



**GET CONNECTED.
GET HELP.**
211

2019 Annual Report

February 11, 2020



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Celebrating 211 together.





**GET CONNECTED.
GET HELP.**

211

“Get Connected. Get Help”

Our Mission

Our mission is to connect Santa Cruz County’s most vulnerable with the health and human service resources they need.

Our Values

Respect and compassion for all people Excellent customer service

Community benefit is at the forefront of all we do Entrepreneurial, collaborative and innovative spirit Efficient and sustainable services

Integrity in all we pursue and provide.



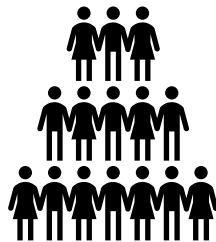
Our Impact in 2019

211'S IMPACT IS CAPTURED BY THE NUMBER OF CONNECTIONS THAT ARE MADE TO RESOURCES THROUGH OUR **PHONE SERVICE, OUR WEBSITE, AND THROUGH OUR COMMUNITY PARTNERS**. THE NUMBERS CAPTURED THROUGH OUR DATABASE NOT ONLY SHOW US WHO CALLED 211 AND HOW WE'VE HELPED THEM BUT IT ALSO HELPS GIVE US A GLIMPSE INTO WHAT THE NEEDS ARE SPECIFIC TO OUR COMMUNITY.



400

Number of distinct calls



470

Number of referrals



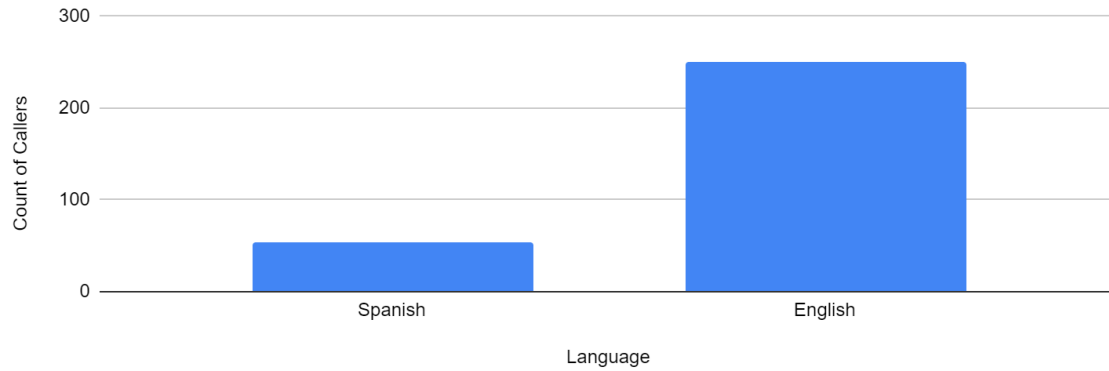
49%

Received referrals via text



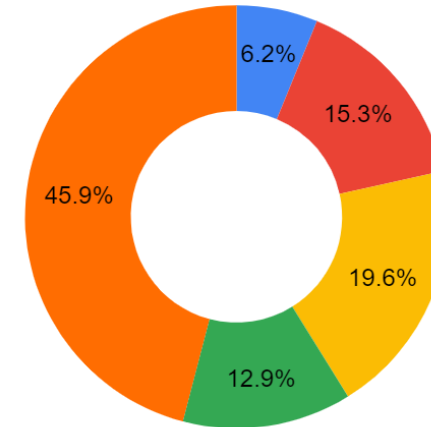
Caller Demographics

Caller Language Preference

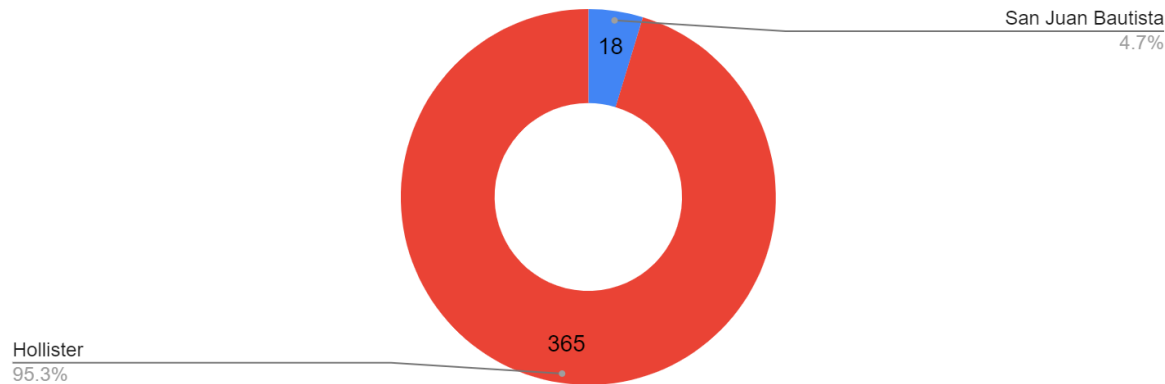


Age of Callers

- Under 20 years old
- 21-30 years old
- 31-40 years old
- 41-50 years old
- Over 51 years old

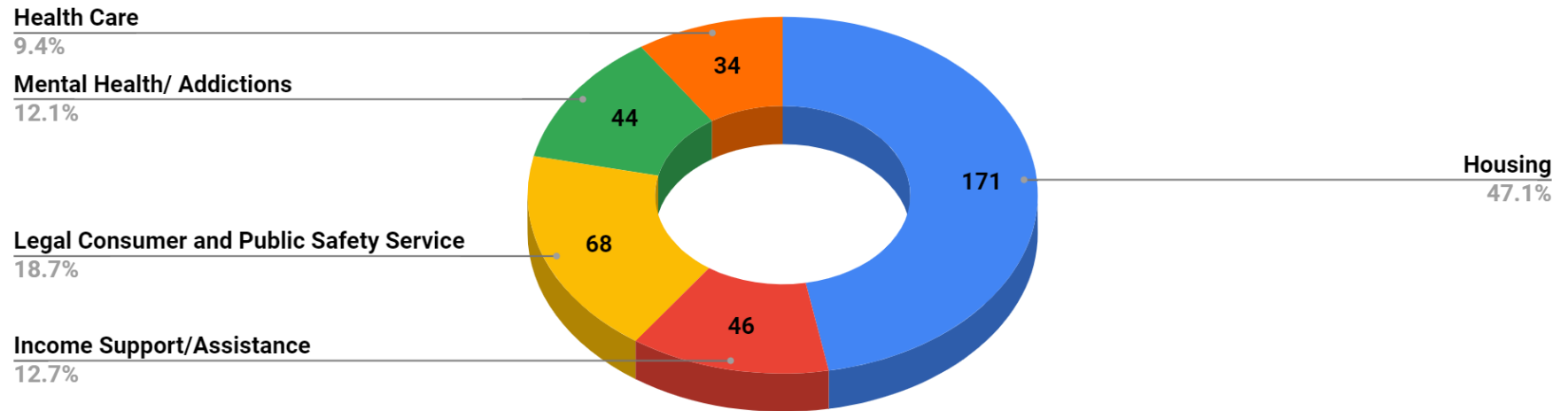


Calls by City



Why People Call 211

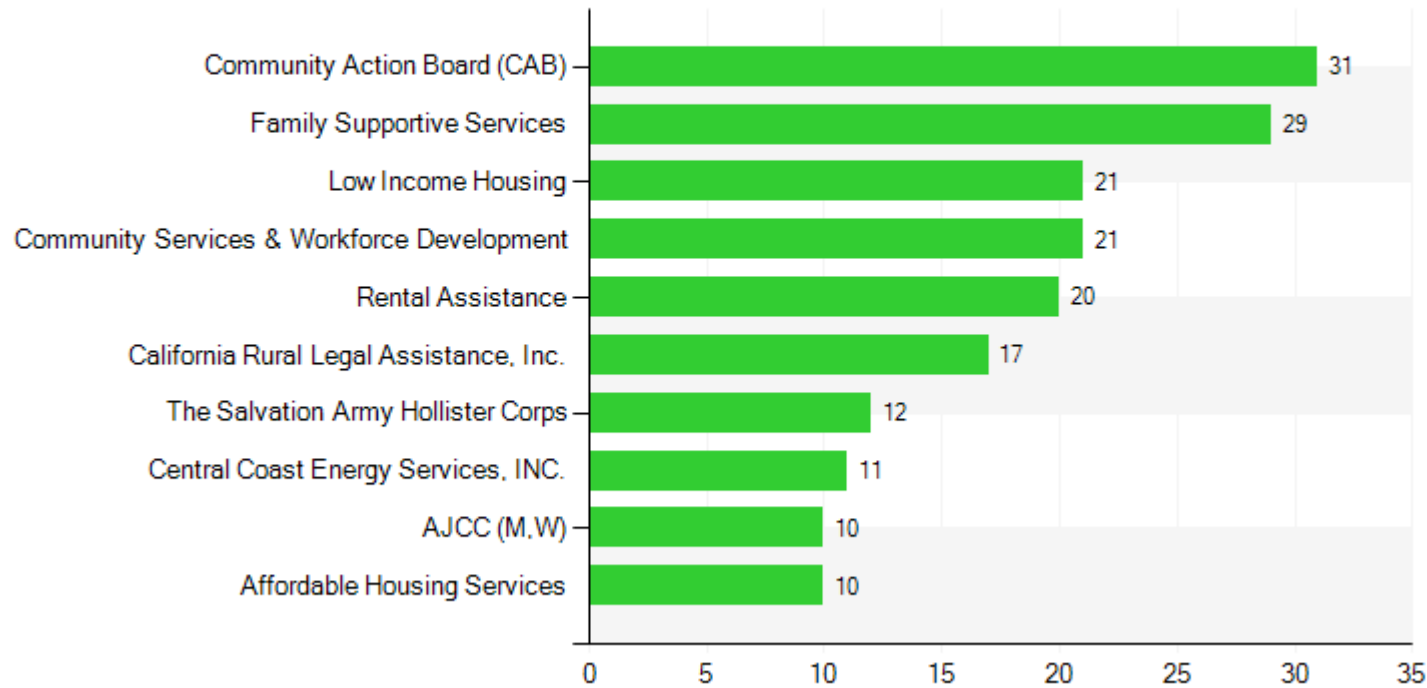
Top 5 Needs of Santa Cruz County



Referred Resources

Count of referrals to resources - 1/1/2019 to 12/31/2019

As of 2/10/2020



Financials

Sponsorship

First 5 of San Benito County	\$5,000
San Benito County Health & Human Services	\$5,000
San Benito County Office of Emergency Services	\$5,000
City of Hollister	\$3,000
PG&E	\$2,500
Total Sponsorship	\$20,500

Expenses Call Center

Local staff salaries and benefits	\$12,000
Outreach materials	\$5,000
Accounting and Administration	\$3,070
Total Expenses	\$20,500



Thank you.

We are grateful to our funders-

City of Hollister

First 5 San Benito

PG&E Corporation

San Benito County Office of Emergency Services

San Benito County Health and Human Services

Individual donors

