

Charity for Single Parent Families

Financial Sustainability

Creating fair profit
& network development



 **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 Kibougaka 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.

 **#SLEEP FOR PEACE**
United Nations declares 2017 as the International Year of Sustainable Tourism for Development, and UNWTO leads to organize campaigns. Hostelling International and National Associations including Japan Youth Hostel support these campaigns and organise 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.
#sayhi to the world #IY2017 #TravelEnjoyRespect #sleepforpeace

Summary

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

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

Objectives

- Give travel opportunities to unfortunate kids.
- Promote mutual understanding and compassion.

National HI Association Japan Youth Hostels

Hostels

Tokyo Central Youth Hostel
Tokyo Ueno Youth Hostel
Tateshina Shirakabakogen Youth Hostel
Omi Kibougaka Youth Hostel
Inuyama International Youth Hostel
Nara Youth Hostel
Shodoshima Olive Youth Hostel
Okinawa International Youth Hostel

SDG Contribution



Economic

Supporting the local community

Social

New life opportunities
Social help

Environmental

Awareness

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

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: 200
- Staff: 20

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



Would you like to know more about this initiative?

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**Read more about JYH [here](#)
Follow Japan Youth Hostels**



A follow up of this project will be made available after the activities in December

