

515,000

ONE PHONE NUMBER:

211

211 SAN DIEGO 2008 ANNUAL REPORT

EVACUATED

HOW 211 WORKS IN OUR COMMUNITY

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

▶ **OUR VISION:**

211 is San Diego's primary source for community, health and disaster information.

▶ **OUR MISSION:**

Helping people by connecting them efficiently to the service delivery system, and providing vital trend information for community planning.

▶ **OUR CORE VALUES:**

We are trusted to provide accurate and timely information. We are reliable; clients and customers know we are always there for them 24/7.



▶ **211 HOTLINE:**

By dialing 211, you are linked to a live highly-trained Information & Referral Specialist who will navigate you through your situation 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 AND FOCUS PAGES:**

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. Focus pages, found on our website, specifically target clients and customers looking for direct information on specific topics like services for children, disaster, and homeless services.

▶ **IN TIMES OF DISASTER:**

During a disaster, 211 works with the County of San Diego's Office of Emergency Services to provide public information to the community, rumor control and trend analysis to County officials, report community needs that are not being met, and act as the central communications point for other community agencies and non-governmental organizations.

▶ **PRODUCTS AND SERVICES:**

We are pleased to announce that we will be formalizing our product line and material later this year. Our line will include:

- Products like our specialized directories, unique webpages on program specific information called focus pages, and much more;
- Fees for services;
- Information and data analysis for reports like unmet needs, call breakdown by type, and others; and
- Research and development for innovative and collaborative projects with agency partners.

TO OUR COMMUNITY:

Charles DuBois said "The important thing is this: To be able at any moment to sacrifice what we are for what we could become." This statement could not better reflect 211 San Diego, as this has been our year of change.

Over the past 38 years, 211 San Diego has changed names, revised missions, and changed leadership. Today, 211 is the region's only nonprofit that connects San Diegans to services they need, not just to solve a personal problem but to provide an outstretched hand to help a client make a life-changing and, in some cases, life-saving choice. We know this because not only did 158,000 clients dial our simple phone number for help with their everyday problems, but an additional 122,000 San Diegans called us looking for critical assistance during Firestorm 2007.

With decades preceding us, it is undeniable that this past year has been the year of change for 211. We are grateful for the commitment and dedication of Sara Matta, the former Executive Director of 211 San Diego, whom spent more than 20 years developing our 211 system. The role 211 played during Firestorm 2007 is a testament to Sara's leadership and shows that 211 is absolutely necessary for the health and safety of our community.

Sara's forethought set the stage for 211 to succeed in disaster response. Not only did we succeed in disaster, our response exceeded all expectations. Firestorm 2007 gave us a nudge to become the high-profile nonprofit we see today. This year's report reflects the hard work we did to match the needs of our community: our information technology infrastructure was reviewed and upgrades began, a volunteer core program was created, a strategic plan took place leading the organization to review and redesign its resource development and marketing structure, and an intense outreach effort to funders and partners is underway.

We are thankful to those that lent their hands to help 211 achieve our mission — from our financial supporters to our partnering corporations to our hundreds of volunteers, board members and staff. It is because of these individuals who are not afraid to dream big and act boldly, in the name of 211 and the community. If not for them, we will not become what we strive to be.



THANK YOU FOR YOUR SUPPORT.

John Ohanian CHIEF EXECUTIVE OFFICER

Henry Haimsohn CHAIR, 211 SAN DIEGO BOARD OF DIRECTORS

FIRESTORM 2007



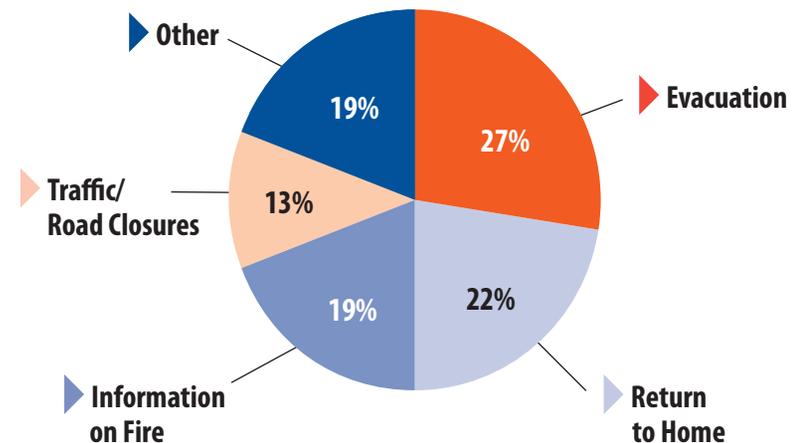
211 HELPS THOUSANDS OF SAN DIEGANS

During Firestorm 2007, the County of San Diego's Office of Emergency Services (OES) and the media used 211 San Diego as the place to call for non-emergency disaster-related information. 211 worked around the clock providing up-to-the minute information on the disaster and helping more than 122,000 San Diegans connect to critical resources they needed. This represented a 7,000% increase in business between October 21 and 31, spurring a 60% increase in call volume that remains today.

211 would not have been able to meet that demand without the help of more than 1,200 volunteers. The volunteers offered service in several areas including: Phone and Resource Center, information and technology, logistics and administrative support. With the outpouring of support, a Volunteer Coordinator was brought on board to build and maintain a sustainable and long-term volunteer program.

Even though the smoke has cleared, 211 continues to provide recovery referrals and information to clients effected by last year's disaster.

WHY PEOPLE CALLED DURING FIRESTORM 2007



NATIONAL 211 DAY PRESS CONFERENCE

211 San Diego, in partnership with the League of California Cities and the County of San Diego, hosted a press conference on National 211 Day (February 11, 2008) at the Copter 1 airbase at Montgomery Field to call attention to the need for support of our service. Speakers included John Ohanian, CEO of 211 San Diego; Greg Cox, Chairman of the San Diego County Board of Supervisors; Cheryl Cox, Mayor of Chula Vista; Bill Gore, Undersheriff, San Diego County;

Tracy Jarman, Fire Chief for the City of San Diego; and Joe Kellejian (past Mayor), City of Solana Beach Councilmember. Also present were William York, 211's Trainer, and Joy Fahrenkrog, a 211 volunteer. The press conference was deemed a success, followed with coverage by KFMB, Fox 6, KNSD, and Contra Costa Times, KUSI nightly news, and KUSI's San Diego People that aired a 30-minute segment that focused on the collaborative partnership between 211 and 911.

211 SALUTES AND THANKS THE FOLLOWING ORGANIZATIONS FOR THEIR SUPPORT AND DEDICATION TO 211'S MISSION DURING FIRESTORM 2007:



*Qualcomm Incorporated
County of San Diego
AT&T*

*Community Health
Improvement Partners
County of San Diego District Attorney*

*County of San Diego Office
of Emergency Services
Google*

*IBM
Pangea Foundation
San Diego Futures Foundation*

*Union Bank of California
Chairman Greg Cox,
County of San Diego Board of Supervisors*



THE 211 SERVICE CONTINUES TO GROW

211 call specialists answered 158,700 calls in 2007-08, representing a 35% increase in call volume since the service launched in July 2005. Additionally, 907,722 visits were made to the 211 San Diego website and Inform San Diego website, 211's online searchable database.

OUR SERVICE, OUR CLIENT

The results from the Client Satisfaction Report completed in 2007-08 indicate that 211 clients remain highly satisfied with our service. Despite a 60% increase in call volume due to the Firestorm publicity, 98% report being satisfied. Highlights of this year's evaluation include:

- Fewer clients were dialing 211 for the first time and more were making 211 the first number they called. These findings reflect increased awareness of 211 among the general public.
- Overall, clients would call again if they needed help in the future (99%), and would recommend the service to someone else (98%).
- The "typical" caller in the survey group was female, non-Caucasian, English-speaking, 45 years old, living in a 3-person household, and with an annual household income of \$18,436.

211 PROVIDES QUALITY SERVICE

The First 5 Commission of San Diego's Secret Shopper was implemented in April. The program monitors and scores 211's customer service skills as well as the ability to relay quality and accurate referrals to clients. Presently, program scores are at a 88% positive response rate.

TOP 10 REASONS CLIENTS CALL 211

<u>NEED</u>	<u>CALLS</u>
UTILITIES	22,922
PUBLIC INFORMATION	11,291
RENT/MORTGAGE	9,087
EMERGENCY SHELTER	7,027
HOUSING ASSISTANCE	6,504
LEGAL SERVICES	5,991
EMERGENCY FOOD	5,748
FOOD STAMPS	5,028
MEDICAL OUTPATIENT	4,634
GOVERNMENT ASSISTANCE	4,246

TOP 10 AGENCIES 211 REFERS CLIENTS TO

COUNTY OF SAN DIEGO - HHS	10,407
CAMPESINOS UNIDOS INC.	9,668
MAAC	5,220
CATHOLIC CHARITIES	4,485
SALVATION ARMY, SIERRA DEL MAR DIVISION	4,085
SDG&E - NEIGHBOR-TO-NEIGHBOR PROGRAM	3,818
FAMILY HEALTH CENTERS OF SAN DIEGO	2,565
ST. VINCENT DE PAUL VILLAGE	2,438
VOLUNTEERS OF AMERICA SW CA	2,182
INTERFAITH COMMUNITY SERVICES	2,120

ENHANCING OUR SERVICES STRATEGICALLY

211 San Diego engaged in a strategic planning process to prioritize and enhance our services. Facilitated by San Diego Social Venture Partners, the plan resulted in a revised vision, mission, core values, and drivers for change that supports the 211 we know today. The key result areas 211 will focus on in the next three to five years are clients and customers, staff (paid and volunteer), products and services, financial support, and community awareness.

GROWING THROUGH TECHNOLOGY

211 continues to make IT and infrastructure growth and sophistication a main focus this year. Through partnerships with Qualcomm Incorporated, San Diego Futures Foundation (SDF), and the Pangea Foundation, in conjunction with the guidance from 211's Technical Advisory Committee, 211 has been able to provide high level network administrative support to its staff for both every day and disaster operations.

211'S VOLUNTEERS

With more than 250 volunteers currently making up our active volunteer corps, 211 has further developed its volunteer program to include on-going, daily volunteer opportunities, like phone and resource center, IT, marketing and administrative projects. 211 has corporate volunteerism collaborations with Qualcomm, SDG&E, Union Bank, Bank of America, and Raytheon for disaster and everyday support.

THE CURRENT VOLUNTEER RESOURCE VALUE TO 211 SAN DIEGO IS OVER \$308,160 IN THE 2007-08 FISCAL YEAR.

211'S STRATEGIC DIRECTION

STRATEGIC PLAN

VISION

211 is San Diego's primary source for community, health and disaster information.

MISSION

To help people by connecting them efficiently to the service delivery system; and providing vital trend information for community planning.

CORE VALUES

We are trusted to provide accurate and timely information. We are reliable, clients and customers know we are always there for them 24/7.

DRIVERS FOR CHANGE

Community demand for 211 service. Recognition that 211 is an essential infrastructure for effective and efficient service delivery. 211 is the County's partner for community information during a disaster.

KEY RESULT AREAS

CLIENTS & CUSTOMERS

Focus on highest level of client and customer satisfaction of 211's service based on their priorities and the values.

STAFF (PAID & VOLUNTEER)

Recruit, train and retain the right people to serve clients, customers and agencies.

PRODUCT & SERVICES

Ensure that 211 is the trusted community resource for information and emerging community needs.

FINANCIAL

Raise Bridge funding that transforms 211 to a sustainable funding model over 5 years and builds the necessary infrastructure.

COMMUNITY AWARENESS

Increase community awareness at local, state and federal levels to increase usage, advocacy and funding.

INNOVATING FOR A STRONGER COMMUNITY

Fiscal year 2007-08 was a year of opportunity for 211 San Diego. Through its demonstrated value during Firestorm 2007, public awareness of 211 increased by 60% which is reflected in our call volume. To create a sustainable funding stream to meet this increase, 211 is focusing on customer satisfaction through training, service design and delivery, and product development.

ENSURING QUALITY CLIENT SERVICES

With more and more people using 211 San Diego every day, our goal is to ensure quality services by implementing efficiencies in call services and administration. In the past year, 211 hired a full-time Trainer to ensure consistent quality training to staff. Training topics include professionalism in information and referral, disaster response training, crisis intervention, dealing with difficult clients, values, perceptions and self-awareness, and customer service and phone etiquette. In addition, current trainings are being developed and implemented for each of our community initiatives.

TEAMING UP FOR HEALTHIER CHILDREN AND FAMILIES

211 works in partnership with the First 5 Commission of San Diego to provide information and referral for services regarding children under five and their families through our phone service and First 5 focus page found on our website. 211 provides information on First 5's health care access initiative, healthy developmental services, school readiness, parent education, and the oral health initiative. In the fiscal year 2007-08, more than 33% of 211s callers were eligible for First 5 services.

LINKING SAN DIEGANS TO FOOD ASSISTANCE

211 San Diego is the only 211 system in California to be the central point of information for a media outreach Food Stamp program initiated by the California Association of Food Banks. Through this program, 211 offers pre-screening for potential eligibility and gives referrals to agencies providing the Food Stamp Program. Over the past year, 211 has reached more than 6,500 people and strengthened the connection between clients in need and food resources. Moving forward in the next year, most 211s in the state will be funded to take Food Stamp calls.

THE COVERAGE INITIATIVE – MAKING ACCESS TO HEALTHCARE EASIER

The County of San Diego is promoting 211 as the place to call for information on the Coverage Initiative. This program helps off-set the costs of medical bills for low-income adults with hypertension, diabetes, pre-diabetes, high LDL cholesterol, or metabolic syndrome. By calling 211, clients not only receive a screening for eligibility of the Coverage Initiative, but through our cross marketing assessments, we have the ability to offer other needed information the client may want, like financial and food assistance.



HELPING SAN DIEGANS FIND RESOURCES

BUILDING EASY ACCESS TOOL TO AFFORDABLE HOUSING

The San Diego Foundation's Civil Society Working Group awarded \$75,000 to 211 to build an affordable housing resource tool that allows easy access to information through the 211 phone service and website. The funding will ensure that 211's database contains all of San Diego's resources related to affordable housing: assist 211 in collaborating with affordable housing programs; develop a focus page on our website for these programs; and market "Call 211 for Affordable Housing Resources" to the community.

PREVENTING CHILDHOOD OBESITY AND DIABETES

211 San Diego is working with Community Health Improvement Partners (CHIP) to create a comprehensive, centralized, multilingual resource and referral network focused on childhood obesity and diabetes prevention to be used by San Diegans and health care providers. With a \$100,000 grant secured by CHIP, 211 San Diego, CHIP and other collaborative partners will work as a team to collect information on relevant programs and services that will be inputted into the 211 database. A focus page will also be developed containing all relevant resources. In addition, the grant supports a dedicated 211 call specialist and resource specialist along with a comprehensive outreach and marketing campaign.



211 looks forward to increasing our value in the community through our partnerships with fellow agencies, community organizations, and corporations in the region over the upcoming year.

EXPANDING OUR MISSION CITY BY CITY

211 partnered with the League of California Cities to encourage all 18 cities in San Diego County to financially support 211 operations at \$.20 per person in their respective cities, and to raise awareness of our service among city residents. Closing out the fiscal year, 11 of the 18 cities have provided or committed support to 211. Cities include: Coronado, Del Mar, Escondido, Imperial Beach, Lemon Grove, National City, Poway, Santee, Solana Beach, and Vista. We look forward to 100% participation from the cities as we move forward in our outreach efforts.

LORI HOLT PFEILER, MAYOR OF ESCONDIDO, HAS BEEN A LONG-TIME SUPPORTER OF THE 211 SERVICE "I HAVE USED THE 211 SERVICE AND CAN PERSONALLY ATTEST TO THE QUALITY OF THE INFORMATION AND THE COMPASSION AND EXPERTISE OF THE STAFF," SAYS THE MAYOR.



PLANNING FOR 211 STATE COVERAGE

211 San Diego and the 211 California Leadership Team continue to take the lead on pushing efforts forward to implement a 211 statewide plan to assure that 100% of California residents have access to 211 by 2010. A statewide 211 system would provide support to all 211 providers by strengthening capacity, providing data control, staffing, and operation support, especially during times of disaster. To date, there are 17 counties in California that provide the 211 service, covering 80% of the state's population.

FINANCIAL HIGHLIGHTS (2007-08)

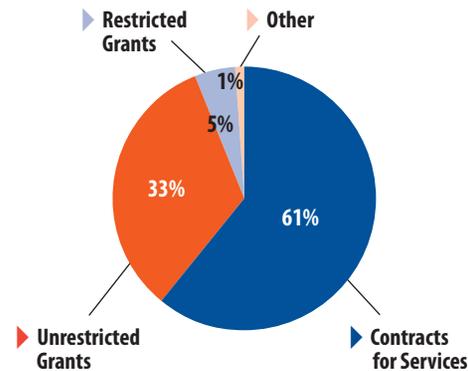
FINANCIAL POSITION FOR THE YEARS ENDING JUNE 30, 2008 2007

FINANCIAL POSITION	2008	2007
Cash and Investments	174,515	7,961
Net Receivables Less Liabilities	48,366	123,058
Fixed Assets	341,476	209,813
Other Assets	58,943	49,123
Total Net Assets	623,300	389,955
Unrestricted	497,013	389,955
Temporarily Restricted	126,287	—

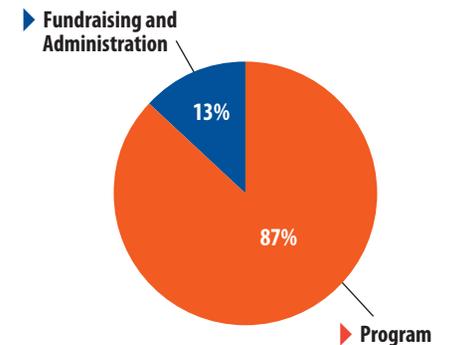
FINANCIAL ACTIVITY FOR THE YEARS ENDING JUNE 30, 2008 2007

FINANCIAL ACTIVITY	2008	2007
INCOME		
Contracts for Services	1,538,581	1,456,253
Unrestricted Grants	832,392	525,697
Restricted Grants	126,287	—
Program Income	36,581	66,048
Total Income	2,533,841	2,047,998
EXPENSES		
Program	2,016,663	1,695,664
Fundraising	85,920	38,750
Administration	197,913	219,893
Total Expenses	2,090,228	1,954,307
Increase in Net Assets	233,345	93,691

211 SOURCES OF INCOME



211 COST OF OPERATIONS



211 SAN DIEGO IS GRATEFUL FOR THE SUPPORT OF OUR 2007-08 FUNDERS

First 5 Commission of San Diego



County of San Diego



\$100,000 and above

Qualcomm Incorporated



SDG&E



United Way of San Diego County



\$20,000 to \$100,000

The Parker Foundation
Scripps Health
Weingart-Price Fund at the San Diego Foundation
California Association of Food Banks
County of San Diego Medical Administrative Activities

Up to \$20,000

Union Bank
The McCarthy Family Foundation
Kaiser Permanente
Sharp Health Plan
Reach Out
City of Escondido

Bilateral Safety Corridor Coalition
City of Solana Beach
San Diego National Bank
The Swinerton Foundation
City of Del Mar
Askew Industrial Corporation
Mission Beach Woman's Club
The Robert R. McCormick Tribune Foundation
Askew Industrial Corporation

We truly appreciate the support of our individual donors this year for their support of \$250 and above:

Buck and Penny Abell

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Howard Brotman
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Max Einhorn**
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Helen Gotkowitz**
Henry Haimsohn**
Dr. James T. Hay
Joan D. Landguth
Norman G. Levi Family**
Lynn Family Foundation

Dennis & Renee Maruyama
Sara Matta
Chris Manning
Scott & Betsy McClendon
Elizabeth McPhail
Al Meymarian**
John and Andrea Ohanian**
Timko Family
William and Norma Verbeck
Yolanda A. Whiting

*In Loving Memory of Dick Manning

**Funds granted through the Jewish Community Foundation of San Diego.

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Thank you to the following outgoing board members for their commitment and contributions to 211 San Diego:

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Emily Einhorn
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THANK YOU!

WE ARE THANKFUL FOR THE DEDICATED STAFF AT 211 FOR THE QUALITY SERVICE THEY PROVIDE TO THOSE IN NEED

Rhoda Abdi	Luisa Gamez	Elizabeth Lirio	Bill Norris	Thelma Ochoa-
Linda Anderson	Juan Garcia	Adriana Lloyd	John Ohanian	Staley
Melanie Austin	Carmen Godinez	Kip Makkonen	Claire Oksayan	Meg Storer
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211 San Diego

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