

2021–2025 STRATEGIC PLAN



A LEGACY OF LIFE-SAVING IMPACT

Since 2005, The Milk Bank has supplied, counseled, educated, and supported thousands of families and healthcare providers to achieve our vision that every child has access to safe human milk. We work alongside our trusted partners every day to fight infant mortality in the communities we serve. We are driven by the knowledge that for many infants human milk isn't just nutrition, it is medicine and access to it is lifesaving.

The Milk Bank has been proud to partner with milk donors and hospitals throughout Indiana, Kentucky, and the Midwest to help meet the need for human milk in their communities and across the country. In 2020 alone, 534,611 ounces of milk were donated to 64 hospitals and NICUs, across 9 different states. This ultimately led to 952,194 feedings for critically ill infants. However, we know there is even more work to do.

A FUTURE FOCUSED ON ACCESSIBILITY

As we look to the future, The Milk Bank wants to ensure that our programs, strategies and services are aligned with community need. That is why in 2021 The Milk Bank engaged in a comprehensive research and reflection process in partnership with the nonprofit consulting firm Hedges. This process captured the voices of over 400 stakeholders that shared what they believe the community needs from The Milk Bank and their dreams for the organization's future. The Strategic Planning Steering Committee, comprised of leaders from across The Milk Bank's team, was guided by those insights as they led the creation of the following Strategic Plan. Over the next few years, The Milk Bank will live up to our commitment to the community by continuing our focus on excellence in service delivery while ensuring everything we do increases equitable access to safe human milk. We are excited to share our strategic plan that outlines the direction that will anchor and guide our future.

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Strategic Plan Vision:

Everything we do increases equitable access to safe human milk.

OUR SERVICES ARE CONVENIENT

GOAL 1: The Milk Bank will get more milk to more infants and children by making it more convenient to give and receive pasteurized donor human milk, with priority to Indiana, Kentucky, and the Midwest.

Strategy 1.A: Increase accessibility to milk by eliminating physical and financial barriers for every family.

Strategy 1.B: Ensure the supply of milk matches the demand by expanding outreach and streamlining processes for milk donors.

OUR TEAM IS CONNECTED

GOAL 2: Every stakeholder will feel connected to The Milk Bank's efforts, mission, and vision for the future.

Strategy 2.A: Attract and retain a dynamic and representative team of talented staff, board, and volunteers by fostering a collaborative and inclusive culture.

Strategy 2.B: Grow the network of mission-aligned advocates through strategic partnerships with community leaders and organizations.

OUR STORY IS CLEAR

GOAL 3: The Milk Bank will expand its reach by telling a clear and consistent story that resonates with a diverse set of audiences.

Strategy 3.A: Broaden community awareness by mobilizing organizational advocates to share the compelling story of the need for and impact of safe human milk.

Strategy 3.B: Ensure every person that cares for a child knows about The Milk Bank's services.

OUR MISSION IS RESOURCED

GOAL 4: The Milk Bank will establish the flexible financial capacity needed to make decisions centered on equitable access to safe human milk.

Strategy 4.A: Diversify the organization's funding streams to increase the funds available to invest in milk accessibility.

Strategy 4.B: Cultivate and retain a dedicated base of financial supporters through relationship-driven development practices.