This year the JCCCNC celebrates the 25th Anniversary of Opening Our Doors to the community (original opening in May 1986). Over the past twenty five years, the JCCCNC has become a second home for the Japanese American community serving the vital need of preserving our culture, heritage and legacy here in America. The dream of the JCCCNC was built upon the foundation of generations, past, present and future. And it is these generations, each with its own struggles, adversity, determination, commitment and dreams that shall write new chapters for the Center. The 25th anniversary of Opening Our Doors is truly a celebration of how far we have come and what we have to look forward to.

This year’s annual event, on Saturday, September 24 from 4 to 8 p.m. at the JCCCNC, will feature award winning guest chefs from Hawaii’s very own Side Street Inn along with other San Francisco Bay Area chefs and restaurants. Join the JCCCNC as it celebrates this milestone and help honor three current board members who have served on the Board of Directors for over 25 years, Mr. Kaz Maniwa, Mr. Allen Okamoto and Mrs. Yo Hironaka.

Ticket prices are: $150 for general admission, $50 for children 6 – 12 years old. Community tables, sponsorship and ad opportunities are available. The event is quickly selling out. For more information, please contact Yumi Yukawa at (415) 567-5505 or yyukawa@jcccnc.org.

Menu

Sidestreet Pork Chops
Boneless Kalbi Shortribs
Misoyaki Glazed Chicken
Fried Rice
And more!

*Menu subject to change

Honorees Have Served on Board for Over 25 Years

Being honored at the Annual Event will be three current board members, Mr. Kaz Maniwa, Mr. Allen Okamoto and Mrs. Yo Hironaka, who have served on the Board of Directors for over 25 years.

“Over the past 25 years, I have seen the Center grow into a Community Center that has had a positive effect on so many young people, families and even people living outside of the USA. It has been wonderful to see the growth of the Center.” - Kaz Maniwa

“I believe that the JCCCNC is at a cross roads in its growth and development. Due to the changing demographics of the Japanese American community our audience is going to be much different in the next few years and especially in the next 25 years. The JCCCNC is positioned to be the focal point of all activity in our community whether it be social or cultural. The Center along with other organizations will determine the future of our community.” - Allen Okamoto

“It has been important for me to stay involved over the years so I can help educate and shape future generations into community leaders. After receiving my honorary degree from City College of San Francisco as part of the California Nisei College Diploma Project, I have a much greater appreciation for the JCCCNC and its role in fighting for important issues affecting the Japanese American community.” - Yo Hironaka
25 Years of Celebrating Our Community

Almost 70 years ago, about 110,000 Japanese and Japanese Americans lost everything they had worked for and were forcibly removed into concentration camps. When they were finally allowed to return home, their once thriving neighborhoods were nowhere to be found. This sparked a dream to create a place that would be the focal point of the community that could never be taken away, a place to call home. Their vision would give birth to the JCCCNC.

In 1986, the JCCCNC opened its doors to provide affordable office space for other non-profits. While it might not have been a home for everyone yet, the building brought together the different Japanese American community organizations under one roof. But the building became much more than just office space when the first programs (ballroom dancing, children's dance, shiatsu, Japanese doll making and karate) were offered in 1988 to serve the broader community.

This year the JCCCNC celebrates its 25th Anniversary of Opening Our Doors to the community. This celebration recognizes the vision and effort set forth by the Issei and Nisei who made the JCCCNC a home for the community. This can be seen through the over 100 ongoing classes, countless workshops, community events and services. More importantly, this can be seen through the thousands of people that have walked through the doors whether they are donors, members, volunteers, board members, staff members, program participants or organizations. They have brought and kept life in the building and made this a place in the community to bring family, see friends, explore culture and share stories.

As we celebrate this milestone, we also look toward the next 25 years. Just as the dreams of the Issei and Nisei made the JCCCNC possible, it is up to present and future generations to carry on the foundation laid before them while building their own legacy, ensuring the Center will continue to be a home for the community. Even as our community is becoming more and more ethnically diverse, we want future generations to know that the JCCCNC is here for them and will always welcome them through the doors. We want them to know that this home is not just here to share the dreams of generations past and present, but for them to create their own. We are committed as ever to meet the evolving needs of our community so that we ensure its longevity for generations to come.

A most sincere and grateful thank you to all of our friends and supporters over the years. We hope you will join us at our upcoming Annual Event on September 24 as we celebrate the 25th Anniversary of Opening Our Doors of the JCCCNC.

Paul Osaki
Executive Director

Mission Statement
The JCCCNC is a non-profit organization which strives to meet the evolving needs of the Japanese American community by offering programs, affordable services and administrative support and facilities for other local organizations. The JCCCNC also provides educational, cultural and recreational programs that meet and address the interests and concerns of the community. Our goals remain rooted in preserving the Japanese American cultural and historical heritage as well as fostering the foundation for future generations of Japanese Americans.
JCCCN Welcomes Ryan Kimura, Director of Programs and Community Affairs and Yumi Yukawa, Development Manager

The JCCCN welcomes two new staff members, Ryan Kimura as Director of Programs and Community Affairs and Yumi Yukawa as Development Manager, the latest addition of young energy to sustain the legacy of the JCCCN.

Ryan Kimura, Director of Programs and Community Affairs

Ryan was born and raised in San Francisco and is a highly active member of the community and the Center. He was a Nikkei Community Internship Program intern at the JCCCN in 2003, is a member of NihonmachiROOTS, volunteers on numerous community organizations event committees, performs taiko at many community events and as a business owner is currently working on a marketing program for the Japantown Merchants Association.

“I am thankful for the opportunity to create, build and grow in the Center. I understand Japantown is constantly evolving and, as Mr. Yori Wada expressed in his vision for the center over 30 years ago, the JCCCN will need to also grow in order to meet the ever-changing needs of the community,” said Kimura. “As a business owner in Japantown, I realize the importance of sharing the Japanese culture to new audiences in order to help promote growth within the community. The Center is one of the pillars of Japantown and I will do my best to contribute to its success in keeping the community alive and vibrant.”

Ryan graduated from the University of California, Berkeley with a degree in Asian American Studies.

Yumi Yukawa, Development Manager

Yumi comes from Los Angeles, CA and brings development experience in the non-profit industry. She previously worked at RAND Corporation as an Advancement Services and Raisers Edge Specialist and as a Development Associate at The Go For Broke National Education Center. She was also a member and Fundraising Chair of the community service group, Nikkei Bridge.

“I strongly believe in the Center’s mission and its importance within the Japanese community here in San Francisco, throughout the Bay Area and even the world,” said Yukawa. “In Los Angeles, I had the good fortune of working closely with the Nisei Veteran community. The hardships that the Nisei generation endured have paved the way for future generations and I will forever be grateful. Through their struggles and success I am inspired by their legacy and will continue to preserve and share our culture within the evolving community.”

Yumi graduated from the University of California, Irvine with a degree in International Studies. Post graduation, she lived abroad in Japan for close to four years with the JET Programme in Gunma and Shizuoka Prefectures.

Nikkei Community Internship Builds Future Community Leaders

This summer marked the tenth year of the Nikkei Community Internship (NCI) Program, which offers college students an opportunity to gain experience supporting the work of community organizations while increasing their understanding of contemporary issues affecting Japanese Americans. This statewide, eight-week internship, sponsored by the California Japanese American Community Leadership Council (CJACLC), offers college students an opportunity to gain exposure to the Japanese American community by placing them in a non-profit community organization in the Los Angeles and the San Francisco areas for four days each week. One day of each week is reserved for training, meetings and debriefing, including field trips and meeting with community leaders for cultural and community exposure. This year’s interns, Lisa Mizuiri and Rachel Mock, were placed in the Development and Program offices.

Lisa Mizuiri

Lisa Mizuiri is a recent Japanese and International Relations double major graduate from the University of California, Davis who interned with the Development Department. As a child she participated in events hosted by the JCCCN and played in various jamborees and tournaments at the Center. But she got more involved with the JCCCN when she participated in the Shinzen Goodwill Basketball Program from 2002-2004. “I first went to Japan when my sister participated in the Shinzen program in 1999, but when I went as a player participant in 2003 my interest in the Japanese culture and how it differs from the Japanese American culture peaked.”

“The youth are the future leaders of the Japanese American community. Programs like Shinzen are what is needed to help shape the future leaders who will work to preserve and pass on the Japanese American culture and community to future generations.”

Rachel Mock

Rachel Mock is a third year student at the University of California, Irvine, studying Asian American Studies and Psychology and Social Behavior. In high school she joined a youth group under Asian Pacific Islander Legal Outreach (APILO) that was comprised primarily of Asian youth from around the Bay Area educating other youth on the importance of domestic violence awareness in teen relationships, sexual harassment and dating violence. Through her involvement with APILO and participation in taiko drumming since a young age, and now with UCI’s group, Jodaiko, her interest in non-profit work and the Japanese American community led her to the NCI program.

“Through my experience at the JCCCN and my time in NCI I learned about the importance of keeping Japanese American culture alive through these programs and events, and I believe that it is the responsibility of the younger generations to become the voices in our communities.”

Japanese Cultural and Community Center of Northern California - Summer 2011
After the completion of the first Nikkei Family Legacy Project in 2009, many of the participants voiced their enthusiasm to see an expanded program that would be a family history project. In response to that enthusiasm, a second phase, the Nikkei Family Legacy Project: the Legacy Continues (NFLP), has been created. The goal of NFLP is to teach and give participants the tools to be able to collect and preserve their family history through the first-hand accounts of Nisei before they are lost forever. All participants will go through five hands-on workshops that will train them to capture, document and share their family histories through a hardcover family history book.

The project launched on Saturday, August 6th with the Nikkei Family Legacy Project Kick Off, where close to 100 interested individuals got the chance to learn about researching their own family history. The free event featured speakers from the National Archives, Angel Island Immigration Station Foundation, Genealogy Heroes, the National Japanese American Historical Society and the International Management Solution Legal Professional Corporation, who provided Koseki (Japanese Family Registry) information. From the kick off event, the NFLP was able to sign up the maximum fifty participants for the project. We look forward to seeing all fifty family history books at the conclusion of the project next year!

This project is made possible through a generous grant from the California Civil Liberties Public Education Program (CCLPEP), a program of the California State Library.

Upcoming Workshops

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<tr>
<th>Workshop</th>
<th>Date</th>
<th>Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Saturday, September 10</td>
<td>2:00 - 4:00 p.m.</td>
<td>Getting Started</td>
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<tr>
<td>2</td>
<td>Saturday, October 1</td>
<td>2:00 - 4:00 p.m.</td>
<td>Collect and Record</td>
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<tr>
<td>3</td>
<td>Saturday, November 5</td>
<td>2:00 - 4:00 p.m.</td>
<td>Storyboard and Layout</td>
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<tr>
<td>4</td>
<td>Saturday, January 21</td>
<td>2:00 - 4:00 p.m.</td>
<td>Working Session</td>
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<tr>
<td>5</td>
<td>Saturday, March 10</td>
<td>2:00 - 4:00 p.m.</td>
<td>Working Session</td>
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jtown Connected: Free Wi-Fi Access in Japantown

The JCCNC is proud to announce FREE Wi-Fi access in Japantown! The JCCNC created jtown Connected to better “connect” our community, preserve unique elements of our cultural identity through technology and to help other Japantown non-profit organizations and businesses compete in today’s technologically advanced business environment. By incorporating today’s technology and coupling it with updated content and instruction, the JCCNC will continue to serve its constituents in a more relevant, powerful manner.

The JCCNC will offer and develop the following:

- Provide free Wi-Fi access in Japantown.
- Offer low-cost or free digital program training and workshops to Japantown non-profit organizations and merchants to improve overall marketing ROI by lessening dependence on outside consultants and better utilizing online marketing capabilities.
- Offer digital classes and workshops, in both English and Japanese, to the general public and all age groups.
- Establish a digital leadership program that will teach youth to become trainers and eventually teach intergenerational classes to assist and educate other generations with their technological needs.

Wi-Fi access and the coming improvements to the Digital Media Room would not be possible without the support of AT&T. Please stay tuned for the exciting new classes and digital media opportunities in the future!

For more information, please contact Ryan Kimura at (415) 567-5505 or rkimura@jccnc.org.

Get Connected on September 21st at jtownconnected.org.
Northern Japan Earthquake Relief Fund Update

$3,627,688 raised (as of 8/17/11)

Facts about the Northern Japan Earthquake Relief Fund (NJERF):

- More than 400 volunteers have helped administer the fundraising operations and various events.
- More than 11,000 donors have contributed from all over the world.
- Ordinary citizens, non-profit organizations, schools, businesses and professional organizations have held more than 100 fundraising events.
- More than 20 non-profit organizations have held events.
- Over 20 schools have hosted events.
- Over 24,000 people from around the world have joined our Causes page on Facebook.

On July 10, the JCCCNC held a Community Forum at the JCCCNC to provide an update that touched on: how the funds were being allocated; the status of the recovery efforts in Japan; how the JCCCNC is assisting with the recovery efforts over the next several months; and how the JCCCNC is managing the operations of the relief efforts.

The following list shows donations that have been sent to the affected areas in Japan:

**Relief Phase**
The Relief Phase covered the period immediately after the earthquake hit and lasted from March 11 until the beginning/middle of April.

The **Kobe YMCA** was first chosen because it was the most knowledgeable and experienced among the Non-Governmental Organizations in Japan. After the Kobe Earthquake in 1995, it was forced to start over and had to create services, coordinate volunteers, distribute food and calm citizens. This year, the Kobe YMCA traveled to the affected area and immediately started training staff at the Sendai YMCA and other YMCAs in the surrounding areas to help ensure they were meeting the needs of the citizens. The **Sendai YMCA** worked closely with the Kobe YMCA to coordinate daily meetings to determine what the needs would be for the day, as the needs and areas would change. They helped disperse people out by need, skill and experience and had them go into people’s homes to encourage them to leave for temporary shelter. They also helped ensure all daily necessities were met.

**Recovery Phase I**
The Recovery Phase I covered the period from mid-April until the beginning/middle of May.

The **Japan Organization of Christian Doctors and Nurses (JOCs)** helped pull health care professionals from various developing countries they were assigned to and brought them to work in the affected areas. NJERF support helped fund the unexpected expense of calling back and relocating experienced Japanese relief doctors and nurses to work in the areas.

**KNK (Kokkyo naki Kodomotachi or Children without Borders)** is focusing in on the area known as Rikuzen Takata in providing supplies such as blankets and other necessities. In addition, they are working in five areas of Iwate Prefecture providing support to primary, junior and high school students. As the areas start to re-establish themselves, they plan to get into more substantive areas of education and work directly with the education officials of the area.

The **Shanti Volunteer Association (SVA)** is helping to work on immediate needs by providing daily counseling services and daily physical recovery services to citizens. SVA plans to work directly with the people to figure out how jobs can be established in their communities.

The **Morioka YMCA**, in Iwate prefecture, is assisting in the coastal areas that were hit very hard by the earthquake and subsequent tsunami. Morioka City is located about three hours from the actual site of devastation so many of its staff had to physically leave their offices in the city to find and help temporary shelters in churches and other organizations in the central towns of Iwate prefecture.

The **Tochigi YMCA** is located in the prefecture next to Fukushima prefecture and it assisted individuals affected by the nuclear disaster to help them relocate and provide services to help them seek shelter in safer locations.

**Recovery Phase II**
Recovery Phase II is the latest phase that began at the beginning of June.

The **Association for the Aid and Relief of Japan (AAR)** is based out of Tokyo and its efforts will focus on Fukushima prefecture and working with individuals who have physical and mental challenges.

The **National YMCA** is important in recovery efforts because it has access to work with all 32 YMCAs in Japan and can determine who has particular expertise to go and meet the needs of the most affected areas.

The **Kobe YMCA** will continue providing training, especially mental health training, to the citizens and workers in the affected areas.

The **Sendai YMCA** is helping to manage the volunteer training in the Miyagi prefecture, the most devastated prefecture in the Tohoku region. They also established recovery shelters and children services immediately following the disaster.

**Mental Health**
One of the things learned from the 1995 Kobe Earthquake was addressing the mental health needs of those affected, both from post-traumatic stress and mental trauma. People needed to be trained because Japan, as a modern country, had never gone through such a large devastation.

The **Roots Project Mental Health** was chosen because its mental health professionals have been working in the Tohoku area with no support and no financial help from the government. Volunteers have been helping since March to serve about 600 meals every weekend to the towns that were devastated.

**Mental Health Projects** have been funded and organized to provide counseling and mental health services. In September, “Towards Recover and Healing” will bring 12 relief workers to San Francisco for mental health training to learn about community-based health care and mental health needs. Other projects planned to address and meet overlooked and unfunded needs are “Project Aloha,” helping to bring the spirit of aloha back to the City of Iwaki (site of the movie Hula Girls) and “Crayons for Japan” which will bring art supplies to children’s shelters and centers allowing them to express their feelings through art. NJERF will continue to work with health professionals in Japan to determine the future needs and learn how we can help.

**Rebuilding Phase**
NJERF has allocated $1,000,000, or any additional funds raised, to recovery and rebuilding efforts that will occur over the next few months.

When the NJERF was established, the JCCCNC wanted to ensure that 100% of the donations went directly to supporting those most in need -- and they are firmly standing by this policy and to their commitment to helping the victims and survivors.

Because of the overwhelming response of thousands of donors and their donations, the JCCCNC has had to incur the administrative costs of running the fund, which is estimated to reach $209,039.91 by the end of the year. They are considering a variety of ways to help offset these expenses.

For more information or to make a donation to the relief fund, please visit our website www.kokoro4japan.org or call (415) 529-1322. Checks are preferred and can be sent to the JCCCNC at 1840 Sutter St, San Francisco, CA 94115. Checks can be made out to: Northern Japan Earthquake Relief Fund. All donations will be acknowledged.
During the summer of 2010, four JCCCNC interns—Emily Furutani, Casey Ikeda, Blake Tamaki and Corey Yamamoto—helped to implement Dreams Finally Realized: The Untold Stories of California Nisei Forced out of Higher Education. The goal of the project was to capture the never-before-told stories of the Nisei by chronicling their educational aspirations, how they felt when abruptly stripped of their college dreams due to Executive Order 9066, their life challenges and sacrifices made after leaving college and their return to these same campuses some 67 years later to receive an honorary degree, as called for by California Assembly Bill 37.

Through the internship each intern learned about script writing, interviewing and video editing. With their new skills and assistance from three JACL high school interns, they each interviewed three to four Nisei honorees.

Just as important as capturing the stories, they want to make them accessible to the public so that everyone can learn from the Nisei. The videos are available for viewing at http://www.youtube.com/user/CANiseiProject. Please watch the videos and forward the link to friends and family who may be interested.

Since 2009, the California Nisei College Diploma Project (CA Nisei Project), a project implemented by the JCCCNC, has worked with nearly 20 California Colleges and Universities and helped over 1,000 Nisei or their families to be honored and recognized with an honorary college diploma as called for by Assembly Bill 37 (Furutani) – an honor more than 67 years overdue.

Congratulations and thank you to all the honorees, families and individuals who made the CA Nisei Project a success!

AT LEFT: Yo Hironaka (above) and Kayo Nakamura (below) receive their long-awaited diplomas from City College of San Francisco Chancellor Griffin on May 28, 2011. ABOVE: Honorees Yo Hironaka, Grace Murase (represented by her granddaughter Stephanie Seto) and Kayo Nakamura meet with House Democratic Leader Nancy Pelosi.
Nearly 150 Volunteers Keep History Beautiful at Colma Japanese Cemetery

In preparation for the 60th annual Community Memorial Day Services at the Colma Japanese Cemetery, nearly 150 volunteers from ages 6 to 85 years old gathered on Saturday, May 21 for a youth and family clean-up day. Volunteers from around the Bay Area gave up most of their Saturday pulling weeds, raking up leaves, scrubbing headstones, trimming hedges and placing over 500 fresh flowers throughout the three acre cemetery.

This annual community service project organized by the JCCCNC began in 2010 as a way to honor the past, remember those who passed on, bring the community together and educate others about a place that deeply represents the history of the Japanese American community.

“It was great to see so many volunteers of different generations at our Community Clean-up Day, especially the young adults and children. I feel that it is important to get the younger generations to understand the history of our ancestors and community that is here at the Colma Cemetery, as they will soon be the caretakers and link to continue to share our rich heritage to future generations,” said Lori Matoba, Deputy Director at the JCCCNC.

The project has been such a great success over the past two years that the JCCCNC plans to organize the Colma Cemetery Clean-up Day on an annual basis on the third Saturday in May.

“I hope that the annual clean up of the Japanese Cemetery can continue for generations to come. It is a good way for Japanese Americans of all generations to know of the leaders that came before us and to see this venue as an extension of our community,” said Diane Matsuda, event co-organizer. “This year was a special year for our family as our 97.5 year old uncle who recently passed away made it an annual duty to spend time to clean and respect his parents, friends and elders here.”

In attendance for the clean-up were Deputy Consul General Michio Harada, Akira Ishido and Yoshibo Tasaka also from the Consulate General of Japan office, and Japanese Benevolent Society of California (JBS) President Eddie Moriguchi.

The JCCCNC would like to thank the following supporting organizations for helping to make this project a success: Berkeley Ohtani, Buddhist Church of San Francisco, Eden Youth Group, JACL Northern California-Western Nevada-Pacific (NCWNP) District, Japanese Benevolent Society of California, Japantown Merchants Association, Japantown Youth Leaders (JYL) of Japanese Community Youth Council (JCYC), Nichi Bei Foundation/Nichi Bei Weekly, San Francisco JACL, Brownie Troop 31259 and Troop 29.

The Colma Japanese Cemetery was established in 1901 by the JBSC with support from the Meiji Emperor of Japan to provide “a suitable burial ground for deceased Japanese.” It is now a resting place for over 5,000 Japanese. There is also a tower honoring 3 crewmen from the Kanrin-Maru, which arrived in San Francisco on March 17, 1860 and brought the first Japanese Embassy to the U.S. to strengthen goodwill between the two countries.

For more information or to have a group or organization participate in next year’s clean-up on Saturday, May 19, 2012, please call Lori Matoba at (415) 567-5505.

Athletes of All Ages Participate in 2011 JCCCNC Track Meet

On Sunday, June 26 over 100 athletes in seven age divisions, from 4 years to 60 years and older, participated in the 2011 JCCCNC Track Meet at the Palo Alto High School Track.

Families and friends throughout Northern California gathered early at the track to set up their umbrellas and prepare for a day of fun in the sun. A variety of track and field events were held including child competitions such as the softball throw and the soccer kick. In the spirit of friendly competition, participants shared a potluck lunch.

This year marks the sixth year that the JCCCNC has hosted the track meet, which has its roots in the San Francisco JACL Nisei Olympics, first held in 1953. Many of the event’s original organizers had participated in the Japanese YMCA Nisei Olympics, held successfully for nearly a decade until Japanese Americans were forcibly removed in 1942 due to World War II.

The track meet would not be possible without the help of many volunteers at the meet and especially Craig Hamakawa, Dean Kumagai, Mr. Kumagai, Michelle Nieda, Alice Kawasaki, Tom Oshidari, Mike “Jakes” Uyeno and Barry O’Driscoll, who we thank for helping us continue this wonderful tradition.

The 2011 JCCCNC Track Meet was made possible in part by the Arthur J. Gallagher Foundation, Bay Area Sports Hall of Fame (BASHoF) and Mr. Craig Hamakawa and family.

For more information or to be a sponsor of the 2012 JCCCNC Track Meet, call Jennifer Hamamoto at the JCCCNC at (415) 567-5505, ext. 227, or e-mail jhamamoto@jcccn.org.
On Saturday, May 7, over 1,200 people crowded Japantown Peace Plaza in San Francisco to celebrate Kristi Yamaguchi’s Children’s Day Festival in Japantown.

The event, sponsored by the JCCNC, with support from The Henri and Tomoye Takahashi Charitable Foundation and the Hatsuro and Amey Aizawa Family Charitable Trust, celebrated children in recognition of the national holiday, Kodomo no Hi (Children’s Day) in Japan. The festival featured traditional Japanese crafts like origami (paper folding), koinobori (wind carp) and hachimaki (headband) making; fishing and balloon games; and food booths, hosted by local community organizations; as well as dance and music performances including odori (traditional Japanese dance), hula, ukulele, taiko (drumming), shamisen (string instrument), kendo (martial arts) and singing and dancing by youth. Children enjoyed fishing for balloon yo-yos with twisted tissue paper, making koi nobori and singing along with the different preschools from the neighborhood.

The theme of this year’s art contest was “Hopes and Wishes for Recovery” for the Japan earthquake and tsunami survivors. The 2011 Northern California Cherry Blossom Court selected the winners of the contest which was sponsored by Sakura of America who provided materials and prizes.

Kristi Yamaguchi attended this year’s festival and signed autographs of her new book, “Dream Big, Little Pig.”

The festival was the highlight of a one week Children’s Day celebration in which the JCCNC offered traditional kimonos dressing for kids and hosted over 60 San Francisco public school classes, nearly 1,400 students, K-2nd grade for their Children’s Day School Visit Program. Children recognized their favorite Disney characters in the Hinamatsuri (Girls Day) and Tango no Sekku (Boys Day) doll displays, made and ate Sakura Mochi (sweetened rice cakes) and played a Japanese Children’s card game called karuta. By learning about the dolls and their history and through activities, children were able to learn and celebrate Japanese culture in a way that is meaningful to them, their friends and their families.

For more information or to participate in next year’s JCCNC Children’s Day Festivities or school visits, please contact the JCCNC at (415) 567-5505 or email programsevents@jccnc.org.


Activity booths were hosted by the following groups: 2011 Cherry Blossom Court, Asobi Arts, Balloon Angels-Pine United Methodist Church, California Highway Patrol, Claremont Elementary School JBBP, George Washington High School Japanese National Honor Society, Japanese Community Youth Council (JCYC), Kintetsu International, Nakayoshi, Nichi Bei Weekly, Nihonmachi Little Friends, Nobiruikai, Rosa Parks Elementary School-JBBP, St. Ignatius Japanese Language Program and Xperience.
Money Matters

2010 was a busy year for the JCCCNC as they implemented the California Nisei College Diploma Project, Dreams Finally Realized and hosted Jero in Concert. In addition, the JCCCNC continued to offer over 100 quality classes, workshops and events for the community.

A day in the life at the JCCCNC can include mailing out letters to donors and members, setting up classrooms, workshops and events and hundreds of administrative tasks. The JCCCNC also provides resources in the form of space, funds and services for community organizations, individuals and corporations. Included among those resources is low-cost office space for tenants such as Japanese Community Youth Council, Kimochi, Inc. and Nobiru Kai.

None of this would be possible without the financial support of the JCCCNC’s many donors, members and corporate sponsors. Also appreciated is the leadership of the Board of Directors, enthusiastic volunteers and hard-working staff. Their unwavering dedication, commitment and generosity to preserving the culture and community push the JCCCNC towards building a Center of greater service for this community.

2010 Revenue

The graph above summarizes revenue during the 2010 calendar year. It is the sole responsibility of the Development Department to produce the most significant revenue for most non-profit organizations. For the JCCCNC, donations account for 44% of our revenue, with individual donors collectively contributing the majority of the total. The Development Department’s principal charge is to ensure the sustainable growth and financial health of the organization by gathering resources and long-term support through grassroots fundraising, major donor cultivation and foundation and corporate sponsorships.

The Membership Department’s role is to increase visibility of the JCCCNC within the surrounding community, instill in our members a sense of belonging and to grow and sustain relationships with people and organizations that believe in our charter. Currently, the JCCCNC is highly dependent upon senior and senior couple memberships; the goal is to increase family and sustaining memberships to mirror their success with these contingencies.

Programs contributed 20% of the revenue for the JCCCNC, generated from class or events fees and donations. The JCCCNC makes a conscious choice to keep the class fees at a minimum as the JCCCNC believes in providing low cost programs whereby no attendee is constrained by cost.

Rentals derive 13% of their annual revenue. Similar to their affordable program philosophy, the JCCCNC believes in providing highly subsidized facility space for community groups and organizations with special reduced rates for non-profit organizations.

2010 Expenses

The graph above summarizes spending during the 2010 calendar year. Building and operations comprise over one-half of the JCCCNC’s expenditures. On the building side, this includes expenses incurred from running a public facility visited by over 185,000 individuals annually, which primarily consists of maintenance and upkeep of a 17,500 square foot building. This includes utilities, equipment leases, licensing and permit fees and facility insurance. On the operational side, this includes staff salaries and benefits, staff development and training, office administration, public relations, advertising and marketing and consulting services.

Program expenses encompass all classes, corporate and community meeting room rentals, sporting events, seasonal fairs, community forums and events and cultural programs. By nature, the JCCCNC’s programs are highly resource intensive due to the associated costs of materials, instructor and insurance fees and other related costs necessary to run successful programs. The JCCCNC provides over 100 workshops and classes on an annual basis. These workshops and classes are central to the mission of the Center which is to provide cultural arts, social, recreational and educational classes.

Development expenses include all costs related to direct fundraising, following the Center’s comprehensive development program aimed at generating individual donor, foundation, philanthropic and various foundation and corporate support.
Ways to Give! How to Help the JCCCNC, Your Way

Enter the 2011 Annual Sweepstakes
Enter for your chance to win one of these great prizes.

The Grand Prize Winner will receive first choice between the three prizes listed. The Second Place Winner will choose between the remaining two prizes and the Third Place Winner will win the remaining prize.

Sweepstakes tickets cost $20 per ticket, $50 for a book of three tickets or $100 for nine tickets (three books). The drawing will be held at the 25th Anniversary of Opening Our Doors Event on September 24, 2011 at the JCCCNC. You need not be present to win.

PRIZE 1:
Two Premium Economy roundtrip tickets to Japan for two plus 5 night hotel accommodations
Courtesy of Japan Airlines and Kintetsu International

PRIZE 2: 16GB White iPad + Wi-Fi

PRIZE 3:
$1,000 Cash

To purchase tickets, please contact Yumi Yukawa at (415) 567-5505 or visit http://www.jcccnc.org/events/dinner.htm to download a form.

Become a member
Join us today. Your membership provides support to the JCCCNC to carry out its educational, cultural, recreational and social programs. Be a part of our family where future generations will learn about our community, culture and traditions. To sign up or to get more information check our website at www.jcccnc.org or fill out our membership form, which can be obtained at the JCCCNC.

Have your employer double your donation
Corporate fund matching programs or workplace giving
Did you know that many corporations offer to match their employee’s donations to non-profit organizations or have a workplace giving program? Corporate fund matching programs are a great way to increase your donation and in most cases double your donation. Workplace giving programs make it fast and easy to give a gift because you can have your donation automatically deducted from your paycheck. Consult your human resources department to find out more on how you can support the JCCCNC through workplace giving.

For questions on giving to the JCCCNC, email us at info@jcccnc.org or call (415) 567-5505. All information and inquiries are kept confidential.
JCCNC Members are eligible to receive discounts at participating merchants. You must present your current and valid JCCNC Membership card and photo ID. If you have questions about merchant discounts, please contact the JCCNC at (415) 567-5505 or membership@jcccnc.org.

**RESTAURANT DISCOUNTS**

- **bushi-tei**
  1630 Post St., San Francisco.
  (415) 440-4959
  10% discount during brunch or lunch only. Cannot be combined with any other offer. Not valid at Bushi-Tai Bistro.

- **Café Mums**
  1800 Sutter St., San Francisco.
  (415) 931-6986
  10% discount on food only, drinks not included. Cannot be combined with any other offer.

- **Hokuil San Francisco**
  51 Masonic Ave., (415) 921-6242
  10% discount on food only, drinks not included. Cannot be combined with any other offer.

- **May’s Coffee Shop**
  1737 Post St., #13, San Francisco.
  (415) 346-0202
  Free drink (can juice, soda or water) with a purchase of $7 or more (not including tax). Cannot be combined with any other offer.

- **On the Bridge**
  1581 Webster St., #205, San Francisco.
  (415) 922-7765
  Choice of free soup, salad, or homemade drink with any purchase. Cannot be combined with any other offer.

**MERCHANT DISCOUNTS**

- **Aloha Warehouse**
  1737 Buchanan St., San Francisco.
  (415) 346-7553
  10% discount on all items. Food and sale items not included.

- **Japan Video and Media**
  1737 Post St., #305, San Francisco.
  (415) 922-2100
  $5 off on acupunture treatments. Not valid on supplements.

- **Japan Town Acupuncture & Oriental Medicine, Inc.**
  1581 Webster St., #245, San Francisco.
  (415) 922-3204
  10% discount on all merchandise.

**PROMOTIONS**

- **AMC Theatres**
  Silver Movie Vouchers (Valid 2 weeks after release) - $6.50/ticket.
  Gold Movie Vouchers (Valid any time) - $8/ticket.

- **Cinemark Century Theatres**
  Classic supersaver tickets (valid 2 weeks after release) - $8.50/ticket.
  Platinum supersaver tickets (valid anytime) - $8/ticket.

- **Sanko Cooking Supply**
  1758 Buchanan St., San Francisco.
  (415) 922-8331
  10% off all merchandise. 5% discount on cookbooks and electronics. Cannot be combined with any other offer.

- **Benkyodo Co.**
  1747 Buchanan St., San Francisco.
  (415) 922-1244
  Buy one dozen manju, get one manju free.

- **Hayes Auto Body**
  2401 Bush St., San Francisco.
  (415) 346-7061
  10% discount on general maintenance (oil change, break check, tires, rotation, belts, hoses, fluids). Cannot be combined with any other offer.

- **Yasukochi’s Sweet Stop**
  2230 Sutter St., San Francisco.
  (415) 931-8165
  - Purchase a wreath, get one danish free.
  - Purchase one dozen cookies and get one cookie of your choice free.
  - Purchase a cream cake from the showcase at 5% discount.

**Show your card and save!**

Do you have trouble remembering all the amazing businesses that offer JCCNC member discounts? Now all you have to do is look for the JCCNC Member Support sticker on the windows of participating merchants.
**Upcoming Events**

**Support Services for the Elderly Seminar**

As we in the Japanese Americans community age, most of us prefer to follow our regular routines and live in the comfort and security of our own homes rather than entering a senior living, care home or assisted living facility.

Whether the information is for yourself, your parents, relatives or friends, join Anna Sawamura of Kimochi as she discusses and answers your questions about available support services. Find out how outside resources like housekeeping services, financial management, personal care, transportation and other assistance might be able to keep you living in your own home.

*This seminar is part of Nikkei and Retirement which has recently become a program of the JCCCNC.*

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**JCCCNC Annual Online Auction**

Get ready to bid on Japanese Antiques, beautiful ceramics pieces, unique opportunity packages, gift certificates and more!

Visit [www.jcccnc.org](http://www.jcccnc.org) and click on the link.

For more information or to donate items for the auction, please call Jeff Yoshioka at (415) 567-5505.

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**Annual Event**

**Saturday Sept 24**

**Annual Event at the JCCCNC**

25 Years of Opening Our Doors

Tickets: $150 general admission, $50 children 6-12

(See front cover for more information)

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**Halloween at the JCCCNC**

**Friday Oct 28**

Games and prizes, tricks and treats, arts and crafts and goodies to eat! On October 28 there is only one place to be: the Halloween Carnival at the JCCCNC!

Please call Ryan Kimura at (415) 567-5505 for more information.

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**JCCCNC Annual Online Auction**

September 2-16

Get ready to bid on Japanese Antiques, beautiful ceramics pieces, unique opportunity packages, gift certificates and more!

Visit [www.jcccnc.org](http://www.jcccnc.org) and click on the link.

For more information or to donate items for the auction, please call Jeff Yoshioka at (415) 567-5505.

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**Upcoming Events**

**Saturday Oct 29**

1:00-3:00 p.m.

Free and open to the public

**JCCCNC’s Preferred Airline**

**at&t**

**Union Bank**