

ANALYTICS CASE STUDY

412 FOOD RESCUE

DOING MORE WITH BETTER DATA



TOO MUCH DATA, TOO LITTLE TIME

For 412 Food Rescue, every delivery counts. But before they could scale their impact, they needed to scale their insight.

With volunteers coordinating through both a website and the Food Rescue Hero app, understanding the full user journey was tough, and pulling reports from multiple tools took up time their small team didn't have. Recruiting new drivers and growing their mission meant they needed a better way to track engagement, fast.

SWEETER TRACKING FOR A BIGGER IMPACT

412 Food Rescue switched to Google Analytics 4 to unify data from their website, app, volunteer activity, and campaigns.

The upgrade gave their team the ability to track how people discovered the program, where volunteers dropped off, and how engagement shifted by time, platform, and campaign. With insights in one place, they were able to refine their strategy and reach more people, faster.

AT A GLANCE

CHALLENGES

- Recruiting more volunteer drivers
- Fragmented data across platforms
- Time-consuming, manual reporting

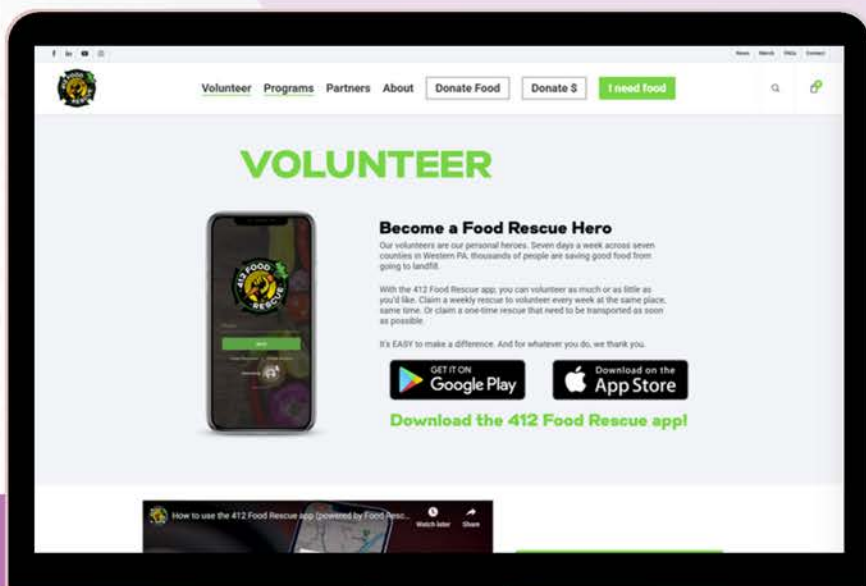
BENEFITS



50%
DECREASE
in reporting
time



NEW
INSIGHTS
for a strategy
refresher



Now we understand more about our user experience...

CRUNCHING NUMBERS, SERVING RESULTS

The outcome? **Reporting time dropped by 50%**, giving the team more time to grow their impact. "Now we understand more about our user experience and where those efforts need to be focused," said Swaney. That clarity, she added, "freed up our already limited staff to grow our strategy and increase our activities throughout the community."

One key insight: volunteer engagement dipped on weekends, an issue they hadn't seen clearly before. With that knowledge, they fine-tuned outreach to better match how and when users interact.

THE TASTY TAKEAWAY

412 Food Rescue proved that the right data setup doesn't just save time, it makes an impact. With a lean team and a big mission, they needed insights that worked harder so they could focus on what matters most. **What could your team do with half the reporting time and twice the clarity?**

POWER YOUR PURPOSE WITH DATA

DATA THAT SAVES TIME AND MAKES A DIFFERENCE.

Inspired by 412 Food Rescue's success? Smarter insights with GA4 can give your team more time to focus on what matters most. cyberlicious® helps nonprofits and lean teams turn analytics into action, and mission into measurable growth.

CONSULT & SWEETEN MY DATA

* 412 Food Rescue uses the new Google Analytics to cut reporting time by 50%