

Organization | Move For Hunger

Move For Hunger Gains Comprehensive Donor, Donation and Delivery Tracking with Twin Lights Professional Services and Zoho CRM

Move For Hunger (MFH) is a non-profit organization created to help strengthen the efforts of our nation's community food banks through the collection of food that would otherwise be left behind or thrown away when families are moving to a new home. By teaming up with moving companies across the United States, **Move For Hunger's goal has been to** bring relief to struggling families and bolster the shelves of American food banks. Founded by the Lowy family of Lowy's Moving Service, Move For Hunger has been leveraging their existing national network of transportation companies to create one of the nation's largest, year-round service programs.

The Challenge

Adam Lowy, Executive Director at MFH, needed a comprehensive way to track all members of the MFH transportation network, the donations they were collecting, delivering, and the metrics surrounding total contributions to specific food banks. Just as importantly, the MFH team needed a quick and simple way to report on all of this data broken out by regions, transportation carrier, and per individual food bank. Adding another layer of complexity, through the generous donation of wholesale shipping cartons to Move For Hunger for the purpose of resale, this non-profit suddenly needed a way to monitor costs, inventory, order sizes and clients of their carton sales.

The Solution

Twin Lights Group advocated the implementation of an analyst designed Zoho CRM solution. Thanks to Zoho's flexible interface and ability to track multiple customized data points it was a natural fit for MFH's needs, allowing them to accurately monitor all incoming donations, partnered food banks, constituents and the individual efforts of each member of their transportation network. Zoho has also allowed Move For Hunger to keep accurate and clearly differentiated records related to sales all within one comprehensive system.

The Results

"The data just keeps pouring in" says Lowy, "It has just been such an efficiency gain to move away from spreadsheets and notepads". With a little over a month of use, MFH has successfully migrated all of their pre-existing records into the Zoho CRM system and are actively tracking all of their contributors, pickups, box sales and donation deliveries through their new tool. MFH is optimistic that with the inclusion of these features and the ability to report on their operations, they will be able to generate a far greater awareness of their program and gain the support of even more moving companies to assist them in their mission.