Leveraging Data to Feed a Community

Datatelligent

FEEDING WESTCHESTER

🏢 Non-Profit

🌐 www.feedingwestchester.org

📍 Elmsford, NY

AT A GLANCE

CHALLENGE:

Feeding Westchester needed a faster, easier, and more robust approach to managing its data but lacked the in-house resources to make this a reality.
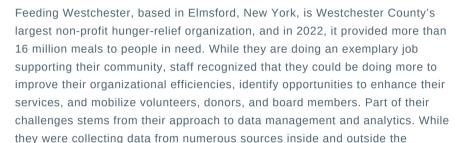
SOLUTION:

Datatelligent was tapped to work collaboratively with the Feeding Westchester team to build a unified data platform to integrate information from disparate systems and begin laying the foundation to empower their staff to make data-driven decisions.

RESULTS:

Acting as a trusted partner and advisor, Datatelligent has become an extension of Feeding Westchester's internal IT team and has successfully implemented a unified data platform. With a fully integrated data approach, staff have experienced greater efficiency and are becoming more data-driven.

CHALLENGE

Feeding Westchester, based in Elmsford, New York, is Westchester County's largest non-profit hunger-relief organization, and in 2022, it provided more than 16 million meals to people in need. While they are doing an exemplary job supporting their community, staff recognized that they could be doing more to improve their organizational efficiencies, identify opportunities to enhance their services, and mobilize volunteers, donors, and board members. Part of their challenges stems from their approach to data management and analytics. While they were collecting data from numerous sources inside and outside the organization, it was siloed and difficult to access. They also lacked the in-house expertise to make needed technological improvements.

Feeding Westchester leadership recognized that these challenges were a barrier to their team's performance, but they lacked the in-house ability to reimagine their data analytics efforts. They needed to evaluate their legacy systems, identify opportunities to streamline data collection efforts, and integrate information to improve collaboration both inside and outside the organization. They also needed to eliminate some of the manual processes that were in place — which were time-consuming and frustrating for staff.

But how to make this a reality? They recognized it would be impossible to achieve this without a trusted partner. They needed a resource with deep data analytics expertise and familiarity with the non-profit world.

They needed Datatelligent.

SOLUTION

Working quickly, Datatelligent's team of expert data analytics professionals assessed Feeding Westchester's needs and dove in to implement Feeding Westchester's unified data platform in Snowflake, which integrates data collected in its ERP (Netsuite) and its survey tool (JotForms). The team then created automated pipelines and data solutions from NetSuite and JotForms to enhance usability and accessibility.

SOLUTION (cont.)

In addition to delivering the technical aspects of the project, Datatelligent's team became an extension of Feeding Westchester's IT function. When Feeding Westchester found itself in need of additional hands to manage the data analytics function due to in-house staff attrition, the Datatelligent staff jumped in as a collaborative partner. The project's successful implementation resulted from a strong collaboration that went beyond the development of the unified data platform and integration of data sources — Datatelligent became a trusted advisor to Feeding Westchester's IT leadership and continues to provide essential knowledge to help them drive their data maturity efforts.

RESULT

Datatelligent has become an extension of Feeding Westchester's IT team, not only by supporting the unified data platform but also acting as a trusted advisor for IT business continuity planning and streamlining internal processes and workflows.

As the Datatellgent team continues to maintain and optimize data pipelines flowing into the data lake, the foundation will be in place to start creating custom analytic solutions in PowerBI using these data sets. Feeding Westchester will then have self-service access to its organizational data through a highly visual dashboard, easing usability headaches and empowering its team to make data-driven decisions. They will have the ability to monitor programs for effectiveness, identify opportunities to improve efforts, and efficiently tap into their pool of volunteers. And they will be able to pull information related to Board activities and grant proposals.

"The level of expert knowledge that our Datatelligent partners share with us has been instrumental in our data maturity efforts. Our partnership with Datatelligent has improved our ability to leverage data and create positive change in the greater Westchester community,"

Toby Pidgeon
Vice President, Business,
Solutions, Feeding Westchester