



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:

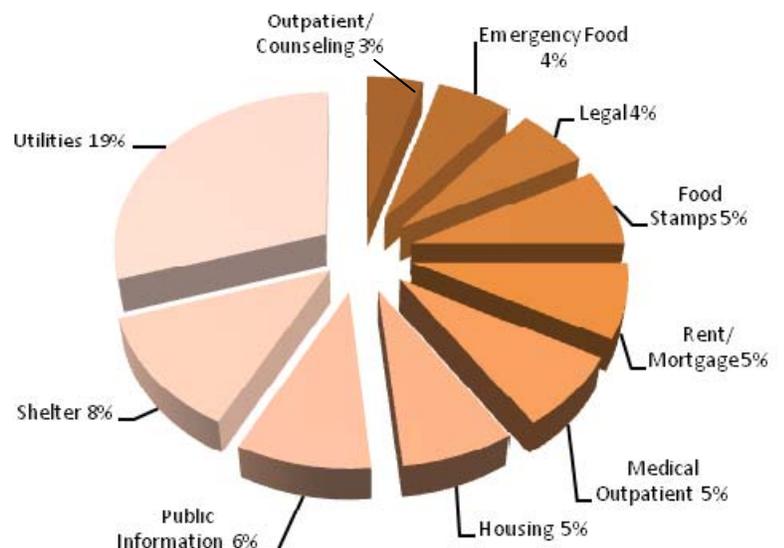
211 works with the County of San Diego as the identified communication source to the public. 211 will ensure residents receive the most up-to-the-minute information about evacuation sites, shelters, road closures, places to donate, volunteer time, and recovery resources.

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.



From left to right: Randall Marks of First 5 Commission, Yole Whiting of SDG&E, San Diego Board of Supervisors Chairman Greg Cox, Diane Strum of Kaiser Permanente, Doug Sawyer of the United Way of San Diego County, and Mike Bardin of Scripps Health and Chair of the CHIP Board of Directors at 211 San Diego's Fourth Annual 211 Day Luncheon

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

\$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

\$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 Liflander
 Niel McNab
 Cindy Olmstead
 Lori Ritman
 Bettie Shepherd
 Skiljan Family
 Erin Spurlock
 Jerry and Anne Stundahl
 Claude Townsend
 Karen Wells

Up to \$49

Anonymous (2)
 Greg Anglea
 Ruth Landaal
 Lucinda Nord
 George Scolari
 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 Walwick, 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	Helene Greene	Mayor Lori Holt Pfeiler
Buck Abell	Jim Greene	Rhonda Phelps
Chana Anderson	Catrina Gregory	Stasia Place
Tia Anzellotti	Michael Guin	Holly Porter
Wainani Au Oesterle	Jeanette Hadaway	Diane Racicot
Sally Baldus	Henry Haimsohn	Lori Ritman
Michael Bardin	Tim Haviland	Gerry Ronquillo
Herberto Batiz	Mike Haworth	Bob Ross
James Beaubeaux	Phyllis House-Cepeda	Rene Santiago
Phil Blair	Maleka Hurley	Gloria Saporito
Anette Blatt	Paul Joseph	Doug Sawyer
Bruce Boland	Maria Kish	George Scolari
Elaine Boland	Thersa Latosh	Shreya Shah
Celia Brewer	Gregg Lawless	Katie Shultz
Raveena Bridinger	Jack Leggett	Terry Sinnott
Howard Brotman	Pat Libby	Ahmed Solomon
Dwane Brown	Edward Lopez	Tom Storer
Scott Brown	Leah Lubinsky	Diane Strum
Shannon Brown	Christian Lytle	Carol Young, M.D.
Carolyn Butterfield	Debbie Macdonald	Catherine Zappacosta
Yvette Canaba	Randall Marks	Charlene Zettel
Rob Carley	Jill McGhee	Scott Suckow
Claudia Carrillo	Paul McNally	Bridgette Torres
Liliane Choney	Elizabeth McPhail	Claude Townsend
Melanie Cohn	Cheryl Moder	Mary Truman
Mary Colacicco, Ph.D.	Don Morgan	Elizabeth Urquhart
Sharon Corrigan	Rita Morgan	Kathryn Vaughn
Supervisor Greg Cox	Maddy Morris	Aida Velazquez
Jennifer Danzig	Doug Myrland	Lisa Vandervort
Mary Davis	Susan Myrland	Yvette Vazquez
Robert Dean	Teri Newman	Stephen Velez-Confer
Julie DeBenedetti	Olivia Nguyen	Kirk Walwick
Irma DePratti	Stacey Nakahara	Karen Wells
Sarah Dubin-Vaughn	Mary Norvell	Carol Williams
Noelle Edwards	Jennifer Palombo	Yolanda Whiting
Daryl Franz	Michael Parenteau	Ed Whitmore
Bob Freels	Emily Perey	Judith Yates
Kristin Garrett	Mitchell Perey	Steve Yi
August Ghio	Kristie Peterson	
Mike Godfrey	Jack Petralia	

211 San Diego is a nonprofit 501(c)(3) organization. Individual, corporate, foundation, government, and United Way funding support 211 San Diego. Donations to 211 are fully tax-deductible. Our tax identification number is 33-1029843.

The Faces Behind 211 San Diego

July 1, 2006 – June 30, 2007

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 Landguth, 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 Beaubeaux, 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 Landguth, 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
 Jeannine 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
 Sherri Petro, VPI Strategies
 Stasia Place, County Office of Emergency Services
 Tracy Ream, 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 Scolari, 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 Wyborney, San Diego Public Library
 Judith Yates,
 Healthcare Association of San Diego and Imperial

211 San Diego Staff



Linda Anderson	Juan Garcia	Sara Matta
Melanie Austin	Carmen Godinez	Beckie Neely
Bill Barrett	Marissa Gonzalez	Billi Norris
Victoria Collins	Sandra Gutierrez	Kristen Olafson
Sha Curington	Perla Hernandez	Claire Oksayan
Danielyn Dacon	Maria Huerta	Jamilah Peraza
Debbie Diemert	Deborah Kiala	Cassandra Reese
Layla Diriye	Cassie Lewis-Beevers	Reina Retana
Debra Fitzgerald	Elizabeth Lirio	Varely Revell
Mona Freels	Adriana Lloyd	Aidee Roman
Luisa Gamez	Kip Makkonen	Amy Schofield
		Connie Seelig
		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

ASSETS	2007	2006
Cash	\$ 7,961	\$ 91,209
Accounts Receivable	\$ 273,840	\$ 221,770
Inventory & Prepaid Expenses	\$ 25,712	\$ 34,334
Property & Equipment	\$ 209,813	\$ 91,621
Deposits and Other Assets	\$ 23,411	\$ 13,365
Total Assets	\$ 540,737	\$ 452,299

ACTIVITY SUMMARY	2007	2006
Support & Revenue		
Contracts	\$ 1,456,253	\$ 1,401,907
Grants	\$ 624,999	\$ 538,724
Program Services & Sales	\$ 66,048	\$ 96,485
Total Revenue	\$ 2,147,300	\$ 2,037,116
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
Increase (Decrease) in Net Assets	\$ 192,993	\$ (24,059)
Net Assets at End of Year	\$ 389,955	\$ 196,962

*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.