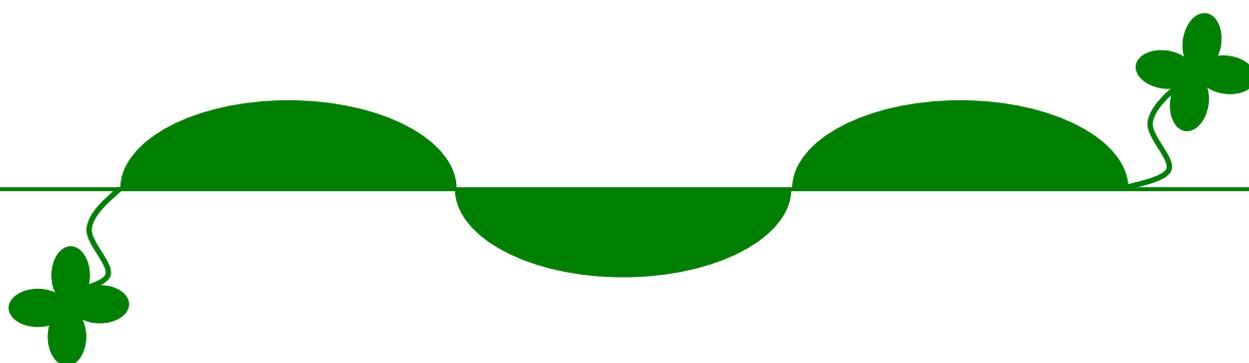


# New Year's Postcard Donations Aid Program (2012)

## Examples of Activities



Japan Post Co., Ltd.



## 1. General Activities

No. 1-1	I Love Tsuzuki (non-profit organization in Yokohama, Kanagawa)
Activity	A local brand Internet shop activity involving the community and persons with disabilities
Category	Promotion of social welfare
Amount distributed	2,870,000 yen

### Outline of activity

Local shops, companies and this organization collaborated to develop and sell products that make the most of the skills and sensibilities of people with disabilities. These products are sold as local brands with the aim of enhancing people's understanding of people with disabilities, improving services provided for them and aiding them in gaining independence.

The specific activities undertaken include re-designing logos, creating display kits, making promotional cards, creating aprons, T-shirts, flags, and other items, and participating in festivals and other events. As a result, positive reviews were received from customers, leading to subsequent Internet shop sales.

A reversible bag and many other products were developed for a forum attended by 150 people. The organization plans to cooperate with the facilities of the three city wards that took part in the forum and display and sell each other's products. The final goal is to promote these activities in all 18 city wards of Yokohama.

- 2012 revenue was 1.4 times more than that of 2011.

### Reference Pictures



No. 1-2	Kurokawa Noh Preservation Society (public interest foundation incorporated in Tsuruoka, Yamagata)
Activity	Creation of a catalogue to publicize widely the attractive features of Kurokawa Noh.
Category	Protection of cultural properties
Amount distributed	5,000,000 yen

#### Outline of activity

This organization is engaged in the creation of a catalogue that explains approximately 200 Noh items, including costumes (three of which are designated as important national cultural properties), masks and stage props. The aim is to widely publicize the wonders of Kurokawa Noh, a nationally designated important intangible folk cultural property, and to pass on to future generations a record of this cultural asset that has been handed down from one generation to another over the centuries. The cultural properties to be featured were selected and photographed and explanations were written by knowledgeable parties. The second proofreading of the catalogue was completed in 2012. In accordance with the original plan, the explanations were revised and the final edition was printed and bound in 2013.

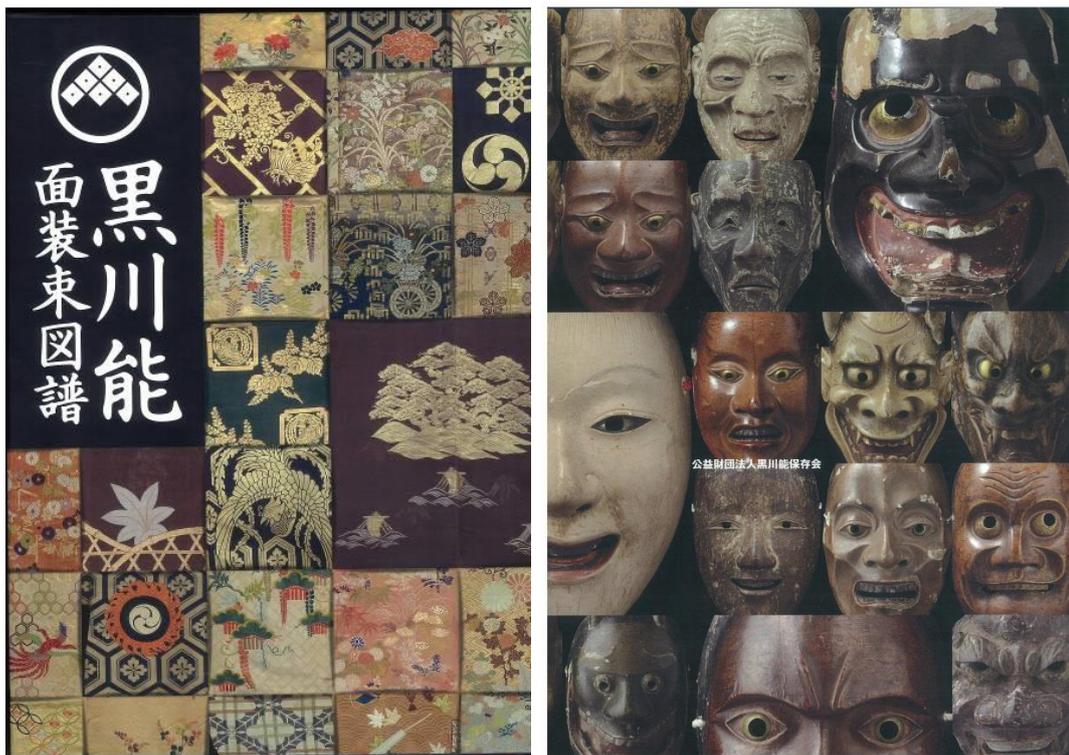
This catalogue will not only be an important source of information on these cultural properties, but will also help in repairing and restoring them in the future.

The fact that both former and current Noh actors took part in the photography helped to transmit and share knowledge and information. The editing work helped to cultivate a sense of responsibility in the next generation for promoting Kurokawa Noh, thus aiding in the development of future successors.

#### Catalogue Summary

- Performance photos (Suien-no Noh, Shonai Jinjya, Niinamesai, etc.)
- 110 photos of costumes (including three nationally designated important cultural properties)
- 102 photos of Noh masks
- Explanations, commentaries, etc.

#### Reference Pictures



## 2. General Activities (small-scale)

No. 2-1	NATURAS (non-profit organization in Hakodate, Hokkaido)
Activity	Educational project to deepen children's love of their hometown
Category	Social education for the healthy development of young people
Amount distributed	500,000 yen
Outline of activity	
<p>This organization carries out on art-related activity called "Xmas Petit Bricks☆Santa's Home", in which original miniature brick houses are created based on the images of the brick buildings that are one of the distinctive features of Hakodate's streetscape. The aim of the project is to accomplish an educational goal of strengthening children's attachment to their hometown.</p> <p>The following educational outcomes have been achieved. Participating elementary school pupils have been encouraged to enjoy and appreciate the city, while at the same time learning about its history and culture.</p> <p>They have gained knowledge about the city and an understanding of its value, thereby enhancing their feeling of love toward their hometown.</p> <ul style="list-style-type: none"> <li>The "Xmas Petit Bricks☆Santa's Home" event was held four times, with a total of 70 attendees.</li> <li>The "Xmas Petit Bricks ☆ Santa's Home Works Exhibition" was held from December 10-25, 2012, which attracted 800 visitors.</li> </ul> <p>Visitors included the families of the elementary school pupils, tourists and others.</p>	
Reference Pictures	
	
	

No. 2-2	Fukushima Partner Dog Promotion Committee (non-profit organization in Koriyama, Fukushima)
Activity	Animal-assisted therapy activity in welfare facilities in Fukushima prefecture
Category	Enhancement of social welfare
Amount distributed	400,000 yen

#### Outline of activity

This organization is engaged in animal-assisted therapy at various facilities in Fukushima prefecture for long-term care patients, children, elderly people, and children with developmental disabilities. Animal-assisted therapy is a healing method that helps patients achieve mental comfort through interaction with animals.

Many people who have received such therapy express a wish to experience it again. As a result of playing with and grooming dogs and achieving an active state of mind and body through these activities, people who are unable to move their bodies under standard therapy have shown significant improvement, including voluntary movement.

Since there is not enough numerical data supporting the effects of animal-assisted therapy and due to the fact that some medical practitioners are concerned about infections, the organization aims to collaborate with hospitals in collecting data on the changes observed after the therapy and further develop animal-assisted therapy, while simultaneously advancing its implementation in clinical practices.

#### Results of implementing animal-assisted therapy

- Number of facilities: 23 (11 facilities for elderly people, 6 hospitals, and 6 children's facilities)
- Therapy recipients: approximately 2,000 in total.

#### Reference Picture



### 3. Activity for Repairing Cultural Properties

No. 3	Onoe Storehouse Preservation and Utilization Promotion Society (non-profit organization in Hirakawa, Aomori)
Activity	Activity for repairing and preserving farm storehouses that are cultural properties
Category	Protection of cultural properties
Amount distributed	4,700,000 yen
Outline of activity	
<p>This organization repairs cracked walls, roofs, and other parts of aging farm storehouses that are registered tangible cultural properties. The aim is to maintain and preserve the rural landscape that is an old cultural and local resource of the Kanaya district in Hirakawa.</p> <ul style="list-style-type: none"> <li>Participants in 2013 educational trips: 3,300 people (2010: 2,000 people).</li> </ul>	
Reference Pictures	
	

### 4. Activity for Purchasing Equipment

No. 4	Toyama Eye Bank (public interest foundation in Toyama city, Toyama)
Activity	Activity for purchasing medical equipment used in extracting and preserving donated corneas
Category	Enhancement of social welfare
Amount distributed	1,500,000 yen
Outline of activity	
<p>The equipment includes devices for extracting donated corneas, clean benches for storage and operation, and refrigeration equipment for storage of preserved corneas.</p> <p>It is essential to deliver donated corneas in the best condition to patients with diseased corneas. The purchased equipment has made it possible to perform the relevant work both safely and speedily.</p> <ul style="list-style-type: none"> <li>Usage status: used for 53 patients between May 2012 and September 2013.</li> </ul>	
Reference Pictures	
	

## 5. Activity for Purchasing a Vehicle

No. 5	Garden of Miho (social welfare corporation in Kurashiki, Okayama)
Activity	Purchase of a courtesy vehicle for care home residents
Category	Enhancement of social welfare
Amount distributed	2,700,000 yen
Outline of activity	
<p>The vehicle is mainly used for transporting the residents of facilities providing food, bathing, daily companionship and other services to people with psychiatric disorders or mental disabilities. They are transported between care facilities and their places of daily activity in response to transportation requests from local social welfare committees, associations of elderly people, volunteer organizations, and the like. In addition to transportation to places of daily activity on weekdays, the vehicle is also used to support leisure activities, shopping and other trips by the residents of the care facilities.</p> <p>The purchased vehicle is used in situations where it would have been necessary to take several mid-sized vehicles otherwise. Therefore, this additional vehicle has greatly improved efficiency.</p> <p>The vehicle is also used for transportation to local events.</p> <ul style="list-style-type: none"> <li>▪ The vehicle is used daily, usually for two round-trips per day for courtesy service. On weekends, the vehicle is used for transportation to events.</li> <li>▪ The vehicle can accommodate up to 29 people, which is three times the capacity of the standard mini-van that seats about 10 people.</li> </ul>	
Reference Picture	
	

## 6. Activities for supporting evacuees the Great East Japan Earthquake and Tsunami

No. 6	Nakoso Community Support Center (non-profit organization in Iwaki, Fukushima)
Activity	Program for supporting the apartment life of evacuees displaced by the tsunami in the Nakoso district of Iwaki.
Category	Activities for recovery from damage due to the Great East Japan Earthquake and Tsunami
Amount distributed	4,000,000 yen

### Outline of activity

The community center of Iwamamachi, a tsunami-devastated area in the Nakoso district of Iwaki, was washed away, leaving the residents without a place to gather. Because people moved to different evacuation areas, they lost touch with each other. A council of the heads of three tsunami-affected areas was established, a list of addresses was created and fellowship activities were held for the former residents of Iwamamachi, based on the contact list.

The support center is greatly appreciated as a recreational space and as a place to gather for the evacuees who have lost their local community. There are people who used to be neighbors and who meet each other at the fellowship activities for the first time after the disaster, expressing their happiness about each other's safety.

The evacuees and other participants use the support center as a crafts classroom, for rehabilitation exercises, as a classroom for picture-letters and blowgun sport practice and as place where volunteers listen to their troubles. Activities were held 94 times during the year with approximately 1,150 participants in total.

### Reference Picture

