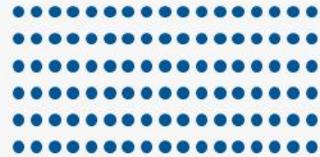





# 职场通用篇 (第二版)

# 新素养英语 基础模块




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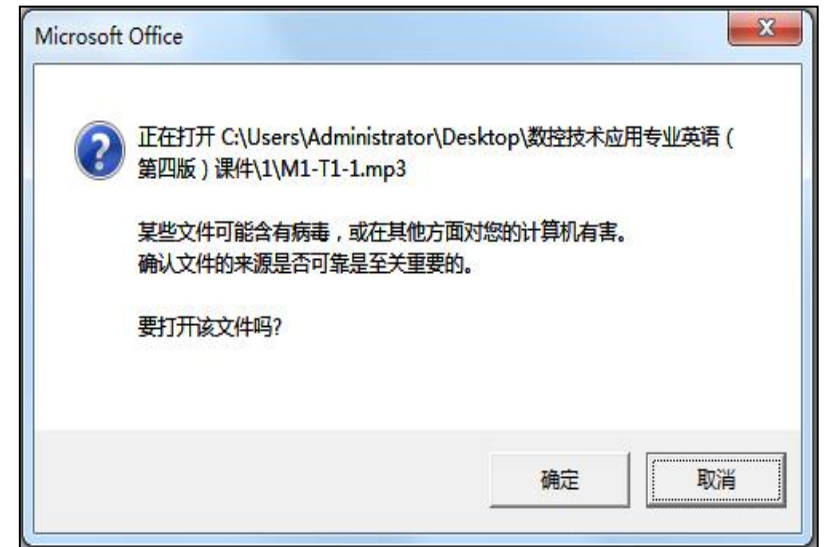


# 课件使用引导

1. 如有“”音频图标按钮，可点击该按钮，调用外链音频文件进行播放。

注意：当调用外链文件弹出阻止对话框时，请点击“确定”按钮。

2. 在全屏播放课件时，如要切换出音频播放界面，可按  十  键，或按  键调出导航栏，点击音频播放器即可。



## ● Learning Objectives:

**In this unit, you will**

- ◎ talk about corporate social responsibility;
- ◎ read about corporate charity and its benefits;
- ◎ write a letter of invitation;
- ◎ expand your vocabulary of corporate contributions to society;
- ◎ comprehend the meaning of corporate social responsibility in corporate culture.

## Unit 8

# How Do Businesses Benefit Society?





# 目录

# CONTENT

Enlightening

Enabling

Evaluating





01

# Enlightening



# We are trying to make our world a better place!



## Task 1

Business is about more than just making a profit. Many companies are trying to contribute to the greater good and demonstrate corporate social responsibility. Match the pictures with the corresponding activities.



sponsor an event

help with disaster relief

organize a fundraising event

provide volunteer service

protect the wildlife





# We are trying to make our world a better place!



举例



Are there any other things that a company could do to contribute to society? Write them down to expand your vocabulary.





provide online training programs

sponsor school events

donate to orphanage

provide sports facilities to the community

establish a community garden





# We are trying to make our world a better place!



## Task 2

The company is building a social responsibility team to support the company's on-going charitable giving activities. Are you interested in joining the team? Talk about your ideas with your classmates.



Are you interested in the charity job? Why or why not?





# We are trying to make our world a better place!



## 举例

*I love the charity job because ...*

*I like to help people*

*I want to make a contribution to ...*

*I can make a difference in the lives of  
others*

*I want to work with people with kind  
hearts*

*...*

*I'm not interested in the  
charity job because ...*

*it's not fun*

*I don't like to get in touch  
with many people*

*...*





I love the charity job because I like to help people.

I love the charity job because I want to make a contribution to the society.

I love the charity job because I want to work with people with kind hearts.

I'm not interested in the charity job because it's not fun.

I'm not interested in the charity job because I don't like to get in touch with many people.



# We are trying to make our world a better place!



## Task 3

If you work on the social responsibility team, one of your jobs would be organizing fundraising events for charitable causes. Hosting fundraising events helps your organization to share your charity program with employees, clients, suppliers, business partners, and other related people or organizations. Think about what you will do in the following situations.

- I need to choose a suitable venue for the event.
- I need to invite people to attend the event.
- I need to arrange suitable activities.
- I need to prepare a presentation and make it inspirational and motivational.





**We are trying to make our world a better place!**



**Contributing  
to Society**



The background of the slide is a photograph of a cityscape. On the left, there is a large, ornate Gothic building with many windows and a tall spire. In the foreground, a multi-arched stone bridge spans across a river. A red double-decker bus is visible on the bridge. The sky is blue with scattered white clouds.

02

# Enabling



# Let's listen and speak!



## Task 1

### We are going to launch a public service campaign.

Jessie and Harry are talking about their company's public service campaign. Listen to the conversation and choose the best answer to complete each statement.



原文

- |   |   |   |                            |
|---|---|---|----------------------------|
| 1 | Jessie is working on the <u>  c  </u> .   | a | saving the desert          |
| 2 | The company is going to donate <u>  e  </u> .                                       | b | put up posters             |
| 3 | Harry advises Jessie to create a web page to invite people to <u>  d  </u> .        | c | social responsibility team |
| 4 | Harry suggests using a nameplate to mark the donor's contribution to <u>  a  </u> . | d | make donations             |
| 5 | Jessie plans to <u>  b  </u> around the communities.                                | e | ten thousand trees         |





Harry: Hi Jessie, how's your new job on the social responsibility team?

Jessie: Well, it's not as easy as I have expected.

Harry: I have finished my work already so I have some extra time. Do you need help with anything?

Jessie: Yes! I'm trying to make a proposal for the donation. Do you know about our public service campaign this year?

Harry: I've heard about that. Our company will donate some trees and plant them in the desert area. Right?

Jessie: Yes. We are going to donate ten thousand trees.

Harry: So what's the problem?

Jessie: We've got the budget for the trees but clearly the more trees the better. So Mr. Brown told me to make a plan to invite more people to take part. I'm not sure what I should do.

Harry: I think you can create a page on our website inviting people to make donations. How much is one tree?

Jessie: About 60 yuan each.

Harry: Then you can make it clear that for each donation of 60 yuan, the donor can have one tree planted in the desert. And we will attach a nameplate on the tree, which represents the donor's contribution to saving the desert.

Jessie: That's a great idea. And I can put up posters around the nearby communities to invite more people to join in.





# Let's listen and speak!



**We are going to launch a public service campaign.**

## Task 2

Jessie and Harry continue to talk about how to raise funds. Listen to the recording and fill in the blanks with proper words. Role-play this conversation with your partner.



Jessie: But I still have a question. How can we get more people to (1) visit our page and learn about our campaign?

Harry: First, make the donation page memorable. Highlight what the (2) campaign is all about.

Jessie: OK, that's easy. I can use some photos of the desert and (3) highlight the meaning of our action.

Harry: Make sure the page is (4) well-designed. You know, a poorly-designed web page will drive visitors away.

Jessie: Sure.





# Let's listen and speak!



Harry: Remember to offer a link for donation and make it (5) obvious.

Jessie: Yes, so people can donate (6) easily.

Harry: Most (7) importantly, you should get the donation page on as many social media (8) platforms as you can and keep your page (9) active.

Jessie: OK, now I know what I should do. Thank you so much, Harry.

Harry: You're welcome. I have a lot of (10) experience with projects like this, so if you have any questions, please just ask me.





# Let's listen and speak!



Try to summarize the important points of raising money for charities online and practice discussing how to create an effective donation page.





## Useful Expressions

### Making Suggestions

- First, make the donation page ...
- Highlight ...
- Make sure ...
- Remember to offer ...
- Most importantly, you should ...





# Let's listen and speak!



## A donation page should ...

- be memorable
- be well-designed
- offer a link for donation
- be promoted on other social media platforms
- be kept active





# Let's listen and speak!

原文



## Task 3

Listen to the passage and fill in the blanks with proper words. Then practice introducing a company's contributions to the public with the useful expressions in the passage.



Li Ning Company puts great importance on (1) corporate social responsibility (CSR) and continuously carries out (2) various practice that encourages kindness in the society. The Group believes that its commitment to being a (3) responsible corporate citizen helps to bring long-term benefits to not only its employees, but also the (4) community and the environment.

The Group has been committed to advocating sports among the (5) public and uses its own resources to contribute to the society. We have built sports parks and provided sports (6) facilities and instructions on doing sports. Our aim is to (7) promote both competitive sports and the popularization of national fitness. As an important part of the national fitness campaign, these parks will (8) serve to promote sports (9) education, encourage the public to participate in sports activities more actively, (10) enjoy sports while improving their fitness.





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# Let's read!



**Business is about more than just making a profit.**

译文



## Reading 1

### Driving Equity and Quality in Education

1 As a service provider of an intelligent world, Huawei is committed to promoting economic growth as well as benefiting society. Education is the root of progress. Everyone has the right to education and the opportunities that it brings. Huawei is working with its partners to provide people in different regions with equal access to high quality education.







## 推动公平且高质量的教育

1 作为智能世界的服务提供商，华为致力于促进经济增长，造福社会。教育是进步的根源。每个人都有受教育的权利和受教育带来的机会。华为正与其合作伙伴合作，为不同地区的人们提供平等的机会，让他们接受高质量的教育。



# Let's read!



2 In 2020, when teaching moved online because of the COVID-19 pandemic, implementing large-scale online education for millions of students became a challenge. Huawei launched the Learn Anytime Education Alliance together with more than 100 education partners to help provide online teaching services. The program gave students and teachers access to online classrooms anytime, anywhere. Since the establishment of the Alliance, more than 5,000 schools and companies have benefited from live streaming services provided for free; 240,000 online lessons have been provided to over 50 million students.

译文





2 2020 年，由于新冠疫情，教学转移到了线上，为数百万学生实施大规模在线教育成为一项挑战。华为与 100 多家教育合作伙伴共同发起了“随时学”教育联盟，帮助提供在线教学服务。该项目让学生和教师可以随时随地访问在线课堂。自联盟成立以来，已有 5000 多所学校和公司受益于免费提供的流媒体直播服务；已经为 5000 多万学生提供了 24 万节在线课程。



# Let's read!



译文

- 3 Huawei also launched the DigiSchool project to improve the digital skills of rural students and teachers. We developed a series of fun tech courses and provided high-speed Internet connection for remote rural schools, opening the door of the technology world to teachers and students.
- 4 We believe that technology can help bring learning resources to where they are needed most. To achieve this, we are committed to working with our partners to connect more schools and equip young learners with the digital skills required for future success.





3 华为还启动了数字学校项目，以提高农村学生和教师的数字技能。我们开发了一系列有趣的科技课程，并为偏远的农村学校提供高速互联网连接，为教师和学生打开了科技世界的大门。

4 我们相信，技术可以助力将学习资源带到最需要的地方。为了实现这一目标，我们致力于与我们的合作伙伴合作，连接更多的学校，并为青少年学生提供未来成功所需的数字技能。



# Let's read!



## Words and Expressions



access /'ækses/ n. (可使用或见到的) 机会, 权利  
pandemic /pæn'demɪk/ n. (全国或全球性) 流行病  
implement /'ɪmplɪment/ v. 执行, 实施  
large-scale /lɑ:dʒ'skeɪl/ a. 大规模的  
alliance /ə'laɪəns/ n. 联盟, 结盟团体  
program /'prəʊgræm/ n. 计划  
live streaming 流媒体直播  
rural /'rʊərəl/ a. 乡村的, 农村的  
remote /rɪ'məʊt/ a. 偏远的, 遥远的  
equip /ɪ'kwɪp/ v. 使有能力; 装备





# Let's read!



## Business is about more than just making a profit.

### Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below.

1. Huawei is working with partners to \_\_\_\_\_.
  - A. provide equal opportunities for people to receive high quality education
  - B. enable most people to receive higher education
  - C. promote its economic growth
  - D. provide people with access to high speed network





## Let's read!



2. The aim of the Learn Anytime Education Alliance was to \_\_\_\_\_.
- A. provide TV education programs
  - B. build schools for remote areas
  - C. help with large-scale online education
  - D. give students and teachers access to the Internet
3. Over 50 million students have benefited from \_\_\_\_\_.
- A. live streaming services provided for free
  - B. online lessons
  - C. the online training program on digital skills
  - D. funtech courses online







## Let's read!



4. The DigiSchool project was launched to \_\_\_\_\_.
- A. develop rural market
  - B. bring the digital world to rural teachers and students
  - C. improve the learning skills of rural teachers and students
  - D. increase the sales of Huawei's products
5. It can be concluded from the passage that Huawei is \_\_\_\_\_.
- A. a non-profit organization
  - B. an education organization
  - C. a provider of financial services
  - D. a responsible enterprise





# Let's read!



## Business is about more than just making a profit.

### Task 2 Vocabulary Focus

Fill in the blanks in the following sentences with the words in the box. Change the form if necessary.

implement

rural

alliance

equip

large-scale

1. Large-scale changes to the organizational structure of the company are needed.
2. The proposal is great but who's actually going to implement it?
3. They made an alliance against the common enemy.
4. Transport networks need to be expanded to remote rural areas.
5. The course is designed to equip students for a career in nursing.





# Let's read!



## Business is about more than just making a profit.

### Task 3 Grammar Drill

Complete each sentence with the correct choice.

1. I hear \_\_\_\_\_ the teacher will come back from the UK soon.

A. when

B. whether

C. that

2. Do you know \_\_\_\_\_ made him angry last time?

A. what

B. that

C. whether





# Let's read!



3. It has not been decided when they \_\_\_\_\_.
- A. left
  - B. will leave
  - C. have left
4. \_\_\_\_\_ surprised me most was \_\_\_\_\_ he didn't go to school yesterday.
- A. What, how
  - B. That, that
  - C. What, that
5. Do you know \_\_\_\_\_?
- A. whose computer is it
  - B. whose computer it is
  - C. it is whose computer





# Let's read!



**Business is about more than just making a profit.**

## Grammar Notes

### 宾语从句

在主从复合句中充当宾语，位于及物动词、介词或复合谓语之后的从句称为宾语从句。

- ◆ 宾语从句的语序必须是陈述语序。
- ◆ 主句是一般现在时，从句根据实际情况使用时态。
- ◆ 主句是过去时态，从句须用过去时态的某种形式。





# Let's read!



## Task 4 Translation Practice

Translate the words in brackets to complete the following sentences.

1. The country is experiencing slow but steady economic growth.  
( 经济增长 )
2. Students must have access to good learning resources.  
( 有机会使用 )
3. All these services are available to the public for free. ( 免费 )
4. The government is committed to providing equal opportunities for men and women. ( 致力于 )
5. We equip students with the skills they will need once they leave college. ( 使.....有能力 )





# Let's read!



## Business is about more than just making a profit.

### Task 5 Text Summary

Summarize the text with the help of the useful expressions.

#### 【例文】

Huawei is committed to promoting economic growth as well as benefiting society. It is working with its partners to provide equal access to high quality education to people in different regions. During the COVID-19 pandemic, Huawei launched the Learn Anytime Education Alliance with partners to help in implementing large-scale online education. Huawei also launched the DigiSchool project and provided high-speed Internet connection for remote rural schools.





# Let's read!



## Business is about more than just making a profit.



### Useful Expressions

- Huawei is committed to promoting ...
- Huawei is working with its partners to ...
- Implementing large-scale online education became ...
- ... have benefited from ...
- Huawei also launched the ... project.
- We provided high-speed Internet connection for ...







# Let's read!



## Further Thinking

Businesses can get involved in society and help it progress by taking social responsibility and carrying out public welfare projects such as investing in education programs for the poor and orphans. Do you have any ideas about what companies can do to benefit society? Discuss it with your partner and share your ideas with the class.





# Let's read!



Business is about more than just making a profit.

译文



## Reading 2

### Why Do Companies Give to **Charity**?

- 1 Today, many companies give generously to charity on a regular basis. Aside from the sense of reward and satisfaction that comes from giving back to the community, there are actually **multiple** benefits of corporate charitable **donations**.
- 2 Corporate charity can greatly improve employee **morale**. Your employees will feel proud to be part of a team that is making a real difference to the lives of those in need and are more likely to view the company positively. In one study, researchers found that donating to charity **activated pleasure** centers in the brain. The act of giving can inspire motivation among employees as they feel more fulfilled knowing they are making a difference in this world.





## 为什么公司要慈善捐助？

1 现如今，许多公司定期向慈善机构慷慨解囊。除了回馈社会带来的回报和满足感之外，企业慈善捐赠实际上还有多种好处。

2 企业慈善可以极大地提高员工士气。你的员工会为自己是这个团队的一员而感到自豪，并且更有可能对公司持积极的态度，因为这个团队正在为那些需要帮助的人的生活带来真正的改变。在一项研究中，研究人员发现，向慈善机构捐款可以激活大脑中的快乐中心。给予的行为可以激发员工的积极性，因为他们知道自己正在改变这个世界，感到更加满足。



# Let's read!



- 3 Corporate giving creates a positive image of the brand. People respect leaders who show a social responsibility and want to work for an **ethical** company that is dedicated to helping others. The Charities Aid Foundation found that 51% of British adults were more likely to buy a product or use a service if a company donated to charitable **causes**.
- 4 Corporate charity giving does not necessarily have to be on a national scale. Giving back to your immediate community also has benefits for businesses, particularly if you operate on a local level. The locals will notice the effort you are putting into improving their community, **consequently** raising the reputation of your business, and **strengthen** your customer base.

译文





3 企业捐赠为品牌创造了积极的形象。人们尊重那些社会责任感强的领导者，并希望为一家致力于帮助他人的注重商业道德的公司工作。慈善援助基金会发现，如果一家公司向慈善事业捐款，51%的英国成年人更有可能购买其产品或使用其服务。

4 企业慈善捐赠不一定要在全国范围内进行。回馈您附近的社区对企业也有好处，特别是如果您在当地运营的话。当地人会注意到你在改善社区方面所做的努力，从而提高你企业的声誉，并增强你的客户群体。



# Let's read!



## Words and Expressions



- charity /'tʃærəti/ n. 慈善；慈善机构
- multiple /'mʌltɪpl/ a. 数量多的；多样的
- donation /dəʊ'neɪʃn/ n. 捐赠，捐赠物
- morale /mə'rɑ:l/ n. 士气
- activate /'æktɪveɪt/ v. 激活
- pleasure /'pleʒə(r)/ n. 快乐，愉悦
- ethical /'eθɪkl/ a. 合乎道德的
- cause /kɔ:z/ n. 事业，目标
- consequently /'kɒnsɪkwəntli/ ad. 因此，所以
- strengthen /'streŋθn/ v. 增强，巩固





# Let's read!



## Business is about more than just making a profit.

### Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below .

1. It can be concluded from the first paragraph that \_\_\_\_\_.
  - A. companies must make charitable donations
  - B. doing charity will benefit companies
  - C. companies should reward generous employees
  - D. the aim of corporate charitable donations is to make profits
2. Corporate charity can make the employees feel \_\_\_\_\_.

A. different	B. superior
<input checked="" type="radio"/> C. proud	D. respectful





# Let's read!



3. According to one study, doing charity can \_\_\_\_\_.
- A. promote people's motivation
  - B. fulfill one's tasks
  - C. make people different from others
  - D. activate people's brain and make them smart
4. Corporate giving can help a company \_\_\_\_\_.
- A. build a world-famous brand
  - B. create ethical positions
  - C. establish a positive image
  - D. start a charitable foundation







# Let's read!



5. It will be better for local businesses to \_\_\_\_\_.
- A. operate charity on a national scale
  - B. operate charity for their community
  - C. focus on their business operation
  - D. make more profits rather than doing charity





# Let's read!



## Task 2 Text Analysis

Fill in the blanks according to the main idea of each part.

**Part 1:** Para. 1

There are multiple benefits for companies to make charitable donations.

**Part 2:** Para. 2 — Para. 3

The benefits include improving employee morale and creating a positive image of the brand.

**Part 3:** Para. 4

For local businesses, giving back to their immediate community is a better choice.





# Let's read!



## Business is about more than just making a profit.

### Task 3 Content Questions

Fill in the blanks to answer the questions.

1. What will people feel when they give generously to charity?

They will have a sense of reward and satisfaction.

2. What influence will corporate charity have on employees?

It can improve employee morale.





# Let's read!



3. Why will the act of giving make people more fulfilled?

Because they know they are making a difference.

4. What is the result of the Charities Aid Foundation's research?

51% of British adult customers would like to choose companies that donated to charitable causes.

5. What are the benefits for local businesses to put effort to improve their community?

It will raise their reputation and strengthen their customer base.





# Let's read!



## Business is about more than just making a profit.

### Task 4 Translation Practice

Translate the following sentences into Chinese.

1. Today, many companies give generously to charity on a regular basis.

现如今，许多公司定期向慈善机构慷慨解囊。

---

2. Corporate charity can greatly improve employee morale.

企业慈善可以极大地提高员工士气。

---





## Let's read!



3. Corporate giving creates a positive image of your brand.

企业捐赠为品牌创造了积极的形象。

---

4. People want to work for an ethical company that is dedicated to helping others..

人们愿意为一家致力于帮助他人的注重商业道德的公司工作。

---

5. The locals will notice the effort you are putting into improving their community.

当地人会注意到你在改善社区方面所做的努力。

---





# Let's read!



## Task 5 Vocabulary Expansion

The following items are what companies can do to contribute to the society. Match them with their Chinese equivalents.





# Let's read!



Do you know other words about corporate social responsibility?  
Exchange ideas with your classmates!







## Culture Notes

近年来，越来越多的企业积极参与到了公益事业<sup>①</sup>中，他们或是关爱特殊群体，用行动传递爱与温暖；或是积极参与抗灾救灾，危机关头显担当；或是深度参与到乡村振兴<sup>②</sup>工作，助力一方发展……显然，企业公益的力量正发挥着日益重要的作用，参与形式也愈加丰富。将社会公益理念融入企业文化<sup>③</sup>，让志愿服务<sup>④</sup>走进基层<sup>⑤</sup>和民众，使企业在公益活动中得到升华，既是社会公益事业达到的最高境界，也是丰富企业文化内涵的最佳路径。

① public welfare

② rural revitalization

③ corporate culture

④ volunteer service

⑤ community level





## Let's write!



### Let's contribute to a better world!

**邀请信**是由机构、团体、公司、学校等单位或个人举办某些活动时，发予目标单位成员前来参加的邀请性质信件。邀请信一般包括此次活动的性质、内容、时间、地点、发出邀请、祈请回复及落款等。如今电子邮件是信件交流的主要途径，因此，邀请信也主要以电子邮件的形式发出。公益活动邀请信旨在邀请宾客参与活动，为公益事业募集资金，因此语言要清楚、直接、真诚，礼貌地提出请求并表达谢意。





# Let's write!



公益活动邀请信的邮件格式如下:

1. 主题

Subject:

2. 称呼

Dear ...,

3. 正文

Paragraph 1: Introduce the event. Make the invitation.

第一段: 提出邀请

第二段: 公益活动细节

Paragraph 2: Give details of the event.

第三段: 再次邀请, 表达感谢, 期待回复

Paragraph 3: Make the invitation again and express appreciation. Ask for reply whether he/she is attending the event or not.

4. 信尾客套语

Complimentary close

5. 写信人姓名和机构

Name of the writer

Name of the organization





# Let's write!



## Scenario

Imagine you are working on the social responsibility team of Newstar Technology. Your company is working with China Green Foundation to launch a public welfare project “Greening the Desert”. The fundraising event of the project will be held on December 1, from 6 p.m. to 8 p.m., at SunPro Exhibition Hall. Your company will donate 50,000 trees for the project and you are planning to invite your clients, partners, and other famous entrepreneurs to come to the event and donate to the fund. Now you are going to write the invitation letter to Mr. Simon Johns, one of your major clients.





# Let's write!



## Let's contribute to a better world!

### Task 1 Get the details.

The invitation letters are written to invite the guests to the events, to give their valuable presence and persuade them to donate. The letter must include the venue and date of the event. The reason for organizing the fundraising event must also be mentioned. In this case, you need to introduce the “Greening the Desert” project clearly, the aim of the project, and what contribution your company have made. Discuss them with your partner and list the detailed information you need to include in the invitation letter.





# Let's write!



**Task 2** Organize the invitation letter and write an outline.

After you have got the details of the event and the project, write an outline and note down the details.



## Paragraphs

1. Introduce the event and make the invitation.
2. Write details of the event.
3. Invite again and express appreciation.

## Details

the launch event of "Greening the Desert" project;  
to raise funds for planting trees in the desert in the  
Northwest area

December 1, from 6 p.m. to 8 p.m.

at SunPro Conference and Exhibition Center

Aim of the project: prevent and reverse desertification

Our company's donation: 50,000 poplars

Your support is essential to make this event successful.

We are waiting for a reply.





# Let's write!



**Task 3** Write the invitation letter following the correct format. Use clear expressions and be polite.



## Useful Expressions

- We are very much honored to invite you to the fundraising event which is organized to ...
- The event will be held on ... (date and time) at ... (venue).
- The aim of our project is ...
- We are working with China Green Foundation.
- We are raising funds to ...
- We are very eagerly waiting for a reply ...
- We expect the pleasure of your presence in the event.





03

# Evaluating





# Let's do a project!



## Welcome to our fundraising event.

Through this unit, we have basically comprehended the importance of corporate social responsibility and how a company contributes to society. Now, role-play the following scenario with your group members according to the steps.





# Let's do a project!



## Task 1 Brainstorming Fundraising Event Ideas

Work in groups. Brainstorm ideas for the event and write them down. You need to take the venue and the number of guests into consideration. And remember, a presentation of the project is a must in that you should explain the project clearly and make it appealing to your guests.





# Let's do a project!



## Task 2 Listing the Suitable Ideas and Making a Detailed Plan

Choose suitable ideas from what you have written down, and arrange them in the right order. Make a detailed plan for each item. Collect good ideas for the presentation.





# Let's do a project!



## Task 3 Making the Presentation

Dive into the hearts and minds of your audience, make the project appealing, and motivate them To donate.





# Let's do a project!



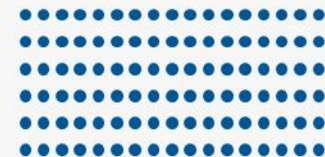
## **Make your presentation appealing:**

- Tell your compelling stories that can arouse compassion in your audience.
- Share your goals. Show what your organization will be doing with the money raised. When people donate, they like to know where their money is going and how it is being used.
- Show powerful numbers. People love to see the numbers relating to a project and numbers can be very powerful.





THANKS





1. access /'ækses/ n.

▲ （使用或见到的）机会，权利

~ to sth

e.g. You need a password to get access to the computer system.

使用这个计算机系统需要口令。

▲ 通道；通路；入径

e.g. The facilities have been adapted to give access to wheelchair users.

这些设施已经改造过以方便轮椅使用者进入。



2. implement /'implɪment/ v.

▲ 执行，实施

e.g. We should implement the party's decisions.

我们应贯彻执行党的决议。

We need a strategy that can be implemented quickly.

我们需要一个能够迅速实施的战略。

▲ implementation / ,ɪmplɪ'men'teɪʃn/ n.

e.g. Very little has been achieved in the implementation of the peace agreement signed last January.

去年 1 月份签署的和平协议的执行几乎没有什么进展。





3. large-scale /lɑ:dʒ'skeɪl/ a. 大规模的

e.g. The government hopes to attract large-scale foreign investment.

政府希望吸引大规模的外国投资。

▲ 【OPP】 small-scale



4. alliance /ə'laɪəns/ n.

▲ (国家、政党、团体等的) 结盟, 联盟, 同盟

~ with sb/sth

e.g. Germany was in alliance with Japan and Italy during the Second World War.

第二次世界大战期间德国与日本、意大利联盟。

~ between A and B

e.g. What will be the effect of the alliance between IBM and Apple?

IBM 和苹果之间的联盟将产生什么影响?

make/enter into/form/forged an alliance

e.g. The companies have formed an alliance to market the product.

这些公司结成联盟来推销这种产品。



5. program /'prəʊgræm/ n.

▲ 计划，方案

e.g. an intense training program 强化培训方案

e.g. The space program is the evolution of years of research.  
太空计划是多年研究的发展结果。

▲ 节目

e.g. I usually watch the sports programs and the news.  
我通常都看体育节目和新闻节目。

e.g. TV programs should enlighten the audience as well as entertainment.  
电视节目既要使观众得到娱乐也要使他们得到启发。

▲ 程序

e.g. The new version of the program comes with a much better user interface than original. 新版程序的用户界面比原来程序的好得多。



### 6. live streaming 流媒体直播

e.g. Live streaming is a type of streaming in which audio or video is broadcast live over the Internet.

流媒体直播是一种通过互联网直播音频或视频的流媒体。

e.g. There are many live streaming Apps on the App store.

应用软件商城里有许多流媒体直播应用程序。



7. rural /'rʊərəl/ a. 乡村的，农村的

e.g. A sound forest economy promotes the prosperity of agriculture and rural life.

完善的森林经济可以促进农业和农村生活的兴旺与繁荣。

e.g. The reform in the rural areas has proved highly successful.

农村的改革卓有成效。



8. remote /rɪ'məʊt/ a.

▲ 偏远的，遥远的

e.g. a remote beach 偏远的海滩

one of the remotest areas of the world 世界上最荒僻的地区之一

The farmhouse is remote from any other buildings.

这家农舍附近没有别的房屋。

▲ (时间) 遥远的；久远的

e.g. in the remote past/future 在遥远的过去 / 将来



9. equip /i'kwip/ v.

▲ 使有所准备，使有能力

e.g. The course is deigned to equip students for a career in nursing.

此课程旨在使学生能够胜任护理工作。

▲ 配备，装备

e.g. to be fully/poorly equipped 装备齐全/简陋

The centre is well equipped for canoeing and mountaineering.

本中心有齐全的划船和登山设备。

Owners of restaurants would have to equip them to admit disabled people. 餐厅老板将必须在餐厅里配备能够接纳残疾人的设施。