

2021 Strategic Initiatives



21%
&
20%



5 from 20 Initiative

Each Board member to raise a total of \$5,000 from 20 friends/colleagues



Matchmaking

Better identification with nonprofit organizations, foundations, and government agencies that align with the CFO mission as potential funding sources



Distribution Shelter

Installation of a 8,000-10,000 sq. ft. shelter and hardscape in the lot of Warehouse II for use in two key 2021-forward programs



Client Profile & Tracking System

Partner with Porsche NA's Digital arm to create a system for registering and tracking client participation in distribution events

of African Americans and Latinos surveyed, respectively, who said they sometimes or often did not have enough to eat in the past seven days (surveyed Jan. 20 - Feb. 1, 2021)