



# Willing Hands Strategic Plan

## Mission

To reduce food waste and expand equitable and reliable access to fresh food.

## Vision

A world in which all food contributes to the betterment of people and the planet.

## Values

**VOLUNTEERISM:** Willing Hands believes that volunteers are foundational to advancing our mission, and that volunteerism has inherent value by creating connectedness in our community.

**ENVIRONMENTAL STEWARDSHIP:** Willing Hands believes in our shared responsibility to contribute to a sustainable environment and recognizes that reducing food waste is our organization's most impactful opportunity to mitigate the climate crisis. We seek to reduce our carbon footprint and protect the environment throughout our operations.

**ADVANCING EQUITY:** Willing Hands believes that all people should have access to nourishing, fresh food. We commit to more deeply understanding and responding to the diverse needs, preferences, and circumstances of those in our community. We extend this commitment internally, ensuring that all who engage with our organization feel included, respected, and able to thrive.

**STRENGTHENING OUR COMMUNITY:** Willing Hands believes that strong and mutually-beneficial partnerships are key to community resilience. We appreciate, support, and collaborate with local farms, donors, recipient organizations, and other community members and partners to contribute to our community's collective well-being.

## Goal 1

### Increase the amount of fresh food procured year-round

1A: Prioritize expansion and diversification of the food recovery program

1B: Improve consistency and quality of food supply year-round

## Goal 2

### Ensure equitable distribution of fresh food

2A: Deepen our knowledge of community needs via an equity lens

2B: Address identified gaps

## Goal 3

### Enhance organizational sustainability

3A: Strengthen and diversify revenue generating capacity and capabilities

3B: Ensure a stable and thriving Staff and Board

3C: Use our land, facilities, and gardens to tell our story and build community around our mission.

3D: Measure and celebrate progress