Foodbank of Southeastern Virginia and the Eastern Shore
Strategic Plan – Action Planning Update

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Our Bold Goal for 2025:

By 2025, the Foodbank of Southeastern Virginia and the Eastern Shore will **close the Meal Gap** for our service area and make measurable progress toward ending hunger by collaborating with community partners to **address the root causes of food insecurity.**
The annual Meal Gap within the past five years has been between 24 to 30 million meals. In FY20, the Foodbank distributed 14.9 million meals, which represents the baseline for determining an average annual growth rate that will close the anticipated Meal Gap by 2025.
Our Vision: A Hunger-Free Community

Our Mission: Leading the effort to eliminate hunger in our community.

Our Values:

Quality: We are committed to excellence in services, products and operation.

People: We will treat all people with respect, dignity and courtesy. We will work to provide an inclusive culture in which all can work and learn together.

Stewardship: We will use our resources wisely, with accountability to the public and concern for the environment.

Integrity: We will be honest and fair in our dealings with others.

Collaboration: We are appreciative of our community partners, donors, volunteers and employees for their commitment and support.

Equity: We will encourage increased access to resources and opportunities that people or communities need to reach their full potential.

Our Diversity Statement: We believe that the ethnic, cultural and social diversity of our service area should be reflected in our staff, board of directors and volunteers in a manner that promotes inclusion and a sense of belonging.
Ground 1: Increase community awareness about the causes, consequences and disparities associated with hunger/food insecurity

Measures of Success:
• 48 media placements/year driving impressions through traditional print, radio, television or digital/social platforms
• 1 mention in published reports, including research papers or articles/year

Goal 2: Mobilize the public to advocate for hunger-relief programs serving vulnerable adults and children

Measures of Success:
• 1,000 actions taken to contact elected/appointed officials in support of programmatic and public policy solutions
• 1 elected or appointed official who introduces, sponsors or votes in support of public policy solutions that address the root causes of hunger and food insecurity/year
Strategic Plan Framework Action Plan

Strategic Pillar: FEED

Goal 3: Expand healthy food service options in underserved, low-income neighborhoods.

Measures of Success:
• 2 CACFP and SFSP congregate meal sites, established per quarter, through sponsorship recruitment, outreach and technical assistance
• 1 Food Hub, Co-Op or Mobile Market established per quarter to provide nutritious, affordable food
• 3 Farmers Markets that accept Virginia Fresh Match and Senior Farmer’s Market Nutrition

Goal 4: Increase participation in programs that enable healthy food in communities with a high prevalence of food insecurity and poverty rates.

Measures of Success:
• 75/mo. (year 1), 150/mo. (year 2) increase in SNAP applications submitted, including for military families
• Increase to 900 CFSP caseload for low-income seniors with a 10% waitlist
Strategic Plan Framework Action Plan

Strategic Pillar: STRENGTHEN

Goal 5: Diversify food, funding and volunteer resources to scale and sustain hunger-relief initiatives

Measures of Success:
• 25% increase in food sourced from grocery retail partners (i.e. food rescue), USDA federal commodity programs, manufacturers and regional farmers
• 33% increase in major and annual fund donors (3% annual dollars)

Goal 6: Nurture a workplace culture where employees are engaged and feel valued.

Measures of Success:
• 85% of employees who report that their job allows them to utilize their strengths
• 80% of employees who report that leaders at the organization value people as the most important resource
Strategic Pillar: TRANSFORM

Goal 7: Collaborate with traditional and non-traditional partners to promote food security and positive physical health outcomes.

Measures of Success:
- 50 traditional and transformational partners that offer choice-based food access opportunities and nutrition education
- 40% of individuals who experience food security and positive health outcomes

Goal 8: Collaborate with higher education and workforce development partners to implement comprehensive solutions that help individuals access living wage careers

Measures of Success:
- 10 collaborations that align food access opportunities with higher education or workforce development programs
- 30% of individuals across our service area who experience food security and achieve access to living wage careers
A hunger-free community.

Nourishing Hope for Tomorrow

Ending Hunger Today
For additional information:

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