Food Bank of Northeast Arkansas
Strategic Plan Overview 2019—2021

MISSION:  The Food Bank of Northeast Arkansas provides hunger relief to people in need by raising awareness, securing resources, and distributing food through a network of non-profit agencies and program.

VISION:  Building hunger-free communities in Northeast Arkansas

CORE VALUES:
• Passion: We believe that no person should go hungry.
• Service: We serve to make the community we live in a better place.
• Awareness: We believe that awareness and understanding about the problem of hunger is essential to ending hunger.
• Accountability: Our organization exists because of the generosity of others. We operate with honesty, openness, and trust.

THREE-YEAR GOALS:
I. Increase Access to Nutritious Food: Focus on sourcing and distributing food with increased nutritional value and increase access to nutrition and education programs that improves lives of children, seniors, and adults throughout Northeast Arkansas.
II. Expand Awareness of Hunger Issues and the Food Bank of Northeast Arkansas Brand: Continue to broaden awareness of hunger issues in our community and increase visibility of the Food Bank of Northeast Arkansas as the expert leader in addressing those needs.
III. Diversify and Increase Financial Support: Diversify sources and increase total funding to meet the hunger relief in our community.
IV. Build a Culture of Excellence: Build the capacity as we grow to achieve excellence in leadership, administration, and operations in carrying out the Food Bank’s mission.
V. Increase Agencies’ Capacity for Empathy Toward Clients: Focus on changing the mind-set of HOW partner agencies serve clients.
VI. Improve Partnership with PDO: Work to build a better relationship with PDO staff and board members to improve collaborative efforts.