



2.1.1

United
Way



Greater
Kansas City

2023 SNAPSHOT

UNITED WAY 211 ANNUAL CALLS & NEEDS REPORT

ANSWERING OUR
COMMUNITY'S
CALL



UNITED

UNITED

UNITED

UNITED

WHAT IS UNITED WAY 211?



**THE ONLY NATIONALLY ACCREDITED SERVICE IN OUR REGION
24 HOURS A DAY, 365 DAYS A YEAR**

**FREE &
CONFIDENTIAL**



ANSWERED BY TRAINED & KNOWLEDGEABLE
COMMUNITY RESOURCE NAVIGATORS
WHO NAVIGATE A DATABASE OF
7,000+ RESOURCES

MESSAGE FROM 211 EXECUTIVE DIRECTOR

United Way of Greater Kansas City's 211 contact center (phone, email website) covers 23 Missouri and Kansas Counties. In 2023, we saw record numbers with more than 350,000 contacts, including almost 175,000 phone calls for help. With continued economic turbulence from inflation, more of our friends, neighbors and colleagues are turning to United Way 211 for pathways to assistance. *Our total contact volume has increased 135-percent from 2019 to 2023.*

We're proud for the third time to meet the highest standard in the Information and Referral (I&R) industry with five-year reaccreditation through Inform USA, the gold standard for such agencies. The year-long process validated the integrity of our resource database. Accreditation also includes a third-party conducting "secret shopper calls" to assess the quality and conduct of our Community Resource Navigators (CRNs), a review of more than 100 pages of policies and procedures, as well as a site visit from a long-tenured member of Inform USA for a deep-dive into our operations. Kansas City can be confident when they connect with our 211, they're getting top-notch service.

Meeting these standards is critical, as 211 is often the front-door for people in desperate situations needing help. Our 211 also serves as the call center for Mid-America Regional Council's Aging and Adult Services, providing information/referrals, as well as advocacy for more than 14,000 older

adult callers last year. In addition, 211 provided 2,295 coordinated entry pre-screens for unhoused individuals for the Greater Kansas City Coalition to End Homelessness in 2023.

The service 211 provides is essential in helping people experiencing the lack of housing to find a path to shelter and stability. In partnership with United Way Worldwide and Lyft, our 211 was able to provide nearly 3,000 rides to individuals trying to get to work, healthcare, or other critical needs.

211 plays an instrumental role in connecting our community to programs and services while driving United Way's mission forward as an ecosystem coordinator. By reducing barriers, creating partnerships and innovating to meet community needs, 211 makes Kansas City a place where everyone can thrive. On behalf of the entire 211 team, I want to thank all our Waymakers™ whose dedication to United Way makes our work possible!

TODD JORDAN, PhD

United Way of Greater
Kansas City
*Vice President of
Community Impact and
211 Executive Director*



TOP FIVE NEEDS



UTILITY ASSISTANCE



RENT/MORTGAGE HELP



COMMUNITY SHELTERS



LEGAL AID



FOOD ASSISTANCE

UNITED WAY 211 PARTNERSHIPS



Ride United
LYFT Rides



Coordinated Entry
Unhoused Pre-Screens



KCMO Right to
Counsel/Eviction
Prevention Referrals

2023 211 OVERVIEW

SERVING GREATER KANSAS CITY

United Way 211 is the only **nationally accredited** information and referral resource available locally, **24 hours a day, 365 days a year**.

Simply **dial 2-1-1** to connect with caring Community Resource Navigators who are trained to navigate a database of more than **7,000 community services**.

2,285 PLATTE

6,573 CLAY

5,878 WYANDOTTE

60,033 JACKSON

4,907 JOHNSON

1,351 CASS

OTHER
TOP
CALL
COUNTIES

BUCHANAN 1,466
LEAVENWORTH 618
JOHNSON COUNTY, MO 276
PETTIS 229
LAFAYETTE 225

132,903

TOTAL KC REGION
CALLS

42,075

TOTAL CONTRACTED
CALLS

183,121

TOTAL WEB VISITS

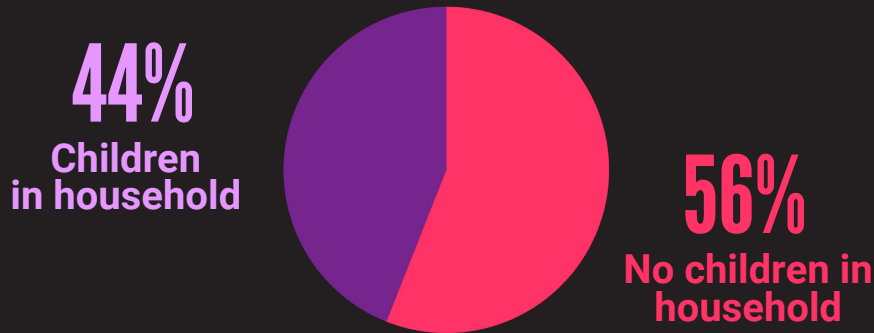
222,507

KC REGION REFERRALS
PROVIDED

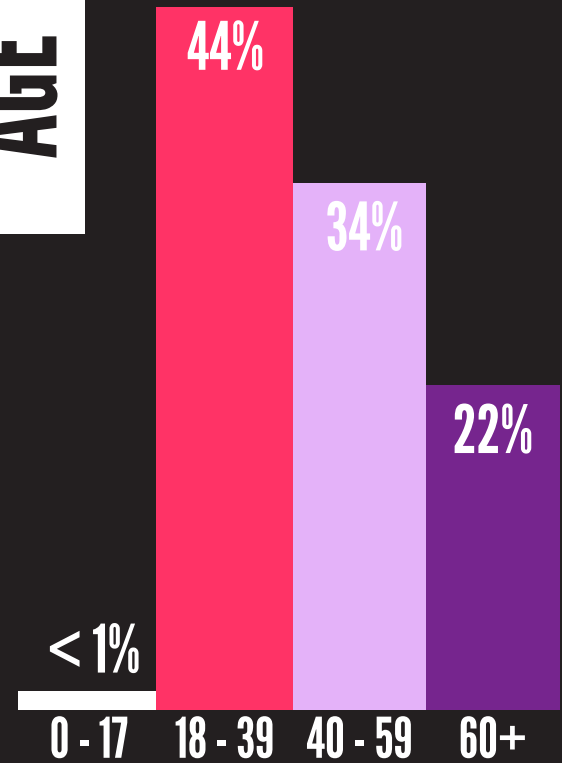


WHO WE SERVE

CHILDREN IN HOUSEHOLD



AGE



12%
Unhoused

15%
At risk of
homelessness

73%
Housed



HOUSING STATUS

EMPLOYMENT

50%
Employed or
retired

50%
Unemployed



358,099

TOTAL 2-1-1 CONTACTS
IN 2023



TOP IDENTIFIED NEEDS

Calls often have more than one identified need.

84% UTILITY ASSISTANCE

51% HOUSING STABILIZATION

19% UNHOUSED SERVICES

11% NEW HOUSING SERVICES

10% LEGAL SERVICES

10% FOOD/MEALS

5% CLOTHING, PERSONAL NEEDS

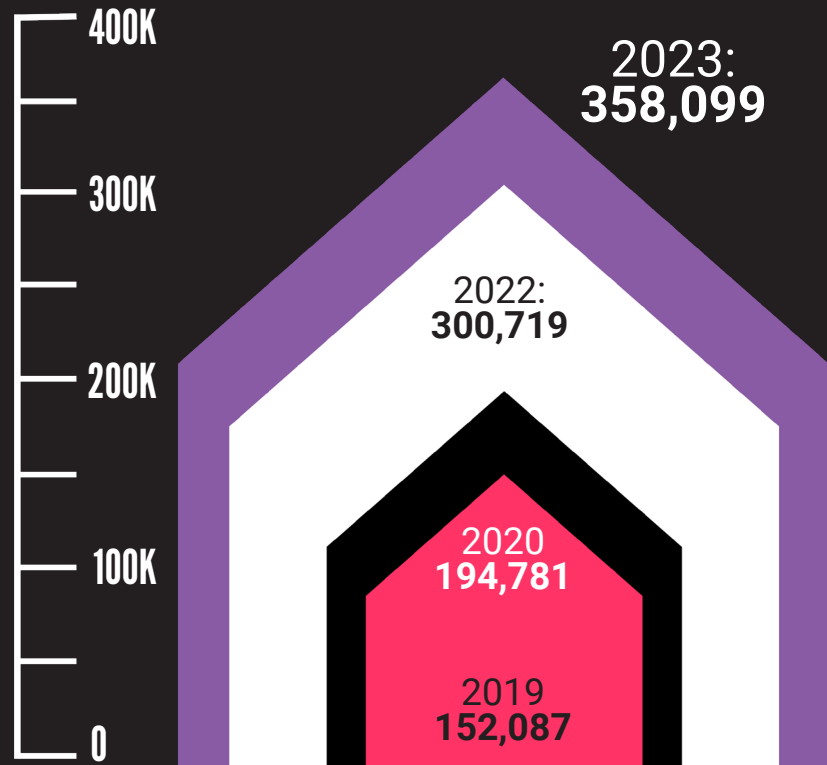
5% TRANSPORTATION

4% TAX ASSISTANCE

4% HEALTHCARE

CONTACT GROWTH CONTINUES

Since 2019, contacts have increased by 135%.



LENETTA WARREN
211 Contact Center Manager

A caring team of Community Resource Navigators (CRNs) answer our community's calls every single day of the year. In 2023, CRNs handled more than 174,000 contacts and matched 91% of needs with a referral.

RIDE UNITED

In partnership with Lyft, this program works to fill the unmet needs gap for transportation assistance. 211 scheduled transportation to appointments and service organizations at no charge.

TOP NEEDS RIDES PROVIDED FOR:



1403 EMPLOYMENT



74 LEGAL



848 HEALTH



73 EDUCATION



319 FOOD



71 HOUSING



144 ECONOMIC
STABILITY

TOTAL RIDES 2,937

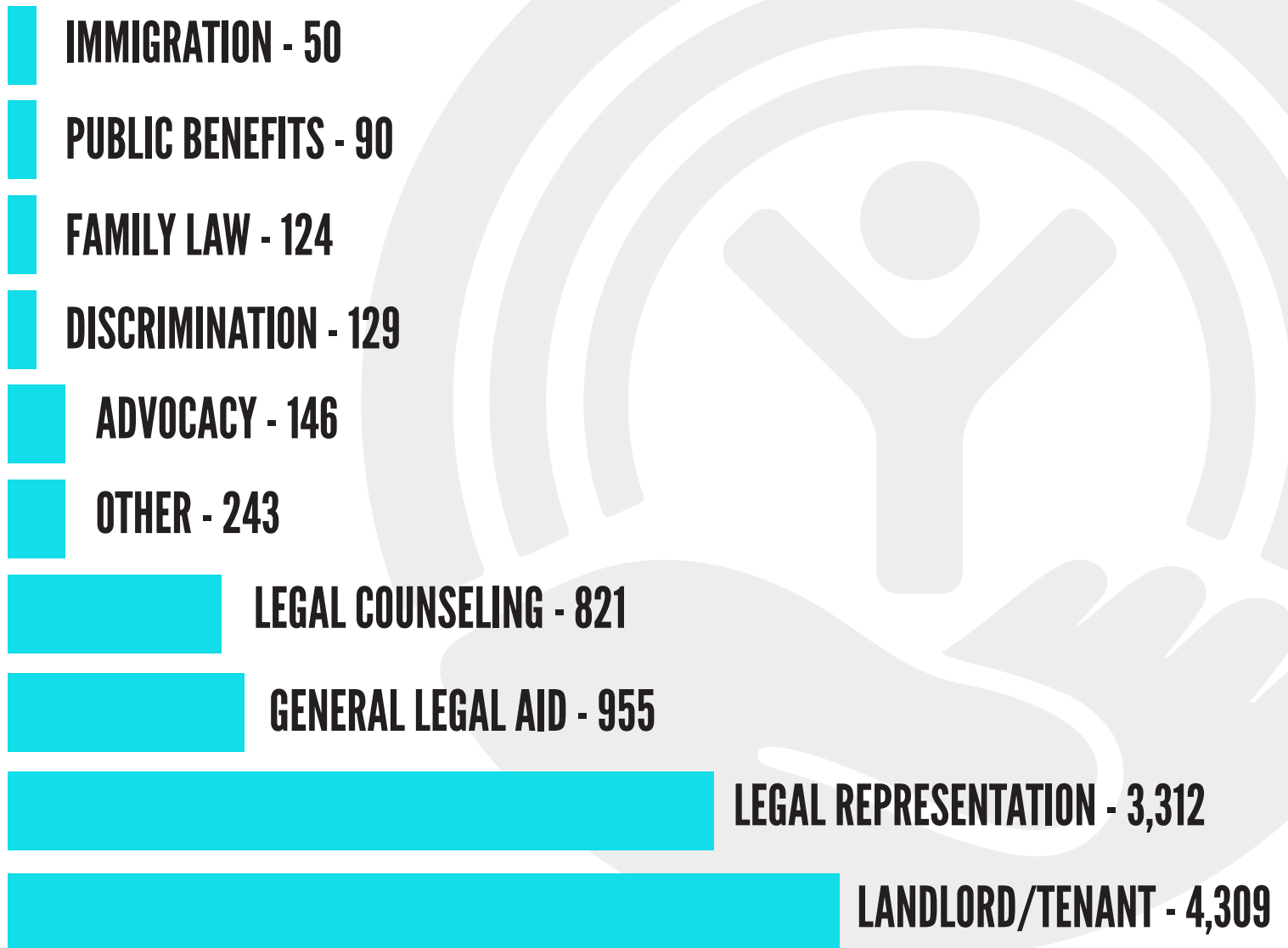




LEGAL SERVICES

Through collaborative efforts and strategic partnerships, we break the barriers and empower community members to secure the legal assistance they deserve.

LEGAL AID REFERRALS



EVICTIION PREVENTION

In 2023, 211 provided

44,415 REFERRALS

for rent payment assistance across the 23
metro counties.

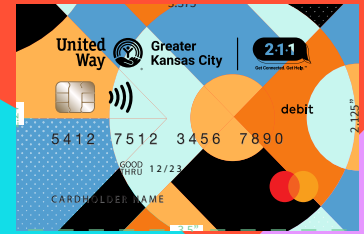


211 ASSISTED OVER

1,800 KANSAS CITY RESIDENTS

in completing the right to counsel application as well as served as the customer service line for Right to Counsel for hundreds of residents seeking additional information including updates on their application.

\$1M INVESTMENT BENEFITING 1,000 LOCAL FAMILIES



IT'S BEEN A ROUGH ROAD. THERE WERE A COUPLE OF DAYS MY KIDS ACTUALLY DID SLEEP IN MY CAR.

KEISHA SPEARS | *Kansas City, Mo. | Mom of five*

\$709

That's how much more the average family requires to meet basic needs right now -- due to rising costs of food, gasoline, healthcare, utilities, rent, and more.

1,025

Debit cards distributed

19

Partners agencies

\$967K+

Distributed

\$933

Average per household



KEISHA SPEARS

I HAVE A HARD TIME ASKING FOR HELP. HAVING UNITED WAY 211 STEP IN AND ACTUALLY CARE ABOUT ME AND MY KIDS HAS BEEN EMPOWERING. ”

INFLATION RELIEF

Traci Dixon and her wife Sandra of Independence, Mo. know what it's like to be homeless, too. The couple is raising both children and grandchildren in their home. When Sandra was between jobs last year, an already tight family budget became nearly impossible when it came time to buy school supplies.

“ I WAS WORRIED ABOUT NOT BEING ABLE TO PAY RENT, NOT BEING ABLE TO FEED OUR CHILDREN THE NEXT WEEK OR EVEN THE NEXT COUPLE OF DAYS. IT'S A HORRIBLE STRESSOR. UNITED WAY--YOU ALL WERE ANGELS AT THAT TIME. IT TRULY EASED OUR MINDS TO KNOW PEOPLE WERE WILLING TO HELP US OUT.

The couple reached out to 211 and were also granted an inflation relief debit card. Sandra got a new higher paying job, and the family was able to move into a new home, thanks to support made possible from generous donors.



TRACI & SANDRA DIXON



TASHEMA BRADFORD

The cash assistance Tashema Bradford of Kansas City, Kan. received from United Way helped her family get back on track, as she started college classes while working part-time.

“ IT'S BEEN A GREAT RELIEF. IT MADE ME WANT TO CRY. I CAN ACTUALLY BREATHE. THIS SUPPORT HAS TAKEN A HUGE WEIGHT OFF MY SHOULDERS.

IN MISSOURI & KANSAS, HELP IS 3 NUMBERS AWAY

UNITED WAY 211 maintains a comprehensive database of community resources and provides information and referrals for essential needs like:

FOOD AND HOUSEHOLD GOODS

HOUSING AND SHELTER

UTILITY ASSISTANCE

LEGAL AID

EMPLOYMENT

211

MENTAL HEALTH RESOURCES

TRANSPORTATION

VETERANS SERVICES

PHYSICAL HEALTH RESOURCES

DISASTER RELIEF AND RECOVERY

ANY OTHER QUESTIONS WHEN YOU DON'T KNOW WHERE TO TURN

WHOLE PERSON CARE

988

provides crisis support for:

THOUGHTS OF SUICIDE

MENTAL HEALTH CRISIS

SUBSTANCE USE CRISIS

EMOTIONAL DISTRESS

911

provides first responder dispatch for:

MEDICAL EMERGENCY

FIRE

REPORTING A CRIME

DISASTER RELIEF

LIFE THREATENING SITUATION



211 IS A VITAL SERVICE



YOUR SUPPORT CAN MAKE A SIGNIFICANT DIFFERENCE IN THE LIVES OF OUR NEIGHBORS

THANK

Share your gratitude to Community Resource Navigators who work every single day to ensure our community's calls for help are answered.

LEARN

Learn more about the work of United Way of Greater Kansas City in your community and give to ensure these vital services can continue at unitedwaygkc.org.

ADVOCATE

Federal legislation, called the HELP Act, is currently proposed that would provide critical, sustained funding to support 211 operations nationwide, helping cover current operations and prepare for continued future growth. Contact your lawmaker to express support for this vital legislation that would also help 988, the National Suicide Prevention Lifeline.

Learn about the transformative potential of the HELP Act in ensuring equal access to human services:



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**GIVE TO HELP UNITED WAY ANSWER
WHEN OUR COMMUNITY CALLS.**

UNITEDWAYGKC.ORG/DONATE



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Kansas City**

2-1-1

Get Connected. Get Help.™