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AWARENESS, QUESTION, PRACTICE, DEVOTION



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电子科技大学
经济与管理学院

MBA



社会责任 活动集锦

Social Responsibility
Activities Highlights



ASSOCIATION
OF
AMBA
ACCREDITED



序 Preface

电子科技大学经济与管理学院MBA项目的使命是培养数智时代具有科技素养、创新精神、管理能力和社会责任的未来领导者。为了大力推进我校MBA社会责任建设，传播公益理念，在MBA教育中心、电子科技大学MBA校友会、电子科技大学MBA联合会共同倡导下，从2013年9月开始，在电子科技大学MBA新生入学导向中正式启动了以“勇担社会责任，共筑公益沃土”为主题的公益活动。自启动公益活动后，截止到2023年，电子科技大学4590名MBA学生组成314个项目团队加入到公益活动并将爱心传播给了社会。据不完全统计，通过网站、微信和微博的点击量达到了1500余万次，一共募集爱心款和爱心物资近477.3万元，吸引500余家企业和6000余名志愿者参与，帮扶对象4000余人。电子科技大学MBA项目秉承公益不分大小的理念，只要通过学员精心组织的爱心活动，实实在在帮助到社会上有需要的人，那么我们的公益活动就发挥了它应有的作用。所以，从活动开始以来，持续受到社会各界的好评。让我们共同携手，将电子科技大学MBA公益理念一直地传播下去。

The mission of the MBA program of SME at UESTC is to cultivate future leaders with technological literacy, innovative spirit, management ability and social responsibility in the age of digital intelligence. Since September 2013, the MBA orientation ceremony has officially launched the public service activity themed on "Shoulder Social Responsibility and Build Fertile Soil for Public Welfare", which was jointly initiated by the MBA Education Center, MBA Alumni Association and MBA Joint Association in order to promote the construction of social responsibility and spread the philosophy of public benefit. As of year 2023, 4,590 MBA students from UESTC have formed 314 teams to devote themselves into public welfare activities and spread their love to the society. According to incomplete statistics, the number of media clicks on the website, WeChat and Weibo reached more than 15 million times, and donations and supplies amounted to a total of nearly 4.773 million yuan. These activities attracted the participation of more than 500 corporations and over 6,000 volunteers and helped or supported more than 4,000 persons. The MBA program of UESTC adheres to the concept that regardless of size, as long as it really helps people in need in the society through the love activity carefully organized by the students, then our public service activity plays its due role actually. Therefore, since the beginning of the activity, it has been praised by all walks of life all the time. Let's work together to spread the public service concept of the MBA program of UESTC continuously.

历年公益活动简介 Introduction to Public Service Activities over the Years

2015级：共组成18个公益小组，学生们注重借助互联网方式对公益事业进行传播，希望更多的人关注社会责任，公益活动的媒体点击量达到15万次，共募集现金善款及爱心物资60余万元。

MBA 2015：18 public service teams were formed, and students paid attention to spread public service undertakings through the Internet, hoping more people pay attention to social responsibility. And the media hits of public service activities mounted up to 0.15 million times as a total of more than 0.60 million yuan was raised in cash and charity supplies.

2016级：共组成24个公益小组，同学们大多传承了前几年的学生的经典公益活动，经粗略统计：2016级学员公益活动的媒体点击量达到了50万6千人次，一共募集爱心款和爱心物资40余万元。

MBA 2016：24 public service teams were formed, and they inherited the majority of classic public service activities in previous years. According to rough statistics, the media clicks of the public welfare activities of this cohort reached 0.506 million times, and a total of more than 0.40 million yuan was collected in love funds and care supplies.

2017级：共组成38个公益小组，2017级学生公益活动获得国内50多家主流媒体约200次报道，网络直播观看人数超过40万次，最终筹得现金善款和爱心物资近50余万元。

MBA 2017：38 public service teams were formed. The public service activities were reported by more than 50 mainstream media in China about 200 times, and over 0.40 million people watched the webcast and nearly 0.50 million yuan including cash and supplies were raised eventually.

2018级：共组成40个公益小组，2018级学生公益活动获得90家企业参与赞助，带动志愿者645人参加公益活动，网络直播参观人数超194万次，约314次国内主流媒体报道，媒体报道点击量约200万次，一共募集爱心款和爱心物资超过46万元。

MBA 2018：a total of 40 public service teams were formed. Public service activities were sponsored by 90 enterprises, and 645 volunteers participated in public service activities. Over 1.94 million people were attracted to watch the webcast, and those activities were reported by domestic mainstream media about 314 times with about 2 million hits. A total of more than 0.46 million yuan was raised in donations and supplies.

2019级：共组成46个公益小组，2019级学生公益活动获得210家企业参与赞助，带动志愿者2344人参加公益活动，网络直播参观人数超568万次，约330次国内主流媒体报道，媒体报道点击量约300万次，一共募集爱心款和爱心物资超过45万元。

MBA 2019：46 public service teams were formed. The public service activities were sponsored by 210 enterprises, and 2,344 volunteers participated in those activities. The number of webcast visitors exceeded 5.68 million, and those activities were reported by domestic mainstream media about 330 times with about 3 million hits. A total of donations and supplies collected exceeded 0.45 million yuan.

2021级：共组成37个小组，2021级学生公益活动获得100家企业参与赞助，带动752名志愿者参与公益活动，约300次国内主流媒体持续报道，媒体点击量约560万次，共筹集爱心物资和善款约44万元。

MBA 2021：37 groups were formed. The public service activities of MBA class of 2021 students were sponsored by 100 companies, and 752 volunteers were encouraged to participate in those activities. About 300 domestic mainstream media continued to report, with about 5.60 million media hits, raising love materials and donations of about 0.44 million yuan.

2022级：共组成38个小组，2022级学生公益活动获得53家企业参与赞助，带动1074名志愿者参与公益活动，约130次国内主流媒体持续报道，媒体点击量约69万次，共筹集爱心物资和善款约38万元。

MBA 2022：38 groups were formed. The charity activities of MBA class of 2022 students were sponsored by 53 companies, and 1074 volunteers were encouraged to participate in charity activities. About 130 times domestic mainstream media continued to report, and the media hit about 0.69 million times, raising love materials and donations of about 0.38 million yuan.

2023级：共组成39个小组，2023级学生公益活动获得90家企业参与赞助，带动617名志愿者参与公益活动，约175次国内主流媒体持续报道，媒体点击量约300万次，共筹集爱心物资和善款约25万元。

MBA 2023：39 groups were formed. The public service activities of MBA class of 2023 students were sponsored by 90 companies, and 617 volunteers were encouraged to participate in public service activities. About 175 domestic mainstream media continued to report, with about 3 million media hits, and a total of about 250,000.00 yuan of love materials and donations were raised.

由于公益活动的项目较多，印刷版面有限，所以本中心从历年的公益活动中挑选了部分有代表性的公益项目进行展示，但是公益不分大小，希望通过我们的平台呼吁社会大众一起关注你身边的公益，让我们一起“做公益事业的行动者，当爱心奉献的传播者”。
Due to the large number of public service activities and limited printing space, the representative projects have been selected since 2014 for display. However, public service is not limited in size. We hope to attract the attention to the public service around you through our platform, and let us be "actors of public service and disseminators of love and dedication" together.

2015级爱心LOGO



2016级爱心LOGO



2019级爱心LOGO



2021级爱心LOGO



2017级爱心LOGO



2018级爱心LOGO



2022级爱心LOGO



2023级爱心LOGO



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Part One

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| 绿自然 | Green Nature Team |
| 络益 | Luoyi Team |
| 闪电联 | Lightning Federation Team |
| 阳光之翼 | Wing of Sunshine Team |
| 未来之星 | Future Star Team |
| 梦想1919 | Dream 1919 Team |
| 微光小组 | Twilight Team |
| 星之翼 | Star Wings Team |
| The One | The One Team |
| 风鹏公益 | Fengpeng Charity Team |

精准扶贫 & 乡村振兴

Rural Vitalization &
Targeted Poverty Alleviation



2014级“绿自然小组”开展“举手之劳、义心为农”主题公益活动，对雅安市名山县建山乡飞水村果农进行现场慰问并建立长期合作帮扶关系。通过微信平台为雅安果农销售猕猴桃2万多斤，实现增收150,000.00余元，实现以“授人以渔”的方式解决地震灾区农民水果滞销现状。



Green Nature Team of MBA 2014 carried out a public welfare activity on the theme of "As Easy As Raise Your Hand, Righteous Heart for Fruit Farmer", to provide on-site funds and materials to fruit farmers in Feishui Village, Jianshan Township, Mingshan County, Ya'an City, and established long-term cooperation and assistance relationships with them. Through the WeChat platform, they sold more than 10,000 kilos of kiwi fruit for Ya'an fruit farmers, realizing an increase of more than 150,000.00 yuan. They solved the problem of overstocking fruits for farmers in the earthquake-stricken areas by the way of "teaching people how to fish".



2016级“络益小组”携手广元剑阁剑门关土鸡协会开展“互联网+助力剑阁县精准扶贫”活动。旨在通过“以购代捐”的方式，帮助推广剑门关土鸡健康生态品牌，改变土鸡滞销现状。络益小组通过微店、微信、QQ等互联网营销方式进行了精准推广销售，为农户开辟了新的销售模式。

The LuoYi Team of MBA 2016 and Jianmenguan Native Chicken Association in Jiange, Guangyuan city undertook the activity of "Internet Plus assisting targeted poverty alleviation in Jiange County" designed to help promote and sell Jianmenguan Native Chicken for its salubrious nature by means of buying instead of donating. The LuoYi Team created a new sales model for the peasants through targeted promotion and marketing on such platforms as WeChat and QQ et al.





2016级“闪电联小组”在国家产业扶贫、精准扶贫的政策指导下，针对北川羌茶面临的困境，闪电联公益小组，于2016年7月23日，驾车穿越北川遗址，经历山体滑坡，登上海拔1800米的茶山，对国家地理标志产品“北川苔子茶”进行实地考察，并与北川政府、茶叶协会、茶企、茶农进行交流座谈，达成了为期三年的四项合作计划：①羌茶品牌包装策划；②支持产品在“购食汇”、“智易家”电商平台上线；③绵阳企事业单位集采合作；④微信、微店平台建立技术支持。通过长期合作，提升羌茶品牌知名度和美誉度，带动羌族地区经济发展，助力产业扶贫，使当地茶农获得长期收益！

In view of the difficulties impeding ancient Qiang tea of Beichuan county, the Lightning Federation Team guided by the national policy of industrial and targeted poverty alleviation drove all the way through the Beichuan ruins in defiance of landslides and climbed up the tea mountain at an altitude of 18 hundred meters. They conducted a field visit to the "Beichuan Moss Tea", a national product of geographical indication as well as communicated with the government, Tea Associations, tea enterprises and tea farmers of Beichuan county after which four three-year cooperation plans were settled as follows: ① to design brand packaging of ancient Qiang tea; ② to support product sales on such online platforms as "Goushihui" and "Zhiyijia"; ③ to cooperate with collective purchase of enterprises and public institutions in Mianyang city; ④ to set up technical support on the platform of We Chat and its online stores. Such long-term cooperation would enhance the brand awareness and reputation of the ancient Qiang tea, promote economic development in the region of the Qiang ethnic minority, and facilitate its industrial poverty alleviation, so that the long-term benefits of local tea farmer could be ensured!



2017级“阳光之翼小组”从阿坝州金川县马尔邦乡政府建档立卡的贫困户中选出帮扶对象，通过水滴筹募集资金制作水果包装箱500个，线上线下为贫困户销售青脆李3000多斤，售价从去年的1元/斤提高到5元/斤，实现销售收入近16,000.00元，为农户增收超过8,000.00元，公益直播观看量近万人次，公益活动获得8家媒体报道，社会反响巨大。



The Wing of Sunshine public welfare team of MBA 2017 selected the target of aid from the registered poor households affirmed by the Ma'erbang township government of Jinchuan County, Aba Prefecture. The team raised funds on the Shuidichou Donation Platform to make 500 fruit packaging boxes and sold over 1,500 kilograms of green crisp plums for poor households through online and offline channels with the sales revenue of nearly 16,000.00 yuan and an increase of over 8,000.00 yuan for farmers. Reported by eight media, this activity achieved the popularity of nearly 10 thousand in terms of live broadcast, having profound social impact.





2018级“未来之星小组”旨在关注特殊群体儿童健康成长，为了使帮扶具有针对性，“未来之星”小组挑选了11户代表性的家庭进行家访，制订了精准的帮扶计划：一是，儿童教育专家定制助学讲堂。二是，科大校园行启蒙儿童梦想。此次活动共获得8家爱心单位倾力相助，筹集资金总计14,000.00元，筹集物资总价值4,782.00元。活动得到搜狐等6家主流媒体报道，点击量累计超过115万次，使本次活动获得巨大的社会影响力。



Designed to care for the healthy growth of children from special groups, the Future Star Team of MBA 2018 visited 11 typical families so as to achieve targeted assistance. The assistance plan were settled into two aspects: on the one hand, child-education specialist offered customized lectures. On the other hand, Students of UESTC made efforts to enlighten children's dreams. Reported by six mainstream media like Suhu.com with over 1.15 million hits accumulatively, the activity received a total of 14,000.00 yuan donation and supplies with value of 4,782.00 yuan from eight caring institutions, which made profound social impact.



2019级“梦想1919小组”通过加强农户的电商销售意识，为农户建立电商平台和渠道，与“成都双碑果蔬农民合作社”、“成都市贾家镇双林村委”签订《产地直销协议》，帮助农户提升销量，实现销售收入22,718.00元。



Dream 1919 Team of MBA 2019 has established e-commerce trading platforms and channels for farmers to strengthen farmers' awareness of e-commerce sales. They had signed the *Direct Sales Agreement on Place of Origin* with "Chengdu Shuangbei Fruit and Vegetable Farmers Cooperative" and "Shuanglin Village Committee of Jiajia Town, Chengdu City" to help farmers increase sales and achieve sales income of 22,718.00 yuan.





少年强，则国强。2021级“微光小组”号召爱心人士帮助贵州省岑巩县大有镇大坪同心社区建设青少年兴趣班，关爱最大的“异地搬迁社区”青少年们的发展，以此推动乡村振兴。在不到一周的时间里，共收到十一家爱心企业及个人价值约113,800.00元的爱心物资及善款。



If the young people are strong, the country will be strong. The Twilight Team of MBA 2021 called on caring people to help build a youth interest class in the Daping Tongxin Community, Dayou Town, Cengong County, Guizhou Province, and care for the development of the young people in the largest "relocation community" in order to promote rural revitalization. In less than a week, a total of eleven caring companies and individuals have contributed love materials and donations worth about 113,800.00 yuan.



星之翼

2021级“星之翼小组”积极对接乐山峨边彝族星星村，开展“赋能乡村振兴，助力可持续发展”公益活动。小组成员两次实地调研、慰问百岁老人、送健康监测手环及线上直播当地人文风貌，与星星村签订战略合作协议，两次产品直播带货，千余名观众收看，线上线下销售近30,000.00元，活动得到了新华网、中华网、今日头条、腾讯网等11家主流媒体的争相报道。



Star Wings Team of MBA 2021 actively docked with the Xingxing Village of Yi nationality, Ebian County, Leshan City, and carried out the public welfare activities of "Empowering the Village to Rejuvenate and Assisting Sustainable Development". The team members gave condolences to centenarians, sent health monitoring bracelets and live broadcast of the local cultural scene online through two field investigations. They signed a strategic cooperation agreement with Xingxing Village and sold the local products via live-streaming marketing, which drew more than a thousand viewers watched, achieving sales of nearly 30,000.00 yuan offline and online. The event was reported by 11 mainstream media including Xinhuanet, China.com, Today's Headlines, and Tencent.com.



2021级“The One小组”在成都市金堂县红旗村举办“一颗柚子——乡村产业振兴，信息科技助力”主题公益活动。发挥MBA学生的所学所能，结合信息科技和互联网思维，为乡村振兴贡献力量。活动获得华为等6家企业爱心善款30,000.00元，现场直播带货20分钟销售额近千元。活动被电视台、红星新闻等十多家媒体报道50余次并收获500万+流量。



The One team of MBA 2021 held a public welfare activity on the theme of "One Grapefruit-Rural Industry Revitalization, Information Technology boosting" in Hongqi Village, Jintang County, Chengdu. Team members can play their constructive roles in rural revitalization with those they learned and IT and Internet thinking combined. The event won 30,000.00 yuan for charity donations from 6 companies including Huawei, and the sales amount was nearly 1,000.00 yuan with 20 minutes' live-streaming marketing. The event has been reported over 50 times by more than a dozen media including TV stations and Red Star News and received more than 5 million traffic.



The Fengpeng Charity Team of MBA 2021 launched a public welfare activity with the theme of "Love accompanying healthy growth, science and technology helping agriculture and green development" in conjunction with the People's Government of Fengyi Town, Mao County, Aba Prefecture, Sichuan. A total of 5 companies sponsored the event, raising 10,000.00 yuan for charity, loving materials worth more than 26,000.00 yuan and 5,000.00 yuan for loving books, organizing cultural and creative handicraft activities and donating more than 2,000.00 yuan worth of public welfare environmental bags. The live broadcast platform of this event received about 26,000 likes.



2021级“风鹏小组”联合四川阿坝州茂县凤仪镇人民政府开展“爱心培育健康成长，科技助农绿色发展”为主题的公益活动。活动共计5家企业赞助，筹集爱心善款10,000.00元，价值26,000.00余元的爱心物资，爱心书籍5,000.00元，举办文创手工活动并捐赠价值2,000.00余元的公益环保袋。本次活动直播平台点赞量约2.6万余次。



Part Two 2

环境保护
Environmental
Protection

- | | |
|------------|---------------------------|
| 天涯若Bling | Tianyaruo Bling Team |
| 破风行动 | Wind Breaking Action Team |
| 光芒 | Light Team |
| Plogging成都 | Plogging Chengdu Team |
| 成集思瀚 | Pooling Thoughts Team |
| 保十洁 | Bao Shi Jie Team |



2017级“天涯若Bling小组”在眉山市青龙镇开展了“传承绿色发展，共建生态岷江”的环保公益活动，活动主要由环保宣传，河道清淤，绿化种植三个部分组成。本次活动共募集善款9,010.00元，发放宣传资料900余份，种植香樟树一排15棵，月季300株，并有15名当地青年志愿者积极参与到活动中来。



In Qinglong town of Meishan city, Tianyaruo Bling Team of MBA 2017 launched the environmental welfare activity of Inheriting Green Development and Co-building Ecological Minjiang River. The activity was mainly composed of such three parts as environmental protection publicity, river dredging and green planting. This activity raised a total of 9,010.00 yuan and distributed more than 900 copies of publicity materials. Apart from 15 camphor trees and 300 Chinese roses planted, 15 local young volunteers actively participated in the activity.





2018级“破风行动小组”发起“不孤单，蓉易行”公益活动，活动分为“单车文明行”、“关爱环卫工人”两个部分。旨在唤醒社会大众对环保的关注，以及理解工作在环保一线的工作人员的不易。在“单车文明行”活动中，队员们整理了大量杂乱不堪的单车现场并通过向市民发放宣传单和现场直播的形式进行文明宣传。“关爱环卫工人”通过网络平台筹得资金2,267.55元，购买了米油等慰问品，对辛苦工作在一线的环卫工人表达了敬意和感谢。



The Wind Breaking Action Team of MBA 2018 initiated the public welfare activity with a theme that "you're not alone in Chengdu," which was divided into such two parts as polite cycling and caring for sanitation workers. It was designed to arouse the public's awareness of environmental protection and have those working on the front line of environmental protection understood better. During the activity, the team members sorted out a large number of messy bicycles and encouraged polite manners by distributing leaflets and live broadcast. Besides, they



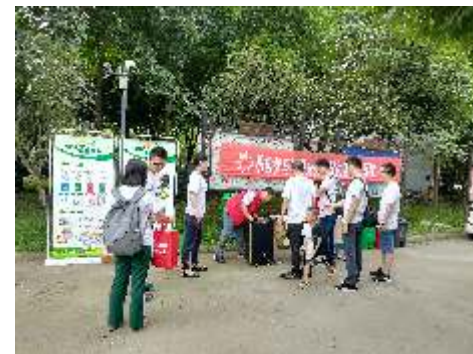
spent more than two thousand yuan raised from the online platform in purchasing some rice, oil etc., thus to express gratitude to the sanitation workers in the front line.



2018级“光芒小组”在天府新区大林社区展开了一系列垃圾分类的宣传活动，包括设点宣讲、入户宣讲、室内党员干部宣讲和有奖问答、与大林镇村社干部座谈。搜狐网等5家知名媒体进行了报道，浏览量超10万次。

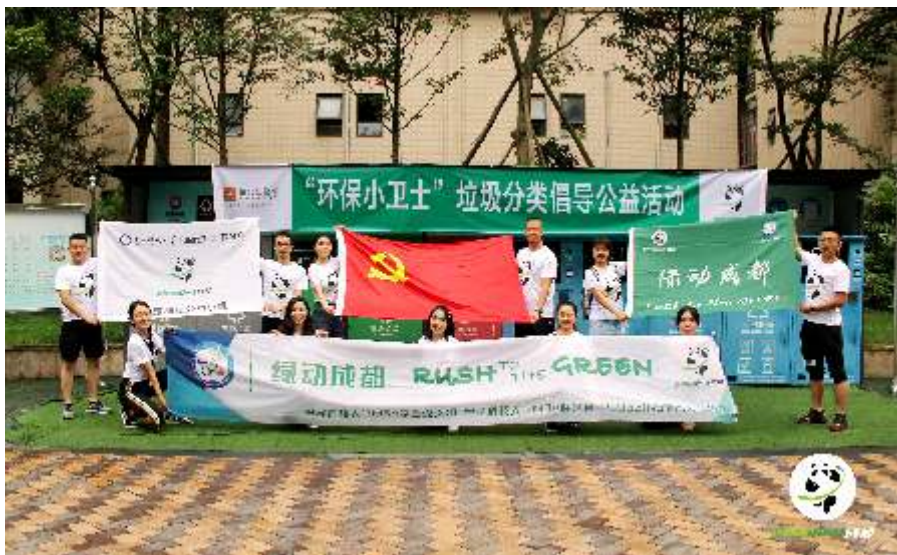


The Light Team of MBA 2018 carried out a series of garbage classification promotion activities in Dalin community of Tianfu New Area including promotion site set-up, household promotion, lectures given to party members and cadres, award-winning quiz and seminar among community cadres of Dalin village. Sohu and other four well-known media gave a report on the event, which was viewed more than 100 thousand times.





2019级“Plogging成都小组”致力于环保+健身的公益活动，封面新闻、成都全接触对活动进行了报道。活动共筹集资金8,399.00元，物资价值10,500.00元。



The Plogging Chengdu Team of MBA 2019 was committed to the public welfare activity of environmental protection and fitness. The Cover News and Chengdu Full Contact reported the activity, which raised a total of 8,399.00 yuan and materials worthy of 10,500.00 yuan.



2019级“成集思潮小组”开展了“垃圾分类，你OK吗？”主题公益宣讲，邀请5位来自不同行业的环保专家展开分享，吸引数百名垃圾分类从业者、政府单位以及热心市民的参与。活动筹得爱心物资超20,000.00元。

The Pooling Thoughts Team of MBA 2019 started the welfare publicity with a theme that whether you're ok with the garbage classification. Those Who participated in this activity consisted of five environmental experts from different industries, attracting hundreds of garbage sorting practitioners, government units and enthusiastic citizens. The activity raised caring supplies worthy of more than 20,000.00 yuan.





2021级“保十洁小组”发起“保护自然+清洁地球”环保公益活动，在崇州白塔湖开展徒步捡垃圾活动，宣传和践行环保理念。成功研发户外专用垃圾支架，并已申报国家专利。募集企业赞助金16,000.00元，联合成都3家公益组织，将垃圾支架免费安装到川西各地。目前已有甘孜州雅江县柯拉乡提出需求，为其辖区内318国道沿线等场所安装户外垃圾支架。



Bao Shi Jie Team of MBA 2021 launched the “Protect Nature & Clean Earth” environmental protection public welfare activity, and carried out a hiking activity to pick up garbage around Baita Lake, Chongzhou, to promote and practice the concept of environmental protection. Successfully they researched and developed a special outdoor garbage bracket, and had applied for a national patent. They raised corporate sponsorships of 16,000.00 yuan collaborating with three non-profit organizations in Chengdu, and installed garbage brackets in various areas in western Sichuan freely. At present, Kela Township, Yajiang County, Ganzi has put forward a demand to install outdoor garbage brackets in places along the 318 National Road in its jurisdiction.



Part Three

3

- | | |
|----------|----------------------------|
| 缘梦 | Dream Team |
| 小伞兵 | Small Paratroopers Team |
| 益科大树 | Yikedashu Team |
| 成光片语 | Chengguang Pianyu Team |
| 创为者联盟 | Entrepreneur Alliance Team |
| Gingko小组 | Gingko Team |

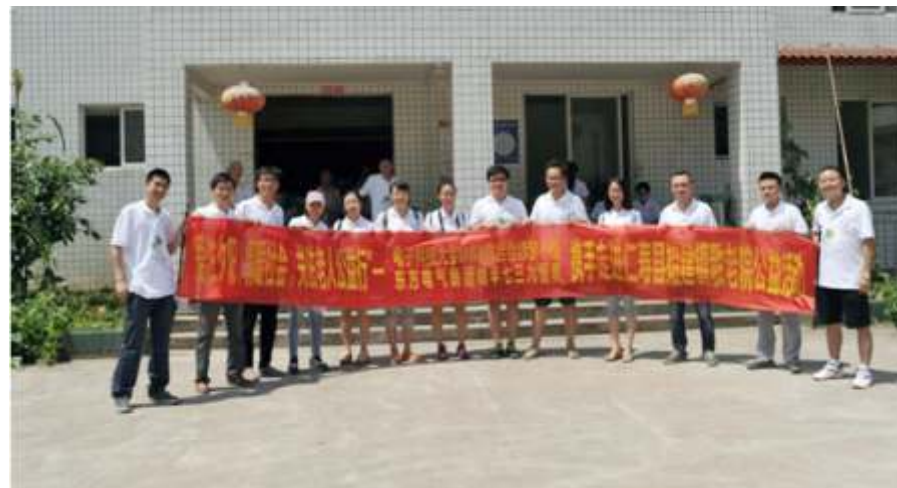
关爱老人

Care for
the Elderly



2016级“缘梦小组”走进仁寿县始建镇敬老院，为老人们送去关心与温暖。同学们为老人们贴心准备了拖鞋、毛巾、袜子等生活必需品，并对老人们进行免费的内科和眼科疾病义诊，给老人们带去安康。

The Dream Team of MBA 2016 visited the nursing home in Shijian town, Renshou county to send care and warmth for the elderly. The students prepared slippers, towels, socks and other necessities for the elderly, and gave them free medical and ophthalmic disease consultation, bringing them well-being and health.



2017级“小伞兵分队”在7月连续发起了“红色七月，与爱同行”大型义诊，和“放飞梦想，书送希望”图书文具捐赠活动。为福利院的300多名老人带去了健康和欢乐，也为希望小学的200多名孩子带去了梦想和希望。活动募集到了17,280.00元善款物资，并得到国内主流媒体报道近40次。



In July, the Small Paratroopers Team of MBA 2017 launched the large-scale free clinic as well as book and stationery donation activities consequently, bringing health and joy to more than 300 elderly people in welfare institutions. Meanwhile, they brought hope and dreams to more than 200 children in Hope Primary School. The activity raised 17,280.00 yuan in donations and got nearly 40 reports from domestic mainstream media.





2017级“益科大树小组”走进汶川水磨镇看望当地残疾孤寡老人，共捐赠财物 11,205.76元。并在两家平台同步直播，共吸引8.1万余人观看，同时新浪、网易等近10家媒体纷纷报道。



The Yikedashu public welfare team of MBA 2017 visited the local disabled and the lonely elderly of Shuimo town, Wenchuan county of Sichuan province and donated items worthy of 11,205.76 yuan. The live broadcast on the two platforms attracted more than 81 thousand people, and nearly 10 media including Sina.com and Netease reported the event.



2018级“成光片语小组”“青暖夕阳红，关爱退休老党员”公益活动，在成都清江社区顺利开展。小组共筹得善款 5,000.00元，成都日报、蓉城先锋等媒体进行了详细报道，点击量超5万次。



The Chengguang Pianyu Team of MBA 2018 successfully carried out the public welfare activity of caring for retired party members in Qingjiang community of Chengdu. The team raised a total of 5,000.00 yuan. Chengdu Daily, Chengdu Pioneer and other media carried out detailed reports, which received more than 50 thousand clicks.





2019级“创为者联盟小组”开展了“为爱奔跑、慰问老人”主题公益跑活动，组织爱心人士共同为老人们筹得企业赞助资金11,000.00元。新浪网等多个网站进行了报道，点击量达到42万人次。



The Team of Entrepreneur Alliance of MBA 2019 carried out the charitable running activity with a theme of "Running for Love and Caring for the Elderly." This activity raised a total of 11,000.00 yuan of corporate sponsorship funds supported by caring people for the elderly. A number of website including Sina.com reported this event with 420 thousand hits on the website received.



Gingko小组

2021级“Gingko小组”开展了以“医路相伴，爱暖夕阳”为主题的关爱老人的爱心活动。小组联系到当地政府和医院，为老人们进行了上门义诊，并给敬老院建立了他们的专属“医疗角”。活动筹集爱心物资及善款约12,000.00元。近6,000名爱心人士通过网络直播关注此次活动。



Gingko Team of the MBA 2021 launched a caring activity for the elderly with the theme of “Elderly accompanied with medical road & Warm love”. The team contacted the local government and hospitals, to conduct free outpatient clinics for the elderly, and established an exclusive "medical corner" for the nursing home. The activity raised about 12,000.00 yuan love materials and donations. Nearly 6,000 caring people followed the event through live webcast.



Part Four4

- | | |
|-------|-----------------------|
| 希望之光 | Light of Hope Team |
| 大手牵小手 | Hand in Hand Team |
| 守望者联盟 | Watchman League Team |
| 晨曦 | Dawn Team |
| 成电之光 | Light of UESTC Team |
| 同路人 | Fellow Traveller Team |
| 星河小组 | Galaxy Charity Team |

关爱儿童
Care for Children



2015级“希望之光小组”关爱农村留守儿童，通过网络募捐筹得公益资金21,820.80元，电脑等物品若干，爱心饼干网络义卖1,350.00元，并对四川省富顺县共兴希望小学进行捐赠，资助了27名贫困生，向学校捐款5,273.00元，捐物价值一万余元。



The Light of Hope Team of MBA 2015 cared for left-behind children in rural areas, raised public welfare funds of 21,820.80 yuan through online fund-raising, and a number of items such as computers. Online sales of the love cookie earned 1,350.00 yuan. The team donated 5,273.00 yuan to Gongxing Hope Primary School in Fushun county, Sichuan province ; and also funded 27 poor students. Goods donated was worth more than ten thousand yuan.





2015级“大手牵小手小组”倡导关注失踪儿童问题，通过微信微店等多种渠道进行募捐和义卖，上线15天共筹集善款11,060.00元，并随时通过微信公众号进行宣传、公开募捐和汇报捐赠情况。小组携手企业联合举办了有趣的线下儿童防拐知识讲座，受到广大家庭的好评。



The Hand in Hand public welfare team of MBA 2015 called on the public to focus on the missing children, and carried out donations and charity sales through WeChat stores and other channels, raising a total of 11,060.00 yuan within 15 days. Besides, they conducted real-time publicity, and made public fund raising and donations transparent via the WeChat official account. The team joined hands with enterprises to hold an interesting offline lecture on children's awareness of anti-abduction, which was highly appreciated by lots of families.



守望者联盟



2016级“守望者联盟小分队”来到广安华蓥市高兴镇海军希望小学，为当地留守儿童提供了15门包括绘画、诗歌、象棋、足球、趣味英语等课外兴趣培养课程，以及心理健康、口腔护理等方面咨询、辅导。并利用移动互联网平台宣传筹得10,000.00元善款，为39名留守儿童购买了崭新的课外书籍和文体学习用品。

The public welfare team of Watchman League of MBA 2016 came to Navy Hope Primary School of Gaoxing town in Huaying city of Guangan. They provided 15 extracurricular interest training courses including painting, poetry, chess, football, fun English as well as mental health, oral care and other counseling for the local left-behind children. They raised 10,000.00 yuan for charity through promotion on the mobile Internet platform, and bought new extracurricular books and stationery for the children.



晨曦

2017级“晨曦小组”开展了以“暖暖晨光-关爱留守儿童，托起明天的太阳”为主题的关爱活动。活动共募集到爱心书籍近千册、爱心款项近4,000.00元。小组将募集到的爱心物资捐赠给了留守儿童之家。活动获得今日头条等多家媒体报道。

The Dawn Team of MBA 2017 has carried out a caring activity with the theme of "Warm Morning Sunshine: Care for Left-behind Children, Raising the Sun of Tomorrow up." The activity raised nearly one thousand books and 4,000.00 yuan, which were donated to the families of left-behind children. The event was covered by many media including Tou Tiao.com.



成电之光 —The Light of UESTC

2018级“成电之光小组”组织20名品学兼优的巴中留守学生前往成都开展了以“手拉手关爱留守儿童”为主题的公益活动。活动共筹集公益资金19,066.27元和价值10,000.00元的公益学习物资，网络直播在线实时关注量达53,249人次。此次活动引起了巨大的社会效应，新华社等25家媒体对本次活动进行了全方位的报道，其中新华社报道浏览量超过673,030次。



The Light of UESTC Team of MBA 2018 organized 20 excellent left-behind students from Bazhong city, northeast of Sichuan province to come to Chengdu, carrying out a public welfare activity with the theme of "Caring for Left-behind Students Hand in Hand". The activity raised a total of 19,066.27 yuan of public welfare funds and 10,000.00 yuan of public welfare learning materials, with online live streaming attracting real-time attention amounted to 53,249 person times. With a huge social impact, the event was comprehensively reported by Xinhua News Agency and other 25 media, among which the Xinhua News Agency report received more than 673,030 views.



2019级“同路人小组”在大邑县鹤鸣小学进行了“书香传递，爱满校园”——爱心图书室捐赠活动，共筹得17,000.00元公益善款，图书1200册，实木书架四组及活动奖品多件。受到了光明网等多家媒体的宣传。

The Fellow Traveller Team of MBA 2019 carried out the activity of "Spreading the Charm of Books and Filling in the Whole Campus with Love" - a donation activity of love library in Heming primary school of Dayi county. The activity was reported by Kwangmyong and other media, raised a total of 17,000.00 yuan for public welfare, collected 1200 books, four solid wood bookshelves and many supplies which could be used as prizes.



星河小组

The Galaxy Charity Team of MBA 2021 aimed to gather a long river of love with a bit of sparks, and carried out the "Hand-in-hand Children's Walk with Sunny Mood" activity of caring for children's mental health in Zhugao Town, named as the first town with the highest concentration to export migrant labors in China. The activity raised 5,000.00 yuan for charity with which the team brought toys, school supplies and psychological picture books to the children. And through games, psychology classes, heartfelt wishes and other activities, the children are able to open their hearts and minds. This event was reported by 14 media including Sohu.com, Sina.com, Sichuan News and Chengdu News Information Network.



2021级“星河公益小组”旨在以点滴星火汇聚爱心长河，在中国打工第一镇——竹篙镇开展了“牵手童行，阳光心情”关爱儿童心理健康活动。活动筹集爱心善款5,000.00元，为孩子们送去了玩具、学习用品和儿童心理绘本。并通过游戏、心理课堂、心语星愿等活动，让孩子们打开了心扉。本次活动受到搜狐网、新浪网、四川报网、成都新闻信息网等14家媒体报道。



Part Five 5

关爱残障人士 Care for People with Disabilities

- | | |
|-------|------------------------|
| 向阳花 | Sunflowers Team |
| 瞳话爱心 | Tonghua Love Team |
| 蜜糖联盟 | Honey Alliance Team |
| 蒲公英公益 | Dandelion Charity Team |
| 3T智府 | 3T Zhifu Team |
| 橄榄枝 | Olive Branch Team |
| 追睦小组 | Dream Charity Team |



The Sunflowers team consisted of 15 new MBA 2015 students, was designed to care, help and accompany autistic children. Together with the Dog Doctor program initiated by Animals Asia Foundation, the team went to the center for autistic children to communicate and interact with them in a scientific way and sent care and warmth to these special children with practical actions. Multiple media outlets covered the entire event, which has garnered widespread attention on the Internet. A total of 5,385.09 yuan was raised through fund-raising and charity sale.

2015级“向阳花爱心团”由15名电子科技大学2015级MBA新生组成，旨在关爱、帮助和陪伴自闭症儿童。他们携手亚洲动物基金“狗医生”计划走进自闭症儿童中心，采用科学的方式与自闭症儿童进行沟通互动，用实际行动给这群特殊的孩子送去关爱与温暖，一起陪伴自闭症儿童度过了一个难忘的下午。多家媒体全程报道了这次活动，之后在网络上引起了广泛的关注。通过善款筹集和爱心义卖的方式，共筹集到善款5,385.09元。





瞳话爱心

2016级“瞳话爱心小组”通过义卖亚马逊电子书产品Kindle，共筹集资金905.70元，并拉取赞助资金2,694.54元。他们与德阳凡凡按摩店的11位盲人技师联合组织了光明行公益活动。小组成员与盲人技师们一起参加了听声辨位、解读猜谜两款游戏和即兴表演三个环节的互动。通过游戏互动与一天的交流，同学们更加了解盲人的世界，也学会了如何科学地为盲人朋友提供帮助。小组还达成了一对一帮扶小组联系机制，将光明行公益活动传承下去。

The Tonghua Love Team of MBA 2016 raised a total of 905.70 yuan and gain sponsorship money of 2,694.54 yuan through the charity sale of Amazon's Kindles. Together with 11 blind technicians from Fanfan massage shop in Deyang city, the team organized Guangmingxing public welfare activity. Both of them participated in the interaction of listening to voices, reading riddles and improvisation. MBA students learnt more about the world of blind people and the ways to help blind people scientifically after game interaction and one-day communication. The team also established a contact mechanism of one-to-one support group to continue Guangmingxing public welfare activity.



2016级“蜜糖联盟小组”以“关爱唐氏宝宝，蜜糖与您同行”为宗旨，通过义卖、接受捐赠等形式，筹集了10,000.00多元善款，为成都唐氏综合症互助协会购买了部分教学物资。同时，蜜糖小组与成都唐氏综合症互助协会共同成立了“关爱唐氏宝宝”志愿者服务点，以便长期为协会提供公益服务。

With the purpose of caring for babies with Down's syndrome, the Honey Alliance Team of MBA 2016 raised more than 10,000.00 yuan through organizing charity sale and donation. They purchased some teaching materials for Down's syndrome Mutual Aid Association in Chengdu. At the same time, the Honey Team established the Volunteer Service Center for Caring Babies with Down's Syndrome so as to provide long-term public welfare services for the association.





2017级“蒲公英小组”发起了“关爱脑瘫患儿，我们在行动”公益活动，旨在呼吁更多人关注这一特殊群体。本次活动线上线下总共有400人和一家企业献出爱心，共募集善款10,300.00元。新华网等媒体对本次活动进行了关注和报道。



The Dandelion Group of MBA 2017 launched the public welfare activity "Caring for children with cerebral palsy, we are taking action", aiming to call for more people to pay attention to this special group. The public welfare activity gained supports



from 400 individuals and one enterprise from online and offline channels with the donation of 10,300.00 yuan in total, which was reported by China NewsNet and other media.



2018级“3T智府小组”联合锦江区社会组织发展基金会、童行心智障碍儿童中心，共同举办了“伴星圆梦”爱心结对和义卖活动。义卖款1,366.00元全数捐赠给锦江区社会组织发展基金会。新华社、四川广播电视台等媒体进行了报道，浏览量达33万次。



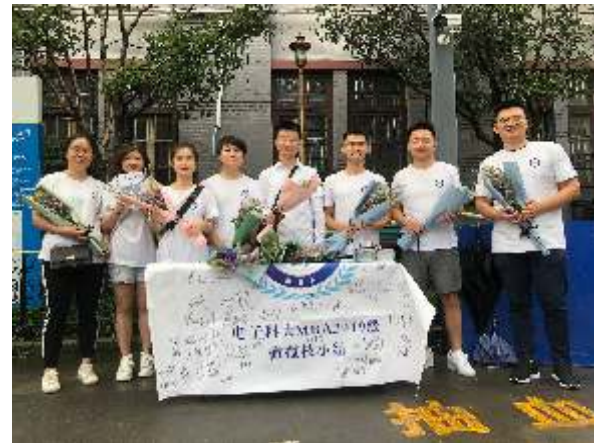
The dream-true pair-share activity and charity sales achieved the donation of 1,366.00 yuan for the Jinjiang District Social Organization Development Foundation, jointly organized by the 3T Zhifu Team of MBA 2018, the Jinjiang District Social Organization Development Foundation and the Children's Center for Childhood Mental Disorder. The activities were reported by Xinhua News Agency, SCTV Broadcasting and other media with 330 thousand page views received.





橄榄枝

2019级“橄榄枝小组”为在院治疗的92位“天线宝宝”募集到了149笔善款物资，价值12,000.00余元，直播观看高达335.3万热度，四川电视台等9家媒体对本次活动进行了报道。



The Olive Branch Team of MBA 2019 raised 149 donations items worth more than 12,000.00 yuan for 92 "Teletubbies" (children diagnosed with scoliosis) in hospital. Nine media including SCTV reported this activity and the live broadcast achieved 3.353 million views.



2021级“追睦（DREAM）小组”携手黑暗跑团汇聚在美丽的府南河畔，开展了一场“关注视障人士，以运动无障碍，促人心无障碍”的爱心公益陪跑活动。此次活动共80余人参加，其中视障朋友18人，包含黑暗体验、陪跑知识培训、现场陪跑活动以及爱心传递等多个环节。活动受到中华网等多家媒体持续关注报道，社会反响强烈。



The DREAM Charity Team of MBA 2021 joined hands with the Dark Running Group gathering beside the beautiful Funan River to carry out a charitable accompanying running activity of "Concerning the Visually Impaired, Promoting Barrier-free Hearts and Minds through Barrier-free Sports". More than 80 people participated in the event, including 18 visually impaired friends. The event included dark experience, accompanying running knowledge training, on-site accompany running activities, and love delivery. The event received continuous attention and reports from many media including China.com, and the social response was strong.



Part Six

6

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|---------|-----------------------|
| 微 助 | Small Help Team |
| 洪德队 | Hongde Team |
| 星火愿 | Spark Wish Team |
| 聚 龙 | Julong Team |
| 奔跑蜗牛 | Running Snail Team |
| THE ONE | THE ONE Team |
| 橙色闪电 | Orange Lightning Team |

关 爱 老 兵
C a r e f o r
V e t e r a n s



微 助

2015级“微助小组”通过邀请五位参加过“常德会战”的九旬老兵分享历史，呼吁大众关爱老兵。并邀请了巴蜀十大笑星中的“耙耳朵”巴登先生和“鸡蛋妹”景雯女士现场助阵。成都电视台、深圳电视台、成都商报、华西都市报等媒体到场进行采访、报道。



Aimed to call for the public to care for veterans, the Small Help Team of MBA 2015 invited five nonagenarian veterans who had served in the Battle of Changde to share the experience of their past, and Mr. Baden and Ms Jingwen respectively dubbed as the "Henpecked Husband" and "Lady Egg" among the top ten comedians in Sichuan Province were also invited to offer some support. This activity was interviewed and reported by CDTV, SZMG, Chengdu Commercial Daily, West China City Daily and other media.





抗日战争胜利70周年之际，2015级“洪德队”发起“老兵·你好”公益活动，探望四川德阳市六名抗战老兵。小组通过微信等网络平台，募集善款近4,000.00元，受到200余名爱心人士的资助，新华网、德阳晚报等媒体对活动进行了跟踪报道。



As the 70th anniversary of the victory of the Anti-Japanese War was coming, the Hongde Team of MBA 2015 launched the public welfare activity of paying homage to veterans. They visited six veterans who had served in the Anti-Japanese War in Deyang, Sichuan Province. The team raised nearly 4,000.00 yuan via WeChat and other online platforms with the support from over 200 caring people and it was reported by Xinhua Net, Deyang Evening News and other media soon afterwards.



On the 89th anniversary of the founding of the Chinese People's Liberation Army, the Spark Wish Team of MBA 2016 carried out the activity of "Inheriting the Spirit of Veterans and Building China into a Powerful Country with Mass Entrepreneurship and Innovation". Successively visiting eight veterans that served in the Anti-Japanese War at the Mahuangyan village in Dongjia ridge of Jianyang city, and in the military retreat on Yongfeng Road of Chengdu city, they listened to their revolutionary stories and song praises of great deeds of these heroes from the Anti-Japanese War. It was stressed that contemporary college students should remember the history of China, bear in mind the national humiliation and meanwhile cherish the hard-won peacetime to make contributions to society with diligence.



在中国人民解放军建军89周年之际，2016级“星火愿小组”发起“传承老兵精神，迈向双创强国”活动。“星火愿”小组先后来到简阳市董家埂马黄堰村和成都市永丰路军队离退人员休养所探望了8名抗战老兵，聆听革命故事，歌颂抗战英雄的伟大事迹，强调作为一名当代大学生一定要铭记历史，勿忘国耻，同时珍惜来之不易的和平年代，努力学习，回报社会。





2017级“聚龙小组”发起“关爱老兵·你我同行”，活动共募集到爱心善款5,005.00元。此次活动受到休养院的高度重视和赞扬，并且得到国内7家网络媒体的报道，新闻点击量超7万余次。本次活动意义在于关爱老兵，铭记历史，忆苦思甜，将革命精神传递，将爱国精神弘扬。



The Julong Team of MBA 2017 launched the activity of collective care for veterans, which received a donation of 5,005.00 yuan. The sanatorium paid great attention to and spoke highly of this activity. It was reported by seven domestic online media with over 70 thousand page views. The activity was designed to care for veterans, remember the history, contrast past misery with present happiness, passing on the revolutionary spirit and carrying forward patriotism.



2018级“奔跑蜗牛小组”旨在为孤寡老人和抗战老兵送去关心和问候。小组先后走入大井社区居家养老服务中心和成都市抗战老兵照顾中心，将社会对他们的关爱转交给他们，与老兵们沟通 and 交流。活动共筹得善款5,000.80元，并得到媒体的大量报道，社会影响巨大。

The Running Snail public welfare team of MBA 2018 intended to care for the elderly living alone and veterans fought in the Anti-Japanese War. The team successively visited the Dajing Community Pension Service Center and the Chengdu Healthcare Center for Anti-Japanese War veterans so as to express gratitude to the veterans on behalf of the society through communication. With a donation of 5,000.80 yuan and massive television coverage, the activity produced great impact on the society.





2019级“THE ONE小组”在成都晚霞福利养老服务中心开展主题为“关爱抗战老兵，重温峥嵘岁月”的公益活动，为抗战老兵提供物资及医疗援助，活动获得爱心物资价值9,000.00余元。今日头条、搜狐网等多家媒体对活动进行了报道，网络直播浏览量达到40余万。



THE ONE public welfare team of MBA 2019 carried out the activity of "Caring for Veterans and Reliving the Memorable Years" at Chengdu Sunset Welfare Pension Service Center so as to provide them with supplies and medical assistance. The activity collected supplies worth more than 9,000.00 yuan from warm-hearted people. Its network broadcast achieved the popularity of over 400 thousand views with the report by Toutiao.com, Sohu.com and other media.



The Orange Lightning Team of MBA 2021 held a public welfare activity of "Salute to War Veterans and Inherit the Red Spirit". Through listening to anti-Japanese war stories, live broadcasts, and connected-microphone interaction, it inherits the red spirit of love for the party, the country, and hard work, and encourages the younger generation to be responsible and have sense of responsibility for the ideals and beliefs of moving forward in the memory of bitterness and sweetness.



2021级“橙色闪电小组”举行“致敬抗战老兵，传承红色精神”公益活动，通过聆听抗战故事、现场直播、连麦互动的方式传承爱党爱国、艰苦奋斗的红色精神，鼓励年轻一代要有责任、有担当、在忆苦思甜中砥砺前行的理想信念。





- 心影不离 WarmHearted Care Team
- 又见青春缘梦 Youthful Dream Team
- 橙e公益 Orange e Team
- 橙心 Orange Heart Team
- 十全十美 Perfect Team
- 爱在城南 Love in the South of the City Team

关 爱 一 线 工 人 Care for the Front-line Workers



农民工是城市的建设者，但是他们却很少受到关注。2015级“心影不离小组”通过400位农民工的调查，了解农民工兄弟的心声。在端午佳节，以坝坝电影加义诊的形式，启动了两场“关爱农民工”公益活动，为农民工送去温暖和关怀的同时，得到了社会各界的关注与支持。



As the builders of the city, migrant workers deserve wider attention. After surveying 400 migrant workers, the Warm-Hearted Care Team of MBA 2015 got to know their inner voices. To extend care and solicitude for migrant workers, they launched two public welfare activities with the theme of "caring for migrant workers", i.e. public film and free clinic during the Dragon Boat Festival which received wide attention and support from all sectors of the community.



In response to the Belt and Road Initiative, the Youthful Dream Team of MBA 2016 launched "Love Lasting All Along" railway public welfare activity jointly with Chengdu Railway Bureau and Mulan Town Government of Xindu District. They visited front-line workers living along the railway and called on more attention from all sectors of the community through offline publicity, online reports and other channels. The activity raised 1,658.00 yuan for charity and 1,630.00 yuan for expenditure, achieving the original intention of funding from love and for love.



为响应国家“一带一路”政策，2016级“又见青春缘梦小组”联合成都铁路局、新都区木兰镇政府，共同发起“爱·一路”铁路公益活动。共同走访铁路沿线及一线职工，通过线下宣传、互联网报道等方式，引发社会各界的关注。本次活动筹集善款1,658.00元，开支1,630.00元，达到经费“源自爱心、用于爱心”的初衷。



2017级“橙e小组”联合涌泉街道办，凤凰社区开展了“关爱马路天使，共建文明社区”的主题活动，有亲身体验、为环卫工人送清凉和爱心捐赠三个版块。本次活动共募集7,010.00元的物资和3,000.00元的爱心捐款。为农民工送去温暖和关怀的同时，得到了社会各界的关注与支持。



The Orange e public welfare team of MBA 2017, together with Yongquan Street Office, and Phoenix Community, carried out the activity of "Caring for Street Cleaners and Building a Civilized Community", which had three sections: first-hand experience, delivering coolness for sanitation workers and caring donation. The activity collected supplies worth 7,010.00 yuan and a donation of 3,000.00 yuan. It got the attention and support from all sectors of society, while delivering the warmth and caring for them.

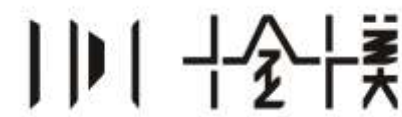




2018级“橙心小组”旨在关爱一线工人，致敬马路天使。通过现场工作体验和组织集体观影，呼吁大众爱护环境，关注环卫工人群体的疾苦。活动共筹得善款物资14,000.00余元，获得今日头条等10家媒体报道，浏览量达78万次。



The Orange Heart Team of MBA 2018 was designed to care for front-line workers and pay homage to street cleaners. By experiencing on-site street cleaning and organizing collective film-watching activity did they call on the public to protect the environment and pay attention to the sufferings of sanitation workers. The activity raised more than 14,000.00 yuan in donations and supplies along with receiving the report from 10 media including Toutiao.com with 0.78 million page views.



2018级“十全十美小组”旨在关注高温下工作的平凡人，唤起大家对与我们生活息息相关的快递员以及外卖员的关注。活动共筹得善款14,568.18元。活动分两次进行，近距离接触外卖人员及其家庭成员，希望通过互联网让更多的人了解到看似简单的工作背后所需要付出的努力以及艰辛。华西都市报对两次活动进行了全程报道，浏览量达42,000次。

The Perfect Team of MBA 2018 focused on ordinary people working in high temperature in hope that the public can draw more attention to the couriers and deliveryme around us. A total of 14,568.18 yuan was raised through the activity, The public welfare activity consisted of two events in an attempt to keep close contact with them and their family members, with a view of boosting public awareness of their underlying efforts and hardships via the online platform. West China City Daily reported this activity with 42 thousand page views achieved.





2019级“爱在城南小组”开展了“致敬公园城市守护者 城市环保互动”公益活动。活动内容包括为环卫工人送爱心早餐和夏季清凉慰问品，与成都市民就关爱身边环卫工人和城市环保问题等进行互动并发放环保袋、发起环保倡议。活动直播达3.3万余人次观看，被中国网等4家国内主流媒体相继报道。



The Love in the South of the City Team of MBA 2019 carried out the public welfare activity of "Pay a Tribute to the Park Guardians of City and Interact Citizen with Environmental Protection". The team provided sanitation workers with a loving breakfast and summer refreshments, interacted with Chengdu citizens on how to care for sanitation workers and urban environmental issues by handing out recycling bags and launched environmental protection initiative. The live broadcast of the activity achieved the popularity of over 33 thousand and successive reports by four domestic mainstream media such as China Internet Information Center.



8

Part Eight

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|------|-------------------------------|
| 心力量 | Strength of Heart Team |
| 极光小组 | Aurora Team |
| 空中花园 | Sky Garden Team |
| 丝路微光 | Glimmer of the Silk Road Team |
| 风之行 | Action of Wind Team |
| 摆渡人 | Ferryman Team |
| 十八同仁 | Eighteen Fellows Team |
| 恒合小组 | Henghe Public Welfare Team |

其他

Other
Activities



2015级“心力量小组”倡导关爱小动物，组织医生为温江启明小动物保护中心的义工进行了免费体检。活动筹资善款超过3,000.00元。向中心捐赠了价值1200元的动物口粮，以及2,000.00元现金，创造性设计印制了500副动物领养宣传扑克牌，并为中心开通微信等平台，建立网上领养等长期帮助平台。



The Strength of Heart Team of MBA 2015 advocated the public to care for animals and organized a free medical examination for volunteers at the Center for Beastie protection in Wenjiang District. More than 3,000.00 yuan raised in the activity was donated to the center in the form of 2,000.00 yuan in cash and animal feed with a worth of 1,200.00 yuan. Besides, 500 packs of cards were creatively designed and printed for the publicity of animal adoption. Platforms such as WeChat were set up for the sake of long-term online adoption assistance.



极光小组



2016级“极光小组”发起“重走英雄路，筑梦小凉山”爱心帮扶马边彝族贫困儿童活动。本次活动筹集助学款及各类物资总共折合现金近100,000.00元，解决了50名贫困儿童学习生活困难，还带动了“情系凉山，关爱未来”、“爱心妈妈”等一批与彝族地区扶贫工作相关的公益活动开展。



The Aurora Team of MBA 2016 carried out the activity of "Tracing the Path of Heroes and Illuminating Children's Dreams" in the Liangshan Prefecture. The team offered assistance to poor children in Mabian Yi Autonomous County. Having collected a total of nearly 100,000.00 yuan for the student grant and sundry supplies, this activity solved the education and life problem for 50 poor children and motivated a series of public welfare activities such as Affection for Liangshan & Care for the Future and Loving Mother.



空中花园

On June 24th 2017, the landslide occurred at the upper height of mountains at Diexi Township of Mao County, Sichuan Province, which resulted in the burying of 46 farmers and the missing of 141 individuals. The Sky Garden Team undertook series of public welfare activities with the theme of "Caring for the Victims and Donating for Love" together with the Chengdu Charity Federation, which raised a total of 13,905.00 Yuan and contributed to the relief of victims in the disaster area.

2017年6月24日，四川省茂县叠溪镇突发山体高位垮塌。造成46户农民被掩埋、141人失联。2017级“空中花园小组”与成都市慈善总会共同举办“关爱受灾群众，为爱捐助”公益系列活动，通过公益义演等形式，共募集到13,905.00元的捐款，为灾区群众尽一份绵薄之力。



2017级“丝路微光小组”先后在成华区城东医院和青羊区清波社区开展主题为“生命与时速，丝路微光伴你同行”的现场日常急救知识培训及演练活动。活动当天来访约200人，一共义诊80人，直播平台约5000听众。

The Glimmer of the Silk Road Team of MBA 2017 carried out on-site daily first-aid knowledge training and exercises with the theme of "Our Team with You in a Pinch" at the Chengdong Hospital of Chenghua Distric and at the Qingbo Community of Qingyang District afterwards. It attracted 200 visitors and the charity clinic served 80 patients, while 5 thousand audience joined the live broadcast.





2017级“风之行小组”发起了以“食品安全-我们在行动”的慈善公益活动，旨在提高市民的食品安全意识。本次活动宣传受众人数约45,000人次，拉取赞助商家12家，筹集赞助资金2,614.00元，义卖脆李89箱，取得销售款3,195.10元。



The public welfare activity "We are in action for food safety" was undertaken by the Action of Wind Team of MBA 2017 which aimed to raise public awareness of food safety. The promotional audience for this event is about 45,000 people, and 12 sponsoring businesses were recruited, raising sponsorship funds of 2,614.00 yuan. Besides, charity sales of 89 boxes of crispy plums amounted to 3,195.10 yuan.



摆渡人

2018级“摆渡人小组”旨在宣扬人人掌握急救知识的重要性，让越来越多的人学习基本急救知识。活动邀请都江堰市人民医院急救科的医护人员，联合华阳安公社区，为当地居民带来了一场急救知识专题讲堂，讲解并示范常用急救方法。活动共筹得善款5,000.00元。



Aimed to make the public better know and learn the first aid knowledge, the Ferryman public welfare team of MBA 2018 invited medical staff from the Emergency Department of the Dujiangyan People's Hospital and from the Angong Community of Huayang to deliver a lecture on first aid techniques with explanation and demonstration, raising a donation of 5,000.00 yuan.





2019级“十八同仁小组”邀请到华西医院、省养老服务业协会、遗传基因学等4位专家，以及省中西医结合医院4位医务工作者，进行阿尔茨海默病症专题科普讲座、筛查咨询等，吸引了近100人现场参与，8万余人在线观看，得到央广网、四川省电视台等34家媒体单位报道，社会影响力巨大。



The Eighteen Fellows Team of MBA 2019 conducted specialized popularization lectures, screening and consultation about the disease of Alzheimer by inviting four experts from the West China Hospital, the Provincial Pension Service Association, The Genetic Association as well as four medical staff from the Sichuan Integrative Medicine Hospital. This activity attracted nearly 100 individuals to participate with 80 thousand persons online watching. 34 media including SCTV and China National Radio reported this activity, which triggered profound social impact.



2021级“恒合小组”与中共乐山市犍为县石溪镇联盟村支部委员会联合开展了以“传递红色火炬·点亮明日之光”为主题的公益活动，为联盟村共计43名老党员、励志大学生和留守儿童送去了关怀和温暖。此次活动，得到64位爱心人士的捐赠，共募集资金10,756.00元，获得了人民日报和四川观察等多家媒体关注报道。



The Henghe Public Welfare Team of MBA 2021 and the Union Village Branch Committee of Shixi Town, Qianwei County, Leshan City of CPC, jointly launched a public welfare activity with the theme of "Pass the Red Torch and Light up the Light of Tomorrow", sending care and warmth to a total of 43 old party members, inspirational college students and left-behind children of the Union Village. This event received donations from 64 caring individuals, raised a total of 10,756.00 yuan, and received attention and reports from many media such as People's Daily and Sichuan Observation.

