

Introduction to Japan Post's New Year's Postcard Donations Aid Program

NINGA-KIFU
REPORT

Examples of activities helped by New Year's Postcard Donations



New Year's Postcard Donations

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- Vegetable oil ink and a waterless printing method that does not produce hazardous waste are used in the printing process.

For those considering applying for aid

Overview of activities eligible for the New Year's Postcard Donations Aid Program in FY 2023

1. Eligible activities

Eligible activities are those that fall into one of the categories stipulated in the Act on New Year's Postcards, etc. with Lottery, which are carried out as an act of donation or in accordance with the articles of incorporation of the applicant organization.

Scope of activities	Improvement of social welfare	Disaster preparedness and rescue operations during emergencies, including storms, floods, earthquakes and other disasters
	Social education for the sound development of young people	Prevention of traffic accidents and flood-related accidents, and associated rescue efforts
	Preservation of the global environment	Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis
	Promotion of sports to maintain and improve health	Treatment and assistance for atomic bomb survivors
	Support for international students and research students from developing countries	Protection of cultural assets

2. Application ceiling for each application field

The New Year's Postcard Donations Aid Program is carried out in the aid fields shown below:

General admission quota	Activities/General Program ... Assists the organization's activities for welfare, human resources development, public awareness, events and new programs. Refurbishment of facilities ... Assists the refurbishment, etc. of necessary facilities. Purchase of a vehicle ... Assists the purchase of vehicles. Purchase of equipment ... Assists the purchase of equipment other than vehicles.	Ceiling: 5 million yen
	Activities/Challenge Program ... Assists the organization's events or new programs for welfare, human resources development and public awareness. Subject to annual application and review, the aid may be continued for four years .	Ceiling: 500,000 yen
	Disaster prevention and rescue of victims of the Great East Japan Earthquake, Typhoon No. 19 in 2019, and the torrential rains in July 2020 (reconstruction) No classification according to activity, refurbishment of facilities, purchase of a vehicle or purchase of equipment.	Ceiling: 5 million yen

3. Eligible organizations

The applicant must belong to one of the categories of organizations shown below and have been registered as a judicial person for at least one year as of the most recent closing of accounts at the time of application, and must have a finalized annual financial statement for the past year.

General admission quota	Social welfare corporation General incorporated association Public interest incorporated association Specified non-profit corporation (NPO corporation)	Judicial person for rehabilitation of law offenders General incorporated foundation Public interest incorporated foundation
	Not-for-profit corporations in addition to the eligible organizations for the general admission quota (e.g.) Co-operatives, incorporated educational institutions, etc.	

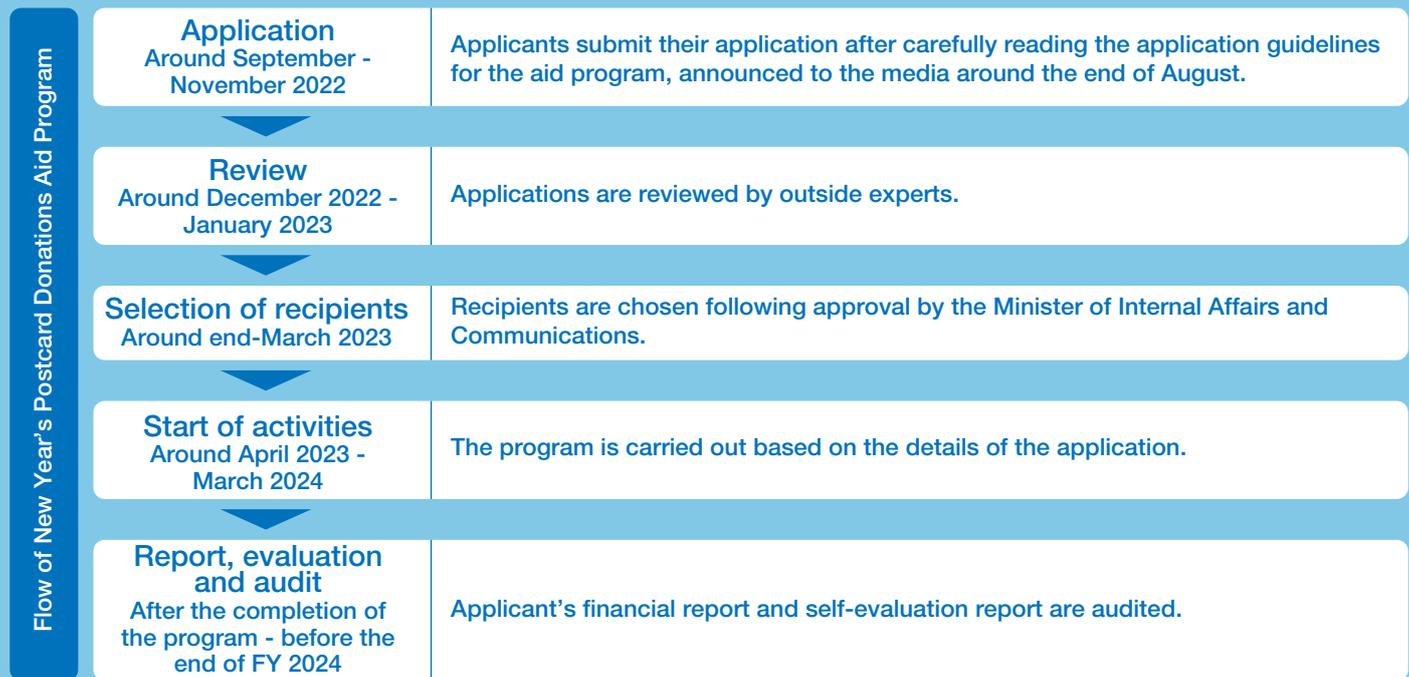
Application Acceptance Period

Mon., September 12 – Fri., November 4, 2022

Valid postmark

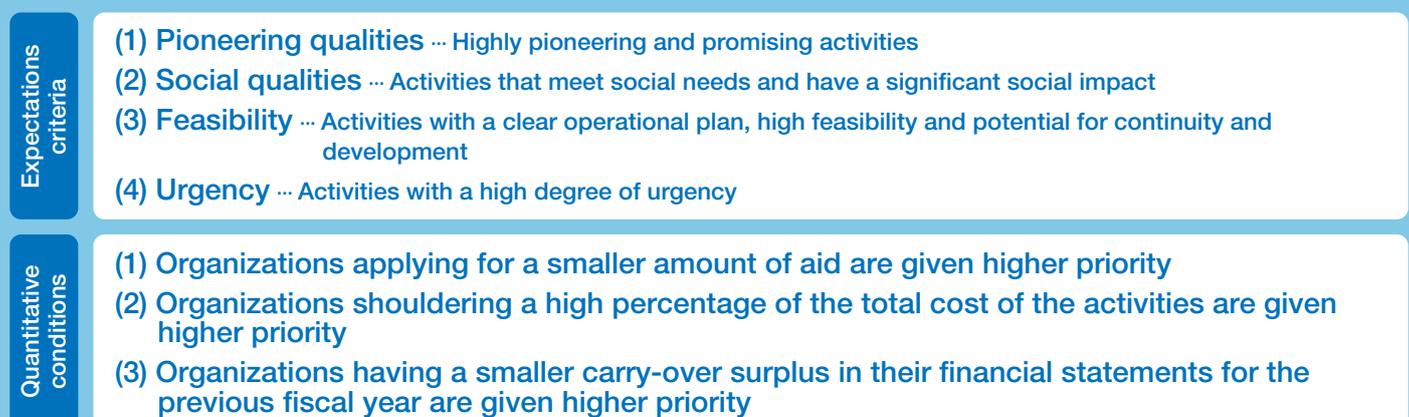
4. Flow of New Year's Postcard Donations Aid Program

Please refer to the details of the New Year's Postcard Donations Aid Program for the subsequent fiscal year, which is usually announced to the media at the end of August of every year.



5. Expectations and priorities for applicants' programs (key points for review)

A comprehensive judgment is made in a review based on the following points.



Scan here for details.

For detailed information and inquiries on the method of application, please visit the page concerning Aid for Social Contribution Activities by New Year's Postcard Donations on Japan Post's website.

Japan Post's New Year's Postcard Donations



<https://www.post.japanpost.jp/kifu/>



Consultation office for overseas technical intern trainees and international students

Aid amount

4,306,101 yen

Participating organization

NPO POSSE

Tokyo: A non-profit organization that addresses human rights issues focusing on labor and poverty problems, with the aim of creating a society that enables everyone to live and work with peace of mind. The NPO holds seminars and offers labor consultation services and labor information to young people from their teens to their thirties. Its on-site engagement at labor and poverty frontlines is designed to benefit society through media communications and other means.

Scope of activities
(General admission quota)

Support for international students and research students from developing countries

How the aid is used



Responding to telephone consultation requests



Members engaged in support activities



Creating pamphlets providing information on consultations



Outreach campaigns undertaken in public spaces

Taking advantage of the New Year's Postcard Donations Aid, the NPO established a comprehensive consultation office on life in Japan primarily for overseas technical intern trainees and international students. It seeks to ensure comfortable working conditions and working environment, as well as to promote their integration into Japanese society. The organization presents information at consultation meetings and on its website to reach out to those needing assistance. The NPO members respond to consultation requests by telephone, e-mail and in person, so that those needing assistance can make use of Japan's legal system if necessary.

Achievements

The number of annual consultations increased from about 50 to 600.

The organization presents information at consultation meetings and on its website to reach out to those needing assistance. The NPO members respond to consultation requests by telephone, e-mail and in person so that those needing assistance can make use of Japan's legal system if necessary. The NPO responded to 600 consultation requests in one year, which led to the establishment of a support model with sophisticated assistance methods and know-how based on experience gained through various support cases.

More than 100 staff members in total were active in one year.

Many people sympathize with the activities of POSSE, which has actively communicated the situation of non-Japanese workers and issues identified in the course of consultations. As a result, a total of more than 100 people participated in the activities and the number of languages available for consultations increased from five to nine in one year. Fifteen volunteer members are now engaged in ongoing aid activities.

Comment by a person involved in the program

Volunteer staff member who participated in the activities



Ms. Marikojei Tadokoro

Currently, at POSSE, I am mainly engaged in labor counseling for non-Japanese workers and refugee assistance in Tagalog. POSSE is working to resolve discrimination against non-Japanese workers and refugee problems. We do this by identifying problems that surface as social issues in the course of our support activities on the ground. I wish to expand the activities of young people who tackle such social issues.

Family hiking classes for safe hiking with children

Aid amount

485,716 yen

Participating organization

Yamatami, Shinshu Matsumoto Mountain Guides Association, a certified NPO

Nagano: A mountain guides association based in Matsumoto City, Nagano Prefecture. In addition to mountain guide services and hiking workshops, the NPO conducts wildlife surveys and monitoring, and maintains mountain trails. The events organized by Yamatami include Hiking Club for Kids, Hiking Club for Youth and Family Hiking Class, which are designed to share the fun and bounty of the mountains with children and teach them how to hike safely.

Scope of activities
(General admission quota)

Social education for the sound development of young people

How the aid is used



Children enjoying hiking at Mt. Nabekura in autumn 2020



Yokoo trail to Karasawa in August 2020



Near Nishiho Maruyama in September 2020



Arriving at Karasawa in August 2020

Surrounded by 3,000-meter-high mountains, Nagano is a prominent mountainous prefecture in Japan. Famed mountains in the prefecture attract hikers and mountain climbers from all over Japan. However, it is not easy, even for experienced mountain climbers, to hike together with children. Taking advantage of the New Year's Postcard Donations Aid, Yamatami trained climbers who are able to offer lessons on ways to hike safely with children, and held family hiking classes for primary school students and their guardians.

Achievements

Trained 212 climbers with accurate hiking knowledge

In one year, a total of 212 people took part in 15 family hiking classes held to teach the skills for hiking safely with children. The classes helped nurture independent hikers, encouraging many families to hike on their own after participating in one of the classes.

Family hiking classes held nationwide

The NPO received a special prize under the Grand Prize of the Ecotourism Awards program of the Ministry of the Environment. Hiking classes for families that are held throughout the year are rare in Japan. In response to mounting interest among guides and officials in other regions, the first family hiking class was held in Tokyo in March 2022. The activities are starting to grow in Tokyo as shown by the popularity of the classes that quickly fill up each time.

Comment by a person involved in the program

Leader of family hiking class



Mr. Shogo Matsuba
Director of the NPO

The New Year's Postcard Donations Aid enabled us to hold hiking classes for families, which established a model for citizens in Nagano to enjoy the mountains of Nagano. In the future, we wish to create a culture and a movement in which families can enjoy the local mountains in their respective region.

Sending a monthly postcard to socially reclusive persons to sustain their connection to society

Aid amount

485,414 yen

Participating organization

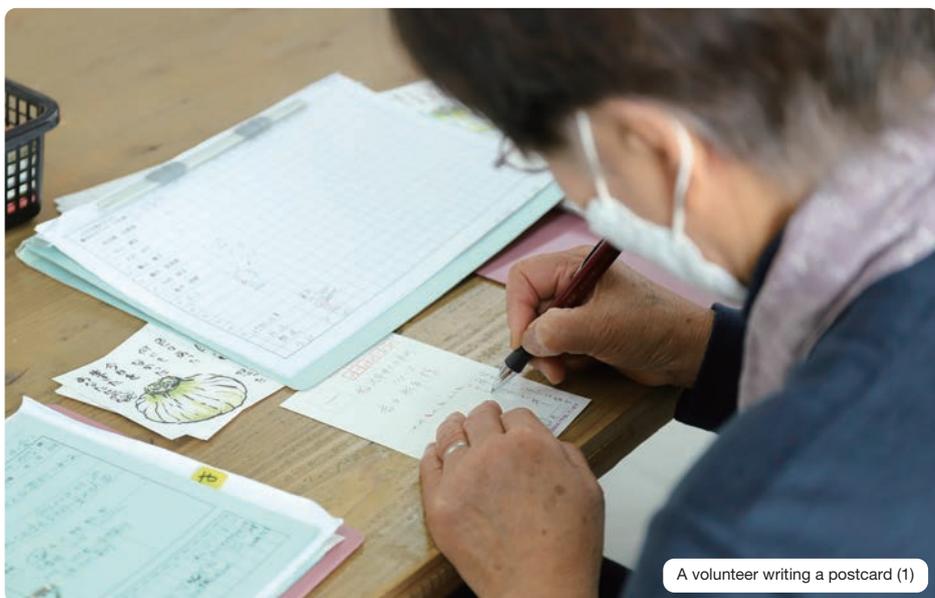
POPOLO, NPO Work Studio

Gifu: POPOLO offers assistance to children, young people and their families experiencing difficulties in life for a variety of reasons. While social isolation has surfaced as a prominent issue, our society has often ignored those who find it difficult even to visit a consultation office or those who are unable to work despite their wish to do so. The NPO has sent a postcard to socially isolated, withdrawn people to help them restore their sense of connection with society.

Scope of activities
(General admission quota)

Social education for the sound development of young people

How the aid is used



A volunteer writing a postcard (1)



Volunteers writing postcards (2)



Postcards sent



Responses received

It is often difficult to meet in person people who have withdrawn from society. Such people rarely receive mail addressed to them. Taking advantage of the New Year's Postcard Donations Aid, the NPO sends postcards to about 130 people each month in the hope that the socially reclusive would experience a sense of connection with society. POPORO also holds exchange meetings for families who share the same concerns. Their aim is to restore the individuals' and their family's connection to and participation in society.

Achievements

Responses received from more than 40 people

Fifteen people who have recovered from social withdrawal and their families volunteered to write postcards. The postcards, which were sent to 130 people each month, did not ask the recipients to reply, but more than one-third responded anyway.

Support program attended by a total of 670 volunteers

POPORO has held online exchange meetings in addition to in-person exchange meetings in four regions: Tono, Hida, Chuno and Seino. The number of participants in the 50 sessions totaled 670. The establishment of a safe and secure environment helped to broaden the participants' relationships and provided an opportunity for them to move forward.

Comment by a person involved in the program

Volunteer staff member who participated in the activities



Ms. Yumi Nagaya

The act of writing a letter by hand to someone can set you free from thoughts about yourself, as the time is spent thinking about the recipient. When I write a letter or a postcard, I write about little things in my everyday life that have nothing to do with social isolation. As I take time to write each postcard, and the more I write, I feel that this has actually been a healing experience for myself. I am grateful that we were able to launch these activities with the help of New Year's Postcard Donations Aid.

Renovating a facility into a new, accommodation model for employment support with stabilized business foundations

Aid amount

5,000,000 yen

Participating organization

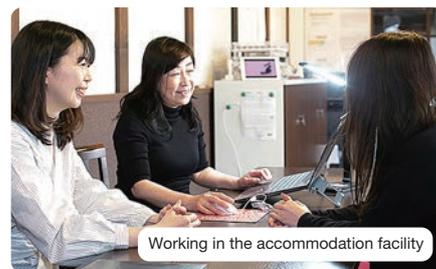
Sustainable Support, general incorporated association

Gifu: Sustainable Support provides employment assistance to people with developmental, mental or other invisible disabilities so that they can live the way they want to. The aim of the support is to create a society where all members are able to pursue their own unique way of life. The organization has built a place where adult women can feel safe to visit regularly, with a focus on making small craft items and other activities related to the culture and tourism of Gifu.

Scope of activities
(General admission quota)

Improvement of social welfare

How the aid is used



The office for continued employment support for people with developmental and mental disabilities was renovated using the New Year's Postcard Donations Aid. Sustainable Support began managing a vacation rental house called "Kichou", which was created by adding a shower room and a bedroom to a traditional wooden townhouse ("machiya"), in an effort to preserve the beauty of the historic architecture. The organization developed a framework in which the work associated with its operation is provided to users (workers with disabilities) as an employment support program.

Achievements

Supported the employment of 13 new workers

The facility now subcontracts fewer jobs to outside parties, as preparing amenities for accommodations, taking reservations, cleaning, and other services can now be handled internally. This arrangement also enables people to work according to their physical or mental conditions. As a result, the number of workers with disabilities (users of the employment support service) increased from 21 to 34. (April 2020 – March 2022)

Business revenue increased by 110,000 yen per month

Managing the Kichou accommodation facility enabled the organization to increase revenue for compensating users from 110,000 to 220,000 yen per month. The significant growth in revenue helped stabilize compensation payments to users.

Comment by a person involved in the program

Tourism Promotion Council Office with the participation of the Gifu prefectural government



Mr. Yusuke Kaba
President of ORGAN, an NPO

By taking advantage of the New Year's Postcard Donations Aid, Sustainable Support has maximized the appeal of stores and industries in Gifu and the local area, through the renovation of an old residential house, attracting new customers to the region. I look forward to new developments in exchanges through tourism in Gifu.

Protecting the lives of users with power generation and storage equipment

Aid amount

3,529,955 yen

Participating organization

National Network for Supporting Children with Intractable Diseases, a certified NPO

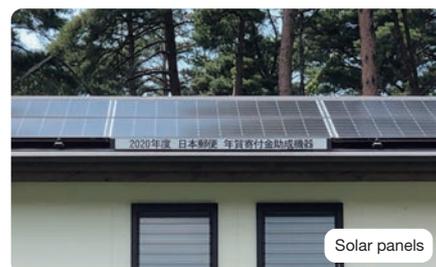
Tokyo: The organization is a certified NPO engaged in activities that support children with intractable and chronic illnesses or disabilities and their families. In 2011, it launched a project to build "Aozora Republic," a respite* facility where children with intractable diseases and disabilities and their families can visit anytime and enjoy nature.

*Different forms of support for families of elderly or disabled persons who need care

Scope of activities
(General admission quota)

Improvement of social welfare

How the aid is used



Taking advantage of the New Year's Postcard Donations Aid, the Network constructed Building No. 5 for the "Aozora Republic," an accommodation facility for people with severe mental and physical disabilities and their families. The building is equipped with photovoltaic generation and power storage equipment. A power outage can be life-threatening for people who rely on a ventilator, aspirator or other such devices. The ability to provide its own power has made the facility disaster-resistant and environmentally friendly, and more accessible to people with severe mental and physical disabilities.

Achievements

Facility used by 83 children and their families

Despite the Covid-19 pandemic, 83 people used the facility in five months, as the installation of an independent power source turned the facility into a safe place to stay even in times of disaster. Japan has only a few suburban respite facilities, so this facility became a pioneer that can accommodate people with severe mental and physical disabilities.

CO₂ reduction volume increased from 3.9 to 7.68 tons

Electricity generated by photovoltaic panels is stored in lithium-ion batteries. The completion of Building No. 5 increased the reduction of CO₂ emissions per year by 3.78 tons, which added to the 3.9-ton reduction of the existing facility resulted in an overall annual reduction volume of 7.68 tons. The Network can look forward to similar benefits each year in the future.

Comment by a person involved in the program

General Manager of the facility



Mr. Hiroshi Nishida

Electricity is absolutely essential for running this facility including the respirator and aspirator breathing aids, as a matter of life and death. It is crucial that such equipment can be used not only in normal times but also in times of disaster. We are truly grateful for the installation of the photovoltaic power generation and power storage system that was made possible by the New Year's Postcard Donations Aid. This helped ensure the safety and security of the families using the system and created a valuable environment that can save lives.

Construction of work space to expand the scope of support for people with disabilities

Aid amount

3,936,000 yen

Participating organization

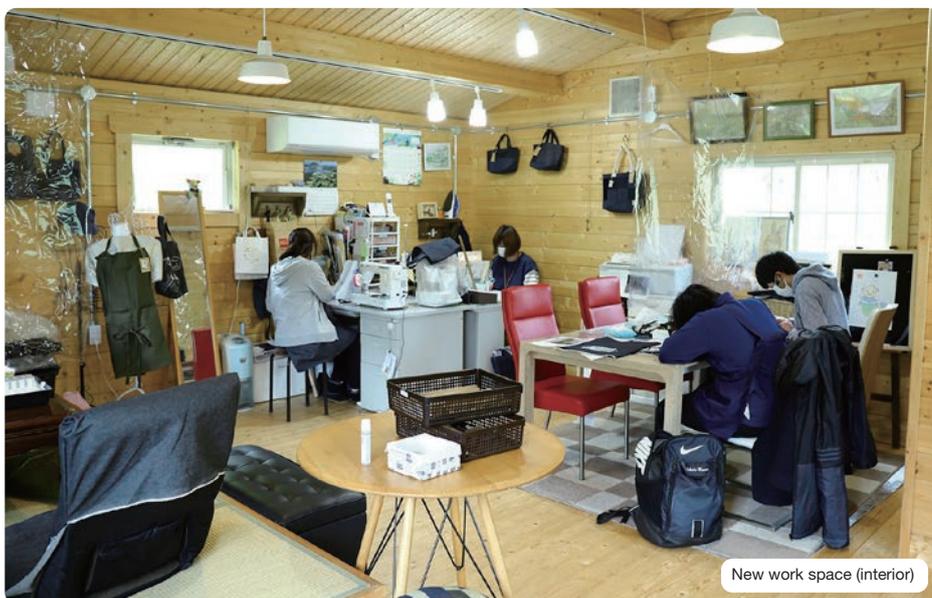
Homare-no-kai, a general incorporated association

Iwate: Homare-no-kai offers consultation support service and continued employment support while operating a community home for people with disabilities on a 3,000-tsubo (1 tsubo=3.3 sqm) site surrounded by rich nature. As part of continued employment support, the organization provides an environment for users to improve their knowledge and skills by engaging in daytime agricultural work, consignment work to cut denim threads, manufacturing of food products, and other jobs. Their aim is to enable users to lead stable daily lives.

Scope of activities
(General admission quota)

Disaster prevention and rescue of victims of the Great East Japan Earthquake, Typhoon No. 19 in 2019, and the torrential rains in July 2020 (reconstruction)

How the aid is used



Homare-no-kai's has been using temporary housing in Ishinomaki City, Miyagi Prefecture that was provided free of charge as its work space. The organization built a log house as a new work space when they felt the existing building was too small to accommodate its users. The New Year's Postcard Donations Aid was used to pay for interior work that included water and electrical work and for constructing a warehouse and fences along the vegetable plots that have been damaged by wild animals. The newly established log house environment helped expand the scope of support.

Achievements

Revenue of workers with disabilities doubled

The expansion of the kitchen space enabled users to cook a wider range of prepared food, which led to an increase in sales. As the skills of the workers from primary to tertiary industries were enhanced, the income of workers with disabilities (users of employment support services) increased from an average of 5,000 yen to 10,000 yen.

Supported the employment of 13 new workers

The log house is effectively utilized as a place where people with developmental disabilities can relax, a group the organization has found it difficult to support in the past. An increasing number of people who tended to withdraw from society took advantage of the service, and the number of workers with disabilities (users of employment support services) increased from 7 to 20.

Comment by a person involved in the program

From a local post office



Mr. Hiroaki Sugawara
Postmaster of Yagoshi Post Office

At our post office, we have displayed the works created by users as part of our exchange activities. Homare-no-kai took advantage of our New Year's Postcard Donations Aid this year to construct a log house as a new work space that is used to make tote bags and prepared food. It is very rewarding for people living in the locality to know that the aid has led to the sale of products at roadside rest facilities, which helps create local employment and revitalize the community.

Aid Results for 2017-2022

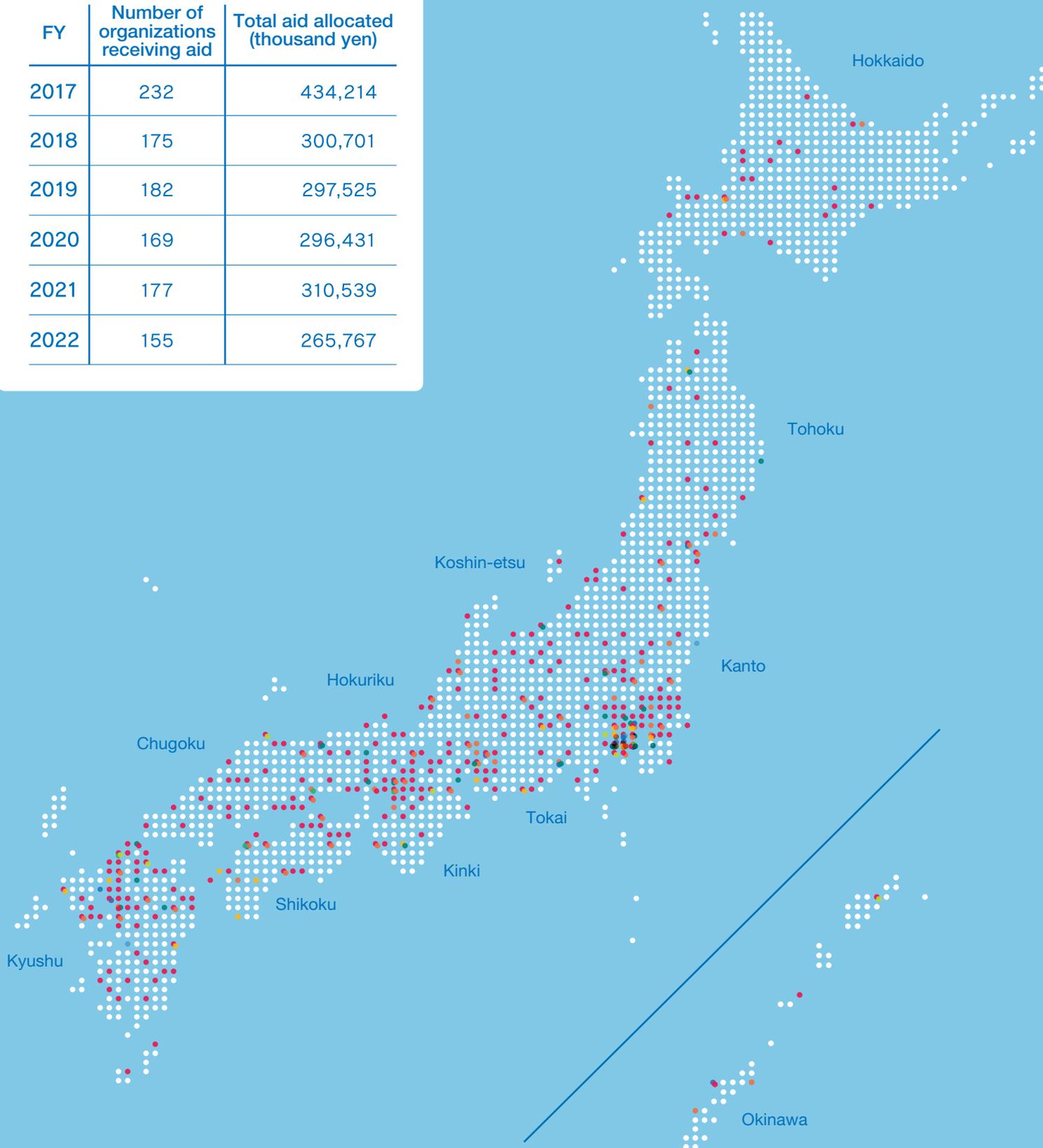
The New Year's Postcard Donations Aid Program has allocated donations to a wide range of community service activities to date.

The locations where activities have been carried out between 2017 and 2022 are shown on the map of Japan to visualize the widespread range of the activities.

Simplified map of Japan

Multiple activities conducted in one area are shown as one location.

FY	Number of organizations receiving aid	Total aid allocated (thousand yen)
2017	232	434,214
2018	175	300,701
2019	182	297,525
2020	169	296,431
2021	177	310,539
2022	155	265,767



Scope of activities (abbreviated names)	Total aid allocated (thousand yen)	Examples of aid
● Improvement of social welfare	1,224,790	Support program to eliminate poverty and difficulties faced by single parents and children
● Sound development of young people	183,090	Educational support program for children who are not able to attend school, have developmental disabilities or require other forms of support, in order to learn together with healthy children
● Preservation of the global environment	68,528	Tree-planting program to preserve forests and greenery as societal resources for future generations
● Promotion of sports	11,261	Projects using a wide variety of physical activities and sports experience to elicit a feeling of "I did it!" in children.
● Support for international students	15,639	Program to support Japanese language proficiency improvement for international students and technical intern trainees seeking employment in Japan
● Disaster preparedness and rescue	346,447	Program to support the lives, exchanges and community revitalization for evacuees from the disaster-stricken areas
● Prevention of traffic accidents and water-related accidents, and associated rescue efforts	6,408	Program to develop human resources capable of undertaking rescue activities in the event of water-related accidents and disasters at sea.
● Research, treatment and prevention of specific diseases	33,684	Program to expand availability of PCR testing equipment for COVID-19 antigen testing prior to hospitalization
● Protection of cultural assets	15,330	Program to purchase equipment to strengthen the security surveillance system for the reconstruction of the main hall of Shurijo Castle, etc.



Message from the Chairman of the New Year's Postcard Donations Evaluation Committee

Hideto Kawakita

Representative of the International Institute for Human, Organization and the Earth (IIHOE)

Traveling, meeting people, gathering, talking and laughing together. For three years, to prevent the spread of COVID-19 infections, we have had to avoid and forego these things that constitute the foundation of our lives and are essential for our physical and mental well-being. I would like to express my heartfelt sympathy to everyone who has suffered from COVID-19 and my deepest gratitude to all those who have worked so hard.

It is my belief that helping one another has never been more important than in times like these. I wish to express my heartfelt respect to the organizations that were selected from among the many applicants last year for continuing their diligent activities throughout the country. My appreciation also goes to them for their activities to support people affected by natural disasters that continue to occur in various regions.

I am sure that we feel an even deeper connection than in previous years to the thoughts and wishes embodied in the New Year's greeting cards that arrive in the new year when it is still difficult for us to meet in person. I would like to express my sincere gratitude to everyone for your continued support of our activities for protecting people's lives and the environment through the donations linked to your thoughtful New Year's cards. We have received a large number of valuable suggestions and hope that more people will use the donation-added New Year's postcards to help us support as many activities as possible. Thank you.

The proceeds from the sale of donation-added New Year's postcards are donated to various causes, including the support of handicapped persons, at a rate of 5 yen per card.

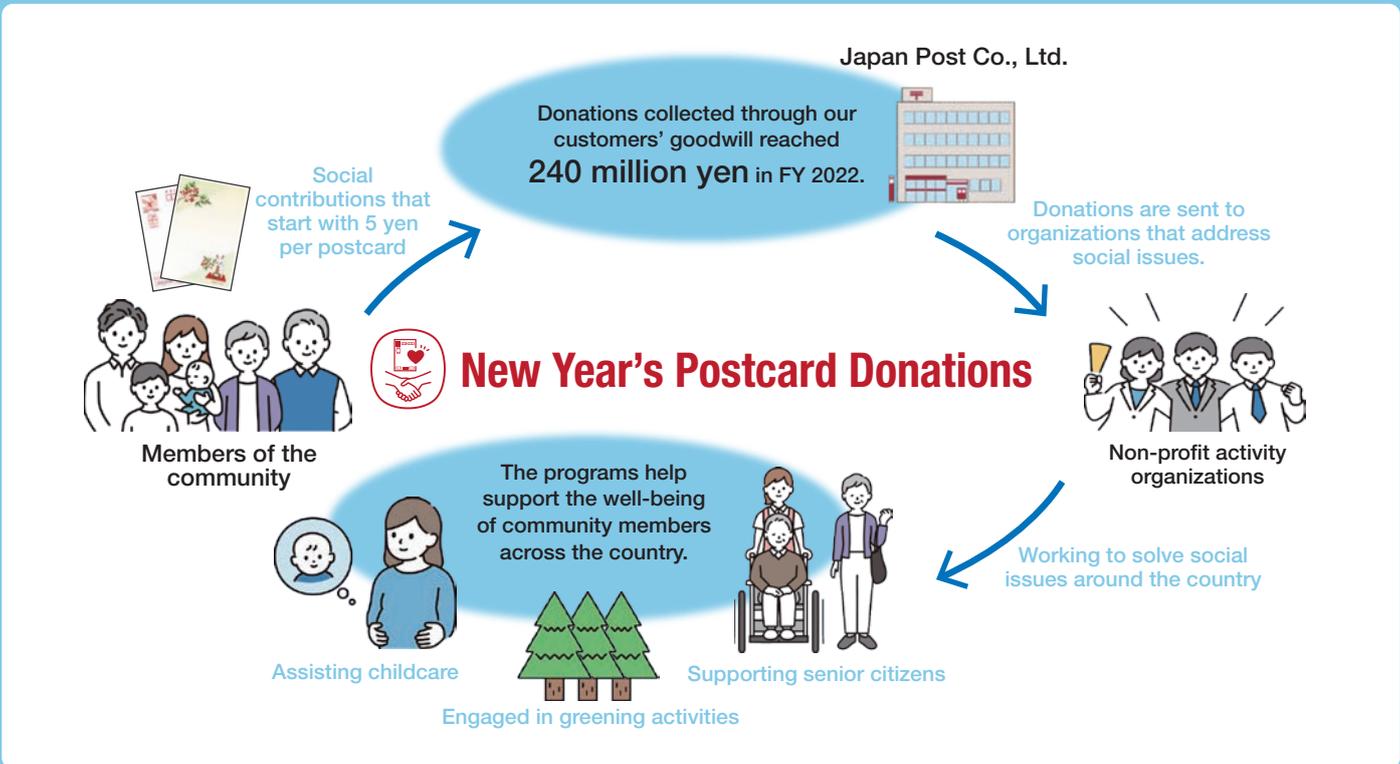
Donation-added New Year's postcards (Sales price: 68 yen with 5 yen designated for donations)



Donation-added New Year's lottery stamps



The actual colors and designs of the postcards and stamps may differ slightly from those shown here.
Donation-added New Year's postcards (local versions) are available in 27 patterns. The illustration differs according to the region in which the postcards are sold.



Japan Post hopes to make valuable contributions to society with the donations we receive from our customers through donation-added New Year's Postcards and New Year's Stamps. You can take part in donation activities simply by purchasing a postcard or stamp.
For New Year's greetings, please use our donation-added New Year's Postcards and New Year's Stamps.

The examples of activities assisted by the donations can be viewed on the Japan Post website in addition to this booklet.

[New Year's Postcard Donations by Japan Post](https://www.post.japanpost.jp/kifu/)

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