



Mendocino Food and Nutrition Program Inc
The Fort Bragg Food Bank
Strategic Plan 2016

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

OUR MISSION: To provide nutritious food that supports people in creating a healthy and better life.

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 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.
 - **2016 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.

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.
 - **2016 Task:** Continue to add funds monthly to our Capital Replacement Reserve.
 - **2016 Task:** Consider and prioritize the following: 1) Apply additional funding to solar/roof project to maximize the number the coverage of the roof by solar panels; 2) replace the Crown “high-lift” pallet jack; 3) implement additional/increased food programs; 4) increase staffing levels and/or compensation; 4) repair parking lot; 5) install commercial dishwasher in the kitchen; 5) various facilities improvements to kitchen,

bathroom, board room, waiting room and offices; 6) barcode inventory system.

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

- **2016 Task:** Continue to develop and expand our Cook-Off fundraiser. Seriously consider bringing back our Spirit of America concert for the Fourth of July concert (or other holiday). Perhaps give the Raffle a break?
- **2016 Task:** Continue local fundraising efforts through: Newsletters, Turkey Challenge, Buy-a-Turkey drive etc.

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

- **2016 Task:** Contact each major local civic/service group and offer to speak to their group (Rotary Fort Bragg, Rotary Mendocino, Soroptimists, Kiwanis etc).
- **2016 Task:** Submit an article, photo, or letter to the editor to the Advocate approx 6 times during the year.
- **2016 Task:** Make more use of radio.

To continually strive to improve our operational efficiency and effectiveness.

To emphasize safety.

- **2016 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 4 years. She intends to give 6 to 12 months notice. Intensive succession planning, including written documentation of procedures, would start when she gives notice.