



*Mobilizing the next generation
of U.S.-China bridge-builders*



SERVE • INSPIRE • TRANSFORM

PROJECTPENGYOU.ORG | #projectpengyou
Project Pengyou is a flagship program of the Golden Bridges Foundation

MANIFESTO

WE THE PENGYOU of the **UNITED STATES** and **CHINA**, in order to form **A MORE PERFECT WORLD**, ensure global tranquility, and **PROMOTE MUTUAL UNDERSTANDING** between two great nations: **hereby establish this PENGYOU MANIFESTO.**

WE THE PIONEERS travel to China against the advice of some. We take **EPIC JOURNEYS**. We **EMBRACE** adventure and uncertainty. **WE THRIVE** in complex situations. **WE CREATE** lasting projects and connections. **WE APPRECIATE** China's culture and its people.

WE BELIEVE the US-China relationship is more than just turf wars and trade disputes. We realize there are **no easy answers**. **WE SEE THINGS DIFFERENTLY.** We can **RE-IMAGINE THE FUTURE** of this relationship.

OUR EXPERTISE will form a **BRIDGE ACROSS CULTURES**. **OUR FRIENDSHIPS** are the foundation for mutual respect. The world is changing and **WE ARE READY.**

OUR ACTIONS, INSIGHTS, KNOWLEDGE, and **PASSION** will make a difference. We are **TRAILBLAZERS, INNOVATORS,** and **VISIONARIES**. We **DARE YOU** to join us.

WE ARE PROJECT PENGYOU.



WHO WE ARE



Project Pengyou is a program of The Golden Bridges Foundation that seeks to empower and mobilize a new generation of US-China bridge-builders to serve, inspire and transform lives.



On July 10th, 2014, Project Pengyou co-organized a major event at the Great Hall of the People to celebrate 35 years of US-China student and scholarly exchange

ONLINE

Project Pengyou is a growing social network that curates China-focused news, jobs, events and resources and connects more than 3,000 members and over 250 exchange groups.

OFFLINE

Project Pengyou organizes high impact training and events for China alumni that aim to deepen China engagement and cultivate active global leaders.

BACKGROUND

Despite general consensus that the relationship between China and the United States is the most consequential relationship in the world...

Few Americans study or travel to China.


In 2013, **1 out of 1,000 college students** in America studied in China.

The number of Americans studying in China is **less than 10% of the number of Chinese studying in America.**

“WE BELIEVE AMERICANS WITH FIRSTHAND CHINA EXPERIENCE REPRESENT OUR NATION’S MOST CRUCIAL AND VALUABLE ASSET IN MANAGING SINO-AMERICAN RELATIONS.”



Project Pengyou is building a critical mass of Americans with firsthand China experience and working to foster an active community of US-China bridge-builders.



Our mission is to empower and mobilize a new generation of US-China bridge-builders to serve, inspire and transform lives

CURRENT ACTIVITIES

Next-Gen Leadership and Community Organizing Training

In the Spring of 2014, Project Pengyou launched a Leadership Fellows Program and is recruiting up to 100 exceptional and diverse young Americans from across the country with China study experience to serve as year-long leadership fellows. Fellows attend an intense four-day *Leadership Training Summit at Harvard University* and receive hands-on coaching in cross-cultural leadership and community organizing. It is an opportunity to connect with exceptional young China alumni from across the country and seasoned business, cultural and government leaders. Fellows also gain unique skills to mobilize people and resources to promote people-to-people engagement with China. The grassroots organizing training is based on methodology developed by Harvard professor Marshall Ganz - architect of community-organizing strategies for President Barack Obama's 2008 campaign. Many attendees of the leadership summit described the experience as "transformative" and "life-changing".

Building Grassroots Chapters Across the Nation

Project Pengyou Fellows are now leading the launch of a robust network of mission-drive grassroots chapters across the nation, with plans for at least one Project Pengyou community chapter in every state by the end of 2014. Project Pengyou chapters are community hubs that develop US-China leadership. Chapter activities aim to build a community that fosters China-related study, deepens engagement between Americans and Chinese people, and enables members to participate in China-related community service projects that pay it forward for future generations. Chapters are leadership teams that form the backbone of Project Pengyou's global network of next-gen US-China bridge-builders. On November 20, 2014, Project Pengyou is planning a day of massive grassroots action to celebrate US-China bridge-builders and the efforts of next-gen leaders fostering friendship and exchange between the US and China.

US-China Speaker Series and High Impact Events

Project Pengyou regularly organizes distinguished speaker and high impact community-building events engaging a broad range of stakeholders in the study abroad community. Sample past events include an exclusive reception at the US Embassy in Beijing hosted by the US Ambassador, fireside chats with prominent American business and government leaders, and a major celebration of 35 years of US-China student and scholarly exchange at the Great Hall of the People, held in conjunction with the High Level US-China Consultation on People-to-People Exchange.

ProjectPengyou.org and Social Media

To complement all other initiatives, Project Pengyou is developing a robust presence on social media and building a US-China social network with a database of over 250 groups that facilitate US-China exchange programs and their respective alumni. Through more than 3,000 members, we are crowdsourcing information on China-related jobs, events, and resources, while providing an online platform to connect like-minded China hands to discuss China-related issues. Connect with us at ProjectPengyou.org, [Facebook](#), and [Instagram](#).

TIMELINE

2008

2008 – 2011

Golden Bridges Foundation pioneers over 100 nonprofit projects in China with a rare track record of innovation and success as US-China bridge-builder

Jan 2011 Golden Bridges Foundation is invited by the U.S. State Department and the Ford Foundation to build an alumni network for the 100,000 Strong Initiative, a presidential campaign to dramatically increase the number and diversity of Americans studying abroad in China.

Dec 2011 U.S. Ambassador to China Gary Locke gives the opening speech at the Beijing Launch Event of ProjectPengyou.org

Apr 2012 Project Pengyou launches Fireside Chat speaker series in Beijing beginning with an event with Mrs. Mona Locke.

Dec 2012 Project Pengyou begins a pilot project with Hopkins Nanjing Center to help build engagement with their alumni network

Jan 2014 Project Pengyou launches Leadership Fellows Program

Mar 2014 Project Pengyou convenes diverse young leaders from China alumni community and holds a Leadership Training Summit at Harvard University to launch grassroots chapters across the nation.

2011

May 2011 Inaugural Meeting of the Advisory Committee for the 100,000 Strong Initiative is held in Washington D.C. during the third U.S.-China Strategic and Economic Dialogues (S&ED). Secretary of State Hillary Clinton recognizes Project Pengyou at the meeting.

2012

Dec 2011 Will.i.am visits Project Pengyou after BooeY LeHoo concert and hosts a community education event with EducationUSA

Aug 2012 Project Pengyou develops tens of new online features and launches new beta site

2013

Feb 2013 Golden Bridges Foundation receives a new grant from the Ford Foundation to promote grassroots community engagement in the Project Pengyou network.

Feb 2014 Ambassador Gary Locke hosts farewell reception at US Embassy in Beijing and honors Project Pengyou community

2014

Jul 2014 Project Pengyou co-organizes major event at the Great Hall of the People in conjunction with the Fifth Annual U.S.-China Consultation on People-to-People Exchange (CPE).

FUTURE PLANS

Launching 50+ Project Pengyou chapters across the nation and organizing a national grassroots campaign on "Pengyou Day" (Nov. 20, 2014)

LEADERSHIP



Holly Chang
President & Chief Pengyou

Holly is a Chinese-American social entrepreneur with formal education in engineering, psychology and business. She was born in Malaysia and moved to the United States with her family when she was four years old. In 2000, Holly began her career as a plant engineer at delivery giant UPS on large-scale construction projects. Upon learning by accident her father's long-time condition of ailing health, she was confronted by the language and cultural gaps that gave rise to the difficulties in her relationship with her parents.

In 2006, Holly resigned from her corporate job, sold her belongings and enrolled to study Mandarin Chinese at Tsinghua University in Beijing. In China, Holly realized the cultural gaps within her own family were just a microcosm of much broader conflicts in US-China relations. In 2007, she invested her life savings to establish the Golden Bridges Foundation to connect people between China and the United States through meaningful nonprofit projects.

With a vision of "diverse cultures, shared humanity", she has worked with hundreds of nonprofit and educational practitioners in China, developing a rare track record of innovation and success as an East-West bridge-builder. In 2011, she received an invitation from the U.S. State Department to create the alumni network for President Obama's 100,000 Strong Initiative, which was later named and launched as "Project Pengyou". Holly continues to drive Golden Bridges and Project Pengyou from a personal passion to build bridges that serve, inspire and transform lives.

Holly entered college at 16, and graduated *Phi Beta Kappa* with dual degrees in BS Civil Engineering & BS Psychology from the University of Kentucky and an MBA from Bellarmine University.

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