

**Charity Card Design Contest**

**KEF is accepting submissions for charity card designs.**

Selected designs will be used to make charity cards which KEF will sell. Children suffering in different areas of the world will be supported by the proceeds of the card sales. Please encourage your children or children you know to join the contest and help children's creative designs become postcards.

This card project is the part of a collaborative activity started in 1992 by KEF and Smile Heart Club, a social awareness organization by the employees of Mitsui Sumitomo Marine Insurance Group. By drawing pictures, children can promote the KEF theme of "Kids Helping Kids" - children saving children.

In the 20th anniversary event of KEF "Change the World with Children's Paintings" held in Tokyo Midtown (April 18th to 24th), a special painting corner was prepared. Many children who came to the event participated in this activity.

**[2008 Charity Card Design Contest]**

**Theme: "My Dream" and "The Earth in 20 Years"**

**The size of the work:** The size is not specific. Please submit a drawing with the name and age of the artist, the title of the work, and a message of up to 30 characters on the reverse side. Three dimensional art such as sculptures will not be accepted.

◆**Deadline:** June 30th, 2008 (Monday)

◆**Eligibility:** Children under 15 years old

◆**Application method:** Mail pictures to KEF

\*Copyright and right of use will belong to KEF \*Submitted pictures will not be returned

◆**Honor for selected artists:** Selected works will be sold as 2008 Charity Cards, and the earnings from the sales will be used to support activities for children worldwide through KEF.

◆**Judges:** Mr. Yoshiaki Shin (chairman of Mitsui Sumitomo Insurance Company, Limited)

Ms. Saya Takagi (naturalist)

Ms. Harumi Torii (founder of KEF)

◆**Mailing address:** KEF administrative office. For more information, please contact KEF.

**Charitable Activities of Sumitomo Mitsui Banking Corporation**

**A charity concert**

On April 27th, a charity concert titled "Toy Box of Great Music" was held by Sumitomo Mitsui Banking Corporation (SMBC) at Nihon University Casals Hall. This was the 3rd concert that the bank held with its employee orchestra.

KEF paintings were exhibited in the lobby of the Hall, and KEF charity goods and eco scrubbing brushes made by the employees and their families were sold there. We appreciate the kind cooperation of SMBC and the warm generosity of those who came to the concert.



**Exhibition at the Bank**

SMBC Tokyo branch, located at the intersection in Otemachi, Chiyoda-ku, Tokyo, is exhibiting children's paintings. Visitors can feel the children's compassion and the energy as they enjoy the 17 paintings, and we hope the artwork will help viewers relax during their busy day. Please drop by when you are in the neighborhood.

**Exhibition**

- Kyoto・Sakyo-ku  
Sun, 5/11 - Sat, 5/24  
Le café 338
- Kyoto・Sakyo-ku  
Sun, 5/25 - Sat, 5/31  
Gallery & Café  
Banda no Hana
- Tokyo・Minato-ku  
Fri, 4/18 - Thu, 4/24  
KIDS EARTH FUND  
20th Anniversary Event  
at Tokyo Mid Town
- Tokyo・Chiyoda-ku  
Sun, 4/27  
A Charity Concert by SMBC  
at Nihon University Casals Hall
- Tokyo・Chiyoda-ku  
Mon, 5/19 - Fri, 6/20  
SMBC Tokyo Main Office
- Nagoya・Nakamura-ku  
Tue, 7/1 -  
Toyota Tsusho Corporation

**Unique Earth T-shirt for Pregnant Mothers**



Cute T-shirts for pregnant mothers! This bright pop color T-shirt is made of comfortable stretch fabric and you can enjoy watching the earth, which is designed on the middle of the shirt, get bigger and bigger as the baby grows.

Part of the sales is going to be donated to KEF.

"We wanted to share the bundle of happiness that is in the big round bellies of mothers by creating art on the T-shirt," says the designer.

Mothers sharing their happiness while watching their new babies grow will be the source for other children's happiness, how about getting this as a gift for a pregnant friend?

For more information, please refer to the company homepage below.

**Ikuraku maternity T shirt**  
<http://store.shopping.yahoo.co.jp/ikuraku/index.html>

■**NEW MEMBER** There are KIDS EARTH FUND's new members since 1 Mar 2008 until 31 May 2008.  
(Individual Membership) Ms. Mieko Okada  
(Corporate Membership) ISEKI INDUSTRY CO., LTD. Nihon Siber Hegner K.K. Ryohin Keikaku Co.,Ltd.



**HAPPY 20th BIRTHDAY -kids helping kids-**

**子供地球基金創立20周年記念 子どもの絵で地球を塗りかえよう**





## Special Topic

# KIDS EARTH FUND 20th Anniversary Event

**“Paint the Earth with Children’s Paintings”**  
In celebration of KEF’s 20th anniversary, a charity event co-hosted by Asahi Shimbun Company was held at Tokyo Midtown last spring.

Both adults and children enjoyed the event which included art workshops painting “The Future of the Earth” on large spheres and the display of “KIDS EARTH Gallery,” featuring children’s paintings from all over the world.



The opening reception was held on the first day, and on behalf of various sponsors, Mr. Hiroyuki Mitani, president of Novartis Pharma K.K. made a speech.



A song written to commemorate this 20th anniversary called “KIDS EARTH Song” was sung by Tokyo FM Boys Choir.



To have people think more deeply about the earth, children’s paintings were displayed on an arch-shaped wall.



A children’s painting corner was set up to solicit designs for KEF’s 2008 charity cards. Following the themes, “My Dream” and “The Earth in 20 Years”, children experienced the pleasure of taking part in a charitable activity through painting.



“Charity Juice Bar by Tropicana” was open on Friday, Saturday, and Sunday to provide people who helped fund-raise with 100% real juice.



Nirvana New York

Sun Fruits

During the event, KEF paintings were displayed inside 35 stores in Tokyo Midtown to support our activities. Many stores also cooperated by setting up donation boxes and by displaying posters of the event.

**Sponsors:**  
ABN AMRO Bank N.V., Tokyo Branch/ACTUS Co., LTD./Baccarat Pacific K.K./COLEMAN JAPAN Co., Ltd./CYBIRD Holdings Co., Ltd./Kirin-Tropicana Inc./LUMIERE S.A/Mitsui Sumitomo Marine & Fire Insurance Co., Ltd./Mundipharma K.K./Nihon SiberHegner K.K./Richemont Japan Limited Cartier/Ryohin Keikaku Co., Ltd./SUMITOMO CHEMICAL Co., Ltd./SUMITOMO MITSUI BANKING CORPORATION/Newell Rubbermaid Japan Ltd./Tombow Pencil Co., Ltd.

### Talk sessions by well-known people

KEF welcomed many well-known speakers and gave talk sessions with them every day during the event. The theme was “for the future children.” All guest speakers who are prominent speakers in their respective fields (education, communication, business, etc) and charitable activities talked about the great influence of children’s paintings and sent messages to future children.



April 18: Mr. Atsushi Watanabe (actor)/ Ms. Lorraine Reinbold (associate professor of Hakuoh Univ. and lecturer of Keio Univ.)



April 19: Mr. Shigeaki Saegusa (composer), Mr. Shinji Tanimura (singer), Mr. Hiroyuki Mitani (president of Novartis Pharma K.K.)



April 20: Ms. Junko Igarashi (actress), Mr. Kimihiro Yoneyama (doctor and author)



April 21: Mr. Saya Takagi (naturalist), Mr. Kazuhiro Fujihara



April 22: Mr. Hiroshi Harashima (professor of Tokyo Univ.), Mr. Yuki Ninagawa (actor and artist)



April 23: Mr. Ryo Hato (management consultant), Mrs. Mari Christine (cross-cultural communicator)



April 24: Ms. Sumiko Iwao (professor of Keiko Univ. and professor emeritus of Musashi Institute of Technology.)

### Art Workshop Let’s Draw the Earth 20 Years From Now-



Art workshops theme: “the earth 20 years from now” with paintings on big balloons were held on 19th and 20th of April.

Approximately 150 children of different nationalities seemed excited to drawing paintings on big balloons while imagining the earth 20 years later. Their glittering eyes were full of hope that the place they live will be the one where all children can live in peace. The children, filled with their hopes, drew marvelous creatures, imaginary flowers, scenes of children holding hands together, and messages such as “keep the earth clean.”

All parents at this event looked at those balloons carefully and touched by them while saying, “children’s paintings are fantastic and make me speechless,” “how rich their imagination is,” “those paintings make me think about what we do.”

KEF will continue to work with children from all over the world to make their hopes and dreams on the balloons come true.



Paintings were drawn from the top to the lowest part of the balloon



**Time period:** April 18th, 2008 (Friday) to April 24th(Thursday)  
**Venue:** Tokyo Midtown B1F, Atrium  
**Host:** KIDS EARTH FUND · Asahi Shimbun Company  
**Cooperator:** Tokyo Midtown  
**Special sponsor:** Novartis Pharma K.K.

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**Special Thanks:**  
Mr. Richard Rudolph/ Mr. Michael Sembello(“KIDS EARTH Song” lyricist /composer/Mr. Francesco Romano(Film Execution)/Mr. Masahiro Yamamoto(Film Execution)/Tokyo FM Choir/ Ms. Janica Southwick(MC)/EXEC. INTERNATIONAL INC.(Master Producer)/Mr. Giles Beaufils (Video Balloon)/1+1 graphics(Design), and other volunteer people

In addition, we received ¥766,919 in donations from donation boxes during the event. This money will be used for the KIDS EARTH Home Croatia rebuilding project.

## KIDS EARTH CAR Project

### Jikei University Hospital “Painting Houses”

The motto of KEF is “Kids Helping Kids.” In March, hospitalized children painted on and built “Build Your House” donated by BORNELUND INC, with the hope that all children worldwide can live happily. After children painted freely on paper, they enjoyed building their house. One child joyfully said, “It’s wonderful!”

The finished works were later displayed at the KEF 20th anniversary event held in Tokyo Midtown so these children’s messages were delivered to others. We hope the children’s kindness will reach other children worldwide and charitable actions will continue to spread around the world.

These children spend most of the time in bed and do not have many chances to paint, so they smiled with joy and excitement, and their smiles made the art workshop especially meaningful. The wonderful art created by the children was displayed in the hospital, and the children were proud that people who visited the hospital could enjoy it. We hope the art workshop was an unforgettable event for them, and their art will give energy to all who see it.



All the artworks are wonderful!

### Kanagawa Children’s Medical Center “Make a Big Painting Together!”

At the 3rd art workshop this year, we helped 30 children make a large painting together. The participants were divided into two groups, and they worked actively and sensitively. Children in one group were so full of energy that they chose colors without hesitation and started drawing happily. Their energy and ideas could not fit on the canvas we provided for them, so they said, “Let’s make another one.” In the end, there were three works of art. These three paintings are to be displayed in the hospital corridor, and the children are looking forward to the day when they will be displayed.



Where do I start painting?

### Kanagawa Children’s Medical Center “Draw What You Like with Your Favorite Colors!”

In March, an art workshop was held for sick children to freely express themselves through painting. About 30 children whose eyes sparkled with excitement participated by making paintings. This time, there were children who used their hands to paints, and they fully enjoyed themselves as painted with many colors.



Kids created a large colorful painting!

### Shisei Gakuen “Bringing Children’s Dreams to Croatia: Tapestry Project”

This was the fifth cross-cultural event of KEH Croatia and the children of Shisei Gakuen this year. Japanese children painted dreams of their future selves on 30cm square canvases. The images showed dreams such as being soccer players, florists, scientists or happy brides. The Japanese children’s artwork will become a tapestry together with art drawn by other children worldwide and will be displayed at an exhibition this September in Croatia. We hope the Japanese children’s dreams reach out to children in Croatia and all the people who visit the exhibition.

**Sponsor:** Goldman Sachs Japan Co., Ltd., Turner Color Works Co., Ltd.



## Column DEAR KIDS, DEAR THE EARTH vol.21

**Advisor: Hiroyuki Mitani**  
(President and CEO of Novartis Pharma K.K.)

It has been over 10 years since I learned of the charitable work of KIDS EARTH FUND. There are so many volunteer groups in this society, but few succeed in accomplishing their goal. I think the biggest reason is because the group is too large, and it is difficult for everyone to unite and work together towards the goal. In many cases, people gain self-satisfaction but are not effectively helping the charity group.

To tell the truth when I first joined KEF, I had little understanding of the importance of this fund. I had previously thought that volunteering meant sweating. I realized that worrying about not being able to be the “right” volunteer did not make any changes in society. Any little act of kindness was a catalyst for making a better world.

Overcoming those prejudices, I started to feel that taking action was more important than weighing the social value of the activity. KEF is special in the sense that kids interact with each other. As their slogan, “Kids Helping Kids” shows, they are not forceful, pushy, or selfish. I greatly appreciate the leadership of Ms. Torii and how she has set an example of how we can help others through the activities of KEF. I am proud to be part a of this splendid KEF 20th anniversary event which was a great success at Tokyo Midtown.