

Fighting hunger and poverty in northeast North Carolina  
Serving Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Hertford, Hyde, Martin,  
Northampton, Pasquotank, Perquimans, Tyrrell and Washington Counties.

## 2025-2028 STRATEGIC PLAN

### Background & Mission:

The Food bank of the Albemarle's mission is to foster community collaboration, connecting people to healthy food and a brighter future. Our primary focus is to meet the needs of all the neighbors across our 15-county service area in Northeastern North Carolina with consistent access to nutritious food and resources.

### Current Data Points

- Food insecurity levels are at an all-time high with the cost of grocery items continuing to increase, along with other necessities such as the cost of transportation, housing and utilities.
- 1 in 6 of our neighbors across the 15-counties of Northeastern North Carolina face food insecurity which translates to 46,440 individuals, of which 13,920 are children.

### Our Strategic Vision: Building a Stronger, Healthier Community Together

At the Food Bank of the Albemarle, we're committed to creating lasting solutions to hunger and food insecurity. Our strategic priorities guide our work as we expand access, strengthen local food systems, and empower our neighbors. Here's how we're moving forward:

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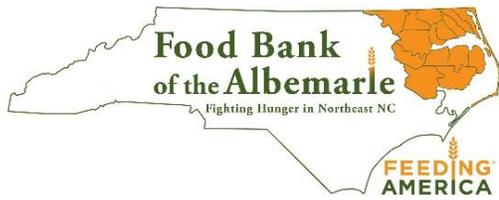
### Priority 1: Strengthening Food Access Infrastructure

We're working to ensure that everyone, especially those in rural and isolated areas, can access nutritious food reliably and efficiently.

#### Key Goals:

- **Expand Access in Rural Communities:**  
We're using data-driven tools to assess needs and explore innovative solutions like food lockers and delivery services.

*Timeline: Early 2026*



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- **Improve Food Distribution Efficiency:**

By implementing route optimization tools and planning for regional hubs, we'll reduce fuel costs and improve service.

*Timeline: 2026–2027*

- **Overcome Transportation Barriers:**

We're building partnerships to offer third-party delivery and neighbor-to-neighbor transit options.

*Timeline: 2027–2028*

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## Priority 2: Diversifying & Stabilizing the Food Supply

We're investing in local farms and food systems to reduce reliance on federal resources and build long-term resilience.

### Key Goals:

- **Grow Local Farm Partnerships:**

Collaborating with farmers for intentional planting and gleaning and advocating for state-level support.

*Timeline: Mid–Late 2026*

- **Build Resilient Local Food Systems:**

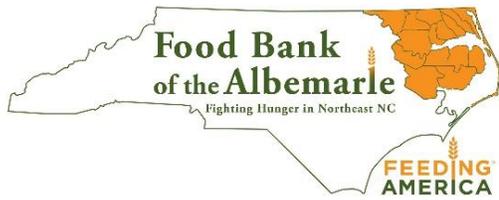
We're piloting regional food channels, expanding retail partnerships, and scaling programs across counties.

*Timeline: 2026–2028*

- **Advance Food as Medicine:**

Through healthcare partnerships and statewide planning, we're connecting nutritious food with better health outcomes.

*Timeline: Ongoing through 2027*



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### Priority 3: Supporting Our Team & Volunteers

A strong team is essential to our mission. We're focused on creating a positive work environment and growing volunteer support.

#### Key Goals:

- **Enhance Workplace Efficiency:**

We're evaluating ergonomic improvements to support staff well-being.

*Timeline: Late 2027*

- **Boost Staff Retention:**

By investing in competitive pay, career growth, and culture, we aim to retain 75% more staff.

*Timeline: Annual reviews through 2028*

- **Strengthen Training & Mentorship:**

We're implementing robust training in disaster response, food safety, and core competencies.

*Timeline: Starting late 2025*

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### Priority 4: Expanding Community Engagement & Education

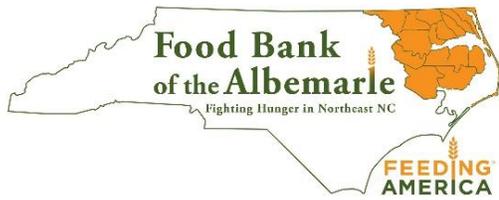
We're deepening our connection with the community by addressing the root causes of hunger and promoting nutrition literacy.

#### Key Goals:

- **Tackle Root Causes of Hunger:**

We're focusing on issues like housing and workforce development, elevating community voices, and building coalitions.

*Timeline: 2025–2027*



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- **Improve Nutrition Literacy:**

Through curriculum development and staff training, we help families make informed food choices.

*Timeline: 2026–2027*

- **Educate the Public About Our Work:**

We're recruiting ambassadors and hosting events to raise awareness and inspire action.

*Timeline: Starting late 2026*

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## Priority 5: Strengthening Financial Resilience

To sustain our impact, we're diversifying revenue and preparing for funding shifts.

### Key Goals:

- **Offset Federal Funding Losses:**

We're launching fundraising campaigns, expanding grant writing, and exploring new revenue sources.

*Timeline: 2025–2026 and ongoing*

- **Ensure Long-Term Sustainability:**

By increasing third-party events and refreshing our donation strategy, we're building a stronger financial foundation.

*Timeline: Through 2025*

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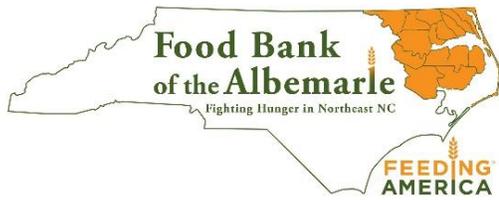
## Priority 6: Advocacy for Food Justice

We're using our voice to protect vital food programs and influence policies that support our neighbors.

### Key Goals:

- **Protect Food Assistance Programs:**

We're mobilizing communities and participating in statewide coalitions to defend SNAP,



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WIC, and school meals.

*Timeline: Ongoing*

- **Shape Policy Through Storytelling:**

By sharing impact reports and participating in national advocacy events, we're driving change.

*Timeline: Annually*

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## Priority 7: Strengthening Board Leadership

Our board plays a critical role in guiding our mission. We're investing in diversity, engagement, and development.

### Key Goals:

- **Build a Diverse & Skilled Board:**

We're recruiting new members and producing quarterly reports to track progress.

*Timeline: Starting 2026*

- **Embed Mission Moments:**

Every board meeting will include stories and updates that connect to our mission.

*Timeline: Starting mid-2026*

- **Increase Strategic Engagement:**

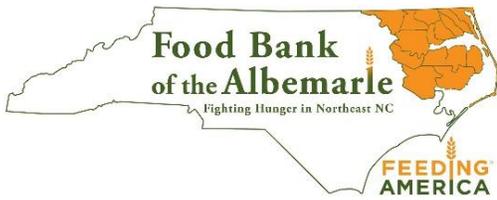
We're hosting quarterly discussions and developing a training plan with budget support.

*Timeline: 2026 and ongoing*

- **Enhance Board Assessment:**

Annual evaluations and a new scorecard will help us measure and improve board performance.

*Timeline: Starting late 2025*



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As we look ahead to the next three years, the Food Bank of the Albemarle remains steadfast in our mission to connect neighbors with nutritious food and a brighter future. This strategic plan is more than a roadmap; it's a commitment to equity, resilience, and collaboration. By strengthening infrastructure, deepening partnerships, and empowering our community, we are laying out the foundation for lasting change.

Together with our staff, volunteers, partners, and supporters we will build a stronger, healthier Northeastern North Carolina. Every goal we pursue, every barrier we break, and every meal we provide brings us closer to a future where no one faces hunger alone.

**“Alone we can do so little; together we can do so much.” — Helen Keller**

Let's move forward with purpose, compassion, and unity.

In partnership and hope,

**Liz Reasoner**

**Executive Director**

Food Bank of the Albemarle