

 **Remember HOPE**

Activity Report Fiscal Year 2018

April 1, 2018 to March 31, 2019



Foreward

“Never forget the victims.” “Deliver hope.” These two concepts form the foundation of the Remember HOPE project for the recovery of Tohoku. We bring our vision to life through long-term activities to support the rebirth of local communities.

In the immediate aftermath of the Great East Japan Earthquake of 2011, we met with local leaders and other stakeholders in the disaster-hit areas to ask them what their needs were. Together, we determined that restoration of community bonds – *kizuna* – would be essential if their communities were to truly recover. One year later, in 2012, we embarked on our first community restoration project. To date, we have partnered with local governments and other organizations to build four community facilities in three disaster-hit Tohoku prefectures (Iwate, Miyagi and Fukushima). Working in concert with local residents and volunteers, the spaces we’ve created have helped to bring smiles back to the community.

This fiscal year, in addition to beginning construction of the fifth Amway Community House, designed by world-renowned architect Kengo Kuma in Rikuzentakata, Iwate Prefecture, we committed to our sixth project, to be built in the inner bay district of Kesennuma City, Miyagi Prefecture.

In Rikuzentakata, where the central urban area was completely devastated, the city undertook rebuilding from scratch with the goal of “creating a town without need for the word ‘normalization’” – in other words, an intentionally inclusive community where diversity is embraced and all are welcome. The city has made

giant strides toward pioneering a new kind of community, welcoming and pleasant for residents and visitors alike.

In Kesennuma City, known for its rich food culture, we have partnered with local stakeholders to support sustainable economic revitalization. The Amway House will anchor the *machinaka* or downtown plan for a reimagined inner bay area, as a hub for business, tourism, and civic life.

These community facilities will provide places and opportunities for people to congregate, to recapture the spirit of a flourishing town.

These activities have been made possible through regular donations by some 8,000 Amway distributors. All have my heartfelt gratitude for their generous and continued support.

Eight years have passed since the Great East Japan Earthquake. The disaster-hit areas of Tohoku have endeavored to become self-reliant, sustainable communities once again. They have been bolstered by support from local governments, private businesses, universities, NPOs, and others. Moved by our mission to help people live better lives, Amway Japan Foundation is honored to be a part of a national commitment to Tohoku’s revival.

Kafuu Toh
Representative Director
Amway Japan Foundation



The Remember HOPE Vision



What's Remember HOPE all about?

Activity Report

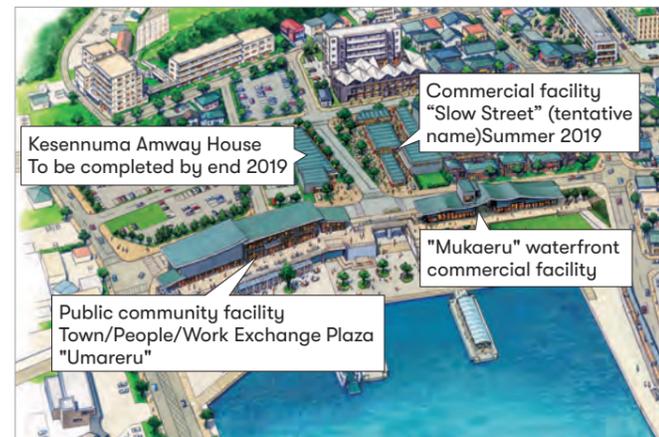
During this fiscal year, in addition to managing the ongoing construction of the fifth and sixth community houses, we managed a variety of activities and events at the existing houses. With our commitment to respond to the differing needs of each location, the Amway Japan Foundation worked in concert with partner businesses and organizations to plan and conduct these programs. Volunteers put in a total of 9,939 hours of service over the year.



NEW

Kesenuma's Inner Bay (Naiwan) district selected as site for the 6th Amway House (planned completion 2019)

Construction of the Kesenuma Amway House (provisional name) will be part of the city's Inner Bay (Naiwan) District Machinaka Redevelopment Plan, a public-private initiative. The Amway House will leverage the town's unique culinary heritage to support the community's social and economic revitalization. Integrated community facilities will center around a "slow food" market and craft beer microbrewery and include a community hall equipped to serve as a theater. The Kesenuma Amway House is expected to anchor the Inner Bar area as a hub of commerce, tourism, and civic life.



* Kesenuma Naiwan (inner bay) construction area

Rikuzentakata Amway House (planned completion 2019)



Conceptual drawing

Utilizing local materials such as Kesen cedar, architect Kengo Kuma designed a structure that expresses the beauty of a town where ocean and land meet. The community eagerly awaits its completion. The house is located in the heart of the new Rikuzentakata City, adjacent to the Shin-Rikuzentakata BRT (bus rapid transit) Station. The House will feature a children's day care center, a café employing people with disabilities, a citizen's consultation center, and a tourist and local product information center as well as other facilities.

Opening: November 2019 (tentative)
Site area: Approx. 1,800 square meters
Operated by: Rikuzentakata City
Address: Takatacho, Rikuzentakata City

October 17, 2018 Groundbreaking ceremony

Architect Kengo Kuma, Vice-mayor Masayuki Okamoto of Rikuzentakata City, and other local leaders participated. Kuma enthusiastically said, "By constructing a Rikuzentakata-style structure that only Kesen carpenters* are able to build, I hope that this facility will become a landmark for everyone, locally, nationally, and globally."



At the groundbreaking ceremony.

Vice Mayor Okamoto stated, "Residents have expressed the need to have facilities for people to congregate. Harnessing the energy of Kesen carpenters also constitutes a first step toward recovery. We want to utilize this facility effectively and preserve it for future generations. As a model for public-private collaboration, we anticipate the new facility will serve as a hub in revitalizing our community."

* Kesen carpenters, artisans famous for their traditional craftsmanship, are said to be among Japan's four great schools of builders. "Kesen" refers to their home district in Iwate Prefecture.



Architect Kengo Kuma conveys his thoughts on the design.

Minamisanriku Portal Center Amway House



The first community facility of its kind, which opened six years ago, has been utilized as both a public facility and a gathering point for local residents who lost their homes. Recently, access has improved with the opening of the Sanriku Expressway Interchange. As the facility includes the Minamisanriku Tourist Association, the function of this space has been expanded. It serves as a gathering spot for various programs, a venue to hold seminars, a place of cultural exchange with Taiwanese students on school excursions, etc. It has become a center for cultural and informational exchange.

Opened: August 2013
Site area: 2,100 square meters
Total floor area: 250 square meters
Operated by: Minamisanriku Town Tourism Association
Address: 51-1 Gozenshita Shizugawa Aza, Minamisanriku Town Motoyoshi District, Miyagi Prefecture

Main Activities

The Amway House served as a base for volunteers cleaning up San Ole Sodehama beach prior to the swimming season, and helping to build a public park at Myojinzaki Lovers' Point. Children enjoyed taking part in an art project based on the theme of "Minamisanriku," in which art materials were applied to a large canvas, as well as turning locally captured octopi into fans. The House also hosted workshops for local tourism-related businesses. The wide range of programs appeal to children and grownups alike.

July 2018
 "Odette"(assistance) volunteer activities by company employees to clean up Minamisanriku beaches and build a playground

July 2018
 Art and Fragrance workshop

August 2018
 Lecture on "Hospitality that resonates with the five senses"
Sponsorship: Minamisanriku Tourism Association
Co-sponsorship: Amway Japan Foundation
Planning & operation: Air Aroma Japan Co., Ltd.



Cleanup work included splitting and removal of driftwood from the beach.



Kids took delight in the colorful art materials provided at the Art and Fragrance workshop.

Amway House Soma Satobatake Hotoku Center



As a gathering place for the local community, this center is regularly utilized for activities such as yoga, ballet, and music lessons. It also plays host to a wide range of activities by local NPOs. A "Cinema Café" film showing is held monthly, thanks to donations from supporters.

In a tie-up with Safecast Japan to promote accurate public understanding of environmental radiation, a real time sensor was installed at the facility's entrance in May 2018. It provides a highly reliable, transparent readout of regional environmental radiation and contributes to accumulating scientific data.

Opened: November 2014
Site area: 831.9 square meters
Total floor area: 260 square meters
Operated by: NPO Soma Hotokusha
Address: 89 Yamagoshi, Babano, Soma, Fukushima Pref.



Realtime sensor installed at the facility entrance
 Safecast Japan is a volunteer organization that collects, analyzes, and disseminates data on radiation via crowd sourcing and open sourcing.

Main Activities

With the cooperation of Safecast Japan, JAXA (the Japan Aerospace Exploration Agency), Fukushima University, and other partners, children enjoyed learning about science at "Soma Future Lab 2018." Their direct engagement with researchers made for an invaluable experience. Also, the Soma International Friendship Association began a regular international exchange event, affording children opportunities to familiarize themselves with English.

August 2018
 Summer vacation special free research program Soma Future Lab 2018

June 2018~
 International Friendship event (Four times)
June: U.S. Independence Day celebration / **August:** Summer Festival / **October:** Halloween Party / **December:** Christmas
Sponsorship: Soma International Friendship Association
Co-sponsorship: Amway Japan Foundation
Collaboration: Soma Board of Education
Support: Soma Hotoku-sha



Soma Future Lab 2018 independent research program



Halloween has become a regular event, where kids can romp in original home-made costumes

Nodamura Amway House Nodamura Remember HOPE Village NEMA-RU



This facility serves as a community space and an area for commercial tenants. Nick-named NEMA-RU -- a word that means “to sit down and relax” in the local dialect -- this facility responds to the wishes of the residents for a hub to bring the community together. The Puchi Yo-ichi (Little Market), an event held from 2016, attracts many vendors under its large covered area and inside its spacious interior. Residents enjoy the lively atmosphere with take-away snacks and shopping while conversing with friends and neighbors, making it a popular community draw.

Opened: December 2015
Site area: Approx. 1,200 square meters
Total floor area: Approx. 245.95 square meters
Tenant capacity: 4
Operated by: Nodamura Chamber of Commerce and Industry
Address: Dai-20-chiwari 43-1 Noda, Nodamura, Kunohe District, Iwate Prefecture

Main Activities

For the third year in a row, renowned hip hop dance instructor Kiyomi Fukazawa and a team of coaches led the “Dance Event in Nodamura 2019.” Some 44 teams participated, including children and parents alike. Local citizens joined professional dancers and the world championship Hip Hop dance team took part in the dance exchange.

August 2018
 Support for the Nodamura “Light Up Nippon” event

November 2018
 Hip Hop dance school (4th time)

January 2019
 Dance Event in Nodamura, 2019
Sponsorship: Dance School Implementation Project Team, 2018
Co-sponsorship: Amway Japan Foundation
Collaboration: Nodamura Village, Iwate
Support: HANA Enterprises, Ltd.



Dancing instructor Hana brought the audience to its feet



The dance was so much fun the whole audience joined in

Otsuchi Amway House Remember HOPE Namiita Beach Village



Located at Namiita Beach Park, within the Sanriku Reconstruction National Park, Otsuchi Amway House includes a surf shop and three commercial tenants. The beach village features a grassy area with trampolines and terrace seats. Frequently utilized by local residents and tourists alike, it contributes to restoring the area’s former liveliness. It also hosts a major fireworks festival every August.

Opened: December 2015
Tenant opening: April 2016
Site area: 1,661 square meters
Total floor area: 276.86 square meters
Tenant capacity: 3
Operated by: Otsuchi Reconstruction Corporation
Address: Dai-14-chiwari 3-1 Kirikiri, Otsuchi, Kamihei District, Iwate Prefecture



Main Activities

On August 11, Amway Japan Foundation co-sponsored the Namiita Beach Festival, featuring performances by professional musicians from the area, children, and the Fukushima Hula Dance Team. The event attracted over 1,000 people. Also held was a workshop at which volunteers helped children create one-of-a-kind candles.

June saw local people and volunteers coming together to landscape and lay turf in preparation for the Namiita Beach Festival.

June 2018
 Co-sponsorship and volunteer support of Garden Festival

August 2018
 Co-sponsorship of Namiita Beach Festival
Sponsorship: Namiita Beach Festival Committee
Collaboration: Amway Japan Foundation
Support: Otsuchi Town Tourism Exchange Association



Local children from Otsuchi performing at the Namiita Beach Festival.



Children try their hand at creating colorful candles at the candle-making workshop.

TOPICS

**Seeking to nurture next-generation leaders for the Tohoku region:
”TOMODACHI Amway Japan Foundation Mirai (Future) Tohoku Leader Program”**



U.S. Ambassador William F. Hagerty (center) and Amway Japan Foundation Chair Peter Strydom (left) announced establishment of the program at the annual conference of the U.S.-Japan Council, November 2018

Sponsorship: U.S.-Japan Council TOMODACHI Initiative
Co-sponsorship: Amway Japan Foundation
Collaboration: Minamisanriku, NPO Minamisanriku Tourism Association

The Amway Japan Foundation joined forces with the TOMODACHI Initiative, a public-private partnership administered by the U.S.-Japan Council and the United States Embassy in Japan. We announced the start of this program aimed at nurturing next-generation leaders in November 2018. This exchange program will provide learning opportunities to high school students from districts where Amway Houses have been built, focused on skill-building in the travel and hospitality industry and strategies to stimulate local tourism. In the first year, high school students from Minamisanriku, Miyagi Prefecture visited the United States to observe case studies of tourism-based regional economic development. The organizers have great expectations for this new program.

TOPICS

**Bringing Hope to Tohoku through Art
Remember HOPE Art Week**



Winning entries of photo contest on the theme of the Lone Pine Tree of Rikuzentakata

From September through December, we conducted “Remember Hope Art Week” to support Tohoku through art. The centerpiece of the event was the “Lone Pine Art Car” designed by minä perhonen (Akira Minagawa), exhibited alongside photographs of Kengo Kuma’s iconic architecture by renowned British photographer p.m. cook. We raised funds for the Amway Japan Foundation through entry fees for the associated photo contest and a social media fund-raising appeal. This event was conducted under the auspices of the Tohoku Recovery Support Festival 2018, sponsored by the Japan Business Federation (Keidanren).

Sponsor. Amway Japan Foundation
Supporters. Mercedes-Benz Japan/Kengo Kuma and Associates/minä perhonen



The Mercedes-Benz Lone Pine Art Car designed by minä perhonen (Akira Minagawa)



Exhibit of works by Kengo Kuma by photographer P.M. Cook, on the ground floor of company headquarters

Fundraising

Amway Japan Foundation received more than 200 million yen in donations and financial assistance during fiscal year 2018. Going forward, we will spend these funds to maintain and manage the four Amway Community Houses, to construct the two new Houses, and conduct regional support programs based in the Houses.

For more details please go to <http://csr.amway.co.jp/>

March 31, 2019

10 yen matching donation by Amway Japan G.K.	¥94,260,760
Donation by Amway Japan Employee	¥2,323,500
Monthly donations by Amway Japan Distributors	¥90,383,000
500 yen donations by Amway Japan Distributors	¥1,013,101
Other cash donations	¥3,286,029
Donations from Amway Japan G.K. (charity events, etc.)	¥4,696,600
Other proceeds	¥134,940
TOTAL	¥196,097,930

(yen)

Foundation Overview

March 31, 2019

Address: 10th floor, Amway Japan Building 7-1 Udagawa-cho, Shibuya-ku, Tokyo, 150-0042, Japan

Founded: August 1, 2013

Representative Director: Kafuu Toh

Chair: Peter Strydom

Councilor: Mark Beiderweiden

Councilor: Mark Davidson

Supervisor: Kanichi Ueda

Director: Atsuko Iwaki

Director: Izumi Akabori

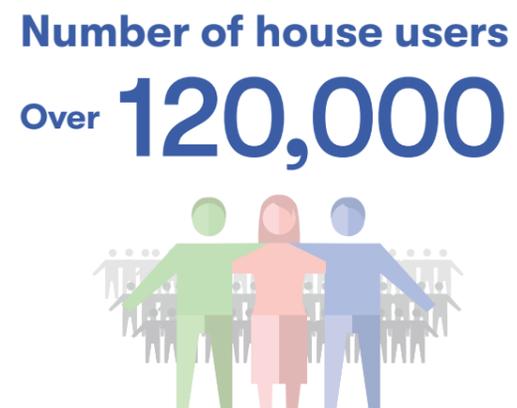
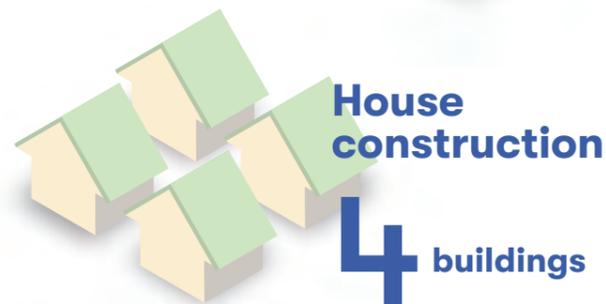
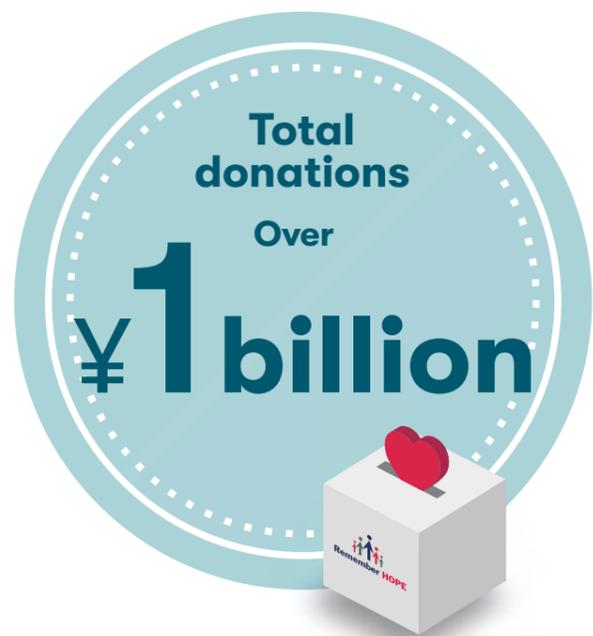
Chief of Secretariat: Kanna Ikebe

Secretariat staff: Kazumi Kuroshida

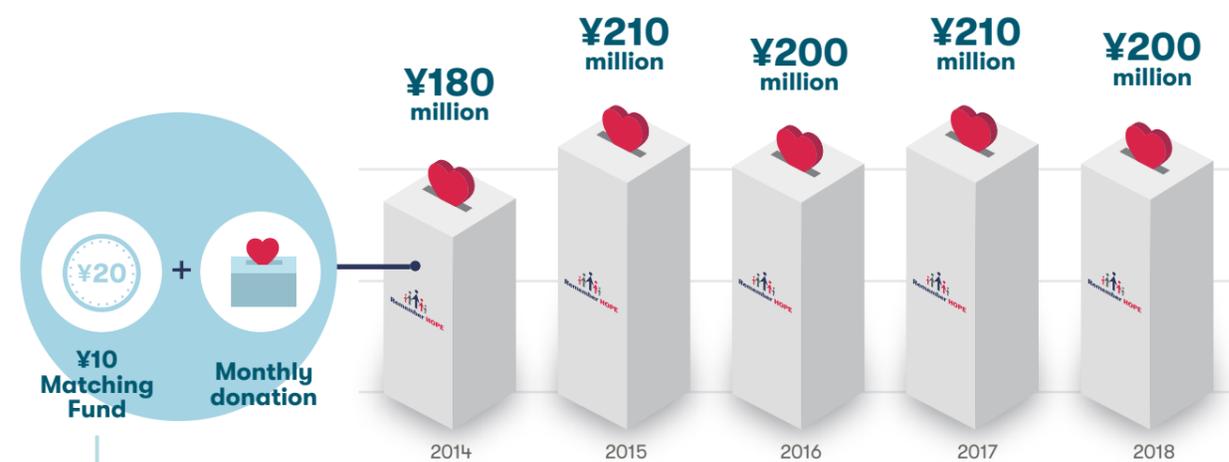
Accounting: Toshio Miyagawa

Accomplishments up to now

As of March 31, 2019

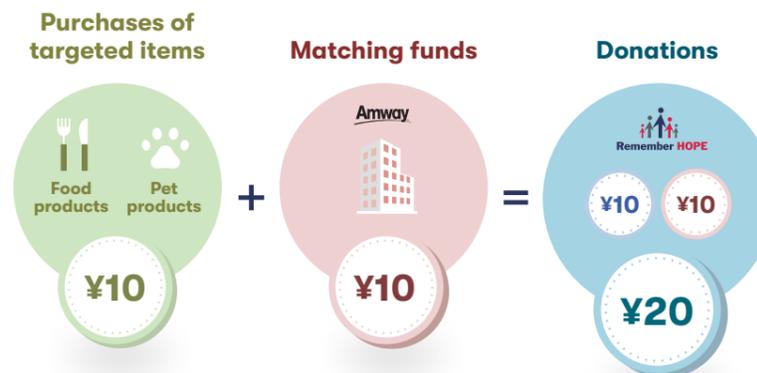


Contributions supporting activities



¥10 Matching Fund

For each designated item sold by Amway Japan G.K., 10 yen contributed by the seller is matched by Amway Japan G.K., making for a contribution of 20 yen to the Amway Japan Foundation.



Project Achievements

