

Japan NGO Earthquake Relief & Recovery Fund

Four-Year Fund Update

JCIE's Japan NGO Earthquake Relief & Recovery Fund raised more than \$1.7 million to aid Japanese nonprofit organizations taking part in the immediate relief effort as well as those with a long-term focus on rebuilding communities. To date, it has supported 40 groups that have been doing innovative work in the disaster zone. The funding targets areas that are overlooked by other organizations, including personnel costs, developing fundraising strategies, and other crucial expenses incurred for day-to-day operations. In this way, it is helping to strengthen the capacity of the nonprofit sector to contribute to the recovery over the long term.

Long-Term Recovery Grants

The following 12 organizations received multiyear grants for their efforts to promote economic revitalization, rebuild community ties, and support senior citizens.

(NOTE: Dollar amount estimates are based on exchange rates at the time the grant was made.)

AidTAKATA

Radio FM Rikuzentakata

Location: Rikuzentakata, Iwate Prefecture

Grant: ¥6,000,000 (approx. \$74,000)

The Japan NGO Earthquake Fund supported AidTAKATA's operation of Radio FM Rikuzentakata, one of the only local radio stations in the disaster zone. The 24-hour radio station produces 14 regular programs (roughly 76% of its content) and is designed to engage community members in the reconstruction process. Programs include coverage of local news, an hour for elderly residents to share local myths, and a monthly call-in talk show with the Rikuzentakata mayor.

- Four years on, a survey has found that roughly 20% of the town's citizens still tune in to the station every day and 80% still see the need for the radio station to cover disaster-related news and recovery initiatives for the community. Listeners reported that the one aspect of programming they found most useful and unique is the updates it features from the city government on the recovery efforts.
- Live broadcasting of the city council debates has increased community participation in the recovery planning process and the city council members claim they are regularly stopped on the street by radio listeners interested in commenting on the issues they heard being discussed through this program.
- In addition to operating the radio station, AidTAKATA is working to promote tourism and products from Rikuzentakata to support the region's recovery. In October 2014, the group organized an exhibit in Tokyo's famous Mitsukoshi



Department Store that featured the works of photojournalist Natsuki Yasuda, which focus on the appeal of Rikuzentakata's people, natural beauty, and foods.

Art Revival Connection TOHOKU (ARCT)

Arts Programs: Senior Citizen and Artists Learning Together

Location: Sendai, Miyagi Prefecture

Grant: ¥2,000,000 (approx. \$24,700)

With support from the fund, ARCT has organized art programs and performances at senior citizens facilities in Higashi-Matsushima, Miyagi Prefecture, a city where 63% of the land was inundated by the tsunami. Through this initiative, ARCT hoped to help reduce the physical and mental toll of the disaster-affected communities through art.

- ARCT planned to conclude their activities in April 2013 but ended up re-launching the organization in July because of continuing needs in the disaster-affected communities. In its initial stage, the organization produced a total of four 30–60 minute performances at a senior citizens facility, engaging local artists, senior citizens, their families, and facility staff in the production. Each program recorded a total of 30 to 140 participants.
- The performances created an opportunity for the artists to become more conscious of social issues surrounding elderly care and also benefited some facility staff members who lost homes and loved ones in the disaster to feel a sense of community through the teamwork involved in organizing the plays.
- ARCT is continuing to engage vulnerable populations in the region, including the elderly, through weekly recreational programs such as dancing, drawing, and acting. ARCT members have performed "The Lion King" at the Miyagi Hospital for 50 handicapped patients ranging from 8 to 50 years old who are receiving long-term care at the hospital. Since most of these patients are bed-ridden or have difficulty going outside, it was a rare opportunity for them to see a musical. In addition, they have collaborated with a local kindergarten to produce a play, encouraging the children to stay mentally and physically active through art.



Fuji Social Welfare Foundation

Kitchen Car Project

Location: Kamaishi, Iwate Prefecture

Grant: ¥5,000,000 (approx. \$65,000)

The Fuji Social Welfare Foundation's "Kitchen Car Project" provides food trucks to local chefs in Kamaishi who have lost their restaurants. The project helps employ them, providing a path back to restaurant ownership for these chefs and ensuring that there is food readily available near temporary housing settlements and in devastated areas of

town. To rent the trucks, chefs are asked to pay a low, subsidized fee of ¥25,000 per month (roughly \$250) and 5% of their sales, then they keep the remaining proceeds to build up their savings.

- The project started with 5 food trucks in June 2011, and has since expanded to 12. Of those 12 cars, 10 are now operated by restaurant owners from outside of Kamaishi who wish to return to the city because of family ties or a desire to help with the recovery process. This is an important development at a time when the population is declining and the city is threatened by an exodus of working-age professionals to places with better economic prospects.
- The project has given employment to more than 30 people, including staff members, kitchen car chefs, and chefs who have managed to graduate from the project and reopen their own restaurants.
- The path that one of the chefs in the initial group took is illustrative of how the project is helping entrepreneurs get back on their feet. He began by renting out the smallest kitchen car, a tiny yellow hatchback. Then, he switched to the biggest truck in the fleet, a large red truck, once its original renter left to reopen his former restaurant. After a few months, he too had managed to save enough to relaunch his own yakitori (grilled chicken) shop.
- In the summer of 2014, the kitchen cars were mobilized to attend at least one community event per week. The demand for food trucks was especially high in the summer as people swarm outdoors to participate in community festivals and sports events, including baseball and soccer games.
- This project was recently featured in “Yomigaere Kamaishi!,” a new book that offers a look at the recovery efforts undertaken in Kamaishi following 3/11.



Fukushima Organic Agriculture Network (FOAN)

“Rebuilding Fukushima Ties” Recovery Project

Location: Nihonmatsu, Fukushima Prefecture

Grant: ¥8,000,000 (approx. \$99,000)

The Fukushima Organic Agriculture Network (FOAN) is working with local farmers to rehabilitate the farmland that was contaminated by radiation, and is creating a network of support groups to strengthen the local and displaced farming communities. FOAN is also distributing accurate information on Fukushima produce to relieve fears of consumers that the region’s produce is still contaminated by radiation after the nuclear disaster.

- In 2014, FOAN organized the “Fukushima Organic Festa,” inviting residents to taste the local produce and learn how radiation levels are being monitored. About 50 booths were set up to showcase Fukushima products and consumers were able to ask questions directly to the farmers about their farming practices. A panel discussion on increasing transparency between farms and households was organized as a side event, followed by various workshops on radiation, Fukushima produce, and local wildlife. A bus tour was also organized to bring Tokyo residents to Fukushima to learn more about the safety measures being taken when growing the region’s vegetables.
- A Tokyo-based restaurant called “Fukushima Organ Dou Shimokitazawa” opened by FOAN is helping to promote Fukushima produce and to reach out to wary Tokyo consumers. The restaurant not only offers dishes made from Fukushima produce but also welcomes farmers from Fukushima to come to the restaurant to share their stories and recipes. The restaurant’s grand opening was highlighted in *Nihon Keizai Shimbun*, the Japanese equivalent of the *Wall Street Journal*. In November 2014 they welcomed Major League Baseball players and their families.
- In addition to a newsletter that disseminates accurate information on Fukushima’s produce, FOAN’s sponsors the Fukushima Organic Agriculture Women’s Meeting in order to build a network of women involved in organic farming in Fukushima and to explore the unique role of women farmers. The members take regular study trips to farms in the region to learn about their farming practices and marketing strategies.

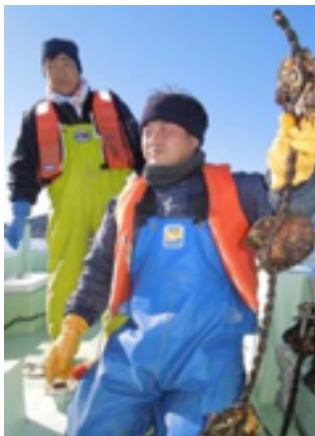


Kamaishi Platform

Coastal Community Project: Support for Artisanal Oyster Farming

Location: Kamaishi, Iwate Prefecture

Grant: ¥5,000,000 (approx. \$61,700)



Kamaishi Platform has been working to revive Kamaishi’s oyster industry, which was devastated by the 40-foot tsunami waves that struck the town. The project is strengthening the fishing community by connecting small artisanal oyster farmers in Kamaishi to Tokyo-based consumers and restaurants. The customers make contributions of \$100 to receive vouchers for annual allocations of oysters in return that can be redeemed at supporting restaurants over the coming 10 years.

Leading Aging Society Forum

Coordination Platform for Senior Citizens Health and Welfare

Location: Ishinomaki, Miyagi Prefecture

Grant: ¥5,000,000 (approx. \$61,700)

Funding has been provided to support the forum's "Coordination Platform for Senior Citizens Health and Welfare," an initiative to survey the actual needs of seniors and ensure that none slip through the cracks as different agencies try to respond to their various needs. They have been targeting seniors who remained in their homes rather than moving to temporary housing due to their higher risk for isolation and seclusion.

- The organization published a book highlighting its journey and the challenges in responding to the disaster in Ishinomaki by making healthcare available at the residents' homes. Their work has been covered by four of the six major national newspapers in Japan.
- The Leading Aging Society Forum has created an online portal called the "Power of Ishinomaki" to function as an information hub for senior citizens looking for services to support their daily life. This aggregates information from dozens of local NPOs, volunteer organizations, and private groups who provide services ranging from cleaning and cooking to swing dancing, quilting, and sign language lessons.
- As part of the forum's initiative to prevent senior citizens from becoming isolated from their communities, the Leading Aging Society Forum has been organizing a range of activities. For example, the monthly cooking class for senior men encourages them to adopt a healthy, active lifestyle by teaching the health benefits of homemade cooking and allowing the participants to challenge themselves with new recipes in cooperation with friends old and new.



@Rias NPO Center

Community Bus Project

Location: Kamaishi, Iwate Prefecture

Grant: ¥5,500,000 (approx. \$71,000)

Much of the public transportation system was destroyed in Kamaishi, Iwate, so soon after the disaster, a local nonprofit called @Rias NPO Center purchased and has been operating community buses to allow youth to take part in after-school activities, sports, and educational programs. The buses are also used to assist senior citizens who have no transportation. In the first year after the disaster, the buses provided a vital source of transportation in the town. Now, although many Kamaishi residents have bought new cars, the buses are still being operated to help residents, ranging from



schoolchildren to senior citizens who lack transportation and cannot carry on with their daily activities.

SakuraNet

Pilot Project of Rural Senior Center

Location: Miyako, Iwate Prefecture

Grant: ¥4,350,000 (approx. \$54,000)



With JCIE NGO Fund support, SakuraNet led a coalition that rebuilt a community center, which serves primarily senior citizens in an isolated area outside of Miyako City, Iwate Prefecture. Reconstruction funds for senior centers are typically focused only on city centers, but this provides care closer to the hamlets where many of the region's seniors live. The construction was carried out by a group of 30 students from the Department of Architecture and

Urban Design at Ritsumeikan University, in cooperation with the Miyako City Social Welfare Council. The facility was completed in December 2011 and is now being used by local groups to provide services for seniors and as a community center for local residents.

Sanaburi Foundation

Location: Sendai, Miyagi Prefecture

Grant: ¥10,000,000 (approx. \$125,600)

The Sanaburi Foundation was launched in 2011 as the Tohoku region's first community foundation and recently gained official status as a *koeki zaidan hojin*, or public interest foundation, which is a major step for a growing nonprofit organization. The foundation channels funds from inside and outside the region to community-based projects and, by doing this, strengthens the foundations of Tohoku's nonprofit sector. The grant is helping the foundation build up its institutional base, improve communications, and conduct outreach that will help it become more sustainable.

- As of January 2015, the foundation has channeled more than ¥1.5 billion (approximately \$15 million) to 680 projects in the disaster areas. The organization has increased the number of full-time staff from 11 to 21, out of which 8 are from outside of Tohoku and 13 are from the region.
- The foundation has hosted a series of conferences to encourage coordination between the government, business, and civil society groups working in Tohoku. The most recent one was held in August 2014 in Ishinomaki and provided an opportunity for various actors involved in the recovery efforts to come together to discuss what can be done to increase the human and capital resources in the region and get on the same page in terms of the types of initiatives that are already in progress. The workshop also allowed participants to evaluate the level of progress they can realistically expect in the coming years. The foundation has involved more than 300 leaders in Tohoku through these conferences.

- One of the ways in which Sanaburi is working to strengthen the capacity of its staff is by organizing a knowledge-sharing seminar. In October 2014, Sanaburi invited the CEO of the Foundation for Louisiana to talk about successful initiatives that were introduced in New Orleans after Hurricane Katrina in 2005 and the role of community foundations in the recovery stages of the disaster.
- The greatest challenge that the Sanaburi Foundation finds with NPOs in the region has been a lack of experience with grant writing and budgeting, as well as the need for greater support for capacity building. To address these challenges, Sanaburi organizes weekly training seminars on grant application, accounting, and other essential management tools for local NPOs.
- Sanaburi is exploring new ways of mobilizing funding for local groups, but they report that the level of donations coming into the region has declined dramatically, and many of the local nonprofits that have been working on recovery projects will face severe financial challenges from 2015 onwards that will test their ability to survive. For this reason, Sanaburi is seeking major donors who are willing to entrust them with funds to distribute to innovative local groups in Fukushima, Iwate, and Miyagi Prefectures.



Sankaku Planning Iwate

Mederu Car (“Delivery Care”) Project

Location: Morioka, Iwate Prefecture

Grant: ¥8,350,000 (approx. \$100,600)

For a small fee of ¥100, the Sankaku Planning Iwate staff shop for basic necessities on behalf of senior citizens and other people with limited mobility and deliver the groceries to their homes in the temporary housing settlements. Their main aim is not merely purchasing daily necessities for homebound disaster survivors, but rather to engage these people in conversation and also to keep track of their physical and mental health.

- The Sankaku Planning staff has been making approximately 570 home visits per month to senior citizens’ homes, operating in five cities and providing services within an area spanning over 120 miles.
- The organization started out its delivery service with 10 staff members, but by 2014 the number of staff had doubled to 20 women, all of whom had lost jobs or homes themselves.



- Local residents report that paying the small fee makes them feel as if they are a customer rather than a charity case, making them feel more dignified and preventing them from feeling guilty about talking at length with the project staff.
- In a number of instances, the staff members have been the first to detect and respond to illnesses or abuse suffered by their customers. As more clients have openly consulted the staff on their mental, social, or physical problems, Sankaku, in collaboration with the government and NPO groups, has started a hotline for women to call as well as a health center for women to walk in to talk about their mental and physical well-being.
- Unfortunately, due to a lack of additional funding, the organization will wind down its activities shortly, but local residents insist it has played an important role in supporting them during the recovery process.

Takagi Fund for Citizen Science

Providing Training and Encouraging Collaboration among Grassroots Groups Monitoring Radiation to Promote Healthy Communities

Location: Fukushima Prefecture and elsewhere

Grant: ¥9,600,000 (approx. \$113,000)



The Takagi Fund is working to educate and promote collaboration among mothers' groups, neighborhood associations, and other grassroots organizations that are dealing with radioactive contamination following the accident at the nuclear power plant in Fukushima. Their goal is to help communities make informed decisions that will help them lead healthy and secure lives.

World in Tohoku (WiT)

Building a Platform for Social Entrepreneurship to Promote Recovery

Location: Tokyo, Japan

Grant: ¥6,000,000 (approx. \$76,850)

WiT provides coaching and training programs for nine social entrepreneurs in Tohoku on ways to strengthen the institutional capacity of their organizations and serve their constituents more effectively. The organization was originally named World in Asia but it has been split into two separate organizations to streamline their focus areas, with the group managing the disaster-related work being renamed as World in Tohoku (WiT).

- WiT helped nonprofit organizations and social businesses forge a total of 30 different partnerships with other organizations. WiT estimates that these groups have created 83 jobs in Tohoku and provided social services to a total of 8,898 people, including senior citizens, unemployed women, people with disabilities, and children living in poverty in the disaster zone.

- WiT has connected social entrepreneurs facing financial challenges after the disaster with strategic partners and funding sources. With WiT's guidance, the entrepreneurs have raised an additional ¥23 million in funding for their organizations.
- WiT has been expanding its impact by partnering with organizations in the region that are willing to mentor social entrepreneurs that it is supporting. WiT hosted their first "Learning Journey," which is a two-day program that brings together social entrepreneurs and mentors to exchange views on vision setting, organizational development, and how they can collaborate effectively



Emergency Relief

In the initial three months following the disaster, a total of \$304,000 was distributed through the Center for Public Resource Development's Give One Initiative to six organizations so they could provide emergency supplies, medical care, counseling, and other crucial assistance.

- Association for Aid and Relief, Japan (AAR Japan)
- Association of Medical Doctors of Asia (AMDA)
- Japan Platform
- JEN
- Nippon International Cooperation for Community Development (NICCO)
- PeaceWinds Japan

MetLife Alico Employees' Children Support Program

With donations from MetLife Alico Japan employees, a special one-year program was launched to help children and their families cope with the recovery process. This supported 21 organizations from April 2012 to March 2013.

- Academy Camp Executive Committee
- Ai Chikara (Power of Love): Great East Japan Earthquake Reconstruction Support Group
- Asuiku (Education for Tomorrow)
- ATOPICCO Network for Children of the Earth
- BeSUPPORT
- Children & Youth Community Matching
- Children's Garden
- House for a Brighter Future of Fukushima Children
- Ishinomaki Koyo Youth Mini Basketball Club
- Kamaishi Higashi Junior High School

- Kirara Kai (Children of the Stars Group)
- Kodomo to Noasobi-wo-tanoshimu kai (Enjoying the Outdoors with Children)
- Marutto Nishi-Nihon (Western Japan Evacuee Coordination Group)
- Miyagi Warasukko Project (Miyagi Child Laughter Project)
- Niko-niko Support (Smile Support)
- Ogawara Youth Swimming Club
- P@CT (3/11 Recovery Assistance Team)
- Peace Jam
- Rainbow Project for Playing With Art
- Sukiurakai (LoveUrayasu)
- Tohoku University of Art & Design: Tohoku Reconstruction Association