

Presentation Title: Food Banks Rising: Pandemic Response and the Road Ahead



Holly Cuthbertson is a Certified Emergency Manager with a master's degree in emergency management from Arizona State University. She is currently the TEFAP Program Coordinator at Feeding the Foothills in Roseville, California.

Holly served as an emergency planner for Maricopa County Department of Emergency Management in Phoenix, Arizona, and the California Department of Public Health. Following the birth of her daughter, Holly worked as a consultant, supporting Statewide public health and medical projects.

Holly believes volunteering is a great way to get to know a community, build lasting relationships, and match needs that would not otherwise be met without personal connection.

About the Presentation

This presentation covers the rise of Food Banks as an essential lifeline and resource for families and individuals during the COVID emergency. It graces the unique challenges of organizational growth needed to meet demand, including staffing, volunteer recruiting, and the influx of funding to cover capacity and increased commodities which met overwhelming community needs. Participants will learn how food banks coordinate with partner agencies to distribute food in the community during day-to-day operations and times of disaster. How retail recovery and purchase programs save and supplement available foods and the tremendous power of volunteers. What lessons were learned, capabilities built, and strengths identified in responding to COVID-19? I'll share what emergency managers can expect as food banks head into another time of uncertainty in 2025 and beyond.