

United Way 2-1-1 of Greater Kansas City Annual Report
Telecommunications Manager, Missouri Public Service Commission
August 10, 2018

Manager
Telecommunications Department
Missouri Public Service Commission
Governor Office Building
200 Madison St.
Jefferson City, MO 65102-0362

RECEIVED
AUG 24 2018
COMMISSION STAFF
DIVISION

Re: Annual Report for Fiscal Year July 1, 2017 through June 30, 2018

Greetings:

On January 13, 2013, The United Way of Greater Kansas City, Inc., (UWGKC) f/k/a The Heart of America United Way, Inc. was re-authorized by the Commission in Case No. AO-2014-0093 to serve as a Missouri Information and Referral (I&R) Provider. The provisions of 4 CSR 240-32.200 require the filing of an annual report with your office. Pursuant to that rule we submit the following and trust that this form will be acceptable. As noted in the report submitted for FY July 1, 2009 through June 30, 2010, HAUW merged with three other metropolitan United Ways to become the United Way of Greater Kansas City (UWGKC) in July 2007.

Operational Statistics

The following is a summary of operational statistics between July 1, 2017 and June 30, 2018:

- Service provided 24 hours per day, 7 days a week.
- Optimal Interpreter Services is available in 170 languages 24 hours a day.
- Deaf relay service is available in Missouri by dialing 7-1-1.
- United Way 2-1-1 utilizes an ACD telephone system in conjunction with the ShoreTel Call Management System. United Way 2-1-1 currently records 100% of its phone calls for monitoring for proper protocols and proper service delivery. All calls are confidential and the system is in a secured server, protected by systems in place at the United Way of Greater Kansas City internal IT department.

The ShoreTel call management software allows real time metrics to monitor, document and report performance. United Way 2-1-1 has established service levels of:

- 1) Grade of service: 75% of calls will be answered within 90 seconds.
- 2) Abandoned calls will be 10% or less.
- 3) The average wait time will be less than 60 seconds.

- Although data varies hour to hour, week to week based on call volume; an example of a weekly data report would show the following:

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Week of Sunday May 21 - Saturday May 27, 2018

Calls offered in:	1,479
Calls answered:	1,353
Calls answered live:	91.4%
Average answer time:	0:47
Average call time (M:S):	6:59
Calls abandoned:	121
Average abandon time (M:S):	2:19
Percent abandoned:	8.1%
Grade of service:	85%

- The 2-1-1 KC Metro area data for the fiscal year of July 1, 2017 – June 30, 2018:

Total calls:	103,355
Calls answered:	86,545
Percent answered:	84%
Calls abandoned:	16,487
Percent abandoned:	16%
Overflowed to voicemail:	147
Average answer time:	1:59
Grade of service:	63%*

*Estimated due to loss of one month's data

- UWGKC 2-1-1 has after-hours contracts with United Way of The Plains in Wichita, 2-1-1 St. Louis, and United Way of Utah to provide call handling services during evening, overnight and weekend hours. Contract calls do not impact UWGKC 2-1-1 service level due to the lower call volume in the later evening and weekend.

Total after-hours contract calls for July 1st, 2017 – June 30th, 2018

Wichita	5,916
St. Louis	14,496
Utah	7,184
Total Contract Calls	27,596

- Calls were received from Missouri and Kansas. Callers by geographic area, top 10 counties:
 1. Jackson, MO
 2. Wyandotte, KS
 3. Clay, MO
 4. Johnson, KS
 5. Platte, MO
 6. Buchanan, MO
 7. Cass, MO
 8. Leavenworth, KS
 9. Pettis, MO
 10. Lafayette, MO

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- Top 10 Needs/Requests:
 1. Electric bill assistance
 2. Gas bill assistance
 3. Rent payment assistance
 4. Water bill assistance
 5. Food pantries
 6. Community shelters
 7. Tax preparation assistance
 8. Rental deposit assistance
 9. Low Cost Home Rental Listings
 10. Holiday gifts

- Top 10 Unmet Needs/Requests:
 1. Electric bill assistance
 2. Rental deposit assistance
 3. Rent payment assistance
 4. Homeless motel vouchers
 5. Gas bill assistance
 6. Community shelters
 7. Water bill assistance
 8. Bus fare
 9. General furniture provision
 10. Food pantries

Note: The United Way 2-1-1 definition of “unmet need” is that no referral was available to the caller at the time of the actual call. This could be for several reasons such as: funds currently not available, requested service was not available in the caller’s service area, agency suspended the needed program or service for that time period, and other reasons. United Way 2-1-1 always attempts to assist the caller with any other need that may have an available resource.

- United Way 2-1-1 conducts follow-up calls to more than 6.5% of calls where at least one referral was provided. Follow up data indicates that 84% of callers contacted the referral point. 99% were satisfied with the United Way 2-1-1 service and 98.5% of callers would recommend 2-1-1 to others. Of interest is that follow up indicates that 96% of all referral information provided by United Way 2-1-1 is accurate.

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Operational Updates

- Staffing: 1 Director, 1 Contact Center Manager, 1 Resource Center Manager, 1 full-time Resource Specialist, 1 full-time Resource and Referral Specialist, 1 Quality Assurance (QA) Specialist, 1 QA & Training Coordinator, 1 Call Specialist Team Lead, 4 full-time and 15 part-time Call Specialists as of June 30, 2018. The total average of call center staff during reporting period was 27.
- Two Call Specialists and one Referral Specialist have completed the certification process for AIRS Certified Information and Referral Specialist, three Call Specialists were recertified as well as the Quality Assurance Specialist. The Director has completed a nationally recognized Certified Call Center Manager certification course through RCCSP.
- The Director oversees the entire operation of United Way 2-1-1 which includes the Contact Center, the Resource Center and the advocacy programs.
- The Contact Center Manager supervises the 24/7 operation of the Contact Center and is responsible for employee selection, training, coaching and counseling, work force management and the physical operations of the call center.
- The Contact Center Manager and the QA & Training Coordinator can monitor calls and review call records in order to provide ongoing coaching and training to Call Specialists. As part of United Way's 2-1-1 quality assurance program, a random selection of call recordings are graded monthly for accuracy and service delivery protocols.
- The new position of Quality Assurance & Training Coordinator was established to increase consistency and scope of call monitoring and coaching for the Call Specialists to improve customer service. The QA program continues the evaluation of call recordings and call record evaluation.
- To improve the call center work environment, a flat monitor is mounted at the front of the Contact Center which provides real time tracking of calls and the current status of Call Specialists. This allows the Specialists to see how many calls are holding. Dual monitors have also been installed in each work station to assist the Call Specialists in finding information faster across multiple databases. Large screen monitors were installed at two of the work stations to accommodate Call Specialists with visual impairments.
- The Resource Center Manager supervises the Resource Center. The Resource Center maintains the resource database through building relationships with service providers, annual formal updates, indexing services and maintenance of agency and program information. The Resource Center Manager also manages the technical aspects of the internal resource database and the public online searchable database (211KC.org). There is a system upgrade planned for the online database in October 2018 which will allow 2-1-1 to design a "guided search" user interface with categories of services to choose from.

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- The Resource Center Manager additionally collaborates with communities and organizations in the 2-1-1 service area to facilitate system change and more efficient access to services. The Resource Center Manager provides reports on community needs and demographics to assist with grant applications, determining gaps in services, implementation of new programs and other requests to organizations such as Mid-America Assistance Coalition, NourishKC, CoverKC, Samuel U. Rodgers Health Centers, Mid-America Regional Council, Kansas City Power & Light, Community Services League, First Call KC, local school districts and many others.
- The Resource Center team continues ongoing community outreach and search for resources. Team members attend community information sharing meetings such as the local county Caseworker Resource Collaboration, Hungry & Homeless Coalition and the Community Information Exchange, as well as I&R topic specific groups such as the Greater Kansas City Coalition to End Homelessness Membership Meetings, Safe Havens Coalition and the Cover KC Health Insurance Marketplace Coalition.
- The Resource Center team has been working on training partner agencies interested in creating resource lists or new resource databases on how to use the Resource Groups feature on 211KC.org. Jackson County Family Courts, Kansas City, KS Public Library, St. Luke's Home Care & Hospice, and Children's Mercy Social Work Department have received training and information on creating accounts as well as resource groups within the online database. The resource team has created a specialized PowerPoint presentation for self-paced learning and plan to create a tutorial video as well.
- The Director is responsible for several facets of the 2-1-1 operations relating to emergency and disaster response, including: developing and maintaining emergency resources in the database, planning for and managing emergency operations of the 2-1-1 call center and developing continuity of operations plans. This includes communicating and coordinating with emergency management agencies in emergency and disaster response, attending emergency management agency meetings and engaging in community outreach and education in emergency preparedness.

Keeping the 2-1-1 Contact Center open under emergency conditions has been another aspect of operation where the Director is involved. For example, when major winter storms threatened the 2-1-1 service area, the Director worked with local emergency managers to track the weather and assisted in developing and implementing backup plans for continuous operations. Remote terminals were distributed and selected staff was able to work from home when streets were impassable. During one 24-hour period, the Call Center operated primarily from remote locations. The number of remote terminals was increased from eight (8) to fourteen (14) to increase capacity. The center has a 100kW backup generator to provide power to the Contact Center in a disaster or emergency. Contingency plans are also developed to relocate the Contact Center to a back-up location if necessary. The 2-1-1 Contact Center has several layers of resiliency and the Director is responsible for maintaining the plans.

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- UWGKC 2-1-1, working under a grant with the Mid America Regional Council and the Health Care Foundation for the last three open enrollment periods, facilitated signups for the Health Insurance Marketplace through the Affordable Health Care Act by informing all callers during enrollment periods about open enrollment and the marketplace and made 944 referrals to Certified Application Counselors at non-profit agencies.
- UWGKC 2-1-1 is working with Children's Mercy Hospital and local home visiting providers to establish 2-1-1 as the centralized initial intake and referral system for an initiative called Promise 1000 ensuring that eligible families are served by the most appropriate home visiting program to meet their identified needs. The Contact Center Manager is trained to use the web-based data system at Children's Mercy Hospital which contains all eligibility requirements of the participating programs. This centralized system establishes an equitable intake and referral process, with a decision tree, including sequential referrals if families are eligible for concurrent programs.
- UWGKC 2-1-1 continues to be involved in community collaborations in the Metro area concerning homelessness coordinated entry, assessment and diversion. The Greater Kansas City Coalition to End Homelessness is currently working to form a more effective committee and communication structure so that they can move toward community coordinated entry. United Way 2-1-1 is working to ensure we are an integral part in this process.
- UWGKC 2-1-1 continues to promote the online searchable database, United Way 2-1-1 Online at www.211kc.org, as a centralized place to find resources. This site is available to the public and averages over 2,800 hits per month. Part of our 2018-19 outreach strategy is to work on quality of content, such as seasonal resource pages and more frequent updates, as well as growing traffic on the website through increased awareness, partnerships and trainings.
- Also, on staff this year is full-time Veterans Navigator position. The Navigator has been helping veterans and their families maneuver through the maze of health and human services to locate needed services since the development of the position in 2014, whether it is private or non-profit agencies assisting veterans. The Navigator also maintains all resource records that pertain to veteran specific organizations and programs from non-profits for veterans. The Navigator has made contacts in the community and is known as a resource to the veteran's community. The position is currently vacant since May 1st and executive leadership is reviewing the current position to determine if it fulfills current needs or should be expanded to better serve the veteran and military community. Veterans are still being severed through other staff performing the Navigator's duties. United Way also continues to collaborate with veteran organizations, including furnishing data to apply for veteran-related grants.
- The Veteran's Navigator began working with the Kansas City Metropolitan Bar Foundation(KCMBF) in March 2016 through its Military Matters program to provide legal assistance to veterans unable to afford legal counsel but not eligible for other programs such as Legal Aid. The Veteran's Navigator does initial screening and the KCMBF provides a

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lawyer pro bono for those who are eligible. The Contact Center Manager and Director have been trained to complete the initial screening.

- 211KC.org is linked on partner agency websites and resource sites like moneysmartkc.org as an option to find resources. Our website is also used as an alternative to creating and updating their own resource lists. The banner icons and “Common Searches” links on the front page provide suggested searches, coming events and seasonally relevant links to resources. This is part of our mission to “Connect people to resources, identify the needs of the greater KC region and aid in the development of additional community services.”

Operational Requirements in Progress

- UWGKC 2-1-1 received its full AIRS Accreditation in November 2011 and it is valid for 5 full years until October 2016. We began the process of reaccreditation in September 2016 and was awarded reaccreditation in May 2018 after submitting extensive documentation to AIRS, a resource database review, 4 secret shopper calls and a full day site visit. We were recognized during the June 2018 AIRS Conference in Dallas for achieving reaccreditation which is now valid till April 2023.
- UWGKC 2-1-1 is an affiliate member of the bi-state regional Metropolitan Emergency Managers Committee (MEMC).
- UWGKC 2-1-1 is a member of the local AIRS affiliate MAK-AIRS (Missouri, Arkansas, and Kansas – AIRS). The current United Way 2-1-1 Director serves on the board for MAK-AIRS.
- UWGKC 2-1-1 currently has MOUs with: State of Missouri Emergency Management, The Family Conservancy Child Care Source, City of Kansas City Missouri Office of Emergency Management, AFL-CIO Community Services in St. Joseph, Missouri Association of Community Action, 3-1-1 Action Center in Kansas City, Missouri, The Whole Person, The Coalition of Independence, Mid America Regional Council Department of Aging, Northwest Missouri Area Agency on Aging, District III Area Agency on Aging, Kansas City Metropolitan Crime Commission, ReDiscover Mental Health Care, Comprehensive Mental Health Services, Community Network for Behavioral Healthcare, Tri-County Mental Health Care, Healing Heart Dogs Crisis Team, and many in the Kansas counties served by United Way 2-1-1.

Opportunities for Statewide Missouri I&R Provider Efficiencies

With the active leadership of Missouri 2-1-1 by the United Way of Greater St. Louis, opportunities for statewide operating efficiencies are bulleted below. We are actively collaborating to identify areas for improved operational efficiencies.

- Jointly Missouri 2-1-1 and UWGKC 2-1-1 have a memorandum of understanding with the State Emergency Management Agency (SEMA). This agreement is currently active.
- United Way 2-1-1 of Greater Kansas City and Missouri 2-1-1 of Greater St. Louis have been operating a single state-wide database for over five years now. ServicePoint is the software from Mediware Information Systems, formerly Bowman Systems, a leader in the I&R

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software industry. This partnership provides a seamless experience to 2-1-1 callers in the State of Missouri. 2-1-1 can pull statewide reports when needed, including data for State Emergency Management on the number of people calling to donate, volunteer, seek shelter, find congregate meal locations, animal sheltering, find missing relatives, etc. during times of disaster. Both call centers now use a standard disaster intake forms to report residential damage, volunteer to assist or provide donations that adds uniformity to the information provided government and non-profit disaster agencies.

- Missouri 2-1-1 and UWGKC 2-1-1 have completed a memorandum of understanding and mutual aid agreement which outlines processes and procedures for call overflow and call switch-over in time of emergency or disaster. Windstream disaster routing is active for use when necessary. This is possible because both organizations share one database and UWGKC 2-1-1 takes the after-hours calls for 2-1-1 St. Louis.
- Both 2-1-1s collect data per AIRS standards and provide service to the community according to the AIRS Standards of Information & Referral. Both 2-1-1s are able to easily combine statistical caller and resource data for statewide or national reports. Using the same software brings many benefits. Both organizations are following AIRS service delivery standards and collecting needs data utilizing the AIRS/2-1-1 LA Taxonomy, thus producing matching data for reporting and metrics. Note: Personal Caller information such as name, address, phone, etc. are protected and never released in reports; reports are all aggregate data.
- Missouri 2-1-1 and UWGKC 2-1-1 continue to compare operational functions such as common reporting, outcomes measurements, statewide marketing and communications messages as well as common service delivery standards for a “seamless” delivery of 2-1-1 service to Missouri residents.
- In collaboration with Missouri 2-1-1 in St. Louis and Washington University, a reporting “Dashboard” was developed that gives a visual representation of current community needs over time. This information can be viewed by specific geographical areas and for specified time periods such as the previous day, week, month, year or a custom date range. The information is accessed through a website (211mo.211counts.org) and is available to government agencies, non-profit organizations and the public at large. The data is obtained daily through an interface with the ServicePoint database. This dashboard continues to be promoted as organizations show interest in the needs data that 2-1-1 collects from the community.

External Partnerships and Collaborations

UWGKC 2-1-1 has increasingly been asked by a variety of organizations and initiatives about partnering to become the point of contact for information and action. Some examples include:

- NextStepKC to direct individuals to no-cost tax preparation sites and access to the Earned Income Tax Credit (EITC). 2-1-1 made 2,992 referrals for tax assistance through the Volunteer Income Tax Assistance (VITA) program for the 2017 tax year.

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- The Kansas City metropolitan area health departments to participate in the Heat Task Force to compile and maintain the listing of Cooling Centers and direct callers to those centers during periods of extreme heat.
- Kansas City Regional COAD (KCR COAD) to direct callers to appropriate resources in time of emergency or disaster. United Way of Greater Kansas City is a lead agency in KC Regional COAD and the Director serves on the Executive Committee.
- United Way has convened leaders from government, non-profits and businesses to discuss the difficulty that many returning veterans and their families have in connecting to available services. As a result, United Way of Greater Kansas City established an initiative called "The Veterans Alliance" in 2013. Members of the Alliance asked United Way 2-1-1 to take a lead role as the easy-to-remember number to help Vets and their families find the resources available to them. One result of this was creation of the Veterans Navigator program.
- United Way 2-1-1 has collaborated with the Safe Havens for Abandoned Newborns Coalition for over 9 years to provide information to callers and to direct callers to the proper Safe Haven locations (hospitals, fire departments, maternity homes, pregnancy resource centers, and police departments in Missouri). UWGKC 2-1-1 is prominently featured on all Safe Haven signs affixed on Fire Stations, Hospitals and Police Departments in Kansas City metro area. Safe Haven awareness signs and billboards are displayed in throughout Child Abuse Prevention Month in April. Without the support of UWGKC 2-1-1, there would be no central phone number for Safe Haven information in the Metro KC area. Call Specialists explain to inquirers that they do not have to abandon their babies but can hand them over to a staff member at any Safe Haven location according to the statutes of the law.
- United Way of Greater Kansas City is working to ensure that people in the Greater Kansas City area have all the building blocks to be successful in cycles of life, from healthy beginnings to prepared youth and beyond to becoming thriving adults as well as families. To accomplish this work, UWGKC uses multiple approaches, including funding programs at partner agencies, implementing community change strategies and working with stakeholders on their initiatives. UWGKC 2-1-1 supports this work by providing information on needs requested and referrals given to callers as well as demographic information to assist in identifying needs and underserved areas.
- The Mid America Assistance Coalition, Inc. (MAAC's) mission is to strengthen the social service community through information systems, training and advocacy. UWGKC 2-1-1 regularly furnishes MAAC with a report on number of callers, the zip codes from which calls are received, needs requested, referrals provided, unmet needs, demographics, etc. MAAC compares this 2-1-1 information to information gathered from their software "MAAC Link" to study needs and homelessness information. All callers to MAAC are directly referred to 2-1-1.
- UWGKC 2-1-1 has expanded our partnership with the AFL-CIO Community Services Help-line in St Joseph, Missouri to share our databases. This has created efficiencies and cost savings

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to the organization while providing better service to the community they serve in Northwest Missouri.

- In partnership with St Louis 2-1-1, as of May 2018, we have joined Washington University St Louis connect current smokers in Missouri who wish to quit with their smoking cessation study. Eligible candidates receive support, tools to quit and an incentive to participate in the study. 2-1-1's role is to do an initial screening, which is randomly asked callers, and collect contact information of individuals interested in participating in the study.

Barriers to Service

- There continues to be a need for PBX re-programming in certain corporations, hospitals or other commercial entities. UWGKC 2-1-1 continues to educate callers from these organizations on this need.
- All phone carriers should provide 2-1-1 service to their customers including pre-paid cell phones. Many low-income residents seek assistance on locating needed services yet are not able to connect to 2-1-1 on their pre-paid cell phones. As cell phones are becoming primary phones for many people, access to 2-1-1 from these cells becomes crucial.
- A significant percentage of callers continue to present financial assistance needs. The non-profit and faith-based assistance programs often have limited funds or run out prior to the end of a month.
- Transportation to services following referral continues to be a barrier for urban core low-income callers as well as those in outer areas of Greater Kansas City, such as Independence.
- In 2017-18, 0.6% of callers were Spanish Speaking. UWGKC 2-1-1 conducts outreach when possible to the Spanish-speaking community through resource fairs and partnerships. It is hard to determine how many Spanish-speaking households call United Way 2-1-1, since many times an English-speaking member of the family places the call. UWGKC currently has 4 bilingual English/Spanish speakers at 2-1-1. We also utilize Optimal Phone Interpreters for Call Specialists that do not speak Spanish and for over 150 other languages.
- An unfortunate trend in needs is a continued increase in unmet rent, utility and shelter requests. These remain a significant percentage of all calls and continue to be beyond the reach of the organizations offering that type of assistance.
- Allowing time away from the office in order to be able to do outreach activities is a significant barrier. Many 2-1-1s are seeing a saturation of populations that are familiar with the 2-1-1 service and need to find and connect with new populations which is difficult with staff and budget limitations.

Please find enclosed reports, flyers, marketing materials and some examples of collaboration between United Way 2-1-1 and community organizations.

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UWGKC 2-1-1 is pleased to be authorized as a Missouri 2-1-1 Comprehensive I&R Provider. Please don't hesitate to contact me if you have any questions or need additional information.

Sincerely,

United Way 2-1-1
United Way of Greater Kansas City, Inc.

By:

A handwritten signature in black ink, appearing to read 'Kristen Womack', is written over a horizontal line.

Kristen Womack
Director

NEED HELP?

DIAL 2-1-1

OR GO TO WWW.211KC.ORG

FIND HELP FOR: Housing, food and utilities •
Tax preparation • Mental health • Employment •
Health and dental services • Health insurance
enrollment • Disaster relief • Services for veterans •
Prescription payment assistance • **and more**

It's free. It's confidential.
It's available 24 hours a day,
365 days a year.

Also available at (816) 474-5112 or toll-free (866) 320-5764.
Or by emailing 211KC@uwgkc.org. Interpreters available.



United Way
of Greater Kansas City



Get Connected. Get Answers.

NEED HELP? DIAL 2-1-1

FOR ALL COMMUNITY RESOURCES

Also available at (816) 474-5112 or toll-free
(866) 320-5764, by emailing 211KC@uwgkc.org or
online at www.211kc.org. Hablamos español.

IN CRISIS RIGHT NOW? CONTACT THESE HOTLINES:

DOMESTIC VIOLENCE

KC Metro 24 Hour Domestic Violence Hotline
816-468-5463

Kansas City Anti-Violence Project - 24 Hour LGBTQ Hotline
816-561-0550

SEXUAL ASSAULT/ABUSE

MOCSA - 24 Hour Sexual Assault Crisis Lines
MO: 816-531-0233 KS: 913-642-0233

Abuse Reporting Hotlines

MO Child: 800-392-3738 MO Elder/Adult: 800-392-0210
KS Child & Elder/Dependent Adult: 800-922-5330

ALCOHOL/DRUG ADDICTION

First Call - 24 Hour Hotline for Assessment & Referral
816-361-5900

MENTAL HEALTH NEEDS

National Suicide Prevention Lifeline - 24 Hour Suicide Hotline
800-273-8255

VETERANS

Veterans Crisis Line - National 24 Hour Hotline
800-273-8255, press 1 or text 838255



United Way
of Greater Kansas City

2-1-1
Get Connected. Get Answers.

Free.
Confidential.
24 Hours.



CRISIS TEXT LINE |

In personal crisis & need someone to talk to?
Text UNITE to 741741



**CALL 2-1-1
TO ACCESS HELP AND SUPPORT.**

LIVE UNITED

**CALL 2-1-1 TO UNLOCK SUPPORT FOR
INDIVIDUALS AND FAMILIES IN THE KANSAS CITY AREA.**

Every hour of every day, residents from across the metropolitan area call 2-1-1 in search of essential human services – housing, utility assistance, food pantries, parenting classes, community health clinics, tax preparation, help for aging parents, and hundreds more.

The 2-1-1 service provides a
“one-stop support”
option for residents who need to access
a variety of social services and
community resources in the area.

United Way of Greater Kansas City's 2-1-1 service, available to the 2.3 million people who live in and around the metro, is the only nationally accredited information and referral resource available **locally**.

Simply dial 2-1-1 to connect with caring call specialists who are trained to access a database of more than **8,000** community services.

2-1-1 also serves as a key link for emergency management coordination during disasters by connecting donors of money, food and shelter with victims needing assistance.

2-1-1 is a free and confidential resource. You can also search for needed resources online at www.211KC.org.

2-1-1 Facts at a Glance

- United Way 2-1-1 is a free, confidential, and comprehensive information and referral service available 24 hours a day, 365 days a year.
- United Way 2-1-1 is contacted over 150,000 times annually, through calls, emails and website visits.
- Over 90 percent of 2-1-1 users are successfully connected to resources they need.
- In addition to calling 2-1-1, individuals can also email 211KC@uwgkc.org or access resources online at www.211KC.org.





UNITED WAY 2-1-1 PROVIDES:

FREE, CONFIDENTIAL ACCESS TO SERVICES 24 HOURS A DAY, SEVEN DAYS A WEEK

- National emergency and disaster assistance
- Food service and nutrition assistance programs
- Healthcare resources
- Veterans services, including housing support
- Crisis and emergency services for those in dangerous or threatening living situations, or for those that find themselves homeless.
- Transition support for individuals re-entering the community from correctional, substance abuse treatment and mental health facilities
- Affordable housing, utilities assistance and financial support services
- Jobs and employment services
- Human Trafficking Resource Center and support systems
- Help for any individual or family need, when you don't know where to turn

For additional information about United Way 2-1-1 services:
Dial 2-1-1 or toll free at (866) 320.5764,
email 211KC@uwgkc.org or visit www.211kc.org



United Way
of Greater Kansas City

2-1-1
Get Connected. Get Answers.

UNITED WAY 2-1-1 AIRS RE-ACCREDITATION



ACCREDITED THROUGH 2023

The Alliance of Information and Referral Systems (AIRS) is the national membership association and source of standards for information & referral and 2-1-1 organizations. United Way 2-1-1 was first accredited in 2011, and began the process of re-accreditation in 2016.

Accreditation is important to United Way 2-1-1 because it is a requirement of the Missouri Public Service Commission in order to maintain designation as the 2-1-1 for the KC metro area. Accreditation also increases our ability to attract state and national contracts for services. It is a verification to our partners of our good work.



WHAT DOES ACCREDITATION MEAN?



*United Way of Greater Kansas City 2-1-1
2018 Day Staff*

Accreditation assures that our organization provides quality service to our community and meets over 200 national standards. During the 18 month process, AIRS conducts a remote database review and documentation is submitted & evaluated in the following areas:

Service Delivery

Cooperative Relationships

Resource Database

Disaster Preparedness

Reports and Measures

Organizational Effectiveness

RE-ACCREDITATION HIGHLIGHTS

During the process, some of the many positives we uncovered included:

- All "Secret Shopper" calls conducted by AIRS were noted as Excellent or Good
- Site reviewers wanted to submit Kansas City's 2-1-1 Marketplace Health Insurance Community Partnership & Reports as a National Best Practice
- Disaster preparations including our generator & priority electricity restoration, partnerships and response & recovery activity were notable
- 100% of organizations who responded to the community survey agreed that Kansas City's 2-1-1 staff is helpful and responsive

UNITED WAY 2-1-1

PARTNERSHIP WITH COVERKC

United Way 2-1-1 has been partnering with CoverKC, Mid-America Regional Council and the Navigator and Certified Application Counselor organizations since 2014 to make sure that the most people are informed of their health insurance options. United Way 2-1-1 provides:

- Messaging on 2-1-1 front greeting about marketplace open enrollment
- Training for staff on health insurance marketplace & assisters
- Access to assister information through inquiring about health insurance status of callers & their interest in information on options
- Referrals to assisters, the Federal marketplace & other resources
- Follow up with callers referred to assisters
- Data collection and reporting at assister meetings to keep updated

STATS

2014-2017 to date

During Oct 1 through Nov 14, 2017, 15,506 callers have been informed of open enrollment and it was reported that 76% of callers were insured. Last season in total, 2-1-1 made 586 referrals to CACs; 2 weeks into 2018 open enrollment, we have already made 486 referrals to CACs.



United Way
of Greater Kansas City



Get Connected. Get Answers.



DIAL 2-1-1
OR GO TO WWW.211KC.ORG



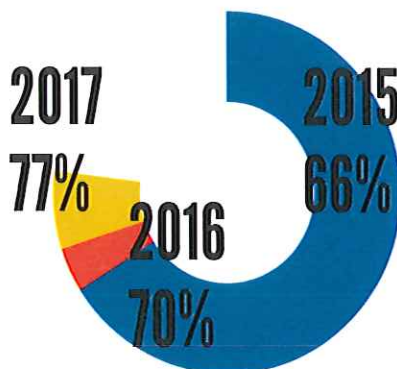
It's free. It's confidential.
It's available 24 hours a day,
365 days a year.

2-1-1 CALLERS INFORMED OF OPEN ENROLLMENT

21,447 25,296 26,080

2015 **2016** **2017**

2-1-1 CALLERS WITH HEALTH INSURANCE



TOP CALLER HEALTH NEEDS (**TOP UNMET**)

MEDICAL EXPENSE ASSISTANCE
GENERAL DENTISTRY
CASE MANAGEMENT
CACS
DENTURES
PRESCRIPTION ASSISTANCE
GLASSES
COMMUNITY CLINICS
MEDICAL EQUIPMENT
FEDERAL MARKETPLACE

United Way 2-1-1 Needs Snapshot Report

Dates: 7/1/17 to 6/30/18

Report on 2-1-1 Calls

Total Calls Recorded
85,805

Need Outcome	Need Count	%
Met	89,217	88.11%
Unmet	12,042	11.89%
Total Needs:	101,259	

Top Zip Codes	Calls	%
64130	6,494	20.02%
64132	3,889	11.99%
64128	3,670	11.32%
64127	3,669	11.31%
64134	3,076	9.48%
64131	2,697	8.32%
64133	2,526	7.79%
64110	2,270	7.00%
64109	2,242	6.91%
64138	1,898	5.85%

Callers by Age	Calls	%
Child 0-17	110	0.21%
Adult 18-39	24,365	46.06%
Adult 40-59	18,980	35.88%
Senior 60+	9,444	17.85%

Employment Status	Calls	%
Employed Full Time	13,969	26.04%
Employed Part Time	7,671	14.30%
Retired (not employed)	3,349	6.24%
Unemployed (not retired)	28,652	53.41%

Veteran/Military	Calls	%
US Military	315	0.64%
US Veteran	2,522	5.13%
Neither	46,327	94.23%

Housing Situation	Calls	%
Housed	48,311	82.35%
At Risk of Homelessness	3,928	6.70%
Homeless	6,430	10.96%

Children in Household	Calls	%
Yes	27,814	50.27%
No	27,511	49.73%

Top Needs	Total Needs	Unmet #	Unmet %
1 Electric Service Payment Assistance	21,370	1,887	8.83%
2 Gas Service Payment Assistance	8,041	635	7.90%
3 Rent Payment Assistance	7,567	1,021	13.49%
4 Water Service Payment Assistance	5,716	406	7.10%
5 Food Pantries	4,972	216	4.34%
6 Community Shelters	4,200	604	14.38%
7 Tax Preparation Assistance	3,079	207	6.72%
8 Rental Deposit Assistance	1,645	1,170	71.12%
9 Low Cost Home Rental Listings	1,518	53	3.49%
10 Holiday Gifts/Toys	1,213	98	8.08%
11 Transitional Housing/Shelter	1,080	50	4.63%
12 311 Services	991	13	1.31%
13 Certified Application Counselor Programs	969	28	2.89%
14 General Clothing Provision	811	35	4.32%
15 Domestic Violence Shelters	790	42	5.32%
16 Homeless Motel Vouchers	755	647	85.70%
17 Christmas Baskets	743	83	11.17%
18 211 Systems	710	12	1.69%
19 Thanksgiving Baskets	708	64	9.04%
20 Gas Money	679	120	17.67%

Top Referrals	Call Count
1 Bishop Sullivan Center - Troost - Emergency Assistance	8,429
2 Redemptorist - Utility Assistance	8,409
3 Community Action Agency of Greater Kansas City - Main Office - L	6,446
4 Bishop Sullivan Center - Truman Road - Emergency Assistance	4,457
5 Salvation Army - Blue Valley	4,173
6 Salvation Army - Grandview	3,305
7 Catholic Charities KCSJ - Emergency Assistance	2,957
8 Salvation Army - Independence, MO	2,910
9 Salvation Army - Westport - Emergency Assistance	2,833
10 Northland Assistance Center	2,776
11 Salvation Army - Northland	2,686
12 Economic Opportunity Foundation - Housing Services Program	2,100
13 City Union Mission - Family & Youth Center	1,995
14 reStart - Emergency Shelter & Transitional Housing	1,950
15 Catholic Charities NEKS - Wyandotte County - Emergency Assista	1,946
16 Salvation Army - Bellefontaine - Emergency Assistance	1,905
17 Salvation Army - Olathe	1,846
18 Housing Information Center - Water	1,772
19 Love INC - Emergency Assistance	1,669
20 Redemptorist - Rent Assistance	1,641

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5 Food Pantries	4,972	216	4.34%
6 Community Shelters	4,200	604	14.38%
7 Tax Preparation Assistance	3,079	207	6.72%
8 Rental Deposit Assistance	1,645	1,170	71.12%
9 Low Cost Home Rental Listings	1,518	53	3.49%
10 Holiday Gifts/Toys	1,213	98	8.08%
11 Transitional Housing/Shelter	1,080	50	4.63%
12 311 Services	991	13	1.31%
13 Certified Application Counselor Programs	969	28	2.89%
14 General Clothing Provision	811	35	4.32%
15 Domestic Violence Shelters	790	42	5.32%
16 Homeless Motel Vouchers	755	647	85.70%
17 Christmas Baskets	743	83	11.17%
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United Way 2-1-1 Needs Snapshot Report

Dates: 7/1/17 to 6/30/18

5 Metro County Report on 2-1-1 Calls

Total Calls Recorded
73,483

Need Outcome	Need Count	%
Met	82,108	88.70%
Unmet	10,457	11.30%
Total Needs:	92,565	

Top Zip Codes	Calls	%
64130	6,458	20.02%
64132	3,867	11.99%
64128	3,648	11.31%
64127	3,644	11.30%
64134	3,064	9.50%
64131	2,684	8.32%
64133	2,515	7.80%
64110	2,257	7.00%
64109	2,232	6.92%
64138	1,891	5.86%

Callers by Age	Calls	%
Child 0-17	99	0.20%
Adult 18-39	22,429	46.14%
Adult 40-59	17,393	35.78%
Senior 60+	8,695	17.89%

Employment Status	Calls	%
Employed Full Time	12,727	25.84%
Employed Part Time	7,144	14.50%
Retired (not employed)	3,106	6.31%
Unemployed (not retired)	26,276	53.35%

Veteran/Military	Calls	%
US Military	282	0.63%
US Veteran	2,234	4.95%
Neither	42,574	94.42%

Housing Situation	Calls	%
Housed	44,284	82.22%
At Risk of Homelessness	3,640	6.76%
Homeless	5,937	11.02%

Children in Household	Calls	%
Yes	25,519	50.19%
No	25,328	49.81%

Top Needs	Total Needs	Unmet #	Unmet %
1 Electric Service Payment Assistance	18,912	1,571	8.31%
2 Gas Service Payment Assistance	7,282	556	7.64%
3 Rent Payment Assistance	7,101	869	12.24%
4 Water Service Payment Assistance	5,516	372	6.74%
5 Food Pantries	4,731	195	4.12%
6 Community Shelters	3,848	477	12.40%
7 Tax Preparation Assistance	3,008	200	6.65%
8 Rental Deposit Assistance	1,559	1,100	70.56%
9 Low Cost Home Rental Listings	1,423	44	3.09%
10 Holiday Gifts/Toys	1,175	94	8.00%
11 Transitional Housing/Shelter	1,022	40	3.91%
12 311 Services	910	12	1.32%
13 Certified Application Counselor Programs	907	25	2.76%
14 General Clothing Provision	764	30	3.93%
15 Christmas Baskets	728	78	10.71%
16 Domestic Violence Shelters	717	36	5.02%
17 Thanksgiving Baskets	693	60	8.66%
18 Homeless Motel Vouchers	623	550	88.28%
19 Gas Money	606	95	15.68%
20 General Furniture Provision	602	224	37.21%

Top Referrals	Call Count
1 Bishop Sullivan Center - Troost - Emergency Assistance	8,392
2 Redemptorist - Utility Assistance	8,386
3 Community Action Agency of Greater Kansas City - Main Office - L	6,425
4 Bishop Sullivan Center - Truman Road - Emergency Assistance	4,448
5 Salvation Army - Blue Valley	4,162
6 Catholic Charities KCSJ - Emergency Assistance	2,944
7 Salvation Army - Grandview	2,922
8 Salvation Army - Independence, MO	2,895
9 Salvation Army - Westport - Emergency Assistance	2,828
10 Northland Assistance Center	2,766
11 Salvation Army - Northland	2,678
12 Economic Opportunity Foundation - Housing Services Program	2,096
13 Catholic Charities NEKS - Wyandotte County - Emergency Assista	1,941
14 City Union Mission - Family & Youth Center	1,911
15 Salvation Army - Bellefontaine - Emergency Assistance	1,902
16 reStart - Emergency Shelter & Transitional Housing	1,865
17 Salvation Army - Olathe	1,845
18 Housing Information Center - Water	1,767
19 Love INC - Emergency Assistance	1,665
20 Redemptorist - Rent Assistance	1,641

