

About Us

Since 1983, the Greater Vancouver Food Bank (GVFB) has been providing food to community members in Vancouver, Burnaby, New Westminister and North Vancouver. While we were originally established to provide temporary hunger relief, the need for food support has continued to grow. Today, we provide food support to more than 9,000 kids, adults and seniors every week through our network of distribution centers and to thousands more through our partnership with more than 80 community agencies.

The GVFB receives, purchases and distributes approximately 4.5 million pounds of food each year. We receive no government funding, and exist solely through the generous donations of individuals, corporations and foundations in our communities.

Strategic Plan 2020 – 2023

As demand for food support grows, it is imperative that the GVFB is strongly positioned to continue its service and meet our community clients' food support needs.

This strategic plan was developed based on a thorough evaluation of the Greater Vancouver Food Bank's strengths and weaknesses as an organization and on the opportunities and challenges we face in the broader external, social and economic environments.

This plan is designed to guide the organization's actions and decisions and to help shape its evolution over the next three years. It will ensure the organization builds on its strengths while we pursue continual improvement, take care of our important relationships, prepare for adversity, pursue opportunity, and plan for the future.

Mission, Vision, Values

The GVFB mission guides our day-to-day operations. Our vision describes our aim to play an influential role in the positive evolution of local, provincial and national food systems. Our values guide our behavior and interactions with colleagues, clients, volunteers and stakeholders in pursuit of our mission and vision.



MISSION
Providing healthy food to those in need.



VISION
Healthy communities through fair and effective food systems.



VALUES
Our values represent how we work with each other in service to our clients and our community.

- Respect** We treat people with dignity and compassion.
- Integrity** We act with honesty.
- Accountability** We are responsible and transparent.
- Stewardship** We take care of our relationships and resources.

Strategic Directions – Overview

To achieve our mission and vision, the GVFB will focus on five key areas over the next three years.



Build Long-Term Financial Stability

The GVFB will grow and diversify our revenue streams to meet growing demand for our services and ensure long-term financial stability.



Drive Continual Organizational Improvement

The GVFB will continually improve our operations, develop our staff, and build organizational resiliency.



Make Data-Driven Decisions

The GVFB will collect and use data to support effective decision-making.



Enhance Stakeholder Relationships

The GVFB will further develop and enhance our relationships with governments, donors, volunteers, our community partners, and community members who access our food support.



Plan for the Future

The GVFB will define our future business model and what role(s) the GVFB will play in British Columbia's food systems in pursuit of our vision.

Strategic Direction – Build Long-term Financial Stability



Build Long-Term Financial Stability

The GVFB will grow and diversify our revenue streams to meet growing demand for our services and ensure long-term financial stability.

1. Project and plan for future financial requirements.
2. Develop a comprehensive 3-year fundraising plan.
3. Continue developing corporate and industrial donor partnerships.
4. Explore social enterprise opportunities to diversify revenue.

Strategic Direction – Drive Continual Organizational Improvement



Drive Continual Organizational Improvement

The GVFB will continually improve our operations, develop our staff and build organizational resiliency.

1. Identify opportunities to streamline and improve processes to gain efficiencies, increase service accessibility and adopt best practices.
2. Invest in developing the skills and knowledge of our staff, strengthening engagement and retention, and supporting high-quality service delivery.
3. Develop and implement enterprise-wide risk management practices and programs.
4. Continue enhancing IT systems focusing on achieving systems stability, security, efficiency and integration.

Strategic Direction – Make Data-Driven Decisions



Make Data Driven Decisions

To collect and use data to support effective decision making, the GVFB will:

1. Collect accurate information about the clients who receive food support directly from the GVFB and community members who receive food support through agencies the GVFB supports.
2. Invest in effective data analysis and reporting.
3. Apply models and reporting to strategic and operational decision-making.

Strategic Direction – Enhance Stakeholder Relationships



Enhance Stakeholder Relationships

To further develop and enhance our relationships with governments, volunteers donors, our community partners, and community members who access our food support, the GVFB will:

1. Develop a robust communications plan aimed at timely, multi-channel awareness building, engagement, knowledge sharing, and value-added information for all stakeholder groups.
2. Build strong relationships with local, regional, and provincial governments and government agencies.
3. Focus on maintaining existing and building new long-term donor relationships.
4. Continue building strong, mutually beneficial relationships with the community agencies and organizations we work with.
5. Seek, assess and be responsive to feedback from our community users, our volunteers, and the community organizations where we distribute food.

Strategic Direction – Plan for the Future



Plan for the Future

To define our future business model and what role(s) the GVFB will play in British Columbia's food systems in pursuit of our vision, the GVFB will:

1. Assess movement away from food drives and food donations by individuals toward a cash-oriented donation model (corporate and industrial food donations to continue).
2. Explore and plan for new methods and/or new partnerships to make food support more available to specific target groups, such as children and seniors.
3. Investigate opportunities to build beneficial cross-referral relationships with key social service agencies and support providers.
4. Evaluate how the GVFB can support other British Columbia food banks and food support agencies.
5. Determine the role the GVFB can and should play to reduce waste in our food systems.

Putting the Strategy into Action

The GVFB provides vital food support services. It is imperative that the GVFB executes on this strategy and continues to strengthen and develop the people, resources and systems necessary to continue distributing food to those in need today and into the future.

To implement this strategic plan, the GVFB's management and Board will work together to:

- Establish annual operating plans that reflect our strategic activities and goals.
- Regularly review progress against annual operating plans and the strategic plan.
- Report publicly on progress towards achievement of our strategic plans annually.
- Undertake an annual strategic planning review and adjust if/as necessary in response to relevant internal and external events.

Measuring Success

At the end of this three-year strategic planning period, the GVFB will be in a stronger position to continue serving our communities and to do it in an effective, reliable and sustainable way.

Successful fulfillment of our strategy will mean:

- More access to food support for those in need.
- Sustainable and diverse revenue sufficient to meet changing demands.
- Deeper stakeholder relationships and satisfaction.
- Effective and resilient operations.
- Highly engaged employees that are equipped to execute daily operations and take the organization forward in the future.