
ANNUAL REPORT

Our Fiscal Year

1 July 2021 - 30 June 2022

FEWJAPAN

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About FEW Japan

At 40 years old in 2022, FEW Japan is one of the longest running women's professional association in Japan. Our members are from all regions and represent the following activities.



Corporate



Entrepreneurs



Freelancers



Creatives



Researchers



Academics



Homemakers



Educators



Students

Important Statistics

Years In
Service

40

Of
Members

250+

Of
Mailing List

2500+

Yearly
Events

13

Of
Attendees

750+

Executive Summary:

Highlights about our Vision, Mission, and Social Impact

MISSION

FEW Japan is the go-to place for personal and professional development and a safe space for diverse, intercultural English-speaking women in Japan.

VISION

Our aim is to create a collective community that bridges values by mobilizing insights from our lived experiences of adversity.

SOCIAL IMPACT

We consciously use this superpower to build empathy and solidarity with others, and we invest in our members as the most coveted source of “global talent” in Japan.



Member-Serving Programs: Community-building

• KPIs

- Double the individual membership from 108 to 250+
- Peer-to-peer program attendance of over 80 individuals over the year
- 4 meetings of the peer-to-peer program
- 4 monthly virtual members for all members and guests
- 2 virtual lunches covering FEW's 40th anniversary and acceptance towards Transgender Women
- 3 special events about womxn in STEAM, our corporate members and the first in-person meet up for women living in regional areas outside of Tokyo

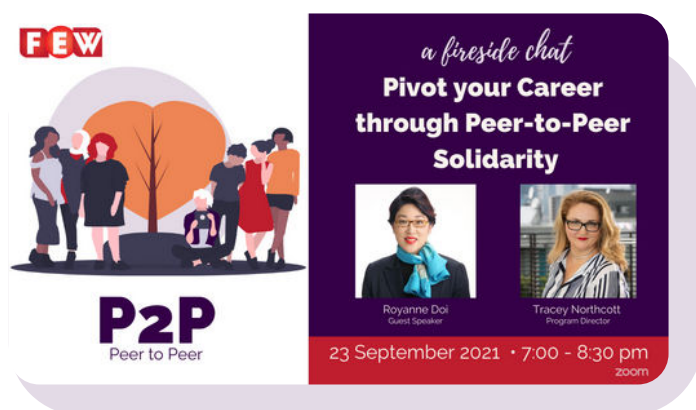
• Core activities

 MEMBERS-ONLY MONTHLY MEETINGS WITH EXPERT SPEAKERS	 PEER TO PEER MENTORING	 CAREER STRATEGY SEMINAR	 REGIONAL STARS LUNCHES	 SPECIAL EVENTS
<p>Learn from inspiring women on a variety of intriguing topics and current events! Recent topics have included digital transformation, readings from authors, how to obtain business funding, sustainability, diversifying tech and more.</p>	<p>Our Peer-to-Peer Program of annual mentoring includes three different tracks to choose from for corporates, entrepreneurs, and pivoters figuring out their next steps, so you can pick a track and find your people!</p>	<p>Super-charge your energy and motivation through this full-day seminar where you will make friends and gain valuable professional insights and contacts. There is plenty of time for networking over lunch and during workshop activities.</p>	<p>We aren't just centered in Tokyo! Our community includes kickass women based in regional capitals across Japan. We are hosting regional lunches that rotate around the country. You become the star host, gather your regional network, invite FEW members to connect!</p>	<p>We also hold annual special events including a Shinnenkai where individual members gain exclusive access to network with representatives of our valuable corporate members supporting our mission.</p>

Number of EVENTS from fiscal year July 1st 2021 - June 30 2022

- 13 events in TOTAL
- Events - FEW Japan

Evening digital events (Monthly Meetings) - 4



Pivot your Career
through Peer-to-Peer
Mentoring and Solidarity



Beyond Bootstrapping!
Funding pathways for tech
and regional revitalization



An evening with
Karen Hill Anton



Summer Social
and Games Night

Virtual digital events (Virtual Lunches) - 2



FEW JAPAN's October 21st Virtual
Lunch – FEW 40th Anniversary
HERstories



May Virtual Lunch-Building
Acceptance Towards
Transgender Women

Special Events - 3



Public-facing special event: Diversifying Tech & Womxn in STEAM: Japan and the World 2022



Spotlight on corporate members Shinnenkai: Shinnenkai Social



Regional Stars Lunch (first in person lunch since Corona): Meet up in Fukuoka

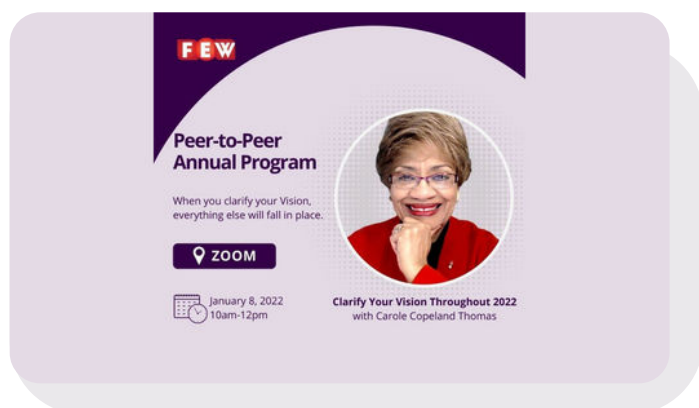
Peer to Peer Program Events - 4



P2P event, Decoding Your Individuality part 1a



P2P event, Decoding Your Individuality part 1b



P2P Event, Clarify Your Vision Throughout 2022



P2P Event, March 2022

Membership Growth and Financial Contributions

- **Membership-Sponsorship Policy wins**

- **Individual member growth and gains**

FEW Membership doubled in the last year with women from not just Tokyo but around Japan -- and the world -- joining the FEW community. Living in Japan can be challenging, especially as an empowered woman. We have create a safe space for modern women to validate their experience, celebrate their skills, and lift each other up as empowered women!

- **Organizational member growth and gains**

To better serve our organizational members, FEW developed monthly check-ins and quickly identified bottleneck issues with them through concierge services and both virtual and in-person gives.

- **Corporate Sustaining member growth and gains**

FEW expanded its offerings and added an additional tier of membership to serve smaller businesses.

- **Board of Directors growth and gains**

We established 2-person teams and team building training workshops to be able to support each other better and reduce the workload.

How We Serve Our Members

Learn

- Peer to Peer (P2P)
- Monthly Member Meetings
- Career Strategies Seminar (CSS)
- International Women's Day (IWD)

Connect

- Regional lunches
- FEWsion slack channel
- Social Media

Inspire

- 2022-3 theme: Unconventional Journeys
- External speakers
- Internal mentorship

Who We Serve

The FEW membership story began 40 years ago with expat women professionals from mainly Western countries who wanted to connect and build their careers/community in Japan, in an English-speaking context. The organization grew, and began to reflect the changing population: immigrants and expats from around the world began to call Japan home.

Our Members: A mix of 250+ Japanese and international women in a wide variety of professions and life stages: corporate staff, homemakers, entrepreneurs, solopreneurs, educators, researchers, scientists, those who are searching for their next step and more..

Our Programs: Themed monthly meetings, regional lunches, professional and personal networking and training, all focused on empowering women's professional and personal lives, all given in English.



Our Board: A diverse Board of Directors serves 2-year terms and commits to facilitating excellent programs for our individual members, serving our organizational members, and building the community.

Our Stakeholders

As a membership-based organization FEW's core stakeholders comprise Members, Corporate Members and the Organization itself, while Guests and Advocates & Alumni also play an important part in sustaining and supporting FEW activities.



FEWsion

FEWsion is our popular and engaging members-only Slack channel. Our members use FEWsion to connect between meetings, share their wins, their asks, and to uplift and support one another in their careers, family and creative activities.

This is also where our members can ask questions and connect directly with our corporate members. Naturally, some guidelines are in place to ensure a positive experience for all involved.

Our Board of Directors (BOD)

For good governance and training women for board service as well as increasing their professional development we held the following meetings last year:

- Attuned team building training workshop for our BOD's professional development
- Monthly BOD meetings and DX training on our governance and data systems
- Two annual BOD strategic planning offsites



Marketing Strategy

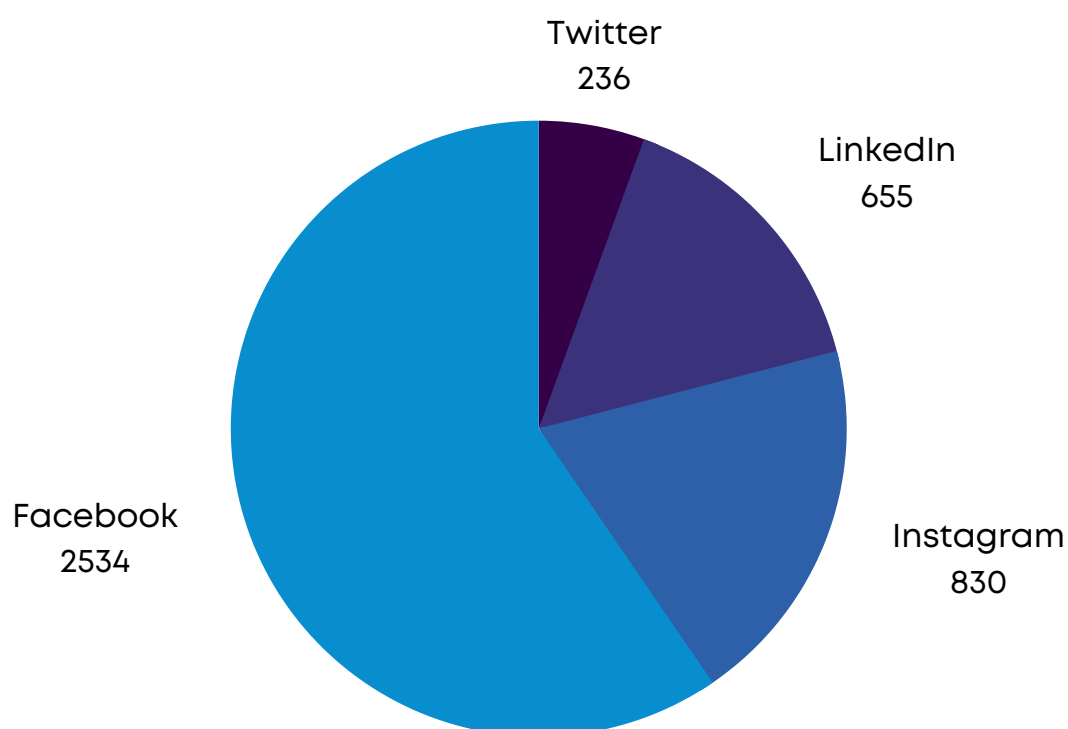
- Sent out 12 newsletter and 10 save the date letters
- Used paid ads to increase FEW's visibility
- Published 24 events including event recaps
- New landing page for easier recruitment of new members
- FEW HERstory videography
- Refreshed logo
- Launch of members-only Slack space to support connection and community-building among our members.

Newsletter Year 2021 - 2022

	Annual Calendar	Recipient	Content
FEW's NEWS	12 Newsletters - Once a month	Members Total: 250+	Event info, updates from the presidents, each sub-team, and sponsors
FEW EVENTS	10 Eventletters - Once a month	Members and newsletter subscribers Total: 1666	List of upcoming events with add event to calendar buttons

Social Media Presence

Number of followers

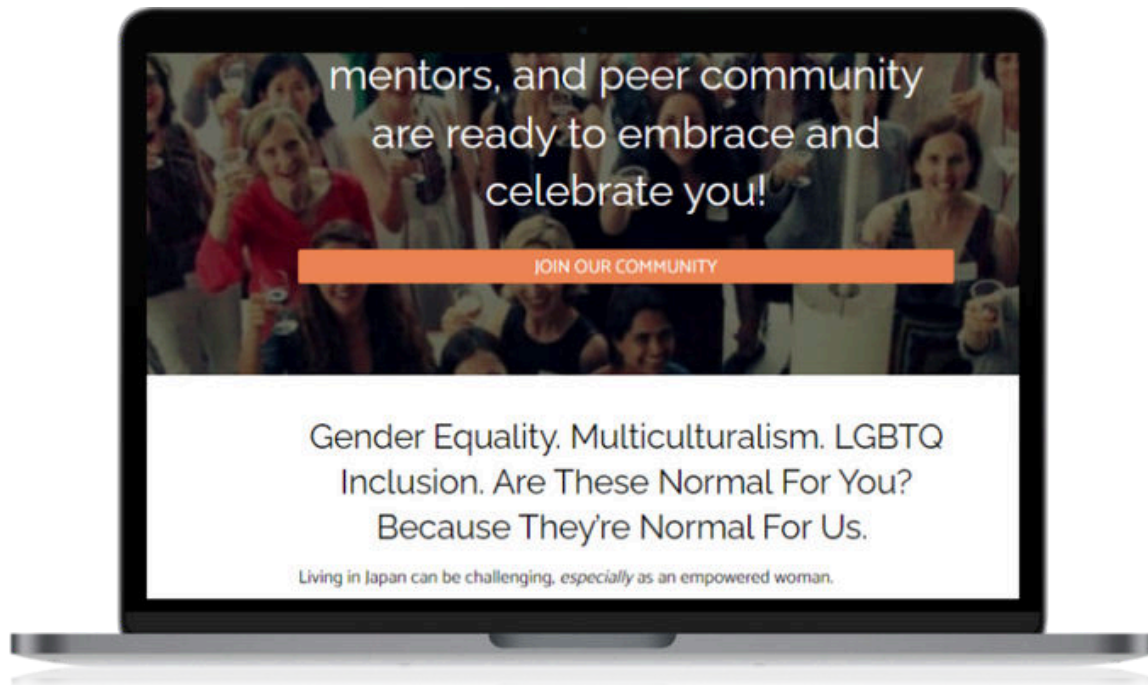


Paid ads for events and for the organisation

We enhanced our social media presence by using paid ads and social media management platforms. This helped us manage multiple networks and profiles as well as increased FEW's visibility.

Refreshed Membership Landing Page

This year we also created a new membership landing page. We wanted to emphasize the benefits of becoming a member and how new FEW Members can navigate their lives around the FEW community.



Member Benefits - FEW Japan

FEW HERstory videography

For our 40th anniversary event, we were pleased to explore the secrets to the sustainability of FEW Japan over some 40 years. We invited back FEW all stars – past presidents, directors, and event leaders – who dedicated precious time and energy to steward our organization. We created a videography with each woman sharing their story about their connection to FEW and what effect it had on their life's.



Refreshed Logo

We undertook a mighty effort to refresh the FEW Japan logo in honour of our 40th anniversary and still new status as an incorporated association. Members were invited to share their feedback about which of the four different logo designs they preferred and the opinions and sharing that rolled in was outstanding.



A few FEW Member Voices on the New Logo Design:

- “All of the new design logos are very creative with their own meaning and representation.”
- “I appreciate that you are asking for feedback from members. I feel the logo needs to incorporate a link to Japan since this is our host country.”
- “I think the refreshed existing logo is the best option. It looks modern and will be very versatile in many formats.”

Testimonials

TESTIMONIAL



I really appreciate the board members for giving your time to build this beautiful, diverse community. I've learned so much and found great suggestions for my career and my life.

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Member Comment

TESTIMONIAL



It was good to know that there are many passionate people out there, trying to promote diversity in the society and their companies. I actually have been joining FEW's P2P session (once a month x 4) since November, and it was quite inspiring.

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**Wahl & Case
Organizational Member**

Many Thanks to our Corporate Members!

FEW's activities are supported by various businesses, organizations, and networks that share the same vision and want to support FEW Japan and its community.

In addition to the individual members, FEW Japan is supported by Corporate Sustaining Members and Organizational Members.



Thank you from our Board!



Board of Directors

2021-2022

Jackie F. Steele, President

Terri MacMillan, co-President

Kyoko Nagano, Vice President

Stephanie Bay, co-Vice President

Shizuka Suzuki, Membership Director

Corinn Wilson, Membership co-Director

Tracey Northcott, Program Director

Jemma Gallagher, Special Events co-Director

Tiffany Rossdale, Special Events Director

Lilly Hart, Sponsorship Director

Tia Haygood, Sponsorship co-Director

Maki Kitahara, Public Relations Director

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