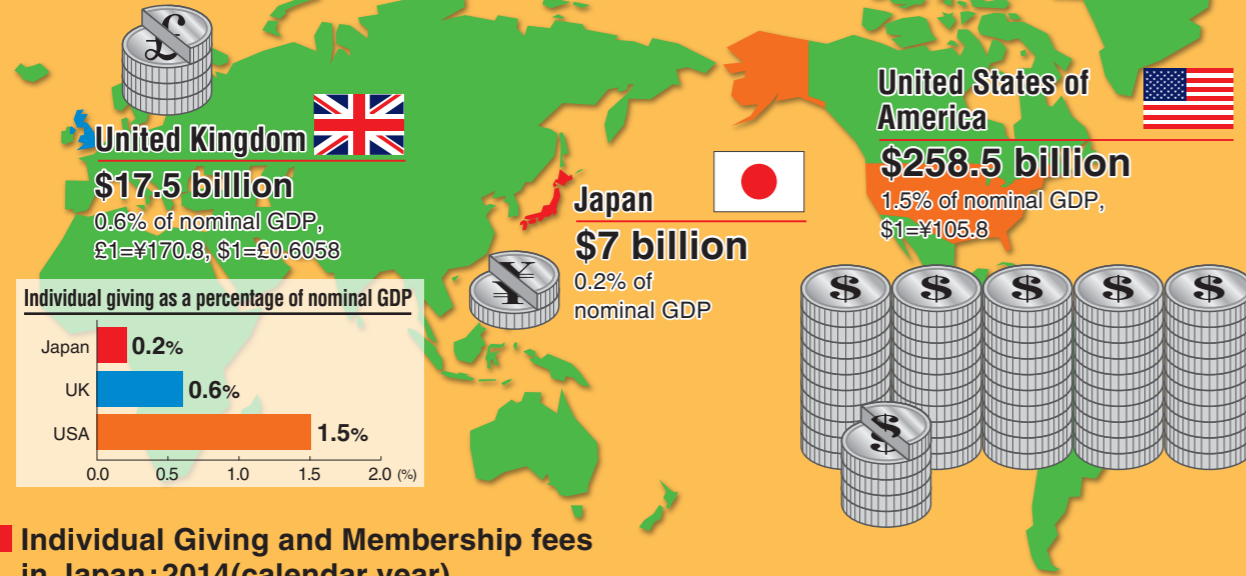
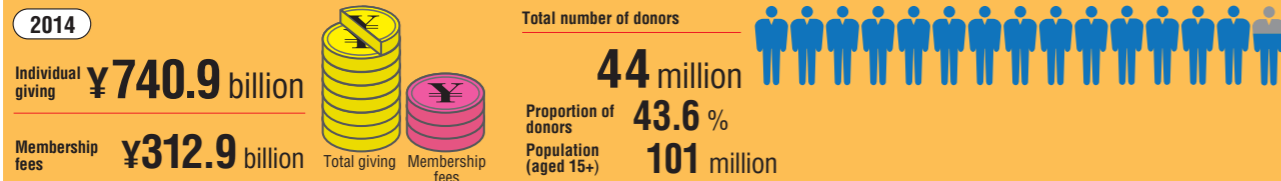


Trends in Charitable Giving in Japan

International Comparisons of Individual Giving: 2014

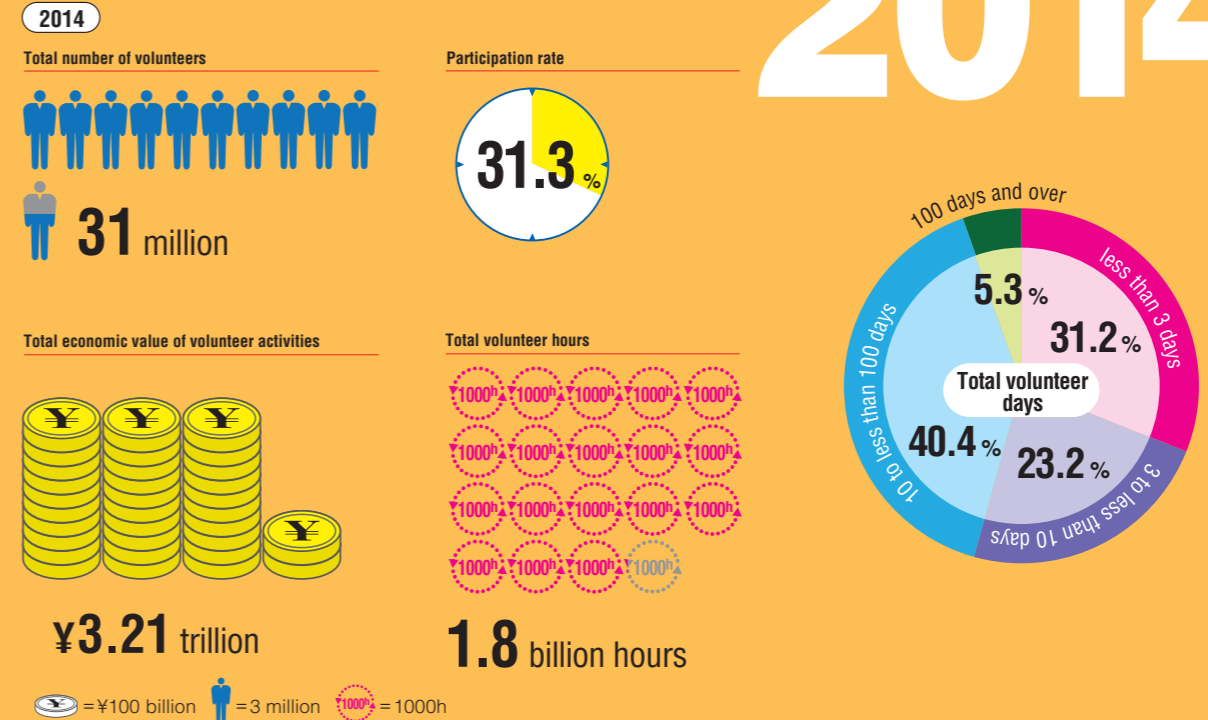


Individual Giving and Membership fees in Japan: 2014 (calendar year)

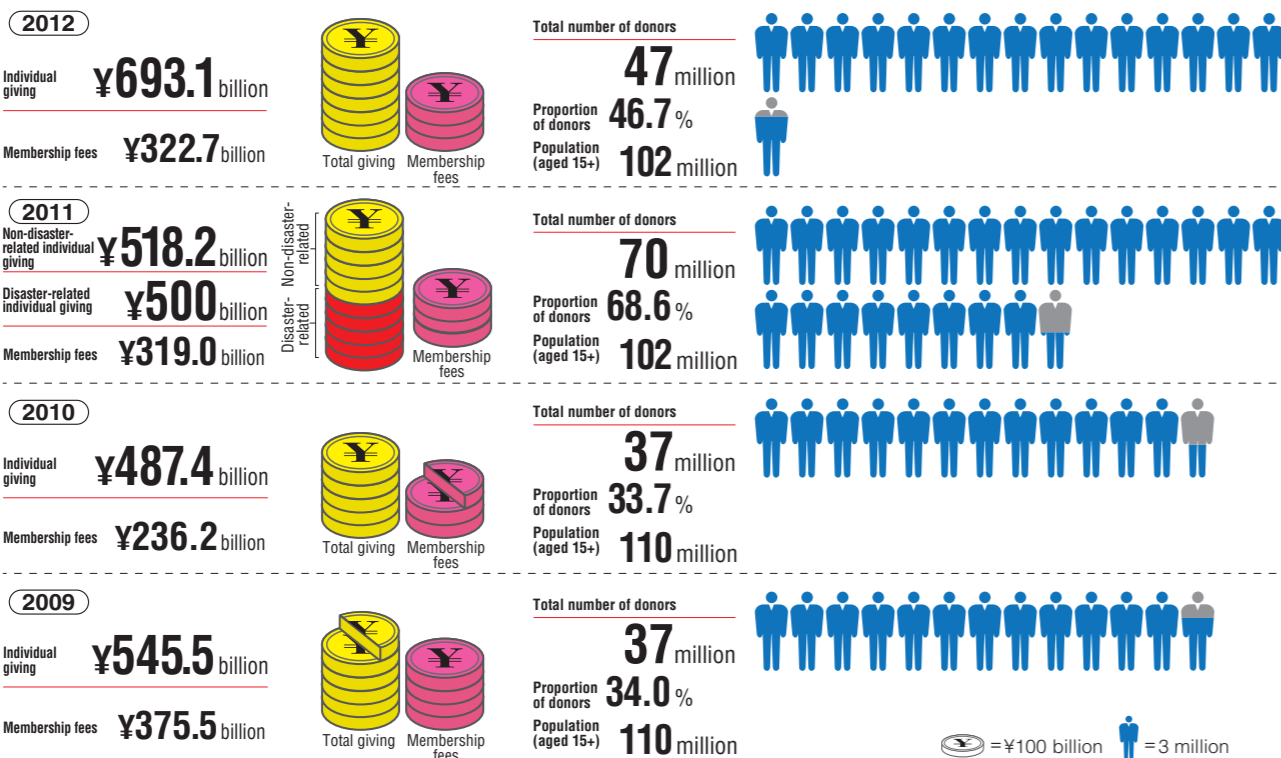


Volunteering: 2014 (calendar year)

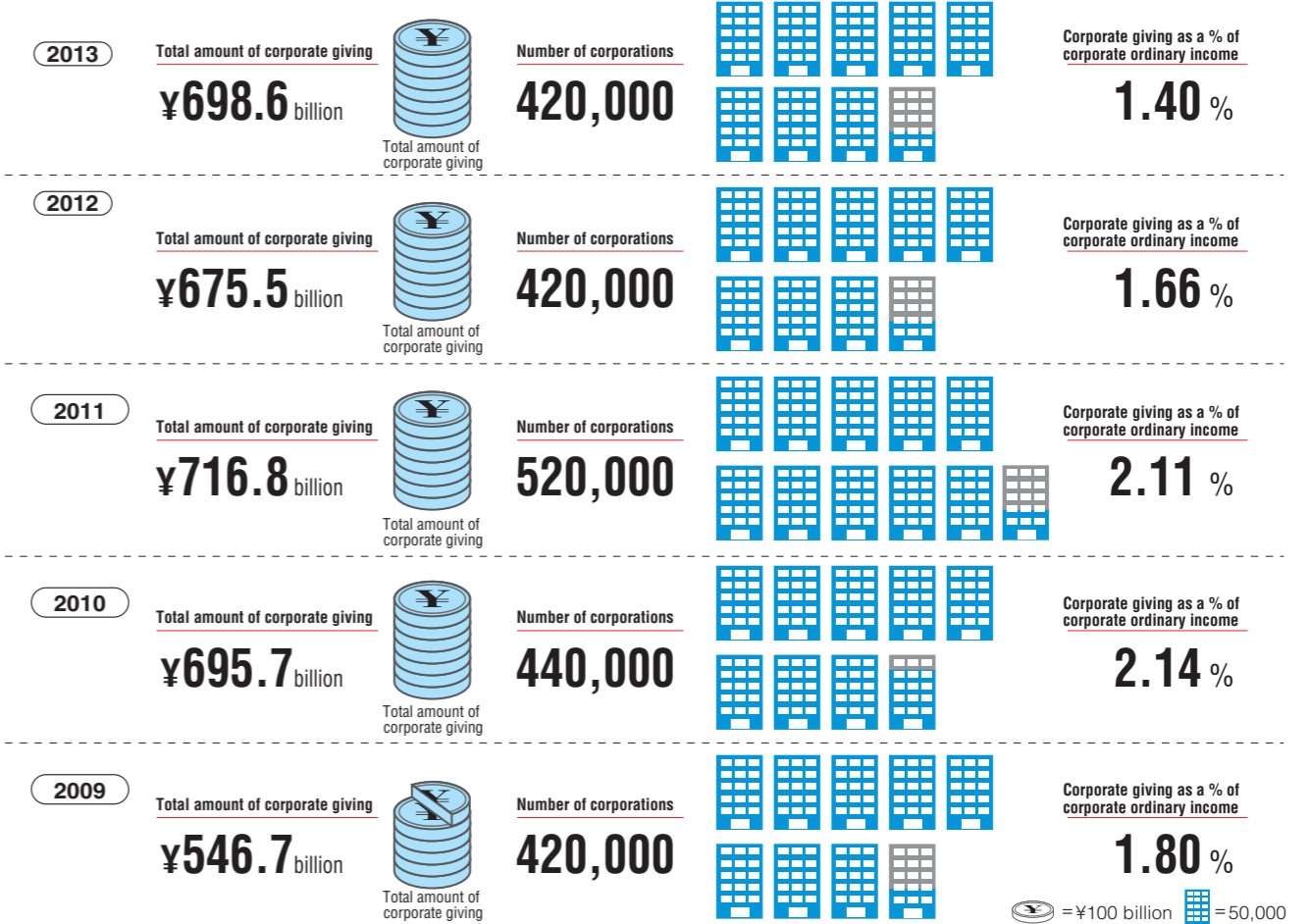
2014



Trends in Individual Giving (2009-2012, calendar year)



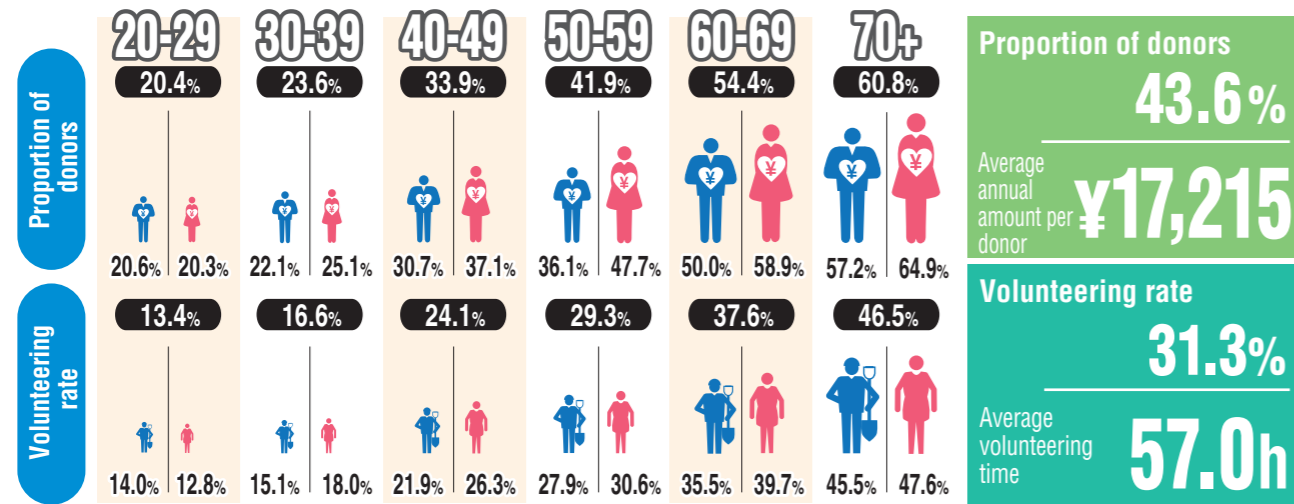
Trends in Corporate Giving (2009-2013, Fiscal year ended March 31)



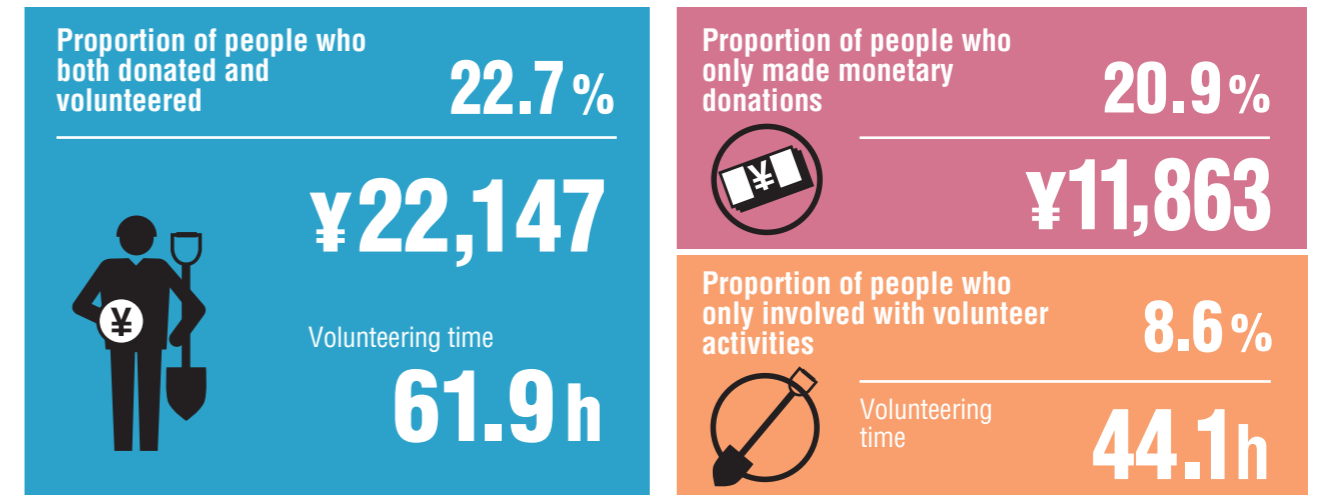
Who? What? How? Why? Trends in Donors & Volunteers in Japan

Proportion of Donors/Volunteers by age and gender

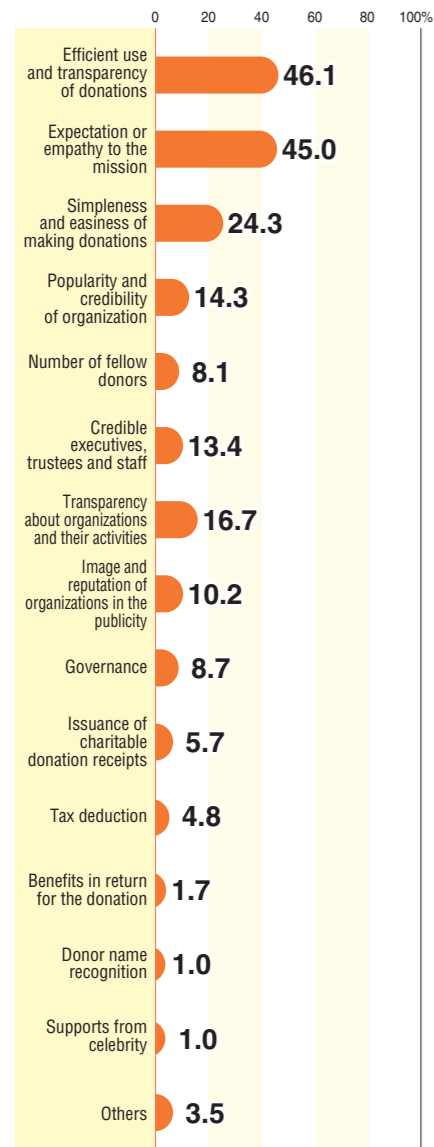
All respondents (n=9,564) Men (n=4,858) Women (n=4,706)



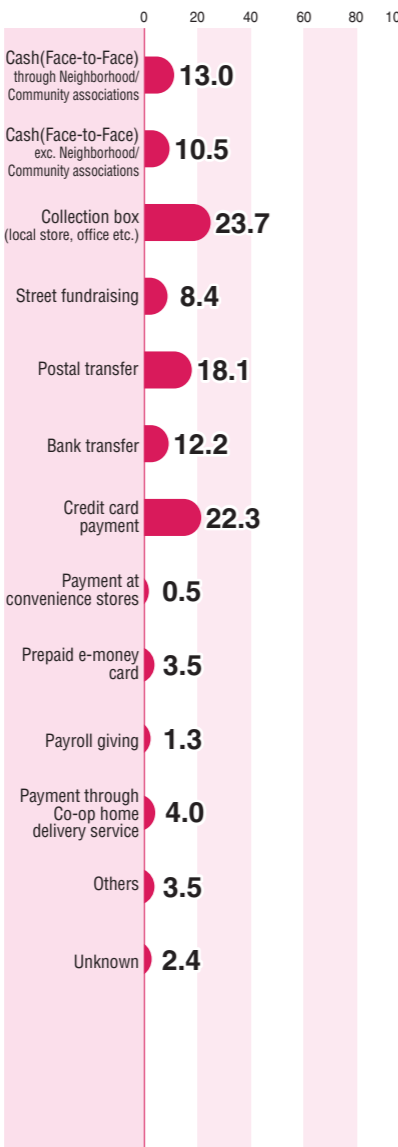
Relationships between donations and volunteer activities



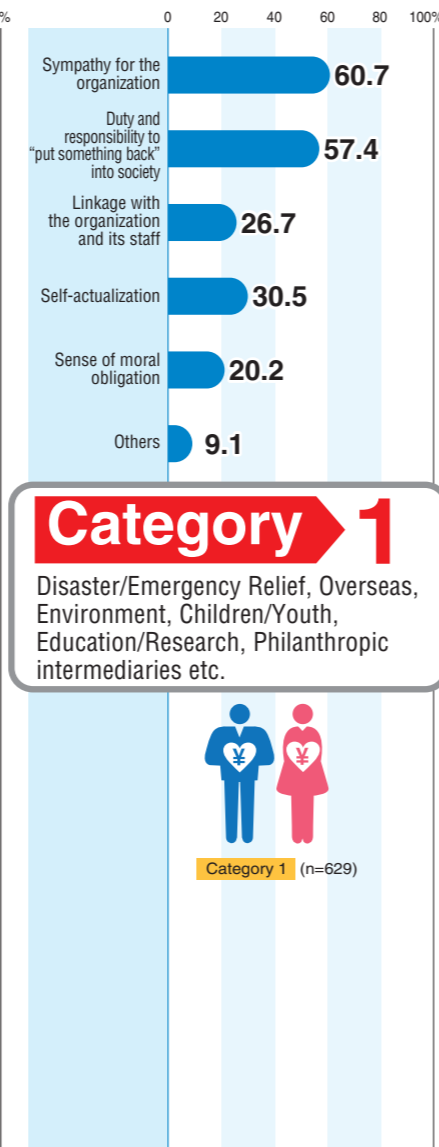
Charity Choice: What is important for donors? (multiple answers)



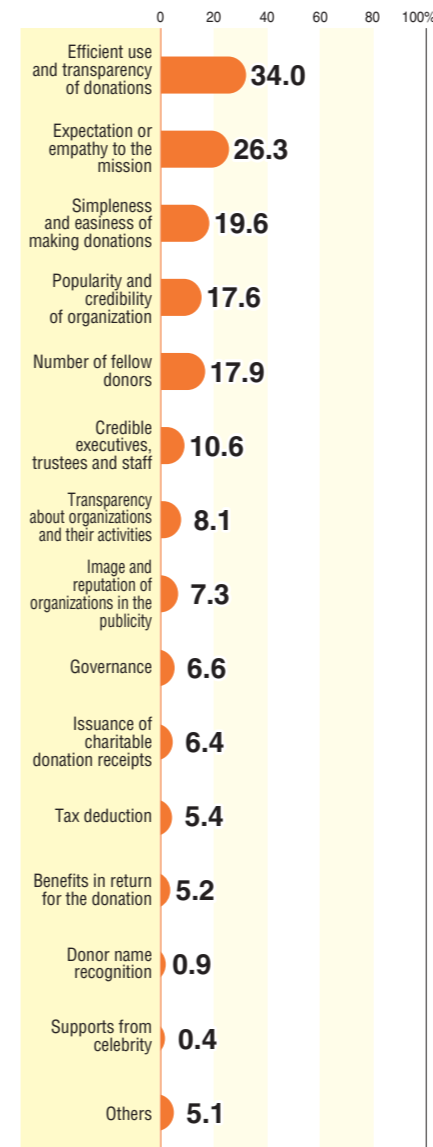
Preferred Methods: How do people give? (multiple answers)



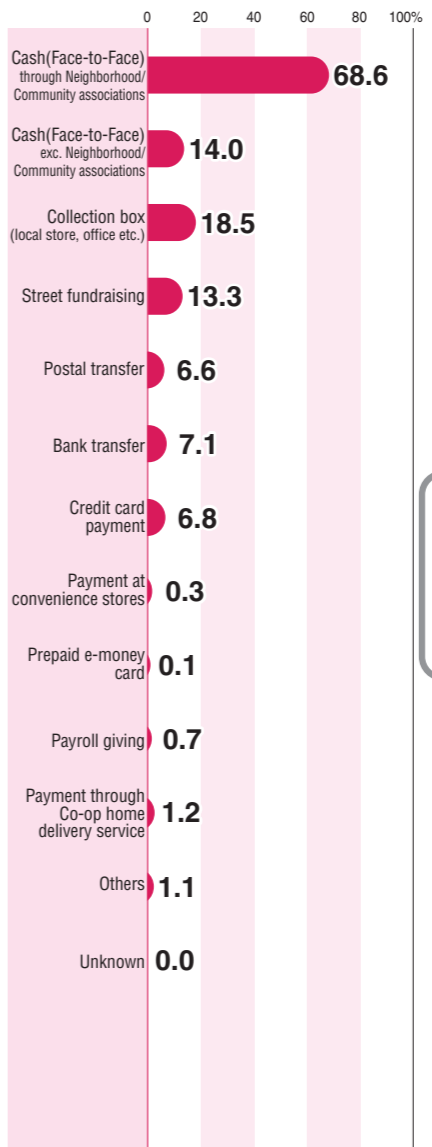
Motivations: What makes people give to charities? (multiple answers)



Charity Choice: What is important for donors? (multiple answers)



Preferred Methods: How do people give? (multiple answers)



Motivations: What makes people give to charities? (multiple answers)

