Building the Bridge from Crayons to Perfume
Table of Contents

BftW China Partner Meeting
1. Equality, Respect and Trust
2. Joining Hands for Love

Amity News
3. Amity Foundation Obtains Special Consultative Status with ECOSOC
4. Amity Printing Co., Ltd. Wins Benny Award

Ludian Earthquake Relief
5. An Interview with Li Juan
6. The Story of A Volunteer

Amity Summer English Program 2014
7. Building the Bridge
8. From Crayons to Perfume
Dear friends,

After going through a procedure that lasted for one year, Amity Foundation is very honoured to have been approved the special consultative status with the Economic and Social Council (ECOSOC) of the United Nations in July 2014. In this issue, one of the articles covers this topic.

Ever since the establishment of the organization, Amity Foundation has been active in sharing with and learning from the international world. From agriculture experts to baking masters, development of Amity is a combination and modification of international expertise with experience that derives from and suits the Chinese context. Beginning four years ago, the one way international exchange has shifted to a bilateral one: supporting bio gas programme in Madagascar, delivering emergency relief goods after Typhoon Haiyan in the Philippines, financing water irrigation project in rural Kenya, sending young volunteers to Norway and Germany, etc., Amity Foundation has been active in both domestic and international dimensions.

The U.N. ECOSOC status will provide Amity opportunities to share and learn with other international NGOs at a bigger platform. We hope that as the first faith-based NGO in China, Amity will have more to share and contribute in the new developing era.

She Hongyu
Chief Editor
Amity Foundation was established in 1985. Only one year later, the partnership between Bread for the World and Amity Foundation was initiated. Our partnership has been thriving for dozens of years. Looking back to the past years, we at Amity are so grateful for Bread for the World’s great support to our efforts of serving the people, benefiting the public, facilitating social development, and promoting world peace. It is with partners like Bread for the World that Amity could make its work possible and meaningful.

Having been witnessing the history of the partnership between Amity and Bread for the World, I am impressed the most by Bread for the World’s adherence to the basic principles of equality, respect and trust for its partnerships with Amity and local partners. Bread for the World has always been following the principles of learning and sharing as well as understanding and trusting one another.

At a project visit to a poverty-stricken area in Henan Province in the early 1990s, a project officer from the predecessor of Bread for the World was welcomed by the locals with hospitable banquets. Later he wrote a letter to us. According to his letter, though fully understanding China’s custom of hospitality, he knew the fact that a lot of poor people in China were suffering the lack of adequate food and clothing. Awareness of the fact made it difficult for him to swallow the delicacies. While expressing his respect for the local people and partners, the letter put out his concern politely. Then Amity communicated with local partners and the reception activities were simplified.

In the history of our cooperation, we did not always agree with each other. On one occasion, the predecessor of Bread for the World sent an agricultural expert to assess the project. The ideas of the expert were different from ours. The expert believed that the control of soil erosion and protection of the environment should be implemented from the hilltop down to the piedmont. The idea was undoubtedly correct in theory. However, local residents in Amity’s project area were suffering poverty and lack of adequate food and clothing. Practically, the idea was unfeasible. So we communicated with the then EZE on the situation. We were in fear and trembling as the situation was related to five projects, involving project funding of around RMB 10 million. Later, I happened to go to Germany to attend a conference. I met a top leader of EZE and expressed our views once again. He immediately held my hand and said they had received the letter from Amity. He used the word “fully” twice. They fully understood and fully support Amity! It
impressed me very much. It profoundly reflected Bread for the World’s consistent adherence to the principles of equality, respect and seeking truth from facts.

With localization and innovation efforts based on the actual national conditions of China, we have introduced a lot of Bread for the World’s best practices of development into our projects, among which are participatory management, empowerment, and ecological environmental protection.

Throughout nearly 30 years of cooperation with Amity, the organization has changed its name from EZE to EED and present Bread for the World. Though the organizational structure, name and staff changed, the organization’s principles of partnership remain unchanged. The dedication, professionalism and ethics of the staff also remain unchanged.

Many years ago in Puding County of Guizhou Province, I accompanied Hans from the predecessor of Bread for the World to visit a villager’s house. As the house was too low and Hans was too tall, the doorframe cut the scalp of Hans’s bald head. His head was bleeding. It made me and the villagers very worried. But Hans did not want to get the work delayed. After a simple enswathement, He continued his investigation. He had set a moral example of dedication for us at Amity.

It is said that partners are the most cherishable ones in addition to families and the beloved. Partners share the same dreams and mutual trust. They work together and support each other. So, I would say, Amity is very lucky to have Bread for the World as an international partner. Your consistent trust and support throughout 30 years have been the driving force behind Amity’s development and are of immense value.

As we all know, Chinese society is facing new and complex conflicts and challenges. Deepened reforms and further innovations in social governance are needed. The strength of a single organization or a single sector is not adequate for addressing the challenges. Only a strong cooperation among the business, government and civil society can cope with the challenges. This is why partnerships should be actively promoted and developed, and such partnerships should involve organizations at government, business and civil society levels. Strong cooperation among organizations in the civil society sector is especially needed. We should adhere to the principles of equality, respect and trust if there is to be a new era of win-win cooperation. Let’s work together!
Joining Hands for Love

— Amity Foundation hosts BftW China Partner Meeting

From March 18 to 20, Amity Foundation hosted Bread for the World (BftW) China Partner Meeting in Nanjing. Besides representatives from Bread for the world, 43 participants from 22 organizations both in mainland China and H.K. attended this conference.

The aim of the meeting was to enable more communication, active exchange of ideas and innovation development of projects. Bread for the World (known as EED before the merger), has been a strong partner of Amity since 1986. Over the years, Bread for the World/EED has supported a variety of programs from integrated rural development to HIV/AIDS prevention in mainland China.
Mr. Qiu Zhonghui, Vice Board Chair and General Secretary of Amity Foundation, delivered a speech on behalf of Amity. With deep emotion, he recalled the long standing friendship between the two organizations over the years and called for new partnerships to address new challenges.

During the conference, participants were divided into small groups to discuss the following topics: sustainable agriculture and rural development, building organizational capacity, social security, transparency and participation. Presentations were made after group discussions for sharing and learning. Discussion forms such as World Cafe enabled much wider participation of partners on specific issues.

Strategic planning was presented by Bread for the World which enabled partners to understand the direction the organization is going and how partners can work together under the clear mission and strategy.

The conference also invited speakers from the sector to brief the participants on civil society, advocacy and fundraising.
Amity Foundation Obtains Special Consultative Status with ECOSOC

The Economic and Social Council (ECOSOC) of the United Nations adopted the recommendation of UN’s Committee on Non-Governmental Organizations to grant special consultative status to Amity Foundation at its coordination and management meeting in July 2014.

Amity Foundation submitted the application for the consultative status with ECOSOC on May 31, 2013. After qualified through the screening and the review by the NGO Branch of the Department of Economic and Social Affairs (UN Secretariat) in September 2013 and May 2014, Amity Foundation was recommended special consultative status with ECOSOC by the ECOSOC Committee on NGOs. Finally the recommendation was adopted by Economic and Social Council at its substantive session in July 2014.

Consultative status for an organization enables it to actively engage with ECOSOC and its subsidiary bodies, as well as with the United Nations Secretariat, programs, funds and agencies in a number of ways. Special consultative status with ECOSOC is an important symbol of a non-governmental organization being internationally recognized. Obtaining special consultative status with ECOSOC in particular, means that Amity Foundation can communicate and interact with international non-governmental organizations on the platform of the United Nations, so that the voice of civil society organizations in China can be heard farther.

The Economic and Social Council (ECOSOC) is the United Nations’ forum for discussion, exchange and innovative thinking on sustainable development. Established in 1946, the ECOSOC is the principal UN body for coordination, policy review, policy dialogue and recommendations on economic, social and environmental issues, as well as for implementation of the internationally agreed development goals.

ECOSOC engages a wide variety of stakeholders – policymakers, parliamentarians, academics, major groups, foundations, business sector representatives and more than 3,900 registered non-governmental organizations – in a productive dialogue on sustainable development through a programmatic cycle of meetings. The work of the Council is guided by an issue-based approach, and there is an annual theme that accompanies each programmatic cycle, ensuring a sustained and focused discussion among multiple stakeholders.
21 July 2014

Dear NGO Representative,

Subject: Follow-up to the decision of the Economic and Social Council

I am pleased to inform you that the Economic and Social Council (ECOSOC) at its Coordination and management meeting in July 2014 adopted the recommendation of the Committee on Non-Governmental Organizations (NGOs) to grant special consultative status to your organization, Amity Foundation. On behalf of all staff of the Non-Governmental Organizations Branch/OESC/DESA, please accept our heartfelt congratulations.

Consultative status for an organization enables it to actively engage with ECOSOC and its subsidiary bodies, as well as with the United Nations Secretariat, programmes, funds and agencies in a number of ways. In order to better understand this relationship, we take this opportunity to provide some critical information about the privileges that consultative status with ECOSOC confers on your organization, as well as the obligations that your organization will be required to meet under this relationship. We therefore urge you to take the time to carefully review the information we have provided below.

Please feel free to contact us if you have any questions. We welcome the opportunity to work with you and will be happy to facilitate your participation in the work of the United Nations, in particular ECOSOC and its subsidiary bodies, in the future.

Yours sincerely,

Alberto Padova
Officer-in-Charge, NGO Branch
Department of Economic and Social Affairs

Part of the congratulation letter from Mr. Alberto Padova, Officer-in-Charge, NGO Branch, Department of Economic and Social Affairs, United Nations
Amity Printing Co., Ltd. Wins Benny Award

In April 2014, Nanjing Amity Printing Co., Ltd. participated in the 65th Premier Print Awards, the world's most prestigious international print competition, held in Pittsburgh, Pennsylvania. More than 3,000 entries were submitted for the June 2014 judging. Amity’s Commemorative Bible won the highest honor in the Innovation category ‘Benny Award’. The jury selected the Amity’s work as an example of the highest standards of the printing industry.

The Benny is awarded to the most outstanding entry in each category and nicknamed famous American inventor Benjamin Franklin. The Benny is also known as the ‘Oscars of the printing industry’. Additionally, Amity’s Bilingual Bible and Colored Bible were honored with the Award of Recognition and Amity’s Dictionary with the Certificate of Merit.

Begun in 1950 as the Graphics Arts Awards Competition, the Premier Print Awards is sponsored by the Printing Industries of America and attracts entries from companies in North America, South America, Asia, Europe and the Pacific Rim.

Winners were presented their Benny statuettes at the Gala awards banquet in Chicago on September 28, 2014. Jeff Ekstein, chairman of the board of Printing Industries of America, presented Luke Liu, general manager of Nanjing Amity Printing Co., Ltd. with the prize and bestowed a bronze Benny statuette to commemorate the win.

Michael F. Makin, President & CEO
Jeff Ekstein, chairman of the board of Printing Industries of America, and Luke Liu, general manager of Nanjing Amity Printing Co., Ltd., wrote in the congratulation letter: “This outstanding achievement is testimony to the caliber of work produced by Nanjing Amity Printing Co., Ltd.”.

The price-winning companies of the printing industry gathered and shared the joy together in Chicago. Luke Liu, General Manager and Yang Shaoming, Quality Manager of Nanjing Amity Printing Company attended the awards ceremony on behalf of the company. The Premier Print Awards are the printing industry’s oldest and largest worldwide graphic arts competition, hosted by Printing Industries of America.
Interview with Li Juan, A Member of Amity’s Ludian Earthquake Relief Team

Q: Requirement survey is the basis and foundation of any project plan. What is the difference between the requirement surveys of a disaster area and a normal charity project?

A: Requirement surveys carried out at a disaster area is definitely very different from those carried out for a normal charity project. First and foremost the surveys are carried out with great speed. In considering the exigency of the disaster, the affected areas and the loss and damage to life and property, we insist in being meticulous and accurate in our information collection, while making sure the process was carried out with urgency. We were mindful to ensure the breadth and depth of the survey and to increase the frequency of visits, because the needs of the affected areas continue to shift with the developing conditions of the disaster. We were only able to provide adequate relief if we can access update information. Secondly, we needed to extend survey area coverage. Disaster relief waits for no one, all the affected were helpless having lost their homes, their normal life was turned upside down. We needed to carry out survey very quickly so that we can bring benefit to as widespread an area as possible. Thirdly, we needed to regulate survey studies. Having experienced many disaster relief programmes, securing basic needs for the affected population is the most important task at hand, and that means they are fed and clothed properly. Therefore, we would study the local custom and habits, such as what foods they are most used to, so that we can make sure our provisions are suitable. Developmental requirements are not a priority at this stage. By the time we reach rebuilding stage, we would readjust our project plan and reconsider the above three points. Integrated developmental experience would become part of the project plan, so that we may provide sustainable activities to respond to the affected area’s characteristics, and to improve the quality and quantity of service provision.

Q: The Amity Relief Team has overcome many difficulties to grasp the needs of the people in affected areas, what left the most lasting impression to you during this period?

A: at around 9am on August 4th, we were the first social relief team which entered Huodehong Town Wangjiapo Team with local firefighters, armed police and medical teams. I was shocked by the devastation I witnessed, almost all the houses had collapsed. The emergency aid teams changed their relief plan right away, instead of entering into each household, they came directly to the high school in the town and made it a muster point, from which they can co-
ordinate surveys and studies. I feel that the timely change of survey policy made it possible for us to hand over rice and oil and other emergency provisions into the hands of the villagers by 22pm.

Q: How was the present Ludian Earthquake Relief Survey started?

A: Every time we approach the survey study for a natural disaster, we would draw up an in-depth and comprehensive plan, because thorough and detailed study would form the basis of follow-up activities. During the Ludian relief programme, the Amity Relief Team arrived at the relief command centre and the press centre by the following morning of the disaster, and immediately set out to collect information about the overall situation. At the same time, we actively liaised with local partners in Yunnan, and with the help and co-ordination of the city and province political bureau, we were finally able to reach the hardest-hit regions before other social relief organisations. We also mobilised non-governmental resources, organising young labourers from Guangming Village to join the newly-formed Amity Voluntary Task Force to assist with investigating pressing requirements. This effort not only greatly shortened study time and improved efficiency, it also meant study results were very close to the ground.

Q: What are some of the difficulties encountered during this requirement survey?

A: There were definitely difficulties. First of all, there was a language issue. Village leaders are mostly over 50, and although we could make out their narrative, they could not understand our mandarin quite as easily. This meant our communication was a bit problematic. However, the situation was quickly resolved when we recruited local young people to join our Amity Voluntary Task Force. Another complications arose out of the inaccessibility of the terrain. For example, when our survey study first started, we needed to go to Wangjiapo sub-village for an initial requirement survey, but the Wangjiapo team was situated in a valley, if we took the main road it would have taken 5 to 6 hours, but there is a shortcut, and that would only take 3 hours. In order to get to the area as soon as possible so that timely reactions can come of this initial visit, the Relief Team choose the dangerous short cut which was mostly between 70 and 90 degree slopes. We were able to find wisdom and courage to solve all our problems, and we are proud of these achievement.

Q: How can short and long-term requirements of a disaster relief programme be integrated?

A: Disaster relief requires rationality and patience, one cannot assign a completion date for such projects. These programmes some times take rather long periods. What we are at present engaged in is a short-term life saving work, so all our research studies gravitate from this focus. We were able to build up a co-operation relationship with the villagers by keeping close control over the quality and quantity of relief material. Mutual trust grew as understanding deepened, relief workers became like friends to the villagers. Blossoming friendships greatly helped further aid development.
and similar relief programmes in that area. Secondly, during the short-term requirement surveys, special attention was directed towards setting up a network of volunteers, instilling the spirit of charity and common good, leading them to helping themselves as well as helping each other, and hence consolidating a skeletal task force for any future development projects. We very much need to encourage locals to participate in the present projects, to motivate their subjective initiative. We believe that we can draw many useful suggestions from them. So I wish to say, maybe the short-term and long-term requirement surveys have little similarity in content, there is a definite linkage between the two. Short-term surveys offer a good foundation for long-term studies, basic information, experience and conditions were gathered and consolidated, while long-term surveys are most important for our programme so that we may bring further and more thorough service provision ideals to the masses.
The Story of A Volunteer

Guo Taiquan received the shocking news that his hometown, Ludian in the province of Yunnan, had been struck by an earthquake while he was at work in Kunming on the afternoon of August 3rd. By evening, he and his brother, Guo Taijiang were on their way home to what was a badly affected area – Huodehong village in Huodehong town.

“When we arrived, we found that our home had collapsed but our family members were all in emergency shelters; food and drink had been provided very quickly. We were at the foot of the mountain; there was only one cattle track up, it was raining and there were landslides. We had to carry food up in baskets strapped onto our backs.”

On the afternoon of August 5th, Amity Foundation’s second emergency relief shipment arrived at Shangdawan sub-village of Huodehong village. Guo Taiquan and Guo Taijiang found the rescue team and asked to help with giving out relief and registrations.

That is when Guo Taiquan also asked one of the rescue workers to take his photograph.

“I want to send it to my friends so that they know that I am working hard to help people too,” Guo Taiqian explained.

The relief workers never saw the smile leave this young man’s face the whole time he worked with them. He said that he was proud to help the people from his own village. After all the emergency supplies had been distributed in that area, Guo Taiqian and Guo Taijiang joined the Amity Foundation emergency relief team as volunteers.

On August 6th, the Amity Foundation emergency relief team broke into two smaller groups to investigate the needs in two areas – one team went to Queluo and the other to Guangming. Early in the morning, Guo Taiqian and Guo Taijiang brought some other young men to the emergency relief team members. “We know the roads here; we’ll show you the way.” These men, Guo Fei, Fu Xiangui, Li Quankuan and Zhang Yuanjin were from the same village as the Guo brothers. They had worked together with the Guo brothers in Kunming and had also come home as soon as they heard about the earthquake hitting their hometown. The previous evening, the Guo brothers had told them how they were serving as volunteers in the emergency relief team. They had decided to all come and help the relief workers that day.

The vehicles with the first Amity Foundation relief team which had left for the 18 communities in Guangming had to stop because the foundation of the road had sunk and large rocks blocked the way. Guo Taiquan and Guo Fei rode motorbikes to investigate the situation in the 18 communities. They were very efficient; in just one
hour they were able to ascertain the situation in villages 16, 17 and 18 and had collected registrations.

Guo Taiquan said, “My home was devastated in this disaster, just like their homes. I was really sad when I saw how things were, but apart from feeling sad, what could I do? I had to do something. My heart ached so badly when I saw those old people. I realized that we young people had to do something to help them. We had to rescue them!”

Guo Taiqian, a slender man from the mountains of Yunnan, is like many other young people in that he works away from home, earning money to provide for his family. He is just one of tens of thousands of people who have been affected by this disaster and who are still waiting for help. He and his brothers didn’t simply provide physical help to the rescue teams and those in the earthquake area. They loved their fellow villagers, they helped their own people and they helped others. When they encountered those affected in Guangming, they thought of the pain their own community was going through. Guo Taiqian has now been given an important responsibility; he is now co-ordinating the distribution of relief provided through Amity Foundation to three communities within Guangming Village. Smiling, Guo Taiqian says, “My fellow villagers need me.”
Building the Bridge

Closing Speech at Amity Summer English Program in Xuyi, Jiangsu Province

By Don Barns

They tell a story about three Americans who came to China to teach English to Chinese teachers of English. These Americans were good people, and they knew a lot of English. However, they did not know very much about China, and they knew even less about Jiangsu XuYi and the people who lived there.

These three -- a Christian man and his wife and a Christian man who came to China without his wonderful wife, who had just lost her mother -- these three spent three weeks teaching . . . but they now say that they spent more time learning than they did teaching.

The Americans learned that Chinese English teachers know a lot of English. Some of them may be a little hesitant to speak out loudly, but they all know a lot of English.

The Americans learned that Chinese classrooms can be very well-equipped, with computer projectors, smart boards, and even air conditioning -- provided by government officials who believe that education is important and are willing to pay whatever it takes to provide a good education for the children.

The Americans learned that Chinese people are hard-working, friendly, and eager to both learn about new ideas and to share their traditional wisdom with the rest of the world.

The Americans learned that God has blessed the land of China and its people with many natural resources and beautiful scenic spots.
The Americans learned that China shares the challenge with the rest of the world to clean up and protect the environment for the benefit of all our children.

The Americans learned that they have more than 75 friends in China with whom they share happy memories of three weeks that will live in our collective memories for years to come.

Despite whatever difficulties and differences our two countries may face, these Americans and Chinese will continue to build a bridge of friendship and understanding between the USA and China. This bridge will be built with the bricks of mutual respect, the metal beams of informed knowledge, and the solid concrete of wisdom and love --- so that it will be strong enough to withstand the battering waves of ill-informed judgments, the heavy winds of rumors and half-truths, and the lightning bolts of ignorance and arrogance.

In that way, both the three Americans and their Chinese students will be able to join together in saying the words of that old Negro spiritual: “Peace at last. Peace at last. Thank God Almighty, there is peace at last.”

From Crayons to Perfume

Closing Speech at Amity Summer English Program in Bengbu, Anhui Province

By Harold Durfey

Here we are, all together for one last time in this multi-purpose room. It has been quite an experience, hasn’t it? You, as professional English teachers in China, and us, as simple visitors trying to do our best to help you improve your oral English, have been sharing things about each other that normally would not take place in an average situation.

Yes, this is special. Sometimes we wonder what you think about us, strangers that show up in your back door. We three walked in this room three weeks ago for the first time and you got your first look at us.

Did you wonder what we would be like? Did you wonder what kind of teachers we would be? Did you wonder what kinds of things we would share with you?

And as we looked up at you, for the first time, we certainly had our questions that we asked ourselves. Did we prepare enough to be able to help you? Did we have enough tools with us to be effective? Were we going to succeed in the job we were asked here to do? Did we know that we were going to be loving you as you have learned to love us?

We have an old saying that comes back from the 1960s. From a movie about a teacher in Great Britain who learned to love his students, much as we care about you right now. It says, “How do you thank someone, who has taken you...
from crayons to perfume?”

That is what happened during these weeks. You and us, we have developed a special relationship that will never end because we have each other in our hearts. We have been taken from crayons to perfume.

In a little time the young students will return to their classes here at this primary school. They won’t know what took place inside these walls for three weeks in July. They won’t know that 75 English teachers worked hard practicing, learning, growing and becoming better speakers as they worked with three people: two from the United States and one from Germany. They won’t know that those same English teachers and the three foreigners formed a bond that none of them would ever break, that they learned to love each other.

So what do we do with this? Do we let it just fade away when we go back to our respective schools in the fall? Do we just go back to our families and wipe away the slate that was filled up before?

Somehow we don’t think you will let that happen. When you step back into your classrooms in a few weeks, you will be different teachers than you were last spring. Others will notice that you have a new smile on your face, or maybe a new spirit about you, or maybe a new song in your heart, because you spent some time in July making yourself a better teacher, and making new friends that you will not ever forget.

So, we challenge you to carry through on that. Use some of the things you have learned from us. Try a new stratagem once a week to see if it works. Sing a good morning song to your students as they enter every day. Use the double circle on Friday afternoons. Use a new vocabulary word that you learned when it will be most effective. You are good teachers, and you are going to make the good, better, and the better, best!

And when the times get hard, and you are tired and all you want to do is lie down and sleep, remember that you have three new friends that are pulling for you, that are keeping you in their thoughts, and consider you as their good friends, forever.

Thank you.
The Amity Foundation is an independent Chinese voluntary organization founded in 1985 on the initiative of Chinese Christians to promote education, social services, health, rural development, environmental protection, disaster relief, and poverty reduction in the underdeveloped areas of China. Amity projects have benefited more than ten million people both at home and abroad.

The Amity Foundation has more than 80 full-time staffers at its Nanjing headquarters. Hundreds of volunteers work with Amity all over China. The Amity Foundation receives funds from partners abroad as well as in Hong Kong and mainland China.