

STRATEGIC PRIORITIES 2025-2030

BUILDING FOR OUR FUTURE



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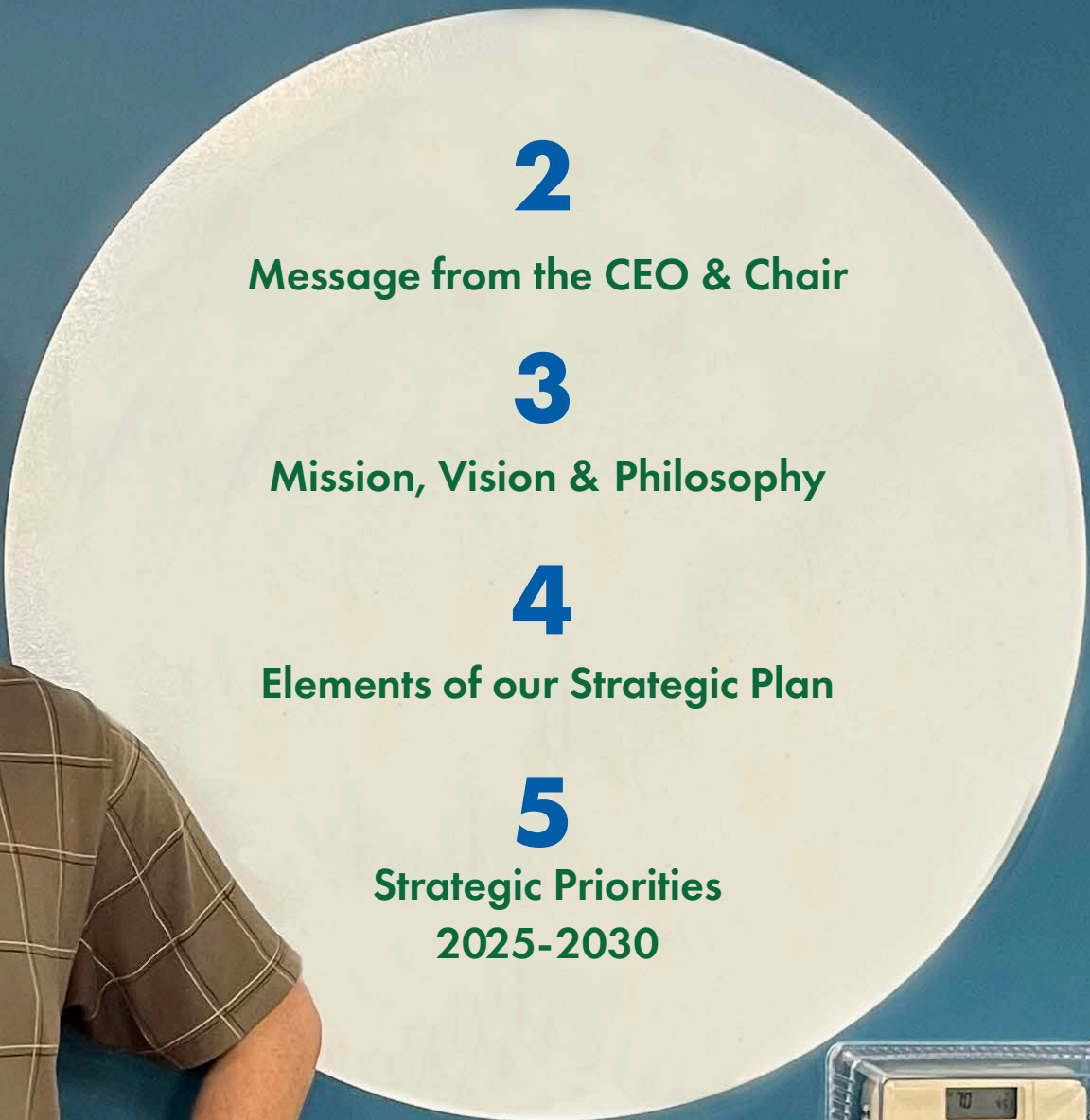
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Strategic Priorities
2025-2030



Message from the CEO and the Chair

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Dianne McLeod
CEO



Renée Darrell
Chair

Mission

*A compassionate, equitable community,
where everyone is nourished.*

Vision

Building health and belonging through food.

Philosophy

Healthy People

We believe that food is a fundamental human right. A healthy, well-rounded diet supports both physical and mental well-being. We strive to ensure that the food we offer fosters overall health and meets the diverse needs of those we serve.

Connected Community

We strive to improve health and build social connections for the whole family. Our community kitchen and wellness hub are places of welcome supporting people to share skills while developing relationships of trust.

Environmental Sustainability

We wholeheartedly embrace environmental stewardship; the way we treat the earth today will affect the lives of generations to come. We will be environmental stewards by diverting good food from the landfill, disposing of waste responsibly, promoting eco-friendly packaging, and partnering with local farms and food producers.

Strategic Priorities 2025 - 2030



STRATEGIC PRIORITY

People

Foster a healthy organizational culture where a sense of belonging and opportunities for growth and development are felt by all.

GOALS

STRATEGY

Invest in our staff

1. Create learning opportunities to further personal and professional development.
2. Strengthen talent retention and recruitment practices.

Advance our culture of belonging

3. Implement a robust strategy for staff and volunteer engagement.

Build the diversity of our board, staff and volunteers to better reflect the communities we serve

4. Focus on equity, diversity, inclusion, truth and reconciliation throughout Cambridge Food Bank.



STRATEGIC PRIORITY

Sustainability

Ensure organizational stability to meet the needs of our clients

GOALS

STRATEGY

Establish a new home for the Cambridge Food Bank

1. Complete the Capital Campaign and build: on budget and on time.

Increase donations

- 2. Grow donor base by creating and implementing a stewardship strategy including major donors and planned giving.
- 3. Increase knowledge and engagement in the community through improved marketing and branding plans.

Achieve financial sustainability

- 4. Build a comprehensive financial plan that will strengthen and diversify revenue streams.
- 5. Advance models for capital planning and cost management.



STRATEGIC PRIORITY

Innovate for Impact

Optimize our operations and network of collaborators and partners to maximize our reach

GOALS

STRATEGY

Drive Innovative Programming

1. Investigate best practices in the Food Bank industry and implement those that will advance efficiency and impact
2. Continue to share benefits of CFB innovate food distribution and food waste diversion models throughout the industry
3. Investigate Hub model
4. Bolster operations by advancing our digital capacity

Champion key issues

5. Create, implement and evaluate a robust advocacy strategy based on the health and well being Sustainable Development Goals (SDG).
6. Explore partnership opportunities that will further advance strategies to address food insecurity in our community.



Cambridge Food Bank
more than a food bank

