



2020 ANNUAL REPORT Snapshot



United Way 2-1-1 provides easy access to health and human services, gives callers an opportunity to get or give help, and serves as a hub for community information in times of disaster. 2-1-1 is available 7-days a week, 24-hours a day and is free and confidential.



Who We Serve

Gender (Calls)

Female	8,332
Male	6,854
Unknown	1,993
Transgender	7

Age (Calls)

Adult	8,470
Senior	4,370
Unknown	4,006
Youth	333

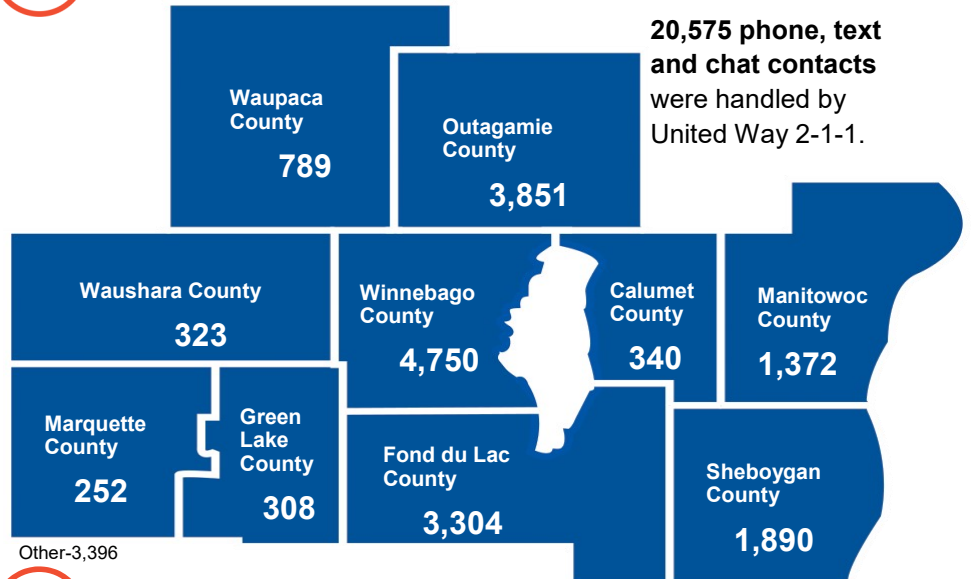
Ethnicity (Calls)

Unknown	14,048
Caucasian/White	2,451
Black/African American	459
Hispanic/Latino	177
Asian American	27
American Indian	19
Other/Refused	9

2-1-1 callers were not asked to provide ethnicity after March 15, 2020.



Where We Serve (Calls)

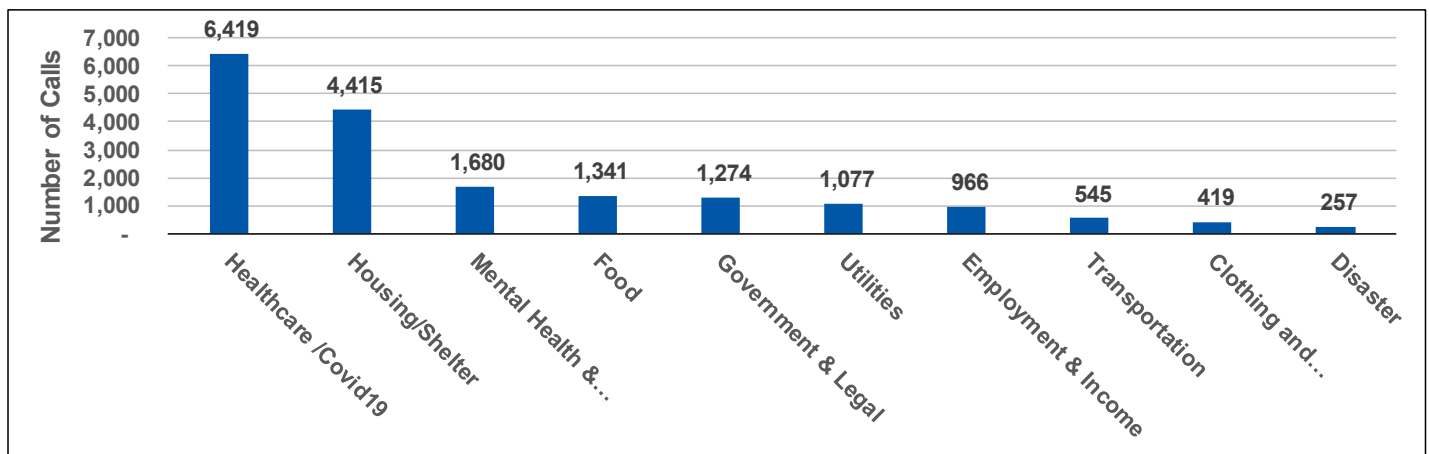


A closer look:

In March 2020, 2-1-1 was activated statewide by the Wisconsin Department of Health and Human Services to provide live answer, 24/7 up to the minute information, rumor control, referrals to existing and emerging resource in response to the Covid19 pandemic.



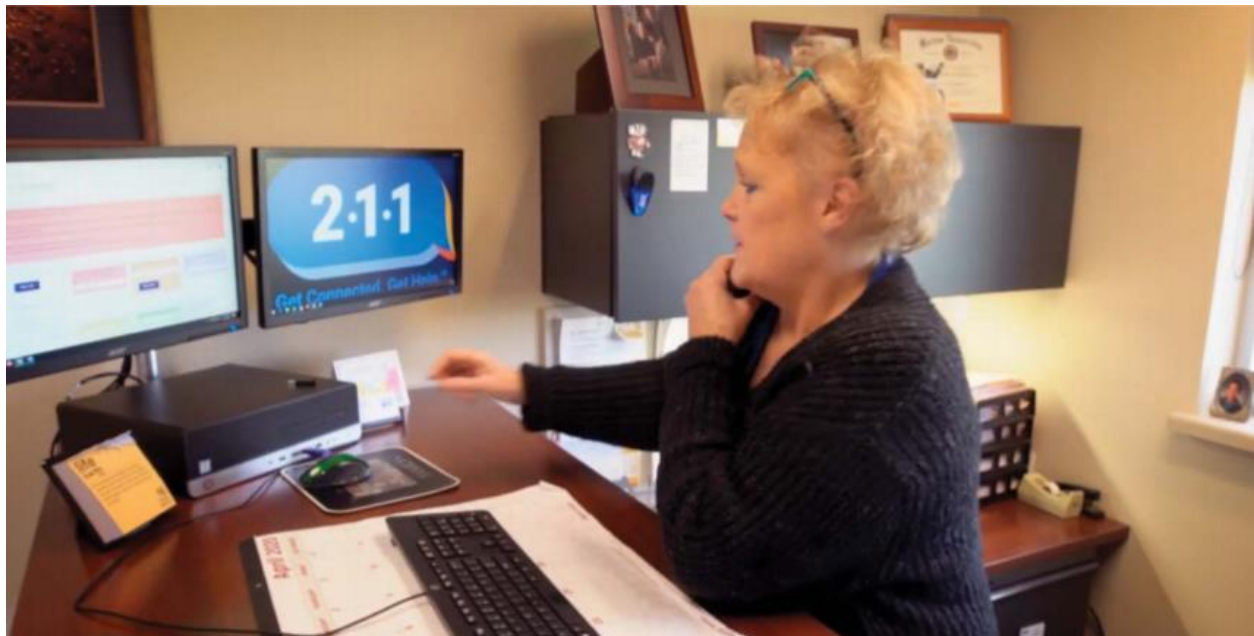
Top 10 Problems/Needs





Celebrating a year of accomplishments

From hello to help, 211 is here.



In times of personal need, community disaster—or worldwide pandemic—United Way’s 211 is here to answer the call for help. Through free confidential referral services available 24 hours a day, seven days a week, 365 days a year, 211 connects people to resources for food, clothing, counseling, employment, health care, legal aid, housing/shelter, utilities, and veteran/military services.

2020 highlights:

COVID-19 Response: In mid-March 2020, 211 was formally activated statewide by the Wisconsin Department of Health and Human Services to provide live answer, 24/7 up-to-the-minute information; emotional supportive listening; rumor control; mental health support; referrals to emerging and existing local, state and national resources; and advocacy to connect vulnerable callers, including homebound seniors, directly to resources in response the COVID-19 pandemic. Between March 1 and December 31, 2020, statewide the 2-1-1 system handled nearly 70,000 COVID-19-related calls. Locally, the 211 call center operated by United Way Fox Cities, has assisted more than 17,000 COVID-19-related calls across the 10-county service area.

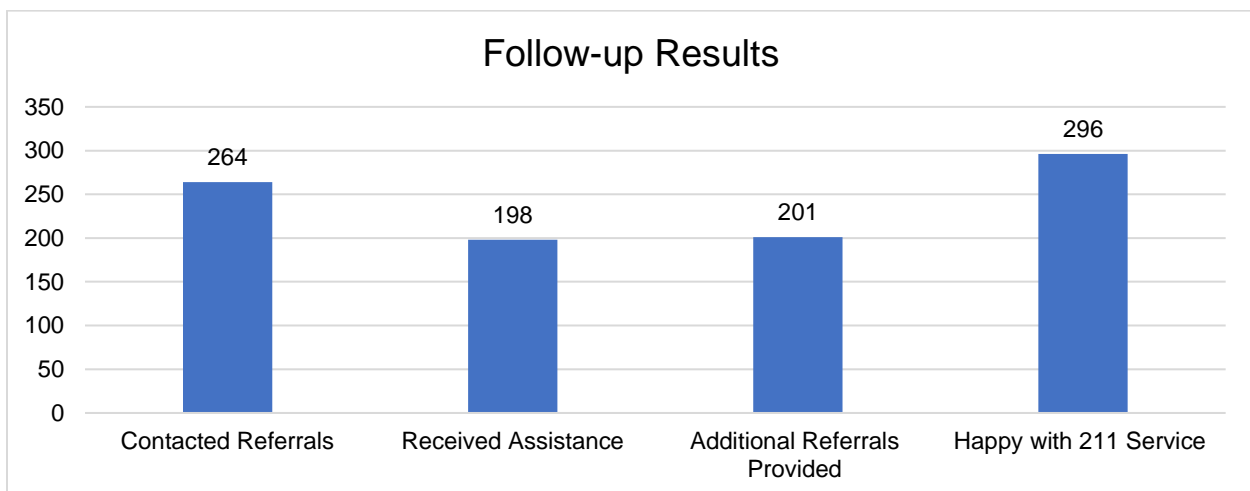


Addiction Recovery Helpline: The Wisconsin Addiction Recovery Helpline was developed as part of the Wisconsin Department of Health Services to support people who have been impacted by substance use issues. People can call with questions about addictions whether they are struggling with an addiction themselves or are concerned for a family member or friend. The success of the Helpline can be directly attributed to strong partnerships with local treatment and recovery programs and ongoing 211 staff training specific to mental health and substance use. Lisa Smith, 211 Manager, said, “Our trained staff assesses caller needs, and in most cases transfers them directly to treatment providers, peer specialists, or recovery coaches through warm transfers. Staff also offer follow up calls to provide additional support, resources and advocacy.” Since the launch of the Helpline in October 2018, over 12,000 calls for substance use help have been answered statewide. Locally, the 211 call center operated by United Way Fox Cities has assisted 800 individuals across the 10-county service area in their journey towards treatment and recovery.

Open Enrollment: During the 2020 open enrollment period for the Affordable Care Act (ACA), Wisconsin residents were encouraged to contact 211 to be connected with trained, unbiased health insurance experts to help them navigate their health insurance options. Locally, 211 staff transferred 21 individuals to Certified Application Counselors at Partnership Community Health Center’s Insurance and Enrollment Center.

Warm Transfers: When individuals call 211 and it is deemed beneficial for them to be transferred directly to a specialized Information and Referral agency, crisis line or other service provider, 211 staff perform a warm transfer. Warm transfers occur when 211 staff conference with the outside service provider while the caller is still on the line, to make an introduction before transferring. Locally, 211 staff conducted 697 warm transfers to providers in the service delivery area.

Follow Ups: 211 staff provide follow-up services and ensure individuals are getting the services they need and to offer additional help if needed. In 2020, United Way 211 staff offered follow-ups to 508 callers. 396 callers agreed to receive a follow up call. Of the 396, 308 were reached with the following results:





Unmet Needs

Unmet needs are instances where no resources are available to meet a caller’s assessed needs and no referrals can be made. Individual unmet needs may lead to identification of service gaps at the service delivery system level. 211 provides this information to United Way organizations and legislators to assist with community and policy development. Locally, 626 unmet needs were identified in the following categories:

Top Unmet Needs	
1.	COVID-19 Diagnostic Tests
2.	Community Shelters
3.	Homeless Motel Vouchers
4.	Rent Payment Assistance
5.	Comprehensive Information and Referral –Covid19
6.	Food Pantries
7.	VITA Programs
8.	Medical Information Services
9.	Talklines/Warmlines
10.	Grocery Ordering/Delivery

