



# GOALS FOR FISCAL YEAR 2022



# Goal 1:

**Raise N 415million (\$1,000,000) in annual revenue which will enable us to maintain and expand our humanitarian 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 and general networking.

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

# Goal 2:

**Reach at least 400,000 (Four hundred 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; adopt more beneficiary NGOs.

Capacity to Achieve Goals: 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: Monthly and quarterly tracking of received donations of food items and monthly distribution reports; Tracking of increase in volunteer intake and beneficiary NGOs.

# Goal 3:

## **Increase food supply and refine distribution strategies.**

**Strategy:** Increase the amount of food we rescue by 30%, Increase agricultural donations, acquire at least one more 30-seater Coaster Bus and a refrigerated trucks to help with movement, logistics and distribution of food, develop and build 2 more community hubs, acquire a warehouse of 3500 sq meters for receiving, sorting, repacking, storage and loading food items.

**Capacity to Achieve Goals:** 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:

## 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 to Achieve Goals: 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 5:

## **Strengthen EDUFOOD, NUMEPLAN and NIDS programs.**

Strategy: Expand and refine the EDUFOOD Program to reach at least 5000 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, Mal-nutrition Trackers and Community Leaders.

Measurement of Achievement: Number of children and women enrolled in the EDUFOOD and NUMEPLAN programs, number of diabetic patients enrolled into the NIDS program and number of women, children and diabetic patients with improved health and nutritional status.

# Goal 6:

## **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, corporate entities, seed and fertilizer distributors, government agencies (like Ministry of Agriculture); expand and refine the Job placement program by connecting beneficiaries to various industries where their skills will be needed, provide seed funding to beneficiaries for SMEs.

Capacity to Achieve Goals: Food Bank staff, Volunteers, Community leaders, employer companies, private individuals.

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

# Goal 7:

## **Expand and Sustain Beneficiary NGO networks.**

Strategy: Establish proactive NGO recruitment and support, extend beneficiary NGO network to 5 more neighboring states outside Lagos, register at least 100 additional beneficiary NGOs 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 Goals: Food Bank staff, Volunteer consultants and Board member contacts, social media, main-stream media and general networking.

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



# Goal 8:

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

Strategy: Work aggressively to increase awareness for food donations. Secure partnership with hospitality organizations such as hotels, restaurants as well as supermarkets and superstores, improve relationship with existing and future donors.

Capacity: Volunteers, Lagos Food Bank Administrative staff, board members.

Measurement of Achievement: Zero expenses on food purchase at the local market.

# Goal 9:

**Expand Food Relief Intervention to additional 7 neighboring states in Nigeria through beneficiary NGOs.**

Strategy: Identify more beneficiary NGOs in 7 neighboring states, support and work with them to aid implementation, funds transfer for food purchase, provide technical assistance.

Capacity: Administrative staff, volunteers, Beneficiary NGOs and community heads.

Measurement: Number of beneficiary NGOs enrolled; number of beneficiaries reached by NGOs.

# Goal 10:

## Increase Awareness on Programs and Impact

Strategy: Maintain and create partnerships through extensive networking and proactive collaboration with the media, Increase budget for Instagram, Facebook, Twitter and LinkedIn Ads, Partner with social media influencers and celebrities

Capacity to achieve: staff, volunteers, board members, media consultants, influencers.

Measurement of Achievement: Increase in Social Media engagement, partnership with at least one celebrity/influencer, increase in donation and volunteers from social media.

# Goal 11:

## Improve Monitoring and Evaluation across Food bank Programs and Activities

Strategy : Maintain a detailed logbook of donated items, Monitoring and evaluation of outreach reports, Monitoring and evaluation of LFBI programs e.g. TEFAP, NUMEPLAN, EDUFOOD, etc. Monitoring and evaluation of nutritional status of beneficiaries of each nutrition intervention program.

Capacity to Achieve Goals: Food Bank staff, Volunteers, consultants,

Measurement of Achievement: Accurate and timely reporting, improved programs impact.

# Goal 12:

## **Increase Volunteer database by 2000**

Strategy: Increase call for volunteers across all social media platform, expand programs activities to increase volunteer participation and engagement, improve logistics to accommodate more volunteers,

Capacity to Achieve Goals: Food Bank staff, Volunteers, Social media and Newsletters.

Measurement of Achievement: Number of Volunteers