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A Letter from the Board President

Hope begins with a call to 2-1-1 Orange County, and this year our team fielded over 100,000 calls from Orange County residents seeking help. The recession continued to impact both the private and public sector in Orange County, compounded by the region’s still high unemployment and foreclosure rates. 2-1-1 Orange County was especially impacted by calls for basic needs, as our community members reached out for help with rent assistance, food and shelter, many of them for the first time. Although we are troubled by the growing needs of Orange County’s residents, we stand committed in our efforts to guide residents to services.

It was a challenging year for nonprofits nationwide, and 2-1-1 Orange County was no exception. 2-1-1 Orange County continued to implement cost reduction measures for the second year in a row, the most significant of which was our relocation to a better and lower cost suite of offices at Orange County United Way. Even through our budget restructuring and location change, our team maintained its commitment to quality 24-hour service to the community.

We were also fortunate this year to have the continued partnership and support of the Children and Families Commission of Orange County, the County of Orange, the Orange County Funders Roundtable and the Orange County United Way. My utmost appreciation goes to these organizations for their continued support of our mission and for their commitment to strengthening safety net services in Orange County. We are also grateful for the development of new partnerships with Hoag Hospital and the Weingart Foundation, in addition to support from IBM which provided new computer equipment for our staff and volunteers. To address the dramatic increase in calls, 2-1-1 Orange County was fortunate to have the support of more than 62 volunteers, who provided more than 7,000 volunteer hours in our call center. I offer a special thank you to our dedicated volunteers who gave their time and compassion to expand our capacity to serve.

We continue to reach out to the community for volunteer support and this year saw the success of our social enterprise venture QuickLink™ which provides 2-1-1 Orange County with its first sustainable funding model. In addition, the launch of our first donor circle, Club 2-1-1, continues to expand community awareness and engagement in our cause. In all these ways, we seek to leverage our time and resources to expand our capacity to meet the region’s needs.

We are cautiously optimistic that the economy will continue to right itself, but we still expect our call volume to remain at higher levels than previous years, and that our ability to refer to a broader array of services must increase as well. With this in mind we continue in our efforts to build community awareness around the need for services, diversify our funding streams and further advocate for basic needs.

On behalf of the Board of Directors, I thank the 2-1-1 Orange County leadership and staff for their tremendous support and service to the community through these difficult economic times, and their continued commitment and energy to the mission of 2-1-1 Orange County – helping people find the help they need.

G. Jeffrey Lutz
President & Chairman of the Board
Our mission -- to help people find the help they need -- has never been more critical as it was this past year.

Everyone has had a friend or neighbor suffer in some fashion during this economic recession. During the past year, many people called 2-1-1 for the first time. 2-1-1 Orange County has been able to assist these residents by providing referrals to services such as employment training, low cost or free health care, and mortgage/foreclosure counseling and assistance. By calling 2-1-1, residents can access reliable information anonymously. As more people have needed help during these difficult times, 2-1-1 Orange County has been here to provide support and hope to people who need it.

The testimonials from individuals who have used our service this past year are truly moving and validate the compassionate efforts of our dedicated staff. The exceptional work of our trained Information and Referral Specialists instill confidence in those who call for help. Our robust database of information is at the foundation of our efforts, and we thank all the health and human service providers who provide us up to date information to help us connect callers to critical services.

This annual report details some of the statistics that show the true impact of the recession on the County. Data is important, but it is easy to become numb by the growing figures that quantify the needs of our community. Behind each statistic is a story of someone in need. Each day our dedicated staff offers hope to the family facing foreclosure, to the mother seeking food for her children, or to the daughter looking for shelter for her elderly parents. These are the stories that inspire us to do what we do. It is a privilege to be the voice that offers a path of hope, and one we believe is a real return on investment.

We are very grateful to the dedicated volunteers on our Board of Directors who have given generously of their time and expertise to 2-1-1 Orange County during another busy year as we grappled with a reduced budget, and strategies to increase our capacity in the face of growing community need.

We are also very grateful to the dedicated volunteers who gave over 7,000 hours to our cause, helping to answer phones as well as update our database. And, of course, a special thank you to the staff at 2-1-1 Orange County. Without them, there would not be a 2-1-1 in Orange County.

Judy Bowden
Executive Director
2-1-1 Orange County has seen a dramatic increase in need due to the changing economy with substantial increases in the following service needs:

- Rental assistance, motel vouchers and shelter
- General medical care and dental health
- Bus and gas vouchers
- Child support assistance
- School supplies
- Substance abuse assistance

A recent survey indicated a rise in calls regarding health insurance and income security, areas of heavy need in an economic crisis. High rental rates in Orange County, combined with increased unemployment rates are contributing to a decreasing ability of individuals and families to maintain or regain self-sufficiency. The current unemployment rate in Orange County is 9.6%, a dramatic increase since 2008 when unemployment was 5.3%.
The call center is an integral part of our daily operations. On average, 370 Orange County residents call us every day, wondering where they can find help to keep a roof over their heads, to buy groceries, or find free or reduced medical care for their children. In the past year, nearly half of all callers dialed 2-1-1 for the first time. Our Information & Referral Specialists converse with these residents in their own languages to get them the help they need.

Advocating for the Regional Safety Net

In April 2010, 2-1-1 Orange County convened service providers, county agencies, university representatives, and foundations at the “How Safe is Orange County’s Safety Net” Town Hall. This event was sponsored by 2-1-1 Orange County and California State University Fullerton and with the support of a grant from the CSU Center for Community Engagement.

Discussion groups explored homelessness, hunger, health, and employment in the wake of the economic crisis, and observed:

- The continuing need for enhanced crisis and safety net services.
- An estimated 3-5 year Orange County employment recovery period.
- Rapid Re-Housing programs’ effectiveness.
- A growing need for mental health counseling.
2-1-1 Orange County is an active player in disaster response and the county’s disaster preparedness efforts. Despite the risks of fires, earthquakes, heat waves, flooding, and mudslides in Southern California, not to mention the potential impact of communicable diseases like the H1N1 flu virus and Pertussis, ReadyOC.org reports that over 70% of residents have not made preparations for disaster. From the 2009 Ortega fires to the 7.2 Mexicali earthquake felt all the way up to Santa Barbara, Orange County has seen its share of emergency situations.

With our countywide presence and our 24/7 service, we are a critical link to overall disaster READINESS, RESPONSE, and RECOVERY in the region. These three “Rs” describe our comprehensive approach to supporting Orange County’s preparedness and resilience in the event of a fire, earthquake, or other disaster.

### Volunteer Support

2-1-1 Orange County received over 7,000 volunteer hours this year from dedicated Orange County residents. Their generosity is vital to the success of our mission. Volunteers help with call handling and database updates, as well as emergency disaster support, and act as ambassadors at outreach events.

Over 2,000 calls were addressed for disaster services and the H1N1 pandemic.
Collaboration & Innovation

2-1-1 To Z 2010 Resource & Learning Fair

The resource and learning fair was held June 17, 2010 at the Delhi Center in Santa Ana. Nonprofit organizations and government agencies were given a platform to showcase their programs in efforts to foster networking and open discussion between colleagues on issues faced. Attendees were lead in a presentation by Kelly Flint of Constant Contact exploring e-mail marketing strategies for strengthening agency voice in our communities. Karen Francis with United Way shared the upcoming Community Impact funding opportunity.

QuickLink™

QuickLink™ is a web-based resource database and social enterprise of 2-1-1 Orange County. QuickLink™ optimizes 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. The venture was piloted in 2008 and has been well received by our subscribers. Through user buy-in and investment QuickLink™ will attribute to our sustainability plan and diversified funding strategy.

Partnering With Orange County United Way

In February 2009, 2-1-1 Orange County hosted “A Dialogue with 211,” a convening of providers and community stakeholders that addressed the impact of limited resources on regional service delivery. Among other topics, this dialogue highlighted the need for collaboration and shared resources, and we are proud to announce that we have implemented many of the strategies discussed. In early 2010, 2-1-1 Orange County engaged in a new partnership with Orange County United Way, relocating our operations to the United Way facility. This partnership allows 2-1-1 OC to deliver services in a shared space environment and the result has been an organic exchange of information with our United Way neighbors. Our close proximity has facilitated important dialogue between United Way and 2-1-1 Orange County about the region’s real time needs.
Achievements

Our centralized, one-stop database of health and human services and our trained, compassionate Information & Referral specialists help callers connect to the right resource and saves service agencies both time and money better spent providing direct support to community residents.

In 2010, 2-1-1 Orange County...

- Answered more than 100,000 calls and provided 218,000 referrals.
- Prescreened 38,312 clients for the food stamp program, providing a total of 7,696 referrals.
- Reached 10,383 Orange County residents at community events.
- Presented the 2-1-1 Awareness Campaign to 33 Orange County cities.
- 62 volunteers supported 2-1-1 Orange County with more than 7,000 volunteer hours.
- Launched QuickLink™, a social enterprise venture, and secured 10 contracts for subscription services.
- Re-Launched our website, www.211oc.org, with a refreshed and vibrant interface making it user friendly.
- Moved operations to Orange County United Way by engaging in a shared spaces collaborative.

Top 10 Agencies Receiving 2-1-1 OC Referrals

Share Our Selves
Salvation Army
Community Action Partnership
County of Orange SSA
OC Cold Weather Shelter Program
First Evangelical Free Church
Orange County Rescue Mission
Southwest Community Center
Mercy House Living Centers, Inc.
H.I.S. House

Safety Net Services
Hospitality House
EAF/GAF Utility Assistance
Safety Net Services
Cold Weather Shelter
Safety Net Services
Village of Hope
Safety Net Services
Safety Net Services
Transitional Shelter
Thank you to our partners and funders for your generous support. Together we were able to assist more than 100,000 residents in need.

 CLUB
2-1-1

Club 2-1-1 is a shared vision of community members committed to ensuring Orange County residents access the resources they need.

This year we convened inaugural members over breakfast to better engage individual donors and exchange ideas on how they can link our services to those in need through advocacy and awareness.

Together We Make a Difference

2009-2010 Funders

Orange County United Way
Hoag Hospital
Weingart Foundation
IBM
Children and Families Commission of Orange County
Community Action Partnership of Orange County
County of Orange: Community Services Division
City of Anaheim
Pacific Life Foundation
Orange County Community Foundation
Orange County Funders Roundtable
OC Partnership
Allergan Foundation
Bell Tower Foundation

Agency Partners

Community Health & Child Development
Help Me Grow
Children & Families Commission of Orange County
Continuum of Care to End Homelessness
OC Partnership
County of Orange Community Services Division
Disaster Planning, Response & Recovery
2-1-1 California
County of Orange
County Fire & Police Departments
Orange County Sheriff’s Department

Make a Difference
Leadership

Board of Directors

G. Jeffrey Lutz  
President & Chairman

Mahboob Akhter  
Vice President of Government Relations  
Director of Business Development, Quartics Inc.

Alan Ptak  
Vice President of Strategic Planning & Secretary  
Technology Architect and Strategist, Transitiva, LLC

Peggy Thurmond  
Chief Financial Officer & Treasurer  
Chief Financial Officer, McGladrey Capital Markets

Members-at-Large

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

Orlando Furtado  
Community Volunteer

Atul Jhalani  
General Manager, North America for BMEYE

Gary Jones  
Director of Customer Informatics, Masimo

Howard Ko  
Co-Founder/Managing Partner, Netgen Media

Valerie Kos  
Professional Accounting Services

Patrick Lee  
KLP Tax & Financial Group, Inc.

Sarah Mayhew, Esq.  
Gibson, Dunn & Crutcher

Ana Nogales  
Clinical Director, Nogales Psychological Counseling

Lorraine Lazarine-McCarty  
Field Representative, 69th Assembly District:  
Assembly Jose Solorio

Scott Reitan  
Partner, Amplify Consulting

Nancy Turskey, PHR  
President, NRGHR Consulting

Carol R. Stone  
Principal, Stone Nonprofit Consulting Group

Barbara Allari  
Member Emeritus  
Registered Dietician

Kelly J. Adams, SPHR  
President & CEO, KJA & Associates

Trish Beaulieu  
CFO, Partner, Business Development  
Dezign Matters Creative Group, Inc

Jeffrey Flory  
Business Development Manager  
Financial Asset Services, Inc.

Jeffrey Resnick  
Attorney, Vogt & Resnick

Paul M. Salmon  
Partner, Amplify Consulting
Financial Statements

Statement of Financial Position
As of June 30, 2010

A S S E T S

Current Assets  2010  2009
Cash and cash equivalents  76,958  72,433
Service subsidy receivable  148,345  201,789
Prepaid expenses  10,670  7,019

Total Current Assets  235,973  281,241

Property and Equipment  40,125  20,170

Other Assets
Security deposits  2,844  2,825

Total Assets  278,942  304,236

L I A B I L I T I E S  &  A S S E T S

Current Liabilities
Accounts payable  17,444  15,280
Accrued payroll and other accrued expenses  43,772  37,597

Total Liabilities  61,216  52,877

Net Assets
Unrestricted  206,466  118,859
Temporarily restricted  11,260  132,500

Total Net Assets  217,726  251,359

Total Liabilities and Net Assets  $278,942  $304,236
Statement of Activities
For the Year Ended June 30, 2010

PUBLIC SUPPORT & REVENUE

Public Support

Contributions and grants  271,720
In-Kind donation  223,057

Total Public Support  494,778

Revenue

Program services and grants  728,825
Interest and dividends  704

Total Revenue & Public Support  1,224,307

Net Assets Released From Restrictions  132,500

EXPENSES

Program services  1,102,211
Management and administration  109,584
Fundraising  46,145

Total Expenses  1,257,940

Change in Net Assets  (33,633)
Beginning Net Assets  251,359
Ending Net Assets  $217,726
Leadership & Staff Members

Executive & Administrative Staff
Judy Bowden Executive Director
Debbie Groendal Program Management Officer
Audrey Brammer Operations Manager
Paula Evans QuickLink™ Sales Executive
Kim Doan Administrative Assistant

Information & Referral Specialists
Justin Nguyen Lead I&R Specialist
Cynthia Gonzalez I&R Specialist
Cristie Loera I&R Specialist
Karla Michel I&R Specialist
Luz Casias I&R Specialist
Connie Gomez I&R Specialist
Delia Sherwood I&R Specialist
Miguel Rodriguez I&R Specialist
Nicole Garcia Early Childhood I&R Specialist

Resource Specialists
Cristina Castrillon Resource Specialist
Dayann Shepherd Lead Resource Specialist

Help Me Grow Specialists
Stephanie Peck Lead Child Development Care Coordinator
Claudia Estrada Child Development Care Coordinator
Christine Teran Child Development Care Coordinator

Americorps/VISTA Volunteers
Holly Le I&R Specialist (AmeriCorps CAPA)
Dana Nelson Volunteer Manager (AmeriCorps VISTA)

Term ended 8/2010
Robert Foster Volunteer Manager (AmeriCorps VISTA)
Steve Lemler Capacity Building (AmeriCorps VISTA)
Our Mission:
Helping people find the help they need.