ANNUAL WORK PLAN
SECOND HARVEST FOOD BANK OF LEHIGH VALLEY
AND NORTHEAST PENNSYLVANIA
2010-2011

DESCRIPTION: The Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania (SHFB) assists other non-profits in the distribution of food to needy people and acts as a community resource for education and advocacy efforts.

MISSION: The mission of the Second Harvest Food Bank of Lehigh Valley and Northeast Pennsylvania is to improve the quality of life in a 6-county area of northeast Pennsylvania by collecting surplus and reclaimed food for distribution to emergency pantries, shelters, soup kitchens, drop-in centers, day care centers, rehab centers, and other caring organizations and by providing educational programs and advocating for improvements in and greater accessibility to programs which affect low-income people.

GUIDING PRINCIPLES: To take an active role in helping member agencies to feed thousands of needy people by complying with operating guidelines and policies of Feeding America, CACLV, and regulatory agencies.

STRATEGIC PLAN: I and II

GOALS AND PERFORMANCE TARGETS

TIER 1: ESSENTIAL GOALS

GOAL 1 **SHFB will meet 100% of the performance targets for inventory management, reporting, and monitoring set by Feeding America for members and by PA Department of Agriculture for contract holders.**

Performance Targets:

A. SHFB will maintain inventory tolerances of +/- 2% overall. (Tier 1)

B. SHFB will maintain average on-time donation pick-up and receipting to Feeding America of 90% or higher. (Tier 1)

C. SHFB will monitor every member agency once during every 24 month period. (Tier 1)

D. SHFB will maintain all records for State Food Purchase Program (SFPP), Commodity Supplemental Food Program, and The Emergency Food Assistance Program and submit reports as required. SHFB will remain in compliance for all programs. (Tier 1)

E. Quarterly, by September 30, and December 31, 2010, and March 31 and June 30, 2011, SHFB will track and report pounds of product distributed and number of persons served by age for TEFAP, SFPP, CSFP, and other programs as appropriate. (Tier 1)

F. SHFB will monitor new agencies at least once in the first 6 months after the agency enrolls. (Tier 2)

G. By June 30, 2011, SHFB will distribute 6 loads and/or 200,000 pounds of donated product to other food banks. (Tier 3)

GOAL 2 Second Harvest Food Bank will continuously improve services to its member agencies and the community.

Performance Targets:

A. By June 30, 2011, SHFB will provide all member agencies with at least one training opportunity through a conference, workshops or meetings, or one-on-one agency orientation. (Tier 1)

B. SHFB will provide information to member agencies through 12 monthly updates. (Tier 1)

C. SHFB will participate in the federal Commodity Supplemental Food Program by certifying participants and providing nutritional support and nutrition education to 1745 recipients monthly. (Tier 1)

D. SHFB will staff a hotline to assist potential food stamp recipients with on-line applications; staff will help potential recipients submit a total of 500 applications by June 30, 2011. (Tier 1)

E. The SHFB Food Stamp Hotline Worker will distribute flyers to 10 member agency sites per month in the six-county region, as well as to other nonprofits, churches, and retail establishments to promote the hotline and provide Food Stamp education. (Tier 2)

F. By December 31, 2010, SHFB will examine all fees charged to member agencies and adjust as necessary to meet current fiscal needs. (Tier 2)

G. SHFB will work to secure outside financial support for member agencies by maintaining a grant program for emergency food providers funded by local contributions, by seeking grants to directly benefit member agencies, and by directing grant monies to unpaid agency balances for at least 5 agencies in good standing. (Tier 2)

H. SHFB will institute a grant program to provide for the equipment needs of new and struggling agencies. Three agencies will receive equipment through this program. (Tier 3)

I. By December 31, 2010, SHFB will provide each member agency a copy of the revised Agency Handbook outlining procedures to be followed by members, food safety information, civil rights compliance and other essential information for its members. (Tier 3)

J. SHFB will operate a food purchase program to benefit emergency food providers, expending at least $50,000 to secure nutritious food through purchase. (Tier 3)

K. The SHFB Food Stamp Hotline Worker will follow up all applications with the appropriate County Assistance Office (CAO) and work with CAO caseworkers to attempt to overcome obstacles. (Tier 3)

L. By September 1, 2010, SHFB will coordinate an educational pilot program for young parents that includes nutrition education, cooking, budgeting, and food safety. (Tier 3)

M. Fifteen parents will participate in the pilot program. (Tier 3)

N. At least 10 of the pilot participants will show improvement in knowledge of nutrition, food preparation and food safety through a pre- and post-course survey. (Tier 3)

O. The children and parents of at least 10 households represented in the pilot will show improvement in BMI (approaching "healthy") through measurement at the beginning and end of the course and follow up home visit 6 months after the course ends. (Tier 3)

GOAL 3 SHFB will expand its presence in the six-county region.

Performance Targets:

A. SHFB will identify and establish new emergency food providers in at least 3 unserved or underserved areas of its service territory. (Tier 1)

B. SHFB will enroll at least 5 new programs that serve at-risk children. (Tier 1)

C. SHFB will maintain Backpack Buddies programs at 14 sites, serving a total of 275 children at serious nutritional risk. (Tier 1)

GOAL 4 SHFB will work with other organizations to advocate on hunger issues affecting its service territory.

Performance Targets:

A. SHFB will explore extension or expansion of the Summer Food Service Program in 5 communities where free/reduced meal participation is 30% or higher. (Tier 1)

B. SHFB will assist with the expansion of existing school breakfast programs in 5 schools. (Tier 1)

C. SHFB will actively promote the food stamp program and WIC with every consumer who calls for a food referral and provide guidance to 5 member agencies and other organizations on promoting these programs. (Tier 1)

D. SHFB will provide a list of emergency pantries and soup kitchens to its members in all six counties so they can make appropriate referrals. (Tier 1)

E. SHFB will assess the impact of donated and tax-supported foods on the nutritional well-being of participants in member agency programs (with special emphasis on children

participating in Backpack Buddies) based on a participant survey and the cooperating agency's observations. The goal is to obtain 50% participation. (Tier 1)

F. Through articles in each monthly Agency Update and other materials, SHFB will provide guidance to member agency pantries for the preparation of nutritionally sound meals, snacks, and food packages for their participants. (Tier 1)

G. SHFB will participate in state, national and international hunger advocacy not limited to World Food Day, National Food Bank Week and Hunger Action Month. (Tier 2)

H. Less than fifteen percent of the food distributed by SHFB will be product of "minimal nutritional value." (Tier 2)

GOAL 5 SHFB will be an advocate for hungry and malnourished people and will be a respected source of information and educational program materials to increase awareness of hunger locally.

Performance Targets:

A. SHFB will provide public education through 12 speaking engagements and/or media contacts. (Tier 1)

B. SHFB will provide education to students through 4 workshops or classes. (Tier 1)

C. SHFB will provide one informational article or Call To Action through the Advocacy Network 25 times during the course of the year. (Tier 1)

D. SHFB will promote coverage of Hunger Action Month by submitting 10 letters to the editor and/or op-ed pieces in major regional newspapers, and by participation in at least one public event. (Tier 2)

GOAL 6 SHFB will cultivate and enhance relationships with existing and potential donors, volunteers and employees.

Performance Targets:

A. SHFB will publish a newsletter at least 4 times with a circulation of at least 9,000. (Tier 1)

B. SHFB will build strong working relationships with existing local food donors in order to generate 500,000 pounds of product from food solicitation efforts. (Tier 1)

C. SHFB will work with Feeding America to develop and maintain local relationships with at least 2 national donors. (Tier 1)

D. SHFB will log on to Feeding America's "Choice" web site at least three times weekly and accept at least 5 offerings in an effort to secure a greater variety of product for member agencies. (Tier 1)

E. SHFB will coordinate food drives with the National Association of Letter Carriers, businesses, schools and other organizations, raising 250,000 pounds of food for distribution. (Tier 1)

F. SHFB will work with 6 regional and national restaurant and grocery chains to increase responses to their hunger awareness campaigns. (Tier 1)

G. SHFB will participate in fundraising efforts including, but not limited to, Check Out Hunger, an Empty Bowls dinner, three appeals to the established donor list, one mailing to Cornucopia Society members, and acquisition mailings to 50,000 potential donors. (Tier 1)

H. Each staff member at SHFB will be provided with training to enhance his/her skills and professional development. Each staff member will be expected to share that training with the rest of the staff through a short presentation at a staff meeting. (Tier 1)

I. SHFB will conduct volunteer outreach through print and air media and directly appeal to at least 3 area colleges in order to place 10 long-term volunteers at SHFB or its member agencies. (Tier 2)

GOAL 7 **SHFB will maintain its involvement in coalitions, boards, and committees, including but not limited to: Pennsylvania Association of Regional Food Banks, Feeding America, Pennsylvania Hunger Action Center, Food Research and Action Center, Children's Coalition, Association of Fundraising Professionals, National CSFP Association, and The Volunteer Center.** (Tier 1)

TIER 2: IMPORTANT GOALS

GOAL 8 **SHFB will establish a Fresh Foods Initiative.**

A. SHFB will distribute 100,000 pounds of fresh foods to member agencies. (Tier 2)

B. SHFB will discard less than 25% of all produce and fresh dairy received. (Tier 2)

C. SHFB will support a volunteer gleaning program that will provide 5000 pounds of fruits and vegetables directly to member agencies.(Tier 3)

D. Working with partners, SHFB will support gardening programs that will produce 5000 pounds of fresh foods of at least 10 varieties. (Tier 3)

RESOURCES NEEDED FOR PROGRAM	Full/Budgeted
Fundraising Target Amount (fundraising goal)	$ 839,175
Staffing if fully staffed	# 14/14
Volunteer hours/Number of volunteers	# 5850 (3 FTE)