

WHO WE ARE

Engage with China (EwC), a UK-based educational charity, builds China literacy in UK schools. EwC aims to equip the next generation with a curiosity and an understanding of the rise of China through its unique curriculum enrichment China Challenge Days, cross-cultural initiatives and its 6th form scholarship programme.

Through fresh knowledge & interactive learning activities, pupils discover more about China's relevance & impact over time. They also develop competitive edge and global awareness whilst enhancing their cross-cultural skills and vital employability skills.

EwC was founded in 2018.

Registered charity number: 1184881



THE NEED FOR GREATER CHINA LITERACY



- The rise of China is having an impact on the world
- The current geo-political backdrop is straining bi-lateral tensions
- Achievement of global sustainability goals such as climate change are not possible without China
- Stories about China's innovation & modernization stimulate aspiration for UK young people
- Appreciation of China's global impact and inter-connectedness with the rest of the world is fascinating
- Understanding about China is critical for building competitive edge and skills for global jobs
- Enables the break-down of cultural barriers in communities at home
-China is intriguing and enriching and complements a modern-day education

CHINA-UK PERSPECTIVES



“China is a country with a long history and a lot to be proud of. It is also full of challenges. The best way to deal with China is to learn more about China. I would encourage British young people to learn about China; they might even find that they like it,”

His Excellency, Zheng Zeguang, Dialogue with the Ambassador Event, London, 15 June 2023



“China is conspicuously competing for global influence using all the levers of state power... [however] we cannot simply ignore China’s significance in world affairs – to global economic stability or issues like climate change,” Rishi Sunak, 28 November 2022

“All school leaders should take China seriously and engage with it in an outside the curriculum. Like it or not, China is going to be the dominant country as young people go forward in their lives...” - Sir Anthony Seldon, educator, historian and Head, Epsom College

EwC SCHOLARS PROGRAMME



WHAT IS IT?

- A unique two year A-level boarding school Scholarship for ten x 16-year-old British students in China founded in 2023
- Partners include EwC and Wycombe Abbey School Changzhou (WASCZ), Jiangsu Province, an hour from Shanghai by high-speed rail and in the newly designated 'clean energy' high tech zone
- A British 'first'
- 'Levelling up' opportunity with 90% from state/maintained sectors and including diverse ethnic and socio-economic backgrounds
- First cohort includes eight scholars who had studied mandarin to GCSE; none had ever been to China
- From conception of idea to programme launch took just two months from end June – August 2023

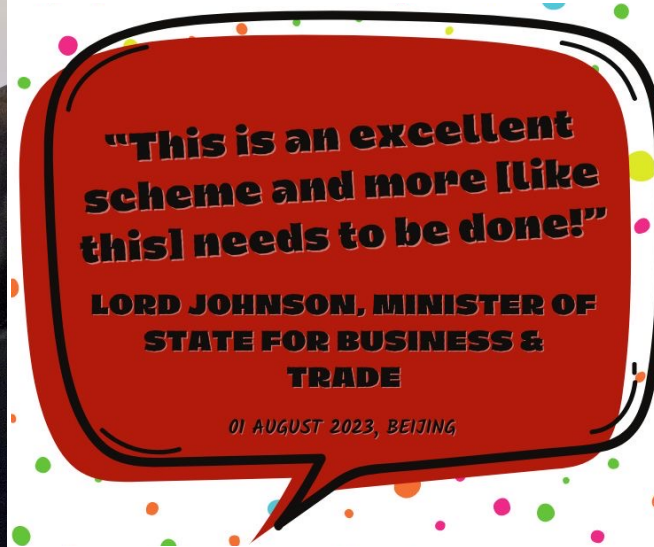


Pictured: 8 of the Scholars who arrived at end August 2023 with H-J Colston- Inge, Director of EwC are welcomed on campus by William Vanbergen of WASCZ

EW C SCHOLAR PROGRAMME CHAMPIONED



EWC Director, H-J Colston-Inge, meeting Lord Johnson, CIFTIS, Beijing, 01 September 2023



Scholarship Programme applauded by Dame Caroline Wilson, UK Ambassador to China, Beijing

WHAT SCHOLARS & THEIR FAMILIES SAY...



"I did not want Kat to go...I now think she has won the lottery of life... I cannot believe what has happened to her since arriving in China... all the opportunities, extraordinary! As for my daughter, it's the best thing she ever did. She is loving it!"

- Maggie P, Mum of EWC Scholar 2023



"My child had never studied mandarin, had never been to China and didn't even know very much about China but, this Scholarship is extraordinary!"
- Amanda N, Mum

"Engage with China creates the bridge: it's up to us Scholars to cross it!" - Ivan S, Calday Grange Grammar School

"I believe that people-to-people exchange is crucial especially for students . To be able to share different cultures and languages together is an amazing feeling; not only is this making each person more internationally aware of another culture but it enables them to embrace each others' different cultures." – Ella H, Didcot Girls School

"You have given my son his dream a few years earlier than he had imagined... he always wanted to study or work in China in the future but now he is there aged 16! He is very involved and has made lots of friends. He loves the cultural journeys and sharing a room with a Chinese boy and he loves every aspect of it." - Jen S, mother of Scholar

Besides my developed proficiency in Chinese, I definitely consider my newfound perspective on Chinese culture (acquired not only through interactions with Chinese students but also through trips to places like Suzhou and Nanjing) has definitely given me an advantage over my peers in the UK as I now am familiar with a country I previously considered foreign. I believe the global outlook I now have is one necessary for long-lasting connections to be made and only through such relationships can unity be built. Unity between nations is an undeniable asset in today's unpredictable world and I believe I can now play a part in this movement. - Calista A from Mayfield Grammar

"My Life as I know it will now completely change- and I have no idea what to expect. Although that's part of the Scholarship programme's charm- the number of opportunities are infinite!" - Ruxanda U, Mayfield Grammar

SCHOLAR BENEFITS



WASCZ "Engage with China" Scholars



Ruxanda
(United Kingdom)

"Not only am I forging friendships within the school, but I also connect with locals during our trips to Suzhou and Shanghai. These interactions provide a valuable opportunity to practice and enhance my conversational Mandarin skills. Facing and overcoming language barriers, my proficiency in Chinese improved significantly. This experience is truly unique and enriching for me."



Michael
(United Kingdom)

"The school made my transition seamless. The exceptional teachers, engaging classes, and vibrant community welcomed me with open arms. Learning isn't just about books; it's a dynamic experience where active learning is happening. I'm so grateful for this opportunity to embrace a new world."



Charlie
(United Kingdom)

"The pace here is relentless, with activities scheduled almost every hour. Had I stayed at my school in the UK, I might have had more idle time. I genuinely appreciate this structured routine, it keeps me productive, content, and so occupied that I don't have time to feel homesick or dwell on things back home."



EWCSCHOLAR KEY OUTCOMES



1. **Cultural Exchange:** The scholarship programme facilitates cultural exchange between 10 students from the UK living in a boarding environment in a school with 1,200 Chinese students. By bringing together individuals from different backgrounds, this initiative enables unique and immersive face:face interaction and promotes deeper cultural understanding, tolerance, and appreciation. Cultural excursions also provide ample opportunity to discover China, its diversity and its heritage.
2. **Language Acquisition:** The programme offers students the chance to immerse themselves in a bilingual learning environment. This will enhance their language skills, enabling them to communicate effectively in both Chinese and English, crucial for future business and trade relationships. Likewise, the Chinese students will be able to speak to native English speakers of their own age.
3. **Networking Opportunities:** The collaboration between Wycombe Abbey School and Engage with China provides students with unique networking opportunities and platforms. They will have the chance to connect with peers, educators, and professionals from both China and the UK, fostering valuable relationships that may prove beneficial in their future careers.
4. **Business and Trade Prospects:** By engaging with Chinese culture and building relationships with Chinese students, the scholarship recipients will gain a deeper understanding of China's business and trade landscape. This knowledge will prove invaluable in forging successful business partnerships between the two countries in the future.

EW C SCHOLARS KEY OUTCOMES



5. **Global Citizenship:** The scholarship programme fosters global citizenship by promoting mutual respect, cultural appreciation, and a sense of responsibility towards addressing global challenges. By nurturing well-rounded individuals, the programme contributes to the development of future leaders who will make a positive impact on a global scale.
6. **Educational Excellence:** Wycombe Abbey School is renowned for its exceptional education system. Through this scholarship programme, students have the opportunity to receive a world-class education, enabling them to develop the necessary skills and knowledge for future success.
7. **Positive Partnership:** The partnership between Wycombe Abbey School in Changzhou and Engage with China represents an exciting opportunity for students, educators and the wider community to enhance cross-cultural understanding and build lasting connections. This scholarship programme is a significant step towards bridging the gap between nations and promoting closer friendship & dialogue.
8. **Positive Ripple Effect:** As the scholars' lives are being transformed and their stories shared, China is being talked about in a new type of conversation amongst families, friendship groups, school communities and the wider community both off and online creating a positive and more nuanced China message.
9. **Programme growth:** It is hoped that more international schools will be inspired to work with EwC to run similar programmes in future years. The programme at WASCZ will grow with a new and larger cohort in 2024-26.

FUNDING OPPORTUNITY



EwC Scholars Programme sponsor: * EwC is looking for funding to support the sustainability of *this exciting programme* and to support its growth into 2024 to enable an additional 30 scholars to study in China for 2 years until 2026.

Amount needed to cover the costs of running the programme by EwC from the UK:

£51,300 x 2 years = £102,600

Costs to include: management of the project, on-going care, liaison and support for the scholars, their families and their schools plus, marketing & PR; recruitment and interview process; talks; events; pre-departure cultural workshop; accompanying scholars to China and, of course, continued partnership with WASCZ.

ENHANCED FUNDING: EwC and WASCZ are also looking for sponsorship to cover the running costs of the scholars on campus including annual return flights, food and board, cultural trips for the two years at a cost of *an additional £500,000*.

**Budgets available on request*



FUNDER BENEFITS



- Play a fundamental part in this life-changing programme, enabling this unique educational platform to add a positive dimension to the current China-UK narrative
- Be at the heart of an EwC drive for greater China literacy, skills and capabilities in the next generation of British pupils
- Logo and branding to be associated with the Scholars' Programme
- Positive PR and media opportunities including inclusion in documentary film to be made about the Scholars as well as part of the story with local news channels in Changzhou. China Daily is already following the Scholars' story with interest
- Opportunity to meet the Scholars during annual summer event or at presentation at your corporate office
- Leverage this bi-cultural future employee pipeline for your organisation



CONTACT US TO TALK MORE...



Please contact us to talk more about this opportunity, ideally before Chinese New Year 2024 as we plan for the year ahead. We thank you for your interest and support.

H-J Colston-Inge (Mrs)

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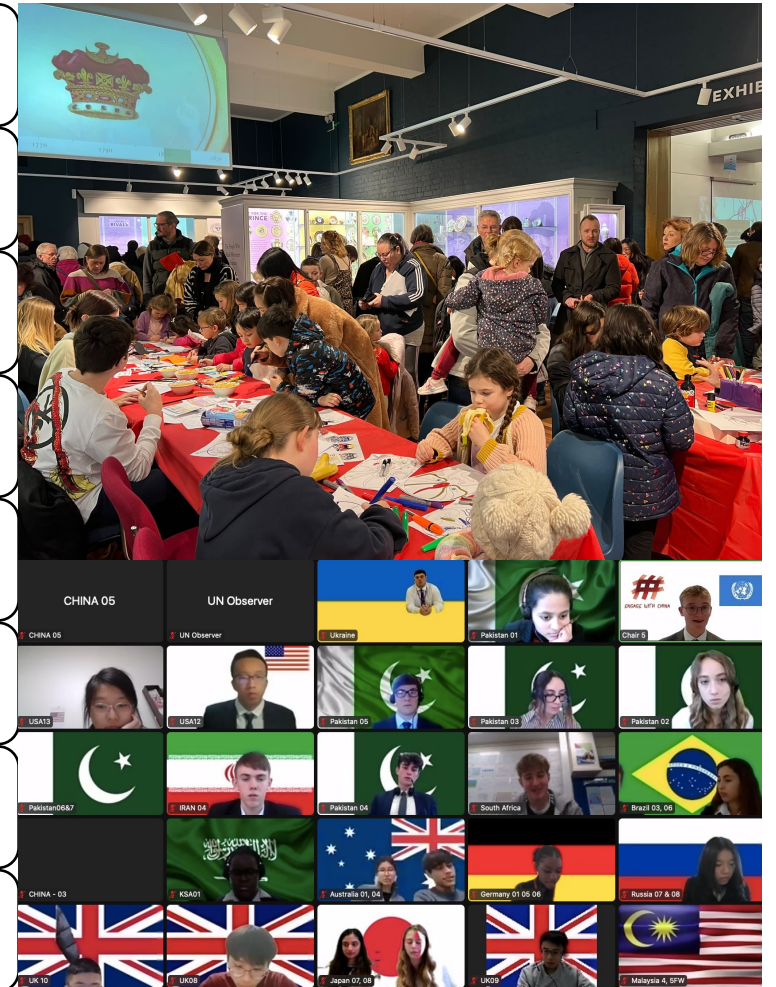


To make a donation please scan the QR code

EwC SUCCESSES & MILESTONES



- 10/2018:** Charity officially **established** with a vision to build **China literacy in UK schools**
- 2017 – current:** 3,500 primary & secondary pupils **reached** across the UK
- 2021 - current:** Annual global, climate change themed MUN conference established & now **involve 300+ students from 10+ countries & aspirational VIP speakers**
- 10/22 – 02/23:** **Funded ‘tea cultures’ educational project** with Museum of Royal Worcester delivered educational and video resources around porcelain and tea
- 04/23:** Trees planted as a legacy for future generations as per 前人栽树, 后人乘凉
- 02/2023:** Chinese New Year event **attracted** record visitors (600+) in Worcester
- 06/2023:** **Successful ‘Dialogue with the Ambassador’** Fundraising dinner with 100 professionals from China-UK community
- 08/23:** 2-year EwC A-level **Scholarship programme launched in China** for ten A-level students with Wycombe Abbey School Changzhou



MAIN EwC INITIATIVES



- ***EwCh Scholars Programme*** for British pupils to study A-levels for 2 years at a boarding school in China
- ***Annual, global climate change Model UN conference*** involving 300 pupils from schools from UK, mainland China, Hong Kong, Australia, Brazil, Sri Lanka, Zambia
- ***Curriculum enrichment 'China Challenge Days'*** for whole year groups in schools
- ***Summer Camps*** for Chinese pupils in the UK & British children in China
- ***Assemblies & 6th form lectures***
- Educational ***conferences and lectures***
- High-level ***networking dinners***



HOW EwC ADDS VALUE



1. **Equips** young people in the UK with an educational pathway to discover China, its culture, history, geography, diversity and innovation
2. **Develops** a pipeline of skills to support economic growth
3. **Enables** greater cross-cultural understanding breaking down community barriers
4. **Inspires** cultural capital and deeper global citizenship
5. **Builds** face:face opportunities for learning, debate & friendship
6. **Ensures** deeper knowledge of bi-lateral historical and trading links
7. **Challenges** bias and fosters bi-lateral communication
8. **Nurtures** a focus on global sustainability goals, particularly climate change
9. **Contributes** to society/UK Plc by developing China capabilities, language learning & networks

