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**Return of Private Foundation  
or Section 4947(a)(1) Nonexempt Charitable Trust  
Treated as a Private Foundation**

**2011**

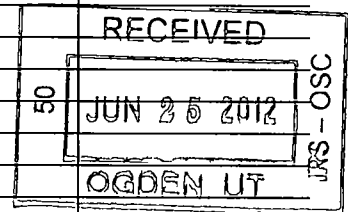
Department of the Treasury  
Internal Revenue Service

Note. The foundation may be able to use a copy of this return to satisfy state reporting requirements.

For calendar year 2011 or tax year beginning \_\_\_\_\_, and ending \_\_\_\_\_

Name of foundation <b>MAKEYOURSELF FOUNDATION C/O PROVIDENT FNCL MGMT</b>		A Employer identification number <b>47-0921336</b>
Number and street (or P O box number if mail is not delivered to street address) <b>2850 OCEAN PARK BLVD.</b>	Room/suite <b>300</b>	B Telephone number <b>310 282-0477</b>
City or town, state, and ZIP code <b>SANTA MONICA, CA 90405</b>		C If exemption application is pending, check here <input type="checkbox"/>
G Check all that apply: <input type="checkbox"/> Initial return <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Address change <input type="checkbox"/> Name change		D 1. Foreign organizations, check here <input type="checkbox"/> Foreign organizations meeting the 85% test, 2. check here and attach computation <input type="checkbox"/>
H Check type of organization: <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation		E If private foundation status was terminated under section 507(b)(1)(A), check here <input type="checkbox"/>
I Fair market value of all assets at end of year (from Part II, col. (c), line 16) ▶ \$ <b>103,423.</b>	J Accounting method: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____	F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here <input type="checkbox"/>

Part I Analysis of Revenue and Expenses <small>(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a))</small>	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
<b>1</b> Contributions, gifts, grants, etc., received	7,270.			
<b>2</b> Check <input type="checkbox"/> if the foundation is not required to attach Sch B				
<b>3</b> Interest on savings and temporary cash investments	3.	3.		<b>STATEMENT 1</b>
<b>4</b> Dividends and interest from securities				
<b>5a</b> Gross rents				
<b>b</b> Net rental income or (loss)				
<b>6a</b> Net gain or (loss) from sale of assets not on line 10				
<b>b</b> Gross sales price for all assets on line 6a				
<b>7</b> Capital gain net income (from Part IV, line 2)		0.		
<b>8</b> Net short-term capital gain				
<b>9</b> Income modifications				
<b>10a</b> Gross sales less returns and allowances				
<b>b</b> Less Cost of goods sold				
<b>c</b> Gross profit or (loss)				
<b>11</b> Other income	145,459.	0.	145,459.	<b>STATEMENT 2</b>
<b>12 Total.</b> Add lines 1 through 11	152,732.	3.	145,459.	
<b>13</b> Compensation of officers, directors, trustees, etc	0.	0.	0.	0.
<b>14</b> Other employee salaries and wages				
<b>15</b> Pension plans, employee benefits				
<b>16a</b> Legal fees				
<b>b</b> Accounting fees				
<b>c</b> Other professional fees <b>STMT 3</b>	23,324.	0.	0.	0.
<b>17</b> Interest				
<b>18</b> Taxes <b>STMT 4</b>	35.	0.	0.	0.
<b>19</b> Depreciation and depletion				
<b>20</b> Occupancy				
<b>21</b> Travel, conferences, and meetings	11,443.	0.	0.	0.
<b>22</b> Printing and publications				
<b>23</b> Other expenses <b>STMT 5</b>	67,679.	0.	0.	0.
<b>24 Total operating and administrative expenses.</b> Add lines 13 through 23	102,481.	0.	0.	0.
<b>25</b> Contributions, gifts, grants paid	10,127.			10,127.
<b>26 Total expenses and disbursements.</b> Add lines 24 and 25	112,608.	0.	0.	10,127.
<b>27 Subtract line 26 from line 12:</b>				
<b>a</b> Excess of revenue over expenses and disbursements	40,124.			
<b>b Net investment income</b> (if negative, enter -0-)		3.		
<b>c Adjusted net income</b> (if negative, enter -0-)			145,459.	



SCANNED JUL 09 2012 Revenue

Operating and Administrative Expenses

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<b>Part II Balance Sheets</b> <small>Attached schedules and amounts in the description column should be for end-of-year amounts only</small>		Beginning of year	End of year	
		(a) Book Value	(b) Book Value	(c) Fair Market Value
<b>Assets</b>	1 Cash - non-interest-bearing	40,687.	102,919.	102,919.
	2 Savings and temporary cash investments	24,501.	504.	504.
	3 Accounts receivable ▶ Less: allowance for doubtful accounts ▶			
	4 Pledges receivable ▶ Less: allowance for doubtful accounts ▶			
	5 Grants receivable			
	6 Receivables due from officers, directors, trustees, and other disqualified persons			
	7 Other notes and loans receivable ▶ Less: allowance for doubtful accounts ▶			
	8 Inventories for sale or use			
	9 Prepaid expenses and deferred charges			
	10a Investments - U.S. and state government obligations			
	b Investments - corporate stock			
	c Investments - corporate bonds			
	11 Investments - land, buildings, and equipment basis ▶ Less accumulated depreciation ▶			
	12 Investments - mortgage loans			
	13 Investments - other			
14 Land, buildings, and equipment; basis ▶ Less accumulated depreciation ▶				
15 Other assets (describe ▶ _____)				
<b>16 Total assets (to be completed by all filers)</b>	<b>65,188.</b>	<b>103,423.</b>	<b>103,423.</b>	
<b>Liabilities</b>	17 Accounts payable and accrued expenses			
	18 Grants payable			
	19 Deferred revenue			
	20 Loans from officers, directors, trustees, and other disqualified persons			
	21 Mortgages and other notes payable			
	22 Other liabilities (describe ▶ _____)	300.	0.	
<b>23 Total liabilities (add lines 17 through 22)</b>	<b>300.</b>	<b>0.</b>		
<b>Net Assets or Fund Balances</b>	<b>Foundations that follow SFAS 117, check here</b> ▶ <input type="checkbox"/>		<b>and complete lines 24 through 26 and lines 30 and 31.</b>	
	24 Unrestricted			
	25 Temporarily restricted			
	26 Permanently restricted			
	<b>Foundations that do not follow SFAS 117, check here</b> ▶ <input checked="" type="checkbox"/>		<b>and complete lines 27 through 31.</b>	
	27 Capital stock, trust principal, or current funds	0.	0.	
	28 Paid-in or capital surplus, or land, bldg., and equipment fund	0.	0.	
	29 Retained earnings, accumulated income, endowment, or other funds	64,888.	103,423.	
<b>30 Total net assets or fund balances</b>	<b>64,888.</b>	<b>103,423.</b>		
<b>31 Total liabilities and net assets/fund balances</b>	<b>65,188.</b>	<b>103,423.</b>		

**Part III Analysis of Changes in Net Assets or Fund Balances**

1 Total net assets or fund balances at beginning of year - Part II, column (a), line 30 (must agree with end-of-year figure reported on prior year's return)	1	64,888.
2 Enter amount from Part I, line 27a	2	40,124.
3 Other increases not included in line 2 (itemize) ▶ <b>FEDERAL TAX REFUND</b>	3	1.
4 Add lines 1, 2, and 3	4	105,013.
5 Decreases not included in line 2 (itemize) ▶ <b>NONDEDUCTIBLE PORTION OF CONTRIBUTION</b>	5	1,590.
6 Total net assets or fund balances at end of year (line 4 minus line 5) - Part II, column (b), line 30	6	103,423.

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**Part IV Capital Gains and Losses for Tax on Investment Income**

<b>(a)</b> List and describe the kind(s) of property sold (e.g., real estate, 2-story brick warehouse; or common stock, 200 shs. MLC Co.)	<b>(b)</b> How acquired P - Purchase D - Donation	<b>(c)</b> Date acquired (mo., day, yr.)	<b>(d)</b> Date sold (mo., day, yr.)
<b>1a</b>			
<b>b</b>	<b>NONE</b>		
<b>c</b>			
<b>d</b>			
<b>e</b>			
<b>(e)</b> Gross sales price	<b>(f)</b> Depreciation allowed (or allowable)	<b>(g)</b> Cost or other basis plus expense of sale	<b>(h)</b> Gain or (loss) (e) plus (f) minus (g)
<b>a</b>			
<b>b</b>			
<b>c</b>			
<b>d</b>			
<b>e</b>			
Complete only for assets showing gain in column (h) and owned by the foundation on 12/31/69			<b>(l)</b> Gains (Col. (h) gain minus col. (k), but not less than -0-) or Losses (from col. (h))
<b>(i)</b> F.M.V. as of 12/31/69	<b>(j)</b> Adjusted basis as of 12/31/69	<b>(k)</b> Excess of col. (i) over col. (j), if any	
<b>a</b>			
<b>b</b>			
<b>c</b>			
<b>d</b>			
<b>e</b>			
<b>2</b> Capital gain net income or (net capital loss)	{ If gain, also enter in Part I, line 7 If (loss), enter -0- in Part I, line 7             }	2	
<b>3</b> Net short-term capital gain or (loss) as defined in sections 1222(5) and (6): If gain, also enter in Part I, line 8, column (c). If (loss), enter -0- in Part I, line 8			3

**Part V Qualification Under Section 4940(e) for Reduced Tax on Net Investment Income**

(For optional use by domestic private foundations subject to the section 4940(a) tax on net investment income.)

If section 4940(d)(2) applies, leave this part blank.

Was the foundation liable for the section 4942 tax on the distributable amount of any year in the base period?  Yes  No

If "Yes," the foundation does not qualify under section 4940(e). Do not complete this part.

**1** Enter the appropriate amount in each column for each year; see instructions before making any entries.

(a) Base period years Calendar year (or tax year beginning in)	(b) Adjusted qualifying distributions	(c) Net value of noncharitable-use assets	(d) Distribution ratio (col. (b) divided by col. (c))
2010	136,000.	71,967.	1.889755
2009	62,500.	88,985.	.702366
2008	137,176.	129,255.	1.061282
2007	96,000.	208,740.	.459902
2006	8,500.	42,427.	.200344
<b>2</b> Total of line 1, column (d)			2 4.313649
<b>3</b> Average distribution ratio for the 5-year base period - divide the total on line 2 by 5, or by the number of years the foundation has been in existence if less than 5 years			3 .862730
<b>4</b> Enter the net value of noncharitable-use assets for 2011 from Part X, line 5			4 53,340.
<b>5</b> Multiply line 4 by line 3			5 46,018.
<b>6</b> Enter 1% of net investment income (1% of Part I, line 27b)			6 0.
<b>7</b> Add lines 5 and 6			7 46,018.
<b>8</b> Enter qualifying distributions from Part XII, line 4			8 10,127.

If line 8 is equal to or greater than line 7, check the box in Part VI, line 1b, and complete that part using a 1% tax rate. See the Part VI instructions.

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**Part VI Excise Tax Based on Investment Income (Section 4940(a), 4940(b), 4940(e), or 4948 - see instructions)**

<p>1a Exempt operating foundations described in section 4940(d)(2), check here <input type="checkbox"/> and enter "N/A" on line 1. Date of ruling or determination letter: _____ (attach copy of letter if necessary-see instructions)</p> <p>b Domestic foundations that meet the section 4940(e) requirements in Part V, check here <input type="checkbox"/> and enter 1% of Part I, line 27b</p> <p>c All other domestic foundations enter 2% of line 27b. Exempt foreign organizations enter 4% of Part I, line 12, col. (b).</p>	1	0.
2 Tax under section 511 (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)	2	0.
3 Add lines 1 and 2	3	0.
4 Subtitle A (income) tax (domestic section 4947(a)(1) trusts and taxable foundations only. Others enter -0-)	4	0.
5 Tax based on investment income. Subtract line 4 from line 3. If zero or less, enter -0-	5	0.
6 Credits/Payments:		
a 2011 estimated tax payments and 2010 overpayment credited to 2011	6a	
b Exempt foreign organizations - tax withheld at source	6b	
c Tax paid with application for extension of time to file (Form 8868)	6c	
d Backup withholding erroneously withheld	6d	
7 Total credits and payments. Add lines 6a through 6d	7	0.
8 Enter any penalty for underpayment of estimated tax. Check here <input type="checkbox"/> if Form 2220 is attached	8	
9 Tax due. If the total of lines 5 and 8 is more than line 7, enter amount owed	9	0.
10 Overpayment. If line 7 is more than the total of lines 5 and 8, enter the amount overpaid	10	
11 Enter the amount of line 10 to be: Credited to 2012 estimated tax <input type="checkbox"/> Refunded <input type="checkbox"/>	11	

**Part VII-A Statements Regarding Activities**

		Yes	No
1a During the tax year, did the foundation attempt to influence any national, state, or local legislation or did it participate or intervene in any political campaign?	1a		X
b Did it spend more than \$100 during the year (either directly or indirectly) for political purposes (see instructions for definition)? <i>If the answer is "Yes" to 1a or 1b, attach a detailed description of the activities and copies of any materials published or distributed by the foundation in connection with the activities.</i>	1b		X
c Did the foundation file Form 1120-POL for this year?	1c		X
d Enter the amount (if any) of tax on political expenditures (section 4955) imposed during the year: (1) On the foundation. ► \$ 0. (2) On foundation managers. ► \$ 0.			
e Enter the reimbursement (if any) paid by the foundation during the year for political expenditure tax imposed on foundation managers. ► \$ 0.			
2 Has the foundation engaged in any activities that have not previously been reported to the IRS? <i>If "Yes," attach a detailed description of the activities.</i>	2		X
3 Has the foundation made any changes, not previously reported to the IRS, in its governing instrument, articles of incorporation, or bylaws, or other similar instruments? <i>If "Yes," attach a conformed copy of the changes</i>	3		X
4a Did the foundation have unrelated business gross income of \$1,000 or more during the year?	4a		X
b If "Yes," has it filed a tax return on Form 990-T for this year?	4b		
5 Was there a liquidation, termination, dissolution, or substantial contraction during the year? <i>If "Yes," attach the statement required by General Instruction T.</i>	5		X
6 Are the requirements of section 508(e) (relating to sections 4941 through 4945) satisfied either: • By language in the governing instrument, or • By state legislation that effectively amends the governing instrument so that no mandatory directions that conflict with the state law remain in the governing instrument?	6		X
7 Did the foundation have at least \$5,000 in assets at any time during the year? <i>If "Yes," complete Part II, col. (c), and Part XV.</i>	7	X	
8a Enter the states to which the foundation reports or with which it is registered (see instructions) ► <u>CA</u>			
b If the answer is "Yes" to line 7, has the foundation furnished a copy of Form 990-PF to the Attorney General (or designate) of each state as required by General Instruction G? <i>If "No," attach explanation</i>	8b	X	
9 Is the foundation claiming status as a private operating foundation within the meaning of section 4942(j)(3) or 4942(j)(5) for calendar year 2011 or the taxable year beginning in 2011 (see instructions for Part XIV)? <i>If "Yes," complete Part XIV</i>	9		X
10 Did any persons become substantial contributors during the tax year? <i>If "Yes," attach a schedule listing their names and addresses</i>	10		X

N/A

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**Part VII-A Statements Regarding Activities** (continued)

<p>11 At any time during the year, did the foundation, directly or indirectly, own a controlled entity within the meaning of section 512(b)(13)? If "Yes," attach schedule (see instructions)</p>	11		X
<p>12 Did the foundation make a distribution to a donor advised fund over which the foundation or a disqualified person had advisory privileges? If "Yes," attach statement (see instructions)</p>	12		X
<p>13 Did the foundation comply with the public inspection requirements for its annual returns and exemption application? Website address ► <u>WWW.MAKEYOURSELFFOUNDATION.ORG</u></p>	13	X	
<p>14 The books are in care of ► <u>PROVIDENT FINANCIAL MANAGEMENT</u> Telephone no. ► <u>310 282 0477</u> Located at ► <u>PO BOX 4084, SANTA MONICA, CA</u> ZIP+4 ► <u>90411-4084</u></p>			
<p>15 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-PF in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the year</p>	15	N/A	
<p>16 At any time during calendar year 2011, did the foundation have an interest in or a signature or other authority over a bank, securities, or other financial account in a foreign country? See the instructions for exceptions and filing requirements for Form TD F 90-22.1. If "Yes," enter the name of the foreign country ►</p>	16	Yes	No X

**Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required**

File Form 4720 if any item is checked in the "Yes" column, unless an exception applies.

			Yes	No
<p>1a During the year did the foundation (either directly or indirectly):</p> <p>(1) Engage in the sale or exchange, or leasing of property with a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>(2) Borrow money from, lend money to, or otherwise extend credit to (or accept it from) a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>(3) Furnish goods, services, or facilities to (or accept them from) a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>(4) Pay compensation to, or pay or reimburse the expenses of, a disqualified person? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>(5) Transfer any income or assets to a disqualified person (or make any of either available for the benefit or use of a disqualified person)? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>(6) Agree to pay money or property to a government official? (Exception. Check "No" if the foundation agreed to make a grant to or to employ the official for a period after termination of government service, if terminating within 90 days.) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>				
<p>b If any answer is "Yes" to 1a(1)-(6), did any of the acts fail to qualify under the exceptions described in Regulations section 53.4941(d)-3 or in a current notice regarding disaster assistance (see instructions)? Organizations relying on a current notice regarding disaster assistance check here</p>	1b	N/A		
<p>c Did the foundation engage in a prior year in any of the acts described in 1a, other than excepted acts, that were not corrected before the first day of the tax year beginning in 2011?</p>	1c			X
<p>2 Taxes on failure to distribute income (section 4942) (does not apply for years the foundation was a private operating foundation defined in section 4942(j)(3) or 4942(j)(5)):</p> <p>a At the end of tax year 2011, did the foundation have any undistributed income (lines 6d and 6e, Part XIII) for tax year(s) beginning before 2011? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," list the years ► _____, _____, _____, _____</p>				
<p>b Are there any years listed in 2a for which the foundation is not applying the provisions of section 4942(a)(2) (relating to incorrect valuation of assets) to the year's undistributed income? (If applying section 4942(a)(2) to all years listed, answer "No" and attach statement - see instructions.)</p>	2b	N/A		
<p>c If the provisions of section 4942(a)(2) are being applied to any of the years listed in 2a, list the years here. ► _____, _____, _____, _____</p>				
<p>3a Did the foundation hold more than a 2% direct or indirect interest in any business enterprise at any time during the year? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>				
<p>b If "Yes," did it have excess business holdings in 2011 as a result of (1) any purchase by the foundation or disqualified persons after May 26, 1969; (2) the lapse of the 5-year period (or longer period approved by the Commissioner under section 4943(c)(7)) to dispose of holdings acquired by gift or bequest; or (3) the lapse of the 10-, 15-, or 20-year first phase holding period? (Use Schedule C, Form 4720, to determine if the foundation had excess business holdings in 2011.)</p>	3b	N/A		
<p>4a Did the foundation invest during the year any amount in a manner that would jeopardize its charitable purposes?</p>	4a			X
<p>b Did the foundation make any investment in a prior year (but after December 31, 1969) that could jeopardize its charitable purpose that had not been removed from jeopardy before the first day of the tax year beginning in 2011?</p>	4b			X

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**Part VII-B Statements Regarding Activities for Which Form 4720 May Be Required** (continued)

5a During the year did the foundation pay or incur any amount to:

(1) Carry on propaganda, or otherwise attempt to influence legislation (section 4945(e))?  Yes  No

(2) Influence the outcome of any specific public election (see section 4955); or to carry on, directly or indirectly, any voter registration drive?  Yes  No

(3) Provide a grant to an individual for travel, study, or other similar purposes?  Yes  No

(4) Provide a grant to an organization other than a charitable, etc., organization described in section 509(a)(1), (2), or (3), or section 4940(d)(2)?  Yes  No

(5) Provide for any purpose other than religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals?  Yes  No

b If any answer is "Yes" to 5a(1)-(5), did any of the transactions fail to qualify under the exceptions described in Regulations section 53.4945 or in a current notice regarding disaster assistance (see instructions)?  Yes  No  
Organizations relying on a current notice regarding disaster assistance check here

c If the answer is "Yes" to question 5a(4), does the foundation claim exemption from the tax because it maintained expenditure responsibility for the grant?  Yes  No  
If "Yes," attach the statement required by Regulations section 53.4945-5(d).

6a Did the foundation, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  Yes  No

b Did the foundation, during the year, pay premiums, directly or indirectly, on a personal benefit contract?  Yes  No  
If "Yes" to 6b, file Form 8870.

7a At any time during the tax year, was the foundation a party to a prohibited tax shelter transaction?  Yes  No

b If "Yes," did the foundation receive any proceeds or have any net income attributable to the transaction?  Yes  No  N/A

**Part VIII Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors**

**1 List all officers, directors, trustees, foundation managers and their compensation.**

(a) Name and address	(b) Title, and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
MICHAEL EINZIGER PO BOX 4084 SANTA MONICA, CA 904114084	CHIEF EXECUTIVE OFFICER	0.00	0.	0.
BRANDON BOYD PO BOX 4084 SANTA MONICA, CA 904114084	SECRETARY	0.00	0.	0.
JOSE PASILLAS PO BOX 4084 SANTA MONICA, CA 904114084	CHIEF FINANCIAL OFFICER	0.00	0.	0.

**2 Compensation of five highest-paid employees (other than those included on line 1). If none, enter "NONE."**

(a) Name and address of each employee paid more than \$50,000	(b) Title, and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans and deferred compensation	(e) Expense account, other allowances
NONE				

Total number of other employees paid over \$50,000  0

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**Part VIII** Information About Officers, Directors, Trustees, Foundation Managers, Highly Paid Employees, and Contractors *(continued)*

**3** Five highest-paid independent contractors for professional services. If none, enter "NONE."

(a) Name and address of each person paid more than \$50,000	(b) Type of service	(c) Compensation
NONE		

Total number of others receiving over \$50,000 for professional services ▶ 0

**Part IX-A** Summary of Direct Charitable Activities

List the foundation's four largest direct charitable activities during the tax year. Include relevant statistical information such as the number of organizations and other beneficiaries served, conferences convened, research papers produced, etc.

	Expenses
1 N/A	
2	
3	
4	

**Part IX-B** Summary of Program-Related Investments

Describe the two largest program-related investments made by the foundation during the tax year on lines 1 and 2.

	Amount
1 N/A	
2	
3 All other program-related investments. See instructions.	
<b>Total.</b> Add lines 1 through 3 <span style="float: right;">▶</span>	<b>0.</b>

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**Part X Minimum Investment Return** (All domestic foundations must complete this part. Foreign foundations, see instructions.)

<b>1</b> Fair market value of assets not used (or held for use) directly in carrying out charitable, etc., purposes:		
<b>a</b> Average monthly fair market value of securities	<b>1a</b>	17,503.
<b>b</b> Average of monthly cash balances	<b>1b</b>	36,649.
<b>c</b> Fair market value of all other assets	<b>1c</b>	
<b>d</b> Total (add lines 1a, b, and c)	<b>1d</b>	54,152.
<b>e</b> Reduction claimed for blockage or other factors reported on lines 1a and 1c (attach detailed explanation)	<b>1e</b>	0.
<b>2</b> Acquisition indebtedness applicable to line 1 assets	<b>2</b>	0.
<b>3</b> Subtract line 2 from line 1d	<b>3</b>	54,152.
<b>4</b> Cash deemed held for charitable activities. Enter 1 1/2% of line 3 (for greater amount, see instructions)	<b>4</b>	812.
<b>5</b> Net value of noncharitable-use assets. Subtract line 4 from line 3. Enter here and on Part V, line 4	<b>5</b>	53,340.
<b>6</b> Minimum investment return. Enter 5% of line 5	<b>6</b>	2,667.

**Part XI Distributable Amount** (see instructions) (Section 4942(j)(3) and (j)(5) private operating foundations and certain foreign organizations check here  and do not complete this part.)

<b>1</b> Minimum investment return from Part X, line 6	<b>1</b>	2,667.
<b>2a</b> Tax on investment income for 2011 from Part VI, line 5	<b>2a</b>	
<b>b</b> Income tax for 2011. (This does not include the tax from Part VI.)	<b>2b</b>	
<b>c</b> Add lines 2a and 2b	<b>2c</b>	0.
<b>3</b> Distributable amount before adjustments. Subtract line 2c from line 1	<b>3</b>	2,667.
<b>4</b> Recoveries of amounts treated as qualifying distributions	<b>4</b>	0.
<b>5</b> Add lines 3 and 4	<b>5</b>	2,667.
<b>6</b> Deduction from distributable amount (see instructions)	<b>6</b>	0.
<b>7</b> Distributable amount as adjusted. Subtract line 6 from line 5. Enter here and on Part XIII, line 1	<b>7</b>	2,667.

**Part XII Qualifying Distributions** (see instructions)

<b>1</b> Amounts paid (including administrative expenses) to accomplish charitable, etc., purposes:		
<b>a</b> Expenses, contributions, gifts, etc. - total from Part I, column (d), line 26	<b>1a</b>	10,127.
<b>b</b> Program-related investments - total from Part IX-B	<b>1b</b>	0.
<b>2</b> Amounts paid to acquire assets used (or held for use) directly in carrying out charitable, etc., purposes	<b>2</b>	
<b>3</b> Amounts set aside for specific charitable projects that satisfy the:		
<b>a</b> Suitability test (prior IRS approval required)	<b>3a</b>	
<b>b</b> Cash distribution test (attach the required schedule)	<b>3b</b>	
<b>4</b> Qualifying distributions. Add lines 1a through 3b. Enter here and on Part V, line 8, and Part XIII, line 4	<b>4</b>	10,127.
<b>5</b> Foundations that qualify under section 4940(e) for the reduced rate of tax on net investment income. Enter 1% of Part I, line 27b	<b>5</b>	0.
<b>6</b> Adjusted qualifying distributions. Subtract line 5 from line 4	<b>6</b>	10,127.

**Note.** The amount on line 6 will be used in Part V, column (b), in subsequent years when calculating whether the foundation qualifies for the section 4940(e) reduction of tax in those years.

**Part XIII Undistributed Income** (see instructions)

	(a) Corpus	(b) Years prior to 2010	(c) 2010	(d) 2011
1 Distributable amount for 2011 from Part XI, line 7				2,667.
2 Undistributed income, if any, as of the end of 2011				
a Enter amount for 2010 only			0.	
b Total for prior years:		0.		
3 Excess distributions carryover, if any, to 2011:				
a From 2006	6,418.			
b From 2007	85,718.			
c From 2008	130,761.			
d From 2009	58,052.			
e From 2010	132,402.			
f Total of lines 3a through e	413,351.			
4 Qualifying distributions for 2011 from Part XII, line 4: ▶ \$ 10,127.				
a Applied to 2010, but not more than line 2a			0.	
b Applied to undistributed income of prior years (Election required - see instructions)		0.		
c Treated as distributions out of corpus (Election required - see instructions)	0.			
d Applied to 2011 distributable amount				2,667.
e Remaining amount distributed out of corpus	7,460.			
5 Excess distributions carryover applied to 2011 (If an amount appears in column (d), the same amount must be shown in column (a))	0.			0.
6 Enter the net total of each column as indicated below:				
a Corpus Add lines 3f, 4c, and 4e Subtract line 5	420,811.			
b Prior years' undistributed income. Subtract line 4b from line 2b		0.		
c Enter the amount of prior years' undistributed income for which a notice of deficiency has been issued, or on which the section 4942(a) tax has been previously assessed		0.		
d Subtract line 6c from line 6b. Taxable amount - see instructions		0.		
e Undistributed income for 2010. Subtract line 4a from line 2a. Taxable amount - see instr.			0.	
f Undistributed income for 2011. Subtract lines 4d and 5 from line 1. This amount must be distributed in 2012				0.
7 Amounts treated as distributions out of corpus to satisfy requirements imposed by section 170(b)(1)(F) or 4942(g)(3)	0.			
8 Excess distributions carryover from 2006 not applied on line 5 or line 7	6,418.			
9 Excess distributions carryover to 2012. Subtract lines 7 and 8 from line 6a	414,393.			
10 Analysis of line 9:				
a Excess from 2007	85,718.			
b Excess from 2008	130,761.			
c Excess from 2009	58,052.			
d Excess from 2010	132,402.			
e Excess from 2011	7,460.			



MAKEYOURSELF FOUNDATION

Form 990-PF (2011)

C/O PROVIDENT FNCL MGMT

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**Part XV** Supplementary Information (continued)

**3 Grants and Contributions Paid During the Year or Approved for Future Payment**

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
<b>a Paid during the year</b>				
LIFE ROLLS ON FOUNDATION 400 CORPORATE POINTE, SUITE 525 CULVER CITY, CA 90230	NONE	TAX EXEMPT STATUS - 501(C)(3)	SUPPORT FOR YOUNG PEOPLE WITH SPINAL INJURIES.	3,410.
JAPANESE RED CROSS SOCIETY 1-1-3, SHIBA DAIMON, MINATO-KU TOKYO, JAPAN, JAPAN 105-8521	NONE	FOREIGN CHARITY	JAPAN EARTHQUAKE AND TSUNAMI	1,717.
MS CURE FUND, INC. 20 PARK PLAZA 4TH FLOOR BOSTON, MA 02116	NONE	TAX EXEMPT STATUS - 501(C)(3)	RESEARCH AND SUPPORT ON CANCER.	5,000.
<b>Total</b>				
				<b>▶ 3a</b> 10,127.
<b>b Approved for future payment</b>				
NONE				
<b>Total</b>				<b>▶ 3b</b> 0.

Form 990-PF (2011)





**Schedule B**

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury  
Internal Revenue Service**Schedule of Contributors**

▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.

OMB No 1545-0047

**2011**

Name of the organization

MAKEYOURSELF FOUNDATION  
C/O PROVIDENT FNCL MGMT

Employer identification number

47-0921336

Organization type (check one).

Filers of:

Section:

Form 990 or 990-EZ

 501(c)( ) (enter number) organization 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization

Form 990-PF

 501(c)(3) exempt private foundation 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

- 
- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

**Special Rules**

- For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 for use *exclusively* for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use *exclusively* for religious, charitable, etc., purposes, but these contributions did not total to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year. ▶ \$ \_\_\_\_\_

**Caution.** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990, or check the box on line H of its Form 990-EZ or on Part I, line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF)

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2011)

Name of organization <b>MAKEYOURSELF FOUNDATION</b> <b>C/O PROVIDENT FNCL MGMT</b>	Employer identification number <b>47-0921336</b>
--	---

**Part I Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	INCUBUS  C/O PROVIDENT FINANCIAL P.O. BOX 4084  SANTA MONICA, CA 90411	\$ 5,588.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
		\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

Name of organization <b>MAKEYOURSELF FOUNDATION</b> <b>C/O PROVIDENT FNCL MGMT</b>	Employer identification number <b>47-0921336</b>
--	---

**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	
		\$ _____	

Name of organization <b>MAKEYOURSELF FOUNDATION</b> <b>C/O PROVIDENT FNCL MGMT</b>	Employer identification number <b>47-0921336</b>
--	---

**Part III** Exclusively religious, charitable, etc., individual contributions to section 501(c)(7), (8), or (10) organizations that total more than \$1,000 for the year. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once) ▶ \$ \_\_\_\_\_  
 Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

FORM 990-PF INTEREST ON SAVINGS AND TEMPORARY CASH INVESTMENTS STATEMENT 1

SOURCE	AMOUNT
CNB	3.
TOTAL TO FORM 990-PF, PART I, LINE 3, COLUMN A	3.

FORM 990-PF OTHER INCOME STATEMENT 2

DESCRIPTION	(A) REVENUE PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME
GROSS INCOME FROM SPECIAL FUNDRAISING EVENTS	145,459.	0.	145,459.
TOTAL TO FORM 990-PF, PART I, LINE 11	145,459.	0.	145,459.

FORM 990-PF OTHER PROFESSIONAL FEES STATEMENT 3

DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
OUTSIDE SERVICES	23,324.	0.	0.	0.
TO FORM 990-PF, PG 1, LN 16C	23,324.	0.	0.	0.

FORM 990-PF TAXES STATEMENT 4

DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
STATE TAXES	35.	0.	0.	0.
TO FORM 990-PF, PG 1, LN 18	35.	0.	0.	0.

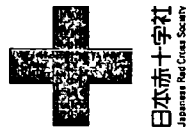
FORM 990-PF OTHER EXPENSES STATEMENT 5

DESCRIPTION	(A) EXPENSES PER BOOKS	(B) NET INVEST- MENT INCOME	(C) ADJUSTED NET INCOME	(D) CHARITABLE PURPOSES
INSURANCE	1,508.	0.	0.	0.
SHIPPING	2,503.	0.	0.	0.
OFFICE	9,651.	0.	0.	0.
TELEPHONE	790.	0.	0.	0.
DUES	44.	0.	0.	0.
BANK FEES	2.	0.	0.	0.
PROMOTION	2,287.	0.	0.	0.
WEBSITE	50.	0.	0.	0.
CO-SHARED EMPLOYEE SALARIES	45,300.	0.	0.	0.
CO-SHARED PAYROLL TAXES	4,776.	0.	0.	0.
CO-SHARED PAYROLL FEES	768.	0.	0.	0.
TO FORM 990-PF, PG 1, LN 23	67,679.	0.	0.	0.



## Review of Activities 2011

Humanity  
Impartiality  
Neutrality  
Independence  
Voluntary service  
Unity  
Universality



1-3 Shiba Daimon 1-chome Minato-ku Tokyo 105-8521 Japan  
Tel +81-3 3437-7087  
Fax +81-3-3435-8509  
E-mail [kokusai@jrc.or.jp](mailto:kokusai@jrc.or.jp)  
Web <http://www.jrc.or.jp>





**Review of Activities 2011**

A Message from President **3**  
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     Training of Nurses **10**  
     Blood Programme **12**  
     Safety Services **14**  
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On 11 March 2011, a massive earthquake, measuring 9.0 on the Richter scale, struck Japan's north-eastern coast. Then the tsunami washed away the same area I have had seen the aftermath of many catastrophes in my long years of humanitarian service. But what I saw in the hours following the tsunami will never leave me. Horror of this disaster, scale of destruction, and suffering of the survivors are all beyond description.

The tsunami inflicted enormous damage on inland areas that were as far as 20 kilometers from the coast and caused extensive damage to Fukushima Dai-ichi Nuclear Power Plant as well, resulting in grave radiation leakage. Owing to the triple catastrophe earthquake, tsunami and the nuclear power plant accident, 23,176 people died or were missing, 5,386 were injured, and 84,537 were evacuated, with property damage amounting to 107,590 buildings and the affected area spreading into 22 prefectures as of 5 June, 2011. Those who were forced to evacuate from areas close to the nuclear power plant still take shelter in inconvenient surroundings, without knowing whether they can return home. Their health condition must be monitored continuously for several decades.

This is a very difficult time for the people of Japan, and for the Japanese Red Cross Society, but we are encouraged very much by the sympathy and generosity of the Red Cross Red Crescent family of 186 countries, and of corporate partners and individuals across the world. We sincerely appreciate support and the manifestation of the "Spirit of Togetherness". My Society will never take this generosity for granted – we surely assume the huge responsibility in utilizing your donation properly, in a fully accountable and transparent manner, and most importantly for the best benefit of those in need.

Large-scale and complex emergencies in recent years often require a global approach, in which the Red Cross or Red Crescent Society in the affected country is assisted by the rest of the world. Developed countries accepted support from overseas in time of disaster, such as hurricane Katrina in USA, flood in Australia, earthquake in New Zealand along with earthquake and tsunami in Japan. At the same time, National Societies which have traditionally not been the provider of international assistance or which have been beneficiaries of such support would become the donor. A global perspective and mutual understanding and cooperation are indispensable for response to mega-scale disaster.

This brochure describes various activities which the Japanese Red Cross Society implements on a daily basis, as well as the disaster relief and recovery operation for Great East Japan earthquake, tsunami and nuclear power plant accident. I hope it helps you to understand us and encourage you to join in the Red Cross which prevents and alleviates human suffering and thereby contribute to the maintenance and promotion of human dignity and peace in the world.





## Earthquake and Tsunami Response

On 11 March 2011, Japan was struck by a magnitude 9.0 earthquake, depth 24km, with the epicentre off its north east coast. It generated a devastating tsunami, with waves estimated to reach 40.1m. Since then the Japanese Red Cross Society continues to support the affected people.



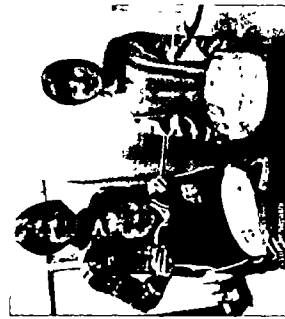
### Emergency Health Activities

Within 5 hours the JRCs had dispatched 19 medical teams to the affected prefectures and set up its operations centre. 787 medical teams were mobilized from the nationwide Red Cross network of 92 hospitals, and 57,953 patients were treated as of 3 June. The medical teams operated in Red Cross hospitals, in evacuation centre clinics and from mobile units that bring medical care to both smaller and more remote centres, as well as to the general public who were unable to access medical services.



### Water and Sanitation

12 water tanks and taps have been set up in 9 evacuation centres around Ishinomaki area. The tanks and taps generally located close to the toilets to promote proper sanitation, allow the hundreds of evacuees to regularly wash their hands. The JRCs has decided to invest part of the funds donated by Partner National Societies in such a vital activity as water and sanitation.



### Distribution of electronic household appliances sets

To ease the plight of earthquake and tsunami survivors the JRCs is to equip 70,000 temporary homes with a package of electrical appliances. The assistance - worth an estimated 160 million US dollars and benefiting over 280,000 people - is part of Red Cross efforts to meet the early recovery needs of those affected by the disaster. This project is being funded by cash contributions from partner National Societies.

### Psycho-Social Programme (PSP)

The psychological toll on those who survived the disaster is presenting major challenges and the JRCs continues to strengthen its efforts to provide psychosocial support. Psychological support centres were established to aid grieving families. In addition to the psychosocial support providers assigned to the medical teams deployed to the evacuation centres, specialized PSP teams are deployed in the affected areas. A total of 399 staff were involved in PSP activities and 7,807 people benefitted from the JRCs PSP team support as of 3 June.

### Distribution of Relief Items

Emergency materials and equipment distributed to evacuees include

132,510 blankets
183,000 pcs of clothing
30,132 emergency relief kits
13,500 sleeping kits
5,000 brooms
2,000 shovels
4,980 dustpans
3,500 scrub brushes
4,900 buckets
15,000 towels
5,040 brushes
20,000 pcs of bin liner
10,000 hand sanitizers
10,000 masks
Rice 112 mt
4,000 instant meals
57,000 instant Noodles



### Support to the Evacuees from Nuclear Power Plant Accident

For those who were displaced from the Fukushima Dai-ichi nuclear power plant accident, JRCs held briefing sessions about radiation by the doctors from Hiroshima and Nagasaki Red Cross Atomic Bomb Survivors' Hospital, to relieve the anxiety of the affected people. JRCs also dispatched medical team which help the temporary returning home in the evacuation area near the plant.

### Restoring Family Links

Through close collaboration with ICRC, a family links web site has been established in five languages - Japanese, Chinese, English, Korean and Portuguese. The RFL database has 5,996 entries of missing persons including 1,786 Japanese and 4,210 foreigners as of 20 May.

### Cash Grant Programme

As of 3 June, JPY 221 billion (approximately USD 2.7 billion) has been collected from national and international donor sources by JRCs. The funds are transferred to the prefectures where the local Distribution Committee selects the local recipients based upon the established criteria as well as the nature and extent of damages. The municipalities are responsible for the distribution of funds and reporting back on those activities.

### Volunteer Action

JRCs volunteers, comprising 2,193 local RC Teams, have provided 64,914 man days of work from 11 March to 3 June in a variety of activities such as

- Mobile kitchen (hot meal/cook distribution)
- Distribution of food and non-food items
- Fundraising raised activities to assist earthquake and tsunami victims
- Directing affected persons to the evacuation centres
- Management and support to volunteer centres
- Assisting home owners and communities clean mud away from their property
- Assisting affected Red Cross branches

### Care for the elderly

Care staff and volunteers are being deployed to various evacuation centres and to the special nursing homes for elderly. At evacuation centres, they have planned and carried out health care seminars and provided bathing services for the elderly. They have also assisted local staff at the special nursing homes for elderly in becoming backup members, so that they can ease the burden on the staff.



# Domestic Disaster Response

In Japan, an earthquake-prone country which is also often plagued by other natural disasters such as storms and flooding, disaster response in times of emergency is an important mission of the Japanese Red Cross Society (JRCS)

The JRCS is specified as a "Designated Public Corporation" under the Disaster Countermeasures Basic Act. According to the Disaster Relief Act, the JRCS is obligated to cooperate with the national and prefectural governments in the provision of relief assistance, the details of which are laid out in the agreement signed by the Minister of Health, Labour and Welfare and the President of the JRCS. Based on this, the JRCS is developing disaster relief responses according to relief regulations and disaster management plans. Additionally, as a member of the Central Disaster Management Council headed by the Prime Minister, and in collaboration with other organizations, the JRCS is responsible for a part of the country's overall disaster management

support of disaster victims

### Medical Relief

In order to be prepared for disasters, the JRCS has formed 500 medical relief teams (approximately 7,000 people) comprised primarily of doctors and nurses from the 92 Red Cross Hospitals across the nation. At the time of disaster, response teams (8 members per team) and dERU (domestic Emergency Response Units) are dispatched to the affected area and undertake activities such as setting up aid stations, administering medical diagnosis, and providing psychosocial care.

### Stockpiling and Distribution of Relief Supplies

On a regular basis the JRCS keeps emergency stores of blankets (approximately 200,000 nationwide), sleeping kits (mats, eye masks, etc., which can

be used in evacuation centres to help victims get a better sleep, approximately 30,000 sets), and emergency relief kits (approximately 80,000 sets that contain daily necessities which can be useful in times of emergency).

### Provision of Blood Products

In order to smoothly secure and provide blood products required by medical institutions nationwide in times of emergency, the JRCS maintains a stock of products at each blood centre while also operating a system to regulate blood supplies throughout the country.

### Collection of Donations

The JRCS accepts donations for disaster victims and distributes them through donation distribution committees organized by charity organizations and government agencies in the affected areas.

**Disaster Volunteer Activities**  
Disaster volunteers of the JRCS receive training on a regular basis and perform a variety of services during an emergency. The operations include gathering information, administering first-aid, preparing hot meals, tracing, transporting and distributing relief supplies, and supporting victims at evacuation centres.

### Psychological Care

Disasters can cause great psychological damage to people due to factors such as the loss of family members or friends, or being forced to live uncomfortably and inconveniently in evacuation centres. The JRCS works to comfort and relieve the stress of suffering individuals through the provision of psychological care. Domestic disaster response activities of the JRCS are carried out with the main chapter in the affected area acting as the principal agent. If the disaster should be of a large scale over a wide area, chapters work in mutual

support implementing actions such as dispatching necessary personnel and transporting relief supplies to the chapter in the disaster area. The National Headquarters is engaged in gathering information and regulating relief activities nationwide.

The JRCS is specified as a "Designated Public Corporation" under the Civil Protection Law which is concerned with measures for safeguarding the nation in the event of an armed attack or similar situation. The JRCS has drawn up an operational plan for protecting citizens in the actual event of an armed attack.

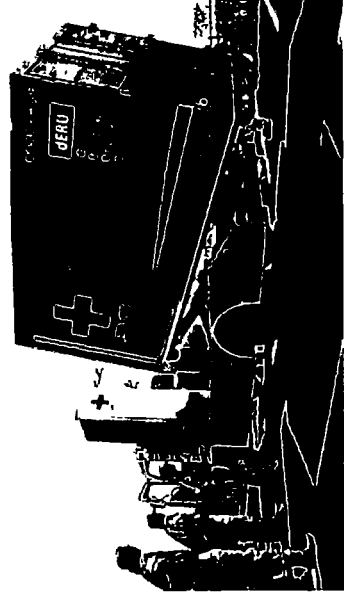
## Topics

The JRCS disaster relief activities are conducted over a long period of time, right from the start of the disaster up until the needs of the affected area have been satisfied. However, particularly in domestic situations, the need to strengthen initial response within the first 48 hours of a disaster striking, the so-called hyper-acute period, is currently recognized as a problem.

In response to this, the JRCS Disaster Medical Assistance Team (DMAT) training course was started in fiscal 2009 with the aim of improving the overall capabilities of rescue and relief squads.



Children preparing the emergency food



Medical services lay at the very core the Red Cross mission of protecting human life, health and dignity. Based on this mission, the JRCS medical services division is providing safe, proven medical care of the highest quality

**Major Features**

As a stand-by arrangement, Red Cross hospitals register their doctors and nurses as relief personnel including the mobilization of these resources from Red Cross hospitals around the country, the JRCS is prepared and ready to implement prompt medical relief activities in times of disaster. Additionally, 60 Red Cross hospitals are designated as "Disaster Relief Core Hospitals," meaning they are outfitted with the equipment and facilities necessary for ensuring the provision of medical services should a disaster strike in their respective regions.

As a member of the International Red Cross and Red Crescent Movement the JRCS also engages in medical relief operations abroad in times of emergency, and as such designates five of its hospitals as "International

**Medical Relief Core Hospitals**

14 JRCS hospitals nationwide are designated as "Remote Area Medical Care Bases". These facilities operate mobile clinics that visit mountain villages, secluded areas, and remote islands where medical service is often under-resourced. The clinics conduct physical examinations and work to prevent disease.

Nationwide 9 JRCS hospitals are designated as "Comprehensive Maternal and Perinatal Care Centres" offering a range of advanced, specialized and integrated medical care covering pregnancies and deliveries through to treatments and care of newborns. These hospitals can cope with every kind of pregnancy and delivery and are on 24-hour standby ready to protect the lives and health of mother and child.

In response to an aging society, the JRCS is managing and developing

**History**

Charged with a mission of training relief personnel, including registered nurses, the first medical facility of the Japanese Red Cross Society opened in 1886 Under the Medical Care Act of 1951, JRCS hospitals were designated as "Public Medical Institutions" and assumed responsibilities for a part of the health policies being implemented by the national government such as medical services for remote areas and those for, emergency and advanced medical treatment.

Due to the public service nature of its mission, the medical services of the Japanese Red Cross Society are entitled to a partial tax exemption. Financially, each facility is operated independently.

**Topics**

As a measure for coping with new type influenza A/H5N1, for which fears of a potential epidemic exist, a manual for all JRCS hospitals was created for dealing with the said virus according to the local context and function of each facility. Additionally action plans were prepared and practical drills and trainings envisioning an outbreak were implemented. During the spread of H1N1 influenza starting in April of 2009, the Japanese Red Cross Namba Hospital, among other efforts, received and treated the first patient in Japan, and many other JRCS medical facilities provided in-patient and out-patient services.



**Japanese Red Cross Medical Facilities (2010)**

Hospital (20 or more beds)	92	Designated Medical Institution for Infectious Disease	25
Clinics (Less than 20 beds)	6	Nursing Care and Rehabilitation Facilities for the Elderly	6
Medical Emergency and Critical Care Centres	31	Nurse Training and Development Facilities	18
Advanced Medical Emergency and Critical Care Centres	3		
Designated Regional Cancer treatment Centres	36		
Comprehensive / Maternal and Perinatal Care Centres	34		
Infant Emergency Care Core Hospitals	6		
Disaster Relief Core Hospitals	58	Hospitals (October, 2010)	92
Regional Medical Support Hospitals	36	Hospital Beds (October, 2010)	8,667
Remote Area Medical Care Bases	14	Outpatients Daily Average (FY 2009)	36,974
Organ Donation Hospitals	37	Inpatients Daily Average (FY 2009)	72,348
AIDS Treatment Hospitals	31		30,534
AIDS Cooperative Hospitals	25		1,308,219

**Number of Hospitals and Patients**

	Red Cross	Nationwide
Hospitals (October, 2010)	92	8,667
Hospital Beds (October, 2010)	36,974	1,592,605
Outpatients Daily Average (FY 2009)	72,348	1,416,845
Inpatients Daily Average (FY 2009)	30,534	1,308,219



## Training of Nurses

Securing distinguished aid workers and improving the quality of nurses and other medical personnel is an important task for the Japanese Red Cross Society that allows it to carry out its obligations and it is one of the organization's primary missions.

In recent years, the duties of nursing staff have increased due to factors such as advances in medical technology, changing disease structure, and the aging of society with dropping birthrates. Along with this, the increase in sophistication and diversification of medical treatment means a higher level of nursing care is required.

### Major Features

The JRCSS has a 121-year history of training nurses. Currently, approximately 1,300 registered nurses graduate annually from its six nursing colleges and 17 nursing schools.

JRCSS nurse training facilities aim to develop medical personnel with well-rounded characters and wide-ranging competencies related to nursing who are capable of widely contributing to society by engaging in a variety of

activities such as health care service, disaster relief, and international activities. Additionally, in order to train personnel who are strong advocates of Red Cross ideals, distinctive education based on Red Cross principles is carried out. In addition to the required subjects for becoming a nurse that have been set forth by the national government, the JRCSS has also incorporated into the curriculum subjects such as foreign languages, relief work practical training, Overview of Red Cross, and "Disaster Nursing Theory" which is related to medical care during disasters.

In addition to working at medical and training facilities, graduates of JRCSS nursing schools are involved in domestic disaster relief work, and also active in international aid work in disaster and conflict situations overseas, and are highly valued the world over. Among

the approximately 32,000 registered nurses working at Red Cross hospitals, blood centres, and social welfare facilities around the country, about half of them are graduates of JRCSS nursing programmes.

The Florence Nightingale Medal is the highest honour that can be bestowed upon nurses and nursing aides. It was first awarded in 1920 to commemorate the 100th anniversary of Nightingale's birth, and since then has been awarded worldwide every two years to nurses demonstrating outstanding achievements.

One hundred and one Japanese nurses had received the award by 2009, the largest number of any nationality in the world.

Japanese Red Cross Society nurse training facilities also emphasize disaster nursing education. In recognition

of this, "Disaster Nursing" was made a required subject of the Japanese nursing curriculum in 2009, and related problems have been included in the Japanese National Nursing Exam. The JRCSS is contributing to disaster nursing training overseas as well. As a part of the reconstruction assistance programme aimed at aiding those who suffered from the Sumatra earthquake and tsunami in 2005, the JRCSS newly established disaster nursing courses at four nursing schools in Sumatra.

Aiming to improve the qualities of nurses and teaching staff and increase retention of staff at Red Cross facilities, the JRCSS has introduced the "Red Cross Facility Career Development Leader" at 92 Red Cross hospitals and 18 training facilities nationwide. This self-improvement programme, which sets phased career development goals for nursing staff is composed of four groups: "nurse practitioner," "nursing supervisor," "international relief and development cooperative personnel," and "nursing teacher."

Participants set their own goals and undertake the training and education necessary to attain them. It is used as a tool to help nursing staff improve their professional skills in a phased manner while receiving support from the workplace. Furthermore, by taking advantage of the system, staff members can gain greater job satisfaction, and as a part of human resource development, it promotes exchange of personnel and can be expected to lead to improvements in the overall quality of the Japanese Red Cross Society.

For nurses and other staff who are expected to be active as administrators in the future, the JRCSS has established

the "Japanese Red Cross Society Executive Nurse Training Centre." Accredited by the Japanese Nursing Association, the centre is a high-level, continuing education facility for producing certified nursing administrators. It aims to train nursing administrators with a deep humanity for education who can play active roles as reformers and organizational promoters, and develop skills that will demonstrate the ability to improve relief work, nursing services, and nursing administration of the Japanese Red Cross Society. The Centre also encourages academic advancement on to the six Red Cross nursing college graduate schools, and plays a support role in developing the capabilities of high-level professionals.

Considering the importance of protecting pregnant women and nurturing healthy infants, the JRCSS endeavours to train midwives. Midwifery education is conducted at one nursing school, three colleges, and three college graduate schools, from which 70 midwives are graduated annually.

## TOPICS

In March 2010, Philippine nurse Ever Gammed Lain, who works at the Ashikaga Red Cross Hospital, successfully passed the Japanese National Nursing Exam.

Based on the economic partnership agreement (EPA) between Japan and the Philippines the Ashikaga Red Cross Hospital accepts Philippine nurses to work as nurse aides. The purpose of this arrangement is to enable the nurses from the Philippines to acquire a Japanese nursing licence within three years while working at the hospital.

In 2010, only three of the 254 nurse aides working under this agreement passed the national nursing exam. Ever continued to study intensely while receiving training from staff members of the Ashikaga Red Cross Hospital during a three-month training period and passed the exam on her first try.



### Number of Nurse Training Facilities and Nurses (2010)

	Red Cross	Nationwide
Nursing Colleges / Junior Colleges	7	219
Nursing Schools	17	721
Number of Registered Nurses Trained Each Year	1,345	54,452
Number of Registered Nurses	32,000	740,375



# Blood Programme

Through the generous cooperation of approximately 5.33 million people (in 2011), the Japanese Red Cross Society is securing required quantities of blood products and delivering them to medical institutions across the country. The donated blood saves approximately 1.2 million people annually.

Blood transfusion plays an important life-saving function in the treatment of malignant neoplasms (cancer), haematological diseases, and other disorders. Blood, which is essential for preserving human life, cannot be manufactured through artificial processes. Blood collected by way of voluntary, non-remunerated donations from healthy individuals is helping to save the lives of countless patients on a daily basis.

### History

The JRCs is the only organization in Japan collecting and supplying blood for use in transfusions. In 1952, the Japanese Red Cross Society Tokyo Blood Bank was established and blood programme operations commenced primarily a blood deposit system that gave consideration to the donor of the blood (donors would be given priority for blood transfusions in the future).

Today, blood programme is carried out reliably and properly by collection and distribution entities in strict compliance with related laws such as the "Law on Securing a Stable Supply of Safe Blood Products" and the "Pharmaceutical Affairs Act".

### Major Initiatives

In a society with a low birth rate and aging population, it is expected that demand for blood for transfusions will continue to increase in the future, and as such, ensuring a stable supply of blood donors has become a major challenge. In order to gain extensive cooperation and understanding of blood donation and increase donors especially among youths who will form an important pillar of the future blood donation movement, the JRCs is working on various measures, including measures to secure blood donors.

# Topics

In order to involve more young people in blood donations, the JRCs is implementing a variety of new initiatives.

The LOVE in Action PROJECT, started in October 2009, aims to convey to young people the significance of donating blood and have them feel the necessity and importance of blood donations on a more personal level. Using sympathetic athletes and artists who are popular among youth, various activities such as events in local communities and information exchange sessions with students are implemented under the project banner. Additionally, continuous public awareness campaigns are carried out over the radio.

In 2010, work was undertaken to create a promotional film aimed at encouraging blood donations that was based on the true story of a patient who received blood transfusions and her family. This film, in addition to being available in DVD format for free rental at rental video stores around the country, was also broadcast on television nationwide in March 2011.

Started in 1975, the "Give Blood at Twenty Campaign" seeks to gain understanding and cooperation for blood donations from the general public, especially from young people as they take their first steps as adults in society. In 2011, the JRCs continued to evolve the advertising campaign started the previous year which features professional golfer Ryo Ishikawa and the slogan, "We too, can help to save lives".



to receive compensation in a fixed amount.

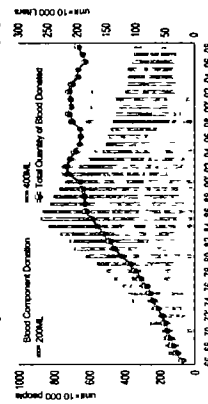
In order to ensure the safety of blood products, the JRCs implements a variety of safety measures. Examples of primary safety measures implemented to date include identification of the donor, retrospective studies, retaining deposits of fresh frozen plasma, improving the accuracy of nucleic acid amplification testing (NAT), and the removal of leukocytes and diversion of first drawn blood prior to storage. Additionally, the JRCs is currently considering the introduction of techniques aimed at rendering infectious agents inactive, and measures for preventing transfusion-related acute lung injury (TRALI), a serious post-transfusion adverse reaction.

Going forward, the JRCs will continue its efforts to secure a stable blood supply and improve the safety of blood products while working to build an efficient and rational business structure for the future. And in order to carry out continuous and stable programme operations, the JRCs will push ahead with preparations for realizing centralized finances and wide-area supply and demand management that goes beyond prefectural boundaries.

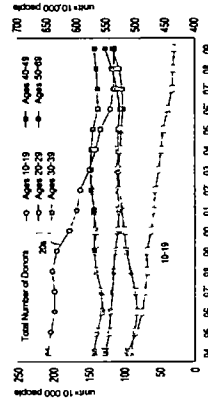
among youth measures aimed at increasing the number of corporations and organizations cooperating with group blood donations, and measures aimed at increasing the number of people who provide multiple donations. Taking into consideration the convenience and safety of donors, the JRCs is establishing blood donation rooms that leverage the special characteristics of local communities, while also endeavoring to further improve our services and create an environment in which even more people can safely donate blood. In 2009, the JRCs added an additional diabetes mellitus related examination (Glyco-albumin testing) to the list of blood testing services the JRCs perform for people donating blood.

Furthermore, the JRCs have also implemented measures to safeguard blood donors. In 2006, a relief system for blood donors who have had their health adversely affected as a result of donating blood was started. Should a donor need to undergo a medical examination at a medical institution as a result of subcutaneous haemorrhaging, nerve damage, or other injuries to their well-being (secondary effects from giving blood) caused during the donation process, they will be entitled

Total Quantity of Blood Donated and Number of Donors by Type



Blood Donor Numbers by Age Grouping



## Safety Services

The Japanese Red Cross Society conducts a variety of courses nationwide that are in line with people's life stages. Training for each course is conducted face-to-face in a classroom environment by qualified instructors who are able to impart proper and relevant skill and knowledge

The JRCS conducts training in the following five subjects

### ■ First Aid

#### Basic Course (4hours):

Participants will learn the most basic lifesaving measures such as cardiac massage, artificial respiration (CPR), and how to use an automated external defibrillator (AED)

#### Standard Course (12hours):

In addition to learning about accident prevention and treatments for sudden illnesses, bleeding, bone fractures, and other misfortunes that may occur in daily life participants will also gain knowledge in other areas such as dealing with disasters

### ■ Healthy Life Course

#### Standard Course (12hours):

Participants will learn how to care for the elderly living at home, correct procedures for using a wheelchair, how to assist with meals, and other caregiving procedures and techniques. Participants will also acquire knowledge and skills that will enable the participants themselves to lead healthy and productive senior lives

### ■ Child Safety

#### Standard Course (12 hours):

Participants will learn how to prevent and treat accidents that occur easily among children and also how to deal with common illnesses. Furthermore, cardiac massage for children, artificial respiration, and AED usage will be taught

### ■ Water Safety

#### Standard Course (14hours):

Participants will become intimate with water, learning how to protect themselves and others from water accidents. Basic swimming techniques, accident prevention, pool lifeguard techniques, and a method for taking care of a drowning person will be taught

#### Advanced Course (12hours):

Following on from the above, rescue and surveillance techniques for use at rivers and the sea will be taught

### ■ Snow Safety

#### Standard Course (14hours):

In addition to learning how to have fun in the snow, ski hill accident prevention and relevant rescue and care procedures will be taught

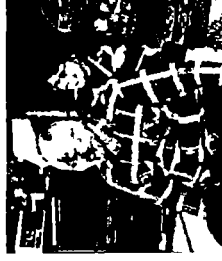
#### Advanced Course (12 hours):

Following on from the above, ski patrol technique will be taught

Besides the above, the JRCS also conducts "Short Courses" of two to three hours, dispatching instructors to schools and offices at their request

## Topics

Since April 2007, the JRCS have been offering and promoting nationwide a short course in the Healthy Life Course titled "Support for the Elderly during Times of Disaster". Given the fact that many of the victims of natural disasters are elderly, this course aims to support the elderly in leading independent lives while they are being sheltered at evacuation centres



A qualifying exam designed to test practical skill and knowledge of course content is carried out at the end of the course. Participants passing the exam can receive an official certification from the Japanese Red Cross Society

The qualifications are valid for three years. Excluding individuals who have only acquired a qualification in the basic course of first aid, qualification holders can extend the validity of their qualification for another three years by taking a four-hour "Continuing Qualification Training" course two years or more but less than three after they first obtained their original certification. By acquiring each certificate in stages, participants will be allowed to take a training course for instructors designed to develop competent teaching personnel

Many instructors are volunteers belonging to the Red Cross Volunteer Corps, and the training programme is supported by the work of volunteers

Concerning course fees, the only fees collected from participants are those which are needed for textbooks and other materials used in the lessons. The majority of operating costs such as instructor and venue fees are covered by membership fees

The presence of volunteers and members allows the JRCS to offer and conduct low-cost, high-quality training programmes nationwide



# Social Welfare Services

In order to help people requiring social welfare support services lead independent lives while maintaining their dignity, the Japanese Red Cross Society is engaged in undertakings related to welfare services nationwide.

A declining birthrate and aging society is a social problem greatly transforming the living environment of Japan. Being able to live independently in a community that one has grown accustomed to is an important desire shared by all. In Japan today, in addition to the challenges of establishing the public and legislative systems, there remain challenges with creating a mechanism for building local communities that will allow people to live together in a mutually supportive environment in which all the people and organizations, including the government, welfare service providers, volunteers and local community, are working in cooperation with each other.

## Major Features

One project undertaking is the operation of various welfare facilities to care for children, the elderly, and people with disabilities. With these facilities acting as a base, we offer both overnight and day use services, and are working to provide support that will aid the users of these facilities in improving their daily lives. Furthermore, we are striving to fulfill a local welfare office function by offering high-level services that make use of the characteristics of the Red Cross, and coordinating the work of volunteers such as the Red Cross Volunteer Corps, local communities, Japanese Red Cross Society chapters, Red Cross Hospitals, and other welfare organizations.

At each welfare institution we are also offering community-based support services that make use of the care knowledge and expertise that we have accumulated to date. These services include support for raising children, home care nursing support, and support for independent living and societal participation for the disabled.

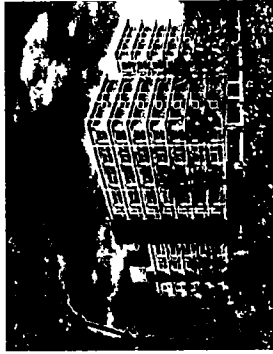
The importance of offering assistance for raising children is increasing due to the actualization of problems such as child abuse and childcare related anxiety among some parents. To address the problem, the Japanese Red Cross Society, with its chapters and child welfare facilities playing a key role, is promoting support projects such as childcare consultations, parenting courses, and Child Safety Courses in order to support the safety and security of children.

In welfare institutions for the elderly, the level of care needed by the facility users is increasing in severity. The number of dementia sufferers is growing as are medical treatment needs. Such matters are causing major changes in the care for the aged environment. At JRC's special care nursing homes for the elderly we are working to improve the quality of our staff, enhance facility services, and offer high level specialist care, with the aim of greatly contributing to the local communities.

Regarding welfare institutions for the disabled, in addition to operating a hospital-home for children with severe mental and physical disabilities and a rehabilitation facility for people with physical disabilities, we are also operating a prosthetic appliance manufacturing facility and information service facilities for people with visual disabilities.

## Topics

Construction is proceeding on a complex of facilities we plan to open in the Hiroo district of Shibuya ward in Tokyo in 2012. The complex will consist of a special care nursing home, a rehabilitation institution for the elderly, a group home for people suffering from dementia, and a rehabilitation facility for people with physical disabilities. Working in collaboration with the Japanese Red Cross Medical Centre and the Japanese Red Cross College of Nursing, the complex aims to be a model of a new urban type comprehensive medical and welfare service facility offering all kinds of health care and nursing services.



Rendering of the facility



## Social Welfare Facilities of Red Cross (2010)

Child welfare facilities	
Home for infants	8
Children's homes	1
Day-care centres	3
Facilities for children with motion disabilities	3
Hospital-home for children with severe mental and physical disabilities	1
Special nursing homes for the elderly	8
Rehabilitation facilities for people with physical disabilities	1
Information service facilities for people with visual disabilities	2
Prosthetic manufacturing facilities	1

Welfare facilities for the elderly	
Welfare facilities for people with disabilities	1



# Volunteers

The Red Cross Volunteer Corps is a volunteer group bringing together people who are willing to carry out humanitarian activities which form the core of the Red Cross mission

The beginning of these Red Cross volunteer activities can be traced back to 1887 with the establishment of Ladies' Volunteer Nursing Association

The current Red Cross Volunteer Corps was established in 1948 with the assistance of an advisory body sent to Japan by the American Red Cross after the Second World War

Due to rapid social change in recent years, the needs and values of communities are diversifying and relationships in local community are weakening. Therefore, we confront challenges in various fields such as child care, nursing care, disaster prevention, and the

environment concern. There are great expectations for the approximately 3,000 Red Cross Volunteer Corps developing community-based activities, however, they are also experiencing problems such as disparities in activities between corps and decreasing members due to aging

In order to revitalize the activities of the Red Cross volunteers in light of these circumstances, we have been strengthening our training systems, developing volunteer leaders and enhancing their qualifications. By implementing model case activities, we are promoting volunteer activities which give importance

to assistance for the elderly, the sound development of youth, disaster relief and prevention, dissemination of the Red Cross principles and ideas and fund-raising activities and prevention and enlightenment activities of HIV/AIDS. This leads to the cultivation of volunteers who are the foundation of the Red Cross movement and also makes them more visible. Additionally, we are addressing the activation of their activities so that in cooperation with the government and other organizations they can flexibly respond to the diversifying needs of local communities

## Number of Red Cross Volunteers and corps (2010)

	People	Corps
Community volunteers	1,986,743	2,222
Specialized volunteers	36,982	659
Youth volunteers	6,294	158
Individual volunteers	4,115	—
Registered disaster relief volunteers	48,254	—

## Topics

With a view to pushing forward the nationwide HIV/AIDS prevention and enlightenment campaign of the Red Cross Youth Volunteer Corps, the Investigative Commission for HIV/AIDS Peer Education Promotion was established with the help of outside experts and a manual for training peer leaders who play a central role in the activities was compiled

Since 2010 we started peer-leader training for youth volunteers using the aforementioned manual and they are carrying out various activities in each region

# Junior Red Cross



Since 1922, the Junior Red Cross has been promoted for the purpose of bringing up young people so that they can contribute to world peace and the welfare of humankind by properly understanding the Red Cross principles and ideas and participating actively in its movement. It is developing various activities in school education with a goal for implementing "the education concerning with the importance of life" and "the education cultivating mind." Through practical activities in daily life, Junior Red Cross members learn the importance of life and health and the importance of respecting human dignity

Aging with school teachers as sponsors, the Junior Red Cross is organized in kindergartens, nursery schools, elementary schools, junior and senior high schools, and schools for children with special needs and carries out its programmes in the course of early childhood or regular school education

"Notice, Think and Act" is the attitude that the Junior Red Cross members aim to acquire through activities based on the three areas of "Protection of life and health", "Volunteer services" and "International friendship and understanding" which are carried out according to youth developmental stages inside/outside the school

### Protection of life and health

- Learning and practicing first aid
- Learning and practicing home nursing
- Learning how to prevent accidents
- Blood donation and donor recruitment

### Voluntary services

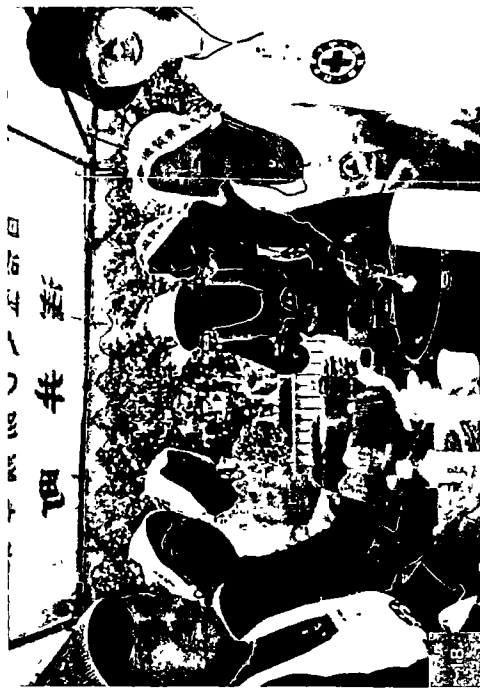
- Hospital visits
- Care for the physically disabled
- Services for the elderly
- Environmental clean-up campaigns

### International friendship and understanding

- Exchange of albums, handicrafts, and other gifts with Junior Red Cross members of Sister societies
- Exchange visits with Junior Red Cross members in other countries
- Participation in international youth gatherings
- International cooperation projects

## Number of Junior Red Cross Schools and members (2009)

	schools	members
Kindergarten / Nursery School	1,323	123,689
Elementary School	6,183	1,679,138
Junior High School	2,950	859,188
Senior High School	1,749	183,707
School for children with special needs	80	4,495
Total	12,285	2,850,217



# International Activities

The recent international situation reveals that armed conflicts caused by ethnic and religious strife around the world are producing a large number of refugees and internally displaced persons. A great many people are also being affected by natural disasters, and the number of people dying because of food insecurity and infectious diseases such as HIV/AIDS is not decreasing. Against such a backdrop, expectations are ever increasing that the Red Cross, with its global network, will fulfill its many roles.

In cooperation with the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC), the Japanese Red Cross Society is engaged in a wide range of international activities

## Emergency Relief

Whenever a large-scale disaster or conflict occurs it is first and foremost imperative to provide emergency relief to the affected in the form of medical care and relief items such as food, clothing and shelter. The JRCSS, as a member of the International Red Cross and Red Crescent Movement (Movement), stands ready to support any emergency appeals launched by the ICRC or IFRC in addition to being able to provide financial and material support. The JRCSS can also deploy to affected areas Basic Healthcare

Emergency Response Units (ERU) which are capable of serving as temporary medical clinics

## Emergency Readiness System

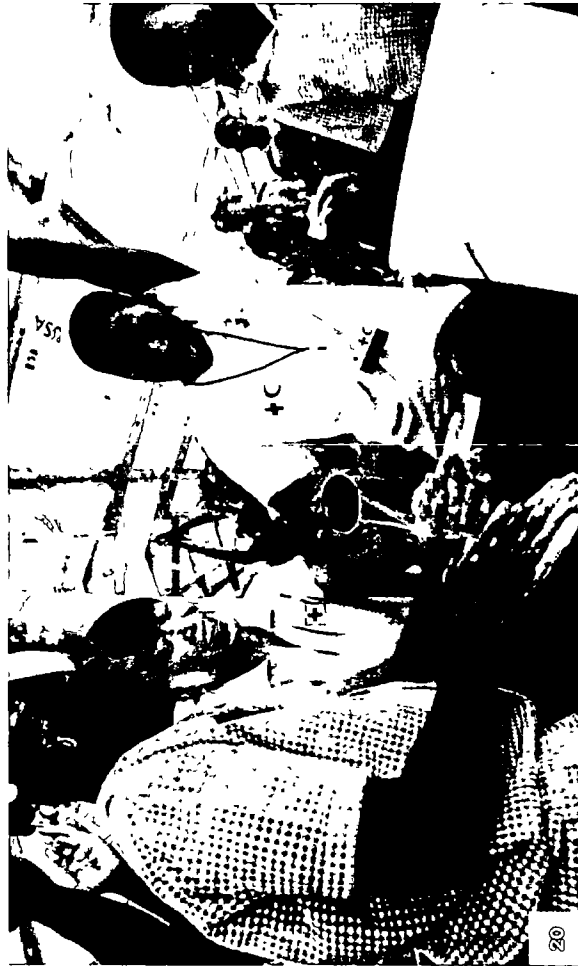
In order to enable the JRCSS to effectively respond to various situations in times of disaster, in normal time, it maintains necessary equipment and conducts trainings for its personnel. Additionally, even during normal times, the JRCSS provides support aimed to strengthen the emergency response of National Red Cross and Red Crescent Societies in disaster-prone countries

## Recovery Assistance

From emergency relief to recovery assistance, the JRCSS has adapted a seamless all-encompassing set of processes for aiding in the recovery of disaster-stricken areas. The Society provides recovery assistance not only

for aiding in the restoration and recovery of areas suffering direct damage due to a disaster, but also for helping those affected by disasters deal with illness and other misfortunes to which they are traditionally vulnerable. Additionally, we are making efforts in other areas as well such as working to help those affected by disaster rebuild their lives and striving to improve the managerial capacity of National Societies in countries affected by disasters

The JRCSS regards its emergency relief efforts to reconstruction assistance as a seamless all-encompassing set of processes for aiding in the recovery of disaster-affected areas. While the Society is strongly committed to its recovery efforts for direct damages by natural disasters, the JRCSS is, as a part of its efforts, also committed to alleviating efforts for



NHK International Helping Hand Campaign

## Restoring Family Links

Restoring family links designates work that is related to maintaining and restoring bonds between members of the same family who have become separated due to misfortune such as conflict, disaster, or the saving of diplomatic relations. Based on the circumstances surrounding each individual family and while taking into consideration the emotions and feelings of the person(s) who are the subject of the enquiry, the Japanese Red Cross Society engages in supportive measures aimed at restoring family links. Furthermore, working in close cooperation with the Fire and Disaster Management Agency (FDMA), and bearing in mind support needs during a large-scale natural disaster in Japan, we have maintained a system for investigating safety, provided for in the Act concerning the Measures for Protection of the People in Armed Attack Situations etc.

## Fundraising for International Activities

The primary source of funding for international activities conducted by the Japanese Red Cross Society is the donations raised through the NHK International Helping Hand Campaign. The JRCSS has been broadly soliciting donations through this fund-raising campaign, which is broadcast nationwide by the Japan Broadcasting Corporation (NHK) every December, since 1983.

Number of personnel dispatched to overseas locations	18 countries, 93 people
Total Amount of International Assistance Provided	18 219 Billion yen 4 693 Billion yen

## Topics

Since 2009, Tadateru Konoa, president of the Japanese Red Cross Society, has also been serving as the president of the IFRC. Under the slogan "Spirit of Togetherness," he is proactively engaged in various initiatives including humanitarian diplomacy, work to strengthen capacity-building of each national society, and also efforts to improve the IFRC's secretariat.

As the Society where the president of the IFRC serves, the Japanese Red Cross Society analyzes humanitarian issues concerning the Movement, including the IFRC and actively contributes to policy development geared toward addressing such concerns.



During the campaign, the JRCSS raises donations using volunteers at Red Cross facilities all over Japan. Donations are also collected at NHK broadcasting offices across the country, while financial institutions such as banks, post offices, and agricultural cooperatives cooperate by allowing donations to be made via bank deposit transfer. Since its beginnings in 1983, through to 2009, the campaign has received 20 billion yen from 2.2 million donations.

FY 2008	FY 2009
13 countries, 83 people	18 countries, 109 people
18 219 Billion yen	4 693 Billion yen

## Membership

Members are the foundation of the Japanese Red Cross Society. Members not only financially support Red Cross operations through their membership fees, they also play a role in determining the overall direction of the enterprise by contributing to the decision making process in areas such as budget and project planning.

The Japanese Red Cross Law sets forth that "the Society is organized by its own members", and that "no members or their rights and obligations shall be subjected to discrimination based on race, nationality, faith, gender or social standing".

Membership is comprised of individuals and corporations who endorse the Society's activities and pay an annual membership fee of 500 yen or more. As of March 31, 2010, the JRCSS was being supported by a total of approximately 10.65 million individual members and 150,000 corporate members.

The Society's highest governing body is the Board of Representatives who are elected from among the membership. The Board of Representatives,

along with electing a president, vice-presidents, auditors and governors, deliberates and makes decisions on important matters such as the budget and project planning.

Through the Board of Representatives, members make decisions on important matters and basic policy of the Society and possess the following rights:

To vote to elect members of the Board of Representatives and executive officers of the Japanese Red Cross Society and to be considered for election to these posts.

To receive annual activity and financial reports concerning the Society (Public notices can be substituted for these reports).

Through members of the Board of Representatives elected in their locale, to express opinions regarding the management of the Society's programmes.

The primary source of funding for the Japanese Red Cross Society, in addition to fees collected from the member-

ship, are donations which have been collected to fund project costs. It is these membership fees and donations which make Red Cross projects possible.

Reflecting the harsh social and economic conditions of recent years, Society membership has been decreasing in order to increase membership numbers against such a backdrop, the JRCSS is diligently working to recruit new members through a variety of undertakings such as making details of its projects more widely known, developing varied fund recruitment methods, and increasing corporate membership by engaging in a variety of partnership projects through company CSR (corporate social responsibility) activities.

## Organisation

Additionally, the Japanese Red Cross Academy, an educational corporation established by the Japanese Red Cross Society, operates six colleges of nursing and one junior college where it is committed to providing the nurses it trains with wide-ranging knowledge and advanced technical capabilities.

Members (Individual 10.65 million, Corporate 150,000)

Councilors 2,000 — Board of Councilors

Representatives 223 — Board of Representatives

President / Vice-Presidents / Governors / Auditors — Board of Governors / Standing Board of Governors

National Headquarters — Chapters — Branches

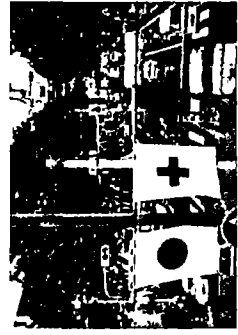
Medical Institutions  
 Hospitals / Clinics 6  
 Maternity Hospitals 92  
 Elderly Care Nursing Facilities 6  
 Nursing Schools, etc. 18  
 Training Centre for Graduate Nurses  
 Blood Centres  
 Blood Centres 64  
 Plasma Fractionation Centre 1  
 Blood Administration Centre 1  
 Social Welfare Institutions  
 Child Welfare Facilities — Nurses, etc. 16  
 Welfare Facilities for the Elderly — Special Nursing Homes for the Elderly 8  
 Support Facility for Persons with Disabilities — 1 Location  
 Support Centre for Aiding Physically Disabled Persons Participate in Society — 3 Locations

\*Colleges are established and operated by the Japanese Red Cross Academy

The headquarters for the Japanese Red Cross Society is located in Tokyo, and it is primarily involved in carrying out comprehensive project planning, guidance, and coordination functions for the entire organisation. Prefectural chapters, comprised of executive offices and other facilities that have been established according to the needs of local circumstances, work to implement Red Cross operations.

Municipal level branches operate under the prefectural chapters and it is here that front line activities for the Red Cross are being respectively carried out.

The Japanese Red Cross Society operates 104 medical institutions, 19 facilities for training nurses and other personnel, 215 blood programme establishments, and 28 social welfare facilities. A total of 57,000 staff are employed at these facilities, where they carry out work according to policies established by the Society's Board of Representatives.



# Finance

The Japanese Red Cross Society has 1 general account and 3 special accounts, independent of each other. While the general account is related to the activities at the JRCs Headquarters and chapters,

mainly financed by membership fees and contributions, the special accounts are mainly covered by the proceeds from blood and blood-product sales, and social welfare services by the JRCs institutions (medical services by medical fees

paid by patients and the National Health Insurance Programme, blood services by proceeds from blood and blood-product sales, and social welfare services by care benefit incomes)

## General Account

Account	2009	2008
Membership fees and contributions	7,895	538
Income from delegated activities	281	945
Grants	958	4,648
Deferred income	1,450	447
Income from repayment of debts	51	1,195
Others	2,432	2,792
Balance brought forward from the previous year	4,993	2,281
<b>Total</b>	<b>17,009</b>	<b>10,857</b>
Expenses for domestic disaster relief activities	16,055	1,915
Income from delegated activities	127	2,163
Grants	493	583
Deferred income	4,602	1,774
Income from repayment of debts	74	2,742
Others	1,197	1,944
Balance brought forward from the previous year	2,009	1,418
Cash transferred to the Headquarters		2,135
Reserve fund		1,100
Administrative expenses		2,829
Others		4,454
<b>Total</b>	<b>24,620</b>	<b>22,119</b>
<b>Total</b>	<b>41,629</b>	<b>32,976</b>

## Special Account for Medical Institutions

Account	2009	2008
Income from medical services	608,810	810,719
Other income	31,266	22,094
Income from prevention and health services	1,078	21,609
Income from nursing schools	9,361	10,386
Extraordinary income	1,833	4,466
<b>Total</b>	<b>652,358</b>	<b>873,682</b>
Expenses for medical services		
Other expenses		
Expenses for prevention and health services		
Expenses for nursing schools		
Extraordinary expense		
<b>Total</b>	<b>652,358</b>	<b>873,682</b>

## Special Account for Blood Programme

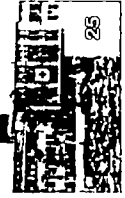
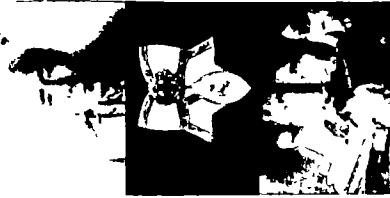
Account	2009	2008
Income from the supply of blood	156,492	144,108
Other income	4,313	6,574
Income from activities related to blood service	1,008	1,071
Extraordinary income	669	810
<b>Total</b>	<b>162,482</b>	<b>152,563</b>
Expenses for the supply of blood		
Other expenses		
Expenses for activities related to blood service		
Extraordinary expenses		
<b>Total</b>	<b>162,482</b>	<b>152,563</b>

## Special Account for Social Welfare Facilities

Account	2009	2008
Income from homes for infants	1,843	1,746
Income from day-care centres	507	503
Income from children's homes	278	271
Income from homes for children with mental disabilities	1,870	1,806
Income from hospital-homes for children with severe mental and physical disabilities	1,256	1,155
Income from welfare facilities for the elderly	3,592	3,353
Income from welfare facilities for people with physical disabilities	643	617
Others	3,590	882
<b>Total</b>	<b>18,520</b>	<b>19,020</b>
Expenses for homes for infants		
Expenses for day-care centres		
Expenses for children's homes		
Expenses for homes for children with mental disabilities		
Expenses for hospital-homes for children with severe mental and physical disabilities		
Expenses for welfare facilities for the elderly		
Expenses for welfare facilities for people with physical disabilities		
Others		
<b>Total</b>	<b>18,520</b>	<b>19,020</b>

# History

- 1877 The Society was founded by Count Tsuneaki Sano, as the Philanthropic Society, during the battles of the Southwestern Rebellion
- 1886 The Japanese Government pledged to adhere to the Geneva Convention of 1864. The Society's first hospital was established in Tokyo
- 1887 The Philanthropic Society changed its name to the Japanese Red Cross Society and was recognised as such by the International Committee of the Red Cross on 2 September 1887
- 1888 In July the Society first engaged in disaster relief by assisting victims of the Mt. Bandai eruption
- 1890 Training of nurses began at the Red Cross Hospital in Tokyo
- 1900 The San Francisco earthquake and fire in April gave the Society its first opportunity to extend relief to a foreign country. The Society collected US\$146,000 for the American Red Cross
- 1912 On the occasion of the 9th International Conference of the Red Cross in Washington, D.C., Empress Shoken contributed 100,000 yen to the International Red Cross to encourage its peacetime activities and established the Empress Shoken Fund
- 1919 The Society was one of the five National Societies that took the initiative in establishing the League of Red Cross Societies
- 1920 The first Florence Nightingale medals were awarded to three JRCs nurses
- 1922 The Junior Red Cross was established at a school in Shiga Prefecture
- 1923 A major earthquake hit the Tokyo area, causing 140,000 dead and missing, and the JRCs conducted relief activities for the victims. The American and Chinese Red Cross Societies sent relief teams to Japan
- 1926 The Society hosted the 2nd Oriental Red Cross Regional Conference
- 1934 The Society hosted the 15th International Conference of the Red Cross
- 1947 The Society created Home Nursing, First Aid, and Water Safety programmes similar to those of the American Red Cross
- 1952 New Japanese Red Cross Law came into effect on 14 August and new statutes of the Japanese Red Cross were implemented on 31 October
- 1953 Japan became the 24th state to be party to the Geneva Conventions of 1949
- 1964 The Government Cabinet decision to promote blood donations in place of blood sales and deposits, contributed to the rapid expansion of the Society's blood programme, which had started on a modest scale in 1952
- 1970 The Society hosted the Komechwa 70 Technical Seminar for the Southeast Asian and Pan-Pacific regions concerning Red Cross Youth activities
- 1977 Seminar on the Red Cross Blood Programme
- 1983 The NHK International Helping Hand Campaign was launched as a joint event with the Japan Broadcasting Corporation (NHK) and became an annual campaign from then on
- 1985 A Japan Airlines jumbo jet crashed in Gurma Prefecture, killing 520 people. The Society conducted relief activities for the victims
- 1986 As a measure to help prevent HIV/AIDS from spreading, the Society began screening for HIV antibodies at every blood centre starting in November
- 1995 The Great Hanshin-Awaji Earthquake struck the Kobe area on 17 January, claiming more than 6,000 lives, and the JRCs conducted relief activities for the victims
- 1999 The International Humanitarian Law Forum was held in Tokyo on 12 August to celebrate the 50th anniversary of the Geneva Conventions of 1949
- 2004 The Society hosted the 3rd International Red Cross and Red Crescent Donor Forum in Colombia, Japan
- 2005 The International Red Cross and Red Crescent Movement participated in the EXPO AICHI JAPAN 2005
- 2009 President Koizumi was elected as the President of the International Federation of Red Cross and Red Crescent Societies
- 2011 Japan was struck by an earthquake of a M9.0, which generated a devastating tsunami and nuclear power plant accident and the Society conducted relief activities for the victims





## The Seven Fundamental Principles of the Red Cross Red Crescent Movement

### Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

### Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

### Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

### Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

### Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

### Unity

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory. Read more about the principle of Unity.

### Universality

The International Red Cross and Red Crescent Movement, in which all Societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

**MAKEYOURSELF FOUNDATION**  
**C/O PROVIDENT FNCL MGMT** 47-0921336  
**Form 990-PF, Part VII-B, Line 5c - Expenditure Responsibility Statement**

Recipient's Name and Address	NO. 1	Grant Amount	Date of Grant	Amount Expended	Verification Date
JAPANESE RED CROSS SOCIETY 1-1-3, SHIBA DAIMON, MINATO-KU TOKYO, JAPAN, 105-8521		1,717.	08/04/11	1,717.	
Purpose of Grant  AID FOR JAPAN EARTHQUAKE AND TSUNAMI.					
Date of Reports by Grantee			Diversions by Grantee		
OCTOBER 6, 2011 - PLEASE SEE ATTACHED REPORT WITH THIS STATEMENT.			TO THE KNOWLEDGE OF THE FOUNDATION, AND BASED ON THE REPORT FURNISHED BY THE		
Results of Verification					

**MAKEYOURSELF FOUNDATION**  
**C/O PROVIDENT FNCL MGMT**
47-0921336  
**Form 990-PF, Part VII-B, Line 5c - Expenditure Responsibility Statement**

Recipient's Name and Address	Grant Amount	Date of Grant	Amount Expended	Verification Date

Purpose of Grant

Date of Reports by Grantee	Diversions by Grantee
	GRANTEE, NO PART HAS BEEN USED FOR OTHER THAN ITS INTENDED PURPOSE.

Results of Verification