

foodbank[®]

OF CENTRAL & EASTERN **NORTH CAROLINA**

Strategic Plan

2021-2025

Strategic Plan Framework



Building an Internal & External Equity, Diversity, and Inclusion Lens

Challenge systems of inequity through our work

Maintain an inclusive environment in which all employees can work, thrive, and be respected and valued as their full selves

Attract, recruit, retain, and invest in the development of a diverse staff

Address the needs of all community partners through culturally relevant and culturally enriching practices

Educate, partner with, and empower external stakeholders with communication practices that align with the Food Bank's EDI values

Engage with community members & groups to address the needs of diverse populations and work to end root causes of food insecurity

Why now?

We could not anticipate the incredible impact the COVID-19 pandemic had for the people and communities we serve. The environment we're operating in now is vastly different from any time in the Food Bank's 40 years of service.



Phased Approach

Knowing so many members of our community are living one health crisis, one missed paycheck, one grocery trip away from needing the Food Bank network makes it clear that a phased approach to plan implementation is vital.



Nourish Pillar Initiatives

- Closing last mile gaps with direct distributions to get the right food to people at the right time, in rural areas and in times of disaster.
- Improving our infrastructure with new facilities, better warehouse technology, and additional program staff, all of which will increase efficiency.
- Investing in local agriculture vendors, to find innovative ways of strengthening food systems and getting food directly to partner agencies.



Nourish Pillar Strategies

- The Nourish Pillar of the strategic plan focuses on:
 - efficiency,
 - equity in service, and
 - innovation



Build Pillar Strategies

- To reach our vision of no one going hungry, it takes focus and investment in:
 - Technology to support our work, and that of our partners, at all levels
 - Hiring and resourcing a strong workforce
 - Strengthening fundraising and investment strategies



Build Pillar Initiatives

- Assessing our technology infrastructure, and strategically improving available resources.
- Implementing a data analytics program to analyze trends and create best practices.
- Strengthening workforce planning and management programs to hire and retain talented staff.



Empower Pillar Strategies

- Supporting and empowering whole individuals and communities
- Providing resources to strengthen communication
- Removing barriers to wellness and addressing root causes of hunger with/through equity-based or equity-driven approaches



Empower Pillar Initiatives

- Focusing on economic empowerment through workforce development programs that not only build skills but support hunger relief work.
- Piloting programs around mental health and wellness, collaborating with partners to support root cause work.
- Creating community impact programs, on a very targeted level, to assess needs and impact—which could then be expanded.
- Using the brand of the Food Bank to empower our partners, and increase education and understanding of food insecurity.



Funding a Sustainable Plan

