

2 15 YEAR IN REVIEW

2-1-1 Texas A Call for Help Community Resource Center West Central Texas Area Information Center



History

Originally a project of the Junior League of Abilene, A Call for Help has been a City of Abilene service since 1976. In 2001, the program management of A Call for Help moved to the United Way of Abilene with continuing financial support of the City of Abilene.

In 2004, A Call for Help first earned the 2-1-1 Area Information Center designation for West Central Texas by the Texas Information and Referral Network. The funding collaborative grew to include United Way of Abilene, City of Abilene, Workforce Solutions Board, and Texas Health & Human Services Commission. The United Way of Abilene serves as managing partner of the collaborative.

2-1-1 Texas A Call for Help Community Resource Center office was located at 400 Oak Street, 2nd Floor of the Taylor County Plaza, Abilene, Texas until 2009 when operations moved to 240 Cypress, Suite 100.

As an accredited program of professional standards by the Alliance of Information and Referral Services (AIRS), we manage our **resource database** and **2-1-1 information and referral services** for the 19-county West Central Texas region. Through the following cooperative relationships, A Call for Help Community Resource Center strives to support an integrated service delivery system:

- Basic Needs Network (2003)
- Big Country VOAD (2002)
- Military Partnership of West Central Texas (2009)
- United Way Community Impact (2012)
- West Texas Homeless Network (2004)
- WrapAround (2012)

Our number one commitment at A Call for Help is to answer 2-1-1 calls providing the best connection to local helping agencies for all callers. We continuously improve the skills of Call Specialists to address complex caller needs and annually perform an audit of our resource database which covers health and community services provided by non-profit, critical for-profit, and government organizations in the 19-counties of West Central Texas.

During times of disaster, 2-1-1 plays a key role, working in coordination with local and state emergency operations. In 2005, A Call for Help was designated as a 2-1-1 Texas Warm Center for rapid response to statewide disasters. As one of three Warm Centers in Texas, 2-1-1 Texas was again selected for continued service in this role in 2015.

2015 Highlights



The 2-1-1 Texas Information and Referral Network (TIRN) converted to a new phone platform and statewide I&R software.

A Call for Help sought and was awarded another **3-year contract** to as the 2-1-1 for West Central Texas for the Texas Health and Human Services Commission's Texas Information and Referral Network.



The Family Resource Fair in collaboration with Head Start, AISD, 2-1-1 Texas A Call for Help, Region 14, United Way of Abilene, and HEB offered a one-stop opportunity for over **780** community members to visit with more than **55** Agencies about education, social services, health, and housing.

The Basic Needs Network is a regional collaboration of helping agencies. This year they held **4** quarterly meetings with an average attendance of **60** people. Together the Network's **120** users of the client level case management tool from **40** agencies served **12,874** clients and provided **\$2,364,391.60** in financial and value of services.



The Big Country VOAD presented **COOP 101** to **16** agencies to help them learn what they need to know and how to plan for their business to be able to bounce back when business is interrupted.

ABILENE Pocket Community Resource Guide

A Call for Help produced an easily accessible resource guide for the Abilene Downtown Association.

Through TXU Energy AID™, A Call for Help assisted **291** clients with **\$81,208.09** in electric bill payments.



The Law Enforcement After-Hours Emergency Assistance Program provided **15** vouchers that assisted **33** people with **\$1,311.42** for food, fuel, lodging, and bus passes.

Our website— www.acallforhelp.info— now contains each of the CodeRED (or other Emergency Communication notification systems) available in our 19-counties. Another way that 2-1-1 Texas A Call for Help is always working to better serve everyone in West Central Texas.



The Military Partnership of West Central Texas hosted another successful **Abilene Celebrates Veterans Week** with approximately **200** attendees at the job fair, **600** at the ArtWalk Benefits Fair. **Wreaths Across America** exceeded their goal with **1,600** wreaths for the Texas State Veterans Cemetery at Abilene.

West Central 2-1-1 at a glance

Calls Handled	40,318
Walk-ins	472
Emails	25
1st Time Callers	3,247

Numbers don't tell the whole story of our work, but they are a great starting point for conversation. Have questions? Just ask.

INQUIRY TYPE *	
Information	15,685
Referral	19,467
Advocacy	3,200
Crisis Intervention	4
Admin / Other	2,973
<i>*number of entries in I&R software</i>	

MILITARY	
Active Duty	17
Veteran	942



OTHER LANGUAGES	
Spanish	2,151
Other	80

TOP 5 WAYS INQUIRERS HEARD ABOUT 2-1-1	
Family/Friends	657
Health & Human Services	556
Agency/Caseworker	159
Utility Company	147
Media	109

TOP WEST CENTRAL I&R NEEDS	
<i>664 Unique Needs</i>	
Met	Unmet
Individual instances where referrals are available to meet an inquirer's assessed needs.	Individual instances where no referrals are available to meet an inquirer's assessed needs.
Electric Service Payment Assistance 3,809	Electric Service Payment Assistance 158
Food Pantries 3,165	Food Pantries 124
Rent Payment Assistance 1,904	Rent Payment Assistance 81
Water Service Payment Assistance 730	Water Service Payment Assistance 70
Gas Service Payment Assistance 641	Gas Service Payment Assistance 47

Dial 2-1-1. Choose your language, and then select option 1 to be connected with a local Call Specialist for services in your area.

acallforhelp.info

As more people turn to the Internet for self-guided Information and Referral, A Call for Help is ready to serve.

SITE VISITS



Users	17,171
Sessions	26,866
Pageviews	75,623
Pages / Session	2.81
Average Session Duration	00:02:16

Whether individuals are searching for a service or linking from another site, our resources, community information, and reports are reaching a growing number of people.



CHANNELS OF ACCESS

Organic Search	13,394
Direct	8,501
Referral	4,809
Social	162

TOP 5 PRESENTING NEEDS SELECTED

Electric Service Payment Assistance	1,162
Food Pantries	841
Rent Payment Assistance	667
Gas Money	424
Water Service Payment Assistance	234



COMMUNITY REFERRALS TO OUR SITE

abilene.communityos.org Basic Needs Network Portal	1,309
abilenetx.com	1,031
wctmilitary.communityos.org Military Partnership Portal	335
wraparound.communityos.org WrapAround Portal	207
wctvolcorps.communityos.org Big Country VOAD Portal	113

TOP AGENCY PROFILES VIEWED

Aspermont Small Business Development Center	692
City of Abilene - Water Utilities	200
Abilene Diagnostic Women's Health Clinic	143
ResourceCare	132
Taylor County	130

TOP SERVICE PROFILES VIEWED

Narcotics Anonymous, 2433 N Danville DR - Abilene	606
City and Rural Rides (CARR)	445
Shannon Clinic Sweetwater	394
Representative Payee Services - Austin Office	366
Baptist Social Ministries Food Pantry	332



Inquiry Distribution

by city and county

January–December 2015

BROWN	1,482
May	31
Bangs	105
Blanket	23
Brookesmith	7
Brownwood	1,213
Early	92
Zephyr	11

CALLAHAN	603
Abilene	3
Baird	159
Clyde	345
Cross Plains	85
Putnam	11

COLEMAN	334
Burkett	6
Coleman	246
Goldsboro	1
Gouldbusk	2
Novice	5
Rockwood	1
Santa Anna	64
Talpa	2
Velera	5
Voss	2

COMANCHE	461
Comanche	282
De Leon	137
Dublin	3
Gustine	27
Lawton	1
Proctor	2
Sidney	9

EASTLAND	740
Carbon	22
Cisco	218
Comanche	1
Desdemona	8
Eastland	214
Gorman	54
Olden	5
Ranger	169
Rising Star	49

FISHER	149
McCaulley	10
Roby	45
Rotan	91
Sylvester	3

HASKELL	199
Haskell	123
O'Brien	6
Rochester	30
Rule	36
Weinert	4

JONES	605
Abilene	3
Anson	184
Avoca	6
Hamlin	103
Hawley	86
Lueders	22
Stamford	201

KENT	7
Jayton	7

KNOX	110
Benjamin	6
Bicknell	1
Goree	8
Knox City	47
Munday	48

MITCHELL	391
Colorado City	349
Loraine	36
Westbrook	6

NOLAN	1,047
Blackwell	15
Maryneal	4
Nolan	1
Roscoe	42
Sweetwater	985

RUNNELS	396
Ballinger	206
Miles	29
Norton	2
Rowena	4
Wingate	8
Winters	147

SCURRY	665
Dunn	1
Fluvanna	3
Hermleigh	27
Ira	6
Snyder	628

SHACKELFORD	62
Albany	48
Lueders	1
Moran	13

STEPHENS	268
Breckenridge	260
Caddo	8

STONEWALL	24
Aspermont	23
Old Glory	1

TAYLOR	17,318
Abilene	16,691
Buffalo Gap	56
Butler	1
Dyess AFB	6
Lawn	15
Merkel	292
Ovalo	23
Trent	23
Tuscola	80
Tye	130
Wingate	1

THROCKMORTON	28
Throckmorton	21
Woodson	7

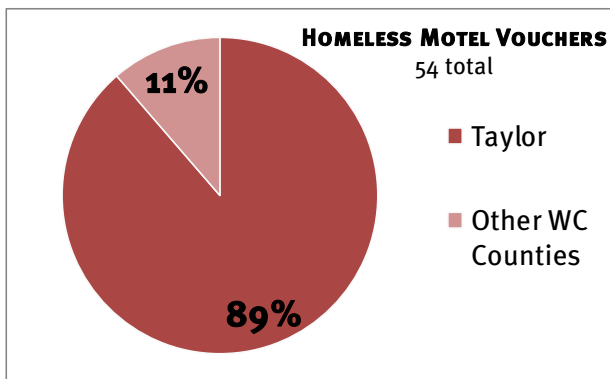
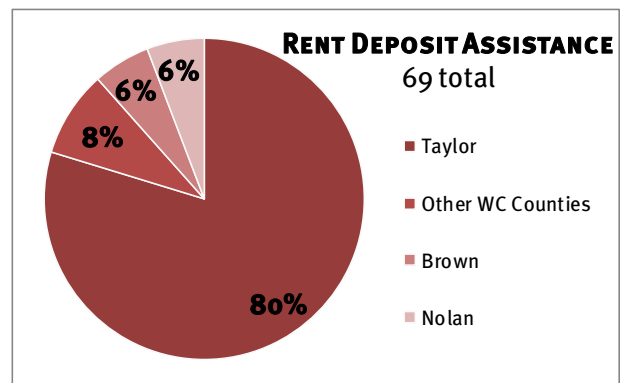
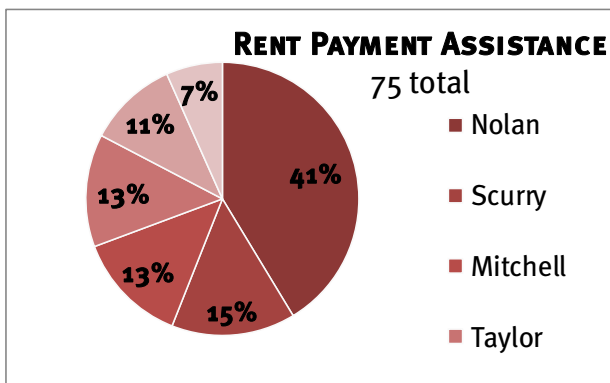
OUT OF AREA	16,440
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TOTAL WEST CENTRAL	24,889
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Research for System Advocacy

System Advocacy is a central part of serving our community as an accredited Information & Referral Service. The definition of an Unmet Need in this industry is -- an individual instance where no referrals are available to meet the inquirer's assessed need. Each unmet need is a snapshot of a moment in-time. It is only when all of the individual instances of unmet needs are combined over time that a picture of true gaps in services emerge.

This year A Call for Help took a close look at unmet needs in our West Central Texas community for which **no service exists**. As we have collected the data over the last 12 months, we now bring this information forward for consideration by policy makers and community leaders. The issue that had the strongest showing in the research was housing related unmet needs due to no service exists.



LET'S TALK...

- Is this acceptable?
- Who can lead our community toward closing these gaps?
- Where can A Call for Help data aid in the larger conversation?

Arts, Culture and Recreation Programs that allow people to fully participate in and enjoy a variety of recreational, social, spiritual, artistic, cultural and intellectual opportunities.

Clothing/Personal/Household Needs Programs that provide and/or repair basic household, work-related, and personal necessities for people who need them.

Disaster Services Public and private programs that provide emergency planning, preparedness, mitigation, response, relief and/or recovery services prior to, during and after a major fire, flood, hurricane, earthquake, tornado, tsunami, volcanic eruption, landslide, mudslide, snowstorm, drought, famine, explosion or nuclear accident, the outbreak of civil unrest, or other large-scale emergency of natural or human origin that disrupts the normal functioning of a community; or a localized incident such as a house fire which has made residents homeless. There are four recognized phases of disaster work: preparedness, mitigation, response and recovery.

Education Programs that provide opportunities for people to acquire the knowledge, skills, desirable qualities of behavior and character, wisdom and general competence that will enable them to fully participate in and enjoy the social, political, economic and intellectual life of the community.

Employment Programs that provide employment opportunities for people who are searching for jobs; assist people who are able and willing to work by helping them prepare for, find, secure and retain suitable employment; provide work site evaluation and/or modification support; and/or seek to develop employment opportunities in various fields for people who need a position.

Food/Meals Programs that seek to meet the basic nutritional needs of the community by providing access to food.

Health Care Programs whose primary purpose is to help individuals and families achieve and maintain physical well-being through the study, prevention, screening, evaluation and treatment of people who have illnesses, injuries or disabilities; and the provision of family planning, maternity and other services that relate to human reproduction and sexual health. Also includes the provision of public health services.

Housing Programs that seek to meet the basic shelter needs of the community by providing temporary shelter for people who are in emergency situations, home improvement programs, housing location assistance and a variety of housing alternatives. This category includes rent assistance.

Income Support/Assistance Programs that provide financial assistance in the form of emergency payments, cash grants or purchase of services for eligible low-income and indigent individuals and families to ensure that they have a basic income and access to essential medical and supportive services. Also included are social insurance programs that have been established by law and are generally compulsory in nature which provide cash income on a regular basis or payments to meet a designated need for people who are entitled to benefits based on their own or their employer's contributions to the program or their service to the country. This category also includes referrals for Earned Income Tax Credits, income tax assistance and money management programs.

Individual, Family and Community Support Programs that support individuals, families and the broader community by providing services that replace, protect or supplement the care and support that is generally available through the family, assist with the settlement of new residents and advocate for changes that will have a beneficial effect on the community and its residents. Includes programs that provide for the humane care and protection of domestic animals.

Information Services Programs that provide for the collection, classification, storage, retrieval and dissemination of recorded knowledge for the community. Included are electronic information resources, information and referral programs, information lines, library services, media services, public awareness/education campaigns, research data and rumor control activities. Also included in this category are referrals to an agency or services where no specific category of need can be detected (e.g. an information call where only the phone number of an organization is requested/provided and the need cannot be accurately discerned).

Legal, Consumer and Public Safety Programs that promote and preserve the conditions that enable individuals to live in a safe and peaceful environment through the enforcement of laws that protect life and property; the operation of all aspects of the justice system; and the provision of public safety prevention and rescue programs. Also included are programs that protect consumers, and that issue licenses, certificates and permits for services that affect the public.

Mental Health/Addictions Programs that provide preventive, diagnostic and treatment services in a variety of community and hospital-based settings to help people achieve, maintain and enhance a state of emotional well-being, personal empowerment and the skills to cope with everyday demands without excessive stress or reliance on alcohol or other drugs. Treatment may include emotional support, introspection and problem-solving assistance using a variety of modalities and approaches, and medication, as needed, for individuals who have a physical and/or psychological dependency on one or a combination of addictive substances or for people who range from experiencing difficult life transitions or problems in coping with daily living to those with severe, chronic mental illnesses that seriously impact their lives.

Other Government/Economic Services Programs that reflect the broader functions of governmental, economic and organizational development, including programs that address international issues and understanding; that promote the interests of a specific trade or profession; that provide technical assistance and support to organizations; or pursue academic research. Also included are public works projects and other activities involving the operation of basic government infrastructure services. Note that this will tend to reflect referrals for government programs that are not specific to other problem/needs categories.

Transportation Programs that provide for the basic transportation needs of the community including the local and long-distance conveyance of people and goods, and special arrangements for older adults, people with disabilities and other community residents who have no personal transportation and are unable to utilize public transportation.

Utility Assistance Organizations that provide electric, natural gas, home heating fuel, telephone, water, sewer or cable services for residential and business consumers; manage the connection and repair of utility services; and/or offer financial assistance or other forms of support for people who are at risk of having their utilities shut off.

Volunteers/Donations Community organizations that are actively seeking individuals with the requisite knowledge, skills and experience who are willing to offer their services and work on a full or part-time basis without remuneration on projects or in positions that benefit the organization itself or the people it serves. Many agencies that provide volunteer opportunities also offer intensive training in the tasks that are required for the job. Also included are programs that accept donations of material goods and services or money to purchase them and which coordinate the distribution of donations to agencies, organizations and disadvantaged community residents.

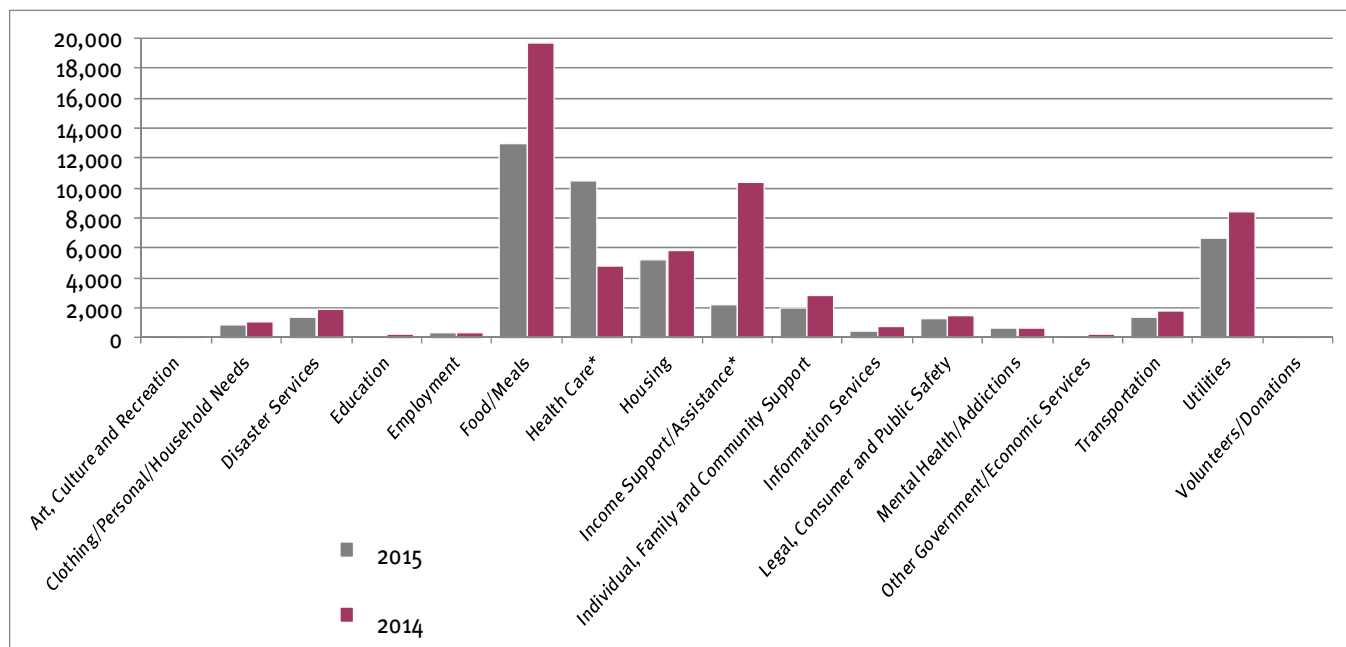
Big Count



The Alliance of Information and Referral Systems' "Big Count" is a national key categories compilation of I&R Problem/Needs for the purpose of consistent and credible reporting of community needs across jurisdictions.

Category	2015	2014
Art, Culture and Recreation	32	39
Clothing/Personal/Household Needs	858	1,068
Disaster Services	1,384	1,804
Education	118	173
Employment	252	271
Food/Meals	12,877	19,641
Health Care*	10,420	4,715
Housing	5,133	5,832
Income Support/Assistance*	2,181	10,290
Individual, Family and Community Support	1,921	2,807
Information Services	427	744
Legal, Consumer and Public Safety	1,227	1,470
Mental Health/Addictions	612	595
Other Government/Economic Services	122	159
Transportation	1,328	1,703
Utilities	6,574	8,378
Volunteers/Donations	34	64

*In 2015, Medicaid and Medicare moved from Income Support/Assistance to Health Care.



Coming in 2016

We have some big goals! As with all work that is collaborative in nature, we will be diligently working with our partnerships to see these goals accomplished, while remaining mindful of the realistic limitations of our vision not being the winner every time.

As we kick off the 40th year of A Call for Help, our goals and objectives align with our key stakeholders and fall into the six major categories: Service Delivery, Resource Database, Reports & Measures, Disaster Preparedness, Cooperative Relationships, and Organizational Effectiveness.

Service Delivery

The A Call for Help team will approach every inquiry for HELP with a voice of HOPE, and an ear for opportunities to provide advocacy. As we continue to see the growing trend of the option to talk to someone as a choice of last resort, we will do all that we can to advance our technology applications and make all forms of conversation an exceptional connection.

Resource Database

Unmet needs will have a strategic connection with our outreach plan to see if any of the gaps can be closed.

Reports & Measures

This is our most lofty goal—we hope to move-the-needle on unmet needs surrounding housing issues through system advocacy efforts in 2016.

Disaster Preparedness

With the leadership of the Big Country Voluntary Organizations Active in Disaster (VOAD), we will continue to build community resiliency.

Cooperative Relationships

We will be focusing on growing our relationship with libraries across the region, while keep the current cooperative relationship strong.

Organizational Effectiveness

A Call for Help aspires to grow our organization's strengths by advancing the skills of each team member and achieve our strategic objectives, with the adoption of a Coaching Culture.

Vision

By maintaining a public/private collaboration, A Call for Help will:

- Be the trusted source for community resources,
- Empower community members to connect with the help they need, and
- Provide exceptional, confidential, and timely service for our community.

Mission

Serving West Central Texas through communication, cooperation, and commitment, we strive to:

- Be the number to call when you don't know who to call,
- Enhance the quality of life through cooperative relationships, and
- Connect people with community resources through our comprehensive health and human services information and referral database.

Advisory Council Members

Steve Abel

Better Business Bureau

Craig Bessent

Wylie ISD

Leigh Black*

Hendrick Health System

Barbara Boen

City of Abilene - Office of Emergency Management

Dave Boyll

Community Volunteer

Jim Bryan

City of Abilene - Office of Emergency Management

Kathy Cheatham

Big Country Region, American Red Cross

Kiley Davis^

Big Country Region, American Red Cross

Mitch Davis*, Advisory Council Chair

Wylie ISD

Greg Goettsch

Texas DPS, Division of Emergency Management

Jenny Goode

Betty Hardwick Center

Scotty Henderson

Texas Veterans Leadership Program

Tim Horst

Texas DFPS - Adult Protective Services

Ronnie Kidd

City of Abilene - Administration

Esther Kissell

Global Samaritan Resources

Donna Kleman^

Chaplain

Charlotte Lambert^

Abilene - Taylor County Public Health District

Pam McElrath*

Hendrick Medical Supply

David McKenzie

H-E-B

Kevin Orr

Health and Human Services Commission

Michelle Parker

West Central Texas Council of Governments

Jonathan Perkins

Texas Department of Assistive and Rehabilitative Services

Richard Rodgers

City of Abilene - Parks Division

Mary Ross

Workforce Solutions of West Central Texas Board

Sandi Saringer

Community Volunteer

Julie Shields

Texas DFPS - Child Protective Services

Lisette Spraggins

Region 14 Education Service Center

Daniel White^

Southern Baptists of Texas Convention

* United Way of Abilene Board Member

2-1-1 Texas A Call for Help Staff Members

Mary Cooksey, CRS, CIRS

Program Director

Nancy Espinoza, CIRS

I&R Specialist

Lee-Ann Hammit^

I&R Specialist

Lynn Jackson, CIRS

Call Center Manager

Susie Robinson^, CIRS

I&R Specialist

Alma Archuleta

I&R Specialist

Erin Shilcutt, CRS, CIRS

Data & Web Services Manager

Cathleen Parks, CRS, CIRS

Resource Specialist

Brooke Brown

Community Outreach Coordinator

^indicates tenure ended in 2015



2-1-1 TEXAS A CALL FOR HELP COMMUNITY RESOURCE CENTER

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www.acallforhelp.info

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Administration Line: 325.676.7065

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A public/private collaboration of United Way of Abilene, City of Abilene, and Texas Health and Human Services Commission

