AfriThrive Strategic Plan
Mission, Vision & Strategic Goals

The mission and strategic goals are the guiding inputs to the strategic plan's objectives and activities for the next 12 months, while the vision helps position AfriThrive to achieve the broader aspirations and ambitions.

**Mission Statement**
AfriThrive alleviates hunger and improves the wellbeing of black immigrants and people of African decent through access to culturally appropriate healthy and nutritious food, skills development and economic opportunity.

**Vision Statement**
To build financially sustainable and culturally vibrant African immigrant and minority communities, where every family and individual thrives.

**Strategic Goals**
AfriThrive's strategic goals for the next 12 months aim to increase support and related outcomes to black immigrants and people of African decent in the Greater Baltimore-Washington DC area through its programs and services.

- **Goal 1** - Increase access to culturally appropriate healthy foods
- **Goal 2** - Increase financial security
- **Goal 3** - Increase advocacy and sustainability to end food insecurity
Goal 1: Increase access to culturally appropriate healthy foods

The provision of culturally appropriate healthy foods is enabled through the Mobile Food Pantry Program and the Cultural Farm & Community Gardening Program. Engagement of community members to promote food sovereignty is key to achieving equitable food system and healthy equity for all.

Goal 2: Increase financial security

AfriThrive helps black immigrants and people of African decent develop financial security and independence by developing the skills required to secure meaningful employment. The goal to increase financial security will be achieved by increasing access to the existing Education and Job Training Program.

Goal 3: Increase advocacy & sustainability to end food insecurity

AfriThrive’s programs that help provide access to healthy and culturally appropriate food to Black immigrants and people of African descent with food security challenges, and programs that address financial security through developing skills to achieve stable employment, both rely on support from a network of donors, corporate sponsors, government and other organizations. Building and maintaining partner and supporter networks through advocacy and promotion of AfriThrive’s cause and programs are critical to securing the financial and in-kind contributions that ensure sustainable delivery of its programs, and working to end food insecurity in the Greater Baltimore-Washington greater area.
Progress Monitoring

The Strategic Plan is a living document that is a road map by which the CEO and Board Members should be held accountable. The plan should be utilized to create semi-annual goals for the CEO/organization and for the Board Members.

Progress monitoring is captured through regular updates during Board meetings and annual reports.