

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.

# YOUR DOLLARS AT WORK

## New Schools

We always promised to expand the number of schools receiving food literacy education—and we're building on that promise. As our budget grows, we invest your dollars directly into programs, reaching more kids and providing longer exposure. All new schools receive 13 weeks of food literacy programming in their first year. In their second year, we expand to 30 weeks.

YEAR	# OF KIDS	# OF SCHOOLS
2012-13	120	1
2013-14	380	3
2014-15	735	5
2015-16	840	7



## Summer School

We launched our first summer school program with ginger generous help from Sun & Soil Juice Company and Insight Coffee Roasters. The 2-month program ran at Leataata Floyd Elementary, where 100% of the students are on free and reduced lunch.

# AWARDS & HIGHLIGHTS

## Amber Stott, Chief Food Genius's Awards & Honors:

Changemaker Fellow, *TEDx Sacramento*

20 Innovators Protecting the Planet, *Food Tank*

Social Entrepreneur of the Year Award,

*New Leaders Council Sacramento*

America's Farm-to-Fork Capital, *Steering Committee*

Golden 1 Center Arena Sourcing Charter,

*Advisory Board*



## Food Literacy Center's Awards:

Snail of Approval Award, *Slow Food Sacramento*

Top 10 Most Inspirational Capital Region Nonprofits,

*Comstock's Magazine & Kamere*

Gold Participant, *Guidestar Exchange*



# COURTNE'S STORY

Courtne is in third grade and has been a Food Literacy Center student since Kindergarten. Back then, she didn't like eating fruits and vegetables. She said her mom would buy them, but she didn't want to eat them.

"I only loved apples and bananas, and I didn't like carrots" she remembers. "Now I pretty much eat all the fruits and lots of vegetables. Now I really like carrots," she says with a smile.

In our cooking and nutrition classes for low-income elementary kids, our focus is on inspiring kids to eat their vegetables.

During every class, we provide Produce of the Day—a bite of a new, seasonal fruit or vegetable combined with fun facts about what kids are tasting.

Our goal is to expose kids to a wide variety of produce to improve their attitude towards healthy foods. Kids often hesitate the first time they encounter a new food, but with repeat exposure, they begin to grow adventurous—even excited to taste new foods.

***"My favorite part is learning, and that at the end of class we get to taste the different foods," our food adventurer, Courtne, beams.***

Studies show that kids' early experiences eating fruits and vegetables are critical to building a lifetime of healthy eating habits.

Kids like Courtne repeatedly tell us that the Produce of the Day is their favorite part of food literacy classes. Imagine that! Our students learn to love exploring new foods. We call them Food Adventurers!

"My favorite part is learning, and that at the end of class we get to taste the different foods," our food adventurer, Courtne, beams.



"When everyone's talking I get sad," she says, "because I want to hear what the teacher is saying."

Courtne's first memory of food literacy class is from Kindergarten when she learned to follow a recipe and make a sun butter and apple sandwich. Using apples instead of jelly means the recipe has less sugar and more healthy fiber that kids need.

"At first I didn't think it was going to be a great sandwich," she recalls. "But then I tasted it and it was good!"

Today, Courtne makes lots of peanut butter sandwiches at home, experimenting with different fruits—and even vegetables!

"One time I tried it with carrots," she winces. "It wasn't the best."

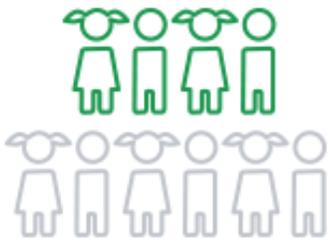
Courtne's no longer afraid to try tasting new foods on her own. In fact, she tells us that she asks her mom to buy her more produce so she can make the recipes she's learned in class. She says her mom has started to buy "all kinds" of fruits and veggies.

"Whenever I eat, I make sure I have a fruit or a vegetable," Courtne declares proudly.

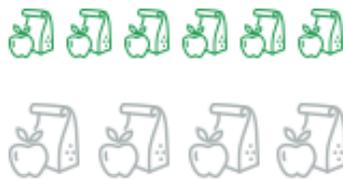
# WHY FOOD LITERACY MATTERS



Only **25%**  
of kids eat enough  
fruits and veggies.



**40%** of Sacramento  
kids struggle with obesity.



**58%** of Sacramento  
kids use free/reduced  
lunch programs.

**Only 6% of kids eat their  
daily recommended veggies.  
Thankfully, Food Literacy  
Center is here to help.**

## EVALUATION DATA

We conduct rigorous evaluations to determine how well our programs are working. In the last year, we saw the following positive changes in knowledge, attitude and behavior of food literacy students:

### Knowledge:

76% of kids can provide an example of a healthy vegetable.

83% of kids know how to read an easy recipe.

82% of kids know how to make a healthy snack.

81% of kids know how to choose foods that are healthy.

### Attitude:

73% of kids agree it matters where our food is grown.

### Behavior:

48.5% of kids took more apples at the end of the program

58.5% of kids took fewer chips at the end of the program

38.5% of kids took more carrots at the end of the program

## BOARD OF DIRECTORS

Amber K. Stott,  
Founding Executive Director  
Food Literacy Center

Nicole Rogers, Board Chair  
Farm-to-Fork Director, Sacramento  
Convention & Visitors Bureau

Callista Polhemus, Vice Chair  
Paragary Restaurant Group

Jillena Hernandez,  
Immediate Past Board Chair  
Assemblymember Ken Cooley's Office

Justin Nordan, Treasurer  
Queue App

Dawnie Andrak, Secretary  
Capitol WebWorks, LLC

Elise Bauer, Board Member  
SimplyRecipes.com

Greg Lucas, Board Member  
California State Librarian

Laura Braden, Board Member  
Sacramento Kings

Elena Ruiz, Board Member  
Ami Bera for Congress



# PROFILE OF A FOOD GENIUS



Diego Jauregui lives in Sacramento and studies dietetics at CSUS. He attended our intensive 28-hour Food Literacy Academy and is a newly trained Food Genius, certified to lead our classes. Since Diego discovered Food Literacy Center in December 2014, he has donated 126 hours to inspiring kids to eat their veggies!

**Q: What made you want to attend the Food Literacy Academy?**

I wanted to be more than a volunteer. I wanted to become a leader in the nutrition field.

**Q: Could you tell us one fun tidbit from the course?**

I really enjoyed meeting and interacting with people in the academy. Everyone had something to offer and was passionate about nutrition, which was a nice bolt of energy each week.

**Q: What was your favorite aspect of the course?**

My favorite part of the course was the book reading. I had very little knowledge about the entirety of the industry and the author gave me great insight into how broken it was. It made me want to make a difference.

## FOOD LITERACY ACADEMY

In 2013, we developed a model to scale our program: our Food Literacy Academy, which trains community members as food literacy instructors. We call them Food Geniuses. In our pilot in 2013, we trained 20 instructors. At the time we were serving 120 kids per year. We completed the pilot in spring 2013 and by the end of summer we had already reached 2,400 kids with our food literacy education!

Today, we reach more than 5,000 kids per year. We have 62 trained Food Geniuses.



## VOLUNTEERS

We rely heavily on the cucumber kindness of community members. For every \$1 you donate, we are able to match it with 40 cents of volunteer service. We have only 4 paid staff—and over 100 active volunteers.

### We're Growing our Volunteer Network!

YEAR	HOURS	VALUE TO US
2013	700	\$16,149
2014	4305	\$99,316
2015	4836	\$111,567

# EDIBLE SCHOOLYARD ACADEMY



We were pluoat pleased to receive scholarships to attend this year's Edible Schoolyard Academy! We received in-depth training on Alice Waters's team's best practices in inquiry-based, hands-on learning in both kitchen and garden classrooms. Our cohort included members of San Diego-based Sage Garden Project, a glowing green bean example of a successful school kitchen and garden program collocated on an elementary school campus.

## SACRAMENTO FOOD FILM FESTIVAL



**HIGHLIGHTS FROM 2015**  
10 days  
910 attendees  
\$35,420 raised  
Over 135 community partners

In our elementary classrooms, we make learning fun. Our food film festival takes this same approach. We bring documentaries to town that haven't been screened in traditional theaters. We pair the films with food, fun and activism.

As one of only four other food film festivals in the country, ours is uniquely positioned in California's state capital to create action around important food system issues.

Festival founder Catherine Enfield turned the event over to us, donating the entire festival ownership to Food Literacy Center. We're over the mushroom moon in gratitude for her kindness!



## PARTNER HIGHLIGHTS

### **The Honey Agency & Digital Deployment**

We owe our delicious broccoli logo to the creative minds at The Honey Agency, a Sacramento marketing firm that specializes in food and beverage. This year, we partnered up like pea pods to design our new website, which we deem the World's Greatest. Take a look and see for yourself! Bright colors, smiling kids' faces, and all our financials and data just a click away. This website is powerful enough to handle our increased traffic, thanks to the folks at Digital Deployment, who developed and manage the site. Clearly, this is a team that eats its veggies!

### **Sacramento City Unified School District (SCUSD) Farm to School & Foodservice Department**

The veggie-powered people running SCUSD's school food program are committed to Sacramento kids' health. We serve on the Healthy Foods Taskforce with them, working to increase food literacy programming on district campuses. The department works hot pepper hard on filling its cafeteria salad bars with locally-grown foods like mandarins, rice and other produce. We're proud to work with such kale committed colleagues!

# NATIONAL CHEFS RAISING KALE WITH US



**Dan Barber**  
**Jamie Oliver**  
**Alice Waters**  
**Ann Cooper**  
**Nora Pouillon**

## FROM THE KIDS



**“Fiber allows us to be great!”**

**“You can eat every part of a beet!”**

**“Fast food has more fat.”**

**“Sugar doesn’t give us as much energy as whole grains.”**

**“You can put vegetables in burritos!”**



**“I like cabbage in my burritos because it is purple.”**

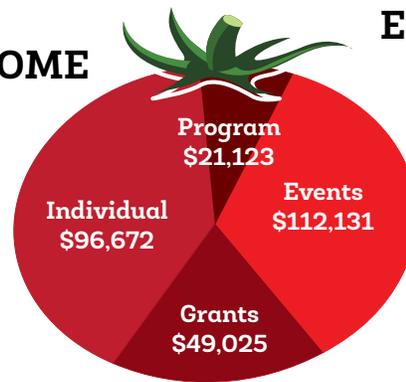
**“Seasonal is when you just eat fruit that’s grown in a certain time of year.”**

**“Beets are made out of iron and keep you strong!”**

## Food Literati [fu: d lita 'rätē]

noun plural: People well-educated in food systems who are invested in changing the current food system by working together and supporting food literacy education. Food literati aren't foodies who eat; Food literati change food—for good.

### INCOME



### EXPENSE



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 from January 1, 2014 to July 31, 2015. Thanks to the following donors who supported Food Literacy Center with cash gifts from January 1, 2014 to July 31, 2015. For a list of in-kind donors, please visit our website: [foodliteracycenter.org](http://foodliteracycenter.org).

#### \$10,000+

Dawnie Andrak  
Harvego Family Foundation  
Kaiser Permanente  
Raley's  
Roger & Jonna Ward  
Simply Recipes  
The California Endowment

Harbison Wines  
Katie Sullivan  
Margarita Yanson  
Natomas Crossroads Church, Inc.  
Paragary Restaurant Group  
Peet's Coffee & Tea  
Save Mart Supermarkets  
Sierra Health Foundation  
Sutter Health Sacramento Sierra Region  
Teichert Foundation  
The Law Office of Noel M. Ferris  
The Melting Pot  
Valley Vision  
XOSO Sports & Social League

George Malim & Lisa Campodonico  
Malim  
Grange Restaurant & Bar  
Greg & Donna Lucas  
Hook & Ladder Manufacturing Company  
Il Fornaio  
Jeff & Lori Morales  
Jiffy Lube  
Jillena Hernandez  
Jon Stevenson  
Joseph Harbison  
Leading Resources, Inc.  
Matt & Jennifer Brickley  
Nancy Sheehan  
Nixon Peabody  
Sacramento Convention & Visitors Bureau  
Sacramento Region Community Foundation  
Slow Food Sacramento  
SMUD  
Soroptimist International of Metropolitan Sacramento  
tBenn Consulting  
The Craig and Kathryn Hall Foundation  
UC Davis  
UC Davis Confucius Institute  
Whole Foods Market  
William Ishmael

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

Barry & Lynda Keller  
Dos Coyotes Border Café  
Downtown Railyards Venture, LLC  
Ella Dining Room & Bar  
Hall Wines  
John & Peg Poswall  
Kershaw, Cutter & Ratinoff LLP  
Kevin Nagle  
Margaret Deterding Fund  
of the Sacramento Region Foundation  
Poswall & White  
Rabobank  
Rotary Club of Sacramento Foundation  
Sterling Dalatri  
The Sacramento Bee Book  
of Dreams Fund

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

Alan & Sondra Hersh  
Amber Stott  
Asian Resources, Inc.  
Assemblyman Ken Cooley  
Atlas Disposal  
Becky & Brad Beer  
Biba Restaurant  
Blue Prynt  
California Endive  
Callista Polhemus  
carbon BLU  
CJS Lighting Inc.  
Conservation Strategy Group  
DinnerWire  
Five Star Bank  
Foundation Restaurant & Bar

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

Anthem Blue Cross  
Capital Dime  
Chris & Amanda Ryan  
Frontier Communications