

Washington Information Network 2-1-1 Newsletter

April-June 2012

MISSION & VISION

Washington Information Network 2-1-1's (WIN211) mission and vision is to answer the call to get help into people's hands statewide. WIN211 exists to make people's lives better, to enhance community resiliency, to identify and break cycles of need and to help organizations, foundations, businesses, individuals and government more efficiently distribute resources.

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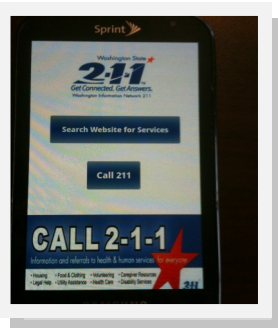
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Guess What's New with 211!

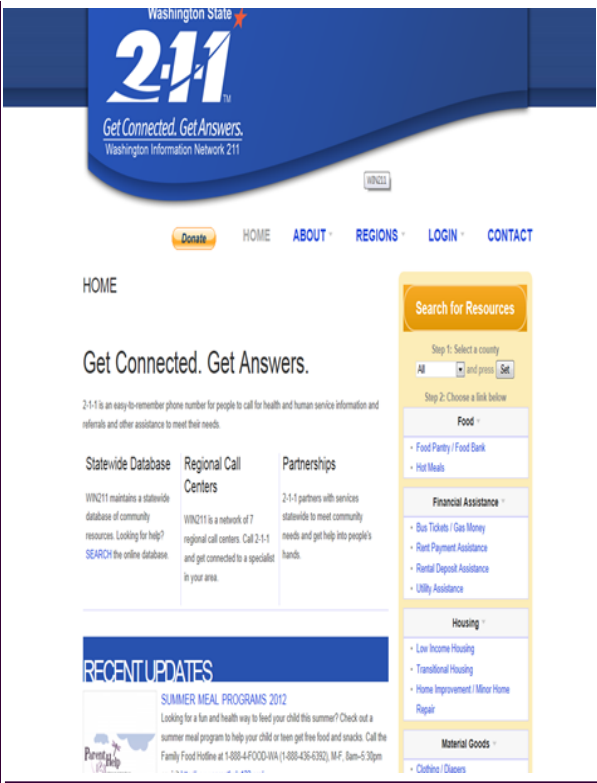
It's now easier than ever to connect yourself with resources in your area anywhere you go! WIN211 now has its own free Android phone application available in Google play! Just visit the Google Play market and search for WIN211. The Washington State 211 app allows you to either call 211 or search for services on our 24/7 database with one touch of a button.



COMING SOON TO IPHONES

DID YOU KNOW

- 46% of all U.S. mobile phone owners have a smart phone
- 56% of those between the ages of 18-24 earning less than \$15,000 own a smartphone
- 43% of those between the ages of 25-34 earning less than \$15,000 own a smartphone
- Hispanics and African Americans lead mobile broadband use (53% and 58% respectively) with both communities far ahead of whites (33%)



It's with great excitement that we unveil our new website to you. Aside from an updated look, the new website features a streamlined way to search our Community Resources Online database. The new, powerful "Quick Clicks" options provides a variety of basic-needs categories and allows you to select from the most commonly searched resources. You can search statewide or specify a county, then narrow the results by zip code as needed.

Additionally, we've added a, "NEWS" section to provide you with current information and exciting things happening at WIN211. We think you'll appreciate the new look and features that improve navigating the site.

WIN211 thanks you for your continued support!
Check out our new look at www.win211.org

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WIN211 web hits have increased 454% since July 2010-June 2011 to July-2011-June 2012

Please help us spread the word that 2-1-1 service in WA is available in over 150 languages! Callers must press 5 for English or 6 for Spanish, and when non English speaking callers reach an Information and Referral Specialist they just need to say "interpreter" or the name of the language. Also, most centers have Information & Referral Specialists who are fluent in both English and Spanish.

The WIN211 app is now available on Android phones! Check out Google Play for your free download.

MOST REQUESTED COMMUNITY RESOURCES

APRIL-JUNE 2012	NUMBER OF REQUESTS	PERCENT OF TOTAL CALLS
Utilities	12,142	16%
Rent/Mortgage Asst/Move-In Costs Asst.	9,802	13%
Emergency Shelter	5,806	8%
Legal	4,565	6%
Housing/Low-Cost Housing	4,143	5.5%
Food/Food Bank Information	2,849	3.8%
Household, Clothing, and Personal Goods	2,285	3%
Transitional Housing Specialized	1,865	2.5%
Undesignated Temporary Financial Aid	1,843	2.4%
Transportation/Travel	1,731	2.3%

* The following chart provides a list of caller needs where resources were not available. Rent and Utility Assistance are always among the top 5 caller needs. Unfortunately, they are also at the top of the unmet needs list since requests exceed the available resources.

UNMET NEEDS* APRIL-JUNE 2012	PERCENT OF CALLS
Rent/Mortgage Asst/Move-In Costs Asst.*	2.8%
Utilities	2.2%
Emergency Shelter	.6%
Undesignated Temporary Financial Aid	.5%
Transportation/Travel	.5%
Housing/Low-Cost Housing	.1%
Legal	.1%
Transitional Housing Specialized	.1%
Household, Clothing, and Personal Goods	.1%
Food/Food Bank Information	.1%

WEBSITE VISITS

* Unique visitors are first time IP addresses recognized in that month.

* Web hits also include unique visitors.

APRIL-JUNE 2012	APR	MAY	JUN	TOTALS
Web Hits *	57,129	61,835	58,491	177,455
Unique Visitors *	9,800	9,648	9,294	28,742

APRIL-JUNE 2012 CALL VOLUMES AND REFERRALS

REGION	CALLS ANSWERED	REFERRALS PROVIDED
North Sound	12,699	20,325
Peninsulas	3,227	4,338
Southwest Washington	1,889	3,197
South Sound	13,545	20,436
King County	31,755	72,908
Greater Columbia	7,456	7,517
Eastern Washington	3,949	5,295
TOTAL	74,521	134,016

SUCCESS STORIES

North Sound:

A Veteran called needing assistance with medical transportation and utility bill. Our I&R Specialist was able to refer the call to St. Vincent DePaul who assisted him with a portion of his power bill and Hopelink who provided transportation to the callers medical appointment. He was very pleased with his services from 2-1-1 and said, "2-1-1 is a good starting point for anyone looking for help."

King County:

A Shoreline caller requested assistance with delivery of their prescriptions by Medicaid and was provided with the appropriate legal referral. The caller stated, "The attorney called me the following business day, which was a Monday, and has been extremely helpful. I had tried for months to resolve this issue with no luck and I can't believe how quickly things are moving along now. I'm really happy that I discovered 2-1-1. I have your number saved on my phone!"

"2-1-1 is a good starting point for anyone looking for help!"



"Grateful for the service and the advocacy that 2-1-1 was able to provide."

South Sound:

A caller contacted 2-1-1 for transportation to a surgery appointment. She was receiving services from Paratransit but due to cutbacks she was taken off the service. During the call the I&R Specialist advised the caller to contact the hospital for a social worker that would help her navigate the process of finding a ride home from her surgery. This advice resulted in a ride to and from her surgery. The caller found that 2-1-1 was more informative than 4-1-1! The caller since has called the Shuttle which was another resource given by the I&R Specialist and has been accepted on that for rides in the future. The caller looks forward to attending church on a more regular basis and was surprised and pleased at how easy 2-1-1 made finding resources. The caller felt that there was no one who could help them but they now realized that 2-1-1 is there for them now and in the future.

