

# STRATEGIC PLAN

## VISION

Everyone in our community has enough nutritious food to thrive.

## MISSION

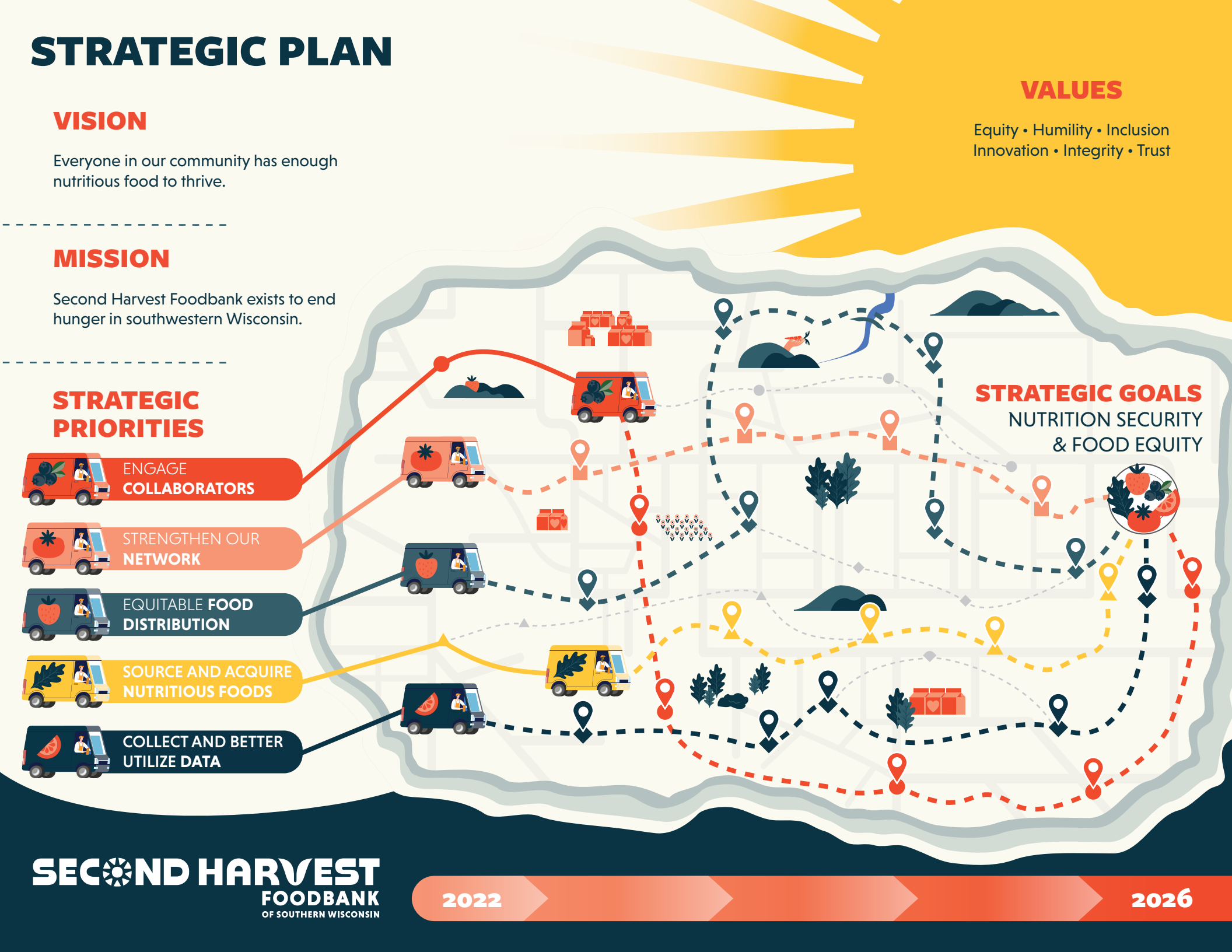
Second Harvest Foodbank exists to end hunger in southwestern Wisconsin.

## STRATEGIC PRIORITIES

-  ENGAGE COLLABORATORS
-  STRENGTHEN OUR NETWORK
-  EQUITABLE FOOD DISTRIBUTION
-  SOURCE AND ACQUIRE NUTRITIOUS FOODS
-  COLLECT AND BETTER UTILIZE DATA

**VALUES**  
Equity • Humility • Inclusion  
Innovation • Integrity • Trust

**STRATEGIC GOALS**  
NUTRITION SECURITY  
& FOOD EQUITY



# STRATEGIC GOALS



## NUTRITION SECURITY

Nutrition Security exists when there is consistent access to sufficient, safe, culturally meaningful, and nutritious food that meets the dietary needs and food preferences for everyone in our community to thrive.



## FOOD EQUITY

At Second Harvest, Food Equity is achieved when everyone in our community is nutritionally secure and has equitable access through a network that has been co-designed with those that engage with the network.



# STRATEGIC PLAN PRIORITIES



### ENGAGE COLLABORATORS

Develop meaningful, reciprocal, and sustainable relationships with collaborators to strengthen engagement towards our mission and vision. Build intentional partnerships with collaborators that align with our values and commitment to Equity, Diversity, and Inclusion.



### STRENGTHEN OUR NETWORK

Build alignment and share resources with partner agencies and programs to leverage each other's strengths and maximize impact throughout our community. Strengthen relationships with partners engaged in working on the root causes of food insecurity and establish new partnerships to further address root causes.



### EQUITABLE FOOD DISTRIBUTION

Co-design food distribution methods with those supported by the network to provide equitable distribution of food to all agencies, programs, and geographic areas that we support.



### SOURCE & ACQUIRE NUTRITIOUS FOODS

Source and acquire foods to support nutrition, preserve dignity and choice, and provide for cultural and individual preferences.



### COLLECT & BETTER UTILIZE DATA

Collect, analyze, and utilize data to inform organizational decision-making. Use and share data ethically, transparently, and with accountability. Explore and embrace new measurements of success.