

United Way
of the Midlands



Grant C-5069/PI-226 - Implementation of LB607 [2023-2024]

211 Information and Referral Network

Use of Funding and Impacts

July 1, 2023 – June 30, 2024

Reported by:

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United Way of the Midlands

August 31, 2024



The PSC awarded United Way of the Midlands \$1.275 million (41% of the \$3.1 million in operating expenses) to support the statewide 211 Helpline.

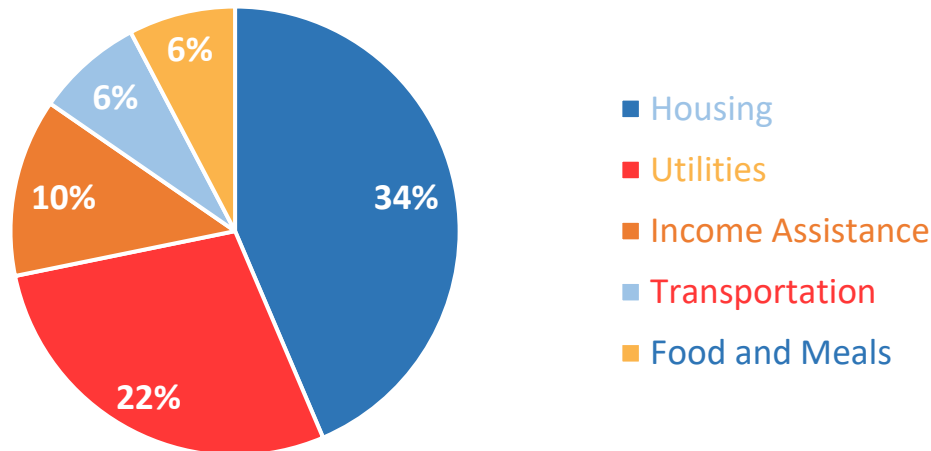
NEBRASKA COMMUNITIES RELY ON 211

211 Impact

- **275,000 total contacts** from July 2023 to June 2024
- Over **106,000 calls, texts, and website interactions specific to Nebraska** during this funding period
- Top need categories were housing, utility assistance, income support, food and individual/family/community support (see chart)
- Callers have maintained high financial assistance needs in the 1.5 years since the emergency rental assistance program (ERAP) ended

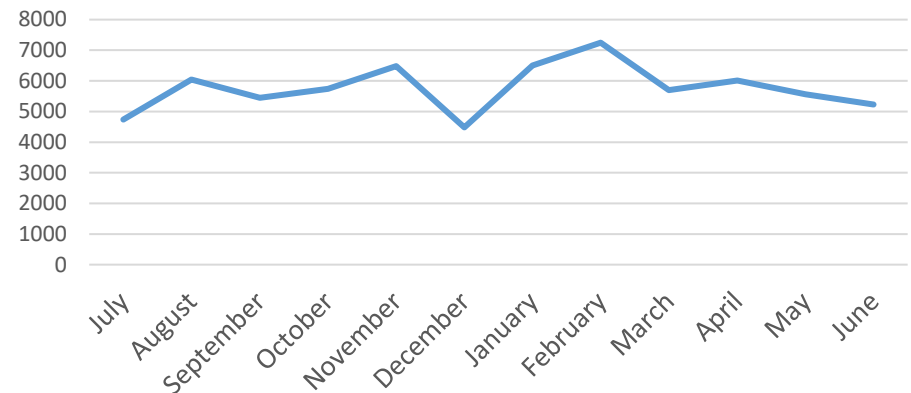
Callers Top 5 Needs

NE Call, Text, Chat *excludes web*



Volume by Month

NE Call, Text and Chat *excludes web*



Trends, Updates and Partners

- The 211 Dashboard was updated to increase user accessibility. Features were added aiding community partners to better utilize the community information available on the Dashboard. The 211 app is in the process of being updated.
- Other funders in this public-private partnership included United Way Worldwide, CyncHealth, Childrens' Hospital, the Nebraska Crime Commission, Common Spirit Health, after-hours contract work for other 211s, United Way of the Midlands private donors, among others.
- NE211 has expanded opportunities for longer term case management by skilled navigators within 211. 211 is now an Aging and Disability Resource Center, a partner with Offutt Airforce Base to provide resources to military and their families, and a partner with the Nebraska Crime Commission to assist anyone 65+ who is the victim of a crime.
- NE211 has been awarded private contracts for partnerships in Social Determinants of Health (SDoH) central hub work, housing and utility assistance, disaster services support, transportation, employment assistance, and others.



Customer Feedback and Quality Assurance

We used two ways to track feedback from callers assisted, via callback and via text. Most of the texts were to callers seeking rent or utility financial assistance. 79% of those replied 'yes' to the question: Would you recommend 211 to a family member or friend? Of those we reached via phone, 99% replied 'yes' to the same question. We suspect lower satisfaction scores from callers that we could not provide financial assistance to and weigh the negative response accordingly.



United Way of the Midlands' 211 contact center remains accredited through Inform USA
(formerly the Alliance of Information and Referral Systems)

275,000 Total Contacts Across 211's Service Area



Measuring Impact

- 211 had 275,000 calls, texts, emails, engaged web sessions, and outreach contacts across the entire coverage area.
- 211 had 26,000 outreach contacts over the last fiscal year, particularly focusing on historically underserved communities to increase access and knowledge of the 211 helpline. Traveling across the entire service area, 211's outreach coordinator has built relationships and deepened trust in 211 in both rural and urban communities.
- Volume has normalized after the increase in calls due to ERAP, and while 211 saw a decrease this fiscal year, total contacts remain well above pre COVID levels. 211 has also adjusted methodology slightly based on our capacity to report with increased precision and accuracy.

211 is a National Leader

- 211's Director, Steve Rippe, is the co-chair of the 211 National Steering Committee, providing advice and perspective to other 211's across the country based on the success of the UWM model
- 211's Manager of Data Resources is a member of the board of directors for Inform USA, the model for information and referrals systems
- UWM solidified a partnership with United Way of Central Iowa to operate 211 for the entire state of Iowa beginning on July 1, 2023

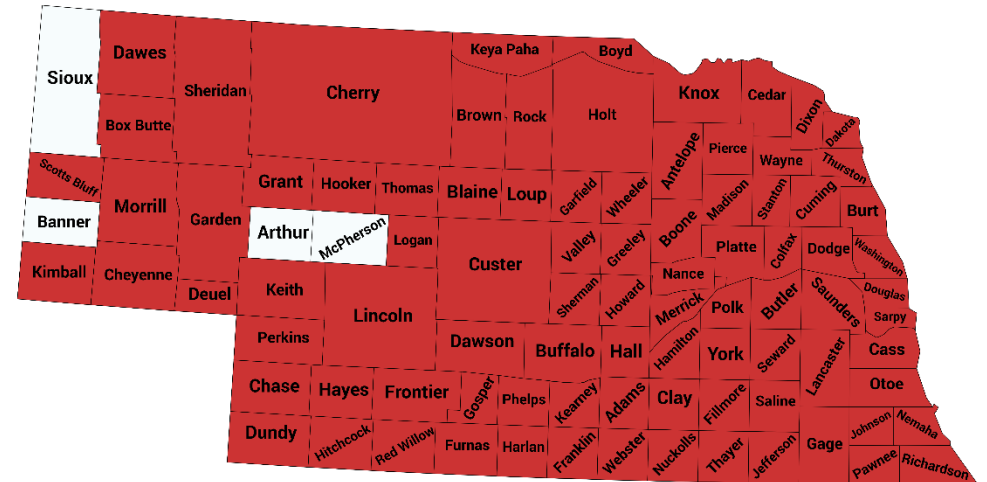
A Partner in Nebraska's Disaster Response

- Following the tornados in Nebraska on April 26, 211 was activated for disaster response providing a site to report storm damage as well as receive relief resource referrals
- 211 began receiving tornado related calls at 4:14pm on Friday April 26, while Eastern Nebraska was still under a tornado warning and in the first 2 weeks following the tornados provided referrals to 605 calls seeking severe storm assistance
- 211 continues to provide regular updates to both Douglas and Washington counties on callers and their needs following severe storms and UWM leveraged 211 infrastructure to provide emergency financial assistance from UWM donors.

With a concerted effort for out-state outreach, calls outside of Douglas and Lancaster counties rose from 16% to 20% of total calls from fiscal year 2023.

Outreach Efforts across the State

- The 211 dedicated Outreach Coordinator, attended over 100 events across the entire state of Nebraska, focusing on counties with historically low utilization of 211 and high concentrations of poverty
- Engaged in interagency meetings, events, community and health fairs in various communities
- Collaborated with other state-wide organizations, including Nebraska United Ways, Areas on Aging, Community Collaboratives, and Community Action Partnerships
- Contacts are tracked before and after to measure the impact of outreach in communities
- Promotion via iHeart Radio, Rural Radio, Telemundo Radio, NRG Radio and digital targeted display, *Omaha World Herald* Digital Advertising and Print Ads, *New Horizons* Newspaper, (over 16 million Impressions)
- Over 22,000 outreach materials were distributed to increase community awareness of the 211 helpline and programming. Promoted webpages and social media Informational handouts were created for state educators and counselors, churches and public libraries, healthcare organizations, and many others



**Registered contacts in 89 of
Nebraska's Counties**

For detail, see contacts by county by month

Summary Statistics, July 2023 – June 2024

(excludes contacts via outbound call)

TOTAL 211 NE & IA Calls/Texts/Emails	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Calls/Texts/Emails	7,570	9,670	8,720	9,820	10,531	8,152	11,872	11,146	8,982	9,680	8,916	8,548	113,607
2022-23 Calls/Texts/Emails	9,000	11,839	12,176	10,522	7,080	6,292	7,768	7,434	6,752	5,901	5,800	4,952	95,516
% increase or decrease	-16%	-18%	-28%	-7%	49%	30%	53%	50%	33%	64%	54%	73%	19%
CONTRACTS													
Iowa State University Extension (all lines)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
Iowa State University Extension (all lines)	222	187	142	144	233	188	222	362	289	283	257	305	2,834
Help Me Grow	6	9	5	3	6	5	8	2	2	22	31	26	125
ADRC	1336	1485	1576	1771	1968	1356	2526	3384	2445	1876	1538	1593	22,854
Nebraska SOS	NA	1	1	0	0	0	NA	24	47	117	78	215	483
Tornado Relief Fund	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	361	132.00	493
Unite Nebraska Cases	143	115	57	113	60	103	110	109	111	61	57	41	1,080
TOTAL WITH CONTRACTS													
2023-24 Total Calls/Texts/Emails	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Total Calls/Texts/Emails	7,941	10,131	9,062	10,295	11,212	8,696	12,482	11,865	9,612	10,382	10,043	9,603	121,324
2022-23 Total Calls/Texts/Emails	10,594	13,290	13,884	11,963	8,376	7,721	9,431	8,728	8,215	7,217	6,993	6,154	112,566
Overall % increase or decrease	-25%	-24%	-35%	-14%	34%	13%	32%	36%	17%	44%	44%	56%	8%
WEB AND APP USAGE / ENGAGED SESSIONS													
2023-24 Web Sessions - Iowa	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Web Sessions - Iowa	14247	14515	13107	11199	10742	8498	8519	2819	1792	1917	1606	1757	90,718
2023-24 Web Sessions - Nebraska	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Web Sessions - Nebraska	1536	1618	1578	1617	1683	1290	1616	2178	1603	6404	6835	7802	35,760
2023-24 Nebraska App Sessions	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Nebraska App Sessions	521	531	471	54	0	0	0	0	0	0	0	0	1,577
TOTAL CONTACTS (EXCLUDING OUTREACH)													
2023-24 Calls/Texts/Emails/Web/App	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total YTD
2023-24 Calls/Texts/Emails/Web/App	24,245	26,793	24,218	23,163	23,624	18,482	22,614	16,862	13,006	18,703	18,485	19,161	249,356
2022-23 Calls/Texts/Emails/Web/App	24,786	31,577	30,264	30,128	28,263	26,291	20,273	19,951	20,796	19,801	21,184	20,076	326,847
Overall % increase or decrease	-2%	-15%	-20%	-23%	-16%	-30%	12%	-15%	-37%	-6%	-13%	-5%	-24%
TOTAL OUTREACH													
2023-24 Outreach Contacts Iowa	Total YTD												
2023-24 Outreach Contacts Iowa	8142												
2023-24 Outreach Contacts Nebraska	Total YTD												
2023-24 Outreach Contacts Nebraska	15944												

Call Types, July 2022 – June 2023

(excludes contacts via outbound calls, website engagements, and mobile app)

PROBLEM CATEGORIES	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total	% of Total
Arts, Culture, Recreation	8	13	10	13	6	11	11	8	11	16	24	12	143	0%
Clothing/Personal/Household	336	448	321	485	432	342	313	209	247	325	301	283	4,042	3%
Disaster Services	51	49	26	26	16	18	69	19	22	373	637	344	1,650	1%
Education	75	159	20	19	7	12	21	24	22	33	14	20	426	0%
Employment	88	84	78	93	59	41	69	52	70	75	93	88	890	1%
Food and Meals	809	796	635	724	786	739	685	534	515	587	632	707	8,149	7%
Health Care	536	637	602	653	514	450	729	504	531	541	539	417	6,653	6%
Housing	3693	4101	3727	3857	3510	3302	3735	2706	2477	2868	3341	3178	40,495	34%
Income Support/Assistance	168	157	140	173	134	132	2461	3612	1989	1074	267	143	10,450	9%
Individual/Family Support	508	613	446	553	2092	746	654	331	338	369	395	395	7,440	6%
Information Services	384	499	339	341	281	248	265	221	217	236	349	398	3,778	3%
Legal, Consumer, Public Safety	404	482	412	422	315	351	398	325	330	354	358	328	4,479	4%
Mental Health and Addictions	322	373	335	336	252	269	302	298	278	295	258	243	3,561	3%
Other Government and Economy	61	68	60	65	52	49	84	43	45	58	82	63	730	1%
Transportation	426	704	766	551	409	393	412	335	450	507	784	1236	6,973	6%
Utilities	1618	1964	1710	2217	1809	1452	1658	1474	1338	1558	1554	1382	19,734	16%
Volunteers and Donations	27	38	45	70	40	43	15	16	25	231	75	27	652	1%
Total (of MAJOR needs)	9,514	11,185	9,672	10,598	10,714	8,598	11,881	10,711	8,905	9,500	9,703	9,264	120,245	100%

Unmet Needs, July 2022 – June 2023

(excludes contacts via outbound calls, website engagements, and mobile app)

UNMET NEEDS	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Total	% of Total
Arts, Culture, Recreation	2	3	3	6	1	1	3	3	4	4	3	3	36	0%
Clothing/Personal/Household	82	103	84	119	107	70	62	39	42	55	61	72	896	6%
Disaster Services	19	18	7	6	3	8	32	2	1	18	36	27	177	1%
Education	15	23	2	2	2	2	3	1	0	3	2	4	59	0%
Employment	5	1	5	2	3	1	4	3	5	7	1	3	40	0%
Food and Meals	66	55	50	45	61	60	61	42	23	46	51	50	610	4%
Health Care	57	66	53	70	59	45	58	28	34	34	42	39	585	4%
Housing	426	497	468	544	465	504	549	293	227	278	411	472	5,134	37%
Income Support/Assistance	30	29	24	54	47	25	171	78	72	209	43	14	796	6%
Individual/Family Support	45	60	69	102	426	195	146	36	38	46	46	57	1,266	9%
Information Services	13	14	10	26	12	9	16	8	4	10	12	29	163	1%
Legal, Consumer, Public Safety	42	39	54	54	50	42	44	32	25	27	45	39	493	4%
Mental Health and Addictions	25	34	23	31	22	30	25	24	22	27	23	33	319	2%
Other Government and Economy	14	13	21	12	9	10	15	6	2	18	17	15	152	1%
Transportation	170	208	189	243	192	163	160	96	96	107	121	191	1,936	14%
Utilities	78	97	86	114	107	96	116	76	60	60	90	88	1,068	8%
Volunteers and Donations	6	10	17	27	13	12	3	2	4	6	9	9	118	1%
TOTAL UNMET NEEDS	1,095	1,270	1,165	1,457	1,579	1,273	1,468	769	659	955	1,013	1,145	13,848	

Nebraska Contacts by County by Month (1 of 3), July 2023 – June 2024

(excludes contacts via outbound calls, website engagements, and mobile app)

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
NE	4,047	5,076	4,954	5,479	6,125	4,196	5,984	6,657	5,259	5,460	4,810	4,755	62,802
Adams	18	23	20	25	20	21	32	39	33	24	27	24	306
Antelope	0	2	1	4	1	0	2	3	3	1	1	0	18
Banner	0	0	0	0	0	0	0	0	0	0	0	0	0
Blaine	0	0	0	0	0	0	0	0	0	0	0	1	1
Boone	2	3	0	1	2	2	2	1	0	1	0	1	15
Box Butte	4	14	4	4	1	1	6	4	2	6	8	14	68
Boyd	0	0	1	0	1	0	0	0	0	3	1	0	6
Brown	1	0	0	0	2	0	0	4	0	1	2	4	14
Buffalo	34	36	47	48	32	24	110	123	51	42	40	49	636
Burt	6	18	6	12	6	5	12	20	19	9	14	9	136
Butler	4	6	0	6	7	4	6	4	3	7	3	2	52
Cass	9	23	19	37	37	25	31	50	44	34	33	12	354
Cedar	7	3	2	6	9	1	3	4	2	4	6	2	49
Chase	1	1	0	0	1	1	3	3	0	0	1	2	13
Cherry	1	2	1	2	2	1	1	2	2	1	2	0	17
Cheyenne	9	15	14	14	9	8	12	6	8	10	6	7	118
Clay	4	4	10	12	5	3	6	6	4	4	3	2	63
Colfax	7	4	6	14	4	2	1	10	3	5	7	4	67
Cuming	3	6	7	4	5	1	9	0	3	7	3	5	53
Custer	4	3	3	7	9	6	5	4	3	2	7	3	56
Dakota	12	18	14	15	7	13	9	10	14	7	9	1	129
Dawes	7	12	6	12	10	13	9	8	3	9	17	11	117
Dawson	10	11	9	15	23	24	21	14	10	8	10	14	169
Deuel	3	0	4	0	2	1	3	2	2	1	0	0	18
Dixon	1	1	3	0	1	1	0	1	2	3	2	1	16
Dodge	25	34	31	43	42	36	29	40	34	32	31	27	404
Douglas	2,776	3,582	3,483	3,809	4,604	2,940	4,031	4,501	3,583	3,861	3,414	3,461	44,045
Dundy	0	0	1	3	0	0	2	0	1	0	0	0	7
Fillmore	5	0	2	5	2	0	2	1	4	6	1	1	29
Franklin	1	0	2	1	1	1	1	1	2	3	1	2	16

Nebraska Contacts by County by Month (2 of 3), July 2023 – June 2024

(excludes contacts via outbound calls, website engagements, and mobile app)

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
Frontier	1	1	1	1	0	1	0	2	1	1	2	2	13
Furnas	2	5	5	2	3	3	6	7	4	3	4	3	47
Gage	21	31	19	31	34	10	21	28	12	18	18	10	253
Garden	0	1	5	9	9	3	0	0	1	1	7	1	37
Garfield	0	1	0	1	0	0	0	0	1	1	0	0	4
Gosper	1	1	0	0	0	0	0	3	3	0	0	0	8
Grant	0	1	0	0	0	0	0	0	0	0	0	0	1
Greeley	0	2	0	1	0	0	0	0	0	1	0	1	5
Hall	110	84	77	90	63	56	149	236	148	114	72	77	1,276
Hamilton	2	5	5	8	11	5	11	13	12	9	4	5	90
Harlan	1	2	1	1	3	1	1	0	1	1	0	7	19
Hayes	0	0	0	0	1	0	0	0	1	0	0	0	2
Hitchcock	1	0	1	0	1	1	2	4	2	0	2	6	20
Holt	8	9	2	16	10	3	7	6	5	3	4	7	80
Hooker	1	0	0	0	0	0	0	0	0	0	0	0	1
Howard	3	3	1	2	1	1	5	13	7	3	2	0	41
Jefferson	3	6	2	5	1	7	8	4	6	5	9	2	58
Johnson	3	0	3	3	5	3	2	3	3	1	3	1	30
Kearney	4	1	0	0	2	4	9	12	1	2	1	0	36
Keith	3	6	11	4	11	6	19	12	8	11	10	5	106
Keya Paha	0	1	0	0	0	0	0	0	0	0	0	0	1
Kimball	5	3	3	4	5	2	0	1	6	4	7	1	41
Knox	2	0	8	6	7	2	6	5	1	0	3	1	41
Lancaster	496	521	518	592	492	452	583	478	422	487	472	452	5,965
Lincoln	17	25	17	31	24	21	39	31	34	32	24	19	314
Logan	0	0	0	1	0	0	0	1	1	0	2	0	5
Loup	0	0	0	0	1	0	0	0	0	0	0	0	1
Madison	19	45	44	47	51	34	36	37	36	35	18	16	418
Mcperson	0	0	0	0	0	0	0	0	0	0	0	0	0
Merrick	3	3	3	12	2	1	2	8	8	2	3	3	50
Morrill	2	1	4	4	1	3	4	4	1	1	1	2	28
Nance	2	1	0	0	0	1	0	0	2	1	3	5	15
Nemaha	3	6	5	6	3	2	4	2	4	6	3	2	46

Nebraska Contacts by County by Month (3 of 3), July 2023 – June 2024

(excludes contacts via outbound calls, website engagements, and mobile app)

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Total
Nuckolls	0	0	1	1	0	0	8	5	4	1	1	2	23
Otoe	11	14	10	7	14	11	9	15	19	8	11	9	138
Pawnee	0	3	0	2	2	2	0	1	4	2	3	1	20
Perkins	1	1	1	0	3	1	1	0	2	1	4	1	16
Phelps	6	6	4	15	5	5	6	5	2	5	5	6	70
Pierce	1	5	9	11	1	3	1	3	2	7	7	3	53
Platte	19	8	14	41	24	20	21	37	25	22	19	19	269
Polk	1	2	2	5	0	0	8	3	4	4	1	0	30
Red Willow	4	5	12	13	10	8	31	67	32	16	6	7	211
Richardson	0	1	6	4	3	6	11	11	12	0	4	4	62
Rock	1	0	0	0	1	1	0	0	0	0	0	0	3
Saline	13	12	6	8	6	11	8	7	3	4	5	8	91
Sarpy	233	321	311	259	340	251	485	613	488	425	280	274	4,280
Saunders	8	6	10	11	10	19	9	11	7	13	14	6	124
Scotts Bluff	40	57	67	58	53	41	52	44	40	43	49	44	588
Seward	7	8	3	8	8	9	4	4	3	1	3	7	65
Sheridan	8	4	11	3	10	6	9	0	2	5	15	5	78
Sherman	0	3	5	3	4	2	2	5	2	1	4	1	32
Stanton	5	2	2	1	2	1	1	1	1	1	0	0	17
Thayer	2	1	2	8	7	1	1	4	2	0	4	4	36
Thomas	1	0	0	1	0	0	0	0	0	0	0	0	2
Thurston	3	7	5	1	9	11	0	2	3	11	7	6	65
Unknown	0	0	0	0	2	0	3	1	1	1	2	1	11
Valley	2	1	0	0	1	2	1	1	2	2	0	2	14
Washington	7	10	15	12	6	16	15	14	15	36	30	32	208
Wayne	1	2	0	5	1	2	2	2	2	1	1	1	20
Webster	3	2	2	0	2	0	0	0	0	0	2	2	13
Wheeler	0	0	0	1	0	0	2	0	1	2	0	1	7
York	3	9	25	25	15	11	32	30	15	15	10	22	212

United Way of the Midlands/NE211 Helpline Funding Budget vs. Actual

July 2023 to June 2024

United Way of the Midlands / NE211 Helpline Funding Budget vs Actual

July 1, 2023 – June 30, 2024

	Budget FY24	Actual FY24
Afterhours Staff	300,000	351,301
Administrative Staff	60,000	52,761
.5 FTE HR Manger	50,000	54,278
Occupancy Expense	275,000	257,998
Outreach, Promotion, Printed Materials	165,000	186,997
Marketing Manager	85,000	39,976
Outreach Coordinator	79,000	61,400
Outreach Van	10,000	15,460
Database Update, Maintenance	15,000	97,662
Website Improvements	65,000	33,431
Cost of Out-State Calls	35,000	12,436
Supplement Day Staff	20,091	-
	1,159,091	1,163,698
10% Admin Fee	115,909	116,370
Total State Funding Ask	1,275,000	1,280,068
Excess Over Budget		(5,068)
		1,275,000
Annual Budget/Actual	2,750,649	3,110,268
State Portion of Expense	46%	41%
Expenses Funded from Other Sources	1,475,649	1,830,200

211 Funding Sources

211 Funding Source		
Source	Amount	Description
State of Nebraska/PSC	1,275,000	
State of Nebraska/DHHS	346,135	Aging Disability Resource Center and Medicaid Administrative Claims
State of Nebraska/Crime Commission	119,839	Save Our Seniors Program
Nebraska Children and Families Foundation	84,942	Help Me Grow Program
Unite Nebraska/CyncHealth	238,748	Social Determinants of Health System Covering State of NE
Iowa 211	725,651	211 Iowa Program
Other Grants and Funding	150,388	Lyft, Military, and Illinois Programs
Designations/In-Kind	135,445	Donor and UWM Contributions
Miscellaneous Fees	34,121	NPPD, ISU After Hours, HMHB
TOTAL	3,110,268	