The St. Louis Area Foodbank has nourished the community with over 500 million pounds of food since opening its doors in 1975. Thanks to the generous support of our partners, we are able to serve nearly 400,000 people each year.

Like our organization, our mission has evolved because we believe that food is a powerful catalyst for change that doesn’t just feed individuals; it empowers people and makes entire communities stronger. This document highlights our goals for the first 3 years of our ambitious 7-year plan, which outlines strategies designed to help us lead the bi-state region's hunger relief efforts like never before. They include the collection and use of real-time data; the infusion of technology to optimize our operations; a laser focus on placing the needs of our partners and clients at the center of our decisions; and a disciplined approach to food acquisition with a focus on healthy foods. This journey is inspired by our vision of a stronger, healthier bi-state region where no one goes to bed hungry.

This vision stands supported by five pillars to guide our individual and collective efforts: nourish, strengthen, mobilize, engage, and transform. Our core values - stewardship, teamwork, agility, and respect - will be our guiding STAR as we make decisions, evaluate impact, and share the lessons we learn on this new and exciting journey.
Over the years, we have learned that nourishing people is about more than distributing food; it is about cultivating health, sustaining futures, and caring about a broad range of people’s needs.

To nourish that broad range of needs, we will focus on 1) increasing nutritional product 2) enhancing availability of personal care and household items and 3) improving distribution models through new community partnerships to increase the amount of food and resources available to those in need of assistance.

By 2021 the Foodbank will:

• Increase food distribution annually with a priority on Foods to Encourage (F2E).
• Grow our presence and meals provided by increasing non-traditional distribution models and partnerships. These include channels for distributing food and resources beyond brick-and-mortar pantries, such as schools, health partners, and mobile distributions.
• Create new programs and strategies that focus on nutrition education and greater access to healthy and nutritious meals for our partners and clients.

FOODS TO ENCOURAGE DISTRIBUTION

BABY FOOD
WHOLE GRAINS
CEREAL
COMPLETE MEALS
DAIRY
FROZEN FRUITS AND VEGETABLES
CANNED FRUITS AND VEGETABLES
JUICE
MEAT
POULTRY
FISH
PASTA
PEANUT BUTTER
RICE
FRESH PRODUCE

2018
33 MILLION POUNDS

2021
39.5 MILLION POUNDS
Our partners and community programs work on the front lines of hunger relief, and our vision for our region stands on their success. We will invest in our partners by providing our network with technology and educational opportunities to empower them to achieve even greater local impact.

To build a robust partner network and promote innovative distribution opportunities, we will 1) collect accurate and actionable data to inform strategies 2) create a volunteer strategy to better support our partners at their locations and 3) improve access to and educate clients about programs and opportunities that shorten the line.

By 2021 the Foodbank will:

- Offer capacity training, food safety education, and data support for community partners.
- Assist community partners by increasing capacity for greater distributions through logistics, volunteer, and resource support.
- Increase SNAP (food stamps) applications and Meals per Person In Need (MPIN) through a strong partner network to improve food access and food assistance.

CULTIVATING A STRONG PARTNER NETWORK

- Improve access to training and education
- Expand capacity-building efforts through innovation, volunteer strategies, and resources
- Unite our network of community partners and programs by leveraging data and technology, making peer-to-peer connections, and improving infrastructure to maximize distribution
Mobilize

If we are going to truly empower communities, we will need the support of community members, from our volunteers, donors, and clients to the broader public. We will invite new audiences to help us fight hunger in their communities, as we train, educate, and empower our closest supporters.

To maximize our impact across the 26 counties we serve in Missouri and Illinois, we will 1) broaden the Foodbank’s name recognition 2) deepen relationships with public audiences and 3) provide avenues and resources for the public to participate in the Foodbank’s effort.

By 2021 the Foodbank will:

• Document the faces of hunger in a compelling way.
• Create and activate an ambassador program to mobilize supporters across our region to speak to the public on our behalf, support the Foodbank at events, and recruit more allies in the fight against hunger.
• Educate the public on the effects of hunger in the region and opportunities to engage with the Foodbank’s efforts.

Steps of Engagement

- Foodbank awareness, connecting on social media, attending a Foodbank event
- Volunteering, donating, hosting a food drive, visiting the Foodbank
- Joining the Foodbank email list, becoming a regular volunteer or donor
- Speaking on behalf of the Foodbank, inviting friends and family to support the Foodbank
- Becoming a Foodbank ambassador to grow the Foodbank’s resources and influence
ENGAGE

Our work - and the depth of our work’s impact - has always been enabled by the generosity of our supporters. As we look ahead three years and beyond, we plan to engage the community in strategic ways. While implementing new programs and new strategies, we remain committed to being good stewards with donated resources.

To meet the community’s needs, we will 1) secure resources to meet the annual operating costs associated with distribution and implementation of new programs 2) establish additional opportunities for donors to give and 3) deepen engagement and multi-generational giving opportunities.

By 2021 the Foodbank will:

• Focus on creating diverse revenue streams to support annual growth.
• Establish additional giving platforms and partnerships.
• Strengthen long-term financial health to ensure service continuity.

DONOR ENGAGEMENT AVENUES

- Off-Site Volunteer Projects
- Corporate Matching Donations
- Planned Giving
- Monthly Giving
- Gifts of Appreciated Securities
- Vehicle Donations
- Event Sponsorship
- Hosting a Fundraiser
- Peer-to-Peer Fundraising
- CFC Designated Giving
- Special Events
- Virtual Food Drive
TRANSFORM

Hunger is a complicated problem, but we can make significant strides towards long-term solutions by addressing it not only at the dinner table but also in the classroom and the Capitol. As we make education and advocacy a strategic priority for the first time, we will cultivate a network of advocates prepared to come alongside the Foodbank and take actions aimed at alleviating hunger and its root causes. Knowing that food is just one of a wide range of interventions our network is asked to provide, we will pursue strategic partnerships that can provide the resources and expertise necessary to address hunger in its broader context.

Understanding that meaningful, systemic impact is not something we can accomplish on our own, we will leverage our expertise to 1) educate and animate key stakeholders around root causes of hunger 2) partner with key organizations addressing root causes of hunger and 3) advocate for policies at all levels of government that increase food security.

By 2021 the Foodbank will:

- Implement an Advocacy Ambassador program across our service territory.
- Respond to policy threats and opportunities for increasing access to nutritious food each year based on the Foodbank’s policy priorities.
- Build stronger relationships at all levels of government.

DEEPER SYSTEMIC IMPACT

SOLUTION & POLICY MAKERS — Federal, State & Local Legislators

EXPERTS & PROBLEM SOLVERS — Feeding America, Coalition Partners, Research Institutions

GRASSROOTS SUPPORTERS — Learning Groups, Community Partners & Programs, Informed & Invested Community Members

ACTIVE LEARNERS
OUR JOURNEY CONTINUES

1 in 6 people in our service territory still struggles with food insecurity. What we do now matters; it has the power to change lives, change minds, and change our region. Now is the opportune time to increase access to nutritious food while improving the quality of life for our neighbors in need.

The next three years will lay the foundations for a direction that leads the Foodbank through 2025, our 50-year anniversary. We invite you to roll up your sleeves and look ahead with us as we nourish, strengthen, mobilize, engage, and transform individuals and communities across our region by empowering people with food and hope.

STLFoodbank.org/get-involved