2-1-1 San Diego 2012-2013 Annual Report

Real People. Real Connections. Real Help.

2-1-1 San Diego is the trusted community information hub for our region connecting people with more than 6,000 community, health and disaster support resources and services 24-hours per day. 2-1-1 San Diego is not a government agency, but a local nonprofit organization with an established business model of fee-for-service contracts with government, nonprofit and corporate partners. 2-1-1 San Diego not only connects people to the services they need, but provides vital trend information for community planning.

SCROLL DOWN

Welcome

Every hour of every day people search for services they need to build and sustain healthy lives. We know that for the most vulnerable, this can seem insurmountable.

379,191

TOTAL CALLS ANSWERED 2012-2013

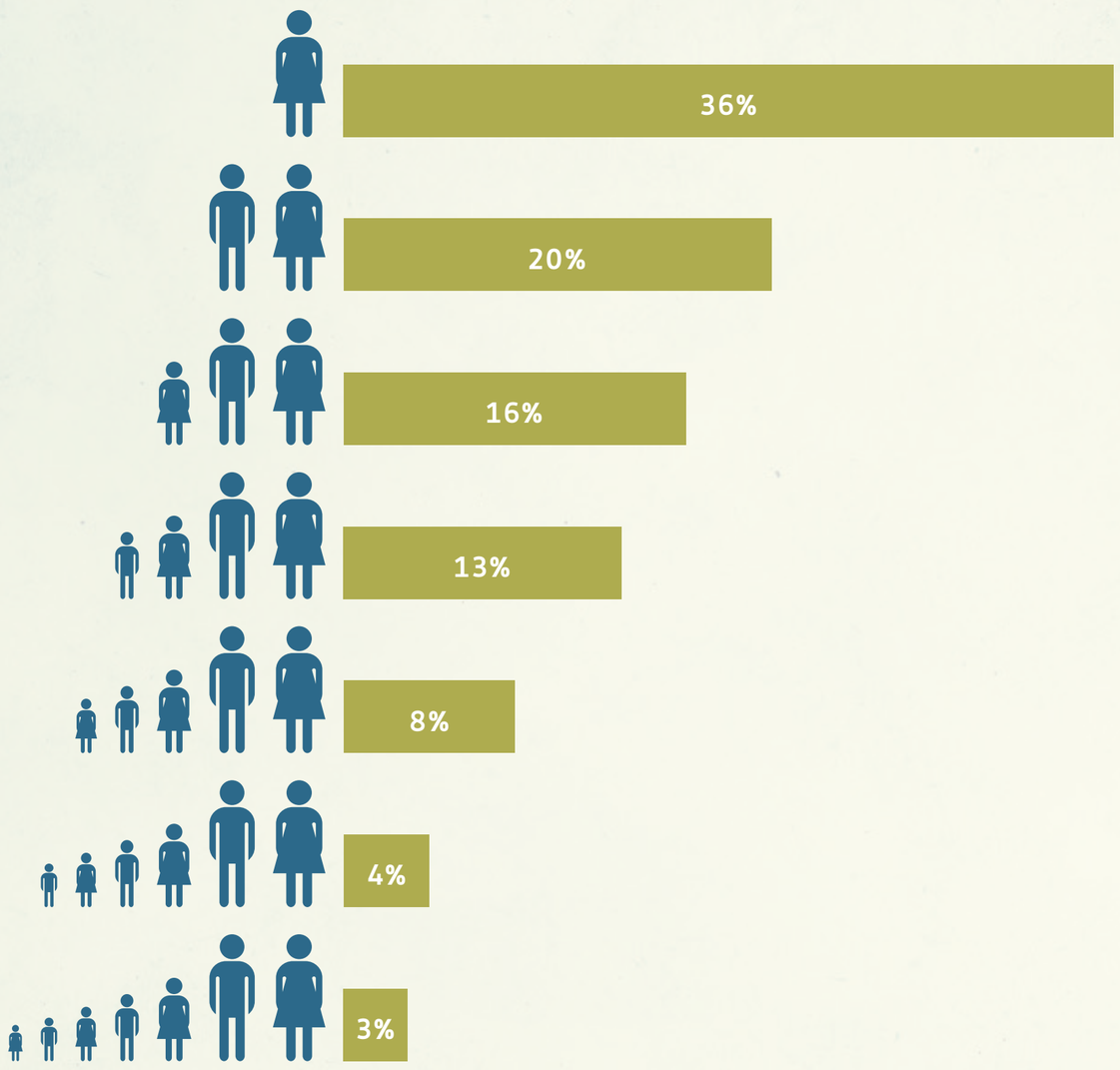
2-1-1 San Diego is here to help... You may not need us today, but 2-1-1 San Diego is here when you do.

Providing information for food assistance, housing, senior services, health-related resources, legal services, support groups, substance abuse assistance, childcare, behavioral health, utility assistance, military and veterans services and so much more, we strive to create a healthy environment for our community. We care about their health, we care about the food they eat, their access to services. **We believe in making complex systems simple for everyone from the funder of a program, to the agency we refer to, and most importantly for the client.**

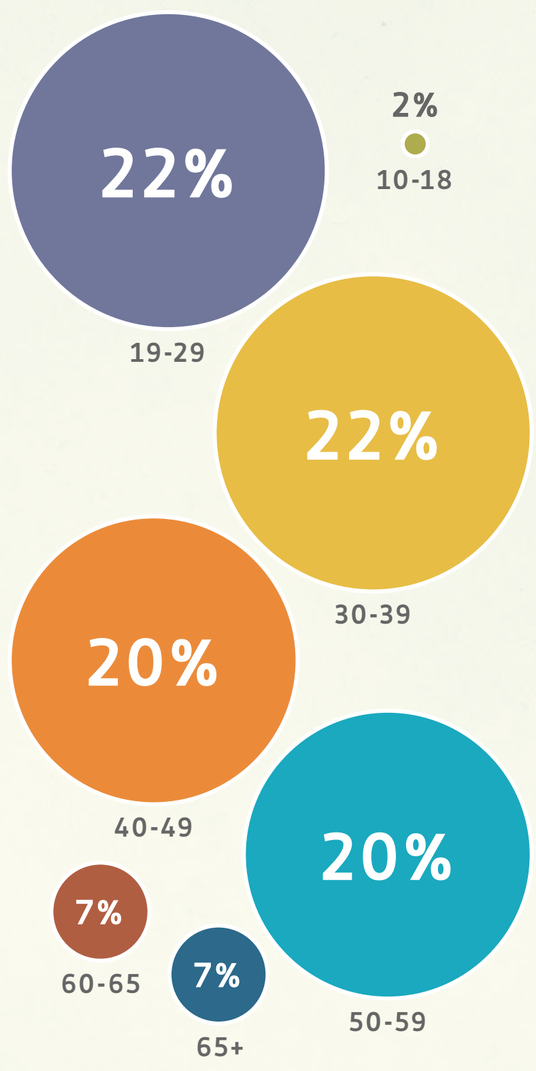
About our Clients

As the region's primary connection to community, health and disaster support services through its free, 24/7 call line and searchable online database, 2-1-1 San Diego makes more than 400,000 connections each year.

Family Size



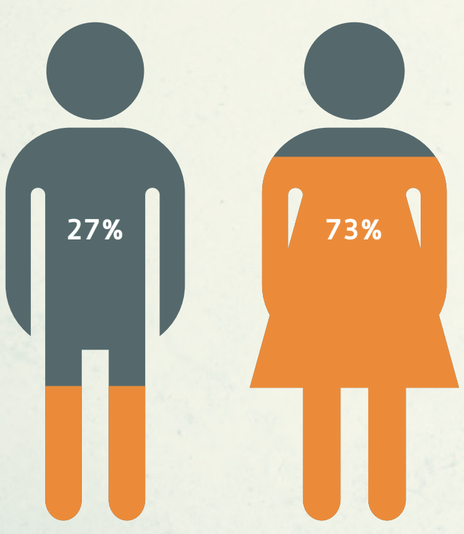
Age



Monthly Household Income

By understanding our clients' income, 2-1-1 San Diego can offer better referrals to services and report trend data to our community.

Gender



2-1-1 San Diego Speaks Your Language

2-1-1 San Diego can serve clients in more than **200 languages**.

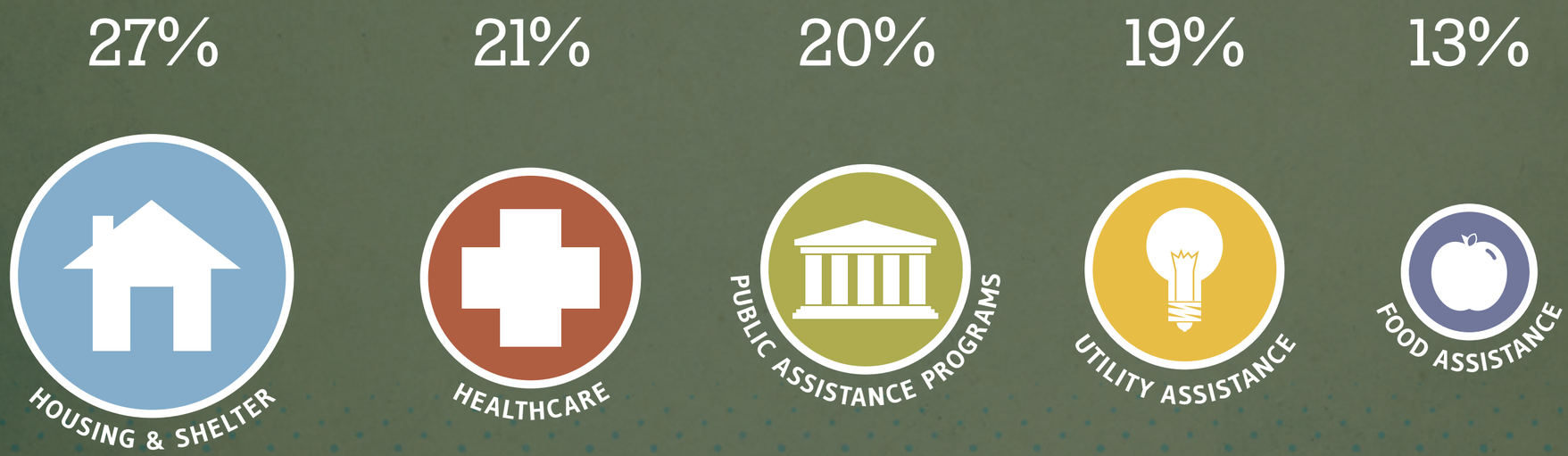
The **top 10 languages** of callers are:

TAGALOG SPANISH ARABIC NUER AMHARIC
FARSI ENGLISH
MANDARIN
VIETNAMESE RUSSIAN

**Totals based on client responses. Some clients may have responded to some questions and declined to state on others.*

Top 5 Community Needs

Using the power of technology, 2-1-1 San Diego connects more than a quarter of a million individuals each year to the help they need. Our real-time client data provides 2-1-1 San Diego with trends in the community and can assist policymakers in community planning. **2-1-1 San Diego is the voice of the people.**



Quality in Every Call

At 2-1-1 San Diego the quality of the call is more important than the quantity of clients we assist on a daily basis. Understanding the callers' situation and getting them to the correct services the first time is inherent to everything we do.

CLIENT SATISFACTION

2013	90.34%
2012	88.63%
2011	88.3%

Over a three-year period, our client satisfaction rate has increased year after year. This means the referrals we are giving our clients are more relevant to their individual situations than ever before. **OVER 95% OF OUR CLIENTS SAY THAT THEY WOULD REFER US AND USE US AGAIN!**

Information & Referral connecting people to community services

AIRS Reaccreditation

WE HAVE HIGH STANDARDS...

...and we take them seriously! In 2013 we successfully completed the Alliance of Information & Referral Systems (AIRS) re-accreditation standards that set the bar for how we do business. But being re-accredited doesn't mean our work is done. By 2-1-1 San Diego standards, "quality" means not just meeting, but exceeding, our client expectations. Re-accreditation has become our launching pad for an even higher quality and improved customer experience in the future.

Impacting Lives

BRIGHT FUTURES AHEAD | CHILDREN AND PARENTING SERVICES

*"My child was having difficulty socializing with other kids, so I called 2-1-1 who connected me with **Children and Parenting Services** through First 5." –Stephen*

2-1-1 San Diego, with the First 5 Commission of San Diego, has a dedicated First 5 specialist that answers the First 5 warm line. In addition, all 2-1-1 Client Service Representatives are trained to refer individuals to all health, learning, family and community programs. Last year 2-1-1 San Diego served more than **37,348** families and **96%** were satisfied with the services provided.

First 5 San Diego

SAVES YOU $ AND SENSE | FINANCIAL SERVICES

United Way of San Diego County

*"I called 2-1-1 to find out where I could get help with my taxes, and 2-1-1 told me about the **MyFreeTaxes** program where I could do my own returns completely free. I was also able to receive my EITC credit and a big refund." –Shannon*

As a partner in the San Diego THRIVE initiative, 2-1-1 San Diego promotes tax assistance sites and provides outreach for Earned Income Tax Credits (EITC) to our callers. This year 2-1-1 San Diego participated in a pilot program to schedule VITA tax appointments over the phone. We scheduled **1,432 appointments, 76% of all appointments scheduled in San Diego!** We also took our program national through a partnership with United Way Worldwide to answer calls from people needing assistance completing their taxes using the **myfreetaxes.com** website.

YOUR SHELTER IN A STORM | DISASTER SUPPORT SERVICES

*"My family was told to **evacuate our home**. I called 2-1-1 to find the nearest shelter and was helped within minutes." –James*

2-1-1 San Diego serves as the County of San Diego's 24/7 disaster information line where people are connected to a highly trained team providing up-to-date information in an emergency. 2-1-1 San Diego also manages the county's spontaneous volunteer database for handling the deployment of volunteers during disasters. In the last year, our volunteer disaster team membership has increased to more than **300**, and our volunteers and staff participated in more than **30 trainings** to keep 2-1-1 San Diego ready for a disaster.

2-1-1 SAN DIEGO DISASTER RESPONSE

EAT HEALTHY, BE HEALTHY | CALFRESH

*"2-1-1's Benefit and Enrollment staff made applying for the **CalFresh** program over the phone easy. Now I know the process and received my benefits." –Andrea*

2-1-1 San Diego staff screened more than **166,000** callers for potential CalFresh eligibility and completed **4,664** applications for CalFresh, Medi-Cal and Healthy Families. These applications led to clients receiving more than **$5.5 million in benefits per year** and put nearly **$10 million back into our San Diego economy.**

calfresh BETTER FOOD FOR BETTER LIVING

KEEPING THE LIGHTS ON | UTILITY ASSISTANCE

*"I told 2-1-1 about my medical equipment at home and they helped me get a lower energy rate through the **medical baseline program**." –Jamilla*

2-1-1 San Diego connects people to services that can help manage the cost of home energy expenses through San Diego Gas & Electric's discount programs and weatherization efforts. This year, we served **31,142** callers with utility assistance. Of those calls, **2,117** enrolled in the SDG&E California Alternative Rates for Energy (CARE) program, **367** enrolled in the SDG&E Energy Savings Assistance program, and more than **23,800** referrals were made to the Federal Low-Income Home Energy Assistance program. In addition, **1,371** medical baseline applications were mailed, and over **4,508** neighbor-to-neighbor referrals were given.

SDGE connected

HEALTHY BODY = HEALTHY MIND | HEALTH NAVIGATION

*"I couldn't afford my diabetes medication, but **2-1-1' San Diego's Health Navigation Program** helped me apply for medication assistance. They even helped me fill out my forms over the phone." –Roy*

2-1-1 San Diego staff answered **28,042** calls from clients with health-related needs, providing **53,375** referrals to a variety of services. Staff helped clients access prescription assistance programs, offered and set appointments at local community clinics and provided education about how the newly adopted Affordable Care Act may impact their families.

PINK IS OUR FAVORITE COLOR | BREAST HEALTH

*"My **breast cancer** was detected because of the pre-screening information I received from the Breast Health Specialist. Thank you, 2-1-1." –Barbara*

Through our well-established relationship with Susan G. Komen for the Cure, 2-1-1 San Diego's breast health specialists educated nearly **26,000** callers about the early detection of breast cancer, offering access to free or reduced-cost mammograms and other health services.

susan g. komen FOR THE CURE SAN DIEGO

SERVE THOSE WHO SERVED FOR US | MILITARY & VETERANS

"I needed help for my brother, a returning veteran who was struggling to transition out of the military. 2-1-1 connected us to the services he needed." –Jorge

2-1-1 San Diego provides our region's veterans, military and their families with a 24/7 helpline providing free, confidential information and guidance. Staffed by highly trained veterans, 2-1-1 San Diego provides critical resources to our military and veteran community. In the past year, nearly **17,000** military members and their families sought assistance, **96%** said they would recommend the service to others.

RE: 2-1-1

Re-think... Re-evaluate... Re-invent...

In an effort to remain responsive and innovative, 2-1-1 San Diego is examining all programs, services and processes with an eye for continuous improvement, efficiencies and enhancements to best serve our clients.

One Call/One Click

One Call, One Click is a partnership with Full Access and Coordinated Transportation (FACT), the San Diego Association of Governments (SANDAG) and 2-1-1 San Diego to improve access to community and transportation services in San Diego County. This project will establish a one-call/one-click transportation resource incorporating interactive kiosks, a mobile application and 2-1-1 San Diego's 24/7 phone line. While this county-wide system will be veteran and military focused, the enhancements will benefit all San Diego County residents.

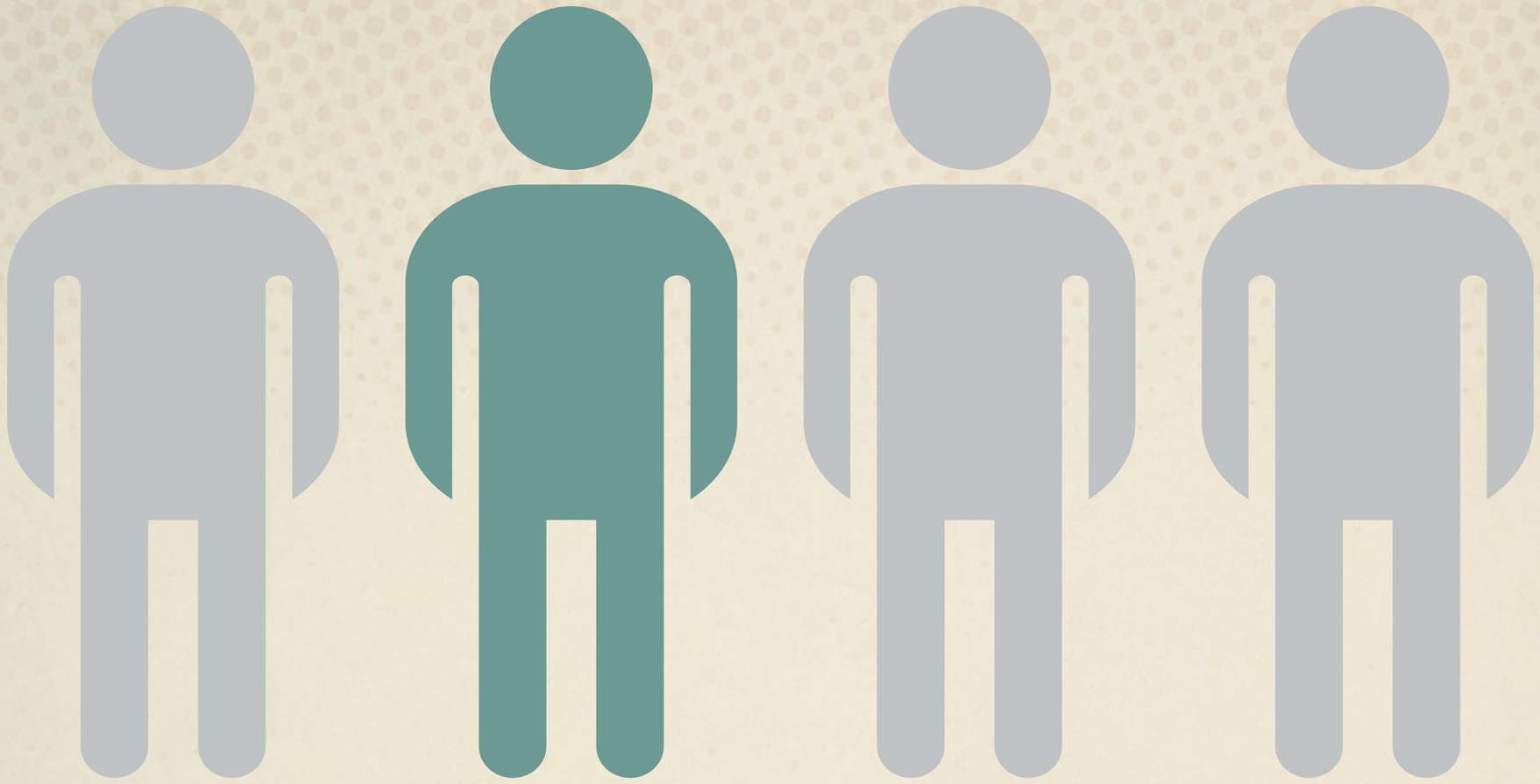
Expanding Our Services

In June 2013, 2-1-1 was launched in Imperial County, providing health, social, community, and disaster information and referrals. Through 2-1-1's free, 24/7, and confidential phone service staffed with highly trained Client Service Representatives, and the 2-1-1 searchable online database, **2-1-1 Imperial** will support organizations throughout Imperial County by connecting individuals to invaluable resources and services in the most efficient and appropriate way. We are eager to continue relationship building and collaborating with the region's community, services and key community leaders.

Get Covered, California!

2-1-1 San Diego was selected as 1 of the 48 grantees in California to provide outreach and education around the new healthcare exchange, **Covered California**, as part of the Patient Protection and Affordable Care Act. 2-1-1 San Diego has 89 certified educators on staff and are actively "in-reaching" to callers providing information around the upcoming healthcare changes and expansion. In addition, 2-1-1 San Diego is in the community at events and hosting forums to help educate individuals and families, agencies and leaders on the importance of access to healthcare through the Covered California program.

There are 3.2 million people in San Diego



Only 1 in 4 know about 2-1-1 San Diego

HELP KEEP OUR CONNECTION AND SPREAD THE WORD

TAKE A TOUR	VOLUNTEER	ATTEND EVENTS	CONNECT WITH US

WATCH OUR “WHAT IS 2-1-1?” VIDEO

WATCH OUR “CALL ME MAYBE” VIDEO

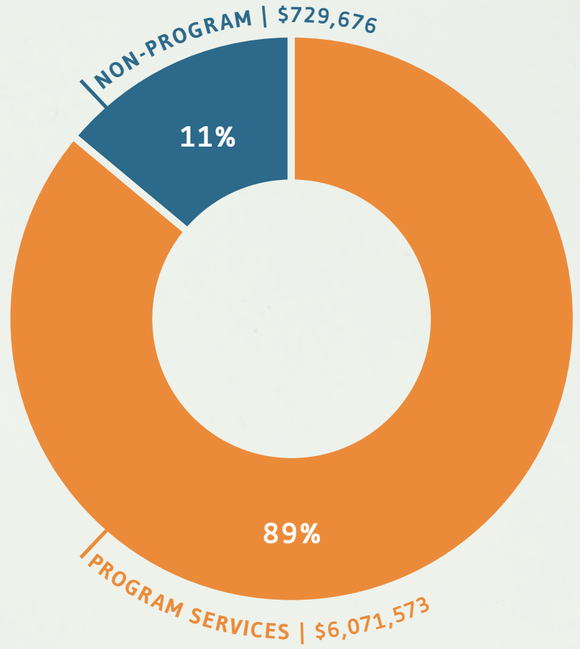
Financials

Financial Highlights

STATEMENT OF FINANCIAL POSITION	2013	2012
Current Assets		
Cash	1,300,020	455,536
Receivables	1,324,569	1,059,357
Other Assets	550,465	576,635
Total Assets	**3,175,054**	**2,091,528**
Current Liabilities	**737,439**	**537,421**
NET ASSETS	**2,437,615**	**1,554,107**

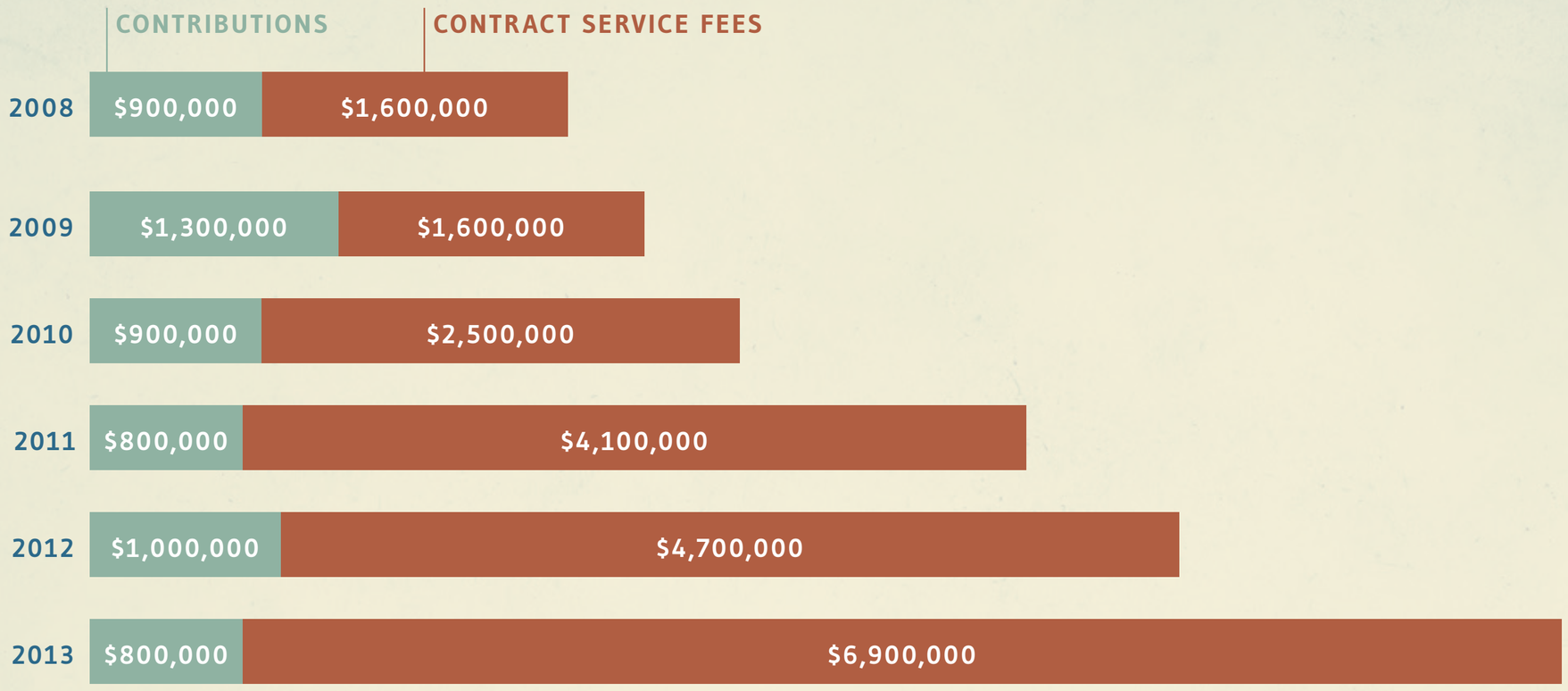
STATEMENT OF ACTIVITIES (SUPPORT, REVENUE AND EXPENSES) YEAR ENDED JUNE 30, 2013	2013	2012
Support and Revenue		
Fee for Service	6,871,327	4,769,926
Contributions	813,429	967,417
Total Support and Revenue	**7,684,756**	**5,737,343**
Expenses		
Program Services	6,071,573	4,680,437
General and Administrative	561,881	446,269
Fundraising	167,795	261,477
Total Expenses	**6,801,249**	**5,388,183**
INCREASE IN NET ASSETS	**883,507**	**349,160**

Expenses



◀ These figures represent financial highlights from the fiscal year ended, June 30, 2012 and 2013 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.

How 2-1-1 San Diego is Funded



Our Board of Directors

Chief Kevin Crawford, *Chair*
City of Carlsbad Fire Department

Dr. Clyde H. Beck Jr.,
Immediate Past Chair
Community Health Consultant

Brian Baker, *Vice-Chair*
Vice President, Information Technology
Qualcomm

Cindy Bertrand, *Treasurer*
Controller
YMCA of San Diego County

Henry Haimsohn
Private Investor

Emily Einhorn
Chairperson, Summit Properties

Jonathan Grissom, *Secretary*
Attorney
Higgs Fletcher & Mack, LLP

Jeff Nichols
Sr. Director, IT Infrastructure
San Diego Gas & Electric (SDG&E)

Funders of 2-1-1 San Diego ($100,000 +)

Alliance Healthcare Foundation
Advancing health and wellness for those in need.

CDSS

THE NOBLEST MOTIVE IS THE PUBLIC GOOD
COUNTY OF SAN DIEGO
MDCCCLI

211 COVERED CALIFORNIA

First 5 San Diego

LEICHTAG FOUNDATION

SDGE connected
A Sempra Energy utility

Supporters of 2-1-1 San Diego

AFIG

AIS (American Internet Services)

AKT LLP

American Medical Response (AMR)

Anonymous

Ashford University

AT&T

Bank of America

Barney & Barney, LLC

BEAR Data Systems, Inc.

Bedrock Technology Partners

Bettie Shepherd

Black & Veatch Corporation

Brian Baker

CA Technologies

Cisco Systems

City of National City

City of San Marcos

Connie Matsui

Copy Cove of La Jolla

Cox Communications

Dr. Clyde H. Beck, Jr.

EMC

HealthNet

Henry Haimsohn

Hitachi Data Systems

Hospital Association of San Diego and Imperial Counties

Hewlett-Packard

InContact

James Hay

Jewish Community Foundation

Kaiser Permanente

Legal Aid Society of San Diego, Inc.

Managed Solution

McCarthy Family Foundation

Nuffer Smith Tucker

Parker Foundation

Qualcomm Foundation

Qualcomm Incorporated

Rady Children's Hospital

Redfern & Company

San Diego County Employees' Charitable Organization

San Diego Social Innovation Trust

Sara Matta

Scripps Health

Sharp Health Plan

Social Interest Solutions

Susan G. Komen for the Cure San Diego Affiliate

Symantec

The Clay Company, Inc.

The Patriots Initiative at the Rancho Santa Fe Foundation

Trace3

UC San Diego Health Sciences

Union Bank of California

United Way of San Diego County

US Bank

Wells Fargo

YMCA of San Diego County

Contact 2-1-1

PHONE/FAX

Dial 2-1-1 for help finding community, health and disaster support services in your community.

Administrative Office:
(858) 300-1300

ON THE WEB

Website:
211sandiego.org

MAILING ADDRESS

2-1-1 San Diego
P.O. Box 420039
San Diego, CA 92142

EMAIL

General Information:
info@211sandiego.org

Media Inquiries:
media@211sandiego.org

SOCIALIZE