



# Food Literacy Month Marketing Report

## Event Summary

**Food Literacy Month:** September 1 - 30, 2024

**Veggie of the Year:** September 23, 2024

## Impact Summary

### Inspiring Kids to Eat Their Veggies!

Food Literacy Center thanks you for your commitment to improving our students' health. Your support of our month-long campaign has allowed us to provide **10-weeks of food literacy education to 709 students in Sacramento!**

Your support during Food Literacy Month allows us to continue our mission and expand our programming to reach even more kids throughout Sacramento. **Together, we are building healthier communities!**

### Food Literacy Month Campaign

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

**Total amount raised for Sacramento students: \$85,084.92**, includes \$35,000 in matching gifts from our sponsors!



**YOU**  
**inspired**  
**709**  
**students to eat**  
**their veggies!**

# Veggie of the Year, September 23, 2024

## Banner displayed during Veggie of the Year



**Veggie of the Year Winner:** Team Potato led by Chef Dennis Sydnor from Bawk! & The Roost



**People's Choice Winner:** Team Okra led by Chef Ravin Patel of 7th Street Standard



## Featured in Facebook Album

