

# United Way 2-1-1

June 2, 2022

# Welcome and Introductions

# Celebrating 15 years 2007 - 2022



# Your 2-1-1 Team

## United Way of Greater St. Louis (99 counties in MO and 9 in IL)

-Justin Storie, 2-1-1 Director (Statewide)

Phone: 314-242-1821 Email: [justin.storie@stl.unitedway.org](mailto:justin.storie@stl.unitedway.org)

-Cathy Vaisvil, Community Partnership Director (Statewide)

Phone: 314-242-1885 Email: [cathy.Vaisvil@stl.unitedway.org](mailto:cathy.Vaisvil@stl.unitedway.org)

-Yvonne Stewart, Community Partnership Coordinator (NW MO)

Phone: 314-242-1888 Email: [Yvonne.stewart@stl.unitedway.org](mailto:Yvonne.stewart@stl.unitedway.org)

-Brittany Vonoehsen, Community Partnership Coordinator (UWGSL)

Phone: 314-242-1838 Email: [Brittany.Vonoehsen@stl.unitedway.org](mailto:Brittany.Vonoehsen@stl.unitedway.org)

-Amber Brookins, Community Partnership Coordinator (SE MO)

Phone: 314-242-1849 Email: [amber.brookins@stl.unitedway.org](mailto:amber.brookins@stl.unitedway.org)

-Colleen Neill, Community Partnership Coordinator (SW MO)

Phone: 417-863-7700 Email: [colleen.neill@stl.unitedway.org](mailto:colleen.neill@stl.unitedway.org)

## United Way of Greater Kansas City (16 counties in MO and 2 in KS)

-Kristen Womack, 2-1-1 Director

Phone: 816-559-4717 Email: [Kristen.Womack@uwgkc.org](mailto:Kristen.Womack@uwgkc.org)

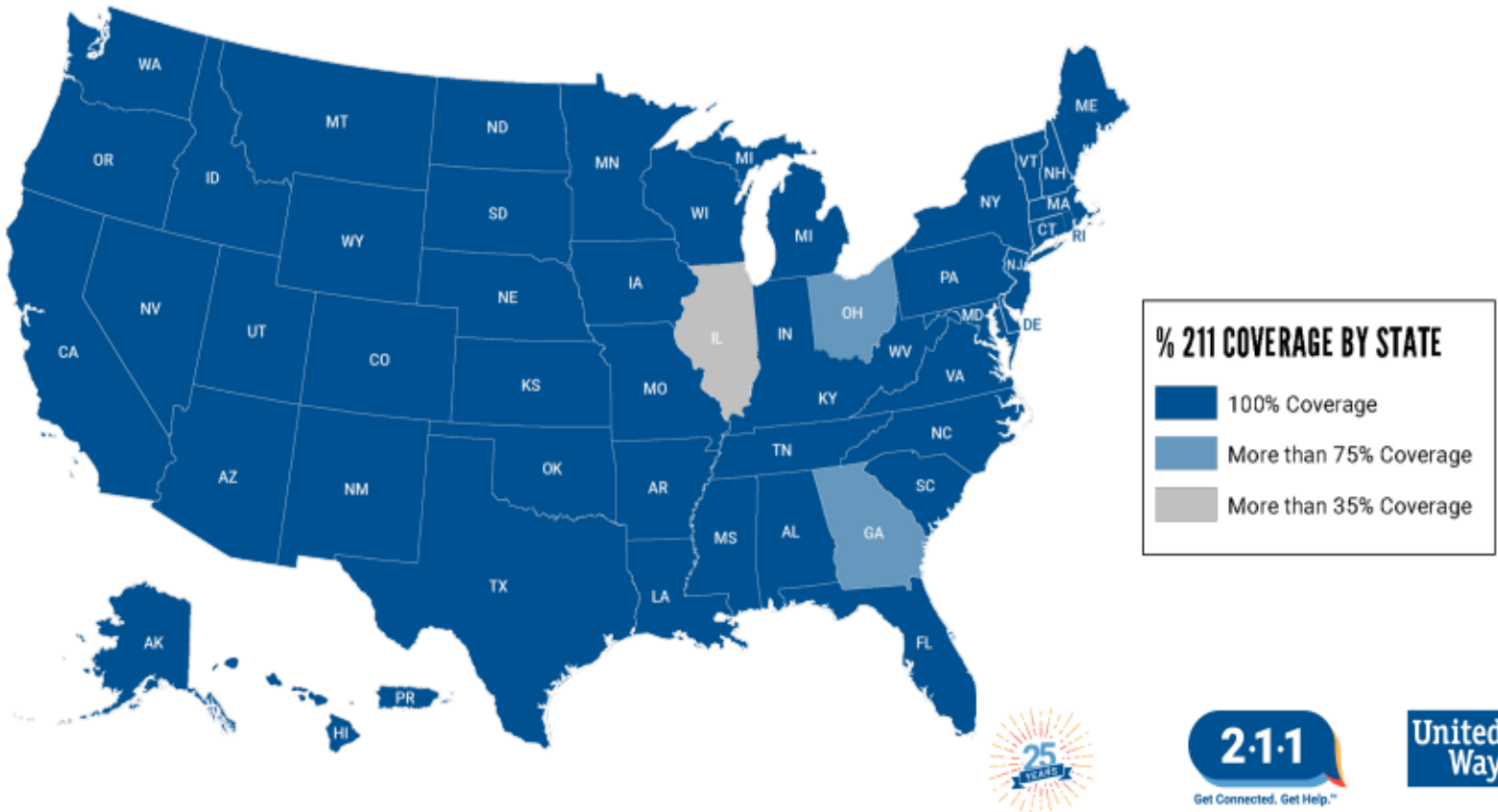
-Callie Knust, Resource Center Manager

Phone: 816-559-4695 Email: [callie.knust@uwgkc.org](mailto:callie.knust@uwgkc.org)

GET CONNECTED.  
GET HELP.

211

# 96% U.S. Population Coverage





The goal of United Way 2-1-1 is to:

- **create connections** between people and resources
- Serve as a **vital communications link** between the citizens of Missouri and Southwest Illinois to health, human services and disaster response agencies and services.
- **Be the leading provider of information/referral and navigation services**
- Enable those in need to quickly and efficiently access a comprehensive range of human services and volunteer opportunities **24 hours a day, 365 days per year.**

# United Way 2-1-1: The Call Center

## Accredited Health and Human Services Navigation Center

- Free / Accessible / Multi-lingual / Available 24/7/365
- Flexible IVR / Call Back Features / Skills Based Routing
- Multiple Avenues to access:
  - Call in (Land based and all cell phones)
  - E-mail
  - Chat
  - Text
- 10 Full Time/8 Part Time Navigators
- AIRS Certification



# United Way 2-1-1: The Database

## Accredited Health and Human Services Curated Database

- Over 26,000 Programs and Services
- Expansive Inclusion/Exclusion Criteria
- Continuous Seasonal Updates
- Top 20 Calls Weekly
  - Basic Needs (Rent/Mortgage, Utility Assistance)
- New Agency Acquisition Plan Yearly
  - IRS 501 directory



2-1-1 Website:

[www.211helps.org](http://www.211helps.org)

# 2-1-1 Website Landing Page

2-1-1 Counts Agency/Partner HQ Disability Infoline

UNITED WAY  
**2-1-1**

SEARCH OUR DIRECTORY >

## HELP STARTS HERE

United Way 2-1-1 of Missouri and Illinois is your 24/7 connection to resources and agencies near you.

Due to the health concerns surrounding COVID-19, some nonprofits may be closed or may not be accepting face to face applications during the epidemic. Please contact the nonprofit before visiting.

### 2-1-1 COVID-19 Emergency Response Resource Updates

Partnering with thousands of nonprofits during the COVID-19 pandemic creates life-sustaining connections to the hundreds of individuals that call United Way 2-1-1 daily. If you are a local nonprofit within our service region in Missouri and Illinois please update your profile with your COVID-19 services to help us better serve our region, our partners and your organization. If you are a currently listed 2-1-1 agency, please click 'Currently Listed'. If you do not have an account, please click 'New Nonprofit'.

Currently Listed    New Nonprofit

- [www.211helps.org](http://www.211helps.org)
- Search Directory
- Seasonal/Important Info (Ex: Covid Updates)
- Ways to Connect with Navigation Ctr.
- 2-1-1 Counts link
- Agency/Partner HQ
  - New Agency link
  - Brochures



#### Search

Search our directory to find resources near you.



#### Call

Dial 2-1-1 to get connected to a trained resource specialist 24/7.



#### Chat

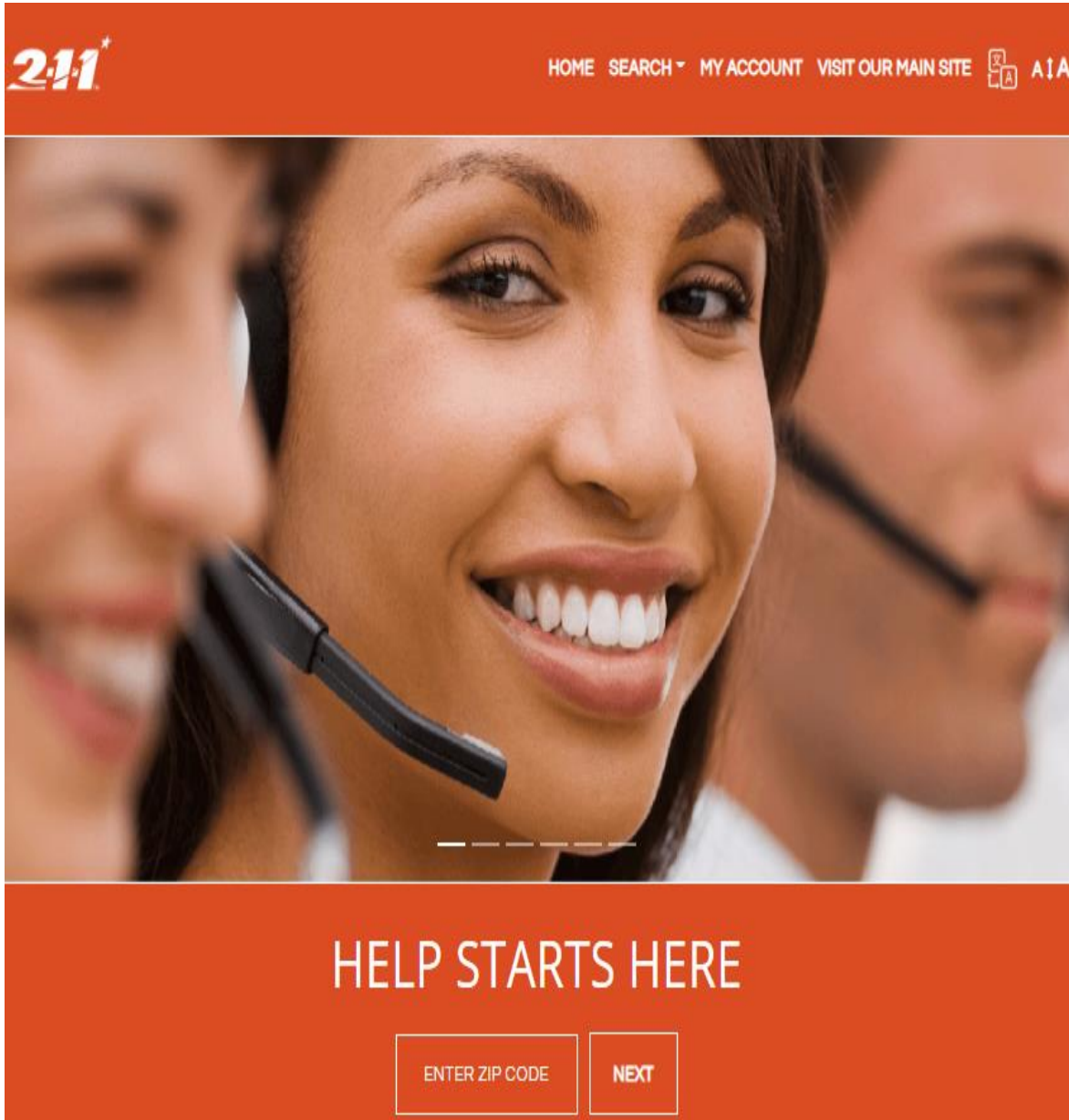
Chat with a navigation specialist online. Available Monday through Friday 9 a.m. - 5 p.m.



#### Text

Chat with a navigation specialist by texting **1-800-427-4626**. Available Monday through Friday 9 a.m. - 5 p.m.

# 2-1-1 Database



The screenshot shows the top of the 2-1-1 website. The navigation bar includes the 2-1-1 logo, links for HOME, SEARCH, MY ACCOUNT, and VISIT OUR MAIN SITE, and a user profile icon labeled A1A. Below the navigation bar is a large photograph of three call center agents wearing headsets, with the central agent smiling. At the bottom of the page, a red banner contains the text 'HELP STARTS HERE' and two buttons: 'ENTER ZIP CODE' and 'NEXT'.

- Enter Zip Code (to narrow down search results for geographic area)

# 2-1-1 Community Resource Database Guided Pathways:



COVID-19 Resources



Food



Housing and Utilities



Clothing and Household Items



Transportation



Legal and Public Safety



Education



Health, Wellness, and Dental



Employment



Income Support



Individual and Family Support



Mental Health and Addictions



Environment, Arts, and Recreation



Disaster Services



Consumer, Information, and Municipal  
Services

- Icon search drills down AIRS Taxonomy

# 2-1-1 Community Resource Database Guided Pathways:

Narrow your search.



FOOD

Food Banks, Clearinghouses, and  
Collection Programs

Food Pantries and Brown Bag Food  
Programs

Food Safety Education

Food Stamps and WIC

Meals

Food Production, Gardening, and  
Assistance Programs

[Click here to return to the list of categories.](#)

- Icon search drills down AIRS Taxonomy

# 2-1-1 Community Resource Database Keyword Search:



Individual and Family Support



Mental Health and Addictions



Environment, Arts, and Recreation



Disaster Services



Consumer, Information, and  
Municipal Services

Or enter a custom topic here:

Search

- Keyword Search field appears below icons on guided search



# Online Demonstration:

[www.211helps.org](http://www.211helps.org)

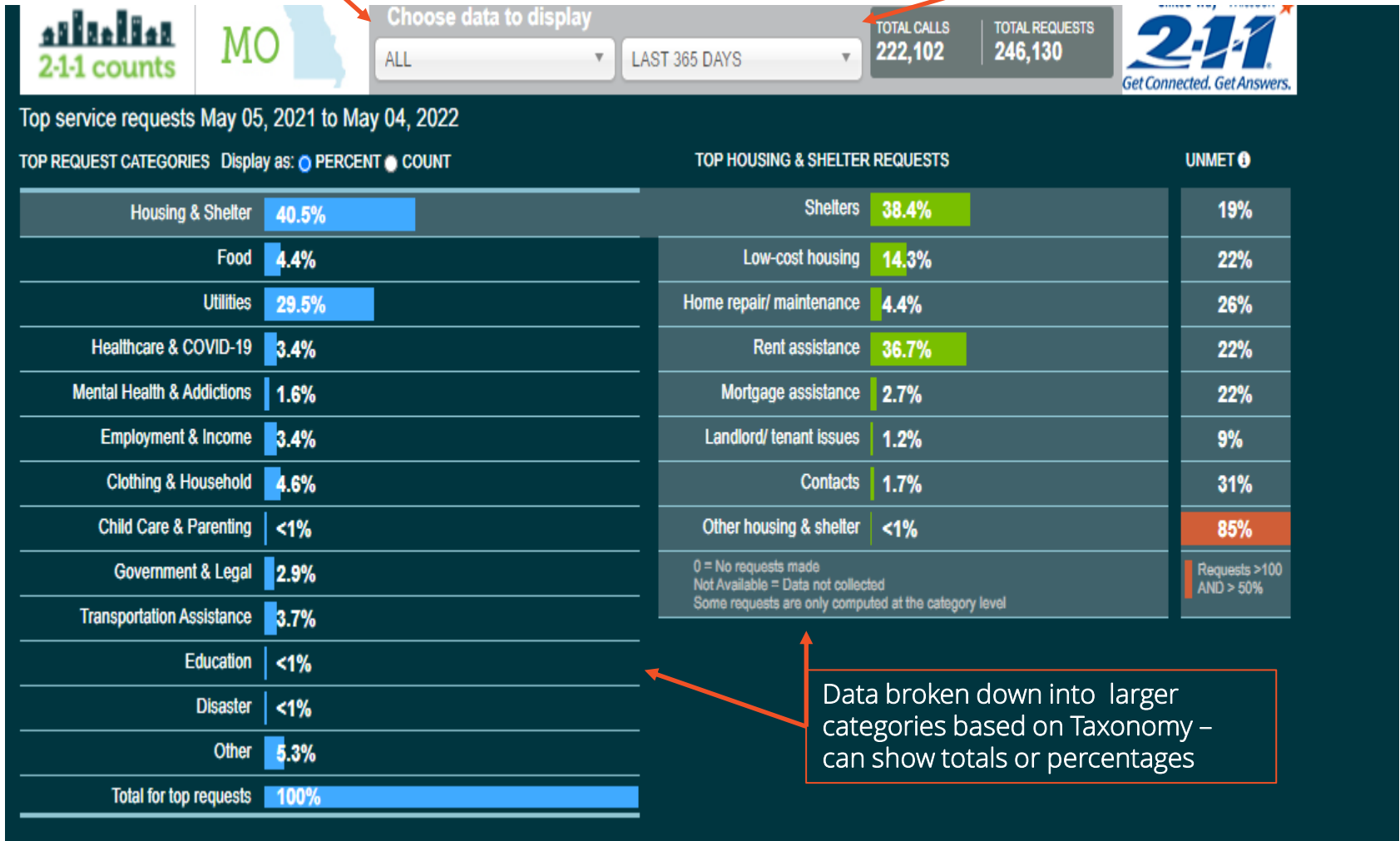
# 211 Counts

- Web-based tool to provide real-time, searchable, and visual presentations of data about community-specific needs of vulnerable populations.
- Displays a count of 2-1-1 callers' most pressing needs in usable form and reports data at the ZIP code, region or call center level as recently as one day.
- Enables users to check trends, make comparisons, and share information.

Searchable by City,  
County, Zip Code,  
School District or  
Legislative District

# www.211counts.org

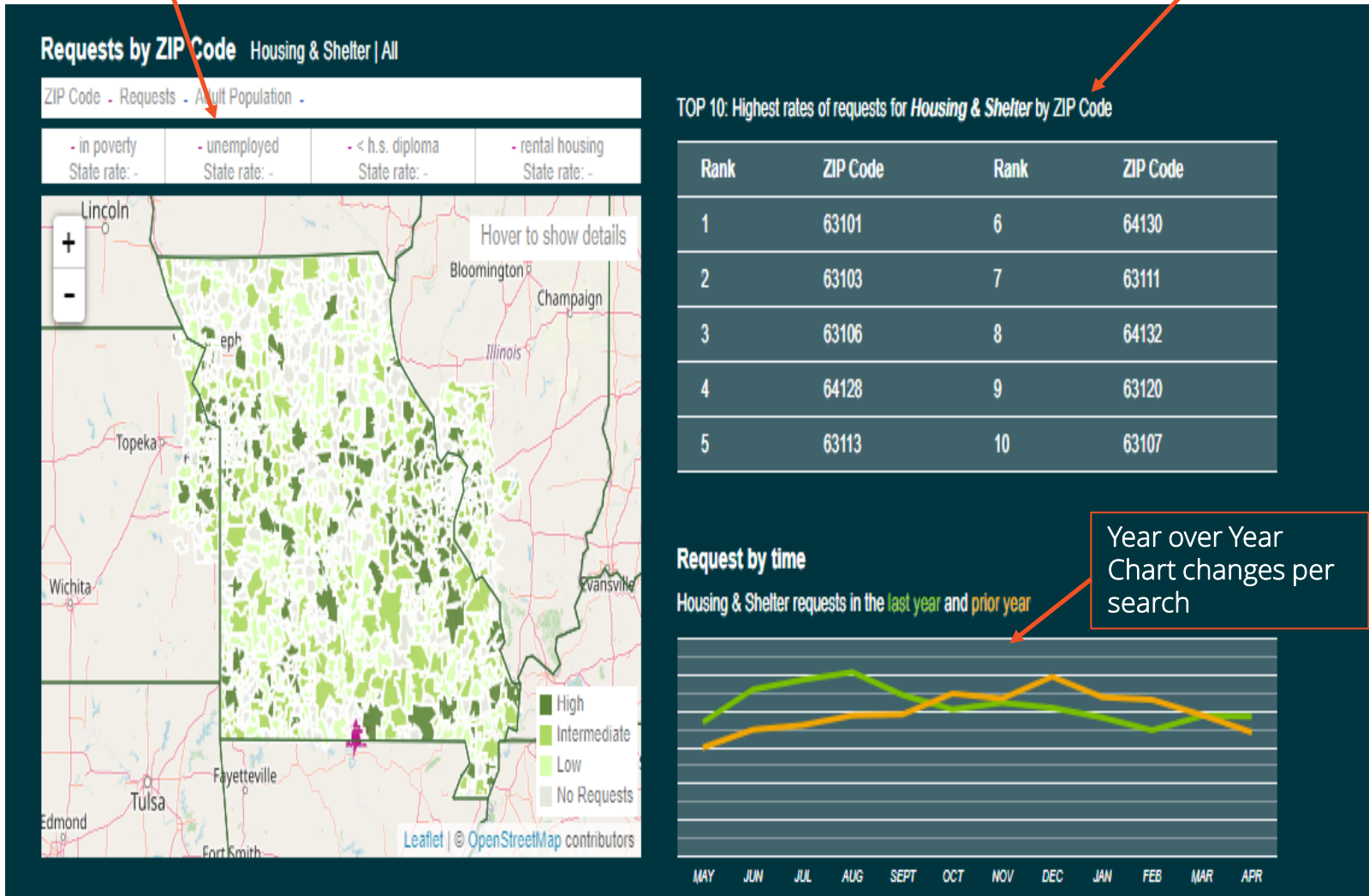
Searchable by  
customizable date  
range



Heat map changes with search and is extra information from the census data

# www.211counts.org

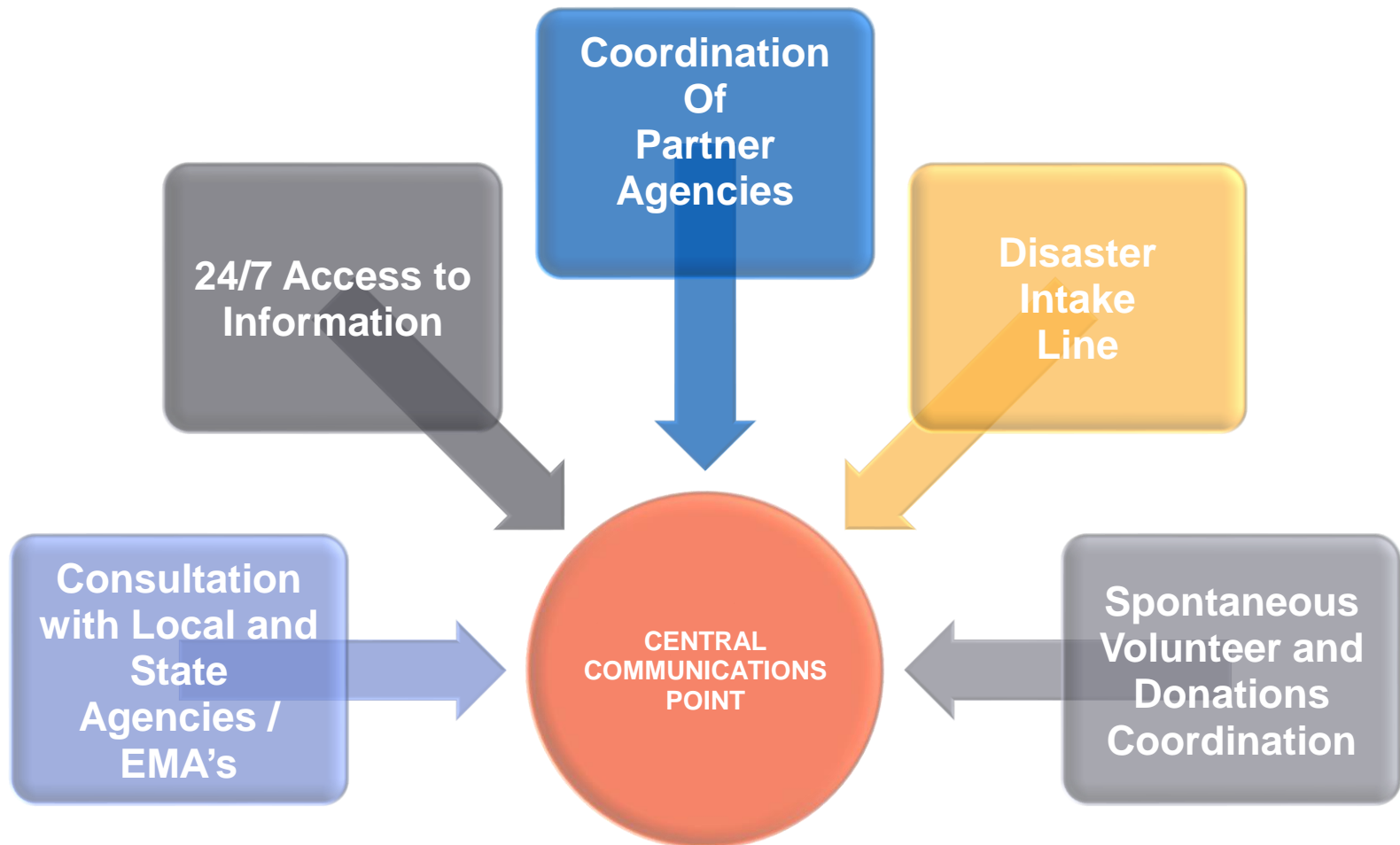
Top 10 Highest requests changes per search



# Community Partnerships/Outreach

- Trainings
  - Website ([211helps.org](http://211helps.org))
  - Data Dashboard ([211counts.org](http://211counts.org))
- Attend Community Meetings

# United Way 2-1-1 Disaster Response Model



## 2-1-1 in Disaster

- Primary mission in disaster is to maximize community access to critical resources and assist with volunteer mobilization
- Act as a critical communication link between emergency management professionals, health and human services agencies, public information officers and the public
- 24-Hr Disaster Information and Assistance via phone and/or web
- Maintains connection with EMA's and local service providers regarding services available
- Disaster Intake Management and Reporting

# Disaster-Related Agencies/ Partnership Base

Recognized member/partner of  
several disaster recovery networks.

SEMA

MOVOAD/IL VOAD/ SLARC

Americorps

American Red Cross

Salvation Army

COADs/LTRC's

and many more



Every Disaster is Different:  
Therefore, our approach must be varied  
and responsive for each...



# 2-1-1 MO/SWIL Disaster Response Levels

## Level I Disasters:

- Severe snow storms
- Ice storms
- Thunderstorms & Lightning
- Prolonged Heat or Cold Temperatures
- Minor power outages that last < 48 hours

## Level I Effects:

Minimal impact to normal operations  
None to slight call volume increase

## Level I Response:

- ✓ No presence required at Local or State EOC
- ✓ Few if any new disaster resources become available
- ✓ Self contained individual and community resilience

# 2-1-1 MO/SWIL

## Disaster Response Levels

### Level II Disasters:

- Flooding
- Extreme Heat
- Winter Storms & Extreme Cold
- Sudden removal of critical resource from a community
- Epidemics
- Tornadoes

### Level II Effects:

Noticeable and consistent increase in call volumes  
Community resilience taxed  
Outside resources may be needed

### Level II Response:

- ✓ Additional staff/ volunteers added for short duration
- ✓ Remote agent mobilization
- ✓ Extended shifts for as necessary
- ✓ Presence required at local EOC, only
- ✓ Incremental increase in disaster/emergency resources
- ✓ Long Term Recovery Efforts implemented

# 2-1-1 MO/SWIL

## Disaster Response Levels

### Level III Disasters:

- Mass Flooding
- Tornadoes
- Earthquake
- Pandemics

### Level III Effects:

Sudden and alarming increase in call volume

Major influx of unorganized/unverifiable disaster resources

Community resilience depleted and overwhelmed – federal and state resources required

### Level III Response:

- ✓ Remote agent mobilization
- ✓ 2-1-1 volunteers activated
- ✓ AmeriCorps volunteers activated (MOU)
- ✓ Extended shifts for invoked
- ✓ Presence required at Local and State EOC's
- ✓ Community resources increased in response to immediate needs
- ✓ Long Term Recovery Efforts Implemented

# 2-1-1 MO/SWIL Disaster Response Levels

## Level IV Disasters:

- Earthquake affecting St. Louis
- Quarantine (COVID)

## Level IV Effects:

UW Building  
compromised and  
unable to use

## Level IV Response:

- ✓ 100 % Remote agent mobilization
- ✓ Increased Virtual meetings/Assistance

QUESTIONS?