2018-2022 STRATEGIC PLAN

OUR MISSION
We are dedicated to relieving hunger in metro Detroit and preventing nutritious food waste.

OUR VISION
We envision communities that work together to end hunger... creating individual, neighborhood, economic, and environmental health.
OUR OVERARCHING STRATEGIC GOAL

RIGHT FOOD

RIGHT PLACE

RIGHT QUANTITY

RIGHT TIME
To achieve community impact more effectively by creating an enhanced, sustainable food security network with nutrition food equity, we will focus on four key priorities:

**ACCESS**
Optimize locations for emergency food distribution, including use of Forgotten Harvest’s Food Insecurity Index, to serve metro Detroit neighborhoods with the greatest unmet need.

**SUPPLY**
Provide an equitable nutritious mix for guests at partner locations and expand the quantity of food to help address food insecurity for thousands of people in metro Detroit.

**KNOWLEDGE**
Increase acquisition and use of data to identify opportunities, define actions, and evaluate effectiveness, along with qualitative input from our customers.

**HEIGHTENED COMMUNITY AWARENESS**
Enhance collaboration with community partners to address the barriers causing food insecurity and resulting personal stresses.
TO ACHIEVE OUR VISION AND DIRECTION FOR THE FUTURE, WE HAVE FIVE OPERATIONAL GOALS:

● **BECOME MORE EFFICIENT AND EFFECTIVE**

● **SECURE A NEW FACILITY**

● **DEVELOP MORE FUNDING / FINANCIAL RESOURCES TO SUPPORT SERVICES**

● **ENHANCE MARKETING AND COMMUNICATIONS TO STRENGTHEN BRAND AND SUPPORT**

● **OPTIMIZE PARTNERSHIPS**