



PIM 益启未来

Purpose in Motion



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ABOUT PIM

Vision and Mission

Mission: PIM empowers young people with the education, resources, and networks to become mission-driven leaders and effective changemakers.

Vision: Our vision is a world where everyone can find their own social purpose, contribute to unlocking human potential and happiness, and create a more sustainable and equitable future.

Approach: We partner closely with stakeholders (including universities, foundations, social organizations) to provide education programs and capacity building initiatives founded on a “learning by doing” model for investigating and solving social problems.



Milestones

- First Model Foundation at the University of Hong Kong
- \$20,000 USD funding donated to 3 organizations

- First semester-long course and mainland China partnership with Impact Lab at Peking University
- Model Foundation at Yale Center Beijing

- Diversification of programs (systems thinking, impact investment, social entrepreneurship)
- Jet Li spoke as a keynote speaker at first Youth Summit

- Rebranded to Purpose in Motion 益启未来 from Philanthropy in Motion
- New strategies due to Covid-19
- Increase online engagement

2013

2014

2015

2016

2017

2018

2019

2020

- PIM was founded
- Crowdfunded \$13,000 USD for first PIM Fund

- Supported China-based organizations with crowdfunding campaigns and projects

- Partnership with academic institutions: Princeton, HKUST, & Tsinghua
- Partnership with foundations: SEO China and Ginkgo Foundation

- International expansion: 360 Degree Programs
- New market: Infinity Campus
- Capacity Building: Handan & Goalkeepers



Impact at a Glance

2,959
Young Leaders
participated in PIM programs

162
Social Organizations
received investment or pro-bono services from PIM

3.6Mil
RMB Grants
fundraised and distributed to social organizations and education institutions

9
Cities
around the world hosted PIM programs

OUR PROGRAMS

Our programs target changemakers between the ages of 15-35 and are designed and developed closely in partnership with academic institutions, foundations, corporations, and/or local community organizations.

Program Outcomes:

- **Attitude shifts and perspective change** (e.g. broadened perspectives on social issues, increased interest in social innovation)
- **Knowledge and skills development** (e.g. improved leadership skills and understanding of social innovation process)
- **Behavior change** (e.g. increased philanthropic behavior)
- **Conditions improvements** (e.g. more effective or impactful careers or organizations)



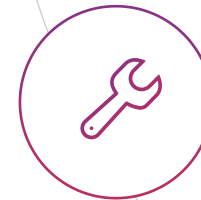
SOCIAL IMPACT COURSES

Provide trainings ranging from bootcamps to semester-long courses with universities and youth development organizations



PURPOSEFUL TRAVEL

Equip youths with a global perspective by exploring social innovation overseas



CAPACITY BUILDING

Build capacity and accelerate local social impact initiatives





Social Impact Courses

Build essential skills for becoming an effective changemaker

UNIVERSITY COURSE

Partner with universities to design and offer courses for students to actively explore community issues, build leadership skills, and **design and launch a social enterprise project on their own.**

INTERNSHIPS & CAREERS

Offer youths **career mentorship and internship opportunities** in non-profits and social enterprises in China's emerging social sector.

BOOTCAMP

An experiential crash course on social impact topics in which participants develop social innovation skillsets and complete a real-world project such as **consulting or pitching a social impact venture or collectively deciding how to invest a real philanthropic fund.**

YOUTH SUMMIT

Connect youth empowerment **leaders in business, politics, and non-profit sectors** to develop young people's global perspective and growing sense of social responsibility.





Purposeful Travel

Explore cutting-edge social innovation through field immersion

RWANDA | SUSTAINABILITY

Explore Rwanda's **sustainable economic growth** through attending workshops and roundtables hosted by local entrepreneurs, governmental agencies, and grassroots organizations.

SILICON VALLEY | TECH FOR GOOD

Learn and participate in the design, evaluation, and expansion of **tech solutions that amplify public good and improve our society**

INDIA | IMPACT INVESTING

Meet with impact investors, learn about how about their approach to **managing investment portfolios and assessing business growth**. Identify opportunities for scaling up solutions for social change

BEIJING | SOCIAL ENTREPRENEURSHIP

Meet **social entrepreneurs and foundations** who are testing different methods to develop and scale solutions for social impact



Capacity Building & Grantmaking

Accelerate the progress of local social projects and educational initiatives

GOALKEEPERS ACTION FUND

Partner: Gates Foundation

Fund: 1 Million RMB

Support projects by the Goalkeepers community to raise awareness and catalyze action for **United Nation's Sustainable Development Goals (SDGs) 1-6**.

UNIVERSITY ACTION GRANT

Partner: Dunhe Foundation

Fund: 1 Million RMB

Provide **program funding and educational resources** to universities aiming to develop philanthropy and nonprofit management degree programs.

PIM CHARITABLE FUND

Partner: Yale Center Beijing

Fund: 150,000 RMB

Provide funding for **early stage social enterprises with youth founders** to grow their projects. Engage young grantmakers as part of the due diligence and decision-making process.



WHY PIM?

Our Strengths



7 years of experience in philanthropy education

- ✓ Over 7 years of experience in experiential education program design and implementation
- ✓ Equipped nearly 3,000 young changemakers with essential knowledge, skills, and funding



Mentors and trainers from diverse backgrounds

- ✓ Experienced mentors from different sectors and disciplines, China and beyond
- ✓ Social impact entrepreneurs and practitioners with rich on-the-ground experiences



Global perspective and local insight

- ✓ Social impact courses from prestigious global institutions and non-profits
- ✓ Localized support and adaptation to social issues unique to the Chinese environment



Strong program monitoring and evaluation

- ✓ Emphasis on program impact and learning outcomes in addition to robust pedagogical design
- ✓ Rigorous evaluation to measure learning outcomes and community impact in the short- and long-term



Our Leadership Team



JASMINE LAU

Forbes 30 Under 30 Social Entrepreneur
Gates Foundation Advisory Board
B.A. Economics, Yale University
MSc. International Affairs, Peking University



CONNIE LEONG

7+ years education technology and management consulting
B.A. Political Science, Yale University



ASHWIN KAJA

10+ years China law & policy
Special Counsel, Covington & Burling
J.D., Harvard Law School
A.B, Harvard University



JOYCE ZHENG

5+ years in evaluation and policy at World Bank and Gates Foundation
MPA, Cornell University
PhD Candidate, Public Policy Analysis, George Washington University



MEG RUDY

5+ years social sector fundraising & programs
MBA Candidate, Duke University



Our Partners

PIM has worked with over 150 social impact community partners, offering various support including tailored mentorship, case study, and field trips. Supported by renowned foundations and businesses in China and overseas, PIM is ready to bring more resources and knowledge to our new generation of young changemakers.



Social Impact Community Partners



Academic Institutions



Sponsors



PARTNER WITH US

CURRICULUM DEVELOPMENT & SUPPORT INSPIRED EDUCATION

We can help design curriculum, courses or workshops to create high-quality experiential education programming for your school.

Social impact and social entrepreneurship education is fast becoming one of the most popular courses among students, and is an opportunity to cultivate relevant leadership skills among youths.

EXPERTS & COMMUNITY ORGANIZATIONS REAL-WORLD APPLICATION

We can identify and engage innovative leaders, practitioners, and organizations to share best practices and work with students on real-world projects.

Working with practitioners and experts can benefit your students by improving their leadership skills, employment prospects, as well create opportunities for them to create positive change in the real world.

INTERNATIONAL CONNECTIONS GLOBAL PERSPECTIVES

We have a network of prestigious universities and organization partners around the world, and can work with them to add an international perspective to your programming.

Incorporating global perspectives and programming is important to cultivate young leaders and can distinguish your program from others.





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