



New Year's Postcard Donations

Japan Post Co., Ltd.



Warm Feeling and Bright Future Created by sending New Year's Postcards

--Examples of activities supported by donations--

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Results of aid activities in FY 2018

Applications: 846 organizations

Allocations: 175 organizations

Total amount of aid: 300,701,000 yen



Cycling taxi experiment to support the leisure activities of senior citizens

Area Ehime prefecture **Aid amount** 2.16 million yen **Organization** Cyclo Tourisme Shimanami, a specified non-profit organization

Many people enjoy cycling in the areas around the bridges of the Shimanami Kaido in Imabari City, Ehime Prefecture. Started in 2009 to develop cycling trips as a local resource, more than 400 households in the area now cooperate with the project, offering cycling oases where cyclists can stop and rest. The cycling taxi experiment was also launched in response to the needs of senior citizens who say “find it difficult to go shopping” or who wish to “go for a walk in places difficult to visit by car.” As an experimental synergistic activity seeking to satisfy both residents’ needs and the requirements of a tourist attraction, the project started by repairing cycling taxis and holding talks with related institutions and stakeholders in the target area.

1 Cycling experience sessions and guided cycling tours



Cycling taxi experience sessions were held twice and cycling guided tours were held three times under this project. In parallel, the project also recruited local participants and conducted guide training sessions, with the aim of securing cycling taxi drivers. Primarily college students acquired the skills required for safe cycle taxi driving. Guide signs were installed at cycling oases that serve as the starting and finishing points.

Number of participants in cycling taxi experience sessions: **53**

Number of tour guides trained: **3**

2 Creation of tools and examination of the system



By selecting the optimum tour routes with cycling oases as stopover points, the project established a foundation for regular operation. It produced an information magazine that helps maximize dining, shopping, strolling and other experiences near the starting and finishing points, including the stopover points.

Volumes of maps and information magazines published: **13,000** copies each

Achievements



Currently in operation as part of local welfare services and new tourism resources.

Taking advantage of the merits of bicycles that enable participants to take slow, round trips, the project helped showcase the appeal of the town’s history and encouraged people to enjoy the town from a new perspective, while earning some advertising fees from local companies. Based on collaboration with kimono shops, hotels and other local outlets, the project also seeks to use cycling taxis to develop tourism resources with tourists taking round trips on cycling taxis.



Creation and operation of a general information portal site that supports recovery from gambling addiction

Area Tokyo **Aid amount** 3.28 million yen **Organization** The Society Concerned about Gambling Addiction, a public service corporation

The Society Concerned about Gambling Addiction supports those suffering from gambling addiction and their families through counseling, awareness campaigns, and other programs. Recently, the Society built a general information portal site on the internet called Kakeru-to-Kyoko for those suffering from gambling addiction and their families, people who support recovery from addiction, medical professionals, researchers and others. The portal site helps those suffering from addiction and their families, who often find it difficult to reach out for support, by enabling them to readily access the site on their smartphones, acquire factual information on addiction and connect with social resources in the local area. The materials on the portal site include resources for recovery support and movies that help families learn ways to interact with someone suffering from addiction.

1 e-learning

The e-learning materials include a table comparing work and gambling, a diagram of the gambling cycle, and a video player interface.

Using movies and illustrations, the e-learning videos ranging from basic to advanced versions provide guidance for families and friends when they interact with someone suffering from addiction, how to communicate better and information on self-help groups that help support recovery from gambling addiction.

2 Resources in each prefecture for supporting recovery

The portal site lists the contact information of Mental Health and Well-being Centers in 46 prefectures in Japan as well as multiple resources for self-help groups for gambling addiction and recovery support facilities specializing in gambling addiction.

3 Video library



The site includes videos that explain the steps to be taken when a gambling addiction problem is detected and how family members can help.

Number of videos posted: 11



Information can be accessed via smartphones.

With the cumulative number of page views (PV) reaching 5,480, the site has been well received by families of those suffering from gambling addiction as represented by the comment: "The site offers information on the disorder, response and recovery in an easy-to-understand format, and the information on ways to resolve the problem helped me face the problem head-on." The organizers are considering introducing AI-assisted counseling and support as part of future operations.



Organizing symposiums that examine situations and support the families of crime perpetrators and counseling sessions for families

Area Miyagi prefecture **Aid amount** 2.1 million yen **Organization** World Open Heart, a specified non-profit organization

Programs to support the families of crime perpetrators are commonly available in Europe and the U.S.A., which aim to prevent further criminal behavior and to stop the chain of abuse between generations. However, sympathy towards perpetrators' families remains inadequate in Japan, with only two NPOs in existence to support the cause. World Open Heart, the first organization established in Japan to support perpetrators' families, seeks to support the socially vulnerable and minorities who suffer from discrimination. Through their experiences of supporting more than 1,800 families of perpetrators in Tokyo, Osaka and Sendai, where it is based, the organization recently launched a support network for perpetrators' families in the Kyushu region based on an awareness that feelings of discrimination and exclusion can be more intense in rural areas.

1 Launching of a support network for perpetrators' families in the Kyushu region



Finding collaborators in rural areas who are willing to speak up turned out to be even more difficult than had been assumed. To overcome this hurdle, the organization staff frequently visited related organizations with pamphlets in hand and explained the purpose of their activities to gradually increase the number of collaborators. The largest number of consultations in Kyushu were in Kumamoto, so the organization asked Mr. Yukio Okada, professor of criminology in the Faculty of Law at Kumamoto University, to serve as an intermediary. Thanks to the cooperation of lawyers and supporters in different fields, World Open Heart was able to create a forum for supporting perpetrators' families in an area where it was needed most.

Distribution of the organization's pamphlets

Number of law offices: **22** Number of related organizations: **13**
 Number of criminal facilities: **8**

2 Consultation meetings with perpetrators' families

New consultation cases: About **200**

3 Discussions with perpetrators' families

Number of sessions held: **7**

4 Symposiums

Venues: Fukuoka, Nagoya, Sendai and Tokyo

Number of participants: **30** in each symposium

Media coverage: **25** companies

Media interviews: More than **30** companies

Achievements



World Open Heart created a support model for perpetrators' families in Kyushu where activities were assumed to be difficult.

World Open Heart was able to hold consultation meetings and discussions for perpetrators' families in Kyushu every month since September, which enabled them to connect with such families in socially desperate situations and take urgent steps to assist them. In the future, the organization hopes to expand its support network to cover all of Japan, including Shikoku and Hokuriku regions.

Photographed with the cooperation of the Kanagawa Prefectural Disaster Prevention Center



Project to present disaster preparedness programs that use paper partition systems for improving the environment in shelters

Area Tokyo **Aid amount** 2.4 million yen **Organization** Voluntary Architects' Network, a specified non-profit organization

Voluntary Architects' Network has been working to assist the smooth recovery and reconstruction from disaster damage and minimization of damage by supporting the residential environment of victims stricken by large-scale disasters in Japan and other countries and carrying out public awareness programs through disaster prevention drills. In the aftermath of the Great East Japan Earthquake in 2011, the Network supplied some 1,800 paper partition systems, composed of paper pipes and cloth to provide privacy, at 50 evacuation shelters over four months. More recently, the Network has conducted public awareness programs and installed partitioning systems in the aftermath of large-scale disasters to enable swift assistance in emergencies.

1 Hands-on disaster preparedness drills using paper partitioning systems



The Network has demonstrated its paper partitioning system during disaster preparedness drills organized by municipalities and governmental organizations. The Network staff shared ways to install partitioning systems more quickly during an actual emergency by involving participants in the assembly process.

Implementation: **21** locations
Number of participants: About **1,600**

2 Leadership training lectures at universities

The Network staff instructed participants on the processes from the occurrence of a disaster to the opening of shelters, problems that can occur at shelters, how to assemble partitioning systems, and other topics.

Number of participants: **80**

3 Accommodation training

Unlike ordinary disaster drills, the program provides an evacuation shelter experience that simulates one in an actual disaster, so that participants can better realize the importance of securing privacy.

Number of participants: **20**

4 Installation of partitioning systems

Northern Osaka earthquake: **40** units

Torrential rain and flooding in Western Japan: **1,240** units

Hokkaido earthquake: **360** units

Achievements



Partitioning systems can be installed efficiently during an actual emergency

After receiving requests to install partitioning systems at 40 evacuation shelters in the aftermath of a large-scale disaster, the Network worked together with students and volunteers to install partitioning systems efficiently in the disaster-stricken area. In the future, the Network will draw up a manual for paper partitioning system assembly in order to provide swift support in collaboration with local governments.



Project to create a socializing forum for senior citizens who live alone

Area Hiroshima prefecture **Aid amount** 500,000 yen **Organization** Sakura-no-kai, a specified non-profit organization

Japan is a country with a rapidly aging population. Sakura-no-kai has worked on community building in Motomachi in Naka Ward in Hiroshima to create a social infrastructure that as a new safety net to help people get together, support each other, and learn and think about various issues that inevitably confront them as they get older. With an increasing number of elderly people unable to spend their final days at home, in hospitals, or in facilities, Sakura-no-kai has worked to build places and forums of a multi-layered makeup where people of all ages and both genders can get together and socialize, engaging citizens in creating an inclusive environment for looking after one another.

1 Community dining place



The dining place serves meals at low prices with the aim of enabling elderly people living or feeling alone to converse with someone over a meal.

Number of sessions held:
241 times/year
Number of participants: **2,400**

2 An evening drinking spot for socializing across generations

A bring-your-own pub-style socializing event in the evening

Number of sessions held: **12** times/year
Number of participants: **100**

3 Festivals and concerts as self-expression activities

Recitals for Japanese folk songs, shamisen and other performances

Number of recitals held: **twice**/year
Total number of audience members and participants: **200**

4 Life-theater picture-story show for recalling memories and learning about death

Shows are performed to depict past life events in a picture-story format.

Number of sessions held: **11** times/year
Number of participants: **100**

5 Events for sharing life's memories, including one for singing memorable songs and one for talking about a living will

Interviews were held with participants to recall memorable songs and associated memories.

Number of sessions held: **11** times/year
Living will sessions: **5**

Achievements



The first step towards building a collective town for the elderly

The organization was able to create a multi-layered place where people can get together, day and night, in everyday and festive settings for dining, singing and even discussing the topic of death. The activities of the life-theater picture-story show also caught the attention of the Director of the Tokachi General Subprefectural Bureau of the Hokkaido Government who invited the organization to hold a picture-story show and symposium in Tokachi and Obihiro, which resulted in the spread of its activities beyond Hiroshima prefecture.



Counseling and support activities based on peer support for working-age cancer patients to help them balance treatment and work

Area Aichi prefecture **Aid amount** 500,000 yen **Organization** Me-net, a specified non-profit organization

With the rapid aging of the population, we are entering an era in which one in two people will be diagnosed with cancer, and the number of cancer cases is expected to increase further by around 2025. However, support systems in the medical and welfare fields remain inadequate to enable cancer patients with various backgrounds to work out their own alternatives and solutions. The NPO Me-Net has been engaged in support activities by training peer supporters who provide counseling from the perspective of cancer patients and their families. This year the organization worked on preparing a practical manual for counseling concerning employment support for cancer patients, conducting training on the theme of cancer and employment, and collaboration with licensed social insurance and labor consultants.

1 Preparation of a practical manual for counseling concerning employment support for cancer patients



The organization created a manual for peer supporters to help them engage in practical counseling, using a Q & A format to reflect the opinions and requests of peer supporters who will be using the manual.

Number of copies produced: 200

2 Training of peer supporters for cancer and employment counseling



Two training sessions were conducted using the manual as teaching material. In a post-training questionnaire, 90% of the participants rated the training as good.

Number of participants: 55

3 Collaborative counseling sessions between peer supporters and licensed social insurance and labor consultants



With respect to employment support for cancer patients, which is a national cancer control priority issue, the organization was able to demonstrate a new form of support in which cancer peer supporters provide support from patients' perspectives. 92% of the respondents to a survey answered that they were glad to have received counseling.

Number of people receiving counseling: 14

Achievements



The program successfully demonstrated the effectiveness of peer supporters who have knowledge of employment support.

It was found that peer supporters can function as key persons to assist working-age cancer patients in balancing treatment and work if they are connected with appropriate consultation organizations and have a certain level of knowledge about employment support besides their own experience. In the future, the organization plans to further strengthen its cooperation with governmental and medical institutions.

Refurbishment of facilities

Improvement of social welfare



Barrier-free renovation project for promoting employment of people with disabilities and enabling interactions with them in office environments

Area Okayama prefecture **Aid amount** 3.43 million yen

Organization Pocket Support, a specified non-profit organization

The project provides support for supplementary learning and social experiences for children who have lost learning opportunities or experiences due to long-term hospitalization or medical treatment. Steps leading to the entrance of the activity center made it difficult for wheelchair users to get together, so the entrance was renovated for barrier-free access. Washstands were also made barrier-free to accommodate handicapped users.

Securing employment for wheelchair users

120 hours/year

Achievements



The center was improved as an activity base for children and young people with leg disabilities.

The organization was able to upgrade the environment by improving access for children with leg disabilities and young people who have graduated from high school. The task in the future is to build a community that enables sick children to feel peace of mind at public health centers and general hospitals with pediatric inpatient wards, mainly in Okayama City.

Purchase of equipment

Rescue and disaster preparedness during emergencies, including wind, flood and earthquake disasters



Project to provide new equipment such as fans that are essential for volunteers to carry out cleanup activities in flooded houses that sustained wind and flood damage

Area Tokyo **Aid amount** 340,000 yen

Organization PEACE BOAT Disaster Relief (PBV), a general incorporated association

When a house is damaged in a flood, the areas under the floor and wooden parts of the house need to be dried. However, those engaged in cleanup efforts under the floor have to work in a dark, confined place, making them susceptible to injury and problems resulting from oxygen deficiency, so it would be difficult for volunteers to do such work. To solve this problem, the subsidy was used to purchase fans and flexible ducts to be used in such instances.

Number of disaster-damaged houses in which the equipment was used

More than 50

Achievements



The equipment helped reduce or prevent pathogens in more than 50 disaster-stricken houses, contributing to the efforts to rebuild lives.

The organization responded to support the areas affected by torrential rains in western Japan by sending equipment to more than 50 damaged houses, mainly in Mabiki-cho and Kurashiki City in Okayama Prefecture. Prompt drying of the subfloor contributed to reducing and preventing pathogens, thus helping people rebuild their lives. Fans were also used in providing similar support in areas affected by the torrential rain disaster that occurred in July 2020.

Purchase of a motor vehicle

Improvement of social welfare



Project to purchase a new light truck for resource collection in the light work sector

Area Nagano prefecture Aid amount 540,000 yen

Organization Suko Fukushi-kai, a social welfare corporation

Suko Fukushi-kai has been continuously engaged in a resource collection project for 12 years to assist elderly people living alone and people with disabilities who have trouble taking newspapers and other trash to garbage stations. The organization has been using a light truck to help users put out trash. It purchased a new light truck to replace the previous one that was getting old.

Number of new resource collection cases

3

Achievements



The project enabled users to continue their work and ensured their wage security.

The purchase of a new light truck allowed the organization to continue its resource collection activities. The expansion of the resource collection network to include other neighbors has resulted in the addition of three new clients, including resource collection at the municipal library. The continuation of work for users has also led to their wage security.

Special quota

Rescue and disaster preparedness during emergencies, including wind, flood and earthquake disasters



Forest maintenance and community building in a landslide hazard area following the Kumamoto Earthquake

Area Kumamoto prefecture Aid amount 3.5 million yen

Organization Kyushu Biomass Forum, a specified non-profit organization

Kyushu Biomass Forum conducted a forest-building workshop that educated children on resource recycling through hands-on forest maintenance and forest-thinning experience. It installed a wood stove at Naminokogen Yasuragi Koryukan with the aim of spreading the use of wood stoves and the burning of timber from forest thinning in local people's daily lives, thereby promoting forest maintenance and resource circulation.

Workshops

Total number of participants:

55

Achievements



Communicating the importance of forest maintenance and building a disaster preparedness base

Kyushu Biomass Forum developed one hectare of forested area around Kumamoto YMCA Ogaishi Nursery School in Kario in Aso City, which is located in a landslide hazard area. Some of the forest development work was undertaken together with nursery school children and their parents/guardians, enabling them to share the importance of such tasks. Equipped with a wood stove, the Koryukan can now function as a disaster shelter for keeping people warm without depending on ordinary lifelines in the event of a disaster.

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



Hideto Kawakita
Chairman of the New Year's Postcard
Donations Evaluation Committee
Representative of the International Institute for Human,
Organization and the Earth (IIHOE)

As Japan's population continues to decline and age, the size of families keeps getting smaller. Already, more than one in three households has just a single person. Helping each other in the community in daily life has never been more important. The valuable donations entrusted to us have been carefully utilized in 175 activities, including the ones described here, resulting in increased opportunities to help each other in various parts of the country. New Year's greeting cards that were written after a year of unprecedented disasters surely bore a special meaning with heartfelt wishes for happiness in the coming year. I wish to express my sincere gratitude to everyone for your continued support of our activities to protect people's lives and nature with such genuine warmth conveyed in your purchase of donation-added New Year's postcards.

About donation-added New Year's postcards and stamps

Donation-added New Year's postcards with illustrations

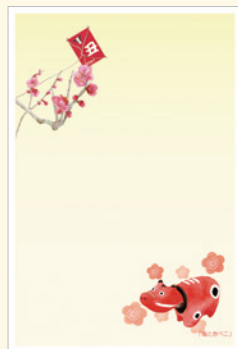
(price: 68 yen with 5 yen designated for donation)

The postcards are available in two versions: a national version sold at post offices nationwide and a local version sold only in the respective region.

Local version designs feature scenic spots and official mascot characters of each region.



National version



Local version (sale limited to a specific region)



Donation-added New Year's lottery stamps

New Year's stamps with a lottery.

*The images are from 2021.



**63 yen donation-added
New Year's lottery stamp**
(price: 66 yen with 3 yen designated
for donation)



**84 yen donation-added
New Year's lottery stamp**
(price: 87 yen with 3 yen designated
for donation)

Donations can be made by simply by purchasing donation-added New Year's postcards and stamps. It is our hope that donation-added New Year's postcards and stamps will be chosen for New Year's greetings.

Click here for details ▶

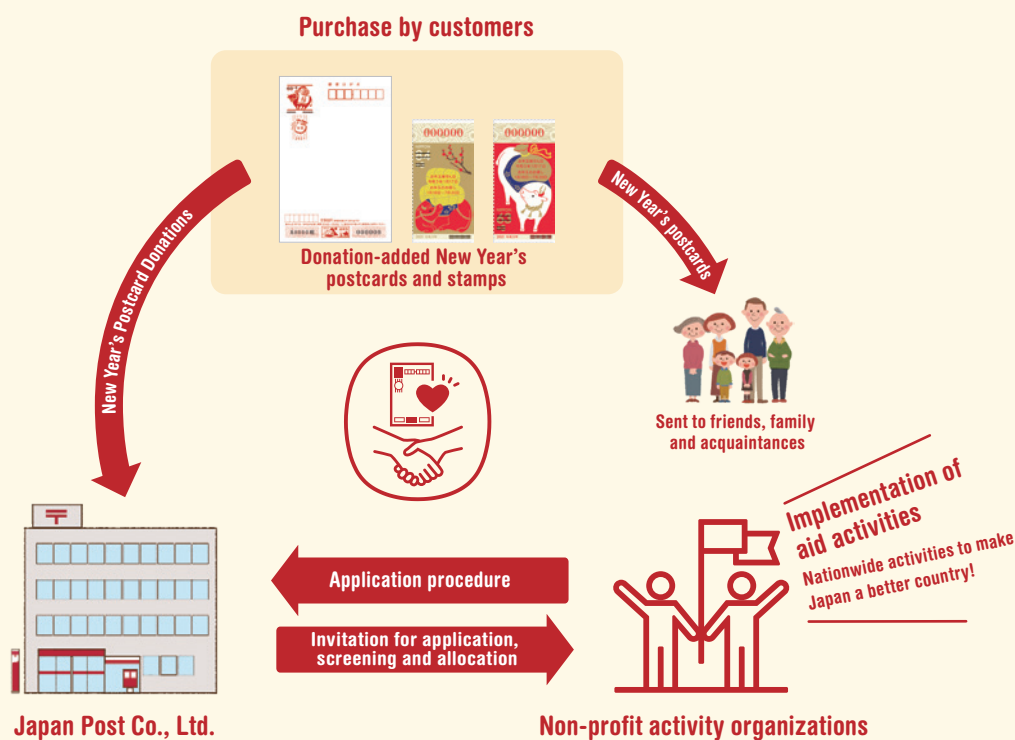


Japan Post makes effective use of the donations received through the sale of donation-added New Year's postcards and stamps for the benefit of society.

About the New Year's Postcard Donations Aid Program

Japan Post collects donations from the sale of New Year's postcards and stamps nationwide and allocates the funds each year under the approval of the Minister of Internal Affairs and Communications in accordance with the provisions of the Law on New Year's Postcards, etc. with Lottery. Since 1949, donations have been distributed 71 times. The total amount of allocated donations has reached about 51.3 billion yen.

System of the New Year's Postcard Donations Aid Program



How donations are used

Organizations engaged in projects in 10 fields are invited to apply. A committee composed of outside experts selects the successful organizations and the amount of allocation.

Improvement of social welfare	Disaster preparedness and rescue during emergencies, including wind, flood and earthquake disasters
Social education for the sound development of young people	Prevention of traffic accidents and water-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 regions	Protection of cultural assets

Animation introducing the New Year's Postcard Donations Aid Program

Visit Japan Post's website to view an animated presentation of the New Year's Postcard Donations Aid Program.

