

Apricot case study

The Brooklyn Young Mother's Collective

The Brooklyn Young Mothers' Collective provides disadvantaged young mothers with a comprehensive set of services focused on their educational attainment and social development to help them to become self-sufficient adults.

The Brooklyn Young Mother's Collective has a small budget and feels strongly that their funds need to be directed, as much as possible, toward mission fulfillment. The Executive Director, Bonita Miller, states that she looked at many databases, but could not find any systems that had the functionality she needed at the price point she could afford. As well, Bonita's staff includes volunteers who would use the database and, therefore, the database needed to be very easy to learn and use.

Bonita received a postcard about Apricot and she decided to request a demonstration. Until she found Apricot, The Brooklyn Young Mothers' Collective was using a combination of paper forms and an old Access database built by a former volunteer for all data collection and reporting – a collection of methods that were not providing the simplest unduplicated customer counts. In Apricot, Bonita found the critical ability to track clients, household and services and report on demographics and outcomes. Charting and graphs were big bonuses, as was Apricot's Outcomes Palette™, which allowed for individual goal attainment reporting and aggregate program success reporting.

Bonita appreciated the hands-on assistance she received in setting up her Apricot database, as she was not technically inclined and, frankly, she sometimes found it a bit hard to find the time understand how to transform her paper files into a web-based application; that said, with Apricot's customer service assistance, The Brooklyn Young Mother's Collective is now using Apricot for all of their data collection and report.



"I needed very affordable, easy to use, secure software to collect and report information on our clients, services and outcomes. I found it all in Apricot."

Benita Miller, Founder and Executive Director
The Brooklyn Young Mothers Collective. Brooklyn, NY
<http://www.brooklynyoungmotherscollective.org>