

Orange County 
2-1-1™
Get Connected. Get Answers.

2009
ANNUAL
REPORT



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A Letter from the Board President



The Fiscal Year that ended June 30, 2009 proved to be a challenging year for non-profits in California, and 2-1-1 Orange County was no exception. As the recession loomed in our midst, private and public sector funders alike were forced to re-evaluate their priorities because of reduced funding capacity. The impact was felt two-fold by 2-1-1 Orange County; we experienced a significant decline in funding, while at the same time we experienced a 60% increase in demand for our services.

Like many other organizations, 2-1-1 Orange County implemented cost reduction measures, including reduced staffing levels through attrition, but still managed to maintain a 24-hour service to handle the increased demand for our services and provided the highest level of service to those less fortunate.

The economic challenges also provided opportunities: the chance to strengthen existing partnerships and develop new ones to help support our operating needs. Long-time supporters such as the Children and Families Commission, the County of Orange, and the Orange County United Way all strengthened their strategic partnering and financial support of our agency. We developed new partnerships, which includes support from the Weingart Foundation, which offered funding to those agencies providing safety net services. In addition, Bank of America, with assistance from the Orange County United Way, raised dollars to assist us after the Complex Freeway Fires which also resulted in matching funds from the Children and Families Commission. An anonymous donor offered a challenge grant for \$10,000 in matching funds; we succeeded in that challenge.

Because of the long-term implications of the economic recession, social service agencies such as ours must look for new ways to collaborate, reduce costs and run more efficiently. We are excited about taking collaboration and partnering to a new level with the Orange County United Way. In October 2009, 2-1-1 Orange County will move its operations into their facilities.

Our outlook for the next several years remains optimistic but realistic; the economic recovery will be slow, and unemployment levels will continue to be higher than average for some period of time. We expect our call volumes to continue to remain at higher levels than previous years, and the breadth of our referrals to continue to expand. Our goal is to diversify funding sources through a social enterprise model and to use new funding to continue to expand our reach and ability to serve the community of Orange County.

On behalf of the Board of Directors, I thank the 2-1-1 Orange County staff for their tremendous support and service to the community through these difficult and troubling times.

Scott Reitan
President

A Letter from the Executive Director



Every day, someone in need calls 2-1-1 every 51 seconds.

Finding help can be confusing and intimidating, but 2-1-1 makes it easy. Families no longer need to wade through the maze of nonprofit and government agencies in order to find the services they need. They simply dial three digits, 2-1-1.

Our 2-1-1 information and referral specialists are trained to identify the needs of the individual calling – 24 hours a day, 7 days a week, linking residents in need to critical services and support information on housing, job placement, food, and a broad range of health and human services. We maintain a comprehensive database with over 4,500 social service programs identified by region and specialty, and we continue to manage this inventory.

We also serve as an important source of information on countywide need trends to local service providers and foundations who are serving the community, and offer immediate, countywide emergency communication whenever the county faces a disaster.

This report will give you an overview of our programs, our achievements, and our vision for the future.

I believe an investment in 2-1-1 is an investment in the entire Orange County social service network. By helping Orange County residents navigate the system of community resources, we connect people to the help they need, right when they need it. The partners and funders listed in this report are a critical component of that investment, and we are grateful for their support.

Lastly, please allow me to acknowledge the hard work and dedication of the members of the Board of Directors who have devoted countless volunteer hours from their busy schedules to the success of 2-1-1 in Orange County. With the Board's continued support and the quality of service delivery from my dedicated staff, we plan to continue listening, and helping people in need – every day – for years to come.

Judy Bowden
Executive Director

Mission and Vision

Our mission is to optimize the effectiveness of Orange County's community resources by providing a comprehensive information and referral system that links all of Orange County to community services and support.

2-1-1 Orange County is the premier source for connecting people to community services.

Since 2-1-1 launched in 2005 it has been a valuable asset to all of Orange County including being an important resource during my time in the state legislature. The quality of services 2-1-1 provides is a testament to the great people working tirelessly for the organization.

Assemblyman Todd Spitzer

With the economy like it is, some of our constituents have fallen on hard times and need help. 2-1-1 is one of the best and most comprehensive resources we've found.

Assemblyman Chuck DeVore

2-1-1 Orange County provides information and referrals to support the following residential needs:

- Food
- Shelter/housing resources
- Prenatal care
- Workforce development
- Government assistance programs
- Equipment resources for older adults
- Access to health insurance programs, especially for the uninsured or under-insured
- Urgent care, medical, dental, and vision services
- Prevention and safety services
- Substance abuse assessment and treatment programs
- Counseling services
- Child development assessment services
- Early detection and treatment programs
- Disaster response during natural and manmade emergencies
- Support group connection
- Parks, recreation, and other municipal departments





Community Needs

Orange County residents have faced immense challenges in the past year. Rising costs of healthcare, financial and job insecurity, and a chronic lack of affordable housing have put many of our vulnerable individuals and families at risk. 2-1-1 Orange County makes a significant difference for the residents of our community as they contend with these issues. 2-1-1 helps residents locate and identify supportive services, and alleviate the increasing burden placed on service providers to meet this growing need by providing targeted information.

Last year (FY 08-09) 2-1-1 Orange County answered over 85,000 calls from Orange County residents with the majority of the calls regarding basic needs services. ***This is a 31% increase from the same time last year.*** As we assess these calls, serious changes in the needs of the County emerge:

Emergency shelter requests have increased by 39%

Rental assistance requests have increased 31%

Food assistance requests have increased 67%

Utility assistance requests have increased 58%

Requests for mental health counseling have increased 50%

Requests for legal assistance have increased 56%

In early 2009, 2-1-1 Orange County joined its regional affiliates across the state along with the California Association of Food Banks (CAFB) to provide cross-promotion of Food Stamp awareness to all callers who indicate potential eligibility for assistance.

With this partnership, Food Stamp awareness increased dramatically. Between July and September of 2008, 2-1-1 Orange County received 342 calls regarding food stamp assistance. In the following three months (October to December, 2008) this number surged by 223% to 1,103 calls. At the end of the Federal fiscal year (Oct 2008- Sept 2009) we informed 30,697 callers about the Food Stamp program known as SNAP.

67%

Food assistance requests have increased 67%

Outcomes

Over the past year, 2-1-1 Orange County has achieved many outcomes across its key programs and services.

The 2-1-1 Call Center Connecting People to Help

2-1-1 Orange County maintains the county's most comprehensive database of available services with information on more than 1,700 agencies that represent more than 4,500 specialized services. This is Orange County's main clearinghouse for information on community service providers. Information & Referral Specialists in the 2-1-1 Call Center utilize this database to match caller needs to services.

- We surpassed our 2008-2009 goal of 76,000 calls by answering **85,865** calls for assistance. This represents a 33% increase from the previous fiscal year (2007-2008).
- We offered **236,727** referrals to local services and programs.
- Our call center average abandonment rate (the rate of lost or incomplete calls) is under **5%**, while the 2-1-1 industry standard across the nation is 10%.
- We fielded **505** calls for disaster services (Freeway Complex Fires in November and H1N1 flu in April and May).
- We reached **32,535** Orange County residents at community outreach events.
- The 2-1-1 volunteer program has recruited and trained **13** ongoing volunteers. Volunteers contributed **4,223** hours to the 2-1-1 Call Center, primarily in call handling and database updates, equaling a donation of **\$57,000**.

Unlike the 4-1-1 Call Center, 2-1-1 Orange County does more than simply provide phone numbers to callers seeking help. Our Information and Referral Specialists are trained to identify specific needs of each caller. For example, a person calling for rental assistance may also need food assistance. If they have any infants in the household, our specialists can suggest where they can get diapers or baby formula to help with their budget needs. This specialized service has become increasingly important, as a new wave of previously middle-class callers are navigating the social services of the region for the first time. Each caller receives an average of three targeted referrals to support services.

More
Than
Information



Disaster Planning, Response and Recovery

Disaster Training

During disasters, volunteers are vital in ensuring that those in need receive services.

The training provided by 2-1-1 ensures volunteers:

1. Become familiar with services provided by 2-1-1
2. Become familiar with the role of 2-1-1 during disasters
3. Understand how to complete the Disaster Intake Sheet and other necessary paperwork

Freeway Complex Fires

458 calls fielded in a three-day period by staff and volunteers.

2-1-1 Orange County partners with the County of Orange Emergency Operations Center to provide essential information to county residents in the event of a local or state emergency. 2-1-1 Orange County is committed to disaster planning, response, and recovery. Our staff participates in ongoing cooperative disaster response planning in the community and is prepared to assist residents with information such as road and school closures, emergency shelters, and other disaster-related resources. 2-1-1 Orange County also partners with other 2-1-1s across the state and country to assist with information and referral services wherever needed.

- 2-1-1 Orange County has been identified by the County of Orange Operational Area Extreme Heat Weather Plan as a source of information during declared heat emergencies. 2-1-1 Orange County has also been written into the State of California Emergency Plan.
- During this past year, 2-1-1 Orange County responded to the Freeway Complex Fires, answering 458 fire-related calls over a three-day period. 2-1-1 Orange County also responded to the H1N1 flu outbreak, utilizing updated information received from the Orange County Health Care Agency.
- 2-1-1 Orange County co-chaired COAD, a network of community and faith-based organizations and government partners that provide help. Our goal is to become an efficient, well-coordinated group that activates smoothly in a disaster helping with health and human service needs.
- In November 2008, 2-1-1 Orange County participated in the Golden Guardian Statewide Exercise, the nation's largest state-sponsored emergency preparedness exercise endeavor; the South County Disaster Preparedness Expo, and the Great Shake-Out.

211 Partnerships and Funders

Help Me Grow

2-1-1 Orange County and CHOC/UCI Neurodevelopmental Programs partner to provide services to families with children with developmental, behavioral, or learning concerns. This valuable program provides parents, service providers, and professionals a single point of entry into developmental services and parent resources for children up to five years old. In the past year, our Help Me Grow team answered 2,900 calls.

Continuum of Care to End Homelessness

2-1-1 Orange County is a partner with OC Partnership and the County's Community Service Division in investigating issues of homelessness. Our role is to provide a comprehensive countywide inventory of housing and services for homeless families and individuals. 2-1-1 Orange County keeps an inventory of bed capacity, as well as the type of shelter, including transitional, emergency, families with children, and domestic violence shelters.

School Readiness

2-1-1 Orange County appreciates the generous funding we receive from the Children & Families Commission to support the connection of families to resources for children from birth through age five. Our Call Specialists respond to inquiries from families and professionals regarding children's programs and routinely participate in community outreach and education. This past year, 2-1-1 Orange County received 29,324 calls for children's services, with 33,960 reported needs. 84,900 referrals were provided.

Club 2-1-1

2-1-1 Orange County has launched a campaign to bring individuals with a passion for our communities together. Club 2-1-1 is a shared vision of community members committed to ensuring Orange County residents access to the community resources they need. Membership to Club 2-1-1 directly supports individuals seeking help.

Inaugural Members

St. Thomas Moore Conference
of St. Vincent de Paul
Catherine Su - Tzu Chi Foundation
Martin Kuo - Tzu Chi Foundation

Charter Members to Date

Kimberly Bocian
Al Guidotti
Margaret Wear
Diane Sagey

2008-2009 Funders

PLATINUM (\$50,000+)

County of Orange
Community Resources
University of California Health System
Children and Families Commission
of Orange County
Orange County United Way
Orange County Funders Roundtable
Weingart Foundation
Hoag Hospital

GOLD (\$25,000-\$49,999)

PIMCO Foundation

TITANIUM (\$10,000-\$24,999)

City of Anaheim
Western Digital
Anonymous
Mission Hospital
Pacific Life Foundation

SILVER (\$1-\$9,999)

Wells Fargo
City of Santa Ana
Allergan Foundation

FREEWAY COMPLEX FIRE RECOVERY

Bank of America
Children and Families Commission
of Orange County
Orange County Community Foundation
Orange County Rescue Mission

Special Initiatives



Dialogue with 2-1-1

Every February 11th in conjunction with the 2-1-1 National Awareness Day, 2-1-1 Orange County will host a symposium to bring service providers, elected officials, city staff, and funders together. Discussions invite collaboration on best practices, evolving trends and solicit input from attendees on how to improve the delivery system of health and human service needs.

2-1-1 Orange County continues to seek new opportunities to connect people to the resources available in Orange County. Below are three new initiatives:

2-1-1 QuickLink™ Directory

2-1-1 Orange County is proud to announce a new product for the community – the QuickLink™ Directory. QuickLink™ is a real-time web-based resource for accurate and up-to-date social service programs for your city and county.

QuickLink™ will optimize the effectiveness of Orange County's community resources by providing comprehensive information and referral system that links all of Orange County to community services and support. QuickLink™ is easy to use and is a powerful tool for:

- City Hall/One-Stops
- Libraries
- HR Professional
- Schools/Counselors
- Law Enforcement/ Probation Officers
- Community Centers
- Hospitals

Centralized Intake System

2-1-1 Orange County is currently working with the County and members of the Continuum of Care to develop a Centralized Intake System for supporting individuals and families seeking housing resources. While the County currently utilizes a Homeless Management Information System as mandated by the federal government to track regional use of services, the region does not have a centralized intake system. Because of 2-1-1's expertise with information and referrals, and its ability to interface with the region's homeless management information system, we are in a unique position to address this regional infrastructure need.

Community Partner Forums and Resource Sharing

2-1-1 Orange County has begun convening quarterly service provider forums to foster collaboration among providers and to share cutting edge information to those at the front line serving families in crisis. Entitled "2-1-1 to Z" this series connects service providers to resources and keeps 2-1-1 Orange County current with the region's needs and trends of service.

Financial Statements

Statement of Financial Position

As of June 30, 2009

ASSETS

Current Assets

Cash and cash equivalents	72,433
Service subsidy receivable	201,789
Prepaid expenses	7,019
Total Current Assets	281,241

Property and Equipment 20,170

Other Assets

Security deposits	2,825
Total Assets	\$ 304,236.00

LIABILITIES & EQUITY

Current Liabilities

Accounts Payable	15,280
Accrued payroll and other accrued expenses	37,597
Total Liabilities	52,877

Net Assets

Unrestricted	203,859
Temporarily restricted	47,500
Total Net Assets	251,359
Total Liabilities and Net Assets	\$ 304,236.00

Financial Statements

Statement of Activities

For Year Ended June 30, 2009

Public Support and Revenue

Public Support

Contribution and grants	374,421
In-Kind donation	59,157
Total Public Support	433,578

Revenue

Program service and grants	580,417
Interest and dividend	462
Total Revenue	580,879
Total Revenue & Support	1,014,457

Expenses

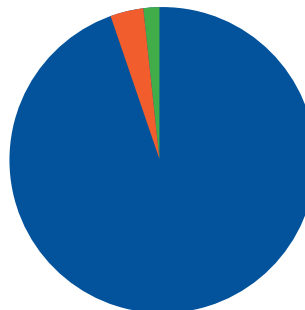
Program services	884,499
Management and administration	45,240
Fundraising	22,418
Total Expenses	952,337

Change in net assets	62,120
Beginning net assets	189,239
Ending net assets	251,359

How We Use Our Funds

In 2008-2009 93% of 2-1-1 Orange County's income was utilized for program services to direct community members to the resources that they need.

- **93%** Program Services
- **5%** Management and Administration
- **2%** Fundraising



Board Leadership

Board of Directors

Scott Reitan (President), *Partner, Amplify Consulting*

G. Jeffrey Lutz (Vice-Chairman)

Kelly J. Adams, SPHR (Secretary), *President & CEO, KJA & Associates*

Peggy Thurmond (Treasurer), *CFO, McGladrey Capital Markets*

Members-at-Large

Mahboob Akhter, *Director/Business Development, Quartics, Inc.*

Patricia (Trish) Beaulieu, *CFO, Partner, Business Development, Deziign Matters Creative Group, Inc.*

Todd Cooley, *Director of Corporate Communications, RSM McGladrey, Inc.*

Jeffrey Flory, *Business Development Manager, Financial Asset Services, Inc.*

Richard Franzi, *President-North Orange County, Renaissance Executive Forums*

Orlando Furtado

Gary Jones, *Director of Customer Informatics, Masimo*

Howard Ko, *Enterprise Architech, Allergan
Co-Founder/Managing Partner, Netgen Media*

Valerie Kos, *Professional Accounting Services*

Alan Ptak, *Technology Architect Strategist, Transitiva, LLC*

Paul M. Salmon, *Partner, Amplify Consulting*

Carol R. Stone, *Principal, Stone Nonprofit Consulting Group*

Member Emeritus

Barbara Allari, *Registered Dietitian, Board member Emeritus*

Judy Bowden

Executive Director

Judy Bowden has more than 15 years experience in the non-profit sector, Judy came to 2-1-1 Orange County following a 13 year stint as Vice President of Operations for the Mesa (Arizona) United Way, and before that as the organization's Chief Financial Officer. She was an influential figure in Mesa and Maricopa County, playing a leadership role in a variety of organizations, including East Valley Homeless Collaboration, East Valley Needs Assessment, Rotary Club of Mesa and the Maricopa Association of Governments.

Bowden's prior experience includes both consumer and business-to-business entrepreneurial ventures, as well as financial analyst positions with Flying Tigers Line, an air cargo company that was later acquired by Federal Express. She received a bachelor's degree in Business Administration/Management Information Systems from California State University, Northridge.

Debbie Groendal

Operations Manager

Debbie Groendal is a long-time resident of Irvine, CA and has been employed by 2-1-1 Orange County, formally known as Info Link Orange County, since January 1996.

Groendal is the Operations Manager for 2-1-1 Orange County. Her current responsibilities are contract management, telecommunications, and data services. Additionally, she coordinates disaster preparedness and services.

Groendal continues to volunteer in her community in her spare time. She received a service award from the University of Southern California for her participation on the Parents Council and the USC Scions Scholarship Committee. Additionally, she has volunteered for the Juvenile Diabetes Foundation working with newly-diagnosed diabetics and their families.

Audrey Brammer

Call Center Supervisor

Audrey Brammer moved to California from Georgia and began her work at 2-1-1 Orange County as the AmeriCorps*VISTA Volunteer Coordinator in December 2008.

Brammer has interned and volunteered at several non-profit human service organizations, including the War Against Malnutrition, Tuberculosis, and Hunger in Cape Town and the Raise Foundation in Orange County. She has experience in both the human service and the customer services fields. She obtained a Bachelor of Arts from the University of Georgia and a certificate in Volunteer Management from the Volunteer Center's Training Series.





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