



**MISSION:** To optimize community health through whole food plant-based nutrition education and support.

**VISION:** Healthy People, Strong Communities

### GET ROOTED

*Understand the basics of plant-based nutrition & food skills.*

- 1. Increase Online Engagement with County Residents.
- 2. Develop New Bilingual Education, Tools, and Resources For Healthcare Providers Use.
- 3. Launch Small Group Clinical & Community-Based Pilot Programs.

### STAY ROOTED

*Sustain and enjoy a healthy plant-predominant lifestyle.*

- 1. Share Relevant, Fresh and Evidence-based Information and Resources.
- 2. Expand our Culturally-relevant Community Support of Plant-based Living
- 3. Establish a Restaurant Taskforce and Support Networks for Accountability.

### SPREAD ROOTS

*Raise awareness and grow access to plant-based nutrition education.*

- 1. Increase Awareness of Plant-based nutrition in the healthcare and direct service communities.
- 2. Promote a Better Understanding of Communities at Greatest Risk for Health Disparities.
- 3. Grow Partnerships with the Healthcare Community to Help Advance Health Equity, Justice, and Resilience.

### BUILD ROOTS

*Hire staff and launch into a formal, independent organization.*

- 1. Establish Organizational Structure including Bylaws, Committee Policies, Protocols and an IDEA Plan.
- 2. Develop a Business Model with Service Based Income Strategies.
- 3. Establish Data Analytics Tool to Measure Social Change and Impact.
- 4. Raise \$100,000+K through Donor Relationship.



# 2021-2022 WORKPLAN

## GET ROOTED

*Understand the basics of plant-based nutrition & food skills.*

### GOALS

1. Increase Online Engagement with County Residents.
2. Develop New Bilingual Education, Tools, and Resources For Healthcare Providers Use.
3. Launch Small Group Clinical & Community-Based Pilot Programs.

### OUTCOMES

- **5,500 Community Members, Healthcare Providers, and Direct Service Partners Reached**

## STAY ROOTED

*Sustain and enjoy a healthy plant-predominant lifestyle*

### GOALS

1. Share Relevant, Fresh and Evidence-based Information and Resources.
2. Expand our Culturally-relevant Community Support of Plant-based Living
3. Establish a Restaurant Taskforce and Support Networks for Accountability.

### OUTCOMES

- **Remove barriers and grow enthusiasm for maintaining a plant-centered lifestyle for Get Rooted community members**

## SPREAD ROOTS

*Raise awareness and grow access to plant-based nutrition education.*

### GOALS

1. Increase Awareness of Plant-based Nutrition in the Healthcare and Direct Service Communities.
2. Promote a Better Understanding of Communities at Greatest Risk for Health Disparities.
3. Advance Health Equity, Justice, and Resilience.

### OUTCOMES

- **A collaborative cohort of 12 health and food system actors in the community understand plant-based nutrition, they recommend it, and they support it.**

## BUILD ROOTS

*Hire staff and launch into a formal, independent organization.*

### GOALS

1. Establish Organizational Structure including Bylaws, Committee Policies, Protocols, Business Model with Service Based Income Strategies.
2. Establish Data Analytics Tool to Measure Social Change and Impact.
3. Expand relationships with funders (*foundations, individuals, corporations, and government agencies*).

### OUTCOMES

- **Raise \$100,000+K through Diversify Fundraising Strategies.**