

Strategic Plan 2025-2028



Strategic Plan Goals

Programs

Maintain and strengthen markets by enhancing and expanding high-impact programs. Improve and expand Everyone's Harvest's programs and services to provide access to healthy food, strengthen farm support, and extend community outreach efforts to serve community members in a broader geographic area.

Partnerships & Opportunities

Develop and cultivate innovative partnerships and opportunities to enhance reach of our markets and programs, and contribute to local food policy activities.

Finance

Ensure the financial and fund development capacity to execute all aspects of the Strategic Plan and to provide a sustainable organization for the future.

Organization

Ensure that Everyone's Harvest hires, retains, and supports the people and talent needed to execute all aspects of the Strategic Plan and to provide a sustainable organization for the future.

Strategies



Programs

1. Strengthen Everyone's Harvest Edible Education Program
2. Ensure long-term viability of Fresh Rx
3. Ensure long-term viability of nutrition incentive programming (e.g. Market Match)
4. Improve farmer support
5. Serve East Salinas community year-round

Partnerships & Opps.

1. Grow and serve an ethnically, multigenerational, socio-economically diverse customer base by 20% annually beginning in 2026
2. Forge deeper, community-focused partnerships to strengthen our mission
3. Strengthen the Everyone's Harvest brand to support the mission by fostering deeper connections with our shoppers, vendors, and beneficiaries, ensuring their perspectives and experiences shape our identity and initiatives
4. Contribute to local food policy activities

Finance

1. Establish an ideal balance of sources of support among contracts, grants, donations, and earned revenue for ongoing operating expenses
2. Establish a 4+ month financial reserve
3. Create an endowment/stewardship fund

Organization

1. Attract quality team members and maintain an 85% annual retention rate to fulfill the mission through a competitive salary structure & opportunities for professional advancement to enable staff to invest in and grow in their careers at Everyone's Harvest.
2. Design and maintain organizational infrastructure and a healthy work culture that supports operational efficiency, encourages growth, and enhances employee satisfaction