



Community ACCESS Line  
of the Lakeshore

# 2024 ANNUAL REPORT

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OCTOBER 2023 - SEPTEMBER 2024

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



# 2024 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 each individual who contacts our agency.

For over 20 years, C.A.L.L. has played an important role, enabling connections among individuals, community-based organizations, and services. We are dedicated to strengthening the communities we serve, building the capacity of our partners, and promoting community-centered engagement.

Our 211 service helps connect residents from the seven-county region we serve to critical health and human services and opportunity to engage with their local community. In 2024, we handled 26,579 contacts that included phone calls, chats, emails, texts and in-person assistance. A 4% decrease in contacts from fiscal year 2023 can be attributed, in part, to the termination of the COVID-19 hotline.

26,579

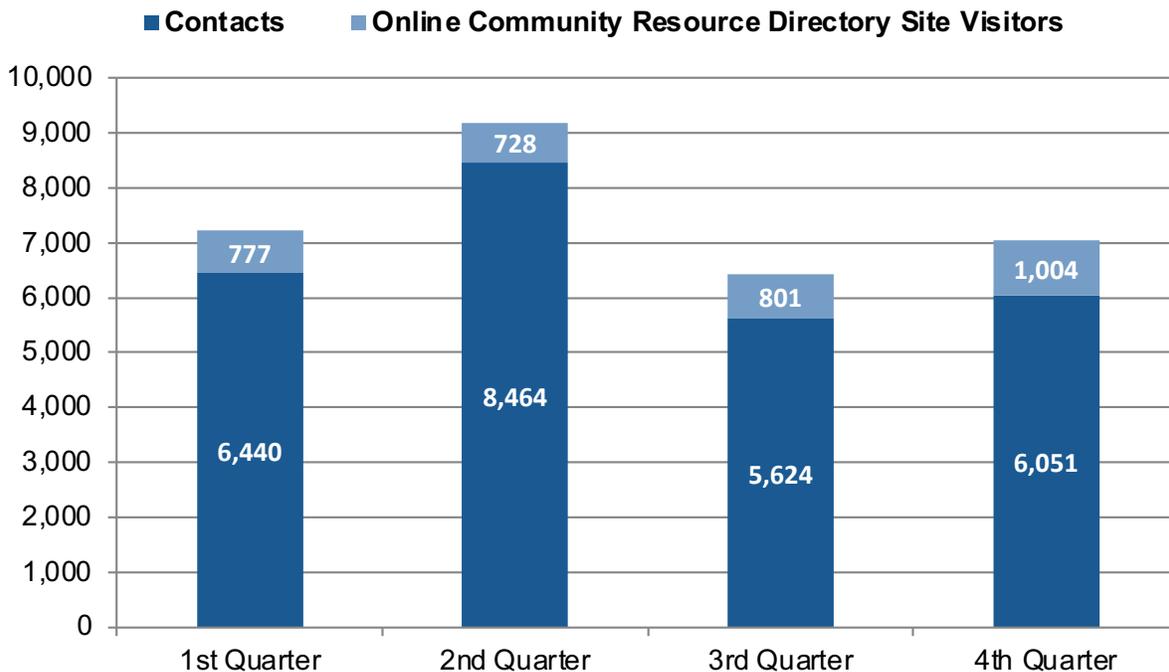
CONTACTS

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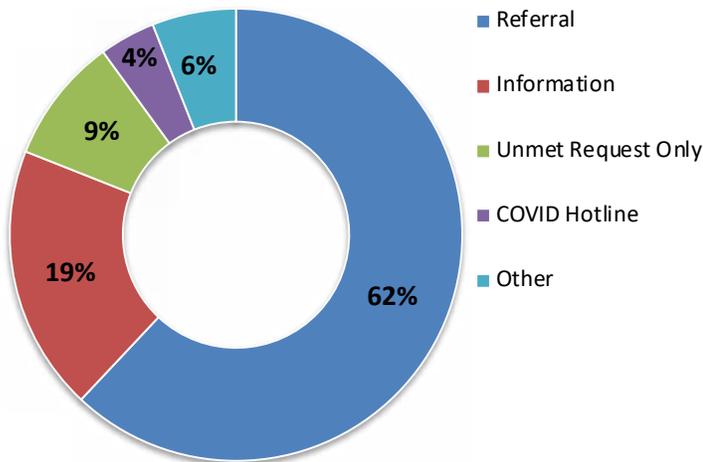
3,310

ONLINE SEARCHES

## Total Regional 211 Contacts



## Contact Types



C.A.L.L. handled 46 Advocacy and 24 Crisis contacts in 2024



## Definitions of Contact 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, C.A.L.L. staff answered the Michigan Department of Health and Human Services' COVID-19 Hotline, until its discontinuation in June 2024. Staff answered COVID-19 related questions and concerns and made referrals, as appropriate.

“  
*You must really care about your callers to call and make sure I was provided for. Thank You.*  
 – Barbara T.  
 ”



## Quality Assurance

The results of our follow-up surveys for fiscal year 2024 are as follows:

- Did we listen and understand your need? *99.7% Responded Yes*
- Did we provide sufficient information to meet your need? *99% Responded Yes*
- Did you contact the agencies to which you were referred? *95% Responded Yes*
- Were you able to get the help for the need you called us about? *93% Responded Yes*
- Would you contact 2-1-1 again for help? *99% Responded Yes*

## Service Requests by Category

Category	Count	Percent of Total
Housing	8400	25%
Utility Assistance	5059	15%
Income Support/Assistance	4735	14%
Information Services	3987	12%
Food/Meals	2328	7%
Clothing/Personal/Household Needs	1898	6%
Individual, Family & Community Support	1640	5%
Health Care	1357	4%
Transportation	1223	4%
Legal, Consumer & Public Safety Services	1193	4%
Mental Health/Substance Use Disorders	438	1%
Other Government/Economic Services	184	<1%
Employment	183	<1%
Disaster Services	128	<1%
Volunteers/Donations	110	<1%
Education	98	<1%
Arts, Culture & Recreation	88	<1%

**33,049**  
TOTAL SERVICE  
REQUESTS

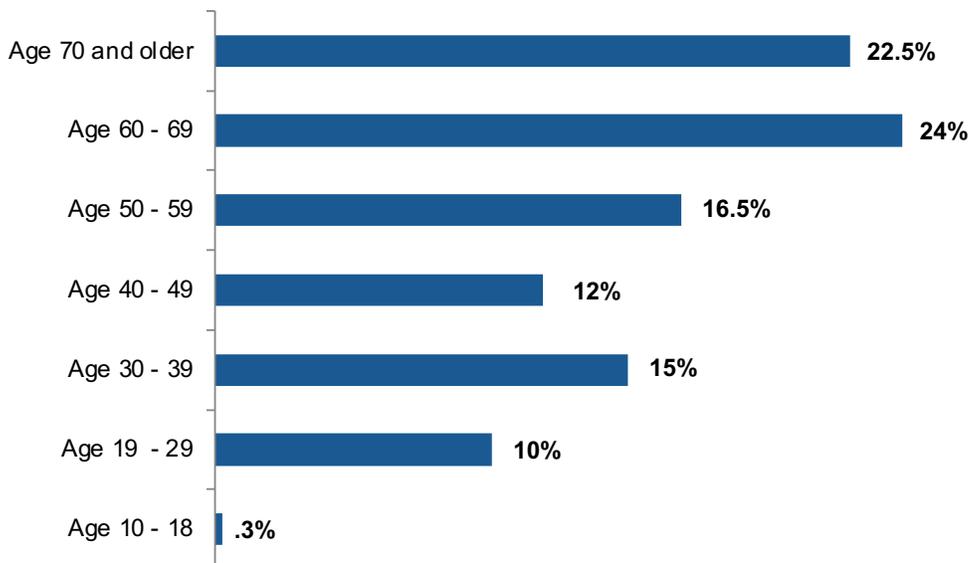
## Demographics

### Gender

Break down of callers into 211 who self-identified their gender:

75% Female; 25% Male; .01% Non-Binary; .02% Transgender; and .02% Other

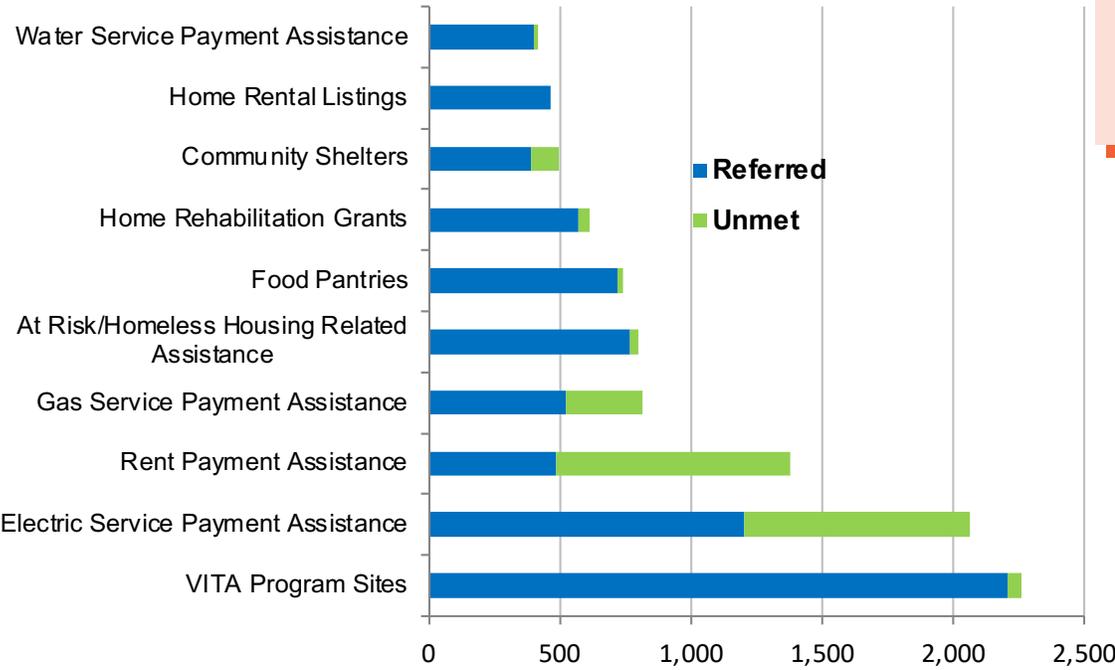
### Age





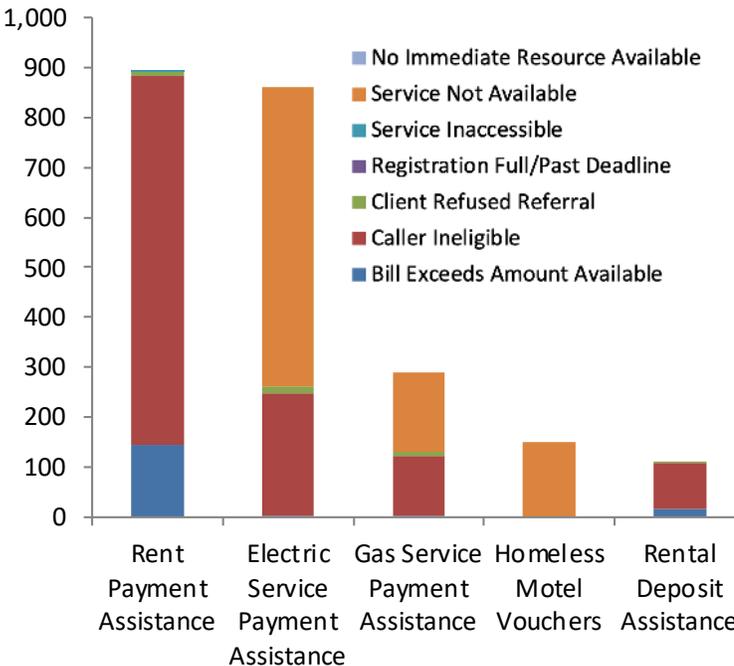
# MUSKEGON COUNTY

## Top Ten Service Requests



**16,615**  
CONTACTS

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

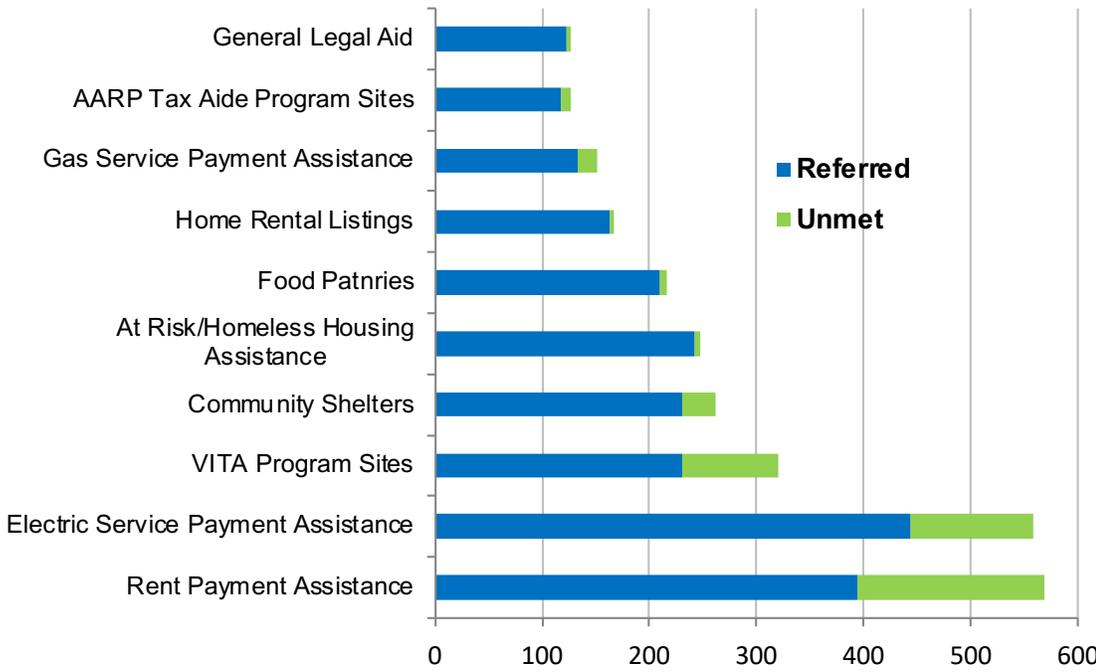
- Michigan Dept. of Health and Human Services.....2,712
- Goodwill Industries of West Michigan .....1,405
- Mid Michigan Community Action Agency .....1,303
- TrueNorth Community Services.....1,199
- Salvation Army – Muskegon.....1,004





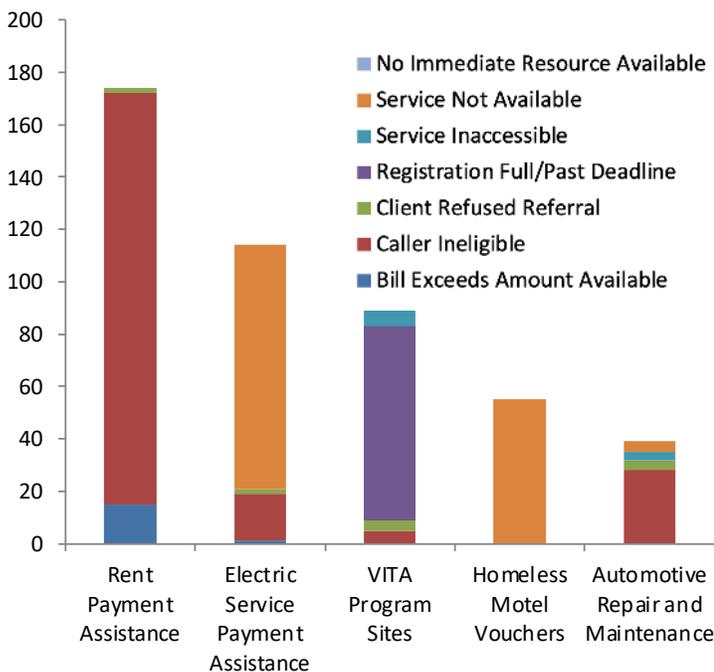
# OTTAWA COUNTY AND CITY OF HOLLAND IN ALLEGAN COUNTY

## Top Ten Service Requests



**4,688**  
CONTACTS

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

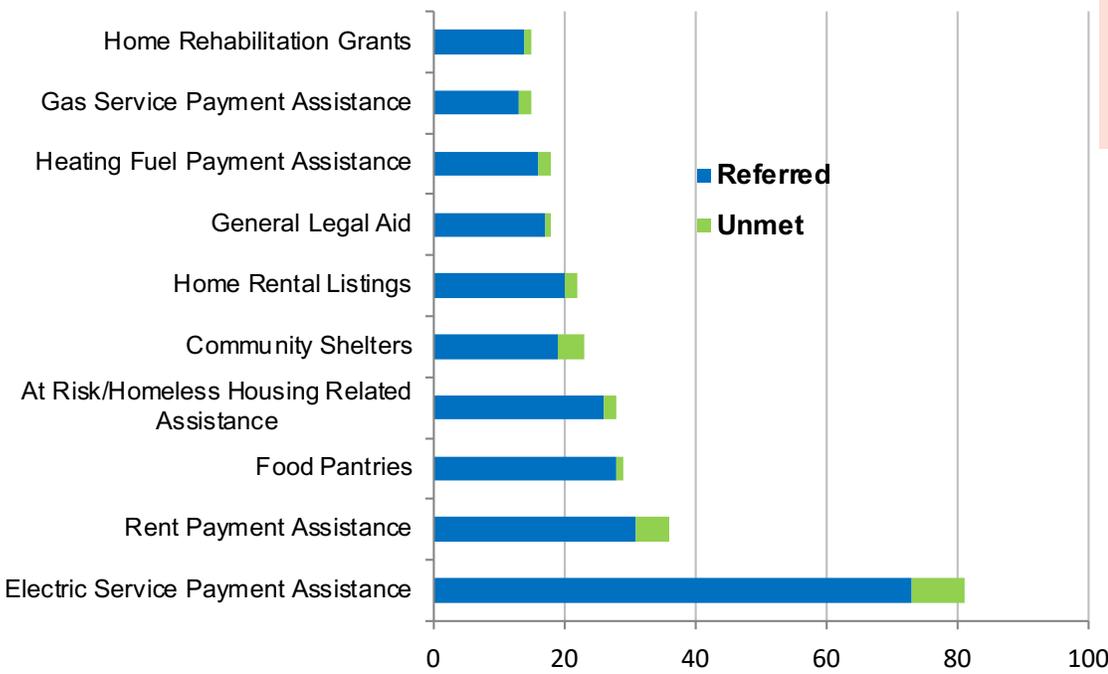
- Michigan Dept. of Health and Human Services.....625
- Good Samaritan Ministries.....576
- Ottawa County Community Action Agency .....453
- Salvation Army - Holland.....279
- Love in Action of the Tri-Cities .....260





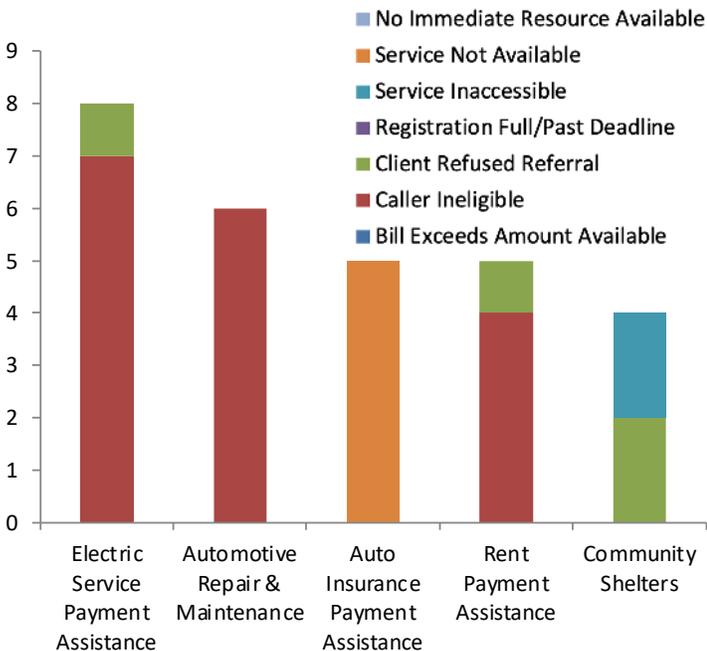
# MANISTEE COUNTY

## Top Ten Service Requests



**497**  
CONTACTS

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

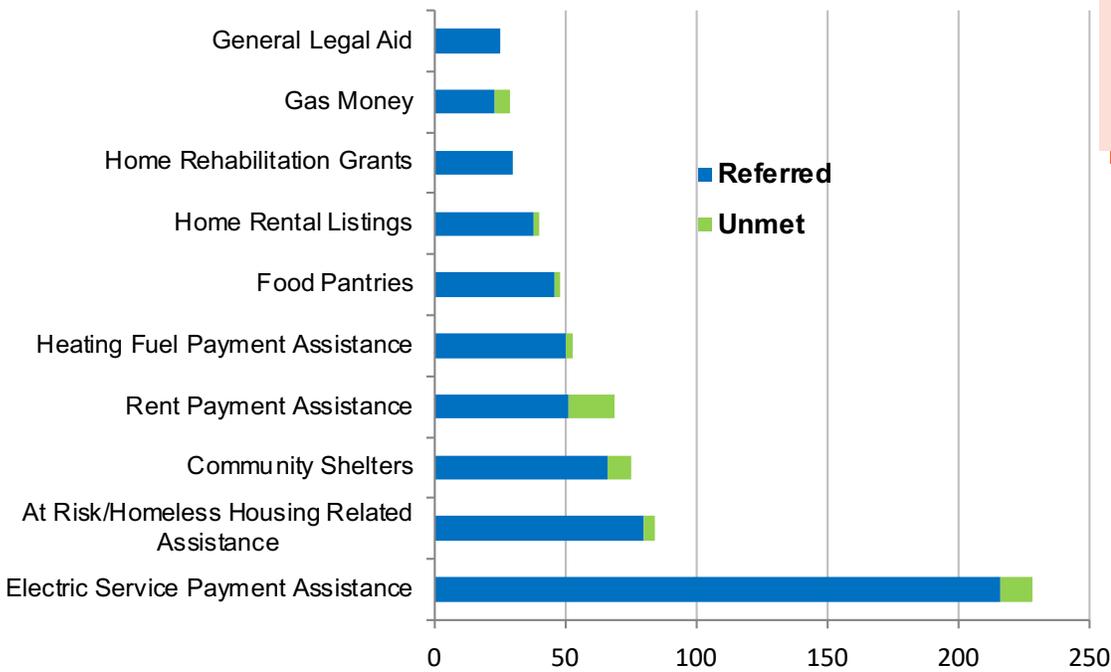
FiveCAP	118
Michigan Dept. of Health and Human Services	62
Northern Michigan Community Action Agency	58
Salvation Army – Mason/Oceana	36
Echo His Love	28





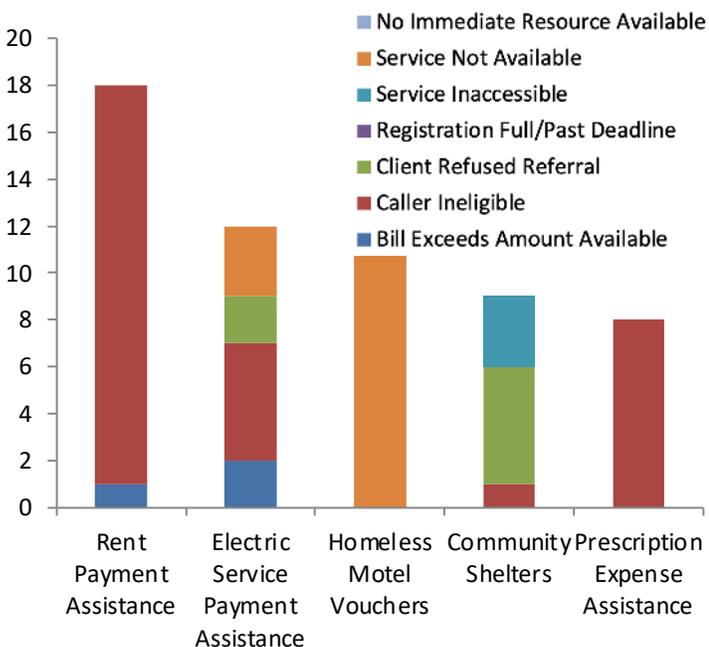
# WEXFORD AND MISSAUKEE COUNTIES

## Top Ten Service Requests



**972**  
CONTACTS

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

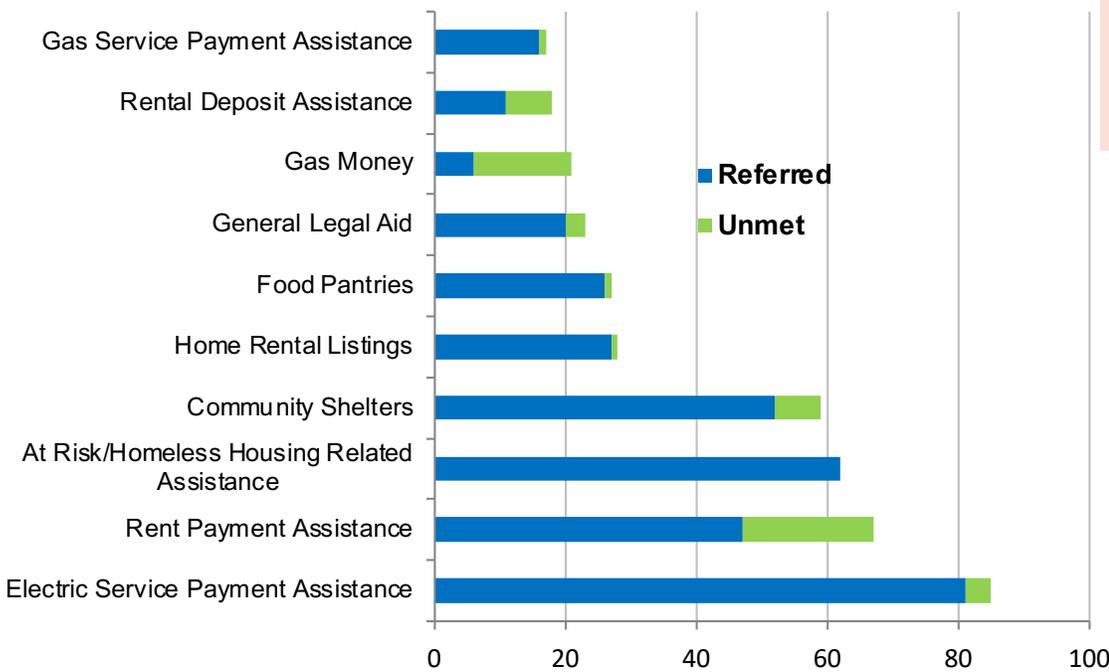
Salvation Army – Wexford/Missaukee/Kalkaska	242
Love Inc. – Wexford and Osceola Counties	210
Northwest Michigan Community Action Agency	170
Michigan Dept. of Health and Human Services	149
Cooperative Ministry	77





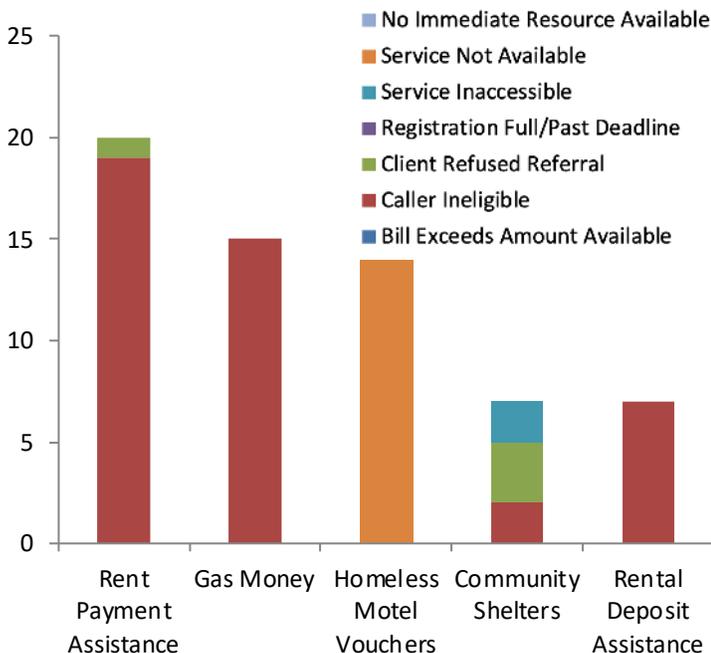
# CHARLEVOIX AND EMMET COUNTIES

## Top Ten Service Requests



**565**  
CONTACTS

## Top Five Unmet Needs with Reason Request Unmet



## Top Five Referred Agencies

Michigan Dept. of Health and Human Services.....	116
Salvation Army – Petoskey.....	116
Northwest Michigan Community Action Agency .....	112
Charlevoix Ministerial Association .....	52
Nehemiah Project (The).....	45





# SENIOR INFORMATION & ASSISTANCE PROGRAM

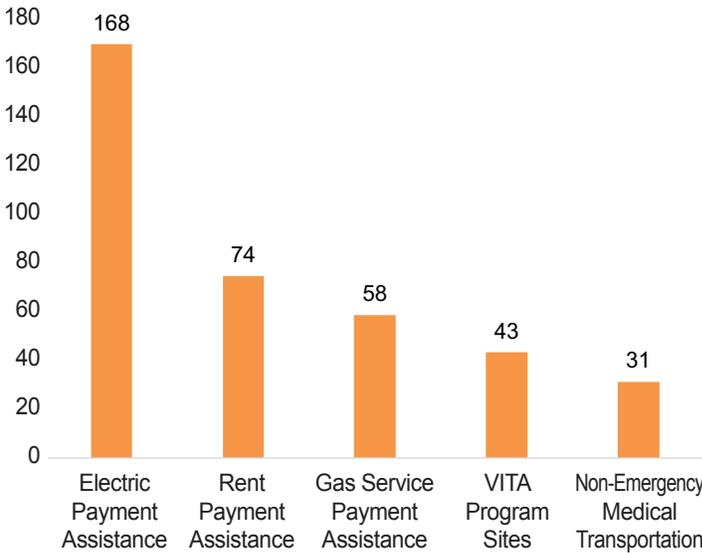
**6,482**  
CONTACTS

**MUSKEGON,  
OCEANA AND  
OTTAWA COUNTIES**

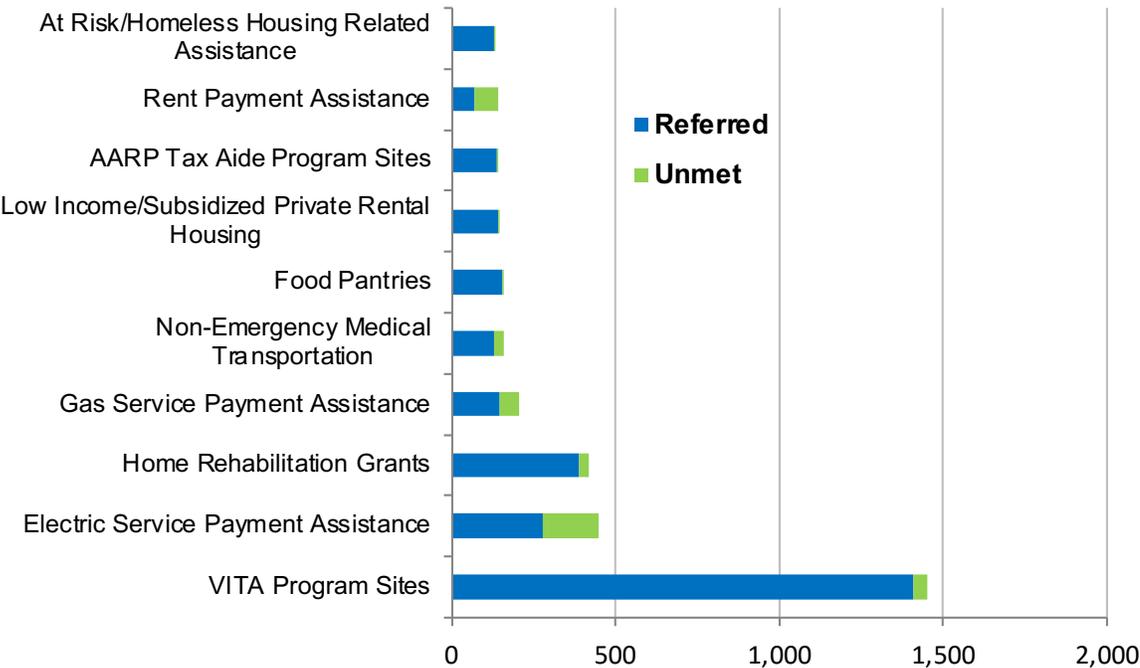
We continue to honor our agency's origins with a focus on serving older adults. Our Senior Information & Assistance program is designed for individuals age 60+ or those who are serving or caring for an older adult. We provide information on and assist with access to a wide array of programs and services 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





# PHONE PAL PROGRAM

For fiscal year 2024, our Phone Pal program participation decreased slightly with our staff and five volunteers making 980 calls to connect with 32 participants.

The program staff and volunteers are specially trained to connect with vulnerable older adults who may have experienced setbacks or live 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 the key to reducing isolation and loneliness.

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



<b>32</b> PARTICIPANTS
<b>980</b> CONTACTS
<b>473</b> CALL HOURS (Average 25.55 Minutes Each)

“

*My mom is the person who receives these calls...  
I am so grateful for these calls. The person who  
calls my mom has my number and she  
texts me whenever she feels something is wrong.  
Thank you so very much!*

*Your program is great, Sara is wonderful. I have found peace of mind.*

*– 2024 Annual Anonymous Survey Quotes*

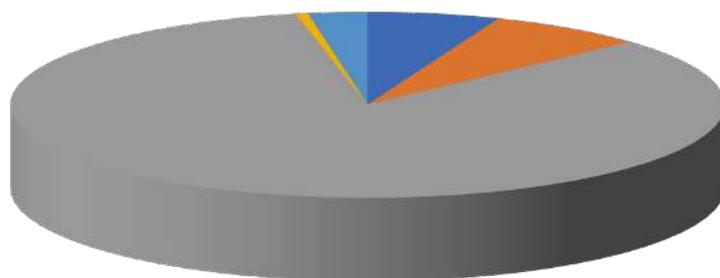
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# FY24 FINANCIAL OVERVIEW

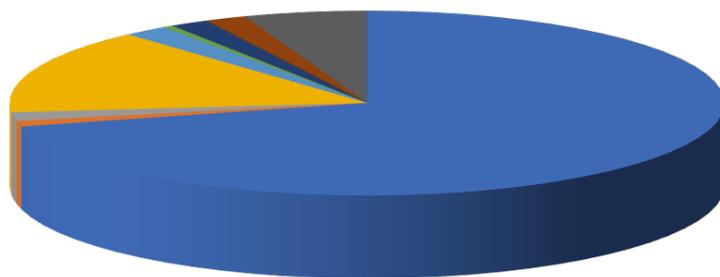
## Summary Statement of Activities

Support	
United Way	\$ 36,093
Memberships	43,100
Grants & Contracted Services	503,254
Donations	3,250
Other	16,196
<b>Total Support</b>	<b>\$ 601,893</b>



■ United Way	\$36,093
■ Board Memberships	43,100
■ Grants & Contracted Services	503,254
■ Donations	3,250
■ Other	16,196
<b>Total Support</b>	<b>\$601,893</b>

Expenditures	
Wages & Benefits	\$ 549,104
Travel & Training	7,671
Occupancy	11,643
Contracted Services	115,769
Communications/IT	15,752
Supplies/Equipment	3,347
Professional Fees	13,685
Marketing	14,420
Other	43,210
<b>Total Expenditure</b>	<b>\$ 774,601</b>
<b>Excess Support (Expense)</b>	<b>(\$ 172,708)</b>



■ Wages & Benefits	\$549,104
■ Travel & Training	7,671
■ Occupancy	11,643
■ Contracted Services	115,769
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■ Supplies/Equipment	3,347
■ Professional Fees	13,685
■ Marketing	14,420
■ Other	43,210
<b>Total Expenditures</b>	<b>\$774,601</b>
<b>Excess Support (Expense)</b>	<b>(\$172,708)</b>



# 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
Hackley Community Care .....	Cece Riley
Harbor Steel.....	Teresa Stevens
HealthWest .....	Brandy Carlson
Health Project - Community Benefit Office of Trinity Health .....	Stevi Riel
Muskegon Area Intermediate School District .....	Benjamin Kalb
Muskegon County Health Department.....	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

