

# ANNUAL REPORT KIFU-NENGA JAPAN POST

Examples of activities helped by the New Year's Postcard  
Donations Aid Program

Japan Post



New Year's Postcard Donations

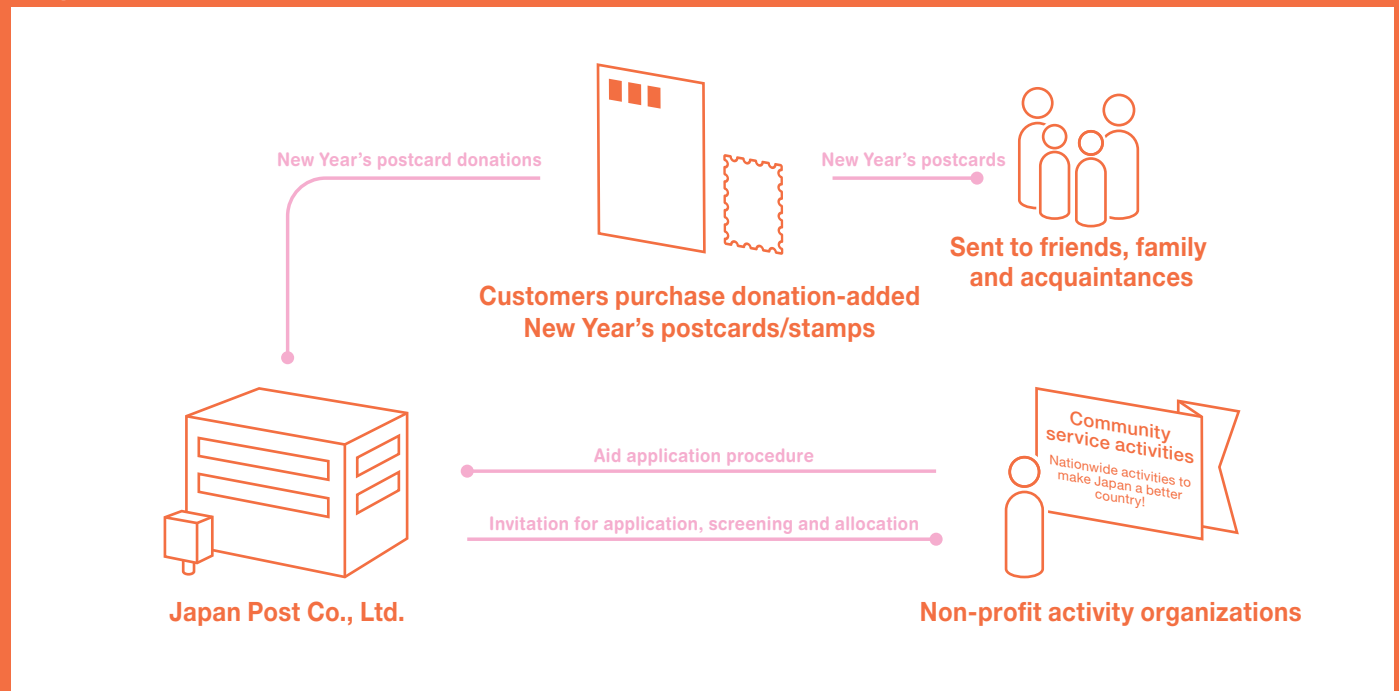
- This booklet is printed on environmentally friendly paper.
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# Overview of New Year's Postcard Donations Aid Program

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 Act on New Year's Postcards, etc. with Lottery. Since 1949, donations have been distributed 72 times. The total amount of allocated donations has reached about 51.6 billion yen.

## FLOW



## CATEGORY

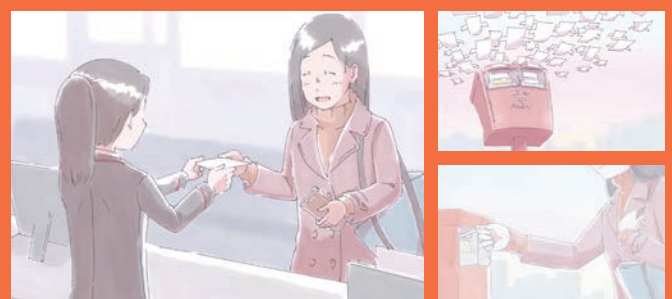
Organizations engaged in projects in ten fields are invited to apply for aid. A committee composed of outside experts selects the successful organizations and allocation amounts.

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

## ABOUT

## MORE

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



New Year's Postcard Donations



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



# Citizens working to eliminate microplastic trash and conserve beaches where sea turtles lay eggs

Area: Shizuoka | Aid amount: 3,492,930 yen | Organization: Sanctuary N.P.O. | Category: Preservation of the global environment

Problems associated with marine plastic litter are spreading globally. Tiny plastic particles, broken down by wind, rain and waves, can end up in the body of marine organisms. Sanctuary N.P.O., which has been conducting research on the protection of coastal flora and fauna for 35 years, has taken advantage of this Aid Program to install ten trash cans on beaches. The organization has created a system for collecting plastic trash at an early stage before it is transformed into microplastics, helping to instill this concept throughout the community.



*Ten trash cans have been installed.*  
**A ton** of trash is collected **each month.**

When volunteers were collecting trash only during the twice-a-month events, they discovered that beaches would be littered again by the next day. The NPO therefore took advantage of the Aid Program to install ten trash cans on beaches so that trash can be picked up every day. This prompted residents, surfers and tourists to put trash in the trash cans. Today, the NPO collects a ton of trash each month. This simple act of installing trash cans turned out to be a big step in transforming the awareness and behavior of local residents and tourists for reducing microplastic trash.



**Mr. Takeji Mazuka**  
 Director

We are aware that regular beach cleanups are not enough to completely solve the problem. It can be difficult to keep people motivated to collect trash simply for that purpose. It is important that each individual experiences nature and truly understands why trash can be such a big problem. Our goal is to hold seminars and workshops that encourage participants to learn about the habitat of marine plants and animals and to take an interest in and become attached to the marine life in that habitat, thus motivating them to pick up trash voluntarily.



## Collecting plastic trash and preventing its buildup to protect sea turtles

Volunteers engaged in environmental conservation activities at beaches were shocked to find that a leatherback turtle washed ashore had as many as 36 pieces of plastic trash in its stomach. After encountering more tragic incidents on beaches such as turtle eggs crushed by vehicles, piles of trash and dead baby turtles, they decided to begin research and protection activities. Since then, the NPO has set up protective fences and launched environmental education campaigns targeted at local residents, tourists and children by holding observation and baby turtle release events annually. Beach cleanup events are also held twice a month.

# Reviving the Aigi Tunnel Group as a tourist attraction

Area: Aichi | Aid amount: 3,838,429 yen | Organization: Aigi Tunnel Group Conservation and Regeneration Committee | Category: Protection of cultural assets

Ever since the discovery of an abandoned railway line where steam locomotives ran during the Meiji era, the Aigi Tunnel Group Conservation and Regeneration Committee has been working to preserve the ruins of the abandoned railway line. The Committee needed to raise about 3 million yen each year to cover the expenses associated with the installation and maintenance of stairs and walkways, fences to prevent rocks from falling and fuel for machinery. With the support of the Aid Program, which enabled them to install flush toilets, purchase supplies and otherwise improve the environment, the site has since been established as a tourist destination.



## Aiming to create a tourist attraction and historical heritage site where nature and civilization coexist

When it was first discovered, the area was said to have been lush with precious endangered species of wild plants and animals that had flourished again vigorously, with bushes so thick it was difficult to proceed more than a few steps. The committee painstakingly maintained the area carefully with only minimal logging, mowing, and road building so as to preserve the landscape where antiquity coexisted with the natural environment that was gradually taking over the artifacts of human civilization. The abandoned railway line, which had been left unused for 45 years, was restored as a historical heritage site with the help of citizens.



## Special viewings attract **30,000** people

After the site was opened to the public twice a year, information about it began to spread gradually, drawing a total of 250,000 people from all over Japan. The number of visitors who hoped to immerse themselves in the nostalgic atmosphere exuding from the abandoned tunnels grew each year. However, it was difficult to maintain and manage the entire 15-hectare site through the efforts of citizens alone. So, the committee has taken advantage of the Aid Program to improve the environment and prepared posters and leaflets that were placed at all manned stations of Central Japan Railway Co. (JR Tokai). Thanks to these efforts, a total of 30,000 people visited the site during the special openings in spring and fall of FY 2019.



**Mr. Masayoshi Murakami**  
Director

We started activities to raise awareness of the tunnels in the community and across the country 14 years ago. I am happy to see the efforts of our members bearing fruit, with the tunnels having been recognized as "Registered Tangible Cultural Properties" by the government and the number of visitors increasing each year. Yet, if we are to preserve this historical heritage for the next 100 years, it is obvious that we cannot continue to rely on citizens forever. Collaboration with outside organizations, companies, and the government will be our biggest challenge in the future. Our goal in the years ahead is to promote wide-area cooperation to develop a system for incorporating conservation activities into tourism resources as a business endeavor.

# Delivering meals in person to reduce the number of senior citizens dying alone

Area: Okayama | Aid amount: 300,000 yen (Third year) | Organization: NPO Okayama Multifunctional Support Net | Category: Improvement of social welfare

Against a backdrop of increasing nuclear families among other factors, the number of elderly people living alone has been on the rise. NPO Okayama Multifunctional Support Net has utilized the New Year's Postcard Donations Aid Program for its meal delivery project, which focuses on hand-delivering meal boxes directly to elderly people in the community who have difficulty making meals and going out, such as those with dementia, those who are not good at housework, and those with disabilities, in order to confirm their safety on a daily basis.



## Number of meals delivered: **2,074**

An incident in the city of Kasaoka where an elderly person was found dead prompted the organization to launch this project. The NPO members personally deliver boxed meals to elderly people every other day three times a week to check on their health status. If no one answers the doorbell, the delivery staff returns as many times as needed until they can hand the boxed meal directly to the recipients. If they are not able to see the individual by evening, they call the phone number listed on the application form. If the delivery staff sense anything unusual, they share that information after returning to the office. There were instances in the past where a subsequent call to a doctor helped save lives. Many elderly people living alone often stay home all by themselves because their assessment under the Long-term Care Insurance program is too low to qualify for nursing care. Confirming their safety at the time meals are delivered thus serves as an invaluable point of contact for fulfilling “invisible needs” that arise from gaps in the welfare system.

### Wanting recipients to enjoy the pleasure of eating

The NPO interviews recipients in advance to learn about their pre-existing medical conditions as well as food preferences and the size of food that they can easily swallow, enabling meals to be prepared according to the desires of each person. The staff strive to deliver appetizing meals made with fresh ingredients with the guidance of a nutritionist, instead of pre-packaged food, because they want the recipients to enjoy the “pleasure of eating” in their daily life.



**Ms. Mieko Ikeda**  
Director

Some recipients tell us that they look forward to talking with the delivery staff. I heard about an elderly man who showed no emotion in the beginning but eventually started to smile more and more as conversations with the delivery staff became friendlier. A relationship of trust built between recipients and delivery staff can encourage recipients to open up, making it easier for us to identify any problems they might have. This has been a major achievement. We hope to widen the scope of collaboration by sharing information on identified problems with various parties involved with welfare.

# Building an environment that connects people with intractable diseases to support systems

Area: Shiga | Aid amount: 389,308 yen (Fourth year) | Organization: Shiga Prefecture Intractable Disease Liaison Council | Category: Protection of cultural assets

Even in this day and age, people with intractable diseases, or rare diseases without established treatment methods, face barriers to social participation and prejudice from those around them. The Shiga Prefecture Intractable Disease Liaison Council felt they had to do something about the large number of people with intractable diseases in Shiga prefecture who were facing difficulties simply because they were unaware of various support systems and subsidies that were available to them. The Council helped create an environment that supports people's access to social resources by holding seminars and preparing pamphlets to encourage people to come forward.



## Difficult situations that people with intractable diseases have had to face alone

One person, who was the only one who had contracted a specific intractable disease in the prefecture, was experiencing increasing isolation due to a lack of understanding by those around him. The Council began surveying situations where low levels of social recognition have resulted in insufficient support. The survey revealed that many people with intractable diseases had problems in their daily lives and/or employment partly because they had no knowledge of support systems such as medical expense subsidies and welfare services for the disabled. Some people have experienced difficulty getting hired after revealing information about their disease, while many others with progressive intractable diseases fear that they “might be unable to perform their present jobs when the disease progresses.”



## Printing 800 copies of an employment assistance handbook

The Council prepared an easy-to-read booklet containing information on public support systems, which was distributed to public health centers and medical institutions. The aim was to establish a system by which people diagnosed with intractable diseases can access useful information at an early stage. Twenty-two people with intractable diseases attended an Employment Support Seminar organized by the Council and learned about employment assistance and other programs. In addition, the Council printed 800 copies of an Employment Assistance Handbook that was distributed to a total of 40 organizations including public health centers, medical institutions, and social welfare councils. The booklet led to the establishment of a support infrastructure and an environment where people can easily access information.



**Mr. Kosuke Nishimura**  
Director

Citizen-led activities helped create a common understanding with prefectural and national organizations after representatives from the Shiga Labor Bureau of the Ministry of Health, Labour and Welfare gave lectures at employment support seminars and study sessions were held jointly with related organizations; this was a major achievement. For people with intractable diseases who have nowhere to turn except a handful of specialized medical institutions, the presence of a local public institution where they can informally seek private consultation can be reassuring and supportive for their employment and daily lives. We will continue our activities to strengthen such systems of collaboration.



# Renovated and repaired an old house to provide a place where children can freely play

Area: Okayama | Aid amount: 2,061,000 yen | Organization: Akaiwa Children's NPO Center | Category: Social education for the sound development of young people

Akaiwa Children's NPO Center carries out hands-on activities that support the sound physical and mental growth of children through the operation of a childcare support center. This serves as a forum for exchanges that include childcare consultation and other services. The center took advantage of the Aid Program to renovate a 150-year-old private house as an activity base. It repaired gaps in roof tiles that posed a risk of leaking and falling due to deterioration or the impact of a natural disaster. Now that safety has been secured, the house is able to serve many people again.



## Inconveniences inherent in traditional Japanese houses can have a positive effect on children's growth.

The childcare support center, which initially operated from a room at a community center, moved to the current location of the old house that provides a place where parents and children can relax as if they were visiting "grandma's house." Traditional Japanese houses have level differences, hard-to-open doors and other aspects with just the right amount of inconvenience, the experience of which can stimulate the development of rich sensibilities in children.



Places that might pose a danger to children including splinters on pillars and floors were all repaired prior to the public opening. The aged house still needs some repairs every year. The use of this Aid Program to finance the repairs has enabled the center to maintain the traditional house in good condition so that children and guardians can use it safely. The number of annual visitors increased from 3,730 in the previous fiscal year to 4,150.

**Number of visitors/year**  
**Increase of 420**



**Ms. Emiko Kokusho**  
Executive Director

We wanted a place where children and guardians can really relax. It took us more than a year to find this place. The entire house requires extra work for maintenance and to ensure safety. Many guardians have told us that the welcoming atmosphere of the house makes them feel calm and is conducive to consultation. In the future, we plan to expand the scope of our activities beyond just childcare support by opening a community café and organizing various events so that this house "basking in the sun" can serve as a hub that attracts community members of all generations.



## Purchase of kitchen equipment

# In-house food manufacture results in wage increase

Area: Osaka | Aid amount: 3,750,000 yen | Organization: NPO Machikado Fukushi | Category: Improvement of social welfare

NPO Machikado Fukushi has launched programs to support the continuous employment of people with disabilities as part of self-reliance assistance. The NPO soon found that limited business income provided no prospects for a wage increase. To increase business income, the NPO began shiitake mushroom cultivation and sale of fresh shiitake mushrooms at its Type A employment facility. It decided to tackle the challenge of manufacturing and selling shiitake mushroom products to enable further wage increases. Taking advantage of the Aid Program, the NPO purchased the equipment necessary for in-house production, which led to significant wage increases and waste rate reductions, among other results.



### Ajillo manufacturing time cut to **one-third**

Fresh shiitake mushroom production at the Type A employment facility tended to be unstable and did not lead to any wage increase. The NPO therefore decided to undertake the challenge of manufacturing a processed product, “shiitake mushroom ajillo,” from scratch. They experimented with ajillo production many times using the only utensils they had – pots and rice cookers. It took them as long as 15 hours to make just one batch. Moreover, the bottles were easily damaged when pots and rice cookers were used, which made the job more difficult and limited the scope of the workers able to do the work. With the introduction of a steam convection oven and a rapid cooler, the manufacturing time was reduced to one-third of the initial time. Standardization of work also widened the range of tasks workers could do and assured constant product quality.

### Wages **Increased by 28,876 yen/person**

The addition of “shiitake mushroom sprouts,” which had previously been discarded, to the raw materials for ajillo reduced the waste rate at the cultivation site by 90%, while complete in-house production led to a unit cost reduction. Consequently, wages increased by nearly 40%, from 73,684 yen to 102,560 yen. In addition, the NPO assigned simple tasks to its Type B employment facility, which resulted in an added bonus there of a 20% wage increase.



**Ms. Midori Toyoda**  
Representative Director



Workers were happy to see their products being purchased by customers at supermarkets and department stores. It gave them a sense of confidence and accomplishment. I hope they will utilize the skills and the joy of working they have acquired here to take further steps toward self-reliance. We also started making fresh shiitake mushroom beds, which we had previously purchased from suppliers. Our goal is to improve the quality of fresh shiitake mushrooms, further increase wages, and create new jobs by selling the beds and making them profitable.



# Deployment of a new tractor increases yields

## Enhancing the volume and quality of vegetable crops

Area: Wakayama | Aid amount: 960,000 yen | Organization: Minabecho Social Welfare Council, a social welfare organization | Category: Improvement of social welfare

Minabecho Social Welfare Council grows and harvests farm products for sale at direct sales outlets, creating opportunities for alcoholics and people with disabilities to experience working in a friendly environment. The organization took advantage of the Aid Program to purchase a tractor for use on their farm. The use of the tractor has led to significant improvements in the soil environment and work efficiency on the farm. Moreover, the enhanced quality of the vegetables in turn energized the workplace and gave workers a new sense of purpose.



### Increased yields with working hours cut to **one-eighth**

#### Quality of vegetable crops enhanced

The deployment of the tractor markedly cut the time to cultivate the fields to just one hour from one entire day that was required before when a home garden cultivator was used to till the soil initially. Higher work efficiency enabled them to cultivate an additional 300 square meters, resulting in a yield increase of 139 kg. Turning the soil over with the tractor aerated and softened it as the soil blended well with compost and became more fertile. The farm began to produce juicier bell peppers and cabbages with firm, leafy heads. These changes stimulated workers' interest in farming as many of them began to take the initiative in doing farm work instead of waiting for instructions to be issued as had been the case previously.



### Increase in the number of cultivated items led to a sense of purpose among workers

When they experimented with new vegetables, selling some varieties at the direct sales outlet for the first time, the items sometimes sold out in no time. The workers' faces light up when they see customers eagerly choosing the vegetables they produced. Workers usually engage in lively conversation about farming in the car on the way back from delivery. Increasing the number of vegetable varieties cultivated has provided an opportunity for workers to experience the "joy of working" that comes from making others happy.



Mr. Ikuo Doi  
Secretariat

After we increased the number of vegetable varieties planted, we began to receive orders from direct sales outlets and food manufacturers. When we shared this information with the workers, they began to tackle work with a positive attitude, saying, "Okay, let's do it." Some workers have taken the next step after their experience on the farm. Some of them even went looking for help-wanted information on their own and were successfully hired. We hope to take this project, which started out as a training center for moderate farm work, to the next level so that we can give back the profits to workers as an employment support project.

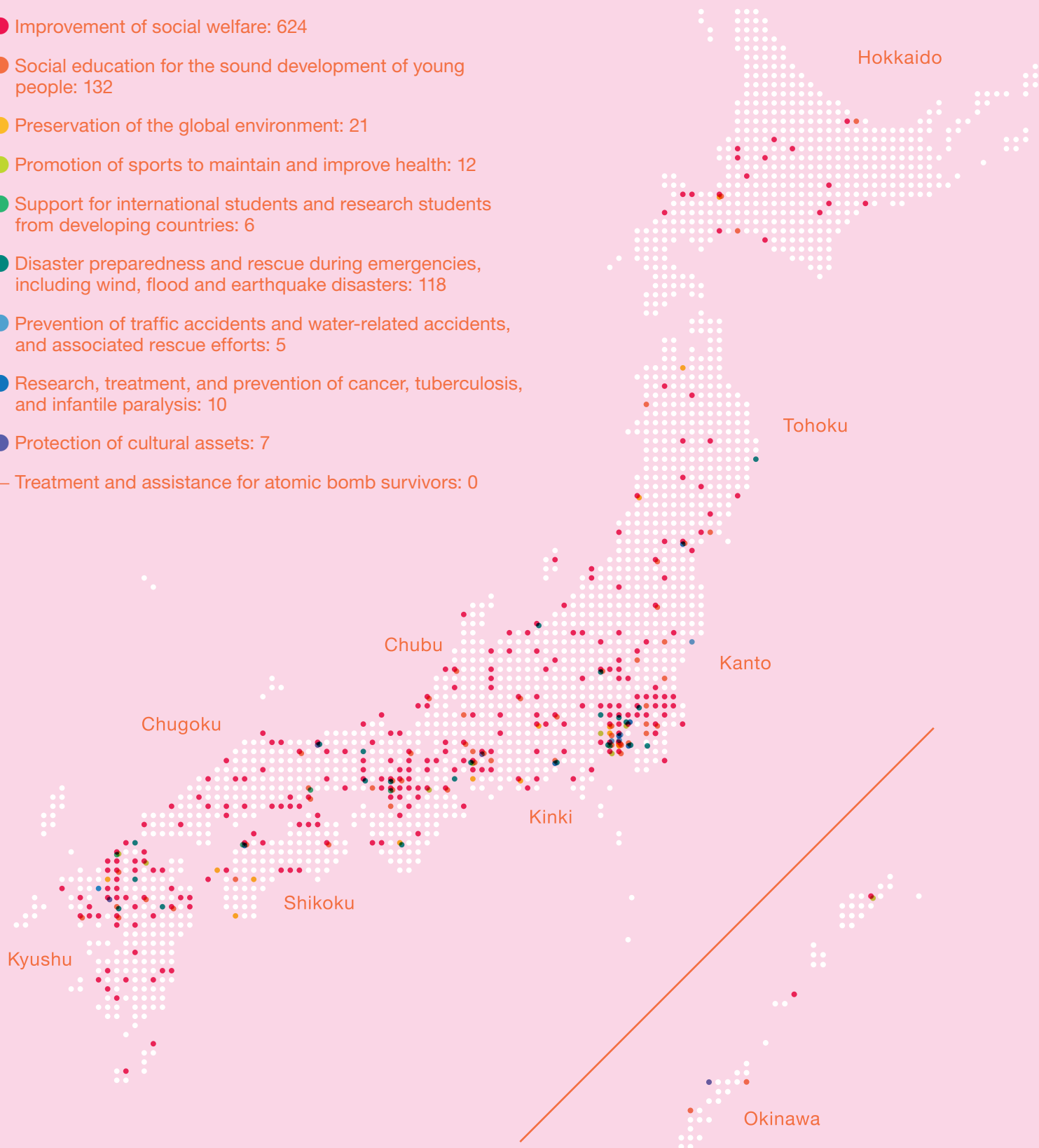
# ACTIVITY 2017-2021

The New Year's Postcard Donations Aid Program has allocated donations to a wide range of community service activities to date. In order to visualize the spread of these activities, we have shown the areas where the subsidized projects were carried out on a map for each category during five years from 2017 to 2021.

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

## Categories: Number of aid programs over five years

- Improvement of social welfare: 624
- Social education for the sound development of young people: 132
- Preservation of the global environment: 21
- Promotion of sports to maintain and improve health: 12
- Support for international students and research students from developing countries: 6
- Disaster preparedness and rescue during emergencies, including wind, flood and earthquake disasters: 118
- Prevention of traffic accidents and water-related accidents, and associated rescue efforts: 5
- Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis: 10
- Protection of cultural assets: 7
- Treatment and assistance for atomic bomb survivors: 0



	Number of organizations that applied	Number of organizations that received donations	Total amount of aid (yen)
2017	820	232	434,214,000
2018	846	175	300,701,000
2019	734	182	297,525,000
2020	643	169	296,431,000
2021	504	177	310,539,000



*Message 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)

Traveling, meeting people and getting together – during the past two years, we have been forced to give up things we cherish in our lives in order to prevent the spread of coronavirus infections. I would like to express my heartfelt sympathy to everyone who has suffered because of the covid-19 pandemic and my deepest gratitude to all those who have worked so hard for us all.

It is my belief that helping one other in the community and elsewhere has never been more important than in times like these. I would like to express my heartfelt respect to the organizations that were selected from among the many applicants, including the ones introduced here, that have put the public donations to the best use in continuing their activities while taking measures to protect against infections in their respective areas of the country. My deepest gratitude goes out to the organizations that met their objectives and executed their activities ceaselessly by adopting flexible decisions and responses when circumstances made it difficult to move their projects forward as originally planned.

I am sure that the thoughts and wishes people embody in their New Year's greeting cards are even more heartfelt this year due to the difficult conditions of the past year. 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. I hope the day will come soon when you can visit the places where the activities are undertaken and participate in them with complete peace of mind.

## Donation-added New Year's postcards with illustrations

Postcards are available in two versions: a national version sold at post offices nationwide and local versions sold only in the respective area. Local version designs feature scenic spots and official mascots of each locality.

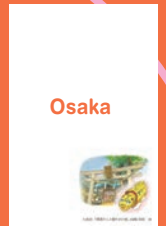
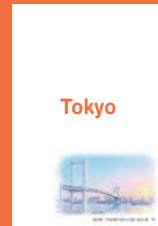
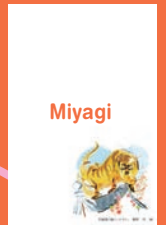
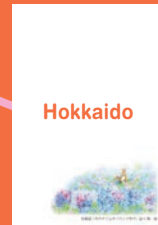
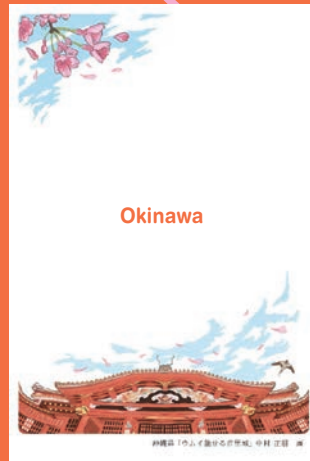
### National version:

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



### Local versions:

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



## Donation-added New Year's lottery stamp (New Year's lottery stamp)

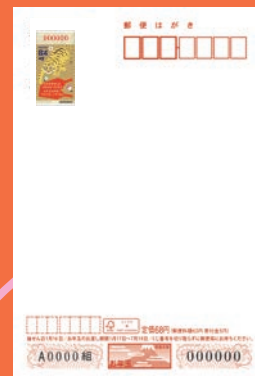
### 63-yen stamp

(price: 66 yen with 3 yen designated for donations)



### 84-yen stamp

(price: 87 yen with 3 yen designated for donations)



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. Donations can be made 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.

