

September 2011
Japanese Chamber of Commerce and Industry of New York
President Seiei Ono
Japan Commerce Association of Washington DC
President Sumio Ohtsuji

Donation Request

We are most grateful for your support for the activities of the New York and Washington DC Japanese Commerce Associations, and wish your company continued success.

Next year will be significant in several ways with presidential elections and probable changes in government in the U.S., China, Russia and the Republic of Korea. It will also be an epoch-making year for US-Japan relations, marking the 100th anniversary of Mayor Yukio Ozaki of Tokyo donating cherry blossom trees to the City of Washington DC. It will be a time, given the internal and external changes in the surrounding environment that have led to the re-examination of existing US-Japan relations. To reinforce US-Japan ties, the Japanese New York Chamber of Commerce and Industry (JCCI) and Japan Commerce Association of Washington, D.C. (JCAW), together with the Embassy of Japan and other US-Japan related groups in the U.S., have been planning the “Cherry Blossom Centennial Commemoration Project” since last year.

The tragedy of the March 11th earthquake of East Japan has caused our associations to shift focus on relief efforts. Thanks to your generous support, the \$1.43 million raised in New York and \$335,000 in Washington DC have been donated to the Central Community Chest of Japan, Public Resource Center, the Japanese Red Cross Society and the Japan Earthquake Local NPO Support Fund.

It's been six months since the disaster, and while relief efforts continue, the “Cherry Blossom Centennial Commemoration Project” was again discussed among both boards and resulted in consensus that the earthquake demonstrated the importance for even stronger long-term US-Japan relations. To that end, we would like to promote key activities to express our heartfelt appreciation for the support the U.S. showed Japan during its devastating hour.

We do recognize, however, that many member companies were impacted by the earthquake and want to lessen the financial burden as much as possible. Conversely, a new target for donations has been set at \$1 million, half of the original goal and we will aim to meet the challenge of effective implementation of the following programs to the greatest extent.

- ①. Promotion of intellectual exchanges between the U.S. and Japan
- ②. Support for Japanese language education in the U.S.
- ③. Landscape Enhancement in Tidal Basin
- ④. Nationwide Cherry Blossom Tree Planting Initiative
- ⑤. Support cultural exchange programs

We have received letters requesting cooperation, from the Japanese Ambassador Ichiro Fujisaki, and the Japanese Business Federation (Keidanren) Chairman Hiromasa Yonekura (See enclosed).

The theme “*All Japan for All America*” has been established for the commemorative activities and as outlined below, these significant projects should be developed to enable further growth of U.S.-Japan relations. We ask for your continued cooperation and endorsement.

1 . **Overview of Commemoration Activities**

①. **Promotion of Intellectual Exchanges Between the U.S. and Japan**

Support the Mansfield Foundation in Washington D.C. for its projects for future U.S.-Japan relations. The Foundation explores opportunities to enhance U.S.-Japan relations through advocacy by young U.S.-Japan experts in government and academia. In addition to the discussion of the security issues, it strives to establish policies to foster mutually beneficial relations for the U.S. and Japan from a business perspective. These experts have begun their research and workshops and will present their recommendations next year during the 100th year anniversary programs.

②. **Support for Japanese Language Education in the U.S.**

Emphasize the fundamental benefit to Americans in learning to speak Japanese to foster US-Japan relations. This would help to sustain Japanese language education

in U.S. elementary, middle and high schools as done in other foreign countries that place emphasis on foreign language education. The program will organize enlightening, introductory activities as part of the centennial project, and JCAW and JCCI will seek to guide the program to a sustainable path working with related groups.

③. **Landscape Enhancement in Tidal Basin**

To leave something memorable in Tidal Basin for the next generation, support landscape enhancement such as building a Japanese-style path in the area where the original cherry trees that were given as a gift by Japan in 1912 are located.

④. **Nationwide Cherry Blossom Tree Planting Initiative**

Commemorate the 100th year anniversary of the gift of cherry trees with a nationwide tree-planting project in partnership with the nonprofit forest conservation organization “American Forest”. The objective would be to plant young cherry trees in symbolic areas in about 30 cities across the U.S. (possible locations: state and government offices, city halls, main streets, universities). Trees would also be planted at schools as part of an educational program. Organizations such as Japan-America Societies, Japan Chamber of Commerce Associations, and Japanese-American groups are also planning a variety of Japan-related events.

⑤. **Support cultural exchange programs**

For over 20 years the annual U.S. Cherry Blossom Festival has been held in Washington, DC, with an estimated 1 million attendees who learn about Japan over the 2-week period of festivities. Plans are to extend the 100th Anniversary program in 2012 to five (5) weeks of activities. JCCI/JCAW will support the organizers: National Cherry Blossom Festival (NCBF) and National Conference of State Society (NCSS) of this festival.

2. Fund-raising Target

Minimum fundraising goal: \$1M (JPY 80 Million)

3. Tax Exemption Privileges

The Internal Revenue Service has granted JCAW Foundation 501© (3) tax deductible

benefit classification for donations from offices incorporated in the U.S. JCAW has applied, and currently under review, to make possible contributions from Japan eligible for preferential treatment, for Japanese domestic tax through the Council for Better Corporate Citizenship (CBCC) . The approval is assumed to be done in early November.

4. Donation Amount and Payment Method

Corporate Members, each donation:

Donations in unit of \$10,000 (please make 5 or more units, if possible)

Individual Members, each donation: \$20.00

Note1) Donation recognition will be made according to the donation amount.

Note2) The above contribution amounts were decided after careful consideration of recent conditions and circumstances of member companies. We would like to provide as much flexibility as possible by offering alternatives such as payments in installments, or having payments spread across fiscal years.

(Please refer to the attached application form)

※Contact/Inquiries

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or

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