

SELLAND FAMILY RESTAURANTS

July 31, 2015

Jay Hansen, School Board Member
Sacramento City Unified School District
5735 47th Avenue
Sacramento, CA 95824

Dear Mr. Hansen,

It is my pleasure to submit this letter of support for the nonprofit Food Literacy Center as project lead for the Leataata Floyd Project. Selland Family Restaurants has been working closely with Food Literacy Center since its beginnings in 2012. We have continued to support them through mentorship, funding, marketing, special events and programming because we see immediate results from our efforts as the nonprofit has grown.

Food Literacy Center has increased its budget every year, growing from \$40,000 in 2012 to \$132,997 in 2013 to \$271,873 in 2014 with just three paid staff. They are on target to raise \$400,000 this year. They are financially sound and demonstrate smart use of their funds. They expand their programs as their budget grows. They started in one school in 2012 and this fall plan to be in seven schools. They reach 5,000 low-income students and families each year by leveraging volunteers.

During summer 2014, my wife and Selland's social media manager, Gina Nelson, attended the nonprofit's Food Literacy Academy. This 28-hour intensive training turns community members into certified Food Geniuses, or instructors. During her training Gina experienced the passion the nonprofit's staff have for this work, as well as the dedication of the volunteers who join the team. Along with her classmates, Gina learned nutrition from a CSUS professor; food systems 101; competence for working with the nonprofit's low-income, elementary-aged target population; classroom management; and more. To date, the nonprofit has trained 62 Food Geniuses. They are among the nonprofit's 100 active volunteers.

Our whole family actively volunteers with the nonprofit. Chefs Randall and Ravin have participated in food literacy classes during after-school programs. They have cooked with food literacy students and helped them taste test new vegetables. We have also invited the students to come to The Kitchen and cook alongside our chefs. This is one of the moments that stands out most for me. Last October as Farm to Fork events were wrapping up, four food literacy elementary students joined us at The Kitchen. They were immediately enthralled at being in such a big, professional kitchen. Their passion for food and for cooking had clearly been ignited through Food Literacy Center, and their joy spilled over in our restaurant as they tugged on the sleeves of our chefs, asking if they could help, pointing around the kitchen and asking to be shown how things worked. During an important business party, our chefs patiently guided the students. Randall invited them onto the kitchen stage. Before long, the students were beautifully and attentively plating dishes for our customers. Meanwhile, their mothers were back of house, being pampered by a meal their children helped prepare—a rare and much-deserved night out for them.

The Kitchen.
RESTAURANT SACRAMENTO

DINING ROOM *ella* L.L.B.

ESTABLISHED 2001
SELLAND'S
MARKET-CAFE

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Food Literacy Center creates meaningful opportunities for the kids who need them most in our community. They also reach deep. They don't just show up, teach, and leave. They're training others to carry out their work, and they're providing long-term programming in schools (their first school is entering its fifth year this fall). The Leataata Floyd Project will be in excellent hands with this nonprofit, and we give them our four-star seal of approval.

With kind regards,



Josh Nelson
Co-Founder & CFO

The Kitchen.
RESTAURANT SACRAMENTO

DINING ROOM *ella* 1911

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