



# Strategic Directions 2015 to 2018

**Vision:** "Food for health - Food for all".

**Mission:** "York Region Food Network operates programs, raises awareness and promotes policy changes for increased access to affordable and nutritious food produced within a sustainable food system."

## 1. Awareness and Brand Building

- Increase awareness of our name, our Vision, and our programs. Increase familiarity with the Network, linking it with access to healthy food for all. Clarify YRFN's focus to firmly position it as a solutions-based organization not stop-gap, emergency food provision. Create excitement for the community building and healthy outcomes of our current programs. Continue forward-thinking social enterprise activities.
- York Region Food Network understands the value of food as a tool to build healthy and vibrant communities. We will build awareness of the importance of Food for Change and develop a brand image that creates a visual link between the organization and its focus on healthy, local food.

## 2. Marketing & Communication

- Develop a comprehensive communication plan: increase accessibility and clarity with concise, action-oriented text and use local communication channels. Share stories and visuals across a variety of media. Strengthen the impact of promotion materials by simplifying text and adding visual components.
- Revise the website and add impact and interactive tools. Develop an e-newsletter and build a contact list of friends and supporters. Expand the role of social media to reach a wider base; emphasizing Twitter, Facebook and other electronic media.

## 3. Build Organizational Security & Capacity

- Develop a multi-pronged fundraising strategy to reach individuals and corporate donors. Provide a suite of small scale, awareness and community building events and possibly, larger 'signature' events. Both types will help spread awareness of the organization and the work that it does. Model use of good, healthy, local and sustainable food.
- Recruit Board Members that ensure a broad range of skills and reflect the diversity of the community. Build our capacity to meaningfully engage volunteers.

## 4. Prioritize Programs and Advocacy

- Use partnerships/collaborations to have a broader geographic and demographic reach.
- Continue advocacy initiatives and develop policies that increases access to healthy, nutritious, affordable and culturally appropriate food.
- Support healthy food policy through leadership of the York Region Food System Alliance.