

Executive Summary

The aims of this report are to provide a review of the market of giving in Japan in 2011, as well as to look at in detail the charitable giving and volunteering related to the restoration and reconstruction after the 3.11 Great East Japan Earthquake.

Each chapter provides you with detailed descriptions of each key element. We summarize characteristics and tendencies of charitable giving and volunteering in the year 2011 as well as disaster-related donations (mainly through September 2012).

■ Key Findings

Trend of Disaster-Related Giving and Volunteering

- With regard to the Great East Japan Earthquake, approximately 85.12million people, 76.9% of the Japanese population, made some sort of donations including money and goods (see Chapter 1, Figure 1-2 and 1-3).
- The disaster-related donation amounts to approximately 600 billion yen (\$6 billion USD) donated from inside Japan to NPOs and NGOs engaged in disaster relief efforts for the disaster victims as well as operating in the disaster hit regions.
- The breakdown of the disaster-related donations shows that the largest amount was made to support the victims of the disaster (361.8 billion yen; \$3.618 billion USD), followed by corporate giving (122.3 billion yen; \$1.223 billion USD), donations to the local governments in the disaster-hit regions (182.9 billion yen; \$1.829 billion USD), donations to the major NPOs (20.1 billion yen; \$201 million USD), and finally, funds given to the intermediary organizations (26.0 billion yen; \$260 million yen). In addition, at least 119.4 billion yen (\$1.194 billion USD) was donated outside of Japan, including the United States (53.3 billion yen; \$533 million USD) and Taiwan (17.9 billion yen; \$179 million USD).

- 📌 19.9% of the people in Japan volunteered after the disaster, and the number of those who volunteered in the 3 disaster-hit prefectures (Iwate, Miyagi, and Fukushima) was 1,020,200.
- 📌 Among people who made disaster-related charitable donations, 50% answered that they want to make donations again in case of a natural disaster.
- 📌 Various challenges were pointed out through reports on major intermediary organizations and NPOs/NGOs that received the historic amount of disaster-related donations:
 1. There is a need to explain the differences (including tax treatment) between donations made directly to the disaster victims and donations made to the NPOs/NGOs.
 2. It is a challenge to grasp the local needs at the disaster-hit areas, to respond quickly to those needs, and to figure out how to provide support by effective use of donations.
 3. It is difficult to make a plan when how much donation would be made is uncertain.
 4. The timing when people make donations to be used urgently as possible to support the disaster-hit regions does not necessarily coincide with the timing when funds are most needed.
 5. Not many organizations have the know-how of dealing with large scale donations and grants, which results in the concentration of donations to major NGOs.
 6. It is difficult to gain understanding from companies about the indirect expenses needed for project implementation.
 7. The amount of donation made for the purpose other than disaster relief declined.
 8. We request credit card companies to implement preferential treatments for donations made by credit card.

Trend of Non-Disaster Related Giving

- 📌 In 2011, individual giving unrelated to disaster relief amounted to 518.2 billion yen (\$5.182 billion USD), and 29.4% of the people in Japan contributed.
- 📌 The largest amount of donation was made to religious related activities, which makes up to 32.4% (168.0 billion yen; \$1.68 billion USD) of the individual giving in 2011.

- The most common way of giving was giving in person through neighborhood community associations, followed by donation box and street donations.
- Corporate giving based on the latest tax statistics (the year 2010) was 695.7 billion yen (\$6.957 billion USD), which accounts for 2.1 % of the total amount of annual corporate income.
- The percentage of corporations in Japan that made donations was 16.2 %.
- The total amount of individual and corporate giving in Japan makes up to 0.25% of the nation's GDP.

Comparisons between Disaster-related Giving and Non-disaster Related Giving

- The most common motivation for disaster-related giving is “because I want to volunteer through monetary giving” (35.3%) followed by “because I want to contribute to problem-solving for others and the society” (33.9%). Most common motivations for giving unrelated to disaster relief are “because I donate every year” (34.0%) and “because giving is almost obligatory” (26.6%). The differences of motivations for disaster-related giving and other giving illustrate that people actively decided to make disaster-related donations.
- Among those who made disaster-related giving, the highest percentage of 28.7% answered that the initial reason why they contributed was “because I was concerned about and interested in making donation”. It is a distinct feature of disaster-related giving, compared to the most common initial reason for non-disaster related giving, “because the neighborhood community associations came to collect and ask for donations” (57.4%).

Trend of Non-Disaster Related Volunteering

- The 2011 yearly time spent for volunteering unrelated to disaster relief is 4.83 billion hours, and the average time people who volunteered spent monthly for volunteering is 17.8 hours.
- The percentage of people who participated in non-disaster related volunteer activities is 21.8 %, and the total economic value of such volunteer activities is estimated to be 7.7 trillion yen (\$77 billion USD).
- Individuals volunteered for neighborhood community associations most followed by Community Chest.
- The percentage of people who made donations and also volunteered is 12.4%.

- The most common motivation for volunteering is “because I agree with the mission or objective of the organizations or activities” (31.4%) followed by “because volunteering is the most suitable way to make contributions” (29.0%), and “because volunteering is a part of my social obligation” (19.8%).

Comparisons between Disaster-related Giving and Non-disaster Related Volunteering

- The percentage of people who participated in disaster-related volunteer activities is 19.9 %, while the percentage of people who participated in non-disaster related volunteer activities is 21.8 %.
- The motivations for disaster-related volunteering are similar to non-disaster related volunteering. The most common motivation is the approval of the activities and purpose of the organizations. However, the fourth common motivation is “because I want to give back to the society” (18.6 %), and voluntary motivations are the most common motivations for disaster-related volunteering.

Note:

1. Exchange rates described in this report are; \$1 USD=¥100, £1 UK Stg=¥120, €1 Euro=¥100, \$1 NT dollar=¥2.63.
2. The total number or percentage shown in tables and figures do not necessarily equate from the sum of each value because of rounding.