



Vermont Campaign to End Childhood Hunger 2010-2015 Strategic Plan

**Our Mission: To end the injustice
of hunger and malnutrition for all Vermonters.**

We believe everyone has the right to food to sustain an active and healthy life and that the source of that food is consistent and reliable.

We believe everyone has the right to choose a diet that is nutritious, varied, and culturally appropriate.

We believe everyone has the right to food access through dignified means and traditional channels.

We believe everyone has the right to sufficient knowledge regarding good nutrition and cooking skills, to sustain them throughout their lives.

We believe in social sustainability: access to nutritious, affordable food is built into the fabric of all communities.

We believe children need quality food and nutrition education to reach their full potential.

To end the injustice of hunger and malnutrition in Vermont from 2010-2015 we strive to:

Feed more Vermonters – increase usage of sustainable nutrition programs and position Vermont as an exemplar of innovation and sustainability for the nation.

- ★ Emphasizing children, ensure all those who are eligible for programs are participating.
- ★ Expand outreach in areas with high, unmet need.
- ★ Research, design and implement best practices for advocacy and service in our rural state.
- ★ Pursue expertise on the unique food access needs of all vulnerable Vermonters.

Teach the community about healthy food and nutrition as the foundation of multi-generational health and wellness.

- ★ Develop and expand nutrition education that is both financially sustainable and accessible.
- ★ Elevate the value of the federal nutrition programs in the public eye and decrease the stigma of participation.
- ★ Promote and enhance nutrition programs serving young children.

Lead advocacy and education efforts to end hunger in Vermont.

- ★ Increase public understanding of hunger - its prevalence, root causes, impact, and long-term solutions.
- ★ Promote policies and legislation that tear down barriers to food access and maximize benefits for hungry Vermonters.
- ★ Be a catalyst for expanded collaboration that builds alliances for a strong nutrition safety net.
- ★ Generate meaningful opportunities for broader public participation in anti-hunger work.

To do this the Campaign will:

Shape and strengthen our identity as a comprehensive anti-hunger organization.

- ★ Brand the organization to reflect our heart and soul.
- ★ Be known as a leader in generating solutions that end hunger.
- ★ Tell the story of our vision for a hunger free Vermont.

Maintain and enhance the financial health of the organization.

- ★ Build robust major donor and planned giving programs.
- ★ Cultivate a sustainable and diverse revenue mix.
- ★ Develop an investment strategy in line with the mission and strategies of the organization.

Nurture a learning culture that encourages excellence, innovation, and retention of staff and board.

- ★ Strive to be the board and employer of choice.
- ★ Cultivate an organizational community that supports professional development, systems thinking, and team learning.
- ★ Celebrate our successes and learn from our challenges.

Adopted by the Board of Directors on April 14th, 2010