

2-1-1 BAY AREA REPORT CARD

2008



2-1-1 is so important during these tough economic times. A year ago, many folks felt anxious not knowing where to turn for help. Today, they can simply dial 2-1-1 to find help they need.

United Way • AIRS 
2-1-1™
Get Connected. Get Answers.

On February 11, “2-1-1 Day”, 2-1-1 Bay Area launched. Bay Area residents no longer need to navigate thousands of nonprofits and government services to find the help they need. Help is just a phone call away.

More than 100 government, business and nonprofit leaders joined United Way, Contra Costa Crisis Center and Eden I&R to celebrate the region-wide expansion of 2-1-1 service from three to seven Bay Area counties.

YEAR ONE HIGHLIGHTS

When Disaster Strikes

For six days after Hurricane Gustav, 2-1-1 Bay Area handled hundreds of overflow calls from 2-1-1 Louisiana. Calls from Gustav evacuees surged as many returned home with no power, food or water.

When a major disaster strikes the Bay Area, 2-1-1 will provide critical information about evacuation routes, food and shelter, as well as support finding new jobs and permanent housing during long-term recovery.

Responding to the Economy

The international economic crisis hit Bay Area residents this fall. Food banks saw demand surge more than 25%, shelters hit capacity and 2-1-1 answered the call. Call volume hit record levels with a surge in basic needs calls.

2-1-1 Bay Area increased outreach including public service announcements on Univision and ABC-7, to ensure all residents know help is only a phone call away.

Returning Millions to Thousands

2-1-1 Bay Area connected 9,757 low-income Bay Area residents to free tax services through a partnership with United Way’s Earn It! Keep It! Save It! Every year, millions of dollars of tax credits go unclaimed.

2-1-1 helped callers find volunteer tax sites near them that not only provide free help, but also ensure residents claim all tax credits for which they qualify resulting in more than \$35 million returned to Bay Area families.

Bank on San Francisco

2-1-1 is the primary phone number for Bank on San Francisco, which has helped 25,000 unbanked city residents open low-cost or no-cost bank accounts. Unbanked households are 43% less likely to have savings or assets.

2-1-1 provides information to the unbanked about banking options including location, language capacity and fees.

Help for the Holidays

2-1-1 Bay Area helped 1,149 callers access assistance this holiday season, including gifts, toys and food baskets.

Getting Ready for DTV

The Bay Area was one of seven metropolitan areas where at least 10% of residents were not ready for the digital TV changeover. 2-1-1 Bay Area partnered with local TV stations to provide live help during on-air tests. 2-1-1 answered more than 1,200 calls, assisting many elderly and non-English speakers.

IN 2008, 2-1-1 BAY AREA HELPED 148,138 CALLERS

Help for Helpers

2-1-1 is a free, time-saving tool for the professionals who serve our community – social workers, clergy, doctors, legislators and others. Around 20% to 40% of calls received by service providers must be re-directed to another, more appropriate provider. Professionals often try to help callers nonetheless. By directing clients to 2-1-1, helpers can quickly connect clients with relevant services.

2-1-1 also serves as the primary phone number for several Bay Area nonprofits. By outsourcing this task, nonprofits can focus on service delivery instead of fielding phone calls. For example, the San Francisco Food Bank directs all people seeking food to 2-1-1, where after a thorough intake and assessment, clients are directed to a food pantry near them.



From Hopeless to Hopeful

When the economy turned, so did the luck of a single father who lost his construction job. He was falling behind on his utility bills and mortgage payments. He was worried about whether he could feed his children. He didn't know where to go for help.

He picked up the phone and dialed 2-1-1. Daphne, a trained 2-1-1 specialist, not only referred him to help for his immediate needs, but also helped him develop a step-by-step plan so he could keep moving ahead without feeling overwhelmed.



2-1-1 Specialist Daphne and her colleagues received more than 80 hours of training before answering their first 2-1-1 calls.

Daphne immediately referred him to five services to provide relief. She made sure that he not only qualified for the help, but also had everything needed to access the services:

- Financial counseling
- Child care so he could look for a job
- Job training programs so he could find other types of employment
- Food banks near his home
- PG&E Cares for help with his utility bills

Just as importantly, Daphne helped him establish long-term priorities. Together, they set a plan in place to keep in contact so Daphne could help his family successfully navigate the road to recovery.

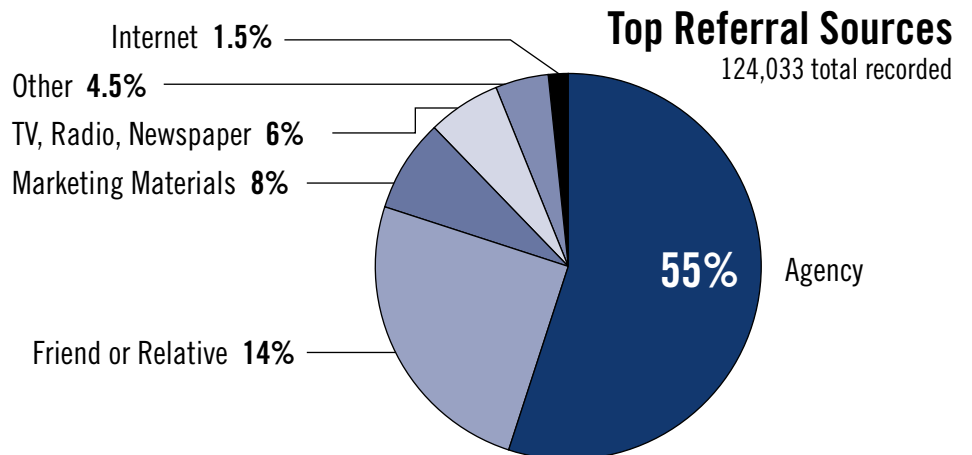
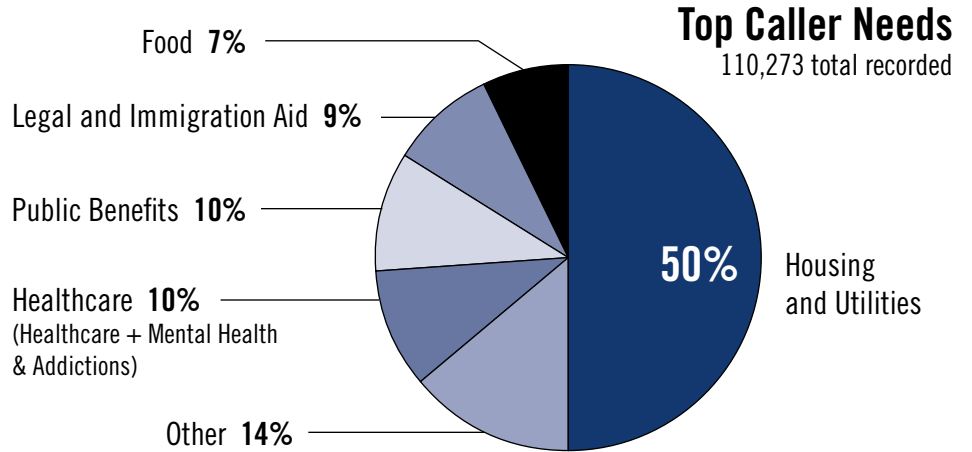


Serving Our Community

2-1-1 Bay Area databases contain more than 35,000 health and human services. Agencies receiving the most referrals from 2-1-1 Bay Area:

- | | |
|--|---------------------------|
| Bay Area Food Banks | Novato Human Needs Center |
| Bay Area Rescue Mission | Salvation Army |
| Catholic Charities | Season of Sharing |
| County Health and Human Services Departments | St. Anthony Foundation |
| Echo Housing | St. Vincent De Paul |

2008: Year-at-a-Glance



What is 2-1-1?

Finding help can be confusing and intimidating. 2-1-1 makes it easy. Families no longer need to wade through thousands of nonprofits and government agencies in order to find the service they need. They simply call 2-1-1.

2-1-1 call center specialists quickly assess callers' needs and refer them to the help they seek. 2-1-1 offers callers information on a broad range of services, including rental assistance, food banks, health resources, child care, after-school programs, elderly care and job-training programs.

2-1-1 offers tremendous economic benefits to our region, including reducing non-emergency calls to 9-1-1 and identifying service gaps.

During the next major earthquake or other disaster, 2-1-1 will provide critical, up-to-date information on emergency shelters and road conditions, allowing 9-1-1 to answer true emergency calls.

Alameda County

Eden I&R, Inc.

570 B Street, Hayward, CA 94541
510-537-2710 | www.edenir.org

Contra Costa County

Contra Costa Crisis Center

P.O. Box 3364, Walnut Creek, CA 94598
925-939-1916 | www.crisis-center.org

Marin, Napa, San Francisco, San Mateo, Solano Counties

United Way of the Bay Area

221 Main Street, Suite 300, San Francisco, CA 94105
415-808-4300 | www.uwba.org

Santa Clara County

United Way Silicon Valley

Sobrato Center for Nonprofits
1400 Parkmoor Ave, Suite 250, San Jose, CA 95126
408-345-4300 | www.uwsv.org

Sonoma County (Feb. 2009)

United Way of the Wine Country

751 Fourth St., Santa Rosa, CA 95404
707-528-4485 | www.unitedwaywinecountry.org



Making it Easy

- 2-1-1 provides a holistic assessment of caller's needs, understanding that callers often call for one service and actually need five.
- Specialists follow up to provide additional referrals as needed.
- The service is confidential, available 24/7 in more than 150 languages.
- Resource professionals track rapidly changing agency services to ensure callers receive up-to-date information.



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THANK YOU