



2010 Annual Community Report



A partnership of Capital Area United Way, Eaton County United Way, Hillsdale Human Services Network, Lenawee United Way, LifeWays, Livingston County United Way, Resource Genesee, Shiawassee United Way & United Way of Jackson County



Connecting People and Services

Introduction

On behalf of the collaborative development team of Central Michigan 2-1-1, we are pleased to present the community with this annual report of our activities.

This 2-1-1 program is an Alliance of Information & Referral Systems accredited, collaborative effort between Capital Area United Way, Eaton County United Way, Hillsdale Human Services Network, Lenawee United Way, LifeWays, Livingston County United Way, Resource Genesee, Shiawassee United Way and United Way of Jackson County.

Central Michigan 2-1-1's approach to a regional call center is one of personal community attention that is cost-effective through utilization of a single call center with partnerships, contacts and community advisory from each community we serve. Central Michigan 2-1-1 is an easy to remember, free phone service that links callers with the health and human services information they need, 24 hours per day, 7 days per week, 365 days per year.

This annual community report summarizes demographic data and reflects the problems or needs of those individuals who contacted Central Michigan 2-1-1 seeking information and referrals during 2010. The goal of this report is to summarize the daily issues facing the residents of our community as expressed to our 2-1-1 call specialists and to bring these issues to the attention of the health and human services network and the community service planners throughout our service area. In this year's report, you will find information on:

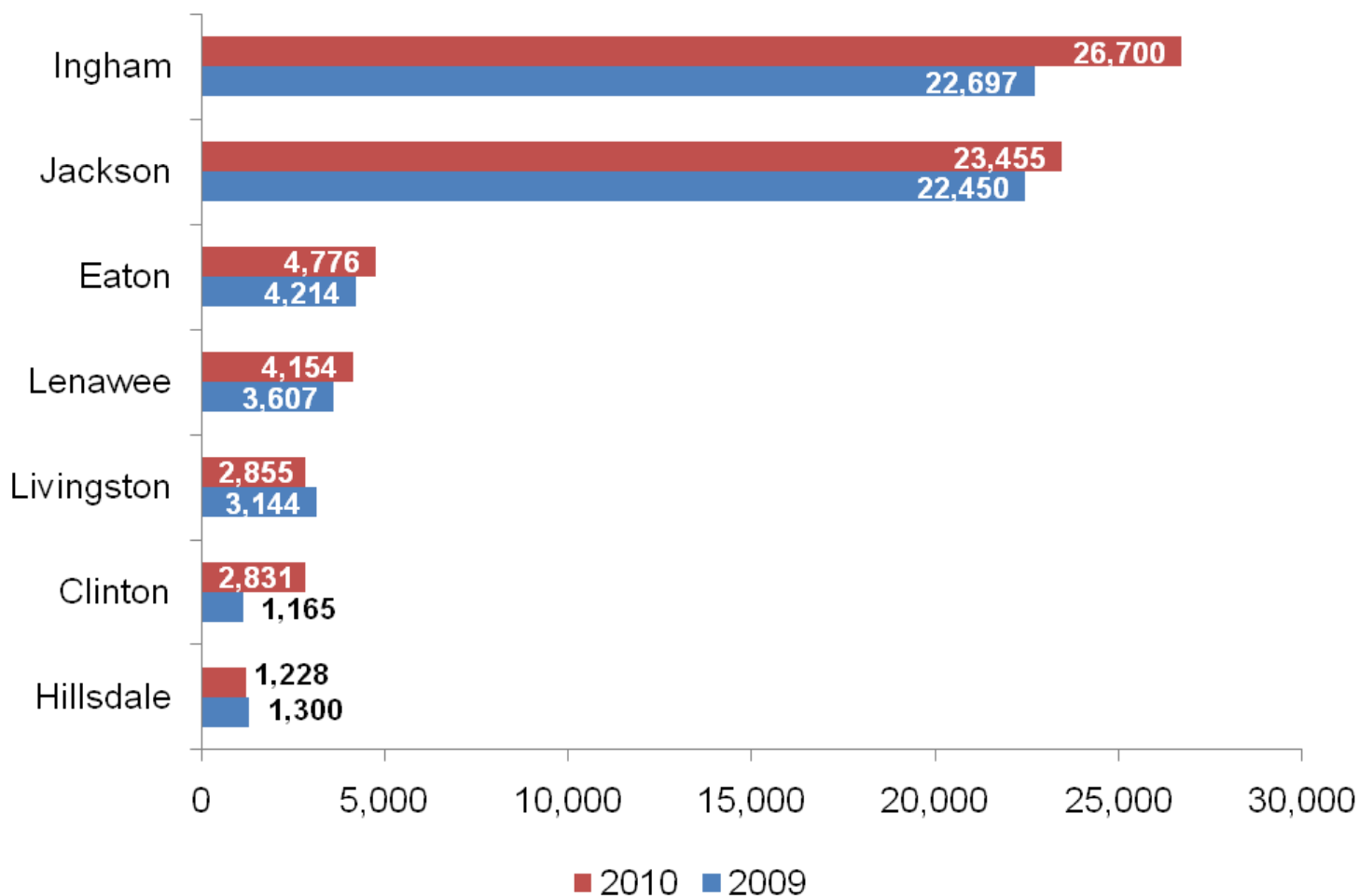
- How callers heard about 2-1-1
- Unmet needs in the communities we serve and why they went unmet
- Information gathered from visitors to the Central Michigan 2-1-1 online database
- Narratives of advocacy performed by 2-1-1 staff
- Per-county information on general call volume and top needs

The Central Michigan 2-1-1 staff would like to thank the community partners, volunteers, interns and agency contacts who make our work possible. We strive every day, in every call, to make your dedication, compassion and generosity shine as a beacon to those in need. Sincere thanks for allowing us to do what we love: making the connections that make good things happen.



Connecting People and Services

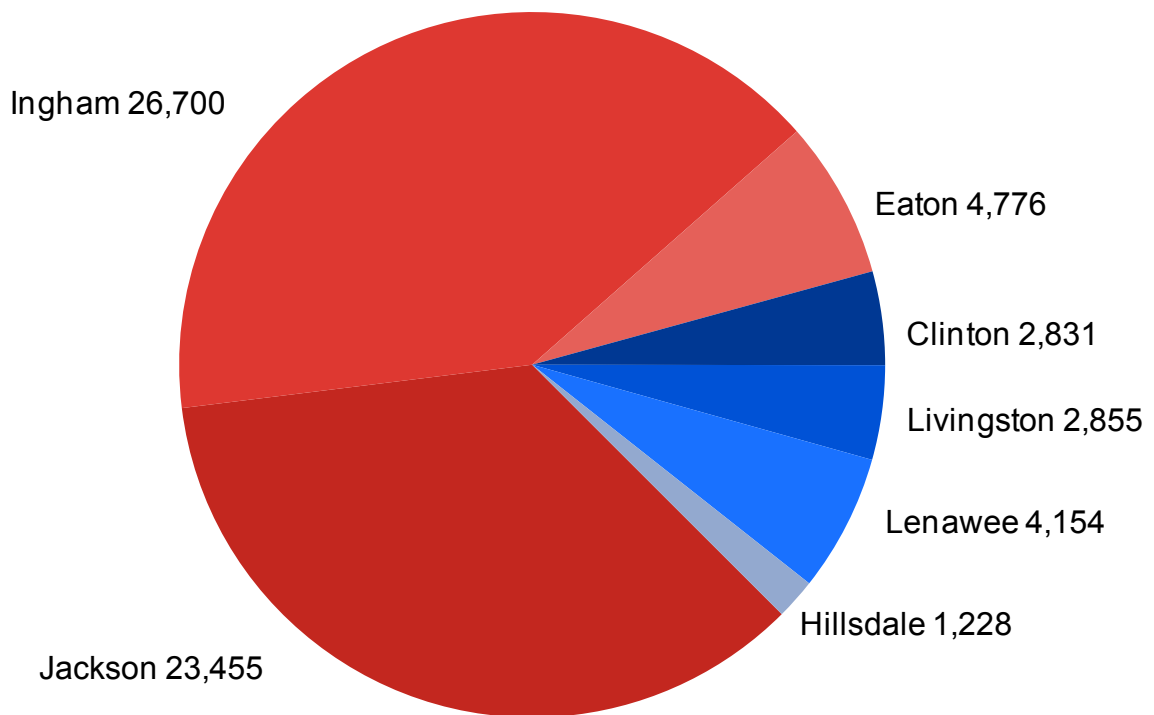
Central Michigan 2-1-1 receives calls from seven Mid-Michigan counties. Call volume has increased over 195% since 2009.



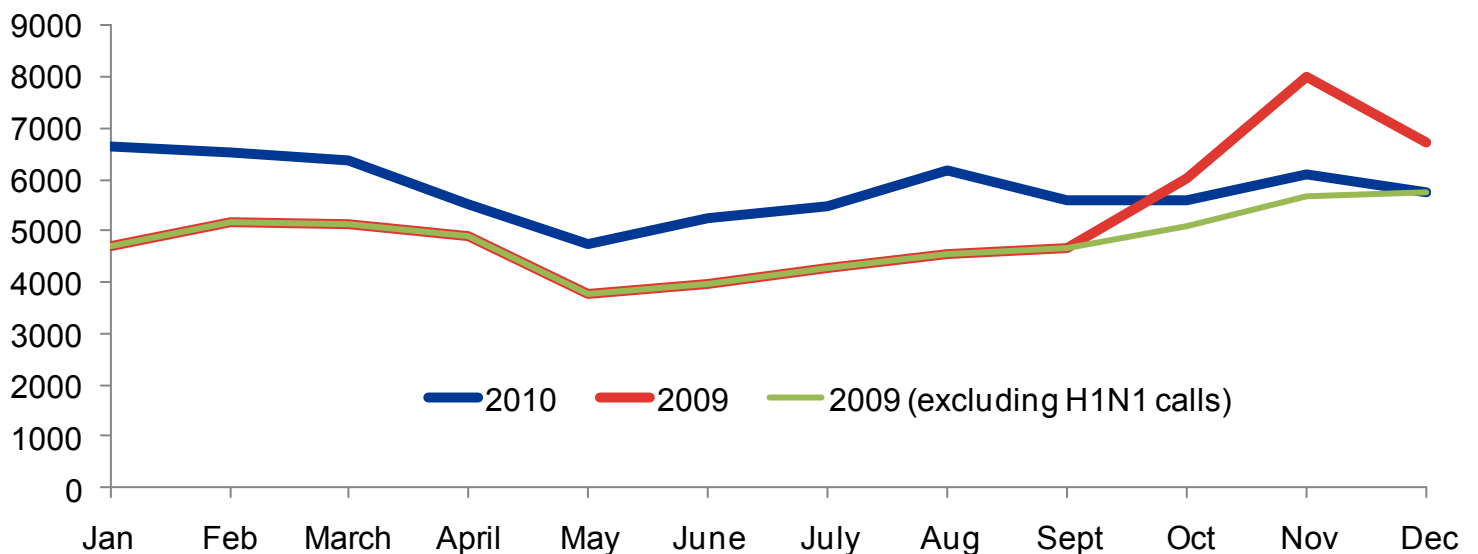
Ingham	532%
Jackson	67%
Eaton	360%
Lenawee	585%
Livingston	2,096%
Clinton	807%
Hillsdale	553%

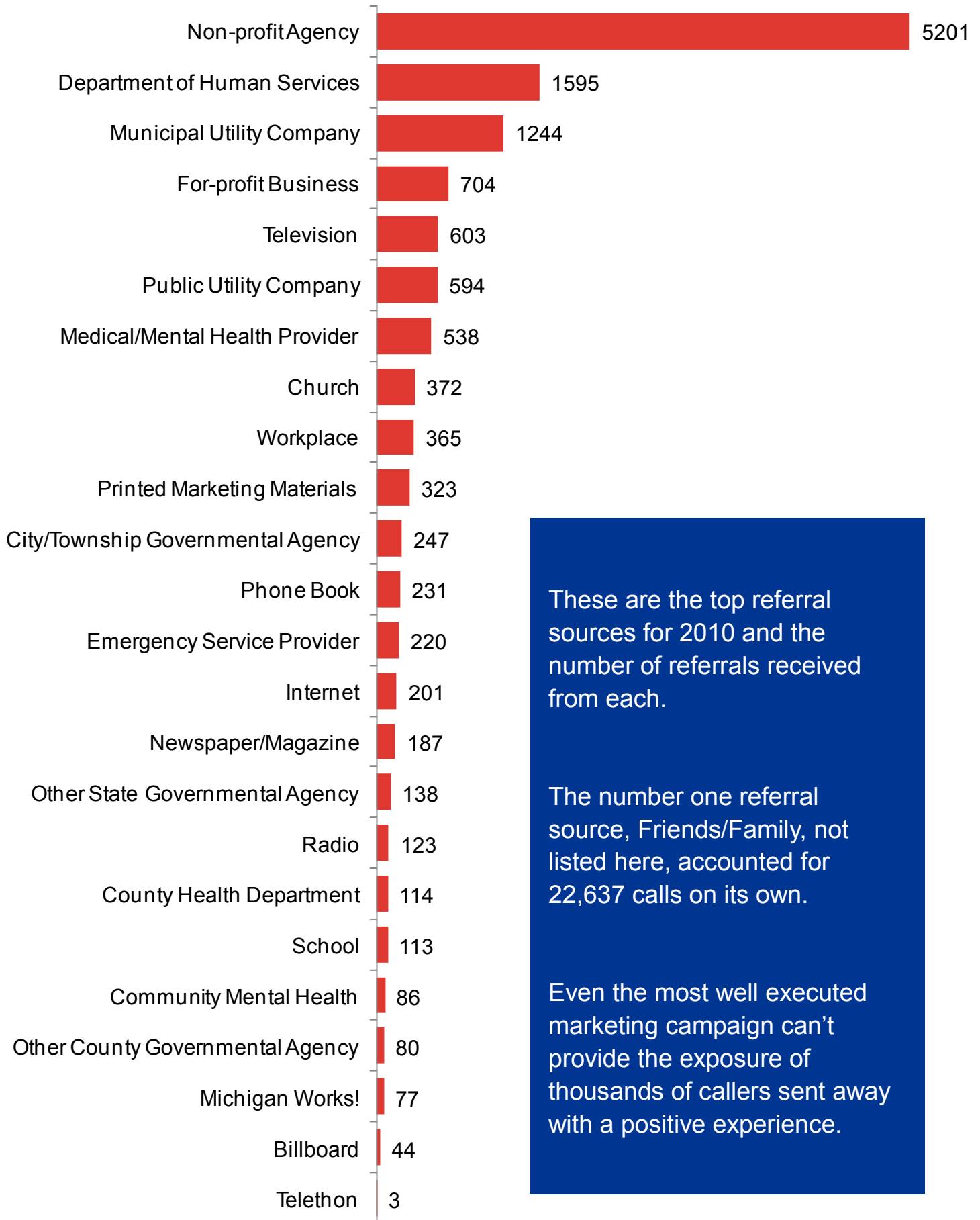
Shown at left is the percentage increase in call volume for each of Central Michigan 2-1-1's seven counties from 2007 to 2010. Increases shown for Lenawee and Livingston date from 2008, the year in which these counties were officially added to Central Michigan 2-1-1's service area.

Central Michigan 2-1-1 received 69,793 calls in 2010. The 3,794 calls not accounted for in the chart below are comprised of out-of-county calls. These occur when callers who do not live in Central Michigan 2-1-1's service area are mistakenly routed to the call center.



Notice that call volume for 2009 is greater than 2010 between October and December. This was due to Central Michigan 2-1-1's efforts in 2009 to disseminate information on that year's H1N1 Flu outbreak.

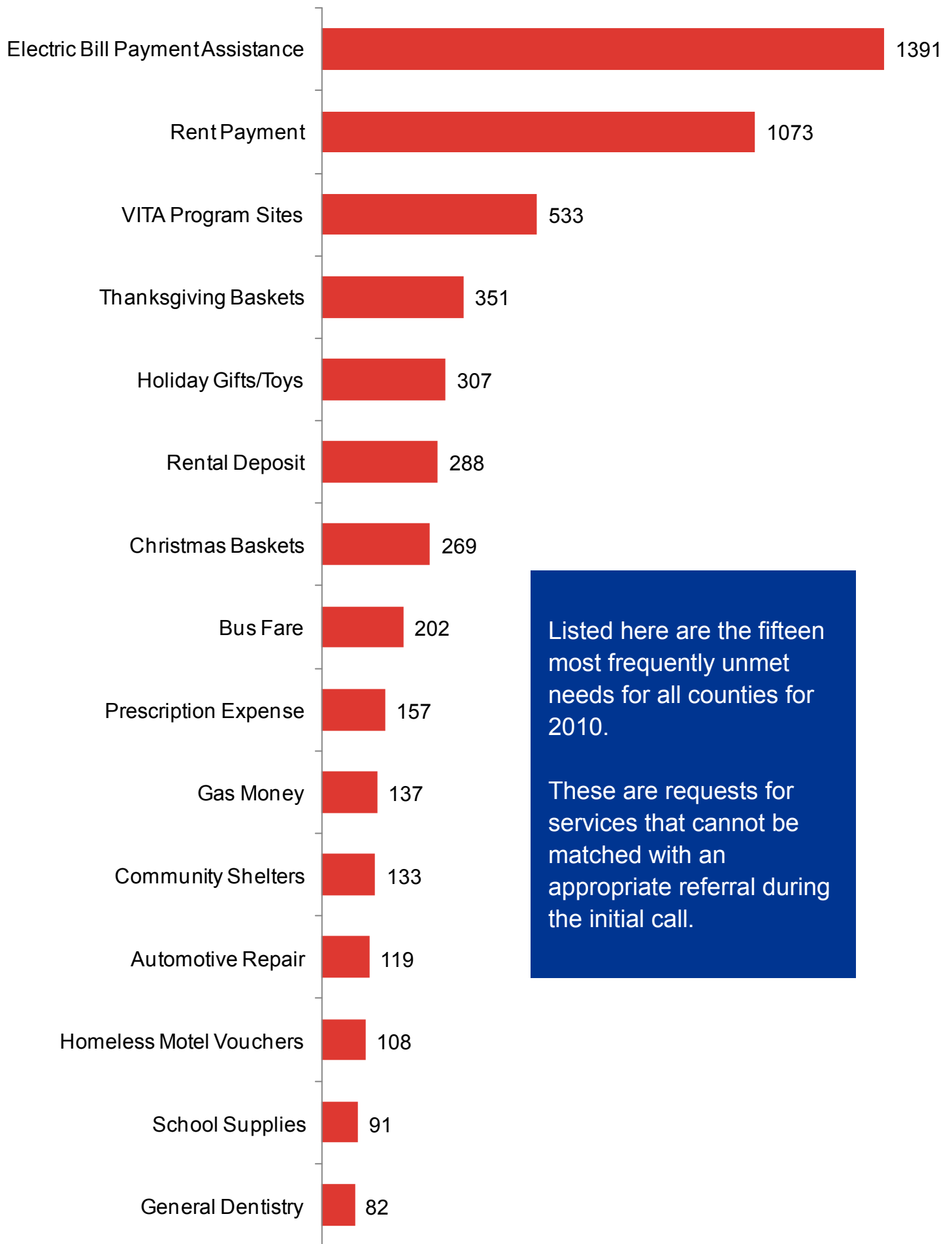




These are the top referral sources for 2010 and the number of referrals received from each.

The number one referral source, Friends/Family, not listed here, accounted for 22,637 calls on its own.

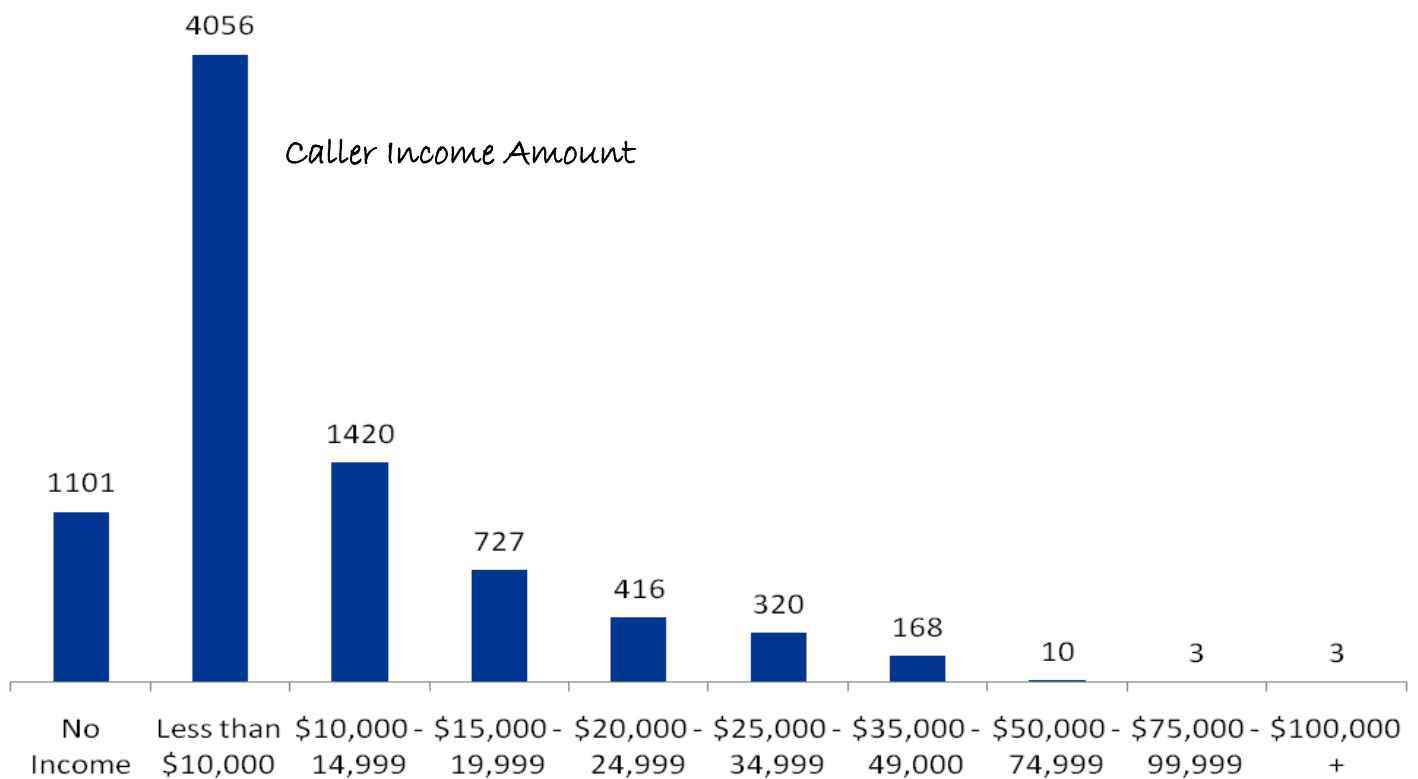
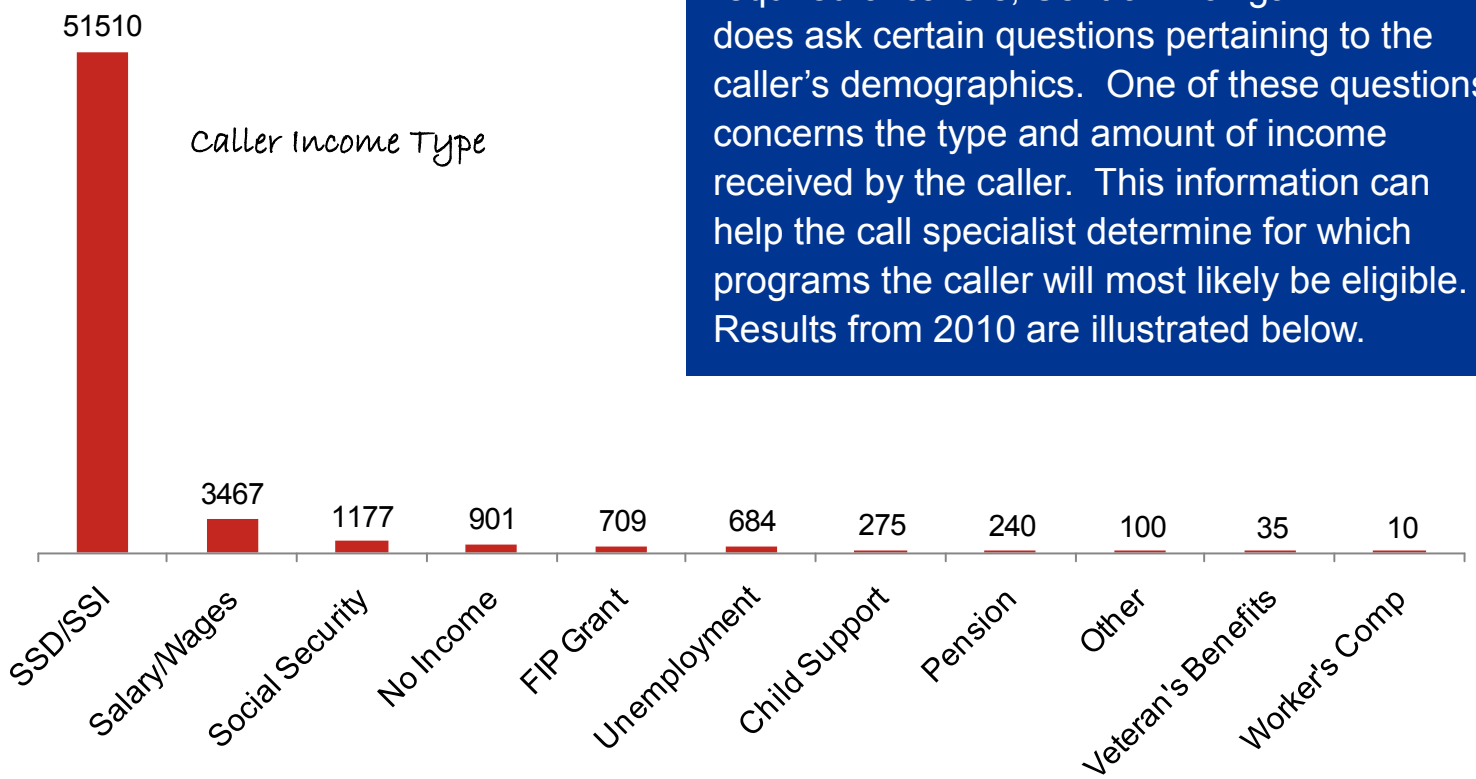
Even the most well executed marketing campaign can't provide the exposure of thousands of callers sent away with a positive experience.



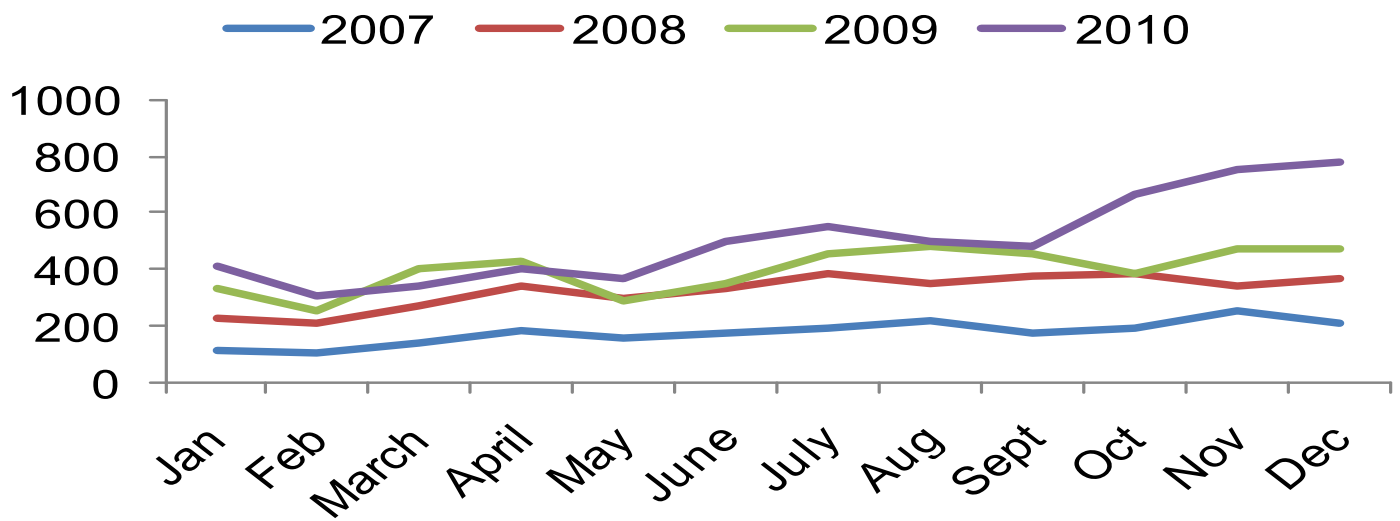
Listed here are the fifteen most frequently unmet needs for all counties for 2010.

These are requests for services that cannot be matched with an appropriate referral during the initial call.

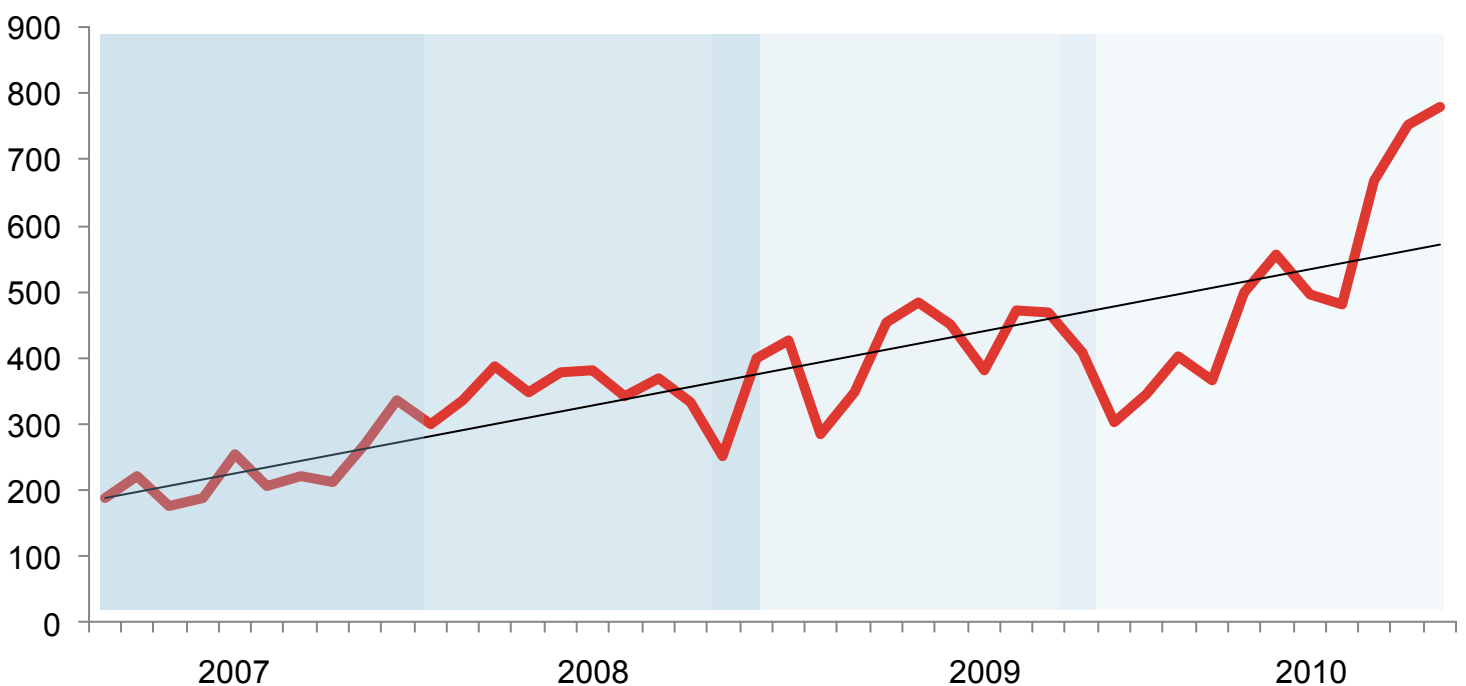
While providing personal information is not required of callers, Central Michigan 2-1-1 does ask certain questions pertaining to the caller's demographics. One of these questions concerns the type and amount of income received by the caller. This information can help the call specialist determine for which programs the caller will most likely be eligible. Results from 2010 are illustrated below.



Requests for food assistance have increased every year for the past four years in Central Michigan 2-1-1's service area. Below is a comparative graph for food related requests during the years of 2007, 2008, 2009 and 2010.



If all four years are laid out consecutively, a very clear and consistent increase in food related requests over time is visible.



Often, food assistance requests are the first indicator that a greater problem is developing. For first time 2-1-1 callers, food assistance ranks second only to electric bill payment assistance as the initial reason for calling.

Success Stories

Hillsdale: Louis had recently received notice from his utility company that he had been removed from the Winter Protection Plan (WPP) due to a late payment. The WPP lowers monthly payments for eligible clients and protects them from shut-off during the cold weather months. Clients who default on their WPP are often required to produce substantial payments immediately and Louis was in danger of shut-off even though he had proof that his payment had been made on time. Louis' call specialist helped him apply for advocacy through the Michigan Public Service Commission (MPSC). Later that week, Louis called to report that the MPSC had convinced the utility company to reinstate his WPP and remove him from shut-off status.

Jackson: Susan had received a stove from a local thrift store 30 days before she called 2-1-1. Unfortunately, the stove had stopped working and she was unable to locate resources for a replacement. Susan was upset because she had several family members coming for Christmas and could no longer cook a meal for them. Knowing that she had no recourse with official referrals, her call specialist helped Susan post a request for a stove on Freecycle, an email listserv that matches people in need with others who have donations to meet that need. One week later, Susan received a contact from another Freecycle member who had a working stove to donate and she was able to obtain the appliance in time for her big holiday dinner.

Lansing: On December 23, Samuel, a church pastor in Lansing, called to say that one of his members wanted to provide a home cooked Christmas meal for a local family in need. Knowing that time was short, Samuel made it clear that he did not expect 2-1-1 to produce results. Taking his doubt as a challenge and knowing that over 400 requests for Christmas assistance in Lansing had gone unfulfilled, his call specialist spent the next thirty minutes going through the unmet needs for Christmas Baskets in that area. When callers are unable to obtain a referral for their requested service, 2-1-1 records the need as unmet and, if the callers are willing, records their name and contact information in case new resources become available. Calling each person on the list and asking if they'd found the help they were seeking, the call specialist quickly located a family that was still in need and helped them coordinate the dinner with Samuel.

Success Stories (continued)

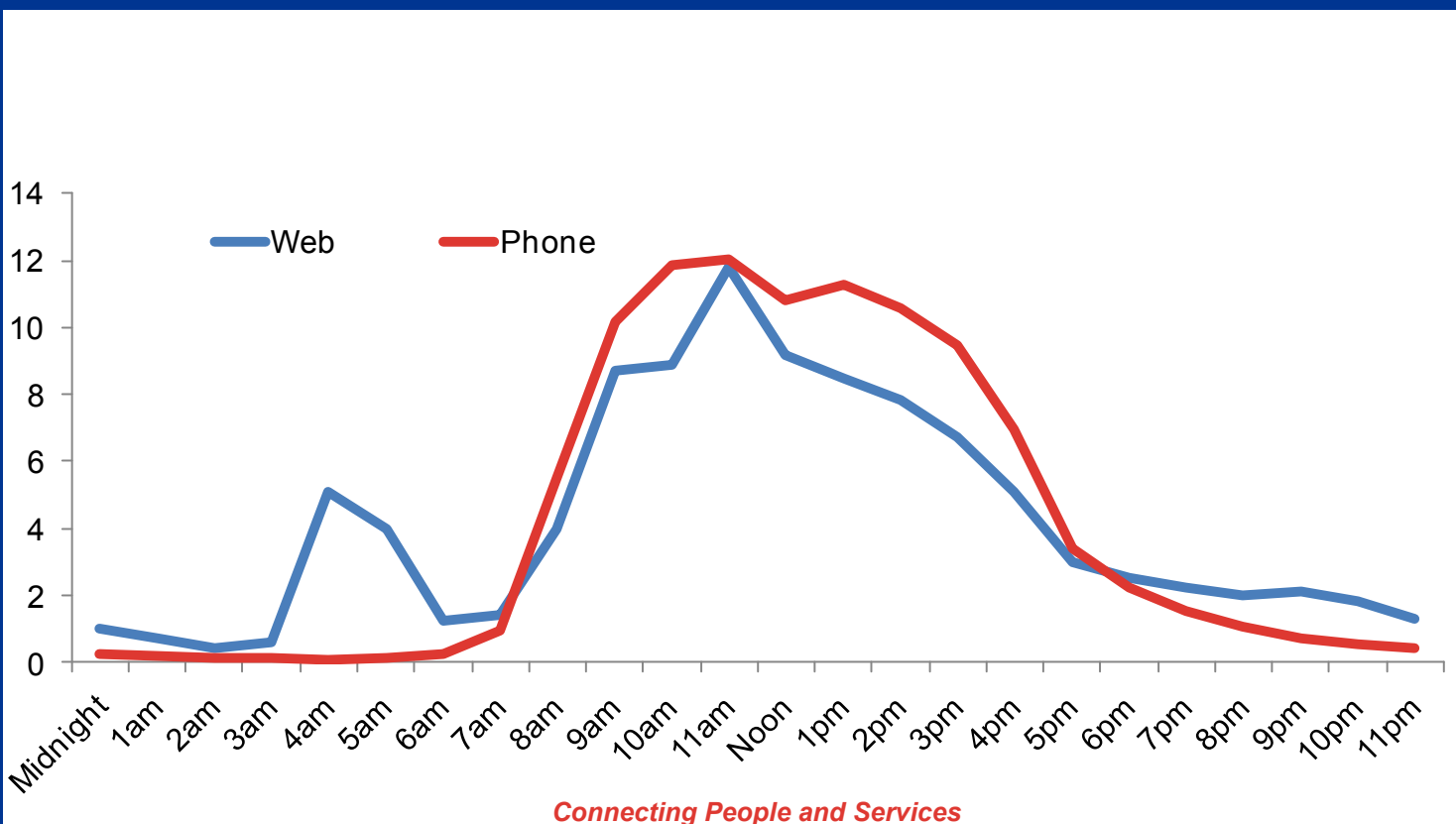
Adrian: Shirley had been receiving disability benefits for three months. After working for decades in a professional environment, her new fixed income was not sufficient to cover her monthly expenses. She called 2-1-1 looking for help with an eviction notice. Her call specialist analyzed her monthly budget and instead redirected her to seek assistance with relocation to a more affordable rental property. The specialist utilized MSHDA's housing locator website to find properties that fit Shirley's needs, which included wheelchair accessibility, and then assisted Shirley in applying for rental deposit payment through available resources. Shirley was able to move into a new apartment before her eviction grace period expired, thereby saving her from having to utilize shelter services.

Charlotte: Cindy had just moved into a new apartment with her children after fleeing an abusive husband. While the apartment itself was a victory, she and her two kids were sleeping on the floor with borrowed blankets, having spent all of their money on the first month's rent and deposit. When she called a local agency that helps with furniture and appliances, she was told she needed a "card." Not knowing what this meant, a friend told her to call 2-1-1. Her call specialist contacted the agency and asked exactly what Cindy needed to use their services. They said they needed a referral from one of a few other agencies in the county. Her call specialist spent some time with the agency representative and was able to convince her to allow 2-1-1 to send a referral. This was meant as a time saver for Cindy. Two hours after the referral was faxed, Cindy had an appointment.

Most people seeking information and referral services from Central Michigan 2-1-1 choose to receive those services by phone. However, Central Michigan 2-1-1 also offers its full database online for those who would rather not call. During 2010, 70,645 inquiries were made via the online database. This was a 469% increase over 2009 numbers. Listed below are the twelve most requested services on the 2-1-1 website along with the number of times each was requested.

Food Pantries	1,768	Emergency Food Clearinghouses	210
Food Banks/Food Distribution Sites	617	Automotive Repair	207
Rent Payment Assistance	306	Subsidized Rental Housing	206
Mortgage Foreclosure Prevention	259	Clothing Vouchers	193
Electric Bill Payment	214	Automobiles	180
Discounted Utility Services	212	Home Rental Listings	171

This chart shows the percentage of annual calls received during each hour of the day. For instance, approximately 12% of all 2010 phone requests were received between 9 a.m. and 9:59 a.m.. Notice the substantial spike in web requests between the hours of 3 and 6 a.m. compared to phone requests for the same time.

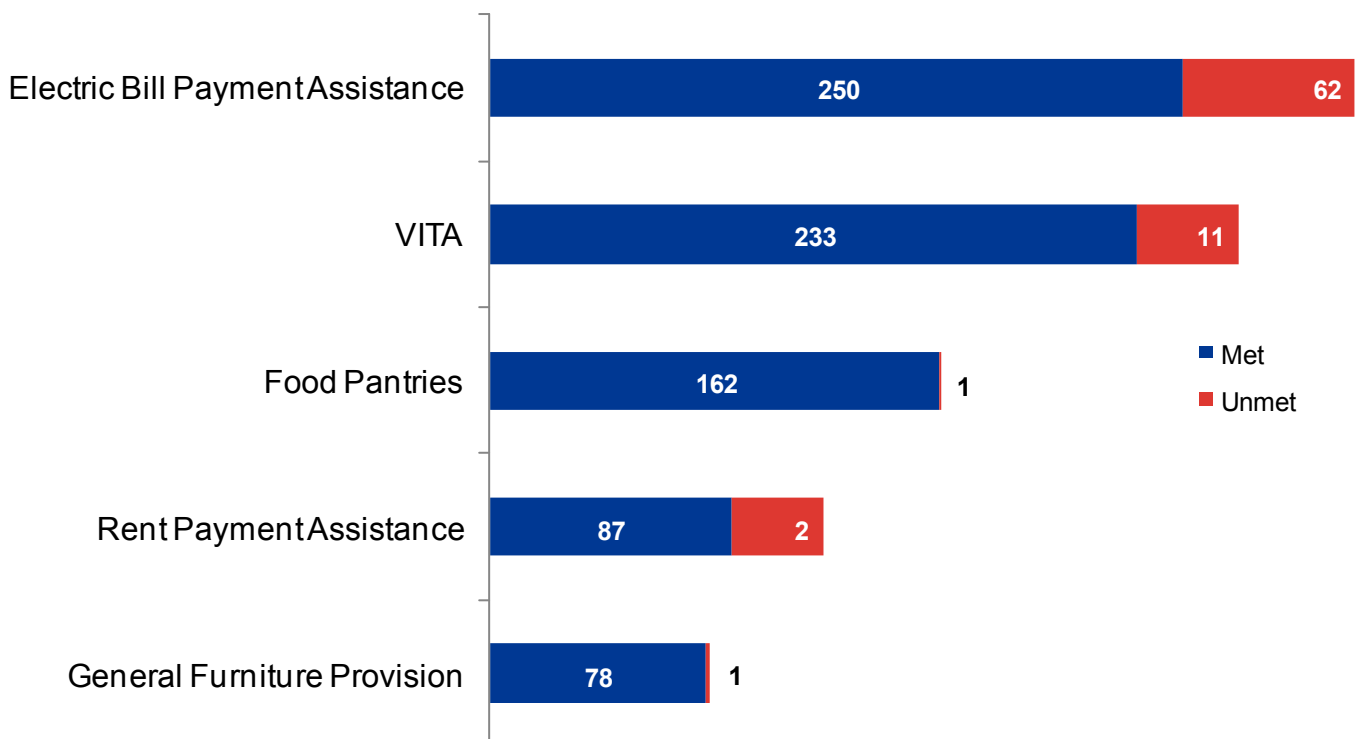


Clinton

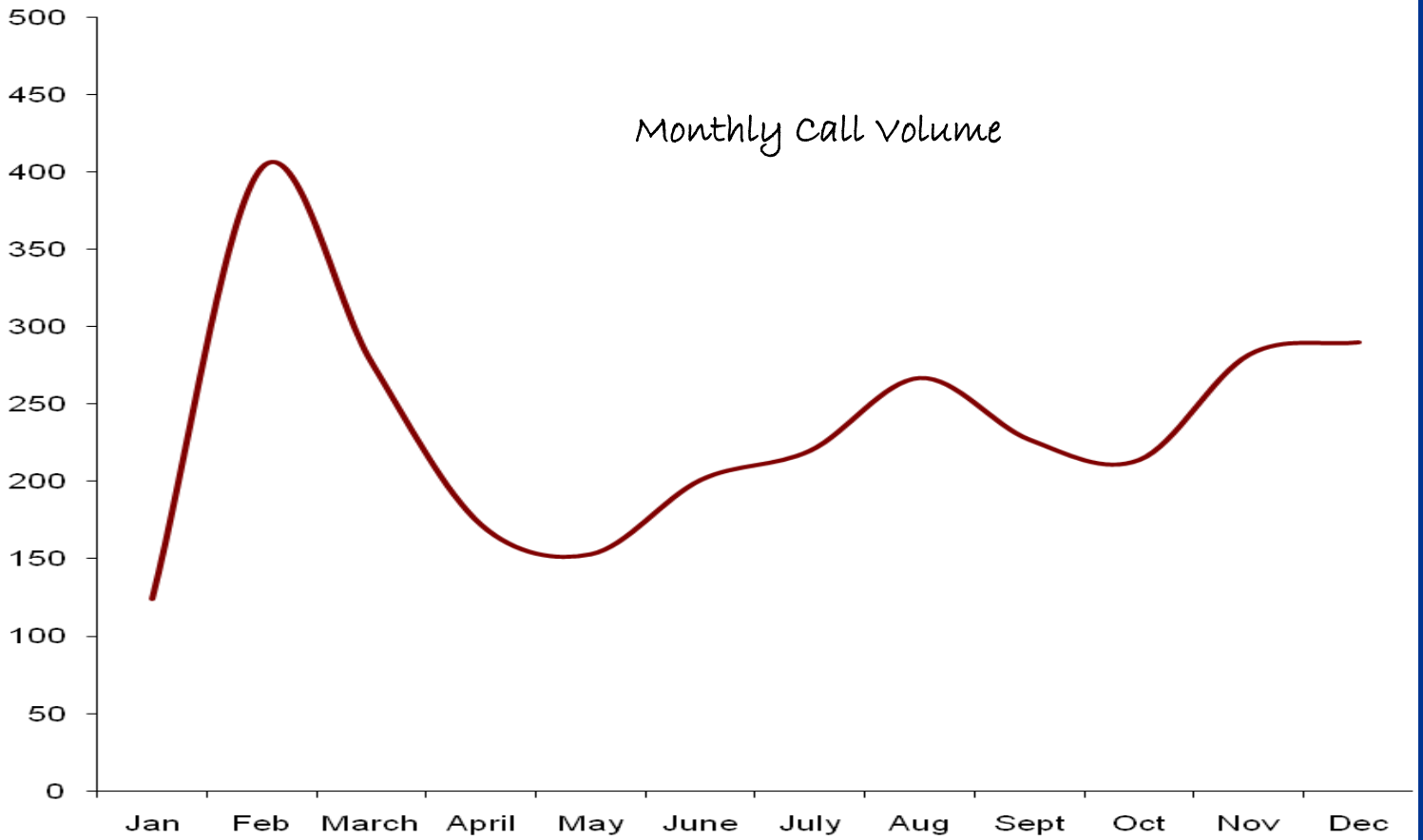
During 2010, Central Michigan 2-1-1 received 2,831 of its calls from Clinton County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Clinton County are listed along with the frequency by which they were both met and unmet.

Top Ten Referred Agencies

Society of St. Vincent DePaul	403 (14.2%)
Capital Area Community Services	230 (8.1%)
Department of Human Services	216 (7.6%)
St. Johns Seventh Day Adventist Community Service Center	147 (5.2%)
Cristo Rey Community Center	170 (15%)
Capital Area Salvation Army	123 (4.4%)
Northwest Initiative	106 (3.7%)
Mid-Michigan District Health Department	91 (3.2%)
City Rescue Mission of Lansing	85 (3%)
Legal Services of South Central Michigan	71 (2.5%)



Clinton County



Top Ten Web Searches (675 total)

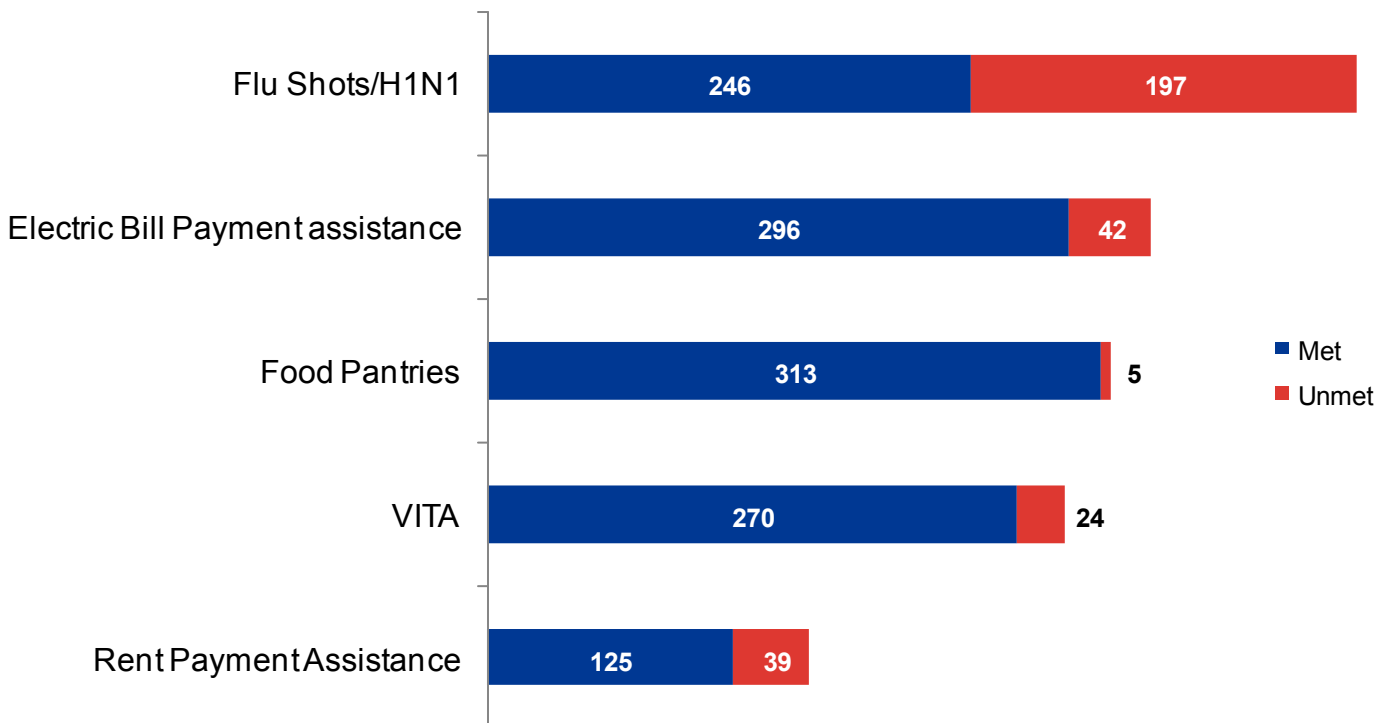
Food Pantries	121
Food Banks	33
Rent Payment	16
Electric Bill Payment	10
Home Rental Listings	8
Subsidized Rental Housing	8
Baby Furniture	7
Emergency Food Clearinghouses	7
Community Meals	6
Mortgage Foreclosure Prevention	6



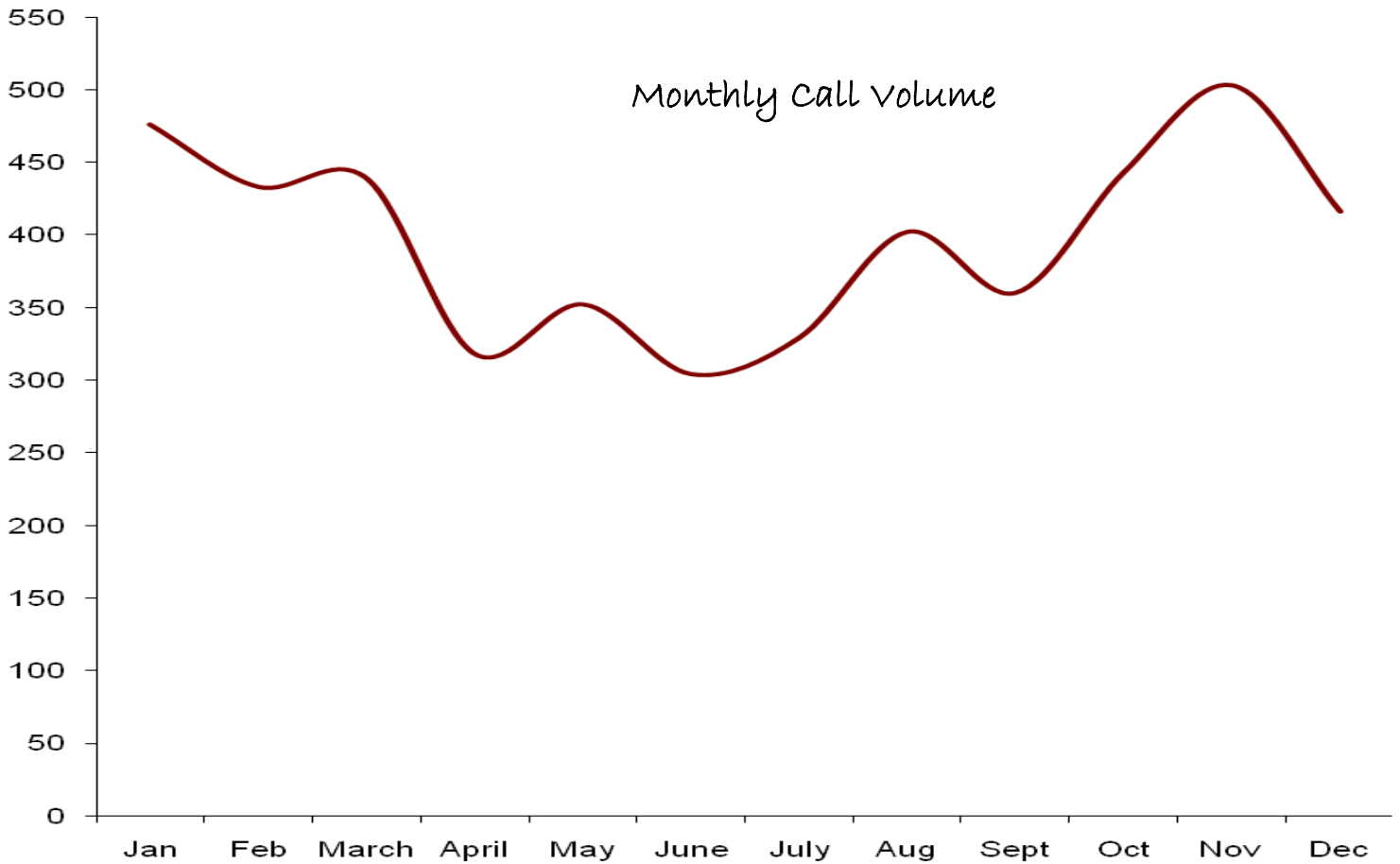
During 2010, Central Michigan 2-1-1 received 4,776 of its calls from Eaton County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Eaton County are listed along with the frequency by which they were both met and unmet.

Top Ten Referred Agencies

Department of Human Services	727 (15.2%)
Society of St. Vincent DePaul	404 (8.5%)
Capital Area Community Services	331 (6.9%)
Housing Services for Eaton County	251 (5.2%)
Capital Area Salvation Army	195 (4.6%)
Housing Services for Eaton County	172 (4%)
The Salvation Army	218 (4.6%)
Love, INC.	204 (4.3%)
Capital Area Michigan Works!	171 (3.6%)
Helping Hands	138 (2.9%)



Eaton County



Top Ten Web Searches (4,314 total)

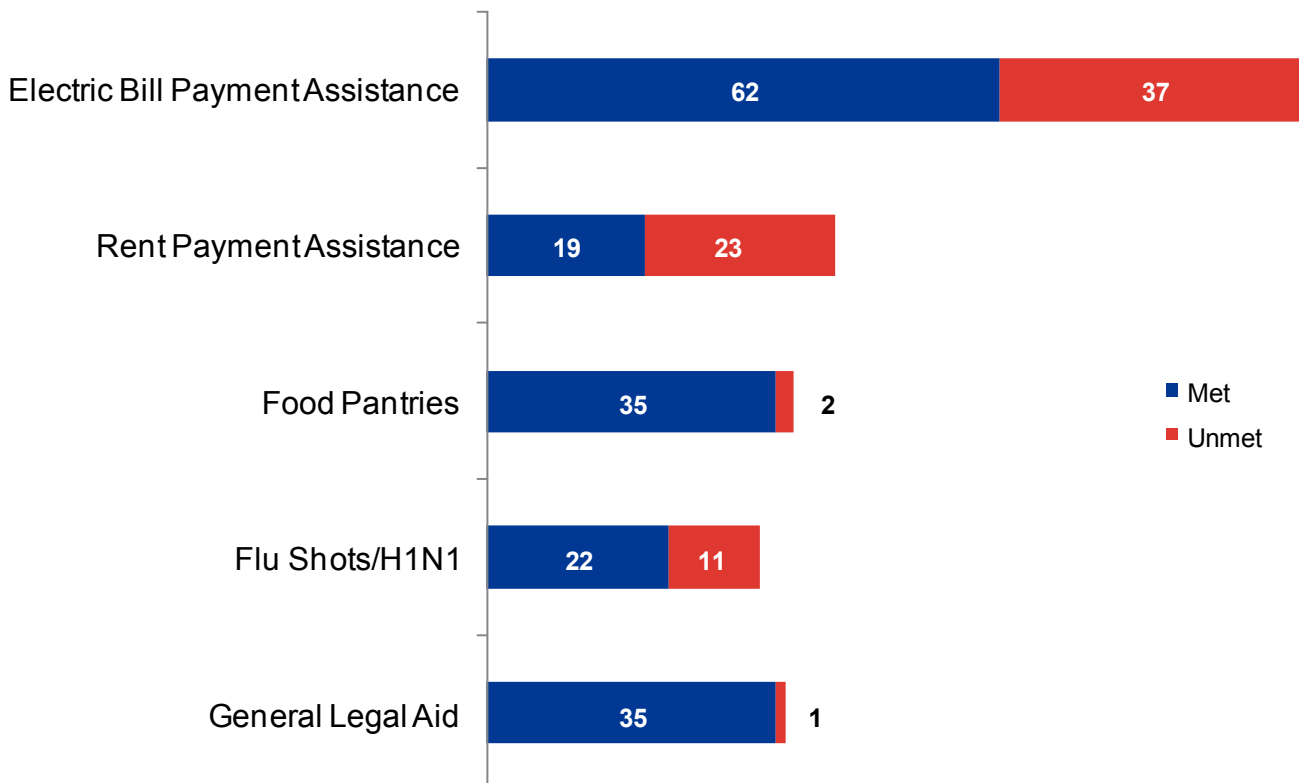
Food Pantries	336
Food Banks	34
Mortgage Foreclosure Prevention	20
Rent Payment	18
Electric Bill Payment	17
Automobiles	13
General Medical Care	13
Automotive Repair	12
Baby Clothing	12
Children's Clothing	12

Top Ten Referred Agencies

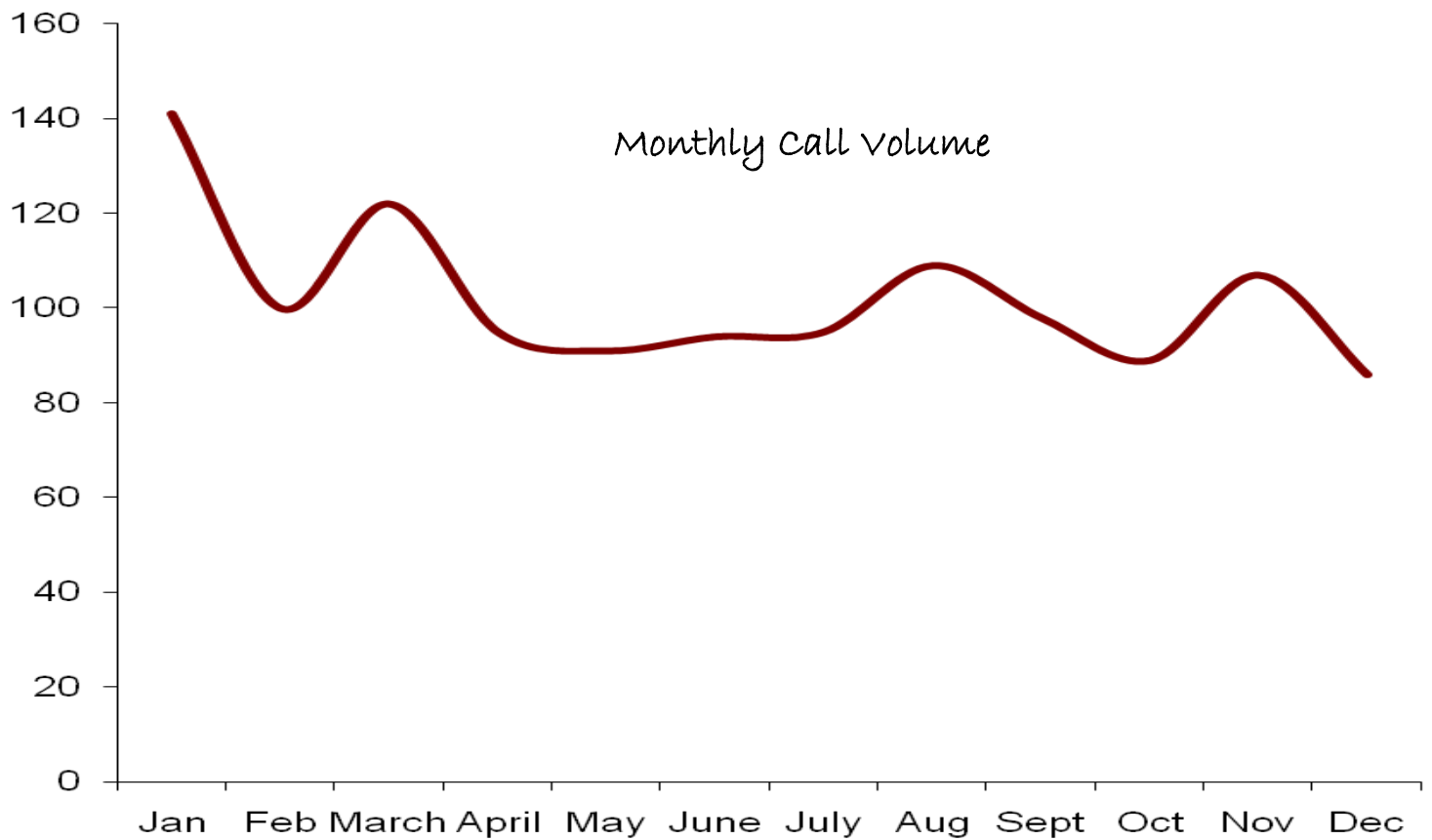
Michigan Department of Human Services	203 (16.5%)
The Salvation Army	116 (9.5%)
Community Action Agency	113 (9.2%)
Community Mental Health	51 (5.2%)
Key Opportunities	50 (4.1%)
Legal Services of South Central Michigan	46 (3.7%)
Google Directory Assistance	37 (3%)
Trinity Lutheran Church	32 (2.6%)
LifeWays	30 (2.4%)
St. Peter's Episcopal Church	28 (2.3%)

Hillsdale

During 2010, Central Michigan 2-1-1 received 1,228 of its calls from Hillsdale County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Hillsdale County are listed along with the frequency by which they were both met and unmet.



Hillsdale County



Top Ten Web Searches (10,916 total)

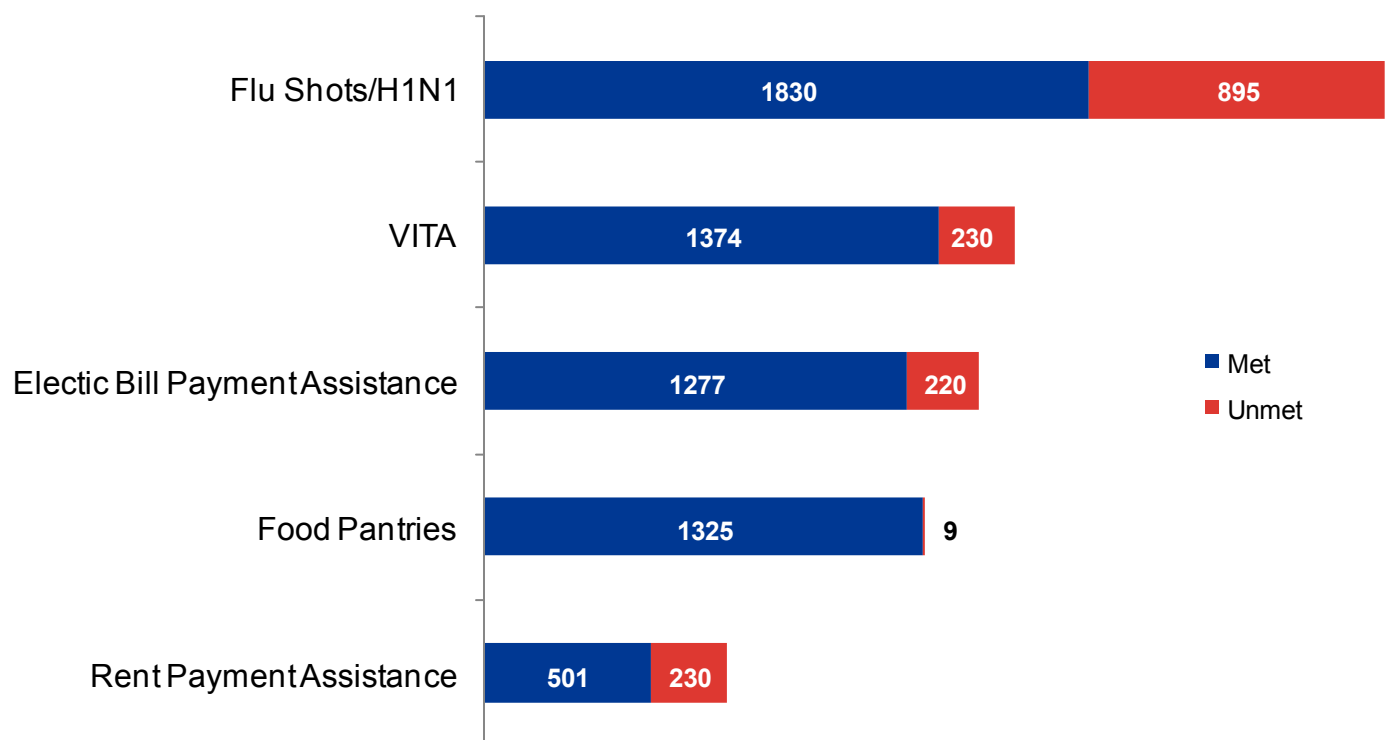
General Dentistry	62
Food Pantries	27
Accessibility Information	16
Automobiles	16
Cleaning Products	16
Health Related Support Groups—Alzheimer's	16
Health Related Support Groups—Cancer	16
Adult In-Home Respite Care	15
Alcohol Dependency Support Groups	15
Animal Services Volunteer Opportunities	15

Ingham

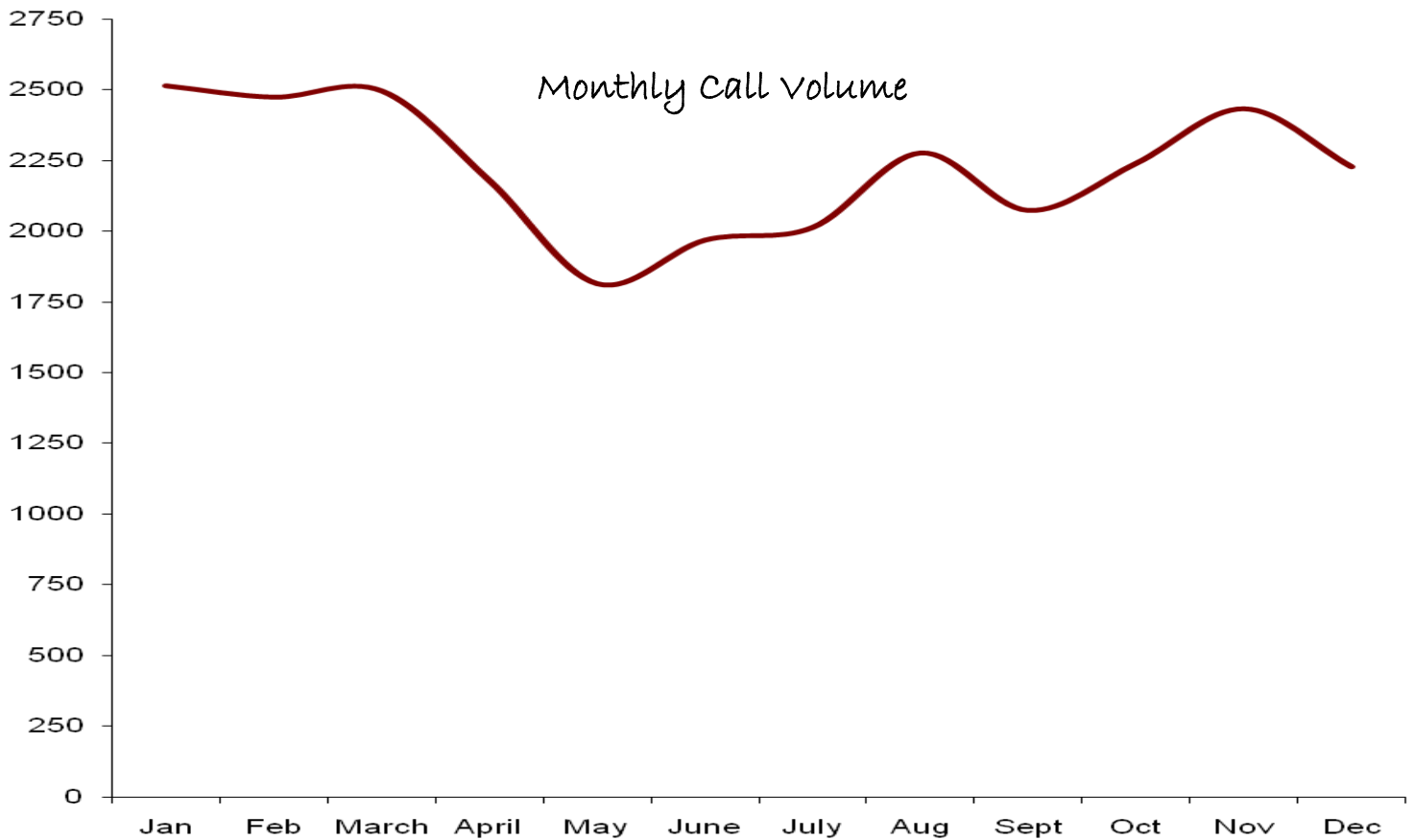
During 2010, Central Michigan 2-1-1 received 26,700 of its calls from Ingham County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Ingham County are listed along with the frequency by which they were both met and unmet.

Top Ten Referred Agencies

Department of Human Services	3,467 (12.9%)
Society of Saint Vincent DePaul	3,135 (11.7%)
Capital Area Community Services	2,236 (8.4%)
Capital Area Salvation Army	1,560 (5.8%)
Love, INC.	1,511 (5.7%)
Volunteers of America	1,085 (4%)
Ingham County Health Department	1,078 (4%)
Ingham County Food Bank	1,045 (3.9%)
City Rescue Mission of Lansing	1,020 (3.8%)
Google Directory Assistance	866 (3.2%)



Ingham County



Top Ten Web Searches (3,192 total)

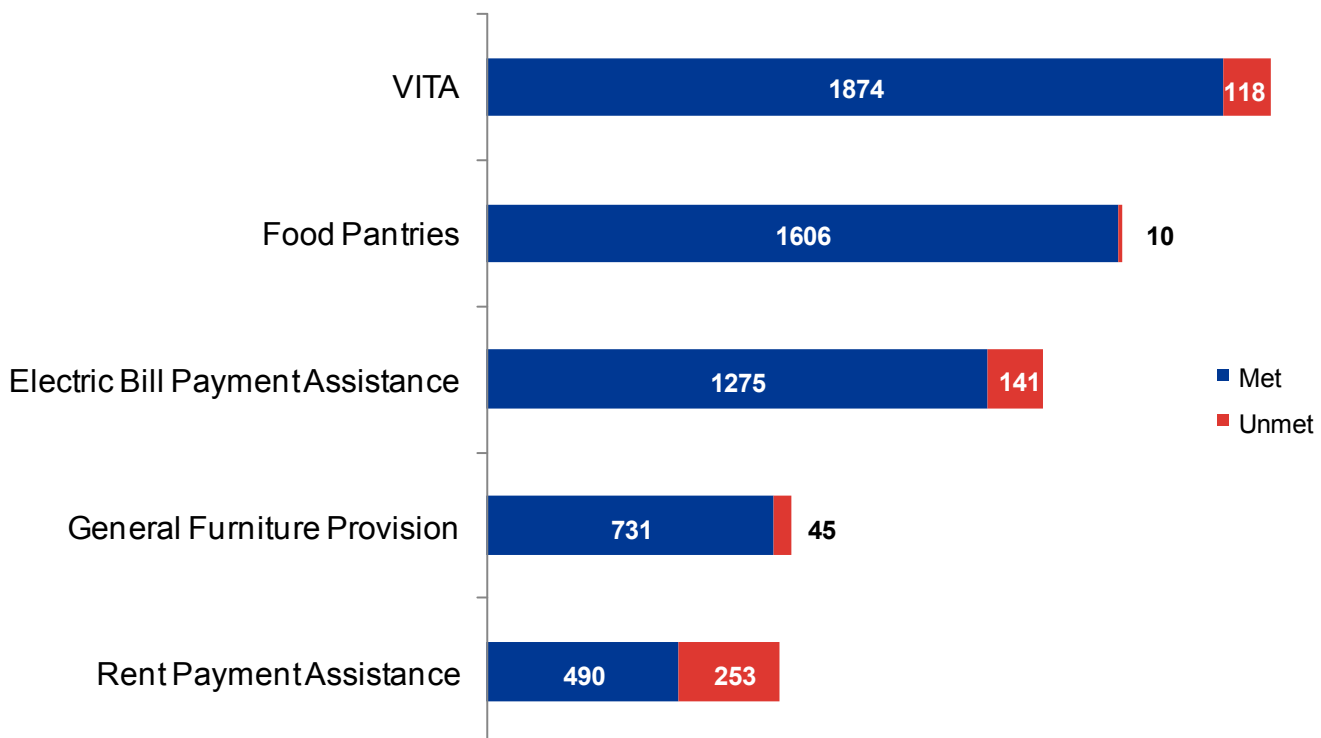
Food Pantries	341
Food Banks	86
Electric Bill Payment	35
Rent Payment	33
Subsidized Rental Housing	32
Discounted Utility Services	30
Mortgage Foreclosure Prevention	30
Emergency Food Clearinghouses	30
Clothing Vouchers	23
Automobiles	22

Top Ten Referred Agencies

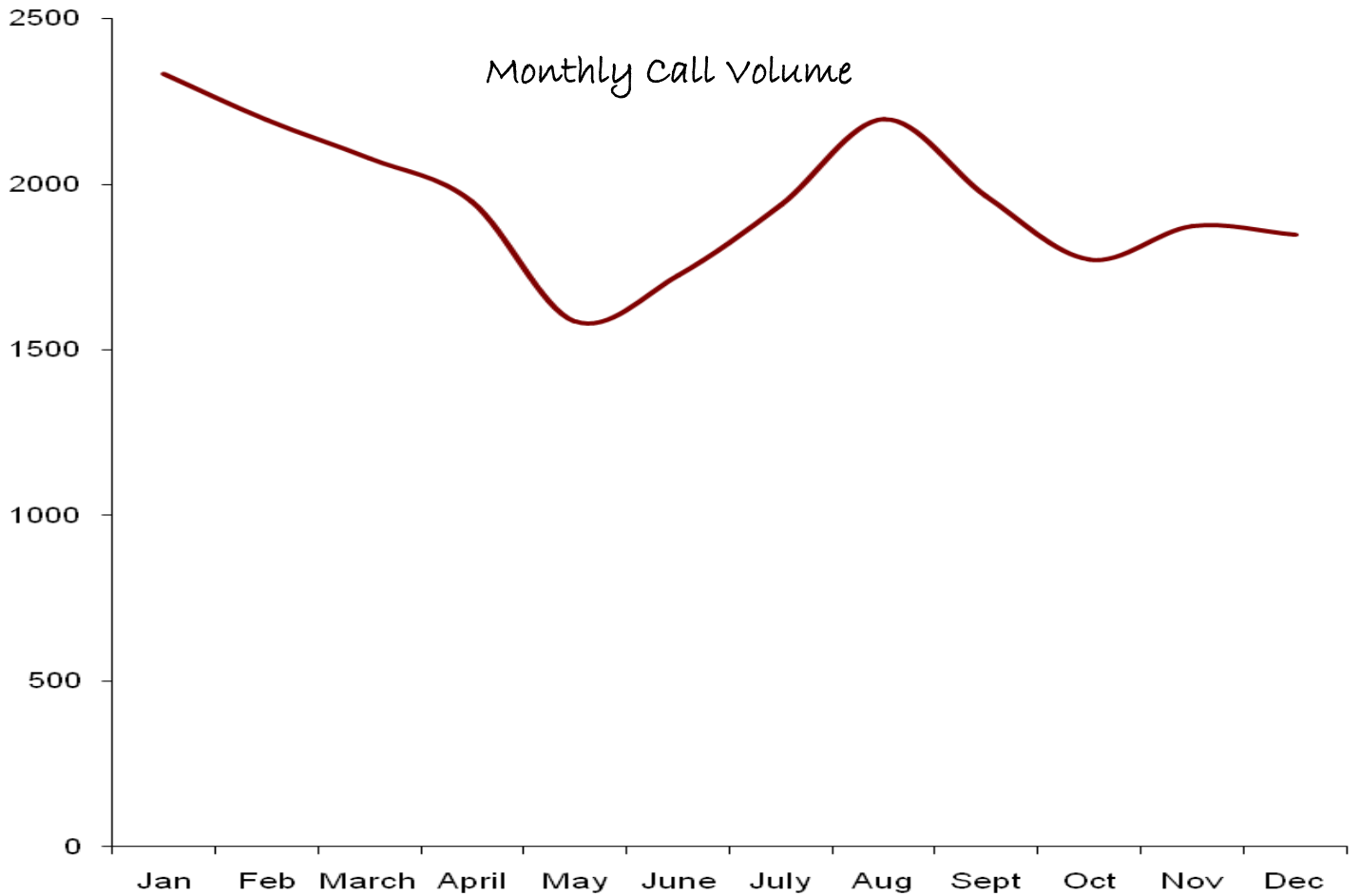
St. Vincent DePaul Thrift Stores	3,114 (13.3%)
The Salvation Army	2,815 (12%)
Community Action Agency	2,587 (11%)
Department of Human Services	2,351 (10%)
Love, INC.	2,236 (9.5%)
Google Directory Assistance	664 (2.8%)
Project Access	529 (2.2%)
Legal Service of South Central Michigan	522 (2.2%)
Catholic Charities	507 (2.1%)
LifeWays	502 (2.1%)

Jackson

During 2010, Central Michigan 2-1-1 received 23,455 of its calls from Jackson County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Jackson County are listed along with the frequency by which they were both met and unmet.



Jackson County



Top Ten Web Searches (14,870 total)

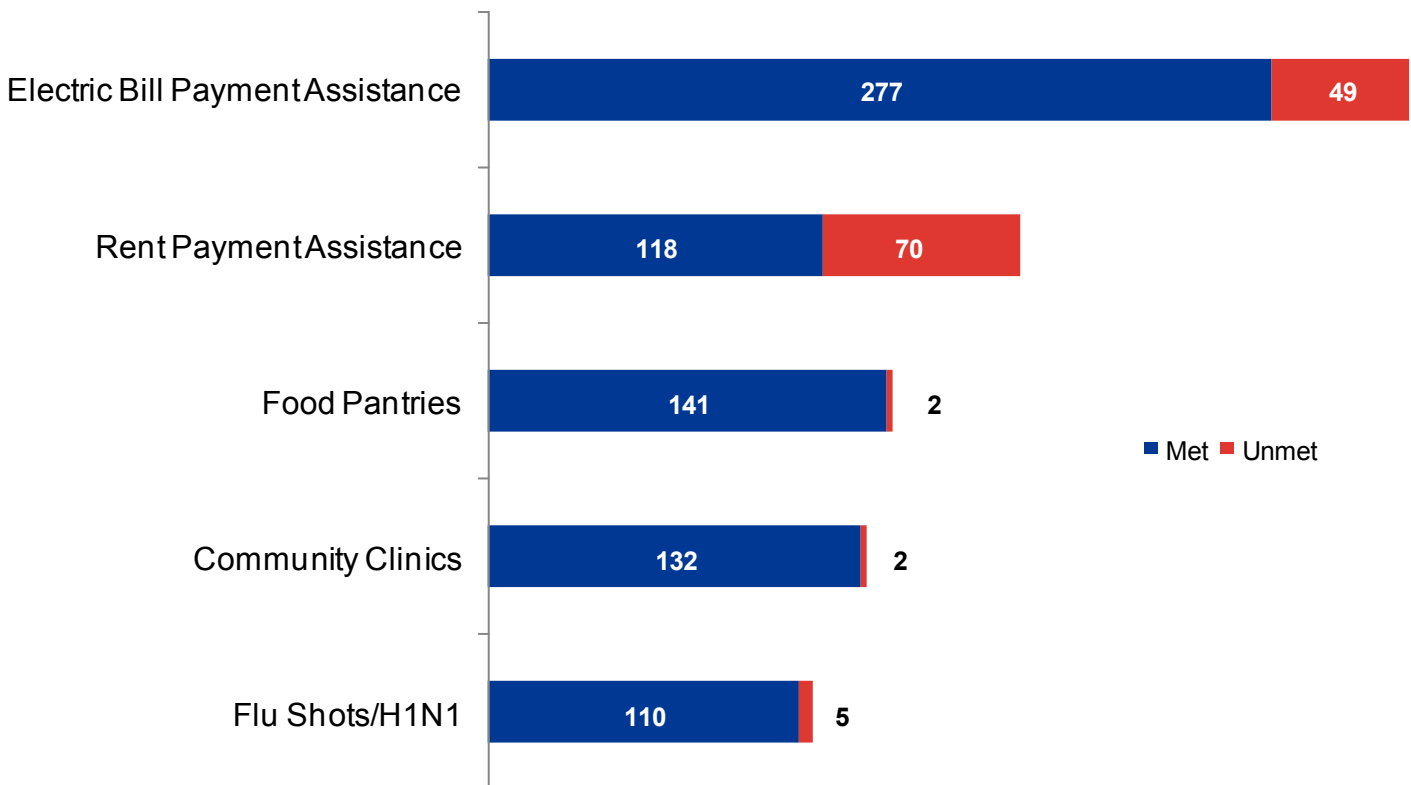
Food Pantries	312
Food Banks	140
Rent Payment	54
Emergency Food Clearinghouses	43
Subsidized Rental Housing	37
Clothing Vouchers	36
Beds	34
Household Goods Vouchers	34
Government Surplus Food Distribution Sites	33
Mortgage Foreclosure Prevention	33

Lenawee

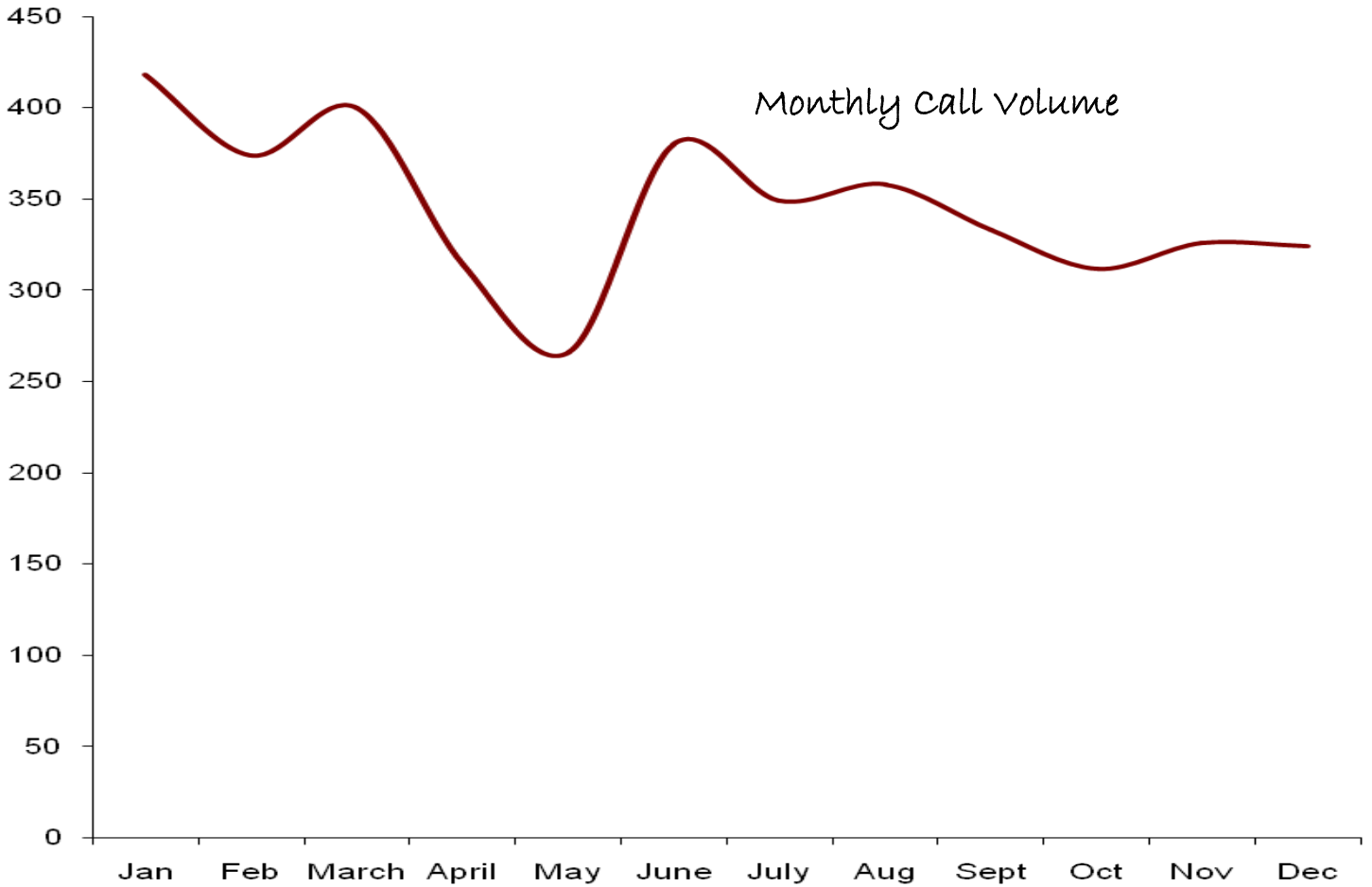
During 2010, Central Michigan 2-1-1 took 4,154 of its calls from Lenawee County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Lenawee County are listed along with the frequency by which they were both met and unmet.

Top Ten Referred Agencies

Department of Human Services	564 (13.6%)
The Salvation Army	346 (8.3%)
Saint Mary of Good Counsel	259 (6.2%)
Community Action Agency	251 (6%)
Family Medical Center of MI	231 (5.6%)
Lenawee Emergency and Affordable Housing Corporation	214 (5.2%)
Google Directory Assistance	151 (3.6%)
Lenawee County Health Department	121 (2.9%)
Lenawee County Mission	111 (2.7%)
Social Security Administration	111 (2.7%)



Lenawee County



Top Ten Web Searches (895 total)

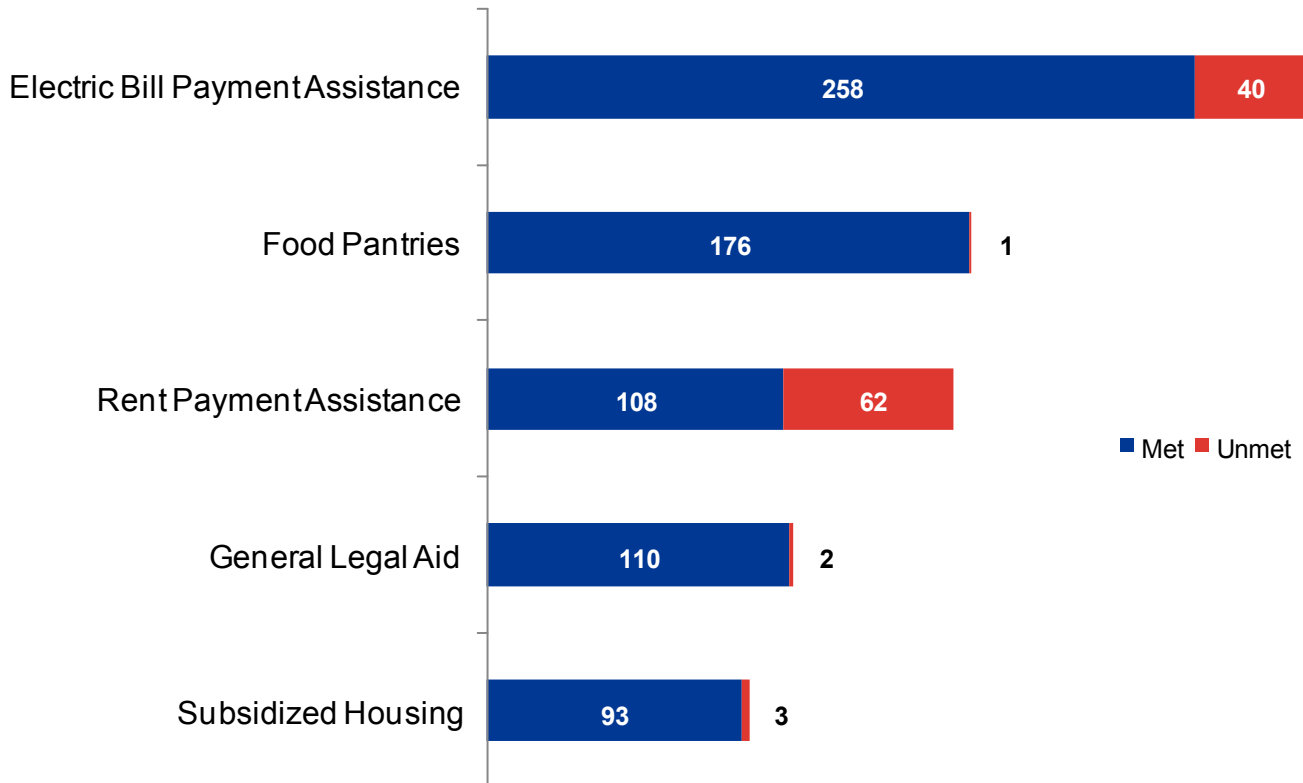
Food Pantries	38
Food Banks	20
Home Rental Listings	10
Low Cost For Sale Homes	10
Electric Bill Payment	9
Subsidized Rental Housing	9
Clothing Vouchers	8
Domestic Violence Support Groups	7
General Medical Care	7
Rent Payment	7

Top Ten Referred Agencies

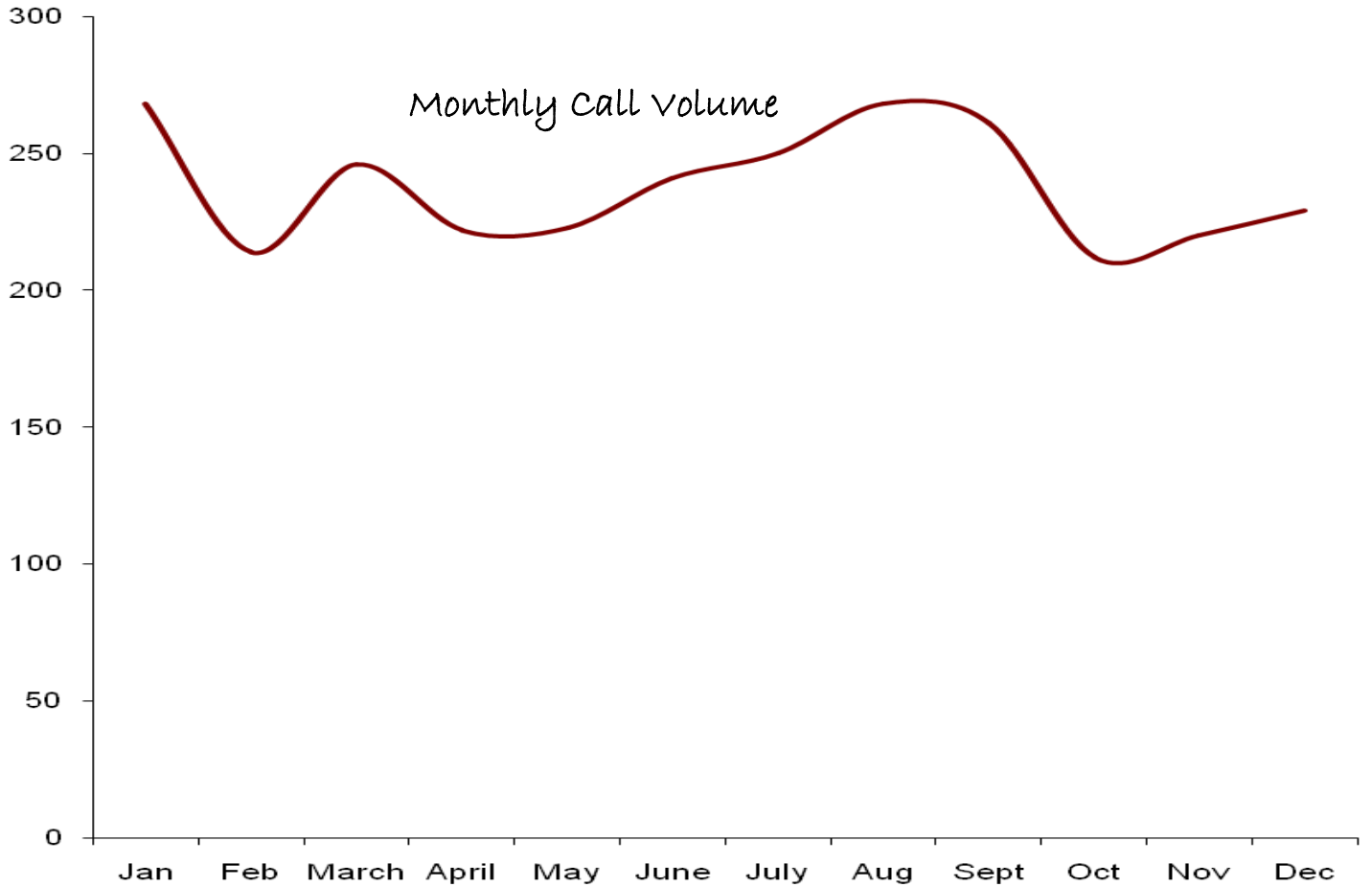
Department of Human Services	582 (20.4%)
Love, INC.	516 (18%)
Oakland Livingston Human Service Agency	401 (14%)
The Salvation Army	325 (11.4%)
Gleaners Community Food Bank	152 (5.3%)
Department of Public Health	99 (3.5%)
Legal Service of South Central Michigan	84 (2.9%)
Michigan State Housing Development Authority	80 (2.8%)
Livingston County Catholic Charities	76 (2.7%)
Habitat for Humanity	73 (2.6%)

Livingston

During 2010, Central Michigan 2-1-1 took 2,855 of its calls from Livingston County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Livingston County are listed along with the frequency by which they were both met and unmet.



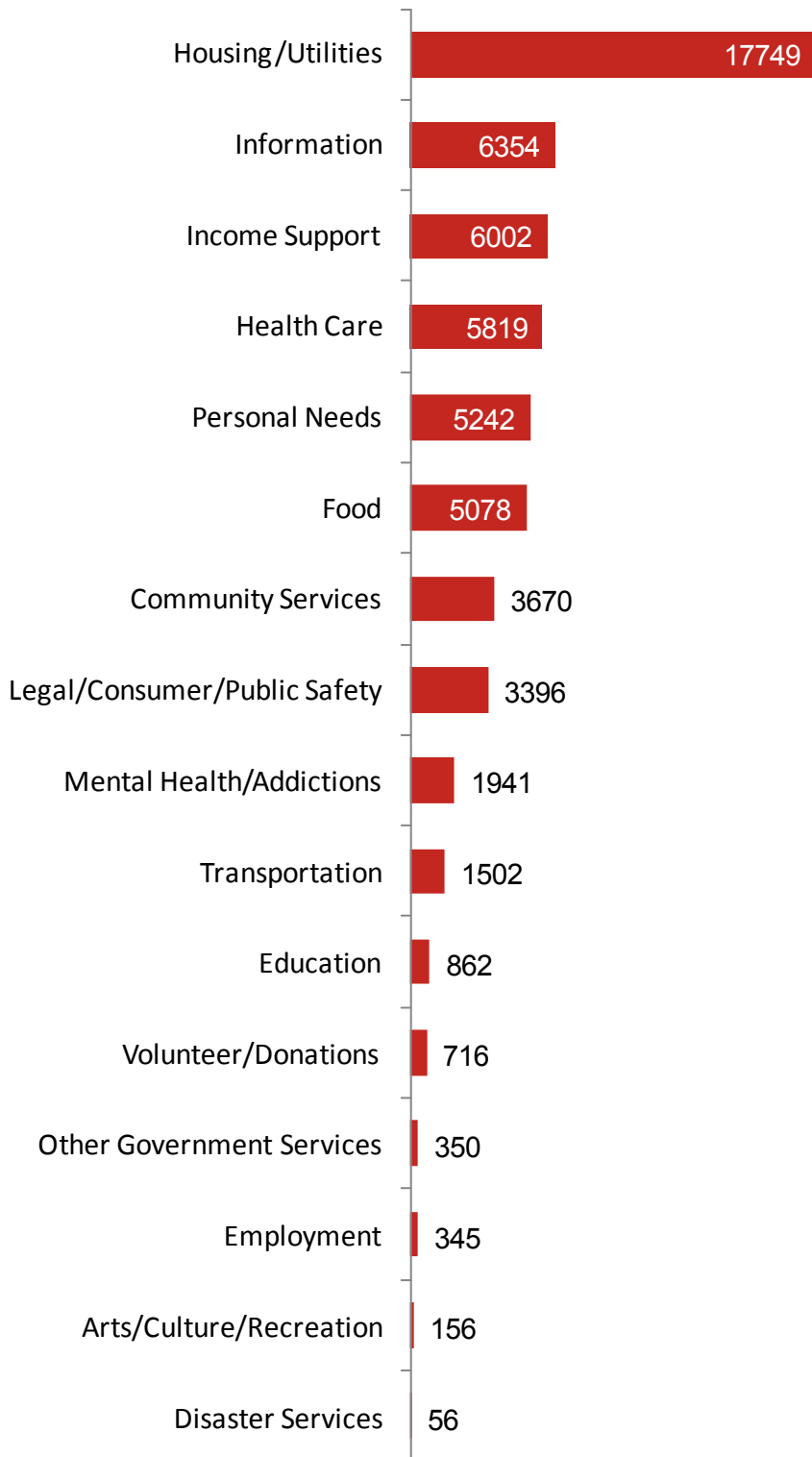
Livingston County



Top Ten Web Searches (1,397 total)

Food Banks	22
Rent Payment	21
Mortgage Foreclosure Prevention	14
Food Pantries	13
Discounted Utility Services	12
Community Meals	11
Home Rental Listings	10
Baby Clothing	8
Children's Clothing	8
General Medical Care	8

Central Michigan 2-1-1 follows up with callers to gauge the effectiveness of its referrals and gather other pertinent demographic information from its callers. Clients are not required to participate and may answer only those questions with which they're comfortable. In 2010, 1,354 callers chose to participate in the survey. Illustrated below is information not only about the efficacy of referrals and the general satisfaction of callers with the 2-1-1 service but also details about the callers themselves including type of service requested .



Did you receive the referrals you requested today?

YES - 80.41%

How satisfied were you with your call specialist's ability to understand the reason for your call?

VERY SATISFIED - 81.75%

SATISFIED - 10.78%

NEITHER - 4.57%

DISSATISFIED - 1.62%

VERY DISSATISFIED - 1.25%

Was your call specialist helpful and knowledgeable?

YES - 92.17%

Did your call specialist treat you in a courteous and respectful manner?

YES - 95.27%

How satisfied were you with the process of reaching a call specialist today?

VERY SATISFIED - 75.62%

SATISFIED - 15.5%

NEITHER - 5.61%

DISSATISFIED - 1.77%

VERY DISSATISFIED - 1.47%

Would you call 2-1-1 again in the future?

YES - 94.68%

Reaching out like never before!

Callers to Central Michigan 2-1-1 have access to over 1,200 agencies providing nearly 9,200 distinct services in 2,400 locations. We know how to get the word out over the phone. However, we're always looking for new ways to reach out to the public.

Recently, Central Michigan 2-1-1 created both a Facebook and Twitter account so that interested residents can keep track of the latest updates in health and human services in Mid-Michigan.

Central Michigan 2-1-1 also spreads important news and information through its Email Blast. Agencies in Jackson, Hillsdale and Lenawee counties can submit information to the Email Blast, free of charge, and that information is forwarded on to a listserv of more than 698 non-profit and governmental agency contacts in those areas. It's a great way to notify the community of upcoming events and ongoing programming.

Check us out at any of the places listed below!

twitter



Follow us on Twitter!

<http://twitter.com/CentralMich211>

facebook

**Find *Central Michigan 2-1-1* on
Facebook!**

*Email
Blast*

**Send an email describing your event
or program to 211@lifewayscmh.org**

contact us

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Connecting People and Services