



LEVERAGING + LAYERING 2011-2012 Annual Report

Creating Connections That Change Lives!



2-1-1 San Diego continues to evolve as a critical connection between individuals in need of support and the organizations that can help. We've built a strong foundation of high quality services and community partnerships, and are **leveraging** existing programs and **layering** new ways of serving our clients. This year we connected more than 400,000 people to critical resources through the 2-1-1 contact centers, searchable online database and follow-up services.

None of this could be done without the backing of key community and government leaders who speak highly of our services, our committed client service representatives who answer the call of duty with unparalleled professionalism and care, and our clients who are equally committed to having a positive impact in the community.

We reach out to every nonprofit, government entity and community leader to become part of the solution and join us in being a top resource for San Diego.

On behalf of the staff and Board of Directors of 2-1-1 San Diego, we are thankful for the past year of support and are excited about the many innovations unfolding this year that will help facilitate life-changing connections.

John Ohanian
Chief Executive Officer

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

Mission:

2-1-1 San Diego's mission is to help people by connecting them efficiently to the service delivery system, and by providing vital trend information for community planning.

Vision:

2-1-1's phone service provides the community with trusted, accurate and timely information 24 hours a day in more than 200 languages.

Values:

- Respect for all people
- Excellent customer service
- Community benefit is at the forefront of all we do
- Entrepreneurial, collaborative and innovative spirit
- Efficient and sustainable services
- Integrity in all we pursue and provide



Real People. Real Answers. Real Connections.



Our Impact

At 2-1-1 San Diego, we know that there is important data supporting the work we do and the services we provide in the community. Here's a sample of the impact we've made in the community just in the past year:



Our Quality

The reason the 2-1-1 database is such a powerful and effective tool is due to 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:

- ✓ **9,045** Updated agency records in the 2-1-1 database
- ✓ **5,934** Community, health & disaster services
- ✓ **3,387** Programs listed in the 2-1-1 database
- ✓ **98%** Accuracy of agency referrals
- ✓ **93%** Clients would call 2-1-1 again

A YEAR OF LEVERAGING & LAYERING

JUL 2011

2-1-1 partners with Mental Health Systems, Mental Health America and Veterans Village of San Diego on the Courage to Call program providing an enhanced, tailored phone based service specific to the San Diego military and veteran community.



AUG 2011

2-1-1 receives funding from Susan G. Komen to partner and launch the region's first phone-based Breast Health Navigator program.

2-1-1 responds to the community's needs during the Southwest Power Outage working in partnership with the County of San Diego's Office of Emergency Services.

OCT 2011



2-1-1 joins the County's Access and Functional Needs Committee as the public information agency for organizations serving and individuals with access and functional needs during times of a disaster.

NOV 2011

The Community Information Exchange (CIE) project, consisting of a dozen community partners in which 2-1-1 serves as the lead program & fiscal agent, receives a \$2 million from the Alliance Healthcare Foundation's Innovation Initiative grant.

2-1-1 joins more than 100 community leaders, organizations and elected officials in marching in Veteran Day Parade to show support of our veterans and military community.

DEC 2011

JAN 2012

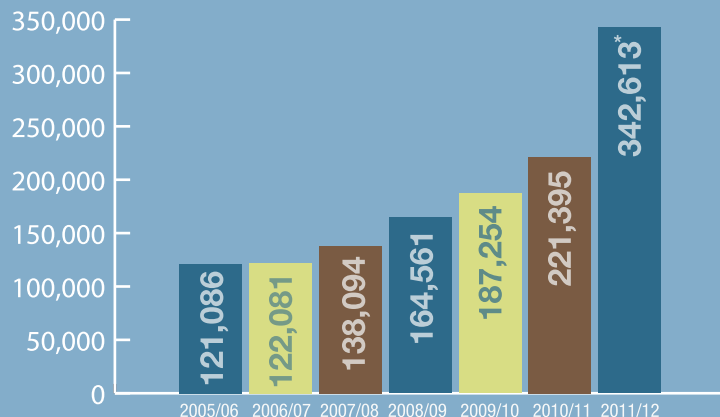
2-1-1 becomes the first in San Diego County to provide Low Income Health Program (LIHP) application completion over-the-phone via telephonic signature in a successful pilot program.



Our Growth

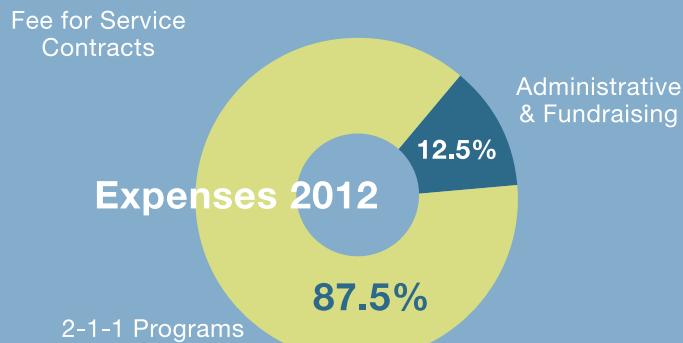
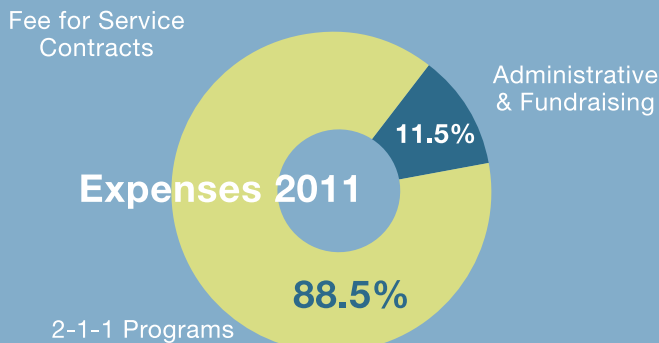
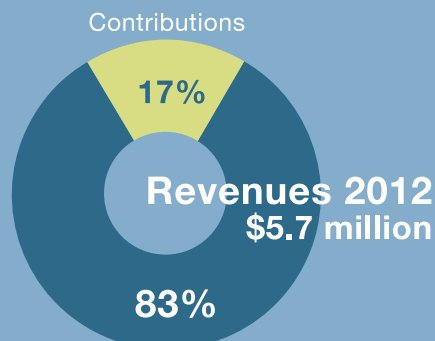
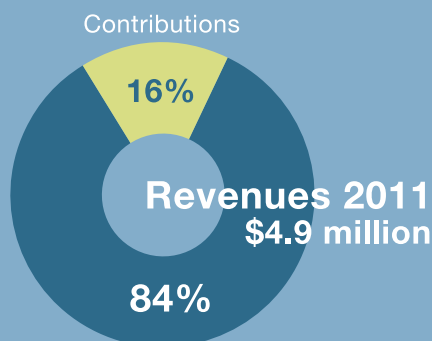
Between 2005 and 2012 our staff has grown from 34 to 72!

CALLS ANSWERED



* Total calls answered by 2-1-1 Contact Centers

Financials & Highlights



* These figures represent financial highlights from the fiscal year ended, June 30, 2011 and 2012, 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.

FEB 2012



2-1-1 celebrates the annual National 2-1-1 Day Luncheon where the event was sold out with 700 attendees celebrating the United Way of San Diego County for their dedication to the community.

MAR 2012

2-1-1 launches the agency's first "Community Resource Forum" in North County. The Forums are designed to help agencies and organizations better connect to clients through the 2-1-1 database and tools.



APR 2012



2-1-1 participates in the County of San Diego's Health and Human Services Agency's Grandparents Raising Grandchildren Conference as the place community members can turn for resources and information.

MAY 2012

2-1-1 launches in Imperial County for residents to call during times of disaster.

2-1-1 San Diego and 211 Los Angeles County establish and launch the Disaster Support Collective consisting of seven other 2-1-1s across the nation to provide high quality services by leveraging talents, expertise and technology in order to provide back up support in any event.

JUN 2012

2-1-1 receives funding from the County of San Diego Board of Supervisors to install a backup emergency generator, supporting 2-1-1's disaster redundancy plan.

2-1-1's Disaster Response Team Orientation trained more than 75 volunteers on 2-1-1's operations during a disaster.

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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