

2022 ADAPTIVE STRATEGIC PLAN

# END HUNGER NOURISH HOPE



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# 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!



Barbara Sprague  
Executive Director

# ANNUAL IMPACT

**59**

**Agencies**

**4.1 MILLION**

**Meals**

**70,000**

**Residents**

**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



1

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

2

**Brand Clarification** as Community Food Bank across all channels.

# INCREASE CAPACITY

## CAPACITY BUILDING PLAN

A comprehensive outline for an all-encompassing 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.

1

## Task Force and Stakeholders

- Identify those impacted
- Enlist political influences
- Identify support/donors

2

## Property/Building

- Calculate facility requirements
- Identify desired placement
- Seek expert assistance (realtor, government, donors)

3

## Finance

- Set budget
- Identify contributors
- Plan capital campaign

4

## Board and Organization

- 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 re-evaluated as needed.

5

## Contracts and Legal

- Identify necessary changes
- Secure leases/deeds

6

## Staffing

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

7

## Agencies

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

8

## 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.

1

## Community Food Bank, Inc.

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

2

## Official Documentation/Registration

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

3

## Materials

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

4

## Communication

- Establish consistent board, org, and staff usage



# BETTER TOGETHER

By: STACEY BROWN