

Mid-Ohio FoodBank Board Visioning

The collective thinking of Matt, Kim, our Foodbank Team and Board

We would like to build on Brian's Board Visioning document. So we have included it again as both a pre-read for some and a re-read for others.

In the three previous sessions we have looked at understanding our strength, power, scalability and reach. We have explored impact strategies such as Food for Change and Food is Health

Brian in his paper identified several directions available to us:

There are several directions available for Feeding America and the member food banks as we look to capitalize on our strengths to shorten or even end the line:

- 1. We can advocate for significant public policy change.**
- 2. We can work to better understand our clients and re-think what help means.**
- 3. We can work to better engage our clients in developing change with them instead of for them.**
- 4. We can develop broad based coalitions to better coordinate activities for more effective outcome achievement.**
- 5. We can repurpose our food resources to support programs designed to help people achieve financial stability.**
- 6. Something else.**

In Houston we focused primarily on #5. In Minneapolis and Orlando we looked at 2, 3 and 4 through a Food is Health or Medicine lens.

So MOF will share perspectives related to the Future of Food Banking at three levels:

- 1. Future of Work – How will the future of work impact food banking?**
- 2. Client Centricity – What does it mean) focusing our energy in this direction?**
- 3. Data – How is qualitative and quantitative data helping to inform our strategic direction and work plans?**

Future of Work

What impact will Artificial Intelligence's exponential rate of job loss prediction have in creating a potentially larger hunger problem? One of our local AI experts suggested if we do not address this issue that the 1/3 of Franklin County residents whose income is below 200% of poverty (\$23,000 for a single household and \$40,000 for a family of 3) could double in the next decade or two.

With the creation of an **Integrative Response to Hunger** we are beginning to explore questions like:

- What does Ending Hunger mean?
- What is the real need for food?
- Where does food purchasing power come from via personal income, government assistance and charity?
- How big is the Gap? What is our role in promoting wage increases, income mobility and career pathing as an ending hunger strategy?
- What role(s) do we play in strengthening government food programs?
- What does a client centric food distribution system really mean?

Client Centricity

We have acknowledged food banks have an amazing reach – maybe more than any other social service system - yet it has only been in the last several years that we have begun to explore “last mile” (our partners) and client perspectives.

Brian raised the issue of the typical food pantry model of a 3 day – 9 meal supply of food at the end of the month with all of its costs to fulfill and suggested there may be better models. As we evolve from a wholesaler model to a client centric impact model – what needs to shift in our work and our thinking?

Data

How can we use data to both scale our work in our service area and look for statewide solutions AND be client-centric? Hence we look at Brian's Starfish story challenge and see it as '**yes-and**' not an '**either-or**' proposition. We believe we can scale and be client-centric at the same time.

The Power of Questions and an Appreciative Inquiry (strength based) Approach

The History of our strategic questions since 2009

2009 – What is the role of the Foodbank in the Health of the Community?
How does a community feed itself?

2011 – National Produce Summit – How do we find and distribute the next
1 billion pounds of produce?

2012 – If all of our agency partners went out of business tomorrow would
the general public think the Foodbank was out of business? Who
really is our customer – the agency partners or our hungry
neighbors?

2014 – Do we in the hunger movement even believe it's possible to End
Hunger?

2016 – How do we move from incremental/continuous improvement to
transformational change? From evolution to revolution? From
Feeding the Line to Feeding the Line and Ending the Line?

How do we scale our Food is Health Strategy?

What does Ending Hunger mean?

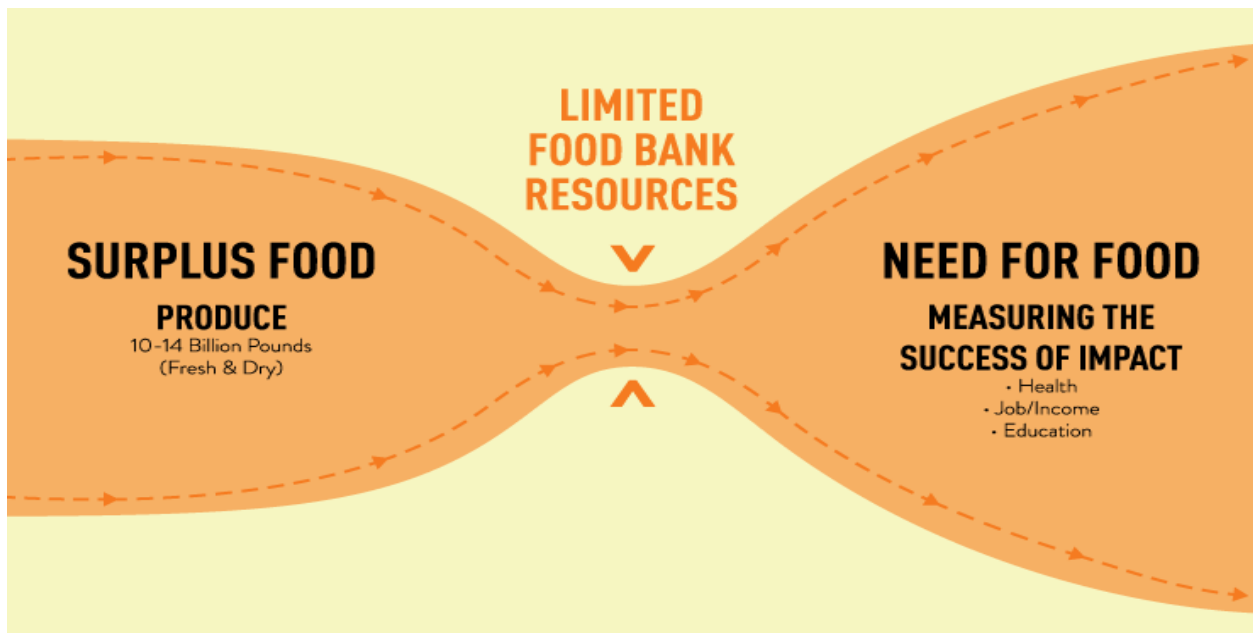
What do words like stabilizing, sufficiency and thriving mean to us?

2017 - What is the real need for Food in our community?

What does a client centric food distribution system really mean?

How do we shift from Scarcity Thinking to Abundance Thinking?

The Foodbank Story and Impact



Food banking has always been about collecting surplus food and getting it to our hungry neighbors. We have always wicket counted – meaning pounds moved, people helped or meals served.

What if we knew the real need for food?

What if we could measure our ROI via impact through health outcomes, worker productivity and educational achievement?

The national estimates of produce left in the fields or harvested and not sold are as high as 10-14 billion pounds annually. We know more now about produce availability than we ever knew or will know about dry product availability from manufacturers or retailers. As we expand our retail store pickup reach and continue to partner with manufacturers to acquire their surplus we have the opportunity to end hunger AND have a major impact. Our challenge is to develop the Measurements of Success and sell our work. If we are successful we will have the resources to truly meet our Mission: Ending Hunger one nourishing meal at a time while co-creating a community where everyone thrives.

AND maybe - just maybe - we will actualize our Vision: A Hunger Free and Healthier Community!