



Seth Godin, American author, entrepreneur, marketer, and public speaker posted a message on his blog this week that resonated with us about the work we are doing at Care and Share Food Bank. Seth said that the **“practical definition of reputation is what people expect us to do next.** It's their expectation of the quality and character of the next thing we produce or say or do. Seth said we control our actions (even when it feels like we don't) and our actions over time (especially when we think no one is looking) earn our reputation.”

So, what is the reputation of Care and Share Food Bank and the 300 partner agencies we work with? How about our more than 7,000 instances of volunteering? What do people expect us to do next? What actions are our donors, volunteers, and other supporters expecting of us? How will Care and Share, along with our partner agencies, meet the call of the 171,000 food insecure neighbors in Southern Colorado who are depending on us? Depending on you? What are people expecting us to do next?

We believe the community is expecting us to do exactly what we have outlined in our Within Reach plan. They are expecting us to provide access to food for the 171,000 people in Southern Colorado facing hunger. We are currently only reaching 108,000 of those who need us. Because we said we'd reach all who need us, that it is our reputation. What do people expect us to do next? They expect us to keep our promise. And we WILL do this! How?

- Through the realization of GoalZero Recycling, a social enterprise that will generate revenue to fuel the mission of Care and Share
- By ensuring that enough high quality, nutritious food is available for all partner agencies to feed the hearts and souls of the people they reach and serve
- By building resources into our budget to ensure adequate amounts of nutritious, low and no cost food is available to our partner agencies
- By finding more partners who will help us to meet the need of our neighbors facing hunger
- By seeking the advice of partner agencies, volunteers, and financial supporters

So, what is your reputation? What will people expect of you next? Are you a part of our mission? Can you help us to meet the needs of our neighbors, our friends facing hunger? What will people expect you to do next? It is your reputation at stake. Ours too. Join us. Let's make sure everyone shares our belief that no one should go hungry.