

# ONIGIRI ACTION

CHANGE THE WORLD WITH "ONIGIRI" RICE BALLS



## 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 launch the ONIGIRI ACTION campaign every fall around October.

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



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



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



and

**check out our website!**



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

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

# ONIGIRI ACTION

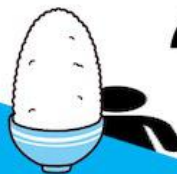
STEP 2

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

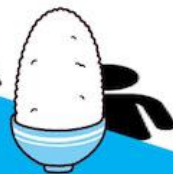
## While about 1 billion go hungry,

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.**



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

Since its launch in 2015,  
**ONIGIRI ACTION Campaign has provided  
6.8 millions 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 2019 held at the Prime Minister's Office.



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

**Your support makes more children happy!**

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 & Where to Post #OnigiriAction Photos

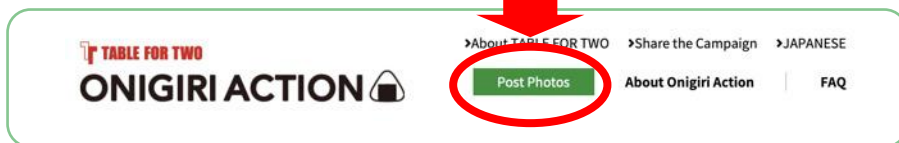
Please post your photos **during the campaign**

\*The campaign period changes every year (around October)

### 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 **Twitter** 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, 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

POST!

2021 USA CAMPAIGN THEME!

## "Unite the States with ONIGIRI"

### Post onigiri photos with #OnigiriAction + #StateOnigiri

This year we want to spread Onigiri Action across the country with posts from every state to increase participation and have fun with creative onigiri to bring even more school meals to children in need.

**SHOW YOUR STATE PRIDE & SPREAD #ONIGIRI ACTION ACROSS THE COUNTRY!**

**Padres Onigiri**  
#OnigiriAction  
#StateOnigiri  
#CA

**Spam Onigiri**  
#OnigiriAction  
#StateOnigiri  
#HI

**Chicago Onigiri**  
Chicago Bear!

**Maryland Onigiri**  
Old bay!

**Everything Bagel Onigiri**  
#OnigiriAction  
#StateOnigiri  
#NY

**Capital Onigiri**  
#OnigiriAction  
#StateOnigiri  
#DC

## What is "State Onigiri"?

Any picture of a rice ball associated with a certain state in the United States can be posted as "State Onigiri". See the examples below. The state doesn't have to be the one you currently live in, but can be any state that is close to your heart!

Ex.1: Make onigiri with special ingredients famous from your state (i.e. NY bagel onigiri, Maine lobster onigiri)

Ex.2: Take a photo of onigiri at a state landmark (i.e. ballpark, state capitol)

Ex.3: Take a photo of onigiri with an iconic symbol from your state

(include photo of onigiri with an SD Padres outfit or on a surfboard)



# 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

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)



Scan me



Instagram

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



Scan me



Twitter

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



Scan me

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

**Your action helps!**

# 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)

[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 & content of the event.  
We will share the tips of holding online events, the knowledge & 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 go 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 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. You can organize your event by yourself and it is not necessary to report/register the events. We will give you helpful planning tips and presentation materials, etc. Please register your organization from the link below for more information.

**Question? [Contact us!](mailto:contact@tablefor2.org)**  
[contact@tablefor2.org](mailto:contact@tablefor2.org)

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

# 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.



Various colors and styles!



For your team!



Pullover Hoodie  
\$37.00



Women's Slim-Fit Tee  
\$25.00



Youth Unisex Tee  
\$22.00



Crewneck Sweatshirt  
\$35.00

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.

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 Americans 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!

Watch "How To Make Onigiri" Video!

<http://bit.ly/OnigiriVideo>

Download Onigiri Recipe for details!

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

TABLE FOR TWO

# ONIGIRI ACTION

Zoom Background

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

## Download Zoom Background!

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



[Zoom Background A](#)



[Zoom Background B](#)



[Zoom Background C](#)

## Download Snap Camera Lenses!

For snap camera: Copy lens links below and paste it into the search bar in Snap Camera.

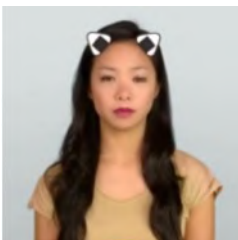
[How do I use Snap Camera with Zoom?](#)

For Snapchat: Scan Snapcodes below!

[How to scan a Snapcodes?](#)



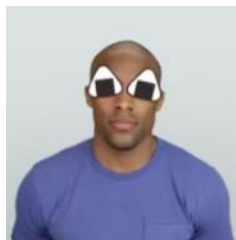
OnigiriAction Ear  
by Table For Two



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



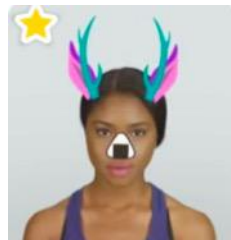
OnigiriAction Eye  
by Table For Two



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



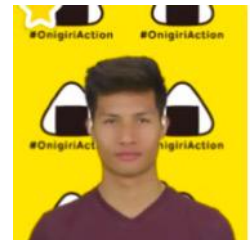
OnigiriAction Nose  
by Table For Two



<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=f109416cfa044beb8cfc4765b9b422e38&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

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



# POST YOUR ONIGIRI PHOTOS with #OnigiriAction

Rice balls are called "ONIGIRI" in Japanese

2022.10.6 - 11.6



**TAKE ACTION NOW!**

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



Upload your photo on our website: [onigiri-action.com/en](https://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 donate five school meals to children in need.