



September 15, 2013

Dear Food Literacy Friend,

Wow! A whole year has gone by—and we have reason to celebrate. This month, California Food Literacy Center celebrates its one year anniversary as a 501c3 nonprofit. You believed in our vision from the very beginning. Thank you for being so visionary! On behalf of the children we serve, I'm sending you a big broccoli hug of gratitude. With your help, they are learning to eat smart!

In lieu of a big, fancy annual report, we're putting your money to good use on programs. Below are our annual highlights. I think you'll be impressed by how far we've come!

January 1 to December 31, 2012

Closed fiscal year with \$41,194.96

Entered school year with 13 lessons written

Had one volunteer helping teach classes

Served 120 low-income kids per week

Passed Food Literacy Month resolution statewide

Amber earned 40 Under 40 Award

Had 3 board members

Had no staff

January 1 to December 31, 2013

To date have raised \$53,307.38 (on target to raise over \$80K)

Have 32 lessons in our curriculum

Created Food Literacy Academy & trained 20 teachers, and have 60 active volunteers

Served 2,400 kids already this year

Passed resolution in Yolo & Sacramento Counties & City of Sacramento

Amber named Food Revolution Hero by Jamie Oliver Foundation

Have 8 board members with 100% board giving

Hired our founder as our first executive director

Our kids are improving, too!

- 70% of the kids we teach go home and ask for the foods they've tasted in class, including broccoli, celery and oranges.
- 92% of K-1st grade students say healthy food tastes good after completing our food literacy education. (When we first started our classes, less than 20% of kids believed healthy food could taste good.)
- 88% of children understand how to read a nutrition label after attending our classes.

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CaliforniaFoodLiteracy.org



Beets & Fava Beans: A True Food Literacy Tale

Third grader Matthew wants to be a farmer and a chef when he grows up, and he loves food literacy class! With each class, Matthew's interest grows. If we have extra produce, he puts one in his backpack for later. He tastes every new vegetable and encourages his classmates to do the same.

Studies show that low-income urban parents are reluctant to be involved in their children's education for reasons including lack of time, transportation, childcare, etc. Matthew's family reflects many of these same barriers. His mom is a single mother who works as a nurse while putting herself through school to earn a higher degree. Yet, she is a shining example of an engaged parent. When we first met, Matthew was leading her across the room to meet us.

"Your class is so important to Matthew," she told us. "He never stops talking about food literacy."

We held a volunteer day at Feeding Crane Farms this spring. Matthew's mom brought Matthew. He was the only student in our class of 120 who came. From 10 in the morning until 3 in the afternoon, Matthew pulled weeds, hauled tools and harvested fava beans, grinning from ear to ear the entire day.

Farm staffer Paul Poore is a trained chef and farmer. He also graduated our Food Literacy Academy. He took Matthew under his wing during his day on the farm, helping him complete his farm chores, and let him stand first in line to taste the farm-fresh meal. One dish included a kale and beet salad. Matthew had never tasted beets before, but when Paul offered him a taste, Matthew didn't hesitate. As he bit into his first beet, a giant smile spread across his face.

"Can I have more?" he asked. We look forward to having Matthew back in food literacy class again this year.

Our program not only affects the children we teach, but we've also made an impact on the school. Teachers from the school have lost weight, the cafeteria manager started serving healthier menu items, and teachers stopped offering cookies as rewards when food literacy is present.

Thank you!

As we celebrate another year of food literacy successes, we also celebrate YOU! This work is not possible without the support of our community. Thank you for being so engaged, for giving from the heart, and for making our kids a priority in your life. May your kindness return to you again and again!

With watermelon smiles,

A handwritten signature in black ink, appearing to read "Amber", with a horizontal line underneath.

Amber

Founding Executive Director