

# 2019

## JAPAN NPO CENTER ANNUAL REPORT

English Digest version

## Message from the Chairperson

Natsuko Hagiwara  
Chairperson, Board of Directors



In Fiscal Year 2019, Japan NPO Center (JNPOC) has been able to continue to actively pursue our initiatives to strengthen the social and organizational capacity of NPOs and to fortify civil society through the development of partnership with businesses and public sectors. We would like to express our sincere appreciation for your warm support and cooperation.

We have been able to develop our new projects under the theme of "Becoming a Driver of Value Creation" in our five-year mid-term vision. However, a major challenge has now emerged: How we could respond to the COVID-19 pandemic. In Japan and elsewhere in the world, it is having an enormous impact on the socially vulnerable communities and populations the most. NPOs that have supported the lives of people in difficult situations have been forced to refrain from their activities. In response to this situation, we, the nonprofits, need to review and restructure our *raison d'être*, mission, and activities.

It is precisely because of this situation that we need to return to our basic missions and roles. JNPOC will continue to work to address social issues by strengthening our communicativity even more than before, and by promoting cooperation and collaboration with NPOs, NPO support centers, businesses, governments, research institutions, and other stakeholders across the country.

We look forward to working with you and appreciate your continued advice and support in this endeavor.

## A Look Back at 2019

JNPOC carried out the following activities in FY2019 which are the parts of the six initiatives spelled out in the Mid-term Vision 2018-2020. FY2019 marked the second year for its implementation.

### Focus Areas



Through the "Quadai Lab" and other programs, we created opportunities to work with the leaders from the business sector in order to delve into the social issues which civic sector needs to respond and address.

In addition to the basic research that has been carried out for the past five years, our focus was now on shifting to the research on specific issues that would allow us to take initiative. Funded by JPMorgan Chase Foundation, we conducted the "Research Project on Low-Income Single Mothers & Youth to Promote Financial Health in Japan" with the cooperation of organizations and experts concerned.

We engaged in collaborating with local NPO support centers across Japan through both the SAVE JAPAN project and the GreenGift Chikyū GENKI Program. Both programs were in the first year of their new program phases and we promoted the multi-stakeholder initiatives in each region with local NPO support centers and NPOs.

In addition to the activities described above, we made an extra effort to ensure that the new projects launched last year are on track as well as further developing our existing programs, aligned with our Mid-term Vision 2018-2020.

### Measures to strengthen organizational capacity

Improving the revenue structure was an urgent issue to tackle for JNPOC. While forecasting revenues and expenditures for the next few years, we reviewed the compositions of our financial resources and worked on developing sustainable financial sources.

We continued efforts to expand our supporters. Thanks to your understanding and cooperation, the number of our members increased in three consecutive years. We will continue our efforts to have more people join in our community of supporters.



## Program Highlights



### Developing new nonprofits actors and partners

*In order to nurture the next generation actors and partners sharing same values and thoughts, we are creating a space for exchanging opinions and ideas to gain new perspectives.*

*Conveying the knowledge of social issues and activities to address*

#### **New Program**

#### ■ Shiraseru Chikara Project (Enhancing Communication Skills Project)

Organized by Yahoo! Foundation, Cooperated with Asahi Shimbun Journalist School



Shiraseru Chikara Project was launched in 2017 by Yahoo! Foundation in order to support the members of nonprofit organizations to develop their communication skills so that they can more effectively convey their messages and activities in response to social issues that concern them and reach as large an audience as possible. The project is funded by the voluntary donation by the general public and the matching donation managed by Yahoo! Japan.

#### **Output / Outcome**

Yahoo! Foundation and Asahi Shimbun Journalist School conducted two courses: Writer's Course and Selection Course.

The "Writers' Course" is a basic writing class and was held in three locations across Japan (Tokyo, Kanagawa, and Osaka) with 82 NPO participants. It aimed for the participants to acquire fundamental skills such as finding "news" in their activities as well as basic writing and photography.

In the "Selection Course," 12 candidates were selected mainly from the participants of the "Writers' Course." Under the guidance of the journalist instructors, they developed the skills to transform the social issues they are tackling into "news" to be issued to the public. The news articles produced by the participants were published and widely disseminated on Yahoo! News online.



## NPO information and opinions and supporting NPO's ICT

Information support has been a fundamental and indispensable part of JNPOC's function since its establishment. We use a variety of media to disseminate information about the activities of JNPOC and NPOs so as to support NPOs' own information disclosure for its accountability and credibility. With various stakeholders, JNPOC also supports NPOs' ICT to keep up with the ever-changing IT advancement.

### Supporting NPOs' activities through technology

#### ■ TechSoup Japan

Collaborators: TechSoup Global, global and local IT corporations

TechSoup is a worldwide program (headquartered in San Francisco, USA, with 70 partner organizations around the globe) that provides ICT support to non-profit organizations around the world through the donation and discounting of software and IT services. In Japan, JNPOC has been running TechSoup Japan program since 2009. TechSoup Japan has supported specified nonprofit corporations, public interest foundations/associations, social welfare corporations, and general incorporated associations (non-profit type) in strengthening their information and communication capacity. Through partnerships with IT companies in Japan and overseas, software, cloud services, computers, and tablets are donated or offered at discounted prices to the eligible nonprofits in Japan.

**techsoup**

日本



### Output / Outcome

In FY2019, 586 NPOs have newly registered with TechSoup Japan, bringing the total number to 7,035. TechSoup Japan delivered a total of 11,745 donated licenses (equivalent to 526 million yen in market price) to a total of 3,732 organizations in 2019. In addition, funded by Microsoft Japan, as a response to NPOs which were affected by Typhoon Hagibis that hit the eastern part of Japan in October 2019, we delivered 244 Microsoft software licences to 17 organizations and 43 refurbished laptops to 28 organizations.

Furthermore, in response to the current trend of shifting to cloud solutions, TechSoup Japan launched a new service in December, which provides the eligible Japanese NPOs with donated and discounted Microsoft cloud licenses. Together with our Microsoft 365 Set-up Support services already started in 2018, we have expanded support to the Japanese nonprofits for their upcoming digital transformation.



## Proposing of new values and mechanisms

*A program that creates non-existing mechanisms and frameworks based on a new perspective.*

*We propose new values and mechanisms to society with the collaboration of different sectors and fields.*

*Working for an NPO with IT skills*

### ■ STO Project

Collaborators: Code for Japan, ETIC

We attempt to create a position called "Social Technology Officers (STOs)," the social sector version of a chief technology officer (CTO). STOs, the IT experts sympathizing with an NPO's mission, are expected to be the advisory of IT management for nonprofits through which their organizational capacities are strengthened.

### Output / Outcome

In 2019, a booklet was published to widely share the concept of STO and propose a career path to become an STO. The booklet was collectively created and consolidated through a workshop participated by leaders of nonprofits and IT experts who have already worked as an STO. The publication of the booklet was made possible by a donation from NTT DATA Corporation.



*A unique think-tank for discovering social issues*

### ■ Quadai-Lab

Co-organizer: Dentsu B Team

The sites in which NPOs work are a front line of social issues. "Then why not create a space where these front-line issues are shared and find together new ways to answer them?" was the idea that led to the creation of this "problem finding" think-tank called "Quadai-Lab" (Problem-Finding Lab).



## Output / Outcome

The 3rd Qross Session

Date: May 27, 2019

Venue: Tokyo Midtown Hibiya BASEQ

Number of Participants: 82

The third "Qross Session" was held on the theme of "Culture". 50 issues around the theme of culture were presented and discussed.

Publication of "Quadai-Lab Book"

Based on what we have discussed in the previous Qross Sessions, we consolidated 109 social issues and published "Quadai-Lab Book" with a list of 109 issues.



### Unique research that contributes to civil society and NPOs

*We conduct research studies that are necessary mainly to strengthen NPO capacity and use the findings in other projects to raise issues and make policy recommendations. We change the themes of our research by identifying and anticipating social and contemporary conditions and needs.*

*Delving into social issues and making new suggestions*

#### ■ Research towards supporting employed youth and single mothers

Granter: JPMorgan Chase Foundation;

Research cooperators: Single Mothers Forum and Sodateage Net

We conducted research on the financial health of single mothers and youth facing economic difficulties in which we sorted out the issues they face and proposed policy measures and CSR programs to improve their situation.

## Output / Outcome

We set up a research committee of five experts and discussed the research methodology, analysis, and findings. After literature review on existing systems and the current situation among single mothers and youth, we conducted surveys with partner organizations and interviewed NPOs, local governments, and experts. We compiled these findings into a report which clarified the gap between the current support systems/policies and the needs of the single mothers/youth, and we made recommendations and proposed CSR programs to fill this gap.



## Connecting with partners overseas and building civil society together

Aside from domestic issues, JNPOC also engages in common global issues. We continue to develop new programs through disseminating information in English on Japanese civil society, exchanging ideas with our counterparts abroad on domestic regional issues, and deepening the relationship with overseas corporations/organizations.

### Cooperation with international research

#### New Program

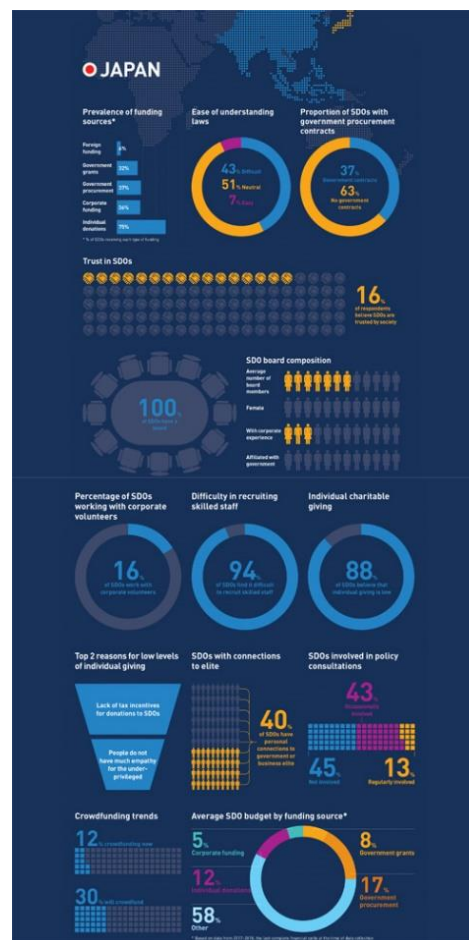
#### ■ DGI (Doing Good Index) 2020 Data Collection

Cooperating with the Centre for Asian Philanthropy and Society's (CAPS) comparative study

CAPS, a Hong Kong-based research institute, initiated a comparative research of the social sector in 18 Asian countries. JNPOC helped collect Japanese data for DGI 2020, where we introduced the environment and trends of the Japanese social sector. The study also shed light on the Japanese social sector in comparison with its counterparts in other Asian countries.

#### Output / Outcome

As the Japanese research partner, we conducted an online survey with Japanese NPOs on their perceptions and experiences with registration, fundraising, government contracts, etc., to which 200 organizations responded. In addition, we interviewed Japanese NPO experts and legal and tax professionals for their views on the current situation. We also contributed an English essay on trends in Japanese civil society.







## Consultations That Lead to Practical Application

*JNPOC provides reliable information on various issues related to NPOs in response to the requests for consultations we receive from our members and the general public. Depending on the nature of the request, we collaborate with a network of NPO support centers across Japan, field-specific support organizations, and overseas partners to provide appropriate consultation and advice.*

### Helping Citizens Help Each Other

#### ■ Mazda Support Program for Mobility Support Organizations

Donor: Mazda Motor Corporation

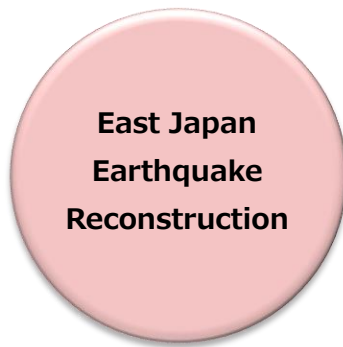
Targeting customers who purchase vehicles or have maintenance or inspection work performed at dealerships in Japan, Mazda Motor Corporation gives out a questionnaire to their customers, asking their opinions and requests regarding the dealerships' response and services. Mazda donates 50 yen to an intermediary organization for each completed questionnaire they collect during the designated period. JNPOC then receives a portion of this donation and uses it to subsidize some of the costs associated with human resource development, public awareness campaigns, and vehicle maintenance for NPOs engaged in mobility support initiatives to assist with the daily lives of mobility insecure people in the community. With the help of national networks of mobility support organizations and their publicity efforts among their members, we receive applications from NPOs interested in this subsidy.



Supporter Training session  
(Hokkaido Transport and Mobility  
Service Liaison Association)

#### Output / Outcome

We received applications from 42 NPOs in 23 prefectures. A total of 6,735,000 yen was granted to 38 NPOs in 21 prefectures.



## Support Where the Community Plays the Leading Role

*Since immediately after the 2011 Great East Japan Earthquake, JNPOC has been engaged in reconstruction assistance activities through supporting NPOs. To provide better assistance in the disaster-affected areas, it is important not only to support the NPOs' projects but also to develop and strengthen their organizational foundation. These activities are supported by donations from our members, individual donors, NPOs, and businesses.*

*Passing on the Experiences from the Great East Japan Earthquake to the Next Generations, And Connecting Them to a Future Where Disasters Are Prevented and Mitigated*

### ■ Great East Japan Earthquake Local NPO Support Fund [Specified Grant]: JT NPO Support Project (Phase 3: Activities that help pass on disaster experiences)

Donor: Japan Tobacco, Inc.

Partner Organization: 3.11 Memorial Network



In the three prefectures affected by the Great East Japan Earthquake (Iwate, Miyagi, and Fukushima), this project aims to provide support on networking and qualitative improvements for NPOs engaged in activities that help pass on disaster experiences to future generations and help preserve disaster mitigation and prevention efforts in the coastal areas affected by the 2011 earthquake through new collaborations.

### Output / Outcome

This was as an unprecedented multi-prefectural network for passing on disaster experiences, and websites, pamphlets, and posters were created and distributed to introduce the collaborative efforts that span the greater region as well as activities held in each community.

Two talks and debriefing sessions on passing on experiences and disaster prevention efforts were held in Tokyo and were attended by a total of 110 people from businesses in the Tokyo metropolitan area as well as individual participants.

A presentation was also made at the Sendai Symposium for Disaster Risk Reduction and the Future, which included case studies of activities that help pass on experiences. This was attended by about 60 people involved in these activities and disaster prevention efforts mainly in the Tohoku region.



The first call for applications for the 3.11 Memorial Network (JT NPO Support) Fund was made, and it has been decided that a total of about 9.9 million yen will be granted to 13 organizations

in Iwate, Miyagi, and Fukushima prefectures that are involved in passing on experiences to future generations through various means.

## ■ NEXT ACTION

The project will host sessions on skills improvement for organizations that are involved in passing on experiences and information about the disaster.

A 10th anniversary forum on the earthquake will be held with the theme of passing on stories of the earthquake and disaster prevention.

<b>Other disaster-related projects in FY2019</b>	
<b>Great East Japan Earthquake Local NPO Support Fund</b> [General Grant]	This fund supports local NPOs' organizational capacity building efforts so that they can independently carry out long-term activities that support the rebuilding of lives and livelihoods among people affected by the disaster.
<b>Great East Japan Earthquake Local NPO Support Fund</b> [Specified Grant]: <b>Daiwa Securities Phoenix Japan Program</b>	Based on a donation from Daiwa Securities Co., Ltd., this program focusing on human resources development is designed to strengthen the organizational capacity of local NPOs in the three Tohoku prefectures (Iwate, Miyagi, and Fukushima) that are working to rebuild the lives of those affected by the Great East Japan Earthquake.
<b>Great East Japan Earthquake Local NPO Support Fund</b> [Specified Grant]: <b>JT NPO Support Project</b> (2nd Phase)	Based on a donation from Japan Tobacco, Inc., this project provides grants to NPOs working for community rebuilding, revitalization, and reconstruction in the three Tohoku prefectures.
<b>Great East Japan Earthquake Local NPO Support Fund</b> [Specified Grant]: <b>Shinkin's Kizuna Reconstruction Support Project</b> (Follow-up grant)	Based on donations from Shinkin banks nationwide, this project supports activities among local NPOs working for reconstruction in the areas affected by the Great East Japan Earthquake that help foster and strengthen the community's "kizuna" or ties and bonds. Supported activities include grassroots efforts for rebuilding the everyday lives of community members and activities that revitalize local communities and cultures.
<b>Nissan Smile Support Fund</b>	This fund is based on a donation from Nissan Motor Co., Ltd., and is used to carry out projects in collaboration with organizations that are engaged in play, hands-on activities, and livelihood support activities for children affected by the Great East Japan Earthquake.
<b>Takeda Life and Livelihood Rebuilding Program</b>	Based on a donation from Takeda Pharmaceutical Company Ltd., this program supports the reconstruction of the areas affected by the Great East Japan Earthquake through local NPOs. From the perspective of humanitarian assistance and organizational capacity building, the support for these NPOs is intended to help rebuild the lives and livelihoods of the local people with care.

## Financial Summary

FY2019

(in yen)

TOTAL REVENUE	412,472,897	TOTAL EXPENTIDURE	395,718,630
Membership fees	15,705,000	<b>Operating Cost (semi-total)</b>	<b>358,150,711</b>
Donations	298,433,505	Personnel	68,056,593
Grants	8,426,000	Sales Costs	1,873,530
Programs and Contracts	89,794,876	Other Expenses	
Other	113,498	Travel and Transportation	10,591,456
		Rent	9,341,136
		Water and Utility	420,953
		Telecommunications	1,321,789
		Transportation	693,083
		Entertainment	128,640
		Meeting	11,721,730
		Outsourcing	39,895,352
		Rewards/compensation	5,918,171
		Grant payments	130,251,497
		Allotted charges payments	66,077,131
		Printing/publishing	1,488,613
		Advertising/promotion	731,855
		Others	9,639,182
		<b>Administrative Cost (semi-total)</b>	<b>37,567,919</b>
		Personnel	25,070,864
		Others	12,497,055

FY2020 (budget)

(in yen)

TOTAL REVENUE	464,723,500	TOTAL EXPENTIDURE	445,511,000
Membership fees	15,900,000	<b>Operating Cost (semi-total)</b>	<b>422,904,100</b>
Donations	340,129,500	Personnel	66,795,000
Grants	22,630,000	Sales Costs	7,080,000
Programs and Contracts	85,524,000	Other Expenses	
Other	540,000	Travel and Transportation	15,100,500
		Rent	9,600,000
		Water and Utility	444,000
		Telecommunications	1,205,000
		Transportation	970,000
		Entertainment	372,000
		Meeting	22,972,000
		Outsourcing	38,590,000
		Rewards/compensation	7,505,000
		Grant payments	142,813,000
		Allotted charges payments	98,000,000
		Printing/publishing	2,211,000
		Advertising/promotion	1,995,000
		Others	7,251,600
		<b>Administrative Cost (semi-total)</b>	<b>41,715,000</b>
		Personnel	29,191,000
		Others	12,524,000



## Board of Directors and Staff Members

as of July 1, 2019

### ■ Board of Directors

*Natsuko Hagiwara* - Rikkyo University (Chairperson)  
*Makoto Oshima* - Kubikino NPO Support Center (Vice Chairperson)  
*Yoshifumi Tajiri* - Japan NPO Center (Executive Director)  
*Tatsuya Ishihara* - Okayama NPO Center  
*Katsuji Imata* - CSO Network Japan  
*Yuko Ueda* - The Tokyo Chamber of Commerce and Industry  
*Masaaki Ohashi* - Japan NGO Center for International Cooperation  
*Momoko Koga* - Fukuoka NPO Center  
*Hiroaki Sakuma* - Furusato no kai  
*Masaru Sasao* - Japan National Council of Social Welfare  
*Atsuo Shibuya* - Japan College of Social Work / Central Community Chest of Japan  
*Noboru Hayase* - Osaka Voluntary Action Center  
*Chikako Futamura* - Japanese Consumers' Cooperative Union  
*Tomoko Hoshino* - Environmental Partnership Council  
*Toshihiro Menju* - Japan Center for International Exchange  
*Hiroshi Yamazaki* - Whole Earth Nature School  
*Mika Yamamokawa* - MS&AD Insurance Group Holdings, Inc. / Keidanren Japanese Business Federation

### ■ Internal Auditors

*Kenichiro Kawasaki* - Lawyer, Legal Commons Legal Office  
*Takeshi Hayasaka* - Accountant, Hayasaka Tax Accountants' Office

### ■ Staff Members

*Kenji Yoshida* - Managing Director  
*Eiji Ueda* - Deputy Managing Director/Team Leader  
*Kazuho Tsuchiya* - Team Leader

<i>Hikaru Chiyoki</i>	<i>Makoto Tanabe</i>
<i>Yuko Fujino</i>	<i>Hajime Tomita</i>
<i>Yuko Mitsumoto</i>	<i>Yoichiro Tsuji</i>
<i>Shinji Nagase</i>	<i>Katsuko Yamawaki</i>
<i>Kaoru Nakagawa</i>	<i>Hideo Watanabe</i>
<i>Shuhei Shiino</i>	<i>Kyosuke Honda (Seconded from Kao Corporation)</i>
<i>Miyuki Shimizu</i>	

