



For Immediate Release

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Contact: Marta Bortner
(916) 205-2836

**CALIFORNIAVOLUNTEERS BRINGS CONFERENCE SERIES TO BAY AREA TO HELP NONPROFITS
WEATHER THE ECONOMIC DOWNTURN**

***“Surviving and Thriving During Tough Economic Times” Provides Critical Tools to Strengthen Bay Area
Nonprofits***

BERKELEY, CA – Today, CaliforniaVolunteers hosted a free, one-day conference designed to provide nonprofit leaders access to key training and resources to help them effectively weather and thrive during the economic downturn. More than 300 nonprofit executive directors, board members and leaders in the Bay Area were scheduled to attend.

A pre-conference survey completed by registered attendees in the Bay Area sheds light on some of the specific struggles local nonprofits currently face. Nearly half of survey respondents indicated donations have decreased over the past six months; in contrast, more than 80 percent reported the demand for services increased over the same period. More than 60 percent indicated they could engage more volunteers in addressing critical community challenges.

“I am approached daily by nonprofits and community-based organizations struggling to do more with less,” said Karen Baker, Secretary of Service and Volunteering. “These conferences are designed to strengthen our nonprofit sector by providing tools to address common challenges and better tap one of our greatest resources – our state’s volunteers.”

The Surviving and Thriving series is made possible through CaliforniaVolunteers’ public-private partnership with Bank of America and the Taproot Foundation. Sessions include how to effectively leverage volunteers, financial and operational tactics to weather the tough economic climate and how to better understand and communicate with nonprofit donors.

“Nonprofits are among the most important, and most vulnerable institutions in our communities,” said Janet Lamkin, California State President for Bank of America. “We are pleased to be able to partner with CaliforniaVolunteers in providing expertise to help them weather the current financial storm.”

Surviving and Thriving conferences have been held in the following communities:

- April 2 Sacramento
- April 8 Orange County (Lake Forest)
- April 9 Los Angeles
- April 15 Rancho Cucamonga
- April 16 Clovis

For more information about the volunteering in California or the Surviving and Thriving Conference Series visit CaliforniaVolunteers.org.

CaliforniaVolunteers

CaliforniaVolunteers is the state office that manages programs and initiatives to increase the number of Californians involved with service and volunteering, including the state AmeriCorps program, California Citizen Corps and the Cesar Chavez Day of Service and Learning. Through the innovative Web site, CaliforniaVolunteers.org, individuals and families can find more than 45,000 volunteer opportunities throughout the state involving the arts, education, animals, disaster preparedness, the environment and other areas of interest. Karen Baker, the nation’s first state cabinet secretary of service and volunteering leads the organization and First Lady Maria Shriver serves as the honorary chairperson. For more information, please visit www.CaliforniaVolunteers.org.

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