

A Study of the Optimal Form of Donation for Japanese People

1. Introduction

We took over this study from our seniors. At first, we learned about culture of Sri Lanka like food and daily lives by visiting Sri Lanka restaurants in Ashikaga city and talked with Sri Lanka children on-line in real time.

2. Research Question

What is the most optimal form of Donation for Japanese people ?

3. Back Ground

● The poverty is getting serious in Sri Lanka. For example...



① The inflation rate in Sri Lanka

② The number of tourists to Sri Lanka

It becomes difficult to import products from abroad and citizens suffer from lack of products.

● The consciousness of individual donation is low in Japan.

The rate of Japanese who donate during the past month is 12%, and it ranks 114th in the world. Also, the rate of people who made donation in the last year increased only 0.5% from 2014 to 2020.

4. Searching and Considerations

We searched and discussed the difference about donation between Japan and the USA from 5 points of view.

● Development of fundraising in the USA

An example of fundraising is that, if you eat at a restaurant designated by the school, part of the sales will be returned to the school.

Donation education is familiar in childhood.

● The number of Donor Organizations

In Japan, the number of Donor Organizations is about 22,000 but in USA, it is about 1,300,000.

● The religious differences

There is a precept that wealthy people should share with poor people in the most religious Christianity in the USA.

● The system of donation deduction



50% or 30% of the income tax

The amount minus 2,000 yen from



40% of the amount of income

/ the amount minus 2,000 yen

from the amount of donation in a year

● The trust for charity donations and the sense of value

• The answers to the question of "Do you think that it's worth making a donation when your name showed after you donate ?"



■ No ■ Rather No ■ Rather Yes ■ Yes

74.2% : "No" or "Rather No"

• 31.1% of Japanese trust in charity organizations. In contrast, about 60% of Americans trust in it.

↳ a big part of the difference ?

5. Conclusion

- Donating goods is more optimal for Japanese than donating money.
- It is effective to making an official logo of reliable organization to increase the trust rate of them among Japanese.

6. Our Action

We sold tea cookies, Sri Lankan tea bags and powder of Tandoori Chicken at our school festival and donated money to Child Fund Japan. Also, we send mistaken cards we had gathered at the festival to the same organization.

7. Future Plan

- We will study the donation of goods
- We will make the mark that can be the symbol of reliable Donor Organizations.

Japanese action and consciousness related to donation (by Stanford SOCIAL INNOVATION Review Japan)/ Why don't Japanese donate?(by NIPPON DONATION FOUNDATION)/2nd worst in the ranking of World Giving Index. Why doesn't the donation culture penetrate in Japanese society? (by Nippon Foundation)/ When you Donate money for certified NPO (by National Tax Agency)