



*« Give an orphan some bread; you feed him for the day.
Teach him to bake; you feed him for a lifetime! »*

Shanghai Young Bakers

海上青焙坊

Get exposure through a great CSR program.

**Invest in long-term development of rural orphans
through a high-level education course.**

**Involve your employees in a meaningful human
exchange.**

Contact us:

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What is Shanghai Young Bakers?

Since Feb 2009, Shanghai Young Bakers (SYB) provides a fully-sponsored training in traditional French bakery to underprivileged Chinese youth, enabling them to find qualified jobs and lead independent lives after graduation.

- Disadvantaged young Chinese are recruited through partners NGOs in China. Most are orphans from rural areas. Selection is based on family financial difficulties and personal motivation.
- SYB's one-year training combines intensive classes in both traditional French bakery and Chinese pastry, with practical internships at partner four and five star hotels.



Our goal is to provide underprivileged students with some high-level skills they can use to build a career and support their community.

SYB's main operational costs are currently sponsored by **Carrefour Foundation**. Yeast producer **Lesaffre** covers the employment cost of our bakery teachers, and sweetener product **Sweetpearl** has paid for the renovation of our baking centre.



- Since Feb 2011, SYB has its **own baking centre**, which provides a high-quality learning environment for the French bakery training and a space to organise outside events and classes.
- Since Aug 2011, the French bakery classes are **taught by 3 exceptional former SYB graduates**, who obtained the French CAP bakery diploma after training for 7 months at the prestigious EFBA in France.

Our ambition is to become a leading reference in French bakery training in China, and to achieve financial autonomy through a social enterprise model.

➤ Why are we looking for sponsors?

- To **finance every year program's expenses**: tuition fees, ingredients, class material, students insurance, accommodation, student transportation, outings, social educator salary, teachers' salary, baking centre rental, administrative costs, etc.
Overall one-year cost for 30 students: 900K RMB

- To **ensure the long-term sustainability of the programme**:



- By **equipping our baking centre** with all the material that is necessary to teach traditional French bakery and obtain a production license. (Required budget: approx **200K RMB**)

- By continuing to train the **teachers** of SYB from within our pool of students. We hope to send other exceptional graduates to the EFBA in France in 2013 to ensure the renewal of our trainers. (Required budget: **180K RMB**)

How can you contribute?

By making a donation

- You can choose to cover part of the above-mentioned expenses, depending on your budget and your company's core focus.
- Depending on your industry, you can also donate bakery or office equipment, renovation work, other material, or ingredients.



By involving your employees

- We can organise meaningful exchange opportunities for our students and your employees.



How do YOU benefit from supporting SYB?

Depending on the level of your sponsorship, we can offer various opportunities to improve your brand and engage your employees in meaningful volunteer activities.

➤ Increase your visibility through our media coverage and events

Past publications, radio and television shows include:

- TV reports in English on **International Channel Shanghai (ICS)** [in July 2009](#), Sept 2009 and Jan 2011, as well as on **CNC** ([Feb 2011](#)), **Channel News Asia** ([Nov 2011](#)) and in French on **France 3** (March 2011) and **France 2** (Jan 2012)
- **TV reports in Chinese**, on Shanghai Education TV (July 2010) and Shanghai Documentary TV (January 2011).
- Other **Chinese media** coverage includes Love Radio, ELLE China magazine, as well as the [first page of Wenhui Bao \(文汇报\)](#), [Xinhua](#), [Global Times \(环球\)](#), China Modern Baking (烘焙通), [Jiefang Daily \(解放报\)](#) and [Youth Daily \(青年报\)](#) ...
- Frequent articles on **English written press**, such as China Daily (eg: [‘Life’s no cakewalk’](#) in Jan 2011), Shanghai Daily, City Weekend, Time Out, That’s Shanghai / Urbanatomy, Beijing Today, Global Times...
- Frequent articles in **French expatriate community press**, such as the Lettre de Shanghai, Connexions, Aujourd’hui la Chine, Le Petit Journal...



Some of our regular events:

- **Launch in Feb 2009, and Graduation ceremonies** at the end of each class, each time under the patronage of the French General Consul himself, with representatives from the Shanghai Charity Foundation and from SYB partners
- **Yearly participation at Shanghai-based F&B fairs: Cuisine Festival, FHC bakery competition, Bakery China, “Fête du Pain”**
- **Fundraising parties at art galleries** (May 2009 and Dec 2010)
- **SYB Baking Centre inauguration** (21 March 2011), under the patronage of the European Union Agriculture Commissioner and the French General Consul

Monthly newsletters:

- **Each month, the SYB newsletter reaches over 1,000 bakery professionals and social-minded people in Shanghai**

➤ **Involve your employees in a volunteer teambuilding activity**

Sign your employees up for a great bakery or pastry class with the SYB teachers!

- Let your staff develop teamwork and learn a new skill through our charity programme.
- The SYB Baking Centre can accommodate up to 20 participants for a half-day class.

Alternatively, the SYB students themselves can share their newly acquired bakery skills with your employees during a half-day class.

- You greatly help our students to practise their bakery skills under audience pressure. You also develop their interaction capabilities and give them an opportunity to talk about themselves and to feel their own value.
- Your employees can go through a meaningful human exchange, and learn something for themselves, humanely and technically. They also return home with 4 breads made by themselves and an SYB apron.
- You let your employees really understand the CSR policy of your company, its impact on people, feel proud of being involved in it, and feel directly their own contribution to our programme.

We can design a customised internal & external communication strategy with you.

- We can assist you in writing a dedicated article about the event and your partnership, complete with interviews of both your employees and our students. This can be published along with your company's logo on our website and our newsletter, as well as in your own newsletter and website or other company communication material. We can also assist you in contacting potential journalists.



Employee activities have a real value for gathering people around a meaningful goal, strengthening company culture, and communicating around company's CSR policy.

Join us!

Help those kids learn a skilled profession for life!

**Make your company part of their
success!**



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