



# Ballard Food Bank

3-Year Strategic Plan  
2015-2018

# Ballard Food Bank Strategic Plan

## Our Mission

We bring food and hope to our neighbors...because there **can** be enough for everyone.

## Our Vision

Our vision is to create a neighborhood hub where individuals and families come together to help one another and ensure that **all** neighbors have access to healthy food, community service providers and resources, and opportunities to build a strong, healthy community through storytelling, understanding and advocacy. We believe that hope is a basic human right and that together as neighbors we can achieve this.

## Program Priorities & Framework



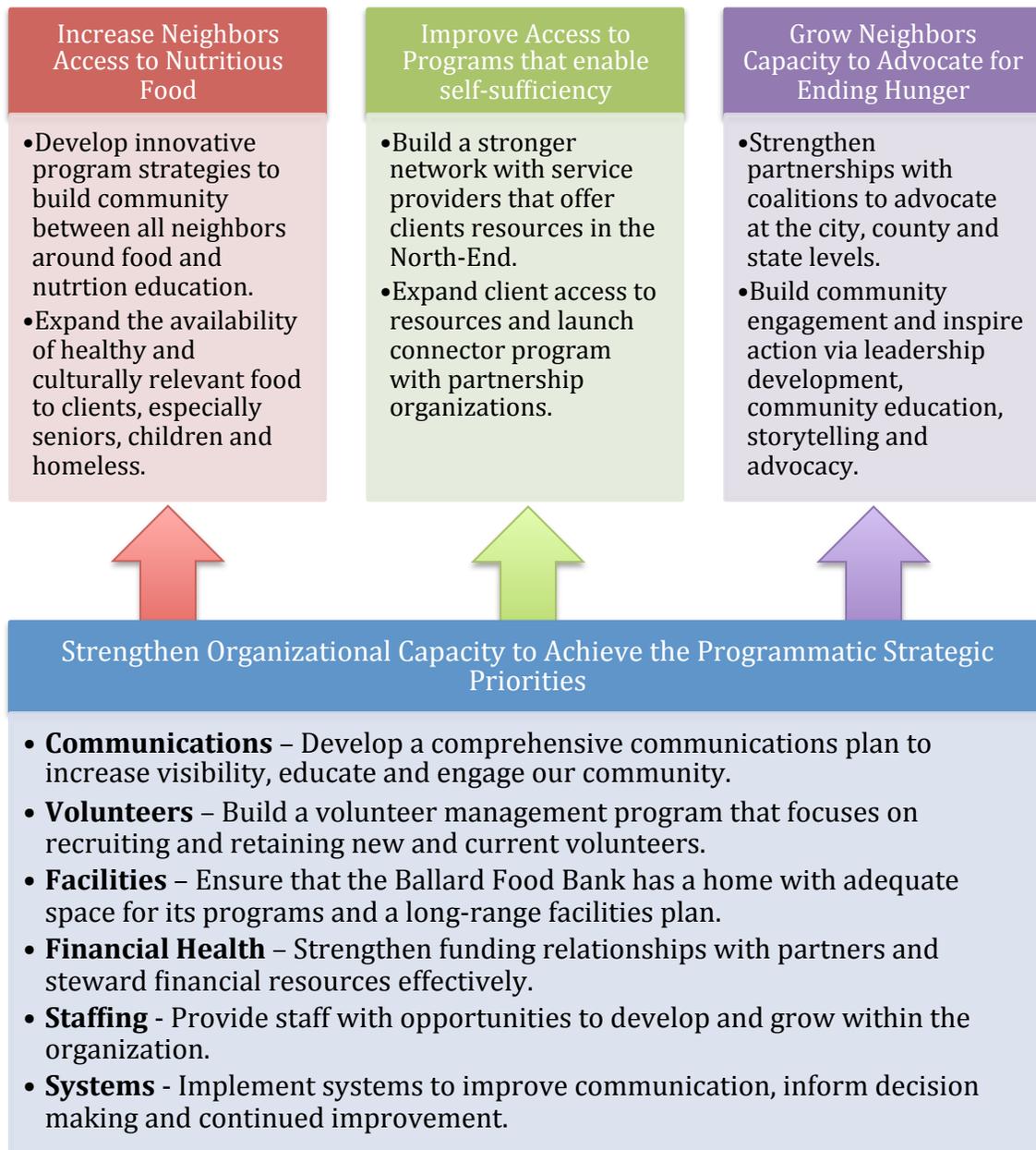
Neighbors throughout Ballard, Magnolia and Queen Anne come together to receive and/or help one another to:

1. **Access Nutritious Food** – Increase the supply of nutritious food available through the food bank, home delivery and weekend food for kids program as well as continue to develop new ways to build community around food.
2. **Achieve Self-Sufficiency** – Increase customer access to resources and services that provide hope and support them in becoming more self-sufficient.
3. **Advocate for Ending Hunger** – Build community understanding, engage community members and work collaboratively with neighbors and partners to advocate for food justice and ending the root causes of hunger, including poverty reduction.

## Strategic Priorities

To achieve our vision and address the needs in the community the following strategic priorities will define our direction over the next three years. This focus will inform how we strengthen our organizational capacity and move each of these priorities forward. The four strategic priorities are:

- 1) Increase Access to Nutritious Food
- 2) Improve access to community programs that enable self-sufficiency
- 3) Grow Neighbors' capacity to advocate for ending hunger
- 4) Strengthen organizational capacity



## Implementation

**Over the next three years the Ballard Food Bank will** stagger the growth of these program priorities. This will allow us to build capacity (financial and human resources) over a three year period. The first year would emphasize food, given the financial resources already in place from the quasi-endowment.

During Year 1 of the strategic plan emphasis would be placed on strengthening access to nutrition through food purchases and programs supporting seniors, children and homeless clients. Decisions around food purchases would be based on recent survey results that inform nutrition, special dietary and cultural needs. Food education would expand to include daily/weekly cooking demos or samples of healthy foods and engaging all neighbors in cooking and/or gardening classes. Achieving self-sufficiency and advocacy for ending hunger would be maintained at current levels during year 1.

For Years 2 and 3 of the strategic plan, we would improve and build upon Year 1's work around food access and nutrition. Staff would also begin strengthening our ability to help clients achieve self-sufficiency and advocacy through stronger partnerships. Clients and partnerships are central to both of these programmatic areas, as such we would develop these programs in tandem.

A 3-year work plan provides a more detailed overview of the priorities and their respective objectives and tasks.