



Mendocino Food and Nutrition Program Inc

The Fort Bragg Food Bank

Strategic Plan 2017

OUR VISION: People coming together to create hope for a dignified, abundant life for everyone.

OUR MISSION: To support people in creating a healthy and better life by providing them with nutritious food.

Our Goals:

To provide food to people at risk of hunger.

- To provide emergency groceries directly to clients on a weekly basis from the Fort Bragg Food Bank, serving coastal Mendocino County from Elk to Westport.
- To continue to improve the nutritional value of the foods we distribute with emphasis on 1) fresh produce; 2) protein; 3) basic inexpensive healthy foods like whole grains and beans.
- To provide for the special nutritional needs of vulnerable groups (children, seniors and people with health issues like diabetes).
 - **2017 Task:** To continue developing our Ensure Nutritional Drink program currently funded by Friends of Hospice and US Cellular.
 - **2017 Task:** To try to implement some kind of diabetes program with or without the help of REFB.
 - **2017 Task:** Seek funding from the JG Cummings Foundation for another year of our Protein for Kids program
- To distribute food to other emergency food distribution organizations (food pantries and soup kitchens) countywide and to assist these organizations as needed to improve their service to their local communities.
 - **2017 Task:** To find the means to continue supplying the small rural food pantries with increased fresh produce – and provide transport to them for other foods they order through the agency ordering program at REFB.
 - **2017 Task:** To assist Laytonville Food Pantry to acquire their own non-profit status and to take Leggett Food Pantry under our own non-profit

umbrella – so each of these pantries may continue to receive EFAP commodities.

- **2017 Task:** Consider these additions of services: 1) Delivery monthly of EFAP and CSFP commodities to Duncan Place (as we do to Moura and Cypress Ridge Senior Housing). 2) Deliver “Diabetes Boxes” and fresh produce to Gualala (picked up from REFB) – (and try to get on this Diabetes Box program for our own clients).

To maintain and improve our infrastructure

- Plan ahead and develop funding sources for: increased capacity needs; maintenance and repair needs; capital replacement acquisition. Assess an appropriate amount for capital and operations reserves and put any excess to use on behalf of our mission.
 - **2017 Task:** Continue to add funds monthly to our Capital Replacement Reserve.
 - **2017 Task** Consider and prioritize the following: 1) patch parking lot in front of warehouse door; 2) install commercial dishwasher in the kitchen; 3) buy new metal shelves for the walk-in freezer; 4) maintain paint on outside electrical equipment boxes.

To secure adequate funding to maintain/improve our level of service and to insure longevity of the organization

- **2017 Task:** 1) Continue to develop and expand our Cook-Off fundraiser. 2) Consider continuing our Spirit of America concert for the Fourth of July concert (or other holiday). 3) Revive the Breakfast Club Raffle. 4) Brainstorm adding other “easy” fundraisers.
- **2017 Task:** Continue local fundraising efforts through: Newsletters, Turkey Challenge, Buy-a-Turkey drive etc.
- **2017 Task:** Consider creating a “fundraising coordinator” part-time staff position. (Or “fundraising & public relations” coordinator.)

To inform the community of our programs and needs and to develop strong contacts with supportive individuals and groups within the community

- **2017 Task:** Contact each major local civic/service group and offer to speak to their group (Rotary Fort Bragg, Rotary Mendocino, Soroptimists, Kiwanis etc).
- **2017 Task:** Submit an article, photo, or letter to the editor to the Advocate approx 6 times during the year.
- **2017 Task:** Make more use of radio.

To continually strive to improve our operational efficiency and effectiveness.

To emphasize safety.

- **2017 Task:** Carry out a comprehensive annual safety review.

To emphasize high-standards of integrity, fairness and dignity.

To implement succession planning.

Nancy will probably retire in a timeframe of 1.5 to 3 years. She intends to give 6 to 12 months notice. Intensive succession planning, including written documentation of procedures, would start when she gives notice.