

# 211 Northeast Michigan Annual Report 2022

Subtitle



A free resource connecting people in need with people who can help - 24 hours a day, 7 days a week.



Bill Payment Assistance



Community Services



Disaster Services



Education



Employment & Financial Support



Food



Health Care



Housing & Utilities



Mental Health & Substance Abuse

[MIHopePortal.com](http://MIHopePortal.com)



Personal & Household Items



Transportation

# About 211



**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.**



# About 211

## 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.

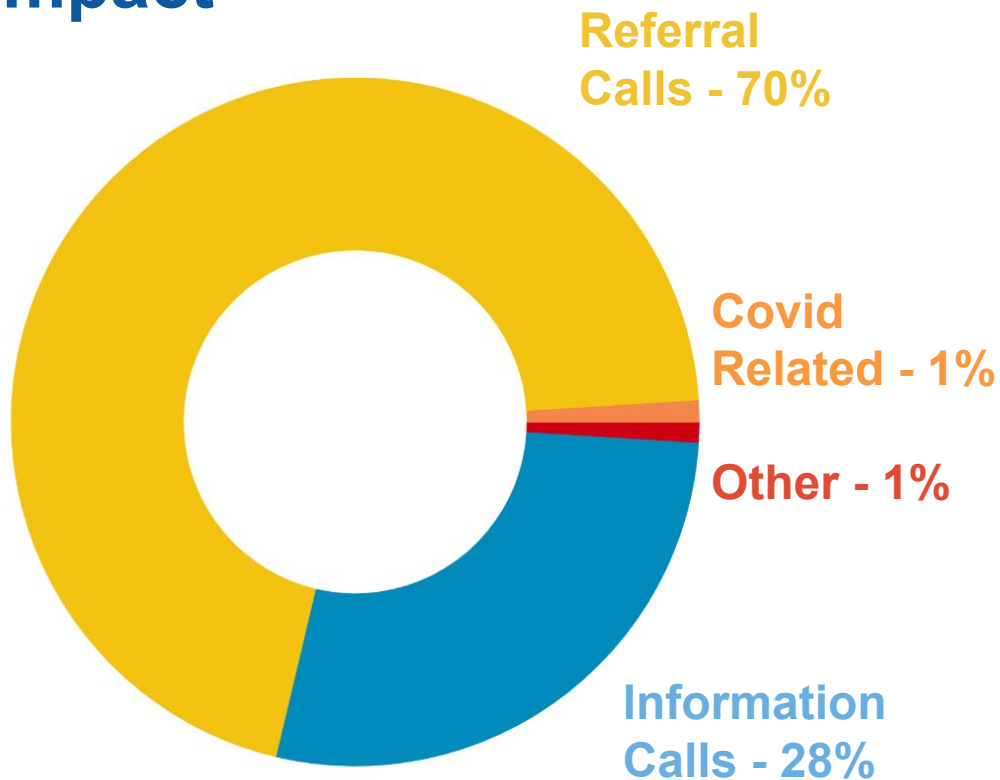


# Call Type Glossary

- **REFERRAL:** A call in which a referral is provided.
- **INFORMATION:** A call in which information is provided, such as an application status update, or information about a resource the caller is aware of. Example: “Is Salvation Army open on Saturday?”
- **CRISIS:** A call in which a caller is provided crisis services including a warm transfer to a crisis hotline or 911 dispatch. May include lethality assessment contact data form.
- **COVID-19:** A call that originates from the COVID-19 Vaccine or the COVID-19 Hotline skill



# Impact



## Total Calls:

- 53,111

## Other Interactions:

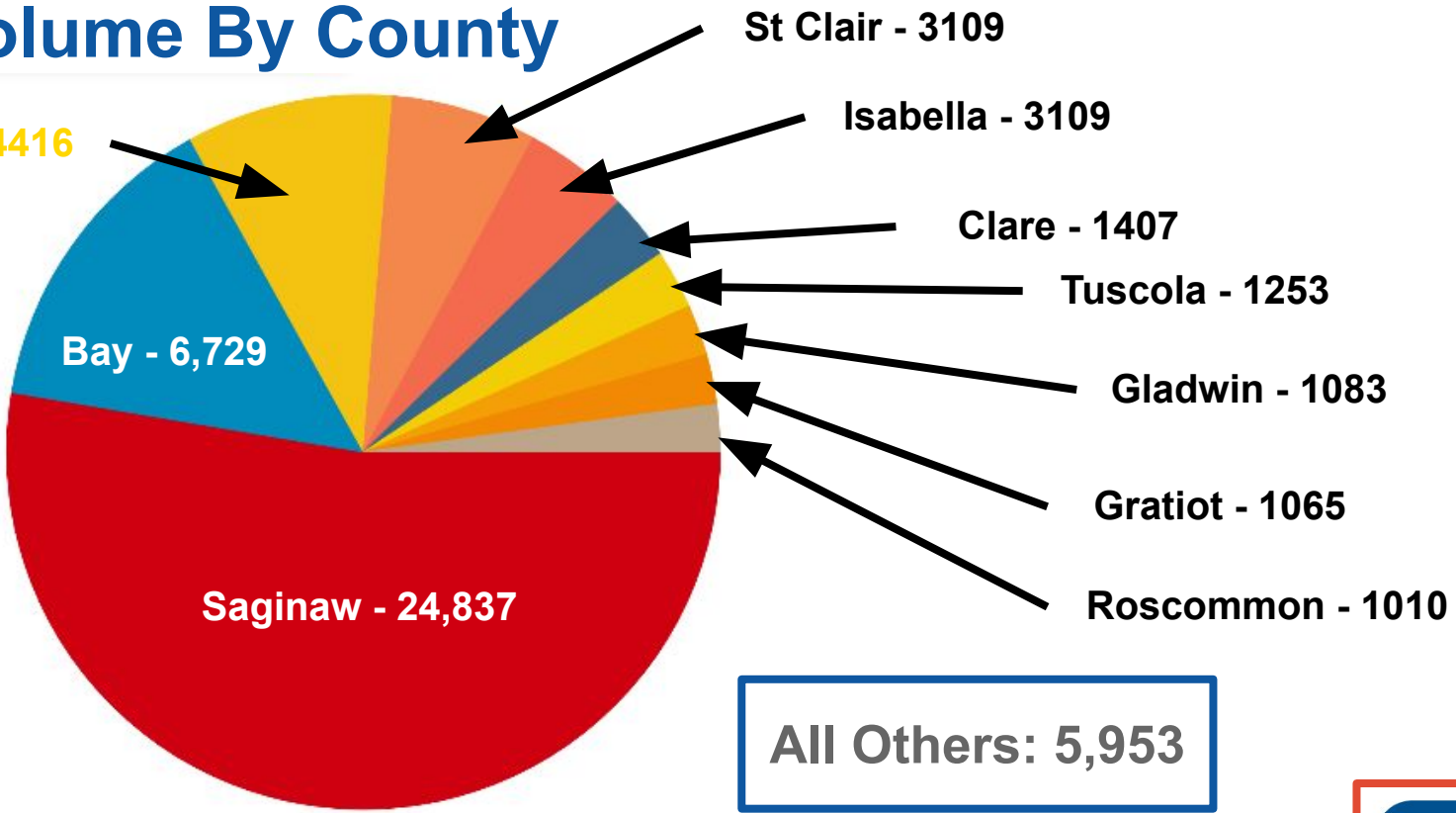
- Web Searches - 25,182
- Facebook Reach - 60,0822

\*In 2022 our chats and texts were taken by a state partner and are not counted in our total interactions



# Call Volume By County

Midland - 4416



All Others: 5,953

## Top 10 Needs:

Utility Assistance 29%

Housing 22%

Information Services 16%

Income Support 7%

Food/Meals 7%

Clothing/Household 5%

Health Care 4%

Individual, Family and Community Support 3%

Transportation 3%

Legal and Consumer Services 3%



2.1.1

Michigan

## Top 5 Unmet Needs:

<b>Electric Service Payment Assistance</b>	<b>9%</b>
<b>Rent Payment Assistance</b>	<b>6%</b>
<b>Homeless Motel Vouchers</b>	<b>6%</b>
<b>VITA Program Sites</b>	<b>5%</b>
<b>Water Service Payment Assistance</b>	<b>4%</b>



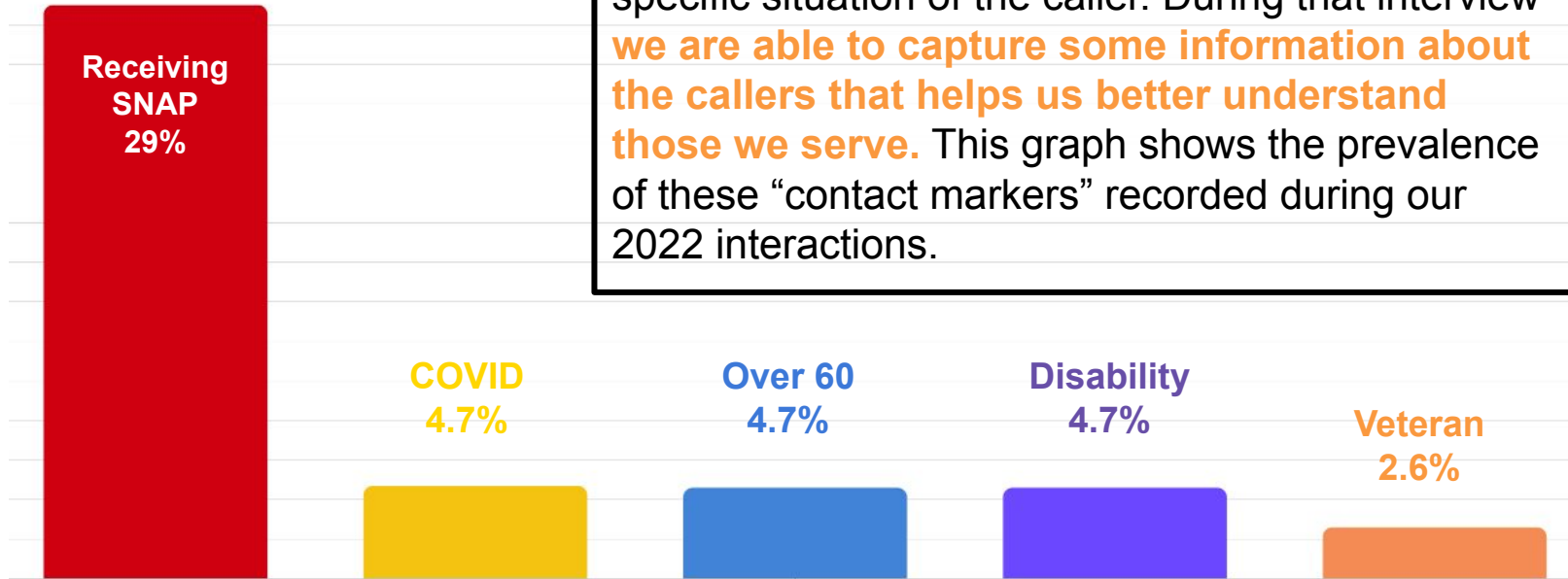
2.1.1

Michigan



# Contact Markers

During each interaction, we conduct an assessment to determine which resources would best fit the specific situation of the caller. During that interview **we are able to capture some information about the callers that helps us better understand those we serve.** This graph shows the prevalence of these “contact markers” recorded during our 2022 interactions.



# LIFT Program

Leveraging Income for Tomorrow

- The LIFT Program works with the ALICE population (**Asset Limited, Income Constrained, Employed**) in Midland County, an esteemed 35% of residents.
- The program help to “fill in the gaps” when an individual or family no longer qualifies for government benefits but doesn’t make enough to meet all of their basic needs.
- In 2022 in Partnership with the United Way of Midland County, we were able to give over \$100,000 in support to nearly 200 households.



## Community Information Exchange:

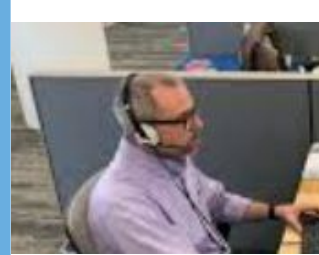
In a very intensive collaboration with MyMichigan Health the 211 Northeast Michigan team has created a community information exchange or CIE. This CIE allows providers within the health system to send direct referrals for social determinant of health issues to 211. Once these secure messages are received our trained team reaches out to the person in need and offers referrals and navigation to meet their every day needs. This program allows for health care workers to focus on physical health and lets 211 handle the social determinants of health.



## Leading in the Nation

In August, our Database Manager Shirley Southworth was recognized as a leader in our work and joined the AIRS Board.

Additionally, our team represents Michigan on two national groups; the National 211 Steering Committee and the 211 Council of States. The National 211 Steering Committee is a professional volunteer group representing the National 211 Network working collaboratively with United Way Worldwide (UWW) and the Alliance of Information and Referral Systems (AIRS) and to address issues arising from the 211 Network and bringing new initiatives and best practices forward to strengthen the 211 Network.



## Leadership Change:

At 211 Northeast Michigan I have found a calling and inspiration. As 2022 ended with a new leader for our organization it is time to reflect. In just over 8 years we grown from 3 team members to nearly 15, we have served through two floods and a tornado, and we have become an organization that each of us is proud to serve.

As I move to serving 211 at a state-wide level, I am honored that we have attracted a new leader who has a national presence. In 2023 I hope you get to know my replacement, Chiara Cameron-Wood. She comes with a plethora of experience, having led our industry all over the country.

A special thanks to our team who never gives up on those in need, our board who pushes us to continually focus on doing better and provides the environment to grow. A very special thanks to those who are vulnerable and put their trust in 211 when they need help.

Sincerely,

Sarah Kile



2·1·1

Michigan

# 211 Northeast Michigan Board of Directors

Carolyn N. [Brummund](#), President, Alcona County Commissioner

Brad [Blanchard](#), Vice President, Great Lakes Bay Veterans Coalition

Steve [Koehler](#), Treasurer, McMahan Thomson & Associates, PC

Brent Gillette, Secretary United Way of St. Clair County

Chris [Bruman](#) Exec/ Committee, The Dow Chemical Company

Bob Balzer, Exec. Committee, Consumers Energy

Aaron Miller, Exec. Committee, Gladwin Co Prosecuting Attorney

Tim Carmichael, Exec. Committee, Listening Ear

Joe Gentry, United Way of Northeast Michigan, Alpena

Gretchen Wagner, Bay-Arenac ISD, Arenac

Melissa Gary, Great Lakes Physicians Organization, Bay

Curtis Chambers, Cheboygan County Commissioner,

[Cheryll Ruley](#), Crawford County United Way

Morgan [Rooy](#), Child Advocacy, Gratiot

Todd [Tolaski](#), Huron County Commissioner, Huron

Lisa Bolen, Northeast Michigan Community Service Agency, Iosco

Toni [Prabucki](#), DHHS-Director, Isabella

Michael [Burzynski](#), Montmorency County

Erin Mann, Otsego County United Way

Paul Frechette, Ogemaw County Sherriff's Department

Libby Marsh, Oscoda County Commissioner

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

Cherrie Benchley, Roscommon County United Way, Roscommon

Audra Davis, United Way of Saginaw County

Tammy [Wiliford](#), United Way of Sanilac County

Rachel [Koepf](#), Great Start Tuscola

2-1-1

Michigan