



JAPAN-AMERICA SOCIETY OF WASHINGTON DC

2023 / 2024



ANNUAL REPORT

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A MESSAGE FROM JASWDC PRESIDENT RYAN SHAFFER

Greetings to the US-Japan Community of our National Capital Region at the end of Japan-America Society of Washington DC's 67th year!

In April of this past year, DC was once again at the center of the US-Japan universe. President Biden hosted Prime Minister Kishida for an Official Visit, and the US Congress welcomed the Prime Minister for what was a momentous joint session speech. During his speech, the Prime Minister quoted the Flintstones, spoke glowingly about his time as an exchange student in New York, and underscored the significance of the bond between the US and Japan. The Prime Minister brought Congress members, from both sides of the aisle, to their feet again and again, reminding us of Japan's pervasive popularity and importance to Americans.

The remarkable welcome that Japan enjoys in the Nation's Capital is palpable, not only in the halls of government but also literally in our streets. This year, Japan-America Society of Washington DC's Sakura Matsuri-Japanese Street Festival celebrated its 62nd year, mobilizing 700 volunteers, featuring 120 local and visiting exhibitors, and attracting 40,000 of our friends and neighbors to Pennsylvania Ave to celebrate Japan's culture. This annual weekend tradition remains the largest Japanese cultural event in the country. The Matsuri, which participates in DC's world famous National Cherry Blossom Festival as a Premier Event, is a reflection of the dynamism of our region's US-Japan civil society.

At our 37th annual US-Japan Capital Gala, we featured our partner organization, J-Live Talk, at George Washington University. This continues our tradition of highlighting remarkable organizations in our community, such as the Japan America Student Conference, Globalize DC, Kizuna Across Cultures, Mid-Atlantic Association of Teachers of Japanese, and Toho Koto Society.

At our 37th annual US-Japan Capital Gala, we featured our partner organization, J-Live Talk, at George Washington University. This continues our tradition of highlighting remarkable organizations in our community, such as the Japan America Student Conference, Globalize DC, Kizuna Across Cultures, Mid-Atlantic Association of Teachers of Japanese, and Toho Koto Society.

The Society's National Japan Bowl Japanese language competition and the Sakura Matsuri itself benefit from the partnership and support of local partners such as the JET Alumni Association of DC, Japanese Americans' Care Fund, Sake Brewers Association of North America, Keisho Center, Study Japanese Arlington, Japan Information and Culture Center, our outstanding Japanese restaurants, and many other excellent Japanese cultural community partners. This year, we were delighted to partner with the Washington Nationals for their inaugural "Japanese Heritage Night." Over 200 Society members attended the game on April 23rd.

In the following pages, I invite you to explore the many ways the Japan-America Society of Washington DC has worked to bring Japan to the National Capital Region over the past year. This is おかげさまで (thanks to you), our individual and corporate members, our hundreds of volunteers, newsletter subscribers and social media followers, the above noted amazing community partner organizations, and many more. We look forward to working with you this coming year to build on this US-Japan energy, and reinforce the role of the National Capital Region as an anchor of the US-Japan relationship.

Ryan Shaffer
President, JASWDC

ABOUT JASWDC

OUR VISION

To be widely recognized as the National Capital area's most dynamic, trusted, and accessible promoter of understanding between Americans and Japanese of every generation.

OUR MISSION

Drawing on the unique resources of Washington, D.C., the nation's capital, JASWDC promotes friendship and understanding between Americans and Japanese through dynamic and innovative cultural, educational, public policy, and business programming, including programs of national significance.

OUR VALUES

- *We are trusted stewards of the U.S.-Japan relationship, committed to mutual understanding and service to our community*
- *We are friendly and welcoming to all who seek to advance their understanding of Japan and contribute to US-Japan ties*
- *We are reliable and trusted partners to other institutions*
- *We operate with honesty, integrity, transparency, and the highest ethical standards*



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Honorary Patron

H.E. Shigeo Yamada, Ambassador Extraordinary and
Plenipotentiary of Japan to the United States of America
The Honorable Rahm Emanuel, United States Ambassador to Japan

Honorary Chairs

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The Honorable John V. Roos, Geodesic Capital

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THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

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Ambassador Kurt Tong, The Asia Group
Kenneth Weinstein, Hudson Institute
Rick Weir, IMSAR

Advisors

Minister Fumito Miyake, Embassy of Japan
Nicholas J.C. Snyder, U.S. Department of State

Legal Advisor

David Levine, Groom Law Group

Counselors

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Emma Chanlett-Avery, Asia Society Policy Institute
Wendy Cutler, Asia Society Policy Institute
Abigail Friedman, The Asia Foundation
Glen S. Fukushima, Center for American Progress
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Sheila A. Smith, Council on Foreign Relations
Shinsuke Takahashi, NEC Corporation of America
Hiroyuki "Bob" Takai, European Energy Exchange



THE JAPAN-AMERICA SOCIETY OF WASHINGTON DC

Staff

Ryan Shaffer, President
Saori Kobayashi, Executive Director
William Denton, Communications Manager
Mari Fromel, Administrative & Program Manager
Samantha Marks, Japan Bowl & Scholarships Director
Sam Harris, Sakura Matsuri - Japanese Street Festival Director
Emily Johnson, US-Japan Capital Gala & Japan in a Suitcase Program Manager
Colette H. Fozard, Sakura Matsuri Manager
Fukuyo Wakimoto, JLS Coordinator

Japanese Language School Teachers

Sachiko Beeman
Kaori Hunter
Yumiko Yoshida
Chisato Kinoshita
Kazue Otero
Hisami Kimoto
Emi Goto
Julie Suzuki
Chika Watarai
Mana Terao
Kunie Kikunaga
Yoko Nagasaka Myers
Kimiyo Watanabe
Yumiko Naito
Allison Fluharty

Volunteers

The Japan-America Society of Washington DC relies on the generous support of over 700 volunteers to run its programs and events each year.

SAKURA MATSURI JAPANESE STREET FESTIVAL



Sakura Matsuri is the largest celebration of Japanese culture in the National Capital Region. It is proud to participate in the National Cherry Blossom Festival as a Premier Event and its primary Japanese cultural event. As JASWDC's longest standing program, Sakura Matsuri began as a small "friends and family bazaar" and now regularly attracts over 40,000 people each year to Pennsylvania Ave. Sakura Matsuri is held each year on Pennsylvania and Constitution Avenues, NW, between 3rd and 7th Sts, near the Capitol Building and is proud to return in April 2025 for its fourth year as a two-day festival.

PERSONNEL

Sam Harris, Festival Director

Colette H. Fozard, Festival Manager

Samantha Marks, Festival Assistant

The management of the Sakura Matsuri also includes 82 volunteer members of 18 Sakura Matsuri Subcommittees. These subcommittees manage different areas of the Matsuri, including Logistics, Performing Arts, Entrances, Chairman's Hospitality Reception, as well as the key areas of the festival: Taste of Japan, Arts & Culture, Ginza Marketplace and Japan Now. These various areas of the festival are, in turn, staffed by over 700 "day-of" volunteers who support the subcommittee.



SAKURA CHAN
SAKURA MATSURI
MASCOT

FY24 REPORT

This year's Sakura Matsuri – Japanese Street Festival was held on April 13th and 14th 2024. The event, located in the heart of Washington, DC, attracted over 40,000 attendees across two days and highlighted Japanese culture with performances, technology exhibitions, sake tasting, shopping, and more. The 2024 Sakura Matsuri saw another year with the largest number of vendors and exhibitors, with over 130 vendors, non-profits and other organizations participating at the Matsuri. Highlights of the weekend included the newly premiered Izakaya Pavilion with Japanese sake and spirits tasting, notable Japanese performers, DA PUMP, Kikio, and TAEKO who drew large crowds to the Sakura Matsuri stages with their energized performances. Season 3 of the WISH Talent Competition was filmed live on Sunday April 14th, bringing the Matsuri stage to the world.

APRIL
13-14, 2024

OVER
40,000
ATTENDEES

2 DAYS
45+ PERFORMANCES
130+ VENDORS
& EXHIBITORS



**SEASON 3 OF WISH
TALENT COMPETITION**
BROUGHT THE SAKURA MATSURI
TO A GLOBAL AUDIENCE

**NOTABLE
PERFORMANCES BY**
DA PUMP, KIKIO, AND TAEKO

397K+
impressions from social media
posts and advertising
campaigns across
two months

43K+
mailing list

SAVE THE DATE FOR THE
NEXT SAKURA MATSURI

APRIL 12-13,
2025



NATIONAL JAPAN BOWL

For the past 31 years, JASWDC has organized the Japan Bowl, an academic competition that aims to recognize and encourage high school students across the United States who have chosen Japanese as their foreign language. The Japan Bowl is not a language-only competition; it places language in its living context by testing students' knowledge of Japanese culture, history, society, sports, behavior, and current events. Since its beginning in 1992, the National Japan Bowl has become America's premier Japanese-language competition. It has also proven to be a unique and effective way to inspire students and validate the efforts of their teachers and the investments of school districts in Japanese language education.



JAPAN BOWL COUNCIL

Margaret Breer

William Brooks

Mylz Hahn

Tomoko Hoogenboom

Kirsten Jensen

Yoko Lawless

Sang-mi McHale

Yoshiko Mori

Louisa Rubinfien

Akane Shirata

Sufumi So

Takae Tsujioka

The Japan Bowl is not just a challenging and fun competition; it also allows students to experience Japanese culture firsthand and meet other students who share their interest in Japan and its language. Students and teachers also have opportunities to network with each other and meet with various Japanese cultural organizations, universities, and sponsors to learn more about career opportunities, study abroad programs and Japanese language and cultural opportunities outside the classroom.

Among the National Japan Bowl alumni are tomorrow's leaders of our diplomatic, commercial, security, and cultural relations with Japan. Many credit the Japan Bowl as an important motivator in their endeavors. The Japan-America Society of Washington DC has supported the creation of twenty regional Japan Bowl competitions across America and worldwide, giving the program a global impact.

FY24 Report

On Thursday and Friday, April 18 – 19, 2024, the Japan-America Society of Washington DC welcomed 24 schools, 44 teams, and over 120 students and teachers from across the country as well as Guam and Mexico to compete in the 32nd National Japan Bowl at the University of Maryland College Park. Students tackled over 90 questions and a Conversation Round, and the finalists faced off in the Day 2 Championship Rounds, to determine who would be crowned this year's national champions.



PERSONNEL

Elece Smith, Program Manager,
Director of National Japan Bowl &
Educational Programs

Drew Trevelyan, Program Manager,
Director of National Japan Bowl &
Educational Programs

Saori Kobayashi, Program Manager,
Director of National Japan Bowl

Mai Gaidamak, Japan Bowl Coordinator

Emily Johnson, Japan Bowl & Programs
Assistant

This year's participants were welcomed with messages of support from JASWDC friends such as Princess Takamado (Honorary Patron of the Japan Bowl), US Ambassador to Japan Rahm Emanuel, and Japan's Ambassador to the US Shigeo Yamada. We were also joined by 5 special guest judges including: Minister of Public Affairs at the Embassy of Japan, Minister Fumito Miyake; CEO of Nikoli Co Ltd, Yoshinao Anpuku; Toshiko M. Calder of Johns Hopkins University School of Advanced International Studies; Maki Hishikawa Aflac International; and Nishiura style of Koh-do instructor, Yoshiko Tsuda.

The winners of the 32nd National Japan Bowl traveled to Japan for the annual Japan Bowl "Champions Trip," generously sponsored by the Japanese Ministry of Foreign Affairs through its Kakehashi Project program. The top 5 Level 4 National Japan Bowl winning teams were joined by Regional Japan Bowl winners, as well as winners from the Ontario Japan Bowl (organized by The Japan Society Canada) and Vancouver Metro Japan Bowl (organized by the Japan Exchange and Teaching Alumni Association of British Columbia and Yukon). 24 participants—18 Americans and 6 Canadians—travelled to Japan from July 16-23, 2024.

The group visited Fukushima Prefecture for homestays and other educational and cultural exchanges, including a meeting with local fellow high school students. In Tokyo, the students called on Her Imperial Highness Princess Takamado, Mrs. Yuko Kishida, spouse of the Prime Minister of Japan, and US Ambassador, Rahm Emanuel.

2024 FINALISTS

Level 2

First Place: Lynbrook High School, CA
Second Place: Henry M. Gunn High School, CA
Third Place: Cupertino High School, CA
Fourth Place: Stuyvesant High School, NY
Fifth Place: Gretchen Whitney High School, CA

LEVEL 3

First Place: Stuyvesant High School, NY
Second Place: Cupertino High School, CA
Third Place: Lynbrook High School, CA
Fourth Place: Henry M. Gunn High School, CA
Fifth Place: Townsend Harris High School, NY

LEVEL 4

First Place: Lynbrook High School, CA
Second Place: Cupertino High School, CA
Third Place: Stuyvesant High School, NY
Fourth Place: Henry M. Gunn High School, CA
Fifth Place: Thomas Jefferson High School for Science and Technology, VA



**OVER 120
STUDENTS & TEACHERS**
44 TEAMS

**24
SCHOOLS**



JAPANESE LANGUAGE SCHOOL

The Japan-America Society of Washington DC operates the premier Japanese Language School for adults in the Washington DC area, with many students calling it the best. The school offers 30+ Japanese classes at four levels, from beginner to advanced, with three terms per year and classes meeting once a week for 1.5 hours.

FY24 REPORT

The Japanese Language School (JLS) FY24 Report highlights the continued provision of all courses online via Zoom. JLS has experienced modest and steady growth throughout FY24, with 701 students enrolling in 101 classes. This is the highest number since the establishment of the Japanese Language School (JLS).

- In FY24, the JLS successfully conducted three-term classes, each lasting 13 weeks.
- FY24 witnessed a positive trend in enrollment, with the JLS welcoming a total of 701 students across 101 classes. This increase in student participation reflects the school's dedication to promoting Japanese language and culture.
- The JLS instructors, totaling 20, played a vital role in fostering strong US-Japan relations. Additionally, 15 active instructors during each term dedicated themselves not only to teaching but also to supporting other activities organized by JASWDC, including volunteering at the Sakura Matsuri Street festival.
- In addition to the regular group lessons, JLS has provided the supplemental Japanese language classes to the 28th class of Mike Mansfield Fellows, run by the Maureen and Mike Mansfield Foundation.

The JLS's achievements in FY24 demonstrate its commitment to providing accessible and high-quality Japanese language education. As we move forward, the school aims to build upon this success and continue enriching the lives of students while promoting cultural exchange between the United States and Japan.

FALL 2023

Number of students: 241
Number of classes: 33

WINTER 2024

Number of students: 221
Number of classes: 36

SPRING 2024

Number of students: 239
Number of classes: 32

PERSONNEL

Saori Kobayashi - Program Director

Mari Fromel - Program Manager

Mai Gaidamak - JLS coordinator



Teachers

Sachiko Beeman

Kaori Hunter

Yumiko Yoshida

Chisato Kinoshita

Kazue Otero

Hisami Kimoto

Emi Goto

Julie Suzuki

Chika Watarai

Mana Terao

Kunie Kikunaga

Yoko Nagasaka Myers

Kimiyo Watanabe

Yumiko Naito

Allison Fluharty





US-JAPAN CAPITAL GALA

The Society's US-Japan Capital Gala and Silent Auction, held in Washington DC each fall, serves as the preeminent annual celebration of the US-Japan friendship in the Nation's Capital. The event has been referred to as "Washington's US-Japan prom." The Gala and Silent Auction are a primary source of financial support for the Japan-America Society's many educational and cultural activities, which introduce Japan and Japanese culture to residents of the Nation's Capital Region.

PERSONNEL

Emily Johnson - General Program Director

Sam Harris - Auction Manager

Christine Bertz - Gala Volunteer

Jessica Meagher - Gala Volunteer

Anna Yoshida - Gala Volunteer

FY24 REPORT

On Tuesday, October 17th, 2023, the Japan-America Society of Washington DC was proud to host our 37th US-Japan Capital Gala: Celebrating US-Japan Baseball Diplomacy and 150 Years of Baseball in Japan – at the Salamander Hotel in Washington, DC.

With over 250 friends and colleagues from across the government, academia, and the private sector in attendance, the Gala served as a celebration not only of the United States- Japan partnership and its leaders across generations, but also of the vital role that the bilateral relationship plays in our two countries and for our partners around the world.

Over the years, the Gala has welcomed and honored some of America and Japan's most distinguished leaders. This year, it was our privilege to host esteemed guests including Masanori "Mashi" Murakami, the first Japanese player in Major League Baseball, Deputy Chief of Mission Embassy of Japan Koichi Ai, Senator Angus King, Senator Bill Hagerty, Assistant Secretary of State Daniel Kritenbrink, and Japan baseball legend Tuffy Rhodes, among several others.



2023 SPONSORS

Tsubaki

Daikin U.S. Corporation
Mitsubishi Corporation (Americas)
Toyota Motor North America

Akizakura

Aflac
Beam Suntory
Hitachi
Marubeni America Corporation
Mitsui & Co. (USA), Inc.
NEC Corporation of America
Sumitomo
Toshiba

Momiji

ANA
Embassy of Japan
Keidanren
The Maureen & Mike Mansfield
Foundation
Mitsubishi Electric Corporation
Mitsubishi Heavy Industries
America
MUFJ Bank, Ltd.
NTT
Panasonic

2023 AWARDS



Marshall Green Award
Masanori "Mashi" Murakami



John & Hiroko Malott Leadership Award
Colette H. Fozard (individual)



John & Hiroko Malott Leadership Award
J.LIVE Talk (group)



TANAKA & GREEN ACADEMIC SCHOLARSHIPS

In 2014, JASWDC established the Tanaka and Green Academic Scholarships to support short-term academic study (one semester or one academic year) at colleges and universities in Japan. The scholarships are made possible thanks to the Society's William H. and Lily Tanaka Scholarship Endowment and the Marshall and Lispenard Green Educational Endowment.

The Society is proud to award up to \$5,000 to support the study of students from our community that demonstrate excellence and the highest potential to become one of tomorrow's leaders of the US-Japan relationship.

PERSONNEL

Elece Smith, Program Manager

Drew Trevelyan, Program Manager

Samantha Marks, Program Manager



2024-2025 RECIPIENTS

Sydney Chen: University of Minnesota, studying for a semester at Osaka Gakuin University.

Emma Cohen: American University, studying for two years at Ritsumeikan University.

Sergianni Jennings: Bowdoin College in Maine, studying for a year at Doshisha University.

Jourden Jones: Mt Holyoke College in Massachusetts, studying for a year at International Christian University.

Alanis Stapelfeldt: William and Mary, studying for a semester at Osaka Gakuin University.

Ruby Thompson: American University, studying for two years at Ritsumeikan University.



William H. Tanaka (left) and Ambassador Marshall Green (right), both past presidents of the Japan-America Society of Washington DC.

JAPAN-IN-A-SUITCASE

Japan-in-a-Suitcase (JiS) is a free educational program that brings a taste of Japan directly to children in the Greater Washington, DC area. Through interactive presentations, hands-on activities, games, and demonstrations, JiS aims to foster understanding and appreciation of Japanese culture in students from kindergarten to middle school.

In addition to visiting schools, libraries, and camps, JiS has also had the privilege of sharing Japanese culture with children at prestigious locations such as the Japanese Ambassador's residence, the US Department of State, and the Library of Congress. Each year, JiS reaches out to over 2,000 young learners across 40+ schools and organizations, sparking curiosity and excitement about Japan.

PERSONNEL

Emily Johnson

Mari Fromel

JiS Interns and Volunteers



PROGRAM PLANS

We're thrilled to announce that the Japan-in-a-Suitcase program is undergoing a comprehensive overhaul to offer an even more immersive and enriching cultural exchange.

What's New?

- Expanded Curricula: Expect a broader range of topics and activities designed to provide a deeper understanding of Japanese culture, history, and society.
- Enhanced Virtual Interactions: Prepare for more engaging and interactive virtual experiences with Japanese experts, students, and community members.
- Personalized Learning Paths: Tailor your experience to your interests and goals with flexible learning options and customizable itineraries.

As we finalize the details of this exciting transformation, we encourage you to visit our website regularly and subscribe to our newsletter. We'll be sharing updates on the new features, application process, and launch timeline. We can't wait to welcome you to the next chapter of Japan-in-a-Suitcase!

MEMBERSHIP & COMMUNITY PROGRAMS

In addition to the Society's core programs (Sakura Matsuri, Japan Bowl, US-Japan Capital Gala, and our Japanese Language School), the Society hosts many programs that occur on a regular or semi-regular basis. In contrast to our core events, which hold nationwide and sometimes global significance, the Society's ongoing programs fulfill our core mission as one of the nation's top Japan America Societies, providing access to Japanese cultural and topical events for our local community.

PERSONNEL

Saori Kobayashi
Mari Fromel
Emily Johnson
Samantha Marks
Sam Harris
Volunteers & Interns



Oûchigohan!
おうちごはん!



Several Society programs, such as the Society's JBook Club, have continued to grow as online offerings due to the convenience of the format. The Society's Ouchigohan cooking class, in partnership with Table for Two and other Japan America Societies, continues to enjoy strong involvement from the community. On August 7, 2024, friends of the Society gathered for a fantastic evening at Fox Rothschild LLP for our annual Shokibarai summer networking reception.

The Society also continues to offer our Haku Group. Led by esteemed haiku poet and author Abigail Friedman, the group meets once every two months. Following a format similar to that of Japanese haiku groups, participants will bring to the session three haiku poems in English that they have written beforehand. The group then shares each haiku anonymously around the room without critique.

MEMBERSHIP & COMMUNITY PROGRAMS

CORPORATE MEMBER BREAKFASTS



JASWDC hosts Corporate Member Breakfasts throughout the year for members at the "Yokozuna" and "Ozeki" level. These breakfasts feature a moderated discussion with a notable guest speaker followed by a Q&A session with invited guests. Our most recent speakers included:

- Jennifer Hendrixson White, Principal advisor on Asia to the Senate Foreign Relations Committee Chairman Robert Menendez
- Robert Koepcke, Deputy Assistant Secretary for East Asian and Pacific Affairs in the Department of State
- Chris Wilson, Assistant USTR for Japan and Asia
- Nicholas J.C. Snyder, Director, Office of Japanese Affairs, US Department of State
- Fred Fleitz, the America First Policy Institute

JAPAN IN 2024

At its 10th annual Japan in the Year conference in January, the Japan-America Society of Washington DC partnered with the Wilson Center to discuss the prospects for Japan's foreign policy and domestic affairs in 2024.

With the ongoing war in Ukraine and persistent tensions in the Middle East, 2024 was anticipated to be a year marked by uncertainties. Elections were scheduled worldwide, including in Asia, highlighting the critical role of Japan's global leadership in maintaining stability in an uncertain world. Simultaneously, a strengthened US-Japan relationship was seen as essential for ensuring peace across the Indo-Pacific and promoting a rules-based order in the region.



SPEAKERS

Shigeo Yamada, Ambassador of Japan to the United States of America (pre-recorded)

Rahm Emanuel, Ambassador of the United States of America to Japan (pre-recorded)

Ambassador Mark A. Green, President and CEO, Wilson Center

Ryan Shaffer, President, Japan-America Society of Washington DC

Shihoko Goto, Director, Wilson Center Asia Program, Goeconomics and Indo-Pacific Enterprise

Kotaro Shiojiri, Japan Foundation Visiting Fellow, Wilson Center

Saori Katada, Professor of International Relations and the Director of the Center for International Studies at University of Southern California

David Boling, Director, Japan and Asian Trade, Eurasia Group

Mieko Nakabayashi, Professor, Center for International Education, Waseda University

Frank Jannuzi, President and CEO, Maureen and Mike Mansfield Foundation

Grace Park, Director, Japan Policy, Indo-Pacific Security Affairs / East Asia, Office of the Secretary of Defense



Washington Nationals' Japanese Heritage Day

The Japan-America Society of Washington DC was honored to be a part of the inaugural "Japanese Heritage Day" hosted by the Washington Nationals. In collaboration with the team, the Society successfully attracted over 200 members and their guests to the game on April 23rd, 2024. This special event provided a unique opportunity to celebrate Japanese culture and strengthen the bonds between the two nations. Attendees enjoyed a memorable evening of baseball, just one of many activities shared between the people of Japan and America!





COMMUNICATIONS REPORT

Strategic Digital Communication has become a cornerstone of the Society's outreach efforts. By crafting engaging content that effectively conveys our mission and programs, we aim to strengthen our connection with the community and foster deeper understanding of the US-Japan relationship.

Our social media platforms have proven to be invaluable tools for engagement. Through targeted content and interactive features, we have successfully cultivated a loyal following and provided valuable insights into the Japanese community in Washington, D.C.

To optimize our digital marketing campaigns, we have expanded our use of Feathr. This robust platform has enabled us to streamline our efforts and increase the effectiveness of our promotions for events such as the Sakura Matsuri, membership drives, and language school enrollment.

As we look ahead, we are committed to staying at the forefront of digital communication and marketing trends. By embracing emerging technologies and innovative strategies, we aim to expand our reach and deepen our impact within the community and beyond.

PERSONNEL

William Denton, Communications Manager

MEDIA MENTIONS

SOCIAL MEDIA OVERVIEW

A snapshot of our overall reach across Instagram, Facebook, X, and YouTube:

- 1 / FOLLOWER GROWTH**
+ 2623 for a total of 18,789
- 2 / VOLUME OF POSTS**
3-4 times/week
- 3 / POST REACH**
300K+
- 4 / AUDIENCE GROWTH**
16%



WEBSITE

The Society's website, www.jaswdc.org, is its main hub of information. Prospective students of the language school, program attendees, and those interested in US-Japan relations visit the site to learn more about our mission, our activities, and our upcoming programs and events.

The website has the most traffic during the registration periods of the Japanese Language School as well as during the springtime (February-April), as people visit our site to find out more information about the Sakura Matsuri and Japan Bowl. In general, the Upcoming Events page is the most popular page of the site.

AUGUST 2023 - AUGUST 2024 WEBSITE METRICS

12,319

**AVERAGE ORGANIC VISITS
PER MONTH**

147,828

**TOTAL ORGANIC VISITS
AUGUST 2023 - AUGUST 2024**

NEWSLETTER

The Society sends out a bi-weekly newsletter that covers upcoming programs, events, and classes, as well as programs hosted by other US-Japan organizations and/or our members that are relevant to our audience. Depending on urgency, program-specific newsletters are sent as well. These newsletters are sent to our entire mailing list, which includes both members and non-members.

10,357

TOTAL CONTACTS

1,648

NEW CONTACTS

19% increase since FY23

50%

OPEN RATE

20% higher than industry average

MEMBERSHIP REPORT

CORPORATE MEMBERSHIP

JASWDC offers Corporate Memberships at three levels: “Yokozuna,” “Ozeki,” and “Sekiwake.” The “Komusubi” level is also available to non-profits, academic institutions, or small businesses.



YOKOZUNA (\$5,000): 8

OZEKI (\$3,500): 16

SEKIWAKE (\$1,500): 17

KOMUSUBI (\$500): 2

TOTAL: 43

INDIVIDUAL MEMBERSHIP

What unites our members is a strong interest in Japan and a recognition that the Japan-America Society of Washington DC is the best way for them to connect to Japanese culture, language, and current affairs.

UME (\$60): 582

STUDENT (\$40): 91

TSUTSUJI (\$250): 49

KIKU (\$1500): 1

TOTAL: 723



JASWDC IN THE PRESS

The Japan-America Society of Washington, D.C. had an exceptional year, delivering a diverse range of in-person, online, and hybrid events that captivated audiences and fostered meaningful connections. From thought-provoking discussions and cultural showcases to networking opportunities and community initiatives, our programs offered something for everyone. Please scan the below QR codes to learn more about the Japan-America Society of Washington DC in the press from the past year.

JASWDC NEWS



JAPAN BOWL





FINANCES BY PROGRAM

	FY24 Year End				
	Revenue	(% Total)	Expense	(% Total)	Surplus/ Deficit
Japanese Language School	\$267,353	15%	\$152,637	9%	\$114,716
Sakura Matsuri	\$918,726	56%	\$755,910	44%	\$162,816
Japan Bowl	\$93,384	5%	\$231,552	14%	(\$138,167)
US-Japan Capital Gala	\$177,910	10%	\$171,497	10%	\$6,413
Member Events/Membership	\$190,801	11%	\$88,581	5%	\$102,221
Education & Outreach	\$575	0%	\$61,398	4%	(\$60,823)
G&A	\$44,518	3%	\$253,104	15%	(\$208,586)
Total	\$1,693,267		\$1,714,679		(\$21,410)

SPONSORS & CONTRIBUTORS

JASWDC FY24 COMMUNITY SUPPORT - PROGRAM SUPPORT & MEMBERSHIPS OVER \$5000

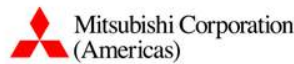
Organization	US-Japan Capital Gala	Japan Bowl/ Sakura Matsuri	Membership	Other Programs	Total
Individuals	✓	✓	✓	✓	\$500,000+
Government of Japan	✓	✓		✓	\$40,000+
All Nippon Airways	✓	✓	✓		\$20,000+
Toshiba	✓	✓	✓		\$20,000+
Toyota Motor North America, Inc.	✓	✓	✓		\$20,000+
Mitsubishi International Corporation	✓	✓	✓		\$15,000+
Anheuser-Busch LLC	✓	✓	✓		\$15,000+
NEC Corporation	✓	✓	✓		\$15,000+
Panasonic	✓	✓	✓		\$15,000+
Aflac International	✓	✓	✓		\$15,000+
The Japan Foundation, New York				✓	\$15,000+
Mitsubishi Heavy Industries America, Inc.	✓	✓	✓		\$15,000+
Marubeni America Corporation	✓	✓	✓		\$15,000+
Sumitomo Corporation of America	✓	✓	✓		\$15,000+
Hitachi, Ltd.	✓	✓	✓		\$10,000+
Mitsui & Co. (USA), Inc.	✓	✓	✓		\$10,000+
Daikin U.S. Corporation	✓		✓		\$10,000+
MUFG Bank, Ltd.	✓	✓	✓		\$10,000+
NTT Corporation USA	✓	✓			\$10,000+
Deloitte	✓	✓	✓		\$10,000+
JPT AMERICA, INC		✓			\$10,000+
SPFUSA				✓	\$5,000+
DENSO Corporation	✓		✓		\$5,000+
Otakorp, Inc.		✓			\$5,000+
JCAW Foundation, Inc.		✓			\$5,000+
Keidanren-USA	✓		✓		\$5,000+
Mitsubishi Electric US, Inc.	✓		✓		\$5,000+
Maureen & Mike Mansfield Foundation	✓				\$5,000+
AARP		✓			\$5,000+
Anonymous	✓			✓	\$5,000+
Asahi Shuzo Co., Ltd	✓	✓			\$5,000+
Hakutsuru Sake Of America, Inc.		✓			\$5,000+
iichiko USA, Inc	✓	✓			\$5,000+
ITOCHU International Inc.		✓	✓		\$5,000+
Japan Auto Manufacturers Association, Inc.	✓	✓	✓		\$5,000+
North American Subaru		✓	✓		\$5,000+
Northeast Maglev, LLC		✓	✓		\$5,000+
Japan Airlines		✓			\$5,000+
Renewal by Anderson		✓			\$5,000+
Suntory Americas		✓	✓		\$5,000+
Tokyo Electron			✓		\$5,000+
TOTO USA, INC	✓	✓			\$5,000+

CORPORATE MEMBERS

YOKOZUNA CORPORATE MEMBERS



OZEKI CORPORATE MEMBERS

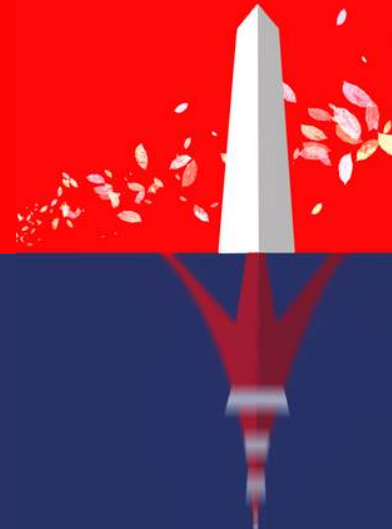


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Suntory Americas

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