

UNITED STATES JAPAN BRIDGING FOUNDATION 2010

The United States-Japan Bridging Foundation aims to expand opportunities for American undergraduate students to study in Japan, thus helping prepare America's young people to assume leadership roles in all aspects of trade, security, cultural and educational relations between Japan and the United States.

A Message From The Chairman

I am pleased to present the Foundation's Report for 2010. This past year has been a very important one in shaping the Foundation's focus and in pursuing productive initiatives to secure recognition and sustained donation support to meet current and future objectives and goals. By the end of 2005 the Foundation had reached its initial mission goal of assisting 500 students to study in Japan. In 2010 we provided grant awards to almost 100 students and at year end had achieved our second goal to provide grants for another 500 students. The Foundation has now provided grants to 1,083 students for study in Japan.

Our young scholars acquire an understanding of the US/Japan relationship, as well as a host of cross-cultural skills. Whatever major course of study our students pursue, they also study Japanese language and culture. This opportunity to educate the next generation of scholars, policymakers and businesspersons to make better choices is certainly an investment in our future.

During 2010 seven new major donors were added to our growing list of supporters, along with renewals from ten other donors. This level of donation support has enabled the Foundation to establish a solid \$180,800

donation reserve for carry-forward into 2011. The donation target for 2011 is \$500,000, which will enable the Foundation to extend assistance to over 100 more students to study in Japan.

In March Ambassador Roos hosted a luncheon for our corporate donors at his Tokyo Embassy Residence. We updated our guests on the Foundation's activities. Most importantly our guests met one of our outstanding students, who spoke eloquently about how a Foundation grant enabled him to study in Japan. We are indebted to Ambassador Roos for his most visible support for the Foundation and its important mission. In November the Deputy Chief of Mission, Jim Zumwalt, and his wife, Ann Kambara, opened their residence for a reception hosted by the Foundation for supporters, potential supporters and Foundation friends. I attended with our Vice Chairman, Mr. Thierry Porte.

The Freeman Foundation has been a stalwart Bridging Foundation supporter from the outset and continued that support through good times and not such good times. Certainly the Bridging Foundation's mission is one with which the Freeman Foundation has closely identified. Sadly Houghton Freeman, the Foundation chairman, passed away in November 2010 in his 89th year. Houghton (Buck) lived for over 20 years in Japan and will be greatly missed by a legion of friends and colleagues. He was loved, respected and revered.

Our Board's experience and insights are greatly valued and I thank them in helping to move the Foundation forward. I also thank the corporate, foundation and individual supporters who have helped our grant recipients study and experience the culture and language of Japan firsthand.

Finally, I want to acknowledge all the dedication Dr. Eric Gangloff and his fine team have given to the Foundation. They are involved in every aspect and corner of what the Foundation does and contribute enormously to its success. I am honored to serve as Chairman and to be involved in working with everyone to achieve our mission and goals.

Ronald J. Anderson
Chairman

A Message from the Executive Director

I have been privileged to serve as Executive Director of the US-Japan Bridging Foundation since it was formed in 1998. It has been gratifying to experience the growth of this small organization from its inception. A decade after it was established, it has helped over one thousand young American students to study in Japan. It is a pleasure to serve with our Chairman Ron Anderson and Vice Chairman Thierry Porté, both of whose guidance in the task of raising our funds has been invaluable to our success.

Japanese language enrollments in US universities now total over 70,000 students, an increase of over ten percent in the past four years. Many of these students seek to increase their knowledge of Japanese language and culture by studying in Japan. Thus, our work in assisting them is increasingly a challenge, as more and more students seek our small grants to enable them to take the opportunity to go to Japan. I continue to be impressed by both the enthusiasm of the students and the high quality of all the applicants who seek our support for their year of study in Japan.

Bridging scholars hail from a variety of schools – public and private, large

universities and small colleges. Their majors range from computer science to fine art, but they share a common interest in Japan, its language and culture. Their destinations also vary in Japan, from giant campuses in Tokyo to intimate consortium programs in rural Japan.

I want to thank our many donors for their warmth and support and, additionally, the members of our Board of Directors, who have assisted the Foundation with their guidance and gifts. Their efforts have made possible our assisting so many students.

Eric J. Gangloff
Executive Director

BOARD OF DIRECTORS

2010

Ronald J. Anderson, Chair	Chartis Insurance, New York, NY
Thierry G. Porté, Vice Chair	JC Flowers & Company, New York, NY
Willard G. Clark	The Clark Center for Japanese Art and Culture, Hanford, CA
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Background

The Japan-US Friendship Commission, an independent federal agency established in 1975, is dedicated to providing training and information to help prepare Americans to meet the challenges and opportunities in the US-Japan relationship. One goal of the Commission is to increase the number of American undergraduates studying in Japan. Historically, there had been a gross imbalance in the numbers of students studying in the other country with over 47,000 Japanese studying in the United States annually through the 1990s, while less than 2,000 American students studied annually in Japan.

In order to encourage and assist American students to study in Japan, the Commission established the United States-Japan Bridging Foundation in 1998, a 501(c)(3) charitable organization, to accept donations for scholarships. An initial goal for the first five years was set to provide individual student scholarships worth \$5,000 each for at least 500 students – a total cost of \$2.5 million. These incentive scholarships are

intended to offset some of the cost differences between a year of study at the US campus and a year of study in Japan.

Scholarship recipients are not intended necessarily to be Japan experts. Instead, the Foundation aims to nurture a new generation of professionals – in policy, academics, business and the arts – prepared to deal effectively with Japanese counterparts, without the stereotyping that all too frequently distorts professional and personal relationships between Americans and Japanese.

Infrastructure Building

To assist the Foundation, the Commission developed and funded projects to build needed infrastructure to support the long-range goal of increasing the number of Americans studying in Japan. Based on research on what would be needed to interest more US undergraduate students to study in Japan, the Commission decided on a comprehensive, three-pronged approach:

US Senator John D. Rockefeller IV is “pleased to serve as a commissioner of the Japan-US Friendship Commission and would like to recognize the work of the Commission in establishing this public/private partnership of the United States-Japan Bridging Foundation.”

Currently, almost 60 percent of American students studying abroad go to Europe, with over one-fourth of those going to the United Kingdom or Ireland. Over 15 percent of the students go to Latin America, and another 5.7 percent go to Australia, and around 10.4 percent studying in Asia, which includes Japan as well as other Asian countries. The Bridging Foundation's scholarship program will enable Japan to become a true study abroad alternative and help raise the level of understanding and cooperation between the United States and Japan.

- To help create appropriate programs for US undergraduates in Japan;
- To develop faculty and curriculum at the US home campuses that will allow students to form a solid base for study both before and after a study abroad experience in Japan; and
- To gather and disseminate information necessary to inform students of opportunities for study abroad in Japan and actively recruit them to do so.

Curriculum Abroad Project

Although there are private universities in Japan that have historically presented course work in English, at the time of the Foundation's beginnings none of

the then Japanese national universities had any undergraduate programs in English. The task of establishing new English-language curriculum to accommodate an increased number of students fell to CULCON, a bi-national advisory board to the governments of the United States and Japan in educational and cultural affairs, and there, the Japanese Ministry of Education set out to work with the then Japanese national university system to develop junior-year-abroad programs in English.

The first program opened at Kyushu University in 1995, followed soon after by programs at Tokyo University and Tsukuba University. With the recognition that students from other nations would most likely also have English as a second language, twenty-one of these universities have by now developed English language curricula for international students – a striking change from zero programs in

1994. Best of all, these students study together with their Japanese student peers in an English-language environment, while also studying Japanese language in separate coursework.

Faculty and Curriculum Development at US Institutions

To broaden understanding of Japan and help to motivate students to study in Japan, the Commission began its second project – to develop more Japan-related interest on the home campuses. Working with the Association of American Colleges and Universities, the Commission established a project to bring together three-member teams of faculty from eight schools annually to undertake a year of directed study of Japan. Through this process they have been able to develop courses and course units that help ensure more widespread attention to Japan in the undergraduate curriculum. This has led to the addition of permanent new undergraduate courses and substantial curriculum units on Japan and, more importantly, the presence on campuses of

"champions" to encourage students to study about and in Japan.

With the success of this model effort, the Association of American Colleges and Universities, and later the University of Pennsylvania, expanded the project into a multi-year effort to develop a corps of additional faculty members who are sensitized to Japan-related issues, especially on campuses where full-fledged Japan studies and Japanese language programs are not available.

The Bridging Project Clearinghouse

In its third project, the Commission granted the Association of Teachers of Japanese (ATJ) funding for the Bridging Project Clearinghouse, a center for study abroad opportunities in Japan for American undergraduate students. Its functions encompass recruitment, information gathering and dissemination and the establishment of a network of faculty "champions," among others.

The Clearinghouse is housed inside the ATJ secretariat at the University of Colorado at Boulder. The ATJ is uniquely positioned to help realize the goal to significantly increase the number of American undergraduates studying in Japan through its membership of teachers of Japanese at American colleges and universities. This group has direct access to the most logical target of recruitment effort, namely, the 73,000 and more students currently studying Japanese in their classrooms.

Through the Clearinghouse at ATJ, the Bridging Foundation actively recruits students to study in Japan. Announcements go out at the first of the year to solicit applications for a year of study beginning the following September. The number of applications received each year increases. Currently the Clearinghouse receives at least six applications for every scholarship awarded, showing not simply that there is high interest for studying in Japan, but also demand for financial assistance, given the extremely high cost of living there and attendant transportation costs to Japan.

Applications are reviewed by an outside committee that looks at the academic record, the major course of study, recommendations, and a short essay the student writes on his or her reasons for pursuing study in Japan. Students are then selected to receive scholarships, the number granted in accordance with funds available at the Foundation through its fundraising efforts. Eligibility requirements also include acceptance in an academic program in Japan prior to the Bridging Scholarship application. The program in Japan may be one of the new English-language programs described above, the study-abroad programs of long-standing at Japanese private universities, or programs established in Japan by American academic institutions.

The Foundation is proud to acclaim the high caliber of students who apply for the scholarships. The applicants hail from a variety of schools – public and private, large universities and small colleges. Majors range from computer science, finance and business to philosophy and the fine arts, but all students share a common interest in Japan and its

language and culture. Academic destinations in Japan also vary, from giant campuses in Tokyo to intimate consortial programs in rural Japan. The new courses of study also vary in concentration, from finance and the economy to international relations to in-depth training in Japanese society and culture, but one factor remains true for all Bridging Foundation scholars: concentrated study of the Japanese language in country.

Student Experiences

My study abroad experience has given me so much to be thankful for. I got to experience Japanese school life, language barriers, a new environment, living alone, homesickness, new friends, traveling, etc. One thing that I would like to say to future study abroad participants is *make sure to balance both your studies and social life. Don't let one take priority over the other. They are both equally important. Enjoy your time in Japan and face whatever comes your way.*

*Keren Motonaga
University of Hawaii, 2010*

My personal connection with Japan has been solidified by my

study abroad experience. I'm more confident in my language abilities and in my cultural knowledge. But I think the most important thing of all is that Japan has become a real place, outside of a textbook, where I have made and hope to continue making great memories.

*Kathryn Tanquary
Knox College, 2009*

My confidence in Japanese increased as a result of the close attention I received from my teachers and my use of the language every day in situations as commonplace as ordering at a restaurant. Although it was frustrating to be reminded of my limits when I could not find the words to express myself, my speed and the range of subjects upon which I could speak was strengthened. Going to Japan made me aware of how long and hard I will have to study Japanese before I can call myself proficient, but it also provided me with belief in myself and my abilities.

*Catherine Millican,
Colorado State University,
2010*

One of the most enjoyable experiences I had in Japan was getting the chance to live with my host family and getting to see how an average Japanese family lived and went through and weathered the seasons of life. For example, this past April my host sister entered the first grade, and I learned firsthand how much emphasis and importance Japanese society places on education by watching her adjust to the demands of her new school life. It was from moments like this that I learned the most about Japanese culture, and I think every student serious about studying Japan should have the homestay experience.

I really enjoyed my experience in Japan; during my time there, I came to the conclusion that I would like to make Japan a permanent part of my life as well as my career in accounting and business. This autumn, I'm planning on applying for the JET Program, so hopefully I will be accepted and be able to go back to Japan by July of next year. Again, I would like to express my thanks and gratitude to the US-Japan Bridging Foundation for making my study-abroad experience possible.

*Michael DeRienzo,
Nebraska Wesleyan
University, 2010*

In my application essay for the Bridging Scholarship I wrote, "What I hope to achieve from this entire experience is not only academic growth but also personal growth. I want to leave my comfort zone, walk a different path for a while, smell different things, see different smiles, and look at a different piece of sky. I have met many people from different countries here in the United States but I want to take my turn to be in their shoes, because here – I am not the foreigner." I did experience all of these things. I left my comfort zone the moment that I had to go grocery shopping on my own at a Japanese supermarket, and I realized that I was illiterate. The sights, the smells, and the sky were all truly new.

My decision to study abroad has helped me find my own path, or at least has led me in the right direction. I feel that I have come back from this experience walking tall with my head held up high. I have found a new sense of confidence that I did not realize I

had in me. I am doing things that I never thought I was capable of doing, like being a teaching assistant for beginner-level Japanese. If you had asked me to do something like this prior to studying abroad in Japan, I would have not taken the opportunity. I am very proud of myself for having faced the challenges of living abroad, and I now feel confident in my decision to continue to pursue my career in education. I feel I can now stand tall in front of a class and be confident in my own abilities.

Jessica Rosa
Univ. of North Carolina
2009-2010

I learned an incredible amount of Japanese and the culture behind the language. I also got to see much of the heart of Japan, having lived right between Osaka and Kyoto. Doing things like traveling alone and asking strangers for help forced me out of my comfort zone. Even simple things like getting used to riding a bike again, while at first rather terrifying, made me feel more mature, capable, and empowered. I have grown more open-minded and better at communicating with people across cultures, skills that

will help me no matter what I do in the future. I am dedicated not only to keep practicing Japanese, but to go back to Japan, whether it be working or doing research there someday. I am incredibly grateful that the US-Japan Bridging Foundation believed in me and made my dream of studying in Japan a more easily attained reality.

Elizabeth Schlingman
Miami University of Ohio,
2010

Before this journey, I had never been out of the United States nor had I even flown on a plane. Studying abroad in Japan has been a crucial part of my college years that has allowed me to grow in ways that I couldn't otherwise have done. Once again, thank you so much for granting me this opportunity.

Joseph Siler
Elon University 2010

Foundation Progress

The Foundation is committed to ensuring that our young people are prepared to assume leadership roles in all aspects of US trade, security, cultural and educational relations with Japan. A goal of raising \$2 million to award 400 scholarships of an average of \$5,000 each was originally set to “prime the pump” for other students to follow. The first scholars traveled to Japan for study in the fall of 1999. Soon thereafter, with the first flush of success, the Board raised the goal to \$2.5 million and 500 students.

By the end of 2010 the Foundation has raised over \$4 million and awarded over 1,000 scholarships. After the original \$2.5 million goal was met in April, 2005, the Board voted to raise an additional \$2.5 million to continue the scholarship program. Interest among students wanting to study in Japan has remained high, as the Foundation receives at least six applications for every scholarship it can award.

When the Foundation began the program, there were 47,000 Japanese studying in the United States annually while less than 2,000 American students studied annually in Japan. Research shows that more than 5,000 American students now study annually in Japan. The Foundation has indeed “primed the pump.” There are more than 70,000 university students studying Japanese in the United States. Moreover, at the secondary school level, there are also more than 70,000 students studying Japanese, some for many years in immersion programs since elementary school. The Foundation anticipates the number of applications for scholarship assistance to increase in the coming years as those students move to universities.

Bridging Scholars are in diverse locations throughout Japan, and thus many of them never meet each other. However, some of the Foundation’s corporate donors provide mentors for the students they sponsor to guide them in adapting not only to the culture of Japan but also to the culture of doing business in Japan. Some have organized welcoming events in Tokyo and Kyoto for students studying there.

The Commission also hosts a reception annually to welcome its many friends in Japan. For the past several years, it has used this occasion to honor the Bridging Foundation and its corporate donors and student scholars. A broad cross-section of people attend this annual event from Members of the Japanese Diet, representatives of Japanese ministries and academic life to American Embassy personnel, corporate representatives, and other interested persons. It is a pleasure to have the Foundation's student scholars thus recognized.

American students traveling to Japan with the Bridging Project will be exposed to Japanese policy, academics, and business opportunities. They will be better equipped to deal effectively with Japanese counterparts and will therefore have a great deal to offer public life in the United States and Japan. In addition, these students will be attuned to cultural differences and will be more sensitive working with people of any different culture – excellent preparation to assume future global leadership roles.

The scholarships are extremely important to the students to help defray the cost of travel to Japan and the higher cost of living, compared to US campus life. In the final reports the students send the Foundation, they are deeply appreciative of the opportunity the scholarship allowed them in lightening the financial burden on themselves and their families.

In conjunction with the Association of Teachers of Japanese and the Bridging Project Clearinghouse at the University of Colorado, the Foundation has begun to track the effect of the students' experiences of studying in Japan on their future careers. A Facebook page was launched to engage both current and former students and a listing of Bridging graduates is also maintained with the former students' resumes and contact information. This will enable the Foundation's supporters to contact the students concerning employment opportunities after they graduate. In fact, former students have secured positions at the Tokyo offices of Morgan Stanley, Citigroup and Gavin Anderson, for example. Others have found positions teaching in Japan, have interned in various corporations,

and others have returned to join the State Department, Peace Corps, and other federal agencies. Some have joined US companies with ties to Japan.

We are also extremely pleased to have the support of the American Embassy in Japan to encourage young Americans to come to study and experience the culture and language. Both the Ambassador and Deputy Chief of Mission have hosted events to introduce the students to each other and their supporters.

Ultimately, the Foundation's goal of acting as a "pump primer" in increasing the number of American students studying in Japan on an annual basis has proven successful. When the Foundation began its work in 1998, there were approximately 1,800 American students studying in Japan. Now there are more than 5,700 American students studying in Japan – a gain of well over 300 percent, a number well beyond the approximately 100 students the Foundation supports each year.

Foundation Donors

The Foundation is extremely grateful for the generous support of our donors who have made it possible to grant scholarships. We extend a big THANK YOU for the assistance of these financial donations that have carried the Foundation forward toward realizing the goal of sending more American undergraduate students to Japan for study. We would also like to thank our board members and staff who have made generous individual gifts.

2000 - 2010 Gifts Received

\$100,000 and above

The Freeman Foundation

\$50,000 and above

JPMorgan, Japan
Lockheed Martin
Prudential Gibraltar Financial Life
Temple University, Japan Campus
Terasaki Foundation
TransPacific Hawaii College

\$25,000 and above

Bloomberg
Dell Japan
Japan-US Friendship Commission
Merrill Lynch Japan Securities
Morgan Stanley Japan
Oak Lawn Marketing

\$10,000 and above

Amway
Ronald J. Anderson
Deloitte Touche Tohmatsu
Ichigo Asset Management
Japan Chamber of Commerce
& Industry of NY
McDonald's, Japan
Mitsubishi International Corp.
Nomura Holding America
Thierry B. Porte
Toyota

\$5,000 and above

Kathy Matsui
Orix

\$1,000 and above

George H. Takei
Anthony Miller

US-Japan Bridging Foundation
Statement of Activities and Change in Net Assets
For the Year Ended December 31, 2010

ASSETS

Checking/Savings	
Charles Schwab	5,375
Wachovia	206,756
Wachovia	<u>39,346</u>
Total Checking/Savings	251,477

TOTAL ASSETS

LIABILITIES & EQUITY

Liabilities - None	
Net Assets	251,477

TOTAL LIABILITIES & NET ASSETS

FUNCTIONAL EXPENSES

Expense	Total	Program	Management	Fundraising
Scholarships	334,000	334,000		
Scholarship Administration	12,598	12,598		
Bank Service Charges	255		255	
Office Expense	410		410	
Accounting Fees	1,650		1,650	
Printing	995		995	
Postage	932		932	
Travel	10,546			10,546
Consulting	12,362		6,181	6,181
Conference	6,523		3,261	3,262
Total Expense	380,271	346,598	13,684	19,989

US-Japan Bridging Foundation
Statement of Activities and Change in Net Assets
For the Year Ended December 31, 2010

Revenue		
	Contributions	467,937
	Dividend	4
	Interest	162
Total Revenue		468,102
Expense		
	Scholarships	334,000
	Scholarship Administration	12,598
	Bank Service Charges	255
	Office Expense	410
	Accounting Fees	1,650
	Printing	995
	Postage	932
	Travel	10,546
	Consulting	12,362
	Conference, Convention, Meeting	6,523
Total Expense		380,272
Change in Net Assets		87,831
Net Assets - Beginning of the Period		163,646
Net Assets - End of the Period		251,477
Cash Flow		
Cash Flows from Operating Activities		
	Change in Net Assets	87,831
Net Cash used by Operating Activities		87,831
Cash at beginning of period		163,646
Cash at end of period		251,477



Further Information:

We welcome inquiries from corporations, foundations and individuals who may be interested in participating in our scholarship program. To obtain additional information on our activities, please contact:

Carol Waite, Deputy Director
US-Japan Bridging Foundation
1201 15th Street, NW, Suite 330
Washington, DC 20005
Telephone: 202-653-9803
e-mail: cwaite@jusfc.gov

For students interested in applying for a scholarship and for information about scholarship application deadline dates, please contact Susan Schmidt, Executive Director, Association of Teachers of Japanese and the Bridging Clearinghouse at www.aatj.org/atj/studyabroad/scholarships.html

United States Japan Bridging Foundation
2009 Annual Report

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