MEANS Database
Strategic Plan
2023 - 2025
Overview

Matching Excess And Needs for Stability (MEANS) Database is an online platform connecting those with excess food, like warehouses, grocery stores, and restaurants, to nearby emergency food providers who serve those in need.

Our organization has two major goals: to reduce food waste and reroute that food to feed people facing food insecurity.

MEANS has worked in the food recovery and anti-hunger space for eight years.
Vision

Waste Less. Feed More.

It is that simple: our vision is to put an end to food insecurity and food waste.

Mission

MEANS Database connects organizations with excess food to communities in need. Our online platform facilitates communication and logistical support to transport food donations.

MEANS has two major goals: to reduce food waste and reroute excess food to those facing food insecurity.
MEANS aims to grow its food recovery impact by 300% in the next two years by focusing on bulk procurement in addition to the usual day-to-day food donations.

NB: In 2022, MEANS recovered over 3 million pounds of food. In Q1 of 2023, it recovered over 5.5 million pounds of food. Impact growth is up 183% and is well on its way to surpass the goal.
Secure enough funding to recover food and continue serving communities suffering from food insecurity at no cost to them. Due to inflation, we expect our annual budget needs to be $2 million, i.e. an increase of 46%.

MEANS is committed to building relationships with philanthropists, foundations and CSR departments to expand on our mission, increase funding and elevate awareness of MEANS nationwide.
Development Objectives

- Acquire new donors, individuals, and organizations
- Create new diversified funding streams and opportunities for MEANS
- Increase awareness and support of MEANS as a “go to” nonprofit in the food recovery and anti-hunger spaces
- Grow corporate partnerships efforts
- Cultivate existing and prospective partners and donors
- Provide a framework for future fundraising efforts
- Diversify board and increase involvement in fundraising and donor cultivation
Communities we support

SOME OF THE RECOVERED FOOD RECIPIENTS

- Table to Table - NJ
- FarmShare - FL
- Palm Beach Food Bank - FL
- Mid-Ohio Food Bank - OH
- Hands of Hope - IL
- JEE Foods - OH
- Sharing Excess - PA
- Society of St. Andrew - National
- The Food Group - MN
- Eat Greater Des Moines - IA
- United Against Poverty - FL
- Greater Chicago Food Depository - IL
- Armfuls of Help - NY
- Hopi Relief - NM
- World Emergency Relief - CA
- Borderlands Food Bank - AZ
Think long-term
Waste Less. Feed More.

Be authentic and sincere
Food is a love language that should be shared, not wasted.

Use technology & creativity
Where technology and people come together as one.

Treat donors as customers
But most importantly, think of them as family. Keep them close.

PLAN FOR THE FUTURE
Waste Less.

Feed More.
MEANS

... to be continued!