



Community ACCESS Line
of the Lakeshore

ANNUAL REPORT

2021 OCTOBER 2020 - SEPTEMBER 2021

2021 REGIONAL OVERVIEW

Being a 501(c)3 nonprofit agency, Community Access Line of the Lakeshore's (C.A.L.L.) mission is to increase access to community resources through compassionate and effective information and referral services. C.A.L.L.'s staff is committed and highly trained to respect the dignity and value of each individual who contacts our agency.

C.A.L.L.'s 211 service helps connect residents from the seven-county region we serve to critical health and human services and opportunities to engage within their local community. In 2021, we handled 41,745 contacts including phone calls, chats, emails, texts and in-person assistance, an 11% increase over contacts in 2020.

In addition to the contacts handled by C.A.L.L.'s staff, 61,617 searches for services were performed online using our 211 community resource directory. Hundreds more accessed the Feeding America mobile food pantry schedules available on C.A.L.L.'s website and social media platform.

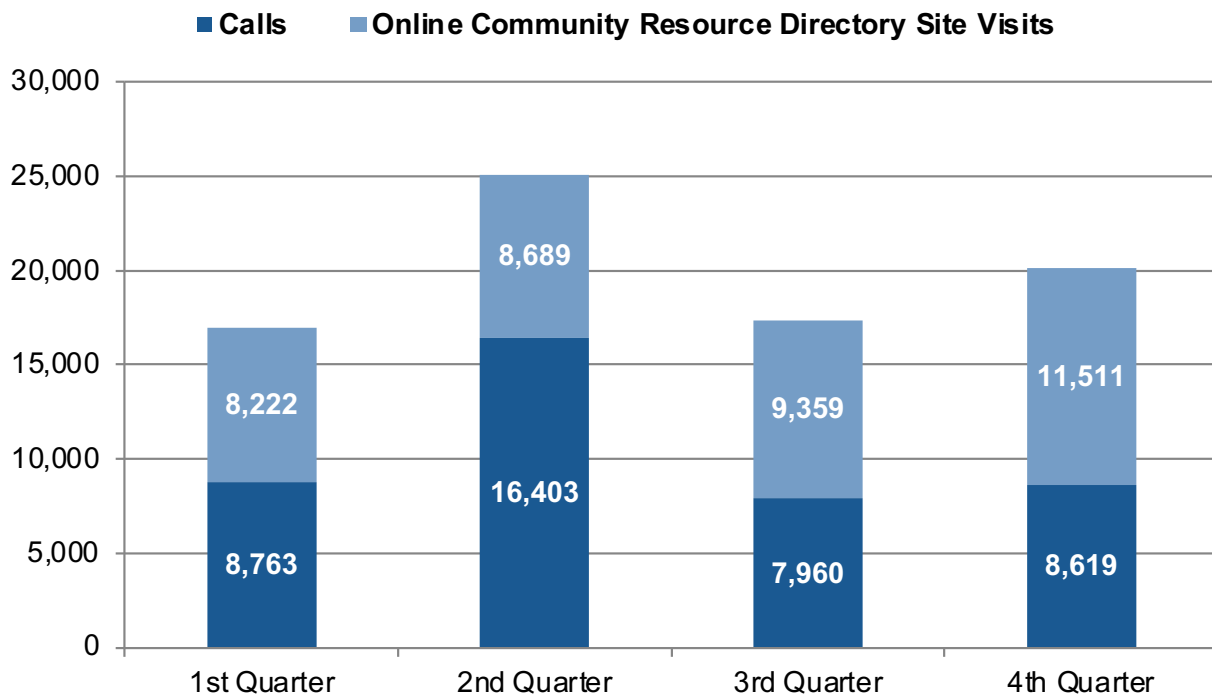
C.A.L.L. also continued to play a critical role in facilitating access to needed COVID-19 resources such as grocery and food pantry delivery for older adults, test site referral and scheduling assistance, navigation assistance for individuals needing to quarantine or isolate, and vaccination referral and scheduling assistance. In total, C.A.L.L. handled over 21,000 COVID-19 related contacts.

41,745
CONTACTS

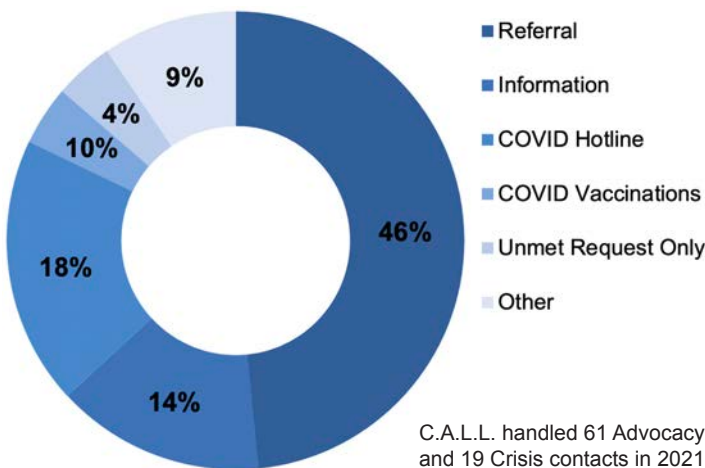
61,617
ONLINE SEARCHES

21,000+
COVID-19 CONTACTS

Total Regional 211 Contacts



Contact Types



Definitions of Call Types

Advocacy: Interceding on behalf of an individual to ensure that they receive the benefits and services for which they may be eligible.

Crisis: Offering immediate assistance to people in acute emotional distress to defuse the critical nature of their situation and to ensure the person's safety.

Information: Providing descriptive information about a service provider, sharing details about how programs work, and explaining agencies' policies and procedures for application.

Referral: Determining the specific nature of the individuals needs and exploring specific solution options to resolve it.

Unmet Request: Individual instances where no resources are available to meet an inquirer's assessed needs and no referrals can be made.

COVID-19 Hotline: In partnership with MI 211, CALL staff answered the Michigan Department of Health and Human Services' COVID-19 Hotline. Staff answered COVID-19 related questions and concerns and made referrals, as appropriate.

COVID Vaccinations: CALL staff fielded calls specifically regarding availability of the vaccine, provided referrals to vaccination clinics/sites and helped schedule appointments for individuals without access to the internet.

COVID-19 Contact Data

Top 5 COVID-19 Related Service Requests:

- COVID-19 Diagnostic Tests
- Electric Service Payment Assistance
- Rent Payment Assistance
- Gas Service Payment Assistance
- Disease / Disability Information

“You were great and the agency helped me right away. Can't improve on that.”

– Cheryl P.

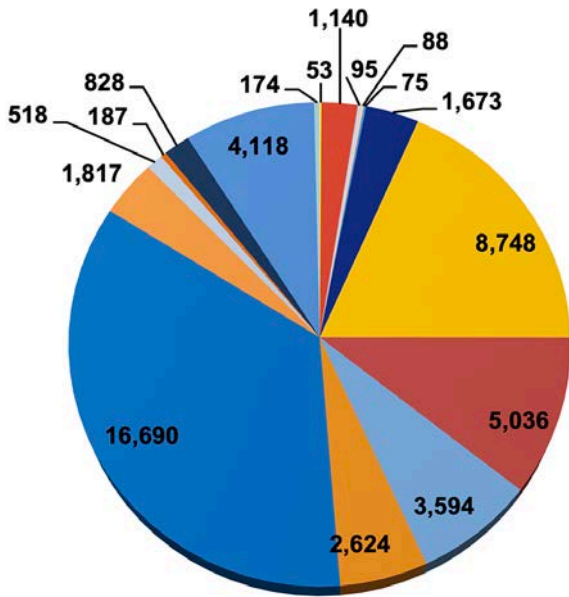


Quality Assurance

The results of our follow-up surveys for fiscal year 2021 are as follows:

- Did we listen and understand your need? *99% Responded Yes*
- Did we provide you with sufficient information? *99% Responded Yes*
- Did you contact the agencies to which you were referred? *89% Responded Yes*
- Were you able to get the help you needed? *84% Responded Yes*
- Would you contact 2-1-1 again for help? *99% Responded Yes*

Service Requests by Category



41,745
CONTACTS

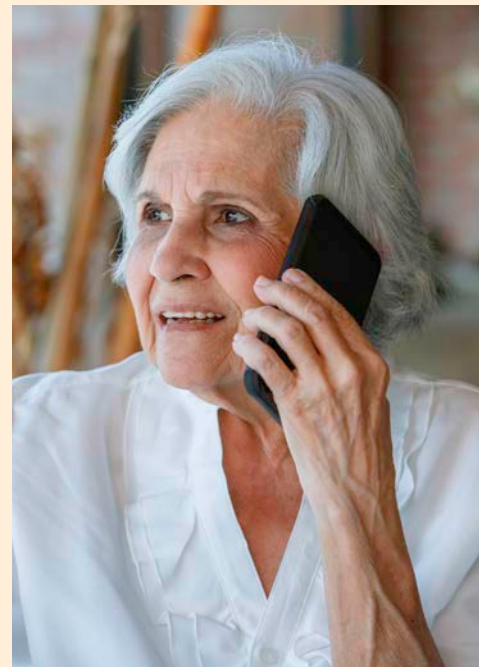
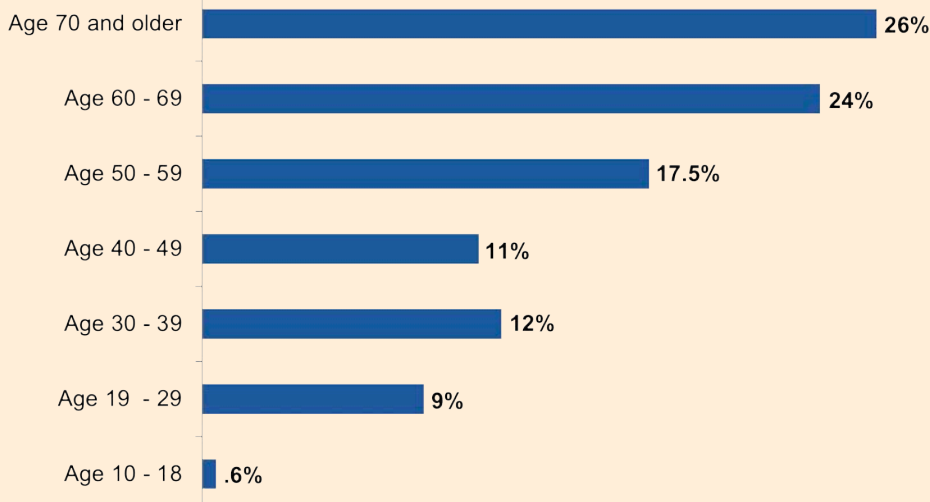
- Arts, Culture & Recreation - 53
- Clothing/Personal/Household Needs - 1,140
- Disaster Services - 95
- Education - 88
- Employment - 75
- Food/Meals - 1,673
- Health Care - 8,748
- Housing - 5,036
- Income Support/Assistance - 3,594
- Individual, Family & Community Support - 2,624
- Information Services - 16,690
- Legal, Consumer & Public Safety Services - 1,817
- Mental Health/Addictions - 518
- Other Government/Economic Services - 187
- Transportation - 828
- Utility Assistance - 4,118
- Volunteers/Donations - 174

Demographics

Gender

Break down of callers into 211 who self-identified their gender:
70% female, 29.96% male and .04% transgender

Age

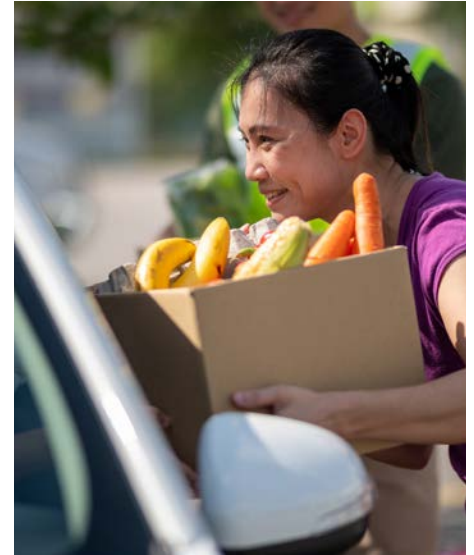


Connecting to 211 Resource Information

Our 211 service can be connected by phone, chat, email, text or in-person. Many choose to search for services independently using the online 211 community resource directory. The community resource directory is accessible at www.call-211.org. In fiscal year 2021, there were nearly 38,000 site visits to the community resource directory with a total of 61,617 searches conducted. In addition, hundreds more visited our website seeking the current Muskegon and Ottawa County Feeding America mobile food pantry schedules.

Regional Top 10 Service Requests

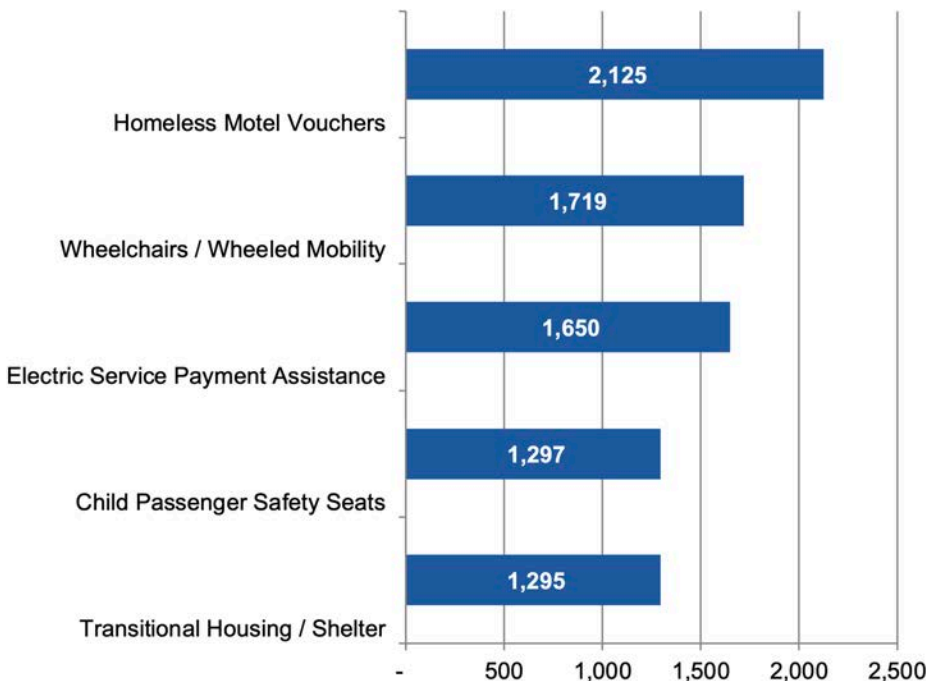
Service Requested	Number Requests	Percent of Total Requests	Referrals Provided
COVID-19 Diagnostic Tests	3,191	7.4%	3,136
Electric Service Payment Assistance	2,911	6.8%	2,740
VITA Program Sites	2,859	6.7%	1,981
Rent Payment Assistance	1,470	3.4%	1,157
Gas Service Payment Assistance	1,179	2.7%	1,091
Home Rehabilitation Grants	852	2%	819
Food Pantries	727	1.7%	697
Home Rental Listings	671	1.6%	656
Community Shelters	629	1.5%	469
At Risk/Homeless Housing Assistance	568	1.3%	556



“I love 211. They’re always so helpful and caring.”

– Lashonda J.

Top 5 Web Searches by Service Term





MUSKEGON COUNTY

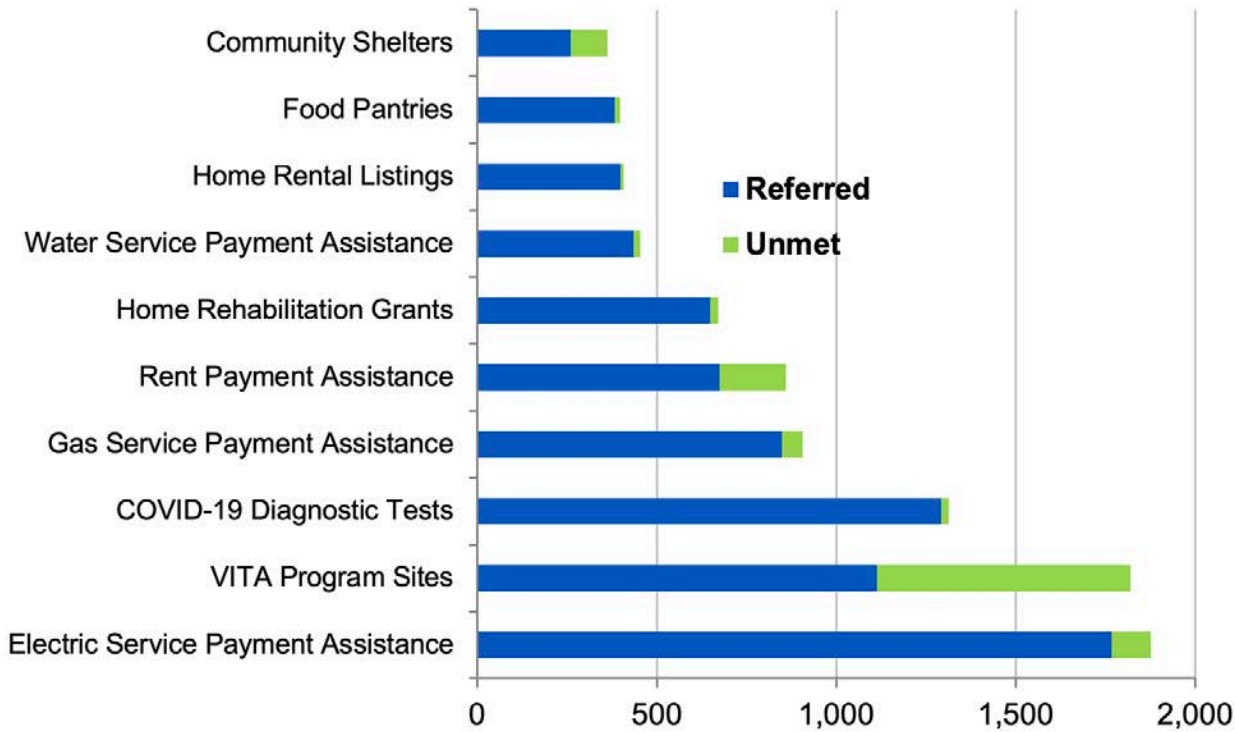
Muskegon County has a population of 173,679 people with a median age of 39.3. In 2020, the median household income of Muskegon County households was \$53,478. Muskegon County households made slightly more than Branch County households (\$52,782) and St. Joseph County households (\$53,253). However, 10.3% of Muskegon County families live in poverty.

The 5 largest ethnic groups in Muskegon County are White (Non-Hispanic) (76.1%), Black or African American (Non-Hispanic) (13.2%), White (Hispanic) (5.8%), Two+ (Non-Hispanic) (3.17%), and American Indian and Alaska Native (Non-Hispanic) (0.72%).

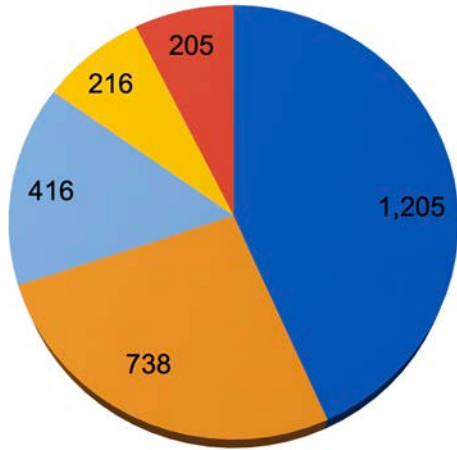
18,363
CONTACTS

4,399
RESOURCE DIRECTORY
WEB SITE VISITS

Top Ten Service Requests

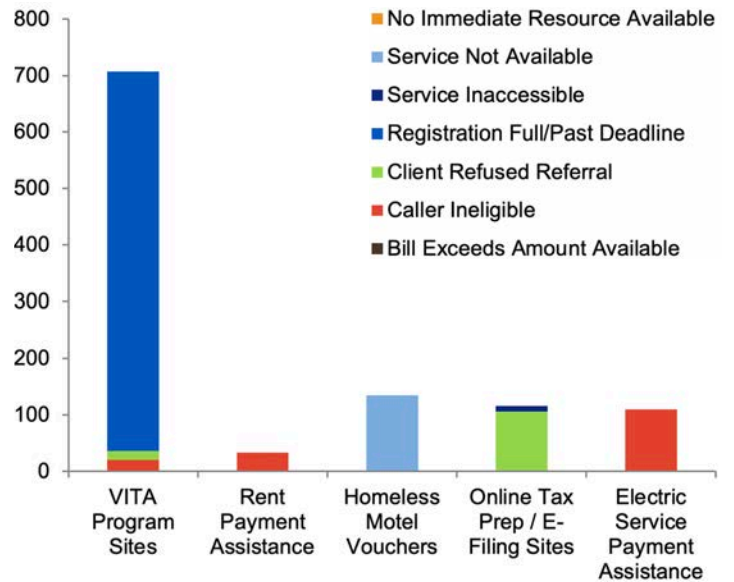


Top Five Web Search by Category

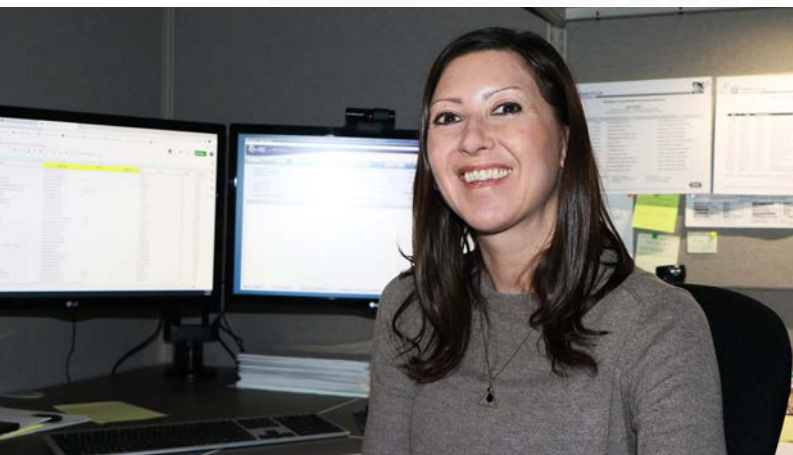
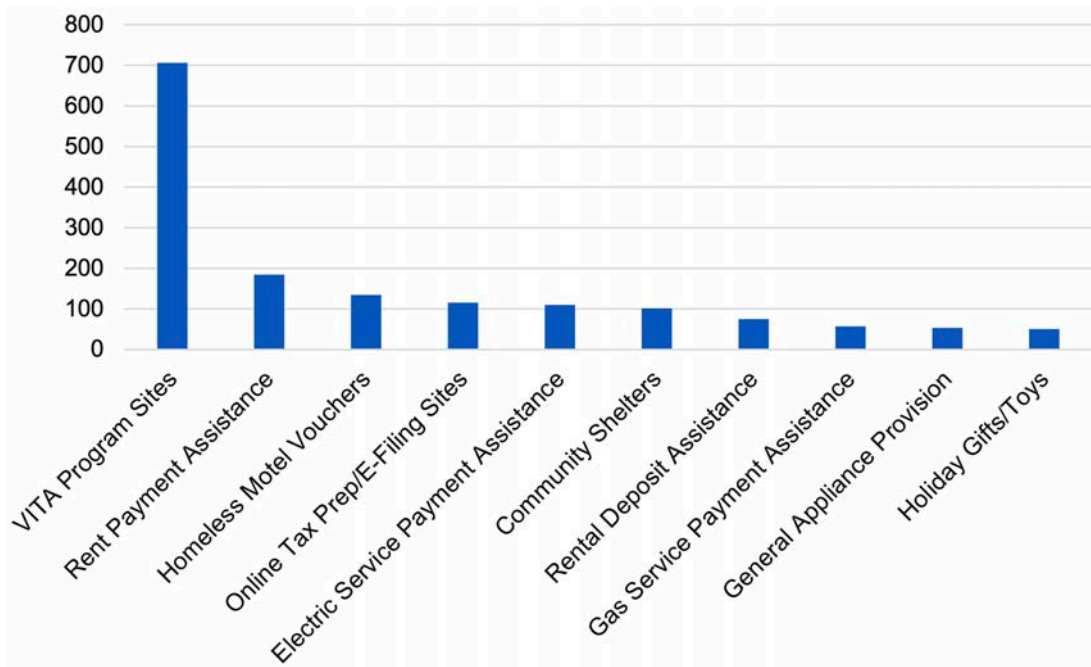


- Housing & Utilities - 1,205
- Bill Payment Assistance - 738
- Food - 416
- Transportation - 216
- Personal & Household Items - 205

Top Unmet Needs with Reason Request Unmet



Top Ten Unmet Requests



Top 5 Referred Agencies

- Michigan Dept. of Health and Human Services.... 2,355
- Mid Michigan Community Action Agency..... 2,301
- Muskegon-Oceana Community Action Partnership ... 1,843
- Community enCompass..... 1,653
- Goodwill Industries of West Michigan 1,134

OTTAWA COUNTY AND CITY OF HOLLAND IN ALLEGAN COUNTY

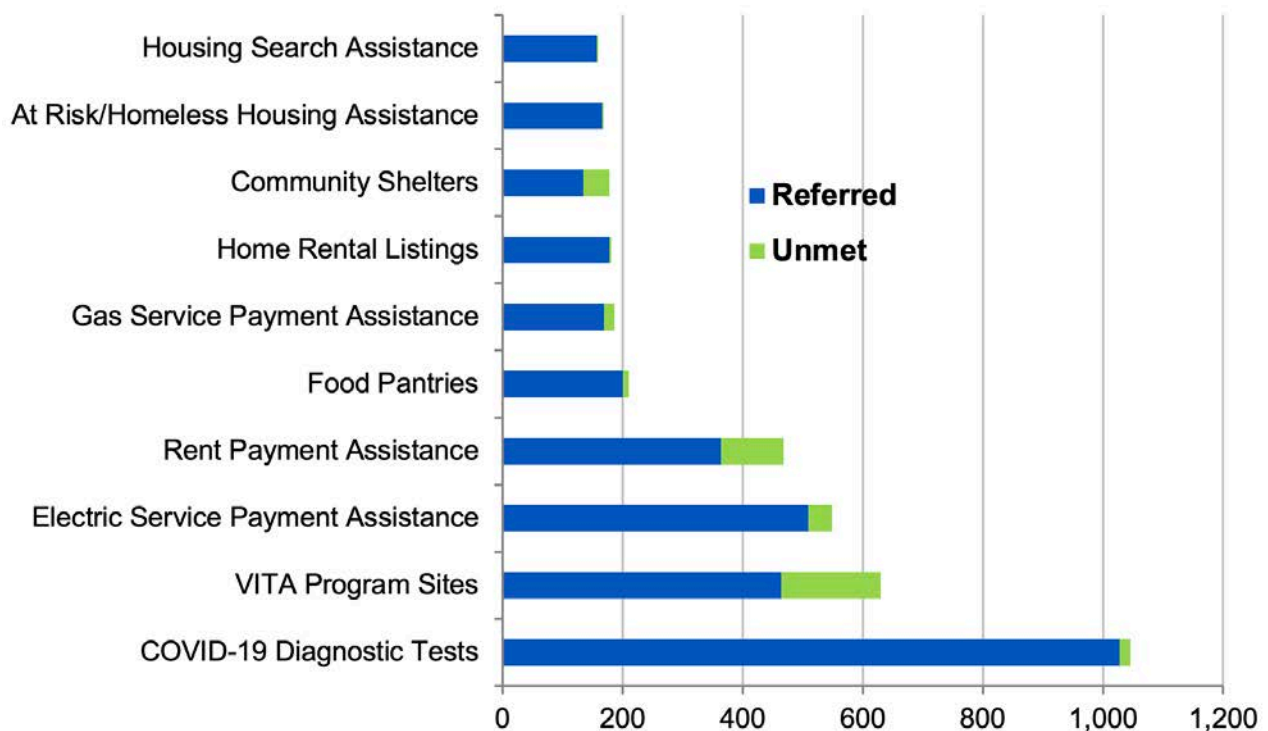
Ottawa County has a population of 289,162 people with a median age of 35.5. In 2020, the median household income of Ottawa County households was \$72,418. Ottawa County households made slightly more than Eaton County households (\$67,440) and Leelanau County households (\$67,330). However, 4.6% of Ottawa County families live in poverty.

The 5 largest ethnic groups in Ottawa County, MI are White (Non-Hispanic) (83.2%), White (Hispanic) (10%), Other (Hispanic) (3.39%), Asian (Non-Hispanic) (2.5%), and Two+ (Non-Hispanic) (1.99%).

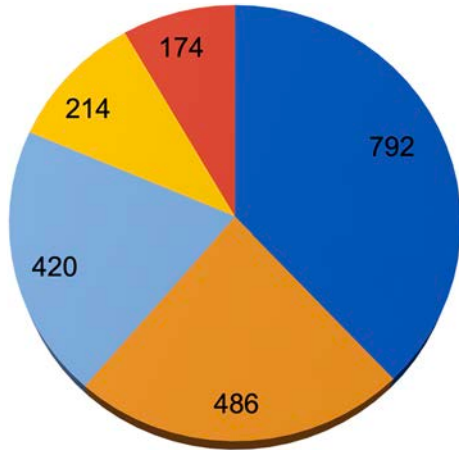
8,742
CONTACTS

3,077
RESOURCE DIRECTORY
WEB SITE VISITS

Top Ten Service Requests

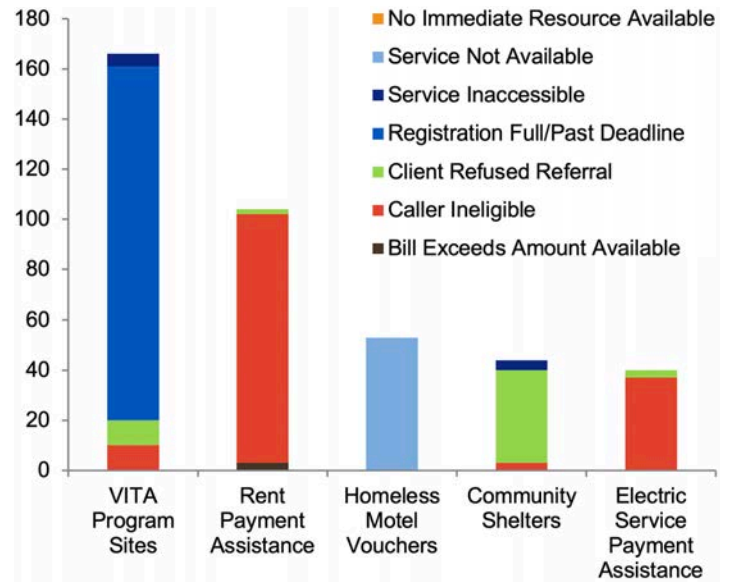


Top Five Web Search by Category

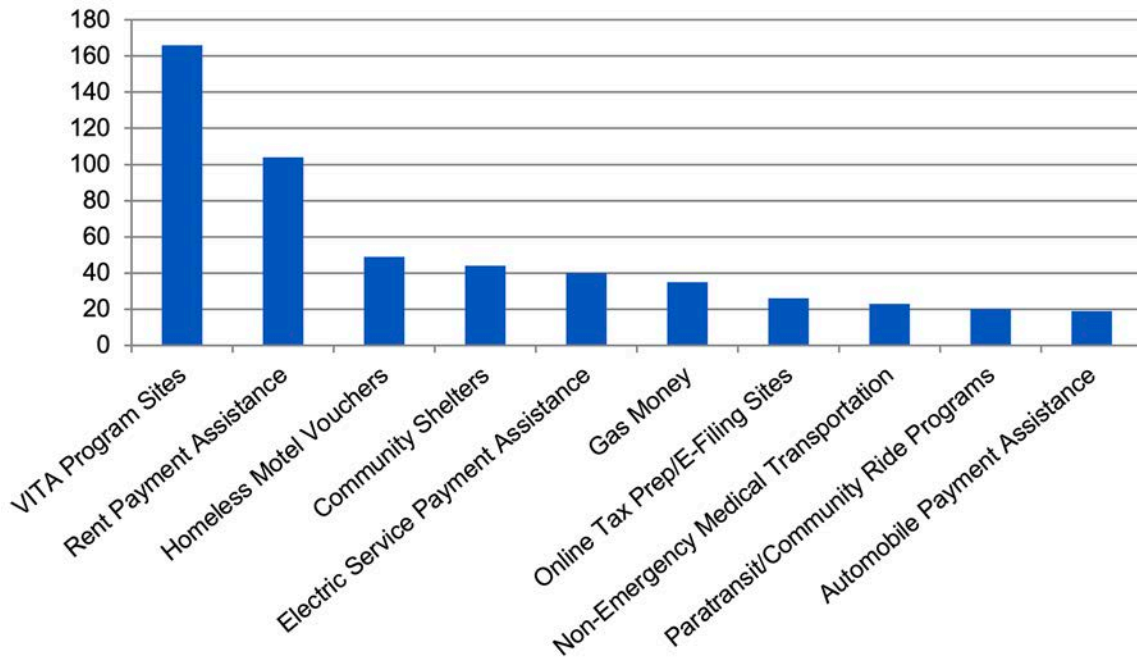


- Housing & Utilities - 792
- Bill Payment Assistance - 486
- Food - 420
- Transportation - 214
- Personal & Household Items - 174

Top Unmet Needs with Reason Request Unmet



Top Ten Unmet Requests



Top 5 Referred Agencies

- Michigan Dept. of Health and Human Services 993
- Good Samaritan Ministries 637
- Ottawa County Community Action Agency..... 429
- Salvation Army - Holland..... 407
- Ottawa County Dept. of Public Health..... 387



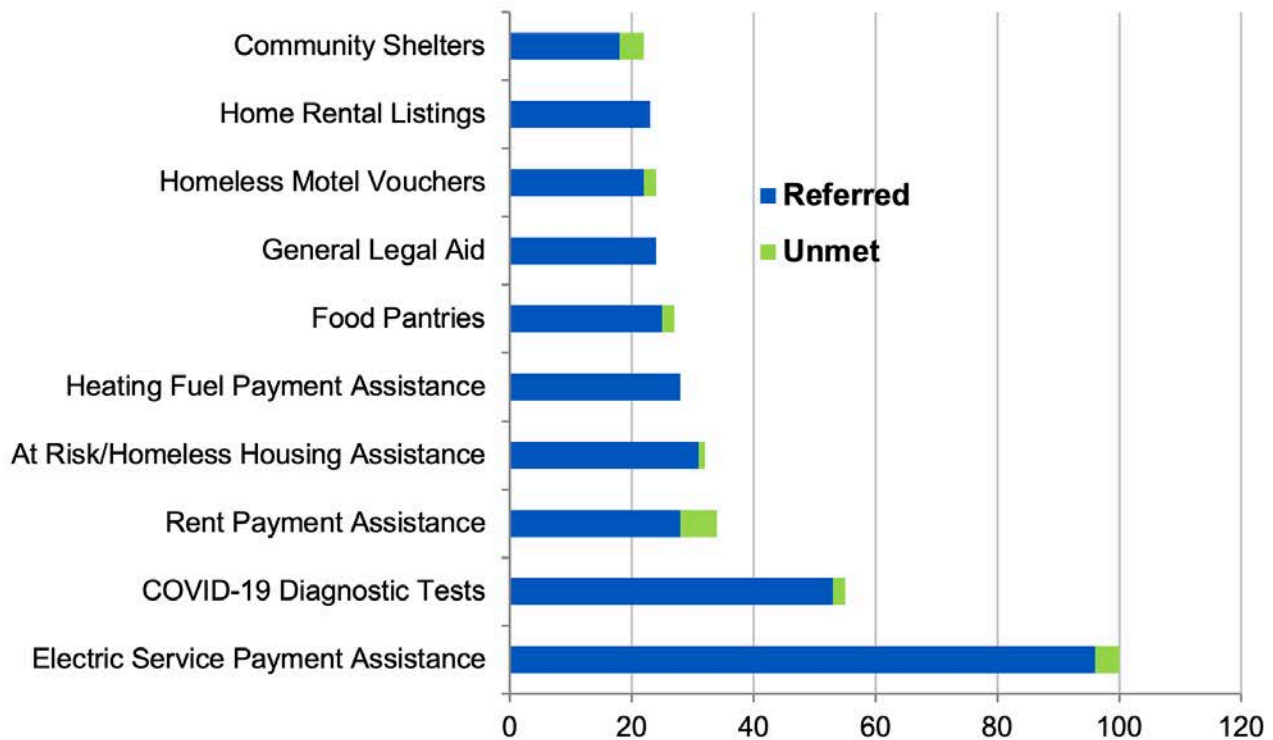
MANISTEE COUNTY

Manistee County has a population of 24,539 people with a median age of 49.5. In 2020, the median household income of Manistee County households was \$51,658. Manistee County households made slightly more than Hillsdale County households (\$51,535) and Mason County households (\$51,568). However, 7.1% of Manistee County families live in poverty.

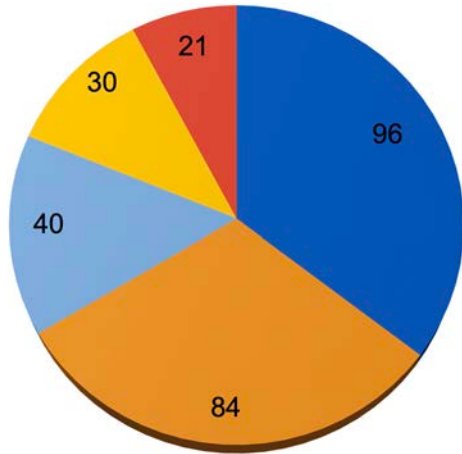
1,102
CONTACTS

The 5 largest ethnic groups in Manistee County are White (Non-Hispanic) (88.6%), Two+ (Non-Hispanic) (3.5%), Black or African American (Non-Hispanic) (2.81%), White (Hispanic) (3.4%), and American Indian & Alaska Native (Non-Hispanic) (1.72%).

Top Ten Service Requests

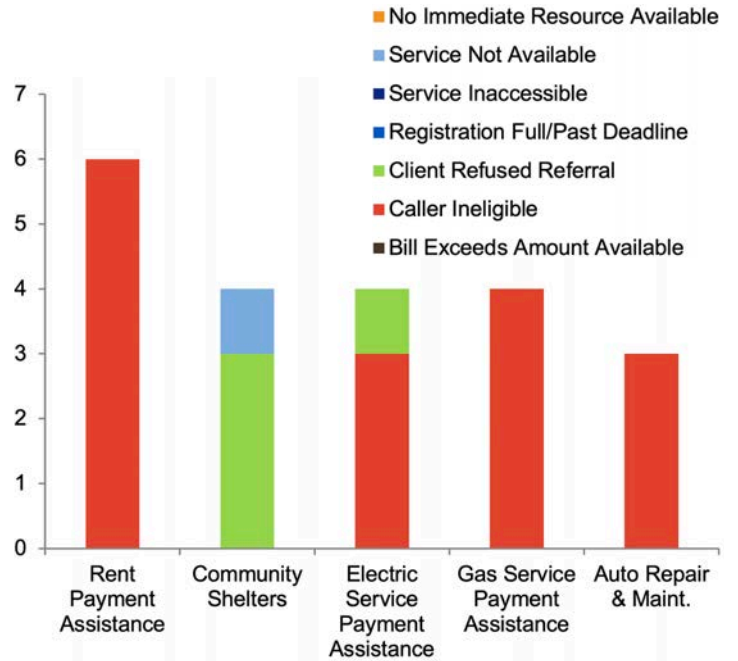


Top Five Web Search by Category

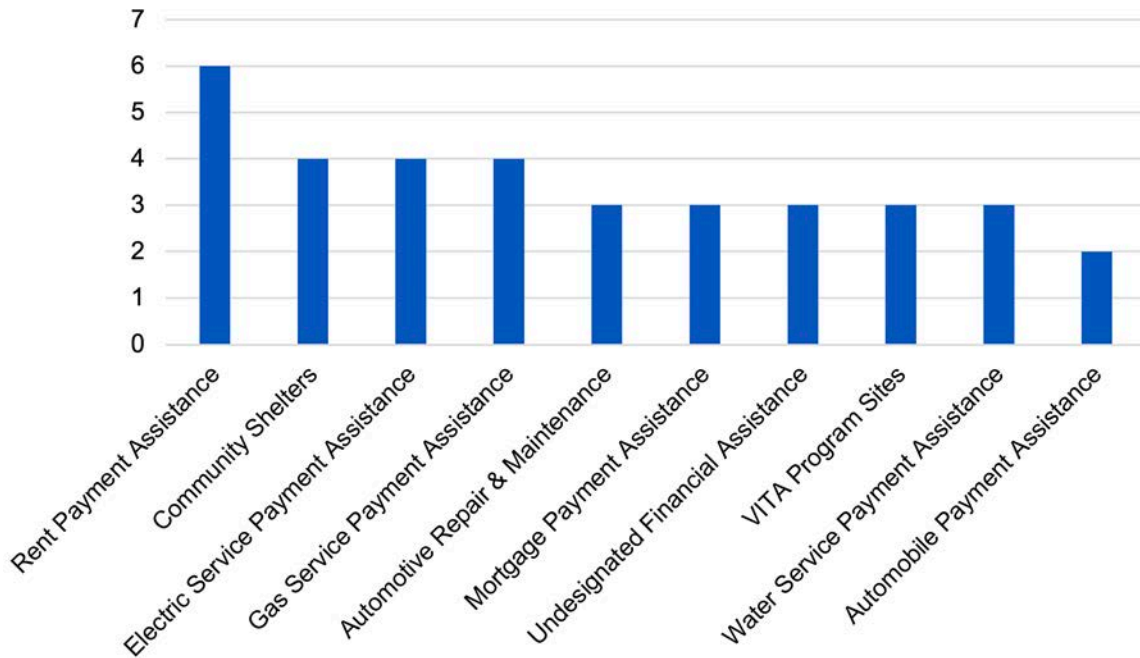


- Housing & Utilities - 96
- Bill Payment Assistance - 84
- Personal & Household Items - 40
- Food - 30
- Transportation - 21

Top Unmet Needs with Reason Request Unmet



Top Ten Unmet Requests



Top 5 Referred Agencies

Michigan Dept. of Health and Human Services	138
Five CAP	123
Northwest Michigan Community Action Agency	120
Salvation Army - Mason//Oceana.....	38
Michigan State Housing Development Authority.....	34



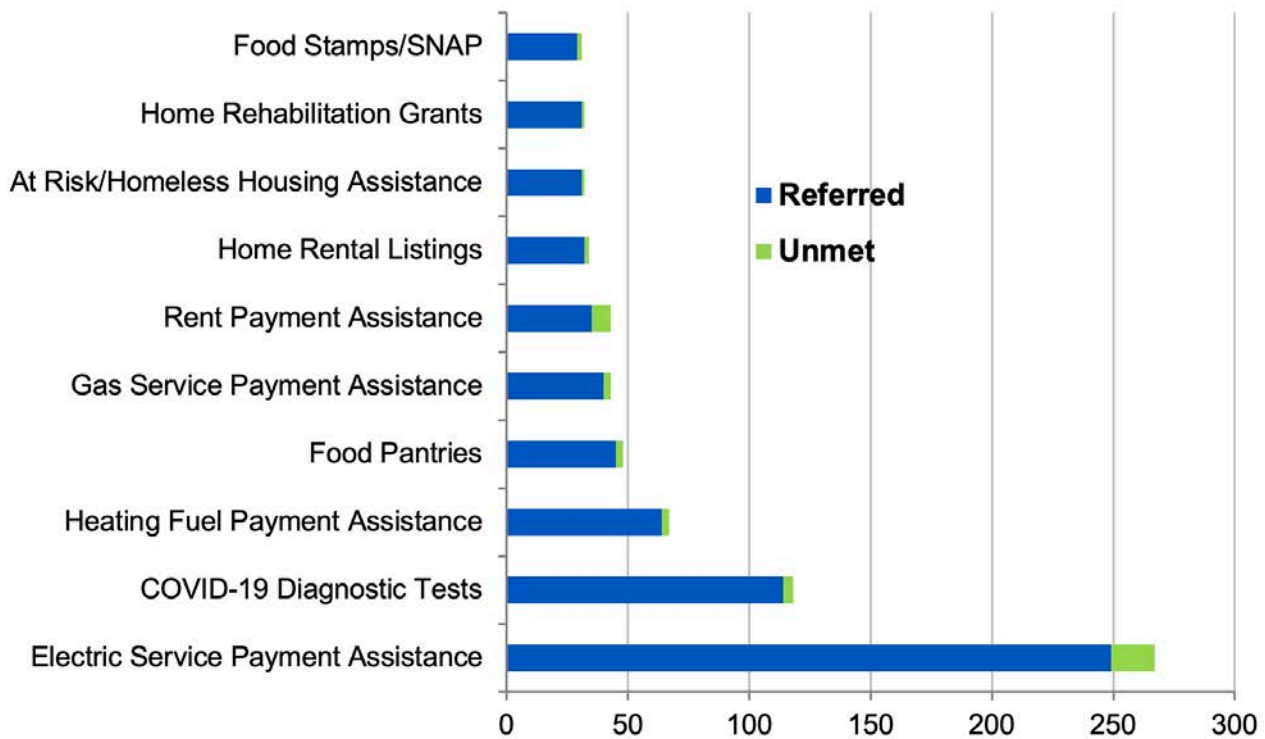
WEXFORD AND MISSAUKEE COUNTIES

Wexford County has a population of 33,433 people with a median age of 41.6. In 2020, the median household income was \$50,335 with 9.2% of Wexford County families living in poverty. The largest Wexford County racial/ethnic groups are White (93.5%) followed by Two or More (2.9%) and Hispanic (2.1%).

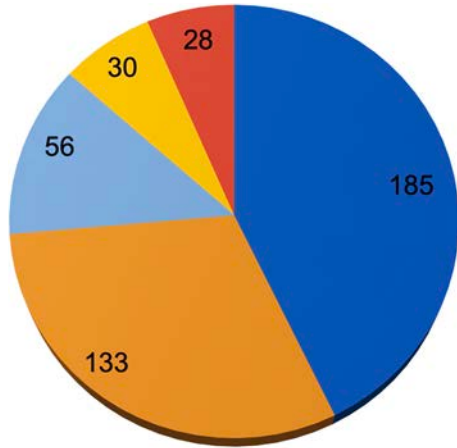
1,494
CONTACTS

Missaukee County has a population of 15,075 people with a median age of 43.3. In 2020, the median household income was \$47,370 with 7.8% of Missaukee County families living in poverty. The largest Missaukee County racial/ethnic groups are White (93.5%) followed by Hispanic (3.1%) and Two or More (2.5%).

Top Ten Service Requests

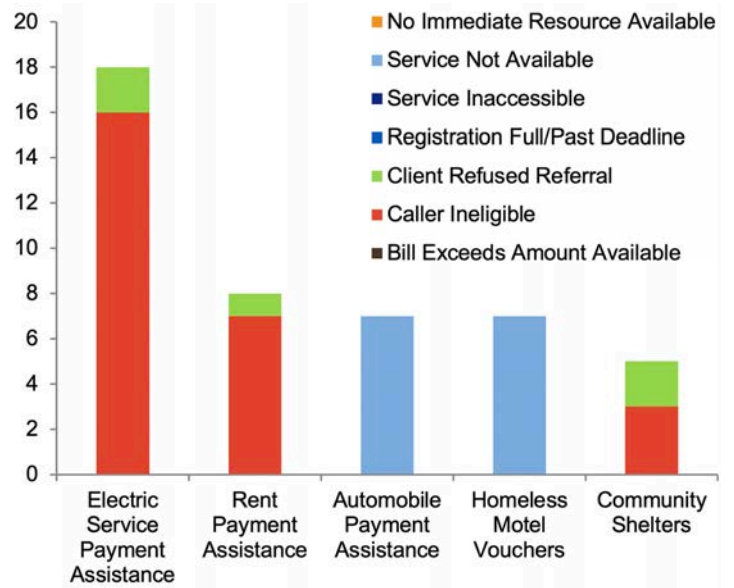


Top Five Web Search by Category

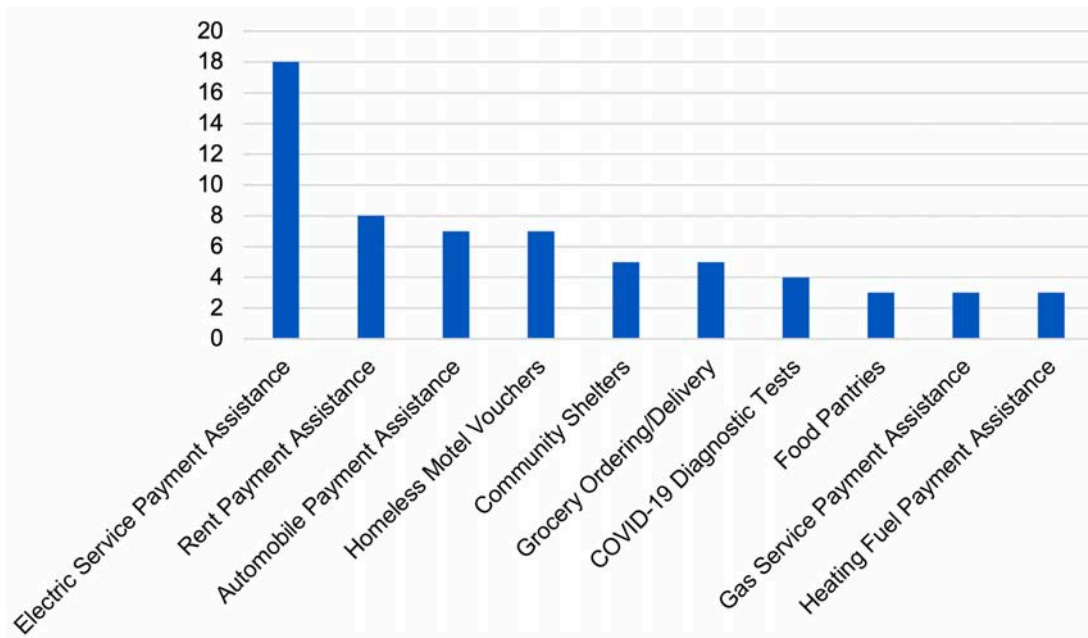


- Housing & Utilities - 185
- Bill Payment Assistance - 133
- Transportation - 56
- Food - 30
- Personal & Household Items - 28

Top Unmet Needs with Reason Request Unmet



Top Ten Unmet Requests



Top 5 Referred Agencies

- Michigan Dept. of Health and Human Services 234
- Salvation Army - Wexford/Missaukee/Kalkaska..... 186
- Love Inc. - Wexford and Osceola Counties 180
- Northwest Michigan Community Action Agency... 155
- Family Health Care 76

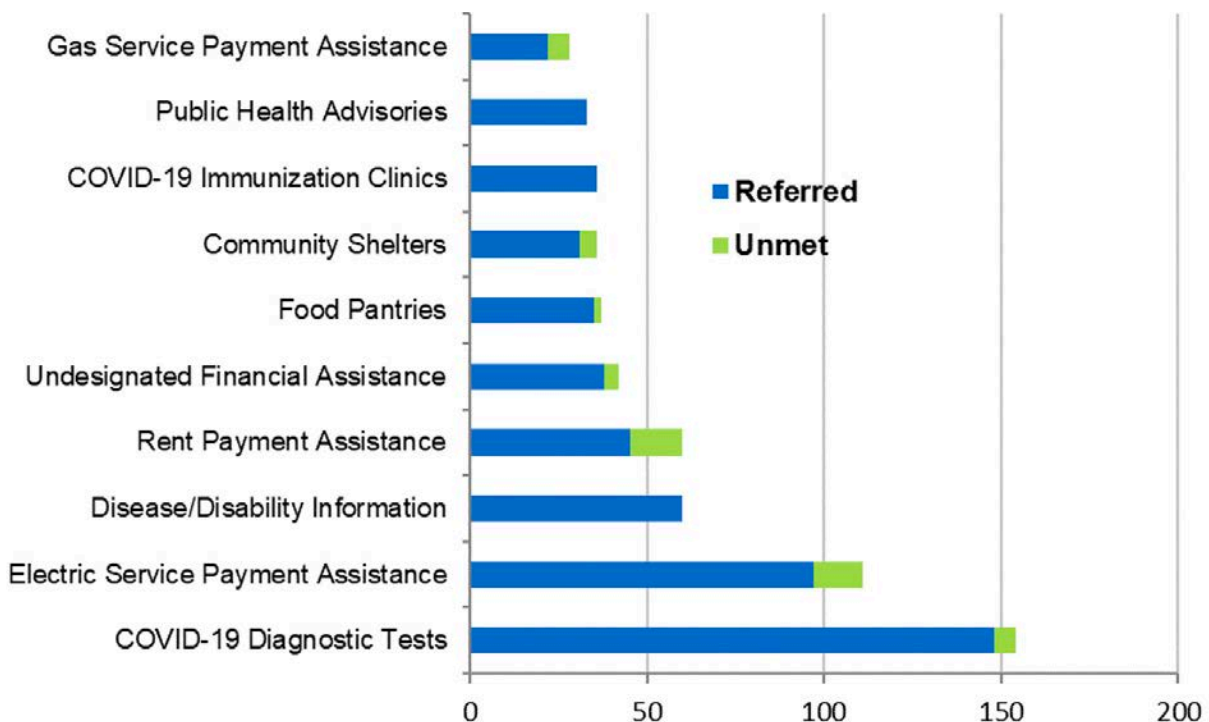
CHARLEVOIX AND EMMET COUNTIES

Charlevoix County has a population of 26,197 people with a median age of 49.1. In 2020, the median household income was \$60,433 with 6.4% of Charlevoix County families living in poverty. The largest Charlevoix County racial/ethnic groups are White (93.6%) followed by Hispanic (2.1%) and Two or More (2.0%).

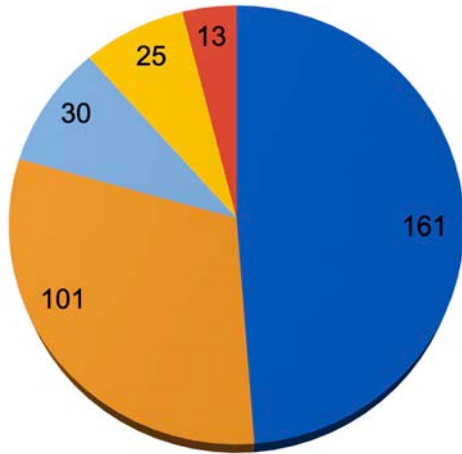
Emmet County has a population of 33,175 people with a median age of 45.7. In 2020, the median household income of \$55,947 with 5.7% of Emmet County families living in poverty. The largest Emmet County racial/ethnic groups are White (89.4%) followed by Two or More (4.0%) and American Indian (2.6%).

3,151
CONTACTS

Top Ten Service Requests

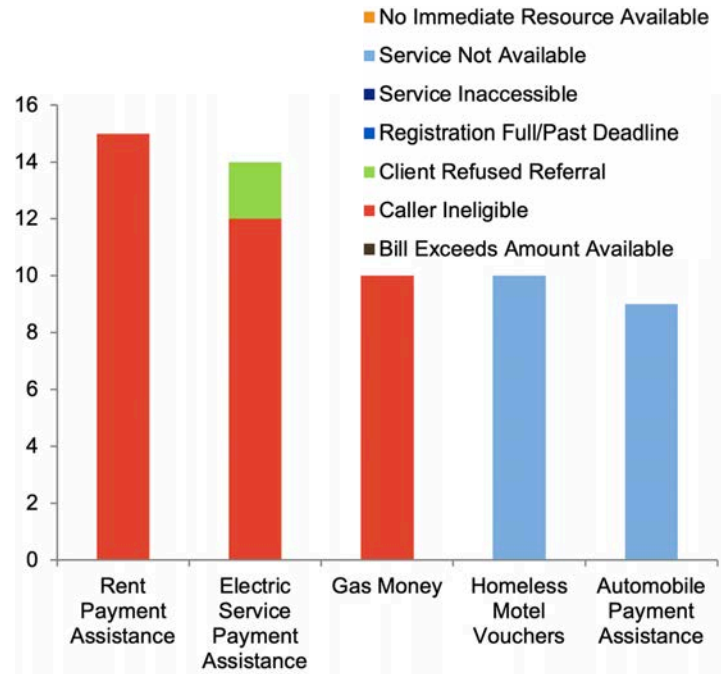


Top Five Web Search by Category

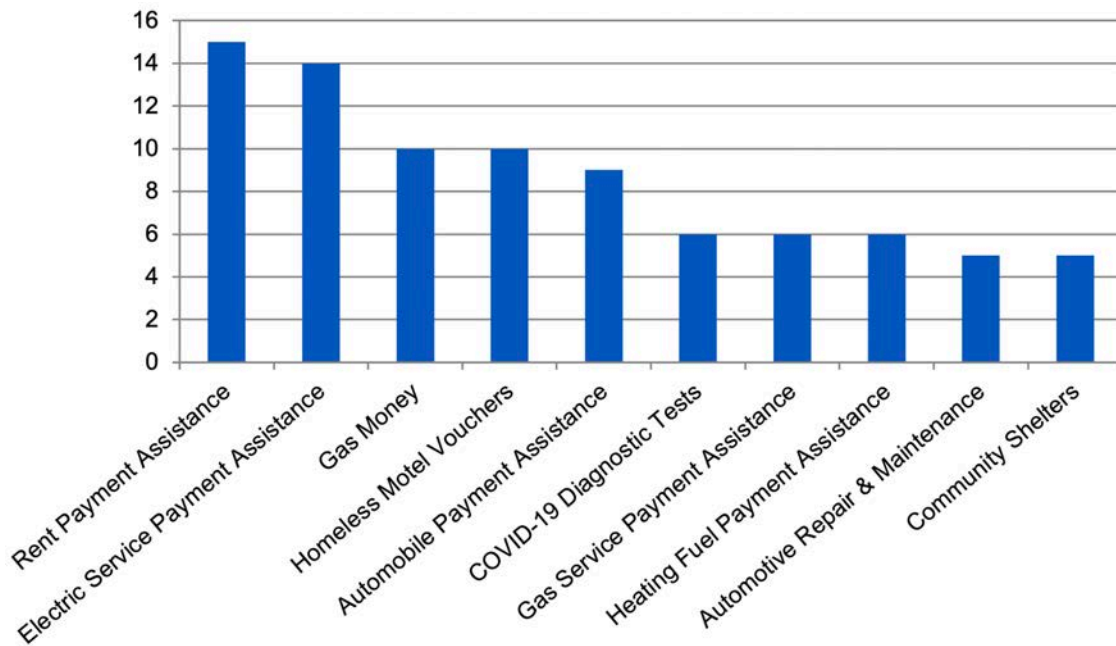


- Housing & Utilities - 161
- Bill Payment Assistance - 101
- Food - 30
- Transportation - 25
- Personal & Household Items - 13

Top Unmet Needs with Reason Request Unmet



Top Ten Unmet Requests



Top 5 Referred Agencies

Michigan Dept. of Health and Human Services	208
Health Dept. of Northwest Michigan	139
Northwest Michigan Community Action Agency	124
Salvation Army - Petoskey	122
Rite Aid	50



TELEPHONE REASSURANCE PROGRAM

Strong social connections are central to our physical and mental well-being. But when vulnerable older adults experience setbacks or life transitions, they may become disconnected and isolated. Within the last year, COVID-19 has had a continued effect in older individuals.

Research has shown that chronic social isolation increases the risk of mental health issues like depression, anxiety and substance use, as well as chronic conditions like high blood pressure, heart disease and diabetes. It also raises the risk of dementia in older adults.

Staying socially connected is key to reducing isolation and loneliness. Our free Telephone Reassurance program continued to assist the older adults in Muskegon and Oceana counties as well as Southwest and Southeast sections of Ottawa county. Calls were made by staff members and three volunteers.

35
PARTICIPANTS

1,207
CALLS

503
CALL HOURS
(Average 25 Minutes Each)

“Since COVID-19 kept me so isolated I appreciate these calls a lot.”

“It is a good thing. Bonnie has been good with and for me.”

“As you get older and do not get out much, this service you provide is so valuable! People have no idea until you get to be a senior! I myself feel at least connected with someone. Thank you.”

– Annual Anonymous Survey Quotes



ACCREDITATION

C.A.L.L. was awarded its third accreditation in August of 2021. (Valid through November 2025.)

The Alliance of Information and Referral Systems' (AIRS) Accreditation Program measures a program's organizational compliance with the AIRS Standards and Quality Indicators for Professional Information and Referral.

Five main components of accreditation/re-accreditation:

- **Consultative review** of overall policies, procedures and practices,
- **Community survey** of organizations within our resource database/community resource directory for their feedback on our information and referral program.
- **Resource Database Review**
- **Call Review** involving 10 'secret shopper' calls to our program.
- **An onsite review** – completed virtually this due to pandemic.

CALL demonstrated achievement in all areas including: service delivery, resource database, cooperative relationships, disaster preparedness and organizational effectiveness. Achievement of this re-accreditation confirms the overall quality and effectiveness of our information and referral programs.

Excerpt from Accreditation letter:

With your successful completion of the Alliance of Information and Referral Systems (AIRS) Accreditation process, you have joined a select group of organizations and programs that have demonstrated their competence in meeting the Standards for Professional Information & Referral.

On behalf of the Board and staff of AIRS, we again wish to applaud you and your staff for a job well done. You have worked very hard for this recognition and should be very proud of the excellence of your information and referral program.

Your participation in the Accreditation process shows your commitment to fulfilling our common mission "to advance the profession of I&R as a vital means of bringing people and services together."

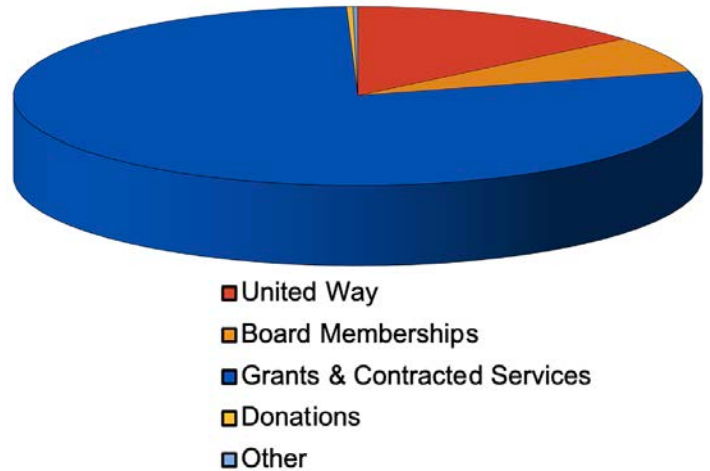
*Jennifer Pollak, Chair
Accreditation Commission*



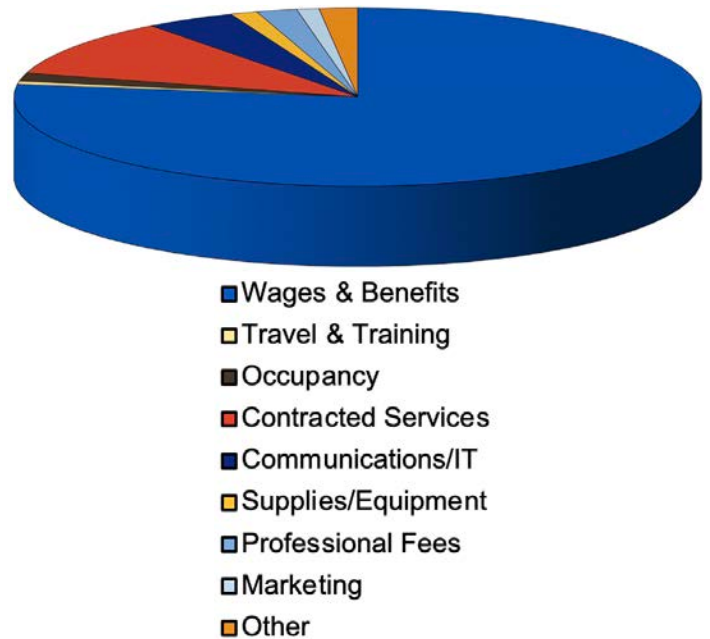
FY21 FINANCIAL OVERVIEW

Summary Statement of Activities

Support	
United Way	\$ 93,297
Board Memberships	44,100
Grants & Contracted Services	524,109
Donations	2,004
Other	1,527
Total Support	\$ 665,037



Expenditures	
Wages & Benefits	\$ 394,409
Travel & Training	2,895
Occupancy	7,580
Contracted Services	53,111
Communications/IT	21,702
Supplies/Equipment	6,489
Professional Fees	9,700
Marketing	5,363
Other	9,219
Total Expenditures	\$ 510,468



Excess Support (Expense) \$ 154,569

BOARD OF DIRECTORS

C.A.L.L. is lead by a cross-section of business, agency and organization leaders that provide support and guidance that helps our agency achieve its mission. We thank them for the experience they share, the time and dedication they have given over the year.

<i>Organization Represented</i>	<i>Member</i>
Trinity Health	Jennifer Bailey, President
Ottawa County Community Mental Health	Anna Bednarek, Vice President
Community Member	Elizabeth Johnson, Secretary/Treasurer
City of Muskegon	Oneata Bailey
City of Norton Shores	Anthony Chandler
Harbor Steel.....	Jason Balavitch
Mercy Health – Health Project.....	Stevi Riel
Ottawa Area Intermediate School District	Heather Eizenga
Professional Med Team.....	Shawn Lazarock
Senior Resources	Lisa Tyler
Shape Corp.	Chuck Michele



