



United Way of Lake County

ANNUAL REPORT

Year Four: 7/1/2022–6/30/2023

FY 2023



Call 211



Text your zip code to 898-211



211LakeCounty.org

A MESSAGE FROM OUR PRESIDENT

It's hard to believe that we are celebrating the fourth anniversary of 211 services for Lake County! 211 continues to be the foundation of support we envisioned when we launched the service in September 2019. More than 230,000 connections to help have now been made, which means fewer kids are hungry, more families have the shelter they need, and all our neighbors have access to critical resources and life-changing support.

We are proud to share this Annual Report with you, that highlights all the connections we've made for our local families and neighbors during times of crisis, disaster and every day.

When tragedy hit the Highland Park community on July 4, 2022, our 211 team quickly mobilized to bring best practices in crisis response from experienced 211s nationwide. More than 5,000 community members were directly impacted. Our 211 helpline was instrumental in providing critical resource navigation and support to community members and is assisting with long-term recovery.

Lake County's 211 continues to grow and is becoming more well-known. In FY2023, we've seen a 38% increase in contacts over the prior year!

Our marketing team has focused on raising awareness of 211 across the county with expanded promotional materials, flyers and social graphics in additional languages, exciting billboard and Pace bus campaigns, and a robust toolkit on the 211 website. Last year, we expanded our community outreach by conducting 36 training sessions and 43 community engagements, reaching more than 1,200 people.

Caller feedback continues to be very positive. 99% of respondents believe the 211 staff are polite and professional, 91% report their expectations were met and 96% would recommend 211 to friends and family.

Lastly, we are proud of our work leading the way to bring 211 services to all Illinois communities and serve as a model program. This past year, we helped the Illinois 211 Board expand 211 coverage from 36% to more than 90%, with 7 million more Illinoisans gaining access to 211. United Way of Lake County also stepped up to manage the 211 Illinois State grant and serve as fiscal agent.

Thank you to our generous funders, partners and advisory council members who make our accomplishments possible. Together, we're working towards a future where every person in our community can rise.



Kristi Long
President & CEO
United Way of Lake County

Contacts to 211



CALLS AND TEXTS

10,723

+



WEBSITE SESSIONS

68,365

=

79,088
CONNECTIONS

Helping a family in a time of need

As a mandated reporter, the staff of an after school program followed protocol and filed a report to ensure a child's safety. The child's mother came to the agency for further assistance. The staff referred her to 211. When the mother contacted 211, she was able to speak with someone in her language, and was connected to the resources she and her child desperately needed: crisis intervention, counseling, financial assistance and shelter. She received the support she needed in her time of distress. The family is now safe and on the path to recovery.



"I would recommend 211 to everyone. Everybody at some time in their life has a need. With a need, you need a solution, and a solution is found in 211. They will plug you in to the resource you need. All you have to do is call."

- Angel Roman, Director of Operations at Boys & Girls Club of Lake County

When are people calling?

14% of contacts made outside of normal business hours.

Average wait time for callers to connect with a 211 specialist: **2:05**

Average time caller speaks with a 211 specialist: **9:35**

Who's contacting 211?

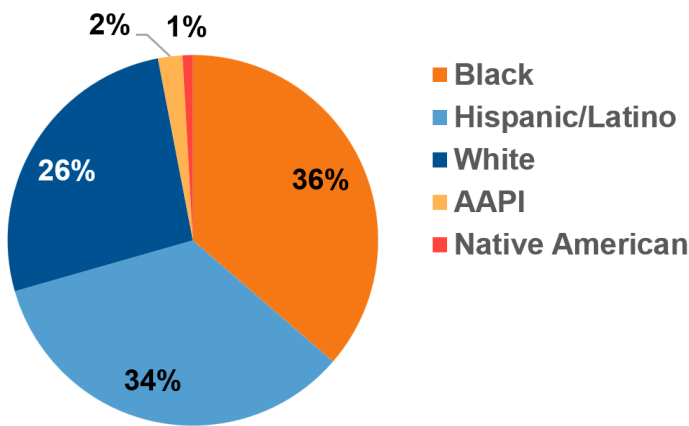
Gender

| FEMALE | MALE | OTHER |
|------------|------------|-------------|
| 73% | 27% | 0.1% |

Age

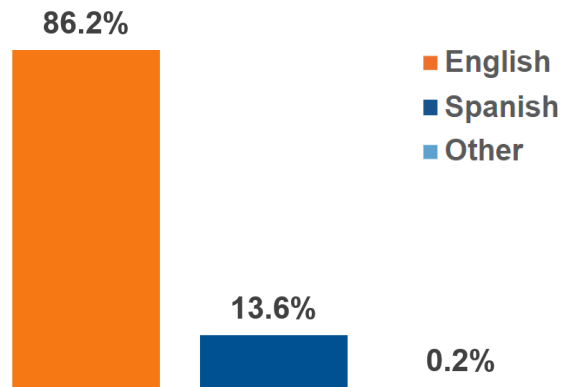
| YOUTH <18 | ADULT 18-54 | SENIOR 55+ |
|--------------|----------------|---------------|
| 1% | 73% | 26% |

Race and Ethnicity



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

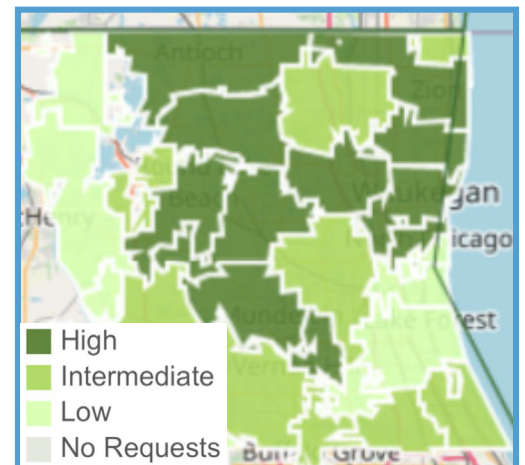
Language



Top 10 Communities

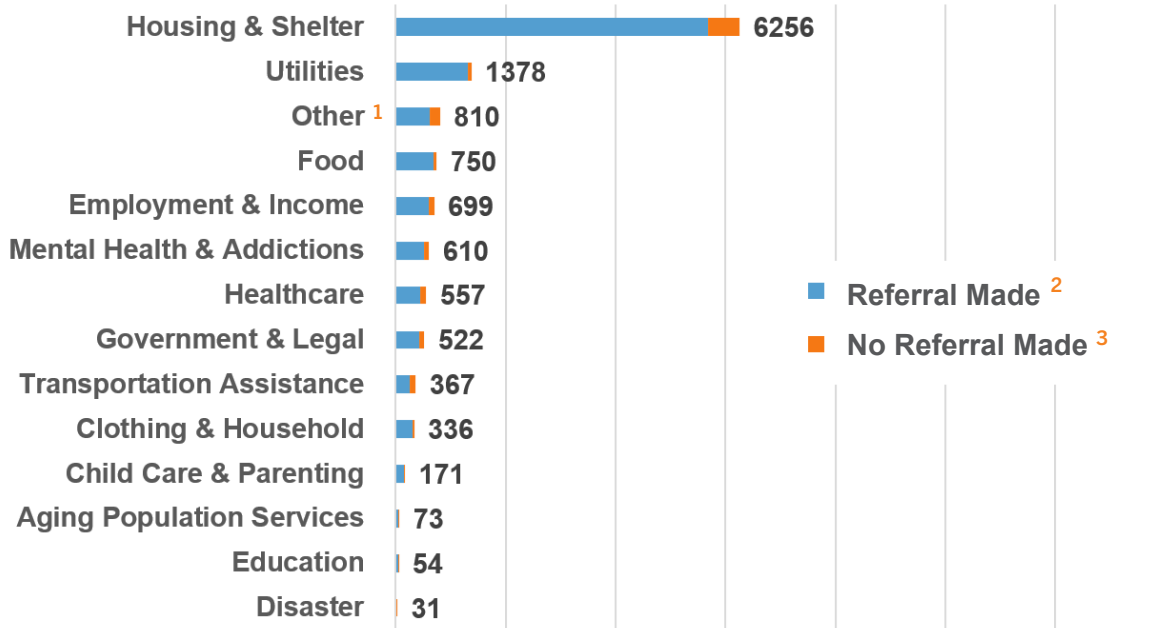
- | | |
|--------------------|-----------------|
| 1. Waukegan | 6. Antioch |
| 2. Zion | 7. Mundelein |
| 3. Round Lake Area | 8. Grayslake |
| 4. Gurnee | 9. Vernon Hills |
| 5. North Chicago | 10. Lake Villa |

Contacts from every zip code in Lake County.



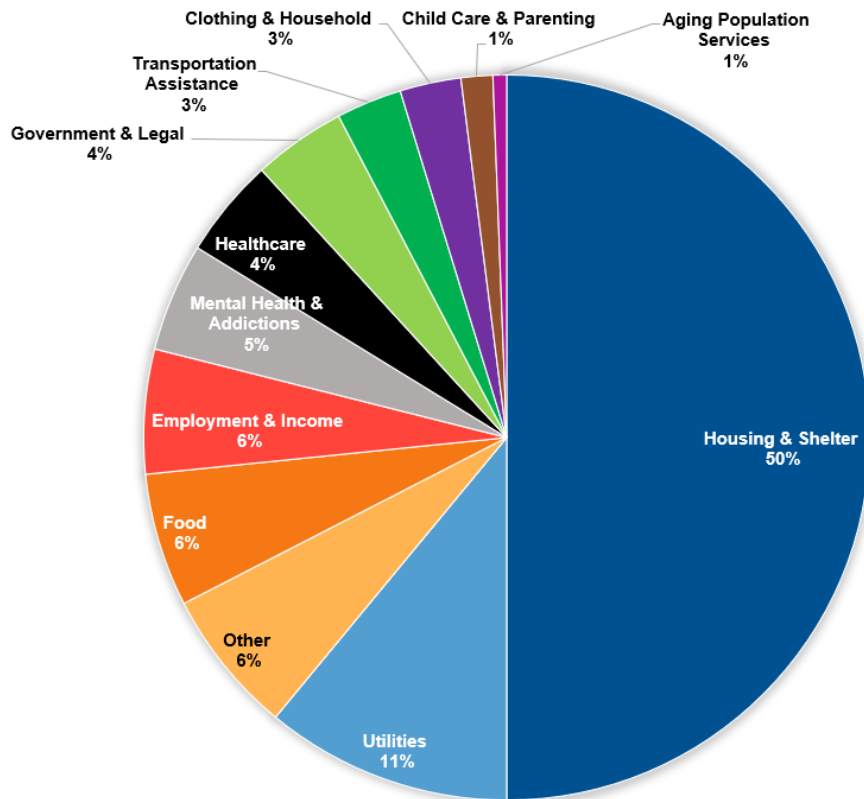
Why are people contacting 211?

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 Assistance (3,285)
2. Shelters (1,354)
3. Low-Cost Housing (904)
4. Landlord/Tenant Issues (257)
5. Home Repair/Maintenance (161)



Utilities

1. Electric (767)
2. Gas (341)
3. Water (150)
4. Phone/Internet (71)
5. Utility Payment Plans (22)



Food

1. Food Pantries (465)
2. Help Buying Food (178)
3. Home-Delivered Meals (36)
4. Holiday Meals (32)
5. Soup Kitchens and Meals to Go (23)



Employment & Income

1. Financial Assistance (472)
2. Job Search (143)
3. Tax Preparation (27)
4. Contacts (19)
5. Money Management (19)

What contacts say about 211

Satisfaction with 211

| | |
|---|---|
| <p>99% Believe staff are polite and professional</p> | <p>91% Report their expectations of 211 were met</p> |
| <p>96% Would recommend to friends/family</p> | <p>76% Learned about a new resource</p> |

Follow-up Feedback

“211 is very polite, and I'm grateful the call specialist took her time and listened to me. I appreciated that very much.”

“It was a really great experience. I was able to get help right away and fast. Thanks for all your help.”

“211 was very helpful. I was going through a crisis and 211 helped me get through it. I just felt comfortable.”

“The call specialist explained everything very well and took her time.”

“All information provided has been helpful.”

“Excellent service. Thank you for everything!”



*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

| | |
|---|---|
| 84% Consider 211 a trusted resource | 80% Value and utilize data from 211 |
| 91% Use 211 resources for their I&R needs | 84% Report referrals from 211 are appropriate |

“Amidst the belief that the pandemic is over, we must not overlook the ongoing challenges individuals face daily. Despite the vulnerabilities that persist, programs like 211 offer essential support and hope to those seeking assistance. We are grateful for the partnership between the Lake County Health Department and United Way of Lake County’s 211, as they provide access to critical services and create a network of care that is instrumental in promoting well-being.”

– T.E. Sashko, President, Lake County Board of Health

“Whether it's addressing basic needs or dealing with emergencies within the community, 211 can provide crucial support. 211 recognizes the importance of addressing the quality of life of residents. When individuals have their basic needs met, such as access to food, housing, healthcare, childcare, and other essential services, they are better able to focus on their personal and professional development. By ensuring that residents have access to the resources they need to enhance their quality of life, they are ultimately contributing to the development of a skilled and prosperous workforce in the region.”

–Demar Harris, Director of Programs and EEO Officer, Lake County Workforce Development

“When 211 was first introduced, no one could have imagined the devastation that the pandemic would bring. Throughout the pandemic, 211 has been a critical lifeline for residents experiencing hard times. United Way of Lake County’s 211 connects those in need to help with finding food, shelter, rent and utility assistance, and other essential human services. I am proud to support and promote United Way and 211.”

–Mayor Scott Gartner, Village of Antioch

“In moments of crisis, it’s not always clear to individuals what assistance is available to them or assistance that may be valuable for them to explore. 211 helps local governments understand the issues that are concerning for their residents, offering valuable insight into quality of life. 211 Lake County has been a critical partner in the city’s response to the Highland Park shooting. 211 continues to support our residents and the entire county area impacted, offering invaluable assistance by connecting community members with essential services.”

–Ghida Neukirch, City Manager for Highland Park

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
Libertyville Township
North Shore Gas Community Fund
Trustmark

211 Sponsors

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

Aetna Better Health
City of North Chicago
Lake County Workforce Development
The Medline Foundation
NorthShore University HealthSystem
Highland Park Hospital
Northwestern Medicine Lake Forest Hospital
Old National Bank

211 Community Supporters

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

Advocate Aurora Health
Benton Township
Campenella and Sons, Inc.
Dru Garcia/CBRE
Comcast
Nancy Coolley
Michelle Mittler Crombie
Kelly Desino
Highland Park Community Foundation
Dr. Irene Hrusovsky
Dr. Yeshwant Sanzgiri
Dr. Mark and Sarah Schweitzer
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*
Anshul Bindal – *Vernon Hills Indian Association*
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*
J. Kevin Hunter – *Lake County Board*
Bruce Johnson – *Nicasa Behavioral Health Services*
Marc L. Jones – *Waukegan Township*
Holly Kim – *Lake County Treasurer's Office*
Anne King – *Northwestern Medicine Lake Forest Hospital*
Natasha Kopystynsky – *Heart of the City*
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*
Ashley Styx – *Catholic Charities of Lake County*
Donnovan Young – *United Way of Lake County Board*