



The Global
FoodBanking
Network®

Measurement, Key Performance Indicators, and People

Halley Aldeen, Director of Research



1. Introduction
2. Why collect data?
3. What should be measured?
4. GFN's Network Activity Report (NAR) CY2020 is critical, but we know it can be improved.
5. Counting unduplicated people served annually is really hard. Let's discuss some concepts that may be helpful for you to consider.
6. Q&A: Let's talk about your experiences with the NAR, data collection in general, and how GFN can help you.



The Importance of Measuring What We Do

External Audiences:

- Major donors and foundations
- Government agencies
- Nonprofit rating agencies such as Charity Navigator and GuideStar
- GFN

Internal uses:

- Benchmarking
- Strategic planning
- Financial management
- Communications: public awareness campaigns, brand building
- Operations

Defining Terms

What Are Inputs?

- Food Banks devote these resources:
 - Food
 - Warehouse Space
 - Logistics
 - Financial
 - Staff and volunteer time

What Are Outputs?

- What does the Food Bank produce?
 - Food Banks Serve X number of People...
 - We usually describe outputs with numbers. For instance, "...we served 16,000 people with food boxes" or "we served 3,000 children at a school feeding site."

Build habits. Instill habits.

“If you can’t measure it, you can’t manage it.”

Beneficiary organizations/agency partners are critical to your success:

- Agency management
- Agency relations
- Agency contracts

We can get stuck in the outcome measurement process because of the terminology. For example, is what we’re trying to achieve an outcome, an accomplishment, an achievement, or a result? Is it a goal or an objective? Is it an indicator or a performance measure. **When conducting your own Metrics and Evaluation, use the terms that make sense in the context of your community, your work, and your audiences.**

For Food Bank Networks

- How do we know we're making a difference?
- Measure operational efficiency: kilos (food/beverages and non-food), types of food, "nutritious" food
- How many individual people are served, especially the most vulnerable in society, including:
 - Children
 - Older adults
 - Women and girls



Unduplicated People Served Annually



People by Demographic



Kilograms Donated, Purchased, and Distributed



Agency Partners (by Type)

GFN's data collection efforts are critical to our mutual success.



Approximately 40 million people served



17.6 million children aged 0-17

6.8 million adults aged 50+

22.6 million women and girls



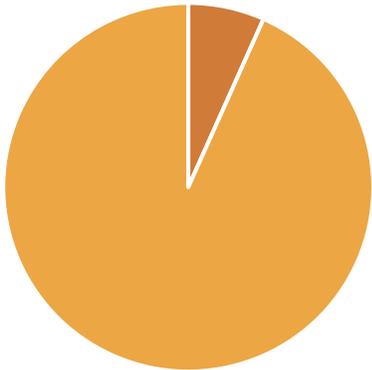
882 million+ kilos of food and grocery product distributed



Through 59,000+ agency partners like kitchens, food pantries, shelters, schools, and orphanages

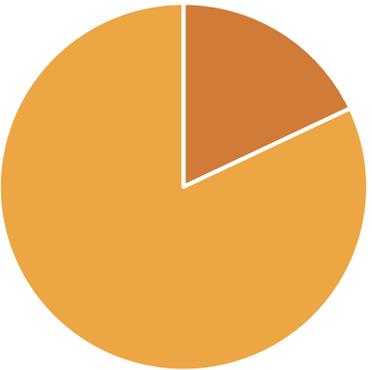
Incubator food banks helped fuel Network growth

GFN People Served (2019)



■ Asia & Africa Incubator ■ Non-Incubator Food Banks

GFN People Served (2020)



■ Asia & Africa Incubator ■ Non-Incubator Food Banks

Key Concepts to Consider

An unduplicated number of people served annually

- Family size
- Deduplication
 - Frequency of visits at a particular site
 - Use of other services/agencies
- Sampling
 - Select a subset of the population served to approximate characteristics of the whole
- Privacy
- Language/Cultural settings

People

People served is a food bank's most critical output. It is the measurement most closely tied with a food bank's mission. Our collective ultimate goal is to improve our services to reach more vulnerable people. An accurate count of people served best reflects the work we do.

Not meals

While meals/food boxes/service units can certainly serve as one measure of efficiency and reach, people is still a more desirable, relatable measure. In general, there is no reliable way to consistently translate meals into people served over time.

Sample spreadsheet for use at an agency

RECORD DELIVERY OF DONATION TO BENEFICIARIES					Logo (if it exists)
Organization Name:					
Date of service:					Neighborhood/Address
Name: First and Last	ID card	Age	Telephone	Number of Persons in the Household/Family	
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

Google / Excel Form

Agencies register the information online

The food bank exports the consolidated report in Excel



What's coming up

GFN will support your efforts to effectively measure your impact and tell your story.

- The GFN Research Department is working to make available a resource guide with materials designed to help food banks develop measurement processes.
- Member Satisfaction Survey: coming in July 2021
- NAR CY21: launch January 2022

Thank you! We are partners in this important work.

Q&A

- **What unique challenges do you face in creating metrics, evaluating and implementing processes, and collecting data?**
- **What successes have you had?**
- **Have you found specific metrics we haven't discussed here (e.g., volunteers, non-food product by category) to be particularly valuable or sought?**
- **What was your experience with this year's Network Activity Report?**



If you have questions or need technical assistance as you develop your own metrics, please feel free to contact me directly.

haldeen@foodbanking.org