

For the Future of the Earth and Children FIAT X KIDS EARTH FUND

The “FIAT 500 Eco Art,” featuring the theme of nature, was painted by Giuliano Ghelli, a leading Italian contemporary artist. This one-and-only limited edition was on sale at Yahoo! Auction from July 5th through 19th, 2008, and was finally sold for 2,251,000 yen. 95% of this money was donated to KEF. The collaboration of FIAT working to create environmentally friendly car and Mr.Ghelli's art is an excellent eco-art project that gives encouragement to everyone --- those who ride in the FIAT cars, those who look at Mr. Ghelli's artwork --- and it all is a present to the earth for children of the future.



Art Leasing Program: Children's art can make your space more colorful.

The Art Leasing Program is another activity of KEF. In this program, children's art is collected from all over the world and rented out with fees being used to support children in need. An increasing number of paintings are being leased, and they are now displayed in many places including offices, showrooms, interior shops, and beauty salons. Companies that display children's paintings in their offices have sent us messages saying not only their employees but also their visitors appreciate the paintings. Why don't you join the program and make your space more colorful with children's art?



The program details are as follows:

1. Choose your favorite work from our collection
2. Leasing fees: Small: approx. 3,000yen/month
Large: approx. 5,000yen/month
Note: These fees are considered donations.
3. Shipping cost: borne by customers
4. Lease period: 6 months or more

MUJI X KIDS EARTH FUND

This fall, bags featuring children's art will be released by MUJI. The bags have pictures drawn by children from China, Poland, Germany, Argentina, and Sri Lanka. There will be five designs of bags for wide range of uses and for everyone, from children to adults. An exhibition of children's art, gathered from all over the world, will start on Tuesday, September 23rd at ATELIER MUJI in Yurakucho, Tokyo, before the sale of the bags begins in 338 stores on Oct 1st. Nearly 100 items, including the 20th anniversary tapestry project will be shown at this exhibit. There will also be a pre-sale of the bags. We hope you will make time to come visit!

[ATELIER MUJI]

Marunouchi 3-8-3, Chiyoda-ku, Tokyo
INFOSS YURAKUCHO 3F

World's Kids Arts Exhibition Tue, Sep 23rd to Wed, Oct 15th

[MUJI Shinjuku ATELIER]

Shinjuku 3-15-15, Shinjuku-ku, Tokyo
SHINJUKU PICADERY B1F

World's Kids Arts Exhibition Thu, Nov 13rd to Fri, Dec 19th



¥525 (including tax)

Charity products for Christmas such as felt ornaments and bath goods will be sold at Muji from November. “World MUJI Xmas” is an event that will be held throughout the world. They are gifts from the heart that delight the people who give them as well as those who receive them, and a part of the sales will be donated to KEF. We hope you purchase some as Christmas gifts for your family and friends.

KID'S VOICE A Book of Children's Paintings

For as many as 20 years, children's paintings from all over the world have been sent to KEF. This winter, a collection of these paintings will be made into a book. The children's paintings have been collected from about 40 countries. Some of the paintings are full of energy and hope, and others are filled with thought-provoking and sometimes painful images. The book is scheduled to be published at the beginning of December, 2008 by Bijutsu Shuppan publishing company. Please do not miss giving this Christmas present that is filled with genuine warmth from the hearts of children from around the world.

■ NEW MEMBER There are KIDS EARTH FUND's new members since Mar 1st, 2008 until Aug 31, 2008. (in alphabetical order)

(Individual Membership)	Mr. Atsushi Nagasaki	Ms. Etsuko Yamaguchi	Ms. Jade Disher	Ms. Kazuyo Onodera
	Ms. Mari Hiranuma	Ms. Mariko Fujita	Ms. Takako Matsutani	Mr. Takeshi Inoue
	Ms. Toshiko Wakabayashi	Ms. Yukari Narita	Ms. Yukiko Matsui	
(Corporate Membership)	ISEKI INDUSTRY CO., LTD. Nihon Siber Hegner K.K. PAS DE LION co.,Ltd. Ryohin Keikaku Co.,Ltd.			



アフリカのおじさん / African
ドウ・ウェイメン / Du Yuemeng
中国 / China
8歳 / Age 8
女 / Girl

Special Topic Feature Article• Art Workshops in southern India



Tamil Nadu is a state on the east side of the most southern part of India bordering the Bay of Bengal. The capital of Tamil Nadu, Pondicherry is a three-hour drive from Chennai, and is one of the areas severely damaged by the 2004 Indian Ocean Tsunami. Its fishing and agricultural industries that sustain the lives of the local people were nearly destroyed. On Sunday, June 22nd, in corporation with Cadbury Japan Limited, a long-awaited art workshop for about 300 children, at the lowest level of the caste



system, was held in two villages neighboring Pondicherry, where Cadbury Group has been providing supportive activities since 2004. At the art workshop, children worked on two projects. One was our tapestry project which has thus far been carried out in eight countries, and the other was free painting on large canvases. The children from five to fifteen years old who gathered at the village elementary school seemed rather nervous at first in front of colorful paints in bowls and large canvases because they had never used paint brushes and paint. However, they gradually filled the white canvases with colors. They painted various pictures with bright vivid colors such as houses, ocean and mountain views and animals. The pictures they made represented their daily life, so you could see the children's world.

Most children who participated in the art workshop are disadvantaged not only in possessions but also in future opportuni-



ties because of their low status in the caste system. This was the first chance for the children to express themselves through painting, and we truly hope that they will have many more opportunities in the future.

As part of the tapestry project, the pictures that illustrate the hopes of children in Pondicherry, as well as the ones

painted by the children from other countries, will be displayed in a series of exhibitions beginning with one held at Mimara Museum in Croatia in September and will deliver a positive message to the world.



KIDS EARTH HOME Project

KIDS EARTH HOME in Croatia

KIDS EARTH FUND (KEF) started activities in Croatia right after the war in 1996. Our local activities are based in the adjacent cities of Topusko and Gvozd, near the border of Bosnia. Even after ten years, the aftermath of the war is still strongly felt in this area. There is a lot of alcohol dependence, drug addiction, domestic violence and abuse. There are many parents who are indifferent to the education of their children, and they are far from being financially independent. Even without first-hand experience, the children are secondary victims of the war. KEF established Croatia branch to help develop an environment that eases their trauma and foster hope to change their society. KIDS EARTH HOME (KEH) rebuilding project is the first of our long-term action program in the country.



Children gave helped us clean up around the building. The rebuilding will be complete this fall. In our next newsletter, we will send you a report of the new KEH in Croatia.

Preserve the Beautiful Earth! Painting & Planting Project.

Children of KEH in Croatia took part in study projects on human rights issues, international understanding and global environment. Even in this country, global warming is considered a very serious matter. Rain and snow are decreasing every year.

Through those projects, we foster awareness among children to care about nature. During the project held in June, everybody picked up fallen tree branches, put paint on them and used them as paint brushes. Using the "branch brushes," they drew one large tree together.



Summer Holidays! -Paint at KIDS EARTH Gallery!!-

KEF held art workshops every Friday in KIDS EARTH Gallery during the summer season. Many children joined them and they were provided with opportunities to learn about the environment and countries that have KEHs. "Summer" was the theme of some of the workshops. Children created their own uchiwas (round paper fans) and painted colorful fireworks on a big canvas. At our art workshops, we explained KEF's motto, Kids Helping Kids, to the children. We hope to promote generosity and gracious hearts among the children that join our workshops as they think about children in need. KEF would like to continue these activities with Japanese children as well as children in the world.



KIDS EARTH CAR Project

Jikei Hospital -Scratching Art-

Two "Scratch Art" workshops were held by children's requests. In the first art workshop, children freely painted on a big white paper with various crayon. Then volunteers covered the paper in black crayon. In the second art workshop, the children got to do the scratching. A rainbow of colors came out from under the black crayon when the black paper was scratched with chopsticks, forks, straws and so on. Children were very excited, saying, "The colors came out! It's amazing!" After seeing colorful lines emerge on the black paper, the room was filled with smiling faces. Because it was the first time for the children to do scratch art on one big piece of paper, the art workshop became a particularly exciting one.



It is a joy to color a large sheet of paper with crayons.



Various colors came out as children scratched the paper.

Kanagawa Children's Medical Center -Express Your Heart-felt Feelings-

In a workshop held on July 11th, children painted on a big piece of paper. Even children who frequently paint enjoyed the opportunity to use as much paint as they wanted. The workshop provided a lot of paint so that the children could paint as freely as they liked. Some children took time to mix paint to get their ideal colors. The eyes of the children were those of little artists. When the painting was completed, they generously decided to donate it to KEF after it was temporarily displayed in the hospital. Since KEF's motto is Kids Helping Kids, we would like to continue to support the kindness of such children like those that participated in the art workshop and send it to other children in need.



It is a joy to color a large sheet of paper with crayons.

Present Picture Book to Children

KEF lays out not only art workshops for children but also donation activity. Hachette Fujingaho Co., Ltd. donated picture books to KEF and these have been contributed to 10 hospitals including Tokyo, and 17 kindergartens and children's nursing homes since spring. In total approximately 900 books were donated. We could see children turning pages of the books happily. We would like to keep continuing our donation activities as well for children so that they can spend a wonderful time and help them grow up in good health. In addition, KEF donated these books to children in Vietnam. We hope it will help children get interest in Japan through Japanese language classes.

KIDS EARTH FUND ART WORKSHOP joined SUMMER SONIC 08!

On August 9th and 10th, KEF organized art workshops at Makuhari Messe where SUMMER SONIC '08, one of the largest rock events in Japan, was held. We prepared canvases with music staffs for children who loved music. The children painted in many colors to represent the music they had just enjoyed listening to. In the "kids area," tapestries drawn by children from nine countries covered the walls. A lot of people stopped by and enjoyed the children's tapestries.



Column DEAR KIDS, DEAR THE EARTH vol.21

Advisor: Francis Belin
(Representative Director of Swarovski Japan)

I am as new to this organization as I am proud to be one of its advisors due to the wonderful cause it is serving. A significant and far reaching trend has developed over the last few years within general corporate culture to position brand images using more eco friendly products and services. This trend has indeed given rise to the development of the concept of "Corporate Social Responsibility" (CSR) and contributed most of its substance. Within CSR, "Green" is everywhere, and plays an important role in getting everyone's attention to focus on the challenges we have been facing for years to accommodate both development as well as the preservation of the environment, especially with Global Warming. Though charitable causes should not to be ranked, as they all serve the same purpose of building a better world, I find interesting the order with which "Kids" and "Earth" are placed at the KIDS EARTH FUND (KEF), from the acronym itself to the greetings of this magazine. This suggests that attention and care to kids in need could be a pre-requisite to caring for the environment and the earth. Doesn't it make sense after all to start with kids, as they first and foremost embody our future? I like the idea of caring about children first, and making sure their environment is safe, where the "green" part of their environment is only a fraction but one of the most critical elements to secure their well being. Knowing the KEF founders, I have always been amazed by the energy and the commitment flowing through this organization. It has grown with a lot of success over 20 years in Japan where charities may not be as common and developed as in other industrialized countries. Looking at the great achievement of this organization and the momentum it is gaining more recently, I came to realize that it is not only about passion. There is a pioneering spirit in KEF's founders as well as a striking vision. And what if this organization had it right ahead of others and the CSR were to focus in the future more on childhood and the care for children?

Corporate social responsibility (CSR, also called corporate responsibility, corporate citizenship, responsible business and corporate social opportunity (1)) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and other stakeholders, as well as the environment. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees organizations voluntarily taking further steps to improve the quality of life for employees and their families as well as for the local community and society at large.

展覧会

●Tokyo・Chiyoda-ku
Tue, 9/2 - Fri, 10/3
SMBC Tokyo Main Office

●Tokyo・Chiyoda-ku
Tue, 9/23 - Wed, 10/15
AELIER MUJI Yurakucho

●Tokyo・Setagaya-ku
Wed, 11/12 - Thu 12/25
Tamagawa Takashimaya S-C

●Tokyo・Shinjuku-ku
Thu, 11/13 - Fri, 12/19
MUJI Shinjuku ATELIER

●Tokyo・Setagaya-ku
11/22 - End of Dec.
Nissan Tamagawa Hospital

●Chiba
Sat, 8/9 - Sun, 8/10
SUMMER SONIC 2008

●Nagoya・Nakamura-ku
Tue, 7/1 -
Toyota Tsusho Corporation