

- Improved communication with SharePoint-based intranet
- Accelerated knowledge-sharing among member food banks
- Increased operational efficiencies through SharePoint with related organization-wide cost savings

## SharePoint Solution Supports National Hunger Relief Efforts

*“Our new SharePoint-based intranet is improving communication, collaboration and knowledge sharing across our network of food banks. This is a strategic project that will help us to reach our mission—to feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.”*

– Kevin Lutz, Vice President of Technology, Feeding America

### Client Profile

Feeding America (formerly America’s Second Harvest) helps provide food to the people who need it most. Feeding America is the largest charitable hunger-relief organization in the U.S. The organization coordinates a network of more than 200 member food banks and food-rescue organizations to serve all 50 states, the District of Columbia and Puerto Rico. Each year the Feeding America network distributes more than two billion pounds of donated food and grocery products. This is accomplished in close coordination with approximately 63,000 local charitable organizations that operate food pantries, soup kitchens, emergency shelters and other programs targeted at those in need. More than 25 million low-income people facing hunger in the U.S., including nine million children and three million senior citizens, benefit from the Feeding America network on an annual basis.

### Business & Technology Challenge

Feeding America is the nation’s primary distributor of charitable food donations, including 2.2 million pounds of fresh produce each week. To accomplish its mission, Feeding America needs to rapidly take food donations and move food to the food banks that then distribute and store food for local charitable organizations. This is a very collaborative process that requires a high-level of communication and coordination.

As the Feeding America network grew, it became apparent that technology played a critical role in the organization’s ability to share information and quickly act on it. It also became apparent that Feeding America would require a stronger information technology solution to meet its strategic goals. These goals included feeding one million more people each year and increasing food distribution from two to three billion pounds in five years.

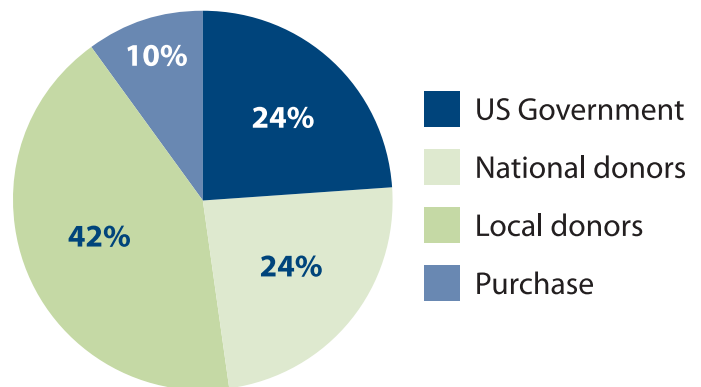
Feeding America recognized that it had outgrown its current intranet system, an ASP custom-built application that had served the organization well, but was not designed to accommodate the growing number of network participants. Feeding America also saw this situation as an opportunity to upgrade its intranet and transition the 200 independent local food banks to one easy-to-use system that would replace manual paper-based processes. Feeding America identified several areas for improvement:

- Knowledge sharing among food bank members, and within Feeding America
- Maintenance of up-to-date location and contact information
- Accurate and timely resource reporting

For example, with their current intranet it was difficult for food bank members in specific roles or with particular talents to find one another. With a growing organization and national meetings just a couple of times each year, it was becoming difficult for members to remember who to contact when questions would arise. In the past, printed “year books” were used as a directory but these became outdated almost as soon as they were printed. Additionally, food bank members requested an online “people search database” to help them locate contacts at the Feeding America National Office.

Feeding America also wanted an efficient way to track and communicate with local donors as more than 40% of the network’s food supply comes from local sources. A streamlined process for managing local donations would speed processing, helping the flow of food through the system. (See chart below.)

### Resources for Over 2 Billion Pounds of Food



Source: www.feedingamerica.org, Chart A

### The PointBridge Solution

#### An Intranet Designed to Harvest and Share Information

PointBridge worked with Feeding America to design and build an enterprise intranet system on Microsoft Office SharePoint Server 2007. Based on the Windows Server 2008 platform, the solution included some custom development work to create a strong foundation for application delivery and improved sharing of information. The SharePoint-based intranet provides Feeding America with an immediate solution to several short-term challenges, and the power to grow to support the organization’s expanding community of member food banks. This ability to support organizational growth will ultimately help Feeding America achieve its longer-term mission which is to eliminate hunger in America.

#### Peer to Peer Knowledge Sharing and Collaboration

Many dedicated individuals and organizations work in unison to feed America’s hungry. The process is simple: donations are made, food is moved, food is stored and food is distributed to those that need it most.

However, the execution is complex and involves the national coordination of donors, volunteers, charitable programs and organizations, facilities and food banks. To succeed and optimize the distribution of perishable items, everyone needs to work together in a highly orchestrated and seamless fashion. When this happens, the 25 million people that need to eat are fed.

PointBridge worked with Feeding America to launch their new SharePoint-based intranet called HungerNet, which immediately improved knowledge sharing and collaboration with food banks by:

- **Sharing distribution best practices and providing benchmarking analytics.** HungerNet offers benchmarking tools that make it easy for food banks to benchmark their effectiveness and learn from leaders.
- **Encouraging the submission and sharing of new ideas by members.** The Feeding America portal site encourages food banks to post original content and recognizes the member banks for their participation and contributions. To keep content relevant, site visitors can rate the content.
- **Supporting food bank operational and network excellence.** Food bank members are encouraged to engage in discussions about the challenges they face and to solicit peer input in their search for solutions.

The intranet also took advantage of SharePoint functionality that allowed for the creation of templated My Sites, or personal pages, for food bank members to standardize the presentation of member information. Members were also encouraged to use SharePoint project workspaces to accelerate cross-team collaboration.

#### Search and Navigation Customizations

In order to fully leverage all that SharePoint has to offer, Feeding America worked with PointBridge to customize the search functionality to make sure the new information that could be shared, could also be easily found. The new intranet offers:

- **Enhanced people and location search capabilities.** The intranet portal offers different views, customized to the needs of different groups of users across the Feeding America organization and extended network of participants. It's designed to help people find the information they need more quickly.
- **Search results based on user relevancy.** As users tag content that is important to them, this information informs ratings for their searches to provide improved results.
- **Role-specific navigation.** Different groups of users have navigation tailored to their interests to ensure that they are not confronted with irrelevant information that will slow their ability to find the information they need. This feature also enhances security by narrowing access to potentially sensitive information.

The new intranet greatly enhanced the organization of online information, making it much easier for all groups of users to find the information they need to support their part of the organization's mission.

#### Accurate and Timely Resource Reporting

The intranet portal plays an active role in the tracking of food resources. A major goal of the project was to provide Web-based, always accessible, accurate and timely reports to track food distribution to ensure that organizational goals are met. The intranet enables:

- **Online food bank resource reporting.** Food banks access the Quarterly Poundage Report (QPR) through the portal and record how much food has been received and moved. Each food bank member updates and

submits their QPR through the portal, which helps Feeding America with resource tracking and planning. Detailed and designed to be highly accurate, the QPR records food receipt and movement by category, such as frozen food and dry goods.

- **Accurate tracking and reporting for grants.** Feeding America receives a large amount of funding from grants and government programs, which require that the organization periodically report on different activities and provide the supporting data to substantiate the figures. The QPR and other reports greatly help Feeding America meet reporting requirements for public and private funding programs.
- **Online food purchasing.** To provide programs and the people they support with the food they need, a small amount of the food that is distributed is purchased. The portal allows users to purchase a limited set of food products based on need as determined by the national Feeding America office.

The ability to track resources online has been the key to the success for the new portal, and will greatly help Feeding America increase its impact in the fight against hunger.

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*"In addition to enhancing the overall communication between the Feeding America national office and its food bank members, the SharePoint intranet portal will also improve reporting and purchasing capabilities to ensure funding and proper food allocation."*

– Michael Gonzaga, Engagement Manager, PointBridge

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#### Results

With the launch of HungerNet, Feeding America has taken a dramatic step forward in its ability to tackle hunger within America. The SharePoint-based intranet portal is now an integral part of the organization's day-to-day operations. The portal was both a necessary and a strategic investment. Timed to coincide and capitalize on the organization's recent rebranding, the intranet provides a user-friendly work space designed to improve the flow of information and resources across a dispersed network of individuals and organizations united in their fight against hunger.

Feeding America has set aggressive organizational goals. This SharePoint solution will facilitate communication between over 200 food banks and 63,000 charitable organizations to improve overall operational efficiencies and collaboration throughout its network. The solution is built to solve today's challenges, and the feedback from the field is very positive. The intranet looks beautiful, it's easy to use, and it's populated with the information that the food banks and the people running the programs need to succeed. It's also designed for growth and encourages organizational excellence through the sharing of best practices and by elevating the role of metrics and reporting.

More than a successful technology deployment, HungerNet is truly making a difference in the lives of people that need the simplest of things to survive. This example of hope exemplifies the success possible when people, process and technology combine to better our world, and lighten the burdens of the less fortunate. As a firm, PointBridge was inspired by Feeding America and chose to make an in-kind contribution equivalent to 20% of the cost to design and build the SharePoint system, ensuring an immediate return on investment and helping to conserve Feeding America's critical resources.

A view of the HungerNet intranet portal home page:

Welcome PointBridgeAdmin | My Profile | My Links | ?  
SITE ACTIONS

SEARCH: PEOPLE LOCATIONS ALL

HOME MY CONTENT NATIONAL OFFICE BOARD OF DIRECTORS ANNUAL CONFERENCE 2009 FEEDING AMERICA BRAND PROJECT WORKSPACES

FOOD AND FUNDS  
OPERATIONS  
GOVERNMENT RELATIONS & RESEARCH  
MARKETING, OUTREACH & EVENTS  
NETWORK LEADERSHIP  
ADMINISTRATION  
KNOWLEDGE & LEARNING CENTER  
GAP DASHBOARD  
TECHNOLOGY

Print Email Text Size

**Major peanut butter recalls announced - Jan 20, 2009**  
**Major peanut butter recalls announced**

On January 18, Peanut Corporation of America (PCA) expanded its recall to include more products relating to peanut butter and peanut paste products. The recalled products were manufactured on or after July 1, 2008, at its Blakely, Georgia plant and are being recalled because of potential *Salmonella* contamination. PCA has stopped all production at the plant as the FDA continues its investigation. Based on this information, and on the current state of the investigation, the FDA recommends that consumers avoid eating products that have been recalled and discard them.

It is likely this product is in your warehouse, as this is the most widespread recall in the history of our network.

Ongoing Information

- All information concerning the peanut butter recall can be found on the FDA's website <http://www.fda.gov/oc/opacom/hottopics/salmonellatyp.html>.

**What Members Need to Do Now**

[Click here for instructions & more info >>](#)

**Latest Breaking News**

- Major peanut butter recalls announced - Jan 20, 2009
- UPS Logistics initiative begins: January 13, 2009

[View the Breaking News Archive >](#)

WHAT'S NEW LATEST RECALLS

**Contacts**

- National Office Directory
- Network Directory
- SDO Directory
- State Assoc Directory

**Toolbox**

- HungerNet Help!
- Apply for a Grant
- Monthly Dashboard
- FA Monthly Board Reports

**Quick Links**

- 2008 Member Contract Info
- Feeding America Logo and Guidelines
- Hunger In America 2009: Participate Now!
- Impact of Farm Bill on States TEAP
- Local Impact Survey Results
- Sign Up for Newsletters
- Subscribe: Network Connection Newsletter

**Applications**

- Acorn Online Training
- Child Nutrition Programs Questionnaire
- Choice
- Network Activity Report (NAR)
- Product Valuation Report 2008
- Monthly Poundage Report (MPR)
- Quarterly Budget Report (QBR)

## About PointBridge

PointBridge ([www.pointbridge.com](http://www.pointbridge.com)), headquartered in Chicago, is a consulting company that connects people to people and people to information. The company builds award-winning collaboration and business intelligence solutions with Microsoft technologies including, SharePoint, Exchange, Office Communications Server and SQL Server.

PointBridge is a Microsoft Gold Certified Partner and was recently named the 2008 Global Partner of the Year Finalist for Citizenship and the 2007 U.S. Central Region Partner of the Year. PointBridge was also honored in 2005 as the worldwide Microsoft Partner of the Year for Advanced Infrastructure Solutions and won the Microsoft Exchange Solution of the Year award.

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