

2024 Annual Report

211

Northeast Michigan
Powered by United Way



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2007 Austin Street Suite U, Midland MI 48642

211 NORTHEAST MICHIGAN LEADERSHIP STAFF

As we reflect on the past year at 211 Northeast Michigan, we extend our heartfelt thanks to our board and staff for their extraordinary dedication and effort.



LEADERSHIP:

Chiara Cameron-Wood
Executive Director

Shannon Benjamin
Contact Center Director

Shirley Fulco
Database Director

Will Wright-Johansson
Programs Director

BOARD EXECUTIVE COMMITTEE:

Carolyn Brummund, President
Alcona County Commissioner

Audra Davis, Vice President
United Way of Saginaw
County

Aaron Wiggins, Treasurer
Leuter Insurance Agency

Brent Gillette, Secretary
United Way of St Clair County

Chris Bruman
Dow Chemical

Robert Balzer
Consumers Energy

Dr Karen Moore, Esq
Gladwin County
Commissioner

Amy Vallad
Bay Arenac Intermediate
School District

Lisa Bolen
NEMCSA

Annie Sanders
United Way of Gratiot Isabella

Melissa McDonnell
United Way of Otsego County

Karolyn McEntee
Thumb Health Community
Partnership

Rachael Koepf
Great Start Tuscola

Libby Marsh
Oscoda County

FINANCIAL OVERVIEW

INCOME OVERVIEW

- County Contributions: **\$159,588**
Sourced from local United Ways and county contributions.
- Interest Income: **\$26,113**
Generated from our financial assets, contributing additional non-operational revenue.
- MAUW Program Funding: **\$523,866**
Comprised of state general fund allocations and government contracts.
- Other Local Funding: **\$58,756**
Including local contracts and fee-for-service arrangements.



EXPENDITURES OVERVIEW

- Total Contract Services: **\$119,965**
Covers overnight and supplemental service provision and professional services.
- Total Operations: **\$96,051**
Encompasses expenses for maintaining and expanding our reach and effectiveness.
- Total Payroll Expenses: **\$727,412**
Reflects salaries and benefits for our dedicated staff.

This financial summary underscores our commitment to stewardship and impact, demonstrating prudent management of funds to maximize service delivery and support for our community.

OUR MISSION

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 2024

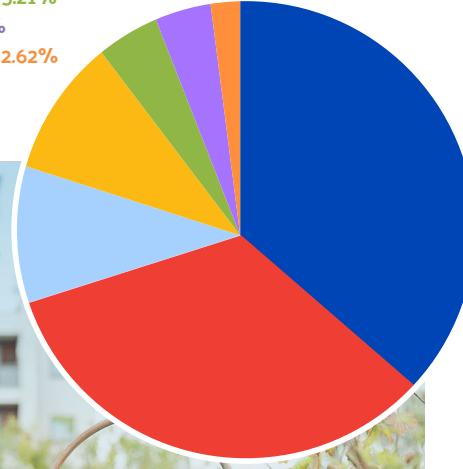
- Launched Thumb Cares Website in Partnership with [Thumb Community Health](#)
- Implemented [Regional Mental Health Navigation Program](#) in the Midland, Saginaw, and Bay County region
- Supported +270 people in getting registered on the [Federal Healthcare Marketplace](#)
- Served [+680 individuals with nearly \\$250,000 dollars with the LIFT Program](#), a partnership with United Way of Midland County serving ALICE populations
- With Michigan 211 partners launched [Resource Management User Interface](#) to make it easier for community organizations to update their service details
- Attended [+75 outreach events](#), reaching an estimated 200-400 people during most of these events.



CALL VOLUME & NEEDS DISTRIBUTION

Throughout 2024, we received a total of 44,825 calls. 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:

- Housing:** 33.68%
- Utility Payment Assistance:** 30.89%
- Food Access:** 12.45%
- Tax Assistance (VITA Program):** 10.13%
- Material Goods:** 5.21%
- Legal Aid:** 4.77%
- Transportation:** 2.62%



Help Seeker Anonymous: "The 211 team member was thorough, kind, and respectful. I'm so grateful for how I was treated, thank you!"

TOP UNMET NEEDS

Despite our efforts, certain needs remain unmet due to various factors. Here are the top five unmet needs and the primary reasons they were not fulfilled:

- Electric Service Payment Assistance** - Of the 2,366 unmet needs, 1,400 were due to the unavailability of services, with the remaining primarily due to ineligibility.
- Rent Payment Assistance** - 1,012 instances were unmet primarily because applicants did not possess an eviction notice or had already received assistance.
- VITA/Tax Assistance** - 502 cases were unmet primarily due to callers reaching out past the deadline or no available appointments.
- Homeless Motel Vouchers** - Nearly all requests went unmet due to the lack of available services in the callers' areas.
- Automotive Repair** - 400 unmet needs were primarily because no service met the demand.

SERVICE AREA COVERAGE

Our organization proudly serves residents across 23 counties in Michigan:

Alcona, Alpena, Arenac, Bay City, Cheboygan, Clare, Crawford, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, Sanilac, St. Clair, and Tuscola.

PRIDE Festival Participant: "This past year was tough after losing my home and job due to discrimination. Thankfully, 211 was there every step of the way—helping me find housing, food, and a new job. They truly were my lifesaver."

