



California Association of Food Banks (CAFB) Name Change Frequently Asked Questions

What is California Association of Food Banks changing its name to?

*We are changing our organization's name from **California Association of Food Banks** to **California Food Banks**TM.*

Why are we changing our name?

After decades of working with our member food banks, our relationships have become stronger, more collaborative, and, in our ever-strengthening partnerships to end hunger in our state, we have become more than an "association."

Are we rebranding?

Yes, we are publicly rebranding, which requires changes to our name, logo, and DBA (Doing Business As). All legal forms will continue to note us as the California Association of Food Banks.

Does this change anything about our mission and vision?

No, our mission and vision remain the same. We are working together to end hunger; to create a well-nourished and hunger-free California, where all people have enough food to lead a healthy life.

What are the benefits of changing our name?

In addition to better representing our collaborations and partnerships with member food banks and network, we believe that the new name inherently conveys a sense of the collective. It is stronger, more memorable, and will increase recognition of our organization.

Will we use an acronym?

No, we are changing our name (CALIFORNIA FOOD BANKS or California Food Banks™) to make it easier to remember and use. We would appreciate you consistently using the full name for all communications to increase brand recognition and comply with our trademark.

When will the name change go into effect?

We will issue a statewide press release on Tuesday, July 7. All public communications will change to the new name after the press release.