

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.

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.

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: Microsoft Dynamics NAV



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

Prophix develops innovative software that automates critical financial processes such as budgeting, planning, consolidation and reporting – improving a company's profitability and minimizing its risks. Thousands of forward-looking organizations in more than 90 countries use software from Prophix to gain increased visibility and insight into their business performance.



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