

United Way of Greater Kansas City 211 Annual Report
Telecommunications Manager, Missouri Public Service Commission
April 4th, 2023

Manager
Telecommunications Department
Missouri Public Service Commission
Governor Office Building
200 Madison St.
Jefferson City, MO 65102-0362

Re: Annual Report for Fiscal Year April 1st, 2022 through March 31st, 2023

Greetings:

On January 13, 2013, The United Way of Greater Kansas City, Inc., (UWGKC) f/k/a The Heart of America United Way, Inc. was re-authorized by the Commission in Case No. AO-2014-0093 to serve as a Missouri Information and Referral (I&R) Provider. The provisions of 4 CSR 240-32.200 require the filing of an annual report with your office. Pursuant to that rule we submit the following and trust that this form will be acceptable. As noted in previous reports submitted for FY 2009-10 and FY 2020-21, United Way of Greater Kansas City, Inc. is a merged collective of five metropolitan United Ways that now serves the six major metropolitan counties.

Operational Statistics

The following is a summary of operational statistics between April 1, 2022 and March 31, 2023:

- Service is provided 24 hours per day, 7 days a week.
- Stratus Audio/AMN Healthcare Language Services is available in over 200 languages 24 hours a day.
- Deaf relay service is available in Missouri by dialing 7-1-1.
- United Way 211, as of October 2019, transitioned to a cloud-based telephony system called NICE inContact. United Way 211 currently records 100% of its phone calls for monitoring for proper protocols and proper service delivery. All calls are confidential and NICE inContact system has secure servers where call data is stored. NICE inContact allows real time metrics to monitor, document, and report performance. United Way 211 has established the following service levels to strive towards:
 - 1) Grade of service: 70% of calls will be answered within 90 seconds.
 - 2) Abandoned calls will be 10%.
 - 3) The average wait time will be less than 3 minutes.
- Although data varies hour to hour, week to week based on call volume; an example of a weekly data report would show the following:

Week of Monday, January 16th – Sunday, January 22nd, 2023:

Calls offered in: 1884

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| | |
|--------------------------|------|
| Calls answered: | 1684 |
| Calls answered live: | 89% |
| Average answer time: | 1:17 |
| Average call time (M:S): | 6:43 |
| Calls abandoned: | 200 |
| Percent abandoned: | 11% |
| Grade of service: | 66% |

- The 211 UWGKC service area data for the fiscal year of April 1, 2022 – March 31, 2023:

| | |
|--------------------------|---------|
| Total calls: | 116,356 |
| Calls answered: | 91,442 |
| Percent answered: | 79% |
| Calls abandoned: | 24,914 |
| Percent abandoned: | 21% |
| Average answer time: | 5:13 |
| Average call time (M:S): | 7:23 |
| Grade of service: | 45% |

- UWGKC 211 has afterhours contracts with United Way of The Plains in Wichita, United Way of Greater Saint Louis, and United Way of Utah to provide call handling services during evening, overnight, holiday, and weekend hours. Contract calls on average minimally impact UWGKC 211 service level due to the lower call volume in the later evenings and weekends.

Total after-hours contract calls for the fiscal year of April 1, 2022 – March 31, 2023: 29,650

- Calls were received from Missouri and Kansas. Callers by geographic area, top 10 counties:

1. Jackson, MO
2. Clay, MO
3. Wyandotte, KS
4. Johnson, KS
5. Platte, MO
6. Buchanan, MO
7. Cass, MO
8. Leavenworth, KS
9. Pettis, MO
10. Lafayette, MO

- Top 10 Needs/Requests:

1. Electric service payment assistance
2. Rent payment assistance
3. Gas service payment assistance
4. Water service payment assistance
5. Community shelters
6. Tax preparation assistance
7. Food pantries

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8. Low cost home rental listings
 9. Rental deposit assistance
 10. Landlord/Tenant Assistance
- Top 10 Unmet Needs/Requests:
 1. Tax preparation assistance
 2. Homeless motel vouchers
 3. Community Shelters
 4. Electric service payment assistance
 5. Rent payment assistance
 6. Gas Money
 7. Gas service payment assistance
 8. Rental deposit assistance
 9. Automotive repair and maintenance
 10. Water service payment assistance

Note: The United Way 211 definition of “unmet need” is that no referral was available to the caller at the time of the call. This could be for several reasons such as: funds currently not available, requested service was not available in the caller’s service area, agency suspended the needed program or service for that time period, or other reasons. United Way 211 always attempts to assist the caller with any other need that may have an available resource.

Operational Updates

- Staffing: 1 Executive Director, 1 Director, 2 Contact Center Managers, 1 Resource Center Manager, 1 full-time Resource Specialist, 1 QA & Training Specialist, 3 Older Adult Intake Specialists, 1 Senior Community Resource Navigator, 11 full-time and 21 part-time Community Resource Navigators positions as of March 31, 2022. The total average of contact center staff during reporting period was 32.
- The three Community Resource Navigators and the Resource Center Manager were AIRS recertified this year.
- The Executive Director manages external relationships, strategy, revenue development and oversight of the United 211 department.
- The Director oversees the operation of United Way 211 which includes the Contact Center, the Resource Center, and Quality Assurance.
- The Contact Center Managers supervise the 24/7 operation of the contact center and are responsible for employee selection, training, coaching and counseling, work force management and the operations of the Contact Center.

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- The Contact Center Managers and the QA & Training Specialist can monitor calls and review call records in order to provide ongoing coaching and training to Community Resource Navigators. As part of United Way's 211 quality assurance program, randomly selected call recordings are reviewed on a monthly basis. Each record is evaluated for accuracy and for meeting service delivery standards. Community Resource Navigators are provided feedback related to the results of this continuous review.
- The Quality Assurance (QA) & Training Specialist position was established to increase consistency and scope of call monitoring and coaching for the Community Resource Navigators to improve customer service. The QA program consists of the evaluations of call recordings and call records.
- The 211 operation moved to a fully remote work environment starting mid-March 2020. Because of the cloud-based NICE inContact telephony system and the other web-based contact center systems utilized, maintenance of call and service quality are efficiently maintained remotely.
- The Resource Center Manager supervises the Resource Center. The Resource Center maintains the resource database through building relationships with service providers, annual formal updates, indexing services and maintenance of agency as well as program information. The Resource Center Manager also manages the technical aspects of the internal resource database and the public online searchable database (211KC.org) which is a user-friendly interface including easy, common language searching.
- The Director and Resource Center Manager collaborate with communities and organizations in the 211 service area to facilitate system change and more efficient access to services. 211 provides reports on community needs and demographics to assist with grant applications, determining gaps in services, implementation of new programs and other requests to organizations such as Mid-America Assistance Coalition, Greater Kansas City Coalition to End Homelessness, Mid-America Regional Council, Evergy, Church of the Resurrection, local school districts, libraries, and many others.
- United Way of Greater Kansas City 211 team continues ongoing community outreach and search for resources. Team members attend community information sharing meetings such as the local county Community Resource Connection, as well as other committees such as the Greater Kansas City Coalition to End Homelessness committee meetings and MAK-AIRS events. We also provide information and presentations to community partners and community events around accessing resources through 211.
- The Director is responsible for several facets of the 211 operations relating to emergency and disaster response, including planning for and managing emergency operations of the 211 contact center and developing continuity of operations plan. Additionally, the Director is responsible for communicating and coordinating with emergency management agencies in emergency and disaster response, attending emergency management agency meetings, as well as engaging in community outreach and education in emergency preparedness. The 211 Contact Center has several layers of resiliency, and the Director is responsible for maintaining the plans.

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- UWGKC 211 continues to be involved in community collaborations in the Metro area concerning homelessness coordinated entry, assessment, and diversion. The Greater Kansas City Coalition to End Homelessness (GKCCEH) and UWGKC 211 developed a prescreen 211 utilizes with individuals and families who are at-risk or actively homeless in order to identify those who are eligible for the Vulnerability Index - Service Prioritization Decision Assistance Tool (VI-SPDAT). This tool is utilized by the coalition to identify those most vulnerable and triage them for permanent housing services. Since the partnership was established in March 2020, we have completed and referred 5,005 pre-screenings to the coalition to screen for services.
- UWGKC 211 continues to promote the online searchable database, United Way 211 Online at www.211KC.org, as a centralized place to find resources. This site is available to the public and averages over 13,400 hits per month. Part of our outreach strategy is to work on quality of content, such as maintaining frequent updates, as well as growing traffic on the website through increased awareness, partnerships, and trainings. 211kc.org is one of the most reliable resource pages the community, local government, and our partners utilize for navigating the ever-changing landscape of community resources.
- The 211KC.org resource database is also used as an alternative to agencies creating and updating their own resource lists. The banner icons and “common searches” links on the front page provide suggested searches, upcoming events, and seasonally relevant links to resources. This is part of our mission to “connect people to resources, identify the needs of the greater KC region, and aid in the development of additional community services.”
- Since March 2016, UWGKC 211 has worked with the Kansas City Metropolitan Bar Foundation (KCMBF) through its Military Matters program to provide legal assistance to veterans unable to afford legal counsel who are not eligible for other programs such as Legal Aid. Dedicated staff complete an initial screening then KCMBF searches for a lawyer pro bono for those who are eligible. The Contact Center Manager and Director have been trained to complete the initial screening as well.

Operational Requirements in Progress

- UWGKC 211 received its full AIRS Accreditation in November 2011. UWGKC is currently in the process of completing the next reaccreditation cycle, which will be completed by December 2023. The process takes 12 months and includes: submitting extensive documentation to AIRS, a resource database review, 10 secret shopper calls, and a full day site visit. To date, the resource database review and secret shopper phases have been completed with passing scores.
- UWGKC 211 is an affiliate member of the bi-state regional Metropolitan Emergency Managers Committee (MEMC).
- UWGKC 211 is a member of the regional AIRS affiliate MAK-AIRS (Missouri, Arkansas, and Kansas – AIRS). The current United Way 211 Director serves as the President of the board for MAK-AIRS.

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- UWGKC 211 currently has MOUs with: State of Missouri Emergency Management, The Family Conservancy Child Care Source, City of Kansas City Missouri Office of Emergency Management, AFL-CIO Community Services in St. Joseph, 3-1-1 Action Center in Kansas City, Missouri, The Whole Person, Mid America Regional Council Department of Aging and Adult Services, Greater Kansas City Coalition to End Homelessness, ReDiscover Mental Health Care, Comprehensive Mental Health Services, Community Network for Behavioral Healthcare, Tri-County Mental Health Care, and many in the Kansas counties served by United Way 211.

Opportunities for Statewide Missouri I&R Provider Efficiencies

In collaboration with the active leadership of Missouri 211 operated by the United Way of Greater St. Louis, opportunities for statewide operating efficiencies are bulleted below. We are actively working collaboratively to grow and improve operational efficiencies.

- Jointly, Missouri 211 of United Way of Greater St. Louis and UWGKC 211 have a memorandum of understanding with the State Emergency Management Agency (SEMA). This agreement is currently active.
- United Way of Greater Kansas City 211 and Missouri 211 have been operating a single statewide database for over nine years. ServicePoint is the software from WellSky, formerly Bowman Systems, a leader in the I&R software industry. This partnership provides a seamless experience to 211 callers in the state of Missouri. 211 can pull statewide reports when needed, including data for State Emergency Management related to the number of people calling to donate, volunteer, seek shelter, find congregate meal locations, or animal sheltering during times of disaster. Both contact centers use standard disaster intake forms for residential damage, volunteer assistance, or donation provision which adds uniformity to the information provided to government and non-profit disaster agencies.
- Missouri 211 and UWGKC 211 also utilize the same phone platform, NICE inContact, which allows for seamless transition between the two contact centers and expanded capabilities including a callback feature which provides callers the option to save their place in line without using phone minutes.
- Missouri 211 and UWGKC 211 have completed a memorandum of understanding and mutual aid agreement which outlines processes and procedures for call overflow and call switch-over in times of emergency or disaster. NICE inContact disaster routing is active for use when necessary. This is possible because both organizations share a database system and utilize the same NICE inContact cloud-based telephony system. Additionally, UWGKC 211 is the contracted after-hours service for 211 Missouri.
- Both 211s collect data per AIRS standards and provide service to the community according to the AIRS Standards of Information & Referral. Both 211s can easily combine statistical caller and resource data for statewide or national reports. Additionally, each organization follows AIRS service delivery standards and collects needs data utilizing the AIRS/211 LA Taxonomy, and thus produces matching data for reporting and metrics. Note: Personal

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Caller information such as name, address, phone, etc. are protected and never released in reports; reports are all aggregate data.

- Missouri 211 and UWGKC 211 continue to compare operational functions such as reporting, outcomes measurements, statewide marketing and communication messages as well as common service delivery standards for a “seamless” delivery of 211 service to Missouri residents.
- UWGKC contributes data to 211 Counts, an online reporting dashboard that gives a visual representation of current community needs over time. This information can be viewed by specific geographical areas and for specified time periods such as the previous day, week, month, year or a custom date range. The information is accessed through a website (211mo.211counts.org) and is available to government agencies, non-profit organizations, and the public at large. The data is obtained by 211 Counts daily through an interface with the ServicePoint database. This dashboard continues to be promoted as organizations show interest in the needs data that 211 collects from the community.

External Partnerships and Collaborations

UWGKC 211 has increasingly been asked by a variety of organizations and initiatives about partnering to become the point of contact for information and action. Some examples include:

- Volunteer Income Tax Assistance (VITA) partnership to direct individuals to no-cost tax preparation sites and access to the Earned Income Tax Credit (EITC). 211 made 3,028 referrals for tax assistance during the 2023 tax season.
- Kansas City Regional COAD (KCR COAD) partnership to direct callers to appropriate resources in a time of emergency or disaster recovery. United Way of Greater Kansas City is a partner agency in KCR COAD.
- United Way 211 continues to collaborate with the Safe Havens for Abandoned Newborns Coalition to provide information and direction to callers on the proper Safe Haven locations (hospitals, fire departments, maternity homes, pregnancy resource centers, and police departments in Missouri). UWGKC 211 is prominently featured on all Safe Haven signs affixed on fire stations, hospitals, and police departments in the Kansas City metro area. Without the support of UWGKC 211, there would be no central phone number for Safe Haven information in the KC metro area. Community Resource Navigators explain to inquirers that they do not have to abandon their babies but can hand them over to a staff member at any Safe Haven location according to the statutes of the law.
- UWGKC 211 expanded our partnership with the AFL-CIO Community Services Helpline in St Joseph in 2018 to share our WellSky ServicePoint user licenses. This has created efficiencies and cost savings for the organization while providing better service to the community they serve in Northwest Missouri through joint responsibility of updating the resource database.
- United Way of Greater Kansas City is working to ensure that people in the Greater Kansas City area have all the building blocks to be successful in the cycle of life, from healthy beginnings, to prepared youth, and to thriving adults and families. To accomplish this work,

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UWGKC uses multiple approaches, including direct funding for well-aligned programs at partner agencies, partnering with stakeholders on initiatives with demonstrated outcomes, and advancing systems-level change strategies where needed. UWGKC 211 supports this work not only by providing resources to individual and families in need but by providing information on caller needs and referrals provided as well as demographic information to assist the organization and community in identifying needs and underserved areas.

- In partnership with Missouri 211, UWGKC 211 joined Washington University St Louis to connect current smokers in Missouri who wish to quit with Washington University's smoking cessation studies throughout the duration of the study which ended January 2023. Eligible candidates receive support, tools to quit, and an incentive to participate in the study. 211's role was to randomly select Missouri callers to complete an initial screening and collect contact information of individuals interested in participating in the study.

Barriers to Service

- There continues to be a need for PBX re-programming in certain corporations, hospitals, or other commercial entities. UWGKC 211 continues to educate callers from these organizations on this need.
- Continue the national work in ensuring all phone carriers should provide 211 service to their customers including pre-paid cell phones. Many low-income residents seek assistance on locating needed services yet are not able to connect to 211 on their pre-paid cell phones.
- A significant percentage of callers continue to present financial assistance needs. The non-profit and faith-based assistance programs often have limited funds or run out prior to the end of a month. Utility and rent payment assistance continues to be a top need and the highest volume of unmet needs due to the limited funding available.
- An unfortunate trend is a sustained high volume of both demand and unmet needs for rent, utility, and shelter requests. These remain a significant percentage of all calls and continue to be beyond the reach of the organizations offering that type of assistance.
- Transportation to services following referral continues to be a barrier for low-income callers as well as those in outer areas of Greater Kansas City, such as Independence. Limited financial grants from United Way Worldwide have helped to support short-term transportation services but sustainable programming is needed to address the need.
- During this reporting period, 0.5% of callers were Spanish Speaking (non-English speaking). UWGKC 211 conducts outreach when possible to the Spanish-speaking community through partnerships and marketing materials. It is hard to determine how many Spanish-speaking households call United Way 211, since many times an English-speaking member of the family places the call. UWGKC currently has 6 bilingual English/Spanish speakers at 211. We also utilize Stratus Audio/AMN Healthcare Language Services when the bilingual navigators are unavailable and for over 200 other languages to ensure access to 211 services for all community members.

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- Allowing time away from the office in order to be able to do outreach activities is a significant barrier. Many 211s are seeing a saturation of populations that are familiar with the 211 service. There is a growing need to find and connect with new populations which is difficult with staff and budget limitations.

Please find enclosed reports, flyers and marketing materials.

UWGKC 211 is pleased to be authorized as a Missouri 211 Comprehensive I&R Provider. Please do not hesitate to contact me if you have any questions or need additional information.

Sincerely,

United Way 211
United Way of Greater Kansas City, Inc.

By: *Todd Jordan*
Todd Jordan
Vice President, Community Impact &
Executive Director, 211
Todd.jordan@uwgkc.org

2022 Snapshot - United Way of Greater Kansas City 211 Annual Calls & Needs Report

| | 2021 | 2022 |
|-----------------------|---------|---------|
| Total Contacts | 233,785 | 300,719 |
| Total Local Contacts | 192,824 | 269,460 |
| Queue Calls | 103,024 | 107,196 |
| Non-Queue Contacts | 341 | 279 |
| Emails | 110 | 200 |
| Web Visits | 89,349 | 161,785 |
| Total Contract Calls | 40,961 | 31,259 |

| Need Outcome | Count | % |
|---------------------|---------------|--------|
| Met | 87,645 | 87.67% |
| Unmet | 12,323 | 12.33% |
| Total Needs: | 99,968 | |

| Top Counties | Calls | % |
|--------------|--------|--------|
| Jackson | 57,617 | 70.79% |
| Clay | 6,723 | 8.26% |
| Wyandotte | 5,990 | 7.36% |
| Johnson | 4,873 | 5.99% |
| Platte | 2,096 | 2.58% |
| Buchanan | 1,807 | 2.22% |
| Cass | 1,216 | 1.49% |
| Leavenworth | 591 | 0.73% |
| Pettis | 240 | 0.29% |
| Lafayette | 233 | 0.29% |

| Callers by Age | Calls | % |
|----------------|--------|--------|
| Child 0-17 | 113 | 0.24% |
| Adult 18-39 | 18,200 | 38.82% |
| Adult 40-59 | 16,875 | 35.99% |
| Senior 60+ | 11,694 | 24.94% |

| Employment Status | Calls | % |
|--------------------|--------|--------|
| Employed Full Time | 12,124 | 25.58% |
| Employed Part Time | 5,675 | 11.97% |
| Retired | 4,861 | 10.26% |
| Unemployed | 24,731 | 52.19% |

| Veteran/Military | Calls | % |
|------------------|--------|--------|
| US Military | 227 | 0.45% |
| US Veteran | 2,416 | 4.78% |
| Neither | 47,927 | 94.77% |

| Housing Situation | Calls | % |
|----------------------|--------|--------|
| Housed | 43,191 | 76.71% |
| Risk of Homelessness | 5,337 | 9.48% |
| Homeless | 7,776 | 13.81% |

| Kids in Household | Calls | % |
|-------------------|--------|--------|
| Yes | 20,879 | 40.80% |
| No | 30,300 | 59.20% |

211 provides free, confidential access to community resources 24/7. This is a snapshot of voluntary data collected, intended to show trends in community needs. For more information, call 211 or visit www.211kc.org.



| | Top Needs | Total Needs | Unmet # | Unmet % |
|----|-------------------------------------|-------------|---------|---------|
| 1 | Electric Service Payment Assistance | 17,707 | 891 | 5.03% |
| 2 | Rent Payment Assistance | 9,355 | 597 | 6.38% |
| 3 | Gas Service Payment Assistance | 8,204 | 365 | 4.45% |
| 4 | Water Service Payment Assistance | 5,369 | 222 | 4.13% |
| 5 | Community Shelters | 5,318 | 1,128 | 21.21% |
| 6 | Tax Preparation Assistance | 3,457 | 887 | 25.66% |
| 7 | Food Pantries | 3,375 | 186 | 5.51% |
| 8 | Low Cost Home Rental Listings | 2,983 | 142 | 4.76% |
| 9 | Rental Deposit Assistance | 2,227 | 316 | 14.19% |
| 10 | Landlord/Tenant Assistance | 1,750 | 82 | 4.69% |
| 11 | Transitional Housing/Shelter | 1,685 | 186 | 11.04% |
| 12 | Homeless Motel Vouchers | 1,271 | 1,217 | 95.75% |
| 13 | Housing Related Coordinated Entry | 1,266 | 71 | 5.61% |
| 14 | Ride App Services | 1,070 | 170 | 15.89% |
| 15 | Legal Representation | 901 | 29 | 3.22% |
| 16 | 311 Services | 841 | 12 | 1.43% |
| 17 | Domestic Violence Shelters | 811 | 85 | 10.48% |
| 18 | General Legal Aid | 810 | 46 | 5.68% |
| 19 | Holiday Gifts/Toys | 715 | 107 | 14.97% |
| 20 | General Clothing Provision | 585 | 28 | 4.79% |

| | Top Referrals | Call Count |
|----|--|------------|
| 1 | Metro Lutheran Ministry - Central - Emergency Assistance | 10,751 |
| 2 | Mid-America Assistance Coalition - LIHEAP | 9,561 |
| 3 | Bishop Sullivan Center - Troost - Emergency Assistance | 6,217 |
| 4 | Redemptorist - Utility Assistance | 5,005 |
| 5 | reStart - Emergency Shelter & Transitional Housing | 3,418 |
| 6 | Bishop Sullivan Center - Truman Rd - Emergency Assistance | 2,882 |
| 7 | Catholic Charities KCSJ - Emergency Assistance | 2,832 |
| 8 | Emergency Rental Assistance Program (ERAP) - KCMO | 2,741 |
| 8 | Metro Lutheran Ministry - Northland - Emergency Assistance | 2,696 |
| 10 | Mid-America Assistance Coalition - LIHWAP | 2,455 |
| 11 | Salvation Army - Blue Valley | 2,351 |
| 12 | City Union Mission - Family & Youth Center | 2,231 |
| 13 | Salvation Army - Northland | 2,220 |
| 14 | True Light Family Resource Center | 2,192 |
| 15 | Salvation Army - Eastside - Emergency Assistance | 2,182 |
| 16 | Community Assistance Council - Utility And Rent Assistance | 2,093 |
| 17 | Salvation Army - Grandview | 2,066 |
| 18 | Redemptorist - Rent Assistance/Mortgage | 2,042 |
| 19 | Northland Assistance Center | 1,925 |
| 20 | Missouri Housing Development Commission - Kansas City | 1,875 |

NEED HELP?

DIAL 211

OR GO TO WWW.211KC.ORG

FIND HELP FOR: Housing, food and utilities •
Tax preparation • Mental health • Employment •
Health and dental services • Health insurance
enrollment • Disaster relief • Services for veterans •
Prescription payment assistance • **and more**

It's free. It's confidential.
It's available 24 hours a day,
365 days a year.

Also available at (816) 474-5112 or toll-free (866) 320-5764.
Email 211@uwgkc.org or follow us on Facebook @211gkc.
Interpreters available.



United Way
of Greater Kansas City



Get Connected. Get Help.™