



播种希望， 成就未来！

**The SOAR Foundation**  
**樹華教育基金會**

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## 树华教育基金会介绍

**基金会的缘起：**1994年，张笑枫女士在广州火车站目睹学龄青少年随南下打工的父母一起流连车站，萌生了资助他们完成至少高中毕业的善念。这个想法获得了在旧金山州立大学任教的赵耀瑜教授及许多朋友的积极响应，张笑枫女士慷慨捐赠了首笔善款10万美元，基金会于1995年在旧金山成立。



**性质和宗旨：**树华是一个非政治、非宗教、非营利的教育基金会。宗旨是为中国农村及边远地区好学上进的青少年提供奖学金，助其完成至少高中/中职基础教育；以及其它助力农村及落后地区教育发展的公益教育项目。

**树华名字的由来：**“树人百年业，乐育中华才”，这是海外华人华侨回馈乡报国的的心愿，也是树华名字的由来。

**北京代表处：**根据政府对境外慈善机构管理新规定，树华于2022年2月14日在北京成功注册代表处，业务主管教育部，合作单位包括中国教育发展基金会等团体和学校。树华的慈善项目均在北京公安局备案。代表处的成立保障了树华中国农村助学事业的持续开展。

## Introduction of The SOAR Foundation

**Origin:** In 1994, Ms. Siu Fong Huang witnessed many school-age youths lingering around the Guangzhou Railway Station along with their parents who had gone south to work. This experience sparked in her the benevolent idea of helping them finish at least high school education. Her idea received enthusiastic support from Professor Faith Chao of San Francisco State University and many more friends. With Ms. Huang's generous initial donation of US\$100,000, the SOAR Foundation was established in San Francisco in 1995.

**Nature and Mission:** SOAR is a non-political, non-religious, and non-profit educational foundation. The mission is to provide scholarships to motivated and hardworking students from rural and remote areas of China, helping them complete at least a high school or vocational education. The foundation also supports other education projects to promote educational development in rural and underdeveloped regions in China.

**Origin of the Name "SOAR":** The name SOAR embodies the aspiration "Cultivate talents is a century-long endeavor; Nurturing bright minds of China is a labor of love." It reflects the heartfelt wish of overseas Chinese to give back to their homeland through education.

**Beijing Representative Office:** In accordance with new government regulations on foreign charitable organizations, SOAR successfully registered its Beijing Representative Office on February 14, 2022, under the supervision of the Ministry of Education. Its partner organizations include the China Education Development Foundation and various schools across China. All of SOAR's charitable programs are officially filed with the Beijing Public Security Bureau. The establishment of this representative office ensures the sustainable development of SOAR's educational support programs for rural China.



Certificate of Registration for the Representative Office of the SOAR's Overseas Non-Governmental Organization

## 树华助学项目

树华奖学金：树华30年核心项目

树华高中奖学金\$450/每生/每年

树华大学奖学金\$700/每生/每年

树华奖学金目前奖励的对象为三年高中生（含职业高中）及考入教育部认证的公立大学（含职业大学）的树华高中获奖学生。

树华学前教育项目：

学前教育综合项目资助（\$200起）

幼儿教师工资补助（\$500/每人/每年）

## 基金会运营模式：

自基金会成立至今，一直采用义工服务模式，现有50多位义工，30年间树华美国总部工薪支出为“零”，义工并自行承担回国考察及学生探访费用。仅北京代表处一位工作人员根据注册管理规定受薪。

**收入：**树华的收入主要来自个人捐款，也有约3-5%的收入来自公司配捐和大众平台的乐捐。

**支出：**树华的助学项目支出长期保持在全部支出的91%以上，费用8%左右。美国办公室最主要的支出是房租、电话网络、财务软件及印刷邮寄费用；北京代表处主要包括工资、房租及一般办公费用。

## 30年助学成果：

I. 累计发放奖学金38,646份，帮助近18,000名农村学生；

II. 累计资助学前儿童及幼师1,910人次，总金额\$254,041。

## SOAR Education Assistance Programs

**SOAR Scholarship Program – The Core Project**

- High School Scholarship: \$450 per student per year
- University Scholarship: \$700 per student per year

The SOAR Scholarships support hardworking students from rural and remote areas of China, focusing on helping high school (including vocational) students and those admitted to accredited public universities.

**SOAR Early Childhood Education Program**

1. Comprehensive Preschool Education Support (starting from \$200)

2. Preschool Teacher Salary Subsidy (\$500 per teacher per year).

## Foundation Operation Model

Since its establishment, SOAR has operated entirely on a volunteer service model. It currently has over 50 volunteers, and over the past 30 years, its US office's payroll expenses have been "0". Volunteers also cover their own expenses for project inspections and student visits in China. Based on NGO registration regulations, the SOAR representative in the Beijing office is the only staff who receives a salary.

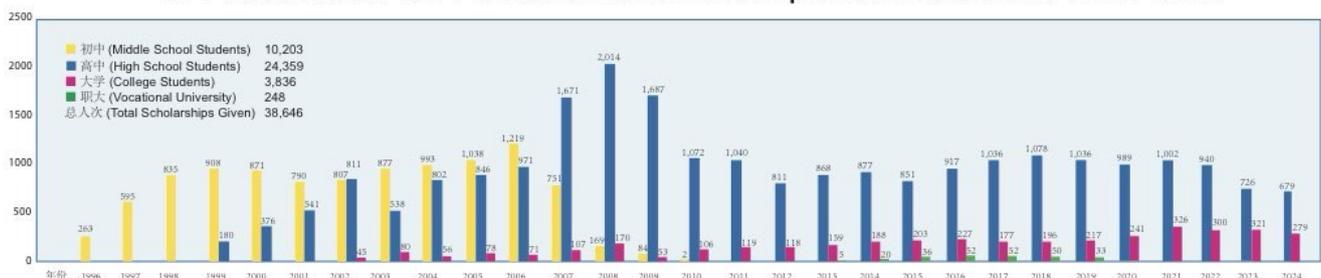
**Income:** SOAR's revenue comes mainly from individual donations, plus about 3-5% from corporation matching and public online giving programs.

**Expenses:** SOAR's program expenses have long stated above 91%, with total overhead around 8%. The US office's main cost is rent, and the Beijing NGO's main cost are salaries and rent.

## 30 Years of Impact

- 38,646 scholarships awarded to nearly 18,000 rural students
- 1,910 preschool children and teachers supported, totaling \$254,041 in funding of rural early education.

树华教育基金会历年奖学金份额 Annual Scholarship Allocation of SOAR (1996-2024)



## 树华学前教育项目 SOAR ECEP

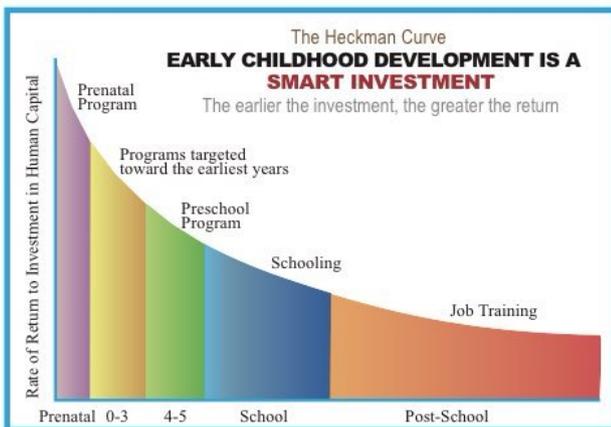
**起源：**树华学前教育项目开发起始于2018年。树华连续主办了“中国农村慈善教育发展论坛”，赴京与合作伙伴中国教育发展基金会探讨新项目开发，与北京师范大学学前教育系张燕教授交流儿童早期教育项目合作，在北京郊区、广西和云南实地考察...，终于在2020年底，树华学前教育项目正式在北京备案。

项目资助内容包括：

- 困难家庭儿童助学金；
- 学生营养餐补助；
- 图书教具及其他特殊项目；
- 幼师工资补助；
- 幼师培训

**专家观点：**斯坦福教育经济专家Scott Rozelle教授在树华主办的发展论坛上大声疾呼：教育要趁早，七岁以后开始，为时已晚！

诺贝尔经济学奖得主著名经济学家James Heckman指出：教育投资的收益在教育各阶段存在显著差异，其中早期教育（学前教育）的投资回报率最高。这是因为早期干预在塑造个体认知（如学习、思考和记忆能力）与非认知（如情绪管理、自控力、社交技能等）能力方面具有显著的长期效益。



上图中，胎教以外，0-5岁的学前教育在后天教育中至关重要

**结论：**儿童早期教育投入的突出成果显而易见。但中国城乡差别在学前教育方面尤为显著。学前教育目前仍然没有被纳入义务教育体系，而农村无论从对早教的重视程度，专业幼师资源，家庭负担能力等各方面都与城市相差甚远，亟需慈善教育项目投入助力。

## SOAR's Early Childhood Education Program

**Starting Point:** The SOAR Early Childhood Education Program began in 2018. SOAR hosted the China Rural Philanthropic Education Development Forum, met with the China Education Development Foundation and Professor Zhang Yan of Beijing Normal University to explore cooperation, and conducted field visits in Beijing suburbs, Guangxi, and Yunnan. The program was officially registered in Beijing at the end of 2020.

**Program support includes:**

- Aid for children from low-income families
- Meal subsidies
- Books and teaching materials
- Teacher salary support
- Teacher training

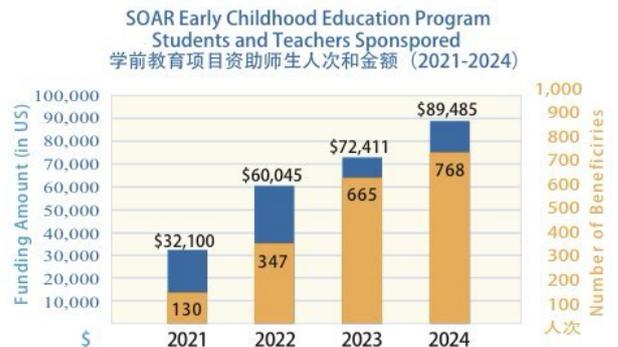
**Expert Insights:**

At the development forum hosted by SOAR, Stanford education economist Professor Scott Rozelle made a strong appeal: "Education must start early. After 7, the game is over!"

Nobel laureate and renowned economist James Heckman also emphasized that returns on educational investment vary greatly across stages, with early childhood education offering the highest return. Early intervention has lasting benefits in shaping both cognitive abilities (such as learning, thinking, and memory) and non-cognitive abilities (such as emotional regulation, self-control, and social skills).

**Conclusion:** Obviously, investment in Early Childhood Education yields the highest returns. However, the urban-rural gap in China remains significant in this area. Preschool education is still not part of the compulsory education system, and rural regions lag far behind cities in awareness, access to qualified teachers, and financial capacity. Charitable education programs are urgently needed to bridge this gap.

## 学前教育项目的发展 (SOAR ECEP Development)



## 重点项目介绍：贵州正安幼师培训项目

经中国国际文化交流协会推荐，贵州正安县教体局邀请，树华团队于2023年9月考察了正安县为扶贫移民安置配套的多家幼儿园，与县教体局为幼儿园教师提供学前教育专业培训的项目达成协议。双方决定从2024-2026年进行为期三年的合作，请北京师范大学学前教育专业张燕教授的专家团队“北京四环游戏小组”，为正安县幼儿园老师提供专业培训，教体局负责组织和安排幼师接受培训，树华负责提供项目资金。

### 培训方式：

线下：培训团队前期调研，了解摸底教师们的普遍难点；专家讲解，针对性解决问题；实操示范指导“生成式教学方式”。

线上：专家讲解学前教育新的教学指南及教育理论；跟进线下授课内容的实践活动，线上答疑解惑；和园所负责人及参训老师建立微信群，持续支持。

### 项目亮点：

培训团队重点指导的“生成式”教学方法受到了老师们的热烈回响。它强调以儿童为中心，根据孩子们的兴趣，灵活调整教学内容和方式，抓住因兴趣而产生的学习热情，在和孩子们互动和活动中，自然生成教学内容。而不只是照本宣科做“预设教育”。

在培训计划里，注重骨干幼师的挖掘和培养——“种子老师计划”是合作协议的一个重要内容，培训当地种子老师的形成，会对培训项目的效果产生持续性影响。

### 成果：

2024年，3次线下，9次线上，培训幼师80余人；

2025年（目前），5次线下，4次线上，参加培训幼师达450余人。



从左到右：李远香老师，张笑枫创会会长，时松教授

## Key Project Introduction: Guizhou Zheng'an Preschool Teacher Training Project

Recommended by the China International Cultural Exchange Association and invited by the Zheng'an County Bureau of Education and Sports, the SOAR team visited Zheng'an County in September 2023. The visit included several preschools established to serve relocated families from poverty alleviation programs.

SOAR reached an agreement with the Bureau to provide professional early childhood education training for preschool teachers.

Under this three-year partnership (2024–2026), Professor Zhang Yan's "Play Group of Beijing 4th Ring" and her expert team from Beijing Normal University's Early Childhood Education Department will deliver the training. The Bureau of Education and Sports will organize and coordinate teacher participation, while SOAR will fund the program.

### Training Format:

- Onsite: Preliminary field research to identify teachers' common challenges; expert lectures and targeted problem-solving; hands-on demonstrations of "emergent curriculum" teaching methods.

- Online: Expert sessions on new preschool education guidelines and theories; follow-up discussions related to offline topics; Q&A and interactive support via WeChat groups for teachers and school leaders.

### Program Highlights:

The "emergent curriculum" approach—focusing on child-centered, interest-driven learning—received enthusiastic feedback from teachers. This method emphasizes adapting teaching to children's interests and interactions, allowing lessons to develop naturally rather than strictly following preset lesson plans.

A key feature of the project is the "Seed Teacher Program," which focuses on identifying and nurturing outstanding teachers who can sustain and expand the program's impact.

### Results:

- 2024: 3 onsite and 9 online sessions, training over 80 preschool teachers.

- 2025 (to date): 5 onsite and 4 online sessions, with more than 450 teachers participating.

## 树华“永续基金”

在树华长期的助学活动中，有一些年度因为经济波动造成捐款减少，对完成当年的助学计划造成困难。也曾面对非常需要支持的项目和学生申请，限于经费，不能及时提供帮助，让义工们产生力不从心之叹。为保证助学计划能够长期顺利执行，树华教育基金会于2015年设立了“永续基金”。

**永续基金的宗旨：**为树华积累永续经营之基金，同时可以顺应中国农村教育发展的需求拓展新的助学项目，造福更多的农村学子。

**永续基金来源：**包括生前捐款和身后捐款捐赠可包括现款、股票和其他有价证券、房地产及各类有价值财物的捐赠。

**执行原则及办法：**树华永续基金的模式和诸大学的捐赠基金（Endowment Fund）相似。虽然相比规模甚小，但在可行范围之内，参考大学捐赠基金的运作方式。树华基金会将妥善接受每一笔捐款，依照合约规定登记入账，本金纳入永续基金池管理，按照加入时的市值决定所占份额，并依双方约定比例及用途拨付使用，账目公开透明。

1. 捐赠善款\$100,000以上，可加入树华永续基金计划。捐款人和树华签订《树华教育基金会永续基金捐赠协议》，永续基金捐赠人可以以冠名的形式资助树华项目。

2. 永续基金之管理和经营，由树华永续基金委员会执行，该委员会对树华董事会负责。其组织和管理方法列入《树华基金会永续基金管理委员会章程》。

3. 永续基金以加州及美国法律规范，作为本办法之执行准则。

捐款人身后捐赠特名为“**爱存树华**”，是为一直支持和关怀树华的朋友们设立的一个身后乐捐平台。捐款人通过遗嘱捐赠、信托安排、受益人指定、资产捐赠等形式加入树华的“爱存树华”身后乐捐计划。



## SOAR Endowment Fund

Throughout SOAR's long history of supporting rural education, there have been years when economic fluctuations caused donations to drop, making it difficult to carry out planned programs. At times, even when there were students or projects in urgent need of support, limited funding prevented timely help, leaving volunteers feeling powerless. To ensure the long-term stability and smooth execution of all programs, the SOAR Foundation established the Endowment Fund in 2015.

**Purpose of the Endowment Fund:** To build a sustainable financial base for SOAR, and to enable the organization to expand new programs in response to the evolving needs of rural education in China, benefiting more rural students.

**Sources of the Endowment Fund:** The fund includes both lifetime and legacy donations. Donations may consist of cash, stocks and other marketable securities, real estate, and other valuable assets.

**Principles and Operating Procedures:** The SOAR Endowment Fund follows a model similar to university endowment funds, though on a much smaller scale. Within feasible limits, it adopts comparable operating methods. All donations are handled with care and recorded according to the signed agreement. The principal is pooled into the Endowment Fund and allocated based on market value at the time of contribution. Distributions follow the agreed-upon proportions and designated purposes. All financial records are open and transparent.

1. Donations of USD \$100,000 or more qualify for participation in the SOAR Endowment Fund program. Donors and SOAR Foundation will sign the SOAR Endowment Fund Donation Agreement. Endowment donors may support SOAR programs in the form of a named fund.

2. The Endowment Fund is managed and operated by the SOAR Endowment Fund Committee, which reports to the SOAR Board of Directors. Its organizational structure and management procedures are outlined in the SOAR Endowment Fund Committee Charter.

3. The Endowment Fund complies with the laws and regulations of California and the United States.

**Legacy Giving — “SOAR Enduring Love”:** Legacy donations are specially referred to as “SOAR Enduring Love Program”. It provides a platform for friends who have supported SOAR over the years to continue their generosity beyond their lifetime. Legacy gifts may be made through wills, trusts, beneficiary designations, asset donations, and other planned giving arrangements.

## “爱存树华”基金的捐赠办法

“爱存树华”根据捐赠人生前的意愿，使用其身后捐赠的财产，设立冠名或非冠名基金，以长期支持树华基金会的慈善运作。只要树华基金会持续存在并不断发展，树华老朋友们们的善愿与善行便能延续与发扬光大。

### 执行办法：

第一，签订“爱存树华”意向书，明确身后捐赠树华财物的意愿。在捐赠标的尚未交付树华处理之前，该项捐赠仅属于具有道德约束力的承诺，不具任何法律强制性。参加“爱存树华”的捐赠人，在承诺捐赠后的任何时间皆可收回承诺，无需提出理由；树华基金会必须尊重并取消双方的承诺。但一旦捐赠手续完成，则不得再退出。

第二，树华基金会必须遵守“爱存树华”规章，并依捐赠人意愿执行其身后捐赠。如果是遗产捐赠，须在捐赠人及其配偶双方均离世后，方可依遗愿执行。

第三，捐赠人捐出的可以是其认定为有价值的任何财物。捐赠时，树华基金会将按程序开具收据，并注明该价值系由捐赠人自行认定。在某些复杂情况下，树华可聘请专家进行估值鉴定。

第四，若树华基金会认为处理捐赠财物存在难以处置问题时，有权婉拒捐赠。

第五，树华基金会将在一定时间内公布“爱存树华”的整体捐赠情况以及所有捐赠人承诺的总额。捐赠人姓名是否公布，将依捐赠人意愿决定。为尊重捐赠人隐私，除极少数经办人员外，相关捐赠档案将列为机密文档妥善收藏。

第六，对于价值\$100,000美元以上的捐赠，“爱存树华”基金的经营与管理将按照树华永续基金的管理办法统一执行；其他捐赠则依捐赠人生前与树华的约定办理。

若您有意了解详情，请联系李丽，我们将奉上永续基金及“爱存树华”项目的全部文件：

邮箱：li.li@soaronline.org

电话：(408) 314-6192

## Guidelines for Donations to the “SOAR Enduring Love Program”

The “SOAR Enduring Love Program” uses assets donated after a donor’s lifetime, based on the donor’s wishes expressed during their lifetime, to establish named or unnamed funds that provide long-term support for the charitable operations of the SOAR. As long as the SOAR Foundation continues to exist and grow, the goodwill and generosity of SOAR’s longtime friends will be carried forward and expanded.

### Implementation Guidelines:

1. Sign a “SOAR Enduring Love Program” Letter of Intent to clearly state the donor’s wish to leave assets to SOAR. Before the donated asset is officially transferred to SOAR for processing, the donor’s pledge is considered a moral commitment only, without any legal enforceability. Donors participating in “SOAR Enduring Love Program” may revoke their pledge at any time before the donation is completed, without providing any reason. The SOAR Foundation must respect the donor’s decision and cancel the pledge. However, once the donation process is completed, the donor may no longer withdraw.

2. The SOAR Foundation must comply with the “SOAR Enduring Love Program” regulations and carry out the donor’s wishes regarding their legacy gift. For estate donations, the donor’s pledge will only be executed after both the donor and their spouse have passed away.

3. Donations may include any asset the donor considers valuable. SOAR will issue a receipt stating that the valuation is based on the donor’s own assessment. Expert appraisal may be used for complex cases.

4. If the SOAR Foundation determines that handling the donated asset is impractical, it reserves the right to decline the donation.

5. SOAR will periodically share updates on the “SOAR Enduring Love Program”. Donor names will be disclosed only with their consent, and donation records will stay confidential, accessible to only a few authorized staff.

6. Donations valued at USD \$100,000 or more will be managed according to SOAR’s Endowment Fund policies. Other donations will follow the donor’s prior agreement with SOAR.

If you’d like more details, please contact Li Li. We will provide all documents of the Programs.

## 捐款方式

**普通捐款：**根据您确定资助的对象及内容（高中生、大学生、学前教育），按照当年的资助额度捐款，可资助一人，或多人。

**冠名捐款：**如果您决定资助5名以上高中生三年，或者5名大学生两年以上，可以设立冠名奖学金。树华冠名奖学金名称由捐款人决定，可以体现捐款人设立奖学金的目的和意愿：为纪念一个故人（树华“XXX先生纪念奖学金”）；为传承一个理念（树华“博爱奖学金”）等。

如有意设立冠名奖学金，请与我们联系，邮箱：[office@soaronline.org](mailto:office@soaronline.org).

**永续基金捐赠：**如果您有意加入树华永续基金计划，支持树华的农村助学事业永续经营，请与我们联系，我们将为您提供更为详尽的说明。请联系李丽：

Email: [li.li@soaronline.org](mailto:li.li@soaronline.org)

Tel. (408) 314-6192

**其他捐赠：**如果您有意捐赠股票、有价证券或不动产，请通过邮件与我们联系，或致电苏艳玲了解详情：

Email: [Annie.Chen@soaronline.org](mailto:Annie.Chen@soaronline.org)

Tel.: (510) 675-0680

## 付款方式 (Payment Method)

I. Zelle: [finance@soaronline.org](mailto:finance@soaronline.org)

II. 支票请寄 (Mail Check to) :

The SOAR Foundation  
39812 Mission Blvd. Suite 203  
Fremont, CA 94539

III. 其它支付方式 (PayPal, or Credit Card) :

Visit our website: [www.soaronline.org](http://www.soaronline.org).

\*因为PayPal平台收取手续费，首选的付款方式为Zelle，或者支票。

\*\*捐款请备注善款用途：奖学金、学前教育、通用捐款等等。如有任何问题，请联系我们。

## Donation Methods

**General Scholarship Donation:** Based on your chosen beneficiary and purpose (high school students, college students, or Early Childhood Education), you may donate according to the current sponsorship amount for that year. You may choose to support one or multiple students.

**Named Scholarship Donation:** If you decide to sponsor five or more high school students for three years, or five or more college students for two years or longer, you may establish a Named Scholarship. The name of the SOAR Named Scholarship is determined by the donor and may reflect the donor's purpose and intent—for example:

To commemorate a loved one (e.g., SOAR “Mr. XXX Memorial Scholarship”), or

To promote a particular value (e.g., SOAR “Broadlove Scholarship”), and etc.

If you are interested in setting up a Named Scholarship, please contact us at [office@soaronline.org](mailto:office@soaronline.org).

**Endowment Fund Donation:** If you are interested in joining SOAR's Endowment Fund program to support the long-term sustainability of SOAR's rural education initiatives, please contact us. We will provide you with more detailed information.

Email: [li.li@soaronline.org](mailto:li.li@soaronline.org)

Tel. (408) 314-6192

**Other Donations:** If you wish to donate stocks, securities, or real estates, and etc, please contact Annie Chen.

Email: [Annie.Chen@soaronline.org](mailto:Annie.Chen@soaronline.org)

Tel. (510) 675-0680

**Notes:** 1. Zelle or check is preferred due to credit card fees; 2. please indicate the purpose of your donation.



# 樹人百年業，樂育中華才

Cultivating talents is a century-long endeavor; nurturing bright minds of China is a labor of love.