



# GLEANERS HIGHLIGHTS

## WHO:

### **Initiative Name:**

Service Insights Initiative powered by Link2Feed (L2F).

L2F is a cloud-based software that enable food banks and their agencies to collect, manage and track client data and usage statistics.

### **Key Players:**

- Gleaners and Forgotten Harvest share the L2F platform due to overlapping service territories.
- Link2Feed
- 150+ partner agencies
- Feeding America

### **Funding or Organizational Partner(s):**

- The use of L2F is free for partner agencies. Gleaners and Forgotten Harvest pay the subscription fee.
- Feeding America provides grant funding to support some of the work.
- Limited funding available under the grant for agency computers and Wi-Fi access.

### **Contact for Questions:**

- Cristina Herrero
- Denise Leduc

## WHERE:

### **Target Clients:**

All clients served by Gleaners, Forgotten Harvest, and their agencies.

### **Locations Where This Initiative Happens:**

150+ Partner Agencies in Wayne, Oakland, Macomb, Livingston and Monroe counties. See map showing the locations: [Link2Feed Locations](#)

# WHAT:

## Teams and Departments Involved:

Service Insights, Agency Relations, IT, Volunteers, Programs, Operations, Customer Service, MarCom, Internal Communications, Shared Harvest, Mercado, FREC2, & Gleaners Healthcare Initiatives.

## How They Contribute:

- **Service Insights:** Recruit, train, monitor, and support partner agencies for L2F. Submit feature requests and communicate updates. Strategic planning.
- **Agency Relations:** Encourage participation. Build trusting relationships. Provide USDA and other compliance support. Suggest agency best practices.
- **IT:** Provide hardware and Wi-Fi recommendations. Maintain collaborative communications platform – TEAMS. Investigate data warehousing and visualization options.
- **Volunteers:** Recruit client intake and computer literacy volunteers. Act as site leads during launches.
- **Operations:** Input on data reporting needs including for Fresh Market and to identify service gaps.
- **Programs:** Input on data reporting needs including for Voices for Food.
- **Internal Communications and MarCom:** Design volunteer flyers and communicate need for volunteers.
- **Customer Service:** Print materials for launches and trainings.
- **Shared Harvest, Mercado, FREC2, Gleaners Healthcare Initiatives:** Active L2F system participants.
- **L2F Data Review Cross-Functional Team:** Includes all teams above.

*“By pursuing initiatives that provide deeper insight about the people we serve, inform our strategic choices, and unearth insights that spur greater action, we can make progress towards ending hunger.”*

*~Feeding America*

## Community Impact:

- **How Many People Reached:** More than 85,000 unduplicated individuals (from nearly 42,000 unduplicated households) were served in the past year by Gleaners, Forgotten Harvest or a partner agency using L2F.
- **Impact:** Data from L2F can help Gleaners better serve the people who are being reached. The data can also provide the unduplicated number of people served, thus allowing gaps in service to be identified. Based on data from participating agencies over the past year: 27% of those served where children under 18 and 14% were seniors over age 65. Hypertension and diabetes were the top dietary considerations identified. While 26% served do not share a household with anyone, household size ranged up to 14. Spanish and Arabic are the two most common languages spoken after English. 32% visited a pantry only one time. 79% visited six or fewer times.

# WHEN & HOW:

## Scope:

- Goal is to have all partner agencies using L2F to ensure comprehensive, unduplicated data is available.
- First milestone is to enroll 80 priority pantry partners by October 2020.
- Data is reported at the aggregate level, preserving individual privacy.

## What Does This Interaction Look Like on the Ground:

Initial client intake requires about five minutes. Recording a visit takes less than a minute. Client Service Cards, with scan codes, are issued so check-in is faster going forward and repeated intakes are not required. No services will be denied if a client elects not to have their information recorded in L2F.

