MISSION
Second Harvest Foodbank exists to end hunger in southwestern Wisconsin.

VISION
Everyone in our community has enough nutritious food to thrive.

VALUES
Equity • Humility • Inclusion
Innovation • Integrity • Trust

STRATEGIC PRIORITIES
ENGAGE COLLABORATORS
STRENGTHEN OUR NETWORK
EQUITABLE FOOD DISTRIBUTION
SOURCE AND ACQUIRE NUTRITIOUS FOODS
COLLECT AND BETTER UTILIZE DATA

STRATEGIC GOALS
NUTRITION SECURITY & FOOD EQUITY

2022 2026
STRATEGIC GOALS

NUTRITION SECURITY
Nutrition Security exists when there is consistent access to sufficient, safe, culturally meaningful, and nutritious food that meets the dietary needs and food preferences for everyone in our community to thrive.

FOOD EQUITY
At Second Harvest, Food Equity is achieved when everyone in our community is nutritionally secure and has equitable access through a network that has been co-designed with those that engage with the network.

STRATEGIC PLAN PRIORITIES

ENGAGE COLLABORATORS
Develop meaningful, reciprocal, and sustainable relationships with collaborators to strengthen engagement towards our mission and vision. Build intentional partnerships with collaborators that align with our values and commitment to Equity, Diversity, and Inclusion.

STRENGTHEN OUR NETWORK
Build alignment and share resources with partner agencies and programs to leverage each other’s strengths and maximize impact throughout our community. Strengthen relationships with partners engaged in working on the root causes of food insecurity and establish new partnerships to further address root causes.

EQUITABLE FOOD DISTRIBUTION
Co-design food distribution methods with those supported by the network to provide equitable distribution of food to all agencies, programs, and geographic areas that we support.

SOURCE & ACQUIRE NUTRITIOUS FOODS
Source and acquire foods to support nutrition, preserve dignity and choice, and provide for cultural and individual preferences. Source more food from businesses led by folks with marginalized identities (e.g., BIPOC).

COLLECT & BETTER UTILIZE DATA
Collect, analyze, and utilize data to inform organizational decision-making. Use and share data ethically, transparently, and with accountability. Explore and embrace new measurements of success.