

Annual 2025 - 2026 Report



THE JOY
CULTURE FOUNDATION
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Our Mission

Provide culturally grounded educational, cultural, and community programs, that help Chinese-speaking children and families build confidence, identity, and belonging.

Core Values

Community:

Connection, Voice, Family

Nurturing:

Support, Kindness, Love, Caring

Team work:

Collaboration, Resourcefulness, Initiative

Our Vision

Bridge the cultural and social capital gap and be a Chinese cultural hub through childhood education in the SF Bay Area.



A Letter From Our Founder

Dear Friends,

When we talk about preparing children for the future, we often talk about **hard skills**—reading, math, science, technology, and academic achievement.

These skills matter. But at The Joy Culture Foundation, we believe they are only part of what a child needs to thrive.

We are here to build the **soft skills that shape who a child becomes**: confidence to speak up, curiosity to ask questions, resilience to try again, empathy to understand others, creativity to imagine new possibilities, and the courage to lead.

These skills are harder to measure on a test, but they often determine how a child navigates the world. That is why our work goes beyond the classroom.

When a child sells something they created at our Little Entrepreneur Fair, they are learning confidence, communication, problem-solving, and responsibility.

When a young person volunteers or mentors a younger child, they begin to understand leadership and service.

When families gather to celebrate culture and traditions, children develop something equally important: a sense of identity and belonging.

And when children have a safe community where they can explore, create, make mistakes, contribute, and be themselves, they begin to discover not only **what they can do, but who they can become**.

In a world changing faster than ever—especially as technology and AI reshape how we learn and work—I believe these deeply human skills will only become more important.

Our goal is not simply to help children become better students.

We want to help them become capable, compassionate, confident human beings.

As you read this Impact Report, I hope you see more than numbers, programs, and events. Behind every number is a child finding their voice, a young person discovering their potential, and a family finding community.

Thank you to our families, educators, volunteers, board members, partners, and supporters for believing in this work and helping us build a place where children can learn, belong, create, and lead.

The future will require many new skills.

But the most important ones may still be the most human.

With gratitude,



Lulu Roberts

Founder & Board Chair
The Joy Culture Foundation

Year In Numbers

Jul 2025 – Jun 2026

Reach



12,000+

Annual library visitors

2,300+

Community Members Engaged

220+

Students

100+

New Families Reached at STEM Zone

Engagement

10,000+

Books borrowed

24

Courses

23

Workshops

9

Summer Camps

300

Free arts & crafts + story time hosted



Impact

95%+

Summer camp parents extremely satisfied

97%+

Likely to recommend TCJF

25%+

Of library patrons borrowed 100+ books annually



Key Impact Areas & Programs

Culture is the foundation. Community is the catalyst. Leadership is the outcome.

Building Identity Through Language & Culture

- Enriching Chinese immersion classes and camps
- Serving All Chinese-Speaking Families: Mandarin, Cantonese
- Reading & Literacy Engagement
- Summer Reading Challenge
- Mother's Day Book-Finding Activity
- Storytimes / Arts & Crafts

Building Belonging Through Community

- Chinese New Year, Dragon Boat Festival, and Mid Autumn Festival Family Day
- Parent Support Group
- Parent Coffee Meets
- Zhuazhou Ceremony
- Color Your Dragon Boat Festival Imagination
- Baby Crawling Race
- Member Appreciation Day

Building Confidence & Leadership Through Opportunity

TJCF helps young people build social capital: the relationships, experiences, and networks that help them navigate new environments, discover opportunities, and contribute to their communities.

- Junior Leadership Workshop Series
- Board Game Club
- Annual TJCF Little Entrepreneur Fair
- Youth-led workshops
- AI Tinkery Lab Day @Stanford

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As the child of immigrants, I know how easily language and culture can fade with each generation. Now with children of my own, I want them to experience their heritage through language, traditions, stories, and community. I serve on TJCF's board because it gives families a place to build that connection and belonging, so our culture can continue to grow and be passed on for generations to come.

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— **Andy Chen,**

Co-Founder and Managing Partner, Outcast Ventures / TJCF Board of Directors



Empowering Identity Through Language

Chinese-Immersion Weekend Classes & Summer Camps

Building language, confidence, creativity, and connection through hands-on learning

Spanning dance, art, music, drama, science, and more, TJCF's year-round, play-based classes and camps are taught in Chinese and emphasize fun, hands-on learning. Quality and impact remained high: over 95% of summer-camp parents reported being extremely satisfied with their child's learning experience and teachers' professionalism, and over 97% said they are likely to recommend TJCF classes to others. These experiences reinforce our belief that language learning is most powerful when children can use it to explore, create, communicate, and connect.

“As a mother of three children at different ages, what I love about The Joy Culture Foundation is how it keeps our children connected to Chinese culture while giving them meaningful opportunities to explore and grow.

Our younger daughters love spending time at the Little Bookworm Chinese Library, where their love of books also brings them closer to Chinese language and culture. Meanwhile, our older son is preparing for the Little Entrepreneur Fair and Junior Leadership Program. I've already seen these experiences spark his curiosity—he's started asking questions about pricing, cost, and profit on his own and thinking about how they work in the real world. To me, that's what makes TJCF special: it goes beyond academics, encouraging children to take initiative, build confidence, develop important life skills, and gain a stronger sense of who they are. I also love that TJCF grows with our children, offering something meaningful for them at every stage.

TJCF has also given me something personally. As a full-time mom, I've found valuable resources, formed meaningful friendships, and had opportunities to contribute and help others. It has given me a sense of connection, purpose, and belonging, and reminded me that there are still so many ways for me to grow and make a difference.

I'm truly grateful to the TJCF for creating a community where Chinese culture brings families together, and where both children and parents can grow together.”

Yang Li,

Parent of students | TJCF Visionary Donor

Serving All Chinese-Speaking Families: Traditional, Simplified and Cantonese

Expanding access to language, literacy, and cultural connection for more Bay Area families

Driven by growing community demand—and made possible by our generous donors—the Little Bookworm Library invested in access and inclusion this year. We added 1,100+ newly curated children's titles in Simplified Chinese and Cantonese, and introduced weekend Cantonese classes alongside a Zhuyin literacy course. We also partnered with Hanzi Reader to launch the 2026 Summer Reading Challenge, encouraging children to build lasting Chinese reading habits through fun reading milestones. Together, these efforts make the Library more accessible and engaging for Chinese-speaking families across the Bay Area while strengthening early literacy, cultural identity, and the parent– child bond.

Bringing Culture to Life for the Local Families

Creating meaningful experiences that connect children and families with culture and community

TJCF brought cultural learning to life through meaningful, hands-on experiences for children and families. Our Baby Zhuazhou ceremonies brought the cherished Chinese first-birthday tradition into the Library, giving families a special way to celebrate their heritage and create lasting memories together. These experiences make culture tangible for children, helping them see their heritage not simply as something to learn about, but as something they can experience, celebrate, and share. We also partnered with WildMind Science in Half Moon Bay, bringing wild animal teachers to help children learn to respect, appreciate, and care for animals. Together, these experiences gave families new ways to explore, connect, and learn beyond the pages of a book.





TJCF Visionary Donor Circle

Beyond Giving: Partnering with TJCF to shape the next generation

In 2026, TJCF launched the Visionary Donor Circle to bring families closer to our mission and create meaningful opportunities for children to practice leadership, entrepreneurship, and community engagement. Rather than simply supporting programs, Visionary families do more than fund programs. They participate, co-create, and experience TJCF's mission alongside their children.

Through opportunities such as children's entrepreneurship showcases at TJCF events, newsletter features, and annual co-creation gatherings with TJCF leadership, families help transform ideas into real-world experiences for the next generation. Children gain opportunities to take initiative, share their ideas, build confidence, and experience the impact of giving back, while parents contribute their perspectives and talents to shaping future TJCF programs.

The Visionary Donor Circle reflects TJCF's belief that children learn leadership not only through instruction, but through doing, creating, sharing, and contributing to their community. Together, Visionary families are helping TJCF build a culture where children grow not only as achievers, but as confident, compassionate, and purpose-driven leaders.





From Creating to Giving Back

Helping children turn creativity into confidence, empathy, and service

In 2026, TJCF reached out to Taiwan charity organization and brought the Courage Doll Workshop to the States, giving children the opportunity to stitch courage, build confidence, and practice kindness. Inspired by the story of Courage Doll creator Ms. Rebecca Liu of Taiwan, the eight-session program combined hands-on sewing with lessons in courage, compassion, and giving. As children created their own Courage Dolls, they developed practical sewing skills while strengthening patience, creativity, confidence, and empathy. The program culminated in a Sale & Donation Project, where children experienced the joy of sharing their handmade creations with others in need. Through this meaningful process, TJCF helped children see that even small acts of kindness can create a lasting impact in their community.



Fostering Community Through Cultural Celebration And Knowledge Sharing

Chinese New Year, Dragon Boat Festival, and Mid Autumn Festival Family Day

Celebrate heritage and culture with family and community

TJCF's three anchor cultural celebrations bring families together through language, heritage, creativity, and play. Through children's performances, storytimes, calligraphy, face painting, lantern and mooncake making, lion pendant crafts, and hands-on dragon boat rowing activities, families experience Chinese culture in joyful and interactive ways. These celebrations help children experience their heritage in joyful, everyday ways while giving families a shared place to connect, participate, and belong.



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As a mother, technology investor, and board member, I believe deeply in creating environments where children and families can develop confidence, curiosity, cultural identity, and a strong sense of belonging—the foundations for lifelong leadership and happiness.

The Joy Culture Foundation brings this vision to life by connecting education, culture, philanthropy, and community in meaningful and joyful ways. Through the Visionary Donor Circle, Joy brings together philanthropic leaders committed to expanding access to culturally affirming education and nurturing the next generation of leaders. Its Parents Coffee Chats connect families with Stanford-affiliated educators, researchers, innovators, and community leaders, translating world-class ideas and expertise into practical, accessible opportunities for children and parents. These efforts complement its Little Entrepreneur Fair, youth-led initiatives, leadership and self-discovery workshops, reading programs, and parent-child activities—giving young people opportunities to create, lead, and thrive while helping families build lasting relationships.

I am proud to serve on the board and support TJCF as it bridges Stanford's extraordinary ecosystem with our broader community, nurturing a confident, compassionate, and culturally grounded next generation.”

Sue Xu

Managing Partner of Amino Capital | TJCF Board of Director

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Parent Support Group

Creating connection, knowledge, and community for parents building their lives in the Bay Area

Since 2025, TJCF has been hosting monthly parent coffee meetups to support Chinese-speaking families, particularly parents who may be building new social and support networks in the Bay Area.

More than just a meetup, each free session blends expert mini-talks on topics such as tea culture and southeast cuisine history, fashion ready-to-wear for professionals, and so on, with facilitated peer sharing and Q&A. These gatherings provide a reliable space for parents to connect, share experiences, and build lasting friendships.



Community Beyond Our Walls

Expanding TJCF's reach and connecting with new families across the Bay Area

TJCF expanded its community presence beyond our regular programs and cultural celebrations, creating new opportunities to connect with families across the Bay Area.

In January, we welcomed a library field trip of 20 children, introducing them to Chinese books, language, and cultural resources in a welcoming community setting. In April, TJCF participated in the STEM Zone, where 100+ families visited our booth for hands-on activities connecting Chinese culture with STEM learning.

Together, these outreach efforts helped TJCF reach new families, strengthen community partnerships, extend TJCF's community beyond the walls of the Library and connect with families who may be new to our programs.



Bridging Social Capital Gap Through Leadership Development



Youth Leadership: From Learning to Leading

Empowering teens to discover their strengths, build confidence, and lead through real-world experiences

Building on the success of TJCF's Youth Leadership Workshop Series, our youth leadership programming evolved in 2026 to give teens more opportunities to discover who they are, develop their strengths, and put leadership into practice.

Through a four-part Self-Discovery Workshop led by Linda Lee, teens explored their interests, values, strengths, and goals while building deeper self-awareness and confidence. The experience also inspired participants to continue connecting and growing together beyond the workshop series.

Leadership also moved beyond the classroom. During TJCF's summer camps, teens stepped into Teaching Assistant roles, working alongside instructors to support activities, engage with younger children, and help guide them throughout the camp experience. By taking responsibility for younger students, our teens gained hands-on experience in communication, teamwork, mentorship, and leadership—while becoming positive role models for the next generation.

Together, these experiences mark TJCF's continued evolution from simply teaching leadership skills to creating real opportunities for young people to lead, mentor, and give back.

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Having emigrated from China at the age of 7, I have always struggled to stay connected with my culture and language. Being introduced to The Joy Culture Foundation my Freshman year of high school has allowed me to reconnect with the Chinese part of myself I thought I had lost, and build connections and learn from so many different people.

I first started off volunteering at big events and festivals hosted by the Chinese Library, from Lunar New Year events to the Little Entrepreneur Fair. This has allowed me to grow not only in my communication skills with Mandarin, but also allowed me to learn the process of setting up events, executing them, and the value of talking with children and parents.

As I started to get more involved, I joined the Youth Leadership group, and volunteered bi-weekly with library duty and being a TA for classes. I also started hosting free dance classes this summer, and are continuing to do so this school year, which has taught me so much about how to communicate with kids and how to effectively lead a class. Furthermore, I attended a Leadership workshop hosted by TJCF, which taught me a lot about who I am and allowed me to think more about self discovery, and I will continue to be involved with that.

I will always be grateful for the opportunities TJCF has given me, and how it has pushed me to stay true to myself, allow for me to pursue passion projects, and help me continue my pursuit of staying connected to my Chinese heritage. I have met so many amazing mentors and friends at TJCF, and it has really helped me shape who I am.

Cindy Qiao, TJCF Youth Leadership

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Youth-Led Workshops

From participants to creators, mentors, and leaders

In 2026, TJCF expanded its Youth Leadership Program by creating opportunities for teens to move from learning about leadership to putting it into practice. With guidance and support from TJCF mentors, youth leaders developed and led their own workshops for younger children, turning their personal interests and skills into engaging, hands-on learning experiences.

From AI and technology to literacy, creativity, and environmental awareness, youth-led workshops gave teens real-world opportunities to practice planning, communication, teamwork, and public speaking. At the same time, younger children benefited from learning alongside relatable role models who made new topics approachable and fun. Through these experiences, TJCF is building a cycle of leadership within our community—where young people are not only participants, but also creators, mentors, and contributors who inspire the children coming after them.



Little Entrepreneur Fair: From Ideas to Action

Celebrate entrepreneurship, language, and financial literacy

TJCF expanded the Little Entrepreneur Fair into a hands-on learning experience that helped children build business awareness and financial literacy through play and participation. The new Smart Little Shopper Challenge encouraged children to observe real-world business strategies as they explored the marketplace, while a Financial Literacy Reflection Session helped them connect those observations to practical lessons about money, business, and decision-making. Together, these activities transformed a fun community event into an engaging opportunity for children to learn, explore, and develop real-world entrepreneurial skills.



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I am very thankful to the Joy Cultural Foundation for giving kids the opportunity to join the Little Entrepreneurs Fair. The kids got to experience what it's like to run their own little business and learned how much work goes into preparing everything. It was definitely a lot of work, but also so much fun! It was a very special and unforgettable experience for them.

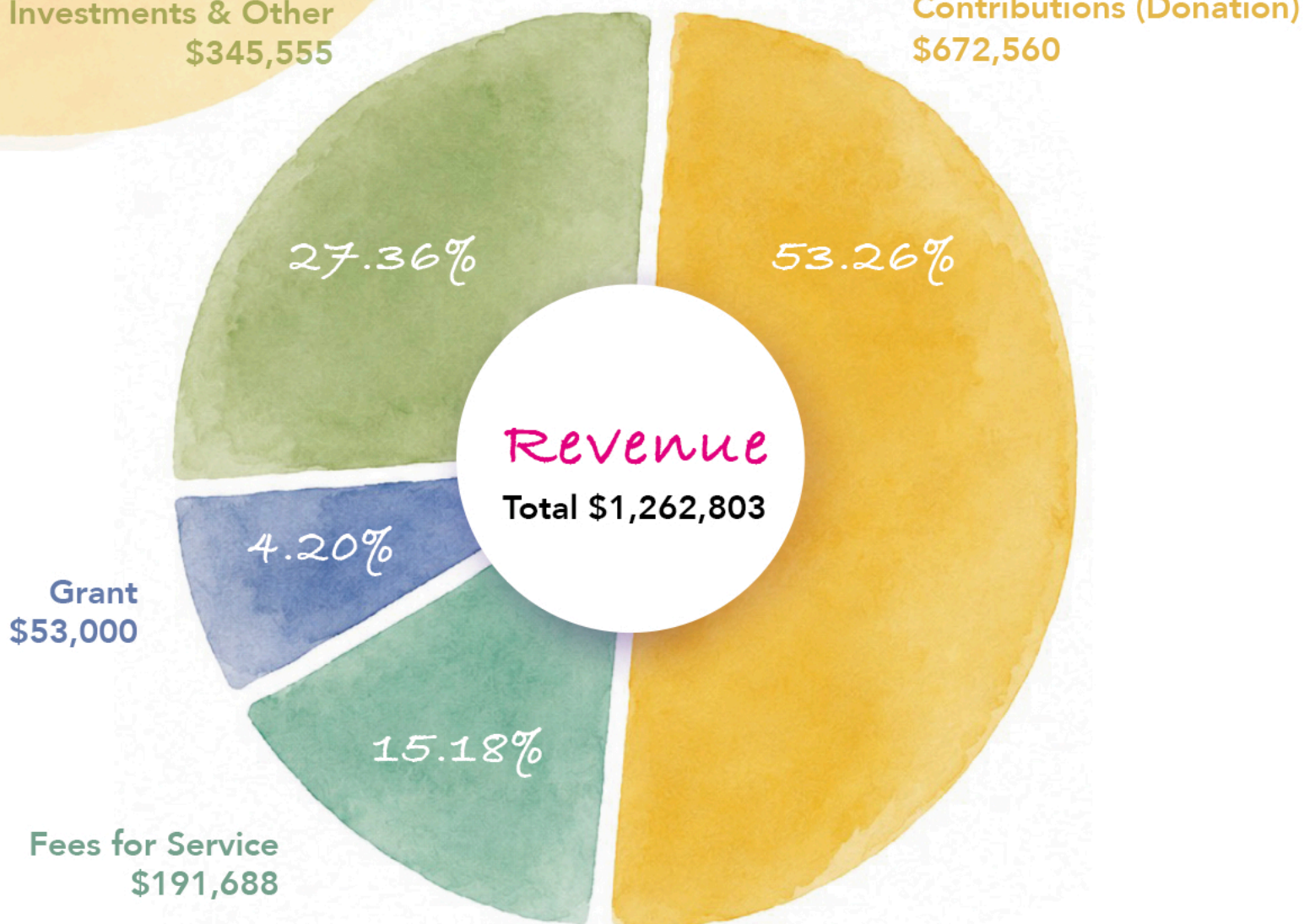
Little Entrepreneur's Parent

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Financial Snapshot

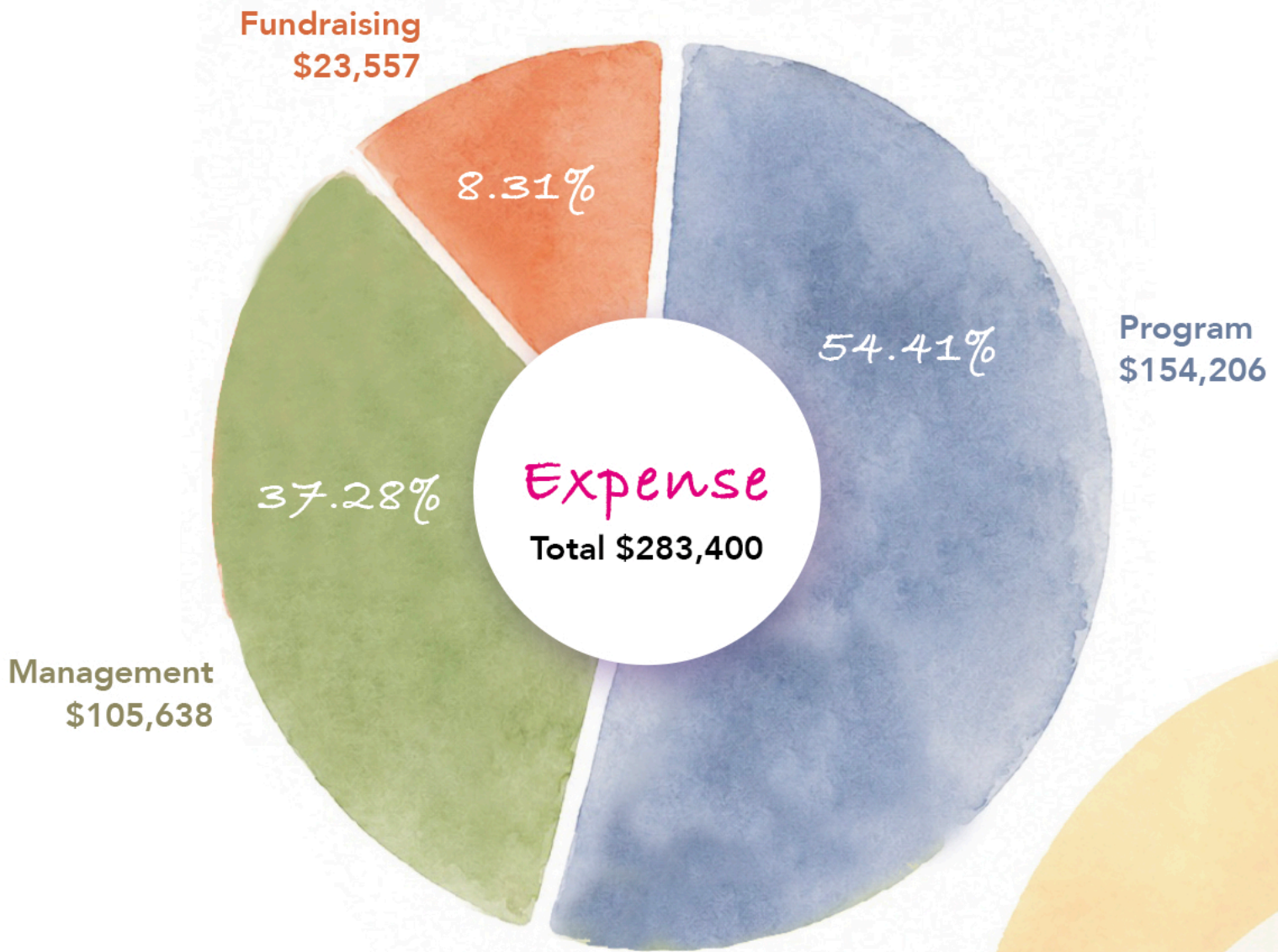
Investments & Other
\$345,555

Contributions (Donation)
\$672,560



TJCF entered 2026 with a strong financial foundation while continuing to invest in programs, people, and infrastructure needed to support long-term growth.

2025-2026



Assets
\$2.6M

Liabilities
\$31K

Team Overview

Board of Directors



Lulu Roberts

Founder & Board Chair, TJCF



Andy Chen

Co-Founder & Managing Partner
Outcast Ventures



Coco Shi

Investor of Risk & Governance
specialist



Eileen Tsai

Regional Director, 10000 Degrees



Fangfang Tan

Co-Founder & Chief Product Officer
AgentWeb



Howard Chi

CEO, HPDA Ventures



Peggy Cheng

Executive Director, Ming Yi Foundation



Shan Guo

Founder, SGR Consulting



Shihlan Chen,

Managing Attorney, Law Office of
Shilan Chen



Terry Ing

Partner, King Street
Capital Management



Xiuying Jin

VP of Wealth Management,
Financial Advisor, Int'l Client Advisor,
Morgan Stanley



Sue Xu

Managing Partner, Amino Capital

Staff

Lulu Roberts, Chief Executive Officer
Christine Chang, Chief Financial Officer
Sandy Yu, Chief Development Officer
Jamie Wang, Chief Operating Officer
Olivia Chen, Chief Community Officer
Applo Yen, Director of Library Operations & Design
Wenchi Chen, Operations Director
Tina Cheung, Development Manager
Zoe Weng, Program Lead
Crystal Li, Community/Events Lead
Misa Chang, Accountant

Camie Lee, Operations Specialist
Irene Hsieh, Program Coordinator
Tzuling Liu, Design & Marketing
Cassandra Wang, Marketing
Ava Chen, Senior Administrator
Alice Ye, Senior Administrator
Yen-Chun Yeh, Administrator
Chia-Hui Kao, Administrator
Lan Ma, Administrator
Angela Tsai, Administrator
Carol Huang, Administrator



2027 Outlook

Deepening Impact, Strengthening Our Foundation

Building on 2026's momentum, TJCF will focus on Pre-teen and teen-led leadership workshops, program innovation, financial sustainability, and operational excellence to expand impact and strengthen community connections.



1. Grow Youth Leadership

Expand opportunities for pre-teens and teens to move from participants to creators, mentors, and community leaders.

2. Expand High-Impact Programs

Continue investing in the language, literacy, cultural, and hands-on learning experiences that families value most.

3. Strengthen Financial Sustainability

Build partnerships, sponsorships, diversified revenue, and strong budgeting systems to support sustainable growth.

4. Build Community Infrastructure

Strengthen volunteer, membership, communications, and operational systems so TJCF can serve more families effectively.

Ways To Support

Help build a community where Chinese-speaking children can grow with confidence, cultural identity, and a sense of belonging and discover their potential to lead.



Contact us at : finance@thejoyculturefoundation.org



We are grateful to the families, foundations, corporations, and community partners who make this work possible.

\$100K+ Lulu and Eric Roberts, Linnea and George Roberts

\$50K+ Courtney Roberts and Steve Preston, Kwala and Mark Roberts, Coco Shi, Asian Pacific Fund

\$25K+ Zoe Liang and Jason Chang, Peggy Cheng, Authentic Heart (ptc) Ltd.

\$10K+ Terrence Ing, Vivek Ranadivé, Harris and Megan Barton Fund, Sharon Cao, Liu & Tan Family Foundation, Geoffrey & Amy Yang Foundation, Jerry Yang and Akiko Yamazaki's Fund, Tony Sun and Rosina Lo,, Randive Foundation

\$5K+ Victoria Danhaki, Diane and Tad Taube, Fangfang Tan, Hailong Shen, Bounin Tien, Juliana Lee Education Foundation, Herbst Family Charitable Fund, Doris Liu, Peng Family Fund, Yang Li, Sophia Buck, City of Menlo Park (Community Funding Program)

"It takes a village to raise one child. Your support helps us build one."



Raising a child takes a village. At TJCF, you'll find yours.

