

**TECH**  
Upgrade technological capacity to current common standards

**IMPROVE FOOD QUALITY AND QUANTITY**  
Breakfast and weekend meals for all in need by 2020

**IMPACT & VISIBILITY**  
Be the premiere non-profit in the region known for volunteer, board and staff excellence

**FUNDING**  
Be recognized as the leader in homebound food services and raise an additional \$250,000 per year by 2020



## MEALS ON WHEELS MINISTRY – KEY STRATEGIC INITIATIVES 2016 – 2020

Mission	Meals on Wheels Ministry delivers nutritious meals, safety checks and other services that enable seniors and disabled citizens to remain in their own homes.								
Strategic Intents	<b>QUALITY</b> Improve food quality and add meals for those most in need		<b>FUNDING</b> Raise an additional \$250,000 per year by 2020		<b>IMPACT &amp; VISIBILITY</b> Have the most impact & visibility in the region through Volunteer & Board engagement		<b>TECH</b> Be tech-savvy in all business areas		
Strategic Initiatives	Add 7 weekly breakfast meals	Tell the story	Meals and vehicle sponsorships	Retain staff through incentives	Integrated technology across all platforms	Study Serve Tracker Software			
	Upgrade quality of meal to at least 2 weekly meals	Planned giving project	Board "Give and Get" \$100,000	Become "Premiere Board" in Tyler	Mapping software/hands – free devices				
	Add weekend meals	Add 2 staff to Development	Increase TDA reimbursement by adding qualified meals	Become "The Place to Volunteer"	Upgraded fund development software				
Key Measures of Success	Partner with agencies for home repair	Add Pet Food Event by fiscal year 2018	Establish matching 401k/403b program for fiscal 2017	Upgraded/new architecture by end of 2016					
	Improve client satisfaction study results by 5% a year	Active Planned Giving Program by fiscal year 2019 – 25 Letters of Intent	Set giving and getting standards for Board by fiscal year 2017	Identify new fundraising software by June 2017					
	Reach every client in need with breakfast and weekend meals	Seek 1 vehicle sponsorship by 2018, 5 by 2020	75% of the Board attends Board meetings	New mapping software by June 2017					
	Complete Meal Choice Study by fiscal year-end 2017	Complete Thrift Shop Study by end of fiscal year 2018	Revise Board Packet for fiscal year 2017						
		Rent out kitchen regularly	Revise Volunteer Packet for fiscal year 2017						
		Board "Gives and Gets" \$100,000 per year by fiscal year 2020; \$25K by 2017; \$50K by 2018; \$75K by 2019; \$100K by 2020	25% of Volunteers will make a financial donation by fiscal 2018						