




White Pony Express Strategic Plan

2022 – 2023





“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, June 2021

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Letter from the Executive Director

Dear friends,

Some of you may not know how we arrived at our name, White Pony Express. Many are familiar, however, with the Pony Express. Known for its fast and reliable deliveries, this historic service revolutionized distribution and supply systems across the United States. Connect this concept to a white horse, a symbol of unity for many faith streams, and we have a name that perfectly personifies what we do.

White Pony Express has seen tremendous change over the last two years. The increase in need for our services prompted by the pandemic – and the pandemic itself – tested our team and beloved volunteers. Food deliveries were pushed to nearly three times what they had been in early 2020, and because we are an organization driven by love, we met the call, responding with “yes” to every request. This incredible feat was accomplished with the same staff, the same budget, and the same physical space. We did not shut our doors a single day, knowing that would mean that people would go hungry.

As a result, we are effectively a new organization today. And while we were built for this work, there is still much to prepare for the growth ahead. The pandemic has laid bare the tremendous need among our most vulnerable populations. Not only are we compelled to respond to this need, we must create a template that can be replicated in other communities. To this end we will focus on infrastructure, deepening the impact of our programs through greater connectivity, improving our use of technology and data, and building relationships with community partners.

We are privileged to join hands with so many allies and friends in the spirit of **all of us taking care of all of us**. This work is love in action.

Very warmly,
Eve Birge

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.

THE CIRCLE OF GIVING

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



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



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



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



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



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



"White Pony Express saved my life. It's hard to ask for help when you're struggling so much. 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



Impact

In just eight 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**

“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**

80+ ACTIVE
RECIPIENT
PARTNERS

8 YEARS

900K+
CLOTHING,
SHOES, BOOKS
AND TOYS

18M+ POUNDS
OF FOOD

400+ ACTIVE
VOLUNTEERS

**12 SCHOOL
PANTRIES**

120K PEOPLE SERVED
IN COMMUNITY

17K TONS OF GREENHOUSE GAS
PREVENTED

What Is Our Two-Year Objective?

To position White Pony Express to successfully manage and integrate the growth it has experienced in the last 18 months and its anticipated growth in 2022 and 2023.

What is Our Strategy?

To meet the objective, we will continue to enhance, grow, and improve WPE's infrastructure using best practices to attain a 'gold standard' operation that can be easily replicated.

WPE needs to define, plan for, and execute on the organization's naturally occurring growth in every phase of its business, including:

- Program development.
- Financial management and reporting.
- Integrated data system and improved technology.
- Increased donor funds and in-kind donations.



"WPE will grow by helping others create organizations similar to ours. This can already be seen in the requests for technical assistance we have received from new friends in Los Angeles; Washington, DC; Aurangabad, India; and the Vatican. The word is out."

- **Gary Bostick, WPE Operations Manager**

"WPE was chosen to participate in the United Nations' Food Systems Challenge as one of 29 "solutions" out of more than 500 submissions. Our team's solutions were presented to U.N. constituencies at the 2021 Food Systems Global Summit, as well as to partners who might have the resources to scale the solution to a state, national, or global level. It's refreshing to see the momentum to build a better food future for everyone!"

- **Tim Letzkus, WPE Development Team Volunteer**

WPE Strategic Objectives:

1 Programmatic Objectives

To inaugurate the Food Rescue Hero program and engage at least 200 active users on the app by 2023.

To develop a new model for clothing and goods that is aligned with the food rescue model and enables pre-pandemic distribution levels.

2 Financial Objectives

To increase in-kind donations by 20% by 2023 to serve the growing need.

To increase financial donations by 20% by 2023 to support sustainability.

To increase multi-year donations to sustain WPE's growth trajectory.

3 Customer/Constituent Objectives

To increase volunteer base by 20% by 2023.

To actively participate in and influence the public policy arena related to Senate Bill 1383 as evidenced by at least three new partnerships with cities, municipalities, and/or the county.

4 Internal/Operational Objectives

To increase efficiency through integrated data and improved technology, including deploying a new CRM by 2023.

To expand targeted communication among our various audiences to achieve respective and specific goals.



"WPE is a gift from above. I was about to give up hope after experiencing rejection after rejection. It was tearing me apart. I gained some weight, just because of White Pony! 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

WHITE PONY EXPRESS

Organizational Budget

2022 Projections

Revenue

Foundation Grants	\$ 1,279,720.00
Individual Contributions	\$ 738,700.00
Corporate Contributions	\$ 251,300.00
Government Contracts	\$ 209,900.00
Special Event Revenue (Online Auction)	\$ 17,000.00
Investment Income	\$ 180.00
Miscellaneous Income	\$ 3,200.00

Total Revenue

\$ 2,500,000.00

Expenses

Personnel	\$ 1,412,532.59
Professional Fees	\$ 134,600.00
Operations	\$ 888,607.30

Total Expenses

\$ 2,435,739.89

Net Income

\$ 64,260.11

Our Vision

To build on the generous nature of Americans, so that a consciousness is born wherein it becomes natural for all to help one another. When that consciousness is widespread, there will be no more hunger and no more poverty.

Our Mission

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

Our 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 any 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.



In selfless service, the comfort of others is our convenience, their health our own healing, their happiness our delight. In giving one's life for others, one gains more life for oneself. Sheltering others in one's heart makes one inhabit theirs. An act of helpfulness, a word of comfort, the spontaneous warmth of selfless love gives to others what they greatly need. Their natural thoughts of gratitude and goodwill that flow from this, the heightened surge of their spirit, and the increased flow of pure love released by a selfless act bring to the giver infinitely more than he can ever give. Then at last is unlocked the key to lasting happiness!



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