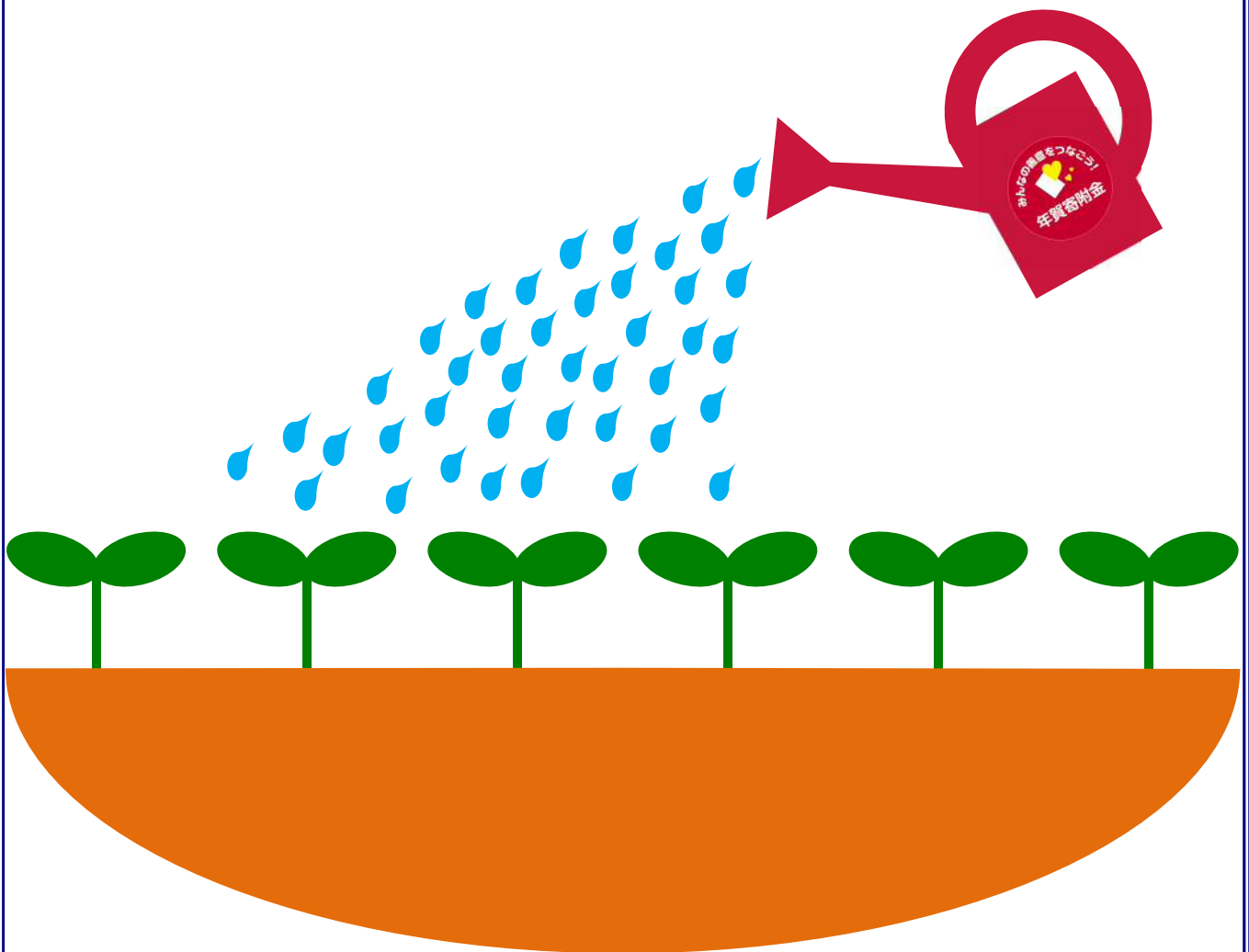


New Year's Postcard Donations Aid Program (2014)



Examples of Activities



Japan Post Co., Ltd.



1. General program of activities

Example 1-1	Together, a specified non-profit organization (Osaka City, Osaka)
Name of project	Project for expanding the sales of products manufactured at employment support facilities through collaboration with postal services to support the independence of handicapped persons
Project type	Project that aims to improve social welfare
Amount of distribution	3.7 million yen
<p>Description of project</p> <p>The aim of this training program was to raise the wages of handicapped persons working at employment support facilities and promote their financial independence by improving the quality of confectionery products manufactured at the facilities. Sales promotion efforts for these products were also made through direct mail and advertisements placed in post offices.</p> <p>(1) Mail order sales using direct mail in collaboration with JP Media Direct (product shipping agency) and sales of facilities' confectionery gift items through e-commerce</p> <p>Direct mail was sent to 1,700 customers who had bought confectionery products in the past, online orders were received at the website and confectioneries were sold as year-end gifts. In addition, 1,300 copies of the gift item catalog were distributed to general consumers.</p> <p>Number of sets sold: 78 sets worth 168,240 yen</p> <p>(2) A quality improvement training program was conducted at a professional cooking and confectionery school, a catalog of the facilities' original gift items was created, and the items were put on sale.</p> <p>Appeals were made to employment support facilities in the Kinki region for their participation, and a training program was conducted at a professional confectionery school to improve the quality of the confectionery products. To publicize their achievements, a consolidated flyer titled "Gifts for Compassion" was created to showcase the original gift items sold by five facilities. Some 80,500 copies of the flyer were placed in post offices in the Kinki region to promote sales.</p> <p>Number of organizations and participants in the training program: A total of 500 people from 18 organizations took part</p> <p>Number of sets sold: 320 sets worth 679,000 yen</p> <p>(3) Together organized its own direct mail campaign and sold confectionery products through subscription-based sales.</p> <p>The NPO prepared 2,000 copies of a flyer that advertised selected gift items produced by employment support facilities in Japan (confectionery and food), sent the flyers to customers who had bought such products in the past, and distributed the flyers to general consumers.</p> <p>Number of sets sold: A total of 97 sets worth 897,000 yen</p>	
Reference photos	 

Example 1-2	National Women's Shelter Net, a specified non-profit organization (Bunkyo Ward, Tokyo)
Name of project	Project for assisting the training of support staff for victims of domestic violence and sexual assault and lectures for skill enhancement
Project type	Project that aims to improve social welfare
Amount of distribution	5 million yen
<p>Description of project</p> <p>Amid the growing awareness of the seriousness of domestic violence and sexual assault, lectures were conducted for staff members of NGOs, NPOs and other organizations engaged in the support of the victims of domestic violence and sexual assault, employees engaged in consultation and support operations at public institutions, and members of the general public interested in consultation and support operations. A three-day basic course and a three-day practical course were each carried out separately.</p> <p>Reports submitted after the courses revealed that most of the participants felt their practical skills improved as a result of attending the lectures. Many participants were highly motivated to feed back the experience they gained after returning to their workplaces. The transmission of the lessons learned is expected to enhance the skills of all the staff at the workplaces.</p> <p>Moreover, the courses helped form friendships among participants from different support locations and served to strengthen the support network.</p> <p>Content, implementation, and other information on the courses</p> <p>(1) Basic course: Held in October with 43 participants</p> <ul style="list-style-type: none"> ▪ Ideas behind the support for the victims of domestic violence and sexual assault ▪ Overview of the Domestic Violence Prevention Law and related laws ▪ Social support for the victims of domestic violence and sexual assault ▪ Support for the victims of domestic violence and sexual assault ▪ Nature of sexual violence and reality of damages inflicted <p>(2) Practical course: Held in November with 50 participants</p> <ul style="list-style-type: none"> ▪ Hands-on report from Sexual Assault Crisis Healing Intervention Center Osaka (SACHICO) ▪ Supporting people who require special care ▪ Court cases involving sexual violence and judicial issues ▪ Case study examination ▪ Workshop <p>Feedback from participants</p> <ul style="list-style-type: none"> ▪ It was a great pleasure for me to have this opportunity to deepen my understanding on matters that directly relate to my work for three days with people who came from all over Japan with the same commitment. ▪ The courses gave me an opportunity to reexamine my duties as a support staff member and the application of professional expertise. I feel as if I went back to square one as a consultant and recharged myself back into top condition. 	

Reference photos



2. Activity and challenge program

Example 2-1	Creative Theatre Network, a specified non-profit organization (Suginami Ward, Tokyo)
Name of project	Project for taking time to create useful lessons for young people
Project type	Project to provide social education for healthy youth development
Amount of distribution	500,000 yen
<p>Description of project</p> <p>This project for taking time to create useful lessons for young people was held for about six months beginning in September 2014, targeted at junior and senior high school students.</p> <p>In its fourth year since the start of the project, participants took up the challenge of making costumes for characters in “The Snow Queen,” a fairy tale written by Hans Christian Andersen. Based on instructions given by a professional stage costume designer, the students tackled all processes from designing to making cutting patterns, selecting the materials and sewing. In March, their creations were shown at a one-month exhibition held at the Asobiba Gallery (second basement floor of Za- Koenji), providing an opportunity for many people to appreciate their achievements.</p> <p>Over the course of four years, the project succeeded in providing detailed guidance tailored to children’s growth and in building a place where children can feel at ease outside their home and school. The creative process helped children nurture their power of imagination and the capacity to think for themselves and make choices on their own. Participants in the project included a child who went on to high school in the art field after experiencing the “create-something lessons.” Another child who had refused to go to school began to attend school again and passed a university entrance examination this year. The lessons also prompted some children who had difficulty speaking with other people to open up and talk. The long-term activities helped show children that people have widely diverging ways of looking at things and to broaden their perspective.</p> <p>Information on the project</p> <ul style="list-style-type: none"> ▪ Number of sessions held: 29 in total (including 5 makeup classes) ▪ Number of participants: 97 in total <ul style="list-style-type: none"> Consecutive participants: 2, New participants: 3 ▪ More experienced participants helped out in various ways, for instance, by talking to and encouraging newcomers to overcome their reluctance to participate and by showing children how to use the tools skillfully. The lessons also served to promote exchanges among participants beyond school and age boundaries. <p>Feedback from participants</p>	

- I was quite busy with schoolwork in my third year in high school, so I feel relieved that I was able to complete the lessons. (Participant)
- My daughter truly enjoyed attending the lessons. It seems that her dream of making costumes has now come true. They are wonderful works, with each piece embodying the feelings of each participant. (Guardian)
- It's a great accomplishment for first-year junior high students to make such masterpieces. (Reaction to the exhibition)
- I am sure they have such a promising future. (Reaction to the exhibition)

Reference photos



Example 2-2	Okayama Multi-function Support Net, a specified non-profit organization (Kasaoka City, Okayama)
Name of project	Project to deliver meals to senior citizens and others while confirming their safety
Project type	Project that aims to improve social welfare
Amount of distribution	300,000 yen

Description of project

Preparing meals can be challenging for people who have dementia or for elderly men who have to live by themselves. Most such people stay at home all day, as they find it difficult to go out and do the shopping. This project provided meal delivery service with the aim of monitoring the security and safety of the entire community. Staff members visited elderly persons living alone and handed them lunch boxes in person to confirm their safety.

Details of activities

- Meals prepared by cooks and nutritionists associated with outpatient long-term care projects were packed into lunch boxes in the afternoon and delivered to elderly persons after 3:30 p.m. as their evening meal.
- Staff members made it a rule to hand the meals to people in person to check on their safety.
- Elderly persons were asked to write in their contact telephone number in case of an emergency, in addition to their preferred form of cooking and delivery time.
- Efforts were made to cook meals as much as possible to suit individual tastes, preferred textures and health considerations such as diabetes and high blood pressure.

Activity record

- Number of meals delivered: 155 times
- Cumulative number of meals: 1,637
- Number of service recipients: 24

- New starters this year: 10
- People who stopped using the service this year: 4 (as a result of being admitted to care facilities, etc.)

Reference photos



3. Refurbishment of facilities



Example 3	Yamamoto Nohgakudo, a non-profit incorporated foundation (Osaka City, Osaka)
Name of project	Project to renovate the cypress bark shingles of a Noh stage at Yamamoto Nohgakudo, a government-registered tangible cultural property
Project type	Project for the protection of cultural properties
Amount of distribution	5 million yen
<p>Description of project</p> <p>Under this project, the cypress roof over the Noh stage of Yamamoto Nohgakudo, a government-registered tangible cultural property, was renovated by rethatching the cypress shingles for the first time in 65 years. The roof rethatching completely transformed the atmosphere inside the Noh theater, creating a space dominated by tranquility.</p> <p>Fifty-two people came to see the two-day rethatching work, which was open to the public. After the completion of the renovation work, displays were put up so that visitors could readily learn about Japan's valued traditional art of cypress roof rethatching.</p> <ul style="list-style-type: none"> ▪ Visitors to the Nohgakudo increased by more than 50% from the year before. ▪ The space has also been used as a unique venue, welcoming a visit by the wife of Thailand's prime minister. 	

Reference photos




4. Purchase of equipment

Example 4-3	Ecosystem Trust Society, a non-profit incorporated association (Kochi City, Kochi)
Name of project	Project for monitoring the forest in the fairy pitta sanctuary and installation of a web camera system for research purposes

Project type	Project to help preserve the global environment	
Amount of distribution	2.45 million yen	
Description of project		
<p>Under this project, a web camera system equipped with a night-vision scope was installed at the research facility for fairy pitta. The live camera enables people to see movements in the forest that is the breeding ground for fairy pitta, an area that is off-limits to the public during the breeding season. The live camera can also be used to photograph the ecology of wild birds, Japanese giant flying squirrels, Japanese dwarf flying squirrels, sika deer and other forms of wildlife. These videos and photographs provide learning assistance materials on the diverse forms of life in the forest for visitors including parents and children.</p> <p>The system has also eliminated instances of unauthorized entry by photographers and other such persons, which means that more personnel can be assigned to patrols and research in other areas.</p> <p>There are also plans to use the video recordings to create teaching materials in cooperation with local cable television stations for distribution to primary schools and other institutions.</p> <p>Number of visitors: approx. 2,000 (July 2014 – March 2015)</p>		
Reference photos		

5. Purchase of vehicle

Example 5-1	Suko Fukushikai (Suko Welfare Society), a social welfare association (Suzaka City, Nagano)	
Name of project	Project to deploy a new refrigerated vehicle in the tofu manufacturing department of Work House Warashibe, a designated business providing services to handicapped persons, for delivery and sales of tofu	
Project type	Project that aims to improve social welfare	
Amount of distribution	800,000 yen	
Description of project		
<p>A new refrigerated vehicle for the delivery and sales of tofu was deployed in the tofu manufacturing department of a designated business providing services to handicapped persons.</p> <p>The introduction of a refrigerated vehicle made it possible for the business to further expand the sales channels of tofu, which requires a high degree of freshness. The new vehicle also enabled them to step up their monthly production, which was kept low during the summer months at around 1,200 pieces, to 1,500–1,600 pieces within their production capacity of 2,000 pieces.</p> <p>The aggregate wages in the tofu manufacturing department increased from 2,022,190 yen in FY 2013 to 2,157,500 yen in FY 2014.</p> <p>The increase of 135,370 yen resulted in a pay raise of about 6.7%.</p>		
Reference photo		

6. Assisting people affected by the Great East Japan Earthquake and Tsunami and providing preventive (reconstruction) measures

Example 6	Iwate Fukko Collaboration Center, a specified non-profit organization (Kitakami City, Iwate)
Name of project	Project to preserve a record of the activities undertaken by the NPO sector after the Great East Japan Earthquake and Tsunami and to prepare a booklet compiling preliminary knowledge of and preparations for emergencies that NPOs should consider during ordinary times for dealing with future emergencies
Project type	Assistance for people affected by the Great East Japan Earthquake and Tsunami and preventive (reconstructive) measures
Amount of distribution	4.53 million yen
<p>Description of project</p> <p>The project was designed to preserve a record of the activities undertaken by the NPO sector in the wake of the Great East Japan Earthquake and Tsunami and to make information on the role played by NPOs available to the public. A booklet was also prepared to aid NPOs and other organizations in understanding the preliminary knowledge of and preparations for emergencies that NPOs should consider during ordinary times for dealing with future emergencies.</p> <p>A journal of records entitled “History of NPOs in Iwate on 3/11: Efforts by support organizations after the Great East Japan Earthquake and Tsunami” was compiled and distributed to NPOs, local public organizations and businesses. The purpose of the journal is to create a model based on disaster experiences with the aim of contributing to the building of a cooperative framework across different sectors in emergencies and disaster prevention systems beyond regional boundaries in the future.</p> <p>(1) Organizations interviewed</p> <p>Number of NPOs that have been active in Iwate prefecture since before the 3/11 disaster: 10 Number of NPOs established in the prefecture following the disaster: 21 Support organizations outside the prefecture: 14</p> <p>(2) Number of copies printed</p> <p>500 (A4 format, 106 pages in two color printing)</p> <p>(3) Distribution destinations</p> <p>NPOs for interim support in Iwate prefecture, organizations engaged in support activities, local public organizations (prefectural and municipal) and businesses (CSR departments engaged in supporting reconstruction work, etc.)</p> <p>Feedback from a support organization in Iwate</p> <ul style="list-style-type: none"> • We are very grateful that this kind of booklet was put together because we could not have done it on our own. We hope to expand our activities using this booklet. 	
Reference photos	