



Shanghai Young Bakers

海上青焙坊



Give an orphan some bread, you feed him for the day;
Teach him how to bake, you feed him for a lifetime.

授人以麦，三餐之需；授人以焙，终生之用！



Shanghai
Young Bakers
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Our mission:

to lift marginalized Chinese youths out of poverty



We provide a **one-year high-quality training in bakery and pastry, free-of-charge, to disadvantaged Chinese youths.**

Our goal:
to empower them to become **skilled and responsible adults, with the abilities to lead independent lives and support their families.**

Our sponsors help to fund part of the program:

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION



SOLIDARITY
ACCOR

Our history:

How it all started in 2009



A social issue:
lack of access to education and training for
marginalized Chinese youths.



A market opportunity:
lack of qualified bakers.



A team:
12 committed French volunteers.

Working with a network of NGOs that guarantees our social mission



Students' profile:

rural impoverished youths, orphans or children
whose families cannot provide for their livelihood
(parents are disabled/ill/convicts).



Our NGO partners recommend
candidates who are then interviewed by
Shanghai Young Bakers' (SYB) staff.



30 motivated youths
aged 17 to 23 are selected to join
the program.





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A one-year training alternating classes and practical internships



Classes:

- French bakery & pastry
(French CAP diploma content)
- Chinese pastry 西式面点师
- Life Skills
- Oral English



Internships at 5-star hotels & bakeries:



Our graduates' success

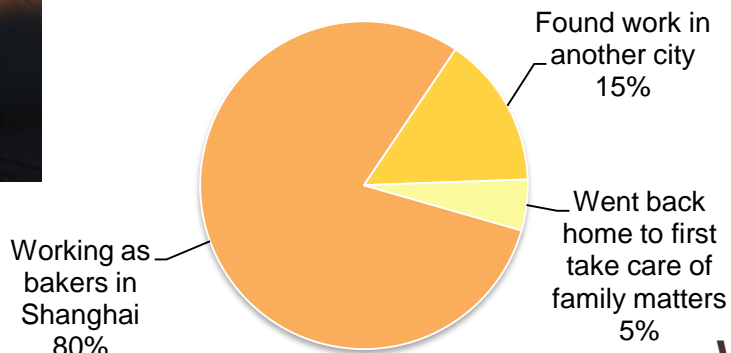
where are our Young Bakers working now?



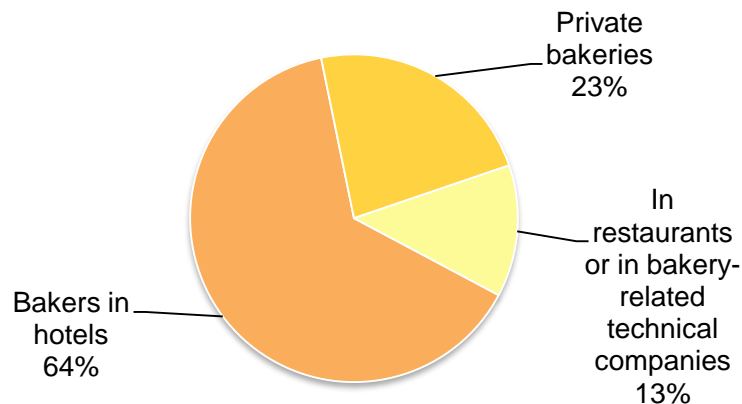
35% confirm their employment even before graduation

Others receive an average of 2-3 job offers within 2 weeks after graduation

TWO MONTHS AFTER GRADUATION



WHERE ARE THEY WORKING?



*Data for the five last classes

A committed and professional team

智行基金會
Chi Heng Foundation



Administered by a sustainable NGO:
Chi Heng Foundation 智行基金會



A multi-cultural organization made up of
full-time staff, interns and volunteers.



*Emmanuel Lenain, French Consul
Christian Vabret, Director of EFBPA*

Our bakery and pastry teachers:
outstanding graduates who furthered
their studies at the EFBPA school in
France before becoming SYB teachers.



Since 2011: the SYB social enterprise

Markets



Catering



Public classes



Consulting



Team building



All the proceeds are used to finance SYB's education and operation expenses.



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Scaling up our social impact:

Helping other NGOs to develop their social bakery program



2012: Helped **Braille Without Borders** develop a bakery training adapted to blind Tibetan youths.



2014: Supported mentally ill patients at **Crazy Bake** to develop new recipes.



2015: Working with **AmKham** to develop a cafe and bakery training program in Yushu, Qinghai, for disadvantaged Tibetan youth.



Be part of our program's success!



How to make a difference as a socially-responsible company?



Shanghai
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Make SYB part of your company's events

Shanghai Young Bakers organizes meaningful activities and services for companies who want to contribute to the success and sustainability of the program.

CATERING Services

FINGER FOOD
for your events



BREAD BASKET & CAKE BOX



CAKES & PASTRY



ACTIVITIES for your employees

TEAMBUILDINGS



WORKSHOPS



All the proceeds go to SYB charity program and help us train more disadvantaged youth.

Inspire teamwork and success with our Young Bakers

**Promote your social responsibility and
community involvement!**

- 👨‍🍳 Our program can only exist with the support of financial sponsors who believe in their **responsibilities towards those in need.**



**We offer unique
corporate volunteering activities!**

- 👨‍🍳 Our partners have the opportunity to spend a day interacting with our students and learn how to bake with them.
An unforgettable experience!
- 👨‍🍳 This is a unique opportunity to be inspired by their stories – **while giving them a chance to be ‘teachers for a day’.**

Promote corporate volunteering

Former participants include:



Read about their experience
[on our website.](#)



Enhance your corporate and brand reputation



Engaging in a CSR partnership with Shanghai Young Bakers will help you:

- 👊 Build a better public image
- 👊 Increase and improve media coverage
- 👊 Influence consumers
- 👊 Attract and retain talent



Together we can demonstrate the **value** of:

- 👊 Solidarity and team spirit
- 👊 Perseverance and opportunity
- 👊 Empowerment and respect
- 👊 Responsibility and giving back

I have a dream
I want to be a
Baker.



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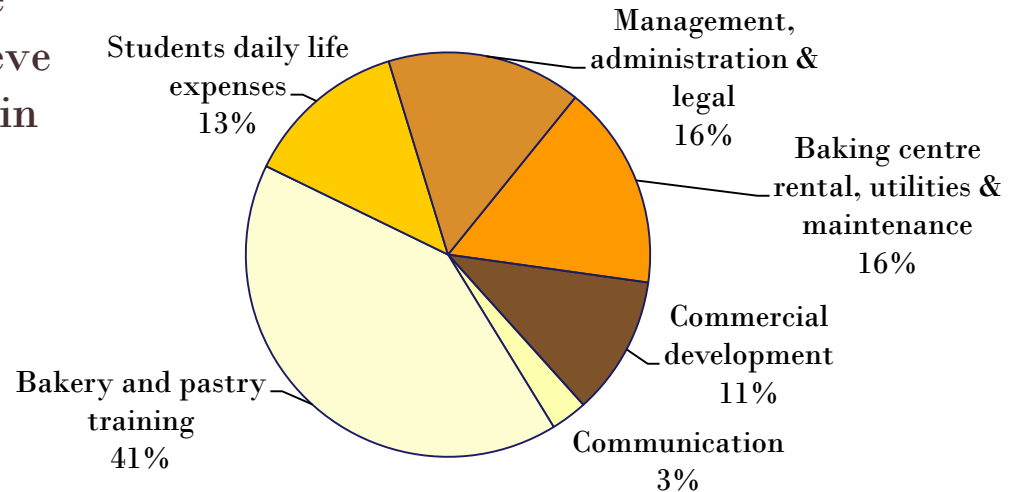
Give, and change the lives of marginalized youths

We believe that only a comprehensive
and high-quality training can really
make an impact on the youths we serve.



Our program can only exist with the
support of financial sponsors who believe
in their responsibilities towards those in
need.

**We need your support to
continue next year!**



Academic Year Estimated budget:
RMB 1,900,000



Become an SYB Partner

Benefits for the Partner

Benefits for SYB

Strategic Partner

Engage your employees:

- Share your expertise with our students;
- Enjoy a baking class taught by our students;
- Take part in our students' outings.

Experience the services of SYB social enterprise:

- Enjoy our catering services for 2 of your company events;
- Receive cake boxes at your office once per month.

Benefit from a customized communication plan:

- Have your logo featured on our website, monthly newsletter, kakemono;
- Communication among our network about your support (several articles in our newsletter and website, several posts on WeChat, Weibo, Facebook).

Sponsorship: 250-500k RMB

Support the development and operations of the program for one year: change the lives of 32 marginalized Chinese youths.

Committed Partner

Engage your employees:

- Enjoy a baking class taught by our students.
- Enjoy an outing with our students.

Experience the services of SYB social enterprise:

- Enjoy our catering services for 1 of your company events.

Benefit from a customized communication plan:

- Communication among our network about your support (several articles in our newsletter and website, several posts on WeChat, Weibo, Facebook).

Sponsorship: 100-250k RMB

Cover part of the program costs: make a significant difference in the Young Bakers' lives.

Event Partner

Engage your employees:

- Enjoy a baking class taught by our students.

Benefit from SYB communication:

- Communication among our network about the event (an article in our newsletter, posts on WeChat, Weibo, Facebook).

Sponsorship: 50-100k RMB

One-time donation: help us to improve the lives of SYB students.



- 8 TV reports in English on International Channels
- 4 TV reports in Chinese.
- >80 other Chinese media coverages.
- >50 articles in the English written and online press.
- >50 articles in the French media as well as in the French expatriate community press.





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Benefit from our comprehensive communication strategy



Back ShanghaiYoungBake...

SYB team bonds over baking and games

2015-04-25 ShanghaiYoungB...

Please click about 1 and follow 'Shanghai Young Bakers'



On Monday, April 6, SYB staff gathered at the baking center for team building baking exercises and bonding with this year's cohort of students. Staff

Shanghai Young Bakers
29 mars · 4

Chi Heng Foundation being our umbrella organization, SYB has always wanted to organize a baking class for Chiheng Foundation children. And this month, we finally had the chance! It was a day of firsts for the students and they sure had a great time.
<http://www.shanghaiyoungbakers.com/.../SYB-baking-class-with-...>

News & Events 新闻与活动 - Shanghai Young Bakers
On Sunday, March 1st, eight Chiheng Foundation-sponsored children participated in a Shanghai Young Bakers baking class featuring pain au lait, a type of brioche, and cookies. The students were in the city for the first time on a group field trip that took them to famous Shanghai cultural sites such...

SHANGHAIYOUNGBAKERS.COM

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6 personnes aiment ça.



Reach over 4,000 professionals and social-minded people in China and abroad through our monthly newsletter, featuring articles about our sponsors and the logos of strategic partners.



Reach a wide range of people in China and all over the world through our social network accounts: **Facebook**, **Weibo**, **Wechat** (each updated >3x/week, total >6,000 fans).

YouTube



Shanghai Young Bakers Introduction

Benefit from added exposure during our events



*With Stephane Le Foll,
French minister of agriculture, in May 2014*

*With Emmanuel Lenain,
French Consul in Shanghai,
at the SYB Graduation Ceremony in July 2014*



Miss California pays a visit ☺

*European Commissioner Dacian Cioloș
inaugurated our Baking Centre*



Contact us!



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Thank you!

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