



**211**

Get Connected. Get Help.™

# ANNUAL REPORT

# 2024

## United Way 211: Answering our Community's Call

The only nationally accredited information and referral service in our region.

Free and confidential.

Available 24 hours a day, 365 days a year.

Each call is answered by trained Community Resource Navigators who navigate a database of 7,000+ services.



## A MESSAGE FROM OUR 211 EXECUTIVE DIRECTOR

Now more than ever, our friends, neighbors and colleagues turn to United Way 211 for assistance.

Beyond the fundamental information and referral services our team provides every day, 211 is often the front door for people in unique situations needing help. For example, our 211 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 12,000 older adult callers last year. Transportation is a significant challenge for many people in our metropolitan area. 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 also works to support the stability of households in our metro. In Kansas City, Missouri, the 211 team is the contact center for applying for the KCMO Right to Counsel program where people who are facing eviction get access to free legal services as they navigate their housing crisis. In 2024, 211 handled almost 2,000 calls as part of this work. 211 also handles contact and scheduling for Volunteer Income Tax Assistance (VITA) sites across the metro. Last year, 211 received more than 4,200 calls for this service and helped connect low to moderate income households to free tax assistance programs which allow households to access credits, refunds, and financial education.

We're proud that we not only provide help to people across Kansas City, but that we do it with the highest standards in the Information and Referral (I&R) industry as our team is nationally accredited by Inform USA, the gold standard for I&R agencies. 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 all 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!



**DR. TODD JORDAN, PhD**  
Vice President of Community Impact  
and 211 Executive Director



## TOP FIVE NEEDS

**30%** UTILITY ASSISTANCE

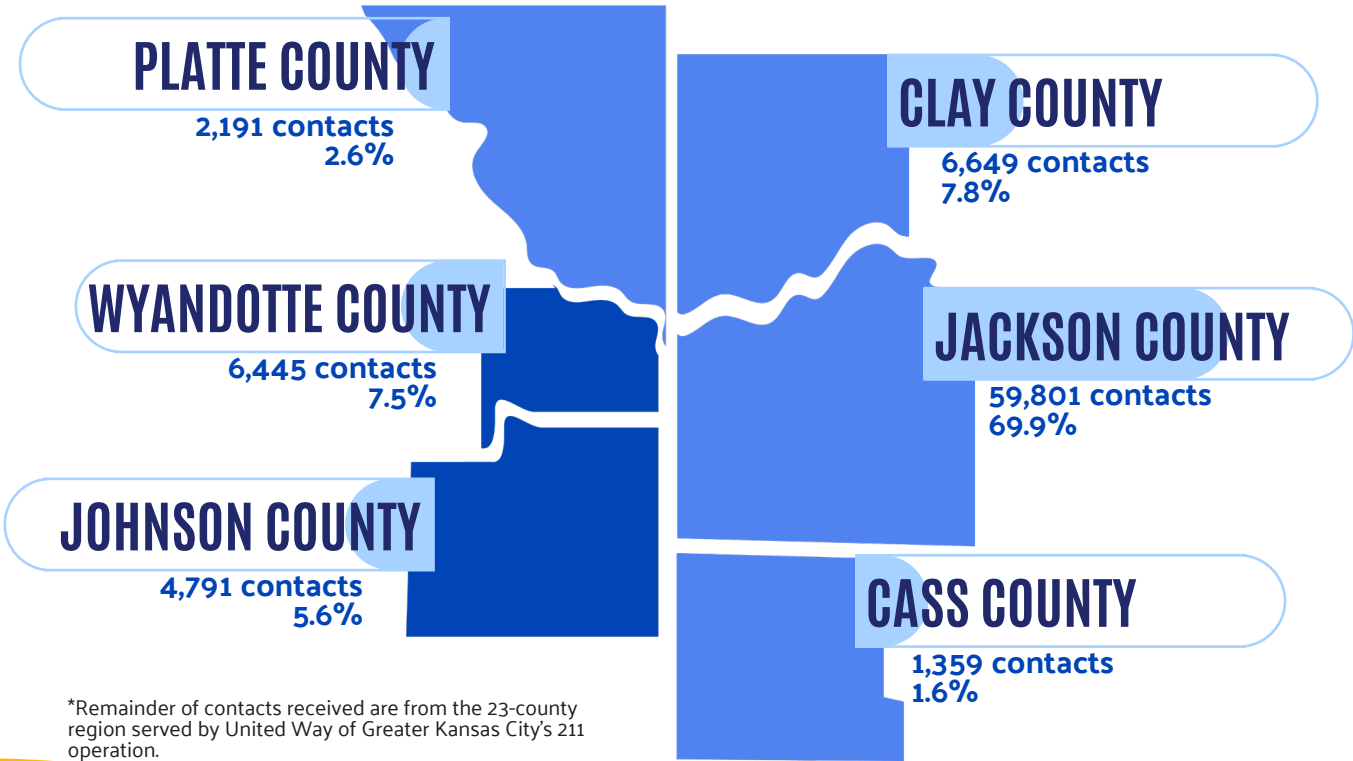
**17%** HOUSING STABILITY

**11%** UNHOUSED SERVICES

**7%** NEW HOUSING NEEDS

**5%** TRANSPORTATION

# CONTACT DEMOGRAPHICS



# 476,691

Total 211 contacts in 2024  
(combination of phone calls, emails, and unique website visits to 211kc.org)

Which is a  
**33% INCREASE**

from 2023

# 155,045

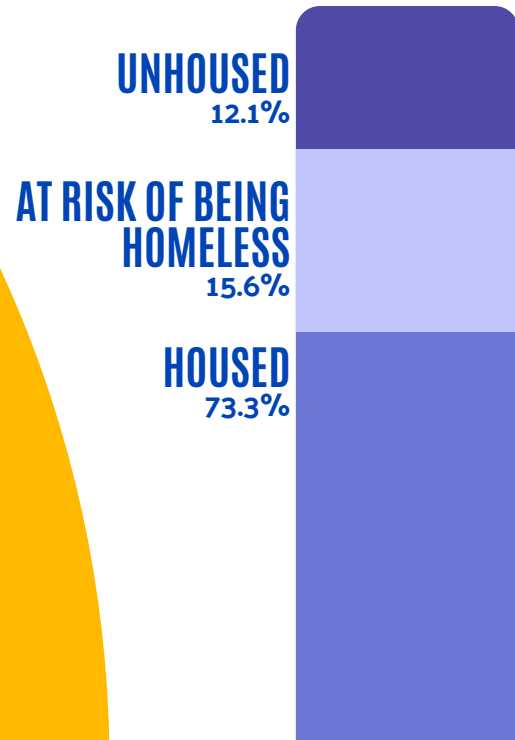
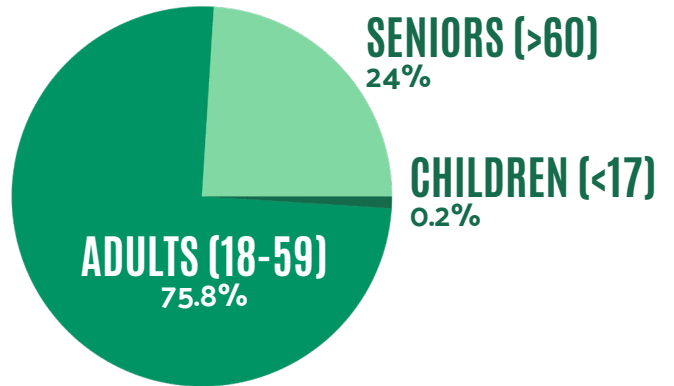
Total calls answered in 2024

# 91%

of needs met

# 135%

Increase in contacts  
from 2019-2024



# TOP REFERRAL PROGRAMS



MY  
**FREE TAXES**



KCMO Right to Counsel/Eviction Prevention

# RIDE UNITED

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

**TOTAL REFERRALS: 2,592**

## TOP TRANSIT NEEDS:

Employment - 1294

Healthcare - 495

Food - 272

Education - 168

Housing - 94

Legal Services - 49

Economic stability - 41



# SUPPORT 211

When each of us do our small part, we make a difference for **1 in 3 Kansas Citians** who rely on us.

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/donate](http://unitedwaygkc.org/donate) or scan this QR code:



# MOST UTILIZED LANGUAGES

English, Spanish,  
Bosnian, Vietnamese,  
Arabic & more

# STAY UP TO DATE WITH UNITED WAY:

Follow us on socials @UnitedWayGKC and subscribe to our newsletters at [www.unitedwaygkc.org](http://www.unitedwaygkc.org).

