

2017-No. 02 14 April 2017

The Great East Japan Earthquake Restoration Fund [GBFund] Becomes 'Disaster Recovery Support Fund' supporting nationwide Donation Campaign from 6 March to 20 April 2017

New GBFund

Kigyo Mécénat Kyogikai (Association for Corporate Support of the Arts) has decided to develop GBFund into a new form of support fund, which was originally set up to support disaster reconstruction activities through arts and culture in affected areas after the East Japan Great Earthquake on 11 March 2011.

GBFund was initially established with the time limit of 'continuous support for 5 years'. However, Japan is a country with much natural disasters that are hard to prevent. For this reason, the association has decided to continue providing the support through arts and culture, responding to all disaster-affected areas throughout the country. GBFund has now changed its name to 'Disaster Recovery Support Fund through Arts and Culture'.



芸術・文化による
災害復興支援
●●ファンド●●

企業メセナ協議会

Designed by NDC Graphique 2017

*The association still continues to support restoration activities of The Great East Japan Earthquake and Kumamoto Earthquake.

People not only live in that area, but also live with bonds that are built in the communities. The earthquake took everything away from them. But arts, culture, and traditions have the power not only to regenerate the community but also to create new. The association continues to support arts and cultural activities that people who live in affected areas can participate actively and connect the communities again in the future. We sincerely thank you for your continuous support and cooperation.

For further information, please visit <http://www.mecenat.or.jp/en/services/culture-funding/gbfund>

GBFund activities so far

Established in 23 March 2011, GBFund has invited donations from corporations, individuals and organizations, and granted activities to revitalize tangible and intangible cultural resources, in order to encourage affected people and areas. In April 2016, following the Kumamoto Earthquake, 'GBFund Kumamoto · Oita' was established.

Since the start of Program Verification in 2015, the association published the report in June, and held the report meeting in July 2016. At the meeting, it has been summarized that 'the role that arts and culture played after the earthquake was the resilience of humans living in these regions, and the creativity of arts and culture has become a driving force to face regional issues after the earthquake ('GBFund Report 2016').



'OO (Maruo)'s Table Exhibition' (Kumamoto Prefecture)



Project Fukushima (Fukushima Prefecture)



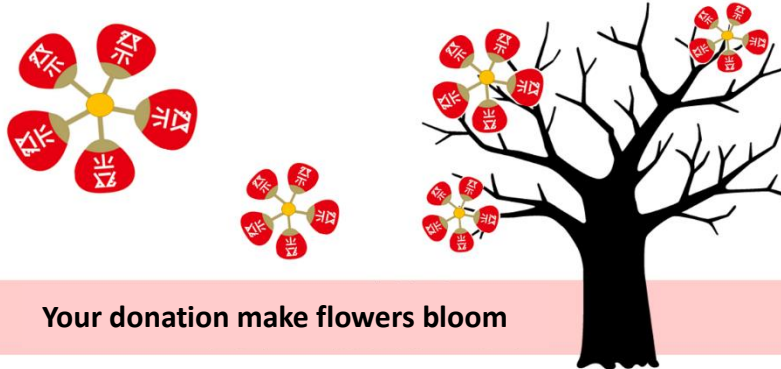
Otsuchi-Mukaigawara Toramai Restoration Project (Iwate Prefecture)

GBFund Blooming Campaign

There is a tree without flowers. If we receive a donation, one flower will bloom in this tree. We ask for your cooperation so that the tree will be in full bloom by the spring.

- Campaign Period: 6 March- 20 April 2017
- Donation from here: <http://www.mecenat.or.jp/en/services/culture-funding/gbfund>

GBFund Blooming Campaign



Your donation make flowers bloom

*We subsidize your donations to activities and organizations. People and affected areas still need support, but the amount of donation has gradually been decreasing.
We ask for your donation to support activities that encourage affected areas.*



Hundred Festival Revival Project

The project focuses on the activities, of which aim to regenerate the life of people in the affected areas, and to rebuild the foundation of their communities.

Grant Report: The Great East Japan Earthquake Restoration Fund through arts and culture (GB Fund)

Established: 23 March, 2011 | Number of grantee: 260 | Donation amount: JPY 154,104, 955 (USD 1,388,333)

Grant Report: GBFund Kumamoto · Oita

Established: April 20, 2014 | Number of grantee: 3 | Donation amount: JPY 1,743,057 (USD 15,703)

As of 1 March 2017

[CONTACT US]

GBFund: Kanako Sato, Emi Ozawa

Address: Aise Shiba Bldg. 8F, 5-3-2, Shiba, Minato-ku, Tokyo 108-0014 JAPAN

Telephone: +81-(0)3-5439-4520 | FAX: +81-(0)3-5439-4521

E-mail gbfund@cufun.mecenat.or.jp | URL: <http://www.mecenat.or.jp/en/>

Kigyo Mécénat Kyogikai (Association for Corporate Support of the Arts) is a Public Interest Incorporated Association, with members from corporations and organizations that are involved in cultural sectors. The aim of the association is to contribute to the establishment of rich society with full of creativity and vitality as well as valuing diversity, and its business is varied such as the promotion of corporate mecenat as a main, research, certification/award, exchange, and coordination

Chair: Mr. Tatsuyoshi Takashima (Adviser of the Board, Dentsu Inc.)

President: Mr. Motoki Ozaki (Adviser of the Board, Kao Corporation)

Members: 171 corporations and organizations/ 26 individuals (As of 8 March 2017)