Community Profiles
Using Data to Drive Community Change

Changing the Culture of Community Problem Solving
We Deliver Reliable Data so You Can Tackle Your Community’s Challenges

Our web-based profiles make information understandable, meaningful, actionable and accessible. Each profile is a launching pad for community-wide dialogues about strengths, challenges and opportunities. Profiles are valuable for informing community planning and strategic development. In order to be effective, these profiles have to be up-to-date and engaging. We handle that, so you can focus on tackling your community’s challenges.

CGR’s indicators websites provide easy access to topics that matter in your community. With a user-friendly interface, our professionally developed websites are specifically designed to provide communities with an end-to-end, elegant way to obtain and analyze data. Users are able to make meaningful use of the information we provide to promote and implement change. Each website is tailored to fit your organization’s brand identity.

Dashboards Provide Access to Featured Indicators

“To build a unified vision, we need accurate and broad-based information about our community’s most pressing needs and most promising opportunities. That’s why our first step is to become a dynamic and transparent resource for data, knowledge and insight about the wide variety of social, economic and environmental issues affecting quality of life in Delaware.”

Marilyn Rushworth Hayward
Board Chair of the Delaware Community Foundation’s Board of Directors
Mapping Provides Additional Analytical Power, Showing Variations Within Communities

Generate Transformative Conversations
Communities are using data to have transformative conversations about social issues such as:

- Poverty
- Healthcare
- Education
- Voter Participation

This data is used to create a community report card each year.

“Community indicators tell the story of our region, helping us to clearly see our strengths and challenges and to focus our efforts to improve. Gulf Coast already uses this kind of data to spot regional trends and direct our funding priorities. Our Board wanted to turn that investment into a community-wide resource that anyone can use.”

Mark Pritchett
Senior Vice President, Gulf Coast Community Foundation

Data Drives Conversation
Several communities are using indicators websites to start dialogue about critical topics.
Data Features Allow Users to Download Data and Customize Charts

<table>
<thead>
<tr>
<th>Change in Population by Race/Ethnicity</th>
<th>Asian</th>
<th>Black or African American</th>
<th>Hispanic</th>
<th>White</th>
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</thead>
<tbody>
<tr>
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<td>14%</td>
<td>47%</td>
<td>9%</td>
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<tr>
<td>Delaware</td>
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<td>104%</td>
<td>9%</td>
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<tr>
<td>Kent County</td>
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<td>55%</td>
<td>135%</td>
<td>21%</td>
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<tr>
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<tr>
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<tr>
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Why did CGR develop this web tool?
Nearly a century ago, CGR was launched to get things done for communities. Over the years we’ve become especially well known for our Community Profiles. Online profiles dramatically increase user access and usability. Our website framework can be customized for a community at a fraction of the cost of building a new site from scratch. Check out Community Profiles by CGR, and you’ll find powerful online tools.

How is it useful?
Data and analysis assists decision makers and community stakeholders, identify regional weaknesses and strengths, establish priorities, evaluate outcomes, track progress, benchmark to state and national trends, and foster dialogue about major issues and challenges.

Who is using this data?
- Chambers of Commerce
- Citizens
- Donors
- Foundations
- Funders
- Governments
- Grantors and Grantees
- Leaders
- Planning and Economic Development Agencies
- Policymakers
- United Ways

Who is using this data?

Our Work
www.communityprofiles.org