

## Fund Raising Workshop -- “How to raise funds without compromising your integrity?”

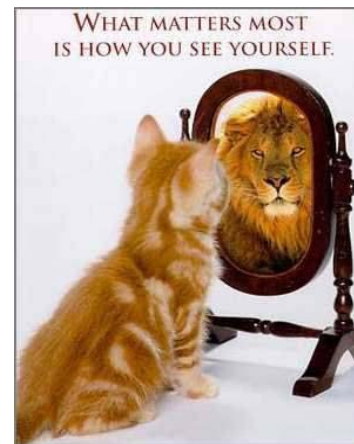
On Apr. 20, 2011, Michael Bloomfield, Founder and Executive Director and Bu Lanlin, China Program Leader of Harmony Foundation helped address the elephant in the room.

In a lively, interactive and highly informative workshop, Bloomfield and Bu encouraged participants to recognize the benefits they create for their partners and society as a whole when they contribute to social development, education, public health, improved labour conditions and environmental protection. “You are providing valuable services which deserve support.”

Participants brought their questions to the workshop and were eager for Bloomfield’s insights and suggestions from many years of experience. “What should I do when the donor always acts superior to us?” “How can I get support from a foundation whose focus is in different geographical areas?” “Our funding expires in a couple of months, but when I contact the donor to ask about continued support, but they seem indifferent. What should I do?”.....

“Be proud of what you are doing. No one should expect you to beg for money from business to support your work. You are providing an opportunity to support work that is valuable for society, the environment and for building the healthy, prosperous communities and families they depend upon to succeed.” Work as partners, with mutual respect, be flexible, be reasonable but that does not mean surrendering your integrity! Companies with integrity recognize the great value of partners who conduct themselves in the same way.

This new workshop was a great fun and a big success with Michael Bloomfield sharing his fund raising experience and insights with the participants with great enthusiasm and humour. Participants burst into laughter frequently when they were digesting Michael’s life story.



## Agreement on Long-Term Partnership with Shining Stone Community Action (SSCA)

Over two years of cooperation between Harmony Foundation and Shining Stone Community Action (SSCA) on the Program for “Leadership and Cooperation for Sustainable Community Development in China” has been a great success and pleasant journey.

Harmony and Shining Stone certainly appreciate each other’s strong commitment to sustainable development in China, but no less the sincerity, integrity and friendship staff bring to the cooperation.



On Apr. 19, Shining Stone and Harmony Foundation agreed to a long-term partnership to continue and expand work on socially and environmentally sustainable community development in China. To that end Harmony Foundation and SSCA will work together to strengthen Shining Stone’s capacity on environmental issues and to build support for our important work in China.

## Capacity Building for Social Development Professionals in Xicheng District, Beijing

During October 2010 Harmony Foundation and Shining Stone Community Action (SSCA) met with Director Zhou Kairang from Beijing Social Development Office (BSDO) who expressed interest in collaboration on strengthening the capacity of social workers to advance sustainable community development in Beijing.

There are over 28,000 social workers in BSDO, which makes it impossible for any organization to train all of them. Instead Harmony proposed a train the trainer approach, training lead social workers to train their colleagues to lead community workshops and projects. The proposal was met with a positive response and BSDO chose Xicheng District which lies at the center of Beijing and is called “the Capital of the Capital City” because many important government, business and cultural facilities are located in this district.

During our visit, BSDO arranged a meeting for Harmony and SSCA to meet with Beijing Xicheng Association of Social Workers (BXASW), a NGO attached to BSDO. BXASW is the home for all social workers in Xicheng District; on top of providing registration and job-hunting assistance, it provides professional training for social workers in this district.

Harmony and SSCA are now developing a comprehensive cooperation plan to develop and lead the training to produce a cadre of professional facilitators and project coordinators within the District, and guide and advise these professionals as they deliver workshops to build public skills and participation in the planning and development of local sustainability projects. Over time the program will be expanded to neighbourhoods throughout Beijing, promoting participatory methods for developing and managing sustainable community projects based on cooperation among local communities, NGOs, government and business.



## Harmony Foundation-Institute of Public & Environmental Affairs (IPE)-CESR Research

While Corporate Social Responsibility is a relatively new concept in China, Corporate Environmental and Social Responsibility (CESR) is an even newer expectation requiring action from domestic and international businesses in China.

Rising expectations from the Chinese government and China's growing middle class, as well as international customers and investors, make it clear that future success will require improved performance in labour, environment, and social development.



It's our hope that Canadian companies and their clients, partners and suppliers are leaders in CSER in China and we seek examples of leadership. In any case, Canadians have the right to know how our companies are performing and how they represent us.

On Apr. 25, 2011, Michael Bloomfield, Bu Lanlin and Chen Hulu from Harmony met with Ma Jun and Wang Jingjing from IPE to discuss CESR performance of Canadian companies in China.

IPE is an outstanding non-profit organization based in Beijing established in May 2006. Ma Jun, the Director of IPE was named as one of the 100 most influential persons in the world by *Time* magazine in May 2006, and his 1999 book *China's Water Crisis* has been compared to Rachel Carson's *Silent Spring* – China's first major book on the subject of that nation's environmental crisis.

IPE has developed two pollution databases (water & air) to monitor corporate environmental performance and to facilitate public participation in environmental governance. While IPE does aim to expand information disclosure, their larger purpose is to achieve significant improvement by working with companies to increase environmental standards and public participation in monitoring and minimizing environmental hazards and risks.

Are Canadian enterprises and their partners and suppliers abiding by international standards and hopefully exceeding local requirements for labour, environment and health and safety? What examples demonstrate active practice of CESR in China by Canadian enterprises and their partners and suppliers? Can improvement be achieved by assisting Canadian companies and their partners and suppliers to improve practices to meet generally accepted standards of performance? Do Canadians understand the consequences of our consumer and investor choices for China's people and environments? How can Canadians actively contribute to social development, education, environmental protection and public health enterprises in China? The Harmony-IPE collaboration seeks to answer these important questions.

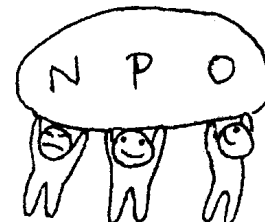
## International Non-Profit Organization (NPO) Training Center

The International Fund for China's Environment (IFCE) is an international environmental organization based in Washington DC, with branch offices in Beijing, Shanghai and Wuhan. Founded in 1996 by a group of scientists and professionals concerned with China's environmental problems, IFCE aims to ensure a healthy global environment and continued economic development by helping China solve its environmental problems.

To build environmental NPO's capacity in China is one of IFCE's key objectives, a goal strongly shared by Harmony Foundation. Since 1999, IFCE has sponsored a series of NPO training workshops, provided training for hundreds of NPO leaders and staff. Recently, IFCE and Renmin University have planned to open an International NPO Training Center in the School of Public Administration at Renmin University.

On Apr.20, 2011, Michael Bloomfield and Bu Lanlin met with Michael Zhao, Chief China Representative of IFCE in Beijing to pursue cooperation on this NPO Training Center. Over the years that Harmony has been working in China, we have been pleased to see the growth of Chinese NGOs and NPOs and their achievements; however, we also see the needs for capacity building in strategic planning, fund raising, how to manage relationships with donors, government and business, understanding CSR and CESR as tools for change, etc...

The International NPO Training Center promises great contributions to strengthen the capacity of Chinese NPOs if it can provide innovative and sound programs and bring cutting-edge practitioners to share their expertise and experience with participants. Harmony Foundation has serious interest in this cooperation, and IFCE has expressed its great appreciation. These important discussions are rolling.



## Meeting with Friends of Nature

Friends of Nature (FON) is the oldest environmental NGO in China. It has been working for over a decade to promote awareness about China's most pressing environmental problems. Possibly FON's greatest achievement is helping to foster a growing network of grassroots environmental NGOs throughout China. Like Harmony, FON firmly believe that environmental education increases awareness, awareness increases citizen participation, and that through the participation of all Chinese citizens that China can achieve the dream of an environmentally sustainable and harmonious society.

On Apr. 28, 2011, FON President Li Bo and Director Joerg Naumann came to meet with Michael Bloomfield, Bu Lanlin and Chen Hulu. We briefly introduced what we've done and what we're doing to each other. Unsurprisingly, FON and Harmony instantly welcomed each other to potential cooperation realizing that we share the same sense of the importance of education to public awareness, the urgent need for improving cooperation among government, business and local residents to tackle environmental issues, and expand the practical approach of public participation. Harmony and FON will keep the ball rolling.

## Low Carbon Community Projects-Donghuamen Sub-district, Beijing

*“Thanks to Harmony Foundation and Shining Stone. They taught us how to use the “community action workshop” to organize residents to discuss and develop community low carbon project plans. With their consulting and financial support, our neighbourhood has had a successful waste reduction project.....”*

*“Residents sent the used or expired cooking oil to us, and we turned it into soap....”*

*“Our community volunteers changed regular water taps into water-saving ones for senior and low-income families.....”*

In April 2010 Harmony Foundation and Shining Stone Community Action (SSCA) started the Low Carbon Community Demonstration Project in cooperation with Donghuamen Sub-district of Dongcheng District, Beijing. Since that time the project has achieved great results. In fact, Donghuamen is enthusiastic to continue the cooperation on “Low Carbon Community Demonstration” with Harmony and SSCA, and has invited new neighborhoods to join this cooperation.

On Apr. 27, 2011, Secretary General Yuan Yansheng, Director Chen Benyu and other officials from Donghuamen Sub-district, representatives from community project teams from Ganyu, Shaojiu and Yin-zha neighbourhoods, and representatives from other neighbourhoods in Donghuamen met with Director Song Qinghua, Ouyang Xiaozhen and Li Xu from SSCA, and Michael Bloomfield, Bu Lanlin and Chen Hulu Chen from Harmony to celebrate the success of these low carbon community projects in the previous year, and begin plans for the next stage of cooperation.

Beginning in May 2011, neighborhoods that have had successful experience organizing and managing community projects will work with new neighborhoods to share their experience, provide suggestions and assist new neighborhoods to develop new successful and sustainable low carbon community initiatives.



## RECOGNITION

Our gratitude and thanks to the following organizations and individuals for their leadership and support:

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## Robert and Birgit Bateman



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Thank you for travel assistance



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