The Great East Japan Earthquake:
Challenges and Trends in Donations

Yoichiro Abe

Deputy Director of Planning and External Relations
Central Community Chest of Japan (CCCJ)
1. Overview of Financial Assistance to Victims

**Government budget allocation**

Approx ¥6 trillion (US$75 billion) *estimate as of this summer*

Set-up of evacuation centers, burials, restoration of utilities, benefits to individuals, consolation payments, construction of temporary housing, etc.

**Private Fundraising Initiatives**

**Grantmaking Funds**
1. Amount raised by intermediary organizations supporting multiple organizations:
   Approx ¥11.4 billion (US$142.5 million)
2. Amount donated to individual NPOs/NGOs:
   Approx ¥15 billion (US$187.5 million) *estimate*

**“Gienkin” Funds**
Amount raised as direct cash payments to the victims:
Approx ¥295.4 billion (US$3.7 billion)

**Unique aspects of this disaster**
1. Large amount (over ¥300 billion) (US$3.75 billion) collected in donations (of which 10% is estimated to be from overseas)
2. Interest in grantmaking is rising, in addition to the traditional popular “Gienkin” funds.
3. Revision of tax laws on donations to NPOs prompted by the disaster
## 2-1. Domestic Fundraising Initiatives

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Community Chest of Japan</td>
<td>US$25,783,965</td>
</tr>
<tr>
<td>Give One Campaign</td>
<td>US$1,558,375</td>
</tr>
<tr>
<td>Japan Center for International Exchange</td>
<td>US$2,110,433</td>
</tr>
<tr>
<td>Japan NGO Center for International Cooperation</td>
<td>US$845,679</td>
</tr>
<tr>
<td>Japan NPO Center</td>
<td>US$1,059,568</td>
</tr>
<tr>
<td>Japan Platform</td>
<td>US$80,559,127</td>
</tr>
<tr>
<td>Nippon Foundation (Canpan Initiative)</td>
<td>US$30,841,969</td>
</tr>
</tbody>
</table>

(1US$=¥80)

Amount gathered (publicly announced) as of July 8: $142 million
2-2. Mechanism of “Gienkin” Funds

- Individuals & companies from Japan and overseas
  - Donation

- Collected by designated organizations
  - with preferential tax treatment, i.e., Japan Red Cross, CCCJ, local municipalities in disaster-struck areas, media outlets
  - 100% forwarded

- Prefectural governments in disaster region
  - Cash payment amount decided by individual prefectural governments
  - 100% forwarded

- City/Town/Village governments
  - Modify payment amount depending on additional donations received and disburse

- Distribution

- Victims’ households

Comparison of cash payments received by victims of completely destroyed houses

1. Great East Japan Earthquake: ¥295.4 billion (US$3.7 billion) collected in total, ¥350,000 (US$4,375) distributed per household
2. 1995 Kobe Earthquake: ¥170 billion (US$2.12 billion) total, ¥400,000 (US$5,000)/household
3. 2004 Chuetsu Earthquake: ¥34.8 billion (US$435 million) total, ¥3.8 million (US$47,500)/household
3. Contributions by CCCJ in the disaster relief and recovery effort

Fundraising for “Gienkin” funds or direct cash payment to victims
(approx ￥35 billion – US$437.5 million)

Provision of equipment and supplies to volunteer centers
(￥1.5 billion worth – US$18.75 million)

Support to Victims

Fundraising for Disaster Relief Volunteer & NPO Support Fund
(approx ￥2 billion - US$25 million)

A newly created 2-year fund offering grants of ￥500,000 ~ 3 million (US$6,250 ~ US$37,500) to civil society organizations. Two rounds already disbursed, totaling ￥550 million (US$7 million) to 350 organizations.

Dispatch of personnel to volunteer centers
(approx ￥700 million (US$8.75 million) worth)
4. Funding recovery efforts

• Helping victims
  1. Diversify housing options
  2. Develop sense of community
  3. Create jobs

• Offering training to community workers and coordinators

• Adapting funding to meet changing needs
  1. During the rescue phase, NPOs put aside their regular activities to offer whatever assistance was needed but will be shifting back to their core areas of expertise
  2. Need for “long-term” funding for recovery
  3. Shift in funding from supporting individual organizations involved in immediate relief to more coordinated funding via intermediaries