

## **COMMUNITY ANALYTICS WORKS WITH ASSOCIATED BLACK CHARITIES** Community Analytics identifies business affiliation networks

BALTIMORE (July 2009) – Community Analytics is working with Associated Black Charities to identify the networks of business affiliation of current and prospective volunteers, and through those networks:

- accelerate the general awareness of their key programs, More in the Middle and Place Matters
- increase volunteerism and donations (measured in time, talent and resources)

Community Analytics is thrilled to be engaged with an organization as dedicated to positive change in the community as Associated Black Charities.

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### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

### **About Associated Black Charities:**

Associated Black Charities is a public foundation that facilitates the creation of measurably healthier and wealthier communities throughout the State of Maryland through responsible leadership and philanthropic investment. More In the Middle is a wealth building initiative of Associated Black Charities and its Collaborative Partners that aims to close the wealth gaps in Maryland and to strengthen the economic competitiveness of the state and region. Place Matters is a health initiative focused on addressing social and economic factors contributing to health disparities (racial and/or ethnic differences in health) within communities.

For more information about Associated Black Charities, please visit [www.abc-md.org](http://www.abc-md.org)

*For more information about Community Analytics, please contact:  
Jon Farley | [jfarley@comlytics.com](mailto:jfarley@comlytics.com) | 443.263.4222*

[www.communityanalytics.com](http://www.communityanalytics.com)