



**PARKDALE  
FOOD CENTRE**

# **STRATEGIC PLAN**

**2025-2028**

# VISION

A community where everyone has the means, dignity, and opportunity to live a healthy and connected life

# MISSION

We share good food, strengthen relationships, and advocate for meaningful change to build healthier and more connected communities.

# VALUES

**FOOD IS A HUMAN RIGHT:** We believe everyone deserves access to nutritious, wholesome food as a foundation for physical, mental, and emotional well-being.

**DIGNITY AND INCLUSION:** We value each person's unique identity and experiences, creating compassionate and inclusive spaces for all.

**COLLABORATION AND COMMUNITY:** We believe lasting change happens one relationship at a time. By working together with trust, creativity, and shared purpose, we strengthen communities and grow, personally and collectively.

**EQUITY AND JUSTICE:** We work alongside Neighbours to amplify voices, remove barriers, and create more inclusive and just communities where everyone can thrive.



## STRATEGIC GOAL 1

### STRENGTHENING OUR FINANCIAL HEALTH

**We are committed to deepening our stability, flexibility, and resilience by improving our financial position and diversifying funding.**

- Continue to action our multi-channel fundraising plan to ensure measurable sustainable revenue growth
- Implement a new Donor CRM to enable strategic donor stewardship
- Strengthen program resilience related to grant funded staffing through strategic and collaborative grant applications
- Implement secure and robust IT oversight and solutions
- Leverage Artificial Intelligence tools
- Assess strength of PFC financial investments and develop strategic investment plan to guide future decisions
- Review PFC Financial Policies to identify and reduce risks

## STRATEGIC GOAL 2

### EXPLORING OPERATIONAL INTEGRATION

**Recognizing the importance of providing services to our Neighbours with dignity and of building strong connections, we will assess the feasibility of integrating our operations into a single facility.**

- Establish a Joint Board and Staff Committee to lead these efforts
- Communicate our efforts to the community/our stakeholders
- Identify the possible impact and steps related to capital fundraising campaigns
- Conduct an environmental scan of new building structures and possible partnerships with other not-for-profits
- Select a real estate agent to partner with for our search

