




WHITE PONY EXPRESS

STRATEGIC PLAN 2024 - 2026





“White Pony Express is built on the understanding that, in this beautiful world we share, love knows all, does all, and is the most powerful force in the universe.”

DR. CAROL WEYLAND CONNER, WHITE PONY EXPRESS FOUNDER

ALL OF US **TAKING CARE OF** ALL OF US!

TABLE OF CONTENTS

LETTER FROM THE CEO	1
MISSION, GUIDING PRINCIPLE, VALUES	2
LOVE IN ACTION	3
CIRCLE OF GIVING	4
IMPACT	5
3-YEAR OBJECTIVE & STRATEGY	6
STRATEGIC GOALS	7
OBJECTIVES	8
METRICS	9
AUDIENCE	10
2024 BUDGET	11



LETTER FROM THE CEO

Dear White Pony Express Family,

What a journey we are on! Together, we have provided access to nutritious, fresh food to hundreds of thousands of neighbors; expanded to meet growing and changing needs; pivoted to provide essentials during disasters and crises; and formed partnerships to ensure our most vulnerable community members have what they need when they need it.

More important than what we do is how we do it. Powered by the loving action of a dedicated team and 700 incredible volunteers, we deliver with respect and do not shy away from the word love. Love is the essential ingredient in our service to our neighbors. We are a unity.

White Pony Express met the goal and objectives outlined in our last Strategic Plan and we are determined to continue to grow in service to our community over the next three years.

Our mission and values are unchanged – but the strategies we use to achieve our mission continue to evolve. Over the last two years, we successfully reoriented our organization to meet exploding community needs. This required internal systems and processes that support a rapidly maturing nonprofit. Today our internal operations are considered the gold standard by groups that rate nonprofits. Over the next three years, we will focus on an external outreach and awareness strategy. The public needs to understand that food recovery is a proven solution to nutrition insecurity.

With your support and in solidarity with food and product donors and nonprofit partners, we will continue to connect abundance and need, recognizing that no one needs to suffer from want in the midst of so much abundance.

Very warmly,
Eve



WHITE PONY EXPRESS
HAS FOUND A NEW HOME!

MISSION

To eliminate hunger and poverty by delivering the abundance all around us to those in need - with love.

GUIDING PRINCIPLE

We honor the essential unity of all by making sure that no one suffers from want when there is a means of aiding them.

VALUES

RESPECT

We demonstrate respect by following through on our mission despite inconvenience. We strive to be prompt, reliable, and timely in all we do.

SELFLESS SERVICE

We cheerfully and lovingly aid those in need without thought of reward.

APPRECIATION

We want our volunteers, donors, and recipients to know that there are clear pathways of communication and that their views are valued and appreciated.

COLLABORATION

We recognize that by working together and listening to volunteers, recipients, and donors we are certain to arrive at a better solution than we could have found alone.

LOVE IN ACTION

We are not a charity in the traditional sense. We do not see a 'giver' and a 'receiver'. We see a Circle of Giving in which all are uplifted.

WPE enables those who have more than they need to easily give to those with less so that all can share in the abundance of life.

WPE's unique role is to be a connector between those with abundance and those in need.



"White Pony Express saved my life. It's hard to ask for help when you're struggling. WPE has never once made me feel bad or ashamed for needing help. I feel so cared for and so loved. I don't feel alone anymore. Normally I'm really depressed, but WPE has made it possible to have some days where I think, 'I can get through this' and this brings hope back."

WPE FOOD AND CLOTHING RECIPIENT

THE CIRCLE OF GIVING

1. Donors call in or pre-schedule donations of food, clothing, toys, and books.



2. Volunteer “runners” and staff drivers are dispatched to pick up donations.



3. Donations are carefully sorted according to recipient preferences. Anything that we would not serve to a loved one is composted or recycled.



6. Our neighbors are fed and clothed, and all involved are uplifted!



5. Donations of food and goods are delivered 7 days a week, 364 days a year.



4. Within 24 hours, drivers deliver food and goods to recipient organizations.



“White Pony Express is an essential part of the fabric that helps hold the food system together and ensures food access for vulnerable populations in Contra Costa County and beyond.”

ROSE HARTLEY, SUSTAINABILITY MANAGER, IMPERFECT FOODS

IMPACT

In just 10 years, White Pony Express has grown to become one of the largest food and goods rescue programs in Northern California. We serve our entire county, freely sharing healthy food and high-quality goods.

Models like White Pony Express are being replicated in communities across the country and overseas. This is an idea whose time is now.



“People tell us, ‘Without this, we don’t know how we could make it.’ They will say they’re no longer hungry, all thanks to White Pony Express! It’s just a blessing.”

LILLIAN ADEMOLA, FOOD ADMINISTRATOR, AGAPE INTERNATIONAL CHURCH, ANTIOCH

3-YEAR OBJECTIVE & STRATEGY

OVERARCHING OBJECTIVE

To secure broader visibility and ongoing support for WPE's unique food recovery model.

STRATEGY

To achieve the objective, we will transition from last year's internal focus and direct our efforts externally.

TONE

WPE is a values-driven organization guided by our founding principle: UNITY. We are one human family and the way we do what we do is key to our success.



"Our last strategic plan focused on internal systems and processes, which we successfully honed and streamlined. Our new strategic vision is focused externally—on sharing our efficient, pioneering food recovery model broadly and offering a lasting solution to hunger and marginalization."

EVE BIRGE, CEO

STRATEGIC GOALS

1. Partner with Public Officials and Decision-Makers to Elevate the Food Recovery Model
2. Enhance Communications & Marketing Efforts
3. Establish New Donor Relationships
4. Increase WPE's Visibility Beyond Contra Costa County



"People don't buy **WHAT** you do; they buy **WHY** you do it."
SIMON SINEK, AUTHOR AND FOUNDER OF THE OPTIMISM COMPANY

WPE 2024-2026 OBJECTIVES

PROGRAMMATIC OBJECTIVES

- Launch the CA Food Recovery Coalition.
- Extend the reach of the Food Rescue Hero app-based initiative.
- Secure new food donor partners to meet the increased need.
- Share the WPE model in the US and internationally.

FINANCIAL OBJECTIVES

- Seek multi-year donations to sustain WPE's growth trajectory.
- Secure financial and in-kind donations that sustain operations and meet the community need.

CUSTOMER/CONSTITUENT OBJECTIVES

- Actively participate in and influence the public policy arena.
- Move nonprofit organizations off the waitlist and on to our distribution schedule.
- Widen our circle of volunteers.

INTERNAL/OPERATIONAL OBJECTIVES

- Move to new headquarters while sustaining current operations.
- Improve marketing efforts, including social media impact, storytelling, and news articles.



"WPE is a gift from above. The food helped me get stronger. I was severely underweight. I have strength now! Physically, emotionally, the food has made such a huge difference, and I feel supported now . . . It's like Christmas every Sunday."

WPE FOOD RECIPIENT

OUTPUTS, OUTCOMES, AND IMPACTS | METRICS '24 – '26

PROGRAMMATIC

- Engage with and enlist 10+ new CA-based nonprofit organizations in the CA Food Recovery Coalition.
- Secure at least 15 new food donor partners.
- Increase daily average food rescued from 9,000 to 12,000 lbs.
- Provide technical assistance related to implementation and/or scaling to 5+ national or international food recovery groups.
- Grow the reach of the Food Rescue Hero app by 20%.

FINANCIAL OBJECTIVES

- Secure a minimum of 5 new multi-year financial contributors.
- Increase financial and in-kind contributions by 10%.

CUSTOMER/CONSTITUENT

- Measure customer satisfaction through an annual survey.
- Present the WPE model to a broader audience (10+ in-person presentations).
- Reduce nonprofit recipient wait list by 30%.
- Increase volunteer hours by 15%.

INTERNAL/OPERATIONAL

- Move operation to 2470 Bates Avenue in Concord.
- Hire a marketing manager.
- Complete integration of Salesforce in development, communications, volunteerism, and operations.



"The most accurate measure of community is the compassionate actions of its members."

CORETTA SCOTT KING

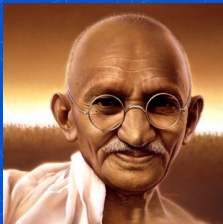
TARGET AUDIENCES

EXTERNAL AUDIENCES

1. Nonprofit food recipients
2. Financial donors
3. Food donors
4. Food recovery organizations
5. Local, state, and federal politicians
6. Local and national media

INTERNAL AND STAKEHOLDER AUDIENCES

1. Volunteers
2. Staff
3. Board members
4. Large individual donors




“Be the **CHANGE** you wish to see in the world.”
MAHATMA GANDHI

2024 ORGANIZATIONAL BUDGET

Revenue	
Foundation Grants	\$1,331,390
Individual Donations	\$935,282
Corporate Grants	\$465,000
Government Contracts	\$394,600
Special Event Revenue (Online Auction)	\$60,000
Investment Income	\$113,728
Reserve Drawdown	\$642,203
Total Revenue	\$3,942,203
Expenses	
Personnel	\$1,724,967
Professional Fees	\$130,350
Operations	\$1,441,568
Move Expense	\$645,318
Total Expenses	\$3,942,203



A woman with dark hair pulled back, wearing a white jacket and a pink cardigan, is smiling and looking down at a tray of food. The background is blurred, showing other people in a social setting. The image is overlaid with a blue gradient on the left side.

“White Pony Express is not in the food
distribution business - We are in the
business of love.”

DR. CAROL WEYLAND CONNER, WPE FOUNDER



THANK YOU!

