



Long Term Strategy 2021-2024

We are evolving from “Non-profit” to “For Purpose”, from Charity to Investment and shifting away from “Doing what we can with what we have” to “Committed to whatever it takes to ensure all are well fed”. We define success as “Reduction in need for food” not “Growth” led by consistent access to “Planned” not “Situational” nutrition improving community health. Telling our story and the story of those we serve will steer away from “Visual communication focused on pity” to “Aspirational content celebrating hope and community”. We are a collective force moving from being “A maintenance provider of food” to an agent of structural and systemic change”.

FOUNDATION FOR A HEALTHY OC



Resulting
in
Self-Sufficiency

Leading to
Economic Opportunity

Improving Educational Outcomes

Supporting Mental & Physical Health

Consistent Access to Nutritious Foods

