OVERCOMING HUNGER

UTILIZING SALESFORCE & BIRDSEYE FOR FOOD SECURITY

provisio partners

Opening Statement

Hunger is one of many factors facing individuals who are food insecure. Homelessness, unemployment, financial instability, and many other barriers are challenges for these individuals and families, and it requires a holistic approach to understand and work to address these barriers.

Using Salesforce, organizations can uncover the roots of the barriers and work comprehensively with the client to address them while tracking their services and interventions within the system. Salesforce allows for a bird's-eye view into an individual or family's program participation; with this knowledge, organizations can improve communication and services to help those in need. This unification of data enables organizations to track those they serve and gain valuable insight into those who still need help. Ultimately, the Salesforce platform allows food security programs and organizations to focus on what matters most: serving those who are food insecure.

Food Insecurity and How it has Affected the U.S.

Food Insecurity is defined as the disruption of food intake or eating patterns because of a lack of money and other resources.[1] On a basic level, individuals who experience food insecurity may not know where their next meal will come from.

FOOD INSECURITY WILL AFFECT

1 2 3 4

INDIVIDUALS THROUGHOUT THE UNITED STATES THIS YEAR

EXPERIENCED FOOD INSECURITY

IN 2018

37.2M
PEOPLE

11.2M
CHILDREN

IN 2020

54M
PEOPLE

18M
CHILDREN

According to the USDA, food insecurity will affect one in four individuals throughout the United States this year.[2]

In 2018, about 37.2 million people and 11.2 children experienced food insecurity. However, since 2020, that number has grown to a staggering 54 million people, including 18 million children.[3]

Hunger affects children, adults, and seniors every day. It's become an even more significant issue since the pandemic hit—impacting people due to job loss, financial instability, eviction, homelessness, and lack of USDA-mandated school lunch programs without in-person schooling.

ADVERSE EFFECTS OF COVID-19 ON HUNGER

Because of COVID-19, food pantries have struggled to stay afloat for many reasons, let alone assist those in need of food. Due to the increasing number of individuals affected by COVID, staffing became an issue. Once a pantry no longer has the staffing and volunteer help to serve those in need, they're forced to shut down production and service to those dependent on these services. And what's worse, due to staffing constraints and even extreme weather changes, many pantries have struggled to keep food from spoiling or to obtain long-lasting food—making it even more challenging to feed others.

THE STRUGGLES THAT FOOD SECURITY PROGRAMS FACE

Food security programs, food banks, and pantries have struggled to understand who their clientele is and how to reach them. Most organizations target a very localized area within walking distance of those in high-poverty areas. In some instances, food banks and pantries can be saturated in specific neighborhoods, leaving different parts of a city dry of hunger relief—and those in hunger without proper resources are forced to travel far from their current location for food and assistance.

Many hunger programs partner with external organizations scattered throughout surrounding areas to create new access points to fresh produce and non-perishables. Another alternative to this is providing a localized area with mobile food banks to feed and assist those who need it. Both of these solutions help to deliver convenience and consistency for those in hunger. However, many hunger programs still struggle with monitoring, tracking, and reporting on program participation, who and how many individuals are being served, and where a lack of service is within a specific geography, demographic and more.
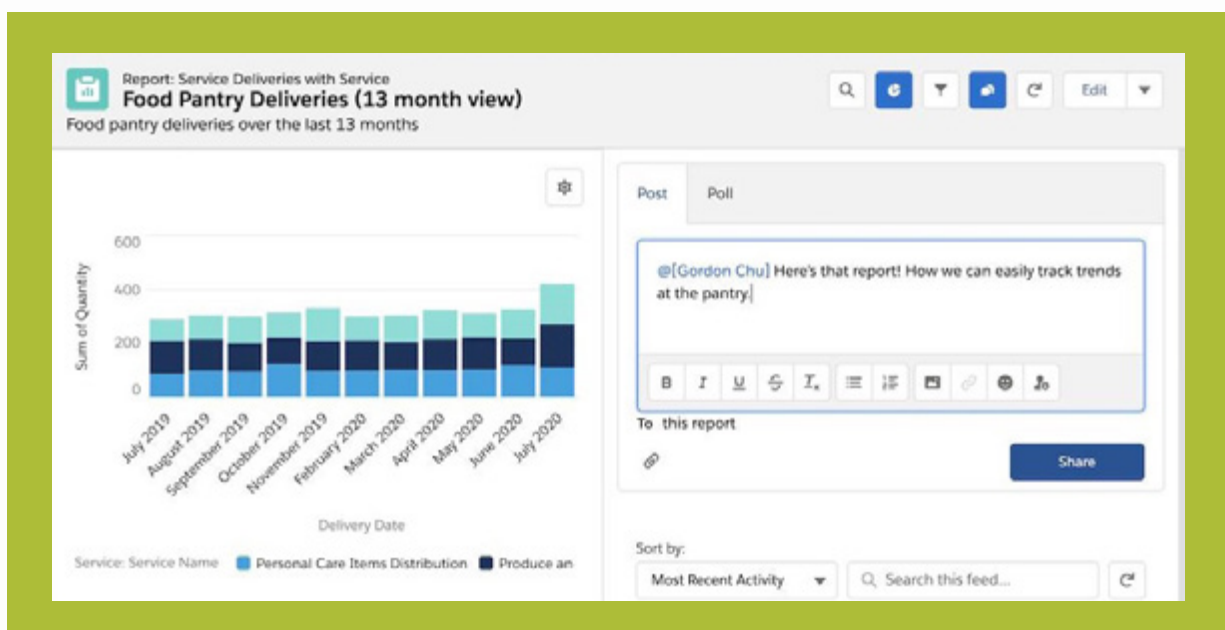
FOOD SECURITY PROGRAMS NEED A RELIABLE SOURCE TO HOUSE DATA

Food security programs struggle overall with utilizing technology to serve their clients. This leaves a gap in the data available to help tell their story. Many organizations are reliant on community partners to provide essential resources such as food and staffing. Without the data to continue to advocate for their program, organizations can lose their partners. Food security programs need a reliable and centralized data source to house their data surrounding the individuals they serve, household information and relationships, and program participation. With a robust CRM, programs could more clearly define their efforts to combat food insecurity and communicate to their community, referral partners, and stakeholders.

SALESFORCE & BIRDSEYE FOR FOOD SECURITY PROGRAMS

Salesforce provides flexibility that can adapt to an organization's needs. It's configurable and provides workflow automation, centralized data management and impact reporting to meet any programs' unique needs. Salesforce Nonprofit Cloud enables organizations to unify fundraising, program management, and marketing to deliver experiences that surpass the expectations of today's stakeholders and drive next-level change and impact.

Birdseye, Provisio's proprietary case management system, allows organizations to create and automate reporting and manage program outcomes. In turn, food security programs can show the real social impact of programs and services in the communities they serve. With Salesforce's Nonprofit Cloud and Birdseye, organizations can manage their entire business from a single source, eliminating the barriers between data and processes.

TOGETHER, NONPROFIT CLOUD AND BIRDSEYE CAN HELP FOOD SECURITY PROGRAMS WITH:

- Creating and automating your reporting that will assist in managing outcomes so you can show the real social impact of your programs and services in the communities you serve

- Reporting and analytics functionality in birdseye provides ease of access and productive use of the data necessary to enhance support and management of your programs with clear metrics

- Giving one trustworthy source of data - holds information like volunteer records (the lifeline of food bank organizations), donor information, and program participants

TABLEAU AND TABLEAU CRM FOR VISUALIZING PROGRAM DATA

Salesforce allows for easy data extraction, so any food security program will get an accurate view of the numbers and the people they serve and hope to help in the future. Tableau and Tableau CRM, formerly known as Einstein Analytics, provide a more in-depth understanding of data, with responsive dashboards and visual mapping that enables an organization to visualize the communities they serve. It also measures their program's impact with real-time insights into funding streams, communities being helped, or an approximation of how many individuals a program is feeding.
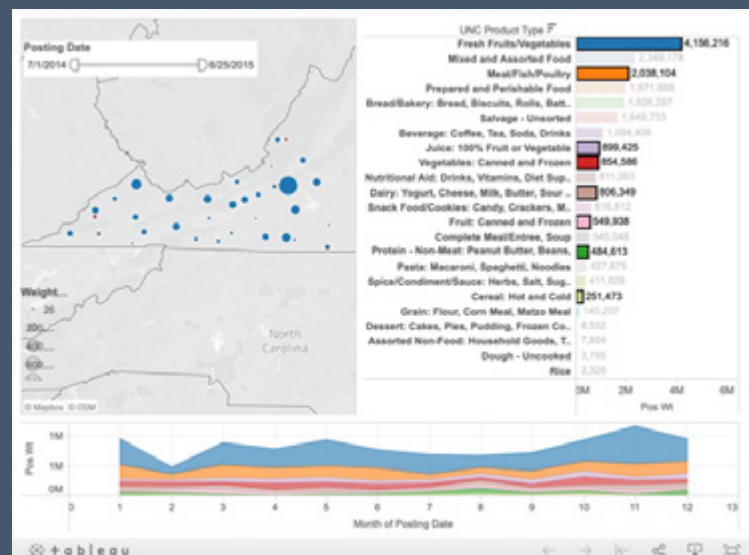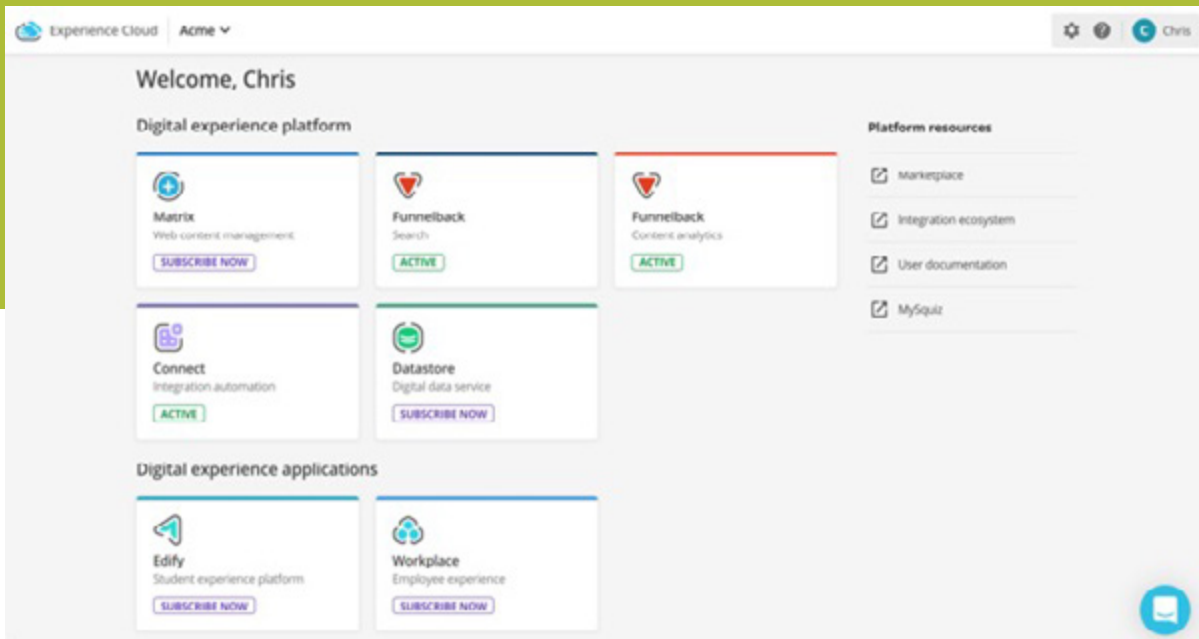

TABLEAU CAN HELP ORGANIZATIONS TO:

- Utilize data-rich dashboards and localized, multi-layered mapping to gain a detailed understanding of the communities you are serving

- Visualize and interactively showcase your data

- Allow your organization to be more data-driven—making it easy to review and control your data that can tell the story of your organization's performance

TABLEAU CRM CAN HELP ORGANIZATIONS TO:

- Visualize your data, providing you with a 360-degree view of your organization when using Salesforce

- Build-out dashboards that will highlight your data's most essential features, gaining insight into your complete data story

- Better manage grants and help you to make impactful program decisions

- When paired with Salesforce, get the complete picture of your services

EXPERIENCE CLOUD AS A COMMUNICATION DEVICE FOR PARTNERS, CONSTITUENTS, AND KEY STAKEHOLDERS

Salesforce's Experience Cloud allows organizations to quickly create fully customizable portals, forums, and websites while also reducing time and energy by allowing community partners and stakeholders to get the information they need quickly.

Experience Cloud can Help Organizations:

🖐 Streamline business processes and extend them outward so everyone in your organization's ecosystem can serve clients more effectively

🖐 Reduce time and labor with the data management center allowing team members to get the information they need quickly

🖐 Create a Resource Hub for volunteers where they can sign up, take online training (if required), and ask questions, helping your volunteers' management team

The ability to manage programs and services while making data-driven decisions is critical to future impact. When organizations have that depth of knowledge, they can find the right resources to help people in need. Salesforce enables food security programs to break down barriers and allows the organization to focus on the individual—while Salesforce handles the data. With the help of Provisio Partners' consulting expertise, your organization can become fully data-informed, so you can focus on relieving hunger in your communities.

References

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Founded in 2017, Provisio Partners is focused on empowering changemakers with the right-fit Salesforce solution so they can connect their one, true mission with the people who need it the most.

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