

**Eat Up Australia** feeds hungry children so they can grow, learn and succeed. They provide sandwiches to schools to be distributed by teachers and support staff to children who come without lunch.

**Project length** 3 months

**Completed** September 2023

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This project meant a huge improvement in operational efficiencies and it has opened up a whole host of relationship management, development and fundraising opportunities that we were not previously able to access. It has also meant a much more streamlined workflow between teams.

**Elise Cook**

CEO

Eat Up



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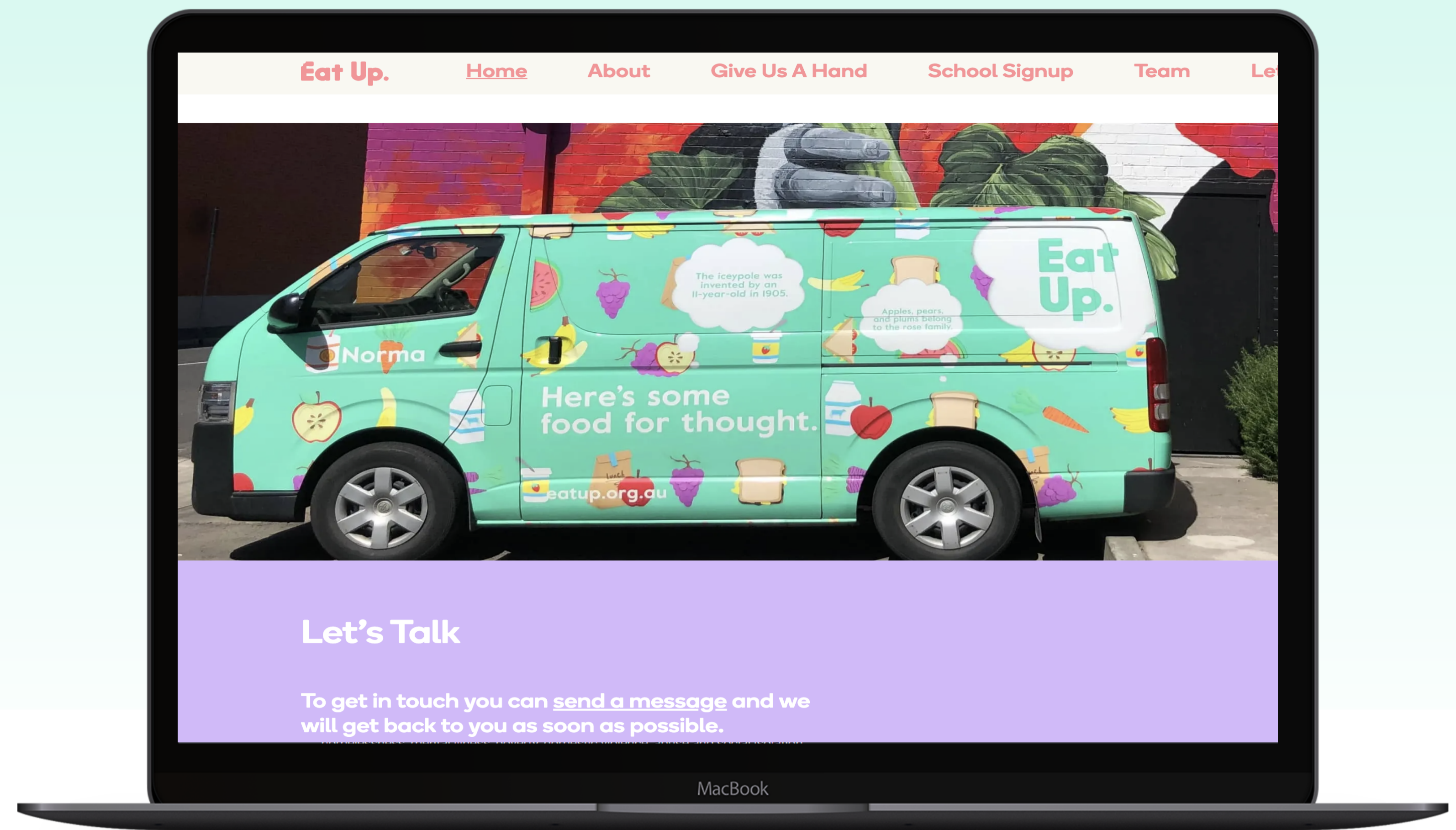
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## Challenge

Eat Up faced significant challenges in coordinating and communicating with schools and volunteer groups in metropolitan and regional areas.

Managing workplace volunteer sessions, driver schedules and community volunteer activities proved to be a manual, time-consuming and error-prone process.

Additionally, data was siloed, hindering the organisation's ability to report on their efforts and to measure outcomes, both critical for their growth and scaling plans.

## Solution

This project introduced a streamlined distribution process for sandwiches made by volunteers. It integrated various tools with Salesforce, including Mapsly for route optimisation; Salesforce V4S for workplace, regional and delivery shifts; Calendly for workplace bookings; Xero for automated invoice creation; Mailchimp for email communications; and FormAssembly for fundraising and operations support.

Automation was implemented for order creation and processing, offering flexibility to adjust quantities, cancel and reschedule orders. The solution empowered the operations team, enabling efficient management of schools, volunteers, drivers and all associated communication.

The integration of Raisely with Salesforce via Movedata, allows for easy management of online donations. Salesforce was enhanced to manage all income streams such as partnerships, grants, community fundraising and corporate team volunteering fees.

## Benefits

### Improved communication and engagement

The ability to create and schedule email templates and automations within Salesforce simplifies outreach efforts. The integration with Mailchimp enables smart email segmentation for timely and targeted communication.

### Donor retention

The new systematic approach to stakeholder management helps the organisation sustain long-term partnerships and financial stability.

### Improved resource management

Through integration and automation, the project enhances resource management, including the coordination of volunteers and delivery routes, making their processes more efficient and effective, ultimately benefiting the children Eat Up serves.