

Geneva Agape Foundation Strategy 2017-2020

What is Geneva Agape Foundation (GAF)?

Geneva Agape Foundation (GAF) is a global non-profit foundation based in Geneva Switzerland. GAF aims at living love (Agape) in a professional and practical way through Values-driven Entrepreneurship, Innovative Philanthropy and Values-driven Investments. GAF acts as Innovator, Incubator and Facilitator to transform lives and society with the Agape-love.



United Nations Office, Geneva



Prof. Cui Wantian,
Founder and
President of GAF

**Prof. Christoph
Stueckelberger,**
Executive Director of GAF



You
Can
Innovate



Values-Driven
Entrepreneurship

You
Can
Care



Innovative
Philanthropy

You
Can
Invest



Values-Driven
Investments



Origin and Objectives

The Geneva Agape Foundation (GAF) was the initiative in 2014 of its founder Prof. Dr. Wantian Cui, Professor of Economics and Entrepreneur in China; It was supported from the beginning by Prof. Dr. Christoph Stückelberger. GAF was created as a think tank on philanthropy, a not-for-profit bridge between China and international efforts and a foundation for values-driven entrepreneurship and philanthropy.

Wantian Cui is a successful Chinese Christian entrepreneur. He is one of the board members at Bringspring, the information technology services company, listed in one of Chinese major stock exchanges. His heart is committed to morality, ethics and social charity. Dr. Cui as a famous professor in Liaoning University has thousands of students. Among his students, quite a lot are entrepreneurs. They are influenced by Prof. Dr. Cui who believes that through giving their personal wealth back to society, they would have contributed in achieving harmony in society, in nature and in the world. He always works in teams of professionals. His vision and dreams are shared by Prof. Dr.

Christoph Stückelberger – the Founder and Executive Director of Globethics.net Foundation, Geneva, who is also a professor of Ethics at universities on three continents. Dr. Stückelberger has founded several foundations in Switzerland throughout his career; he is an expert in foundations and public-good projects management.

Dr. Cui and Dr. Stückelberger thus jointed the hands together, initiated and established in Geneva in 2014 the Geneva Agape Foundation (GAF). GAF is intended to build a professional charity and philanthropy service platform for providing advisory, consulting and projects management services in managing charitable funds and charitable projects for public-good programs; for training public-welfare services and management professionals who promote developing countries, especially China's public welfare development. With this, GAF supports China's policy to go abroad not only for trade, but also social development programmes for a positive impact on human development. GAF was established at its Founding Assembly on 10 March 2014



in Geneva. It is the first foundation of a Chinese established in Geneva. It was registered as non-profit Foundation by the Registry of Commerce in Geneva on 10 Sept. 2014 under the Supervisory Authority of the Swiss Ministry of Interior Affairs. GAF is tax exempt since its beginning, by decision of the authorities on 16 Oct. 2015.

The GAF Statutes in “Art. 2, Purpose” state:

- 1** The purpose of the Foundation is to support non-profit programmes and projects in the following areas and fields:
 - | globally, including Switzerland;
 - | especially in the field of Christian faith, ethics, education, environment, health, art, access to online resources and technology, and related fields;
 - | especially through Globethics.net Foundation and its partners.
- 2** The purpose is also to raise funds for the goals (alineia 1) of the Foundation.
- 3** The Foundation is exclusively non-profit in nature and shall not engage in any for-profit activities except for raising funds for the Foundation.”

The Geneva Agape Foundation is name and programme:

Geneva stands for global responsibility - the top centre of international organizations (UN and NGO), business and philanthropy;

Agape means love and stands for holistic sharing, justice, freedom, fairness, investing in the needy and caring for the earth

Foundation stands for credibility, professionalism, community-orientation, transparency and accountability to the donors and the public.



Context



Today's world is characterised by contradicting and conflicting tendencies: globalisation and protectionism, wealth creation and the growing gap between poor and rich, climate dangers and the trend to green economy, threatening terrorism and international joint conflict resolution, internet connectivity and cybercrime, lack of values and the thirst for values, secularism and increased religiosity, social needs and increased philanthropy.

Needs



In a global perspective, the needs on the way to a humane society are manifold: from economic growth to political stability, from physical and mental health to cultural identity, from access to knowledge to education, from the need for orientation and security to values and virtues, from spiritual needs to caring communities, from clean air and water to sustainable environment.

The global community of governments agreed on 17 Sustainable Development Goals SDGs in order to answer to these human needs. The Geneva Agape Foundation focuses on a few of these needs: education and ethical orientation, security by belonging to community, caring for the environment.

With continuing economic development of the emerging economies, there is an in-

creasing demand for charity services. This is a particular case for China. Today, China is home to the second-highest number of billionaires, behind only the US. In spite of this, China's ranking for charitable giving is much poorer due to the fact that the charity sector was firmly a part of the State, currently is still in its beginning. Another principal reason for the lack of charitable giving in China compared to the US and other major Western philanthropic institutions is: trust and transparency issue – the public has doubt if the funds were misused, this lack of trust is supported by the fact of that less than a third of registered charities met transparency and disclosure standards. The new charity law in China opens a great opportunity and responsibility to increase philanthropy to serve the needy in society.



Transformative Entrepreneurship

Theory of Transformation:

The Assumption, how values-driven transformation can happen and how GAF can contribute.

Who are drivers of transformation in order to meet these needs? Four main sectors are agents of transformation: **public sector** (governments, politicians), **private sector** (entrepreneurs), **education sector** (teachers, students, researchers) and **civil society** sector (media, associations for culture, sports, religions, social engagement etc.). China as a world leading country, economy and culture and its entrepreneurs can be key drivers of transformation, especially when they are values-driven entrepreneurs.

The Geneva Agape Foundation experiences and assumes that entrepreneurs are key drivers of transformation, in China and world wide. They best do it only in close cooperation with the public, educational and social sectors. Transformation can be effective through entrepreneurial research and action within the enterprises, in society by philanthropy and in economy by investments. Key for a good, sustainable transformation are values and virtues as orientation and benchmark. GAF empowers entrepreneurs in these goals and through them other change makers.

The Geneva area of Switzerland is the most concentrated area of large public organizations. In China's view, Geneva can be called "public good valley." Here, United Nations organizations, public organizations gathered; consequently, there is a public galaxy of talents, management experience and knowledge of public good. These provide excellent resources for developing countries, especially China's booming demand for charity sector. The Geneva Agape Foundation, based in Geneva, can contribute from this environment to China and the world.



Vision



Where we want to be

We aim at living love in a practical and professional way so that our dream becomes true: We dream of and envision a world where love (agape) transforms lives and society, the gap between poor and rich is reduced, environment is protected, conflicts are solved in peace and decisions and actions are driven by values and virtues.

Mission



What we do

so that the dream becomes true

1 We focus on Values-driven Entrepreneurship, Innovation in Philanthropy and Values-driven Investments.

2 We empower values-driven (Christian and other faith-based) entrepreneurs as key drivers of innovation and transformation in companies, in philanthropy and in society;

3 We act as Innovator, Incubator and Facilitator (mainly as a think tank for research, empowerment and cooperation, less as implementer),

| for Values-driven Entrepreneurship inside the companies and their responsibility in society, so that the values are implemented in a coherent way.

| for Innovative Philanthropy Leadership, so that the philanthropy dream

and commitment of entrepreneurs becomes true.

| for Values-driven Investments so that investments in business and in the not-for-profit sector serve the needy and support the values.

4 We cooperate with partners in China and internationally in a multi-stakeholder way, so that mutual learning, synergies and greater impact become true. We connect entrepreneurs and NGOs within China and internationally;

5 We promote values-driven transformation, based on (Christian) values, in the personal, economic, environmental, public, academic, cultural and religious sector; we thereby support online efforts in the cyberspace such as online libraries.



Values



What guides us

in implementing the mission

| | |
|----------------|---|
| Love | True love is the highest value |
| Sharing | The benevolent loves others as oneself |
| Non-violence | Making transformation in soft and persistent way like water |
| Responsibility | Knowledge, values and action go hand in hand |
| Inclusiveness | We respect diversity and want to include all needy |
| Justice | We stand for equality and fairness |
| Thankfulness | We love because we are loved and blessed (by God) |

Principles



How we implement the mission

- | Transparency and Openness
- | Simplicity and Easiness
- | Relaxation and Happiness
- | Professionalism and Quality
- | Cyber-technology and Innovation
- | Efficiency and Impact
- | Loyalty and Legality
- | Integrity and Honesty

Focus



Geographic Focus

GAF offers the services on all continents, but particularly in:

- | China
- | Global Programmes
- | Africa

Thematic Focus

GAF supports programs mainly in the following fields:

- | Philanthropy Development Services
- | Ethics
- | Education
- | Environment
- | Health
- | Christian Faith
- | Responsible Business
- | Art
- | Access to online resources and IT technology



High Quality Services

Geneva Agape Foundation

- | offers high quality services thanks to its recognized experts, its international networking facilities from Geneva/ Switzerland and its innovative and ethical approach;
- | generates efficiency and synergies by cooperation between various partners and project implementers;
- | adds value by its analytical skills, but also personal caring.

GAF particularly engages in the following scope of services, always focused on the three programmes:

Research:

GAF implements and supports academic research and reports

Publications:

GAF publishes research results as books and journals and supports translations

Selection:

GAF supports to select projects, to define goals and partners;

Facilitation:

GAF facilitates projects through connecting with carefully selected partners;

Consulting:

GAF provides services/planning on how to set up foundations/philanthropy activities;

Reporting:

GAF guarantees to deliver transparent impact reports and audited financial reports;

Investments:

GAF offers specialized knowledge on ethical, impact-oriented optimal investments for maintaining wealth and enabling sustainable development;

Tax Deductibility:

GAF gives advice on legal and tax issues related to philanthropy.



Target Groups and Beneficiaries

The main target group of GAF are entrepreneurs:

- | in China, especially from small and medium enterprises and especially Christian entrepreneurs, current and former participants of the CEMBA courses of the Kingdom Business College;
- | in China, entrepreneurs as investors or investors investing assets of entrepreneurs and their companies;
- | internationally, entrepreneurs related to associations of faith-based entrepreneurs in order to learn from each other by exchange.

The support target groups of GAF are academics and practitioners:

- | Academic research and teaching institutions in China and internationally to provide a solid, research-based fundament for decisions, trainings and actions;
- | Practitioners as professionals and volunteers in business as employees, in social projects, in education, in churches and their diaconal projects, in fundraising and raising awareness for philanthropy and in investment practices.

The beneficiaries of GAF are direct and final beneficiaries:

- | **Direct** beneficiaries are the target groups previously mentioned;
- | **Final** beneficiaries are those who benefit from the decisions of the entrepreneurs, academics and practitioners as employees, needy in social projects, the state for tax income etc. by benefitting from the services provided by the direct beneficiaries.
- | A special emphasis among final beneficiaries is given to *disadvantaged and innovative persons among youth and weak groups*. This means that GAF serves mainly as incubator, innovator and facilitator but normally not as direct implementer of programmes with the final beneficiaries.



Objectives and Activities 2017-2020

Programme 1 | Values-driven Entrepreneurship

Objective

GAF empowers entrepreneurs to and acts as innovator, incubator and facilitator for transformative values-driven entrepreneurship within the companies and in society in order to implement the values in a coherent way. GAF provides knowledge, research, publications and trainings of Christian entrepreneurs in China and abroad to reach the objective.

Activities

| Access to information, through general online library on ethics of Globethics.net and through specialized collections such as Online China Christianity Collection, Socialist Values Collection, Confucian Ethics Collection and RelArt Collection;

| Research on Christian ethical entrepreneurship for modules, practical cases; historical and comparative studies; directory of associations of faith-based

entrepreneurs (or respective yearbook about trends); translations of respective books to and from Chinese;

| Publications on research results, among others in the China Christian Series of Globethics.net, in average 2 publications per year;

| Conference: Organize a bi-annual (2018 and 2020) international conference on Christian (later eventually interfaith) entrepreneurs associations for mutual learning and support.

| Trainings by support of CEMBA courses of Kingdom Business College, including one exposure training per year (or every second year) for CEMBA students/entrepreneurs, in Europe, Africa or other continents;

| Networking: Connect the Christian entrepreneurs within China and with selected peers in other countries such as Switzerland, Kenya; Russia, India, Korea or Malaysia.



Kingdom Business College (KBC) runs 2-year CEMBA (Christian Executive Master of Business Administration) courses in various cities in China. It is a training programme for Christian entrepreneurs of small and medium enterprises. GAF supports on training concepts and curriculum.

This is a picture of doing company CSR evaluation training.



During the course of Chinese Culture and Christianity



Objectives and Activities 2017-2020

Programme 2 | Innovative Philanthropy

Objective

GAF acts as innovator, incubator and facilitator for transformative (present or future) philanthropy leaders (Christian entrepreneurs, foundation managers, church leaders, volunteer leaders). GAF promotes venture philanthropy. GAF as think tank provides knowledge, research, publications and trainings in China and abroad to reach the objective.

Activities

- | Access to information: Facilitate access to information on philanthropy and best practices for philanthropy leaders.
- | Research on innovative philanthropy relevant for entrepreneurs, in cooperation with research institutions/partners in China and internationally;
- | Conference: offer a bi-annual conference on innovative philanthropy in cooperation with Liaoning Agape Foundation LAF in North East China (2017 and 2019);
- | Consultancy and training for selection, strategic positioning and project management of new foundations and new philanthropy projects, mainly through Liaoning Agape Foundation LAF in North East China;
- | Platform: offer a platform, e.g. webinars and online forum, to support donors and regularly update them and listen to their suggestions and needs.
- | Publications: publish research results as a report on innovative philanthropy relevant for the target group;



Angels with Broken-Wing is an on-going project implemented by Liaoning Agape Foundation, GAF's partner in China. It helps young people who suffer from life difficulties because of their physical and mental or family reasons. By providing them with basic living and study necessities, they can live like the normal children who are taken care of and given attention from the society.



Christian Art and Literature Study Centre (CALSC) of Beijing Normal University (BNU) is the first center among universities in China specializing in the study of Christian Literature and Art. It is hosted in the School of Chinese Language and Literature at BNU. In the joint effort of GAF and KBC, one couple of entrepreneurs set up the 'Holy Art Fund' by making donation of 300,000 rmb to the Centre.



Objectives and Activities 2017-2020

Programme 3 | Values-driven Investments

Objective

GAF acts as innovator, incubator and facilitator for values-driven investments. GAF provides knowledge, research, publications, trainings and experts in China and abroad to reach the objective.

Activities

- | Offer consultancy to investors in China on values-driven investments;
- | Establish criteria and ethics committees for ethical rating of companies in the universe of the existing investment funds;
- | Promote Ethics Funds in China for investments of the entrepreneurs which are GAF/LAF partners and donors;
- | Offer a values-driven investment conference together for entrepreneurs, NGO leaders and social project leaders.



An entrepreneur signed off commitment of investments with GAF



Funding

Funding Sources

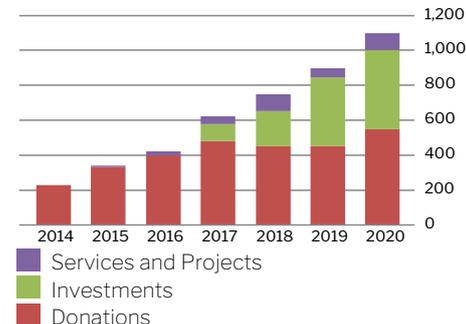
Income for GAF comes from various sources:

- | Donations from private persons, among others from entrepreneurs in Asia/China, US, Europe;
- | Income from investments;
- | Income from services such as ethics trainings for companies, entrepreneurs and development organisations.
- | Income is given as general donation for the whole programme or ear-marked for a specific programme or project.

Financial Planning & Reporting

GAF keeps and maintains its financial credibility with all stakeholders including the authorities; the Board and management are well-guided when making decisions on finance and related issues; and GAF complies with the Swiss laws on accounting and reporting. In order to achieve these objectives, GAF has independent external audit opinions by maintaining a high standard of internal control; and keeping an organized, transparent and accurate accounting system.

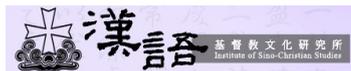
INCOME
in 1,000 CHF



EXPENSES
in 1,000 CHF



Partners



In alphabetical order

Amity Foundation, China

Boston Westwood Foundation, USA

Bringspring Science and Technology Co., Ltd., China

Center for Study of Religion and Business Ethics of Renmin University of China

Christian Art and Literature Study Center of Beijing Normal University

Globethics.net Foundation, Switzerland

Institute of Sino-Christian Studies, Hongkong

Kingdom Business College

Lavington United Church, Kenya

Liaoning Agape Foundation, China

Love Harmony and Trust Investment Company, China





Prof. Dr. Cui Wantian
Founder & President of GAF

We have a dream.
The dream becomes true in love!
That is the vision of our foundation,
Love and Dream.

We are inventors of love.
We are engineers of love.
We are scientists of love.
We are philanthropists of love.
We are artists of love.

We are entrepreneurs of love.
We run business of love,
manage the team of love,
operate love with high efficiency and excellence,
and turn charity into a sustainable, life-long career!



Geneva Agape Foundation



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