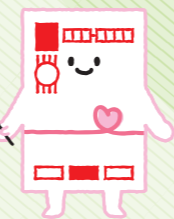


The proceeds from the sale of donation-added New Year's postcards are donated to various causes, including the support of handicapped persons, at the rate of 5 yen per card.



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



National version

Local versions

● Donation-added New Year's lottery stamps



66 yen  
(with 3 yen designated for donations)

87 yen  
(with 3 yen designated for donations)

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

### 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)

The activities outlined in this publication were carried out in FY2021, a year in which the COVID-19 pandemic forced us to take decisive measures to combat the spread of infection. I would like to express our heartfelt respect and deep gratitude to all individuals who have diligently carried out important community-based initiatives during these challenging times through thoughtful use of the donations. We are also grateful for the support extended to those affected by various natural disasters.

After several years of giving top priority to measures for dealing with the pandemic, we are now observing people and society gradually returning to previous routines. However, even during this period, the trends of population aging, population decline, and shrinking family size continued to advance. For those involved in activities that support individuals and communities, this meant even more challenging conditions as they strove to resume suspended activities while dealing with increasingly difficult situations. We look forward to hearing your proposals for initiatives to tackle the challenges of building a stronger communities.

I would also like to express my sincere gratitude to everyone for your continued support of our activities to protect people's lives and the environment through the heartfelt donations of your New Year's cards. We have received a large number of significant suggestions and hope that people will make even greater use of the donation-added New Year's postcards to help us support as many activities as possible. Thank you.

Japan Post intends to make valuable contributions to society with the donations received from customers through the donation-added "New Year's postcards and New Year's stamps." You can make a donation simply by purchasing a postcard or a stamp. Please use our donation-added "New Year's postcards and New Year's stamps" for your New Year's greetings.

The examples of activities assisted by the donations can be viewed on Japan Post's New Year's Postcard Donations website, in addition to this booklet.

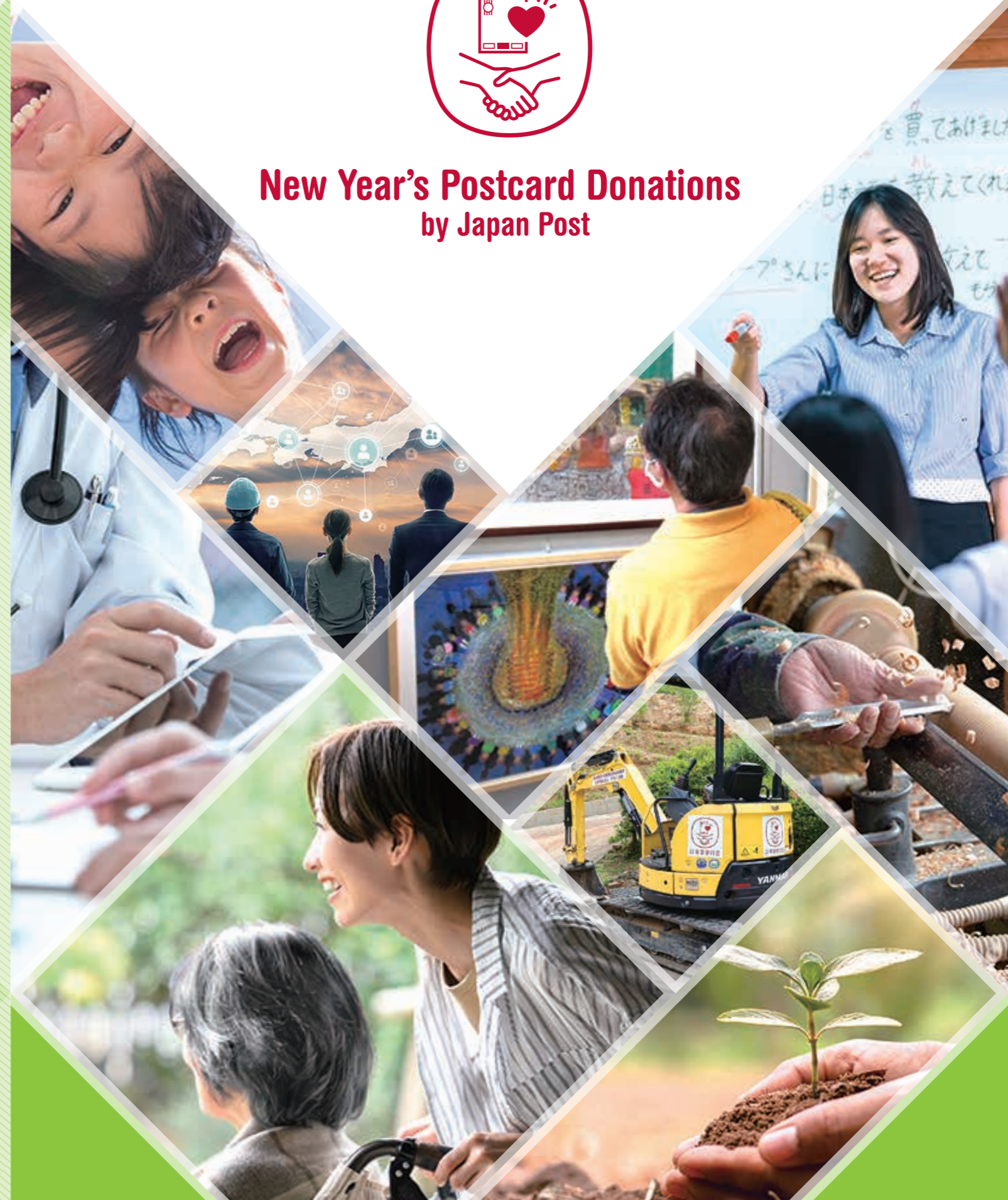
<https://www.post.japanpost.jp/kifu/>  **New Year's Postcard Donations by Japan Post**



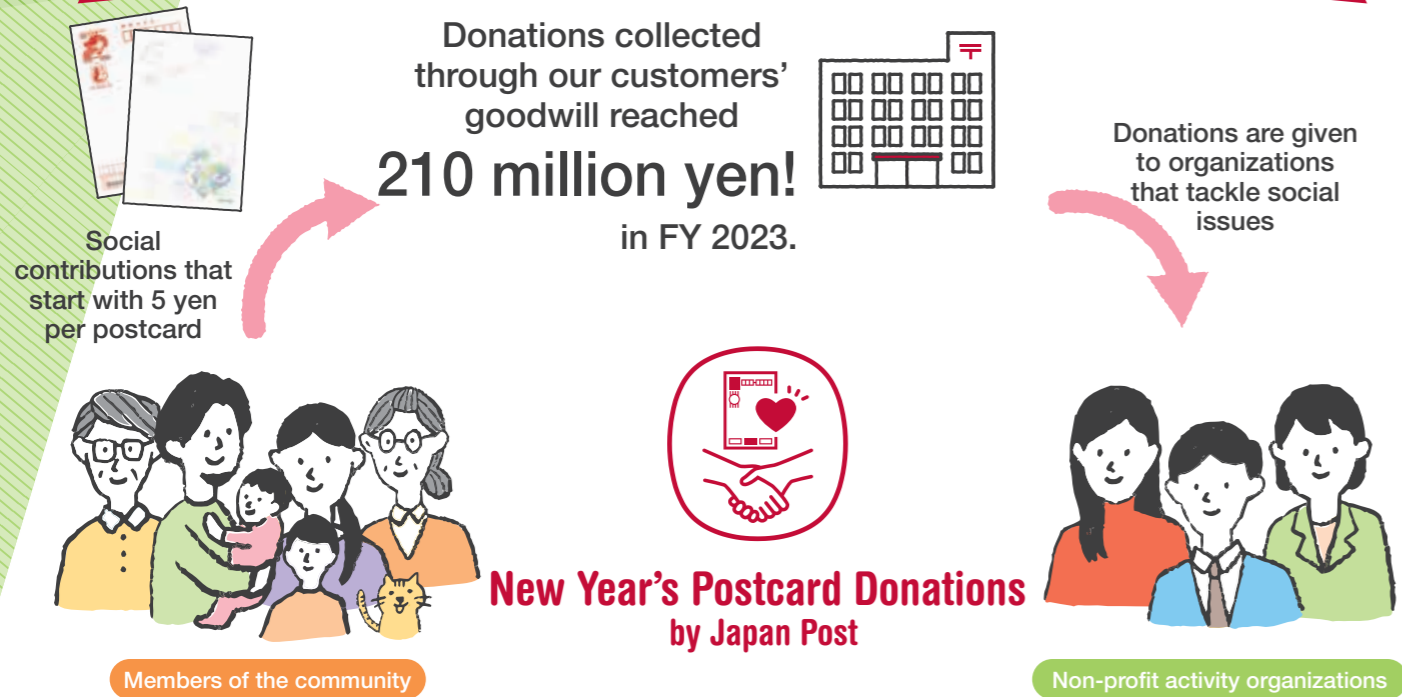
## Examples of activities helped by New Year's postcard donations



### New Year's Postcard Donations by Japan Post



# Overview of New Year's Postcard Donations Aid Program

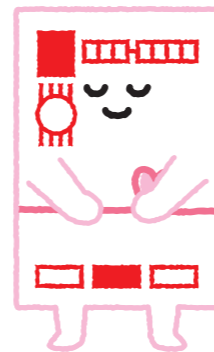


The programs help support the well-being of community members across the country



Working to solve social issues around the country

Under the "New Year's Postcard Donations Aid Program," each year Japan Post collects donations from the sale of donation-added "New Year's postcards and stamps" nationwide and allocates the funds. Begun in 1949, the New Year's donation program, based on donation-added New Year's postcards, has developed into a distinctive Japanese culture of donation over the course of its history. I would like to express our most sincere gratitude to all of you who have made many generous and heartfelt donations.



**We hereby invite organizations to apply for New Year's Postcard Donations by Japan Post for FY 2024 as well.**

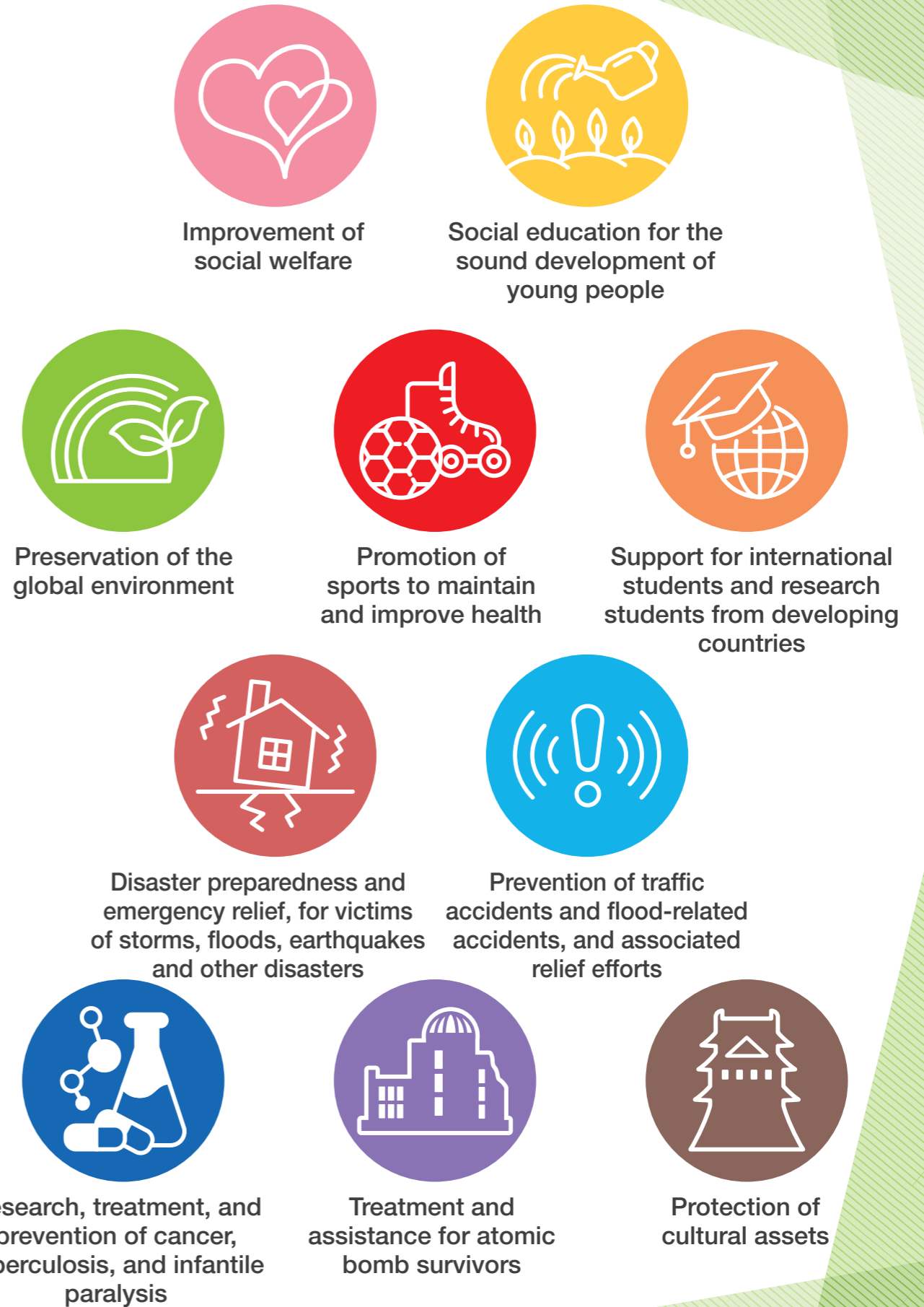
For detailed information and inquiries about the method of application, please visit the "Aid for Social Contribution Activities by New Year's Postcard Donations" page on Japan Post's New Year's Postcard Donations website. <https://www.post.japanpost.jp/kifu/>



Q New Year's Postcard Donations by Japan Post

## Types of eligible activities

The donations received will be allocated to various organizations across Japan engaged in the following ten projects specified by law, subject to the approval of the Minister of Internal Affairs and Communications.



Activities/Challenges

Improvement of social welfare

Café as a meeting place where young workers with disabilities can stop by after work

Activity organization	Ichikawa Shimin Bunka Network (Ichikawa Citizen's Cultural Network), a non-profit organization
Amount of aid	<b>500,000 yen</b>

Ichikawa Shimin Bunka Network is a civic organization dedicated to community development through cultural and artistic activities. Young people with disabilities have limited options for places to go after they finish work, including those provided by the government or social services. The Network opens a café called "Irun-Orun" twice a week to provide a comfortable place for them to gather and interact with each other. The café is operated in a manner that respects individual intentions and preferences. Taking part in enjoyable activities, such as singing, folding origami, and quizzes, has boosted users' self-esteem and enriched their mental and physical well-being. The café attracted 174 young people in one year despite the COVID-19 pandemic. Their activities have extended beyond the café. The café has promoted community involvement through cultural and artistic activities, for instance, by participating in local markets and exhibiting and selling young people's paintings.

Yumiko Inoue, Assistant Representative Director

During four years of the Activities/Challenges program, we have been able to sustain the café's operations consistently, thanks to the aid provided, which was guided by regular reviews and the setting of goals. We believe we have created a place for interaction where users can discuss their problems, have fun, and connect with the community.



Users are encouraged to come up with ideas for making active use of the café.



Connection with the café led to a month-long exhibition and sale of artwork at a local art gallery.

Activities/General

Social education for the sound development of young people

Conducting visiting lectures on SDG themes to encourage children to be active in society

Activity organization	Free The Children Japan, a certified non-profit organization
Amount of aid	<b>1,776,056 yen</b>

Free the Children Japan addresses social issues affecting children and cultivates their abilities so they can take action themselves. This year, the organization used the aid provided by the New Year's Postcard Donation Aid Program to fund visiting lectures for elementary, junior high, and senior high school students throughout Japan. Classes included discussions on the importance of SDGs, emphasizing their necessity and teaching children how they can take action to achieve a sustainable society. A total of 11,020 children participated in 83 face-to-face and online sessions held during the year. The organization has also used its expertise to create and provide educational resources to teachers free of charge. The program has successfully evolved into a long-term outreach effort that extends beyond a single visiting lecture.

Keiko Ideno, Executive Director

Schools have a limited educational budget, making it a challenge to hire external instructors. We were able to conduct visiting lectures at minimal cost, as the aid covered the fees of the lecturers and various other associated expenses.



Children and pupils attending a visiting lecture and a guide book for teachers.

Refurbishment of facilities

Improvement of social welfare

Establishing a base for "experiencing rural life" to propose new ways of living

Activity organization	Minna-no-Machi, a non-profit organization
Amount of aid	<b>3,160,000 yen</b>

Minna-no-Machi offers city dwellers who are interested in a rural lifestyle the opportunity to experience such a life in the city of Hokuto in Yamanashi Prefecture. The aid was used to renovate a vacant house and turn it into a project headquarters, and to build a treehouse and biotope. Participants performed tasks such as painting walls, installing floors and ceilings, and completing other manual labor, rather than hiring a contractor to do the renovations. Some of the 360 people who took part in the project were struggling to find their place in society. By participating in the activities, they built up their life skills and gradually regained their self-confidence.

The renovated facility is now used as a place where people can experience farm production, repair work, and other tasks necessary for rural life. Users can also get a taste of life in the countryside, giving them more options for their future way of life.

Yasubumi Murota, Representative

In addition to renovating a vacant house, we installed playground equipment and a biotope so that the participants could enjoy having fun in nature. I hope that the hands-on experience of life, different from their previous circumstances, in the natural setting of Yamanashi will assist both adults and children in broadening their prospects for the future.



A total of 360 people participated in the renovation. The project is also expected to serve as a model for re-using vacant houses.

Purchase of equipment

Improvement of social welfare

Equipping a classroom with hearing test equipment to improve the environment for treatment and education of children with a hearing impairment

Activity organization	Osaka Association for the Physically Handicapped, a social welfare corporation
Amount of aid	<b>2,846,000 yen</b>

The organization's "Pyonpyon Classroom" is a day-care facility primarily for children with a hearing impairment. The Osaka Association for the Physically Handicapped operates four classrooms, including the Hokusetsu classroom, which did not have a hearing test room. The organization used the aid to install a hearing test room and test equipment.

The accuracy of hearing tests has been improved because children, who may become nervous in a hospital setting, can be tested in a familiar classroom environment that helps them to relax. The objective test data have helped to enhance the expertise of the organization in the treatment and education of children with a hearing impairment. Staff involvement in the tests has also raised their awareness of children's clinical conditions and knowledge of hearing aids, resulting in a treatment and educational environment that is more responsive to children's needs.

Kumi Kakimoto, Manager of Hokusetsu Pyonpyon Classroom

Thanks to the testing room installed with the aid, we are now able to perform a hearing test immediately when we notice a change in a child or when a guardian consults us. It has allowed us to extend appropriate treatment and support, such as considering sign language and visual support, based on the test results.



Installation of a soundproof room enables hearing tests to be conducted in the classroom.

Improvement of social welfare

Conducting daily life support counseling in municipal housing to prevent isolation

Activity organization	Centre for Person-centered Ningen, Omuta, a general incorporated association
Amount of aid	<b>2,854,010 yen</b>

Faced with the challenges of a declining and aging population, the city of Omuta needed to provide assistance to elderly people living alone and others in need of support. The Centre for Person-centered Ningen, Omuta used the aid to operate a support center in municipal housing in cooperation with the city government, the municipal housing management center, local business establishments and others. The support center opens twice a week, where anyone can feel free to ask for help. Their activities range from assisting residents in booking vaccine appointments to organizing dinners and farming-related events, all with the goal of ensuring that no one feels isolated. Even during the Covid-19 state of emergency, the organization continued to provide support, conducting a total of 211 face-to-face and online counseling sessions via video phone and other means. As the population continues to age, many communities need to provide services for assisting their older residents. The organization will continue to reach out to residents in need of assistance and plans to expand its operations and expertise across the country, building on the lessons learned in Omuta.



Flower gardening and vegetable farming created opportunities for local residents to interact and participate in communal activities.



Inexpensive meals are provided to offer nutritional guidance and alleviate the feeling of isolation.

Kaori Nishijima, staff member

The aid allowed us to launch a project that many thought was important but had not been implemented. We have successfully created a space to provide livelihood support and counseling and to foster connections with others, and those who have consulted with us are satisfied.



Special aid quota (Torrential rains in July 2020)

Disaster relief

Touring affected areas in Kumamoto in a food truck to serve hot meals to those recovering from heavy rains

Activity organization	'Guts', a general incorporated association
Amount of aid	<b>4,446,000 yen</b>

'Guts' is a general incorporated association that provides employment opportunities and human resource development for people with disabilities by engaging them in the preparation and sale of lunch boxes. However, in July 2020, heavy rains in Kumamoto caused significant damage, including the submersion of their offices and vehicles, making it difficult to resume normal operations after the disaster. The organization used the aid to launch a new food truck as part of disaster recovery operations. The organization resumed its operations of providing affordable hot meals, primarily to the homes of disaster survivors. This initiative served the dual purpose of supporting employment for people with disabilities and helping disaster-stricken regions. Residents in the disaster areas welcomed the hot meals provided by the food truck, including choices such as curry and rice and miso soup, as a welcome alternative to the fare of packaged foods and lunch boxes. The food truck, which sold a total of 5,000 meals in one year, is now a means that links 'Guts' with the local community.

Yuko Hirata, service manager

Both our staff and users were affected by the disaster. We faced significant challenges in sustaining our operations and were uncertain about our future. However, we were able to purchase a food truck with the aid and resume our food delivery services. I believe that our food truck traveling around the affected areas not only energized the local community, but also rejuvenated our own team.



They are currently in the process of expanding their activities beyond the disaster areas, with the opening of more stalls in public facilities and roadside rest facilities.

Based on information as of June 2023

Other examples of organizations that utilized New Year's Postcard Donations in FY 2021 (excerpt)

Category of activities that applied for aid	Prefecture/Name of organization receiving the aid/ How the aid is used	Amount of aid
Activities/Challenges Improvement of social welfare	Hokkaido: Sapporo Challenged, a non-profit organization Activities for improving the quality of life of visually impaired junior and senior high school students through the use of personal computers.	500,000 yen
Activities/General Disaster relief	Iwate: KIRIKIRI-KOKU, a non-profit organization Activities to reforest and develop human resources to help rebuild the Otsuchi community after the 2013 tsunami.	5,000,000 yen
Special aid quota Disaster relief	Fukushima: Aizu Community Networking Center, a non-profit organization Activities to support the lives of tsunami evacuees in Aizu, promote exchanges, and revitalize the community.	2,550,000 yen
Activities/Challenges Sound development of young people	Tochigi: Childline Tochigi, a non-profit organization Activities to train volunteers to respond to children seeking help and to foster awareness of the local society	500,000 yen
Activities/General Preservation of the global environment	Tokyo: Seven Generations, a non-profit organization Activities to create online courses to raise awareness and facilitate learning, encouraging citizens to engage in efforts for addressing environmental and social issues.	1,600,000 yen
Activities/General Sound development of young people	Tokyo: Dot-jp, a nonprofit organization Activities to cultivate young people's "abilities to think, communicate, and act" and to organize the National Convention of Future Municipalities competition to encourage community involvement.	4,500,000 yen
Refurbishment of facilities Improvement of social welfare	Kanagawa: Guide Dog, Service Dog & Hearing Dog Association of Japan, a public interest incorporated foundation Project to renovate accessible toilet facilities for aging dogs at an assistance dog training facility.	2,100,000 yen
Activities/Challenges Sound development of young people	Nagano: SmileStone-Labo, a non-profit organization Activities designed to allow participants, primarily elementary, junior high, and high school students, to experience cooking with a stone oven, with the aim of promoting the sound development of young people.	346,000 yen
Activities/Challenges Improvement of social welfare	Osaka: COLORS, a non-profit organization Providing parental training programs for guardians of children with developmental disabilities, along with free counseling services in private sessions.	270,000 yen
Activities/Challenges Support for international students in Japan	Ehime: Active Volunteer 21, a non-profit organization Activities to improve the Japanese language skills of international technical intern nursing trainees, while also providing them with reading resources about Japanese culture and history.	408,000 yen
Activities/Challenges Promotion of sports	Fukuoka: ROOUTE+, a general incorporated association Project to promote children's feeling of accomplishment through a variety of physical activities and sports experiences	500,000 yen
Activities/General Protection of cultural assets	Fukuoka: Omuta & Arai Coal Mine Town Fan Club, a non-profit organization Research and educational activities concerning indigenous Japanese horses used in the Miike Coal Mine (a World Cultural Heritage), along with initiatives to discover and promote local resources	1,700,000 yen

Indicates the amount decided at the time of allocation.

# Aid Results for 2018-2023

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

The organizations introduced on pages 4-7 of this booklet and those listed on Japan Post's New Year's Postcard Donations website are shown on the map below. Activities supported by the aid program are spreading throughout the country.

Shown here is a simplified map of Japan.

Scope of activities	Total allocated (thousand yen)
Improvement of social welfare	1,138,546
Disaster preparedness and emergency relief efforts during emergencies, including storms, floods and earthquakes.	264,221
Social education for the sound development of young people	168,575
Preservation of the global environment	55,446
Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis	27,134
Support for international students and research students from developing countries	17,854
Promotion of sports to maintain and improve health	17,853
Protection of cultural assets	15,780
Prevention of traffic accidents and water-related disasters, and associated relief efforts.	5,732



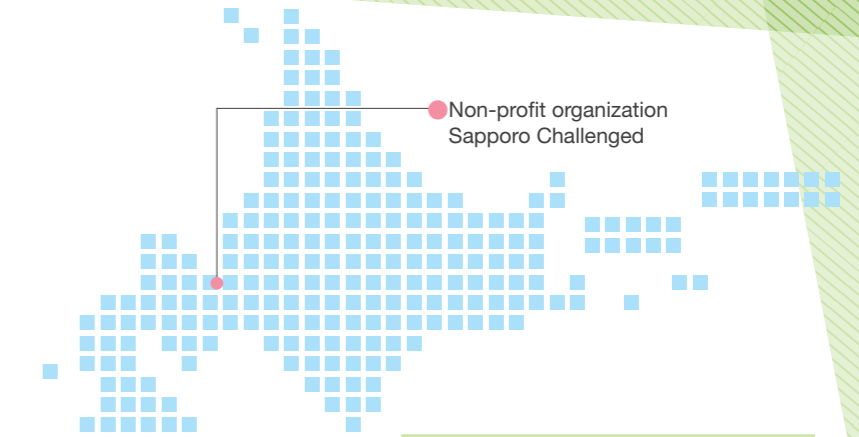
General incorporated association Town Space WAKWAK

Borderless art classes where everyone is welcome to enjoy art freely, with the goal of fostering self-confidence. Details are shown on the Japan Post's New Year's Postcard Donations website.



Yachigusa Society, a social welfare corporation

Implementing hydraulic excavators for snow removal as part of safety measures and community engagement. Details are shown on the Japan Post's New Year's Postcard Donations website.



Non-profit organization Sapporo Challenged



Non-profit organization Ichikawa Citizen's Cultural Network

Café as a meeting place where young workers with disabilities can stop by after work



General incorporated association Centre for Person-centered Ningen, Omuta

Conducting daily life support counseling in municipal housing to prevent isolation.

Non-profit organization Omuta & Arao Coal Mine Town Fan Club

General incorporated association ROOUE+

Non-profit organization Active Volunteer 21

Non-profit organization SmileStone-Labo

Non-profit organization KIRIKIRI-KOKU

Non-profit organization Aizu Community Networking Center

Non-profit organization Childline Tochigi

Non-profit organization Seven Generations

Non-profit organization Dot-jp

Non-profit organization COLORS

Public interest incorporated foundation Guide Dog, Service Dog & Hearing Dog Association of Japan



Certified non-profit organization Free The Children Japan

Conducting visiting lectures on SDG themes to encourage children to be active in society



'Guts', a general incorporated association

Operating a food truck in affected areas in Kumamoto to serve hot meals to people recovering from flooding due to heavy rains.



Social welfare corporation Osaka Association for the Physically Handicapped

Equipping a classroom with hearing test equipment to improve the environment for treatment and education of children with a hearing impairment.



Minna-no-Machi, a non-profit organization

Establishing a base for "experiencing rural life" to propose new ways of living

FY	Number of organizations receiving aid	Amount of aid (thousand yen)
2018	175	300,701
2019	182	297,525
2020	169	296,431
2021	177	310,539
2022	155	265,767
2023	151	240,177

# For those considering applying for aid

## Overview of activities eligible for the New Year's Postcard Donations Aid Program in FY 2024

### Four features of the New Year's Postcard Donations Aid Program

**1** An organization can receive up to 5 million yen in aid<sup>1,2</sup>

The aid program supports organizations that carry out social contribution activities in a wide range of areas, including improving social welfare (including support for the elderly, disabled and child poverty), assisting disaster victims and preventing disasters, and preserving the global environment. Organizations may apply for manpower costs and other expenses.

**2** Applications may be submitted more than once if they are not made in consecutive fiscal years

Organizations may apply for four consecutive years for the "Activities/Challenges" category and for multiple consecutive years for special aid quotas. Organizations may not apply consecutively in other categories, but biennial applications are accepted.

**3** Highly public-oriented

The allocation will be decided after an expert review based on the "Act on New Year's Postcards, etc. with a Lottery" and the approval of the Minister of Internal Affairs and Communications.

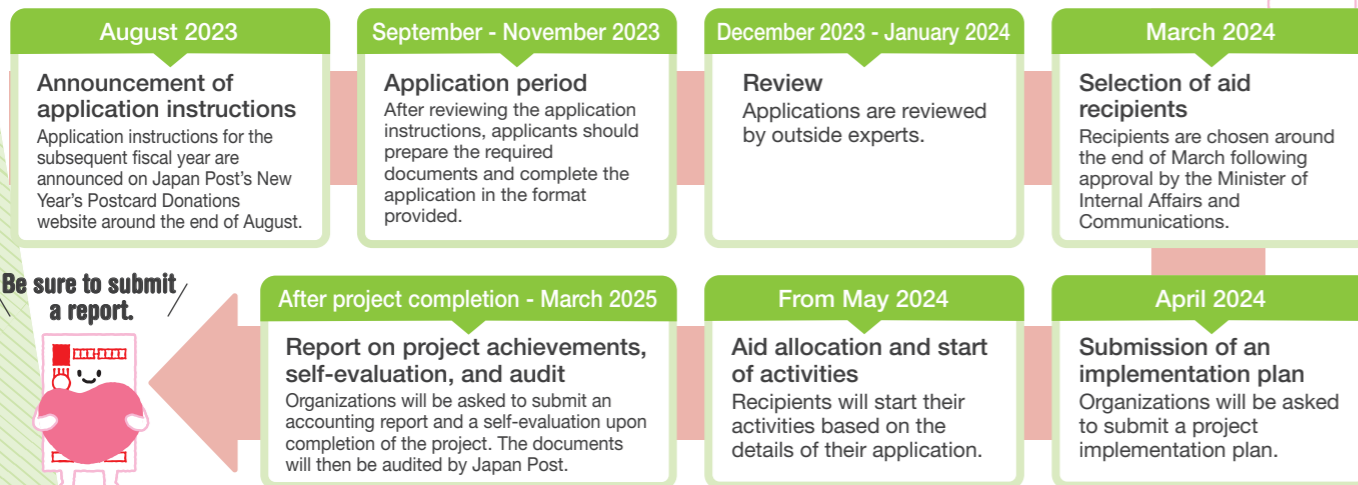
**4** Donations from purchasers of donation-added New Year's postcards and stamps are allocated as aid

This aid program has far-reaching effects and enables many people to contribute to society simply by purchasing donation-added New Year's postcards and stamps.

<sup>1</sup>Organizations applying for aid must declare their intended use at the time of application. The allocated aid may be smaller than the amount requested. Organizations are also required to submit an accounting report with supporting documentation, including receipts, and are subject to an audit by Japan Post upon completion of the project.  
<sup>2</sup>The maximum aid awarded for applications in the Activities/Challenges category is 500,000 yen per year.  
<sup>3</sup>Organizations are required to submit an application and be reviewed every fiscal year.

### Flow of the New Year's Postcard Donations Aid Program

The details of the New Year's Postcard Donations Aid Program for the subsequent fiscal year are announced to the media around the end of August each year. For detailed information, please refer to the application instructions for Japan Post's New Year's Postcard Donations Aid Program or the New Year's Postcard Donations website.



Note that the schedule is subject to change.

### Eligibility requirements for applying for aid

**1. Eligible activities** Eligible activities are those that fall into one of the following categories stipulated in the "Act on New Year's Postcards, etc. with a Lottery," which are carried out as an act of donation or in accordance with the articles of incorporation of the applying organization. The aid program is characterized by its broad scope of activities.

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

### 2. Eligible organizations

Applicants 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 one year.

General admission quota	Special aid quota
<ul style="list-style-type: none"> <li>● Social welfare corporation</li> <li>● General incorporated association</li> <li>● Public interest incorporated association</li> <li>● Specified non-profit corporation (NPO)</li> <li>● Judicial person for offenders rehabilitation</li> <li>● General incorporated foundation</li> <li>● Public interest incorporated foundation</li> </ul>	Not-for-profit institutions such as co-operative corporations and incorporated educational institutions in addition to organizations that can apply under the general admission quota

### 3. Application field and aid ceiling

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

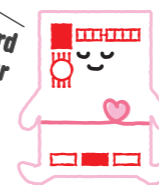
General admission quota	<b>Activities/General Program:</b> Assists the organization's activities for welfare, human resource development, public awareness, events, or new programs. <b>Refurbishment of facilities:</b> Assists the refurbishment, etc., of necessary facilities. <b>Purchase of equipment: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

### 4. Expectations of and priorities for applicant programs (key points of screening)

A comprehensive judgment is made in the screening process based on the following points.

Expectations criteria	(1) Pioneering nature: Highly pioneering and promising activities (2) Social relevance: Activities that meet social needs and have a significant social impact (3) Feasibility: Activities with a clear operational plan, high feasibility and potential for continuity and development (4) Urgency: Activities with a high degree of urgency	<b>Be sure to state objectives clearly.</b>
Quantitative conditions	(1) Organizations applying for smaller amounts of aid are given higher priority. (2) Organizations shouldering a high percentage of the total cost of the planned activities are given higher priority. (3) Organizations having a smaller carry-over surplus in their financial statements for the previous fiscal year are given higher priority.	

We look forward to receiving your applications.



For detailed information and inquiries about the method of application, please visit the "Aid for Social Contribution Activities by New Year's Postcard Donations" page on Japan Post's New Year's Postcard Donations website.  
<https://www.post.japanpost.jp/kifu/>



**New Year's Postcard Donations by Japan Post**