



Community ACCESS Line  
of the Lakeshore



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# ANNUAL REPORT

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**2023** OCTOBER 2022 - SEPTEMBER 2023

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[WWW.CALL-211.ORG](http://WWW.CALL-211.ORG)



# 2023 REGIONAL 211 PROGRAM OVERVIEW

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.

Our 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 2023, we handled 27,642 contacts that included phone calls, chats, emails, texts and in-person assistance, a 9% decrease from fiscal year 2022.

In addition to the contacts handled by C.A.L.L.'s staff, 4,618 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 platforms.

C.A.L.L. also continued to play a critical role in facilitating access to needed COVID-19 resources. In total, C.A.L.L. handled 562 COVID-19 related contacts.

## 27,642

CONTACTS

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## 4,618

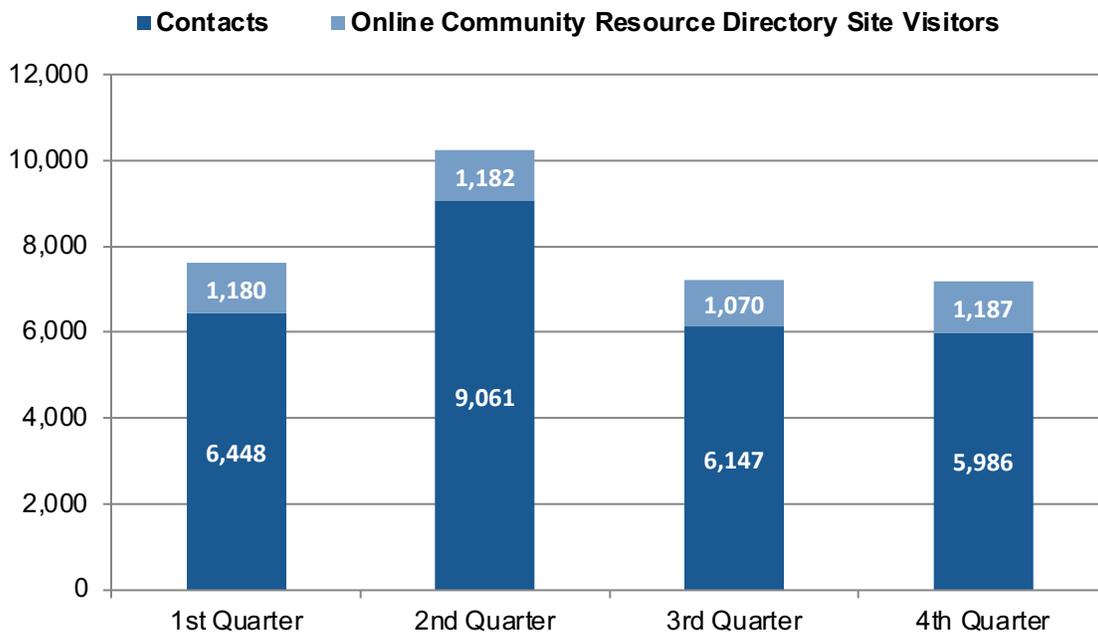
ONLINE SEARCHES

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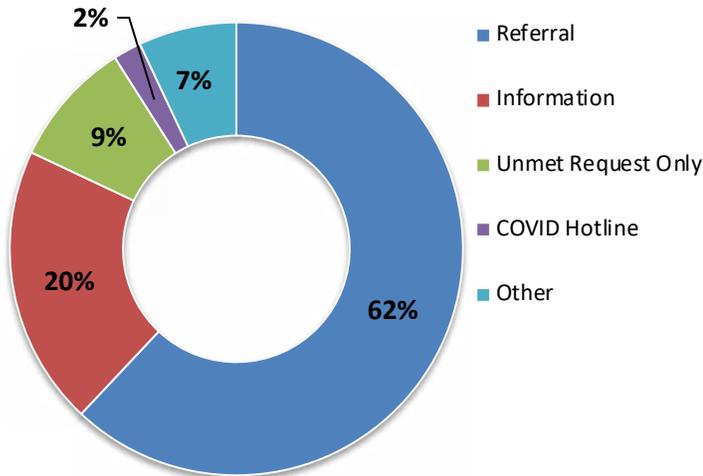
## 562

COVID-19 CONTACTS

## Total Regional 211 Contacts



## Contact Types



C.A.L.L. handled 229 Advocacy and 39 Crisis contacts in 2023



## 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.



*211 has always been helpful and I use you often. Good community service that I am thankful for.*

*– Julie C.*

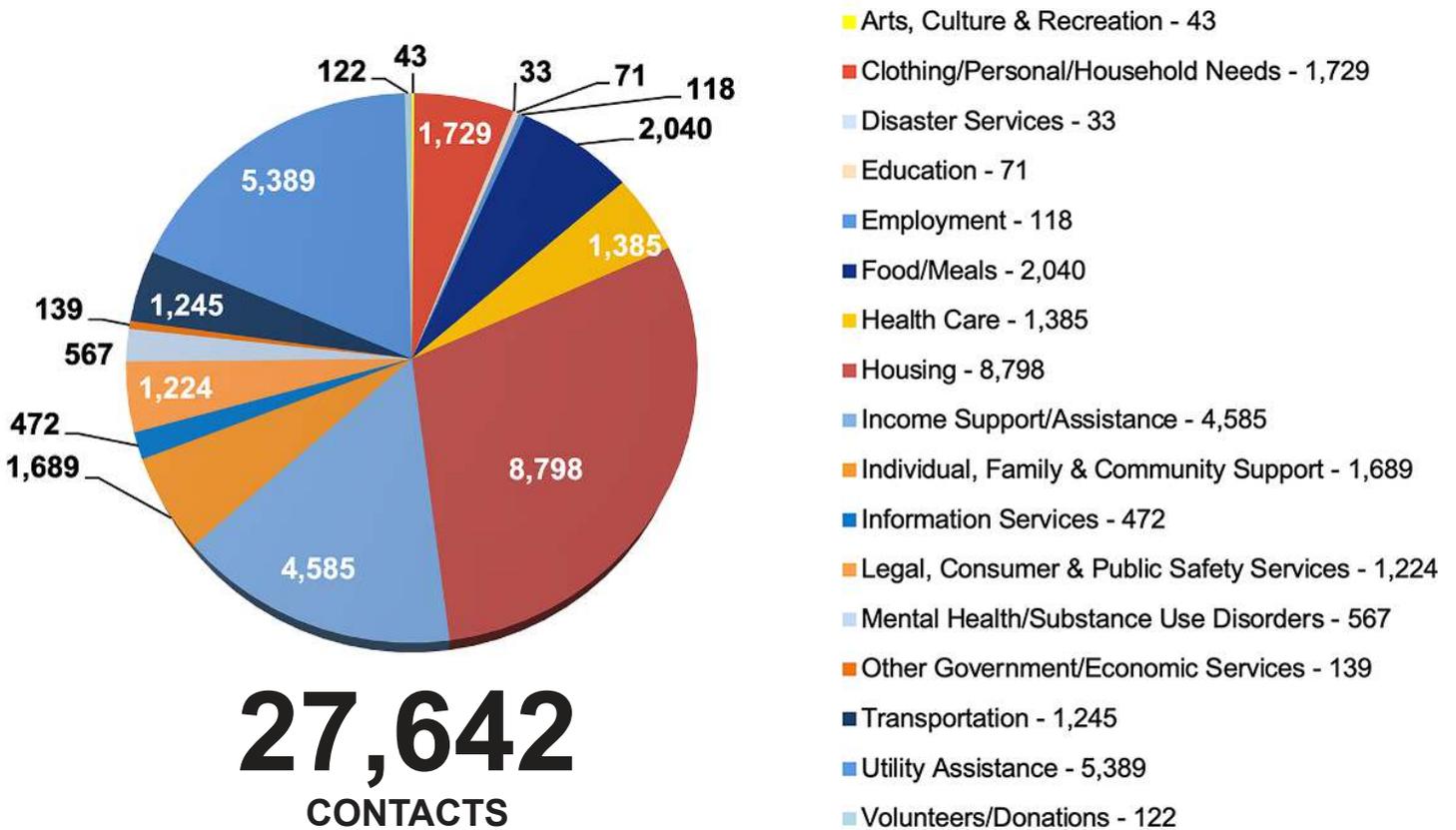


## Quality Assurance

The results of our follow-up surveys for fiscal year 2023 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? *94% Responded Yes*
- Were you able to get the help you needed? *94% Responded Yes*
- Would you contact 2-1-1 again for help? *99% Responded Yes*

## Service Requests by Category

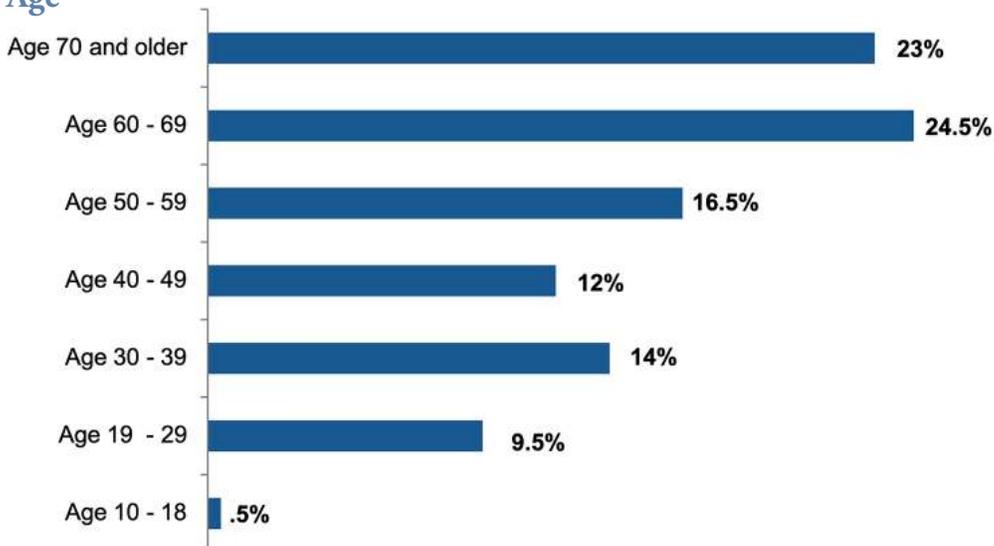


## Demographics

### Gender

Break down of callers into 211 who self-identified their gender:  
75% female, 25% male, .01% non-binary, .03% transgender and .02% other

### 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](http://www.call-211.org). In fiscal year 2023, a total of 34,167 searches were conducted. In addition, thousands more visited our website, social media postings or listed to the monthly recorded schedule by dialing 211 seeking the current Muskegon and Ottawa County Feeding America mobile food pantry schedules.

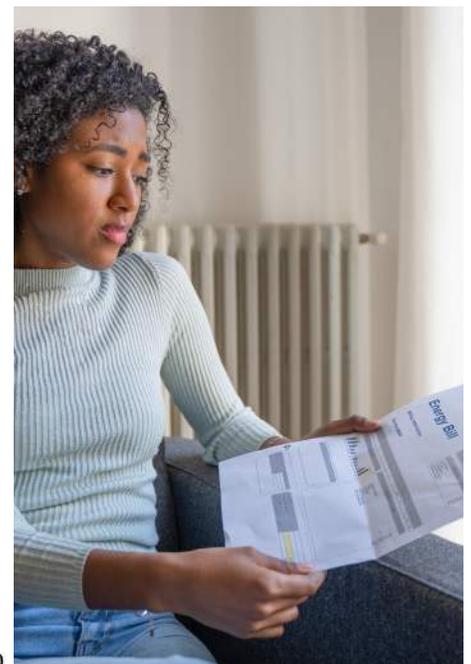
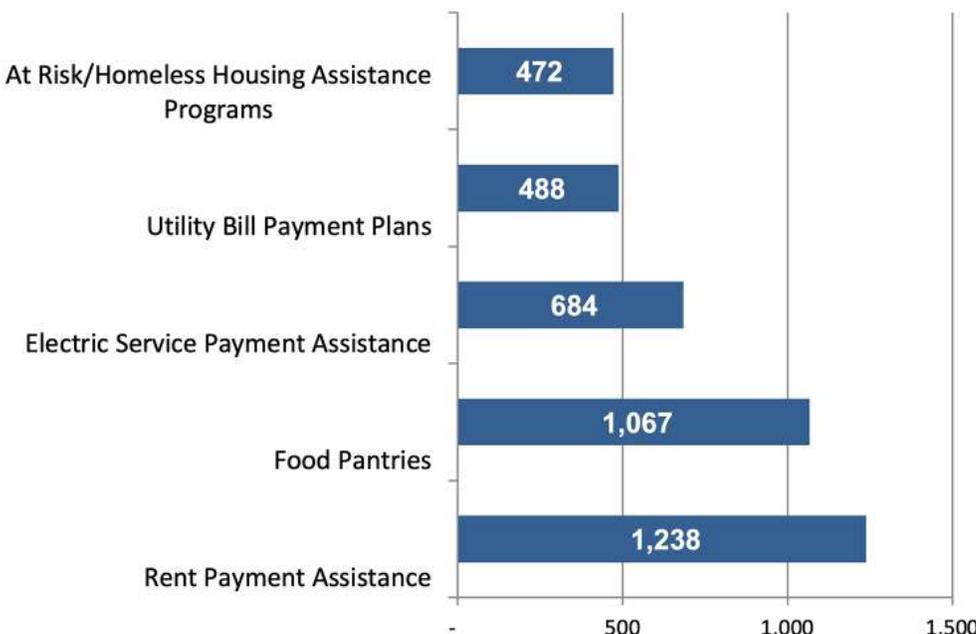
### Regional Top 10 Service Requests

Service Requested	Number Requests	Percent of Total Requests	Referrals Provided
Electric Service Payment Assistance	3,057	11%	4,149
VITA Program Sites	2,518	9%	2,288
Rent Payment Assistance	2,420	9%	1,766
Gas Service Payment Assistance	1,327	5%	1,539
Community Shelters	1,143	4%	1,388
Food Pantries	1,009	4%	2,570
At Risk/Homeless Housing Assistance Programs	909	3%	921
Home Rehabilitation Grants	866	3%	1,654
Home Rental Listings	562	2%	1,321
Water Service Payment Assistance	555	2%	880



“ 211 is always helpful every time I call.. ”  
 – Aiysha J.

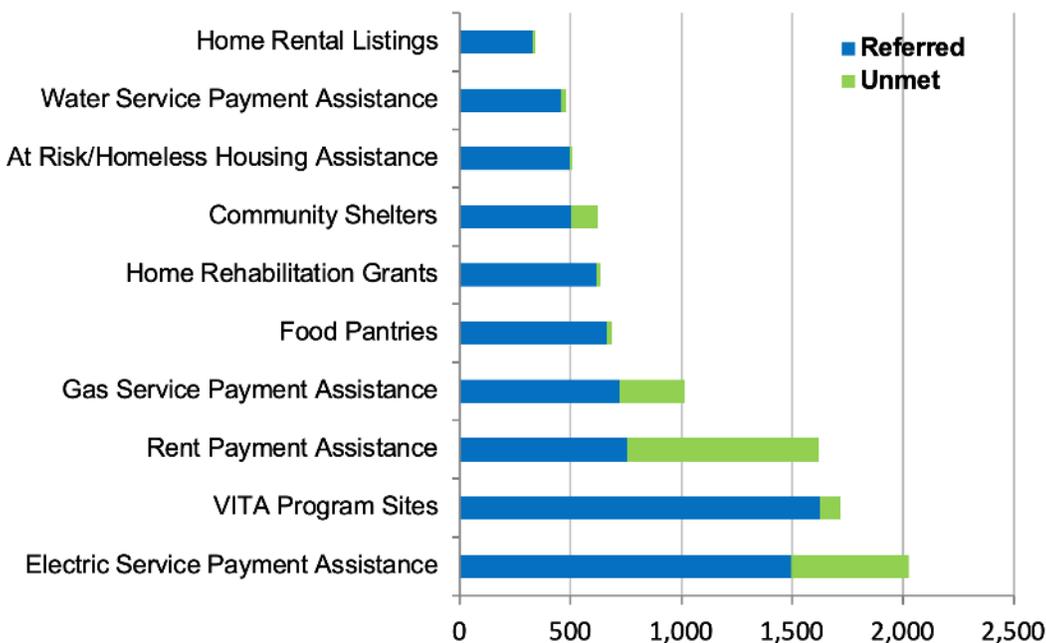
### Top 5 Web Searches by Service Term





# MUSKEGON COUNTY

## Top Ten Service Requests

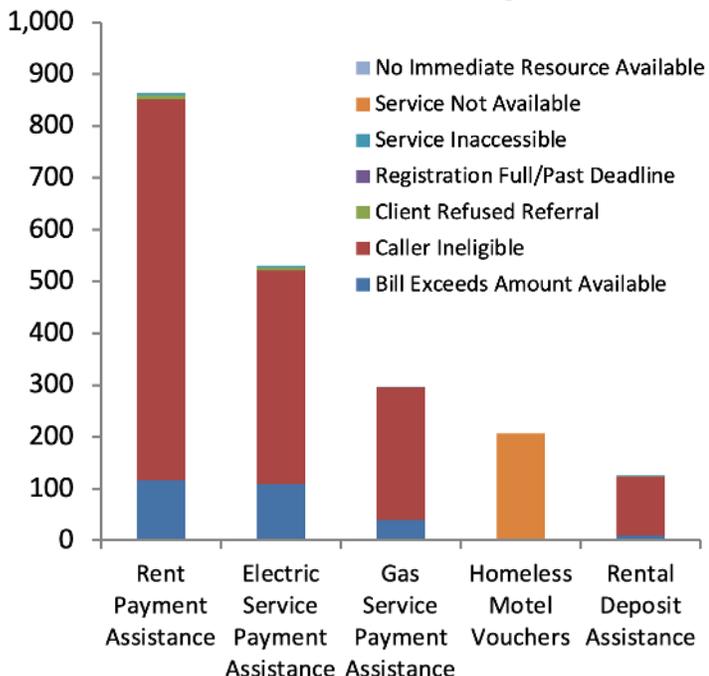


**17,469**  
CONTACTS

**2,657**  
RESOURCE  
DIRECTORY  
WEB SITE VISITORS

**5,910**  
TOTAL RESOURCE  
DIRECTORY  
WEB SITE SEARCHES

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

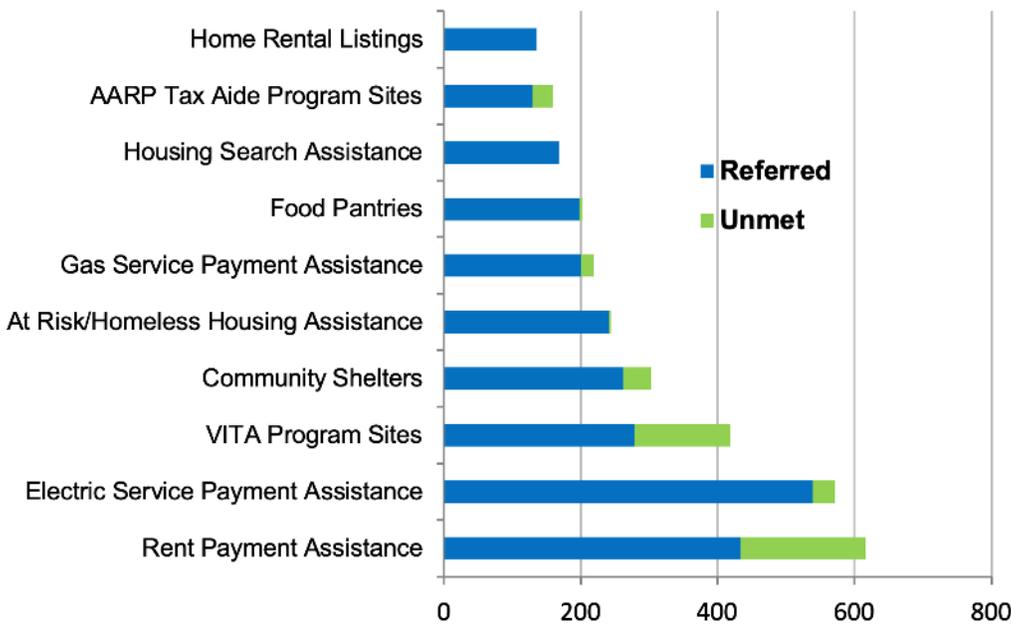
- Michigan Dept. of Health and Human Services.....2,712
- Mid Michigan Community Action Agency .....1,405
- Community enCompass.....1,303
- Goodwill Industries of West Michigan .....1,199
- Salvation Army – Muskegon.....1,004





# OTTAWA COUNTY AND CITY OF HOLLAND IN ALLEGAN COUNTY

## Top Ten Service Requests

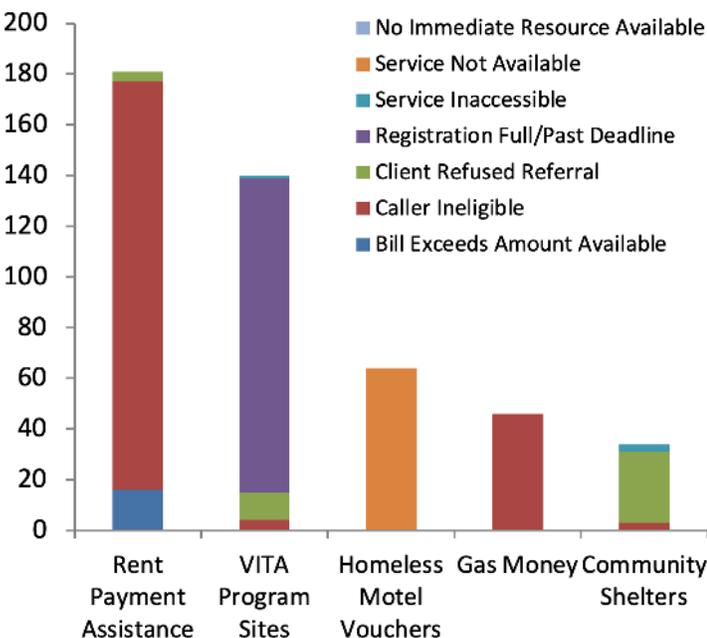


**5,408**  
CONTACTS

**2,046**  
RESOURCE  
DIRECTORY  
WEB SITE VISITORS

**4,138**  
TOTAL RESOURCE  
DIRECTORY  
WEB SITE SEARCHES

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

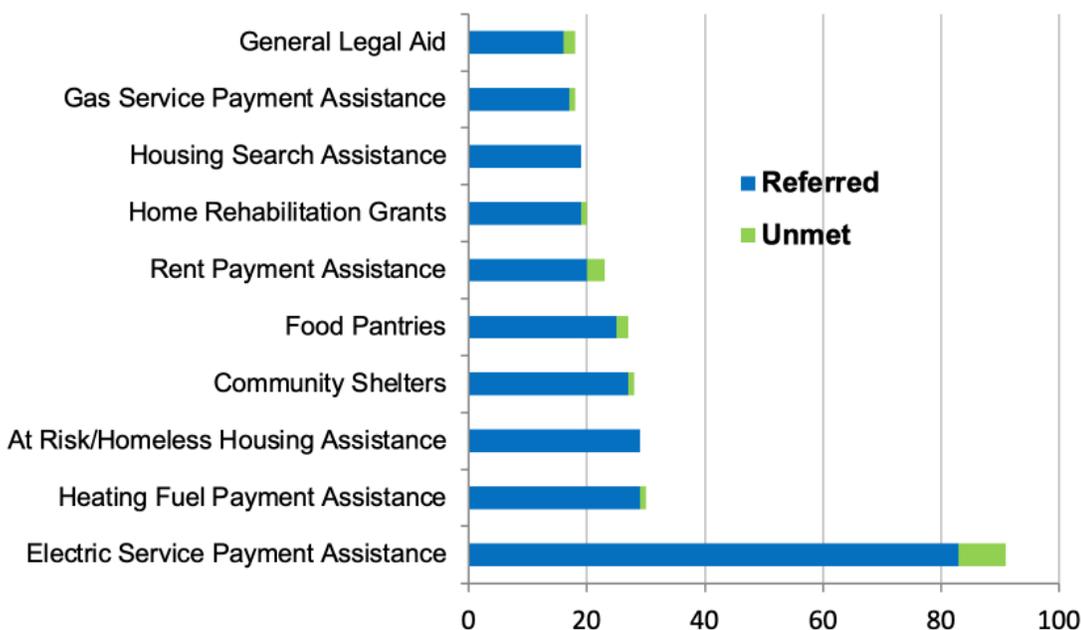
Michigan Dept. of Health and Human Services	871
Good Samaritan Ministries	706
Ottawa County Community Action Agency	580
Love in Action of the Tri-Cities	272
Love INC of Northeast Ottawa County	207





# MANISTEE COUNTY

## Top Ten Service Requests



**599**

CONTACTS

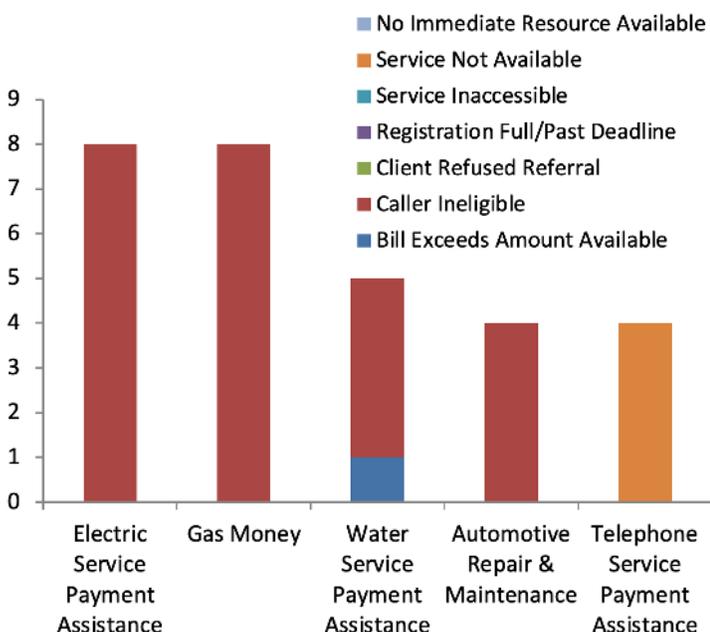
**311**

RESOURCE  
DIRECTORY  
WEB SITE VISITORS

**560**

TOTAL RESOURCE  
DIRECTORY  
WEB SITE SEARCHES

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

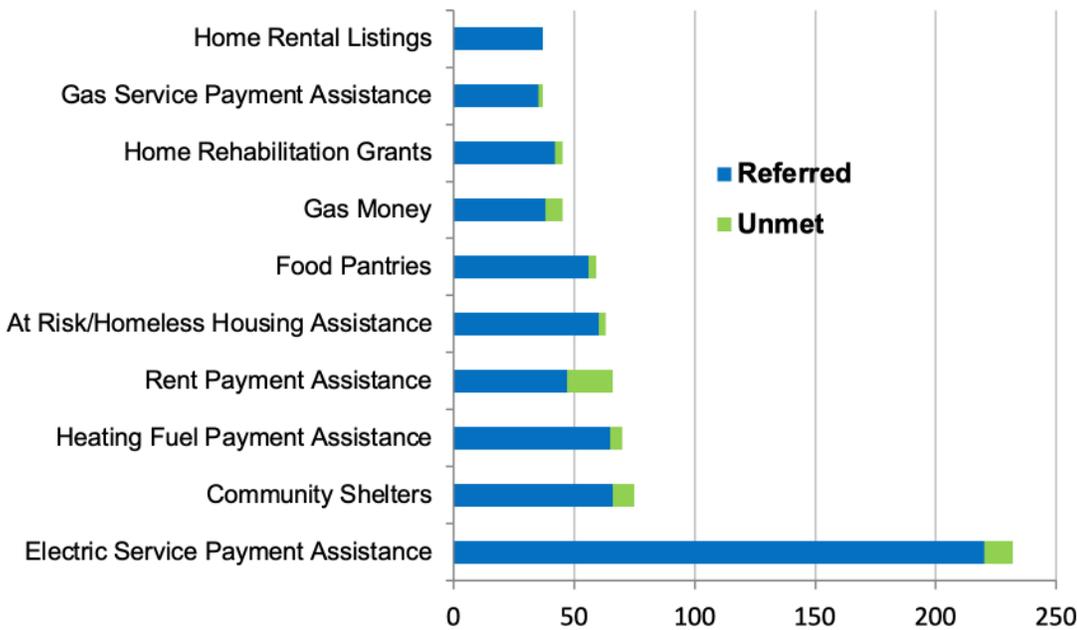
FiveCAP	113
Michigan Dept. of Health and Human Services	112
Northern Michigan Community Action Agency	79
Salvation Army – Mason/Oceana	27
Michigan State Housing Development Authority	19





# WEXFORD AND MISSAUKEE COUNTIES

## Top Ten Service Requests

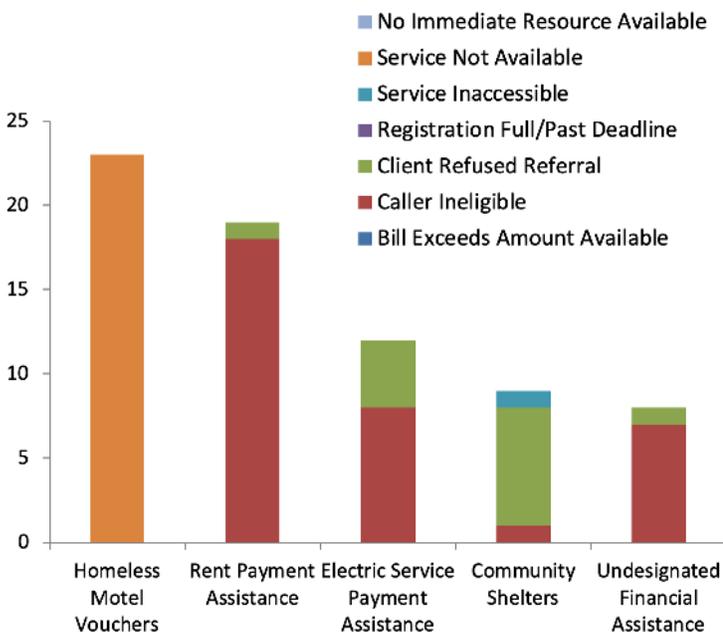


**1,062**  
CONTACTS

**611**  
RESOURCE  
DIRECTORY  
WEB SITE VISITORS

**1,040**  
TOTAL RESOURCE  
DIRECTORY  
WEB SITE SEARCHES

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

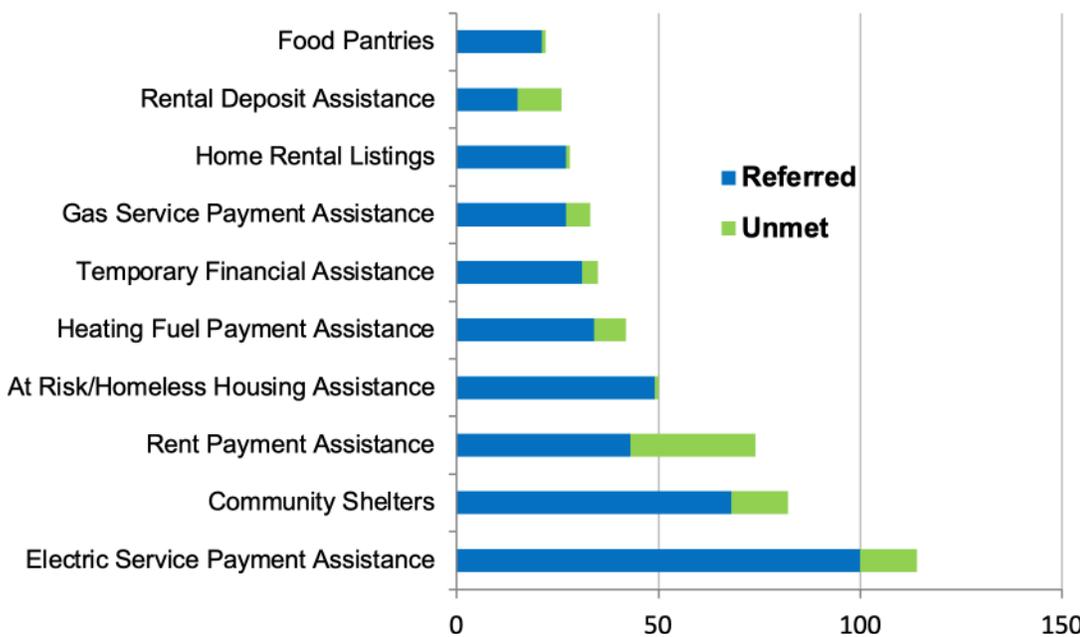
Salvation Army – Wexford/Missaukee/Kalkaska	237
Love Inc. – Wexford and Osceola Counties	230
Michigan Dept. of Health and Human Services	216
Northern Michigan Community Action Agency	194
Cooperative Ministry	67





# CHARLEVOIX AND EMMET COUNTIES

## Top Ten Service Requests

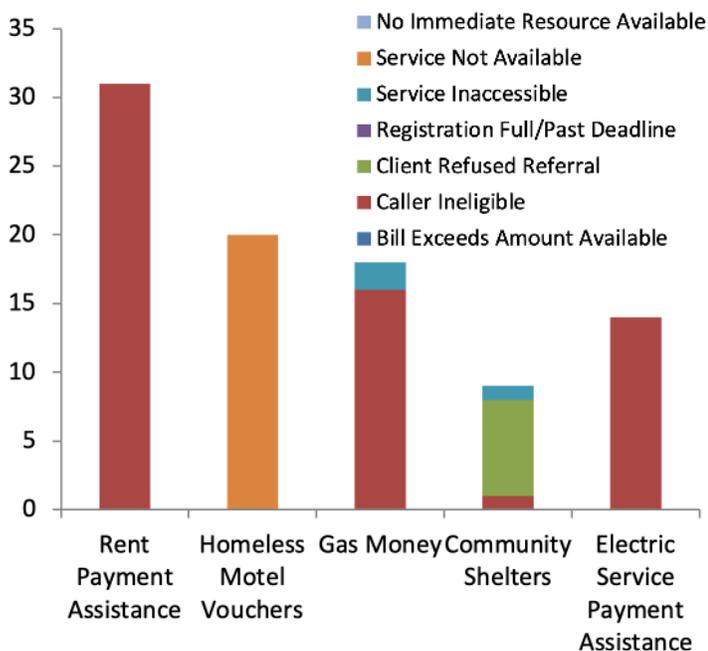


**689**  
CONTACTS

**437**  
RESOURCE  
DIRECTORY  
WEB SITE VISITORS

**751**  
TOTAL RESOURCE  
DIRECTORY  
WEB SITE SEARCHES

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

Michigan Dept. of Health and Human Services	160
Northern Michigan Community Action Agency	153
Salvation Army – Petoskey	133
Nehemiah Project	50
Michigan State Housing Development Authority	36





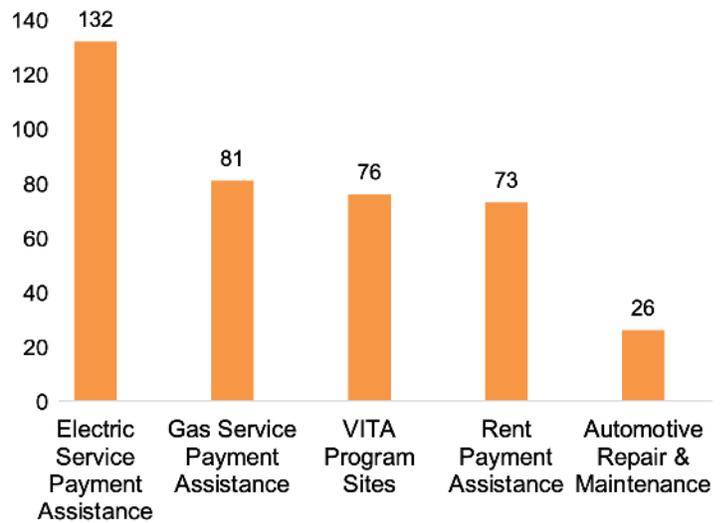
# SENIOR INFORMATION & ASSISTANCE PROGRAM

**6,914**  
CONTACTS

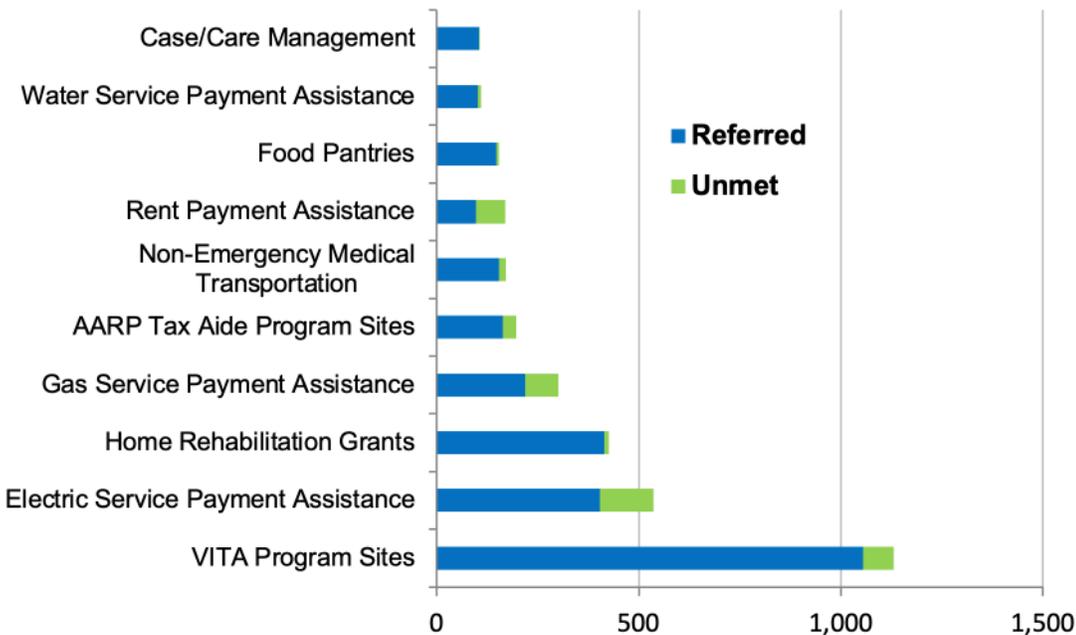
## MUSKEGON, OCEANA AND OTTAWA COUNTIES

We continue to honor our agency's origins with a focus on serving older adults. Our Senior Information & Assistance program is designed for individuals age 60+ or those who are serving or caring for an older adult. We provide information on and assist with access to a wide array of programs and services for older adults. Our staff are specially trained and knowledgeable in the many senior-focused organizations, program, benefits and services in Muskegon, Oceana and Ottawa counties. Senior Information & Assistance is always free and confidential.

### Top Five Unmet Needs



### Top Ten Service Requests





# TELEPHONE REASSURANCE PROGRAM

For fiscal year 2023, our Telephone Reassurance program participation stayed consistent with our staff and volunteers making 1,244 calls to connect with 32 participants.

The program staff and volunteers are specially trained to connect with vulnerable older adults who may have experience setbacks or life transitions, that may become disconnected and isolated. 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.

With the support of our funding partner and volunteers, we continue to offer this program free of charge to residents in the counties of Muskegon, Oceana, and the southern region of Ottawa.



“  
*This is my Mom’s survey but I wanted you to know how much I, her daughter, appreciate these calls she gets. Thank you for your time!*

*I feel like I have a new good friend. We chat about almost everything.*

*Mindy is my “Phone Buddy”. She calls every Monday and Wednesday. She is so special and I have found a good friend. Thank you for this service.*

*It makes me feel I do matter to others. I appreciate everyone who calls me.*

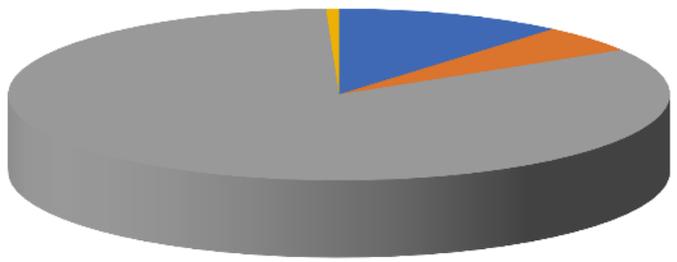
– 2023 Annual Anonymous Survey Quotes  
 ”



# FY23 FINANCIAL OVERVIEW

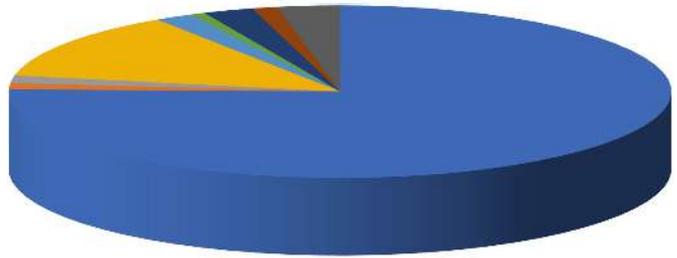
## Summary Statement of Activities

Support	
United Way	\$ 88,824
Board Memberships	40,600
Grants & Contracted Services	658,400
Donations	4,973
Other	351
<b>Total Support</b>	<b>\$ 792,797</b>



■ United Way	\$88,824
■ Board Memberships	\$40,600
■ Grants & Contracted Services	\$658,400
■ Donations	\$4,973
<b>Total Support</b>	<b>\$792,797</b>

Expenditures	
Wages & Benefits	\$ 622,590
Travel & Training	9,780
Occupancy	11,682
Contracted Services	104,974
Communications/IT	15,378
Supplies/Equipment	6,005
Professional Fees	20,193
Marketing	10,088
Other	25,311
<b>Total Expenditure</b>	<b>\$ 826,001</b>



■ Wages & Benefits	\$622,590
■ Travel & Training	9,780
■ Occupancy	11,682
■ Contracted Services	104,974
■ Communications/IT	15,378
■ Supplies/Equipment	6,005
■ Professional Fees	20,193
■ Marketing	10,088
■ Other	25,311
<b>Total Expenditures</b>	<b>\$826,001</b>

Excess Support (Expense) **(\$ 33,204)**

**Excess Support (Expense) (\$33,204)**



# BOARD OF DIRECTORS & MEMBER AGENCIES

C.A.L.L.'s Board of Directors is composed of representatives from a cross-section of businesses, agencies and organizations from the region who provide both guidance and/or financial support to help achieve the mission of our agency. We thank them for the experience they share, their time, dedication, and support they have given over the year.

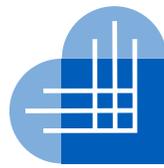
<i>Organization Represented</i>	<i>Member</i>
City of Norton Shores .....	Anthony Chandler
Community Member .....	Elizabeth Johnson, Secretary/Treasurer
Harbor Steel.....	Teresa Stevens
HealthWest .....	Brandy Carlson
Health Project - Community Benefit Office of Trinity Health .....	Stevi Riel
Muskegon Area Intermediate School District .....	Benjamin Kalb
Public Health - Muskegon County.....	Robin Semelbauer
Ottawa Area Intermediate School District .....	Heather Eizenga
Ottawa County Community Mental Health .....	Anna Bednarek, President
Senior Resources of West Michigan.....	Lisa Tyler, Vice President
Shape Corp. ....	Chuck Michele
Trinity Health .....	Jennifer Bailey

*Supporting member agencies not seated on the Board of Directors:*

- City of Muskegon
- Ottawa County Community Action Agency
- Ottawa County Department of Public Health

# THANK YOU

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**Community ACCESS Line**  
of the Lakeshore

