

# Love is Free Campaign

## Project Progress Report 2009



### About the Campaign

Love is Free Campaign aims at supporting children in Malawi.

The campaign implements programs for better malaria prevention such as mosquito net distribution and education to spread necessary knowledge among local people so that they can protect themselves from the disease.

The campaign also intends to raise awareness among Japanese people on malaria problem in the developing countries.

The Republic of Malawi is a land-locked country in southern east Africa with the population of 13.2 million. The official languages are English and Chichewa.

The main industry is agriculture and 85% of its population engages in agriculture-related industry. Main exports are tea and tobacco.

In 2005, GDP per capita was USD156 and 52% of its population live under USD 0.32 per day. According to HDI (Human Development Index), Malawi ranks 164 out of 177 countries and is categorized as one of the 20 poorest countries in the world (UNDP



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### Background

This campaign was initiated with our encounter with Malawian girl Elena and Ms. Chapomba who runs Consol Homes Orphan Care, a local support center for HIV/AIDS orphans.

In November 2008, MISIA visited Malawi and met Elena. She lost her parents by AIDS-related illness and stayed with her grandmother in a tiny house. They were socially and economically vulnerable and helpless.

However, Elena was beginning to overcome the sorrow and sense of loss thanks to the support and warmth she could feel at Consol Homes Orphan Care.

At Elena's house, Ms. Chapomba told us the words that were unforgettable to us.

'Love is Free. Love is just there to share. It's not something to give or receive.'

This word gave us huge motivation to develop this campaign in order to support Elena, Ms. Chapomba and people who suffer malaria.



Ms. Chapomba (left) & Elena (right)

### Outline of the Campaign

Love is Free Campaign consists of 3 main line of activities.

#### ■ PR Activities

In 2009, the campaign placed much emphasis on on-line information dissemination.

The campaign special website was in order to provide information on the campaign and raise awareness on malaria problem in developing countries.

#### ■ Fundraising

The campaign raised fund for direct support to local communities. Organized PR project and developed donation product with partner companies. Also pledged donation to individuals and organizations.

#### ■ Direct support to local communities

With support from various individuals and organizations, the campaign implemented first distribution of mosquito nets in February 2010. The follow up survey was conducted to identify the degree of impact for malaria prevention.



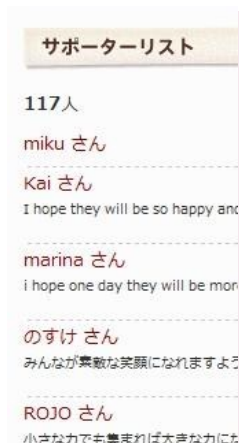
In 2009, campaign carried out various activities including field research in Malawi, opening of campaign special website and implementation of first mosquito net distribution to children in Malawi. Also fund was raised in cooperation with corporate partners



Elena's house. Mosquito come in through the hole in the roof and fly all over.



Conducted interviews with the local.



Campaign supporter list posted on the website

## Preliminary Survey

In March 2009, the campaign conducted a field preliminary survey on the malaria situation in Malawi. The research was commissioned to a Malawian local coordinator and carried out for 2 weeks in Namitete district where Consol Homes Orphan Care is located.

The survey collected information on the situation of malaria prevalence and the extent of local people's understanding on malaria prevention (i.e. the use of mosquito nets).

According to the survey result, in Namitete only 2 children sleep under mosquito nets and more than half of people have never discussed and thought about malaria prevention.

These collected data led us to the serious consideration and discussion on how to support the practice of and education on malaria prevention, and it eventually resulted in the implementation of first mosquito net distribution.

## PR through Campaign Special Website

### ■ launch of campaign special website

The campaign special website was launched in July 2009 in the aim to publicize the campaign itself and raise awareness on the malaria problem.

The campaign special website widely disseminates information i.e. background of Love is Free Campaign, its activities and updates as well as the detailed information on malaria situation in the developing countries.

The website also introduces Consol

Homes Orphan Care which the campaign supports and activities of Japanese Overseas Cooperation Volunteers who worked at Consol Homes.

For Love is Free Campaign special website, see→

<http://loveisfree.mudef.net/>

In addition, a webpage 'Malaria Toll on Children' which introduces the detailed information on the impact of malaria on African children's life was added to Child AFRICA website.

### ■ Mobile site

The campaign page was opened in Child AFRICA mobile site.

A corner called '10 second Africa' also introduced the objective of the campaign and its activities.

The corner is set up on the concept of '10-seconds lesson on Africa' and introduced information on unknown reality and trivia on Africa and malaria.



Top page of the Love is Free Campaign special website

### ■ Campaign supporter registration

Love is Free Campaign has been pledging people to register as a campaign supporter. Registration can be done for free by a simple step to enter nickname and message (optional) on the campaign special site. The nickname registered is listed on the webpage.

The supporters receive mail magazine twice a month that introduces the update of activities and information on malaria.

As of May 13th 2010, the number of campaign supporters reached 117. We will continue to pledge more people to support the cause of the campaign through registration.

Handed 500 mosquito nets to children in CONsol Homes Orphan Care. Also carried out a lecture on the right use of bed nets and other Malaria prevention method.



Conducted a lecture on the right use of bed nets



Handed telescope provided by National Astronomical Observatory of Japan



Toys were provided by Maruka Corporation



Hoshizora no Chocolat

## First practice of mosquito net distribution

The first mosquito net distribution was carried out in Feb. 2010. 500 bed nets were provided to children in Consol Homes Orphan Care. Additionally, telescopes and toys were handed to kids there. The purchase, provision and transportation of bed nets and other goods were enabled under the cooperation of RICOH FreeWill club, TSUBURAYA PRODUCTION, Maruka Corporation and National Astronomical Observatory of Japan.

Mosquito nets were handed to each child by Child AFRICA staff and at the same time a lecture on the right use of mosquito nets and malaria preven-

tion method was conducted with the support of the local coordinator.

In addition, the campaign carried out interviews and medical check to find out the awareness level on malaria and the present health condition of local people. The result is going to feed useful information in the next plan for more effective support.

A follow-up survey is planned in order to find out if children are able to use bed nets correctly and also to evaluate the impact on malaria prevalence after the distribution.

## Collaboration with corporate partners

### ■ Co-development of original chocolate 'Hoshizora no Chocolat'

The campaign co-developed a original chocolate called 'Hoshizora no Chocolat' with the chocolate shop 'vanilla sugar', whose concept is to make women happy by chocolate. The sales was started in Nov. 2009 and 35 JPY per one package is donated to the campaign.

This original chocolate was developed based on the result of questionnaire

which was conducted at the MISIA's live concert 'Hoshizora no Etude Just Ballade' on 7 Jul. 2009.

The chocolate was sold until 31 Mar. 2010 and the number of mosquito net that can be purchased through the donation reached as much as 1500.

For more information on vanilla sugar, see → <http://www.vanillasugar.jp/>

### ■ JAL Hotels: LFC Support Accommodation Plan

From 1 Dec. to 27 2009, JAL Hotels Co., Ltd implemented a special accommodation plan called 'Love is Free- let's make the world happier with chocolate' at the 6 hotels that the company owned.

In the plan, the price of 4 packs of Hoshizora no Chocolat was included in the accommodation charge and 300 JPY per customer was donated to the campaign.

The plan was favored as it can give Christmas gift to children in Africa as well.

### ■ SWEET W: LFC Support Campaign

A wedding Salon 'SWEET W' also backed us up through its 'Love is Free Support Campaign'.

During the campaign period, 'SWEET W' purchased Hoshizora no Chocolat and gifted them to customers visiting 'Beauty Bride Harajuku Salon'. The salon also dealt the chocolate as wedding favor and gift. Donation was made to the campaign based on the number of chocolate that the salon purchased.

For more information on JAL hotels Love is Free Support Accommodation plan, see here → <http://jalhotels.jp/mediaroom.com/index.php?s=43&item=47>

Click here for more information on SWEET W → <http://www.sweet-w.com/> (Special webpage for the campaign has closed)





## Finance

Currency: JPY/ 1USD=93 JPY

Description	Unit price	No.	Subtotal(JPY)	Notes
<b>Revenue(B)</b>			<b>3,011,410</b>	
Donation from Rhythmedia Inc.	1,811,410	1	1,811,410	Income from charity auction
Donation from Ricoh FreeWill Club	200,000	1	200,000	
Donation from Tsuburaya Productions Co., Ltd.	1,000,000	1	1,000,000	
<b>Expenses(A)</b>			<b>1,094,171</b>	
Purchase of mosquito nets	1,151	500	575,391	Including transportation from Tanzania to Malawi and custom clearance fee
Transportation, accommodation and meals of Child AFRICA staff	367,469	1	367,469	
Fee for a local coordinator	151,311	1	151,311	For translation, coordination and follow up research, etc
<b>Grand Total (C) =(B)-(A)</b>			<b>1,917,239</b>	c/f to the next distribution practice

## Plan Forward

The campaign will continue the PR activities to further raise awareness on the malaria problem and also carry on the direct support to local communities.

We will develop a strategic plan based on the follow-up survey report of the first bed net distribution for more ef-

fectiveness in the second distribution practice.

The second distribution is planned to take place in the autumn 2010.