

CLIENT SUCCESS STORY



ABOUT FEEDING AMERICA

Feeding America is the nation's leading domestic hunger-relief charity, working tirelessly to feed America's hungry through a nationwide network of more than 200 member food banks. Driven by the mission to end hunger, Feeding America secures and distributes more than 3 billion pounds of food and grocery products annually, serving more than 37 million low-income Americans, including 14 million children and 3 million seniors.

Vertical/Industry: Non-Profit

Region: United States, plus the District of Columbia and Puerto Rico

Live Since: 2010

Number Of Food Bank Members and National Office Staff Employees: 7,400

Clouds:
Cornerstone Learning

Future Clouds:
Cornerstone Performance

Business Impact:
Cost Savings
Productivity
Talent Readiness

www.feedingamerica.org

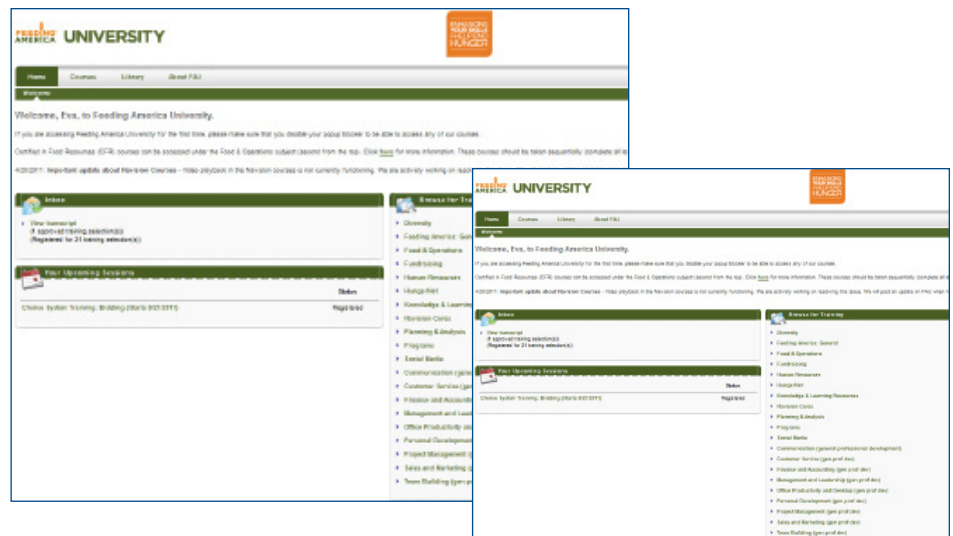
GREATER TALENT READINESS AND EMPLOYEE PRODUCTIVITY AT FEEDING AMERICA

BUSINESS CHALLENGES AND OBJECTIVES

As a part of Cornerstone OnDemand's commitment to empower communities around the world, the Cornerstone OnDemand Foundation has partnered with Feeding America to support and strengthen the organization's efforts to conquer the nation's hunger crisis. For more than 30 years, the Feeding America network has been securing and providing nutritious meals for millions each day. With more than 200 food banks, Feeding America distributes 3 billion pounds of food and grocery products annually, feeding 37 million people through 61,000 local agencies. With a 46% increase in the number of people served since 2006, Feeding America recognized the need to improve efforts to better train and prepare its employees to mobilize the public, leverage government resources, and build the organization's capacity.

Although Feeding America had a Learning Management System (LMS) in place, access to the system was cumbersome and few employees took advantage of the courses provided to them. Feeding America realized that in order to successfully drive training and development, and thereby increase employee readiness and productivity, the organization would need to:

- Deliver training in critical subject areas such as food safety, fundraising, mobilizing the public, and more.
- Offer professional development courses in communication, customer service, management leadership, office productivity, and project management.
- Obtain feedback on how training affects performance and outcomes.





“ We are grateful to Cornerstone for giving us such an excellent platform. Usage continues to increase and we are becoming a learning organization. That’s music to our ears. ”

- Eva Sideman,
Director of Knowledge & Learning

THE JOURNEY / SELECTION PROCESS

Introduced to the Cornerstone OnDemand Foundation in 2010, Feeding America’s SVP of HR and Knowledge & Learning (K&L) team was eager to take a look at the Cornerstone Learning Cloud and learn more about the Foundation’s Strategic Partnership program.

The ease of use and access to the reporting capabilities of Cornerstone Learning Cloud became evident immediately. The streamlined look and feel of the solution coupled with the ability to designate local administrators and develop customized pages added to its appeal. Feeding America applied and was accepted by the Foundation to receive software and services to support their critical business and talent management objectives.

In April 2010, Feeding America’s Knowledge & Learning team introduced the executive directors from member food banks to the new and improved Feeding America University (FAU). The learning solution went live in September, giving all 7,400 food bank employees access to more than 200 courses covering fundraising, food sourcing, food safety, disaster recovery, diversity, and technology, along with 86 professional development courses.

Usage soared as employees felt empowered to take control of their own development. Feeding America has logged 1,831 completed courses in just one quarter, compared to 141 during the fiscal quarter prior to the go-live date. “This new platform generated interest and enthusiasm,” says Eva Sideman, director of Knowledge & Learning for Feeding America. “When people saw how easy it was to use and the availability of so many resources, there

was tremendous excitement within the network of food banks and at the national office.”

THE RESULT / BUSINESS IMPACT

Today, Feeding America is becoming a learning organization, as employees have embraced FAU to develop the skills and knowledge to help further its mission to end hunger. The organization’s transition to Cornerstone has proven beneficial in many ways, including:

- **Cost savings:** The ability to provide learning via a SaaS on-demand model has reduced travel expenses because network member staff can now take some instructor-led courses via webinars. The organization reaped additional benefits from its strategic partnership with the Foundation by being able to take advantage of the generous MindLeaders donation of training seats for one of its food safety course (Certified Professional Food Handler) for a two-year period.
- **Increased productivity:** Cornerstone Learning (Feeding America University) enables executive directors and managers at each food bank and at the national office to keep their fingers on the pulse of their employees’ development. With the click of a mouse, they can assign training or access key metrics such as courses completed. Such information can be used to evaluate how training is affecting staff performance and outcomes.
- **Talent readiness:** Feeding America University has been widely accepted by employees of network members and the national office. They appreciate the ease of access through the company’s intranet (HungerNet) and the ability to search and register for courses via the online events calendar. Employees are also able to take courses in professional development that prepare them to advance in their own careers.

FUTURE PLANS

Eventually, Feeding America would like to expand its use of the Cornerstone solution and implement the Cornerstone Performance Cloud.

Cornerstone
ONDEMAND Empowering People

Cornerstone OnDemand is a global provider of comprehensive learning and talent management software and services. Our solution is designed to help organizations empower their people and maximize the productivity of their workforce. To learn more, visit www.cornerstoneondemand.com.