

Nourishing the Finance Function at Feeding America

Feeding America, one of the United States' largest domestic hunger-relief organizations, used Excel workbooks to model future scenarios, making it difficult to accurately predict national food distribution trends. With Prophix, Feeding America can better plan, analyze and predict the path of their donations, allowing them to develop a strategic 10-year outlook.

Feeding America's mission is to feed America's hungry through a nationwide network of member food banks and engage Americans in the fight to end hunger.

Operating: Since 1979

Website: www.feedingamerica.org

Annual Revenue: 2.1 billion USD

Employees: >200 (national office)

ERP: NetSuite

Business Challenges

With over 40 Excel workbooks, budgeting and report distribution was a challenging process for Feeding America. Their financial processes were further complicated by fundraising variables, which were difficult for the Office of Finance to incorporate into Excel. This limited Feeding America's ability to evaluate future scenarios and conduct 'what-if' analysis.

Why Prophix?

Feeding America considered several different Corporate Performance Management (CPM) vendors before choosing Prophix software. It was important to Feeding America that they could track where donor dollars were being allocated, allowing them to identify how specific monetary donations led to a quantifiable number of meals served or pounds of food delivered.

Results

Feeding America now uses Prophix to automate and streamline their budgeting, forecasting, financial reporting, analysis and project planning processes. However, their non-financial application of Prophix is perhaps the most beneficial.



Prophix Customer Story

Improved analysis allows them to develop strategy surrounding investments (i.e. how much to invest and in what channels to secure inventory) and fundraising ROI. This high-level of planning helps secure future donations, as donors can be assured their contributions are being used efficiently and responsibly.

Feeding America also uses Prophix to manage their inventory and understand why people don't take fresh produce off the shelf, especially since stock levels are at an all-time high. This level of analysis optimizes the resources Feeding America has available to help feed American families.

Future Plans

Feeding America plans to expand their project planning model to include operational, personnel, revenue, and CapEx planning. Through this expanded model, board and management reporting will also become an important part of Feeding America's approach to automating financial processes.



About Prophix

Your business is evolving. And the way you plan your business activities and report on them should evolve too. To empower mid-market companies to achieve their goals, Prophix provides an integrated, cloud-based platform to the Office of Finance; one that delivers planning, budgeting, reporting, forecasting and consolidation solutions. With Prophix, finance leaders improve profitability and minimize risk and puts the focus back on what matters most – uncovering business opportunities. Prophix supports your future with AI innovations that adapts to meet your strategic realities, today and tomorrow. Over 2,500 active customers around the globe rely on Prophix to transform the way they work.



www.prophix.com

Prophix Head Office

350 Burnhamthorpe Road W,
Suite 1000 · Mississauga, Ontario
Canada · L5B 3J1

+1 (905) 279 8711
1 (800) 387 5915
info@prophix.com

Other Offices

United States
United Kingdom
Belgium
Denmark
France
Germany
Italy
Luxembourg

The Netherlands
Portugal
Spain
Indonesia
Malaysia
Singapore
Brazil