

# ANNUAL REPORT 2015

– Order For One. Feed Two. And Help the World Eat Better. –

# Contents

1. About TABLE FOR TWO
2. TABLE FOR TWO Program
3. School Meal Program
4. About the Organization



## TABLE FOR TWO International

**Director Masa Kogure**

Thank you very much for your continuing participation and cooperation in the activities of TABLE FOR TWO (TFT). On behalf of the directors and the administrators, we express our heartfelt gratitude. In 2015, TFT's activities have been recognized worldwide, and it has been a year of accelerated and full-fledged global expansion. With the theme 'Feeding the Planet, Energy for Life' at the International Exposition in Milan, TFT was introduced as: "Japan's actions to resolve the global food imbalance". The expo presented an opportunity to introduce TFT to a global audience.

We are taking on new challenges at the locations where we support food and nutrition related projects. In partnership with Italy's Slow Food organization, we have started to develop vegetable gardens and technical guidance for sustainable food production in poor areas of Africa. Through these vegetable gardens, we intend to support the independence of local residents. In 2016, TFT will accelerate the pace of its activities. As we continue with our mission, we express our sincere thanks and hope for your continued support.



A close-up photograph of a young child with dark skin, smiling broadly and showing their teeth. The child is wearing a green knitted sweater and is holding a bright orange plastic cup. The background is slightly blurred, showing a wooden chair and other people in a room.

# 1

## About TABLE FOR TWO

In a world population of seven billion, one billion people are suffering from hunger and poverty, while two billion people are suffering from obesity and the other health issues – related to unhealthy eating. In order to eliminate this food imbalance, TABLE FOR TWO (TFT) began in Japan as a social project aimed at simultaneously improving the health of people in both developing and developed countries.

TFT partners with corporations, schools, restaurants and consumer product companies, designating a healthy, slightly low calorie “TFT Meal”. For every “TFT Meal” sold, \$0.25 is donated to provide one school meal in areas of need throughout the world. By expanding TFT at home and abroad, we’ll help to eliminate world hunger, malnutrition, and obesity and lifestyle-related diseases.

# History of TABLE FOR TWO

The TABLE FOR TWO program was founded in the autumn of 2007 and launched in 2008. It has been growing year after year with the support and cooperation of people around the global.

## Member Organizations

2008



2015



**102 → 647**

The number of new organizations joining TFT has been growing annually so that by the end of 2015 we had 647 members. Initially TFT was mainly in metropolitan areas, but now it is spreading to every region. And within each corporation the number of sites introducing the TFT program is also increasing.

## Number of participants



**320,000  
→ 7millions  
(annually)**

As of the end of 2015, more than 7 million people per year purchased TFT meals. In employee cafeterias and restaurants, supermarkets, and through online sales, etc.,

## Overseas expansion

2008



2015



**1 → 14**

TFT is a social action program that started in Japan and has gradually spread all over the world. As of 2015, we have expanded outside of Japan to 14 countries where we are doing unique activities tailored to each country and region.



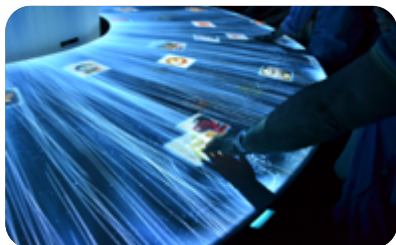
# T History of TABLE FOR TWO

## [ 2015 International Conference]



### Milan Expo – Japan Pavilion

Introduction and symposium held in the exhibition section



TFT's activities were introduced at the International Exposition in Milan, Italy from May to October 2015. With the Expo's theme of 'Feeding the planet, energy for life', our exhibition at the Japan pavilion was one of Japan's leading food-related programs. We also held a symposium in the pavilion where we invited experts on food and agriculture to present their work.

### World Economic Forum



At the World Economic Forum, the TFT program and activities were introduced during the lunch session to leaders from around the world. In August of the same year at the Young Global Leaders Annual General Meeting, lively discussions by participating groups took place on expanding TFT activities internationally.

## [ Awards ]

### 2014

2014 World Service Medal by Kiwanis International



Kiwanis World Service Medal was established in 1985 to recognize individuals who devote a significant part of their lives to meeting the needs of others. Previous winners have included Mother Teresa and Audrey Hepburn.

### 2013

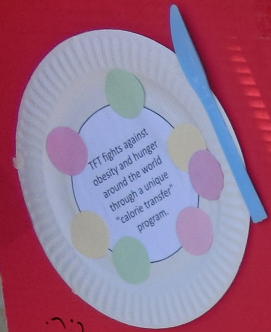
- Japan Fundraising Award
- Nikkei Social Initiative Awards "International Sector Award"
- THE ASIAN AWARDS  
Selected as Asia's No.1 social entrepreneur
- Sustainable Entrepreneur Award  
"Lifestyle & Culture sector"



### 2012

- Schwab Foundation "Social Entrepreneur of the Year 2011"
- Japan Innovator Awards
- iPhone App "TableForTwo" "Good Design Award 2012"





# TABLE FOR TWO

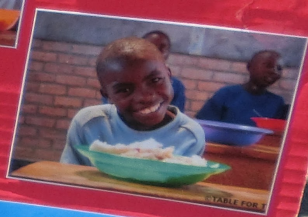
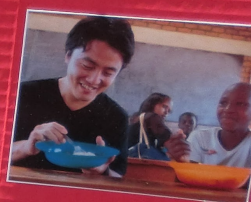
Delicious & Healthy!

tasty! energized!

TFT PARTNER RESTAURANTS



TFT's Healthy Meal Guidelines:  
**Calories:** 750-950 kcal, which is one-third of the 2250-2800 kcal recommended daily caloric intake set forth by the USDA.  
**Balance:** Meals containing whole grains, vegetables and fruits, and avoiding partially hydrogenated oils and processed meats, and limiting sodium, sugar, and refined carbohydrates.



# 2

## TABLE FOR TWO Program

TABLE FOR TWO aims to eliminate the challenges of obesity and hunger that the world is currently facing. We are promoting a simple program that does two things at once: recommending healthy menus and helping developing countries by providing school lunches. We started in Japan in 2007 and expanded to 14 countries (including Japan) across the globe. Approximately 700 companies and organizations in Japan and abroad have joined us so far.



# Program Introduction Example – Company Cafeterias

We develop a healthy menu in each company using only seasonal ingredients; we inform people of the TFT program through the creation of displays and posters; and we make efforts to encourage employees to choose the TFT target menu.



## Toyota Motor Corporation

TFT was introduced in all 64 company cafeterias in May 2015, and more than 80,000 employees were encouraged to participate.



## Ebara Corporation

A traveling exhibition of photo panels (on loan from TFT) was brought to the cafeterias at four sites.



## Toyota Tsusho Corporation

An exhibit of the TFT-supported projects in Africa was presented for employees. Photos of African children with school meals were exhibited



## NGK Insulators

All of the employees are acting as TFT ambassadors, and have made original triangular table tent cards.



## Tokyo Electron Ltd

Donations to TFT came from sales at the salad bar, which is prepared with 12 different kinds of fresh vegetables every day.

### TFT Healthy Menu Guideline

#### 1. The calories of one meal is lower than the standard\*

- A canteen of a workplace mainly of desk work : 680-800kcal
- A canteen of a factory or a workplace requiring physical movement : 720-870kcal

#### 2. Well balanced nutrition

#### 3. Includes a lot of vegetables

\*Refer to "Dietary Reference Intakes for Japanese (2010)" set by the Minister of Health, Labor, and Welfare. It may vary depending on the amount of exercise during the day.



# T Program Introduction Examples – North America –



TFT USA co-organized with New York's Japan society a talk by Professor Jeffrey Sachs on Sustainable Development goals. More than 100 people attended the event where TFT provides a healthy meal.



TFT partnered with Calbee North America to conduct a nationwide campaign for a second year. Healthy snacks made from green peas (Harvest Snaps) were distributed free of charge to events and schools across the country. Calbee North America donated 25 cents to TFT per bag distributed, providing a total of 79,920 school meals to children in need.



With Bento Cafe, TFT's partner in New York, we introduced a new type of lunch box called 'Bento On Demand' where people can make healthy TFT choices of their favorite ingredients from among the items that are offered daily.



In the New York office of MUFG (Mitsubishi UFJ Financial Group), more than 20 TFT healthy snack vending machines have been installed.



Marukome America's TFT version of its miso soup machine was introduced. A portion of the sales will be donated to TFT. In addition, TFT can receive donations through the sale of Marukome's miso soup at employee cafeterias and restaurants.



TFT received a donation of \$1 per serving of okonomiyaki (savory pancakes) from Otafuku that were sold at events in California and New York.



TFT participated in large-scale events such as Earth Day, Japan Day and the Japan Block Fair in New York City.



Ten thousand school officials from across the country attended the NCEA (National Catholic Educational Association) conference where TFT had an exhibit. Following the conference, 50 schools initiated TFT activities.



TFT founder Masa Kogure received the World Service Medal from Kiwanis International at their annual convention. More than 30 Kiwanis clubs throughout the country are now working with TFT.



At the New Year Festival sponsored by the Japan Chamber of Commerce in Washington DC, TFT participated with TFT partner restaurants.

# Program Introduction Examples – Asia and Oceania –

## Vietnam



Domestically in Vietnam, Japanese restaurants are participating in the TFT program. In addition, we exhibited at Volunteer Day and expanded public relations activities. Donations raised in Vietnam are devoted to lunch programs in Vietnam.

## Hong Kong



In Hong Kong, many restaurants are participating in TFT activities. In addition to the introduction of a healthy menu that uses plenty of vegetables and reduces the amounts of rice and noodles, efforts are being made to expand donations. Donations solicited in Hong Kong are dedicated to providing lunches in poor areas of the western part of mainland China.

## Korea



In addition to the TFT program in cafeterias and restaurants, the younger generation is focusing on holding events that build awareness of the importance of a healthy diet, as well as seeking donations for school lunch support in Africa.

## Australia



At a Japanese restaurant in Melbourne, a healthy seaweed salad has been added to the menu that provides a donation to TFT. As part of the World Food Day campaign, the number of restaurants that include rice balls on the menu has also increased, and the range of activities is expanding.

# T Program Introduction Examples – Europe and the Middle East –

## Norway



The TFT program has been introduced at the employee cafeteria of a university hospital. The healthy menu contributes to maintaining the health of health care workers with irregular working hours.

## Switzerland



The TFT program has been introduced in the cafeteria of the World Economic Forum headquarters. In addition, a Davos hotel started the TFT program of providing a healthy menu item, the sale of which provides a donation to TFT.

## Germany



TFT held an event for World Food Day and encouraged participation in the 'Onigiri!' (rice balls) campaign.

## Middle East



The TFT program has been adopted as part of an employee health improvement program. Donations from the Middle East region are dedicated to Jordan's support for Syrian refugees.

\* Food assistance to Syrian refugees in Jordan is a program implemented by the United Nations World Food Program (WFP). TFT is supporting this program through a fund-raising agreement with the UNWFP.



# 1 “Change the world with Onigiri (rice balls)!” Social Action

Rice balls are one of Japan’s traditional foods which parents give to their children and grandmothers make for their grandchildren, and through them we were able to deliver warm meals to children in Africa and Asia. From Japan and around the world 5,488 onigiri photos were posted which could deliver over 25,000 school lunches.



Eat Onigiri!  
And take photos!



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

THANK YOU!



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

## Participation in Company Cafeterias



### Bosch Corporation

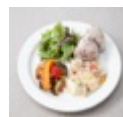
TFT received cafeteria donations from the sales of tempura shrimp rice balls. Some employees made handmade rice balls with their own logo.



### Mitsui & Co., Ltd.

PR support with photo panels and DVD; donations from the sale of rice balls.

## Onigiri Action Sponsor Companies



Café Meal MUJI



＊はくばく



楽R天レシビ

# **“Change the world with Onigiri (rice balls)!” Social Action**

During the Onigiri Action, many events were organized.

**Japan Block Fair in NYC**



**Ambassador Sasae in DC**



**Japan Foundation/JETRO**



**Elementary students in NJ**



**Udemy in San Francisco**



**Japan Society in DC**







# 3

## School Meal Program

By having a TFT healthy menu item in a developed country, a participant helps to provide a warm school meal in African or Asian countries. In African and Asian countries, school meals are important for children. They are not only helping children to maintain good health, but also helping them to start school. Satisfied children will be able to focus more on their classes. Furthermore, running the school meals program has been helping adults realize the importance of education and nutrition in the local community.



# T School Meal Program in Africa and Asia



## School Meal Program - In the Meantime

Since it was established in 2007, TFT has provided 37,738,576 warm and nutritious meals to children in African and Asian countries. (At the end of 2015)

During 2015, approximately 6.26 million school meals were provided. It can be said that about 30,800 children had school meals for a year.

Amount of donated meals TFT has delivered



Schools and Meals TFT has delivered (as of 2015)

	Areas	Schools	Meals TFT has delivered (per day)
Primary School	Ethiopia	25	17,500
	Tanzania	17	9,000
	Rwanda	2	1,880
	Philippines	1	150
	Vietnam	2	65
	China	1	250
Kinder-garden	Kenya	2	320
	Rwanda	9	981

## School Meals in The Philippines

A grade school supported by TFT provides nutritious school meals made with ingredients from a school garden or traditional local vegetables to children diagnosed with malnutrition. In the picture, eggplant, pork, fried moringa, Chinese cabbage, beef soup, rice, banana, and coconut juice.



## School Meals in Ethiopia

A grade school near Addis Ababa, the capital city of Ethiopia, provides school meals to about 1,000 children. Nutrient dense ingredients are chosen for school meals. *Injera* made out of a grain called *teff* which is produced in Ethiopia, wheat, and beans are introduced to school meals.



# Impacts of School Meals

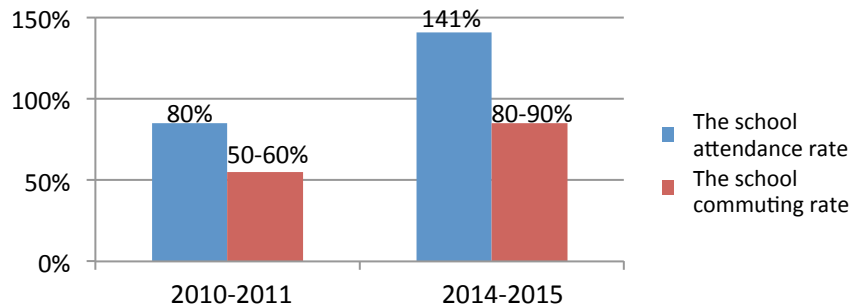
## Short Term Effects

### Creating Educational Access

It is not easy for children to go to school and study, when they live under conditions where it is difficult to obtain enough food. They and their family's first priority is to raise and consume crops. The provision of meals will enable children to start schooling, and as a result, they will be able to enjoy the opportunity of "education", which is the power to get out of poverty.



Example : Mbola Village, Tanzania



The enrollment rate exceeds 100%. The enrollment is higher than the number of students presumed to enroll due to the enrollment of children who did not previously enroll at the normal enrollment age or due to the enrollment of children from neighboring villages.

### Improving Health

The food supplied by TFT accounts for nutritional value and caloric content to ensure that even a single meal can sustain children throughout a day. We are supporting the health of children in the growing period by providing locally grown nutritious vegetables and animal protein which may be difficult to have at home.



## Mid-Long Term Impact

### Opportunity to Improve Academic Ability

Before the provision of school meals, even if children went to school, they were not able to concentrate on the class because they were hungry. As a result, they could not always learn enough and sometimes dropped out of school. By providing school meals, satisfied children can focus more on their classes.

In the grade schools supported by TFT, the number of students who drop out of the school has decreased significantly since the school meals program started.

As a result of continuing education studies, the passing rate of grade school graduation exams has increased, and the number of children entering secondary education has begun to increase.



### Change of Awareness of Parents and Locals

The school meals programs have an impact on children's parents and people living in the community.

The local residents and the school cooperate with each other in cooking and serving meals as well as maintaining and managing the school meals program. Parents and locals feel that a diet with nutritional value will have tremendous impact on children through running the school meals program.

In the kindergartens supported by the TFT, meetings for the local residents are held twice weekly, and those who voluntarily participate discuss specific challenges of the lunch program.



# Support for Sustainability

## ■ Provision of Ingredients at School Vegetable Garden

Many grade schools supported by TFT have a vegetable garden. In addition to cereals including potatoes and beans, various crops such as carrots, tomatoes, leaf vegetables are grown and are used for school meals. It is expected that the increase in the harvest at the vegetable garden will reduce the frequency and costs of buying ingredients and will allow to sell surplus crops. In addition, children have opportunities to learn about agriculture by running vegetable gardens.



In the case of the Philippines, students participating in school meals program manage the vegetable garden in turn. Furthermore, grade 5th and 6th students and their parents participate in agricultural lessons held twice a month and learn how to grow vegetables so that they can use at home what they have learned in the school vegetable garden at home.



## ■ Contribution from the community

In order to operate school meals program, cooperation from the local community is essential. We are maintaining and operating a school feeding program in which the local community is integrated by not only giving hands for cooking but also sharing the financial burden of the food supply and providing ingredients and firewood.



## ■ Aiming to Secure Sustainable Food Ingredients

In Zanzibar, Tanzania, "Home Grown School Feeding Program" (HGSFP) links local agricultural production and the school meals program with the use of locally produced ingredients as much as possible. HGSFP introduced the "orange sweet potato", a variety of the sweet potato with a high content of vitamin A, to local farmers and supports them to cultivate it. As part of the school meals program, grown orange sweet potatoes are purchased from the local farmers and are used as ingredients for school meals. Through HGSFP, we not only provide meals to supplement the deficient micronutrients to children but also create stable supply markets for local farmers.



# 1 Voice from the Field



**"The health condition of the children has greatly improved by the school meals program. Many of them gained weight and approached a healthy weight."**

(Venus - School nurse, Ethiopia)



**"Thanks to school meals, I am having fun school life everyday. My older brother couldn't have school meals when he attended school, so I think I am lucky."**

(Zaire / Student, Rwanda)



**"I have 8 family members; my father, and seven siblings. My breakfast is always only an egg but school lunch is delightful because I can eat a full stomach. In the future, I would like to be a kind person."**

(Elon - Student, The Philippines)



**"Since the school meals program started, I have been able to attend classes properly. I am grateful to all of you who have made this school meals program possible."**

(Akilu - Student, Ethiopia)



**"Children who eat properly in the school meals program increase concentration, enabling us to have longer classes. Students' grades have improved by about 20% compared to the ones before the school meals started. I feel happy when they do their best when studying."**

(Vincent - Teacher, Rwanda)



**"Before we started the school meals program, the children were thin and weak, but their face have brightened up since we started the program."**

(Netsanet - Teacher, Ethiopia)

# 1 School Meal Program in the U.S.

- In the U.S., 15.5 million Americans children (One fifth of the total US child population) live in food insecure households.
- Those who live in food insecurity have a higher risk of obesity due to a lack of healthy food.
- TFT USA started to provide healthier lunches to local students in need. 25 cents can help to upgrade a school meal to healthier with fresh fruits and vegetables.

## What can we do with 25 cents in the US?



A monthly menu at a school in low income neighborhood in NYC

Healthier



### How different?

- Meals are prepared fresh, daily
- Fresh, fruits and vegetables provided daily
- No deep frying
- Reduced fat, sugar, and sodium. No chocolate milk or sugary snacks.
- No artificial colors, flavors or preservatives
- Kid-inspired recipes

# 4

## About Organization





# About the Organization

---

Official Name TABLE FOR TWO International  
Founding Date 24<sup>th</sup> October, 2007  
Classification Certified Non-Profit Organisation Under Article 66-11-2, Line 3 of the Special Taxation Law (Date of Certification: 16<sup>th</sup> January, 2010)  
Website URL <http://jp.tablefor2.org/>

Executive Director Masahisa Kogure  
Keiichiro Asao — Member of the House of Representatives  
Kumi Fujisawa — Co-Founder of SophiaBank  
Chikara Funabashi — Chairman of WiLL Seed Co. Lt  
Shokei Suda — President of Enigmo Inc.  
Motohisa Furukawa — Member of the House of representatives  
Hiroshige Seko — Member of the House of Councillors  
Kohei Takashima — President of Oisix Inc.  
Matsuda Kouta — Member of the House of Councillors

Controller Nobuyuki Watanabe — Attorney at TMI Associates  
Office Head Michiko Ando  
Accounting Period End 31<sup>st</sup> December

**【Summary of Activities】** TFT is a social enterprise founded in Japan which seeks to simultaneously address hunger in developing countries and obesity (and other lifestyle-related diseases) in the developed world. This is accomplished through the provision of healthy meals in the developed world, with donations used to provide school meals in developing countries.

**【Countries Supported】** Ethiopia, Kenya, Tanzania, Rwanda, Uganda, Philippines

**【Participating Organization】** 647 Corporations and Organization (Japan only; as of December 31st, 2015)

**【Programs】**

1. Corporate cafeteria program
2. Restaurant/ Retail program
3. Café/ Drink program
4. Programs for other food products
5. Programs to raise awareness of the global food imbalance

# TABLE FOR TWO International - Financial Statements 2015

## ◆ Statement of Activities

January 1, 2015 ~ December 31, 2015  
(Unit : USD)

	Unrestricted	Restricted	Total
<b>Ordinary Revenue</b>			
Membership fees	249	-	249
Contributions for admin and general	10,325	-	10,325
Grants revenue	-	26,377	26,377
Donations received	269,922	1,079,690	1,349,612
Income from development activities	4,616	-	4,616
Miscellaneous income	261	-	261
Net assets released from restrictions	830,022	-830,022	-
<b>Total revenue</b>	<b>1,115,395</b>	<b>276,045</b>	<b>1,391,440</b>
<b>Ordinary Expenses</b>			
Contributions	779,173	-	779,173
Personnel expenses/professional fees	281,136	-	281,136
Office expenses	24,850	-	24,850
General operating expenses	27,068	-	27,068
Other expenses	7,566	-	7,566
<b>Total ordinary expenses</b>	<b>1,119,794</b>	<b>-</b>	<b>1,119,794</b>
<b>Net change in net assets</b>	<b>-4,399</b>	<b>276,045</b>	<b>271,646</b>
<b>Net assets at the beginning of the year</b>	<b>240,087</b>	<b>1,028,212</b>	<b>1,268,299</b>
<b>Net assets at the end of the year</b>	<b>235,689</b>	<b>1,304,257</b>	<b>1,539,946</b>

## ◆ Statement of Financial Position

As of December 31, 2015  
(Unit : USD)

Assets	USD	Liabilities and net assets	USD
<b>Assets</b>		<b>Liabilities</b>	
<b>Current assets</b>		<b>Current liabilities</b>	
Cash & deposits	346,054	Accounts payable	4,021
Prepaid expenses	1,701	Accrued expenses	19,733
Advanced payment	806	Deposits received	7,034
Promises to give	1,304,257	<b>Total current liabilities</b>	<b>30,788</b>
<b>Total current assets</b>	<b>1,652,818</b>	<b>Fixed liabilities</b>	
<b>Fixed assets</b>		Long-term debt	87,057
Lease deposits	4,973	<b>Total fixed liabilities</b>	<b>87,057</b>
<b>Total fixed assets</b>	<b>4,973</b>	<b>Total liabilities</b>	<b>117,845</b>
		<b>Net assets</b>	
		Total restricted net assets	1,304,257
		Unrestricted net assets	235,689
		<b>Total net assets</b>	<b>1,539,946</b>
<b>Total assets</b>	<b>1,657,791</b>	<b>Total liabilities and net assets</b>	<b>1,657,791</b>