

TOMODACHI Initiative 2012 Report





U.S.-JAPAN COUNCIL

www.usjapantomodachi.org

INTRODUCTION WELCOME LETTER

Dear Friends,

In 2012, TOMODACHI programs and activities have made a difference in thousands of lives. During the summer, nearly 500 Japanese students from the Tohoku region traveled to the United States from California to Vermont, where they explored America, made new friendships with Americans, and learned valuable lessons that will help them develop as individuals and contribute to the future of society. Hundreds more participated in entrepreneurship, sports, and cultural programs in Japan throughout the year, working with business executives, athletes, artists, and other professionals, while engaging with peers who share their dreams and passions.

We believe that young people – the TOMODACHI Generation – are the key to building a strong Japan, a strong America, and a strong, enduring U.S.-Japan relationship. Through TOMODACHI programs, we have met young Japanese and Americans with impressive aspirations, as well as the talent and motivation to positively impact their communities, countries, and the world. But, they need our support to help them grow and achieve their dreams.

Financial and in-kind contributions from American and Japanese companies are vital to nurturing the next generation. Our donors are true partners. Their generous contributions — which total roughly \$15 million in commitments to date — demonstrate a shared dedication for developing future Japanese and American leaders, helping them to experience each other's countries at an early age, and encouraging them to work together to strengthen and diversify U.S.-Japan relations. We are grateful to those who have provided support to make TOMODACHI activities possible and we welcome new partners to join in this exciting and important effort.

Friendship, whether between individuals or nations, begins with connections between people. Only by working together and learning from each other as friends can we can tackle the challenges and fully seize the opportunities before us. This was exemplified in the aftermath of the Great East Japan Earthquake on March 11, 2011, when Japanese and Americans came together to aid the people of the Tohoku region. It is also reflected in the countless interactions that take place each day between people from our two countries – people-to-people connections between Japanese and Americans that help us to thrive in an increasingly complex world.

Join us in connecting, inspiring and empowering the next generation on both sides of the Pacific. It is an investment in an enduring friendship and an investment in the future of our two great countries.

Sincerely,

Stre Airano Drouge

Irene Hirano Inouye President, U.S.-Japan Council

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John V. Roos U.S. Ambassador to Japan



INTRODUCTION ABOUT THE TOMODACHI INITIATIVE

Our Mission

The TOMODACHI Initiative is a public-private partnership that supports Japan's recovery from the Great East Japan Earthquake and invests in the next generation of Japanese and Americans in ways that strengthen cultural and economic ties, and deepen the friendship between the United States and Japan over the long term.

We seek to foster the next generation of Japanese and Americans, a "TOMODACHI generation," of driven doers, thinkers, and creators who are invested in the future of U.S.-Japan relations, appreciate each other's cultures and countries, and possess the globally-oriented skills and mindsets needed to thrive and make a difference.

Our Core Values

The TOMODACHI Initiative seeks to inspire and empower the young people of Japan and America, giving them the experiences, skills, and confidence to achieve their dreams and contribute to a better world. We believe that the young generation is crucial for building a strong Japan, a strong America, and a strong, enduring U.S.-Japan relationship.

We seek to cultivate a "TOMODACHI Generation" in both countries, based on three core values:

FRIENDSHIP



We provide opportunities for young Japanese and Americans to learn from and be inspired by each other, to develop a sense of common interest and common cause, and to form bonds that enable them to work together to take on any challenge or opportunity.



We believe that each person can and should make a positive difference in their communities, countries, and the entire world. We encourage and empower youth to be actively engaged citizens who strive to make the world a better place for themselves and for others.



HOPE

We seek not only to give hope to the next generation of Japanese and Americans, but to give them the tools to turn their hopes and dreams into reality, working together as friends and leaders.

Our History

In the aftermath of the Great East Japan Earthquake of March 11, 2011, the United States military and Japan Self-Defense Forces successfully worked together to provide immediate humanitarian relief to the Tohoku region during Operation Tomodachi. Building upon this cooperation and spirit of friendship, the United States and Japan launched the TOMODACHI Initiative. TOMODACHI is led by the United States Government and the U.S.-Japan Council, a tax-exempt non-profit organization, and is supported by the Government of Japan, as well as corporations, organizations, and individuals from the United States and Japan.





PROGRAMS & ACTIVITIES EDUCATIONAL & EXCHANGE PROGRAMS

Educational and exchange programs enrich and inspire young Japanese and Americans through exposure to each other's countries, including short-term study abroad experiences.



In 2012, twelve educational and exchange programs were implemented, reaching approximately 685 participants ranging from middle school students to young professionals. Through these programs, students learned about different cultures, developed English language skills, and were exposed to new ideas through exchanges and homestays.

Featured Educational & Exchange Programs 2012

TOMODACHI Summer 2012 Coca-Cola Educational Homestay Program

This program selected 60 high school students from areas affected by the Great East Japan Earthquake and tsunami to experience a three-week homestay and cultural exchange program from July 22-August 9. The program consisted of a two-day group tour of Washington, DC, homestays with American host families in four different states, English language classes, excursions to famous and historically significant locations, university campus visits, and other sports and cultural experiences.





"The smiles of the host family that took me in, the other students from different prefectures that participated in the program, and the people I met during the homestay program helped to alleviate the anxiety and distress [from the disaster], and gave me courage and confidence."

- Hikaru Suzuki of Soma in Fukushima prefecture, who went to Oregon as part of the TOMODACHI Coca-Cola Educational Homestay Program

TOMODACHI-UNIQLO Fellowship

This program, offering a world-class educational experience to Japan's next generation of business and fashion leaders, was launched in October. The Fellowship offers full graduate scholarships to students at the Stanford Graduate School of Business, Fashion



Institute of Technology, and Parsons The New School for Design. The first cohort of fellows will be enrolling in fall 2013.

TOMODACHI-GE 2012 Healthcare Academic Program



GE Healthcare sponsored educational programs at universities in the Tohoku region that were impacted by the disasters of March 11, 2011. The programs included courses to develop the next generation of health information specialists and a series of seminars that promoted regional health information

TOMO Dachi

FRIENDSHIPLEADERSHIP HOPE

"Until then I felt alone, but through [TOMODACHI and] BEYOND Tomorrow, I



found friends that I bonded with, with whom I was able to share the best of times, and developed lifelong friendships."

- Minori Endo on her experience with the TOMODACHI BEYOND Tomorrow U.S. Program

collaboration.

PROGRAMS & ACTIVITIES EDUCATIONAL & EXCHANGE PROGRAMS

TOMODACHI MUFG Summer 2012 International Exchange Program



The TOMODACHI Initiative and Mitsubishi UFJ Financial Group, Inc. (MUFG) sent 20 Japanese junior and high school students from the Tohoku region to Los Angeles and Carlsbad, California (a suburb of San Diego). During the program, students participated in homestays with families in Carlsbad, experienced living in a university

dormitory, and visited a U.S. corporation. They also studied English, developed leadership skills, and volunteered in community service projects.

TOMODACHI Summer 2012 SoftBank Leadership Program

With the support of the TOMODACHI Initiative and SoftBank Corp., 300 Japanese high school students from the areas affected by the Great East Japan Earthquake and tsunami participated in an intensive three-week program at the University of California, Berkeley focused on leadership development and community service. Students worked in teams to develop



community service projects, gaining experience they could use to contribute to recovery and reconstruction efforts back home.



- Tsubasa Sasaki of Natori City, Miyagi prefecture, a participant in the TOMODACHI SoftBank Leadership Program at the University of California, Berkeley

TOMODACHI Aflac Program

This program, facilitating medical exchanges for next generation Japanese pediatric oncologists, was announced in September. Fellowships will begin in 2013.





Japan-America Society of Hawaii Rainbow for Japan Kids in March and July



TOMODACHI Summer 2012 English Language Study Program (AFS) from July to August



Yokosuka Homestay Program in March and December



Knowledge Investment Program – Japanese Student Voices Remembering 3.11 in February and March

TOMODACHI Fund for Exchanges

Established by Mitsubishi Corporation, Toyota Motor Corporation, and Hitachi, Ltd.

The TOMODACHI Fund for Exchanges was established in April 2012 with generous support from Mitsubishi Corporation, Toyota Motor Corporation, and Hitachi, Ltd. The Fund provides hundreds of young Japanese students with opportunities to participate in high-quality educational and cultural exchange programs with their American counterparts, contributing to TOMODACHI's vision of giving hope to the young people of the Tohoku region and Japan as a whole by providing them with the skills they need to pursue their dreams. The Fund was established with \$2.4 million USD to be evenly distributed over three years, with programs occurring from 2013.

PROGRAMS & ACTIVITIES CULTURAL PROGRAMS IN SPORTS, MUSIC, AND THE ARTS

Cultural programs in sports, music, and the arts provide gateways for Japanese and Americans to learn about and develop an enduring interest in each other's cultures. The TOMODACHI Initiative collaborates with many well-established and prestigious cultural exchange programs, as well as with American and Japanese athletes, artists, musicians, and entertainers.

In 2012, our seven different cultural exchange programs touched the lives of approximately 150 students ranging from elementary to high school students. TOMODACHI programs included teaming up with Major League Baseball (MLB) and the National Basketball Association (NBA) to bring joy and the fundamental values of sports to children as well as providing opportunities for young performers and artists to share their work. Through cultural programs, TOMODACHI fosters intercultural conversations between Japan and America.

Featured Cultural Programs 2012

TOMODACHI Partnership with Major League Baseball

Major League Baseball (MLB), the MLB Players Association, and TOMODACHI came together to provide young athletes an opportunity to learn about the importance of communication and teamwork. This partnership was launched in November 2011 during Hall of Famer Cal Ripken, Jr.'s visit to Japan.





The Ishinomaki baseball field was re-opened on Dec. 9 thanks to donations from Major League Baseball, the Major League Baseball Players Association, the Japanese Cultural and Community Center of Northern California, the U.S.-Japan Council Earthquake Relief Fund, and the TOMODACHI Initiative.



The Seattle Mariners and Oakland Athletics opened the MLB season in Tokyo and conducted baseball clinics in Tohoku thanks to the partnership between Major League Baseball (MLB), the MLB Players Association, and the TOMODACHI Initiative.

"Even NBA players, the best in the world, still practice the basics over and over. I hope that this will inspire the students to see that doing the small things really do matter and that they can bring this positive attitude back to Minamisoma to apply to their daily basketball practice and their schoolwork."

- Kiyofumi Tanaka, who accompanied a group of middle school children from Minamisoma, Fukushima Prefecture who attended an NBA basketball camp in Tokyo with the help of TOMODACHI

Japan-America Grassroots Summit

Star baseball pitcher Yu Darvish, the Texas Rangers Baseball Foundation, and gloops, Inc. funded youth baseball teams from Ishinomaki to participate in the North Texas Japan-America Grassroots Summit from August to September.





PROGRAMS & ACTIVITIES CULTURAL PROGRAMS IN SPORTS, MUSIC, AND THE ARTS

"From the time the airplane departed from Japan to when the bus returned home, I met new and different people every day. From the translators who participated in the Summit to the volunteers involved in organizing the Summit, I was able to understand the importance of people-to-people relationships and direct exchanges through the opportunity I received from TOMODACHI."



- Yusuke Ito, participant of the Grassroots Summit 2012 in Texas Sports Camp of America in Minami -Sanriku, Miyagi prefecture in August.





The Glenn Miller Orchestra Charity Concerts were held with youth musicians from Kesennuma in Miyagi prefecture on Nov. 25.

Kids from Shiogama, Fukushima prefecture attended the NBA Basketball



Camp on Jun. 12.

The two-month Young Americans Tohoku Tour began in September.







Orpheus Chamber Orchestra members conducted a music workshop at Shukoh Middle School in Miyagi prefecture on May 31.

TOMO DACH

FRIENDSHIP LEADERSHIP HOPE

"I have learned that leadership is not just an opinion that you force on people. What is important is the ability to share ideas, discuss different opinions, and develop thoughts while supporting each other, then bringing it all together and leading people to a solution."

- Ryo Serizawa on what he learned on the **TOMODACHI Summer** 2012 SoftBank Leadership Program



Implementing Partners for TOMODACHI Programs

Taking large numbers of students to the United States requires extensive coordination. TOMODACHI works with other Non Profit Organizations (NPOs) to realize its programs. Experienced implementers such as Ayusa International, The Experiment in International Living, Center for International Exchange, and American Field Service have been key enablers of TOMODACHI's success. TOMODACHI also works with new NPOs that emerged following March 11, 2011 that support young people, including: BEYOND Tomorrow, 5ive Planets Foundation, O.G.A. for AID, Aid Takata, Frontier Minamisoma, and others.

PROGRAMS & ACTIVITIES ENTREPRENEURSHIP & LEADERSHIP PROGRAMS

The TOMODACHI Initiative delivers programs that help the next generation of entrepreneurs and leaders gain the skills and expertise necessary to guide them towards making a difference in their communities, countries, and the world.

In 2012, TOMODACHI supported over 140 young people to develop their skills through 6 different programs, primarily for college-age students. Through these



programs, participants developed leadership skills that they could apply to any profession and could use throughout their lives. They also learned to work and thrive in an entrepreneurial environment, creating new ideas and enterprises that spur economic growth and social progress.

Featured Entrepreneurship & Leadership Programs 2012



TOMODACHI BEYOND Tomorrow U.S. Program

This two-week program in New Orleans, Boston, New York and Washington, DC provided students from the Tohoku region with opportunities to learn from the U.S. experience in post-disaster reconstruction and planning, as

well as to serve as student ambassadors to share their experiences with the American people.

TOMODACHI Tohoku Challenge (TTC)

This business plan competition sought to accelerate revitalization of the Tohoku region through entrepreneurship. TTC was developed by the U.S.-Japan Council Entrepreneurship Leadership Advisory Board (UE-LAB), a select group of leading



Japanese and American entrepreneurs, investors, and analysts, including Mr. Allen Miner, founder of SunBridge Foundation and Mr. Jeffrey Char, founder of J-Seed Ventures. The TTC winner was NanoMist Technologies — a desalination plant in Kesennuma City, Miyagi prefecture.

TOMODACHI-Mitsui & Co. Leadership Program

This program, designed to inspire and motivate young American and Japanese



leaders from the business and government sectors, provides an opportunity to connect with each other's countries and develop as leaders by gaining a more global perspective. Participants will begin travel in summer 2013.

TOMO Dachi

FRIENDSHIP LEADERSHIP HOPE

"I met successful Japanese people in the United States and people who bridged the two countries, and I



personally experienced the importance and courage it takes to open the doors of opportunity that lie ahead. I would like to study in the United States after I graduate from high school. My dream is to find a job where I can utilize English while getting involved with international exchanges and volunteering."

> - Shiho Abe of Ishinomaki City in Miyagi prefecture, who participated in the TOMODACHI MUFG Summer 2012 International Exchange Program in Los Angeles and Carlsbad, California

PROGRAMS & ACTIVITIES ENTREPRENEURSHIP & LEADERSHIP PROGRAMS

TAC-Keio SFC-TOMODACHI Entrepreneurship Seminar and Business Plan Competition

This program provided university students with the opportunity to cultivate entrepreneurial skills. The two business plan competitions, held in February and September, focused on the development of new enterprises that support recovery and revitalization of the Tohoku region. Organized with TOMODACHI support by the Keio University Shonan Fujisawa Campus (Keio SFC) and the Tokyo American Center, the students learned about entrepreneurial practices in the



United States and Japan directly from experienced entrepreneurs and business experts, who served as seminar presenters, judges, and mentors.

"There's a high wall between having a dream and realizing it. But you need to try and act on the idea. You should take the time to analyze and share your dreams with others. Don't lose your passion and don't fear failure."



- Yohei Funano, who participated in a TOMODACHI-sponsored entrepreneurship seminar and business plan competition that was held by the Tokyo American Center (TAC) and Keio University SFC in February, learned to appreciate the challenges and exciting opportunities of being an entrepreneur.



TOMODACHI Tohoku Green Communities Alliance Exchange Program

This program introduced Japanese community leaders from the disasteraffected Tohoku region to approaches of energy efficient "smart" communities in the United States. The approaches included utilizing urban planning, constructing energy efficient buildings, and developing renewable and smart energy systems to facilitate rebuilding efforts after a natural disaster.

Overall, TOMODACHI program participants gained a better understanding of fundamental business skills and entrepreneurship, as well as the confidence required to pursue their aspirations.



TOMODACHI and the 5ive-Planets Foundation partnered to implement the TOMODACHI P5 Tohoku Entrepreneur Summer Program which occurred for one week at the end of July in Yokohama, Kanagawa prefecture.



"I feel the TOMODACHI Generation can help revive Japan. So let's just do it."

- Kenyuu Shimizu of Keio University

SUPPORT FOR TOMODACHI

The TOMODACHI Initiative is an innovative public-private partnership led by the United States Government and the U.S.-Japan Council, and it is supported by the Government of Japan, as well as corporations, organizations and individuals from the United States and Japan who are invested in strengthening friendship and ties across the Pacific.



Announcement of the TOMODACHI Educational Exchange Initiative on Feb. 3 with U.S. Ambassador John Roos; CEO of GE Japan Mark Norbom; President of Coca-Cola (Japan) Company, Ltd. Daniel Sayre; Chairman & CEO of SoftBank Corp. Masayoshi Son; and President of the U.S.-Japan Council Irene Hirano Inouye Foreign Minister Koichiro Gemba speaking at the Sept. 22 summer celebration event



Announcement of the Fund for Exchanges on Apr. 18 with Toyota Motor Corporation President Akio Toyoda; Mitsubishi Corporation Chairman Yorihiko Kojima; TOMODACHI student Ayaka Ogawa; Takeda Pharmaceutical Company Limited President & CEO Yasuchika Hasegawa; U.S.-Japan Council President Irene Hirano Inouye; and Mitsubishi UFJ Financial Group, Inc. Chairman Takamune Okihara



Senior VP & General Counsel of Aflac Japan, Andrew Conrad, announcing TOMODACHI support on Sept. 22

January 2012

December 2012



Bank of America-Merrill Lynch hosted a charity wine dinner with proceeds going to the TOMODACHI Initiative



Dave Spector Japan TV personality showing his support for TOMODACHI on air

Will Smith showing his support for TOMODACHI at the premiere for *Men in Black 3* in Tokyo



Japanese racecar driver Keiko Ihara raising awareness for TOMODACHI during the Dubai 24 Hour Endurance Race in January



Lady Gaga auctioned off her teacup in support of the TOMODACHI Performing Arts Fellowship



TOMODACHI MUFG 2012 Summer Program TV broadcast ads hanging in subway trains in Japan

ALUMNI ENGAGEMENT EVENTS

The TOMODACHI Initiative does its best to help participants sustain the friendships made through TOMODACHI programs and activities, and build on the experiences and knowledge gained. We strive to create opportunities and to open doors for TOMODACHI alumni by continuing to engage them in special events, activities, and social media such as Facebook that reinforce relationships, support communities, and bolster the skills learned to turn their dreams into reality.



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U.S. Secretary of State Hillary Rodham Clinton expressed America's commitment to cultivating the future leaders of Japan and the United States during the TOMODACHI Youth Leadership Dialogue on Jul. 8. The event at the residence of U.S. Ambassador John Roos was attended by 21 Japanese and American students.

Upon their return to Japan, six students from the TOMODACHI SoftBank Leadership Program at UC Berkeley presented their experiences and described how they will apply what they learned to help their communities. They spoke in Tokyo at the Ginza Apple Store on Aug. 26. The 300 program participants received iPads and training prior to departing for California to use during their leadership training.

Seven TOMODACHI program alumni celebrated a successful summer of youth exchange programs at the residence of U.S. Ambassador John Roos. The Sept. 22 event served as a thank you to the generous Japanese and American TOMODACHI strategic partners, sponsors, and supporters.



TOMODACHI students enjoyed front row seats at a special session at Salesforce.com's Cloudforce Japan event on Dec. 6. The session featured a dialogue on innovation and global leadership between Toyota President Akio Toyoda, former U.S. Secretary of State Colin Powell, and Salesforce.com CEO Marc Benioff.



TOMODACHI DONORS

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Join us and invest in our next generation — the TOMODACHI Generation!

TOMODACHI LEADERSHIP ADVISORY BOARD

The TOMODACHI Advisory Board is an influential group of U.S. and Japanese leaders from business, government, academia, and civil society. The board is a highly-distinguished body whose members provide guidance, assistance, and support to help the TOMODACHI Initiative achieve its mission.

Mr. Richard Armitage - President, Armitage International L.L.C.
Ambassador Hiroyasu Ando - President, Japan Foundation
Mr. Marc Benioff - CEO, Salesforce.com
Mr. Yasuchika Hasegawa - President, Takeda Pharmaceutical Company Limited
Mr. Masami Iijima - President and CEO, Mitsui & Co., Ltd.
Mr. Thomas Iino - Chairman, U.S.-Japan Council
Mr. Takashi Kawamura - Chairman, Hitachi, Ltd.
Mr. Yorihiko Kojima - Chairman, Mitsubishi Corporation
Yo-Yo Ma - Cellist
Mr. Hiroshi Mikitani - Chairman and CEO, Rakuten, Inc.
Ambassador Sadako Ogata - President (retired), Japan International Cooperation Agency (JICA)
Mr. Takamune Okihara - Chairman, Mitsubishi UFJ Financial Group, Inc.
Ambassador John V. Roos - U.S. Ambassador to Japan
Ambassador Kenichiro Sasae - Ambassador of Japan to the United States
Mr. Bobby Valentine - Former Manager for the Boston Red Sox



Ambassador John Roos, Ms. Shiho Abe, Ms. Susie Roos, Mrs. Akemi Okihara, Mr. Takamune Okihara



Mr. Neil Young, Mr. Marc Benioff, will.i.am, and Mr. Kurt Tong



Mr. Masami Iijima and Ms. Irene Hirano Inouye

"Salesforce.com believes in the transformative power of TOMODACHI. With the proper support and inspiration from business and government leaders, we strongly believe that Japanese and American youth have the talent and passion to make the world a better place."

-Mr. Marc Benioff, Chairman and CEO of Salesforce.com

TOMODACHI STRUCTURE

"In addition to supporting projects, Takeda believes it is essential to contribute to the strengthening of organizations managing those activities. Based on this belief, we decided to support the TOMODACHI Initiative in strengthening administrative capabilities by donating

over three years to the U.S.-Japan Council for administrative costs. I am confident that the circle of support for the TOMODACHI Initiative will continue to grow and contribute substantially to the various needs for recovery. I also hope that Takeda can continue to play a role in helping to further strengthen the relationship and collaboration between the United States and Japan."



- Mr. Yasuchika Hasegawa, President of Takeda Pharmaceutical Company Limited

Strengthening TOMODACHI

The TOMODACHI Initiative would like to give special thanks to Takeda Pharmaceutical Company Limited for contributions devoted specifically to strengthening TOMODACHI's operational and administrative capabilities. To be effective, an organization must have dedicated staff and the resources to accomplish its mission effectively. The generous donation by Takeda Pharmaceutical Company Limited provides the ability to realize strong programs that nurture the TOMODACHI Generation and build a strong, enduring U.S.-Japan relationship.

The U.S.-Japan Council, U.S. Embassy Tokyo, and the TOMODACHI Initiative







The U.S.-Japan Council and the U.S.-Japan Council (Japan) work closely with the U.S. Embassy, Tokyo to implement the TOMODACHI Initiative as a public-private partnership. Bolstered by the staff of the U.S. Embassy, U.S.-Japan Council staff in both the United States and Japan conduct program development and oversight, communications and outreach activities, marketing, fundraising, and donor relations.

The Washington, DC-based U.S.-Japan Council is a 501(c)(3) non-profit tax exempt organization, while the Tokyo-based U.S.-Japan Council (Japan) was a General Incorporated Foundation (*Ippan Zaidan Hojin*) in 2012, which was supported by the Keidanren's Council for Better Corporate Citizenship (CBCC) for providing tax exemption to the donors. In 2013, U.S.-Japan Council (Japan) became a Public Interest Corporation (*Koeki Zaidan Hojin*). Both U.S.-based and Japan-based donors can receive tax deductibility when contributing to the TOMODACHI Initiative via the U.S.-Japan Council or the U.S.-Japan Council (Japan).

Financial reports are available on the U.S.-Japan Council website at www.usjapancouncil.org and on the TOMODACHI website at www.usjapantomodachi.org.



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