

Social Solutions grabs \$2.75M round

Social Solutions, a Baltimore-based seller of performance management technology to the non-profit sector, has received additional funding from IDEA Fund Partners. With this funding and an initial investment by WWC Capital Group, Social Solutions closes its A round with a total of \$2.75 million.

“Our investment in **Social Solutions** reflects our confidence in the company’s ability to expand its customer base and further develop its technologies and services.” said John Cambier, a partner with IDEA Fund.

Social Solutions will use the investment to expand its ETO Cities program helping social service agencies to coordinate their efforts and optimize their performance. The company’s **ETO software** provides a central platform that makes it possible to understand and manage the performance of point of service staff, individual agencies, and the community of services as a whole.

The first ETO City launched with Hartford, CT, where currently more than 160 employees across 11 agencies share, track and analyze data connected to strategic outcomes through ETO Software to serve over 18,000 participants.

Following the success of Hartford Connects II, and a recently launched ETO City initiative in Seattle, WA, Social Solutions plans to expand its government sales teams to help build ETO cities nationwide.

“IDEA Fund is actively partnering with us and establishing key connections to seed the ETO City vision in the Southeast” said Matt Schubert, CEO of **Social Solutions**.

The company has more than 2,500 non-profit customers using its software and services.
On the Web: www.socialsolutions.com