



Feeding America: Improving the Way America Gets Fed

Partner Name:

Feeding America

Location:

Chicago, IL, USA with more than 200 food banks serving all 50 states, DC and Puerto Rico.

Partner Since:

2001

Industry:

Hunger-Relief

Aidmatrix Applications:

- SCM: Online Ordering Module
- SCM: Online Auction Module
- SCM: In-Kind Donations Management Module
- Fundraising: Virtual Aid Drive

Programs:

- DonorExpress™
- AgencyExpress™
- Choice™
- Virtual Aid Drive™

Critical Humanitarian Challenge

Every day, more than 49 million Americans struggle with hunger. Aidmatrix and Feeding America, the nation's leading domestic hunger-relief charity, partner together to use technology in the fight against hunger in the United States. Feeding America helps provide food assistance to more than 37 million people each year. Traditionally, Feeding America, their food bank employees, and their 61,000 hunger-relief agencies processed product donations manually, via fax or telephone. Aidmatrix partnered with Feeding America to tackle this challenge by creating systems that maximize the efficiency of the Feeding America network of food banks and ultimately, to serve more people in need.

Business Case

In 2001, Feeding America partnered with Aidmatrix to bring for-profit supply chain management technology to the nonprofit world, forever altering the way food banks provide relief. Together they developed these online hunger-relief solutions: DonorExpress™, AgencyExpress™, the Choice™ System, and Virtual Aid Drive™. Feeding America and its nationwide network of food banks can now receive products more quickly and efficiently than ever before. In 2002, Aidmatrix was honored as Feeding America's Technology Donor of the Year.

Program Benefits

- Improved efficiency to work with large food manufacturers who want to contribute bulk donations
- Maximized and efficient sharing of donations
- Reduced operational costs and administration time for Feeding America and the food banks
- Increased visibility of available inventory to food banks and agencies
- *Bottom line: More food is delivered more quickly and cost effectively to people struggling with hunger*

"Aidmatrix is a long-term partner who has delivered creative and high quality results and continues to invest back into the partnership to help us in our fight against hunger," stated Maria Hough, Vice President of Logistics for Feeding America. Partnering with Feeding America, Aidmatrix created the following technology to continue to enhance the hunger-relief effort for food banks across the country. Each system enhances the food bank network to help provide better aid to more people.

DonorExpress™: Enhancing the Bottom Line Through Donations

Developed in 2002, DonorExpress™ empowers manufacturers to make their product donations available to Feeding America online. These manufacturers gain tax benefits and improve their bottom line when they donate their surplus goods through our online system. Many of the nation's top food companies donate their excess products through this system and all of Feeding America's more than 200 food banks have access to the donations.

Choice System™: Providing Food Banks More Ordering Options

With the Aidmatrix Choice System, food banks can better choose the food they want to provide their agencies. Developed by Aidmatrix, Feeding America, and the University of Chicago in 2005, Choice is an online auction system through which each food bank is delegated a certain number of points. The points are based on factors such as the number of people they serve and their respective poverty level, with more points going to those with the greatest need. As the available food is posted online, each food bank can bid their points toward the foods they want, by way of a twice daily online auction.



Feeding America Partner Success Story — Continued

"Using Aidmatrix's hunger relief solutions is all about partnership. They understood what would make us more efficient, and they helped us have a stronger impact so we can feed more people."
- Noreen Zahner, Director of Quality Assurance, Harvesters

If you are a member of Feeding America and you are interested in how you can partner with Aidmatrix, please contact us at info@aidmatrix.org

Many food banks also receive perishable donations straight from local farmers during the harvest. Through this system, those food banks can receive extra points for future selections by trading in some of those products (that are excess inventory) with other food banks. Donations used to be mainly a push-driven market: food banks would accept almost all donations they were given without preference, even if they could not possibly distribute it all to clients in their community. Now Choice enables food banks to "pull" or select what they need. After only the first year of the Choice System's implementation, the amount of distributed donated product from national donors increased by 50 million pounds.

AgencyExpress™: Connecting Food Bank Inventory to Agency Needs

Launched in 2001, the Feeding America - Aidmatrix partnership created an online shopping cart solution known as AgencyExpress™, to enable hunger-relief agencies to order products more easily from their local food bank. Food banks display their available inventory online, and hunger-relief agencies log on, view that inventory, and place their orders 24/7. Now, more than 30 food banks and over 10,000 agency locations use this solution, yielding more than 200 million pounds of food processed in 2008. The net result: AgencyExpress helps food banks and agencies reduce their administrative costs and allocate their resources in more productive ways to serve those who need it most.

Virtual Aid Drive™: Delivering an Easy-to-Use Humanitarian Relief Fundraising Campaign

Many Feeding America food banks also use the Virtual Aid Drive™, in which donors, corporate or individual, can go online and submit financial donations. This tool offers food banks a simple and effective way to do online fundraising while simultaneously educating the donor on the impact of their donation. The value for the food banks is that they can stretch a one dollar donation into 14 dollars with their bulk purchasing power so they can buy exactly what is needed. In addition, the virtual component reduces the amount of time spent with traditional physical food drives. Corporations also sponsor Virtual Aid Drives™ and hold corporate giving campaigns to raise money for local food banks, thereby leveraging the online aspect to engage their employee base nationwide. These drives help educate the public on the benefits of donating cash which better empowers the food banks to purchase the items they need. Enough funds have been raised through this technology to feed more than 12 million meals.

Impacting Hunger Relief Across the Nation

These technologies are tools that help Feeding America change the way they fight hunger in America. Combined, DonorExpress™ and Choice™ process more than 550 million pounds of food per year. AgencyExpress™ provided more than 200 million pounds of food to families all over the country in 2008. In today's economic climate, the number of hungry people and families is on the rise so it is critical that Feeding America has tools that increase their efficiency. Aidmatrix and Feeding America look forward to working together to continue to provide excellent tools to serve hungry Americans.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including more than 13 million children and nearly 3 million seniors. Serving the entire United States, more than 200 member food banks serve 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit feedingamerica.org.

