MUFG appealed to group companies to undertake initiatives, through their core businesses and charity programs, that will contribute to the reconstruction of disaster-affected areas. In February 2014, it also provided support through a large-scale business-matching conference.

BTMU, meanwhile, has established a Reconstruction Public-Private Partnership Office at its local branch in Sendai and has been providing reconstruction support through its business—by offering loans, for example, that take advantage of a Reconstruction Agency’s assistance program.

Other ongoing efforts include employee volunteering, holding a picture book and music event for emotional support and inspiration, and soliciting support for the reconstruction through sponsored radio programs.

Supporting Reconstruction

Photo on page 33:

Participation in the TOMODACHI Initiative (MUFG)

Launched the TOMODACHI MUFG International Exchange Program.

Donated a gardening diorama to Onagawa Town, Miyagi Prefecture.

Donation of Peter Rabbit TM Gardening Diorama (MUTB)
Providing long-term reconstruction support as a pillar of society.

We are carrying out a range of programs while working to raise awareness wherever we can.

Group Company Initiatives

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Photo on page 33:

1. Participation in the TOMODACHI Initiative (MUFG)
   Launched the TOMODACHI MUFG International Exchange Program.

2. Sponsoring a concert in the disaster area (MUN)
   Contributed to the operating costs, while employees volunteered in running the event.

3. Donation of Peter Rabbit™ Gardening Diorama (MUTB)
   Donated a gardening diorama to Onagawa Town, Miyagi Prefecture.
Each student is awarded 100,000 yen at the start of the program and 20,000 yen every month until high school graduation. The number of scholarship students was 1,128 at the end of FY 2013. The program will issue its last round of new scholarships to children entering elementary school in FY 2014, which will continue until those students have graduated from high school in 2026.

1. Scholarship Program

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2. Healthy Growth Program

This program provides a Support Exchange Meeting among scholarship recipients. In December 2013, 31 scholarship recipients were invited to the Japan Pro-Footballers Association’s Charity Soccer 2013 event held at Yurtec Stadium Sendai. Participating students enjoyed the day watching the match, walking onto the field as “escort kids”, and talking with the athletes.

3. Flower-Replanting Program

Executives and employees from group companies visited elementary and junior high schools in Iwate, Miyagi, and Fukushima Prefectures, where damage from the tsunami and earthquake was particularly severe, and replanted some 14,000 flowering plants and 500 trees at 15 schools from April through November in FY 2013. To date roughly 35,000 plants have been donated to 42 schools.

4. Volunteer Program

In FY 2013, some 370 MUFG executives and employees volunteered to help the programs mentioned above, bringing the total number of volunteers to 940.

BTMU, in cooperation with a public interest incorporated association, the National Federation of UNESCO Associations in Japan (NFUAJ), established in April 2011 the MUFG NFUAJ East Japan Earthquake Recovery and Scholarship Fund. For up to 15 years, the fund has been working with local schools in operating a scholarship program and holding various support projects for orphaned students (children who lost one or both of their parents as a result of the earthquake and tsunami) from elementary through high school. The fund is expected to grow to around three billion yen.
Participation in the TOMODACHI Initiative

As part of the TOMODACHI Initiative, a U.S.-Japan exchange program involving the U.S. government and a U.S. non-profit organization, the U.S.-Japan Council, MUFG established the TOMODACHI MUFG International Exchange Program, a three-year exchange program for students and educators from the disaster-affected areas in Japan and their counterparts in the United States.

In FY 2014, the program’s third year, 26 junior high and high school students and two teachers from Iwate, Miyagi, and Fukushima prefectures were invited to Los Angeles, California, for a two-week visit from the end of July. The students studied English, experienced a homestay, engaged in exchange with the local community and businesses, and also spent time with the California high schools students who visited Japan the previous year through the program.

Flower-Replanting Program (MUFG, BTMU)

Hosted activities to restore the flowerbeds and gardens of elementary and junior high schools damaged in the disaster.

Coastal reforestation effort (MUMSS)

Helped to restore coastal forests that were lost in the tsunami.