



# Food Literacy Center



**Big Day of Giving**  
**May 5, 2022**



# About Food Literacy Center

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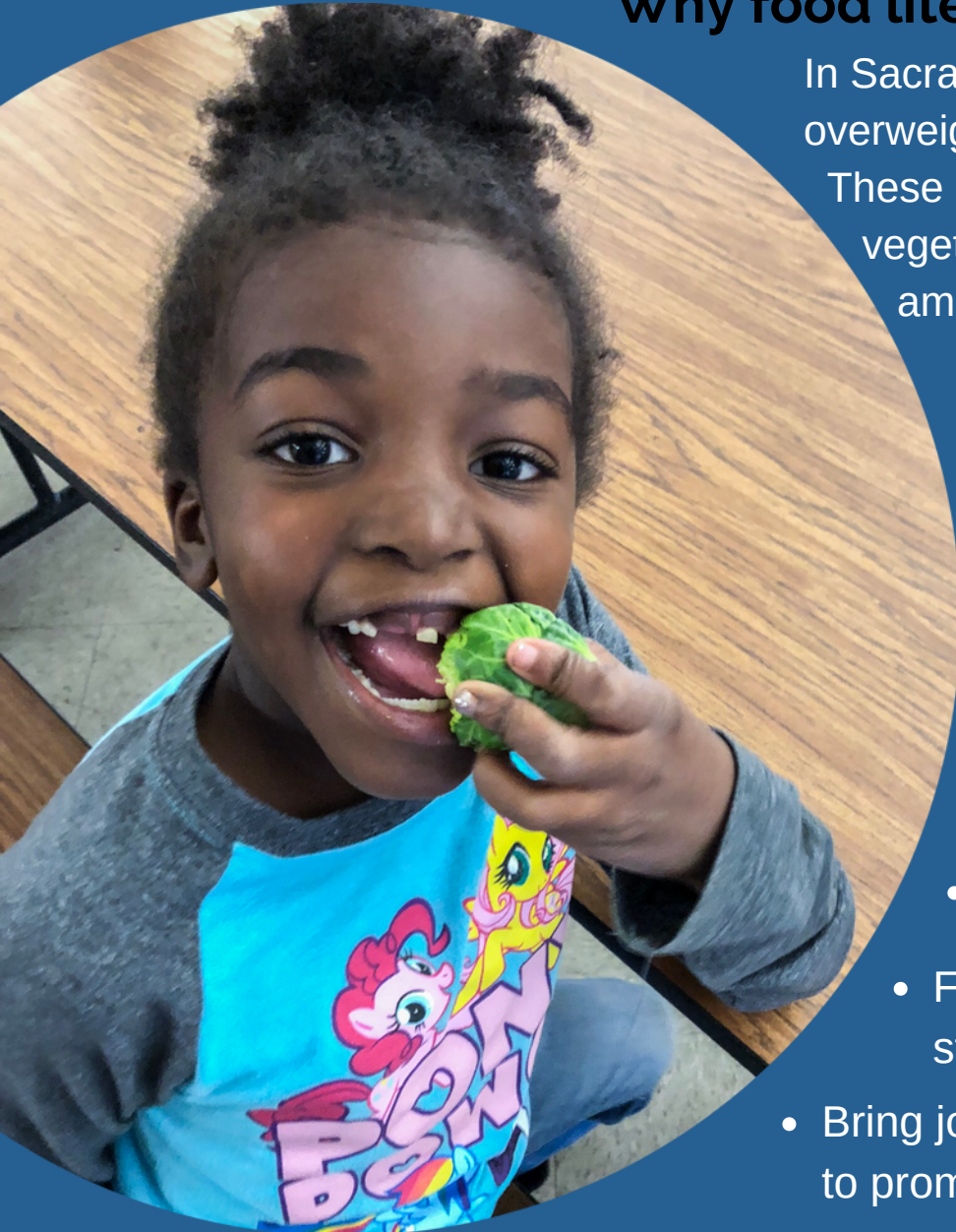
## Why food literacy is needed:

In Sacramento, 40% of kids suffer from childhood obesity or are overweight. This directly increases their risk for Type 2 diabetes. These diet-related diseases are preventable if we eat our vegetables. Yet only 4% of kids are eating the recommended amount of fruits and veggies.

We work in low-income schools where students are at highest risk for diet-related diseases. Most of them are food and nutrition insecure.

## How we help kids:

- Serve Title 1 schools in the Sacramento City Unified School District, focusing on South Sacramento
- Free, cooking, gardening and nutrition classes
- Inspire kids to eat their vegetables
- Fresh produce distribution to food and nutrition insecure students and their families
- Bring joy and trauma-informed food literacy teaching approach to promote resilience



# Big Day of Giving

May 5, 2022

## Event Overview

Big Day of Giving is an annual 24-hour giving challenge that brings hundreds of local nonprofits together to raise much needed funds. At the same time, build community-relations and collaboration that connects nonprofits to the community. Matching gifts are a powerful tool. When matching gifts are mentioned, there is a 71% increase in response and the average gift amount increases 51%.

## Matching Sponsor Benefits

- Impact 1500+ children and their families
- Brand awareness and media exposure to new clients
- Business is tied with a high-profile, reputable organization; increasing the value of the company's image
- Your business is linked to a worthy cause that draws lasting support and media attention



## Demographic

- Audience reach: Male and female adults (aged: 18+)
- Geographic area: Greater Sacramento Area
- Brand exposure to over 5,000 donors & community members



## Marketing Reach

- Monthly website views & visitors: 3,837
- Email newsletter subscribers: 3,862
- Facebook: 6,426
- Twitter: 2,425
- Instagram: 4,183

# Matching Gift - \$25,000

- Prominent logo recognition on event website and two email newsletters
- 2 Tags/mentions in social media posts mentioning matching gifts
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report

# Matching Gift- \$10,000

- Logo recognition on event website and one email newsletter
- 2 Tags/mentions in social media posts mentioning matching gifts
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report



Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.



# Matching Gift - \$5,000

- Logo recognition on event website and one email newsletter
- 1 Tag/mention in social media posts mentioning matching gifts
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report

# Matching Gift- \$2,500

- Listing recognition on event website and one email newsletter
- 1 Tag/mention in social media posts mentioning matching gifts
- Logo on Our Funders webpage
- Listed in our 2022-2023 Annual Report

Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.



# Matching Gift- \$1,000

- Listing recognition on event website
- 1Tag/mention in social media posts
- Listed in our 2022-2023 Annual Report



Funds support Food Literacy Center's mission of inspiring kids to eat their vegetables through free afterschool programs in low-income schools.



# Become a Sponsor

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Your partnership will allow us to continue our mission, and to expand our free programs to reach more kids in Sacramento. Together, we are creating a healthier future for kids!

**We'll work with you to create a sponsorship package that fits your needs!**

Stephanie Cardenas

Development Manager

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