



Lift UP 2024 - 2026 Strategic Plan

MISSION AND VALUES

- Lift UP reduces hunger and improves the lives and low-income of Northwest and Downtown Portland.
- We envision a Portland where has access to healthy food and opportunities to connect with others.
- We firmly believe in the principle that food is a fundamental human right, not a privilege. Everyone, regardless of their circumstances, deserves access to quality, nourishing food.

ADDRESS THE ROOT CAUSES OF HUNGERS

- Educate ourselves and our community, enabling us to take action.
- Engage in strategic advocacy to advance food justice.
- Create and grow partnerships that advance food equity.
- Educate and mobilize our client community to address root causes.
- Diversify our Board to better reflect the community we serve.

PROVIDE EQUITABLE & SUSTAINABLE SERVICES

- Evaluate and adjust models to improve food delivery, efficiency, and efficacy.
- Find creative solutions for sourcing food, diversifying streams and increasing variety.
- Explore ways to grow, sustain, strengthen, and refine Adopt a Building.
- Strategically target services to individuals and communities with the highest need, weighing impacts of who we are and aren't reaching.
- Build staff capacity to achieve our goals.



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STRENGTHEN OUR FINANCIAL SUSTAINABILITY

- Regularly evaluate and adjust our financial sustainability and health.
- Expand support from businesses, government, health organizations, and housing contracts.
- Create pipeline systems that increase support and engagement.

PLAN FOR CONTINGENCIES & EMERGENCIES

- Increase resiliency of our staff, volunteers, and clients accessing services during crises.
- Strengthen our ability to respond to and be a resource in emergencies