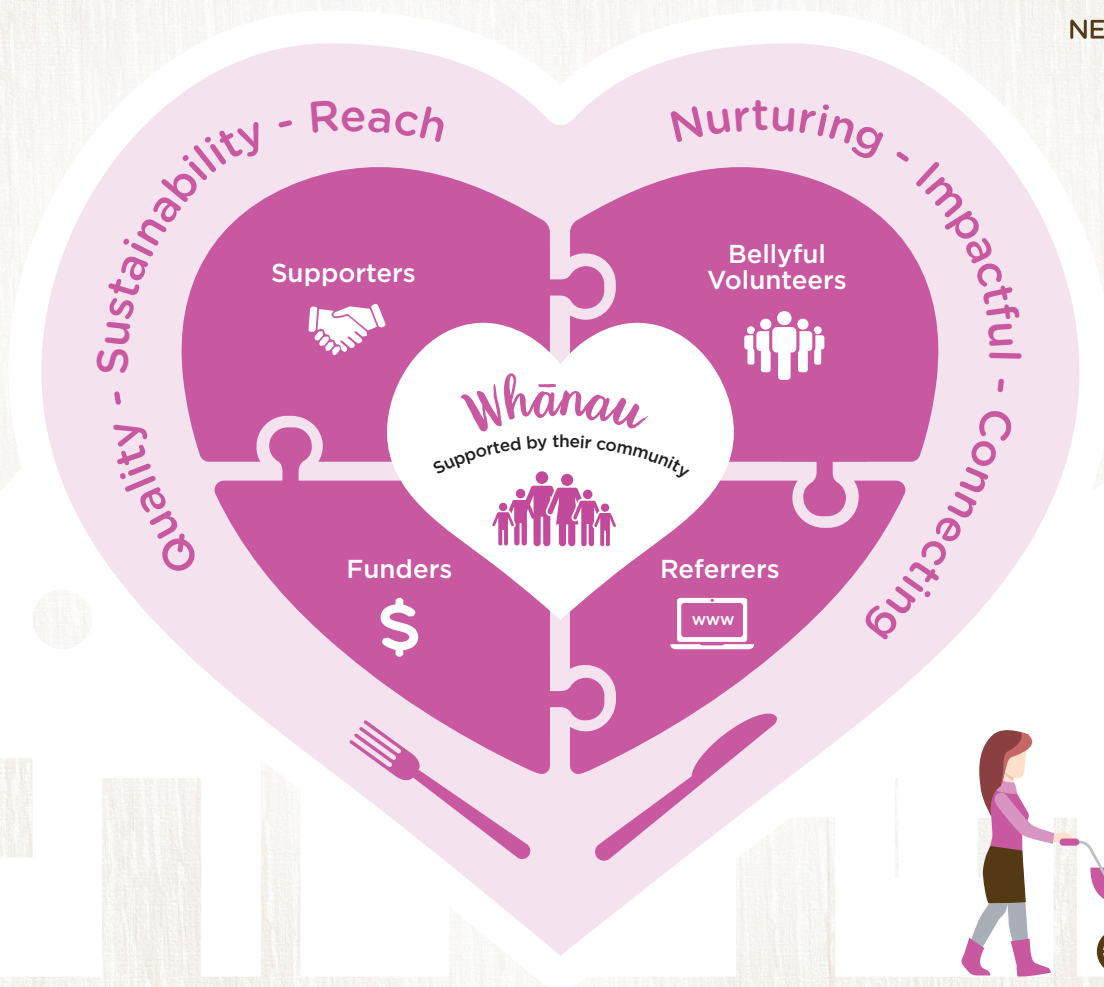


Strategic Plan

2020-2023



Our Vision

All whānau with babies or young children feel supported by their communities.

Our Mission

Bellyful nourishes and connects communities by cooking and delivering meals to whānau, with babies or young children, who need support.

BELLYFUL'S VALUES

Our values are nurturing, connecting and impactful. These values guide us when recruiting for our teams and when faced with decisions. We always want to ensure we stay true to our values.

BELLYFUL'S STRATEGY

Our strategy reflects that whānau and their community are at the heart of all that we do, and how our volunteers, referrers, supporters and funders are the vital pieces in ensuring they are supported, wrapped around by Bellyful's values of being nurturing, impactful and connecting, as well as our strategic goals of sustainability, quality and reach.

Our strategic priority of sustainability includes financial sustainability, environment targets and a sustainable business model. Quality includes trusted, known and safe. Reach includes accessible and impactful.