



Third Quarter Trend Report

January - September 2009



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This document provides an overview of the trends and needs identified by the United Way of the Bay Area's 2-1-1/HELPLINK covering San Francisco, Marin, Napa, San Mateo* and Solano Counties. The data was collected between January-September 2008 and January-September 2009. The purpose of this document is to educate community stakeholders about the trends and information observed by 2-1-1/HELPLINK in order to strengthen our Bay Area communities.

The Bay Area's vast spectrum of community services is complex. Without 2-1-1/HELPLINK, many people make 7-8 phone calls to get the help they need. Vulnerable populations - such as non-English speakers, low-income individuals, seniors, people with disabilities and families in crisis - often give up long before they find help.

2-1-1/HELPLINK is dedicated to providing free, confidential and multi-lingual information, advocacy, resources and support in order to connect people to crucial community services in the Bay Area. As of April 2009, 2-1-1 serves over 240 million people - more than 80% of the entire population of the US. Although the 2-1-1 movement is a fairly recent development, HELPLINK has been providing information and referral, an important community service, to Bay Area residents since 1976.



*Although San Mateo County does not currently have a 2-1-1 in place, UWBA's 2-1-1/HELPLINK center handles calls from this county via our 800 number.

Third Quarter Highlights

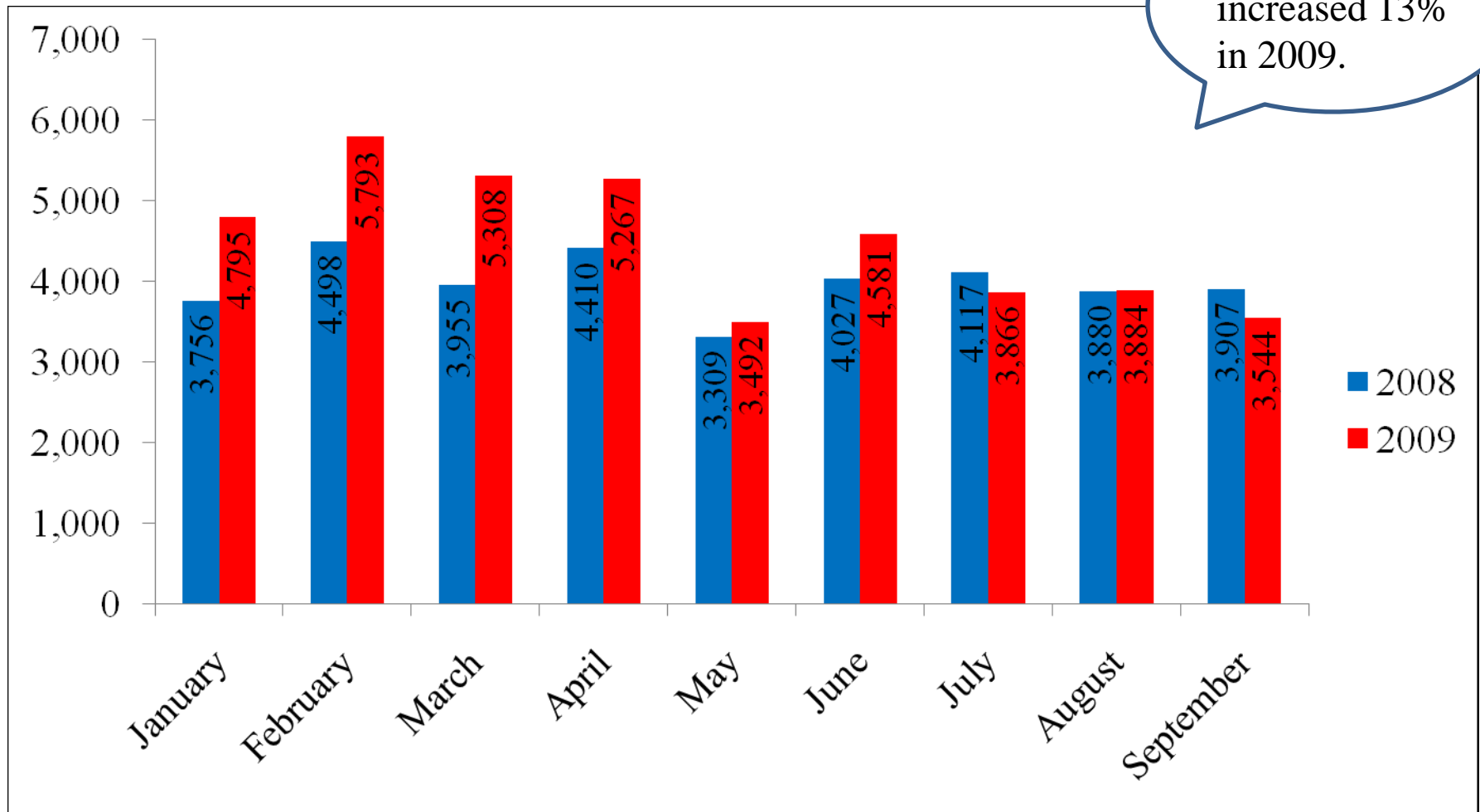
- **Call Volume** – Call volume increased 13% in 2009 over the same time period in 2008.
- **Community Needs** – Over 60% of our calls are related to meeting basic human needs such as food, shelter/housing and clothing.
- **Languages Spoken by 2-1-1 Callers** – From the information collected, the people calling 2-1-1 continue to be predominately English-speaking although there was a small increase in calls from Spanish-speaking callers in 2009.
- **Tracking California Budget Cuts** – Major cuts were made in the California Budget to vital programs such as AIDS/HIV Services, Domestic Violence Shelters, the Healthy Families program, etc. We are proactively monitoring the situation and receiving daily electronic updates in order to determine how our communities will be impacted.
- **Free Summer Lunch Program** – Partnered with the San Francisco Department of Children Youth and Families to connect children, under the age of 18, to locations throughout SF where they can eat a nutritious meal. Assisted residents outside of San Francisco as well including the communities of Marin, Solano, Napa and San Mateo Counties. This is particularly valuable to families that receive free or reduced-cost lunches during the school year and find themselves struggling during the summer months.
- **H1N1/Swine Flu** – 2-1-1 reached out to offer our assistance to local health departments in San Francisco, Marin, Napa and Solano, added resource links to our website and provided up-to-date info to our Call Center. H1N1 information is readily available to 2-1-1 callers.
- **Recession Relief Pantries** – Assisted the San Francisco Food Bank with the launch of their Recession Relief pantries in San Francisco and Marin. 2-1-1/HELPLINK was listed on all marketing materials including MUNI ads, radio PSA's, TV spots and flyers as the phone number to call to assist people facing hunger for the first time. This program serves close to 1500 people per week.
- **Trainings** – 2-1-1 provided three I&R trainings as part of our continuing commitment to strengthening Information and Referral services offered by Senior I&A and Family Resource Center providers in the region.
- **2-1-1 Presentations** – Provided eleven 2-1-1 presentations to agencies. Resulted in those agencies commitment to update their information on a regular basis. Additionally, it afforded us an opportunity to gain more information about the needs of clients being served by community based organizations in various sectors of the health and human services field.
- **Community Involvement** – Represented 2-1-1 at monthly community meetings including the Solano County Continuum of Care, Napa Valley Coalition of Nonprofit Agencies, San Francisco Economic Self-Sufficiency Work Group as well as Project Homeless Connect Events. Participation at these meetings not only demonstrates 2-1-1's commitment to working with our non-profit partners on critical issues in the community but also served to help 2-1-1 build capacity to better serve our clients.
- **Continuing Education Trainings** – 2-1-1 staff received monthly in-service trainings from a variety of experts in various fields including financial sustainability programs, health care coverage options and services available for specific populations such as Veterans and Seniors. These trainings help 2-1-1 provide quality services to the communities and help us adhere to national 2-1-1 standards.



2-1-1 Call Volume

Third Quarter 2008 vs. 2009

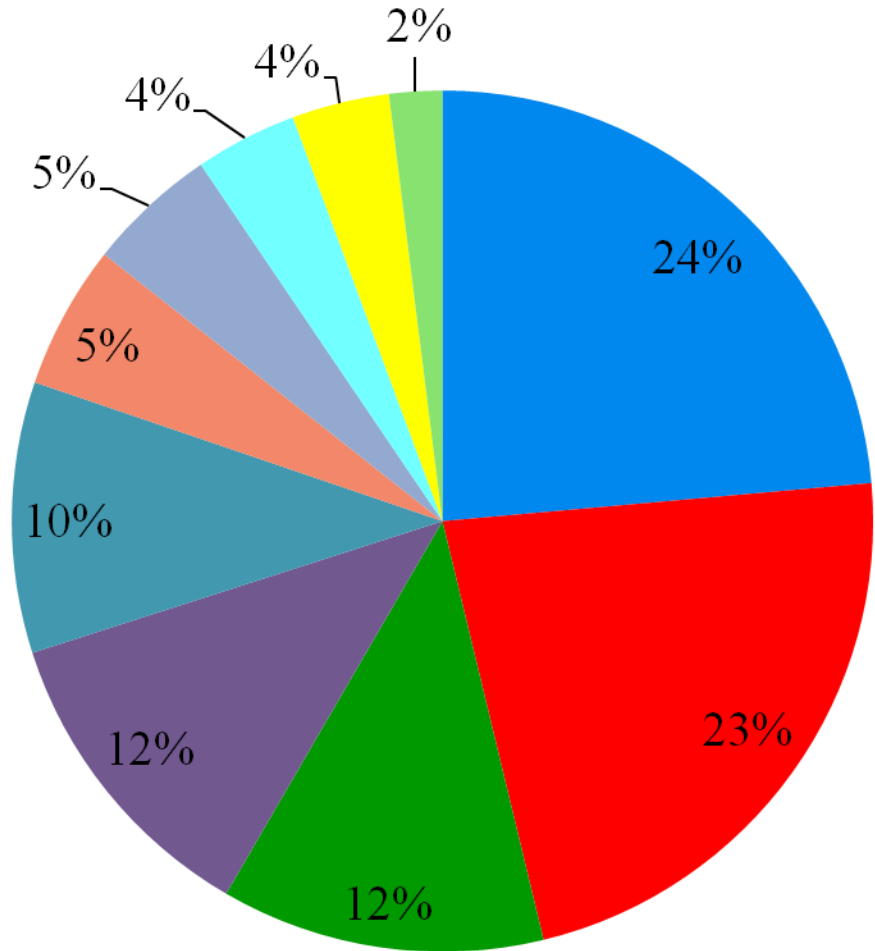
Call Volume increased 13% in 2009.



- Of the 35,859 calls received in the first nine months of 2008, the language breakdown was 92% in English, 5% in Spanish, 2% in Chinese, and 1% other.
- Of the 40,530 calls received in the first nine months of 2009, the language breakdown was 90% in English, 7% in Spanish, 2% in Chinese, and 1% other.

2-1-1 Community Needs January - September 2009

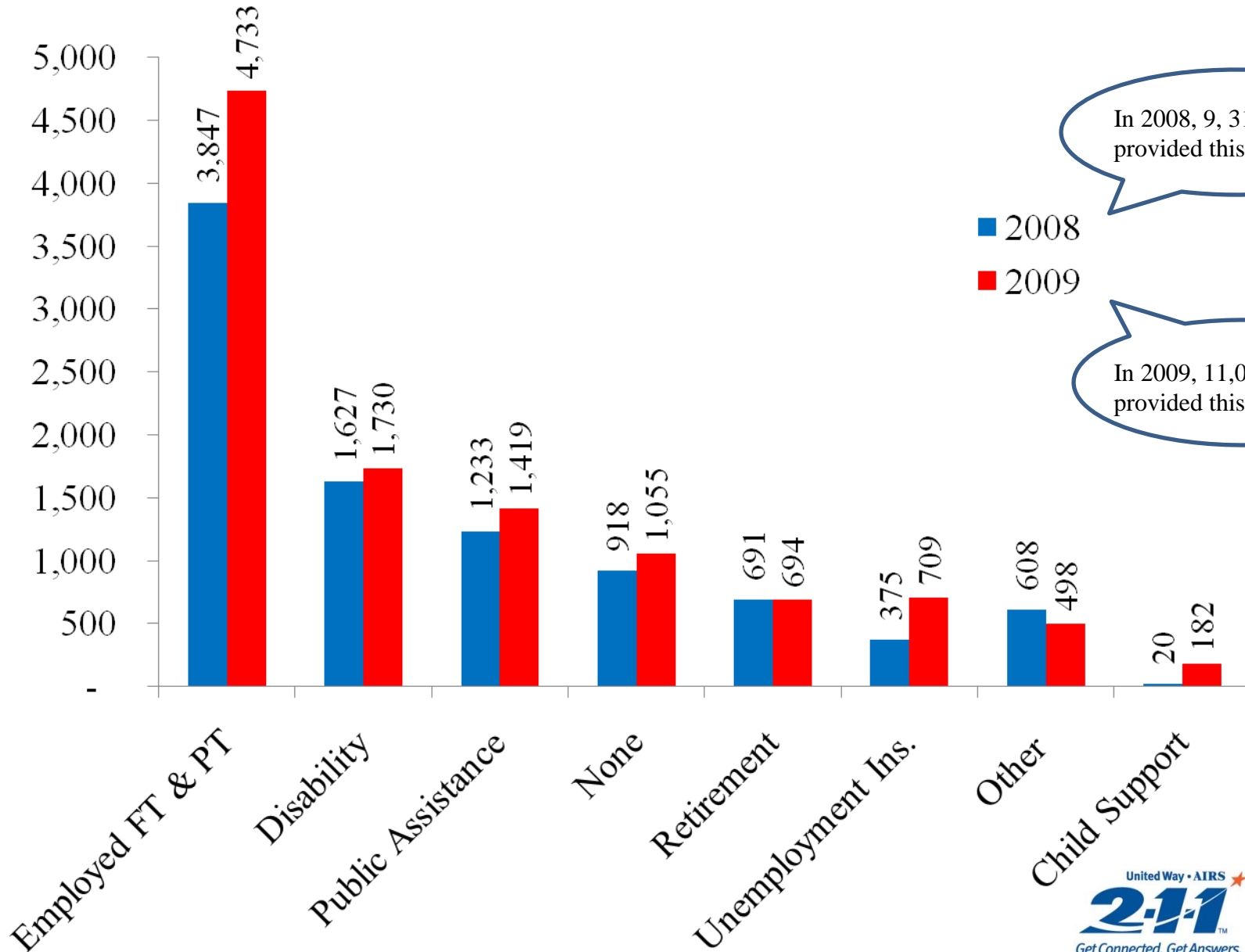
Over 60% of our calls are related to meeting basic needs



- Income Support/Assistance - 24%
- Housing/Utilities - 23%
- Food/Meals - 12%
- Legal, Consumer and Public Safety - 12%
- Information Services - 10%
- Health Care - 5%
- Other* - 5%
- Individual, Family and Community Support - 4%
- Mental Health/Addictions - 4%
- Employment - 2%

*The "Other" category includes Arts, Culture and Recreation, Clothing/Personal/Household Needs, Disaster Services, Education, Government and Economy, Transportation, and Volunteers/Donations.

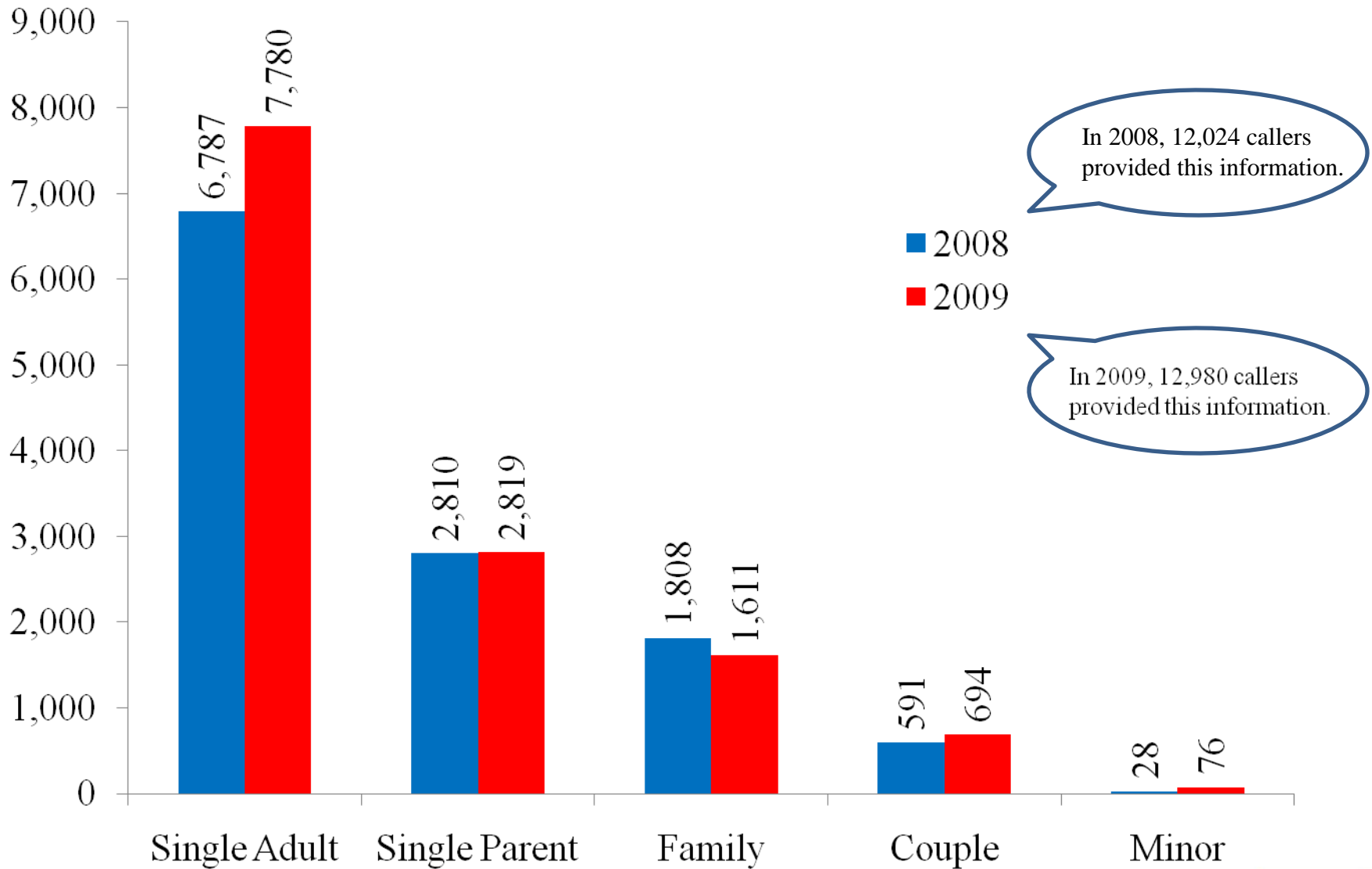
2-1-1 Caller Source of Income



In 2008, 9,319 callers provided this information.

In 2009, 11,020 callers provided this information.

2-1-1 Caller Family Status



2-1-1 Top 20 Agency Referrals

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1. Volunteer Income Tax Assistance Agencies
2. Solano County Health And Social Services Eligibility Services
3. City And County Of San Francisco General Services Agency 3-1-1 Customer Service Center
4. Salvation Army Golden State Division
5. San Francisco Food Bank (Partnership)
6. St. Anthony Foundation
7. Glide Memorial United Methodist Church
Glide Foundation
8. Federal Communications Commission (DTV partnership)
9. Modest Needs Foundation
10. Catholic Charities CYO
11. Fairfield Community Action Council
12. Solano County Health And Social Services Public Health Division
13. City And County Of San Francisco Human Services Agency Department Of Human Services
14. Catholic Social Service
15. Central City Hospitality House
16. St. Vincent De Paul Society Holy Spirit Conference
17. City and County of San Francisco Department of Public Health Community Health Network
18. Mission Solano
19. Independent Living Resource Center
20. International Institute of the Bay Area