



Meals-on-Wheels, Bluffton-Hilton Head

Goals and Strategies for 2021

Vision: To provide hot, nutritious meals to clients regardless of their ability to pay and without any form of discrimination.

Mission: Deliver SIX meals per week to the elderly, ill, disabled, and homebound individuals in Bluffton, Hilton Head Island, and Sun City, on a temporary or long-term basis.

Goals:

1. Deliver an average of 105 meals per day, for 6 meal service days per week (33,000 meals for the year).

Strategies:

1. Define local organizations (such as food banks, etc) with which to form a cooperative relationship.
2. Focus resources and energy on developing our service to Bluffton, Hilton Head, and Sun City.
3. Improve our knowledge of our client base, our donor base, and our volunteer base.

Objectives:

1. In order to fund and achieve our above goals, we will need to increase foundation and fundraising income.
2. Implement upgrades to technology to improve client and volunteer recruitment, how meals are delivered, drive marketing and communication strategies, and donor and foundation support.