

## **UpMetrics Launches Public Data Offering to Expand Impact Organizations' Access to Actionable Community Insights**

*New public data sources will arm nonprofits, foundations, and agencies with up-to-date, actionable information to fuel greater community impact*

**SAN FRANCISCO (September 23, 2021)** – UpMetrics, the analytics company advancing the way impact organizations collect and integrate data into their stories, today announced a significant enhancement of its platform with the availability of new public data sources. With the addition of current public data within the UpMetrics platform, impact organizations now have access to a unique set of actionable insights about the communities they serve and outcomes they seek to achieve.

Since 2019, the UpMetrics platform has provided impact organizations with intuitive data dashboards that offer a window into programs and progress. By adding publicly available data sources to complement existing quantitative and qualitative information in its platform, UpMetrics is delivering on a commitment to enabling its clients to improve and enrich decision-making, collaboration, transparency, reporting, and impact storytelling.

Specific public data types that organizations can access within the UpMetrics platform now include up-to-date neighborhood-level demographic data, poverty rates, average life expectancy, housing affordability, homeowner and renter cost burden rates, educational attainment rates, and more.

“We use public data to check our assumptions and maintain an unbiased and up-to-date understanding of the populations and issues that are most aligned with our mission. Ease and accessibility to additional public data will enable us to draw an even more nuanced picture of the communities in which we work, to uncover facets that we hadn’t yet considered, and to help us create an even stronger and more accurate case for the work that our collaborators have dedicated themselves to,” said Christine Walther Tripp, Executive Director of the Walther Foundation, an UpMetrics client.

UpMetrics clients now have the opportunity to access community index data that cuts across several focus areas, which are broken down into key indicator measures. The company’s first available public data dashboard centers on affordable housing, and pulls in a variety of data points that can help different types of organizations make decisions about how and where to fund programs and deliver services based on the true needs of a given community.

“At UpMetrics, we believe that every impact organization should incorporate public data into their decision-making and reporting processes, and we feel strongly that the Census alone is not comprehensive or current enough to tell the whole story of a community or area of need. It is incredibly important to us as a company to continually invest in our platform so that the organizations that rely on us can add even more intentionality to their meaningful work. With the addition of public data in our platform, UpMetrics is doubling down on our commitment to equipping nonprofits, foundations, and agencies with the data and insights they need to be as intentional as possible about funding, serving, and measuring change across their programs and communities,” said Drew Payne, CEO of UpMetrics.

### **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.

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