

The AEON 1% Club Foundation: In Pursuit of Peace

Donating 100 Million Yen to Rescue Children in Ukraine

The innocent children of Ukraine have been plunged into a sudden conflict. Robbed of their peaceful way of life, these children have been forced to travel long distances or live in unfamiliar surroundings in evacuation shelters. Their fears and physical and mental burdens are immeasurable.

The AEON 1% Club Foundation is donating 100 million yen with the aim of safeguarding these children's priceless lives and providing some mitigation, however small, of the difficulties of their current living situation. The donated funds will be utilized via UNICEF (United Nations Children's Fund) to supply water, emergency medicine, winter clothing and blankets, educational supplies, and toys.

This Foundation opposes all war and conflict, on the basis of AEON's fundamental principles of pursuing peace, respecting humanity, and contributing to local communities. It is our sincere wish that peace and stability will return to the daily lives of the children of Ukraine as swiftly as possible.

References:

1. Joint initiatives by AEON 1% Club Foundation and the Japan Committee for UNICEF

The Foundation launched the School Construction Support Campaign in 2001 in partnership with the Japan Committee for UNICEF with the aim of improving educational environments, which fundamentally impact children's futures. In 2010, in addition to the constructed elementary schools, the AEON-UNICEF Safe Water Campaign was launched in two nations, Cambodia and Laos, to support clean water and sanitation. The current ongoing initiatives are educational support in Myanmar through the School Construction Support Campaign, and the Safe Water Campaign in Cambodia and Myanmar.

2. About UNICEF

UNICEF (United Nations Children's Fund) is a United Nations organization that works to promote the rights and healthy development of all children. At present, in approximately 190 nations and regions*, in cooperation with multiple partner organizations, UNICEF takes concrete actions to achieve these principles in a variety of tangible forms. While initiatives are carried out in locations around the globe for the benefit of all children, particular priority is placed on providing support for children in the most difficult situations.

(www.unicef.or.jp)

*This includes the 33 nations and regions in which UNICEF National Committees operate.



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AEON 1% Club Foundation Projects

The major AEON Group companies donate 1% of their pre-tax profits, and the Foundation engages in projects with three main themes: projects contributing to Sound Development of the Next Generation, projects contributing to Promotion of Friendship with Foreign Countries, and projects contributing to Sustainable Development of Regional Communities.



Sound Development of the Next Generation

The Foundation cultivates children's abilities to think independently about issues in their own regions, on environmental and social themes, while learning about societal rules. Furthermore, we support the building of new schools in countries that lack sufficient educational facilities.

Promotion of Friendship with Foreign Countries

We provide students with opportunities for international cultural and interpersonal exchange, and strengthen the bonds of friendship between Japan and various countries by deepening mutual understanding. In addition, we support the development of internationally-minded citizens through actions such as awarding scholarships to foreign students in Japan.

Sustainable Development of Regional Communities

The Foundation supports the transmission of traditional events and culture firmly rooted in local regions, which needs to be passed down to the next generations, and works to foster new talent who will shoulder the responsibilities of such activities. In addition, we provide support for the revival and reconstruction of regions damaged by large-scale natural disasters.

List of Contributing & Sponsoring Companies
<https://aeon1p.or.jp/1p/>

