

The Hunger Coalition

2016-2020 Strategic Plan

Vision

We envision a community free from hunger where all individuals are able to participate as healthy, contributing members.

Mission

To end hunger in our community by providing wholesome foods to those in need and by promoting solutions to the underlying causes of hunger through collaboration, education and advocacy.

Values

Compassion for the plight of those less fortunate
Empowerment of the hungry to become healthy, contributing members of our community
Human dignity and the right of all to have their basic needs met respectfully
Efficient use of donor resources to meet our clients' needs
Responsibility toward our neighbors in need
Providing **hope** to the hungry
Inspiring a culture of **excellence**

Overall Strategy

To **gain access** to sufficient wholesome foods in the chosen categories for all clients at the lowest practical cost;
To **distribute** these foods as efficiently, conveniently and fairly as possible;
To **communicate** effectively with target populations in terms of message, reach and frequency;
To **focus on children** as the greatest opportunity, both because of their needs and their potential to break the cycle of poverty;
To improve the **collective impact** of partner organizations and all organizations with related missions through THC leadership and collaboration;
To elicit the on-going financial and volunteer **support** of the caring members of the community.
To use our **excellence** process to continuously improve our organization's performance and the fulfillment from our jobs;

2016-2020 Strategic Goals

Foods: By 2020, THC-offered meals should provide 100% of the wholesome foods stipulated in each of the designated "critical categories," including culturally-specific foods.

Brand: By 2020, develop separate branding to better appeal to the stigmatized and/or marginally food insecure while maintaining our existing brand focused on eliminating food insecurity.

Community Farm: By 2020, pilot a community-building farm of up to 5 acres, where partner-based food growing programs build resiliency in youth, fostering skills and coping mechanisms that may assist them in avoiding food insecurity as adults.

Community Representatives: By 2020, recruit members of vulnerable communities to promote our services and inform us of better ways to aid their constituents.

Distribution: By 2020, pilot food access models, such as "volunteering for veggies", a subsidized farm stand, and a food truck to address affordability and reach underserved communities.