

United Way
of Kentucky

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Terry S. Tolan
President



VIA E-MAIL AND U.S. MAIL

August 30, 2010

Mr. Jeff Derouen
Executive Director
Kentucky Public Service Commission
P.O. Box 615
211 Sower Boulevard
Frankfort, KY 40602-0615

RECEIVED
AUG 31 2010
PUBLIC SERVICE
COMMISSION

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

Dear Mr. Derouen:

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 2-1-1 initiative.

We appreciate the ongoing support of 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 cursive script that reads "Terry S. Tolan".

Terry S. Tolan
President

Enclosure

RECEIVED

AUG 31 2010

PUBLIC SERVICE
COMMISSION



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

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

August 30, 2010

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 Business Plan

UWKY remains committed to implementing a statewide plan for Kentucky 2-1-1 (original plan was presented to the Commission in 2004). Our plan was rewritten to account for new technology and current pricing in 2009. This new plan gave us the opportunity to make calls on the administration and legislators to reacquaint them with 2-1-1 and ask for their support. Our meetings with state leaders have been well-received, even though funding has not been available.

While the expansion of 2-1-1 has been slower than originally anticipated due to the lack of available funding to support the project, we continue to believe that statewide implementation is critical to the Commonwealth and will continue to pursue a public/private partnership to provide it. We will continue to seek legislative champions at both the Federal and State level to identify funding opportunities for expansion.

Tools for Tough Times

There has been a steady increase in call volume since implementation, particularly in the last two years (See Figure 1). This can largely be attributed to greater public awareness of United Way 2-1-1 and the state of the economy, as more struggling individuals and families (facing unemployment, foreclosures, etc.) are turning to United Way 2-1-1 to get connected to community resources to help meet their basic needs. The economy has brought significant challenges for many and United Way 2-1-1 has seen an increase in individuals and families calling, often finding themselves turning to 2-1-1 for the first time. In 2009, calls for income assistance, housing, utilities and food assistance made up nearly 60% of all requests for services (See Figure 2).

FIGURE 1

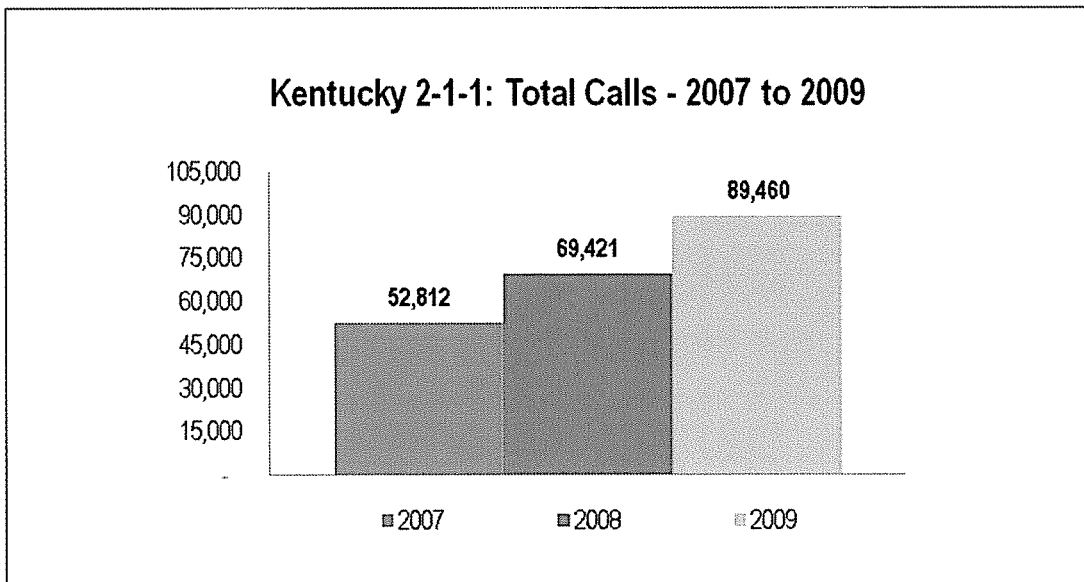
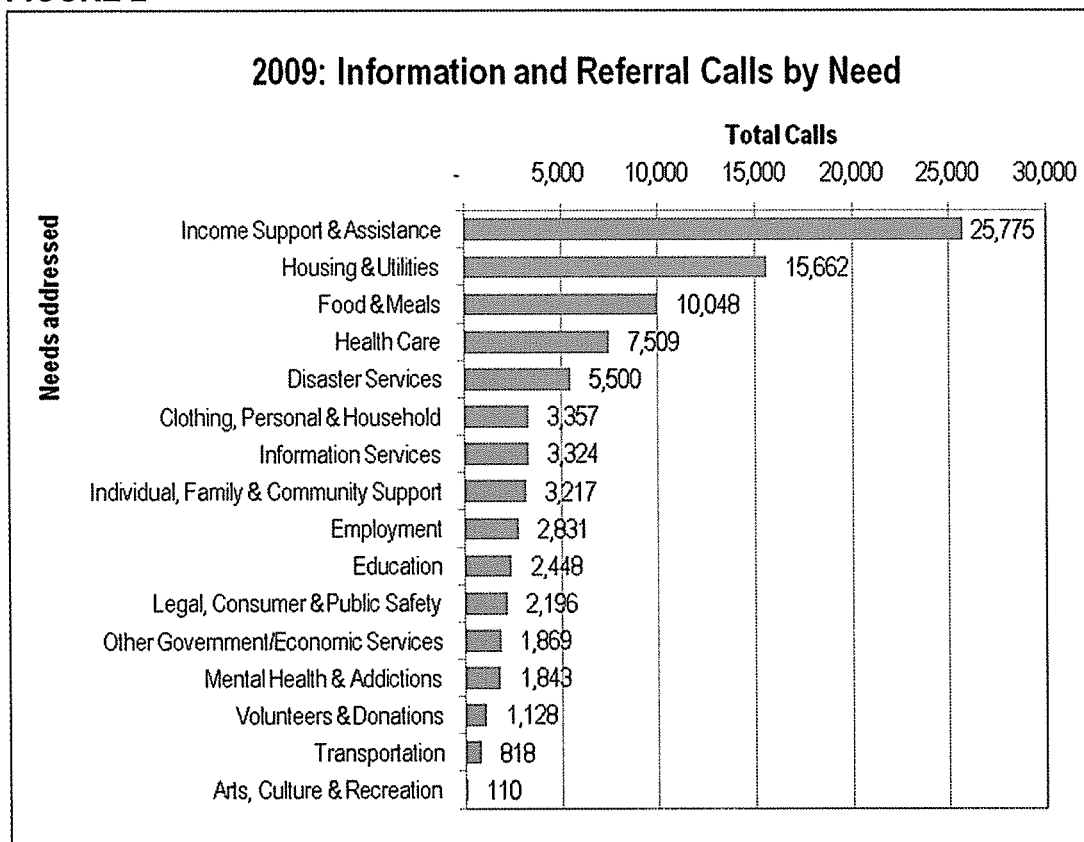
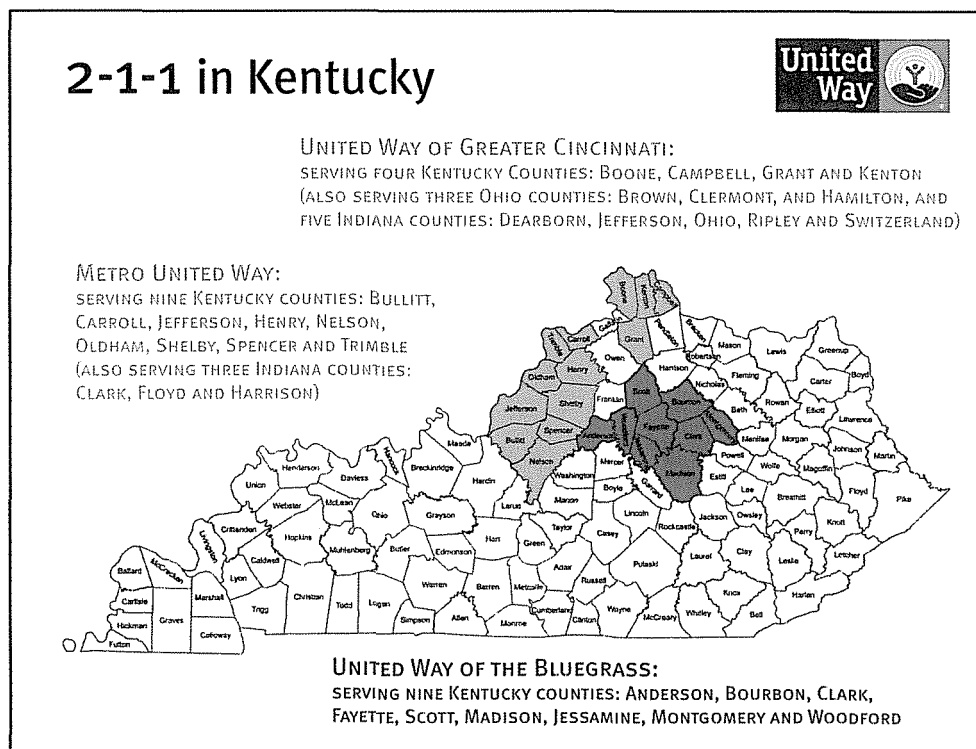


FIGURE 2



Changing Service Delivery

A significant change in the method of delivering 2-1-1 occurred in September of 2009. Metro United Way in Louisville contracted with United Way of Greater Cincinnati/Northern Kentucky to answer all Metro Louisville 2-1-1 calls. Consequently, the Cincinnati/Northern Kentucky call center now answers calls for 24 counties in 3 states. In Kentucky, calls for 32% of the population are now answered in a single location. This has provided cost savings for both Metro United Way and United Way of Greater Cincinnati/Northern Kentucky. It has also provided an excellent opportunity to demonstrate that calls can effectively be answered remotely, with no negative impact on the quality of the service. The provider database for greater Louisville is still maintained in Louisville. This is consistent with the model for service delivery proposed in our 2-1-1 Business Plan.



With the center based in Lexington, two call centers now answer calls for about 47% of the population of Kentucky.

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 a number of community partnerships and special projects. In two statewide initiatives (KCHIP enrollment and Volunteer Income Tax Assistance), the Governor's Office has asked United Way 2-1-1 to serve as the answering and referral point for information for individuals outside of their normal service areas. This was done by publicizing the "1-800" number that connects to the United Way 2-1-1 number. While this makes it possible for individuals to get information statewide, universal 2-1-1 service in Kentucky would make this information much more accessible.

Some of the special uses include:

KCHIP Enrollment – connecting individuals and families to information regarding sites where they could enroll their children and gain access to health resources.

Earned Income Tax Credit (EITC) and Volunteer Income Tax Assistance (VITA) – United Way 2-1-1 provided low income individuals and families with information about free tax assistance sites throughout the Commonwealth. In greater Lexington, United Way 2-1-1 actually schedules the appointments with tax preparers. In 2009/10, the two call centers answered more than 25,000 calls regarding free tax preparation.

Disaster and Crisis Response – United Way 2-1-1 plays a vital role 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 ice storms and floods. United Way 2-1-1 supports Emergency Management operations and has signed memorandums of understanding in many counties.

Housing and Homelessness - United Way 2-1-1 provided support to the Homeless and Housing Coalition of Kentucky and participated in the 2009 and 2010 “Point-in-Time” Homeless Counts.

Legislative Initiatives

Calling for 2-1-1 Act

The federal “Calling for 2-1-1 Act” has been introduced in both the U.S. Senate and House of Representatives. Kentucky has secured a record number of co-sponsors for the legislation in 2010 – Ed Whitfield, Brett Guthrie, John Yarmuth and Ben Chandler. We continue to work with our Kentucky members to bring the legislation out of committee for a vote on the House floor.

Kentucky House Joint Resolution 199

In the 2010 Legislative session, State Representative Jim Glenn introduced HJR 199 to “direct study of 2-1-1 services in the state by the Public Service Commission; it required a study report to assess the impact of 2-1-1 service and make recommendations to the General Assembly regarding the means for securing financial support for 2-1-1 service in a public-private partnership”. While the resolution did not make it out of committee during the session, we are hopeful that Representative Glenn will reintroduce it in 2011.

National View

2-1-1 service is available to more than 80% of the population of the United States. Kentucky lags far behind, servicing only 47% of our population. In states without full coverage, as in Kentucky, those lacking access to 2-1-1 services tend to be in rural areas.

Summary

Awareness of United Way 2-1-1 is increasing. A public opinion poll in January 2010 showed that United Way 2-1-1 has virtually doubled in public awareness between 2007 and 2009. This can be attributed to increasing 2-1-1 visibility through leveraging special projects' media campaigns, grass roots outreach efforts, and consistent community engagement.

In the 10 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 will continue to work to make 2-1-1 available to all Kentuckians.



Addendum

Community Reports



Public Services Commission

Louisville Metro up-date 2009/2010

Metro United Way's vision is to create the most vital, caring community in the nation and our mission is to improve lives by mobilizing the caring power of our community.

Our Values:

Commitment: We dedicate ourselves to our constituents, each other and Metro United Way.

Integrity: We strive for the highest ethical standards, transparency and accountability in all aspects of our work.

Excellence: We strive for the highest quality every aspect of our work and approach every challenge in a proactive, positive manner.

Inclusion: We strive to create an environment where those who work for, or on behalf of, Metro United Way collectively reflect the diversity of the community and where they are enabled to work to their fullest potential.

Innovation: Definition: We encourage and support independent thought throughout our organization which produces new ideas and continuous improvement, and drives positive community change.

Our Work

In 2010 Metro United Way is working to advance the common good by focusing on *education, income and health*. These are the building blocks for a good life - a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long lasting changes that prevent problems from happening in the first place.

Education

All children are safe, healthy, nurtured and prepared to succeed in kindergarten. When children begin school prepared, stay connected with caring adults and have empowering experiences, they are more likely to do well in school, graduate from high school and go on to further education and success in life.

Our goals:

- Children enter kindergarten prepared to succeed.
- Youth graduate from high school on time.

Income

People are financially stable, and build and sustain assets. When people have adequate income, savings and long-term assets, they are financially stable and have more opportunities for a better life.

Our goals:

- Lower-income working families move toward financial independence.
- Lower-income working families build and sustain assets

Health

Children, youth and adults are healthy and actively maintain their health. When people in our community are safe, practice healthy living and get needed physical and mental healthcare, they will live longer with a higher quality of life.

Our goals:

- People get needed physical and mental healthcare.
- People are practicing healthier living.

Metro United Way 2-1-1.

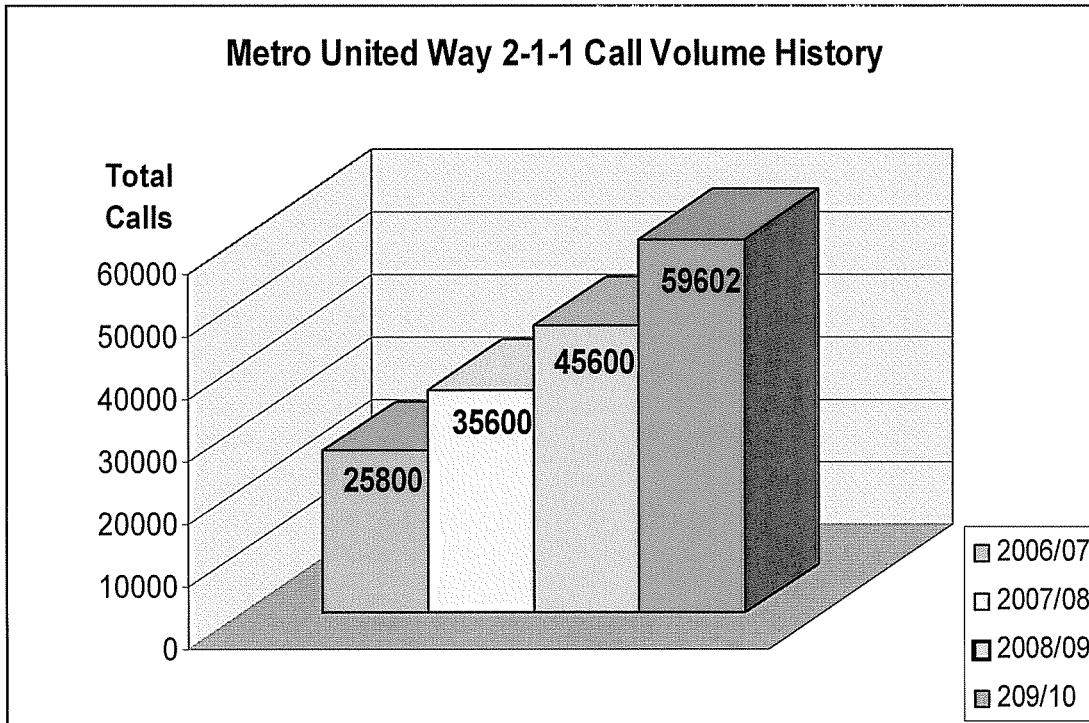
Metro United Way 2-1-1 provides full service 2-1-1 coverage (24/7 coverage 365 days a year), continuing its' role in helping individuals, families and the community better manage their lives by providing access to reliable and accurate information and referral resources they need as well as distributing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

Metro United Way 2-1-1 Service Delivery/Coverage Area

September of 2009 entered into a "vendor partnership" with United Way of Greater Cincinnati to provide 211 services for the Louisville Metro Area which are the counties of: Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble in Kentucky, and Clark, Floyd and Harrison counties in Indiana. These counties represent a population of 1.2 million individuals and approximately 30% of the population of the Commonwealth.

Call Volume/Growth

2009/10 saw Metro United Way again working with the Louisville Metro Emergency Management Agency (EMA) responding to a Flash Flood in August 2009. The resulting number of calls to Metro United Way 2-1-1 during that August more than doubled the normal call volume, with more than 7,100 calls. In the past year 2-1-1 assisted 59,602 individuals find the help they needed. That is more than 132% more people than were helped in the first year of 2-1-1 service in 2006! Since its beginnings in 2006 Metro United Way 2-1-1 has helped 166,602 people get connect to the help they need.



2006 to 2010

As notated in chart there has been a steady upswing in call volume since implementation. This can be attributed to the state of the economy, as more struggling individuals and families (facing unemployment, foreclosures, etc.) are turning to 2-1-1 to get connected to community resources to help meet their basic needs

Community Partnerships/ Special Projects

Metro United Way 2-1-1 works in close partnership with other community service providers, agencies, businesses, local and state governments. The following examples highlight a few local initiatives in which 2-1-1 has played a vital role.

Disaster/Crisis Response

Metro United Way 2-1-1 has been there for the community during several nature disasters and crisis incidents over the past four years. Metro United Way 2-1-1 continues to support Emergency Management operations in Louisville and Jefferson County, and has signed Memorandums of Agreement to directly work with and in support of the communities in Oldham, Shelby, and Trimble during any crisis incident in those communities as well. The EMA in Bullitt County is presently reviewing this agreement for support in their community. By providing this needed 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 allow EMA and first responders to focus on the job at hand.

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

Metro United Way 2-1-1 and its partners, Louisville Asset Building Coalition (LABC), Louisville Metro Government and Kentucky State 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. LABC and other partners are helping families determine whether they can claim the Earned Income Tax Credit (EITC). Metro United Way 2-1-1 has worked with this program for the past three years. 2-1-1 directs the callers to the VTA sites that offer trained volunteers who offer free help preparing the caller's tax return. A person dialing 2-1-1 can speak with a specialist and learn of EITC/VITA site locations, dates, times and general eligibility requirements. During the 2009 tax season Metro United Way 2-1-1 answered 21,109 callers for information relating to EITC and VITA Site locations.

Health & Education

Two other key areas that Metro United Way 2-1-1 are aligned with is that of the key strategy of good health/healthy lifestyles and access to community resources. Metro United Way 2-1-1 connected individuals and families to information regarding sites to help them enroll and gain access to health resources such as the state's child insurance program KCHIP, and directed individuals to the Metro United Way Success by 6 Ages and Stages Survey to enable parents to determine their child's level of mental development

Volunteerism/Community Information/Additional Disaster Support

Metro United Way 2-1-1 will soon expand its ability serve and support the community. 2-1-1 will go beyond information and referrals for health & human services, community support during disasters/crisis, and collection of data on areas of need.

Through a service enhancement 2-1-1 callers will be able to connect to the Metro United Way Volunteer Engagement Center. The Metro United Way's Volunteer

Engagement Center matches people's abilities, interests and time availability with appropriate volunteer opportunities. The Volunteer Engagement Center recruits volunteers for any nonprofit organization located in the following counties: Bullitt, Jefferson, Oldham and Shelby in Kentucky, and Clark, Floyd and Harrison in Indiana.

This enhancement will also enable 2-1-1 to present and support Community Information Nights. Through the simple to remember, easy to dial three digit number individuals will be able to speak with experts in the areas of education, medical and health issues, finance, and other timely issues just by dialing 2-1-1.

2-1-1s abilities in the area of disaster support will also increase through this enhancement. It can be used to help identify callers, seniors, frail or disabled individuals, who are in need of assistance after a storm or natural disaster.

Summary

For past four years, Metro United Way 2-1-1 has demonstrated substantial impact and value as a full service 2-1-1 Information and Referral Service built on solid infrastructure supporting high-quality and standards driven. Metro United Way 2-1-1 is committed to maintaining the highest standards in the information & referral industry. Through our Vendor Partnership with the United Way of Greater Cincinnati/Northern Kentucky 2-1-1 call center we are pleased to share best practices and work with other 2-1-1 centers and partners in ensuring of **standards of excellence** in service delivery.

**Public Service Commission Report
United Way of the Bluegrass
2009**

Introduction

United Way 2-1-1

United Way of the Bluegrass launched 2-1-1 in June of 2005. Clark County was chosen as a pilot site and coverage soon extended to all counties served by United Way of the Bluegrass. United Way 2-1-1 serves nine counties in Central Kentucky: Anderson, Bourbon, Clark, Fayette, Jessamine, Madison, Montgomery, Scott, and Woodford.

United Way 2-1-1 provides information and referral services 24 hours a day, 7 days a week, 365 days a year. 100% of call center staff are Certified Information and Referral Specialists, a certification received from the Alliance of Information and Referral Systems, the umbrella organization for information and referral centers. United Way 2-1-1 can assist callers who speak a variety of languages thanks to a partnership with a translation service that can accommodate for over 170 languages.

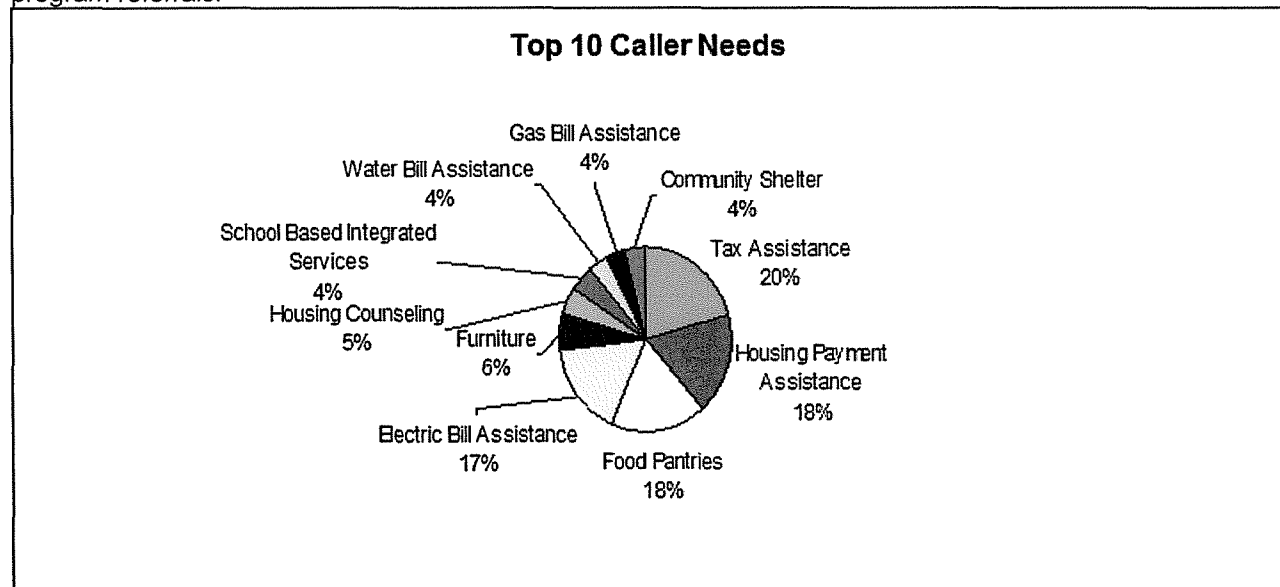
United Way 2-1-1 has an advisory council that consists of representatives from the nine counties served. This advisory council assists in promoting 2-1-1 and advising 2-1-1 as it takes on new roles and positions within the community.

This report will give data on the volume and type of calls received by United Way 2-1-1, as well as results of customer service follow-up. This report will also provide information on the partnerships and work of United Way 2-1-1 in the greater Bluegrass community.

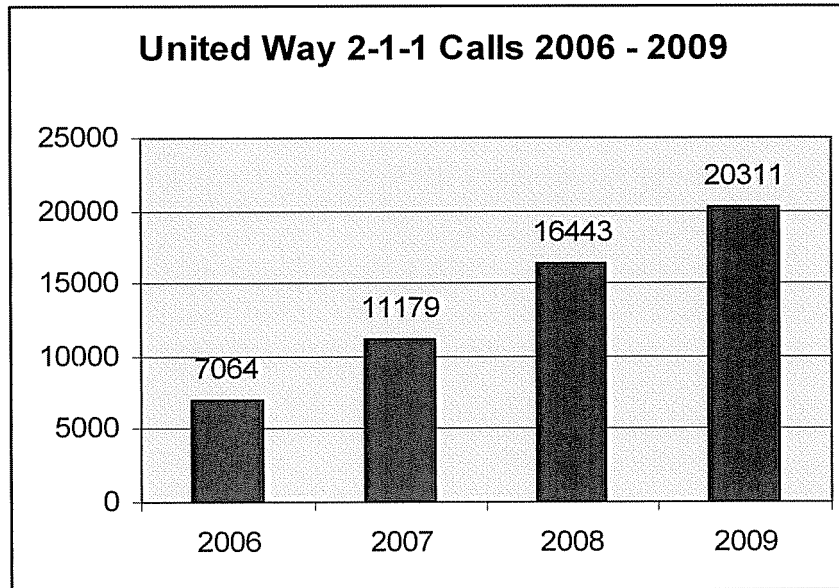
Section One: Data

United Way 2-1-1 Call Statistics

In 2009 United Way 2-1-1 surpassed the 20,000 mark for calls received during a calendar year. Top caller needs for the year included Tax Assistance (20%), Housing Payment Assistance (18%), Food Pantries (18%), Electric Bill Assistance (17%). The total for the year was 20,311 with over 21,937 program referrals.



Since United Way 2-1-1 began in June of 2005, each year has seen a remarkable call volume increase. In 2006, the first full year 2-1-1 was operational, 7,064 calls were taken. In 2007 that number grew by 58% to be 11,179 calls. 2008 saw another 47% increase in calls to 16,443. In 2009, the number grew to 20,311, a 24% increase. The chart below shows the growth throughout the years.



2-1-1 Regional Celebration

United Way 2-1-1 has been serving Central Kentucky since its launch in June of 2005. Since this launch United Way 2-1-1 has taken over 55,000 calls.

To celebrate this service, United Way 2-1-1 hosted a regional celebration in August of 2009. This event was hosted at the Woodford County Senior Citizens Center, a United Way of the Bluegrass partner agency. Cliff Feltham, Chair of the 2-1-1 Regional Advisory Council, spoke on the journey of bringing 2-1-1 to Central Kentucky. Woodford County Judge Executive and the mayor of Versailles spoke on the benefits of a county being served by a 2-1-1 center. 2-1-1 also provides a valuable service to agencies. Agency staff and volunteers can refer clients to 2-1-1 and know the client will be connected to local organizations that provide services the client needs that may not be offered by that particular agency. The Executive Director of Blue Grass Community Action spoke on how 2-1-1 has benefited agencies by providing this service. In addition to remembering the past and celebrating the present, this event also looked towards the future of 2-1-1. Terry Tolan, president of United Way of Kentucky, spoke on local efforts to bring 2-1-1 coverage to the entire state of Kentucky.

Customer Service

During 2009 United Way 2-1-1 began following-up with callers to measure satisfaction. When an individual called United Way 2-1-1 for resources, the call specialist who took the call would ask if that person could be contacted in the next two weeks to determine if the need that prompted the call was met and to see if the caller was pleased with the way he or she was treated by 2-1-1 staff. The average wait time for callers to speak with a call specialist was 46 seconds. Callers were asked to rate their experience in calling 2-1-1 on a scale from Poor, Fair, Good and Excellent. Ninety-five percent of callers rated their experience as excellent or good. Additionally, 95% of callers said they would utilize 2-1-1 again.

Section Two: Partnerships

Disaster Assistance

During times of disasters, United Way 2-1-1 has several roles. It works with the Lexington-Fayette Urban County Government to fulfill the role of VOAD at the Emergency Operations Center. Duties include working with agencies that provide volunteers to connect them with people who need resources. For example, volunteer feeding services were deployed to local apartments whose residents were without power and unable to prepare meals. Residents wanting to volunteer were directed to agencies providing services and needing extra assistance. When the EOC is active United Way 2-1-1 provides staff to be present at the EOC.

During the ice storm that came into the Bluegrass area in late January 2009, United Way 2-1-1 worked to connect people with shelters, emergency operations centers, food pantries, utility information, and other resources as needed. Call center staff coordinated with social service agencies and emergency management personnel in the Bluegrass area to learn if shelters were open, transportation was available, welfare checks were being performed, and other services needing during the response phase. Once the recovery phase began United Way 2-1-1 then began connecting people with volunteers for limb and brush cleaning.

United Way of the Bluegrass also hosted a telethon to raise funds for agencies whose resources were strained due to the large amount of people needing assistance during this time. Those who called the telethon needing assistance were directed to 2-1-1. Statistics from 2-1-1 on the agencies most referred to during the disaster were used in the fund distribution process. United Way 2-1-1 took 429 calls related to the disaster.

To be prepared for these events 2-1-1 attends trainings hosted by the Division of Emergency Management and participants in its yearly large-scale disaster drill.

EITC - Earned Income Tax Credit

United Way of the Bluegrass is committed to helping families and individuals become financially stable. The promotion of the Earned Income Tax Credit (EITC) is one important way United Way of the Bluegrass helps those in the community achieve financial stability. EITC provides families with children an average tax credit of \$4,000; this money can then be used towards 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 they are eligible.

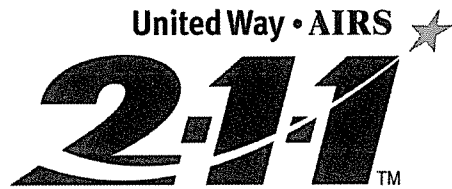
United Way 2-1-1 has scheduled free tax appointments for the local VITA coalition, CKEEP, since 2006. In 2009, Community Action Council began their own coalition, and based on the positive experience with CKEEP, also wanted United Way 2-1-1 to schedule their appointments. In 2009 United Way 2-1-1 answered over 2,000 calls inquiring on tax assistance and made appointments for over 1,500 of those. This resulted in a total of \$975,565 in EITC returns and \$2,997,916 in total tax returns going back to Central Kentucky families.

United Way of the Bluegrass received a grant from Wal-Mart to promote the tax sites, especially to first-time filers. United Way of the Bluegrass partnered with local agencies to send postcards to eligible clients. Billboard space and interior bus advertisements were also purchased to promote the program. Commercials ran on television and radio programs thanks to grant funds. As a result of this marketing there was a 47% increase in tax calls from 2008 to 2009. Also, in a random survey of filers, 30.7% reported they had paid someone the year before to prepare their taxes, and of those 9.2% received an instant refund.

AmeriCorps Partnerships

Of the 20,311 calls taken by 2-1-1 in 2009, calls about housing and shelter were the number one basic need, followed closely by utility payment assistance. In 2009 over 680 requests for housing counseling were handled by 2-1-1. An additional 500 calls were received for shelter from those who had already lost or were in danger of losing their current housing. Financial assistance calls reached the 2,500 mark for housing payment assistance alone, not even counting utility assistance to make homes livable. The statistics gathered by 2-1-1 showed the need to focus on housing resources and housing support services in the United Way 2-1-1 service area. As community awareness of housing difficulties increase, social service agencies cannot solve the problem alone. Service providers are working together in collaboration and in many cases they are using the data and statistics kept by 2-1-1 to identify trends, gaps in services and potential duplication.

To better help the community, including those needing assistance and the agencies providing the assistance, United Way of the Bluegrass partnered with the Homeless and Housing Coalition of Kentucky. This partnership gave United Way 2-1-1 an AmeriCorps member who could assist with all information and referral calls, but who could also specialize in housing issues. The AmeriCorps member assigned to United Way 2-1-1 was responsible for representing United Way 2-1-1 at community meetings, compiling data and reports to share with the community, and to increase efficiency in referrals by helping to create a cohesive view of available resources. The member also visited agencies to build relationships with agency staff, helping keep the United Way 2-1-1 database current.



Get Connected. Get Answers.

United Way of Greater Cincinnati

Public Services Commission Northern Kentucky Update 2009/2010

We are all well aware that there are basic things that we all need for a good life- a quality education that leads to a stable job, income that supports a family, and good health. United Way works each and every day to strengthen these building blocks for everyone throughout the region.

United Way of Greater Cincinnati's Agenda for Community Impact details these goals:

Education: Children are prepared for kindergarten and youth succeed in school and life

Income: Families and individuals achieve financial stability

Health: Individuals live healthy, quality lives and achieve maximum independence

UWGC leads and supports community efforts focused on achieving lasting systemic change and our work is aligned with multiple major community partners. United Way of Greater Cincinnati works in partnership with others to achieve these goals and create **lasting change producing real results for real people.**

In 2010, United Way of Greater Cincinnati invested in 306 programs at 155 agency partners and a dozen strategic initiatives and collaboratives. A strategic initiative that United Way of Greater Cincinnati has a history of investing in is one that plays an essential foundation of support for UWGC's core work: **United Way 211.**

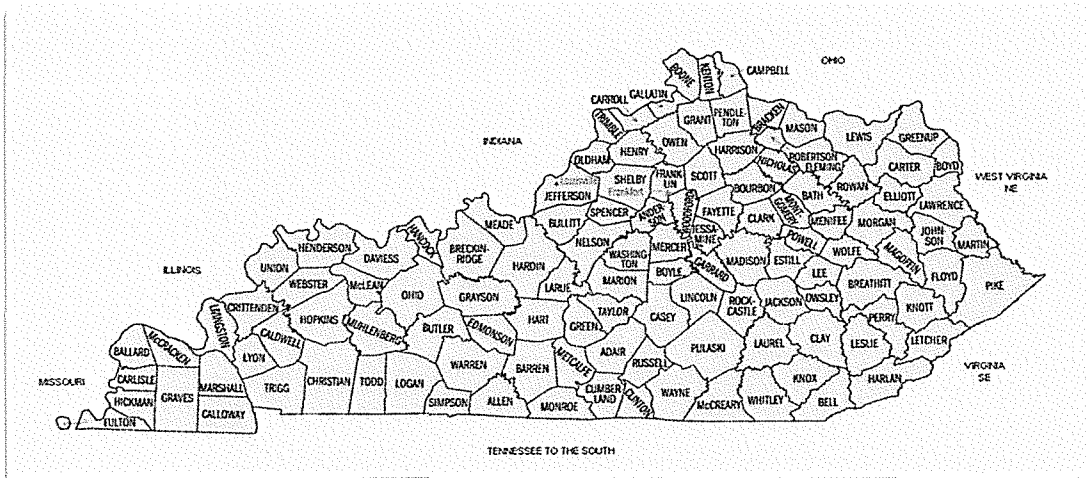
United Way 211 (UWGC/NKy 2-1-1), a full service 211 center (24/7 coverage 365 days a year), continues its' significant role in helping individuals and families better manage their lives by providing access to reliable and accurate information and referral resources they need.

Snapshot of UWGC/NKy 2-1-1 Service Delivery/Coverage Area

Since the last Public Services Commission report submitted, United Way of Greater Cincinnati 211(UWGC/NKy 2-1-1) in September of 2009 expanded its' service and entered into a "vendor partnership" with Metro Louisville United Way to provide 211

services for the counties of: **Bullitt, Carroll, Henry, Jefferson, Nelson, Shelby, Spencer, Oldham and Trimble** as well as **Clark, Floyd and Harrison** counties in **Indiana**. This was an addition of 12 counties (1,200,331 population) to the existing UWGC 211 service delivery area that originally comprised of **Boone, Campbell, Kenton and Grant** counties in **Northern Kentucky** and **Hamilton, Clermont, Brown** counties in **Ohio**.

United Way 211 (UWGC/NK 2-1-1) serves **32%** of Kentucky's population or 1,385,698 residents within the following Kentucky counties: **Boone, Campbell, Kenton, Grant** in **N Ky** and **Bullitt, Carroll, Henry, Jefferson, Shelby, Spencer, Oldham and Trimble** counties in **Metro United Way Louisville area**.



*** See Addendum for population breakdown**

UWGC/NKy 2-1-1 took appropriate steps to ramp up staff level accordingly to deal with the projected increased call volume attributed to expansion and built capacity through increased staff level as well as reconfiguring spacing/furnishings and additional equipment for added staff. In August of 2009, 4 full-time day staff were added to existing staff as well as two part-time 2-1-1 after-hour call specialists. Full training was conducted during the transition phase to ensure staff preparation.

In January, 2010 UWGC received approval from the Indiana Partnership to provide 211 services to additional counties in Indiana. In May, 2010 UWGC 211 added the following Indiana counties to its' coverage area: **Dearborn, Ripley, Switzerland, Ohio and Jefferson**.

As of July 2010, United Way of Greater Cincinnati 211(UWGC/NKy 2-1-1) serves **24 counties (approximately 2 million 828,266 residents)**, straddling three states (Kentucky, Ohio and Indiana). We serve eight counties in Indiana (5% of Indiana state population), 3 counties in Ohio (9% of Ohio population) and 13 counties in Kentucky (32% of Kentucky's population).

Call Volume/Growth

For data related to call volume for the time period of 2003 to 2009, United Way 211 (UWGC/NKy 2-1-1) has responded to over approximately **529,600 service connect** calls since launch February 11th, 2003 (see chart below). Metro United Way 2-1-1 reports on their own call data, which is not included in UWGC/NKy call data.

2003-2009 Call Volume for 211

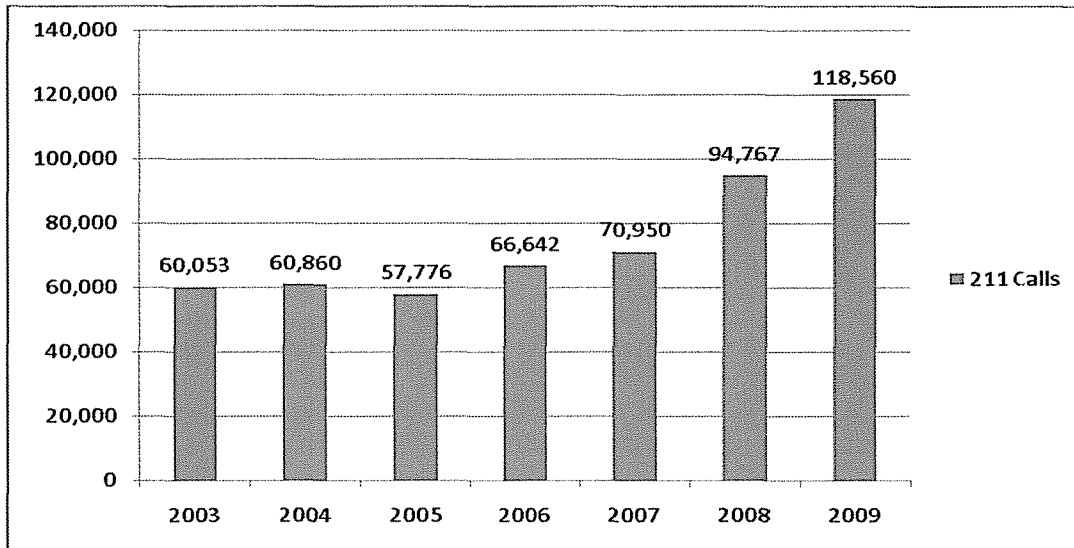


Figure 1 : 2003-2009 Call Volume

As notated in chart (Figure 1) there has been a steady upswing in call volume since implementation, in particular, the last two years. This can be attributed to the state of the economy, as more struggling individuals and families (facing unemployment, foreclosures, etc.,) are turning to 2-1-1 to get connected to community resources to help meet their basic needs. Comparably, UWGC/NKy 2-1-1 handled a 29% increase in calls from the four northern Kentucky counties from 2008-2009 (Figure 2).

2007-2009 Call Volume for N Ky Counties

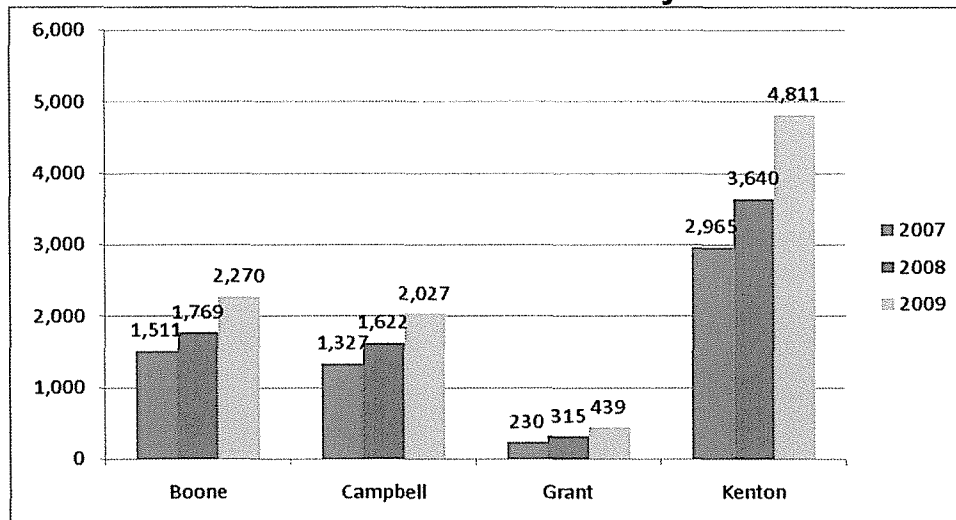


Figure 2 : 2007-2009 Call Volume for Northern Kentucky Counties

United Way of Greater Cincinnati/UWGC 2-1-1 Response to Economic Crisis **- Tools for Tough Times**

As mentioned previously, the economy has brought significant challenges for many and United Way 211 has seen an increase in individuals and families calling for basic needs. Some callers are those who find themselves turning to 211 for the first time. UWGC/NKy 2-1-1 has been heavily involved in responding to the growing needs of the community. On the United Way of Greater Cincinnati's website, www.uwgc.org, is a link that will take users to "Tools for Tough Times". Under tools for tough times, individuals can access our *UW211 Where to Turn Guide* which is a mini directory for people who are facing challenges due to unemployment and the economy in general. Also, on tools for tough times is a link to our UW 211 on-line searchable engine website for the general public to access community resources, www.uwgc.org/211. Links are also accessible under Tools for Tough Times for individuals to get fact sheets and other additional insightful information on areas such as budget and credit counseling, foreclosure prevention, child care, health care, legal assistance and much more. The on-line version of Where to Turn Guide has received positive feedback from end users and has been widely distributed to agencies, businesses and others to maximize reach to those in need. Printed versions have been made available as well. Over 14,000 guides have been distributed. United Way 211 is listed to call for additional information and referral.

Community Partnerships/ Special Projects

United Way of Greater Cincinnati 211(UWGC/NKy 2-1-1) works in close partnership with other community service providers, agencies, businesses, state and national organizations. The following examples highlight a few local initiatives in which (UWGC/NKy 2-1-1) has played a vital role.

EITC/ Earned Income Tax Credit Initiative

United Way 211 and its partners 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. In addition, Centers for Financial Stability are also being developed in Northern Kentucky and Price Hill (Oh), where families will be supported in a holistic way with access to financial assets and supportive tools. These efforts are helping families build and achieve financial stability. United Way of Greater Cincinnati 211 (UWGC/NKy 2-1-1) supports hardworking families in this tough economy by helping them determine whether they can claim the Earned Income Tax Credit (EITC), as well as directing callers to sites that offer trained volunteers who offer free help preparing their tax return. United Way 211 has worked diligently to scale this program for the past six years working collaboratively with partners such as IRS, Legal Aid, libraries, agencies, EITC sites and others. A person dialing 2-1-1 can speak with a specialist and learn of EITC site locations, dates, times and general eligibility requirements.

In 2009, the regional EITC initiative prepared 15,815 tax returns, giving back more than \$16.6 million to our community. The IRS estimates that 20 to 25% of taxpayers fail to claim credits, which could put as much as \$5,657 into the pockets of a family with three or more children, \$3,043 for a family with one child, or up to \$457 for a worker with no children. The EITC is the federal government's largest program benefitting lower earning workers.

In 2010 the regional effort garnered \$18,657,048 in Earned Income Tax Credit refunds, a 12% increase over last year. Over 500 volunteers helped qualifying individuals and families complete their taxes for free.

Northern Kentucky EITC information:

- 2-1-1 center received 1,523 calls in Northern Kentucky regarding free tax preparation.
- The Regional Earned Income Tax Credit Initiative saved 15,758 participating families \$3,151,600 in fees associated with commercial preparation and rapid refund anticipation loans.
- 3,000 participating families in Northern Kentucky saved \$200,000 in fees.

In addition, as part of our 211 vendor partnership with Metro Louisville United Way, we responded to over 22,000 EITC and tax information calls.

KCHIP

Another key area that UWGC 211 is aligned with is that of the key strategy of good health / healthy lifestyles and access to community resources. UWGC/NKy 2-1-1 and its partners enrolled approximately 3,200 Northern Kentucky children in the Kentucky Children's Health Insurance Program (KCHIP) in 2009, exceeding the goal of 3000 enrollees by July 2010. UWGC/ NKy 2-1-1 connected individuals and families to information regarding sites to help them enroll and gain access to health resources.

Cover the Uninsured

UW 211 continues its' involvement with local partners in the Cover the Uninsured project. Lead partner is Legal Aid. United Way 211 provides callers with information not only on helpful resources, but also specific information on "volunteer blitzes" (specifically 2 enrollment sites in N Ky) where those who are struggling with filling out applications for public benefits, etc., can go to scheduled events where they can get help in trying to secure assistance and learn about community resources.

Point-in-Time Homeless Count

UWGC/NKy 2-1-1 once again participated in the 2009 and 2010 Point-in-Time Homeless Counts. This important count works to get an accurate total picture on homelessness. In 2009, there were statewide a total of 5,999 identified as homeless. In 2010 there were 6,623 homeless people identified with 406 identified in Kenton County. Boone County had 116, Campbell County had 122, and zero in Grant County. The

coordinated effort and results are an important piece to help the state in it's efforts to assist homeless individuals and families.

Awareness/ Public Opinion Poll:

A public opinion poll is conducted approximately every two years. The poll includes questions around respondents' feelings about UWGC strategic initiatives. The poll this year (2010) was conducted by iModerate with 1,200 interviewees. This research was conducted between January 7 and January 17, 2010. United Way 211 has virtually doubled its awareness in two years with one out of five saying they have heard of 2-1-1 versus just one out of ten in 2007. Below is data since launch of 2-1-1.

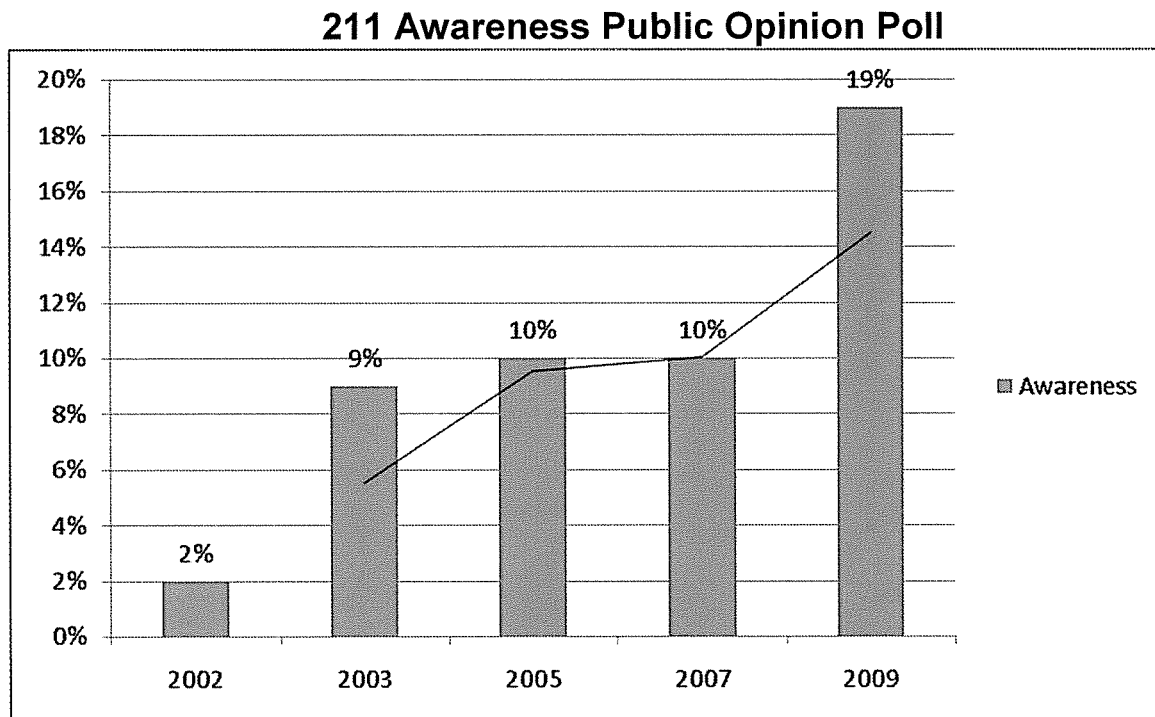


Figure 3 : 211 Awareness Public Opinion Poll

The above numbers reflect substantial growth in awareness by the community. This can be attributed to increasing 2-1-1 visibility through leveraging special projects' media campaigns, grass roots outreach efforts and consistent community engagement.

Summary:

For a number of years, UWGC/NKy 2-1-1 has demonstrated substantial impact and value as a full service 2-1-1 center built on solid infrastructure supporting high-quality and standards driven. UWGC/NKy 2-1-1 is committed to maintaining the highest standards in the information & referral industry and received the 5 year national accreditation from the Alliance of Referral System (AIRS) in 2007. We are pleased to share best practices and work with other 2-1-1 centers and partners in ensuring of **standards of excellence** in service delivery.

UWGC/NKy 2-1-1 Population Total

Kentucky Counties	2009 Population	2000 Population	+ = increase - + decrease
Boone	118,576	85,991	+
Campbell	88,423	88,616	-
Kenton	158,729	151,464	+
Grant	25,542	22,384	+
Bullitt	75,653	61,236	+
Carroll	10,703	10,155	+
Henry	16,060	15,060	+
Jefferson	721,594	693,604	+
Nelson	43,550	37,477	+
Oldham	58,095	46,178	+
Shelby	42,078	33,337	+
Spencer	17,737	11,766	+
Trimble	8,958	8,125	+
Ohio Counties			
Brown	44,003	42,285	+
Clermont	196,364	177,977	+
Hamilton	855,062	845,303	+
Indiana Counties			
Clark	108,634	96,472	+
Dearborn	50,502	46,109	+
Floyd	74,426	70,823	+
Harrison	37,562	34,325	+
Jefferson	33,010	31,705	+
Ohio	5,909	5,623	+
Ripley	27,421	26,523	+
Switzerland	9,675	9,065	+