



# 2018 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 2018, we handled nearly 39,000 contacts! Our contacts include phone calls, chats, emails and texts.

This year we had over 12,000 visits to search our website – allowing real-time, self-served information for those in need.

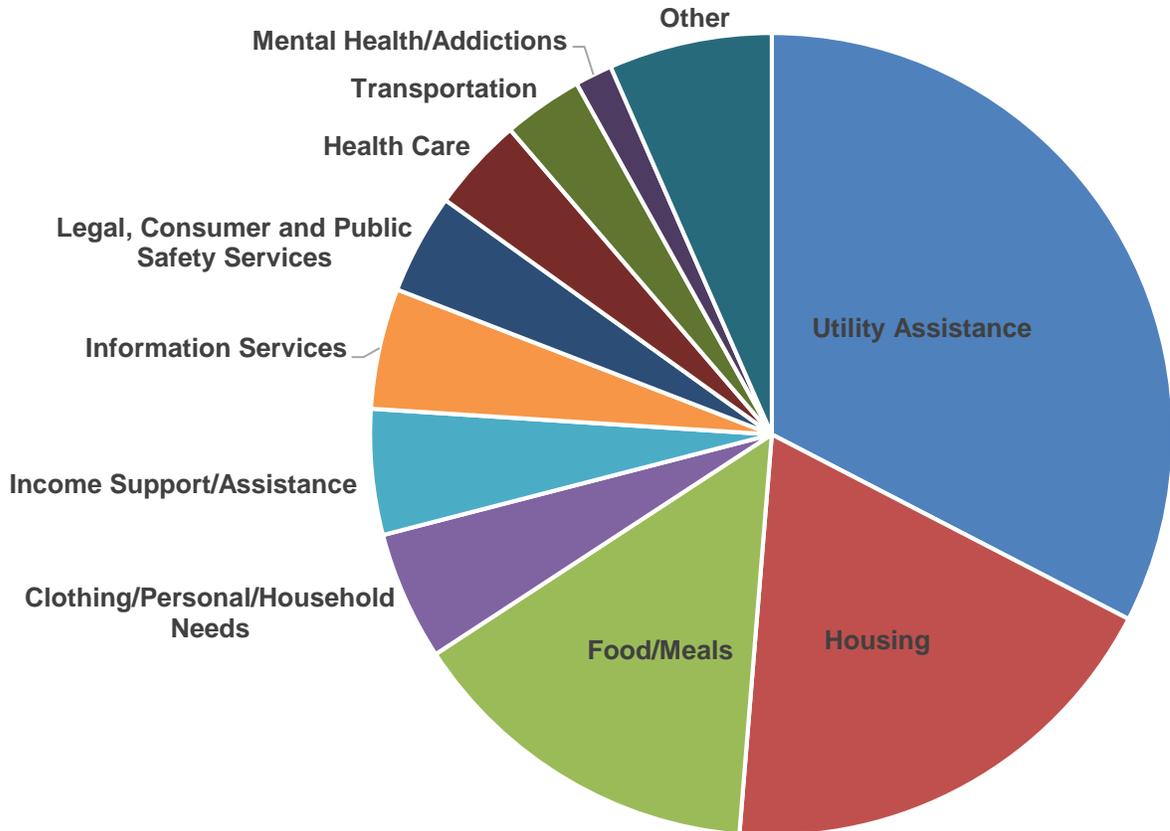
**Goal:** “Our team has a goal of treating every single person who contacts us with respect and dignity. We understand that we have a unique opportunity to make a real difference to the over 1 million people we serve!”

Sarah M. Kile, Executive Director



"Oh my goodness, I can't thank you enough. I'll be able to see again!" – Caller getting a referral to a local Lion's Program

## Referred 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:

|                         |  |
|-------------------------|--|
| 5.5% Utility Assistance | 1.9% Clothing/Personal Needs             |
| 4.3% Housing            | 1.4% Individual/Family/Community Support |

"You make it so easy to get what I need. I appreciate having you to call when I need anything." – Senior in need of help

## 2018 Highlights

- **Increased United Way Partnerships:** 211 Northeast Michigan is now partnering with team members located at Otsego, Sanilac and St. Clair United Ways.
- **Increased AIRS Certifications:** We have increased the number of team members with national Certifications!
- **Outstanding Customer Satisfaction:**

"This is why I love 211. Quick and easy, thank you so much!"

# Updated Website

**211 IS HERE TO HELP**

Just three simple numbers can make a big difference in your life! When you or someone you know is in need just call 211!

**GET HELP**

**CALL**  
Dial 211 on your phone

**TEXT**  
Text your ZIP to TXT 211

**CHAT**  
Click Here! Live Chat 24/7

**SEARCH**  
Community Resource Directory

## Partners:

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. Special thanks to:



## 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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Cheryll Ruley, Crawford County United Way  
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Morgan Rooy, Link for Families, Gratiot  
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Phyllis Rhodes, Iosco RESA, Iosco  
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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

# 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.

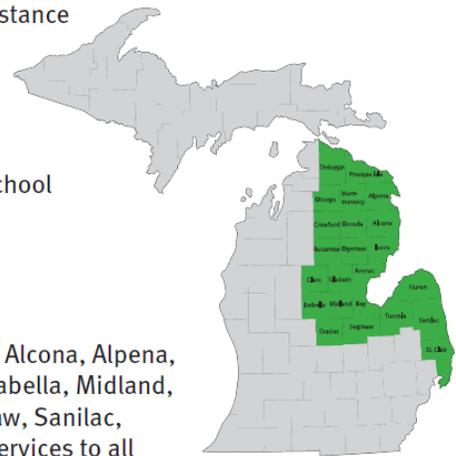
## **How does 2-1-1 work?**

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](http://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.



Get Connected. Get Answers.  
SERVING NORTHEAST MICHIGAN