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EVERY LAST CHILD

Save the Children

Save the Children Japan
Annual Report 2024
Executive Summary



©Miguel Serrano Save the Children in El Salvado

Foreword

Thank you for your continued support for Save the Children.
Your generosity in 2024 enabled us to work alongside children in Japan and in another 110 countries worldwide, reaching over 41 million children. We are deeply grateful for your commitment to protecting and empowering children throughout the world.

Last year saw the highest number of conflicts since World War II. In regions such as the Gaza Strip in the occupied Palestinian territory and beyond, the path to peace remains uncertain, and humanitarian crises continue to escalate. Amid these challenges, children face grave threats to their well-being, including hunger and disease. With your support, we remain steadfast in our mission to safeguard their lives and futures.

In Japan, we responded to the Noto Peninsula earthquake and severe flooding by providing Emergency Kits for Children and creating child-friendly spaces, safe environments for play and learning.
Beyond immediate relief, we amplified children's voices through surveys, and supported their learning with initiatives such as the Noto Child Support Grant, that ensured continuous assistance guided by local needs.

As rising prices, especially for food, placed additional strain on families, we provided Children's Food Support Boxes during school holidays to provide children with access to nutritious meals, as well as financial assistance for those most in need.

We also conducted a nationwide survey of 30,000 participants on child poverty and awareness of children's rights, and we use these insights to advocate for policies that leave no child behind.

In March, a devastating earthquake, the largest in a century, struck central Myanmar, severely impacting children and families in both Myanmar and neighboring Thailand. Working with local partners, we delivered urgent assistance to the communities hit hardest by the disaster.

Looking ahead to 2025, we will continue to walk alongside children and communities in our mission to create a world where every child's rights are fully realized. Your unwavering support makes this vision possible, and we sincerely thank you for standing with us.

Junichiro Ida, Chair of the Board
Akiko Takai, Managing Director of the Board, Chief Executive Officer Save the Children Japan

Every child has the right to survival, protection, development and participation. We fight to make children's rights a reality worldwide.



Eglantyne Jebb, founder of Save the Children

For more than 100 years, we have been working with children.

Save the Children is an international NGO that works to make children's rights to survival, development, protection and participation a reality worldwide. It was established in the UK in 1919 and is currently at work in approximately 110 countries. The UN and the governments of many countries have a high regard for Save the Children as a pioneer of children's rights, and we have achieved breakthroughs in the way the world treats children. Save the Children Japan was established in 1986. We are active in international programs in fields such as health and nutrition and education. When conflicts or natural disasters occur, we provide emergency and humanitarian responses. In Japan, we have actively addressed issues of child poverty and have also conducted various programs in response to large-scale disasters, through these programs, we work to make children's rights a reality.



Save the Children reached more than 41,000,000 children in approximately 110 countries including Japan.

Save the Children directly reached 41,178,657children through its work in 2024.

■ Countries and regions where Save the Children worked in 2024.

■ Countries and regions where Save the Children Japan conducted projects by assigning staff members, etc.

Emergency and Humanitarian Response

For children and local communities affected by natural disasters and humanitarian crises, Save the Children swiftly responds to meet their immediate needs, enabling them to return to and rebuild their lives.

Health and Nutrition

To ensure that all children and their families can access quality health services, Save the Children provides assistance, including healthcare for pregnant women, mothers and newborns; prevention and treatment of infectious diseases and malnutrition; and strengthening of health systems.

Education

In order for all children to receive quality education, Save the Children implements programs that improve learning environments, provide capacity development opportunities for teachers, raise awareness in local communities and promote pre-school education programs.

Child Protection

We promote child protection measures in close collaboration with various stakeholders such as local governments and communities, children, and their caregivers to protect children from violence, abuse, and exploitation, and cultivate environments in which children can grow up safely and securely.

Disaster Risk Reduction (DRR)

Save the Children strengthens DRR structures of local communities so that children can act independently when disasters occur and their voices are reflected in DRR policy and practice. We promote child-centered disaster risk reduction.

Child Poverty

We are working to end child poverty by providing direct support, raising public awareness and engaging in advocacy. Our aim is to ensure that all children have access to the physical possessions, services and opportunities necessary for them to live their lives and develop, so that they can fulfill their potential.

International Programs

Emergency and Humanitarian Response



We provided support such as emergency supplies and food assistance, child protection, education, health, and nutrition for children and their families affected by severe humanitarian crises in the Gaza Strip, as well as in Romania, Yemen, Syria, Bangladesh, Mozambique, and South Sudan.



In response to the devastating earthquakes in Türkiye and Syria, we provided mental health and psychosocial support (MHPSS) to affected children.
In Mongolia, we delivered cash assistance and other support to children and their families impacted by severe winter conditions caused by the dzud. In addition, with the resources provided by the Inochi Mirai Fund, Save the Children was able to offer speedy aid to children affected by natural disasters and armed conflicts around the world.

Education



In Mongolia, Save the Children promotes inclusive education in primary and secondary schools to ensure that all children receive a quality education, regardless of disability, poverty or language barriers. In collaboration with the Ministry of Education, we are also implementing initiatives to improve the quality of education through the use of e-learning and other innovative approaches.



In Pakistan, we distributed learning materials to children unable to attend school due to flooding, and provided cash assistance and other support to Afghan refugee children and Pakistani children facing barriers to education.
In Mozambique, we organized training programs for youth to learn environmentally friendly business practices.

Child Protection



In Cambodia, Save the Children worked to eradicate and prevent violence against children in primary schools, while in Mongolia we implemented initiatives to protect girls from violence and exploitation.
In Cambodia and Laos, we supported community-led efforts where residents identified risks of violence and safety concerns through dialogue and meetings, and developed and implemented action plans for prevention and response.

Health and Nutrition



In Uganda, we implemented agricultural training programs to improve livelihoods in areas severely affected by malnutrition, and partnered with local health facilities to launch initiatives for the early detection of malnutrition. In Vietnam, we supported ethnic minority households with livelihood improvements as well as maternal and child nutrition programs, while also advancing efforts to promote adolescent sexual and reproductive health.

Child Poverty



In Bangladesh, a mobile training center using buses trained young people in livelihood development and after the training supported them to start their own businesses and find employment.
In Mongolia, where around 30% of young people living in remote areas are unable to find regular employment, Save the Children provided them with training courses on entrepreneurship with the aim of developing human resources with the capacity to lead rural society, reduce poverty and lower unemployment rates.

Climate Change Adaptation and Disaster Risk Reduction



In Sumatra, Indonesia, we work in partnership with WWF to develop an integrated intervention model that combines livelihood improvement, education, and child protection in areas affected by rapid deforestation.
In Mongolia, we implemented a child-led tree-planting initiative, aiming to create a foundation for a greener future as the trees grow, while continuing to expand and sustain these efforts.

Domestic Programs

Ending Child Poverty



Although the latest relative poverty rate* for children in Japan has improved slightly to 11.5%, rising prices continue to pose serious challenges for households struggling to secure daily meals and essential items. To address these needs, we provided financial support for school enrollment and high school expenses, distributed newborn care supplies, and offered opportunities for enriching experiences. In addition, during long school holidays, we delivered "Children's Food Support Boxes" to approximately 10,000 households to help ensure adequate nutrition for children.
*Ministry of Health, Labor and Welfare, Basic Survey of National Living Standards 2022.



For the first time in five years, we conducted a nationwide public awareness survey on child poverty and children's rights, reaching over 30,000 children and adults, which attracted significant media attention. We also carried out surveys with children and parents receiving direct support and used the findings to advocate for policy improvements with government ministries and members of parliament.

Emergency Recovery Support for the Noto Peninsula Earthquake and Heavy Rain



In the areas affected by the Noto Peninsula earthquake, we distributed emergency child kits containing hygiene items and play materials, provided equipment to schools, and supported school meal supplementation. We also created child-friendly spaces, safe environments for play and learning. In regions impacted by the Oku-Noto heavy rains, we carried out tailored support activities based on local needs.



In July 2024, we conducted a survey targeting children in disaster-affected areas to hear their thoughts and opinions on the earthquake and recovery process. The survey, which included students from Grade 4 through high school, received responses from 2,053 participants. The findings were submitted to the Governor of Ishikawa Prefecture, the Prefectural Board of Education, and other authorities, with recommendations that reflect children's voices in recovery efforts. In addition, through the "Noto Child Support Grant," we provided financial assistance to approximately 4,000 children.

Advocacy Policy
Advocacy and Social Awareness

Support for Local NPOs



Challenges such as family isolation, worsening child abuse, and relative poverty,compounded by rising prices, continue to undermine the ability to guarantee children's fundamental rights to grow, learn, play, and participate. To address these issues, we work together with local non-profit organizations (NPOs) working with children in communities. We provide financial grants, strengthen organizational capacity, and create environments that uphold children's rights with the aim of safeguarding these rights in everyday life.

Expanding Education on Children's Rights



We are developing and promoting the educational resource "Children's Rights", designed for use in school lessons and workshops.
In Chiba Prefecture, we partnered with the J.League team Kashiwa Reysol to deliver a special class where students learned about children's rights together with professional players.

Child-Centered Disaster Management



To ensure that children's lives are protected and that emergency response is grounded in children's rights during natural disasters and other crises, it is essential that children themselves understand preparedness and appropriate actions. To this end, we organized disaster preparedness events, workshops, and training sessions for both children and adults. In addition, we provided emergency preparedness supplies to 108 after-school childcare centers in Karatsu City (Saga Prefecture), Amakusa City and Minamata City (Kumamoto Prefecture).

Hosting the Convention on the Rights of the Child Forum



We served as the secretariat for the "Convention on the Rights of the Child Forum 2024 in Tokyo," aimed at creating opportunities for understanding and dialogue on children's rights among children themselves, policymakers, civil society organizations, educators, and the media.
The forum brought together a total of 2,316 participants from across Japan, including members of the executive committee and volunteers.

Collaboration with Diverse Stakeholders

Acceptance of Visiting Classes and Office Visits

We conducted outreach and online classes at 11 schools, and welcomed students from six schools to our Tokyo office. During these sessions, we explored together the realities faced by children in Japan and around the world, our child-focused support activities, and the importance of children's rights.



Lectures and Training Sessions

We delivered 159 lectures and training sessions to universities and other educational institutions, government agencies, companies, NGOs, and citizen groups. These sessions covered a wide range of topics, including our domestic and international support activities, challenges facing children, disaster preparedness, children's rights, and child safeguarding.



Fundraising Activities

Across Japan, 61 schools, childcare facilities, and citizen groups supported our fundraising efforts for Save the Children through various initiatives, including cultural festivals and charity events.



Volunteer Activities

A total of 104 volunteers supported our activities in various roles, including assisting at events, providing online translation and proofreading, editing videos, and helping with mailing operations at our Tokyo office. Their contribution was essential to our ability to sustain our work across multiple areas.



Approximately 20,200 individuals provided ongoing contributions through our monthly giving program "SC Support,". In addition, many supported our activities through emergency appeals and seasonal donation campaigns. We also received donations from 734 companies and organizations, including fundraising efforts by schools and citizen groups.

Board Members

As of April 1, 2024

Chair of the Board
IDA, Junichiro
SANYO FOODS Co., Ltd. President

Vice Chair of the Board
NAKASHIMA, Amane
Kewpie Corporation Chairman

MORI, Hiroo
Mori Building Co., Ltd. Executive Vice President

Executive Director
TAKAI, Akiko
Save The Children Japan Secretary General

Board Member
YOKOYAMA, Eiko
Yoshio Yokoyama Architectural Design Management Office Co., Ltd. President

TSUNOZAKI, Etsuko
SEEDS Asia Board Member

BANDO, Kumiko
Japanese Red Cross Society Board Member

MAEDA, Shin
TOKYO TOWER Co., Ltd. President

MATSUFUJI, Hiroshi
MITSUI & CO. President of Clinic
Health Management Center & Medical Clinic
Human Resources and General Affairs Division

FUKUMOTO, Tomomi
SUNTORY FOUNDATION for ARTS Senior Advisor

ABE, Yoshie
Kogakuin University Division of Liberal Arts,
Teacher and Curator Training Course Professor

YAMAMOTO, Shigenari
YAMAKIN CO., LTD President

IWASAKI, Hiroshi
FamilyMart Co.,Ltd. Executive Officer,
General Manager of Sustainability Promotion Department,
Marketing Division

KODERA, Kiyoshi
WaterAid Japan Board Member

OBI, Naoko
International Christian University Network on Humanitarian Action (NOHA) Program Coordinator, Part-time lecturer
Tokyo University of Foreign Studies Part-time Lecturer
Shophia University Part-time Lecturer
Kwansei Gakuin University Part-time Lecturer

NISHIKAWA, Satoru
The Japan International Cooperation Agency (JICA) Senior Advisor
Tohoku University, International Research Institute of Disaster Science
Specially Appointed Professor

URUSHI, Shihoko
Shinagawa Joshi Gakuin Chief Director

SHIPPEE, Mitsu
Sony Group Corporation Sustainability Department
Senior General Manager

Auditor
OHARA, Keiko
Kamiyacho International Law Office
Attorney-at-Law admitted in Japan and New York

IMAMURA, Hideaki
Waseda Business School, Waseda University Visiting Professor
Shizenkan University Specially Appointed Professor
Niigata Sangyo University Specially Appointed Professor
St.Cousair,Inc. Outside Director

SHIBAYA, Tetsuo
Grant Thornton Taiyo LLC
CPA , Senior Partner, Head of Audit Headquarters

Honorary Chair of the Board
UENO, Masaya
Ueno Fine Chemicals Industry, Ltd. President and CEO

Adviser
FUKADA, Hiromu
Kajima Institute of International Peace Auditor
Tingyi Holding Corp. Independent Non-Executive Director
Former Ambassador to Australia

Save the Children Japan

2024 Financial Information

(Unit : JPY)

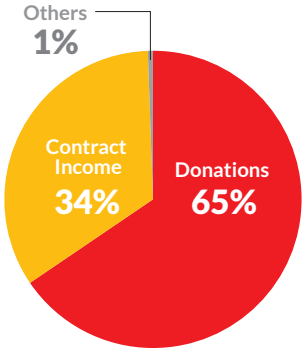
Balance Sheet (As of December 31, 2024)

I. Assets	1. Current Assets	
	Cash & Cash Equivalents (domestic)	588,323,182
	Cash & Cash Equivalents (overseas)	73,102,976
	Prepaid Operating Expenses	615,568,421
	Accounts Receivable	122,394,241
	Inventories	682,768
	Prepaid Expenses	58,157,467
	Advance Payment	42,992
	Total Current Assets	1,458,272,047
	2. Non Current Assets	
	(1) Basic Funds	
	Time Deposits	50,000,000
	Total Basic Funds	50,000,000
	(2) Special Funds	
	Reserve for Severance Payments	141,566,555
	Reserve for Accumulated Depreciation	121,033,781
	Reserve for the Stabilization of Overseas Operations	23,934,215
	Reserve for Domestic Operations	3,200,000
	Restricted Donations for Not for Profit Segment	1,194,104,134
	Total Special Funds	1,483,838,685
	(3) Other Non Current Assets	
	Building	7,666,399
	Leasehold Improvements	16,792,726
	Vehicles	16,024,888
	Furniture and Fittings	9,953,219
	Software	30,684,499
	Deposits	12,783,200
	Total Other Non Current Assets	93,904,931
	Total Non Current Assets	1,627,743,616
	Total Assets	3,086,015,663
II. Liabilities	1. Current Liabilities	
	Accounts Payable	322,714,794
	Deferred Revenue	538,870,957
	Deposits Received	10,733,926
	Accrued Seasonal Salary	5,687,405
	Total Current Liabilities	878,007,082
	2. Non Current Liabilities	
	Provision for Severance Payments	141,566,555
	Total Non Current Liabilities	141,566,555
	Total Liabilities	1,019,573,637
III. Fund Balance	1. Restricted Funds - net	
	Restricted Donations	1,321,121,847
	Total Restricted Funds - net	1,321,121,847
	(of which, Amount Appropriated to the Basic Funds)	(50,000,000)
	(of which, Amount Appropriated to the Special Funds)	(1,194,104,134)
	2. General Funds - net	745,320,179
	(of which, Amount Appropriated to the Special Funds)	(148,167,996)
	Total Funds - net	2,066,442,026
	Total Liabilities and Fund Balance	3,086,015,663

Statement of Changes in Fund Balance (For the year ended December 31, 2024)

I. Changes in General Funds - net		
1. Changes in Ordinary Earnings		
(1) Ordinary Income	① Earnings on Basic Funds	29,256
	② Earnings on Special Funds	790,786
	③ Membership Fees	7,500,000
	④ Contract Income for Aid Operations	1,120,298,922
	Government Contract Income	496,665,748
	Private Sector Contract Income	378,402,041
	Overseas Contract Income	245,231,133
	⑤ Service Contract Income	5,831,632
	⑥ Income from Sales and Events	5,258,968
	⑦ Donations Received	2,173,235,091
	Unrestricted Donations	958,309,775
	Restricted Donations	1,214,925,316
	⑧ Miscellaneous Income	4,659,407
	Total Ordinary Income	3,317,604,062
(2) Ordinary Expenses	① Operating Expenses	3,358,257,386
	Overseas Aid Expenses	935,563,831
	Emergency Aid Operation Expenses	684,625,067
	Domestic Operations Expenses	354,642,944
	Grants Expenses	450,837,215
	Operations Activity Expenses	303,005,083
	Public Relations Expenses	443,702,398
	Other Operating Expenses	184,656,511
	Profit Making Business Expenses	1,224,337
	② Administrative Expenses	147,854,048
	Total Ordinary Expenses	3,506,111,434
	Changes in Ordinary Earnings for the Period before Valuation Adjustment	△ 188,507,372
	Changes in Ordinary Earnings for the Period	△ 188,507,372
2. Changes in Non Ordinary Earnings		
(1) Non Ordinary Income	Gain on Sale of Non Current Assets	1,410,425
	Total Non Ordinary Income	1,410,425
(2) Non Ordinary Expenses	Loss on Elimination of Non Current Assets	5,377,285
	Total Non Ordinary Expenses	5,377,285
	Changes in Non Ordinary Earnings for the Period	△ 3,966,860
	Changes in General Funds – net for the Period	△ 192,474,232
	General Funds – net, beginning of the Period	937,794,411
	General Funds – net, end of the Period	745,320,179
II. Changes in Restricted Funds - net	① Donations Received	1,185,871,019
	Restricted Donations	1,185,871,019
	② Transfer to General Funds	△ 1,214,925,316
	Changes in Restricted Funds – net for the Period	△ 29,054,297
	Restricted Funds – net, beginning of the Period	1,350,176,144
	Restricted Funds – net, end of the Period	1,321,121,847
III. Total Funds - net, end of the Period		2,066,442,026

Ordinary Income



Audit Report

The original 2024 Financial Statements, in Japanese, were audited by board auditors of Save the Children Japan and the independent auditor (Deloitte Touche Tohmatsu LLC).



Our History

Save the Children was established in the UK in 1919, and Save the Children Japan was established in 1986. More than 100 years, Save the Children has been working with children.



1919 Save the Children established in the UK.

1986 Save the Children Japan established.
Educational programs in the Philippines and Thailand started.

1991 Opened Philippines Office and assigned Japanese staff.



1994 Started emergency response to refugees from former Yugoslavia in collaboration with Save the Children US.

1995 For Great Hanshin-Awaji Earthquake Disaster, provided financial support to local NPOs assisting children.

2001 Started emergency and humanitarian response in Afghanistan.



2003 Started domestic programs.

2005 Responded to Sumatra Earthquake and Indian Ocean Tsunami, and Pakistan Earthquake.



2006 Launched global campaign "Rewrite the Future" to advocate for improving education for children in conflict and post-conflict situations.

2007 Assigned Japanese staff to Mongolia office to support street children.

2009 Launched global campaign "Every One" to reduce child mortality under five years old.

2009 Launched "Positive Discipline in Everyday Parenting" promotion and program.

2010 Started "Speaking Out Against Poverty" program to encourage children to participate and raise their voices to address child poverty issues.

2010 Supported children affected by Haiti Earthquake.

2011 Started Great East Japan Earthquake Emergency Response and Recovery Programs.



2011 Started Syria crisis response.



2016 Hosted 30th Anniversary Charity Dinner in presence of His Majesty Emperor Akihito and Her Majesty Empress Michiko.

2016 Started Kumamoto Earthquake response.

2017 Started Northern Kyushu Heavy Rain Emergency Response and Recovery Program. Responded to Rohingya crisis and food crises in East Africa, Yemen and Nigeria.

2018 Started Western Japan Heavy Rains Emergency Response and Recovery Program.

2019 100th Anniversary of Save the Children.

2019 Launched global campaign "Stop the War on Children" to advocate for protecting children in conflict.





2020 Started Typhoon Hagibis (Typhoon No.19) Emergency Response and Recovery Program.

2020 Started COVID-19 response.
Responded to the Heavy Rain Event of July 2020

2021 35th Anniversary of Save the Children Japan.

2022 Started Ukraine crisis response.

2023 Started Türkiye and Syria Earthquake response.
Started Emergency Humanitarian Response in Gaza Strip, Occupied Palestinian Territory.

2024 Started Noto Peninsula earthquake response

2025 Started Myanmar–Thailand Earthquake Response.

Our Vision

A world in which every child attains the right to survival, protection, development and participation.

Our Mission

To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

Initiatives for Achieving the Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are 17 global goals that aim to fundamentally resolve various issues such as poverty, inequality and disparity, and climate change. As an international NGO that promotes children's rights, Save the Children was also involved in the process of developing these goals, which were unanimously adopted by the United Nations General Assembly in 2015. We are promoting the achievement of SDGs through our advocacy as well as domestic and international programs.



Cover photo:
Children attending schools repaired with support from Save the Children (Cambodia)

Save the Children Japan

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The full Annual Report 2024(Japanese only) is available on our website.