



FOOD LITERACY MONTH MARKETING REPORT 2021



FOOD LITERACY CAMPAIGN

Total amount raised for our kids: \$59,008
includes \$22,000 in matching sponsor

Individual fundraising amount raised for our kids: \$37,008

- **Amount raised from new individual donors: \$9,204**
average gift = \$100
- **Amount raised from recurring individual donors: \$21,504**
average gift = \$256
- **Corporate Giving: \$6,200**

Total Individual Gifts: 176 New Individual Donors: 92

Total Individual Donors: 156 Recurring Individual Donors: 65

IMPACT SUMMARY

This fall, we returned to providing in-person food literacy programs, reaching an average of 400 students per week in 4 Title 1 elementary schools. Lessons cover topics like sugar, salt, fat, recognizing the difference between fruit and vegetables, and more! Third grader Ivan was excited for our return and said, "This is literally the best day!"

SPONSOR RECOGNITION BANNER



492
Kids
Funded



SOCIAL POST OVERVIEW

102 social posts and 8 emails over 3 platforms with a total of 84,435 reach and engagement.

SOCIAL MEDIA REACH & ENGAGEMENT

Facebook: 16,972

Instagram: 10,463

Email: 8 Emails sent out to 57,000 subscribers
5,410 opened for a 10% open rate

SPONSOR RECOGNITION

- [Food Literacy Month blog](#)
- [Food Literati Fundraising Teams](#)
- [Veggie of the Year](#)
- [Email Newsletter 1](#)
- [Email Newsletter 2](#)
- [Email Newsletter 3](#)
- [Email Newsletter 4](#)
- [Email Newsletter 5](#)
- [Email Newsletter 6](#)
- [Email Newsletter 7](#)
- [Email Newsletter 8](#)
- [Facebook Photo Album](#)



**Thank you for
putting our
kids' health at
the top of your
list. We will
continue to
meet our kids'
needs through
a lens of equity,
justice, and
resilience.**

VEGGIE OF THE YEAR

During September, our kids will try the raw bite of each veggie and vote for their favorite. Local chef's will also develop and share their favorite recipe on a Facebook live cooking demo.

Veggie of the Year (Kids Vote): Bok Choy

People's Choice (Most Donations): Team Mushroom

Chef Champion (Public Vote): David Edgar, Team Bok Choy

Participating Chefs & Veggie Teams

- **Team Avocado** – **Pedro Depina**, Executive Chef, Hyatt Centric Sacramento
- **Team Bok Choy** – **David Edgar**, Executive Chef, SCUSD Central Kitchen
- **Team Eggplant** – **Rick Mahan**, Executive Chef/Owner OneSpeed Pizza & The Waterboy
- **Team Mushroom** – **Nina Curtis**, Executive Chef, Adventist Health
- **Team Tomato** – **Santana Diaz**, Executive Chef, UC Davis Health



**Veggie
of the Year!**



**Chef
Champion!**



**People's
Choice!**