Imagine what your neighborhood would be like if every child, every mother, every father, every senior, every neighbor has the food they need to thrive.

That future is possible with your help. Together, we can make life better for the children, seniors, families, and hard-working individuals in central and western Virginia who do not have the food they need to live active, healthy lives.

After more than 40 years of food banking in our corner of Virginia, the Blue Ridge Area Food Bank is setting out a bold, new strategic direction, with and for our neighbors.

At the center of our work are the people we serve (our guests) and the people we seek to serve (missing guests), bolstered by passionate support from our dedicated partners and generous donors. Thank you for joining us.
“We pick up for seven different families. Some of them are older and disabled and they can’t get out. So, this is an important place.”
— Carmen, grandmother raising grandkids, guest at Mobile Food Pantry

We set our strategic direction based on what our guests, neighbors, and partners told us was most important to them or difficult for them. Nearly half of surveyed guests report challenges with transportation or finding an open distribution site when needed. About half of our guests live in households with special dietary needs, often due to a chronic health condition. Language can often limit neighbors’ understanding of where and how to access help (more than 50 languages are represented in the region). Fewer than one-third of guest households use SNAP.

These and other insights gained from listening sessions, other research, and our decades of food banking experience guided the development of a roadmap that will deepen our impact in the years ahead.

**GOAL: Eliminate disparities in access to nutritious food**

**CORE STRATEGY:** Strengthen and diversify participation in our charitable food assistance network

To make sure we’re reaching neighbors most in need of food, we will:

- Engage untapped and nontraditional organizations to expand the Food Bank network
- Strengthen the Food Bank’s existing partner network to increase capacity and collective impact
- Develop innovative food distribution models to reach underserved people no matter who they are or where they live
- Develop effective and inclusive community outreach to connect people with food and other resources
- Build two-way communication systems to learn from our guests and get real-time feedback about the Food Bank’s work
Because of generous community support we’ve been able to better understand the challenges our neighbors face and to think deeply about how we can better respond. We know it’s not enough to focus on today. This is a moment that calls on us to adapt to tomorrow’s needs. This is a time to innovate and transform. Your generosity enables us to do so.
What does success look like?

Nourishing food and good health—for everyone, every day.

How we’ll measure our progress

To ensure our work is achieving our desired outcomes, we’ll ask guests and partners how we’re doing in meeting their needs.

| Do they have access to pantries and other food assistance programs? |
| Are they satisfied with the amount and quality of food? |
| Are healthy food choices available? |
| Does the food support their health? |
| Does the food meet their cultural and religious needs? |
| Does the food assistance aid their financial stability? |