



Annual Report 2024

Creating meaningful connections and growth opportunities for English-speaking women in Japan

Executive Summary

MISSION

To create meaningful connections and growth opportunities for English-speaking women in Japan.

COMMITMENT

FEW Japan is over 43 years strong in its journey of empowering and connecting a diverse group of women who call Japan home. We are committed to gender equality, multiculturalism, LGBTQ+ inclusion and community building in service of our members' professional and personal pursuits.

SOCIAL IMPACT

As an umbrella organization for women in the regions through to bigger cities in Japan, we connect women in a safe, multi-stakeholder community that focuses on advancing gender equality and women's empowerment in alignment with SDG, DEI, and ESG goals.

Table of

Contents

1

2023-2024 in Numbers

2

About FEW Japan

3

Message from the President

4

Who we Serve

5

2023-2024 Annual Program

6

The FEWture Conference & Gala

7

Our Board of Directors

8

Our Corporate Members

2023-2024 in Numbers

43

YEARS IN
SERVICE

269

NUMBER OF
MEMBERS

22

NATIONALITIES
REPRESENTED

3

MEMBERS'
MEETINGS

1,867

NEWSLETTER
AUDIENCE

5,381

SOCIAL MEDIA
FOLLOWERS

2

REGIONAL
LUNCHES

4

SPECIAL
EVENTS

6

EXPERT
PANELS

3

PEER-TO-PEER
SESSIONS

2

KEYNOTE
SPEECHES

1

SPECTACULAR
GALA



About FEW Japan



FEW Japan was founded in Tokyo in October 1981 by a “few” foreign women executives, leading to the acronym “FEW” for “Foreign Executive Women”. The intention was to create a community for senior women professionals who spoke English so they could support each other in navigating life and work in the not-so-woman-friendly Japanese corporate culture.

Since then, FEW has evolved into a broader umbrella organizations supporting all professional backgrounds. Pivoting our membership rules in 2008, FEW now stands for “For Empowering Women” and welcomes English-speaking women of all nationalities. We’re a network of women of all ages and stages of life, and have welcomed multilingual Japanese women to also contribute and be celebrated in our community.



A different kind of community

A Multi-Stakeholder Community Investing in Womxn's Empowerment

FEW Japan is a women's empowerment community made up of multiple stakeholders but what does this mean?

It means that our community is comprised of Individual Members, Organizational Members and Corporate Members, as well as queer-positive and sister organizational allies, venue and PR collaborators who support our events, friends of FEW of all genders who believe in our mission, past directors, and former members living around the world, including those outside Japan, who all invest in a membership fee to support the mission and community-building aspect of our not-for-profit, legally incorporated association.



Members

**Corporate
Members**

Organization

**Guests
(Potential
Members)**

**Friends of
FEW, allies,
collaborators,
former
members**

CORE STAKEHOLDERS

Message from our President



As a lifelong feminist legal advocate/scholar turned tech entrepreneur, I know what a tremendous impact safe spaces can have for diverse folks who spend too much of their professional life feeling misrecognized, unseen, and/or outright marginalized and harassed for their diversities.

For me, the art (*and political science*) of curating equitable and inclusive gatherings has always been a stealthy space of co-creative resistance, joy, and collaboration, be it in Canada, Quebec, or over the course of my 27-year journey in Japan. We read the chess board. We move outside the boxes. And we play the *long* game. Building these precious spaces takes time. Building them to last and to deliver systemic impact is a marathon labour of love gifted to those in our trusted communities of care now, tomorrow, and for 7+ generations to come.

Why and how you invest your talents and gifts in FEW Japan is up to you. But we hope you will answer the call and join us in moving the dial and raising the bar for womxn's freedom and empowerment in Japan.



"As a feminist scholar, entrepreneur, and mother, I am committed to carving out greater possibilities for gender solidarity, LGBTQ inclusion, and all diverse womxn's freedom in Japan. Let's keep moving the dial for all the beautiful folks who call Japan home."

-- Dr. Jackie F. Steele, President (2021-2025)
Representative Director & Co-Founder (2020-2025)
FEW Japan Not-for-Profit Incorporated Association

Photo Image

My beautifully diverse and joyous children playing atop the Mori Shogunzuka Tomb (circa 4th century) in formal 7-5-3 kimono kitsuke... and runners!

Mori, Chikuma City, Nagano 2022

*Photo Credits
Top Tia Photography*

Who we Serve

Difference + Belonging = Strength

You're our kind of different

At FEW Japan, we cherish every single woman in our community and take a peer-to-peer approach. This means in practice that our members are all equal and participate in FEW through the free sharing of ideas and lived experiences to help and empower each other. We don't necessarily have all the answers, but our community of women helps each other get there. No matter where our members live, where they are from, what stage of life they are in, or what they do, there's a place for them at FEW.

In 2023-2024, our members have been a mix of 122 international and Japanese women in a wide variety of professions, including corporate staff, homemakers, entrepreneurs, solopreneurs, educators, researchers, scientists, those who are searching for their next step and so many more.

How we serve our members

Education

Monthly events
with expert
speakers

Peer-to-peer (P2P)
sessions for
hands-on skills-
building

The FEWture
Conference & Gala

Inspiration

2023-2024 theme:
Well-Being

External speakers
with diverse lived
experiences and
expertise

The FEWture
Conference & Gala

Connection

Bonnenkai and
Shinnenkai in Tokyo

Regional lunches

Social Media updates

Opportunities to
participate

The FEWture
Conference & Gala

Impact & KPIs

- Hosted 3 members meetings, 2 regional gatherings, 3 Peer-to-Peer workshops, plus 3 public-facing special events
- Hosted 1 amazing FEWture Conference and Gala
- Successfully grew our community numbers by more than 100 members
- Expanded our social media reach to more than 5300 followers across 3 platforms
- Diversified and called into our community womxn from 5 continents and 16 countries
- Members now live in areas encompassing 9 regions of Japan
- Expanded age/generational diversity from womxn 40-60s to womxn 20s-90s



2023-2024 Annual Program

Members Meetings (MM)

This year, FEW Japan embraced the theme of **Well-Being** with a series of impactful events designed to foster holistic well-being among our members. Throughout the year, we hosted a diverse range of panels, P2P sessions, and in-person events, all aimed at helping members explore the different facets of their personal well-being.

Members' meetings over the past year facilitated lively discussions and empowered the community with engaging speakers on crucial topics for women. Key areas included financial literacy, menstruation awareness, and holistic well-being, which informed and connected members, enhancing their collective voice for change.



Simple Ways to Improve Your Holistic Well-Being | September 21, 2023

Online



What a Bloody Mess | March 21, 2024

Online



Financial Wellness: Strategies for a Secure and Independent Future | November 16, 2023

Online

Community Members Served:
238

2023-2024 Annual Program Special Events

This year, FEW Japan organized three remarkable Members Meetings, as well as our first in-person Bonenkai since COVID, which helped reconnect our diverse community. We kicked off the New Year with our Shinnenkai Social, highlighting our incredible Corporate Sponsors—partners that FEW is proud to have supporting us. In March, we held a compelling combined Members Meeting and International Women's Day event, featuring five outstanding speakers who enhanced our awareness and advocacy concerning menstruation.



FEW JAPAN BONENKAI
CONNECTION + COMMUNITY
TOKYO IN-PERSON EVENT
We're celebrating the diverse talents and passions that define the members of FEW Japan! Join us for a fun evening with our network of incredible women
FRI 8 DEC
SAVE THE DATE!

2023 Bonenkai | December 8, 2023

In-person



FEW JAPAN
WHAT A BLOODY MESS
Shifting the Narrative on Taboos & Embracing the Future with Femtech
AMINA SUGIMOTO DRPH
CEO, fermata, Inc.
SYBILLA PATRIZIA
Emmy Award-Winning Filmmaker & Photographer
MARINA YOSHIMURA
Menstrual Rights Advocate & Documentary Co-Producer
HIROMI KUSANO
Senior Advocacy Officer, Japanese Organization for International Cooperation in Family Planning
MIYAKO HAZAMA
Menopause Energy Expert
21 MARCH 2023
7:30 PM
9:00 PM JST
FEW Lounge Opens at: 7:15 pm JST

What a Bloody Mess | March 21, 2024

Online



FEW JAPAN
SHINNENKAI SOCIAL
Spotlight on our Corporate Members
Jill Hackney
COO Code Chrysalis
Kristine Ayuzawa
Director People Operations Wahl+Case
Kaori Mori
JMEC External Relations Coordinator
Helen Iwata
CEO Sasuga Communications
Tracey Northcott
CEO Tokyo Family Stays
Wahl+Case
JMEC
Sasuga
TFS
Limited Seats
In Person: 7:00-9:00PM JST
Thursday, January 25th
Livestream 7:30-8:30 PM

2024 Shinnenkai | January 25, 2024

Hybrid

Community Members Served:

91

2023-2024 Annual Program

Regional Lunches

FEW Japan proudly hosted 2 regional lunches in 2024. These gatherings have become a vital part of our community, fostering connections and empowering members to share experiences and ideas in a relaxed and welcoming environment.

We encourage our members to host their own regional lunches, allowing them to strengthen their network in their local area while enjoying delicious food and the company of like-minded individuals. Together, we are building a movement that transcends borders and celebrates the diversity of our experiences.



FEW JAPAN

REGIONAL LUNCH IN ZUSHI

Inviting current and potential FEW members in and around Zushi to an afternoon of networking and fun!

HOST
Luise Steggewentz

February 24, 2024
12:00 - 14:00 JST

Aoi to
3 Chome
4-13 Yamanone,
Zushi, Kanagawa
249-0002

Tickets Required
15 Seats Max Capacity

Regional Lunch, Zushi | February 24, 2024

In-person



FEW JAPAN

LUNCH & HANAMI IN SHIBUYA

Open to current and potential FEW members around Tokyo. Join us for a lovely spring afternoon with great food, and hanami!

HOST
Madeleine Hoffmann

March 24, 2024
13:30 - 16:00 JST

Daidai Thai Vietnamese Dimsum Restaurant
North 1st Floor,
Miyashita Park, Tokyo,
Shibuya City, Jingumae,
6 Chome-20-10,
150-0001

Tickets Required
8 Seats Max Capacity

Regional Lunch, Tokyo | March 24, 2024

In-person

Community Members Served:

19

2023-2024 Annual Program

Peer-to-Peer (P2P)

The P2P (Peer-to-Peer) Program is a flagship Members' Only program and a unique opportunity for FEW Members to learn, thrive, and connect with each other via intimate, skills-building workshops. In these sessions, women get the chance to learn and apply their learnings in real-time via a safe space. The topics may be intimidating or feel hard, but our expert P2P leaders guide our members through the topics. These workshops are not a one-and-done experience - the knowledge is cumulative and each session builds on the previous one. Our theme for P2P this year was **Claim your ...**



Claim Your Confidence
THROUGH INTUITIVE IMAGE MAKING
OCTOBER 21ST
10:00AM - 12:00PM JST



WITH
PAIGE BALDWIN
ANDO

Claim Your Confidence Through Intuitive Image Making | October 21, 2023

Online



Claim Your Voice
COMMUNICATE WITH CANDOR
DECEMBER 16TH
10:00AM - 12:00PM JST



RACHEL
FERGUSON

Claim Your Voice: Communicate with Candor | December 16, 2023

Online



Claim Your Tech
MAKING TECH DIGESTIBLE
FEBRUARY 17TH, 2024
10:00AM - 12:00PM JST



TRACEY
NORTHCOTT

AIDAN
FOURNIER

Claim Your Tech: Making Tech Digestible | February 17, 2024

Online

Community Members Served:

48

The FEWture Conference 2024

The FEWture Conference, formerly known as the bi-annual Career Strategies Seminar (CSS), undertook a significant rebrand this year to emphasize a forward-thinking approach and a consistent event experience for years to come. This was FEW Japan's first in-person conference in six years due to the pandemic, held at the prestigious Four Seasons Hotel Tokyo at Otemachi. The event, our largest and most ambitious to date, drew a record-breaking attendance with over **130 participants** at the conference, dozens of women joining online via watch parties, and **170 attendees** at the Gala.

The conference featured an impressive lineup of high-profile speakers, including one of the mothers of Japanese democracy, **Akiko Domoto-sensei**, a longtime journalist turned parliamentarian, first woman governor of Chiba prefecture, and current social movement leader at 91 years young. We welcomed **international speakers Tracy Gray, Rika Nakazawa, and Caroline Codsí**. We hosted cutting-edge panels, workshops, and fireside chats that engaged attendees and advanced their professional growth. The event's national reach was notable, with participants joining from nine different prefectures, showcasing FEW Japan's expanding national influence. Attendees enjoyed multiple networking opportunities where they were able to create meaningful connections and collaborations within the community.

The Gala stood out with its spectacular dinner, inspiring talks from supported non-profits, a lively raffle, and a buzzing dancefloor, marking a triumphant celebration of FEW Japan's commitment to empowering women and LGBTQ solidarity.

Keynote Speaker: Akiko Domoto, Journalist & Feminist Nation-Builder





Our Trusted FEWture Conference Venue Partner



Andrew De Brito, Four Seasons Hotel Tokyo at Otemachi & Jackie F. Steele, FEW Japan



Ryoji Yoshida, Jackie F. Steele, Tracey Northcott, Polly Chen

Building for Impact for the FEWture





A Congratulatory Message from Tokyo Governor Yuriko Koike

お祝い

お届け台紙名 『カトレア』
お届け日 2024年06月06日

一般社団法人 F E W J a p a n
代表理事 スティール 若希 様

My heartiest congratulations to everyone who had hand in holding the FEWture Conference. This event, provided by FEW Japan, is a valuable opportunity for many women to build networks with female business leaders and mentors to help them pursue their desired career.

I deeply respect and admire Dr. Jackie Steele for her leadership and dedication. My only regret thistle is not being able to attend in person.

The power of women is Japan's greatest untapped resource. Tokyo is continuously working to change societal awareness and enhance support measures to make our city one where women can shine with their full potential, and anyone can realize self-actualization. It's us, the people that forget the future.

Let's channel that energy into achieving sustainable growth for Tokyo and resolving global issues. Along with the ongoing growth of your organization, I sincerely wish all gathered here today good health and continued success.

Koike Yuriko
Governor of Tokyo

The FEWture Conference & Gala

International Keynote



Tracey Gray, We Are Enough; Yuki Aizawa, Women in Tech Global, Léa Perceval, FEW Japan, Aliko Domoto, Journalist, Jackie F. Steele, FEW Japan, Tracey Gray, We are Enough

An International Fireside Chat



Caroline Codsí, Women and Governance; Rika Nakazawa, NTT; Hannah Portner, FEW Japan

The FEWture Conference & Gala

Multi-sectoral & Thematic Panels



The FEWture Conference & Gala

Multi-sectoral & Thematic Panels



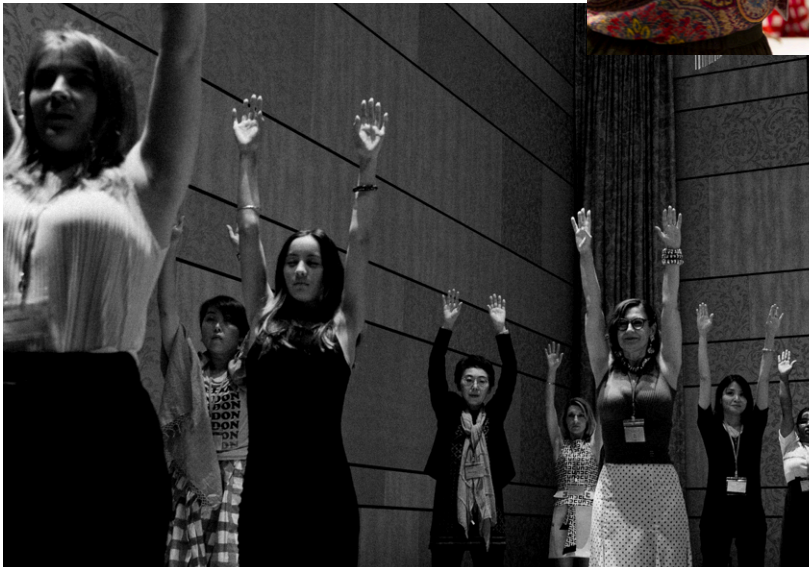
The FEWture Conference & Gala

Participatory Workshops in the Chapel



The FEWture Conference & Gala

Community Engagement & Cultural Workshops



The FEWture Conference & Gala

Community Engagement: **RAISE YOUR HAND! RAISE YOUR VOICE!**



The FEWture Conference & Gala

Gala Dinner & DJ Dance



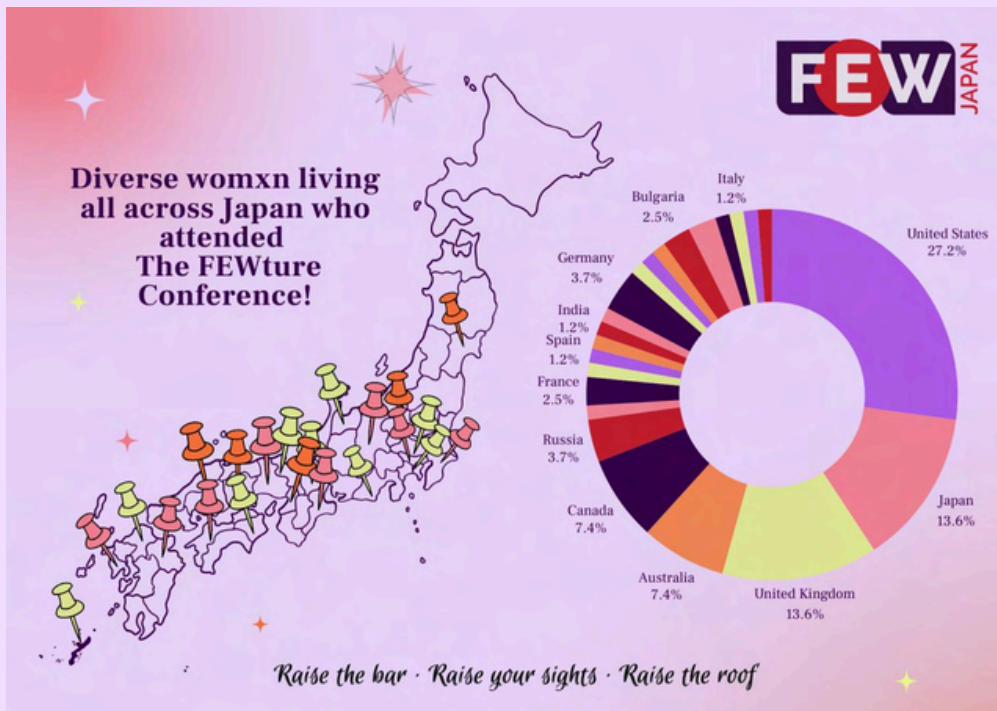
The FEWture Gala Celebrating Gender Solidarity & PRIDE

Gala Dinner & DJ Dance

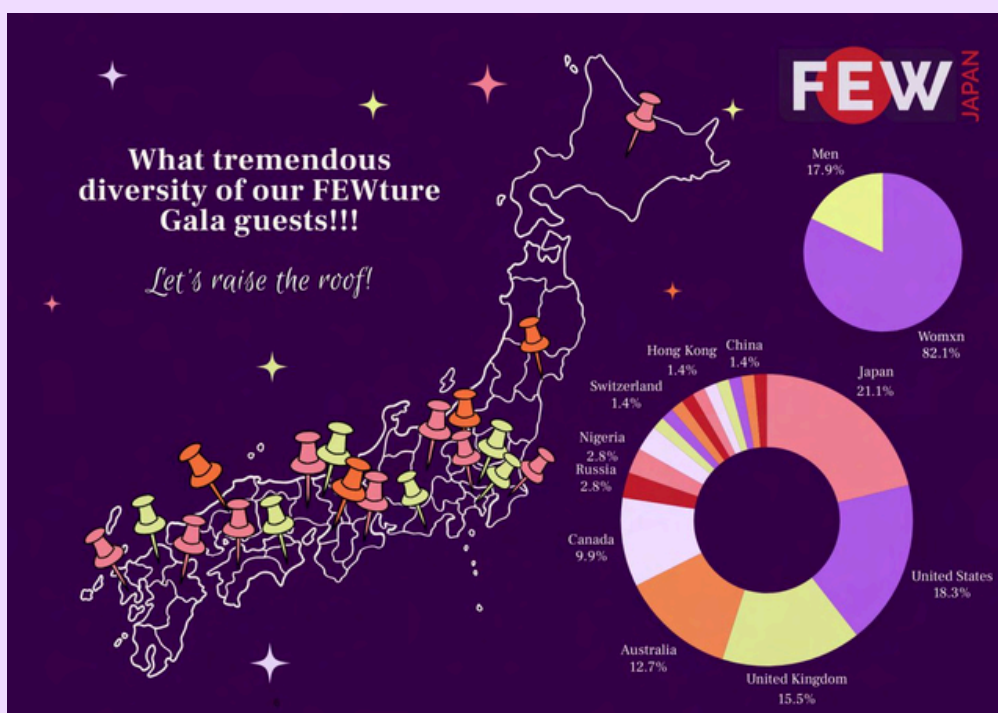


The FEWture Conference & Gala

The FEWture Conference welcomed 130 womxn of 22+ nationalities from 9+ prefectures, and with others joining online from Tokyo, Osaka, Kyoto, joining virtually from their workplaces, homes, and campus watch parties!



The FEWture Gala - a celebration of gender diversity, all gender solidarity and LGBTQ inclusion during PRIDE - had 170 guests from 18+ nationalities!



The FEWture Conference & Gala

The FEWture Conference & Gala was possible thanks to our venue partner, the Four Seasons Hotel at Otemachi, and the precious collaboration and support of corporate members and many PR partners and raffle donors.

Corporate Members

Ruby Strategic Sustaining Members



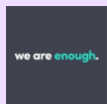
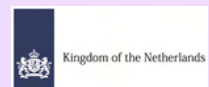
Corporate Sustaining Members



Organizational Members



Conference & Gala Collaborators



We're grateful to FEW's Individual & Corporate Members who helped us pull off our biggest biannual conference in our 43-year history.

The FEWture Conference & Gala

Helen Iwata, Sasuga! Communications, FEW Japan Organizational Member in Tokyo and FEWture Conference Workshop Facilitator



"What a wonderful experience to lead the "Lower Your Expectations To Raise Your Game" workshop at The FEWture Conference, Four Seasons Hotel at Otemachi.

The Chapel at the Four Seasons Hotel created a cosy environment for participants to reflect on how much pressure we put on ourselves when we set high expectations and how we could in fact achieve more by aiming for less.

HUGE thanks for all the enthusiastic participation and thanks to FEW for this one-of-a-kind opportunity."

Katherine Pineault, FEW Japan Member in Fukuoka

"Congratulations and thank you!

I had never been in a all-women room for a day in my life, and that was such a great experience. *The line-up of speakers, the orientation towards growth and action and boldness, and the attention to overall well-being of everyone - the conference team and the participants - were truly amazing. Thanks for giving all of us a space to connect, to get inspired and to grow, and for your leadership and your very genuine and palpable excitement.*

Two highlights I wanted to share with you :

- Jackie, it was wonderful to see you and Domoto-sensei interact. So inspiring to see the depth of your relationship showing. What a tremendous mentor she seems to be for you (and for all of us!)*
- It was so wonderful to see your daughter present, how she held herself and spoke to adults with assurance (and DJ'd!!!). It was clear that you empower her to step in her power, and she seems to do it beautifully. It really touched me.*

Coming to FEWture from Fukuoka was my gift to myself for having succeeded to get a Business Manager Visa, and I'm so so glad I was there.

Thank you so much and looking forward to connect again in the future! Merci!"

The FEWture Gala Raffle

We were pleased to host a raffle that mobilized contributions from over 23 organizations and 23 prizes that were won by our 170 guests, and helped us raise funds in support of the nonprofit organizations selected this year to receive support.



Raffle Donors



Our Board

Executive Team



Jackie F. Steele
President



Léa Perceval
Co-President



Christine Brown
VP, Memberships



Hannah Portner
VP, Communications



Yuki Namba
Finance Director

Board of Directors



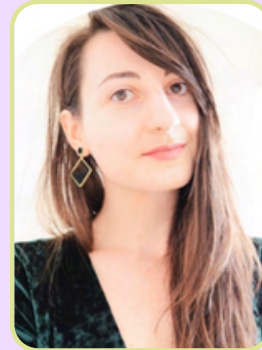
Tracey Northcott
**Corporate
Membership Director**



Shizuka Suzuki
Memberships Director



Blessing Thomas
**Memberships Co-
Director**



Teodora Vandor
Programs Director



Mahi Patki
Programs Co-Director



Emily Larcombe
**Communications
Director**



Georgia Emmett
**Communications Co-
Director**

Our Corporate Members

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

Ruby Strategic Sustaining Members



Corporate Sustaining Members



Organizational Members





fewjapan.com



Creating meaningful connections and growth opportunities for English-speaking women in Japan