MITSUBISHI ELECTRIC AMERICA
foundation

2012 Annual Report
empowering youth with disabilities to lead productive lives through increased employment

MITSUBISHI ELECTRIC
Changes for the Better
Executive Summary

Year in Review

Following the 2011 launch of its new vision to: **empower youth with disabilities to lead productive lives through increased employment**

MEAF focused its efforts in 2012 on: Educating potential grant applicants, Mitsubishi Electric employee volunteers, and the public on this vision; Collaborating with other funders and leaders in the field to identify promising employment practices; and Investing in innovative approaches designed to empower youth and increase employment.

Educating

With support from MEUS Corporate Communications, MEAF made a number of investments in its outreach tools and technology to promote the new employment vision by:

- Investing in a new online **grants management system** to improve MEAF’s grant application process and better track results.
- Launching a **poster campaign** featuring stories about MEAF’s focus on empowering youth with disabilities to lead productive lives.
- Reinventing **MEAF.org** to match the Mitsubishi Electric global brand, featuring success stories from MEAF’s programs and partners.
- Sharing on **facebook.com/MEAFoundation** and **@MEAF** on twitter to keep the public informed about MEAF’s programs and impact.

Collaborating

Given MEAF’s modest funds, and the magnitude of the challenge of promoting inclusive, competitive employment for people with disabilities, MEAF engaged in a number of collaborative partnerships

- MEAF is a member of The HSC Foundation’s **National Youth Transitions Collaborative**, which is **stronger together** by sharing resources to demonstrate how the future needs everyone.
- MEAF grantees and Mitsubishi Electric employee volunteers leveraged **$805K** in funding support.
- MEAF supports the Campaign for Disability Employment **What Can You Do?** initiative.
- As a **Disability Funders Network** member, MEAF encourages other funders to support disability.
- MEAF joined other DFN members at a **funder summit hosted** by Senator Harkin to discuss how to improve disability employment outcomes.

Investing

MEAF invested **$473K** in projects that empower youth, which are outlined on the following pages.

I am also pleased to announce that the Mitsubishi Electric US Group companies demonstrated their ongoing commitment to being a socially responsible company by investing one percent of pre-tax income in MEAF in 2012 and pledging future annual support.

This investment in CSR will go a long way as MEAF continues to make **Changes for the Better** in the lives of youth with disabilities in 2013 and beyond.

With sincere gratitude,

Kevin R. Webb
Director

---

About the Cover Photos

- Mitsubishi Electric US President & CEO Katsuya Takamiya volunteers with Employee Representative Nicole Johnson at the Woodlands—a camp for children with disabilities—during Workshop hosted by the HOPE Committee at Mitsubishi Electric Power Products.
- Volunteers from the Mitsubishi Electric US ACTiVE Committee and Green Team install solar panels on the home of a child with a disability helping the family and the environment. The project won the 2012 M.O.V.E. volunteer project of the year award.
- A student with a disability learns valuable employment skills from a GIVE Committee volunteer at Mitsubishi Electric Automotive America during Disability Mentoring Day. Volunteers from the VISION Committee at Mitsubishi Electric Automation and the LOVE Committee at Mitsubishi Electric US also participated in the annual mentoring event.
Changes for the Better

**History**

Established in 1991 by the Mitsubishi Electric Corporation in Japan and the Mitsubishi Electric US Group companies, MEAF has invested nearly $11 million to date in projects that are helping to make Changes for the Better in society.

**Mission**

Since its inception, MEAF’s mission has focused on helping youth with disabilities maximize their potential and participation in society.

MEAF works to accomplish this mission through:

- **National Programs:** Providing National Grants for innovative projects that promote the full inclusion of youth with disabilities, and
- **Employee Volunteer Programs:** Supporting the volunteer efforts of Mitsubishi Electric employees in the US by providing Matching Grants for donations of cash, products and volunteer time to organizations that help youth with disabilities and other causes employees care about. MEAF also makes Starfish Matches of up to $500/year for donations individual employees make to help youth with disabilities.

**Outlook**

**Need**

In Dec. 2012, the U.S. Bureau of Labor Statistics reported that only 21% of adults with disabilities participated in the labor force (compared with 69% of adults without disabilities). There are many barriers to employment for people with disabilities. MEAF hopes to reduce these barriers by providing access to opportunities so all can succeed.

**Vision**

By 2016, MEAF will empower youth with disabilities to lead productive lives through increased employment.

Together we can address this challenging issue of disability employment and the negative effects of poverty and dependency that underemployment visits on this population.

- Senator Tom Harkin
Ability Awareness

National Programs
In 2012, MEAF invested $345K in innovative national projects to empower more than 60K youth. These grant projects are outlined below and on the next few pages, along with a few of the national activities in which Mitsubishi Electric employee volunteers are involved in across the US.

Including All Girls  CA, CO, DC, IL, MA, MN, NY, WI
Girl Scout Council of the Nation’s Capital

Girl Scouts continued to develop and share inclusion strategies between councils. The Girl Scouts directly served 40K youth and disseminated 319K publications.

Mentoring for All  MA, NH
Partners for Youth with Disabilities

PYD, a long time partner of MEAF & MERL, continued its efforts to bring inclusive mentoring to Big Brothers Big Sisters, exposing some 15,000 youth to inclusive mentoring opportunities.

Hallway Golf  CA, GA, KY, MI, OH, PA
Special education schools & organizations

Eight company locations raised $58K playing miniature golf in company hallways to support kids with disabilities. MEAA-PEACE won the “most money raised” and MEUS-ACTiVE won the “most creative hole” awards in the 2012 annual tournament.

Product & Relief Donations  CA, CT, DC, NY, PA, VA
American Red Cross, Community Connections, Disability Funders Network, GRID Alternatives, Habitat for Humanity, Sandy Hook Elementary, US International Council on Disability, Woodlands

The Mitsubishi Electric US Group companies put the power of their people, philanthropy, and products to work to help communities in need. From donations of office equipment, projectors, solar panels and HVAC equipment, to providing $12K to Hurricane Sandy Relief, Mitsubishi Electric can be counted on to help make Changes for the Better.

Employee Volunteer Programs
MEAF works with 11 volunteer committees at company locations in the U.S. The committees and organization’s they support are highlighted below and on the next few pages. The total amount donated by the committee and matched by MEAF is also listed along with reported volunteer hours.

LIFT Committee  San Diego, CA
Mitsubishi Electric US, Inc.

Donated $5K & 87 vol. hours to:
• Elevator & Escalator Safety Foundation
• Kids Included Together
• Promises to Kids

MERL Committee  Cambridge, MA
Mitsubishi Electric Research Laboratories, Inc.

Donated $6K & 3 volunteer hours to:
• American Cancer Society
• Eagle Eyes at Boston College
• Partners for Youth with Disabilities

MASH Committee  Maysville, KY
Mitsubishi Electric Automotive America, Inc.

Donated $24K & 343 volunteer hours to:
• American Cancer Society
• American Heart Association
• Buffalo Trace Birthday Blessings
• Central Kentucky Riding for Hope
• Court Appointed Special Advocates
• Families of Spinal Muscular Atrophy
• Holly Hills Children’s Home
• Shriner’s Transportation Fund
• Paws with Purpose
• Warren County Special Olympics

HOPE Team  Irvine, CA
Mitsubishi Electric Visual Solutions America, Inc.

Donated $16K & 749 volunteer hours to:
• Intervention Center for Early Childhood
• Spirit Youth Sports

We are surprised to see how the students with disabilities can often be the ones to keep the students without disabilities on task.
- Advisor, Highlander Roasters SAGE Global Team
Leadership Development

I am Norm  
AZ, CA, IL, NC, NH, NY, VA, Nationwide  
Kids Included Together, National Inclusion Project, TASH, USA TODAY Charitable Foundation

The youth-led, I am Norm national inclusion campaign continued to grow in 2012. The Campaign was featured at: the USA TODAY Education Forum attended by school superintendents, a New York high school using I am Norm in a school-wide anti-bullying initiative, and at conferences and in schools where I am Norm youth leaders polished their self-advocacy skills. A second I am Norm Summit, held at TASH, trained a new group of young self-advocates who will lead the initiatives’ next phase.

Campus Inclusion  
DC, DE, MD, NY, WA, Nationwide  
Autistic Self-Advocacy Network

ASAN disseminated 11K copies of its Navigating College handbook, and trained 17 autistic students on the art of self-advocacy at a summer academy. The students have returned to their campuses starting ASAN chapters & disability centers, and working with university administrators to promote full access for students with disabilities.

Volunteer Leadership Workshop  
Warrendale, PA  
Woodlands

Fifty committee leaders gathered at the “Power of Philanthropy” workshop hosted by MEPP-HOPE. Participants shared best practices, volunteered at the Woodlands—a camp for kids with chronic illnesses—and learned how to empower youth with disabilities through mentoring.
**Employment Preparation**

### Summer Internships Program  
**American Association of People with Disabilities**

This flagship AAPD program empowered 29 college students with disabilities to gain practical employment experience, as well as helped to change attitudes about people with disabilities among policymakers by interning in Congressional Offices, federal agencies, and nonprofits in DC.

### Inclusive Entrepreneurship  
**UCLA Tarjan Center with SAGE Global**

Inclusive teams of high school students are developing socially-responsible businesses to learn employment and life skills.

### Disability Mentoring Day  
**American Association of People with Disabilities**

LOVE-MEUS, joined GIVE-MEAA and VISION-MEAU, in hosting mentoring days, and VISION and ACTIVE-MEUS continued their summer internship programs for students with disabilities. Nationally, MEAF gave a grant to AAPD to expand DMD into a year-long, pipelines of talent program.

### Disability Supplier Diversity Program  
**US Business Leadership Network**

With a $10K grant from MEAF, and $15K leveraged from MEAA, Mitsubishi Electric is helping USBLN® create a database of certified disability-owned businesses to promote competitive employment.

### M.O.V.E. Award  
**GRID Alternatives**

MEUS-ACTiVE & Green TEAM, won the 2012 outstanding project of the year award for the solar installation project with GRID Alternatives. The panels were installed on a home of a child with a disability.

---

This experience provided a test case for my employer that employees with chronic illnesses can be productive...and it showed me that I CAN work.

- 2012 AAPD Summer Intern

---

**ACTIVE Committee**  
**Mitsubishi Electric US, Inc.**

Cypress, CA

Donated $21K & 161 volunteer hours to:
- Challenged Athlete’s Foundation
- GRID Alternatives
- HOPE School
- Ride Your Horse Therapeutic Foundation

**VISION Committee**  
**Mitsubishi Electric Automation, Inc.**

Vernon Hills, IL

Donated $49K & 385 volunteer hours to:
- Allendale Association
- Assoc. for Individual Development
- Northern Illinois Food Bank
- Special Education District of Lake Co.
- Special Leisure Services Found.
- Special Recreation Assoc. of Central Lake Co.
- Sunrise Lake

**GIVE Committee**  
**Mitsubishi Electric Automotive America, Inc.**

Garden Grove, CA

Donated $6K & 1101 volunteer hours to:
- Kids Included Together
- Project Independence
- Rancho Alamitos High School
- Toys for Tots

**LOVE Committee**  
**Mitsubishi Electric US, Inc.**

Suwanee, GA

Donated $7K & 421 volunteer hours to:
- Dover Little Green Cheer
- Easter Seals
- Family Promise of Gwinnett
- Friends of Gwinnett Co. Seniors
- Georgia SPCA
- Global Soap Project
- Gwinnett County Fire Academy
- Gwinnett Parks Foundation
- National Multiple Sclerosis Society
- North Georgia Co-Op
- Special Needs School of Gwinnett
Impact

Measuring Results

As depicted below, MEAF uses several indicators to measure its success—the number of youth served, adults trained, publications disseminated, funds leveraged, etc—however, the true measure of MEAF’s progress toward its vision is: How many youth with disabilities ultimately gain inclusive, competitive employment as they transition to adulthood so they can lead productive lives?

This is difficult to measure in the short-term as many of MEAF’s grant funds are focused on developing youth leadership and self-advocacy skills in the middle and high school years. And much of MEAF’s work focuses on attitudinal change, encouraging potential employers to focus on an individual’s ability, rather than the disability.

However, over the long-term, there is evidence that MEAF’s investments are having a greater impact than one might expect from the modest sums MEAF is able to grant.

Success stories from MEAF grantees on increasing employment for youth with disabilities have begun to emerge.

Success Stories

- Many of the 207 AAPD Summer Interns are still in college or grad school, but 83 alumni report they are now employed, including: Stacy who works in the California State Senate, Beth and Andrew who are attorneys, and Ari who runs a nonprofit and was appointed by President Obama to the National Council on Disability.
- In 2003, Project SEARCH developed a business plan with MEAF support to replicate its high school transition model. It’s now in 200 sites.
- MEAF’s very first grant in 1991 to the Marriott Foundation’s Bridges from School to Work Program has worked with 3,500 employers to date to place 16,000 young adults in jobs.

Read more: http://www.meaf.org/success_stories/

I will continue to work at the Office of Disability Employment Policy...

- 2012 AAPD Summer Intern
Board of Directors & Officers

- Cayce Blanchard *
- Bruce Brenizer
- David Chang, Assistant Treasurer
- Mike Corbo **
- Mike DeLano
- Jack Greaf
- Shinji Harada
- Ittetsu Mori, Treasurer
- Nicole Johnson, Employee Representative **
- Helaine Lobman, Esq., Secretary
- Perry Pappous, Esq.
- David Rebmann
- Susan Renda, Employee Representative
- Pete Salavantis, Assistant Secretary & Treasurer
- Katsuya Takamiya, President
- Veronica Vasilik, Employee Representative *
- Dick Waters, PhD
- Jeff Whitelaw
- Kenichiro Yamanishi, Honorary Director

Advisory Committee

- Thomas Backer, PhD
- Roger Barna
- Stacy Cervenka
- Carrie Griffin Basas, PhD *
- Tim Harrington
- I. King Jordan, PhD
- Jennifer Kemp
- Carol Kochhar-Bryant, PhD
- Deborah McFadden
- Ari Ne’eman
- Ellin Nolan
- Mike Paciello
- John Savage *
- Katherine Seelman, PhD
- Jane West, PhD *

Staff

- Tara Havliceck, Sr. Program Specialist
- Kevin Webb, Director

* Term ended 10/2012  ** Term began 10/2012

CSR initiatives are vital to our pursuit of global expansion…This ongoing annual reinvestment in CSR will be of tremendous significance to the Foundation’s operations. MEAF’s activities will rest on this solid underpinning...

- Mr. Kenichiro Yamanishi, President & CEO
  Mitsubishi Electric Corporation

Thank you

Thank you to the following for their financial and in-kind contributions to MEAF, and for helping to make Changes for the Better in their communities:

- Mitsubishi Electric Automation, Inc.
  - VISION Committee, Vernon Hills, IL
- Mitsubishi Electric Automotive America, Inc.
  - ECHO Committee, Mason, OH
  - GIVE Committee, Garden Grove, CA
  - MASH Committee, Maysville, KY
  - PEACE Committee, Northville, MI
- Mitsubishi Electric Research Laboratories, Inc.
  - MERL Committee, Cambridge, MA
- Mitsubishi Electric Power Products, Inc.
  - HOPE Committee, Warrendale, PA
- Mitsubishi Electric US, Inc.
  - ACTIVE Committee, Cypress, CA
  - LIFT Committee, San Diego, CA
  - LOVE Committee, Suwanee, GA
- Mitsubishi Electric Visual Solutions America, Inc.
  - HOPE Team, Irvine, CA

MITSUBISHI ELECTRIC AMERICA FOUNDATION

1560 Wilson Blvd., Suite 1150
Arlington, VA 22209

Phone: (703) 276-8240  Fax: (703) 276-8260
mea.foundation@meus.mea.com
www.meaf.org
www.facebook.com/MEAFoundation