



LAGOS
FOOD
BANK
INITIATIVE
FOOD | LIFE | HOPE

GOALS FOR FISCAL YEAR 2021





Goal 1:

Raise N500million (\$1,311,475.4) in annual revenue which will enable us to maintain and expand our food relief services across board.

Strategy: Increase awareness of the Food Bank and its activities; grant sourcing and partnerships, solicit support from corporate organizations and the civil society; Organize food fundraising events; implement a more robust Management System and portfolio structure for multi-revenue channels; Build cause marketing infrastructure; Utilize volunteer and other industry expertise.

Capacity to Achieve Goal: Staff, volunteer consultants and Board member contacts, brand advertisement, partnership and general networking.

Measurement of Achievement: Tracking of financial and accounting reports, portfolios, etc; Ensure compliance with Corporate Affairs Commission requirements regarding Returns and Audit.



Goal 2:

Reach at least 650,000 (Six hundred and fifty thousand) persons consisting mainly of indigent food insecure families, beneficiaries with diet related diseases, children, widows and the aged and most vulnerable in society.

Strategy: Develop and maintain food donor relations with particular emphasis on corporate partnerships and philanthropists, increase awareness of the Food Bank and its activities, grant sourcing and partnership, solicit support from corporate organizations and the civil society.

Capacity to Achieve Goal: Increase volunteer intake, expand Food bank infrastructure, recover and distribute food items through utilization of our Food bank infrastructure and other partner agencies.

Measurement of Achievement of Goals: Monthly and quarterly tracking of received donations of food items and monthly distribution reports; Tracking of increase in volunteer intake and partner agencies.



Goal 3:

Increase food supply and refine distribution strategies.

Strategy: Increase the amount of food we acquire and serve by 30%, Increase agricultural donations, acquire at least one 30-seater Coaster Buses and two refrigerated trucks to help with movement, logistics and distribution of food, develop and build at least two food pantries and community hubs, acquire a warehouse of 3500 sq meters for receiving, sorting, repacking, storage and loading food items.

Capacity to Achieve Goal: Food bank staff, volunteer consultants and Board member contacts and general networking.

Measurement of Achievement: Monitoring monthly milestones on infrastructure developments; Monthly and quarterly tracking of received donations of food items, purchased food items and monthly food distribution reports.



Goal 4:

Strengthen food rescue program to help curb food wastage.

Strategy: Establish partnership with at least 10 restaurants to rescue food, strengthen partnership with Federal Ministry of Agriculture, strengthen existing partnerships with FMCG/food manufacturing companies and establish partnership with any other government parastatal organization where food can be rescued.

Capacity to Achieve Goals: Food bank staff, volunteer and board member contacts and general networking.

Measurement of Achievement: Monthly monitoring of the kilograms of food rescued and number of organizations food is rescued from and monthly food distribution reports.



Goal 5:

Strengthen EDUFOOD, NUMEPLAN and NIDS programs.

Strategy: Expand and refine the EDUFOOD Program to reach at least 4000 children, expand and refine the NUMEPLAN Program to reach at least 1000 beneficiaries, source for more beneficiaries through partnership with PHCs to further strengthen the NIDS program, secure financial and food resources from donors and partners for long-term sustainability.

Capacity to Achieve Goals: Food Bank staff, professional volunteers like dietitians, nutritionist, doctors, Primary Health Care officers and Community Leaders.

Measurement of Achievement: Quarterly tracking of partner agencies and new food bank initiatives enrolled under the Lagos Food Bank platforms to receive support.



Goal 6:

Develop and strengthen nutrition and health education.

Strategy: Strategically use social and behavior change communication (SBCC) to improve positive healthy outcomes of beneficiaries, increase the awareness of the impact of hidden hunger and develop nutrition education programs (NEP) focused on maternal and child health. Increase awareness about Education

Capacity to Achieve Goals: Food Bank staff, LFBI social media platforms, community Leaders, professional volunteers like dietitians, nutritionist, doctors and primary health care officers.

Measurement of Achievement: Number of beneficiaries trained/educated, number of beneficiaries with improved knowledge on nutrition and health related issues and percentage increase in knowledge and practices of beneficiaries.



Goal 7:

Expand and Sustain partner agency networks.

Strategy: Establish proactive agency recruitment and support, extend partner agency network to 3 neighboring states outside Lagos, register at least 150 additional partner agencies and new food bank initiatives, provide seed grants to start up NGOs/ food bank initiatives, create a Food Banking Network in Nigeria to mentor all other emerging Nigerian food banks.

Capacity to Achieve Goal: Food Bank staff, Volunteer consultants and Board member contacts and general networking.

Measurement of Achievement: Quarterly tracking of partner agencies and new food bank initiatives enrolled under the Lagos Food Bank platforms to receive support.



Goal 8:

Strengthen programs that improve economic status of beneficiaries.

Strategy: Expand and refine the Family Farming Program, by supporting, training and enrolling at least 100 beneficiaries and partnering them with agricultural partners, seed distributors and fertilizer distributors; expand and refine the Job placement program by connecting beneficiaries to various industries where their skills will be need, provide seed funding to beneficiaries for SMEs.

Capacity to Achieve Goals: Food Bank staff, Volunteers and Community leaders.

Measurement of Achievement: Feedback from at least 50 beneficiaries who have been successfully empowered.



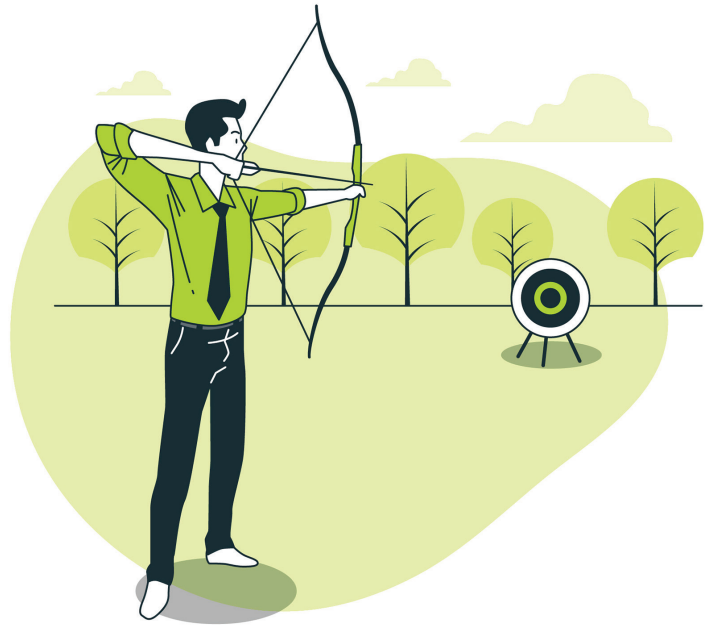
Goal 9:

Capacity Building

Strategy: Increase human resources and staff strength, warehouse capacity, cold chain capacity, locations, nutrition hubs in communities and fleet. Create a decentralized system for specific programs like EDUFOOD

Capacity: Food bank resources, staff expertise, a strong LFBI volunteer base, donors and partners.

Measurement of Achievement: Increase in number of staff, procurement of warehouse and fleet, start-up of new food bank locations and hubs.



Goal 10:

Achieve 70% donations towards our daily/monthly food relief intervention programs.

Strategy: Work aggressively to increase awareness for food donations.
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Capacity: Volunteers, Food Bank staff.

Measurement: Zero expenses on food purchase at the local market



Goal 11:

Expand Food Relief Intervention to 3 neighboring states in Nigeria

Strategy: Identify vulnerable communities in 3 neighboring states, recruit fresh volunteers in those states and work with local partners to aid implementation

Capacity: Food bank staff, volunteers, Partner NGOs and community heads

Measurement: Liaison offices in the identified states, Registration and intervention of beneficiaries in 3 neighboring states



Goal 12:

Retain more than 80 % of the existing donors by upgrading them to recurrent donors

Strategy: Maintain a list of top donors and come up with strategic ideas to keep them motivated; Cultivate stewardship strategies developed to reach out to daily, monthly and annual fund donors to include donor recognition activities, performance metrics, and annual outcomes/goals.

Capacity: Food bank staff, social media and volunteers

Measurement: Monthly and quarterly tracking of returning donors of cash and food items; Tracking of donor satisfaction and feedback.



Goal 13:

Increase volunteer intake and registration by 40% across Lagos and other states in Nigeria

Strategy: Regular call for volunteers through all social media platforms and referrals; Maintain healthy and productive relationships with existing volunteers; Organize volunteer-oriented programs to drive engagements; Build relationships, set expectations, and clearly communicate LFBI mission/vision to get the buy-in of volunteers; Prepare monthly reports for tracking of volunteer growth.

Capacity: Food bank staff, social media platforms and volunteers

Measurement: Monthly and quarterly tracking of new and returning volunteers; Tracking of volunteer satisfaction and feedback.



Goal 14:

Expand Infrastructure and fleet to serve 650,000 people in 2021

Strategy: Acquire more warehouse and office space, increase cold chain capacity and increase fleet capacity across all programs.

Capacity: Food bank staff, board members, partners, donors and volunteers

Measurement: Monitoring monthly milestones on infrastructure developments; Monthly and quarterly tracking of infrastructure development.