



PRESS RELEASE

forcharityrun2026

For Immediate Release

‘FIT For Charity Run’ Becomes a Certified Nonprofit

Japan’s top financial industry fundraiser has raised JPY1.1 billion for 160 local charities

New structure, certified by Tokyo Government, strengthens institutional credibility,
governance and long-term sustainability

Tokyo | 7 September 2026 — FIT For Charity Run (FIT) is pleased to announce that, following certification by the Tokyo Metropolitan Government, it has completed registration as ‘Specified Nonprofit Corporation FIT For Charity Run.’

FIT, an acronym for ‘Financial Industry in Tokyo,’ was launched in 2005 by banks and securities companies to annually raise donations for lesser recognised and often underfunded non-profit community organisations operating largely in Tokyo and the wider Kanto Area of Japan. The one-day event, organised and powered purely by volunteers each year, rapidly grew to include a full range of Japanese and foreign financial industry players of all scales.

By 2025, upon FIT’s twentieth anniversary, the run had cumulatively raised over JPY1.1 billion for more than 160 community organisations in Japan. The run maintains strict cost control that ensures an over 80% pass-through rate of the funds it raises to the community organisations it serves.

Each year’s FIT run is planned for months by an organising committee comprised of volunteers from sponsoring financial firms. On the day of the event, an average 400 volunteers from the financial industry ensure that operational, safety, course guidance, hospitality, and an array of other logistical tasks are covered for the more than 5000 runners and walkers who typically participate in events each year.

“The rapid wave of support from the financial industry made one thing clear: FIT needed the long-term footing that only NPO certification would bring,” said Kumiko Hori, Chairperson. “In only a few years, we grew to include over 100 financial institutions—including most every bank, brokerage, insurer, private capital, advisory firm, and more operating here. We are proud and grateful for that unwavering support which, collectively, underlines our industry’s commitment to society.”

The incorporation of FIT For Charity Run as a ‘Specified Nonprofit Corporation’ builds on the activities and relationships developed to date, further strengthens the fundraiser’s operating structure and social credibility, and enables its charity activities to continue sustainably.

“We knew we had reached a new level when in 2024 Tokyo Governor Yuriko Koike sent a video message to our stadium on the day of our race thanking FIT for its work and congratulating us on our growth and impact,” said Hori. “Seeing the governor on the national stadium’s jumbotron was a wake-up call. It was time to solidify this effort.”



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Going forward, FIT For Charity Run will continue to deepen collaboration with public authorities, its sponsoring and participating companies, donors and beneficiary organisations, and will broaden further its support of non-profit organisations tackling under-recognised social issues.

The next FIT for Charity Run is scheduled for January 17, 2027, at the MUFG Stadium.

For inquiries, please email: BoD@fitforcharity.org

More information on FIT: fitforcharity.org