The planning process produced a revised and updated mission and vision statement for the agency. In reworking these foundational statements, board and staff considered the connection that MOW builds with clients, as well as how to depict clients and services in a way that emphasizes the strengths of each.

VISION: The agency envisions a world where all older and homebound adults in Hillsborough County have enough to eat and are connected members of the community.

MISSION: The mission of Meals on Wheels of Hillsborough County is to create connection and enrich the lives of older and homebound adults who live independently through nutrition, social engagement and community services.

MISSION ADVANCEMENT
- Increase clients awareness of what we offer and its value, and how to join us
- Increase current and prospective supporters awareness of who we serve, what we offer and it's value, and how to join us
- Deliver frequent and consistent stewardship of supporters.

ORGANIZATIONAL CULTURE
- Establish shared awareness and support of all organizational goals
- All staff, board, and volunteers have clear pathways to engage and excel in their roles
- Create a Speaker's Bureau

PROGRAMMING
- Drive innovative programming and manage growth through increased data analysis
- Enhance our ability to provide services by strengthening supply chain
- Enhance our ability to provide services by using technology