



Accomplishments 2014

CAFB Strategic Goals 2012-2014 Summarized

1. Exercise more influence over state and federal policy matters within California and as a partner to national policy advocacy efforts, with focus on increasing CalFresh participation, member capacity-building, Farm Bill, protecting supports for food banks and those at risk, and repelling efforts that negatively affect food banks and access to food.
2. Provide maximum benefit to members through the Farm to Family program by offering the greatest variety of low-cost products.
3. Ensure a sustainable Farm to Family program by carefully managing growth and cash needs.
4. Maintain CalFresh outreach and Nutrition Education programs, subject to changes in federal programs expected to take effect in October 2012.
5. Provide an increased level of tangible benefits to members, including technical assistance, resource sharing, and capacity building.
6. Ensure ongoing engagement of the Board in relevant strategic issues.
7. Engage in greater corporate and foundation fundraising activities to support Policy Advocacy, Member Services and general operations.

Farm to Family

1. *Ensure that members receive the quantity, quality, and variety of produce at the lowest possible price, adequate to meet their needs.*

Results:

- As of August 2014, CAFB has delivered over **88 million pounds year to date** of over **45 different commodities**, and is on track to exceed our annual goal of 133M pounds by at least 7M pounds, despite drought conditions and some product disruptions.
- CAFB coordinated **2,390 pickups** and **4,082 drops** of produce loads.
- CAFB continues to work with **119 packers and growers**, and added **eight new vendors** in the past year.
- In response to member requests, CAFB developed methods to increase shipments of **mixed loads**.

2. *Source farm products to excess and manage the sharing of California's bounty with partners in other states.*

Results:

- CAFB continues to work with Feeding America and out of state partners to share excess and reduce external sourcing efforts in CA. Based on year to date performance, it is estimated that **in 2014 CAFB will ship 10 million pounds to 12 out of state food banks**.

3. *Continue to leverage relationships to create a greater flow of inexpensive food to members.*

Results:

- CAFB continues to work with key partners such as the Board of the California Department of Food and Agriculture, the California Secretary of Agriculture and farm associations and individual growers to solicit more donated product as well as farm products beyond fruits and vegetables. Through these efforts, CAFB has developed a year-round rice donation program in Yolo county as well as additional rice shipments to the membership in 2014.
- CAFB **sourced from 45 out-of-state growers** to obtain 26.6 M pounds of primarily onions, apples, pears and potatoes to fill seasonal gaps in California production (up from 11.1 M last year).

4. *Continue to ensure that CAFB provides adequate infrastructure and staffing to ensure that it manages the growing program efficiently and well.*

Results:

- CAFB has successfully piloted a transportation service program. Since its May 19th inception, the program has **reliably shipped 70+ loads** to member food banks at an average **member savings of 5%**.

Additional 2014 Results:

- In late 2013, CAFB convened a Produce Working Group that worked for four months to address program issues, and in February 2014 the CAFB Board of Directors affirmed the following:
 - **CAFB is the single voice** in California for produce sourcing and distribution with out of state partners.
 - **Developed a subsidy program** for member food banks exporting produce from their counties for the F2F program. A 1/8 cent fee is added to every pound shipped to a member

food bank. The additional fees are then proportionally distributed on a quarterly basis to exporting food banks.

- **Reaffirmed our values** of cooperation, transparency, and joint solicitation.
- CAFB successfully began distributing non-produce, salvage loads between member food banks. CAFB answered the call when a member food bank requested assistance to distribute excess salvage loads. To date, CAFB has moved over 40 loads, many of which would have otherwise gone unused, within the F2F network and is looking to expand this model.
- CAFB has completed a **F2F Policy and Procedure Manual** to capture working agreements among CAFB and members. This was accomplished with assistance from the Farm to Family Committee and key member food bank operations staff. The final will be reviewed by the F2F Committee and is expected to be released to the membership by the end of the year.
- **Improved communication** with members through a weekly network call, new working groups, and use of Podio event tracking software.
- Continued to **work with the California Department of Food and Agriculture, to drive toward goal of 200M pounds annually**, and **implemented a marketing program** with support from Walmart (see Development & Market, page 8). As part of reaching CDFA's goal, members will be asked to report on local pounds received going forward.
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Programs

1. *Maintain the current CalFresh outreach program, expecting modest growth in the CalFresh outreach area, based upon available resources.*

Results:

- **Secured a \$6.65M contract** through the California Department of Social Services for CalFresh outreach funding for FFYs 2015 and 2016. Beginning October 1, 2014, CAFB will have 37 subcontractors and 19 sub-subcontractors conducting CalFresh outreach in 30 counties.
- **Supported subcontractors** by hosting a peer to peer meeting, CalFresh outreach-related webinars, mentorship pairings, providing technical assistance, operating an equipment loan program, and creating and distributing materials explaining the November 2013 benefit cut and July 2014 gross income increase.
- As of the end of 3rd quarter (June 30, 2014), CAFB expects to meet or exceed its service goals:
 - ✓ 664,000 materials distributed (114% of goal)
 - ✓ 105,000 households prescreened (144% of goal)
 - ✓ 22,000 applications assisted (77% of goal)

2. *Continue to facilitate private dollars to sub-contractors when available.*

Results:

Received and re-granted \$60K in FRAC funding to support local CalFresh outreach efforts establishing connections with health clinics, providing outreach to people at disaster distributions, training partners, and reaching hard-to-reach populations.

3. *Maintain SNAP-Ed through 2012, and evaluate whether to pursue NEOP funding in early 2012.*

Results:

The state reorganized the SNAP-Ed program in 2013. CAFB provided education and technical assistance to members to help transition their programs and funding relationships to their local

public health departments, and maintained its commitment to nutrition education by developing the PEP program.

4. Pursue Produce Education Program (PEP) in year 2, if sufficient resources exist.

Results:

Received \$330K funding and began implementing a three-year grant from the California Department of Food and Agriculture's Specialty Crop Block Grant program to start PEP in late 2013. Cody Dunitz was hired to coordinate the program and there are currently five member food banks participating, with three more joining in October.

PEP aims to educate food pantry clients about the fruits and vegetables they receive by promoting MyPlate, providing nutrition information and a recipe, and inviting them to sample the item and/or recipe. This all takes place in 3-5 minutes while clients are waiting for the food distribution to begin. Through this project we expect to increase the likelihood that clients will consume the fruits and vegetables provided to them at distributions and to increase the likelihood that they will purchase these items.

Public Policy

1. *At the Federal level CAFB will continue to play a supporting and coordinating role alongside our national partners with the understanding that the California Congressional delegation is critical to the formation of federal policy.*
2. *At the State level CAFB will work with state partners to increasingly take a leadership role in shaping state policy.*

Results:

- Secured a verbal commitment from new Speaker Toni Atkins to continue **\$1 million in state funding for SEFAP** for food banks to make food purchases. Coordinated with the Jacobs & Cushman San Diego Food Bank to secure the renewed support for the State Emergency Food Assistance Program (SEFAP), which was created through the passage of AB 152 in 2011.
- **Passed AB 2218 (Bradford) to create an energy assistance program for TEFAP food banks.** Worked closely with the author's office to ensure that the Public Utilities Commission is directed to create a program for providing energy cost relief to food banks, which is now on the Governor's desk for signature.
- **Successfully advocated for \$30.3M in drought relief food.** Working with CDFA, the Governor's Task Force, and CDSS, secured funds and created drought relief program in a way that food distribution and storage and handling cost reimbursement is most easily managed for members.
- With the HHS Budget Coalition, secured the historic **repeal of the lifetime ban on CalFresh** and CalWORKs for drug felons through the state budget process. Ended a decade plus battle, and required the effort of more than 100 groups from anti-hunger to law enforcement to explain the damage to our communities that this policy caused. The coalition is focused on SSI restorations for next year's budget.
- With the California Food Policy Advocates, Western Center on Law & Poverty, and CDSS, **prevented implementation of Farm Bill cuts to CalFresh.** The SUAS program (also known as "Heat and Eat") provides a minimum of \$20 in utility assistance to low-income Californians, so

that they meet the new federal minimum for accessing the Standard Utility Allowance, providing a deduction to client's income and resulting in higher benefits.

- Also working with the California Food Policy Advocates, Western Center on Law & Poverty, **raised the CalFresh Gross Income Test to 200%** of the Federal Poverty Level. The 200% FPL level means that far more households meet the first income eligibility test and allows them to use deductions such as the SUAS to reduce their income and meet the 100% FPL net income test, which is still in place.
- **Through the Alliance to Transform CalFresh**, worked with the CA Department of Social Services to create the **new Data Dashboard**. The dashboard not only provides valuable information to advocates, but is the first time that county performance can be compared on a number of measures vital to increasing CalFresh participation such as churn, same day service and dual enrollment with Medi-Cal to drive further improvements to the program.
- In Partnership with National Groups, **prepared for the 2015 reauthorization of the Child Nutrition Act**.

Activities

- **The Alliance to Transform CalFresh** continued to work an aggressive advocacy agenda aimed at 1) maximizing participation through the dual eligibility of Medi-Cal and CalFresh recipients; 2) reducing churn; and 3) creating statewide standards for program operations and a Same Day Service initiative. The Alliance is also preparing to launch a **major county level strategy initiative** to engage member food banks in local campaigns to improve participation along these three goals in their respective counties.
- **Successfully advocated around the state budget** in coordination with the HHS Budget Coalition, by organizing call-in and in-person lobby days in Sacramento. CAFB staff planned and coordinated coalition efforts to around several days of action and lobby visits primarily focused on state budget hearings in the spring. The budget ultimately provided huge wins for drought food and CalFresh, and next year's focus will be on restoring SSI cuts.
- Helped to organize an effective **Hunger Action Day** on May 21st at the capitol in Sacramento, with 200 participants from across California for legislative meetings and rally to support the full restoration of safety net services cut during the budget crisis.
- Actively **shaped the CHAC 2014 legislative agenda** by participating in the "CHAC-tober" annual gathering.
- **Hired a New Policy Director**. CAFB said goodbye to Eric Manke and welcomed Andrew Cheyne at the annual Legislative Day and officially in early May. For the past five years, Andrew worked on media advocacy issues on a variety of nutrition and public health policies while at the Berkeley Media Studies Group, a project of the Public Health Institute.
- **Hired a New Policy Associate**. CAFB said farewell to Gemma Donofrio in August and hello to Sarah Palmer in September. Sarah has a long history of food bank involvement and anti-hunger advocacy, including participating in Hunger Action Day, attending the FRAC conference and running a summer feeding site for ACCFB.
- **Built and maintained key state relationships**, including the Governor's office, Senate Pro Tempore Steinberg (Sacramento) and new Assembly Speaker Atkins (San Diego) and key administration officials at the Governor's Drought Task Force, CDFA, DSS and CDPH. Arranged a site visit for a key budget staff person for the Assembly Speaker at the Yolo Food Bank.
- **Built and maintained key congressional relationships** resulting in timely intelligence from key staffers and information on best advocacy approaches.

- **Deepened membership capacity for advocacy.** This is a priority for new Policy Director Andrew Cheyne, who held a webinar on Hosting Successful site visits, and conducted 5 in-person visits to members in Gold Country and the Sacramento area. These visits allowed him to hear what the priority issues are, especially for rural & remote members, as well as to discuss overcoming any barriers to participating in advocacy initiatives.

Additional Policy Objectives

1. *Build capacity of individual members to influence public policy.*
 - **Over 20 food bankers attended Legislative Day**, and conducted over 60 meetings with legislative offices.
 - **Provided at least 12 sample letters of support**, emails, phone scripts, letters to the editor, Op-Eds, and town hall talking points for food banks to advocate for protecting and improving nutrition assistance programs across our state and federal agendas.
 - **Developed advocacy materials** to support the state legislative agenda, and half of members reported using CAFB sample materials.
 - **Held monthly public policy committee calls** to relay important state and federal updates, share upcoming advocacy opportunities, and solicit member feedback on policy measures and the political climate.
2. *Conduct policy briefings and trainings for membership and at regional and local hunger, nutrition and health gatherings.*
 - **Organized member capacity building activities** including an Advocacy 101 training and a site visit webinar, broadening the hunger discussion beyond food issues, and engaging more partners in anti-hunger advocacy.
 - **Presented policy briefings or trainings** in collaboration with member food banks.
3. *Explore potential for food banks to engage their agency networks, clients and community members in policy work.*
 - **Drafted client advocacy toolkit**, including researching best practices in other states as well as interviewing food bank, agency and client advocates to share stories and build out the toolkit. We plan on completing and sharing the toolkit for the upcoming legislative season.
 - Lead discussion with several members on **creating agency and community advocate groups**, and offered to facilitate the groups' participation in state and federal advocacy.
 - Through the Food Security Task Force, planned the **first Kitchen Table Talk** as a means to inform our advocacy with local Bay Area grassroots input.
4. *Clarify and streamline internal CAFB Priority and Agenda Setting Process*
 - Presented state and federal **policy agenda to the Board** for approval.
 - In planning CAFB's **2015 policy agenda**, policy staff will conduct an **online survey** of all food bank advocacy staff and personally contact at least 10 food banks to generate ideas and set priorities.

Member Services

Objectives:

1. *Determine Member Service needs.*
2. *Build Capacity of Small/Remote Members.*
3. *Improve ongoing inter-member resource sharing and innovation.*
4. *Build capacity of the membership to respond to major disaster.*
5. *Convene periodic membership conference.*

Results:

- **Welcomed three new members to CAFB.** Feeding America Riverside/San Bernardino, Community Action Partnership of San Bernardino County and Yuba-Sutter Gleaners Food Bank were all approved for membership this year. Our association now serves forty-seven California counties.
- Planned for the **2015 Conference, May 4 and 5, Sacramento.** Staff from five of our member food banks are meeting monthly to plan an innovative conference focused on the theme – ***Now is the Time: New Visions toward Ending Hunger.*** Soon the conference planning committee will be issuing a call for workshop proposals.
- **Prioritized disaster planning** to insure that in the event of a disaster CAFB can efficiently resume critical functions in the F2F program and communicate and coordinate with impacted food banks. With our disaster planning consultants, Rimmel and Swardenski, CAFB put in place a Disaster Operations Plan and Farm to Family Continuity of Operations Plan. Over the next year, CAFB will continue to prioritize statewide disaster planning for all of our members through peer-to-peer networking, training, and coordination of regional disaster planning teams.
- **Provided our members with training and resources** through the Specialty Crop Grant Produce Education Program (PEP) in the first successful year. PEP developed 10 lessons and recipes cards for F2F items and distributed over 12,000 of these materials to participating pantries. All of our members will have access to these nutrition resources through the newly developed PEP webpage. In Year 2 PEP will reach 3 additional member food banks and 12 of their food pantries as well as develop 5 new produce lessons and recipe cards.
- **Improved capacity to share resources and innovation among our members.** As part of our new website member services launched web pages highlighting innovative programs from across our network. Redwood Empire Food Bank's Diabetes Wellness Program and Food for People's Choice Pantry are featured this quarter. The web pages will be updated quarterly with new programs and information.
- **Worked to expand and improve how we provide services** to support our members. An online member survey will be released in January, 2015. The information that we collect will be critical to helping CAFB provide the highest-level of services and benefits.

Development & Marketing

Fundraising

- Had a highly successful year, particularly with only two part-time staff. Year to date for 2013-14, **we raised four times as much in grant funding as the year before – nearly \$1.6 M.**
- **Secured a \$500,000 grant from the national Walmart Foundation** to expand the Farm to Family program, study its environmental impact, train other states to develop similar produce recovery programs, and build agency capacity for produce.
- **Received a \$250,000 grant from Bank of America**, the bulk of which went directly to ten food banks in drought-stricken areas for food purchase.
- **\$330,000 from USDA to CDFA (Specialty Crop Block Grant) to CAFB for PEP** – our new Produce Ed Program for food banks and pantries
- **Multiple grants from FRAC** (Food Research & Action Center in Washington, DC) that support our members' CFO work, as well as the Alliance to Transform CalFresh -- adding up to over \$250,000.

Marketing - New CAFB Website

In mid-September, 2014 CAFB **launched a new website**. Primary objectives of the new website:

1. Establishing CAFB as a thought leader on hunger and nutrition in California.
2. Showcasing the successful work of our member food banks and providing valuable resources for use by members.
3. Convincing potential corporate and foundation donors to invest in us by clearly presenting our programs and the collective accomplishments of CAFB and our members.
4. Helping people in need find food resources and making it easy for the general public to find and support their local food bank.
5. Educating and recruiting potential Farm to Family donors.
6. Acting as a resource on hunger in California for the media.

New website features and content designed especially for the CAFB membership:

- Find a Food Bank tool – by entering a zip code, site visitors can find their local food bank along with other local food assistance programs and resources
- A “Donate” page that directs donations to local food banks
- Member Resources – publications, webinars, and program materials in the following areas: advocacy, CalFresh outreach, nutrition, operations, fundraising, disaster preparedness
- A “Data and Resources” center with up-to-date statistics on hunger and poverty in California and a **new Hunger in California fact sheet**
- Innovative Programs – showcases successful and replicable member food bank programs.
- Food Banking FAQ – geared toward the general public who want to find, support and engage with their local food bank.