

**United Way**  
**2-1-1:**  
**Atlanta's**  
**Experience**

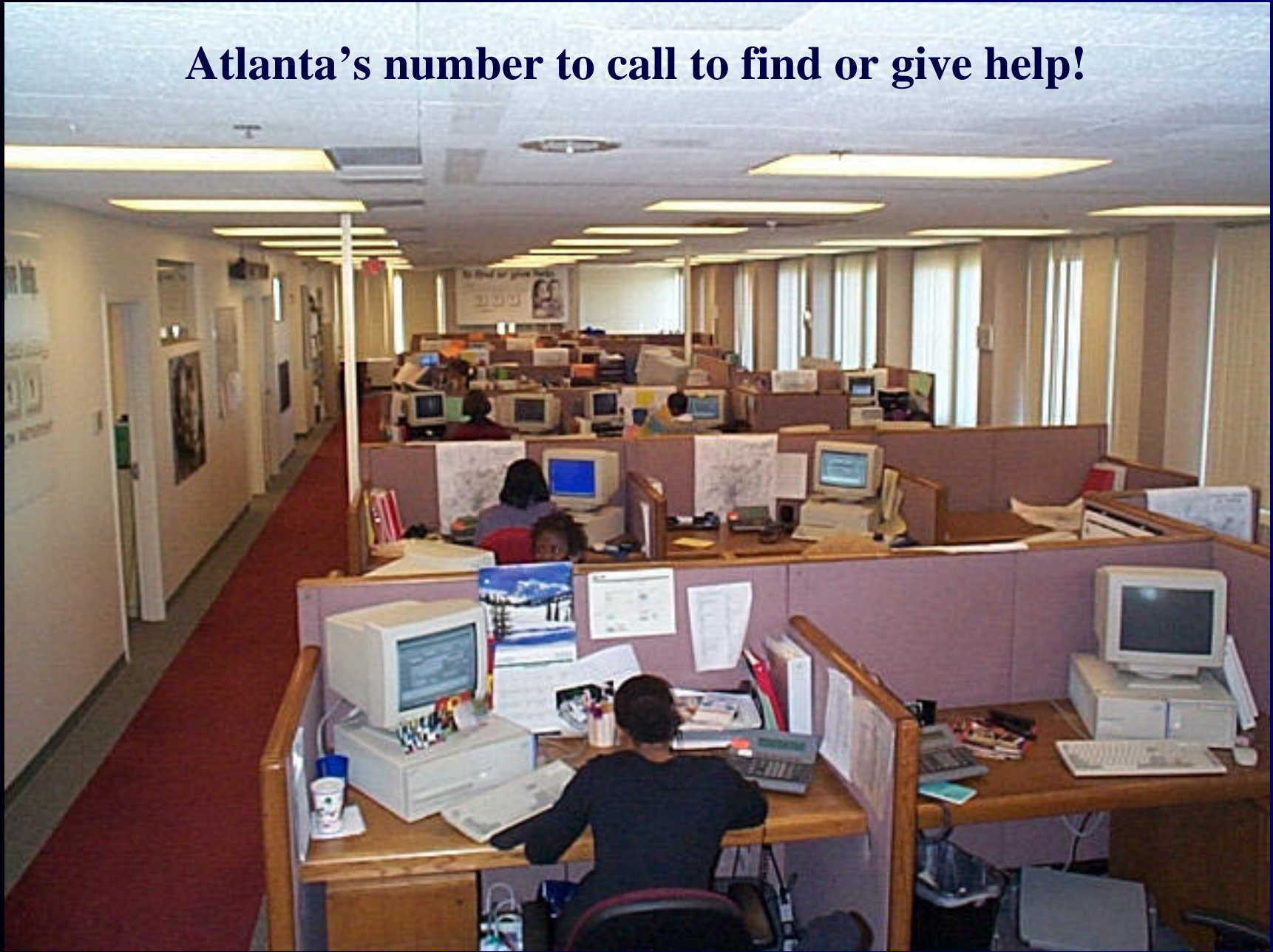


# United Way 211

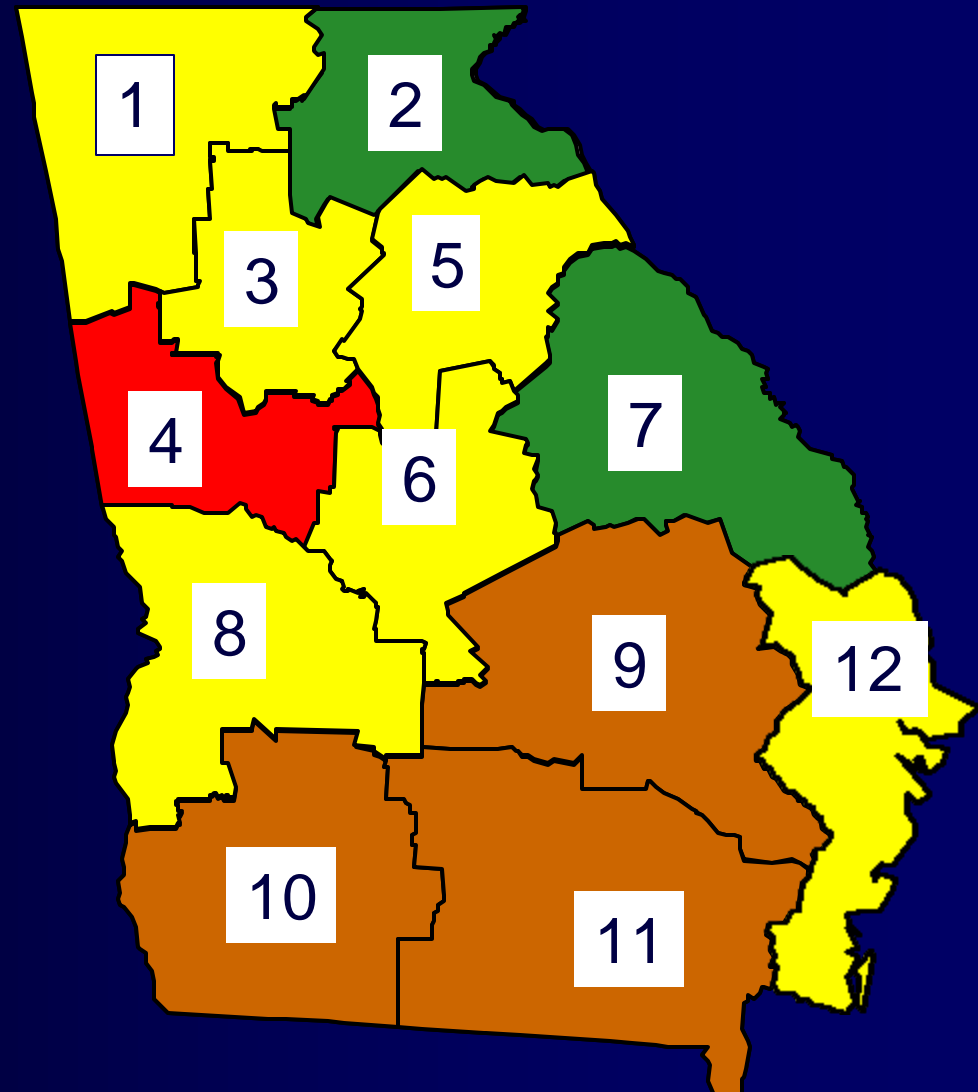


- Nation's first 3-digit connection to community life (to find or give help)
- Serving 4+ million Georgians since June, 1997 [13 counties].
- A division of the United Way of Metropolitan Atlanta

**Atlanta's number to call to find or give help!**



# Georgia 2-1-1 Regional Breakdown



# 2-1-1 in Atlanta

## Key Terms

- “Social Utility”
- “Social Barometer”

## Key Applications

- Year Round Visibility
- Community Building Tool
- Investment Tool
- Campaign Tool

# Community Expectations

- High degree of “human touch”
- Efficiency/Effective use of technology
- Accurate referrals
- Consistent
- Excellent customer service
- A place to express feedback
- Influential in developing resources/filling gaps

# 211 as a “Social Utility”

- Broad community ownership & use
- Quality defined according to consumer satisfaction and industry standards

# Community Ownership/Use

- In 2001, handled 263,000 calls
- Weekday Average = 1,200
- Weekend Average = 500
- Increase of 35% over previous year
- Call volume tripled over 5 years
- Over 2500 programs
- Agencies #1 referral source

# Community Partnerships

- Corporate Family Assistance Program
- Stabilization Project
- Bridge of Transition -foster after-care program
- DFACS- Family Care Program
- Bully Card
- Georgia 2-1-1

# Callers Satisfaction Data

Offer survey to 95% of all callers

- Overall satisfaction with services? 88%
- Recommend service to others? 98%

## 2-1-1 as a “Social Barometer”

- Real-time connection to the community
  - September 11th
- Community resource tracking data
  - Family Shelter
- Feedback on service delivery system and organizations
  - Gifts in Kind Atlanta

# Year Round Visibility

Between July 1 and December 31, 2001

- 12 TV news stories or appearances
- 27 interviews resulting in inclusion in 20 printed articles
- Stories include:
  - Natural Gas Crisis
  - Response to September 11
  - Domestic Violence
  - Rental Property Evictions
  - Predatory Lending

## 2-1-1 as a Community Building Tool

- Caller data adds citizen's voice in setting a human care agenda for the community
- Day to day relationships with referral organizations provides a steady stream of contacts and subject expertise for community initiatives
- Wide range of opportunities for engaging individuals, companies, organizations and government

## 2-1-1 as an Investment Tool

- Caller data used in creating priorities in our investment work
  - Family Sheltering
  - Emergency Financial Assistance
  - Residential Substance Abuse Treatment
- Caller reports have been used to review grantee capacity, accessibility

# 2-1-1 as a Campaign Tool

- Raised approximately \$1 million directly as a result of 2-1-1
  - Foundations
  - Corporate
  - Specific Care
- A favorite LE topic at rally's
  - Easy to explain
  - Always relevant to audience

# For More Information

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