



Call United Way   
**2-1-1**<sup>TM</sup>  
Get Connected. Get Answers.

**FY18** Annual  
Report

# Everyone deserves access to the right resources



**2-1-1 is a safe place to start for anyone who needs assistance finding local resources.**

United Way 2-1-1 is a free, confidential information and referral contact center and website that serves 42 counties in Iowa, as well as parts of Wisconsin and Illinois. Our goal is to assist individuals and families in finding resources to meet their essential health and human services needs by being available 24 hours a day, 7 days a week, 365 days a year. Whether in times of personal crisis or natural disaster, United Way 2-1-1 strives to be an essential resource to anyone who needs help. The following agencies financially support United Way 2-1-1:

- Cedar Valley United Way
- Duane Arnold Energy Center
- Heritage Area Agency on Aging
- United Way of Dubuque Area Tri-States
- United Way of East Central Iowa
- United Way of Johnson and Washington Counties
- United Way of North Central Iowa
- United Way of Wapello County
- Waverly-Shell Rock Area United Way

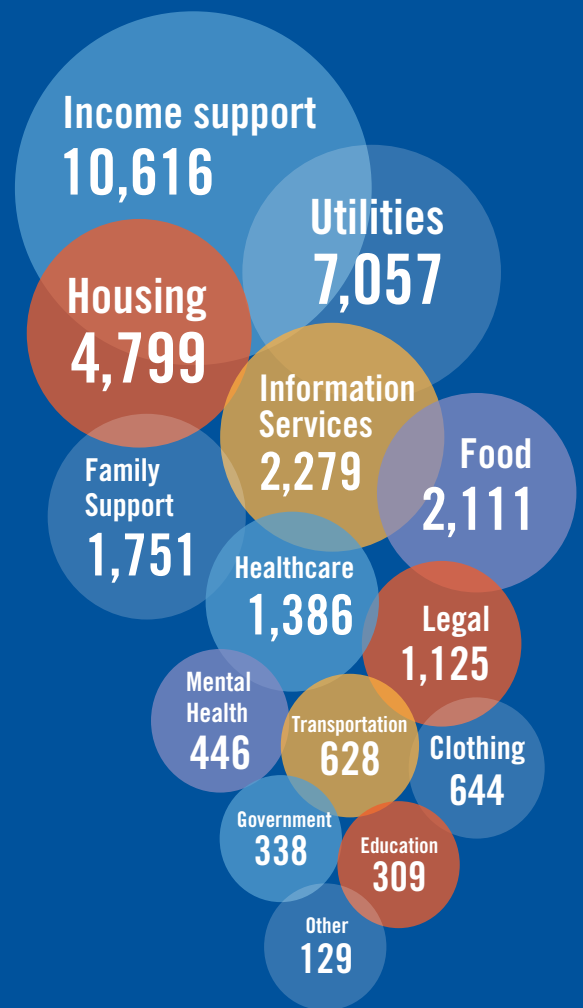
## A Safe Place to Start

**CALL** Landline: 2-1-1  
 Toll-free: 1-866-469-2211  
 Cell phone: 319-739-4211

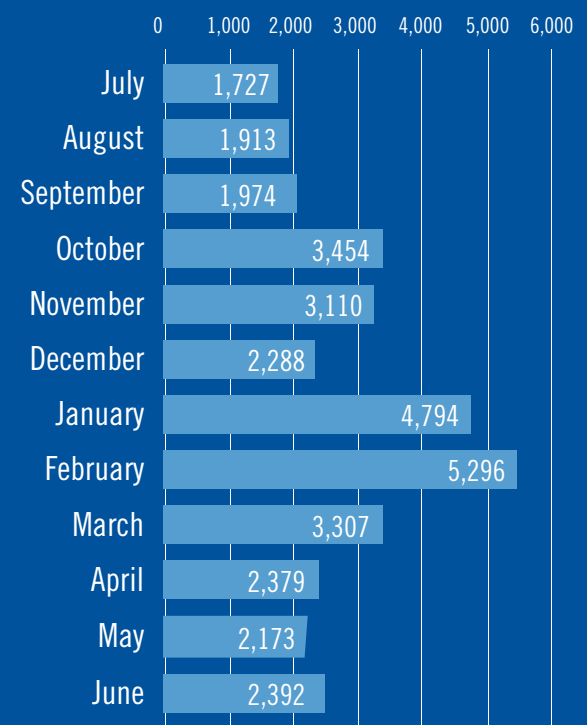
**TEXT** Text your zip code to 898211

**VISIT** 211iowa.org

# FY18 Top Caller Needs



# FY18 Monthly Contacts



# FY18 Quick Facts



4,799

program resources  
in our database



34,807

2-1-1 callers



36,491

referrals



7,283

tax appointments



71%

of callers were female



52%

of callers income-levels  
were less than \$25,000

## Get Connected



To best connect people with local resources, 2-1-1 is available through a contact center, which handles calls and text messages, and a website. In addition to our local 2-1-1, there are 2-1-1 programs serving communities across the state and nation, forming a vast network of helpful experts.

- In FY18, United Way 2-1-1 used contact centers housed at Hawkeye Area Community Action Program (HACAP), (Cedar Rapids), Foundation 2 (Cedar Rapids), and Aiken County Helpline 2-1-1 (South Carolina)

## Get Answers



- Agencies available to assist clients: 1,102
- Top three needs (64% of calls): Income Support, Utilities and Housing
- Additional supports include: human service and informational needs, emergency preparedness/recovery, free tax scheduling appointments, and health insurance enrollment assistance

## Our Stories



A representative from a local bank called 2-1-1 to help someone whose spouse had passed away. The 2-1-1 contact center specialist provided multiple referrals to resolve some of their issues. The bank representative thanked the specialist for providing great assistance. He later mentioned he donates to United Way and appreciated knowing his money is going in essential services to his community.

An elderly caller had previously been denied energy assistance. When following up on the call, the 2-1-1 contact center specialist identified that the client should contact a HACAP energy staff member. The specialist transferred the client so they could speak to HACAP to clarify why they were denied assistance. After the conversation with HACAP, the client called 2-1-1 back to let them know the issue had been resolved. Because of the specialist's referral and support, the 2-1-1 client was awarded \$320 for energy assistance.

## Regionally

- Seven United Ways support the United Way 2-1-1 program
- Each United Way identifies local resources to add to the referral database
- United Way 2-1-1 contact center agents are certified by the Alliance of Information and Referral Systems (AIRS)
- United Way 2-1-1 is nationally accredited by AIRS and is a member of the Iowa/Nebraska AIRS Alliance
- During tax season, United Way 2-1-1 schedules appointments for nine Volunteer Income Tax Assistance (VITA) and AARP sites

## Statewide

- 2-1-1 programs in Iowa use the iCarol database to provide a unified foundation for resource information
- Iowa 2-1-1 programs agreed to support each other during disasters
- The statewide 2-1-1 system handled 106,032 calls in FY18

## Program Highlights for FY18

- Enhanced current 2-1-1 website and implemented 211Counts website
- Supported VITA and AARP tax program scheduling
- Participated in FluonCall, a pandemic simulation, sponsored by the Center for Disease Control and United Way Worldwide
- Partnered with local high school students to develop an automated texting prototype
- Provided communication support for the Duane Arnold Energy Center biennial FEMA drill

## Plans for FY19

- Continue to investigate ways to improve the identification of current and accurate resources in the database
- Work collaboratively with other 2-1-1 agencies and iCarol to produce more convenient resource lists for clients
- Develop greater communication efforts with contributing United Ways
- Develop a comprehensive collaboration with county Emergency Management Agencies



### Contributing United Ways



Cedar Valley United Way



United Way  
Dubuque Area Tri-States



United Way  
of East Central Iowa



United Way of Johnson  
& Washington Counties



United Way  
of North Central Iowa



United Way  
of Wapello County



Waverly-Shell Rock  
Area United Way