

# General Marketing Report



## Event Summary

**Food Literacy Month:** September 1 - 30, 2022

**Veggie of the Year:** September 28, 2022

## Impact Summary

Food Literacy Center thanks our community for its commitment to improving students' health. Your support of Food Literacy Center's month-long campaign allowed us to provide 10-weeks of food literacy education to 437 students in Sacramento. Together, we are inspiring students to eat their veggies and help them develop healthy habits that will last a lifetime!

# FOOD LITERACY MONTH OVERVIEW

Food Literacy Month included individual online fundraising spearheaded by staff, board members, and volunteers.

**Total amount raised for Sacramento students: \$45,709.85**  
includes \$23,500 from matching sponsors

- **Total Individual Gifts: 139**
- **Total Individual Donors: 131**
- **New Individual Donors: 90**
- **Recurring Individual Donors: 41**

**YOU**  
**inspired**  
**437**  
**students to eat**  
**their veggies!**



## DIGITAL ANNOUNCEMENTS

### Website

- Events Webpage
- [Food Literati Fundraising Teams 2022](#)

### Newsletter

Sent to 3,600 subscribers

- [September 7, 2022](#): "Surprise Sutter Health Announcement at Last Week's Ribbon Cutting!"
- [September 14, 2022](#): "Don't Miss a Melon Moment of Food Literacy Month"
- [September 22, 2022](#): "We Have 277 Students Left to Fund - Will You Help Us"
- [September 27, 2022](#): "Three Days Left to Have Your Gift Matched!"
- [September 29, 2022](#): "Only One Day Left to Meet Our Match Goal of \$8,060"
- [October 5, 2022](#): "And the winner is...!"

# Veggie of the Year: September 28, 2022

## Banner at Veggie of the Year Event



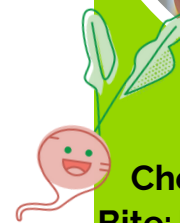
## Digital Sponsor Recognition



## Featured in Facebook Album



## VEGGIE OF THE YEAR!



**Team:** Radish  
**Chef:** Yolanda Marculescu  
**Bite:** Pickled Radish Bao Buns

## PEOPLE'S CHOICE



**Team:** Mushroom  
**Chefs:** Santana Diaz & Jet Aguirre  
**Bite:** Mushroom Tots