

**THE FOOD BANK OF WESTERN MASSACHUSETTS  
STRATEGIC PLAN (2010-2012)**

<p><b>OVERARCHING GOAL:</b>  <b>To assure access to nutritious and affordable food  for all residents who experience hunger or are at risk of hunger  in the four counties of Western Massachusetts.</b></p>	
<p><b>STRATEGIES to advance OVERARCHING GOAL:</b>   <b>FOOD BANKING ABCs</b>  <b>(Assure Access, Build Capacity, Coordinate Community  Engagement)</b></p>	<p><b>OUTCOMES</b></p>
<p><b>Strategy #1: ASSURE FOOD ACCESS</b>   <b>To assure access to nutritious and affordable food.</b></p>	<p><b>#1: The Food Bank increases the quantity and quality of  accessible food to frontline food providers in our regional food  network.</b></p> <p><b>#2: The Food Bank increases participation in Food  Stamps/SNAP and other public food programs, as well as  community-driven food initiatives.</b></p>
<p><b>Strategy #2: BUILD CAPACITY</b>   <b>To build the capacity of local institutions and individuals  to assure food access.</b></p>	<p><b>#3: The Food Bank, local individuals and institutions possess  more information and resources to address hunger, nutrition  and food access.</b></p> <p><b>#4: The Food Bank strengthens the local food production,  storage, and distribution system for those who experience  hunger or who are at risk of hunger.</b></p>
<p><b>Strategy #3: COORDINATE COMMUNITY ENGAGEMENT</b>   <b>To engage local institutions and individuals  to mobilize resources and advance policies  to assure food access.</b></p>	<p><b>#5: The Food Bank collaborates with local organizations and  individuals to raise greater awareness, mobilize more  resources, and advance more policies that assure greater  access to nutritious and affordable food.</b></p> <p><b>#6: The Food Bank leads community engagement to  strengthen local food systems and policy.</b></p>