



Strategic Plan 2021

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- Enhance Client Services
 - Engage and Educate the Community
 - Secure a New Location
 - Elevate our Sustainable Infrastructure
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Who We Are

“There is always a meal that can be made out of the food we get at the Pantry. It’s like a salvation. Someplace that we know we can go. The Pantry is there to help us out. I really appreciate what they do for us. Without it, we would go without.”

Senior Pantry Shopper
February 2020



➤ **Our Mission**

To alleviate food insecurity and compassionately empower our community through resources and collaboration.

➤ **Our Vision**

The Franklin Food Pantry will build a community in which everyone in need has an improved quality of life through nutritious food and supportive resources.

Our Community

“ It absolutely floored me to learn that there were 1,000 individuals in Franklin alone that were food insecure. That one statistic made me say that this was not right. Now our family looks to see what we can do right in our neighborhood. What can we do to be a better member of our community?”

**Chris B., Donor and Volunteer
November 2020**



Our Focus Areas

- **Enhance Client Services**
 - **Engage and Educate the Community**
 - **Secure a New Location**
 - **Elevate our Sustainable Infrastructure**
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Focus Areas

1. Enhance Client Services to Better Meet the Needs of Clients

The Pantry is committed to delivering the best possible service to our clients and to helping them improve their lives. The Pantry wants to work with the community to ensure we are reaching all who need us. The following tactics will help us to meet this goal:

- Increase client access to distribution both at the current location and off-site.
- Provide case management at time of intake and on an ongoing basis.
- Provide on-going training and empower client service volunteers to best meet client needs.

What Will Success Look Like?

- We have collaborated with other non-profit groups as appropriate. We will meet with the Town of Franklin, Franklin Public Schools, local churches and local physicians' offices to better inform them of what the Food Pantry does and how we could help their members, clients, etc. that are eligible to visit the Pantry.
 - Additional mobile sites are established and delivery to homebound clients is a staple service.
 - Data from a client survey will be used to implement programs and/or referrals, enhance customer service and direct food purchasing and donation wish lists.
 - Client service volunteers will have the knowledge and tools to confidently handle client inquiries and perform client intakes as needed.
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2. Engage and Educate Community to Foster Support and Increase Awareness for those in Need

Although the Pantry has been a part of Franklin for over thirty years, there are still many in the community that do not understand the need OR know that we are a resource. In addition, while the Pantry relies on no state or local funding for operations, it is imperative to connect with community leaders to access their support both politically and financially and to help us meet our focus goal number 1. We will engage the community in the following ways:

- Conduct a community needs assessment.
- Invite the community into the Pantry and create a Pantry presence within the community.
- Create a calendar of leadership visibility and speaking engagements.

What Will Success Look Like?

- Create an "Open House at the Pantry" calendar for the at-large community to learn more about us.
 - Create a public awareness/education campaign.
 - Participate in a minimum of 3 speaking events per quarter.
 - Streamlined promotional material, that is accessible online and in print, will be available to facilitate education and awareness.
 - A communication plan and calendar, that includes a distribution list, and press release dates will be used as a guide to communicate to the Franklin community.
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3. Secure a New Location for the Pantry in Accordance with the FFP Facilities Charter

Because of the increase in the number of households utilizing the Pantry, we have outgrown our current space and need a new one. An upgraded space would expand the client shopping area and access to food, create community, and broaden connections to other services when needed:

- Increase safety, accessibility, confidentiality and robustness of current services, including:
 - Neighbor assessment, intake and follow up
 - Shopping for food and personal care provisions
 - Receiving and storing food and personal care items
 - Administrative functions, including finance, marketing, grant writing and fundraising
- Develop new services to better fulfill the full mission of the FFP
- Expand client support (e.g., referrals) around social services, health, insurance, financial and other synergistic challenges
- Increase collaboration within the Town of Franklin as well as other regional and state non-profit partners (e.g., Greater Boston Food Bank, SAFE)

What Will Success Look Like?

- We have identified and secured, either through lease, ownership or other arrangement, a long-term space which addresses the safety and operational concerns outlined above.
 - We will strengthen connections with local builders, commercial real estate brokers and Town of Franklin officials to educate them on Pantry needs for a new space and garner both financial and in-kind support.
 - We will create a vision and plan for the physical layout of a new space.
 - We will launch a capital campaign, inclusive of cultivating new individual and corporate partners, creating supporting collateral and securing multi-year pledges, to fully open the new space to better serve our community.
 - We will grow the volunteer program to include more individual and corporate opportunities.
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4. Elevate our financial and human resources infrastructure to sustainably support the mission now and in the future

A strong infrastructure is vital to the health and success of every organization. Investments in internal efficiencies and systems help leverage funds for programs and includes facilities, capacity building, staff training, technology, auditing and more. As the Franklin Food Pantry evolves, a strong infrastructure will allow us to execute our mission effectively and ensure that the support we receive is most efficiently used to the maximum benefit of our neighbors.

- Continue to evolve our robust business model valuing long term revenue stability, prudent cost management, employee retention and adequate facilities and technology.
- Institutionalize historical, operations, programs and networking knowledge from current and former staff, volunteers and Board members.

What Will Success Look Like?

- Create a long-term Fund Development Plan and Calendar, inclusive of Donor Acknowledgement, Donor Retention and Financial Diversification.
 - Increase monthly donors by 20%.
 - Develop a comprehensive technology strategy inclusive of operations, client services, security, and internal functions.
 - Conduct regular employee surveys.
 - Implement Employee Coaching Program.
 - Update Standard Operating Procedures for key events, operations and financial activities identified and secured, either through lease, ownership or other arrangement, a long-term space which addresses the safety and operational concerns outlined above.
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About the Franklin Food Pantry

The Franklin Food Pantry offers supplemental food assistance and household necessities to over 1,400 individuals. When clients visit the Pantry, they have access to a variety of fresh, frozen and nonperishable food, including fresh fruits and vegetables, dairy items and lean proteins.

In FY2020, 287,691 pounds of food was provided to 1,429 individuals in 24,125 various bags. In addition to client choice shopping, Franklin Food Pantry programs have included Walk-in Fridays, a Weekend Backpack Program, Carts for Clients, Mobile Pantry, Home Delivery, Holiday Meal Packages, and Emergency Food Bags.

As a nonprofit organization, the Pantry depends entirely on donations, and receives no town or state funding for operations. The Franklin Food Pantry is operated by a Board of Directors, a small part time staff and a large contingent of volunteers.

Visit www.franklingfoodpantry.org for more information.

Thank you – we are indebted to all the individual donors, volunteers, businesses, foundations, and community members who support our vision of a healthy and hunger free community!