CAMPBELL RIVER FOOD BANK

Strategic Plan

2026 - 2029

MISSION

To fight hunger by engaging, educating, and empowering the community.

VISION

To build a fully integrated community hub.

OUR VALUES

Dignity • Respect • Financial responsibility to donors • Inclusion
Healthy & nutritious food distribution

1 Strategic Partnerships

Reflect the importance of strategic partnerships that will enable the food bank society to advance its mission and vision. Working with other non-profits, private and corporate funders and all forms of government.

2 New Funding Development

Build a sustainable donor pipeline that supports long-term food security in Campbell River. Strengthen community partnerships to reduce operational costs and increase in-kind support. Provide a separate funding stream to accomplish the vision of a community service centre.

3 Employee and Volunteer Development

Build a reliable, skilled, and safety-compliant volunteer team that can confidently support all food bank operations - from intake and sorting to client services, warehouse work, and community events.

4 Choice Hamper Program

The CR Food Bank is a Choice Hamper model, offering clients a dignified, flexible, and culturally responsive food selection experience. This strategic plan outlines the next phase: strengthening operations, improving efficiency, expanding partnerships, and ensuring long-term sustainability of the choice-based system.

5 Supplier Procurement Development

Strengthen and diversify the food supply through robust procurement strategies. Focus on expanding partnerships, improving forecasting, and building long-term supply resilience.

6 Promote Client Independence

Reduce reliance on the food bank by strengthening programs that build long-term skills. Partner with community organizations to offer nutrition education, meal-planning and cooking support, financial literacy, and counselling services that help clients move toward lasting stability.