



Doing Things!

Partner Presentation

2-1-1 Tampa Bay Cares, Inc.

Micki Thompson, Executive Director



2-1-1 Tampa Bay Cares, Inc. Presentation Pinellas County Board of County Commissioners



Micki Thompson
Executive Director

Feb. 7, 2017

2-1-1 Tampa Bay Cares, Inc.

Our Mission....

“Create Connections through the power of information, innovation and hope.”

2-1-1 Tampa Bay Cares, Inc.

- ***Private Non-Profit Organization - 501 (c)3***
- ***43 Employees – Operating 24/7/365***
- ***Annual budget: \$4 Million (October 2016)***
- ***Located in Clearwater, Florida***



Juvenile Welfare Board
Investing in children. Strengthening our community.

Funders



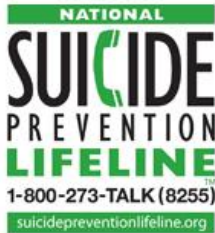
United Way Suncoast



LIVE UNITED



United Way of Hernando County



OFFICE OF
Early Learning
LEARN EARLY. LEARN FOR LIFE.



Private Donations

Accessing Help From 2-1-1

- ***Calling our 2-1-1 Contact Center***
- ***Adult Emergency Financial Assistance Program (AEFAP)***
- ***Texting 898211 for information and help***
- ***Self Guided Searches***
 - ***Web-Portal: 211connects.org***
 - ***Mobile App: 2-1-1 connects***

Calling our 2-1-1 Contact Center

General Information:

- **Crisis Intervention and Information/Referral (I&R) Service**
- **24 Hours a Day/7 Days a Week /365 Days a Year**
- **FREE and Confidential Service**
- **Multilingual Capabilities – 150 languages**
- **711 for Florida Relay**
- ***For 3-digit blocked access, dial 727-210-4211**
- **Last FY16, 2-1-1 handled 70,244 calls, 10,235 emails and 435 live chats, 771 other contacts (letters, walk-ins, etc.)**
- ***So what can people contact 2-1-1 for?***

211Counts.org

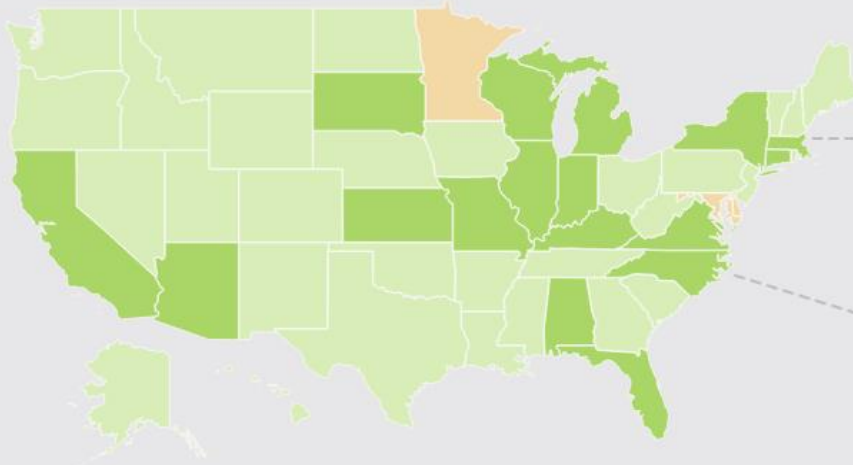


Helping communities. Improving lives.

What are the most pressing needs in your community?

Find out with *2-1-1 Counts*

- Real-time, searchable data
- Simple-to-use format



Sign me up!

- Massachusetts
- Connecticut
- Rhode Island
- New Jersey
- Delaware
- Maryland
- Washington D.C

Click a shaded state to explore data.

Beige-shaded states are coming soon.



211Counts.org



Choose data to display

PINELLAS, FL

LAST 30 DAYS

TOTAL CALLS
8,001

TOTAL REQUESTS
11,942



Top service requests Jan 06, 2017 to Feb 04, 2017

TOP REQUEST CATEGORIES

Display as: PERCENT COUNT

TOP HOUSING & SHELTER REQUESTS

Housing & Shelter	3,158
Food	352
Utilities	882
Healthcare	630
Mental Health & Addictions	297
Employment & Income	362
Clothing & Household	154
Child Care & Parenting	99
Legal Services	92
Transportation Assistance	143
Education	32
Disaster	5
Other	3,028
Total for top requests	9,234

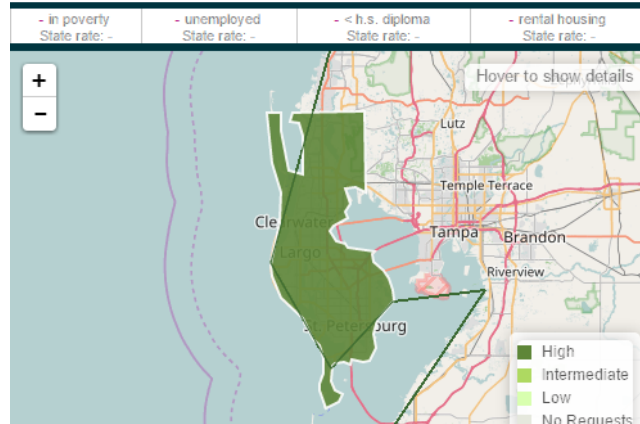
Shelters	990
Low-cost housing	800
Home repair/ maintenance	53
Rent assistance	1,216
Mortgage assistance	30
Landlord/ tenant issues	55

0 = No requests made
Not Available = Data not collected
Some requests are only computed at the category level

Requests by County Housing & Shelter | Pinellas, FL

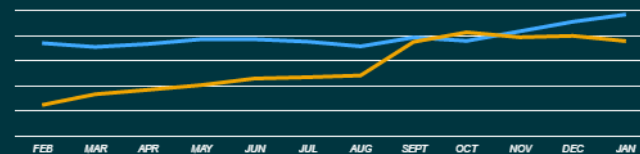
View By: ZIP Code County

County - Requests - Adult Population -

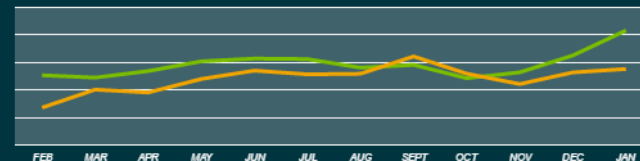


Request by time



ALL TOP REQUESTS IN THE LAST YEAR AND PRIOR YEAR



Housing & Shelter requests in the last year and prior year



211Counts.org


 Choose data to display: PINELLAS, FL | LAST 30 DAYS | TOTAL CALLS 8,001 | TOTAL REQUESTS 11,942 | 

Top service requests Jan 06, 2017 to Feb 04, 2017

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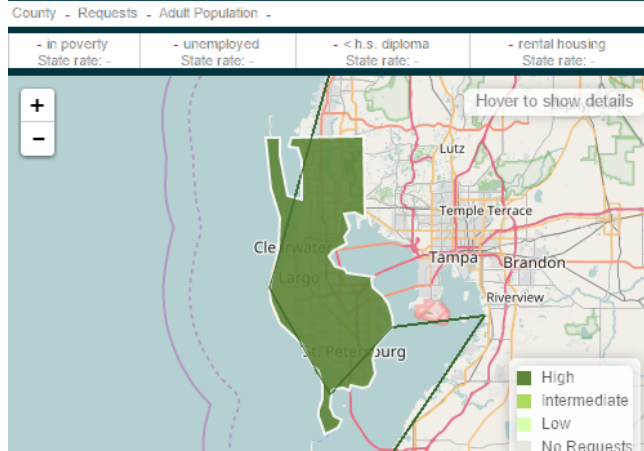
TOP HEALTHCARE REQUESTS

Health insurance	42
Medical expense assistance	8
Medical providers	47
Dental care	53
Eye care	9
Prescription medications	51
Medical equipment	5
Nursing homes & adult care	340
Reproductive health	6
Death related	2
Other health services	67

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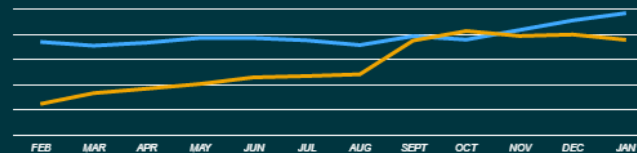
Requests by County | Healthcare | Pinellas, FL

View By: ZIP Code | County

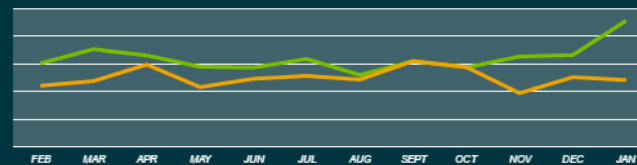


Request by time

ALL TOP REQUESTS IN THE LAST YEAR AND PRIOR YEAR



Healthcare requests in the last year and prior year



2-1-1 Contact Center Services

Adult Emergency Financial Assistance Program (AEFAP) - Pinellas

- *Adults without minor children*
- *Overdue rent and utilities (electric, water, gas)*
- *200% of FPL (1 person \$23,760; 2 people \$32,040)*
- *Must have sustainable income and provide documentation.*
- *Assistance available once per year.*
- *Program is a “hand up.”*

2-1-1 Contact Center Services

AEFAP LIFT Program - Pinellas

- *Assist with deposit assistance in partnership with adult shelter providers including **Safe Harbor, St. Vincent De Paul, Pinellas Hope, Salvation Army St. Petersburg, CASA, The Haven and others.***
- *Adults must be currently in shelter.*
- *Same eligibility criteria as AEFAP.*

2-1-1 Contact Center Services

AEFAP Program – FY16

- *Provided \$757,176.16 to 666 adult households (Ave. \$1,137 per adult household)*
- ***Mosely Motel Closure*** – *Provided \$22,177.31 assisting 4 adult households relocate (Ave. \$1,584 per adult household)*
- ***Mariners Cove & Tropical Storms*** - *\$2,956 assisting 6 adult households- minor house repairs and relocation (Ave. \$493 per adult household)*

Texting 2-1-1 for Help and Information



Easy, convenient
and always
at your fingertips

2-1-1TM
Get Connected. Get Answers.

Text your zip code to 898211

Standard msg&data rates may apply. Text STOP to opt-out. For end user privacy and terms and conditions of texting with 898211, go to: <http://www.preventionpaystext.com/policies/>

Quick Facts about Texting

- Texting is the most common activity on mobile devices while **voice calling has dropped to 6th**. Over 80% of adults in the U.S. text (Pew Internet)
- 96% of smartphone users text. (Mobile Market Watch)
- The average adult spends 23 hours per week texting (US Today)
- Texting Used for Push Messaging and 2 Way Communication
- 898211 has been established as national texting code for 211 nationally.

Statistics Provided by United Way Worldwide 211 US Workgroup

Texting for Help: 2 Way Conversations

- Text **your Zip Code** to 898211
- Individual will receive a message from 211.
- Text conversation begins
- Information regarding the local charity or community service is texted to the user as part of the conversation.
- Builds relationship with user

Texting: Push Text Msgs From 211

Local push texts - info to individuals already texting 211 with links to services, websites, etc.

Examples:

- Tax Preparation
- Summer Breakspot Information
- Cold Night Shelter
- Employment Support Services
- Veteran Support Services
- Surveys

National push texts - United Way Worldwide Partnerships

Examples:

- FEMA
- CDC

Texting for Help

Need Help?

Text **your Zip Code** to
898211

Responses

Weekdays During
Regular Business Hours



211 Connects: Online Services Portal

www.211connects.org

The screenshot shows the homepage of the 211 Connects website. At the top, there is a red navigation bar with social media icons for Facebook, Twitter, YouTube, and LinkedIn on the left, and the text "Dial 2-1-1 from any phone 24 hours a day." on the right. Below the navigation bar is the 211 logo with the tagline "Get Connected. Get Answers." and "2-1-1 Tampa Bay Cares, Inc." To the right of the logo are two buttons: a red one with a heart icon that says "DONATE to 211 Find Out How" and a blue one with a star icon that says "Search for SERVICES Click Here". Below these is a horizontal menu with links: Home, Need Help?, Community Partners, TBIN Services, Who We Are, Community Reports, and Contact 2-1-1. The main content area features a large "Need Help?" heading, followed by the text "We connect you to the resources you need, when you need them." and a list of services: Housing/Homelessness, Food & Meals, Tax Assistance, Child Care & Early Learning, Suicide Prevention, Health Insurance, and And more. To the right of this text is a large, diverse group of smiling people. At the bottom left of the main content area is a "Dial 211" logo and a circular badge that says "24 hours a day". A blue button with a star icon and the text "Click to learn more" is positioned at the bottom left of the main content area.

Are you feeling overwhelmed, in crisis, and just need to talk? We Can Help.

We made it easy for you to talk or chat with our caring and trained specialists. They are here to listen and to support you through whatever difficult times you may be facing by providing you with emotional support, crisis intervention, suicide prevention services and more.

211 Connects: Online Services Portal

Welcome!

If you need help 24 hours a day with referrals or information, please Dial 2-1-1, [Live Chat](#), or Text (Send Zip Code to 898211) with us.

Looking for child care providers or help with subsidized child care, contact the Early Learning Coalition's [Child Care Resource & Referral Line](#).

Would you like to list with us? [Click here to read](#) our inclusion/exclusion criteria to see if you organization qualifies to be listed.

[View Pinellas Shelter Availability](#)

[Go directly to the Advanced Search](#)

[Access your account or Resource Groups](#)

1

Please choose a location.

County

Pinellas

City

Optional ▼

ZIP Code

Optional ▼

[Click here to skip this step.](#)

211 Connects: Online Services Portal

2

Choose a category.



Food



Housing and Utilities



Clothing and Household Items



Transportation



Legal and Public Safety



Education



Health, Wellness, and Dental



Employment



Income Support



Individual and Family Support



Volunteer Opportunities



Mental Health and Addictions

211 Connects: Online Services Portal

3

Narrow your search.



FOOD

Food Pantries and Brown Bag Food Programs

Food Banks, Clearinghouses, and Collection Programs

Food Production, Gardening, and Assistance Programs

Meals

Food Stamps and WIC

Food Safety Education

[Click here to return to the list of categories.](#)

211 Connects: Online Services Portal

2-1-1 Tampa Bay Cares Online Database

[Search](#) [Services](#) [My Account](#) [Help](#)

A Health and Human Services Online Directory

Resource Results

[List View](#)

[Map View](#)

Viewing 1-10 of 44 results:

Can't find it? Refine your results in the right hand column.

[Abundant Life Ministries, Bread Of Life Food Pantry](#)

1550 Belcher Road South
Largo, FL 33771
(727) 210-5433

Food Donation Programs, Food Pantries

[Bay Area Pregnancy Center, Clearwater](#)

2380 Drew St.
#6
Clearwater, FL 33765
(727) 449-1988

Baby Furniture Donation Programs, Baby Clothing/Diaper Donation Programs, Postabortion Counseling, Pregnancy Related Volunteer Opportunities, Fundraising Event Volunteer Opportunities, Sexual Abstinence Education Programs, Home Pregnancy Test Kits, Pregnancy Counseling, Diapers, Baby Clothing, Formula/Baby Food

[Bay Area Pregnancy Center, Highpoint](#)

5656 150th Avenue North
Clearwater, FL 33760
(727) 395-9500

Baby Clothing/Diaper Donation Programs, Postabortion Counseling, Sexual Abstinence Education Programs, Home Pregnancy Test Kits, Pregnancy Counseling, Maternity Clothing, Diapers, Baby Clothing, Formula/Baby Food

[Bay Area Pregnancy Center, St. Petersburg](#)

4090 58th Avenue North
Saint Petersburg, FL 33714
(727) 200-9166

Baby Clothing/Diaper Donation Programs, Postabortion Counseling, Parenting Skills Classes, Sexual Abstinence Education Programs, Home Pregnancy Test Kits, Pregnancy Counseling, Maternity Clothing, Diapers, Baby Clothing, Formula/Baby Food

Refine your results

Use the fields below to further search within your result set.

Keywords

Areas Served

ZIP code

City

County (required)

State

Volunteer Opportunities

Wishlist

Shelters

Service Codes

Food-Pantries-and-
Brown-Bag-Food-

211 Connects: There's an App for that!

- FREE
- Great Tool for People Helping Others
 - Case Workers
 - Church Secretaries
- Entire 211 database of Pinellas community services in your hand!
- Download today! Android and Apple Devices



How I help 211?

1 – Utilize & Promote Self Guided Searches

- Free Mobile App: 2-1-1 Connects
- Free Online Database Search: 211connects.org

2 – Utilize & Promote Texting for Information and Help

- Text **your Zip Code** to 211

3 – Call 2-1-1 directly 24/7

4 – Donate to Support 211 Services – 211tbc.org



Micki Thompson, Executive Director
2-1-1 Tampa Bay Cares, Inc

www.211tbc.org