

**GET CONNECTED.
GET HELP.**

211



Community Action Board

2022 Annual Report



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Celebrating 211 together.





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“Get Connected. Get Help”

Our Mission

Our mission is to connect Santa Cruz County’s most vulnerable with the health and human service resources they need.

Our Values

- Respect and compassion for all people
- Excellent customer service
- Community benefit is at the forefront of all we do
- Efficient and sustainable services
- Integrity in all we pursue and provide



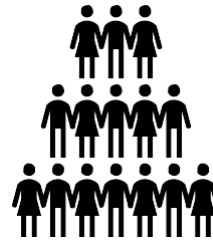
Our Impact in 2022

211's impact is captured by the number of connections that are made to resources through our **phone service, our website, and through our community partners.** The numbers captured through our database not only show who accessed 211 and how we've helped them, but it also gives us a glimpse into what the specific needs are in our community.



6,032

Number of distinct calls



9,980

Number of referrals



95

Number of 2-way text

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2022 Texting Campaigns

Text the Keyword to 211-211



Keywords

Campaign Description

BENEFITS

We'll screen you for 18 social safety net benefits at the federal, state and local levels through BenefitKitchen.com when you text BENEFITS.

COVID-19

You'll receive updates and important information about COVID19.

GETACP

Learn more about low-cost internet offers in your area. When you text GETACP, we'll ask you a series of questions to determine eligibility and refer you to the best offer we can find. We'll follow up periodically with reminders and notifications.

KINSHIP

We'll connect you to our KinshipCareCA.org website and Call Center if you text KINSHIP. You'll be able to find local resources and best-fit service providers on the website, by phone with trained staff, or by text - 24/7.

RENT

Provide information of the Housing Is Key program.

TAXES

Get screened for CalEITC eligibility and get referred to myfreetaxes.org to file for free. You'll also receive information related to tax returns and updates that UWCA learns about.

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Why People Call 211?



**Housing
(2,519)**



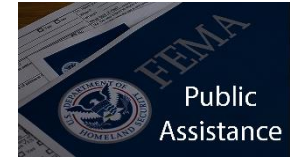
**Utility Services
(616)**



**Legal Services
(499)**



**Food
(386)**



**Public Assistance
Programs
(327)**

Additional Categories	# Of Needs
Transportation	296
Mental Health Care/Services	249
Individual and Family Support Services	203
Material Goods	194
Domestic Animal Services	149

Top Referred Agencies

Agency Name	# of Referrals
Saint Vincent De Paul Society of Santa Cruz	714
Community Bridges	547
Smart Path to Housing and Health	523
Catholic Charities Diocese of Monterey	409
Families In Transition of Santa Cruz County	395
County of Santa Cruz Human Services	380
California Rural Legal Assistance Inc.	328
Pajaro Valley Shelter Services	283

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2022 Highlights

211 Santa Cruz County provided COVID-19 information and services 24 hours per day, 7 days per week.

Delivered nearly 2,600 pantries/meals to homebound residents through the 211 and DoorDash Food Pantry Delivery program, supporting the Second Harvest Food Bank participating food pantries.

Delivered pet food to 500 homebound residents through the 211 and DoorDash Pet Food Delivery program*, supporting the Santa Cruz SPCA participating pet food agency.

Supported nearly **100 families** with accessing rent relief through the Housing is Key Program

***Program created for disaster only**



Success Story



Bess is 77 years old. She called 211 because her unemployment payments expired and she could no longer afford her apartment, which she has lived in for over 34 years. Bess has tried to look for more work but, in her words, “no one wants her, she is too old”. She has managed to get one part time job where she works one day but is making less than \$300 a week. Bess is receiving social security, but she said every year her check remains the same and every year the cost of living goes up. 211 was able to give Bess referrals to agencies to temporarily assist her with the rent, as well as CalFresh, a food assistance program that can help her pay for groceries at her local grocery store or farmer's market . 211 also referred her to Senior Network Services for additional resources, an agency that works specifically with seniors.

Thank You!

We are grateful for our generous sponsors

City of Capitola

City of Scotts Valley

City of Watsonville

Center for Disaster Philanthropy

County of Santa Cruz

First 5 of Santa Cruz County

Kaiser Permanente

LISC Los Angeles

Monterey Peninsula Foundation

PG&E

United Way Greater Bay Area & Central Coast Wildfire Fund

United Ways of California

United Way Worldwide



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United Way
of Santa Cruz County