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Challenge

- No financial education in curriculum
- No Life skills education in curriculum
- Focus on achievement and passing exams
- Migrant children do not enjoy the same rights
- Migrant parents working overtime
- Left-behind children in the country side
- Big income gap between cities and rural areas

‘The lessons helped him a lot. He can manage his own matters better.’ Parent
Approach

- Combination of social or life skills with financial education
- Training of Trainers and teachers to achieve scale
- Impact measurement on all levels
- Wide student volunteer network
- Different programs for ages 6 – 26
- Programs adapted to local needs & cultures
- Cooperation with local NGO’s
- Close cooperation with local governments to achieve policy change
Mission & Vision

Mission
Through social & financial education programs we motivate children & youth to think critically, to work collectively and to know money management. We help them become responsible citizens.

Vision
Economic Citizenship Education for all.

‘I like Aflatoun. It freed me from feeling inferior and taught me teamwork.’ Student
Be Better focuses on the training of trainers (TOT) in order to reach more teachers and volunteers, who can then reach more children & youth.
Our Board

President: Alan Wang, doctoral candidate of Education Philosophy of Soochew University, MBA of Hongkong University, General Secretary of New Education Foundation, Board member of Shen Yet China Family Foundation, and formal executive director of the 21st Century Education Research Institute.

Vice President: Bin Zhou, Doctor of Education of East China Normal University, assistant professor, Deputy Director of the Academic Office, East China Normal University, as well as supervisor for master students.

Director: Leo Jia, doctor of Xiamen University, senior training lecturer of non-profitable organizations, corporate social responsibility consultancy expert, founder of website on corporate social responsibility.

Director: Xiabin Zhu, doctor of finance of Xiamen University, Assistant professor of Shanghai University of Finance and Economics, Director of Social Enterpreneurship Research Center, as well as supervisor for master students.

Director: Jack Zhang, Master of Law of East China Politics and Law University, good at marketing, program flow management and public relations.

Supervisor: Diana Guo, Manager of the Market Department, Shanghai Weizhi Trade Corporation Ltd.
Our Team

Full time staff
Sophie Chen, Senior Program Manager
Susan Fu, Technical Executive
Peipei Guo, Program Executive
Cecilia He, Guangzhou Office Executive
Min Miu, Yangzhou Office Executive
Jianjie Pang, Curriculum Development Officer
Demie Qin, Curriculum Development Officer
Willa Tang, Beijing Office Executive
Alan Wang, Chief Executive Officer
Liling Yin, Shanghai Office Executive
Elaine Yu, Program Executive
Jack Zhang, Executive Director
Nicky Zhen, Program Manager

Part time staff
Lumei Pu, Guiyang Office Executive
Qi Guo Jing, Program Manager
Da Lin Ren, Chengdu Office Manager
Selma, Public Relations
Fanghong Sun, Aflatoun Trainer
Wang Yi, Program Manager
Hongxia Zhang, Financial Executive

Consultants
Aixin, Consultant
Jinyan Zhou, Consultant
Programs

- Aflatoun
- Aflateen
- Agent Penny
- Research
- Community Centers
- Teacher Training

‘Economic citizenship for all’
‘I thought Aflatoun was a doll the first time I attended an Aflatoun lesson, and later I found that Aflatoun was a great person. I always wanted to know the master in Aflatoun world, but now I know it is myself.’

An Zhenshu Suiyang No. 1 Primary School of Guiyang
Aflatoun is a fireball

Cornerstones of the program:

- Personal understanding and exploration
- Rights and responsibilities
- Savings and spendings
- Planning and budgeting
- Social and financial enterprise

Supported by

Sponsored by

For more information www.afutong.org
Aflatoun in China

Aflatoun especially helps vulnerable children of migrant communities and in rural areas (68%). In 2012 Aflatoun was taught to 15,533 children directly, benefiting over 80,000.

We train trainers, teachers and student volunteers to teach the Aflatoun classes to children all over China.

In 2012 we trained 1492 teachers, 33 parents and 462 college volunteers.
In 2012, Aflateen program ran at 3 vocational schools, 1 community and 12 universities, trained 36 teachers and enterprise volunteers, benefited 1005 youth directly and about 400 youth indirectly. 100 Aflateen groups worked on real life projects.

For more info http://qnkc.afutong.org

Aflateen is supported by

Citi Foundation

Aflateen is sponsored by

Social and financial education for youth 16 – 26 years old

How did Aflateen impact our participants?

- 82% of students owed a bank account and saved their pocket money
- 30% of the students designed a simulated enterprise with financial and social components
- 100% of students learned new concepts including banks and bank services, planning, budgeting

Everyone a changemaker!
Agent Penny uses illustrated comic books and drama to teach saving and budgeting to primary school kids.
Results

In 2012, teachers from all over China could send in their idea for a financial drama. 10 Excellent scripts were selected, with names such as Discount Temptation, New Year’s Money, Hospitalization Storm, and Mysterious Card.

In 2012, 300 children in 25 drama clubs perform over 70 theater plays in schools in Shanghai and Beijing. 7398 children watched their performances. 68% of the audience were migrant children.
Bluebook of Chinese Teenager Financial education (2012)

Baseline research on the situation of financial behavior and education of teenagers in China.

General conclusion: everyone agrees on the importance of educating Chinese youth on finance. Parents however do not do it themselves. Teachers do not have the knowledge. A generation of children is growing up who is used to spending without an idea where the money comes from. Interesting cases from all over the country set the example of how youth can learn about the value of money.

The research is the first of a series of annual publications.

The research is sponsored by VISA.
Community Centers

Be Better works with schools and communities to establish “Aflatoun houses” places where children from low-income families go after school time for extra tuition and Aflatoun activities.

Every child in the program has shown daily progress and the program is well received by community residents.

So far we have established four “Aflatoun Houses”.

‘Happy children, reassured parents, satisfied communities.’
Two times a year, during the school holidays, a big group of teachers gathers for the teacher training. For a full week we train them in the methods of Aflatoun and Aflateen. Our participants are teachers, principals and volunteers from all over China, interested in learning new teaching methods and who wish to teach the Aflatoun programs in their schools. The training is free of charge.

We believe in learning-by-doing and so our training is very hands-on. We use creative methods such as drama, brainstorming, games and peer-to-peer sharing. The teachers practice every step of the program. Afterwards we discuss the different ways Aflatoun can be implemented. Because how do you play a game when you have more than 50 students in your classroom?

So far, Be Better has trained over 2000 teachers and volunteers in China.
Impact Evaluation

Our programs aim at behavioral change. How do we measure that?

Short term:
- Do children start saving?
- Do children keep a budget?
- Are children active in clubs, do they earn money with their club?
- Can children spend according to their plan?

Long Term
- Have children developed sound financial habits?
- Have children gained more confidence?
- Do our teachers change their methodology?
- Do Aflateen participants find good jobs?

‘From now on I will be making saving plans and prepare for my future’
Aflateen
In developing the “Family Budget Sheet”, I’ve learned that what’s most important to a family is happiness, harmony and unity. I’ve also learned that important as it seems, money is only a tool for us to acquire happiness, delight and health. It reminds me of an old saying: ‘one cannot live without money, but money is not everything.’

From a student of the Shorthand Skill Class of Beijing Rural Women School

Aflatoun
I used to feel that I didn’t smile because I couldn’t find anything happy. I was depressed and almost broke down.
However, I experienced a turn in my life, after I participated in Aflatoun activities. Because at that time I smiled and found hope, and that was the first time I had cooperated with others. I discovered my potential hidden in my body for long and became more confident with things. This is what Aflatoun has brought to me --- happiness and confidence!

Gu Huaize Junior 2 Huayang School of Guizhou

[Image: Photograph of children in a classroom]
Story of a teacher

After my first Aflatoun training, I felt that a whole world has opened up to me. I had found the key to giving my students confidence. At the same time I realized that there was still so much to learn, and so much to do! I wanted more children to get to know Aflatoun.

In August 2012 I got the chance to learn more about Aflatoun when I participated in the second national training course at the foot of Taihang Mountain in Xingtai City, Hebei Province. The first day I was overwhelmed by the other teachers who knew everything so much better then me. I did not dare to speak up. But when I felt comfortable and started enjoying the learning another challenge came: we had to perform one part of the training ourselves! I was frightened, but with the help of the trainer I completed an hour’s game successfully. I’m now not only a teacher, but also a trainer.

What will you do next?

From an interview with Wang Yukai who is training to become an Aflateen trainer.

The training helped me to adapt the Aflateen program to the specific requirements of our school. It also encouraged me to make Aflateen part of our curriculum step-by-step. I hope to introduce Aflateen clubs, it would mean a real achievement for our school in terms of progressive learning. Most of all I hope to remain involved with Be Better to explore your methods of teaching in more depth.
A Chunhui volunteer in Jiangnan University
Tan Wei Jing

There was one girl in the class that I teach who was particularly difficult for me. She looked ill and unhappy, and was frightened to talk or participate in activities. After trying to force her, I realized it was better to let her change slowly. I kept a close eye on her all the time.

One morning she almost cried when she had to hold hands and I got a bit angry with her. That day she refused to speak to me. But then one day she greeted me kindly: “hello, Ms Tan!” I was so gratified to see her happy. She and her group made a beautiful Aflatoun box, and when she got her badge at the end of the program I knew that my work had been worthwhile. It had not been not easy, but she had changed step by step.

I don’t have the ambition to change the society, but I can do some little things as much as I can. While I help others I manage to improve myself and feel happy and rich inside. I like to show my power to society.

Ami Sun – Aflatoun volunteer
Cooperation with Pudong Bureau of Education
Since 3 years, we cooperate with the local government in Shanghai. Our aim is to make our programs part of the regular Primary School curriculum. The government officials observed the impact of the Aflatoun program on their schools and students. At the end of 2012 we started a pilot with 12 schools, funded by the Pudong Bureau of Education.

All of the 12 schools adapt part of the Aflatoun curriculum to their situation. They share their efforts and implement the program throughout fall 2013. When the evaluation is successful 600,000 Primary School children in Pudong will receive Aflatoun education next year.

Agent Penny wins the Project Award in the China Philantropy Festival 2012.

Aflateen Summer Camps everyone a changemaker!
37 participants (from Shanghai and Beijing) work for 3 days in groups, starting with an idea for a social enterprise and growing it to a real world project.

Project Illuminating your world
The idea: Paring teenagers from the city with their peers in a rural villages during a short trip.
The impact: Broaden everyone’s horizon, drive internal impetus to create change, provide a sense of self-fulfillment.
The first steps: Choose a village, design the trip, select participants and GO!
Aflatoun Day: 17 March is international Aflatoun Day. 3158 children celebrated the day with their parents and teachers in 6 cities.

‘Saving money and the environment.’
## Concise Financial statement for 2012
(in US dollars)

<table>
<thead>
<tr>
<th>Revenue Streams</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Total Revenue</td>
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<tr>
<td>Total Expenses</td>
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<td>Net Assets</td>
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<td>Liabilities</td>
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</table>

The revenue saw a 70% increase from year 2011. For the complete financial report go to [link](#).

We started paid services to increase our rate of non-earmarked income. Paid services include the creation of curriculums for third parties.
Our Sponsors

Leading Sponsor

Citi Foundation

Sponsors

Pudong Civil Affairs Bureau

BARCLAYS

VISA

GSRD

FOUNDATION
Money Cube: a new program in cooperation with MyBank

Set up clusters of partners across China and train them to become the local implementation partners of Be Better

Capacity building of our team in order to reach more children more efficiently.

Be Better to become the national platform for social and financial education
Contact us

For general inquiries info@bebetter.org.cn

Be Better was founded in 2009 as a NGO and registered under Shanghai Pudong New District Civil Affairs Bureau, registration number 691607046

Visit our website: www.bebetter.org.cn
Sign up for our newsletter: link

Social media:

BE BETTER, BE THE CHANGE!

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Social and Financial Education for Kids & Youth