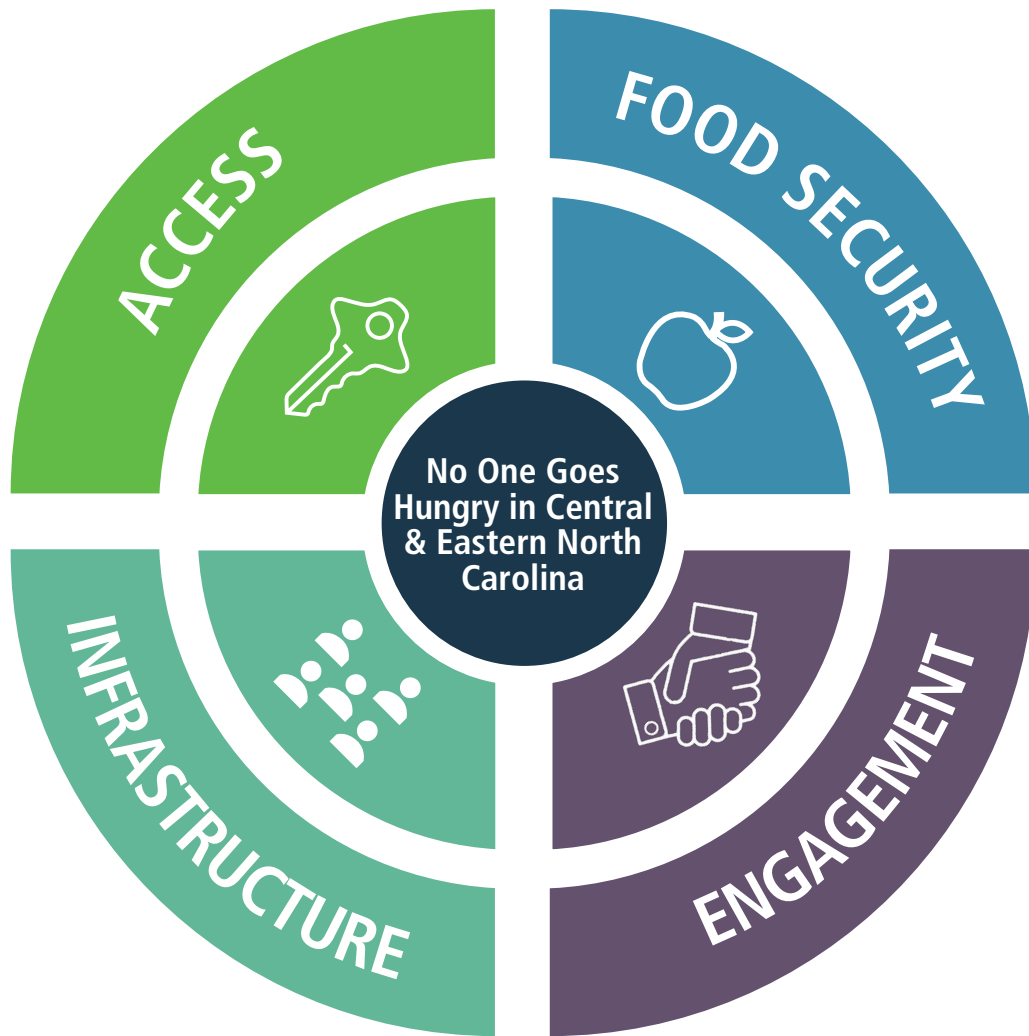


# Food Bank of Central & Eastern North Carolina Strategic Plan FY2019-2021



## 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**



## 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**



## 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**



## 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**