



case study

From Vision to Reality

Community Food Advocates (CFA) utilizes high-impact public policy, ensuring all New Yorkers have access to healthy, affordable, culturally appropriate foods within an equity-centered food system. CFA believes access to quality food is an essential human right. Lack of access is an income equity issue compounded by systemic racial and gender-based barriers.

CFA believes the government has a fundamental responsibility and an unmatched capacity to end poverty and its consequence: hunger. To that end, CFA advocates for high-impact public policy change that ensures all New Yorkers have access to healthy, affordable, plentiful, and culturally appropriate foods.



CFA Approach

- Strive for high-impact policy change and strong implementation that dismantle income inequities and racial and gender-based barriers;
- Guided by solid policy and budget analysis;
- Build creative and strategic coalitions;
- Believe in the strength of collective power, experiences, and knowledge; and
- Fueled by the full partnership and meaningful engagement of people most directly affected.

CFA's Executive Director, Liz Accles, was in need of internal operation support, specifically with their calendar and email management as well as general organizational support, to free up her energy to focus on leading CFA while strengthening internal operations that would benefit the entire organization.

CALENDAR MANAGEMENT

Liz needed immediate support to manage her calendar and meetings. Specifically, she needed someone to identify and reserve meeting space and arrange off-site meeting locations; regularly review scheduled meetings, re-evaluate priorities, and modify previous scheduled appointments; and update multiple calendars on multiple systems.

EMAIL MANAGEMENT

Liz required support with her inbox to ensure she was able to respond to all those she needed to while prioritizing the organization's needs. She needed someone to draft emails and other correspondence for review and review, edit, and proofread draft written documents and other materials prior to distribution or sharing with external audiences.

GENERAL ORGANIZATION

Karla oversaw the migration of their data from OneDrive to GDrive so their data was streamlined and put new processes in place there.

OBJECTIVES

Access to quality food is an essential human right.

Utilizing high-impact public policy that ensures all New Yorkers have access to healthy, affordable, culturally appropriate foods within an equity-centered food system.



KEY DELIVERABLES

One of the key objectives for SV Branches' engagement with Liz was to free up more of her time so that she could focus more on fundraising and the strategic direction of the organization. She worked with SV Branches' Karla Ciavarella to optimize her efficiency and allow her to fully focus her energies on leading CFA as opposed to internal logistics. Working together, Li and Karla identified the following key objectives for their work together:



CALENDAR AND EMAIL MANAGEMENT

Karla swiftly began implementing systems to streamline Liz's calendar and email based on the needs she and Liz identified together. This benefited CFA staff and external stakeholders working with CFA, as Liz was better able to respond to their needs and be where she was needed most. In addition, when Liz was unexpectedly the target of an email breach, Karla was fully responsible for managing the challenge, which included changing passwords for the impacted accounts and proactively changing passwords for those not yet affected, as well as sending out email responses and working with an external IT provider to fix the breach.



SOFTWARE RESEARCH & IMPLEMENTATION

QGIV is a donation platform for events as well as website management. Karla's work in the research and implementation of this solution streamlined the event donation process syncing up their donor platform. Through Karla's research, CFA saved money as they were overspending on their existing donor platform. This new platform also enabled all CFA team members to review updates on their phones as it was app enabled.



IT SUPPORT

Karla relieved one CFA team member who took on the brunt of the internal IT duties on top of her regular duties in an effort to help the team.



PROJECT MANAGEMENT & OPERATIONAL DUTIES

Karla managed the migration of the organization's data from OneDrive to Google Drive, so their data was streamlined. To do this, she put new processes in place for data management and ensured systems were set up internally to support implementation of the new system.



Liz Accles, Executive Director

"Having Karla on board as my Executive Assistant has been a game-changer for me as the Executive Director of a small non-profit. Her organizational and interpersonal skills are top-notch, allowing me to focus on strategic initiatives while knowing that essential work is in good hands.

Karla's warm and welcoming way makes her an absolute pleasure to work with. I consistently receive positive feedback from people she connects with on my behalf."



"My experience with CFA and Liz has been incredibly rewarding. Liz's leadership fosters a collaborative and supportive environment, empowering the team to make a real impact in the community."

KARLA CIAVARELLA

Virtual Executive Assistant



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