

III. The First Phase: Acquiring Basic Knowledge of Private Philanthropy

As a growing number of Japanese corporations became interested in establishing foundations, JCIE started receiving many inquiries regarding how American or European foundations are organized, what kind of activities they support, what kind of relationship they have with their parent companies, and so on. Some newly established private foundations, such as the Toyota Foundation, were undertaking serious and ambitious studies on these subjects, and JCIE was commissioned to do some studies. No comprehensive writings on private philanthropy had been published in Japanese that they could refer to at that time. Some corporations and foundations began by sending their officers and staff to the United States to visit major foundations to obtain information and advice.

In the initial phase of JCIE's International Philanthropy Project, between 1974 and 1977, emphasis was placed on providing Japanese foundations and corporations with basic information on private philanthropy, such as (1) basic principles of private philanthropy and its principal functions in society, (2) organization and structures, (3) priorities for grant-making, (4) procedures for grant-making, and (5) the roles of professional staff and staff development. As there was growing

interest among overseas foundations in Japan's philanthropic development, the Project helped provide them with information on those developments in Japan. (Some articles on Japanese philanthropy began appearing in *Foundation News*, such as "Philanthropy in Asia," July/August 1969, and "Corporate Philanthropy in Japan," September/October 1970, but both were rather sketchy.) The Project, therefore, took the form of an "International Exchange Project on Private Philanthropy." The original proposal went as follows:

It is a long-term, multi-faceted project designed to encourage emerging Japanese foundations to develop contacts and possible working relationships with their counterparts abroad, particularly in the United States and Europe. Moreover, it is hoped that the exchange of information made possible by this project will facilitate efforts among Japanese foundations to develop clearer definitions of their basic philosophy and rationale and establish the mechanisms and procedures necessary to effectively achieve their goals.

The project consisted of several inter-related activities: (1) study missions abroad; (2) research and survey projects; (3) major international symposia in Tokyo; (4) seminar series in Japan; and (5) publication of a newsletter on overseas philanthropy. Efforts were made to link different elements of the project, such as by undertaking a survey project in preparation for the overseas mission, preparing research papers or translating existing English-language materials into Japanese prior to the international symposia, and publishing a report on the findings of the study mission, etc., so that diverse activities would

reinforce each other. These initially conceived activities are described here, along with additional programs which were developed after the five-part original project proposed (as discussed in 1 to 5 below) were completed.

1. Study Mission to the United States and Canada (September 14-28, 1974)

In carrying out this first major program of the International Philanthropy Project, JCIE enlisted the support of the Japan Federation of Economic Organizations (Keidanren), the Japan Association of Corporate Executives (Keizai Doyukai), the Japan Association for Charitable Organizations, and the Trust Companies Association of Japan to act as "cooperating organizations" in order to encourage the broad support of the Japanese business community and fledgling philanthropic circles. On the U.S. side, the Council on Foundations and the Foundation Center were listed as "cooperating organizations," and, in fact, these organizations, represented by Datus Smith, Jr., did much of the planning work in coordination with JCIE. Datus Smith also sought the assistance of James Harris, Director of the Corporate Contributions Council of the Conference Board, in organizing meetings related to corporate philanthropy.

The study mission was headed by Yoichi Maeda, Executive Director of the International House of Japan, and consisted of thirteen delegates including Seiichi Seki, Managing Director of Keidanren, Tetsuo

Matsumuro, National Institute for Research Advancement, and Shumpei Tomono, Managing Director of the Japan Association of Charitable Organizations. The group started the programs with a two-day seminar at the Johnson Foundation's "Wingspread" Conference Center, and had programs in New York, Washington, D.C. and Toronto, Canada. During this period there were 18 seminars with some 80 speakers covering many aspects of philanthropy in the United States. The participants of the study mission had had three preparatory meetings, and they had submitted a list of issues they wished covered during the visit.

Many of the leading figures in private foundations and corporations in the United States participated in the programs as speakers. They included David Rockefeller, Chairman of Chase Manhattan Bank, Russell Mawby, President of the W. K. Kellogg Foundation, Alfred C. Neal, President of the Committee for Economic Development, McGeorge Bundy, President of The Ford Foundation, Kermit Gordon, President of the Brookings Institution, Dillon Ripley, President of the Smithsonian Institution, and Thomas Hughes, President of the Carnegie Endowment for International Peace.

2. Publication of the Report: *Private Foundations and Corporate Philanthropy in the United States* (JCIE, 1974)

In the course of preparation for the Study Mission discussed above, a survey on American foundations and

corporate giving was begun, and two papers providing basic information on American philanthropy prepared at JCIE's request in time for the study mission: One was *Organized Philanthropy in the United States* by Datus C. Smith, Jr.; the other was *Corporate Philanthropy in the United States* by James F. Harris. After the completion of the study mission in September 1974, these two papers, along with a comprehensive report of the mission by Tadashi Yamamoto and information on 19 philanthropic organizations (including major foundations and corporations active in giving programs) were compiled and published under the title *Private Foundations and Corporate Philanthropy in the United States* in Japanese. This report was used as a reference tool for the International Symposium held in January 1975.

3. Publication of the Report: *Foundations in Europe* (JCIE, 1975)

As a part of the International Philanthropy Project and in preparation for the International Symposium of January 1975, a report on European foundations was compiled and published in Japanese. A paper was specifically written for this report by I. Gotthard Gambke, Secretary General of Stiftung Volkswagenwerk on the "European Philanthropic Tradition." A survey report on the "Present State of European Foundations" was written by Hiroshi Peter Kamura on the basis of his field studies in the United Kingdom, France, West Germany, Holland, and Italy in December 1974 and information collected during two previous visits to Europe in 1974 by

Tadashi Yamamoto. In writing this survey report, permission was received to make use of publications by the Agnelli Foundation, *Guide to European Foundations*, and *the Fiscal and Juridical Status of Foundations*. Similarly, Klaus Neuhoﬀ, Consultant of Stifterverband für die Deutsche Wissenschaft (Donors' Association for the Promotion of Sciences and Humanities in Germany) gave permission for the use of his publication *Trusts and Foundations in Europe*. *Foundations in Europe* also contained descriptions of 24 major European foundations.

4. Publication of Survey Report: *Philanthropy in Japan* (JCIE, 1974)

JCIE conducted a survey on the status of Japanese philanthropy and published its findings as a report both in Japanese and English in January 1975. The report was also used as a reference tool for the 1975 International Symposium discussed below. The report consisted of an overview of foundations and corporate giving based on the survey findings, and a directory of 41 major grant-making foundations. It was perhaps the first time a report of such comprehensive scope on philanthropy had been published, and it provided the basis for international exchange on philanthropy involving Japanese.

5. International Symposium on the Role of Philanthropy in the Advanced Societies (January 21 - 23, 1975, Tokyo)

As the culmination of the programs carried out under the International Philanthropy Project starting in 1974, an International Symposium was held in Tokyo, January 21-23, 1975 on "The Role of Philanthropy in the Advanced Societies." With the participation of 20 American, Canadian, and European leaders in the field of private philanthropy, it was clearly the largest international conference on philanthropy ever held in Japan, and it attracted over 150 Japanese participants. Opened with keynote speeches by Shigeharu Matsumoto, Chairman of the International House of Japan, G.E.W. Wolstenholme, Director of the Ciba Foundation in the United Kingdom, and McGeorge Bundy, President of The Ford Foundation, the symposium discussed the following themes which had run through the initial programs of the International Philanthropy Project:

- (1) Public and Private Interaction in Public Affairs
- (2) Corporate Philanthropy: Foundations and Corporate Giving
- (3) The Rationale for Private Philanthropy
- (4) The Administration of Foundations and Corporate Giving Programs
- (5) International Cooperation in Philanthropy

If this international symposium had a major impact on philanthropic development in Japan and on fostering close working relationship between American/European and Japanese leaders in the field of private philanthropy, it was largely due to the high calibre of the overseas participants as listed below.

Landrum R. Bolling, Vice President, Lilly Endowment, Inc.

William L. Bradley, President, Edward W. Hazen Foundation

McGeorge Bundy, President, The Ford Foundation

Marion Fremont-Smith, Board Member, Council on Foundations

Carl J. Green, Program Officer, The Ford Foundation

James A. Joseph, Executive Director, Cummins Engine Foundation

E. B. Knauff, Vice President, Aetna Life Casualty

Russell A. Phillips, Jr., Secretary, Rockefeller Brothers Fund

Robert M. Reunitz, Deputy Executive Director, Japan Society, Inc.

Datus C. Smith, Jr., Consultant, Council on Foundations

Laurence D. Stifel, Secretary, Rockefeller Foundation

Wayne E. Thompson, President, Dayton Hudson Foundation

Homer C. Wadsworth, Director, Cleveland Foundation

Marth R. Wallace, Vice President, Henry Luce Foundation

Paul N. Ylvisaker, Dean, Harvard University Graduate School of Education

James L. Stewart, Japan Representative, Asia Foun-

dation

Klaus Neuhoff, Stifterverband für die Deutsche
Wissenschaft

G. E. W. Wolstenholme, Director, Ciba Founda-
tion

Donald S. Rickerd, President, Donner Canadian
Foundation

6. Study Mission to Europe (January 4-21, 1976)

In order to maintain the momentum of international exchange on private philanthropy generated through the above-mentioned International Symposium, JCIE organized another study mission to Europe from January 4-21, 1976. Dr. Yujiro Hayashi, Executive Director of the Toyota Foundation, led the 15-member delegation to the United Kingdom, Germany, and France, and Belgium. The itinerary included a seminar on British foundations at the Ciba Foundation, a seminar with researchers and scholars at the Royal Institute of International Affairs in London, a German-Japanese Foundation Conference at the Aspen Institute, Berlin where Shepard Stone hosted the Japanese delegation and about 15 representatives of German foundations and major corporations, an International Relations Seminar at the Research Institute of the German Society for Foreign Policy, a seminar at the German Research Association, a seminar at the Fondation Nationale des Sciences Politiques in Paris, and a one-day seminar at the Commission of the European Communities. A report of the study mission was compiled after the trip and published in March 1976.

7. International Symposium on the Filer Commission Report (February 23, 1976)

The Japanese foundation and corporate officers and staff observing American philanthropy were very interested in the active debate on the relevance and legitimacy of the voluntary sector taking place in the United States. They were also impressed by the initiative John D. Rockefeller 3rd took in organizing research and study on private philanthropy in the changing social environment through the Commission on Private Philanthropy and Public Needs (Filer Commission). This considerable interest led JCIE to organize a conference on the Filer Commission findings, inviting Leonard L. Silverstein, Executive Director of the Commission, and Herbert E. Longenecker, member of the Commission and President Emeritus of Tulane University on February 23, 1976 as keynote speakers. As reference materials for the symposium, the report of the Commission and a brief summary of all the studies, reports, and analyses compiled in the Compendium of Commission Research were translated and published in two volumes.

8. Overseas Philanthropy Seminar Series

In order to maintain the momentum of interaction between Japanese foundation/corporation officers and their overseas counterparts, and to continue to encourage the "learning process" vis-à-vis philanthropic developments abroad, JCIE organized a series of seminars with visiting foundation officials from abroad and ex-

perts knowledgeable about third sector institutions. Typically, these seminars were held in the late afternoon at the JCIE offices, and followed by a simple cocktail party. These seminars are said to have helped facilitate the building of a network among Japanese foundation officers and corporate givers, in addition to responding to their needs for further information on private philanthropy. Some of the seminar speakers in the first phase of the International Philanthropy Project included the following:

- (1974) John D. Rockefeller 3rd
David Bell, The Ford Foundation
Russell A. Phillips, Jr., Rockefeller
Brothers Fund
Carl J. Green, The Ford Foundation
Nathaniel Spear, The Foundation
Center
- (1975) Joseph Kulin, The Foundation Center
Soedjatmoko, The Ford Foundation
Max Kohnstamm, European
Community University Institute
- (1976) Waldmar A. Nielsen, Aspen Institute
Harry Oshima, Rockefeller
Foundation (Philippines)
Jose Abueva, University of Atheneo
de Manila

Vernon Ruttan, Agricultural
Development Council

Francis Sutron, The Ford Foundation

9. Overseas Philanthropy Information Service

As an additional element of the first phase of the International Philanthropy Project, information services were provided to Japanese foundation officials, corporate officers, journalists, and others involved in private philanthropy. It was difficult to find Japanese-language materials on private philanthropy in those early years, and there was considerable demand for such information. During 1975 and 1976, JCIE published seven issues of a newsletter entitled *Overseas Philanthropy News* introducing articles from *Foundation News* and summarizing the annual reports of major American foundations and other materials. Hiroshi Peter Kamura, assigned to open JCIE's New York office, wrote a comprehensive report in two installments on the 27th Annual Convention of the Council on Foundations held in 1976.

JCIE also translated several reference works for general distribution. Some of the printed materials produced around this time are still in demand. They include the translation of *The Reference Staff Manual of the Cleveland Foundation* and *Application Guidelines of Fritz Thyssen Stiftung*, both of which were printed in full in 1976.