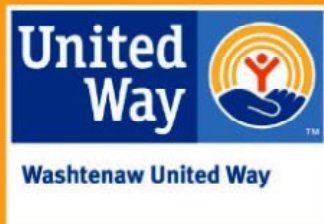


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Get Connected. Get Answers.

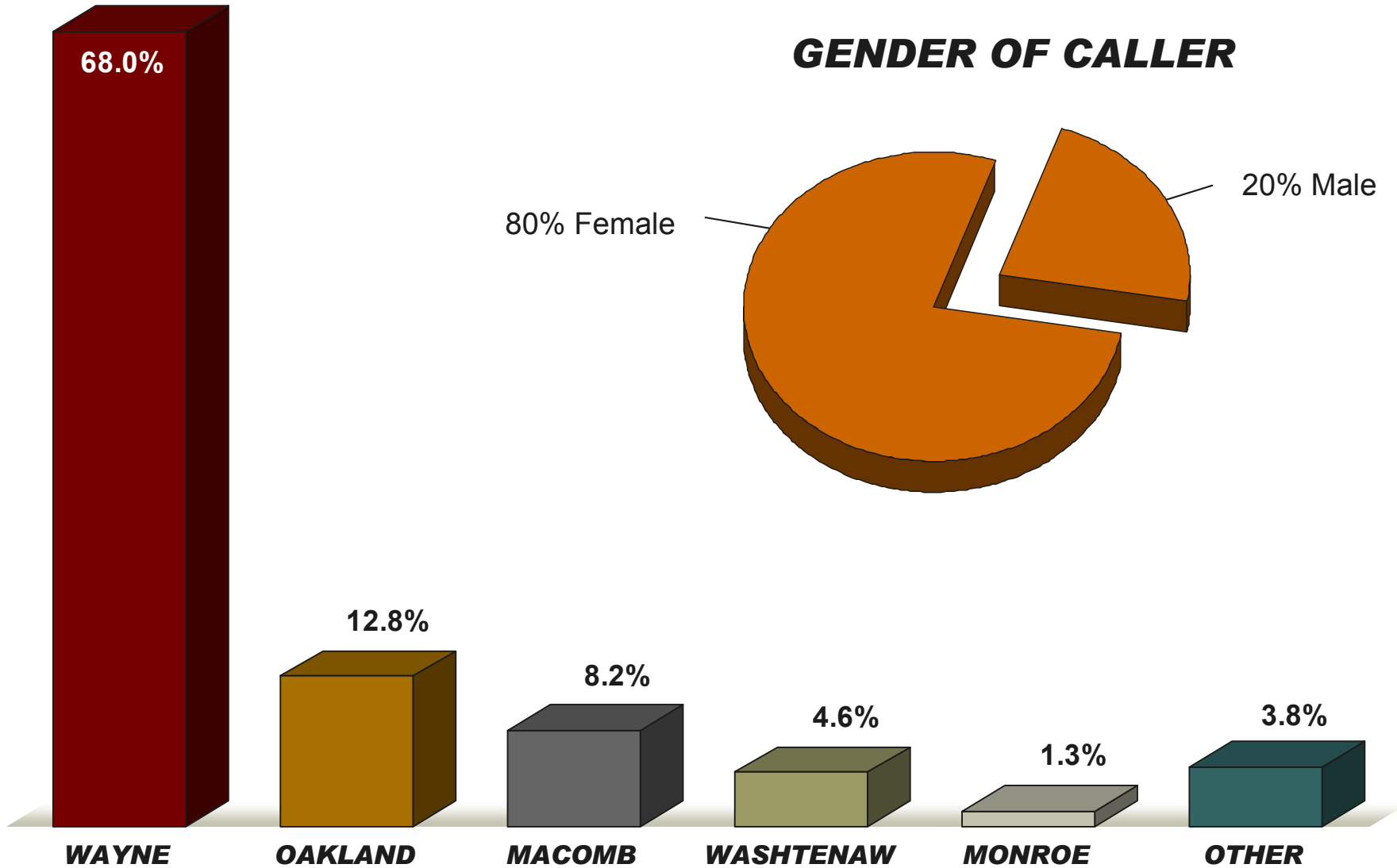


**Serving Wayne, Oakland,
Macomb, Monroe and
Washtenaw Counties.**

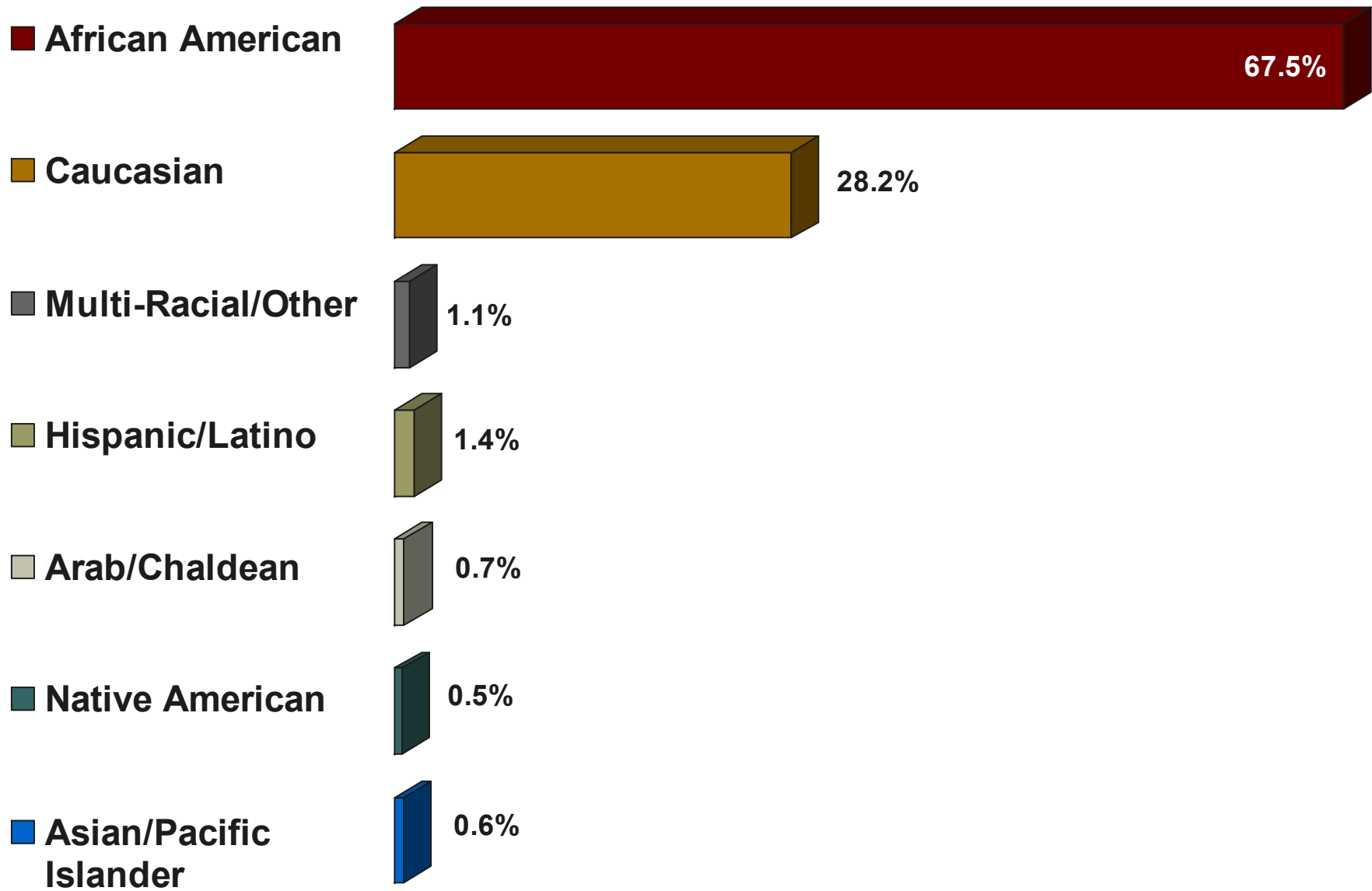
THIS MONTH IN REVIEW

- ***2-1-1 continues to evolve by focusing on the outcomes of our callers in an attempt to generate greater community impact. We are doing this by engaging United Way's Agenda for Change, as well as improving our interactive assessment of the caller to uncover the core issues.***
- Call volume in August was 21,946. This represents an almost 17% decrease from July and a 39% increase from last year. The decrease is attributed to fewer requests for utility assistance in August following a spike in calls to the THAW program in early July for their summer program. Projected annual call volume exceeds 320,000.
- 2-1-1 received a 5% increase in the number of calls from Caucasians, while the percentage of calls from African Americans decreased by 4%. Likewise, there was a slight increase in the percentage of calls from Oakland, Macomb, Washtenaw and Monroe counties, and a decrease in the number of calls from Wayne county.
- 2-1-1 continues to support Operation ABC by registering volunteers to tutor in classrooms across southeast Michigan.
- The percentage of callers earning under \$10,000 annually dropped by 6.4% from the previous month. Overall, the income level of our callers slightly increased this month. We believe this is a result of targeted outreach to nontraditional callers.
- 2-1-1 partnered with the UAW and Davis Vision for a one day event providing free vision screenings to children between 5 and 17. 220 children attended the event. 84% of the children in attendance did not pass the vision exam and received vouchers for free follow-up exams and glasses.

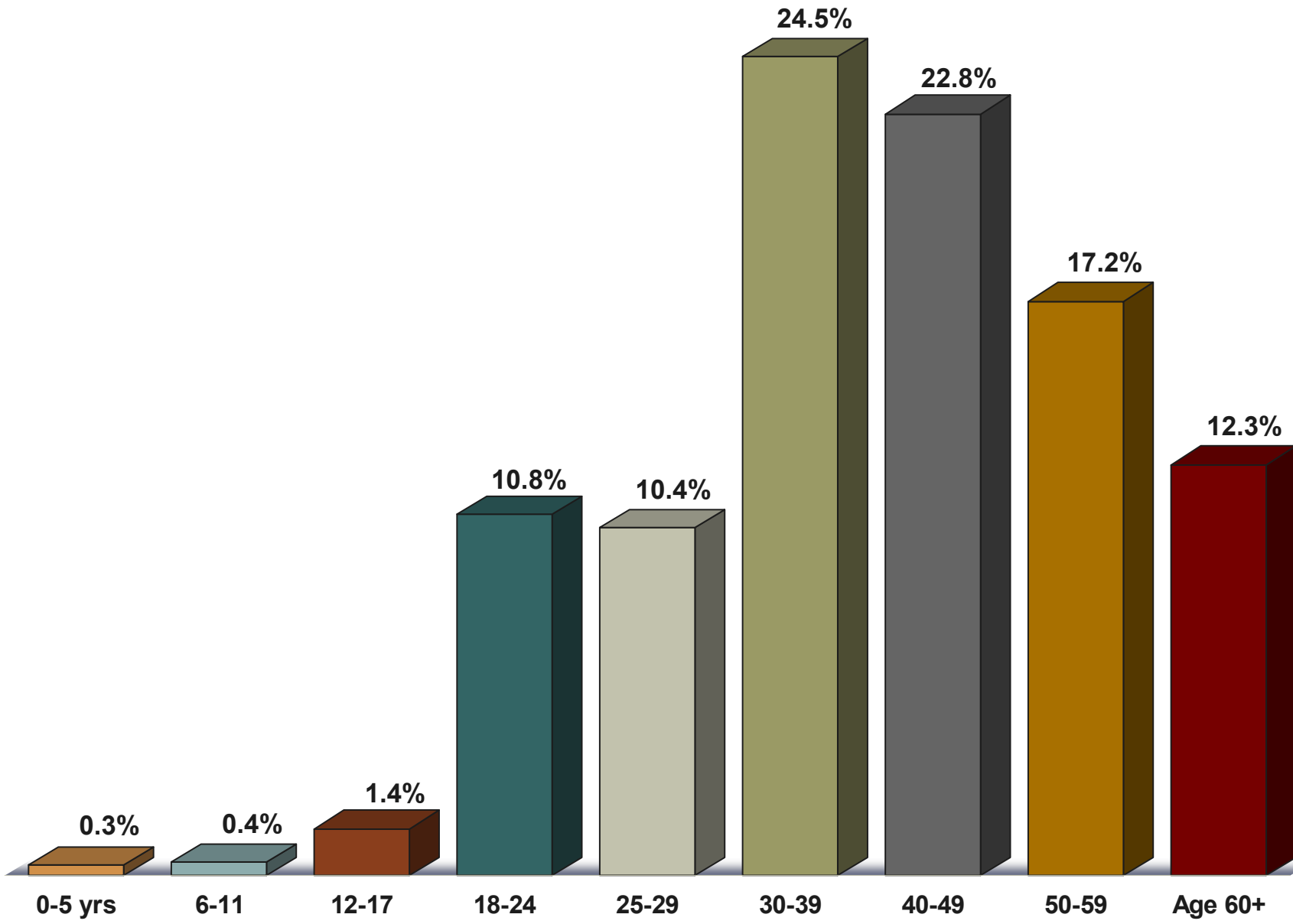
CALL VOLUME BY COUNTY



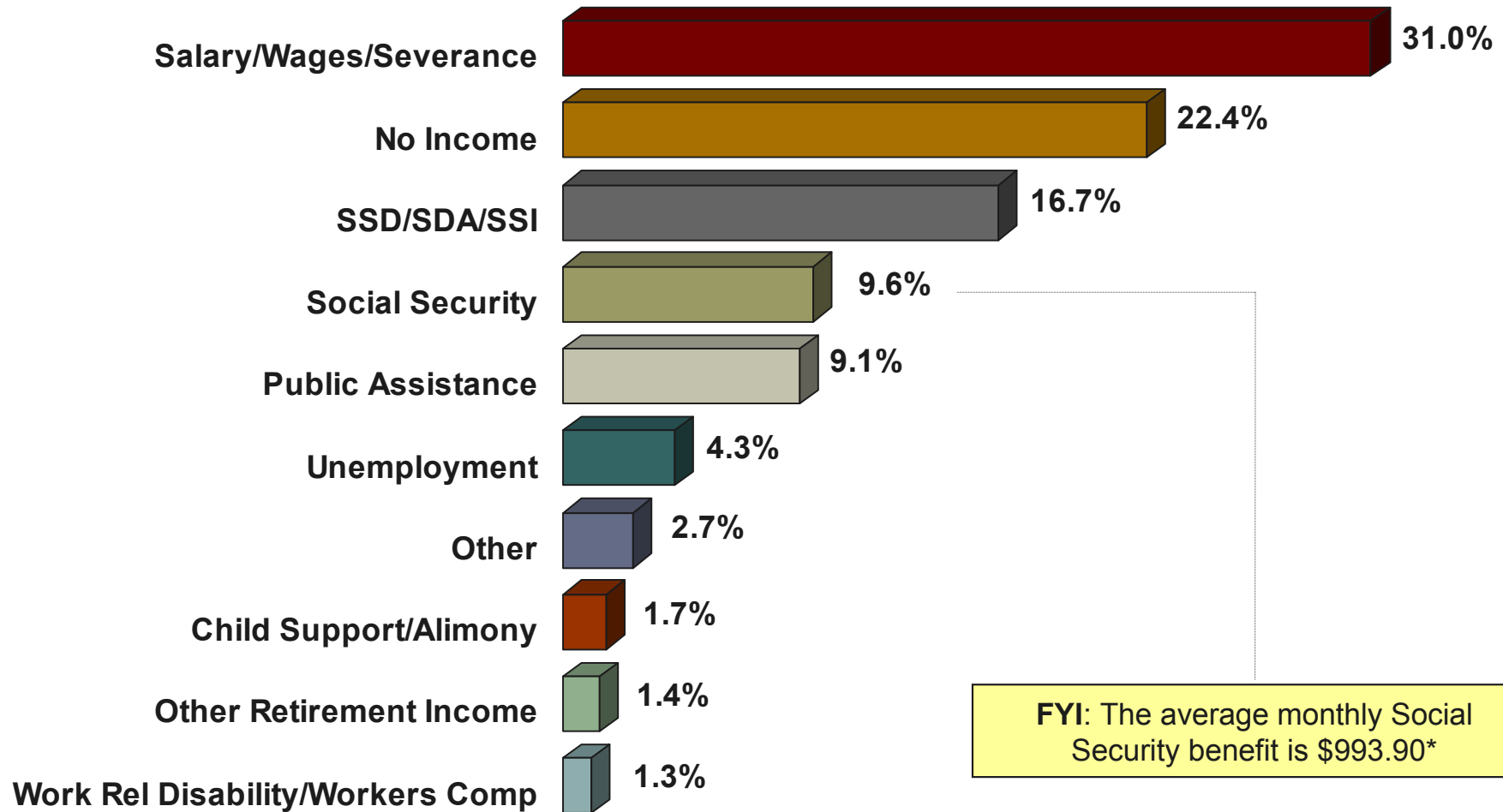
CALLS BY ETHNICITY



AGE RANGE OF SERVICE REQUESTS

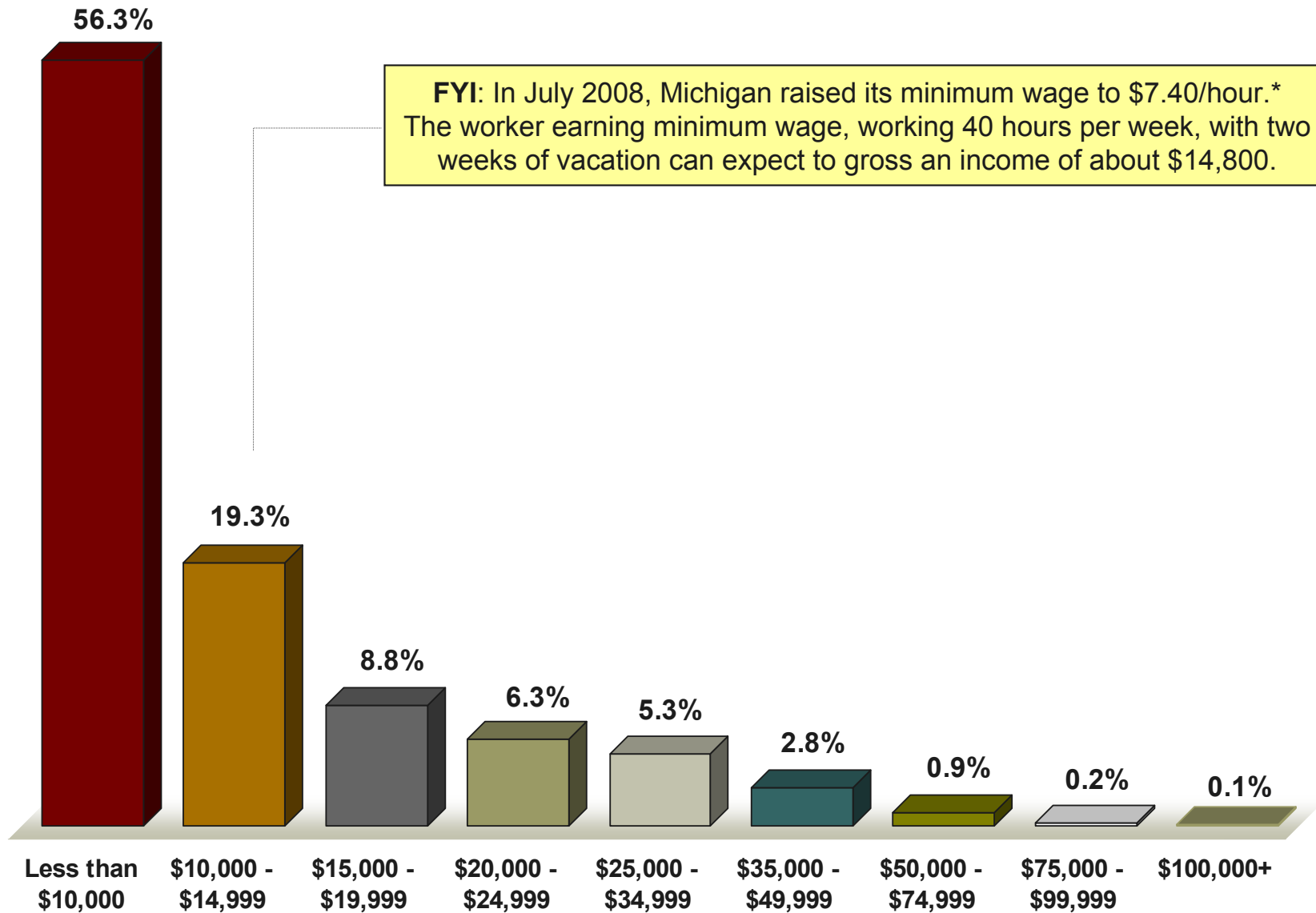


PRIMARY SOURCE OF INCOME



http://www.ssa.gov/policy/quickfacts/stat_snapshot

INCOME LEVEL

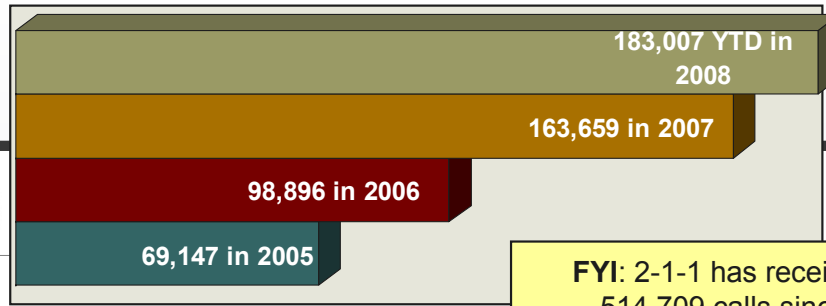


*Source: Michigan Department of Labor and Economic Growth

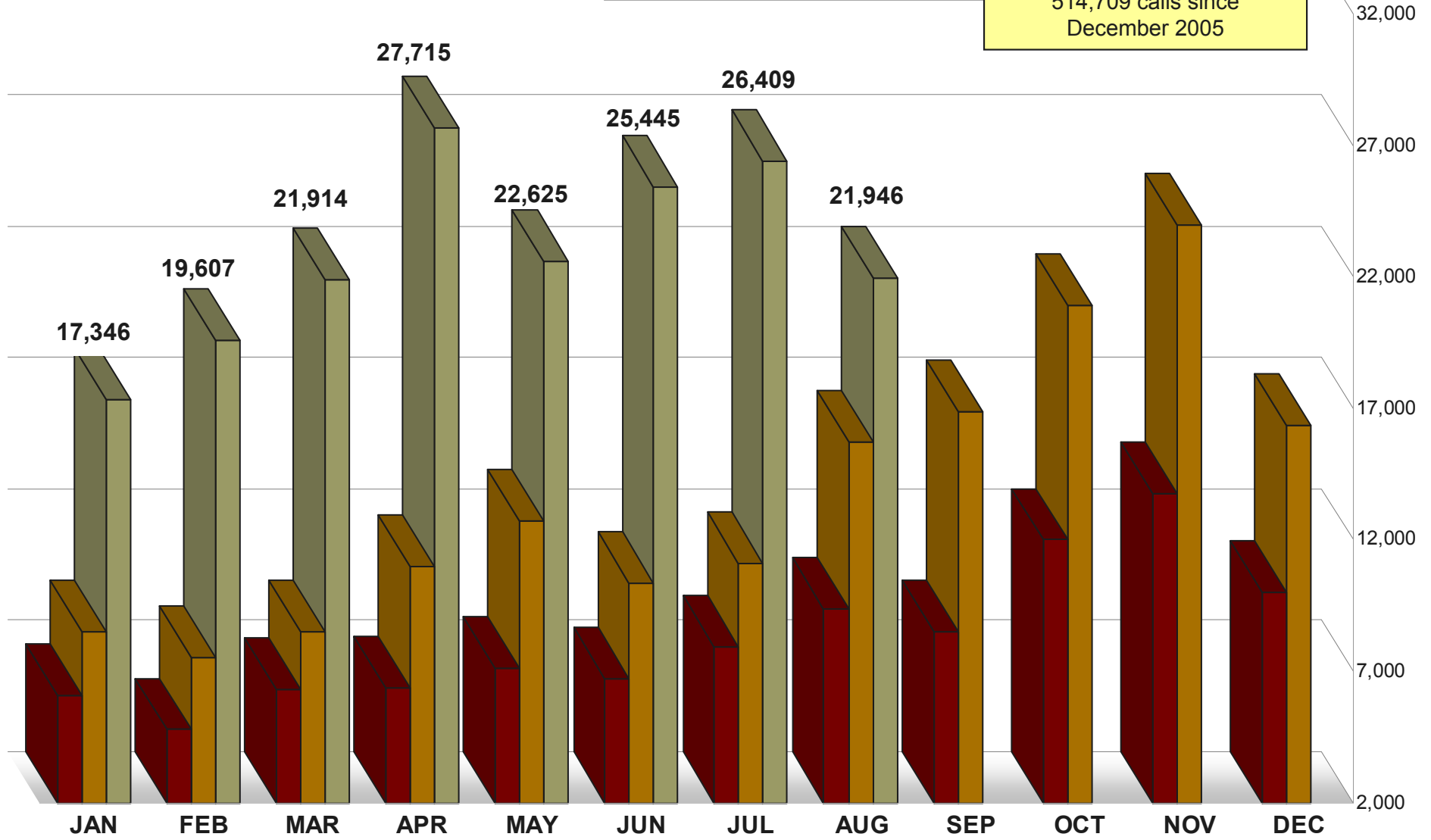
CALLS RECEIVED



■ 2006
 ■ 2007
 ■ 2008

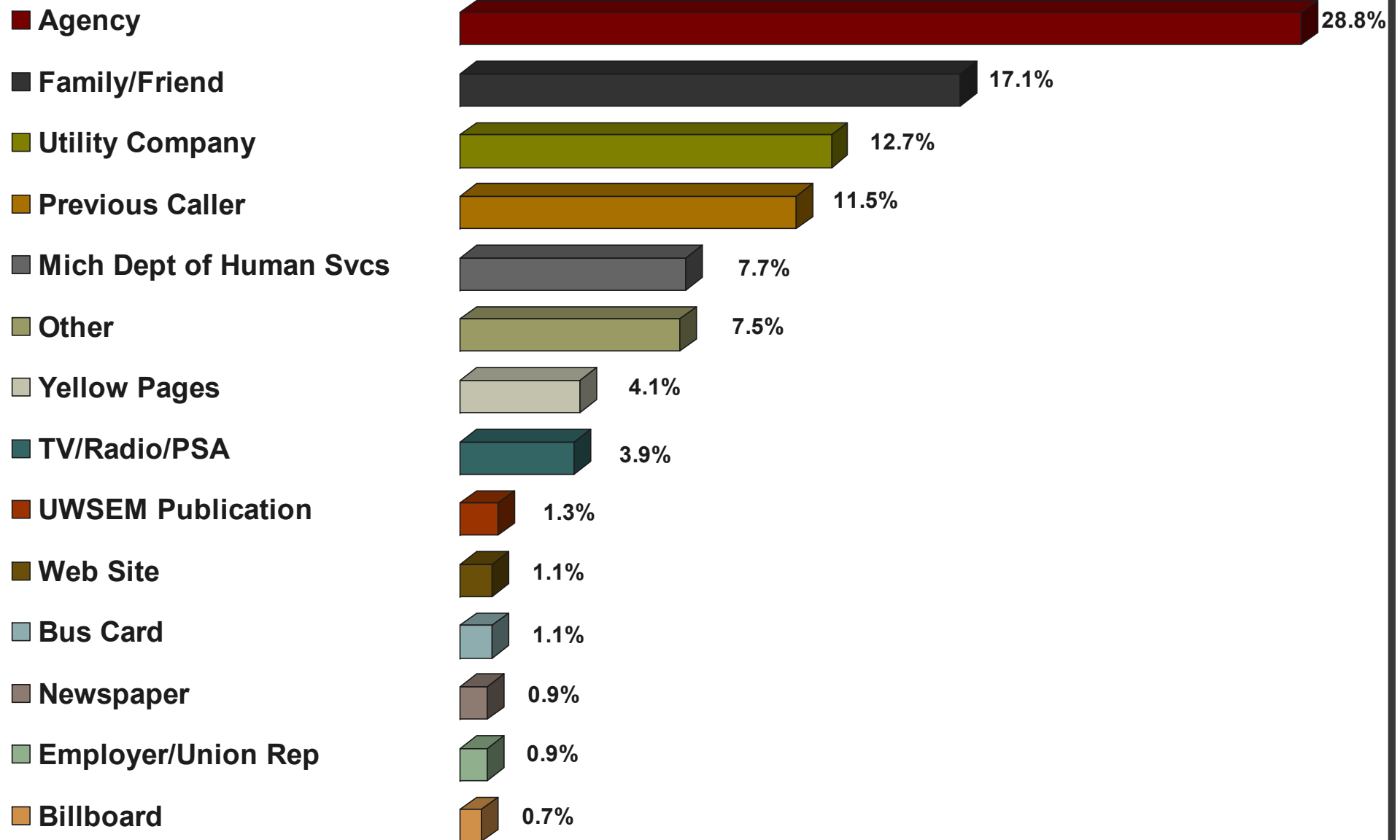


FYI: 2-1-1 has received 514,709 calls since December 2005

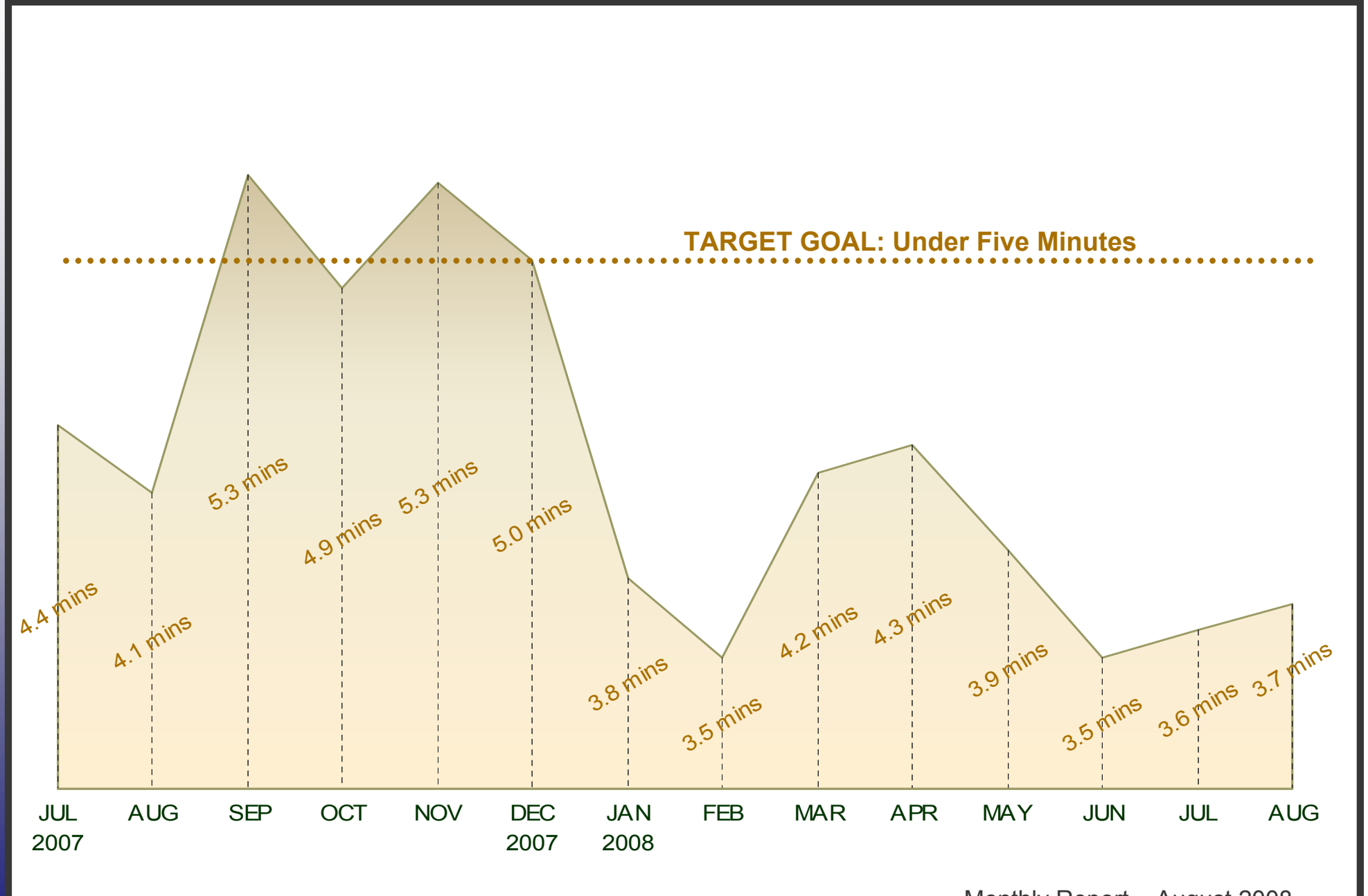


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REFERRED BY SOURCE



AVERAGE LENGTH OF CALL



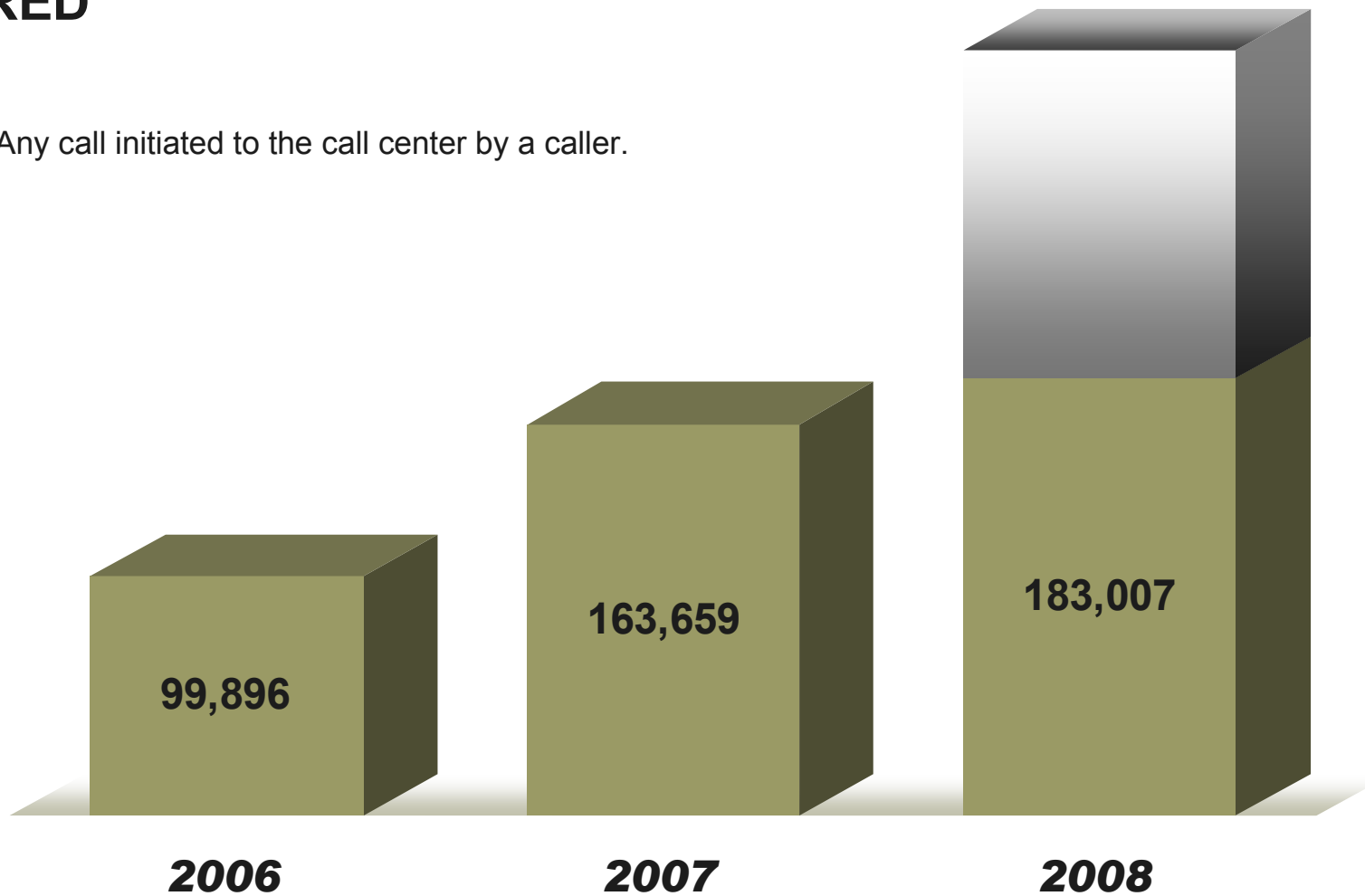
CALL ACTIVITY

■ PROJECTED

■ OFFERED

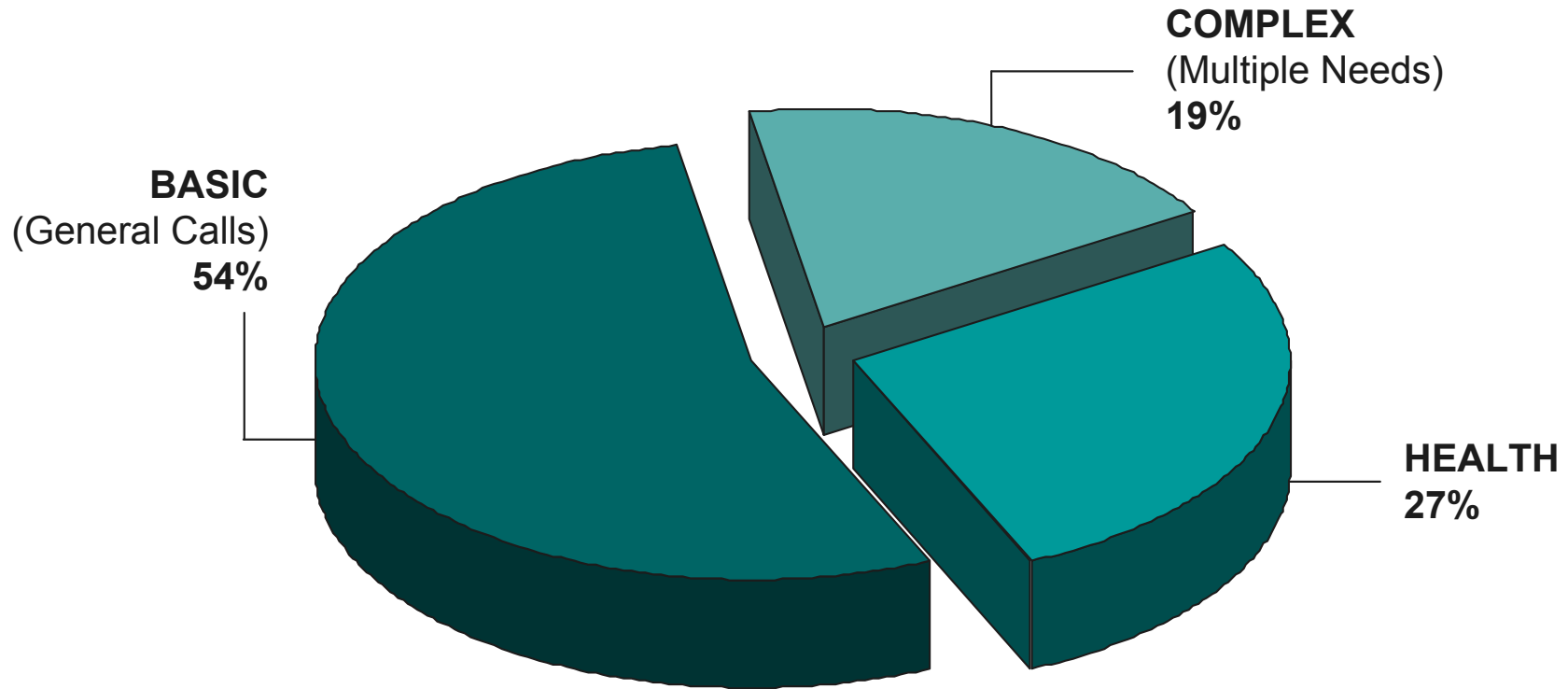
*320,000 Calls
Projected in 2008!!*

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



FOLLOW-UP ACTIVITY

84% OF CALLERS SURVEYED IN THE FOLLOW UP PROCESS REPORTED THEY WOULD RECOMMEND 2-1-1 TO A FAMILY MEMBER OR FRIEND



IMPROVING LIVES



“Cancer runs in my family and I needed to have some testing done quickly. 2-1-1 put me in touch with an agency, and not only did they do the testing but they did it for free. Thank you 2-1-1.”

~Linda in Detroit, calling for Cancer Screening

“Thank you 2-1-1. I have four kids and one on the way. I desperately needed food to feed my family. I didn't know where to go or what I was going to do. I called 2-1-1 and they gave me a referral where I was able to go to get food to feed my entire family.”

~Wendy in Canton, calling for Food Assistance

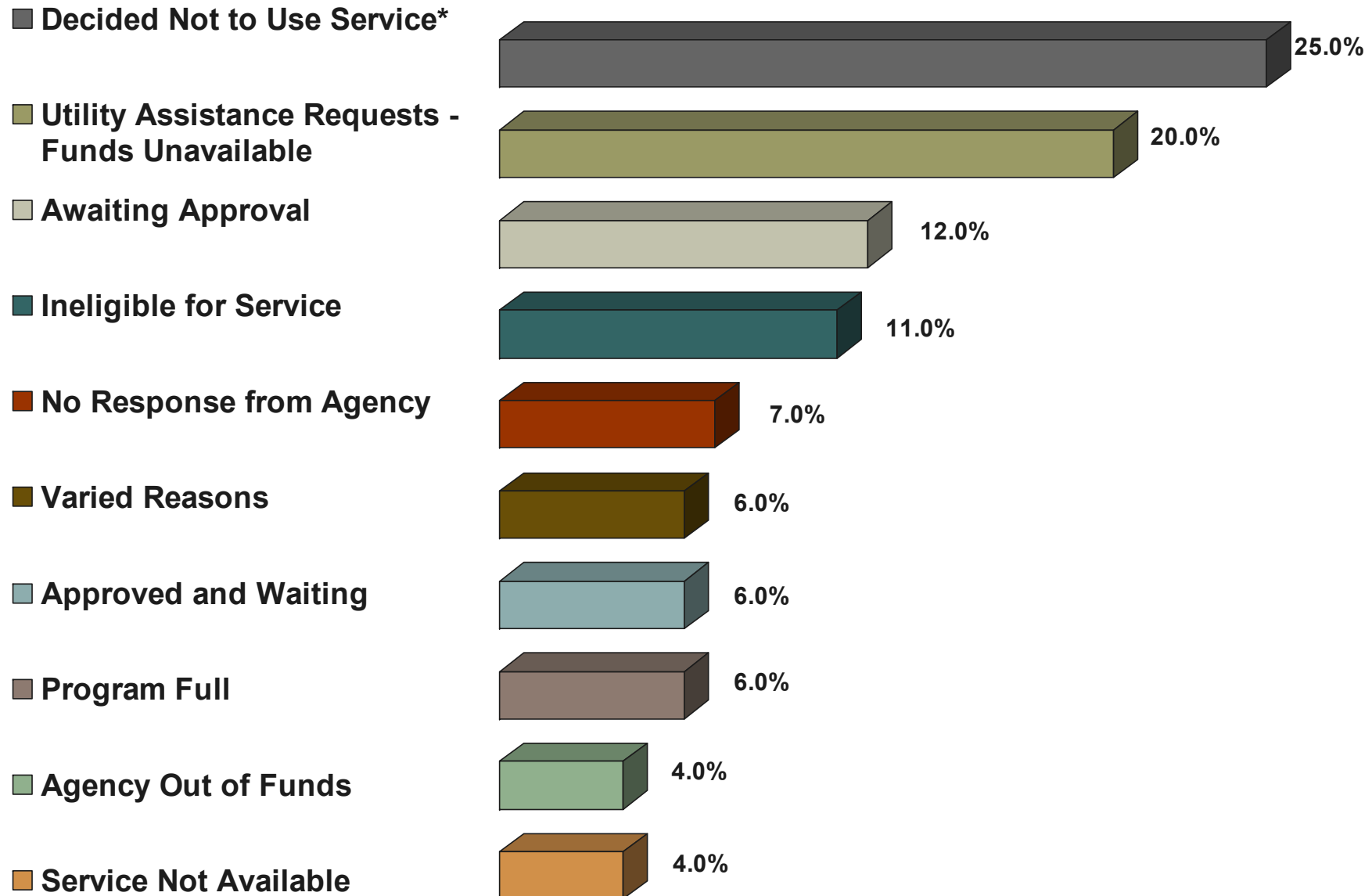
“2-1-1 is a great service! I was calling to get some counseling services for my grandson. Like always, they were able to provide the information I needed to get my grandson the help he needed. I am not very mobile and it is nice to be able to just call 2-1-1 and get the information I need. I always call 2-1-1 and they always help!”

~Patricia in Detroit, calling for Counseling

“My utility bill was over \$1000. I called so many places and kept getting doors shut. I felt like no one cared and I was not going to get any help. I decided to try 2-1-1. Not only were they able to tell me where I could call and get my utilities paid, they also ended up providing me with additional assistance. I was able to get food stamps also. I am so grateful. Thank you 2-1-1.”

~Dawn in Eastpointe, calling for Utility Assistance

REASONS FOR NOT RECEIVING SERVICES



*Reasons: Received help from family or friends; No longer needed services; did not follow up with the referred agency

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.

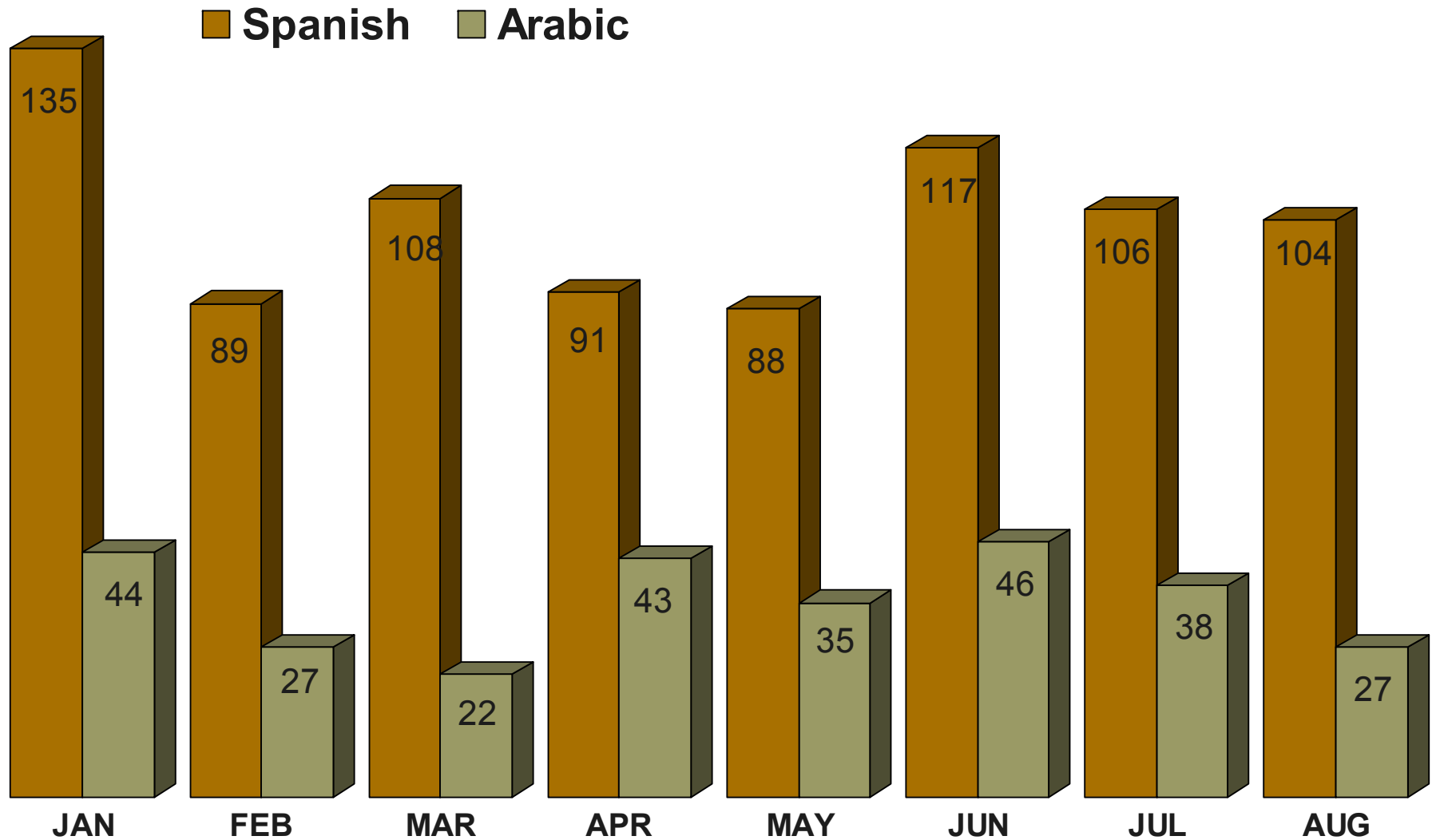
FINANCIAL STABILITY

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.
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ALTERNATE LANGUAGE



TOP 20 SERVICE REQUESTS



WAYNE COUNTY				OAKLAND COUNTY				MACOMB COUNTY			
Rank		Number	Pct		Number	Pct		Number	Pct		
1	Gas Bill Payment Assistance	1,296	20%	Gas Bill Payment Assistance	210	17%	Food Pantries	151	19%		
2	Food Pantries	922	14%	Rent Payment Assistance	165	14%	Gas Bill Payment Assistance	109	14%		
3	Electric Bill Payment Assistance	558	9%	Food Pantries	159	13%	Rent Payment Assistance	60	8%		
4	Gave phone number only	487	7%	Electric Bill Payment Assistance	125	10%	Electric Bill Payment Assistance	57	7%		
5	Job Search/Placement	444	7%	Gave phone number only	88	7%	Job Search/Placement	51	7%		
6	Rent Payment Assistance	403	6%	Job Search/Placement	67	6%	Gave phone number only	50	6%		
7	Community Clinics	329	5%	Homeless Shelter	61	5%	Homeless Shelter	44	6%		
8	Homeless Shelter	280	4%	Community Clinics	48	4%	Community Clinics	33	4%		
9	Housing Search Assistance	246	4%	General Clothing	41	3%	Undesignated Temp Financial Assist	27	3%		
10	Low Income Private Rental Housing	207	3%	Low Income Rental Housing	32	3%	General Clothing	27	3%		
11	General Furniture Provision	193	3%	Undesignated Temp Financial Assist.	30	2%	General Legal Aid	23	3%		
12	General Clothing	178	3%	General Legal Aid	30	2%	Low Income Private Rental Housing	17	2%		
13	Information and Referral	175	3%	State/Local Health Insurance Programs	24	2%	Mortgage Payment Assistance	15	2%		
14	General Legal Aid	161	2%	Dental Care	23	2%	State/Local Health Insurance Programs	15	2%		
15	Undesignated Temp Financial Assist.	126	2%	Prescription Expense Assistance	23	2%	Mortgage Foreclosure Assistance	15	2%		
16	Federal Income Tax Information	126	2%	Federal Income Tax Information	20	2%	General Furniture Provision	14	2%		
17	Water Bill Payment Assistance	124	2%	Housing Authorities	18	1%	Section 8 Housing Choice Vouchers	13	2%		
18	Dental Care	115	2%	Rental Deposit Assistance	17	1%	Emergency Food Clearinghouses	12	2%		
19	Mortgage Foreclosure Assistance	97	1%	Disability Related Transportation	16	1%	Housing Authorities	12	2%		
20	Home Rehabilitation Grants	94	1%	Medical Equipment/Supplies	15	1%	Federal Income Tax Information	10	1%		

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TOP 20 SERVICE REQUESTS



WASHTENAW COUNTY				MONROE COUNTY			
Rank		Number	Pct		Number	Pct	
1	Rent Payment Assistance	57	15%	Phone Number Request	20	16%	
2	Phone Number Request	53	14%	Rent Payment Assistance	12	10%	
3	Gas Bill Payment Assistance	42	11%	Food Pantries	12	10%	
4	Electric Bill Payment Assistance	40	10%	Gas Bill Payment Assistance	11	9%	
5	Homeless Shelter	39	10%	Electric Bill Payment Assistance	10	8%	
6	Food Pantries	30	8%	Rental Deposit Assistance	6	5%	
7	Undesignated Temporary Financial Assistance	13	3%	Community Clinics	6	5%	
8	Low Income/Subsidized Private Rental Housing	13	3%	Homeless Shelter	6	5%	
9	Furniture	11	3%	Medical Transportation	3	2%	
10	Transitional Housing/Shelter	11	3%	Housing Search Assistance	3	2%	
11	Rental Deposit Assistance	10	3%	Housing Authorities	3	2%	
12	Housing Authorities	10	3%	General Legal Aid	3	2%	
13	Food Stamps	8	2%	Wheelchairs/Wheeled Mobility	2	2%	
14	Automobile Donation Programs	8	2%	Diapers	2	2%	
15	General Legal Aid	7	2%	Home Maintenance and Repair Services	2	2%	
16	Volunteer Recruitment/Placement	6	2%	General Counseling Services	2	2%	
17	Automotive Repair	6	2%	Medical Dressing	2	2%	
18	General Counseling Services	6	2%	Domestic Violence Shelters	2	2%	
19	Specialized Information and Referral	6	2%	Eye Care	2	2%	
20	Public Housing	6	2%	Prescription Expense Assistance	2	2%	

TOP 20 REFERRALS PROVIDED



WAYNE COUNTY				OAKLAND COUNTY				MACOMB COUNTY			
Rank		Number	Pct		Number	Pct		Number	Pct		
1	Michigan Dept of Human Services	1,618	9%	Michigan Dept of Human Services	350	11%	Michigan Dept of Human Services	258	13%		
2	Salvation Army	804	5%	Lighthouse Emergency Services	279	9%	Salvation Army	188	10%		
3	Wayne Metro Comm Action Agency	753	4%	Oakland Livingston Human Svce Agcy	223	7%	St. Vincent de Paul	106	6%		
4	Child Care Coordinating Council	674	4%	Salvation Army	159	5%	Macomb County Comm Svcs Agcy	50	3%		
5	St. Vincent de Paul	528	3%	St. Vincent de Paul	93	3%	Crossroads of Michigan	40	2%		
6	Crossroads of Michigan	518	3%	Saint John's Episcopal Church	57	2%	Macomb/St. Clair Workforce Dev Bd	37	2%		
7	Neighborhood Legal Services	288	2%	South Oakland Shelter	49	2%	Goodwill Industries of Greater Detroit	36	2%		
8	Detroit Community Health Connection	247	1%	Oakland County Emplmt & Training Div	44	1%	Samaritan House	32	2%		
9	DTE Energy	245	1%	Michigan State Housing Dev Authority	43	1%	Michigan State Housing Dev Authority	31	2%		
10	Detroit Dept of Human Services	240	1%	God's Helping Hands	39	1%	Macomb County Veteran's Services	31	2%		
11	Detroit Workforce Development Dept	221	1%	Area Agency on Aging	37	1%	Macomb County Rotating Emerg Shelter	29	2%		
12	Advantage Health Centers	216	1%	Michigan Assoc of Physicians from India	35	1%	Detroit Community Health Connection	28	1%		
13	Michigan State Housing Dev Authority	209	1%	DTE Energy	34	1%	Legal Aid and Defender Association	26	1%		
14	Detroit Urban League	201	1%	Gary Burnstein Community Health Clinic	33	1%	Good Shepherd Coalition	24	1%		
15	Legal Aid and Defender Association	183	1%	Rochester Area Neighborhood House	32	1%	Faith Lutheran Church	24	1%		
16	Capuchin Soup Kitchen	166	1%	Grace Centers of Hope	31	1%	South Eastern Michigan Indians	20	1%		
17	Black Family Development	159	1%	Lighthouse Community Development	28	1%	God's Helping Hands	20	1%		
18	Wayne County Veterans Affairs Div	157	1%	Catholic Social Services	27	1%	Greenpath Debt Solutions	18	1%		
19	Detroit Rescue Mission Ministries	147	1%	Legal Aid and Defender Association	27	1%	Good Samaritan Coalition	16	1%		
20	United Way for Southeastern Michigan	142	1%	Goodwill Industries of Greater Detroit	26	1%	DTE Energy	15	1%		

TOP 20 REFERRALS PROVIDED



WASHTENAW COUNTY					MONROE COUNTY				
Rank		Number	Pct		Number	Pct		Number	Pct
1	Friends in Deed	159	12%	Salvation Army	49	18%	Monroe County Department of Human Services	30	11%
2	Salvation Army	121	9%	SOS Community Services	111	9%	Monroe County Opportunity Program	24	9%
3	SOS Community Services	111	9%	Hope Medical Clinic, Inc.	82	6%	Monroe Housing Commission	9	3%
4	Hope Medical Clinic, Inc.	82	6%	Parents Together	69	5%	The Monroe Center	6	2%
5	Parents Together	69	5%	Washtenaw County Department of Human Services	65	5%	Family Medical Center of Michigan	5	2%
6	Washtenaw County Department of Human Services	65	5%	Shelter Association of Washtenaw County	31	2%	Family Counseling & Shelter Services	5	2%
7	Shelter Association of Washtenaw County	31	2%	Emmanuel Lutheran Church	26	2%	Caring Alternatives Incorporated	4	1%
8	Emmanuel Lutheran Church	26	2%	Catholic Social Services	25	2%	Faith in Action	4	1%
9	Catholic Social Services	25	2%	Washtenaw 2-1-1	19	1%	Monroe County Department of Public Health	4	1%
10	Washtenaw 2-1-1	19	1%	Ann Arbor Community Center	16	1%	Heartbeat of Monroe	4	1%
11	Ann Arbor Community Center	16	1%	Ann Arbor Housing Commission	15	1%	Area Agency on Aging	3	1%
12	Ann Arbor Housing Commission	15	1%	Michigan Ability Partners	15	1%	Damascus House	3	1%
13	Michigan Ability Partners	15	1%	Washtenaw County Department of Public Health	12	1%	Legal Services of South Central Michigan	3	1%
14	Washtenaw County Department of Public Health	12	1%	House By the Side of the Road	12	1%	El Shaddai Counseling and Consultation Services	2	1%
15	House By the Side of the Road	12	1%	Jewish Family Service	12	1%	Michigan Commission for the Blind	2	1%
16	Jewish Family Service	12	1%	Legal Services of South Central Michigan	10	1%	Monroe County Community Mental Health Authority	2	1%
17	Legal Services of South Central Michigan	10	1%	Washtenaw Affordable Nonprofit Housing	10	1%	Bedford Health Van RSVP	2	1%
18	Washtenaw Affordable Nonprofit Housing	10	1%	Washtenaw County Community Mental Health	10	1%	Emmanuel Baptist Church	2	1%
19	Washtenaw County Community Mental Health	10	1%	Interfaith Hospitality Network	9	1%	Monroe County I & R Call Center	2	1%
20	Interfaith Hospitality Network	9	1%						

UNITED WAY 2-1-1 PARTNERSHIP



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

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