



HEARTH & BlastPoint

HELPING FAMILIES IN ALLEGHENY COUNTY

Mapping for Resources, Clients, & Donors



Client Resources



Potential Clients



Donor Cultivation

How can we expand our services

- ▶ BlastPoint is useful for various growths within the HEARTH organization.
- ▶ Client Resources – Helping our client's find resources during and after their stay is of the utmost importance to HEARTH. With BlastPoint's data maps we can adequately find resources in various areas that work with our client's transportation needs.
- ▶ Donor Cultivation – Finding out more about our donors will help us to accurately create impactful messaging.
- ▶ Client Research – Using demographics for a more targeted outreach to areas that may have families that need our services.

Findings

- ▶ Data was similar to what we expected. However, it is a great resource to have concrete data to present to donors and our board.