

2025 Strategic Plan

Our Vision

No senior will go hungry or experience social isolation



Our Mission

We enrich the lives of seniors, and assist them in maintaining independence, by providing nutritious food, human connections and social support. We also use our expertise and capacity to serve other nutritionally at-risk populations.

Strategic Imperatives

Develop Leading Approaches to Fight Social Isolation

We are a leader in developing innovative solutions to issues facing seniors in our community. We believe our ability to pilot approaches with measurable impact on reducing social isolation and its detrimental effects has the power to change future funding models.

- Congregate Dining Innovation
- Participant Connect Program
- Intergenerational Visiting Program
- Home Services Experiments

Modernize the Menu

Food is at the heart of what we do and we will continue to enhance our menu to meet the changing demographics and needs of seniors, including adding variety and flavor profiles.

- 7 Day Menu
- Quarterly Seasonal Rotation
- Soup and Sandwich

Reduce Barriers to Service

To reach the most vulnerable seniors in our communities, we must ensure all our services are inclusive and provided in multiple ways to meet the needs of participants.

- Reach Insular Communities
- Inclusive Service Model
- Staff, Volunteer, Partner Diversity

Grow our Diverse Funding Mix

We must continue to run a tight ship and grow our diverse funding mix to ensure we meet the needs of our communities.

- 20% Earned Income Expansion
- Kitchen Modernization
- Effective Contracts
- Cultivate Volunteer Base

Leverage Technology Investments

We will unlock the potential of technologies we have already invested in and utilize new technology to realize efficiencies.

- Ordering & Production Modernization
- Integrated Volunteer and Donor Systems
- Streamlined Billing & Invoicing

Evergreen Commitments

