

Mission – *Sharing Food. Feeding Hope.* | **Vision** – *A hunger-free community.* | **Values** – *Respect. Integrity. Compassion.*



SERVICE DELIVERY

Goal: scale and decentralize service delivery to meet the increasing demand

Definition of Success:

- Increased coverage to a greater number of communities
- Improved access for clients across multiple locations in Kamloops
- Enhanced availability of food for distribution

Strategic Action Plan:

- Establish a mobile 'free food market' to broaden distribution within Kamloops
- Develop regional food recovery expansion plan
- Extend food recovery program to areas beyond Kamloops
- Acquire off-the-shelf inventory management software and customize it to meet KFB needs
- Expand services to provide food support to Indigenous and rural communities



FINANCIAL SUSTAINABILITY

Goal: diversify and increase revenue to enhance service delivery

Definition of Success:

- Acquire new funding streams
- Generate sufficient revenue to scale service delivery
- Strategically invest financial reserves

Strategic Action Plan:

- Develop campaign to enlist small to mid-sized firms for monthly donations
- Seek funding specific to Regional Food Hub
- Explore signature fundraising events to attract new donors
- Secure sponsors for advertising on food recovery trucks
- Investigate potential sponsors for the foodSHARE program
- Reevaluate investment strategy to optimize financial returns



ESG LEADERSHIP

Goal: continuous innovation and investment in environmental, social & governance outcomes

Definition of Success:

- Operate as a zero-waste organization
- Continue to be leaders in food recovery in BC
- Proactively identify and mitigate ESG risks
- Sustain leadership in environmental stewardship and resource utilization
- Use AI to improve efficiency and expand our reach
- Achieve accreditation in Food Bank Canada's new Standards of Excellence

Strategic Action Plan:

- Diversify Board to better reflect the peoples and cultures of communities served
- Complete an environmental audit and actionable plan
- Attain accreditation in Food Bank Canada's new Standards of Excellence
- Pursue environmental tax credits, grants, and revenues associated with food recovery
- Ensure bi-annual Board review of our Risk Register
- Use AI to enhance Board meetings, such as AI-generated notes for increased efficiency



CONNECTING COMMUNITY

Goal: expand partnerships to fulfill Kamloops Food Bank's mission and vision

Definition of Success:

- Stronger partnerships with Indigenous communities and organizations
- Increased collaboration with Food Banks BC to enhance service delivery
- Engaged corporate partners to enrich employee giving and volunteer opportunities
- Broader network of partners and supporters through innovative campaigns

Strategic Action Plan:

- Liaise with Shuswap Tribal Councils to explore food security partnerships
- Develop communication assets, such as videos and a web portal to showcase our ability to scale operations to meet regional food security needs
- Investigate use of social media influencers to expand awareness among new audiences