



**From MCH—America’s Leading Compiler of Institutional Data**

## The MCH B2i Advantage

### Tips & Traps

- It is impossible to use a traditional business database to reach specific niche programs. To be successful in this space, marketers need to be able to identify the specific programs that are a good fit for the products and services they are promoting. For example, adult day care centers need different products and services than domestic violence shelters.
- Senior centers serve meals, provide craft activities, and often have group events for the elderly members of a community.
- Many social service programs provide meals on a daily basis. Marketers of food service products should not overlook the opportunities in this niche.
- Community centers provide activities for all ages.

### Extend Your Reach

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

- Social service agencies serve diverse groups of citizens. The agencies frequently coordinate with **Churches, Healthcare Providers, and Schools** to develop and deliver programs.

### At a Glance: Social Services

<b>Adult Day Cares</b> .....	<b>\$60/M</b> .....	<b>3,255</b>
Director .....	\$85/M.....	2,995
<b>Community Centers</b> .....	<b>\$60/M</b> .....	<b>1,803</b>
Director .....	\$85/M.....	1,776
<b>Domestic Violence Programs &amp; Shelters</b> .....		
Director .....	\$85/M.....	1,776
<b>Red Cross Chapters</b> .....	<b>\$60/M</b> .....	<b>1,229</b>
Director .....	\$85/M.....	1,142
<b>Runaway &amp; Homeless Youth Centers</b> .....		
Director .....	\$85/M.....	495
<b>Senior Centers</b> .....	<b>\$60/M</b> .....	<b>10,223</b>
Director .....	\$85/M.....	9,718



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see [www.mailings.com/orderinginfo/getthere.html](http://www.mailings.com/orderinginfo/getthere.html)

# Social Services



## Adult Day Cares **\$60/M**

**Phone Verified** **Total Count**.....**3,255**  
 Phone .....add \$25/M..... 3,255

**PERSONNEL** ..... **\$85/M**  
 Director ..... 2,995  
**LOCATIONS** .....**ADD \$10/M**  
 Freestanding ..... 2,536  
 Hospital Based ..... 87  
 Nursing Home Based ..... 687  
**CAPACITY** .....**ADD \$10/M**  
 Capacity ..... 2,846  
**TYPE OF DEGREE** .....**ADD \$10/M**  
 RN ..... 71

A program designed to assist frail adults in remaining independent and active members of the community. Services offered include preventive health maintenance education and information. This is accomplished through counseling and materials such as handouts, brochures, videotapes, and seminars. Other services available include monitoring and dispensing of medications; physical, occupational and speech therapy; on-site evaluation and treatment; training and assistance with activities of daily living; counseling, respite, and support groups for caregivers; social and cultural opportunities.

## Community Centers **\$40/M**

**Total Count**.....**2,625**  
 Jewish Community Center ..... 191  
 YMCA..... 2,178  
 YWCA..... 266  
 Phone .....add \$25/M..... 2,625  
**PERSONNEL** ..... **\$60/M**  
 Director ..... 2,570

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.

## Domestic Violence Programs & Shelters **\$60/M**

**Phone Verified** **Total Count**.....**1,803**  
 Phone.....add \$25/M..... 1,803

**PERSONNEL** ..... **\$85/M**  
 Director ..... 1,776  
**FEATURES**.....**ADD \$10/M**  
 Children's Counseling Programs ..... 1,385  
 Counseling/Advocacy..... 1,781  
 Other Languages..... 697  
 Shelters ..... 1,461  
 Spanish Language..... 1,515  
**CAPACITY** .....**ADD \$10/M**  
 Capacity ..... 1,405  
 Very Small (1-9)..... 110  
 Small (10-14)..... 221  
 Medium (15-24)..... 503  
 Large (25-49)..... 416  
 Very Large (50+) ..... 155

These programs help battered individuals and their children who are affected by domestic violence. These programs and shelters provide services such as safe home networks, counseling/advocacy, legal services, and support groups, to both male and female victims of domestic violence and sexual assault.

## Red Cross Chapters **\$60/M**

**Phone Verified** **Total Count**.....**1,229**  
 Phone .....add \$25/M..... 1,229  
**PERSONNEL** ..... **\$85/M**  
 Director ..... 1,142

Provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. Local Red Cross chapters offer such services as counseling, emergency assistance, disaster services, health and safety services, first aid and CPR training, and HIV/AIDS education.

## In Depth: Social Services

Social services programs are designed to help individuals with special disadvantages. In a broader view, the market segment spans entities in government, healthcare, education, and religion.

MCH compiles detailed information on several specific markets within the social services categories. These niche markets are growing at a rapid pace and represent solid opportunities for marketers.

## Runaway & Homeless Youth Centers **\$60/M**

**Total Count**.....**508**  
 Phone .....add \$25/M..... 508  
**PERSONNEL** ..... **\$85/M**  
 Director ..... 495

Provide early intervention services to at-risk youth and their families in a crisis situation. Community-based organizations that offer a variety of services including temporary shelter, counseling, legal aid, medical referrals, and job training.

## Senior Centers **\$60/M**

**Phone Verified** **Total Count**.....**10,223**  
 Phone .....add \$25/M..... 10,223

**PERSONNEL** ..... **\$85/M**  
 Director ..... 9,718  
 Food Services Director ..... 1,988  
**FEATURES**.....**ADD \$10/M**  
 Nutrition Site..... 8,869

Provide nutritionally balanced meals, and free or low-cost education programs on a broad range of topics such as health, nutrition, home safety, Medicare, Medicaid, elderly abuse, taxes, insurance, and senior employment.