Strategic Plan for Food for Life Global
2022

Food for Life Global expanded its capacity in 2021, increasing donations by over 200% and adding an additional 70 affiliates to our international network of food relief projects and charities that we support.

Crypto Philanthropy

Our plan for 2022 is to do more of the same. To achieve this we are focusing heavily on crypto philanthropy. With the rise in interest in cryptocurrencies and the blockchain technology that supports it, Food for Life aims to position itself as the go-to charity for crypto donations. Already, our charity website ranks in the top 10 of some of the most popular crypto key phrases.

Adding to this, last year we co-founded a blockchain / web3 technology project called the Kindly Ecosystem [www.KindlyCoin.com](http://www.KindlyCoin.com) that will launch a range of financial products embedded with measurable social impact, one of which is to feed children in need. With Food for Life Global as its main charity partner, we expect to receive a tremendous boost in our fundraising.

Furthermore, we are investing in social media marketing and celebrity endorsement, leading to more public awareness of the FFLG brand, which in turn should increase our income and enable us to increase our support of our affiliate network.

Non Dairy Products

Food for Life Global will be launching its own non-dairy milk and butter product to the market, with 100% of the profits going to our charity. Already, the recipes have been developed and a draft design for the packaging has been done. We are now deciding on a manufacturing partner to produce and deliver the products.

Vegan Mobile Kitchen trucks

Food for Life Global plans to secure the funds to launch a pilot project in California. Our Vegan Mobile Kitchens will be equipped with alternative energy sources and be used to respond to emergencies in the CA and surrounding states. When there is no emergency, the Mobile Kitchens will be used to raise funds for FFLG.