

Annual Report

Telecommunications Manager Missouri Public Service Commission August 9, 2013

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

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**AUG 22 2013**  
*Records*  
*Public Service Commission*

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**AUG 19 2013**  
**UTILITY OPERATIONS**  
**DIVISION**

Re: Annual Report for Fiscal Year July 1, 2012 through June 30, 2013

Greetings:

On January 22, 2011, 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-2011-0025 to serve as a Missouri Information and Referral (I&R) Provider. The provisions of 4 CSR 240-32.200 (8), 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 the report submitted for FY July 1, 2009 through June 30, 2010, HAUW merged with three other metropolitan United Ways to become the United Way of Greater Kansas City (UWGKC).

*Operational Statistics*

The following is a summary of operational statistics between July 1, 2012 and June 30, 2013:

- Service provided 24 hours per day, 7 days a week.
- Language interpretation is available in 150 languages through the Language Line of AT&T and Optimal Phone Interpreters.
- Deaf relay service is available.
- Staffing: 1 Vice President; 1 Call Center Manager, 1 Resource Center Manager, 1 Resource Specialist, 1 Health Care Advocate, 1 Emergency Management Coordinator, 1 Veterans Navigator, 1 Administrative Assistant, part time Call Specialists numbered 16 as of June 30, 2013. Currently recruiting 3 Call Specialists. Total 2-1-1 staff number is 26.
- Currently, United Way 2-1-1 is restructuring its staffing to meet the needs of our community, due to growing call volume and demand for this community service. The organization will be divided into two areas, (*Resource/ Technical and Operational*. *Resource/Technical*: this area maintains the resource database through additions, deletions, categorization of services and formal updates of all information by contacting agencies and organizations to verify data on available services. The technical aspect is working with the actual software and training staff on properly using software to provide the most accurate information available at the time of the call. This also includes the public online searchable database and planned future applications such as

texting, live chat and reporting. Collaborations are also part of this area of United Way 2-1-1. Example: United Way 2-1-1 is currently conducting a pilot with the Continuum of Care of Jackson county, Missouri and Johnson and Wyandotte counties in Kansas. This is done through utilizing United Way 2-1-1 as the number to call for people who are currently homeless or in danger of becoming homeless. In 2012, United Way 2-1-1 received 3,992 requests for homeless shelters. Through conducting the CDCA (Client Driven Coordinated Assessment) for these callers, 2-1-1 can provide information for emergency shelters, or diversion referrals such as case management for those who are not yet homeless. The information on the assessment is provided to each CoC to evaluate needs. *Operational:* This includes the day to day operation of United Way 2-1-1. The front-line Call Specialists call management equipment, phones, computers, scheduling/workforce management, reporting, supervision and quality assurance.

In the continuing work of fulfilling the mission of United Way of Greater Kansas City (To improve lives by mobilizing the caring power of Greater Kansas City), United Way convened leaders from governmental, non-profits and businesses to discuss the difficulty that many returning veterans have in connecting to available services. United Way 2-1-1 was asked to take a lead role as the easy-to-remember number to help Vets and their families find the resources available to them. In response, United Way 2-1-1 has agreed to utilize its new online searchable database, CommunityPoint, as an online place to find resources. CommunityPoint is currently in production, but the first version was released to United Way 2-1-1 July 26, 2013 and will be available to the public no later than September 1, 2013. This allows time for beta testing.

The reality is that understanding and maneuvering through the health and human services system to find veteran specific resources is complicated and many folks get lost in the process. Even with the expertise at United Way 2-1-1, we have realized that adding a veteran to our staff as a navigator to assist and advocate on behalf of Vets and their families is needed. This position is in the funding stages and we hope to have it added by late 2013 or early 2014 as well as a part time Veterans Resource Specialists.

- United Way 2-1-1 utilizes an ACD telephone system in conjunction with the ShoreTel Call Management System. United Way 2-1-1 currently records 100% of its phone calls for monitoring for proper protocols and proper service delivery. All calls are confidential and the system is in a secured server protected by systems in place at the United Way of Greater Kansas City Internal IT department.

- The Shoretel call management software allows real time metrics to monitor, document and report performance. United Way 2-1-1 has established service levels of: 1) grade of service: 75% of calls will be answered within 60 seconds: 2) abandoned calls will be 10% or less. The average wait time will be less than 45 seconds.

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 June 24, 2013 through June 30, 2013:

Calls offered in:	3287
Calls answered:	2725
Calls answered live	83%
Average answer time:	0:59
Average call time (M:S):	3:50
Calls abandoned:	364
Average abandon time (M:S):	1:30
Percent abandoned	11%
Grade of service:	65

As call volume has increased 25% for the first 6 months as compared to the same period in 2012, we are adding an additional 28 hour per week, daytime Call Specialist in first quarter of 2014. As you also can note from our current staffing listed at the beginning of this report, we have lost some Call Specialists and are currently recruiting 3 Call Specialists. Our turnover is low at United Way 2-1-1. One Call Specialist moved to Arizona, One Call Specialist moved to Texas and another part time Call Specialists took a full time position with another social service agency. We have hired 1 individual who will begin their training next week and we have offered a second position to an applicant. We are still recruiting to bring our number back to 19 and then 20 in first quarter 2014. That being said, we have Call Specialists who are filling in the extra shifts until the new staff members are trained and aboard. Our average tenure is 4 years for our Call Specialists.

- United Way 2-1-1 conducts quality assurance in order to increase efficiencies of the operation and ensure top customer service. A flat monitor is mounted at the front of the call center which provides real time tracking of calls and the current status of Call Specialists.
- The Call Center Manager has the ability to monitor and record calls in order to provide ongoing coaching and training to Call Specialists. As part of United Way's 2-1-1 quality assurance program, all call records are graded monthly for accuracy and service delivery protocols. A Mystery call program will be added in early 2014.
- 100% of incoming calls to United Way 2-1-1 are recorded. 3 calls are selected each month for every Call Specialists. These calls are graded using a prescribed grade sheet that follows the United Way 2-1-1 service delivery guidelines/protocols. The Call Specialists are required to listen to each call and review the grade sheet every month. A copy is also sent to the Vice President of Community Services. Any areas of concern are addressed one on one with the Manager and staff member.
- United Way 2-1-1 has been in its building located at 4727 Logan Ave. Kansas City, MO for over 2 years now. We began taking calls on July 14, 2011 at this new location. The new building is owned by United Way of Greater Kansas City and has been dedicated to the 2-1-1 operation. We have 14 seats dedicated for Call Specialists in the call center. We are able to expand immediately to more seats if necessary to meet call volume. This phone system for United Way 2-1-1 includes Shore Tel phones; all IP phones, a new IVR, call management system with enhanced reporting on metrics and a call monitoring and recording system. The IVR will allow 2-1-1 to have more control on wait times, messaging and voicemail options for the caller to improve service delivery.
- The Emergency Management Coordinator (EMC) is responsible for several facets of the 2-1-1 operations relating to emergency and disaster response including developing and maintaining emergency resources in the database, planning for and managing emergency operations of the 2-1-1 call center, communicating and coordinating with emergency management agencies in emergency and disaster response and engaging in community outreach and education in emergency preparedness.
- The EMC maintains emergency and disaster related services in the resource data base such as cooling and warming centers, emergency shelters, relief centers, and mass immunization sites. Because of the close working relationships with governmental agencies the EMC also maintains government entries in the data base. The EMC also locates new resources for entry into the database.

- The EMC is involved in planning for continuity of operations for the 2-1-1 call center. This includes both daily and emergency operations. During the past year there have been telephone problems that have impacted the 2-1-1 service. The EMC conducted a comprehensive testing of the 2-1-1 telephone translations by calling 2-1-1 from multiple locations throughout the service area using cell phones from the different areas. A significant problem was found with AT&T where calls were either being sent to the St Louis 2-1-1 incorrectly or not being sent through at all. With the assistance of technicians at the AT&T N11 compliance center, these problems were corrected. Another problem developed with customers of different phone companies receiving calls that appeared to be coming from the 2-1-1 call center. When a person answered their phone, they would hear the 2-1-1 greeting message. Again, with the help of AT&T technicians working with a United Way team, the problem was solved. This turned out to be a case of “spoofing” where someone disguises the source of their phone calls by making it look like they are coming from a different number. AT&T contacted the identified companies telling them to stop. AT&T continues to work with 2-1-1 when there are new occurrences.
- Keeping the 2-1-1 call center open under emergency conditions has been another aspect of operation where the EMC is involved. When major winter storms threatened the 2-1-1 service area, the EMC tracked the weather and assisted in developing and implementing backup plans for continuous operations. Remote terminals were distributed and selected staff were able to work from home when streets were impassable. During one 24 hour period the call center operated entirely from remote locations. The EMC has been involved in planning and the installation of a 100K backup generator to provide power to the call center in a disaster or emergency. Contingency plans were also developed to relocate the call center to a back-up location if necessary and this was tested during the generator installation. The 2-1-1 call center now has several layers of resiliency and the EMC is responsible for maintaining the plans.
- Total unduplicated calls for report period: 192,074 (United Way 2-1-1 service area of 23 counties only); does not include the state of Kansas contract calls of 9,946. If added, total call volume would stand at 202,020. United Way 2-1-1 still has an out of hours contract with United Way of the Plains 2-1-1 to provide after-hours coverage. United Way 2-1-1 of Greater Kansas City has also negotiated an after-hours agreement and began taking Missouri 2-1-1 St. Louis after hour calls on August 1, 2013.

- Total referrals made: 253,151
- Caller demographics indicate that 87% of callers are between 18 and 59 and 78.4% of callers are female. A refined, more comprehensive demographic data structure was added in early calendar 2009 in order to obtain more detailed demographic information such as: smaller age categories; number in household; employment information; marital status, veteran status, etc. This aggregate information is used by United Way, local government agencies as well as foundations and non-profits in the Greater Kansas City area to better understand the needs and gaps in services. Also, local nonprofits have utilized customized reports from United Way 2-1-1 as an important tool when applying for grants.
- Callers by county geographic area, top 10: Jackson; Wyandotte, KS; Johnson, KS; Clay; Platte; Cass; Buchanan; Johnson, MO; Leavenworth, KS and Lafayette. Calls were received from 132 Kansas & Missouri counties.
- Top 10 needs/requests: electric bill assistance, gas bill assistance, rent payment assistance, food pantry, water bill assistance, homeless shelter, Christmas gifts, rent deposit assistance, tax preparation, and prescription assistance.
- Top 10 unmet needs: electric bill assistance, rent payment assistance, gas bill assistance, water bill assistance, rent deposit assistance, travelers assistance, bus passes/gas money, Christmas gifts, Thanksgiving food baskets and homeless shelters.

Note: an unmet need definition for United Way 2-1-1 is that no referral was available to the caller at the time of the actual 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 at the time of the call and other reasons. United Way 2-1-1 always attempts to assist the caller with any other need that may have an available resource.

- United Way 2-1-1 conducts follow-up calls to 2% of those calls where at least one referral was provided. Follow up data indicates that 96% of callers contacted the referral point, and that 100% were satisfied with the United Way 2-1-1 service. Of interest is that follow up indicates 40% of callers received a referral to United Way 2-1-1 from an agency or community organization.

*Operational Requirements in Progress*

- Several written agreements with specialized information and referral organizations are currently in place.

United Way 2-1-1 received its full AIRS Accreditation in November 2011 and it is valid for 5 full years until October 2016.

United Way 2-1-1 is an affiliate member of the bi-state regional Metropolitan Emergency Managers Committee (MEMC).

United Way 2-1-1 is a member of the local AIRS affiliate MAK-AIRS (Missouri, Arkansas, and Kansas – AIRS). The current United Way 2-1-1 Call Center Manager serves as the Treasurer of MAK-AIRS.

United Way 2-1-1 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, Missouri Association of Community Action, 3-1-1 Action Center in Kansas City, Missouri, The Whole Person, The Coalition of Independence, Mid America Regional Council Department of Aging, Northwest Missouri Area Agency on Aging, District III Area Agency on Aging, Kansas City Metropolitan Crime Commission, ReDiscover Mental Health Care, Comprehensive Mental Health Services, Community Network for Behavioral Healthcare, Tri-County Mental Health Care, Healing Heart Dogs Crisis Team and many in the Kansas counties served by United Way 2-1-1. The United Way 2-1-1 Emergency Management Coordinator is currently securing MOUS with every EMC in all 16 Missouri counties served by United Way 2-1-1.

*Opportunities for Statewide Missouri I&R Provider Efficiencies*

- With the active operation of Missouri 2-1-1 by the United Way of Greater St. Louis, opportunities for statewide operating efficiencies are presented. The two Directors, Regina Greer from St. Louis and Scott Jones from Kansas City are collaborating to identify areas for improved operational efficiencies.
- Missouri 2-1-1 and United Way 2-1-1 have completed a memorandum of understanding and mutual aid agreement which outlines processes and procedures for call overflow and call switch-over in time of emergency or disaster. Windstream disaster routing is active for use when necessary. This has become a reality now that both organizations share one database and that United Way 2-1-1 takes the after-hours calls for 2-1-1 St. Louis.
- Jointly, Missouri 2-1-1 and United Way 2-1-1 have an updated memorandum of understanding with the State Emergency Management Agency (SEMA) to reflect the change in administration at SEMA. This agreement is currently active.

- United Way 2-1-1 of Greater Kansas City and Missouri 2-1-1 of Greater St. Louis have migrated all of their resource information into one single state-wide database which is now in operation. ServicePoint is the software from Bowman Systems, a leader in the I&R software industry. Both United Way 2-1-1 organizations share the same database and follow shared protocols to provide a seamless experience to 2-1-1 callers in the State of Missouri. 2-1-1 now has the ability to pull statewide reports when needed including data for State Emergency Management on the number of people calling to donate, volunteer, seek shelter, find congregate meal locations, animal sheltering, find missing relatives, etc. during times of disaster.
- Both United Way's collect data per AIRS standards and provide service to the community through standards of Information & Referral. Both are able to easily combine statistical and caller data for statewide or national reports. Using the same software will bring many benefits. Both organizations are following AIRS service delivery standards and collection of data utilizing the AIRS/211 LA Taxonomy, thus producing matching data for reporting and metrics. The new resource software launched May 1<sup>st</sup>, 2013 for Kansas City. Note: Personal Caller information such as name, address, phone, etc. are protected and never released.
- Missouri 2-1-1 and United Way 2-1-1 continue to compare operational functions such as common reporting, outcomes measurements, and statewide marketing and communications messages and common service delivery standards for a "seamless" delivery of 2-1-1 service to Missouri residents. Both 2-1-1s now mirror each other in many areas such as quality assurance and benchmarks.
- In following the national model of 2-1-1 U.S, United Way 2-1-1 and Missouri 2-1-1 are currently collaborating to establish a statewide shared system in the State of Missouri. Many 2-1-1s across the country do not have statewide systems at this point due to many complexities such as, many different 2-1-1s in the state are on different software, some 2-1-1s serve only one county, some with service areas with a few million people, some taking 750,000 calls per year (Houston, Texas) and others taking less than 5,000. A statewide system is not a requirement in order to have a single statewide database or to be AIRS accredited. Both 2-1-1s can function autonomously yet work collaboratively and currently do this on a regular basis including regular combined reporting. Both United Way 2-1-1 of Greater Kansas City and Greater St. Louis share a new single state wide database which allows for a seamless experience for any Missouri 2-1-1 caller and also allows for mutual support between both organizations and local, regional and statewide reporting capabilities. Of the identified 18 common elements of a shared 2-1-1 system for Missouri, our 2-1-1s have completed 10, have 2 in process, 5 are not started and 1 is not applicable to our state.



United Way 2-1-1 has increasingly been approached by a variety of organizations and initiatives and asked to partner with them by becoming the point of contact for information and action. Some examples include:

1. KC CASH Coalition to direct individuals to no cost tax preparation sites and access to the Earned Income Tax Credit (EITC).
2. The Missouri and Kansas Attorneys' General, the Federal Reserve Bank, the FDIC and the Foreclosure Prevention Task Force to direct individuals facing mortgage crises to HUD certified housing counselors.
3. The Kansas City metropolitan area health departments to participate in the Heat Task Force compile and maintain the listing of Cooling Centers and direct callers to those centers during periods of extreme heat.
4. United Way of America's Family Wise Prescription Discount Card Program to allow callers access to appropriate and affordable medicine.
5. Kansas City Regional VOAD (KCVOAD) to direct callers to appropriate resources in time of emergency or disaster. United Way of Greater Kansas City is a lead agency in KC Regional VOAD.
6. Kansas City Veterans Alliance. To assist Veterans and their families in maneuvering the maze of health and human services to locate needed services, whether from private, non-profit or Veteran Specific agencies. The United Way 2-1-1 logo is currently linked on many agency websites. Organizations funnel information directly to the United Way 2-1-1 Resource Specialist, and the new United Way 2-1-1 online searchable database will be linked to the United Way of Greater Kansas City website with a specific search link for Veterans. This is part of the mission to "Connect People to Community Services".
7. Safe Haven – Safe Haven laws are on the books in all 50 states. United Way 2-1-1 has collaborated with Safe Haven for over 5 years to provide information to callers, and to direct callers to the proper Safe Haven locations. Hospitals, Fire Departments, and Police Departments, in the State of Missouri. United Way 2-1-1 is prominently featured on all metal Safe Haven signs affixed on Fire Stations, Hospitals and Police Departments. Without the support of United Way 2-1-1, there would be no phone number for Safe Haven. Call Specialists explain to new mothers 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.

8. Aim 4 Peace; a program to reduce homicides and crimes against persons in urban core, Kansas City, Missouri zip codes; directing callers to resources available. United Way 2-1-1 assists callers referred by AIM 4 Peace to find needed resources, thus providing a necessary component of information & referral to this vital program.
9. CAP (Citizen Assist Program). This program is a collaborative work between the Kansas City, Missouri Fire Department and United Way 2-1-1. CAP is currently funded by The REACH Healthcare Foundation and The Health Care Foundation of Greater Kansas City. United Way 2-1-1 provides information and referral for the nurse and social worker who perform home assessments on residents who have barriers that prevent them from obtaining necessary services from health and human services programs. Referrals are received from emergency responders on behalf of people who contacted 9-1-1 for non-emergency needs. This program as of February 1<sup>st</sup>, 2011 was moved from the Visiting Nurse Association to the management of United Way of Greater Kansas City. The CAP Program Director is supervised by the Vice President of Community Services.
10. United Way of Greater Kansas City. United Way is working to ensure that people in the Greater Kansas City area have all the building blocks for a good life: education, income and health. To accomplish this work we have multiple approaches, including funding programs at partner agencies, implementing community change strategies, and working with stakeholders on their initiatives. United Way 2-1-1 supports this work by providing information on needs requested and referrals given to callers as well as demographic information to assist in identifying needs and underserved areas.
11. The United Way 2-1-1 Health Care Advocate is a specialized Call Specialist who advocates for individuals with complex medical issues or who have barriers to receiving health care services. The Health Care Advocate accepts referrals from United Way 2-1-1 on these types of cases. The Advocate also collaborates with the United Way of Greater Kansas City Health team on projects including enrollment of eligible individuals in public health programs such as Medicare, Medicaid and SCHIP.
12. The Mid America Assistance Coalition, Inc. (MAAC's) mission is to strengthen the social service community through information systems, training and advocacy. United Way 2-1-1 regularly furnishes MAAC with a report on number of callers, the zip codes calls are received, needs requested, referrals provided, unmet needs, demographics, etc. MAAC compares this 2-1-1 information to information gathered from their software "MAACLine to study needs and homelessness information. All callers to MAAC are directly referred to 2-1-1.

*Barriers to Service*

- There continues to be a need for PBX re-programming in certain corporations, hospitals or other commercial entities. United Way 2-1-1 continues to educate callers from these organizations on this need.
- All phone carriers should provide 2-1-1 service to their customers including pay for service cell phones. Many low income residents seek assistance on locating needed services, yet are not able to connect to 2-1-1 on their pre-paid cell phones. As cell phones are becoming primary phones for many people, access to 2-1-1 from these cells becomes crucial. *Cricket is an example of a service used by many low income individuals, who added 2-1-1 service in the last year.* This has resulted in increased access to 2-1-1 for these cell phone customers in the Greater Kansas City area.
- A significant percentage of callers continue to present financial assistance needs, exacerbated by the overall economic conditions. The non-profit and faith-based assistance programs often have no funds, or run out prior to the end of a month.
- Continuing challenges for low income and middle income residents in paying electric utility bills. Demand for emergency assistance at times exceeds the supply of emergency funds thus increasing the amount of residents who will face disconnection of their electric service.
- Transportation to services following referral continues to be a major barrier for urban core low-income callers as well as those in outer areas of Greater Kansas City such as Independence for example.
- In 2010, 0.7% of callers were Spanish Speaking. So far in the first 6 months of 2013, the number is 3.7%. United Way 2-1-1 conducts outreach when possible to the Hispanic community through resource fairs and health functions. It is hard to determine how many Hispanic households call United Way 2-1-1, since many times an English speaking member of the family places the call. We currently have 4 bilingual English/Spanish speakers at United Way 2-1-1, plus we have the Phone Interpreter services.

- Increasing numbers of needs presented for traveler's assistance and burial assistance, for which there are few if any resources in the service area.

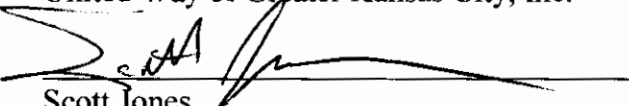
Please find enclosed reports, flyers, marketing materials and some examples of collaboration between United Way 2-1-1 and community organizations.

Please contact me if there are any questions about this report. Thank you very much. United Way 2-1-1 is pleased to be authorized as a Missouri 2-1-1 Comprehensive I&R Provider.

Sincerely,

United Way 2-1-1  
United Way of Greater Kansas City, Inc.

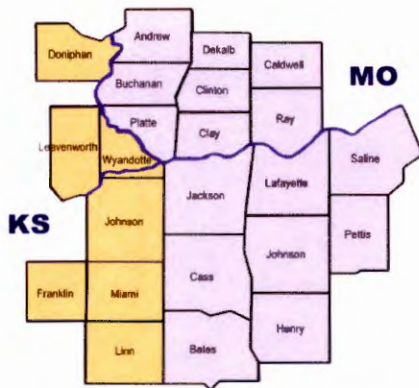
By:

  
Scott Jones  
Vice President,  
Community Services



United Way  
2-1-1  
Get Help. Give Help.





## 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.

	2012	2011	Δ%
<b>Total Calls</b>	<b>170,277</b>	<b>150,228</b>	<b>13.3%</b>
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%

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

Top 10 Education Needs	2012 Total	Unmet	% Unmet	2011	Δ%	Unmet	Δ%
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%
<b>Total Education Needs</b>	<b>2,180</b>	<b>118</b>	<b>5.4%</b>	<b>1,777</b>	<b>22.7%</b>	<b>152</b>	<b>-22.4%</b>

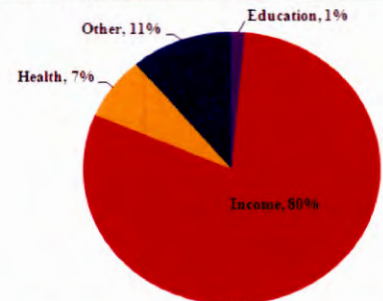
Top 10 Income Needs	2012 Total	Unmet	% Unmet	2011	Δ%	Unmet	Δ%
Electric Bill Assistance	39,870	3,429	8.6%	39,708	0.4%	4,477	-23.4%
Gas Bill Assistance	13,386	1,068	8.0%	17,048	-21.5%	1,604	-33.4%
Rent Payment Assistance	12,836	2,005	15.6%	14,460	-11.2%	2,183	-8.2%
Food Pantries	8,258	141	1.7%	6,996	18.0%	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%
<b>Total Income Needs</b>	<b>117,817</b>	<b>12,349</b>	<b>10.5%</b>	<b>114,390</b>	<b>3.0%</b>	<b>13,395</b>	<b>-7.8%</b>

Top 10 Health Needs	2012 Total	Unmet	% Unmet	2011	Δ%	Unmet	Δ%
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%
<b>Total Health Needs</b>	<b>10,954</b>	<b>467</b>	<b>4.3%</b>	<b>8,138</b>	<b>34.6%</b>	<b>377</b>	<b>23.9%</b>

Top 10 Other Needs	2012 Total	Unmet	% Unmet	2011	Δ%	Unmet	Δ%
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%
<b>Total Other Needs</b>	<b>16,523</b>	<b>583</b>	<b>3.5%</b>	<b>16,668</b>	<b>-0.9%</b>	<b>458</b>	<b>27.3%</b>

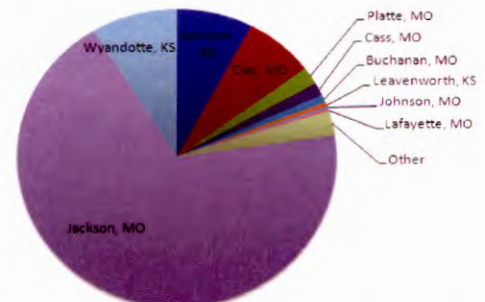


### Needs by Issue Area



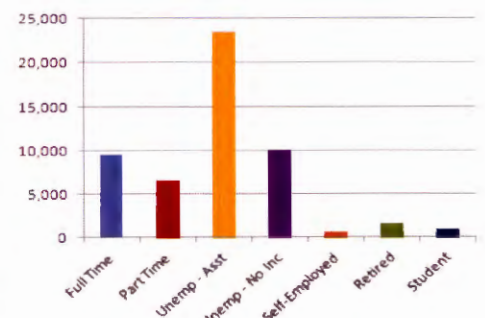
### Callers by Top 10 Counties

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%
<b>Total Answers Provided</b>	<b>52,800</b>	







**The Citizen Assist Program (C.A.P.) is an innovative program that provides non-emergency social services and health care to individuals and families in their environment.**

- The Citizen Assist Program (C.A.P.), works by obtaining referrals for clients who access the emergency response system for non-emergency medical, mental health and social service needs. These referrals are made by emergency responders who feel a client requires further assistance.
- Once a referral is made, a C.A.P. staff member schedules an initial home assessment with the client; then draws from a resource pool of over 150 medical and community agencies in order to be sure appropriate connections are made. Throughout this process C.A.P. remains in contact with the client, while working as their advocate within the system.
- The misuse of the emergency response system costs approximately \$750 - \$1,000 per event, and many such events progress to become multiple episodes. Non-emergent situations also contribute rapidly to overcrowding in hospital emergency departments, which may compromise and delay care for true emergencies.
- Often emergency responders are unable to help because the resident's needs exceeds the scope of their position. Contacting C.A.P. allows them the opportunity to get the resident the assistance they need.
- C.A.P. relies on active participation by emergency responders in order to fulfill its mission. For each call, whether emergency or non-emergency, responders are urged to "THINK C.A.P." by evaluating whether or not the resident's situation needs further attention. Then it is as simple as making a phone call.
- C.A.P. is a program of United Way of Greater Kansas City, in partnership with many local emergency response agencies. It is supported by the Robert Wood Johnson Foundation, REACH Healthcare Foundation, Health Care Foundation of Greater Kansas City and other local funding partners.



# DO YOU NEED HELP GETTING THROUGH THE MAZE OF HEALTH CARE?

- What are my options for care?
- What about health insurance?
- Am I eligible for help?
- What is a safety net clinic?

The Health Care Advocate at United Way 2-1-1 can help you through that maze. Are you newly diagnosed? Do you have chronic medical issues? Are you under- or uninsured? Do you need connections to prescription expense assistance, free or low-cost immunizations, medical equipment, medical transportation or support groups?

Call United Way 2-1-1 and ask to speak to the Health Care Advocate. It's free and confidential.

Simply dial 2-1-1, (816) 474-5112 or  
call the toll free number at (866) 320-5764.  
For more information, please visit [www.unitedwaygkc.org/211](http://www.unitedwaygkc.org/211).





# UNITED WAY 2-1-1



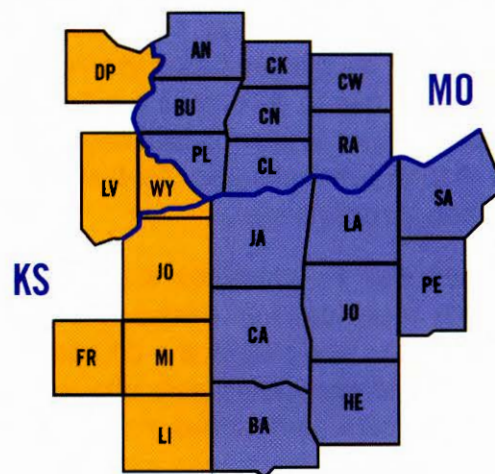
An easy-to-remember central phone number connecting people to available community resources and volunteer opportunities.

By dialing 2-1-1, you can make one call to find or give help. United Way 2-1-1 spans a 23-county area around Kansas City, seven counties in Kansas and 16 in Missouri, which gives you access to thousands of resources. You will reach a trained, caring professional seven days a week, 24 hours a day, 365 days a year. **Translators available.** It's free, fast and confidential.

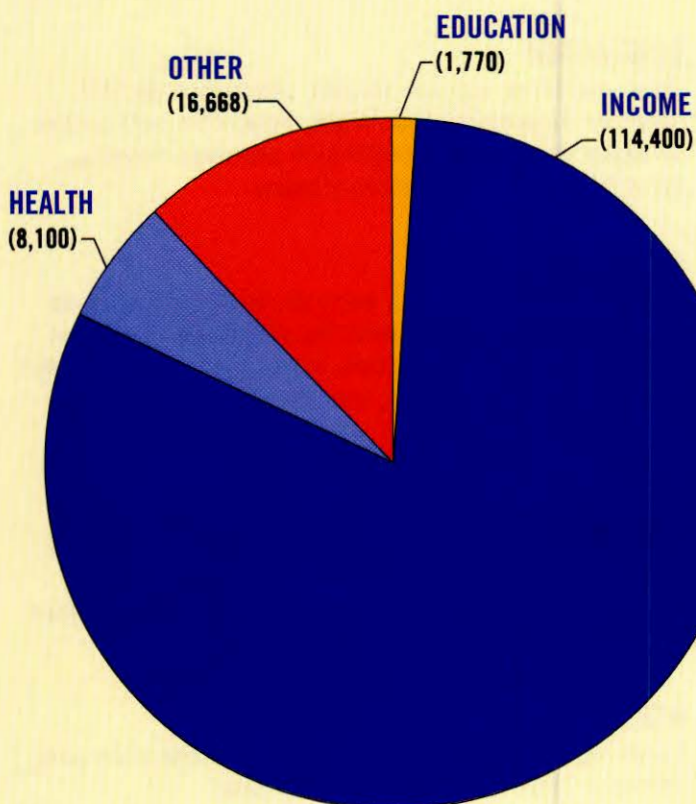
United Way 2-1-1 also provides free, quick information for people at risk of losing their homes. Callers are referred to a HUD-certified counselor, who is trained to offer expert assistance at no cost. United Way 2-1-1 is also able to help you determine eligibility for free tax assistance and refer you to a tax preparation site.

**Simply dial 2-1-1, (816) 474-5112 or call toll free (866) 320-5764.**  
**For more information, please visit [www.unitedwaygkc.org/211](http://www.unitedwaygkc.org/211)**

## UNITED WAY 2-1-1 COUNTIES



## CALLER NEEDS BY IMPACT AREA



### EDUCATION

school supplies, child care, GED programs, child protective services, parenting education, vocational services, senior centers, education loans and payments

### INCOME

electric, gas & water assistance, rent assistance, food pantries, homeless shelters, holiday gifts, rent deposit assistance, tax preparation, furniture

### HEALTH

dental care, prescription assistance, health clinics, glasses & contacts, medical expense assistance, medical equipment supplies, health information, medical transportation, general & family counseling, substance abuse treatment

### OTHER

legal aid, volunteering, donations, senior information, city government



# UNITED WAY 2-1-1



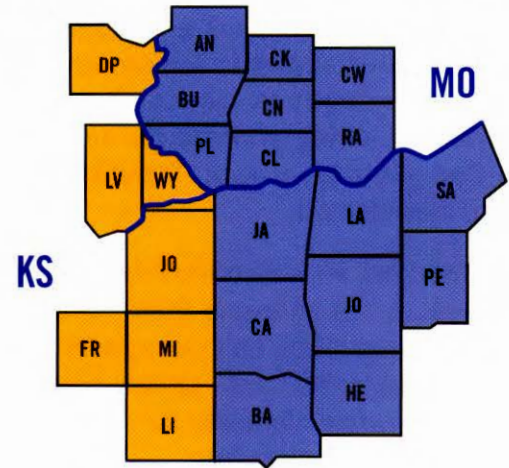
Un número de teléfono central fácil de recordar, conectando a las personas a los recursos comunitarios disponibles y oportunidades de ser voluntario.

Marcando el 2-1-1, puede hacer una llamada para encontrar o dar ayuda. United Way 2-1-1 abarca un área de 23 condados alrededor de Kansas City, siete condados en Kansas y 16 en Missouri, que le da acceso a miles de recursos. Instructores Profesionales lo atenderán siete días a la semana, 24 horas al día, 365 días del año. **Traductores disponibles.** Es gratis y rápido y confidencial.

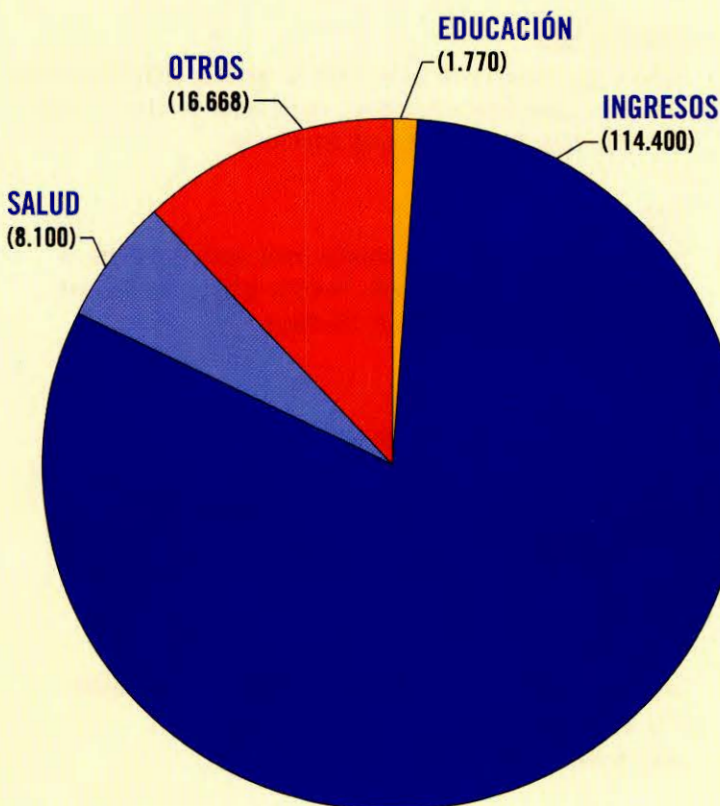
United Way 2-1-1 también le proporeiona información gratis y rapida a personas en riesgo de perder sus casas. Las personas que llaman son referidos a un consejero certificado por HUD, quien está capacitado para ofrecer asistencia experta sin ningún costo. United Way 2-1-1 también es capaz de ayudarle determinar la elegibilidad para asistencia de impuestos gratis y referirlo a un sitio de preparación de impuestos.

**Simplemente marque 2-1-1, (816) 474-5112 o llame al número gratuito (866) 320-5764.**  
**Para obtener más información, visite [www.unitedwaygkc.org/211](http://www.unitedwaygkc.org/211)**

## CONDADOS DE UNITED WAY 2-1-1



## LLAMADAS NECESIDADES POR ÁREA DE IMPACTO



### EDUCACIÓN

útiles escolares, cuidado infantil, programas de GED, servicios de protección de niños, educación para padres, servicios vocacionales, centros de personas mayores, préstamos para la educación y pagos

### INGRESOS

asistencia de electricidad, gas y de agua, asistencia de alquiler, despensas de alimentos, refugios de personas sin hogar, regalos de navidad, asistencia para de alquiler, preparación de impuestos, muebles

### SALUD

servicios dental, asistencia de prescripción, clínicas de salud, anteojos y contactos, ayuda de gastos médicos, suministros de equipos médicos, información sobre salud, transporte médico, consejería general y de familia, tratamiento de abuso de sustancias

### OTROS

ayuda legal, voluntariado, donaciones, información para personas mayores, gobierno de la ciudad



# HEALTH

## HELPING PEOPLE AND THEIR NEIGHBORHOODS TO BE SAFE, HEALTHY AND THRIVING

United Way is working to ensure that people in Greater Kansas City have all the building blocks for a good life: education, income and health. How do we do it? We advance community change strategies, invest in programs at partner agencies, and partner in community initiatives. Here's an overview of United Way of Greater Kansas City's work in the Health impact area:

### CHANGE STRATEGY

The number of low-income children who qualify for publicly financed health insurance but fail to enroll until a medical emergency occurs is staggering. Meanwhile, the facts are clear – regular and preventive health care does much more than simply improve a child's lifelong health. Poor childhood health can limit education attainment, which affects adult employment opportunities. And, not surprisingly, when parents have health insurance for their children, they are more likely to seek health care. Healthy Connections, United Way's community change strategy, aims to maximize the enrollment of eligible children, their parents and pregnant women in existing public health insurance for which they qualify.

In 2010, United Way funded nine organizations with grants totaling \$270,000 to do outreach and enrollment. In a nine-month period, those organizations completed 705 applications for 1,151 people. It is estimated that approximately 700 children and 451 adults were enrolled – that's a total of more than 1,100 people that now have health coverage that previously didn't. In addition, there were at least 253 additional "status checks" done for individuals who were not sure whether or not they had coverage. In 2011, another \$205,000 has been awarded to seven agencies.

(CONTINUED ON REVERSE)

Arwen Morales knew she needed medical care but had no idea where she could get it. The 24-year-old Overland Park woman was almost two months pregnant, had been laid off, and her husband's job offered no health benefits. That's when she met Kimberly, an outreach worker whose position at the Health Partnership of Johnson County is funded through a grant from United Way of Greater Kansas City. Kimberly works to help families that are already qualified for Medicaid to get enrolled. "All of sudden I was getting everything I needed," Arwen said. And her healthy baby had the care he needed, too.



United Way of  
Greater Kansas City

### THE FACTS

- Nearly 250,000 people in the Kansas City six-county area lacked health coverage, according to the 2009 U.S. Census.
- 83% of the uninsured in our region were working age adults.
- Almost 36,000 local children ages 0-17 were uninsured, or 7.7%.



## PARTNER AGENCY GRANTS

In 2011, United Way of Greater Kansas City is investing in 156 programs at area nonprofits that keep people healthy and neighborhoods safe and thriving. Below is a breakdown of funding by type of service:

Type of Program	Number of Programs	Total Funding
Access to Health Care	37	\$2,058,619
Family Violence Intervention	37	\$1,715,608
Health Promotion	7	\$287,223
Healthy and Safe Communities	4	\$277,593
Mental Health	11	\$520,258
Residential and Day Treatment	11	\$753,749
Services for Older Adults	17	\$356,255
Services for People with Disabilities	17	\$566,207
Substance Abuse Prevention and Treatment	15	\$496,907

### Return on Investment:

- Medical and dental care for 139,073 low-income or uninsured individuals
- Mental health counseling and support for 9,815 people
- Support for 10,280 older adults to help them remain in their homes
- Support for 3,955 adults with a disability
- Treatment and support for 5,012 teens and adults with a substance abuse problem
- Treatment and advocacy for 4,006 victims of child abuse and neglect
- Shelter and support for 3,401 victims of domestic violence

## UNITED WAY 2-1-1 HEALTH CARE ADVOCATE

2010 marked the fourth year that United Way 2-1-1 has offered a health care advocate, provided by a grant from the Health Care Foundation of Greater Kansas City. The health care advocate is able to provide the extra time and expertise needed to assist some United Way 2-1-1 callers with more complex medical situations. Among the top needs last year were prescription assistance, dental care, health clinics, eyeglasses and medical equipment and supplies.

## HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP

United Way, along with the Hallmark Corporation Foundation, the Greater Kansas City Community Foundation and the AIDS Council, formed the Heart of America Community AIDS Partnership in 1990 to address the HIV/AIDS epidemic and to enhance the coordination and targeting of those resources in Greater Kansas City. Since then, more than 25 local and national private funders have joined United Way in providing more than \$4 million in grants to aggressively respond to HIV/AIDS in our community.

