

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



SERVICE DELIVERY

Goal: to continue strong leadership in food bank & food recovery operations

- ▶ Increase the number of distribution locations in Kamloops
- ▶ Build community awareness of KFB services and impact through a new visual brand and website
- ▶ Investigate opportunities to increase operational efficiencies
- ▶ Provide affordable housing for families to improve food security



FINANCIAL SUSTAINABILITY

Goal: to be financially self-sufficient & reduce need for grant funding

- ▶ Pursue strategic business opportunities that enable KFB to fulfill its mission
- ▶ Invest in capital projects to generate revenue
- ▶ Develop passive/residual income opportunities
- ▶ Create a formal corporate sponsorship program



ENVIRONMENTAL LEADERSHIP

Goal: to become a zero-waste operation

- ▶ Build food recovery capacity in BC through partnerships and consulting opportunities
- ▶ Pursue environmental tax credits, grants, and revenue opportunities related to food recovery
- ▶ Establish relationships with foundations, donors, and funders interested in environmental outcomes
- ▶ Ensure signature events and operational practices strive to minimize KFB's environmental footprint



CONNECTING COMMUNITY

Goal: to create meaningful opportunities for community engagement & celebrating the generosity of our community

- ▶ Re-imagine events, tours and volunteer opportunities to enhance community connection
- ▶ Create opportunities for youth to participate in KFB activities
- ▶ Provide new opportunities for businesses to give back in ways that align with their diverse corporate social responsibility goals
- ▶ Create a formal donor recognition program