



Celebrating FIVE YEARS

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

Celery Salutations from the CEO & Chief Food Genius



5 years! That's worth celery-brating!

We've grown tenfold from our humble beginnings serving 120 kids a week in South Sacramento's Oak Park neighborhood in 2012. This year, we served 1,200 students in low-income schools every week. That's no small potato!

Our growth and our grit are unprecedented. Our cost per student is only \$180--and we're serving 9 schools in five short years. Not only have we built a model that works, but we're also diligent with your dollars!

Two years in a row, the California Department of Public Health has named our nonprofit one of the state's top innovators in early childhood health interventions. We measure the change in knowledge, attitude and behavior of our students with data stretching back from 2012 to present.

We work with kids who have never seen broccoli or pears. They suffer from a 40% childhood obesity rate and other diet-related diseases. We're proud of our simple & elegant solution: inspiring kids to eat their vegetables.






None of this work would be possible without the community visionaries who have invested time, talent and treasure toward our mission.

THANK YOU, Sacramento! You're carrot tops!

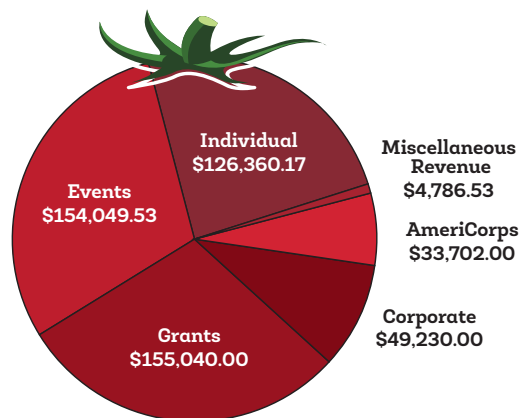
Amber

Financial information

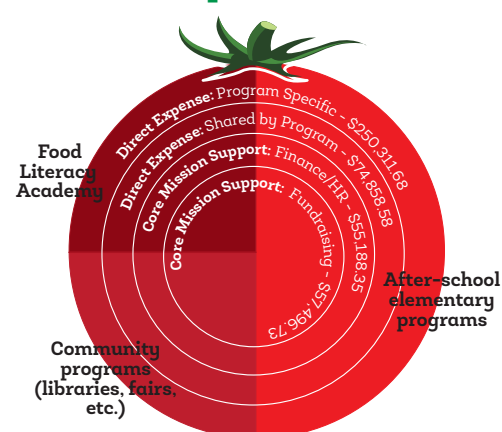
5 Years of Growth

-  **2012 - \$41,194**
-  **2013 - \$132,559.37**
-  **2014 - \$278,956.20**
-  **2015 - \$317,616.58**
-  **2016 - \$535,825.88**

Revenue



Expense



Food Literacy Students - Then & Now

This is the story of our work: kids building the habit of eating vegetables, so that as they grow older, adults don't have to nudge them to do it. It's something they do because they enjoy it!



Matthew



Age: 13

Years in Food Literacy: 5

Amber's Favorite Memory: "In 2013, the Sacramento Bee took Matthew's photo. I brought in a variety box of fruits and vegetables. The photographer instructed him to take a bite of one. Among the oranges, carrots and bell peppers, Matthew reached for a raw beet. He took a giant bite out of it and had beet juice spilling down his chin, grinning ear to ear with joy. He became a true food adventurer in our class!"

Perryn or "Pear"



Age: 9

Years in Food Literacy: 4

Amber's Favorite Memory: "Last summer at the Farm-to-Fork Festival, Chef Pear and I made a watermelon cucumber salad. Before going on stage, Pear told me that she doesn't like watermelon. I asked if she would still help me make the recipe, and she agreed. Not long after we finished, as the smell of fresh watermelon filled our noses, Pear asked if she could eat some of the leftovers. On that day, she learned to love watermelon!"

We not only inspire kids to eat their vegetables—we turn vegetables into a party during every food literacy class. So, it's no surprise that kids grow to view them with great joy—and to look forward to eating them.

Your Dollars at Work

We don't just hope our programs work, we measure it!
We're changing kids' knowledge, attitude & behavior towards healthy food.

5 Years of Evaluation

- 84%** **Evaluation data** of students know where their food grows
- 86%** have positive attitudes toward healthy food
- 79%** go home and ask for the fruits and vegetables we have used in class
- 78%** can correctly identify the difference between a fruit and a vegetable
- 68%** know how to use a nutrition label to tell if their food is healthy
- 85%** of students fearlessly tasted a new fruit or vegetable each week through our Produce of the Day tasting



New Schools

In 2016-2017 Food Literacy Center taught in 9 schools: Ethel Phillips, Ethel Baker, Pacific, Bret Harte, Oak Ridge, Susan B Anthony, PS7, Camellia Basic, and Leataata Floyd. In 2017-2018, our goal is to expand to 14 schools.

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



“Can I bring some home to my mom? She likes all the food we make in food literacy!”
-4th grader

“I love blood oranges! I can't stop eating them!”
-1st grader

“You will have long lasting energy if you eat oatmeal and fruit!”
-4th grader

“I ask my grandfather to make me broccoli and when I eat it I say, “more, more, more!”
-2nd grader

Food Genius Profile



Kirat Bain has been volunteering with Food Literacy Center from the start in 2012. When we launched our Food Literacy Academy training program, she was one of the first to apply. Today, she volunteers weekly in the classroom.

What made you want to attend the Food Literacy Academy to become a Food Genius?

I was drawn to the hands-on approach to teaching and interacting with children about healthy eating and the food system. The academy was very well structured, and because I had volunteered for the organization already, I had a lot of confidence in attending the Academy.

What was your favorite part of the course?

My favorite aspect was the exposure to books related to [food literacy]. This was incredibly helpful and provided multiple resources to reference. Also, I really enjoyed learning about the lesson plans. They were structured so well that I was immediately excited to present the information!

You took a break from volunteering when you graduated from college and got your first full-time job. What inspired you to come back as a regular program volunteer this year?

I always felt connected to Food Literacy Center and have always felt a sense of pride as it continues to grow. When I had some availability in my regular schedule, it was only natural for me to recommit some volunteer time to the organization.

Can you tell me about your favorite moment from the classroom this year?

This year, my favorite moment was teaching the Tres Hermanas lesson at Oak Ridge Elementary. The kids were so excited to act out how corn, beans, and squash grow together. It was a fun and tangible experience!

Why Food Literacy Matters

Obesity has become second only to tobacco use as the leading preventable cause of disease and death in the United States. 40% of Sacramento kids suffer from childhood obesity.

We don't wait for kids to get sick before we act. We come in with our broccoli blazing early. By teaching kids the habit of eating vegetables in elementary school, we're inspiring them to protect their most precious asset: their health.

Food Literacy Academy

This intensive training prepares community volunteers to become certified Food Geniuses, equipping them with the skills needed to teach food literacy in our community.

First cohort trained: 2013, thanks to funding from & belief in our mission by The California Endowment

84 Certified Food Geniuses
40 active with Food Literacy Center

Affiliations of Our Food Geniuses:

Sustainability Manager,
UC Davis Dining Services
Director of Digital Media,
Selland Restaurant Group
Biba Chef & Slow Food
Sacramento Board Member
Women, Infant & Children (WIC)
Southwest Airlines
Whole Foods Sacramento
Owner, Silk Road Soda
Sol Collective
Alchemist CDC
Raley's
...and more!

Partners

Orange our partners grape! We're lucky to work with some of the region's best businesses & foundations. Here's what they say about collaborating.

5 YEAR PARTNERS



Slow Food Sacramento

"Slow Food Sacramento is a longtime supporter of Food Literacy Center. We share a common mission to advocate for good, clean, fair food for all. Several of our board members are Food Literacy Academy graduates and certified Food Geniuses. In 2014, we recognized Food Literacy Center with a Snail of Approval Award for their work in getting kids excited about eating fruits and veggies, cooking with healthy foods, and learning about where their food comes from. Through the Sacramento Food Film Festival, we are able to partner with Food Literacy Center to showcase the importance of supporting local farmers and business owners that are invested in restoring our food system." - Mary Rousseve, Advisory Board President



Sacramento City Unified School District

"SCUSD is committed to the health and wellness of our students. In collaboration with Food Literacy Center and other local organizations, the district is working to increase the consumption of healthy foods through the expansion of locally sourced fruits and vegetables, the establishment of our cutting-edge Central Kitchen and the adoption of our new School Wellness Policy. We are grateful for the dynamic programming Food Literacy Center has provided annually since 2012 to our students. Through their cooking and nutrition classes, students learn that healthy choices for their bodies are also healthy for the planet and their families' wallets. As kids become more food literate, they become inspired to create change within their own lives—and their communities." -Jay Hansen, President - SCUSD Board of Directors



Elise Bauer, Simply Recipes

"Since its inception Food Literacy Center has managed to convince thousands of kids that broccoli is cool. Now that's an accomplishment! Food Literacy Center provides food education in a way that is passionate, fun, and relevant to young minds. This is how we inspire the next generation to cook and to make smart food choices." - Elise Bauer, Simply Recipes



Dignity Health

"Food Literacy Center's FEAST program is not only teaching low-income youth how to eat vegetables, they are helping program participants create sustainable behavior changes--educating them about our food system, and ultimately empowering them to know that they, too, can live in and help create a healthy community." - Ashley Brand, Community Benefit Manager



The California Endowment

"Food Literacy Center is not just teaching kids how to eat healthy foods but they are also food policy advocates working to improve the overall Sacramento food system so that every child has access to fresh foods particularly those living in food desert neighborhoods." - Christine Tien, Program Manager



California Rice Commission

"We are proud to partner with Food Literacy Center. This nonprofit is more than up for their ambitious mission to spark healthy eating choices in our region. Their boundless energy and enthusiasm are a marvel to see! It's a significant victory when happy, inspired kids make smart food choices." - Tim Johnson, President & CEO



California Department of Food & Agriculture

"I greatly admire the hard work and enthusiasm of Food Literacy Center in helping school children discover the joy - and the benefits to their lives - of eating more fruits and vegetables. Beyond that, Food Literacy Center is an important partner on the food policy issues we need to address in the 21st century. Food Literacy Center is a great addition to the ecosystem of America's Farm to Fork Capital!" -Karen Ross, Secretary of CDFA

Board of Directors

Founding Board Members

Jillena Hernandez
Jay Cohen
Carmen Raggio

2016 Board Members

Nicole Rogers, Board Chair, Nugget Markets
Laura Braden-Quigley, California Medical Association
Elena Ruiz, Greater Sacramento Economic Council
Elise Bauer, Simply Recipes
Dawnie Andrak, Local Roots Food Tours
Meghan Phillips, The Honey Agency
Justin Nordan, Eventbrite
Greg Lucas, California State Library
Stephen Ramazzini, Attorney
Jay Hansen, SCUSD Board of Directors
Megan Burritt, Blue Apron

Honorary Board Member

Josh Nelson, Selland Family Restaurants

Past Board Members

Callista Polhemus
Shannin Stein
Katie Sullivan
Peg Tomlinson-Poswall



Don't Yuck my Yum

Here's a celery secret: inspiring kids to eat their vegetables is easy. The problem isn't kids or vegetables. It's about changing the way adults approach kids about vegetables.

We have a rule. Our instructors set boundaries that enable our kids to build broccoli habits. We call it "Don't Yuck My Yum." It's simple: the food you don't like may be someone else's very favorite. So, we must be polite.

When our kids are presented with a new fruit or vegetable, our rule removes the typical "gross" reaction. The result? Kids get excited to try new produce!

85% of our students fearlessly tasted a new fruit or vegetable each week through our Produce of the Day tasting. In fact, they tell us it's their favorite part of the program!

Food Literacy Corps

In 2016, we received a competitive AmeriCorps award, and in September, 13 members began their year-long service. During their service year, they completed 14,326 hours. Establishing themselves as a consistent presence at our schools, they developed strong relationships with students and staff! Our members have strengthened and expanded our programming, allowing us to reach nine schools, and laying the groundwork for even more.

"Every child deserves a healthy future. Through the work of Food Literacy Center in Sacramento, with help from AmeriCorps volunteers, kids have the opportunity to gain knowledge about food and establish healthy eating habits early. This helps them be more focused in school, more engaged in sports and activities, and better able to lead healthier lives."

- Congresswoman Doris Matsui



Volunteers

We rely on the kale kindness of community members. For every \$1 you donate, we are able to match it with 54 cents of volunteer service. We only have 4 paid staff - and over 100 active volunteers.

YEAR	HOURS	IN-KIND VALUE TO US
2013	700	\$16,149
2014	4305	\$99,316
2015	5150	\$121,340
2016	10,370	\$286,122

Food Literacy in the Community

5 Years of Policy

Since 2012, we've succeeded on the following food policy initiatives:

FOOD LITERACY MONTH RESOLUTION IN CALIFORNIA, YOLO & SACRAMENTO COUNTIES, CITY OF SACRAMENTO, WASHINGTON

SCUSD SCHOOL WELLNESS POLICY

SCUSD BROCCOLI HQ AT LEATAATA FLOYD ELEMENTARY PROJECT

SCUSD CENTRAL KITCHEN TASKFORCE

CHEF ACTION NETWORK

SACRAMENTO FOOD POLICY COUNCIL

Vegetable of the Year

September is Food Literacy Month in California. To celebrate, we host a Veggie of the Year competition where chefs compete to win kids' vote! Kids' vote for their favorite vegetable, after trying five Vegetable of the Year candidates - in the raw, and in a special recipe prepared by chefs. This is a fun way for local role models to inspire our kids to eat more veggies!

VEGGIE WINNERS

2013

Sweet Potato - Shannon McElry, Masullo

2014

Carrot - Ravin Patel, Selland Family Restaurants

2015

Bell Pepper - Suleka Sun-Lindley, Veg Restaurant

2016

Nopales - Kurt Spataro, Paragary Restaurant Group



Sacramento Food Film Festival

We're plum proud to continue our partnership with the Sacramento Food Film Festival Founder, Catherine Enfield, and over 100 local nonprofits, restaurants, companies, and more to make the food film festival a success. This event helps our non-profit reach children most in need of our help, and strengthens Sacramento's ever-widening circle of advocates for food literacy.



Food Literati [fu: d lit-rätē]
noun plural: People invested in changing the food system.

2012 FOUNDING FUNDERS

Thanks to the following donors who supported Food Literacy Center
between January 1, 2012 - December 31, 2012.

These donors made our mission possible with start-up gifts!

**OUR FIRST 11 DONATIONS IN 2012
CAME FROM THE FOLLOWING
GENEROUS & VISIONARY DONORS.**

Elise Bauer, Simply Recipes
The California Endowment
Matt & Jennifer Brickley
John & Peg Poswall
Cynthia & Granger Elliott, Elliott's
Natural Foods
Jillena & Marcos Hernandez
Carmen Raggio
Molly Stewart
Debra Moorhouse
Natia Hong
Jay Cohen

**THESE ADDITIONAL DONORS
MADE OUR MISSION POSSIBLE
WITH START-UP GIFTS:**

David Brown
Eileen Javora
Marla Nakano
Victoria & Keith Ridge
Dream Life Farms
IDM Loco
Jane Marie Ford
Jessica Hijazi
Pat Soberanis
Scott Cohen
Katie Sullivan
Wine Therapy Time
Melinda & Rob Daniels
Corinna Dewar
Anonymous
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David Arnett
Susan & Dwayne Covey
Newcastle Mini Storage
Edye & Rick Kuyper
Bethany Davis
Amber Elliott
Robin Herskowitz
Christine & Terry Howard
Mary Kaems
Donna & James Provenza
Sue & Jim Glassford
Sarah Kennedy-Modeste
Garrett McCord
Steve & Rebel Curd
Janet Dackow
Leslie Simmons
Kristin Thebaud Communications
Vanessa Domine
The Sacramento Bee Book of Dreams
Fund of the Sacramento Region
Community Foundation
Christopher Gonzales
Elizabeth Rexstad
Karen Bersche
Lindsay Sproul
Gloria & Gordon Glycer
Joan Leineke Catering Company
Freshly, Inc.
Amy Lapin
Carmen Raggio
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Charles Raggio
Maya Wallace
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Dawnie Andrak
Barbara Smookler
Sacramento Region Community
Foundation
Kristin Kulish
Maxine & David Clark
Connie & Daniel Wiczorek
Capitol Worm Works
Rick Houston
Tiffany Kelly
Paulette Bruce Public Relations
Payam Fardanesh
Michelle Reynolds
Lynn Belzer
Kate Towson



2016 Top Funders

Members of the Food Literati sustain our grassroots efforts to inspire kids to eat their vegetables. Because we don't accept funding from Big Junk Food, we rely on supporters like you. Thanks to the following donors who supported Food Literacy Center between January 1, 2016 - December 31, 2016. For a list of in-kind donors, please visit our website.

\$10,000+

The California Endowment
AmeriCorps
Sacramento City Unified School District
Raley's Family of Fine Stores
Glory Glory Sacramento! Fund/Sacramento Republic FC
Soroptimist International of Sacramento
Whole Foods Market
Simply Recipes
Kramer Family Foundation
Comstock's Magazine
UC Davis Health System
Margaret Deterding Fund of the Sacramento Region
Community Foundation
Barry and Lynda Keller Community Fund II of the
Sacramento Region Community Foundation
Kaiser Permanente
California Rice Commission

\$5,000 - \$9,999

Dawnie Andrak & Tim Bailey
Alpine Mortgage
Northwest Land Park, LLC
Jennifer & Matthew Brickley
Dignity Health
Sierra Sacramento Valley Medical Society Alliance
Rabobank
The Setzer Foundation
TEGNA Foundation

\$2,500-\$4,999

Point West Rotary Club Foundation
Paragary Restaurant Group
Sun & Soil Juice Company
Insight Coffee Roasters
Harvego Family Foundation
Natasha Baker
Visit Sacramento
Selland Family Restaurants
Anthem Blue Cross
Local Roots Food Tours
Donna & Greg Lucas
Lucas Family Donor Fund

\$1,000-\$2,499

Confucius Institute at UC Davis
CSU, Sacramento
Mechanics Bank
Yelp Foundation
Ralph and Marla Anderson Family Fund of the Sacramento
Region Community Foundation
Ford Motor Company
Bryan Baecker
The Waffle Experience
IBM
Digital Deployment
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The Railyards
Jiffy Lube
The Craig and Kathryn Hall Foundation
Sutter Health
Sacramento Kings Foundation
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