



MEALS on WHEELS CALIFORNIA  
CONFERENCE 2025

MONDAY, MARCH 24 - WEDNESDAY, MARCH 26

[MOWCA.ORG](https://mowca.org) CONFERENCE

**Hello!**

I'm Luca Oake

I advise and guide people and orgs  
through opportunities for growth

Find me on LinkedIn @heylucaoke







MEALS **on** WHEELS  
CALIFORNIA

"Do not get lost in a sea of despair. Be hopeful, be optimistic. Our struggle is not the struggle of a day, a week, a month, or a year, it is the struggle of a lifetime. Never, ever be afraid to make some noise and get in good trouble, necessary trouble." - John Lewis



"I raise up my voice –  
not so that I can  
shout, but so that  
those without a voice  
can be heard."

MALALA YOUSAFZAI



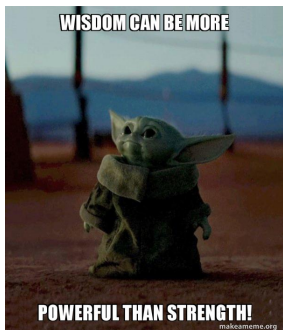
Leadership  
is influence.

John C. Maxwell

BrainyQuote



WISDOM CAN BE MORE



'A goal without a plan is just a wish.'

~Antoine de Saint-Exupery~



MEALS ON WHEELS CALIFORNIA

2025 MOWCA AIM CONFERENCE

MOWCA BOARD RETREAT

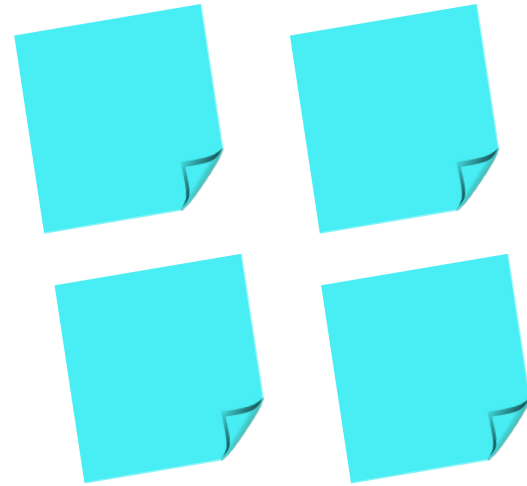
MEALS ON WHEELS: **influential**, **present**, **thought leaders**, **trusted**, **committed**, **experts**, **powerful**, **deep knowledge**, **embedded**, **highest nutritional content**, **science**, **best value**, **data driven**, **continual quality improvement**

# Does MOWCA's advocacy need to evolve?

Yes, here's why



No, here's why not



# Does MOWCA's advocacy need to evolve?

## Synthesize

- Key themes, words, expressions of MOWCA's advocacy
  - Funding climate evolving, be resilient, and evolve with it
  - Open new funding conversations for new funding pathways
  - RATHER than evolve, let's adapt, and have more cohesion among MOWCA members
  - More thoroughly explain funding as a wise investment
  - CA has the economy and food resources to feed seniors, get CA to feed CA seniors
  - Continuing and improving partnerships, get better data and new information to those who support programs
  - Move with the times (blow up Willy's phone with texts)
  - EVolve all you want, but don't lose trusted reputation, keep fighting for resources not to be cut

# MOWCA Advocacy

## Commit

- **What's 1 contribution you can make in the next 6mos to move MOWCA's advocacy work forward?**

### Key considerations

- Operational? Financial? Tactical? Strategic?
- 1 activity you could start? Or continue?
- Just you? Include your team?
- Be kind and realistic with yourself
- Share your contributions





**What's your 1 contribution  
in the next 6mos to move  
MOWCA's advocacy work forward?**



slido.com

**Joining as a participant?**

# 3539616



# Final Reflections?

**Thank you!**

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## MEALS ON WHEELS CALIFORNIA

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