Food Bank of Central & Eastern North Carolina
Strategic Plan FY2019-2021

No One Goes Hungry in Central & Eastern North Carolina

ACCESS

Increase Food Access
Key Initiatives
- Distribute an additional 11 million meals, a 20% increase
- Expand benefits outreach and targeted programs
- Build agency network and infrastructure to support growth

Outcome: Greater access to nutritious food

FOOD SECURITY

Build Solutions To End Hunger
Key Initiatives
- Create client-centered nutrition programming
- Develop healthcare and institutional partnerships
  - Establish multi-tiered service partners
- Economic mobility and workforce development

Outcome: Healthier, food-secure community

ENGAGEMENT

Raise Awareness & Engage Our Community
Key Initiatives
- Expand public policy and advocacy capacity
- Refresh brand to reflect organizational vision
- Establish goals and benchmarks for serving our customers

Outcome: Increased public passion to end hunger

INFRASTRUCTURE

Strengthen Ability To Serve
Key Initiatives
- Improve branch infrastructure
- Implement IT and major capital initiatives
- Complete staff and board development goals
- Execute annual and other revenue strategies

Outcome: Organization is prepared to achieve strategic vision