

# NEWSLETTER 通讯 2021.05



我们

# NEWSLETTER 通讯 2021.05

负责人寄语

FROM THE EXECUTIVE DIRECTOR



彭琳女士是上海半岛酒店的财务副总监，2017年起担任上海嘉和公益基金会监事，本期她将与大家分享她加入上海嘉和公益基金会，参与良师益友项目的初衷以及体悟。

Ms. Veronica Peng, the Assistant Director of Finance of The Peninsula Shanghai, has been a member of the Board of Supervisor of Shanghai K Foundation since 2017. In this edition she will share her journey and take-aways from joining and becoming part of the Programme.

良师益友项目响应“十四五规划”中提出的振兴乡村的号召，积极与各地政府及公益组织对接，借助职业技能培训为农村青年赋能。这个四月，良师益友学员招募团队及志愿者团队，分赴河南、江西、河北开展良师益友项目推荐会。良师益友项目落地江西萍乡，在当地政府部门和公益组织的支持下，让更多学生和家长们了解到我们。

To proactively echo the theme of revitalizing the countryside as part of the Fourteenth Five Year Plan, we have been active in working together with various local NGO's in an effort to provide a basis for support for youths from the countryside. This April, our recruitment team and other volunteers

travelled to Henan, Jiangxi, Hebei Provinces etc. to promote the project. In particular, with the help of various local Government Departments and NGO's, we established a solid foundation in Pingxiang, Jiangxi Province and achieved a great deal in allowing local students and parents to learn about us.

上一期月报中我们为大家介绍了西式烹调专业的师生，西点制作专业同样出彩，本期我们就带大家看看西点制作专业师生们的风采。

In last month's Newsletter we witnessed the experiences of our Western Culinary youths. The boys and girls in Western Pastry are equally motivated, and in this month's Newsletter we share with you their experiences.

一路走来，上海嘉和公益基金会和良师益友项目收到来自社会各界的支持和爱心，我们希望有机会让大家更多地了解我们，因此上海嘉和公益基金会将于近期举办“公益开放日”，欢迎各界朋友莅临指导，敬请期待！

Once again, the Shanghai K Charitable Foundation has been beholden to the warm support from various walks of Society since its establishment, and it remains our hope that everybody can learn more about us. As a result, we will be holding a "Charity Open Day" in the near future, and hope that all of you can come and share your experiences!

彭晓 Shelley Peng  
执行理事和项目负责人 Executive Director

# NEWSLETTER 通讯 2021.05

彭琳

VERONICA PENG



本期月报我们采访了上海嘉和公益基金会监事彭琳女士，请她与大家分享她加入上海嘉和公益基金会，参与良师益友项目的初衷以及体悟。

We interviewed one of members of the Board of Supervisors of Shanghai K Charitable Foundation, Ms. Veronica Peng, to discover her motivation in being part of our endeavours.

**为什么加入上海嘉和公益基金会？**

**Why are you involved with Shanghai K?**

我是一个酒店行业的从业者。在互联网沉浸式发展的今天，行业如何不被电子化所取代是一个很艰巨的问题。我们不止一次自问，如何不被取代？我们的回答是：要提供有“温度”的服务。我们需要对工作有热诚、有认同感、有同理心的员工，他们对我们的客人提供发自内心的微笑，有家人般的关心和问候，这样的感受也反复出现在客人对我们的表扬信中，让他们深深迷恋不能自拔。

I am a professional within the hospitality industry. In an age of digitalization and social media, how a traditional industry can survive without being digitalized is a constant challenge we face. How not to be replaced by digitalization? Our answer is: Truly heart-felt service. We need to be highly dedicated in our work, and think from the angle of our customers. Such workers will smile at our guests from the bottom of their hearts and treat them like true family. The

feedback from guests who are treated this way re-affirms that loyalty can be achieved through such means.

在嘉和，我们就有这样一群人，他们为需要帮助的年轻人提供免费的，针对性极强，专业度极高的岗位培训，让他们通过自己的双手改变命运。这种温暖的感受深深烙印在孩子们心里，等他们踏上岗位会把这样的温暖传递下去，带给我们的客人。这就是我们所需要传播的服务理念和价值标准。

At Shanghai K, we have such a group of great individuals who are dedicated in providing a free, targeted, and highly professional training program to youths, which enables them to seize their own fate by the horn. This warm feeling leaves an indelible mark on the children which they will in turn pass on to guests. This is exactly the type of service attitude and value system that we need to foster.

“与人玫瑰，手有余香”，培养具有工作热诚和感恩心的孩子们也是我们每个社会人回馈社会的途径。嘉和也给我们提供了这样一个平台。

“It is through helping others that we ourselves become inspired.” Nurturing youths who are dedicated in their work and have a sense of gratitude also becomes rewarding for all of us who have a passion for giving back to Society. Shanghai K has provided such a platform for all of us who think likewise.

**上海嘉和公益基金会的公益理念体现在哪些方面，你能否举个例子？**

**Can you cite one experience that you feel embodies the spirit of Shanghai k?**

我们致力于培养的是一个“人”而不是一个“劳动技能者”。在半岛酒店每年的圣诞亮灯仪式上我们会邀请嘉和的学员当志愿者，售卖圣诞礼物。在最近几次的活动中，我们欣喜地发现学员们越来越自信，笑容阳光灿烂，与客人的互动也恰当得体，甚至于比有销售经验的工作人员的效果还要好，完全不怯场。当一个人被尊重，被温柔地对待以后，他们的自信会被激发出来，帮助他们恰到好处地与他人相处。这可能比帮助他们掌握某些职业技能更让基金会工作人员感到欣慰。

We are dedicated to training a human being, not just a “labourer”. Every year at the Peninsula, for the Christmas Tree Lighting Ceremony we invite Shanghai K Youths to



# NEWSLETTER 通讯 2021.05

participate as volunteers and sell Christmas Presents. Recently I have observed that our youths have become more confident, smile more, and adept and comfortable in their interactions with guests. Some of them do even better than professional sales staff and have no sign of nervousness at all. When somebody is respected and treated kindly, their confidence will shine through and this will in turn show in the way they treat others. For trainers and teachers of the Foundation, this is perhaps even more rewarding to see than the youths acquiring professional skills.

与其他公益机构相比，上海嘉和公益基金会的不同之处在哪里？

**What makes the Foundation unique?**

首先是专业性。依托着强大的实业基础、行业专业度和资金支持，铸就了基金会这一公益平台。所以我们的学员有机会得到专业老师的授课，有机会去高星级酒店实习，去行业标杆企业参观，这一行业的起点就非常的高。其次是独立性，办学场地是自有的，决策的机构保持独立、客观，不受关联方影响。所有的这一切都有助于我们把我们的理念坚持下去。

First is the level of professionalism. On the basis of a strong industry foundation and financial support, the Foundation was created as a powerful platform. As a result our youths can enjoy the training from top notch teachers, work at top notch hotels and visit benchmark companies, all within an industry which has a high barrier of entry. Secondly is the level of independence the program achieves, which is free from the influence of stakeholders given the site is self-owned and key decision making is also on a standalone basis. This enables us to maintain our principles.

对那些有意为上海嘉和公益基金会提供志愿服务的爱心人士们，你认为嘉和公益值得大家帮助的理由是什么？

**If someone was considering volunteering for the Foundation, why should they?**

我们愿每一个孩子都能被温柔地对待，或许他们生活在一个不十分优渥的家庭，但是他们每个人都那么阳光，那么懂事。我们希望你分享你的经历，你的时间或者你的支持，帮助他们开拓不一样的成长经历。我们愿意提供这样一个平台。

It is our sincere hope that every child be treated kindly. Perhaps they do not come from the best family backgrounds,

but all of them are so sensible and positive. We hope that you can share your experiences and spare some support, in helping them achieve a unique growing experience. We are here to provide the platform.

西点制作专业的高光时刻

HIGHLIGHT FROM THE WESTERN PASTRY TRACK



夏丽珍，西点制作专业，培训主管

*Shirley Xia, Supervisor*

*Culinary Vocational Training, Western Pastry*

2019年9月我加入良师益友项目，这也是我第一次到公益项目工作。我们的学员来自全国各地，他们年龄、经历和性格都不同，也就代表着他们各自的学习能力也不同。

I joined the programme in September 2019, and this is the first time I participated in Charity work. Our youths come from all around the country, and their ages, experiences and personalities are all different. The same could be said of their learning abilities.

专业技能的培训也要因材施教，循序渐进。演示课上，我们从原材料特点、制作原理到操作细节，比如烘烤温度、时间要求等，都会想方设法地用学员们能理解的方式手把手地交给他们。对于学习能力薄弱的学员，我们

# NEWSLETTER 通讯 2021.05

不仅会一对一地加以指导，还会安排学有余力的学员在侧帮助。

Practical training had to be tailored to the individual with a patient and gradual approach. During the demonstration, we start from the characteristics of raw ingredients and proceed to basic operations such as temperature, time control etc, in order to teach the youths in a way that they can understand. For youths requiring extra assistance, we not only provide one-on-one help, but also arrange that those with more ability and bandwidth assist them as well.

目前三期学员进入行业体验已有 3 个多月了，这段时间他们常回项目与学弟学妹们分享他们在五星级的工作经验以及当下各酒店的新产品新技术，还会现场演示教学。当看到四期学员们用认真、崇拜的眼神看着三期学员演示时，我们也很为他们感到骄傲！

It has been three months since Cycle 3 youths have embarked on their industry experiences, and many of them return to the Programme to share their experiences. They share their everyday work experiences as well as new skills and trends and also perform live demonstrations. We feel proud for Cycle 3 youths especially when we see the looks of admiration on the faces of Cycle 4 youths!

“看到顾客吃着我精心制作的甜品，脸上洋溢着幸福、满足的笑容，我就会特别开心”，“我看到自己做的蛋糕、慕斯杯、翻糖纸杯蛋糕、巧克力被展示在酒店的甜品台上，感觉很有成就感！”听到三期学员的这些反馈，我感到很欣慰。看来大家真的喜欢上了西式面点，因为喜欢，所以再苦再累都要全力以赴，努力做到最好。

“I am so happy every time I see customers enjoy my creations with a happy smile on their faces” “Every time I see cakes, Mousse Cups, cupcakes and chocolates I made being exhibited in the hotel dessert counter, I feel such a sense of achievement!” When I hear such feedback from Cycle 3 youths, I feel truly honoured and relieved. It seems everybody has taken on a genuine love for Western Pastry, and will strive to become the best despite all the hard work required.



**蹇琴，西点制作专业，培训助理**

**Jane Jian, Assistant**

**Culinary Vocational Training, Western Pastry**

很有幸加入了良师益友项目，在这里我带教了三期和四期的学员。三期学员已经走上了工作岗位，四期学员正在开启烘焙学习之路。

It is my honor to join the Programme, and I have been an assistant trainer for Cycle 3 and 4 youths. Cycle 3 youths have now taken their first jobs, and Cycle 4 youths are still in the process of learning to become Pastry Cooks.

在这里的教学工作既有乐趣也有很强的挑战，跟我以前的工作有些差别。我以前的工作是把研发的新产品，传授给生产的员工。他们都有熟练的操作基础，所以每一款产品他们学得很快，能知道所学产品的关键点在那里。而在这里，学员年龄都比较小，对于西点烘焙更是一张白纸。所以除了制作产品的关键点需要反复地强调，原材料的知识点也需要一一细致地讲解。面粉、鸡蛋这些最基本的原材料都要为学员做讲解，让他们认识不同的面粉怎样用于不同产品的制作。比如面包应该用高筋面粉，蛋糕、饼干用低筋面粉；鸡蛋因为新鲜度不一样，胶体浓度也不一样，制作出来的蛋糕品质会相应地变化……

Teaching here is both fun and demanding, and very different from my previous work, where my job was mainly to

# NEWSLETTER 通讯 2021.05

communicate newly developed products to production staff, who generally had very high levels of training when it came to basic operations and were therefore able to pick up very fast. In this case, youths were younger and newbies to baking. As a result, not only did I have to explain all the detailed operations, but basic knowledge regarding the raw ingredients were also necessary to teach, including even basic ingredients like eggs and flour, as well as concepts such as using bread-flour for bread baking and low-gluten flour for cakes and cookies. Different eggs, owing to difference in freshness also produced a different look and feel in the finished products they are used to produce...

除了烘焙知识点的培训，职业素养的教育也没有落下。在西点烘焙行业，从业人员需要有认真负责、严谨的工作态度，更需要坚持不懈地练习，流下的汗水与得到的收获是成正比的，只有不断地练习才会制作出好的产品。Apart from pastry skills, developing the necessary spirit and discipline is also a constant focus. In the pastry industry, professionals need to maintain a responsible and disciplined working attitude, and also need to ensure constant learning and hard work to ensure that the products are always the best of the best.

我衷心地希望我们的学员都能够成为行业的中流砥柱！  
I sincerely hope that all our graduates will become key pillars in the industry in the future!



**王慈欣, 17岁, 四期学员**  
**西点制作专业, 河北省**  
**Carol Wang, 17 years old, Cycle4**  
**Western Pastry, Hebei Province**

这个学期我们开始了实操课，然而实操课并没有我们想象的那样轻松与简单。第一次进入实操室我充满了好奇与新鲜，第一次动手的时候我特别紧张，害怕自己做的不够好，但当通过老师的指导做出第一个作品后，我充满了“骄傲”与惊喜，我不再怀疑自己的能力，敢于大胆动手实操起来。在实操中我们避免不了会犯错，然而西点更多的是要注意细节，容易出错的地方我会拿本子记录下来提醒自己。一分耕耘一分收获，现在的我每天都在进步，懂得理论知识也多了，手头上功夫也熟练了。有两位优秀专业老师的带领相信我们一定会做的更好、学的更多。

This semester we began our practicum, however it is not as easy as I thought. The first time I entered the practical kitchen I was filled with curiosity but became very nervous when it was my turn. After I achieved my first creation with guidance from the teacher I was filled with joy and pride and no longer doubted my abilities. Thereafter I became more confident. Mistakes were inevitable in our work, and the key is to focus on details and actively record our mistakes in a log



# NEWSLETTER 通讯 2021.05

book. Practice makes perfect, and I am making progress every day, not only learning more theory but also becoming more adept with my hands every day. With the guidance of two highly professional teachers no doubt we will learn far more.

在良师益友项目中，我不仅学习到很多知识，更感受到家的温暖。这个学期我变得更自律与自信，每一天的学习都给我带来不一样的感受，收获满满！我希望良师益友项目越来越好，培养出更多更优秀的学员！

As part of the programme, I not only gained much knowledge and feel the warmth of family. This semester I have become more self-disciplined and confident, and every day is a brand new rewarding experience. I wish the best for the Programme and hope that more outstanding youths can graduate from the program.



**钟田田, 22 岁, 四期学员**  
**西点制作, 湖南省**  
**Cindy Zhong, 22 years old, Cycle4**  
**Western Pastry, Hunan Province**

这学期初我们就开始上实操课了，在看老师演示的时候我们都觉得很简单，轮到自己做的时候却出现各种小问题。一开始称材料的时候总是手忙脚乱，做东西也常常失败，感觉很挫败。慢慢地开始上手了。看着普通的黄油、鸡蛋、面粉、糖等变成一个完美的工艺品时，我会

很有成就感。老师会让我们品尝自己的作品，虽然不是完美，但因为是自己动手做的所以觉得很美味。我想着要好好学习，回家的时候做给家人吃。

We have begun practicum training this semester. At first the teacher's demonstrations made the tasks look easy, but whenever we tried to do it ourselves we ran into all kinds of little problems. Weighing the ingredients was a hectic experience, and failure was common, which definitely took some getting used-to. Eventually we became more comfortable, and seeing common ingredients like butter, eggs, flour, and sugar become wonderful pieces of art was a huge sense of achievement. The teachers allowed us to taste our own creations, and although they weren't perfect, the fact that we made them ourselves made it very enjoyable. I want to get better at this and share my creations with the folks back home!

学校给我们提供了最好的学习环境，实操老师也很负责地把每一个知识点都讲得很详细，对于我们这种学习基础弱的同学，两位老师都是循序渐进、手把手的教导，要说今年最大的收获大概就是遇到这样亦师亦友的老师，结识一群志同道合的伙伴。

The Programme has given us the most ideal learning environment, and all the practicum teachers do an excellent job in explaining every single point to us. For those of us who have a weaker learning foundation, the teachers adopt a gradual, hand-in-hand learning approach. My biggest personal gain this year is getting to know such helpful teachers and like-minded companions.

来良师益友项目之前我工作过几年，但那时候我不爱学习，工作中遇到问题也不积极面对。来了之后我发现良师益友的学员都很努力，会各种各样的才艺，这对于已经步入过社会的我来说备受打击，因为我的懒惰和别人已经拉开了很大的差距，好在一切都还来得及。在这里学习的几个月里，我更加认清自己，学会了思考和规划，不再焦虑，努力学习以前落下的知识。不停的往前走，希望未来的我不再后悔，有更多的选择权。

I had worked for a few years before joining the Programme, but at that time I did not really have a proactive learning mindset and was not in the habit of tackling problems

# NEWSLETTER 通讯 2021.05

proactively. After I joined the program I found that all other youths were very diligent and talented, which was somewhat of a blow to my ego having already had some social experience, as I felt that some of my own lack of proactiveness contributed to this situation. Fortunately there is still time to change. Within the past few months, I gained a clearer understanding of myself and learned to think, plan, and stop worrying. Therefore I was able to make up some of the gaps. I must march on resolutely with no regrets so that I can have more choices in life in the future.

## 良师益友助力乡村振兴

JIAHE VOCATIONAL TRAINING AND MENTORING PROGRAMME EMBRACES THE STRATEGY OF RURAL VITALIZATION

良师益友项目积极对标乡村振兴，与各地政府及公益组织对接，借助职业技能培训为农村青年赋能。

The Jiahe Vocational Training and Mentoring Programme is actively participating in rural vitalization through collaborating with a variety of local NGO's and doing its part in training up local youths in professional skills.



河北张家口项目推介会

Roadshow at Zhangjiakou in Hebei Province

四月良师益友的学员招募团队走南闯北，分赴河南、江西开展良师益友项目推荐会。河北崇礼公益在张家口地区为良师益友项目开展项目推介。4月25日，训导主任于瑶琼在智行基金会的协助下，到河南周口的多所中学进行项目宣讲。

In April, the recruitment team travelled all around the country with stops in Henan and Jiangxi to promote the project. Hebei Chongli Local Charity Organization also assisted in promoting the Project in the Zhangjiakou area. On the 25<sup>th</sup> of April, Head of training Yu Yaoqiong, under the assistance of the Zhixing Charity Foundation, made a trip to Zhoukou, Henan Province to introduce the project at various Middle Schools.



河南周口项目推介会

Roadshow at Zhoukou in Henan Province

4月27日上海嘉和公益基金会与江西省萍乡市行健公益志愿者协会签订“乡村振兴人才培养计划——嘉和良师益友项目合作协议”，行健公益志愿者协会将积极在萍乡地区为良师益友项目开拓学员招募渠道

On the 27<sup>th</sup> of April, Shanghai K Charitable Foundation signed an MOU of collaboration on Talent Development for Countryside Revitalization with the Jiangxi Pingxiang Xingjian Charitable Foundation. Xingjian Foundation will actively explore local recruitment opportunities and channels for the Foundation within the Pingxiang area.



# NEWSLETTER 通讯 2021.05



## 江西萍乡签约仪式

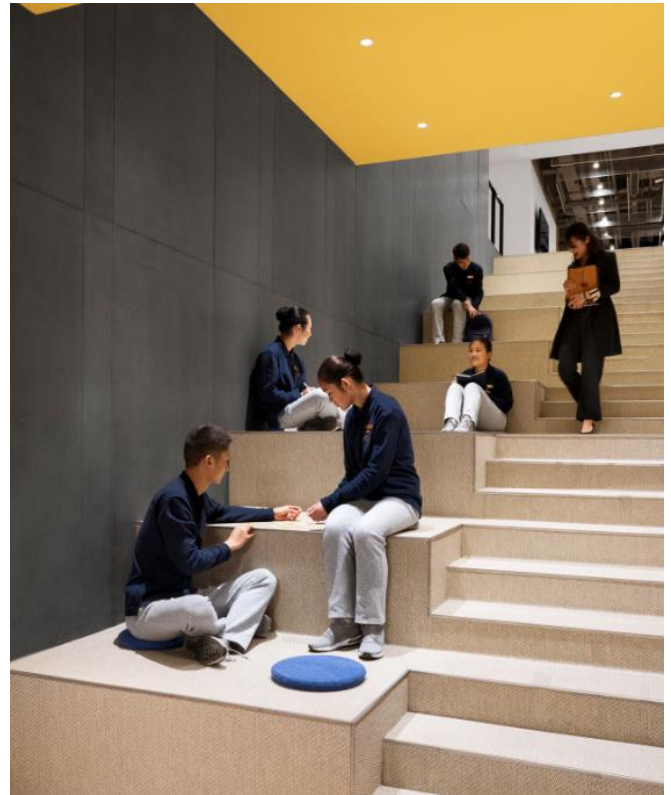
### Strategic Cooperation Signing Ceremony at Pingxiang in Jiangxi Province

之后团队奔赴江西南昌，在南昌青汇成的组织下，为南昌当地的民政部门和公益组织介绍良师益友项目。

Thereafter, the team went to Nanchang, Jiangxi Province, and with the assistance of Nanchang Qinghuicheng Foundation, introduced the project to the Local Ministry of Civil Affairs and other NGO's.

良师益友项目学员招募正在进行中，感兴趣的学生、家长、公益组织等，可关注上海嘉和公益基金会的微信公众号（公众号“嘉和公益”或“jiahegongyi2017”）了解更多信息。

Recruitment is under way, and interested youths, parents, and NGO's can learn more about the Foundation through our Wechat Official Account at "jiahegongyi2017".



# NEWSLETTER 通讯 2021.05

## 加入月捐

### MONTHLY DONATIONS

我们在联劝平台上开通了月捐，你可以扫描二维码加入良师益友项目月捐，或为良师益友项目进行一次性捐赠，支持良师益友项目的运营。

Become a monthly donor! You can simply scan our donation QR code established in partnership with Shanghai United Foundation and follow the instructions to help us financially.



## 赞助机会

### SPONSORSHIP OPPORTUNITIES

亲爱的朋友们，伸出您热情的双手，参与到良师益友项目中来，欢迎赞助或引荐朋友赞助以下事项。

Please help us and consider sponsoring one of the following or refer us to your friends and associates who may be able to assist us:

- 三期 56 名学员将于 2021 年 9 月举行毕业典礼：  
**For Cycle 3 ending in September 2021 for 56 youths:**
  - 预计费用为 25,000 元  
¥25,000 for the graduation ceremony
- 四期 45 名学员将于 2022 年 2 月举行毕业典礼：  
**For Cycle 4 ending in February 2022 for 45 youths:**
  - 毕业典礼预计费用为 25,000 元  
¥25,000 for the graduation ceremony
  - 毕业旅行预计费用为 65,000 元

¥65,000 for the graduation trip

- 五期 80 名学员将于 2021 年 9 月入学，项目运营将需要以下费用。

#### For Cycle 5 beginning in September 2021 for 80 youths:

- 防水的冬季外套，费用 24,000 元  
¥24,000 for waterproof winter jackets
- 开学典礼，费用 25,000 元  
¥25,000 for the intake ceremony
- 军训，费用 25,000 元  
¥25,000 for the military-style bootcamp
- 心理咨询服务，费用 26,400 元  
¥26,400 for psychological counselling services
- 第三方检测与评估，费用 30,000 元  
¥30,000 for Monitoring & Evaluations
- 短袖和长袖校服，费用 38,400 元  
¥38,400 for short and long-sleeved polo shirts
- 学员考职业资格证书，费用 76,200 元  
¥76,200 for trade certification tests
- 西式烹调和西点制作培训设备，费用 92,474 元  
¥92,474 for culinary teaching equipment

详情请联系王蓓蓓女士：[gracewang@shanghaik.org](mailto:gracewang@shanghaik.org).

To sponsor one of the above items, please contact Ms. Grace Wang at [gracewang@shanghaik.org](mailto:gracewang@shanghaik.org).

## 支持我们

### SUPPORT US

请将月报分享给你身边的朋友、同事，让更多的人了解良师益友项目，并加入我们。

Please share this newsletter with your friends and colleagues and help us expand our circle of friends and supporters.

您亦可以在您的周围为我们筹款，了解更多信息，请联系王蓓蓓女士：[gracewang@shanghaik.org](mailto:gracewang@shanghaik.org)。

You can also help fund-raise for us within your community. To explore opportunities, please contact Ms. Grace Wang at [gracewang@shanghaik.org](mailto:gracewang@shanghaik.org).

# NEWSLETTER 通讯 2021.05

## 工作人员

### CREDITS

编辑 Editor	王蓓蓓 Grace Wang
文字 Contributing Writers	陈宝山 Paul Tchen 蹇琴 Jane Jian 彭琳 Veronica Peng 王蓓蓓 Grace Wang 王慈欣 Carol Wang 夏丽珍 Shirley Xia 钟田田 Cindy Zhong
校订 Proof-reader	汤池 Tony Tang
联络信息 Contact	上海 201199 市闵行区秀 文路 908 弄 D 栋 3 楼 3F Building D No. 908 Xiuwen Road Minhang District Shanghai 201199
电话 Telephone	+86 21 6197 9500
邮件 Email	office@shanghaik.org
公众号 WeChat	jiahegongyi2017

