

Summary of the Survey on Corporate Philanthropic Activities in Fiscal 2013

October 14, 2014
Keidanren
1% (One-Percent) Club

About the Survey

1. Survey content
 - I. Survey of Expenditure for Corporate Philanthropic Activities
 - II. Survey of Activities Related to Reconstruction after the Great East Japan Earthquake
2. Survey period
May to August 2014
3. Survey target audience
Member companies of Keidanren and corporate members of the 1% Club: Total of 1,333 companies
4. Number of respondents
 - I. Survey of Expenditure for Corporate Philanthropic Activities: 360 companies and groups
(27.0% response ratio) (incorporates responses from approx. 11,300 companies, if consolidated companies are included)
 - II. Survey of Activities Related to Reconstruction after the Great East Japan Earthquake
Companies reporting whether they were engaged in such activities: 376 companies (28.2% response ratio)
Companies submitting descriptions of an activity: 263 companies (19.7% response ratio)

Introduction

The Keidanren Committee on Corporate Philanthropy and the 1% (One-Percent) Club have conducted an annual survey among their member companies every fiscal year since 1991, analyzing the trends in corporate philanthropic activities and studying the results in order to further promote such activities.

In addition to the annual Survey of Expenditure for Corporate Philanthropic Activities, we also conducted the Survey of Activities Related to Reconstruction after the Great East Japan Earthquake this fiscal year. More than 370 companies and groups responded to the survey, and Keidanren wishes to express its sincere gratitude to those companies for having provided detailed data.

The amount of expenditure for corporate philanthropic activities averaged ¥482 million per company in fiscal 2013. This represents a rise of 8.1 percent over the previous fiscal year and marks a return to levels before the Lehman crisis. Even excluding spending for activities related to the Great East Japan Earthquake, the amount averaged ¥447 million per company which exceeds the figure for the previous fiscal year.

Expenditure for activities related to the Great East Japan Earthquake remained high, even though March 11, 2014 marked the third anniversary of the disaster. The average expenditure per company was ¥35 million, while the total for all respondents was ¥12.7 billion. In fiscal 2013, the 1% (One-Percent) Club called for contributions for nine other disasters. As a result, disaster-related expenditure for disasters other than the Great East Japan Earthquake increased.

The Survey of Activities Related to Reconstruction after the Great East Japan Earthquake looked at the status of the initiatives of individual companies to assist in the reconstruction. More than 70 percent of the 376 companies that responded reported that they are engaging in some kind of work to assist the disaster-stricken areas. This shows that most companies continue to stand alongside the disaster-stricken areas and to offer ongoing assistance. Keidanren has been calling upon companies to hold in-company markets to sell goods from the disaster areas to employees and asking companies to incorporate foods from the disaster-stricken areas in their staff cafeteria menus. In addition to volunteer activities by and donations collected from company employees, the number of companies engaged in these two activities encouraged by Keidanren increased. This indicates that corporations are trying to contribute in some way to the restoration of the livelihoods of the people living in the disaster-stricken areas.

The survey also asked companies about the unique initiatives they are conducting to spur reconstruction. A total of 263 companies responded to this segment of the survey and offered descriptions of their initiatives. From the examples submitted, it is clear that companies are exercising creativity with an eye to responding in some fashion to the disaster-stricken areas' needs which are diversifying and growing more complex as time passes. Particularly noteworthy are the cases where companies are using the resources they have developed in their core business for the revitalization of industry in the stricken areas, including, for example, dispatching specialists or offering cooperation in product development or events.

Based on the results of this survey, the Keidanren Committee on Corporate Philanthropy and the 1% (One-Percent) Club will continue to discuss the various issues surrounding corporate philanthropic activities in greater depth. We hope that these survey results will help companies to position their corporate philanthropic activities strategically within their corporate management.

October 14, 2014

Nobuyuki Koga

Chairman, Committee on Corporate Philanthropy

Keidanren

Masatoshi Sato

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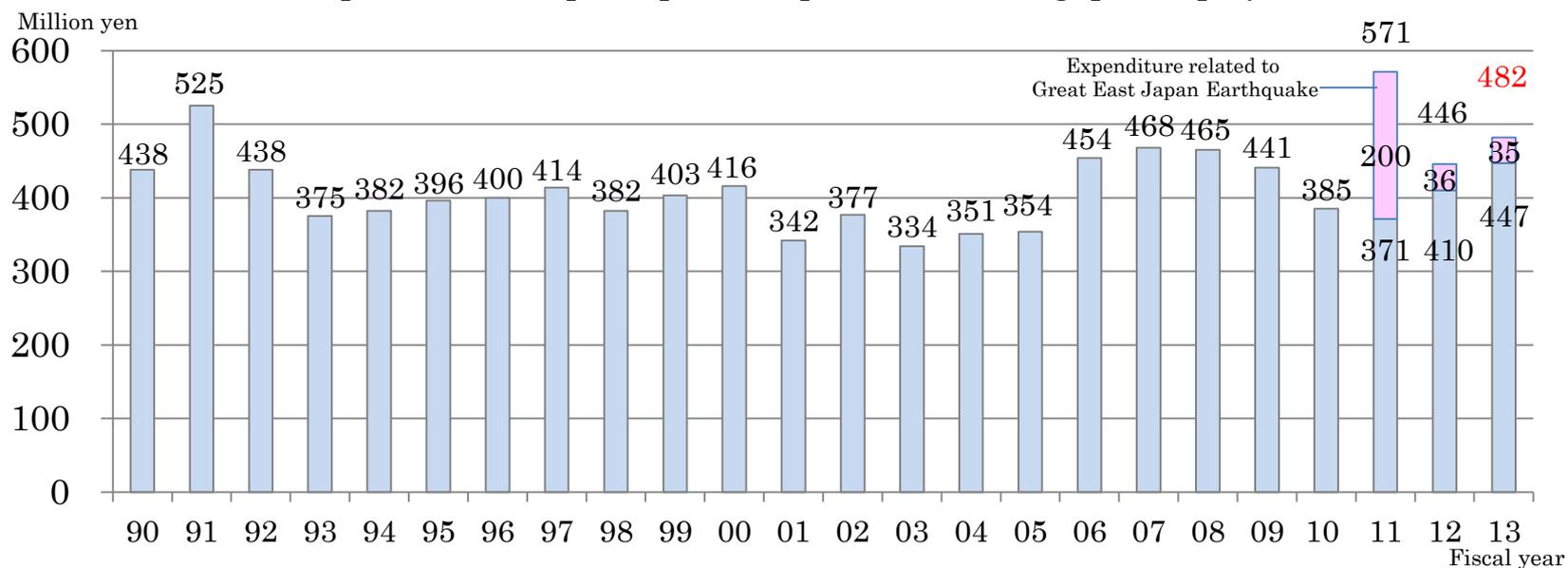
Chairman, 1% (One-Percent) Club

I. Survey of Expenditure for Corporate Philanthropic Activities

1. Fiscal 2013 expenditure for corporate philanthropic activities

- Total expenditure was ¥173.5 billion, or ¥160.7 billion excluding spending related to the Great East Japan Earthquake (¥12.7 billion).
 - Average expenditure per company was ¥482 million (up 8.1% year-on-year), or ¥447 million (up 9.0%) excluding spending related to the Great East Japan Earthquake (¥35 million).
 - Examining changes at the 300 companies that responded to both the 2012 and the 2013 fiscal year surveys, average expenditure per company was ¥549 million (up 5.6%), or ¥509 million (up 7.2%) excluding expenditure related to the Great East Japan Earthquake (¥41 million).
- *Since numbers are rounded, figures may not tally.
- Average expenditure per company in 2013 was on the level of that before the Lehman crisis.

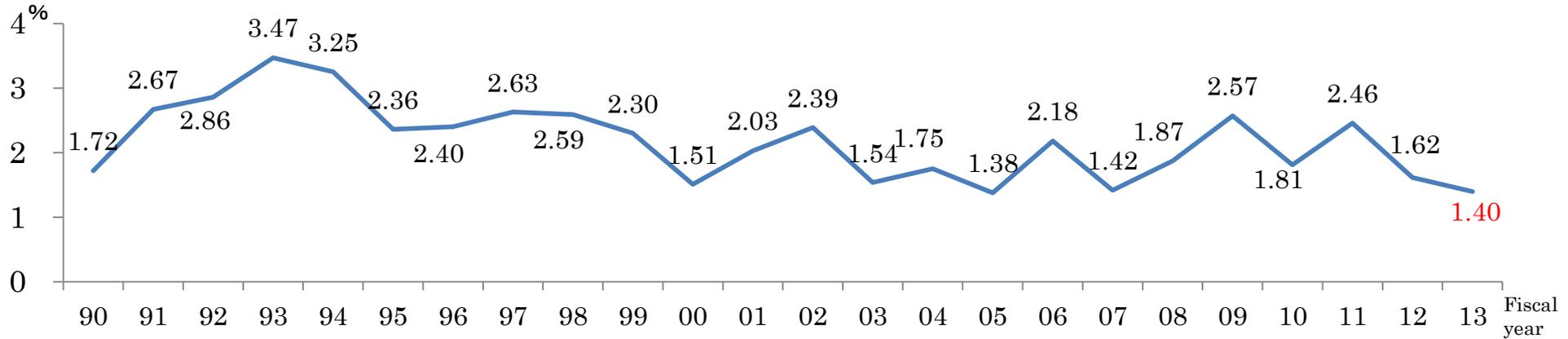
Trends in expenditure for corporate philanthropic activities (average per company)



I. Survey of Expenditure for Corporate Philanthropic Activities

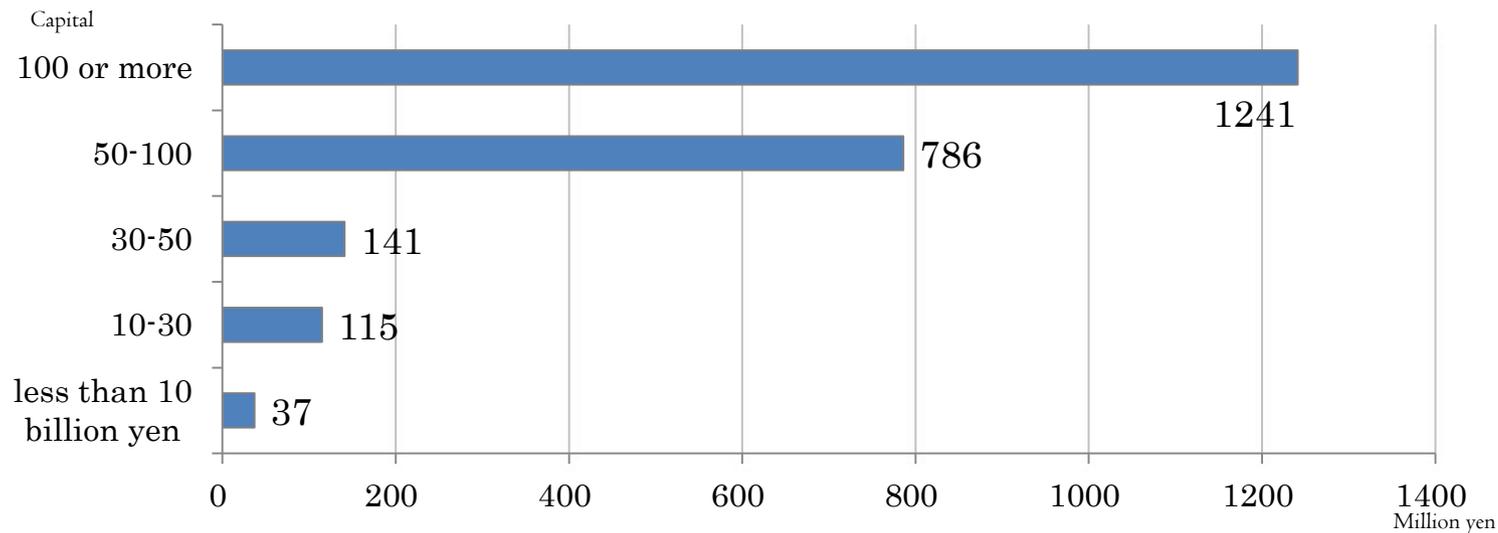
2. Corporate philanthropic expenditure as a percentage of ordinary profit

Trends in corporate philanthropic expenditure as a percentage of ordinary profit (average per company)



3. Corporate philanthropic expenditure by capitalization bracket

Expenditure by capitalization bracket (average per company)



I. Survey of Expenditure for Corporate Philanthropic Activities

4. Corporate philanthropic expenditure by field

“Education, including social education” attracted the most spending of any field, as last fiscal year.

Trends in corporate philanthropic expenditure as a percentage of total expenditure by field

	Percentage (estimate)				
	(Note: Numbers in parentheses signify ranking.)				
	Fiscal 2011		Fiscal 2012		Fiscal 2013
1. Education, including social education	(2)	11.0%	(1)	17.7%	19.5%
2. Academic and research programs	(3)	8.9%	(3)	12.3%	14.5%
3. Health, medicine, and sports	(4)	8.4%	(4)	11.0%	11.7%
4. Culture and the arts	(5)	8.3%	(2)	12.8%	10.7%
5. Assistance to disaster-stricken areas	(1)	39.4%	(6)	9.4%	8.8%
6. Local community activities	(7)	5.2%	(7)	8.1%	8.1%
7. The environment	(6)	7.2%	(5)	10.6%	6.5%
8. Social welfare and social inclusion	(8)	3.6%	(8)	5.8%	5.3%
9. International exchange and cooperation	(9)	1.5%	(9)	2.0%	1.8%
10. Political donations	(11)	0.6%	(12)	0.7%	0.9%
11. Capacity building for NPOs/NGOs	(10)	0.7%	(10)	0.9%	0.7%
12. Creating jobs, promoting skills development, and providing assistance in employment	(12)	0.3%	(11)	0.8%	0.6%
13. Community disaster-prevention and crime prevention	(13)	0.2%	(13)	0.5%	0.4%
14. Human rights and human security	(14)	0.1%	(14)	0.2%	0.1%
15. Others		5.8%		7.3%	10.2%

I. Survey of Expenditure for Corporate Philanthropic Activities

5. Itemized breakdown of average expenditure per company

Itemized breakdown of expenditure for corporate philanthropic activities per company

Corporate philanthropic expenditure: ¥482 million per company	Donations	¥345 million (72%)	Monetary donations	¥283 million (59%)
	Company-organized and collaborative programs	¥89 million (18%)	Donations in kind	¥10 million (2%)
	Assistance to disaster-stricken areas	¥41 million (9%)	Giving access to facilities	¥12 million (2%)
	Others, no specific category	¥7 million (1%)	Dispatch of personnel	¥25 million (5%)
			Others	¥17 million (4%)
			Related to Great East Japan Earthquake	¥35 million (7%)
			Other disasters	¥5 million (1%)

Notes 1. Amount for each item: Expenditure for each item/Number of respondent companies (360)

2. Since numbers are rounded, totals may not tally.

6. Corporate expenditure on assistance to disaster-stricken areas in fiscal 2013

Expenditure totaled ¥14.7 billion, of which ¥12.7 billion was for assistance related to the Great East Japan Earthquake.

Breakdown of corporate expenditure on assistance to disaster-stricken areas in fiscal 2013

	Expenditure on assistance to disaster-stricken areas (contributed by companies)			(Reference) Expenditure on assistance to disaster-stricken areas contributed by employees, consumers/customers, etc. ¹		
	Expenditure (Total)	Expenditure related to Great East Japan Earthquake	Expenditure related to other disasters	Expenditure (Total)	Expenditure related to Great East Japan Earthquake	Expenditure related to other disasters
Expenditure	¥14.7 billion	¥12.7 billion	¥1.9 billion	¥0.8 billion	¥0.6 billion	¥0.3 billion
Number of companies providing assistance	247	202	162	230	215	212

Notes: 1. Amounts from donations solicited by companies from employees, consumers, etc. via fund-raising among employees and in stores.

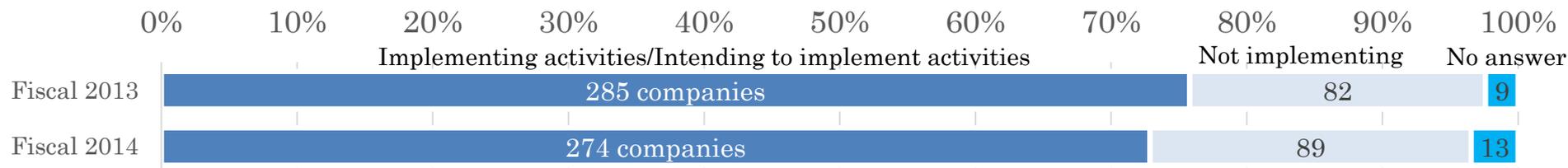
2. Since numbers are rounded, totals may not tally.

II. Survey of Activities Related to Reconstruction after the Great East Japan Earthquake

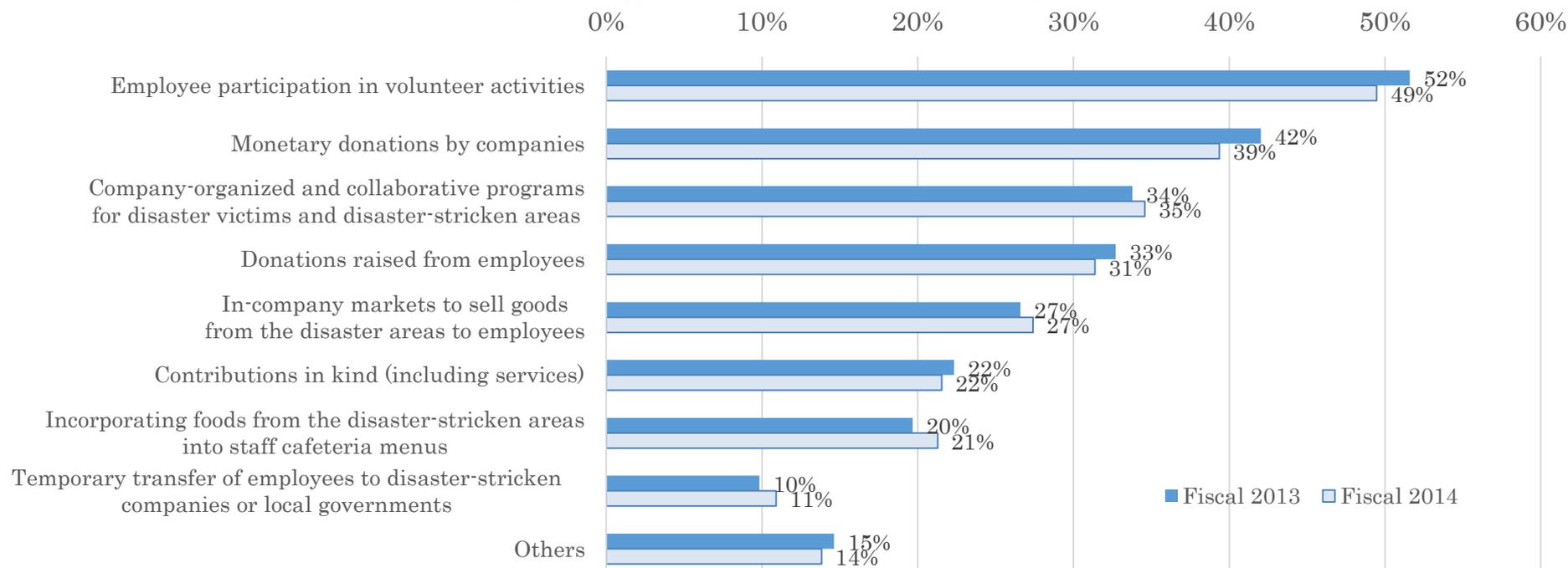
1. Activities related to reconstruction after the Great East Japan Earthquake

Over 70% of the 376 companies that responded to the survey reported that they are engaged in activities to support reconstruction after the Great East Japan Earthquake.

Number of companies supporting reconstruction (fiscal 2013 and 2014)



Corporate support for reconstruction (fiscal 2013 and 2014)



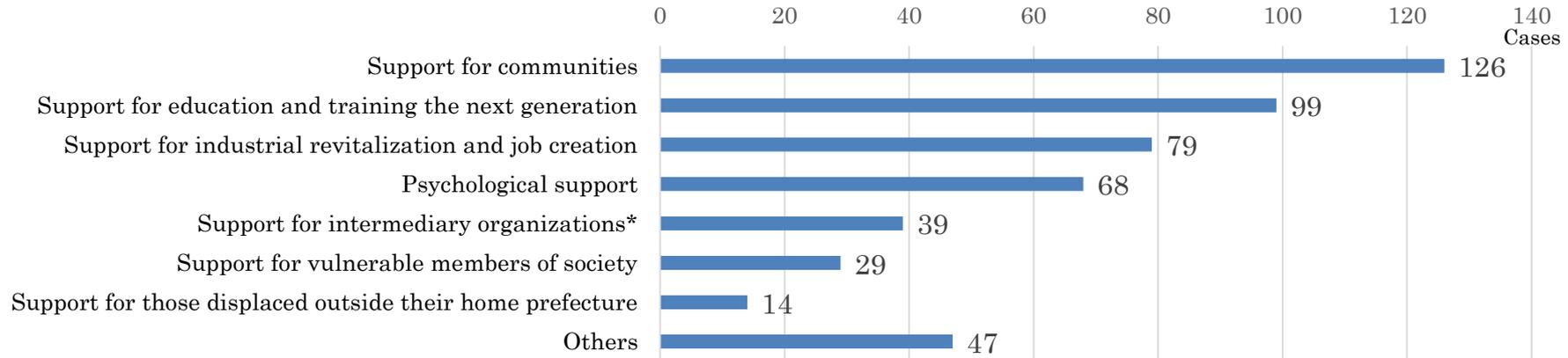
Note: Percentages were calculated as follows: Number of respondents per item/Total number of survey respondents (376)

II. Survey of Activities Related to Reconstruction after the Great East Japan Earthquake

2. Specific activities

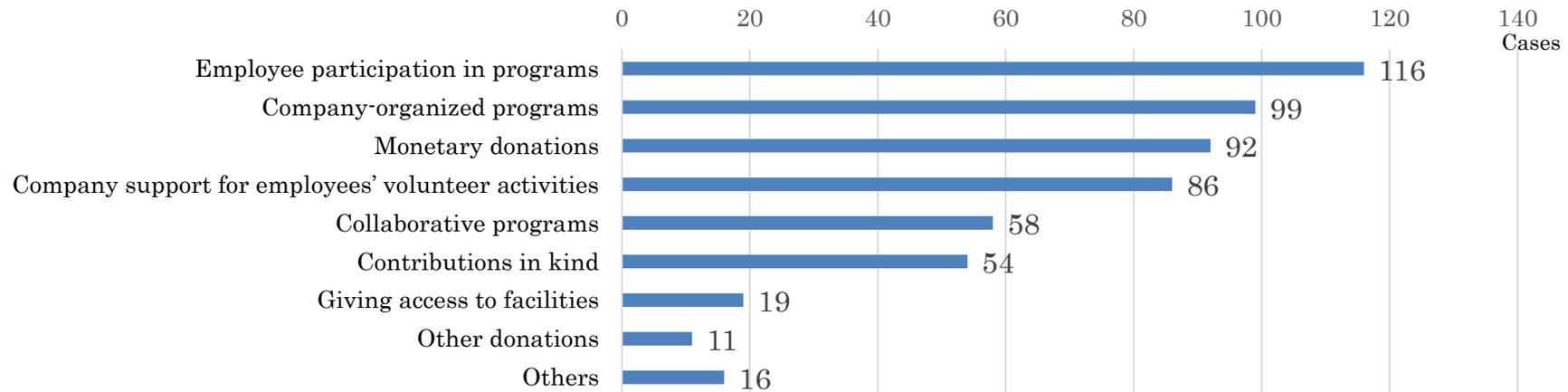
Descriptions of a total of 263 specific activities were submitted.

Number of cases by field



*Intermediary organizations include administrative agencies, companies, and organizations that support the work of NPOs, etc.

Number of cases by method



Note: Some cases are categorized under multiple fields.