

## Charity for Single Parent Families

## Financial Sustainability

Creating fair profit  
& network development





**JAPAN**  
Youth Hostels, Inc.

# Present a great trip experience from Youth Hostelling!

*Giving disadvantaged children the opportunity to see the world.*

**Periods** **21-27. September. 2017**

We donate 250 yen per booking towards the program below.

**Hostels in this program**

- Tokyo Central Youth Hostel
- Tokyo Ueno Youth Hostel
- Tateshina Shirakaba Kogen Youth Hostel
- Omi Kibougakka Youth Hostel
- Inuyama International Youth Hostel
- Nara Youth Hostel
- Shodoshima Olive Youth Hostel
- Okinawa International Youth Hostel

The money will be used for these two programs



**Inuyama International Youth Hostel**  
Nature program and Christmas party for children who have a single parent  
Date: 2nd -3rd December 2017 (as plan)  
Contents: Nature program and Christmas party  
Eligible: 30 children who have a single parent  
Cooperation : Social welfare corporation Aichi-ken Single parent family welfare Association



**Tateshina Shirakaba Kogen Youth Hostel**  
Ski school for children with disabilities  
Date: 13rd January to 14th January 2018 (as plan)  
Content: Ski school which is opened for children who have development disabilities. Depending on the children's requests, the instructor will tell them how to enjoy not only ski but also sledding and playing in the snow. Usually every child has an instructor to keep him/her away from danger.  
Eligible: 4 children who have development disabilities. (Parents are not included)

Cost of staying at the hostel and meals will be subsidised by the Japan Youth Hostel Inc., except for the transportation fee. The contents may change without prior notice. Additional fees may apply.

United Nations declares 2017 as the International Year of Sustainable Tourism for Development, and UNWTO leads to organise campaigns. Hostelling International and National Associations including Japan Youth Hostel support these campaigns and organises the "Sleep for Peace" project which conducts events related to promoting sustainable tourism. This "Present a great trip experience from Youth Hostelling!" campaign is held as a part of the "Sleep for Peace" project.

#sayhitotheworld #IY2017 #TravelEnjoyRespect #sleepforpeace

## Background

During the Peace Week this year (21-27 September 2017), HI Hostels in Japan gave JPY250/night/person of the overnight fee to provide disadvantaged children the opportunity to see the world.

Donated money was used for the Nature and Christmas program for 30 children with Single Parents in December and will also support the ski school for children with disabilities.

## National HI Association Japan Youth Hostels

### Hostels

**Inuyama International Youth Hostel**  
**Tokyo Central Youth Hostel (joined this event at the same time)**

### SDG Contribution



## Objectives

- Give travel opportunities to disadvantaged children.
- Promote mutual understanding and compassion.

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Economic	Social	Environmental
Supporting the local community	New life opportunities Social help	Awareness

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## Methodology

We organized a similar program a few years ago, and it was a meaningful and charitable experience. We were looking for the best way to involve the guests and advance the mission of the Japan Youth Hostel Association and after seeing HI USA's presentation at the HI Marketing forum in Berlin on how to promote our social work to guests, I had the idea of re-making such a project.

I shared my plan with our Hostel Managers and it was understood that it is so much more than "putting the responsibility on someone or something".

## Technical details 1 – Charity Campaign

**Duration of the project:** 21st to 27th September 2017, Sleep for Peace week

**Frequency:** Daily

**Reach:** Local/ Regional/ National

**Target audience:** HI Members/ Guests

**Estimation of total number of participants per year:**

- Guests: 1867
- Staff: 170

**Partners:**

- National Federation of Single Parents
- Children's Welfare Associations in Japan

**Estimated cost of the project:**

- Overall cost: JPY 700,000
- Per participant: JPY 500,000

**How is your activity funded?**

- % by the NA: 20%
- % by the hostel: 80%

**Human Resources - How many people are required to organise the activity?**

- Number of staff members: 5

**Human Resources - How many people are required to run the activity?**

- Number of staff members: 20

**Communication plan to find participants:**

- NA e-Newsletter
- Posters in the hostel
- Press release
- Partners
- Email to members
- Social media
- Hostel staff promoting among guests







## Technical details 2 – Inuyama Youth Hostel

**Duration of the project:** 2<sup>nd</sup> /3<sup>rd</sup> December

**Frequency:** weekend

**Reach:** Local/ Regional/ National

**Target audience:** Guest

**Estimation of total number of participants per year:**

- Guests: 30
- Staff: 5

### Partners:

- Social welfare corporation Aichi-ken Single Parent Family Welfare Association
- Finnish Hostel Association

### Project summary:

First of all, children did the self-introduction to get to know each other better. After that, they went for a walk in the forest around the hostel to find material for making their original wreath.

After dinner, a representative from Japan YH (JYH) called Santa Claus in Finland by Skype, and children ask Santa some questions such as “How do you know what we want?” “How do you get in my house?”.

After the Skype call, one of the JYH staff wore the Santa costume and brought Christmas cake into the Hostel. The next day, the children and their parents went to Taro and Daikon digging. They cooked their lunch by using taro and some other local vegetables.



### Estimated cost of the project:

- Overall cost: JPY 473,004
- Per participant: JPY 15,766

### How is your activity funded?

- % by the NA: 21.8%
- % by the hostel: 78.2%

### Human Resources - How many people are required to organise the activity?

- Number of staff members: 5

### Human Resources - How many people are required to run the activity?

- Number of staff members: 170

### Communication plan to find participants:

- NA e-Newsletter
- Posters in the hostel
- Press release
- Partners
- Email to members
- Social media
- Hostel staff promoting among guests



### Comments and Reviews from children:

Q1. Making Wreath with natural materials

- More than 95% answered "Enjoyed very much" or "Enjoyed"

Q2. Christmas Party (include skype call to Santa)

- 100% answered "Enjoyed very much" or "Enjoyed"

Q3. Taro and Daikon digging

- More than 95% answered "Enjoyed very much" or "Enjoyed"

Q4. Cooking lunch with local vegetables

- More than 95% answered "Enjoyed very much" or "Enjoyed"

Q5. Do you want to join this kind of event again?

- 100% answered "YES"

### Comments:

- It was a unique wonderful experience for the children. Please organise this fantastic event every year. Thank you so much.
- I'm glad to see that Children were enjoying this event.
- The staff were very kind and well-organised, thank you so much.
- I was happy to talk to Santa Claus when I had dinner.
- I enjoyed it very much!!!!

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**Would you like to know more about this initiative?**

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**Read more about JYH [here](#)  
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