

10th ANNIVERSARY



ONIGIRI
ACTION

GETTING STARTED GUIDE

- HOW TO GET INVOLVED IN ONIGIRI ACTION -



ONIGIRI ACTION

STEP 1

Take the **First Step**

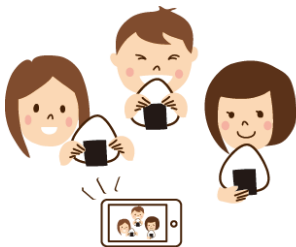
Thank you for your interest in **ONIGIRI ACTION!**

TABLE FOR TWO USA holds ONIGIRI ACTION, a social good campaign, every fall in October and November. Since its launch in 2015, the Onigiri Action campaign has fed over 1 billion children in need around the world.



How it Works:

When you post an Onigiri related photo on social media with #OnigiriAction or on [our global campaign site](#), our generous partners will donate to deliver 5 school meals to children in need around the world!



Enjoy Onigiri!
And take photos!



Post your photos on our website
or on your SNS with
#OnigiriAction

THANK YOU!



School meals are
delivered to children in need
through TABLE FOR TWO

LET'S CHANGE THE WORLD WITH ONIGIRI!

ONIGIRI ACTION

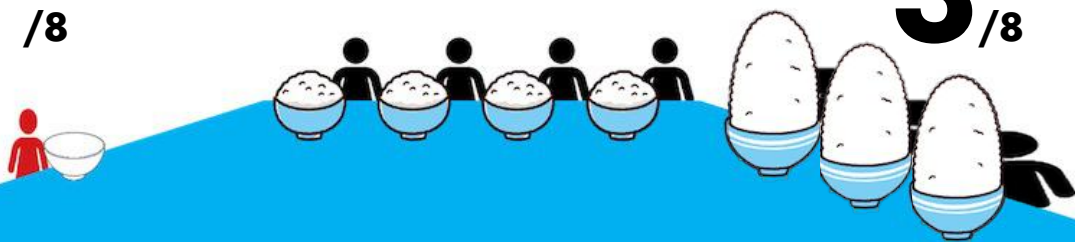
STEP 2

Understand **Why** We Do the ONIGIRI ACTION Campaign

In our world of 8 billion,
750 million go hungry,
while another **2.5 billion suffer from obesity**
and other health issues related to unhealthy eating.

1 /8

3 /8



It is not just in other countries, but is also happening here in the US.

34

million

In 2021, 34 million people struggled with hunger in the United States.

Feeding America www.feedingamerica.org/hunger-in-America www.feedingamerica.org/hunger-in-America/child-hunger-facts Web accessed Aug 24, 2023.

1 in 8 American children may not know where their next meal is coming from.

1 /8



How can we make the world a little healthier?



School lunch is critical to health and academic performance

We provide healthier school meals full of fresh fruits and vegetables to students in the US. We also provide healthy school meals to students in East Africa and South East Asia.

ONIGIRI ACTION helps children have a brighter future!

ONIGIRI ACTION

STEP 3

Understand the **Goal** of the ONIGIRI ACTION Campaign

The more photos posted, the more school meals will be delivered to children in need!



The Goal of ONIGIRI ACTION

To provide more school meals to children by posting as many #OnigiriAction Photos as possible



Since its launch in 2015, the ONIGIRI ACTION Campaign has provided over **10 million school meals!**

The campaign received the **Deputy-Chief's Award** (by the Minister for Foreign Affairs) at the third Japan Sustainable Development Goals (SDGs) awards ceremony in 2019 held at the Prime Minister's Office.



Your support makes more children happy!

ONIGIRI ACTION

STEP 4

How to Get Involved in the ONIGIRI ACTION Campaign

Take #OnigiriAction photos

POST!



1) Take #OnigiriAction photos and post them!

➡ see "POST" page

FOLLOW!



2) Like and share our social media to let more people know about the campaign!

➡ see "FOLLOW" page

SHARE!



3) Help people around you post #OnigiriAction photos!

➡ see "SHARE" page

ORGANIZE!



4) Plan your own #OnigiriAction event!

➡ see "ORGANIZE" page

Be creative and find your way to
support ONIGIRI ACTION!

ONIGIRI ACTION

POST!

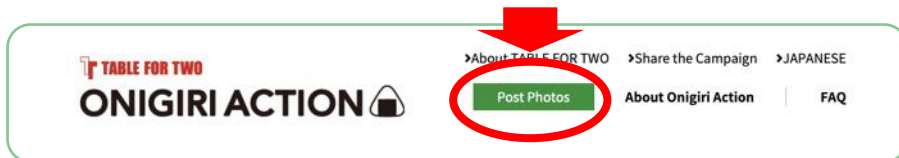
When & Where to Post #OnigiriAction Photos

Please post your photos during the campaign

*The campaign period changes every year (in October and November)

A. From our campaign site <https://onigiri-action.com/en>

You can add your location and your post is reflected on our world map!

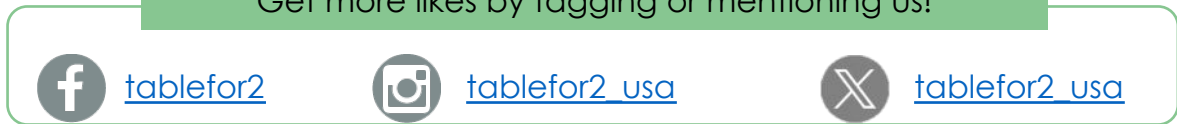


*No need to add hashtag #OnigiriAction

B. From your social media accounts

The photos posted with #OnigiriAction on Facebook, Instagram, and X are valid.

Get more likes by tagging or mentioning us!



FAQ

Q. How can I make sure my photos are included in the campaign?

A. When you post your photos on Facebook, X, or Instagram, simply include #OnigiriAction. That's it! Every photo you post with #OnigiriAction will provide 5 school meals. **Please also confirm that your privacy setting is "open to the public."**

Q. Can I post multiple photos?

A. Of course! You can upload as many photos as you want!

Q. Can I post video?

A. No, video is not counted as a valid post. Please upload photos!

ONIGIRI ACTION

POST!

What is Counted as an #OnigiriAction Photo

Real Onigiri



Whatever size or shape!

Onigiri Making



Before/during/after onigiri making!

Photo Booth Props



Downloadable props available on the website!

Onigiri Pose / Hand sign



Make an onigiri with your arms/hands!

Craft



Knitted by Amigurumi_Bokujo

Onigiri October
#onigiriaction

Origami, paper craft, crochet, knitting, woodwork, etc.

Artwork



Illustration, drawing, painting, collage, etc.

All of these onigiri-related photos count!

ONIGIRI ACTION

FOLLOW!

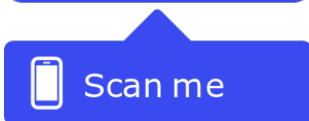
Why Social Media is so Important

Ever wonder how a school meal is donated
by just posting a photo?

Our **generous sponsors** contribute
donations to fund this campaign.

It is our hope that the **more attention** the campaign gets on
social media,
more sponsors will join us next year!

 **Facebook**
[tablefor2](https://www.facebook.com/tablefor2)



 **Instagram**
[tablefor2_usa](https://www.instagram.com/tablefor2_usa)



 **X (Twitter)**
[tablefor2_usa](https://twitter.com/tablefor2_usa)



**Follow #OnigiriAction and
like/share #OnigiriAction photos!**

Your action helps!

ONIGIRI ACTION

SHARE!

10th Anniversary special initiatives

The Onigiri Cup

- What is the most popular filling in the USA? -



Nationwide Celebration In 10 cities



US & Japan College Relay "Baton Touch" バトンタッチ!



ONIGIRI ACTION

SHARE!

The Onigiri Cup How it Works

Which onigiri filling do you like best?
Let's vote to determine **the most popular onigiri filling in the USA!**



Once the most popular rice ball has been selected, **the rice balls with the chosen ingredient will be donated** to students at our partner schools the U.S.



This initiative starts on our Social Media at the beginning of Onigiri Action campaign.

so please

1) VOTE by commenting

On your favorite filling in this post >>>



Please help us further:

2) SHARE this post and tag us

If your followers vote for the post, their comments will be counted.

3) ASK your event participants or your customers to vote

>>> **check next page**


If you report the results to us, we will count them too!

ONIGIRI ACTION

SHARE!

Encourage your event attendees and shop customers to vote!

A) E-voting

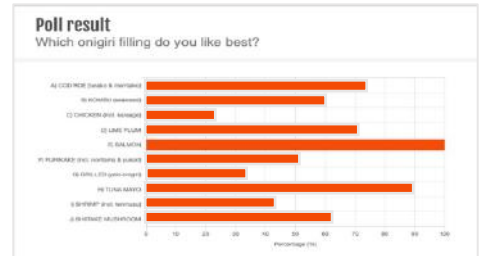
Ask visitors to scan the **QR code**  and vote!



Learn more about #OnigiriAction >>> <http://onigiri-action.com/en>

Scan to check the result

You can see the current online voting results.
*The final results will be based on online voting plus the vote results on social media.



B) Vote in Person

Put up posters in shops or events and ask people to put stickers or checks on their favorite onigiri ingredients.

Learn more about #OnigiriAction >>> <http://onigiri-action.com/en>



Take a photo of your poster's voting result, post it and tag us on social media!
(or e-mail us at contact@tablefor2.org)



J) SPAM



A) COD ROE



I) SEAWEED



B) RICE SPRINKLES



H) TUNA MAYO



C) CHICKEN



G) GRILLED



F) SALMON



E) SHRIMP



D) UME PLUM

あなたの推しは？
VOTE!
for your favorite
ONIGIRI



← **SCAN TO VOTE!**

Learn more about #OnigiriAction >>> <http://onigiri-action.com/en>



Which onigiri filling do you like the best?



A



COD ROE

B



RICE SPRINKLES

C



CHICKEN

D



UME PLUM

E



SHRIMP

F



SALMON

G



GRILLED

H



TUNA MAYO

I



SEAWEED

J



SPAM

VOTE!
for your favorite
ONIGIRI

ONIGIRI ACTION

SHARE!

How to Get Others Involved

Please become our ambassadors!

You can also help us by encouraging your friends / colleagues / neighbors to participate in ONIGIRI ACTION!

Be creative and find your way to help our campaign!



Make onigiri and bring them to your school/office/gathering!



Download Photo Booth Props! and take photos with your friends



Make a craft onigiri and have your friend take photos of it!

*See the last page to find "ONIGIRI-GLASSES"! Follow us on social media for more downloadable props!

Seeking Sponsors!

Do you know someone who might be our sponsor?

We are always looking for corporations to sponsor our Onigiri Action Campaign as it continues to grow every year. We promote sponsor businesses and provide volunteer opportunities for employees to make a difference in their local communities by holding Onigiri Action events. Interested in helping to sponsor Onigiri Action?

[Please get in touch with us.](#)

ONIGIRI ACTION

ORGANIZE!

How to Organize an Event

Join us by organizing an **ONIGIRI ACTION** Event!

You can plan your own ONIGIRI ACTION event with



- your school
- your work place
- your social groups
- your neighborhood, etc.



You can organize



- Onigiri making class
- Food education classroom activity
- Obento making demo
 - Onigiri craft class
- Panel discussion about food issue
- Onigiri Photo session, etc.



Download materials for your event

The following materials can be downloaded from our [website](#) (download materials)

- [Onigiri Action Classroom Slides](#) (Including onigiri recipe & making video)
- [Video Material](#) (explaining the culture of rice and onigiri in Japan)
- [Onigiri Recipe](#)
- [How to Make Onigiri Photo Booth Props](#)
- [How to Make Crochet Onigiri stuffie](#)

Contact us for more information!

Let us know once you set the date & contents of the event.
We will share tips on holding online events with the knowledge and materials we have.

ONIGIRI ACTION

ORGANIZE!

How to Organize a Virtual Event

You can host your own online event*

using any virtual event platform

Or we can host a Zoom event for you**

(Please ask for availability and fees.)

*) You can hold your own cooking event and make a presentation using our materials.

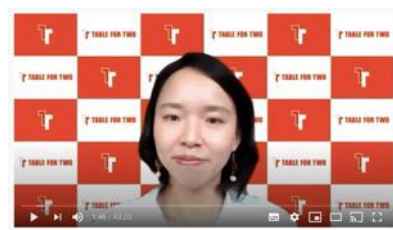
**) We can hold a cooking event and make a presentation for your guests!



[Contact us](#) for more information!

Most events can be online!

- Onigiri / Obento making demo
- Food education classroom activity
 - Onigiri Fundraising
 - Onigiri craft class
- Panel discussion about food issue, etc.



ONIGIRI ACTION

ORGANIZE!

Examples of ONIGIRI ACTION Events

Case #1 (age range: elementary to high school)

ONIGIRI ACTION Activity integrated into existing lesson on Japanese food

- Approximate Time: 45-50 minutes (extended for younger students)
- Brief intro on Japanese food culture and customs. Points of interest include: long versus short grain rice; the history of the rice ball as a food of convenience (like sandwiches); global issues of food security, food waste, and hunger.
- Students make, take and post photos of onigiri.
- Tip! Japanese rice sticks to plastic gloves. Pieces of regular plastic wrap, pre-cut and placed on the students' desks work better.



Case #2 (age range: kids to adults)

Creative Onigiri Mini Cooking Class

- 90-minute cooking class
- Sell tickets to interested participants in advance for \$20 (includes ingredients and small donation) per person.
- Participants make creative onigiri art using seaweed, *furikake*, vegetables, etc.
- Creative onigiri are ideal for encouraging people to pose and post photos. You can make character onigiri (Totoro, Hello Kitty, etc.), animal-shaped onigiri (panda, penguin, etc.), or anything you like!



Case #3 (age range: high school, but could be adapted to other levels)

Onigiri Fundraising

- Some school did not allow make onigiri on site so volunteer parents made onigiri and students took photos with the onigiri and then enjoyed them as a snack during the class.
- The teacher collected donation from the students and donated to TABLE FOR TWO to further provide school meals to children in need.
- Also Japan club members raised funds by selling onigiri to the students and teachers.

Schools are not the only ones that can host an ONIGIRI ACTION Event!

Be creative and plan your own event!

ONIGIRI ACTION

ORGANIZE!

FAQ for Organizing Event

Q. Can I get financial support?

- A. Please understand that we don't have a budget to fund your event nor offer cooking ingredients. Fundraising will be a part of your event planning. You may collect a participation fee or you may be able to find a local sponsor.

Q. Can you send instructors who can teach onigiri making?

- A. Depending on the location and availability of our instructors, we might be able to send an onigiri making instructor. We would ask you to provide a small honorarium and travel expense. Please consult us if you are looking for onigiri making instructors. Almost every Japanese person knows how to make onigiri, so you may ask a Japanese person you know to teach a class. You can also teach a class using Onigiri Action Step-by-Step Classroom Slides!

Q. Do I have to apply in advance to organize an event?

- A. You can organize your event by yourself and it is not necessary to report/register the events.

Questions? Contact us!
contact@tablefor2.org

Check our website or contact us if you have further questions!

TABLE FOR TWO OFFICIAL SITE
<https://usa.tablefor2.org/onigiri-action>

ONIGIRI ACTION CAMPAIGN SITE
<https://onigiri-action.com/en/>

E-mail to: contact@tablefor2.org

ONIGIRI ACTION

DONATE

MORE WAYS TO SUPPORT US

1) Get ONIGIRI ACTION merch! <https://www.bonfire.com/store/tablefor2>

Your T-shirt purchase* will provide 30 school meals to children in need!

*All profits go to provide school meals to children in need. For example, when you purchase one item, 30 school meals will be provided, which means you can feed one child for a whole month.



For your team!



As onigiri making contest awards!



2) We appreciate your donation!

You can also support our cause directly by donating. Your 25 cents can provide a healthier school meal full of fresh fruits and vegetables to a student in the US or a healthy school meal to one student in Africa.



Text **ONIGIRI** to 44-321 to get a donation link!

Or visit <https://secure.givelively.org/donate/table-for-two-usa/onigiri-action>

- \$10 = provides 40 meals, which feeds two children for a month.
- \$25 = provides 100 meals, which feeds five children for a month.
- \$50 = provides 200 meals, which feeds one child for a whole school year.
- \$100 = provides 400 meals, which feeds two children for a whole school year.

ONIGIRI ACTION

ABOUT US

Who are **TABLE FOR TWO USA**



OUR MISSION

**Eliminate Global Hunger
&**

Reduce Health Issues Related to Unhealthy Eating

TABLE FOR TWO USA (TFT) is an award-winning 501(C)(3) organization. First established in Japan in 2007, the organization has expanded to 14 countries, including the United States.

In our world of 7 billion, 1 billion are hungry, while 2 billion suffer from obesity, diabetes, and other health issues. In the U.S., 9 million American children (One eighth of the total US child population) live in food insecure households. **TABLE FOR TWO USA helps to address this global food imbalance by promoting healthy eating and providing healthy school meals and food education to children in need.** As one of the most well-known NPOs in Japan, a country known for the longevity of its people, we promote healthy Japanese eating culture as a framework to tackle these critical issues.

The Onigiri Action Campaign highlights the making of onigiri as a reflection of the organization's Japanese roots. Onigiri - or rice balls - are simple comfort food made with love for someone special. During the campaign, TFT supporters post onigiri photos to our websites and social media accounts using #OnigiriAction. For each photo posted, our sponsors will donate 5 school meals to children in need.

We also run the "Wa-Shokuiku: Learn. Cook. Eat Japanese!" program. It offers Japanese-inspired food education curriculum for K-12 students in the United States. Please contact us if you are interested in learning more!

ONIGIRI ACTION

MAKE ONIGIRI!

How to Make ONIGIRI

Simple steps for cooking rice!



1. Measure



2. Pour



3. Wash



4. Swish



5. Drain



6. Soak



7. Cook



8. Steam

Simple steps for making onigiri!



1 Let cooked rice cool in a small bowl!



2 Sprinkle a little salt on the plastic wrap!



3 Mold the rice into a triangle or ball!



4 Wrap the seaweed around the rice or decorate as you like!

Watch "How To Make Onigiri" Video!

<http://bit.ly/OnigiriVideo>

Download Onigiri Recipe for details!

<https://onigiri-action.com/en/download/HowToMakeOnigiri.pdf>

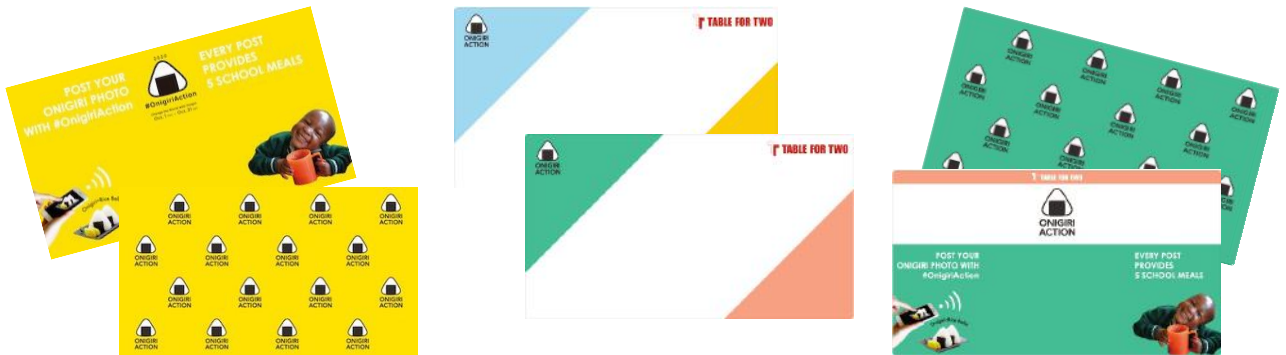
ONIGIRI ACTION

Zoom Background

Capture a screenshot on **Zoom** and Post It!

Download Zoom Background!

<https://usa.tablefor2.org/onigiri-action#download>



Download Snap Camera Lenses!

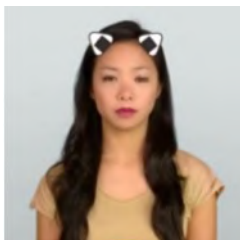
For snap camera: Copy lens links below and paste it into the search bar in Snap Camera.
[How do I use Snap Camera with Zoom?](#)

For Snapchat: Scan Snapcodes below!

[How to scan a Snapcodes?](#)



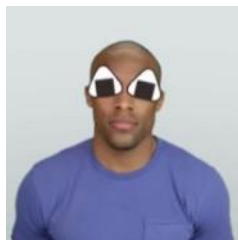
OnigiriAction Ear
by Table For Two



<https://www.snapchat.com/unlock/?type=SNAPCODE&uid=a2eccd55a63944b6babf5e9a21bdf053&metadata=01>



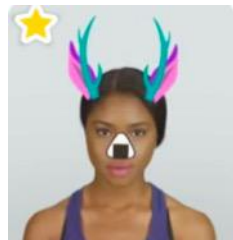
OnigiriAction Eye
by Table For Two



<https://www.snapchat.com/unlock/?type=SNAPCODE&uid=f1e4156153d74877af42bdbca9b2d436&metadata=01>



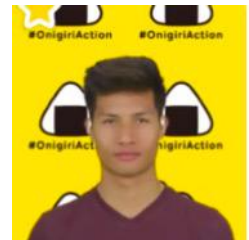
OnigiriAction Nose
by Table For Two



<https://www.snapchat.com/unlock/?type=SNAPCODE&uid=760bec7fd2ad4244b59599d3cbbd73ed&metadata=01>



OnigiriAction BG
by Table For Two



<https://www.snapchat.com/unlock/?type=SNAPCODE&uid=f109416cfa044beb8cfc4765b9b422e3&metadata=01>

ONIGIRI ACTION

PHOTO PROPS

Take a Photo With **Photo Props** and Post It!

ONIGIRI PROPS Vol.1

“GIANT RICE BALL”

“巨大おにぎり”

- 1 Print on thick paper or card stock
- 2 Cut out along the outside lines
- 3 Take a photo, and post it!



POST YOUR PHOTO!
#OnigiriAction



ONIGIRI ACTION



EVERY PHOTO POSTED PROVIDES 5 SCHOOL MEALS
TO CHILDREN IN NEED

For Adults



ONIGIRI PROPS Vol.3

“RICE BALL MASK”

“おにぎりメガネ”

- ① Print on thick paper or card stock
(or print on regular paper and paste onto thin cardboard)
- ② Cut out along the outside lines
- ③ Cut out holes for the eyes
- ④ Wear them, take a photo, and post it!

**More downloadable props coming soon!
Follow us on social media for the information!**



For Kids



 **TABLE FOR TWO**

POST YOUR ONIGIRI PHOTOS with **#OnigiriAction**

Rice balls are called "ONIGIRI" in Japanese

2024.10.3 - 11.16



TAKE ACTION NOW!



YOUR POST PROVIDES **5 SCHOOL MEALS** to children in need



Upload your photo on our website: onigiri-action.com/en or post on your social media with **#OnigiriAction** *Make sure your post is "public." Every photo provided, our generous sponsor organizations donates five school meals to children in need.

 **@tablefor2**

 **@tablefor2_usa**

 **<https://usa.tablefor2.org>**