



Creating a Society Where No One Will be Left Behind, through Support for Children's Cafeterias

Japan **Kodomo-Shokudo** Support Center "**MUSUBIE**"

(Certified Non-profit Organization)

What are Children's Cafeterias?

Children's cafeterias are generally voluntarily organized and community-based places that offer free or low-cost meals for children.

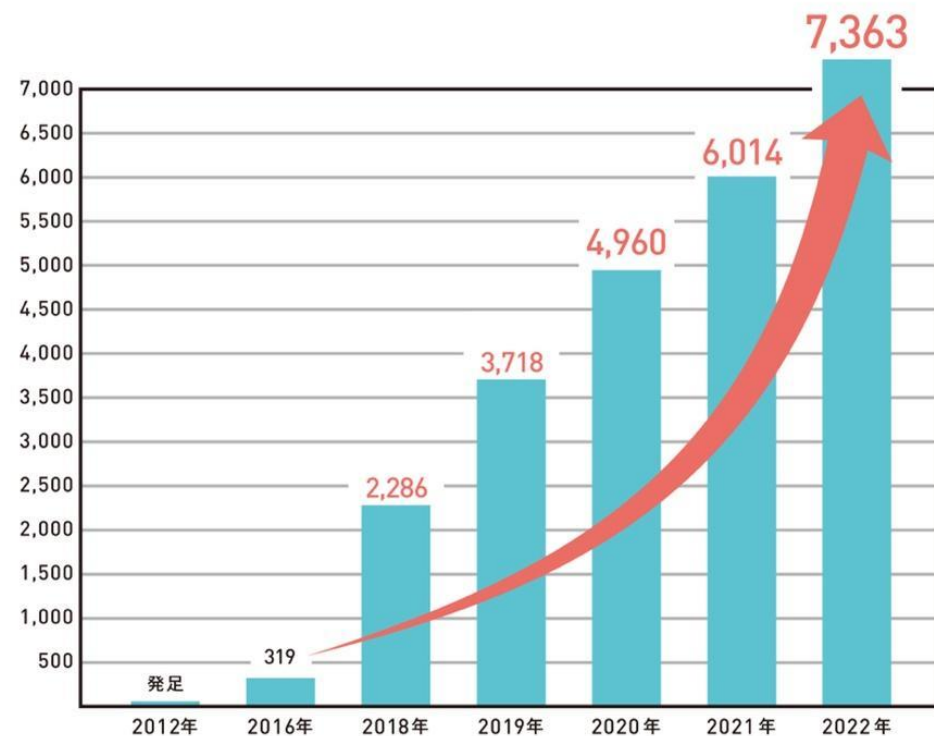
They are also known as community cafeterias, Everyone's Houses, etc.

Two major functions: Spaces for community building and interaction, countermeasures for child poverty.

- According to the research conducted by Musubie and regional network organizations, the number of children's cafeterias reached 7,331 as of 2022, in rough comparison to the number of elementary schools: 20,000, junior high schools: 10,000, and children's centers: 4,000.

Source: Researched by Musubie and regional network organizations in 2012, 2018 and later. Researched by The Asahi Shinbun in 2016.

<https://musubie.org/news/6022/>



Children's Cafeterias

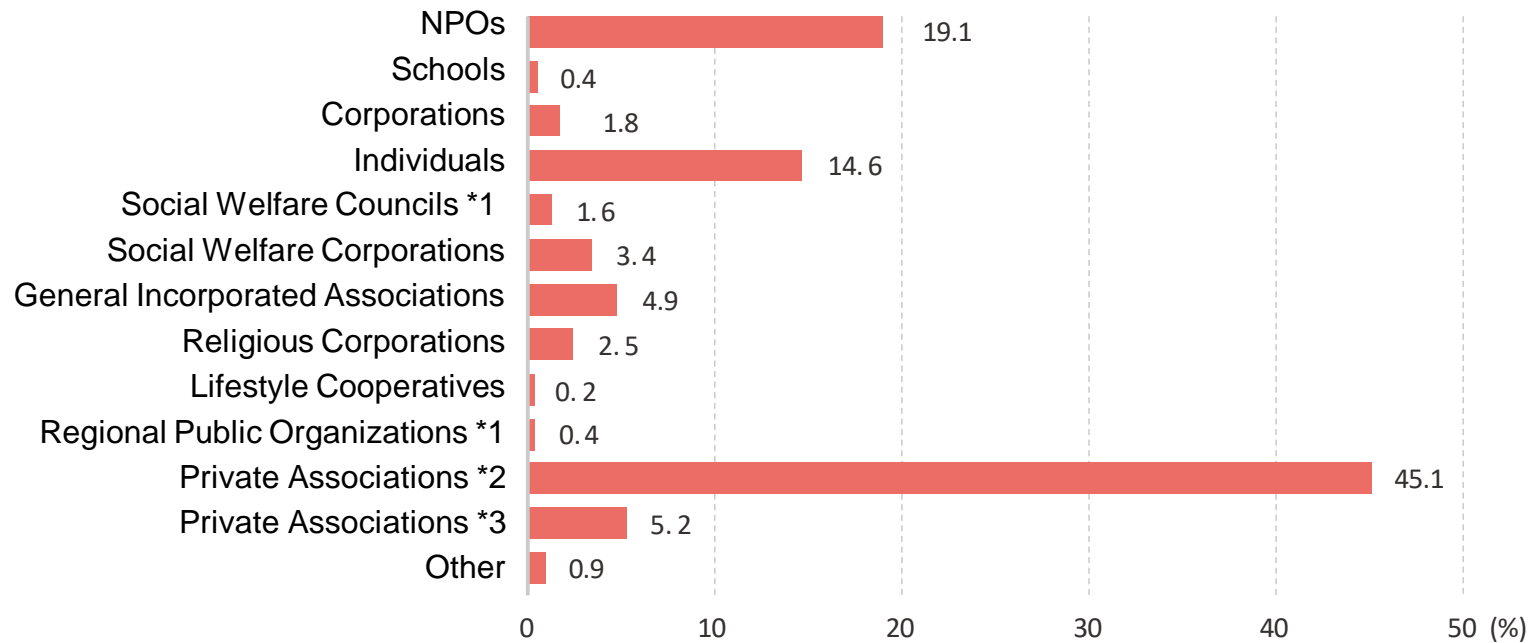
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Spaces for Community Building & Interaction
X
Countermeasures for Child Poverty



"Minnya-shokudo", Ube City, Yamaguchi

Organizational Bodies for Children's Cafeterias



*1 Including contractors

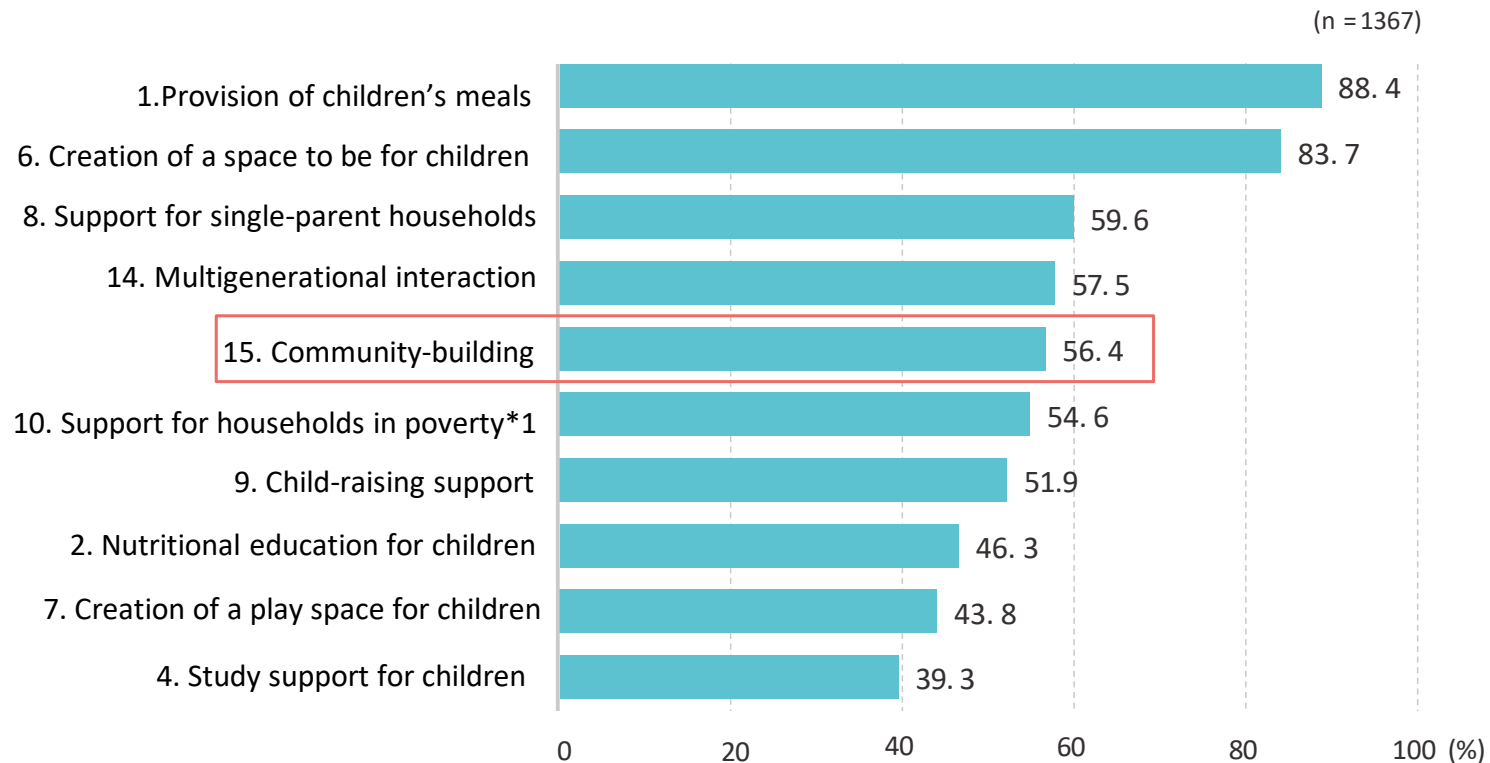
*2 Citizens' action groups

*3 Residents'/neighborhood associations

Source: Questionnaire Vol. 5 on the Status and Issues of Children's Cafeterias
<https://musubie.org/news/3720/>

Functions of Children's Cafeterias

Main objectives of children's cafeterias (Q 5)



*1 Excluding prevention

Source: The 1st National Survey on the Status of Children's Cafeterias

<https://musubie.org/news/4881/>

Stories from Children's Cafeterias 1/2

- *A girl with non-Japanese citizenship, who had always insisted on using her Japanese name, saw that her mother served food and provided lectures on wearing the hijab at a children's cafeteria. The joy on her mother's face helped the child's acculturation and led her to use her real name.*
- *A child with strong food preferences saw the "big sisters and brothers" at the children's cafeteria savoring their least favorite foods. So he began to imitate them. This behavioral change surprised his mother.*
- *Girls who had attended a children's cafeteria near their elementary school found that, even after starting junior high school with children from other elementary schools, the diverse interactions and experiences at the children's cafeteria (neither home nor school) served as emotional support. They now help out at the children's cafeteria themselves.*

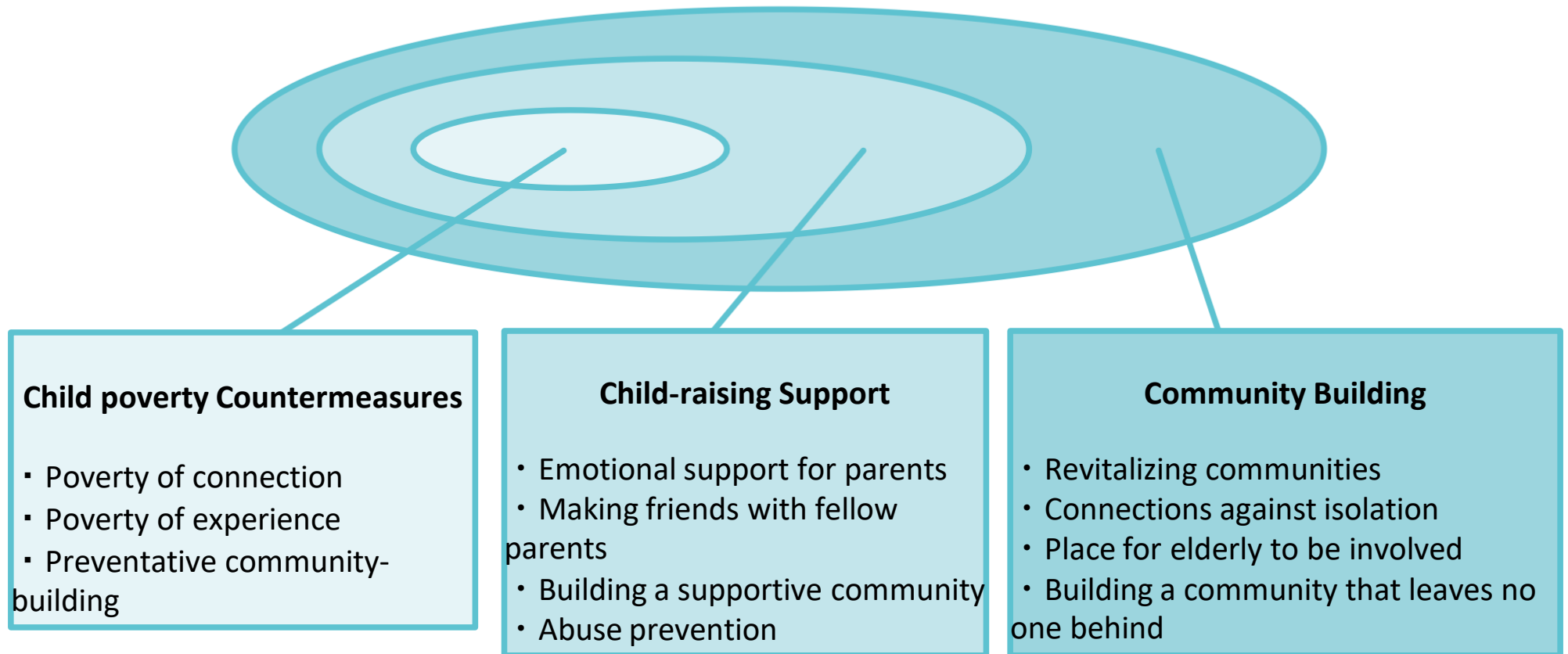
Stories from Children's Cafeterias 2/ 2

- *A first-grade boy ate three bowls of curry one day, leading staff to notice his large appetite on a regular basis and wonder if he was going hungry. They sent rice balls home with him.*
- *A boy with a new baby sister, whose mother tended to be occupied with the baby, found to his delight that at the children's cafeteria volunteers watched the baby so that he could enjoy special moment with his mother on her lap. His mother was also feeling happy that she was able to spend some time with him.*
- *A single, socially withdrawn elderly person was invited to help out at a children's cafeteria. While she felt cumbersome initially, she got to look forward to each event, taking care of their health and going for a half-hour daily walk.*

[Video book of stories from children's cafeterias](https://musubie.org/pickupproject/grayzone/)
<https://musubie.org/pickupproject/grayzone/>

A Space for Community-building

Among the diverse values of children's cafeterias is their potential to prevent issues at a comprehensive level.



Children's Cafeterias and the SDGs

Realizing a world where no one is left behind



Children's cafeterias contribute mainly to six of the 17 SDGs.



(Reference) Yuasa Makoto, "Children's Cafeterias and the SDGs: Creating a "Clamor" where No One is Isolated"

<https://news.yahoo.co.jp/byline/yuasamakoto/20190409-00121364/>

Children's Cafeterias During the Pandemic

Community spaces for "multigenerational interaction," with children at their centers

[Children's cafeterias before the pandemic]



Ube City, Yamaguchi

[Children's cafeterias during the pandemic]



Tomakomai City, Hokkaido

- The rate of children's cafeterias holding gatherings was 36.4% as of July 2021 (from our survey: <https://musubie.org/news/3720/>)
- Elsewhere, over 90% of children's cafeterias were continuing activities in different formats, such as distributing lunchboxes and foodstuffs
- Through these continued activities, they demonstrated to participants and society that children's cafeterias are "a space for continued connection, no matter what."

What is Musubie?

VISION

Creating a society where no one will be left behind, through support for children's cafeterias.

MISSION

Cultivating an ecosystem where children's cafeterias are everywhere in Japan, so that everyone has a place to be.

Through children's cafeterias, enabling more people to participate in social activities creating the future.

Musubie Projects



Regional Network Organization Project

We are a network organization (an intermediate support organization which supports children's cafeterias. We collaborate with networks around the country to provide the support for children's cafeterias that they need including setup support, networking between operations, collaboration with authorities and related organizations, intermediate support for donations, information provision, and so on.

<https://musubie.org/project/ids/>



Corporate/organizational collaboration project

We cooperate with corporations and other organizations interested in supporting children's cafeterias, providing activities which increase the safety and security of children's cafeterias, programs offering children various experiences, and so on. If you are interested in donating rice or other foodstuffs to children's cafeterias, providing funding, space, or programs, having employees volunteer, planning and operating aid programs, and so on. please do not hesitate to contact us.

<https://musubie.org/project/corporate/>



Survey/research project

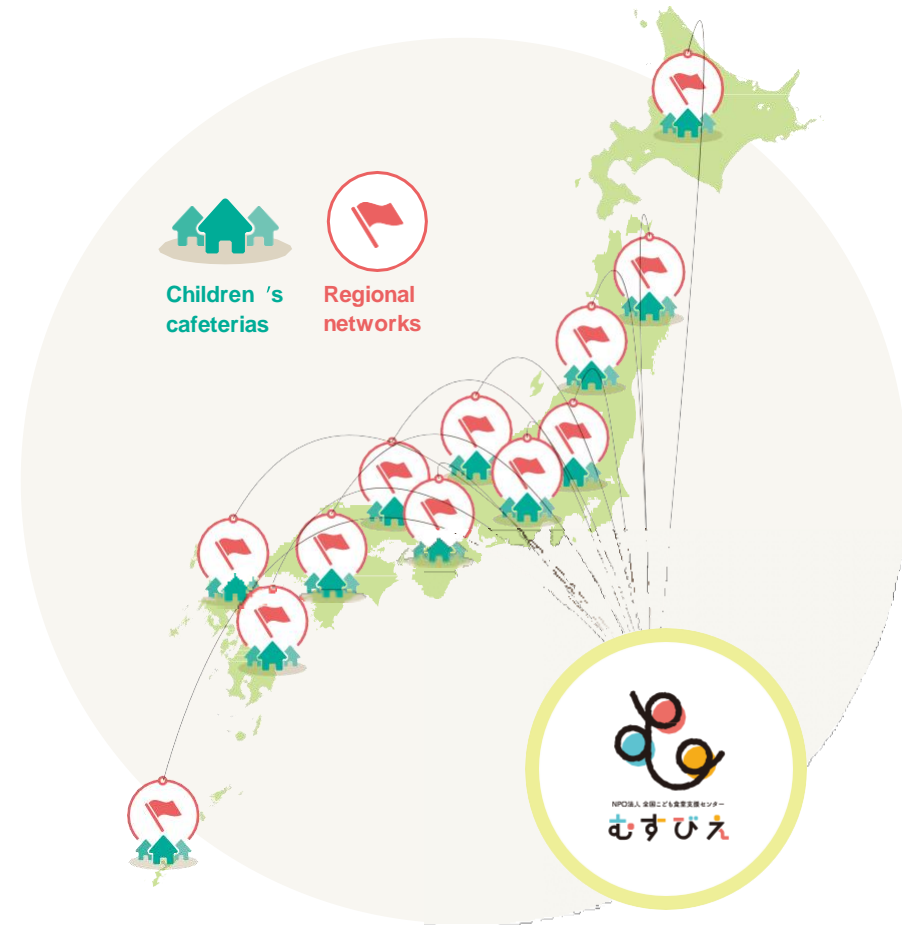
We conduct the necessary surveys and research for children's cafeterias to become a "normal" part of society, accessible to more children. The outcomes of these surveys and research are put to use in expanding regional and social understanding of children's cafeterias, as well as in realizing suitable systems and policies.

<https://musubie.org/project/research/>

Regional Network Organizations and Children's Cafeterias

There are children's cafeterias in all 47 prefectures of Japan, with regional network organizations in various areas sharing information and opinions between operations, as well as assisting with training, PR and education. With these organizations (including preparatory groups) across the country as its partners, Musubie:

- 1 Keeps up with the status and issues on the ground across the country;
- 2 Communicates the status of each region to the public;
- 3 Acts as an intermediary for donations and services; and
- 4 Supports the set up of regional network organizations.



Musubie's Key Concept for Regional Communities



Children's cafeterias everywhere



Children's cafeterias everywhere: <https://musubie.org/about/acchinimo/>

Partnerships with Musubie

Through cooperation, we conduct public relations such as putting partners' logos on our website and media.

Donations

Donations to Musubie lead to support for children's cafeterias around the country. We also have a corporate sponsorship program from 100,000 yen up.

We also provide vending machines with donation function, donation matching in which corporations match employee fundraising, donation via points, donations of used books, and so on.

Products Services

We act as the bridge between donations of your products and the needs of each children's cafeteria. As well, we also enable service provision based on corporate character, such as programs teaching children how to brush their teeth.

We also enable support such as provision of meeting rooms and event spaces, along with services such as app development.

Volunteering Pro bono

As well as support in the form of donations and products, we also recruit cooperation from volunteers. Simply eating a meal at a children's cafeteria can be enough to absorb the atmosphere, providing the children with a chance to encounter various adults. As well, pro bono work through Musubie is another way to provide support for children's cafeteria around Japan.

In principle, we request planning and support fees and clerical fees for acting as intermediaries for product donations to children's cafeterias, collaboration on planning, etc. Musubie is not a public-sector organization; rather, we function as a private organization along with the children's cafeterias.

[Donations] Vending Machines with Donation Function

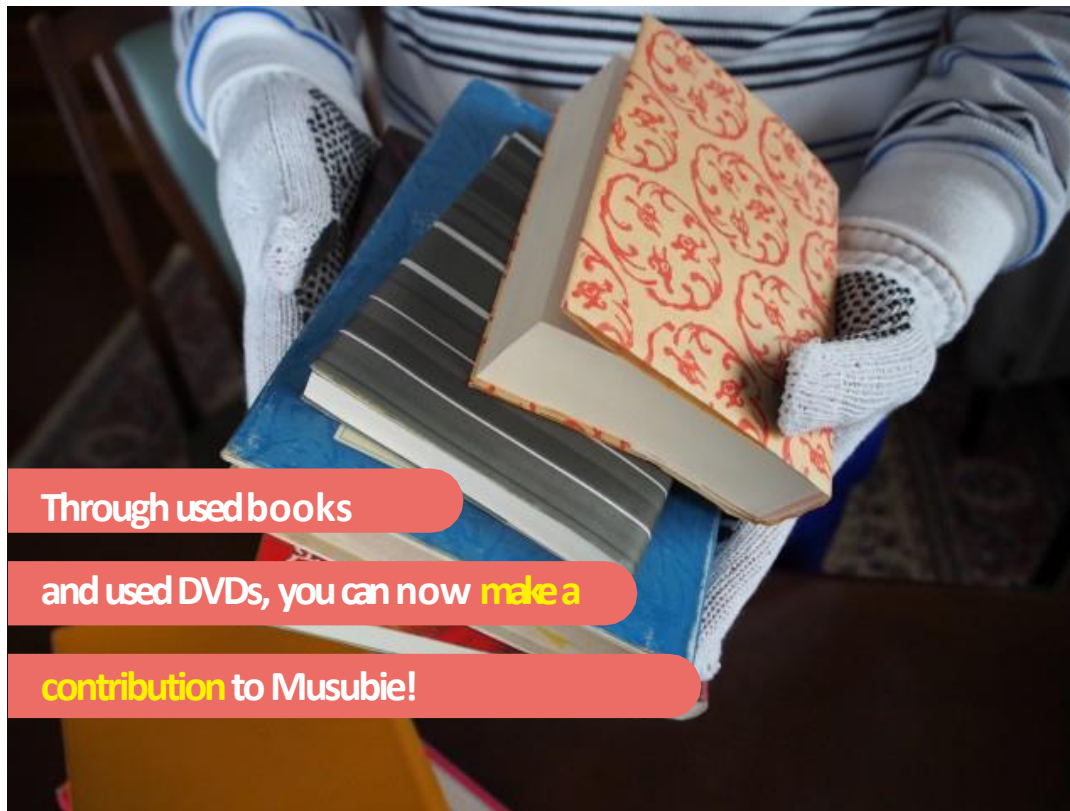
By adding donation capability to the vending machines on your company premises, you can provide donations while educating your employees about your corporate CSR.



[Donations] Donations Incorporating Used Books and DVDs

In collaboration with the Charibon system of used book donations run by VALUE BOOKS, Musubie accepts donations of used books and DVDs.

For details, see <https://musubie.org/news/665/>



Through used books

and used DVDs, you can now **make a**

contribution to Musubie!

[Donations] Customer-Involved Donations

Fundraising at storefronts and business offices. Funds can be launched based on the funding collected, with planning and operation support available for children's cafeteria aid projects.



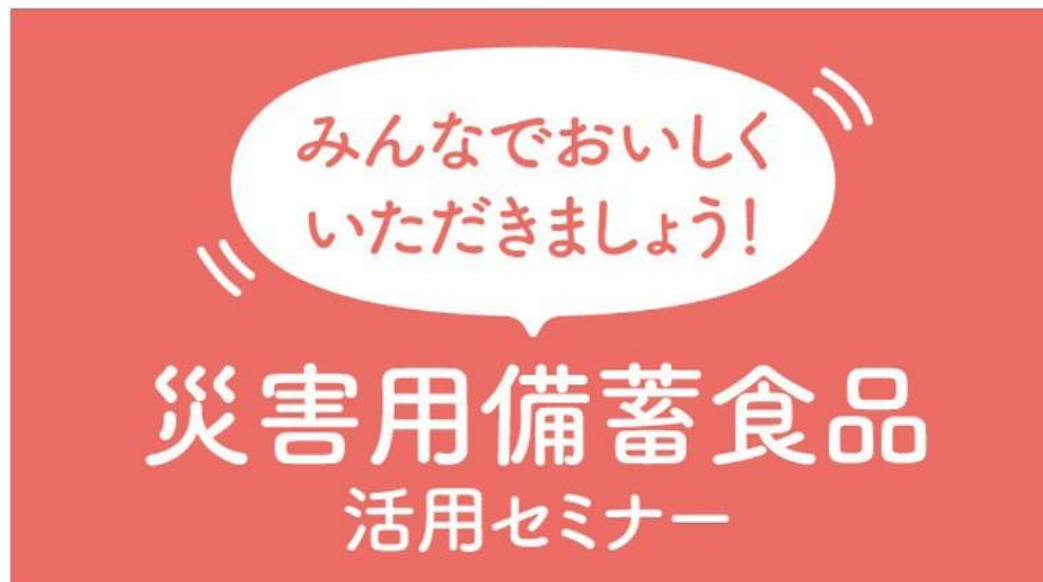
Aeon National Children's Cafeteria Support Fundraising



[Material Support] Use of Foodstuffs Held in Reserve for Disasters

Foodstuffs contributed to children's cafeterias when renewing stocks held in reserve for disasters can be eaten there by the children. With cooperation from Tanaka Ken'ichiro, the former Imperial Hotel chef, Musubie provides seminars on "Delicious food for everyone! Making use of disaster reserve foodstuffs," offering information on tasty preparation of reserve foodstuffs for children's cafeterias.

<https://musubie.org/news/4507/>



2022年1月19日(水) 19時00分～20時00分



[Children's Cafeterias 10th Anniversary]

Children's Cafeteria Support Groups

Corporations and organizations who have supported children's cafeterias in agreement with the Children's Cafeterias 10th Anniversary concept form "Children's Cafeteria Support Groups," expanding the circle of support. The nature of the support may be of any type or scope (donations or material provision, volunteer arrangements, etc.) as long as it is done for the sake of children's cafeterias. Don't hesitate to register through the form below.

<https://docs.google.com/forms/d/e/1FAIpQLSdWQPT-raDn4sLFyQ2VELmYeKHET6T6Np2mtlJiDIHu2dlqRA/viewform>



Children's Cafeterias 10th Anniversary Concept (Overview)

While once again expressing deep respect and gratitude to the people running children's cafeterias, the goal of this concept is to realize a sustainable society through further expanding the circle of support along with everyone who has supported children's cafeterias so far.

[Children's Cafeterias 10th Anniversary]

National Tour: Open Workshops

We use open workshops to share the roles played by children's cafeterias in the community through the stories of the various changes they have brought about.

The people who have worked hard for children's cafeterias have a chance to appreciate one another, while the participants (audience) can get a sense thereby of the significance and roles of children's cafeterias. The open workshops are held mainly by regional children's cafeteria network organizations; we are in need of corporations willing to offer support.



Diverse Initiatives for Support of Children's Cafeterias 1/2

Provision of Funding/Aid

- **Donations**

Based in donations from Aeon, Mitsubishi Corporation, Maruetsu, and others, we have established the Children's Cafeteria Fund and provided over 120 million yen to children's cafeteria activities in aid. Aeon, Maruetsu and others have raised funds from their customers to contribute to the Children's Cafeteria Fund.

- **Contributing Products**

Unilever Japan sells a Jif/Domestos Children's Cafeteria Support Package as a contributing product (10 yen donated per product purchased). Based on these donations, Musubie has made contributions to six children's cafeterias around Japan.

Provision of Venues

- **Fundraising and education projects for children's cafeterias**

As part of the Aeon Children's Cafeteria Support Group work, the Aeon Sagamihara store held a fundraising and education project with its customers.



Diverse Initiatives for Support of Children's Cafeterias 2/2

Provision of Foodstuffs/Ingredients

- **Provision of ingredients**

House Foods donated curry roux and other ingredients to 100 children's cafeterias in the Tokyo metropolitan area.

- **Provision of beverages**

Kagome held a retweet campaign, donating Yasai Seikatsu vegetable juice in numbers matching the number of retweets.



Provision of Programs, etc.

- **"Children's cafeterias: eating, playing, laughing"**

In cooperation with the Tokyo Toy Museum and with special support from Yoshimoto Kogyo, toy consultants and local comedians provided opportunities for multigenerational interaction at children's cafeterias in every prefecture of Japan.



Corporations and Organizations Providing Support

 JANPIA 一般財団法人 日本民間公益活動連携機構	今日を愛する。 LION	 三菱商事	 HULIC	<i>Shimmyo</i> 真知苑	プロの品質とプロの価格 業務スーパー
Supported by  日本 THE NIPPON FOUNDATION	The Pokémon Company	 AEON	 三菱商事ライフサイエンス	 Nestlé. Good food, Good life	 Zespri NEW *KUII
 maruetsu マルエツ	 みてね 基金	 ほほ日	 全農	 SFIDANTE	 かがやく“笑顔”のために 森永乳業
あなたも、コンビニに。  FamilyMart	 中部電力	 #ひとり親をみんなで支えよう	 カタログハウス	 SociOak	Invenergy
 mercari	 P&G	 HILTON EFFECT FOUNDATION	 KAGOME	 House ハウス食品グループ	朝日新聞
 村上財団 The Murakami Family Foundation	 JAIC 日本アジア投資株式会社	 Tokyofm Life Time Audio 80.0	Givaudan	 MCF Mobile Communication Fund ドコモ市民活動団体協賛事業	 VENA ENERGY
 Fonterra Dairy for life	高める、つくる、そして、支える。  熊谷組	新型コロナウイルス感染症 拡大防止活動基金			

[Inquiries on Corporate/Organizational Collaboration]

Japan **Kodomo-Shokudo Support Center "MUSUBIE"**
(Certified Non-profit Organization)

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<https://musubie.org/>

