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WIN211 The Smart Partner

In 2013 WIN211 had partnerships with both public and private entities. Our 2-1-1 ready to go call centers partnered with Department of Commerce on the 2012 Earned Income Tax Credit program. This program helps thousands of qualifying low income families receive tax credits through local tax sites.

WIN211 partnered with Department of Health to enhance community awareness and education on Diabetes. Washington State University Extension provided communities with classes offered to people who are diagnosed with diabetes or at risk of becoming diabetic. In 2013 WIN 211 gave 379 referrals to diabetes education classes.

Washington State funded WIN211 through a cell phone tax parity law. This funding allows WIN211 to continue to provide a statewide phone system and database allowing the citizens of Washington State to have an easy to remember number for local health and community services.

WIN211 was one of six 2-1-1's from around the nation that partnered with United Way Worldwide for the Healing in the Heartland telethon benefit that brought relief funds to Oklahoma after a series of devastating tornadoes. WIN211 took 428 calls bringing in over \$6.5 Million dollars for the United Way of Central Oklahoma and their community partners.

MyFreeTaxes

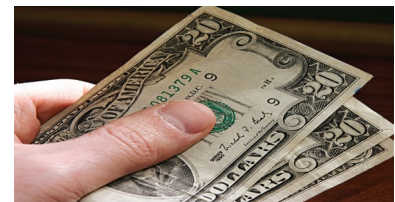
WIN211 is partnering with United Way Worldwide, Goodwill Industries International, NDI (National Disabilities Institutes) and The Walmart Foundation to help support MyFreeTaxes. My Free Tax is a free tax preparation website with filing tools and call center assistance. These tools will help tax filers save money as well as claim refunds and valuable credits like the earned income tax credit. From Jan-April WIN211 will fill in as a backup call centers for overflow calls to Escambia

County in Florida and Cleveland Ohio to help assist with the initial client/partner interface. WIN211 will participate by setting a helpful and engaging tone with the caller while providing basic tax and non-tax support and by managing the national staffing schedule. WIN211 was picked for this project because we share the same phone system as many other 2-1-1's across the nation. This phone system, called inContact, enables call centers using its system the ability to transfer within the 2-1-1 call center network. WIN211 looks forward to the partnership with United Way Worldwide to help stimulate "the nation's economy."



WIN211 and Department of Commerce Continue to fight Poverty

WIN211 is in its 7th year of partnership with Department of Commerce in one of the largest Antipoverty Programs called Earned Income Tax Credit (EITC). WIN211 partnership assisted the Department of Commerce and other agencies with bringing \$920 million in EITC funds for 438,000 working families and individuals. This was a 4% increase from 2011, and an average return of \$2,100 per household. While providing individuals with EITC information, WIN211 is also able to assist callers with 5,142 other health and human services.



Over 839 downloaded Apps to date.

Check out our new APP at Google play or the Apple story!



2013 2-1-1 Calls

Percentage of callers by age Oct-Dec

Age	Child (0-13)	.37%
Age	Youth (14-17)	.35%
Age	Adult (18-59)	67.53%
Age	Senior (60 & Above)	7.30%
Age	Declined	24.45%

Percentage of callers by age 2013

Age	Child (0-13)	.22%
Age	Youth (14-17)	.27%
Age	Adult (18-59)	67.62%
Age	Senior (60 & Above)	9.06%
Age	Declined	21.99%



Percentage of callers by Ethnicity

Oct-Dec 2013

Caucasian/White	33.22%
African American/Black/Other African	11.38%
American Indian/Alaska Native	1.27%
Asian/Asian American	1.18%
Declined Ethnicity	40.48%
Hawaiian Native/Pacific Islander	1.44%
Hispanic/Latino	5.45%
Multi-racial/Cultural	3.04%
Other Ethnicity	2.54%

January-December 2013

Caucasian/White	31.57%
African American/Black/Other African	10.35%
American Indian/Alaska Native	1.19%
Asian/Asian American	1.12%
Declined Ethnicity	42.73%
Hawaiian Native/Pacific Islander	1.18%
Hispanic/Latino	5.55%
Multi-racial/Cultural	3.33%
Other Ethnicity	2.98%



Gender



- 13,008 Males Contacted 2-1-1 from Oct-Dec
- 56,957 Males Contacted 2-1-1 for all of 2013
- 47,296 Females Contacted 2-1-1 from Oct -Dec
- 185,916 Females Contacted 2-1-1 for all of 2013
- 93 Transgender Contacted 2-1-1 for all of 2013
- 12,754 were Unknown or Declined for all of 2013

Getting the word out! How did you hear about 2-1-1

Top 5 Marketing Referrals 2013

- ⇒ Returned callers
- ⇒ Non Profit/Churches
- ⇒ Friends/Family
- ⇒ DSHS
- ⇒ Utility Provider

Most Requested Community Resources October-December 2013	NUMBER OF REQUESTS	PERCENT OF TOTAL CALLS
Utilities	9,008	13.18%
Rent/Mortgage Asst/Move-In Costs Asst.	7,799	11.41%
Emergency Shelter	5,620	8.22%
Holiday Related Assistance	5,344	7.82%
Legal	4,493	6.57%
Housing/Low-Cost Housing	4332	6.34%
Food/Food Bank Information	3,308	4.84%
Household, Clothing, and Personal Goods	2,193	3.21%
Undesignated Temporary Financial Aid	2,089	3.06%
Transitional /Specialized Housing	1,864	2.73%



Most Requested Community Resources January-December 2013	NUMBER OF REQUESTS	PERCENT OF TOTAL CALLS
Utilities	35,772	13.14%
Rent/Mortgage Asst/Move-In Costs Asst.	31,568	11.60%
Emergency Shelter	21,945	8.06%
Legal	18,977	6.97%
Housing/Low-Cost Housing	17931	6.59%
Food/Food Bank Information	11,256	4.14%
Household, Clothing, and Personal Goods	8,737	3.21%
Transitional /Specialized Housing	8,517	3.13%
Undesignated Temporary Financial Aid	8,078	2.97%
Transportation/Travel	7,415	2.72%

Call Volume and Referral Oct-Dec 2013	CALLS ANSWERED	REFERRALS PROVIDED
North Sound	8,877	13,577
Peninsulas	3,250	3,943
Southwest Washington	1,950	3,503
South Sound	13,011	21,879
King County	29,415	74,227
Greater Columbia	8,229	9,522
Eastern Washington	3,603	8,547
TOTAL	68,335	135,198

Call Volume and Referral Jan-Dec 2013	CALLS ANSWERED	REFERRALS PROVIDED
North Sound	40,071	60,620
Peninsulas	14,038	17,310
Southwest Washington	7,893	14,461
South Sound	50,620	81,178
King County	112,018	264,610
Greater Columbia	32,366	10,147
Eastern Washington	15,194	8,171
TOTAL	272,200	506,078



Washington Information Network 2-1-1 Quarterly News letter

2-1-1 Region	CONTACT INFORMATION 7 PARENT AGENCIES
North Sound 2-1-1	Patricia Morris, pmorris@voaww.org Volunteers of America Western Washington
Peninsula 2-1-1	Kelly Schwab, Kellys@kmhs.org Kitsap Mental Health
Southwest Washington 2-1-1	Troy Hammond, troy@211info.org 2-1-1 Info
South Sound 2-1-1	Shawn Paton, Shawnp@uwpc.org United Way Pierce County
King County 2-1-1	Susan Gemmel, Sgemmel@crisisclinic.org King County Crisis Clinic
Greater Columbia 2-1-1	Stacy Kellogg, Skellogg@pfp.org People for People
Eastern Washington 2-1-1	Staci Cornwell, Scornwell@smhca.org Frontier Behavioral Health/Spokane Mental Health

MISSION & VISION

Washington Information Network 2-1-1(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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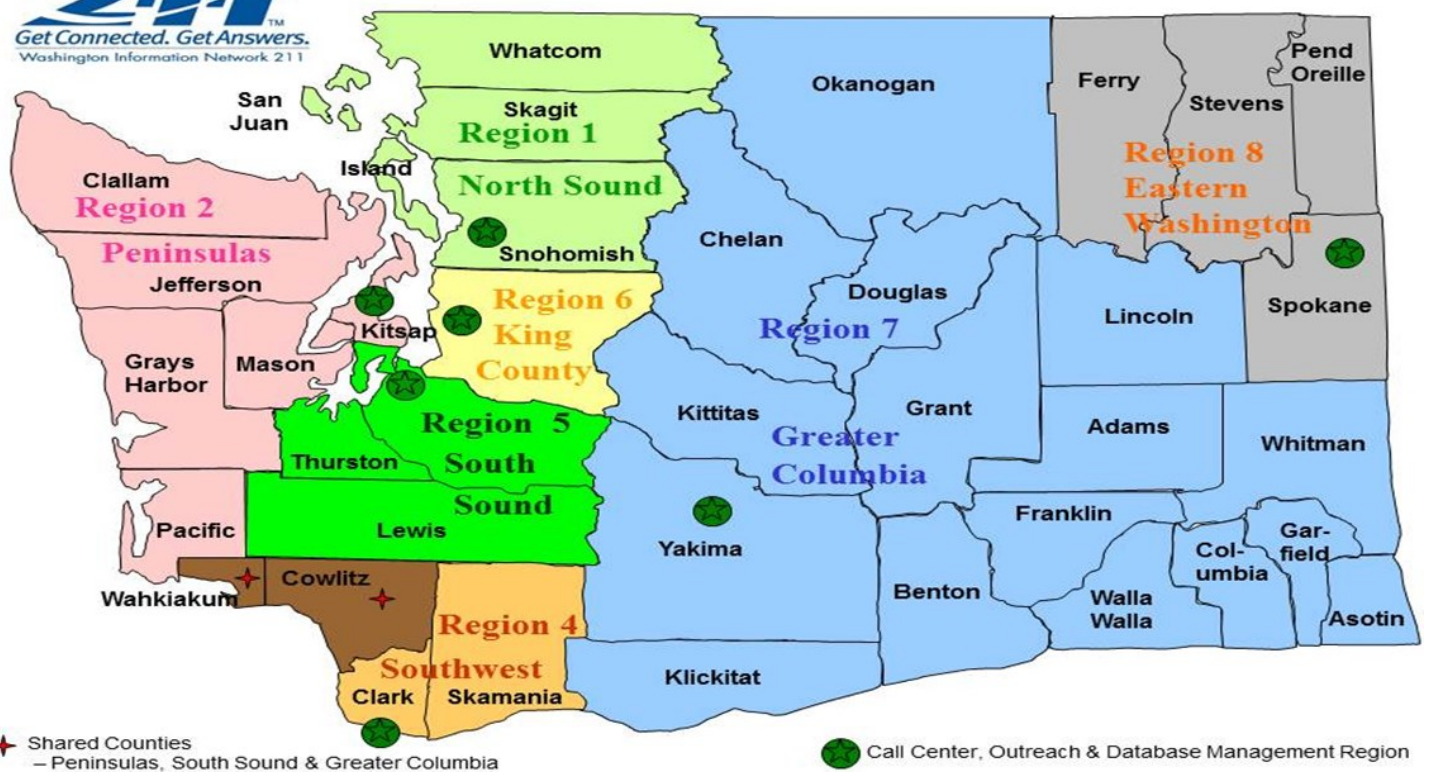


You can now access our Quarterly Newsletters at <http://win211.org/category/newsletters/>

2-1-1 is available in all 39 counties, connecting citizens of Washington State with local community resources



Washington State 2-1-1 Call Center Service Areas



★ Shared Counties
– Peninsulas, South Sound & Greater Columbia

● Call Center, Outreach & Database Management Region