California Farmworker Foundation

Presentation Talking Points — Celebrating 10 Years of Service

Health • Education • Civil Assistance

1. About CFF & Our Programs

- 10th anniversary this year — a decade of standing alongside California's farmworkers and their families.
- **Mission:** a nonprofit, service-based organization improving the health, well-being, and quality of life of farmworkers and their families.
- **Focus areas:** Health, Education, and Civil Assistance — delivered directly, where farmworkers live and work.

2. How CFF Represents the Voice of Farmworkers

- **Needs assessments:** programs are built from what farmworkers tell us they need — not assumptions made on their behalf.
- We give farmworkers a direct platform to identify their needs and shape how CFF supports them.
- **Farmworker Advisory Council:** a standing group that meets to discuss farmworker issues, and speaks for the community when a farmworker voice is needed.

3. Positioned Through Industry & Community Partnerships

- Guided by our core values: Trust, Respect, and Community.
- **Direct relationships:** with growers, producers, and farm labor contractors (FLCs) built on earned trust.
- **On-site access:** reaching farmworkers directly in the fields, packing houses, and coolers.
- This partnership-driven access is what sets CFF apart from other organizations serving this community.

4. Challenges Farmworkers Face — and CFF's Response

- **Immigration:** complex, high-stakes questions — met with trusted civil assistance and guidance.
- **Healthcare:** limited access — addressed through healthcare navigation and enrollment support.
- **Food security:** families going without — connected to food resources and support.
- **Economic pressure:** rising costs against a standard 40-hour work week — eased through benefits enrollment and direct support.

5. How CFF Measures Success

- Success is measured by impact and outcomes — not by the number of services delivered.
- **What that looks like:** healthcare navigation, scholarships for farmworkers' children, Medi-Cal and public benefits enrollment, and food on the table for families.

> ***"We measure success not by the service itself, but by the meaningful, lasting difference it made in the life of a farmworker and their family."***