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.

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.

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:
  - 36%: 3 people
  - 20%: 2 people
  - 16%: 1 person
  - 13%: 0 people
  - 8%
  - 6%
  - 3%

- Age:
  - 22%: 19-29
  - 22%: 30-39
  - 20%: 40-49
  - 13%: 50-59
  - 12%: 60-65
  - 7%: 65+

- Monthly Household Income:
  - 48%: $0 - $800
  - 33%: $801 - $1,500
  - 11%: $1,501 - $2,100
  - 8%: $2,101+

- Gender:
  - 27%
  - 73%

- 2-1-1 San Diego Speaks Your Language:
  - Spanish
  - Arabic
  - English
  - Mandarin
  - Tagalog
  - Nuer
  - Russian
  - Farsi
  - Amharic

Top 10 languages of callers are:

*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.

- 27% Housing & Shelter
- 21% Healthcare
- 20% Public Assistance Programs
- 19% Utility Assistance
- 13% Food Assistance
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. Underlining the value of education and getting clients to the correct services in a timely manner is informed in everything we do.

AIBS Reaccreditation at 2-1-1 San Diego

AIBS reaccreditation is a rigorous, three-year process that strengthens and continually improves our operations. 2-1-1 San Diego is proud to have been reaccredited by the American Institute of Business Standards (AIBS). As part of AIBS’ AIRS Reaccreditation, 2-1-1 San Diego reaffirms its commitment to providing the highest level of quality in every call.

My client called 2-1-1 to find the nearest shelter or reduced-cost mammograms and other health services. Cure, 2-1-1 San Diego’s breast health specialists educated nearly 24,000. My client was told to self-examine and she went to the doctor for a mammogram. She was diagnosed with breast cancer.
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 collaboration with the region’s community, service 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, staff, families, agency and leaders on the importance of access to healthcare through the Covered California program.

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.
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  RSVP  CONNECT WITH US

WATCH OUR “WHAT IS 2-1-1?” VIDEO  WATCH OUR “CALL ME MAYBE” VIDEO
# Financials

## Financial Highlights

<table>
<thead>
<tr>
<th>Statement of Financial Position</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>1,300,020</td>
<td>455,536</td>
</tr>
<tr>
<td>Receivables</td>
<td>1,324,569</td>
<td>1,059,357</td>
</tr>
<tr>
<td>Other Assets</td>
<td>550,465</td>
<td>576,635</td>
</tr>
<tr>
<td>Total Assets</td>
<td>3,175,054</td>
<td>2,091,528</td>
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<tr>
<td>Current Liabilities</td>
<td>737,439</td>
<td>537,421</td>
</tr>
<tr>
<td>Net Assets</td>
<td>2,437,615</td>
<td>1,554,107</td>
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</table>

## Statement of Activities (Support, Revenue and Expenses)

<table>
<thead>
<tr>
<th>Year Ended June 30, 2013</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and Revenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fee for Service</td>
<td>6,871,327</td>
<td>4,769,926</td>
</tr>
<tr>
<td>Contributions</td>
<td>813,429</td>
<td>967,417</td>
</tr>
<tr>
<td>Total Support and Revenue</td>
<td>7,684,756</td>
<td>5,737,343</td>
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<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>6,071,573</td>
<td>4,680,437</td>
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<tr>
<td>General and Administrative</td>
<td>561,881</td>
<td>446,269</td>
</tr>
<tr>
<td>Fundraising</td>
<td>167,795</td>
<td>261,477</td>
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<tr>
<td>Total Expenses</td>
<td>6,801,249</td>
<td>5,388,183</td>
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<tr>
<td>Increase in Net Assets</td>
<td>883,507</td>
<td>349,160</td>
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</table>

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Contributions</th>
<th>Contract Service Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$900,000</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>2009</td>
<td>$1,300,000</td>
<td>$1,600,000</td>
</tr>
<tr>
<td>2010</td>
<td>$900,000</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>2011</td>
<td>$800,000</td>
<td>$4,100,000</td>
</tr>
<tr>
<td>2012</td>
<td>$1,000,000</td>
<td>$4,700,000</td>
</tr>
<tr>
<td>2013</td>
<td>$800,000</td>
<td>$6,900,000</td>
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</tbody>
</table>

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

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 +)

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  
Bottle Shepherd  
Black & Watch Corporation  
Brian Baker  
CA Technologies  
Cisco Systems  
City of National City  
City of San Marcos  
Connie Matsui  
Copy Cow of La Jolla  
Cox Communications  
Dr. Clyde H. Beck, Jr.  
EMC  
HealthNet  
Hitachi Data Systems  
Hospital Association of San Diego and Imperial Counties  
Hewlett Packard  
IntContact  
James Hay  
Jewish Community Foundation  
Kaiser Permanente  
Legal Aid Society of San Diego, Inc.  
Managed Solution  
McCarthy Family Foundation  
Muller 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

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