



2017 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 2017, we handled nearly 40,000 contacts! Our contacts include phone calls, chats, emails and for the first time texts.

This year we had over 15,000 visits to search our website – allowing real-time, self-served information for those in need.

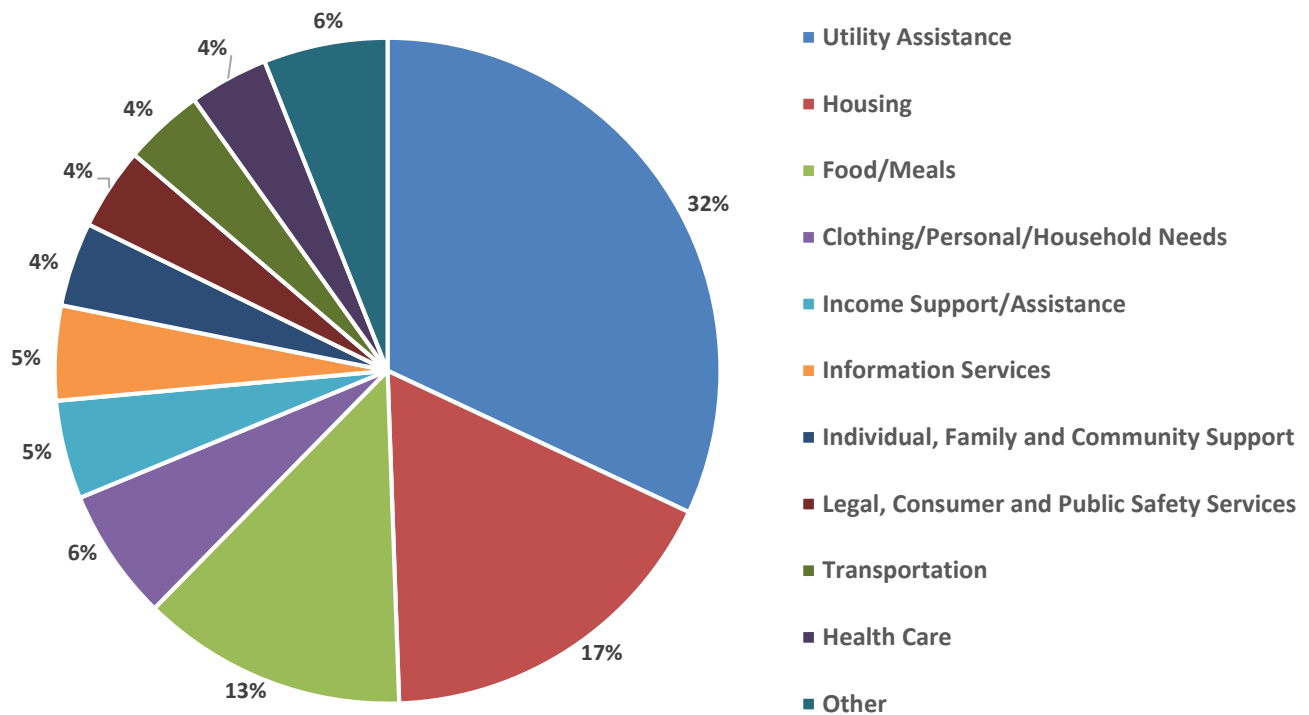
Goal: “Our team has a goal of treating every single person who contacts us with respect and dignity. We understand that we have a unique opportunity to make a real difference to the over 1 million people we serve!”

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:

- | | | | |
|------|--------------------|------|-------------------------------------|
| 6.5% | Utility Assistance | 1.7% | Clothing/Personal Needs |
| 3.5% | Housing | 1.7% | Individual/Family/Community Support |

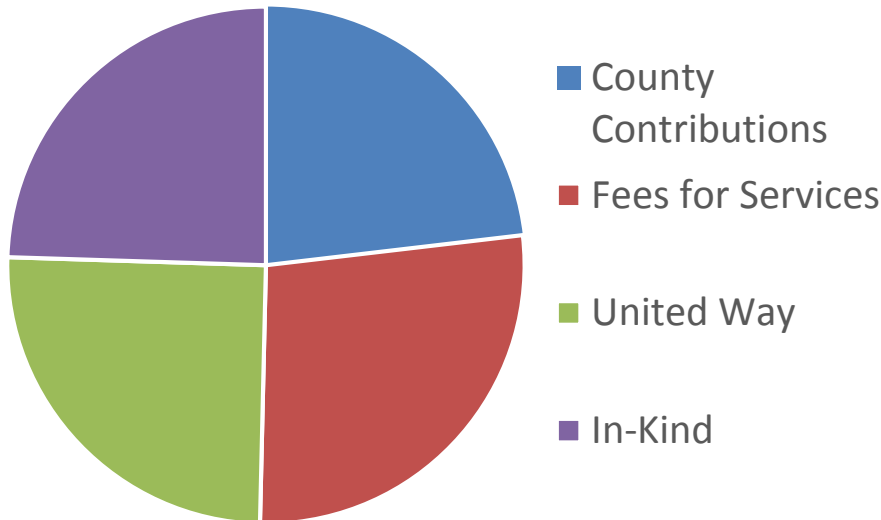
A newly laid-off worker called in: "I've needed help three times in my life. 2-1-1 was there for me each time. I just don't know what we would have done without you. 2-1-1 really is a great service. Thank you".

2017 Highlights

- **Specialized Information & Referral for Families with Children:** 211 Northeast Michigan is committed to providing access to benefits and assisting with needs of families with children. Our staff includes a specialist who is well versed in the needs of families.
- **TXT211:** This year we added texting as a way that people can contact us at 211 Northeast Michigan. Simply texting a person's zip code to 898211/TXT211 will get access to all of our information and referrals.
- **Central Michigan Flood:** On June 23rd several of our counties experience a massive flood. 211 responded by handling over 1,000 flood related contacts as well as helping with resource distribution.

"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 (approximate)



Community Partner



Our funding comes from a variety of sources including from the counties we serve. Each county contributes to our budget; they contribute through their county commissioners, United Ways, local businesses and much more.

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 N. Brummund, President, Alcona County Commissioner

Jodi Thomas, Vice President, The Dow Chemical Company

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Gretchen Wagner, Bay-Arenac ISD, Arenac

Barbara MacGregor, Bay, Saginaw, & Genesee Health Plans, Bay

Cheryll Ruley, Crawford County United Way

Dee Jungman, City of Gladwin Mayor

Kathie L. Harrison, Huron Co. Community, Huron

Phyllis Rhodes, Iosco RESA, Iosco

Toni Prabucki, DHHS-Director, Isabella

Jan Penney, MidMichigan Medical Center, Midland

Larry Pascador, Montmorency County

Dennis Szagesh, Michigan DHHS, Ogemaw

Miriam Stoloque-Handrich, Diocese of Gaylord, Oscoda

Keith Moore, Otsego County United Way

Mary Schalk, N.E. Michigan Community Partnership, Inc, Presque Isle

Jodi Valentino, County of Roscommon

Joanie Covert, United Way of Saginaw County

Marie Thieleman, United Way of Sanilac County

Rachel Koepf, Great Start Tuscola

Morgan Rooy, Link for Families, Gratiot

FREQUENTLY ASKED QUESTIONS

What is 2-1-1?

2-1-1 is a free, easy-to-remember telephone number that connects people in need with people who can help—24 hours a day, 7 days a week.

How does 2-1-1 work?

It's simple. When you dial 2-1-1, you will be connected with a trained professional who will assess your situation, identify your needs and refer you to the resources that can help. You can also connect to 2-1-1 using the chat and e-mail options located at www.211nemichigan.org.

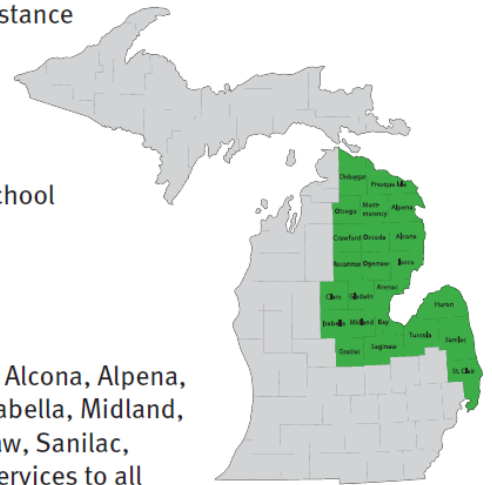
What types of services does 2-1-1 refer people to?

Through 2-1-1, community members can gain access to the following types of services:

- **BASIC HUMAN NEEDS:** food banks, clothing, shelters, utility assistance, and much more.
- **PHYSICAL AND MENTAL HEALTH:** medical information lines, crisis intervention services, group counseling, etc.
- **EMPLOYMENT SUPPORT:** unemployment benefits, access to financial assistance programs, job training programs, etc.
- **SUPPORT FOR OLDER AMERICANS AND PERSONS WITH DISABILITIES:** home health care, adult day care, independent living, workforce training, Meals on Wheels, etc.
- **SUPPORT FOR CHILDREN, YOUTH AND FAMILIES:** quality childcare, after school programs, summer camps, mentoring, tutoring, etc.
- **CRISIS CALLS:** suicidal thoughts, domestic violence, etc.

Is 2-1-1 available in my community?

The 2-1-1 Northeast Michigan currently provides 2-1-1 service to residents in Alcona, Alpena, Arenac, Bay, Clare, Cheboygan, Crawford, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, St. Clair and Tuscola (green). There are other 2-1-1 organizations that offer services to all of Michigan (grey).



Who can call 2-1-1?

Anyone looking for information or help with human service problems are encouraged to call. Case managers, church leaders, employers, teachers or other agencies calling on behalf of their clients are also welcome to call. Those who want to offer help in their communities are also encouraged to call 2-1-1. The Information and Referral specialists are sensitive to cultural differences and can provide information in different languages.

What is the difference between 2-1-1, 4-1-1 and 9-1-1?

- 2-1-1 is a free, easy-to-remember phone number connecting callers with health and human services in their community.
- 4-1-1 connects with Directory Assistance for local and long-distance phone numbers, area codes and addresses to businesses. There is a flat fee for this service (depending on your provider).
- 9-1-1 is reserved for police emergencies, ambulance, poison control and fire.

