Thousands of programs... One simple number... 211

How 211 Works in Our Community
During every hour of every day, a San Diego county resident is searching for services, such as where to find affordable healthcare, financial and legal assistance, or parenting and family services. Now there’s a place for people to connect with information quickly and easily: 211 San Diego. 211 San Diego provides free, confidential, 24-hour access to community, health, and disaster information:

211 Hotline:
By dialing 211, you are linked to a live highly-trained Information & Referral Specialist who will navigate you through your problem by assessing your needs and then matching you to the best resource in your community. Assistance is confidential and offered in more than 150 languages.

Online Database:
211 San Diego’s online database of nearly 3,000 services enables anyone with internet access to find community resources and search by program or location at www.211sandiego.org with the click of a button.

In Times of Disaster:
211 works with the County of San Diego as the identified communication source to the public. 211 will ensure residents receive the most up-to-the-minute information about evacuation sites, shelters, road closures, places to donate, volunteer time, and recovery resources.

Maintaining Our Growth
211 Information and Referral Specialists answered 122,018 calls in 2006-07, representing a 35% increase in call volume since the service launched in July 2005 and maintaining the same growth as the previous year.

Additionally, 253,969 visits were made to the 211 San Diego website and Inform San Diego website, 211’s online searchable database.

Top 10 Reasons Why People Call 211

Our Service, Our Client
The 2006-07 client satisfaction study results show that 211 continues to do an excellent job in meeting the needs of clients. Highlights of this year’s evaluation include:

- 99% of clients surveyed were satisfied with the service they received from 211
- The “typical” client was female, non-Caucasian, English-speaking, 43 years old, and living in a 3-person household with 2 children under the age of 18 and a household income of $20,734
- Among those contacted for the follow-up survey, 92% indicated they had tried to call or visit the agencies 211 referred them to
- Over 80% stated that they felt more in control of the situation they called about and more confident to make informed decisions as a result of the information they received.
Achieving and Ensuring Best Management Practices

211 San Diego, a member of Alliance of Information and Referral Systems (AIRS), successfully attained the AIRS accreditation with highest honors after a two-year application process. Accreditation determines, through a comprehensive process, whether an organization meets the AIRS Standards for professional Information and Referral. Having submitted and passed the formal application in May 2006 and AIRS site visit in April 2007, 211 was recognized for a number of “best practices,” including the quarterly report to the Board reflecting our agency’s progress identified through “Critical Success Indicators” evaluation system.

211 Beyond Our Region

Through a group of eight 211 providers, the 211 Southern California Collaborative, 211 San Diego develops mutual aid agreements and shares experiences and information that impact collective efforts. This model demonstrates effective ways that 211 providers can work together to improve local services and strengthen capacity, especially during times of disaster.

On a statewide level, 211 San Diego has provided leadership for over five years in an effort to provide 211 services to 100% of the California population by 2010. Since the first launch of 211 in California with Ventura County in February 2005—followed quickly by San Diego, Los Angeles and others in July 2005—access to 211 has spread to 80% of Californians. The 211 California leadership team continues its work to assure that all state residents have access to this critical social resource.

Making Help Easier to Access

Verizon Wireless joined AT&T (Cingular), Cricket, Sprint/Nextel, and T-Mobile wireless services in making 211 available to all San Diegans through all major cell phone providers.

Blue phones were added to lobbies of four courthouses so that individuals who are mandated to complete a program have direct access to a 211 Information and Referral Specialist.

211 also upgraded its TTY system to assist the hearing impaired more efficiently; the new program captures a conversation between the client and call specialist on screen making the process easier for both parties.

211 developed “focus pages” on our online database for people and agencies looking for specific information on such topics like First 5 Commission of San Diego programs, HIV/AIDS, parenting, disaster, board and care facilities, and homeless services.

Helping San Diego County through a Disaster

211 San Diego worked extensively over the past year to integrate a disaster response component into its core mission:

Securing Funding 211 San Diego completed an initial contract with San Diego County Health and Human Services to increase our public information capacity in the case of a public health emergency. We also received funding through the Homeland Security Grant to provide crucial communications and monitor unsolicited donations during times of disaster.

Laying the Foundation 211 hired a Disaster Planner responsible for updating the Emergency Operations Plan and creating a disaster preparedness budget for the agency. These components include internal plans to respond to all foreseeable emergencies affecting the 211 facility and staff. In addition, OES also designated $120,000 from the Homeland Security Grant for 211 San Diego to purchase and install an emergency power generator. The generator guarantees that we will have the power to continue 211 service when a disaster strikes our region.

Preparing Our Staff 211 San Diego participated in the countywide, full-scale biological exercise as a full partner and the lead agency for emergency public information in April 2007. 211 San Diego’s handling of emergency public information was rated a “major strength” in the After Action Report. 211 also functioned as a full partner in the San Onofre Nuclear Generation Station exercise that took place in April. FEMA evaluators lauded 211 San Diego’s handling of public inquiry.
Expanding Our Funding Base Through Partnerships

211 San Diego—a community effort reflected by its many private, public, and nonprofit partnerships—is grateful for the support of our founding funders:

- The First 5 Commission of San Diego
- The County of San Diego
- San Diego Gas & Electric
- The United Way of San Diego County
- Weingart-Price Fund at the San Diego Foundation
- Kaiser Permanente

211 San Diego focused on resource development and the stewardship of financial partners and programs during this fiscal year.

Expanding Our Mission to Help Cities and Their Residents

211 San Diego partnered with the League of California Cities San Diego County Division to encourage financial support among all the cities in the region. The League of California Cities distributed a support letter recommending each city to budget 20 cents per individual in their respective populations.

The City of Poway responded to the letter by authorizing a $5,000 contribution to support 211 San Diego, followed by the Cities of Del Mar, Escondido, and Solana Beach. Additional cities are expected to contribute in the 2007-08 fiscal year.

Working to Build Awareness of 211

Scripps Community Health Fund donated $20,000 for 211 San Diego’s outreach efforts to increase the awareness and use of 211 in the Hispanic and Somali communities. This funding allowed us to research and work with various agencies whose client base consists of the two communities, and most specifically, to secure a Somali Information and Referral Specialist. In addition, San Diego Gas & Electric continued its historical support by providing 211 with $150,000 to work with San Diegans seeking utility assistance when calling 211, while Union Bank of California provided $6,250 in unrestricted funds to 211 San Diego.

211 San Diego Funders
July 1, 2006 to June 30, 2007

$900,000 and Over
First 5 Commission of San Diego

$100,000 to $899,999
County of San Diego Health and Human Services Agency
County of San Diego Office of Emergency Services
San Diego Gas & Electric
United Way of San Diego County

$15,000 to $99,999
County of San Diego Medical Administrative Activities
Food Stamp Media Pilot Program
Scripps Health Community Benefit Fund
Weingart-Price Fund at the San Diego Foundation

Up to $14,999
Bilateral Safety Corridor Coalition
City of Escondido
City of Poway
Food Bank Outreach Program
Reach Out
Union Bank of California

211 San Diego Founding Funders:
Friends of 211
July 1, 2006 to June 30, 2007

We truly appreciate all gifts made to 211 San Diego by our Friends of 211. Your donations have helped us put community services at the fingertips of all San Diegans. If we omitted, misspelled, or listed your name incorrectly, please accept our apology for this inadvertent error, and contact our administrative desk at (858) 300-1300.

$1,000 +
Penny and Julien L. Abell
Roben and Fred Gerson
Henry W. Haimsohn Fund of the Jewish Community Foundation
Sara Matta
Stacey Nakahara
Mary Norvell
The Padres Foundation
Diane Strum
William and Norma Verbeck
Yolanda A. Whiting

$50 to $199
Steve and Betty Allman,
   In honor of Gina Hallen
Anonymous (1)
Margaret W. Budd
Carolyn Butterfield
Valerie Crane
Judy Garrett
Ronald P. Gerber
James T. Hay, M.D.
Global West
Pamela A. Gould
Donna Johnson
William and Christine Lewis
Sandra Lilfriend
Niel McNab
Cindy Olmstead
Lori Ritman
Bettie Shepherd
Skiljan Family
Erlin Spurluck
Jerry and Anne Stundahl
Claude Townsend
Karen Wells

$200 to $999
Michael Bardin
Clyde H. Beck, Jr., M.D.
Phil Blair
Bruce and Elaine Boland
Howard W. Brotman
Sarah Dubin-Vaughn
Daryl Franz
Kristin Garrett
Michael and Holley Godfrey
Jim and Helene Greene
Timothy Haviland
Paul Joseph
Kerry E. Mayer-Foster
Donald and Rita Morgan
Jack Petralia
Rhonda L. Phelps
Anthony and Bridgette Torres
Mary R. Truman
Yvette Vazquez
Vista Hill Foundation
Anne Watkins
Judith R. Yates
Carol Young, M.D.
Charlene Zettel

Up to $49
Anonymous (2)
Greg Anglea
Ruth Landaal
Lucinda Nord
George Scolori
Alda Tessier, M.D.
Charles Wigle,
   In honor of the 211 staff

National 211 Day: Celebrating Our Partners
February 11, 2007

211 San Diego held its Fourth Annual 211 Day Celebration on February 9, 2007 to honor and recognize 211 San Diego partners who contribute to the success of the 211 service in the community. The luncheon was coined a success, with more than 120 guests in attendance and over $17,000 raised with the help of seven table sponsors underwriting the cost of the event. Sponsors included Barney & Barney, Community Health Improvement Partners; Del Mar Community Connections; Foley & Lardner, LLP; Gatto, Pope, and Wallick, LLP; San Diego Gas & Electric; Scripps Health; and United Way of San Diego County. 211 San Diego thanks all of our friends who supported us in celebrating our partners.

Penny Abell
Buck Abell
Chana Anderson
Tia Anzelliotti
Wainani Au Oesterle
Sally Baldus
Michael Bardin
Herberto Batiz
James Beaubaux
Phil Blair
Anette Blatt
Bruce Boland
Elaine Boland
Celia Brewer
Raveena Bridinger
Howard Brotman
Dwane Brown
Scott Brown
Shannon Brown
Carolyn Butterfield
Yvette Canaba
Rob Carely
Claudia Carrillo
Liliane Choney
Melanie Cohn
Mary Colaccco, Ph.D.
Sharon Corrigan
Supervisor Greg Cox
Jennifer Danzig
Mary Davis
Robert Dean
Julie DeBenedetti
Irma DePratti
Sarah Dubin-Vaughn
Noelle Edwards
Daryl Franz
Bob Freels
Kristin Garrett
August Gioh
Mike Godfrey
Helene Greene
Jim Greene
Catrina Gregory
Michael Guin
Jeanette Hadaway
Henry Haimsohn
Tim Haviland
Mike Haworth
Phillis House-Cepeda
Maleka Hurley
Paul Joseph
Maria Kish
Thersa Latoosh
Gregg Lawless
Jack Leggett
Pat Libby
Edward Lopez
Leah Lubinsky
Christian Lytle
Debbie Macdonald
Randall Marks
Jill McGhee
Paul McNally
Elizabeth McPhail
Cheryl Moder
Don Morgan
Rita Morgan
Maddy Morris
Doug Myrland
Susan Myrland
Teri Newman
Olivia Nguyen
Stacey Nakahara
Mary Norvell
Jennifer Palombo
Michael Parenteau
Emily Perey
Mitchell Perey
Kristie Peterson
Jack Petralia
Mayor Lori Holt Pfeiler
Rhonda Phelps
Stasia Place
Holly Porter
Diane Racicot
Lori Ritman
Gerry Ronquillo
Bob Ross
Rene Santiago
Gloria Saporito
Doug Sawyer
George Scolari
Shreya Shah
Katie Shultz
Terry Sinnott
Ahmed Solomon
Tom Storer
Diane Strum
Carol Young, M.D.
Catherine Zappacosta
Charlene Zettel
Scott Suckow
Bridgette Torres
Claude Townsend
Mary Truman
Elizabeth Urquhart
Kathryn Vaughn
Aida Velazquez
Lisa Vandervort
Yvette Vazquez
Stephen Velez-Confer
Kirk Wallick
Karen Wells
Carol Williams
Yolanda Whiting
Ed Whitmore
Judith Yates
Steve Yi
211 San Diego Board of Directors

Henry Haimsohn, Board Chair
Howard W. Brotman, Board Treasurer
Penny Abell, 211 San Diego Coalition Chair and Board Secretary
Clyde H. Beck, Jr., M.D., Scripps Health
Edward J. Carnot, Attorney
Charles C. Ertl, Ph.D., San Diego Coalition for Mental Health
James T. Hay, M.D., F.A.A.F.P.
Joan Langduth, Licensed Clinical Social Worker, UCSD
Stacey L. Nakahara, Gatto, Pope, & Walwick, LLP
Mary Norvell, Procopio, Corey, Hargreaves & Savitch, LLP
Diane Strum, Kaiser Permanente
Yole Whiting, San Diego Gas & Electric
Gordon Wiens, Bank of America

211 San Diego Leadership Committee

Penny Abell, 211 San Diego Coalition Chair
Nancy Bowen, M.D., County Public Health Officer
Greg Cox, County Board of Supervisors
Sister RayMonda DuVall, Catholic Charities
Kathryn Lembo, South Bay Community Services
Sara Matta, 211 San Diego
Jack McGrory, Price Charities
Judge James Milliken, Superior Court, Retired
Victoria Penland, Council of Community Clinics
Lori Holt Pfeiler, Mayor of Escondido
Antonio Pizano, MAAC Project
Ruth Riedel, Ph.D., Alliance Healthcare Foundation
Doug Sawyer, United Way of San Diego County
Jean Shepard, Health and Human Services Agency
Pamela B. Smith, Aging and Independence Services
Laura Spiegel, First 5 Commission of San Diego County
Cecil Steppe, San Diego Urban League
Chris Van Gorder, Scripps Health
Chief Scott Walker, Bonita-Sunnyside Fire Department
Larry Willette, San Diego Trust Bank

211 San Diego Coalition

Penny Abell, Chair
Michael Bardin, Scripps Health
James Beaubaux, San Diego County Medical Society
Peggy Beers, Mental Health America of San Diego County
Erika Black, Office of County Board Supervisor Pam Slater
Leslie Bojorquez, Home Instead Senior Care, East County
Susanne Boston, County Maternal, Child & Family Health Services
Carol Bos, Sharp HealthCare
Jean Bruni, Employers Legal Advisors of California
Karen Butler, San Diego Police Department
Linda Cannon, County Mental Health Services
Sandi Capuano, Center for Community Solutions
Anna Cardenas, YMCA Childcare Resource Services
Rob Carley, Full Access & Coordinated Transportation, Inc.
Jeff Clellen, County Aging and Independence Services
Shirley Cole, North County Lifeline
Rick Collantes, First 5 Commission of San Diego
Terry Cunningham, County Office of AIDS Coordination
Angie DeVoss, Consultant
Phil Dietz, (formerly with) United Way of San Diego County
Missy Donnelly, Consultant
Lynn Eldred, First 5 Commission of San Diego
Kristin Garrett, Community Health Improvement Partners (CHIP)
Claudia Gastelum, Reach Out Project
Roben Gerson, San Diego Public Library
Stephanie Gioia, County Board Supervisor Ron Roberts
Terri Gomez, County Kids Health Assurance Network
Mary Jo Grubbs, Community Volunteer
Anna Hennessy, County Aging and Independence Services

211 San Diego Coalition, continued...

Catherine Hill, League of California Cities – San Diego Division
Maleka Hurley, Community Health Improvement Partners (CHIP)
Susan Infantino, City of San Diego – Fire Communications
Mary Joyce, United Behavioral Health, Access and Crisis Line
Anna Knuth, San Diego Police Department
Joan Langduth, Licensed Clinical Social Worker, UCSD
Deborah Lester, Regional Task Force on the Homeless
Debbie Macdonald, YMCA Childcare Resource Services
Debbie Marshall,
    Area Board 13, State Council on Developmental Disabilities
Jeanine Nash, Meals-on-Wheels Greater San Diego
Carol Neidenberg,
    Consumer Center for Health Education and Advocacy
Kathy Patoff, Union Bank of San Diego
Mitchell Perey, Dignified Living Choices, Inc.
Dan Petro, San Diego Police Department
Sheri Petro, VPI Strategies
Stasia Place, County Office of Emergency Services
Tracey Reann, Neighborhood Healthcare
Bettie Reinhardt, NAMI San Diego
Connie Roberts, Institute for Collaborative Partnerships
Vanessa Rodriguez, Center for Community Solutions
Rene Santiago, County Health and Human Services Agency
George Sculari, Community Health Group
Shreya Shah, Community Health Improvement Partners (CHIP)
Diane Strum, Kaiser Permanente
Anne Stundahl, Information and Referral Network
Scott Suckow, Mental Health America of San Diego County
Verna Tabor, Center for Community Solutions
Sharyn Tolle, Consultant
Yolanda Valdez, County Health and Human Services Agency
Ofelia Valdez-Najar, County Health and Human Services Agency
Jerry VanLeeuwen, City of Escondido
Milton J. Webb, County HIV, STD & Hepatitis Branch
Dianne Williams, County Kids Health Assurance Network
Charles Wyborny, San Diego Public Library
Judith Yates,
    Healthcare Association of San Diego and Imperial

211 San Diego Staff

Linda Anderson
Juan Garcia
Melanie Austin
Carmen Godinez
Bill Barrett
Marissa Gonzalez
Victoria Collins
Sandra Gutierrez
Sha Cureington
Perla Hernandez
Danielyn Dacon
Maria Huerta
Debbie Diemert
Deborah Kiala
Layla Diiryie
Cassie Lewis-Beevers
Debra Fitzgerald
Elizabeth Lirio
Mona Freels
Adriana Lloyd
Luisa Ganez
Kip Makkonen

Sara Matta
Beckie Neely
Bill Norris
Kristen Olafson
Claire Oksayan
Jamila Peraza
Cassandra Reese
Reina Retana
Varely Revell
Aidee Roman
Amy Schofield
Connie Seeig
Thelma Staley
Kevin Starks
Meg Storer
JT Simkins
Nancy Tarbell
Betty Timko
Lucy Velazquez
Fue Vue
Sandy Wilson
Jim Yber
211 San Diego Financial Highlights

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$ 7,961</td>
<td>$ 91,209</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$ 273,840</td>
<td>$ 221,770</td>
</tr>
<tr>
<td>Inventory &amp; Prepaid Expenses</td>
<td>$ 25,712</td>
<td>$ 34,334</td>
</tr>
<tr>
<td>Property &amp; Equipment</td>
<td>$ 209,813</td>
<td>$ 91,621</td>
</tr>
<tr>
<td>Deposits and Other Assets</td>
<td>$ 23,411</td>
<td>$ 13,365</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 540,737</strong></td>
<td><strong>$ 452,299</strong></td>
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<table>
<thead>
<tr>
<th>ACTIVITY SUMMARY</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support &amp; Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contracts</td>
<td>$ 1,456,253</td>
<td>$ 1,401,907</td>
</tr>
<tr>
<td>Grants</td>
<td>$ 624,999</td>
<td>$ 538,724</td>
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<tr>
<td>Program Services &amp; Sales</td>
<td>$ 66,048</td>
<td>$ 96,485</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 2,147,300</strong></td>
<td><strong>$ 2,037,116</strong></td>
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</table>

| Expenses                      |           |           |
| Program Services              | $ 1,695,664 | $ 1,790,964 |
| Supporting Services           | $ 219,893  | $ 199,504  |
| Fundraising                   | $ 38,750   | $ 70,707   |
| **Total Expenses**            | **$ 1,954,307** | **$ 2,061,175** |

<table>
<thead>
<tr>
<th>Increase (Decrease) in Net Assets</th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>$ 192,993</td>
<td>$ (24,059)</td>
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<table>
<thead>
<tr>
<th>Net Assets at End of Year</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 389,955</td>
<td>$ 196,962</td>
<td></td>
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</table>

*These figures represent the period July 1, 2006 to June 30, 2007. Figures are highlights from the 211 San Diego's financial statements.*

**AUDIT**

The annual audit, overseen by the independent Audit Committee, is comprehensive to ensure that management is fulfilling its responsibilities in providing accurate and reliable financial information. 211 San Diego was pleased to receive an unqualified audit opinion from the public accounting firm AKT LLP.