



Black Equity Collective Taps UpMetrics to Support Growth and Accelerate Change with Data

Black Equity Collective to use UpMetrics' analytics platform to bolster its network, refine programming and advance Black equity in Southern California

SAN FRANCISCO (Oct. 7, 2021) – [UpMetrics](#), the analytics company advancing the way impact organizations collect and integrate data into their stories, today announced that it has been chosen by the Black Equity Collective (“BEC”) to support the advancement of Black equity and the resiliency of Black-led community organizations in Southern California.

The BEC is using the UpMetrics impact analytics platform to support the growth of the Collective, refining programs, and fostering collaboration by serving as a shared source of knowledge between the Collective and its membership organizations.

“The BEC brings funders and communities together as partners in strengthening the long-term sustainability of Black-led and Black-empowering organizations in Southern California. The UpMetrics platform has given us a new way to gather and share our aggregated data, aligning with our philosophy that trust is the foundation of any successful collaboration,” said Kaci Patterson, Founder and Chief Architect of the Black Equity Collective. “The way we are able to access and use data within the UpMetrics platform is telling us a story about the needs of our organizations and helping us to create alignment across the network as we seek to address those needs and position our organizations to deepen their work and impact..”

More specifically, UpMetrics is providing the BEC with the ability to:

- collect application survey data and track progress against membership goals,
- visualize the locations of members to ensure is the Collective is building its network within the right community/geographic focus, and
- build data-centered feedback loops to refine BEC programming as the Collective continues to grow and evolve.

“UpMetrics exists in part to strengthen the trust between funders and grantees through data-driven storytelling, and the BEC is essentially a master class in fueling collaboration with the help of data. As the BEC works to advance Black equity and build resiliency and capacity for

Black-led impact organizations, we are honored to support the Collective’s ability to visualize and communicate their impact,” said Drew Payne, CEO of UpMetrics.

With the goal of advancing data-driven collaboration across the social sector, UpMetrics and the BEC are co-hosting a free webinar on October 19, 2021, which is part of a series titled “What Happens When You Approach Collaboration with Intention.” Join Stephen Minix, Managing Director at UpMetrics and Kaci Y. Patterson, Chief Architect at the Black Equity Collective, for a conversation around maximizing impact through collaboration. Register [here](#).

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About UpMetrics

[UpMetrics](#) brings clarity and focus to social impact organizations that feel an urgency to achieve their mission. Founded on a belief that numbers alone can’t convey the value of a project or initiative, UpMetrics transforms streams of data into measurable information so that organizations can visualize and communicate their impact. The UpMetrics platform artfully blends quantitative and qualitative data functions, with customizable tools for collecting, understanding, and communicating impact—uniquely designed for the social sector by people who have built their lives and careers around doing social good.

About the Black Equity Collective

Black Equity Collective is a community-public-private partnership with Black equity as its central, unifying force. The focus is to strengthen the long-term capacity and infrastructure of Black-led and Black-empowering social justice organizations in Southern California (Los Angeles County and the Inland Empire).

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