

# Rooted in Community: Our 2030 Strategic Plan



**foodbank**<sup>®</sup>  
OF CENTRAL & EASTERN NORTH CAROLINA

Rooted in Community:

## Our Roadmap

Dear Friends,

We've heard from so many powerful voices over the past year — neighbors facing hunger, local pantry and meal site leaders, government and community allies, and countless Food Bank supporters — who are seeking a new path forward to address rising food insecurity in our region. You've asked tough questions, offered meaningful insight, and shared your stories and experiences along the way.

Your incredible wisdom directly shaped the Food Bank's 2030 Strategic Plan — a roadmap that reflects both the urgent needs of this moment and our long-term vision for a future where no one goes hungry. It's a plan that reflects our core commitment to dignity, access, and community partnership. And it stands on the foundation of trust you've placed in us; trust we don't take lightly.

At a time of such significant disruption and change, trust and shared sense of purpose are more important than ever. Together, we can meet these challenges head-on — and all of us at the Food Bank are energized for the work ahead.

*Anne H Lloyd*



**ANNE LLOYD**

Chair, Board of Directors



Rooted in Community:

## Our Promise

The Food Bank's 2030 Strategic Plan is more than a document; it is our promise. A promise to deepen our commitment to every neighbor, to strengthen our community partnerships, and to act with intention and courage.

We know that to meet the challenges before us, the Food Bank network must grow, evolve, and find ways to remain responsive to an ever-changing landscape. So at every step in the planning process, we asked ourselves: How do we hold neighbors at the center of this decision? What is the Food Bank's unique value, and how do we channel that value into the most meaningful impact? Our neighbors and communities deserve nothing less than a robust, focused, and adaptable response to rising hunger and poverty.

Inside these pages you'll find an ambitious mission and vision that reflects the importance of community connection — supported by clear priorities and actions we believe will lead to real, measurable change over the next five years. There will be key metrics and milestones along the way, but at the center of every measure is a neighbor, a family, and a community.

That's why this plan feels like so much more than a roadmap to all of us at the Food Bank. It's the beginning of a journey that is grounded in equity, collaboration, and accountability. With community in the lead, we'll take meaningful steps together toward a hunger-free future, and I'm grateful to have you with us.

*Amy B*



**AMY BEROS**

President & CEO

**Rooted in Community:**  
**Our Strategic Priorities**

The Food Bank’s 2030 Strategic Plan is our roadmap and our promise to build a future where no one goes hungry. Shaped by extensive input from neighbors facing hunger, partner agencies, donors, staff, and community leaders, the plan reflects both the urgency of rising food insecurity today and a clear strategy for long-term, systemic change. It prioritizes improving neighbor access and experience, increasing equitable food access, expanding policy and advocacy efforts, and advancing holistic supports that address the root causes of hunger.

Grounded in equity, data, and lived experience — and supported by investments in technology, sustainability, and people — this plan positions the Food Bank as a trusted partner and leader in building healthier, more resilient communities. Achieving this vision will require strong partnerships and sustained investment, and we invite you to be part of this critical work.

**Priorities**

- 1**  **Improve Neighbor Access & Experience**

**Strengthen community partnerships and feedback systems to reduce disparities and ensure dignified access for all neighbors**
- 2**  **Increase Food Access**

**Increase equitable access to nutritious food across service area through operational efficiencies, strategic investments, and aligning programs with neighbor feedback**
- 3**  **Expand Policy & Advocacy**

**Establish the Food Bank as a recognized thought leader and influencer in equity-based hunger solutions, proactively shaping policy and public narrative**
- 4**  **Advance Holistic Supports**

**Advance holistic supports to address individual health and improve long-term community outcomes**



**Rooted in Community: Our Priorities**

**1: Improve Neighbor Access & Experience**

First and foremost, this strategic plan is centered on our neighbors. As part of the planning process, we heard from neighbors experiencing food insecurity and our partner agencies on the front lines. As we built this roadmap, every decision we made started with lived experience and we will continue to use that as a guide in these next five years.

- Center dignity, choice, and neighbor voice in every interaction
- Expand structures that ensure ongoing community feedback on experiences, preferences, and key issues and priorities
- Build partner capacity through shared resources, best practice training, and peer-to-peer connections
- Invest in targeted partner recruitment, network collaboration and consolidation, and reporting efforts that promote access and efficiency



**“I am so thankful every month for my box. Thank you from the bottom of my heart to you. There’s never enough words to say how pleasant everyone is there.”**

**– Senior food box program participant Enfield, NC**



## Rooted in Community: Our Priorities

### 2: Increase Food Access

This strategic plan will also aim to find ways to focus resources where challenges are greatest, and disparities are deepest. The Food Bank and our partner network share a unified purpose – to build and support solutions that reduce poverty and improve long-term outcomes. This has to start with nourishing our neighbors with healthy and nutritious food.

- Prioritize sourcing familiar and versatile foods that neighbors prefer — including fresh produce, protein, and eggs
- Conduct food flow and capital assessments to drive operational efficiency, including the potential of regional hub distribution models
- Evaluate nutrition programs serving children and seniors to identify service gaps and opportunities to optimize support



**"I'm grateful for the opportunity to be able to work with the Food Bank. It kept me doing what I enjoyed and the need is clearly there for our food. It's changed my whole perspective on what we have in that field and how it can be utilized. I always had a passion for farming... but I found my purpose with the Food Bank."**

*– Bill Hering, Hering Farm*

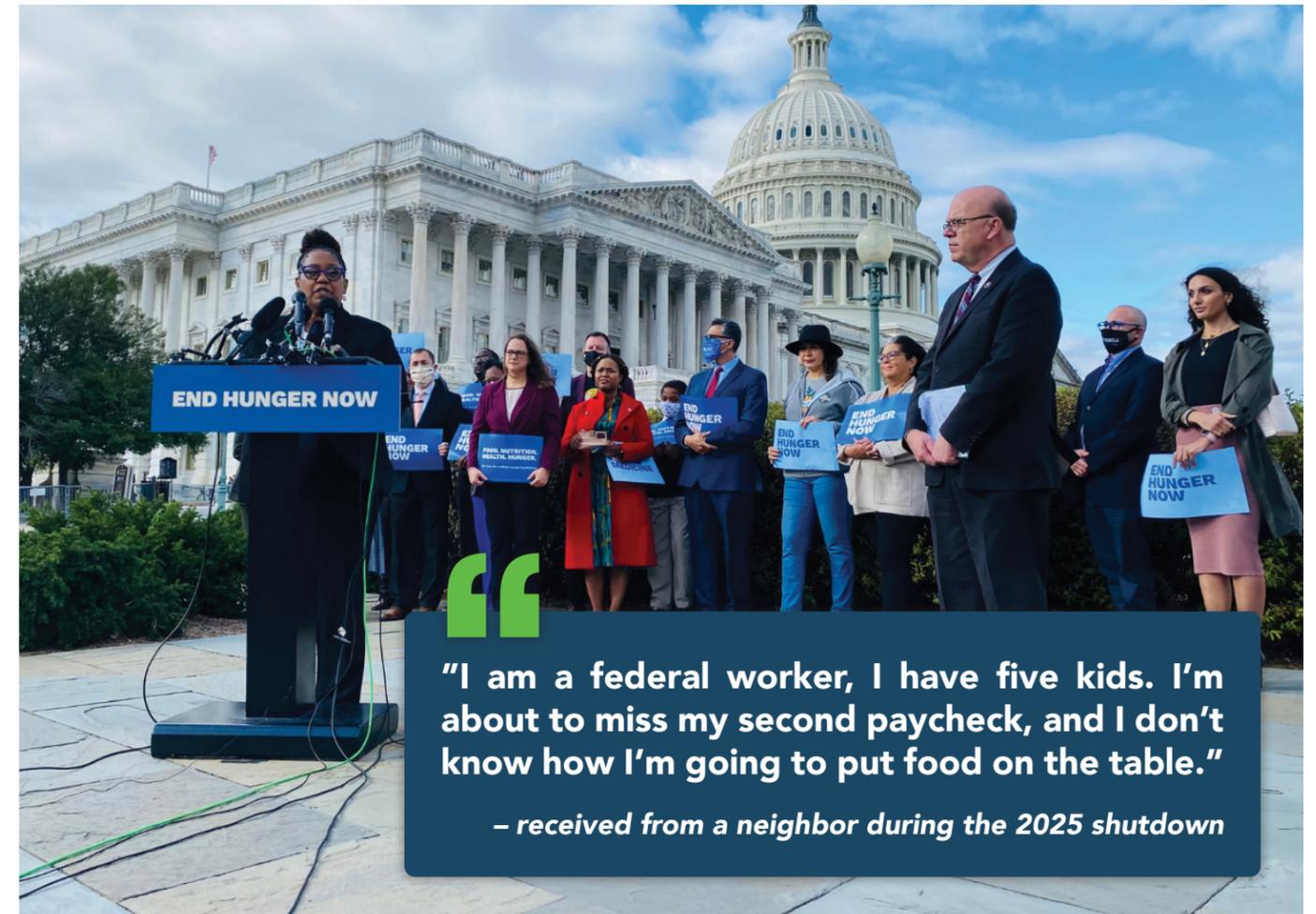


## Rooted in Community: Our Priorities

### 3: Expand Policy & Advocacy

More than 1.4 million people in our state rely on the Supplemental Nutrition Assistance Program (SNAP) to put food on the table — including children, seniors, veterans, and workers earning low wages. Meanwhile, food banks and local partners are serving record numbers of households, and emergency food providers are already stretched beyond capacity. The Food Bank and our partners have already experienced the impact of cuts to funding at the federal and state level. Elected leaders can protect and strengthen the safety net — and partner on proactive policy solutions. It's imperative that we make it known that without strong government support, hunger will worsen in our community.

- Establish neighbor-informed budget and policy priorities at the local, state, and federal levels
- Leverage and expand corporate, faith, and community partner relationships with elected and appointed leaders to improve policy outcomes
- Develop advocacy templates and toolkits to build capacity across partner agencies and community-based allied organizations



**"I am a federal worker, I have five kids. I'm about to miss my second paycheck, and I don't know how I'm going to put food on the table."**

*– received from a neighbor during the 2025 shutdown*



## Rooted in Community: Our Priorities

### 4: Increase Holistic Supports

The simple fact is that hunger continues to increase as public resources shrink. In recent years, the only time food insecurity decreased is when the COVID-era programming was in place combined with support from the non-profit sector. Innovative programs like the Healthy Opportunities Pilot (or HOP - the nation's first comprehensive program to test and evaluate the impact of providing select evidence-based, non-medical interventions related to housing, food, transportation and more to high-needs Medicaid enrollees) were making a positive impact for our neighbors. With this strategic plan, we will hone our expertise and focus as a Food Bank and partner with other experts to support our neighbors on a holistic level.

- Strengthen community-level partnerships that address the root causes of hunger and poverty
- Evaluate a statewide benefits navigation model that connects neighbors with grocery support and essential resources
- Assess regional 'Food as Medicine' efforts and expand into a statewide pilot initiative that improves health outcomes at scale
- Map nutrition education resources to identify efficiencies and improve long-term community outcomes



## Rooted in Community: Our Cornerstones

With your support, we will build the infrastructure and culture to achieve the ambitious goals outlined in this plan. This plan goes beyond short-term responses; it's a smart, strategic investment in community health, stability, and resilience. But this only works if we do it together. The Food Bank is ready — and we're inviting partners and allies to invest alongside us.

### Pillars

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#### Transform Data & Technology

  - Use real-time data to guide decisions and investments
  - Improve partner and neighbor experience through shared systems
  - Strengthen accountability, forecasting, and evaluation
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#### Ensure Sustainability

  - Build a strong, trusted brand and diversified funding base
  - Prepare for disruption — from disasters to policy shifts
  - Connect near-term services to long-term impact
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#### Invest in People & Culture

  - Support staff growth, retention, and clarity of purpose
  - Strengthen internal alignment and accountability
  - Build an equity-centered culture that sustains impact over time



# Rooted in Community: Our Strategic Overview

## Priorities



**Improve Neighbor  
Access & Experience**



**Increase Food Access**



**Expand Policy  
& Advocacy**



**Advance Holistic  
Supports**

### 1. Improve Neighbor Access & Experience

Strengthen community partnerships and feedback systems to reduce disparities and ensure dignified access for all neighbors

### 2. Increase Food Access

Increase equitable access to nutritious food across service area through operational efficiencies, strategic investments, and aligning programs with neighbor feedback

### 3. Expand Policy & Advocacy

Establish the Food Bank as a recognized thought leader and influencer in equity-based hunger solutions, proactively shaping policy and public narrative

### 4. Advance Holistic Supports

Advance holistic supports to address individual health and improve long-term community outcomes

## Pillars



**Transform Data  
& Technology**



**Ensure  
Sustainability**



**Invest in People  
& Culture**

### 1. Transform Data & Technology

Build integrated data and tech systems that enable real-time decisions and consistent evaluation for strategic investment

### 2. Ensure Sustainability

Deepen brand strength and supporter engagement to cement the Food Bank's position as an essential community investment

### 3. Invest in People & Culture

Cultivate an organizational culture and structure that supports equity, high performance, and staff retention and growth



Scan to learn more about the Food Bank's 2030 Strategic Plan



**Nourish** people. **Build** solutions.  
**Connect** communities.

Join us and help ensure no one goes hungry.



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