



2024-2026 STRATEGIC PLAN



ABOUT US

Founded in 2012, the Teen Kitchen Project (TKP) provides home-delivered, medically tailored meals to individuals living with a critical or chronic illness in Santa Cruz County. Meals are designed by an in-house Registered Dietitian Nutritionist and Executive Chef and are prepared by teen chefs who benefit from the opportunity to give back to their community while learning valuable workforce and life skills. Meals are delivered by adult volunteers who perform weekly wellness checks for meal recipients. Over the last 11 years, TKP has worked with over 1,200 teens and delivered over 480,000 meals. 84% of TKP clients served in 2022 were low-income.

MISSION

Building healthier, more connected communities by engaging teens and providing nourishing food to individuals living with serious illnesses.

VISION

A healthy, sustainable, and equitable community.

VALUES

- Work with Intention
- Young People are the Future
- Food is love
- Integrity Matters
- Upholding Dignity & Inclusion

"We are so proud of the work we have accomplished over the last 11 years. As we look towards the future, this strategic plan aims to prepare TKP for continued growth and expansion. Over the next 3 years, will be focusing on capacity building and infrastructure development. We are so excited to work with staff, our volunteers, and the community to achieve our goals."

Amanda Rotella
Board President



GOALS & STRATEGIES

Teen Kitchen Project (TKP) identified the following three strategic goals and related strategies to focus on over the next three years:

<p>GOAL #1: Expand facilities to increase meal capacity and prepare for future growth.</p> <p>TKP will secure a dedicated commercial kitchen space to increase meal capacity and complete all pre-development activities for a capital project that would bring the commercial kitchen, administrative offices, and community space for classes under one roof.</p>			
STRATEGIES	1a. Secure a medium- to long-term lease for additional commercial kitchen space/hours.	1b. Conduct a comprehensive feasibility study for the long-term capital project.	1c. Build internal capacity/expertise by engaging individuals with real estate/capital project knowledge and experience as volunteers, TKP Board members, staff, or contractors.

<p>GOAL #2: Increase awareness, involvement, and support of the organization by target audiences.</p> <p>Using a diversity, equity, and inclusion lens, TKP will further clarify its brand and communication strategy, increase community outreach and engagement efforts, and solicit feedback from clients and volunteers to increase awareness, involvement, and support of the organization.</p>			
STRATEGIES	2a. Develop a strategic communications plan.	2b. Expand community outreach and engagement efforts.	2c. Establish advisory committees to solicit feedback and recommendations on programs and services.

<p>GOAL # 3: Attract and retain a qualified, mission-driven workforce and Board of Directors capable of strengthening systems and processes.</p> <p>TKP will attract and retain a mission-driven workforce and Board of Directors by investing in recruitment and development of staff and the Board and building on internal processes/systems to ensure a scalable and sustainable organization.</p>			
STRATEGIES	3a. Invest in staff recruitment, professional development, and employee engagement and retention.	3b. Develop a Board recruitment strategy and expand Board training and development.	3c. Build/clarify internal processes and systems to support work.