



Support for Madoka



Madoka is a workshop for people who have learning difficulties. The workshop assists the users to become socially and economically independent. The workers are learning social skills as well as learning different job skills as they commute every day.

Madoka had 44 users and 13 staff before the earthquake. Madoka used to run a tea salon called “Madoka House,” selling home-made Japanese sweets and Washi (Japanese paper) handicrafts. The

facility, established in 2006, was located in the Arahama area, Sendai, Miyagi Prefecture, just 1 km away from the Pacific coast. With interrelationship and cooperation with the local community, Madoka had been supporting a lot of mentally challenged people and their families.



On 3.11.2011, at 2:46 p.m., a huge earthquake hit north eastern Japan. All the terrified users and staff immediately started to evacuate to a middle school 4 km away from Madoka, in the cold. The users were all safe, but after everybody had got to the school, a member of staff, who went back to post a note for the users’ parents about where they had evacuated to safely, was washed away by the tsunami and died.



As in other coastal areas, the Arahama area was completely swept away and there was huge damage. As the Madoka building was also destroyed, they had to give up on the repairs to use it again.

In spite of the difficult situation, they rented a small space and opened the workshop for the users 12 days after the disaster.

In order to rebuild a new Madoka, and in order to go back to business, they started to make products using silk cocoons, which they were now able to obtain.

On June 25, 2012, one and a half years later, Madoka was able to move to its new site at Taihaku, Sendai. The users have restarted their operations. In addition to the silk cocoon products, they will soon be involved in business like bread baking and sales, silkscreen paintings, and so on.

The wages of the workers are determined by the sales of the products. For the users, their wages are important for them to be able to become independent.

One of the missions of The “Let Us Walk Together” Project, the NSKK started on May 6th 2011, is to carry out activities with special attention to disaster victims facing particular hardship (elderly, children, those with disabilities, foreign residents, low-income people, and refugees). As we listened to them, we understood that the users of Madoka needed a stable income for their livelihood, which was seriously affected by the disaster.

Therefore, we are supporting Madoka by purchasing their products throughout the year so that they can afford to pay wages continuously to the users.

We appreciate your understanding of our objective of continuous support for the Madoka project long term.



Fukko Daruma (福幸達磨)

Daruma are Japanese traditional dolls, which are modeled after Bodhidharma, the founder of the Zen sect of Buddhism. The Daruma has a design that is rich in symbolism and is regarded as a talisman of good luck to the Japanese. Daruma dolls are seen as a symbol of perseverance and good luck, making them a popular gift for encouragement.

“Fukko” has two meanings here. It’s sound represents revival, and the Chinese characters 福幸 represent happiness. These tumbling Darumas are made by Madoka’s workers with firm determination to stand up to any hardships.



The “Let Us Walk Together” Project: NSKK Support for
Victims of the Eastern Japan Earthquake

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Easter Eggs

(Tumbling ornament)

Of all the symbols associated with the Easter Egg, the symbols of fertility and new life, are the most identifiable.

The workers of “Madoka,” are making colorful Easter Eggs by hand. In the midst of the disaster, the workers and the staff picked themselves up and re-started their daily work in order to revive their own lives, as well as to rebuild Madoka’s business.

The Daruma doll is known as the symbol of revival because it stands up again and again however many times it falls. The ornament is a good item for a Christmas decoration. It is a great gift for your family and friends.

