

2012 annual report contents

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2012 Annual Report

GET CONNECTED
GET ANSWERS

About 2-1-1

2-1-1 Northeast Michigan is a 501(C) 3 nonprofit agency committed to using the 2-1-1 dialing code to enhance and strengthen access to health and human service resources in Northeast Michigan. The Center is designated as one of the eight regional 2-1-1 centers within Michigan and is responsible for coordinating service for twenty-two of Michigan's Northeast counties. We believe agencies and communities should be supported by a coordinated, high quality 2-1-1 Information and Referral (I&R) system.

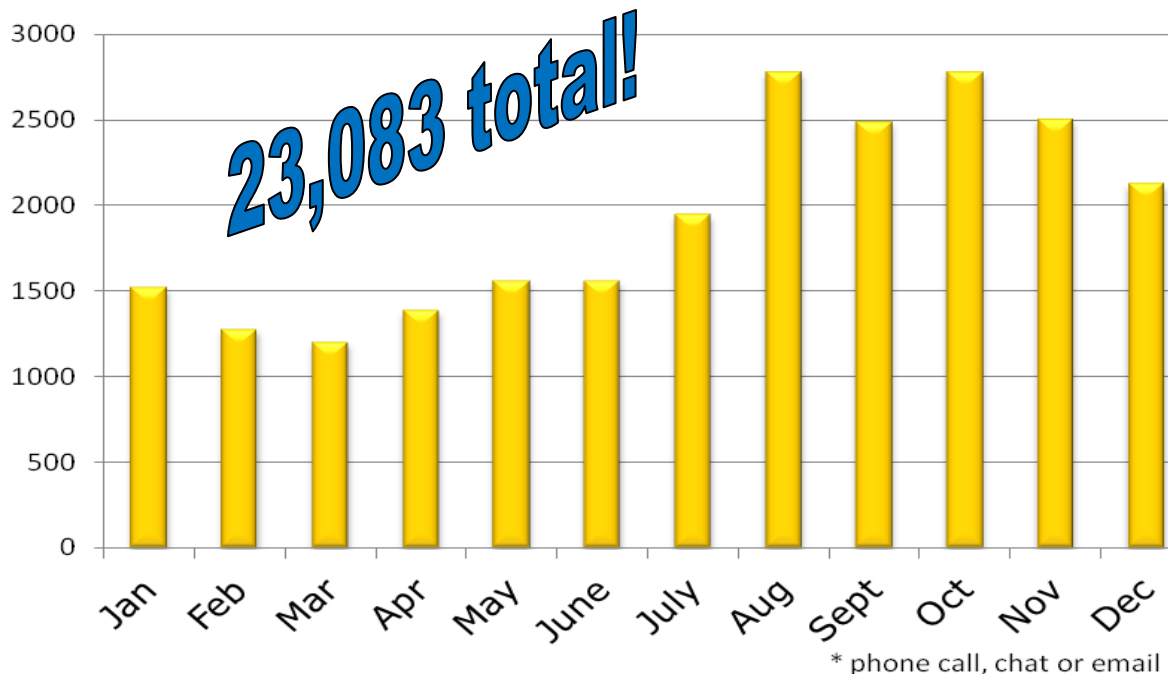
Our database contains over 3,371 programs providing 9,915 services by 854 agencies that support residents of Northeast Michigan. This comprehensive database allows us to connect individuals and families, to GET or GIVE help, to services such as: food, housing, utilities, child care, home repair, shelters, clothing, legal aid, prescription payment assistance, literacy, and eyeglasses. For many, especially those unfamiliar with the health and human services process, the most difficult part of resolving a problem is locating the appropriate resources.



Statistics

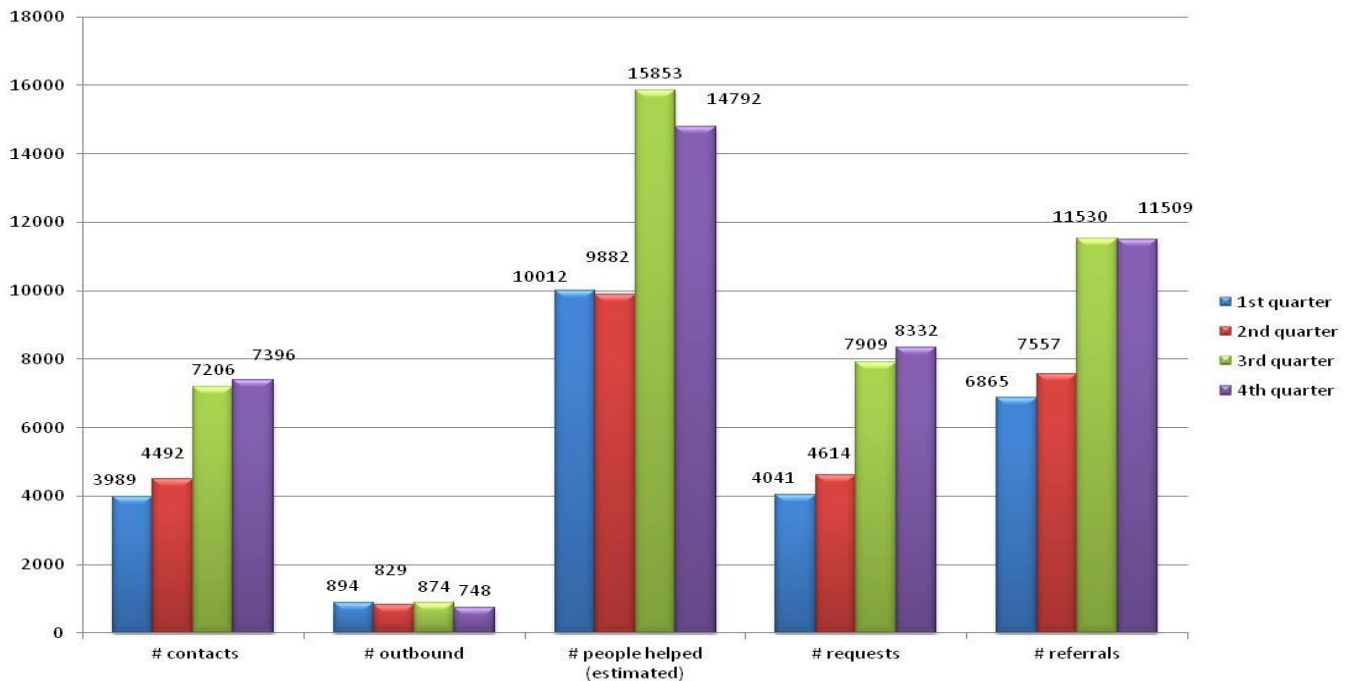
The information contained in this section originates from various sources used to record and track 2-1-1 data. 2-1-1 is a confidential and anonymous service and clients are not required to share information about themselves or their families.

Contact Volume 2012*

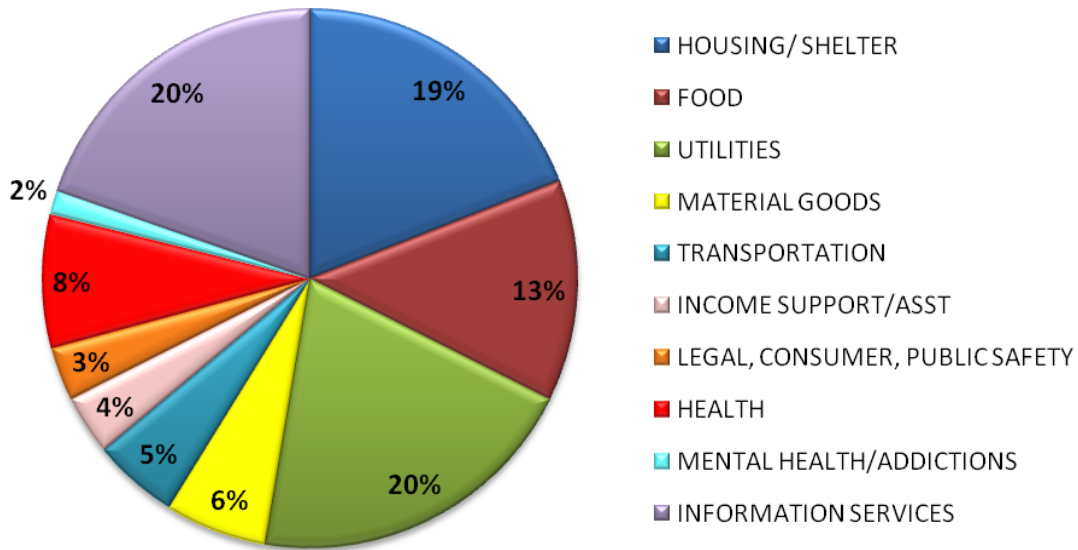


Fast Fact: 23,083 contacts helping on avg 1.9 individuals each = 45,071 life changing events

2-1-1 Center Totals



Requested Services as % of contacts



The unmet need

An unmet need is recorded whenever the caller cannot be provided an appropriate referral or helpful information. Reasons a request for assistance becomes unmet within the community is typically because: amount owed by the caller exceeds agency payment limits, agencies in the community are at capacity, there is no program available that meets the need, program registration dates have passed or waiting list is too long to meet caller's timeline for assistance. Below are the top 5 categories of those recorded unmet need calls.

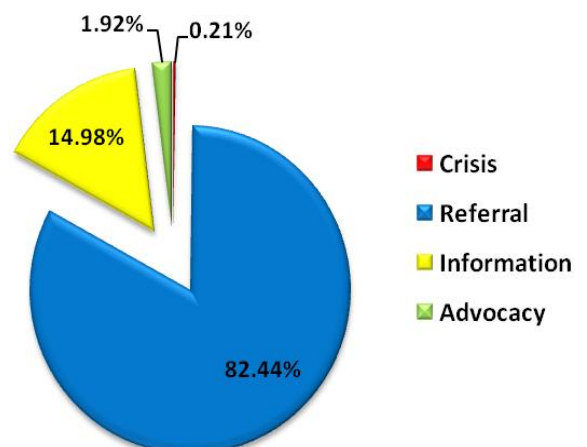
- Transportation
- Medical bill payment
- Health insurance
- Community shelter
- Dental assistance

Fast Fact: 2-1-1 NE MI handled 164 chat sessions – Our first full year having chat available

Referral: Assessing the caller's needs and directing them to one or more organizations or programs capable of meeting those needs

Information: Providing specific information in response to a caller's direct request, such as location or phone number of a program

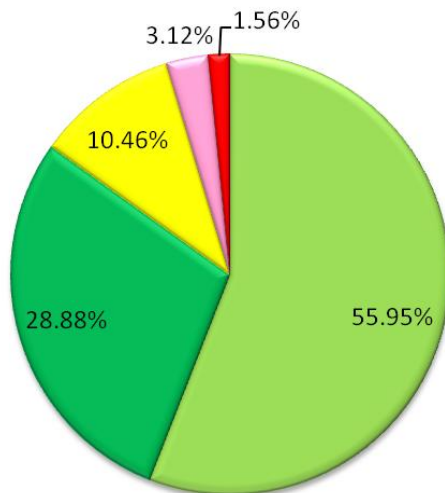
Advocacy: With the permission of the caller, additional calls are made on their behalf



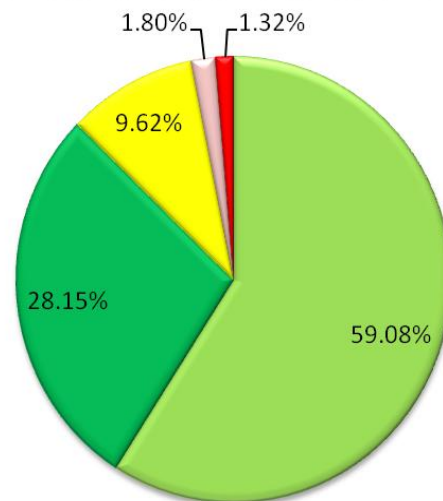
Customer satisfaction

2-1-1 Northeast Michigan employs an automated callback survey system. This system asks the caller if they would be willing to participate in a survey regarding the quality of their 2-1-1 experience. If answered yes, the caller is contacted within two minutes of their call. In 2012, 1,462 (11%) of our callers participated in the callback survey.

Overall, How satisfied were you with the experience you had in contacting 2-1-1- today?



How satisfied were you with our teams knowledge?



■ Very Satisfied ■ Satisfied ■ Neither Satisfied Nor Dissatisfied ■ Dissatisfied ■ Very Dissatisfied

Fast Fact: 3,345 outbound advocacy calls were made on behalf of our clients

Value Proposition

- 2-1-1 provides the right information the right way (i.e. web, phone, and print) 24 hour a day 365 days a year. The key benefits include:
 - Efficiencies created by reducing duplication of information directories needed by the community to find services.
 - Fewer calls to the "wrong" service throughout the network of health and human services; freeing up limited agency staff to better serve their clients
 - Ability to track and report real time gaps in services and use of services
 - Availability as a point of public education and awareness in times of emergency and disaster.
 - Promoting self-reliance and building stronger communities
 - Confidential information free of judgment
 - Trained information and referral specialists who are able to get to the root of the problem and provide multiple options for callers.
 - An easy way both to GET and GIVE help in the community
 - Multi-lingual services and access for people with sensory impairments

From Homeless to Hopeful-A success story

After several failed relationships, John found himself heartbroken and homeless. Father of a ten year-old daughter, John's first priority was her well-being. Unable to provide a roof over her head, he made the difficult decision to send his daughter away to live with his parents.

In a dark place, John called 2-1-1 for the help he so desperately needed. The warm voice on the other end of the line put him at ease and connected him with the possibility of shelter. John was relieved and over-joyed when the agency 2-1-1 referred him to provided him with a home and filled it with furniture that very same day.

John and his daughter have been reunited. She is happy to be living with her dad, enjoying her own room and playing in the neighborhood park with her new friends. They are grateful for a community that cares.

Fast Fact: 27,274—The number of times we updated our database to remain current

Board of Directors

Tom Begin, President
Consumers Energy

Jodi Thomas, Vice-President
The Dow Chemical Company

Steve Koehler, Treasurer
McMahan Thomson & Assoc.

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Central Michigan Health
Dept.

Ellen Albrecht
Bay/Arenac Behavioral Health

Kim Bejcek
Bay/Arenac/Gladwin DHS

Carolyn Brummund
Alcona County Commissioner

Shelly Buschle
Gratiot County United Way

Kathie Harrison
Huron County Community Collaborative

Lorraine Manary
Otsego County United Way

Dorothy Michiels
Montmorency Resource
Connections

Darrell Milner
MidMichigan Community Health
Services

Carlene Przykucki
Partners in Prevention

Cheryll Ruley
Crawford County United Way

Mary Schalk
NE Michigan Community Partnership

Don Schuster
Listening Ear

Mark Stevens
Midland/Isabella DHS

Susan Walker
Great Start Tuscola

Shelli Wood
MidMichigan Medical Center

Supporters

The Board of Directors and staff of 2-1-1 Northeast Michigan would like to express their gratitude for your donation to 2-1-1. Your generosity and support is much appreciated!

Alpena County DHS
Adan, Al
Alcona County
Alpena Power Company
AuSable Township
Backus Township
Baker, Jen
Bay Area Community Foundation
Bay-Arenac County DHS
Beaverton Lions Club
Bismark Township
Bolser, Benjamin
Canada Creek Ranch Ladies Auxiliary
Case Township
Chemical Bank Bay City
City Of Onaway
City Of Standish
Clement, Keith and Debbie
Clement, Shannon
Cotner, Cassie
Cotterman, Craig
Council On Aging
County Of Bay
County Of Gladwin
County Of Otsego
Cummings, Betty
Currie, Scott
Davis, Dennis and Jan
Deshano Community Foundation
Dobbyn, Kim
Dow Chemical Company
Drouin, Roger
Erickson, Mike
First Presbyterian Church- Beaverton
Friemark, Lois
Gerrish Township
Gladwin City Housing Commission
Gladwin County DHS
Gladwin Rotary Club
Greater Huron County United Way
Harbor Beach Community Hospital
Harbor Beach United Community Fund
Higgins Township
Hilgendorf, James and Cathy
Larson, Mike
Levely, Linda
Loyal Order Of Moose Lodge #456
Lyon Township
Manary, Lorraine
Markey Township
Mary C. Currie Foundation
Massey, Larry and Linda Lou
Mault, Lorie
Meyer, Robert
Michiels, Evelyn
Michiels, Tim and Dorothy
Michigan Works-Arenac County
Mid-Michigan Medical Center
NE Michigan Comm. Service Agency, Inc.
Nold, Diane
Northeast Michigan Children's Behavioral Health Initiative
Northeast Michigan Community Mental Health
Ocqueoc Township
Olson, Kurt and Amy
Oscoda Area United Way
Oscoda Northern Area DHS
Penrod, John and Joan
Powell, Mike and Anita
Redman, Scott
Region V Poverty Initiative
Region VII Area Agency On Aging
Richfield Township
Rogers, Greg
Roscommon County
Roscommon County United Way
Roscommon Township
Saginaw Chippewa Indian Tribe
Sarah Kile
Scheurer Hospital
Schuster, Don
Thomas-Kuch, Jodi
Thumb Area Transit
Thumb Area-Michigan Works
Thumb Industries, Inc
Titus, Keith and Virginia
Township Of Nester
Township Of Rogers
Tuscola County Community Foundation

Homer United Methodist Men's Club
Human Development Commission
Huron Behavioral Health
Huron County CAN Council
Huron Medical Center
Huron County ISD
Klem, Jim and Jo
Krakow Township
Lake Township
Lark, Peggy and Steve
Larkin, Gay

Tuscola County Health Department
Tuscola Intermediate School District
United Way of Bay County
United Way of Midland County
United Way of Northeast Michigan
United Way of Saginaw County
Wagner, Jeff
Watson, Lydia
White, Monica
Wood, Shelli

Mission:

The mission of 2-1-1 Northeast Michigan Call Center is to connect people with community wide health and human service resources to build healthy, safe communities in Northeast Michigan.

Vision:

Our vision is clear—2-1-1 Northeast Michigan will be the most recognized, used and comprehensive source of essential community information and referrals in Northeast Michigan. The center will add value by promoting self-reliance and building stronger communities daily, and in times of emergency.

Fast Fact: 2-1-1 made 37,461 referrals to area agencies (avg. of 1.6 referrals per contact)



**Get Connected.
Get Answers.**

Dial 2-1-1 and talk to a trained professional about the hundreds of health and human services available in Northeast Michigan.

E-mail and chat available at:
www.211nemichigan.org
Or call: 1-888-636-4211



2-1-1 staff

Scott Redman
Executive Director

Hollie Hawkins
Certified Information and Referral Specialist

Amy Olson
Certified Information and Referral Specialist

Mary Leininger
Certified Resource Specialist & Certified Information and Referral Specialist

Karen King
AmeriCorps Member

Listening Ear
Crisis Center Staff

