

BROTHER DREAMS BIG AND EXCEEDS GOAL IN THE DREAM 1000 PROJECT

Global Relief Effort Generates Over 1,300 Tote Bags for Children Devastated in Japan Earthquake



Turning a dream into a reality takes inspiration, determination and the vision and hard work to see it through. For one Japanese engineer working for Brother Industries Ltd., the parent company of Brother International Corporation, his dream of helping the children of Japan transformed into The Dream 1000 Project, a global-relief effort created last summer, following the devastating earthquake and tsunami that ravaged Japan in March, 2011.

The Dream 1000 Project called upon worldwide employees and authorized dealers of Brother to support the effort by producing

1,000 hand-decorated fabric tote bags for children to carry their belongings. According to Save the Children, an international humanitarian organization, the crisis in northeastern Japan directly affected over 100,000 children.

In keeping with its strong dedication of leadership and commitment to community and its Japanese roots, Brother was devoted to the cause and was confident their 'family of dealers' would help make this dream a reality. Project leaders in the United States asked for 100 tote bags, but Dean F. Shulman, Senior Vice President of Brother International

Corporation, raised the bar and set the goal for the U.S. at 300 tote bags, asking his associates around the country for their commitment to the project.

"Our employees, dealers and customers not only answered our request, but surpassed our goal and sent us 524 tote bags for the relief effort," said Shulman. In total, Brother received more than 1,300 tote bags from the U.S. and from as far away as Canada, Brazil and Taiwan. By late December, the bags were shipped to Japan.

"Our employees, dealers and customers not only answered our request, but surpassed our goal and sent us 524 tote bags for the relief effort."

— Dean Shulman



"Brother has been there for us every day, supplying us with state-of-the-art sewing machines, outstanding service and their commitment to excellence."

- Rhonda Lopez

Rebuilding after a catastrophic event can take years, even decades before life, business and infrastructure are back to normal. Although the earthquake in Japan occurred almost one year ago, the need for assistance is ongoing. Brother realized this need and recognized that something as simple and basic as a tote bag can light up a child's life. "Possibly everything the child owns will fit into that bag," Shulman said. Project leaders focused on creating a pattern that was easy to follow. The bags measured 20" x 20" and were made of heavy, durable fabrics like denim or canvas and had handles and a closure of either a button or VELCRO®.

"Sewers and crafters are very compassionate, giving people," said

Shulman. "They used their Brother sewing machines to send hopes, dreams and love to the children of Japan by creating these essential multi-purpose school bags. It's no surprise that we surpassed our goal. I knew we could count on our loyal dealers and customers to help the children and bring some sense of joy into their lives."

As word spread nationwide, Brother employees and participating dealers and their customers joined together to help the cause. Even quilters from around the world took part in the project, creating bags during the Houston Quilt Show last November. The response was overwhelming. Dealers from across the country found unique and creative ways to organize their "project playground." Most dealers said they set up an 'assembly-line' to make the process go quickly by pre-cutting the patterns and lining up their Brother sewing, quilting and embroidery machines. This allowed for a more relaxed atmosphere and opened the door for fun and camaraderie.

Rhonda Lopez, owner of four Nuttall Bernina Sewing Center's in the Salt Lake City, Utah area donated a total of 104 tote bags. "I was excited to hear about The Dream 1000 Project," said Lopez. "I contacted

the managers of all four locations and asked them to come up with their own events." One location invited home economics students from a local school to make the bags. The teachers gave the students extra credit for their participation and the students came in one day after school and on a Saturday. Another location asked the Boy Scouts to participate. It not only helped the cause, but it qualified to help the boys meet their requirement for their sewing badge. The other two locations created a Dream 1000 sewing night and invited customers to come in and make the bags. The rooms were set up with all Brother machines for design and embroidery, and participating customers would earn a coupon toward a purchase in the store.

Lopez has operated her family-owned business for over 15 years and says she's proud to be a part of the Brother family. As an Authorized Brother Dealer, she wants to thank Brother for creating The Dream 1000 Project. "Brother has been there for us every day, supplying us with state-of-the-art sewing machines, outstanding service and their commitment to excellence.



Participating in this cause is our way to show our appreciation and to give back not only to Brother, but to the children in Japan who continue to struggle in the aftermath of the earthquake almost one year ago.”

Among the chaos and the need to rebuild, children are often an after thought and the lost victims in a disaster. Who knows kids better than anyone else? Other kids. Amazingly, half-way around the world, a teen sewing group from ‘sewnow’!, an Authorized Brother Dealer in Lafayette, California, came together to help the cause by making 20 tote bags. Susan Goldie, owner of ‘sewnow’!, didn’t give it a second thought when she heard the news from Brother about the Dream 1000 Project. “I immediately thought this would be a meaningful project for the kids in our teen sewing class – teens helping teens. I knew I could count on them to be available,” said Goldie. She recalls special moments while the teens were making the bags and talking among themselves. Some asked each other questions like, “I wonder what kind of boy will get this bag?” Or, “Do you think she’ll like this design I made?” Goldie says the project created good will for everyone. “I commend Brother for creating this project,” Goldie said. “The people of Japan are still in need and it was important to bring back the awareness. This was a hands-on way to help and it gave us a



connection to the children through the love we stitched into every bag.”

Amazing efforts were seen at Brother dealers across the country. In a farm-based community in Illinois, the Galesburg Sewing Center, owned by Dave and Rebecca Gillett, proved to be dedicated to the cause by donating 80 tote bags. Vicky Hartley, general manager of Galesburg Sewing Center for the past 15 years, spearheaded the project by recruiting her embroidery club customers. “These ladies are good, dependable people and I knew they would be willing to help with the project,” Hartley said. The 80 tote bags were made from fabric donated by customers and employees of Galesburg Sewing Center. “The bags were beautiful,” said Hartley. “The ladies took the time to quilt and embroider on many of the bags. It added just the right touch of love to add something special for the children.”

The Dream 1000 Project not only helped the children of Japan, but helped bring families together for the cause. At Creative Threads, a family-run Brother dealer with two locations in Binghamton and Greene, New York, Amy Phipps gathered her family and customers to sew 12 tote bags for the project. “It was eight hours of enjoyment and we did something good for the kids in Japan,” Phipps said. “Our mother, Judith Pratt, owner of Creative Threads, included a letter with the bags, sending our thoughts and prayers for those impacted in Japan by the earthquake and tsunami.” Phipps says the project acted as a reminder that the children of Japan are still suffering and it brought the story back to light. They made the bags in late November around Thanksgiving and Phipps says it was a good time of year



to make the bags. “It made us realize how lucky we are and to be thankful for what we have.” Phipps said making the bags was fun and Brother made the pattern easy to follow and didn’t limit them on embellishing. She says they embroidered Disney characters on some of the bags for the younger children. “It was important to make the bags fun,” Phipps said. “They might be carrying all of their possessions in those bags.”

The Dream 1000 Project brought the reality of the on-going suffering in Japan back into the spotlight and regenerated good will toward helping its youngest victims. Terry Koike, president of Brother Industries Ltd., participated in the project by making a bag, as did Brother International’s president, Tadashi Ishiguro and his wife. Dean Shulman released his creativity by decorating his bag with glitter and a guitar and wrote a note on the bag saying, “To Our Heroes in Japan from Your Brothers in the U.S.A.”

As with any dream, it continues with our hopes and desires. As Brother moves forward, it will carry with it The Dream 1000 Project with pride and humility, knowing that those who they stand behind everyday have returned the favor by turning their dream of helping the children of Japan into a reality.