



UNITED WAY
Santa Cruz County

2024 Annual Report

WHAT IS 211?



Our Mission:

To connect with 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

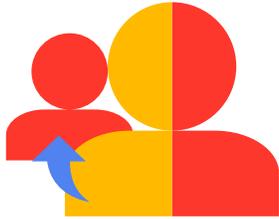
How to access:

Text your zip code to 898-211 to get connected with a live person to assist you.

Dial 211 or 831-713-4111 to speak to someone directly.

Online at www.211santacruzcounty.org (New Website)

OUR IMPACT



4,260

Number of Referrals



4,337

Number of Phone Calls



185

2-Way Text



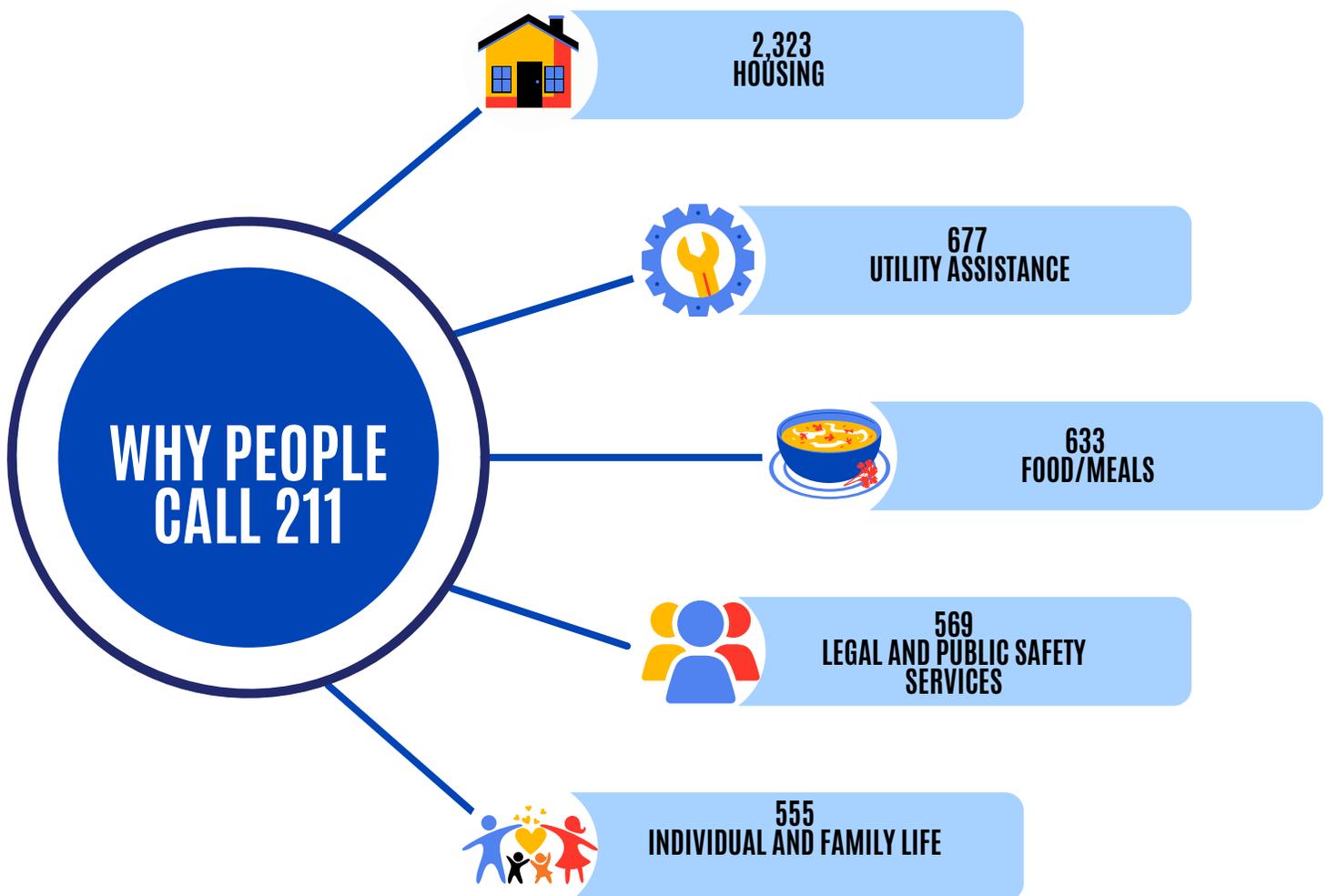
131

Disaster Related Calls



WHY PEOPLE CALL 211

Amidst the challenges of 2024, 211 emerged as a beacon of hope, responding to 6,630 caller needs with unparalleled dedication. This includes: Housing (2,323), Utility Assistance (677), Food/Meals (633), Legal Consumer and Public Safety Services (569), and Individual and Family Life (555). 211's diverse support extended a helping hand, making a significant impact in the lives of those seeking assistance in times of need.



TOP AGENCIES AND PROGRAMS

AGENCIES	# of Referrals
SAINT VINCENT DE PAUL SOCIETY OF SANTA CRUZ	653
CATHOLIC CHARITIES DIOCESE OF MONTEREY	529
FAMILIES IN TRANSITION OF SANTA CRUZ COUNTY	360
THE SALVATION ARMY WATSONVILLE CORPS	318
PROGRAMS	# of Referrals
SUPPORT SERVICES (CATHOLIC CHARITIES DIOCESE OF MONTEREY)	551
FINANCIAL STABILITY SERVICES (COMMUNITY BRIDGES)	524
FAMILIES TOGETHER (FAMILIES IN TRANSITION OF SANTA CRUZ COUNTY)	360
SALVATION ARMY WATSONVILLE (THE SALVATION ARMY WATSONVILLE CORPS)	241

211'S DEMOGRAPHICS

Languages

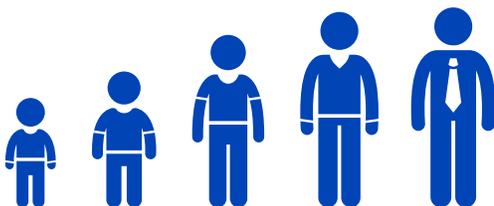
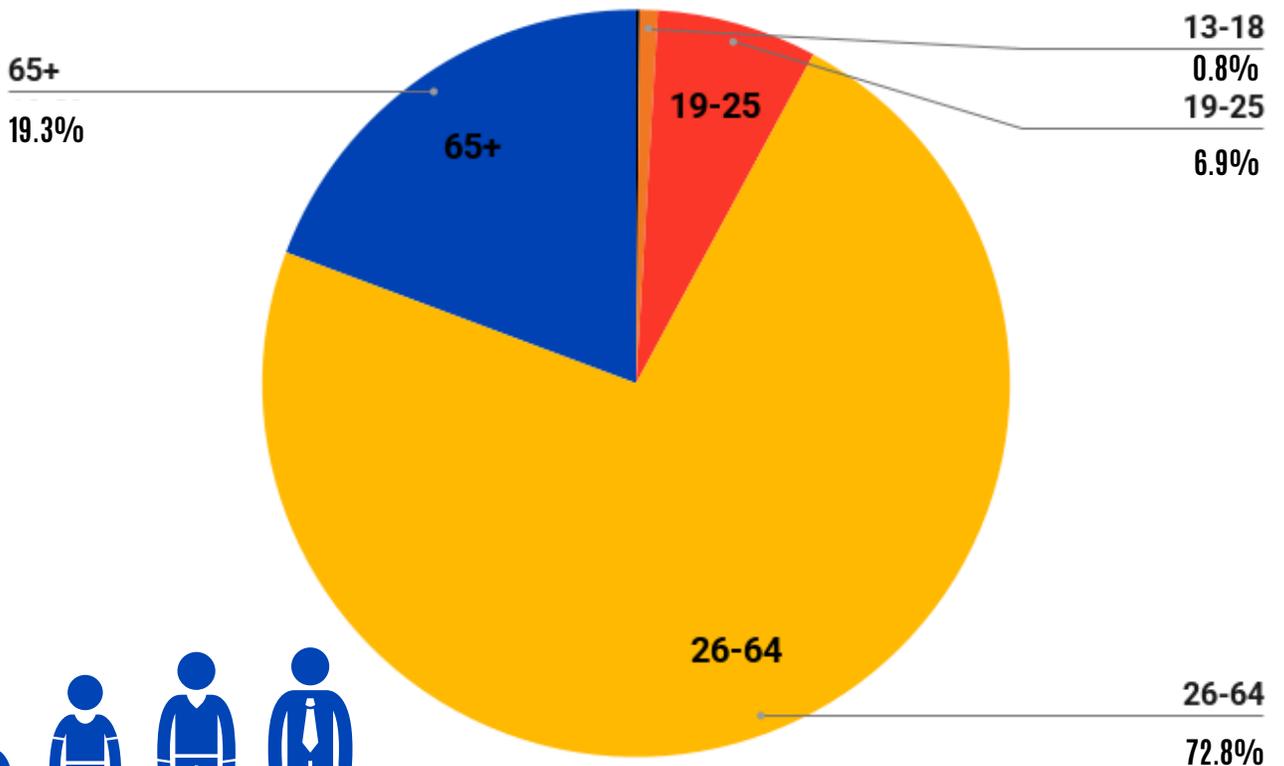


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Spanish: **720**

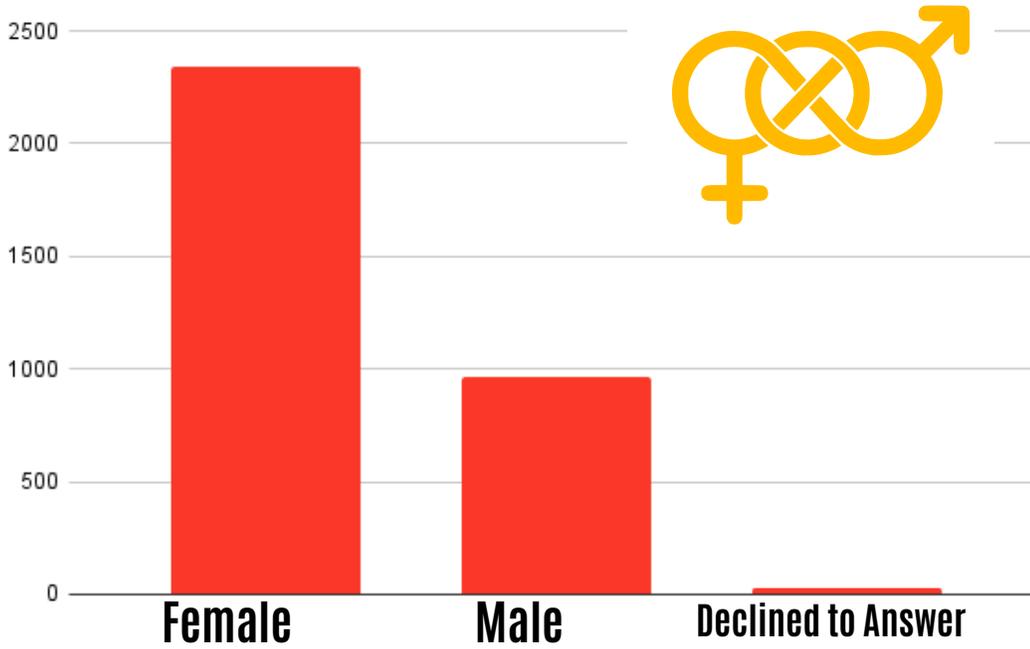
Mixteco: **4**

Ages

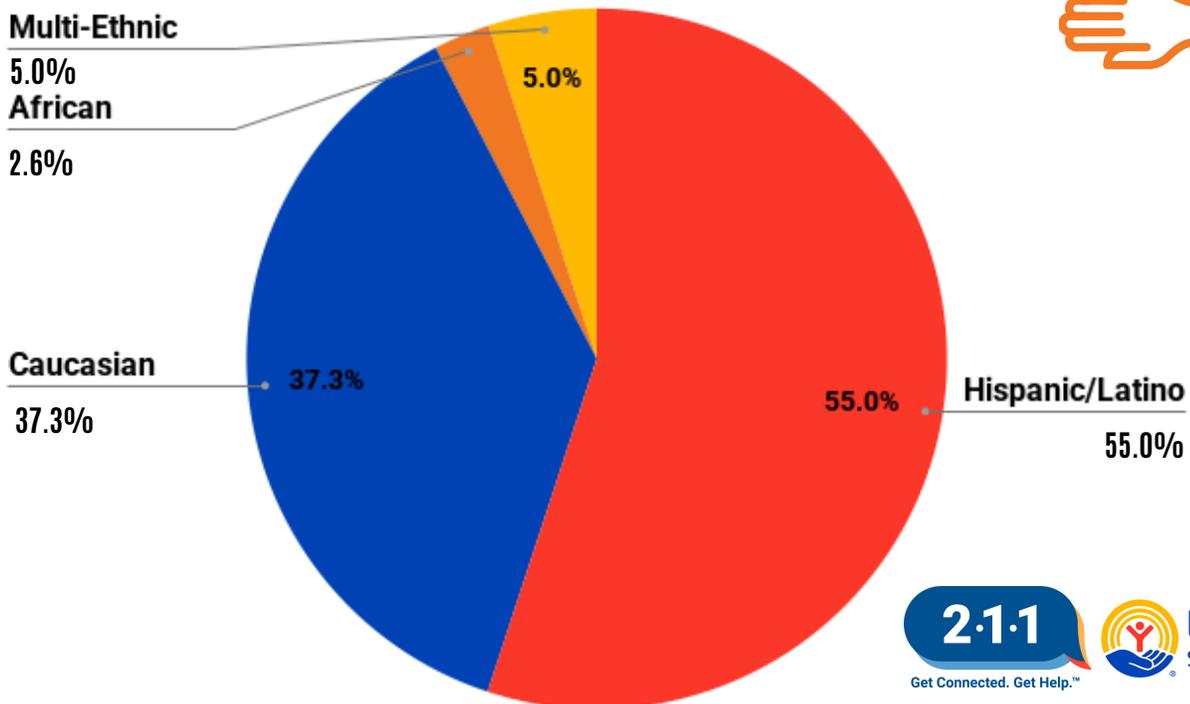


211'S DEMOGRAPHICS

Genders



Ethnicities



211 PARTNERSHIPS

Santa Cruz County Housing for Health Partnership (Connection Services Request Form)



- Maintain the Housing Resource information which includes information on affordable housing and shelter availability
- To date 211 Santa Cruz County have **connected with 788 people** at risk or experiencing homeless and successfully have **provided resources to 290**.



VITA (Volunteer Income Tax Assistance) / CalEITC

- Received a total of **\$60,000 in grants** to support community outreach to raise awareness about the Earned Income Tax Credit and ITIN services.
- In February 2025, 211 Santa Cruz County will provide tax preparation options through **www.myfreetaxes.org** website.

DoorDash Food Pantry Deliveries



January 2024 – December 2024: We have **provided over 950 food/pantries** deliveries to those who cannot attend a food pantry location.

211 PARTNERSHIPS CONTINUE

PG&E Power Safety



Together, Building
a Better California

The partnership between PG&E and 211 in Santa Cruz County focuses on supporting residents, particularly during disasters. This collaboration ensures that individuals with medical needs are prioritized for essential services, such as backup power through PG&E's Medical Baseline program.

By contacting 211, residents can access information and referrals to disaster preparedness resources, as well as assistance with medical energy needs.

In 2024, a **total of 58 individuals were screened for all hazards, while more than 2,450 callers were screened for Public Safety Power Shutoff (PSPS) events.** Additionally, during one PSPS event, assistance was provided to 24 PG&E clients in connecting to the necessary resources.

Tobacco Cessation



We partner with The University of California, San Diego – Kick It CA. They have free services for smokers/vapers that can be helpful. If the callers enroll and complete a telephone counseling call with them, they will receive a \$20 gift card. **This year we referred 108 clients to Kick It CA.**

SUCCESS STORY

During one of our follow-up calls, a client shared that she was on the brink of giving up. Since graduating from her rehab program, she's been living in a tent, surrounded by people who are actively using, and one of her close friends had even been hospitalized. In the midst of this overwhelming chaos, she thanked us for reaching out. She said that our call, along with the extra support we provided, gave her the strength and hope to keep pushing forward and stay sober. In that moment, it was clear just how vital our outreach is—not just as a service, but as a lifeline for those who feel like they're about to lose everything.



211'S EMAIL OUTREACH

Have you received any emails from
211 Santa Cruz County?



C2C Promotoras

Monthly 211 Santa Cruz County sends out a family resource list in which we provide information for basic needs. **This email gets sent out to over 600** community base organization members.

Quarterly 211 Santa Cruz County sends out a **211 quarterly report email to over 250 agencies** providing information about the 211 call's needs, referrals, unmet needs. Additionally, we provide information about 211 other programs, and new services.



United Way CEO and Safety Net Manager

SPECIAL THANKS



Together, Building
a Better California



United Ways
of California

UNITED WAY BAY AREA