

# Corporate Responsibility: Ashinaga

Since the Firm's founding in 1935, Morgan Stanley has dedicated itself to supporting the communities in which its employees live and work, based on the belief that a healthy start and a solid education are the fundamentals upon which future success is built.

*"There is a wide range of support [from Morgan Stanley] —from people to goods to money. There is also a depth, if you will, to the level of heartfelt consideration that comes from the company. So I think the students, and the Japanese people as a whole, are deeply appreciative."*

— Ashinaga Founder and President Yoshiomi Tamai

## ABOUT ASHINAGA

Based in Tokyo, Japan, Ashinaga is a nonprofit organization that aims to:

- Provide a support system for children who have lost one or both parents, or whose parent faces a disability that prevents them from working, by facilitating close relationships among them
- Ensure these children can attend high school and institutions of higher learning
- Provide them with psychological support
- Implement the "Ashinaga 100-year Vision," which focuses on providing educational support to children in similar situations around the world

In its 40-plus years of existence, Ashinaga has focused on educating and nurturing future leaders who will contribute to society via caring attitudes, open minds, the energy to act and an international perspective. It receives no government support and is funded solely by contributions from private individuals and companies. Its distributions now exceed \$30 million annually.

For example, Ashinaga has helped 90,000 students graduate from high school, college, vocational school or graduate school, including children who lost parents in the Great Hanshin Earthquake in January 1995. (Students are responsible for paying back the scholarship loan with zero interest within 20 years of their graduation date.)

Most recently, Ashinaga has supported children affected by the 2011 Great East Japan Earthquake and Tsunami. To date, it has raised \$100 million for more than 2,000 infants and children affected by the disaster, which, in addition to assisting with critical and immediate short term needs, supports longer term education programs for students. One of Ashinaga's strengths is that it can turn donations around much more quickly than Japanese public support, funding which may take months to reach recipients.

In addition to its headquarters in Tokyo, Ashinaga operates "Rainbow Houses," psychological care facilities for children in Tokyo, as well as in Uganda and Kobe, Japan. The Rainbow Houses host day programs and camps for younger children and summer camps for high school and college students. Ashinaga is currently planning to build an additional facility in Tohoku, Japan, in the area affected by the earthquake and tsunami.

Nearly 150 college and university students live at Ashinaga residential facilities in Tokyo and Kobe, where they receive room and board for only \$110 per month.

Ashinaga Founder and President Yoshiomi Tamai recently won The Resource Alliance's "The Global Fundraiser" award within the "Individual" category. (See <http://www.resource-alliance.org/pages/en/2012-winners.html> for more information.)

#### **MORGAN STANLEY AND ASHINAGA**

Ashinaga is the primary charity that Morgan Stanley supports in Japan. The relationship began in 2005 when Morgan Stanley made scholarship donations from the funds raised through the Firm's annual charity drive, and it has grown in scope since.

- A significant percentage of the Morgan Stanley Tokyo office's annual charitable contributions (approximately \$120,000) is distributed to Ashinaga every year to fund scholarship loan programs for high school and college students.
- The Morgan Stanley Tokyo Volunteer Committee organizes an annual English workshop called "Global Teamwork," in which Ashinaga students and Morgan Stanley employees communicate in English to learn the importance of teamwork in a cross-cultural environment.
- Employees from the Tokyo office participate in a charity walk event organized by Ashinaga every year.
- From 2005 to 2007, Morgan Stanley assisted Ashinaga's annual International Summer Camp for children from around the world. The Firm provided the participants with T-shirts designed by Morgan Stanley's marketing team and covered U.S. students' airfare to Tokyo.
- Morgan Stanley provided support for Ashinaga's first overseas fundraising campaign, which took place in Times Square in New York City three months after the 2011 Great East Japan Earthquake and Tsunami. Morgan Stanley:
  - Provided Ashinaga with press conference space
  - Provided fundraising students with T-shirts designed by Morgan Stanley's in-house Creative Services team in Tokyo
  - Subsidized the students' accommodation fees in New York
  - Ran messages about the fundraising campaign on its digital board outside its global headquarters building located close to Times Square

Ashinaga doesn't count its supporters by industry. However, it says that no other financial firm has "made such a long term commitment as Morgan Stanley." Of course, Morgan Stanley's long term support for Ashinaga coincides with the Firm's philanthropic initiatives to support children.

#### **MORGAN STANLEY'S COMMITMENT TO JAPAN**

Morgan Stanley was the first global investment bank to open an office in Japan; 2012 marked the 40th anniversary of the Firm's arrival in that nation. Morgan Stanley pledged \$1.2 million to the Japanese Red Cross Society immediately after the 2011 Great East Japan Earthquake and Tsunami and, together with worldwide employees' donations, the Firm has committed a total of \$3 million to assist with Japan's relief efforts.

#### **ORIGIN OF THE NAME ASHINAGA**

"Ashinaga" means "long legs" in Japanese. The organization was named after the 1912 Jean Webster novel *Daddy-Long-Legs*, which tells the story of an orphan whose attendance at a women's college is sponsored by an anonymous benefactor. Ashinaga was inspired by, and named after, the anonymous donor described in this novel. The organization also developed the first anonymous donation system in Japan, in which donors are called "Ashinaga-san."