

**【Basic Information】**

**Smokey Mountain Baseball project in Tokyo 2017**

**- Hitting the scholarship homerun for the better opportunity-**

Duration

Aug 18<sup>th</sup> -21<sup>st</sup>, 2017

Profit / Loss

0

In Which UN SDGs best fit (if Apply)?

No poverty

Who is benefited?

- Twelve baseball players of Smokey Mountain
- Three coaches of Smokey Mountain
- Broader Smokey Mountain community

Purpose

1. To support Filipino children living in the slums of Smokey Mountain to obtain higher education.
2. To vitalize the Smokey Mountain community by setting examples of children escaping poverty through education.
3. To increase the awareness of the poverty issue of Smokey Mountain in Japan.

## Overview

### **Summary**

To break the chain of poverty, it is essential for children living under such conditions to gain education. However the children growing up in slums are living life day by day to survive and cannot afford tuitions for higher education. Therefore the purpose of this project is to empower children living under poverty to obtain higher education through the utilization of scholarship programs available in the Philippines.

### **Overview**

The Tondo district of Manila, Philippines is infamous for its slums, also known as “Smokey Mountain”. People living in Smokey Mountain dig through piles of garbage for metals and plastics that can be converted into small amount of cash. The "chain of poverty" in this region has not been broken over generations due to the lack of access to sufficient education and employment.

To “End poverty in all its forms everywhere” is one of UN SDGs’ core missions. However, those that are born under poverty cannot access to higher education due to the hurdles of paying tuition and cannot escape the vicious cycle of poverty. To support UN SDGs’ mission, JCI Tokyo and JCI Manila gives opportunities to those children in need to access higher education by introducing baseball as a means to gain scholarships granted by universities.

In the Philippines, baseball receives less attention compared to other sports. Respectively, competition for obtaining baseball scholarships from universities is significantly lower. In 2010, in hopes to give children access to higher education through baseball scholarships, JCI Manila built a baseball field called “FIELD OF DREAMS” in Smokey Mountain. In 2012, sister chapter JCI Tokyo joins JCI Manila to establish a project called the “Smokey Mountain Baseball Project (SMBP)” to tackle the poverty issue in the region. Through this initiative, JCI Tokyo conducted baseball clinics with the support of Japanese professional baseball players and donated baseball equipment with the cooperation of Japanese youth baseball federations. As a result of such activities, 19 children from Smokey Mountain have grasped the opportunity to go to university through scholarship programs.

In 2017, 12 children between the ages of thirteen and sixteen were selected

and invited to Tokyo for four days to play baseball. These children experienced:

- Legend player's baseball clinic
- International friendly match with Japanese children of their same generation
- Stadium tour to see the practice of professionals
- Watching a game of Japanese professionals (Giants V.S. BayStars)
- Visiting the baseball hall of fame and museum

Since the Japanese baseball industry is one of the biggest in Asia, such experiences were very precious for these children from Smokey Mountain. These life-changing experiences shall contribute to increase their chances of obtaining scholarships and influence their perspective on the way of living.

## Best Inter-organization Collaboration Project

### Objectives, Planning, Finance and Execution

#### What were the objectives of this program?

- To give intensive baseball experience in Japan which supporting to obtain the scholarship. (Slide: Planning 1)
  - I. Legend player's baseball clinic
  - II. International friendly match with Japanese children of their same generation
  - III. Stadium tour to see the practice of professionals
  - IV. Watching a game of Japanese professionals (Giants V.S. BayStars)
- To make participants aware by showing baseball in Japan that their current baseball skill for the scholarship can be improved.
- To gain self-confidence by watching professional baseball that cannot be on offer in the Philippines. Participants feel the players' professional atmosphere and this experience become means to imagine the future of their baseball.
- To provide opportunities to experience Japanese culture in order to be immersed in a culture that is extraordinary to participants. (Slide: Planning 2)
  - I. Visited batting cage during their free time.
  - II. Public transportation was used to show participants Japanese metro system.
  - III. Various Japanese foods were chosen for their meal.



How does this program align to the JCI Plan of Action?

[IMPACT]

- Positive change that the participants experienced in Tokyo shall be a great empowerment to lead the community after returning home. Because it is very challenging to take children living in slums overseas due to necessity of traveling expenses and visa, tremendous influence is given to children in this community.

[MOTIVATE]

- Project is developed to empower Smokey Mountain children with enhancing their ability of baseball with intensive baseball program.

[COLLABORATE]

- JCI Tokyo took action with a lot of partners to implement this project. (Slide: Planning 3)

-JCI Manila

-Philippine Ministry of Foreign Affairs

-Embassy of Japan in Manila

-Golden Baseball players Club (Japanese baseball hall of fame organization)

-Show Fuu Kai (Volunteer group of the cosmetic industry)

-Toshima Little Senior (Middle School Baseball team)

-And the sponsors in both Japan and Philippines

[CONNECT]

- Organized an opportunity to make young Japanese realize that there are problems of poverty in oversea through baseball.

- An opportunity was provided for none or potential members to share the poverty issue of oversea by having them interacts with Smokey Mountain children.

I. BBQ party

II. Dinner

### Was the budget an effective guide for the financial management of the project?(150)

Budget was key success factor of this project. It was necessary to raise fund in very short period of time since children's visa was not issued until one month before the project starts. Normally visa for Filipino is issued within ten days, but it took three months due to children's background. Therefore this project hadn't asked donation to any external organizations before issuing visa because the implementation of the project was not guaranteed.

However the budget target amount was clear that it was able to manage the financing in time. The fundraising method was revised not relying too much on sponsorship but also on sales of charity shirts. In the end, total thirty-nine thousand USD was successfully assembled. (Twenty one thousand USD by JCI Tokyo and eighteen thousand USD by JCI Manila)

The budget was an effective guide for the successful implementation of the project.  
(Slide: Planning 4)

### How does this project advance the JCI Mission and Vision?(200)

#### [JCI Mission]

To provide development opportunities that empower young people to create positive change.

- This project advanced JCI Mission by making opportunities for positive change those children who have ability to go university but not able to fulfill their potential due to lack of money.
- This project keeps empower children in Smokey Mountain by providing environment and opportunity of baseball and by doing so, increasing the number of children to go university.

#### [JCI Vision]

To be the leading global network of young active citizens.

- JCI Tokyo created a network to support Smokey Mountain by implementing the project with involving quite a few organizations. (Slide: Planning 3)
- It became a model of leading the international problem solving as young active citizens by promoting the project in collaboration between JCI Tokyo and JCI Manila.

## Cooperation between the Local Organizations

### How did the two organizations work together? (150)

In both Japan and the Philippines, JCI Tokyo and JCI Manila made the best use of their strengths, and developed the best program. (Slide: Cooperation between LOM 1&2)

- Getting children's visas was a highlight of how JC network worked well. Normally to get a visa needs to guarantee the sufficient funds and it is something that Smokey Mountain children could not do alone.

I. JCI Tokyo created the recommendation letter by the name of the president.

II. JCI Manila visited the Japanese embassy in Manila and obtained visa. Normally visa for Filipino is issued within ten days, but it took three months due to children's background. It was also helped that the activities of JC in both countries have reputations.

- Network of JCI Tokyo made it possible to have a tour of visiting professional baseball players. Entering the ground of stadium is rare occasion even for Japanese.

### Describe how the tasks and planning of the project were divided between the organizations. (250)

JCI Tokyo and JCI Manila got an agreement of the project framework at the World Congress 2016 and on-site meeting in March 2017. Prepared the details respectively. (Slide: Cooperation between LOM 3)

JCI Tokyo was responsible for developing and implementing the program as follows.

1. Designing the program and preparation of its details.

2. Arranged the programs:

I. Legend player's baseball clinic

II. Friendship match with Japanese junior baseball club

III. Tour of the stadium to see professional practice

IV. Watching Nippon Professional Baseball game (Giants VS. BayStarts)

3. Prepared the offer letter for the children's visa.

4. Help finance to cover the entire fee during the participants stay in Tokyo.
  - I. Baseball tickets
  - II. Accommodation
  - III. Meals
  - IV. Transportation
5. Negotiated with Japanese national TV program “INTERNATIONAL NEWS REPORT 2017” to broadcast this project.
 

JCI Manila was responsible for mainly the preparation of traveling for participants.

  1. Selecting the participants who join this project by interviewing with both children and parents.
  2. Preparing passport and visa for participants.
  3. Sourcing of equipment for travel. (Slide: Cooperation between LOM 4)
    - I. Uniforms and clothes
    - II. Travel bags
    - III. Others in need for traveling
  4. JCI Manila members and one of participant of SMBP were appeared on two television programs to inform the project within the Philippines.
    - I. The Score
    - II. ABS-CBN Sports Action

#### Impact on Members and Contribution to the JCI Vision

How did the members of the Local Organizations benefit from running this project?  
(200)

- Increased the awareness of the Filipino poverty issue among the members who participated in this project. (Slide: Impact on members and contribution to the JCI Vision 1)
- Learned how to apply active citizen framework in the international project. Also learned the process of implementation of the collaboration project with international chapter. (Slide: Impact on members and contribution to the JCI Vision 2)
- New friendships and bonding were formed members between JCI Tokyo and JCI

Manila. (Slide: Impact on members and contribution to the JCI Vision 3)

- Deepen the friendship between members and participants from Smokey Mountain through the activities.

I. BBQ

II. Cooking Okonomiyaki (Japanese style pancake) on the boat

III. Spontaneous language exchange

How did the program advance the JCI Vision? (200)

- Baseball network was created to support Smokey Mountain through this project by implementing the project on JCI Tokyo initiative

I. Golden baseball players club

II. Toshima senior baseball team (Slide: Impact on members and contribution to the JCI Vision 4)

III. Professional baseball players

- The poverty issue in Smokey Mountain is acknowledged in a lot of countries through broadcasting on the several different programs in Japan, the Philippines and globally.

(Slide: Community Impact 3&4)

I. NEWS ROOM TOKYO (Global)

II. INTERNATIONAL NEWS REPORT 2017 (Japan)

III. The Score (Phillipines)

IV. ABS-CBN Sports Action (Phillipines)

- By promoting the project in collaboration between two countries with JCI Tokyo and JCI Manila, it became a model leading the international problem solving as young active citizen.

I. JCI Tokyo has established many international programs, but many of them need to travel abroad. Not all members have that opportunity. This time, SMBP was hosted in Tokyo. Therefore the members who were able to participate for the first time and thirty-one potential members realize how to be active citizen with under the condition of global network. (Slide: Impact on members and contribution to the JCI Vision 1)

Community Impact

## How did the Local Organization measure community impact? (200)

Impact toward the community was measured by behaviors and remarks of the participants. (Slide: Community Impact1&2)

[Behaviors of participants]

They applied Japanese baseball culture as their model and brought it back to Smokey Mountain.

- Teaching the discipline of the baseball was hard when the clinic was held in Manila. Spent plenty of time before practice because of less attention. However when they saw how Japanese practice, immediately behaved like them.

[Remarks of children]

Motivation toward baseball was increased and they shall share the experience other children in Smokey Mountain.

- I learned even the playing catch is completely different what professional does. I also learned there needs discipline to practice baseball. I need to apply it for my daily life.

(Aaron Panlilio)

- Japanese practice very hard. I will tell my friends back home that we had baseball match with Japanese boys. (Marvin Joseph Sarsosa)

- I want to live in Japan and play in Giants. For that, I will practice hard like Japanese children. (John Dave Llave)

They increase self-confidence by seeing a lot of adults help them without venal behavior.

- I never forget Japanese communicate us with clean heart. I appreciate all your support. (Mateo Pilar)

Describe the actual community impact produced by this project (300)

[Baseball skills of the participants are increased. ]

- Smokey Mountain baseball team won the first game back in home and currently fighting in the league to grab the position of National Capital Region (NCR).

[Motivated the community in Smokey Mountain. ]

- Life-changing experiences in Japan shall contribute to increase participants' chances of obtaining scholarships and influence their perspective on the way of living.
- Stimulated the motivation of participants and indirectly other children in Smokey Mountain by showing positive change toward the baseball of the participants.
- Motivated even younger generation of the Smokey Mountain by showing that they may also have a chance to go abroad someday as long as they are practicing hard.

[Increased the awareness of the Philippines' poverty issue globally.]

- Given the opportunity to ponder on the issue of the poverty for those Japanese children and their parents who attended the friendship match of the baseball.

I. Children: 30

II. Parents: 60

III. Coaches and others: 10

- The project was/will be broadcasted globally to increase the awareness of the Smokey Mountain issue. (Slide: Community Impact 3&4)

I. SMBP English program will be broadcasted in "NEWS ROOM TOKYO" via NHK world network.

-Approaching: 250 million households and 850 hotels in 150 countries.

II. Japanese national public channel in the program called "INTERNATIONAL NEWS REPORT 2017". Those who are interested in the international topics view this program and the average rate of the program is one percent.

-Approaching: 1 million households in Japan.

III. Members of JCI Manila and a participant of Smokey Mountain were on TV twice to increase the awareness of this project.

-Approaching: The movie of the introduction of SMBP was broadcasted on TV and it hits over 6000 views online after TV show.

## Long-term Impact of the Program

What is the expected long-term impact of this project? (200)

- It is expected that participants who experienced baseball in Tokyo shall be good role models for the community by performing well in their future career. (Slide: Long-term Impact of the project 1)
- To increase the number of adults in the community who understand the significance of this project with showing participants of this project will be accepted by the university scholarships in the future. There were some children who were unable to get their parents' acknowledgment and were not able to travel this year. Many adults shall understand that it takes time to achieve the results of such efforts, but eventually it will also be positive change for them.  
(Slide: Long-term Impact of the project 2&3)
- Sharing the experience of participants will improve the attitude of whole community. For example, participants learned the need of discipline for their life from Japanese, and applied it immediately to their behavior. This is something JCI Tokyo wanted to teach while having SMBP in the Philippines but just telling what is discipline was not effective. The impact of showing the behavior of same ages was in effect.

What changes would you make to improve the results of this project? (300)

- As a compilation of the stage of “experiencing baseball”, having a project in Tokyo became a big empowerment for twelve participants. In future, it is necessary to develop and operate more effective programs focusing more on improving baseball skills for further stages of this project.
- It was only able to approach selected children this time due to logistics. To give the opportunity for others in Smokey Mountain, it is necessary to deliver project in Manila, too.
- Plan a project that offers opportunities for the girls in Smokey Mountain. Japanese baseball league was only male league that it was not possible to give a chance to girls this time.
- Increase the opportunity of collaboration with others such as multiple baseball teams

and other local organization within Japan. It was limited this time due to lack of day of staying in Japan.

- Consider expanding this scheme to other countries.