

◆ Power of Children's paintings

"I was helped and saved by children's painting" The art works by children represent their pure and innocent thoughts and they have power to move people's hearts. Paintings at the hospital give hope to patients and their families. Paintings at the office give peaceful moments, new ideas and images to busy people.

Art Exhibition at CALBEE, Inc. (March 7th - 31st)

An art exhibition by children in Tohoku was held at CALBEE, Inc. lobby. "Tsunami", "Summer in Fukushima" and many more were displayed. Each of these children's art works expresses and sends a strong message to us.

Exhibition "Children supporting each other beyond the sea" (January 2nd -22nd)

Art works from KIDS EARTH FUND were exhibited at Kanaya art museum and other exhibitions in Kanaya town. A fund-raising event, "The most luxurious BBQ @ Kanaya X" was held on January 22nd and a part of the money raised through sales was donated to KIDS EARTH FUND.

Other Exhibitions (December - March)

Nissan Tamagawa Hospital (November 11th -December 27th)

Machiya Marukou Yoseki in Kyoto (January 14th)

Keiyu Hospital (February 10th - 19th)

H.A.C GALLERY Aoyama (February 1st - 8th)



◆ Art Drawn by Children in Disaster Areas

Following the successful KIDS EARTH FUND-decorated tissue boxes, KIDS EARTH FUND notebooks and paper cups are now on sale. The art on the notebooks and paper cups was drawn by children from Watari in Miyagi prefecture. Three percent of purchase price is donated to KIDS EARTH FUND as royalty. These goods may be purchased through ASKUL.

<http://www.askul.co.jp/csr/>



◆ Charity inner goes on the market

Charity Inner goes on the market from OLIVE des OLIVE. This inner is "made in Japan" at factory in Tohoku. A part of the product sales is contributed to KIDS EARTH FUND. When you purchase a product, it comes with an original sticker designed using the drawings by children.



◆ New Design Shopping Bag

Six different paper bags, using children's paintings from all around the world, were designed by SHIMOJIMA Co.,Ltd.. These are sold at TOKYU HANDS and will be able to buy from the KIDS EARTH FUND website in the near future.



◆ Charity Party @ KIDS EARTH HOME Tokyo

A charity party will be held at KIDS EARTH HOME Tokyo for supporting members, volunteers, and everyone who is interested in getting along with other people involved in KIDS EARTH FUND. Come join the party and see the numerous children's paintings exhibited on the walls of the office.

Date : July 5 (Thu) 19:00~

Fee: Adults 2,000yen Students: 1,500yen

Venue : KIDS EARTH HOME Tokyo  
(3-25-2, Ebisu, Shibuya-ku)

\* We will offer drinks and light refreshments

\* We have limited seats so please apply accordingly

◆ We would like to welcome three new advisors

Mr. Akira Matsumoto CALBEE, Inc. Chairman of the Board & CEO

Mr. Masaaki Kanai Ryohin Keikaku Co., Ltd. President and Representative Director:

Mr. Yujiro Otsuka Otsuka Chemical Co., Ltd. Executive advisor

(In alphabetical order)

◆ We will send updated smiles and children's' artwork through Facebook and Twitter



子どもたちの絵で世界を塗り替えよう -Kids Helping Kids-  
Let's Repaint the Earth with Children's Drawing  
<http://www.facebook.com/KidsEarthFund>



Kids Earth Fund  
<http://twitter.co/#!/KidsEarthFund>

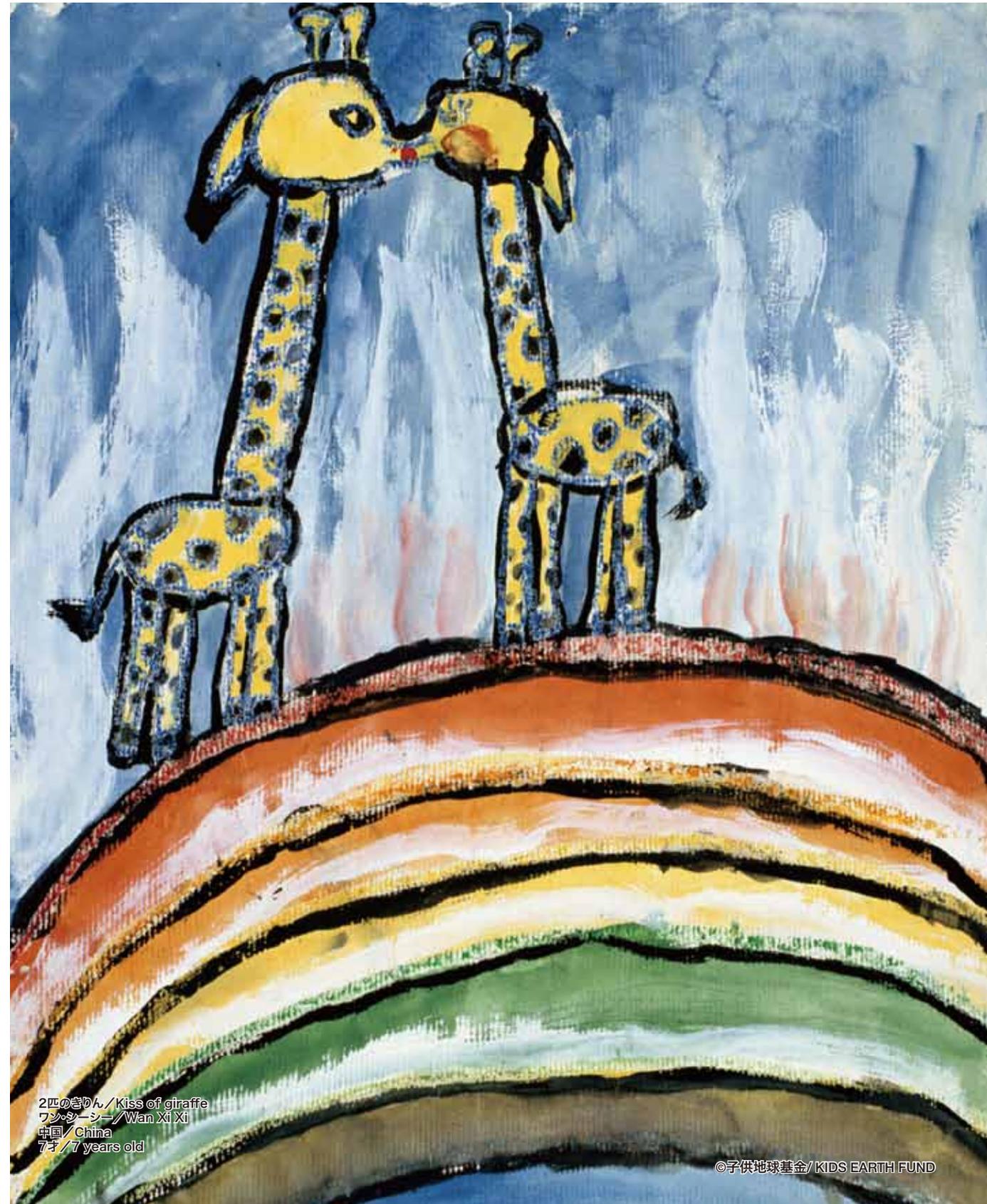
■ NEW MEMBER

The following are newly joined members.

[Group Members] D&N CONFECTIONERY Co.,Ltd

[Individual Members] Miyoko Nagai

[As of March 20 2012]



2匹のきりん / Kiss of giraffe  
ワンシーシー / Wan Xi Xi  
中国 / China  
7才 / 7 years old



## One year after the Great East Japan Earthquake

After the earthquake, almost all of the people in the Tohoku area have had to accept many changes, such as changes in residence, food, personal belongings, way of life, and community. In addition, many have had to move between evacuation centers and temporary houses several times, and they are emotionally exhausted. The children see this situation but don't have a chance to release their stress and emotion so they keep it inside. KIDS EARTH FUND provides not only goods and food, but also opportunities for children to express their stress and emotion through art workshops. Many children enjoy drawing and expressing their feelings. To continue helping children, long-term support will be needed through art work shop.

### Ogatsu Taiko-Recovery from Tsunami Damage

As a result of the tsunami, Ogatsu area in Ishinomaki-city, Miyagi prefecture was terribly damaged, and the Taiko club lost all of its equipment. Members of the Taiko club made and played handmade taiko, which were constructed from discarded tires covered with plastic sheets.



We donated two million yen (1.4 million for taiko and 6 hundred thousand for costumes), and hope they enjoy playing real Taiko, not handmade ones. Ogatsu Taiko is a symbol of revival in Ishinomaki-city. The Taiko rhythm will also beat in people's hearts.



### Santa Claus is coming from Tokyo today!

Many children were waiting for us outside KIDS EARTH HOME Tohoku when we visited it in KIDS EARTH CAR. The home was then filled with children dressed in Christmas costumes like reindeers and Santas. Children drew whatever they wanted to draw on big canvas, and the message they wrote at the end was "Thank you." Your support was delivered to those children.

## KIDS EARTH HOME Project

キッズ・アース・ホームプロジェクト



### "We have been worried about Japan"

Croatian staffs and children welcomed us with heartwarming smiles and hugs when we arrived at the snowy KIDS EARTH HOME Croatia. On the way south, we could see war-scarred towns during the 3 hours of driving from the airport. "Nothing has changed after 10 year." Harumi Torii, the founder of KIDS EARTH FUND, who has been supporting this country since war time, said. There are still serious racial problems in this town. Croatians, Serbians, and Muslims are living together, but they are racially segregated from each other in their adult society. Volunteers from all over the world support KIDS EARTH HOME Croatia and give workshops for the children there. To have opportunities to be with other races has great significance for children in this town.



All the children who welcomed us asked about Japan and they said "We were worried about Japan, what can we do for you?" even though they themselves suffered from domestic violence at home, or from the lack of food caused by poverty. And at the workshop, they said that they painted for us, for Japan.



KIDS HELPING KIDS- is supporting children by creating goods and designs from the paintings by children's warm heart.

## KIDS EARTH CAR Project

キッズ・アース・カープロジェクト



### Smiles after a Long Time of Sadness

After the earthquake, we continued art workshops at 8 different children's hospitals and nursing homes in Tokyo and Kanagawa prefecture. The children whom we visited are always looking forward to our art workshops. The children are those who are suffering from everyday pains caused by serious illnesses, home abuse, being orphans and some of them suffer from autism. We delivered 961 Christmas presents to 14 locations in December. The children in the hospitals said that they were happy because "Santa has come to our hospital!" The presents were all hand wrapped neatly, thanks to the help of many volunteers.



Present Donator:  
CALBEE, Inc.  
CHARACTER RESERCH INSTITUTE CO.,LTD  
Nihon Kraft Foods Limited  
(in alphabetical order)



## NEWS



### ◆ Wonderful Christmas for the Children in Tohoku

Grand Hyatt Tokyo organized a charity program "Light of Happiness" to collect Christmas gifts for the children living in the Tohoku region. "We want to give Christmas presents to the children in Tohoku." With such hope, a great number of presents had been gathered. Those gifts were delivered almost to 1,000 children from 11 facilities, including those in Watari, Ishinomaki city and Kesenuma city in Miyagi prefecture, and Minamisoma city, Aizuwakamatsu city and Iwaki city in Fukushima prefecture. "It's so nice to know that people in Tokyo also care about us." It was a moment that united the hearts of Tohoku and Tokyo.

### ◆ Kids Art Contest "SMILES"

KIDS EARTH FUND received a donation of 1059 drawings full of smiles from Lipton's Smile Campaign "Kids Art Contest". Click on the links below to find out more about the awards ceremony and Lipton 1000ml online exhibition:

Awards ceremony report:

<http://www.lipton1000.net/cpn/index.html>

Online exhibition:

<http://www.lipton1000.net/cpn/exhibition.html>



### ◆ British Embassy Christmas Cracker

A Christmas charity party was held at the British Embassy. The total proceeds from the event, 2,331,100 yen(Donation from tickets and raffle tickets) were donated to KIDS EARTH FUND. We would like to extend our sincerest appreciation to Sir David Warren, Lady Warren, Mr. Ian de Stains, and Mr. Robin Maynard. The donation will be used for the children in Tohoku.



### ◆ Clock Making Workshops

Ten workshops for designing pictures on clock faces were held over five days to commemorate the 130th anniversary of SEIKO at SEIKO MUSEUM GINZA ANEX. Children who joined added hands to the clocks and took their own clocks home. Artwork by children from Watari in Miyagi prefecture was displayed in the show windows alongside works by celebrities.



2011 Dec. 3rd (Sat) KIDS EARTH HOME No.12 Tohoku  
6th (Tue) Kanagawa Children's Medical Center  
17th (Sat) SEIKO Painting Watch Workshop@ Wako Ginza  
18th (Sun) SEIKO Painting Watch Workshop@ Wako Ginza  
18th (Sun) Shisei Gakuen Christmas Party  
20th (Tue) Jikei University Hospital  
21st(Wed) Ogatsu Junior High School, Ishinomaki-shi Miyagi prefecture  
22nd (Thu) Christmas Party & Handing Christmas Presents  
23rd (Fri) SEIKO Painting Watch Workshop@ Wako Ginza  
24th (Sat) SEIKO Painting Watch Workshop@ Wako Ginza  
25th (Sun) SEIKO Painting Watch Workshop@ Wako Ginza  
2012 Jan. 17th (Tue) Jikei University Hospital  
25th(Wed) Yoshida Nishi Children's House(Watari, Miyagi prefecture)  
27th (Fri) Kanagawa Children's Medical Center

2012 Jan. 31st (Tue) Supporting Watari-cho Miyagi prefecture  
3rd (Fri) Kanagawa Children's Medical Center  
4th (Sat) Jikei University Hospital  
16th (Thu) Tokyo Medical and Dental University  
Feb. 17th (Fri) Yoshida Nishi Children's House(Watari, Miyagi prefecture)  
18th (Sat) KIDS EARTH HOME No.12Tohoku  
21st (Tue) Jikei University Hospital  
22nd (Tue) KIDS EARTH HOME Croatia  
Mar. 5th(Mon) Kanagawa Children's Medical Center  
8th (Thu) Tokyo Medical and Dental University  
13rd (Tue) Jikei University Hospital  
17th (Sat) KIDS EARTH HOME No.12Tohoku  
24th (Sat) KIDS EARTH HOME Cambodia  
26th(Mon) KIDS EARTH HOME Vietnam