

United Way of Lake County

ANNUAL REPORT

Year Two: 7/1/2020–6/30/2021

FY 2020-2021



Call 211



Text your
zip code to
898211



211LakeCounty.org

A MESSAGE FROM OUR PRESIDENT

We are so proud to celebrate the second anniversary of 211 for Lake County, and all the connections we've made for our local families and neighbors in need. Whether it's providing reliable information about the pandemic, testing or vaccination sites, or helping people stay in their homes, put food on the table and pay bills, 211 has truly been a lifeline for tens of thousands of people across the county who have found themselves in crisis...including many who never thought they might need help.

In fact, last month we reached a major milestone of 100,000 contacts to 211, which means 100,000 connections to critical services and help since we launched just two years ago. The community has clearly embraced 211 as Lake County's one-stop shop for help and awareness continues to grow.

It should be of no surprise our 211 team keeps rising to the occasion! They are the invisible first responders that no one sees yet are always there to answer the call.

This past year, the 211 Contact Center has responded to not only an increase in call volume, but also longer call times. Many callers are feeling anxious, fearful, exhausted with more complex situations and needs than ever before...they are looking for answers and someone to talk to.

The team has also kept the 211 Contact Center's comprehensive database current by responding to constantly changing resources and services. More than 1,100 updates were completed this year alone, not counting the day-to-day Covid updates.

And our bigger, better and more well-known 211 has:

- Promoted the 2020 Census by directing people to contact 211 with questions and encouraged callers to complete the census.
- Made it easier for people to connect with rental assistance by creating a centralized screening process through 211.
- Partnered with The Alliance for Human Services to refer food insecure families unable to leave their home to free food delivery services.
- Partnered with EverThrive to ensure families were tapped into a network of resources to support them before, during and after pregnancy.
- Teamed up with the Health Department to promote wellness resources throughout the county, as well as provide vaccine promotion, education and referrals.
- Secured an amazing advertising campaign with billboards throughout the county and Pace Bus advertisements.
- Celebrated "211 Day" on February 11 with a social media campaign and proclamation by the Lake County Board.

The success of 211 in Lake County has been far-reaching and transformative already. We are especially grateful to our generous funders, our partners, and our advisory council members for making a tremendous impact on the lives of so many in our community.



Kristi Long
President & CEO, United Way of Lake County

OUTCOMES | Contacts to 211



CALLS AND TEXTS
10,780

+

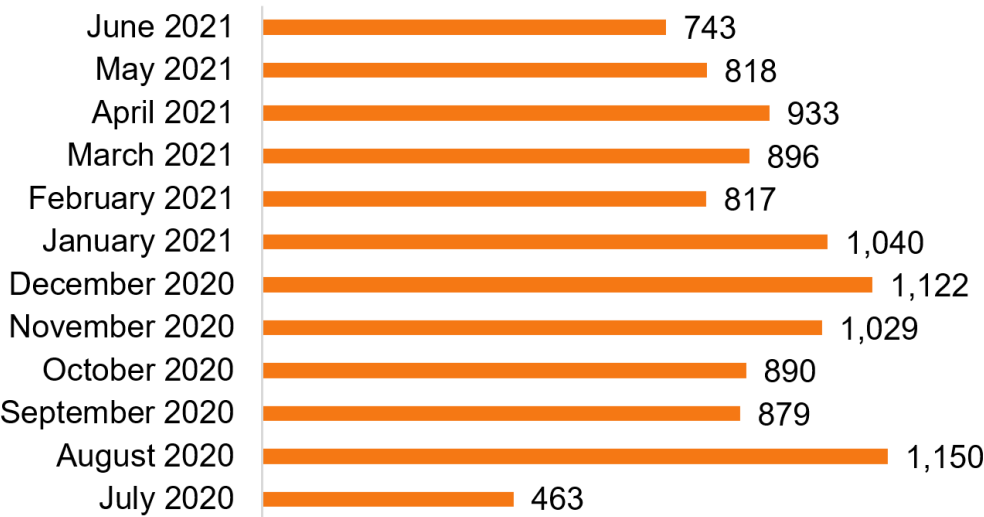


WEBSITE SESSIONS
39,570

=

50,350
CONNECTIONS

Calls and Texts



62%
of Calls/Texts
Related to
COVID-19

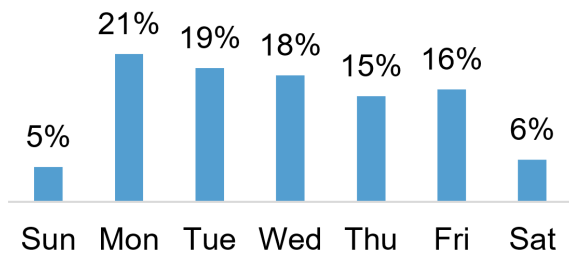
18%
of Contacts
by Text

Website Sessions



OUTCOMES | When are people calling?

Day of Week



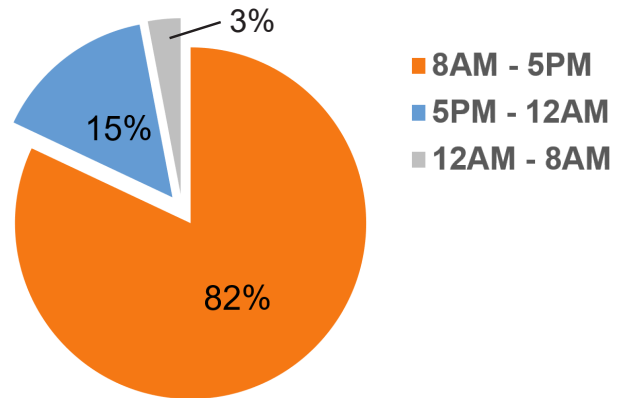
Individual Call Averages:

Wait Time: 4:28

Abandonment Rate: 13.0%

Talk Time: 10:36

Time of Day (weekdays)

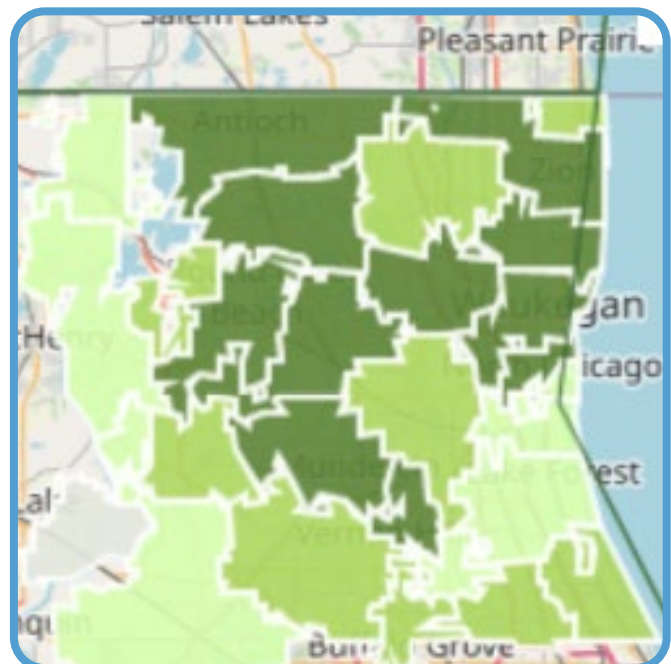


27% of contacts made outside of normal business hours

OUTCOMES | Who's contacting 211?

Top 10 Communities

1. Waukegan
2. Zion
3. Round Lake
4. Gurnee
5. North Chicago
6. Antioch
7. Mundelein
8. Grayslake
9. Vernon Hills
10. Lake Villa



OUTCOMES | Who's contacting 211? (cont.)

Gender

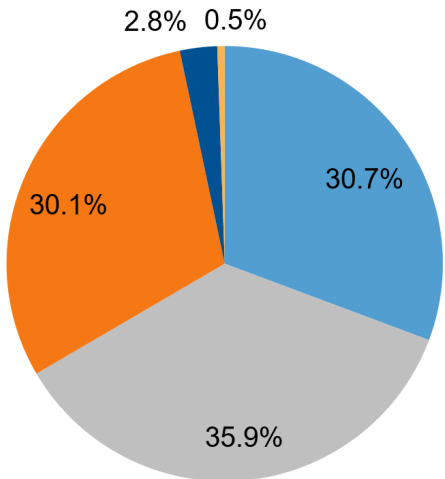
FEMALE	MALE	OTHER
69%	31%	.1%

Age

YOUTH <18	ADULT 18-54	SENIOR 55+
1%	72%	27%

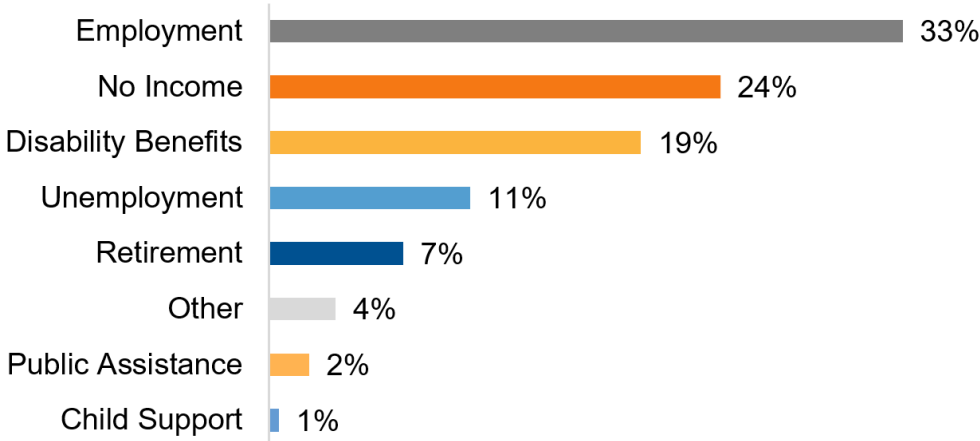
Race and Ethnicity

- Hispanic/Latino*
- White
- Black
- AAPI (Asian/Native Am./Pacific Isl.)
- American Indian/Alaska Native



**Includes all individuals who report their ethnicity as Hispanic/Latino, regardless of race.*

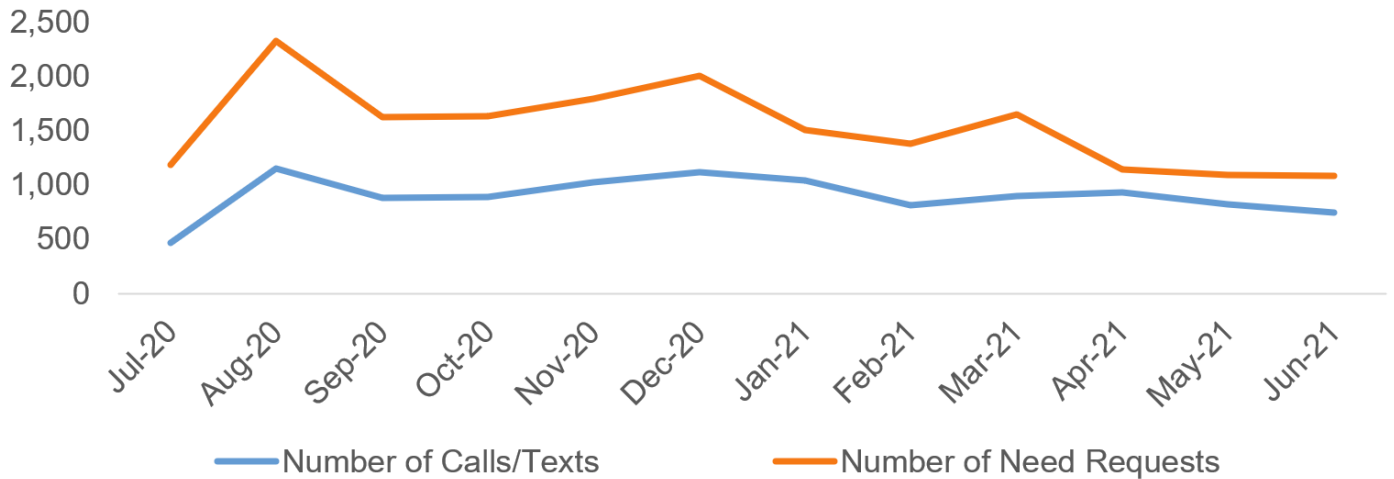
Primary Source of Income



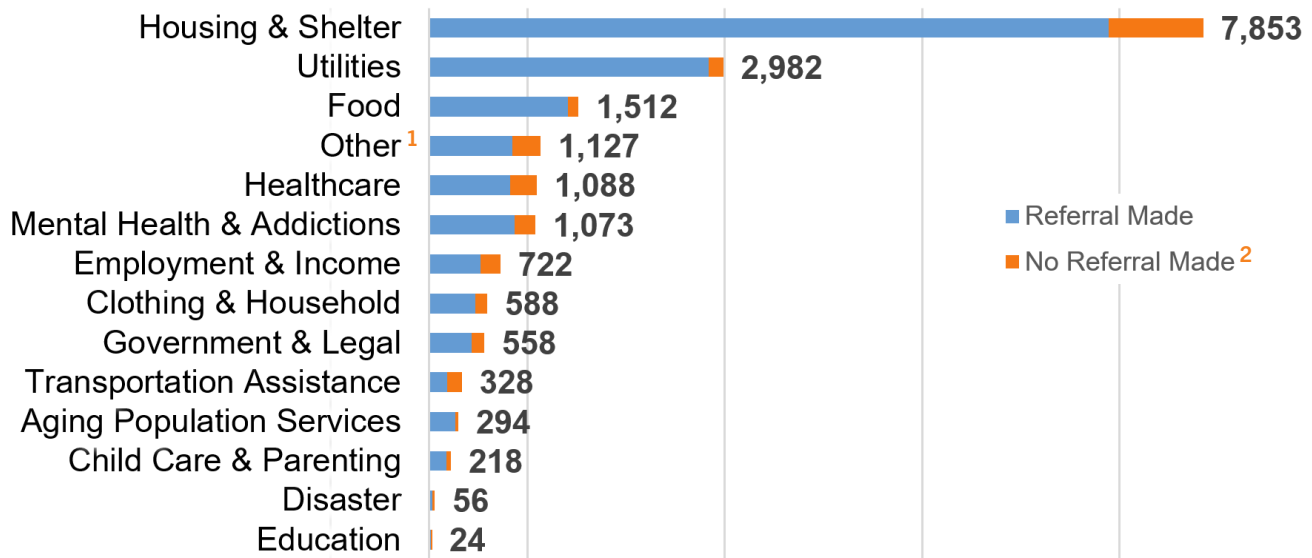
OUTCOMES | Why are people contacting 211?

Needs Presented to 211

Based on 10,780 calls and texts, a total of **18,423** needs were presented to 211.



Top Needs Presented to 211

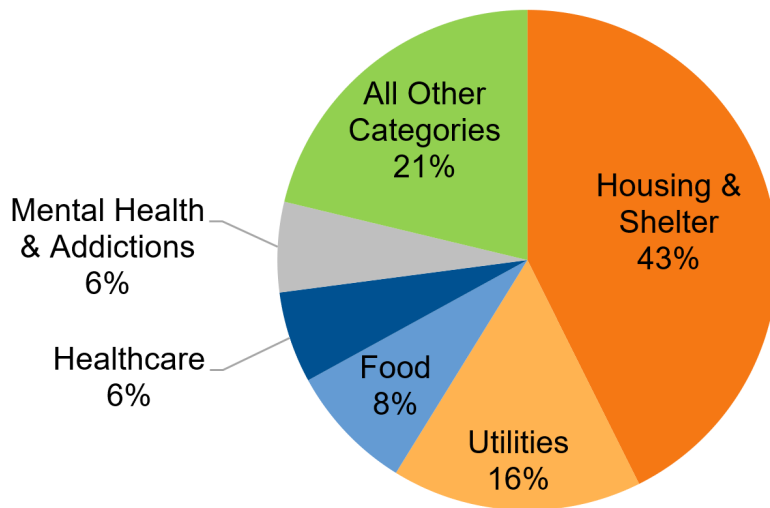


Other¹ – Miscellaneous needs requested, including general information and referral, donations, volunteering, animal control, etc.

No Referral Made² – Reasons include caller does not meet eligibility guidelines for program, service is unavailable, or service referral is refused.

OUTCOMES | Why are people contacting 211? (cont.)

Share of Needs by Percentage



Nearly 60% of all needs presented to 211 fall under the Housing & Shelter and Utilities categories.

Top 5 Needs

Housing & Shelter

1. Rent Payment (4,274)
2. Homeless Shelter (646)
3. Low-Income Housing (586)
4. Mortgage Payment (429)
5. Transitional Shelter (242)

(1,698 CHRP and 207 FERA Assessments in Fiscal 2021)

Utilities

1. Electric Service (1,843)
2. Gas Service (678)
3. Water Service (294)
4. Telephone Service (28)
5. Utility Deposit (23)

Food

1. Food Pantries (1,021)
2. Food Stamps/SNAP (161)
3. Grocery Ordering (124)
4. Soup Kitchens (71)
5. Home Delivered Meals (38)

HIGHLIGHTS | COMMUNITIES OF COLOR

Black Community

- Represent **30%** of 211 calls and **29%** of 211 needs
- More likely than other groups to hear about 211 from **agencies**
- Majority of needs in **Housing & Shelter** category; even more than for other groups
- Relatively less needs than other groups in most other categories

Top 5 individual needs:

1. Rent Payment Assistance
2. Electric Service Payment Assistance
3. Homeless Shelter
4. Food Pantries
5. Low Income/Subsidized Rental Housing

Top 10 Communities

Waukegan
Zion
North Chicago
Gurnee
Round Lake
Antioch
Grayslake
Mundelein
Lake Villa
Vernon Hills

Hispanic/Latino Community

- Represent **31%** of 211 calls and **34%** of 211 needs
- More COVID-19 related calls, as compared to other groups
- Majority of needs in **Housing & Shelter** category, but less than for other groups
- Relatively more needs than other groups in **Utilities, Food** and **Mental Health** categories

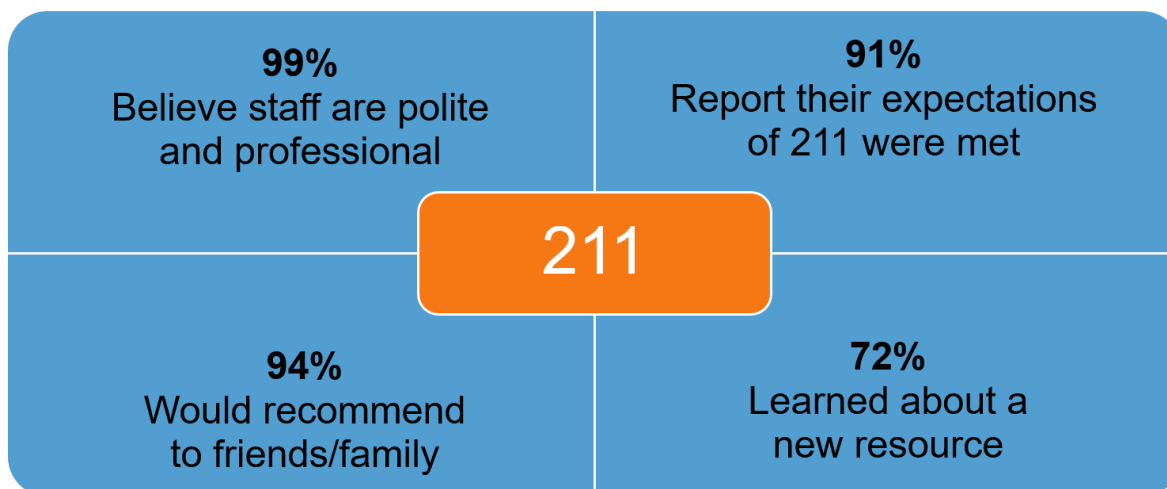
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Top 10 Communities

Waukegan
Round Lake
Mundelein
Zion
North Chicago
Gurnee
Vernon Hills
Antioch
Highland Park
Highwood

What contacts say about 211



Real Caller Story

Mary called 211 for help because she was growing increasingly concerned about her sister's well-being. Mary's sister Joan lives in Lake Bluff; however, Mary lives more than 1,500 miles away in Arizona. Mary explained to the 211 expert navigator that Joan lost her job during the pandemic, then tragically suffered a heart attack. Joan is struggling with memory issues and according to a neighbor has lost a lot of weight because she's not eating enough. While Joan is married, her husband has mental health issues and stopped taking his medication, so the family is worried they are not properly caring for themselves. Family members have been sending grocery gift cards, basic necessities, and rent money, but realize that Joan and her husband need additional resources...and the situation is declining quickly.

After searching online for local resources and contacting multiple agencies, Mary saw an ad for 211 and called. The 211 expert navigator was able to help Mary prioritize needs and refer her to available resources, including several local food pantries, rent payment assistance, and mental health services. She also encouraged her to contact Illinois Department on Aging and Adult Protective Services in Lake County to do a wellness check to ensure their safety.

Mary was relieved and said it was "extremely helpful" to speak with a real person to guide her to the best resources with just one call.

What service providers say about 211

“The pandemic crisis has continued to bring to light where vulnerabilities exist in our communities. While the first thought is our underserved populations and access to care, while certainly in the forefront of needs, we actually found how beneficial 211 was across all spectrums of those who work, live and play in Lake County. Just the impact alone of communications on our Allvax vaccination registration system, the background texting platform and more revealed how far reaching 211 was to the Lake County Health Department COVID planning, support and response to our communities. Many thanks go to the whole team working to assist us with every aspect of creating a healthier and safe environment in Lake County.”

—Tim Sashko, President, Lake County Board of Health

“Even before the onset of the pandemic, many of our residents were faced with situations that left them feeling helpless and often hopeless, in many cases, because they simply didn’t know where to turn. The implementation of United Way of Lake County’s 211 service has changed that. Those in need of resources may easily and discreetly seek and find services to alleviate some of the hardships they (or a loved one) may be faced with. Waukegan Township is proud to be a partner with United Way and commend the leadership team for having the vision and insight to provide this essential service to the residents of Lake County.”

—Marc L. Jones, Waukegan Township Supervisor

“211 has made a significant impact on Lake County and the clients we serve. We have been able to identify new customers who have not applied for services before or may not have known how to apply. Families who never needed help before are struggling, and now need our help. Through our partnership with 211, we have been able to coordinate our services in Lake County. Thank you 211, as we continue ‘Helping People, Changing Lives.’”

—Mary Lockhart White, Executive Director/CEO, Community Action Partnership of Lake County

“211 is so much more than three simple numbers. It represents strength and technological advancement for the field of social services, while also connecting people in need with the services they need most. For Nicasa Behavioral Health Services, one of the most important elements of 211 is its vast knowledge and connectivity. Without this tool, many people would not have known that we remained open and operational throughout the pandemic. Additionally, 211 removed the uncertainty of people in need of help who would have otherwise not contacted our organization for fear that they did not fit into a specific service box of substance abuse and mental health care. 211 made it possible for us to continue helping people throughout Lake County with a variety of needs, from behavioral health to food to housing and more.”

—Bruce Johnson, Chief Executive Officer, Nicasa Behavioral Health Services

211 FUNDING PARTNERS

Contributing \$50,000+

United Way of Lake County
Lake County Government
City of Waukegan

211 Partners

Contributing \$10,000 - \$49,999

Advocate Aurora Health
ComEd: An Exelon Company
Healthcare Foundation of Northern Lake County
Lake County Workforce Development
Lake County Workforce Investment Board
Metropolitan Mayors Caucus
North Shore Gas Community Fund
Northwestern Medicine Lake Forest Hospital
The Buchanan Family Foundation
Trustmark

211 Sponsors

Contributing \$5,000 - \$9,999

BMO Harris Bank
First Midwest Bank
Libertyville Township
Lundbeck
NorthShore University HealthSystem
Highland Park Hospital
Warren Township
Wauconda Township

211 Community Supporters

Contributing \$1,000 - \$4,999

AT&T
Benton Township
Comcast
Michelle Mittler Crombie
Thelma Krause
Maclean-Fogg Component Solutions
Village of Libertyville
Waukegan Township

211 ADVISORY COUNCIL

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Eric Foote – *PADS Lake County*

Myra Gaytan-Morales, PhD – *University Center of Lake County*

Julie Gordon – *United Way of Lake County Board*

Bruce Johnson – *Nicasa Behavioral Health Services*

Seth Kidder – *Northwestern Medicine Lake Forest Hospital*

Kristi Long – *United Way of Lake County*

Megan McKenna – *Mano a Mano Family Resource Center*

Michael Munda – *Lake County Regional Office of Education*

Maureen Murphy – *Catholic Charities of Lake County*

Lori Nerheim – *United Way of Lake County*

Scott McLellan – *Heart of the City*

Quin O'Brien – *Village of Gurnee*

Brenda O'Connell – *Lake County Community Development*

Kathleen M. O'Connor – *Libertyville Township*

Carmen Patlan – *Highwood Public Library*

Jennifer Ptak – *Heart of the City*

Chief Tim E. Sashko – *Lake County Board of Health*

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