



STRATEGIC PLAN 2025 VISION 2025

Vision : All Central Texas 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 Central Texas.

2025 Goals

1. Distribute 10k shelf stable meals created from rescued local produce to families in Central Texas.
2. Provide a stable source (at least once a month) of local produce to 120 families in Central Texas.
3. Launch the Sunday Lunchbox product line at a Central Texas Farmers' market.

2025 Strategies	Lean into our Niche				
	Lean into our secret sauce, the Sunday Lunchbox Bumps & Bruises Program.	Scale preserve operations to increase production of Stoodles™ and Snakrs.	Get consistent with flavors, labels, ingredients, and understanding of product shelf life.	Level up our product branding and packaging	Take our Preserve products to local farmers markets to create a Revenue stream.
	Quality over Quantity				
	Focus on the quality of our programs and services.	Increase trust in our client family relationships.	Build a donor relations program.	Improve our volunteer program.	Improve communications to scale our farm partner program.
	Bring Systemic Change				
	Define and build on our role in the Austin food plan and our community, for a lasting impact on our food system.	Kick off volunteer opportunities that are accessible to our client families and shift us towards a partnership rather than a give/get relationship.	Evolve our product line based on inspiration from the communities we serve.	Refine a pattern for engagement with schools, hospitals, and other organizations as a source of client families, donors, and volunteers.	Increase active participation in the Austin Food Plan.