



# STRATEGIC PLAN 2023 VISION 2025

**Vision :** All Austin families have access to nutritious and community inspired food options.

**Mission :** Sunday Lunchbox provides nutritious and community inspired food for those most underserved by our food system in Austin.

## 5 Year Goals

1. Directly target food insecurity in communities facing systemic food injustice by working with partners to address their unique food needs.
2. Donate 1 Million servings of locally sourced food to families facing food insecurity by the end of 2025.
3. Elevate Sunday Lunchbox's profile as the leading, dependable provider of locally sourced, family-friendly food products.
4. Establish a product-based revenue stream which serves to fund our mission and educate / employ individuals facing food injustice.

		Pillars				
		Community	Operations	Funding	Advocacy	Connection
2023 Strategies	<b>Grow Our Team</b> Grow our internal Lunchbox team, leaning on a culture of inclusion, compassion and innovation.	Sunday Lunchbox is part of our larger food system, partnering with farmers to rescue produce from waste and local nonprofits to bring community inspired nourishing food options to our most underserved communities.	Sunday Lunchbox runs an efficient and cost effective operation, producing quality products out of our commercial and cottage locations and delivering value to families through our programs.	Sunday Lunchbox programs are supported by foundation grants, private donors, and income from sales of our Lunch Lab products.	Sunday Lunchbox advocates for local and state legislation enabling our operations, including changes to the Texas Cottage Food Law and Charitable Feeding Organization designations.	Sunday Lunchbox shares our wins, challenges, strategy, and general updates with all stakeholders to foster a culture of transparency and build our brand identity within the community.
	<b>Center Communities</b> By the end of 2023, 200 Austin children and their families are part of the Lunchbox family.	<ul style="list-style-type: none"> <li>Source board members through our community partners.</li> <li>Establish 2 corporate sponsorships.</li> </ul>	<ul style="list-style-type: none"> <li>Hire a Director of Kitchen Operations.</li> <li>Grow our board to a working board of 5 Directors.</li> <li>Yearly training for all board/staff :DEIB and skills development.</li> </ul>	<ul style="list-style-type: none"> <li>80% total expenses are covered by grant funding by establishing new grantor partners.</li> <li>Grow our regular donor base such that we receive \$1000/month by the end of 2023.</li> </ul>	<ul style="list-style-type: none"> <li>Seek out mentorship in the area of advocacy and systemic change.</li> </ul>	<ul style="list-style-type: none"> <li>Publish monthly newsletter to our extended family, including volunteers, donors, grantors, staff.</li> <li>Participate in an event sponsored by the Black Chamber, Mission Capital, and LGBT Chamber.</li> </ul>
	<b>Food Rescue</b> Rescue 20,000 lbs of local produce.	<ul style="list-style-type: none"> <li>Bring one group from our served communities per quarter onsite to learn about locally sourced nutrition.</li> <li>Feed 150 children/week through community partners.</li> </ul>	<ul style="list-style-type: none"> <li>Migrate to deliveries throughout the week.</li> <li>Attend 12 local community markets to raise awareness and funds for our Lunchbox Family program.</li> </ul>	<ul style="list-style-type: none"> <li>Receive one grant in partnership with a community partner.</li> </ul>	<ul style="list-style-type: none"> <li>Work with local officials to extend Charitable Feeding Operations to include distribution of cottage made products.</li> </ul>	<ul style="list-style-type: none"> <li>Grow our Lunchbox Family program through an ambassador program.</li> </ul>
	<b>Commercial Innovation</b> Create 20,000 Lunch Lab products, 50% of which are given back to the community.	<ul style="list-style-type: none"> <li>Partner with 3 Austin food recovery initiatives to develop a joint plan for where rescued food goes.</li> <li>Double our number of regularly donating farms from 4 to 8.</li> </ul>	<ul style="list-style-type: none"> <li>Grow our volunteer network to include produce pick up and compost drop off shifts.</li> <li>100% of Preserve activities take place before 8 pm.</li> </ul>	<ul style="list-style-type: none"> <li>Receive one grant in partnership with a local farm for our Bumps &amp; Bruises™ program.</li> <li>Raise \$41k in support of our Bumps &amp; Bruises program.</li> </ul>	<ul style="list-style-type: none"> <li>Sunday Lunchbox is an active member of the Food Recovery Working group.</li> </ul>	<ul style="list-style-type: none"> <li>Develop and socialize our definition of 'nourishing,' defining what produce we accept and distribute</li> </ul>
	<b>Cottage T'uffins™</b> Distribute 20,000 T'uffins™ to children by the end of 2023.	<ul style="list-style-type: none"> <li>Develop 3 community inspired Stoodles™ in partnership with communities we serve.</li> <li>Host 4 innovation sessions to develop new community inspired product flavors.</li> </ul>	<ul style="list-style-type: none"> <li>Migrate Stoodle™/SnAx™ production to Farmhouse Delivery for our first commercially produced products.</li> <li>Document preservation steps &amp; recipes.</li> </ul>	<ul style="list-style-type: none"> <li>By the end of 2023, our commercial products bring in \$500/month in profit.</li> </ul>		<ul style="list-style-type: none"> <li>Trademark or rename this program.</li> </ul>
		<ul style="list-style-type: none"> <li>Partner with a local school and deliver T'uffins™ as supplemental breakfast.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain T'uffin™ production at Kristen's home (<i>the Cottage</i>.)</li> <li>Migrate to an as-available flavor menu based on produce donations.</li> </ul>	<ul style="list-style-type: none"> <li>Apply for and receive one grant supporting our Cottage T'uffins™ program providing supplemental breakfast to school children.</li> </ul>	<ul style="list-style-type: none"> <li>Partner with state lawmakers to advance Cottage Law such that Sunday Lunchbox can legally distribute T'uffins™ through schools and other organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Develop and publish a marketing strategy for the T'uffin™.</li> <li>Trademark a name for this program.</li> </ul>