

STRATEGIC PLAN 2024-2029



EXECUTIVE SUMMARY

JUST FRIENDS FOOD BANK INC IS A NON-PROFIT
CHARITABLE ORGANIZATION FUNDED
PRIMARILY THROUGH COMMUNITY DONATIONS.

Our purpose is to provide food support to families and individuals living in Stanley and surrounding communities. We pride ourselves in supplying nutritious food in a respectful and dignified environment. In addition, we believe it is our responsibility to connect our clients to other programs and services as a means of helping them become self-sufficient. We take pride that we are a leader in the struggle against food insecurity.

Our Strategic Plan for 2024-2029 is the foundation that will guide our organization's operations and programming through the next 5 years.

The plan contains an ambitious set of goals; some will be initiated immediately, and others will be introduced over time. These goals will form the basis of our yearly operational plan, allowing Just Friends Food Bank to adapt to new challenges and trends in our community.

OUR VISION

TO ELIMINATE HUNGER IN OUR COMMUNITY.

OUR MISSION

To operate a food bank located in the Parish of Stanley, in NB Food Bank District #3. The food bank will collect and distribute food donations, collect and distribute food allocations from the NB food bank network and the food recovery systems, and purchase food at the best available prices to bridge the gap between donations and client needs, as required. The food bank will undertake activities to aid in the relief of poverty.

KEY STRENGTHS

- PEOPLE - Strong commitment and belief in the cause by staff, volunteers, board and donors.
- COMMUNITY - Strong reputation within our community enables JFFB to build and maintain solid relationships.
- LEADERSHIP - Dedicated and passionate leadership, with skills and experience to instill confidence in clients, donors and other community members.

OUR CORE VALUES

SERVICE WITH EXCELLENCE -

We will serve those in need in our community by efficiently providing food and resources to our program participants while maintaining highest standards. We are focused on cultivating excellence in leadership and innovation in our programs and services and are a proven leader in our community.

COMMUNITY PARTNERSHIPS -

We will challenge ourselves to adapt to the changing needs of our community, collaborating with our partners to find new ways to ensure food security and provide access to services that address the underlying causes of poverty.

EDUCATION AND AWARENESS -

We will engage our partners and our community with hunger awareness outreach, promoting the conviction that together we can reduce, and eventually eliminate, hunger. We believe that through operationalizing human rights and supporting social justice initiatives we can enact social change and contribute to the betterment of our community

COMPASSION AND TRUST -

We strive to be inclusive and free from all forms of discrimination within our organization. Compassion and respect are crucial to serving our community in a dignified manner, ensuring sensitivity, kindness, and empathy are at the forefront of all our interactions.

SUSTAINABILITY -

We will prioritize efforts to rescue and distribute surplus food, minimize our environmental impact, and increase our operational efficiencies in support of our community's social, economic and environmental health.

OBJECTIVES

1. MORE ACCESS TO FOOD AND PROGRAM SUPPORT FOR THOSE IN NEED WITHIN OUR COMMUNITY.
2. INCREASE AWARENESS.
3. LEADER OF INNOVATIVE AND COLLABORATIVE EFFORTS.
4. ACCESS HIGHER LEVELS OF FUNDING.
5. SUSTAINABLE REVENUE SUFFICIENT TO MEETING CHANGING DEMAND.

SMART GOALS

SPECIFIC | MEASURABLE | ATTAINABLE | RELEVANT | TIME-BASED

- Connect low-income families to resources.
- Increase non-perishable food donations.
- Increase access to nutritious foods.
- Promote food education programs.
- Enhance partnerships with local organizations.
- Create local farming initiatives.
- Establish sustainable food systems.
- Encourage and support community gardens.
- Boost community support and participation.
- Improve public awareness.
- Reduce food waste.
- Strengthen governmental policies and legislation.

IN CLOSING

REDUCING POVERTY GOES BEYOND FOOD.

USING THIS PLAN AS A FOUNDATION, JUST FRIENDS FOOD BANK IS COMMITTED TO BECOMING A CENTRE OF EXCELLENCE IN FOOD DISTRIBUTION, COMMUNITY LEADERSHIP, EFFECTIVE AND EQUITABLE POLICIES, AND A LEADER IN THE ELIMINATION OF POVERTY IN OUR COMMUNITY

OUR BOARD

STRATEGIC AND CREATIVE GOVERNANCE AND POLICIES

PRESIDENT | INTERIM TREASURER
Tara Steeves

SECRETARY
Debbie Lacey

BOARD MEMBER
Peter Fullarton

BOARD MEMBER
Jayme Fraser

BOARD MEMBER
Mary-Lyn Fowler

VICE-PRESIDENT
Heather Holt-Logan

BOARD MEMBER
Irene Colford

BOARD MEMBER
Theresa Gorman

BOARD MEMBER | MARKET COORDINATOR
Ruth Merrett

OUR STAFF

EXECUTIVE DIRECTOR
Pam Stanley

Just Friends Food Bank Inc and Community Resource Centre

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Neighbours Helping Neighbours since 1993