

# 2025 Strategic Plan

## Planning for our Next 20 Million Meals

### YEAR 2 ACCOMPLISHMENTS



#### Goal 1

##### Develop Opportunities to Innovate and Scale Our Model

- Delivered summer meals to children on Block Island to combat food insecurity
- Strengthened healthcare partnerships, enhancing access to medically tailored meals and grocery delivery services
- Reached key milestones in Meals+, a research grant focused on testing and documenting innovative practices in state nutrition programs



#### Goal 2

##### Implement a Sustainable Business Model to Maintain and Grow Our Signature Programs

- 98% of traditional home-delivered clients express overall program satisfaction—6% increase from 2023
- Enhanced the private pay model for home-delivered meals, expanding access to clients who wouldn't typically qualify for the program.



#### Goal 3

##### Diversify and Deepen our Relationships to Extend Our Reach and Increase Our Impact

- Improved access to culturally appropriate and medically tailored meal options to address social determinants of health and aid in chronic disease management
- Launched a Veterans Café to honor those who have served
- Selected for the prestigious Bank of America Neighborhood Builders Award
- Achieved notable media placements on NBC-10, Providence Business News, and RI Monthly



#### Goal 4

##### Develop a High Performing Structure and Model that Further Strengthens our Connections with Those We Serve

- Achieved a 4.35/5 overall score in a team member engagement survey
- 90% of Home-Delivered Meal Program volunteers report overall satisfaction
- Invested in training to support a strength-based organizational culture



#### Goal 5

##### Invest in Our Infrastructure to Support Operational Efficiencies

- Reached 52% of Capital Campaign fundraising goal
- Directed 92% of organization revenue to programming



#### Goal 6

##### Further Diversify and Develop our Board to Increase our Capacity for Impact

- Achieved 100% board member giving
- Added six new board members with personal connection and subject matter expertise

### Vision

A Rhode Island where all seniors live well-nourished lives with independence and dignity.

### Mission

Our mission is to meet the nutritional and social needs of those we serve so that they can maintain safe and independent lifestyles.