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## Giving December - Sponsoring Partners (Corporations)

[“Giving December”]

In Japan, the number of social issues is rising. Along with increased importance of the role of the individual, an increasing number of people have taken an interest in donating and have made donations. Given this, we have established a “Giving December” to thank the donors, reflect on the importance and roles of donations, increase interest in donating and create an opportunity for action. Giving December will start this fiscal year and run for the full month of December.

Giving December aims at implementing popularization and publicity activities and promoting voluntary initiatives by business and legal entities in regards to the above, led mainly by the Giving December steering committee (here after referred as “the Committee) separately established in cooperation with the business community, media, NPOs academic circles and the government.

[Sponsoring partner (corporation)]

1 Sponsoring partner (corporation) refers to

Legal entities that agree with the intent of “Giving December”

2 Application to become a sponsoring partner corporation

- (1) A legal entity will be named a sponsoring partner after submitting an application to the Committee using the separately specified form and receiving approval. However, being approved as a sponsoring partner corporation means the corporation agrees with the intent, and it does not mean that the activities or organization of the corporation is acknowledged or guaranteed by the Committee.

The following shall be taken into consideration in determining whether or not to grant approval:

- The corporation has no involvement with anti-society forces
  - The corporation is recognized as having a certain record of donations and social contribution activities
  - The corporation is not engaged in activities that violate public order or morals
  - It can be confirmed that the corporation makes an effort to increase transparency and reliability when collecting donations.
- (2) The name of the sponsoring partner corporation will be included in the list of sponsoring corporations on the Giving December home page. In addition, up-to-date information about overall projects will be shared with sponsoring partner corporations, and such corporations

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will be permitted to use the Giving December logo.

(Prior consent is separately required with regard to the actual display method.)

### 3 Expectations for sponsoring partners

- (1) A sponsoring partner corporation will be expected to broadcast information about Giving December in its public relations media, as well as put up posters, display the Giving December logo on its home page, and hold related events, study sessions and donation-collection projects.
- (2) The initiatives voluntarily taken by sponsoring partner corporations during Giving December will be respected, and no particular obligations will be imposed. However, when sponsoring a donation collection (donation collection by a non-profit organization, cause related marketing of a company, or installation of a donation box), as a prerequisite, the usage of the donation must be communicated in advance, the results must be reported, and contributions must be made to improving the transparency of the donations.

### 4 Term of sponsoring partners

From the day when the application is approved to the last day of the fiscal year. The working group shall confirm the intention to renew for the following fiscal year.

### 5 Items required to be submitted

- a) Official name of the organization
- b) Logo to be displayed on the website
- c) URL link to be posted the Donation Month website

\* Please submit the application using Attachment 1 - Sponsoring Partner Application.

Application submissions / inquiries:

Rie Mishima, Joint Secretariat for “Giving December”  
(Japan Fundraising Association)

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