

THE HITACHI FOUNDATION TEN YEAR RETROSPECTIVE

1985—1995

The Hitachi Foundation is a nonprofit, philanthropic organization whose mission is to promote social responsibility through effective participation in a global society. The Foundation seeks to build the capacity of all Americans, particularly those underserved by traditional institutions, to address the multicultural, community, and global issues facing them. The Foundation also seeks to engage Hitachi companies in addressing critical social issues. Program actions emphasize issues of diversity, multiculturalism, community development and reinvestment, youth service, collaboration, and corporate responsibility.

With an endowment of \$28 million, the Foundation maintains a \$2.3 million annual giving program, making grants nationally to U.S. nonprofit organizations for projects in education, community development, and global citizenship. Typically, the Foundation issues 20 to 30 grants annually, ranging in size from \$15,000 to \$300,000. Since the Foundation's establishment in 1985, over 500 grants totalling more than \$15 million have been awarded.

The Foundation does not accept unsolicited proposals. The Foundation issues requests for proposals (RFPs), develops collaborative projects, convenes grantees, undertakes program related investments (PRIs), and disseminates program results. These initiatives are announced publicly through the Foundation's "Fax-On-Demand System."

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The Hitachi Foundation was established by Hitachi, Ltd. in 1985 in commemoration of the corporation's 75th anniversary. In the Fall of 1995, The Hitachi Foundation celebrates its 10th anniversary along with the 85th anniversary of Hitachi, Ltd.

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(Page layout modified for this reprint.)

In 1989, the Foundation approved a grant of \$120,000 to support the "Americans All" demonstration project in San Diego. A year later, a grant of \$150,000 was approved to support implementation of "Americans All" in the Washington, D.C., public schools. These actions signaled the Foundation's growing commitment to addressing multicultural diversity in schools and communities through teacher training, resource materials, and outreach programs. Through actions such as these, the Foundation has extensively explored the link between global and multicultural education in both education and community development programming. Support for replication also illustrates the Foundation's commitment to disseminate programs that address issues effectively.

Americans All
 Washington, DC
Gail Christopher and Allan Kullen,
 Co-Directors

The United States has been considered a "nation of immigrants," a place where diverse people could work together to build a strong, prosperous nation. As immigration patterns and profiles have changed — from predominantly white Europeans through the 1960s to predominantly people of color from throughout Asia, Latin America, the Caribbean and Africa today — the U.S. educational system has failed to build bridges of understanding, experience, and respect between new immigrant groups and more established populations. It was to meet this critical, growing need that "Americans All" was developed to respond



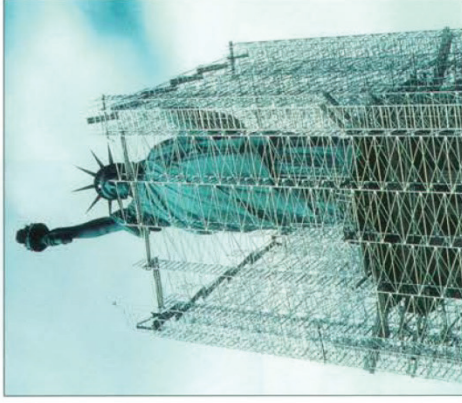
The Statue of Liberty. The Americans All Photograph Collection. Americans All: A National Education Program, from the collection of the Statue of Liberty National Monument and Visual Heritage.

to the country's increasing pluralism by exposing students, teachers, and administrators to the history and culture of all Americans.

The product of two programs, the "Images of Ellis Island" curriculum program and the Appreciative Learning Motivational Support Program for Urban Education, "Americans All" delivers training and resources to

schools and communities to help teachers meet the needs of all students, regardless of the range of cultural diversity. The program, designed for use in both elementary and secondary schools, uses immigration and migration experiences — whether forced or voluntary — as the context through which to teach the history and contributions of various ethnic groups. The program provides teachers, students, and parents with learning experiences that build capacities in three basic areas: critical thinking skills; appreciation for self and people of different racial, ethnic, and cultural backgrounds; and basic skills in subjects such as history, geography, and civics.

"Americans All" has been adopted in several school systems across the country, and there is great demand for the curriculum materials and teacher training services. Partnerships to achieve broad-based national dissemination are being explored.



(TOP) The Statue of Liberty. The Americans All Photograph Collection. Americans All: A National Education Program, from the collections of the Statue of Liberty National Monument and Visual Heritage.
(BOTTOM) The Statue of Liberty. The Americans All Photograph Collection. Americans All: A National Education Program. Porifolio Project, from the collection of The First Experience, Inc.

International Partnership

The Hitachi Foundation: Involved, Committed, Responsible

The Hitachi Foundation was founded in 1985 in celebration of the 75th anniversary of Hitachi, Ltd. Today, it is one of the best known of the approximately 20 foundations that have been established in the United States by Japanese companies.

The success of the Hitachi Foundation is based on its unique, low-key approach to community involvement and a determination to carry out its programs in a consistent, reliable manner. Its goal is to fulfill long-term social investment through service, not funds.

Accordingly, since its inception, the Hitachi Foundation has provided grants to organizations that have a strong sense of community involvement. Regarded as having particular worth are those projects that will have a ripple effect within a specific community and be able to raise additional funds based on their own merits. The Foundation works at the community level, and officials say that although results may take time to develop, they eventually will have a wide, lasting impact.

Hitachi's lasting impact on the American neighborhood grew out of its increasing corporate presence in the United States. But corporate philanthropy, American-style, popularly known as being a "good corporate citizen," is relatively uncommon in Japan. Hitachi has six foundations at home, the oldest of which dates back to the 1960s. The seventh, the Hitachi Foundation, was established to assist America in providing needed programs.

"The Foundation has become a medium through which the Japanese can understand what corporate citizenship entails," said Dr. Delwin A. Roy, Hitachi Foundation President. In explaining the workings of the Hitachi Foundation, he said, "The endowment of the Foundation is a self-dependent organization underscores the primary intent. Hitachi remains uninvolved in decisions concerning where grants are made and to whom."

In line with this effort, the Foundation is staffed by Americans, whose job is to deter-

mine which areas of society could use a helping hand. The variety of recipients, from performing arts in San Jose, California, to herb farmers in North Carolina, illustrate the broad but personalized interest in American life.

In five years, the Foundation has already supported more than 170 projects, totaling \$1.5 million. The grants are awarded in four fields: Arts and Cultural Education, Community and Economic Development, and Technology and Human Resource Development. Many of the awards represent interdisciplinary projects.

Grant Highlights

Typical among project recipients are the Coordinating Committee for Ellis Island, which runs an education program called "Americans All;" the World Game Institute, the Boston Children's Museum, and the American Indian Science and Engineering Society.

Americans All is a nationwide, multi-cultural education program designed to help young students and their teachers adjust to the challenges of living in a pluralistic, racial and ethnic—that is, diverse—place in the American population in recent years. Pilot programs in San Diego and Chicago have proven highly successful.

The goal is to confront the problems that minority children might face in their education. Believing that the key to education lies in the student-teacher relationship, Americans All seeks to retrain teachers in perceptions and appreciation of their students' backgrounds. Americans All offers teachers and students an opportunity not only to appreciate their own special backgrounds, but also to see how that specialness fits within the idea of what it is to be an American.

Dr. Delwin A. Roy, Americans All director in San Diego, said, "Most of our students had no understanding of their own family heritage or any appreciation for the role of immigrants in building America. This is the most outstanding curriculum project in this area that I have ever used."



Members of the school and parents get together to exhibit their own projects and share information about their own child's family and cultural heritage in San Diego. This project is part of the Americans All project, a multi-cultural education program.

人種・文化は違っても、みんな同じアメリカ人 移民の歴史、異なる文化を知り、 互いに理解、尊敬し合える子供たちを 育てよう (コーディネイティング・アメリカンズ・プロジェクト) (ワシントンD.C.)

メキシコ国境にほど近いアメリカ西部の南端、サンディエゴ。年間を通して暑い陽光が降り注ぐこの街には、日本から移住した人々も数多く住んでいる。

同市の小学校の一部では、'89年からCCEI(移民に関する社会問題に取り組み非営利団体)が進んでいる、「アメリカンズ・オール」という、移民の歴史や各国の生活・文化を教えるためのプログラムを、実験的に取り入れてきた。その一環として、「[キルト・プログラム]と呼ばれる方法がある。これは子供たちにハンカチの布地を与え、そこに自分の国のこと、食べ物・服装・風景など何でも、描いたり刺繍したりして作品を作ってみようというものだ。

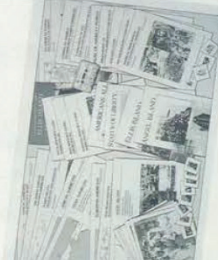
プログラム全体を推進するディレクターのアラン・クレン氏は、「アメリカで生まれ育った移民の子供たちは、この工布を通じ両親や祖父、コミュニティの人々から自分の国の文化や生活を教わった。このミニ・ワークショップが大事なのは、このように多くの移民が生活するサンディエゴには、一学年にわたる移民の子供たちが集まっている学校もある。「こうした多民族、多文化社会において、子供たちが自分の国の文化の尊敬を知り、異なる人種や文化に対する理解を深め、尊敬する気持ちを育てることが私たちの目的です」と、クレン氏。

「アメリカンズ・オール」プログラムは、7年間かけて開発されたもので、その教材も多岐にわたる。移民の歴史を綴った本をはじめ、親たちの協力で集めたいかなり多民族性のセッターアップなど、先生が授業でさまざまな教材として用意されている。教材を執筆するのにも、各民族・人種を代表するエキスパートのボランティアだ。

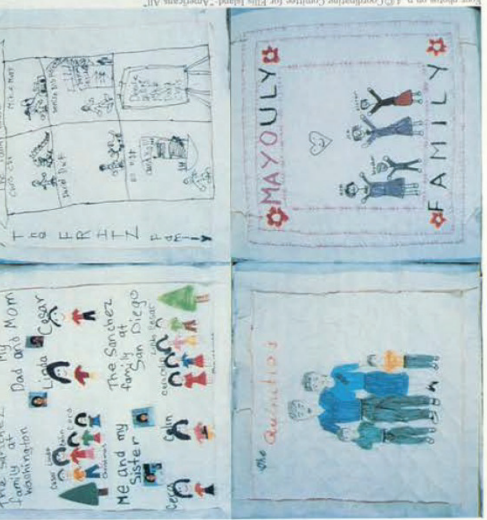
「教材は子供たち全員に配られるよう計画中ですが、これからは、アメリカという国は世界じゅうの人の手によってつくられた国だ」ということを、誇りをもって教えていきたい」と、クレン氏は話してくれた。



自分たちで作ったキルト作品を見せるサンディエゴの子供たち。



先生用の指導書や教材など、移民は生徒全員に配布できるよう準備中だ。



Four photos on p. 1 © Coordinating Committee for Ellis Island, "Americans All"

\$200 Million and Growing

By Carol Strickland

At a time when "Team Tokyo" often stands convicted of greed and profiting by American public opinion, U.S. nonprofit organizations are appearing as character witnesses to the largesse and vision of Japanese philanthropy in this country.

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The Big Four
The Japanese corporate foundations doing the most to win hearts and minds, as well as attack chronic problems in their host country, are American Honda Foundation, Hitachi, Toyota USA and Panasonic—all formed between 1984 and 1987. Although each of this Big Four has a different grantmaking focus, each shows willingness to take on gritty, grassroots problems that have frustrated American social and political agencies.

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With a roughly \$25 million endowment, the Hitachi Foundation and its Washington staff of seven spend

nearly \$2 million annually on education as well as three other areas: arts and museums, community and economic development, technology and human resource development. It seeks, according to Delwin Roy, "to put before other Japanese firms an example of innovative and unique philanthropy derived from the national and cultural origins of the benefactor." Since Hitachi is a multinational operation, this translates into an emphasis on programs highlighting global interdependence.

In a \$100,000 grant to the Coordinating Committee for Ellis Island, the Hitachi Foundation has supported a multicultural course called "Immigrants All....Americans All." Piloted in San Diego schools, the curriculum provides basic texts detailing the contributions of each ethnic group to America. Its aim: to defuse racism and instill pride in cultural identity.

"The strength of our country is that we are a pluralistic society," notes the foundation's vice president/programs, Felicia Lynch. "We have to prepare Americans to appreciate the differences in themselves and in others."



San Diego Americans All teachers share their classroom with students at a citywide Americans All conference, October, 1990.

去年11月にサンディエゴ市内の各学校で行われた、「アメリカンズ・オール」プログラムの啓蒙活動。先生や、生徒、コミュニティの人たちも集まり、正面の壁には教育用のポスター作品も展示された。子供たちが英語を学んだ作品を一枚ずつ見ているといつまでもありません。



Carl Christopher, national co-director, discusses Americans All in-school resource materials with Washington, D.C., area principals in an orientation meeting, November, 1991.