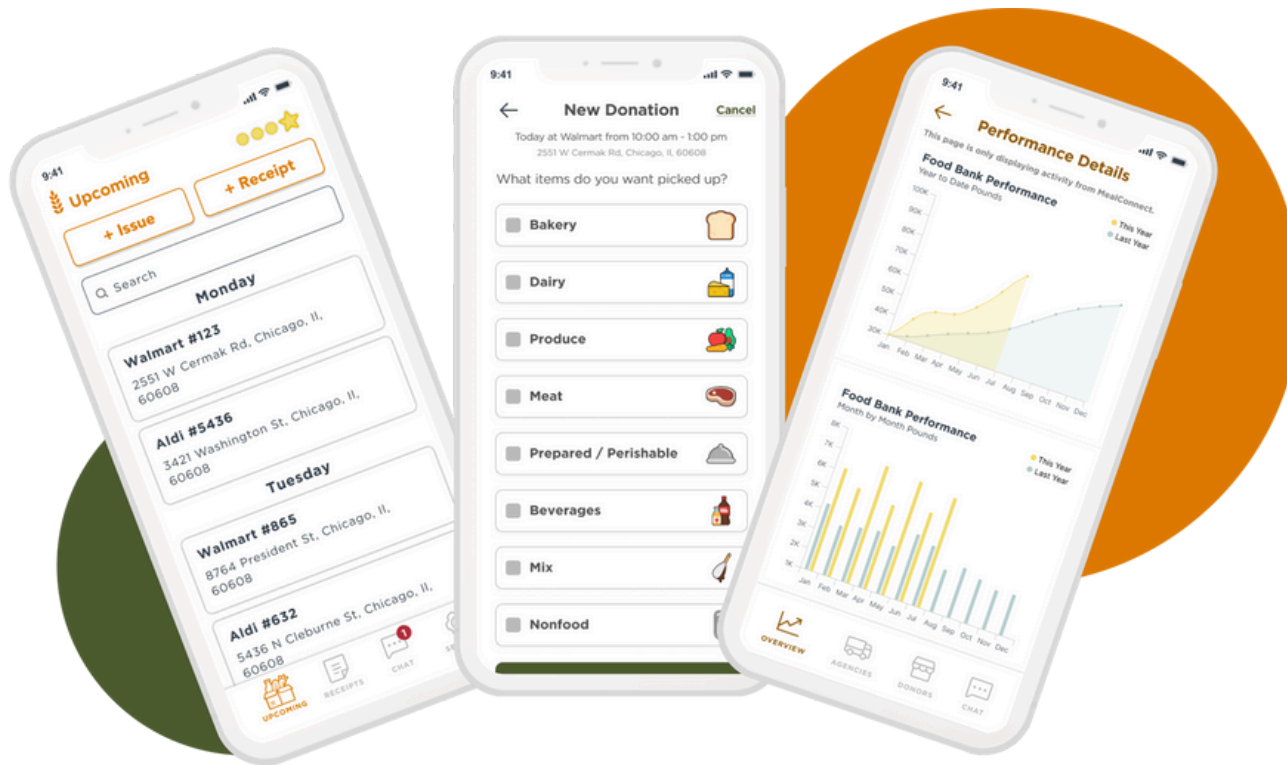


# MealConnect<sup>®</sup>



## Fiscal Year 2024 Impact Report

# Contents

Fiscal Year (FY) 2024 Impact Report

\*Feeding America's fiscal year runs from July 1 - June 30

- 3 A Word from our CIO**
- 4 Community of Supporters**
- 5 MealConnect Team**
- 6 FY24 Metrics**
- 7 What We Rescued**
- 8 Initiatives**
- 9 Major Updates - Desktop**
- 10 Major Updates - Mobile App**
- 11 Function Spotlight**
- 12 Learning Tools**
- 13 Testimonials**
- 14 Looking Forward**





# A few WORDS from our CIO, Maryann Byrdak

Since its inception, MealConnect has transformed from focusing solely on food rescue to becoming a comprehensive, national food-sourcing solution. This evolution marks a significant milestone in Feeding America's mission to end hunger. By utilizing the power of technology, we are now more connected and efficient than ever in bringing food to those who need it most.

Our goal is straightforward yet profound: to harness the strength of the Feeding America network to seamlessly connect food sourcing with food distribution. MealConnect serves as the vital link in this chain, centralizing vast amounts of data in one place. This wealth of information empowers us to understand better whom we are serving, where food originates from, and where the greatest needs and gaps exist. Such insights are invaluable as we strive to grow, scale, and optimize our efforts.

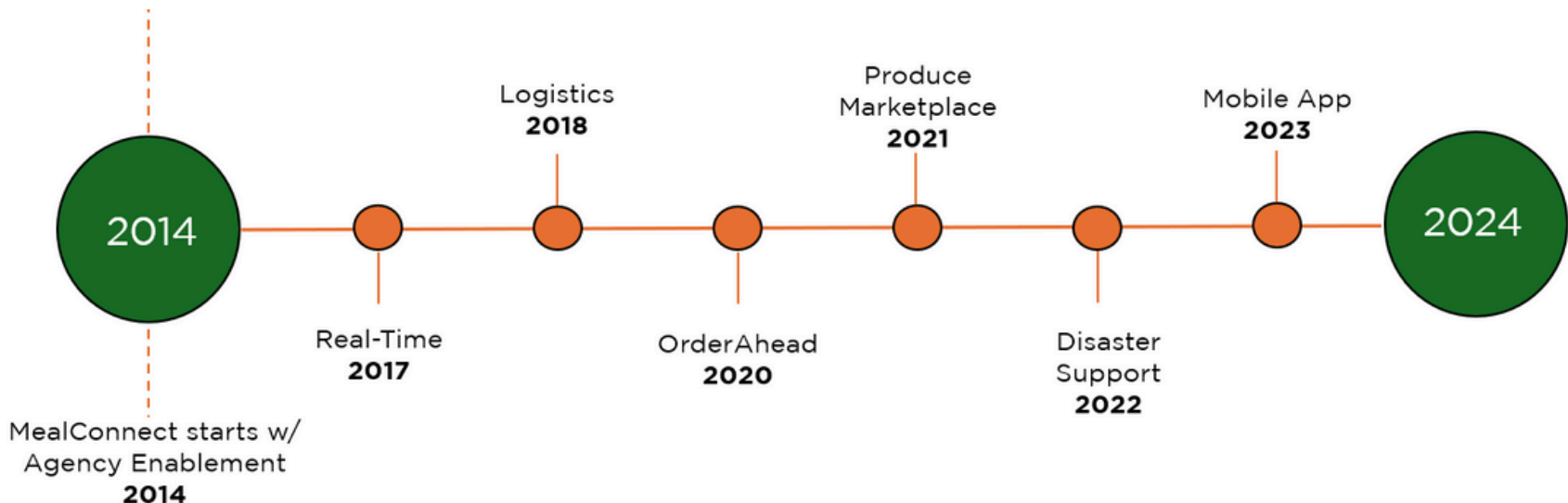
In fiscal year 2024, we made significant investments to enhance MealConnect with the future in mind. These advancements aren't just about upgrading a platform; they're about deepening our impact. Our ultimate vision is ambitious yet achievable: to channel all food sourced by Feeding America food banks through MealConnect. By doing so, we aim to amplify our capacity to distribute food by connecting more agencies to the platform and partnering with others within the Feeding America network to bolster their distribution capabilities.

But we recognize that technology is only as powerful as the people who use it. That's why we remain committed to listening to our clients and communities to understand their needs fully. Their feedback guides us, ensuring that MealConnect continues to be a tool that not only streamlines operations but also truly serves those facing food insecurity.

The integration of advanced technology into our operations marks a new era in our fight against hunger. MealConnect exemplifies how innovative solutions can drive significant change, making it possible to reach more people efficiently and effectively.

As we look ahead, I am filled with hope and determination. Together, leveraging technology and our collective compassion, we can create a future where no one in America goes hungry.

Thank you for your unwavering support and partnership in this vital mission.



# Many thanks to our Supporters

Google.org



Walmart  org



aramco 

*Cargill*<sup>®</sup>

**COSTCO**  
WHOLESALE

Disney

Walmart 



# It takes a lot of people to run MealConnect...

## Leadership



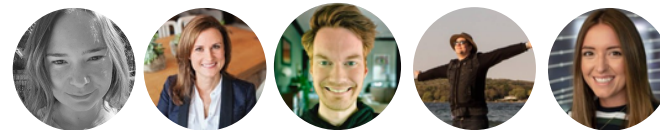
## Program Staff



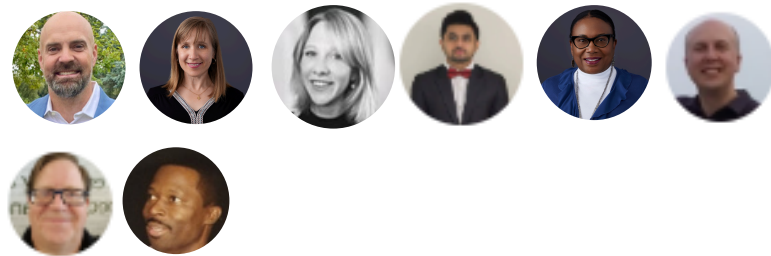
## Developers for the Web



## Developers for the Mobile App



## Feeding America Software Engineer/ Project Staff



## Produce Marketplace Team



## ★ MealConnect Champions



**& SO MANY MORE!!!**

# FY24 IMPACT

**1,404,334,434**

Pounds MealConnect Supported our Network in Rescuing

**1,078,744,960**

Retail Pounds

**325,589,474**

Pounds of Fresh Produce Sourced

**1,170,278,695<sup>a</sup>**

Meals

*(more than enough to feed every person in New York City & Chicago for a month)<sup>b</sup>*

a) Based on USDA guidelines, a meal is equal to 1.2 pounds of food and grocery product.

b) calculation based on 3 meals a day for 30 days using the total population of New York City (8.2M) & Chicago (2.6M) in 2023 (U.S. Census Bureau estimates for 2023).

Retail Pounds in MealConnect in previous years (in white) & Overall Feeding America Retail Pounds (in green)

FY21	FY22	FY23	FY24
798M	833M	950M	1B
2B	2B	2.1B	2.2B

## Scale

**2,092,749**

Total Food Recovery Receipts

**50**

Participating States

**161**

Active Food Banks

**7,648**

Active Agencies

**57,538**

Registered Donor Locations

## Sustainability

**1.4 Billion Pounds of Food Rescued =**

**Mitigates 1,728,922.39 Metric Tons of Carbon Dioxide**  
(equivalent to 374,226 passenger vehicles driven for one year)

**Saves 108,249.48 Million Gallons of Water**  
(equivalent to 163,951 olympic swimming pools)

-Calculated with ReFED's Impact Calculator.  
Methodology: <https://insights.refed.org/methodology?section=impact-calculator>.



# Initiatives

There were various initiatives that the Supply Chain team prioritized in FY24. Every initiative was meant to position our technology to seamlessly work with other food bank systems, increase opportunities for food sourcing, and remove any barriers in the way of an optimal user experience.

## Share@MealConnect

Introducing an easier way to source to yes! Share@MealConnect enables food banks to share or directly allocate food to partner agencies, partner food banks, and affiliate food banks- locally, regionally, and nationally. This tool can be accessed by anyone without logging into MealConnect either by text or email. The tool, which represents our first use of generative AI, was piloted in FY24 and will launch in FY25.

## Simplified Donor Creation

This work aims to make it easier for food banks to add national donors to MealConnect. Instead of filling out and sending in a template, food banks can select from a list of available stores in their service area.

## Mobile App Optimization

Optimization of the MealConnect mobile app was a major priority in FY24. On average, receipting that is done through the mobile app is 3x faster than receipting that is done via desktop. The mobile app is a powerful tool that increases efficiency, improves communication and coordination, and puts retail rescue in the palm of your hand. We will continue to prioritize enhancements to the mobile app to drive adoption. This is further detailed on page 10.

## Inventory System Integrations

In an effort to remove a barrier of usage to MealConnect for food banks, we endeavored to enable integration for additional Enterprise Resource Planning (ERP) systems. Previously, MealConnect had automatic integration with only the Ceres ERP, but now it can also directly integrate with NetSuite and Primarius. Integration with Macola is in progress.



# Major Updates - Desktop

## **Redesigned Connections Screen**

We've made it much easier to connect agencies and donor locations, assign day of the week pickups, and address missing ERP mappings. Day of the week assignments also flow into the mobile app as agencies and donors can see their schedule on the app.

## **Missing Receipts Report**

This new report allows food banks to see which scheduled pickup days show no receipts or issues reported for a given agency to donor assignment, therefore making it easier to track late and/or missing receipts.

## **Improvements to the Donor User Experience**

We wanted to improve the donor user experience and make all of the rich information available on MealConnect easily accessible for donors. To do this, we added the following functionalities:

- Donors can create and manage their own users
- Donors have access to data for multiple store locations
- Additional fields were added to the Donor Summary Report

## **Enhancement to the Produce Marketplace**

To encourage a more streamlined experience, users can now easily receipt produce orders in MealConnect from the *View My Orders* page.

# Major Updates - Mobile App

FY24 saw the launch of a new and improved mobile app.

It brought a suite of enhancements that streamlined food rescue operations:

- Chat functionality
- Gamification of receipting
- Receipt reminders
- Spanish language support
- Food bank dashboard
- Opportunity report
- Produce Guide
- Offline receipting
- Multi-pick, multi-drop
- Duplicate receipt prevention
- Geolocation

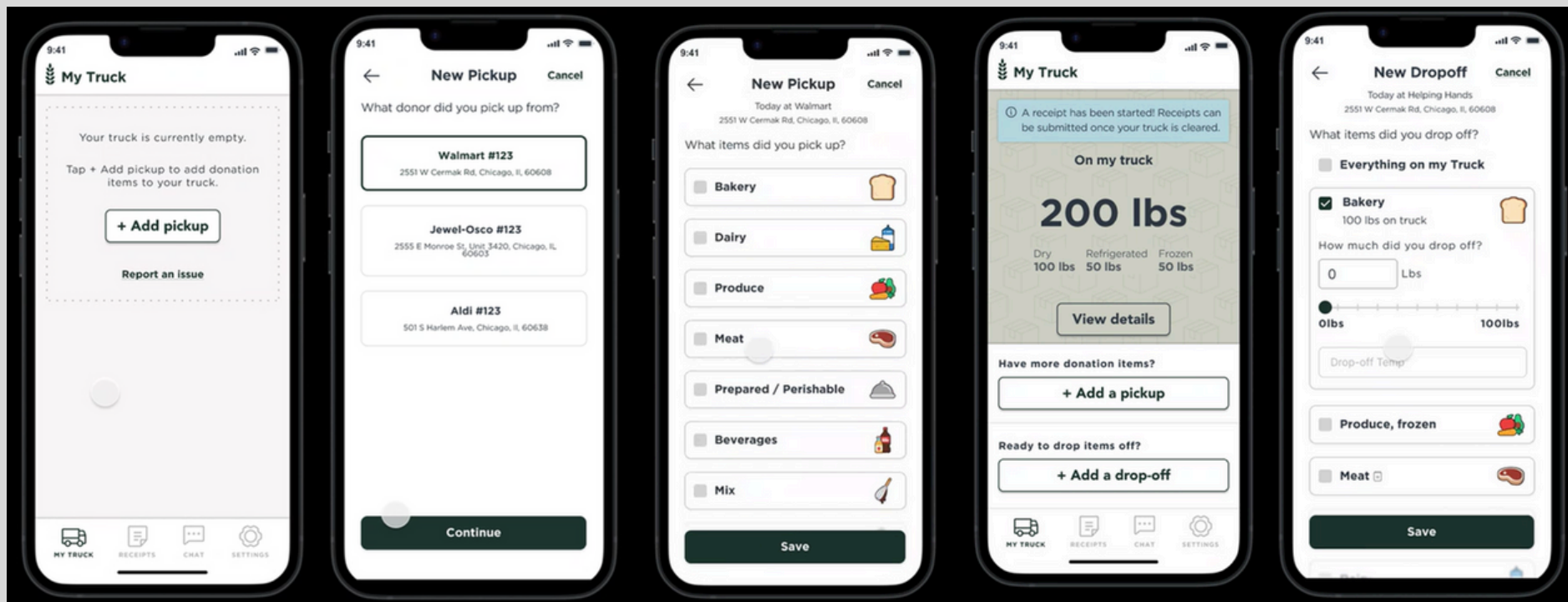
It equipped food bank teams with actionable insights, allowing them to quickly pinpoint agencies showing a decline in receipting and donor locations with reduced food donations, while also significantly reducing reliance on paperwork during visits to donors and agencies.



# Function Spotlight: Multi-Pick, Multi-Drop

A function that we developed and launched at the tail end of the fiscal year was multi-pick, multi-drop.

The goal of the multi-pick, multi-drop function was to enhance MealConnect's **driver functionality** and **logistical efficiency**. This function allows driver users to record **various pickups** and then distribute these items across **multiple drop-off** locations.



# Learning Tools

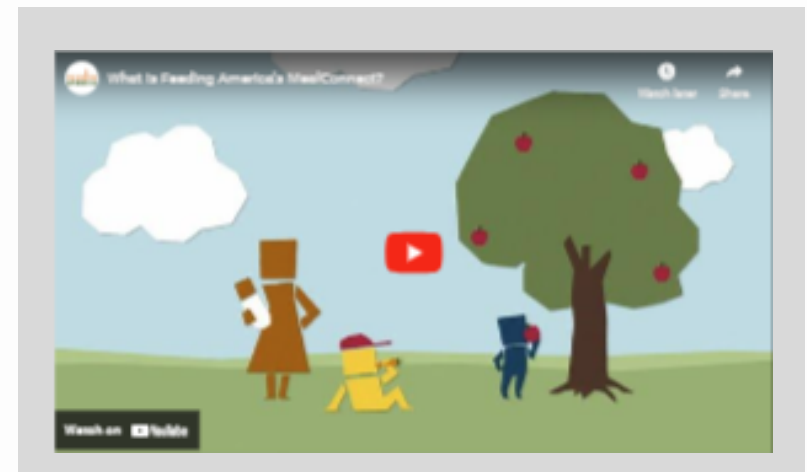
In an effort to have visual tools that tell the story of MealConnect and its impact serving neighbors, we prioritized creating content that illustrated the value of the platform. The MealConnect team partnered with Feeding America's Marketing and Digital Experience team to create two videos.

The ["What is Feeding America's MealConnect?"](#) video details what MealConnect is and how the platform supports the network.

The ["Why Should You Use MealConnect"](#) video was done in partnership with Albertsons, Feeding San Diego & their partner agency [East County Transitional Living Center](#), and Feeding America's Food Industry Partnerships team. The video tells the story of how MealConnect supports the network on the ground as they work to get food to neighbors.

These videos demonstrate our unique position as a network to make an impact on hunger in America.

**Many thanks to Albertsons, Feeding San Diego, East County Transitional Living Center, the Marketing and Digital Experience team and the Food Industry Partnerships team!**



# A few **TESTIMONIALS**

## from our heroes in the Network

Positive Net  
Promoter Score  
for Food Banks &  
Agencies

**"When I opened up [the MealConnect mobile app] to my surprise, it's the information that we need in Fundraising to connect the dots. It's in such an easily accessible form for us. Our information [in house] is not that easily accessible to Fundraising. When I got back, I showed the team 'Look at this! Look at this wealth of information!'"**

**-VP Community Investment, Partner Food Bank**

**"It's user-friendly. Reports are helpful and make our work more efficient."  
"Very simple to enter information, even from your phone. It's very convenient."**

**-Food Resource Manager, Partner Agency**

**"No more paper reporting that is hard to read or store. MealConnect makes tracking and monitoring our receipts easy."**

**-Sourcing Coordinator, Partner Food Bank**

**"Multi-platform access, ease of use for agencies, and centralized reporting are what I love about MealConnect."**

**-Network Services Manager, Partner Food Bank**

# Looking Forward

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In light of increased food insecurity rates, we want to get more food to neighbors in fiscal year 2025. We want to work with Feeding America partner food banks, partner agencies, and teams across Feeding America network to increase the amount of agencies enabled to carry out retail pickups on MealConnect. Working together, we can explore and harness opportunities that allow us to acquire and rescue more food for neighbors experiencing hunger.

We are working to make MealConnect a unified platform that serves as a single pane of glass for all sourcing activities in the network, incorporating purchasing and manufacturing donations. This will streamline processes, reduce administrative burdens, and enable us to better address growing needs.

We would like to express our sincerest gratitude to our food bank, agency, coop, state association, and donor partners, and to all of the MealConnect advocates and champions in the network. Without your tireless efforts, we would not be able to support food sourcing and rescue to end hunger in America. Thank you for partnering with us to continue to help MealConnect serve communities across the country.

Let's continue in co-creating catalytic change with our neighbors, together!