

FOOD LITERACY MONTH

MARKETING REPORT 2020



FOOD LITERATI CAMPAIGN

The Food Literati membership drive included individual online fundraising spearheaded by staff, board members, and volunteers.

Total amount raised for our kids: \$77,970

includes \$44,500 from matching sponsors & event sponsors

Individual fundraising amount raised for our kids: \$33,470

- Amount raised from new individual donors: \$17,114
average gift = \$86
- Amount raised from recurring individual donors: \$16,355
average gift = \$180

Total Individual Gifts: 301

New Individual Donors: 194

Total Individual Donors: 281

Recurring Individual Donors: 87

IMPACT SUMMARY

In celebration of Food Literacy Month, Veggie of the Year Rice Salad recipe kit was distributed to 5 elementary schools in South Sacramento. The recipe kit featured all five veggie contenders.

250 recipe kits distributed = 200 meals!

1,350 pounds of food went to kids and families in underserved Sacramento communities.

SPONSOR RECOGNITION BANNER AT DISTRIBUTION EVENTS



3,118
Recipe Kits
Funded



SOCIAL POST OVERVIEW

103 social posts and emails over 5 platforms with 53,852 engagement and reach

SOCIAL MEDIA REACH & ENGAGEMENT

Facebook: 28,759

Instagram: 18,101

LinkedIn: 2,145

Twitter: 1,473

Email: 3,288 (sent to 23,802, average open rate 13.8%)

SPONSOR RECOGNITION

- [Food Literacy Month blog](#)
- [Food Literati Fundraising Teams 2020 blog](#)
- [Letter from the CEO blog](#)
- [Email Newsletter 1](#)
- [Email Newsletter 2](#)
- [Email Newsletter 3](#)
- [Email Newsletter 4](#)
- [Email Newsletter 5](#)
- [Email Newsletter 6](#)
- [Good Day Sacramento 9.1.20](#)
- [Facebook Live 9.16.20](#)
- [Facebook Live 9.23.20](#)
- [Facebook Photo Album](#)
- [Press Release](#)



**Thank you for
sustaining 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.**

VEGGIE OF THE YEAR

During September, our kids tried each veggie and voted for their favorite. Local chef's also developed and shared their favorite recipe through Facebook live cooking demos.

Veggie of the Year (Kids Vote): Broccoli

People's Choice (Most Donations): Team Avocado

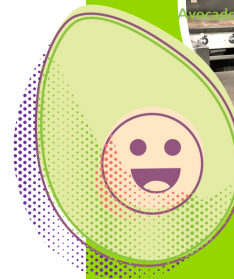
Chef Champion (Public Vote): Nina Curtis, Collard Greens

Participating Chefs & Veggie Teams

- **Team Avocado** – **Brien Kuznicki**, Executive Chef, Legends at Golden 1 Center
- **Team Broccoli** – **Rick Mahan**, Executive Chef/Owner, OneSpeed Pizza & The Waterboy
- **Team Collard Green** – **Nina Curtis**, Executive Chef, Adventist Health
- **Team Mushroom** – **Billy Ngo**, Executive Chef/Founder, Kru, Kodaiko Ramen, Fish Face
- **Team Bok Choy** – **Ravin Patel**, Executive Chef, Seasons Kitchen & Bar



**Veggie
of the Year!**



**People's
Choice!**



**Chef
Champion!**