

TOMO DACHI

TOMODACHI Initiative 2013 Report





www.usjapantomodachi.org

Dear Friends,

On behalf of the U.S. Embassy in Tokyo and the U.S.-Japan Council, we are proud to put forth this Annual Report to highlight the programs, participants, and impact of the TOMODACHI Initiative in 2013.

The United States and Japan have a strong and enduring partnership, and what underlies this strong partnership are the ties between the people of these two great countries.

In the aftermath of the Great East Japan Earthquake of 2011, the U.S. Embassy and the U.S.-Japan Council created a unique public-private partnership called the TOMODACHI Initiative to help young people from the devastated region connect with the United States, and young Americans connect with Tohoku. While continuing to support Tohoku, TOMODACHI has evolved into a broader, nationwide effort to energize and expand youth exchanges.

In 2013, TOMODACHI touched the lives of thousands of individuals, and provided life-transforming experiences to hundreds of exchange participants. Participants included young professionals as well as students, and centered on subjects ranging from non-profit leadership and women's empowerment to sports and music.

In addition to welcoming new participants, TOMODACHI has also worked to engage program alumni, through programs and activities to keep participants connected with each other and with each other's countries.

We continue to be extremely grateful for the support of many of the top corporations in the United States and Japan. With this backing from the private sector, we have been able to bring new energy and excitement, new programs and partners, and new faces and fresh voices to the U.S.-Japan relationship.

We thank all those who share our commitment to young people and to the strong future of the "TOMODACHI Generation."

Sincerely,

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Caroline B. Kennedy U.S. Ambassador to Japan



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Irene Hirano Inouye President, U.S.-Japan Council

Our Mission

The TOMODACHI Initiative is a public-private partnership, born out of support for Japan's recovery from the Great East Japan Earthquake, that invests in the next generation of Japanese and American leaders through educational and cultural exchanges as well as leadership programs.

Our Vision

We seek to foster a "TOMODACHI generation" of young American and Japanese leaders who are committed to and engaged in strengthening U.S.-Japan relations, appreciate each other's countries and cultures, and possess the global skills and mindsets needed to contribute to and thrive in a more cooperative, prosperous, and secure world.

Our History

In the aftermath of the Great East Japan Earthquake of March 11, 2011, the United States military and Japan Self-Defense Forces worked together successfully in Operation Tomodachi to provide immediate humanitarian relief to the Tohoku region. Building upon this cooperation and spirit of friendship, the United States and Japan launched the TOMODACHI Initiative. TOMODACHI is led by the United States Embassy and the U.S.-Japan Council, a taxexempt non-profit organization, and is supported by the Government of Japan, corporations, organizations and individuals from the United States and Japan.

Our Programs



Educational Programs provide Cultural Programs in sports, music, Leadership Programs help the educational opportunities for students and the arts provide gateways for next generation of entrepreneurs to study abroad and gain exposure Japanese and Americans to learn and young leaders develop skills to each other's countries.



about and develop enduring interest and expertise that will guide them in each other's cultures.



"[The TOMODACHI Initiative] is a groundbreaking public-private partnership [that] invests in the next generation of Japanese and American leaders. I found these students exciting, interesting to listen to, inspiring. They were curious, and they were caring about our shared future, and they were engaged in the issues of the world."

- John Kerry, U.S. Secretary of State, April 2013



towards success.



Strategic Partners

Partnering with donors to provide maximum impact

Strengthening TOMODACHI



Takeda Pharmaceutical Company Limited

The TOMODACHI Initiative would like to give special thanks to Takeda Pharmaceutical Company Limited for contributions devoted specifically to strengthening TOMODACHI's operational and administrative capabilities. To be effective, an organization must have dedicated staff and the resources to accomplish its mission. The generous donation by Takeda Pharmaceutical Company Limited provides the ability to realize strong programs that nurture the TOMODACHI Generation and build a strong, enduring U.S.-Japan relationship.

TOMODACHI Aflac Program

This program provides up-and-coming Japan-based pediatric cancer specialists an opportunity to study at the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta, Georgia. In 2013, Dr. Yosuke Hosoya was the first doctor to be selected for this program, where he had an opportunity to observe and share best practices related to the care and treatment of children with cancer.

TOMODACHI Coca-Cola Educational Homestay Program

In the second year of this program, 120 high school students from areas affected by the Great East Japan Earthquake were selected to visit Washington, D.C. and Atlanta, Georgia, home of Coca-Cola. Students were then divided into small groups to experience homestays in different regions of the United States, take English classes, go on cultural excursions, and volunteer on community service projects.





TOMODACHI GE Healthcare Academic Program

Focused on improving healthcare in the Tohoku region, this program offered courses at a university in Tohoku to develop the next generation of health information specialists, as well as a series of seminars targeted towards existing practitioners, care providers and local governments in order to promote regional health collaboration.

TOMODACHI Major League Baseball Partnership

Major League Baseball (MLB) and TOMODACHI teamed up to provide young Japanese and Americans with an opportunity to learn about the importance of communication and teamwork. Through clinics, game tickets, equipment donations and other opportunities, MLB provides ongoing support to TOMODACHI Initiative participants.

TOMODACHI MUFG International Exchange Program

In the second year of a three-year exchange program, 26 high school students residing in Los Angeles County, Orange County and San Diego County, California, visited various cities in Japan for a two-week exchange program, including spending time with their Japanese counterparts in Tohoku who visited California in 2012.







TOMODACHI-Mitsui & Co. Leadership Program

This program provides twenty outstanding young American and Japanese professionals from the business and government sectors the opportunity to participate in a unique delegation exchange that broadens their perspectives in their professional fields.

TOMODACHI NGO Leadership Program supported by J.P. Morgan

This program provides Japanese NGO leaders an opportunity to enhance their capacity to respond to future disasters in Japan and abroad by connecting them to key resources in the United States. In 2013, the program had three major components: NGO Leadership Delegation to Washington, D.C. (April), Humanitarian Response Workshop in Portland (September), and the NPO Study Tour to San Francisco and Seattle (October).

TOMODACHI SoftBank Summer Leadership Program

This program takes 100 Japanese high school students from the Tohoku region on an intensive three-week program at the University of California, Berkeley focused on leadership development and community service. Students worked in teams and developed community service projects and learned skills that they are now applying to aid in recovery and reconstruction efforts back home. In September 2013, six participants from the program presented their plans on revitalizing their local communities in Tohoku at the Apple Store in Ginza, Tokyo.

TOMODACHI-UNIQLO Fellowship

This program offers a world-class educational experience to Japan's next generation of business and fashion leaders. In 2013, three students received scholarships to pursue graduate studies at three top-notch U.S. educational institutions: the Stanford Graduate School of Business; Fashion Institute of Technology (FIT); and Parsons The New School for Design.

Six New Strategic Partner Companies Join the TOMODACHI Initiative in December 2013



On December 13, six new strategic partner companies representing over \$6 million in donations joined the TOMODACHI Initiative. The new strategic partners included: Honda Motor Co., Ltd., Metlife Alico Life Insurance K.K., Prudential Financial, Inc., Sumitomo Corporation, Suntory Holdings Limited and Toshiba Corporation. Through these corporate contributions, TOMODACHI is creating unique new exchange programs; supporting and mentoring young female leaders; offering further support to our program alumni to allow them to continue their connections with the United States and with each other; supporting academic study abroad scholarships; launching scholarship programs at top music schools in the United States; and supporting education and collaboration in science and technology.









Supporting Tohoku

2013 Fund for Exchanges Programs include:



- 1. Dallas-Sendai Young Ambassador's Program
- 2. New Orleans-Miyagi Jazz Exchange Program
- 3. South California-Fukushima Youth Cultural Exchange Program
- 4. TOMODACHI P5 Tohoku Entrepreneur Summer Program
- 5. TOMODACHI Tsunami Relief Volunteer Project
- 6. TOMODACHI U.S.-Japan Youth Exchange Program
- 7. St. Louis-Ishinomaki Grassroots Exchange Program

- 8. TOMODACHI Rainbow for Japan Kids
- 9. KanKan Kids Sports Camp of America in Oshima
- 10. 2013 Japan America Student Conference
- 11. Drucker for Future Japanese Leaders
- 12. San Diego / Tijuana-Ofunato Youth Baseball Exchange
- 13. Young Americans Tohoku Tour

TOYOTA A Mitsubishi Corporation **HITACHI**

The TOMODACHI Fund for Exchanges was established in April 2012 with generous support from Mitsubishi Corporation, Toyota Motor Corporation, and Hitachi, Ltd. In 2013, 13 diverse programs were implemented, creating lasting and meaningful impact on the lives of participants. The programs have catalyzed a grassroots movement by empowering Japan-America Societies across the United States, re-energizing sister city relationships and creating opportunities for smaller organizations to develop sustainable programs where they would not have had the opportunity otherwise. The programs have touched the lives of many young people who had been looking for a way to give themselves and their communities hope.

General Fund Programs

Supporting Tohoku and Beyond

2013 General Fund Programs include:



- 1. TOMODACHI U.S.-Japan Baseball Exchange
- 2. TOMODACHI Women's Leadership Program
- 3. TOMODACHI Emerging Leaders Program
- 4. TOMODACHI Summer English Language Study Program
- 5. U.S. Embassy-Keio SFC-TOMODACHI Entrepreneurship Seminar and Business Plan Competition
- 6. TOMODACHI-Callisburg 23rd Japan-America Grassroots Summit 2013 in Shimane
- 7. TOMODACHI in San Diego 2013
- 8. TOMODACHI Fellows of the ELS University Preparation Summer Program
 9. TOMODACHI Clean Energy Program

Contributions from Sponsors and Supporters are used to develop and implement TOMODACHI programs in education, sports, music and the arts, and leadership programs. These programs may recruit from Tohoku or may take place in Tohoku but have also expanded to include other major cities in Japan such as Okinawa, Osaka, and Tokyo, as well as various locations in the United States.

- 10. H-Lab Liberal Arts Education Program with Harvard University
- 11. TOMODACHI x NIKE Women's Marathon Project
- 12. Young Americans Mini Workshop Tour
- 13. TOMODACHI-Ryukyu Frogs Jr.
- 14. TOMODACHI Youth Visionary Contest Mirai Sendai City
- 15. TOMODACHI Fellows Program with Atlas Corps
- 16. TOMODACHI BEYOND Tomorrow U.S. Program
- 17. TOMODACHI Spring Homestay Program

The TOMODACHI Initiative seeks to foster a "TOMODACHI Generation" of young American and Japanese leaders who are committed to and engaged in strengthening U.S.-Japan relations, appreciate each other's countries and cultures, and possess the global skills and mindsets needed to contribute to a more secure world.



"I will never forget the 2013 TOMODACHI Exchange Program. After processing the trip over many months, I've decided to one day study abroad in Japan as I study animation and Japanese. This is my junior year in high school so I have officially started my college search. I'm only looking at schools with some form of exchange program with Japan. I would also like to participate in some way in the 2020 Summer Olympics in Tokyo.

I am almost 100% certain that I would not have been able to even consider these dreams if I hadn't gone to Japan through TOMODACHI."

- Christine Camille Jones, TOMODACHI Summer 2013 MUFG International Exchange Program

"I feel there is more I can do to help. I was able to experience the spirit of true volunteerism in the United States. I plan to study refugee aid and international development, and I hope to one day support natural disaster reconstruction projects around the world."



Shunji Hosoda, TOMODACHI 2013 Coca-Cola Educational Homestay Program



"This program enabled me to realize my potential, make many new friends, and has changed my life in a positive direction.

This program has changed me. It has helped break walls that I thought were there and nas shown me a path that I did not know existed. In addition, it has led me to many people hat I love.

My dream is to be a film director or producer and to provide happiness to as many people as possible. As I told people about my dream, an opportunity surfaced. I managed the filming of 'Tool de Tohoku 2013 in Miyagi-Sanriku' from November 2013. The trigger was when a professional producer that I had met when I was on the TOMODACHI Summer 2013 SoftBank Leadership Program had approached me about making a film. From developing a plan, to editing, announcing, interviewing; I was involved in all steps of the process. The film shows high school students' love for their communities and announces what they love about it.

High school students who live in Tohoku have a passion and we are trying to channel that passion to make Tohoku an even better place.

> Ordinarily, high school students are quite reserved, but the disaster has spotlighted Tohoku high school students; through this film we are trying to communicate our passion for our communities."

Maasa Mishina, TOMODACHI SoftBank Summer 2013 Leadership Program



"Participating in this program opened my eyes to new, extraordinary experiences in Hiroshima and Tokyo that would not have otherwise been possible. It provided *a tremendous* opportunity to form and deepen friendships and connections between U.S. and Japan counterparts - a strong and promising foundation for future collaboration in areas of key bilateral interest such as energy."

- Kay Fukunaga, TOMODACHI-Mitsui & Co. Leadership Program 2013

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"During the humanitarian response workshop in America, I learned about needs assessments and information sharing. The skills that I learned at the workshop and my experience enabled me to provide medical support after the disaster caused by the Philippine typhoon. I was able to develop an information sharing tool by researching medical systems in the Philippines before and after the disaster, interviewing the victims, and assessing the medical needs of the people.

As a result, I was able to utilize what I had learned in America to support victims of the disaster."

- Kensuke Suzuki, TOMODACHI NGO Leadership Program supported by J.P. Morgan



"This program has changed my life. The city of San Diego which we visited was full of kind people who welcomed us warmly. At the house where I homestayed, the family listened intently and shed tears as I told the story of my experience during the earthquake. I felt relieved that I was able to share this sad story about my experience. I was also inspired by visiting universities in San Diego and meeting professional Japanese women who worked there, I have decided to attend a university in San Diego.

Although I am anxious about this path, I am also looking forward to how I develop as a person.

I am extremely thankful to the TOMODACHI Initiative for being the catalyst for this path."

- Ayaka Odashima, TOMODACHI in San Diego 2013

"As the American Chair of the 65th Japan-America Student Conference (JASC), I am deeply indebted to TOMODACHI for supporting JASC and for providing me the opportunity to learn the importance of establishing human relationships locally. Traveling throughout lwate, I was able to moderate a panel discussion on reconstruction and economic recovery and visit a local farm famous for its agricultural products and deeply concerned for its future. However, TOMODACHI's support was key to helping me establish an even deeper relationship with the lwate people by staying with a homestay family and interacting directly with local townspeople as a speaker at a community forum on how to make Iwate more attractive. "

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- Paul Yarabe, 65th Japan-America Student Conference (JASC)







The TOMODACHI Initiative seeks to help participants stay connected with each other and with their TOMODACHI experiences long after they return home from their exchange program. We strive to create opportunities and open doors for TOMODACHI alumni by continuing to engage them in special events and activities with the aim of reinforcing relationships, supporting communities, and bolstering the skills learned to help participants pursue their dreams.

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Featured alumni opportunities include the following:

TOMODACHI BEYOND Tomorrow Global Leadership Academy

Seventy students from Tohoku who participated in summer 2012 TOMODACHI programs in the United States were selected to take part in a three-day workshop in Tokyo. On the last day of the workshop, at a luncheon attended by approximately 200 government officials and business leaders, they presented their ideas on how they could contribute to their communities. (March)



Discussion with Former President Bill Clinton

In November 2013, fourteen Japanese and American university students from the TOMODACHI Generation met Former U.S President Bill Clinton before he delivered the keynote speech at the Global Opinion Leaders Summit in Tokyo.

The students engaged in a thirty-minute discussion with President Clinton and asked him questions regarding world affairs, problems facing the next generation, youth engagement in political participation and women's leadership. (November)



Ambassador Kennedy Visits Tohoku and Meets NPO Leader, a TOMODACHI Program Participant

In November 2013, U.S. Ambassador Caroline Kennedy visited Tohoku as her first trip in Japan and met with a TOMODACHI nonprofit leader as well as other women who live in the Nakasemachi temporary housing facility in Minami-Sanriku, Miyagi prefecture. The women are part of a knitting project started by an NPO leader and TOMODACHI program participant that empowers women to become entrepreneurs and helps to create sustainable small business models for women throughout Miyagi Prefecture. (November)



Secretary Kerry Dialogue with the TOMODACHI Generation

U.S. Secretary of State John Kerry met with 20 TOMODACHI Generation students at the U.S. Ambassador's residence. During his discussion with the participants, Secretary Kerry addressed topics that included: international student exchange between Japan and the United States, environmental stewardship, entrepreneurship, and innovation. (April)



TOMODACHI Alumni Participate in Drucker for Future Japanese Leaders Program

This program provided ten TOMODACHI high school alumni an opportunity to participate in a nine-day Drucker-based management skills program at the Claremont Colleges in California. The students used what they learned to design and implement community service projects. (July)



TOMODACHI Roundtable with Ambassador Kennedy and Irene Hirano Inouye

Nine TOMODACHI alumni from the Tohoku region met with U.S. Ambassador Caroline Kennedy and U.S.-Japan Council President Irene Hirano Inouye at the Ambassador's residence to participate in a roundtable discussion. During the discussion, the students shared their backgrounds and experiences participating in various TOMODACHI programs. (December)



We thank many corporate partners for helping to raise the profile of TOMODACHI and to spread the word about the importance of U.S.-Japan youth exchange.

Some examples include:





Promotional Barbecue Burger sold at Wendy's Japan with Proceeds to TOMODACHI



Implementing Partners for TOMODACHI Programs

TOMODACHI works with many partners in order to make these life-changing experiences possible for young people. We issued grants to the following partners for the implementation of 2013 programs:

- 5ive planets ISH Japan Society of New York AidTAKATA Jibun Mirai Club American Councils for International Education (ACIE) · John Manjiro Whitfield Commemorative Center for Atlas Corps International Exchange (CIE) Ayusa International Mercy Corps Drucker Institute • Kan Kan Shizenmura Experiment in International Living (EIL) Japan Keio University - Shonan Fujisawa Campus Global Fund for Education Assistance National Association for Japan-America Societies Institute for International Education (IIE) Ohio University International Student Conferences (ISC) Orpheus Chamber Orchestra Japan America Society of Hawaii Ryukyu Frogs
- Japan Society of San Diego & Tijuana

TOMODACHI Donation Boxes at over 20,000 Lawson and FamilyMart **Convenience Stores across Japan**





Lady Gaga Donated a Hello Kitty Doll for Auction with Proceeds to TOMODACHI



• Tipitinas Foundation



U.S.-Japan Council, U.S. Embassy Tokyo, and the TOMODACHI Initiative

The U.S.-Japan Council (U.S.) and the U.S.-Japan Council (Japan) work in collaboration with the U.S. Embassy Tokyo to implement the TOMODACHI Initiative as a public-private partnership. Implementation includes program development and oversight, communications and outreach, marketing, fundraising, donor relations and management and operations.

The U.S.-Japan Council is a non-profit 501(c)(3) tax-exempt organization headquartered in Washington, D.C. The Council is dedicated to strengthening people-to-people connections among Japanese and Americans of all generations.

The Tokyo-based U.S.-Japan Council (Japan) is a Public Interest Corporation, *Koeki Zaidan Hojin*. The two organizations are separate entities, each governed by an independent Board of Directors, but work closely together in the administration of TOMODACHI. Donors in both the United States and Japan can receive tax deductions for their contributions to TOMODACHI to the extent allowable by non-profit laws in each country.

The following financial reports include a summary financial report on the TOMODACHI Initiative since inception and a summary of the balance sheet and income/expense statements for U.S.-Japan Council (U.S.) and U.S.-Japan Council (Japan). Copies of the audited financial statements for U.S.-Japan Council (Japan), are available at www.usjapantomodachi. org and for U.S.-Japan Council (U.S.), at www.usjapancouncil.org.

U.S.- Japan Council (Consolidated) Cumulative TOMODACHI Contribution and Expenses by Year

TOMODACHI Contributions and Pledges	Inception ¹ - 12/31/2012	2013	2014 - 2017 (Committed)	Total
USJC (Japan)	\$ 4,090,374	\$ 5,229,278	\$ 5,884,258	\$ 15,203,910
USJC (U.S.)	7,294,785	3,089,725	1,125,150	11,509,660
In Kind Donations (U.S. and Japan)	1,909,300	871,000	1,465,000	4,245,300
Total Contributions and Pledges	\$ 13,294,459	\$ 9,190,003	\$ 8,474,408	\$ 30,958,870

TOMODACHI Expenses	Inception ¹ - 12/31/2012		2013	2014 - 2017 (Committed)	Total
Programs and Program Services Expenses					
USJC (Japan)	\$	466,407	\$ 2,194,195	\$ 10,699,171	\$ 13,359,773
USJC (U.S.)		4,120,825	3,117,962	3,265,440	10,504,227
Programs and Program Service Expenses - Paid/Payable		4,587,232	5,312,157	13,964,611	23,864,000
Administration and Fundraising					
USJC (Japan)		116,602	132,431	Footnote ²	249,033
USJC (U.S.)		178,936	145,515	Footnote ²	324,451
Total Administration and Fundraising		295,538	277,946	Footnote ²	573,484
In Kind Expenses (U.S. and Japan)		1,909,300	871,000	1,465,000	4,245,300
Total Expenses	\$	6,792,070	\$ 6,461,103	\$ 15,429,611	\$ 28,682,784

1 TOMODACHI began in Fall 2011.

2 Administration and Fundraising expenses not yet incurred.

U.S.-Japan Council (Japan)

A Koeki Zaidan Hojin Foundation

TOMODACHI Statement of Financial Posi	(In USD)		
	CY 2013	CY 2012	
Assets			
Current Assets			
Cash and Cash Equivalents	\$ 6,816,023	\$ 3,854,380	
Accounts Receivable	-	129,267	
Other Current Assets	4,083	-	
Fixed Assets	890	-	
Total Assets	\$ 6,820,996	\$ 3,983,647	
Liabilities and Net Assets			
Liabilities			
Other Current Liabilities	\$ 3,975	\$ 1,781	
Accounts Payable	246,371	313,868	
Net Assets	6,570,650	3,667,998	
Total Assets and Liabilities	\$ 6,820,996	\$ 3,983,647	

TOMODACHI Income and Expense Summary

(In USD)

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	CY 2013	CY 2012	
Income			
TOMODACHI Donations from Corporations	\$ 5,204,133	\$ 4,074,581	
TOMODACHI Donations from Individuals	24,700	15,778	
Interest Income	445	15	
Total Income	\$ 5,229,278	\$ 4,090,374	
Expenses			
Program and Program Services	\$ 2,194,195	\$ 466,407	
Administrative and Fundraising	132,431	116,602	
Total Program Expenses	\$ 2,326,626	\$ 583,009	
Total Change in Net Assets	\$ 2,902,652	\$ 3,507,365	

U.S.-Japan Council (Japan) Audited Financial Statement is available at www.usjapantomodachi.org

U.S.-Japan Council (U.S.) A 501(c)(3) Non Profit Organization

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TOMODACHI Statement of Financial Position - Summary			
	CY 2013	CY 2012	
Assets			
Current Assets			
Cash and Cash Equivalents	\$ 1,120,320	\$ 536,247	
Accounts Receivable	2,369,571	2,675,515	
Other Current Assets	-	-	
Fixed Assets	2,335		
Total Assets	\$ 3,492,226	\$ 3,211,762	
Liabilities and Net Assets			
Liabilities			
Other Current Liabilities	\$ -	\$ -	
Accounts Payable	454,216	-	
Net Assets	3,038,010	3,211,762	
Total Assets and Liabilities	\$ 3,492,226	\$ 3,211,762	

TOMODACHI Income and Expense Summary

		()		
	CY 2013	CY 2012		
Income				
TOMODACHI Donations from Corporations	\$ 3,078,599	\$ 6,431,828		
TOMODACHI Donations from Individuals	11,062	45,140		
Interest Income	64	-		
Total Income	\$ 3,089,725	\$ 6,476,968		
Expenses				
Program and Program Services	3,117,962	4,120,825		
Administrative and Fundraising	145,515	178,936		
Total Program Expenses	3,263,477	4,299,761		
Total Change in Net Assets	\$ (173,752)	\$ 2,177,207		

U.S.- Japan Council (U.S.) Audited Financial Statement is available at www.usjapancouncil.org

(In USD)

(As of Dec. 31,2013)

STRATEGIC PARTNERS (\$1 million or more)



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Join us and invest in our next generation - the TOMODACHI Generation!



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TOMO DACHI



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