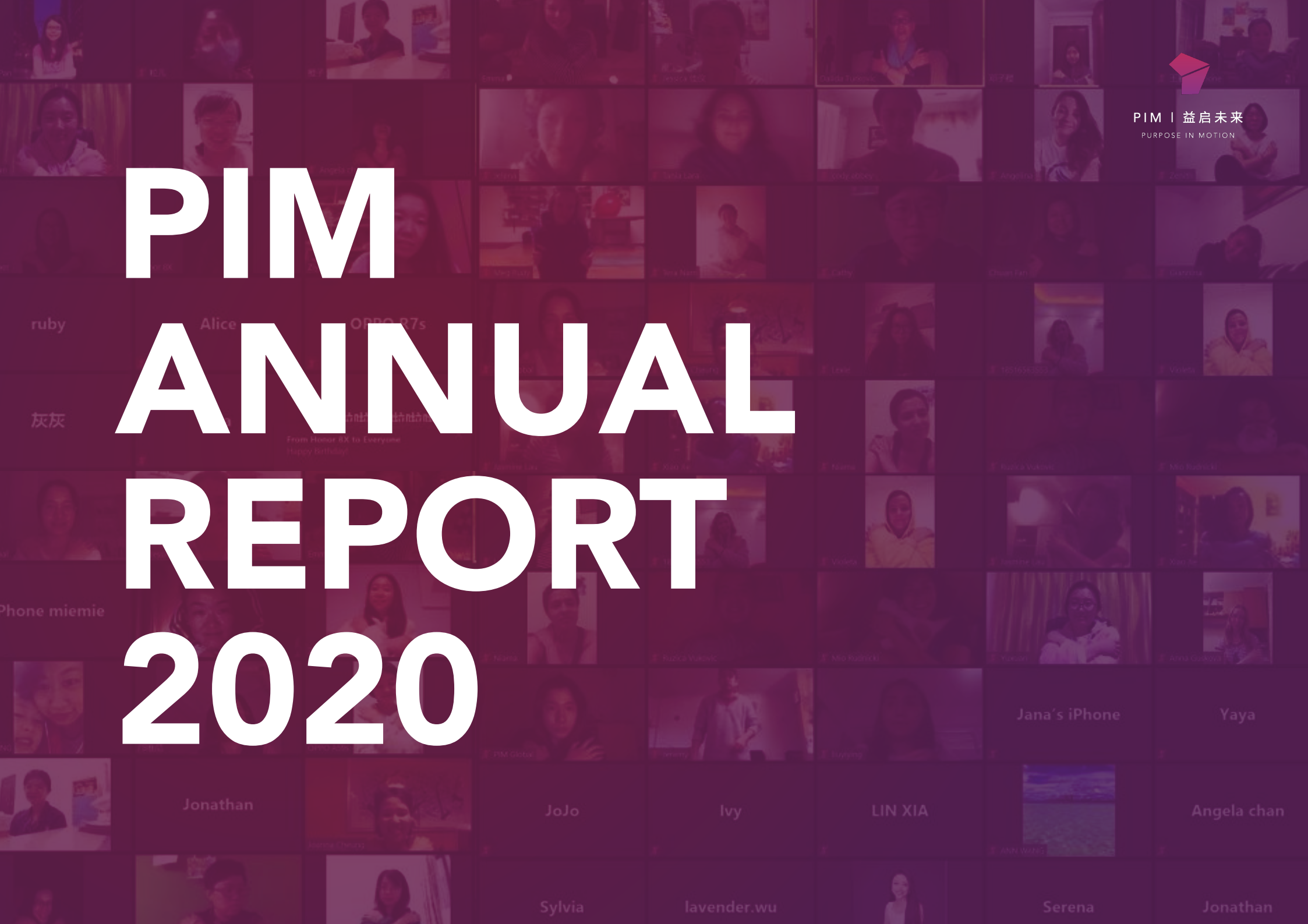




PIM | 益启未来
PURPOSE IN MOTION

PIM ANNUAL REPORT 2020





**Anchoring to
purpose and community
in times of uncertainty**

A message from our founder

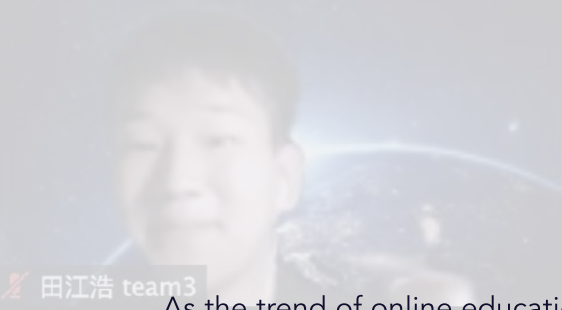
In January 2020, PIM rebranded from Philanthropy in Motion to Purpose in Motion. It was a culmination of months of strategic planning, reflecting our evolution as an educational organization that cultivates mission-driven young people through internal transformation and by providing tools and resources for external social impact. We laid out a path for the year ahead, advancing towards our vision of a world where everyone can unlock their full potential and discover joy in their social purpose.

Then we watched, with horror, as the covid-19 coronavirus swept across China and the pandemic quickly took over the world stage. Many of us who are so used to constant motion were forced to a standstill and it hurt us to see how forward progress towards the UN Sustainable Development Goals – positive changes that we and our partners had strived for over the years - began to slow and soon regress.

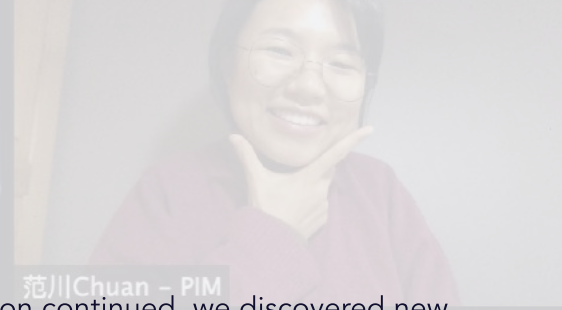
Our team adapted. We transitioned to remote work, with our team spread across three continents. We made some tough decisions on which programs to cut, and which to move online. And we listened, working with our community of changemakers and impact organizations to develop new approaches supporting their needs. We were surprised to find that this new normal opened up unexpected opportunities and unlocked new strengths, resilience, and creativity within ourselves, propelled by PIM's mission.

What stood out to us as most important for our changemaker community during this time was the need to develop habits and behaviors which foster wellbeing and purpose. Mental health issues, anxiety, and loneliness were spiking in our own communities and among young people around the world. So we launched the Happiness Challenge in conjunction with Yale psychology professor Dr. Laurie Santos, designing a 21-day challenge-based education program to help individuals practice resilience and wellbeing. We localized Dr. Santos' research to mainland China, and, as the pandemic spread, we opened the challenge to international participants, creating a global community of more than 1,500 people helping each other discover the connections between wellbeing and happiness, purpose and community.

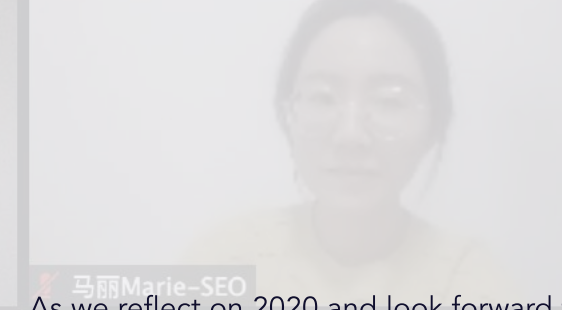
We continued our efforts to mobilize support and raise awareness for our community of impact organizations and the vital role they play in times of crisis and beyond. Heartened by various grassroots initiatives that sprung up to tackle the pandemic's ripple effects – many of them started by young people – we created a Pop-Up Giving Circle, gathering nearly 100 individuals virtually to collectively distribute crowdsourced funds to these coronavirus-relief efforts. Our Goalkeeper Action Fund, in partnership the Bill & Melinda Gates Foundation, provided support to SDG initiatives launched by young Chinese leaders. In total, PIM fundraised and directed 544,700 RMB to community organizations in 2020.



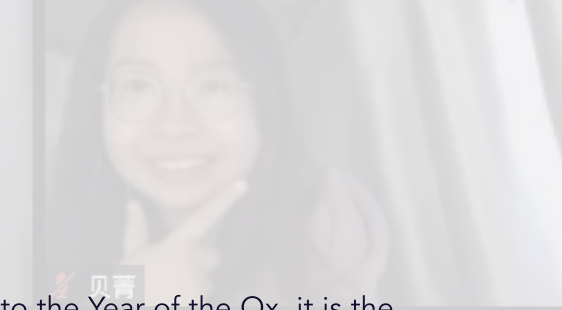
田江浩 team3



范川Chuan - PIM

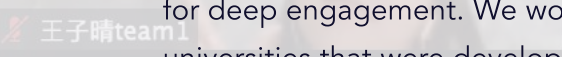


马丽Marie-SEO

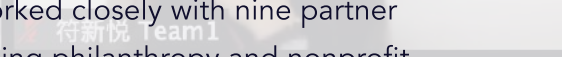


贝菁

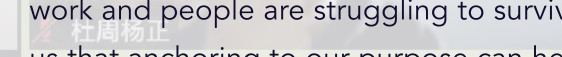
As the trend of online education continued, we discovered new possibilities and got creative to reinvent experiential learning in a virtual setting. We adapted our curriculum to an online format for partners such as Yenching Academy of Peking University, SEE Foundation, and SEO-China, and offered our own series of online career workshops, each focused on creating intimate learning spaces for deep engagement. We worked closely with nine partner universities that were developing philanthropy and nonprofit management degrees as part of the Handan Action Grants funded by Dunhe Foundation, to share best practices in online learning and build companionship. These adaptations unlocked new insights into learning environments that we didn't imagine.



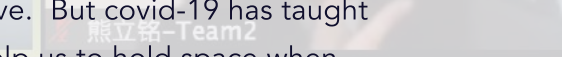
王子晴team1



符新悦 Team1



杜周杨正



熊立铭-Team2

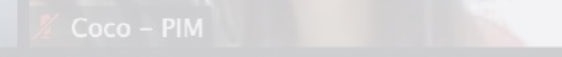
As we reflect on 2020 and look forward to the Year of the Ox, it is the silver linings and lessons learned that stand out: above all, this year has been a reminder of what purpose can do. Our purpose might be something as simple as the joy of living or our connections to a community. There are days when it may feel challenging to talk about something as seemingly lofty as purpose when millions are out of work and people are struggling to survive. But covid-19 has taught us that anchoring to our purpose can help us to hold space when things get hard. By giving us a compelling "why", purpose helps us to tap into reserves of strength, resilience, and creativity, helping us to come together to discover new solutions and possibilities. We are truly grateful for our partners, supporters, and community for being with us on this journey together.



王钰婷 Team2



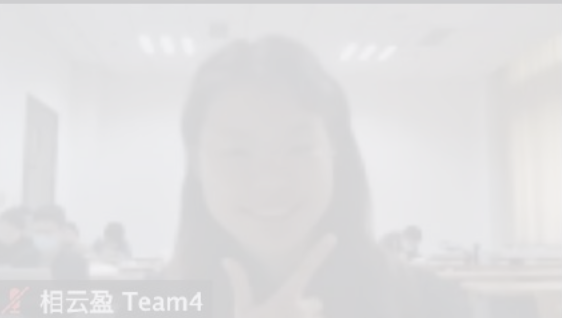
张筱 Team 4



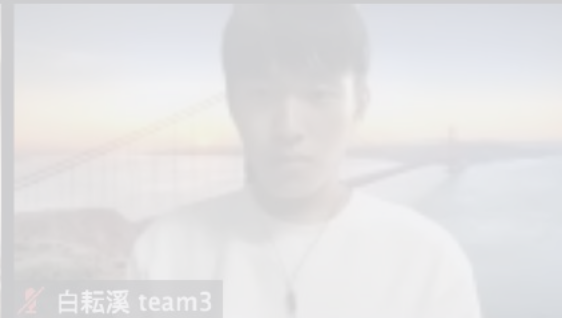
Coco - PIM



沈唯婷 Team2



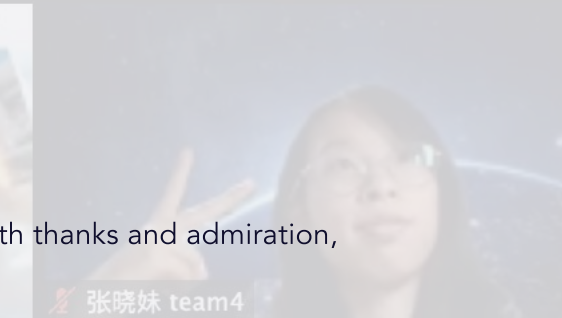
相云盈 Team4



白耘溪 team3

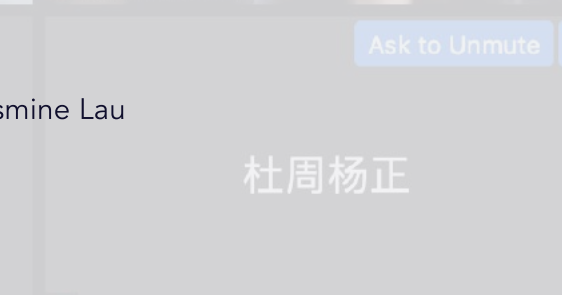
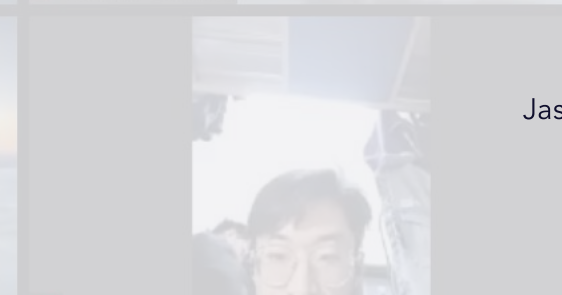
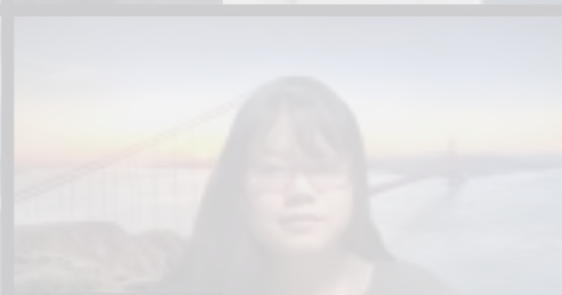
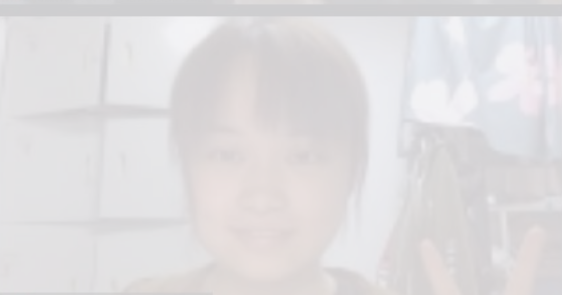


裴丽萍 team1



张晓妹 team4

With thanks and admiration,



Jasmine Lau

杜周杨正

Ask to Unmute

A background image showing four young women smiling and holding a certificate. They are in a professional setting, possibly a conference or workshop. The text is overlaid on this image.

PIM empowers young people with the education, resources, and networks to become mission-driven leaders and effective changemakers.

Our vision is a world where everyone can find their own social purpose, contribute to unlocking human potential and happiness, and create a more sustainable and equitable future.

We partner closely with stakeholders (including universities, foundations, social organizations) to provide education and leadership programs and capacity building initiatives founded on a “learning by doing” model for investigating and solving social problems.

World Class Education

- “Learning by Doing” pedagogy and advanced curricula
- Network of expert practitioners, adjunct professors, and trainers

Resources for Real World Impact

- Incubation and seed-funding for projects developed by young people
- Grants and capacity-building to support ecosystem development

Diverse Community

- Cross-sector skillsets and trainers
- Breadth of careers, backgrounds, and nationalities

Linking China and the World

- Best practices in social impact
- Global networks and partners



3,130

young leaders

participated in programs on purpose and social impact since 2014.

As the COVID-19 crisis spread globally, PIM leveraged online platforms and programs to provide 1,810 young people with supportive communities, networks, and resources.

166

community organizations

benefitted directly from PIM's funding or pro-bono service.

In 2020, we responded to the needs of our community, supporting citizen initiatives launched to tackle the effects of COVID-19 in China, India and beyond.

3.7M

RMB grants

distributed to social organizations and educational institutes

PIM directed 544,700 RMB to community organizations in 2020, while strengthening connections to support and sustain changemakers in the long-term.

2020 Programs

Targeting changemakers (aged 15-35)
and their academic institutions

11 可持续 城市和社区

Pandemic Response

- Happiness Challenge | Rockefeller Brothers Fund
- Pop-up Giving Circle

Social Impact Courses

- SEE Youth | SEE Foundation
- Project Arena | Spirit
- Social Entrepreneurship Lab | IDEAS
- Public Leadership Bootcamp | SEO China
- Social Impact Leadership | Yenching Academy and Baixian Scholars

可持续发展

Purposeful Career Development

- Purposeful Career Series
- SDG Career Race | Bard College and NYU Shanghai

Capacity Building

- Handan Action Grants | Dunhe Foundation
- Goalkeepers Action Fund | Gates Foundation

Pandemic Response

NAVIGATING THE PANDEMIC

Educati...

Margie | Shanghai | Ldrshp D

- Education

PIM-Hazel-Chongqing-Social...

Ada - Beijing - Tech company

P - Carlotta - Milan - Educat

ng-Automot...

P-Hanyu-Berlin-Logistics

PIM-Dwight-Beijing

Julie

P - Alison Hao - China - NGO

Yoni

Rita's iPhone



1,500

participants from 33 countries around the world

Happiness Challenge

ROCKEFELLER BROTHERS FUND

In early 2020, COVID-19 spread around the world, forcing billions of people into quarantine and sparking an increasing trend of mental vulnerability among our community and around the globe. With the aim of helping communities better manage the socio-emotional effects caused by COVID-19 disruptions, PIM launched the 2020 Happiness Challenge in conjunction with Yale psychology professor Dr. Laurie Santos - a 21-day gamified activity series based on concepts scientifically proven to boost happiness and well-being. The program was generously supported by crowdfunding supporters and the Rockefeller Brothers Fund.

88%

of participants reported that they developed new habits related to practicing happiness as a result of the Challenge.

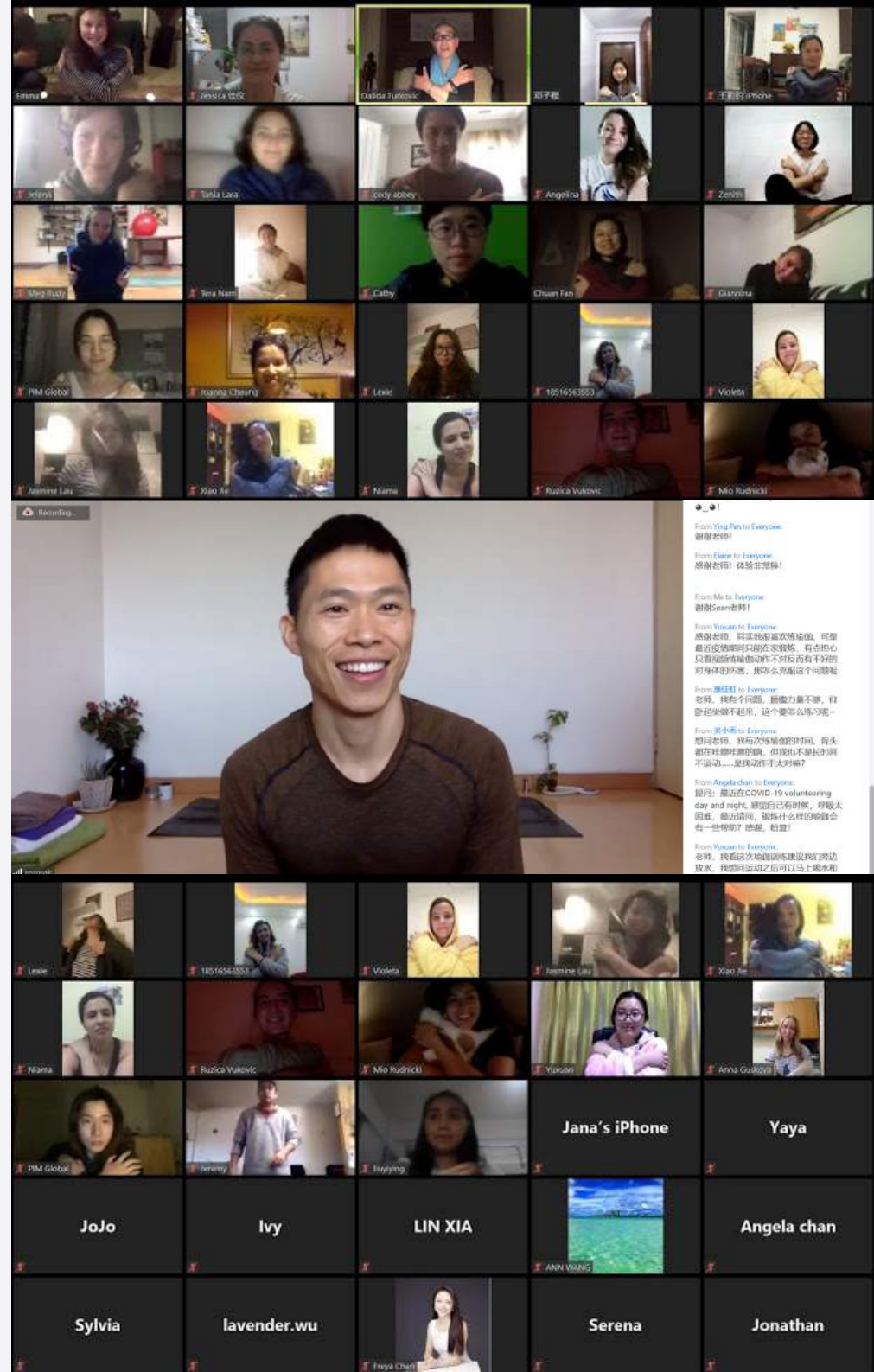
86%

reported a positive shift in their general happiness level, helping them to better manage the socioemotional effects of the pandemic.



As the pandemic sparked an extended period of uncertainty and social distancing, PIM's happiness challenge program helped social innovators find new ways to build community connections that will help sustain China's philanthropic and non-profit sector for the long term.

NICK LO, PROGRAM ASSISTANT
ROCKEFELLER BROTHERS FUND





Pop-up Giving Circle

As the COVID-19 spread across China and then the globe, grassroots initiatives sprung up to tackle the ripple effects of the pandemic. With the aim of bringing together young people to discover the power of self-organized initiatives, PIM launched the Pop-up Giving Circle, a virtual event in which participants make collective decisions on how to distribute crowdsourced funds supporting community initiatives including:

Ginkgo Fellows in COVID-19 Relief Action - Last-mile delivery of protective gear on the front-lines in Wuhan, and developed a guide for civil society response.

Good Companions Response Team - Social workers and psychological counsellors leveraged WeChat groups to provide remote support to hospital patients and people under quarantine in China and abroad.

Community Anti-coronavirus Network - Built a network of self-organizing communities in the context of physical isolation.

Global Shapers, Mumbai - Distributed COVID-19 prevention kits to high-poverty communities in Maharashtra, India.

80+

participants

90

minutes

4.7k

RMB donated to 4
grassroot initiatives



“

I have learned a lot about the pandemic and the role social organizations play in addressing it. I became more interested in the field of charity and enlarging social impact. The program also increased my confidence in the role the voluntary sector plays in a global crisis.

POP-UP GIVING CIRCLE
PARTICIPANT

”

Social Impact Courses

CULTIVATING CHANGEMAKERS



6 CLEAN WATER
AND SANITATION



11 SUSTAINABLE CITIES
AND COMMUNITIES



14 LIFE BELOW
WATER



SEE Youth

SEE FOUNDATION

The SEE Youth program engages youth ages 12-18 in social innovation, inspiring them to contribute their own strengths to create a more sustainable world. Organized together with SEE Foundation at their Pearl River Center in Guangdong, this six-month project-based learning course included:

- 1-week experiential leadership bootcamp at the Pearl River Center, Guangdong
- 7+ online training sessions from practitioners in systems thinking and advanced research
- Site visits to leading social ventures and foundations
- Teamwork to map a social issue and evaluate innovative solutions

3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



Project Arena

SPORIT

When high-level athletes reach the point of retirement, they face the challenges of career transition and sustainable personal growth. Together with Sport, PIM helped design and deliver Project Arena, a comprehensive one-month online program and one-week bootcamp with a mission to empower athletes as changemakers and discover their next purpose in life.

50

High-level Chinese athletes participated in workshops on the SDGs, social innovation, and evaluating impact.

87%

Participants report that the program helped them to build their confidence in addressing social issues.

74%

participants commit to making social impact a priority in their next career after the program.



“

In the future, in addition to my career as a sports media professional, I also want to do something that can make the society a better place, empower more athletes to speak up internationally, and engage with innovative projects that can enlarge international influence.”

CANOEIST, PROJECT ARENA PARTICIPANT

”



Social Entrepreneurship Lab

IDEAS

Hosted in partnership with IDEAS, the Social Entrepreneurship Lab aims to introduce middle and high school students to social entrepreneurship and put their learnings into action. Teams apply empathy to identify unmet needs, design a prototype solution and website, and use the business model canvas to outline a viable plan to fund their project.

5

day sprint to launch prototypes focused on tackling mental health among teenagers and reducing bias between ethnic groups.

90%

of participants gained a new understanding of social entrepreneurship



Public Leadership Bootcamp

SEO CHINA

The 4th Annual Public Leadership Bootcamp in partnership with SEO China equips university students from underserved backgrounds with skills for making a difference. Participants explored how social ventures adapt to address educational inequities uncovered by COVID-19 through an experiential social investment program, including:

- Due diligence on a portfolio of social ventures in teams
- Mentorship from strategy consultants on crafting strategic investment recommendation

95%

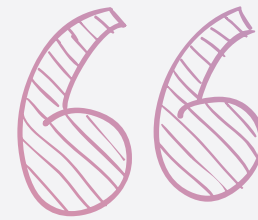
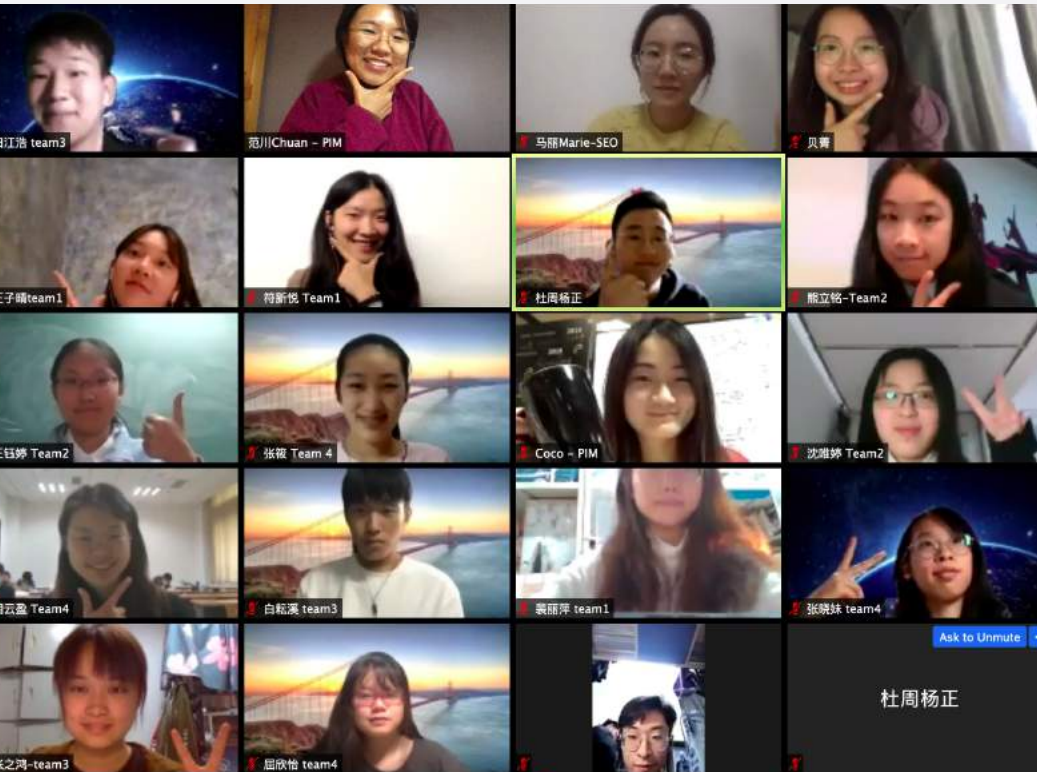
of participants report a commitment to acting as a changemaker in their future life or career

18+

hours training on impact evaluation, business models and reflection on purposeful leadership & careers

50k

RMB contributed to social ventures advancing inclusive education



“Before joining the training camp, I did not seriously consider charity as a direction for my career. However, after meeting so many inspiring changemakers, I very much so hope that one day I too will have the opportunity to work to create positive social change.”

PUBLIC LEADERSHIP
BOOTCAMP PARTICIPANT



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



Social Impact Leadership

YENCHING ACADEMY & BAIXIAN SCHOLARS

In collaboration with the Yenching Academy at Peking University and the Baixian Scholars, PIM connected scholars with inspirational leaders doing work to advance the SDGs in East and Southeast Asia. Discussion and workshops with leaders guided scholars to investigate the root cause of pressing social issues in the region, map entrepreneurial approaches, hone skills, and create innovative solutions in teams. Sessions included:

- Intimate conversations with leaders in small-group setting on topics including unlocking human potential, cultivating resilience, building partnerships and more
- Skill-building workshops including systems thinking, design thinking, and social entrepreneurship

13

speakers and trainers, including social impact leaders and entrepreneurs in East and Southeast Asia

100%

survey respondents report a willingness to take action as a result of something they learned in the program

Mio

PIM - Liwei Weng

PIM - Haolan Duan

Malaysia

Kaeko Ishikawa - Tokyo

Hwang

Ming Wong

Kishou Okamoto - Tokyo

Yunsu Song - Seoul

PIM - Kat



It was really wonderful to hear some true voices of what they went through and how they take care of themselves. They gave us a lot of meaningful advice. As we all are struggling with our own problems, it was good to hear from leaders about their personal experiences and how they are managing to overcome certain problems.

YCA BAIXIAN SCHOLAR



Career Development

FINDING OUR PATH





Mio – PIM – Beijing

Marty Schmidt HK 5 w 4

A – Jasmine Lau – PIM – Hong Kong

Purposeful Careers Series

For many young professionals and university students, the COVID-19 crisis and its uncertainties have disrupted traditional paths for discovering and preparing for future careers. With the aim of helping our community explore their purpose, build confidence, and equip them as future professionals, PIM offered regular online workshops as part of a three-session Purposeful Career Series:

- **Wisdom of the Enneagram** – Cultivate self-knowledge and purpose by exploring individual gifts, areas of growth, and personal motivations.
- **Design Your Life** – Learn and apply design thinking tools and principles to build a well-designed career and life with purpose.
- **Communicate Your Purpose** – Practice communicating your purpose and compelling others with your “why”.

C – Ashwin

Alex

Francisco

C – Yan Chen – San Francisco – PIM

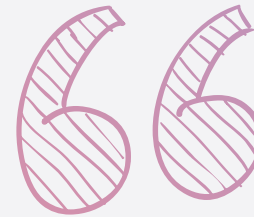
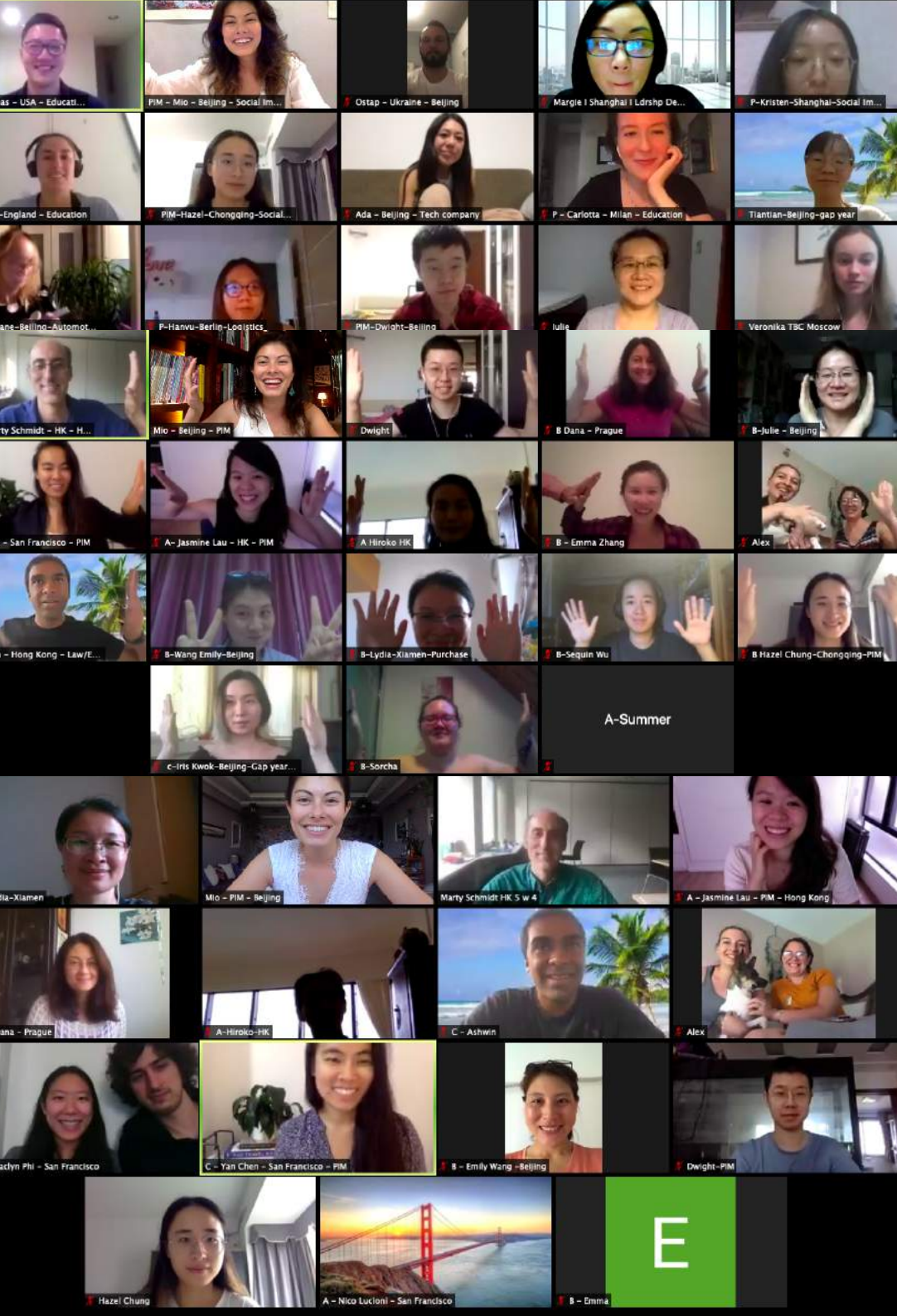
B – Emily Wang – Beijing

Dwight – PIM

A – Hazel Chung

A – Nico Lucioni – San Francisco

B – Emma



“I find this workshop very helpful in that it pushed us to seek inside our minds and hearts so as to reveal unnoticed parts of our passions and potential. This made it possible to cherish the recurring voices around us and put conscious effort into them. Huge love and thanks to the practical suggestions that are both doable and rewarding.”

PURPOSEFUL CAREER 2020
PARTICIPANT





ows us to sort through the various pieces of our
glean insights, and create meaning from them. It
become more aware of who we are, where we are
y, how aligned we are to our calling, and how we
ward. It is an important practice that helps us
rneys.

SDG Career Race

NYU-SHANGHAI & BARD COLLEGE

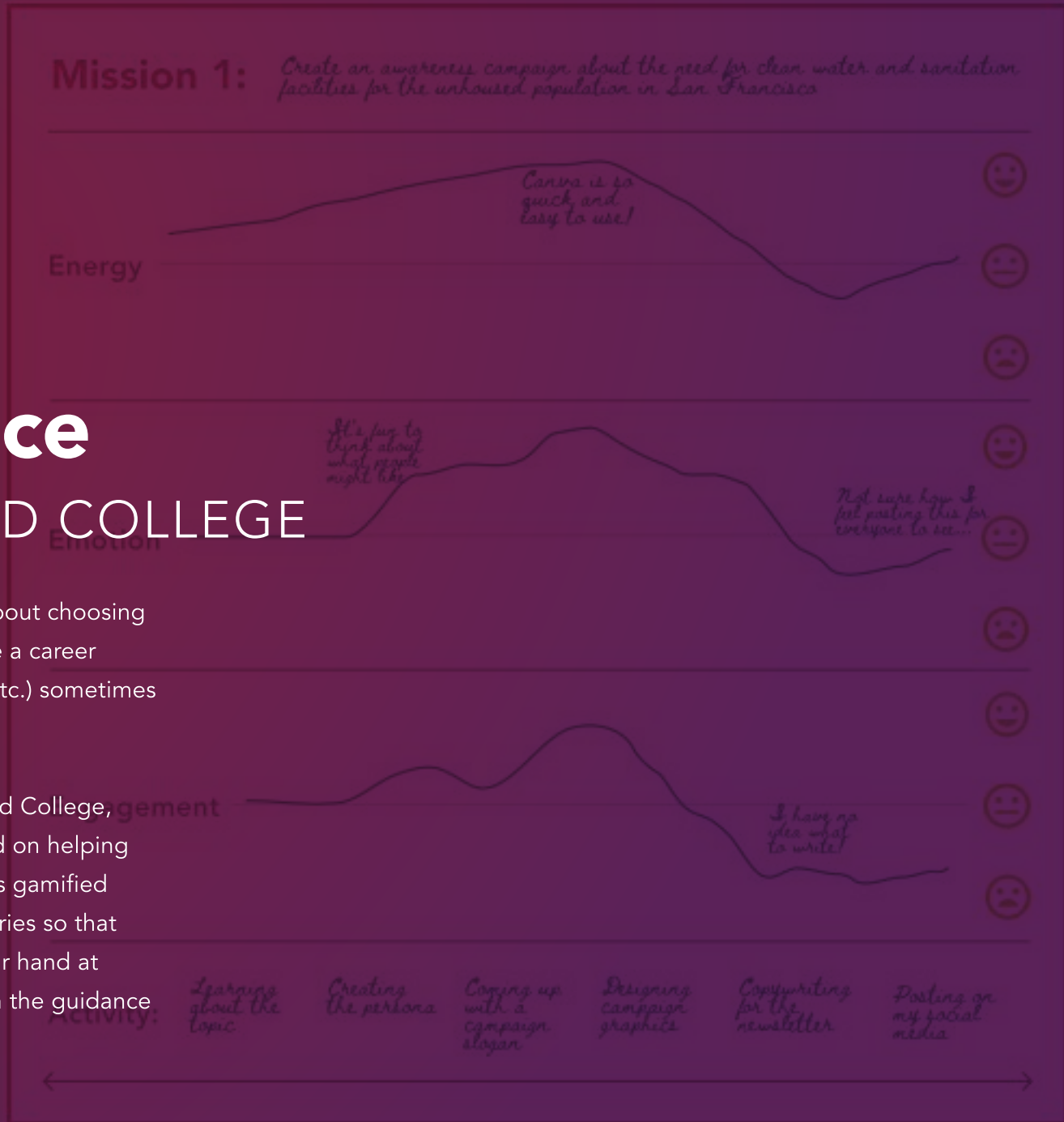
ng pages, or will find the right one for you.
otion, and intellectual engagement for each

is a required submission to complete your
this opportunity, especially when the opportunities to test-drive a career
(internships, volunteer roles, informational interviews, etc.) sometimes
require significant personal and time commitment.

Partnership with New York University - Shanghai and Bard College,
PIM launched this interactive online experience focused on helping
students explore careers that make a social impact. This gamified
workshop simulates jobs and roles in a variety of industries so that
students get a glimpse into unexplored careers, try their hand at
job-related tasks, and reflect on their own interests with the guidance
of experienced facilitators.

on, the light middle line is the baseline. Feel free
r dots. Add your own notes directly on the graph

nt.

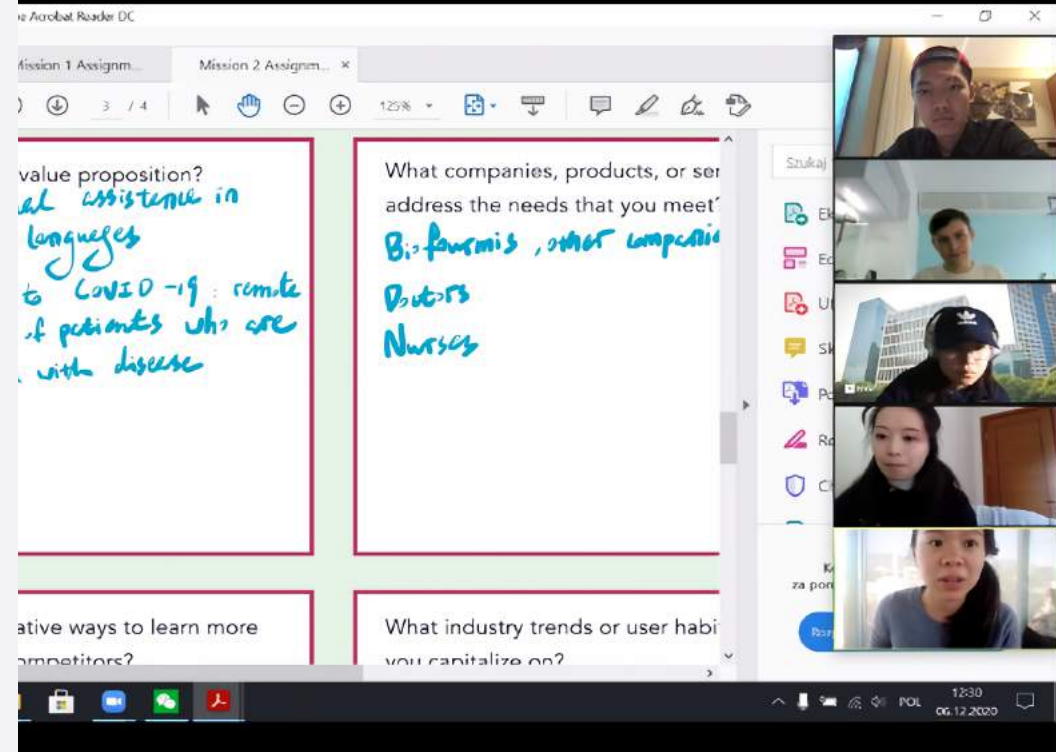


Sample 3E chart



This activity shows me that there are so many ways to do what I want to do. It is my first time to realize the importance of communication.

SDG RACE PARTICIPANT



Capacity Building

STRENGTHENING THE ECOSYSTEM





Handan Action Grants

DUNHE FOUNDATION

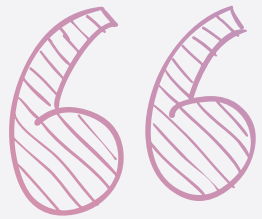
The Handan Action Grants, in partnership with Dunhe Foundation, supports Chinese universities in developing philanthropy and nonprofit management degree programs through funding and capacity building. With the goal of cultivating young talent to strengthen the philanthropy and social sector ecosystem, nine participating universities leveraged funding and network resources to launch and enhance degree programs related to philanthropy.

Activities include:

- Workshops, internships and job opportunities at universities for professional skills enhancement
- Engagement and integration of practitioners and industry insights in advanced curricula
- Field research on local philanthropic resources and sponsorship for professors to develop new courses and explore the profession

Handan Action Grant Universities:

Beijing Normal University
Beijing Normal University - Zhuhai Campus
Beijing Social Administration Vocational College
East China University of Science and Technology
Fuzhou University
Nanjing Tech University
Nanjing University
Shenzhen University
Xinjiang University



“China’s philanthropic sector is gaining momentum, and Handan Action Grant is the invisible fuel.”

HANDAN ACTION GRANT
2019 JUDGE



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



Goalkeepers Action Fund

GATES FOUNDATION

The Goalkeepers Action Fund, supported by the Bill and Melinda Gates Foundation, aims to catalyze action and collaboration among Chinese Goalkeepers in accelerating progress towards the United Nations' Sustainable Development Goals (SDGs) 1-6.

In 2020, PIM supported four innovative projects, including:

- **Diet Diary** – improving the health status of underprivileged groups by developing an app to track their nutrition and diet
- **Mobile Museum** – increasing accessibility of museum resources in less-developed areas through VR technology
- **Embracing Adolescence** – supporting advocacy for gender equality and anti-sexual harassment with regard to teenage girls
- **Chinese Female Worker Project** – Empowering Chinese female workers through self-expression

A group of people, including a woman in a blue shirt, a man holding a white polo cap, and a woman holding a megaphone, are shown in profile against a purple-tinted background. The scene suggests a community gathering or event.

Our Community

STRONGER TOGETHER

Alumni Advisory Board



Chuyi Chen

Research Manager, Shenzhen
Development & Reform Commission
University of Oxford
M.A., Comparative Social Policy



Kevin Kuate Fodouop

Head of Growth, Mos.com
Harvard University
M.A., Statistics
Law Student, NYU Law School



Carl Hooks

Research Analyst, HR&A Advisors
Yenching Academy, Peking
University
M.A., Economics



Lily Li

Incoming APM, Twitter
UC Berkeley
B.A., Data Science & Economics



Danyi Peng

Business Journalist & Partner, New
Latitude Beauty
Fordham University
BS. Accounting Information System



Jennifer Wells-Qu

Co-Founder & Facilitator, J+J
Yenching Academy of Peking
University
M.A., Law



Emma Yu

Growth Manager, Alipay HK
Chinese University of Hong Kong
M.A., Sociology



Jichen Zhang

K-12 STEM Education Consultant,
QC Maker Education
UC Santa Barbara
B.S., Physics



Serena Zhang

Curriculum Designer, Harvard
GSE
Harvard University
M.A., Education



Daniel Zheng

Banking Financial Advisor,
Standard Chartered Bank
Henley Business School
M.A., Business Information
Management

Our Partners

To our diverse social impact and program partners in 2020, thank you for the time, mentorship and trust you contributed to empower the next generation of changemakers.

To our 2020 supporters, sponsors and academic partners, we appreciate all that you do to drive innovation and impact in our communities.

Impact & Program Partners



Academic Institutions



Sponsors



Our Team

Founding Team

Jasmine Lau, Co-Founder & CEO

Connie Leong, Co-Founder & Advisor

Ashwin Kaja, Founding Member & Advisor

Joyce Zheng, Founding Member & Advisor

Staff

Chuan Fan, Domestic Programs Manager

Kaijun Chen, Partnerships Manager

Meg Rudy, Impact Director

Mio Rudnicki, International Programs
Manager

Nan Liu, Head of Programs

Silvia Zhang, Marketing Manager

Thomas Cheng, Educational Designer

Yan Chen, Educational Designer

Program Interns

Geyu Chen

Haoran Wang

Hazel Chung

Helen Li

Jenny Tan

Kate Kologrivaya

Liwei Weng

Shanshan Dong

Yixuan (Elaine) Chen

Yuchen Du

Ziye (Coco) Chen

Fellows & Associates

Feier Zhao, Business Development Fellow

Kelly Luo, Program Associate

Tanying Wu, Marketing Associate

Communications Interns

Kelly Wang

Yingxin Zhang

Yujia Huang

Impact Evaluation Interns

Clara Wang

Conor Mccutcheon

Haolan Duan

Liam Story

Ruoyu Zhang

Yifei (Jess) An

Yingle Su

Ziyu Lu

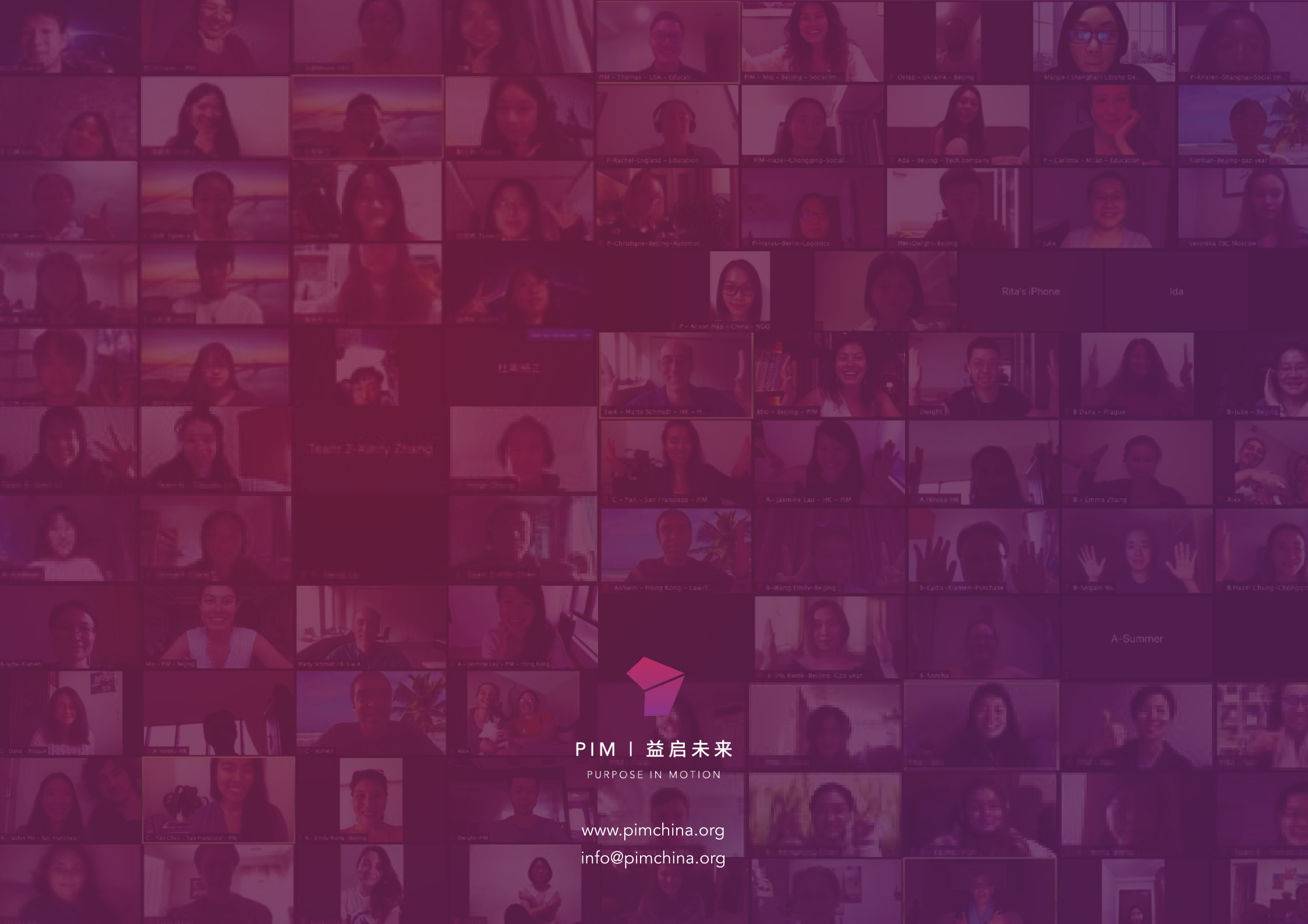
Business Development Interns

Dori Getay

Jessica Nickasio

Liyang Yang

Yang Zhao



PIM | 益启未来

PURPOSE IN MOTION

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