



**STRATEGIC PLAN 2025-2030**

With the needs of the people we serve as our focus, and in collaboration with our Staff, the Board of Directors of MEALS ON WHEELS (SUDBURY) leads the way towards Our Vision: NUTRITIOUS MEAL OPTIONS WHEN AND WHERE YOU NEED THEM. The following Strategic Priorities, Goals and Strategies will guide us over the next 5 years. Operational planning includes yearly progress targets for all goals and strategies, beginning in year one

QUALITY OFFERINGS		EXPANDING CLIENT SERVICES	REVENUE GROWTH
<b>GOAL</b> Diversify & expand offerings	<b>GOAL</b> Maintain impeccable quality	<b>GOAL</b> Grow in response to recognized & evolving community needs	<b>GOAL</b> Strengthen financial capacity & sustainability to support expansion
<b>STRATEGIES</b> 1. Develop & maintain an accurate database of client needs, preferences & trends 2. Implement service enhancements based on evidence, including possible menu diversification	<b>STRATEGIES</b> 1. Replace aging equipment 2. Implement training & ongoing professional development related to all equipment & technology 3. Ensure collaboration with reputable, accountable vendors & partners	<b>STRATEGIES</b> 1. Perform an extensive outreach of the wider community to identify services required over the next five years & beyond. This includes: <ul style="list-style-type: none"> <li>• Current &amp; potential individual clients</li> <li>• Groups &amp; agencies</li> <li>• Event support &amp; innovative food provision services</li> </ul> 2. Implement a 5-year Marketing Plan, including focus on the 55 <sup>th</sup> Anniversary celebrations	<b>STRATEGIES</b> 1. Identify and submit proposals to new grant sources 2. Explore developing new partnerships, including technology-based possibilities 3. Develop a plan to expand fund development initiatives 4. Analyze and maximize all revenue and resources to expand client services at every opportunity
<p><b>OVERARCHING GOAL:</b> Strengthen Volunteer &amp; Staff Recruitment &amp; Retention</p> <p><b>STRATEGIES</b></p> <ol style="list-style-type: none"> <li>1. Explore opportunities to increase volunteers, including by utilizing technology</li> <li>2. Maintain and boost our successful organizational culture, and communicate it to the community</li> <li>3. Provide training for volunteer-led Wellness Checks</li> </ol>			