

3 simple numbers.
1 helpful voice.

GROWTH+IMPACT
2010-2011

2-1-1
SAN DIEGO

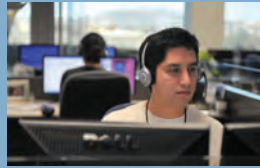


The County of Imperial Supervisors unanimously approves the expansion of 2-1-1 San Diego services to Imperial County.

2-1-1 launches its new database, which provides a more user-friendly experience and includes functions such as GIS mapping.

More than 20 community leaders gather at 2-1-1's first Community Partners Initiative meeting to discuss community feedback on the organization.

A unanimous vote from the County Board of Supervisors allows 2-1-1 to respond to information and referral calls received by the county-operated ACCESS call center.



2-1-1 becomes the contract administrator for the statewide CalFresh contract, supporting the efforts of 19 other 2-1-1 agencies participating in the program.

2-1-1 kicks off its Healthcare Navigation program, which connects people in need to specialized health-related resources.



**JULY
2010**

**AUGUST
2010**

**SEPTEMBER
2010**

**OCTOBER
2010**

**DECEMBER
2010**

A YEAR OF GROWTH & MOVEMENT

**JANUARY
2011**



The organization proudly opens its new state-of-the-art facility to the community.

**FEBRUARY
2011**

2-1-1 celebrates five years of service at its National 2-1-1 Day luncheon, where the event was sold out with 600 attendees honoring Supervisor Greg Cox for his community support.



**MARCH
2011**



2-1-1 joins the San Diego Veterans Coalition and leads the Access and Resource Committee.

**APRIL
2011**

2-1-1 assists those in San Diego impacted by the Tsunami in Japan.



**JUNE
2011**

2-1-1 works with partnering organizations to prepare for the July launch of the Courage to Call Veterans and Military Peer to Peer line at 2-1-1.

The organization trains 100 core volunteers at its first-ever Disaster Response Team training.



National 2-1-1 Day: Dr. Clyde H. Beck, Jr., 2-1-1 San Diego Board Chair; Jessie Knight, Jr., Chairman and Chief Executive Officer of SDG&E; Greg Cox, San Diego County Supervisor; Dr. Paul E. Jacobs, Chairman of the Board and Chief Executive Officer of Qualcomm Inc. and John Ohanian, Chief Executive Officer of 2-1-1 San Diego



William York, COO, and John Ohanian, CEO



Staff at National 2-1-1 Day

2-1-1 San Diego breaks new ground! In more ways than one.

This year we opened the doors to our new facility - the new structural foundation from which we connect San Diegans to services that help them live a better life. Since that very first day more than 3,000 people have visited the space. They are our nonprofit partners, our community leaders, and our funders.

Many of them realized for the very first time the wide and deep set of services we provide. Many of them understood our commitment to professionalism, innovation and partnership. Yet our ground-breaking work didn't end with our new building.

The foundation of our core programs – built on the power of technology – is now stronger than ever before. This year more than 220,000 people were served through our 2-1-1 Contact Center alone and more than 200,000 via our searchable online database. We could not have achieved this without the dedication, expertise and drive of the 2-1-1 executive and leadership team, staff, Board of Directors and our committed partners.

This strong, professional and innovative core program has evolved into a hub of information, one that allows every single person in need to utilize our services and those from our partners. Its strength and credibility have in turn allowed us to expand, creating programs like Healthcare Navigation, Military/Veterans Services and Disaster Assistance.

And it's only getting better.

As we have matured, we have built more than a strong foundation. We have built momentum. In the coming year we will continue to grow, to meet the emerging needs of our communities. We will ensure every nonprofit, government and community leader has a seat at the table to determine – together – how we will make San Diego better than ever before.

On behalf of the staff and Board of Director of 2-1-1 San Diego, we are proud and humbled to play this role. And we look excitedly to the year ahead as we imagine all that we will achieve.

John Ohanian, Chief Executive Officer

Dr. Clyde "Bud" Beck, Chair,
2-1-1 San Diego Board of Directors

OUR VISION for 2-1-1 San Diego is simple: Everyone knows us, uses us, and refers us to get the information they need for a happier, healthier life.

OUR MISSION is to help people by connecting them efficiently to the service delivery system, and provide vital trend information for community planning.

2-1-1's Contact Center

Every day people dial 2-1-1 for assistance navigating the complex system of community, health and disaster services. Highly trained Client Service Representatives have helped more than 220,000 clients access services such as food assistance, healthcare information and housing and educational services.

Dial 2-1-1 for

Housing & Shelter Assistance

Food Assistance

Utility Assistance

Military & Veteran Services

Disaster Response

Mental Health Resources

Substance Abuse Services

Healthcare Services

Legal Services

Parenting Services

Children's Services

**Physical Activity &
Nutrition Resources**

Financial Assistance

Senior Services

Volunteer Services

Education Assistance

Employment Resources



Partnering for Access

In January 2011, Client Service Representatives began providing additional support to the County of San Diego Health and Human Services Agency's ACCESS Customer Service Center by providing general information about public assistance case status and assisting with minor service requests for callers. As many as 77,000 calls were handled by 2-1-1 since the launch of the program, supporting the County's *Live Well, San Diego!* initiative, aimed to improve the health and well-being of county residents.

**Housing and Shelter Assistance. Food Assistance.
Disaster Response. Mental Health. Substance
Parenting Services. Children's Services. Physical
Assistance. Senior Services. Volunteer Services.**

Healthcare Navigation Program

More than 20 percent of adult San Diegans struggle to access healthcare. Our Healthcare Navigation program addresses this need by serving as an entry point for clients. Healthcare Navigation provides a wide range of support, including an assessment of need and eligibility, assistance in setting up medical and clinical appointments, and help completing applications for Medi-Cal, Healthy Families and prescription assistance.



Benefits & Enrollment/CalFresh

One of every six people in San Diego County experienced hunger this past year. Working with multiple partners and community leaders, 2-1-1's Benefits & Enrollment program helps people find the assistance they need to put food on their table, most frequently by connecting them to the statewide CalFresh program. Our close partnership with the County allows us to electronically submit applications using an innovative telephonic signature, ensuring seamless delivery of service and shorter processing times.

Military & Veteran Services

San Diego County has one of the highest populations of Veterans and Active Duty Military in the nation. In fact, more than 60,000 military personnel have returned to Southern California since March 2010, which is why we launched the Military, Veteran and Family Access Program. The program provides specialized services, tailored information and referrals to help our veterans, active duty military and loved ones access food, housing, utility assistance, and public benefit programs like CalFresh and Medi-Cal.



Utility Assistance. Military and Veteran Services. Abuse. Healthcare Services. Legal Services. Physical Activity and Nutrition Resources. Financial Education Assistance. Employment Resources.

DISASTER RESPONSE

In addition to responding to individuals' personal crises or problems, 2-1-1 is also committed to being there for our community in times of disaster.

We take our designated role as the 24/7 disaster information line for San Diego very seriously, partnering with the County's Office of Emergency Services to provide the public with a place to turn for non-emergency needs.

Our first test was in August 2005 for Hurricane Katrina. Though not a local disaster we joined 2-1-1s across the country to partner with the American Red Cross, providing information on evacuation routes and shelter, and assisting those seeking out loved ones.

Then came the wildfires in October 2007, the largest scale disaster our county had seen in decades. 2-1-1 worked around the clock, providing up-to-the minute information and connecting more than 122,000 San Diegans to critical resources. County officials and the media both referred to 2-1-1 as the place to call for non-emergency information. More than 1,200 volunteers rolled up their sleeves to help.

Since then, 2-1-1 has provided critical information and connection in local and national emergencies of all scales, including Hurricanes Gustav and Ike, the H1N1 Virus and the Tsunami in Japan.

We also participate in all major disaster response exercises in the region, including the San Onofre Nuclear Generating Station exercise and the Great Shake Out.

"2-1-1 San Diego is a vital communications tool during times of crisis. We are proud 2-1-1 is on the forefront of the public safety response."

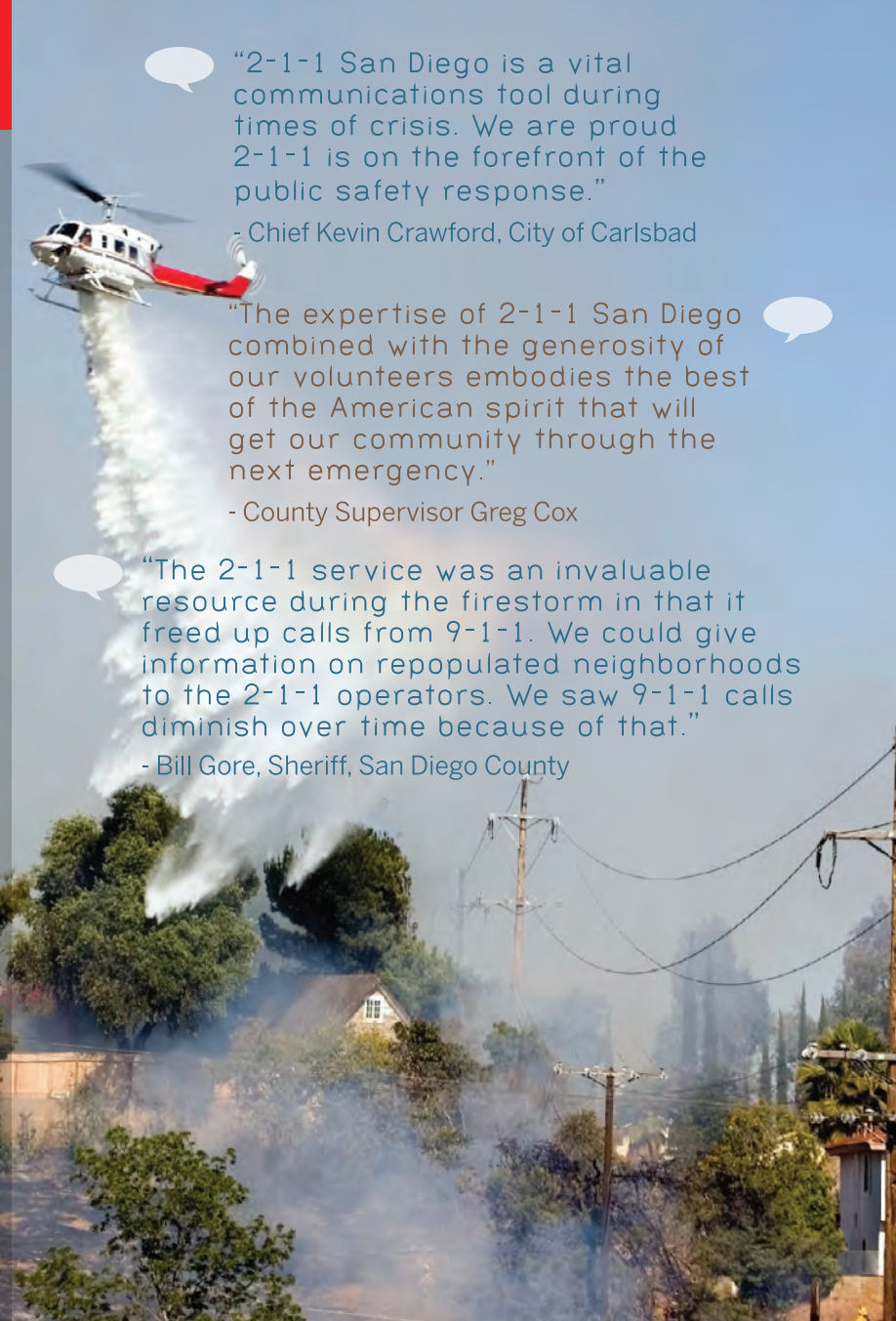
- Chief Kevin Crawford, City of Carlsbad

"The expertise of 2-1-1 San Diego combined with the generosity of our volunteers embodies the best of the American spirit that will get our community through the next emergency."

- County Supervisor Greg Cox

"The 2-1-1 service was an invaluable resource during the firestorm in that it freed up calls from 9-1-1. We could give information on repopulated neighborhoods to the 2-1-1 operators. We saw 9-1-1 calls diminish over time because of that."

- Bill Gore, Sheriff, San Diego County



Hurricane Katrina. Hurricane Gustav. H
Boil Water Ordinance. North County Hou
Government Shutdown. 2011 Power Outa



S. MARK TAPER FOUNDATION



Hurricane Ike. Firestorm 2007. Escondido
House Burn. H1N1. Virus Tsunami in Japan.
Age. 2011 The Great Fire Midwest Floods.

The Stories Behind Our Work

JUST IN TIME

Saul, a 2-1-1 Client Service Representative, received a frantic call from an 80-year old woman. Her son was on a breathing machine and scheduled for discharge from the hospital that day. Unable to pay her utility bill, the mother received notice that the power in her home would soon be shut off, leaving her son's life in jeopardy. Saul coordinated a same-day appointment with the MAAC agency, which provided a \$1,000 voucher in utility assistance. This ensured the life-saving power would stay on for months.



GETTING HER DAUGHTER BACK

Sonja called 2-1-1 San Diego seeking crisis intervention services for her 17 year old daughter, who was abusing prescription drugs and alcohol. 2-1-1 staffer Luisa referred Sonja to the Access and Crisis Line. Later, Sonja reported the information gave her access to health care professionals in her neighborhood who helped get her daughter on the right path. The two of them continue to attend group meetings each week. Sonja says the help didn't just give her necessary information, it gave Sonja her daughter back.

PUTTING FOOD ON THE TABLE

Beth and Mike, parents of two young children, needed food assistance but were told they did not qualify for CalFresh, the California's nutrition assistance program, because of the financial aid Mike received from his school. Scared and frustrated, they called 2-1-1 and spoke with Minerva, a 2-1-1 Benefits & Enrollment Specialist, who explained that they'd been misinformed. Due to certain parameters around school aid they actually did qualify for the program. Minerva helped the couple apply for expedited assistance, and they received their first EBT card with \$400 for that month within 72 hours.



SERVING THOSE WHO'VE SERVED US

A homeless "Operation Enduring Freedom" veteran living at the Salvation Army called 2-1-1 in search of employment referrals. 2-1-1 referred the gentleman to a special program, one that provides work readiness training, job placement services and supportive housing for homeless veterans. A recent follow up call with him brought good news. The program didn't just help him find permanent shelter, but also helped him develop the skills he needed to find employment.

Our Impact. The Numbers Behind the Story

At 2-1-1 San Diego, we know we make a difference for our community by connecting people with the information they need for a happier, healthier life. We get to see it every day. But we also know our work is far too important for our community to simply take our word for it. That's why we continually collect the data to prove it. A sample of our impact from just the past year is below.

People helped:

221,395 Total calls answered in more than 150 languages	249,930 Clients referred to services in San Diego	53,493 People pre-screened for potential CalFresh eligibility	2,590 CalFresh applications completed
2,681 Clients connected to First 5 of San Diego services for families, young children and pregnant women	10,218 Clients connected to Healthcare Navigation Specialists	31,680 Individuals screened for SDG&E's utility assistance programs	6,321 Veteran or Military clients served

✓ **Average wait time for 2-1-1 caller: less than two minutes**

✓ **Would Call 2-1-1 Again: 93%**

✓ **Accuracy of Agency Referral: 97%**

✓ **Number of Partner Agencies Trained on the Database: 200**

OUR PARTNER AGENCIES

The reason the 2-1-1 database is such a powerful and effective resource is because of the thousands of agencies who are part of it.

Those who search our database have access to information on a wide and varied list, including:

- **1,276 Community, Health & Disaster Services**
- **3,339 Programs**
- **6,000 Program Sites**

Our commitment doesn't end with simply providing information. With a

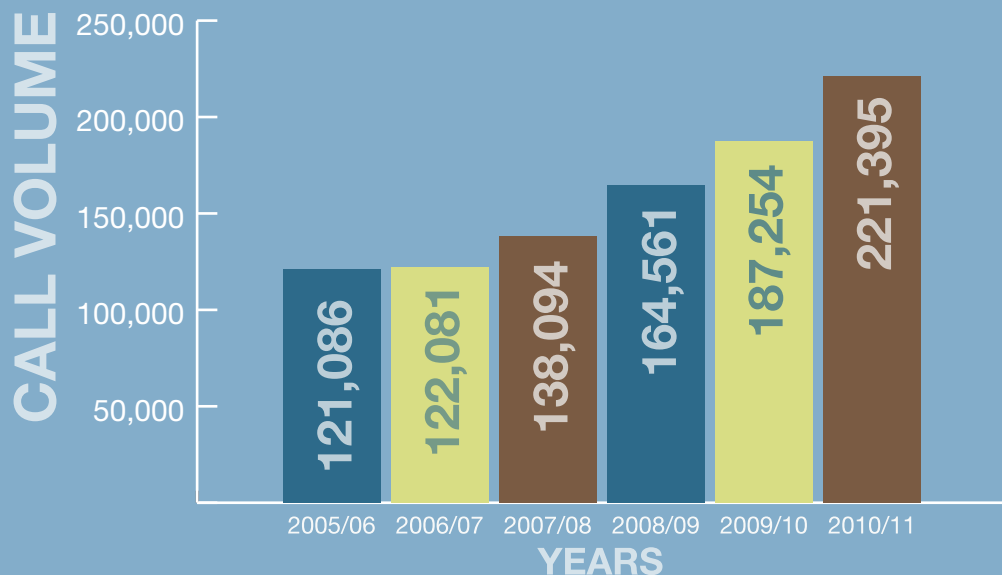
97% accuracy rate

on referrals, we ensure it is correct.

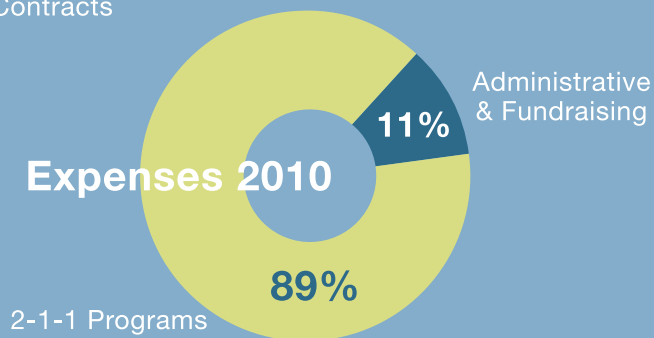
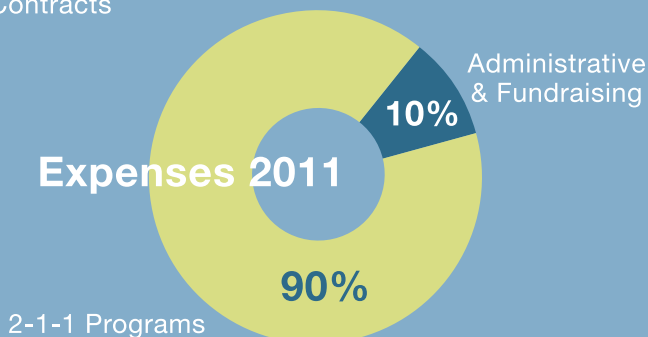
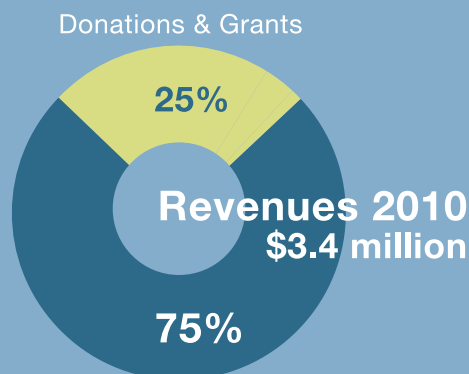
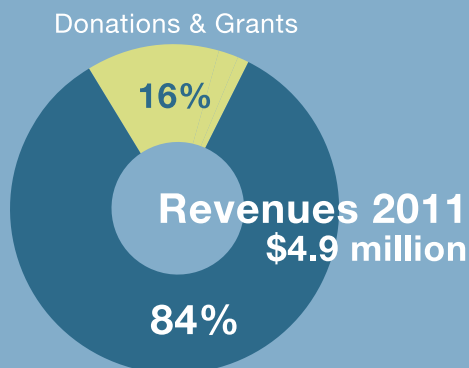
We achieve this in part by giving agencies the ability to **easily revise and update their information.** We also monitor the number of visits to individual program pages and provide updates to our partners on a monthly basis.



Financials & Highlights*



Between 2005 and 2011 our staff has grown from 34 to 63!



* These figures represent financial highlights from the fiscal year ended, June 30, 2010 and 2011, from 2-1-1 San Diego's audited financial statements. A copy of the audited financial statements and IRS form 990 are available upon request.

Be a part of it! Join us in our movement:

VOLUNTEER.

2-1-1 San Diego could never achieve so much impact without the help of our many dedicated volunteers. We are committed to building personal relationships with every individual who volunteers their time to advance our mission.

ADVOCATE.

Each year, National 2-1-1 Day is celebrated across the nation on February 11 (2-11) to raise awareness about the importance of having a 2-1-1 in every community. Join us on National 2-1-1 Day as we honor community leaders at our annual fundraiser, and help us tell others about this important event!

LEARN.

Take an interactive tour of our operations and see our work in action! You'll also learn how we've served our community for 40 years. Additionally, we are pleased to offer our space at no cost to nonprofit organizations and collaborative groups.

GIVE.

Every month, more than 18,000 people use 2-1-1 to search for help to guide them through a personal crisis. Last year alone we answered more than 220,000 calls. By giving to 2-1-1, you provide this critical connection between a person in need and the resources they deserve.



To learn more about how you can get involved, please contact us at (858) 300-1240.

2-1-1 San Diego has been a collaborative effort since its inception, the result of support from multiple public and private organizations. We are extremely grateful for their commitment.



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Shown in Photograph (left to right): Vira Joya, Dr. Clyde H. Beck, Jr., Dr. James T. Hay, Elizabeth McPhail, Jonathon Grissom, Lory Wallach, Cindy Bertrand, Henry Haimsohn, Dr. Carleen Stoskopf, Brian Baker and John Ohanian



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