

The International Helping Hand Campaign, Japanese Red Cross Society



(Japanese Red Cross nurse on duty at the refugee camp of southern Bangladesh (2021)

The Japanese Red Cross Society (JRCS) is honored to introduce its annual “International Helping Hand Campaign” which is launched on 1st December 2021 for one month, and hereby asking your generous participation.

First and foremost, I should start by saying that Switzerland is the home of humanity at large and the home of “Red Cross”, as the home of “International Committee of the Red Cross” (ICRC) and also hosting the Secretariat of “International Federation of Red Cross and Red Crescent Societies (IFRC)” in Geneva.

In 2019, IFRC has marked its centenary. The JRCS is one of its five founding members, together with the Red Crosses of America, Britain, France and Italy. It still enjoys itself as one of the major members of IFRC today, whose

membership counts 192 across the world. Her Majesty the Empress Masako of Japan assumes its honorary president. Between 2009 and 2017, the JRCS's then president, Mr. Tadateru Konoe, won the position of IFRC President for 2 terms, total 8 years, as the first-ever Asian IFRC President in its 100 years of history. Mr. Konoe is now assuming President Emeritus of the JRCS.



Let me brief you what “the International Helping Hand Campaign” is all about. It was first launched in 1983, commemorating 120 years anniversary of the Red Cross and Red Crescent Movement and 30 years anniversary of TV broadcast by NHK with the aim of helping vulnerable people abroad through the worldwide network of the Red Cross. This year’s campaign marks its 39th series. With this regard, this is not a mere campaign for fundraising, but and more importantly, an opportunity to shape humanity in action as nation-wide movement.

Last year alone, more than 86,964 cooperates and individuals joined the campaign by donating roughly 6.6 million USD enabling the JRCS to run a variety of programs in as many as 72 countries. It worth noting that this turnover (6.6mio USD) was the highest in past 10 years, despite the fact that the year 2020 would not be the easy year at all for many Japanese to make donation. Taking this opportunity, the JRCS will not reserve its wholehearted appreciation to all the donors in last year’s campaign in such difficult time under COVID19.



It has been a policy of the JRCS to respond to all Emergency Appeals launched by both IFRC and ICRC, so that the light be shed equally to unmet humanitarian needs elsewhere in the events of disaster and conflict. The International Helping Hand Campaign has been a major source of income for the international relief activities of the JRCS and it will become even more important as humanitarian needs keep on growing these days. Besides, the funds raised are used also to promote activities of national Red Cross Red Crescent in the developing countries in the fields of health, disaster preparedness and social welfare to strengthen community resilience. It goes without saying how important it is when “no one is safe until everyone is safe” in coping with COVID-19. In addition, it is equally important to be aware that there are many other humanitarian needs, such as conflicts, natural disasters and other health emergencies, all of which should not be left behind the COVID-19.



The JRCS believes that individually or collectively, you have huge potential to do more, do better and reach further to enhance humanity by mobilising resources out of your business or other activities. This year's campaign is once again featuring the humanitarian crisis "with" COVID-19, but more focus on those who are the most vulnerable and still suffering seriously in the world. No life should be lost because of the social "gaps", for instance, by the different level of access to medical services. To be a part of such campaign, please do not hesitate to contact JRCS.

For more detail of how it works, please visit the campaign websites:

<https://www.jrc.or.jp/lp/kaigai/>



<http://www.nhk.or.jp/event/tasukeai/>



For the report of our campaign last year (2020):

<https://www.jrc.or.jp/international/pdf/20211102-91fd9752208481520feeb37115ab067075a234ce.pdf>

