2022 ADAPTIVE STRATEGIC PLAN

END HUNGER NOURISH HOPE



5259 W Cardinal Street Homosassa, FL 34446 352.628.3663 feed352.org

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

We faced an unprecedented time of crisis and uncertainty, banding together and rising up to meet the needs of our community with compassion. Knowing that no matter what lies ahead, we are better together.

Driven by your generosity, we pivoted and flexed through the various waves of COVID-19, always able to keep our heads above water and support the agencies and residents relying on our efforts. Your support in 2020 and again in 2021 enabled us to provide over 4.1 million meals to those facing food insecurity. Thank you to all of our partners, donors, volunteers, and staff for every strong stroke you provide as we swim toward our vision of a HUNGER-FREE COMMUNITY!

Bartena Sprague

Barbara Sprague
Executive Director

ANNUAL IMPACT

Agencies
70,000
Residents

4.1 MILLION
Meals
1.57 MILLION
Pounds Recycled

OUR VISION



A Hunger-Free Community

OUR MISSION

Our mission is to be the driving force to:

- Promote awareness
- Inspire involvement
- End Hunger



OUR VALUES



Partnership: We are Better Together and mindful that our mission is accomplished through the generosity of others.



Empathy: We compassionately understand Hunger Hurts all it touches.



Integrity: We honor all contributions with efficiency and transparency.

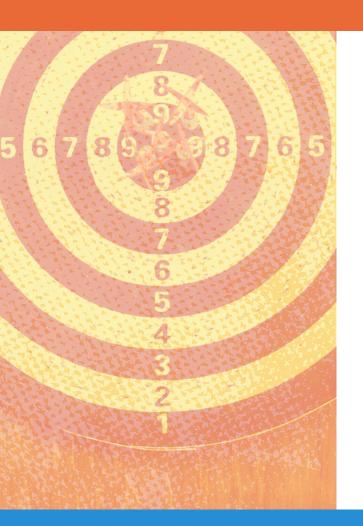


Inclusive: We welcome and respect all.



Excellence: We strive in every action to End Hunger.

GOALS=SMART OBJECTIVES



Increase Capacity in every area of operations to meet the needs of community.

Brand Clarification as Community Food
Bank across all channels.

INCREASE CAPACITY

CAPACITY BUILDING PLAN

A comprehensive outline for an allencompassing capacity build.

- -Applied to the Cardinal property.
- -Applying to the current Hernando County expansion idea.
- -Structured for application to Sumter County or other opportunities in the future.



TIMELINE OF CAPACITY BUILDING **ACTIVITIES**

In our mission to fill the food gap and ensure no one in our community goes hungry, it is necessary to pivot and expand our physical footprint, labor capability, marketing, and delivered food relief impact. A flexible, well-equipped and prepared plan is critical to this adaptive strategy.

Task Force and Stakeholders Identify those impacted Enlist political influences Identify support/donors Property/Building Calculate facility requirements Identify desired placement Seek expert assistance (realtor, government, donors) Finance 3 Set budget Identify contributors Plan capital campaign **Board and Organization** 4

Establish constituent

representation

TIMELINE OF CAPACITY BUILDING ACTIVITIES CON'T

Once the needs are established and plan implementation has been established, the commencement of the capacity build should be executed in 6 months to 2 years. Variables should be noted and plan reevaluated as needed.

5 6

Contracts and Legal

- Identify necessary changes
- Secure leases/deeds

6 Staffing

- Calculate staffing requirements
- Identify desired scaling of leadership
- Seek local employees and volunteers

Agencies

- Confirm resources for the locale
- Identify client agencies
- Convert or on-board for targeted coverage

Assess/Evaluate

Ensure capacity needs are being met

BRAND CLARIFICATION

AWARENESS INITIATIVE & NEEDS

Completion and support for re-branding already begun.

- -Name clarification as Community Food Bank only.
- -Official documentation migration.
- -Full media conversion.



TIMELINE OF BRAND CLARIFICATION ACTIVITIES

Clarity, transparency, and impact are at the forefront of our efforts and should be reflected in our brand. A timely look and presence in current channels is necessary to facilitate development and educate the public at large.

Community Food Bank, Inc.

 Identify with byline locale as needed. "Serving Citrus, Hernando, and Sumter counties.

Official
Documentation/Registration

- Complete IRS/State/Bank migration
- Update all digital media and sites
- · Enlist attorney or CPA if needed

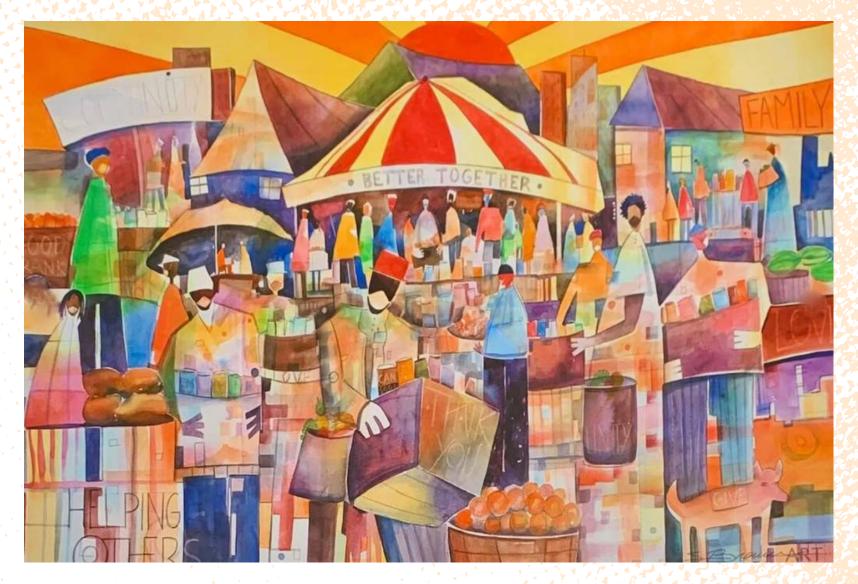
Materials

- All print materials
- Re-wrap trucks
- Enlist Marketing team to complete and maintain

Communication

4

 Establish consistent board, org, and staff usage



BETTER TOGETHER

By: STACEY BROWN