



Food Literacy Center



GIVING TUESDAY
November 28, 2023



About Food Literacy Center

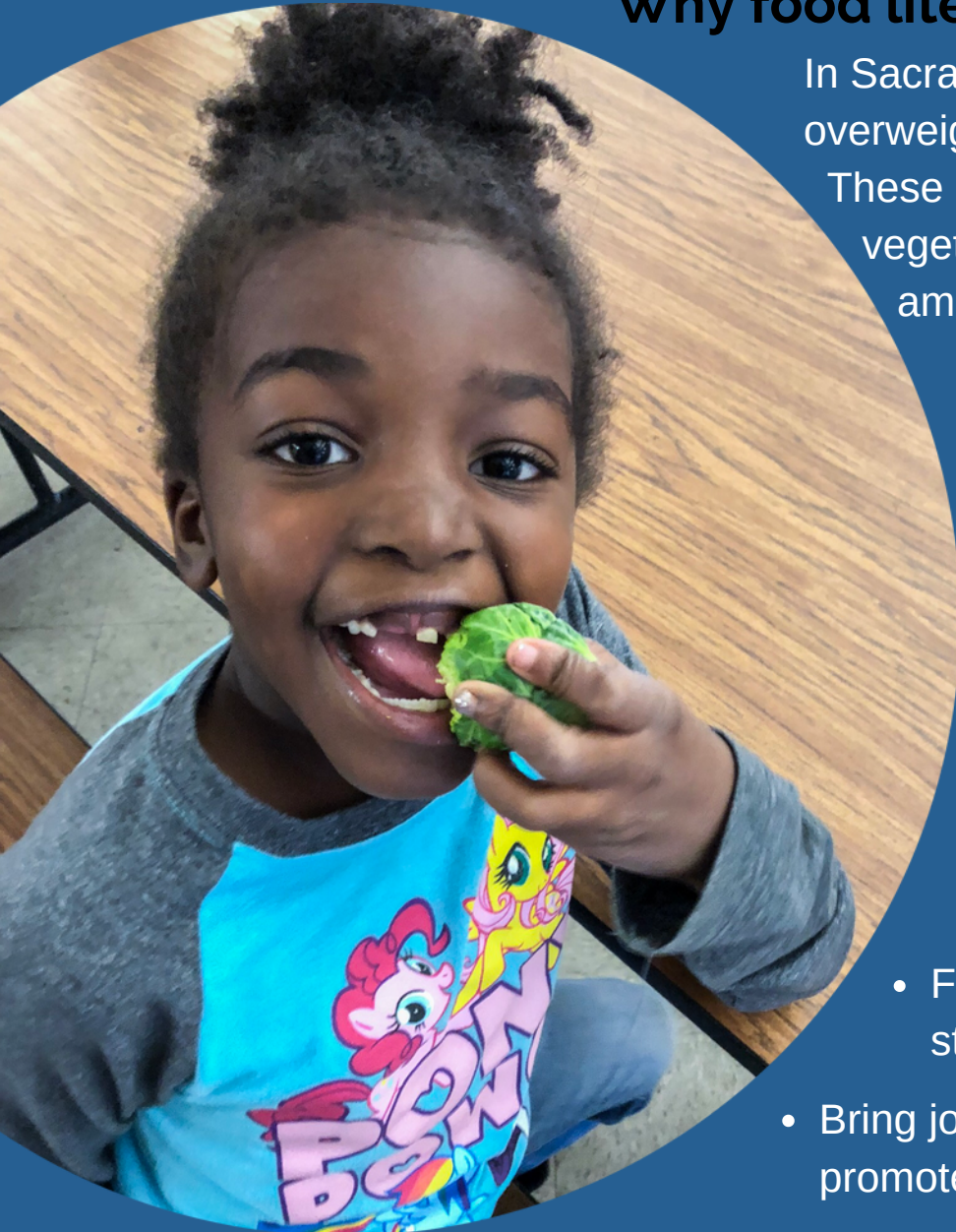
Why food literacy is needed:

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
- 8-week STEM-based curriculum
- Fresh produce distribution to food and nutrition insecure students and their families
- Bring joy and trauma-informed food literacy teaching approach to promote resilience



Giving Tuesday

November 28, 2023

Event Overview

Giving Tuesday is a global day of giving. Fueled by the power of social media and collaboration, our community will come together for one special day to support and champion food literacy education. 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: 6,478
- Twitter: 2,385
- Instagram: 4,416

Matching Gift - \$25,000

- Prominent logo recognition on event website and two email newsletters
- 24 Tags/mentions in social media posts mentioning matching gifts across 3 social media channels
- 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
- 15 Tags/mentions in social media posts mentioning matching gifts across 3 social media channels
- 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
- 9 Tag/mention in social media posts mentioning matching gifts across 3 social media channels
- Listed in our 2022-2023 Annual Report

Matching Gift - \$2,500

- Listing recognition on event website and one email newsletter
- 6 Tag/mention in social media posts mentioning matching gifts across 3 social media channels
- 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
- 3 Tag/mention in social media posts across 3 social media channels
- 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

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!

Contact our Marketing & Communications Director to learn more!

Julie Beckner: office (916) 476-4766

E-mail: julie@foodliteracycenter.org

