2022 Annual Impact Survey

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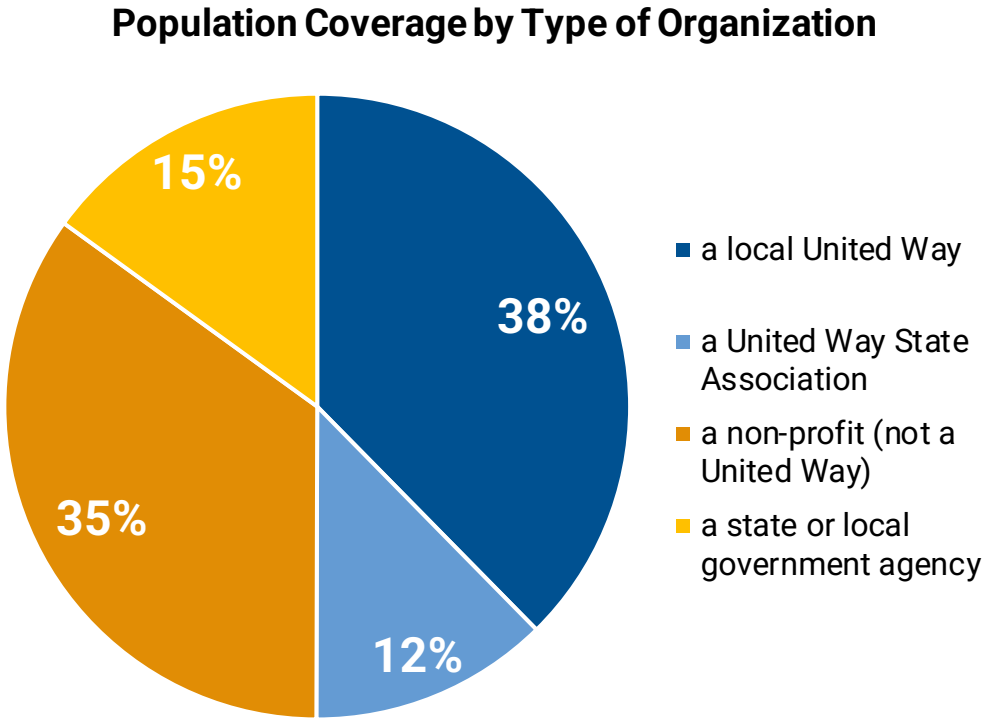
Annual 211 Data Collection

- Formerly known as “Big Count”
- Formerly collected by AIRS
- 240 211 Organizations (Gov / State Systems / UWs / Nonprofit)
- **Requests** includes calls, chats, e-mail, and texts
- **Referrals** include caller needs and connections to meet those needs



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Infrastructure & Context

Call Centers, #Team211

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Human-Centered Human Services

- Average Call Length 6:30
- Center Teams
  - 4,296 Specialists
  - 1,341 Support Staff
- Language
  - Translation services available in 180+ languages
  - 66% of centers have bi-lingual team members representing 30 languages

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#Team211 in 2022

- Direct Assistance: $45,434,621
- Call Center Efficiencies:
  - 988
  - Benefits Enrollment (Medicare)
  - Special Populations (SAGE, Veterans, Victims of Domestic Violence, etc.)
  - Opioid/Substance Use Disorder
  - Scheduling: VITA, Vaccines, and Rides and Food Deliveries

- Collective Revenue: $251,920,659

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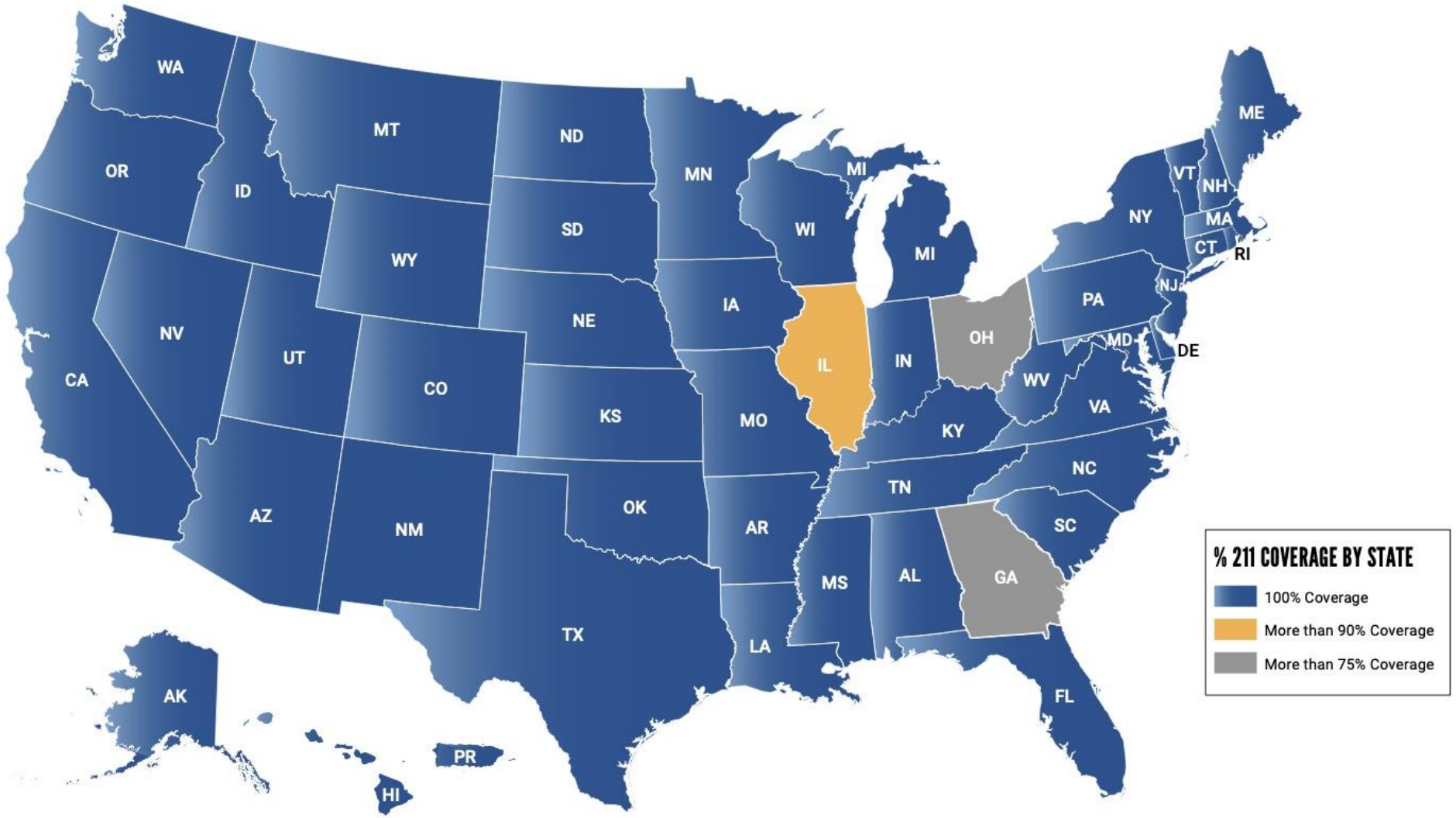
99% OVERALL COVERAGE

% of Population Covered* by 211 in Each State



The 211 network responded to more than 18 million requests for help by phone, text, email and chat.

211s made more than 19 million referrals to critical services and help.

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Requests

Calls, Web Chat, Text & E-Mail

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Notable Request Data

	2018	2019	2020	2021	2022
Phone Calls	11,643,869	11,029,047	18,507,610	19,677,937	15,682,076
Texts	254,774	278,899	1,174,128	1,415,004	2,106,035
Web Chat	494,909	102,856	175,813	216,345	245,339
E-mail	44,693	48,040	160,703	97,733	89,537
Total Requests	**12,438,245**	**11,458,842**	**20,018,254**	**21,407,019**	**18,122,987**
Spanish	*240,717*	*398,302*	*1,870,077*	*1,731,016*	*686,425*

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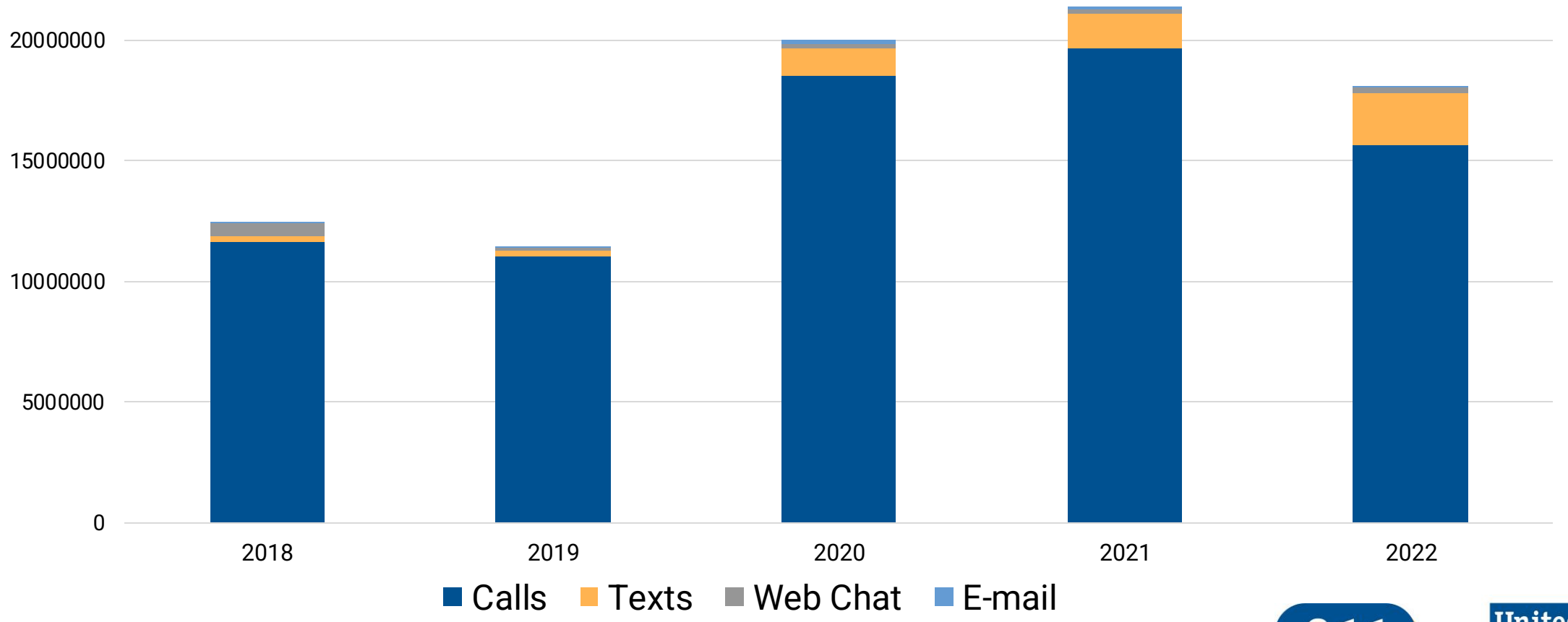
Notable Request Data



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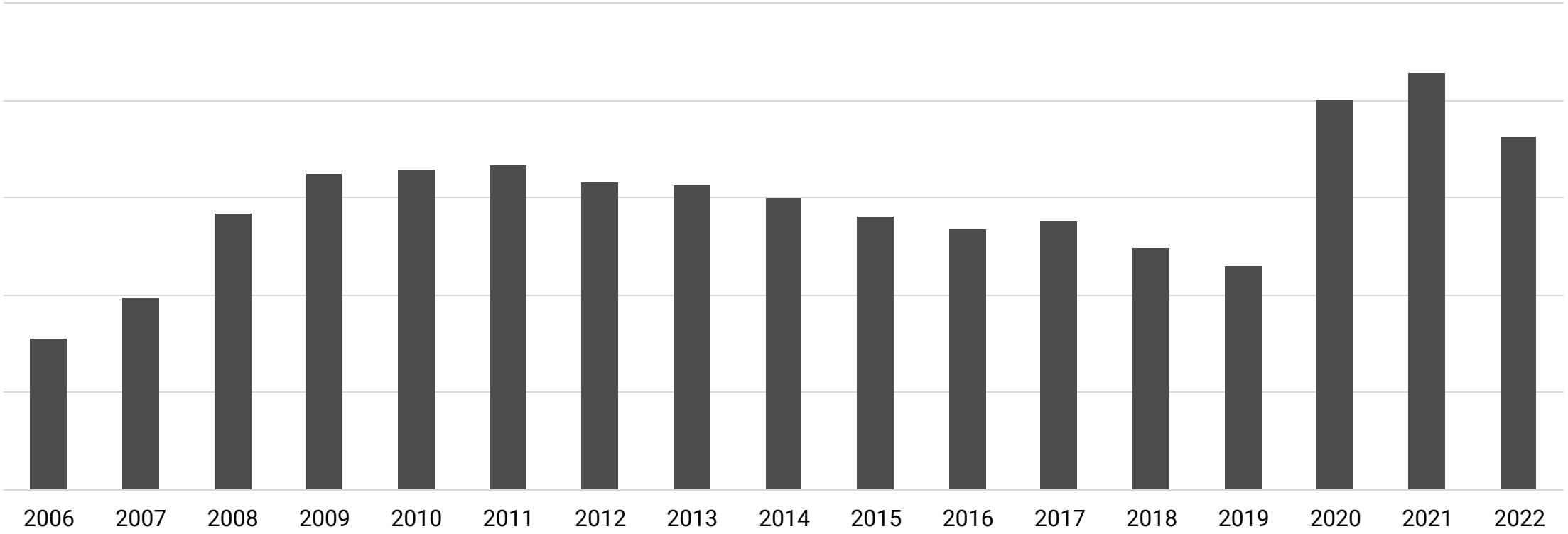
Historical Request Volume



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Referrals

Connections to Help

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Top Referral Categories (2022)

↑	4.8M	Housing
↑	2.6M	Utilities Assistance
↓	2.4M	Food & Meals
↓	1.6M	Healthcare & COVID-19
–	1.1M	Legal, Consumer, and Public Safety

19M
Total Referrals

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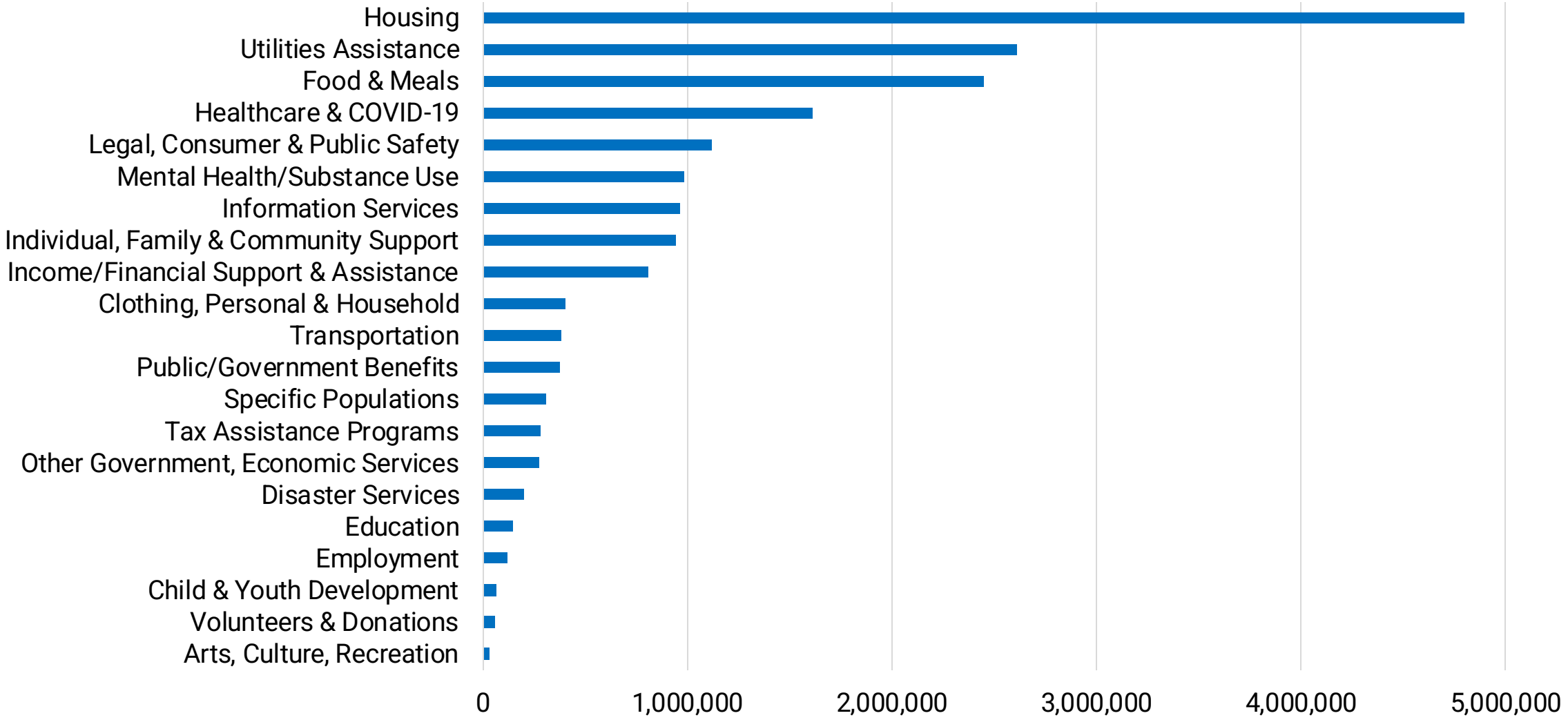
Primary Referral Categories (2022)



Top Referral Categories (2018 – 2022)

2018	2019	2020	2021	2022
2.6M Housing	2.9M Housing	9.5M Healthcare & COVID-19	7.0M Healthcare & COVID-19	4.8M Housing
1.7M Utilities	2.1M Utilities	3.8M Housing	4.4M Housing	2.6M Utilities
1.5M Legal, Consumer, & Public Safety	1.7M Mental Health/Substance Use	3.7M Food	2.7M Food	2.5M Food
1.2M Food	1.5M Food	2.3M Utilities	2.4M Utilities	1.6M Healthcare & COVID-19
946K Mental Health/Substance Use	1.4M Legal, Consumer, & Public Safety	1.6M Legal, Consumer, & Public Safety	965K Mental Health/Substance Use	1.1M Legal, Consumer, & Public Safety

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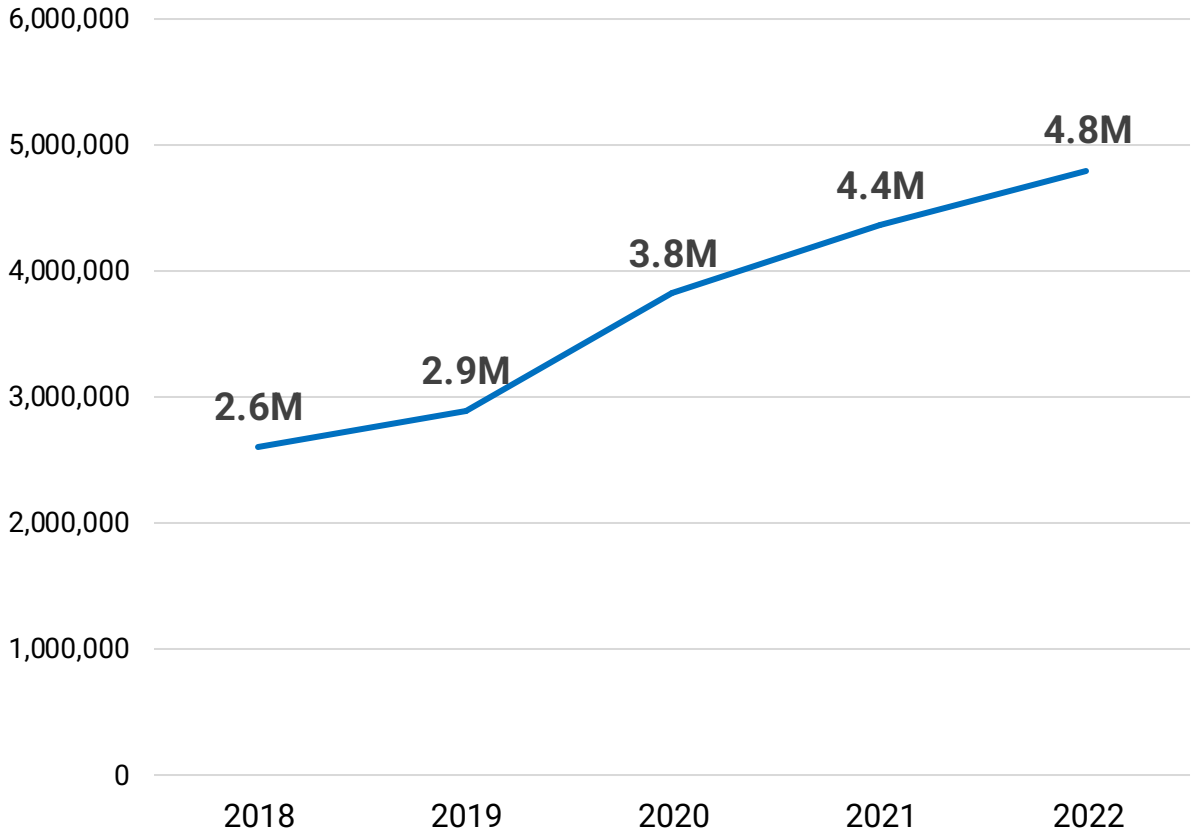
Housing

4.8 million referrals for help with housing or connections made to address housing insecurity and homelessness

- Includes 1.2M referrals to homeless shelters and diversion programs
- 1.9M referrals to housing expense assistance programs



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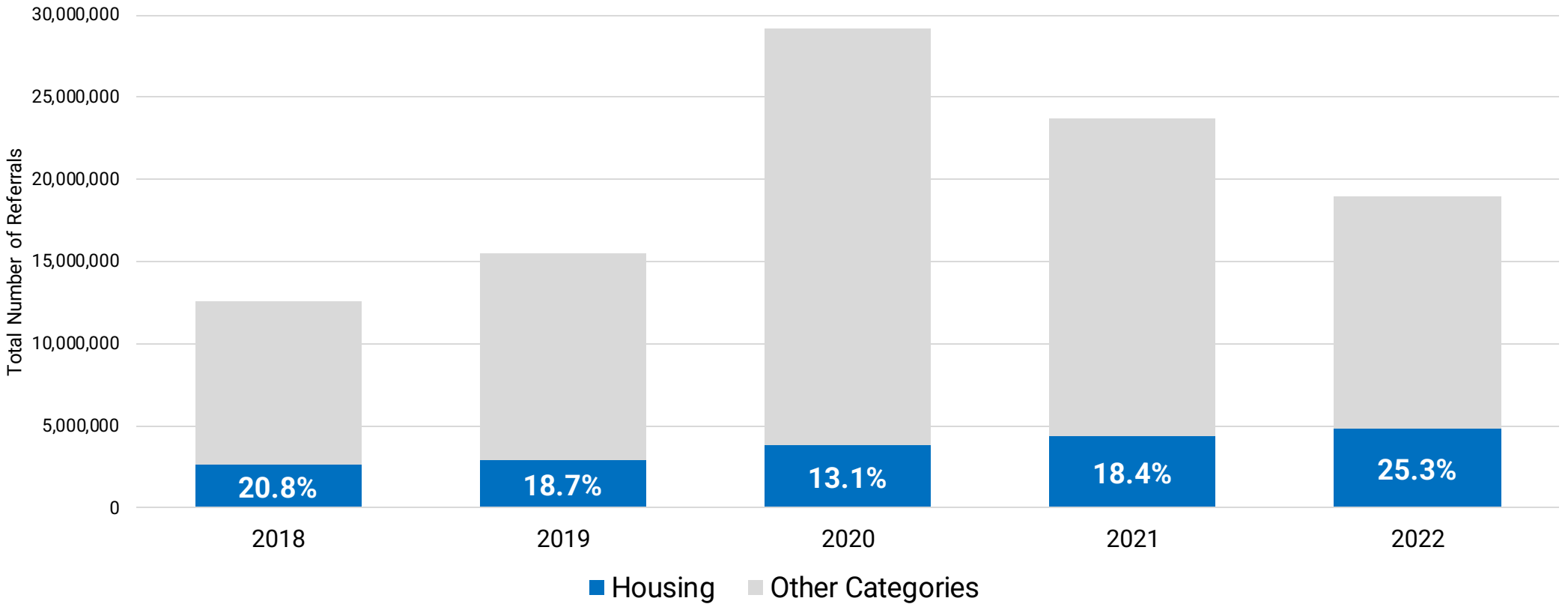
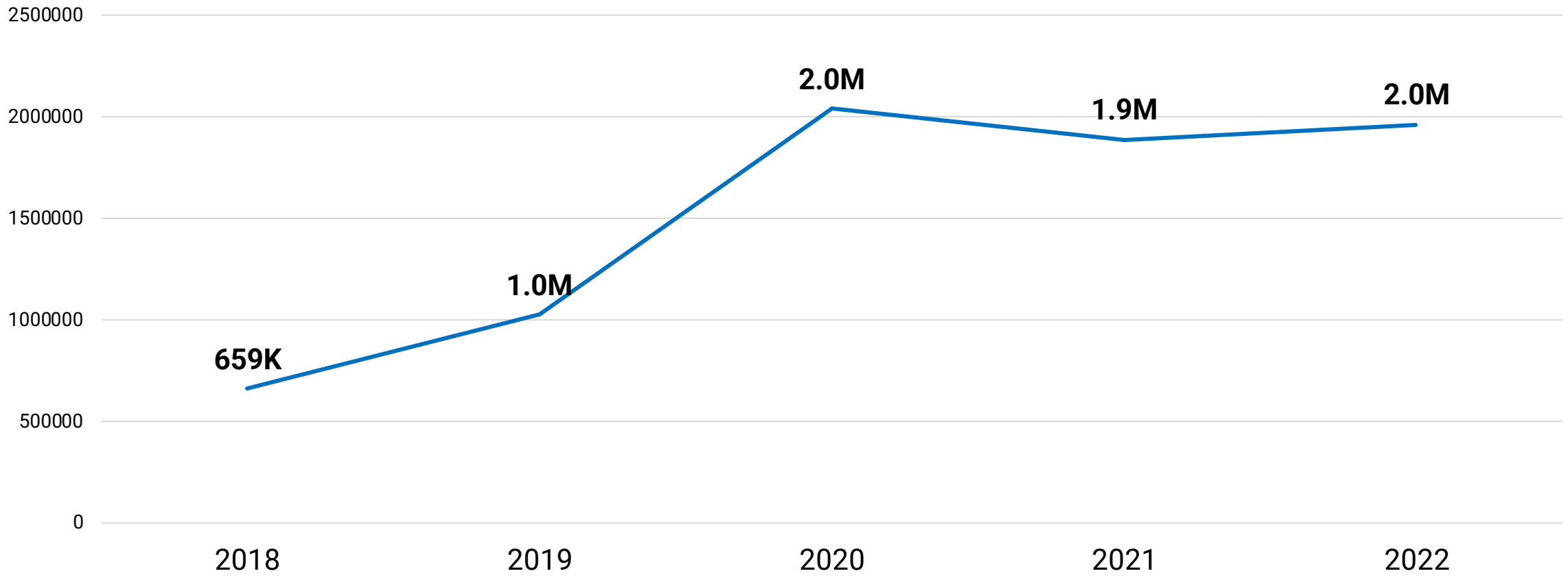
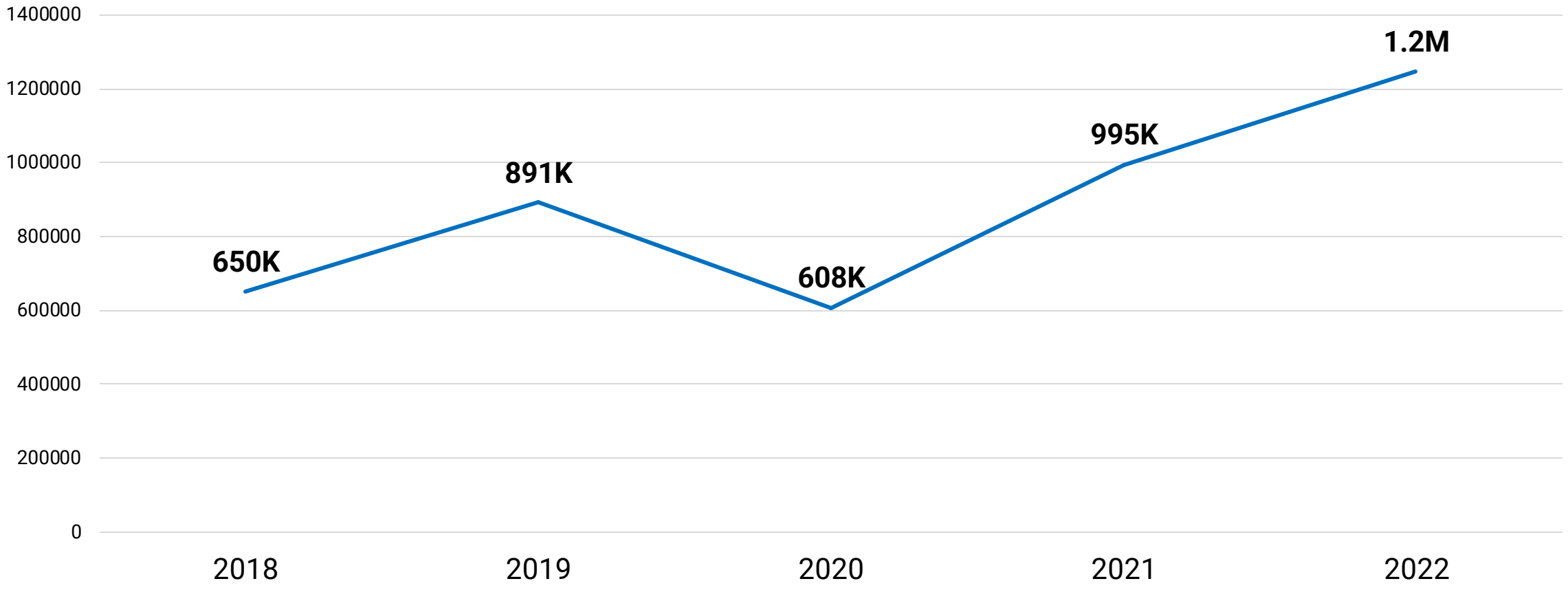
Housing Referrals Over Time



Sub-category: Referrals to Housing Expense Assistance



Referrals to Homeless Drop-In Centers, Shelters, Diversion, and Assistance Programs



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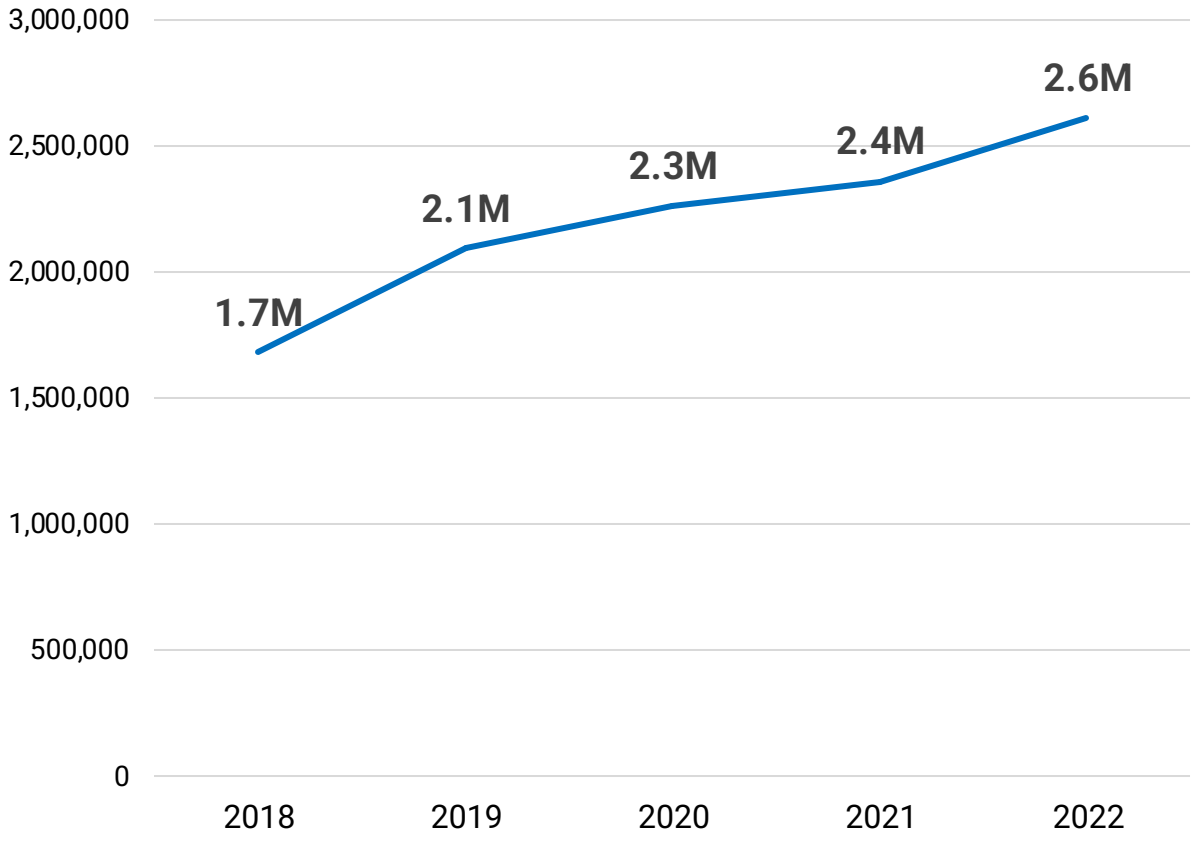
Utilities Assistance

Utilities assistance referrals continue to increase.

A 2022 follow-up survey conducted in five markets over a 6-month period indicated that 51% of requests were for utility assistance and 63% were unable to obtain needed help.

"By partnering with the United Way, we are reaching additional customers who may not qualify for other assistance programs"

– Deanna Rodriguez, President/CEO of Entergy New Orleans



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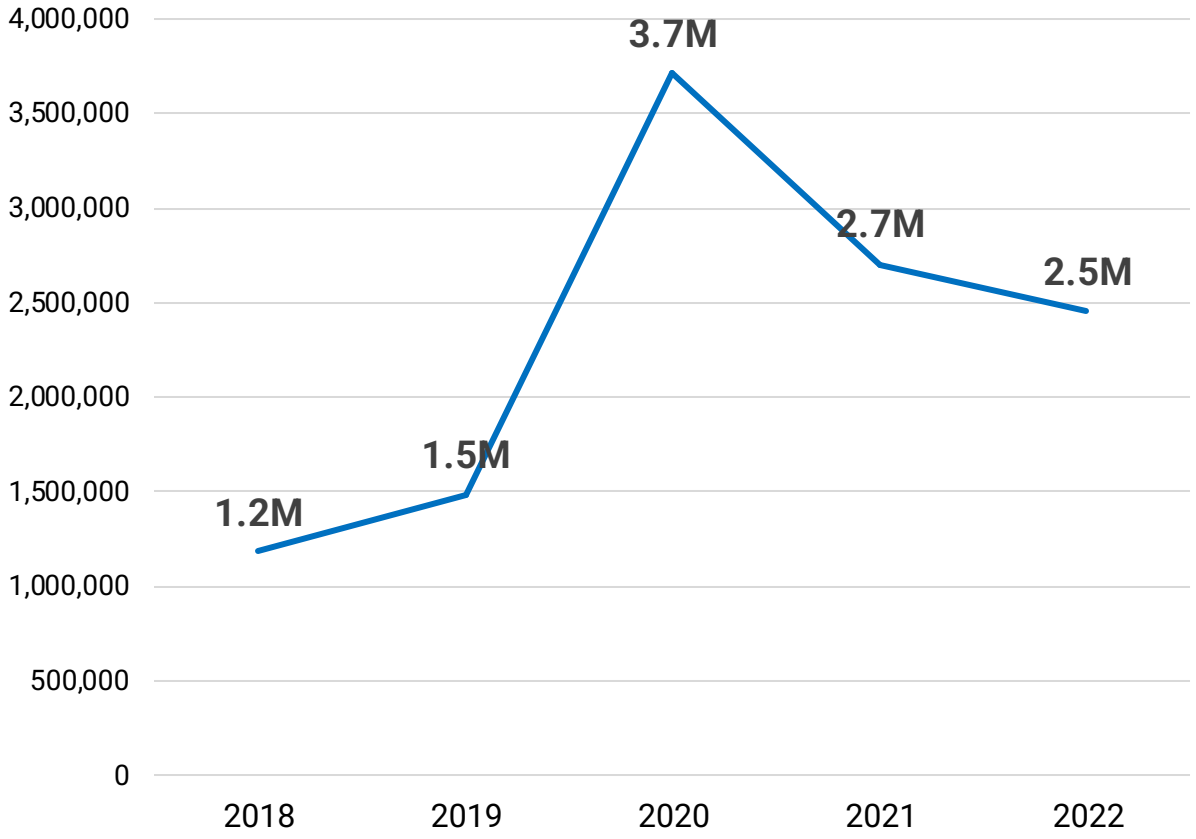
Food & Meals

Food referrals have decreased since the spike in 2020 but are still twice as high as pre-pandemic counts.

Ride United: Last Mile Delivery completed 585,409 deliveries to 44,311 households, representing 8.1M meals.



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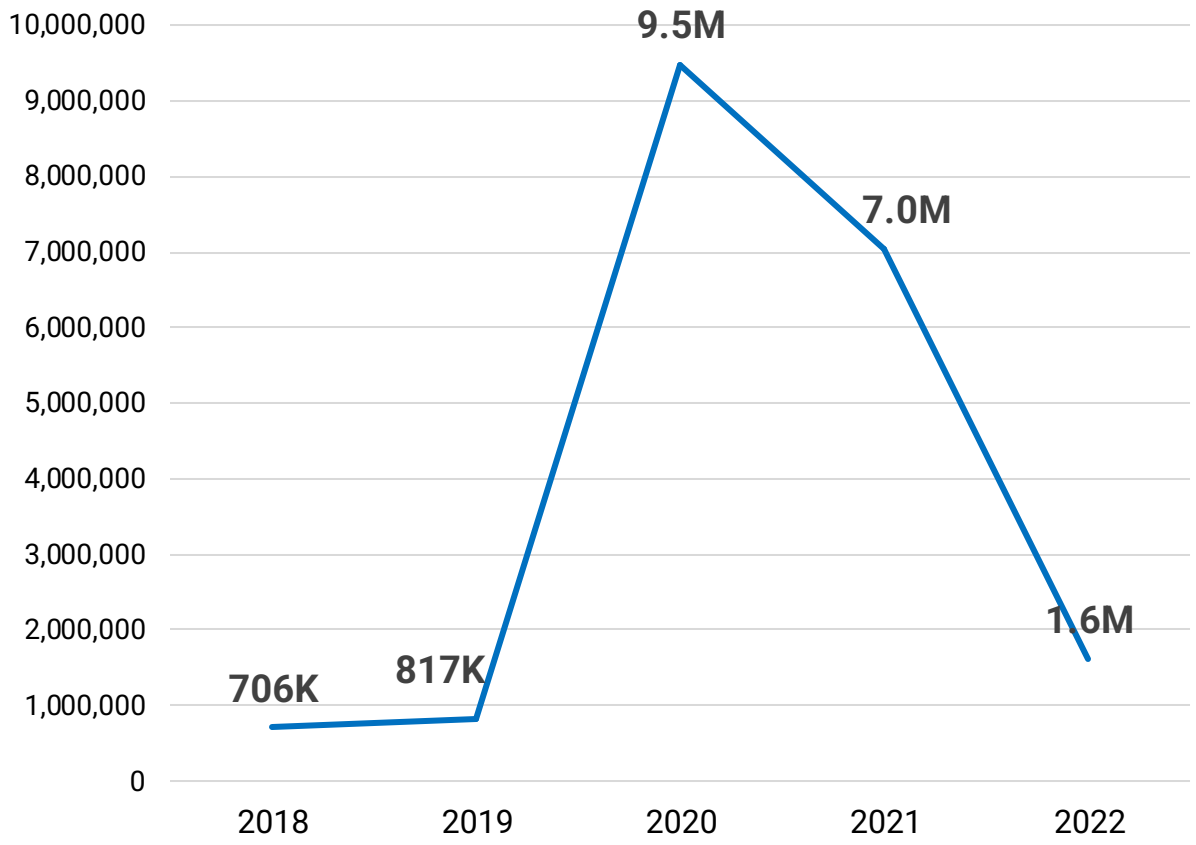
Healthcare & COVID-19

Healthcare referrals show an overall increase compared to pre-pandemic counts.

COVID-19 subcategories include referrals related to general information, symptoms, testing, vaccines, transportation, etc.



211 in 2022

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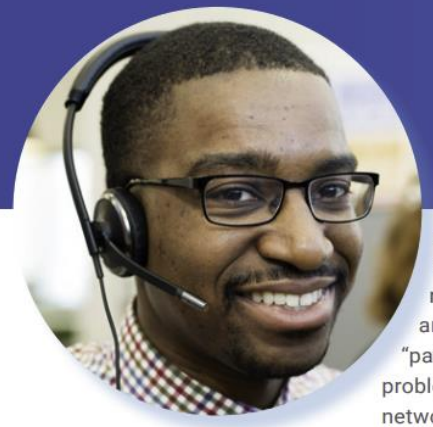
From Hello to Help, 211 is Here.



18M
requests for help

19M
referrals to 1.5M local services and programs

211 IS A VITAL HUMAN SERVICE ACROSS NORTH AMERICA. 24/7 people can contact 211 to access free and confidential community health and human services. 211 provides expert, caring help in more than 180 languages — no matter the situation, the specialists at 211 listen, identify problems, and connect people in need with resources and services in their community that improve their lives. 211 tackles underlying root causes – 211 does more than "patch people through" to agencies. Instead, 211 specialists are trained to identify and address root causes of a client's problem and connect them with a wide range of available resources that meet all the underlying needs. There is no other network in the country that has a similar pulse on America's needs. 211 makes the social services ecosystem more efficient by ensuring people in need are connected to agencies that can help them.

2.4M
referrals to reduce hunger

8.1M
meals delivered with Ride United: Last Mile Delivery

385K
referrals to transportation and 134K rides dispatched

127K
referrals to support services for domestic violence and human trafficking

4.8M
referrals to housing and homeless prevention services

400K
referrals for clothing, personal, and household supplies

2.6M
referrals for utilities assistance

808K
referrals for financial assistance including providing $45M in direct support to families

1.6M
referrals for healthcare and COVID-19 resources

987K
referrals for mental health services

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Unmet Needs: Individual instances where no resources are available to meet an inquirer's assessed needs and no referrals can be made. A pattern of individual unmet needs may lead to identification of service gaps at the service delivery system level.

AIRS Standards & Quality Indicators for Professional Information & Referral

Version 9.0. | July 2020

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Unmet Needs

- 211 leaders provide information on the top unmet needs in their communities.
- **95%** of 211 leaders indicated unmet needs related to **housing** in their communities.
- Other top categories were utilities assistance (63%) and transportation (46%)

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Key Findings

- **Healthcare/COVID-19**: Over the past 5 years, we saw an unprecedented spike in referrals, which has dropped back down as of 2022.
- **Food**: Food referrals spiked during the pandemic, and are beginning to level down, but remain elevated compared to pre-pandemic numbers.

- **Housing**: There has been a steady increase in housing referrals, which merits attention. While other referral categories have returned to pre-pandemic levels, housing referrals continue to increase and represent 1 in 4 of all referrals made. Sub-categories related to housing reflect an increasing focus on homelessness prevention and diversion.

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