



Now is the Time

NEW VISIONS TOWARD ENDING HUNGER

Sacramento, California · May 4 & 5, 2015

CAFB 2015 Conference Report:

Introduction

Thanks to the generous support of our sponsors, the California Association of Food Banks hosted a highly successful anti-hunger conference in Sacramento on May 4 and 5, providing two days of networking, workshops, and speakers focused on building a well-nourished, hunger-free California.

“Now is the Time: New Visions Toward Ending Hunger” brought together a broad range of stakeholders, attracting 268 participants from food banks, hunger relief agencies, anti-hunger organizations, business partners, state agencies and universities. CAFB’s vision for this year’s conference was to urgently address ending hunger, and again, thanks to our sponsors and exhibitors, we were able to meet our programmatic, fundraising and attendance goals, including:

- Exceed our attendance goal of 250 and attract a wide variety of anti-hunger advocates
- Receive an overall conference satisfaction rating of 4 out of 5 or better from attendees

Program

All aspects of the conference were developed to support CAFB’s main learning outcomes, including:

1. Build skills in areas such as advocacy, efficient logistics and nutrition education

- For many food banks, the CAFB Conference provides the sole source of food bank-specific professional development and learning opportunities. Six tracks offered targeted skill-building opportunities to provide value to both small and large food banks as well as pantries and other anti-hunger organizations. With 35 workshops covering topics from digital fundraising trends, to advocate training, nutrition and food safety, the CAFB conference ensured that participants had rich opportunities to learn best practices, expand their vision and network with peers.

2. Utilize the power of our networks to wholly address hunger and poverty

- Monday’s keynote speaker, Abby J. Leibman, explored a civil rights approach to ending hunger, providing insight and recommendations on how to overcome roadblocks to holding our government accountable for ensuring availability, accessibility and adequacy of food for all.
- In an insightful, entertaining presentation, Tuesday’s plenary speaker Lynne Lancaster illuminated how to best understand the values, attitudes and influences motivating staff members, stakeholders, volunteers, and those we serve by offering insights into the unique culture of the four generations in the workplace now.
- The “New Visions” learning track offered workshops such as “Community Collaborations: Addressing the Causes and Consequences of Hunger,” “Food Banks as Growers: A Viable Model,” and “How to Engage Your Local Public Health Officer in Ending Hunger.” These workshops sought to expand on the topics introduced by plenary



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speakers, and leveraged expert knowledge on individual, local, state and national levels to address hunger and poverty in the U.S.

3. Develop sustainable and innovative solutions for addressing hunger and nutrition

- Workshops such as “Got Nutrition? How to Engage Pantries, Agencies and Consumers” and “All About Produce: How to Increase Distribution and Manage Quality” introduced best practices and offered new perspectives on nutrition education and safely handling fresh food.
- Topic-specific roundtables also provided a forum for sharing ideas, and a networking reception on the first day of the conference accompanied the collaboration already taking place during meals and breaks. Food bankers and their allies were able to meet and share best practices and strategies with colleagues from across the state and the country.

Participants

With 268 participants representing nearly 100 different organizations, attendees embodied a variety of interests and backgrounds. Staff from 37 of CAFB’s member food banks were present, with food banks sending as many as half a dozen employees, including operations, programs, advocacy and development staff.

In addition to attracting our food bank members, CAFB also worked to expand participation to include food banks from outside the state, as well as direct service hunger relief agencies, businesses, foundations, and anti-hunger advocates. Representatives from 35 hunger relief agencies, anti-hunger organizations, nonprofits, and educational institutions attended, as well as staff from 12 government agencies, including California Department of Food Agriculture Secretary Karen Ross and California Department of Social Services Director Will Lightbourne.

Thanks to our generous sponsors and exhibitors, CAFB was able to offer six scholarships to rural and remote food banks to join their peers in Sacramento.

Evaluation

In our efforts to capture this year’s success and continue to grow and improve our offerings for 2017, CAFB surveyed participants and found that satisfaction was high across the board. Individual workshops received very positive ratings, and attendees were highly satisfied with the conference, giving it an overall rating of 4 out of 5 stars.

Feedback From Food Bankers

"Great info and lots to take back to help us tell our story more effectively."

"Packed, not a minute wasted. Very inspiring. Forged new connections, gained insight -- Amazing!"

"[I liked] the ability to meet, network and learn from people fighting the same battles with different tools and tactics."



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“Excellent presentation by Orange County! We are planning to implement this in our county as well, thanks to their trailblazing efforts!”

Sponsorships & Exhibitors

We are deeply grateful to our sponsors and exhibitors who made this conference possible. Thanks to strong support from our corporate, foundation and small business partners, we were able to reach our fundraising goal for the conference with a total of 9 sponsors and 4 exhibitors.

Exhibitor tables proved popular with attendees who were eager to learn about a variety of services and products available to California food banks, including fundraising, marketing, freight and shipping logistics, and food distribution. Additionally, a representative from our premier sponsor, Sysco, gave brief remarks from the podium outlining Sysco’s hunger relief efforts to an engaged audience.

We would like to offer special thanks to the following sponsors:



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Additional thanks to the following exhibitors:

