

How Data is Taking a Byte out of Hunger

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Roadrunner Food Bank of New Mexico through a significant data-for-good investment that will revolutionize the way the food bank delivers food. Almost 16 percent of the diverse New Mexico population is food insecure. Roadrunner serves all 33 New Mexican counties across the state—with the majority of people living in rural areas—making it increasingly difficult to distribute food to those in need. Through a \$250,000 investment from Alliance Data, Roadrunner is implementing an innovative external stakeholder communication system. After upgrading their internal technology focused on managing inventory, volunteers, and their clients, Roadrunner identified the need to shift to using data and technology to manage their external stakeholders for long-term sustainability. Over the next four years, our investment will allow Roadrunner to redesign and overhaul their website, update their partner agency portal, and create client data tracking software to better serve those in need. These initiatives will enhance the well-being of hungry people Roadrunner serves, improve stakeholder engagement through effective internal and external communications, and recognize Roadrunner as the statewide leader in ending hunger – both now and in the future.

Northern Illinois Food Bank

Through our partnership with the Food Bank, we learned how data plays an important role in supporting their mission. [Epsilon](#) provided funding for critical technology to upgrade the Food Bank's inventory system and pilot ways to help member food pantries and the Food Bank gather data to better serve its patrons. Our Epsilon business began its partnership with [Northern Illinois Food Bank](#) in 2016, establishing a year-end match challenge to raise awareness and encourage community and corporate donations. For every dollar donated through the campaign, Epsilon matched it, increasing overall donations by 10 percent. An email campaign promoting the challenge match was an integral part of the program's success. Much like what we do as a business, the campaign leveraged data to connect people through marketing efforts with the mission of giving back and making an impact for the Food Bank's clients.

North Texas Food Bank

More than 800,000 people spanning 13 counties across North Texas are faced with food insecurity. To accommodate the rising population and subsequent growing need, [North Texas Food Bank](#) (NFTB) made plans to open a revolutionary distribution center in Plano, Texas. As a company headquartered in this community, seeing first-hand the growth and development surrounding us, the food bank's expansion provided a tremendous opportunity to grow our long-standing partnership with a \$2.5 million investment toward the new center. The 230,000-square-foot facility allows the food bank to maximize its reach to surrounding food pantries through a "hub and spoke" model, helping them meet their goal of serving 92 million nutritious meals annually.

SF – Marin Food Bank

In our San Francisco Conversant office, the commitment to provide food security is paramount as 58 employees volunteered nearly 200 hours of their time in 2017. We invested \$100,000 in a tool allows the [Food Bank](#) to better understand the clients they serve, how to effectually manage and distribute resources and measure their success – allowing them to operate more effectively and efficiently.

Investing in the communities where our associates live and work is central to our culture at Alliance Data, as much as providing our clients with data-driven marketing that make an impact with their consumers. By investing in organizations who understand the impact that data and technology can have on their mission, we are furthering our promise to use data for good. Learn more about our recent investment in [Roadrunner Food Bank](#) [here](#).

