

# Project Proposal

Programs leader: OGA for Aid Board of Directors

Programs coordinator: Angela Ortiz, Lucia Ishikawa, Kaori Yokomizo, Akiko Saijo (MSR)

Program timeline: 2015 - 2017

Program status: Start up- ongoing

Program Location: Minamisanriku cho, Miyagi prefecture.

Program Sponsorship: Knights in White Lycra - BNP Paribas, Bell Helicopters, Robert Walters, Icon Partners, Compass Offices, Ohana International School, Kreab, Scientific, Allied Pickfords, Nalsima, Boyd and Moore



## PLACE TO GROW



## EXECUTIVE SUMMARY

Rebuilding and revitalizing the community of Minamisanriku cho through providing a **space** to connect, a **common purpose** to come together and build a **self-sustainable** future.

Our beneficiaries are children and their families who have survived a natural disaster of horrific proportions, who have seen death & destruction close up. Many adults are experiencing a loss of hope & purpose for rebuilding their lives, while the youth grow up in very unstable and insecure environments.

The Place to Grow project is a key part of our long term strategy to bring individuals in beneficiary communities together and connect inspired volunteers with survivors.

### Objective

- Children connect with elderly through farming/nature activities.
- Children's outdoor adventures with local farming leaders brings generation connect.
- Communication and creative learning with international teachers fosters confidence and open mindedness.

### Goals

#### The Kids Center

Provides space for local children to gather and activities for the young and the old to engage in together, including:

- Art workshops
- Music and dance workshops
- Children's field trips to local farms - Hiking, campfires and other outdoor experiences

### Place to Grow structure

By bringing people together and connecting volunteers we create a positive environment that helps alleviate depression and loneliness. The Grandmas' thoughtful gift box brings self-sustainability to the project.

1. Nukumori Kobo provides a community for local elder people and supporting people financially

2. OGA for Aid purchases products from Nukumori Kobo to support their activities
3. OGA for Aid supporters donate for Grandmas' thoughtful gift
4. OGA for Aid can continues to run Kids Center to rebuild community and provide a great experience for kids.

Target participants will be both elderly people and kids in MSR. Both foreign and Japanese volunteers from companies and international schools in greater Tokyo area will participate in the Kids Activity Centre.

Connect and communication is a key theme of the activities organized for the children.

The most important part is that the participants should develop ownership over the next two years and operate the activities of the program because they feel connected to it and have a sense of responsibility. The activities connecting the elderly would certainly play a part in giving the elderly who are living out their lives in temporary housing a reason to keep living.

Who are the beneficiary participants?

- Elder people: participants join through our friends and connections in the MSR elderly community. Including the city office, smile farm project, and via other social networks.
- Kids: participants from local schools
- Volunteers: schools and companies in the greater Sendai and Tokyo area

## Project Outline

### Kids Centre

- **Art Workshop**

Both kids and elder people will participate in the Art workshop. This project would help to rebuild community and provide a great experience for kids. The workshop will be held every month and it is related to vegetables (farming), their hometown and nature. The volunteers contribute to theme development, and bring some materials to create a unique and varied experience for the children

PTG workshops will be held at our Portal Center partner facility in Shizugawa, located at: 〒986-0768 Miyagi Prefecture, Motoyoshi District, Minamisanriku, Shizugawa Aza, Gozenshita 51-1

details	Sample workshop outline:	Sample field trip outline:
<b>warm and friendly welcomes</b>	Hello and welcome	Hello and welcome to the farm
<b>volunteers and participants mingle</b>	refreshments are served	discussions and ice breakers
<b>learn new languages, make new friends</b>	discussions and ice breakers	farmer explains the work to be done
<b>i.e xmas cards, woodwork, painting, stamping, flowers of Europe, farmer talks about sheep or onion care</b>	guest speaker explains the workshop theme	elderly and children begin, volunteers support and inspire through friendly banter, singing, joking, taking pictures and encouraging efforts of all.
<b>generation connect - team building</b>	elderly help with preparing the art materials for the children /	
<b>working together - learning together</b>	children and elderly create theme craft	
	clean up	refreshments are served
<b>have a printed survey after each workshop</b>	free discussions and survey	free discussions and survey
<b>warm and friendly goodbyes</b>	group photo and good bye	group photo and good bye

- **Field trips**

The Kids Activity Centre will also facilitate field trips to the Satomi Farm sheep and livestock play farm for hands on wood workshops, animal care, kayaking and BBQ's.

- **Grandmas' thoughtful gift (Obaachan no magokorobin)**

After 3.11, local twenty two grandmas established the food processing factory called "Nukumori Kobo" to revitalize Minamisanrikucho, where was severely hit by the earthquakes and tsunami. They make processed foods such as Miso and pickled vegetables using local ingredients and sell them at neighboring stores. Their food is all additive-free and homemade. With the corporation of Nukumori Kobo and local farmers, we put pesticide-free local grown vegetables and homemade processed foods together in one package and offer as "Obaachan no magokorobin", which refers to grandmas' thoughtful gift.

### Objective

The grandmas' thoughtful gifts provides a common goal for the generations to come together. Purchasing products from Nukumori kobo will support their activities and a sustainable life.

- Selling Price -> 3,000 JPY (incl. delivery cost)

Content of a box gift

TBD

3,000 JPY	January	February	March	April	May							
	Donate	Donate	Donate	Donate <Receive a gift in April or May>								
						June	July	August	September	October	November	December
					Donate	Donate	Donate	Donate	Donate <Receive a gift in October, November and December>			

Donors will receive a gift box once a year during April - May or October - December.

OGA will set a delivery time above periods with following reasons

- Cheaper delivery cost
- More vegetables available
- Lack of resources

- Selling Price -> 10,000 JPY (incl. delivery cost)

Content of a gift box

TBD

Donors will receive a box twice a year during April - May and October - December. For instance, donors donate after May, they will receive it during October - December in the same year and April - May next year.

Donors will receive the following benefits:

- Report all PTG activities to donors via Newsletters and videos on PTG website
- Recipes (together with one page brochure)

OGA will ask companies and schools if they can introduce the Grandmas' thoughtful gift boxes to their employees or to parents.

- Ordering method:

Community-minded general public:

Ordering via PTG online shopping page

OGA Sponsor companies and organizations:

Orders via Google form or website -> purchasing products -> creating boxes -> sending boxes by Yamato)

- Payment Method for customers:

Three kinds of payment method will be prepared

1. Bank transfer
2. Credit card via Paypal

No opening account fee and monthly commission

Commission for under 3000,000 sales each month -> 3.6 % + 40 JPY each transaction (OGA will take care of this commission)

3. Cash on delivery -> 300 JPY (Customers will take care of this commission)

### **Customer Service**

Grandmas' thoughtful gift box customers/donors will be provided with a contact number in case of damage or miss-delivery of the food by the fulfillment outsourcing company. Insurance is also available to cover incidents involving food spoilage etc.

### **Short term: (pilot)**

- Test run (for marketing and operations purposes) -22 boxes
  - OGA copywriter will write a marketing story in English will be on Website
  - Creation of a one page leaflet with marketing story for each product in Grandmas' thoughtful gift box
  - The 22 run Grandmas' thoughtful gift boxes will be directly marketed to people who are related to OGA
- Subsequent to gaining feedback from the Test Run, a crowd-funding campaign would be conducted as catalyst for

-Target of number of boxes selling would be 150 boxes in Year 1

### **Long term: (after pilot)**

- Target of number of boxes selling would be 50 boxes each month (600 boxes in Year 2)

### **Pilot**

Following the completion of the pilot project, an analysis will be undertaken by the project manager and COO to set out scenarios for the completion of the first year plan in order to

manage expectations of best case / worst case and alternate scenarios for budget and number of children affected by the program.

### **Roles**

PTG kids activity center and art workshops will be organized and taught by the following partners:

- Tohoku University Foreign Student Association (TUFSA)
- Earth Camp –Sosha Mitsunaga
- Satomi Farm – Takahashi san
- Minamisanriku cho Tourism Association – Oikawa Yoshinori
- OGA for Aid officers and volunteers
  - Nishimachi International School
  - ANZCCJ volunteers
  - Ohana International School

#### **TUFSA**

- Send minimum of two volunteers to each workshop
- Design workshop calendar and support program manager with preparation.

#### **Satomi Farm**

- Lead the farm field trips on their land, organize BBQ and kayaking when needed.
- Teach participants about farming, sheep care, wood work and crafts.

#### **Earth Camp**

- Lead the Lead the campfire BBQ's, hiking and games. Organize equipment and materials needed for workshop

#### **Local leader in MSR**

- Ms. Akiko Saijo who used be the first leader of Nukumori kobo. She is a local volunteer in MSR who is a liaison between people form Nukumori Kobo and farmers and OGA. She deals with all producers and arranging all deliveries together with members of Nukumori Kobo.

#### **OGA for Aid Officers**

- Oversee the running of the Kids Centre
- Looking for both kids and elder participants and volunteers from companies, schools and associations.
- Looking for potential customers for Grandmas' thoughtful gift box
- Handling a customer center for the customers of Grandmas' thoughtful gift box
- Marketing, PR, fundraising, administration
- Organizing workshop dates and booking venue

- Communicating with all kind of participants, measuring and reporting on program

### **Final Summary**

For children the program provides an emotionally safe learning environment. It also provides local role models for children by introducing them to the older generation's skills in agriculture. For parents it supports their livelihood in a small way through the distribution of the Grandmas' thoughtful gift Box. For the community it provides a product and platform where the two generations connect and knowledge is passed on to the younger generation.

This is the Place to Grow Program, explained in detail as we intend to implement from October 2015. After the initial pilot and review period, quarterly email reports will be published alongside annual reports. Additionally photos and records of activities will be available through our social media channels and website.