



STRATEGIC PLAN

2022-2025





PURPOSE

We believe access to fresh, healthy and sustainable food provides hope and empowerment, strengthening our community.

MISSION

LIFT-UP is the leader in providing equitable food security for individuals and families: educating, building understanding and support to end hunger from Parachute to Aspen.

VALUES

- **EQUITY** – appreciating diversity, committing to equality and advancing social justice.
- **EMPOWERMENT** – leading with trust and respect for growth and well-being.
- **COMMUNICATION** – engaging with clarity, consistency and purpose.
- **INNOVATION** – creatively evolving for continuous improvement.
- **COMMUNITY** – connecting in a reciprocal partnership for the common good.

GOALS

- An inclusive, equitable and accessible food distribution experience.
- Healthy, nutritious and participant-centered food resources for anyone in need.
- Effective, efficient and sustainable operations.
- Safe, sustainable and regionally sourced food supply.
- Community awareness of regional food insecurity and the resources to respond.

OBJECTIVES

- Reduce the number of families reporting food insecurity by 10% annually.
- Increase participant and partner satisfaction with the food distribution experience by 10% annually (baseline Q1 – 2022).
- 5% annual increase in fresh and regionally sourced food supply.
- 20% annual Increase in net financial support (philanthropic, government and social enterprise).
- 10% annual increase in volunteer support.
- 10% annual increase in community goodwill towards LIFT-UP (baseline 2022).

ABOUT LIFT-UP



LIFT-UP LEADERSHIP

IVAN JACKSON

Executive Director

JENNIFER COLOSI

Director of Development & Marketing

RENEE HORTON

Director of Finance & Administration

SCOTT SHIRLEY

Director of Operations

LIFT-UP BOARD

ANITA BINEAU

Board President

RYAN GEARHART

Board Treasurer

SOIRA CEJA

Board Member

CHRISTINE DOLAN

Board Member

TINKER DUCLO

Board Member

KLAUS KOCHER

Board Member

JOHN MURRAY

Board Member

MINETTE STAPLETON

Board Member

KENT WILSON

Board Member

GOAL 1



An inclusive, equitable and accessible food distribution experience.

OBJECTIVE 1: Reduce the number of families reporting food insecurity by 10% annually.

STRATEGIES

- Increase food security access locations to achieve fewer than 20 miles between a food distribution resources in the Parachute to Aspen corridor.
- Increase frequency and hours of food distributions in alignment with participant feedback.
- Pilot a “Pantry on Wheels” model.
- Expand the populations served through partner service providers (i.e. homeless, college and k-12 students).
- Actively participate as a leader in regional collaborative food security initiatives.

OBJECTIVE 2: Increase participant and partner satisfaction with the food distribution experience by 10% annually.

STRATEGIES

- Expand partnerships to source culturally responsive food based on community specific feedback.
- Implement food packing standards (quality, size and contents).
- Implement a communication plan for organizational and operational information across all areas of the organization to internal and external stakeholders.
- Implement a standardized feedback, data analysis and reporting process for evaluating stakeholder satisfaction.
- Increase bi-lingual capacity at all facilities and distribution locations.

OBJECTIVE 3: Achieve a 10% annual increase community goodwill towards LIFT-UP (to be baselined in 2022).

STRATEGIES

- Implement inclusive staff recruitment and hiring practices.
- Implement inclusive volunteer recruitment, hiring and training practices.
- Implement an ongoing training and professional development plan to increase cultural competency.
- Implement information and communication standards for responding to inquiries (phone/email) and sharing information externally (newsletters/press releases).
- Implement internal communication standards for keeping staff and volunteers informed with accurate information sharing.

GOAL 2



Healthy, nutritious and participant-centered food resources for anyone in need.

OBJECTIVE 1: 5% annual increase in fresh and regionally sourced food supply.

STRATEGIES

- Increase the volume and diversity of food sourced through Farm2Food Pantry.
- Expand partnerships for sourcing fresh and culturally responsive food based on participant feedback data.
- Increase philanthropic support for Farm2Food Pantry to meet annual growth in volume of food to be sourced.

OBJECTIVE 2: Increase in participant and partner satisfaction with food distribution experience by 10% annually (to be baselined in Q1 – 2021).

STRATEGIES

- Establish and implement consistent, effective and inclusive data collection practices for understanding participant and stakeholder needs and interests.
- Establish and implement practices for inclusive and transparent data collection, reporting and responding to participant and partner satisfaction.
- Facilitate multilingual capacity at all organization operations through training, technology and/or partnerships.
- Establish standard education and training protocol for continuous improvement in diversity, equity and inclusion practices for best serving any person experiencing food insecurity.
- Increase resources and supports for educating participants on effective preparation of food resources to meet nutritional needs.

GOAL 3



Effective, efficient and sustainable operations.

OBJECTIVE 1: 20% annual increase in net financial support (philanthropic, government and social enterprise).

STRATEGIES

- Develop and implement a budget aligned annual fundraising/development plan that optimizes the use of annual fund donor cultivation, campaign and event strategies for maximum annual return.
- Increase retail thrift efficiency and revenue generating capacity.
- Increase grant research, proposal writing and award management capacity in proportion to volume of funds generation.
- Develop and implement a comprehensive marketing plan that effectively supports the achievement of annual operating and financial goals.
- Establish and implement financial management practices to regularly facilitate, monitor and adapt for optimizing resource efficiency and effectiveness.

OBJECTIVE 2: 10% annual increase in volunteer support.

STRATEGIES

- Develop and implement an annual targeted volunteer engagement plan to effectively reach each of the diverse communities and stakeholder groups (individual, corporate, faith, civic, etc.) in the service area.
- Implement a consistent volunteer feedback process to inform and implement continuous quality improvement in the volunteer program.
- Provide effective tools for community partners to effectively activate volunteer engagement on behalf of LIFT-UP.
- Proactively engage community partners to help facilitate a diverse, equitable and inclusive volunteer experience.
- Ensure a robust volunteer support, recognition and appreciation program for celebrating the value of this resource to ending hunger.

OBJECTIVE 3: Increase in participant and partner satisfaction with food distribution experience by 10% annually (to be baselined in Q1 – 2021).

STRATEGIES

- Increase cold storage and cold transport capacity to meet storage capacity and distribution efficiency needs.
- Expand warehousing capacity to achieve optimal financial efficiencies and program effectiveness.
- Maintain and ensure reliable operational infrastructure for consistent and continuous service delivery.

GOAL 3



Effective, efficient and sustainable operations.

OBJECTIVE 4: 10% annual increase in community goodwill towards LIFT-UP (to be baselined in 2022).

STRATEGIES

- Ensure staff and volunteers have the necessary resources to fulfill their duties and responsibilities safely and effectively.
- Provide a source of clear and consistent communication for both internal and external stakeholders (town halls, editorial news articles, informational radio shows).
- Implement and execute on individualized personal and professional staff annual growth and development plans in alignment with organization and community's values and goals.
- Establish and maintain staff recruitment, development and retention practices that achieve continuous growth for best meeting the organization and community's needs.
- Establish and implement board recruitment, development and governance practices for best advancing the organizational mission to sustainably meet the community's food security needs.

GOAL 4



Safe, sustainable and regionally sourced food supply.

OBJECTIVE 1: 5% annual increase in fresh and regionally sourced food supply.

STRATEGIES

- Expand Farm2Food Pantry program partners, through Skips, to achieve greater volume and diversity of fresh food supply.
- Increase Farm2Food Pantry program funding sources and amount to further invest in sustainable food system capacity building.
- Identify and implement innovative and collaborative strategies for further supporting local agriculture for sustainable food sourcing.

OBJECTIVE 2: Increase in participant and partner satisfaction with food distribution experience by 10% annually (to be baselined in Q1 – 2022).

STRATEGIES

- Develop and implement more efficient and effective food inventory management processes to reliably meet diverse community needs.
- Use data to consistently improve on food delivery, storage and distribution logistics for safety, effectiveness and efficiency.
- Explore and pilot innovative and collaborative food distribution methods (i.e. markets, food trucks, co-located services) for continuously increasing food access.

GOAL 5



Community awareness of regional food insecurity and the resources to respond.

OBJECTIVE 1: Reduce the number of families reporting food insecurity by 10% annually.

STRATEGIES

- Design and implement marketing, educational tools and engagement opportunities that destigmatize food insecurity.
- Ensure consistent, reliable, accessible and proactive communication of regional food security resources.
- Strengthen LIFT-UP's brand identity as "the" leader in food security through consistent mission driven and value aligned communication and action.
- Leverage partners as conduits to food insecurity education, resource sharing and opportunities to respond.

OBJECTIVE 2: 10% annual increase in community goodwill towards LIFT-UP (to be baselined in 2022).

STRATEGIES

- Serve as the regional source of information and education on the scale, reason and impact of food insecurity in the region.
- Leverage marketing and public relations partnerships to establish LIFT-UP as the subject matter expert on all things food insecurity in the region.
- Facilitate learning opportunities to expand knowledge and understanding of food insecurity, its sources and best practice solutions (i.e. town halls, community forums, blogs, podcasts).
- Serve as a thought and action leader in regional food security strategy development and operational implementation.
- Develop a consistent and transparent method for communicating LIFT-UP's mission and goals, including regular progress reporting to the community.