Long Island Cares, Inc.
Strategic Plan 2019-2024
2023 Goals and Objectives
Goal #1
Plan to Increase Revenue

- Goal #1 Plan to increase revenue
  - Review of 2023 marketing plans to increase revenue (P.T.P., K.F., and H.L.) - Ongoing*
  - Establish individual program budgets (H.L. and J.R.) - Completed
  - Establish metrics to evaluate a ROI of all programs (J.R., and all Chiefs) - In process

*(all communications (media/commercial/direct mail) solicitations are aligned in an effort to produce a cohesive message that will lend to increased revenue.)
Goal #2
Stabilizing Technology

- **Goal #2 Stabilizing Technology**
  - Training and Tech Assistance for NetSuite and Warelinx (H.L., R.L.)
  - Establish Online Store (K.F.)
  - Reduce opportunities for cyberattack/Training and Policies (H.L., and P.T.P.)
  - Audit of Website (K.F., P.T.P.)
  - Continue to assess A.I. as it pertains to all communications the food bank shares w/ public

**Status Update**
- In process
- In process should be live by end of second quarter.
- Training for staff completed.
- Ongoing w/SEO website developer.
Goal #3 Data and Statistics

- Evaluate the State of Food Insecurity Report and Distribution and Capacity Survey in an effort to compile one survey to assess community needs that can be implemented annually.
- Review data and recommendations for implications among the three studies conducted in 2022.
- Seek opportunities to incorporate lived experiences of those assisted by the Food Bank.

Status Updates:
- Distribution and Capacity survey completed April 2024, will be presented at ACD 10/6/23.
- As a result of Action Research, two mosques have been onboarded to agency relations, and recommendations are being shared with community leaders in an effort to implement.
- Lived experiences are shared via communication platforms in Media online and in print.
Goal #4
Training and Retention

Goal #4 Training/Retention

- Establish Diversity Statement and Policy on the DEI efforts of the food bank in terms of staff, board and services. (All Chiefs)
- Establish a calendar of trainings for staff. (H.L., and Training Committee)
- Establish a calendar of trainings (Social Media, Grant Writing, and Effective Outreach) for member agency network.

Status Updates:

- President and CEO, created and implemented a DEI statement.
- Trainings are in process
- Thus far, an array of trainings have been offered to the network, they include social media, advocacy, sharing stories of lived experiences and succession planning.