

Michigan 2-1-1 Year-End Report

Michigan 2-1-1 connects people with information and resources to build safe, healthy communities.

2009



Michigan 
2-1-1TM
Get Connected. Get Answers.

United
Way



2009 Highlights

On behalf of the Michigan 2-1-1 Board of Directors, I am pleased to report significant accomplishments for 2009. Michigan 2-1-1 Call Centers have actively engaged community partners in developing and implementing plans to expand 2-1-1 coverage.

Now available to 80% of Michigan's population, Michigan 2-1-1 Call Centers received 663,923 calls in 2009, a 441% increase since its inception in 2004. Detailed information about the types of calls received reveals few surprises. The economic downturn prompted many of those, who have never asked for help before, to contact 2-1-1 about help with basic needs (housing, food and utilities). Every hour of every day, trained, professional staff answered these calls for help, providing referrals to community non-profits and faith-based organizations, governmental agencies and educational institutions.

The Earned Income Tax Credit (EITC) and H1N1 projects promoted use of 2-1-1 as the front door for accurate up-to-date information and referrals. Based upon the success of the EITC project, state funding for EITC in 2009 was more than doubled. The State of Michigan highlights 2-1-1 on its Helping Hand website (www.michigan.gov/helpinghand). In 2009, Michigan 2-1-1 became a funded partner for census outreach and also as part of a successful children's health insurance grant submitted by the Michigan Primary Care Association.

During 2009, the eighth and final regional 2-1-1 Call Center was launched in Midland, beginning with a five-county service area. A total of eleven additional counties were approved for 2-1-1 service delivery. Currently there are expansion projects underway in thirty-three more counties, which will bring coverage to well over 90% of the state.

A catalyst for these expansion projects has been the support of Consumers Energy which has provided start-up funds for counties unserved by 2-1-1. Providing additional support has been IBM, which donated funding and over 100 pieces of new technology equipment to Michigan 2-1-1 and its 2-1-1 Call Centers.

Looking forward, our active Board of Directors developed strategic initiatives for the future with the implementation of statewide coverage and sustainable funding as our highest priorities. Our goal is 100% coverage by 2-11-11.

Michigan 2-1-1 would not be possible without generous public support. I would like to thank all of you who actively support Michigan 2-1-1 and your regional 2-1-1 Call Center. Without your contributions, 2-1-1 would not be possible.

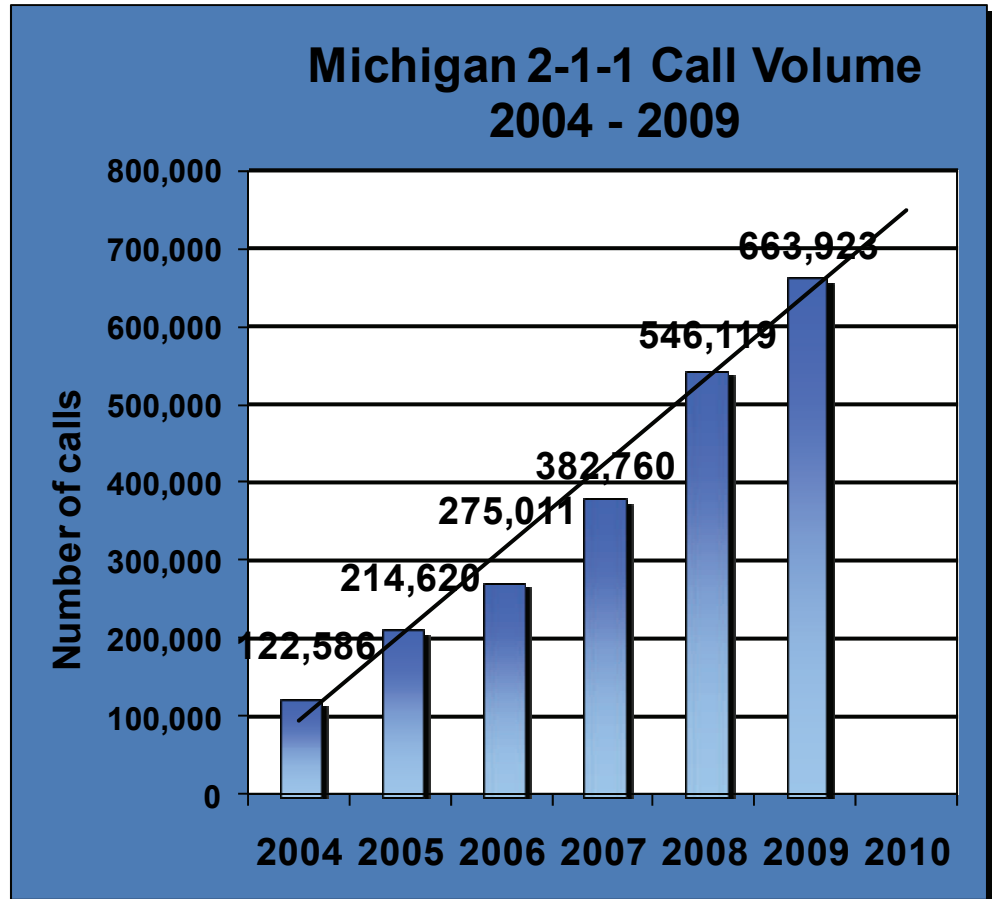
Jennifer Heston, Michigan 2-1-1 Board President

Quick Facts

- The Michigan Public Service Commission reauthorized Michigan 2-1-1 as the coordinating organization for 2-1-1 in Michigan.
- MI 2-1-1 call centers saw increased call volume of 22% from 2008 to 2009.

- Follow-up calls to 2-1-1 callers revealed a 96%+ satisfaction rate with 2-1-1.

- The Department of Community Health contracted with Michigan 2-1-1 to provide accurate information and referrals regarding H1N1. H1N1 call volume peaked in November when 12,319 callers contacted 2-1-1 for information about H1N1 and locations of immunization sites for targeted groups.



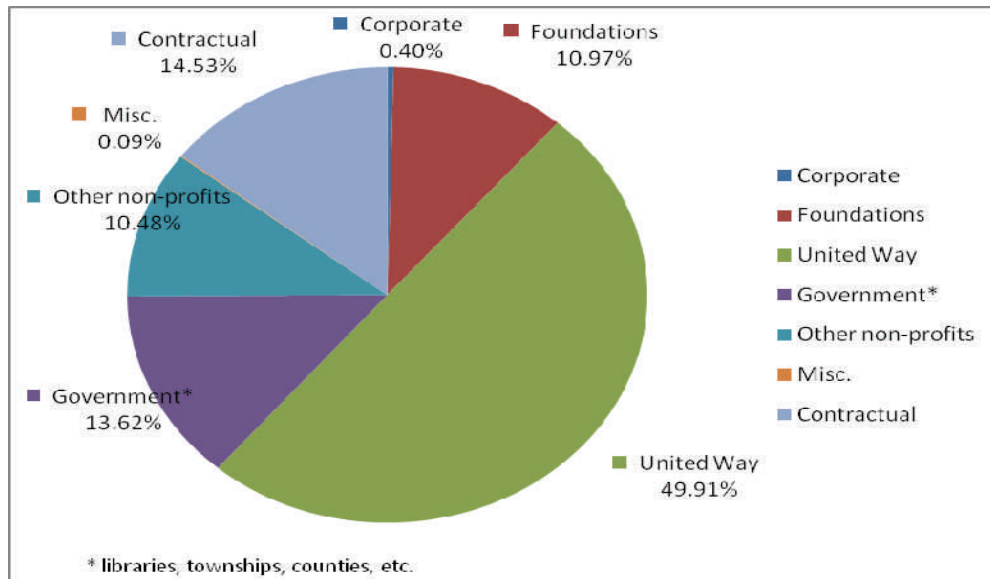
- Eight strategic initiatives and action steps were identified by the MI 2-1-1 Board to move MI 2-1-1 forward in the near and long term—the goal: a sustainable, statewide system by 2-11-11.
- MI 2-1-1 completed its second Earned Income Tax Credit demonstration project with the Michigan Department of Human Services—referring 11,575 low-income wage earners to one of 345 free tax assistance sites, potentially claiming over \$20 million dollars*. Additionally, over 2,800 of these callers were referred to community based asset building programs to help them plan for their financial goals.

* using 2007 average EITC refund of \$1,975.



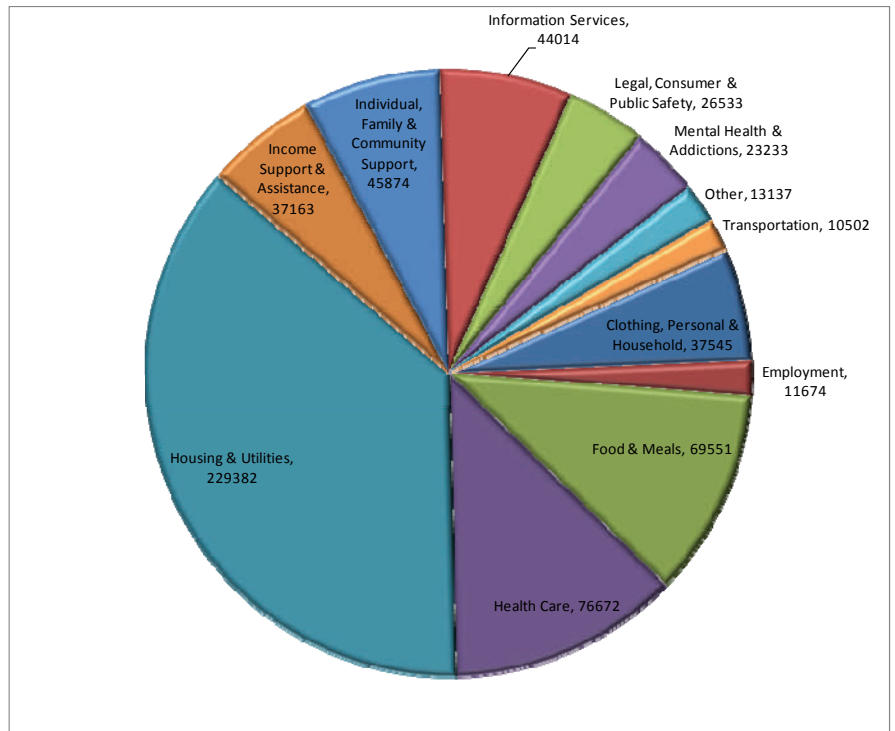
2-1-1 Funding

In 2009, \$4.1 million was invested in providing 2-1-1 to over 80% of Michigan's population. Approximately half of this funding came through local United Ways, longtime supporters and investors in 2-1-1. The remaining 50% of funding was generated from a wide range of resources including corporate giving programs, community and family foundations, county government departments, Area Agencies on Aging, cities, townships and school districts, and fee generating services.



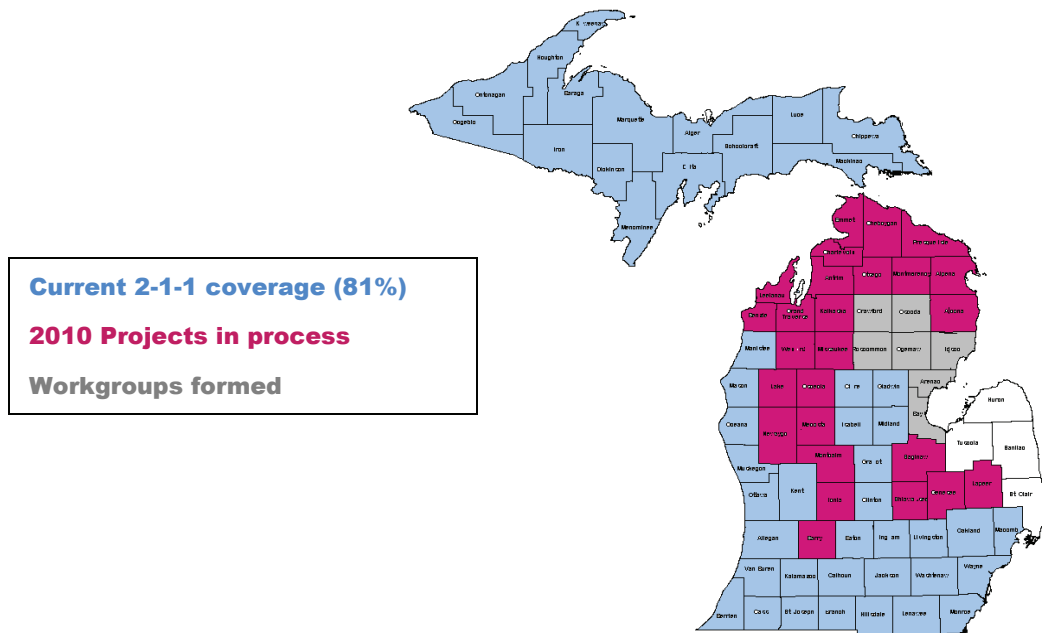
Why do people call 2-1-1?

In 2009, 2-1-1 had thousands of calls from those who never thought they would need to ask for help. Callers' needs are often complex, knowing that there is a problem but not knowing the name of the program or organization that can help. Certified Information & Referral Specialists assess each caller's needs and refer them to community and faith based organizations, government services and educational institutions. In the last half of 2009, 2-1-1 saw food rise to the top of needed services, displacing utility assistance for the first time since Michigan 2-1-1 began service delivery. Populated with over 35,000 resources, 2-1-1 databases are continually updated to provide the most accurate referral possible.



2-1-1 Coverage

2-1-1 is now available to over 80% of Michigan's population, with expansion projects underway in 33 additional counties.



Michigan 2-1-1 Regional Call Centers

UPCAP 2-1-1 – the entire Upper Peninsula

CALL 2-1-1 – Manistee, Mason, Muskegon, Oceana and Ottawa Counties

Central Michigan 2-1-1 - Clinton, Eaton, Ingham, Hillsdale, Jackson, Lenawee, and Livingston Counties

Hands On Battle Creek 2-1-1 - Branch, Calhoun and St. Joseph Counties

Heart of West Michigan United Way 2-1-1 – Kent County

Gryphon Place 2-1-1 - Allegan, Berrien, Cass, Kalamazoo and Van Buren Counties

United Way for Southeastern Michigan 2-1-1 – Oakland, Macomb, Monroe, Washtenaw, and Wayne Counties

United Way 2-1-1: Midland Call Center : Clare, Gladwin, Gratiot, Isabella and Midland Counties

What is Michigan 2-1-1?

Established in 2005, Michigan 2-1-1 is a 501(c)(3) nonprofit organization. Organizationally, Michigan 2-1-1 is a membership organization, with the Michigan Association of United Ways serving as a member. This assures the continuing close connection between United Way, nationally a source of ongoing funds for most call centers, and 2-1-1 Call Centers in Michigan. This commitment to 2-1-1 aligns with United Way's focus on making systems change in community conditions to address social issues.



Michigan 2-1-1 builds stronger communities day to day and in time of emergencies by:

- Promoting self-reliance in reaching community resources
- Fostering civic engagement
- Providing real-time information on health and human service needs, met and unmet, in the community.

Michigan 2-1-1 Board

Peter Amar, Fox Farm Consulting
Scott Dzurka, Michigan Association of United Ways
(Secretary/Treasurer)
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(President)
David Johnson, DTE Energy
Martha Lancaster, Char-Em United Way
Jonathan Mead, UPCAP
Doug Plant, United Way for Southeastern Michigan
William Pell, Gryphon Place
Christine Robere, United Way of the Lakeshore
Ken Toll, United Way of Jackson County (Vice-President)
Darrell Zavitz, The Dow Chemical Company
John Zimmerman, Retired (Past President)

2008-11 Strategic Initiatives

- Statewide coverage by 2/11
- Diverse, sustainable funding
- MI 2-1-1 website
- Impact measurement
- Two-year technology plan
- Enhanced partner strategy
- Statewide marketing strategy
- Board development

Sherry Miller, Director, Michigan 2-1-1

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