

Fiscal 2016 Activity Report

(April 1, 2016 to March 31, 2017)



Remember HOPE

About Us

Remember: Never forget the disaster-affected areas of Tohoku
Hope: “Delivering hope” is one of Amway’s fundamental values

Remember HOPE embodies these two concepts, supporting the recovery of the Tohoku region following the disaster of March 11, 2011. Remember HOPE provides venues where people can gather, and opportunities to rebuild the bonds of community. So far, Remember HOPE has built four Amway Community Houses in areas affected by the disaster.

Six years have now passed since the Great East Japan Earthquake. Japanese Government reconstruction efforts have shifted from the so-called “Intensive Reconstruction Phase,” to the “Reconstruction and Revitalization Phase” (running until 2020). Although infrastructure reconstruction is progressing, many communities face possible collapse due to depopulation and economic “hollowing-out.” In partnership with local communities, Remember HOPE works to support a sense of communal pride and hope in the future, with a special focus on young people.

We will continue our efforts in areas of Tohoku where communities need assistance to rebuild, providing venues and opportunities for people to gather using existing Amway Community Houses, and by building more such facilities.

Minamisanriku Amway House
(Minamisanriku Town, Miyagi Pref.) Opened in August 2013



Nodamura Amway House
(Noda Village, Iwate Pref.) Opened in December 2015



Otsuchi Amway House
(Otsuchi Town, Iwate Pref.) Opened in December 2015



Amway House Soma
(Soma City, Fukushima Pref.) Opened in November 2014



Minamisanriku Amway House

It is now four years since the completion of the Amway Community House in Minamisanriku. The town is changing rapidly, following the December 2016 relocation of the Sun Sun Shopping Village, which had until that date been adjacent to the property. Minamisanriku Amway House provides a community space for local residents; 2,500 to 3,000 people use it for a wide variety of activities each month. The facility also provides tourist information services, as well as consultation and workshops for people relocating to the town.

Opened: August 2013

Site area: 2,100 m²

Total floor area: 250 m²

Operated by: Minamisanriku Town Tourism Association

Address: 51-1 Gozenshita, Shizugawa, Minamisanriku, Motoyoshi District, Miyagi Prefecture



Amway House Soma

Amway Community House in Soma provides a venue for a wide range of regular classes, including yoga, ballet, and cheerleading. It also aims to revitalize the region through international youth exchange programs. These programs are conducted in cooperation with international volunteer organizations and local NPOs, attracting participants from many age groups and facilitating cultural exchange with volunteers from abroad.

Opened: November 2014

Site area: 831.90 m²

Total floor area: 260 m²

Operated by: NPO Soma Hotokusha

Address: 89 Yamagoshi, Babano, Soma, Fukushima Prefecture



Nodamura Amway House Nodamura Remember HOPE Village Nema-ru

Nodamura Amway House, affectionately known as *Nema-ru*, provides a community meeting space and three commercial spaces that support the town's economic revival. (*Nema-ru* means "to sit down" in the local dialect.) The facility is regularly used for community and social functions, including an annual street fair-style event, "Nodamura Petit Yoichi" (Nodamura Little Market"). Tenants include a community radio station that broadcasts local information.

Opened: December 2015

Site area: Approx. 1,200 m²

Total floor area: Approx. 245.95 m²

Tenant capacity: 3

Operated by: Noda Chamber of Commerce and industry

Address: Dai-20-chiwari 43-1 Noda, Kunohe District, Iwate Prefecture



Otsuchi Amway House Remember HOPE Namiita Beach Village

Otsuchi Amway House, located in the Namiita Beach Park area of the Sanriku Reconstruction National Park, features a community hall and three commercial tenants, including a surf shop and a café. The facility includes grassy areas which are used for diverse activities. This area is now equipped with trampolines and seating areas, attracting children and families.

Opened: December 2015

Tenant opening: April 2016

Site area: 1,661 m²

Total floor area: 276.86 m²

Tenant capacity: 3

Operated by: Otsuchi Reconstruction Corporation

Address: Dai-14-chiwari 3-1 Kirikiri, Otsuchi, Kamihei District, Iwate Prefecture



**GOOD DESIGN
AWARD 2016** Won the Good Design
Award in 2016.

Community House Activities

In 2016, Amway Houses continued to host a wide array of events. We also provided programs catering to the distinct needs of each community, with support from various private-sector and NPO/NGO strategic partners. This year, volunteers devoted a total of 9,889 hours at our houses.

Minamisanriku Amway House

Initiatives are underway to revive tourism and thereby attract more people and economic activity to Minamisanriku. We supported this effort with a seminar series on hospitality, organized in collaboration with The Ritz-Carlton, Tokyo. This educational initiative for residents working in the local food production and service industries, focused on leveraging the unique local attributes of Minamisanriku to attract more domestic and international visitors. One seminar focused on the essence of Japanese-style *omotenashi* customer service while the another covered food preparation, pioneering new dishes using regional ingredients such as Shizugawa River octopus.

Sep. Hospitality seminar on customer service with The Ritz-Carlton, Tokyo

Oct. House cleanup & sheep farming support

Feb. 2017 Hospitality seminar on food preparation with The Ritz-Carlton, Tokyo



Amway House Soma

In the past, Amway House Soma has hosted a wide range of events for children and families, including cooking classes and a Halloween party. This year, the House organized an international exchange program, in which foreign volunteers living in Fukushima spoke, offering community residents opportunities to interact and experience foreign cultures through sharing games and meals. The House also sponsored social events for Easter in April, U.S. Independence Day in July, and Halloween in October. This program series was organized in collaboration with our strategic partner, the NPO Hands On Tokyo.

- Jun., Oct. House cleanup
- Apr., Jul., Oct. International exchange events
- Dec. Christmas event



**Nodamura Amway House
Nodamura Remember HOPE Village Nema-ru**

Our partnership with the local volunteer unit (*Fukko Oentai*) and world-renowned dance instructor Kiyomi Fukazawa led to the formation of the Nodamura Kids' Hip Hop Dance Team. After eight classes, the children presented the results of their efforts on stage at the summer festival. Prize-winning young dancers from international competitions also participated, giving the local children an opportunity to engage with peers from throughout the country.

- Apr. Volunteer rapeseed planting
- Jun.-Aug. Kids' hip hop dance workshops (8 in total)
- Aug. Workshop for "Light Up Nippon" fireworks festival
- Dec. Christmas event sponsorship



**Otsuchi Amway House
Remember HOPE Namiita Beach Village**

Otsuchi Amway House was formally inaugurated in April with a community celebration. Otsuchi's sister city, Fort Bragg, CA (USA), presented a donation of beach glass from the far side of the Pacific as an expression of friendship and hope for the recovery of Otsuchi. In December, the Foundation held a reception in Tokyo to celebrate the Otsuchi Amway House's receipt of the prestigious Japan Good Design Award. The event also provided an opportunity publicly to underscore Tohoku's continuing needs, six years after 3.11. The Mayor of Fort Bragg and his wife attended the reception and later visited Otsuchi to meet local people, learn about their ongoing journey to recovery, and offer encouragement. The House has become a center of activities to revitalize the town, including fireworks, volunteer tours, and construction of play equipment and seating areas in the grassy areas around the house.

- Apr. Volunteer planting and activities to enhance surrounding areas, Grand Opening
- Jun. Grass planting (volunteer support)
- Aug. Support for "Light Up Nippon" fireworks event
- Oct., Nov. Volunteer tours
- Dec. Christmas event, Good Design Award commemoration
(visit, cultural event, and reception with the Mayor of Fort Bragg, CA, USA)



Fundraising

Remember HOPE received more than 203 million yen in donations and financial assistance during fiscal 2016. Going forward, we will spend these funds in three areas: maintenance and management of the four Amway Community Houses, construction of the fifth House, and regional support programs based in the Houses.

10 yen matching donation by Amway Japan G.K.	103,180,348
Donations by Amway Japan Employees	2,560,500
Monthly donations by Amway Japan Distributors	84,342,500
500 yen donations by Amway Japan Distributors	
Other cash donations	5,476,442
Donations from Amway Japan G.K. (charity events, etc.)	6,855,946
Revenue from charity goods	288,091
Other proceeds	398,454
TOTAL	203,102,281

(yen)

Details of income and expenditures are available at <http://csr.amway.co.jp/>. (Japanese only)

Awards

Remember HOPE won several prestigious awards during fiscal 2016. We were gratified by this national and international distinction, which recognized the immediate social impact of our programs, as well as our long-term commitment and strategic goals. These honors also helped focus public attention on the continuing needs in Tohoku, and encouraged us to redouble our efforts to rebuild and strengthen the ties of community in the region.



14th Corporate Philanthropy Awards

These annual awards, administered by the Japan Philanthropy Association, are the most prestigious recognition for corporate social responsibility programs in Japan. Remember HOPE was honored with the “Community of Hope” Corporate Award. The award citation praised Remember HOPE’s commitment and success to counteract the risk of community collapse in the disaster-affected areas of Tohoku, by constructing high quality community centers and providing opportunities for people to make a difference in their communities.

<http://www.philanthropy.or.jp/award/14/> (Japanese only)



GOOD DESIGN AWARD 2016

Good Design Award 2016

Winner:

Remember HOPE Namiita Beach Village (Otsuchi Amway House),
Otsuchi, Iwate Prefecture

Remember HOPE Namiita Beach Village won the Japan Good Design Award in recognition of its accelerated design-build delivery method, which addressed practical issues and created an attractive landscape, functioning as a space to connect the road and the sea, and for the integration of design excellence and positive social impact.

<https://www.g-mark.org/award/describe/44364>



The Asia-Pacific Gold Standard Award

The Gold Standard Awards are given by Public Affairs Asia, a Hong-Kong based professional organization for the public affairs and communications industries in the Asia Pacific region. Remember HOPE was honored as one of the three most outstanding single-country Corporate Citizenship Programs in the Asia-Pacific-South Asia-Middle East region.

<http://publicaffairsasia.com/goldstandard/awards/>

New Amway House Construction Project

Amway Japan One by One Foundation reached agreement to build a fifth Amway Community House in Rikuzentakata, Iwate Prefecture. The Foundation and City of Rikuzentakata formally signed a partnership agreement on March 22, 2016.

The Great East Japan Earthquake and resultant tsunami devastated Rikuzentakata. Some 1,759 people were left dead or missing, and the city center was completely destroyed. Now, six years later, regional redevelopment is about to move to a new stage with the construction of an entirely new downtown for the city.

The Rikuzentakata Amway House, the largest to date, will be built in the physical and social heart of the new community. Adjacent to the new Bus Rapid Transit (BRT) station and municipal services, the new community house will include a community gathering space, café offering support for persons with disabilities, a childcare facility, and a tourist information center and souvenir corner. The Amway House will further the city's goal of building a new community that welcomes everyone and where anyone can live comfortably. The construction project also aims to establish a new model for public-private partnership in urban development.

- Overview of Rikuzentakata Amway House (provisional name)

Location: Takatacho, Rikuzentakata, Iwate Prefecture

Site area: Approx. 2,000 m²

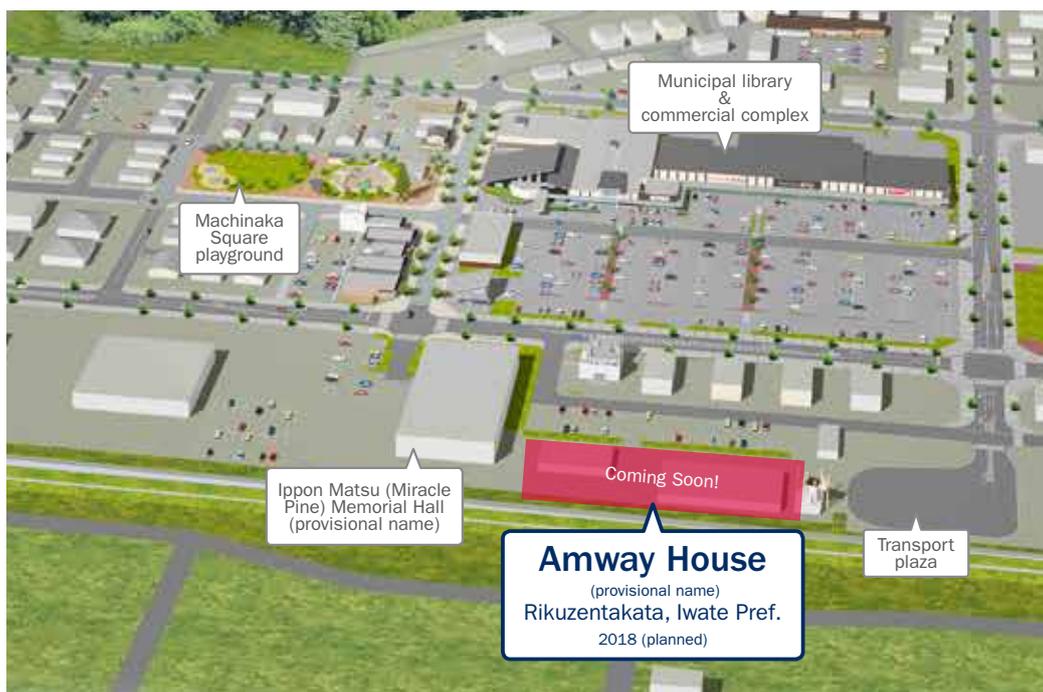
- Design and construction schedule

Fall 2017: Design finalization

Dec. 2017: Start of construction

2018: Planned completion

*Schedule is subject to change.



Foundation overview

Address: 10th floor, Amway Japan G.K., 7-1
Udagawa-cho, Shibuya-ku, Tokyo, 150-0042, Japan
Founded: August 1, 2013

Representative Director: Kafuu Toh
Chair: Peter Strydom
Councilor: Mark Beiderwieden
Councilor: Mark Davidson

Supervisor: Kanichi Ueda
Director: Atsuko Iwaki
Director: Izumi Akabori

Chief of Secretariat: Kanna Ikebe
Secretariat staff: Kazumi Kuroishida
Accounting: Toshio Miyagawa