



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Japan Earthquake and Tsunami Relief and Recovery Efforts (as of 4/26/2011)

Japan-America Society (JASW) efforts to raise funds for the relief and recovery effort in Japan have focused on grassroots and individual (rather than corporate) donors. Assuming that the average donation we have collected is \$5, we have reached nearly 5,000 people to date.

A few days after the March 11 earthquake and tsunami, JASW concluded an agreement with the American Red Cross to raise funds for the Japan Earthquake and Pacific Tsunami Relief Fund. (Under DC law, the only organization for which you can solicit cash contributions on the streets is the American Red Cross, unless you have a license from the DC Government.)

Here are the results of our efforts to date:

Grassroots Fundraising

- Two days of fund-raising at Potomac Mills March 19-20. \$1,500 was raised for the American Red Cross Japan Relief fund.
- Japanese brunch at Sushi Taro on April 3. \$3500 will be donated to a Japanese charity to be designated by the JASW Board of Trustees.
- Ten days of fundraising at Metro stops in the downtown DC area. \$5130 donated to the American Red Cross Japan Relief Fund.
- This year's Japan Bowl was dedicated to Taylor Anderson, the young American elementary school teacher killed in the tsunami. Teachers and students donated \$559 to the Taylor Anderson Fund to benefit her school in Ishinomaki.
- On-the-street donations at the Sakura Matsuri, April 9: \$15,649 was raised for the American Red Cross Japan Relief Fund.
- Students at the Japan Bowl and children at the Sakura Matsuri made 1,215 origami cranes. These were sent to Oshkosh by Gosh, a children's clothing maker-retailer, which will donate 1,215 items of children's clothing to Japan.
- JASW provided a tent at the Sakura Matsuri for Japanese and American wives to sell merchandise, called "Hearts of Japan." Proceeds from sales (almost \$5,800) will be donated to Japan relief. (See additional information below.)

- JASW provided a tent to the Japanese American Student Union. They collected \$778 in donations for Japan relief and also sold 100 t-shirts for \$20 each, with the profit going to Japan relief.
- A number of vendors and performers at the Sakura Matsuri donated all or part of their profits to the relief effort.

Hagemasu (Encouragement) Efforts

- JASW helped to create and organize the Stand with Japan gathering at the Washington Monument/Tidal Basin on March 24.
- JASW's fund-raising efforts (at the Metro, at the Sakura Matsuri, and at the Children's Corner) have been featured three times on NHK's "Ohayoo Nippon" morning show and on NHK BS-1.
- Children at the Sakura Matsuri Children's Corner made several hundred cards to be sent to children in shelters in Japan.
- JASU students at the Sakura Matsuri collected message cards for people in the shelters, had visitors sign a Japanese flag which will be sent to the Self-Defense Forces, and took pictures for its WA project, a Facebook application that connects pictures of people around the world holding hands to promote awareness of the relief effort.

Hearts of Japan Report on Profits and Activities

Focusing on Japanese design, the Japanese and American participants in Hearts of Japan created many items that were offered in a fundraising sale on April 9 at its booth at the Sakura Matsuri – Japanese Street festival. Many visitors came to look at the handmade silk tulips, as well as artists painting blue skies on original-design T-shirts and drawing names in calligraphy.

Sales of T-shirts, silk tulips, calligraphy and other handmade items at the Cherry Blossom Festival resulted in proceeds of \$5,791.60. These proceeds have been transferred to the Earthquake Donations account specially established by the Japanese Cabinet Office (<http://www.cao.go.jp/gienkin/>), from which they will be directly distributed to local governments in the areas most devastated by the earthquake and tsunami in northeast Japan to help those communities meet their immediate needs.

Hearts of Japan appreciates every purchase the visitors made and every kind word and thought they extended that day toward the victims of the devastation in Japan. They are also deeply grateful to the Japan-America Society of Washington DC for its cooperation and thank every person who stopped by their booth to express concern and encouragement for Japan as the country works to recover and rebuild.