

TOWARD A HUNGER-FREE COMMUNITY

STRATEGIC PLAN
2017-2020

Healthy Food.
Whole Lives.
Strong Communities.



To engage, educate,
and lead
Worcester County
in creating a
hunger-free
community.

Our Mission - Worcester County Food Bank

Our Core Values

- Respect the inherent worth and dignity of every person.
- Act with honesty, trust, and openness and deliver on commitments.
- Serve with excellence, compassion, and responsiveness.
- Ensure efficient and compassionate use of the resources entrusted to us.
- Build strong relationships.
- Respond with an acute sense of urgency.



WORCESTER COUNTY FOOD BANK

474 Boston Turnpike ■ Shrewsbury, MA 01545

foodbank.org ■ 508-842-3663

To read more about our Strategic Plan, visit
www.foodbank.org/strategicplan

HUNGER IS...

- Going hungry as a parent so your child can eat.
- Needing to choose between buying groceries and paying rent or the mortgage.
- Not being able to sleep because you went to bed hungry.
- The first time you have to worry about where your next meal will come from.
- Working full time and still not being able to make ends meet.
- Going to school hungry and not being able to learn.



STRATEGIC FOCUS

- 1 in 10 people in our community struggles with hunger.
- To fully meet the need in Worcester County, WCFB would need to provide access to more than 9 million additional meals per year.



Worcester County Food Bank's goal is to provide 11.8 million meals annually through food distribution and federal nutrition programs by 2020.



FOOD DISTRIBUTION AND PARTNER AGENCY SUPPORT

Increase food acquisition and distribution by 3% annually. By 2020, we will provide 5.8 million meals annually.

Increase support for Partner Agencies through trainings and resources.

Explore expanding the ways in which Partner Agencies access food.

Launch a “listening tour” to hear from people seeking food assistance.

Work with Partner Agencies to establish client-centered standards.



FEDERAL NUTRITION PROGRAMS

Expand participation in school and summer meals programs.

Connect eligible households to SNAP benefits.

Expand participation in Breakfast in the Classroom programs.

Advocate for the protection and increased efficiency of Federal Nutrition Programs.



ADVOCACY AND MOVEMENT BUILDING

Increase economic opportunity and advocate for healthy food systems.

Address systemic causes of hunger and the related outcomes of reduced access to healthy food.

Build the advocacy capacity of our staff, Board of Directors, Partner Agencies, volunteers, community partners, donors, and people seeking food assistance.



INVESTING IN ORGANIZATIONAL EXCELLENCE

Value and invest in WCFB Staff.

Build a diverse and inclusive organization.

Invest in our infrastructure.

Grow revenue from individuals and institutions.

Increase opportunities for WCFB to be more visible in the community.

