







Though the fruitfulness of New Song is ever-increasing, it's always important to take a step back and re-assess ministry aims. Once again our core-leadership team and BOD were affirmed in the two-fold purpose of our programs: seed-planting and discipleship. Of course we are always prepared to harvest, and often are presented with the ability to do so. However, we find peace and contentment in the role God has called us to fulfill; planting seeds of His truth and love in hearts that don't know Him, and helping His truth and love to become even more real in the hearts of those that do. I trust you'll enjoy seeing examples of such on the pages that follow."

~ Julie Schulze

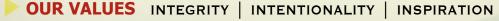
FOUNDER OF NEW SONG

#### OUR VISION

To see the next generations of China enlivened to their new song (Psalm 40:1-3)

#### **OUR MISSION**

- CREATING culturally relevant and biblically sound self-worth development curriculum
- **EQUIPPING** teachers and mentors to effectively implement this curriculum for Chinese children and youth
- **© SUPPORTING** Key Partners through resource allocation and program oversight







# **CREATING CURRICULUM**

#### A MESSAGE FROM US

Where children are relentlessly forced to compete for the epitome of academic and material success we commend our brothers and sisters that seek values-based character education for Chinese children and youth. However, we feel it's unrealistic to address issues of self-worth within a spiritual vacuum.

For this reason, New Song continues to marry all of our programming with a biblically-based book series by Max Lucado. In his stories the character of Eli represents God as Creator and Redeemer, and he lovingly reminds us that we are precious in God's sight. Eli is our "safety net" whose presence steers our message away from humanistic thinking and back to the personhood of God.

If revealed myself to those who did not ask for me; I was found by those who did not seek me."

Jsaiah 65:1a

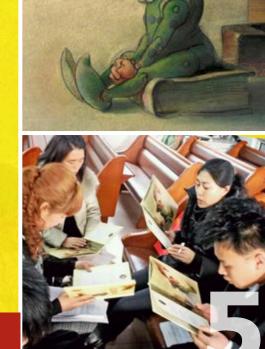
**STAT** ✓ Over 8300 beneficiaries - both young and old - directly

Are Special (YAS) or Be Yourself! (BY!) programs

impacted this year by You

"When I asked the children what impressed them most about the story of Punchinello, a boy pointed to the page on which Eli was patting Punchinello's head. He said, 'I want to find a man like Eli to guide me too.' I was shocked that this "naughty" and unpopular boy was eager to change himself, and he desired to have an Eli in his life who would patiently guide him."

~ Middle School teacher, GUANGYUAN, SICHUAN PROVINCE









# **EQUIPPING TEACHERS & MENTORS**

#### A MESSAGE FROM US |

Though New Song is passionate about children and youth receiving our programs, we are equally passionate about training the men and women who implement our programs. The dedication and servant-leadership of these camp organizers, caretakers, counselors, mentors, parents, pastors, teachers and social workers are nothing short of inspiring. Not only do they come away from our in-depth training prepared to implement our programs, they themselves have been encouraged and edified in the process.

"You Are Special is such a wonderful program and perfect for my Saturday classes. I will make Eli's workshop a reality for my students!"

~ Church Youth Worker
BEIJING

"I love sharing this message and helping people to know their value. Your work is so meaningful and important!"

~Sunday School Teacher XI'AN



"Because the Be Yourself!
program recieved such great
feedback from the teenagers
and strong recommendations
from the workers, the camp
leaders abandoned the
previously-planned curriculum
and used BY! for the entire
teen camp."

~Summer Camp Director

Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

Colossians 3:23-24

STAT ✓ Of the 400 volunteers equipped to implement programs throughout China, 25% of them participated in additional training seminars to enhance their teaching and project execution skills







## **SUPPORTING KEY PARTNERS**

#### A MESSAGE FROM US

Our core team of workers in Beijing could never accomplish the breadth and depth of impact without our invaluable Key Partners. As we provide them with books, materials, training and program consultation, they answer God's calling by faithfully ministering to program participants. It's a life-giving partnership all around!

We thank our God every time we remember you [- our Key Partners]. In all our prayers for all of you, we always pray with joy because of your partnership in the gospel from the first day until now." Philippians 1:3-5

"I wish You Are Special and Be Yourself! programs could be brought to our village schools where more people could hear the message. If more parents and teachers could experience the programs they would be able to positively influence their children."

YA'AN, SICHUAN PROVINECE

"Thank you CBN
and New Song for your
programs. They were
challenging and different
from anything we had
ever received before. We
learned a lot! What's more,
the program attracted 200
newcomers to church that
Sunday. What a wonderful
ministry indeed!"

~ Pactor SHAANXI PROVINCE

"The church elders gave the YAS program high compliments and we plan for all 5 branches of the church in the city to keep doing the programs in the future."

~ Pastor's Wife
HEILONGJIANG PROVINCE





**STAT** ✓ 33 cities across 25 provinces (and/or provincial divisions) where New Song programs have been conducted & HEILONGJIANG INNER MONGOLIA GANSU & QINGHAI & SHANGHAI ZHEJIANG CHONGQING CHUNAN

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# **KEY PERSONNEL | LEADERSHIP TEAM**



# HELEN GAO, Director of New Song Programs

Years in Non-Profit Work: 7

**Favorite Chinese Food:** Too many to list! Each place I go within China I find a favorite local food. **Special Shout Out:** To my Heavenly Father, " I desire to do your will, O my God; your law is within my heart. I proclaim righteouseness in the great assembly; I do not seal my lips, as you know. O LORD." Psalm 40:8-9

### CHRISTINE NOVAK, Executive Director

Years in Education: Over 20 Favorite Chinese Food: Jiaozi

**Special Shout Out**: To Amily and Cindy, our youngest volunteers,

"Wow! China is so blessed to have you!"

## JULIE SCHULZE, Founder & Chairman

Years in Ministry: 16

Favorite Chinese food: Hot Pot

Special Shout Out: The Lucados, Greens and Karen Hill,

"I promise I will double check my GPS settings before our next meeting!"











## **INTERNS**

MANDY JIN, Administration & Translation

Hometown: Beijing

**Favorite NS experience:**Christmas ministry in Guizhou

JINBO LI, Special Projects

Hometown: Beijing

Favorite NS experience: Working with

the Kachin people in Myanmar



#### PETER SCHULZE, Treasurer

Peter is a private investor with extensive experience in non-profit management and governance. He serves as Vice-Chairman and Treasurer of Mercy Ships International, Chairman of Sat-7 North America, and a director of CURE International. Mr. Schulze holds a BA from the University of Pennsylvania and an MBA from Regent University. Peter and Karen Schulze have seven children, three of whom are adopted from Ethiopia.



Kim is currently the Vice President of Human Resources in the Cable Entertainment division of NBCUniversal. She has held various HR positions within NBCUniversal for over 11 years, with the exception of 2+ years when she moved to China with her husband. While in China, Kim was blessed with the opportunity to serve as the Executive Director of New Song (2010-2012) and see firsthand many lives transformed. Prior to joining NBCUniversal, she began her career in finance at General Electric. Kim currently lives in New York City, with her husband and two beautiful children (and one on the way!).

## ESTHER WOO, Secretary

Esther previously practiced as a lawyer qualified in England and Wales working in both private practice and then in-house at the International Finance Corporation (the private sector investment arm of the World Bank). In 2011, she moved to an operations management role at INCLUDED, a non-profit based in China, Nepal and Bangladesh, which serves rural-urban migrant children and their families. Esther lived and worked in China for 9 years and has now returned to London to work in strategy and organization development related roles.



# **COLLABORATING PARTNERS**

















World Vision





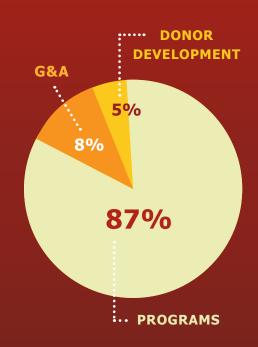
VARIOUS LOCAL MINISTRIES





# **FINANCIALS**

REVENUE (USD)	
Public & Private Charities or Foundations	107,275
Individuals	11,050
TOTAL REVENUE	118,325
EXPENSES (USD)	
Programs	(93,297)
G & A	(8,993)
Donor Development	(5,307)
TOTAL EXPENSES	(107,597)
NET GAIN/LOSS	10,728



We cannot thank our donors enough for coming alongside us through their financial support. If you have a love for China, an appreciation for the labors of the Chinese Church, a desire to empower local Chinese Brothers and Sisters to minister to their fellow countrymen, please prayerfully consider sharing in this work by donating financially. You can visit our website to donate via Paypal or mail a check payable to:

New Song 8065 Leesburg Pike, Suite 300 Vienna, Virginia 22182

New Song is recognized in the United States by the Internal Revenue Service as a 501(c)3 charitable organization. Gifts are deductible for the purposes of federal and state income tax as permitted by law.



# **JOIN OUR SONG!**

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