



# CHINA TOMORROW EDUCATION FOUNDATION

Winter 2007 Edition

**INSIDE: Dennis Discusses our board retreat, the InterGlow connection and More... (Pages 2-3)**



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## A MARATHON THAT BUILT A SCHOOL IN CHINA - An Emotional Journey From Minnesota to Guangxi

*By Melissa Tse*

Some donate their money. Others donate their time. Rich Hoeg donated his time and sweat by raising money for CTEF through running a marathon. Inspired by his father's belief in education, Rich believed that education is the key foundation to anyone's success. As a corporate manager focused on technical education and engineering information services, he had the opportunity to visit China for the first time last summer and was moved by China's dedication to learning. Two months later, fate led Rich to meet Dongjin Cai, the CIO of CTEF. Thus began his journey to run for rebuilding a school in China this summer.

For more than three months, Rich trained incessantly to run the 26.2-mile marathon in his local city. Driven entirely by his own personal belief, toiling through sweat and

fatigue, Rich raised \$6,725 for the YanLao Primary School in JaiYou, located in Guangxi province. In 4 hours and 11 minutes, Rich finished the marathon in June this year and CTEF deployed the donations he raised to build a school for 35 children in JiaYou.

The marathon was only the beginning of Rich's journey in China's education. In September, Rich and his wife, Molly, along with CTEF's president, Dennis, traveled to Quangxi to visit the school and personally



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## Fundraising: Another Successful Year at Microsoft

*By Beatrice Pang*

The fundraising efforts at Microsoft's Giving Campaign this year signified a great teamwork effort be-

tween CTEF's volunteers and CHIME's board members. CTEF quietly kicked off our fundraising campaign in a festive event at Café 43 of Microsoft cam-

pus as CHIME held its annual celebration of the Mid-Autumn Festival. CHIME generously provided a prime-location

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## Message From the President

As the year 2007 comes to a close, we are very pleased to report to you that CTEF has enjoyed another productive year due to the generous donations from donors and our hard working volunteers.

In April, we celebrated our work for the 6th year with the traditional Annual Dinner which was attended by over 200 guests.

In September, the Board held a retreat to review our past performance, identify areas for improvement, and explore strategic opportunities for CTEF's next stage.

Due to our rapid growth, we realized the need to diversify our funding sources beyond Microsoft and Seattle area in order to meet the growth and to avoid our dependency on one organization. The Board formed a Community Outreach Committee, headed by volunteers Beatrice and Yijen, who have since then developed contacts with other corporations and streamlined the fundraising process there.

On the public relation front, we may not have done a diligent job reporting CTEF's many achievements to our donors; therefore, we decided to improve this area through a higher frequency on newsletters.

Meanwhile, as the organization grew, we planned to solve the scalability issue by recruiting volunteers in China who form strategic partnerships with local NGOs. To improve our operational efficiency, we improved our IT adoption by using Sharepoint Collaboration Tool and Facebook. We also engaged a professional web design firm in China to update our website, allowing us to make better presentation to the general public.

Beyond our past focus on building the basic infrastructure of village schools, we feel that it's important to expand into modernizing

learning environment for the students as well. A pilot "Multi-Media" project in Henan is under way and is reported on page 4.

With all these exciting new initiatives, we understand that volunteer recruiting is the most critical element for us to succeed and have made it a number one priority. Since then, we have enjoyed a 50% growth in our team as well as expanded into new geographic regions.

Finally, our end goal is to build more schools and help more students in need. With increased donations, help of partnering NGOs in China, and more volunteers, we will continue to keep a sharp focus on our missions: sourcing, evaluating and funding schools, one at a time.



## Fundraising : Another Successful Year at Microsoft

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for CTEF. There were many familiar faces – friends who have supported us over the years – and new faces, who were eager to learn about CTEF and offered ways to help.

Two weeks later, CHIME officially started its annual fundraising campaign, and CTEF was prominently featured among several charity organizations. In addition to posting fundraising emails, CHIME held its annual charity poker tournament to benefit CTEF. Carl Wu, with help from Paul Cheng, Guangyu Gu,

Richard Liu, etc, launched the event on Oct. 12 and raised \$2,400 for CTEF. Meanwhile, CTEF's new volunteers who work at Microsoft also helped identify and organize a range of on-campus Giving Campaign events that promoted general awareness of CTEF.

After a month's collaborative efforts between CTEF and CHIME's board, we were thrilled to find out the results - \$137,828 donation by CHIME members, a 14% increase over 2006. Dennis, CTEF's President, was personally so moved when he saw the

number that he wrote the following to CTEF's board in a letter, "My jaw dropped when I saw the final results...I am really touched by the generosity of the Microsoft employees."

In fact, our success at Microsoft has taught us a great lesson of effective fundraising at a large corporation. As a result, the board has recently approved a major initiative to leverage our learning at Microsoft and systematically expand our footprint to more corporations.



## INTERGLOW Community Center Project

By Dennis Su

InterGlow, a NGO in Hong Kong, and CTEF are finally partners for a Community Center in Sichuan as the official document was signed during President Dennis's recent trip there.



Not only is this project the most expensive CTEF ever funded but it's also the most meaningful and comprehensive.

Photos of the villages and the surroundings as well as those covering the construction progress are available on the InterGlow web site:

[www.Interglow.org](http://www.Interglow.org)

CTEF is excited about our participation in this innovative project that will bring broad, sustainable impact to the local community.

We are planning a field trip in early October 08 to officially unveil the facility and welcome any interested parties to participate in and witness this wonderful event.



This project is located in the mountainous Mok Hor County, near Xi Chang in southwest Sichuan and has been under consideration by CTEF since three years ago when representatives from the two organizations met. The simple idea of providing a school for the Yi ethnic group in this remote region has evolved into constructing the very first concrete building, providing education, medical, social, and economic services for the entire community. Most of the front-line work and planning on this project resulted directly from InterGlow staff's per-

sistence work over the years to help the villagers to become self sufficient in this extremely poor region, where few people received any education or even speak Mandarin.

The school portion of the center consists of class rooms and a dormitory for both students and teachers, a kitchen, dining/meeting hall, and a new eco-friendly toilet. Current plan will accept students below the forth grade and yes, students at that young age will be boarding because of the poor conditions of their homes - mostly mud huts with thatch roofs and dirt floors. According to the contract, the County government will provide teachers while InterGlow will staff clinicians for the clinic. In fact, InterGlow has already started training of clinicians. The school will also provide adult education at night and has an office for the village corporation that InterGlow organized with 50% women participation to stimulate self-sustained entrepreneurship.

CTEF's major project in 2007 was completed this fall: Quan Cang School in Ling Yun County, Quangxi Province.

Photo taken on Sept. 28, 2007



## A MARATHON THAT BUILT A SCHOOL IN CHINA

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delivered the books they collected to the school children. The trip for them was challenging due to delayed flights, and the six-hour ride between the airport and the town

where they arrived after mid night. However, the next day when visiting the schools, they were received with warm welcome from local officials and ecstatic children.

Touched by his experience and wit-

ness of what his donation can do to so many village children, Rich will continue to contribute to China's education by becoming CTEF's contact point in the Mid West. Thank you for making a difference, Rich!

## MULTIMEDIA PROJECT

**CTEF**  
**P.O Box 1103**  
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**206-949-4868**  
**www.ctef.org**

### How to Donate:

- Find out if your employer has Matching Gift Program. If so, donate through your company,
- Mail check to our address above,
- Visit our web site and donate online through PayPal—its easy and secure!

### Editorial Board :

Dennis Su, Lin Li

Beatrice Pang,

Photos appeared are all by CTEF or submitted to CTEF by owners

### 2008 Board Members:

Dennis Su, President  
Waisiu Law, VP  
Beatrice Pang, VP  
Guangyu Gu, Secretary  
Elsa Tang, Treasurer  
Wenjuan Shi  
Lin Li  
Yihua Liao  
Haonan Tan  
Hong Gao

### Volunteers in the U.S.:

Dorothy Nicholl, Melissa Tse  
Yijien Liu, Liying Jiang

### Volunteers in China:

Feng Xu, Yunli Zhou

By *Lin Li*

For a couple years, CTEF has been trying to elevate the technology level in rural schools education. Early this year, we finally located a young Teacher Pan in Shi County, Henan Province, who is maintaining a multi-media training lab and passionate about teaching students basic computer skills in his school.

After some discussions, CTEF decided Teacher Pan would be the perfect candidate to test run the first multi-media lab project. The

concept is to work with the county school system to identify other teachers



from surrounding regions and train them with all the applicable computer skill. Equipped with the new knowledge, these teachers

will bring the technology back to their own schools and teach their students more effectively.

In order to maximize the benefit the program, CTEF decided to make this multimedia training lab a mobile lab, so that it can be shared by all the participating schools within the County..

We will closely track progress of this project, to ensure its success and to set up structure plan to apply this system to benefit other regions.

## Featured Volunteer

By *Hong Gao*

Coming from a developing country, Hong is particular drawn to the work that serves the underprivileged children and people, particularly those under the poverty line. She brings enormous passion to CTEF and helps driving various initiatives within



CTEF regarding the communication and outreaching other non-MS orgs.

Prior to CTEF, she volunteers at ChinaIT, a group

dedicated to help China IT industry as a board member. Volunteering gives a sense of inner peace, satisfaction and life-long friendship.

Hong currently works as a Program Manager in Microsoft Windows Live Search Division. She started her Microsoft career

in 1999, working various positions ranging from managing various large projects to designing, and developed products such as MSN Local Search, Visual

Studio and SQL server.

She holds Master's degrees in Mechanical Engineering and Computer Science from Univ. of Alabama in Huntsville and a Bachelor's degree in Nuclear Engineering from Xian Jiao Tong Univ., China.

Outside of work, Hong enjoys travel, sports, food and volunteering. She believes that everyone deserves equal chance regardless of country, gender, race or economic position.