



RETHINK:

CAFB's strategic plan for solving hunger in the Washington metro area

The Capital Area Food Bank's Strategic Objectives: Stronger

1). Strengthen and fill in gaps in the hunger safety net under the Washington metro area.

- Understand hunger throughout Greater Washington, including its causes, and the demographics and location of those who lack sufficient, quality food. We will collect, record, manage, and share data to build a better understanding of hunger needs throughout the region, and of what we and our partners are doing to address hunger.
- Develop and fund a Hunger Heat Map that charts hunger needs among children, seniors, and families, as well as the resources available to reduce hunger.
- Group partners of like size, or like service programs, to allow for better alignment of food distribution and services.
- Build partner capacity through training, smart information sharing, resource targeting, and the use of our convening role to foster collaboration.
- Use our food and training tools to accelerate partner work on literacy, job training, health, and other root causes of hunger.

Healthier

2). Contribute to health and wellness as we provide more nourishing food across the Washington metro area.

- Assess the levels of fiber, sodium, and added sugar in our food inventory, and set goal to increase the nutrition value of income and outgoing food.
- Begin a dialogue with donors about CAFB's intention to provide more nourishing food, working toward the creation of official guidance aimed at increasing the volume and percentage of healthy food donations.
- Develop an understanding among staff of the role that food plays in general health, as well as in diet-related disease such as diabetes and heart disease.
- Reduce the amount of sodium in the foods we are collecting, purchasing, and distributing.
- Reduce the amount of added sugar in the food we are collecting, purchasing, and distributing.
- Maintain our commitment to fruits and vegetables of all kinds - fresh, frozen, and canned.

Smarter

3). Work to reduce food waste in the Washington metro area as we address hunger needs.

- Work with fruit and vegetable growers, and organizations such as the Gleaners, to collect and distribute surplus and cosmetically imperfect crops that might otherwise be wasted.
- Expand back-of-store pickup from retailers and connect our partners directly with donors, as we work with retailers to increase the percentage of nourishing food in their donations.
- Prevent food waste at CAFB via relationships with local hog farmers, who repurpose damaged or unlabeled food as animal feed.

Broader

4). Engage the community in awareness about hunger and how to solve it.

- Work to engage the next generation in understanding the role that hunger plays in health, education, employment, and aging.
- Engage the Spanish-speaking community in understanding hunger, volunteering, and raising funds to address hunger.
- Develop a neighborhood-based hunger engagement strategy.
- Use our events to better engage our partners, other organizations, and new donors in hunger.
- Develop and expand new media channels through Facebook, Twitter, and other social media.
- Develop an online presence that takes advantage of new media and new tools, including app technology.
- Engage in advocacy by:
 - Providing information to the community and elected officials on the causes and consequences of hunger in the Washington metro area.
 - Contributing to the legislative process to improve policies that impact hunger in the Washington metro area.
 - Engaging and empowering the community to serve as advocates on behalf of the food bank and its mission.

