



COMMUNITY ACTION BOARD OF SANTA CRUZ COUNTY STAFF



# 2023 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

# OUR IMPACT



**8,050**

**Number of Referrals**



**4,480**

**Number of Phone Calls**



**182**

**2-Way Text**



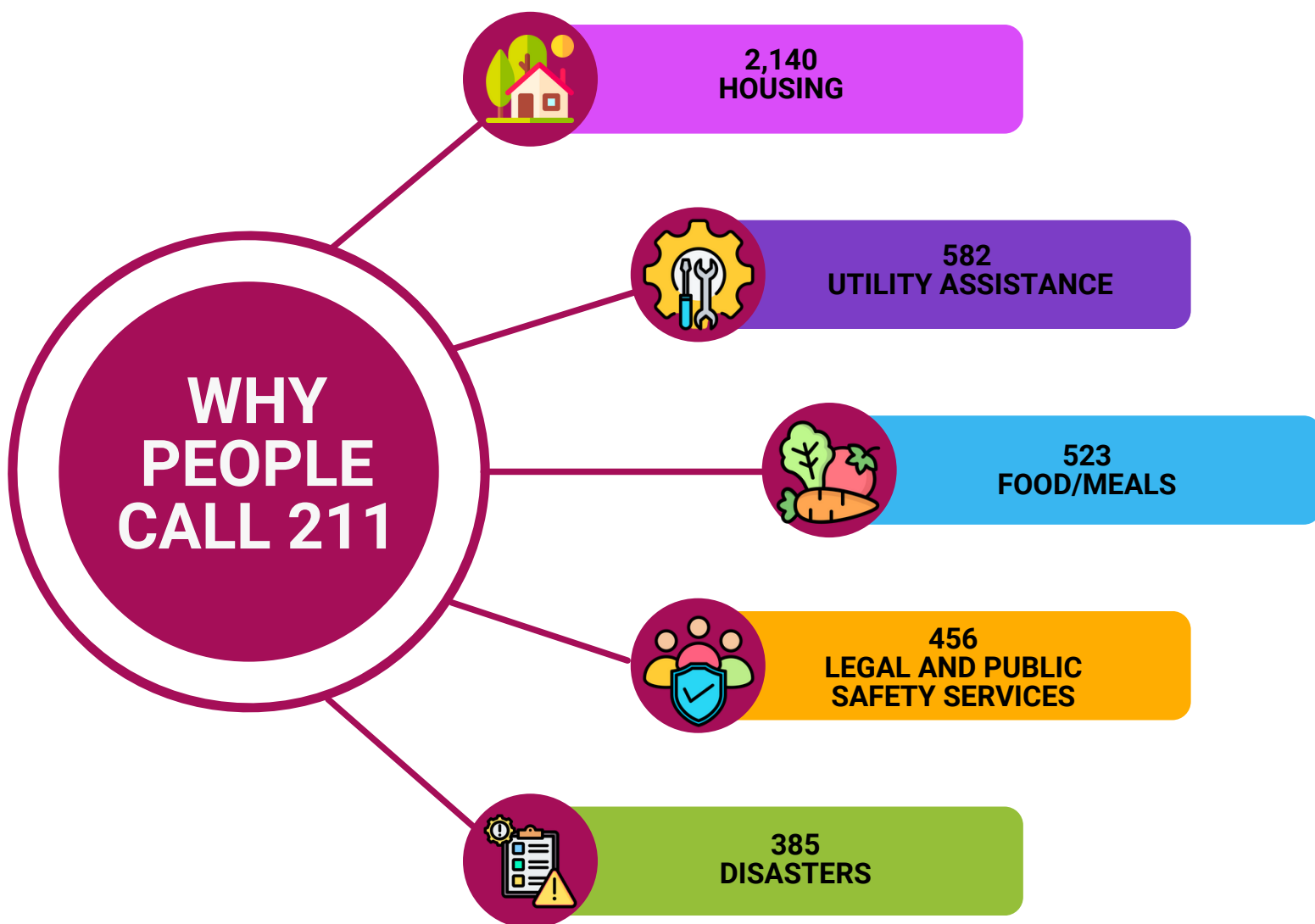
**772**

**Disaster Related Calls**



# WHY PEOPLE CALL 211

Amidst the challenges of 2023, 211 emerged as a beacon of hope, responding to 6,078 caller needs with unparalleled dedication. This includes: Housing (2,140), Utility Assistance (582), Food/Meals (523), Legal Consumer and Public Safety Services (456), and Disasters (385). 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 Needs
COMMUNITY BRIDGES	980
CATHOLIC CHARITIES DIOCESE OF MONTEREY	548
SAINT VINCENT DE PAUL SOCIETY OF SANTA CRUZ	447
SMART PATH TO HOUSING AND HEALTH	368
PROGRAMS	# of Referrals
FINANCIAL STABILITY SERVICES (CATHOLIC CHARITIES DIOCESE OF MONTEREY)	392
RENT ASSISTANCE PROGRAMS (COMMUNITY BRIDGES)	384
FAMILIES TOGETHER (FAMILIES IN TRANSITION OF SANTA CRUZ COUNTY)	354
SUPPORT SERVICES (SAINT VINCENT DE PAUL SOCIETY OF SANTA CRUZ)	230

# 211 PARTNERSHIPS

## VITA (Volunteer Income Tax Assistance) / CalEITC :

- Received \$100,000 CalEITC grant to support community outreach to raise awareness about the Earned Income Tax Credit
- Awarded \$25k grant to Seniors Council Project SCOUT to provide FREE volunteer income tax preparation services in our county

## Santa Cruz County Housing for Health Partnership :

- 211 Call Specialists will provide intake to collect information about the callers' needs and preferred services
- Provide follow up communication to outstanding intake forms in the case of a caller in need of services

## USDA Farm & Food Worker Relief :

- Provided one-time financial assistance to workers to defray their expenses incurred preparing for, preventing exposure to, and responding to the COVID-19 pandemic
- United Way of Santa Cruz County's 211 has distributed \$693,000 in relief funds to 1,155 eligible farmworkers in Santa Cruz County

## DoorDash Food Pantry Deliveries :

- DoorDash and 211 partnered to provide deliveries of food and other essential items to those in need
- DoorDash and 211 have delivered a total of 1,026 pantries throughout 2023; 705 pantries during the storm

## Kick It California :

- A free program that helps Californians kick smoking, vaping, and smokeless tobacco with the help of proven, science-based strategies
- Referred 76 clients to Kick It California, incentivizing clients to complete a telephone counseling call to quit smoking.



# OUR INFLUENCE ON DISASTERS

In 2023, 211 received 772 disaster-related calls, covering topics such as disaster preparation, relief, mass care shelters, and general disaster issues. Additionally, a partnership with the California Fire Foundation enabled support for 400 community members affected by winter storms, providing \$250 in one-time financial assistance during the 2023 winter storm and the Pajaro River Disaster.

## During the winter storms, 211 granted funds to:

 **\$30,000**

**Community Ventures**

 **\$10,000**

**Casa de La Cultura**

 **\$10,000**

**Community Bridges**

 **\$6,000**

**831 Salon**

 **\$15,000**


**Community Action Board;  
Program Day Workers**

 **\$10,000**

**Valley Churches**

 **\$6,000**

**Second Harvest**

 **\$3,000**

**The Free Guide**

# 211 IN THE NEWS

## Center for Disaster Philanthropy:

“Through grants from CDP’s Disaster Recovery Fund, two organizations, Corazón Healdsburg and United Way of Santa Cruz County (UWSCC), have provided direct assistance to farmworkers, hospitality industry laborers and other low-income households. The assistance empowered individuals and families to self-stabilize as they move toward recovery from the catastrophic rain and flooding caused by atmospheric rivers that engulfed parts of California in December 2022 and January 2023.”

## Growing Up in Santa Cruz:

“Last year, United Way of Santa Cruz County delivered nearly 2,600 pantry items and meals to homebound residents, supporting the Second Harvest Food Bank’s participating food pantries.”

“In its latest innovative offering for 211 in the community, United Way of Santa Cruz County has partnered with DoorDash to bring Ride United Last Mile Delivery (RULMD) to local residents via the 211 hotline. The program reduces transportation and health barriers for neighbors by delivering food and essential items to their doorsteps.”



Supporting direct assistance services to address unmet needs quickly



In the immediate aftermath of a rainfall- or flood-related hazard event, industry laborers who depend on weather conditions conducive to production can struggle to pay bills like rent or utilities, feed their families and recover their damaged property. Over months, the “snowball” effect of compounding unmet needs caused by loss of or reduced income can lead to household financial instability and displacement. These two factors delay a community’s ability to recover from a disaster.

Through grants from CDP’s Disaster Recovery Fund, two organizations, Corazón Healdsburg and United Way of Santa Cruz County (UWSCC), have provided direct assistance to farmworkers, hospitality industry laborers and other low-income households. The assistance empowered individuals and families to self-stabilize as they move toward recovery from the catastrophic rain and flooding caused by atmospheric rivers that engulfed parts of California in December 2022 and January 2023.



NOVEMBER 2023

## United Way’s Innovative 211 Program Delivers Free Meals and Much More



While everyone is familiar with calling 911 for emergencies, some may not know about another important resource that offers help with non-emergency issues. The number to call is 2-1-1.

Established in 2010 by the United Way of Santa Cruz County, 211 connects individuals and families to social and health services 24 hours a day, 7 days a week.

The 211 mission is simple: provide access to services to individuals and families in need.





C2C PROMOTORAS

## 211'S EMAIL OUTREACH

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 500 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.

# SPECIAL THANKS



Together, Building a Better California



United Ways of California



UNITED WAY BAY AREA