



2015 Annual Report

GET CONNECTED
GET ANSWERS

About 2-1-1

211 Northeast Michigan is a 501(C) 3 nonprofit agency committed to using the 211 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 211 centers within Michigan and is responsible for coordinating service for Michigan's Northeast counties. We believe agencies and communities should be supported by a coordinated, high quality 211 Information and Referral (I&R) system.

Mission:

Our mission is simple; to provide Northeast Michigan with referrals and information to assist with essential needs.

Vision:

Our vision is clear: 211 Northeast Michigan is the trusted and valued gateway for referrals and information to meet essential needs.

Reach:

In 2015, we handled 33,668 contacts! Our contacts include phone calls, chats and emails.

This year, 13,033 searches were executed on our website – allowing real-time, self-served information for those in need. 7.2% of our contacts identified as over 60 years old. 2.1% identified as homeless, 3.7% as veterans and 13.6% as disabled.

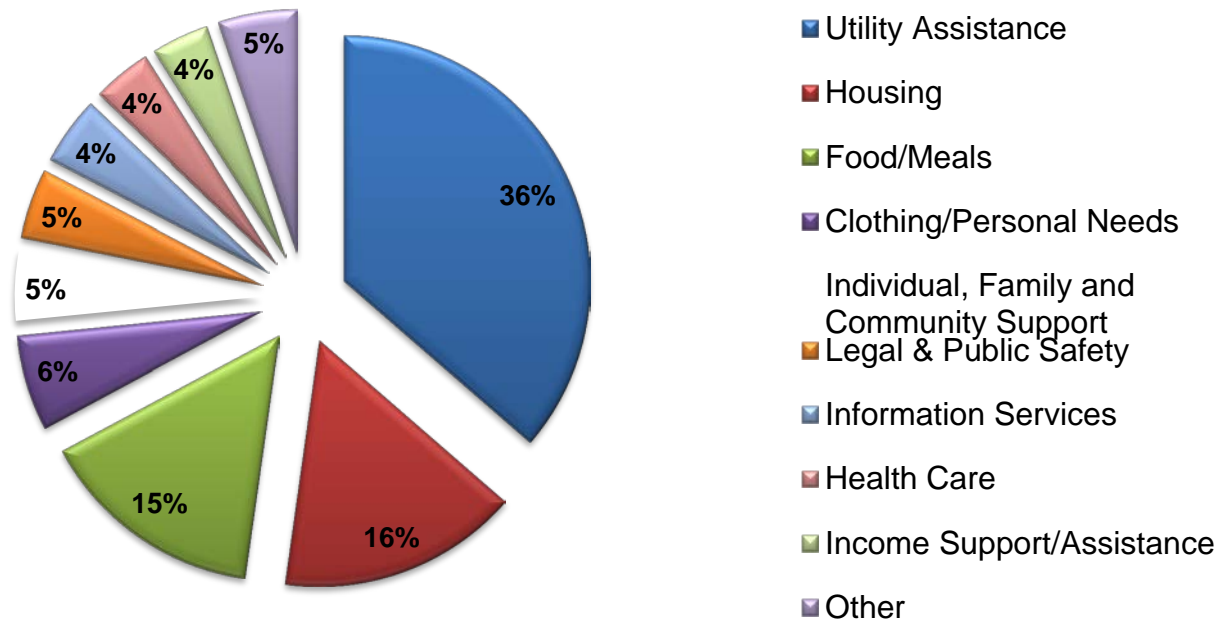
Goal: “Our team has a goal of treating every single person who contacts us with respect and dignity. We understand that we have a unique opportunity to make a real difference to the nearly 1 million people we serve!”

Sarah M. Kile, Executive Director



Statistics

Requested Services as % of Contacts



Unmet Need

An unmet need is recorded whenever the client cannot be provided an appropriate referral or helpful information. Of those the top unmet requests were:

- | | |
|------------------------------|--|
| 9% Utility Assistance | 1% Clothing/Personal Needs |
| 3% Housing | 1% Individual/Family/Community Support |
| 2% Income Support/Assistance | 1% Transportation |

A newly laid-off worker called in: "I've needed help three times in my life. 2-1-1 was there for me each time. I just don't know what we would have done without you. 2-1-1 really is a great service. Thank you".

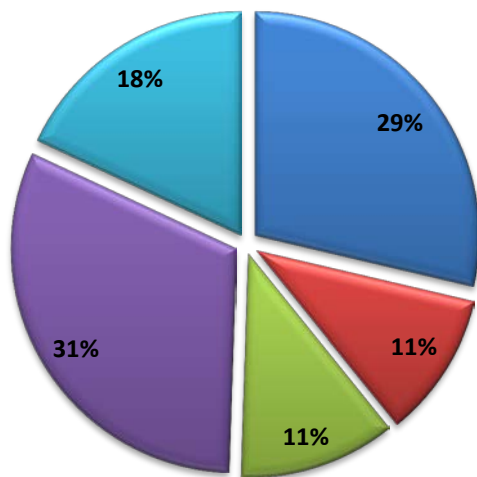
2015 Highlights

- Specialized Information & Referral for Veterans:** 211 Northeast Michigan is committed to providing access to benefits and assisting with veteran needs, including finding help with food, housing, and other emergencies. Working with the Great Lakes Bay Veterans Coalition we have two highly trained Veteran Resource Specialists who offer follow ups and dedicated service to our veteran callers and their families.
- St. Clair County:** In May, our Board of Directors voted to expand services to St. Clair County, the last county in Michigan in need of 2-1-1! The leadership in St. Clair chose to be affiliated with 211 Northeast Michigan because of our commitment to providing the best service possible!



"I just heard about 211 about six months ago, and I think you guys are fabulous. You've given me so much help, and I tell all my friends if they need anything, give you a call! I wish EVERYONE knew about 211!"

Funding



- County Contributions
- Grants & Foundations
- Fee for Service
- United Way
- In-Kind



Value Proposition

- Efficiencies created by reducing duplication of information directories needed by the community.
- 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.

Board of Directors

Carolyn Brummund, President, Alcona
Alcona County Commissioner

Don Schuster, Secretary, Clare
Listening Ear

Brad Blanchard, Exec. Committee
Great Lakes Bay Veterans Coalition

Kim Bejcek, Arenac
Bay/Arenac/Gladwin DHHS

Maureen Barney-McGuire, Gladwin
Shelterhouse

Mark Stevens, Isabella
Midland/Isabella DHS

Larry Pascadore, Montmorency
Montmorency Veteran Outreach

Jim Akans, Otsego
Otsego County United Way

Marie Thieleman, Sanilac
Sanilac County United Way

Jodi Thomas, Vice-President
The Dow Chemical Company

Tom Begin, Past President
Consumers Energy

Doug Dolph, Exec. Committee
United Way St. Clair County

Barbara MacGregor, Bay
Saginaw & Bay County Health Plans

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Alma College

Phyllis Rhodes, Iosco
Iosco RESA

Dennis Szagesh, Ogemaw
Ogemaw/Roscommon DHHS

Mary Schalk, Presque Isle
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Great Start Tuscola

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McMahan Thomson & Assoc.

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Crawford County United Way

Kathie Harrison, Huron
Huron Co. Community Collaborative

Jan Penney, Midland
MidMichigan Medical Center

Miriam Stoloque-Handrich, Oscoda
Purseonality Enterprises

Maureen Daugherty, Roscommon
Roscommon Co. Transit Authority

Joanie Covert, Saginaw
United Way of Saginaw County