

## **Reviewing Fiscal Year (FY) 2021**

**By Shingo Oda, Chairperson of the Board of Directors**

When People's Hope Japan (PHJ) started fiscal year (FY) 2021, the COVID-19 outbreak was already well underway, and it was uncertain when the epidemic would come to an end. And with the actions taken by the military in Myanmar, we subsequently faced another situation that was beyond our control. Despite these unexpected constraints, I am pleased to report that, for the most part, PHJ accomplished its objectives for FY2021. I would like to express my heartfelt appreciation to our individual and corporate supporters for their continued support and my gratitude to all PHJ staff for their sincere efforts in carrying out our planned activities.

The situation in FY2022 remains severe, but we are making good use of the experience and insights gained in FY2021, and are working to achieve our objectives, carry out appropriate crisis management measures, and reform our work style.

Your continued cooperation, advice, and support would be truly appreciated.

## **FY2021 Activity Report**

### **1. Outline**

#### **1-1. PHJ's International Projects and the SDGs**

Since its establishment in 1997, PHJ has been engaged in international cooperation and disaster support in the health and medical fields. Starting in 2003, PHJ focused its activities on maternal and child health and nutrition improvement programs. PHJ projects contribute toward the achievement of goal 3 (good health and well-being for all persons) of the United Nations' Sustainable Development Goals (SDGs), which were unanimously adopted by the UN General Assembly in 2015. Specifically, PHJ's projects are focused on target 3.1 (reducing maternal mortality), target 3.2 (reducing newborn and under five mortality), and target 3.8 (realizing universal health coverage).

The relationship between PHJ's projects in Cambodia and Myanmar and the SDGs is explained on pages 14 and 15 of this report.

PHJ's vision for bringing health and hope to all is based on what we call the "happy-happy concept," namely, that the bringing of happiness to others leads to happiness for oneself, a mutual benefit. And PHJ's activities are closely linked with the SDG basic concept of leaving no one behind.



## 1.2 Project Contents and Progress

In FY2021, PHJ engaged in the following health, medical, and disaster support projects:

- (1) In Cambodia, PHJ continued implementation of a project to strengthen the community care and support network for children in Stoung Trong Operational Health District (OD) of Kampong Cham Province, as explained in the following 1.2 (1).
- (2) In Myanmar, upon completion of the project to improve maternal and child health in rural communities, centering on Tatkon Township in the Nay Pyi Taw Union Territory, PHJ started the project for supporting health system strengthening for maternal and newborn health improvement in Lewe Township, Nay Pyi Taw Union Territory as explained in the following 1.2 (2).
- (3) In Japan, PHJ supported the launch of a psychosomatic counselling project in Minami Soma, Fukushima Prefecture, as explained in the following 1.2 (3).

1.2(1) In Cambodia, PHJ continued its implementation of the above-mentioned project to strengthen the community care and support network for children in the Stoung Trong OD of Kampong Cham Province. This project was launched in October 2018 and is due to be completed in January 2023. In the first year of this project, PHJ operated with its own funds. In October 2019, the project received a Grant Assistance for Japanese NGO projects from the Ministry of Foreign Affairs of Japan (hereinafter MOFA grant). The first year of project activities under this MOFA grant was completed on October 3, 2020, as planned. The second year of activities under this grant commenced in January 2021.

1.2(2) In Myanmar, the above-mentioned PHJ project to improve maternal and child health centering on Tatkon Township in the Nay Pyi Taw Union Territory started in October 2017 and was concluded in November 2020, and funding was provided by a MOFA grant. As 2020 was the third and final year of the project, PHJ focused at that point on activities that would ensure the continued operation of this program at the project site after the project completion date. Due to the COVID-19 outbreak, PHJ decided to extend the project by one and half months, to the end of November 2020, in order to complete all the planned activities. In November 2020, PHJ concluded a new Memorandum of Understanding (MoU) with Myanmar's Ministry of Health and Sports, and in December 2020 renewed its registration as an International NGO with the country's Ministry of Union Government Office. Under the MoU, and with the renewed registration, PHJ was set to commence the aforementioned project in Lewe Township of Nay Pyi Taw Union Territory in December 2020 and also received a MOFA grant in March 2021. However, due to the political crisis that began in Myanmar on February 1, PHJ has been holding up its project activities placing high priority on the safety of the staff members.

1.2(3) Since January 2019, PHJ has been providing support for the provision of psychosomatic counselling, based on a memorandum that was concluded with the Musubino-Kai medical association, and for this purpose has leased a room at the Hori Mental Clinic in Minamisoma. This project entered its second phase in July 2020, and

three experts, Dr. Hori, Dr. Sakakibara, and Dr. Takahashi, have been providing cognitive behavior therapy, medical counselling, and psychological testing. As a result of the COVID-19 outbreak, psychosomatic diagnostic testing was suspended for two months. However, the doctors were able to resume testing by moving these sessions online. The project will be completed at the end of 2021.

### 1.3 Communications and Fundraising

Communications activities included publication and distribution of the FY2020 Activity and Financial Report the PHJ Newsletter, which went out to in February and June to supporting individuals and organizations. PHJ also produced wall and desktop versions of an “Asian Fairy Tale” 2021 calendar, and distributed them in return for donations.



The Fundraising, Communications, and Disaster Support Departments, Cambodia and Myanmar offices, and Project Support Department worked as one team in supporting the crowdfunding for a rural health center in Cambodia from December 2020 to February 2021 and raised 1,322,000 yen.

Due to the COVID-19 outbreak, PHJ once again had to cancel a planned study tour for Saitama University and donors in FY2021.

To help counter the above-mentioned negative effects of COVID-19 and get out our message to donors and supporters, PHJ conducted more meetings online and made use of video distribution services, and this received a positive response.

The Communications Department released data, announcements, and other information on the PHJ website in a timely manner and updated the site on a daily basis, and fulfilled its responsibility as the certified NGO. As a growing percentage (currently 70%) of the website traffic in Japan is from smartphones, PHJ is making changes to its website to meet this requirement.

As for fundraising, although Japan NGOs are well aware that PHJ has a large number of corporate supporters and donors (in 2016, PHJ was ranked 11<sup>th</sup> in this respect), our income

from individual and corporate membership fees has been decreasing. As described in the following paragraph, PHJ has to find new ways to counter this trend.

In addition to the above-mentioned crowdfunding initiative, PHJ collected 285,000 yen in donations for Cambodia. In March 2021, iRobot Japan, G.K. donated 550 robot vacuum cleaners (worth 44.76 million yen) to member hospitals of Tokyo Medical Association through PHJ.

In May of this year, PHJ started a trial postcard collection campaign. In October or November 2021, PHJ will start a cashless donation campaign using the PayPay online payment service. These trial cases have been successful in raising more than 1,000,000 yen to date, and the PHJ staff have learned many ways to make such campaigns more effective and efficient.

With the announcements by the Japanese government of full- and semi-states of emergency to combat the coronavirus, PHJ has expanded its use of Zoom and Teams to meet with and report information to parties such as Ono Pharmaceuticals Co., Ltd., Dainippon Sumitomo Pharma Co., Ltd., and the Narita Cosmopolitan Rotary Club. These online meetings have helped us maintain good relationships with donors and gain support for our projects.

#### **1-4. Financial Report**

Total revenues excluding goods in kind were 162 million yen (budget 138.66 million yen), and total expenditures came to 67.73 million yen (budget 138.45 million yen), resulting in a profit of 38.47 million yen (budget 0.21 million yen). Accordingly, the net profit was 38.26 million yen higher than the initial budget and net assets of 167.7 million yen were forwarded to the next fiscal year.

Under the NGO financial standards, PHJ is required to report the amount of donations for specific purposes that are left over for the next fiscal year and included in the forwarded net assets. That amount came to 58.36 million yen, and mainly consisted of the balance of the MOFA grants for Cambodia and Myanmar. This balance will decrease as the projects proceed, and will be eliminated upon their completion. PHJ's true financial capabilities can best be understood by referring to the donations not designated for specific purposes that are carried forward to the next fiscal year. This can be calculated by simply deducting the balance of the donations designated for specific purposes from the net assets carried forward. This amount at the end of FY2021 came to 48.40 million yen, which is up 5.83 million yen from the previous fiscal year. This favorable financial situation owes much to the increase of general donations (2.3 million yen) and the reduction of headquarters expenses (-2.13 million yen) arising from the cancellation of business trips to/from the Cambodia and Myanmar offices.

The number of corporate and individual memberships has been steadily decreasing. This trend has accelerated since March 2020 due to the impact that the COVID-19-related economic slowdown has had on our corporate supporters. Because of the suspensions and reductions in the payment of membership fees, and the cancellation of memberships, we fell short of the target number for membership fees and donations.

Donation of goods in FY2021 totaled 44.78 million yen, with the goods mainly consisting of 450 Roomba robot vacuum cleaners and 100 BravaJet robot floor cleaners that were

donated by iRobot Japan G.K. and distributed via PHJ to member hospitals of the Tokyo Medical Association, as shown on the following photos.



During FY2021, PHJ tried to enhance the support content by concentrating on specific activities funded not only by grants but also by multiple donors. As this trend is expected to grow, PHJ strengthened the financial control by improving visualization of information such as the amount received, the amount spent, and details of the expenditure.

## **2. Effects of External Environment and PHJ's Response**

### **2-1. COVID-19 Effects and Measures**

The COVID-19 had a variety of effects on PHJ's operations inside and outside Japan, but as of the end of FY2021, none of the Japanese staff had been infected with the virus or identified as a close contact of a person with COVID-19. To cope with the overall situation, PHJ held Crisis Management Committee meetings at the PHJ Headquarters and responded to the orders and instructions of the Japanese Government and municipal authorities. PHJ announced a basic rule for working at home and sought to keep the percentage of work performed at its office at about 30%. Further, PHJ staff have followed basic hygiene rules by wearing masks, washing hands, maintaining physical distance, and measuring body temperature each day. To stay in touch with staff working at home and ensure work was being done efficiently and without delay, PHJ used Zoom to hold regular staff meetings.

The outbreak greatly influenced PHJ's communications and fundraising operations as we could not visit donors and hold other meetings face to face. PHJ dealt with this by increasing the frequency of e-mail communications, conducting online meetings, and mailing out appeals for memberships and donations. Some corporate members canceled their memberships or opted to pay a lower fee because of financial difficulties related to the COVID-19 outbreak. As a countermeasure, PHJ introduced and strengthened online fundraising activities using crowdfunding and cashless PayPay donations. The crowdfunding initiative from December 2020 to February 2021 in support of health center facilities in rural areas of Cambodia was successful and exceeded the donation target. As for the expenditures of the Tokyo headquarters, both domestic and international travel were suspended for staff and replaced with online meetings, thus resulting in a significant decrease in travel expenses.

As mentioned earlier, iRobot Japan made a large donation of Roomba robot vacuum cleaners and Brava Jet robot floor cleaners for hospitals, medical clinics, and medical staff in Tokyo. Dr. Masataka Inoguchi, Chairman of the Tokyo Medical Association, expressed his gratitude as follows, “Due to the COVID-19 outbreak, hospitals have great difficulty in securing cleaning staff. These robot cleaners are truly useful in responding to these needs and are appreciated by all the medical personnel and other staff at our facilities.”

In Cambodia, Ms. Ishiyama, the Country Director, remained on site to lead the project activities. All of the first-year project work under the MOFA grant was completed by October 2020, as planned. In November and December, COVID-19 spread in the community where the project had been conducted, and as a result, meetings with no more than 20 participants were allowed. Although PHJ could not organize group training and monitoring sessions, it provided detailed technical guidance and monitored the activities of a limited number of trainees.

At the Khpop Tagnoun and Areak Thnot Health Centers (HCs), the number of newly infected persons increased and the target areas were temporarily closed. PHJ cancelled some of its scheduled activities. In the meantime, the Stoung Trong OD administrators requested emergency support goods. PHJ donated masks and other hygiene products to the HCs within the OD to protect medical staff. This donation was truly appreciated by the medical staff.

In Myanmar, PHJ ordered the country director and project manager to return to Japan in April 2020. Since then, all operations have been managed online. With this change, PHJ established new guidelines. In September 2020, PHJ’s project site at Tatkon Township went into lockdown and project activities were temporarily suspended. This caused PHJ to delay completion of the third year of work under the MOFA grant by one and a half months, to the end of November 2020.

PHJ succeeded in starting the new project in Lewe Township in December 2020, and project activities under the MOFA grant commenced at the end of March 2021. However, due to the political situation that began in Myanmar on February 1, PHJ had to suspend all project activities. Under these circumstances, operational expenditures were significantly lower than projected.

Upon receiving requests for emergency support goods from the Tatkon and Lewe Township Medical Offices, PHJ donated masks, sanitary products, protective clothing, and other infection prevention goods to the medical staff in these townships. This donation was truly appreciated by the medical staff.

Regarding the Minamisoma Psychosomatic Counselling Project, the three doctors were not able to provide face to face counselling and examinations, and suspended their project activities for two months. They then moved these operations online and the number of cases that they subsequently handled exceeded the planned number. Following the suspension of study sessions for the community, the project team learned that remote counselling had certain merits.



## 2.2 Effects and Measures for Changes in Myanmar

Since the announcement of a state of emergency on February 1, 2021, Myanmar has been in a state of confusion. The PHJ Myanmar Office operations had been conducted remotely by Japanese staff who temporarily returned home in April 2020. In February 2021, PHJ decided to immediately suspend implementation of all planned activities as its top priority was to ensure the safety of the Myanmar office staff and partners. Using the internet to place calls and send text messages, the PHJ staff in Japan tried to communicate every day with the Myanmar office staff, who were all working from home, but sometimes no internet service was available in Myanmar. Starting February 1, crisis management committee meetings have been held each week at the PHJ headquarters to update staff on the current situation in Myanmar, respond to requests of the Myanmar office staff, and discuss the future direction of PHJ's Myanmar operations. Also, PHJ organized two meetings in April and May for all staff and a Steering Committee Meeting (SCM) in May so that, by sharing information, opinions, and ideas, all staff, SCM members, and Board members could reach a consensus on what was to be done.

At the project site, many medical doctors and staff have been participating in the civil disobedience movement. Public medical services have not been available, so many women have been choosing to give birth at home, with the assistance of an auxiliary midwife or traditional birth attendant. Such an environment for childbirth is neither safe nor clean, and there often are none of the basic items necessary to assist with delivery. In order to promote the provision of medical care by the health services, which is the objective of this MOFA-financed project, PHJ was able to get in touch with 24 auxiliary midwives and provide them 570 sanitary delivery kits (support provided by Yagami Co., Ltd.), 1,710 sheets of gauze (MOFA grant), and 1,710 pairs of disposable gloves (MOFA grant), which amounts to a six month supply.

And although the Myanmar Office presently cannot receive remittances from Japan, it has been able to keep operating by using the balance of the funds from the completed project. Thus, the office has been able to pay local staff, pay office rent and communications expenses, and purchase donation goods. The office is still facing problems with the temporary suspension of banking services, restrictions over the amounts that can be withdrawn, and so on, but has managed in a flexible and timely manner to deal with changing circumstances and avoid any delays in making payments. As for the implementation of the project and administration of the Myanmar office under the MOFA grant, PHJ will contact, report, and consult with the Japanese Embassy in Myanmar and with the Japan Ministry of Foreign Affairs.

The PHJ Communications Department has informed donors and supporters of PHJ's stance on this matter via website announcements, monthly email updates, and newsletters. The PHJ Fundraising Department has also explained this matter in detail to donors such as Yagami Co., Ltd. and Ono Pharmaceutical Co. Ltd., and they have indicated that they understand the local situation and are willing to be flexible and continue providing support. Under these uncertain conditions, PHJ withdrew the grant application to the Azbil Yamatake General Foundation that had been submitted in December 2020 and decided not to go ahead with an application for a grant to the Japanese Trade Union Confederation, which it had planned to submit in March 2021.

### 3. Support Programs

#### 3.1 Cambodia Program

##### 3.1.1 Project to Strengthen Community Care and Support Network for Children in Kampong Cham Province

This project has its origins in the Healthy Child Growth Pilot Program, which commenced in November 2018 and expanded in October 2019 as a three-year project, under a MOFA grant and with funds from donors. In October 2020, PHJ completed the first-year activities under the MOFA grant, and started the second year in January 2021. In April 2021, PHJ hired a Japanese expatriate to the Project Manager position, which had been vacant since April 2020, bringing the total number of Japanese staff to two in this office. In FY2021, PHJ supported the following five initiatives:

- **Support of Health Center Infrastructure**

**(MOFA grant activities)**

PHJ used the equipment control list prepared in cooperation with the OD office to check the inventories at the four targeted health centers (HCs): Peam Kohsna, Oun Mlou, Areak Thnot, and Khop Tangoun. It was confirmed that each maintains an appropriate inventory of child health care medical equipment and supplies.

**(Self-funded activities)**

In November 2020, PHJ supported the renovation of the building and the postpartum care room at the Peam Kohsna HC, and this work was completed in May 2021 as shown on the left photo. In February 2021, PHJ started and completed the paving of the entrance walk at the Khop Tangoun HC. Further, in April 2021, PHJ supported the installation of furniture and medical equipment in the postpartum care rooms at the Peam Kohsna, Oun Mlou, and Areak Thnot HCs.



- **Supporting Technical Training for HC Staff**

**(MOFA grant activities and self-funded activities)**

At all four targeted HCs, PHJ monitored the monthly HC staff meetings for the sharing of information from the OD office and discussion of proposals and workplace issues. The OD office supervised and provided training for the integrated management of childhood illnesses (IMCI), growth monitoring and promotion (GMP), and postnatal care (PNC) as shown on the right photo. The OD staff paid particular attention to strengthening the supervision of PNC counselling. One mother expressed gratitude for having received detailed counselling that gave her confidence in her ability to take care of her baby.





- **Strengthening Child Care Network in Community**  
( MOFA grant activities and self-funded activities)

PHJ monitored bimonthly meetings of a health center management committee (HCMC) and a village health support group (VHSG), which was made up of local volunteers. It also monitored quarterly meetings of community care workers for mothers and newborns (CCMNs), a group of maternal and child health volunteers as shown on the left photo. In order to facilitate the effective sharing of information at these meetings, PHJ prepared a recording format in cooperation with the OD office. Making good use of this format, the meeting members could enter, access, and share health records.



- **Improvement of Child Care in Community**  
(MOFA grant activities and self-funded activities)

PHJ printed and distributed posters to be used by VHSGs and CCMNs during health classes. To promote awareness of health issues, they were posted on the walls at the HC offices. PHJ also monitored the home visits conducted by CCMNs and confirmed whether the women were eliminating harmful habits such as taking alcohol during pregnancy.

- **Cooperation with OD Office**  
(MOFA grant activities and self-funded activities)

PHJ organized monitoring & evaluation workshops with the OD staff; the first was in October 2020, prior to the completion of the first-year project under the MOFA grant, and the second was in May 2021, in the middle of the second year project. The OD Director and other OD staff as well as the staff of the PHJ Cambodia Office participated to review the achievements using performance indicators and provide information on planned activities.

### **3.1.2. COVID-19 Outbreak Emergency Support**

#### **(MOFA grant activities)**

As the protective and preventive measures against COVID-19, PHJ donated personal protective goods such as masks and hand sanitizer to the HC steering committee, health volunteers, CCMNs, participants of childcare educational program follow-up training, and target residents for health knowledge monitoring.

#### **(Self-funded activities)**

PHJ donated emergency support medical goods on three occasions between July 2020 and June 2021 as shown on the next page photos. In July 2020, 525 unwoven masks were distributed to four HCs in the Stoung Trong OD. Between July and October 2020, 155 cloth masks donated by Japanese individuals and supplied via the Japanese government were distributed to VHSGs, CCMNs, and HCMC members, and 50 unwoven masks donated by Japanese individuals were distributed to Khpop Tagnoun HC. At the

end of March 2021, 14,000 unwoven masks and 14 gallons of sanitizing solution were distributed to Stoung Trong OD, local hospitals, and 12 HCs.



## 3.2 Myanmar Program

### 3.2.1 Project on Maternal and Child Health Service Improvement in Rural Communities

This three-year project funded by a MOFA grant and donations from corporations started in October 2017. Due to the impact of the COVID-19 pandemic, PHJ extended the project period by a month and half, and the project was completed in November 2020. At the project site, PHJ implemented the following five initiatives, and it is expected that these activities will continue to show results.

- **Safe Environment for Childbirth**  
(MOFA grant activities)

PHJ periodically monitored the hygiene and sanitary conditions of the facilities, equipment, and medical supplies at each of the six HCs in the Myauk Myiek Rural Health Center (RHC). PHJ made it a routine practice for the RHC to report each month on the monitored status of each HC to the Township Department of Public Health. PHJ also supported activities to ensure a safe and sanitary environment for home deliveries performed by midwives.

- **Enhancing the Skills of Medical Staff**  
(Self-funded activities)

In July and August 2020, PHJ arranged for lady health visitors, township health officers, and an obstetrician/gynecologist to check the skills of 38 midwives in the Tatkon Township as shown on the left photo, and a three-day refresher course was conducted for 36 auxiliary midwives in the township.



- (MOFA grant activities)

PHJ monitored meetings of auxiliary midwives and midwives that were conducted on a periodic basis and supervised by

lady health visitors and health assistants. Through the sharing of information on maternal and child health (MCH) and the discussion of improvement measures, these meetings strengthened cooperation between the supervisors and the participants.

- **Maternal and Child Health Education for Pregnant and Post-partum Women**  
(MOFA grant activities)

Based on the annual plan, PHJ monitored MCH education sessions for pregnant women that were conducted by midwives at the Myauk Myiek, Eai Gel, and Nyaung Lunt RHCs as shown on the right photo. These sessions not only gave the participants a better understanding of MCH, but also helped to strengthen the relationship between midwives and people in the local communities. As a result, the people became more open to the idea of using the health service.



- **Training Maternal and Child Health Promoters and Strengthening Communication (MOFA grant activities)**

PHJ monitored the meetings of midwives and MCH promoters that were held regularly at the Myauk Myiek, Eai GelAije, and Nyaung Lunt RHCs to share MCH information. The purpose of these meetings was to enhance awareness in the communities of the role of the MCH promoters, and to firmly establish community networks. To this end, PHJ sought for village leaders to better understand the roles and responsibilities of the MCH promoters. As a result, the number of home visits by MCH promoters increased and more pregnant women were able to be introduced to midwives. And to provide instruction on MCH, the MCH promoters visited mothers in the first week after they had given birth.

- **Strengthening Partnerships with Government Officials (MOFA grant activities)**

In November 2020, PHJ participated in the monthly meeting of the Tatkon Township medical office to update the officials on the progress and the achievements of the three-year project and discuss post-project activities. The township medical officers and health staff expressed their appreciation for the contributions PHJ had made in improving MCH health in the targeted areas and strengthening the health system.

### **3.2.2 Project for Supporting Health System Strengthening Maternal and Newborn Health in Lewe Township, Nay Pyi Taw Union Territory**

The three-year project started in December 2020, after PHJ concluded the MoU with the Ministry of Health and Sports in November 2020 and renewed the international NGO registration in December 2020. This is a comprehensive project that is funded by a MOFA grant and corporate donations.

In April 2020, the Japanese staff were ordered to temporarily return home due to the COVID-19 outbreak, and work on the project was handled remotely, from Japan. At the end of March 2021, the project manager resigned, and at the end of June 2021 the country director also resigned. For the time being, PHJ is holding off on recruiting people for these posts and the Program Support Department manager is working remotely as the acting country director to oversee project operations.

The project has the following three initiatives:

- **Rolling-out Proven Effective Activities to Other Townships within Nay Pyi Taw (MOFA grant activities)**

Due to the changes in Myanmar since February 1, 2021, PHJ has suspended the



planned activities for this initiative. As soon as the situation gets back to normal, PHJ will restart the activities.

- **Promoting Partnerships among Township Departments of Public Health, Medical Staff, and Community**  
**(MOFA grant activities)**

Due to the changes in Myanmar since February 1, 2021, PHJ has suspended the planned activities for this initiative.

- **Improving Health of Mothers and Newborns by Increasing Access to Health Services**  
**(Self-funded activities)**

PHJ implemented skill monitoring for all 84 midwives in Lewe Township in December 2020, and for 50 auxiliary midwives in January 2021. For the midwife skill monitoring, Township Medical officers and RHC staff worked as trainers, while for the auxiliary midwife skill monitoring, midwives acted as trainers and checked the skills of each auxiliary midwife.

**(Self-funded activities and MOFA grant activities)**

Under the current situation in Myanmar, very few women have been giving birth at health facilities and receiving visits from health staff, and deliveries attended by traditional birth attendants have been on the rise. To ensure safe childbirth, PHJ has provided the following to 24 auxiliary midwives: 570 childbirth kits, 1,170 sheets of gauze, and 1,170 pairs of medical gloves (a six month supply).

### **3.2.3 COVID-19 Outbreak Emergency Support**

**(Self-funded activities)**

On three separate occasions, PHJ donated items to help combat the spread of COVID-19. In August 2020, PHJ donated 300 unwoven masks to the Tatkon Township Medical Office and 285 masks to the Lewe Township Medical Office. In October 2020, PHJ responded to the rapid increase in COVID-19 cases that began in August 2020 by providing 56 protection suits, 9,400 masks, 2,000 pairs of medical gloves, 1,000 medical aprons, 700 medical caps, 4.5 liters of sanitary solution, and 65 surgical suits to the Tatkon and Lewe Township Medical Offices as shown on the following photos. In December 2020, PHJ donated 45 masks to Lewe Township. These goods were used by the medical staff at quarantine facilities, in hospitals, and in the community.

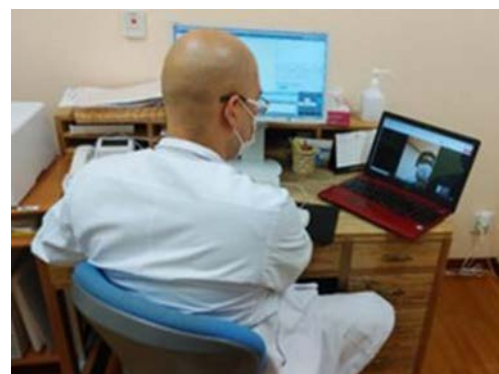


### 3.3 East Japan Disaster Reconstruction Support

#### (Self-funded activities)

Two and a half years have passed since PHJ launched the three-year Minamisoma psychosomatic counselling support project. This project is being implemented by the Musubino-Kai medical association, using a room that is being rented from the Hori Medical Clinic (Clinic Director Dr. Arinobu Hori). At the start of FY2021, PHJ reviewed and revised part of the project plan and contents. The initial objective was for this counseling program to achieve self-sufficiency within three years.

However, given the need during the COVID-19 pandemic to switch to remote counselling as shown on the right photo and forgo patient visits by clinical psychologists, PHJ has acknowledged that this objective could not be accomplished within the planned three year timeframe. Accordingly, PHJ has revised its objective to that of establishing a strong track record in the provision of psychosomatic counselling that alleviates the mental suffering of the people of Minamisoma, who are recovering from not only the East Japan earthquake and tsunami but also the nuclear power plant accident, and thereby building a firm foundation for next steps.



In FY2021, as planned, Dr. Hori provided cognitive behavioral therapy for post-traumatic stress disorder (PTSD) based on the prolonged exposure (PE) method, the clinical psychologist Dr. Sakakibara provided counseling on family relationships, and the clinical psychologist Dr. Takahashi provided psychological testing to accurately evaluate developmental disabilities. To keep things moving in the right direction, the project members are working to promote a better understanding of PTSD and psychosomatic counselling in Minamisoma, and providing mental health care training.

Although ten years have passed since the East Japan disaster, the people in Minamisoma have not forgotten the disaster. Dr. Hori reported to PHJ that when an earthquake of magnitude 7.3 hit northern Japan at 11 p.m. on February 3, 2021, there was no physical damage at Dr. Hori's clinic, but many people were reminded of the sad events of the violent earthquake ten years ago. Also, on March 11, 2021, when TV networks and newspapers covered the 10<sup>th</sup> anniversary of the disaster, many people in Minamisoma were afraid to look at anything that reminded them of the disaster of 10 years ago.



# Cambodia: Strengthening Community Care Network for Child Health and Nutrition in Kampong Cham Province

## Supporting Healthy Growth of Children Bearing the Future of Cambodia

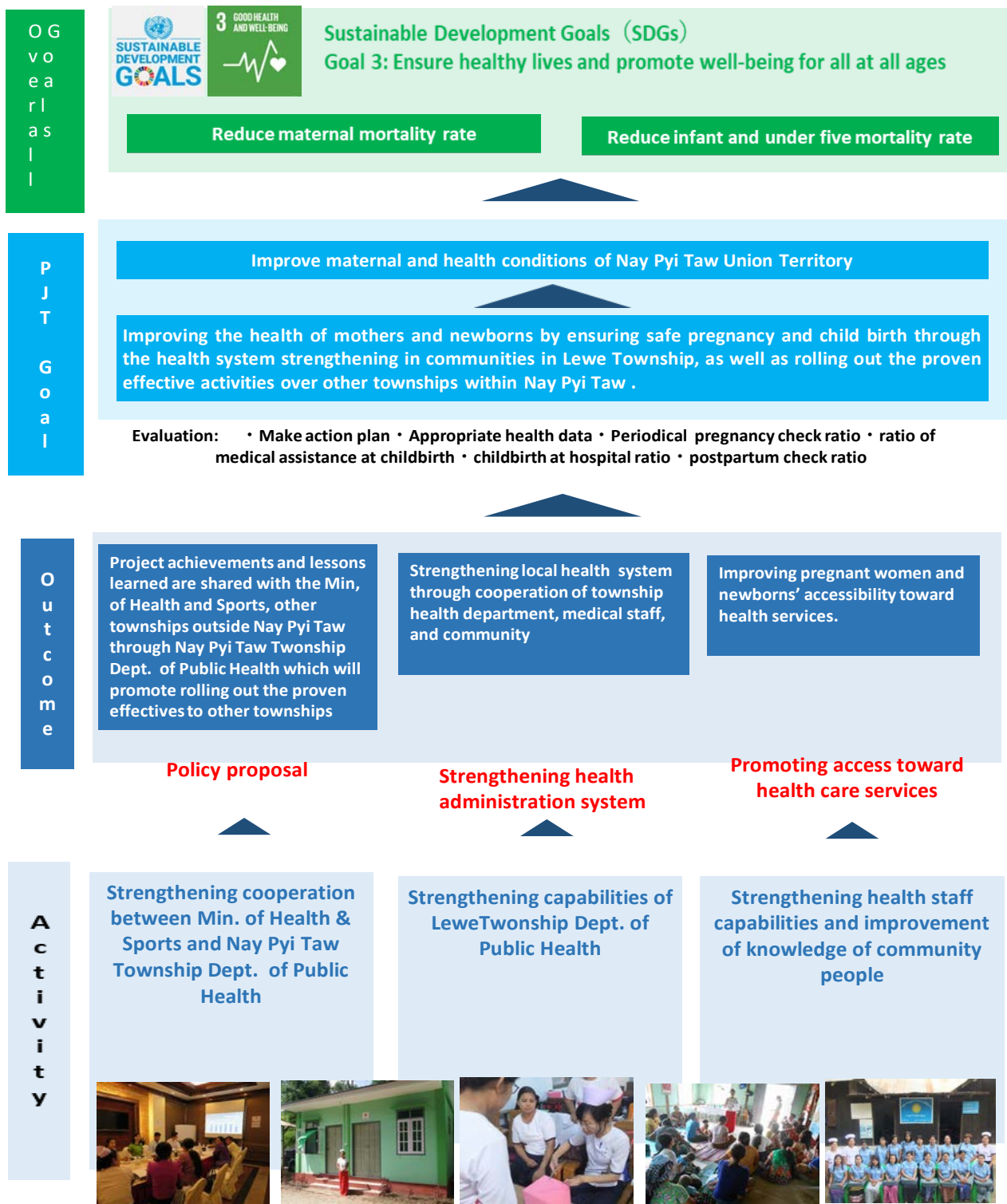
Project period : 2018.11-2023.01 (About 4 years)



# Myanmar: Project for Supporting Health System Strengthening for Maternal and Newborn Health Improvement in Lewe Township, Nay Pyi Taw Union Territory

## Supporting Safe Pregnancy and Childbirth

Project period: 2020.12-2024.4 (About 3 years)



## Summary of FY2022 Business Plan

### 1. Outline

PHJ continues its work on international projects and disaster support projects, and is contributing to the achievement of the Sustainable Development Goals (SDGs) adopted by the United Nations in 2015. The continuation of these activities depends on funding, human resources, and project planning. Accordingly, PHJ is formulating a midterm plan (2020-2023) that sets out our thinking on how we will ensure stable fundraising, recruit and train staff, implement existing projects, and plan new projects.

In Cambodia, PHJ will complete the second-year program and start the third-year program of the Project to Strengthen Community Care and the Support Network for Children in Kampong Cham Province (from October 2018 through January 2023), with a MOFA grant. Along with these activities, PHJ will search potential sites for a new project to commence in 2023, design the project, and plan to meet local needs. This is going to be the first time that PHJ will apply for the JICA Partnership Program, another governmental grant different from the MOFA grant.

Regarding the Myanmar program, PHJ started the first year of the MOFA project for supporting health system strengthening for Maternal and Newborn Health improvement in Lewe Township, Nay Pyi Taw Union Territory. As the country has been in turmoil since the political change that took place on February 1, 2021, PHJ has not implemented the activities that were planned for this new project. Confirming the actual situation and placing the safety of the Myanmar staff as its top priority, PHJ will implement whatever activities are needed and possible. Regarding the project activities planned under the MOFA grant, PHJ will keep close communications with Myanmar counterparts and the Myanmar Office staff. PHJ also will continue to consult with the Ministry of Foreign Affairs and the Japanese Embassy in Myanmar.

In Japan, PHJ is continuing a three-year project (January 2019 to December 2021) to support the provision of psychosomatic counselling, based on a revised agreement with the partner organization that was concluded in July 2020. This project will be completed at the end of December 2021.

Our budget for FY2022 projects revenues of 59.13 million yen, expenditures of 93.95 million yen, and a deficit of 34.82 million yen. The reason for this deficit in FY2022 is the delay in receiving the MOFA grant for Myanmar until FY2023. Nevertheless, this has not had a major impact on PHJ's financial condition, and the profit forwarded to the next fiscal year will amount to 71.95 million yen.

### 2. Support Programs

#### 2-1. Cambodia Program

##### **2-1-1. Project to Strengthen Community Care and Support Network for Children in Kampong Cham Province (MOFA grant activities and self-funded activities)**

PHJ will expect to complete the second year of the MOFA grant project in January 20212 and start the third year in the same month, focusing on 1) support of HC facilities, 2) enhancement of HC staff skills, 3) establishment of community network for child health, 4) provision of child health care education to families, and 5)

cooperation with the OD administration.

- **Support of HC infrastructure**

Using a list of inventory, PHJ will continue to monitor the use of child health care equipment at the four HCs (Khpap Taguon, Areak Thnot, Peam Kohsna, and Oun Mlou).

PHJ will also monitor the check list-based inspection by HCs of the sanitary situation and medical equipment.

- **Supporting Technical Training for HC Staff**

As all four HCs have adequately equipped postpartum care rooms, PHJ will start monitoring their use. PHJ will also provide education to postpartum women on important matters such as the need to stay in a care room for at least 48 hours after giving birth. Education of HC staff members on IMCI, GMP, and PNC will be continued. The GMP, IMCI, and nutrition training for medical staff in Stoung Trong OD that was postponed due to the COVID-19 pandemic will be provided.

- **Strengthening Child Care Network in Community**

PHJ will continue to organize and monitor information sharing and problem solving meetings of the VHSGs and CCMNs. Also, PHJ will confirm the effective use of manuals on emergency referrals to hospitals for children who need immediate treatment, which were drafted in cooperation with the OD.

- **Improvement of Child Care in Community**

As activities directed toward communities, PHJ will focus on organizing health education in the targeted villages. VHSGs will receive practical training on child health care and sanitation, while the CCMNs will receive practical training on child nutrition. After the completion of the training sessions, they will organize health and sanitation education, including COVID-19 preventive measures, demonstrations for families on the preparation of nutritious baby food, and education on child nutrition. In addition, PHJ will support the organization of a sanitation campaign for COVID-19 prevention.

- **Cooperation with OD Office**

To strengthen the partnership with the OD office that is responsible for local health administration, PHJ will organize a monitoring and evaluation workshop twice a year. At this workshop, information on achievements and issues with project activities will be shared with a view to improving the effectiveness of local health and child health care-related medical activities.

With the above-mentioned five initiatives, PHJ will work closely with the OD office, HCs, VHSGs, and CCMNs to implement effective community health care education, and thereby contribute to the enhancement of health knowledge among the community members.

In the above, PHJ's aim is to build confidence within communities in their ability to maintain good health.

## **2.2 Myanmar Program**

### **2-2-1 Project for Supporting Health System Strengthening for Maternal and Newborn Health Improvement in Lewe Township, Nay Pyi Taw Union Territory ( MOFA grant activities and self-funded activities)**

This will be the first year of the three-year project in Lewe Township. While the project covers the entire township, PHJ will focus on those areas that have poor access to health services. The aim is to improve MCH by strengthening the local health system to provide better access, based on practical requirements. Also, PHJ will cooperate with Lewe Township Medical Office to roll out proven effective activities in Lewe Township to other areas within the Union Territory.

The project has three initiatives. The first one is “to spill-over the effects of achievements of this project to other areas.” The second initiative is “to promote a partnership between the Township Medical Office, medical staff, and the community.” The third initiative aims “to improve the quality of health services for pregnant and postpartum women and newborns.”

- **Rolling out Proven Effective Activities to Other Areas of the Union Territory**

As for this initiative, PHJ will organize an annual planning meeting with the Ministry of Health and Sports, project evaluation meetings with the Nay Pyi Taw Department of Public Health and Township Medical Office, and field visits by other townships of Nay Pyi Taw Union Territory.

- **Strengthening Partnership among Township Department of Public Health, Medical Staff and Community**

For this initiative, PHJ will organize regular meetings and project workshops with Lewe Township health staff, provide equipment for enhancement of the IT infrastructure, and provide refresher training on the use of health management information systems (HMIS).

- **Increasing Access to Health Services for Pregnant and Postpartum Women**

PHJ will support in organizing health education meetings to increase the health knowledge of community people, promote the use of health facilities, monitor health facility inventories, and provide training for midwives and auxiliary midwives.

Due to the changes in Myanmar since February 1, 2021, PHJ suspended the execution of the planned activities. As soon as things get back to normal, PHJ will resume the project activities. While staying in communication with the Myanmar office staff and related organizations such as the Ministry of Foreign Affairs of Japan and the Embassy of Japan in Myanmar, PHJ will redesign the project plan in response to changing needs at the project site.

## **2-3. East Japan Disaster Reconstruction Support (Self-funded Program)**

PHJ will continue working on and complete the final year of the Minamisoma Psychosomatic Counseling Project (three years, from January 2019 to December 2021). PHJ will use all donated funds by December 31, 2021 and conclude the project.

However, due to the enforcement of mobility restrictions to counter the COVID-19 pandemic, it is unlikely that all of the objectives for the provision of psychosomatic counselling at Hori Mental Clinic will be accomplished. Based on the achievements and the medical information that has been obtained over the past three years, Dr. Hori has made a plan for the next two years and has asked for PHJ's support. If PHJ decides to continue supporting this project in FY2022 and 2023, fundraising and the finding of new donors will be the main issue.

-----  
End of FY2021 activity report and FY2022 business plan



## FY2021 Financial Report

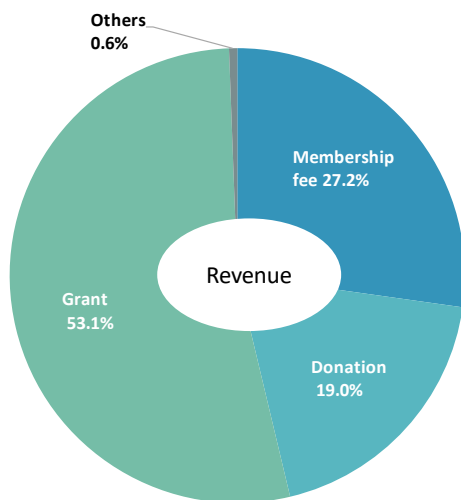
### Balance Sheet

PH-Japan (People's Hope of Japan)  
All offices

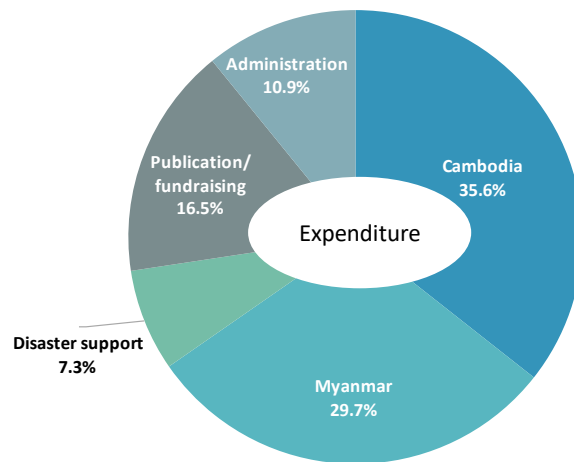
Unit: Japanese Yen  
As of June 30, 2021

Assets		Liabilities	
Item	Amount	Item	Amount
<b>【 Current assets 】</b>		<b>【 Current liabilities 】</b>	
(Cash/deposits)		Account payable	345,003
Cash	5,973	Account payable (for experts)	8,168
Ordinary deposit	91,330,672	Accounts receivable	152,000
Cash and deposit outside Japan	15,934,680	Total current liabilities	505,171
Total cash and deposits	107,271,325	<b>Total liabilities</b>	<b>505,171</b>
Total current assets	107,271,325	<b>Net assets</b>	
		<b>【 Net assets 】</b>	
		Net assets from previous period	68,292,548
		Increase or loss in current fiscal year	38,473,606
		Total net assets	106,766,154
		<b>Total net assets</b>	<b>106,766,154</b>
<b>Total assets</b>	<b>107,271,325</b>	<b>Total liabilities and net assets</b>	<b>107,271,325</b>

**FY2021 Revenue**  
(Total 106.2 MYen, Cash)



**FY2021 Expenditure**  
(Total 67.73 MYen, Cash)



## FY2021 Budget, Result and FY2022 Budget

Item	FY2021		FY2022
	Budget	Result	Budget
I.Revenue			
1. Membership fee	29,400,000	28,919,877	27,200,000
Corporate membership	24,800,000	24,230,000	23,000,000
Individual memebership	4,600,000	4,689,877	4,200,000
2. Cash donation	16,800,000	20,222,036	11,500,000
Corporate donation	5,800,000	6,700,000	3,500,000
General-purpose donation	7,000,000	10,573,663	6,500,000
East Japan disaster	4,000,000	2,948,373	1,500,000
3. Grant	92,460,000	56,443,697	20,430,500
Grant	0	1,000,000	0
Subsidy	92,460,000	55,443,697	20,430,500
4. Others (interst, etc.)	0	618,037	0
5. Goods in kind	0	44,783,736	0
Total revenue	138,660,000	150,987,383	59,130,500
Cash	138,660,000	106,203,647	59,130,500
Goods	0	44,783,736	0
II.Expenditure			
1. Program	129,450,000	60,375,860	85,550,000
Cambodia	28,810,000	24,126,599	29,400,000
Mynmar	81,540,000	20,123,831	39,600,000
East Japan disaster	5,600,000	4,930,000	3,050,000
Communications and fundraising	13,500,000	11,195,430	13,500,000
2. Administration	9,000,000	7,354,181	8,400,000
3. Goods in Kind	0	44,783,736	0
Total expenditure	138,450,000	112,513,777	93,950,000
Cash	138,450,000	67,730,041	93,950,000
Goods in kind	0	44,783,736	0
III. Net assets variation	210,000	38,473,606	-34,819,500
Cash	210,000	38,473,606	-34,819,500
Goods in kind	0	0	0
IV. Net assets forwarded from previous	68,292,548	68,292,548	106,766,154
Cash	68,292,548	68,292,548	106,766,154
Goods in kind	0	0	0
V. Net assets forwarded to next FY	68,502,548	106,766,154	71,946,654
Cash	68,502,548	106,766,154	71,946,654
Goods in kind	0	0	0

\* \* \* \* \*

## **Auditor's Report**

To: Mr. Shingo Oda  
Chairperson of the Board of Directors  
PH-Japan (People's Hope Japan)

I have audited the PH-Japan's FY2020 business activities and financial report and consider them appropriate and correct.

August 3, 2021          Koji Maemura, Auditor

\* \* \* \* \*

## PHJ Board of Directors as of September 6, 2021

Title at PHJ	Name	Title at respective organization
Chairperson	Shingo Oda	Former President, Hewlett-Packard Japan, LLC.
Vice Chairperson	Shigeru Tanaka	Chairman, Saitama Prefectural University; Professor Emeritus, Keio University
Director	Masaki Iiduka	Former Board Member, Officer of Hewlett-Packard Japan, LLC.
“	Yuji Inokuchi	Chairman, All Japan Hospital Association; Chairperson, Medical Foundation Jukoukai
“	Kohei Ito	President, Keio University
“	Shuzo Kaihori	Former Chairman, Board of Directors of Yokogawa Electric Corporation
“	Youhei Kamiya	Former Director of Yokogawa & Co., Ltd.
“	Sunao Manabe	Chairman, The Federation of Pharmaceutical Manufacturers' Association of Japan; President and CEO, Daiichi Sankyo Co. Ltd.
“	Ken-ichi Matsumoto	Chairman, JFMDA; Chairman, OMETTA; Chairman, Sakura Global Holding Co., Ltd.
“	Yasuo Nakajima	Director of Radiology Consultation Clinic; Professor Emeritus, St. Marianne University
“	Mitsuhiro Saotome	First Ambassador of Civil Society of Japan, Former Ambassador of Japan to the Republic of Zambia, the Republic of Malawi
“	Chiaki Yamamoto	Citizen of Musashino City
“	Miyoko Yasuda (Okamoto)	Associate Professor, Faculty of Healthcare and Nursing, Graduate School of Healthcare and Nursing, Juntendo University
“	Yae Yoshino	Associate Professor, Faculty of Human Sciences, Department of Nursing
Auditor	Koji Maemura	Audit and Supervisory Member of Yokogawa Electric Corporation

-----  
PH-Japan FY2021 Activity/Financial Report • FY 2022 Activity Plan/Budget

Published by PH-Japan (People's Hope Japan) on October 15, 2021

Editor-in-Chief: Youhei Kamiya, PHJ Board member/Managing Director

Editor: Sachiko Yazaki, Head of PHJ Communications Department

Acknowledgements: We wish to express our sincere thanks to James  
O'Gieblyn for his help in editing the FY2021 activity report and  
the FY2022 activity plan.

Address: 2-9-32 Nakacho, Musashino-shi, Tokyo 180-8750 Japan

Phone: 81-(0)422-52-5507 Fax: 81(0)422-52-7035

e-mail: [info@ph-japan.org](mailto:info@ph-japan.org) URL: <https://www.ph-japan.org/en>

All rights reserved  
-----