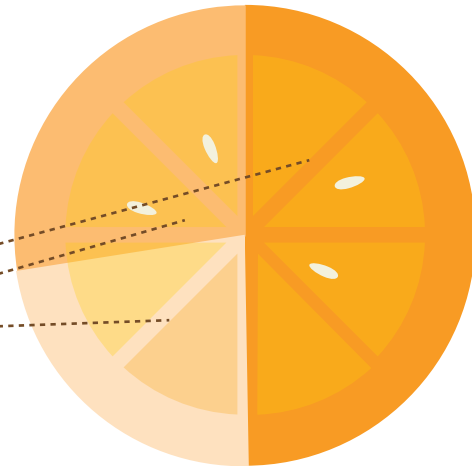


## FINANCIALS

**INCOME**  
 Events \$63,143  
 Individuals \$36,938  
 Grants \$25,000  
 Program Fees \$7,915  
 Interest \$1  
**TOTAL \$132,997**

**EXPENSES**  
 Program: Curriculum \$29,188  
 Program: Academy \$13,286  
 G&A \$16,063  
**TOTAL \$58,537**



## TOP FUNDERS 2013 & 2014

The California Endowment	\$20,000	Joseph Harbison	\$3,500
Harvego Family Foundation	\$15,000	Valley Vision	\$3,000
SimplyRecipes.com	\$10,000	BlogHer	\$2,500
Kaiser Permanente	\$10,000	Elliott's Natural Foods	\$2,500
John & Peg Poswall	\$6,500	Harbison Estate	\$2,500
Ella Dining Room & Bar	\$6,125	Dignity Health	\$2,500
Rotary Club of Sacramento Foundation	\$5,000	Attune Foods	\$2,500
Dawnie Andrak	\$4,800	Anthem Blue Cross	\$2,500
Natomas Crossroads Church, Inc.	\$4,000	Whole Foods Market	\$2,215.90
Poswall, White & Cutler	\$3,750		

## PARTNER HIGHLIGHTS

### Farm to Fork

The Sacramento Convention & Visitors Bureau's office of Farm-to-Fork announced at a press conference in July that food literacy education is a key priority to building a community that supports a Farm-to-Fork lifestyle. We agree!—and we couldn't be more eggplant ecstatic about our partnership with this program.

Farm to Fork Program Manager, Nicole Rogers joined the Food Literacy Center board in March 2014. Together, the nonprofits will partner on projects that increase public awareness of cooking and food literacy, including kids cooking demos at the Farm to Fork Festival, the Sacramento Food Film Festival and bringing national thought leaders to the region. Our executive director also serves on the Farm to Fork Steering Committee.

### Sacramento Public Library

In 2013, Food Literacy Center joined forces with the Sacramento Public Library system, providing 50 programs in summer 2013 in the library's 28 branches. Food literacy programming continued throughout the winter months, and in summer 2014, we again delivered 50 food literacy programs in libraries throughout the county. This year, we will also begin a Food Literacy Book Club in partnership to expand community education about our food system.

GRAPHIC DESIGN: POMEGRANATE DESIGN WWW.POMEDESIGN.NET  
 PHOTOS: MARITA MADELONI WWW.MADELONIPHOTOGRAPHY.COM

## PROFILE OF A FOOD LITERACY GENIUS

AMANDA MONYKO



Amanda Monyko lives in Lodi and studies dietetics at CSUS. When she discovered Food Literacy Center, she jumped in like a zucchini sprouting on the vine! Amanda is a newly trained Food Literacy Genius, certified to lead our food literacy classes. This summer she donated 198 hours to inspiring kids to eat their veggies!

### Q: What made you want to attend the Food Literacy Academy?

A: I wanted to become a more knowledgeable food advocate so that I could be better equipped to teach kids how to eat healthily and conscientiously. I'm currently a dietetics major at Sacramento State and I love working with kids so it seemed like a natural next step for me.

### Q: Could you tell us one fun tidbit from the course?

A: On the final day, we got to try out a food literacy program that we planned ourselves. It was a really engaging way to test my abilities both as a teacher and a leader. Without doing that, I don't think I would have had a way of knowing if I could really become a full-fledged food genius.

### Q: What was your favorite aspect of the course?

A: I liked that Amber and Elaine invited others to teach lessons as well, especially Lynn Hanna: a nutrition professor I know from Sacramento State. I thought that perspectives like hers really helped to diversify and enrich the advice that we were getting.

[foodliteracycenter.org](http://foodliteracycenter.org)



## ANNUAL REPORT 2013

Our mission is to inspire kids to eat their vegetables.  
 We teach low-income elementary children cooking and nutrition to improve our health, community and environment.

# VOLUNTEERS

We rely heavily on the cucumber kindness of community members. With only three paid staff, our nonprofit puts talented volunteers to work on a variety of projects, including graphic design, public relations and serving as classroom instructors.

**2013**  
700 HOURS

**2014**  
2,869 HOURS

# AWARDS & HIGHLIGHTS



# EVALUATION DATA

We're plum pleased to announce that as a 3-year-old nonprofit, we have 3 years of evaluation data to match! This is a rare thing in the nonprofit world, and we hope you'll celebrate with us. We don't count on anecdotes to know that our program is working—we measure it, analyze it, and use our findings to further improve our programs.

Some highlights from 3 years of data at Capitol Heights Academy in Oak Park, Sacramento:

**87%** of kids can provide an example of a healthy vegetable. This is a big achievement in a school where, in our first year, kids had never seen broccoli or plums!

**91%** of all students say YES, healthy snacks taste GOOD!

**80%** of kids know how to make a healthy snack and read a recipe.

**87%** know how to save money by selecting foods that are good for them.

**80%** of kids know how to read a nutrition label.

## Your Sandwich Can Save the World!

We teach cooking and nutrition classes to low-income elementary students in schools and libraries where the need is greatest. Currently, we target schools in South Sacramento, a region that has been identified as most at risk. We hope to expand to 16 schools by 2016. We served 2,400 kids in 2013.

We know that lack of vegetable consumption as a child leads to health problems throughout the life span. So, we introduce our students to healthy fruits and vegetables while they're young—inspiring them to build a lifetime of healthy habits.

We focus on positive reinforcement to celebrate the foods kids already eat that are good for them, and then we offer them healthy adjustments, like swapping out jelly in a sandwich and replacing with apple slices. We make food literacy fun and approachable by offering hands-on cooking, crafts or science experiments in every lesson.



### DeMone's Story

DeMone has been a Food Literacy Center student since 3rd grade. He attends a low-income school with a 91% participation rate in free and reduced lunches. DeMone and his siblings are being raised by their mom, who works as an after-school teacher.

When DeMone first started food literacy classes, he was shy. When it came to eating fruits and vegetables, he would tell us, "I like fruits best. They taste better. Except celery. I like that."

Each day in food literacy class, we give students like DeMone a new piece of produce to taste during their cooking and nutrition lessons. We want kids to develop healthy habits and become food adventurers. The more produce we expose them to, the more excited kids become to taste new foods.

This is especially important in a society where 75% of kids do not eat the daily recommended amounts of fruits and veggies.

Today, DeMone loves both fruits \*and\* veggies! He hopes to be a chef when he grows up.

In a community with a 40% childhood obesity rate, learning to cook and to eat vegetables is critical to preventing diet-related diseases—and to building a lifetime of healthy habits.

"I like food literacy," says DeMone as he bites into a carrot. "It rocks!"

## Food Literacy Academy

Our Food Literacy Academy trains community members as food literacy instructors, allowing us to expand our curriculum. We now have 57 Food Literacy Geniuses helping in programs across the community.

Trainees from the community are asked to submit an application. Applications are screened and approximately 10 students are selected for the intensive 28-hour training in topics of nutrition, food systems, and specifically how to implement Food Literacy Center's curriculum. Upon completion of the course, students are tested to become certified Food Literacy Geniuses.

### Valley Vision Award

Executive Director, Amber Stott received the Regional Environmental Leader award from Valley Vision.



### New Logo

A hot pepper high five to The Honey Agency, who designed a new logo and brand guide for us pro-bono!

### New Name

We had a big, heirloom tomato-sized name—and it was too much of a mouthful for folks to remember. So, we're stripping it down to three words:

## FOOD LITERACY CENTER

### New Schools

In February 2014, we expanded from 1 school to 3! We hope to expand to 16 schools by 2016. We target low-income schools with 75% or higher free and reduced lunch rates. Our current schools included:

**Capitol Heights Academy, Oak Park  
Pacific Elementary, South Sacramento  
Florin Elementary, Elk Grove**