



Contributing to the Solving of Society's Problems through the YOKOHAMA Magokoro Fund



Significance of our initiatives

Turning employees' desire to be of use to society into reality

The YOKOHAMA Magokoro (Sincere Heart) Fund was established in response to comments received in a survey of the Yokohama Rubber employees conducted after the Great East Japan Earthquake of 2011, which included "I would like to do something to address the social problems affecting the world, but I am not sure how to initiate social contribution activities" and "I don't have enough time to volunteer."

The Fund makes it possible to respond promptly with donations when a disaster occurs.

Rather than just providing unidirectional support, the Fund engages in communication and exchange with organizations that are engaged in providing support on the frontline, so that employees are able to develop a more in-depth understanding of society's needs, and can apply what they have learned in the workplace.

Donations made by the YOKOHAMA Magokoro Fund (cumulative amount)

Support for specific organizations

4.72 million yen

Donations following disasters

7.50 million yen

Yokohama Rubber provides matching donations equivalent to the amount that employees donate to the Fund.

The background to the establishment of the YOKOHAMA Magokoro Fund

When the Great East Japan Earthquake occurred in 2011, Yokohama Rubber responded to an appeal by Global Compact Network Japan, authorizing a total of 60 employee volunteers to provide assistance in the areas affected by the disaster. Subsequently, on the basis of interviews and discussion meetings with the participating employees, it was decided that the company needed to put in place a framework for ongoing volunteering activities.

With the volunteers and the CSR & Environmental Affairs Department (as it then was) playing a central role, a Social Contribution Sub-committee was formed. The Employee Social Contribution Activity Support System (Volunteering Activity Support System) was established in April 2014, and the YOKOHAMA Magokoro Fund (hereinafter referred to as the "Magokoro Fund") was set up in May 2016; they have continued to operate continuously ever since.



YOKOHAMA
まごころ基金

The Magokoro Fund framework

All Yokohama Rubber employees (i.e. all persons who are in an

employment relationship with the company) have the opportunity to join the Magokoro Fund. Members voluntarily contribute part of their monthly salary in units of 100 yen, and these funds are used to provide support for specific organizations.

Members submit suggestions as to which organizations the Magokoro Fund should support to the Fund's Secretariat; the Fund's Management Committee, composed of representatives of each Yokohama Rubber workplace, then screens the candidate organizations, and decides which organizations should receive funding support and in what amount. When a natural disaster occurs, the Management Committee deliberates and decides whether the Fund should provide a donation. When a donation is made, Yokohama Rubber provides a matching donation of the same amount to the organization in question, thereby making it possible to provide an even higher level of support.

Changing employees' attitudes through collaboration with the supported organizations

In 2019, some of the organizations supported by the Magokoro Fund held study sessions etc. at Yokohama Rubber facilities. Rather than just providing unidirectional support, by fostering communication and exchange with the supported organizations we are able to provide stimulus for Yokohama Rubber employees' thinking, and make them aware of the kinds of problems that are affecting society. We anticipate that, through this kind of activity, we can develop ideas as to how Yokohama Rubber can help to address society's problems through its products and services.

Organizations that we supported in 2019

- : Main activities undertaken by the supported organization
- ✳ : Purpose for which the support from the Magokoro Fund was used

NPO corporation Ikawako

- Environmental education, 3R (Reuse, Reduce, Recycle) awareness-raising, mangrove forest planting and other environmental projects in the Philippines
- ✳ In the past, the Don Aguido Reyes Maboloc Memorial High School depended on a single well as its water supply. The funding support received from the Magokoro Fund was used to install new water supply facilities so that the school's students can enjoy greater comfort and better hygiene at school.



The new water tank installed at the high school

Certified NPO corporation ChildFund Japan

- Supporting the healthy growth of children living in poverty in countries such as the Philippines and Nepal, and helping families and communities in these regions to maintain their autonomy
- ✳ Through ChildFund Japan's sponsorship program, the Magokoro Fund has helped four children living in the Philippines to receive the support they need, in relation to education, healthcare, nutrition, etc. Yokohama Rubber employees were able to communicate with the children through the exchanging of letters.



Cards etc. sent by Yokohama Rubber employees to children in the Philippines

General incorporated association JEAN

- Activities to address the problem of marine debris (ocean garbage), through marine debris awareness-raising activities and coastline clean-up activities, etc.
- ✳ In the last few years, there has been growing concern about the problem of plastic waste polluting the oceans. Funding support from the Magokoro Fund was used to hold study sessions etc. that made use of leaflets about the problem of microplastics (which were produced using Magokoro Fund funding assistance the previous year).



Study session to spread awareness of the problem of marine debris

Certified NPO corporation Shine On! Kids

- Promoting canine-assisted therapy to help give children struggling with cancer or other health issues the courage to face hospital life and treatment programs
- ✳ Funding support from the Magokoro Fund was used for the training of new facility dogs to ensure that Shine On! Kids' facility dog program, which provides facility dogs to keep children company, can continue to maintain stable operation.



Tai (left) and Masa (right), two new facility dogs in training

Certified NPO corporation REALE WORLD

- Through collaboration between Japan and Nepal, using soccer to help children cultivate life-skills and create a future full of hope
- ✳ The aim is to utilize funding support from the Magokoro Fund to make it possible to donate football boots donated by Japanese children who have taken part in the Reale Cup (an education-oriented soccer competition) for use by children in Nepal.



Nepalese children who received football boots from Japan

Donations in response to serious natural disasters

When a major natural disaster occurs, the Magokoro Fund makes donations for disaster relief; these funds are delivered to the people affected by the disaster through organizations such as the Japanese Red Cross Society. Making donations from the Magokoro Fund makes it possible to respond to disaster more rapidly than if a special donation drive had to be organized every time. By providing a matching donation in the same amount as that provided by the Magokoro Fund, Yokohama Rubber ensures that more funds are available for disaster relief.

Disaster relief donations made in FY2019

Name of disaster	Amount of donation
Damage caused by torrential rains in Japan in August 2019	500,000 yen
Damage in Chiba Prefecture caused by Typhoon No. 15 (Typhoon Faxai) in 2019	500,000 yen
Damage caused by Typhoon No. 19 (Typhoon Hagibis) in 2019	1,500,000 yen

*In each case, Yokohama Rubber made a matching donation of the same amount as that made by the Magokoro Fund. (In the case of Typhoon No. 19 in 2019, Yokohama Rubber also made a separate, additional donation in the company's own name.)

Future issues

In the future, we aim to further strengthen our communication and exchange with supported organizations, building relationships that enable us to work together to play a useful role in addressing social problems. We are also considering expanding the scope of support provision to include new areas, including support for organizations in fields that we have not been able to support before, and organizations that are working to solve social problems that are particularly pressing in the era of the COVID-19 coronavirus epidemic.