Creating Networks of Resiliency in our Communities

Using the Tackle Hunger Map to Help Food Charities
Presentation at a Glance

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Why Us?

Tackling Hunger in local communities
History & Impact

Souper Bowl of Caring has worked to combat hunger in local communities for over three decades. Our efforts to mobilize local communities to tackle hunger have:

- Raised over $170 million for local food pantries
- Benefited over 12,000 food charities
- Empowered 300,000 groups nationwide to help their neighbors in need
• Souper Bowl of Caring is our traditional annual campaign that uses the energy of the Big Game to raise awareness and collect donations for local hunger relief.

• Tackle Hunger Challenge uses the idea of using the Big Game and makes it possible to create food drives and collections around a local big game or rivalry game so participation can be year-round to benefit school food pantries.

• The Tackle Hunger Map uses technology and capitalizes on our three decades of experience in addressing food insecurity in local communities to give users an easy way to make a difference in the lives of friends and neighbors facing food insecurity.
Can Souper Bowl of Caring help tell where and what local food charities need right now?

SBoC means AI
What is the Map?
Empowering local communities to Tackle Hunger
This interactive map pinpoints food charities and their needs in real-time to funnel community resources to where they are needed most.

Objective

The Tackle Hunger Map creates and improves efficiencies among food charities, people in need, and those looking for ways to make a difference in their community.
The Tackle Hunger Map includes over 25,000 food charities and their needs in real-time utilizing our "apple system" to indicate specific needs.

1 - GREEN - ADEQUATE STOCK (DONATIONS APPRECIATED)
2 - YELLOW - MEDIUM NEED (LACK PERISHABLES)
3 - ORANGE - HIGH NEED (LACK NONPERISHABLES)
4 - RED - CRITICAL NEED (LACK EVERYTHING)
Each food charity includes its name, address, website, and gives the user the ability to get directions, host their own food drive for the charity, and donate directly to the charity using the map.
The Tackle Hunger Map is the culmination and collaboration with many of our partners including Dell Technologies, the Joint Artificial Intelligence Center, the Department of Defense, Northern Command and the NFL Alumni.
Covid US Food Situation (at the Height of the Lockdowns)

Tasks:
- Which ZIP codes will have shortages in basic lifeline consumer goods?
- Which will have food charity shortages?
- Where might NGB or military transportation or distribution support be necessary to fill gaps in the food supply chain?
- How can this information be used in the case of a natural disaster?
Developed a Food Situation user interface that includes:

• COMMERCIAL FOOD situation. Based on daily information on sales from and deliveries to 40,000 stores, developed 1-week out predictions based on a supervised machine learning model (random forest model) that predicts sell-through
  • Expanded that to 2- and 3-week out predictions

• FOOD BANKS & PANTRIES information. Dell leads a public-private partnership with Souper Bowl of Caring to provide access to 11,000 + Food Banks/Pantries who self-report on their current status as well as 1-, 2-, and eventually 3-weeks out predictions for perishables/critical non-perishable items

• SEVERITY. Modified underlying food insecurity (for all counties nationwide) with current unemployment numbers.
  • Looking to use CDC’s Social Vulnerability Index as future baseline (sub-ZIP code level info), as well as economic data such as home mortgage forbearance rates and rental deferrals, small business bankruptcies, and reduced hiring, spending, and investment from larger companies
Covid US Food Situation (at the Height of the Lockdowns)

Added layers for Hurricane Response
- Projected hurricane ground trace, hurricane evacuation routes
- Compare them against the commercial food and food banks/pantries situations in those areas, and derive some policy prescriptions
Enable View of Vulnerable Areas

Ability to identify Food Deserts created by supply chain shortages. Ability to pinpoint where the National Guard and State Agencies could focus on Distribution Mapped to Zip code level and color coded for severity.
Evacuation Route Mapping

- Connecting Food Insecurity information and Food Bank, Food Pantry location information, with Evacuation route information.
- Provides a means of tracking the impact of weather systems and allow for mobilizing relief efforts where it could be most beneficial.
Hurricane Laura’s Impact to Louisiana

- Real time use of the platform to affect the outcome of a response to a natural disaster
- Allowed for collaboration of volunteer organizations, charities, State and Local Govt, FEMA, National Guard for rapid response.
- Outcome was the ability to cut down to two or three days, the mobilization efforts that usually took three or more weeks.
How it Helps?
Solutions Beyond the Pandemic
We ask the charities to report their current status of need. They can do that with just a quick click of a button on an email they receive every three weeks.

If we can see a map of where all food charities are and that some are in critical need, we can get help to those charities.
Solution

Representation of ALL Food Charities in One Place

The map displays a simple pin for each. The only way they rise to the top of the list is by the geo-location of the user.

We host one of the largest maintained database, and we are building it every day to share with other groups who need this data.
Technology Support

Most food charities are run by a small staff many times with limited access to technology support. Thus, they don’t have capabilities for online donations and might not even have a website.
Public medical centers need reliable information about where they can send their most vulnerable patients to get nutritious food support. Right now they have a static list.

The Tackle Hunger Map’s ability to show a charity’s real-time status to be able to serve the needs of their clients is a game changer for social workers.
Next Steps

Our goals include:

• To gain support from federal, state and local governmental and corporate entities interested in community resiliency.
• To continue to build a national database of all food charities.
• To get more food charities engaged in reporting their status on a continuing basis.
• To build awareness and donations through the Tackle Hunger Map.
Questions

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