



Call United Way 
2-1-1™
Get Connected. Get Answers.

FY16 Annual
Report

Get Connected. Get Answers.

United Way 2-1-1 is a free, confidential information and referral helpline and website serving a 42-county region in Iowa.

Get Connected



Connect to essential health and human services in our community.

- Available 24 hours a day, seven days a week
- No cost
- Completely confidential
- Multilingual assistance

Get Answers



Whether in times of natural disaster or personal uncertainty, United Way 2-1-1 commits to being the first, most essential resource to anyone who needs help:

- Assistance for older adults and people with disabilities
- Basic human needs
- Emergency preparedness/recovery
- Employment support
- Free tax preparation appointment scheduling
- Health insurance enrollment assistance
- Physical and mental health
- Support for youth and families

How to Contact



- Call 2-1-1 or 1-866-469-2211, and a trained professional will access a statewide database of agencies and resources to find the best solution possible
- Visit 211iowa.org to access the same database 2-1-1 professionals use
- Text zip code to 898211

Meeting Our Region's Needs



1,129,694

people in our 2-1-1 service area



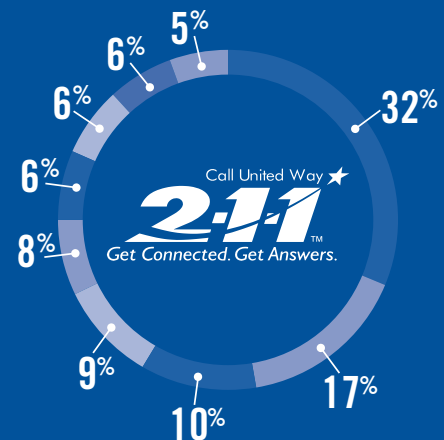
983

available agencies



5,663

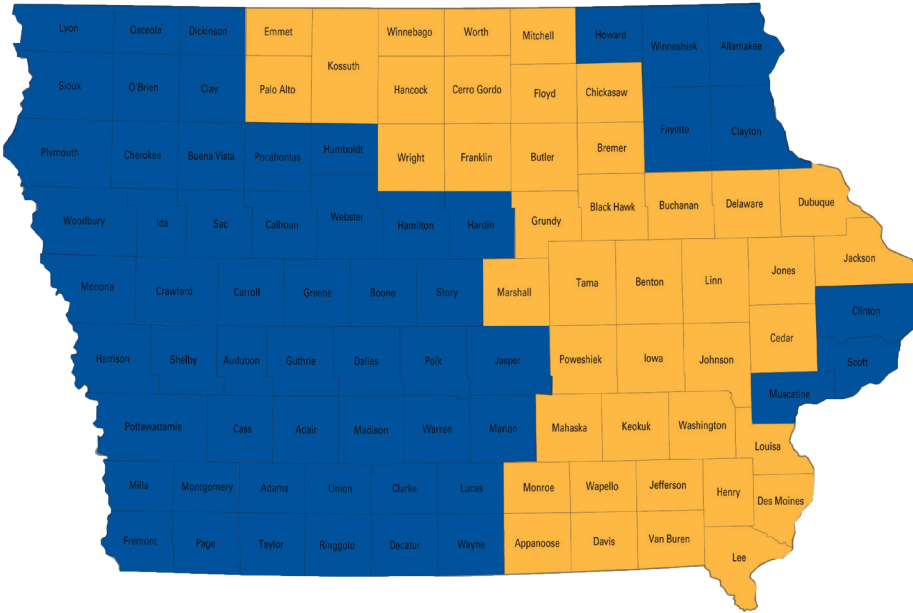
available resources



PERCENTAGE OF CALLS

- | | | | |
|-----|----------------|----|--------------------------------|
| 32% | Income support | 6% | Healthcare |
| 17% | Housing | 6% | Individual & family support |
| 10% | Utilities | 6% | Information services |
| 9% | Other | 5% | Legal, consumer, public safety |
| 8% | Food & meals | | |

Creating Connections



Locally

- United Way 2-1-1 partners with funded nonprofit organizations that operate contact centers
- Serves as communication hub for county emergencies and Duane Arnold Energy Center

Regionally

- United Way 2-1-1 provides support for 42 counties and 13 United Ways
- Collaborates with other county programs and nonprofits

Statewide

- One of five 2-1-1 centers in Iowa
- A database of resources serving the entire state and establish network for both directors and contact center managers

Nationwide

- United Way 2-1-1 is part of a national association supporting information and referral services
- Received certification and membership from Association of Information & Referral Services (AIRS)
- AIRS brings regulations and guidelines to maintain consistency nationwide
- United Way 2-1-1 works with United Way Worldwide which covers 93.5% of the United States

2016 Quick Facts



58,840

people contacted 2-1-1



29,337

2-1-1 callers



33,905

referrals



29,503

online database searches statewide



5,900

tax appointments

Looking Ahead

University of Iowa Project

In 2016, the University of Iowa's Tippie School of Management selected United Way 2-1-1 call center to work with a team of seven MBA candidates. These graduate students made recommendations after taking a close look at 2-1-1's operation, including trends impacting information and referral service. In response, 2-1-1 launched texting services, capacity analysis, and outreach strategies to strengthen engagement across all communities we serve.

2-1-1 Counts

Along with proposed partner Iowa 2-1-1 centers, United Way 2-1-1 seeks to contract with 2-1-1 Counts, a database analytic program that will improve what we know about callers and their needs. This information will help United Way staff, partner agencies, and the public review 2-1-1 data and take action.

Website Updates

We are in the process of creating a more cohesive, statewide website:

- Total website redesign
- Update resource database
- More customer-friendly search engine
- Improved resource menu for self-selection
- Upgrade to provide immediate response
- Anticipated completion in October 2017

Advanced Customer Service

United Way 2-1-1 is a critical resource and must be accurate and easy to navigate. With callers' increasingly diverse requests, 2-1-1 operators need to provide:

- Comprehensive interaction to understand needs and assist callers
- Accurate and timely referrals
- Deeper dialogue with expanding client base
- Pilot project utilizing emerging technologies
- More convenient production of resource lists

Contact Information

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