

# Annual



# Report 2025

---

**Seibo Maria & Seibo Japan**

Financial Year 2025 (January - December)





# Annual Report 2025

## Contents

---

### Words of Appreciation

### Organisation Overview

- About Seibo
- Mobell and Krizevac Project

### Malawi in 2025

- Activity Overview
- Details and Breakdown
- Team Malawi
- Seibo's Impact
- Cooperation with Schools and Communities
- A Bridge Between Malawi and Japan

### Japan in 2025

- Activity Overview
- Coffee Business
- Team Japan
- Education Initiatives
- Kanto Region
- Kansai Region
- Expo 2025
- Visit to Malawi
- Awards and Featured Articles
- Closing Words

# Words of Appreciation

**Makoto Yamada**  
Director  
Seibo Japan



**Q. How has Seibo Japan grown from last year?**

Seibo Japan made a great social impact on school feeding in Malawi with many staff members who are passionate about creating the future of kids there.

Seibo has made a bigger bridge between Japan and Malawi than last year!

**Q. What is your vision of Seibo Japan and Seibo more broadly for next year?**

We would like to cover all the work of Seibo Maria to deliver school meals in Malawi next year and make the fundraising model more sustainable than last year with local staff.

**Q. What steps are necessary to achieve those goals?**

We plan to overcome the challenges of governance inside Seibo Japan and create more productive team and connect more with Seibo Maria, exchanging information about the database so that we could share them to potential donors.

**Q. How was Seibo Maria grown from 2025?**

Fed 3,358,613 meals to 20,600 learners; Improved data management through a database that consolidates data annually, and is accessible to all via cloud storage. Schools were given 43 new pots and stoves, buckets and protective wear for cooks thereby increasing safety and hygiene.

**Q. What is your vision of Seibo Maria and Seibo more broadly for next year?**

To focus on the welfare of the child, by enforcing early-morning feeding, construct decent kitchens, construct decent classroom blocks and most importantly provide safe water for drinking and cooking porridge.

**Q. How do you plan to achieve these goals?**

Increased effort in resource mobilization through multiple fundraising campaigns and strategic partnerships.

**Victor Mthulo**  
Program Manager  
Seibo Maria





# Organisation Overview

---



# About Seibo



## **“A simple daily meal for every hungry child”**

“Seibo” refers to the collective of two organizations: Seibo Japan, a non-profit organization based in Japan, and Seibo Maria, also known as Seibo Malawi. Both organizations work together in a cooperative framework. Every day, Seibo Maria serves school meals to children in primary schools, kindergartens and Community-Based Childcare Centers (CBCCs) in both northern and southern Malawi. Seibo Japan focuses on fundraising activities for school meal provision while collaborating with schools and companies to expand charity culture and promote international assistance.

## **Mission Statement**

### **Vision:**

**Helping children realize their full potential**

### **Mission:**

- To spread awareness to 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 organizations who share our mission

## **History**

**2015:** Establishment of Seibo Maria and 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

**2025:** Served as an official interpreter at the Malawi Pavilion at Expo 2025 Osaka, Kansai.



# 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 No: 1115608

## Krizevac Project

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

Testament to the Krizevac Project's commitment to providing high-quality education 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 Tereasa Catholic Nursery", "St Kizito Catholic Primary School", "Carlo Acutis Catholic High School" and "St John Paul II Leadership & IT 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 through its southern office located on the campus.



Alongside the Mary Queen of Peace Catholic Institute, the Krizevac project also runs "Torrent", a heavy machinery rental business and "Beehive" a social enterprise project that involves "Beetech" and "Beebikes". "Beetech" provides data management solutions and "Beebikes" sells and services bikes in Malawi, allowing individuals to get to school or work.



## Malawi in 2025

---



# Activity Overview

## Highlights



**3.4M** School Meals  
Provided



Over **20,000**  
Children Supported



**55** Schools  
Supported

Over **400,000**  
Meals Provided in  
October Alone

Peak  
Attendance of  
Over **17,500** in 1  
Month

Over **20,000**  
Enrolled in  
October Alone

Average of **96%**  
Attendance  
Throughout the  
Year

In 2025, Seibo Maria provided school meals to approximately 20,000 children across a total of 55 schools, including primary schools, kindergartens and Community-Based Child Centres (CBCCs). Over the year, the Seibo Maria team, in collaboration with volunteer staff and teachers from each school and supported by Seibo Japan, was able to provide a total of 3,358,613 school meals. By providing school meals, Seibo was able to increase enrolment from 18,568 in January to 20,600 in November and attendance from 18,021 in February to 18,824 in December.



## Details and Breakdown

Figure 1 showing the total school meals provided in 2025



Figure 1 above shows the total number of school meals provided by Seibo Maria in both the Mzimba and Blantyre districts in Malawi. It is worth noting that schools were closed for the duration of August and most of September, hence the exclusion of the former and the lower figures in the latter. Otherwise we have experienced a consistently high provision of school meals throughout the school year, peaking at over 400,000 meals provided in October alone. The mild fluctuation from month to month is likely caused by oscillating attendance figures and thus we recognise the importance of ensuring attendance to the success of the feeding programme.

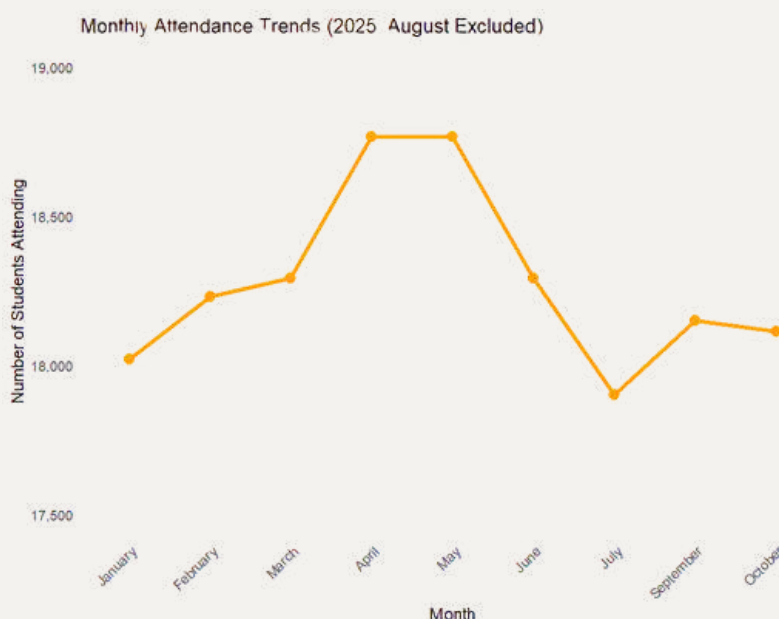


Figure 2 showing the 2025 monthly attendance trends (August excluded)

Figure 2 shows the monthly attendance trends for 2025 in Malawi. August has again been excluded from this figure to avoid distortion caused by the school break. The y-axis scale has been adjusted to highlight variation in attendance during the main academic months. We can see a notable spike in attendance for April and May, which may reflect the end of the rainy season and also the increase in school meals provided from April to May. Our school meals continue to function as incentives for children and and reassurance for parents, who know their children are being fed a nutritious meal. 9

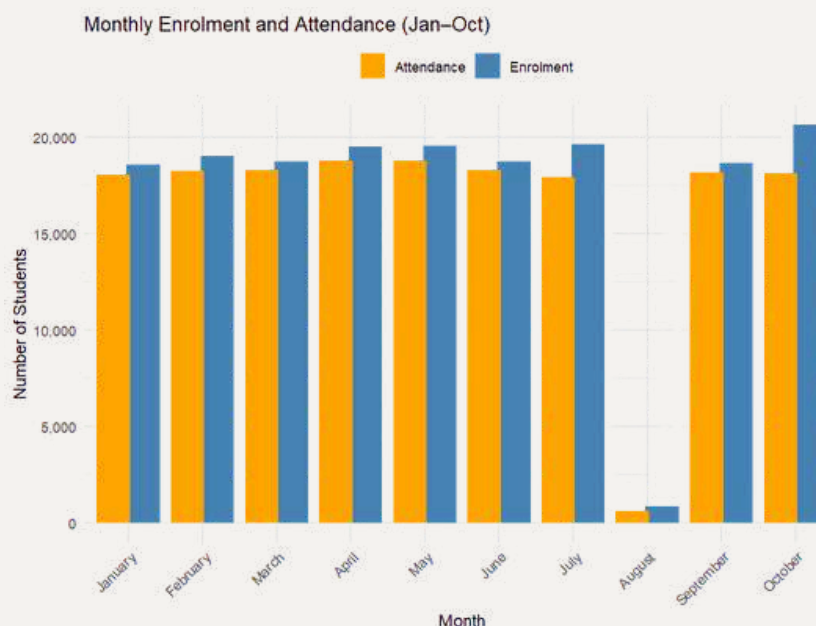


Figure 3 showing the monthly enrolment and attendance

The enrolment and attendance figures are equally positive. This year we have maintained a high level of both attendance and enrolment, reaching over 20,000 enrolled in October. Further, we have maintained over 90% attendance of those enrolled in 8 of the 10 months we have data for. In 6 of those 8 months we had at least 96% enrolment. The attendance rate is crucial to providing children with comprehensive education and is also a reliable indicator of the success of the school meal program. The impact of the school meal program is thus twofold: 1) increasing the number of children enrolled (we observe an increase of over 200 students from January to October) and 2) increasing the percentage of those enrolled attending. Children are excited to go to school and parents happy to send them, knowing they will receive a nutritious meal alongside their education.

## Comparison with 2024

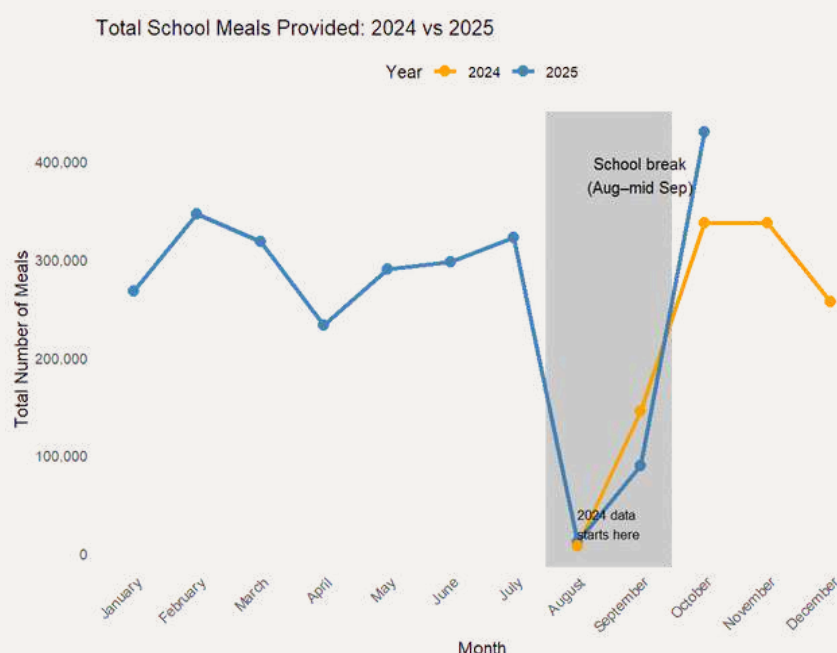


Figure 4 shows the figures for total schools provided in 2025 (as in Figure 1) and the 2024 figures have been added in orange. The graph illustrates both the consistently high provision of school meals and improvement on the previous year. October marks our most successful month in terms of meal provision, made possible by the hard work of all those in Seibo Maria, the fundraising efforts by Seibo Japan and generous donors. We hope to continue this positive trend into 2026, as our efforts do have a significant impact.

# Team Malawi

## Overview

Seibo Maria is currently operated by a team of 7 staff members: 3 in the northern region Mzimba, 4 in the southern region Blantyre. Under the leadership of the Program Manager, the team consists of a Finance & Administration Officer, School Feeding Officers, and Communication Officer, who work together to carry out the organisation's activities.

## Main Responsibilities of Staff Members

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



## New Staff Members

### Rodgers Mhango

School Feeding Officer  
District: Mzimba  
Recruitment: August

“Being a School Feeding Officer is an opportunity for me to make a lasting impact on the lives of various children and communities. Knowing that I contribute to motivating these children to go to school and that they will learn something while being fed is truly exciting, it’s a memory they will carry for a lifetime, and I am happy being a part of it.”



## Mwai Leman School Feeding Officer



One of the dedicated staff members in the School Feeding Program is Mwai, a Feeding Officer who has worked with Seibo since 2017. The program operates across several districts, including Blantyre, in partnership with private schools and community-based children's care centres. Through collaboration with teachers, volunteers, community members, and government authorities, the program ensures that children receive safe, nutritious meals in a healthy environment.

A core component of the program is careful monitoring and data collection. Attendance records and feeding data are regularly reviewed to ensure that food supplies meet the needs of each school. Hygiene practices, cooking methods, and food safety standards are routinely monitored to ensure quality control across all sites.

During the reporting period, the feeding program supported 55 schools, including 12 primary schools in Mzimba and one primary school in Blantyre, reaching approximately 20,000 children. Meals are provided daily on school days, typically between 9:00 and 10:00 a.m., using locally sourced ingredients, including soybeans. These daily meals play a vital role in supporting children's health, energy levels, and ability to participate in learning.

Supporting the most vulnerable children remains a central priority of the program. In community-based children's care centres, meals are provided free of charge, provided that at least one highly vulnerable child, referred to as a Seibo child, is included. Children are identified through a community-led process involving volunteers, local churches, and home visits to verify household conditions. The collected information is carefully reviewed to ensure that assistance is directed to those most in need, and Seibo children receive regular meals through the program.

The expansion of the feeding program has had a clear positive impact on school attendance and learning. Since 2017, the number of children supported has grown from approximately 7,000 to over 20,000. Schools report improved attendance, increased motivation among students, and greater engagement in classroom activities. For many families, providing daily meals has reduced the burden of food insecurity and encouraged consistent school attendance.



Seibo Japan recognises that nutrition alone is not sufficient to achieve lasting educational outcomes. The organisation therefore works closely with teachers, school directors, and community members to support the overall learning environment. Teacher training conducted in 2020 and 2021 has contributed to improved classroom practices, with approximately 60 per cent of trained teachers remaining active in the program. When combined with access to regular meals, these efforts have resulted in an estimated 80% improvement in children's learning and participation.

Community involvement is fundamental to the success of the School Feeding Program. Parents, teachers, volunteers, school committees, and village leaders are actively engaged in meal preparation, monitoring, and child support activities. This shared responsibility fosters local ownership and ensures that the program addresses the unique needs of each community.

Despite its success, the program faces ongoing challenges, including inconsistent volunteer and teacher availability, as well as logistical constraints related to transportation and school monitoring. Looking ahead, Seibo Japan aims to strengthen coordination through regular meetings with stakeholders, expand its volunteer base, resume annual teacher training, and improve support and monitoring systems. Through continued collaboration with communities and partners, the School Feeding Program will remain a vital foundation for children's nutrition, education, and well-being.

# Seibo's Impact

---

## School Meals Nurturing Smiles and the Future

The warm bowl of porridge we deliver is more than just a meal. It protects children's health, inspires their desire to learn, and becomes a bowl of hope that supports the future of families and communities. In this section we share moving moments from our activities in 2025, along with the tangible outcomes they have produced.



"I look forward to coming to school. Because I can eat porridge, I feel energetic and can study well"  
(January - A girl from Kaputa Primary School)

School meals are bringing about significant changes in both the hearts and bodies of children

## Improved Motivation for Learning

The twins shown in the photo below were born in June 2021 and are scheduled to graduate from kindergarten in 2026. In the past, they suffered from malnutrition; however, they have made a remarkable recovery and are now in good health.

They began receiving support from Seibo in October 2023, when they were two years and four months old. This support has had a highly positive impact on their development. Before receiving assistance, they were often unable to participate fully in class. Today, however, they are showing significant progress.

They are now able to count numbers, recite poems, memorise words and recognise colours. Their academic progress is clear evidence of the support they have received. In addition, their health has improved dramatically, and they now appear energetic and healthy - a striking contrast to their previous condition.



## Establishing Healthy and Hygienic Habits

Thanks to nutritionally rich school meals, children's health has shown visible improvement. In addition, before porridge is distributed, students wash their hands and clean their own cups using buckets and soap provided through the programme. This simple yet essential routine has now become firmly embedded in their daily school life.



## Building Confidence and Social Skills

Mealtime is an important opportunity for children to laugh with friends and develop a sense of cooperation and compassion. Children who were once shy have strengthened their bonds with their peers through shared meals and now show bright, confident smiles.



Children look forward to mealtime and enjoy it together. One child cheerfully demonstrated how to use a spoon, saying, "I'll show you how to eat the porridge!", bringing smiles to the faces of the children around them. This time for school meals is a valuable moment that nurtures friendship and a spirit of cooperation.

## Impact on the Community



### Story 1 - Three-year-olds triplets

These triplets were born on 22<sup>nd</sup> March 2022. Their mother was leading an extremely busy life, earning a living through selling goods at the market and doing handicraft work while also caring for her children. However, when the triplets began receiving support from Seibo, the mother was able to breathe a sigh of relief. This support reduced the burden of caring for the children, allowing her to focus on her business and making it possible for her to support her children more effectively.

### Story 2 - Fatihu Deen, a girl attending kindergarten

Fatihu Deen was born on 16<sup>th</sup> February 2022 and is scheduled to graduate in December 2027. She has a shy and quiet personality and previously had very little interaction with other children. Her mother often felt anxious when leaving her at school, but since attending she has shown significant progress and has become much more outgoing and now regularly takes part in playing with her friends.



### Story 3 - A girl attending Holy Cross Kindergarten

The girl in this photo was born on 23<sup>rd</sup> December 2021. She began receiving support from Seibo in August 2023 and started attending Holy Cross Kindergarten.

Before she enrolled in school, her mother faced great difficulty securing work. Many employers were unwilling to offer her a job because she needed to care for a young child and because of concerns related to hygiene. However, now that her daughter is attending school, the mother has been able to work as a construction labourer. As a result, we can assist skilled workers, earn a stable income and support her children.

## Story 4 - Distribution of uniforms to students

Because of her irregular income from home-based piecework, the mother of these twins found it difficult even to purchase essential items such as school uniforms for her children. She expressed her heartfelt gratitude for this donation and appeared deeply relieved, saying that a great burden had been lifted from her shoulders.

Seibo's mission is to empower families equally, whether they come from disadvantaged or affluent backgrounds. By providing access to quality education and fostering an environment where everyone can start on an equal footing, Seibo delivers hope to those need it most.



## Story 5 - Community-Led Initiatives

The preparation and distribution of school melas are carried out primarily by local volunteers and social committees. Through cooperation across generations, the bonds within the community have grown even stronger. Women also actively participate in these activities, contributing to community development and female empowerment.



# Cooperation with Schools and Communities

## Meeting with Nursery School Stakeholders in Blantyre District

We have continued engagement with school committees and caregivers who actively participate in stakeholders' meetings. These meetings focus on community engagement and reinforcing stakeholders' duties to support the feeding programme's effectiveness and sustainability through ensuring attendance and helping out in kitchens to make and provide the meals. We recognise that parental cooperation is essential to ensuring the success of the feeding programme and thus will continue to engage with the local population.



Stakeholder meeting in Cilingani CBCC



Committee involvement in Cilingani CBCC

The committee members don't just delegate cooking tasks to parents/cooks; they also actively participate in activities like drawing clean water from boreholes. Tasks such as these ensure that the high hygiene standards are maintained and the local population is involved.

## Director's Meeting

A director's meeting was held in February in the Mary Queen of Peace Hall, where we discussed several key issues, including proper procedures for recording new books, standardised measurements for cooking Likuni Phala, best practices for storing Likuni flour safely. Protocols were established for handling emergencies such as theft of Seibo property within the schools. After the meeting we distributed utensils to the schools then we are closed the ceremony group photos



## Anniversary Celebration

On 11<sup>th</sup> February Seibo Maria celebrated our 9<sup>th</sup> anniversary by conducting a cooking demonstration at Kriver Nursery School, attended by Seibo staff, trustees and school directors from nearby schools. Seibo directors had the special directors to serve porridge to the children and spend quality time together. After the meal, one of our trustees, Ms. Dhlelisile Phiri, led the cake-cutting ceremony as the children joyfully sang a happy birthday song.



The anniversary cake



Cheerful faces after the cutting ceremony



Seibo trustee and manager ready to serve porridge at the celebration

## Allocation Meetings

Allocation meetings resumed in 2025, after an absence from February 2024. These meetings held in the Mary Queen of Peace institute involve discussion and review of each application for free nursery education. This process ensures transparency, accountability and fairness to ensure the most deserving children receive support. This is a significant achievement as since February 2024 schools had been facing vacant spaces for sponsored children due to unsuccessful allocations meetings.



# A Bridge Between Malawi and Japan

## Collaboration with the Japanese Government

On February 20, 2025, Seibo Maria was invited by the Embassy of Japan in Malawi to attend the Emperor's Birthday Reception held at the Bingu International Convention Centre (BICC) in Lilongwe. Representing Seibo Maria, Victor, Future, and Mwai attended the event. In addition, embassy officials visited schools and are considering support for the construction of cooking facilities, further strengthening our collaboration with the Japanese government. The reception thus provided a valuable opportunity for networking with government officials, corporate partners, and members of the diplomatic community.



## Visit from the Embassy of Japan

On 20th May, Ms. Suzuki and Mr. Hugo Mlewa from the Embassy of Japan visited Seibo's Mzimba office as part of the local verification process for the Grant Assistance for Grassroots Human Security Projects (GGP). The purpose of the visit was to assess proposed plans for the construction of cooking facilities at three schools: Machelecheta Primary School, Chabele Primary School, and Kanyerere Primary School.



## Kakeru's Visit

In February 2025, Kakeru, a university student whom we came to know through Seibo Japan's activities, along with his friends, visited Malawi and neighbouring countries.

Japanese university students and Japan International Cooperation Agency (JICA) volunteers visited the local communities, sharing porridge with the children and helping with tasks such as chopping firewood. These warm and meaningful interactions created strong personal connections and have become valuable opportunities to link supporters in Japan with communities on the ground in Malawi.



## Takahito's Visit

Yamamoto, a Japanese volunteer and student at Tokyo University of Foreign Studies majoring in African Studies, arrived in Mzimba on 4<sup>th</sup> April to experience the school feeding programme first-hand. From the 7<sup>th</sup> - 9<sup>th</sup> of April he visited 9 schools in the Mzimba district together with our communications officer and feeding programme staff.

During his visits, Yamamoto interviewed a wide range of stakeholders, including Seibo's programme manager, students, teachers, members of school committees, and volunteer cooking staff. Through these conversations, he gained valuable insights into the day-to-day operations of the feeding program, the level of community involvement, and its overall impact. By observing meal preparation and distribution and interacting with students, he was able to see first-hand how the program directly benefits school attendance and child well-being.

On April 10, before departing for Misuku (Chitipa), Yamamoto joined our weekly team meeting, where we reflected on his visit, followed by a warm farewell session. His visit marked an important milestone for Seibo Malawi and contributed to strengthening mutual understanding and cooperation with Seibo Japan.



## Mariko's Visit

In early May, Seibo had the opportunity to welcome Mariko Kawamoto, a Japanese JICA volunteer working as a health officer at Salima District Hospital. With her professional expertise in health and nutrition, Mariko showed strong interest in the nutritional benefits of Seibo's school feeding program and conducted a site visit to learn more about it.



## Practical Cooking Demonstrations

On the 16<sup>th</sup> October, our school feeding officers organised a practical cooking demonstration at Kabuku Primary School to reinforce best practices in porridge preparation and follow Standard Operating Procedures. The session began from scratch - preparing firewood, drawing water and heating the pots with volunteer cooks fully engaged in every step. These sessions not only strengthen the quality and safety of school meals but also empower our community cooks, ensuring every child receives nutritious, well-prepared porridge.



Group photo at the end of the session



Food preparation

## Utensils Distribution

We distributed program-complementing items across schools, including cups for standard 1 learners, soaps and protective wear for volunteer cooks (headgear, aprons and gloves). This supports our programme hygiene, safety and overall effectiveness.





# Activity Overview



Total Donation  
¥20,334,321



Donations From  
Coffee Sales  
¥3,981,571



Over **110**  
Events Held  
in 2025

**50+** Schools  
Visited

Breakdown



## Donation and Education

This year, we received numerous of donations from companies, organisations, individuals and educational institutions to support school meals for children in Malawi. In 2025 we participated in and hosted over 110 events, selling coffee, delivering informative presentations and workshops. Through coffee sales at these events and presentations alone we raised ¥3.9M thanks to the generosity of our donors. We hope to continue this remarkable progress and we aim to increase the number of events held, donations received and corporate support base. We are extremely grateful for the continued support of our donors, your generosity has a profound impact.

**For ¥15 you feed 1 child 1 meal for 1 day. For ¥3,000 you feed that child for 1 year.**

# Coffee Business



## 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.

### Breakdown

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.



Since last year, Seibo has been importing tea from the Satemwa Tea Estate in southern Malawi.

Satemwa tea is both Fair Trade and Rainforest Alliance certified. It is a highly socially responsible product, as the estate itself actively supports farmers' health, maintains high-quality working environments, and provides assistance for children's higher education. Through the sale of this tea, we aim not only to improve the livelihoods of the producers but also to return the profits to support the children of Malawi.



In September 2025, we began importing "Kwanza Cocoa" to Japan for the first time. As Malawi's first chocolate produced entirely within the country, it is an ethical product committed to empowering women and protecting the environment. It pairs perfectly with coffee, and every purchase contributes to supporting school meals for local children.



# Team Japan

## Staff Focus



## Kentaro Hirano Student Staff

### Q. Could you please briefly introduce yourself?

A. My name is Kentaro Hirano, and I am a fourth-year student in the Faculty of Liberal Arts at Sophia University. I spent my childhood in Mexico and Shizuoka. At university, I study International Business and Economics in English, with a particular interest in Accounting and Development Economics.

### Q. How and when did you first get involved with Seibo?

A. My first involvement with Seibo was when I was a sophomore in high school, through an online course on “Social Business” that Seibo and Mobell offered at the time. I had already been interested in issues such as economic disparities and economic development, largely influenced by my experience living in Mexico, where I witnessed a significant economic gap within the country. With that background, I was lucky to learn about both the course and Seibo through my high school teachers.

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

A. I have been fortunate to take on many different roles within Seibo, and I am currently in the process of transitioning my responsibilities as I approach the end of my student years. My work has ranged from managing disclosures such as monthly and annual reports, handling social media, and participating in various events, to teaching at high schools and middle schools, website operations, and assisting with financial management.

When I became more deeply involved with Seibo during my second year of university, there were relatively few students or volunteers. As a result, I also committed myself to building a student team within Seibo, with the aim of expanding our initiatives and creating opportunities for students to gain hands-on experience working in a non-profit organization. Building a team from scratch was challenging, particularly in introducing structure and rules while being mindful not to restrict what each member wanted to pursue. Exploring that balance ultimately became one of the most engaging and meaningful parts of working with Seibo.





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

A. One of the most rewarding and unique aspects of working with Seibo is the environment in which each individual is given a high level of autonomy. Not only are we encouraged to think independently and take initiative within our own areas of responsibility, but there is also an environment where proposing ideas beyond one's assigned role is welcomed, and taking on new challenges is supported.

On a personal level, I was able to engage in work and decision-making processes that are rarely accessible to students. These experiences have become an important foundation for how I think about my future career.

Another major attraction of Seibo's work is the opportunity to meet a wide range of people. Within the organization, I had the chance to work with diverse members, including both senior and junior members. Outside the organization, I met JICA volunteers and many others involved in Africa-related initiatives. Each of these encounters broadened my perspective and has been deeply meaningful to me.

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

A. I believe that there are not many opportunities for students to engage so deeply with social issues while having such a high level of responsibility. The experience at Seibo extends beyond the activities themselves and continues to influence one's future path and way of thinking.

At the same time, Seibo is not limited to students—it is a place where people from various backgrounds, including working professionals, can come together. Being able to work and learn alongside individuals with diverse perspectives is one of Seibo's greatest strengths, and I would be very happy if many people chose to get involved



# Education Initiatives

## Overview

Seibo Japan continues to be actively engaged in a wide range of interactive learning and extracurricular activities in collaboration with educational institutions. Engagement with Japanese students aims to encourage students to recognise and address local and global issues proactively, enabling them to take action toward the realisation of a sustainable society.

Further, Seibo continues to challenge the lack of awareness of charities in Japan. Supporting efforts in Malawi requires ingraining a domestic culture within Japan, particularly within the younger generation in Japan. Through our initiatives, we aim not only to support children in Malawi but also foster new values and actions within Japan.

Seibo Japan's educational programs emphasise 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

**01 Measuring Poverty**

**No.1**  
**Budget Standard Approach**  
Malawi: cost of maize basket rising due to climate disasters which lead to poverty  
Thailand: rural regions affected more by rising energy & water costs.

**No.2**  
**Food Ratio Method**  
Malawi: up to 70% income spent on food  
Thailand: lower overall, but high for rural farm households

**No.3**  
**UNICEF Indicators**  
Malawi: 37% of children had malnutrition  
Thailand: lower, but malnutrition still present in hill-tribe areas



Seibo workshop and class and Salesio Junior High School

**03 Malawi's economy**

**Malawi's major industries:**

- Agriculture is the main industry
- 80% of the total workforce is engaged in agriculture
- Many families are low-income

Of the total population of 21.65 million...

51% is under 18

tabacco

black tea

coffee

**WARM HEARTS**  
a non-profit coffee company



Student presentation on Malawi at Kanto Gakuin Senior High School

## Case Study 1

## Catholic Education Academic Conference 2025

On August 29, 2025, Seibo Japan held a roundtable session at the Catholic Education Association Conference. Nine student staff members and two high school volunteers shared an overview of Seibo's activities, the roles of student staff, their motivations, and their current reflections. Participants then divided into groups at each student's table and discussed the themes. As the students had been involved since high school, participants could engage deeply with content rooted in Catholic values. Finally, each table shared how the discussions could be applied to future activities. This roundtable, led by university students with mission school backgrounds, offered a valuable opportunity to explore "living examples" of Catholic education in practice.

On August 30, 2025, Seibo presented research at the Catholic Educational Association. The values nurtured in Catholic schools—such as caring for one's neighbor and the desire to contribute to society—often show their greatest power outside the classroom. Seibo highlighted how its activities as an NPO illustrate the significance of learning that arises when education and social action are connected. In particular, collaboration with university-level career education has become a valuable opportunity supporting the growth of students. Collaboration between Catholic education and NPOs provides students with a real sense of connection to society. It encourages reflection on how their learning and personal growth can contribute to the world. Seibo's activities show how values nurtured in education can find meaningful expression within economic and social action. These efforts serve as an important guidepost for the future of career education.



## Case Study 2

### Seibo Workshop at Aoba-Japan Bilingual Preschool: “A journey to Malawi”



Seibo has continued to engage with children of all ages in Japan, and works to deepen an understanding of different countries as part of the Primary Years Programme (PYP). At Aoba-Japan Bilingual Preschool Waseda Campus, Seibo organised a workshop that centred around the theme of “community”.

During the workshop, the children learned about Malawi through a picture story and monitor presentation, addressing questions such as, “Where is Malawi?” and “What kind of lives do the people of Malawi lead?”. They showed a keen interest in the different cultures and environment, actively asking questions throughout the session, such as “how can we help the children in Malawi who lack enough money and feel hungry?”.

The workshop also welcomed parents, who observed the children learning in a warm and supportive environment. It was inspiring to see the children actively engaging with challenging topics and expressing desires to make a difference in the world. The workshop emphasised the importance of engaging and educating the youth on the lives others lead and how we can help contribute towards a more equitable society.



# Kanto Region Highlights

## Case Study 1

## Ethical Campus 2025

The Ethical Campus 2025 was a large-scale event bringing together student organisations from across Japan and held on the 26<sup>th</sup> April 2025 at the Tokyo International Exchange Centre Plaza Heisei. Seibo's student team ran a booth where they offered coffee tastings and sales while also introducing their activities.

In addition, Seibo's student team successfully advanced through the preliminary screening to compete in the Presentation Award, where student organisations present concrete five-year action plans looking ahead to 2030



## Case Study 2

## Japan Coffee Culture Society



On 15th June, Seibo gave a presentation at the Japan Coffee Culture Society, speaking about Malawian coffee, its distribution, and market value, as well as the structure and impact of the activities of the General Incorporated Association Seibo and the NPO Seibo, which connect coffee sales to school feeding support.

We also highlighted our collaboration with the student team, discussing how Japan's future generation can influence coffee consumption culture and contribute to the future of coffee-producing communities.

## Case Study 3

On 2-3th August, Seibo participated in Sport for Tomorrow X Africa Action Day 2025. This event, held at JICA Yokohama as part of TICAD's pre-event, brought together numerous NPOs and social enterprises from African countries including Cameroon, Tanzania, Malawi, Kenya and others.

Led by Seibo's student members, the event connected with future initiatives involving Africa, showcasing potential business opportunities and growth within the NPO sector. We received support equivalent to approximately 1200 meals for meal support, a significant contribution. We greatly appreciate this valuable opportunity.



# Kansai Region

## Case Study 1

6<sup>th</sup> December, Seibo participated in an event hosted by Amnesty International Japan. The event was held in conjunction with Human Rights Day, observed on 10<sup>th</sup> December. It featured a “Writing Marathon,” where participants viewed documents and photographs about human rights violations and social issues around the world, and also took part in letter-writing to urge governments to take action on these issues.

During the event, we were able to introduce Seibo’s work as well - highlighting how our activities, rooted in connections with local producers and school meal programmes, can also contribute to empowering women’s rights by supporting women who are encouraged to send their children to school.

We also served Malawian coffee and had the opportunity to speak with participants about the situation on the ground in Malawi, including the current state of our school meal support efforts, while connecting these conversations to broader human rights challenges.

With a strong Youth Movement element, we were able to talk with high school and university students and we also built new connections with people from Aichi, Osaka and Hyogo, among other areas.



## EXPO 2025



We have about 10 student staff members at Kansai. At EXPO 2025, A lot of Seibo students stuff worked at the Marawi pavilion and introduce not only Seibo's activity but also Marawi's culture. In addition, some people were interested in the pavilion and listened to what we had to say, so we realized that the key point was that it was "done by students."



## Education to Children

### On October Children's Cafeteria at Kobe



We held an event that we hope Japanese elementary school's children also know about children's daily life in Marawi and what we do. Students staff prepared how we can explain easily. We do the question that children have interested in the theme, but some children can't understand about fairtrade. We had a good opportunity rethink how to introduce.

## Selling Coffee

### On November at Hotoku Gakuen, Minou city, Higashi amusement park

Coffee sales attracted a lot of interest and purchases by engaging people based on the theme of the event, mentioning that it had been exhibited at the expo, and highlighting that it supports children's school lunches. During the sales, we realized that our method of simply placing the products on the table did not catch people's eyes visually. Therefore, every time we had a sales opportunity, we were able to learn how to make our displays more eye-catching.



## Business Youth Conference

### On December at Marist Brothers International School



It was a conference where high school students from Marist Brothers International School presented how they would sell Seibo Japan's coffee. Each of the three schools shared their own creative sales methods, and we learned a lot from them. We were also able to convey to the high school students about the activities we are doing in the Kansai area, and we felt that this could serve as an effort to pass on knowledge to the next generation.

# Expo2025

---

For four days from 17<sup>th</sup> - 20<sup>th</sup> June 2025, H.E. Eng. Vitumbiko Mumba, Minister of Trade and Industry for the Republic of Malawi (hereafter “Malawi”; hereafter “Mister Mumba”) visited Japan. The primary purpose of this visit was to attend “Malawi National Day,” held on 18<sup>th</sup> at the World Expo currently taking place in Osaka. A National Day is assigned to each officially participating country at the Expo, during which events are held to showcase that country’s culture and traditions.

One of our student staff, Kentaro Hirano served as both a liaison and a Japanese-English interpreter, escorting Minister Mumba and confirming the schedule. On the national day itself, Minister Mumba delivered his address, emphasising the strengthening of cooperation with Japan and highlighted investment opportunities in underutilised sectors such as agriculture, tourism, mining and manufacturing. After the ceremony, traditional dances were performed by the Malawi National Dance Troupe, followed by a meal with representatives of companies, organisations, researchers and government officials, all of whom are deeply involved with Malawi, including the incumbent Malawian Ambassador to Japan.



At a separate venue from the Minister’s programme, Mr Kruger, Director of the Malawi Investment and Trade Centre (MITC), delivered a presentation on Malawi’s potential in the fields of investment and trade. The director of Seibo Japan, Makoto Yamada served as the interpreter

**Read the rest of the report here:**  
**[Report about national day](#)**

The following day, the delegation travelled from Osaka to Tokyo and conducted an official visit to Ataka Trading Co., Ltd (a Japanese company specialising in coffee from around the world) that supports Seibo's feeding programme and supplies coffee to Warm Hearts Coffee Club. The meeting was an invaluable opportunity for both parties to express their interests and challenges and discussions were held regarding the potential for future business collaboration.

Several other meetings were held, including ones with UNIDO Tokyo Investment and Technology Promotion Office (ITPO Tokyo) where Malawi's investment environment and potential for industrial development were discussed.

The delegation later visited the Japan International Cooperation Agency (JICA), where views on the current state of cooperation with Malawi and future prospects in areas such as infrastructure, agricultural and human resource development were discussed. Finally, the delegation visited the Embassy of Malawi in Japan, where meetings were held with embassy staff to coordinate and review the visit.



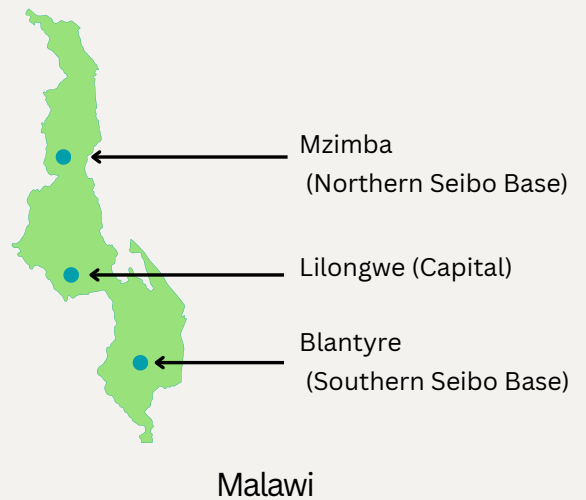
Throughout the visit, the message repeatedly emphasised by Minister Mumba was a call for Japan's engagement in Malawi's "untapped opportunities." Specifically, he highlighted the potential for cooperation in sectors such as agriculture, tourism, mining and manufacturing, stressing that there remains significant room for Japanese companies and institutions to enter and invest in Malawi. This message was consistently echoed in meetings and speeches and aligns closely with the national strategy promoted by the former Chakwera administration, known as the ATM+M Strategy (Agriculture, Tourism, and Mining + Manufacturing) strategy.

Kentaro and Seibo Japan would like to express their sincere gratitude to all those who supported this experience. The cooperation of the minister, delegation, embassy staff and Ambassador, expo organisers and all other stakeholders ensured the success of the event.

# Visit to Malawi

## Travel Overview October 25<sup>th</sup> - November 6<sup>th</sup> 2025

Kentaro Hirano and Rei Yoshida, two of our student staff members of Seibo Japan visited Malawi. This visit marked the first on-site visit by Seibo Japan student staff and served as an important first step toward establishing a sustainable system for continued staff dispatches in the future. During the trip, we entered Malawi via the capital Lilongwe, and travelled to Seibo's northern base in Mzimba and southern base in Blantyre.



## Travel Objectives

- 1) To directly observe the school feeding program and its effects
- 2) To prepare a system that would allow Japanese staff to travel to Malawi on a regular basis

## City Overview - Lilongwe

During their time at the capital, Rei and Kentaro visited the Japanese embassy, learning about the social and political situation as well as aid initiatives by international organizations and private companies. They also visited Kumbukani, an employee of the Malawian Investment and Trade Centre (MITC) and spoke about the social conditions in Malawi, gaining great insight into the situation.



Visiting the Japanese Embassy

**[Read the full report here!](#)**



Lilongwe



Visit to Kumbukani and her family

## Seibo Maria

As part of the trip Kentaro and Rei visited the Mzimba and Blantyre district Seibo offices, the two branches of Seibo Maria, the organization responsible for for implementing Seibo's school feeding program. They observed first-hand the monitoring process and the school meal distribution system.



Southern Blantyre Office Staff



Northern Mzimba Office Staff



Vehicles used for school meal distribution and monitoring in the southern region

**[Read the full report here!](#)**

## School Visits - Northern Region (Mzimba)

From there, the two visited numerous primary schools in the northern region of Mzimba including St Paul's Primary School, Kanyerere Primary School, Chabere Primary School, Mzimba LEA Primary School, Kazomba Primary School, Matewu Primary School, Kabuku Primary School, Machelecheta Primary School. These schools varied in size from 1,381 to 300 students and in location from mountainous to urban areas.



At each location, Kentaro and Rei observed the profound impact Seibo was having through the provision of school meals and helped with the feeding process. Some schools had seen attendance increase by 250% since the introduction of the school meal program and all expressed their gratitude for Seibo's work. Exam pass rates had improved in one school from 50% to 90% as students were given a nourishing school meal allowing them to study effectively. Communities were often heavily involved in the cooking process and expressed gratitude too, with one parent saying that "I wish I could go back to being a child and eat this school lunch myself."



## School Visits - Southern Region (Blantyre)

It was a similar story in the Southern District of Blantyre, our student staff visited nurseries as well as Community-based Children's Centers (CBCCs) including Mlambe and Bwemba CBCCs and Twirane, Future leaders and Tikwere nurseries. Schools in the southern region are smaller but more common than in the north and often located in mountainous regions, so delivering supplies is limited to at least once a week rather than daily, but the impact is still profound. Indeed, staff and parents conveyed the impact Seibo was having. during our visit Kentaro and Rei donated preschool clothing provided by Mobal, which brought great joy to both the children and their parents. In many of the schools when the recess bell rang, the children shouted 'porridge time!' and clapped when the school lunch was brought to the classroom.



## Beehive and Mary Queen of Peace



Beehive is a social enterprise run by the British charity Krizevac Project, of which Seibo Maria is a division. Kentaro and Rei visited the social businesses Beehive is developing, including “Beebikes” and “Beetech”. “Beebikes” is a business that sells and services bicycles in Malawi, mainly those donated from outside the country, particularly from the UK. These bikes, according to the director of the program Mike, “can determine whether or not [children] are able to continue attending school”. “Beetech” is a social business that provides solutions such as data management and software development to clients including banks, insurance companies, and schools. These allow for the inventory management and attendance monitoring used by Seibo Maria.



## Mary Queen of Peace Catholic Institute



The profits generated by “Beetech” and “Beebikes” are used to run the Mary Queen of Peace Catholic Institute, an educational campus. The Mary Queen of Peace (MQoP) institute is an educational campus located in the Chilomoni area of Blantyre District, operated by the Krizevac Project. It houses the Mother Teresa Children’s Centre for nursery school, St. Kizito Catholic Primary School for elementary education, Carlo Acutis Catholic High School for secondary education, and St. John Paul II Leadership & IT College for vocational training. The facilities are well-equipped, and the courses offered include IT, electrical work, machinery, solar energy, and administrative studies.

## Seibo Mills

On their final day, Kentaro and Rei visited the Seibo Mills facility that is currently under construction. It was established as a new business under the Krizevac, designed to produce “Likuni Phala”, the ingredient used in Seibo’s school meals, in-house. Once completed and operational, the factory will enable Seibo to produce its school meal ingredients internally while also aiming to generate revenue by selling surplus to other organisations.



## Final thoughts from Kentaro and Rei

I first encountered Seibo in my second year of high school, and this year marks the sixth year since I started participating in its activities. Now, as a fourth-year university student, I was finally able to visit Malawi in person, a long-cherished goal, and gain a milestone experience.

In particular, meeting the Seibo Maria staff, whom I had previously only connected with online, and witnessing their dedication and enthusiasm first-hand, was incredibly inspiring. Additionally, being able to see and experience the schools and daily lives of the children in person allowed me to grasp situations that cannot be fully conveyed through photos or videos.

I hope that our trip this time will serve as an encouragement for many people, especially student staff of Seibo Japan, to consider visiting Malawi in the future.



**Kentaro Hirano**

Since high school, I have been involved in activities related to Seibo, and I intensified my involvement upon entering university. Since this was my first time traveling abroad, I felt a bit anxious, but through conversations with local staff and volunteers, I was able to personally experience the reality that school meals are the very reason children attend school. I hope to bring back the valuable experiences and insights gained from this trip to my activities in Japan and further expand the circle of support.



## Rei Yoshida

Thanks to the cooperation of everyone involved, this trip has been extremely fruitful. We would like to take this opportunity to once again express our gratitude.

- Hirano & Yoshida



For the purposes of this annual report, we have condensed the visiting report - **read the full report here!**

# Awards and Featured Articles

## Awards

### Shinjuku Eco-One Grand Prix the Encouragement Award 【February】

Seibo has received the Encouragement Award at the 18th (2024) “Shinjuku Eco-One Grand Prix”.

Since 2024, Seibo has been organizing workshops at Eco Gallery Shinjuku, which serves as the Shinjuku Environmental Learning and Information Center & Shinjuku Citizen Gallery. Additionally, during the Shinjuku SDGs Festa, we have conducted eco-friendly workshops using coffee grounds, hosted lessons on fair trade, and continued donation-based product sales to promote sustainability.



## Featured Articles



Japan Charity Spotlight: Seibo Japan  
(Giving Tuesday)



The Catholic Funabashi Learning Center  
(Galilee)



An Article of Green Field about Malawian Coffee



Vol.01 学生が動かす国際NPOの最前線  
～せいぼじゃぱんの挑戦と進化～



Hatarakutive

Kitsune Coffee introduce Malawi-grown coffee

# Closing Words

---

2025 was a hugely successful year for both Seibo Maria and Seibo Japan, and we look forward to building on this momentum in 2026. This year, we reached and supported a record number of children, served more meals than ever before, and achieved higher attendance across our programmes. These outcomes were made possible by a record over ¥20million in donations—our most successful fundraising year to date.

We would like to express our sincere gratitude to all the efforts made by Seibo Maria, including the feeding officers that directly facilitate our feeding programme and those involved in the management and administration. Without their dedications, donations couldn't translate into nutritious school meals and meaningful social development. Integral to that process too are those in the community who help implement the feeding programme, from those that help prepare school meals to parents who ensure their children attend school. Seibo extends its heartfelt thanks to those who work tirelessly to support our mission.

Seibo also acknowledges the central role of donors. Without your generosity, our remarkable progress would not be possible. Every purchase of Malawian coffee helps take us one step closer to our goal of lifting children out of poverty and helping them realise their full potential. Your donations continue to have a profound impact on countless lives.

Finally we give thanks to the tireless work of Seibo Japan staff, whose dedicated efforts in organising events, delivering presentations, meeting with corporate donors and helping to spread our positive message have been instrumental in spreading awareness and driving our impact.

Whilst we have made significant progress, we recognise that there is still a long way to go. Building on 2025, we at Seibo have no doubts that we will move closer in 2026 to achieving our goals of supporting every vulnerable child. We thank everyone who has supported our journey thus far and hope you will remain part of our journey in 2026!





Links and social media



“Bo”

Seibo’s Official Mascot



Seibo Japan

📍 6-4-12, Akabane-nishi, Kita City, Tokyo  
 ✉ info@seibojapan.or.jp  
 🌐 www.seibojapan.or.jp

Contributors

Rei Yoshida  
 Charlie Cox  
 Kentaro Hirano  
 Makoto Yamada  
 Victor Mthulo  
 Mayuko Sugiura