Shanghai Roots & Shoots

2020 Impact Report

Shanghai Roots & Shoots

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ORGANIZATION PROFILE

机构介绍

About Shanghai Roots & Shoots

Founded in 1999 by Tori Zwisler, Shanghai Roots & Shoots became one of the very few foreign affiliated non-profit organizations approved by the Chinese government in 2004. Shanghai Roots & Shoots engages over 430 school groups, spread over 11 provinces. Its team of 14 staff members is dedicated to supporting Roots & Shoots school groups, developing partnerships with government offices, businesses and other non-profit organizations and cultivating volunteerism in the community. Shanghai Roots & Shoots empowers youth and adults to make a positive difference every day through long-standing programs and varied projects.

Core Beliefs

The Shanghai Roots & Shoots Board of Directors guide and support the staff team to engage volunteers, student group leaders and members, faculty advisors, and corporate partners in initiatives which demonstrate the following core beliefs:

- Positive personal change can save resources, reduce waste and result in a cleaner, greener world.
- Education of every group involved with Shanghai Roots & Shoots is the key to this change.
- When people involved in Roots & Shoots understand the reason why change is necessary in their daily lives, they will change, and the change will shape sustainable life habits and behaviors.
- Roots & Shoots is a youth development program that encourages the young people of China and beyond, supported by interested adults, to identify projects that make a meaningful difference in local schools and communities.
- Respect for Chinese culture, financial transparency, political sensitivity and maintenance of low overhead and operational costs are essential to the maintenance of the credibility and long term success of Shanghai Roots & Shoots.
- Every Roots & Shoots program and project provides hands-on learning experiences to students and adult participants. These experiences, combined with their passion for the environment and community, will continue to ignite the flame that empowers people to achieve environmental goals.

OVERVIEW

不忘初心

Letter from the Executive Director

Dear friends of Shanghai Roots & Shoots,

What a year we have left behind! Firstly, we would like to pay tribute to those who have been tirelessly fighting the pandemic on the frontline and behind, guarding the health and safety of us all.

Our sincerest gratitude is extended to every single one of you who stood by us in the challenging time. Without your steadfast support, none of our programs would have weathered through the pandemic and come out stronger. COVID-19 taught us valuable lessons. We learned to be flexible, adaptable and innovative in ways we never would have imagined. We began a series of live-streaming sessions on topic that concerned our audiences near and far such as indoor air quality and health management in the office environment. Given the restricted access to schools, our team developed online lessons to deliver much-needed knowledge on prevention of infectious diseases to migrant students along with personal protective equipment kits. The Million Tree Project planted new forests in decertified areas located in Inner Mongolia and Ningxia despite the cancelation of planting trips.

We would like to take the opportunity to share with you the exciting news that Shanghai Roots & Shoots was named one of the Top 10 Charity Bases of Shanghai. We owe the accomplishments to the long-standing support from the Shanghai Civil Affairs Bureau.Our gratitude is also extended to Huangpu District United Front, CCP Youth League Committee of Nanjing East Road Community and Haiyan Blog. Our trusted corporate and school partners remain the corner stones of our sustained success. Our amazing volunteers are the heart and soul of Shanghai Roots & Shoots. They continue to inspire us and those around them to give and to serve.

It is truly a privilege to have sailed through the rough waters of 2020 with you all. We are confident that the worst has already passed and a brighter future will unfold in good time.

Best wishes.

Zhenxi Zhong
Executive Director

A Year in Review

March

Shanghai Roots & Shoots Live Streaming Channel was launched on Yi Zhibo.

May

Shanghai Ren Ai Hospital and Shanghai Roots & Shoots set up the dental health education center for youth.

June

In response to the municipal government's Low-Carbon Week Campaign in Public Buildings, Shanghai Roots & Shoots produced a series of short videos spreading the message while showcasing best practices.

July

Outstanding volunteer mentors participated in the YES summer camp.

September

The 10th Philanthropic Partnership Day was hosted by Shanghai Civil Affairs Bureau. Shanghai Roots & Shoots received the honor of being named one of the city's Top 10 Charity Bases.

Second Chances for Bottles, a workshop designed to recycle, re-use half-finished cosmetics and teach participants to make environmentally-friendly home fragrance products gained much popularity amongst young people from the community.

October

Green Leadership Training, an annual event for student group leaders to learn and share, attracted nearly 50 participants from 15 high schools and universities, all of whom completed the training course "Extra-Ordinary".

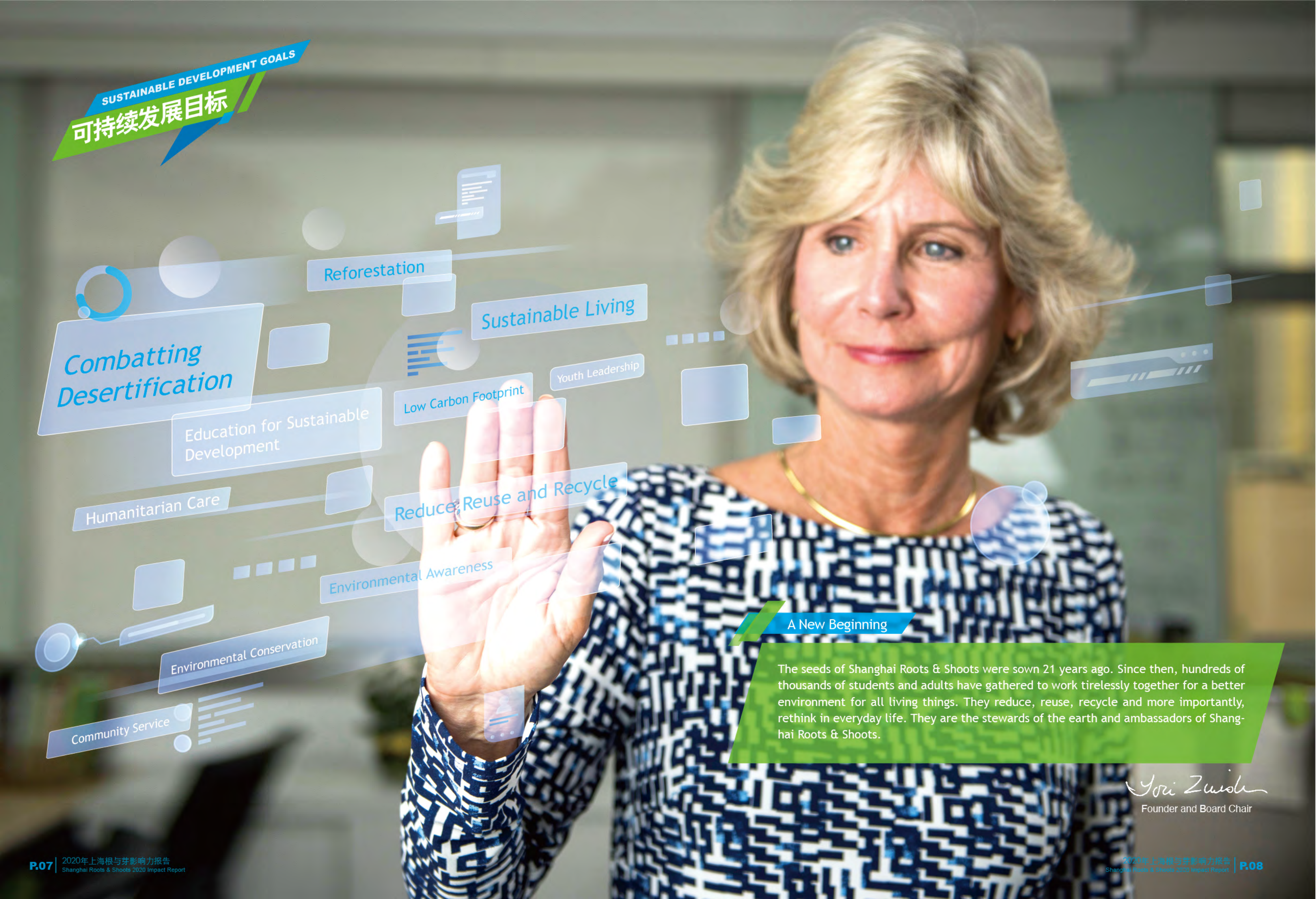
November

Shanghai Roots & Shoots staff member, Becky Ren participated in the youth leadership training program hosted by the CCP Work Unit, United Frontline of Huangpu District and Haiyan Blog.

December

With the generous support from the CCP Work Unit of Nanjing East Road, Shanghai Roots & Shoots recruited 157 volunteers, together with the Shanghai Roots & Shoots Green Ambassador KEROKEROKEROPPI, to participate in clothing recycling and donation drives that took place in 14 compounds.

SUSTAINABLE DEVELOPMENT GOALS
可持续发展目标



A New Beginning

The seeds of Shanghai Roots & Shoots were sown 21 years ago. Since then, hundreds of thousands of students and adults have gathered to work tirelessly together for a better environment for all living things. They reduce, reuse, recycle and more importantly, rethink in everyday life. They are the stewards of the earth and ambassadors of Shanghai Roots & Shoots.

Yori Zwisler
Founder and Board Chair

FLAGSHIP PROGRAMS
品牌项目

The Million Tree Project (MTP)

One Million Trees to a Greener China

A combination of the climate change and land exploitation such as overgrazing and over-farming have degraded the land of Tongliao Municipality, Inner Mongolia, and the now desertified area is expanding at an astonishing rate. The Million Tree Project reforests the area in order to revitalize the land and block the sandstorms. In 2017, MTP established partnerships with Baijitan Nature Reserve located in Lingwu Municipality in Ningxia where restoration of the ecological environment had been taking place for decades. MTP is helping to stabilize the Mao Wu Su sandy land, thus reducing impact of desertification on the local environment and people's livelihood.

MTP encourages individuals and businesses to make informed, conscious decisions, lowering carbon footprint by choosing environmentally friendly products and services. We all can make a difference.

Highlights

- 13 schools and 36 companies contributed to MTP.
- Over 80,000 trees covering an area of 1.05 km^2 and 140,000 shrubs covering an area of 0.47 km^2 were planted in Tongliao, Inner Mongolia and Baijitan Nature Reserve, Ningxia respectively.
- MTP's first public fundraising page launched on the Tencent Charity website.
- For the ecological surveys 3 plots in Ningxia with a total area of 2,800 m^2 were sampled where 27,658 plants of 14 species were observed; and 6 plots in Inner Mongolia were sampled where 19,163 plants of 44 species were observed.

Youth for Environmental Sustainability (YES)

Highlights

- **44** schools in **4** cities involved
- **12** workshops organized
- **41** sample lessons developed

Empowering Youth to Make a Difference

YES educates and inspires youth to take informed action to help protect the environment. Over the years, YES has developed and translated over a dozen curricula focusing on topics such as climate change, water, plants and animals. Volunteer mentors are trained to deliver interactive lessons in schools, helping students discover and explore wonders of nature.

有机农场 organic garden • Organic Garden

Nurturing Hope

Through the Organic Garden program, students learn to plant vegetables and herbs without using toxic chemical fertilizers or pesticides. They apply the knowledge learned in biology, chemistry and environment classes to the practice of gardening. At the same time, they experiment with new methods of growing plants organically. The rewards come bountiful as they enjoy the harvests from their own gardens.

Highlights

- **23** schools and **401** students involved
- **299** class hours delivered
- **51** sample lessons and **22** short videos developed

Highlights

- **193** volunteers involved contributing 819 hours of services
- **24** recycling drives organized in communities
- **2,100** kg of used items recycled

Dragon Recycling 回收巨龙

• Dragon Recycling

Reduced Waste, Renewed Future

Launched in 2018, Dragon Recycling is dedicated to educating the general public on garbage classification, waste reduction and recycling, in compliance with Shanghai's Regulations on Domestic Waste Management. Thanks to the support from all the partner enterprises, communities, schools and volunteers, Dragon Recycling organized a variety of events including seminars, workshops and flea markets in order to encourage people to rethink, reduce, reuse and recycle.

Kid Strong 乐苗计划 • KidStrong

Building a Brighter Future for Migrant Children

Over the last decade, KidStrong has been dedicated to improving the well-being of migrant workers' children living in Shanghai by imparting knowledge, organizing sport events, counseling as well as many other educational activities. In an effort to make the health and personal hygiene lessons more interesting, the KidStrong team developed animated videos and cartoon characters to help students understand the importance of taking care of their vision, dental hygiene, puberty health and prevention against infectious diseases.

Highlights

- Vision check-ups for **2,985** students and subsequently prescription eyeglasses distributed to **1,011** students
- Puberty Health lessons delivered to the fourth and fifth grade students in all partner schools
- COVID-19 lessons and personal protective equipment kits delivered to **4** partner schools

"Masked" Wishes

In 2019, Shanghai Roots & Shoots initiated the Masks of Wishes campaign, raising awareness of air quality. On June 5th, World Environment Day, we called out for people to help clean the air by planting more trees.

In response to the COVID-19 pandemic in 2020, the campaign continued, encouraging people to stay positive and proactive. Many Weibo influencers and celebrities joined us while engaging the general public. The Campaign posts were read by tens of millions of people, generated 38,000 online discussions, and were displayed in over 500 residential compounds, schools and office buildings.

Guardians of Health

KidStrong immediately responded to COVID-19 by engaging partner schools in efforts to protect the students from being infected.

Firstly, KidStrong raised funds to purchase much needed PPE to give to migrant schools that were financially strained to buy masks and sanitizers for their students.

Secondly, KidStrong developed educational videos that schools could play for the students to understand COVID-19 and learn how to protect themselves from getting sick. These animated videos became quite popular with the kids, proving to be effective tools to cultivate personal hygiene practices against COVID-19.

Lastly, with the pandemic being contained in China and yet new variants posing threats on all countries, the lessons were updated. New animated videos were developed to keep the students informed and vigilant.

SHARED SUCCESS
共享公益

Shanghai Charity Passport

Shanghai Charity Passport, initiated by the Shanghai Civil Affairs Bureau and hosted on the Shanghai Municipal Government public affairs online platform, is the unique ID for any individual who is willing to serve as a volunteer. Taking the form of a credit card, the Charity Passport records the service hours, offers insurance coverage and rewards those who selfishly dedicate their time and talents to the community. On the Shanghai Charity website, one can find projects in the areas of poverty alleviation, environmental conservation, access for the handicapped, cultural preservation and many more. By using the Charity Passport, the volunteer can easily track the service records and be recognized for their services. Log on to the Shanghai Charity WeChat public account and apply for your Charity Passport today!

Since 2019, Shanghai Roots & Shoots has been taking full advantage of conveniences and resources the Charity Passport warrants while being acknowledged both as a non-profit organization and for the singular projects we have successfully carried out.

In an effort to promote the Charity Passport, Shanghai Roots & Shoots

- Set up **4** work stations in local communities and **104** in residential compounds;
- Registered **183** volunteers on the Charity Passport platform; and
- Posted **7** charity projects and **20** volunteer tasks on the Charity Passport platform, hence generating a total of **3,027** hours and **19** minutes of service time.

Volunteers

Volunteers make up the cornerstones of Shanghai Roots & Shoots. Volunteer management is crucial to the overall success of Shanghai Roots & Shoots programs. We apply standardized procedures to volunteer database management, training, recruitment and retention. Interested individuals can apply to become Roots & Shoots volunteers on our website, Weibo or WeChat platforms. Their service hours are well documented and properly recognized. Roots & Shoots volunteers are the living examples of the fact that individuals' collective efforts can make a significant difference.

Capacity Building

Shanghai Roots & Shoots stresses the importance of integrating the policies and guidelines put forth by the CCP and the government in promoting sustainable development in our programs. The staff spent time learning to use new tools and technology to assimilate information while exploring ways to better connect with, inspire and empower young people to make a difference. During the pandemic, in addition to the regular training programs designed for our staff to improve communication skills, special online sessions were organized for them to continue to learn about sustainable agriculture and renewable energy.

- A short video was created capturing young volunteers expressing their patriotic sentiment through the song My Motherland and I.
- Shanghai Roots & Shoots staff joined in the tour around the site of the May 30th Movement organized by the CCP Work Committee of Nanjing E. Rd. Community.
- Shanghai Roots & Shoots staff participated in the Shanghai Nature Education Forum, learning from the experts and sharing experience with peers.

Media Impact

The exciting growth of social media enabled us to spread the Roots & Shoots message far and wide. **5,022** subscribers received our e-newsletters on a quarterly basis, with information on program updates and announcements of upcoming events. **14,193** followers of our Weibo and WeChat accounts viewed our social media postings **1,369,315** times.

Corporate Partners

Our corporate partners are crucial to the sustainable growth of our organization. Over the years, they have contributed funds, talents, skills, manpower and beyond to the continued success of Shanghai Roots & Shoots. Corporate social responsibility is embedded in all aspects of their business practices. Not only do they engage their own employees they also get involved their clients, customers and suppliers in philanthropic initiatives.

We are sincerely grateful for the trust our corporate partners have placed in us and their unwavering commitment to doing good for the environment and for the community.

Acknowledgements

*All major sponsors in no specific order.