

Three-Year Strategic Plan

July 1, 2024



Food insecurity in Orange County continues to exceed pre-pandemic levels; in fact, creeping ever closer to the height of COVID-19. The rate of growth of food insecurity in our county outpaces the rate of growth of food insecurity in our state (2021 to 2022, according to Feeding America's Map the Meal Gap). High cost of living is forcing many in our community to take money from their food budget to pay for rent and other fixed, necessary expenses. The term "rent eats first" encapsulates this reality – rent eats before they do.

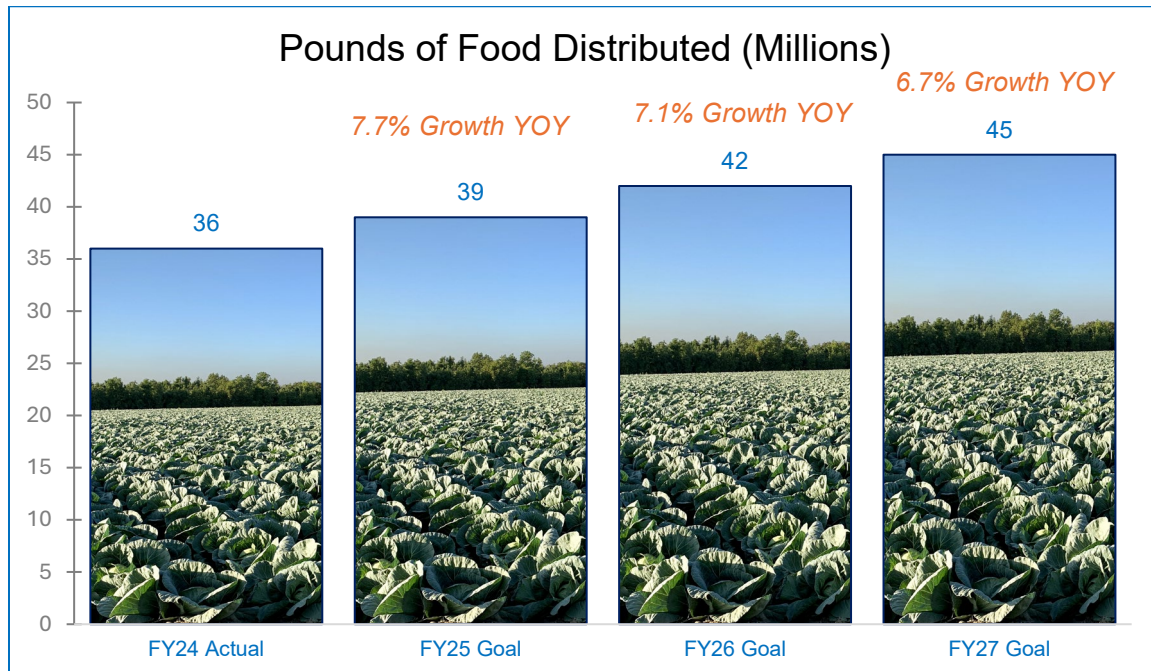
New approaches are required to meet the need. Second Harvest Food Bank is embarking on a three-year strategic plan, committed to working towards an Orange County with food and nutritional security for all.

North Star

Our "North Star" for our strategic plan is to:

Increase Food & Nutritional Security for All by 2027

We will achieve the plan by strengthening the Food Bank, so that we can provide 45 million pounds of food to the community by 2027.





We are calling this plan “45 by ‘27”.

Key Focus Areas & Strategic Initiatives

We have identified five key focus areas across the organization with 11 strategic initiatives. In fiscal year 2024-2025 (year 1 of the strategic plan), Second Harvest will implement the first initiative in each focus area.



Partner Network Advancement

- Build Partner Capacity.
- Expand partnerships to address gaps in service.
- Community Impact Initiative



Evolve supply chain practices for scale, consistency and variety

- Cultivate and deepen relationships and support from new and recent Grocery Rescue and Food Donor organizations.
- Enhance variety of multi- and cross-cultural crops and products.



Increase awareness in Orange County of food insecurity, Second Harvest and availability of food assistance

- Create general awareness campaign of food insecurity and SHFB; companion campaign highlighting our Partner Network.
- Create targeted food assistance campaign.



Organizational Growth Mindset

- Formalize employee and career development, enhancing the employee experience.



Integrate & execute strategies to increase time, talent & treasure

- Cultivate & deepen support from new and recent corporate volunteer groups.
- Develop & implement an integrated communications plan for donors & volunteers.
- Develop relationships with NexGen of volunteer and donor supporters.

We believe this three-year strategic plan solidifies a future for Second Harvest where innovation, new ideas and an exciting mindset of boldness will define how we tackle our mission and improve the lives of those we serve.