**2018 – 2023
STRATEGIC PLAN**

**HEALTHY FOODS,
HEALTHY FAMILIES**

CARE AND SHARE
FOOD BANK FOR SOUTHERN COLORADO

A member of FEEDING AMERICA

Vision | A Hunger Free Southern Colorado

Mission | Work to provide food, partnering opportunities, and education to fight hunger and food insecurity in southern Colorado.

CARE AND SHARE™
FOOD BANK FOR SOUTHERN COLORADO

A member of FEEDING AMERICA

Primary Strategic Approach

Outcome One
Increased access to food
FEED
Expand our capacity to source and distribute food

Expand food access in high need communities and circumstances (for example, fire emergencies)

Drive distribution innovation to enhance access and lower operating costs

Explore and expand, if appropriate, partnerships to access food-rescue resources

Outcome Two
Improved diet quality
NOURISH
Expand nutritious food options for the food insecure

Increase the distribution of fresh produce and high-protein foods

Strive to make the bulk of our annual food distribution highly nutritious. Maintain a policy of not soliciting for or paying for non-nutritious food

Support the philosophy of "healthy food choices should be easy food choices", while informing and reinforcing the value of improved nutrition

Supporting Focus

Outcome Three
EMPOWER
Partner to strengthen food security

Increase resources available to households through public benefits

Partner to provide life skills education

Outcome Four
Increase local passion to end hunger
UNITE
Create awareness to drive mission engagement

Leverage our brand as a platform to make hunger relief a local and regional priority
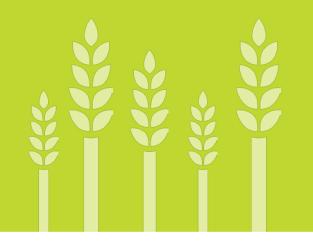
FY 19-23

PRIMARY STRATEGIC APPROACH AND SUPPORTING FOCUS

- **OUTCOME** ONE: **FEED**
  - Increased access to food
- **OUTCOME** TWO: **NOURISH**
  - Improved diet quality
- **OUTCOME** THREE: **EMPOWER**
  - Partner to strengthen food security
- **OUTCOME** FOUR: **UNITE**
  - Increase local passion to end hunger

FEED

GOALS FOR OUTCOME ONE

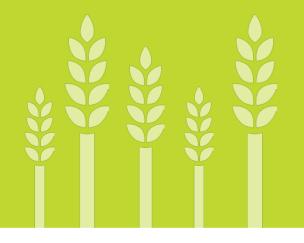**Expand food access in high need communities and unforeseen circumstances**

- Analyze where the needs exist and find ways to meet those needs

- Evaluate food access points and adjust as needed and where possible

- Study the impact of providing more resources to our partner agencies

- Prepare the organization for emergencies and uncertainties

(Continued)

FEED

GOALS FOR OUTCOME ONE
(Continued)

Drive distribution innovation to enhance access and lower operating costs

- Study the distribution centers' needs

- Evaluate the impact and possibilities of more agency empowerment

- Explore the advantages and downsides of various distribution models

Explore and expand, if appropriate, partnerships to access food-rescue resources

- Understand the current partnership opportunities and seek additional opportunities that help us provide more food

- Study the best practices of food bank partnerships and programs

NOURISH

GOALS FOR OUTCOME TWO

Increase fresh produce and protein distribution

- Evaluate what the agencies want and what they are capable of distributing

- Consider outreach to more farmers and ranchers

- Study new and innovative transportation opportunities

Strive to make the bulk of our annual food distribution highly nutritious.
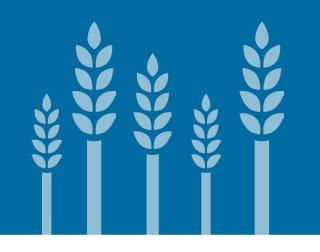
- Work with donors to increase their awareness of the need for nutritious food

Support the philosophy of "healthy food choices should be easy food choices" while informing and reinforcing the value of improved nutrition

- Promote educational opportunities and healthy nudges

EMPOWER

GOALS FOR OUTCOME THREE

Increase resources available to households through public benefits

- Reach more families to help with SNAP enrollment

- Maximize available resources in the commodity programs

Partner to provide life skills education

- Support Cooking Matters to maximize the impact of nutrition education

- Seek partnerships that provide valuable information to agencies and people in need in programs that have minimal impact on Care and Share (build on our own network)

UNITE

GOALS FOR OUTCOME FOUR

Leverage our brand as a platform to make hunger relief a local and regional priority

- Increase interactions with local government officials by presenting at meetings and inviting them to Care and Share

- Maximize opportunities to engage with the community

We believe that no one should go hungry