



HELP STARTS HERE

PA 2-1-1 Southwest 2016-17 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

During the celebration for Anne Fogoros as she transitioned from **PA 2-1-1 Southwest** to become the **2-1-1** Operations Director for the state, Anne held up several printed “Where to Turn” books, used for decades prior to 2011. The book was worn, with yellow pages, and the resources within were in need of updating, requiring reprinting of multiple editions. That moment clearly illustrated how far **PA 2-1-1 Southwest** has come to provide an up-to-date, quality service for people in need. Recently, we’ve accomplished a lot:

Making it easier for people to find help – In 2010, we transitioned from a 10-digit helpline (412-255-1155) to our easy-to-remember **2-1-1** number. At the end of this fiscal year, **PA 2-1-1 Southwest** became available 24/7 through the mode in which people choose to communicate - phone, text, chat or website. We also assisted the statewide network to attain 24-hour coverage by helping the Central region with after-hours **2-1-1** service.

Connecting more people with resources – We have grown from three counties to an 11-county coverage area for Southwestern PA, and were instrumental in achieving statewide coverage as the **PA 2-1-1 Southwest** management team supported the Northwest region’s launch of **2-1-1** coverage in May 2017.

Improving the 2-1-1 experience – **PA 2-1-1 Southwest** sustained funding for core **2-1-1** services and increased funding to expand services, such as a Military Veteran Resource Navigator, an e-Resource Navigator to address the growing number of text and chat contacts, and a revamped website to improve self-service options.

2-1-1 is the place to turn for assistance finding basic needs, recovery after disaster or support through life transitions. Including website hits, **2-1-1** was available for over 100,000 people in our region who reached out for help. Thanks to our network of supporters - funders, United Ways, county governments, human service providers and other corporate, labor, academic, and community partners - who made it possible for **2-1-1** to continue to be the place to turn for those who don’t know where to turn for help.

Angela Reynolds
Director, **PA 2-1-1 Southwest**



RESULTS START HERE

79,055

Total Contacts

42%

First-Time Contacts

25,434

Dual Needs

54,049

Unique Website Visits

5,721

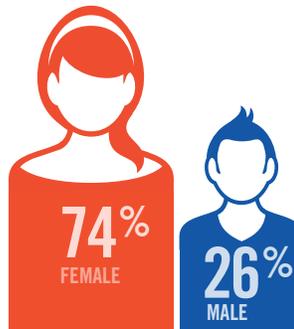
Signed up for Proactive
Text Alerts

3,937

Military/Veteran
Contacts

2016-17 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.



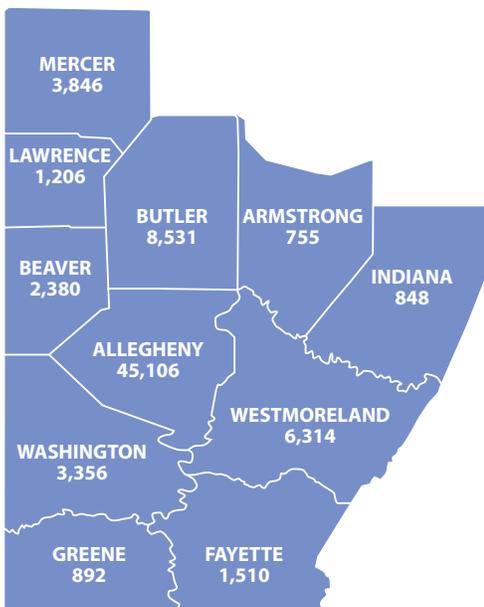
Majority of Callers
were between the age of 26-54

Thank you to our funders!



HOPE STARTS HERE

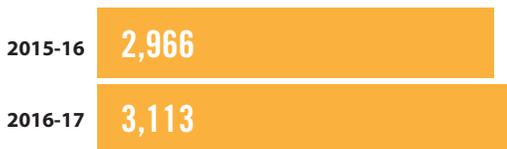
Total Contacts by County for 2016



Incoming Chats



Incoming Texts



Growth of 2-1-1

How is **PA 2-1-1 Southwest** continuing to grow and create even more connections to resources our callers need in 2016-17?

- In June 2017, **PA 2-1-1 Southwest** was one of 28 locations across the US to participate in a Flu on Call pandemic simulation to ensure that the sick can quickly and efficiently be connected to a medical professional in a crisis.
- In 2016-17, **2-1-1** scheduled 14,554 free tax preparation appointments for low-income families in Allegheny, Butler, Fayette, Greene, Washington and Westmoreland counties, a 6% increase from 2016. 53% more families and individuals used our online self-scheduling tool to make their tax prep appointments online.
- In early December 2016, **2-1-1** partnered with Help-Portrait to schedule over 30 appointments for low-income families in Greene County to take Christmas family portraits.
- In partnership with the Urban League, **2-1-1** was able to schedule 51 individuals for a Thanksgiving meal distribution in November 2016, connecting families to a meal that they otherwise could not afford on their own. The event also allowed families to connect to other services, such as dental assistance and flu shots.
- **2-1-1** made 255 referrals to seniors to get connected with a volunteer through United Way's Open Your Heart to a Senior initiative, which helps them live independently in the homes they love.



LOYALTY STARTS HERE

"I just needed some help to keep my home livable, and 2-1-1 was the answer."

Help for those who Served

Tyrone, 57, is a college graduate and former army medic. When he returned home from the army, he worked as an Intake Coordinator for the Duquesne Unemployment office, then got his EMT license and worked with local hospitals until 2014.

Struggling to find new employment due to his glaucoma, Tyrone didn't have the necessary funds to replace the suddenly-broken water heater in his Hazelwood home. That's when a helpful local agency told him about **PA 2-1-1 Southwest**.

Tyrone called **2-1-1** and was connected with the Nazareth Housing Homeowner Assistance Program, who installed a new water heater for him.

Tyrone isn't giving up on the job search. After several promising interviews, he secured part-time employment. Now he is able to make ends meet while continuing to look for a full-time job.

"Thanks to **2-1-1**, I can stop worrying about having hot water and focus on moving forward," Tyrone said.

AGENCY SPOTLIGHT

“2-1-1 is often the first link for people to find services available to them, leading to our literacy assistance.”

- Kris Drach, director of programs and board president, Literacy Council of Southwestern PA

Literacy Council of Southwestern PA

The Literacy Council of Southwestern PA was founded to support native English-speaking Americans to build stronger literacy skills. The need in the community has grown far beyond that, with many immigrants and refugees looking for support learning English.

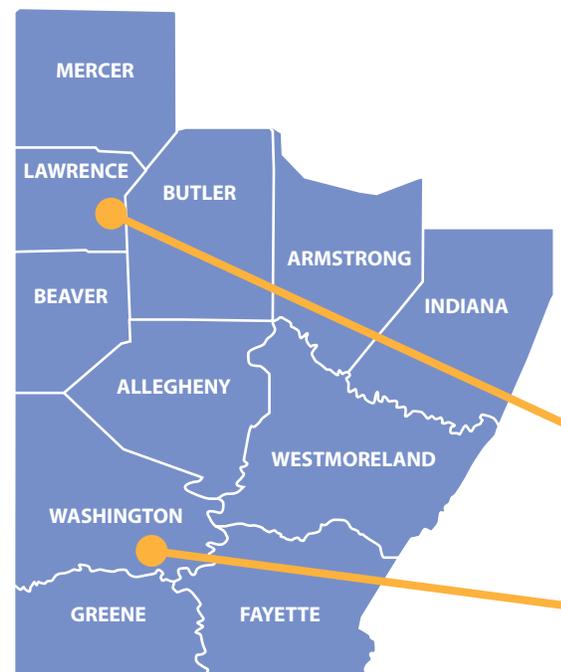
“We teach hardworking immigrants English. We find that tutoring one-on-one is the most productive way to teach adults,” Kris Drach, director of programs and board president, said.

The Literacy Council is run by volunteers, with the exception of one employee. Beyond teaching English classes, they help people obtain their GEDs, apply for jobs, work toward citizenship and find other supports. Last year, they worked with 227 individuals in Washington, Greene and Fayette Counties.

“In Washington County alone, we’ve served individuals from 43 countries,” Kris explained. “Most are women who want to learn English and find jobs to help support their families.”

“English is the start to a successful life in America,” Kris said. “**2-1-1** is the way in for many community members who might need help with utilities, housing and more. Agencies that help them with that refer them to us.”

The Literacy Council often refers individuals to **2-1-1** to find support with domestic violence cases and other issues. “Many women are desperate for help and don’t know what to do,” Kris explained. “They will do whatever it takes to learn the language, get a job and climb the ladder, and we’re here to help them do that.”



AGENCY SPOTLIGHT

*“We work together as a community and with **2-1-1** to make a difference.”*

- Gail Young, executive director, United Way of Lawrence County

United Way of Lawrence County

Community partnerships and collaboration are critical to United Way of Lawrence County. They are part of what enables the organization to help approximately 1,000 people in need each year. One of these great partnerships includes United Way of Lawrence County’s relationship with **PA 2-1-1 Southwest**, where local residents are able to call in and be referred to various services that can help them when they are faced with a difficult situation.

We highlight the Literacy Council or Southwestern PA in Washington County and United Way of Lawrence County as partners of **PA 2-1-1 Southwest**

“We knew we needed to spread the word about **2-1-1**, so more families could find the help they need,” Gayle Young, executive director, United Way of Lawrence County, said. “So we started calling around to local groups to help us raise awareness.”

Last year, United Way connected with Lawrence County Treasurer Richard Rapone. He suggested including information about **2-1-1** on the back of tax bill envelopes. Calls to **2-1-1** in Lawrence County increased by more than 48% from 810 in 2015-2016 to 1,206 in 2016-2017.

“He is such a great partner. He carries **2-1-1** cards everywhere he goes,” Gayle remarked.

United Way of Lawrence County has also worked with Lawrence County’s Thank a Vet Program to promote **2-1-1**, and have given **2-1-1** cards to police officers, fire fighters and utility providers.

2-1-1 has been proven useful in many ways. “We are able to get a needs report to see what people are calling about. We can take that information and work to provide services and programming to meet the needs of callers as best we can,” Gayle explained.

FEATURED CALLS

"I was able to connect a woman that was eight months pregnant with needed furniture and baby items. Thanks to the Blessing Board, this family will not have to sleep on the floor."

PA 2-1-1 Southwest Resource Navigator



"PA 2-1-1 Southwest helped us make a home for our new baby."

Sheena and Kurtis had been planning their future as a family since Sheena got pregnant. Kurtis enrolled in a job training program, and Sheena made childcare arrangements so she can still work after the baby arrives.

The two moved to a roomier apartment, but they struggled to afford furniture or many of the things the baby will need. Worried, Sheena called

PA 2-1-1 Southwest one month before her due date.

The Resource Navigator referred the couple to two local agencies who were able to help the couple.

The Blessing Board gave Sheena and Kurtis sturdy, gently-used furniture. They received diapers, clothing and other infant items from Welcome Little One.

The soon-to-be parents were joyful and well-prepared for their new child, thanks to their "community baby shower" and **PA 2-1-1 Southwest**.

FEATURED CALLS

“When a caller has to choose between paying for food or their medication, it’s a difficult situation. Luckily, I was able to provide resources to help this caller. She was happy and grateful for the help.”

PA 2-1-1 Southwest Resource Navigator



“PA 2-1-1 Southwest helped when I had to choose between buying medicine or groceries.”

Olga, 75, still lived in the small house where she and her late husband raised their children. She inherited a second house when her brother died, and maintained both properties for months. Before she was able to put the second house up for sale, she first had to replace the furnace.

Those extra expenses were a serious financial burden for Olga. She realized that if she refilled her medical prescriptions that month, she wouldn’t have enough money for food. That’s when Olga called **PA 2-1-1 Southwest**.

Olga didn’t qualify for federal food assistance, so she was thrilled when the Resource Navigator connected her with the Sharon Service Center of the Salvation Army Western PA Division, where she can get hot meals and groceries from the food pantry.

Thanks to **2-1-1**, Olga has a lifeline until the house sells and her finances are under control again.



LIVING STARTS HERE

46,624

Basic Needs
Assistance Contacts

*"I get ashamed and embarrassed. I worked my entire life before this injury. You all are so nice. Thank you, thank you."
- Martha*

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 Martha, who owed \$111 on her water bill and could not pay it due to an injury that put her temporarily out of work.

Top Five Needs in 2016

VITA* Programs

7,975

Electric Service

7,183

Rent Payments

5,535

Food Pantries

4,763

Gas Service

4,542

*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:



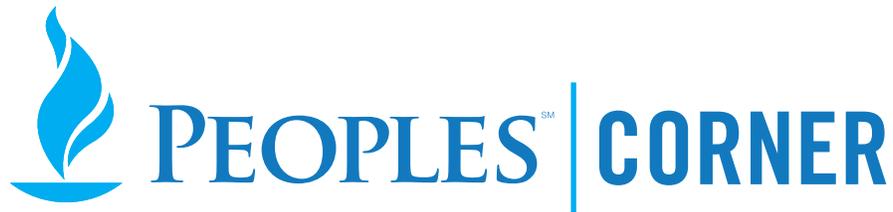
Text you zip code to 898-211



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



Call 2-1-1



HOW PEOPLES MAKES LIVES BETTER

A YEAR IN REVIEW

At Peoples, our work is about going above and beyond to support the communities we serve. Each year, we support a variety of programs and volunteer to help people in need. Throughout the years, we have maintained a strong partnership with United Way's **PA 2-1-1 Southwest**. With **2-1-1** and other local partnerships, we have helped connect people in need with food, shelter and utility services, and supported our community's critical services. Here are some of those accomplishments from the past year:

- Participating in the annual Dollar Energy Fund's Warmathon, a two-day radio telethon that last year raised \$330,000 to help 950 Pittsburgh families and individuals who were struggling to keep their heat on throughout the winter.
- Matching donations made through Dollar Energy Fund's Cool Down for Warmth. To raise funds to help families keep their heat on, participants stay in an ice house in Market Square until they have met their fundraising goal. Our own CEO, Morgan O'Brien, raised \$17,000.
- In partnership with the Special Olympics of Pennsylvania, our employees participated in the Pittsburgh Polar Plunge and the 150-mile Torch Run to raise money in support of this organization's work with people with disabilities.

- In partnership with local businesses, we developed the "Eat, Drink, Help" community support program. Through this program, we make a donation for certain purchases at those local businesses to a charity of their choice, up to a certain amount. For example, last May we donated 50 cents per cup of coffee purchased at Pennie's Bake Shop & Espresso Bar to the Victim Outreach Intervention Center (VOICe) in Butler County – the final donation totaled \$1,000. Today, this program is a partnership with 14 other businesses.
- We launched our "Making Your Life Better" campaign in partnership with United Way's **2-1-1**. Last year, over 500 Peoples employees participated in the campaign, and Peoples matched that donation, making our total contribution \$532,078. Through this program, we can continue to help 2-1-1 connect people in need to safe and affordable energy.

All of Peoples' partnerships allow more resources to be available when someone in need calls **2-1-1**. Through our support of **PA 2-1-1 Southwest**, more people in our region will be connected to the resources and services they need. We are proud to be part of the great work for another year!