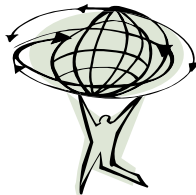




The Periodic Newsletter of The Gwen Moore Children of China Fund

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Growing Beyond a First-person Narrative

Dear donors and friends,

I have written all of the *One Child at a Time* newsletters to date in the first person, sharing the challenges and successes of the Fund from my point of view. Today this singular perspective is no longer appropriate.

Our new partnership with Give2Asia gives the Fund a voice in China and opens new possibilities for programming. The Fund's Advisory Board provides vital support to me and has proven beyond a doubt the value of different points of view in shaping vision and direction.

With participation from the Advisory Board and the expertise of Give2Asia staff, the Fund is taking a giant step in strengthening its ability to continue its service to poor women and children in rural China.

~Gwen Moore

If you know others who would like to receive this newsletter, or if you would prefer to be removed from the list, just let me know.

Give2Asia's Experience Paying Off Already

A first step in enabling Give2Asia to oversee the Fund's children's scholarship and women's literacy programs was a conference call in early October between Gwen Moore and Give2Asia's Beijing-based China Program Director Xiao Rong. They were discussing, in part, the current challenges to the children's scholarship program: the changing situation facing poor students in rural China and the need for a nonprofit organization to manage the program in remote Luodian County.

For more than a year, the Fund's Advisory Board has sought to find a qualified nonprofit to do this, but to no avail.

"Oh, that's no problem," Xiao Rong replied. "We contract with local education bureaus all the time; perhaps we can contract with Luodian directly." Gwen was astounded! No one had suggested the option of a direct relationship with the education bureau itself.



Beijing Program Staff Jiang Yi, Xiao Rong, and Huang Jun

In one short statement, Give2Asia had demonstrated why "on the ground" experience is essential. They know China and they know how to make things work.

Give2Asia has helped other donor-advised funds to operate scholarship programs this way. These programs will serve as models for those of the Fund.

One Give2Asia scholarship project is conducted in a province in north-central China. The

project provides scholarships for 4th and 5th grade girls to attend elementary school in a rural area of the province. Grants to the girls cover school fees, uniforms, medical check-ups, books, and direct subsidies to children.

Like the Children of China Fund, this other donor-directed fund aims to keep children in school, even if it is just for one more year of elementary education. As a project report says, "Each year of education they receive supports them in ensuring a better future for themselves, their families, and their communities."

Another Give2Asia donor-advised fund provides scholarships for promising high school students to go to college. That fund illustrates the type of systematic selection process that the Children of China Fund might want to adopt if it is able to contract with the school district directly.

During the same conversation, Xiao Rong and Gwen confirmed that the peasant women's literacy program in Luodian County will continue to be operated by the Cultural Development Center for Rural Women. To do this, Give2Asia starts with a "due diligence" assessment of a potential grant recipient's management and financial systems to ensure that grant funds will be used wisely and as intended. Also, the completion of due diligence allows Give2Asia to assure U.S. taxpayers that donations are tax exempt within the limits of the law.

Give2Asia's Vice President of Programs Jennifer Lofing has worked with Gwen and the Fund Advisory Board from the beginning to link the Fund to the right resources at Give2Asia and to make the most of all that the Give2Asia partnership offers beyond its China presence.



Jennifer Lofing, San Francisco

Five Women, One Cause

One year ago, Gwen Moore created an Advisory Board to help guide the Fund's fiscal and program activities and shape long-term goals. As Gwen reflects, "The Fund had grown and changed so much since it began in 1996. I desperately needed a sounding board, a forum to discuss how the Fund could best continue to serve the needs of children and peasant women in rural China."

Gwen invited four diverse and talented women to join the Advisory Board.

Margaret Broaddus is a seasoned fundraiser who has helped cultural and social service agencies and universities. She is presently a senior gifts officer at Bowdoin College in Maine. Asked to comment on what she likes about being on the Board, Margaret said she "has enjoyed getting to know the other members. We all come from different perspectives but we all have one goal, which is to make sure 'Gwen's Fund' survives all of us!"

Following a long career in human resource management, **Peggy Brown** recently completed a masters degree in social work and has begun a new career in clinical social work at the Hospice of Good Shepherd near Boston. On her role with the group, Peggy said, "I was honored to be asked to serve on the board and excited to be involved with the recent positive



changes that have taken place. I look forward to continuing to support the Fund's good work with some of the most impoverished people in the world."

Sharon Frederick is an accomplished freelance writer, editor, and communications manager. She is also a docent at the Asian Art Museum in San Francisco. "I had the good fortune to live and work in Asia for nearly 5 years and during that time traveled with Gwen to meet some of the children being helped by the Fund," Sharon says. "The experience was almost overwhelming: the children and their teachers walked miles to meet us because rain prevented us from driving to them. The children were so

grateful for the Fund's help and so proud to be attending school. That experience showed me just how great the need is and how much can be accomplished with our relatively small investment."

Jennifer Xu works for a non-profit economic development organization in Chicago and also serves as a member of the Chicago Sister Cities China Committee. The committee works to increase cross-cultural understanding and partnerships between Chicago and its sister cities in China. Jen was born in Guizhou Province and raised in the United States. Jen has a special appreciation for life in rural China. "When I was 14, my father took me to a very poor village in Guizhou where I not only saw extreme poverty, but also profound kindness, simplicity and hard work." From this grew her commitment to create educational opportunities in rural Guizhou.

With Advisory Board members on both coasts, meetings are by phone. As Jen said to a friend of hers, "The truth is, we have never gathered together in one location and some of us have never even met face-to-face. Yet there was an immediate and shared recognition of what we must do in order to help the Fund continue to make a difference in the lives of people in rural China."

Online donation now available!
Note also new procedure for giving by check.

Overview of the Fund

The Gwen Moore Children of China Fund first began providing funding to educate poor, rural Chinese children in remote Luodian County, Guizhou Province, China, in 1996. The Fund's mission is to promote literacy and self-sufficiency for children and peasant women in rural China by:

- Providing financial assistance so children can attend school, an opportunity previously out of reach due to their families' profound poverty
- Supporting classes for peasant women to learn to read, write, and do math so they can function more effectively in daily life.

Each year, 100 children and about 150 women are helped with support from the Fund. The Fund also supports selected healthcare and economic development projects.

The Fund receives fiscal and program support from Give2Asia, a nonprofit organization founded by The Asia Foundation to promote and facilitate philanthropy. Give2Asia (www.give2asia.org) helps manage the Fund's "on the ground" work in China and also provides Fund management and administration services.

You Can Help

Donations to support our work in rural China are gratefully accepted. Donors receive a tax receipt from Give2Asia and donations are tax deductible within the extent of the law.

• **To give online**, visit <http://www.give2asia.org/childrenofchina>

• **To give by check**, please

- 1) make your check payable to [Give2Asia](http://www.give2asia.org)
- 2) note that your donation is for the [Gwen Moore Children of China Fund](http://www.give2asia.org)
- 3) mail to Give2Asia, P.O. Box 193223, San Francisco, CA 94119-3223

Non-US residents or those wishing to give an asset other than cash can contact Gwen Moore or Give2Asia for more information.

To learn more about the Fund or to contact Fund founder Gwen Moore:

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