



mothers' milk bank
of north texas
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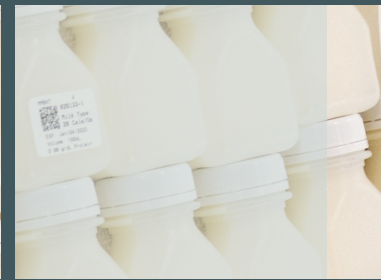
2025-2030

Strategic Plan

BREASTMILK • PUMPED MILK • DONOR MILK • EVERY DROP CONTAINS A MIRACLE.

MISSION

To improve the health and survival of infants through **breastfeeding advocacy** and the safe, equitable provision of **pasteurized donor human milk**.



VISION

Envision a future when all babies have the opportunity to receive human milk and parents are supported in achieving their breastfeeding goals.

Organizational Values

SAFETY

Maintain rigorous compliance of operational practices in accordance with standards and regulations to protect the quality and integrity of every bottle of donor human milk.

HEALTH & WELL-BEING

Advance infant and maternal health outcomes by fulfilling our mission and driving lasting improvements in North Texas and beyond.

COLLABORATIVE IMPACT

Engage community partners to prioritize advocacy and education, emphasizing shared goals and driving meaningful change.

SUSTAINABILITY

Preserve long-term viability through financial health, talent development and responsible stewardship.

ETHICAL RESPONSIBILITY

Ensure equitable and inclusive practices for employees, partners and the communities we serve.

2025-2030

Focus Areas & Goals

The strategic plan for Mothers' Milk Bank of North Texas outlines key focus areas that strengthen our mission and vision to provide safe donor human milk to fragile infants and advance breastfeeding advocacy and education to support the families we serve.

Centered on growth, sustainability, and community impact, the plan sets clear goals to expand access, enhance operations and deepen our connections with healthcare partners and donor families.



Donor Recruitment & Retention

GOALS:

Attract new, committed donors from diverse communities to meet the growing demand for donor milk.

Foster strong relationships with milk donors to ensure sustained participation.

Programs

GOALS:

Increase initiation, duration and exclusivity of breastfeeding through comprehensive education.

Strengthen self-efficacy of frontline community healthcare providers to support use of human milk.

Expand equitable access to donor milk for short-term supplementation to support breastfeeding goals.

Enhance bereavement support to donors and community.

Sustainability

GOALS:

Advance public policy, knowledge and perceptions to normalize human milk use for improved health outcomes.

Maintain commitment to innovative solutions that strengthen and preserve the donor milk supply.

Cultivate a productive, engaged and high-performing team.