



# Child AFRICA Annual Report 2009

April 2009 — March 2010

TEL: 03-5414-7778  
info@mundef.net  
<http://www.mundef.net>

# Index

About Child AFRICA	2
Projects in 2009 Campaign	3
Child Friendly Project	2
Love is Free Campaign	3
Hoshizora Guardians	5
Visitation to Mali	6
PR/Message	7
Support	8
Activities in 2009	9
Media Coverage	10
Financial report	11
Organization Profile	12

## About Child AFRICA



Child AFRICA is a project launched in 2008 in the aim to realize the environment in which every child can receive the benefit of education. We, with the belief that education is essential for people to lead a life with better quality, implement education project in African countries and to improve the educational environment for children in developing countries.



# PROJECTS IN 2009- Campaign

## Supported UNICEF 'Basic education and Gender equality in Timor Este'



This project was implemented by UNICEF aiming at improving access to education, raising enrollment rate and reducing drop out and repetition rate among children in Timor-este. The project was conducted from 1st Jan to 31st Dec 2009.

Detailed report on this project can be seen on mudef website  
→ <http://mudef.net/contents/pdf/ca-report-04.pdf>

## PR event 'Art for & Cook for Africa'

(Cooperation : JAL, JAL Hotels, Volvic '1L for 10L' program)

**Venue :** Hotel Nikko Fukuoka, Hotel Nikko Osaka, Hotel Nikko Tokyo  
**Date :** 18 Jul. – 31 Aug. 2009

'Art for Africa!' exhibited drawings of children in Mali on the theme of 'Life with Water'. The drawings were collected by Volvic '1L for 10L' Program.

During the period of Cook for Africa!, African food was served at the cooperating restaurants and donation boxes were set during the campaign period. The donation of 276,270 JPY was utilized for UNICEF water and sanitation project for children in Mali.



## CHILD FRIENDLY PROJECT

In 2009, the project donated 2,499,850 JPY to UNICEF through the Japan Committee for UNICEF as of 2 Jul. The money was raised through the activities in 2008. This donation was utilized as a part of budget for UNICEF 'Basic education and gender equality in East Timor'.

Also in April, we visited the Republic of Mali and inspected several schools that were operated under the concept of 'Child Friendly Schools'. The visitation was introduced on our website and other various media.

## Visitation to 'Child Friendly Schools' in Mali

(Cooperation : Volvic '1L for 10L' program  
Time of implementation: Apr. 2009)

Visited 'Child Friendly Schools' supported by UNICEF in Mali. For detailed report, see page 5.

For visitation report, see →  
<http://www.mudef.net/contents/pdf/ca-report-05.pdf>



### About Child Friendly Schools :

Child Friendly Schools (CFSs) is a concept promoted by UNICEF. CFSs are schools that children can happily attend and are effective for learning. CFSs meet following 5 conditions:

- CFSs are inclusive of all children
- CFSs are effective for learning
- CFSs are healthy and protective of children
- CFSs are gender-sensitive
- CFSs are involved with children, families, and communities

Promoting CFSs needs comprehensive approach that includes provision of school materials, development of curriculum, training of teachers, maintenance of water and sanitation, acceleration of PTA activities and sensitization about education, etc.

Child AFRICA's CFP was started in sympathy with this concept.





# LOVE IS FREE CAMPAIGN

Love is Free Campaign, which supports children in Malawi was launched on 7 Jul. 2009.

This campaign aims to support children in Consol Homes Orphan Care, a local support center for HIV/AIDS orphans.

In Malawi, the infant mortality rate is very high with 112 out of 1000 infants (in Japan the rate is 8 out of 1000 infants) and one of the main causes of deaths is infectious diseases such as malaria. Therefore the campaign carries out supports such as delivering mosquito nets and school materials.

## Conducted preliminary survey

The campaign carried out the preliminary research for 2 weeks in Namitete district in Malawi. The survey aimed at revealing local people's malaria affection histories and awareness level towards malaria prevention methods.

## Love is Free Campaign special website

LFC launched campaign special website. It reports campaign progress and provides information on malaria and its prevalence situation in Malawi.

The campaign called for registration as campaign supporters and has issued regular online newsletter to the registered supporter twice a month. Also the campaign disseminated information on malaria through the mobile site corner called '10 seconds Africa' which aims to concisely introduce Africa.

See here for Love is Free Campaign special website

→<http://loveisfree.mudef.net/>

## First distribution of mosquito nets

In Feb. 2010, the campaign carried out the first distribution of mosquito nets. 500 mosquito nets, astronomical telescope and toys were handed to children at Consol Homes Orphan Care. At the same time of the distribution, survey on the awareness level towards the malaria prevention and medical check by health worker were also conducted. Also the follow-up survey was done to the recipients of the bed nets on its usage situation.



## Cooperation with companies/organizations

Various cooperating companies and organizations have given great support to the campaign. We have received donation from RICOH Co. Ltd.'s social action club 'FreeeWill' and Tsuburaya Productions Co., Ltd. and also received donation in kind from National Astronomical Observatory of Japan and Maruka Corporation.

The campaign also collaborated with chocolate shop 'vanilla sugar' and co-produced and sold 'Hoshizora no Chocolat'. Part of the sales profit were donated to the campaign. FULL THROTTLES Inc. and JAL Hotels also supported us through implementing campaigns using this 'Hoshizora no Chocolat'.

The donation through this product and supporting campaign will be utilized for the second distribution of mosquito nets.





# HOSHIZORA GUARDIANS

In Sep. 2009, MISIA and Ultraman formed Hoshizora Guardians.

In order to protect children on earth, Hoshizora Guardians disseminates messages on the current situation of world's children and raise awareness on Millennium Development Goals (MDGs) that intend to improve the living condition of people.

For more information on MDGs, see page 6.

## Ultraman became special supporter of Child AFRICA

Ultraman became special supporter of Child AFRICA. The Guardians tries to send messages about the environment surrounding world's children in a way that is plain and understandable to children.

### About Ultraman:

Ultraman is a hero serving for a cause of justice who has been highly popular both in Japan and abroad for more than 40 years since its debut in 1966.

Basic data are; Height: 40 meters, weight: 35,000 tons, age: about 20,000.

Using optical energy as the source of power, he fights against enemies that threaten peace on earth. His most powerful weapon is Specium Beam that is shot from his crisscrossed arms.

He is a member of Space Garrison of which head office is located on the Nebula M78 that is 3 million light-years from the earth. The Garrison fight against intruders and monsters that violate providence of the universe.

His dedication to protect peace on earth attracted much admiration and adoration by many people on earth.

He was once beaten and lost his life but miraculously made a comeback to preserve peace of the universe. He every now and then comes onto earth when in a crunch and saves many people's lives.



© TSUBURAYA PRODUCTIONS

## Launch of Hoshizora Guardians website

Hoshizora Guardians special website was released in Dec. 2009. On the website, various messages were disseminated in order to motivate people to take a look at and improve the living condition of children on earth. Special focus was put on introducing MDGs.

To visit the site, see here → <http://hoshizora.mudef.net/>



## Hoshizora Guardians Goods

Started sales of Hoshizora Guardians original goods in Mar 2009 on the online store 'Hoshizora Museum'. Part of the sales profit is donated to Hoshizora Guardians project.

For Hoshizora Museum, see below→

<http://hoshizora.mudef.net/museum/>



## Cooperation with International Year of Astronomy 2009

The project cooperated with International Year of Astronomy 2009 and delivered telescope to children in Mali in Apr. 2009 and also to children in Malawi in Feb 2010. Hoshizora Guardians will go hand in hand with 'Kimi mo Galileo' project that aims at generating interest on astronomy among children in developing countries.

For more information on International Year of Astronomy 2009, see → <http://www.astronomy2009.jp/>

## Millennium Development Goals:



In Sep. 2000 at UN Millennium Summit, 189 participating countries unanimously adopted 'Millennium Declaration'.

The declaration announced the determination that, at the dawn of the millennium, the international community unites and fights to 'create more peaceful, prosperous and just world' and 'eradicate poverty'.

MDGs was developed integrating this UN Millennium Declaration and several international development goals that are adopted in 1990's.

MDGs aims at achieving 8 specific numerical goals by 2015 such as halving world poverty.

**Goal1 : Eradicate extreme poverty and hunger**

**Goal2 : Achieve universal primary education**

**Goal3 : Promote gender equality and empower women**

**Goal4 : Reduce child mortality**

**Goal5 : Improve maternal health**

**Goal6 : Combat HIV/AIDS, malaria and other diseases**

**Goal7 : Ensure environmental sustainability**

**Goal8 : Develop a global partnership for development**

mudef carries out programs to support the achievement of those 8 goals.

Especially emphasis are put on goal2 'achieve universal primary education' and goal6 'combat HIV/AIDS, malaria and other diseases'.





## Visitation to Mali

We visited the Republic of Mali in Apr. 2009.

The purpose was to visit project site of UNICEF water and sanitation program which is supported by Volvic 1L for 10L and then to disseminate messages on the issue surrounding water in Africa and how access to clean and safe water can change children's lives.

### The Republic of Mali :



Mali is a land-locked country in west Africa.

Although the political situation is relatively stable, local people are facing harsh living condition. According to the Human Development Index (HDI) calculated by UNDP, Mali ranks 168 out of 179 countries (cf: Japan ranks 8) .

Also the national average rate of population that have access to clean and safe water remain 60% and in village the percentage registers only 48%.

This leads to prevalence of water-borne infectious diseases and parasitic diseases. 18% of under-five children's deaths are attributed to diarrheal illness (UNICEF, 2006) .

### PR activities

Event 'Art for Africa' was organized in addition to the media appearance in cooperation with JAL and JAL Hotels in order to disseminate the learning through the visitation.

For the report on visit, see→  
<http://ow.ly/3Q848>

### Experience through the visit



We inspected 5 villages and 3 schools during the visit and faced the reality that there are still many cases of diarrheal and parasitic diseases caused by unsanitary water. At the same time, the visit made us realize the interrelation of education and improvement of sanitation in a sense that hygiene education and training for water equipment management enable local communities to continuously obtain clean and safe water. Those learning were disseminated through various media and events.

### Aired documentary on JAL in-flight movie program

(Cooperation : JAL、Volvic '1L for 10L' program)

From Dec. 2009 to Jan. 2010, the documentary on the visit to Mali was aired on JAL in-flight movie program.

Throughout the film, the importance of clean and safe water and its impact on children's future were well depicted and described.

### Volvic 1L for 10L program

'1L for 10L' program is social activity of Volvic that aims at providing clean and safe water to local communities in Africa. In the program, part of the sales profit of Volvic is donated to UNICEF and with the fund UNICEF builds boreholes and maintain them for 10 years.



### Media coverage of visit to Mali

6 May 2009	TV asahi 'super morning'
2 Jul 2009	mono magazine
22 Jul 2009	Tarzan

(Art for& Cook for Africa)

17 Jul 2009	Nikkan Koku (air industry journal)
18 Jul 2009	Yomiuri Shimbun Kitakyushu
22 Jul 2009	Hotel Ryokan (hotel industry journal)
28 Jul 2009	Mainichi Shimbun Kitakyushu
15 Aug 2009	J-WAVE Kiss& Hug



## Event/PR

We have been conducting various PR activities in 2009 to inform the general public about the living situation of African children and problem around education in the world.

### Event

#### ● Talk session

On 15 Dec. 2009, held joint talk session with Waseda Institute for Global Health at Waseda University. In the session, board member MISIA and Mr. Mitsuo Shindo talked about their own works and experiences in social activities and sent messages to students.

#### ● Child AFRICA Panel Exhibition

(Cooperation: Shimiz Octo Inc., Tsuburaya Productions Co., Ltd.)



Utsukushi no Sato © Child AFRICA

Child AFRICA panel was exhibited at the events below.

'Utsukushi no sato-The Breaths of Glacier.'

Date : 18 -20 Dec. 2009

Venue : Tokyo Tower

'Oshogatsudayo! Ultraman Zenin Shugo!'

Date : 26 Dec. 2009- 3 Jan. 2010

Venue : Tokyo Dome City Prism Hall

※During the event "Oshogatu dayo! Ultraman zenin Shugo!" fundraising campaign was carried out and 76,715 JPY collected was donated to Child AFRICA.

### Mail Magazine

Issued semimonthly regular and extra mail magazine to registered subscribers. The number of the subscribers is 672 as of 15 Apr. 2010 and the number of mail magazines issued amounts to 43 (including extras). The mail magazine introduced the project updates and topics about Africa.

### Website

In 2009 we have continued enhancing the website for better information dissemination. Various contents were added not only to introduce our activities but also its background and situation surrounding children in Africa.



#### Contents added to the website

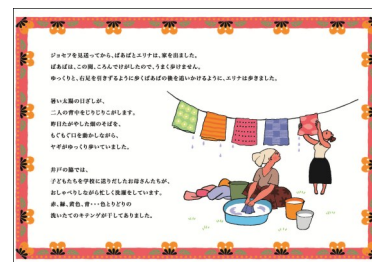
- Introduction to Child Friendly Schools
- Schools in Africa
- Malaria toll on African children
- Message from Africa
- English version of the website

### Online picture book 'From Village in Africa—Story of Elena'

Produced and released online book 'Picture book for Learning, Knowing, Thinking; From Village in Africa—Story of Elena' together with UNDP and 'Ugoku-Ugokasu'.

This book is produced to introduce the situation and problems that African children are facing.

For the picture book, see here→  
<http://www.undp.or.jp/mdgsafrica/>



a scene from 'From the Village of Africa'





## Support

In 2009 we have received a lot of support from many individuals and organizations. Those receiving was given forward to local communities in Africa.

### Child Friendly Project

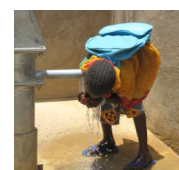
Since 2008, Child Friendly Project has been conducting fundraising campaign that supports UNICEF's program to promote Child Friendly Schools.

The raised **2,499,850JPY** was donated to UNICEF through the Japan Committee for UNICEF as of 2 Jul. 2009. This donation was utilized as a project expenditure of UNICEF's 'Basic Education and Gender Equality' project carried out in East Timor.

### Support to Water and sanitation project in Mali

Fundraising collection boxes were set at the event 'Art for Africa' at 3 hotels of JAL Hotels from 18 Jul. -31 Aug. 2009 (Special cooperation: JAL, JAL Hotels, Volvic '1ℓfor 10ℓ' program).

In total 276,270JPY was raised and donated to UNICEF's project that intends to improve water and sanitation in Mali.



### Love is Free Campaign

#### -Promotion of malaria prevention

500 mosquito nets were delivered to children in Malawi in Feb 2010. Together with bed nets, toys and telescope were handed to children.

For the detail of the project, see page 4.



### School fee support

Supported school fee for Emitewa, who we met at Magoso School in Kenya in 2007/2008. The contribution of 400,000JPY will be utilized for Emitewa's secondary school fee.

### Support from Individuals and organizations

In 2009 we have been receiving supports from various individuals and organizations. As well as donation, cooperation was done in the various forms such as putting website links and banners, introducing on blogs etc. Below are the list of corporations and organizations that gave us support in 2009.

For more information on support to us, see below

→ <http://mundef.net/contents/involved.html>

#### Supporting Corporations

JAL Hotels  
Shimizu Octo., Inc  
Tsuburaya Productions Co., Ltd.  
dmp inc.  
JAL  
FULL THROTTLES inc.  
DANONE WATERS OF JAPAN  
CHOCOLATE DESIGN  
Maruka Corporation  
RICOH Social Action Club FreeWill

#### Supporting Organizations

United Nations Development Programme (UNDP)  
National Astronomical Observatory of Japan  
Japan International Cooperation Agency (JICA)

# List of Activities in 2009

	Campaign	PR/Message	Support
April	☆Visit to the Republic of Mali		
May	☆Documentary on visit to Mali aired: TV asahi 'super morning' on 6 May	☆Website update 'Introduction to Child Friendly Schools' ☆Contributed article to website 'Linking Japan' ☆Released English website	
June	June	☆Article posted in the magazine 'SPURLUXE' ☆Website update 'Schools in Africa', 'Message from African children' ☆Article posted in 'Japan Times'	
July	☆Event 'Art for & Cook for Africa' held ☆Donated fund raised through Child Friendly Project in 2008 to UNICEF ☆Launched 'Love is Free Campaign' ☆Opened Love is Free Campaign special website ☆Started calling for campaign supporters ☆Started issuing newsletter for campaign supporters	☆send message to the campaign carried out by the Japan Committee for UNICEF	☆Donated fund raised through Child Friendly Project in 2008 to UNICEF  ☆Conduct fundraising campaign at the event 'Art for & Cook for Africa'
August	☆Ultraman became CA special supporter	☆Send message to JICA's event	☆Conducted fundraising campaign at the event 'Art for & Cook for Africa'
September	☆MISIA and Ultraman launched 'Hoshizora Guardians'		
October	☆Hoshizora Guardians special website opened	☆Released online book 'Picture book for Learning, Knowing, Thinking, From Village in Africa—Story of Elena'	☆Donated fund raised through 'Art for & Cook for Africa' to UNICEF
November	☆Started sales of 'Hoshizora no Chocolat'		☆Started sales of 'Hoshizora no Chocolat'
December	☆Documentary on the visit to Mali aired on JAL in-flight movie program ☆Renewed Hoshizora Guardians special website	☆Held joint talk session of MISIA and Mitsuo Shindo ☆Child AFRICA panel exhibited at the event 'Utsukushi no Sato- The Breath of Glacier' in Tokyo Tower ☆Child AFRICA panel exhibited at Ultraman featuring event	
January 2010			
February	☆Delivered 500 mosquito nets to children in Malawi	☆Posted article on event magazine BANZAI ☆Child AFRICA Twitter started	☆Delivered 500 mosquito nets to children in Malawi
March	☆Conducted follow up survey to mosquito net recipients ☆Sales of Hoshizora no Chocolat finished ☆Started sales of Hoshizora Guardian original goods	☆Report of the first distribution posted on the website	☆Sales of Hoshizora no Chocolat finished

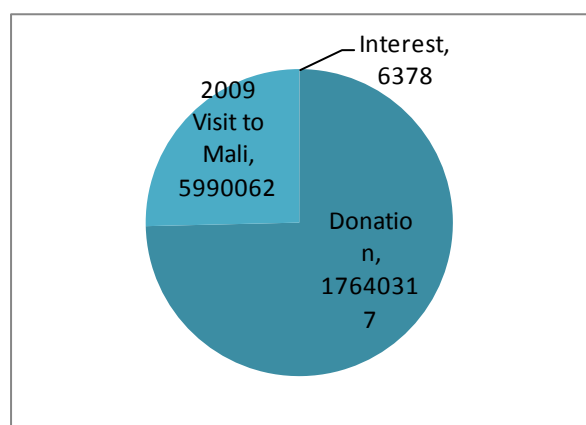
# Media Coverage

Below are the list of media coverage of activities in 2009.

- ⇒ 6 May. 2009 TV asahi '*super morning*' (Documentary on visit to Mali)
- ⇒ 2Jun. 2009 *SPURLUXE* (Introduction of MISIA's social action)
- ⇒ 26 Jun. 2009 *Japan Times* (MISIA's interview)
- ⇒ 2 Jul. 2009 *mono magazine* (visit to Mali)
- ⇒ 17 Jul. 2009 *Nikkan Koku* (air industry journal; event 'Art& Cook for Africa')
- ⇒ 18 Jul. 2009 *Yomiuri Shimbun Kitakyushu* (event 'Art for&Cook for Africa')
- ⇒ 22 Jul. 2009 *Tarzan* (visit to Mali)
- ⇒ 22 Jul. 2009 *Gekkan Hotel Ryokan* (hotel industry journal; event 'Art for &Cook for Africa')
- ⇒ 28 Jul. 2009 *Mainichi Newspaper* (event 'Art for &Cook for Africa')
- ⇒ 15 Aug. 2009 J-WAVE *Kiss&Hug* (event 'Art for &Cook for Africa')
- ⇒ Nov. 2009 *JICA's World* (Introduction of Nairobi bag)
- ⇒ 19 Dec. 2009 *Asahi Shimbun* (MISIA& Mitsuo Shindo talk show)
- ⇒ Jan. 2010 *Waseda Weekly* (MISIA& Mitsuo Shindo talk show, MISIA interview)
- ⇒ Feb. 2010 *Event magazine BANZAI* (Interview of Executive director Miki Nagashima)

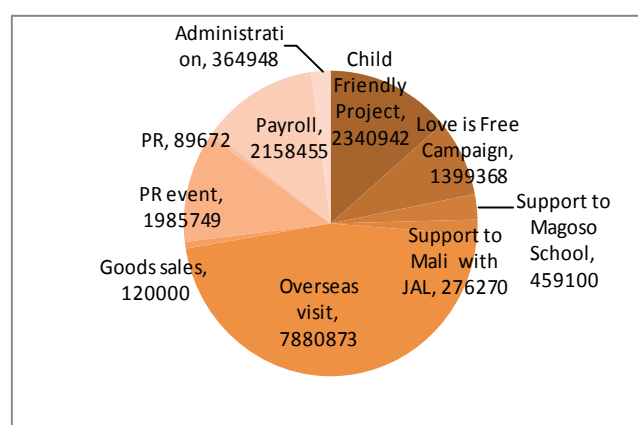
## Income and Expenditure report

**Income**



**Total : 23,636,757JPY**

**Expenditure**



**Total : 17,075,377JPY**



# Organization

Name :	Child AFRICA
Ambassador:	MISIA
President :	Mitsuo Shindo
Executive Director :	Miki Nagashima
Founded on :	Aug. 2008
Number of staff :	1 full-time staff
Special supporter :	Youssou N'Dour, Ultraman
Advisor :	Yoko Ishida (Board, International Development Centre of Japan) Yasushi Katsuma (Professor of Waseda University Graduate School, Head of Waseda Institute for Global Health) Kazuo Kuroda (Professor, Graduate School of Asia-Pacific Studies, Waseda University) Jinichi Matsumoto (Journalist, former member of Asahi Shimbun editorial board) National Federation of UNESCO Associations in Japan
Contact :	1-14-13, Jingumae, Shibuyaku, Tokyo, Japan #150-0001 TEL&FAX : 03-5414-7778

