

**BEFORE THE PUBLIC SERVICE COMMISSION OF
THE STATE OF MISSOURI**

In the Matter of the Reapplication of)	
The United Way of Greater Kansas City, Inc.)	
f/k/a The Heart of America United Way, Inc.)	
for an Order of the Commission Granting it)	Case No. _____
Continuing Authority as an Information)	
and Referral Provider for purposes of)	
211 service)	

REAPPLICATION FOR 211 AUTHORITY

Comes now The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United Way, Inc. (hereinafter “UWGKC” or “Applicant”), by and through its attorneys, pursuant to 4 CSR 240-32.200 (8) and respectfully submits this reapplication to the Missouri Public Service Commission:

1. Applicant, UWGKC, is a nonprofit corporation organized and existing under the laws of the State of Missouri and as defined by section 501(c) (3). It is the survivor in an Agreement and Plan of Merger between The Heart of America United Way, Inc., (HOA) Bi-County United Way of Cass and Jackson, Inc., (BC) United Way of Johnson County, Inc. (JC) and United Way of Greater Kansas City, Inc. Under the terms of the Agreement and Plan of Merger UWGKC, JC and BC merged into HOA, with HOA surviving as the continuing corporation under a different name, “United Way of Greater Kansas City, Inc.”

2. Attached as Exhibit 1 is a certificate of good standing for UWGKC issued by the Missouri Secretary of State. The merger of the entities did not affect UWGKC’s tax exempt status. A copy of the tax exempt letter issued by the Internal Revenue Service is attached hereto as Exhibit 2. A copy of a confirmation of tax status issued by the Internal Revenue Service is attached as Exhibit 3.

3. Questions or inquiries concerning this Application may be directed to:

Mark W. Comley
NEWMAN, COMLEY & RUTH P.C.
601 Monroe Street, Suite 301
P.O. Box 537
Jefferson City, MO 65102-0537
(573) 634-2266 (Tel)
(573) 636-3306 (Fax)

and,

Michelle Overstreet Hogerty
Chief Operating Officer
United Way of Greater Kansas City, Inc.
1080 Washington Street
Kansas City, MO 65105-2249
(816) 559-4601 (Tel)
(816) 472-6623 (Fax)
michellehogerty@uwgkc.org

4. Effective June 18, 2004, UWGKC was authorized by the Commission in Case No. AO-2004-0036 to serve as a Missouri Information and Referral (I&R) Provider for the exchanges listed on Schedule 1 to this Application for a period of three years.

5. On March 16, 2007, Applicant, under its previous legal name, filed an application pursuant to Commission rule 4 CSR 240-32.200 for continuing authority as an I&R Provider for purposes of 211 service. Effective June 18, 2007, in File No. TO-2007-0338, the Commission granted UWGKC's application for continuing authorization to serve as a 211 I&R Provider for another period of three years.

6. On July 29, 2010, Applicant filed an application, pursuant to Commission rule 4 CSR 240-32.200, for continuing authority as an Information and Referral Provider (I&R), for purposes of 211 service. Effective January 22, 2011, in File No. AO-2011-0025, the Commission again extended Applicant's authority for three years in the scheduled exchanges.

7. This reapplication for 211 authority is being filed at least 90 days before the expiration of Applicant's authority as extended. Under Commission Rule 4 CSR 240-32.200(8) this reapplication is therefore timely.

8. Operating under its continuing authority UWGKC has provided service as an I&R Provider in accord with all applicable Commission rules and Missouri statutes, and wishes to continue as the authorized Missouri I&R Provider in the exchanges herein identified.

Judgments, Annual Reports

9. Applicant does not have any pending action or final unsatisfied judgments or decisions against it from any state or federal agency or court which involves customer service or rates, which action, judgment or decision has occurred within three (3) years of the date of the application.

10. No annual report or assessment fees from the Applicant are overdue.

Monitoring and Personnel

11. Applicant's 211 telephone line is and will continue to be monitored by trained Information and Referral Specialists 24 hours a day, 365 days per year. All Call Specialists will be Applicant's employees.

12. 211 will offer a caller a choice to leave a message to be returned within 30 minutes. 2-1-1 does not send a caller to a voice mail; the caller may choose this option by selecting a prompt. Otherwise, calls will wait in queue for the next available Call Specialist. This queue will be monitored by the Call Center Manager at all times to ensure appropriate response time; additional Call Specialists will be made available during crises or peak periods, or when the average wait time is excessive. During 2013, Applicant achieved the milestone of receiving its one millionth telephone call.

Accreditation

13. UWGKC adheres to the current version of the Standards for Professional Information & Referral which were revised by the Alliance of Information and Referral Systems, Inc. (AIRS) in April 2013. UWGKC completed the three phases of AIRS accreditation with a site visit on November 7, 2011. On December 5, 2011 AIRS notified UWGKC that it had passed its site visit and UWGKC received its accreditation valid from November 2011 to October 2016.

14. UWGKC provides comprehensive services pursuant to the AIRS standards. The inquirer has one-to-one human contact with a trained, paid staff Call Specialist who: assesses the needs of the inquirer, identifies appropriate resources, provides appropriate referral(s), helps inquirers for whom services are unavailable by locating alternative resources, and when necessary, actively participates in linking the inquirer to needed services. To illustrate the extent of and reliance upon UWGKC's services, the 2012 Service Snapshot is attached hereto as Exhibit 4 for the Commission's information.

Resource Sharing and Collaboration; Call Tracking

15. UWGKC will share its resource database with other Missouri I&R Providers as they become authorized through its new online public searchable database. This database will be actively updated in compliance with AIRS standards.

16. UWGKC has written agreements with specialized information and referral systems such as: AFL - CIO Community Services in St. Joseph, child care resource and referral, Area Agencies on Aging, Missouri State Emergency Management Agency, The Whole Person, emergency management systems, and Kansas City Missouri 311.

17. UWGKC measures outcomes for operation of a 211 call center through such means as resource database inquirer call logs indicating inquirer needs and requests, unmet needs, agencies receiving referrals, inquires by geographic area and zip code, inquirer demographics; and measures through call management software (metrics) performance such as average wait time, average answer time, average hold time, calls abandoned, total call volume and average call length and call grading for all Call Specialists through the ShoreTel call recording system to monitor protocols and customer service.

18. UWGKC works collaboratively with local United Ways and works collaboratively with United Way of Greater St. Louis, Inc. United Way of Greater St. Louis and UWGKC resource staff meet on a regular basis to classify and properly index agencies, programs and services in the resource database. Both United Way 2-1-1s in Kansas City and St. Louis purchased a single shared database that covers all counties of Missouri, 9 Illinois counties and 7 Kansas counties. The database went live in March 2013. Both 211s collaborate on reviewing operational and outcome methods for consistency to assure unified service delivery from both 211s to all residents in this three state service area.

Inclusion/Exclusion Criteria

19. UWGKC has established and has applied criteria for inclusion and exclusion of human service entities for its database. Those criteria are attached as Exhibit 5.

Information and Referral Database

20. UWGKC maintains a computerized information and referral database that provides updated information and resource data, and collects caller information. Caller data collection capacity includes: demographic information, number in household, asked if a first time caller, age, number of children in household 17 years or younger, current employment status,

currently homeless, veteran status, referred by, gender, ethnicity and marital status. The type of call is recorded (information, referral, advocacy, and crisis), type of service request, narrative/notes, start time/duration/end time, referral(s) made, follow-up assignment and outcomes. The ServicePoint database at this writing is currently populated by over 32,000 services. Update solicitation is completed quarterly for 1/4 of the total number of entries.

Other Terms and Provisions

21. The Applicant ensures quality of service and caller and customer satisfaction through follow-up. In an effort to improve follow up procedures, UWGKC initiated a formal follow-up policy and process in March, 2007. The policy includes contacting a random selection of at least 2% of those callers who were provided referrals (only callers who volunteer are contacted) and includes inquiring about quality of service provided by the call specialist, problem resolution, and appropriateness of referral(s). Two measurements are calculated from follow-up calls to measure outcomes. One is the percentage of callers who followed-up on their referrals and the second is the percentage of callers who were satisfied with the service of UWGKC.

22. UWGKC publicizes the service through a marketing and communications plan which was implemented in March, 2006. The plan utilizes a targeted population strategy such that human resources professionals, law enforcement, emergency management, public/private/parochial schools, health and human service agencies and similar groups or firms are selected for most information campaigns. UWGKC will conduct a public awareness campaign for United Way 2-1-1 in early summer of 2014.

23. UWGKC provides Relay services for speech and hearing impaired individuals and utilizes Optimal Interpreter Services for multi-lingual accessibility in 150 languages.

24. UWGKC provides a full time Health Care Advocate to assist callers with complex health issues.

25. UWGKC is adding a new full time Veterans Advocate to help returning Veterans and their families connect with Veteran Specific and other resources.

26. UWGKC has a program with an RN and a MSW to accept referrals from emergency responders (fire departments and paramedics) to assist people who contacted 911 for non-emergency needs in connecting with needed services.

27. Applicant possesses sufficient technical, financial and managerial resources and abilities to become the I&R Provider for the telephone exchanges within the counties identified in its application. A detailed description of its qualifications in these areas including brief biographies of its key staff is attached as Exhibit 6.

28. Applicant is ready and willing to abide by Commission rules, regulations and policies; the waiver requested above to apply strictly to this reapplication.

29. Applicant seeks continued authority to serve as a Missouri I&R Provider in the exchanges listed in Schedule 1.

30. Approving UWGKC's reapplication for 211 service is in the public interest.

WHEREFORE, The United Way of Greater Kansas City, Inc. respectfully requests the Commission to enter an order granting it renewed authority as a Missouri Information and Referral Provider in the telephone exchanges within the counties described herein, together with such other relief and authority the Commission deems just.

Respectfully submitted,

/s/ Mark W. Comley

Mark W. Comley MBE# 28847
NEWMAN, COMLEY & RUTH P.C.
601 Monroe Street, Suite 301
P.O. Box 537
Jefferson City, Missouri 65102-0537
573/634-2266
573/636-3306 FAX
comleym@ncrpc.com

Attorneys for United Way of Greater Kansas City,
Inc.

Certificate of Service

I hereby certify that a true and correct copy of the above and foregoing document was sent via e-mail on this 13th day of October, 2013, to General Counsel's Office at staffcounservice@psc.mo.gov; and Office of Public Counsel at opcservice@ded.mo.gov.

/s/ Mark W. Comley

Mark W. Comley

ATTORNEY VERIFICATION

STATE OF MISSOURI)
) ss.
COUNTY OF COLE)

I, Mark W. Comley, being first duly sworn, do hereby certify, depose and state that I am the attorney for The United Way of Greater Kansas City, Inc., f/k/a The Heart of America United way, Inc., applicant in this proceeding; that I have read the above and foregoing Reapplication for 211 Authority and the allegations therein contained are true and correct to the best of my knowledge, information and belief; and I further state that I am authorized to verify the foregoing application by the above said applicant.

/s/ Mark W. Comley
Mark W. Comley

Subscribed and sworn to before me, a Notary Public, this 13th day of October, 2013.

/s/ Annette M. Borghardt
Notary Public for Cole County, Missouri
My Commission expires 3-11-2014
Commission #10436657

Index of Exhibits

Exhibit 1	Certificate of Good Standing
Exhibit 2	Tax Exempt Letter
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Schedule 1	List of Exchanges

STATE OF MISSOURI



Jason Kander
Secretary of State

**CORPORATION DIVISION
CERTIFICATE OF GOOD STANDING**

I, JASON KANDER, Secretary of the State of Missouri, do hereby certify that the records in my office and in my care and custody reveal that

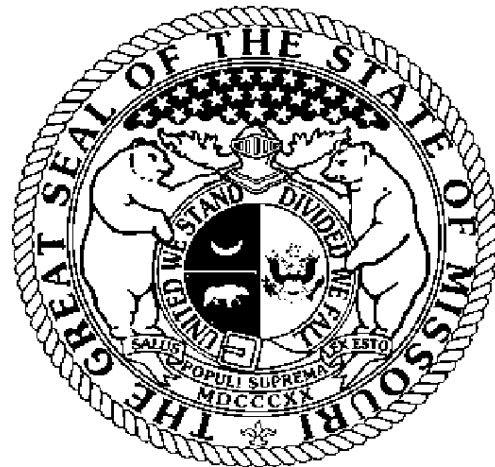
**UNITED WAY OF GREATER KANSAS CITY, INC.
N00007521**

was created under the laws of this State on the 3rd day of June, 1967, and is in good standing, having fully complied with all requirements of this office.

IN TESTIMONY WHEREOF, I have set my hand and imprinted the GREAT SEAL of the State of Missouri, on this, the 10th day of October, 2013

A handwritten signature in cursive script that reads "Jason Kander".

Secretary of State



Certification Number: 15694420-1 Reference:
Verify this certificate online at <https://www.sos.mo.gov/businessentity/soskb/verify.asp>

Internal Revenue Service

Date: September 5, 2007

**UNITED WAY OF GREATER KANSAS CITY
1080 WASHINGTON ST
KANSAS CITY MO 64105-2216**

**Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201**

Person to Contact:
Paul Perry 17-57103
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
44-0545812

Dear Sir or Madam:

This is in response to your request of September 5, 2007, regarding your organization's tax-exempt status.

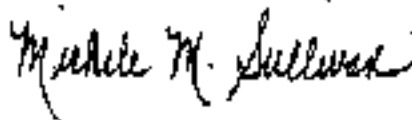
In December 1947 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations 1

Internal Revenue Service
Director, Exempt Organizations
Rulings and Agreements

Department of the Treasury
P.O. Box 2508
Cincinnati, Ohio 45201

Date: ~~AUG~~ 30 2007

United Way of Greater Kansas City, Inc.
1080 Washington St
Kansas City, MO 64105-2216

Person to Contact - ID#:
Dan Berry - 31-07846
Contact Telephone Numbers:
877-829-5500 Phone
Federal Identification Number:
44-0545812

Dear Sir or Madam:

By our determination dated December 1947, you were held to be exempt from Federal Income Tax under the provisions of section 501(c)(3) of the Internal Revenue Code.

You recently furnished us information that Bi-County United Way of Cass & Jackson, Inc. and United Way of Johnson County Inc. merged with Heart of America United Way, Inc. Based on the information submitted, we have determined that the merger does not affect your exempt status. The organization will continue using Employer Identification Number 44-0545812 and the organization has changed its name to United Way of Greater Kansas City, Inc.

Please let us know about any further changes in the character, purposes, method of operation, name or address of your organization.

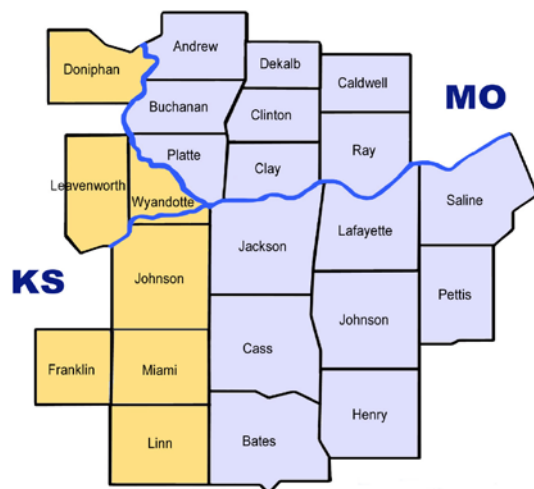
If you have any questions regarding this matter, please contact the person whose name and telephone number appear in the heading of this letter.

Sincerely,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure



2012 Service Snapshot

United Way 2-1-1 of Greater Kansas City

is a free, confidential, nationally accredited information and referral service available 24 hours a day. By dialing 2-1-1, a single call connects people in the community with trained call specialists who will guide them to find resources for their specific situation.

The following report is a small snapshot of the data United Way 2-1-1 collects from calls, intended to show trends in needs and areas of our community.

Below is a comparison of total needs and unmet needs in four areas. $\Delta\%$ refers to the "percent change" from 2010 to 2011, first for total needs, and second for unmet

	2012	2011	$\Delta\%$
Total Calls	170,277	150,228	13.3%
Local Calls	161,234	142,445	13%
Contract Calls	9,043	7,783	16%
Emails	341	199	71%
Web Visitors	51,250	44,400	15%
Total Contacts	221,868	194,827	14%

Top 10 Education Needs	2012 Total	Unmet	% Unmet	2011	$\Delta\%$	Unmet	$\Delta\%$
School Supplies	775	27	3.5%	572	35.5%	77	-64.9%
Child Care	289	27	9.3%	220	31.4%	7	285.7%
GED	178	0	0.0%	181	-1.7%	1	-100.0%
Child Protective Services	145	2	1.4%	121	19.8%	0	
School/Children's Ed Services	144	6	4.2%	72	100.0%	4	50.0%
Parenting Education	71	1	1.4%	60	18.3%	0	
Adult Protective Services	68	2	2.9%	51	33.3%	1	100.0%
Education Loan/Payment	63	34	54.0%	45	40.0%	30	13.3%
Senior Centers	60	1	1.7%	47	27.7%	2	-50.0%
Post-Secondary Education	60	2	3.3%	36	66.7%	2	0.0%
Total Education Needs	2,180	118	5.4%	1,777	22.7%	152	-22.4%

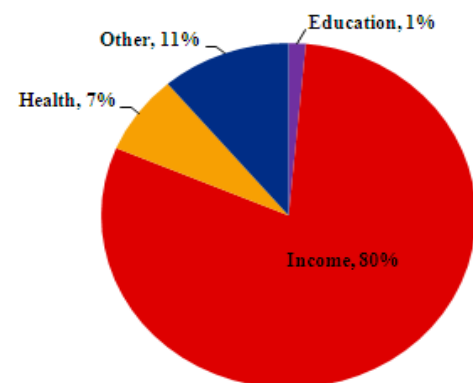
Top 10 Income Needs	2012 Total	Unmet	% Unmet	2011	$\Delta\%$	Unmet	$\Delta\%$
Electric Bill Assistance	39,870	3,429	8.6%	39,708	0.4%	4,477	-23.4%
Gas Bill Assistance	13,386	1,068	8.0%	17,048	-21.5%	1,604	-33.4%
Rent Payment Assistance	12,836	2,005	15.6%	14,460	-11.2%	2,183	-8.2%
Food Pantries	8,258	141	1.7%	6,996	18.0%	139	1.4%
Water Bill Assistance	6,579	664	10.1%	6,033	9.1%	898	-26.1%
Homeless Shelter	3,992	194	4.9%	3,178	25.6%	157	23.6%
Holiday Gifts	2,817	295	10.5%	2,555	10.3%	343	-14.0%
Rent Deposit Assistance	2,425	762	31.4%	2,230	8.7%	884	-13.8%
Tax Preparation	1,828	48	2.6%	1,800	1.6%	56	-14.3%
Furniture	1,809	153	8.5%	1,519	19.1%	39	292.3%
Total Income Needs	117,817	12,349	10.5%	114,390	3.0%	13,395	-7.8%

Top 10 Health Needs	2012 Total	Unmet	% Unmet	2011	$\Delta\%$	Unmet	$\Delta\%$
Prescription Assistance	1,761	47	2.7%	1,432	23.0%	40	17.5%
Dental Care	1,603	49	3.1%	1,373	16.8%	45	8.9%
Health Clinics	1,388	27	1.9%	862	61.0%	21	28.6%
Glasses/Contacts	466	22	4.7%	432	7.9%	22	0.0%
Health Information	410	8	2.0%	301	36.2%	6	33.3%
Medical Expense Assistance	395	132	33.4%	287	37.6%	98	34.7%
Medical Equipment/Supplies	331	7	2.1%	254	30.3%	12	-41.7%
General/Family Counseling	285	8	2.8%	216	31.9%	3	166.7%
Health Insurance Info/Counsel	255	8	3.1%	208	22.6%	1	700.0%
Medical Transportation	246	38	15.4%	179	37.4%	31	22.6%
Total Health Needs	10,954	467	4.3%	8,138	34.6%	377	23.9%

Top 10 Other Needs	2012 Total	Unmet	% Unmet	2011	$\Delta\%$	Unmet	$\Delta\%$
Legal Assist/Representation	893	18	2.0%	567	57.5%	12	50.0%
City Government/Public Works	750	2	0.3%	476	57.6%	3	-33.3%
Landlord/Tenant/Housing Legal	336	1	0.3%	250	34.4%	4	-75.0%
Records/Licenses/Permits	314	95	30.3%	155	102.6%	37	156.8%
United Way Information	305	3	1.0%	313	-2.6%	1	200.0%
Police/Sheriff	220	3	1.4%	107	105.6%	0	
Donation Pick Up	193	2	1.0%	171	12.9%	6	-66.7%
Volunteering, General	175	1	0.6%	93	88.2%	2	-50.0%
Senior Information & Referral	174	1	0.6%	183	-4.9%	2	-50.0%
Donation, In-Kind	158	9	5.7%	270	-41.5%	18	-50.0%
Total Other Needs	16,523	583	3.5%	16,668	-0.9%	458	27.3%

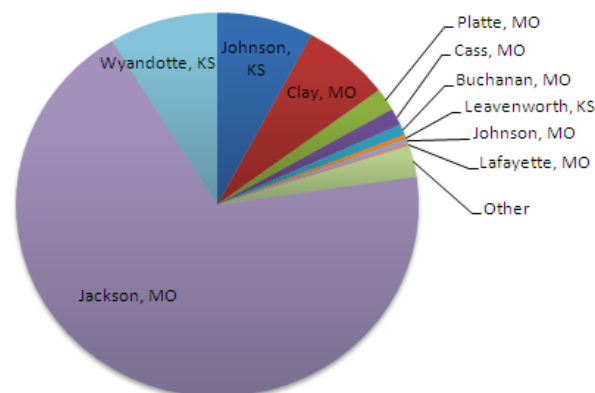


Needs by Issue Area



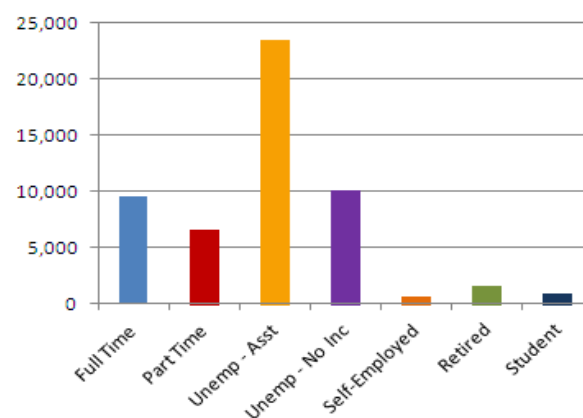
Callers by Top 10 Counties

Jackson, MO	79,072	68.6%
Wyandotte, KS	10,098	8.8%
Johnson, KS	8,947	7.8%
Clay, MO	8,149	7.1%
Platte, MO	2,201	1.9%
Cass, MO	1,628	1.4%
Buchanan, MO	1,054	0.9%
Leavenworth, KS	438	0.4%
Johnson, MO	351	0.3%
Lafayette, MO	334	0.3%
Other	3,065	2.7%



Callers by Employment Status

Full Time	9,611	18.2%
Part Time	6,540	12.4%
Unemployed - Receiving Asst	23,504	44.5%
Unemployed - No Income	10,129	19.2%
Self-Employed	581	1.1%
Retired	1,526	2.9%
Student	909	1.7%
Total Answers Provided	52,800	



United Way 2-1-1
United Way of Greater Kansas City

Database Inclusion/Exclusion Criteria

United Way 2-1-1 of Greater Kansas City follows the standard practices established by the Alliance of Information and Referral Systems (AIRS) for inclusion/exclusion criteria.

- 1) The agency/service provider must provide a human service; definition below

The activities of human services professionals which help people become more self-sufficient, sustain independence, strengthen family relationships, support personal and social development and ensure the well-being of individuals, families, groups and communities. Specific human services include ensuring that people have access to adequate food, shelter, clothing and transportation; financial resources to meet their needs; consumer education and decision support, criminal justice or legal services; education and employment; health and mental health care including substance abuse services; and environmental protection; both routinely and in times of disaster or other emergencies. Human services also facilitate the capabilities of people to care for children or other dependents; ensure that protective services are available to those who are vulnerable; provide for the support of older adults and individuals with disabilities; offer social, faith-based and leisure-time activities; provide for the cultural enrichment of the community; and ensure that people have the information they need to fully participate in community life.

NOTE: From the Alliance of Information and Referral Systems (AIRS), as adapted from the definition of “social work” in the Dictionary of Social Work published by the National Association of Social Work.

- 2) The agency/service provider must serve the residents of the United Way 2-1-1 23 county coverage region
- 3) The agency/service provider must have been in existence more than 6 months in order to indicate a degree of permanence, unless either of the following is the case: is an affiliate of an established service provider with multiple locations; or is the result of a community or coalition planning process
- 4) The agency/service provider may be either government or non-profit 501-(C) 3. For-profit organizations and unincorporated groups meeting critical human service needs may also be included following review.
- 5) Services consistently and systemically tracked by another organization that gives referrals to the public may be included or excluded at the option of United Way 2-1-1 (i.e. mental health practitioners in areas with a comprehensive mental health referral service)

Inclusion Criteria:

- Other agencies providing information and referral; including specialized I&R's
- Essential service agencies (food, shelter, clothing)
- Government agencies (local, state, Federal)
- Agencies located in bordering states if they serve residents of the United Way 2-1-1 coverage region
- Advocacy organizations related to health and human service issues
- Self-help support groups (local, state, regional, national)
- Licensed for-profit and non-for-profit hospitals, long term and continuing care facilities, adult day services, clinics, home health providers, congregate meal sites, food pantries, soup kitchens, community food banks
- Hotlines and other general and specialized information and referral services administered by not-for-profit organizations
- Consumer protection resources and basic business services that are government designated or contracted
- Educational resources, including schools for special needs, state and community colleges
- National organizations serving residents in the United Way 2-1-1 coverage region
- Professional associations for health and human service providers
- Quasi-public/private agencies
- Housing referral organizations
- Organizations, such as faith-based and civic groups, that offer a service for the community at large which is not restricted to their members
- Social or fraternal organizations that perform a community service
- Chambers of Commerce
- Local, state and Federal emergency management agencies
- Jurisdictional health departments, clinics and community services
- For-profit organizations offering a service that is not easily accessible in the public-non-profit sector (such as summer camps)
- Others as determined appropriate after review

Exclusion/Criteria:

- Organizations which discriminate on the basis of ethnicity, age, gender, religion or sexual orientation
- Organizations engaged in illegal or fraudulent activities
- Agencies which misrepresent their services in any way, including non-delivery of listed services
- Individual practitioners
- Organizations and/or professionals which are not licensed, if service is in an area where licensing standards exist
- Political and issue-oriented advocacy groups such as pro-choice and pro-life, pro-gun and anti-gun control groups

- Faith-based community programs that provide services only to their own members
- National organizations with local chapters that directly administer services. The local chapter can be listed, and their affiliation may be noted in their description. However, if the national organization also delivers services to the public, it will also be listed.
- Organizations that exist solely to serve the clients of another service provider. For example, if a counseling service only serves clients of MO FSD under a contract, the counseling service will not be included.
- For-profit organizations that offer and charge for hotlines, other general and specialized information and referral, group therapy, support groups, etc.
- Trade associations
- Web site chat rooms
- For-profit home care businesses that offer homemakers, companions, chore assistance services; but that do not offer home health services such as nursing or home health aides?
- Others as determined after review

Disclaimer:

Special conditions may apply for agencies and or programs that serve vulnerable populations, programs will be reviewed for inclusion.

Inclusion of a program/service does not in any way represent or imply a determination or approval of the quality of those services; nor does it imply endorsement by United Way 2-1-1.

Exclusion does not reflect on any organization's contribution to the community.

United Way 2-1-1 may reserve the right to review an organization/program/service based on additional criteria such as: Board of Directors oversight, number of hours the telephone number is answered, whether there is at least one paid employee, etc.)

***Inclusion/Exclusion Criteria will be reviewed at least once every 2 years to ensure that the resource database is addressing the changing needs of the community.

Technical Competency:

United Way of Greater Kansas City (UWGKC) maintains the technical competence to operate United Way 211. The technical support, primarily provided by the IT department, is complemented by the knowledge of the 211 management team.

Bowman Service Point is an Internet based SaaS application that provides ease and flexible methods in accessing the 211 software. Staff can utilize the flexibility of the application to make customizations. Found within the call center, a 40" high definition monitor displays pertinent information regarding in-call and in-queue statistics to all call specialists. UWGKC 211 maintains three fully equipped and functional training environments for coaching and monitoring and overflow as the need arise.

Recently installed at the UWGKC 211 building was a new 100 KW generator capable of supplying all of the buildings electrical needs. The generator can run in excess of 72 hours without refueling and will auto transfers between utility and generator power as needed. An in-production maintenance and refueling plan is in place to ensure continuous readiness. In addition to the generator, a second contingency was designed and put in place. Using VPN, Soft Phones, and specially configured laptops, an additional level of contingency prevents 211 service disruptions.

UWGKC 211 recently installed a new 5MBs wireless internet access for our guest users that is independent of our business network infrastructure. This provides an Internet capable environment for guests, but does not allow any access to the UWGKC network.

The 211 operation is connected to the 801 Plaza office via MPLS connection. This design is to allow for built in redundancy for the VoIP system. Router – Cisco IAD 2400 series routers are used for MPLS connectivity. Fortinet Firewall was implemented to provide advanced security and intrusion prevention. The structured wiring solution has increased speed and reduced latency. The Infrastructure is designed to have an automatic fail-up to our 801 Plaza building. This tested solution minimizes lost calls and maximizes uptime for the 211 operation.

ShorTel VoIP was an upgraded implementation two years ago placing us on a digital platform for our telecom. Management is equipped with Unified Messaging. This bundle of services permits emails to be delivered to smart phones, voicemail to be delivered to e-mail via .wav, and faxes to be delivered to personal fax lines. Additionally, this feature rich solution has assisted the staff to be more effective and efficient. The VoIP system has proved its worth by providing a high level of call queue handling and manageability, ensuring quality of service.

The IRIS application resides at the 211 facility in a near-line status allowing the appropriate staff the capability to review historical data for reporting and trends.

In July 2011, UWGKC installed a sophisticated call recording and monitoring system by ShoreTel, recording all United Way 2-1-1 calls for quality assurance purposes.

ServicePoint 5.8.6 upgraded information and referral software has been operational since March 2013; and aligns UWGKC to be fully compliant with Alliance of Information and Referral Systems (AIRS) standards required for call center accreditation. The ServicePoint software is supported through contract with its developer Bowman Systems and by a UWGKC internal IT staff of three.

Financial Competency:

United Way of Greater Kansas City is a 501(c) (3) not for Profit Corporation registered in the states of Missouri and Kansas. UWGKC has an annual budget of over \$37 million with program services and distributions nearly \$33 million.

UWGKC has a financial staff of seven full-time individuals dedicated to complete and accurate financial management. UWGKC is audited on an annual basis and files an annual Form 990 with the Internal Revenue Service. UWGKC is governed by a Board of Trustees comprised of community volunteers and business leaders. In addition, a Finance Committee oversees financial management operations and processes, and provides the Board with recommendations.

Managerial and Operational Staff Competency:

Vice President of Community Services, Scott Jones has 18 years of corporate customer service experience in an electric utility company, including 8 years in a high call volume 24 hour customer service center. Scott Jones also has 18 years' experience in management and supervision in both the corporate sector and non-profit organizations. Scott Jones also has 1 ½ years experience serving as a mental health case manager, working with adults with serious and persistent mental illness. BS Psychology

Call Center Manager, Dustin Hardison has 6 years management and supervisory experience working in the Community Action Agency in Jackson County Missouri. Dustin managed 3 customer service offices and was the Manager of LIHEAP. Dustin also worked in the Kansas State Legislature for 10 years. BA Communications.

Resource Center Manager, Jennifer Miller has 10 years of experience in development and maintenance of the UWGKC 2-1-1 resource database. In addition, she is an AIRS Certified Resource Specialist; has been cross-trained to serve as a Call Specialist, and has completed a course in Spanish for social service agency intake workers. Jennifer Miller

was promoted to Call Center Supervisor on July 1, 2011 and has recently accepted the position of Resource Center Manager in September of 2013.

United Way 2-1-1 is currently has 14 eligible part time Call Specialists of whom 8 are AIRS certified; 2 part time Call Specialists who are not yet eligible to test, 1 full time Resource Specialist, 1 part time Administrative Assistant, 1 full time Health Care Advocate, Most of the staff members have direct work experience in health and human service agencies. All Call Specialists are eligible to test for AIRS certification following 3 years of employment with a HS diploma or GED, 2 years with a Community College degree and 1 year with a Bachelor's degree or higher degree. Currently 50% of the eligible staff of United Way 2-1-1 is AIRS certified. AIRS requires 25 % of eligible staff to be certified.

SCHEDULE 1 TO REAPPLICATION

Andrew County:

Fillmore
Bolckow
Whitesville
Rosendale
Savannah
Amazonia
Avenue City
Helena
Cosby
Union Star
King City
Graham
Barnard

Jackson County:

Kansas City
Buckner
Grain Valley
Lake Lotawana
Greenwood
Lone Jack
Oak Grove
Pleasant Hill
Wellington

Buchanan County:

St. Joseph
San Antonio
Easton
Agency
Gower
Rushville
Atchison
DeKalb
Dearborn
Edgerton

DeKalb County:

Union Star
King City
Maysville
Clarksdale
San Antonio
Stewartsville

Osborn
Cameron
Pattonsburg
Darlington

Clinton County:

San Antonio
Easton
Stewartsville
Osborn
Cameron
Gower
Edgerton
Trimble
Plattsburg
Lathrop
Holt
Lawson
Turney

Caldwell County:

Cameron
Kidder
Hamilton
Lathrop
Kingston
Polo
Cowgill
Braymer
Breckenridge
Lock Springs

Lafayette County:

Oak Grove
Wellington
Lexington
Waverly
Alma
Blackburn
Concordia
Higginsville
Odessa

Platte County:

Atchison
DeKalb

Dearborn
Weston
Camden Point
Platte City
Smithville
Farley
Leavenworth
Ferrilview
Kansas City

Clay County:

Smithville
Kearney
Holt
Excelsior Springs
Lawson
Kansas City
Missouri City

Ray County:

Lawson
Polo
Cowgill
Stet
Hardin
Henrietta
Richmond
Orrick
Excelsior Springs
Knoxville

Cass County:

Kansas City
Greenwood
Pleasant Hill
Lone Jack
Cleveland
Peculiar
Freeman
Harrisonville
East Lynne
Drexel
Archie
Garden City
Creighton
Strasburg

Johnson County:

Lone Jack
Holden
Odessa
Warrensburg
Concordia
Knob Noster
Windsor
Centerview
Leeton
Chilhowee
Blairstown
Creighton
Kingsville

Saline County:

Waverly
Malta Bend
Miami
Slater Gilliam
Blackburn
Marshall
Sweet Springs
Concordia
Houstonia
Marshall Junction
Nelson
Blackwater
Arrow Rock
Alma

Pettis County:

Sweet Springs
Concordia
Houstonia
Marshall Junction
Knob Noster
Lamonte
Sedalia
Otterville
Smithton
Cole Camp
Florence
Green Ridge
Windsor
Ionia

Bates County:

Drexel
Amsterdam
Archie
Adrian
Creighton
Urich
Appleton City
Rockville
Butler
Rich Hill
Hume
Foster
Pleasanton
Amoret

Henry County:

Creighton
Urich
Chilhowee
Leeton
Windsor
Calhoun
Coal
Warsaw
Lowry City
Deepwater
Montrose
Appleton City
Clinton