



STRATEGIC PLAN 2020-2022

Mission and Vision

- Lift UP reduces hunger and improves the lives of low-income residents of Northwest and Downtown Portland.
- We envision a Portland where everyone has access to healthy food and opportunities to connect with others.
- Our core values are: Community, Respect, Service, Empowerment, and Commitment.

Goals and Strategies

Provide mission-aligned programs and services efficiently, effectively, and with clear measurements of our impact.

- Assess client and building needs to guide programs and services, decision-making, and operations.
- Grow and/or adapt program offerings to meet client needs.
- Define meaningful measurements of impact of Lift UP programs and services.
- Identify operational and service needs and secure sufficient and appropriate tools and equipment to meet them.
- Identify sufficient volunteer and staffing levels needed and work to meet them.

Embed equity, diversity, inclusion, and racial & social justice into Lift UP organization-wide.

- Establish and implement a racial equity plan to make Lift UP more responsive and accountable to the communities we serve.
- Increase our advocacy and systemic change efforts in partnership with mission-aligned organizations.
- Create a Nutrition Ambassador Council to empower clients as leaders and provide a structural opportunity to influence Lift UP decision-making.

Solidify the financial sustainability of Lift UP through strengthening the funding base to become more stable, strategic, sustainable, growing, renewable, and diversified.

- Increase general operating, unrestricted funds for flexibility and long term sustainability.
- Develop, implement, and grow a sustainable Adopt-a-Building model.
- Strategically increase in-kind donations to reflect Lift UP's evolving needs and the resources we have to accept and distribute donations.

Increase community awareness of Lift UP and earn recognition and respect for our services from clients, funders, volunteers, and faith-based, civic, and business communities in Northwest and Downtown Portland.

- Tell our story and demonstrate the compelling impact of our services.
- Engage new corporate, governmental, civic, and congregational partners.
- Create and execute an effective marketing and communications plan.

Food brings us together.