

211 Northeast Michigan Annual Report 2023

Connecting People to Essential Services



Letter from the Executive Director

Dear Friends and Supporters,

The past year has been transformative for 211 as we continued our mission to connect individuals and families to essential services. Despite numerous challenges, our community's resilience and support have been our driving force. We are grateful for your unwavering commitment and are proud to share our achievements.

Warm regards,
Chiara Cameron-Wood
Executive Director



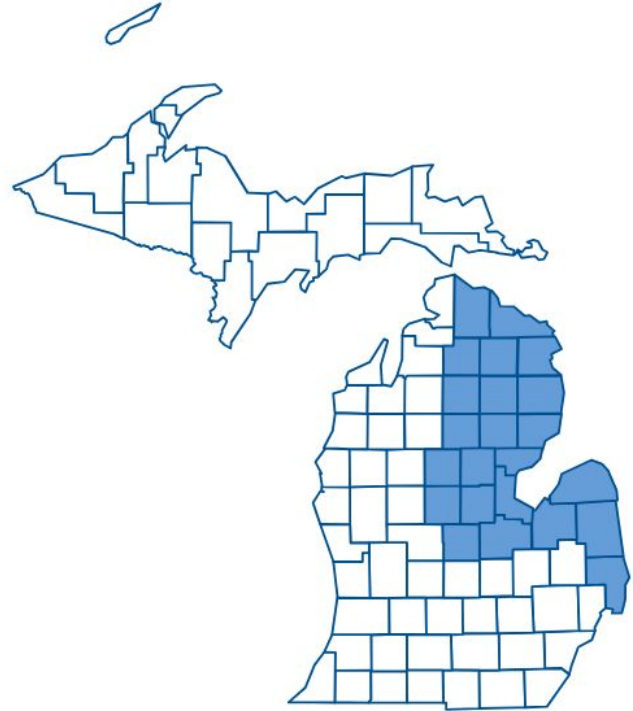
Mission and Vision

Mission

- To provide Northeast Michigan with referrals and information to assist with essential needs.

Vision

- 211 Northeast Michigan is the trusted and valued gateway for referrals and information to meet essential needs.



Highlights

- Achieved a second 5 year Accreditation from InformUSA
- Received a National Innovation Award for our work with United Way of Midland County and the LIFT Program
- 50% of all 211 staff are Inform USA Certified
- 56% of all staff are Certified Health Workers
- Received \$75,000 ARPA grant to set up and test a system that would help Midland County residents navigate mental health options better with the goal of getting people connected to the support they need and identifying barriers





Number of events attended:

- Over 50 events attended in almost every one of our counties
 - Community Connect events
 - Trunk or treats
 - Community Baby Showers
- About 130 community meetings attended throughout the year
- Dow Invitational with nearly 10,000 people (and we put stickers on almost all of them!)
- Duck Derby event in Bay City
- Outreach Day in Midland County where we posted over 100 posters and 1000 cards to people promoting LIFT
- Food giveaway with 2000 people affected in Tuscola County
- United Way kick off event in Iosco County

High Level Impact Data

Documented:

Connections Activity:

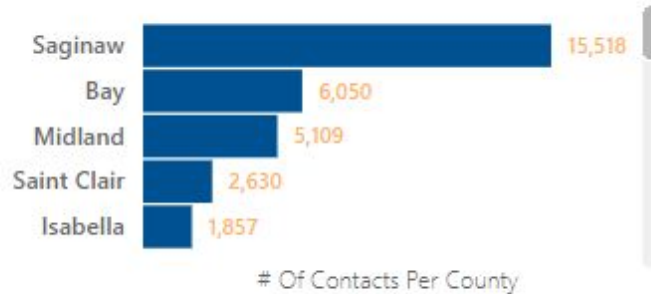
41,726
Total Connections

45,212
Total Needs

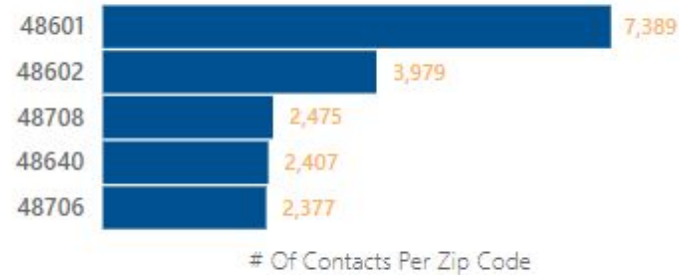
37,102
Needs Met

8,110
Needs Unmet

Top Counties:



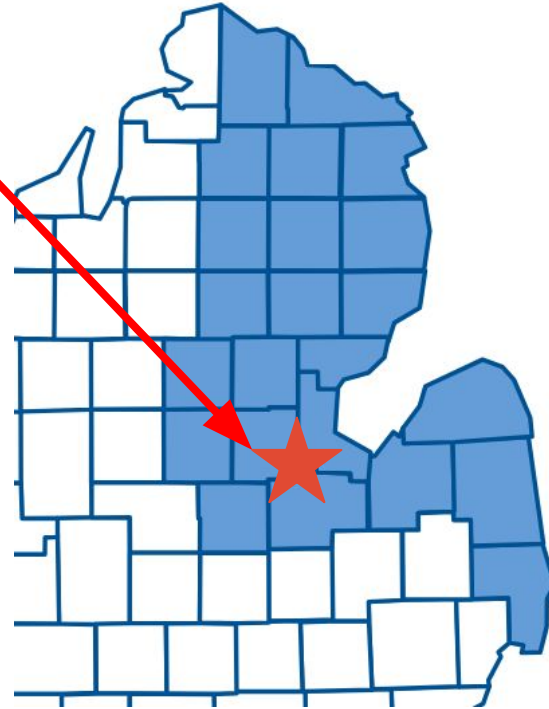
Top Zip Codes:



Contacts by County

Saginaw	15518
Bay	6050
Midland	5109
Saint Clair	2630
Isabella	1857
Clare	1594
Gratiot	1042
Tuscola	986
Gladwin	887
Roscommon	806
Sanilac	643
Otsego	625
Ogemaw	569
Huron	561
Arenac	506
Iosco	490
Alpena	397
Crawford	342
Cheboygan	341
Alcona	260
Oscoda	188
Montmorency	182
Presque Isle	143
Total	41726

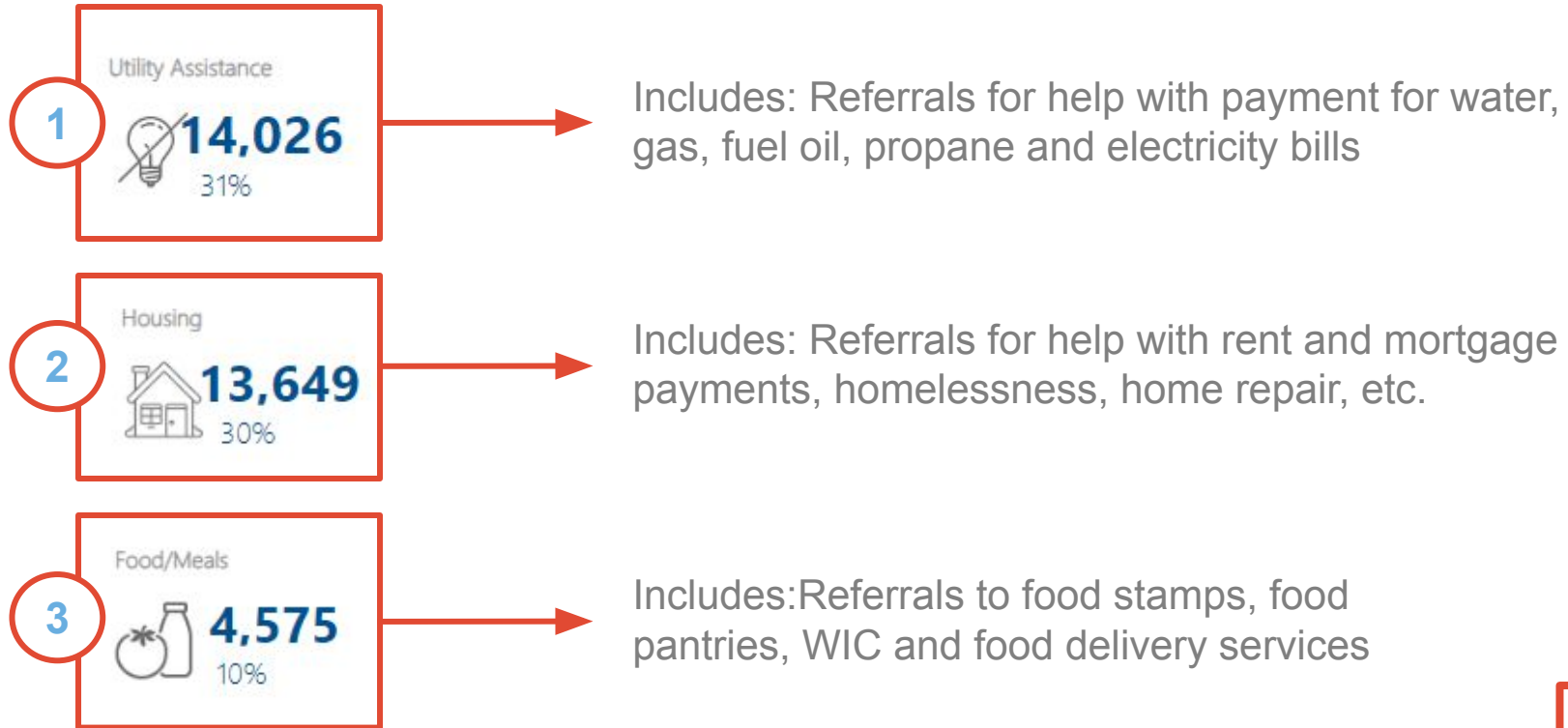
The Great Lakes Bay Region accounts for 64% of total calls from the 211 NEMI coverage area.



2.1.1

Michigan

Top 3 Services Requested



Unmet Needs

- Sometimes we are unable to make a referral because of these reasons:
 - That referral doesn't exist
 - That organization has run out of funds to support that service at that time
 - The client can't access the referral due to a number of possible barriers including transportation, technology access and language

In 2023, 18% of needs presented by our callers went unmet for these and other reasons.

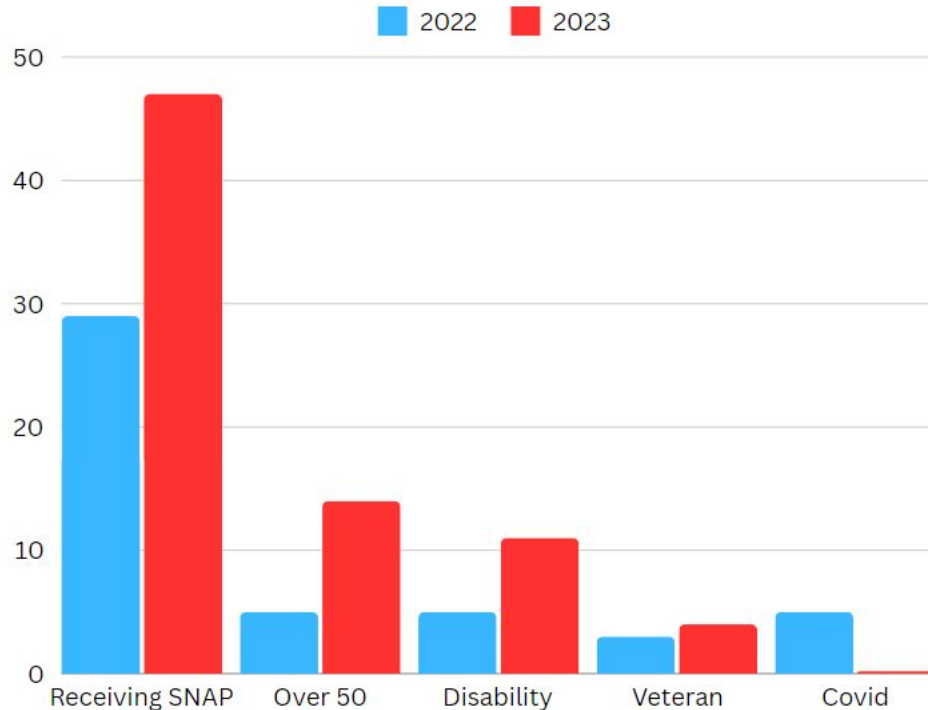


Unmet Needs

- **213** unmet needs related to Gas Money
- **365** unmet needs related to Automobile Insurance and Payment Assistance as well as Automotive Repair Assistance
- **669** unmet needs related to Homelessness and Shelter needs
- **1164** unmet needs related to Electric Service Payment Assistance
- **1182** unmet needs for Rent Payment and Rental Deposit Assistance



Demographics/Contact Markers



- From 2023 we saw a significant increase in the number of people calling who already had food stamps (from 29% to 47%) as well as increases in the number of caller over 50 and those who are receiving Social Security Disability benefits.
- COVID-19 inquires have virtually disappeared.

211 NEMI online...

Website

- Page views: 47,000
- Session starts: 22,000

Facebook:

- 4,300 followers
- 9,100 content interactions
- 145,100 reach (total number of people who see our content)

LinkedIn

- 5000 reach

Instagram

- 144 reach

Twitter

- 402 followers



LIFT (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.



LIFT (Leveraging Income For Tomorrow) 2023 Impact

- Households helped: 229
- Total number of people assisted: 572
- Amount of Assistance Given: \$322,804.61
- Greatest Needs:
 - Rent Payment/Rental Deposit Assistance
 - Appliance Vouchers
 - Home Repair
 - Dental Care Payment Assistance



Financial Overview

- Revenue: \$954,000
- Expenses: \$976,000
- Revenue Sources:
 - United Ways: 16%
 - State Funding: 67%
 - County Contributions: 4%
 - Contracts/Miscellaneous: 13%
- Expenses Breakdown:
 - Salaries and Wages: 58%
 - After Hours and Contractual Support: 32%
 - Outreach Costs /Mileage/Miscellaneous: 10%

2023 Board Leadership

Officers:

President: Carolyn Brummund (Alcona County Commissioners Office)

Vice President: Brad Blanchard (Great Lakes Bay Veterans Coalition)

Secretary: Brent Gillette (United Way of St Clair County)

Treasurer: Tammy Williford (United Way of Sanilac County)

Executive Committee Members (Non Officers):

Bob Balzer (Consumer Energy)

Chris Bruman (Dow Chemical Company)



Board of Directors - General Board

- Aaron Wiggins (leuter Insurance)
- Annie Sanders (United Way of Gratiot and Isabella)
- Audra Davis (United Way of Saginaw County)
- Cherrie Benchley (Roscommon County United Way)
- Karen Moore (Gladwin County Commissioners Office)
- Libby Marsh (Oscoda County)
- Lisa Bolen (Northeast Michigan Community Service Agency)
- Mary Schalk N.E. Michigan Community Partnership, Inc
- Melissa Gary (Bay, Saginaw & Genesee Health Plans)
- Morgan Rooy (Gratiot Child Advocacy Network)
- Paul Frechette (Ogemaw Sheriff Department)
- Rachel Koepf (Great Start Tuscola)
- Todd Talaski (Huron County Board of Commissioners)



"211 is not just a number—it's a reminder that every step forward is part of a greater journey. Embrace the challenge, for each one prepares us for what's next."

