



## *Annual Report 2017*

Our mission is to inspire kids to eat their vegetables.  
We teach low-income elementary children cooking and  
nutrition to improve our health, community and environment.

# Nopales Notes from the CEO & Chief Food Genius



Kids and carrots really can change the world! At Food Literacy Center, we focus on something positive that kids can successfully change themselves. It's important, because the statistics are dire: 40% of local kids face childhood obesity, while 1 in 3 suffers from type two diabetes. These preventable, chronic diseases can set families back financially, cause absenteeism, and weaken scholastic achievement. At Food Literacy Center, we empower children with the solution: eating their vegetables.

It sounds too simple to hold so much power, but there really is a revolution in each rutabaga! A healthy child performs better in school and requires fewer costly visits to the doctor. The children we reach show us how powerful they are. They're making healthy choices and building habits that offer long-term protection.

While our kids are doing their part by eating their veggies, we're doing our part to get this solution to more students. This year, we graduated our 101st Food Genius and completed our second year running a federal AmeriCorps program, improving our classes significantly. Our 15+ AmeriCorps members serve as classroom instructors. They reached 13 schools and 1,600 unique children every week this year!

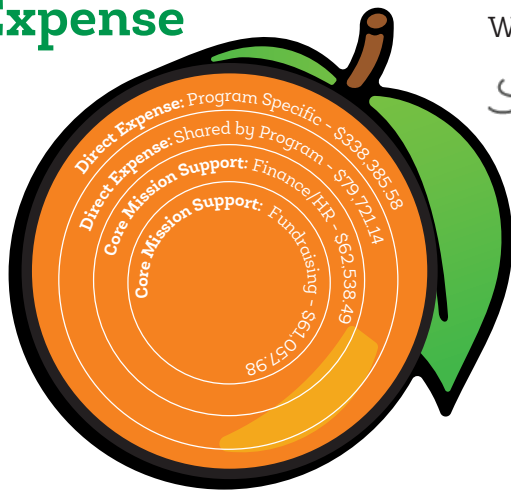
The rhubarb revolution is here. Thank you for being a critical part of it! Please take a moment to reflect on the successes we achieved together this year. Then, we'll roll up our sleeves and grab the celery sticks—we still have more kids to reach!

With sweet potato power,

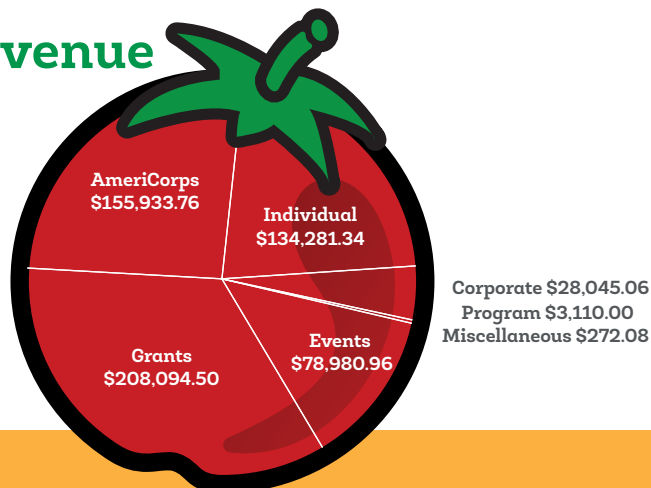
*Amber*

*It sounds too simple to hold so much power, but there really is a revolution in each rutabaga!*

## Expense



## Revenue



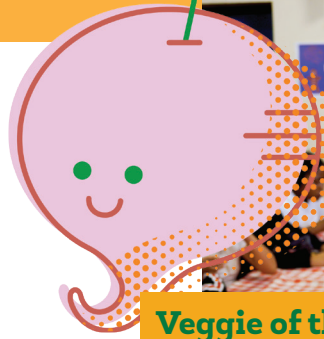
## 2017 BOARD OF DIRECTORS

- Amber K. Stott**, Founding Executive Director, Food Literacy Center
- Nicole Rogers**, Board Chair, Nugget Markets
- Dawnie Andrak**, Secretary, Local Roots Food Tours
- Justin Nordan**, Treasurer, EventBrite
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- Laura Braden-Quigley**, California Medical Association
- Megan Burritt**, Blue Apron
- Brian Collins**, Angel Hack
- Mike Dowd**, VSP Vision Care
- Jay Hansen**, SCUSD Board of Directors
- Stacey Kauffman**, Entercom Sacramento
- Greg Lucas**, California State Library
- Meghan Phillips**, The Honey Agency
- Stephen Ramazzini**, Wilke Fleury
- Megan Riggs**, Raley's
- Elena Ruiz**, Greater Sacramento Economic Council
- Josh Nelson**, Honorary Board Member, Selland Family Restaurants

# Jalapeño Highlights



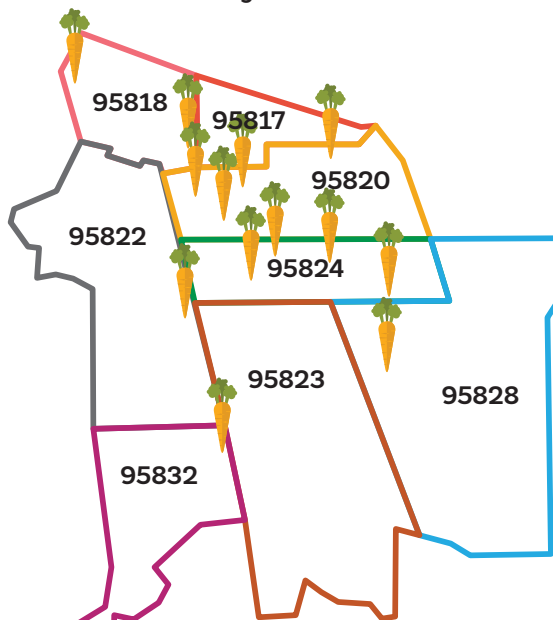
**Food Literacy Center  
Named California  
Nonprofit of the Year**



**Veggie of the Year Winner  
Beets, Chef Justine Kelly, Sun Basket**

## More Schools, More Kids, More Impact

In 2017-2018, Food Literacy Center continued to expand through Sacramento City Unified School District to reach kids with the highest need.



- Bret Harte Elementary School
- Camellia Elementary School
- David Reese Elementary School
- Ethel I. Baker Elementary School
- Ethel Phillips Elementary School
- Leataata Floyd Elementary School
- Oak Ridge Elementary School
- Pacific Elementary School
- Peter Burnett Elementary School
- St. Hope Public School
- Susan B. Anthony Elementary School
- Tahoe Elementary School
- Woodbine Elementary School

**277** Volunteers  
**2,452** Hours

School Year	# of Kids	# of Schools
2012-13	120	1
2013-14	380	3
2014-15	735	5
2015-16	850	8
2016-17	1,262	9
2017-18	1,600	13



**We have completed our second year running a federal AmeriCorps program with 15+ members serving 20,231 hours as classroom instructors.**



## Measuring Our Success

At Food Literacy Center we change knowledge, attitude and behavior towards healthy eating!

**79%** of students ask for fruits and veggies we have used in class (behavior)

**77%** have a positive attitude toward healthy food (attitude)

**93%** of students fearlessly tasted a new fruit or vegetable each week (behavior)

**95%** of the kids agree that healthy food tastes good (attitude)

**83%** can identify a vegetable (knowledge)



*"Mom, don't forget that I need both fruits and vegetables today!"*

## TOP FUNDERS



Dignity Health™

Raley's



## 2017 TOP FUNDERS

Members of the Food Literati sustain our grassroots efforts to inspire kids to eat their vegetables. We rely on supporters like you! Thanks to the following donors who supported Food Literacy Center between January 1, 2017 and December 31, 2017. For a list of in-kind donors, please visit [foodliteracycenter.org](http://foodliteracycenter.org).

### \$10,000 +

AmeriCorps  
California Rice Commission  
Dignity Health  
Kaiser Permanente  
Keller Family Pathway Fund  
Margaret Deterding Fund  
Raley's Family of Fine Stores  
The California Endowment  
UC Davis Health

### \$5,000 - \$9,999

Dawnie Andrak & Tim Bailey  
Anonymous  
Downtown Sacramento Foundation  
FNL Foundation  
Hall Wines  
Kelly Foundation  
Kramer Family Foundation  
NBC Universal  
PFund Family Foundation  
The Bank of America  
Charitable Foundation

### \$2,500 - \$4,999

Bailarin Cellars  
Natasha Baker & Andrew Shaw  
Elise Bauer  
Entercom Sacramento  
Fat City  
Gold River Wealth Advisors  
Marsha & Nick Ifurung  
Insight Coffee Roasters  
Local Roots Food Tours  
Sacramento Kings Foundation  
Selland Family Restaurants  
Sun & Soil Juice Company  
Teichert Foundation  
Visit Sacramento  
Whole Foods Market

### \$1,000 - \$2,499

AT&T California  
Capay Organic / Farm Fresh to You  
Confucius Institute, University of California Davis  
County of Sacramento, County Supervisor Patrick Kennedy  
Downtown Railyards Venture  
Lori Easterwood  
Catherine Enfield  
IBM  
Stacey & Galvin Kauffman  
Lucas Family Donor Fund  
Naturally Ella  
Nixon Peabody  
OneSpeed Pizza

Piatti Restaurant Company  
Sacramento Municipal Utilities District  
Sacramento Public Library  
Amber Stott & Brendan Belby  
Sutter Health  
Rob & Dana Sweetin  
The Burger Patch  
The Craig & Kathryn Hall Foundation  
The Richard & Kathleen Zacky Family Foundation  
The Waterboy  
United Way California Capital Region  
University of the Pacific, Master of Arts in Food Studies  
Women Lawyers of Sacramento Foundation

