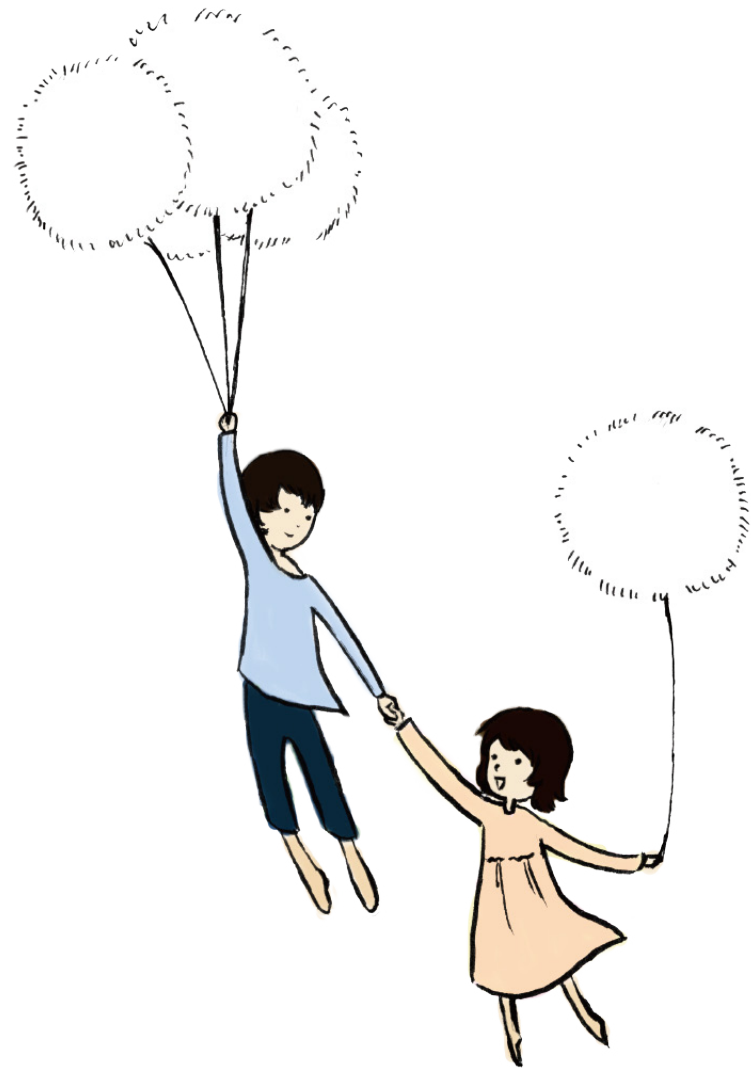


Let's become a river
让我们成为一条河流

正荣公益基金会简介

Introduction to the Zhenro Foundation





让公益多一点想象

这张插图来自正荣公益基金会出品的第一期《新公益》杂志封面图，由JU-BRAND聚品牌免费设计。插图传达了这样的含义：带着你的爱，牵上我的手，用行动创新公益，以单纯享受快乐。

This illustration is from the cover of the first issue of the "New Public Welfare" magazine produced by Zhenro Foundation, and designed for free by JU-BRAND. The illustration conveys the following meaning: With your love, hold my hand, and let's innovate public welfare through actions, enjoying happiness with simplicity.

关于我们

About us

2010年，在基金会创始团队的倡议和争取下，正荣集团成立企业公民事务岗位，开始探索新的公益之路，不是简单地物质帮扶，而是能带来生命的影响，继而促进社会的美好发展。当时，团队发现：公益发展需要更多专业的、创新的NGO出现，于是从小额资助开始尝试，发起桥畔计划、正荣微公益等项目，资助初创期的、有潜力的、有创新的NGO发展，推动公益创新发展。

2013年，正荣公益基金会正式注册成立，从初心出发，基金会定位作一个开放多元的公益平台，关注多元议题，从社会需求出发，联动和整合社会资源，支持和赋能民间公益，并带动更多的社会力量参与到这些议题行动中，共建良性公益生态，让公益多一点想象。

In 2010, under the initiative and efforts of the founding team of the foundation, the Zhenro Group established a corporate citizenship affairs position and began to explore a new path of public welfare; one that is not simply about material assistance, but that can bring a life impact and promote the beautiful development of society. At that time, the team discovered that there was a need for more professional and innovative NGOs to emerge for the development of public welfare. Therefore, they began to experiment with small funds and launched projects such as the "Bridgeside Plan" and "Zhenro's Micro Public Welfare" to support the development of early-stage, promising, and innovative NGOs, promoting the development of public welfare innovation.

In 2013, the Zhenro Foundation was officially registered and established. Starting from its original intention, the Foundation is positioned as an open and diverse public welfare platform, focusing on diverse issues, starting from social needs, linking and integrating social resources, supporting and empowering civil public welfare, and driving more social forces to participate in these issues and actions, jointly building a benign public welfare ecology, and making public welfare more imaginative.



使命愿景

Vision and Mission

正荣公益基金会的使命是“支持公益创新”，愿景是“让公益多一点想象”。

我们崇尚公益是理性的，社会是多元的，当不同的组织或个人用不同的方法解决社会议题时，这些源于民间的小而美的行动终将汇聚成一股巨大的力量，推动社会变得更具活力、更加健康。而我们则致力于成为这些行动的点燃者、支持者和参与者，通过自身的公益行动与倡导，让公益多一点想象。

The mission of the Zhenro Foundation is to “support the innovation of public welfare” and its vision is to “make public welfare more imaginative”.

We believe that public welfare is rational and society is pluralistic. When different organizations or individuals use different methods to solve social problems, these small but beautiful actions originated from the private sector will eventually converge into a huge force to promote the society to become more energetic and healthier. We are committed to being the igniter, supporter and participant of these actions, and through our own public welfare actions and advocacy, let the public welfare a little more imaginative.



工作策略

Work Strategy

带着这样的使命和愿景，正荣公益基金会做了许多行动探索，而贯穿始终的是四大工作策略：

With the above mission and vision, the Zhenro Foundation has accomplished many actions and explorations, and the four major work strategies carried throughout are:

01 联合行动 Joint Action

与多家机构联合行动，不论是与其他基金会联合出资整合资源，还是与利益相关方跨界合作，都可以发挥资源的杠杆效应带来更大的社会影响力，同时也打破路径依赖。

Collaborating with multiple institutions, whether through joint funding and resource integration with other foundations or cross-border cooperation with stakeholders, can leverage resources to bring greater social impact and break path dependence.

02 小额资助 Small funds

倡导和运用小额资助的模式，以达到灵活高效，风险可控，鼓励公益创新。在资助过程中，强调投资视角，投资的主要对象是人；尊重伙伴主导地位，帮忙不添乱；讲究在地化，动员在地资源可持续参与。

Advocate and utilize the model of small funds to achieve flexibility, efficiency, controllable risks, thus encouraging innovation in public welfare. Throughout the process of funding, emphasis is placed on the investment perspective, with the main target of investment being the people. The leading position of partners is always respected, thus providing help and avoiding adding trouble. Localization is also emphasized, as well as to mobilize the sustainable participation of local resources.

03 支持民间 Supporting the public

中国公益生态需要构建，民间公益组织等待被激发，而基金会就可以做这样的激发者。我们认为民间公益组织的力量是十分宝贵的，同时强调多样性，关注不同的议题，并看重创新性。

China's public welfare ecology needs to be built, and public welfare organizations are waiting to be stimulated; Foundations can be such motivators. We believe that the power of non-governmental public welfare organizations is extremely valuable, while emphasizing diversity, paying attention to different issues, and seeing the impact of innovation.

04 公开透明 Openness and Transparency

将公开透明进行到底，以行业最高标准进行信息披露，同时公开了投诉举报的路径，让暗箱操作没有机会，避免因此产生违规误解的风险。

We will carry out openness and transparency to the end, disclose information to the highest standards of the industry, and at the same time, open up the path for complaints and reports, so that there is no opportunity for covert operations and to avoid the risk of violations and misunderstandings.

行动影响

Action Impact

作为一家平台型基金会：

As a platform-based Foundation:

正荣公益基金会坚持规范运作、科学管理、透明公开，两次获评5A级社会组织，获得SGS全球社会组织最佳实践认证，连续11年获得基金会中心网中基透明指数FTI满分。基金会积极开展对外合作与筹款，2013-2024年累计接受公益捐赠1.6亿余元，撬动了包括政府、企业、学校、个人捐赠者、社会组织、社会志愿者、专家等社会力量的跨界协同合作。

同时，基金会积极搭建国际交流窗口，连接境外非政府组织与国内公益组织之间的合作。跨足韩国、美国、日本、新加坡、越南、俄罗斯、泰国等地开展公益游学；作为中国社区基金会代表，应邀参加2016年南非举办的全球社区基金会峰会；接受多家境外非政府组织捐赠，共同推动国内公益发展。

The Zhenro Foundation adheres to standardized operation, scientific management, transparency and openness. It has been rated as a 5A level social organization twice, and has obtained the SGS Global Social Organization Best Practice Certification. For 11 consecutive years, it has received full marks in the Foundation Center Network's Transparency Index (FTI). The Foundation actively engages in external cooperation and fundraising, and has received over 160 million yuan in public welfare donations from 2013 to 2024, leveraging cross-border collaborative efforts from various social forces including government, enterprises, schools, individual donors, social organizations, volunteers, and experts.

At the same time, the Foundation actively builds international exchange windows to connect cooperation between overseas non-governmental organizations and domestic public welfare organizations. Public welfare study tours were carried out in South Korea, the United States, Japan, Singapore, Vietnam, Russia, Thailand and other places. As a representative of the Chinese Community Foundations, it was invited to attend the Global Community Foundation Summit held in South Africa in 2016. It has also accepted donations from multiple overseas non-governmental organizations to jointly promote the development of domestic public welfare.



▲ SGS团队向正荣公益基金会颁发“SGS全球社会组织最佳实践认证”证书。
The SGS team awarded the certificate of “SGS Global Social Organization Best Practice Certification” to the Zhenro Foundation.

作为一家资助型基金会：

As a funding Foundation:

正荣公益基金会开展了许多探索实践，2013-2024年累计公益支出1.4亿余元，项目行动覆盖全国30省份，合作公益组织500多家，涉足乡村振兴、教育发展、社区公益、精神卫生、灾害救助、气候环保、人才发展等领域，搭建了一套快速有效的行动响应机制和一个活跃多元的公益伙伴网络。

由北京沃启基金会撰写的《资助的价值初探》一书选取了中国11家资助型基金会进行案例推广，正荣名列其中；由上海第一财经基金会与上海紫江公益基金会联合发起的《中国基金会有效资助研究报告暨指南》中选取了中国7家基金会的有效资助案例进行研究，正荣名列其中。此外，正荣还荣获第三届中国基金会评价榜最高奖“金桔奖”（是中国唯一一个由民间公益组织直接评价基金会资助行为的奖项），并获“最尊重NGO的基金会”的荣誉。

The Zhenro Foundation has carried out many exploratory practices, with a cumulative public welfare expenditure of more than 140 million yuan from 2013 to 2024. Project actions covered 30 provinces across the country, cooperating with more than 500 public welfare organizations, involving in fields such as rural revitalization, education development, community public welfare, mental health, disaster relief, climate protection, and talent development. It has established a fast and effective action-response mechanism and an active and diverse network of public welfare partners.

The book “Preliminary Exploration of the Value of Funding” written by the Beijing WoQi Foundation selected 11 funding-type Foundations in China for case promotion, and Zhenro was listed among them; the “Effective Funding Research Report and Guidelines of China’s Foundations” jointly initiated by the Shanghai YiCai Foundation and the Shanghai ZiJiang Foundation selected effective funding cases from seven Chinese Foundations for research, and Zhenro was listed among them. In addition, Zhenro also won the highest award of the Third China Foundation Evaluation Chart, the “Golden Orange Award” (the only award in China that directly evaluates the foundation’s funding behavior by a non-governmental public welfare organization), and was honored as the “Foundation with the Most Respect for NGOs”.



▲ 正荣公益基金会荣获第三届中国基金会评价榜最高奖“金桔奖”，并获评“最尊重NGO的基金会”。
The Zhenro Foundation won the highest award of the 3rd China Foundation Evaluation Chart, the “Golden Orange Award”, and was awarded the “Foundation with the Most Respect for NGOs”.

优势能力

Advantageous Capabilities

01

政府信任
Government Trust

与政府主管单位建立了良好信任关系，获评5A级社会组织、先进党支部，业务范围广，项目立项备案快，可在全国范围内开展工作，是国内少数顺利接受境外资金捐赠的基金会。

Established a good trust relationship with government regulatory units, has been awarded 5A level social organization and advanced party branch, with a wide range of project scope, fast project approval and filing, with the ability to carry out work nationwide. It is one of the few Foundations in China that has successfully accepted donations from overseas funds.

02

社会公信
Social credibility

透明度高，公信力好，以行业最高标准进行信息披露，连续11年保持中基透明指数FTI满分，上榜福布斯和界面新闻透明慈善公益基金会榜单，获得SGS全球社会组织最佳实践认证。

With high transparency and credibility, information disclosure is carried out to the highest standards in the industry, maintaining full marks in the China Foundation Transparency Index (FTI) for 11 consecutive years, listed on Forbes and Jiemian News' "Transparent Charity Foundations Chart", and awarded the SGS Global Social Organization Best Practice Certification.

03

生态网络
Ecological Network

公益资源丰富，获评最尊重NGO的基金会，拥有一个覆盖全国范围、涉足各个议题的公益伙伴网络，能为捐赠人提供定制化的公益服务，帮助他们实现公益理想。

Rich in public welfare resources, awarded as the Foundation that respects NGO the most, with a nationwide network of public welfare partners involved in various issues, it is able to provide customized public welfare services for donors and help them achieve their public welfare ideals.

04

管理高效
Efficient Management

管理流程规范、高效，组织架构扁平、以项目为核心，可以根据项目执行需求，实现24小时内拨款；拥有一支优秀的专业公益团队，负责项目资源整合与落地执行。

The management process is standardized and efficient, the organizational structure is relatively flat, with projects placed at the core. It can allocate funds within 24 hours according to project execution requirements. It has an excellent professional public welfare team responsible for resource integration and the implementation of the projects.

05

传播倡导
Communication advocacy

有专业的传播合作团队，通过图文、视频、音频、手册、直播、展览等形式，及时反馈和传播项目成果、行动故事、价值理念，倡导更多的社会力量参与公益行动。

There is a professional communication cooperation team that provides timely feedback and dissemination of the project achievements, action stories, values, and concepts through graphics, videos, audio, manuals, live broadcasts, exhibitions, and other forms, advocating for more social forces to participate in public welfare actions.

项目行动

Project Actions

乡村振兴领域

Field of Rural Revitalization

发展脉络：

Development context:

2010年，从“爱故乡计划”开始，从认识乡村到振兴乡村，正荣公益开展了一场长达十余年的行动实践。“爱故乡计划”先后在闽赣两地支持了7所社区大学以及1个故乡农园，通过平民教育和生态农业建设，推动知识、文化、资源、人才重新扎根本土社区。2015，项目转型重点支持汀塘社区大学开展乡村社区营造的实验，并由此拓展为汀塘乡村发展项目，持续至今。

In 2010, starting from the "Love Hometown Plan", Zhenro Public Welfare launched a more than ten year long action practice, from understanding the countryside to revitalizing the countryside. The "Love Hometown Plan" has supported 7 community colleges and 1 hometown farm in the provinces of Fujian and Jiangxi, promoting the re-establishment of knowledge, culture, resources, and talents in local communities through civilian education and building ecological agriculture. In 2015, the focus of the project shifted to support Tingtang Community College in conducting experiments on the built of rural communities, which led the project to expand into the "Tingtang Rural Development Project", and it has been under progression to this day.



▲ 汀塘社区大学组织村民学习“十音八乐”，“十音八乐”是福建莆田的民间音乐。
Tingtang Community College organized villagers to learn "Ten Sounds and Eight Music", which is a folk music from Putian, Fujian.

● 汀塘乡村发展

汀塘村位于莆田市秀屿区东峤镇以东3公里处，全村总面积1.3平方公里，下辖6个自然村，8个村民小组。正荣公益（基金会）于2011年开始在汀塘村驻点开展乡村发展公益项目，通过开展汀塘公益微基金、少年行夏令营、乐居汀塘、汀塘村口述文化志等项目，推动汀塘教育发展、养老育幼、文化传承、社区服务、环境整治等，探索出一条社会组织参与激发乡村内生动力、助力乡村振兴的有效路径。

● Tingtang Rural Development

Tingtang Village is located 3 kilometers east of Dongqiao Town, Xiuyu District, Putian City. The total area of the village is 1.3 square kilometers, with 6 natural villages and 8 village groups under its jurisdiction. The Zhenro Foundation began carrying out rural development public welfare projects in Tingtang Village in 2011. Through the implementation of "Tingtang Public Welfare Micro Fund", youth summer camps, "Happy Living in Tingtang", "Tingtang Village Oral Cultural Chronicles" and other projects, it promotes the development of Tingtang's education, elderly care and child rearing, cultural inheritance, community services, environmental improvement, etc., thus exploring an effective path for social organizations to participate in stimulating endogenous rural power and assisting rural revitalization.



▲ 2021年暑期，10名汀塘籍大学生回到家乡，自发组织“汀塘少年行夏令营”，与93名汀塘村的小学生度过了难忘的6天。
In the summer of 2021, 10 college students from Tingtang returned to their hometown and spontaneously organized the "Tingtang Youth Summer Camp", spending 6 unforgettable days with 93 elementary school students from Tingtang Village.



▲ 人类学独立田野工作者芳芳与汀塘村民一起。由芳芳开展的汀塘村口述文化志项目，旨在记录村庄的传统与现代，展现村庄的意义与价值。
Anthropology independent field worker Fang Fang with a villager from Tingtang Village. The Tingtang Village Oral Cultural Chronicle project, carried out by Fangfang, aims to record the tradition and modernity of the village, to showcase its significance and value.



▲ 汀塘村民自发申请和开展“汀塘村绿化项目”，志愿者林秀兰和许清霞协助老人把花苗连带泥巴进行移植。
The villagers of Tingtang voluntarily applied for and carried out the "Tingtang Village Greening Project". Volunteers Lin Xiulan and Xu Qingxia assisted the elderly in transplanting flower seedlings and soil.



● 乐居村社

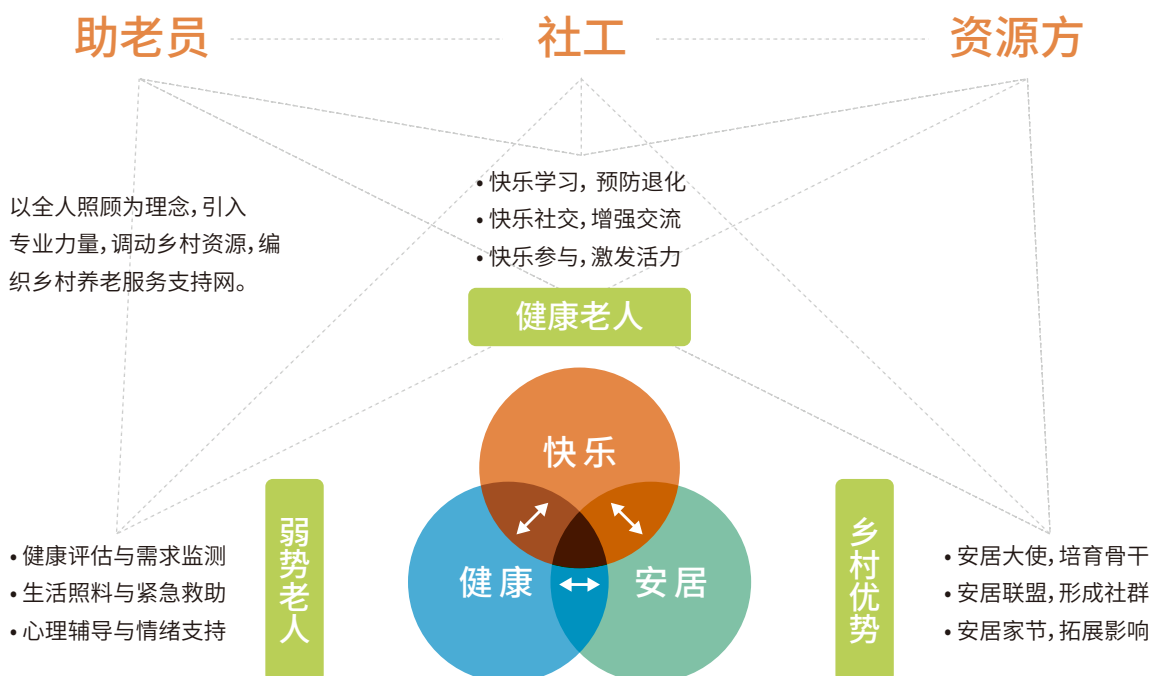
“乐居村社”居家养老服务项目由正荣公益基金会和启福社会工作服务中心实施，透过专业化服务手法，整合多方资源，回应村庄老人日益增长的多元化养老需求，提供生活照料、紧急救助、康复指导、健康监测、文化娱乐等为老服务，提升老人居家养老幸福感，打造“健康、快乐、安居”的村社。

项目践行“五社联动”模式：由当地政府指导和组织；基于乡村社区的养老需求，由基金会汇聚和统筹社会慈善资源并对项目实施、资金使用等进行管理和监督；由专业的社会组织在地具体执行和管理项目，包括培养村社在地养老社工和助老员，提供居家养老服务，组织社区活动，发动和培育村社助老志愿者，开展村社义诊、慢病管理咨询和指导、健康科普讲座等。

● Happy Living Village Community

The “Happy Living Village Community” home-based elderly care service project is implemented by the Zhenro Foundation and the QiFu Social Work Service Center. Through specialized service methods and the integration of multiple resources, it responds to the increasingly diverse elderly care needs of village residents, providing life care, emergency assistance, rehabilitation guidance, health monitoring, cultural entertainment and other services for the elderly, enhancing their sense of happiness while receiving elderly care from home, thus creating a “healthy, happy, and peaceful” village community.

The project implements the “Five Society Linkage” model: guided and organized by the local government; based on the actual elderly care needs of rural communities, the Foundation gathers and coordinates social charity resources, and manages and supervises project implementation, fund utilization, etc; professional social organizations carry out and manage the project in the local area, including training village and community elderly care social workers and assistants, providing home-based elderly care services, organizing community activities, mobilizing and cultivating village and community elderly care volunteers, conducting free clinics in the community, providing chronic disease management consultations and guidance, organizing health science popularization lectures, etc.



▲ “乐居村社”项目服务模式图。不同于商业化运作的养老模式，由公益力量介入的社区养老更注重在地的社区资源、社区行动者和关系网络。
Service model diagram of the “Happy Living Village Community” project. Unlike the commercialized elderly care model, community elderly care involving public welfare forces places more emphasis on local community resources, community actors, and relationship networks.



▲ 一年一度的志愿者嘉年华，为优秀志愿者颁发证书。项目积极调动村民、大学生、企业员工、党员等志愿者参与为老服务，并探索让村居较年轻的长者作为志愿者结对帮扶高龄老人的互助模式，培育在地养老力量。
The annual Volunteer Carnival awards certificates to outstanding volunteers. The project actively mobilizes volunteers such as villagers, college students, enterprise employees, and party members to participate in serving the elderly, and explores the mutual assistance model of pairing young elderly residents as volunteers to assist the older elderly, cultivating local elderly care forces.



▲ 每逢佳节，项目举办季度生日会、传统节日活动等，让长者感受到“社区家氛围”，深受长者和乡亲们喜爱。
During festivals, the project holds quarterly birthday parties, traditional festival activities, etc., allowing the elderly to feel an atmosphere of home within the community. These activities are deeply loved by the elderly and fellow villagers.

项目行动

Project Actions

教育发展领域

Field of Education Development

发展脉络：

Development context:

2011年，正荣公益开始支持民间力量探索多元的教育发展模式，发起“桥畔计划”，为初创期的民间教育公益组织成长助力；2014年基金会资助“LIFE教育创新”，呼吁社会大众共同反思、解决教育的问题；2018年基金会联合发起“桃李天教育项目”，并在此基础上于2019年升级推出“荣光计划”，联合民间力量，通过“硬件改造+软性服务+儿童参与”的形式，改善乡村教育质量。

In 2011, the Zhenro Foundation began to support private forces in exploring diverse educational development models, and launched the "Bridgeside Plan" to support the growth of early-stage private education-related public welfare organizations. In 2014, the foundation supported the "LIFE Education Innovation" initiative, calling on the general public to mutually reflect on and solve educational problems. In 2018, the Foundation jointly launched the "Peach and Plum Sky Education Project", and upgraded it to the "Glory Plan" in 2019, joining forces with public forces to improve the quality of rural education through "hardware transformation+software services+children's participation".

荣光计划

共成长 育未来

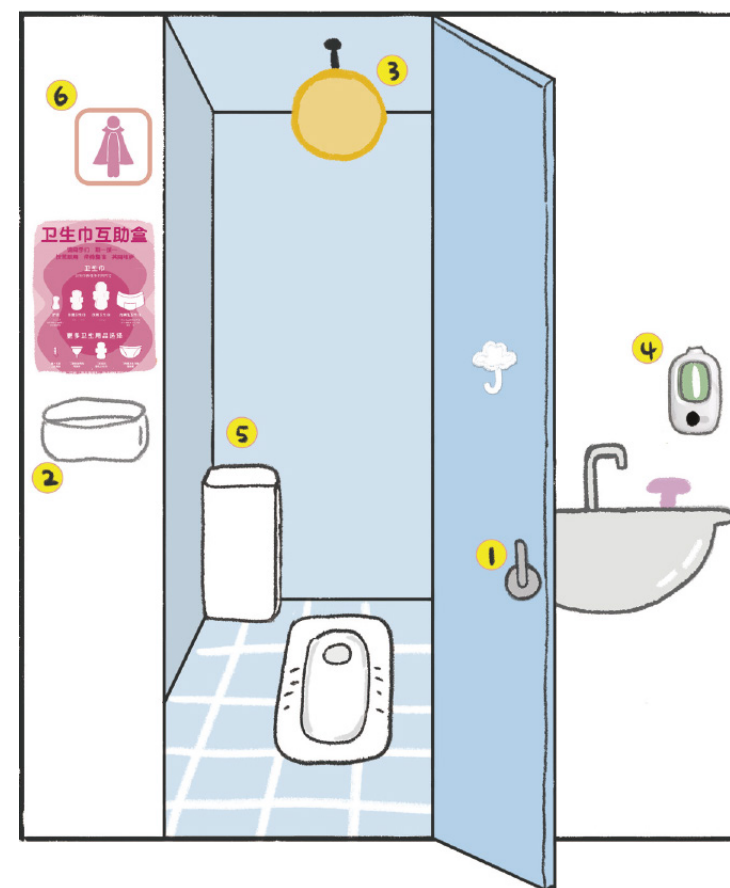
荣光计划是一个聚焦乡村教育发展的公益项目，由明日中华教育基金会等多方力量支持开展，通过开展乡村学校微改造——儿童友好厕所、明日教室、阳光童趣园及其他基础设施改造，在硬件改造的基础上提供配套软性服务和课程支持，为乡村儿童、教师和家长赋能，同时为家庭困难、品学兼优的乡村学生发放奖助学金，助力缩小城乡教育差距，以高质量综合素质教育赋能乡村振兴。

The "Glory Plan" is a public welfare project focused on the development of rural education, supported by various forces such as the China Tomorrow Education Foundation. Through the micro-renovation of rural schools, including child friendly toilets, Tomorrow's classrooms, Sunshine Children's Fun Park, and the renovation of other infrastructures, software services and curriculum support are provided on the basis of hardware renovation, empowering rural children, teachers, and parents. At the same time, scholarships and grants are distributed to rural students who are excelling academically, but from families with difficulties, helping to narrow the urban-rural education gap and empower rural revitalization with high-quality comprehensive education.



▲ “儿童友好厕所计划”通过“厕所微改造+性教育课程+儿童参与”的形式，服务赋能乡村孩子，将学校厕所打造成为性教育的触达场域，让乡村孩子拥有绽放的青春。
The "Child Friendly Toilet Plan" empowers rural children through "toilet micro-renovation+sex education courses+child participation", turning school toilets into a touchpoint for sex education, allowing rural children to have a flourishing adolescence.

一间儿童友好的厕所可以是这样的：



▲ 儿童友好厕所样板间：① 带锁的门/隔板，守护孩子们的隐私；② 卫生巾互助盒，以备不时之需；③ 灯，充足的照明保证安全；④ 除臭器，减少厕所异味；⑤ 垃圾桶，可用于丢弃用完的卫生巾；⑥ 清晰的标识。
Child friendly toilet model: ① Lockable door/partition, to protect children's privacy; ② Sanitary napkin mutual aid box, for emergency use; ③ Lights, sufficient illumination to ensure safety; ④ Deodorizer, to reduce toilet odor; ⑤ Garbage bin, which can be used to dispose of used sanitary napkins; ⑥ Clear identification.



▲ “儿童友好厕所计划”设计开发了原创性教育课程——“我们的青春故事”，以互动参与的方式，科普性教育知识，进行性别友好意识的价值倡导。
The “Child Friendly Toilet Plan” has designed and developed an original sex education curriculum called “Our Youth Story”, which uses interactive participation to popularize sex education knowledge and promote gender friendly awareness.



▲ 学生们在改建的明日教室里上课。明日教室以直播设备和空间为载体，链接广阔的外部教育资源，为偏乡的孩子架起连通世界的桥梁，缩小教育资源分布不均带来的不公。
Students are attending class in the renovated Tomorrow's classroom. The Tomorrow's classroom uses live streaming equipment and space as carriers to connect with a wide range of external educational resources, building a bridge for children from remote areas to connect with the world, thus reducing the inequality caused by uneven distribution of educational resources.

项目行动 Project Actions

社区公益领域 Field of Community Public Welfare

2014年，正荣公益基金会在早期的民间公益资助实践中看到了城市社区建设的迫切需求，便一发不可收拾地卷入这场自下而上的可持续社区创变中。从微观的城市社区营造与治理实践——“你好，社区”，到宏观视野下的中国社区公益生态培育——禾平台，基金会致力于推动构建一个在地的、多元的、可持续的社区公益生态。

In 2014, the Zhenro Foundation saw the urgent need for urban community construction in its early practice of private public welfare funding, and immediately became involved in this bottom-up sustainable community transformation. From the micro level practice of urban community building and governance – “Hello, Neighbour”, to the macro level cultivation of China's community public welfare ecology – “Harmony Platform”, the Foundation is committed to promoting the construction of a local, diverse, and sustainable community public welfare ecology.



“你好，社区”由正荣公益基金会发起，旨在搭建社区公益参与平台，通过开展社区公共空间营造、社区公益微基金、艺术进社区、社区安全家、社区培力计划等行动，缔造邻里间相互认识、交流、联结与合作的纽带，推动社区参与，激发社区活力，凝聚多方力量，实现健康、互助、幸福的社区美好生活。

“Hello, Neighbour” is initiated by the Zhenro Foundation, with the aim of building a community public welfare participation platform. Through actions such as creating community public spaces, community public welfare micro funds, bringing art into communities, creating community safe homes, and community empowerment programs, it aims to create a bond of mutual understanding, communication, connection, and cooperation among neighbors, promote community participation, stimulate community vitality, gather multiple forces, thus achieving a healthy, mutually supportive, and happy community life.



▲ 早期“你好，社区”以公共空间营造为切入点，把农业的元素融入社区绿地空间，打造社区认知园，让城市社区的居民与儿童在家楼下便能与土地链接，观察植物和昆虫，了解作物生长规律，参与耕作。
In the early days, “Hello, Neighbour” took the creation of public spaces as the starting point, and integrated agricultural elements into community green spaces, creating community cognitive gardens. This allowed residents and children in urban communities to be able to connect with nature, observe plants and insects, understand crop growth patterns, and participate in farming from downstairs.



▲ 2021年“你好，社区”邀请来自各地的艺术家进驻福州市中山社区，用艺术创作的方式，发掘当地社区文化生活，连接人与人、人与社区、人与自然等多种关系，探索艺术创作与社区营造结合的更多可能。
In 2021, “Hello, Neighbour” invited artists from all over to settle in Zhongshan Community, Fuzhou City. Through artistic creations, they explored the cultural life of the local community, connected the people, connected the people to their communities, as well as to nature, and explored more possibilities for combining artistic creation with community building.



▲ 2022年1月，“你好，社区”举办社区工作者公益培训，由复旦大学专家教授、一线资深行动者等组成的授课团队，为来自全国十余个地区的近40位学员带来了一场精进之旅。
In January 2022, “Hello, Neighbour” held a public welfare training for community workers. The teaching team, consisting of experts and professors from Fudan University and senior frontline actors, brought nearly 40 students from more than ten regions across the country on a journey of improvement.



▲ 社区安全家通过推广社区减灾防灾教育，开展系列社区安全课程，组织减灾防灾志愿者队伍建设等，发动社区多方力量，共建安全社区。
“Community Safe Homes”, through promoting community disaster prevention education, conducted a series of community safety courses, organized the construction of disaster prevention volunteer teams, and mobilized various forces in the community to jointly build a safe community.



禾平台社区公益发展网络旨在通过联结和支持具有专业性与领导力的社区公益组织及行动者，培育社区公益价值链，倡导共识、共享与合作共建的可持续社区发展模式，推动构建一个在地资源可持续投入、在地居民可持续参与、持续响应在地多元问题的社区公益生态。

The “Harmony Platform Community Public Welfare Development Network” aims to cultivate a community public welfare value chain by connecting and supporting professional community public welfare organizations and actors with leadership, advocating a sustainable community development model based on consensus, sharing, and cooperation, and promoting the construction of a community public welfare ecology that local resources can sustainably invest in, that local residents can continuously participate in, and that can continuously respond to diverse local issues.



▲ 禾平台立足本土实践，推动中国社区公益经验交流和知识生产；开展国际交流，引入国际经验和资源助力本土探索，输出中国经验。

Based on local practices, the Harmony platform promotes the exchange of experience and knowledge production in community public welfare in China. It carries out international exchanges, introduces international experience and resources to assist local exploration, and exports experiences from China.



▲ 2019社区基金会峰会。禾平台开展社区公益年度大会、焦点小组、主题沙龙等活动，增强不同区域间的、区域不同多元力量间的互动与合作，建立交流合作网络。
2019 Community Foundation Summit. The Harmony platform carries out community public welfare annual conferences, focus groups, themed salons and other activities to enhance interaction and cooperation between different regions and the diverse forces of the regions, thus establishing a communication and cooperation network.



▲ 禾平台围绕人的发展，为社区公益人才和组织提供陪伴与支持，在关键议题下探索相应的赋能策略。

The Harmony platform focuses on human development, providing companionship and support for community public welfare talents and organizations, exploring corresponding empowerment strategies under key issues.



▲ 禾平台社群伙伴成都共学活动。禾平台发起中国社区基金会社群、社区基金会秘书长联盟、社区资助+共学社群等，通过实际行动、学术研究、捐赠资助、政策倡导等，提供对话、学习、共创的平台。

Community partners of the Harmony Platform at a Chengdu co-learning activity. The Harmony Platform has initiated the China Community Foundation Community, the Community Foundation Secretary General Alliance, and the Community Funding+Co-Learning Community, providing a platform for dialogue, learning, and co-creation through practical actions, academic research, donation funding, policy advocacy, and more.

项目行动
Project Actions精神卫生领域
Field of Mental Health

宽疾计划

2018年,正荣公益基金会联合多方发起“宽疾计划”,从支持医务社工切入,赋能一线医务社工专业能力,完善医疗场景下的社会服务支持体系,促进患者身心康复与福祉提升。此后,基金会拓展“宽疾计划”项目内涵,关注精神健康议题,开展精神卫生公共教育与社会倡导,消除公众对精神疾病的偏见与歧视,提升心理健康认知,推动建立友好包容的社会环境。

In 2018, the Zhenro Foundation jointly launched the “Disease Relief Plan” with multiple parties, starting from supporting medical social workers, empowering frontline medical social workers with professional abilities, improving the social service support system in medical scenarios, thus promoting the physical and mental recovery and well-being improvement of patients. Afterwards, the Foundation expanded the scope of the “Disease Relief Plan” project, focusing on mental health issues, conducting public education and social advocacy on mental health, eliminating public prejudice and discrimination against mental illness, enhancing mental health awareness, thus promoting the establishment of a friendly and inclusive social environment.



▲ 2019年,宽疾计划组织来自福建省内医院、高校、社会组织等有志于发展医务社工的20名伙伴,赴香港进行参访学习。

In 2019, the “Disease Relief Plan” organized 20 partners who were interested in developing medical social work from hospitals, universities, and social organizations in Fujian Province to visit and study in Hong Kong.



▲ 2024年4月7日世界卫生日,宽疾计划联合发起“一起走 让爱来”心理健康主题city walk(城市漫步),通过设置多样化的科普互动环节,吸引公众关注精神健康。
On World Health Day, April 7, 2024, the “Disease Relief Plan” jointly launched the “Let's Walk Together and Let Love Come” mental health themed city walk to attract public attention regarding mental health, by setting up diverse interactive science popularization activities.



▲ 项目结合“世界精神卫生日”等节点,策划精神卫生公益市集、艺术展览、公益短片等,推动公众对话,呼吁拒绝污名化。
The project made use of special days such as the World Mental Health Day to plan mental health public welfare markets, art exhibitions, public welfare short films, etc., promoting public dialogue and calling for the rejection of stigmatization.



▲ 项目通过设计制作文创周边、宣传手册等,普及精神卫生知识。

The project popularized mental health knowledge through the design and production of cultural and creative peripherals, promotional brochures, etc.

项目行动

Project Actions

气候环保领域

Field of Climate and Environmental Protection

● 气候友好水稻

项目由人与自然同行基金会资助,由正荣公益基金会与广东省千禾社区公益基金会联合在地社会组织开展,通过建立气候友好型水稻种植技术的基层落地应用和推广模式,有效减少中国水稻种植的温室气体排放,同时强调在地农民与组织的参与,对农民进行培训与支持,保障粮食增产、提升农民收入,从而有效回应国家乡村振兴战略,让乡村生态振兴成为落实“双碳”目标的新阵地。

● Climate Friendly Rice in China

The project is funded by the EarthCare Foundation, and jointly carried out by the Zhenro Foundation and the Guangdong Harmony Community Foundation with local social organizations. By establishing a grassroots application and promotion model for the climate friendly rice planting technology, it effectively reduces greenhouse gas emissions from rice cultivation in China. At the same time, it emphasizes the participation of local farmers and organizations, provides training and support to farmers, ensures increased grain production thus improving farmers' income, thereby effectively responding to the national rural revitalization strategy and making rural ecological revitalization a new battlefield for implementing the “dual carbon” goals.



▲ 常规种植方式的稻田(左)与气候友好稻田(右)的长势对比明显。
The growth comparison between conventional rice fields (left) and climate friendly rice fields (right) is significant.

● 气候友好农食

项目由人与自然同行基金会资助,由正荣公益基金会联合在地社会组织开展,旨在通过案例实践和知识分享,提高国内公众及相关政策制定者对气候变化与农业食品系统复杂关系的认识;同时为一线农业从业者提供能力建设培训,促进其生产方式向生态农业或保护性农业转型,助力培育中国适应气候变化的、可持续的农业粮食系统。

● Nurturing Climate-Resilient Agri-Food Systems

The project is funded by the EarthCare Foundation, and jointly carried out by the Zhenro Foundation and local social organizations. It aims to enhance the understanding of the complex relationship between climate change and the agricultural food systems among the domestic public and relevant policy makers through case practice and knowledge sharing; at the same time, to provide training for frontline agricultural practitioners to enhance their abilities, to promote the transformation of their production methods towards ecological agriculture or conservation agriculture, and help cultivate a sustainable agricultural food systems in China that adapts to climate change.



▲ 2024年12月在广东从化仙娘溪村举办的“生态农业在地系统共建共学营”,帮助更多已经在从事生态,或者想要向生态方向转型的农友,提高技术,厘清发展方向。
The “Ecological Agriculture Local System Co-construction and Learning Camp” held in Xianniangxi Village, Conghua, Guangdong in December 2024, helped more farmers who are already engaged in ecology or want to transform towards ecology to improve their technical skills and to clarify their development direction.



项目行动
Project Actions人才发展领域
Field of Talent Development

行知计划

行知计划由正荣公益基金会联合北京市近邻社会工作发展中心发起，并得到德国米苏尔社会发展基金会的资助，项目旨在通过开展小额资助、工作坊互助学习、研究与出版计划等，推动行动研究方法在一线社会工作者及工作团队间学习应用，培养社会工作专业人才，支持本土实务社会工作团队能力提升，助力公益生态良性可持续发展。

The "Social Work Project and Empowerment Fund" is jointly initiated by the Zhenro Foundation and the Beijing JinLin Social Work Development Center, and has received funding from the Bischöfliches Hilfswerk MISEREOR. The project aims to promote the learning and application of action research methods among frontline social workers and work teams through small funds, mutual learning workshops, and research and publishing plans, cultivate social work professionals, support the improvement of local practical social work team capabilities, and contribute to the healthy and sustainable development of public welfare ecology.



▲ 2024年11月至12月，行知计划·实务工作者研习营来到云南玉龙雪山之下的吾木村，探寻纳西族社区独特神秘的东巴文化，以及实现村庄可持续发展与文化保护的有效路径。
From November to December 2024, the "Social Work Project and Empowerment Fund" · Practical Worker Study Camp visited the Wumu Village under the Yulongxue Mountain in Yunnan Province to explore the unique and mysterious Dongba culture of the Naxi community, as well as to realize effective ways to achieve sustainable development and cultural protection of the village.

● MPS公益慈善领军人才支持计划

项目通过“工匠精神” (Mastering)、“人文素养” (Philosophy) 和“科学品格” (Science) 三方面开展书院式全人教育，培养既具国际视野又扎根社区，兼具人文关怀与战略思维的新时代公益慈善领军人才。在励基金的资助下，正荣公益基金会联合千禾学人基金，为2022级、2023级、2024级MPS研修班提供了部分经费支持。

● MPS Public Welfare Charity Leading Talent Support Program

The project carries out academy-style holistic education through three aspects: "Mastering", "Philosophy", and "Science", cultivating leading talents in public welfare and charity in the new era who have an international perspective as well as being rooted in the community, and who possess both humanistic care and strategic thinking. With the support of the Li Foundation Limited, the Zhenro Foundation, in conjunction with the Harmony Scholar Fund, provided partial funding support for the 2022, 2023, and 2024 MPS training courses.



▲ 2023年3月至4月，2022级MPS班在广州公益慈善书院举行《社区公益》课程。以书院所在的怡乐社区为课堂，邀请居民骨干、双百骨干、院友学人加入社区公益的参与式设计。

From March to April 2023, the 2022 MPS class held the "Community Public Welfare" course at the Chinese School of Philanthropy @Guangzhou. Using the Yile Community, where the school is located, as the classroom, resident elites, double hundred elites, and fellow students were invited to participate in the participatory design of community public welfare.



项目行动

Project Actions

性别视角与女性发展

Gender Perspective and Women's Development

正荣公益基金会承诺保持零歧视、零骚扰的工作环境，禁止员工、实习生、第三方合作伙伴任何形式的骚扰，包括性骚扰；在开展项目中注重纳入性别视角，倡导性别平等，以及关注妇女权益保护与发展。例如：

The Zhenro Foundation promises to maintain a zero discrimination and zero harassment work environment, and prohibits any form of harassment, including sexual harassment, by employees, interns, and third-party partners. In carrying out projects, emphasis is placed on incorporating a gender perspective, advocating for gender equality, and paying attention to the protection and development of women's rights. For example:

2016年支持“**Daws小组**”，通过开展工作坊等活动，把残障女性群体联结在一起，共同倡导性别平等、残障平等，树立女性的社会性别意识；

In 2016, we supported the “Daws Group” by organizing workshops and other activities to connect the disabled female community, jointly advocating for gender equality and disability equality, and establishing women's social gender awareness;

2017年支持“**万家无暴**”项目，探索“妇联+公安+社会组织”多部门反家暴联动模式，为受害妇女搭建强有力的社会支持系统；

In 2017, we supported the “Ten Thousand Families Without Violence” project, exploring a multi-departmental anti-domestic violence linkage model of “Women's Federation+Public Security+Social Organizations” to build a strong social support system for victimized women;

2021年联合“**性别友善公益人小组**”推出《防治职场性骚扰工具包》，支持每位公益人都能勇敢保护自己，共同推进行业性别友好环境建设；

In 2021, jointly with the “Gender Friendly Public Welfare Group”, the “Sexual Harassment Prevention Toolkit For NGOs in China” was launched, supporting every public welfare person to bravely protect themselves and jointly promoting the construction of a gender friendly environment in the industry;

2022年开展“**儿童友好厕所计划**”，进行性教育知识科普，消除月经羞耻，树立性别平等观念；并发起“**月事咖啡厅**”直播栏目、**世界儿童日特展**等延展倡导，面向社会公众分享月经、性教育、女性作品、教育公益与更多……

In 2022, the “Child Friendly Toilet Plan” was launched to popularize sex education knowledge, eliminate menstrual shame, and establish gender equality concepts. At the same time, the “Period Café” live broadcast program, the World Children's Day special exhibition, and other extended advocacy were launched to share about menstruation, sex education, women's works, educational public welfare, and more with the public.

SEXUAL HARASSMENT PREVENTION TOOLKIT FOR NGOS IN CHINA



公益行业防治性骚扰工具包

PERIOD Café

月事咖啡厅

Vol.4

颜怡颜悦来做客！ 从月经互助盒聊起

“儿童友好厕所计划”延展系列分享 | 月事骄傲*正荣公益基金会 联合主办



▲ 第四期“月事咖啡厅”邀请脱口秀演员、编剧——颜怡和颜悦作为嘉宾，共同探讨卫生巾互助盒的发展、月经贫困、更多公共服务的可能性等议题。

The fourth episode of “Period Café” invited stand-up comedy actors and screenwriters Yan Yi and Yan Yue as guests to discuss topics such as the development of sanitary napkin mutual aid boxes, menstrual poverty, and the possibility of more public services.



▲ 2024世界儿童日特展活动期间，志愿者明月带领儿童、家长共读《珍爱生命》绘本，让性教育为孩子的健康成长保驾护航。

During the 2024 World Children's Day special exhibition, volunteer Mingyue led children and parents to read the children's book “Cherish Life”, allowing sex education to safeguard children's healthy growth.

项目行动 Project Actions

国际交流与合作 International Exchanges and Cooperation

正荣公益基金会积极搭建国际交流窗口，连接境外非政府组织与国内公益组织之间的合作。2014年至今先后组织国内伙伴到韩国、美国、日本、新加坡、越南、俄罗斯、泰国等地开展公益游学；作为中国社区基金会代表，应邀参加2016年南非举办的全球社区基金会峰会；接受社区基金会全球基金、人与自然同行基金会、明日中华教育基金会、德国米苏尔社会发展基金会、励基金等境外非政府组织捐赠，共同推动国内公益发展。

The Zhenro Foundation actively builds international exchange windows to connect cooperation between overseas non-governmental organizations and domestic public welfare organizations. Since 2014, the Foundation has organized domestic partners to conduct public welfare study tours in South Korea, the United States, Japan, Singapore, Vietnam, Russia, Thailand, and other places. As a representative Foundation of the Chinese Community, it was invited to attend the Global Community Foundation Summit held in South Africa in 2016. It has accepted donations from overseas non-governmental organizations such as the Global Fund For Community Foundations, the EarthCare Foundation, the China Tomorrow Education Foundation, the Bischofches Hilfswerk MISEREOR, and the Li Foundation Limited to jointly promote the development of domestic public welfare.



▲ 2016年正荣公益美国游学，学员造访著名的波士顿基金会。
In 2016, Zhenro Foundation conducted a public welfare study tour in the United States, where members visited the renowned Boston Foundation.



▲ 2019年正荣公益越南游学，学员从不同的身份视角感受城市社区与社区慈善的发展。
In 2019, during Zhenro's Vietnam public welfare Study Tour, members experienced the development of urban communities and community charity from different perspectives of identity.



▲ 2023年4月，德国米苏尔社会发展基金会北京办公室代表、北京近邻社会工作发展中心代表、行知计划专家顾问等一行，参加在正荣公益基金会办公室召开的行知计划项目启动会议。
In April 2023, representatives from the Beijing office of the Bischofches Hilfswerk MISEREOR, representatives from the Beijing JinLin Social Work Development Center, and expert consultants attended the kickoff meeting of the "Social Work Project and Empowerment Fund" project held at the office of the Zhenro Foundation.

支持我们

Support Us

我们需要你的支持!

We need your support!

01

你可以捐赠现金等资产,支持项目开展或机构发展,我们将努力为捐赠人创造看得见、看得懂、能参与的公益,创造更多参与式公益的体验。

You can donate cash and other assets to support project development or institutional growth. We will strive to create visible, understandable, and participatory public welfare experiences for the donors.

02

你可以设立捐赠人建议基金(Donor Advised Fund,简称DAF),获得减税优惠,并拥有对资金使用的建议权,推荐喜爱的公益组织申请该DAF账户资助。

You can establish a Donor Advisory Fund (DAF) to receive tax reduction benefits and have the right to advise on the use of the funds, recommending your favorite public welfare organizations to apply for funding from this DAF account.

03

我们还致力于连接境外非政府组织与国内公益组织之间的合作,我们备案经验丰富、管理规范高效、扎根民间公益、行业口碑良好,可在全中国范围开展多样议题的项目。如你有这方面合作意向,欢迎联系我们。

We are also committed to connecting cooperation between overseas non-governmental organizations and domestic public welfare organizations. With rich experience in filing, standardized and efficient management, a good industry reputation, and being rooted in grassroots public welfare, we can carry out projects on various topics nationwide. If you have any intention of cooperation in this area, please feel free to contact us.



▲ 2024年7月,明日中华教育基金会代表与荣光计划项目代表等一行,走访明日中华教育基金会为云南元江县东峨幼儿园捐建的阳光童乐园。
In July 2024, representatives from the China Tomorrow Education Foundation and the "Glory Plan" visited the Sunshine Children's Fun Park donated by the China Tomorrow Education Foundation for Dong'e Kindergarten in Yuanjiang County, Yunnan Province.

加入我们

Join Us

作为一家公益组织,正荣公益基金会十分强调员工、项目代理人、志愿者等发挥的关键作用。我们的目标不仅仅是按部就班的工作,而是通过“制度保障、充分赋权、鼓励创新”,共同营造更好的环境,改善自己和他人的生活。

As a non-profit organization, the Zhenro Foundation places great emphasis on the key roles played by employees, project agents, volunteers, and others. Our goal is not just to take our work as a regular job, but to jointly create a better environment and improve our own and others' lives through "institutional guarantees, full empowerment, and encouragement of innovation".

01

你可以参与我们发布的志愿服务活动,贡献你的劳动、服务和专业技能,并从中收获认可与自我成长。

You can participate in our volunteer service activities, contribute your labor, service, and professional skills, and gain recognition and personal growth from it.

02

如果你是一名自由公益人,想要找到一家靠谱的公益机构合作,依托机构设立专项项目、对外筹集资源、规范财务管理等,欢迎联系我们!我们为志同道合的伙伴量身定制了“项目代理人”机制,在这里,你依然可以保持自由公益人的身份和状态,只需对你的项目负责;同时,我们也努力为你创造团队的联结与支持,提供一个简单、自由、温暖的港湾。

2- If you are a free public welfare person who wants to find a reliable public welfare organization to cooperate with, to establish special projects, raise resources externally, standardize financial management, etc., please feel free to contact us! We have tailored a "project agent" mechanism for like-minded partners, where you can still maintain your identity and status as a free public welfare person, and only be responsible for your project. At the same time, we will also strive to create team connections and support for you, providing a simple, free, and warm harbor.



▲ 正荣公益基金会员工、实习生、志愿者团建合影。
Group photo of employees, interns, and volunteers of the Zhenro Foundation during team building activities.

感谢有你

Thank You

“让我们成为一条河流”是正荣公益基金会10周年纪念活动的主题口号。

“Let's become a river” is the theme slogan of the 10th anniversary commemoration of the Zhenro Foundation.

回顾基金会生长探索的公益之路，一方面，我们想要发挥的角色是做一个创新、理性的公益倡导者和推动者，希望成为一条河流，滋养一片公益生态。另一方面，我们更要感谢每一位同行的伙伴。我们始终觉得，每一位你都是故事中最美的风景！感谢有你，涓涓细水，汇聚成河，成为了我们。

我们的故事还在继续，期待你我相伴同行走过更多春夏秋冬，继续收集感动，勇气 and 希望。

Looking back at the growth and exploration of the Foundation on the path of public welfare, on the one hand, the role we want to be is an innovative and rational advocate and promoter of public welfare, hoping to become a river that nourishes the public welfare ecosystem. On the other hand, we would like to express our gratitude to every colleague. We always believe that each and every one of you is the most beautiful scenery in the story! Thank you for being with us; each small stream of water converges into a river, then becoming us.

Our story continues, and we look forward to walk through more seasons, collect more emotions, courage, and hope with you.



10 | 让我们成为一条河流
讲述正荣故事



▲ 正荣公益基金会10周年纪念活动海报
Poster for the 10th Anniversary Celebration of the Zhenro Foundation

联系我们

Contact Us

地址 福州市台江区宁化路3号三迪香颂枫丹5号楼3D

Address: Door 3D, Building 5, San Di Xiang Song Feng Dan, No. 3 Ninghua Road, Taijiang District, Fuzhou City

邮箱 Email: zrgy@zhenro.com

电话 Tel: (86) 0591 88200953

网站 Website: www.zhenrogy.org



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