



HELP STARTS HERE

PA 2-1-1 Southwest

2017-18 Annual Report

Need help? Dial 2-1-1 or text your zip code to 898-211. Or contact us via chat on pa211sw.org



DEAR FRIENDS

Anita and Curtis were just granted custody of their grandchildren. They're relieved that the kids are safe now, but the needs of three young children will definitely strain their limited household budget.

Anita and Curtis could easily be one of your neighbors. Many people in Southwestern PA are finding themselves in unexpected situations that their current finances are not able to support. Unfamiliar with the human services landscape, many don't know where to turn. **2-1-1** is a place to turn to, and it's only a phone call, text message, or live chat away – 24 hours a day.

Last year, Anita and Curtis' call was one of over 71,000 contacts to **2-1-1** for help. Contacts ranged from making a home safe through completing serious home repairs to avoiding an eviction after a job loss. Whether new to **2-1-1**, or reaching out for updated information on summer food locations, or to schedule an appointment to file taxes, people connected to resources through **2-1-1**.

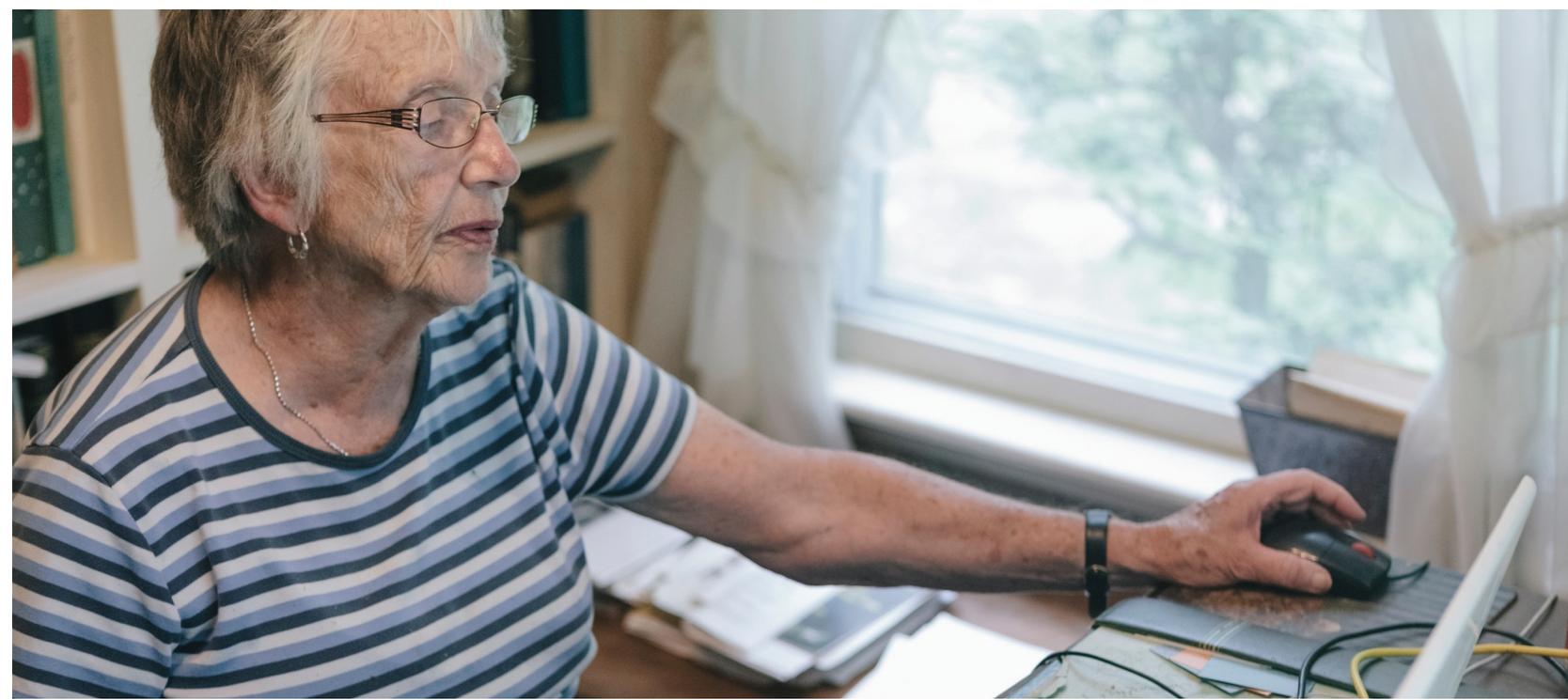
In this annual report, you will read many accomplishments from the past year, as well as exciting new projects to help families avoid homelessness or hunger or to meet other basic needs. While we have connected over 110,000 people to resources through our trained Resource Navigators and the **2-1-1** website, we can do more.

Next year we will leverage technology to improve the ways people connect to **2-1-1** through:

- An integrated referral network pilot that better supports callers with multiple needs (for example housing and utilities);
- Expanded partnerships that build on **2-1-1**'s existing texting platform, enabling **2-1-1** to be more proactive and prevention focused; and
- Building upon the national **2-1-1** network and data platform to strengthen our response to local needs.

We are grateful for the continued support of our key funders and supporters who help make innovation and an improved **2-1-1** experience possible.

Angela Reynolds
Senior Director, United for Families and 2-1-1
United Way of Southwestern Pennsylvania



RESULTS START HERE

71,643

Total Contacts

50,708

Basic Needs
Assist Contacts

1,082

Dual Needs

46,276

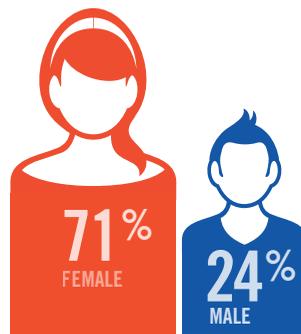
Unique Website Visits

4,603

Military/Veteran
Contacts

2017-18 At A Glance

Whether you need help finding child care, food assistance, care for an aging parent or utility assistance, **2-1-1** is the number to call. Our expert Resource Navigators are trained and specialize in finding you the help you need, for any of life's tough situations, from our comprehensive (and ever-growing) directory of social services.



Undetermined 5%

Majority of Callers

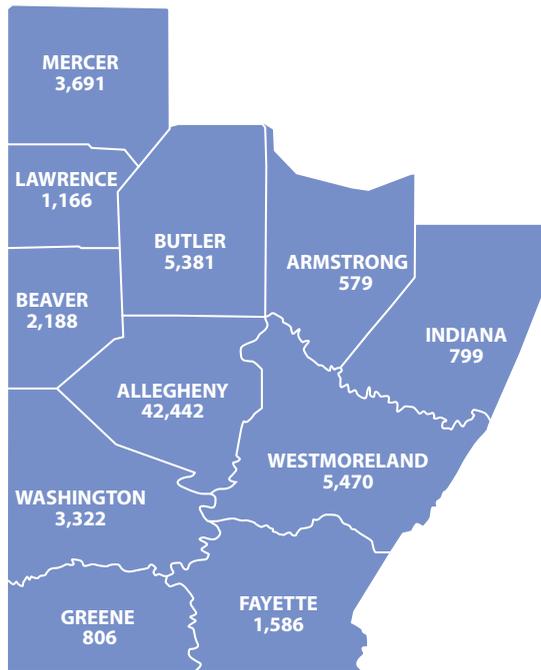
Were between the ages of 55-64
38% were first-time callers

Thank you to our corporate and foundation funders!



HOPE STARTS HERE

Total Contacts by County for 2017-18



Growth of 2-1-1

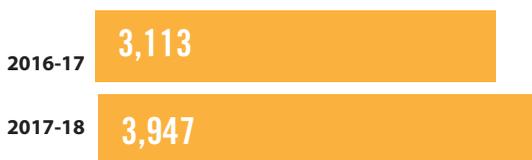
In 2017-2018, 2-1-1 connected more people in more ways

- **2-1-1** scheduled 14,307 free tax preparation appointments, which allowed low-income working families in five counties to receive free tax assistance in order to keep more of what they earned. 81% more people scheduled their tax appointment online than the previous tax season.
- **2-1-1** helped families in need to:
 - Create lasting holiday memories. **2-1-1** partnered with Help-Portrait to schedule 50 Christmas portrait appointments for low-income families in Greene County.
 - Enjoy a Thanksgiving meal. In partnership with the Urban League, **2-1-1** connected 50 people to a Thanksgiving meal they otherwise could not afford. The event also allowed families to connect to other services, such as flu shots. **2-1-1** also partnered with Chaffin-Luhana's Turkey Giveaway to connect families to free Thanksgiving meals.
- **2-1-1** helped children succeed in school and avoid hunger in the summer:
 - In partnership with the United Way of Greene County, **2-1-1** scheduled over 343 children for Stuff the Bus.
 - In partnership with the Pittsburgh Public School District and Woodland Hills School District, **2-1-1** sent text alerts aimed at improving school attendance to 187 families through the Be There initiative.
 - In partnership with the Greater Pittsburgh Community Food Bank, **2-1-1** helped connect families to food during the summer. **2-1-1** is now listed on the food bank's trucks as an easy-to-remember number to connect to food all year long.
- **2-1-1** helped 79 senior citizens connect to food through the Just Harvest Senior Food pilot program.
- **2-1-1** connected 451 people to vital services to rebuild their lives following a disaster.

Incoming Chats



Incoming Texts





LOYALTY STARTS HERE

“PA 2-1-1

Southwest helped me get critical home repairs when I couldn't afford an electrician.”

Help For Those Who Served

Carl, 74, is a retired veteran living on a fixed income. He enjoys doing repairs around his mobile home, but he knew he needed to call a professional when sparks started flying from the outlets in his living room. Exposed wires were a fire hazard, especially for his wheelchair-bound wife. He couldn't afford an electrician, so he called ***PA 2-1-1 Southwest***. The Resource Navigator referred Carl to a United Way funded agency that builds and repairs homes for needy households.

Carl's mind is at ease since the agency fixed the problem. He also plans to follow up on the state, federal, and local resources for veterans' basic needs and caregiver assistance that the Resource Navigator gave him. He hadn't known about these supports prior to their talk. He's definitely glad that he called 2-1-1.

AGENCY SPOTLIGHT

“**2-1-1** provides greater opportunities to people by directing them to the exact resource they need.”

- Jesse Johnson, communications manager

Blueprints

Formerly known as Community Action Southwest, Blueprints was founded in 1965 and serves to educate people in need on the different resources available to change their lives. Blueprints is a change agency that mobilizes the resources of the community to break barriers and build futures by equipping and helping people attain success.

“Our staff dedicates their time to showing people they don’t have to settle – they can build the life they choose,” Jesse Johnson, communications manager said.

The staff of more than 350 individuals works with clients so they can gain the skills and find the resources they need to achieve self-sufficiency. Blueprints focuses on four pillars to help clients build better futures: mind, home, health, and wallet.

All together, these four pillars form 35 different programs that reach more than 20,000 people annually, including early childhood services, foster care and adoption, financial literacy, housing support and nutrition services.

Blueprints refers people to **2-1-1** when they call for services outside of their offered programs, hoping they can access information about other resources available to find the help they need.

2-1-1 schedules all of Blueprints’ Volunteer Income Tax Assistance (VITA) appointments, screens all of the taxpayers, and schedules more than 600 appointments for these services each year.

Through this collaboration, **2-1-1** and Blueprints are able to connect more people in the community with the services available to help them reach healthy self-reliance and continue toward success.

“Sometimes people don’t know where to turn and need a helping hand. **2-1-1** makes finding necessary resources quick and easy for people to access,” Jesse said.

For more information on Blueprints, visit myblueprints.org.



AGENCY SPOTLIGHT

“Whether it’s life or death or simply helping someone get back on their feet, there’s always help available with **2-1-1**.”

- Cindy Cipoletti, executive director

Lighthouse Foundation

Over the last 33 years, the Lighthouse Foundation, a Christian outreach organization, has aided individuals and families in need throughout Allegheny and Butler Counties with life-changing services and programming.

We highlight the Lighthouse Foundation in Butler and Allegheny Counties and Blueprints of Greene and Washington Counties as partners of **PA 2-1-1 Southwest**

“The Lighthouse Foundation helps those experiencing hardships by providing assistance with immediate needs, such as food and shelter, but also offers support with transportation, career assistance and more,” Cindy Cipoletti, executive director, said.

In addition to operating the largest food bank in Butler County, the Lighthouse Foundation has grown to offer services beyond basic needs assistance, including job training, opioid recovery, financial literacy, and computer classes. Between all programs and services combined, the Lighthouse Foundation serves approximately 3,500 people a year.

The organization reaches new community members through various methods, including referrals from **2-1-1**, local charities, churches, and word of mouth. The Lighthouse Foundation’s partnership with **2-1-1** serves as a gateway to direct community members to the best source for help.

As **2-1-1** directs locals to the Lighthouse Foundation, the organization returns the favor by guiding others to **2-1-1** if they do not offer a service someone requires. This ensures that every person is connected with the right services to meet their needs.

For more information on the Lighthouse Foundation, visit thelighthousepa.org.

FEATURED CALLS

“Sometimes it’s not easy to ask for help. People are vulnerable when they call us. We want them to know that they aren’t alone. There’s a network of support available, and United Way is there for them. ”

PA 2-1-1 Southwest Resource Navigator



“PA 2-1-1 Southwest helped us cope when we suddenly had three more mouths to feed.”

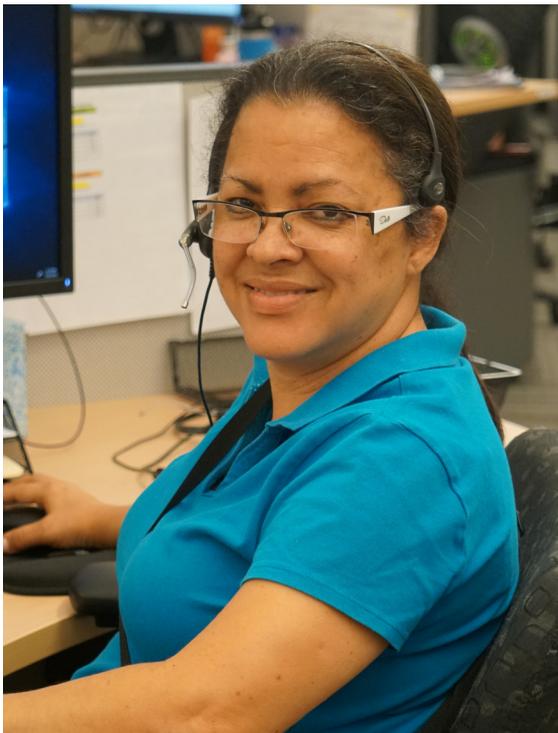
Anita and Curtis were just granted custody of their grandchildren. They’re relieved that the kids are safe now, but the needs of three young children will definitely strain their limited household budget.

Anita called ***PA 2-1-1 Southwest*** after their application for food stamps was denied without explanation and, she was certain, in error. The Resource Navigator connected Anita to Just Harvest, a United Way funded agency that helps low-income people access nutrition assistance and other benefits. She also told Anita where she could find free diapers, baby items, children’s clothing, child care information, food resources, and even weatherization assistance. Just Harvest is handling Anita’s determination appeal, and she and Curtis are grateful to have so many helpful options. They’d do anything for their grandkids. Thanks to ***PA 2-1-1 Southwest***, they won’t have to do it alone.

FEATURED CALLS

“People are so relieved when they call us and can actually talk to someone who takes the time to connect with them and understands how they feel. They even call us back later to tell us how much our help meant to them.”

PA 2-1-1 Southwest Resource Navigator



“PA 2-1-1 Southwest connected me to supports when I was too sick to find them myself.”

Mike, 71, was recently diagnosed with stage 4 pancreatic cancer. He had to stop working when he got sick, and money is tight. He has no idea how he'll fix his leaking roof; he can't even afford gas to drive to his treatments or nutritional drinks, which are the only nourishment he can keep down. When a concerned friend called ***PA 2-1-1 Southwest***, the Resource Navigator gave her an array of resources that she and Mike could call.

Now Mike's connected with agencies that provide cancer support, co-pay assistance, transportation, emergency financial aid, free home repairs, and emergency food. Mike's trying to stay positive; he has a lot to live for, and now he knows what's really important: connection, community and mutual support. He's grateful to ***PA 2-1-1 Southwest*** for being there.



LIVING STARTS HERE

50,708

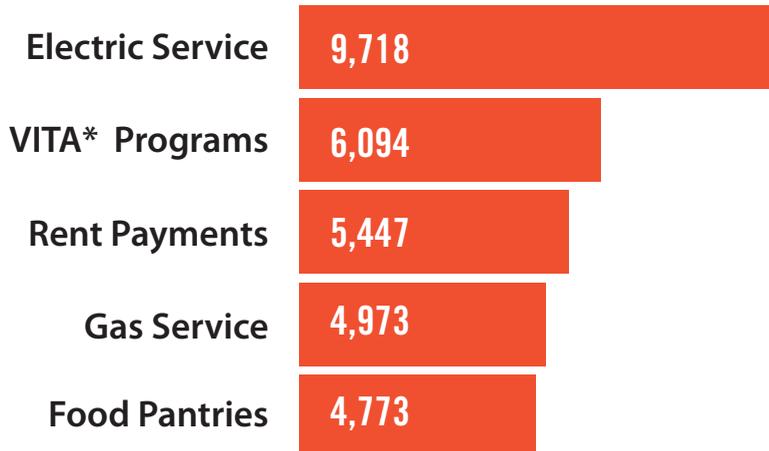
Basic Needs
Assistance Contacts

“PA 2-1-1 Southwest helped me find a solution after I lost my job and couldn’t pay my rent.”
- Roslyn

Help for Basic Needs

The volume of basic needs assistance calls shows that many people still need help to feed, clothe, and provide shelter for their families. Help is available for people like Roslyn, a single mom of four, who had been out of work for months and was behind on her bills.

Top Five Needs in 2017-18



*Volunteer Income Tax Assistance



PARTNERSHIP STARTS HERE

2-1-1 is here for you.

AGENCY?
Visit pa211sw.org/service-providers to:



Update the services you provide



Register as a Service Provider



See how many referrals 2-1-1 makes to your agency

NEED HELP?
There are many ways to get in touch:



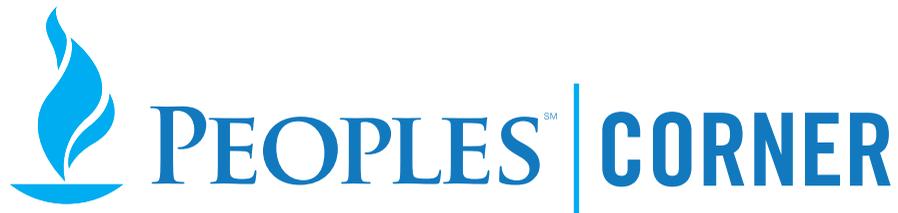
Text your zip code to 898-211



Chat online or sign-up for text alerts at pa211sw.org



Call 2-1-1



PEOPLES IS DEDICATED TO HELPING VETERANS REACH SELF-SUFFICIENCY

A YEAR IN REVIEW

Like United Way, preventing and combating homelessness is a goal that strikes at the core of Peoples' mission to "make lives better." As an energy company, we work with some customers in vulnerable situations, who may be struggling to keep the heat on during the colder months. Through our customer support programs and our community partners, like *PA 2-1-1 Southwest*, we work hard to give these customers options and resources to keep moving forward.

We recognize, though, that homelessness is a tragic reality in our communities. Veterans make up one of the most significant populations — about 40% — of homeless individuals across the United States. With this in mind, on top of our partnership with *2-1-1* where veterans can find life-changing resources, we began looking for more ways to support local homeless veterans, and so started our relationship with Veterans Place.

Veterans Place is a nonprofit organization dedicated to ending veteran homelessness in the Pittsburgh region. As a resource that many veterans are referred to through *2-1-1*, Veterans Place offers a safe, supportive environment for veterans, and helps them gain the necessary skills

to face real-life challenges, secure permanent housing, and lead productive lives. From their transitional housing program, to employment and skills training, to health-related resources and financial literacy workshops, Veterans Place is committed to giving veterans the tools they need to become self-sufficient.

Over the past few years, we have continued to grow our partnership with Veterans Place, spearheaded by our Veteran and Military Resources Committee. Many of our employees have volunteered at Veterans Place for various events to get to know some of the residents. We have also hosted collection drives across Peoples to benefit the veterans currently living at Veterans Place. And in our North Shore office, employees also donated to Veterans Place through our "Casual Friday" collection.

With each volunteer activity and collection drive, this cause grows more and more important to our employees. As our partnerships with Veterans Place and *2-1-1* continue to grow and thrive, we look forward to working together to prevent homelessness in our communities.