

October 7th – November 20th, 2019

# ONIGIRI ACTION

CHANGE THE WORLD WITH “ONIGIRI” RICE BALLS



## GETTING STARTED GUIDE 2019

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 is preparing to launch its 2019 ONIGIRI ACTION campaign, Oct 7th - Nov 20th, 2019! We are asking for your help to change the world with *onigiri* - Japanese rice balls!



Here are some tips on how to get involved in the campaign and how to plan your own ONIGIRI ACTION event!

### Be creative and enjoy planning!

## The very first step

to get engaged with the campaign is to **follow us on SOCIAL MEDIA** to keep yourself updated!



tablefor2



tablefor2\_usa



tablefor2\_usa



<https://onigiri-action.com/en>

and

## check out our website!



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

# ONIGIRI ACTION

STEP 2

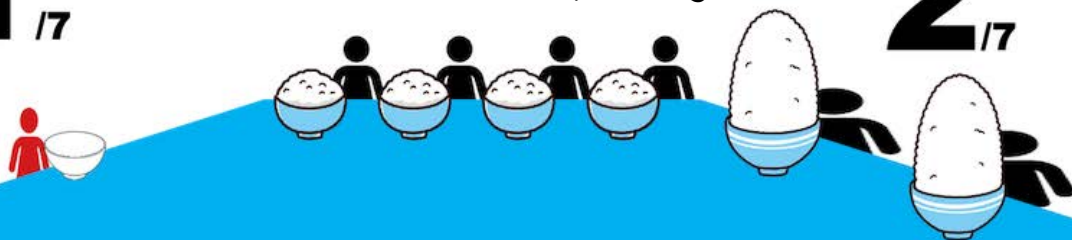
Understand **Why** We Do the ONIGIRI ACTION Campaign

## While about 1 billion go hungry,

2 billion suffer from obesity and other health issues related to unhealthy eating.

1 /7

2 /7



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

**40**  
million

In 2017, 40 million people struggled with hunger in the United States.

1 in 6 American children may not know where their next meal is coming from.

1 /6

Feeding America. "Facts About Child Hunger in America." Feeding America, 2017. Web accessed June 18, 2019.



## What can we do?



### 25¢ donation makes children's future bright!

25¢ can provide a healthier school meal full of fresh fruits and vegetables to a student in the US  
25¢ can provide a healthy school meal to one student in Africa

### School lunch is critical to health and academic performance

# ONIGIRI ACTION

STEP 3

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

The goal of ONIGIRI ACTION is

**to make people post as many  
#OnigiriAction Photos  
as possible on the campaign website or social media.**



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



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

2018's ONIGIRI ACTION Campaign resulted in

**201,023 #OnigiriAction photos** submitted

and **1,056,000 school meals** delivered!

That gave **5,200 children** access

to **healthy school lunches** for 1 year.

In 2019, we are also aiming to get more than  
**200,000 #OnigiriAction Photos**

# ONIGIRI ACTION

STEP 4

## How to Get Involved in the ONIGIRI ACTION Campaign

To get more #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!

## What is Counted as a #OnigiriAction Photo

### Real Onigiri



What ever 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

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

### Artwork



Illustration, drawing, painting, collage, etc.

## All these onigiri-related photos are counted!

ONIGIRI ACTION 

POST!

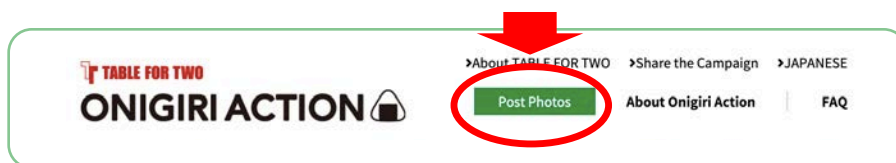
## When &amp; Where to Post #OnigiriAction Photos

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

The 2019 campaign site will open before the campaign starts.

You can post your photos **from 7th Oct until 20th Nov**.

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 between **7th Oct ~20th Nov** are valid. (Instagram/Facebook/Twitter)

Get more likes by tagging or mentioning us!



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



[tablefor2\\_usa](https://www.instagram.com/tablefor2_usa)



[tablefor2\\_usa](https://twitter.com/tablefor2_usa)

## FAQ

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

A. When you post your photos on Facebook, Twitter, or Instagram, simply include #OnigiriAction. That's it! Every photo you post with #OnigiriAction will provide a school meal. 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

FOLLOW!

*Why* Social Media is so Important

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

Because our **generous sponsors** contribute donations to fund this campaign.

The **more attention** the campaign gets on social media, the **more generous sponsors** will join us next year!

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



 Instagram  
[tablefor2\\_usa](https://www.instagram.com/tablefor2_usa)



 Twitter  
[tablefor2\\_usa](https://twitter.com/tablefor2_usa)



Follow #OnigiriAction and like/share #OnigiriAction photos!

**Your action helps!**



# ONIGIRI ACTION

SHARE!

**How** to Get Others Involved

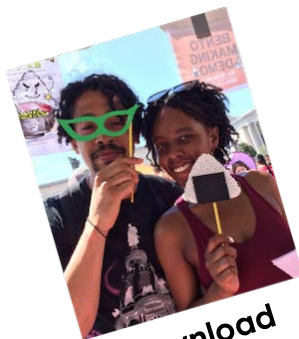
## Please become our **ambassadors!**

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 be 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.

You can download materials for your event

- [Onigiri Action Classroom Slides](#)  
(Including onigiri recipe & making video)
- [Video material](#)  
(explaining the culture of rice and onigiri in Japan)

## How we support your event

Let us know once you set the date & content of the event. We will support you by giving tips, publicizing your events through our online media, and sharing the knowledge & materials we have.

# ONIGIRI ACTION

ORGANIZE!

## Examples of Implemented 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 to 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 prepared 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 (including 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, could be adapted to other levels)

**Onigiri Fundraising**

- Since the students were not allowed to make onigiri at schools, volunteer parents made onigiri and students took photos with the onigiri and ate 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 its 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!**

## FAQ for Organizing Event

### Q. Can I get financial support?

A. Please understand that we don't have budget to fund your event nor offer cooking ingredients. Fundraising will be a part of your event planning. You may collect a participation fee from the participants 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 small honorarium and travel expense for an instructor. Please consult us if you are looking for onigiri making instructors. Almost every Japanese know how to make onigiri, so you may ask a Japanese around you to have a class. Otherwise, you can also teach a class using Onigiri Action Classroom Slides!

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

A. No, you do not. You can organize your event by yourself and it is not necessary to report/register the events. However, we will support you with helpful planning tips, marketing on our online media, and offering our experience or any items we may have to offer.

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

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., 12 million American children (One sixth of the total US child population) live in food insecure households. **TABLE FOR TWO USA rights 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 a school meal to children in need.

We also run the "Wa-Shokuiku: Learn. Cook. Eat Japanese!" program. It offers a 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!

Before you start cooking, download "onigiri recipe.pdf" for details !

Watch "How To Make Onigiri" Video!

<http://bit.ly/OnigiriVideo>

Download Onigiri Recipe!

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

1 TABLE FOR TWO

# 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

ONIGIRI PROPS Vol.2



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

