

S.M.A.R.T. Goals

Setting Goals You Can Achieve

FOOD BANK
OF WESTERN MASSACHUSETTS
TOGETHER, WE END HUNGER



What is a S.M.A.R.T. Goal?

What is a S.M.A.R.T. Goal?

S

Specific

Who? What? Where? When? How? What steps will you take to reach your goal?

M

Measurable

How will you track your progress and determine if you've reached your goal? What metrics will you use?

A

Action-Oriented

Break it into steps. Can you think of two things you need to DO to reach this goal?

R

Realistic

Is this goal realistic? Do you have the time, people, money, etc.?

T

Time Bound

What is your deadline? Will you achieve this within the fiscal year?



Benefits of Setting a S.M.A.R.T. Goal

You are more likely to achieve your goals if they are S.M.A.R.T.!

- Helps set priorities for the year
- Having a written goal, you are more likely to achieve
- Sharing with someone else provides accountability
- Earn extra ACE Points from the Food Bank
- Having Program Goals on file with the Food Bank gives you priority status for Capacity Building Grants

Research shows you are more likely to meet a goal if you write it down and share it with a friend.

Homework Assignment:

If you don't have a partner from your agency to bounce ideas off of today, run your goals (or beginning ideas for a goal) by someone else.

Did they identify similar goals to you? Different goals?

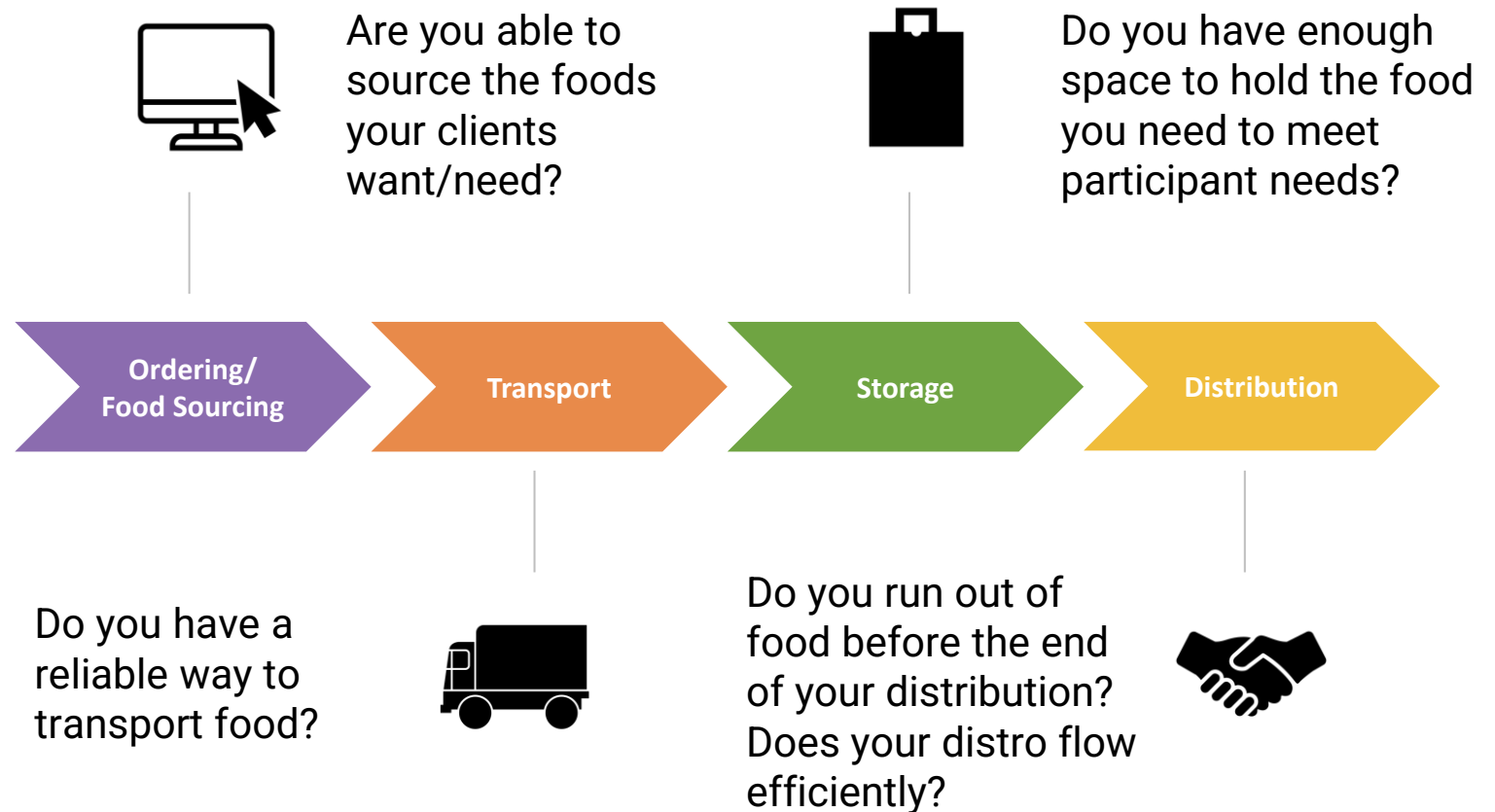
Who needs to be involved?

Once you have a goal, you can make it S.M.A.R.T!


**Don't make a
goal just for
the sake of
having a goal**


What is a problem you can address?

What are the pain points? Where is there a “clog” in the pipeline?



Utilize the Agency Dashboard!


 **salesforce**

 **tableau**public

Create ▾





Learn ▾

Sign In



Build a powerful data analytics portfolio with these 5 essential chart types. **Get started** →

Agency Report Public by [Food Bank of Western MA](#)

HOME (Enter Code Here)PROGRAM INFORMATIONPOUNDS DISTRIBUTEDPEOPLE SERVEDAGENCY MAPImpact SheetsBenchmarks

The Food Bank of Western Massachusetts, Inc.

Agency Dashboard

Greetings!

We are happy to provide this data portal for your program's work with The Food Bank of Western Massachusetts. To gather your Agency or Program data, please do the following:

1. Enter your **Agency Code or Program Code** in the box to the right. Your code is NOT your 5-digit program number or your online ordering password. If you do not know your code, please contact the Agency Relations Department at The Food Bank at agencyrelations@foodbankwma.org or (413)247-9738.
2. Once you have entered your code, **click on a tab at the top of this page** to view data for your program(s).

We hope that your use of the site is easy and clear, and more importantly, that you are able to retrieve the data you need. If you have feedback about the site, or about data (related specifically to your program) that you would like to see in the future, please contact the Agency Relations Department at agencyrelations@foodbankwma.org or (413)247-9738.

Also, please note that accuracy of statistical data depends on complete, accurate, and timely reports from each program. If you notice inconsistencies or inaccurate data, please contact The Food Bank.

Happy Data Gathering!

Please Enter Agency OR Program Code Below
(Provided by The Food Bank - it is NOT your 5-digit program number or your Online Ordering PIN)

Data in this site will be applicable to the following program(s):

Visit the Agency Dashboard at <https://tinyurl.com/ycxv5v6t>

Your Program Code is the first word of your AGENCY NAME, followed by your 5-digit Program Number

Data is current as of 9/24/2024, and covers pounds distributed, and clients served (reported to The Food Bank by 9/24/2024) from October, 2021 through September



Let's Practice Making Goals S.M.A.R.T.

FIRST- Small Group Brainstorm

COME BACK TOGETHER- Review Examples as Large Group

Breakout Room Questions (15 min.)

Have a pen and paper handy to write down notes for your program.

Designate someone to report out.

- What are your program's pain points?
- Where is there room for your program to grow?
- What would you like to change or improve?
 - How can you measure that?
- What are two steps you need to take to make these changes?
 - What is the timeframe for completing these actions?
 - How long will it take?
 - Do you need to wait for something specific, like a grant opportunity?
 - Is this something that can be accomplished in a year? If not, what parts can you accomplish this year?
- Who do you need to involve?
- **Use your answers to write a S.M.A.R.T. Goal!**

Agency Examples- Small Group S.M.A.R.T. Goals

1. BCC- working on understanding the many issues students might be dealing with. How to provide a more robust food pantry- working to expand meat and dairy
 1. Biggest pain point is space. Working on contacting the appropriate people

2. Expand pantry offerings to include more meat, produce and dairy
 - contact the appropriate campus staff
 - identify space
 - acquire refrigeration
 - expand storage space
 - begin ordering from the Food Bank

Agency Examples- Small Group S.M.A.R.T. Goals

Providence Ministries- pain point is skill level of chefs

- Visit other locations
- - develop recipe books with easy to follow recipes
- - identify trainings staff can attend to increase proficiency
- Have culinary training program but have some equipment limitations- tilt skillet and steamer aren't working, have to use stovetop
- - hoping to replace that equipment- old equipment was in place before the space was built. Will be difficult to move
- - might have outgrown the space. Don't want to sink money in if they will be moving in the near-ish future

- - identify possible new space
- - improve quality and variety of the food served
- - replace old and nonfunctioning equipment
- - price out what it will cost to remove old equipment and purchase new equipment
- - seek funding for new equipment
- - staff training
 - - visit another program
 - - create recipe book
 - -
- - how to measure if food quality increased?
 - - survey guests?

Agency Examples- Small Group S.M.A.R.T. Goals

Neighbors Helping Neighbors

Want to distribute more fresh produce

Not just measure by pounds, but pounds per person

Utilize Tableau

Storage needed? Nope, plenty of room

Could it be sourced from the Food Bank? Yes!

Variety? Is that trackable? Could get from Food Bank invoices

Survey of guests of what types of fresh produce they would like to see. Have done it recently with the Board of Health. Responses show they want more fresh produce

Invite the Nutrition Team to come do a food tasting!

Next Steps

Congrats, you now have a SMART goal!

Here are some next steps:

- Collaborate with someone else from your program to finalize your goal
- Did you identify more than one goal? Take time to make your additional goals SMART
- Write your SMART Goal in the Food Bank FY25 Program Goals form
 - Submit all forms to Naomi at naomid@foodbankwma.org
 - Don't have a copy? Contact Naomi!

The due date for FY25 Program Goals has been extended until November 15, 2025!



Thanks for Coming!

Please take a moment to give us your feedback at
[insert url for eval]

Have questions? Contact us at agencyrelations@foodbankwma.org

