

STRATEGIC PLAN 2022-2025

Part of Manna's 10-year Campaign



10-YEAR CAMPAIGN: 2021-2031
A North Penn Where No One Is Hungry



Food that is accessible, healthy, culturally appropriate and supportive of dietary requirements of all people in need.



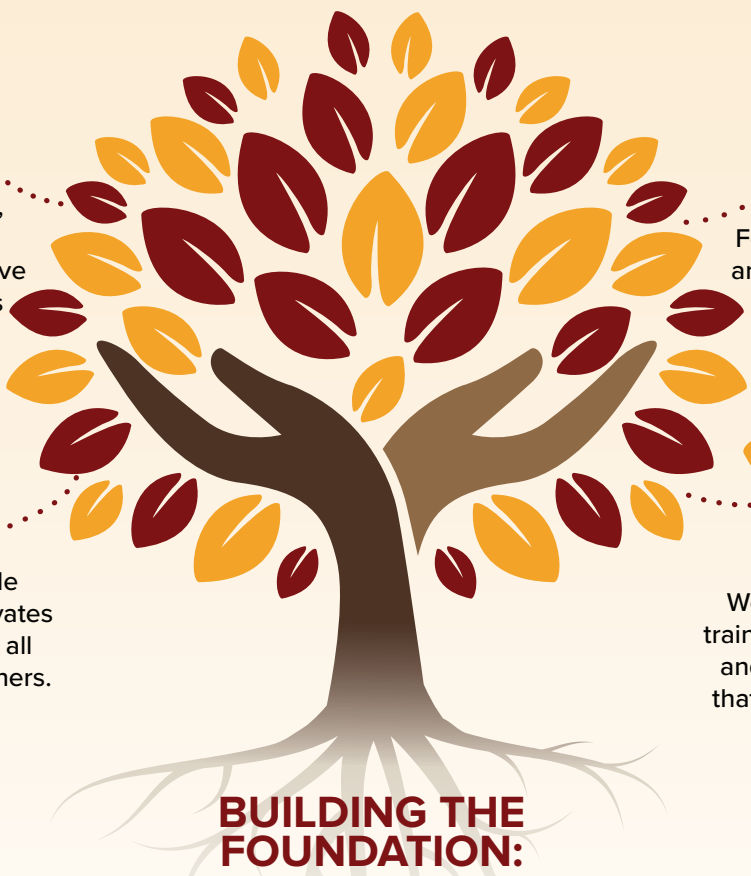
Food delivery systems that are immediately responsive to households with emergency food needs.



A strong, sustainable organization that cultivates collaboration among all stakeholders and partners.



Workforce development training, financial assistance and wraparound services that improve food security.



BUILDING THE FOUNDATION:

A diverse, equitable, inclusive organization that increases access, dignity and community.

2022-2025 STRATEGIC PLAN GOALS AND OBJECTIVES

1



Food that is accessible, healthy, culturally appropriate and supportive of dietary needs of all people in need.

GOAL A: Develop a plan to overcome cultural barriers by conducting community outreach for the purpose of expanding food distribution.

Objective 1: Gather additional data to identify the diverse populations in North Penn and who we serve and who we are not serving.

Objective 2: Improve food programs to reach diverse communities with prioritization for populations with high needs/low utilization.

Objective 3: Identify outcomes that measure the impact of Manna programs on community food security.



2



Food delivery systems that are immediately responsive to households with emergency food needs.

GOAL A: Enhance and diversify the ways Manna provides emergency food.

Objective 1: Analyze access barriers of Manna clients and those we are not yet serving.

Objective 2: Address identified barriers to access.

Objective 3: Develop an Online Ordering and Delivery Center.



3



Workforce development training, financial assistance and wraparound services that improve food security.

GOAL A: Recruit more participants for Common Grounds Training Program.

Objective 1: Identify specified populations for recruitment efforts.

Objective 2: Make the program more attractive and accessible to the specified populations.

GOAL B: Determine the viability of Manna's Emergency Financial Assistance Program.

Objective 1: Determine whether or not the program aligns with Manna's mission.



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A strong, sustainable organization that cultivates collaboration among all stakeholders and partners.

GOAL A: Strengthen and establish community partnerships that help Manna reach more households.

Objective 1: Develop a plan with ACLAMO to maximize the effectiveness of our partnership.

Objective 2: Develop a plan with North Penn School District to maximize the effectiveness of our partnership.

Objective 3: Determine and develop additional strategic partnerships that increase households served by Manna.

GOAL B: Expand human resources functioning within the Manna organizational structure.

Objective 1: Develop professional training and mentorship opportunities for staff and volunteers.

Objective 2: Create a human resources position to address recruitment, hiring and onboarding.

GOAL C: Enhance internal capacity to address current and future organizational needs.

Objective 1: Review current staffing structure for effectiveness and efficiency.

Objective 2: Develop succession plans for specific top leadership positions.



5



A diverse, equitable, inclusive organization that increases access, dignity and community.

GOAL A: Increase representation of diverse communities within Manna's staff, volunteers and board membership.

Objective 1: Use data gained from research conducted in Component 1, Goal A, Objective 1 to inform how to best diversify staff, volunteers and board members.

GOAL B: Create a more inclusive organizational culture for Manna staff, clients and volunteers.

Objective 1: Restructure board and staff DEI committees into one DEI committee that develops a 3-year DEI plan.

Objective 2: Expand and institutionalize DEI training to all staff, board members and volunteers to build awareness and connection to mission.

Objective 3: Create a procedure for staff, clients and volunteers to provide confidential feedback related to DEI concerns they personally experience or observe.



MANNA'S VISION: "That everyone might be fed."



MANNA'S MISSION:

Manna on Main Street is committed to ending hunger in the North Penn region by providing food, fulfilling social service and education needs, and conducting community outreach. Through a food pantry and soup kitchen, emergency financial aid, counseling and referrals, and education opportunities, we serve those in need with the hope *"that everyone might be fed."*



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