



日本

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JAPAN TEAM ANNUAL REPORT 2024



REPORT HIGHLIGHT

2024 marks the second annual celebration of Giving Tuesday in Japan! Wrapping up our first full year with the Giving Tuesday Global team, we have learned a lot and have a lot to look forward to in 2025!

Prepared By:

Jasmine Tsunoda

Global Team Leader

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MESSAGE FROM OUR LEADER

WE CAN ALL PLAY A PART IN THE WORLD THAT WE WANT TO CREATE.



Our efforts last year to spread awareness across Japan and to Japanese people abroad paid off in many unexpected ways. But we are proud to announce that we have quite the year-review recap to share with you all.

Countless organizations, schools, government offices, and ordinary people across the land have joined together to spread kindness in their everyday lives. So naturally, our goal for the second year has been to build on the connections we have made and expand upon them to reach as many of those willing to join the cause and participate in the Global Day of Giving.

Our team is much smaller than last year's, but as we develop new volunteer training and incentive strategies, we are confident that we are beginning to build out our core team members who will be here for the long haul.

It has been a busy few couple of months with making sure that the people know we are here and we are legitimate (and here to stay), but above all, it has been extremely rewarding, and we can't wait to see what the future brings.

What if we told you that you are changing the world right now? Would you believe it?



Jasmine Tsunoda

Japan Global Team Leader
CEO and Founder of
Tsunoda Stylings



JAPAN INTRODUCTION



GivingTuesday Japan has the incredible ability to encourage people around the world to leverage its local networks and global brand to understand and inspire the mechanisms supporting philanthropic ecosystems.

ABOUT US

GivingTuesday is the world's largest generosity movement, with more than 100 countries working year-round to inspire generosity around the world, with a common mission. To create a world where giving is part of everyday life.

GivingTuesday Japan was founded in 2023, and our goal is to launch a nationwide campaign every year in every prefecture in Japan with a simple idea:

A movement that encourages the people of Japan to do good.

WHAT WE DO

In particular, we've identified six programs or interventions we believe will inspire more public participation, sector collaboration, and overall growth of the philanthropic ecosystem in Japan:

- **Tools & Resources**
- **Storytelling**
- **Partnerships**
- **Event Planning**
- **Volunteer Services**
- **Research and Learning**



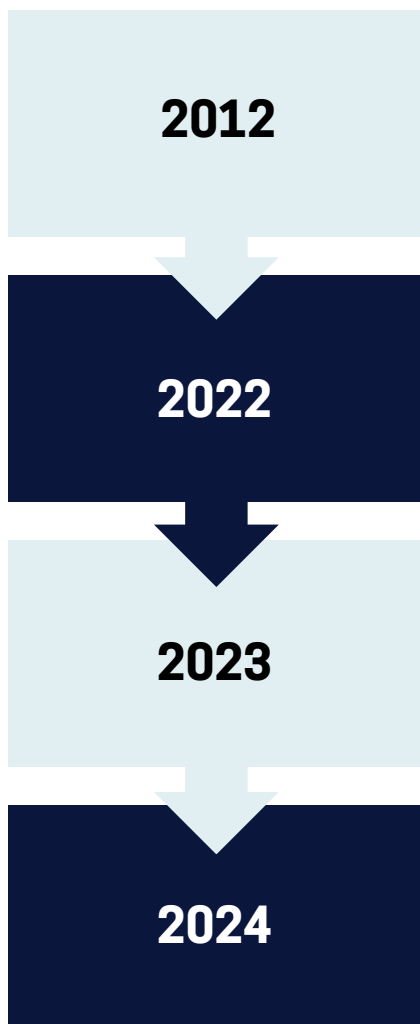
GIVING TUESDAY HISTORY

OUR HISTORY

While GivingTuesday is a fairly new concept in Japan, it is built on the movement's 12-year history of understanding how countries and people unite around a shared mission to give back.

As a global generosity movement, GivingTuesday operates through our network of distributed volunteer leaders who use generosity as a means to build local infrastructure and to change the culture of giving where they live. This involves adapting GivingTuesday to empower others to lead their own campaigns around different causes and issues – campaigns that collectively create a groundswell of locally-led community-building activities that sit at the foundation of civil society.

This model can be particularly impactful in countries like Japan, where there is a rich cultural identity but little awareness of how giving is shaping communities and local traditions.



Giving Tuesday Global

GivingTuesday was born and incubated at the 92nd Street Y and its Belfer Center for Innovation & Social Impact in New York City.

Giving Tuesday Global

Giving Tuesday celebrated its 10 year and had a record breaking 90+ countries join the global movement.

Giving Tuesday Japan Launch

Giving Tuesday Japan launched in April 2023 and celebrated its first campaign in November.

Giving Tuesday Japan Expansion

Giving Tuesday Japan celebrated its second year and gained seven total partnerships by global giving day!

Vision

Japan still ranks second to last on the World Giving Index*. According to the 2024 Charities Aid Foundation report, only 24% of adults reported helping a stranger, 17% donated money, and just 19% volunteered.

This data doesn't mean that people don't give in Japan; from our first year of running GivingTuesday Japan, we've realized that there is a culture of '**silent giving**', which has resulted in very few stories and, therefore, awareness of how people give. In addition, many organizations, including government agencies, have static websites with inaccurate and outdated information about ways people can participate and give back. We aim to change this by using data and campaigns to more clearly identify the ways Japanese people and institutions give and share, and celebrate the different philanthropic traditions alive in Japan.

*2024 CAF World Giving Index.

Mission

By adapting proven strategies that have worked in other countries, we believe we can gather and share data, disseminate up-to-date information, and create a greater understanding and appreciation of Japan's giving culture.

• Mission 1

We will leverage the GivingTuesday brand and collaborative approach to create a comprehensive, one-stop resource for information, learning, and links to philanthropic activities. We will also use this platform to share listicles and other articles that promote giving year-round. We will do this to raise awareness for different causes across Japan and to provide more individuals with an entry point to become more philanthropically and civically active.

• Mission 2

We aim to engage NGOs, foundations, corporations, schools, religious organizations, and more. We want to tap into networks, community organizations, and membership groups—associations that reach other networks of people who can activate others, thereby creating a ripple effect that empowers people.

OUR LEADERSHIP TEAM

Get To Know The Faces Behind Giving Tuesday Japan



Jasmine Tsunoda

Global Community Team Leader

Jasmine is the Volunteer Manager, Partner Relations Manager and Social Media Manager. Through her expertise with working with Tsunoda Stylings, she found out through a client about Giving Tuesday the global movement.

When realizing there was no team based in Japan, the country she has called home for over 10 years, she decided to gather her team of talented leaders and embark on the mission of spreading everyday giving in Japan.



Shoji Hattori

Japanese Community Team Leader

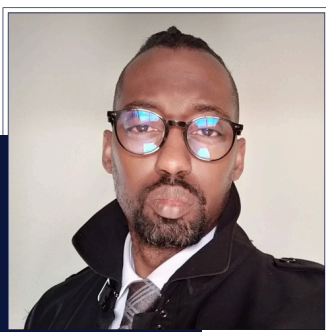
Based in Gifu Prefecture, Shoji is a talented web developer and translator. With his help the Giving Tuesday Japan website and blog posts are accurately updated in Japanese. As well as any correspondence with our Japanese partners, sponsors and volunteers.



April Dykes

English Community Team Leader

Based in Gunma Prefecture, April has a vast knowledge of Japanese culture and a passion for learning from a young age. As our lead events specialist and blog content editor, she is a vital asset to the team and growing our online and in person presence.

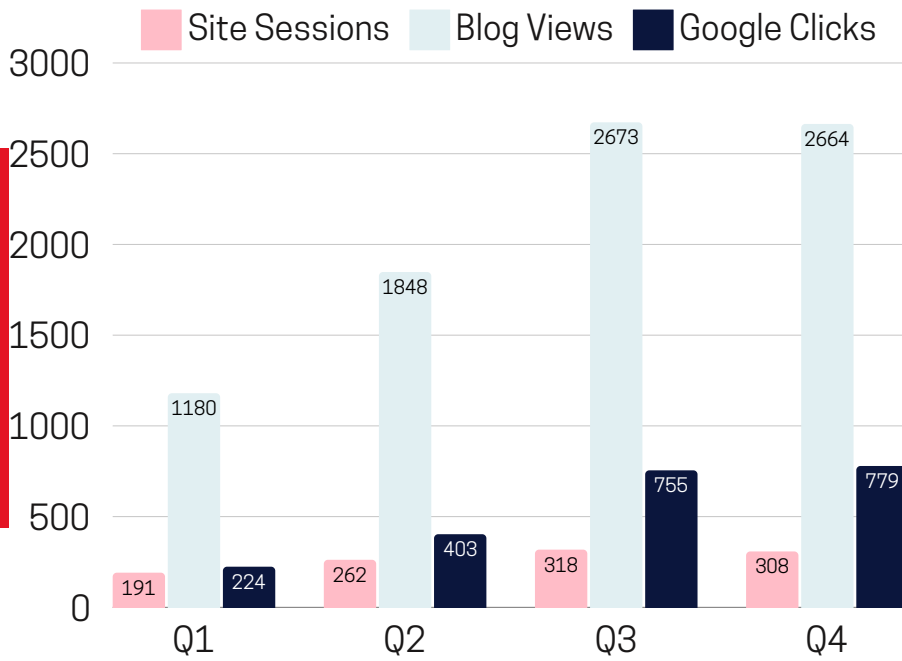


Travis Plantt

Design and Marketing Team Leader

Based in Tokyo, Travis has design skills that are truly remarkable. From logos to social media posts he can take any idea and bring it to life. With his help the unique prefecture logos are sure to wow everyone.

WEBSITE DATA REPORT



*As of 12/4/2024

Goals and Successes

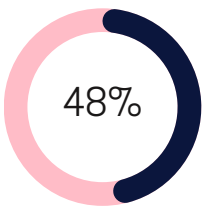
With additional support, we will invest in new resources to enhance these platforms, especially the blog, by publishing at least **4 new articles a month** about philanthropy traditions and trends in Japan.

We also gained **354** followers across all our social media accounts!



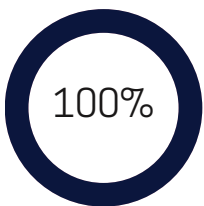
Jan - Dec 2024

We had a total of **8,365** blog views for the year 2024!



Country Sessions

48% of the total site sessions were viewed inside of Japan!



Partner Collaborations

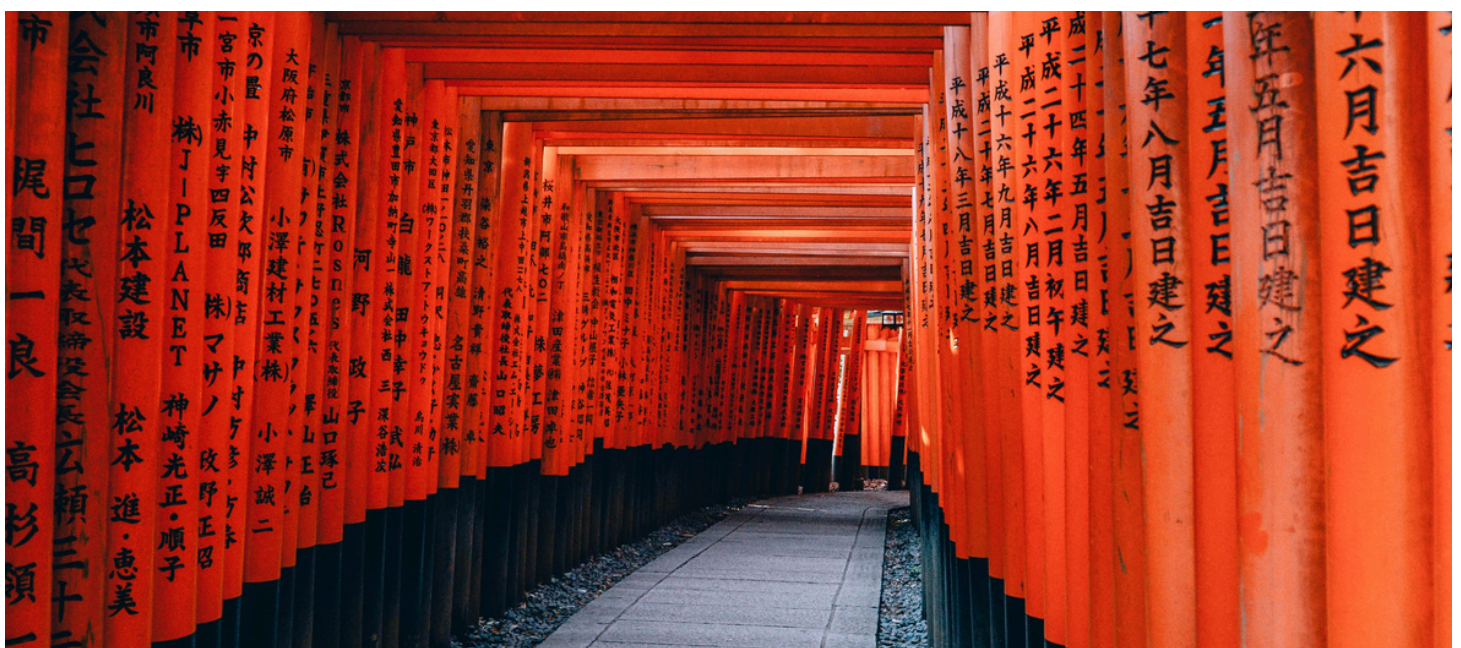
We had all 7 of our partners participate in Giving Tuesday!



One Year Review

In our journey, we have had a lot of what we would consider "start-up" successes, including, but not limited to:

- * Expanding the Giving Tuesday Japan website in both English and Japanese.
- * Gaining **354** followers across all our social media accounts! Follow us! @givingtuesdayjapan
- * Partnering with various organizations and businesses who have helped tell others in their circle about the cause, which you can find some of our repeat volunteers here: [Partners](#)
- * Promoting our Giving Tuesday Japan Spark Farming Campaign Awareness 2024 start here: [Spark](#)
- * Helping to inform locals of various events, fundraisers, and parties across the country here: [Events](#)
- * And giving in-depth information on various Japanese holidays/cultural events, social happenings, and news via our blog here: [Blog](#)



MARKETING DEVELOPMENT



The six projects outlined above are just some of the ways we will promote a culture of giving in Japan. We are already on track to complete many of these activities.

Support from various individuals willing to donate/sponsor/invest in our cause will provide the necessary funding for us to effectively run these activities and achieve our listed outcomes. In particular, with funding, we will:

01. Enhance our tools and resources

We plan to secure partnerships with influencers in Japan (blog, YouTube, and Instagram) to help promote the tools and campaigns we run from the central site and to drive more public awareness and participation in our programs.

03. Curate events that unite organizations

Our plan is to have one event before GivingTuesday 2026 to bring different organizations together to share ideas and to explore opportunities for this calendar year. We then aim to launch an event tour in 2025.

02. Launch #MyGivingStory in Japan

By providing nonprofits with tools and resources to help source stories from donors and volunteers, and by developing the platform for stories to be compiled, reviewed, and shared publicly. Our timeline to launch this is Spring 2025.

04. Recruit and support volunteers.

We are actively recruiting volunteers to help with 2025 GivingTuesday; with additional support, we will be able to hire the team to formalize a volunteer program that supports their personal and professional growth, and that equips them with the skills to volunteer and recruit others to serve.



OUR PROJECTS

LEARN A LITTLE ABOUT OUR NEW PARTNERS

We were honored and excited to have been approached by two organizations that have been participating in Giving Tuesday for the past couple of years! Together we hope to expand the network in and outside of Japan about the mission of giving.

Global Coin Solutions

Global Coin Solutions is the only one stop logistics, cash management solutions, and foreign currency fundraising partner in the world.



WE ARE 
THE IMPACT

We Are The Impact

They are a social enterprise dedicated to empowering positive social and environmental impact creation through an innovative media ecosystem. Their mission is to support, connect, and inspire entrepreneurs, investors, and more who are committed to creating impactful ventures.



GLOBAL REACH STRATEGY

The GTJ team is led by Tsunoda Stylings, an online web agency, which has been vetted and approved by the Global GivingTuesday team. They are now the representatives in Japan and facilitators translating and adapting the global movement to resonate and excite the Japanese public.

100+

countries

Giving Tuesday Global

GivingTuesday is the world's largest generosity movement, with more than 100 countries working year-round to inspire generosity around the world.

WHERE DREAMS BECOME REALITY

Tsunoda Styling has voluntarily led the GivingTuesday Japan movement since its inception in 2023, covering the costs of all resources to run and grow the movement.

Tsunoda Stylings also has various international clients interested in traveling to and visiting Japan, so our goal is to bridge the connection between our International and Japanese clients through cultural exchange.



What's Next?

So, what are our goals for 2025 and beyond? Launching a nationwide campaign every year in every prefecture in Japan is still our top priority and will be for the years to come. If you check our [About](#) page, you will see we have checked off **5** of our progress checkpoints, and we already have FOUR more in the works for early 2025! Be sure to check back to see which ones we mark off next!

As you know, each prefecture in Japan has its own unique culture, flavor, and community. We want to tap into what makes this country unique by having the natives show it through their versions of giving.

Another one of our goals is to get each prefecture involved in creating a [prefecture logo](#). So far, we have **11 out of 47 logos** created! More are in the works to be posted in early 2025!

Lastly, we hope to get volunteers in and outside of Japan, as many Japanese natives and organizations have already reached out to us from beyond our island borders! More information on this will come soon, so be sure to follow our blog and social media accounts!

Ignite The Spark

#GivingTuesdaySpark is all about encouraging young people to take action around the causes they care about most on Giving Tuesday.

Our national project is to start a community garden in every prefecture in Japan!

Let's Put the Fun Back in Farming.





Together We Give

What if we told you that you are changing the world right now?

Would you believe it?

MORE ABOUT US



For more information about partnering, sponsoring, volunteering, or just telling us your story, please reach out to us at the contact methods below!



Office Hours

10 am - 4:30 pm JST



Email

givingtuesdayjapan@gmail.com



Website

www.givingtuesday.jp



Team Leader Location

Gunma Prefecture