

Connect2Help™ 2012: The 2-1-1 "Facts"



250,500 2-1-1 callers received 434,000 referrals

68,378 people conducted 117,164 online searches



2,649 professionals & paraprofessionals downloaded Rainbow Books™



More than a quarter of a million people called Connect2Help 2-1-1 in 2012. With 24/7/365 live answer, this is the preferred method of accessing 2-1-1. Nearly 70,000 more searched for help on our online database at www.Connect2Help.org. Hundreds of professionals and paraprofessionals downloaded a community Rainbow Book, a resource directory tailored to a specific geography, to help their clients.



1. Housing: 47,600 requests [15% of ALL needs]

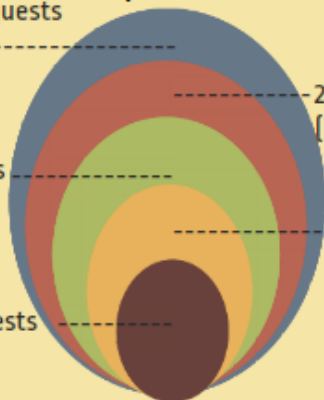


3. Food: 31,000 requests [10% of ALL needs]



5. Health: 21,200 requests [7% of ALL needs]

Top Needs



2. Utilities: 39,100 requests [13% of ALL needs]



4. Legal: 22,300 requests [7% of ALL needs]



Callers requested help with nearly 310,000 needs. The top 5 needs accounted for just over half of all needs [52%].

Top Unmet Needs

Housing - 22%

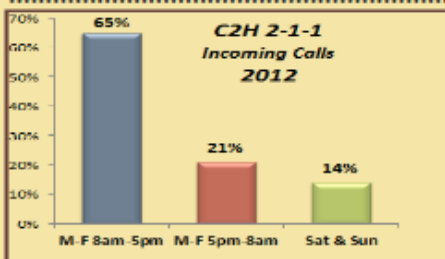
Utilities - 15%

Holiday Assistance - 12%

Goods - 7%

Food - 7%

Connect2Help Resource Database staff maintains detailed information on more than 6,000 community services, each with descriptions, hours of service and intake/eligibility requirements. C2H 2-1-1 Call Specialists used this database to make over 430,000 referrals for callers in 2012. Despite the existence of all these resources, not every need was able to be met. Nearly 25,000 needs [8% of all needs] were recorded as "unmet" by C2H 2-1-1. Five needs accounted for 63% of all unmet needs. The top 2 unmet need reasons were: "no resource matches need" [33%] and "client not eligible for service [18%].

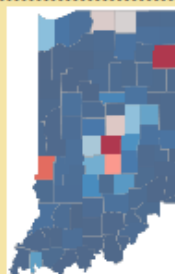


Most people prefer to call 2-1-1 during "business hours," Monday-Friday. However, this is not possible for everyone, due to work and family schedules. It's also not always possible to predict just WHEN you will need help. C2H 2-1-1 has seen a growing percentage of evening, overnight and weekend callers since it began offering 24/7/365 availability in 2004.



Connect2Help 2-1-1's primary service area includes Marion and the 7 surrounding central Indiana counties; the Wabash Valley area (Clay, Parke, Sullivan, Vermillion and Vigo counties); and Elkhart County. (In 2012, 80%, 2% and 1% of the calls came from these areas, respectively.)

C2H 2-1-1 also provides coverage to most of the rest of the state during evenings and weekends. In 2012, C2H 2-1-1 responded to calls from every county in Indiana.



2012 Calls By County
14 163,555



2-1-1 WHY DOES IT MATTER?

An average 2-1-1 call for help lasts 6 minutes. Connect2Help Outcome Survey Data show the return on investment [ROI] for this 6-minute investment is high: of the 84% of people who contacted the referrals provided to them by 2-1-1, 76% reported improvement in their situation. Additional ROI includes demographic, needs and referral data that, when aggregated, reveal areas where our community needs more help. Identification is the first step to improvement.

If you or someone you know needs help, dial 2-1-1 or visit www.Connect2Help.org.