

# MONTHLY REPORT **October 2008**

Look inside  
for FYI's  
related to  
our region  
and our  
work...



*Get Connected. Get Answers.*



United Way  
of Washtenaw County



United Way  
of Monroe County



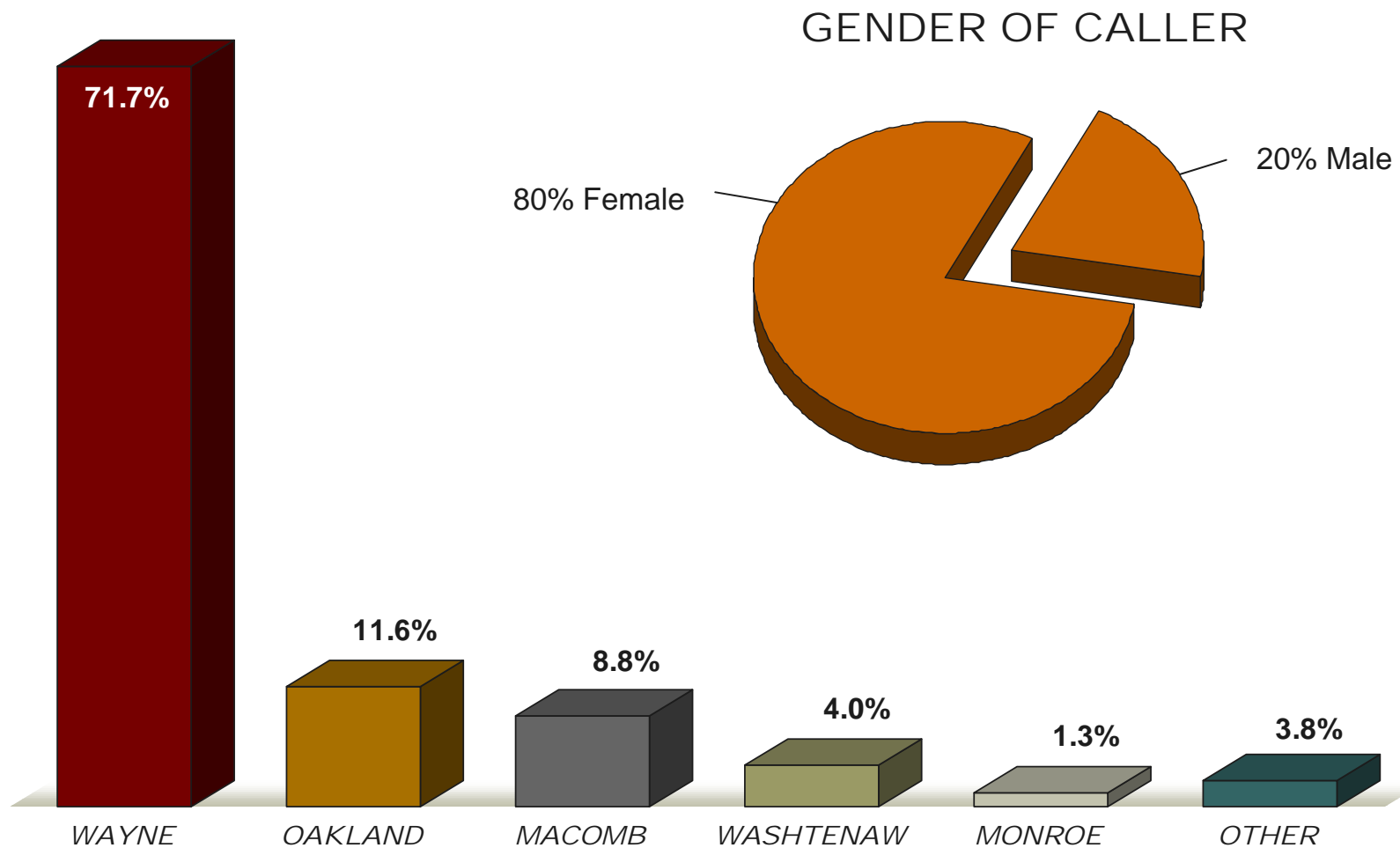
United Way  
for Southeastern Michigan

**Serving Wayne, Oakland,  
Macomb, Monroe and  
Washtenaw Counties.**

## THIS MONTH IN REVIEW

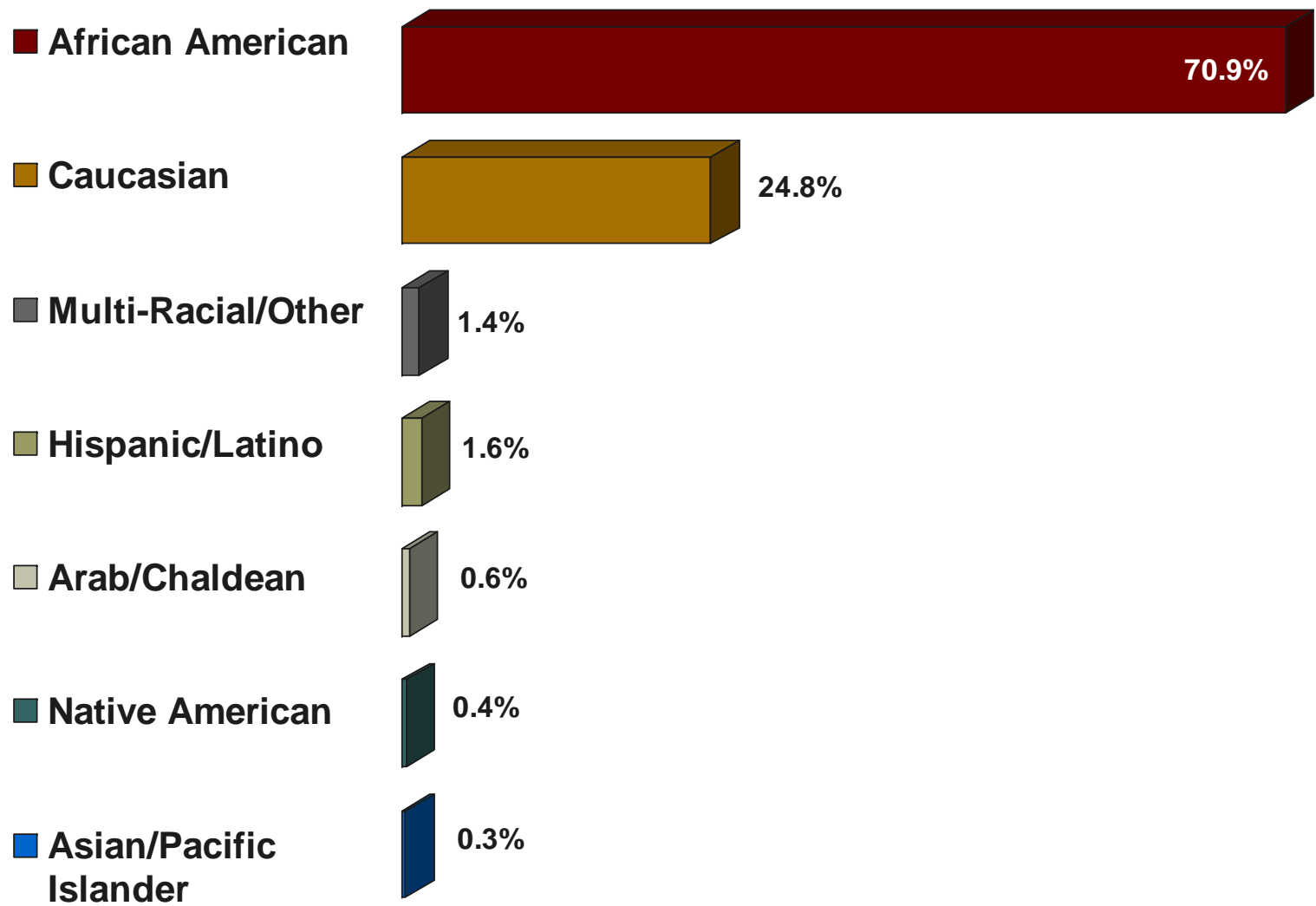
- Call volume in October 2008 was 35,810. This is the highest call volume we have experienced since our launch in December 2005.
- This month's call volume represents a 34% increase from September 2008 and a 71% increase from the same month last year.
- 2-1-1 has again partnered with The Detroit Media Partnership to promote the Helping Hands Holiday Assistance Program. Helping Hands brings the holiday assistance providers together in a coordinated effort to increase the efficiency of service delivery. The Helping Hands partnership also provides an opportunity for agencies to be highlighted and allows the community to make donations that support the holiday programs.
- In October, Holiday Assistance was the second most requested service. Almost 4000 referrals were made to Holiday Assistance Programs this month. This represents 9% of the total call volume, up from 7% of the total call volume at this time last year.

# CALL VOLUME BY COUNTY

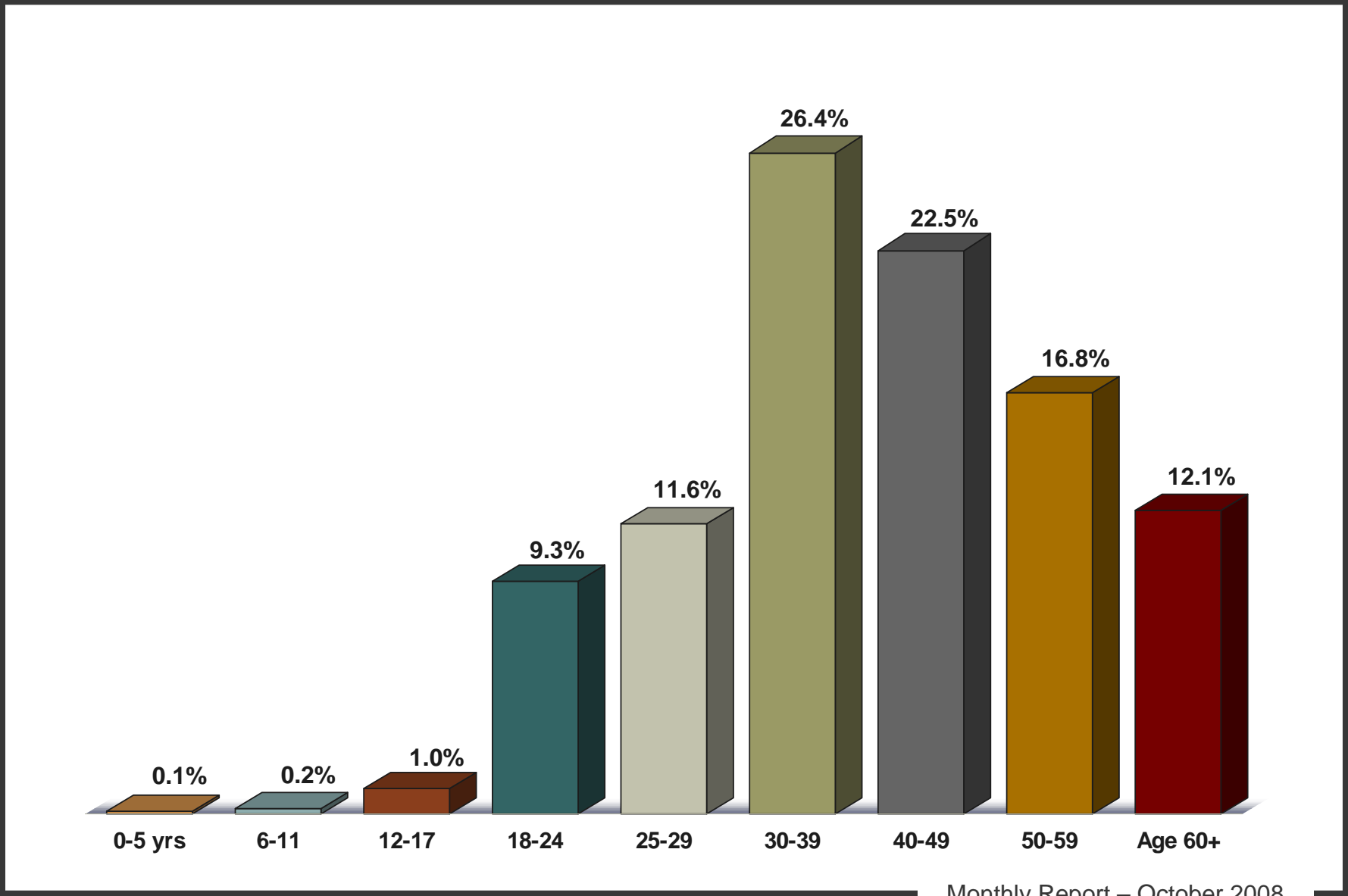


Monthly Report – October 2008

# CALLS BY ETHNICITY

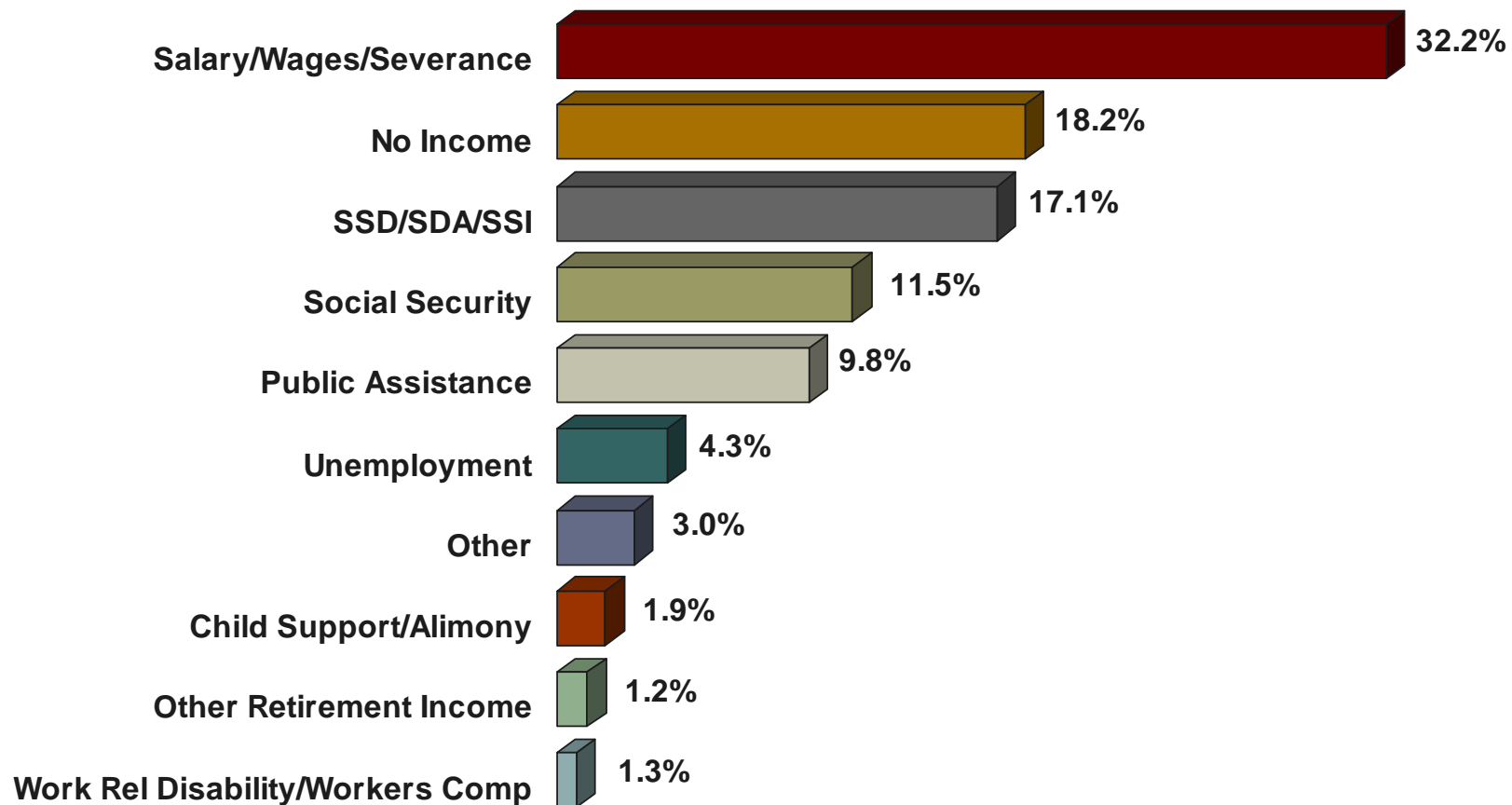


# AGE RANGE OF SERVICE REQUESTS

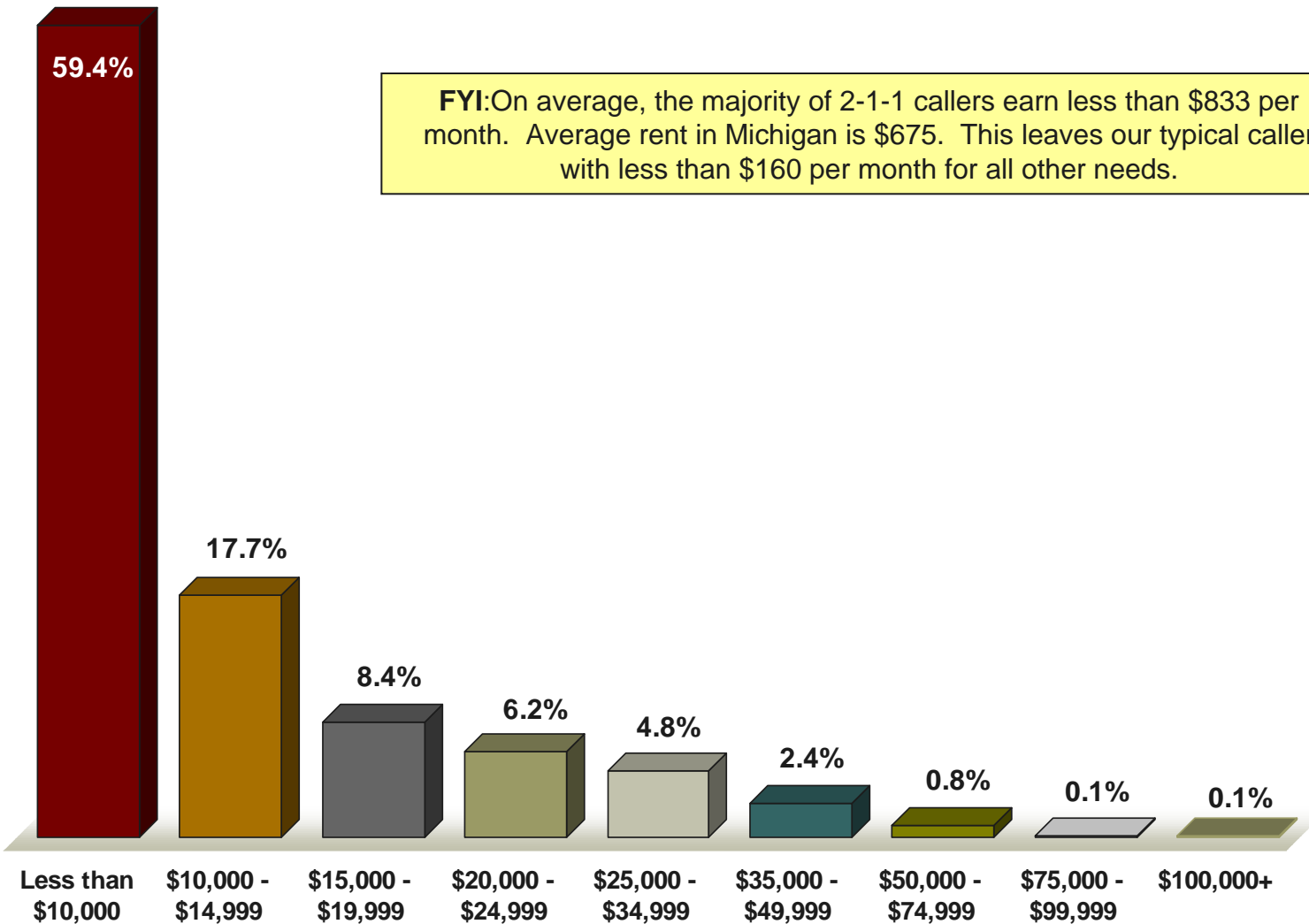


Monthly Report – October 2008

# PRIMARY SOURCE OF INCOME

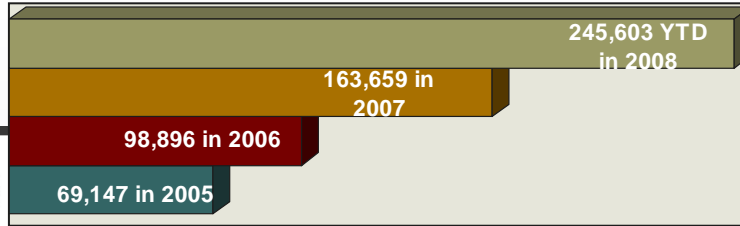


# INCOME LEVEL



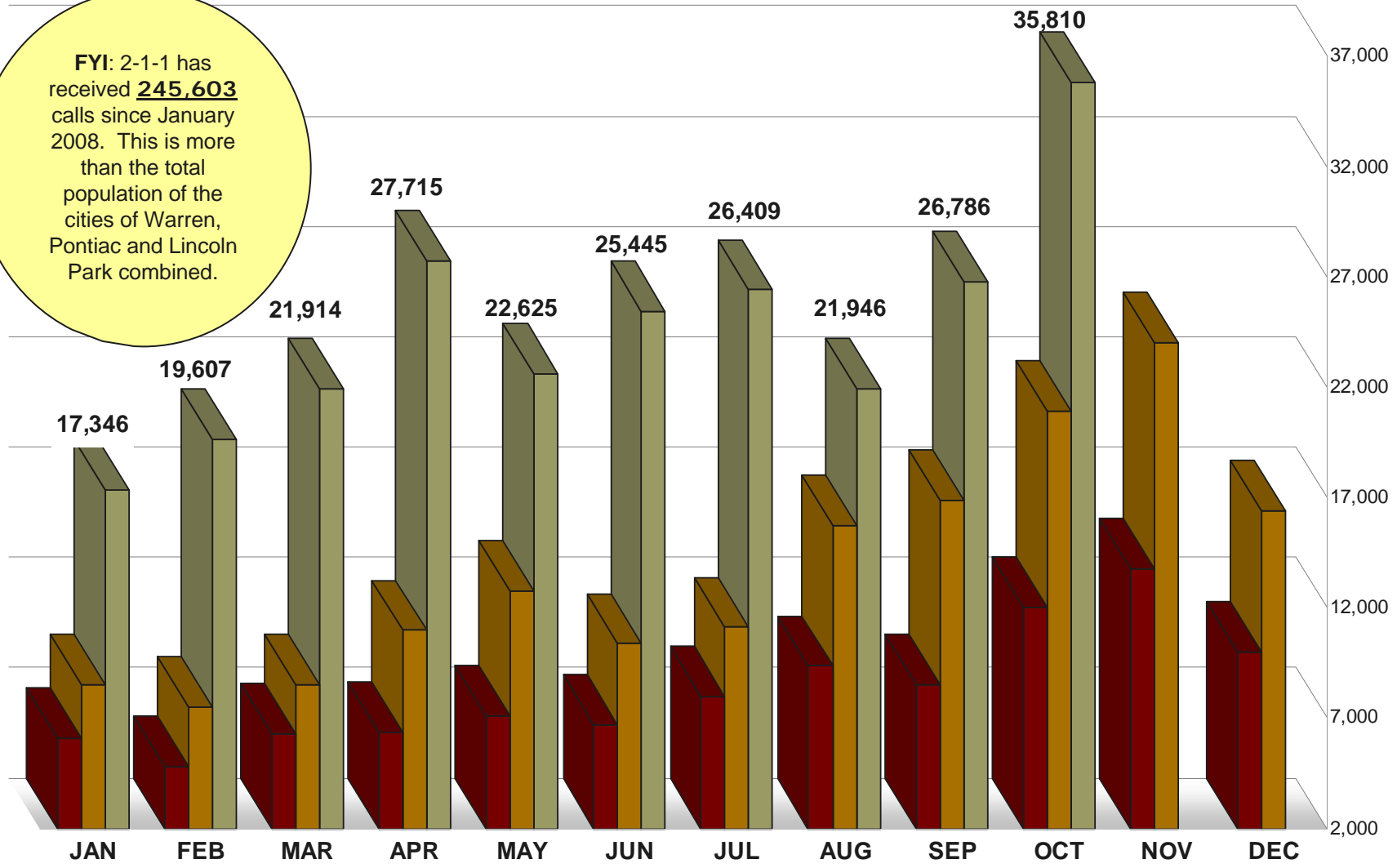
**FYI:** On average, the majority of 2-1-1 callers earn less than \$833 per month. Average rent in Michigan is \$675. This leaves our typical caller with less than \$160 per month for all other needs.

# CALLS RECEIVED



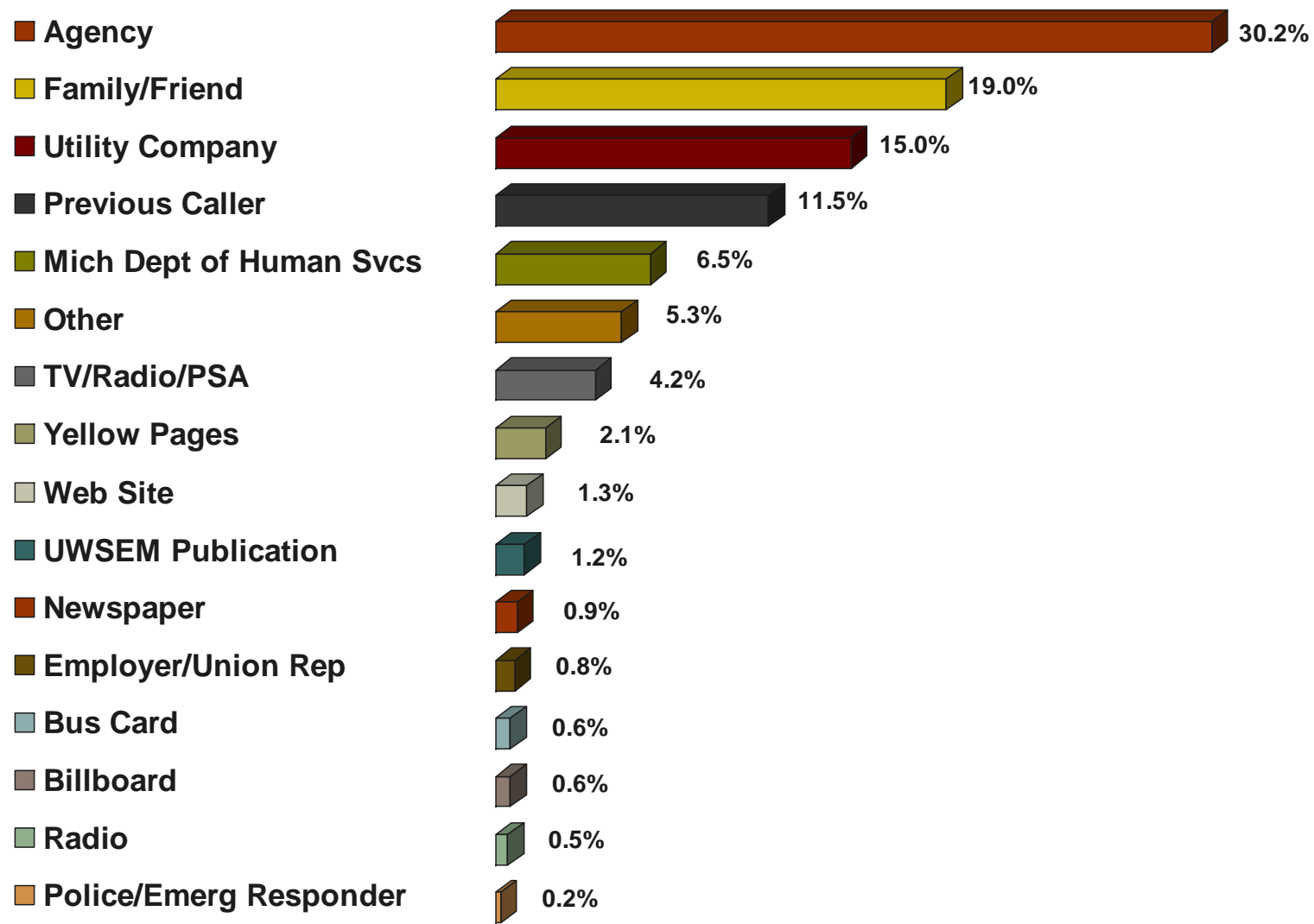
■ 2006   
 ■ 2007   
 ■ 2008

**FYI:** 2-1-1 has received **245,603** calls since January 2008. This is more than the total population of the cities of Warren, Pontiac and Lincoln Park combined.



Monthly Report – October 2008

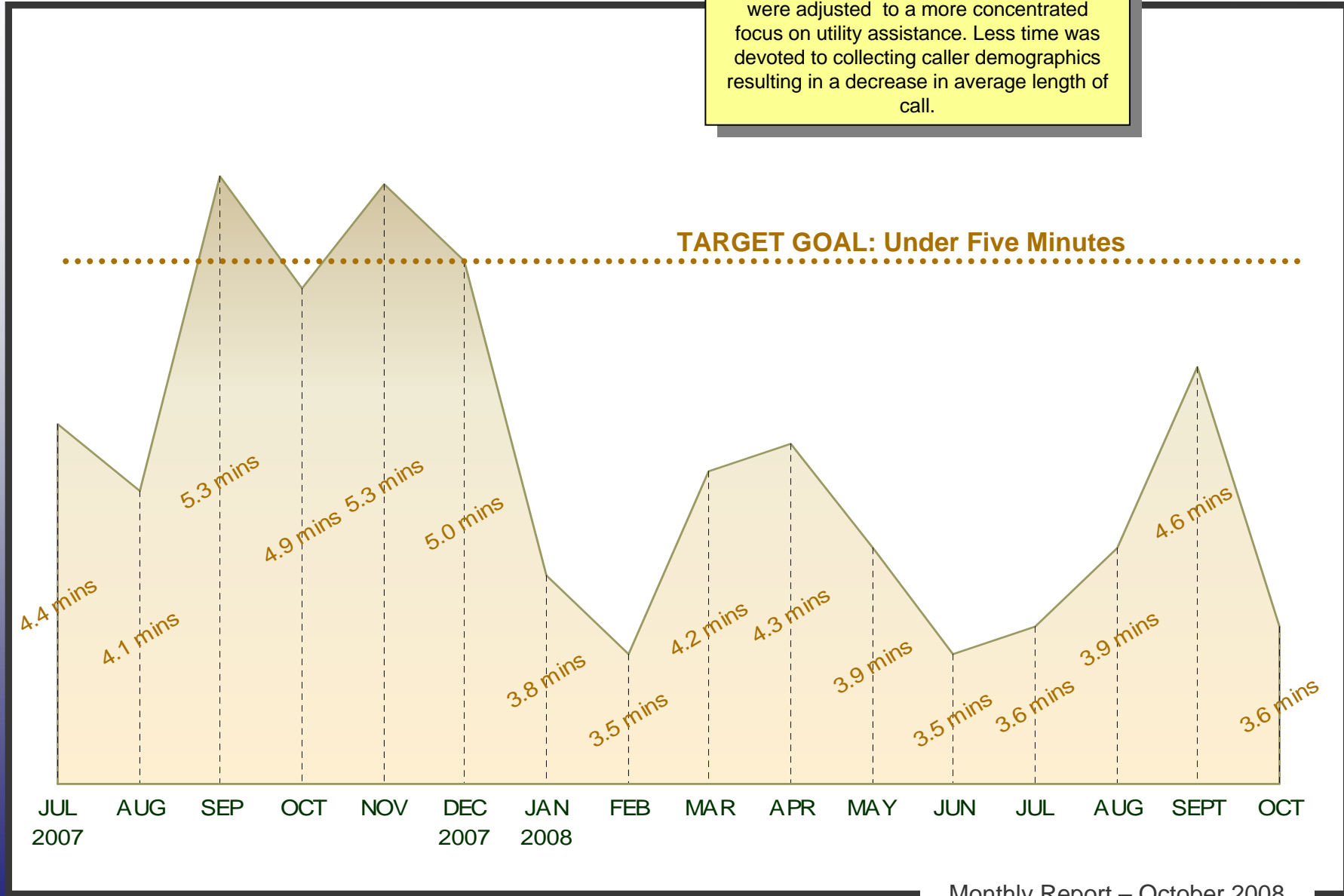
# REFERRED BY SOURCE





# AVERAGE LENGTH OF CALL

**FYI:** With the launch of the THAW season in October and the influx of calls related to utility bill payment, call handling protocols were adjusted to a more concentrated focus on utility assistance. Less time was devoted to collecting caller demographics resulting in a decrease in average length of call.



Monthly Report – October 2008

# CALL ACTIVITY

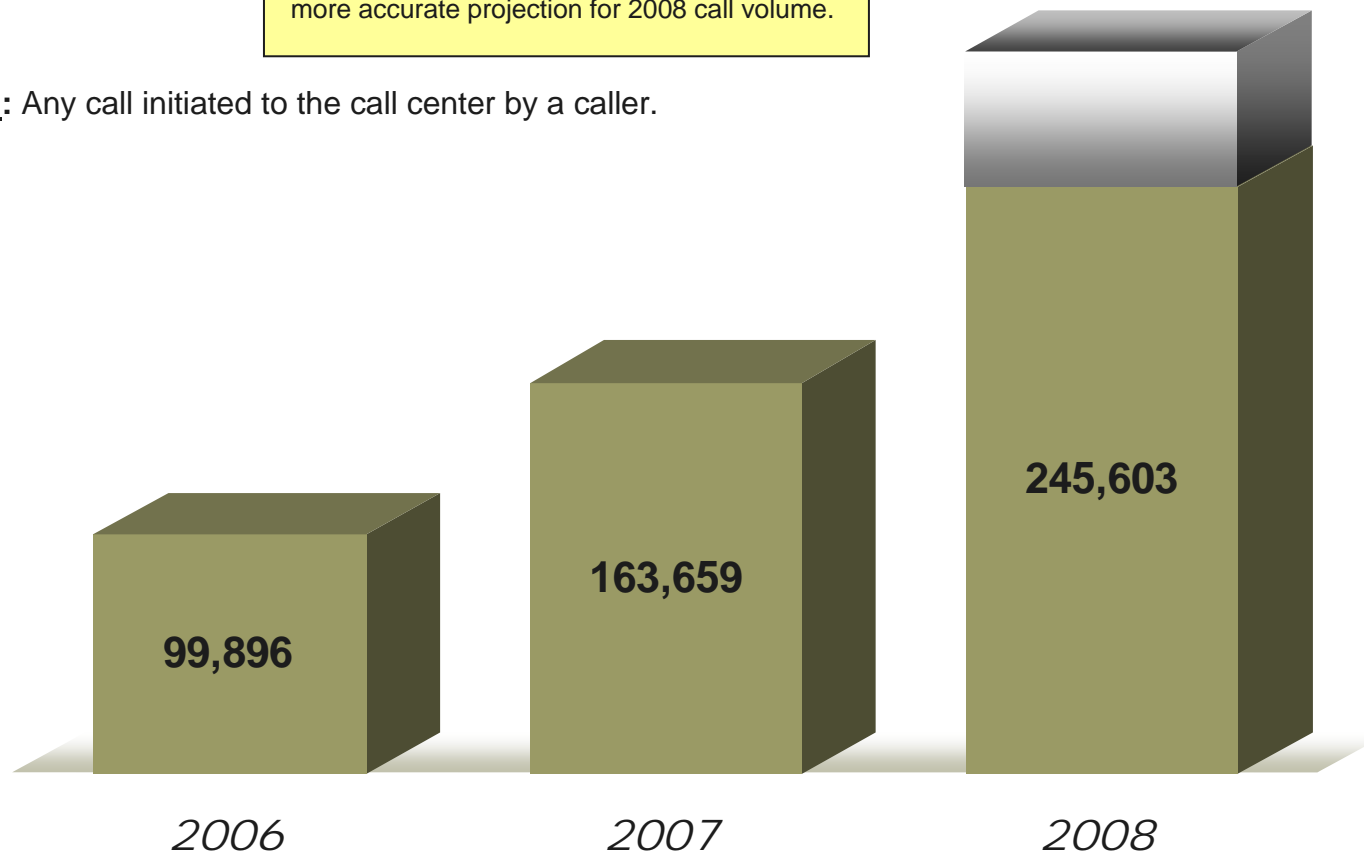
■ PROJECTED

■ OFFERED

**FYI:** Much like predicting the weather, forecasting projected call volume is more accurate the closer the forecasted timeframe. As the end of the year draws closer, we have recalculated the figures from 320,000 to 302,000, a more accurate projection for 2008 call volume.

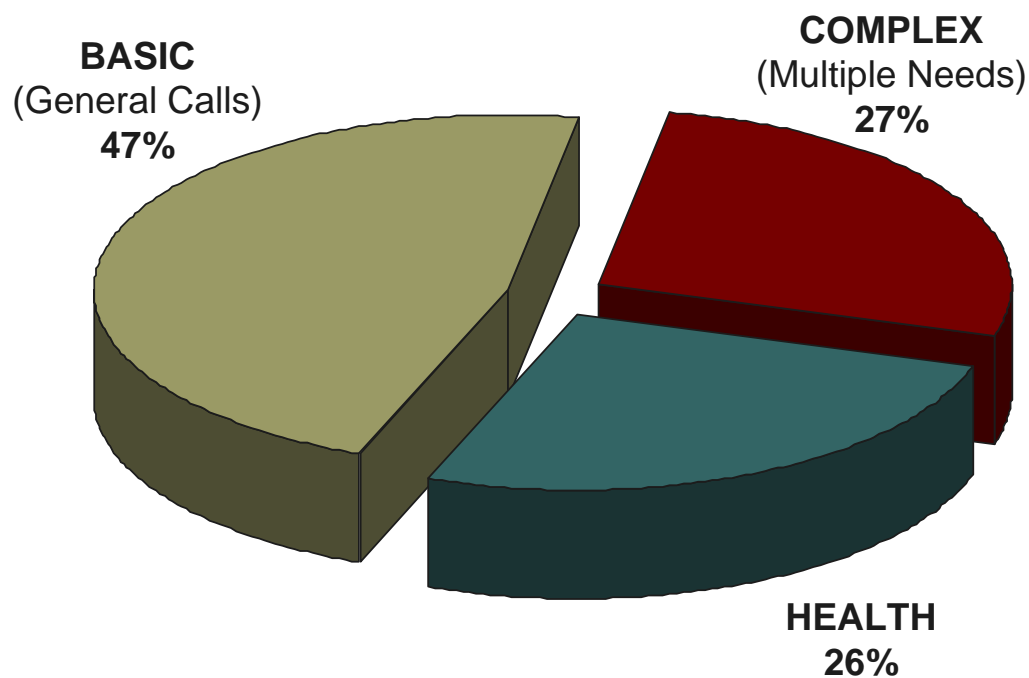
**302,000 Calls  
Projected in 2008!!**

**Offered call:** Any call initiated to the call center by a caller.



Monthly Report – October 2008

# FOLLOW-UP ACTIVITY



**FYI:** As we continue to grow and develop our 2-1-1 call handling protocol, a more comprehensive assessment on the front end has resulted in an increase in complex and health-related calls overall. As a result, over the past 12 months, we have increased our follow-up on complex and health-related calls by 24%.

# IMPROVING LIVES



**“I would recommend 2-1-1 to anyone! I needed immediate medical attention and was able to find a doctor who got me in to see him right away.”**

*~Alysia from Detroit, calling for Community Clinics*

**“2-1-1 really cares when it seems like on one else does. I called 2-1-1 for job assistance and was referred to MichiganWorks! who helped me with my resume. 2-1-1 also told me about a place where I was able to get free medical care.”**

*~Raymond from Detroit, calling for Job Placement Assistance*

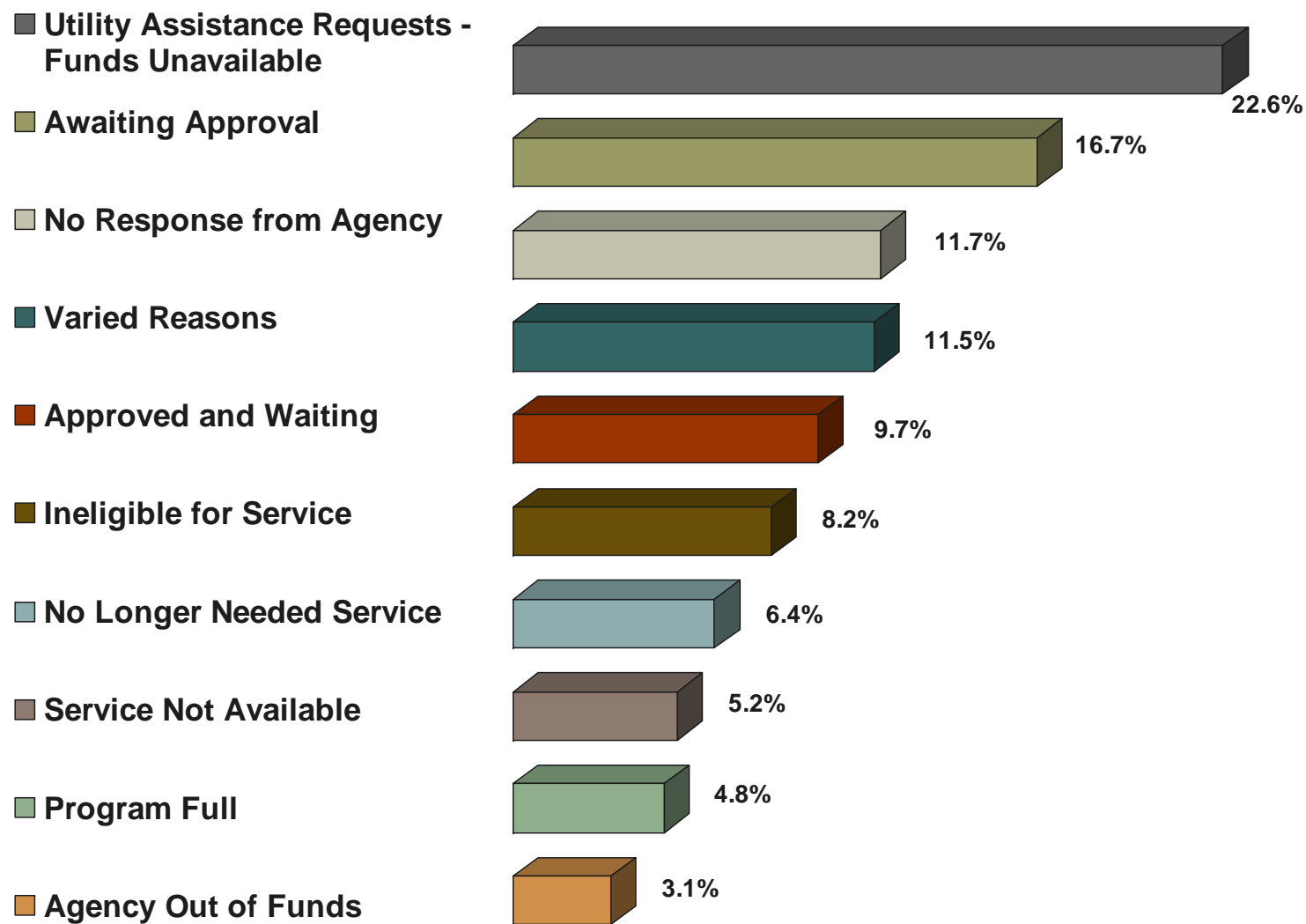
**“I have asthma and needed to see a doctor right away. I was referred to a clinic where I was able to see a doctor that day. I got all the medical attention I needed.”**

*~Kareen from Highland Park, calling for Community Clinics*

**“I lost my job and all the bills were piling up. I was worried about Christmas as well as clothes for my children. I heard about 2-1-1 and called. They put me in touch with an agency to assist me with kids clothes and I am also going to be able to give my children a Christmas.”**

*~Latanya from Detroit, calling for Clothing*

# REASONS FOR NOT RECEIVING SERVICES\*



\* Caller may have requested more than one service.

# 2-1-1 STRATEGIC ALIGNMENT

## BASIC NEEDS

- Medicaid Prescreening**      Determining Medicaid eligibility for low-income callers who are without ongoing health insurance, then forwarding record and assessment to the Detroit Wayne County Health Authority for follow-up.
  
- Prescription Assistance**      Prescreening and determining eligibility of callers seeking assistance with prescriptions and connecting them to discount programs.
  
- THAW**      Assisting The Heat And Warmth Fund by helping to determine eligibility for financial assistance with utility bills then connecting them to the appropriate THAW site for their region.

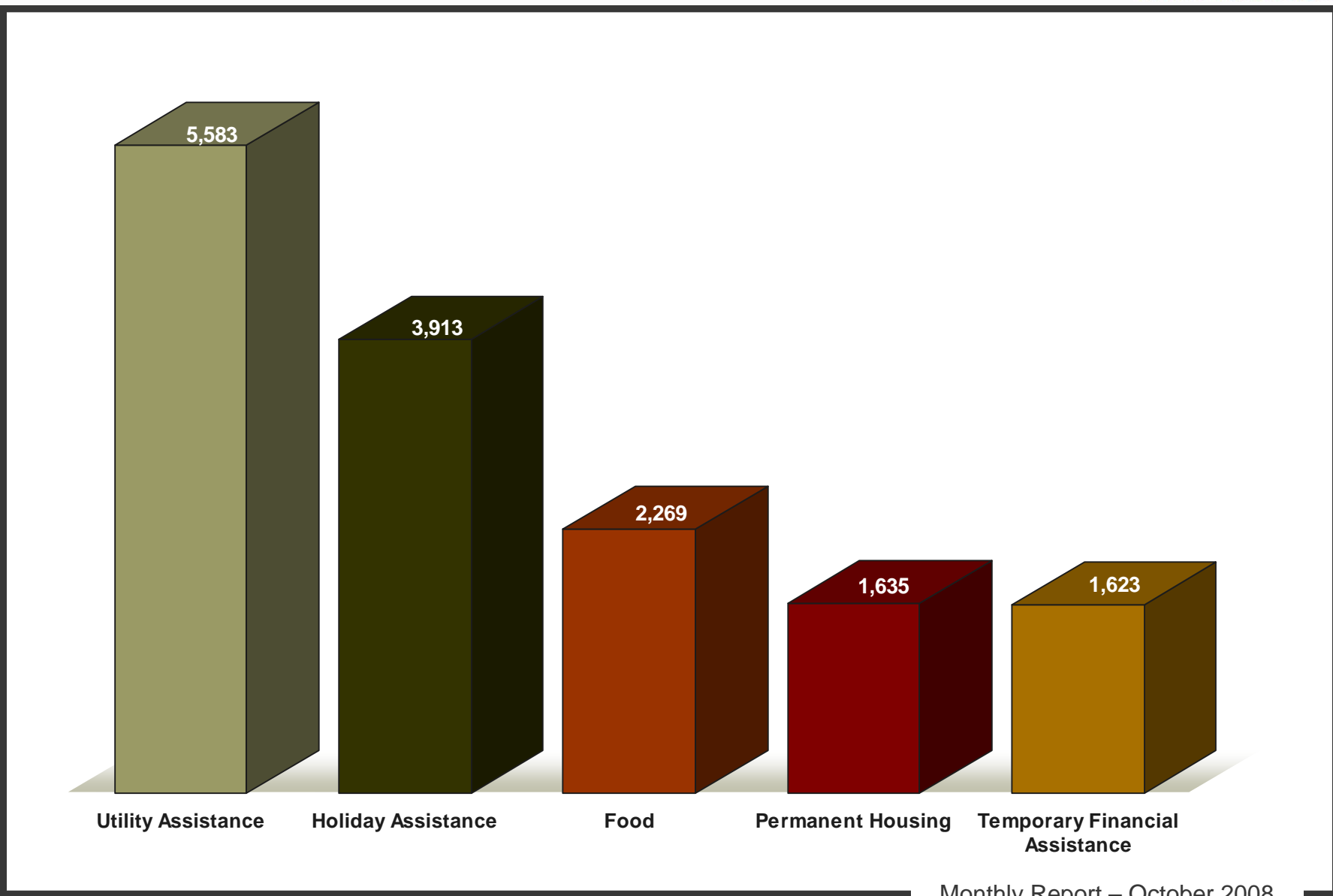
## FINANCIAL STABILITY

- Earned Income Tax Credit**      A statewide initiative informing and directing low-income working individuals and families to free local resources to assist them in filing for a refundable federal income tax credit.
  
- Mortgage Foreclosure**      A statewide initiative assessing the type of assistance needed pertaining to a mortgage foreclosure or delinquency; a website for consumer access of resources and self-assessment; and a developed survey tool to determine risk of foreclosure
  
- Economic Stimulus Payment**      An initiative targeting the 73,000 individuals who have yet to claim this one-time payment from the federal government. 2-1-1 has proactively reached out to its callers to identify those eligible persons and inform them of how to apply for and receive this payment.

## EDUCATIONAL PREPAREDNESS

- The Reading Village**      (Pilot) A collaborator within a designed “village”, providing 24/7 resources and advocacy to 9 identified families who have children born with low birth rates and are statistically at risk for poor performance in school.

# TOP 5 SERVICES PROVIDED

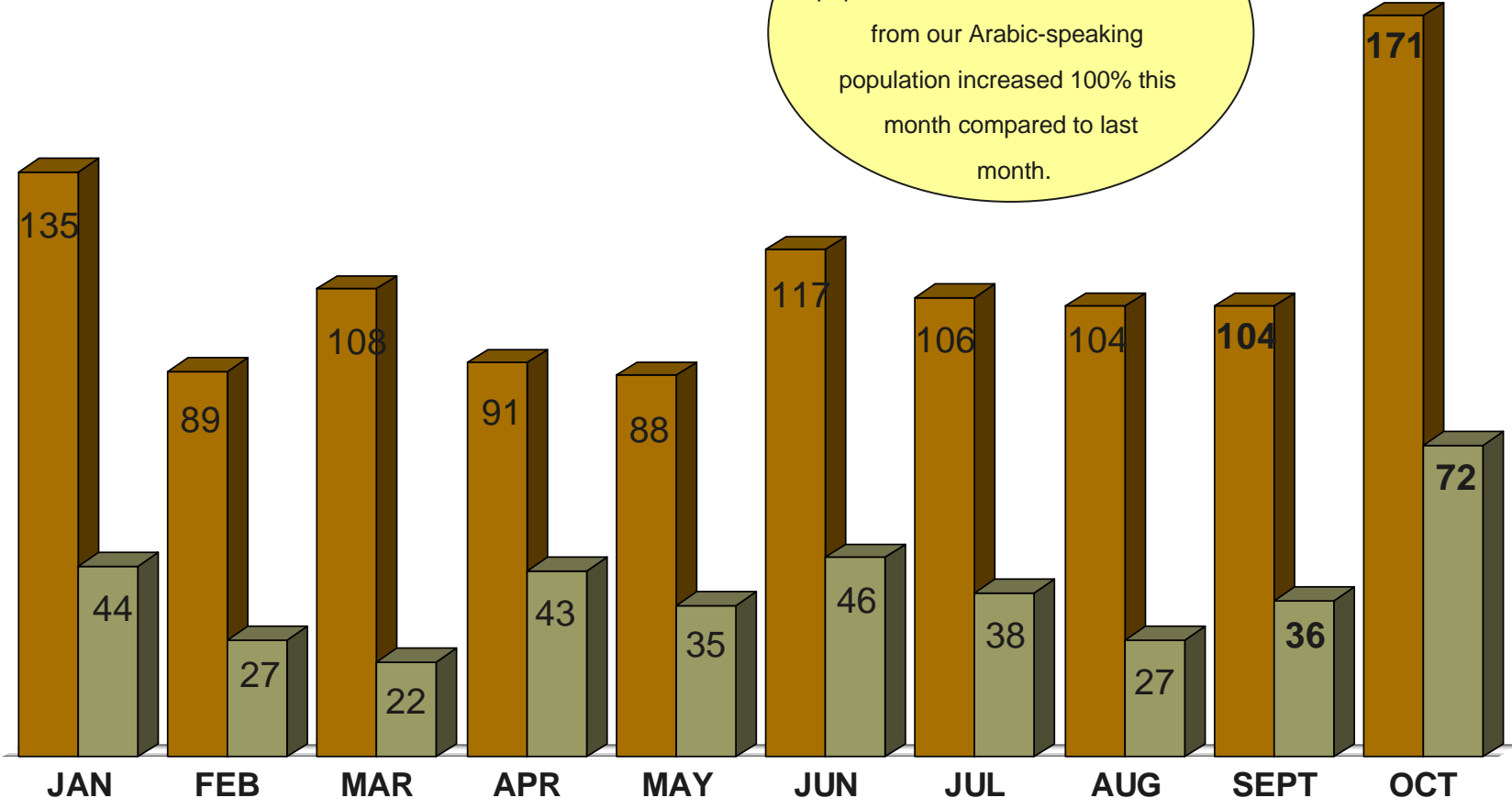


Monthly Report – October 2008

# ALTERNATE LANGUAGE

■ Spanish ■ Arabic

**FYI:**  
Calls from our Spanish-speaking population increased 64% and calls from our Arabic-speaking population increased 100% this month compared to last month.





# TOP 20 SERVICE REQUESTS

WAYNE COUNTY			OAKLAND COUNTY			MACOMB COUNTY		
Rank		Number Pct		Number Pct		Number Pct		
1	Gas Bill Payment Assistance	3,224 26%	Gas Bill Payment Assistance	428 21%	Food Pantries	262 17%		
2	Food Pantries	1,442 11%	Food Pantries	228 11%	Gas Bill Payment Assistance	249 16%		
3	Holiday Gifts/Toys	1,424 11%	Electric Bill Payment Assistance	180 9%	Holiday Gifts/Toys	134 9%		
4	Electric Bill Payment Assistance	1,023 8%	Rent Payment Assistance	171 9%	Holiday Adoption Programs	108 7%		
5	Christmas Baskets	736 6%	Holiday Gifts/Toys	122 6%	Rent Payment Assistance	97 6%		
6	Job Search/Placement	659 5%	Holiday Adoption Programs	117 6%	Electric Bill Payment Assistance	86 6%		
7	Gave phone number only	659 5%	Gave phone number only	96 5%	Christmas Baskets	81 5%		
8	Rent Payment Assistance	464 4%	Community Clinics	80 4%	Job Search/Placement	76 5%		
9	Community Clinics	358 3%	Job Search/Placement	75 4%	Homeless Shelter	70 5%		
10	Holiday Adoption Programs	313 2%	Undesignated Temp Financial Asst	64 3%	Gave phone number only	68 5%		
11	General Furniture Provision	287 2%	Homeless Shelter	64 3%	General Clothing	43 3%		
12	General Clothing	287 2%	Christmas Baskets	64 3%	General Furniture Provision	43 3%		
13	Housing Search Assistance	285 2%	General Clothing	57 3%	Undesignated Temp Financial Asst	29 2%		
14	Homeless Shelter	244 2%	General Legal Aid	49 2%	Low Income/Sub Prt Rental Housing	28 2%		
15	General Legal Aid	220 2%	Low Income/Sub Prt Rental Housing	36 2%	General Legal Aid	28 2%		
16	Undesignated Temp Financial Asst	212 2%	Mortgage Payment Assistance	30 2%	Community Clinics	27 2%		
17	Home Rehabilitation Grants	207 2%	Prescription Expense Assistance	29 1%	Thanksgiving Baskets	23 2%		
18	Low Income/Sub Prt Rental Housing	194 2%	Thanksgiving Baskets	26 1%	Food Banks/Food Suppliers	21 1%		
19	Thanksgiving Baskets	165 1%	Adult State/Local Health Ins Programs	26 1%	Dental Care	19 1%		
20	Water Bill Payment Assistance	155 1%	General Counseling Services	25 1%	Emergency Food Clearinghouses	18 1%		

Monthly Report – October 2008

# TOP 20 SERVICE REQUESTS

WASHTENAW COUNTY				MONROE COUNTY			
Rank		Number	Pct		Number	Pct	
1	<b>Gas Bill Payment Assistance</b>	<b>96</b>	<b>20%</b>	<b>Gas Bill Payment Assistance</b>	<b>34</b>	<b>22%</b>	
2	<b>Phone Number Request</b>	<b>82</b>	<b>17%</b>	<b>Electric Bill Payment Assistance</b>	<b>16</b>	<b>10%</b>	
3	<b>Rent Payment Assistance</b>	<b>50</b>	<b>11%</b>	<b>Rent Payment Assistance</b>	<b>15</b>	<b>10%</b>	
4	<b>Food Pantries</b>	<b>35</b>	<b>7%</b>	<b>Phone Number Request</b>	<b>15</b>	<b>10%</b>	
5	<b>Electric Bill Payment Assistance</b>	<b>32</b>	<b>7%</b>	<b>Food Pantries</b>	<b>11</b>	<b>7%</b>	
6	Homeless Shelter	27	6%	Homeless Shelter	6	4%	
7	Low Income/Sub Prt Rental Housing	19	4%	Mortgage Payment Assistance	5	3%	
8	Undesignated Temp Financial Assistance	13	3%	Furniture	5	3%	
9	Rental Deposit Assistance	12	3%	Undesignated Temp Financial Assistance	4	3%	
10	Housing Authorities	12	3%	Domestic Violence Shelters	3	2%	
11	General Legal Aid	12	3%	Community Clinics	3	2%	
12	Community Clinics	11	2%	Ramp Construction	3	2%	
13	General Dentistry	11	2%	Mortgage Foreclosure Assistance	3	2%	
14	General Counseling Services	10	2%	Medical Transportation	3	2%	
15	Transitional Housing/Shelter	9	2%	Appliances	3	2%	
16	Home Rehabilitation Programs	8	2%	Volunteer Recruitment/Placement	2	1%	
17	Furniture	7	1%	Household Goods Vouchers	2	1%	
18	Housing Search Assistance	6	1%	Housing Search Assistance	2	1%	
19	Community Mental Health Agencies	6	1%	Home Delivered Meals	2	1%	
20	Donation Pickups	6	1%	General Legal Aid	2	1%	



# TOP 20 REFERRALS PROVIDED

WAYNE COUNTY				OAKLAND COUNTY				MACOMB COUNTY			
Rank		Number	Pct		Number	Pct		Number	Pct		
1	Michigan Dept of Human Services	2,708	14%	Oakland Livingston Human Svce Agcy	755	22%	Salvation Army	443	19%		
2	The Heat and Warmth Fund (THAW)	2,695	14%	Michigan Dept of Human Services	472	14%	Michigan Dept of Human Services	364	16%		
3	Salvation Army	2,150	11%	Lighthouse Emergency Services	366	11%	The Heat and Warmth Fund (THAW)	205	9%		
4	Capuchin Soup Kitchen	1,375	7%	The Heat and Warmth Fund (THAW)	309	9%	St. Vincent de Paul	167	7%		
5	Wayne Metro Comm Action Agency	1,185	6%	Salvation Army	303	9%	Volunteers of America	104	5%		
6	US Marine Corps Reserve	1,067	6%	St. Vincent de Paul	119	4%	Capuchin Soup Kitchen	103	4%		
7	Crossroads of Michigan	789	4%	Volunteers of America	109	3%	Macomb County Comm Svcs Agcy	87	4%		
8	St. Vincent de Paul	730	4%	Saint John's Episcopal Church	74	2%	US Marine Corps Reserve	73	3%		
9	Detroit Dept of Human Services	426	2%	Capuchin Soup Kitchen	68	2%	Samaritan House	58	3%		
10	DTE Energy	408	2%	Baldwin Ave United Methodist Church	57	2%	Goodwill Industries of Greater Detroit	50	2%		
11	Greater Grace Temple	395	2%	US Marine Corps Reserve	52	2%	Macomb/St. Clair Workforce Dev Bd	50	2%		
12	Old Newsboys' Goodfellow Fund	357	2%	South Oakland Shelter	51	2%	Crossroads of Michigan	48	2%		
13	Neighborhood Legal Services	334	2%	Gary Burnstein Community Health Clinic	47	1%	Macomb County Rotating Emerg Shelter	47	2%		
14	Detroit Urban League	330	2%	God's Helping Hands	47	1%	Michigan State Housing Dev Authority	45	2%		
15	Volunteers of America	296	2%	Oakland County Emplm't & Training Div	45	1%	God's Helping Hands	43	2%		
16	Detroit Workforce Development Dept	282	2%	Michigan Assoc of Physicians from India	41	1%	Furniture Bank of Southeastern Michigan	41	2%		
17	Michigan State Housing Dev Authority	275	1%	Michigan State Housing Dev Authority	40	1%	Detroit Rescue Mission Ministries	33	1%		
18	Detroit Community Health Connection	239	1%	Southfield Human Services Dept	39	1%	Saint Mark Catholic Church	32	1%		
19	Wayne County Veterans Affairs Div	238	1%	DTE Energy	35	1%	DTE Energy	31	1%		
20	Legal Aid and Defender Association	237	1%	Greater Grace Temple	33	1%	Macomb County Veteran's Services	28	1%		

Monthly Report – October 2008



# TOP 20 REFERRALS PROVIDED

WASHTENAW COUNTY				MONROE COUNTY			
Rank		Number	Pct		Number	Pct	
1	Friends in Deed	176	16%	Salvation Army	68	22%	
2	SOS Community Services	139	13%	Monroe County Department of Human Services	55	18%	
3	Salvation Army	105	10%	Monroe County Opportunity Program	29	9%	
4	Washtenaw County Department of Human Services	75	7%	DTE Energy	18	6%	
5	Hope Medical Clinic, Inc.	73	7%	Monroe County I & R Call Center	10	3%	
6	Washtenaw County (ETCS)	46	4%	Damascus House	7	2%	
7	Catholic Social Services	40	4%	Habitat for Humanity	7	2%	
8	Washtenaw 2-1-1	39	4%	Family Counseling & Shelter Services	6	2%	
9	Jewish Family Service	30	3%	The Heat and Warmth Fund (THAW)	5	2%	
10	Michigan Ability Partners	26	2%	Faith in Action	5	2%	
11	Shelter Association of Washtenaw County	24	2%	Catholic Charities	4	1%	
12	Ann Arbor Community Center	18	2%	Greenpath Debt Solutions	4	1%	
13	Emmanuel Lutheran Church	18	2%	Michigan Works!	4	1%	
14	Washtenaw Affordable Nonprofit Housing	15	1%	Internal Revenue Service	3	1%	
15	Legal Services of South Central Michigan	15	1%	Family Medical Center of Michigan	3	1%	
16	Ann Arbor Housing Commission	13	1%	Lake Erie Transportation Commission	3	1%	
17	The Heat and Warmth Fund (THAW)	13	1%	Monroe County Veterans Affairs	3	1%	
18	Ann Arbor Center for the Family	13	1%	Monroe Housing Commission	3	1%	
19	Community Dental Center	11	1%	Project Ramp	3	1%	
20	Washtenaw County Community Mental Health	11	1%	Michigan Dept of Human Services	3	1%	

## UNITED WAY 2-1-1 PARTNERSHIP

- United Way for Southeastern Michigan
- United Way of Washtenaw County
- United Way of Monroe County
- Huron Valley Ambulance
- The Detroit Public Library/TIP Database *resource specialists*
- Macomb Crisis Center
- Common Ground
- Neighborhood Service Organization

*For additional information on this report, contact:*

**Kristen Bolds, Outcomes Strategist [Kristen.Bolds@LiveUnitedSEM.org](mailto:Kristen.Bolds@LiveUnitedSEM.org) (313-226-9349)**

*For more information about 2-1-1, contact:*

**Bill Sullivan, Director [Bill.Sullivan@LiveUnitedSEM.org](mailto:Bill.Sullivan@LiveUnitedSEM.org) (313-226-9453)**