

## SECOND HARVEST JAPAN's 2011



### 2HJ Delivered More Food than Ever in 2011

2011 has been a difficult year for Second Harvest Japan (2HJ). It was totally different from 2010. Since March 11, we have sent 115 trucks full of food and supplies to the disaster-stricken areas. As the victims moved from emergency shelters to temporary houses, we gradually changed our strategy to send food packages to the houses. We have been sending +400 food packages every week with 5,000-volunteer participation over 2011. We received much support from all over the world. An elementary school child held a fundraiser at her school to support our disaster relief. Some people traveled in Japan by bike to raise

money. 2,600 people and 100 companies donated supplies and food to us. Many charity concerts were held. Not just donations, but also many warm messages were delivered to the victims through 2HJ. Along with the disaster relief, we kept delivering food to our partner agencies in other regions. We were able to deliver a great amount of food to orphanages, shelters, and soup kitchens. Thanks to your generous help, 2HJ was able to deliver food and smiles to the people in need in 2011. We would like to send you our sincere thanks for your consistent support. Thank you very much!

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#### What is Second Harvest Japan?

Second Harvest Japan is Japan's first food bank. It collects food from food manufacturers and farmers, and redistributes them to people in need and agencies that serve them, such as orphanages and shelters.

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# Support is Still Greatly Needed - Relief Report

One of our volunteers working in the disaster area, Mr. Yuji Shibata, reports to you about 2HJ's relief efforts in the region. Support is still greatly needed there.

## 11/27 2HJ Relief Effort in Ishinomaki

2HJ started supplying food to Ishinomaki right after the 3.11 disaster. Since then 2HJ has been delivering relief supplies donated by individuals and companies to the Self-Defense Forces' temporary warehouse in Ishinomaki City Athletic Park (until June), NGOs and NPOs based in Ishinomaki Senshu University, evacuation centers, and survivors living in temporary houses or in their houses every weekend until now. Since survivors living in their houses receive few relief supplies from the local government, 2HJ has been regularly holding supply-distribution events in areas such as Minato, Kazuma, Watanoha, and Shiotomi, where many residents suffered serious damages from the tsunami.

In having the distributions for people living in their houses in these areas, 2HJ has collaborated with Fair Trade Tohoku, a local NPO, which has been supporting survivors since March 11.



2HJ's 4-ton truck has been very useful for our relief efforts in Ishinomaki. In this picture, the truck had just arrived at the WFP warehouse built at Ishinomaki Senshu University (April 2011).



At our supporter's place who functions as a hub to distribute supplies to the people in the community.



Preparing for a supply-distribution event in Kazuma area in April, 2011.



Line for our food distribution in Ishinomaki.

Eight months after the disaster, most of the debris has been cleared, and the disaster areas are relatively clean. More and more stores have reopened, and local people can enjoy shopping. But in areas devastated by the tsunami, local businesses have not yet recovered. Survivors there have difficulties in going shopping without cars or bicycles. Furthermore, many people have lost their jobs. Food supplies for them are still greatly needed. 2HJ wishes to ask for your continuous support so we can continue to provide relief supplies for survivors until they rebuild their lives and stand on their feet.

**Read more about our disaster relief and other activities on our blog!**

<http://2hjdbrloge.blogspot.com/>

## 2,600 people & 100 companies donated food

Since the disaster, we have received many donations of food and supplies from 2,600+ people and 100+ companies. We would like to thank all the people and companies who made our efforts possible. Thanks to your help, we were able to deliver food to those most in need. Thank you!



### Food Donations for World Food Day Campaign

In October, World Food Month, Mitoku Corp donated pasta and tea, and Kellogg donated cereals to 2HJ. Thank you very much!





### Tatsuya Yamada's World Touring


The former motorcycle racer, Tatsuya Yamada, is traveling all over the world to interview local children. Through this touring, Tatsuya is raising money for 2HJ! Thank you! His website: [world-dream-touring.com](http://world-dream-touring.com).

 From 2HJ's Facebook & Twitter 



 On 2HJ's Facebook page, you can enjoy the pictures of our daily activities. Please take a look at them from our website: [www.2hj.org](http://www.2hj.org).

 We tweet in both English (2HJ\_en) and Japanese (2ndharvestjapan). It might be helpful to compare them for your Japanese learning!

 **Want to help 2HJ with just one or two clicks?** Oshogatsu Nippon Project (<http://www.oshogatsu.jp/>) is doing a click campaign for 2HJ until the end of 2011! You can donate **100 yen** to 2HJ by clicking "**like**" for Facebook ([www.facebook.com/oshogatsuNP](http://www.facebook.com/oshogatsuNP)) and "**follow**" for Twitter ([twitter.com/oshogatsuNP](http://twitter.com/oshogatsuNP)).

## 5,000+ people volunteered at 2HJ!

2HJ has been sending 300 or 400 food packages every week to the people in the disaster areas such as Minami Sanriku and Minami Soma. Many volunteers participate in preparing food packages every week. Without the power of volunteers, we could not make this happen. Big thanks to all the 5,000+ volunteers for their consistent help!



At 2HJ's warehouse, you can see volunteers of different nationalities and ages. Seniors, college students, and foreigners are our active volunteers. Thank you all!



Once packed, the packages are loaded onto trucks and sent to temporary houses in the disaster-hit areas.

## Comic!!

Do you like comics? If you do, you would enjoy this comic series about 2HJ by a comic artist, Roberto De Vido. You can read all the three comics on our blog: <http://2hjdbrblog.blogspot.com/>.



## 2HJ Wins PR Award Grand Prix in Social Communication Category!

On Dec 5, 2HJ won the PR Award Grand Prix 2011 in the social communication category! In a world dominated by major PR firms, 2HJ is the first nonprofit organization to win this award! Thank you very much for your nice comments on Facebook and Twitter and your warm support. In the picture below, 2HJ PR Officer Rumi Ide is receiving the award on the stage.



## 2HJ Holds The Fourth Food Bank Symposium

On Oct 16, 2HJ held our fourth food bank symposium at the Olympic Memorial Center. The event drew 114 people. Starting from the presentation of a corporation's contribution to the disaster relief, local nonprofits and food banks presented their efforts in the region, and Mitsubishi Institute reported about its food bank research. There was also a panel discussion by different groups. It was a very productive event.

### Public Speaking

Second Harvest Japan's staff members do public speaking on many occasions. Due to our limited staff personnel power, we might not be able to answer all requests, but we will try to utilize as many opportunities as possible! Our public speaking themes include food banking, the nonprofit sector in Japan, and food issues in Japan. If you are interested in having our staffers to make a speech about our activities, please contact us at [info@2hj.org](mailto:info@2hj.org).

### Numbers

#### Number of Deliveries to Disaster Area

**115** As of December 18, we have sent **115 trucks in total** to the disaster-stricken areas in Northern Japan.

#### Number of Food Packages Sent to Disaster Victims

**6,639** As of December 4, we have sent **6,639** food packages to the disaster victims.

#### Amount of Food 2HJ Delivered in 2011

**1,500** 2HJ delivered **1,500 tons** of food in total in 2011. **84% increase** from 2010.

#### Donations

From March 11 to November 30, the total donations for the disaster relief added up to **118,489,245 yen**. With donations for our normal operations, the total added up to **182,081,096 yen**. Thank you so much for your generous support!

### Donations to 2HJ

Second Harvest Japan (2HJ) supports the people in the disaster area as well as the people in need in other regions. In order to deliver the food they need, we need your help. Your donations will help us deliver more food and supplies to those most in need in Japan. Thank you very much for your help.

**You can donate to Second Harvest Japan online.**

**Please visit [www.2hj.org](http://www.2hj.org). If you have questions, please contact us at [donation@2hj.org](mailto:donation@2hj.org) or 03-3838-3827.**

### 2HJ in the Media

**Dec 3** - 2HJ PR Officer Rumi Ide was interviewed on InterFM Green Station.

**Nov 28** - A Japanese magazine, *25ans*, featured 2HJ's disaster relief.

**Nov 7** - A Japanese cable TV channel, J-Com, interviewed 2HJ PR Officer Rumi Ide.

**Oct 30** - 2HJ volunteers appeared on NHK Tokai when distributing food in the disaster area.

**Oct 24** - 2HJ CEO Charles McJilton and PR Officer Rumi Ide were interviewed on CBC radio.

**Oct 16** - 2HJ PR Officer Rumi Ide was interviewed on a radio program, J-WAVE LOHAS SUNDAY.

**Sep 26** - MUJI's website featured 2HJ.

**Aug 10** - A Japanese magazine, *Casa BRUTUS*, covered 2HJ.

**Jun 25** - A Japanese magazine, *Croissant*, covered 2HJ.

**May 25** - A Japanese newspaper, *Kahoku Shinpo*, mentioned Second Harvest Japan as a transportation-aid organization.

**Apr 1** - *The Japan Times* - "Second Harvest rallies support for Tohoku."

**Mar 31** - CNNGo - "Tokyo's first food bank mobilizes for earthquake and tsunami victims."

**Mar 30** - The Corbett Report, an online news program, interviewed 2HJ CEO Charles McJilton about our disaster relief efforts in Northeast Japan.

**Jan 10** - CNN - "Redirecting unwanted food."

#### To donate by bank transfer

##### Bank account

Bank: Citibank (Address: Ote Center Bldg, Otemachi 1-1-3, Chiyoda-ku, Tokyo 100-004; Phone: 03-3215-7331)  
Account number: 92688391  
Account name: Second Harvest Japan  
Bank Swift Code: CITIJPJT

When using bank transfers, please send an email to [donation@2hj.org](mailto:donation@2hj.org) including the information about your donation amount and your name. We will send you a confirmation.