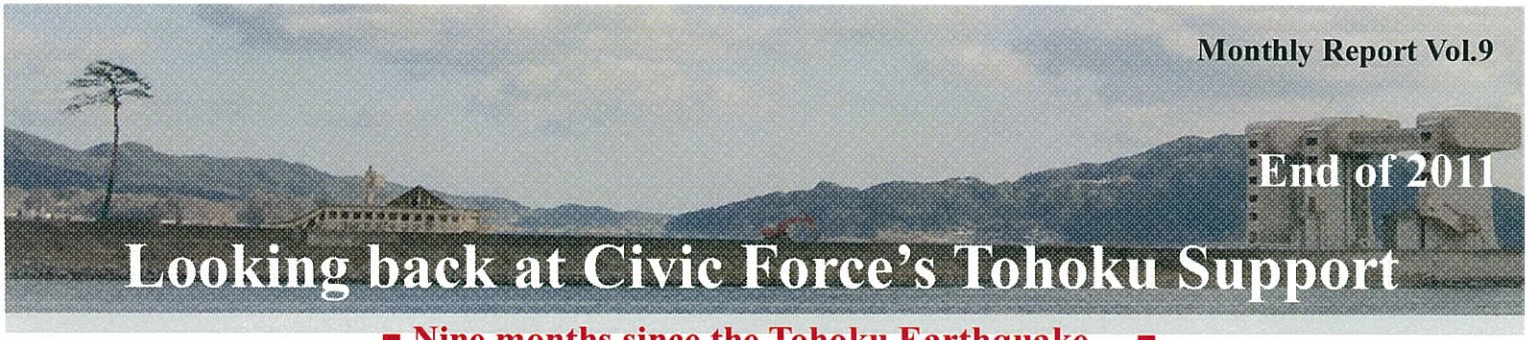


End of 2011

Looking back at Civic Force's Tohoku Support

■ Nine months since the Tohoku Earthquake… ■

「It's good to be alive.」

A 60 year old fisher man at a small evacuation shelter where relief supplies arrived only once every three days, moved to tears after seeing a can of canned tuna. (May 2011, Minamisanriku, Miyagi Prefecture)

「That feels so good.」

An 80 year old man in a bath, constructed by Civic Force, for the first time in three weeks since the disaster. (April 2011, Minamisanriku, Miyagi Prefecture)

「It's like a highway. Without this (car ferry), there would be no helping this island.」

A 60 year old woman on the very first ferry after the restoration of the lifeline for the largest populated island in Tohoku, Oshima, after 46 days. (April 2011, Kesennuma, Miyagi Prefecture)

「We can't be disaster victims forever.」

The proprietress of a Japanese inn in the process of restoring her business, observing the earnestness of young volunteers. (April 2011, Oshima, Kesennuma, Miyagi Prefecture)

「It's so peaceful out here.」

A woman in her 30s that had spent some difficult days at a psychological care project operated by a partner NPO. (June 2011, Ofunato, Iwate Prefecture)

「You can relax. That helps you medically, as well.」

A nurse in their 40s living in an evacuation shelter spending their days engaged in medical work, using a trailer house provided for naps. (June 2011, Minamisanriku, Iwate Prefecture)

「I want to show everyone that if your try, you can do it.」

A man in his 60s aiming to create a new economic region and resolving to restore traditional handicrafts. (September 2011, Ishinomaki, Miyagi Prefecture)

「If you stay inside, you don't know anything. It's hard to replace the courage to go outside and face the world.」

A male office worker in his 30s, helping to remove rubble – Several large business continuously dispatch employee volunteers. (September 2011, Oshima, Kesennuma, Miyagi Prefecture)

Disaster support professionals

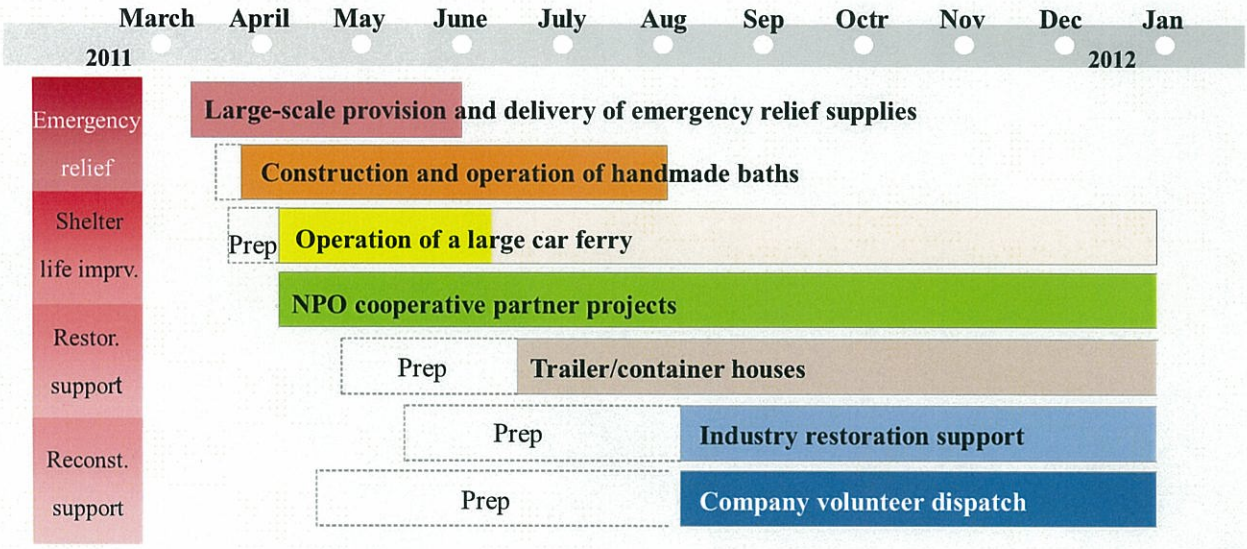
CIVIC FORCE

Our mission is to provide assistance to disaster victims with speed and quality never before seen, working with businesses, local and national governments, and communities and placing the maximum possible emphasis on each and every disaster victim so that we are able to meet the needs of all.

■ Civic Force's Tohoku Earthquake Relief Activities ■

Civic Force began taking action immediately after the Tohoku Earthquake occurred on March 11. In addition to transporting relief supplies from a cooperating warehouse in Fukuroi, Shizuoka Prefecture to the metropolitan area that same day, we began making appeals to various businesses and entered the disaster area on March 12 with a chartered helicopter we had practiced using with partner NPOs and local governments. We report on our relief activities below.

■List of relief projects (in chronological order)



■Relief projects and their results

Large-scale provision and delivery of emergency relief supplies (March to end of May, 2011)

We worked with over 140 companies to support disaster victims living in evacuation shelters, providing and delivering a total of 580 different items and 380 tons of relief supplies to school gymnasiums and other designated shelters, including 880,000 meals and 180,000 articles of clothing as well as cold weather protection gear and daily necessities.

Construction and operation of handmade baths (March to end of July, 2011)

For those living en masse in an evacuation a shelter, bathing is indispensable both in preventing infectious diseases and for mental health. We dispatched materials and volunteers and, with local carpenters, constructed handmade baths in six locations in Minamisanriku, where electricity, gas, and water lines had been particularly damaged. Operated together with local people, in total approximately 20,000 people made use of the baths. With the restoration of electricity, gas, and water, this project was concluded in July.

Operation of a large car ferry (April 2011 – on going)

For the more than 3,000 people living on the largest populated island in Tohoku, Oshima (a part of the city of Kesennuma), the car ferry, so-called "highway of the ocean," is a lifeline. As a replacement for the existing ferry, which ran aground, a car ferry was provided free of charge from Hiroshima and began operation after 46 days of no service to the island. With the coming

and going of relief supplies and vehicles for personal use and for use in restoration, the pace of reconstruction increased. In the first three months a total of 10,000 people and 20,000 vehicles made use of the service.

Trailer/container houses (June, 2011 – on going)

20 trailer houses and container houses each were loaned free of charge to volunteer groups on Oshima, Kesennuma and the city of Minamisanriku as mobile, earthquake-resistant dwelling spaces. They served as rest spaces for medical staff, police, firefighters, and local government personnel working day and night to restore and reconstruct the area, even as they themselves lived in evacuation shelters. They were also used as community centers and meeting spaces until local governments were able to establish more permanent ones.

NPO cooperative partner projects

Since April we have worked with partner NPOs that possess specialized knowledge to quickly meet the needs of areas hit by the disaster with "cooperative partner projects." To date, a total of 23 projects with 21 organizations have been implemented. In addition to each project proceeding with close collaboration from Civic Force staff, external experts have been judging, monitoring, and evaluating the projects, with that information always on display on our homepage.

Phase I

(Relief projects deployed by NPOs with expertise in the urgent needs of disaster areas)

Project area/theme	Organization name	Region	Period
Foreigner/women support	Japan Association for Refugees	Iwate, etc.	2011/04 – 2011/06
Volunteer dispatch	Peaceboat	Iwate	2011/04 - 2011/06
Volunteer dispatch	On the Road	Miyagi	2011/04 - 2011/06
Fukushima dog rescue	Save the Dog	Fukushima, etc.	2011/04 - 2011/09
Iwate base construction	NGO Collaboration Center for Hanshin Quake Rehabilitation	Iwate	2011/04 - 2011/04
Yamagata base construction	Seikatsu Club Yamagata	Yamagata	2011/04 - 2012/03
Psychological care	Aichi Net	Iwate	2011/04 - 2012/03
Nursing, daily life support	Disaster Nursing Support Organization	Iwate, etc.	2011/05 - 2011/08

Phase II

(Projects with expertise and novelty that local disaster victims can participate in)

Project area/theme	Organization name	Region	Period
Car sharing	Local reconstruction project	Iwate	2011/05 - 2012/03
Music concerts	Minna no Kotoba	Iwate, etc.	2011/05 - 2012/01
Urban reconstruction	Mori wa Umi no Koibito	Iwate	2011/07 - 2012/06
Foreigner/women support	Japan Association for Refugees	Iwate, etc.	2011/07 - 2011/10
Dog shelter construction	Japan Dog Standard	Fukushima, etc.	2011/07 - 2011/12
Volunteer dispatch, etc.	On the Road	Iwate	2011/07 - 2011/09

Trauma care	Japanese Society for Traumatic Stress Studies	Iwate, etc.	2011/09 - 2012/03
Women/foreigner support	Zenkoku Josei Shelter Net	Fukushima, etc.	2011/10 - 2011/12

Phase III

(Projects with a mid-term view that support community and urban development for the purposes of regional reconstruction)

Project area/theme	Organization name	Region	Period
Regional disaster drills	SONERS	Iwate, etc.	2011/08 - 2011/09
Isolation prevention	Kesennuma Reconstruction Association	Miyagi	2011/10 - 2011/12
Urban reconstruction	Architectural Institute of Japan/New Beginning Koizumi	Miyagi	2011/10 - 2011/12
Regional revitalization	Network Orange	Miyagi	2011/10 - 2011/12
Community building	Kesennuma Volunteer Network Seikei Kai	Miyagi	2011/10 - 2011/12
Temporary housing support	Togura Fukko Shien-tai	Miyagi	2011/12 - 2012/02
Strengthening symbiotic housing reconstruction management	Japan Forest Biomass Network	Miyagi	2012/01 - 2012/03

Industry restoration support (May, 2011 – on going)

After research and investigations conducted since May, a new type of type of fund to support the restoration of industry, the General Incorporated Foundation Tohoku Kyoeki Toshi Kikin (Tohoku Common Profit Investment Fund), was established in December. The project was not only created to be a success in a specific business, but also as a "common profit investment" that would serve as a new regional industrial model that would regenerate local ties through its operation. With a plan for Civic Force to contribute 200 million yen from its donations and the remaining 300 million yen to be contributed by various businesses, the fund will support product development, marketing, sales promotion, and more. http://kyoueki.jp/

Company volunteer dispatch (August, 2011 – on going)

We began a project to dispatch various companies' employees to the island of Oshima, Kesennuma, Miyagi Prefecture in August. Since September, we have collaborated with Global Compact Japan Network's disaster area restoration program, with a total of 284 employees from 9 companies visiting disaster-stricken Oshima. Each month, 3 groups are sent to stay on the island for five nights and six days, removing rubble and cleaning photographs. In December, we held a workshop to look back at the activities conducted so far and consider future reconstruction activities. Starting in January, we plan to construct rafts to be used for oyster farming. We also plan to continue harnessing the organizational and technological strength of commercial companies to conduct support activities.

■ The expansion of future Tohoku support activities ■

In our previous activity reports, we announced that as we would be completing all support activities by March 2012, we would stop fundraising activities aimed at the Tohoku Earthquake disaster at the end of December 2011. However, considering the daily changes in the status of areas hit by the disaster and in light of the necessity for the continuance or even further expansion of support activity projects in the future, we have decided to continue conducting support activities to help rebuild areas hit by the Tohoku disaster. Our policies for future activities are as follows below. We will continue to report the details of project schedules and the execution of funds. We ask for your continued understanding and support.

■Basic policy

Harnessing our knowledge of disaster relief and our network of businesses, governments, and NPOs, we will conduct activities to help rebuild disaster-stricken areas and aim for the quickest possible recovery.

■Activity outline

1) Projects to help restore industry and revitalize the region

Due to the heavy damages caused by the earthquake to the fishing and seafood processing industries, which were central to local industry, and an inability in achieving the goal of their reopening as well as a lack of other available jobs, population drain to other areas has become an issue. In the midst of an urgent need to support the growth of new industry to job opportunities and improve earnings in the region, Civic Force will work from the start to assist in the development of local products and the creation of new projects that make use of renewable energy. Civic Force also plans to cooperate in the Tohoku Kyoeki Toshi Kikin (Tohoku Common Profit Investment Fund) project established in December as part of its continuous support.

2) Projects to cooperate in the creation of restoration policies in collaboration with municipal governments

Disaster-stricken municipalities are seeking the support of expert opinions to draw up and implement innovative policies that can be expected to contribute to the growth of the area. Civic Force is conducting surveys on reconstruction housing developments and tourism projects and providing support in drawing up specific policies while working with local municipalities and specialist organizations.

3) Projects to improve access to medical services

Before the earthquake, many regions in Tohoku already faced a shortage of doctors. Many hospitals and medical facilities were hit by the disaster, with the difficulty in receiving proper medical care becoming even more problematic, leading to a very serious situation. Civic Force will bring in emergency medical transport helicopters, particularly in disaster areas with that are seriously deficient in doctors. We are also considering appropriate and innovative copying methods and investigating ways to improve access to medical services.

4) Cooperative partner projects with NPO partners to restore the region

Collaborating with organizations working in the disaster areas, we will support initiatives to restore the area. In particular, we will expand projects that harness the expertise and local connections of partner NPOS such as community development projects in temporary housing developments, the implementation of study meetings with resident participants for planning new urban development, and care for senior citizens and children.

■ Preparation for the next disaster ■

We don't know when the next disaster will strike.

Since our founding in January of 2009, Civic Force has worked to construct a platform for cooperation between businesses, local and national governments, and regions and has prepared so that when a disaster strikes we will be able to provide quick and high quality relief as never seen before. We would not have been able to have entered the Tohoku disaster area the day after the earthquake and begin full relief activities without the preparations we had conducted up to that point.

Concurrent with our Tohoku Earthquake support activities, we are reflecting on our experiences and are preparing for the next disaster. Below, we report on what we have done so far and what we will do for the next disaster.

■Summary of 2011 activities

1) Strengthening business ties

Working with over 140 companies, we provided and delivered 540 different items and 380 tons of relief supplies after the Tohoku Earthquake. We also donated money through proceeds from the sale of donated products concerts and events as well as direct donations, loaned machinery and equipment free of charge and received help from volunteers and we continue to conduct reconstruction activities in the disaster area.

2) Disaster drills

We participated in hands-on disaster drills sponsored by Juntendo University held at the old Motomachi Elementary School in Tokyo and disaster drills held in Fukuroi in Shizuoka Prefecture. We implemented disaster drills for various disasters, engaging in practical drills such as evacuating from a house and shouting warnings to fellow residents, and experienced aspects of life in an evacuation shelter. Civic Force expanded courses in setting up and taking down family-sized emergency evacuation tents.

3) Disaster preparedness consciousness-raising

We participated in the Global Festa in Hibiya Park in Tokyo in October and the Disaster Reconstruction Support Festa at the Tokyo International Forum in December. Through panels and movies, we imparted the state of the disaster area and of disaster support, and continue to raise the consciousness of people about disaster preparedness.

■2012 basic policy (based on experience in the Tohoku Earthquake)

In order to rebuild our emergency disaster relief system and expand its capabilities, Civic Force has drawn up a disaster action plan in collaboration with NPOs and specialist organizations in preparation for a disaster as well as working to strengthen communities against disasters through participation by residents in training.

■Activities Outline

1) Readiness preparation

We will conduct readiness training and draw up action plan with businesses, local governments, and specialist organizations to guarantee relief supplies and materials (emergency stores), guarantee the logistics including helicopter and truck arrangements to deliver supplies, guarantee communication such as possible satellite lines when communication lines have been cut, and construct a readiness system including teams of doctors and specialists.

2) Expansion of our support repertoire through collaboration with partners

We will work with businesses and specialist NPOs to draw up programs to provide relief materials such as food and daily necessities needed in evacuation shelters; guarantee toilets and baths; and provide care including medical and nursing services, care for senior citizens, pregnant women, children, the disabled, and other members in a weak position in

society such as foreigners. We will also implement local disaster prevention training

3) Initiatives for disaster preparedness

We will consult with partner businesses on codes of conduct and methods of safety confirmation during disasters. We will also work with partner governments and NPOs to plan and conduct local disaster preparedness training and aim to reduce damage to a minimum by cooperating with disaster preparedness on initiatives.

■Please help us in our activities!

Civic Force needs partner businesses, governments, and NPOs to participate in our activities. Any and all inquiries may be made here: http://civic-force.org/contact/. We also ask for your support in our activities: https://bokinchan.com/civicforce/.

■Creation of an Asian mutual■ assistance network

Civic Force has been advancing preparations on a readiness system to help as many people as possible, as quickly as possible in the event of a disaster in the Asia Pacific region. The goal is to create a system where countries, economic circles, NGOs, and the civilian sector could work together to quickly and effectively share funds and information.

1) International meetings and action plans

In September of 2011, economic leaders and representatives from NGOs and networks from six countries gathered at the U.N. University in Tokyo to hold an international meeting. In addition to sharing their experiences with the Tohoku Earthquake at the meeting, they shared views on the creation of a concrete system of mutual aid. The formal establishment of an Asia Pacific disaster relief platform is scheduled to be formally established at the 5th Asian Ministerial Conference on Disaster Risk Reduction to be held in October of 2012. This project is being implemented with the assistance of the Sasakawa Peace Foundation.

2) Assistance for Thai flood

In November of 2011, we dispatched a staff member to Thailand, working with local NGOs and distributing food and necessities to approximately 3,622 disaster-stricken households in the northern Patountani area. This project was implemented with the assistance of Japan Platform.

■ Financial affairs/reports ■

1) FY 2011 financial business report - including auditor advice

Civic Force has published its third period (September 1, 2010 to August 31, 2010) financial and business report on the Civic Force homepage. The report details all of our expenditures. For detailed figures, see the financial statements on our homepages. Note that a different period and method of calculation is used from what has been included in our monthly reports on the Tohoku Earthquake since April.

Concurrent with our accounting, we have received advice from Ernst & Young on the creation of an accounting system and the creation of an internal management system.

Civic Force reports that although we have processed accounts reasonably according to the guidance of a licensed tax accountant as a public service corporation, on the advice of Ernst & Young, we are conducting even more accurate account processing and have created an even more objective management system.

2) Execution of donations related to the Tohoku Earthquake

As of the end of November, we have received a total of ¥11.8 billion in donations. Approximately 65% came from individual donations and 35% from corporations. Once again, we give our heartfelt thanks to everyone

Project	Amount
Emergency/restoration	¥534,860,000
Provision and delivery of emergency support goods	¥232,530,000
Construction of baths to improve daily living conditions	¥18,790,000
Operation of a car ferry to an outlying island	¥19,220,000
Cooperative partner projects with NPOs – Phases I & II	¥126,670,000
Provision of multi-purpose, mobile bases	¥67,870,000
Fishing ground restoration support*1	¥32,890,000
Tents for receiving volunteers	¥36,880,000
Reconstruction	¥14,110,000
Employee volunteer dispatch	¥880,000
Cooperative partner projects with NPOs – Phase III	¥13,230,000
Shared miscellaneous project expenses*2	¥49,930,000
Total:	**¥598,900,000**

*1 Previously listed as "Reconstruction support projects"
*2 Includes expenses related to fundraising

※You can view our monthly reports, released around the 11th of each month, at http://civic-force.org/english/monthly/. We also report on our activities and local conditions through our homepage, twitter, and YouTube.

twitter @civicforce

facebook http://www.facebook.com/civicforce

YouTube http://www.youtube.com/user/civicforceorg