



# **Strategic Goals - Draft 2016 - 2017**



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## Financial

### •2016 Goals

- Budget for 2016
  - Add Salaries, Social Media & Other Items
- Fundraising
  - Director & Board Members to attend a Benevon Model Fundraising Class - January 2016
  - Evaluate and then implement an Advisory Fundraising Committee – 4<sup>th</sup> Quarter of 2016
    - Goal is to garner leads for sustainable growth & giving
  - Events
    - Pantry to Plate Event w. guest speaker – May 2016
    - Topsy Elf – December 2016
    - Potential: Largest potluck for Guinness World Record

## Food Distribution

### •2016 Goals

- Start a distribution for families bi-monthly at Pastor Buddy Walker's Church in Eustis: 4<sup>th</sup> Quarter of 2016
  - Pursue an arrangement with this church to replicate the process of distribution at the MLK Building with volunteers provided by the Church in Eustis
    - Ensure that all the FDA and Lake Cares guidelines are followed
  - Pursue a potential sponsor to cover the monthly costs
  - Pursue opportunity based mobile distribution sites – 2016 & 2017
    - Howey in the Hills – 3<sup>rd</sup> Quarter of 2016
    - Others – As they become available
  - Set up official protocols and vetting of financial stability for future mobile sites – 2017
  - Actively move current clients that reside in South Lake to South Lake food pantries – 4<sup>th</sup> Quarter of 2016



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## Organizational

### •2016 Goals

- Add a Pantry Manager - 1<sup>st</sup> Quarter of 2016
  - Part – Time – Estimated cost w. payroll taxes - \$21k
  - Job Description
- Invest in the Executive Director
  - Take a management or leadership class - 4<sup>th</sup> Quarter of 2016
- Evaluate the process to obtain a rotating intern from local schools – 3<sup>rd</sup> Quarter of 2016
  - Develop a job description that could be used for credit for a class
  - 2 Potential Ares: a) Pantry/Food b) Social Media
- Develop an Employee Handbook – 3<sup>rd</sup> Quarter of 2016

## Resources

### •2016 Goals

- Building
  - Explore the purchase price of the house next to the pantry – 1<sup>st</sup> Quarter of 2016
  - Professional assessment of the current building to evaluate any improvements for current use and identify long-term viability. – 3<sup>rd</sup> Quarter of 2016
  - Develop a long-term building/facility plan – 4<sup>th</sup> Quarter of 2016
    - Identify long-term storage and distribution needs