**VISION**
A community where everyone has access to sufficient, nutritious food.

**MISSION**
To feed the hungry of Loudoun County, Virginia.

**CORE VALUES**
• We serve people with dignity and compassion, listening without judging. We provide nutritious choices.
• We appreciate and respect the people who serve alongside us. We express our gratitude.
• Our services are dependable, efficient and sustainable. We are good stewards of our gifts and resources.
• We make evidence based decisions.

### 2017 Strategic Plan Overview

#### Fulfilling our Mission with Strategic Focus

**Supply**
We will provide an adequate supply of nutritious food.

**Education**
We will help people understand the nature of hunger and good nutrition.

**Empowerment**
We will empower people to break the cycle of poverty and hunger.

**Delivery**
We will work to provide an efficient food delivery system.

#### Innovative Tactics with Evidence Based Measurements

- Food options with less salt and sugar.
- Increased supply of fresh produce, lean proteins and dairy products.
- Provide ethnically relevant foods.
- Teach staff, volunteers and the families we serve about the role of nutrition in health and chronic diseases.
- Advocate with our donors and the general public to increase understanding of the hunger issues facing our community.
- Provide private consultations to new clients to ensure they are connected to all the services they might need.
- Work with our partner agencies to develop a seamless referral system for services.
- Allow clients to choose the foods they would like for their families.
- Provide a clean, bright, and welcoming facility. Implement a “pop-up pantry” model that brings food to those who can’t get to us.