CSR Initiatives

As a constituent component of society, each company owes its own existence to society. Consequently, no company can function as a going concern without contributing to the sustained development of society. The SBI Group has a strong awareness of the "social nature of companies" and the need to be a "strong and respected company." With this in mind, the SBI Group is actively conducting various corporate social responsibility (CSR) programs.

Strengthening CSR Activities through the SBI Children's Hope Foundation

In order to make a direct contribution to society, the SBI Group donates a reasonable portion of its earnings to support child welfare facilities. The SBI Children's Hope Foundation, which has administered these activities since 2005, acquired accreditation as a public interest incorporated foundation in 2010 from the Office of the Prime Minister of Japan, and received certification as a tax-exempt corporation in 2011. This has not only allowed the Foundation to maintain society's trust, but also gives it preferential treatment under the tax code as a "designated public interest promotion corporation." The SBI Group will continue to place more focus on social welfare facilities such as those for the prevention of child abuse.

1. Donations to Child Welfare Facilities

To improve conditions at facilities that care for abused children, the SBI Children's Hope Foundation narrowed its focus to target smaller-scale care at child welfare facilities. To that end, in FY2011, the Foundation donated ¥23 million to 9 facilities. An additional ¥6 million was given to a facility damaged by the Great East Japan Earthquake, as well as to fund support activities for the children and training activities (1 facility and 2 foundations).

As a result, total cumulative contributions since FY2005 now amount to ¥746 million.

2. Training for Child Care Personnel

The Foundation provides on-the-job training programs for 50 selected care workers at child care facilities in eastern and western Japan, respectively. The objective is to give personnel at facilities the knowledge and skills required for therapeutic care services for abused children. Furthermore, in addition to organizing "the SBI Children's Inspiration Academy," an advanced training course for those who have already completed the previous training programs, the Foundation launched a new series of "Block Training Courses" in FY2011 to provide opportunities for ongoing professional development. A total of 9 seminars have been held during FY2011.

3. Support for Self-Reliance

The Foundation donated ¥19 million to 5 facilities and 2 foundations for programs that assist children to become independent after leaving care facilities.

Forum for the Prevention of Child Abuse

4. Public Awareness Activities to Prevent Child Abuse

In order to promote society-wide efforts against child abuse, the Foundation is carrying out awareness-raising activities for the public. During FY2011, it organized the "Forum for the Prevention of Child Abuse—Toward the Prevention of Abuse of Infants and Children" jointly with the Japan Medical Association, which was held four times in various locations. In addition, the SBI Children's Hope Foundation, the SBI Graduate School and Yokohama City University held a joint seminar entitled "Child Abuse in 2011—Recognition, Saving and Prevention."

The Foundation has supported the Orange Ribbon Campaign, which raises public awareness of child abuse prevention. Every November, which is Child Abuse Prevention Month, SBI Group executives and employees wear orange ribbons, raising awareness of this issue within and outside the SBI Group. As a result, in FY2011, the SBI Group collected donations totaling ¥630,000 from the sale of orange ribbons and orange ribbon badges, etc.

Morningstar Japan SRI Index

As of the end of March 31, 2012, the net assets of the SRI ("Socially Responsible Investment"; publicly offered investment trusts) funds utilizing Morningstar Japan data totaled approximately ¥2.5 billion. Through the calculation and the disclosure of Morningstar Japan's SRI index, the SBI Group encourages companies to promote their CSR activities, and also creates an environment conducive to socially responsible investment by providing a benchmark for SRI funds and supplying information for investors.

Relief Support for Victims of the Great East Japan Earthquake

The SBI Group has provided and collected monetary donations to assist areas of Japan impacted by the Great East Japan Earthquake that struck on March 11, 2011.

As of March 31, 2012, the Group companies had collected a total of ¥91,296,729 in relief donations. In addition to soliciting donations, the SBI Group companies have offered all or a portion of their sales for a limited time as donations. As of March 31, 2012, ¥25,061,127 in donations have been raised in this way. A total of ¥116,357,856 was donated to the Japanese Red Cross Society for assisting in activities to provide relief to the victims of the disaster, and to support restoration activities in the region.