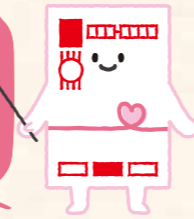


The proceeds from the sale of donation-added New Year's postcards are donated to various causes, including the support of handicapped persons, at the rate of 5 yen per card.



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



National version

Local versions

● Donation-added New Year's lottery stamps



88 yen
(with 3 yen designated for donations)

113 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 illustrations differ according to the region in which the postcards are sold.
* The prices are valid for 2025 New Year's postcards.

To organizations considering applying for aid



New Year's Postcard Donations by Japan Post

Examples of activities helped by New Year's postcard donations



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)

I wish to extend my heartfelt sympathy to all those people who were devastated by the catastrophic earthquake that struck on New Year's Day of 2024.

The activities outlined in this booklet were carried out in FY 2022, a year when the nation began easing the strict measures implemented to control COVID-19. I would like to express our heartfelt respect and deep gratitude to all individuals who have

diligently carried out important community-based initiatives through thoughtful use of the donations.

Japan is at the forefront of ongoing challenges such as population aging, population decline, and shrinking family size, ahead of many other countries. Activities that support people's lives and communities in urban areas, as well as in farming, mountainous, and fishing villages, have entered a more difficult phase as the severity of their respective challenges continues to intensify. As in previous years, we look forward to hearing your 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 young people, disaster preparedness and emergency relief, and preservation 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 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.

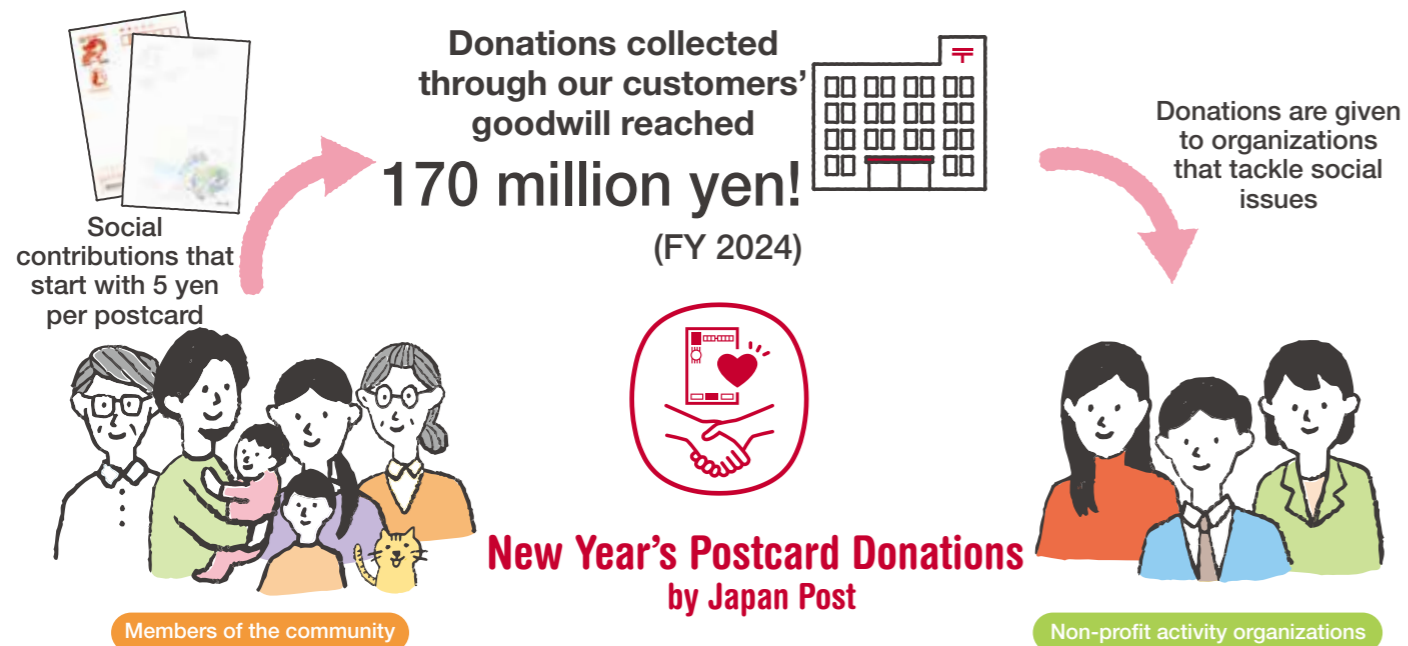
Examples of activities assisted by the donations can be viewed on Japan Post's New Year's Postcard Donations website, in addition to this booklet.

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

Q "Japan Post" "New Year's Postcard Donations"



Overview of New Year's Postcard Donations Aid Program

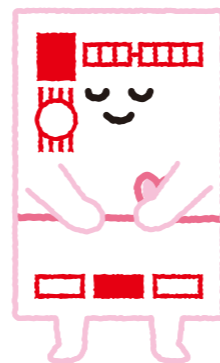


The programs help support the well-being of community members across the country



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 over the course of its history into a distinctive culture of giving unique to Japan. I would like to express our most sincere gratitude to all of you who have made many generous and heartfelt donations.

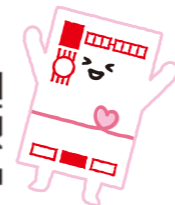


We hereby invite organizations to apply for the allocation of New Year's Postcard Donations by Japan Post for FY 2025.

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 "Japan Post" "New Year's Postcard Donations"

Details are here.



Projects eligible for aid

The donations received will be allocated to various organizations across Japan that are 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

Number of lunchboxes delivered

1,100/year



Vegetables harvested by farmers partnering with Recovery are cooked in the café inside the facility, using the aid to pay for labor costs.



By engaging with the women receiving support through working together to prepare the lunchboxes, we were able to build trusting relationships with them.

Delivering aid and hot lunches to assist female-headed households in need: Building relationships with a view to long-term support

Activity organization	Recovery, a non-profit organization (Hokkaido)
Amount of aid	500,000 yen

Recovery offers support to women suffering from illness or disability stemming from traumatic experiences in life. The organization uses the aid to regularly deliver lunchboxes, offering assistance to women facing financial hardship and struggling to make ends meet due to rising costs.

The lunchboxes are handmade with fresh vegetables harvested by farmers partnering with Recovery. Although many recipients were initially hesitant to accept help, the staff continued to support them through the delivery of hot, nutritionally balanced meals.

Over time, this led to the development of strong relationships, where women in need felt secure about seeking advice. Additionally, the lunchbox deliveries have highlighted future challenges to address, creating an environment where those in real need feel more comfortable to reach out for help.

Eiko Oshima, President

We were able to use the aid to prepare the lunchboxes in-house and cover both the cost of the ingredients and the labor costs of the women participating in our job training program. Although the lunchbox assistance ended in FY 2023, we aim to build on the trusting relationships we have established, and advance our business forward to a new format.



Purchase of equipment



Improvement of social welfare

Average monthly wage

Increased about 1.5 times.

Installing a silk screen printing machine to enhance the value of users' artwork

Activity organization	MUGIWARAYA, a non-profit organization (Gunma)
Amount of aid	2,660,000 yen

MUGIWARAYA, a welfare service organization for persons with disabilities, used the aid to purchase a digital silk screen printing machine costing around 2.8 million yen. The organization prints, creates and sells items such as T-shirts, hand towels, and eco-bags featuring designs based on artwork created by its users.

The new equipment has expanded the range of designs and the variety of products available. Both the artists and their parents have been delighted to see their artwork come to life in the form of products, which has boosted the motivation of each individual.

Another significant achievement is that the machine has enabled MUGIWARAYA to handle all stages of production in-house, from design to printing. This has reduced costs, increased profits and led to a higher average monthly wage for users from around 17,000 yen to 25,000 yen.

Katsuya Ono, President

Transforming the expressive and powerful artwork of our users into art products not only fosters exchanges within the local community, but also supports their journey toward financial independence. We are also exploring additional uses for these products, such as incorporating the designs into product packaging and fabric-based items.



The machine facilitates the printing of large-size products, allowing us to print a wide range of products.



Users' artwork can be reused on T-shirts and other items to create new value.



In addition to the works sold in our shop, we also accept production orders from other facilities.

Special aid quota (disasters including the Great East Japan Earthquake and Tsunami)



Disaster relief

Disseminating information to evacuees by radio

5 minutes x 170 days



Disseminating information three times a day on FM AIZU's radio program "Kizuna Information."



Created posters of hand-painted seasonal postcards with the cooperation of the University of Aizu Junior College Division, and donated them to places such as the "Manabiya Yumenomori."



The newsletter, "Smile Tsushin," contains information about local events and announcements from

Preserving memories of the disaster; Sharing information to connect evacuees

Activity organization	Aizu Community Networking Center, a non-profit organization (Fukushima)
Amount of aid	2,550,000 yen

The Aizu Community Networking Center is dedicated to supporting local residents affected by the Great East Japan Earthquake and Tsunami, including those who evacuated from the town of Okuma. One of its key initiatives is to share information through the media and foster connections between generations.

The first step is to disseminate information through L-Alert, radio programs and newsletters. These channels keep evacuees from Okuma informed about local life and events, and encourage their participation in community activities. The second step is to create posters of hand-painted seasonal postcards, which are donated to facilities such as evacuation centers for elderly evacuees. These activities offer an opportunity for intergenerational exchanges and ensure that memories of the disaster are kept alive.

As public funds to support reconstruction are decreasing, the Center used the aid money to sustain its activities. The Center remains committed to revitalizing and sustaining the local community through its ongoing activities.

Yuka Saito, Manager, Management Secretariat

These activities are of great social importance as they have helped to build intergenerational links within the local community. The exchanges have also played a key role in keeping alive memories of the disaster and the damage incurred. In FY 2024, we started to produce postcards that will be sold in post offices and at other locations.



Activities/Challenges



Improvement of social welfare

Number of program recipients

Total of 82

Providing career support programs designed to bring out the strengths of elementary and junior high students

Activity organization	Japan Academy of Entrepreneurship (JAE), a non-profit organization (Osaka)
Amount of aid	2,800,000 yen

JAE's career education program was developed in partnership with the non-profit organization xTReeE. The program sends career consultants to primary and junior high schools to spend about 15 minutes one-on-one with each child, giving them an opportunity to identify their strengths and think about the kind of life they want to lead.

Launching new initiatives in the education field can often be challenging, particularly in terms of securing both understanding and funding. However, the aid has helped to lower the cost barrier, allowing more schools to adopt the program.

JAE believes that once the effectiveness of the program is demonstrated, schools will implement it over and over again. By creating materials that visually convey the impact of the program, JAE has also been able to broaden and deepen its activities.

Ayako Kakuno, Coordinator

Japan Post's aid program was a perfect fit for our activities that focus on all students, as the aid money can be used to support initiatives that reach children from diverse family backgrounds, not just those in need. In the future, we hope to expand our efforts beyond schools to other areas.



Interacting with children, either online or in person, to help them tell their stories.



Engaging children in group work as well. Children's faces light up after the program.



JAE developed a set of guidelines for career consultants to improve and enhance the program.

156 sessions
Number of participants
Cumulative total:
Around 3,400

Promoting mental and physical health and fostering local communities through darts

Activity organization: Japan Wellness Darts Association, a non-profit organization (Osaka)
Amount of aid: **500,000 yen**

Wellness darts, a sport believed to help prevent dementia and reduce the need for nursing care, is expected to extend the healthy life expectancy of the elderly. The Japan Wellness Darts Association holds wellness darts workshops, mainly at welfare centers in the Kinki region. Since the health benefits of the sport come from continued participation, the challenge was to create a system that would motivate participants to keep playing voluntarily and sustainably, rather than just attending a single workshop. To achieve this, the association used the aid to develop an environment conducive to playing wellness darts by training volunteer instructors and hosting events including intergenerational sessions that involve children. In the future, the association plans to expand its activities to meet demand, and to continue building a sustainable environment for this sport.

Wellness darts is expected to help alleviate various conditions associated with frailty.

In addition to the physical activity aspect, darts also acts as a training tool for everyday tasks through scoring, and promotes community building.



The aid money was also used to produce manuals for volunteer instructors and information booklets highlighting the health benefits of wellness darts.

Yutaka Ueda, President

I decided to apply for the aid after it was recommended to me by a post office employee. We have been working with the post office on fraud prevention measures for the elderly. The aid enabled us to cover the cost of renting venues and also to expand our activities, such as training volunteer instructors.



Number of annual users
Cumulative total:
1,919
(Number of users during COVID restrictions)

Wheelchair-accessible vehicle carries users, easily navigating narrow roads

Activity organization: Okutsu Kousaikai, a social welfare corporation (Okayama)
Amount of aid: **1,067,000 yen**

The northern district of the town of Kagamino, where Okutsu Kousaikai is located, is characterized by a maze of narrow streets, making it extremely difficult for the facility to pick up and drop off its users. With the aid money, the organization purchased a compact, wheelchair-accessible welfare vehicle with a narrow width and short length. The vehicle enables users to be transported directly to and from areas close to their homes, including those who have previously given up on using the facility's services. The acquisition of this safe, highly functional vehicle has greatly improved the facility's operational efficiency. The vehicle is now used on a daily basis to transport people to and from day services, short-stay services and hospital visits. As the only elderly care facility in the district*, Okutsu Kousaikai plans to expand its services to reach even more users.

*As of July 2024.

Obtained a compact, wheelchair-accessible welfare vehicle with a narrow width and short length.



The vehicle can carry two wheelchairs simultaneously.

Akitsugu Iida, President/Headmaster

This was the second time since FY 2016 that we applied for funding to purchase a vehicle. Thanks to this new vehicle, we can now manage our transport operations with just one vehicle, rather than needing two, depending on the situation. The compact vehicle design makes it easier to navigate narrow roads, which I believe has helped to reduce both the workload and stress of our staff.



The workload of the driving staff has been significantly reduced.



Okutsu Kousaikai is the sole intensive care home for the elderly in the northern district of Kagamino.

Other examples of organizations that utilized New Year's Postcard Donations in FY 2022 (excerpt)

Aid fields	Category of supported activities	Prefecture/Name of organization receiving the aid/How the aid was used	Aid amount*
Activities/General	Sound development of young people	Art Resources Development Association, a non-profit organization (Tokyo) Activities for promoting learning programs through art appreciation in school education.	2,819,000 yen
Activities/General	Improvement of social welfare	Together, a non-profit organization (Osaka) Activities for expanding sales' channels through post office partnerships based on community collaboration for the purpose of supporting the independence of people with disabilities working in welfare facilities for persons with disabilities.	4,000,000 yen
Activities/General	Improvement of social welfare	Kagoshima Financial Planner Association, a non-profit organization (Kagoshima) Activities for supporting the education of young caregivers on remote islands and children of single-parent families, and for providing assistance to their parents.	4,000,000 yen
Activities/Challenges	Improvement of social welfare	Ina Artistic & Cultural Association, a non-profit organization (Nagano) Activities for providing artistic programs to users of elderly care facilities.	500,000 yen
Activities/Challenges	Improvement of social welfare	Sapporo Challenged, a non-profit organization (Hokkaido) Activities using personal computers to improve the quality of life of visually impaired junior and senior high school students.	500,000 yen
Activities/Challenges	Disaster relief	Mirai-net for Gender Equality Communities, a general incorporated association (Aomori) Disaster preparedness education activities that link schools with communities to strengthen society's resilience in times of a disaster.	500,000 yen
Activities/Challenges	Improvement of social welfare	Palm Voice, a non-profit organization (Nagano) Activities focused on creating and providing employment opportunities for people with disabilities and young people facing challenges in achieving social independence.	500,000 yen
Activities/Challenges	Sound development of young people	Workshop Popolo, a non-profit organization (Gifu) Activities for supporting 'Kaze no Tayori', a project that sends picture postcards to foster empathetic connections with people who are socially withdrawn.	500,000 yen
Refurbishment of facilities	Preservation of the global environment	Kodomo no Mori, a certified non-profit organization (Miyazaki) Activities for rebuilding cottages with a wood-burning stove ("kamado") and a kettle-shaped iron outdoor bathtub ("goemon buro").	800,000 yen
Purchase of equipment	Preservation of the global environment	Kuroshima Tourist Information Center, a non-profit organization (Nagasaki) Activities for installing carport-style solar power generation equipment to facilitate eco-friendly tours of the villages on Kuroshima Island, a World Cultural Heritage Site.	3,762,000 yen
Purchase of vehicles	Improvement of social welfare	Kouyokai, a social welfare corporation (Shiga) Activities for purchasing a vehicle for efficient and safe snow removal, especially in the early hours of the morning, due to the frequent need for snow removal in areas receiving heavy snowfall.	1,991,000 yen
Purchase of vehicles	Improvement of social welfare	Kodomonoki, a non-profit organization (Saitama) SDG-focused activities aimed at promoting collaboration between agriculture and food recycling, with a special emphasis on children.	1,000,000 yen









*Indicates the amount decided at the time of allocation.

Aid Results

The New Year's Postcard Donations Aid Program has allocated donations to a wide range of community service activities to date. The organizations that received Japan Post's New Year's Postcard Donations Aid in FY 2022 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 2022

Scope of activities	Aid amount (thousand yen)
 Improvement of social welfare	177,876
 Social education for the sound development of young people	31,294
 Disaster preparedness and emergency relief for victims of storms, floods, earthquakes and other disasters	30,166
 Preservation of the global environment	14,307
 Research, treatment, and prevention of cancer, tuberculosis, and infantile paralysis	4,800
 Support for international students and research students from developing countries	3,953
 Promotion of sports to maintain and improve health	2,500
 Prevention of traffic accidents and flood-related disasters, and associated relief efforts	871
Total	265,767



Recovery

Delivering aid and hot lunches to assist female-headed households in need. Building relationships with a view to long-term support.



Okutsu Kousaikai

Wheelchair-accessible vehicle transports users, easily navigating narrow roads.



Aizu Community Networking Center

Sharing information to connect evacuees and preserve memories of the disaster.



COLORFUL

Expanded the nursery greenhouse of the employment support facility. Proceeds from the sale of high-quality flower seedlings are used to support the independence of the facility's users.

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



MUGIWARAYA

Installed a silk screen printing machine to enhance the value of users' artwork.



JAE

Providing career support programs designed to bring out the strengths of pupils and students.



Japan Wellness Darts Association

Promoting mental and physical health and fostering local communities through darts.



Mount Fuji Research Station

Engaged in the accumulation of meteorological and atmospheric data to sustain ongoing research activities.

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 2025

Application period

Mon., September 9, 2024 –
Fri., November 1, 2024

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, including improving social welfare (including support for the elderly, disabled and child victims), 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 years³ for special aid quotas. Organizations may not apply consecutively in other categories, but biannually 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 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 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.

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 young people
- Preservation of the global environment
- Promotion of sports to maintain and improve health
- Support for international students and research students from developing countries
- Disaster preparedness and emergency relief for victims of storms, floods, earthquakes and other disasters
- Prevention of traffic accidents and flood-related disasters, 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 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 admission 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) 	<ul style="list-style-type: none"> ● Judicial person for offenders rehabilitation ● General incorporated foundation <p>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.</p>

3. Application field and aid amount

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

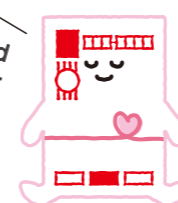
General admission quota	Special aid quota
<p>Activities/General Program: Assists the organization's activities for welfare, human resources development, public awareness, events, or new programs.</p> <p>Refurbishment of facilities: Assists the refurbishment, etc., of necessary facilities.</p> <p>Purchase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

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

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/>

🔍 "Japan Post" "New Year's Postcard Donations"

