



United Way of Lake County

ANNUAL REPORT

Year Three: 7/1/2021–6/30/2022
FY 2022



Call 211



Text your
zip code to
898211



211LakeCounty.org

A MESSAGE FROM OUR PRESIDENT

We are proud to celebrate the third anniversary of 211 services for Lake County and share this Annual Report highlighting all the connections we've made for our local families and neighbors in need. From rental assistance and help putting food on the table to health care answers and mental health resources, 211 is becoming the number to call as a lifeline to help deal with these struggles. All throughout the pandemic, our 211 team and many partners have worked together to ensure that our community was wrapped in support during such uncertain times.

In June, we surpassed a milestone of 150,000 contacts since 211's inception and we want that number to grow to connect people with the resources they need. This means the community must know about 211 so we conducted a Lake County Community 211 Awareness Survey with Northern Illinois University's Center for Governmental Studies. We were thrilled that more than 21% of respondents indeed were aware of 211 after just 2-1/2 years of existence, exceeding our original goal of 15%. And it's especially strong when we compare it to 40% awareness nationally after 211 has been around more than 25 years. We have been using the details of the research to continue to raise awareness.

In particular, this past year, our marketing team amplified a powerful public service advertising campaign for 211. The multichannel campaign ran in English and Spanish on digital and social channels, radio, video, print, billboards, buses and shelters, illuminating 211 as the guiding light for families who are struggling financially or emotionally.

We expanded our community outreach and conducted listening sessions with Asian, Black and Latino communities to inform our service delivery, community engagement and marketing efforts. To better meet the needs of our multicultural and multilingual communities, we created new promotional flyers in Hindi, Korean, Malayalam, Mandarin, Polish, Russian, Tagalog and Urdu. Additionally, we launched a new Facebook talk show series "Charla con el 211" discussing 211 with the Latino community.

Our 211 team has continued to adapt to meet changing and growing needs, including maintaining a comprehensive resource database and responding to constantly changing updates.

Lastly, we have led the way to bring 211 services to all Illinois communities and serve as a model program for the rest of the state. This year, we helped the Illinois 211 Board secure a \$1.8MM state grant to expand 211 coverage for all Illinoisans. Soon everyone in Illinois will have easy access to quality information, resources and assistance through 211!

Thank you to all our generous funders, partners and advisory council members whose collective efforts make our accomplishments possible. Together, we are transforming lives and building a stronger, equitable Lake County where everyone can thrive.



Kristi Long
President & CEO, United Way of Lake County

Contacts to 211



CALLS AND TEXTS

9,498

+



WEBSITE SESSIONS

47,876

=

57,374
CONNECTIONS

Caller Story

A single mother with a young child was experiencing homelessness and had nowhere to go. She first contacted 211 by searching the internet for homeless shelters. The shelter had a waitlist, but the 211-navigator kept in touch with her until a spot opened. There she found transitional housing and was able to get into a recovery program. She was later ready to transition to independent living through this supportive environment. She called 211 again and was referred to the Lake County Federal Emergency Rental Assistance (FERA) Program. She found an apartment and a landlord that would accept the rental assistance. She was working two jobs and was unable to afford childcare. 211 then helped her learn about and find childcare resources, allowing her to find a full-time job to build a better life.



“Ever since I moved here to Lake County, 211 has just helped me out tremendously. 211 has been a really great experience. They not only helped me find housing and childcare but also made sure that I was okay.”

When are people calling?

23% of contacts made outside of normal business hours.

Average wait time for callers to connect with a 211 specialist: **2:46**

Average time caller speaks with a 211 specialist: **11:06**

Who's contacting 211?

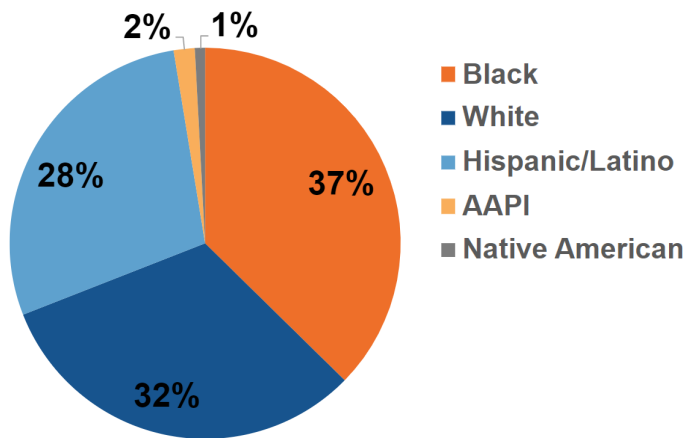
Gender

FEMALE	MALE	OTHER
71%	29%	0.3%

Age

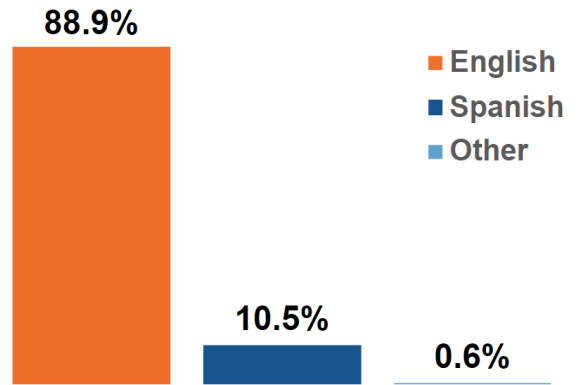
YOUTH <18	ADULT 18-54	SENIOR 55+
1%	70%	29%

Race and Ethnicity



Includes all individuals who report their ethnicity as Hispanic/Latino, regardless of race. Race/ethnicity data is self-reported.

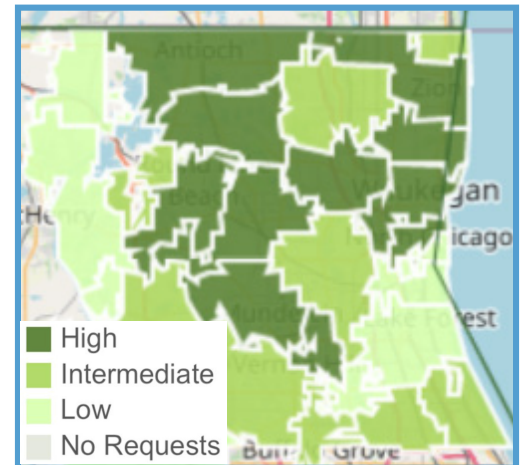
Language



Top 10 Communities

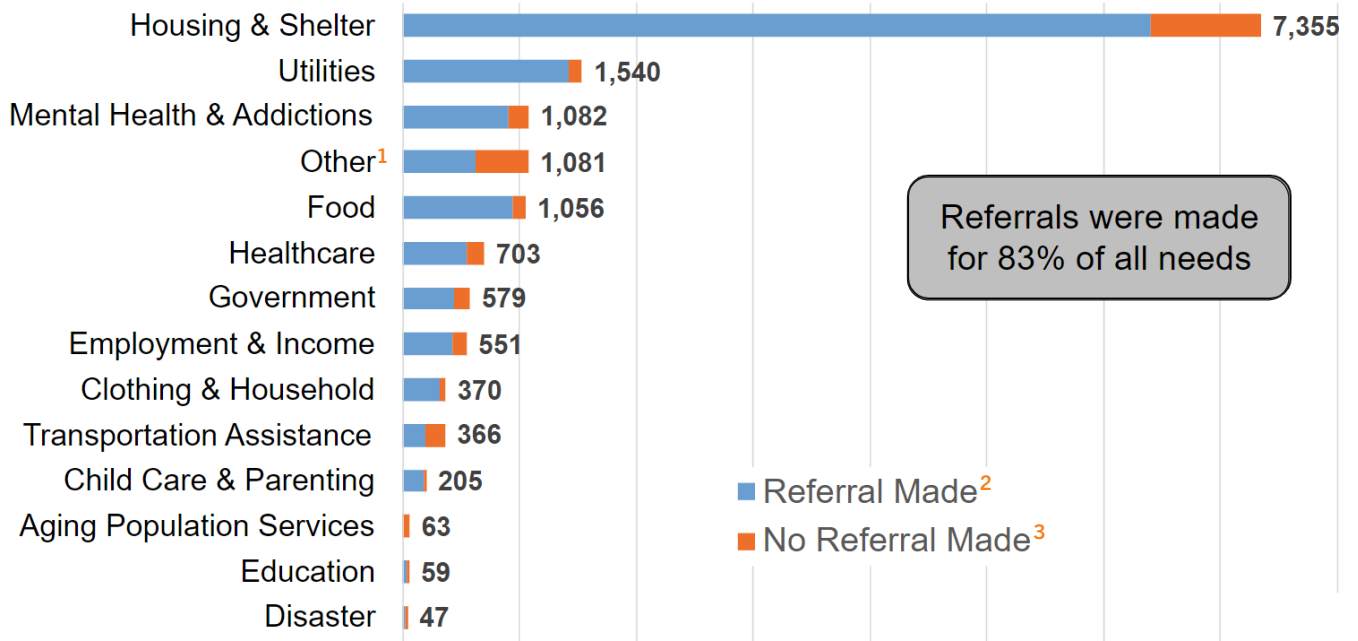
- | | |
|--------------------|-----------------|
| 1. Waukegan | 6. Mundelein |
| 2. Zion | 7. Grayslake |
| 3. Round Lake Area | 8. Antioch |
| 4. North Chicago | 9. Vernon Hills |
| 5. Gurnee | 10. Lake Villa |

Contacts from every zip code in Lake County.



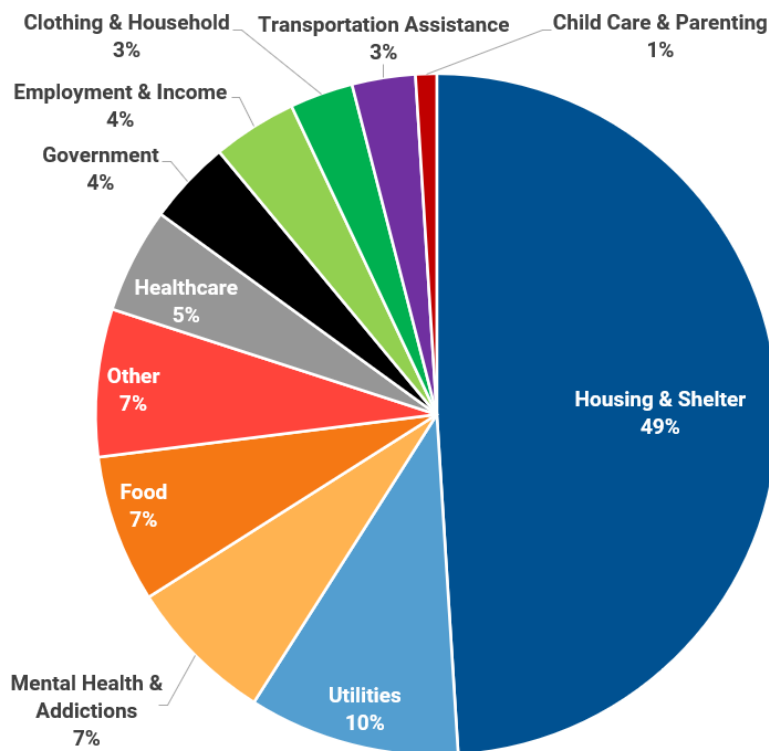
Why are people contacting 211?

Top Needs Presented to 211



Other¹ – Miscellaneous needs requested, including general information and referral, donations, volunteering, animal control, etc.
Referral Made² – Indicates 211 was able to make a referral for the individual's need.
No Referral Made³ – Reasons include caller does not meet program eligibility guidelines, service is unavailable, or referral is refused.

Share of Needs by Percentage



Why are people contacting 211? (cont.)

Top 5 Needs



Housing & Shelter

1. Rent Payment (3,547)
2. Low Income Housing (910)
3. Homeless Shelter (593)
4. Transitional Shelter (369)
5. Mortgage Payment (234)



Utilities

1. Electric Service (900)
2. Gas Service (378)
3. Water Service (165)
4. Trash/Recycling (19)
5. Sewer Service (16)



Mental Health & Addiction

1. General Counseling Services (194)
2. Adolescent/Youth Counseling (120)
3. Mental Health Evaluation (115)
4. Mental Health Crisis Lines (68)
5. Domestic Violence Hotlines (53)

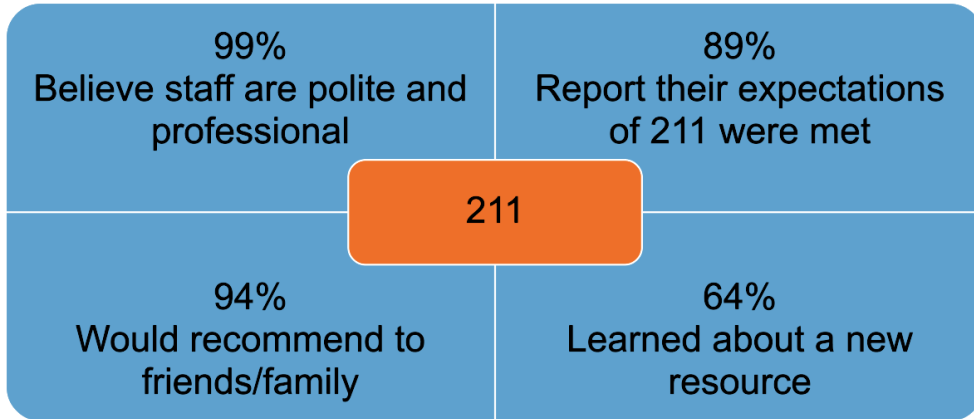


Food

1. Food Pantries (667)
2. Food Stamps/SNAP (170)
3. Soup Kitchens (59)
4. Formula/Baby Food (50)
5. Home Delivered Meals (39)

What contacts say about 211

Satisfaction with 211



Follow-up Feedback

“Grateful for services, happy to know that there are people who care enough to help! 211 is great service, helpful and understanding.”

“When he called he was able to find a solution and did not expect to receive so much attention and compassion. He now knows who he can reach out to in time of need and is confident he will get the help he needs. Apart from that he is extremely grateful. 211 was a lifesaver.”

“Client said the 211 specialist was very helpful and got him to an agency that he could talk to. He will most definitely recommend 211 to friends and family. It's a great and helpful service.”

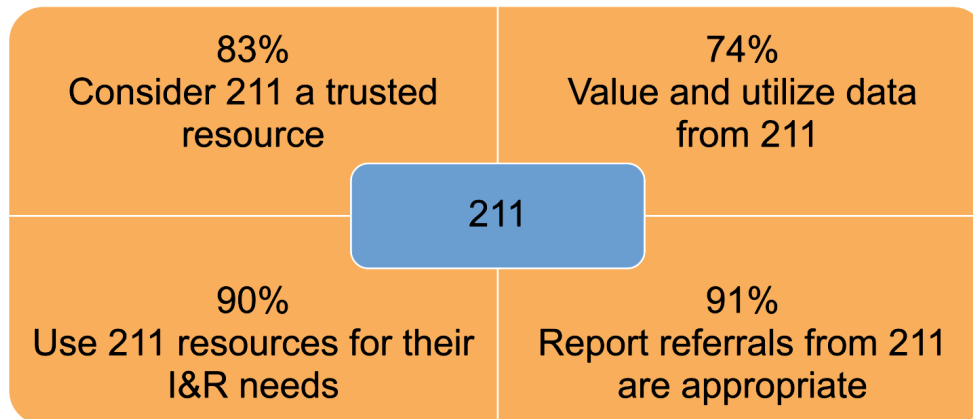
“Everything went better than expected and I've already recommended 211 to friends and family. 211 is extremely helpful. I'm definitely spreading the word about 211!”



*Those not in service pipeline either were not eligible, program was not accepting new applications/waitlist closed, funding wasn't available, could not obtain necessary documentation, referral information was inaccurate, transportation issues or unable to pay fees.

What service providers say about 211

Provider Feedback to 211



"211 is the best resource to find the help you need, whether it's food, shelter, rental and utility assistance or other essential services. The Lake County Board is proud to be a key community partner committed to raising awareness of 211 and providing financial support to ensure this service can be used by residents and visitors for years to come."

–Sandy Hart, Lake County Board Chair

"Families are facing trauma and growing challenges as they work to survive and adapt to their circumstances. The stress and burden can cause them to feel overwhelmed, alone and less able to maintain vital family functions. Having 211 as part of our resource toolkit better equips organizations like ours to be a conduit of information for families who might not know what support is available to them."

–Jennifer Ptak, Director of Operations, Heart of the City

"North Shore Gas is proud to support 211 for Lake County. Initially, we understood the usefulness of having a centralized one-stop shop for community resources. What we didn't anticipate was how useful a tool 211 would be for our field employees. Our service technicians carry 211 cards and on several occasions, while responding to natural gas calls, have encountered customers in need of social services. Having this resource has empowered our employees to help our customers in need."

–Andrea Danks, Government and Community Relations, North Shore Gas

Who is aware of 211 in Lake County?

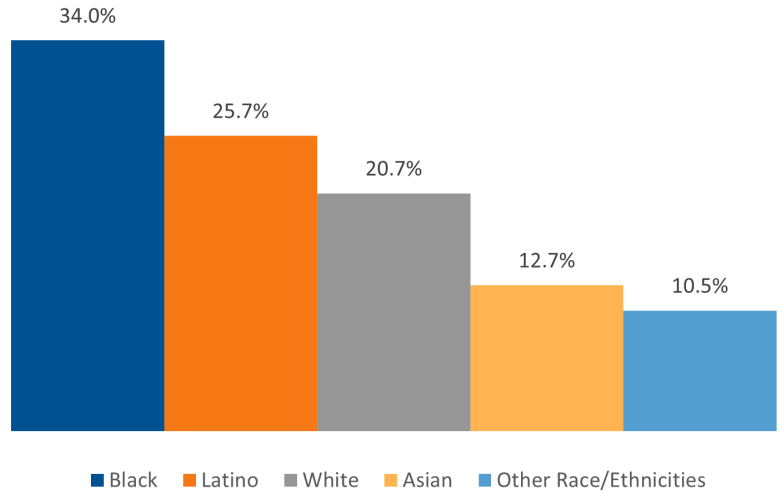
United Way of Lake County commissioned the Center for Governmental Studies (CGS) at Northern Illinois University to conduct a survey of Lake County residents to gather awareness, usage and opinions of 211.

The key findings of the survey are that **21.5%** of Lake County respondents indicated that they have heard of 211. Our goal was 15% rate of awareness.

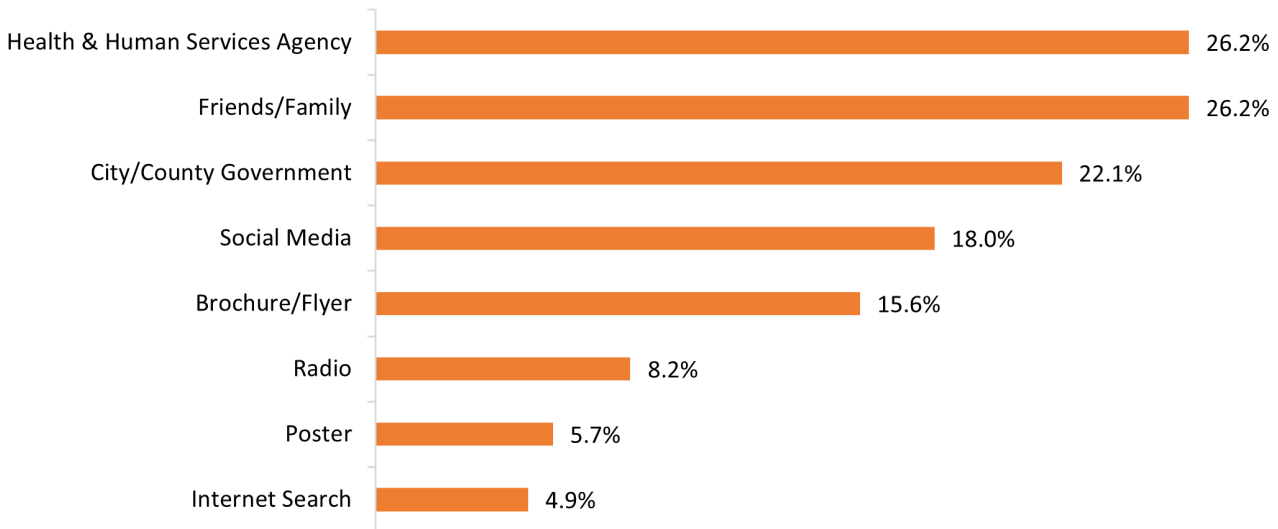
65% of respondents report they would be likely to use 211 if they or someone in their household needed help, with more than one-third or 36.3% being very likely.

77.6% of respondents think 211 is valuable to their community.

Awareness By Ethnicity



Those respondents who are aware of 211 were asked how they found out about it. The most frequently reported methods are:



All respondents were asked what their preferred method is of receiving information about 211. The most preferred methods are:

Email 33.6% | Social Media 17.6% | Internet Search 12.8% | Brochure/Flyer 10.7% | Text Message 6.6% | Newspaper 3.3% | Radio 2.9% | Billboards 2.6% | Ads on Public Transportation 1.4% | Other 8.5%

The survey findings allow us to set a benchmark rate of awareness to measure our progress against, guide our marketing and community engagement efforts and help us plan for the future of 211 in Lake County.

211 FUNDING PARTNERS

Contributing \$50,000+

United Way of Lake County
Lake County Government

211 Partners

Contributing \$10,000 - \$49,999

Healthcare Foundation of Northern Lake County
Lake County Workforce Development
Libertyville Township
North Shore Gas Community Fund
Northwestern Medicine Lake Forest Hospital
Old National Bank
Trustmark

211 Sponsors

Contributing \$5,000 - \$9,999

Advocate Aurora Health
Aetna Better Health
Avon Township
BMO Harris Bank
Irene Hrusovsky
NorthShore University HealthSystem
Highland Park Hospital
Village of Gurnee
Warren Township

211 Community Supporters

Contributing \$1,000 - \$4,999

Benton Township
Comcast
Nancy Coolley
Michael Douma
Dru Garcia
Antoinette Haubert
Yeshwant Sanzgiri
Sarah Schweitzer
Village of Libertyville
Waukegan Township
Zion Township

211 ADVISORY COUNCIL

Irene Hrusovsky MD, Chair – *United Way of Lake County Board*
Deanna Olmem, 211 Lead – *United Way of Lake County*
Natalie Arriola – *Northwestern Medicine Lake Forest Hospital*
Betzy Berganza – *YWCA of Metropolitan Chicago*
Darren Boundy – *ComEd, An Exelon Company*
Kelly Brown – *Interface Children & Family Services*
Sol Cabachuela – *Mundelein High School; Village of Mundelein*
Steve Carlson – *United Way of Lake County Board*
Alex Carr – *Lake County Government*
Andrea Danks – *North Shore Gas*
Celeste Flores – *Mano a Mano Family Resource Center*
Eric Foote – *PADS of Lake County*
Myra Gaytan-Morales, PhD – *University Center of Lake County*
Julie Gordon – *United Way of Lake County Board*
Gale Graves – *United Way of Lake County*
Mary Harris Reese – *Retired Nurse/Health Care Quality Professional*
Bruce Johnson – *Nicasa Behavioral Health Services*
Marc Jones – *Waukegan Township*
Holly Kim – *Lake County Treasurer's Office*
Anne King – *Northwestern Medicine Lake Forest Hospital*
Mary Lockhart White – *Community Action Partnership*
Kristi Long – *United Way of Lake County*
Sara Martinez – *United Way of Lake County*
Megan McKenna – *Boys & Girls Club of Lake County*
Billy McKinney – *City of Zion*
Maureen Murphy – *Catholic Charities of Lake County*
Lori Nerheim – *United Way of Lake County*
Quin O'Brien – *Village of Gurnee*
Brenda O'Connell – *Lake County Community Development*
Kathleen M. O'Connor – *Libertyville Township*
Jennifer Ptak – *Heart of the City*
Chief Tim E. Sashko – *Lake County Board of Health*
Quinton Snodgrass – *United Way of Lake County*
Donnovan Young – *United Way of Lake County Board*