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**Paper Title:** U.S. – Japan Cross Cultural Examination on Development Strategies for Philanthropy and Fundraising in Japan

**Author(s):**

Lilya Wagner, Counterpart International, Washington, DC, USA

Tamaki Onishi, Center on Philanthropy at Indiana University, Indiana University, Indianapolis, IN, USA

Machiko Yamane, Non-Profit Organization Support Center for NPO Program Development, Ja, Tokyo, Japan

Kyoichi Tanaka, The Toyota Foundation, Tokyo, Japan

**Summary of Research**

The colloquy is to analyze the current conditions of the philanthropic and fundraising activities of nonprofit organizations (NPOs) and nongovernmental organizations (NGOs) in Japan. Second, the colloquy is to study fundraising in the United States, which provides a solid backdrop against that fundraising in Japan is compared, and its implemental strategies in Japan. As it is important to note that the nature of giving varies widely across social, cultural and legal contexts, these variations are addressed, too.

**Description**

This proposal is for a colloquy titled U.S. – JAPAN CROSS CULTURAL EXAMINATION ON DEVELOPMENT STRATEGIES FOR PHILANTHROPY AND FUNDRAISING IN JAPAN at the 2005 conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA).

□Based on the on-going research funded by Association for Fundraising Professionals, and the 2004 survey funded by Tokyo Foundation, Japan, and the Ruth Lilly Archives Research Grant of Center on Philanthropy, the colloquy is to analyze the current conditions of the philanthropic and fundraising activities of nonprofit organizations (NPOs) and nongovernmental organizations (NGOs) in Japan. Second, the colloquy is to study fundraising in the United States, which provides a solid backdrop against that fundraising in Japan is compared, and its implemental strategies in Japan. As it is important to note that the nature of giving varies widely across social, cultural and legal contexts, these variations are addressed, too.

Japanese philanthropic profile is rapidly changing. Many key practitioners in Japan like Mr. Yoichiro Abe, Deputy Director of Chuo Kyodo Bokin, the headquarters of Japan's Community Chest, notes that Japanese citizens are noticeably improving their support of charitable causes. This attitudinal shift comes only six years after the 1998 promulgation of the Law to Promote Specified Nonprofit Activities (NPO Law), created in response to the increase in social and natural disasters like the 1995 Hanshin Awaji earthquake and the resulting significance of activities by NPOs. The notion of corporate social responsibilities (CSR) is motivating or even forcing many Japanese corporations to look for new philanthropic strategies. Moreover, corporate foundations are changing their giving policies, seeking more efficient means to address today's social issues.

In order to reveal these up-to-date conditions of Japan's nonprofit sector and fundraising practices, the discussants use the quantitative data drawn from the survey, which was carried out, in conjunction with major institutes like the Rikkyo University and The Toyota Foundation, in November 2004 to two hundred NPOs and NGOs in all forty-seven prefectures of Japan. The discussants then examine the findings from interviews, which is to be conducted this summer with those who are associated with foundations, corporations, central and local governments, academic and research institutions, NPO service centers, and journalism in Japan. The research begins with literature reviews of history and principles of U.S. fundraising, such as Scott M. Cutlip's Fund Raising in the United States: its role in America's philanthropy, and various comparative studies for international nonprofit sectors, philanthropy and fundraising, such as Johns Hopkins University's comparative studies and Thomas Harris's International Fund Raising for Not-for-Profits: A Country-by-Country Profile. The literature review includes studies published in Japan, such as statistic data on Japanese charitable

giving, too.

Fundraising is now a global practice. As the second biggest economic force in the world after the United States, Japan is an obvious fundraising source for NGOs that work and raise funds across geopolitical borders. Western fundraisers need access to appropriate fundraising techniques that would resonate with Japanese donors, who maintain their unique philanthropic tradition.

Research by the Tokyo Volunteer Center, Japan (1998) reveals that as many as 65% of NPOs and NGOs, which now counts about 18,000 according to the Cabinet Office, see fundraising as their biggest challenge. A recent survey by the Research Institute of Economy, Trade and Industry in Japan (2003) shows the number of small-scale organizations with an annual budget of only \$9,100 to \$46,000 is increasing the most. This in turn points to and underscores the increasing need by Japanese NPOs and NGOs for fundraising, a discipline that has neither been widely nor actively practiced except by a handful of large-scale Japanese NGOs headquartered in Western countries.

Given these, the discussion, as providing a model for implementation of U.S. fundraising in another country, would benefit both American fundraisers seeking Japanese charitable sources, and Japanese fundraisers seeking more effective fundraising practices.

Discussants are selected from various fields related to international fundraising and Japan's nonprofit and public sector. Dr. Lilya Wagner, former Associate Director of Public Service and Director of the Women's Philanthropy Institute at The Center on Philanthropy and now Vice President for Philanthropy at Counterpart International, is an advisor for the research project. She will address issues how to implement a U.S. fundraising model to a different country, in this case, Japan. Mr. Kyoichi Tanaka, Program Officer at The Toyota Foundation, will talk about their new giving policy to invigorate communities in Japan. Ms. Yamane Machiko, the Director of Board of the Non-Profit Organization Support Center for NPO Program Development, will profile Japanese nonprofit sector, and its challenges and opportunities from the standpoint of a practitioner. Tamaki Onishi, who plans and designs the research project, will organize the discussions and address the role of fundraising at the critical juncture in Japanese society whence the pursuit of a vibrant and healthy democracy through civil society organizations seems improbable. Other discussants are being arranged.