



IMPACT CASE STUDY

WeHero, a dynamic socially responsible platform, is revolutionizing giving by connecting companies with impactful volunteer programs.

As a passionate B-Corp, they wanted to actively support Feeding America, channeling all available resources to combat hunger across the nation.

WeHero engaged PIE to find an alternative and innovative new way to create a systematic giving initiative that grew as the company scaled while helping enhance employee engagement and brand.



"1 in 7 people face hunger in America—a 30% increase in the last year. Join the movement to end hunger. Every dollar you give can help provide at least 10 meals to families facing hunger through the Feeding America network of food banks."

 +  = **3,000 MEALS**

THE CHALLENGE

WeHero openly shared their concerns about potential disruptions to in their mission-critical Google and Zoom apps essential for operations. Disruptions were not an option.

In addition, WeHero aimed to optimize Zoom and Google licensing for the best pricing and services *without* disrupting ongoing events or previously scheduled meetings on Zoom.

WeHero challenged PIE to execute a seamless integration and maximize cost, impact, brand, and culture to deliver an ideal ROI.

APPROACH & RESULTS

PIE worked with the WeHero, Google, and Zoom teams to gather detailed requirements and formulate an ideal launch strategy.

With zero downtime and minimal distractions, PIE transformed WeHero's Google and Zoom expenses into over 3,000 meals a year for Feeding America. PIE helped communicate this deeper impact to the team via an all-hands launch announcement that helped to drive a more robust. Today every email, Google Meet, or Zoom at WeHero feeds the hungry.