

First Time Visitor Statistics for Year-Round Grocery & Produce Distributions

If you are a grocery distribution program (for example food shelves, backpack programs, year-round produce distributions, one-day-a-month mass distributions, school pantries, etc.) this is a reminder about reporting **First Time Visitors** in January. First time visits are reported based on a calendar year and we “reset” in January. Establishing this starting point helps quantify the number of unique visitors to your programs each year.

In January, every client visiting that month is considered a “first time visitor.” In other words the first time visitor number will equal the total number of individuals served Regular Service in January.

January Food Shelf/Food Distribution Sample:

Selections > Statistics

Demo Agency 1 Demo Program 1 - DEMO-PROGRAM-1 January, 2016

	Ages 0 - 17	Ages 18 - 64	Ages 65+	House- holds	Total Pounds	
* Regular Service	15	10	5	12	900	1st visits this month
Extra Service	7	4	2	5	350	2nd + visits this month
Holiday Program						--- <input type="checkbox"/>
* First Time Visitors	30 The number of individuals served this month for the first time this calendar year					
Comments	January first time visitors = Regular service Kids+Adults+Seniors = 30 total					

< Back Next >

In the following months first time visits should be reported based on the number of new people who did not use your program in previous months of that calendar year. For example, in February, 5 new families visit your program who did not visit in January. The families consisted of 8 children, 5 adults and 2 seniors. You would report 15 in the first time visits box.

January Backpack Sample:

Selections > Statistics

Demo Agency 2 Demo Program 3 - DEMO-PROGRAM-3 January, 2016

	Ages 0 - 17	Ages 18 - 64	Ages 65+	House- holds	Total Pounds	
* Regular Service	250	0	0	0	1500	1st visits this month
Extra Service	750	0	0	0	4500	2nd + visits this month
Holiday Program						--- <input type="checkbox"/>
* First Time Visitors	250 The number of individuals served this month for the first time this calendar year					
Comments	Backpack program week 1 = regular visits / weeks 2-4 = extra service First time visitors is 250, the total number of kids enrolled in January.					

< Back Next >