

2020

JAPAN NPO CENTER ANNUAL REPORT

English Digest Version

Message from the Chairperson

Natsuko Hagiwara

Chairperson, Board of Directors

We would like to thank all of the members of Japan NPO Center (JNPOC) for their continuing warm support and cooperation for the fiscal year 2020.



It has been more than a year since the new coronavirus pandemic spread throughout the world in 2020. The situation is still not under control, and the impact on our daily lives, society and economic environment continues. NPOs have also been greatly affected by the COVID-19 pandemic; the foundations of their work have been placed in a very difficult situation for solving social issues, including emerging ones. For example, NPOs have been forced to develop and implement activities under various difficulties, including restricted access to activity sites due to infection prevention measures and the resulting decrease in income. In order to respond flexibly to the given challenging situation, they have had to review the things taken for granted and drastically change their activities.

Through COVID-19 Intermediary Social Solidarity (CIS), a platform which was established by the nationwide network of NPO support centers including Japan NPO Center, we assessed the situation in each region and widely shared the case studies and information of support measures for NPOs. We also implemented an emergency grant program to provide direct support to NPOs facing challenging situations. We were able to do this because of our past experiences and connections with a wide range of people; 2020 was a year when we recognized once again that we are supported by many people.

In fiscal year 2021, JNPOC will mark its 25th anniversary. In response to the drastic changes in the social situation, we will move up the review of our mid-term vision, which was created in 2018 and was to cover until the end of fiscal year 2022, and formulate a new vision this year.

We look forward to working with you and your continued advice and support.

A Look Back at 2020

JNPOC carried out the following activities in FY2020, which are parts of the six initiatives spelled out in the Mid-term Vision 2018-2022.

Focus Areas

- Through COVID-19 Intermediary Social Solidarity (CIS) established by the nationwide network of the NPO support centers, we were able to facilitate the local NPO support centers' efforts to support local NPOs by mutually sharing the situational information and case studies as well as operational guidance on support measures for NPOs.
- Through our Great East Japan Earthquake Local NPO Support Fund (emergency grants: grants to support local NPOs affected by COVID-19) and TikTok's COVID-19 Emergency Support Grant Program, we were able to directly support NPOs facing difficult situations.
- A number of online training programs have been carried out. By going online, people who were previously unable to participate in group training programs due to distance or time constraints can now participate from where they live, increasing their opportunities to participate in training.
- We conducted a survey on IT utilization for NPOs. This was the first nationwide survey of its kind in Japan, and it revealed the current status of IT utilization by NPOs and their strong needs for IT experts. We were also able to recognize that there is a need for STOs (Social Technology Officers), who can advise NPOs on IT utilization from a management perspective.
- Thanks to the participation of volunteer writers, we were able to publish many articles on the opinion website NPO CROSS and deliver a variety of opinions from NPOs.



Measures to strengthen organizational capacity

- Aiming to become "an organization that makes the most of the participation of Japan NPO Center's members" as stated in our mid-term vision, we held discussion meetings with our members. Detailed information of our on-going projects and the lessons and insights learned from them were shared and discussed. In addition, a member salon was held online to share the issues on and responses to the COVID-19 pandemic from the aspect of organizational management among our members, through which we were able to share our creativity and ingenuity and gain mutual awareness.
- Guidelines for infection prevention measures for COVID-19 were formulated, spelling out how to manage our projects and organize our meetings, and how to work from home and organize online meetings.

Response to the Impact of COVID-19

Grant support to local NPOs affected by COVID-19



Japan Earthquake Local NPO Support

Realizing JNPOC's Great East Japan Earthquake Local NPO Support Fund mission, which is to "strengthen the organizational foundation of local NPOs that provide support for the reconstruction of the lives of disaster victims," we provided grants to organizations whose organizational survival is in jeopardy. To provide the grants, we called for contributions from corporations and individuals,

and received a total of 5,151,115 yen in donations.

A total of 5,810,000 yen was provided to the organizations that JNPOC has granted to date. Granted projects include covering fixed costs that became difficult for these organizations to pay due to the effects of COVID-19 and infection prevention measures for activities that help rebuild the lives of disaster victims.



Network Initiatives

Commitment to COVID-19 Intermediary Social Solidarity (CIS)



[Website](https://stopcovid19-for-npo.jp/) of COVID-19 Intermediary Social Solidarity (CIS)

CIS is a platform for NPO support centers to bring their own initiatives and share information to help NPOs continue their operations amidst COVID. CIS's scope of work includes: information provision to NPOs, consultation and management support, and policy proposals & online survey for understanding NPOs' actual situations. JNPOC served as its administrative office.

In addition, with the cooperation of skilled volunteers and individuals involved in our STO (Social Technology Officer) project, which we have been working on since the last fiscal year, we maintained the website "Helpful Site for NPOs (civil society organizations) Responding to COVID-19" ([https:// stopcovid19-for-npo.jp](https://stopcovid19-for-npo.jp/)).

Policy recommendations on NPO support measures

In cooperation with affiliated organizations, JNPOC worked on policy proposals related to NPO support measures such as the operation of the COVID-19 Subsidy.

Mediation of corporate donations

TikTok Coronavirus Emergency Assistance Grant Program

(Designated donation from ByteDance)

We provided grants to NPOs which support the following five areas/themes: 1. Self-reliance of youth who cannot stay at home, 2. Victims of domestic violence and sexual violence, 3. People with disabilities, 4. The homeless and displaced (such as staying at internet cafés), and 5. Suicide prevention. Grants were made through the National Council of Youth Independent Assistance



Homes, All Japan Women’s Shelter Network, Kyosaren, Able Art Japan, the National Homeless Support Network, and the National Civilian Network for Suicide Prevention.

ByteDance also used its platform Tiktok to disseminate NPO information through short movies. With the cooperation of the people involved in Qadai Lab project, we worked in collaboration across businesses to create the movies.

In addition, ByteDance and JNPOC co-hosted an online event (Preventing Digital Sexual Violence with NPOs and Online Platforms) on January 26, 2021, with 249 participants from NPOs, governments, and corporations. NPOs working on the prevention of digital sexual violence shared the current status of victimization and issues they face in implementing prevention and intervention. The three major online platforms – LINE, Twitter, and TikTok – also introduced their endeavors and discussed what they could do together to prevent digital sexual violence.

Mediating support from corporations

JNPOC actively responded to consultations from companies wishing to provide support to NPOs affected by the new coronavirus pandemic. We connected our donations to the support of NPOs, including the donation of confectionery products by Ezaki Glico Co.



Administrative structure

In order to prevent the spread of COVID-19, we created guidelines on infection prevention and office work, and adopted remote work while taking the changing situations into consideration.



Program Highlights



Developing New Nonprofit Actors and Partners

In order to promote the human resources development of the next generation and to create value sharing partnerships, we provide a forum to exchange information, opinions and wisdom that will not only allow us to acquire new knowledge but also gain new perspectives.

NEW PROGRAM

A salon for discussing the shapes of future corporate philanthropy activities

Otemachi Discovery Salon

This salon is held every two months to discuss the issues in current and future corporate philanthropy with people from various positions both in business and civic sectors.

Corporate philanthropy in Japan has undergone transformation throughout the recent decades. Starting in 1990, which is known as the year of philanthropy, the first shift was in 2003 known as the beginning year of CSR. There has been increased recognition of CSV since 2011 and further transformation in response to the adoption of UN SDGs in 2015. In particular, ever since the adoption of SDGs, corporate philanthropy has tended to take on activities closely linked with the company's core business. This current trend calls for the further discussion on the definition of corporate philanthropy/CSR.

In response to this, we have proposed one theme per session and invited guest speakers on the topic to discuss the theme among the participants.

Output / Outcome

Topic: [Session 1] Natural Disaster and Forestry: For the company's forests to be safe

Guest speaker: Mr. Kenzo Nakajima, Board Chair, Zibatsu (or small-scale, self-employed timber harvesting) Forestry Promotion Association

Time & Date: 16:00-18:00, Monday, March 22, 2021

NEXT ACTION	<ul style="list-style-type: none"> ● We will continue to propose the themes that match the interests of those in charge of corporate philanthropy at companies and promote discussion with them and knowledge sharing on a regular basis. ● We will continue to seek a possible participatory management system for this salon.
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Proposing of New Values and Mechanisms

We attempt to create and propose new values, mechanisms, and frameworks through the interactions of new perspectives and collaboration with different sectors and fields.

Working for nonprofits with your IT skills

STO Creation Project

Collaborators: Code for Japan, ETIC

This project is to create a new human resource named Social Technology Officers (STOs) who will support NPOs' digital transformation. STOs are expected to fully understand the NPOs' missions and will support to strengthen the organizational foundation and problem-solving capabilities of NPOs in light of those perspectives.



Output / Outcome

■ Survey (September 2020)

We conducted a survey on current situations of ICT human resources and the needs for nonprofit organizations. (Responses: 1,362 organizations)

40% of the organizations responded that they would like to work with STOs as NPO personnel, while 30% responded that they were not sure. Given this finding, we have learned that we need to widely disseminate the information on STOs with NPOs.

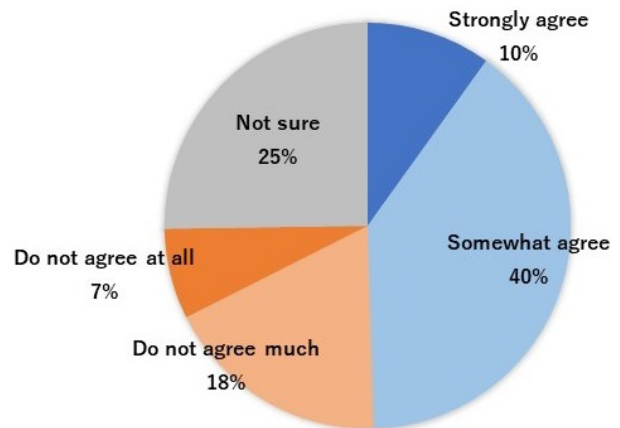
We were also able to learn the expected roles of STOs for NPOs.

■ Seminar on STOs for NPOs (January 2021)

For NPOs considering the use of IT, tips and points on working with IT personnel were shared. (Number of Participants: 33)

DO YOU WANT TO WORK WITH STOS?

CONDUCTED IN SEPT.2020 N=1,362 ORGANIZATIONS



NEXT ACTION

- To further increase the number of STOs, we will conduct the fieldwork and debriefing sessions in order to promote an opportunity for both STOs and NPOs to work together.
- We will also provide the corporate employees with seminars on how to get involved in NPO activities such as pro bono or as a side job.



Independent Research that Contributes to Civil Society and NPO Development

We conduct research necessary to strengthen the foundation of NPOs, and use our research findings in other projects to address issues or make policy proposals. The topics of our research change as we assess and anticipate social and contemporary conditions and needs.

Delving into social issues and making new suggestions

Research Towards Supporting Employed Youth & Single Mothers

Granter: JPMorgan Chase Foundation

Research Cooperation: Single Mothers Forum and Sodateage Net

We conducted a study on the financial health of economically disadvantaged single mothers and youth, identified the issues surrounding them, and proposed measures and corporate philanthropy programs.



Output / Outcome

An online forum was held on July 27 based on the Research Report on Financial Health among Low-Income Single Mothers and Youth (both Japanese and English versions available) released in 2019.

The forum titled “The Actual State of Financial Health of Single Mothers and Youth: Thinking about Support after COVID-19” featured speakers from among the research committee members and partner organizations and attracted more than 200 online participants. In it we discussed the impact of COVID-19 and support measures for those affected. In November, JNPOC also made an online presentation at the annual conference of the Japan NPO Research Association (JANPORA) to widely publicize the results and recommendations of this study.

NEXT ACTION

- We will conduct research that leads to practical implementation with the cooperation of related NPOs and researchers, and incorporate practical recommendations and action plans for the next development in the research results.
- We will hold forums and create opportunities for reporting in cooperation with external organizations, and deepen discussions on the themes with relevant people/participants. Through these efforts, we will create a cycle of research and practice.



Connecting with Partners Overseas and Building Civil Society Together

We actively participate in issues that are common not only in Japan but also on a global scale. JNPOC disseminates information on Japanese civil society in English, exchanges opinions and ideas on local issues in Japan, and deepens cooperation with overseas companies and organizations, through which we develop new programs.

Tackling Common Social Issues Together with Japanese and U.S. Partners

Japan-U.S. Exchange on Human Resources for Local Communities

Granter: U.S. Embassy in Tokyo

Collaborator: Caravan Studios (division of TechSoup Global)

NPOs and other entities in Japan and the U.S. that engage in community revitalization take up common issues in local communities in Japan and the U.S. to work together. By sharing knowledge and know-how toward delving into the issues and solving them, the program aims for the participants to apply the experience gained from working together to be used in their own practices.

Output / Outcome

Through individual work and three online workshops, eight Japanese participants (NPO support centers, social welfare council, government agency, and academics) working on regional, local issues associated with the aging population learned the methodology of the community-centered design process proposed by Caravan Studios, a division of TechSoup in the US.

NEXT ACTION

- We will report the outcomes and learnings of our activities in online forums and on overseas platforms.
- We will work to maximize learning through the sharing of knowledge and exchange of ideas from both overseas and Japan.



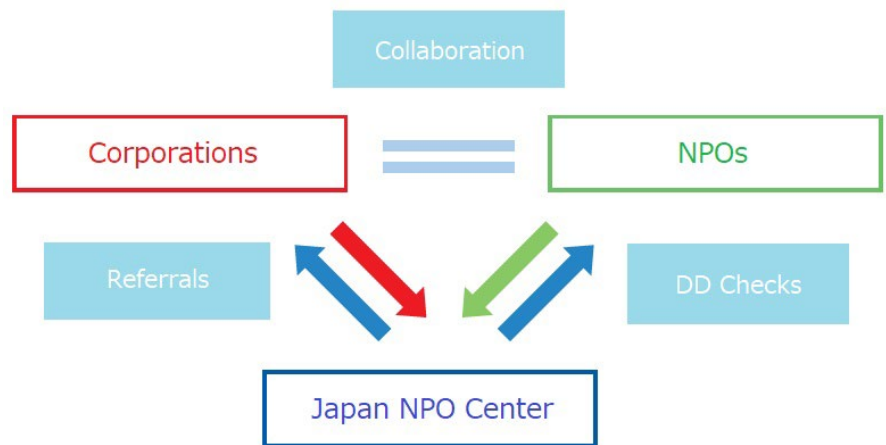
Consultations That Lead to Practical Application

JNPOC provides reliable information on various issues related to NPOs in response to the requests for consultations we receive from our members and corporations. 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.

Matching up more diverse NPOs with corporations

NPO Referrals and Checks [Due Diligence (DD) Checks]

We receive an increasing number of inquiries from corporations about which NPOs to donate to and collaborate with, as well as inquiries about designing collaborative programs. We support the creation of points of contact between more diverse NPOs and corporations, and the collaboration of both parties to solve social issues and create value.



	New Inquiries and Referrals	Continued Inquiries and Referrals
Conducting checks on NPOs receiving donations	<ul style="list-style-type: none"> • Kodansha Ltd. (9 DD checks on NPOs) • 3 other corporations 	<ul style="list-style-type: none"> • Asahi Breweries, Ltd. (91 DD checks on NPOs) • 4 other corporations
Referrals of suitable NPOs to receive donations	<ul style="list-style-type: none"> • Kumagai Gumi Co., Ltd. (4 referrals, Grant Programs) • ByteDance Ltd. (6 referrals, Grant Programs) • Ezaki Glico Co., Ltd. (Snack food product donations) • Huawei Technologies Japan K.K. (4 referrals, Grant Programs) 	<ul style="list-style-type: none"> • Rakuten Group, Inc. (Employee volunteer reception) • Meiji Holdings Co., Ltd. (Donation of shareholder incentive items) • Japan Securities Dealers Association (NPO referrals)

Project Example: Rakuten Group, Inc. "Employee Volunteer Reception"

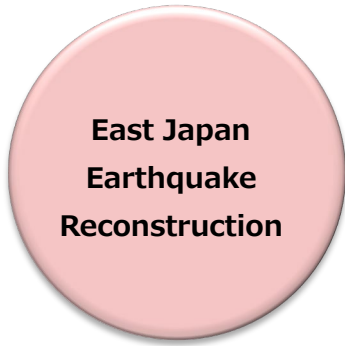
We worked with the Rakuten Group's Mini Volunteer Program, through which employees support NPOs for a short period of time online, and coordinated in the selection of the NPOs that received these volunteers. In addition, many employees participated in the COVID-19 Emergency Relief Volunteer Program.

We coordinated support for 5 NPOs through the Mini Volunteering Program where employee volunteers provided:

- Training on how to conduct online seminars
- Consultations on video streaming via YouTube channels
- Brainstorming support on crowdfunding return gift ideas
- Consultations on website improvements

NEXT ACTION

- We will strengthen cooperation with various actors in line with our mid-term vision.
- We will aim to improve the consulting skills of our staff by keeping ourselves open and being on the lookout.



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.

Strengthening the organizational capacities of local NPOs

Great East Japan Earthquake Local NPO Support Fund

Donors: Individuals, organizations, corporations, etc.

Since 2011, we have been supporting local NPOs to strengthen their organizational capacities and have provided grants to 101 organizations to date. The objective is to ensure that these NPOs' activities, which support the reconstruction of the lives of disaster victims, are self-sustaining over the long term.

In addition, we have received approximately 3,070 applications over the last 10 years for grants related to the Great East Japan Earthquake reconstruction assistance, including the Local NPO Support Fund. After screening of applications by the approximately 810 grants.



selection committee, we have provided



Other disaster-related projects in FY2020	
<p>Great East Japan Earthquake Local NPO Support Fund [Specified Grant]</p> <p>Daiwa Securities Phoenix Japan Program</p>	<p>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.</p>

<p>Great East Japan Earthquake Local NPO Support Fund [Specified Grant] JT NPO Support Project (3rd Phase)</p>	<p>Based on a donation from Japan Tobacco, Inc., this project is a collaborative effort between the Japan NPO Center and the 3.11 Memorial Network to carry out projects related to the passing down of disaster experiences to future generations.</p>
<p>Nissan Smile Support Fund</p>	<p>Based on a donation from Nissan Motor Co., Ltd., this project provides grants to NPOs working for community rebuilding, revitalization, and reconstruction in the three Tohoku prefectures.</p>
<p>Takeda Life and Livelihood Rebuilding Program</p>	<p>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.</p>

<p>NEXT ACTION</p>	<ul style="list-style-type: none"> ● We will continue to strengthen the organizational capacities of local NPOs and networks. ● We will apply the experiences of the Great East Japan Earthquake reconstruction support projects to other projects and disaster-affected areas.
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Financial Summary

FY2020

(in yen)

TOTAL REVENUE	416,960,873	TOTAL EXPENTIDURE	411,042,531
Membership fees	15,235,000	Operating Cost (semi-total)	370,664,485
Donations	313,535,446	Personnel	61,856,242
Grants	5,533,100	Other Expenses	308,808,243
Programs and Contracts	82,656,617	Sales costs	4,539,312
Other	710	Travel and transportation	2,399,948
		Rent	9,502,920
		Water and utility	297,488
		Telecommunications	1,292,179
		Entertainment	17,419
		Meeting	358,434
		Outsourcing	36,407,691
		Rewards/compensation	4,034,486
		Grant payments	146,253,142
		Allotted charges payments	81,747,758
		Printing/publishing	1,716,326
		Advertising/promotion	515,824
		Staffing services	1,100,484
		Allowance	12,000,000
		Others	6,624,832
		Administrative Cost (semi-total)	40,378,046
		Personnel	27,277,664
		Others	13,100,382

FY2021 (Budget)

(in yen)

TOTAL REVENUE	332,661,500	TOTAL EXPENTIDURE	329,054,860
Membership fees	15,425,000	Operating Cost (semi-total)	284,558,860
Donations	200,169,500	Personnel	69,405,000
Grants	9,450,000	Other Expenses	215,153,860
Programs and Contracts	102,617,000	Sales Costs	8,510,000
Other	5,000,000	Travel and transportation	9,339,500
		Rent	10,050,000
		Water and utility	444,000
		Telecommunications	1,200,000
		Entertainment	248,000
		Meeting	15,680,000
		Outsourcing	41,039,000
		Rewards/compensation	6,475,000
		Grant payments	71,600,000
		Allotted charges payments	33,500,000
		Printing/publishing	2,774,000
		Advertising/promotion	2,740,000
		Staffing services	5,040,000
		Allowance	0
		Others	6,514,360
		Administrative Cost (semi-total)	44,496,000
		Personnel	30,682,000
		Others	13,814,000



Board of Directors and Staff Members

[As of July 1, 2021]

■ Board of Directors

Natsuko Hagiwara - Rikkyo University (Chairperson)
Makoto Oshima - Kubikino NPO Support Center (Vice Chairperson)
Hiroshi Yamazaki - Whole Earth Nature School (Vice Chairperson)
Yoshifumi Tajiri - Japan NPO Center (Executive Director)
Tatsuya Ishihara - Okayama NPO Center
Katsuji Imata - CSO Network Japan
Takuya Okamoto - Chitose Kensetsu
Mariko Kinai - World Vision Japan / JANIC
Momoko Koga - Fukuoka NPO Center
Shinichiro Kobayashi - Japanese Consumers' Co-operative Union
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
Mika Nagai - Osaka Voluntary Action Center
Junko Hatakeyama - Akita Partnership
Tetsuya Hirasawa - The Tokyo Chamber of Commerce and Industry
Tomoko Hoshino - Environmental Partnership Council
Toshihiro Menju - Japan Center for International Exchange
Mika Yamanokawa - MS&AD Insurance Group Holdings / 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
Hideo Watanabe (Sub Leader)
Wakaba Adachi
Sumie Arai
Masayuki Sato
Miyuki Shimizu
Yuko Mitsumoto (Sub Leader)
Hirokuni Katae
Hikaru Chiyoki
Kaoru Nakagawa
Kyosuke Honda (Seconded from Kao Corporation)
Kaho Shinohara
Shinji Nagase
Yuko Fujino
Kayoi Yamamoto
Makoto Tanabe
Katsuko Yamawaki

