

## Framing the Future 2018-19 Plan Executive Summary

- 1) Collective Impact- Leverage our core competencies to promote community collaborations that help people we serve become healthier and more food secure
  - Maintain and expand clinic food insecurity screenings
  - Maintain and expand network of nutrition leads
  - Implement organization wide nutrition policy
  - Evaluate further wrap around service partnerships
  
- 2) Food Supply & Distribution- Increase the concentration of nutritional food and increase efficiency of food procurement and distribution.
  - Sourcing growth to meet the goal of 18.1 million, 30% fresh produce
  - Work collaboratively with AR and Nutrition on a Mobile Pantry Program
  - Implement operational efficiencies and cross training
  - Reduce waste
  
- 3) Network Partners- Strengthen our network partners to increase their capacity to serve our community.
  - Expand the client choice pantry model across the network.
  - Provide capacity building support to our network in focus areas
  - Convene a 2019 MANNA Partner Network Conference
  - Implement a partner advisory council to advise MANNA strategy and operations
  
- 4) Children & Client Services- Strengthen direct service programs, including FNS (food stamp) outreach and MANNA Packs for Kids, to provide year-round access to food for children and families.
  - Continue to serve 12% of children on free lunch during the school year through MANNA Packs program and increase Summer Packs program
  - Transition middle and high schools to school pantries
  - Develop and pilot FNS Prison Outreach Program
  
- 5) Advocacy- Position the MANNA network as a leader in the community-wide discussion of hunger in WNC with an action agenda to address it.
  - Implement 2018 Public Policy Plan
  
- 6) Information Technology- Improve and strengthen our infrastructure to create more effective and sustainable delivery of our core services.
  - Implement a project and change management plan for bar coding
  - Launch cross-functional task force to assess and implement data privacy policies

- 7) Resources- Expand and diversify our financial and human resources to create greater stability for the organization and its future.
- Expand our base of support through innovative methods including direct marketing donor acquisition, targeted community outreach, digital engagement and multi-channel peer to peer fundraising.
  - Streamline MANNA's communications and messaging to empower supporters to be the voice of MANNA within their spheres of influence.
  - Develop cross training and knowledge transfer plans for identified critical and single source roles.
  - Gain working knowledge of racial equity and its impact on the work of MANNA.
- 8) Communication- Define organizational communication objectives to facilitate daily organizational activities, amplify MANNA's impact in WNC, and increase the food bank's base of support.
- Create a web environment that is flexible and will grow with the needs of the organization
  - Refine and finalize a multi-year communications plan, identifying organizational priorities in a phased timeline to:
    - i. Improve and appropriately integrate internal communications
    - ii. Streamline external communications and messaging
    - iii. Support and further entrench MANNA's trusted brand
    - iv. Inspire sustained support for MANNA's mission and daily work