

# TOP 5 NEEDS



Utility Assistance  
52.44%



Housing/Shelter  
22.38%



Information Services  
10.23%



Food/Meals  
10.78%



Disaster Services  
4.17%

## MOST COMMON UNMET NEEDS

Utility Assistance • Housing/Shelter • Individual Family & Community Support

## CALLS BY PARISH

Caldwell	167	Madison	218
Catahoula	47	Morehouse	962
Concordia	164	Ouachita	14,612
East Carroll	138	Richland	500
Franklin	300	Tensas	52
Jackson	287	Union	260
LaSalle	64	West Carroll	100
Lincoln	636		

## WEBSITE VISITS



4,295  
Page Views

807  
Unique Visits

# CALL STATISTICS

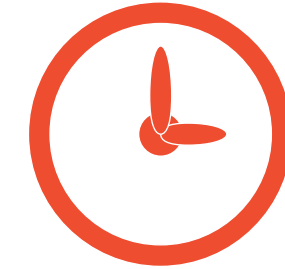


23,777  
2-1-1 answered 23,777 calls

4.17% Abandonment Rate  
(Benchmark is <5%)



92.6%  
Satisfaction



Average call talk time 3 minutes, 10 seconds  
(Benchmark is 3-4 minutes)

0:15

Average hold time was 15 seconds  
(Benchmark is :30)

3:10

## TYPES OF CALLS



Information/Referral

70.84%

28.55%

Information Only ?

Advocacy

.52%



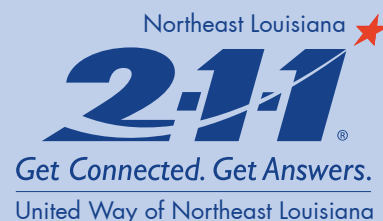
0.09%

Crisis Intervention

2-1-1 is your convenient connection to information and community resources!

- Basic Needs Services (Food, Clothing, Shelter)
- Child Care Services
- Consumer Help

- Volunteer Opportunities
- Crisis Intervention
- Health Care
- And much more!



Dial 2-1-1 on any landline or mobile phone, a FREE call 24/7!

Excellent, Everywhere, Always. Serving all of Northeast Louisiana.

## CALLER DEMOGRAPHICS



83.02%  
83.02% of all callers were female



25-40  
The average caller age was 25-40

## CALLS BY AGE

0-12	0%
13-17	0.33%
18-24	10.45%
25-40	35.68%
41-59	32.64%
60+	20.83%

# 2014 HIGHLIGHTS

## EXCELLENT

### *2-1-1 prepared for disaster response*

May 20 and June 27, 2014 United Way 2-1-1 Participated in Pandemic Flu Drills

- United Way 2-1-1 was selected as one of ten 2-1-1's in the country to participate in a national pilot project, *Flu On Call*, to test the use of a common telephone and database systems to respond to a pandemic event and also to demonstrate and test the capacity of 2-1-1 to support the Center for Disease Control in the event of a pandemic
- This pilot was a national partnership of United Way Worldwide, the Center for Disease Control and Poison Control Centers. It was also a state partnership with Baton Rouge Crisis Intervention Center 2-1-1
- During the Drills, 2-1-1 staff answered a flu hotline, responding to CDC actors posing as callers in different scenarios
- Outcome of the drills was that the CDC had high confidence in the capability of the 2-1-1 system to be utilized in a real event

### *2-1-1 responded to the October 13, 2014 tornadoes*

- 2-1-1 answered over 1,400 calls in first week after two tornadoes touched down in Ouachita Parish. Top caller needs included Emergency Food, Post Disaster Cleanup Crews, and Disaster Food Stamps\*
- 2-1-1 served a leadership role in coordinating and connecting nonprofit agencies for efficiency of service delivery
  - Connected local community agencies through Louisiana Voluntary Organizations Active in Disasters
  - Convened and coordinated efforts among disaster agencies to provide more efficient chainsaw and debris cleanup
  - Promoted and staffed a Volunteer Reception Center to connect volunteers to opportunities to serve cleaning up and removing debris

## EVERYWHERE

### *2-1-1 worked in a variety of ways to make 2-1-1 accessible to all areas and groups of people and to promote 2-1-1 to increase awareness and use of the service throughout the region we serve*

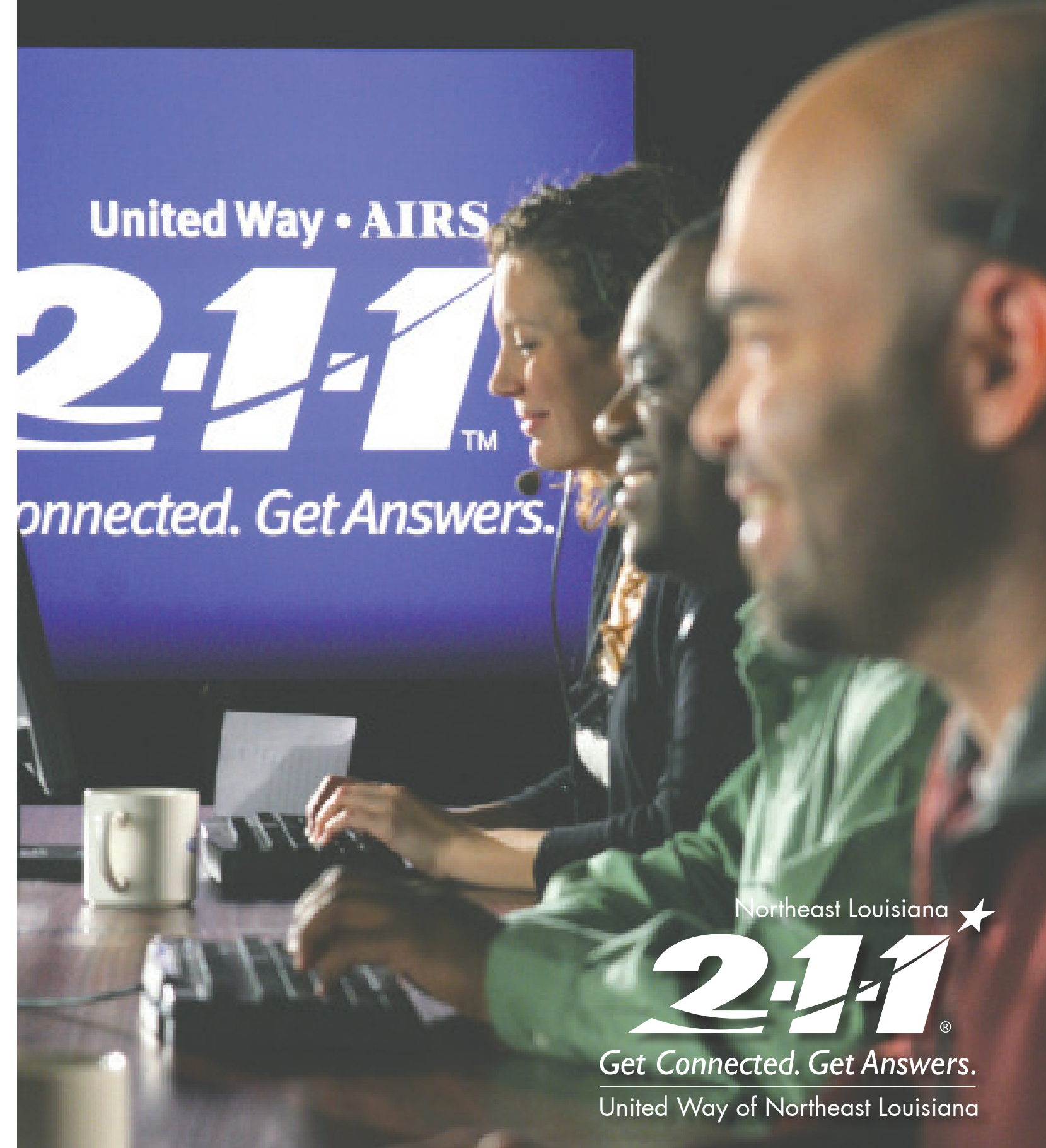
- In January 2014, United Way 2-1-1, as a member of the HOME Coalition, participated in planning and conducting the annual Point in Time survey to locate and identify street homeless in our community
- On February 11, 2014, National 2-1-1 Day, United Way 2-1-1 brought together faith leaders and staff from faith-based organizations to appreciate them for their services and to increase awareness of 2-1-1 in the communities they serve
- United Way 2-1-1 made presentations to and participated in 41 outreach events in East Carroll, Lincoln, Morehouse, Ouachita, Richland and Union Parishes, including job fairs, health fairs, and service-learning fairs to reach students, elderly, law enforcement, parents, low income, incarcerated, homeless and more
- United Way 2-1-1 connected nine non-English speakers to services through the use of a language translation service

## ALWAYS

### *2-1-1 is always available, any time of the day or night, any day of the week*

- 4,462 number of calls were handled after hours and on weekends/holiday in 2014, which represents 19% of total calls answered
- Even when tornadoes struck and created havoc with power and internet outages, the 2-1-1 service continued
- Activation of a Disaster Memorandum of Understanding with another 2-1-1 service in the state allowed for calls to be answered for a short while until United Way 2-1-1 could be relocated
- 2-1-1 operations relocated to the Ouachita Parish Office of Homeland Security Emergency Preparedness office and worked for most of the week after learning that the planned alternate site was also impacted by the storm and could not be used

\*Disaster SNAP/Food Stamps was an unmet need as those services are only available if disaster is a federally declared disaster.



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GIVE. ADVOCATE. VOLUNTEER. 24/7 at [unitedwaynela.org](http://unitedwaynela.org)



# 2014 Annual Report