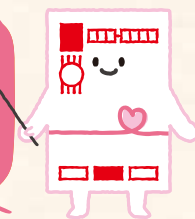


The proceeds from the sale of donation-added New Year's postcards are donated to various causes, including the support of handicapped persons, at the rate of 5 yen per card.



● Donation-added New Year's postcards
(price: 90 yen with 5 yen designated for donations)



● Donation-added New Year's postcards



* The actual colors and designs of the postcards may differ slightly from those shown here.
* The New Year's stamp design shown is the 2025 edition. Please refer to Japan Post's website for New Year's stamp designs in the 2026 edition.
* Local versions of donation-added New Year's postcards are available in 26 patterns. The illustrations differ according to the region in which the postcards are sold.
* The prices are valid for 2026 New Year's postcards.



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 booklet were carried out in FY 2023. Among the 151 projects selected for that year, the six introduced here include initiatives such as supporting individuals facing financial hardship, surveying a local river, brewing beer to promote the livelihoods and employment of people with disabilities, operating a candy shop for children and adults, creating and maintaining a biotope for and with children, and providing educational materials and books for technical intern trainees. I extend our sincere respect and heartfelt gratitude to everyone who has thoughtfully used these donations to implement meaningful, community-based initiatives.

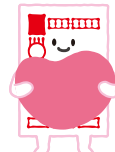
The wide range of activities we have supported is a testimony to how this aid program embraces diversity without limiting its scope. Each individual project may be modest in scale, but the weight and potential of the challenges they address are both profound and significant.

As in previous years, we look forward to receiving proposals for initiatives to tackle the challenges of building stronger communities. We welcome ideas from a variety of perspectives, including social welfare, sound education for youth, disaster preparedness and emergency relief, and conservation of the global environment. I would also like to express our sincere gratitude to everyone for your continued support of our activities to protect people's lives and the environment through the heartfelt donations via New Year's postcards. We hope that more people will make use of donation-added New Year's postcards so that we can continue to support as many as possible small yet meaningful initiatives across Japan.

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



To organizations considering applying for aid



New Year's Postcard Donations by Japan Post

Examples of activities helped by New Year's postcard donations



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

Overview of New Year's Postcard Donations Aid Program

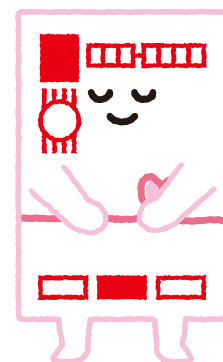


The programs help support the well-being of community members across the country.



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. Started in 1949, the New Year's postcard donation program, based on donation-added New Year's postcards, has developed over the course of its history into a distinctive Japanese culture of giving. We 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 the allocation of New Year's Postcard Donations by Japan Post for FY 2026.

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

The details are here!













Projects eligible for aid

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.

Various projects are eligible

| Categories of aid activities | Examples of project activities |
|---|---|
| <p>Improvement of social welfare</p> | <ul style="list-style-type: none"> Distribution of essential supplies to support women facing financial difficulties Introduction of fabric printing equipment for merchandising artworks created by people with disabilities E-sports program for seniors to extend their healthy life expectancy and IT literacy Introduction of farm tractors at welfare facilities for people with disabilities Renovation of vacant houses and regional revitalization in depopulated areas Programs that support recovery from gambling addiction Childcare support programs for parents with infants and toddlers |
| <p>Sound development of youth</p> | <ul style="list-style-type: none"> Support programs for young carers Implementation of accommodation-based hands-on programs for elementary school students Creating spaces where children with developmental disabilities feel welcome Facility renovation and installation of culinary equipment for operating children's cafeterias Activities to support self-reliance through cultural and performing arts at juvenile detention centers |
| <p>Conservation of the global environment</p> | <ul style="list-style-type: none"> Activities to spread the use of eco-friendly tableware utilizing forest resources Installation of eco-friendly photovoltaic power generation facilities Survey of microplastic pollution levels |
| <p>Sports promotion</p> | <ul style="list-style-type: none"> Wellness sports promotion programs for people of all ages and genders Production and distribution of health promotion guidebooks for sports clubs Sports promotion programs for people with disabilities |
| <p>Support for international students and research students from developing countries</p> | <ul style="list-style-type: none"> Establishing support centers to address the daily life needs of international students Creating spaces where technical intern trainees feel welcome Supporting individuals taking the Japanese Language Proficiency Test |

Continued on the next page

| Categories of aid activities | Examples of project activities |
|--|---|
|  <p>Disaster preparedness and emergency relief for victims of storms, floods, earthquakes and other disasters</p> | <ul style="list-style-type: none"> Communicating information via the media for survivors of the Great East Japan Earthquake Facilities renovation for disaster support bases in preparation for Nankai Trough earthquakes Disaster prevention education from a gender perspective Conducting recreational activities to comfort children affected by disasters Creating maps of animal shelters during disasters and promoting pet disaster preparedness Providing meals in food trucks to areas affected by torrential rains  |
|  <p>Prevention of traffic accidents and flood-related accidents, and associated relief efforts</p> | <ul style="list-style-type: none"> Classes on safe bicycle riding Support programs for traffic accident victims and bereaved families Production of traffic safety instruction textbooks for middle and high school students Conducting consultation sessions with seniors to evaluate their frailty in relation to driving, and encourage them to voluntarily surrender their driver's licenses Instructor training program to promote the safe use of the marine environment  |
|  <p>Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis</p> | <ul style="list-style-type: none"> Establishment of a medical institution search site for physicians treating rare and intractable diseases Conducting rehabilitation events for breast cancer patients to provide them with physical and mental care  |
|  <p>Treatment and assistance for atomic bomb survivors</p> | <ul style="list-style-type: none"> Survey and medical examination programs for second-generation atomic bomb survivors Special instruction on atomic bombs at elementary schools  |
|  <p>Protection of cultural assets</p> | <ul style="list-style-type: none"> Activities for using local resources of World Heritage sites and preserving citizens' memories Projects aimed at achieving coexistence with native species in Japan Conducting surveys of ancient heritage sites with elementary, junior high, and high school students Traditional craft inheritance program focused on hands-on craft workshops  |

The programs mentioned here are just a few examples. Grants are also available for a variety of other projects.

Special aid quota
(Great East Japan Earthquake)

Disaster relief

Providing ongoing support to people in need affected by the Great East Japan Earthquake and other disasters

Building a year-round consultation system that leaves no one behind

| | |
|-----------------------|---|
| Activity organization | Sendai Yomawari Group, a non-profit organization (Miyagi) |
| Amount of aid | 1,753,000 yen |

Since 2000, the Sendai Yomawari Group has provided counseling services, livelihood support, and assistance in achieving self-reliance to homeless people in the city of Sendai. After the Great East Japan Earthquake, the Group has provided support to those who lost their jobs and homes and are facing hardship, including soup kitchens, adult cafeterias, night patrols, and the provision of supplies on an almost daily basis. Among its services, "HELP! Miyagi", a hotline for people facing hardship, accepts telephone counseling requests 365 days a year. However, securing the funds necessary to sustain and train highly skilled staff has been a critical challenge for the organization. The group applied for aid and used the funds to cover labor costs, transportation expenses, as well as flyer production to publicize the telephone counseling service. The aid has helped sustain their support efforts. The disaster continues to have a substantial impact. The group keeps lending a helping hand so that those in distress can find solutions.

Takayuki Nitta, President

Support activities and telephone counseling often require urgent responses, placing considerable physical and mental strain on the staff involved. The New Year's Postcard Donation, which can be applied for multiple times, has been extremely helpful in sustaining our activities and in covering staffing costs in a stable manner.



Number of emergency calls accepted
510/year

The telephone counseling hotline "HELP! Miyagi" operates year-round from 8:00 a.m. to 9:30 p.m.



Flyers produced with aid funding are distributed during support activities such as night patrols and community meals for adults.

Support activities are conducted almost daily. Staff members accompany people to hospitals, the Japan Legal Support Center (Houterasu), and other places.

Activities/General

Conservation of the global environment

Conducting surveys and research on pollution levels in the Tama River basin

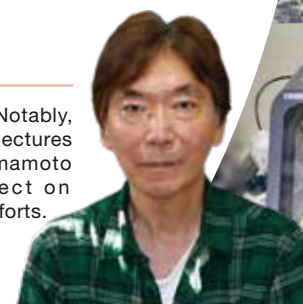
Using the aid to raise awareness of environmental problems

| | |
|-----------------------|---|
| Activity organization | R.I.La, a non-profit organization (Tokyo) |
| Amount of aid | 1,659,968 yen |

R.I.La is a nonprofit organization that conducts research on environmental conservation and organizes events to promote understanding of environmental issues and raise public awareness. The organization used the aid funds to survey pollution levels in the Tama River basin. The funds were primarily used to cover the costs of testing, personnel, and transportation for capturing fish inhabiting the Tama River and conducting microplastic detection tests. With the help of the aid funding, R.I.La was able to expand its survey area, which contributed to its research activities. In FY 2023, R.I.La increased its public awareness efforts by holding more workshops for citizens and schools and posting activity reports on YouTube and social media. The organization also supports the establishment of other environmental NPOs, striving to foster environmental awareness among diverse individuals and to create opportunities for them to play an active role.

Noriyuki Ito, Director

The aid enabled us to expand the scope of our activities. Notably, I feel that our collaborative research with universities and lectures at approximately 20 schools in Tokyo, Saitama, and Kumamoto provided participants with opportunities to reflect on environmental issues and helped pave the way for future efforts.



Number of organizations that participated in surveys
10

Fish and other species were captured at 16 fixed observation points along the Tama River, from the upstream area to the estuary, and at another 16 points near the river's source.

R.I.La established a methodology for conducting microplastic surveys and shared this knowledge with other organizations, students, and pupils.

Purchase of equipment

Improvement of social welfare

Introducing more craft beer brewing tanks

Expanding welfare possibilities for people with disabilities via Nishijin Beer

| | |
|-----------------------|---|
| Activity organization | Kikuhokokai, a social welfare corporation (Kyoto) |
| Amount of aid | 1,530,750 yen |

The organization "Heroes", operated by Kikuhokokai, provides daily nursing care and Type B continuous employment support services. Its current focus is on craft beer brewing. After launching the Nishijin Beer brand in 2017 and experiencing steady growth in sales, the brewery relocated to its current site in 2023 to expand operations. Aid funds were used to purchase one of the additional brewing tanks installed during the relocation. With the new tanks, sales revenue reached approximately 137% of the previous year's level. The increased production capacity also enabled the facility to employ six more users, raising the average wage per person by 7,811 yen. As demand for its beer continues to grow, Nishijin Beer remains popular both within and beyond the city. Beer production is emerging as a new model of social participation and advancement in the field of disability welfare.

Tatsumi Nomura, Manager of HEROES

The aid funds were a tremendous help, as we had to cover significant relocation expenses. I also find the aid very convenient because it offers great flexibility in how the funds can be used and provides substantial financial support. We are now considering marketing our products through catalogs placed in post offices.



Average monthly wage of users
40,404yen
48,215yen



Muromachi Saison won the Excellence Award at the 2024 Craft Beer Contest of Japan Brewers Association in 2024.



The facility includes a taproom where visitors can enjoy freshly brewed beer at a standing bar.



Many steps in the craft beer production process, such as labeling, bottling, and temperature control, leverage the concentration skills of individuals with autism.

Activities/Challenges

Sound development of youth

Providing children with opportunities to experience the abundance of nature Renovating hand-crafted biotopes

| | |
|-----------------------|---|
| Activity organization | Suita Hands-On Activity Club, a non-profit organization (Osaka) |
| Amount of aid | 500,000 yen |

The Suita Hands-on Activity Club creates biotopes and provides hands-on farming experience on the grounds of elementary schools in the city of Suita, providing opportunities for children to learn about the natural environment. The organization has received aid multiple times to create spaces where children can experience nature. These spaces include time spent in rice paddies and fields, as well as the construction and renovation of biotopes at elementary schools. In FY 2023, the club renovated the biotopes at Momoyamadai Elementary School and Minamiyamada Elementary School, with each project taking approximately three months. The club prioritized the children's autonomy in the renovations, entrusting sixth graders at the time with responsibility for the design plans. The children themselves carried out nearly all the work, from removing old equipment to dredging the pond and building bridges. Now that the renovations are complete, the biotopes have become cherished places for children to engage in nature studies, such as observing blooming water lilies and releasing loaches into the ponds.

Saburo Inayama, President

Securing funding is crucial for volunteer activities. We are able to maintain stable financing because funding is available for up to four consecutive years under the Activities/Challenges category. This has made it much easier to develop long-term implementation plans and has been extremely helpful in carrying out activities across multiple schools.



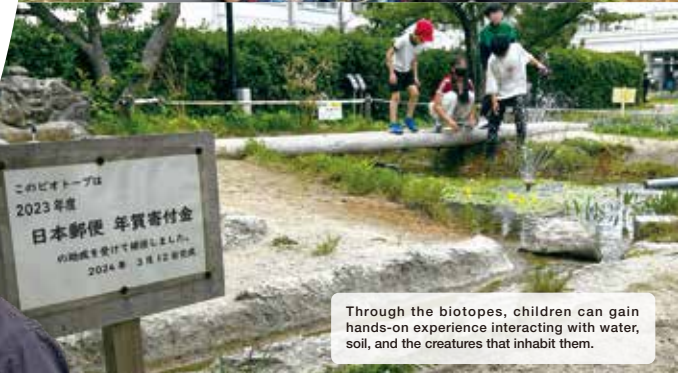
Number of children who participated in renovation works
Total of 1,750 at two schools



Creating a learning space for children who have few opportunities to connect with nature.



The biotopes encourage communication among classmates and across different grade levels.



Through the biotopes, children can gain hands-on experience interacting with water, soil, and the creatures that inhabit them.

Refurbishment of facilities

Improvement of social welfare

Building a hand-crafted candy shop where children and adults can come together at a symbolic place watching over the community

| | |
|-----------------------|--|
| Activity organization | Mugen, a general incorporated association (Nara) |
| Amount of aid | 3,805,000 yen |

In August 2023, Mugen opened its second Tyroldo magical penny candy store in the city of Ikoma in Nara Prefecture. The nostalgic wooden hut was designed, engineered, and constructed using aid funds. Tyroldo operates under a model in which part of the payment for food and drinks purchased by adults is donated to provide meals and snacks for children. The shop hums with activity after school and on holidays, with children filling the space, and with adults during lunchtime and in the evenings. Tyroldo's mission goes beyond simply providing a place for children. By creating a shared space for people of all ages and backgrounds, Tyroldo aims to strengthen community ties and foster a local social welfare system in which everyone can play an active role. Plans are also underway to develop initiatives that motivate middle-aged and older men to participate in local community activities, as they are often less inclined to do so.

Yoshiko Ishida, Representative Director

We have received support in many ways, including through the aid program, following Japan Post's approval of our request for a "job experience program for kids" for children with disabilities. In return, we cooperated with Japan Post's monitoring program for safe drop delivery service and hope to continue building a positive relationship with Japan Post.



Number of users of Minami Tyroldo
Approx. 30~50 on weekdays
Approx. 70~100 on holidays



Tyroldo Minami Store was built next to the lunchbox shop operated by the employment support office.

Tyroldo's newsletters are distributed throughout the community. Knife-sharpening and other events are held to attract adults.

Children are thrilled by the snacks that fill the hut.

Activities/Challenges

Support for international students

Providing an environment for learning Japanese and nursing skills

Purchasing approximately 400 educational materials and books for technical intern trainees

| | |
|-----------------------|--|
| Activity organization | Active Volunteer 21, a certified non-profit organization (Ehime) |
| Amount of aid | 370,500 yen |

Active Volunteer 21 is an organization that supports foreign technical nursing interns studying at hospitals and nursing care facilities in the city of Matsuyama. Communication in Japanese is essential in nursing care settings, and learning the language has posed a major challenge for the interns. Active Volunteer 21 applied for aid under the Activities/Challenges category and has received funding since fiscal 2019. Over four years, the organization supplied approximately 400 books and 20 IC recorders for study purposes. The books purchased included Japanese-language textbooks for foreign nationals, nursing care manuals, and entertainment books such as fairy tale collections and manga that offer insights into Japanese culture. The materials expanded the trainees' learning opportunities, helping them prepare for the Japanese Language Proficiency Test and the State Examination for Certified Care Workers. By 2025, many trainees had passed these exams, and the books continue to be actively used by subsequent trainees.

Yoshio Watanabe, President

Thanks to four consecutive years of funding, we have been able to secure approximately 500,000 yen (including our own contributions) annually for project expenses. This support has enabled us to expand our resources each year by identifying and acquiring essential books and appropriate equipment. In the future, we will continue to procure books as needed while fostering an environment where technical intern trainees can learn both caregiving and the Japanese language.



Number of people who passed the exam for certified care workers
11
Total of foreign technical intern trainees affiliated with the organization from FY 2022 to 2024



Trainees utilize the purchased books kept in a library called the "Atom Bunko."





The program has produced eight N1 and thirteen N2 Japanese Language Proficiency Test achievers, as well as eleven certified care workers. As of May 2025

Aid Results

The New Year's Postcard Donations Aid Program has allocated donations to a wide range of community service activities to date. Organizations that received Japan Post's New Year's Postcard Donations Aid in FY 2023 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.

Aid results for FY 2023

| Scope of activities | Aid amount (thousand yen) |
|---|------------------------------|
|  Improvement of social welfare | 162,440 |
|  Social education for the sound development of youth | 31,018 |
|  Disaster preparedness and emergency relief for victims of storms, floods, earthquakes and other disasters | 28,719 |
|  Conservation of the global environment | 8,242 |
|  Promotion of sports to maintain and improve health | 7,092 |
|  Support for international students and research students from developing countries | 2,214 |
|  Protection of cultural assets | 450 |
| Total | 240,176 |



Active Volunteer 21, a certified non-profit organization

Providing an environment for learning Japanese and nursing skills
Purchasing approximately 400 educational materials and books for technical intern trainees



Suita Hands-On Activity Club, a non-profit organization

Providing children with opportunities to experience the abundance of nature
Renovating hand-crafted biotopes



Wonder Art, a non-profit organization

Using the aid to develop new products and strengthen announcement media
Expanding opportunities for artists with disabilities to merchandize their artwork

The details are shown on Japan Post's New Year's Postcard Donations website.



Sendai Yomawari Group, a non-profit organization

Providing ongoing support to people in need affected by the Great East Japan Earthquake and other disasters
Building a year-round consultation system that leaves no one behind



R.I.La, a non-profit organization

Conducting survey and research on pollution levels in the Tama River basin
Using the aid to raise awareness of environmental problems



Kikuhokokai, a social welfare corporation

Introducing more craft beer brewing tanks
Expanding the possibilities of welfare for people with disabilities through Nishijin Beer



Mugen, a general incorporated association

Building a hand-crafted candy shop where children and adults can come together at a symbolic place watching over the community



Green Sports Nara, a non-profit organization

Introducing a light truck for transporting leaf mold and equipment
Maintaining lawns and flower beds to help create a town filled with greenery

The details are shown on Japan Post's New Year's Postcard Donations website.

For those considering applying for aid

Overview of activities eligible for the New Year's Postcard Donations Program in FY 2026

Application period

Wed., September 10, 2025 -
Fri., November 7, 2025

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

- 1** An organization can receive up to **5 million yen** in aid.¹⁻²
The aid program supports organizations that carry out social contribution activities in a wide range of areas, such as improving social welfare (including support for the elderly, disabled and child poverty), assisting disaster victims and preventing disasters, and conserving 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.
Aid may be allocated for four consecutive years for "Activities/Challenges", and consecutively over multiple years for special aid quota.³ In other areas, organizations may not receive aid consecutively, but applications may be made every other year.
- 3** **Highly public-oriented**
Aid 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 allotted 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.

¹Organizations 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.

²The maximum aid awarded for applications in the Activities/Challenges category is 500,000 yen per year.

³Organizations 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 each year around the end of August.

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.

Requirements for applying for aid

- 1** **Activities covered by the aid**
The program covers activities 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 youth
- Conservation of the global environment
- Promotion of sports for maintaining and improving health
- Support for international students and research students from developing countries
- Disaster preparedness and emergency relief for victims of storms, floods, earthquakes and other disasters
- Prevention of traffic accidents and flood-related accidents, and associated relief efforts
- Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis
- Treatment and assistance for atomic bomb survivors
- Protection of cultural assets

- 2** **Organizations eligible to apply**
Applicants must fall under one of the categories of organizations shown below and must 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 finalized annual financial statements for the past one year.

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

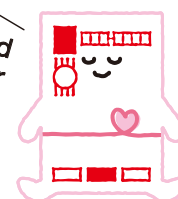
- 3** **Application field and aid amount**
The New Year's Postcard Donations Aid Program is carried out in the aid fields shown below:

| | | |
|---------------------------|--|------------------------|
| General eligibility quota | Activities/General Program: Assists the organization's activities for welfare, human resources development, public awareness, events, or new programs. Refurbishment of facilities: Assists the refurbishment, etc., of necessary facilities. Purchase of equipment: Assists the purchase of equipment other than vehicles. Purchase of vehicles: Assists the purchase of vehicles. | Ceiling: 5 million yen |
| | Activities/Challenges Program: Assists the organization's activities for welfare, human resources development, public awareness, events, or new programs. Subject to annual application and review; aid may be continued for four years. | Ceiling: 500,000 yen |
| Special aid quota | Disaster prevention and relief for victims of the Great East Japan Earthquake and the 2024 Noto Peninsula Earthquake (reconstruction) No categories for activities, refurbishment of facilities, or purchase of a vehicle or equipment. | Ceiling: 5 million yen |

- 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 level of urgency | Be sure to state the objectives clearly |
| 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

