

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.

### YOUR DOLLARS AT WORK

#### Broccoli HQ

In January, the SCUSD board of directors voted unanimously to approve us as the operator of a new "Broccoli Headquarters" facility. The project will be built—and funded—through an innovative partnership between the City of Sacramento, SCUSD, and local real estate developer, The Mill at Broadway.

The fig-tastic facility will be located at a 2.5 acre urban farm on the Leataata Floyd Elementary School campus in the Northwest Land Park neighborhood of Sacramento. It will include:

- Teaching kitchen for cooking classes
- Urban farm

72%

75

82

96°

Teaching garden

The project is expected to be built in 2018.

### **OUR PROGRAM WORKS!**

The average improvement in all our schools:

of kids know how to read an easy recipe

of kids know how to tell if food is good for them by reading the label

of kids can identify a healthy vegetable

In our new schools, we also find:

of kids know food grows on farms

of kids know that wasting food is wasting money

of kids says healthy food tastes good

#### **New Schools**

We have consistently added two new schools each year. Last year with your help, we added three! That's a lot of broccoli!

YEAR	# OF KIDS	# OF SCHOOLS
2012-13	120	1
2013-14	380	3
2014-15	735	5
2015-16	850	8

### OUR KIDS SPEAK UP ABOUT EATING VEGETABLES!

"I thought it was gonna taste bad because of the green stuff, but then I tried it and it was good!" –Crystal, 9

"You can make your own bean burrito and it's healthier and it's cheaper!" - 3rd grader

"I learned I really like carrots and zucchini in my burrito." - Kindergartener



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### **SUPERHEROES**



#### Food Literacy Superhero: Mario

Age: 11 Grade: 5th Years in food literacy class: 1 Favorite part of the program: "Trying new food. I've been very brave!" How he feels about broccoli: "I really, really, really, really like it," he grins. What his mom thinks about the program: "I asked her to buy me some pluots like we tasted in class. They were a very good price so she bought them for me. They were gone in like five minutes."

### His food literacy superhero tip:

"Eat fruit. It has less sugar than jelly."

# "Eat fruit. It has less sugar than jelly."



#### Food Literacy Superhero: Marisol

Age: 10 Grade: 5th Years in food literacy class: 3 Favorite part of program: "Trying things I haven't tried before and seeing if we like it."

#### What her family thinks of the program:

"I cook for them now. They think I'm a good person. Grandma cooks with me, too. She loves me being in food literacy class!"

#### Biggest change since starting the program:

"I used to eat junk food and I didn't eat soup and salad. I eat more fruits and vegetables now."

#### Her food literacy superhero tip:

"Eat more fruits and veggies so in the future you can grow strong."

"Eat more fruits and veggies so in the future you can grow strong."

# WHY FOOD LITERACY MATTERS

When you see a carrot you may not see more than a vegetable. But when a food literacy kid sees a carrot, they see a food system: It's a future job. It's a meal for their family. It's a long, healthy life, and a healthy planet.

So, we work on changing the food system so our kids can grow up in a community that supports the healthy choices they learn in our class.



### PARTNERS

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

"I have been extremely impressed at how they have leveraged our grant funds to bring in additional revenue sources. They are a great model for other small nonprofits on how to build the capacity of an organization and stay focused on their mission to help create long lasting change in families."

> - Christine Tien, MPP, JD Senior Program Manager, Sacramento The California Endowment

"A core value of Selland Family Restaurants is the appreciation of our community and a desire to give back. In order to make the greatest impact, we focus on public schools in our neighborhoods and food literacy education for children. We've worked with Food Literacy Center from the beginning and watched their board, staff and volunteers build a strong nonprofit that serves more schools every year, and inspires kids to learn about, cook and eat their veggies. Our chefs truly enjoy working with the food literacy kids!"

- Randall Selland, Selland Family Restaurants "It's the best of all worlds when you partner with Food Literacy Center – they make supporting them incredibly easy, they are experts in talking with kids about veggies, and they are making this world a better place by educating us about health and happiness. You've got impact, ease, and credibility. Done."

-Becca Whitman, Community Relations Manager & Executive Director, Food for Families & Raley's

# **BOARD OF DIRECTORS**

Amber Stott, Founding Executive Director Food Literacy Center

Nicole Rogers, Chair America's Farm-to-Fork Capital

Dawnie Andrak, Secretary Local Roots Food Tours

Justin Nordan, Treasurer Eventbrite

Elena Ruiz Sacramento News & Review

> Megan Burritt Blue Apron

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> Elise Bauer Simply Recipes

Laura Braden-Quigley California Medical Assocation

> Greg Lucas California State Library

Stephen Ramazzini Wilke Fleury

Jay Hansen California Medical Association



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### **PROFILE OF A FOOD GENIUS**



We run an annual 10-week Food Literacy Academy to train community members as instructors. We call them Food Geniuses! Because we only have five paid staff, we rely on the loquat loyalty of these radish remarkable volunteers to deliver our programs. With the help of our volunteer Food Geniuses, we reached 20,000 kids last year!

Chef Brenda Ruiz is a certified Food Genius! She's also a Slow Food Sacramento board member, a chef at Biba, and the President of the Sacramento Food Policy Council. She teaches food literacy one day a week for us, which earns her the special title of Super Food Genius. Brenda represents the carrot top talent of our Food Genius team.

Since this program began in 2013, we have trained 72 Food Geniuses!

### VOLUNTEERS

We rely heavily on the kale kindness of community members. For every \$1 you donate, we are able to match it with 40 cents of volunteer service. We have only 5 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	5150	\$121,340

# FARM-TO-SCHOOL COLLABORATION



We received a cucumber competitive federal Farm-to-School Grant in collaboration with Sacramento City Unified School District's nutrition services department and nonprofit partner Soil Born Farms. The grant programs are delivered in three elementary schools.

In addition to our already successful after-school model that includes cooking, nutrition, and exploration of local fruits and veggies, the grant allows us to sync our usual Produce of the Day tastings to match what's being grown in Soil Born's school gardens and with the school district's cafeteria salad bars. This full-cycle, repeat exposure will increase kids' knowledge, attitudes and behaviors towards healthy food.

#### **AMERICORPS AWARD ALLOWS PROGRAM EXPANSION**

Our ultimate goal: reach every child in California. We are one cauliflower closer thanks to a new AmeriCorps program award administered by California Volunteers and sponsored by the Corporation for National and Community Service.

This nationally-competitive award provides 30 AmeriCorps service members who will train as Food Genius instructors to deliver our cooking-based curriculum. They'll recruit volunteers to help us expand to more schools next year.

Our AmeriCorps award of \$273,314 covers the cost of a living allowance for members, plus healthcare for full-time members. We were responsible for raising matching dollars for the program.



# SACRAMENTO FOOD FILM FESTIVAL



**Highlights from 2016** 

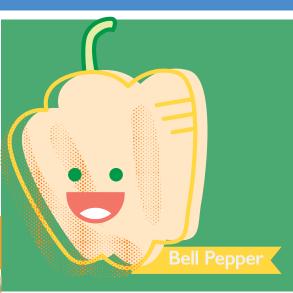
865 attendees \$46,645 (net) raised 52 volunteers 94 partners



A celery shout out to Catherine Enfield, the festival's founder, for donating this special event to our nonprofit

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### 2015 VEGGIE OF THE YEAR!



Every year, kids vote for their favorite vegetable. During Food Literacy Month in September, chefs compete in our classroom to win kids' votes. Chefs provide samples of an assigned veggie in both a special recipe and raw. This is a fun way to have local role models inspire our kids to eat more veggies.

#### 2015 Finalists

Avocado - Kevin O'Connor Beet - Jay Veregge, Firehouse Restaurant Bell Pepper - Suleka Lindley, Thai Basil Sacramento Nopales - Keith Breedlove, The Culinerdy Cruzer Squash - Cesar Cienfuegos, UC Davis Tercero Dining Commons **2015 Winner!** 

Bell Pepper - Suleka Lindley, Thai Basil Sacramento

#### STATE OF WASHINGTON DECLARES FOOD LITERACY MONTH

A cup of kale congratulations to our Seattle nonprofit partner, Readers to Eaters, for their successful passage of a Food Literacy Month resolution in the state of Washington! They worked with us to use the language in ACR-161, our California statewide resolution. We love seeing the food literacy movement grow!

#### INFLUENCING FOOD SYSTEMS CHANGE IN OUR COMMUNITY

#### Speaking Engagements to Educate:

TEDx Sacramento Food Tank webinar Farm Tank farm-to-school tour host International Food Bloggers Conference International Association of Culinary Professionals

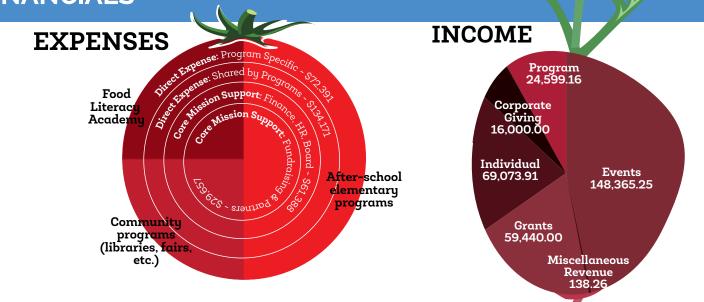
#### Working Groups Creating Change:

Central Kitchen Task Force, SCUSD Healthy Foods Task Force Healthy Food for All Coalition America's Farm-to-Fork Steering Committee Les Dames d'Escoffier Sacramento Chapter



Our Founder & Chief Food Genius is Influencing Food Systems Change

### **FINANCIALS**



### **TOP FUNDERS 2015**

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 in 2015! For a list of in-kind donors, please visit our website.

#### \$10,000+

The California Endowment Raley's Family of Fine Stores Whole Foods Market Simply Recipes Margaret Deterding Fund of the Sacramento Region Community Foundation Kaiser Permanente

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

Dos Coyotes Border Cafe Barry & Lynda Keller Sacramento Public Library Hall Wines Dawnie Andrak & Tim Bailey Teichert Foundation Capitol Network

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

Jennifer & Matt Brickley The Sacramento Bee Book of Dreams Fund First United Methodist Church Sun & Soil Juice Company Insight Coffee Roasters Way Up Sacramento Harbison Estate Wines Selland Family Restaurants Harvego Family Foundation Anthem Blue Cross Dignity Health Sutter Health Local Roots Food Tours Gold River Wealth Advisors

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

Hook & Ladder Manufacturing Company Donna & Greg Lucas Marsha & Nick Ifurung Peet's Coffee & Tea The Honey Agency **ReImagine Mack Road Foundation** The Melting Pot Amber Stott & Brendan Belby Catherine Enfield Jillena Hernandez Laura Braden-Quigley Nixon Peabody Rio City Cafe Grange Restaurant & Bar Corbin Cash Il Fornaio The Waterboy of Metropolitan Sacramento Five Star Bank

California Endive UC Davis Certified Farmers Markets of Sacramento Sacramento Municipal Utilities District The Railyards America's Farm-to-Fork Capital Jiffy Lube CarbonBLU Conservation Strategy Group UC Davis Confucius Institute The Craig & Kathryn Hall Foundation Oak Park Sol Community Gardens Leading Resources, Inc. Atlas Disposal Elliott's Natural Foods Newman's Own

#### Food Literati [fu: d lita 'rätē]

noun plural: People invested in changing the food system. Food Literati aren't just foodies who eat; Food Literati change food – for good. There are many ways to be a food literati, but only one place to be a member. We are green grape grateful for your membership! Your dollars help inspire kids to eat their veggies.

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