



211 Northeast Michigan Annual Report 2020

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



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Community Services



Disaster Services



Education



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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.

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 2020, we handled over 44,000 contacts up over 20% from 2019. Our contacts include phone calls, chats, emails and texts.

This year we had over 63,000 searches on our website – allowing real-time, self-served information for those in need.

"This is amazing. I can't believe there's so much help, and I'm so glad 211 is available to the community for things like this!"
211 Caller

Referrals as a percentage of contacts:

In 2020 our team made 76,900 referrals to over 1,500 agencies and organizations.

Referrals for health care, which includes COVID tests and information, is significantly up over 2019.

Unmet Needs:

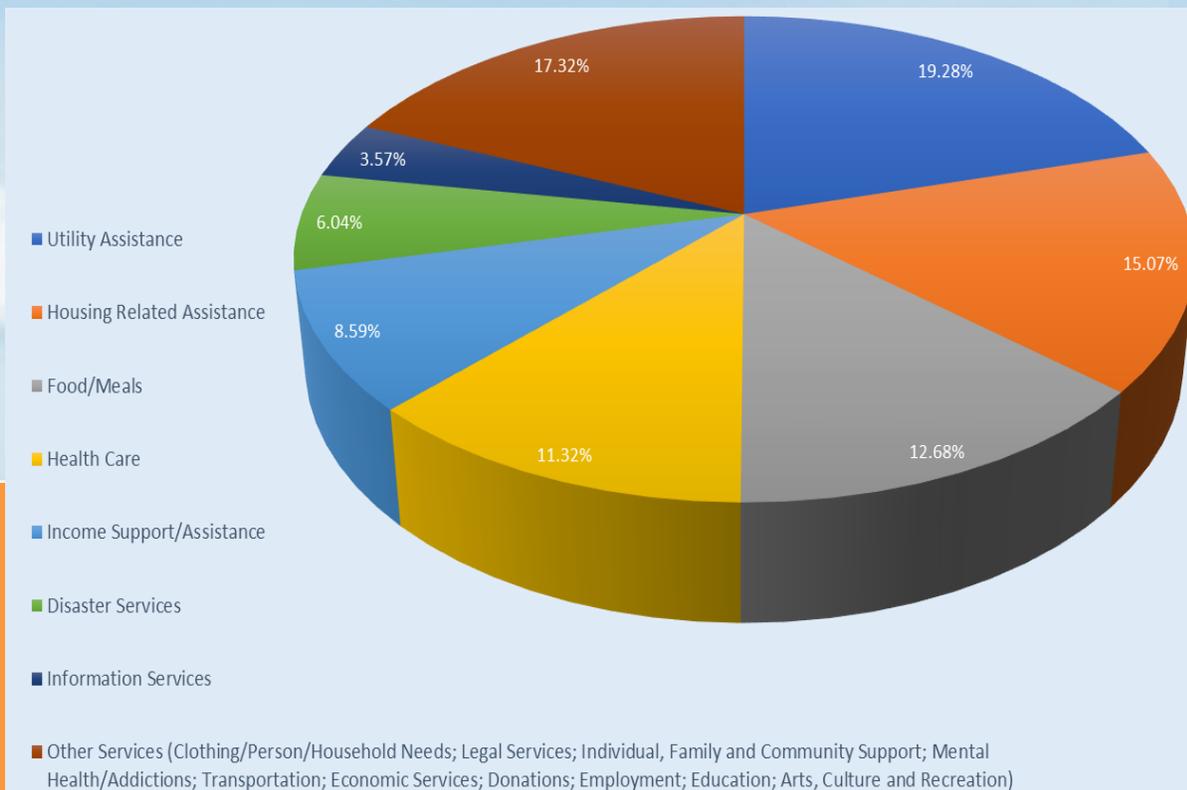
An unmet need is recorded whenever the person cannot be provided an appropriate referral for their need. Of those the top unmet requests were:

1% Income support/Assistance

.9% Individual, Family & Community Support

.95% Housing

.8% Utility Assistance



COVID-19 Response

At 211 Northeast Michigan we are proud to offer our community assistance during these unprecedented times. In 2020 we helped over 7,900 households with COVID related needs.



COVID-19 Service Highlights

- Monthly reports to our stakeholders: During 2020 regular reports were provided to our communities to determine where service gaps may be related to those struggling due to the pandemic.
- Navigation services: In response to those who needed help signing up for services but were homebound because of COVID-19 our team offered individualized help.
- Test finding: In our region we widely shared that people looking for COVID-19 tests could simply dial 211 to find and/or schedule a test. We helped over 2,400 people find diagnostic test.

"I know who to call if I need help again! Thanks so much!" 211 Caller

Awareness Campaign:

Thanks to the Herbert H. and Grace A Dow Family Foundation, the Midland Area Community Foundation, Bay Area Community Foundation and the United Ways of Midland and Bay Counties we had the opportunity to get the word out about 211. The campaign focused on people who have never had to ask for help before. To see materials that were created visit:

www.211nemichigan.org/give-help/marketing

Bridge to Belonging:

In an effort to reduce loneliness and connect people to area resources, MidMichigan Health has worked with us to create a direct referral process within their physician offices.



Flood Response:

In May, five of our counties experienced a historic 100 year flooding and dam failures. In response, 211 Northeast Michigan immediately went into action, working with each county, we were able to get help from 211 centers all over the country to respond to the over 2,900 contacts looking for help with shelter, food and water.

ALICE Summit:

On February 11th we worked with partners to educate the community on those who are Asset Limited, Income Constrained and Employed (ALICE). The Summit featured Lt. Governor Garlin Glichrist and was a huge success. To learn more visit www.uwmich.org/alice



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"I have called several places, you have been the first one to listen to me. I appreciate the extra time spent helping me. Thank you, you are doing a good job." 211 Caller

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.

Thanks to all of our donors, those that volunteer, those that share our information and those who help make us stronger.

Special thanks to:

