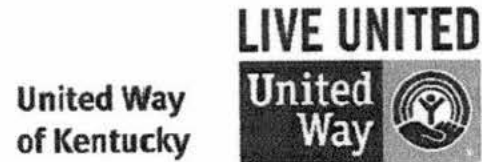


Kevin T. Middleton, President
P.O. Box 4653
Louisville, Kentucky 40204
Direct: 502-292-5342 Mobile: 502-297-2965
kevin.middleton@uwky.org



VIA E-MAIL AND U.S. MAIL

December 31, 2020

Linda C. Bridwell
Executive Director
Kentucky Public Service Commission
P.O. Box 615
211 Sower Boulevard
Frankfort, KY 40602-0615

RECEIVED

JAN 05 2020

PUBLIC SERVICE
COMMISSION

RE: Annual Status Report regarding United Way 2-1-1 Implementation

Dear Ms. Bridwell:

Pursuant to the Administrative Case No. 343 dated August 17, 2004 designating United Way of Kentucky as lead agency for implementation of the 2-1-1 dialing code in Kentucky, enclosed please find our annual report on the progress of the United Way 2-1-1 initiative.

We appreciate the ongoing support for statewide 2-1-1 by the Commission.

If you have any questions about the report or need any additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Middleton', with a long horizontal flourish extending to the right.

Kevin Middleton
President and 2-1-1 State Director
United Way of Kentucky

Enclosure

KENTUCKY 2-1-1

**Status Report to the
Kentucky Public Service Commission
from
United Way of Kentucky**

**2-1-1 Statewide Implementation
Administrative Case No. 343**

December 31, 2020

Introduction

In July of 2000, the Federal Communications Commission reserved the abbreviated 2-1-1 dialing code nationwide for access to health and human service information and referral (I/R) services.

In 2001, following informal meetings held by the Kentucky Public Service Commission to discuss the assignment of 2-1-1 in the Commonwealth, United Way of Kentucky (UWKY) petitioned the Commission to assign the 2-1-1 dialing code to UWKY and its affiliated organizations. UWKY proposed that it be designated as the lead agency for the statewide implementation of 2-1-1 in Kentucky. The Commission granted UWKY provisional authority over 2-1-1 for a three-year period to develop a pilot program for the implementation of 2-1-1, and to report on its progress at the end of that time.

In 2004, UWKY submitted its report to the Commission on the progress of its pilot efforts, including its comprehensive business plan for Kentucky 2-1-1.

On August 17, 2004, the Kentucky Public Service Commission issued an order granting UWKY the permanent designation as the lead agency for the statewide implementation of 2-1-1 in Kentucky. The Commission directed that UWKY make annual reports on the progress of the 2-1-1 initiative. Pursuant to that order, UWKY submits this status report.

Kentucky's 2-1-1 Expansion Efforts in 2019-2020

UWKY remains committed to the ongoing development and maintenance of statewide United Way 2-1-1 services in Kentucky, and is pleased to report that as of the date of this filing our expansion goals have been achieved, **2-1-1 service is now available across all 120 Kentucky counties.**

Background:

An original plan was presented to the Commission in 2004, and was restructured in 2009 to account for new developments in technology, updated pricing and national expansion models. This plan gave us the opportunity to propose new potential to the administration and legislators, reacquaint them with 2-1-1 and ask for their support. Meetings with state leaders were well-received at the time, though funding was not available.

Throughout 2018 and particularly since June of 2019, a planning committee comprised of representatives of the United Way of Kentucky staff and board of directors, as well as the 2-1-1 contact centers met with members of state government agencies, particularly within the Cabinet for Health and Family Services, to explore the system's capacity for contracted service to the Commonwealth, in support of the now renamed Kynect CHFS "resource engine" project. In April 2020, UWKY signed a contract with the CHFS to support bringing "closed loop" referral services to the Commonwealth, built by Deloitte on a Salesforce technology platform using 2-1-1 resource data, and offering residents the opportunity, for the first time, to maintain their own records of health insurance, referral and public benefits in a single, easy-to-use

online system, while agencies assisting these individuals will have the capacity to review referral data to ensure that the most efficient provision of human services is provided to all.

Further, a subsequent contract was signed in September 2020 through June 2021, with expectation of renewal for July 2021-June 2022. Through this partnership with the Commonwealth, UWKY is investing in the expansion of 2-1-1 information and referral services to the final 62 “uncovered” counties. With the “soft launch” of 2-1-1 access in these counties in December 2020, an additional approximate 29% of Kentucky residents now have access to the largest electronic health and human resources information and referral database (collectively) in the Commonwealth through full 2-1-1 service by phone, chat, text, email and web, bringing 2-1-1 access to every Kentuckian. Thanks to capacity provided through UWBG, our network has maintained infrastructure, call routing translations, and a fully resourced information and referral database for the newly covered counties for the last few years. Funding to increase capacity to field calls and market the service is a result of this partnership. New marketing will launch in January 2021.

Through this partnership, we continue to engage with CHFS and other partners to best utilize 2-1-1 services to improve individual and community health outcomes.

Future Efficiency:

Representatives from each of Kentucky’s four 2-1-1 contact centers continue to meet to discuss the future of 2-1-1 service provision in the Commonwealth, with an emphasis on:

- Discussing and addressing barriers to consistency in service delivery and user experience, as well as data sharing, in the context of:
 - national quality standards,
 - efficiency of delivery, and
 - increasing interest from state agencies and other partners.
- Provide a platform for Kentucky’s 2-1-1 Centers to discuss existing challenges, opportunities and network expectations.

By proactively creating efficiencies in service delivery, as well as a consistent, high-quality client experience, 2-1-1 services in Kentucky will continue to be the gold standard for information and referral, health and human service contact centers. UWKY will continue its work with our 2-1-1 contact centers to seek sustainable funding through contract services, legislative avenues, and grant opportunities, and to seek additional public/private partnerships in support of statewide 2-1-1.

Usage Volume

In 2019, call volume in Kentucky was 43,273, a decrease from 2018 of about 8,800 calls. However, reported alternate channel visits (web, chat, text, email) to 2-1-1 services recorded in Kentucky totaled to 115,304, and increase of over 11,500 (not including UWSK, which are unreported). Figure 1 below shows

statewide call volume compared to web and alternate channel visits. In 2019, calls for basic needs, such as housing, utilities, and food made up over two-thirds of all calls for services (see Figure 2 below).

FIGURE 1

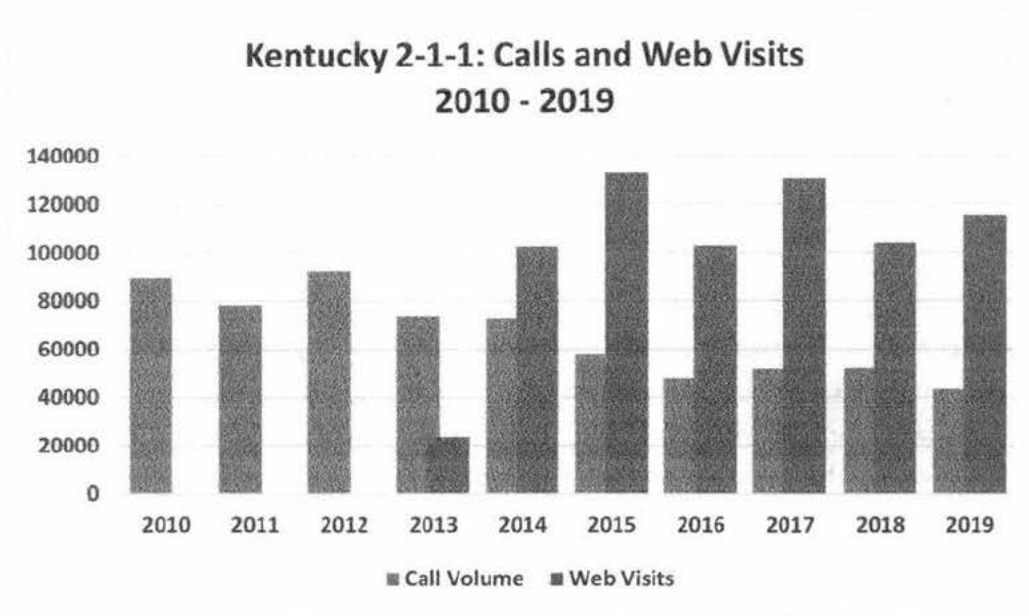
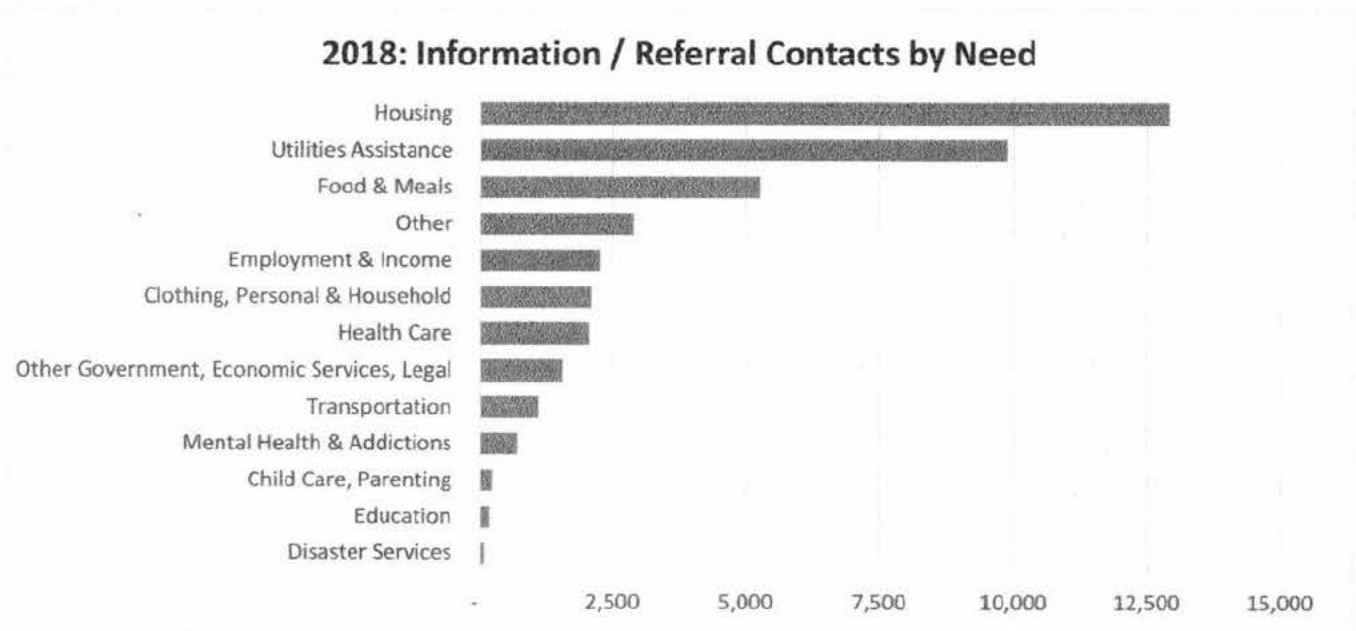


FIGURE 2



Community Partnerships and Special Projects

In addition to day to day information and referral services, United Way 2-1-1 has proven to be invaluable in several community partnerships and special projects.

NEW: Ride United – Towards the end of 2019, MUW launched the Ride United program in partnership with United Way Worldwide and Lyft. Ride United – helps address unmet transportation needs by providing free rides to eligible riders. The free rides can be used to access employment, health care, food, public benefits and educational opportunities. MUW 2-1-1 serves as the operational arm of this program. 2-1-1 operators schedule rides through the Lyft Concierge portal for participating agencies as well as regular callers.

Health Access and COVID-19 – 2020 presented a new challenge as the world faced a global pandemic, COVID-19. This not only impacted how we served the community but the volume of inquiries we handled. Late March and early April, we saw record number of inquiries. Majority of callers were people who had never utilized the service in the past, and suddenly found themselves unemployed and needing resources to help meet their basic needs.

2-1-1 continues to connect individuals and families to information on accessing specialized health resources, such as updates to MUW's partnership with the Kentucky Diabetes Prevention Network and the YMCA's Diabetes Prevention Program originally developed in 2016. MUW 2-1-1 created and supported a text-based survey that asked questions to educate participants on their risk of developing pre-diabetes. Individuals sent a text message – "My Risk" to 898211 – and answered the supplied questions. The results were then calculated, and the appropriate information was provided to the client.

Seasonally, MUW 2-1-1 supports Flu Shot Clinics, providing callers with locations, dates and hours of operations for these clinics. MUW 2-1-1 staff also makes presentations to senior citizen groups explaining how they can find resources on everything from health-related issues to transportation.

Further, in the months of January thru June 2019, UWBG 2-1-1 was awarded a national CDC Flu on Call project contract through United Way Worldwide for the fourth year in a row.

Aging and Independent Living – In 2015, a partnership was developed through United Way of the Bluegrass with the Cabinet for Health and Family Services, Department of Aging and Independent Living (DAIL) to provide services to Central Kentucky's individuals with disabilities and senior populations. This partnership lasted through Spring 2017, and was then restructured into primary funding for database development for the unserved counties in the Commonwealth. Since then, this contract has been a critical asset supporting the expansion of the 2-1-1 service to the uncovered counties across the Commonwealth, particularly in 2018 and 2019 with the launch of services to the Fivco and GRADD areas, and as a support for the recent expansion in 2020.

Meanwhile, UWBG's partnership with the DAIL has provided enhanced, customer-centric service that puts seniors, their families, and their caregivers first. UWBG's high-quality service provides personal, human-centered connections to the aging population. Further, the elimination of duplicate information maintained by a separate ADRC and 2-1-1 Center gives seniors, their families, and their caregivers a one-stop shop of comprehensive health and human service information. This partnership strengthens relationship between a single access point and direct service providers, ultimately more efficiently helping citizens.

Earned Income Tax Credit (EITC) and Volunteer Income Tax Assistance (VITA) – United Way 2-1-1 provides low income individuals and families with information about free tax assistance sites throughout the Commonwealth. MUW 2-1-1 and its partners, Louisville Asset Building Coalition (LABC) and Louisville Metro Government continue to increase awareness of, and access to, the Earned Income Tax Credit (EITC). At a time when many families are struggling to make ends meet, EITC dollars can be used to reduce debt. MUW 2-1-1 directs the callers to Volunteer Income Tax Assistance (VITA) sites that offer trained volunteers who provide free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn about EITC/VITA site locations, dates, times and general eligibility requirements.

In greater Lexington, United Way 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006, resulting in an average of over 2,000 calls for tax assistance and millions of dollars returning to Kentucky families annually.

Disaster and Crisis Response – United Way 2-1-1 remains a vital partner in responding to natural and man-made disasters. In addition to connecting people to services such as shelter, volunteer feeding services, etc., United Way 2-1-1 has been used to recruit volunteers to assist in clean up after tornadoes, floods and other devastating weather events. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties. In Winter 2019, MUW 2-1-1 continued its support of extreme cold weather information with "White Flag" info on available shelters.

Housing and Homelessness – United Way 2-1-1 provides support to homeless programs like the Single Point of Entry which tracks open shelter bed space, and has historically supported the point in time count to ensure adequate services can be provided to this at-risk population.

Federal Legislative Initiatives

In late 2020, in the final days of the 116th Congress, Sen. Bob Casey (D-PA) introduced Senate Bill 4989, which if passed would "facilitate nationwide accessibility and coordination of 211 services for information and referral for mental health emergencies, homelessness needs, other human services needs".

The stated purposes of the bill, known as the "Human-Services Emergency Logistic Program Act of 2020" or the "HELP Act of 2020", are as follows:

- (1) To strengthen the existing 211 services in States throughout the Nation.
- (2) To increase the availability, reliability, and responsiveness of 211 information and referral across the country, 24 hours a day, 365 days a year
- (3) To reduce the use of 911 services for circumstances not related to law enforcement, fire, or medical emergencies.
- (4) To more efficiently connect individuals with needed human services.
- (5) To reduce the arrests, incarcerations, and law enforcement violence that occur from inappropriate 911 emergency referrals.

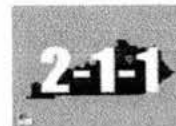
The HELP Act of 2020 is the first federal legislation introduced since the 111th Congress.

National View and Summary

In 2019, 2-1-1 service was available to more than 94.6% of the population of the United States - around 311 million individuals. Contact centers across the nation made approximately 14 million connections to help, and connected nearly 13 million web searches. Kentucky now serves 100% of our population, with 54% added over the last 4 years.

In the 19 years since the FCC assigned the 2-1-1 number for health and human services information and referral, it has repeatedly proven its impact and value. In Kentucky, United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. In addition, we have achieved our stated goal to make 2-1-1 available to all Kentuckians. Expansion efforts in Eastern and Western Kentucky have built momentum for sustainable statewide coverage and funding.

Additional detail is available in the community reports below.



Summary of 2019-2020

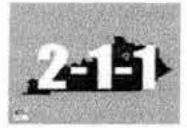
Activity and Progress for United Way of the Bluegrass 2-1-1 Contact Center

UWBG 2-1-1 Vision

A community where everyone has access to resources in order to thrive.

UWBG 2-1-1 Mission

At the end of the day, we help people wind their way through a complex maze of health and human resources. We create partnerships and alliances that will move citizens toward physical, emotional and financial safety and stability. Together, we will ensure that 2-1-1 is a trusted source for information and help.



Business Plan and Expansion Efforts in 2019 and 2020

United Way of the Bluegrass (UWBG) 2-1-1 remains committed to providing top quality information and referral service to the communities we serve. Our goal is to be able to say that all Kentuckians have access to this service. Partnerships like the one we have with the Department of Aging and Independent Living, are making this goal become more of a reality.

2019 was a busy year, UWBG 2-1-1 was able to:

- Continue to offer 211 service in partnership with United Way of the Ohio Valley and United Way of Henderson County in the Seven-county area served by those United Ways as well as to the 5 counties served by United Way of Eastern Kentucky
- Met with various government officials to update them on 2-1-1 expansion efforts and explore new funding opportunities
- Partner with Aiken County 211 for afterhours coverage of 211 inquiries

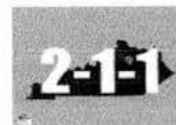
The beginning of the year brought a renewed vigor among the 2-1-1 team to keep moving ahead as well as unexpected challenges. In the months of January thru June 2020, UWBG 2-1-1 was:

- Awarded a grant from United Way Worldwide to help offset increased call volume due to the COVID-19 pandemic.
- Partner with the Cabinet for Health and Family Service on Kentucky Resources, a new tool that makes it easier than ever to not only connect people with available resources, but track outcomes and collaborate with community partners
- Assist the United Way Financial Stability team with scheduling income tax appointment for UWBG's VITA program
- Promoted the 2020 census

Usage Volume

Calls

Calls remain the primary way that individuals reach 2-1-1. From July 2019 through June 2020, UWBG 2-1-1 responded to 14,949 calls with a total of 15,956 requests. The top 5 requests were: Rent Payments Assistance, Electric Service Payment Assistance, Food Pantries, Tax preparation Assistance and Community Shelters.



Text Messaging/SMS

UWBG was the first 2-1-1 in the Commonwealth to implement text messaging services. The service was implemented in late August 2015 and the marketing campaign launched in October of that year. For the 2019-2020 fiscal year UWBG received and sent 8,406 text messages.

Web and Mobile Application Activity

UWBG's 2-1-1 website: uwbg211.org was updated in 2018 and had 26,541 users, 32,534 sessions and 78,161 pageviews between July 2019 and June 2020. We attribute this increase in traffic to delays in reaching a live navigator due to increased call volume during the beginning of the COVID-19 pandemic.

Customer Satisfaction

2-1-1 Navigators follow-up with any inquirer that answers "yes" when asked if we can. Each Navigator is assigned random inquiries from other navigators in order not to follow-up on their own calls or text messages.

Data continues to show the level of customer service provided by UWBG exceeds expectations. Customers are asked to rate the following questions from 1-5 with 1 being not satisfied and 5 being extremely satisfied.

"Was our call specialist friendly?"

94% ranked 2-1-1 Navigators 5 out of 5.

"Overall, were you satisfied with the help you received?"

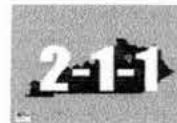
95% ranked their call 5 out of 5.

"Would you contact 2-1-1 in the future for other information and referral services?"

93% would

"Would you refer 2-1-1 to someone else in need or in crisis?"

96% would



Partnerships and Special Projects

Department for Aging and Independent Living

The Cabinet for Health and Family Services Department for Aging and Independent Living and UWBG have partnered to provide Aging and Disability Resource Information to the Bluegrass region via United Way's 2-1-1 Contact Center, effective July 1, 2016 through June 30, 2017. For 2018 and the first half of 2019, we still tracked the number of inquiries we received for services for individuals 60 and older and still worked to connect those individuals with the services available to them though we are no longer the ADRC for the Bluegrass ADD.

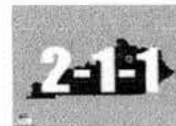
DAIL was so impressed with the work we completed that they renewed the contract for the 2017-18 fiscal year and requested that we begin work on a statewide resources database that includes information for the aging population as well as the typical resources we include in our 2-1-1 database. The relationship has allowed us to move one step closer in offering 2-1-1 coverage to all Kentuckians. In July of 2018, DAIL committed to funding the work for the next two years. This has allowed us to continue maintaining the expansion database and was the catalyst that has allowed us to partner with other United Way of the Ohio Valley and United Way of Henderson County to form Green River 2-1-1. Over this past fiscal year, UWBG remained committed to maintaining these resources.

The partnership with 2-1-1 provided other benefits.

- Enhanced, customer-centric service puts seniors, their families, and their caregivers first. Our high-quality service provides personal, human-centered connections.
- Strong, local community partnerships ensure seamless service delivery.
- Access to a real-time, comprehensive health and human services resource database with detailed, up-to-date information about the programs and services of all agencies. This is a huge benefit since we all know how quickly programs and services can change. Our database remains updated to ensure those seeking information can access the timeliest details. We have dedicated Resource Development staff making sure this happens.
- Agency accountability with live-time, publicly accessible data using 211 Counts. The use of data gives citizens a voice in their needs and unmet needs within their local community. It also provides stakeholders and policy planners comprehensive data for long-term planning and sustainability.
- The elimination of duplicate information maintained by a separate ADRC and 2-1-1 Center gives seniors, their families, and their caregivers a one-stop shop of comprehensive health and human service information. This partnership strengthens relationship between a single access point and direct service providers, ultimately helping citizens.
- New partnership with CHFS for their Kentucky Resources Platform. UWBG provided the resources and assisted with the pilot launch of the program within the Bluegrass Region. This platform is slated to launch statewide in the coming months.

Earned Income Tax Credit (CKEEP)

UWBG is committed to helping families and individuals become financially stable. The promotion of the Earned Income Tax Credit (EITC) is one important way UWBG helps those in the community achieve financial stability. EITC provides families with children an average tax credit of \$2,240. This money can



then be used toward savings, home repairs, bills, further education, or other needs that help families achieve greater stability. Volunteer Income Tax Assistance (VITA) sites prepare taxes free of charge for families and individuals who fall within the income guidelines. The VITA volunteers are also trained to ensure tax filers receive the maximum credits for which the client is eligible.

Disaster/Crisis Response

UWBG 2-1-1 has been there for the community during several natural disasters and crisis incidents. We continue to work with the Fayette County Emergency Management Operation Center for monthly trainings and yearly drills. As well as working with other surrounding counties as their non-emergency number.

UWBG 2-1-1 also acts as an emergency number for housing/shelter during extreme heat or cold for Fayette County. Navigators are trained to link volunteer caravans with individuals or families needing a ride to shelters during these extreme temperatures. Media coverage and marketing is highly coordinated by the City of Lexington in partnership with UWBG.

By providing this non-emergency number, 2-1-1 can inform officials about what is happening during and after a disaster or crisis as well as maintain the integrity of the 9-1-1 system to receive only emergency calls.

2020 presented a new challenge as the world faced a global pandemic, COVID-19. This not only impacted how we served the community but the volume of inquiries we handled. Late March and early April, we saw record number of inquiries. Majority of callers were people who had never utilized the service in the past, and suddenly found themselves unemployed and needing resources to help meet their basic needs. UWBG 2-1-1 staff was able to quickly gather information on available services, which were changing daily. This information was critical to serving the needs of callers and making sure they knew where they could go to find assistance.



Metro Louisville Update for 2019

Metro United Way 2-1-1 (MUW 2-1-1) provides full service 2-1-1 coverage (24 hours a day, 7 days a week, 365 days a year), continuing its role in helping individuals, families and the community to better manage their lives by providing access to the reliable and accurate information and referral resources they need, as well as distributing non-emergency information during local disaster or crisis incidents.

MUW 2-1-1 Service Delivery/Coverage Area

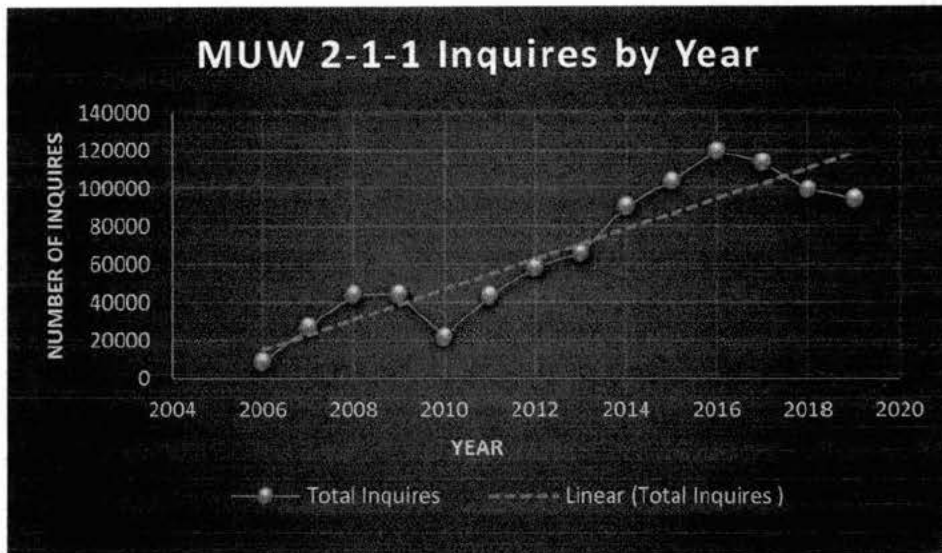
In May 2016, MUW 2-1-1 entered into a "partnership" with Center for Women and Families to provide 2-1-1 services for the Louisville Metro Area, which includes Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble Counties in Kentucky, and partial coverage through a working relationship with Indiana 2-1-1 in Clark, Floyd and Harrison Counties, Indiana. The nine Kentucky counties alone represent a population of 1,034,787 Kentuckians (approximately 25% of the population of the Commonwealth).

Since the Autumn of 2016, MUW 2-1-1 has had a service agreement with the United Way of Central Kentucky (UWCKy), providing 2-1-1 service for Breckinridge, Grayson, Hardin, LaRue, and Meade Counties in Kentucky. This new service area increased MUW 2-1-1's total service's population by an additional 192,955 people to represent a population of 1,227,782. The entire MUW 2-1-1 service area, including the Southern Indiana Counties population, is approximately 1.5 million people.



Call Volume/Growth

In 2019, MUW 2-1-1 received 94,362 calls, texts, emails and online searches from individuals seeking programs and services information. This is a 5% decrease in the number of referrals from 2018.



As of Dec 31, 2019, the MUW 2-1-1 has been used by 936,271 individuals to find the programs and services they need throughout the Louisville Metro area, surrounding counties, Central Kentucky and across the Commonwealth.

As noted in the chart, there has been a reduction in call volume/web searches in the recent years. This drop in volume can be attributed to several similar specialized information and referral services in the Louisville area. However, a significant number of Individuals still use 2-1-1 to find resources for multiple issues and problems that face them and their families.

Community Partnerships/Special Projects

MUW 2-1-1 continues to work in close partnership with other community service providers, local and state governments, agencies and businesses. The following examples highlight a few local initiatives in which 2-1-1 has played a vital role.

Earned Income Tax Credit Initiative (EITC)/ Volunteer Income Tax Assistance (VITA) Site

MUW 2-1-1 and its partners, Louisville Asset Building Coalition (LABC) and Louisville Metro Government continue to increase awareness of, and access to, the Earned Income Tax Credit (EITC). At a time when many families are struggling to make ends meet, EITC dollars can be used to reduce debt. 2-1-1 directs the callers to Volunteer Income Tax Assistance (VITA) sites that offer trained volunteers who provide free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn about EITC/VITA site locations, dates, times and general eligibility requirements. During the 2018 tax season, MUW 2-1-1 provided information directly relating to EITC, AARP and VITA site locations to 228 individuals across the Metro Louisville area and surrounding counties.

Education & Health

MUW 2-1-1 is also aligned to promote good health, healthy lifestyles and access to community resources. MUW 2-1-1 connects individuals and families to information on sites to help them enroll and gain access to health resources such as the state's child insurance program, KCHIP, and directs individuals to the MUW Success by 6 "Ages and Stages Survey" Questionnaire (ASQ) to enable parents to determine their child's level of mental development.

2-1-1 has formed a new partnership with the Kentucky Diabetes Prevention Network and the YMCA's Diabetes Prevention Program is first program of several to come in the 2-1-1 community database. 2-1-1 created and supported a texting survey that asked the needed questions to educate participants to their risks of being pre-diabetic. The individual texted "My Risk" to 898211 and answered a set of questions. The results were then calculated, and the appropriate information was provided to the client. Seasonally, 2-1-1 supports Flu Shot Clinics, providing callers with locations, dates and hours of operations for these clinics. 2-1-1 staff also makes presentations to senior groups explaining how they can find resources on everything from health-related issues to transportation.

2-1-1 is directly supporting the Jefferson County Public School System in their development of an initiative called Louisville Linked, to connect students with community-based organizations that work with them outside of school. The program houses data that should help the school district manage and grow the efforts of dozens of organizations looking to improve education. 2-1-1 will be the conduit for these agencies. 2-1-1 Call Specialists will direct callers looking for assistance with their children's educational issues directly to Louisville Linked agencies, and identifiable logos have been placed on the 2-1-1 web search to ID these agencies for people using the online 2-1-1 search.

On-Line Search, Mobile App, and Texting

2-1-1 began with the phone service in 2006. In January 2011, Metro United Way 2-1-1 launched its 2-1-1 community resource database's online search capabilities. Since the 2-1-1 database search "went live" it has handled searches for thousands of different health and human services throughout the Metro United Way 2-1-1 service area. The online search has been utilized greatly by local social workers, case workers, counselors and teachers for Clients of Programs like Louisville Linked, Destination Degrees, countless Veterans services and homeless programs, like the Single Point of Entry, which tracks open shelter bed space. We have updated our website to make it more intuitive and mobile friendly, thereby making it available via any smart phone, with or without our app. And, in January 2017, MUW 2-1-1 launched and continues to support txt211 – a method of accessing community resources by texting your zip code to 898211 to get help.

Disaster/Crisis Response

MUW 2-1-1 continues to be there for the community it serves during nature disasters and crisis incidents. MUW 2-1-1 supports Emergency Management operations in Louisville and Jefferson County, Oldham County, Shelby County and Trimble County with signed Memorandums of Agreement to directly work with, and in support of, during any crisis incident in those communities. By providing needed non-emergency information about what is happening during and after a disaster, 2-1-1 helps maintain the integrity of the 911 system to receive only emergency calls, and allows EMA and first responders to focus on the job at hand. Metro United Way is also collaborating with the State Emergency Management Agency's Private Sector Working Group. Finally, 2-1-1 supported extreme cold weather information with White Flag info on shelters during multiple occasions during the winter of 2019.

Volunteerism/Community Information/Additional Disaster Support

MUW 2-1-1 continues to expand its ability to serve and support the community. 2-1-1 has always gone beyond information and referrals for health & human services, community support during disasters and crisis situations, and collection of data on areas of need.

2-1-1 regularly shares aggregate data with non-profit organizations, local government agencies such as family services, and continues to work with Veterans Affairs facilities in Louisville and other agencies that serve Vets to improve access to these critical programs.

Ride United Program

Towards the end of 2019, Metro United Way launched the Ride United program in partnership with United Way Worldwide and Lyft. Ride United – helps address unmet transportation needs by providing free rides to eligible riders. The free rides can be used to access employment, health care, food, public benefits and educational opportunities.

Metro United Way 2-1-1 serves as the operational arm of this program. 2-1-1 operators schedule rides through the Lyft Concierge portal for participating agencies as well as regular callers.

Summary

For past thirteen years, Metro United Way 2-1-1 has demonstrated substantial impact and value as a full service 2-1-1 Information and Referral system, built on solid infrastructure supporting high-quality standards. Metro United Way 2-1-1 continues to expand and improve its ability to service individuals seeking assistance, and the community as a whole during any type of crisis, through technological advances and creative partnerships. Metro United Way 2-1-1 is committed to maintaining the highest standards in the information and referral industry. Through our partnership with the Center for Women and Families 2-1-1 call center, we are pleased to share best practices and work with other 2-1-1 centers and partners in ensuring standards of excellence in service delivery.

Southern Kentucky 2-1-1

Time Frame: January-December 2019

County	Percentage	Total
Allen	3.6%	189
Barren	10.0%	525
Butler	1.8%	92
Edmonson	1.9%	99
Hart	4.0%	208
Logan	4.0%	210
Metcalfe	1.4%	75
Monroe	0.6%	32
Simpson	3.9%	206
Warren	67.1%	3511
Other	1.7%	86
Total Calls		5233

Household Composition	Percentage
Single parent with one or more children	11%
Two parents with child(ren)	7%
Two or more adults without children	7%
Grandparent(s) with child(ren)	1%
Other	5%
Unknown/Declined to Answer	69%

Age Group	Percentage
Under age 18 years	0%
Age 18 to 24 years	7%
Age 25 to 44 years	32%
Age 45 to 64 years	27%
Age 65 years and older	8%
Unknown/Declined to Answer	26%

Race/Ethnicity	Percentage
American Indian/Alaska Native	0%
Asian	0%
Black or African American	15%
Hispanic or Latino	1%
Multiracial	2%
Native Hawaiian or Other Pacific Islander	0%
White or Caucasian	49%
Unknown/Declined to Answer	33%

Household Income	Percentage
No Income	19%
> \$10,000	19%
\$10,000 to \$14,999	14%
\$15,000 to \$19,999	6%
\$20,000 to \$24,999	4%
\$25,000 to \$49,999	3%
Over \$50,000	1%
Unknown/Declined to Answer	34%

Top Presenting Needs	Total
Utility Service Payment Assistance	3064
Food Pantries	1165
Rent Payment Assistance	605
Low Income/Subsidized Rental Housing	451
Emergency Shelter	377
Heating Fuel Payment Assistance	346
Aging and Disability Resource Centers	139
Non-Eergency Medical Transportation	132
Undesignated Temporary Financial Assistance	101
Thrift Shops	91

Top Referring Agencies	Total
Bowling Green-Warren County Welfare Center	884
Churches United in Christ Help Ministry	878
St. Vincent DePaul	620
Hope House	567
Community Action of Southern Kentucky	529
Community Relief Fund of Glasgow-Barren Co.	232
Jesus Community Center	201
Next Step	188
HOTEL INC	169
Barren River Area Agency/Aging and Ind. Living	153

Gender	Percentage
Female	60%
Male	21%
Unknown/Declined to Answer	19%

Looking Ahead....

Southern Kentucky 2-1-1 will increase its service availability with the addition of text capability by the end of 2020 and chat service by the mid-2021.

Success Stories:

Southern Kentucky 2-1-1 received a call from a 79-year-old Barren County female, asking for help with her electric bill. As we began to collect additional information from the caller, she shared that a few weeks prior, her identity had been stolen, and her bank account was drained. She explained that she had never been late paying her bills, but because of this situation she found herself not only unable to pay her bills,

but she had also been living off peanut butter and crackers for the last week as she could not afford food. The caller's spouse and son had both passed away, and she was alone with no one to help her.

Our contact center agent was able to give the caller a resource for an agency that helped with utility bills. Additionally, she was given the contact information for the Barren River Area Agency on Aging and Independent Living (BRADD) to see if she could inquire about getting a case worker to help determine if she is eligible for programs such as Meals on Wheels. Our agent also gave her the phone number to Kentucky Legal Aid and encouraged her to reach out to them regarding the identity theft to see if they could be of assistance. The caller was extremely grateful for the information.

About two weeks after the initial call, our caller contacted the center again. She asked for the agent she had spoken to the first time by name. She went on to say that she had gotten her utility bill paid in full. She also told the agent that she had spoken to legal aid and felt confident that they were going to be able to help her. She was pleased to report she had a follow up appointment with them in two weeks. She also said that she contacted BRADD and had actually discovered that she already had a case worker there but did not realize this was the same agency. She said she had let her caseworker know what had happened, and she was able to get set up with food assistance and had a freezer full of frozen dinners. She ended her call by saying how appreciative she was and letting our agent know that she just called back in because she knew our agent was probably wondering how she was doing. For many of our callers, 211 is a friendly voice, a compassionate ear and a source of hope when hope seems lost.

Southern Kentucky 2-1-1 received a call from a Hart County female in her 50's who was legally blind and in a situation she never imagined. Her husband and caretaker had suddenly decided to leave her, and she was left alone with no one to help her. She had no idea what she was going to do or where to start, she only knew that 2-1-1 was there. We talked with her and were able to come up with a plan of action to help. We gave her a few agencies and numbers to contact to receive assistance. Had the call ended there we would have counted that as a happy ending, but a few weeks later the lady called back. She wanted to tell us that everything was going well but she was struggling with something else and hoped 211 could help. She said that due to her limited vision she was only able to call places when her son was available to dial the numbers and write down information. Her son was not available to assist, and she needed to speak with someone about her insurance. The number on the back of her card was too small to read, and she didn't know how else she was going to get in touch with them before her next doctor visit. Our agents were able to find the contact information to her insurance provider and get her directly connected to them.

2019

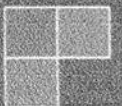
United Way of Greater Cincinnati 211/N Kentucky

Ky Public Services Commission Report

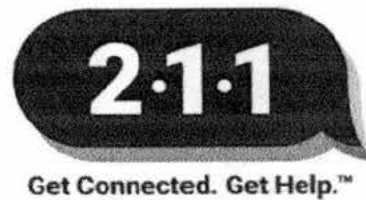
Jennifer Bieger, Senior Manager

United Way of Greater
Cincinnati/N Ky 211

August 2020



**United
Way**



of Greater Cincinnati

United Way of Greater Cincinnati-N Ky 211 is pleased to present the following 2019 update report to the Kentucky Public Service Commission. 211 remains, since launch 2003, a foundational gateway for residents of Kentucky to connect with critically needed human services. Under our United Way, the dynamic helpline has an incredible track record of helping Kentucky citizens **get and give help** (*original helpline started 1976— 44 plus years of industry experience*).

The value of 211 service cannot be understated, especially in times such as these where our world is experiencing struggles with the corona virus health pandemic and numerous other complex social service issues. Thousands upon thousands from our region reached out to us for help in 2019. It is clear, many of our neighbors are significantly struggling to meet basic needs. Many have lost employment. They are unsure where to secure childcare or lack affordable housing. Many lack access to health care, food, transportation to name just a few areas. Each and every day new challenges are cropping up that many have never faced before.

All the while, no matter the challenge.... a cornerstone initiative of the United Way of Greater Cincinnati, 211 continues to be there 24 hours a day, 7 days a week to answer the call, respond and help revitalize individuals and communities on many needed fronts. 211's certified, caring and professional staff work to help callers **CONNECT** to a broad range of real-time, tangible services that help to better individual lives and communities. Specialists work to give "hope", reassurance and help in navigating what can be a daunting social service maze of network providers. Never has this proven so true and vital than in these current times. Our innovative United Way has worked tirelessly to meet immediate and emerging needs and service gap areas.

For 100 years plus, UWGC has brought together diverse partnerships to be the "United" way to help. Today, the collective work to solve deeply rooted problems forges on with our partners and the community to move barriers and continue to support a good quality of life for all individuals and families while helping those in need with an emphasis on lives of those who are vulnerable, oppressed or impoverished. Through our collective work we strive to ensure services, resources and opportunity are available while consistently navigating an ever-changing landscape.

We are pleased to announce: United Way of Greater Cincinnati N Ky 211 recently was awarded, for a third time, national accreditation status through the Alliance of Information and Referral Services. This accredited national seal, and rigorous 18-month process, demonstrates evidence of impeccable operational governance and highest commitment to quality service delivery for those we serve.

More news- Strides are being made within the Kentucky 211 network. One example is the UWGC N Ky 211's integral part in the Kentucky state resource engine. This project, powered with the help of our 211 agency resource data, will soon launch locally. This project has a shared purpose of making access to services even more efficient and easily obtainable for Kentucky residents and provider partners.

Geographical Area Served & Population Coverage

As of August 2020-

United Way of Greater Cincinnati/NKy 211 provides coverage 24 hours a day, 7 days a week to residents in 8 counties across 2 states (*Kentucky and Ohio*). Total population of this service delivery area is **1 million 735,399 residents**.

September of 2020, UWGC will be adding an additional county (Adams, OH).

State	Population
Kentucky	
Boone	133,581
Campbell	93,584
Kenton	166,998
Grant	25,069
Total	419,232
State	
Ohio	
Adams	27,724
Brown	264,542
Clermont	206,428
Hamilton	817,473
Total	1,316,167
Total Population for 8 counties	1,735,399

Figure A: UWGC 211 geographical area served

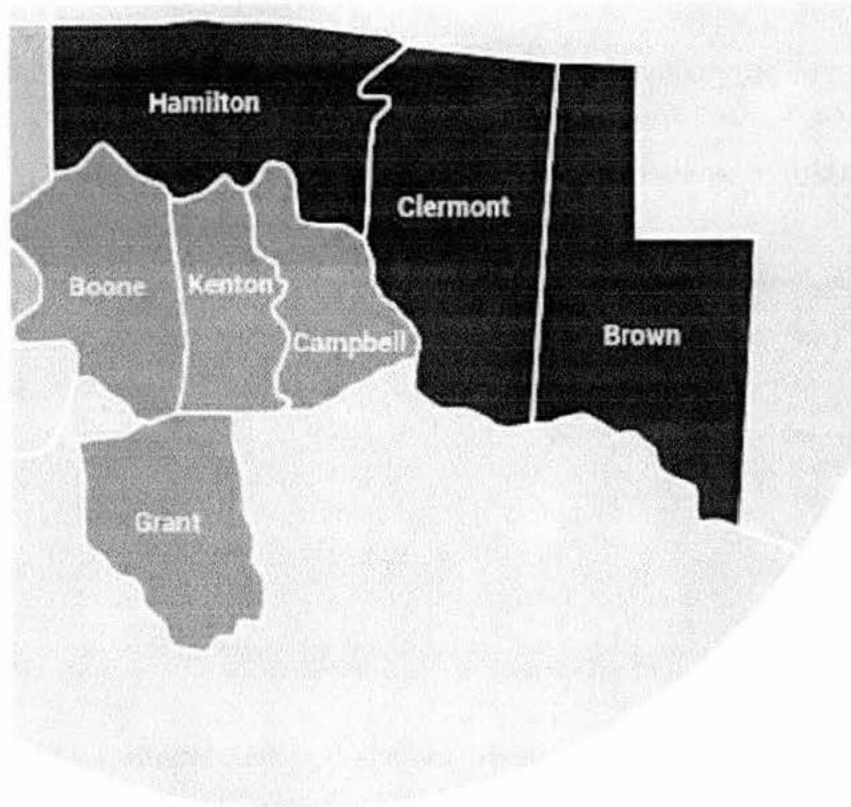


Figure B: UWGC –N Ky 211 Coverage Map

(Adams County, OH to be added 9-1-2020)

Ky: Boone, Campbell, Kenton, Grant (9% of Kentucky state population).

OH: Brown, Clermont and Hamilton and Adams (12% of Ohio state population).

Figure B.1

UWGC- N Ky 211 %- State Population Coverage

In 2019 there were approximately **39,000** calls to the 211 contact center and an additional **72,778**, visitors searched our website at www.uwgc.org/211.

Year to date (2020) there have been nearly 20,000 visitor searches.

WEB SEARCHES AND AVERAGE LENGTH OF VISIT			
2016	2017	2018	2019
72,435	57,766	64,429	72,778
20 minutes	16 minutes	4 minutes	4 minutes

Figure C: UWGC 211/ N Ky Web Searches and average visit length

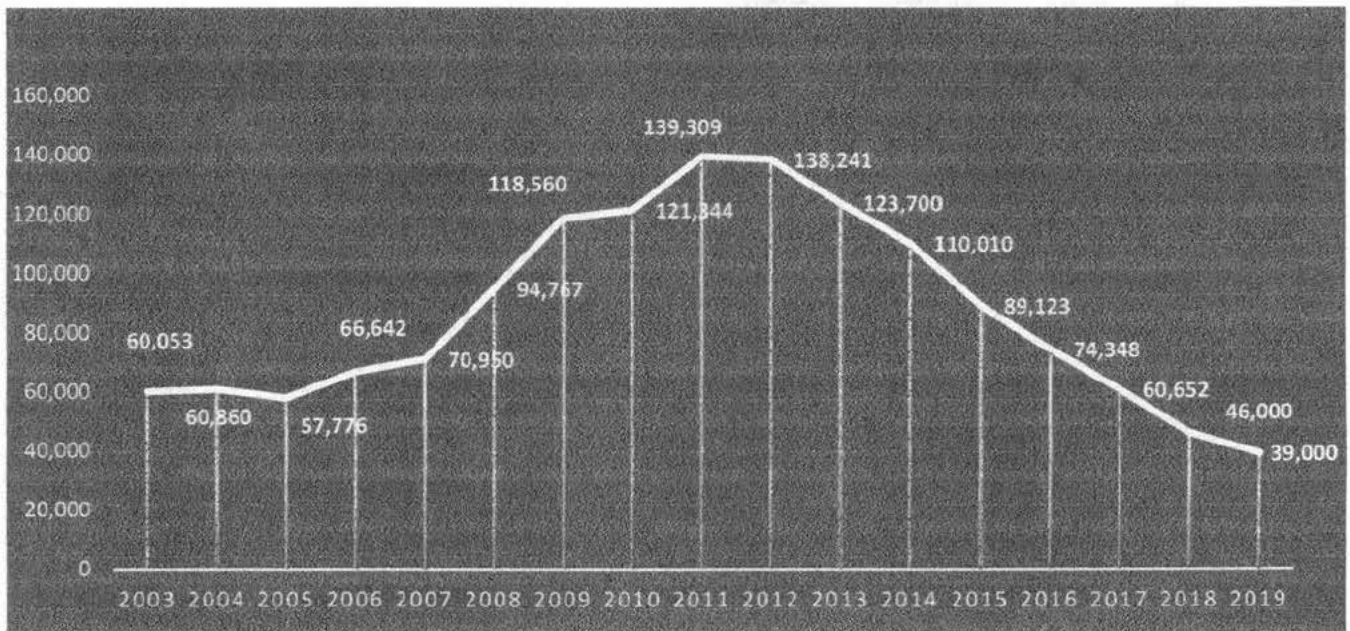


Figure D: UWGC 211/N Ky Call Volume since Launch (Feb, 2003 – December, 2019).

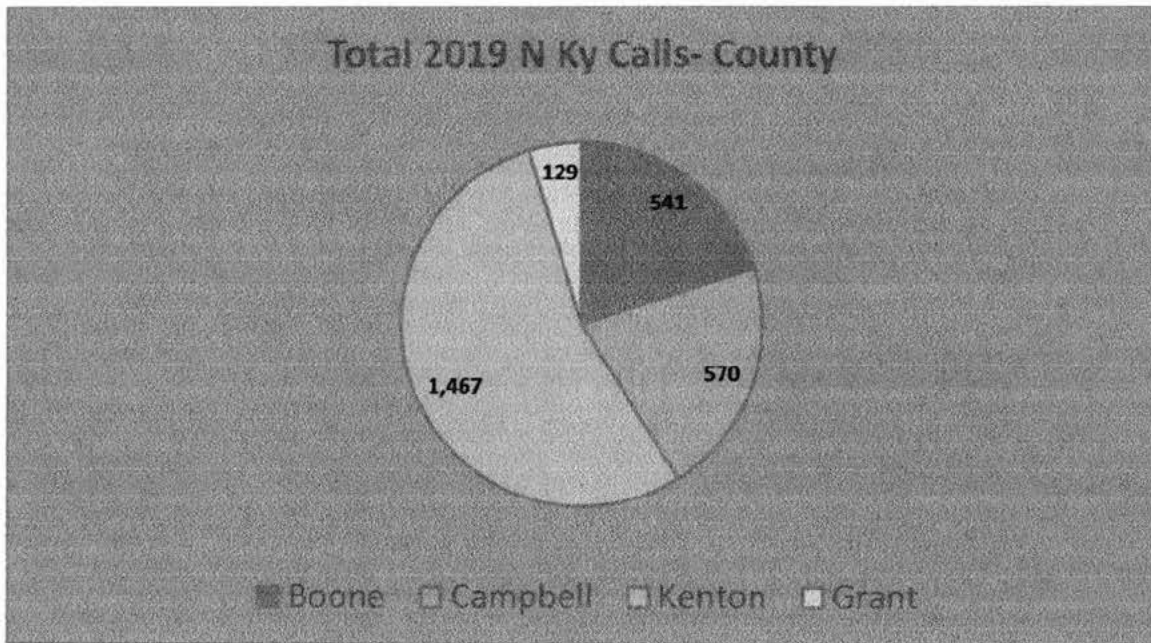


Figure E: UWGC 211 /N Ky County Calls- 2019

	2012	2013	2014	2015	2016	2017	2018	2019	YTD	TTL
Boone	1,597	1,302	1,120	883	789	724	620	541	352	7,928
Campbell	2,178	1,882	1,659	1,176	1,004	811	602	570	319	10,201
Kenton	4,876	4,399	3,663	2,933	2,438	2,097	1,753	1,467	886	24,512
Grant	366	325	233	157	171	169	150	129	78	1,778

Figure F: Snapshot of UWGC 211 /NKy County Calls

Note: In 2019 basic needs such as utility, rental, food, shelter and housing were among frequent request to the United Way of Greater Cincinnati/N Ky 211 contact center.

2019- Top N Ky Zip Codes



Kenton:

- 41011
- 41015
- 41018
- 41017
- 41014

Boone:

- 41042
- 41005
- 41094
- 41051
- 41091

Campbell:

- 41071
- 41074
- 41073
- 41001
- 41075

Grant:

- 41035
- 41030
- 41097
- 41010
- 41046

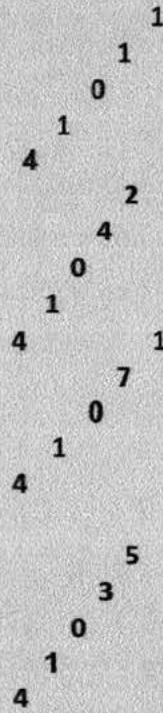


Figure G: Top Zip Codes 2019

UWGC 211 /NKy Counties

Overall Satisfaction		Received Help	
2005	95%	2005	66%
2006	98%	2006	80%
2007	97%	2007	65%
2008	97%	2008	67%
2009	96%	2009	73%
2010	95%	2010	66%
2011	96%	2011	66%
2012	96%	2012	62%
2013	97%	2013	61%
2014	94%	2014	59%
2015	98%	2015	65%
2016	93%	2016	72%
2017	95%	2017	62%
2018	87%	2018	47%
2019	90%	2019	54%
Accumulative Average	95%	Accumulative Average	64%

Figure H: UWGC 211 /N Ky Caller Satisfaction/ Received Help

United Way of Greater Cincinnati-N Ky 211 maintains an accumulative overall customer satisfaction level of 95%. This particular field survey is conducted by an independent auditor (H&H Data). In 2019 our 211 increased, by 7%, the number of people who reported receiving help once referred to an agency provider. This was done through specialist follow-up, 211 maintaining current and viable resource information and collaborative action partnerships to ensure caller(s) were connected to the help they seek. With the pandemic, many innovative ways were conducted through our United Way to meet needs in a direct relief mode through key partnerships (this included mask, sanitizer, food, direct assistance, school supplies and other 211 partnerships that additionally helped with telephone reassurance for seniors).

OUR

IMPACT ...



211

GET CONNECTED. GET HELP.



UWGC- N Ky 211

IMPACT 2019

39,000 Thousand

Phone requests for help



72,778 Thousand

Website searches for help



17,256 K

Connections to housing or utility assistance



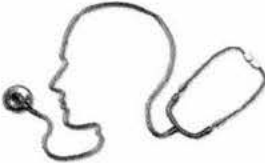
4,567 K

Connections to food assistance



533

Connections to help with employment



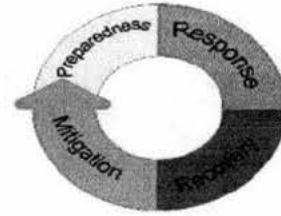
3,504 K

Connections to physical or mental health services



3,143 K

Connections to homeless shelters

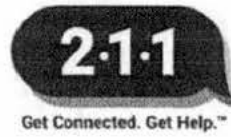


134

Connections to requests for disaster-related help

432

Connections to veteran or military family resources



United Way of Greater Cincinnati/ N Ky 211

Earned Tax Credit Initiative 2019



Total Earned Income Tax Credit Initiative Calls to 211= 2,194

Over 35,000 have been connected to free tax preparation sites in our region since our launch (2003). Millions of dollars through tax credits (EITC) have been brought back into our communities into the pockets of hard working, low-wage earners. UWGC N Ky 211 has played a pivotal role since inception in ensuring people know about the EITC credit and can easily connect to personal assistance to help file both their taxes and claim their eligible credits.

Additionally, this year UWGC assisted more than 8,000 individuals and families with preparing and filing their tax returns through our Free Tax Prep program. Ultimately, the work of our volunteers yielded more than \$12 million in refunds to individuals and families in our community and saved taxpayers over \$2.2 million in filing fees.

UWGC 211 /N Ky Cradle Connections Partnership



United Way 211 continues partnering with Cradle. United Way 211 has played varied roles (from operational to convener) in the coalition's overall goal of reduction of infant mortality.

211's work compliments and promotes the work of key providers such as Health Care Access Now, Every Child Succeeds, Cradle Connections, Healthy Moms and Babies, Tri-Health, UC and many others. It does so by connecting moms with key services.

United Way 211 has served for multiple years as the coalition's 24/7, centralized "front-door entry" with 211 trained and caring community resource specialists available 365 days a year to help identify, assess, screen and triage moms and moms-to-be. 211 connects these moms to tangible, credible, vetted providers and wrap-around support services. **Since the partnership's start, United Way 211 has successfully connected/triaged over 600 MOMS and moms-to-be, directly to community health workers and home-visitors.** This expands access in a more effective, comprehensive yet streamlined holistic care model, with our Cradle work **centered on reaching moms and moms to be early and often to increase the likelihood of positive health/birth results.** United Way 211 provides a critical initial connection for many moms who otherwise did not know where to turn, and might have gone without services.

Education, phone triage and connecting moms to services are only part of our work. United Way 211 has consistently increased the visibility and awareness of Cradle work through successful marketing campaigns using 211 as an easy access call to action. These targeted campaigns use strategies such as grass-roots outreach supported with cards, magnets, radio, video, public service announcements and social media that highlight key health messages and the services available to moms and moms-to-be. United Way 211 continue to provide updated, credible information for community health workers, home visitors, moms and others. This multi-tiered approach scales efficiencies for the coalition. It helps advance coalition strategies such as smoking cessation, child spacing and safe sleep practices.

United Way 211 has been involved in the goal of eliminating sleep related infant deaths through partnering on safe sleep campaigns. We connect callers to community health workers and home visitors for hands-on guidance. For many years we have partnered with Health Departments to triage and connect over 2,000 individuals in need of free cribs to give their baby a safe and secure place to sleep.

United Way 211 as well aligns our social determinants of health emphasis with Cradle's strategic plan. We bring strength to that plan with 211's initial needs assessment capacity and our wealth of provider information. These let us partner with moms and moms-to-be as they look at challenges impeding their access to care and to basics like adequate housing, transportation, food, safety and utilities – known as social determinants of health. United Way 211 works with the Health Collaborative regarding Accountable Health Communities, and with other providers in this area. We focus to use our network of agencies and work to reduce these and other barriers to health faced by moms and moms-to-be.

Veterans/UWGC N Ky 211 Collaboration



In 2019, UWGC 211 continued service to veterans through partnership with Tri-State Easter Seals. 447 calls fielded and triaged to resource veteran navigators to help navigate service system and connect to resources.

UWGC 211/ Lyft- Ride United



UWGC 211/ Lyft- Ride United sponsorship secured in 2019. This program, to operationally launch 2020, is designed to help with transportation needs, specifically in categories of non-emergency medical appointments, food insecurity and employment where appropriate. As transportation is unmet needs area, this will offer help needed to those challenged by this barrier.

Social Determinants of Health Work



211 was part of a gap analysis report through the Health Collaborative which assesses state of community health and works toward solutions to the **Community health triple aim**. The term "**Triple Aim**" refers to the pursuit of improving patient experience of care, improving the health of populations, and reducing the cost of health care.

UWGC 211 is an active part of the Gen-H Advisory Council and continues to help in the Accountable Health Community grant through Center for Medicare Services which is now going into its' 3rd year. An overall goal is to continue to help marry the clinical and social service sector for better system delivery and early identification and prevention related to the 5 core social determinants of health (i.e., barriers- utility, housing, transportation, food and interpersonal violence).

Opioid/ Substance Abuse



As 211, we continue our partnerships with main agencies such as Northern Ky Area Development District as well as Addiction Services Council to triage those in need to direct substance abuse services. This work is critical in light of the rise in overdoses seen in 2019. 211 is valuable in its front-door, free and confidential connection.

211 has also diligently worked to reassure many who have high anxiety levels, especially during COVID, and help connect callers as well to resources that provide things such as tele med options to deal with mental health issues.

Summer feeding/food insecurity



Through 211, in 2019 we maintained summer feeding site information to ensure children did not go hungry during summer months. When the pandemic hit we were consistently maintaining feeding site information to ensure individuals and families and communities had access to the food they needed. Rising food insecurity, being toward the top of need list, was quickly worked on-- not only by our UW, but numerous direct agencies, volunteers, partnerships, etc., to address the immediate as well as on-going need(s).

Back-to-School with 211



As we have done in the past, 211 connected parents in 2019 with resources to help children with back-to-school supplies and give-away events. Now that we are into a new August, and a new "norm", 211 continues to ensure reliable information to help parents with the new challenges being faced regarding schooling and resources in a pandemic time. This involves not only information, but also connections to items such as laptops and internet connection among other things. We also have fielded calls and provided information and referral on how individuals and families can help children cope with anxiety in these times.

Shelter/Housing



The pandemic has created unrelenting issues related to shelter, housing, evictions, etc., 211 continues to work diligently to ensure callers connected to “viable help” for areas such as eviction prevention, temporary financial assistance, legal assistance and affordable housing options. Consistent updating of resources ensures our 211 readiness (24/7) to relay real-time information meaningful to callers. Our 211 has helped callers navigate the social service maze of options.

Census



As the 2020 census is in progress, our 211 has helped educate callers regarding the importance of the census and “being counted” as we understand the importance and impact of the census. Providing answers to frequently asked questions for callers is also involved.

211 Staff Certification/Training



United Way of Greater Cincinnati N Ky 211 maintains commitment to professional development and training opportunities. Currently, 100% of our resource staff are certified through AIRS (Alliance of Information and Referral Services) while 80% of our call specialists maintain specialist certification. We routinely engage in ongoing developmental trainings to keep skills sharp and relevant to help better serve our callers and community.

NATIONAL ACCREDITATION

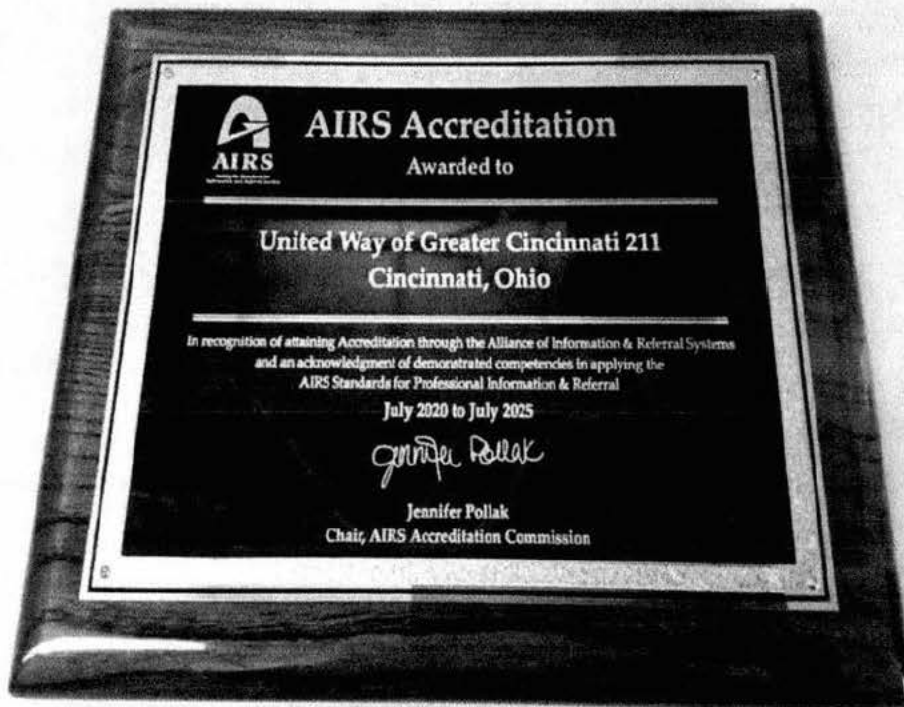
CONGRATULATIONS!!!



National Accreditation through Alliance of Information and Referral Services

AWARDED for **THIRD TIME** to:

United Way of Greater Cincinnati -- N Ky 211



A milestone update and privilege to report is our United Way of Greater Cincinnati/ NKy 211 contact center achieving its **3rd consecutive national accreditation status** through the Alliance of Information and Referral Services.

This evaluative process is an intensive 211 program review conducted over a 12 to 18 month cycle. Our initial application process began in April of 2019 and was quickly followed by a consultation and documentation submission phase. Our 211 submitted all documentation and completed the consultation phase in a record breaking ten months. This was inclusive also of our full comprehensive data base review. In July of this year, UWGC N Ky 211 was notified by the national body that we had successfully exceeded all requirements of AIRS Accreditation.

Why is this important you might ask? The AIRS Accreditation Program is the only national credential specifically geared for programs engaged in the specialized field of 211/ Information & Referral. It measures a program's organizational compliance with expected practices within the 211 field as defined by the AIRS Standards and Quality Indicators for Professional Information and Referral. Accreditation involves an extensive process that evaluates many areas inclusive of service delivery, governance, cooperative relationships, resource database and much, much more. This multi-phase process assesses more than 200 distinct components of a 211 operation. It is a primary quality assurance mechanism for affirming 211 excellence. AIRS Accreditation is fully endorsed by national and state agencies as a benchmark for all 211 and information and referral providers.

United Way of Greater Cincinnati N Ky 211 is proud to be among the elite few membership organizations who have successfully achieved a 3rd national accreditation status.

AIRS Accreditation demonstrates:

- ✓ *Objective evidence of achievement in the areas of service delivery, resource database, cooperative relationships, disaster preparedness and organizational effectiveness.*
- ✓ *Demonstrated commitment on the part of UWGC NKy 211 leadership to meeting the highest standards in the field.*
- ✓ *Enhanced credibility in the eyes of the public and stakeholders.*
- ✓ *A strong position in an emerging competitive field (some funders, partnerships are requiring AIRS Accreditation).*
- ✓ *Operational seal of excellence.*

211 & UWGC/N Ky

PIVOT- CORONA VIRUS NATIONAL PANDEMIC

"We have been through many disaster responses before, but none so unique".



211

There when you need us the most.

United Way of Greater Cincinnati/N Ky 211 pivoted quickly when the corona virus national pandemic came in early 2020. That pivot involved ramping up 211 staff to deal with surge in calls for all types of assistance —from rental, to food, to housing, to direct assistance, to mental health, the list goes on and on. Additionally, it involved constant, minute-to-minute updating to our critical resource area to ensure that we had meaningful and timely referral options for our callers.

A sense of “normal” quickly dissipated for many as the world they knew suddenly changed around them. We were and are a critical reassurance line for thousands. 211 from onset has been in “full action mode” and have worked tirelessly and continues to do so to help individuals and communities rebound from the current hardships. **UWGC/ N Ky 211 is in it for for the long-haul.**

A glance back at the past months: 211 staff, for safety purposes were required to work remotely for over 4 months. With solid foundational operations our 211 transitioned easily and continues to meet pressing immediate and emerging needs. Our work with core social service agencies, gov’t-EMA, faith based, to name a few has helped to round out our collective work. We engaged in partnerships such as - with our local Meals on Wheels to help do permission based follow-up calls to ensure connection for seniors to additional support services. It is not unusual that often on a follow-up or regular 211 call, specialists would hear the sense of weariness and anxiety in caller’s voices. To be able to have a call specialist offer that caring reassurance and resource

support is powerful. Throughout we also did staff check-in to make sure staff were taking care of themselves so they in turn could take care of others.

COVID has brought a renewed awareness to the critical importance of 211. For instance, in Ohio, where we serve neighboring counties -we quickly expanded our service delivery area there to assist with the OH 211's statewide coverage effort that was accelerated due to pandemic.

We continue to do routine check-in calls within our Ky 211 state network and our other state and national networks for effective coordination of services. All with the focused goal of getting help to the people who need us most.

Our 211 has the magnificent benefit of being an initiative under United Way. The innovative, front line work and agency capacity building from our United Way of Greater Cincinnati/N Ky has been nothing short of impressive. The mantra being **respond, recover and revitalize**. Our UW corporate partnerships have helped significantly UW, agencies, the community and countless others to acquire needed face masks and hand sanitizer among other things that have been distributed widely. Additionally UW of N Ky helped sprout a partnership to help ensure children who needed to stay at home and do remote learning had the necessary internet and tools. This project also expanded into the Grant County area to help with digital equity.

The scope of the effects of the pandemic--- from, economic, health, mental health, food insecurity, racial disparities and inequities lay out a tall order. For a community organization like UW, however, the ability to galvanize and ignite positive action and results is the core of what our organization was meant to do and what we continue to do. Many say it is what "we were built for". We continue to rise **together** to the challenge.

Below is an excerpt message from a recent article regarding **UWGC/N Ky** pandemic work that shows the magnanimous reach and difference made-

- Arranged for United Way agencies to access early allocations for emergency relief
- Activated a COVID-19 Regional Response Fund with Greater Cincinnati Foundation and pushed out more than \$7 million in relief within two months
- Established and utilizing our 211 Center as a one-stop shop for COVID-19 relief
- Connecting with non-traditional partners (faith-based and community-based organizations) to ensure relief work hits all communities
- Partnered with Hamilton County JFS to deliver \$160,000 in gift cards to families
- Delivering 1 million masks and sanitizer bottles to organizations for distribution throughout our community.

- When the Brighton Center experienced a 300 percent increase in the number of people seeking help, we responded.
- When those in local nursing homes felt isolated, we sent iPads their way so they could communicate with their families.
- A "note of encouragement" drive being conducted to send to seniors to help weather the storm.
- When Bethany House needed to move 40 single mothers and their children from a crowded shelter, we helped.
- We supported the delivery of 7,500 emergency food boxes to seniors in need. We helped foodbanks. We aided homeless families in Clermont County. We supported child care facilities for emergency personnel in both Kentucky and Ohio. I'm proud of our work, but I know we will do much more over the coming months and years. **Respond, Recover, Revitalize. *That is our mission.***

Moving the mountains together



The work mentioned in the preceding pages by no means covers the entirety of work accomplished by 211 in 2019 to present date. It is however, our hope what has been presented provides you a better understanding of the crucial role that our 211 and United Way plays in the lives of our families, our neighbors and our communities. Additionally we hope your take away is how we move the mountain together.

It may be easy to grasp that our United Way of Greater Cincinnati N Ky 211 is a foundational part of our transformative Community Impact team firmly entrenched in areas such as: quality education, health, basic needs and financial stability, collaborative system and sector work. All major cornerstones that help communities thrive.

It is equally easy to observe that 211 is not just a contact center. We are about empowering individuals and families, communities, systems and helping to create a "United path" forward that "Lifts Up".

As one of the first 211's in the state of Ky to launch over 17 years ago, our experienced and established nationally accredited operation has allowed us to expand, pivot and respond to the needs of those who so desperately depend on us. We have done this in a way that always focused on the "person". We never forget that behind that call, or contact, are real lives and real problems looking for positive solutions.

We are excited by so many areas of our work, *past-present and future.* The 211 Ky network, for one, has been progressing on the state level. We know our elevated and engaged role within the Ky Resource Engine project, through increased agency collaboration and on-line presence will assist even more Kentuckians in obtaining help.

We are cognizant there is much more work to be done and know 211 will be needed now, more than ever. Our 211 and United Way is here and continues to be a crucial gateway to help guide and connect. We are honored to assist in responding, helping recovery and revitalization for our region and our fellow Kentuckians. We know this goes to the core as to why we organizationally exist.

