

“One of our team members received a call from a man who was extremely distraught, repeatedly saying he was going to jump off a bridge. Recognizing the urgency, they immediately transferred the call to 988, connecting him with a trained crisis professional. A few minutes later, the man called back, still in danger. The call specialist quickly initiated an active rescue, contacting 911 and dispatching police and EMS to his location, remaining on the line with him until he knew help was on the way. Thanks to their swift and compassionate actions, a life was saved that day.”



Visit our new website:
www.211nemichigan.org

211 NORTHEAST MICHIGAN LEADERSHIP STAFF

As we begin a new year at 211 Northeast Michigan, we are filled with gratitude for our board and staff whose dedication and compassion make our work possible. Because of you, thousands across 23 counties received timely, meaningful support when they needed it most.

Thank you for your commitment, leadership, and heart. Together, we look forward to another year of making a difference.



LEADERSHIP:

Chiara Cameron-Wood
Executive Director

Shirley Fulco
Database Director

Shannon Benjamin
Contact Center Director

Will Wright-Johansson
Programs Director

BOARD EXECUTIVE COMMITTEE:

Audra Davis, President
United Way of Saginaw County

Lisa Bolen
NEMCSA

Annie Sanders, Vice President
United Way of Greater Central Michigan

Karolyn McEntee
Thumb Health Community Partnership

Aaron Wiggins, Treasurer
Ieuter Insurance Agency

Jeff Ostman
Cheboygan County Commissioners

Brent Gillette, Secretary
United Way of St Clair County

Nicole Luczak
United Way of Bay County

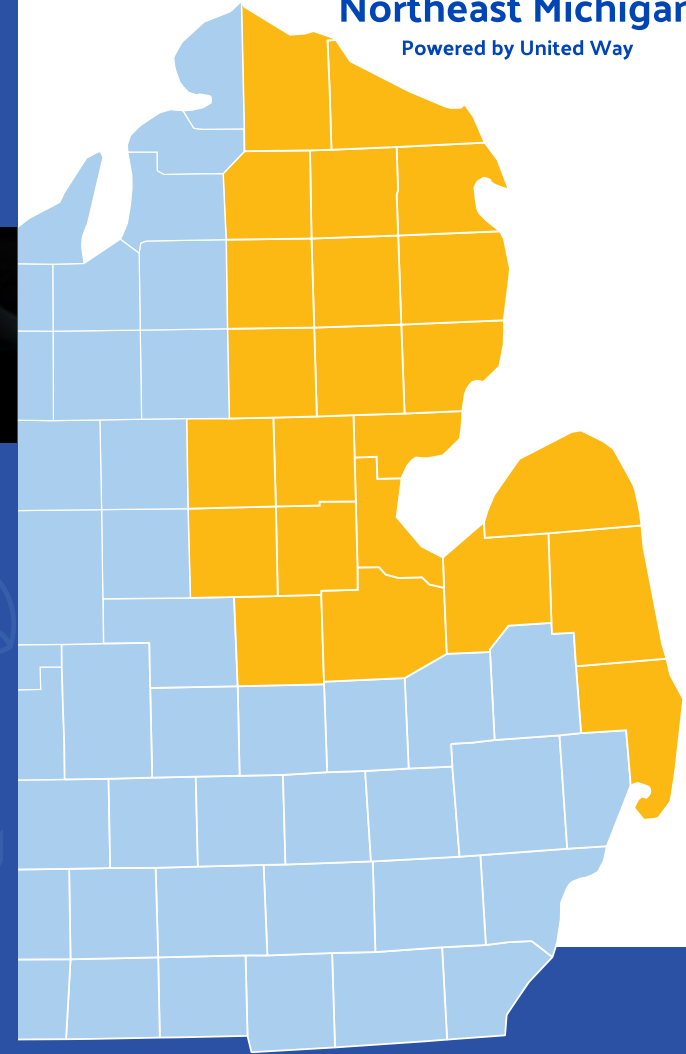
Other Board Members:
Chris Bruman
Dow Chemical

Holly Miller
United Way of Midland County

Robert Balzer
Consumers Energy

211

Northeast Michigan
Powered by United Way



2025 Annual Report

info@211nemichigan.org

Po Box 1409, Midland MI 48640

OUR MISSION STATEMENT:

211 Northeast Michigan offers a simple, free, and accessible 24/7 helpline that connects residents to essential services and support. We are dedicated to guiding individuals in Northeast Michigan to the resources they need for food, housing, healthcare, and crisis intervention, ensuring no one has to face tough times alone.

HIGHLIGHTS OF 2025:

- Launched a fully **redesigned website** and **refreshed marketing** and outreach materials to improve community access and visibility.
- Supported the successful launch of the **United Way of Bay County Community Information Exchange (CIE)**.
- Responded to more than **2,000 calls** during the April Northern Ice Storm, connecting residents to critical resources.
- Addressed increased **food insecurity during the SNAP crisis** by adding **150 new services** to strengthen resource search accuracy.
- Implemented **automated text and email follow-up** to improve client engagement and service continuity.
- Fully implemented the **Thumb Navigator** role, adding **20+ organizations** to the database and participating in **100+ regional meetings and events**.
- Launched the **Make the Right Call Initiative** across the Great Lakes Bay Region with strong support from the Regional Suicide Prevention Coalition, Great Lakes Bay Regional Mental Health Coalition, Midland County Health and Human Services Council, and additional regional partners.

“Oh my gosh, you really called back! I really appreciate how you listened to me and helped me with those applications. I’ll definitely call again if I still need help.”



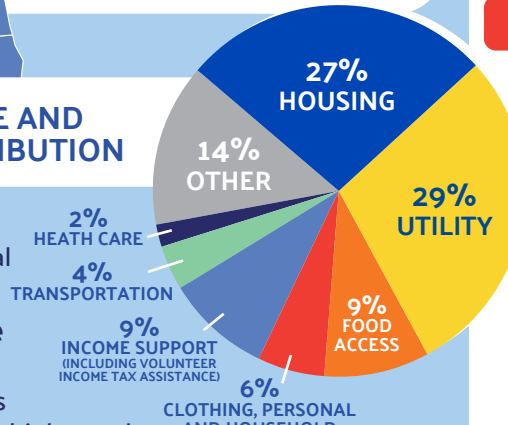
YEAR IN REVIEW

Our organization proudly serves residents across 23 counties in Michigan: **Alcona, Alpena, Arenac, Bay, Cheboygan, Clare, Crawford, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, St. Clair, and Tuscola.**

CALL VOLUME AND NEEDS DISTRIBUTION

Throughout 2025, we received a total of **50,116 calls**, a **12% increase from 2024**.

These interactions often reflected multiple needs per call, underscoring the complex challenges faced by our community members. The breakdown of call needs is as follows: food, housing, healthcare, and crisis intervention.



“A woman that identified to be a part of the transgender community approached our booth and shared that she had called 211 last November during a very dark time. The person who answered the phone from our center stayed with her, talked her through the moment, and helped her get to the hospital. She felt seen, heard, and supported in a way that changed her life—and she was grateful we were there.”

“Filling out the State Emergency Relief form felt overwhelming, but Tammy made me feel understood and supported every step of the way. Thank you!”



TOP UNMET NEEDS:

Despite our efforts, certain needs remain unmet for various reasons. Here are the top ten unmet needs:

1. Electric Service Payment Assistance
2. Rent Payment Assistance
3. Homeless Motel Vouchers
4. Water Service Payment Assistance
5. Automotive Repair and Maintenance
6. Community Shelters
7. Homeless Housing Related Assistance Programs
8. Gas Money
9. Undesignated Temporary Financial Assistance
10. VITA Program Sites

BARRIERS TO SERVICE:

1. **Capacity (45%):** The program exists but is full or out of funds.
2. **Eligibility (30%):** The caller does not meet strict income or other qualification requirements.
3. **No Service (25%):** There is no mapped resource for that specific need in that zip code.

Following the loss of her husband, one community member found the guidance she needed through our Gratiot and Isabella Resource Navigator. She shared: “I felt so supported and appreciated through this connection. Thank you for having this program—it made all the difference during a very difficult time.”