunrise' operations were run by:



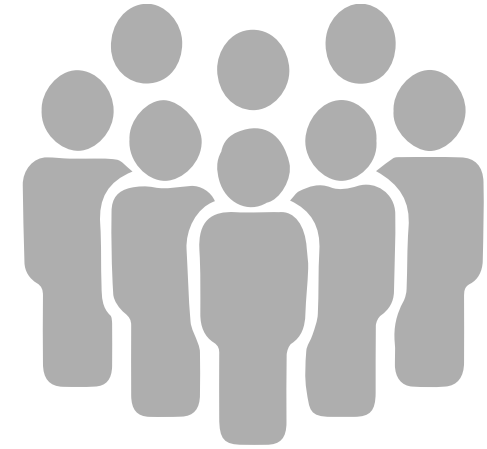
**2**

staff members



**12** core team

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



**60+**

occasional volunteers

In 2021, Shanghai Sunrise helped **367** socially disadvantaged students pay for their education-related expenses.



**232** high school scholarships



**135** university scholarships



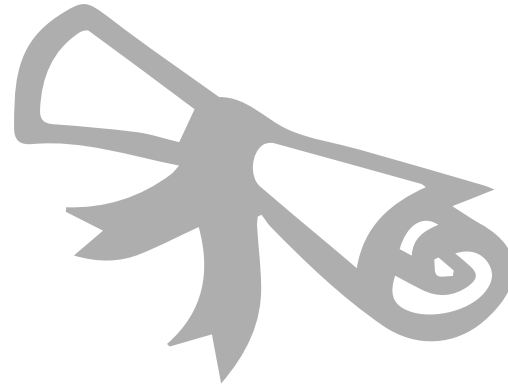
In 2021, we are proud to announce that **137 students graduated** from high school and university. Of these, 44 high school graduates continue to be sponsored by Shanghai Sunrise and were able to start university.



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



35+ million RMB raised



12,000+ scholarships created



3,300+ students helped



## Student Story: Jian Hua Chen

One spring day in 2021, Jian Hua Chen, came to Shanghai Sunrise carrying a 20-year-old photo. The photo shows the former scholarship recipient with four of her sponsors. She asked for help identifying them so she could respect her father's dying wish to thank them for their kindness and generosity.

Jian Hua is one of our first scholarship recipients. Raised by two disabled parents, she experienced **economic hardship and big responsibility from an early age**. Her life and that of her family changed thanks to her sponsors' support: Jian Hua not only **completed high school**, she went on to obtain a **university degree** and since graduation in 2008, has been working at the China Construction Bank, leading a **fulfilled life** with her husband.

In May 2021, she spoke with her former sponsors who used to work at the Shanghai American School. The teachers were truly touched to know the **impact their sponsorship had on Jian Hua and her family**. She shared how attending school and participating in Shanghai Sunrise activities helped **build her confidence**.

She now wants to **give back herself**. Later that fall, Jian Hua then gave an inspiring speech to the new students entering the Shanghai Sunrise scholarship program at the 2021 Student-Sponsor Pairing Ceremony. She also met the student she will sponsor through high school.

"It's time for me to reward my sponsors and the community in the same way they helped me," says Jian Hua. "I will not only **sponsor** the student financially but also, and more importantly, serve as a **mentor**. I firmly believe that this will be the greatest return to my sponsors and also fulfill my father's last wishes."



# 2021 Highlights

## Shanghai Sunrise celebrates its 25<sup>th</sup> Anniversary

After having to postpone in December, we were able to host our **25<sup>th</sup> Anniversary Fundraiser and Celebration** on 12 February 2022. We had 176 guests join us in celebrating 25 years of giving back to the local community and empowering less fortunate students with education. Sponsors, old friends, and new supporters of our charity collectively **raised an impressive 93,000 RMB** to help fund our student support efforts.

To learn more about Shanghai Sunrise's work over the past 25 years, have a look at a small **series of short articles**:

- ❖ [How it all began](#)
- ❖ [Continuing to make a difference](#)
- ❖ [Our impact: Changing lives](#)
- ❖ [Our former Executive Directors](#)



## Project Regenerate and new sponsorship fees

In 2020, we embarked on **Project Regenerate** to review the Shanghai Sunrise mission, focus and value proposition. Our team reevaluated our scholarship and student programs including a student survey and research on changes in education policies and poverty alleviation as well as education-related expenses.

Based on the Project Regenerate findings, Shanghai Sunrise recalibrated its criteria for sponsorship eligibility in order to **reach those students who “fall through the cracks”**. As the costs of living and attending school in Shanghai have risen significantly over time, we raised our sponsorship fees in 2021 to ensure that we have a real impact on students most in need. The **new high school and university sponsorship fees are 6,500 RMB per year**, reflecting the average annual education-related expenses for high school students excluding any additional classes, meals, or ancillary costs.

The total sponsorship fee will include a small amount (500 RMB per student or just 8.3% of the scholarship amount and less than half of our total operating budget) to **support the costs of managing our student program**. This includes student selection, field visits, sponsor-student events, and personal development programs for our students.



## 126 new sponsored students in the 2021/2022 scholarship programs

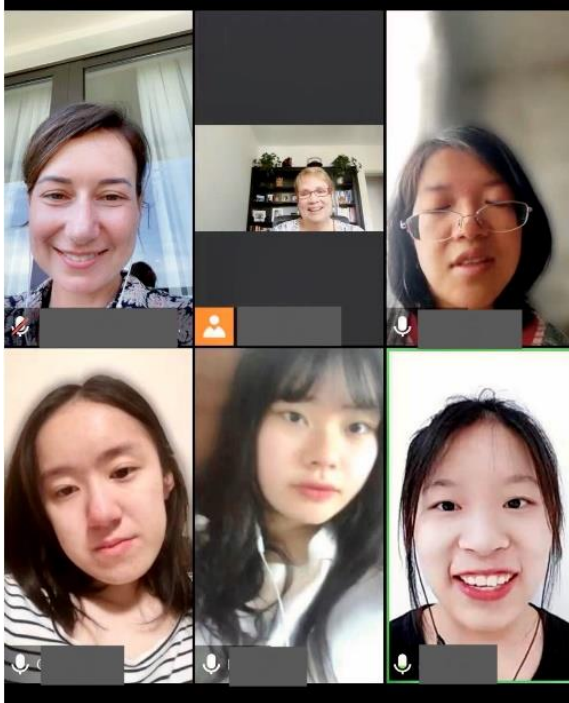
Over the summer, Shanghai Sunrise visited 116 families who had applied for the Shanghai Sunrise' high school scholarship program to assess their financial needs and individual circumstances. In addition, we interviewed candidates for our university scholarship. Thanks to great team work and dedication, our staff and volunteers completed all visits on schedule – despite the scorching summer heat, the COVID-19 outbreak and a typhoon hitting Shanghai.

We selected 126 new students for our 2021/2022 high school and university scholarship programs, bringing the total for this school year to 232 high school and 135 university students. We welcome these motivated young adults to the Shanghai Sunrise family!

**Read more on [2021 Home Visits: Ensuring Students Are in Real Need](#)**



## Online English Chat launched



We strongly believe in education outside the classroom. During the summer break, Shanghai Sunrise hosted its first Online English Chat. The program aims to assist students in our scholarship programs who want to improve their English language skills. The 2021 program comprised 14 students and three English native speakers.

After this successful launch, we are excited to announce that the Online English Chat program will continue in 2022.

Other personal development activities planned for 2022 include a career day, soft skill trainings and cultural experiences. Our aim is to offer fun and insightful learning opportunities many of our students would not usually have.

## Student- Sponsor Events: bringing people together

Shanghai Sunrise organized two big, annual student-sponsor events: “[Take Your Student To Lunch](#)” in April 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 positive impact of their donation first-hand. In addition, these events help build a sense of community between all Shanghai Sunrise students, their sponsors and our volunteers.





## Generous fundraising partners



In addition to sponsorship donations, Shanghai Sunrise relies on general donations to help pay for program expenses. These include student selection, home visits, sponsor-student events and development programs for our students.

We would like to express our sincere gratitude to all individuals and organizations that donated so generously to our cause.

Fundraising highlights included Bartra's St. Patrick's Day event, [Alex's charity piano recital](#), [Cotton Ding's birthday donation](#), a fun scavenger hunt and pumpkin carving contest by The Rooster and last but not least a fundraising dinner by EO Shanghai.



## Raising awareness about our mission

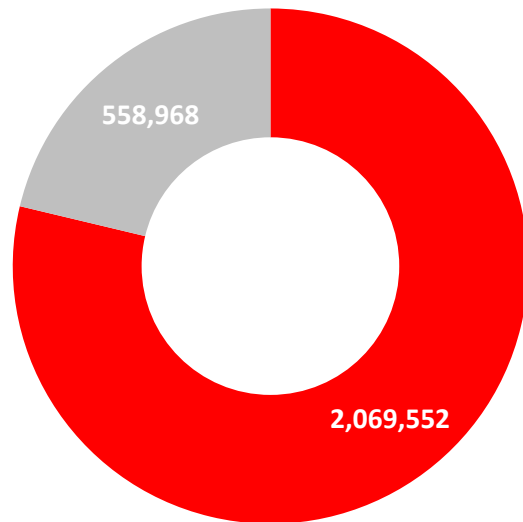
Shanghai Sunrise volunteers attended coffee mornings and NGO fairs to speak about our mission which is to create access to education for underprivileged youth in Shanghai.





# 2021 Financials

**Total donations 2021: RMB 2,628,520 raised**



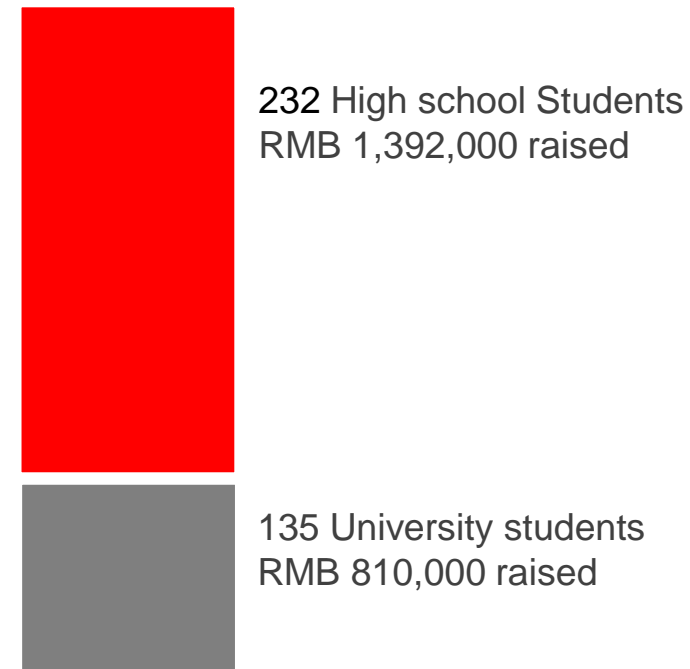
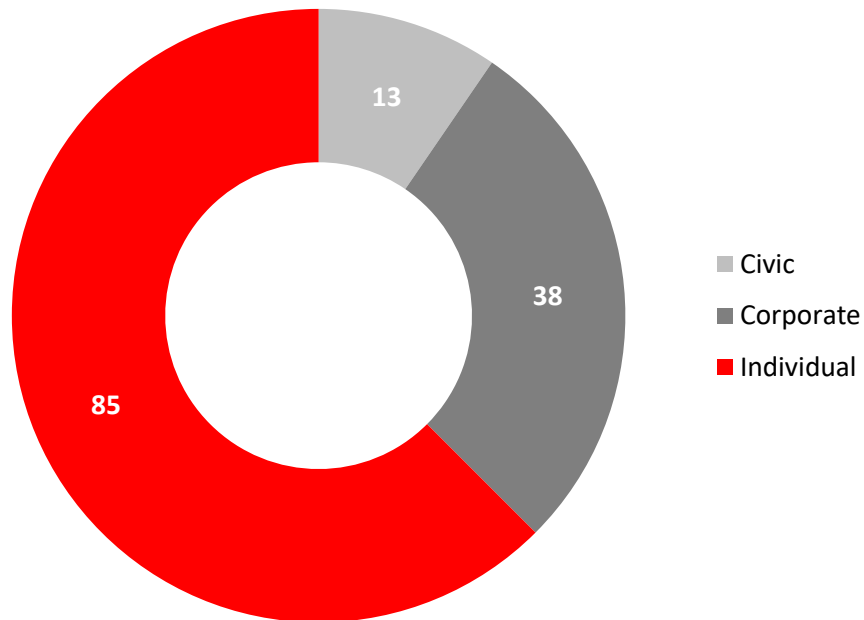
- Funds Raised for Student Scholarships
- Funds Raised for Operations

### **Our promise**

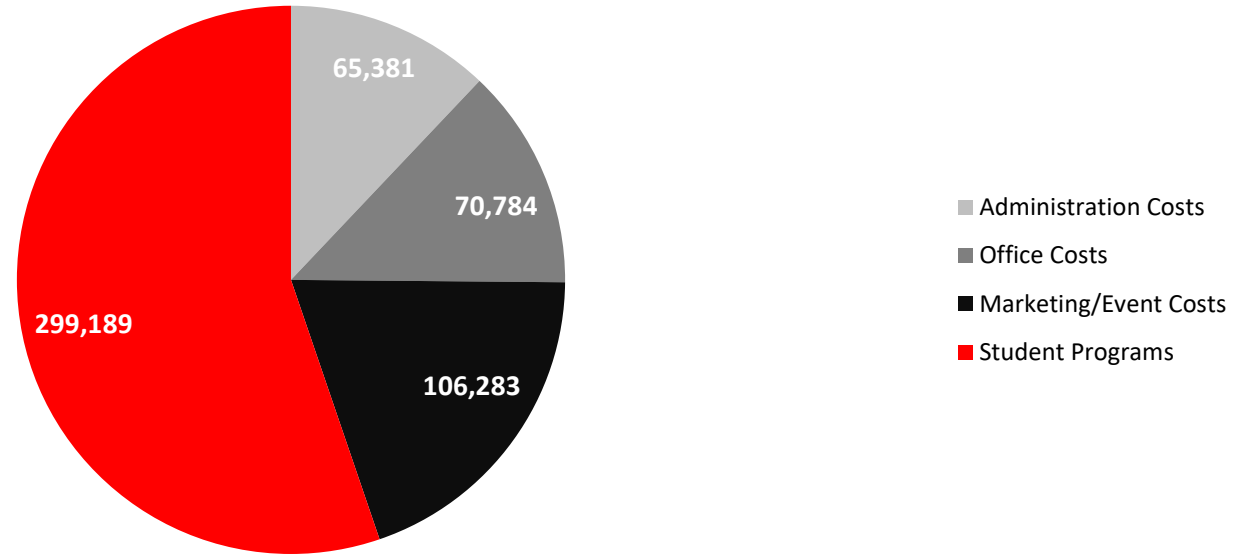
100% of scholarship donations go towards the student's education. This is the promise that Shanghai Sunrise has kept since our founding in 1996 despite rising operational expenses. To cover our program expenses and operating costs, we raise funds through program funding and general donations.

## Donations to student sponsorship 2021

Thanks to the support of **136** incredibly generous sponsors, **367** students were able to continue their education in the academic year of 2021-2022.



## Funding Raised invested in operations



In 2021, we invested RMB 541,637 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 and were significant contributors in 2021. This incredibly generous support changes the lives of our students by enabling them to complete their education.



# BOSS Group



Árd-Chonsalacht na hÉireann  
Consulate General of Ireland



# HAWORTH®

Shanghai Sunrise is proud to acknowledge and express our heartfelt gratitude to **all** our **Sponsors and Donors**. These companies provided sponsorships for students and were significant contributors in 2021. This incredibly generous support changes the lives of our students by enabling them to complete their education.



ST. JAMES'S PLACE  
WEALTH MANAGEMENT

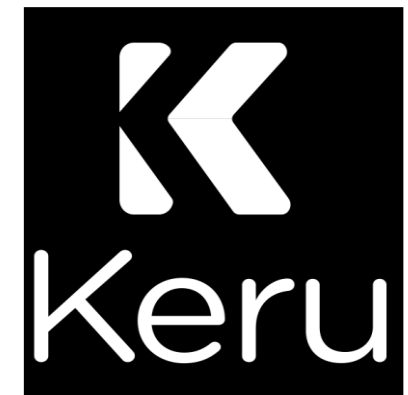
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G E N E R A L M O T O R S

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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 2021**

#### **Rita Boyle**

Director

SBA Stone Forest Corporate Advisory

#### **Natalie Hallensleben**

Marketing & Communications Lead

Shanghai Sunrise

#### **Frances O'Rourke**

General Manager – Asia Pacific

Think Global Limited

#### **Sara Tanhaee**

VP of Global Sourcing

Honey-Can-Do

#### **Helen Yang**

Managing Director

New Horizons Management Consulting Co.

#### **Benson Zhao**

Senior Commercial Service Manager

Knauf Group

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