



# Strategic Plan

2016-2019

*"We are adopting bold new initiatives to realize the vision of a hunger-free community. Food banking will remain a core strength, but we will also transform how people access food and lead a movement that prioritizes hunger at the same policy level as job creation, education, transportation and housing."*

*- Kathy Jackson, CEO, Second Harvest Food Bank*



## VISION

A Hunger-Free Community.

## MISSION

Lead our community to ensure that anyone who needs a healthy meal can get one.

## GOALS

- Collectively deliver an additional 15 million meals annually by July 2019.
- Provide food to another 100,000 people per month in addition to the current 250,000 served.
- Raise the profile of hunger in our community.



## STRATEGIC INITIATIVES FOR A HUNGER-FREE COMMUNITY

### 1 MORE FOOD

Expand our operations and pilot new sourcing models to make more food available.

### 2 HEALTHY FOOD

Increase consumption of the nutritious foods that lead to a healthy, productive life.

### 3 BETTER ACCESS

Improve access to nutritious food by identifying and reducing the barriers to getting it.

### 4 LEAD AND INFLUENCE

Increase the amount of food provided by others and advocate for anti-hunger policies.

### 5 MOONSHOT

Launch an innovative effort to reimagine traditional food banking and connect more people to food.