



*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!

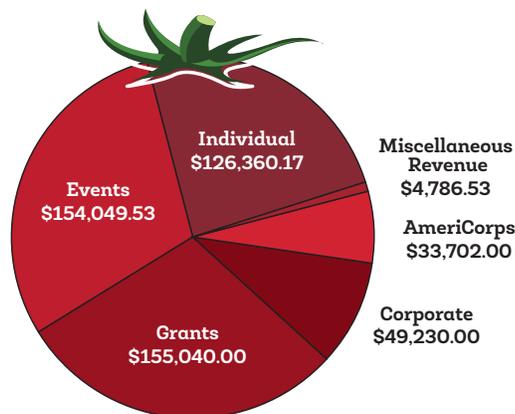
*Amber*

## Financial information

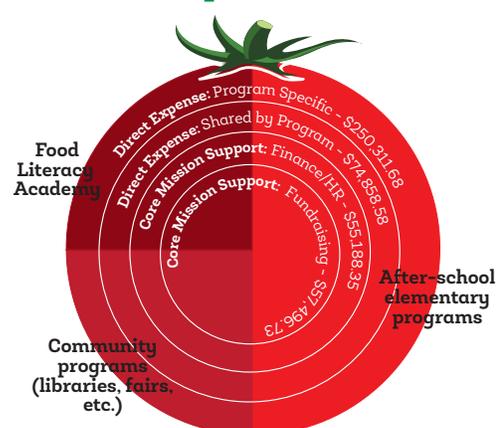
### 5 Years of Growth

-  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  
Shannin Stein  
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  
Sally Davis  
Charles Raggio  
Maya Wallace  
John Schneider  
Deborah & James Kassis  
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  
Hook & Ladder Manufacturing Co.  
Working Class Heroes, LLC  
Niello Acura  
Naturally Ella  
Sacramento Public Library  
Laura Braden-Quigley  
Capay Inc.  
Lucca  
Piatti Restaurant Company  
Amber Stott & Brendan Belby  
The Melting Pot  
Gold River Wealth Advisors  
Fat City  
Wilke, Fleury, Hoffelt, Gould & Birney, LLP  
Verge Center for the Arts  
Megan Burritt & Dr. Amanda Lee  
Kassy Perry  
Joseph Harbison  
Sierra Health Foundation  
The Honey Agency  
Sacramento Municipal Utilities District  
The Railyards  
Jiffy Lube  
The Craig and Kathryn Hall Foundation  
Sutter Health  
Sacramento Kings Foundation  
AT&T California  
Nancy Miller

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