

## Activity Report Fiscal Year 2017

April 1, 2017 to March 31, 2018



**Amway Japan Foundation**

(Name changed from "Amway Japan One by One Foundation" as of June 21, 2017)

## About Us

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

Remember HOPE embodies these two concepts in its work to support the long-term revitalization of communities impacted by the Triple Disaster of March 11, 2011.

In speaking with people in Tohoku just after 3.11, we came to understand that restoration of community ties, or *kizuna*, was indispensable to true reconstruction and revitalization of the region. In 2012, we began our community rebuilding project. To date, in partnership with local stakeholders, we have built four community facilities in three prefectures of Tohoku – Iwate, Miyagi, and Fukushima – in areas hardest hit by the disasters. And we have worked with residents and volunteers to fill those spaces with laughter and life.

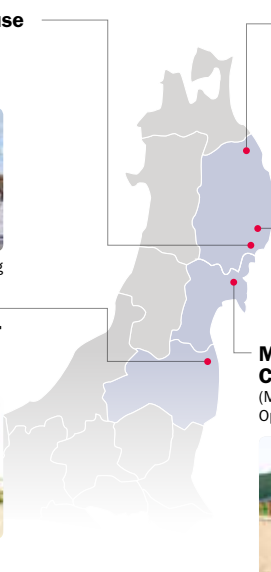
In this fiscal year, we took our initiative to the next level. We were honored to partner with renowned architect Kengo Kuma to design our newest facility in Rikuzentakata City. His design for the Rikuzentakata Amway House uses local materials and traditional construction techniques to create a space rooted in nature and tradition, and manifesting a strong sense of place. We believe our next Amway House, situated at the heart of Rikuzentakata’s new city center, will further the city’s vision for “An Intentionally Inclusive Community” and serve as a source of regional pride.

Our activities are largely funded by some 8,000 regular donors, as well as many other supporters. We are truly and deeply grateful for the consistent, long-term support we have received from so many over the years.


Seven years have passed since the Great East Japan Earthquake. Japan’s national government has devised a plan to build a new Tohoku. Local governments, private enterprises, universities, and NPOs have come together to support local efforts to build self-reliant and sustainable communities. Yet the unmet needs remain enormous.

Our foundation has never felt such a strong sense of mission. We are committed to supporting Tohoku’s continuing rebirth in cooperation with all stakeholders.

Amway Japan Foundation  
 Representative Director: Kafuu Toh




**Rikuzentakata Amway House  
(provisional name)**  
 (Rikuzentakata City, Iwate Pref.)  
 Planned opening 2019




\* Conceptual drawing


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




**Amway House Soma  
Satobatake Hotoku Center**  
 (Soma City, Fukushima Pref.)  
 Opened in November 2014



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



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



## Activity Report

This fiscal year, we moved forward with plans for the fifth Amway community house, and continued a wide range of events and activities based in existing Amway Houses. We continued to provide programs catering to the distinct needs of each community, always in cooperation with local stakeholders and with support from various private-sector and NPO/NGO partners. Volunteers devoted a total of 5,245 hours of their time to support our work.

### Rikuzentakata Amway House (provisional name) Scheduled for completion in 2019

The Rikuzentakata Amway House will be built in the heart of the new city, adjacent to the Shin-Rikuzentakata bus rapid transit (BRT) station, the city's new gateway for visitors. The design for the new house includes a public meeting hall, childcare facility, café offering employment for persons with disabilities, social welfare counseling center, and tourist information center. Rikuzentakata aims to build a new city that will meet the needs and hopes of residents and visitors alike, and welcome people of all ages, backgrounds, ethnicities, and identities. Our Amway House project promises to establish a new model for public-private partnership in urban development.

Opening: Planned for 2019

Site area: Approx. 1,800 m<sup>2</sup> (planned)

Operated by: Rikuzentakata City

Address: Takatacho, Rikuzentakata City



\* Conceptual drawing

### Project Report

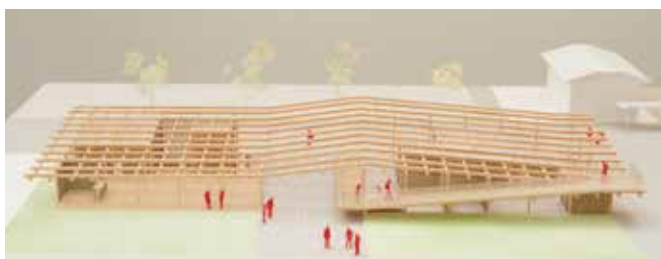
Constructed from local materials such as *Kesen* cedar wood, the new house will be deeply rooted in the natural environment and traditions of Rikuzentakata. The central open space will provide a beautiful view of the Pacific Ocean and symbolically elicit harmony between land and sea.

At the unveiling of the Rikuzentakata Amway House design in October 2017, architect Kengo Kuma said that he wanted to “build a house that made full use of the techniques of traditional *Kesen* carpenters\* and embodied local history and culture.” Mr. Kuma, while overseeing design of the new National Stadium to be used for the 2020 Olympics, has been a strong supporter of Tohoku. He also took charge of the planning for the redesigned Town of Minamisanriku, host to the first Amway House.

\* *Kesen* carpenters are artisans from Kesen in Iwate Prefecture, known for their unique techniques passed down over generations, and for their use of locally-sourced natural materials. *Kesen* carpentry is considered one of the four great carpentry schools of Japan.



Kengo Kuma talks at the design presentation in Oct. 2017



Conceptual model as seen from the sea. At the top of the ramp at the front of the model there is an observation deck from which both the sea and the town can be viewed.

## Minamisanriku Portal Center Amway House

The Minamisanriku Amway House was the first facility built by the Foundation. Since it opened its doors five years ago, it has provided a meeting place for residents who lost their homes and access to public facilities. With the recent opening of the Sanriku Expressway Interchange, the facility has become even more accessible for residents and visitors. The facility hosts the Minamisanriku tourist association and visitor information center, and functions as a community meeting place, a seminar hall, and point of exchange for students on school trips from elsewhere in Japan and overseas. It also boasts a state-of-the-art playground built by volunteers.

Opened: August 2013

Site area: 2,100 m<sup>2</sup>

Total floor area: 250 m<sup>2</sup>

Operated by: Minamisanriku Town Tourism Association

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



## Main Activities

With the previous wooden playground having become obsolete, thirty volunteers helped to build a new playground with donated equipment. Boasting modern, safe equipment and with the ground covered by soft wood chips, it is a safe place where children can enjoy themselves. The new facility's opening event was headlined by Eric Jacobsen, well known for starring in the children's TV program *Eigo de Asobo* ("Let's Play in English").

July 2017 Setting up the large wooden play area /  
laying woodchips, planting  
Unveiling of the new playground



Volunteers set up the children's playground



The unveiling event with the local residents

## Amway House Soma Satobatake Hotoku Center

This center was created as a place to come together and rebuild community for both residents who stayed in place and those who lost all and were forced to flee their former homes after 3.11. It offers yoga, ballet and dance lessons, gymnastics facilities, international exchange meetings, film showings and much more, and is regularly used by local residents.

Opened: November 2014

Site area: 831.90 m<sup>2</sup>

Total floor area: 260 m<sup>2</sup>

Operated by: NPO Soma Hotokusha

Address: 89 Yamagoshi, Babano, Soma, Fukushima Prefecture



## Main Activities

Continuing an initiative from last year, the Amway House held a series of events in which local children could interact in a natural way using English. The House joined forces with local NPO Soma International Friendship Association to put on seasonal celebrations in which children and volunteers from overseas came together through games, songs, dance, and much more. All four events touched the lives of hundreds of community residents.

June 2017 House cleanup

2017 International exchange events

June American Independence Day

August Enjoy Summer Vacation!

October Happy Halloween!

December Christmas in English



The group event in August with a balloon game



Everyone dressed up for the house Halloween event

**Nodamura Amway House**  
**Nodamura Remember HOPE Village NEMA-RU**

Nodamura Amway House, affectionately known in the local dialect as *NEMA-RU*, provides a community meeting hall and spaces for commercial tenants. In March, a new store specializing in home-made accessories opened in the tenant area. The House hosted the *Nodamura Puchi Yoichi* (Nodamura Little Market) for a second year. In addition, citizens regularly used the building's large interior space and covered atrium area for a variety of community gatherings.

Opened: December 2015  
 Site area: Approx. 1,200 m<sup>2</sup>  
 Total floor area: Approx. 245.95 m<sup>2</sup>  
 Tenant capacity: 3  
 Operated by: Noda Chamber of Commerce and industry  
 Address: Dai-20-chiwari 43-1 Noda, Kunohe District, Iwate Prefecture



**Main Activities**

For the second year in a row, renowned children's dance instructor Kiyomi Fukusawa organized a hip hop dance school. She led ten dance classes from August to October, culminating in a performance at the Nodamura Cultural Festival. Forty-six local kids partnered with young international champion hip hop dancers to put on a joint performance at the festival. This program provided local children with an opportunity to develop their skills and self-confidence, achieve their goals, and experience a world beyond their previous experience.

August to October 2017	Hip-hop Dance School (10 classes)
August	LIGHT UP NIPPON Fireworks Festival (with donated items)
December	Dance video screening (with donated items)



Dance lesson with Kiyomi Fukusawa



The children of Nodamura and Shonan Dance School

## Otsuchi Amway House Remember HOPE Namiita Beach Village

The 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. This multi-use facility both serves as a gathering place and supports the sustainable economic revitalization of a beachfront area that had been a huge tourist draw and commercial engine of the town before 3.11. The House offers a large grassy recreation area, and features trampolines and terrace seating areas that become a community gathering spot during the warmer months. It also plays host to a large fireworks event in August.

Opened: December 2015

Tenant opening: April 2016

Site area: 1,661 m<sup>2</sup>

Total floor area: 276.86 m<sup>2</sup>

Tenant capacity: 3

Operated by: Otsuchi Reconstruction Corporation

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



 **GOOD DESIGN AWARD 2016**

## Main Activities

The House hosted a “Skateboard Rampage” event in April. In May, the House co-sponsored a Garden Festival, in which participants planted turf and created flower beds around the facility, as part of a variety of efforts to improve the facility and the surrounding environment. Residents and volunteers worked side-by-side and formed close connections. In August, the annual fireworks festival attracted hundreds of people. Donations of light-up bracelets helped to make the evening even more fun and memorable for participants of all ages.

- April Assisted production of Skateboard Rampage
- May Co-sponsored Garden Festival/Volunteer activity
- August Light-Up Nippon fireworks festival (with donated items)



Volunteers lay turf at the Garden Festival



The day of the fireworks display

## 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.

as of March 31, 2018

10 yen matching donation by Amway Japan G.K.	96,575,480
Donations by Amway Japan Employees	2,528,000
Monthly donations by Amway Japan Distributors	88,305,000
500 yen donations by Amway Japan Distributors	1,089,203
Other cash donations	2,975,534
Donations from Amway Japan G.K. (charity events, etc.)	18,872,573
Revenue from charity goods	1,157,000
Other proceeds	538,251
<b>TOTAL</b>	<b>212,041,041</b>

(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 GOLD STANDARD AWARDS 2016

### 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/>

## Other activities

With memories of 3.11 starting to fade, the Foundation endeavored to remind people elsewhere in Japan of the continuing needs in Tohoku. We created novel ways for people to contribute to reconstruction. In addition, in keeping with Remember HOPE's commitment to listen to the voices of local people, we published created a book to allow disaster survivors to share their experience and advice with others in Japan who might face natural disasters in the future.

### Support for the Reconstruction of Tohoku The Remember HOPE Gourmet Experience

The Foundation sponsored an original culinary event at the famous Matenrou teppanyaki restaurant at Tokyo Skytree. Fresh ingredients sourced from Minamisanriku – the location of our initial Amway House – were used in abundance to create an array of gourmet dishes. Gourmet TV celebrity Hikomaro-san headlined a media event announcing the initiative, promoting delicious Tohoku produce and seafood, and underscoring the need to remember Tohoku. Ten Stars Dining (the company operating the restaurant), and the Minamisanriku Tourist Association co-sponsored the two-month promotion. A portion of the proceeds was donated to the Foundation.

Event period: December 6, 2017 to January 31, 2018



December 2017 The inauguration of the event & tasting ceremony

### Publication of the book, “Disaster Preparedness for Families: Learning from the Disaster Zone” (in Japanese)

The Foundation compiled and published a book on disaster preparedness, a topic of tremendous interest among the Japanese citizenry. If the worst were to happen, how should we protect our families and ourselves? The book recounts the experiences and advice of people in communities hosting Amway Houses who lived through the disaster, in their own voices. It also features an interview with husband and wife celebrities Junichi Ishida and Riko Higashio, reflecting on the lessons Japanese nationwide might learn from their fellow citizens in Tohoku. The press conference launching the book generated considerable print and broadcast media coverage, further amplifying the reach and impact of this initiative.



March 2018 Book release event



#### “Disaster Preparedness for Families: Learning from the Disaster Zone” (in Japanese)

Release date: March 9, 2018

Co-authors: The Amway Japan Foundation, Tokuma Shoten Family Disaster Prevention Investigation Group (Tokuma Shoten Kazoku Bosai Chousa-han)

Supervised by: Toshitaka Katada (Specially-appointed Professor, The University of Tokyo Interfaculty Initiative in Information Studies) Published by Tokuma Shoten Co., Ltd.

Price: 1,500 yen (excluding tax) / A5 size 120 pages

## 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

