

# Annual Report

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**Seibo Maria & Seibo Japan**  
FY2024 (January - December)







# Annual Report 2024

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# Words of Appreciation

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**Makoto Yamada**

Director  
Seibo Japan



This year, we received a particularly large amount of support from companies and schools. We are very grateful for everyone's support. Despite Malawi being a distant country (from Japan), many people resonated with Seibo's activities and contributed their donations and time to join us in our efforts. We look forward to your continued support!

**Victor Mthulo**

Program Manager  
Seibo Maria



We so much appreciate the financial support you gave us in 2024. With the funds that you provided, we managed to feed a total of 18,446 learners with 3,041,810 meals in Mzimba and Blantyre. These are vulnerable children who go to school hungry but thanks to you, they did not stay hungry in school because of the full cup of hot Likuni Phala that you made possible. Thank you so much, “Zikomo kwambiri” (thank you very much in Chichewa).

To receive monthly newsletters,  
subscribe from this website  
[www.seibojapan.or.jp/?la=en](http://www.seibojapan.or.jp/?la=en)





# Organization Overview

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# About Seibo



"Seibo" refers to the collective of two organizations: Seibo Japan, a nonprofit organization based in Japan, and Seibo Maria, also known as Seibo Malawi, which operates in Malawi. Both organizations work together as partner organizations in a cooperative framework, actively engaging in daily activities.

## What is Seibo?

### **"A simple daily meal for every hungry child"**

We are a nonprofit organization providing school meals in Malawi, Africa. Every day, we serve school meals to children in primary schools, kindergartens, and Community-Based Childcare Centers (CBCCs) in both northern and southern Malawi. Additionally, in Japan, we focus on fundraising activities for school meal provision while collaborating with schools and companies to expand charity culture and promote international assistance. Through our school meal program, we aim to improve children's nutrition, create opportunities for them to attend school, and work towards a better future for both the children and society.

## Mission Statement

### **Vision:**

**Helping children realize their full potential in life**

### **Mission:**

- To Spread the Public of our Existence and Mission
- To Raise Awareness of Relevant Global Issues
- To Support Children in Areas of Poverty through School Feeding
- To Seek Out and Collaborate with Other Organisations who Share our Mission



## History

2015: Establishment of Seibo Maria / Seibo Japan

2018: Launch of the donation-based coffee brand  
"Warm Hearts Coffee Club"

2020: Launched partnership with educational institutions

2022: Awarded the "Social Contributor Award" from the  
Foundation for Encouragement of Social Contribution

2024: Received the "Social Products Award" from the  
Association for the Promotion of Social Products.



For more details,  
please visit our website  
[www.seibojapan.or.jp/?la=en](http://www.seibojapan.or.jp/?la=en)



# Mobell and Krizevac Project



The activities of Seibo were initiated by the charity organization Krizevac Project, funded by the UK telecommunications company Mobell Communications Ltd., which conducts business in Japan and the UK. Currently, Seibo Maria is still supported by the Krizevac Project.

\*UK Government Registered Charity Number: No. 1115608



For more details,  
please visit the website  
[www.krizevac.org](http://www.krizevac.org)

## Krizevac Project

The Krizevac Project conducts various activities primarily in Malawi, but also in regions such as Nigeria and Rwanda. Their initiatives cover a wide range, mainly focusing on job creation, providing high-quality education, and building communities based on local Christian values. The activities of Seibo are a part of these broader efforts.

Regarding job creation, the project establishes various social businesses locally and provides vocational training, including IT education, contributing to local employment generation and economic revitalization.



"Torrent"  
Heavy Machinery Rental Business



"Mary Queen of Peace Catholic Institute"  
Educational Campus located in Chilomoni

The Krizevac Project is also committed to providing high-quality education. A prime example of this is the establishment and operation of the large educational campus known as the "Mary Queen of Peace Catholic Institute," located in Chilomoni, Blantyre. This campus houses a comprehensive range of educational facilities, including the "Mother Teresa Catholic Nursery School" (kindergarten), "St. Kizito Catholic Primary School" (primary school), "Carlo Acutis Catholic High School" (high school), and "St. John Paul II Leadership & IT College" (college), all on one campus. Currently, approximately 1,000 children are enrolled at this campus, and Seibo provides school meals for the children in the kindergarten and primary school. Furthermore, Seibo's southern office is also located on this campus.



A group of Malawian school children are standing outdoors in a rural setting. The child in the foreground, a young girl, is smiling broadly and holding a green plastic cup filled with a yellow liquid, likely milk. She is wearing a white short-sleeved shirt under a green jumper dress. To her left, another child in a similar uniform looks off to the side. To her right, another girl in a green and white uniform looks towards the camera. In the background, other children and adults are visible, along with trees and a fence. The text "Malawi in 2024" is overlaid in the center of the image.

**Malawi in 2024**

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# Activity Overview

## Highlights



**3.04M**  
**Meals**  
**Provided**



**18K**  
**Children**  
**Supported**



**57**  
**Schools**  
**Supported**

In 2024, Seibo Maria provided school meals to approximately 18,000 children across a total of 57 schools, including primary schools, kindergartens, and Community-Based Child Centers (CBCCs) in the northern Mzimba district and the southern Blantyre district. Over the year, the Seibo Maria team, in collaboration with volunteer staff and teachers from each school, was able to provide a total of about 3.04 million school meals.

For children, school meals are a vital source of daily nutrition and one of the reasons to continue attending school. We believe that by consistently providing such crucial school meals to many children, we are generating a significant positive impact on their lives and the lives of their families.

## Details

### Overview

In the northern Mzimba district, school meals were provided to 12 primary schools, while in the southern Blantyre district, meals were offered at 28 kindergartens and 17 CBCCs. Meals were provided to an average of about 18,000 students on school days throughout the year.

### Methodology

Seibo Maria operates two offices in Malawi, located in the northern Mzimba district and the southern Blantyre district. Each office has staff members who handle the daily distribution and recording of school meals, provide guidance on cooking methods, check sanitation environments, and identify challenges at each school.





# Children in Malawi

## Story 1



### Interview: Seibo Kid attending Tikwere Nursery School

“My daughter has graduated from Tikwere Nursery School and is now ready to begin her primary school journey, thanks to Seibo’s unwavering support. As a single mother, I faced many challenges, but Seibo provided free education, nutritious meals, and a school uniform to my child. With my child in school, I had time to focus on my small business and I have been able to provide for our family.

Because of Seibo, she was able to stay in school and make tremendous progress. She has mastered skills such as reciting the alphabet, counting from 1 to 100, reading, writing, and socializing with friends. I am confident she is well-prepared for primary school and will excel academically.

I am deeply grateful to Seibo for their investment in her future and their invaluable support that made this possible.”

Seibo Kids:

This is a program similar to a scholarship system that Seibo provides specifically for children from families facing economic and physical challenges in attending schools. Seibo secures the accepting schools and supplies necessary materials for commuting; in return, Seibo provides school meals to all children enrolled in that school.

## Story 2



### Interview: Standard 7 Pupil at Chamngulube Primary School

One of the standard 7 pupil at Chamngulube Primary School, was once at risk of dropping out of school. Hunger almost made continuing her education impossible. She has been a Chamngulube pupil since standard 1 but had to repeat classes due to poor performance as she was not attending classes regularly. But with the introduction of Seibo’s school feeding program, everything turned around.

Now, she eagerly attends school every day and even dislikes school holidays because she misses the nurturing environment and the nutritious meals she receives.

On the first day of school for the new academic year, she expressed how much she missed school during the holiday.

“It was such a long holiday and I missed school. I am now happy to be back at school where I get to eat a delicious meal of Likuni Phala and get educated at the same time.”

For more stories,  
please visit this website  
[www.seibojapan.or.jp/stories-from-malawian-families-2024/](http://www.seibojapan.or.jp/stories-from-malawian-families-2024/)



# Team Malawi

## Overview

Seibo Maria is currently operated by a team of seven staff members: four in Mzimba, in the northern region, and three in Blantyre, in the southern region.

Under the leadership of the Program Manager, the team consists of a Finance & Administration Officer, School Feeding Officers, and Communications Officer, who work together to carry out the organization's activities.



## Main Responsibilities of Staff Members

- Ordering and delivering Likuni Phala
- Ensuring proper preparation and storage of school meals
- Collecting data on enrollment, attendance, and stock usage
- Financial management, planning, and staff supervision
- Documenting activities through photos
- Maintaining program resources and vehicles
- Collaborating with local stakeholders and school communities



## New Staff Members



**Chancy**

School Feeding Officer  
District: Mzimba  
Recruitment: February



**Darwin**

School Feeding Officer  
District: Mzimba  
Recruitment: February



**James**

Finance and  
Administration Officer  
District: Blantyre  
Recruitment: November



# Team Malawi

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## Staff Focus

### Future Namacha Communications Officer



#### Q. What are your roles at Seibo Maria?

A. As a Communications Officer at Seibo Maria, my responsibilities include:

- Gathering content from schools for donors and internal use.
- Creating engaging content to share Seibo's impact.
- Managing our social media pages to raise awareness and connect with stakeholders.
- Preparing and sharing monthly reports with Seibo Japan.
- Facilitating fundraising activities to support our mission.
- Hosting visitors and guiding them through our programs.
- Coordinating and facilitating team meetings.

These tasks help ensure seamless communication and the success of our programs.

#### Q. What led you to work at Seibo Maria, and what is your current motivation?

A. As a Christian, I am deeply inspired by the biblical call to feed the hungry. Working at Seibo allows me to fulfil this mission in a meaningful way. On my own, I couldn't reach as many people in need, but being part of Seibo enables me to make a significant impact in the lives of the less privileged.

What motivates me most is seeing the transformative effect of our school meals on children's education, especially for those from impoverished backgrounds. Knowing that our work gives these children hope and the opportunity to learn in a nurturing environment warms my heart and inspires me to work even harder every day.

#### Q. What was 2024 like?

A. The year 2024 has been a remarkable and successful year for Seibo Malawi. We have accomplished over 90% of our objectives, with a feeding rate exceeding 80%.

This success would not have been possible without the unwavering support of our donors and Seibo Japan. We extend our deepest gratitude to all who contributed to our mission, making a meaningful difference in the lives of countless children.

#### Q. Do you have any messages for our donors?

A. To our dear donors,

We are profoundly grateful for your incredible generosity and unwavering support. The love and kindness you show to the children of Malawi are truly beyond words. Your contributions are building dreams, giving hope, and empowering young children to believe in their potential to succeed in life. On behalf of the entire Seibo family, thank you for walking this journey with us. We pray that God continues to bless you abundantly for the difference you are making in so many lives.



# Highlights

## Administration and Monitoring

### Audit and Financial Management

In June, the audit for the 2023 fiscal year was conducted to ensure financial transparency. Additionally, the 2023 Annual Report was prepared and shared with stakeholders. Furthermore, a Memorandum of Understanding (MoU) was developed to introduce a tablet-based data collection system for CBCCs.

### School Meals Quality Management

In August, a test was conducted on Likuni Phala to confirm its safety and nutritional value. Also, stock management system was also developed to enhance the efficiency of the school meals program. Additionally, portion amount measurements were conducted to review appropriate meal servings for different age groups.



Program Manager interviewing children about school meals



Program Manager checking the consistency of the school meals



Measuring the appropriate portion size for nursery school meals



Motorbike purchased for transportation

To watch the actual scenes,  
please visit this website  
[www.youtube.com/watch?  
v=YaJEu\\_fevMQ](https://www.youtube.com/watch?v=YaJEu_fevMQ)





# Highlights

## Delivery of Supplies

### Distribution of Supplies to Schools

- Stock books, attendance registers, and stationery
- Plastic mugs for school meals (2,650 units for 12 schools)
- Soap tablets (24 cartons)



Students and teachers receiving soap



Children receiving plastic mugs

## Cooperation with Schools and Communities

### Meeting with School Stakeholders in Mzimba District

On March 26, a meeting was held with representatives from 12 primary schools, District Education Director, District Commissioner, District Nutrition Coordination Committee, Child Protection Agency, Mzimba Hospital and Forestry Department. Successes and challenges of the school feeding program were discussed.



Meeting with stakeholders



Group photo of participants

# Highlights

## Cooperation with Schools and Communities (cont'd)

### Meeting with Nursery School Stakeholders in Blantyre District

An interactive training session was conducted for nursery school directors, covering MoUs and other Standard Operating Procedures (SOPs). Challenges faced by CBCCs and nursery schools were also discussed to find solutions.

### Parent Forum for Seibo Kids in Blantyre District

On April 19, a parent forum for Seibo Kids was held with a strong turnout. Parents engaged with school directors to discuss school initiatives and personal challenges, expressing their gratitude for the support provided.



Participants of the nursery school stakeholders' meeting



Discussion with Seibo Kids' parents

### Community Engagement with Schools Katondo CBCC (Example)

On May 17, a community meeting was held at Katondo CBCC to discuss the importance and challenges of the school feeding program. Parents expressed their willingness to participate in meal preparation and agreed to support cleaning and cooking activities. They also shared positive feedback on the health improvements observed in children due to the program.



Meeting at Katondo CBCC



Participants of the meeting at Matewu Primary School



# Highlights

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## Cooperation with Public Administration

### Joint Monitoring with Government Officials

On June 21, in collaboration with the District School Health and Nutrition Coordinator, program monitoring and supervision were conducted in Mzimba District. This effort aimed to strengthen coordination with the Ministry of Education. Besides this monitoring visit, various meetings are being held to enhance cooperation with government entities.



Seibo staff and  
Ministry of Education officials



Seibo staff, school stakeholders, and  
Ministry of Education officials

## Coffee Farm Visit

### Visit to Misuku Coffee Cooperative

On October 29, a visit was made to the Misuku Coffee Cooperative in Chitipa. Misuku consists of 758 farmers organized into 16 zones. Meetings were held with the cooperative manager and a group of farmers, followed by a farm tour to gain insights into their work.



Seibo staff and cooperative  
representatives



Farmers working on the plantation



MALAWI COFFEE  
WARM HEARTS  
COFFEE



「欠かぬコーヒーで」  
「もたたちに給食を



Japan in 2024

MALAWI  
COFFEE  
FREE DRINK!

- 100% Arabica Beans
- Fair Trade
- 100% Organic
- Subtle Acidity and Rich Flavor
- 100% Donation for Children in Malawi

YOU CAN ORDER ONLINE!  
Free Delivery  
Roasted and Shipped Same day!



NPO法人せいぼじやぱん





# Activity Overview



Total Donation  
¥23,468,151



## Breakdown



## Donation and Education

Please support us provide school  
meals to children in Malawi  
[www.seibojapan.or.jp/donate/?la=en](http://www.seibojapan.or.jp/donate/?la=en)



This year, we received numerous donations from many companies, organizations, individuals, and educational institutions to support school meals for children in Malawi.

In particular, regarding our education initiatives, we continued our involvement with schools that we had engaged with last year, as well as newly launched programs in other schools this year. We have been able to enhance Seibo's activities with students from across Japan.

Additionally, we sincerely appreciate the continued and significant support from our corporate donors. We would like to express our heartfelt gratitude and look forward to your continued support in the future.



## Coffee Business

Donate through coffee and tea  
[www.charity-coffee.jp/en/](http://www.charity-coffee.jp/en/)



Through the purchase of products from Seibo's donation-based coffee brand, Warm Hearts Coffee Club, we have received donations.

We have continued to attract numerous supporters this year through online sales, which include over 100 subscriptions, sales at events, and sales during cultural festivals and other events as part of our education initiatives. This has allowed us to raise funds for children in Malawi through coffee.

\*Starting January 2025, the coffee business, Warm Hearts Coffee Club will be transferred to the general incorporated association Seibo. However, sales proceeds will continue to support school meal initiatives in Malawi through the nonprofit organization Seibo.

# Education Initiatives

## Overview

Seibo Japan is actively engaged in a wide range of inquiry-based learning and extracurricular activities in collaboration with school education. The purpose of this program is to support students in recognizing and addressing local and global issues proactively, enabling them to take action toward the realization of a sustainable society.

Currently, there is a challenge in Japan, where awareness of charity has not yet become sufficiently ingrained. Therefore, we believe it is crucial to spread the spirit of charity among the younger generation in Japan. Through this initiative, we aim not only to support children in Malawi but also to foster new values and actions within Japan.

Seibo Japan's educational programs emphasize the importance of nurturing "critical thinking", "empathy", and "action". By doing so, we empower each student to become a catalyst for change in their communities and the world, contributing to the creation of a sustainable society for the future.



Examples of Teaching Materials



# Education Initiatives

## Synergistic Impact of Education

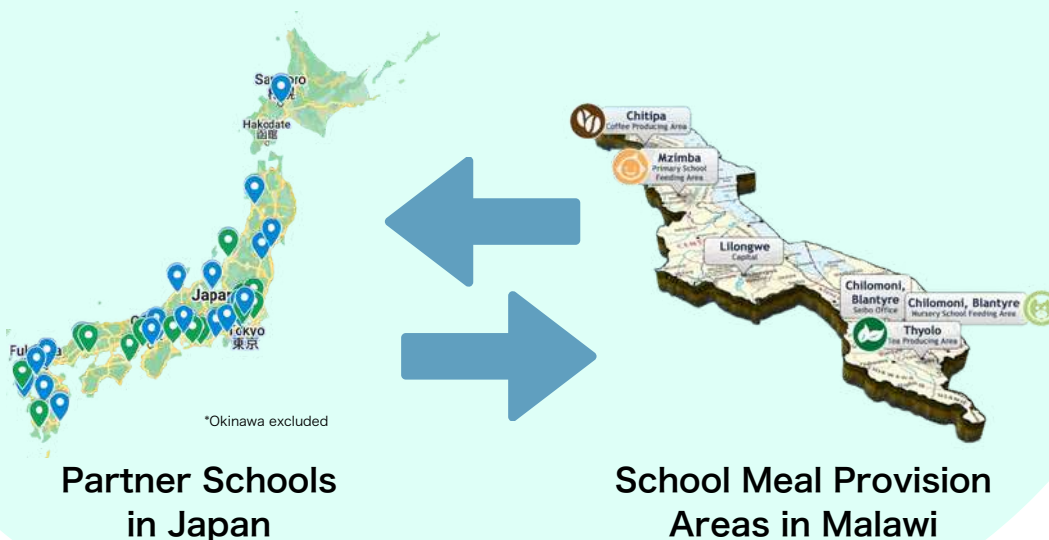
**Total Donation from Education Initiatives**  
**¥10,288,125**  
(including coffee sales by students)

### Simultaneously Improving Education in Malawi and Evolving/Diversifying Education in Japan

In 2024, we received approximately ¥10.29 million in donations through our education programs, which include lecture fees and coffee sales. The funds raised through this education initiatives directly support school meal initiatives in Malawi, providing educational opportunities for children in Malawi.

Moreover, by using topics related to our activities in Malawi and our nonprofit work as educational materials, we have created a synergistic effect where our efforts in Malawi enrich education in Japan. This, in turn, contributes back to supporting school meals, creating a continuous cycle of positive impact.

### Flow of Simultaneous Educational Impact through School Meal Provision



For individual case studies,  
please visit this website  
[www.charity-coffee.jp/en/learning-and-exploring-with-malawi-coffee/#more-21630](http://www.charity-coffee.jp/en/learning-and-exploring-with-malawi-coffee/#more-21630)



# Education Initiatives

## Contents



### 1. Learning Sessions and Workshops on Malawi

Participants will deepen their understanding of Malawi, known as a coffee-producing nation, through learning sessions and workshops. We employ fun methods, such as quizzes, to make the learning experience enjoyable.

### 2. Research Projects and Preparation for Sales

Students will conduct research projects to gather information about products sourced from Malawi. After that, they will prepare products and develop sales plans, taking concrete steps toward sales activities.

### 3. Product Promotion, Sales, and Donations

We will actually sell the products and donate a portion of the proceeds to support Malawi. Through this process, students will learn the significance of sales activities and charitable giving.

### 4. Online Interaction and Participation in Activities

We will facilitate online exchanges via Zoom with local staff and children in Malawi. Using English for communication will provide a valuable experience of connecting directly with those we support. Additionally, we offer opportunities to engage in specific support activities alongside Japanese staff, allowing deeper insights into our initiatives.



In the lessons, we start by explaining what an NPO (Nonprofit Organization) is. Many students may know the name but are often unfamiliar with the specific activities involved, so we carefully introduce the roles and objectives of NPOs.

Next, we discuss the activities and missions of Seibo, deepening their understanding of our initiatives. We also introduce Malawi, which is still not widely recognized in Japan. To make learning about Malawi enjoyable, we incorporate quizzes and other engaging methods. Students may have the opportunity to connect via Zoom with Malawians and children from Malawi to communicate in English, providing them with a chance to engage directly with those they support and to feel a closer connection to their cause.

Furthermore, to learn about Corporate Social Responsibility (CSR), we invite corporate representatives to give lectures and organize talks by university students from abroad, offering a broad perspective on various topics.

Ultimately, students take the lead in preparing for the sale of Malawi-produced goods, including setting prices, planning sales strategies, and creating promotional plans. Not only do we receive donations as tuition, but we also contribute a portion of the proceeds from sales activities to expand our support efforts.



# Education Initiatives

## Case Study 1

### KOEN Girl's Junior & Senior High School Special Lecture "Experience the Activities of an International Non-Profit Organization"



Classes at KOEN Girl's Junior & Senior High School began in the 2023 academic year. We are currently responsible for the special supplementary course titled "Experience the Activities of an International Non-Profit Organization." This year, we have provided opportunities to learn about Seibo's activities from various angles and develop a multifaceted perspective on social business. Starting in May, the course began with foundational knowledge about Seibo, the country of Malawi, Malawian coffee, and fair trade.

Subsequently, we invited representatives from the "Resona Bank Sustainability Promotion Office" to discuss how companies approach the SDGs. In this class, we focused on sustainable supply chains, where students learned through a game format, which encouraged active discussions among teams representing companies, consumers, and local communities.

Additionally, we invited a university student who had spent a year as a primary school teacher in South Africa, providing insights into local life, real experiences in Africa, and the potential for students to take action.

Furthermore, we learned from a former barista, who is now successfully working as a chiropractor, about coffee brewing techniques and how to connect the support for Malawi through the lens of "circulation."



As the event for coffee sales approached, students engaged in discussions about sales methods, promotional strategies, product content and descriptions, and pricing. The discussions around pricing, in particular, became quite heated, with students seriously considering questions like, "What price should we set to support more children in Malawi?" and "What price would be attractive to customers?"

Additionally, each student took on specific roles in preparing promotional materials, including posters, informational documents about Malawi, stickers, and slides for explanations on the day of the event.

On the day before the event, everyone worked together from the morning to set up the venue and ensure everything was ready for the following day.

# Education Initiatives

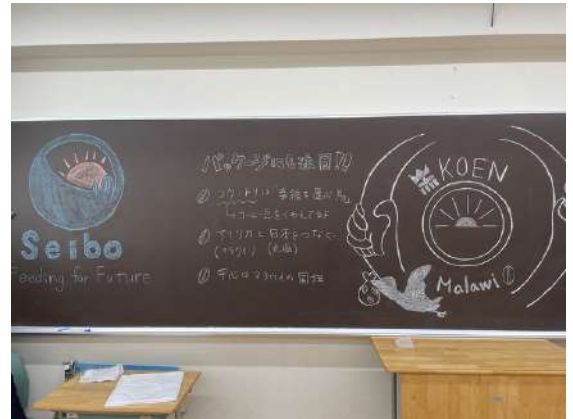
## Case Study 1

### KOEN Girl's Junior & Senior High School Special Lecture "Experience the Activities of an International Non-Profit Organization"

On the day of the event, students were divided into morning and afternoon shifts to sell coffee and introduce Malawi. The products for sale included three types: Malawian coffee beans/ground coffee, and drip bags, as well as coffee to drink on-site. Students divided their roles into those responsible for brewing coffee, introducing the country of Malawi, selling coffee, and promoting around the school.

Within an hour and a half of starting sales, the coffee beans and ground coffee sold out, and by three hours in, the coffee for on-site was also sold out. At last, all the drip bags were sold as well, marking a great success.

During the process, students who found themselves with free time adapted by shifting to selling throughout the school by walking around. In total, they recorded sales of ¥436,400 for the day, from 9 AM to 3 PM. This amount is more than double last year's sales, and we believe it reflects the active involvement of each student in supporting the children of Malawi.



### Voices from Participants

Since I started taking the Seibo classes this year, it has been a year of constantly thinking about what I can do. I had the opportunity to hear directly from many people, including representatives from Resona Bank, which prompted me to view things from multiple perspectives. I learned extensively about a wide range of topics—from Malawi to coffee brewing—and I believe I gained a reciprocal learning experience by applying what I learned to sales at the friendship event.

Furthermore, as a sophomore student involved in the preparations for the event, not only did we achieve double the sales compared to last year, but we also succeeded in introducing many customers to Seibo's activities. This was a very meaningful day in terms of expanding our support network. While considering how to explain the activities to customers, I was able to internalize and output what I learned in class, leading to a deeper understanding.

(Momoka Mikami, High School Sophomore)



# Education Initiatives

## Case Study 2

### Rizapuro

#### “Supporting School Meals through Coffee!”

On July 21 and 28, 2024, in collaboration with Rizapro Co., Ltd., which conducts various experiential learning and English instruction programs, we hosted a practical program for elementary to high school students. Through the sale of Malawian coffee and tea, participants learned about marketing, sales, and international development.



#### Elementary School Program

Students learned about Malawian culture and the importance of school meals, gaining an understanding of the value of a 15 yen contribution toward meal support. They engaged their creativity by designing labels for the products.

#### High School Program

Students studied the situation in Malawi and the methods of support available. They developed sales strategies and experienced selling in a physical store. Based on their reflections, they devised digital marketing strategies using blogs and social media.



#### Results of the Activities

Elementary school students achieved support for approximately 2,400 school meals, while high school students successfully supported around 93,000 school meals through their sales activities.

#### Participant Characteristics and Overall Evaluation

High school students with a keen interest in economics, marketing, and international aid participated actively, showcasing their enthusiasm across diverse fields. After the program concluded, participants were issued certificates of completion to support their learning in entrance exams and university studies, facilitating their progression to the next steps.

This initiative not only contributed to supporting Malawi but also changed the awareness of children in Japan, serving as a practical application that fosters entrepreneurial spirit and aligns with the goals of the SDGs.

In the future, we hope that everyone will apply the knowledge and skills learned in supporting Malawi in various ways and continue to engage in activities across different fields.



# Coffee Business



Follow us on Instagram!  
[www.instagram.com/warmheartscoffeecub/](https://www.instagram.com/warmheartscoffeecub/)



## Overview

We were able to conduct coffee sales in many venues this year, including online sales with subscriptions, nationwide events, and cultural festivals as part of our education initiatives. As a result, we recorded sales higher than in previous years, allowing us to send more funds to Malawi. Through coffee, we provided many people with the opportunity to learn about Malawi and issues such as poverty



## Our Coffee

Our coffee business, which focuses on Malawian coffee, started in 2018. Through Ataka Trading Co., Ltd., who resonated with our mission, we have been able to import coffee steadily from Malawi to Japan. By purchasing our coffee, customers are not only contributing to school meals for children in Malawi but also indirectly supporting farmers by creating demand for coffee.



## Importation of Tea

In the first half of 2024, Seibo imported tea from the Satemwa Tea Estate located in southern Malawi. The tea from Satemwa is Fair Trade certified and Rainforest Alliance certified. Additionally, the farm itself supports the health of farmers, provides a high-quality working environment, and contributes to higher education for children, making it a highly socially responsible product. Through the sale of this tea, we aim to enhance the livelihoods of producers and ensure that some of the profits are returned to support the children in Malawi.





# Corporate Donors

## Overview

For more information,  
please visit this website  
[www.seibojapan.or.jp/  
support/corporate/?la=en](http://www.seibojapan.or.jp/support/corporate/?la=en)



Seibo Japan collaborates with companies to support school meal initiatives in Malawi. We collaborate with companies in various ways which includes direct donations, through the use of Malawian coffee and tea, and hosting us for a talk.

Especially, we encourage companies to use Malawian Fair Trade coffee and utilize it in workshops that promote the SDGs, allowing them to visualize their social contributions and foster a connection to international aid within their daily operations.

Moreover, by leveraging the diverse connections of Seibo Japan's students and collaborations with other supporting companies, we conduct events and lectures that provide co-creation opportunities for our partner companies. This fosters the development of products that align with social contributions and corporate philosophies, as well as enhancing corporate public relations.

Moving forward, we aim to actively expand our connections with businesses, contributing to a world where Japan's economy can influence global change and bring about a conscious shift in people's awareness.



## Case Study

### Tablecross Inc. byFood.com



Seibo Japan and Tablecross Inc. are collaborating to support school meal program in Malawi. Specifically, the collaboration utilizes the website byFood.com, operated by Tablecross Inc., where users generate donations each time they make a reservation at a restaurant or an experience through the app. These donations are then allocated to provide school meals in Malawi. In 2024, we received a total of approximately ¥3 million in donations.

Through this school meal provision, which is provided at a cost of 15 yen per meal, we aim to improve nutrition and enhance the educational environment for children in Malawi. This collaboration is not only recognized as an initiative that effectively links social contribution and business but is also considered impactful for addressing critical elements of the SDGs related to food and education.

For more on the  
initiatives by Tablecross,  
please visit this website  
[tablecross.com/en/sdgs/](http://tablecross.com/en/sdgs/)



# Team Japan

## Overview



Seibo Japan is operated by a diverse group of members, including the representative staff, part-time staff, and volunteers from all over Japan. Additionally, interns from outside Japan regularly participate, enabling outreach to English speakers and other communities residing in Japan.

Members of various ages and nationalities leverage our unique characteristics while engaging in close communication with one another, diligently working each day for children in Malawi.

## Student Team



Student Team  
Original Logo

Seibo Japan comprises of many student staff members, primarily university students, but also including high school and middle school students. Many of these students have a strong interest in topics such as international cooperation, development, social business, and education, allowing them to connect their knowledge and majors to their contributions.

Working towards the common goal of a better future for children in Malawi, they engage in various activities, including regular communication with Malawi, managing social media, conducting lessons in schools, creating monthly newsletters, and selling coffee at events. Each student leverages their strengths across these diverse fields in their efforts.





# Team Japan

## Staff Focus

### Minori Utashiro Student Staff



#### Q. Please introduce yourself

A. My name is Minori Utashiro, and I'm a senior in the Department of Politics at Rikkyo University. I study international politics, with a particular interest in poverty and refugee issues. Currently, I work at a café as a part-time staff, and I have a great love for coffee.

#### Q. What are your roles at Seibo

A. I am primarily in charge of the education initiatives and the management of the Instagram account for "Warm Hearts Coffee Club (WHCC)". In the educational programs, I conduct classes mainly for middle and high school students. I emphasize interactive communication rather than just delivering information about Malawi and Seibo in a one-sided manner.

I constantly think about "how to engage students' interests" and strive to make the lessons engaging. Creating materials for use in classes is also a key part of my responsibilities.

For WHCC's Instagram management, I aim to raise awareness about Malawian coffee and our activities so that more people can get involved. Through regular posts, I share information with both existing followers and new individuals who show an interest. I find the mechanism through which specialty coffee from Malawi supports children quite compelling. Additionally, I help facilitate smooth communication with student volunteers and handle various administrative tasks.

#### Q. What inspired you to get involved with Seibo?

A. It was when I saw a recruitment notice at Rikkyo University's Volunteer Center. In high school, I was deeply impacted by a book I read about poverty in Africa, which motivated me to study poverty and refugee issues in university while seeking ways to engage in volunteer activities. It was during this time that I happened to see the volunteer recruitment. I was particularly interested in supporting Africa, especially in making children smile, and the fact that we work with coffee intrigued me. I thought I could utilize the coffee knowledge I gained from my café job, so I emailed the director, Mr. Yamada. He replied promptly and took the time to listen to my interests and values during our meeting, which further motivated me to get involved more deeply.

Follow us on Instagram!  
[www.instagram.com/warmheartscoffeeclub/](https://www.instagram.com/warmheartscoffeeclub/)



# Team Japan

## Staff Focus

### Minori Utashiro Student Staff



#### Q. What do you find fulfilling or unique about working at Seibo?

A. I feel that activities at Seibo are significantly different from volunteering at other non-profit organizations. One of the biggest attractions is the "environment where you can shape what you want to do freely". Each person has different topics of interest and reasons for wanting to get involved. Being supported while being attuned to those feelings is why I can continue to enjoy my activities.

Personally, I have a strong desire to broaden students' knowledge about poverty and refugee issues. When I told this to Mr. Yamada, I was given the opportunity to be involved in Seibo's educational activities. I am very grateful to be able to engage in social contribution activities while utilizing my strength in actively communicating with people through classes and lectures.

#### Q. Do you have a message for those interested in Seibo's activities?

A. As mentioned, the activities at Seibo do not usually have predetermined tasks that say, "This is all you have to do", allowing you to utilize your interests and strengths. For example, whether you love coffee, are concerned about poverty issues, want to try managing social media, or are interested in fair trade, there is a space for individuals with diverse backgrounds to be part of.

When you hear "international cooperation," it might seem complicated, but the experience of knowing that your actions reach far-off Africa is truly special and rewarding. Seibo includes a wide range of individuals, from middle school and high school students to university students and professionals, all with varied backgrounds.

Why not join together with staff who share the common belief of "for the children of Malawi and Africa" and get involved? We are always here waiting for you!



# Awards and Featured Articles

## Awards

### Pope Francis Visit Commemorative Award [March] (Sophia School Corporation)

This award was established in the 2020 academic year to support efforts addressing various challenges outlined in Pope Francis' message, "To Those Studying at the University of the Seat of Wisdom." Our organization was recognized for its activities in "School Meal Provision in Malawi" and received this award.



### 2024 Social Products Award [March] (Association for the Promotion of Social Products)

This award recognizes outstanding products contributing to the realization of a sustainable society and "Warm Hearts Coffee Club" received this award. The judges evaluated not just our direct support efforts, but also our innovative promotional methods involving many people, particularly students, which positively influence the next generation's awareness and actions.



## Featured Articles



Delivering Meals for 17,000 People in Malawi Daily  
as an Intrapreneur – Makoto Yamada, Seibo Japan  
(COCOCOLOR EARTH)



What is Seibo Japan? An Interview with the  
Representative about Their Activities!  
(Ameba Juku Sagashi)



School Meal Program in Africa? The Reason Seibo  
Japan Provides School Meals to Children in Malawi  
(Tankyu Zemi)



Creating the Future of Japan and Malawi Through the  
Promotion of Charity Culture via School Meal Support  
(Spaceship Earth)

# Events

In 2024, we were blessed with many opportunities to share stories about Malawi and sell Malawian coffee at various locations. Here, we would like to introduce some of the events.

## “Coffee Lovers Unite! An Ethical Society Through Coffee” (March 20, May 13, August 3)

This event was hosted primarily by Seibo Japan, Green Sophia from Sophia University, and the Fair Trade Committee (FACT) from Chuo University. It focused on topics related to fair trade and ethical consumption, held three times throughout the year in 2024. A large number of participants, especially from the younger generation, attended, showing their interest in these topics and social issues. Additionally, for the third session, we invited Mr. Araki, the President of Ataka Trading Co., Ltd., where he delivered a speech on the product supply chain and the coffee-related issues projected.



Scene from the First Event



Scene from the Second Event



Scene from the Third Event

## “Machi Lab Workshop” (December 7)

This event took place at the Machi Creation Research Center (Machi Lab) of Bunkyo Gakuin University, a research facility focused on solving social issues through collaboration between industry, government, academia, and citizens. Seibo was involved in selling coffee and conducting a hands-on experience for making pin cushions using coffee grounds. On the day of the event, we sold freshly brewed Malawian coffee at our booth, providing a great opportunity to discuss Malawi while enjoying coffee and participating in the workshop. It was a wonderful occasion for engagement and interaction.







# Future Outlook

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# Targets

Seibo Japan and Seibo Maria have collaboratively delivered school meals to children in Malawi, reaching approximately 18,000 children across about 60 supported schools. To sustain and expand these efforts, we have set the following partnership goals for the two organizations.

For our short-term goal by 2025, we aim for Seibo Japan to continue supporting approximately half of the operational costs of Seibo Maria, which include meal distribution and monitoring expenses, excluding the costs of purchasing meal ingredients. As a mid-term goal, set for about three years from now, we plan for Seibo Japan to cover the full operational costs. Our long-term goal is to establish a model that continuously finances the full operational costs.

Additionally, alongside our school meal support, we will continue to distribute hygiene supplies such as soap and basic water systems, as well as the infrastructure necessary for meal preparation, including boreholes and kitchens.

To achieve these goals, Seibo Japan will continue fundraising activities and educational programs while aiming for further expansion. We will also implement fundraising projects tailored to specific requests from Malawi. To facilitate this, we will establish a robust information-sharing system between the organizations and ensure accurate data collection.

We will deepen our cooperation with all related organizations and entities, particularly the two organizations involved, to expand our activities. We appreciate your continued support in these efforts.

Short-term (1 year)	<ul style="list-style-type: none"><li>Seibo Japan covering approximately 50% of the operational costs (approximately \$50,000) for meal distribution and monitoring</li><li>Ensure accurate data collection on meals provided.</li></ul>
Mid-term (3 years)	<ul style="list-style-type: none"><li>Seibo Japan start covering the full operational costs (approximately \$100,000)</li></ul>
Long-term (10 years)	<ul style="list-style-type: none"><li>Seibo Japan will maintain full funding for Seibo Maria's operational costs, creating a sustainable support model</li><li>Expanding the number of schools</li></ul>





# Closing Words

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Thank you very much for the warm support and collaboration from many individuals, Seibo was able to continue providing school meal support to children in Malawi in 2024. We delivered meals to approximately 18,000 children daily, contributing not only to their nutrition but also to local community support, particularly empowering women in the area.

This year, Malawi faced challenges such as cyclones and poor harvests due to global warming. School meals became crucial for ensuring children's safety and basic nutrition, and they were greatly welcomed by the local community.

In Japan, we expanded our efforts to provide opportunities for children to learn about international cooperation and social contribution, sowing seeds for the future. We partnered with over 30 schools, especially engaging middle and high school students in inquiry-based learning and extracurricular activities, creating significant support and results for Malawi together.

Through these activities, it is an honor to work alongside the next generation of students to change the future of Malawi, a small country on a growing continent in Africa, which in turn contributes to changing the world—supporting Japan's future.

I would like to extend my gratitude to all individual donors and companies that have supported us. Many of you have joined us at events and lectures, contributing through coffee sales and supporting school meals. Thanks to your generosity, we now have over 110 subscribers to our coffee subscription service, helping to spread the flavors of Malawi and the warmth of support.

Every time I see the children we support in Malawi continue to learn with smiles, I feel deeply the power of your support. However, many challenges remain in the world, teaching us that issues like poverty, hunger, and inequality should not stop us, and we must continue to take one step at a time.

In 2025, with the belief that "we deliver hope for the future to as many children as possible," we aim to further evolve our activities together with all of you. We sincerely thank everyone who has believed in and supported Seibo this year. We wish you all a wonderful 2025.

Thank you.

Makoto Yamada  
Director, Seibo Japan



“Bo”

Seibo's Official Mascot



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