CFBEO STRATEGIC PLAN 2017-2020

Goal: Strengthen the sustainability of the Food Bank through development of internal and external resources
- Develop strategic alliances with individual, tribes, higher education, industry and other partners to leverage their expertise and capabilities to advance the work of the food bank
- Implement talent development and key employee identification and retention programs

Goal: Increase the number of people in the communities we serve who are willing to take action on behalf of hungry through education and involvement
- Establish in each county a hunger advocate (could be a person or organization) to help identify needs and drive activity at a local level
- Increase awareness of hunger issues and the work of the Food Bank in all 24 counties
- Increase volunteer hours to 60,000 hours annually, to include 6000 volunteer hours outside of Tulsa

Goal: Increase the healthy options in food choices and expand geographic diversity of food sources
- Expand food donation stream to include donors from at least 80% of counties served
- Improve percentage "food to encourage" / healthy food options over baseline 2015 in acquisition of food through donation and purchase emphasis

Goal: Create a culture of innovation and improvement through examination of current methods and implementation of best practices
- Develop and implement a project selection process which identifies priorities and allocates resources
- Continue to promote a culture prioritizing safety / Food Safety and Workplace Safety
- Achieve 9 warehouse turns annually through implementation of improved technology and processes

Goal: Increase Food Distribution to better meet the needs of the hungry
- Move points of distribution closer to the end user, emphasizing underserved or rural communities
- Increase distribution of food through the McAlester Branch by 10% each year for three years
- Evaluate and refine direct service programs (pantries, mobile pantries) to increase/insure effectiveness

Goal: Enhance partner programs to better serve the needs of the hungry
- Develop and implement partner segmentation process
- Facilitate improvement of the operational effectiveness of our partners
- Improve the experience of our partner programs as they deal with the Food Bank

Goal: Increase the amount of funds raised by 9% percent, in order to better meet the needs of the hungry
- Increase donor penetration in Tulsa county to 2.5 per thousand residents
- Excluding Tulsa county, increase donor penetration average in rate to 1.5 per thousand residents