

# 2008/2009 Metro United Way 2-1-1 Annual Report



***Celebrating 3 Years of helping People get Connected!  
Helping 107,000 people get the help they need!***

## **Metro United Way 2-1-1..... A valuable community resource**

Since the 1970's Metro United Way (MUW) has helped fund information and referral, (I&R) services in our seven county service area.

In 2006 MUW made it even easier to access human service information by introducing **2-1-1** to twelve Kentucky counties. With thousands of nonprofit organizations and scores of government agencies in the Louisville Metro area, finding help can be confusing and intimidating.

Simply stated, **2-1-1** makes getting information much more efficient and accessible.

Staffed 24 hours a day, 7 days a week, 365 days a year **2-1-1** is playing a significant role in helping people get connected with the services they need to improve their lives. **2-1-1** callers are assisted by trained counselors who can quickly assess the callers' needs and refer them to agencies and other community organizations who can help the caller with their specific needs. Over the past three years **2-1-1** has seen annual call volumes grow between 35% and 40%. **2-1-1** has been there for the community.

While **2-1-1** provides information to those seeking help, **2-1-1** is a valuable resource for law enforcement, school personnel, government and other service providers as well.

**2-1-1** plays an important role during community emergencies by assisting local Emergency Management Operations. By providing non-emergency information during disasters, **2-1-1** helps maintain the integrity of the 911 system to receive only emergency calls.

## **2-1-1 Improves Lives**

### **Who do you call when tragedy strikes?**

"I am a single working mom and although I had a good job when I called **2-1-1**, it was the help I found there that got me through one of the worst crises of my adult life. Where do you turn when you have literally lost everything? I did not have any idea where to start on the night my home burnt down and left my children and I standing on the curb in front of what had been our house. Having just recently heard about **2-1-1**, I decided to give them a try. It was a very good decision. **2-1-1** directed me to several different agencies here in town, such as the Red Cross and Salvation Army, who help in crises just like ours. They helped us with shelter, clothes and other items that got us back on our feet until our insurance company got our home repaired and we could move back in. **2-1-1** was a godsend that night."

**Lavelle – Louisville, KY**

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## **Working For Statewide 2-1-1**

Knowing how valuable 2-1-1 is, MUW is working with United Way of Kentucky to bring 2-1-1 service to every Kentucky county. As a step toward statewide 2-1-1, MUW and the United Way of Greater Cincinnati are consolidating 2-1-1 technical operations and are sharing the 2-1-1 support software. MUW is piloting a suggested statewide model for collecting information on available services. 2-1-1 service is available because **YOU support Your Metro United Way. Thank You!**

## **2-1-1 Fast Fact**

2-1-1 provided emergency assistance for the 2007 Bullitt county train derailment emergency and now has signed agreements with Oldham and Trimble counties for emergency support services.

## **2-1-1 Improves Lives**

### ***Who do you call when you lack the basic necessities to live?***

A young couple moved to Iowa with their family several years ago. The two married and had two little girls. They had hoped to start their American dream with a job and a small apartment. Due to lack of stable work, neither was available. The young husband took a friend's advice and decided to move his family to Louisville, KY where he heard jobs were "everywhere".

The family arrived at the bus station in Louisville and put most of their belongings in lockers until they could acquire housing. The family planned to use what little money they had to stay in a motel until the husband could land a job and move them into their own place. Unfortunately, the young man had little luck finding work and the family's money ran out.

Distressed and broke, they pleaded with the bus station to allow them to take out their belongings from the locker free of charge. The manager at the station could not allow it. So there the family sat at the station, no money for another night's lodging, no diapers for their baby and no toys for their toddler.

A patron at the station stepped in and suggested the couple call 2-1-1 to inquire about some assistance. The operator at 2-1-1 referred them to The Salvation Army Center of Hope where they might receive emergency assistance. The Center of Hope staff welcomed the young family in, paid their fees at the station, returned their belongings and gave them a meal and a good night's sleep. The Center of Hope staff worked diligently with the service community to enroll the family into a family program. After a week at the Center of Hope, the family was transported to the Volunteers of America. There they saved enough money to rejoin their family back home.

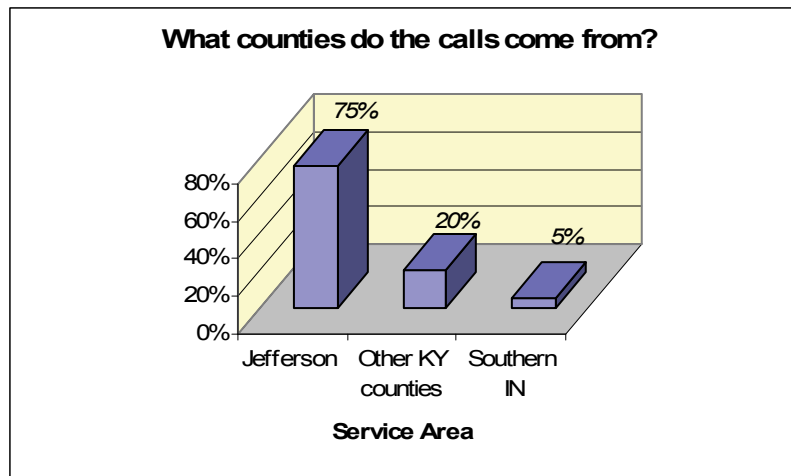
***Matt Yates – The Salvation Army Center for Hope — Louisville, KY***

*You may be wondering.....*

• **Who calls 2-1-1?**

While there is no “typical” caller to Metro United Way 2-1-1, **66%** of callers last fiscal year were **female** and **25 to 40 years old**.

• **Where do 2-1-1 calls come from? 75% of calls come from Jefferson county.**

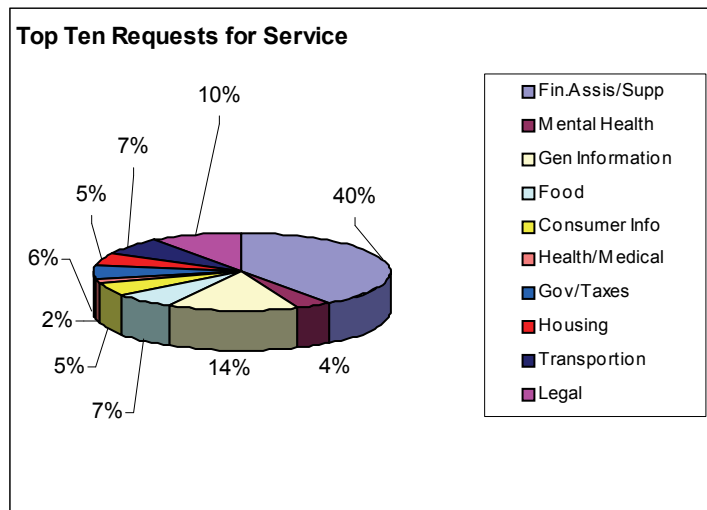


• **What time of day are most 2-1-1 calls received? 88% of 2-1-1 calls are received between 8 AM and 6 PM.** On average, 2-1-1 calls last between **2 to 5 minutes**. And 2-1-1 Call Counselors average approximately **80 calls per day**. Peak call months are August, October and November —reflecting back-to-school, heating season and holiday needs.

• **What types of help are requested?**

The most frequent type of call to Metro United Way 2-1-1 are requests for **basic needs** assistance.

**Financial assistance support** requests represented **40 %** of 2-1-1 calls, **7%** were for food and **5%** were for housing.



*You may still be wondering.....*

- Which agencies receive the most referrals?

**2-1-1 s Top Five Referral Resources**

- Society of St Vincent de Paul
- Salvation Army of Louisville
- South Louisville Community Ministries
- West Louisville Community Ministries
- Louisville Metro 311 & Department of Neighborhoods

- Is 2-1-1 meeting the caller's expectations?

**2008 Customer Survey**

**88%** of respondents expressed **satisfaction** with the 2-1-1 service.

**93%** stated that the information or referral **met their needs**.

**93%** said they **would call again**.

**94%** said they would refer 2-1-1 to a friend.



**IS THE 2-1-1 SERVICE STILL NEEDED?**

In 2006 2-1-1 call volume was **25,800** calls, a 222% increase in calls over the previous year's First Call volume. For 2007 the call volume increased 39% to **35,819** and grew to **48,213** calls during this year.

Given the current economic and employment uncertainties, we are predicting the number of 2-1-1 calls in 2009-2010 may exceed **55,000** calls. So yes, 2-1-1 is more important than ever!

**Metro United Way 2-1-1 Call Volume**

