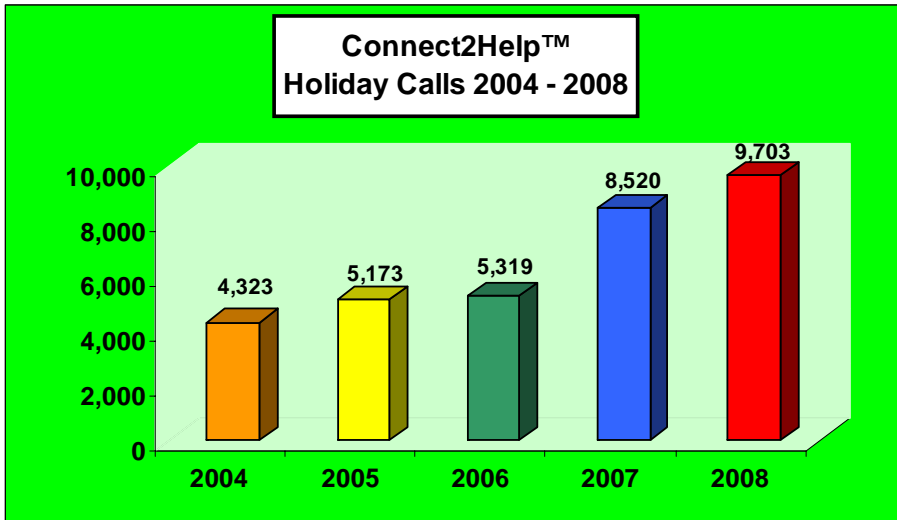


Connect2Help™

Serving as your 2-1-1 Center for Central Indiana

Calls for Holiday Assistance Continue to Rise

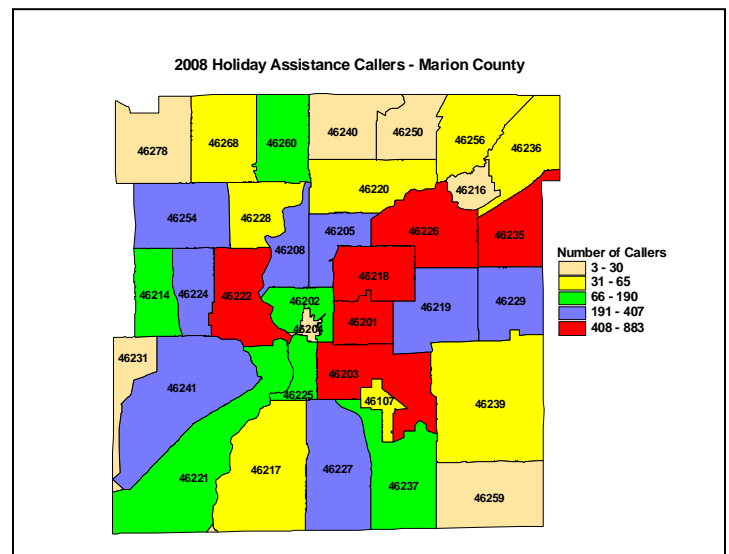


- Connect2Help™ (C2H) has responded to a steady increase in the number of people calling for holiday assistance in the last 5 years. Modest increases from 2004-2006 were followed by a 60% spike in 2007. Holiday assistance calls in 2008 topped 2007 numbers by an additional 14%.
- During 2008, 9,703 callers with 18,797 children living in their households called for help.
- Many of these callers told C2H that they had never asked for help before, but financial hardship during 2008 had motivated them to call. In fact, 27% of all holiday callers reported living in a household where someone had been laid off or was unemployed.

- C2H resource staff canvassed the community to produce the most complete listing of holiday assistance programs; it included information on 93 programs with 103 application sites in central Indiana. Free public access to this list was available via the C2H website (www.Connect2Help.org). There were 2,460 “hits” to the holiday assistance pages from October-December 2008.

- The top 5 holiday assistance referrals included: Toys for Tots, Shop With a Cop, United Christmas Service, Salvation Army City Christmas and St. Vincent dePaul.

- The majority of the people calling for holiday assistance (87%) lived in Marion County. Another 6% lived in one of the seven counties surrounding Marion. The remaining 7% lived outside the Central Indiana area.
- Marion County areas with the most callers are shown in red in the map on the right. They include (from most to least): 46201, 46203, 46218, 46226 and 46222.
- Of the callers for whom C2H has demographic information, 67% lived in single-parent households; 17% lived in 2-parent households; 9% came from extended/two-family households; 5% were single, with no children; and 2% were couples with no children.
- 38% of the callers received some form of public assistance; 31% were working (19% FT and 14% PT); 14% had no income; and 14% had some “other” form of income (e.g. child support or unemployment).



For more information on holiday assistance in central Indiana, contact Connect2Help™.

