



From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

Tips & Traps

- Like schools, districts, and child care centers, these organizations provide educational programs spanning a broad range of topics.
- Although each of these organizations has a distinct purpose, they have needs that are comparable to schools including janitorial supplies, security and safety equipment, furniture, office equipment and supplies, novelties and crafts.
- Museums, zoos, community centers, and summer camps may also have a need for food service products.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **Libraries** may provide services that overlap with museums, particularly in relation to rare publications.
- Museum and zoo staff often co-present educational programs at **Schools** and **Community Centers**.
- **Colleges** often provide venues where traveling art exhibits can be viewed by the public.
- Community centers frequently coordinate with **Public Health Departments** and **Schools** regarding educational programs.

At a Glance: Education Services

Community Centers	\$40/M	2,622
Director	\$60/M.....	2,567
County Extension		
Youth Groups	\$40/M	3,094
Youth Group Advisor.....	\$60/M.....	2,815
Even Start Programs		
Director	\$60/M.....	428
Museums & Zoos		
Director	\$60/M.....	9,215
Parents as Teachers		
Director	\$50/M.....	2,308
Summer Camps		
Director	\$60/M.....	2,024



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The MCH research team calls schools, hospitals, and nursing homes, plus thousands of other institutions to confirm their key attributes and stay on top of the latest staff changes. We make hundreds of thousands of phone calls a year!

Education Services

Community Centers \$40/M

Total Count	2,622
Jewish Community Centers	191
YMCA.....	2,175
YWCA.....	266
Phone.....add \$25/M.....	2,622

PERSONNEL	\$60/M
Director	2,567

These non-profit community service organizations are involved in child care programs, health and fitness activities, geriatric services, teen leadership programs, and summer camps. They are buyers of supplemental education materials, sporting goods, playground equipment, janitorial supplies, office supplies, and many other items.

County Extension Offices \$40/M

Total Count	3,108
County Extension Offices.....	3,103
County Extension Youth Groups	3,094
Phone.....add \$25/M.....	3,108

PERSONNEL	\$60/M
Youth Group Advisor.....	2,815

Located in every county in the nation, these offices are a partnership of the U.S. Department of Agriculture, state land-grant universities and county governments. They provide practical education to Americans on topics including: agriculture, community development, environment, safety, family economics, and nutrition. County extension youth groups are educational programs focused on head, heart, hands, and health affiliated with County Extension Offices. These organizations assist youth in developing knowledge, skills, and attitudes that will enable them to become productive members of rural, suburban, and urban communities.

Even Start Programs \$40/M

Total Count	525
Phone	add \$25/M.....519

PERSONNEL	\$60/M
Director	428

The Even Start Family Literacy Program provides financial assistance for family-centered education projects to help parents gain the literacy and parenting skills they need to become full partners in the education of their young children ages birth through seven. Located at schools, school districts, and special community centers.



Museums & Zoos \$40/M

Total Count	10,546
Children's Museums.....	338
Museums.....	10,335
Museums with Children's Dept	424
Zoos/Aquariums/Wildlife Habitat.....	266
Phone.....add \$25/M.....	10,534

PERSONNEL	\$50/M
Director	9,215
Store Manager	3,538

FEATURES OF MUSEUMS.....	ADD \$10/M
Art	1,546
History	2,769
Programs for Children.....	1,631
Restaurant.....	262
Science	261
Technical.....	62
Theater	107

MUSEUM EMPLOYEE SIZE.....	ADD \$10/M
Number of Employees	7,036
Very Small (1-2)	2,078
Small (3-4)	1,336
Medium (5-9).....	1,464
Large (10-24).....	1,130
Very Large (25+)	1,043

Institutions that help educate members of the public regarding cultural artifacts, animals, and marine life. Like other public institutions, museums and zoos serve large numbers of people and require janitorial and office supplies. Museums are also ideal candidates for security and audio-visual equipment.

Parents as Teachers \$40/M

Total Count	2,786
Phone.....add \$25/M.....	2,308

PERSONNEL	\$60/M
Director	2,768

Offices of early learning programs (pregnancy through pre-k) designed to help parents give their children the best possible start in life. Offers prenatal information and guidance, hands-on instruction on child development, and checkups of their development, language, hearing, and vision.

Summer Camps \$40/M

Total Count	2,296
Phone.....add \$25/M.....	2,296

PERSONNEL	\$60/M
Director	2,024

CAPACITY	ADD \$10/M
Capacity	2,046
Very Small (1-74)	332
Small (75-124)	523
Medium (125-199)	529
Large (200-399).....	482
Very Large (400+).....	180

TYPES OF SUMMER CAMPS	ADD \$10/M
Academic Programs	217
Special Needs.....	188
Music and Arts.....	103

Overnight camp programs provide many educational activities for hundreds of thousands of children each year. They are buyers of sporting goods, playground equipment, janitorial supplies, office supplies, and construction services. The addresses are year-round contact locations.