



# **Strategic Plan**

**2017 - 2022**

# Executive Summary



**Volunteers: 80+**



**Market Value of Our Food Harvesting and Reuse Operations:**

Fruit: \$30,000

Bread: \$20,000

**Clients served annually: 300+**

**Bags of food delivered annually: 8,000+**

**Market Value of Food-Sharing with Organizations Serving the Homeless and Low-Income populations:**

Fruit: \$15,000

Bread: \$3,500

## Value of Food From The Heart's Service:

If our clients purchased a week's supply of comparable, freshly prepared food from area markets, and have it delivered to their home:

	Food From The Heart	Ralph's	Sprouts	Lazy Acres	Gelson's
Food	No charge	\$40.01	\$51.89	\$98.36	\$88.25
Delivery Charge	No charge	\$15.00	\$15.00	\$15.00	\$15.00
Total Cost	<b>No charge</b>	<b>\$55.01</b>	<b>\$66.89</b>	<b>\$123.36</b>	<b>\$103.25</b>

***Our cost to provide each bag of freshly prepared entrees, salads, deserts, bread, and fruit is about \$30.***

## Key Partnerships:



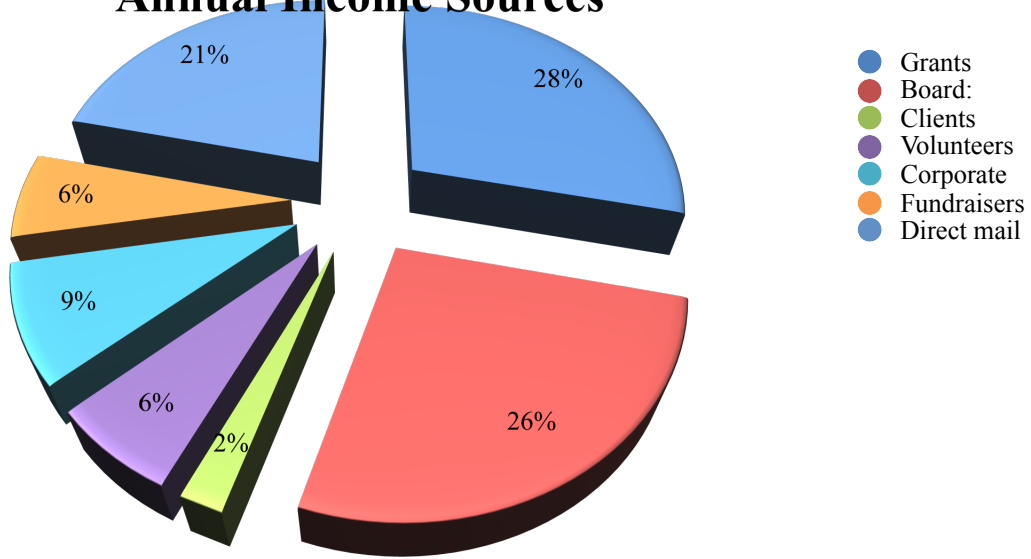
## Key Sponsors:



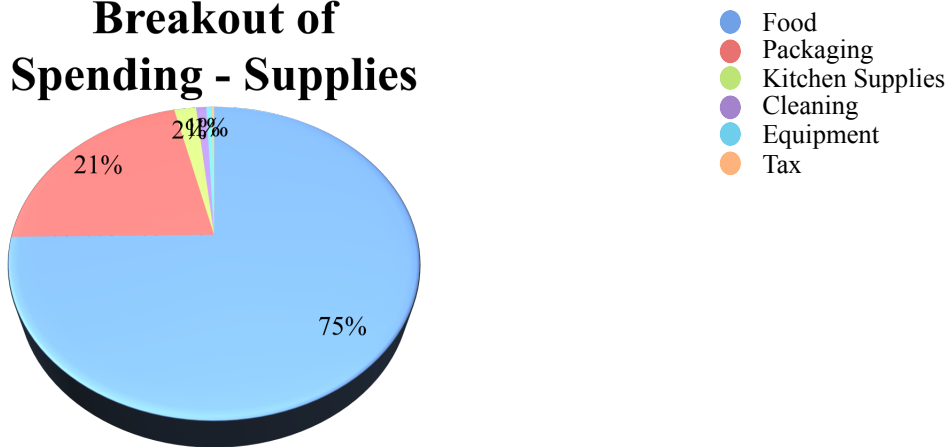
## Partners We Share Food With:



### Annual Income Sources



### Breakout of Spending - Supplies



## I. Food From The Heart Background and Context

### a. Our Story

This is the story of a labor of love. Evelyn Jacob sold her bagel business in 1994, and wanted to give back to the community. She approached Pacific Pride to see if they needed help with food for their clients.

The answer was a resounding **YES**.

So Evelyn began cooking out of her kitchen, as Project Food Chain. As the operation grew, the crew sometimes cooked out of Transition House and ferried everything back and forth via a van. There was a time this little non-profit resided at St. Anthony's Seminary kitchen. We've moved from church to church, including cooking at Casa Esperanza at midnite – the only time we could find a kitchen to cook in!

Two things happened: we became **Food From The Heart**, and we never stopped cooking. We never missed a week of delivering meals to our clients. We were united through any hardship on the mission: no matter what, we're prepping, cooking, and we're going to make sure the people we serve get their weekly bag of nourishment, because that's what Food From The Heart is: **a heart-centered organization, a unified team labor of love.**

We'd also like to point out that during the upheaval in locations, we also made sure every meal was lovingly garnished. 😊

We have a terrific board who know how to respond to a crisis. Some years back, we struggled to keep the organization adequately funded, so our board pulled together and drove for fiscal sustainability. Instead of writing checks each week to keep ourselves going, we've gained significant fundraising strength, and are now in process of creating an endowment.

Like many non-profits, we've had moments of breakthrough and achievement, and moments of setback and adversity. We found a great home at Trinity Lutheran Church. Our longtime volunteers stayed with us, and new volunteers joined to help us expand to our current client base of 160. One of those volunteers donated a work truck so we could go out and harvest locally grown fruit from backyards and small orchards. Other volunteers cleverly engineered harvest equipment for us to climb trees and get the fruit. We raised capital to build a walk-in cooler, and now we serve 160 clients most-in-need per week!

### b. Mission

In every community there are individuals who are home bound and suffering from illness or injury who have no support network. Part of the healing process is being cared for nutritionally.

Food From The Heart recognizes that need by preparing nutritious healing meals delivered by caring volunteers to those in crisis due to illness, injury, or under the care of hospice, visiting nurses, or other medical professionals.

Food From The Heart does not charge for this service.

### **c. Our Values**

- √ We believe in providing access to wholesome nourishment for our medically challenged clients.
- √ We believe the human spirit is uplifted by giving and receiving.
- √ We believe in providing opportunities for volunteers to contribute to the betterment of our community.
- √ We believe in the importance of working to ensure the financial stability of our organization in order to sustain our mission.
- √ We believe in collaborating with community agencies and partners and assisting those in need of our services.

## II. SWOT Analysis



### III.

## Five Year Strategic Plan Goals

### a. Bolster Current Financial Strength to Fiscal Sustainability within 5 years.

- ✓ Establish endowment, and grow to \$1,000,000
  1. First \$100,000 [in progress](#):
    - ✓ Raised \$75,000
      - a. Hutton Parker match to \$25,000 in 2017/2018
- ✓ Increase donation income by 50%.
  2. \$250,000 annual operation now.
  3. Proven fundraising strength.
  4. Implement donor management system – [complete](#)
    - a. Donate button on Facebook - complete
    - b. Fundraiser events (3-4 per year) – [in progress](#)
- ✓ Maintain our reserves.

### b. Our volunteers ARE the heart in Food From The Heart. We must continually invest in them, encourage their growth and development, and appreciate their contributions.

1. Volunteer appreciation events – 2 annually
  2. Cultivate new board members with complementary skills in legal, financial, and other core competencies
  3. Seek out opportunities for training and growing volunteer skills and capabilities
- ✓ Newsletter to volunteers on regular basis – [in progress](#).
  - ✓ Create and maintain a volunteer database – complete.

### c. Address Our Facilities and Capital Equipment Needs

1. Obtain a new(er) harvest truck.
- ✓ Create bequest materials for donors – [complete](#).

### d. Continually identify and best serve those most in need in our community.

- ✓ Partner with Meals on Wheels, CAC, etc. to ensure minimal overlap between services – [in progress](#).
- ✓ Continually review our client approval process with an eye to ensuring we're best identifying and serving those most in need – [in progress](#).
- ✓ Maintain our flexibility and responsiveness to newly emerging needs and emergency cases – [in progress](#).

### e. Boost Our Public Presence



- √ Create and develop strong working partnerships with complimentary non-profits in the food-sharing, harvesting, and meal delivery space – [in progress](#).
- √ Boost our social media presence – [in progress](#)
- √ Put on a 25<sup>th</sup> anniversary celebration in 2019
- √ Create new marketing materials that tell our story – [in progress](#).
- √ Highlight the harvest / food sharing / sustainability aspects of our work.
- √ Ensure our non-profit listings and information are up-to-date in all non-profit community materials.

## **IV. Appendices**