



**中国金融教育发展基金会**  
China Foundation for Development of Financial Education

### **Introduction:**

Founded in 1992 and registered with the Ministry of Civil Affairs, the China Foundation for Development of Financial Education is a Nonprofit Organization under the supervision of the People's Bank of China.

The mission of the Foundation is to alleviate poverty through financial education. Since establishment the Foundation has been striving to improve the capabilities of the staff of financial institutions that serve rural areas and promote financial literacy to the public, especially farmers. The Foundation carries out activities, such as conducting financial literacy training sessions in the poorest areas in China (Jin-Hui Project), supporting college students with limited financial resources, giving recognition awards to those who contribute to financial education, and providing domestic and international trainings, lectures and seminars. Our efforts are well received by the community we serve. The Foundation continues to expand its activities and to increase its social influence. Its endowment has 43 million RMB. The Foundation is granted the Triple A status for Nonprofit Organizations by the Ministry of Civil Affairs, People's Republic of China.

### **The Leadership**

Our leadership is represented by the honorary Chairwoman, Madam Wu Xiaoling, the Vice Chairwoman of National People's Congress Financial and Economic Committee and former vice governor of the People's Bank of China; Honorary Vice Chairman, Mr. Yuan Li,

Vice Governor of China Development Bank; Chairman and Secretary, Mr. Chu Bende, Executive Deputy Director of Staff Union of People's Bank of China; Vice Chairman, Mr. Luo Xi, Senior Executive Vice President of Industrial and Commercial Bank of China; Vice Chairman, Ms. Cui Lanqin, Vice President of China Life Insurance Group; Vice Chairman, Mr. He Zengqiang.

#### Five Departments

##### Special Project Department

Special project department is responsible for the key project-Jin Hui Project, including developing training materials, conducting training seminars in the 67 poorest counties, and managing volunteers.

##### Comprehensive Project Department

Working with financial institutions and universities, Comprehensive Project Department is responsible for developing and managing programs involving college students majoring in Finance.

##### Training Department

Training department is responsible for financial certificate programs and new project development.

##### General Administration Office

General Administration Office manages the Foundation's day-by-day operations including HR and publicity management.

##### Accounting Department

Accounting Department is responsible for record keeping, assets management, and

receiving and distributing funds.



## Review of Jin Hui Project

### **Jin-Hui Project—Understand Finance, Improve the Quality of Life**

Financial illiteracy and the lack of financial services are the key obstacles that have long hindered the economic development in rural China, especially in the poor central and western regions. In 2008, CFDFE launched the Jin Hui Financial Education Project to boost poverty-alleviation through financial literacy training and inclusive financial system building. Jin Hui Project attempts to promote financial literacy, to improve the financial environment and to increase the availability of financial services in rural China. In 2008, 4 pilots were set up in Poverty Counties at the State level. In Sichuan Province two counties, Yilong and Nanjiang were selected. In Guizhou Province Puan and Anlong were chosen. From 2009 to present, pilots were expanded to 67 counties in Sichuan, Guizhou, Shaanxi, Shanxi, Inner Mongolia, Hebei, Hunan, Henan, Jiangxi, and Hubei provinces.



Former Chairman of CFDFE Wu Xiaoling attended the launching ceremony of Jinhui Project

### **Volunteers:**

The Foundation has built a network of volunteers. The network consists of two tiers. The majority of the first tier volunteers come from financial institutions. They are responsible for training the second tier volunteers. The second tier volunteers, who consist of government officials in rural areas, employees from county branch of financial institutions, and local entrepreneurs, train the farmers.<sup>5</sup>



Volunteers conducting trainings in Guizhou and Sichuan

**Trainees:** People received trainings are farmers; village leaders; students and teachers; local government officials; and the personnel of rural mutual financial cooperatives.

**Training Materials:** Training materials are developed in three categories:



Financial Education Texts for Farmers

Texts for Personnel of Rural Mutual Financial Cooperatives

Texts for Rural Middle School Students

**Achievement:** From 2008 to 2013, Jinhui Project expanded to 67 counties in 12 provinces.

Its volunteer network consists of 420 first tier volunteers and 1594 second tier volunteers.

Since 2008, 920,000 farmers have attended training sessions.



From 2008 to 2012, 156 outstanding volunteers have been acknowledged