

Two years have passed since the Great East Japan Earthquake.

As we continue our support activities in wide-ranging areas, we asked our supporters to send their messages, so that we can convey the thoughts and feelings of the people in the affected areas and in all other areas, in both directions.

Here are some of the many messages we have received:

Male in his 50's, living in Tokyo:

Some time has passed since I had the opportunity to do some volunteer work in Kesenuma Oshima, but I feel that reconstruction is steadily moving forward, based on the information from volunteers in the area. I imagine that you are still having inconveniences, but I am always thinking of Kesenuma Oshima. I am trying to be of some help through advertising goods and events related to Oshima on Facebook.

Male in his 30's, living in Miyagi:

I have hardly rested since the disaster.

I have been frantically tackling whatever problem was in the way, and the going has been tough at times. But just when I am about to give up, I am always helped by the casual words of encouragement from the people who have come from other areas.

Female in her 30's, living in Osaka:

Two years have passed since I saw those scenes through the TV screen on March 11.

Ever since then, I have been searching every day for what I can do.

I'll never forget "3-11." I can only do the little things, since I am so powerless.

But I'll continue to do whatever I can.

I'm sure you are still living in hard and inconvenient conditions that we cannot even imagine, but I will always pray for your good fortunes and early recovery of Tohoku.

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In the disaster areas which suffered unprecedented damages, some regions are making steady progress towards recovery, as buildings such as public facilities and corporate buildings and infrastructures such as roads are being reconstructed. On the other hand, most individual victims are still living with dark shadows in their hearts, which are cast by the sorrow of losing their loved ones, homes and property or by the pain of having to live far away from their hometowns.

During these two years, we at Civic Force have provided on-site support in the disaster areas and heard the voices of many people: person who are working to create new industries in order to bring people back to their home lands, where industries have declined and depopulation is progressing; person who devote themselves to developing and promoting renewable energy; person who have committed themselves to living together with the evacuees from Fukushima who arrived immediately after the disaster; and person who regularly visit temporary housing to cheer up the elderly people by selling daily goods and holding tea parties. Witnessing the painstaking effort of these people, Civic Force has shared their spirits and supported their activities. Their words and sense of mission for reconstruction have sometimes significantly changed the views or even the life of our staff members.

Civic Force's support activities for the Tohoku region are sustained by approximately 50,000 individuals and almost 600 corporations and organizations. A person who has been remitting 500 yen every day since the disaster; people who have supported us by utilizing their specialties such as music, art and IT skills; celebrities who have asked their fans and colleagues to make donations; people who have sent us messages because they wanted to at least convey their feelings, as they are unable to travel to the affected areas... We have been encouraged and supported by all these people and their messages, which also included critical comments at times.

## Civic Force's Declaration in Third Year of Disaster Area

As we start the third year of the disaster area help for the affected areas of the Great East Japan Earthquake, we questioned ourselves, "What should be our real function?" recalling our initial intension. Civic Force declares afresh to make every effort to be an indispensable organization for the restoration of the disaster areas. We repeatedly ask ourselves what "restoration" truly is while conducting the activities and we believe it all starts with sorting out challenges and elaborating the long-term strategy by listening to every voice of the victims.

Civic Force highly appreciates your continuous support and aid that make our subsequent activities possible.

## Support young people in Tohoku:

Civic Force will launch the “Support Dreams Project: Support young people through scholarships and locally-developed educational programs” from March 2013. This project is part of the Mid- to Long-Term Reconstruction Support Project for the Great East Japan Earthquake and will support high school and university students living in the disaster-affected areas such as Iwate, Miyagi and Fukushima prefectures.

This program is aimed at solving the financial worries of high school students who may not be able to attend school because their parents are deceased, missing, injured, sick or unemployed, or because their houses have been severely damaged. Scholarships will be provided for up to seven years from high school through university. We will also conduct educational programs for young people who are eager to contribute to reconstruction.

This project takes over the “Support Dreams Fund” which was established by Lawson, Inc. in April 2011. Since October 2011, the fund has been providing 30,000 yen per month per person to 1,097 scholarship students who were selected through screening. The fund supports not only high school, university and college students but also students who learn specialized skills at technical colleges and technical schools.

In addition to providing scholarships, Civic Force also plans to launch educational programs in coordination with local NPOs, as an organization working in the affected areas since immediately after the earthquake. These educational programs will include outdoor environmental education and disaster prevention education, which can only be provided in the affected areas.



## “Tohoku Marche®” with L’Occitane

Civic Force will be holding its third “Tohoku Marche®” this autumn with L’Occitane and Network Orange. The first “Tohoku Marche®” was held in November 2011 at Kesenuma. Network Orange, organizer of “Tohoku Marche®”, was very eager to continue the event, while L’Occitane wanted to offer support to victims of the Tohoku Earthquake. This enabled Civic Force to bring the two companies together to organize the third “Tohoku Marche®” which is scheduled for autumn 2013. During the event, contests will be held where entrepreneurs from the disaster-hit areas will be given a chance to present their business models and turn their vision into action.

## Civic Force awarded Special Prize from “JustGiving Japan”

JustGiving Japan, a fundraising solution provider, honored Civic Force’s relief supports in the devastated areas after the Tohoku Earthquake. They presented Civic Force the Special Prize at the JustGiving Awards 2013, which was held on February 12th, 2013 in Akasaka, Tokyo. As of February 2013, Civic Force has received a total of 678.22 million yen worth of donations from people donating through JustGiving Japan, which accounts for almost 50% of Civic Force’s donations.



## Heart Moving Services launches new fundraising

Civic Force, along with Heart Moving Services, has started a new project, “Move and Support the Tohoku Region!” from February 2013.

Heart Moving Services, a moving service provider, will donate 1% of your total moving expense to Civic Force. This donation will be used for disaster prevention activities and emergency relief supports. All you need to do is complete the application form on the Civic Force web site.

Heart Moving Services was one of the biggest contributors to Civic Force’s emergency relief and delivery services after the Tohoku Earthquake among the private sectors. Heart Moving Services offered regular chartered truck services as well as its drivers. Since the Tohoku Earthquake, Civic Force and Heart Moving Services have discussed about “disaster relief aid” and what can be done to be better prepared for future large-scale disasters, resulting in this joint project. So choose Heart Moving Services for your next move!



## Buy ASKUL products, support affected areas

Civic Force asks companies that engage in CSR (corporate social responsibility) to promote the “donation-inclusive products service” program. For example, since 2011, ASKUL has contributed 1% of the purchase amount of originally-designed products to Civic Force during the applicable period. Donated money, which has reached 20 million yen, is used to support the industrial recovery in the affected areas.

<http://www.civic-force.org/contribution/support/#product>



## Our Current Support in Tohoku

As of March 11, 2013, we support for the following activities.

### Mid-to Long-Term Reconstruction Support Project

Just after the disaster, Civic Force has been providing various supports for the Tohoku regions. Taking advantage of our experiences and know-how, we launched the "Mid-to Long-Term Reconstruction Support Project" in the summer of 2012 aiming to address and resolve all difficulties people faced. We provide progress report of each project.  
<http://www.civic-force.org/emergency/higashinon/choki/>

#### ■ Revitalizing of Tourism

"Revitalizing of Tourism" is the most important challenge in Kesennuma, Miyagi Prefecture. Civic Force joins meeting to develop strategy of tourism and search and pick up attractive points in the Sanriku region. Cooperated with local financial institutions and administrations, we are planning to launch the "Platform for Revitalizing of Tourism (tentative title)".

#### ■ Utilizing renewable energy

Along with local companies, such as Kesennuma Energy Development Corporation, and NPOs, Civic Force promotes to build a sustainable society by using woody biomass. Specifically, we have supported to train those who are engaged in the forestry, manage lumber yards and circulate local currency on a trial basis.

#### ■ Improving access to medical care

We are planning to operate helicopter emergency medical service in the coastal devastated area, where depopulation had progress even before the earthquake. To launch its service in April, we are discussing final details, including securing the land to use as a heliport and establishing the framework of how health-care professionals work smoothly.

#### ■ Supporting local reconstruction activities

Cooperating with NPOs hailing from the devastated areas and municipalities located in the stricken towns and villages, Civic Force has continuously supported constructing projects of local towns led by those who have decided to relocate together. We have also supported people who are planning group relocation projects through sending specialists and providing human resource development programs.

#### ■ The support dream project

Refer to page 2.

### Brief Report on Our NPO Partner Projects

We have been helping following activities, which are run by victims to reconstruct local areas. As of January 2013, we have been supporting eight projects. For details, please visit our website:  
<http://www.civic-force.org/emergency/higashinon/npo/>

#### ■ Iwate Society of Certified Clinical

Psychologists × Civic Force

The association is an unusual specialist team, which is acting in an affected area. With their extensive knowledge and experience, they have provided a wide range of mental supports.

#### ■ All Round Helicopter × Civic Force

Refer to the upper right column.

#### ■ Kesennuma Future Plan Osawa Team × Civic Force

The team promotes a group relocation project and local reconstruction plans for the Osawa district, Karakuwa-town, Kesennuma, Miyagi Prefecture.

#### ■ Oshima in Kesennuma community

reconstruction support × Civic Force

The group helps develop a new local community in Oshima, an outlying island of Kesennuma.

#### ■ Slow Food Kesennuma × Civic Force

The group has conducted research to reprint the guidebook of Kesennuma and to search and pick up a unique ingredients and special food culture.

#### ■ Shinrin × Civic Force

The group promotes a sustainable local community with using forest resources, such as wood pellet, domestic lumbars, and wood chips.

#### ■ Seikatsu Club Yamagata × Civic Force

The cooperative association has been supporting evacuees who fled from Fukushima in fear of radiation. They provide material and psychological support to evacuees.

#### ■ Mori wa Umi no Koibito × Civic Force

Based in Kawakura, Kesennuma, the group has been trying to promote environmental education, support forest improvement, and conserve natural environment.

## private helicopters can help disaster areas in a unique



Mr. Masayuki Takahashi,  
Representative,  
All-Round Helicopter

In January 2013, a new organization was launched to provide people in the disaster areas with quicker access to medical care. The organization is called "All-Round Helicopter" and is represented by Mr. Masayuki Takahashi, a licensed helicopter pilot and mechanic. As a part of Civic Force "Mid-to Long-Term Reconstruction Support Project" and "NPO Partner Projects," this project introduces emergency transport

helicopters with low cost and high rate of operation, mainly in the coastal areas of Miyagi prefecture. The project aims to improve life-saving rate and social rehabilitation rate of patients in regions where quick access to advanced emergency medical care is difficult, without being bound by prefectural borders. medical care is difficult, without being bound by prefectural borders.

Takahashi is also the president of "Takahashi Helicopter Service," which offers helicopter's maintenance, repair, management and legal inspection services. Immediately after the great earthquake in the Tohoku area, the company operated helicopters to send relief supplies to the

## Face to Face

Civic Force is supported by various companies, NPOs and administrations. This corner sends latest news from our partners.

disaster areas for about a month in collaboration with Civic Force.

"In the Tohoku disaster areas, there are some needs that can be understood only by private companies, which can flexibly respond to the circumstances," says Takahashi. "I felt that flying helicopters to meet those needs was significant for a private helicopter company like ours. When I think of what I can do for the disaster victims, the only thing I can do is to fly a helicopter. In order to save as many people as possible, we will work harder for quicker access to medical care and also prepare for the next disaster, through collaboration with Civic Force."

## Significance of Linking



Mr. Hideyuki Harada,  
Mayor of Fukuroi City,  
Shizuoka Prefecture

Fukuroi City is a city located on the west side of Shizuoka prefecture along the coast of the Pacific Ocean where acres of countryside and green tea plantation highlight its beauty. As part of the activities to integrate disaster prevention skills against earthquakes in the Tokai area, the city concluded an agreement with Civic Force (then called "Partners in Disaster Response") in 2008 by extending links with private companies and NGOs. We have been cooperating in multiple ways such as, stocking

goods, organizing manpower planning, conducting drills, and providing aid at affected sites. At the outbreak of the Great East Japan Earthquake, we quickly contacted Civic Force and headed for the disaster affected area to provide immediate help.

Since taking office in 2001, Mr. Hideyuki Harada, Mayor of Fukuroi City, has been constantly working to reduce disasters and his views on the concept behind disaster prevention measures of the administration and the significance of linking with private organizations are as follows:

"When I visited the disaster-affected areas of the Great East Japan Earthquake just after it occurred, the overall expectations of the public were for the personnel of the administration to work hard at their assigned

locations without going home. However, such personnel are also human beings. It is natural for individuals to feel stressed at times of disasters, but it is difficult to reduce such stress on their own. Also, under the current rules and/or systems, the administration will not be allowed to distribute any buns when there are 100 persons and only 99 buns, but of course, that's not the way it should be. So, the expectations we have for Civic Force are to show their flexibility and fill in the gaps acting as the "lubricant". This does not mean that we want Civic Force to provide 100% devotion to the administration, but I would like to see them fill in the gaps of self-help, assistance, and public help."





## Redesign and launch the “Team Onishi” website project

The redesigned “Team Onishi website” was launched in March 2013. The website clearly shows and promotes perspective and vision of Kensuke Onishi, who started up Civic Force, the Asia Pacific Alliance, and Peace Winds Japan and has been playing an important and responsible role as leader of various organizations in Japan and abroad. We look forward to hearing opinions and feedbacks from you.  
<http://www.onishi-kensuke.net/>

## Letters from a support group for victims of Typhoon Bopha

Typhoon Bopha hit Mindanao, Philippines, in December 4, 2012 and caused enormous damage to the area. Civic Force has been cooperating with the Citizens’ Disaster Response Center, or CDRC, which is working at the disaster-hit area immediately after the disaster, and has offered logistic support to affected people. At the end of February 2013, CDRC gave us a letter of gratitude and appreciation to convey their thanks for contributors who supported their activities.



## Appreciation and report for your support to Indonesian floods

Flood waters have ravaged Jakarta, Indonesia since January 16, 2013. Civic Force started a fundraising campaign in Japan in order to support the PLANAS-Indonesia National Platform, a member of Asia Pacific Alliance, which started emergency relief activities in stricken area. We received a total of 20,000 yen worth of donations from January 24 to February 23. The donations were used for relief supports of the stricken area through PLANAS.

## Participation in the Global Forum for Disaster Reduction in India



Civic Force participated in the International Conference “Building Disaster Resilient Society – Lessons from Japan,” which was held in Delhi, India on February 22-23, 2013. Experts,

government officers, and members of NGOs from Japan and India took part in the two days conference and shared their experiences, knowledge in disaster relief, and lessons learned from the Tohoku earthquake. Civic Force, presented our actions, such as the projects of research or large scale procurement and delivery of relief supplies with helicopters and our activities of the NPO Partner Projects and the Asia Pacific Alliance in the conference.

## Start your support with only 33 yen per day

Your donation will be a great help in backing up our activities to prepare for the next large-scale disaster. We must be ready for the “next one”. Donate a fixed amount each month in units 1,000 yen to be a monthly supporter and you can participate in activities to prepare for a large scale disaster. Payment can be made through a bank transfer to Civic Force. Our account numbers are as follows:

- Bank: Sumitomo Mitsui Banking Corporation, Aoyama Branch, savings account No. 6953964
- JP Bank : 00140-6-361805
- Credit card: Please check the “Donate Now!” section on the Civic Force website.

## Where your money goes

We appreciate you donating to Civic Force. The amount of donation for the earthquake reached 1.27 billion yen as of the end of February 2013. From March 2012, we spend 15% of the total amount of donation on our expenditure. We provide a tentative report on how your donation has been spent at the time. Our financial contributions are screened by the member of the board. You can also view the financial statement for

Emergency-relief, reconstruction support	554,817,634 yen
Procurement and delivery of emergency relief supplies	233,104,955
Installation of handmade baths	18,792,847
Car ferry operation to the outlying island	19,981,784
NPO partner project (1st& 2nd phase)	161,579,911
Provision multi-purpose, mobile base	70,430,438
Tents for volunteers	36,883,967
Supporting investigation projects for reconstruction	14,043,732
<b>Support activities for reconstruction</b>	<b>320,225,014 yen</b>
Supporting funds projects	95,838,160
Dispatching employee volunteers	2,602,096
NPO partner project (3 <sup>rd</sup> , 4th&5th phase)	126,642,600
Improving access to medical care (Mid-to Long-term reconstruction)	55,245,983
Revitalizing tourism(Mid-to Long-term reconstruction)	18,328,336
Utilizing renewable energy(Mid-to Long-term reconstruction)	14,576,420
Promoting group relocation(Mid-to Long-term reconstruction)	6,991,420
<b>Expenditure for supporting local activities*</b>	<b>84,239,309yen</b>
<b>Total</b>	<b>959,281,957 yen</b>

\* including fundraising costs  
 ※This report, which is not the financial statement, is to confirm the flow of money for our activities only.