

ANNUAL REPORT

NPO Monkey Magic
FY 2025 Activity
Report

The Next Unseen Awaits.

20th Anniversary

Message

Adding Value to an Inclusive Society Through Academic Research

Koichiro Kobayashi | Founder

Monkey Magic, a nonprofit organization, celebrated its 20th anniversary on August 25, 2025. Since our founding in 2005, we have consistently valued “interaction among diverse people through climbing.” This initiative has now expanded beyond Japan to include partners in Asia, such as Singapore and Taiwan, and has become a solid trend.

One of the topics we are pleased to report on in this milestone year is the results of academic research on the social impact of “interactive climbing,” a program we have been dedicated to for many years. Based on objective data, we conducted a joint study with professors from Biwako Seikei Sport College, titled “An Exploration of the Meaning of Experiences Among Participants in Interaction-Based Climbing” which scientifically substantiated our on-the-ground observations that this activity contributes to “understanding of disability” and “reducing the difficulties participants face in daily life”. It also suggests that this goes beyond mere personal impressions, functioning as a mechanism that fosters a sense of belonging in society and promotes a deeper understanding of diversity. These findings serve as a powerful tool for us to widely promote our activities as an “effective social prescription” for building an inclusive society—one that goes beyond mere sporting events.

Looking at society as a whole, institutional improvements are underway, such as the enforcement of the revised Act on the Elimination of Discrimination against Persons with Disabilities.

However, I believe that a truly “inclusive society” is not something imposed by law or society, but rather something that arises from the genuine experience of each individual naturally communicating through diverse means—just as we do when climbing together —and believing in one another’s potential.

Looking toward 2035, we will combine the experience we have built over the past 20 years with the insights gained from this research to further accelerate our activities. Having passed the milestone of our 20th anniversary, we are determined to spread this shift—from viewing people with disabilities as “those in need of assistance” to “comrades with whom we share joy”—from Japan to people around the world.

We would like to express our heartfelt gratitude to everyone who has supported our activities over the past year. We ask for your continued support in the development of these activities and hope that you will continue to climb with us toward the realization of a more enriching society.

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Voice

Interviews with People Involved in Monkey Magic

Voice 01 Ivory (50s)

Ivory (a nickname) is a regular attendee with a visual impairment who travels long distances to attend Monkey Magic events. He also came to our anniversary event in 2025!

My Encounter with Monkey Magic

I first learned about Mr. Kobayashi in 2014 when he was featured on NHK E-Tele's "Breakthrough" as a visually impaired free climber. The following year, I participated in "Saturday Magic," an event held at the bouldering gym operated by Monkey Magic in Tsukuba City, Ibaraki Prefecture, which led me to start attending Monkey Magic's events and classes. In 2025, it will mark exactly 10 years since then.

I have the same condition as Mr. Kobayashi- retinitis pigmentosa. Back then, I worked on weekdays and spent my days off mostly at home, going out only to run errands at the same places. I was inspired by Mr. Kobayashi's activities on the show—such as visiting Eric and launching Monkey Magic—even as his vision was gradually deteriorating. This motivated me to take on challenges I had always wanted to try.

At the same time, I realized my physical stamina was declining and thought running might be difficult, so I participated in an event for the first time in 2015.

The Appeal of Monkey Magic's Activities

It's the chance to meet all kinds of people and discover new places.

In addition to the monthly Monday Magic events, Monkey Magic hosts events in various locations. In the past, we've participated in pop-up wall events in Osaki and Yurakucho, as well as sports events in Hibiya Park. In 2025, we'll be visiting Yamagata and Yamanashi for the first time, and for our 20th anniversary, we'll be heading to an event in Omotesando. Thanks to Monkey Magic, I always have a reason to get out and explore.

It gives me a reason to visit places I wouldn't normally go on my own, where I can have new experiences and meet lots of people. Since I'm always getting new inspiration, I'm able to keep enjoying the events.

Thoughts on the event and changes

I remember the first time I participated. Climbing was so difficult that I became too tired to continue during the event.

As I started participating more often, I noticed that many of the other visually impaired participants were very active and went out to all sorts of places. Hearing their stories inspired me to become more active myself, and since my life up until then had been so limited, my horizons expanded far beyond just climbing.

Expectations for Monkey Magic

We are truly grateful to the staff for doing their utmost to ensure that we participants can climb safely and with peace of mind. We hope you will continue to hold regular classes and events in the future.

Voice 02 Mitsuki (20)

Mitsuki, one of our student volunteers, supports all Monday Magic and MonKids events as a staff member!

I first learned about Monkey Magic through my connection with Tami, who works as a part-time lecturer at a university. Since I had always been interested in sports for people with disabilities and had even taken courses on the subject, I thought that my experience with bouldering might be of some help, so I applied to be a student volunteer with Monday Magic.

The Appeal of Monkey Magic's Activities

I don't think this is an event exclusively for people with disabilities. Even when we're working on the same task, our perspectives, physical abilities, and ways of thinking differ—and it's precisely because of those differences that so much communication and insight emerges. Every time I participate, I make new discoveries. I think that's what makes it so appealing. Before I started participating, I thought I had to provide full support. But when a participant told me, "I'll figure out the moves myself, so just tell me where to place my hands," I realized that what was expected of me wasn't to support their thinking, but to act as their eyes. There are many situations where simply communicating the hand placement is enough, and I've gradually learned to adjust the level of support I provide.

Expectations for Monkey Magic

When I tell people I'm involved in this activity, they're often surprised and ask, "How do people who can't see climb?" So I really hope to get the message across to people from all walks of life that climbing is something anyone can do, regardless of whether they have a disability, and that everyone can find their own style of climbing at their own pace!

Voice 03 Haruhiko (12) & Mother

Haruhiko, a regular at the social event "MonKids." Last year, he teamed up with Kai, a friend he made through climbing, to compete as a pair in Monkey Magic's blindfold competition.

My connection with Monkey Magic started when Tami, a Monkey Magic staff member, spoke to me at a bouldering event. She told me about a place where you could climb blindfolded, and since I had already been enjoying climbing with my eyes closed, I was immediately interested and decided to join without hesitation.

The Appeal of Monkey Magic's Activities

Haruhiko: What I love is getting to make friends with people I would never normally meet—kids with different disabilities, or kids who go to international schools. Blind climbing has a thrill to it because you can't see, and it's fun because you have to work together, whether you're guiding or being guided. Competing for points as a team is really exciting too. Oh, and as a bonus—lunch after MonKids is always something to look forward to!

Haruhiko's mother: Meeting families from all kinds of different backgrounds and hearing their stories made me realize just how narrow my world had been—it really opened my eyes. The warm and welcoming atmosphere, where every child and every adult is accepted just as they are, is what makes it so special.

Thoughts on the event and changes

Haruhiko: I already knew about disabilities in theory, but being around kids with disabilities made it feel real to me and I think I've become more considerate toward people with disabilities than I was before. I used to have a vague image that people with disabilities were mostly quiet, but looking back, of course that's not true—there were plenty of loud, chatty people, and that really surprised me. At Monkey Magic's blindfold climbing competition, I experienced wearing a blindfold for a full 90 minutes. I had a friend acting as my sighted guide, but even just walking was scary without being able to see and I felt like I got a small sense of what it's like to live without sight. At the kids' rock climbing camp, I was amazed watching kids who couldn't see climbing by feel, without even needing a sighted guide. And after spending so much time together, I found that sighted guiding started to come naturally to me without even thinking about it. Rock climbing was so much fun!

Haruhiko's mother: He looks forward every month to seeing his MonKids friends and going climbing together. He has never really had a place outside of home where he felt he belonged. School has always been a struggle for him, so seeing him relaxed and genuinely enjoying himself in the easygoing atmosphere of MonKids made me feel so happy, like he had finally found a home. He also used to have a hard time coping with failure and would get frustrated or upset, but when he didn't pass his blind climbing assessment, he said brightly, "I'll do better next time!" and I really felt how much he has grown. He doesn't usually talk about things like this, so I hadn't realized it, but through his experiences with Monkey Magic, I discovered that he had formed his own thoughtful views on disability far more than I had given him credit for. Monkey Magic offers something that goes beyond knowledge alone—it's a place where you can encounter a truly diverse range of values and perspectives, and I think it's something every single person should have the chance to experience.

Expectations for Monkey Magic

Haruhiko: I hope Monkey Magic keeps growing so that more and more people around the world get the chance to connect with people with disabilities.

Voice 04 Chiharu (40s)

Chiharu, who has a visual impairment, actively participates in the Challenged Girls School and local community events.

I had always enjoyed being active and was interested in bouldering, but the idea of trying it alone felt daunting. So when a friend who had been to an event in Osaka asked me, "Why don't we go climbing together?" I said yes straight away. In January 2025, I attended the Challenged Girls Climbing School for the first time. That first session was full of things I didn't understand and there were moments when I felt lost—but the sense of achievement when I completed a route was absolutely incredible! After that, I kept coming back, and through both the joy of topping out and the frustration of routes I just couldn't crack, I found myself falling more and more in love with climbing. As I kept going, I started wanting my own shoes and harness—and before I knew it, I'd gone ahead and bought them (laughs). Now, a little over a year since I started climbing, I find real satisfaction in trying all kinds of holds and feeling myself improve, little by little.

The Appeal of Monkey Magic's Activities

As an adult, it's not easy to find regular opportunities to be physically active, so having something that gets me moving consistently has been really valuable. The Challenged Girls Climbing School is also reasonably priced, which makes it easy to keep coming back. Having someone meet me at the nearest station to the climbing gym and guide me both to the gym and back to the station on the way home has also made it much easier for me to participate. On top of that, being able to talk and connect with other participants, their family members, and staff—people I never would have crossed paths with otherwise—has been a really meaningful experience. Through those connections, I learned about "Hama Monkey," which led me to venture out to places I had never been before and meet even more new people. Climbing has brought me so many wonderful experiences beyond just the sport itself. Going forward, I hope to not only keep climbing, but also learn to belay and help support others.

Expectations for Monkey Magic

I am truly grateful to the staff for all the care and effort they put in to make sure we participants can climb safely and with confidence. I hope this climbing school and other events will continue to be held on a regular basis going forward.

Topic

Notable events of 2025

2025.01 - 2025.12

A Children's Book Featuring Founder Kobayashi Has Been Published

A children's book featuring Monkey Magic's director, Kobayashi, as its subject has been published. The book, titled "Even Invisible Walls Can Be Overcome: The Challenge of Climber Koichiro Kobayashi," traces the story of his life, and was selected this summer as a designated reading for book report contests held across Japan.

Donation of a Portable Bouldering Wall to a School for the Visually Impaired

On Monday, March 10, Monkey Magic donated a portable bouldering wall previously used in our own activities to the University of Tsukuba Special Needs Education School for the Visually Impaired in Bunkyo, Tokyo. Alongside the donation, we held a special bouldering lesson as part of physical education classes for elementary students and first- and second-year junior high and high school students at the school.

Research Presentation at the Japan Outdoor Education Society Conference

We presented findings from a joint research study conducted with Biwako Seikei Sport College at the 28th Japan Outdoor Education Society Conference, held at Tenri University in Nara. The study aimed to explore the social significance of inclusive climbing events held across Japan between September of last year and March of this year.

Research Presentation Event

To mark Monkey Magic's 20th anniversary, we hosted a research presentation titled "The Potential of Inclusive Climbing to Build an Inclusive Society." The event showcased the latest findings from studies on our inclusive climbing events held across Japan, presenting concrete data suggesting that participants' experiences go beyond sport—offering academic evidence of benefits such as a greater sense of belonging and a reduction in feelings of social difficulty.

Special Bouldering Lesson at a School for the Visually Impaired

We led special bouldering lessons for elementary and high school students at the University of Tsukuba Special Needs Education School for the Visually Impaired in Tokyo. The students threw themselves into the experience — working up a sweat, cheering each other on, and having a wonderful time. The high school students also had the opportunity to ask Founder Kobayashi about his life, making it a truly meaningful session for everyone involved.

Climbing Experience Events and Lectures Held in Kitakyushu

Over three days from Friday, July 11 to Sunday, July 13, we hosted a series of events for students and local residents in Kitakyushu, exploring the theme of building an inclusive community where everyone can express their true selves. We delivered lectures at multiple schools including the Kitakyushu Special Needs

Education School for the Visually Impaired. The second day featured a screening of the film "Life is Climbing" followed by a talk session, and the third day closed with a hands-on climbing experience — drawing strong participation throughout.

Lecture Held at Ezaki Glico Co., Ltd.

On Wednesday, July 30, Founder Kobayashi delivered a lecture to the SCM Division at the headquarters of Ezaki Glico Co., Ltd. in Osaka. The session was attended by approximately 40 employees on-site, with over 100 additional participants joining via satellite from overseas offices. The Q&A session covered a wide range of topics, including thoughts on work-life balance and the future technologies Founder Kobayashi, as a person with a visual impairment, hopes to see developed.

"Kids Rock Climbing Camp"

We held a 3-day Kids Rock Climbing Camp from Monday, July 28 to Wednesday, July 30 at Ogawayama in Kawakami Village, Nagano. 11 children from 4th through 9th grade (6 with visual impairments, 1 with another disability) — all regular participants in Monkey Magic's classes and events — took part regardless of

disability. We hope they made new friends, discovered new things about themselves, and came away with unforgettable summer memories.

2025.08.24

NPO Monkey Magic 20th Anniversary Celebration

On Sunday, August 24, we held our 20th anniversary celebration, "The Next Unseen Awaits," at the Tokyo Kokusai Fashion Center. Approximately 130 guests, speakers, and staff came together to mark the occasion. The event looked back on 20 years of Monkey Magic's journey, featured the latest research

presentations and a talk session with key figures, and concluded with a statement of commitment from Founder Kobayashi. At the reception that followed, attendees from all generations and backgrounds gathered with smiles, reflecting on the past 20 years and sharing their hopes for the future.

2025.08.25 | NPO Monkey Magic 20th Anniversary 🎉

THE NORTH FACE × CHUMS: Monkey Magic 20th Special Event

A three-day special event celebrating Monkey Magic's 20th anniversary was held from Friday, August 29 to Sunday, August 31 at Goldwin's Tokyo headquarters, hosted by THE NORTH FACE and CHUMS. On the first day, Founder Kobayashi was joined by THE NORTH FACE athletes Yuji Hirayama and Futaba Ito, and CHUMS athlete Natsumi Oda for a talk session,

followed by a hands-on experience at a specially installed bouldering wall where participants tried climbing and guiding while wearing eye masks. The weekend days also drew many visitors, and the event was a wonderful reminder of the connections that climbing continues to create.

20th Anniversary Support T-Shirt Unveiled

We released a limited-edition 20th anniversary version of the Monkey Magic classic T-shirt — featuring a design incorporating a Landolt C (vision test chart) and a carabiner — reimagined in a colorful gradient representing diversity. The design carries on the legacy of the original support T-shirt created with THE NORTH FACE back in 2005, when Monkey

Magic first launched its outdoor school program for people with visual impairments — the very roots of our activities.

Our Activities in Taiwan Featured on NHK World — “Inclusive Climbing” in English

NHK World, Japan's international broadcast, aired an English program on Inclusive Climbing. The program featured the activities of NPO Monkey Magic in Taiwan, highlighting an inclusive climbing event held there under the theme "Bringing Climbing for Everyone to the World."

It also included thoughtful coverage on climbing and visual impairment. (The broadcast period has now ended and the program is no longer available to view.)

Goldwin's Corporate Website Features a Report on the Monkey Magic 20th Anniversary Event

A report on the Monkey Magic 20th Special Event, held at Goldwin's Tokyo headquarters, has been published on Goldwin's corporate website. The report includes highlights from the talk and climbing sessions featuring Yuji Hirayama and fellow climbers, as well as a message from Goldwin's Senior Managing Executive Officer, Mr. Mori.

Two New Routes Established at Kofu Makuiwa, Hokuto City, Yamanashi Prefecture

To mark our 20th anniversary, we were fortunate to have the opportunity to establish two new outdoor climbing routes under the supervision of Toshihiro Takemoto. We sincerely hope these routes will become a place of new challenges for many people, with or without disabilities, and a starting point for

sharing the joy of climbing. The routes are planned to be included when the route guide for the new Kofu Makuiwa area is completed — so please look forward to the official release!

Selected as a Recipient of the 25th Asahi Life SRI Social Contribution Fund

In October, we were selected as one of seven recipient organizations for the 25th cycle of the SRI Social Contribution Fund administered by Asahi Life Asset Management Co., Ltd. Founder Kobayashi and Vice Director Mizutani attended the award ceremony, where they presented a report on Monkey Magic's activities.

11th Mizaru Challenge Climbing Event

Our signature blindfold climbing competition, which began in the year of our 10th anniversary, was held December at climbing gym NOSE Machida. A total of 59 participants across 23 teams took part — including 10 with visual impairments and 1 with a physical disability, alongside their sighted guides. With

the generous support of many volunteers, the event was a great success from the award ceremony right through to the after-party.

Overview

Monkey Magic's Programs and Activities

Overview

In-House Programs

- ① Climbing Schools & Practice Sessions
- ② Inclusive Climbing Events
- ③ Community-Based Inclusive Climbing Events

Commissioned Programs

Outreach, Awareness & PR / Lectures, Workshops & Screenings

Program Impact (In-House Programs Only)

2025 Results

TotalSessions 263

Total Participants 2116 of whom

Participants with disabilities 1044

Previous Year's Data

Total Sessions 209

Total Participants 1,804 of whom

Participants with disabilities 909

Paraclimbing Outreach Program Climbing Schools & Practice Sessions

Outdoor Climbing School

Sessions 3

Total Participants 14(of whom 10 with disabilities)

Breakdown

Visual impairment 8

Hearing impairment 1

Physical disability 1

Indoor / Step-up Climbing School

Sessions 9

Total Participants 36(of whom 34 with disabilities)

Breakdown

Visual impairment 31

Physical disability 3

Climbing Practice Sessions

Sessions 5

Total Participants 23(of whom 23 with disabilities)

Breakdown

Visual impairment 19

Physical disability 4

Challenged Girls Climbing School

Sessions 54

Total Participants 215 (of whom 215 with disabilities)

Breakdown

Visual impairment 155

Physical disability 21

Other 39

This program is part of a climbing project aimed at supporting the independence of women with disabilities, and is implemented with a grant from the Laureus Sport for Good Foundation through the "Play Academy with Naomi Osaka" initiative.

Expanding Climbing Opportunities for Individuals with Developmental Disabilities

Sessions 12

Total Participants 123(of whom 61with disabilities)

Breakdown

Visual, intellectual, developmental, and physical disabilities (including multiple disabilities)

Ogawayama Kids Rock Climbing Camp

Sessions 1 (3 days)

Total Participants 11(of whom 7 with disabilities)

Breakdown

Visual impairment 6

Other 1

In-House Programs 2

Diversity & Inclusion Awareness Program Inclusive Climbing Events

Monday Magic Tokyo @Takadanobaba

Sessions 12

Total Participants 226(of whom 116with disabilities)

Breakdown

Visual impairment 97

Hearing impairment 3

Physical disability 3

Other 8

Monday Magic Tokyo @Kasai

Sessions 12

Total Participants 87(of whom 72 with disabilities)

Breakdown

Visual impairment 53

Physical disability 17

Other 2

Monday Magic Yokohama @Totsuka

Sessions 12

Total Participants 88 (of whom 60 with disabilities)

Breakdown

Visual impairment 50

Hearing impairment 1

Physical disability 6

Other 3

MonKids

Sessions 12

Total Participants 71(of whom 26 with disabilities)

Breakdown

Visual impairment 20

Other 6 (including multiple disabilities)

Diversity & Inclusion Awareness Program

Community-Based Inclusive Climbing Events

These community events are organized and run by volunteers across Japan who share our mission and values.

Domestic

- Hako ZARU (Hokkaido)
- Ezo Monkey (Hokkaido)
- Date Monkey (Miyagi)
- Kai Monkey (Yamanashi)
- Hama Monkey (Kanagawa)
- Tsurugi Monkey (Toyama)
- Owari Dera Monkey (Aichi)
- Hannari Monkey (Kyoto)
- Naniwa Monkey (Osaka)
- Tori Monkey (Tottori)
- Izumo Susanoo Monkey (Shimane)
- Momo Monkey (Okayama)
- Momiji Monkey (Hiroshima)
- Awa ZARU (Tokushima)
- Kitakyu Monkey (Fukuoka)
- Yoka Monkey (Fukuoka)
- Kuma Monkey (Kumamoto)

Sessions 131 / 15 (excluding trial events)

Regions 17

Total Participants 1312 (of whom 489 with disabilities))

Overseas

Regions 2

- Merdeka Monkey (Singapore)
- Formosa Monkey (Taiwan)

Three Key Features of Community-Based Inclusive Climbing Events

Locally rooted climbing events organized and regularly hosted by people in the community

Everyone participates as equals, regardless of disability, age, gender, or nationality

A place where new connections are made, diversity is embraced, and everyone becomes part of a climbing community together

Special Interviews

with people who organize community and events in Japan and abroad

01 | sgSingapore Jun Xiang, Zedong(Merdeka Monkey)

What inspired you to start hosting inclusive climbing events?

Outpost have always been involved in providing climbing to persons with special needs and disabilities, but it was always passive and reactive to agencies and organisations with such clientele. While we are known to accept and able to manage such events, we did not actively sought out beneficiaries to climb with us. The inclusion of Monkey Magic gave us a direction to actively sought out beneficiaries and we were very excited to work with someone with years of experience and establishment in this field of work. Lastly, Koba's inspiring story also excited our community.

How would you describe the atmosphere or character of the events?

People were mostly curious, open and has learners' mindset, from participants to spectators. While it was a competition and the intense vibes were felt, it you can feel that people were mostly not here to only want to win. They were here to support, and want to experience the challenges of a VI competing in a format catered for the VI.

Have there been any moments where you felt the events made a positive difference?

Through merdeka monkey sessions and beyond sight's deliberate format of it being a team competition with a mix of VIs and non-VIs, participants and volunteers have had many shared moments with the VIs.

Through these shared moments on and off the wall, we can see that they have learnt how to better support them, understand their experiences, and most importantly, see them simply as friends. They also learnt from these VI how having disability doesn't mean life needs to be very different and limited. Through helping, they are also inspired.

Lastly, the community of helping hands also build more bonds with more people who are like minded.

1 memorable specific scenario is when a group of students were partnered with Koba and Koba shared that initially, the students did not know how to take care of him, left him alone behind, and "forgot" to guide him or was unable to guide him well on the wall. But not so long into the event, they eventual learnt how to communicate and be with him, on and off the wall.

What are your hopes or vision for the future of these events?

Our aim at Outpost Climbing with Merdeka Monkey, is to create more opportunities for people with disabilities to experience the sport of climbing. We aim to grow capabilities and resources to support more people with more varied disabilities through the door and to build a bigger community of climbers who are climbing not just to push grades for themselves but also how to make climbing accessible for more people. It will be a dream to be able to be a training partner with SDSC to train Singapore's very own 1st para climbing team, in addition to being recognized in building an inclusive climbing community.

02 | JP Miyagi Yuya (Date Monkey)

What inspired you to start hosting inclusive climbing events?

I've been supporting people with disabilities in Sendai for some time now, but since my approach was focused on competition, I never had any participants who continued long term.

This event is based on the principle of "enjoying climbing regardless of whether you have a disability or not," so I simply thought it looked like fun and decided to give it a try.

The Character of Date Monkey

People from the Tohoku region tend to be a bit shy, but at Date Monkey, everyone is welcome to join, so we hope you'll take the plunge and give it a try!

Our staff are all experienced, so feel free to ask us anything.

Have you noticed any changes around you?

Now that we've reached our 8th session, I believe having your own equipment is essential for our regular participants to continue enjoying the program. With rising prices, I've been hesitant to recommend it, but at our recent event, I was finally able to explain the importance of proper shoes to those who've attended every session. While they decided to wait until next time to make a purchase, I hope this will serve as an opportunity for them to take their skills to the next level.

Future Vision and Outlook

All of us on staff just want our members to have fun climbing.

As for my personal goal, I'd like to organize a rock climbing tour with Date Monkey.

Commissioned Programs

Outreach, Awareness & PR Program Lectures & Workshops

Climbing Instruction (incl. HKK Training)

We offer climbing instruction for people with visual impairments and HKK (blindfold climbing) training in sighted guiding techniques — creating a safe and enjoyable climbing experience for everyone, with or without a disability.

Lectures, Special Classes & Seminars

We deliver lectures, school sessions, and corporate training on diversity and inclusion through the lens of inclusive climbing, featuring the life story of Founder Koichiro Kobayashi. These programs are available for schools, companies, and organizations of all kinds.

Other (including screenings of the documentary film "Life is Climbing")

We host screenings of our documentary film following Monkey Magic's activities — sharing the world of climbing together with people with visual impairments and the potential of a more inclusive society with a wider audience.

Commercial Programs

Support Goods · Donation Vending Machines

Support Goods (Available within Japan only)

- **THE NORTH FACE Support T-Shirt**

The milestone 20th edition is themed around "sound" — an essential element of communication. Inspired by sound waves, the design features a back graphic evoking holds and mountains, with a 20th anniversary monkey motif on the sleeve.

- **CHUMS Support Goods**

The 2025 model, our 14th collaboration, features the message "NO SIGHT BUT ON SIGHT" visible through the mesh fabric — a design that balances functionality with a playful spirit.

- **ROKX Climbing Pants**

In the 5th year of collaboration, two styles are available: classic stretch chino pants, and track pants with a fleece inner lining for warmth.

- **Minoh Beer**

Osaka craft beer brand Minoh Beer, known for its monkey logo, offers the popular "Monkey Gift Sausage Set" — a great choice for summer or year-end gifting.

Other

- **Donation Vending Machines**

Donation vending machines are installed at climbing and bouldering gyms and other facilities that support Monkey Magic's mission. A portion of each sale is donated to support the spread of adaptive climbing.

What is Monkey Magic

Vision

Shaping the inclusive society where diversity is accepted, and create a matured and affluent society through paraclimbing.

Mission

"Reach Beyond the Unseen". Monkey Magic is a nonprofit organization dedicated to empowering people with visual impairment and all others through free climbing.

Value

We deliver experiences through climbing that allow people to feel their own growth.

We believe that this sense of growth comes through self-motivated action — by taking on new challenges, building connections, and expanding one's network. We are committed to bringing everyone who joins us the experience of achieving what they once thought impossible, encounters with people they never would have met, and smiles bigger than any they have seen before.

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Interested in Collaborating with Monkey Magic?

We offer lectures promoting diversity and inclusion, climbing experience programs, screenings of the documentary film "Life is Climbing", corporate training, and more.