



2019
PIM ANNUAL REPORT

FROM PHILANTHROPY TO PURPOSE

Internal transformation
leading to
external change



A MESSAGE FROM OUR FOUNDER

Jack Ma, the founder of Alibaba and now full-time philanthropist, once said that “Charity changes yourself, then the world.”

When PIM was first founded, we strived our best to empower young people to become changemakers and mission-driven leaders. We believed that the world could be better if young people use their time, talent, and treasure for social good. Driven by this belief, we created immersive educational programs for young people to dive deep into social issues and drive social impact projects.

In the 7 years of educating and engaging young people on charity and social innovation, we have learned a great deal. In 2019, our programs spanned 9 cities, and we directed 1.5 million RMB yuan to social innovation projects as well as to build the broader social sector ecosystem. 2019 marked the year when we decided to take our mission further by building the capacity of other institutions – with the Handan Action Grants, we supported 9 universities to develop philanthropy and nonprofit management degree programs, so that even more young people can have the opportunity to systematically learn about social impact.

Having talked to numerous changemakers and participants of our programs, we learned that their experiences with charity and social entrepreneurship vastly helped them discover themselves and their own purpose. They became happier and more fulfilled. (That is not surprising, because scientific research has now found strong evidence that helping others is the most effective route to happiness.)

And due to this deeper sense of purpose, they had stronger conviction in the work that they do. We had students who went on to start new jobs, formulate new partnerships, join social justice fellowships, and found new companies.

As we approach the new decade of 2020, we have decided to update PIM’s brand, changing our name from “Philanthropy” to “Purpose”. This reflects two core trends and beliefs that we uphold:

As the lines between for-profit and non-profit are becoming increasingly blurry, philanthropy is not just the only tool that we can leverage to create social impact. Cross-sector, cross-cutting approaches such as social innovation, advocacy, impact investment, research will play a big role in accomplishing our mission for promoting social good. In the future, we believe we will see not just non-profits and philanthropic organizations but cross-cutting purpose-driven organizations to lead this sea wave of change for social good.

To catalyze external change in a world that is divided on so many fronts, internal transformation — a shift in mindsets and mental models — are fundamental. As Peter Senge writes, “The changes in which we will be called upon to participate in the future will be both deeply personal and inherently systemic.” As an educational organization, inspiring young people to develop their social conscience, to reflect on their own role in the world’s issues, and to breakthrough their comfort zones, purpose is our key to unlocking solutions to the biggest challenges of their time. Only because we change, might the world change.

With that, let’s welcome the new decade and set our purpose in motion.

Sincerely,
Jasmine Lau

A GLOBAL COMMUNITY



ABOUT PIM

OUR VISION AND APPROACH

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

VISION: 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.

APPROACH: 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

DIVERSE COMMUNITY

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

RESOURCES FOR REAL WORLD IMPACT

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

LINKING CHINA & THE WORLD

- Best practices in social impact
- Global networks and partners

2019 BY THE NUMBERS

227

PARTICIPANTS

trained in programs on
social impact and
innovation

77

COMMUNITY ORGS

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

1.5M

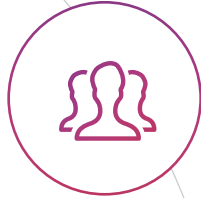
GRANTS

fundraised and disbursed to
social ventures in Greater
China

9

CITIES

around the world hosted
PIM programs



SOCIAL IMPACT COURSES

- Model Foundation | Yale Center Beijing
- Zero to One | Lao Niu Brother & Sister Fund
- Public Leadership Bootcamp | SEO-China
- Impact Internships | Victor & William Fung Foundation
- Youth Summit | IDEAS
- PIMx | Hong Kong University of Science & Technology, Princeton University



PURPOSEFUL TRAVEL

- India | Impact Investment
- Rwanda | Sustainability
- San Francisco | Tech for Good



CAPACITY BUILDING

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

2019 PROGRAMS

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

SOCIAL IMPACT COURSES



MODEL FOUNDATION | YALE CENTER BEIJING

Model Foundation is an experiential educational program hosted in partnership with Yale Center Beijing to cultivate effective changemakers. Participants investigate a social or environmental issue and evaluate the impact of high-potential social ventures to decide how to invest the PIM fund of 20,000 USD. In 2019, participants worked closely with start-up social ventures and experts to produce a systems map visualizing the problems, solutions, and areas for leverage to address the challenge: “how might we transform China’s food system to be more sustainable – environmentally responsible, socially inclusive, and economically efficient by 2030?”

📍 Yale Center Beijing

🔑 Skills: Systems Thinking, Impact Evaluation, Investment Due Diligence, Social Impact Business Models, Collective Decision-making

📅 Online Course: June – July
Offline Training: July 14-19

👤 University Students & Young Professionals



“Coached by the PIM team, [Model Foundation] was a comprehensive program from the start till finish, and I couldn’t have asked for more. During the week we did site visits, user interviews and workshops to get to learn from some of the leading social ventures in China ... Through understanding the challenges, and trying to synthesize what I learned, I was able to broaden my skills in empathetic listening, negotiation, systems thinking, leadership, and teamwork.”

-Model Foundation 2019 Participant



ZERO TO ONE | LAO NIU BROTHER & SISTER FUND

Zero to One blends online and offline curricula on social entrepreneurship, delivered by internationally-recognized entrepreneurs and hosted at universities in Beijing. Participants identify social problems, study local social enterprise case studies, develop their own business solution, and launch community projects with lasting impact. Through this process, they master skills needed to build a successful venture and contribute to effective teams. The top projects receive funding up to 50,000 RMB and further mentorship to grow their venture. This program is sponsored by Lao Niu Brother and Sister Fund.

📍 Beijing Foreign Studies University;
Central Academy of Fine Arts (CAFA)

📅 March – June

👤 Undergraduate & Graduate Students

🔧 Skills: Lean Start-up, Social Business Models,
Impact Evaluation, Project Management

📖 Curriculum: University of Pennsylvania
Wharton - Social Entrepreneurship,
Acumen - Lean Start-up for Social Impact



WINNING STUDENT PROJECT | LEFT RIGHT

36 million migrant children in China follow their parents seeking work, drifting between cities. Left Right uses art education to empower migrant youth with tools to express their voices, share experiences and to foster creativity in the context of migrant communities. Since launching in spring 2019, Left Right successfully established a partnership with the Central Academy of Fine Arts, expanding their base of student volunteers and the variety of art lessons. Currently building a set of volunteer-based art education lesson plans, the team is focused efforts on training volunteers to deliver creative curricula with migrant worker community centers and schools. In the long-term, they aim to provide art resources to diverse education organizations, expanding the adoption of art lessons into traditional curricula.

“A key learning takeaway for me is the importance of closely interacting with the migrant children, along with understanding their real pain points. This valuable information cannot be sourced online or derived on my own.”

- Zero To One 2019 Participant





PUBLIC LEADERSHIP BOOTCAMP | SEO-CHINA

Hosted in partnership with SEO-China, the Public Leadership Bootcamp aims to equip undergraduate students from disadvantaged backgrounds with the skills, knowledge and perspective related to effective social impact. Participants conduct due diligence on a portfolio of social enterprises and non-profits, before making recommendations to an investment committee and granting a 50,000 RMB fund. In 2019, participants worked closely with PIM trainers, consultants, investment managers, and partner impact organizations to address this challenge: “how might we ensure that each and every young child in China has access to quality early childhood care in their first 6 years of life?”

📍 Beijing, China

📅 October - December

🔧 Skills: Due Diligence, Pitching an Investment Committee, Measuring Impact, Business Models, Social Impact Strategy

👤 Undergraduate Students



"Young people are full of potential and deserve the support of good capacity-building projects. Planting the seeds of philanthropy ahead of time [in this program] is the beginning of the future."

- Public Leadership Camp 2019 Grantee

IMPACT INTERNSHIPS | VICTOR & WILLIAM FUNG FOUNDATION

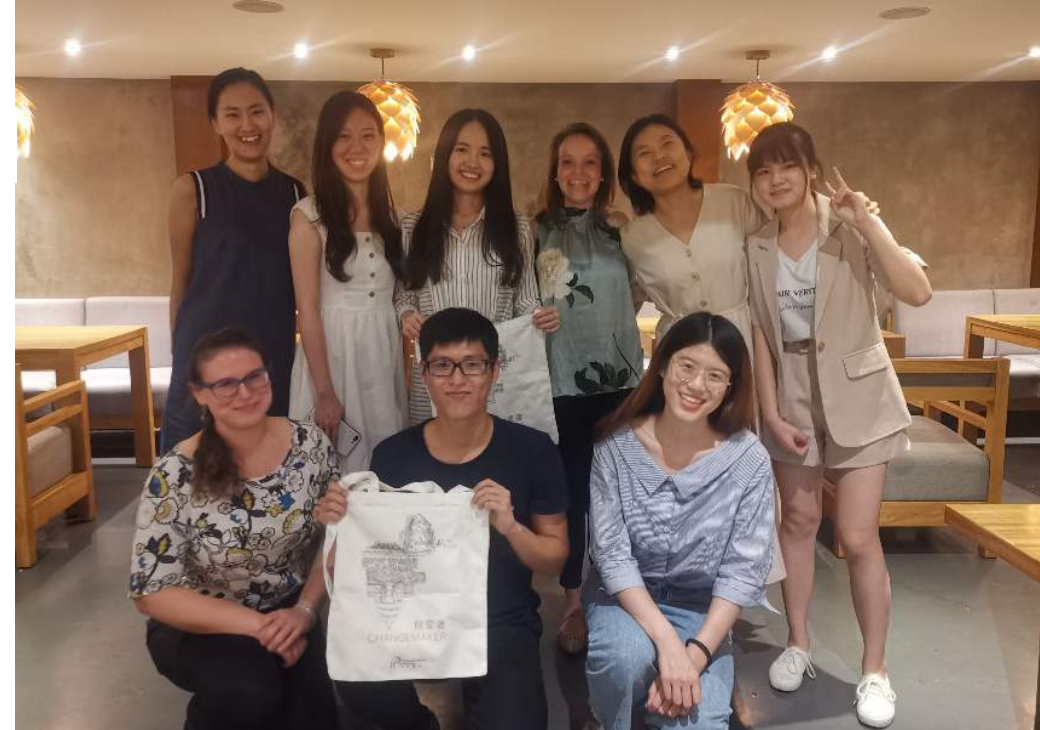
Launched in partnership with Victor and William Fung Foundation, Social Impact Internships is a program that matches participants with innovative social enterprises to develop a better understanding of the context of operating a start-up on the ground. Participants meet regularly with cross-sector mentors to reflect on career trajectories while developing professional skills and driving projects to improve or amplify an organization's impact.

📍 Beijing, China

📅 July – August

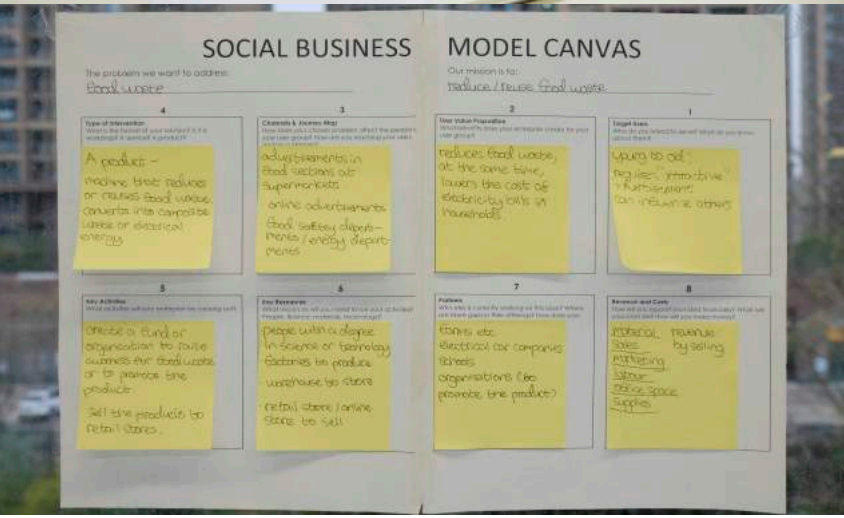
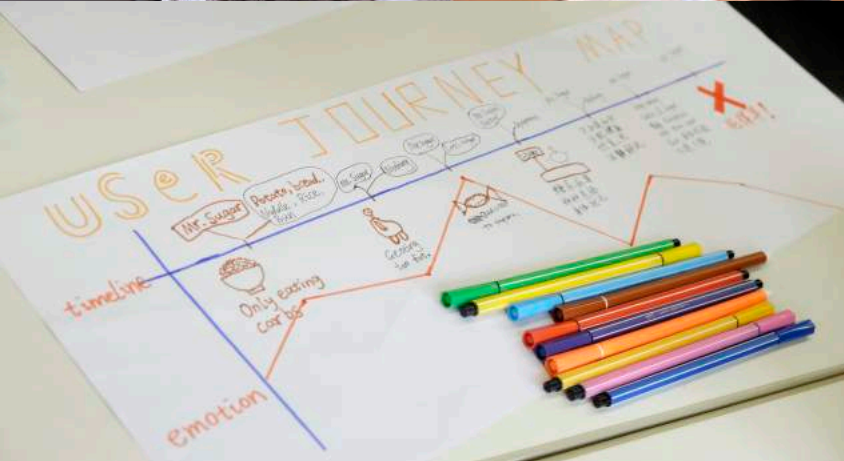
🔧 Skills: Project Management, Impact Marketing, Data Analysis, Community Assessment

👤 Undergraduate & Graduate Students



"I feel that I'm introduced to a new community, with young people who never restrict themselves but keeps learning and exploring. Moreover, I find people who are always empathetic and kind, and surely they are my new role models."

-Social Impact Internship 2019 Participant



YOUTH SUMMIT | IDEAS

As part of the Youth Summit hosted by IDEAS, PIM developed a series of workshops to expose middle and high school students to social entrepreneurship and technological innovation. Participants learn social innovation and human-centered design through games and simulations, while exploring inspiring examples of social entrepreneurship. Together in teams, participants practice applying business model and technology solutions to develop a venture idea addressing a problem in their local community.

📍 Jiangsu & Guangdong, China

📅 July & December

👤 Middle & High School Students

🔧 Skills: Lean Start-up, Design Thinking, Business Model Canvas, Financing Your Venture



PIMx | HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY

Founded in 2017, PIMx Hong Kong is a student-led PIM chapter, committed to promoting social impact education and effective philanthropy among Hong Kong university students. In 2019, PIMx Hong Kong launched the "Social Enterprise Consulting and Funding" project, a social innovation course jointly organized with the Hong Kong University of Science and Technology. In the 13-week course, students practice business consulting and assessment frameworks through a combination of online and offline learning methods, providing organizations with consulting services and over 80,000 RMB in funding to implement capacity-building projects.

PIMx | CHINA SOCIAL IMPACT PROJECT (PRINCETON UNIVERSITY)

Founded in 2016, China Social Impact Project (CSIP) is a student-led PIM chapter which aims to give Princeton students the tools and knowledge to provide project-based support to partner ventures and social entrepreneurs in Greater China. Students learn to analyze social businesses, and maximize social impact, before being working closely with partner organizations to develop projects that amplify the organization's impact.



"Working within CSIP and with Beijing-based executives has enhanced my market research abilities and has broadened my knowledge of China's social sector. CSIP has been a tremendously educational and rewarding experience thus far, as it uniquely allows students to engage with and directly contribute to the social sector that they've been learning about."

– CSIP 2019 Participant



**PURPOSEFUL
TRAVEL**



INDIA | IMPACT INVESTING

The global impact investing sector has witnessed tremendous growth, from \$135 billion in 2015 to \$307 billion in 2020, driven largely by the next generation’s conviction that business can and should make a positive contribution to solving the urgent problems of our time.

In this 360 Deep Dive on impact investment, participants master impact investing frameworks, build skills related to impact evaluation and business evaluation, while visiting and interviewing local investors, entrepreneurs, and peers driving forward progress in health, education, gender empowerment and more.

📍 New Delhi, India

📅 October 1-7

🔧 Skills: Impact Investing, Financial Modeling, Impact Measurement, Evaluating Business Growth

👤 Graduate Students & Young Professionals



TOPICS EXPLORED & FIELD VISITS

Investors & Investment Policy

- Ford Foundation – global investor leveraging capital markets to advance social justice
- Central Square Foundation – local investor focused on education innovation and technology
- Invest India – national investment promotional and facilitation agency

Impact Enterprises

- SHEROES – fast growing women-only internet platform
- Shanti Bhavan – innovative education model featured in Netflix original documentary
- Invest4Wellness, Swasti – health system for low-income workers communities
- New Leaf Dynamics – agricultural tech energy system in rural India and Nigeria
- The Teacher App – professional development tools for teachers

“I walked away from this course not only understanding the concepts and theories of impact investment, but also its practice. It used to be vague and unfamiliar to me, but now I have my own deeper thoughts on this field and its future.”

– India 2019 Participant

RWANDA | SUSTAINABILITY

Rwanda has shown great courage and progress in recovering from the memory of the horrible 1994 genocide. In recent years, Rwanda's image has become synonymous with fast growth, good governance, and technological innovation, hailed by international leaders as Africa's "economic miracle."

In partnership with Kente & Silk and Akilah Institute, this 360 Deep Dive explores Rwanda's leading international efforts to develop a green, low-carbon and sustainable economy. Through interactive workshops, dialogues with key stakeholders, field visits and eco-tourism, participants study efforts being taken by business, civil society and the public sector to build a sustainable future, exploring this question: how do we support economic growth sustainably?



📍 Kigali, Musanze, and Lake Kivu Rwanda

📅 July 26 - August 3

📌 Topics: Sustainable Development, Green Tech Innovation, Environmental Policy, Public-Private Partnerships

👤 Graduate Students & Young Professionals



TOPICS EXPLORED & FIELD VISITS

Public-Private Partnerships

- International Growth Center – policy think-tank to support sustainable and inclusive growth
- Africa Design Center – design school and research center focused on sustainable development practices
- Rwanda Development Board – Tourism Department

Entrepreneurship & Tech Innovation

- Park and Pick – grocery e-commerce
- BBOX – off-grid solar energy
- Zipline – medical product delivery by drone
- Question Coffee – social enterprise sustainable coffee supply chain
- RedRocks – ecotourism and community development initiative

"I really appreciate that we met with so many diverse business people, leaders who are actually putting a lot of things that we talk about – innovation, tech – into positive use."

– Rwanda 2019 Participant

"We got to ask all kinds of questions, explore our own curiosities and interests, that's truly incredible. So this trip is by no means an end to me, it only made me realize how much I still have to learn."

– Rwanda 2019 Participant





SAN FRANCISCO | TECH FOR GOOD


The number of mobile phone users globally has surpassed the 5 billion mark. In an increasingly digitized world, technology has a huge potential to help scale social impact. Technological tools can help marginalized communities access education or health resources they have never had before; big data can be used to inform smarter, evidence-based policies to improve people's lives in fundamental ways.

Through skill-building workshops, visits with entrepreneurs and investors in education, global development, health, and energy, participants learn how to design, scale and evaluate technological solutions for good. Participants develop a project to support or amplify the impact of a social venture, exploring this question: how might we use technology to increase inclusion?

 San Francisco, USA

 August 6-12

 Topics: Product Design, User Feedback, Data Ethics, Non-Profit Digitalization

 Graduate Students & Young Professionals



“This program changed my perspective on Silicon Valley - I've realized that young changemakers are needed to bring in another way of thinking about things.”

- 2019 San Francisco Participant

TOPICS EXPLORED & FIELD VISITS

Tech Ethics & Future Trends

- Stanford Center on Philanthropy & Civil Society
- Meedan – digital tools for fair journalism
- 500 Start-ups – global tech accelerator
- Tesla Design Lab – green innovation in the mobility industry

Education, Inclusion & Development

- Khan Academy – free online education
- AirBnB – disaster relief initiatives
- Brightwheel – early childhood education technology
- Episcopal Community Services – ONE System – date and tracking to eliminate homelessness

CAPACITY BUILDING



HANDAN ACTION GRANTS | DUNHE FOUNDATION

Universities face common challenges in developing quality programs on philanthropy: lack of localized and high-quality curricula, lack of experienced faculty, lack of opportunities for practical experience, etc. Launched in partnership with Dunhe Foundation, the Handan Action Grants program aims to support Chinese universities to develop philanthropy and nonprofit management degree programs through funding and capacity building, with the goal of cultivating talent to strengthen the philanthropy and social sector ecosystem. 9 universities were selected from 38 applicants to receive a total of ¥1,200,000. In addition to funding support, the universities gained access to opportunities for mentorship and peer learning.

The Handan Action Grants enabled universities to:

- Invite practitioners as guest lecturers or speakers to share their industry insight with the students
- Host workshops for students to enhance their professional skills
- Connect students to internship and job opportunities
- Conduct field research on local philanthropic resources and develop new courses
- Sponsor professors to attend conferences and other learning opportunities related to philanthropy

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

—Handan Action Grant 2019 Judge



GOALKEEPERS ACTION FUND | GATES FOUNDATION

Goalkeepers is an initiative of the Bill & Melinda Gates Foundation that brings together emerging and established leaders from around the world to accelerate progress toward global goals. With the support of Bill & Melinda Gates Foundation, the Goalkeepers Action Fund aims to engage the Chinese Goalkeepers and to catalyze action and collaboration around the United Nations' Sustainable Development Goals (SDGs) 1-6. In 2019, PIM conducted a call for proposals and evaluated various projects that aimed to enhance communication and advocacy of SDGs, and in 2020, selected projects will be given cumulatively 1 million RMB worth of grant support.





PIM FUND

The PIM Fund is an award of 20,000 USD, granted by Model Foundation participants annually. In 2019, Model Foundation participants conducted due diligence on eight social enterprise and non-profit organizations focused on advancing a more sustainable food system. China Community Supported Agriculture (CSA) Network, and For a Better Land were selected to receive the PIM Fund based on their approach, impact, sustainability and potential for driving systems change.

The 2019 PIM Fund is sponsored by INNOGO Hotel.

VENTURES SUPPORTED



For Better Land aims at raising people’s awareness of the land and environmental problems behind food, and promote action to make a change, through education and ecological agriculture practices.



China CSA Network is the leading social organization in the field of social ecological agriculture. It connects environmentally conscious producers and consumers around the nation and builds a social ecological agriculture mutual assistance network.

ALUMNI ADVISORY BOARD



CARL HOOKS

CONNECTICUT, USA

PIM Program Assistant 2017-18
Yenching Academy of Peking University
M.A., Economics
Research Analyst, HR&A Advisors



LILY LI

BEIJING, CHINA

PIM Programs Intern 2017
UC Berkeley
Undergraduate, Data Science &
Economics



JENNIFER WELLS-QU

CHICAGO, USA

PIM Business Analyst Intern 2018
Yenching Academy of Peking University
M.A., Law
Child Protection Consultant, St. Andrew's Refugee
Services



KEVIN KUATE FODOUOP

FRANCE

Model Foundation 2018
Harvard University
M.A., Statistics
Head of Growth, Mos.com



CHUYI CHEN

GUANGDONG, CHINA

Model Foundation 2014
Investment for Good 2018
University of Oxford
M.A., Comparative Social Policy
Senior Research Analyst, Shenzhen
Development and Reform Commission



EMMA YU
JILIN, CHINA

Model Foundation 2014
Chinese University of Hong Kong,
M.A., Sociology
Growth Manager, Alipay HK



DANIEL ZHENG
FUJIAN, CHINA

Model Foundation 2018
Investment for Good 2018
Henley Business School
M.A., Business Information Management
Private Banking Financial Advisor, Pingan
International Center



JICHEN ZHANG
BEIJING, CHINA

Model Foundation 2018
UC Santa Barbara
Undergraduate, Physics



SERENA ZHANG
HENAN, CHINA

Model Foundation 2016
PM Programs Intern 2017
Harvard University
M.A., Education
Curriculum Designer, Harvard GSE



DANYI PENG
SICHUAN, CHINA

Model Foundation 2018
Fordham University
BS. Accounting Information System



OUR PARTNERS

To our diverse social impact and program partners in 2019, thank you for the time, mentorship and trust you contributed to empower the next generation of changemakers.

To our 2019 supporters, sponsors and academic partners, we appreciate all that you do to drive innovation and impact in our communities.

SOCIAL IMPACT & PROGRAM PARTNERS



ACADEMIC INSTITUTIONS



SUPPORTERS





MEET OUR TEAM

STAFF

Jasmine Lau | Co-Founder & CEO

Connie Leong | Co-Founder

Ashwin Kaja | Founding Member

Joyce Zheng | Founding Member

Meg Rudy | Director of Programs

Lilian Dong | Program & Partnerships Manager

Miriam Saleh | International Programs Manager

Chuan Fan | Domestic Programs Manager

Kaijun Chen | Partnership Manager

Silvia Zhang | Marketing Manager



RESEARCH & PROGRAM FELLOWS

Lissa Crane | Research Fellow

Lydia Fang | Program Fellow

PROGRAMS INTERNS

Juliana Bouchuad
Emily Carr
Shirly Chen
Isabella Chen
Ming Dong Fang
Ramsey Fahs
Mohan Hu
Zhenkun Huang

Helen Li
Ana Scanlon
Stacey Tsyk
Pei Yi Pang
Milly Yang
Vesper Zhang
Xuezhen Zhang



COMMUNICATIONS INTERNS

Cyan Chen
Siwen Hao
Mengxin Xie
Ying Tan
Ziyi Wang

DEVELOPMENT & FUNDRAISING INTERNS

Anny Jin
Enlu Huang





“THE MEANING OF LIFE IS
FINDING YOUR GIFT.
THE PURPOSE OF LIFE IS
GIVING IT AWAY.”

-PABLO PICASSO







PIM | 益启未来

PURPOSE IN MOTION

www.pimchina.org

info@pimchina.org