



General Incorporated Foundation mudéf
2011 Annual Report



Contents

Message	2
About mudef	3
Project	
Educational activities for MDGs	4
Project Magoso	4
Child AFRICA	5
Love is Free Campaign	5
SATOYAMA BASKET	6
Naturelink	7
HOPE FOR JAPAN	7
Management situation	
Executive office and Board	8
Public Relations	8
Corporate support	8
Statement of revenues and Expenditures of activities	9

Message

It's already been two years since mudef was established.

Year 2011 was a great challenge.

mudef launched a project "HOPE FOR JAPAN" in the wake of the Great East Japan Earthquake on March 11, 2011 and we repeatedly asked ourselves about what we can do.

Meanwhile we were encouraged with many heart warm messages from all over the world. Messages that say "I pray for you" has made us feel more connected to the world.

And we realized how difficult it was to keep

telling people the world's social agenda in our activities.

As fiscal year 2012 just around the corner, we would like to continue to change the world in a better way through music and art.

Miki Nagashima, Executive Director
General Incorporated Foundation mudef



About Us

mudef stands for 'Music Design Foundation'. It is a coined word combining 'music' and 'design'. mudef, which will implement sustainable activities with global perspective, is established in order to seek solutions for global issues through music, art, and sports.

We set 8 goals of MDGs (Millennium Development Goals) as the center of its activities. MDGs are comprehensive and specific development goals which were set by combining Millennium Declaration, adopted at the United Nations Millennium Summit in September 2000.

mudef set 8 Goals of MDGs as the center of its activities.



GOAL1 End poverty and hunger

GOAL2 Achieve universal primary education

PROJECT MAGOSO
Child AFRICA

GOAL3 Promote gender equality and empower women

GOAL4 Reduce child mortality

GOAL5 Improve maternal health

GOAL6 Combat HIV/AIDS, malaria and other diseases

Love is Free Campaign

GOAL7 Ensure environmental sustainability

SATOYAMA BASKET

GOAL8 Develop a global partnership for development

Hoshizora gardians



1. Educational activities for MDGs

mudef sends information about MDGs through website and social networking services including twitter and facebook. mudef has put a lot of effort to have many people undivided attention to the social issues through the everyday matters.



2. Project Magoso

mudef sends information about MDGs through website and social networking services including twitter and facebook. mudef has put a lot of effort to have many people undivided attention to the social issues through the everyday matters.

① SECONDARY SCHOOL SCHOLARSHIP

mudef offered scholarships to 12 students include Emitewa whom mudef support since 2009. In total 648,272 Kenyan Shilling (about 570,000JPY) had been contributed to them in 2011.

Name(13 students)	JPY
Emitewa	95,772
George	26,735
Obiri	31,229
Odongo	47,670
Imbala	29,089
Nancy	29,089
Antony	106,295
Samuel	63,968
Steven	42,931
Zablon	102,255
Agnes	38,580
Violet	67,813
Joseph	92,196
Total amount of assistance	773,622

※1KSh=11.13JPY (As at January 5, 2012)

Support since 2009

Form2 Emitewa

Support since September 7, 2010.

Form4 George (Re)、Odongo、Antony、Samuel、Steven、Zablon、Agnes、Violet、Joseph

Graduation Obiri、Imbala、Nancy

※George is going to repeat a school year. All students include George who took the examination of Kenya Certificate of Secondary Education to enter secondary school were annulled the results because one student had committed a dishonest act in examination.

※What's KCSE?

In Kenya, students take the KCPE (an abbreviation for Kenya Certificate of Primary Education) exam to go to secondary school. After 4 year passed, secondary school students take another final exam to get the certificate to enter the university. Only exam passers are accepted into universities. The number of matriculates in national universities is limited to 8,000, so this entrance exam is highly competitive.

② Support for children from NAIROBI BAG sales

mudef sold NAIROBI BAG, which was produced for supporting children in Kibera Slums since June 2011.

300 bags were sold out through the online sales and at the concert venues of

'THE TOUR OF MISIA JAPAN SOUL QUEST' since October 9, 2011.

Totaling 210,000 yen was donated to 'Maisha ya Raha', the front fund of Magoso School.





2. Child AFRICA

Child AFRICA is a project launched in 2008 in order to create the world that every child goes to school and receive appropriate education.

① SCHOOL CARAVAN

'SCHOOL CARAVAN' is a relay system of photo exhibition, mudef lends 25 panels to students and they plan and organize the exhibition by themselves. In 2011, the event was held at Rikkyo University. mudef advertise for students to do the exhibition by themselves on website and newsletter and so on.



3. Love is Free Campaign

'Love is Free Campaign' aims at supporting children in Consol Homes Orphan Care, Malawi. Child AFRICA, the predecessor of mudef, launched the project since July 2009.

① Distribution of mosquito nets

With support of Sumitomo Chemical, mudef delivered 2,000 Olyset® nets at the headquarter center and branch offices of Consol Homes Orphan Care since July 2011. This time Sumitomo Chemical donated half number of mosquito nets to this program. Considering the Malawi's housing situation, we purchased conical type.

After the distribution, mudef put the brief report and messages from beneficiaries on website.



② Support to reconstruct of Erena's house

Elena is an AIDS orphan and lives with her grandmother. Her house recently collapsed due to aging, so mudef supported to reconstruct of her house. Now she has lived with her friend in new house since December 2011.



③ The third campaign

The third campaign co-developed the original chocolate called 'Hoshizora no Chocolat' with the chocolate shop 'vanilla sugar'. 10% of sales profit is donated to the campaign. As of April 2012, third campaign finished and mudef received the donation for the amount of 800 bet nets. It was used to the third distribution of bet nets.



④ Issues of SOTOKOTO journal



Actions of 'Love is Free Campaign' were serialized in 6 issues of SOTOKOTO journal and website from October 2011 to February 2012.

What's Malaria

Malaria is a life-threatening disease caused by parasites that are transmitted to people through the bites of infected mosquitoes. There have been Malaria outbreaks in more than 100 countries and nearly one million deaths each year. It ex-acts a heavy toll of illness and death, especially amongst children under 5 and pregnant women.

Malaria cause pregnant women symptoms such as risk of a miscarriage and reduction in birth weight.



Consol Homes Orphan Care

Consol Homes Orphan Care is the local NGO working in Namitete area in the central part of Malawi. CHOC implements several projects to support People Living with AIDS and AIDS orphans. CHOC has 76 branch offices dotted around Namitete and Nchu, and 600 volunteers support the care of about 14,000 orphans aged between 7 and 18 years old.



4. SATOYAMA BASKET

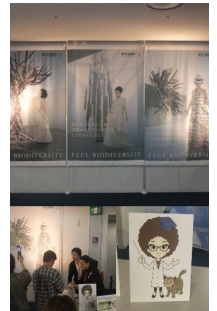
In March 2010, MISIA was appointed as the Honorary Ambassador for the tenth Meeting of the Conference of the parties to the Convention on Biological Diversity (COP10) by secretary General of UN.

① Support for MISIA, the Honorary Ambassador

mudéf supported Ambassador's official activities of MISIA. Collaborated with Ministry of Environment and United Nations, mudéf implements to create the message movie, posters and biodiversity quiz about the biodiversity issues. In addition, collaborated with Japan Airlines, mudéf launched advertising campaigns, joined the event and supported her inspection in cities across Japan. And mudéf inspected places connected with biodiversity including 'Biodiversity Center of Japan' in Yamanashi prefecture.

About 10th Conference of the Parties to the Convention on Biological Diversity

The cop10 is 10th Conference of the Parties of the Convention on Biological Diversity, was held in Aichi prefecture on October 2010. Representatives of the 193 parties contracting to the CBD and other 13,000 interested parties adopted the Nagoya Protocol at the conference and The Strategic Plan of the Convention on Biological Diversity.



② MISIA Forest Project

mudéf launched 'MISIA Forest' project in Ishikawa Forest Park on May 22, 2011. About 5 hectares of forest was rented from Ishikawa Prefecture and we implements several projects including forest conservation, investigation of the livings in the forest. We organized 2 events to surveyed about the livings in the forest by using Nintendo DSi. And we exhibits 10 birdhouse designed by 9 artists as the art project.



③ 【Contracted business】 Ishikawa Satoyama Navi



mudéf has made 'Ishikawa Satoyama Navi', the brief guidebook to introduce about SATOYAMA for children as commissioned business from Ishikawa prefecture.

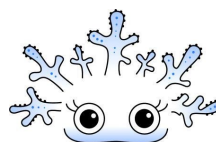
④ Backup campaign for Tsushima



Cooperated with Tsushima-city and Tsushima Wildlife Conservation Center, "Backup campaign for Tsushima Yamaneko (wild Leopard)" was launched. We publicly solicit ideas for awareness-raising toward the protection of Tsushima Yamaneko which is endangered species in Tsushima-city, Nagasaki Prefecture.

⑥ SATOUMI BASKET

The project to support "Coral Farm's", the conservation activities for corals launched in Yomitan-village, Okinawa Prefecture. "Coral Farm's", the aquaculture facility of coral, is famous as model of popular Japanese movie "Tidakkankankan" which released in 2010.



⑤ Aichi×College students×MISIA

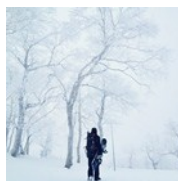


Aichi Prefecture has started to engage in educational activities on biodiversity. mudéf assents this approach and wages a campaign with Aichi Prefecture and college students in this prefecture.

As a first step, mudéf went to concert venue of 'THE TOUR OF MISIA JAPAN SOUL QUEST in Aichi' to promote this activities with college students.

5. naturelink

mudef implements “naturelink project” which is environmental project produced by professional snow boarder Kenji Ishikawa. The concept of this project is “THINK YOUR LIFE”.



mudef Snowboard

In this project, we have sold original snow boards, as part of project to preserve natures in Asahidake, Hokkaido.



6. HOPE FOR JAPAN

mudef has started an emergency project ‘HOPE FOR JAPAN’ to support the emergency relief and recovery activities of the areas hit by the Great East Japan Earthquake on March 11, 2011.

① FUNDRAISING

mudef asked for donations through bank or post office wire from March 14, 2011 to February 29, 2012. The donations have been channeled to 6 organizations conducting support operations for the victims in the disaster-stricken areas.

③ PARTNERS

mudef has selected 6 organizations as its partners. The organizations have been chosen from among organizations with track records in the areas of emergency relief and medical assistance, which are providing support to the victims of the catastrophe while working in close liaison with administrative bodies.

② MESSAGES FROM AROUND THE WORLD

mudef has been calling on people around the world to send their messages for the survivors in the disaster-stricken areas. So far, we have received so many messages including some songs and movies from 15 countries and regions. You can check their message on mudef website.

- ⇒ Ashinaga Ikuei Kai www.aashinaga.org
- ⇒ Association of Medical Doctors of Asia (AMDA) www.amda.or.jp
- ⇒ Médecins Sans Frontières Japan www.msf.or.jp/
- ⇒ NGO JEN www.jen-npo.org
- ⇒ Civic Force (emergency response team) www.civic-force.org
- ⇒ Peace Winds Japan (PWJ) www.peace-winds.org

④ UNIQUE ACTIVITIES OF MUDEF

mudef organized the soup-run and soccer school to entertain affected people. And mudef donated a set of karaoke machines to a community café which JEN supported. It helps people come to the café and support the formation of communities.



⑤ BOARD MEMBER'S ACTIVITIES

TAKURO

GLAY raised a lot of money from the profit of their charity song and charity goods sold at their concert tour. mudef delivered over 300 music instruments for students and musical band of the fire company in Ishinomaki City, Miyagi Prefecture. in the affected areas in Ishinomaki City, Miyagi Prefecture by this funds.



MISIA

mudef carried out fundraising campaign at the concert venue of MISIA. And MISIA made recording of the song that was used as theme of the movie titled “Friends-Naki in Mononoke Island” with about 30 children in Miyagi Prefecture as a chorus.



Mitsuo Shindo

Mr. Mitsuo Shindo designed the logo of HOPE FOR JAPAN and business cards and stickers for volunteer in affected areas.



Kayoko Shimizu

Shimizu Octo-Inc., where Ms. Kayoko Shimizu serves as vice president, donated a donation box for HOPE FOR JAPAN. This donation box was used at the concert venues of MISIA. And incorporated with Shimizu Octo-Inc., mudef carried out fundraising campaign at the event of Halloween.

1. Executive office and Board

Executive office has operated various projects in cooperation with the planning bureau. The Board meetings were held two times in Fiscal Year 2011. Based on a decision by the board meeting, mudef conduct some projects.

2. Public Relations

mudef provide up-to-date information through our website, press releases and newsletter and social network like Twitter and Facebook.

3. Corporate support

mudef are supported by many organizations. Below is the list of companies who support us.

⇒ **Project Magoso**

Amani ya Africa
Maisha ya raha

⇒ **Love is Free Campaign**

Consol Homes Orphan Care
PSI Malawi
Sumitomo Chemical Co., Ltd
CHOCOLATE DESIGN

⇒ **Public awareness of Biodiversity**

Aichi prefecture
ASAHI BREWERIES, LTD
APA GROUP
Ishikawa prefecture
Ishikawa Forest Park
AEON Environmental Foundation
Kanazawa University
Ministry of the Environment
United Nations Information Centre
The Secretariat of the Convention on

Biological Diversity

United Nations University
Tsushima Wildlife Conservation Center
Tsubata-cho, Ishikawa prefecture
AGATA Elementary School, Tsubata-cho
Japan Airlines
Maple House
Development Association for Youthworkers

⇒ **HOPE FOR JAPAN**

Ashinaga Scholarship Society
Association of Medical Doctors of Asia
(AMDA)
Medecins Sans Frontieres Japan (MSFJ)
JEN
The Leading Disaster Relief Agency Civic Force
Peace Winds Japan (PWJ)

⇒ **Public Relations**

dmp.inc

⇒ **Other**

elle.inc

4. Statement of revenues and Expenditures of activities

May 1, 2011 to April 30, 2012

(Unit : Yen)

Revenues	Donation	Nonspecified	2,549,457		
		HOPE FOR JAPAN	24,679,132		
		Biodiversity	729,900		
		Love is Free Campaign	2,982,418		
		United Nations	469,950		
		Project Magoso	210,000		
		Public interest	9,562,643	41,183,500	
	Profit Project	Sales	3,423,580		
		Contracted business	1,500,000	4,923,580	46,107,080
Expenditure	Nonprofit projects	Nonspecified	8,675		
		HOPE FOR JAPAN	24,679,132		
		Biodiversity	2,184,210		
		Love is Free Campaign	2,982,418		
		United Nations	469,950		
		Project Magoso	210,000		
		Public interest	2,678,066	33,212,451	
	Profit Projects	Sales	2,139,107		
		Contracted business	1,192,571		
		Profit Projects	79,400	3,411,078	
	Administration	Salary	395,200		
		Commutation cost	26,832		
		Compensation for travel	3,543		
		Communication cost	41,526		
		Carfare	34,805		
		Entertainment cost	103,305		
		Convention cost	73,768		
		Printing cost	80,108		
		Supplies expense	8,480		
		Taxes and dues	1,000		
		Library cost	4,095		
		Commission paid	8,452		
		Incidental cost	21,970	803,084	37,426,613
Amount of difference					8,680,467
Nonrecurring cost		Others			831
Tax					384,800
Amount of difference					8,294,836
Specified accounting capital at end of the preceding term					3,629,019
Specified accounting capital at end of current term					11,923,855
Specofied accounting capital	Balance brought forward at the beginning of the term	Basic fund	3,000,000		
		Balance brought forward at the beginning of the term	7,100,516	10,100,516	
	Amount received at the current term	Amount received at the current term	30,527,616	30,527,616	
		Amount of transfer	29,071,400	29,071,400	
	Balance at end of year	Balance	11,556,732	11,556,732	
		Breakdown			
		Basic fund	3,000,000		
		HOPE FOR JAPAN	5,611,045		
		Love is Free Campaign	2,345,687		
		Equine Facilitated Projec	600,000	11,556,732	11,556,732
Balance					23,480,587

