

The 1st "Shanghai Charity Conference" was Grandly Held, Zhu Changqing Won the "Shanghai Charity Prize"



Top: Zhu Changqing was awarded.

➔ January 6th, 2009, the 1st "Shanghai Charity Conference" was grandly held at the hall of Shanghai Municipal Government. 70 individuals, local companies, organizations and programs were awarded "Shanghai Charity Prize"; and 36 individuals, local companies and organizations was awarded "Earthquake Relief Donation Special Award". The conference was hosted by Hu Yanzhao, Vice Mayor of Shanghai Municipal, who once inspected us in NPI. Zhu Changqing, President of MDA was awarded "Shanghai Charity Prize" as an individual.

Yu Zhengsheng, Secretary of the Shanghai Municipal Committee of the Communist, Han Zheng, Mayor of Shanghai Municipal, Liu Yungeng, Director of Standing Committee of Shanghai Municipal Committee, Feng Guoqin, Chairman of the Shanghai Municipal Committee of the Chinese People's Political Consultative Conference (CPPCC), Yin Yicui, Vice Secretary of the Shanghai Municipal Committee of the Communist, etc, attended the conference and took a photo with the awardees.

In the conference, Secretary Yu said that Charity is a lofty cause which contributes immensely to moral standards, to harmony of society. The responsibility of the society includes helping improve the life standard for the disadvantages and offer them better opportunity of development. Also this is the obligation for each member of the community. We hope more and more citizens could devote themselves to charity, and the philanthropy in Shanghai will be more and more prosperous.

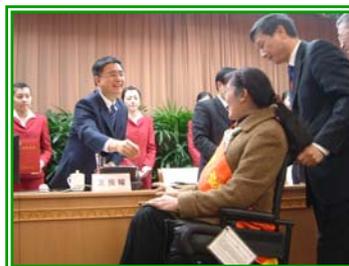
In the following prize presentation ceremony, Zhu Changqing seated in a power wheelchair, with the help of the staff, "went" on the stage and took over the trophy and certificate from Ma Yili. This prize was not only an reward to Zhu Changqing's personal efforts, but also a sign of the higher attention from the society and government paid to the gradually freezing people. The appearance of Zhu Changqing attracts many reporters' interests, and she was caught being interviewed even on the stage still holding the trophy, which was covered by



Up: Yu Zhengsheng, Secretary of the Shanghai Municipal Committee of the Communist, shake hands with Zhu Changqing

STV on that night.

In the conference, Hu Yanzhao and Ma Yili gave speeches respectively, reviewed the development of Shanghai charities in the past a few years, and issued the "Outline for the Development of Shanghai Charities (draft)", which made clear the direction and objectives for the development of Shanghai charities. The strong support for the charity organizations from the government adds confidence for the future to us MDA.



Left: Wang Zhenyao, Secretary of the Disaster Relief Division of the China Ministry of Civil Affairs, shake hands with Zhu Changqing on the stage

"Hand in Hand, Heart to Heart", the Charity Sale held in 3M

→ It was really cold outside while the room was full of warmth. Various ladies wear in all colors hung on the shelves showed their charm of the Italian brands. There were some works made by patients on the table, such as "Trembling Notes" written by Ding Ming, dolls and brooches made in silk socks by Sheng Hongmei, postcards designed by Lin Jiong, etc.

On Jan. 8th and 9th, the 2009 MDA charity sale named as "Hand in Hand, Heart to Heart" supported by 3M (China) Co., Ltd, which was the our first helper in 2009, was held in 3M's Shanghai Headquarters.

In those two days, Miss Zhang Lihua and Lu Yingzhuo, PR Manager of 3M(Shanghai) CO., Ltd, as well as those volunteers from the faculty, helped us a lot in decorating the site, introducing the goods, offering meals and so on. We appreciated them for their accompany and enthusiasm. Although the clothes for sale were all for women, we still want to express our gratitude to those gentlemen who really wanted to help but didn't have the chance.

Chen Jijun, Manager of the Market-planning and Public Affairs Department of 3M, Huang Haofang, Manager of the Human Resource Department of 3M and Mr. Dean Lovett came to the scene and talked with us, who also bought some works made by the patients. Luo Yi, Business Manager of 3M (Asia-Pacific Region) offered to participate as volunteers in other activities of MDA. Evelyn, Business Manager of 3M (Asia-Pacific Region) bought a book and two clothes, which made him the most generous buyer in the sale. Also, Zhang Lihua showed Zhu Changqing around the Shanghai headquarters of 3M, and we were glad to know the journal "Chinese Youth - Modern Family" which covered the stories of our patients were very popular with 3M's staff.



Up: Chen Jijun and Zhu Changqing were on the scene



Left: selecting the works



Right: Staff in 3M selecting the clothes



Left: Evelyn was talking to Zhu Changqing.



Up: Miss Li Shuhui gave us the book

For the sake of Zhu Changqing, Miss Li Shuhui from the World Wheelchair Foundation came into our car and made a brief meeting between the two sides. Zhu Changqing appreciated their consistent support to MDA and patients, introduced MDA's achievements last year and plans for the new year and presented our publicity materials. In return, Miss Li Shuhui gave MDA the book, "The Road to the rich" written by the founder of the foundation's, as a memento.

Send the "Intellectual Help for the Disabled Award" to World Wheelchair Foundation

→ World Wheelchair Foundation, owing to its attention and support to gradually freezing people who need wheelchairs, won the 2008 Shanghai "Intellectual Help for the Disabled Award". January 8, we made a specific trip to give the World Wheelchair Foundation the medal we received on behalf.

"Home Service Program of MDA" Successfully Won the Donation from Shanghai Charity Foundation

➔ On the morning of Jan. 19th, the agreement signing ceremony between SCF and MDA was held on the 2nd floor of SCF Building.

20.09million Yuan will be sent to 30698 poor residence in Shanghai by SCF shortly after the Spring Festival. Besides, according to the mission of the program as well as the entries on Foundation Management Regulations, 6 million Yuan will be allocated to fund social charity programs in 2008. Meanwhile, SCF issued a booklet about how to fund those programs in details. In the meeting, Chen Tiedi, Secretary of SCF, expressed appreciation for people's donation towards social charity institutions, as well as people's help of those misfortunate people. The secretary said that donations should be used appropriately to help those who are really in need of them.

The program of providing home services to MD patients by university students, which is initiated by MDA passed the examination of SCF and has successfully won 50000 Yuan of donation, which will last for one year. The program will be started from March. Actually, we have begun the program as early as 2004, when university students, with techniques or service capabilities, provided home services, i.e., teaching, medical care guide and recovery services, for MD patients. However, at that time, we had no donation at all, so students had to pay for their transportation, aside from providing services for free. That was not a small burden on students without any income. Nowadays, with the donation, we are sure that this service program will last for even longer.

After the speech, those SCF leaders went to visit poor families door to door. Zhou Jianping, the responsible person of the Aiding Department continued the meeting. After representatives of aided social charity institutions gave speeches, it came the exciting agreement signing ceremony.

Since a lot of NGOs are funded, only four of them are chosen to sign agreements with SCF on the stage, and MDA is one of them. Zhu Changqing came to the stage, under the help of wheelchairs, signing her name and exchanged the agreements with Zhou. This is the first time that MDA get funds from SCF and a good beginning of 2009.

Thanks again for SCF's assistance!



A Research Discussion with Helin, Professor of SJTU, About MD



Up: Zhu Changqing and Shi Yongyong at Bio-X centre.

➔ On Jan. 19th, Zhu Changqing, accompanied by the assistant, came to Bio-X center of SJTU after attending the signing ceremony and had a warm discussion with Prof. Helin, Director. Feng Guojin and Dr. Shi Yongyong regarding clinic therapy of the disease.

Those three experts are our old friends and we had already had a decent discussion about how to help MD patients about how to help them. By now, although no effective therapy of MD has been found, the patients still stand some hope as long as the experts are doing this research.

After the discussion, we visited the storage room and laboratory of Bio-X Center, and got shocked by those advanced medical equipments. SJTU is famous for the high-tech research power and Prof. Helin is one of the youngest experts. We hope that they can find out the fundamental therapy to MD as soon as possible.

LMI Provided Training for MDA

➡ After knowing about MDA, Ms. Qu Ping, the famous consultant, recommended us to Xie Yuying, CEO of LMI, an enterprise consulting firm. They are warm hearted people who are willing to help us with their expertise.

On Dec. 28, 2008 and Jan. 4, 2009, core members of MDA came to LMI, which is located on Wanduhang Road. Xie Yuying and Qu Ping gave us two trainings on how to set goals for our institution and how to build a team for project execution in 2009. Although we have rich experience in conducting charity programs, it is rewarding to improve our expertise by receiving professional trainings. Thanks the two teachers.



left: photograph by some of the trainees and trainers (starting from the left of the second row: Xie Yuying, Qu Ping, Zhang Hongchun, Gu Xunzhong; starting from the left of the first row: Hong Simin, Zhu Changqing)



left: Zhu Changqing visited Starbucks

Visit Starbucks

In the afternoon of Jan. 8th, Zhu Changqing, with Xiaoshao, who is the assistant and Wu Jinghui, who is the MD patient, visited Shanghai United Starbuck Co., Ltd which is located on Yishan Road and had a talk with Miss. Huangyun, who is the manager of CSR department.

Zhu Changqing gave a presentation about MDA to Miss Huang, with PPT and documents. Also, Miss Huang briefly introduced Starbuck's efforts on funding social charity programs. Although Starbuck China started to realize their social responsibilities only two year ago, they have gained rich experience, such as their "coffee moment" theme program which is really attractive. Starbuck attracts a lot of high-level customers, especially foreigners. A board can be seen in every store of Starbuck which provides customers with community resources which can be utilized to promote the involvement of disadvantaged people into communities. According Miss Huang, it is not easy for corporate promote social responsibilities programs, since they have to obtain a win-win situation between social effects and commercial effects.

Starbuck and MDA impress each other a lot after this talk and we hope that we can have a genuine cooperation in the future.

More Information

- 09-1-7 SMG.cn [the 1st Shanghai Charity Conference was Held](#)
- 09-1-7 Xinhua Net [Shanghai: Governments Set Charity Award for NGOs for the First Time](#)
- 09-1-7 Liberation Daily [Trifles about Charities in Shanghai](#)
- 09-1-7 Wenhui Daily [Shanghai Charity Conference was held and Mr. Yu Zhengsheng wished a brighter future for charity industry](#)