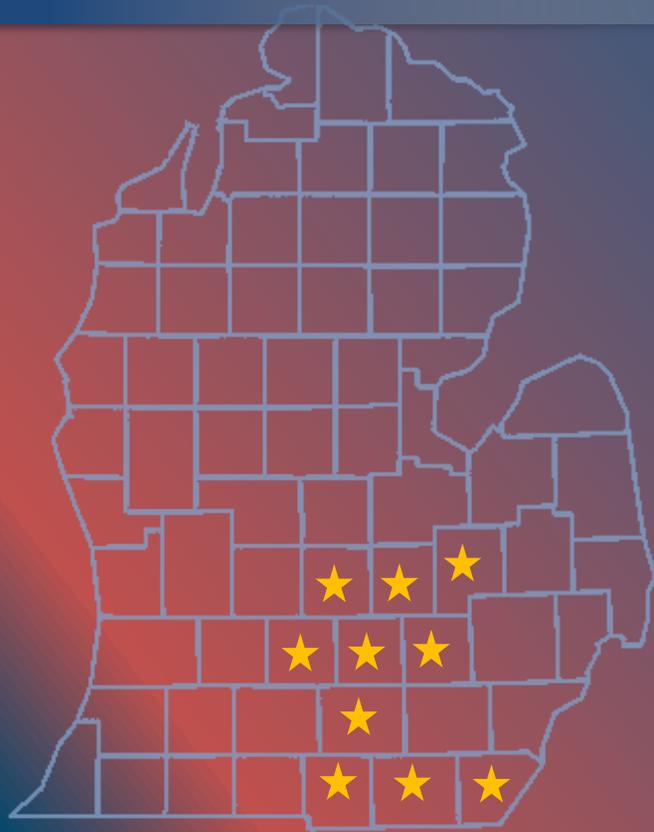


Central Michigan 211

2024 Annual Community Report



Get Connected. Get Help.



A partnership of Lifeways, United Way of South Central Michigan, United Way of Genesee County/ Shiawassee County, United Way of Livingston County and United Way of Monroe /Lenawee County.

Central Michigan 2-1-1 is a Inform USA accredited program and a partnership of LifeWays, United Way of South Central Michigan, United Way of Genesee County/ Shiawassee County, United Way of Livingston County, and United Way of Monroe /Lenawee County.

Our approach to a regional contact center is one of personal community attention that is cost-effective through utilization of a single contact center with partnerships and community advisory from each community we serve. Central Michigan 2-1-1 is an easy to remember, Information and Referral (I&R) program that links callers with the health and human services information they need, 24 hours per day, 7 days per week, 365 days per year.

This annual community report summarizes demographic data and reflects the problems or needs of those individuals who contacted Central Michigan 2-1-1 seeking information and referrals during 2024. The goal of this report is to summarize the issues facing residents of our community as expressed to our 2-1-1 Information and Referral Specialists and bring these issues to the attention of the health and human services network and community services.

Central Michigan 2-1-1 team would like to thank the community partners and agency contacts who make our work possible. We strive every day, in every call, to make our dedication and compassion shine as a beacon to those in need. Sincere thanks for allowing us to do what we love: Inspiring hope and empowering people to connect to the support they need.



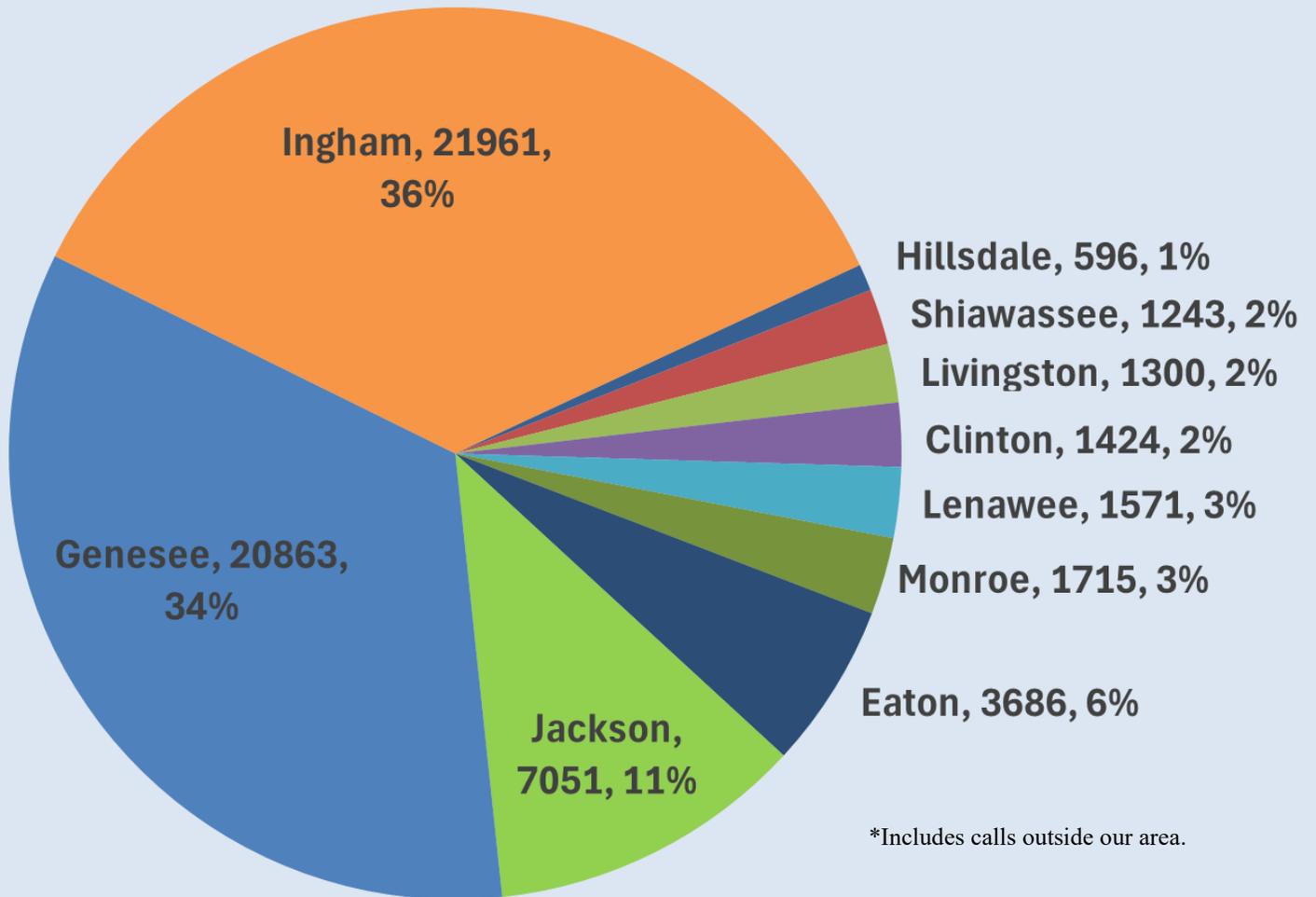
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2024 Call Volume Summary

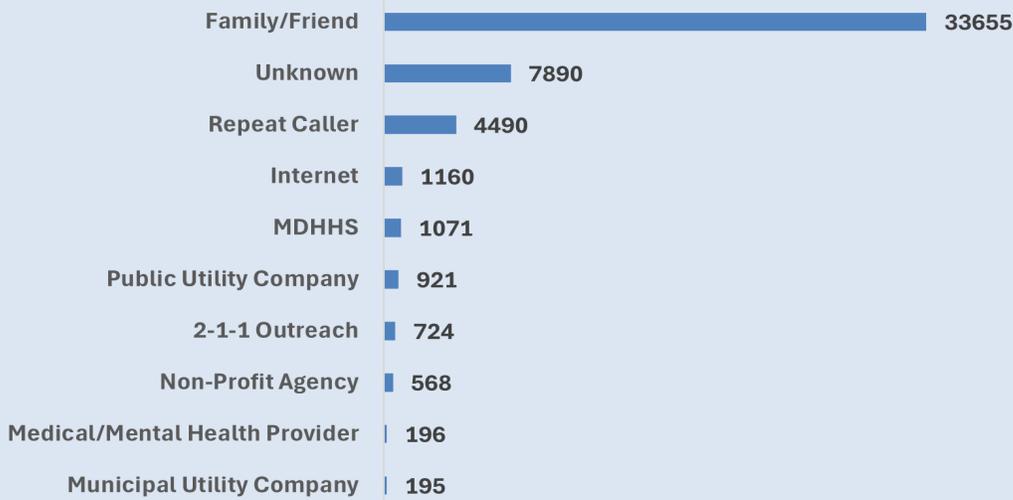
Central Michigan 2-1-1 received a total of 69,519* calls in 2024. Individual county total calls are below. Occasionally we receive calls from individuals outside of our service area that are referred to a partner 2-1-1 centers. Those calls are not included below.

County	Total Calls 2024
Ingham	21961
Genesee	20863
Jackson	7051
Eaton	3686
Monroe	1715
Lenawee	1571
Clinton	1424
Livingston	1300
Shiawassee	1243
Hillsdale	596



*Includes calls outside our area.

The How, What and Who of a 2-1-1 Caller

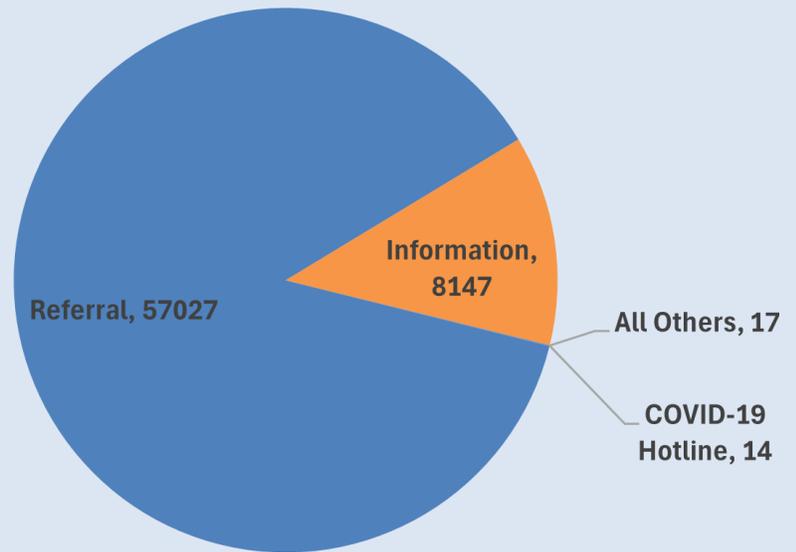


How Did You Hear About Central Michigan 2-1-1?

This chart depicts the top 10 referral sources to 2-1-1 in 2024. Nearly 65% of people contacted 2-1-1 at the suggestion of a family member or friend, while 8% had contacted 2-1-1 previously.

What Support is Provided by Central Michigan 2-1-1?

Most people contacting 2-1-1 in 2024 received referral information to connect with services and programs to support their need. Additionally, 12% needed information, guidance or had questions that our staff answered. With the ever changing nature of the pandemic, 2-1-1s through out the state helped answer COVID related calls. Central Michigan 2-1-1 assisted with 14 calls that came into the statewide COVID hotline. 2-1-1 also provides advocacy and crisis services



95%



Self

4%

Family/Friend

1%

Non-Profit Agency

Who is Receiving Information from Central Michigan 2-1-1?

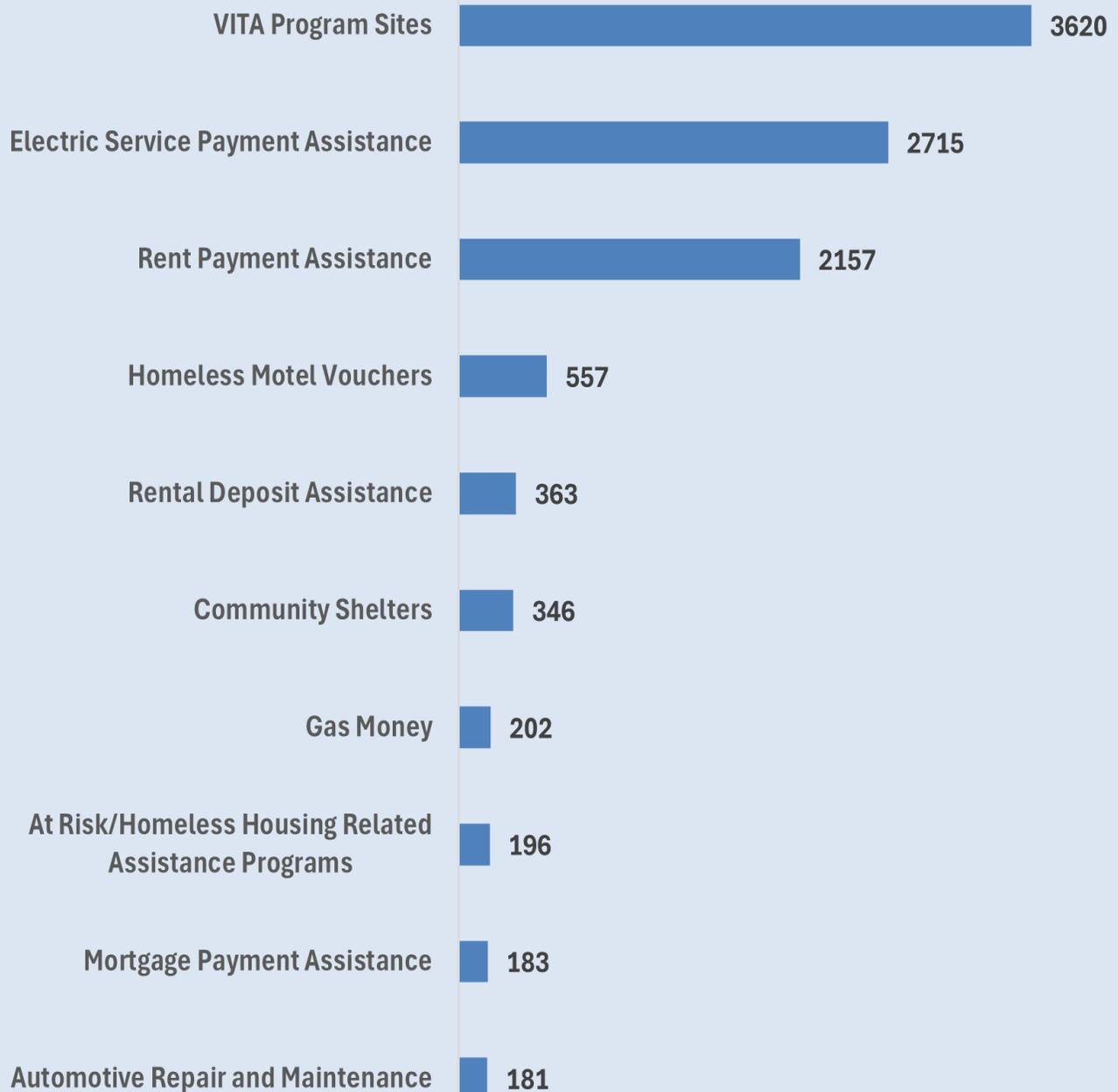
People can call 2-1-1 for themselves or someone else. In 2024, the majority of contacts (95%) were from people in need of services for themselves. However, friends and family members also contacted 2-1-1 to support a loved one (4%), and agencies utilized our services (1%) to help their clients as they seek resources and look for information in their communities.

Top 10 Unmet Needs

Central Michigan 2-1-1 helps keep a pulse on the community by tracking the referrals given as well as times when callers were not provided a referral to a community service. Central Michigan 2-1-1 reports both unmet needs and the reasons they were unmet to community partners in an attempt to identify gaps and opportunities for services.

Overall in 2024, 82% of 2-1-1 calls were provided a referral, however 22% of 2-1-1 calls had an unmet need reported. The top reason the need was recorded as unmet was Registration full/past deadline at the time the person needed help. The individual county pages detail referrals made further in this report.

Listed below are the Top Ten most frequent unmet needs for our region throughout 2024.



Unmet Need Data and Reasons

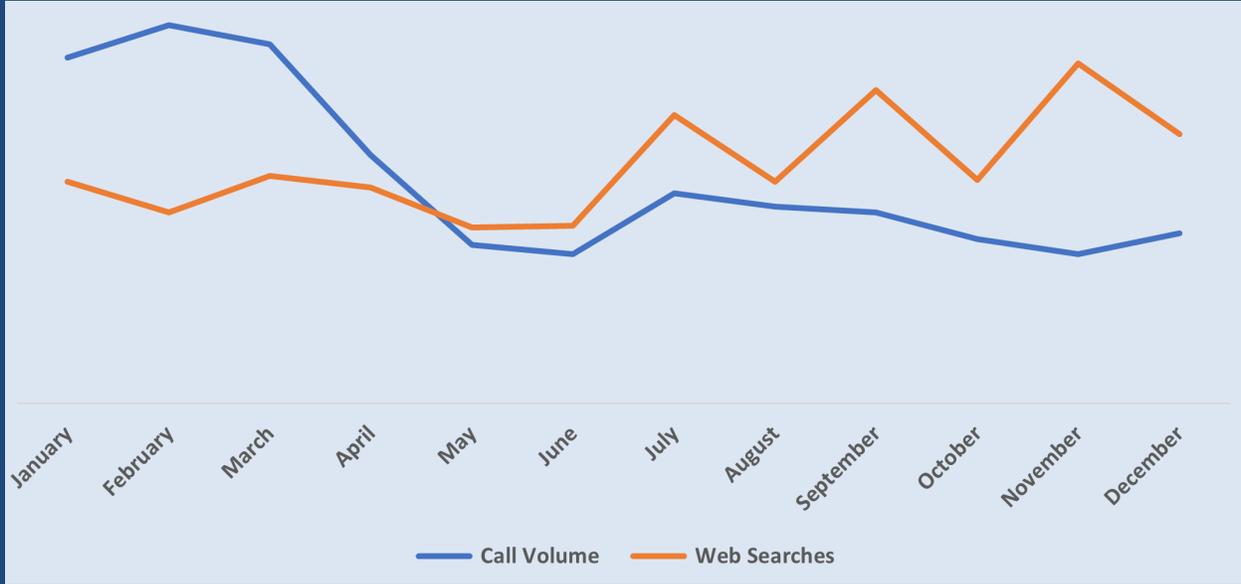
Along with recording the unmet needs of callers, Central Michigan 2-1-1 records reasons the need was unmet, which provides more insight into why a caller did not get the help they were looking for.

In cases of “Client Ineligible/No Documentation”, people generally called expressing need without the appropriate documentation needed to access services. In those situations, callers are advised of the process of applying for assistance. Another reason to note, is “Registration Full/Past Deadline”. Many holiday assistance program registrations close weeks prior to the holiday and a caller may miss the deadline to apply for help.

Top 10 Unmet Needs	Most Common Unmet Reason
VITA Program Sites	Registration full/past deadline
Electric Service Payment Assistance	Client ineligible/target population requirement
Rent Payment Assistance	Client ineligible/no documentation
Homeless Motel Vouchers	Service not available
Rental Deposit Assistance	No immediate resource available
Community Shelters	Client refused referral
Gas Money	Client ineligible/target population requirement
At Risk/Homeless Housing Related Assistance Programs	Client refused referral
Mortgage Payment Assistance	Client ineligible/no documentation
Automotive Repair and Maintenance	Client ineligible/target population requirement

Clinton County

Central Michigan 2-1-1 received 1,424 calls and 1,500 web searches from Clinton County residents in 2024. Monthly call volume and web searches is illustrated below.



The following table shows both the top five requested and top five unmet needs for 2024. The 1,424 Clinton County residents who called for the year were referred to a total of 1268 individual services. There were 331 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	297	VITA Program Sites	179
VITA Program Sites	125	Rent Payment Assistance	27
Rent Payment Assistance	102	Electric Service Payment Assistance	15
Food Pantries	68	Homeless Motel Vouchers	8
At Risk/Homeless Housing Related Assistance Programs	67	Mortgage Payment Assistance	8

Eaton County

Central Michigan 2-1-1 received 3,686 calls and 2,678 web searches from Eaton County residents in 2024. Monthly call volume and web searches is illustrated below.

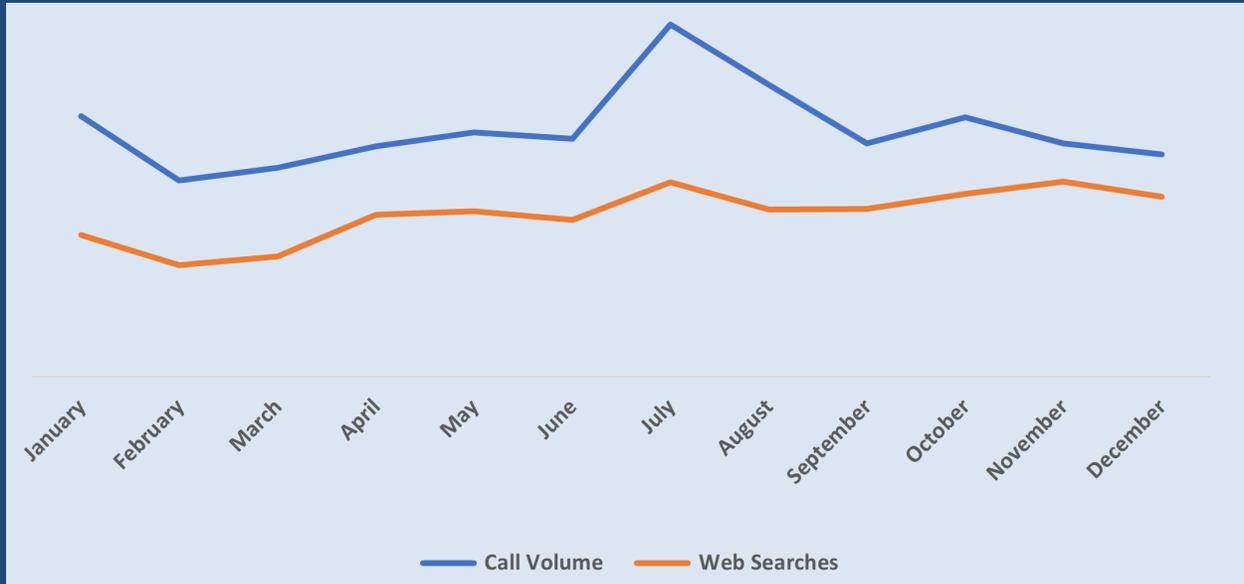


The following table shows both the top five requested and top five unmet needs for 2024. The 3,686 Eaton County residents who called for the year were referred to a total of 3,178 individual services. There were 1,020 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	607	VITA Program Sites	507
VITA Program Sites	424	Electric Service Payment Assistance	102
Rent Payment Assistance	251	Rent Payment Assistance	71
Food Pantries	173	General Furniture Provision	21
At Risk/Homeless Housing Related Assistance Programs	128	Gas Money	17

Genesee County

Central Michigan 2-1-1 received 20,863 calls and 13,651 web searches from Genesee County residents in 2024. Monthly call volume and web searches is illustrated below.



The following table shows both the top five requested and top five unmet needs for 2024. Of the 20,863 Genesee County residents who called for the year were referred to a total of 21,328 individual services. There were 4,233 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	5636	Electric Service Payment Assistance	1298
Rent Payment Assistance	1799	Rent Payment Assistance	659
Water Service Payment Assistance	1496	Homeless Motel Vouchers	163
At Risk/Homeless Housing Related Assistance Programs	1228	Rental Deposit Assistance	146
Food Pantries	1161	Community Shelters	90

Hillsdale County

Central Michigan 2-1-1 received 596 calls and 869 web searches from Hillsdale County residents in 2024. Monthly call volume and web searches is illustrated below.

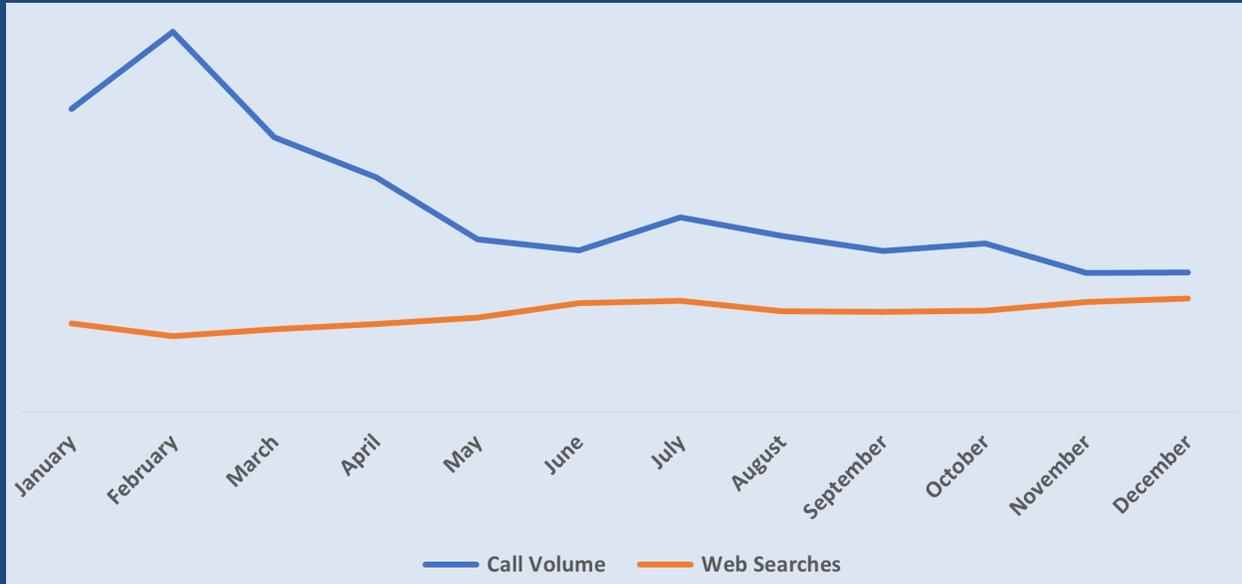


The following table shows both the top five requested and top five unmet needs for 2024. The 596 Hillsdale County residents who called for the year were referred to a total of 566 individual services. There were 211 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	158	Electric Service Payment Assistance	71
At Risk/Homeless Housing Related Assistance Programs	52	Homeless Motel Vouchers	17
Community Shelters	27	Community Shelters	12
General Legal Aid	21	Rent Payment Assistance	10
Rent Payment Assistance	19	Heating Fuel Payment Assistance	7

Ingham County

Central Michigan 2-1-1 received 21,961 calls and 10,303 web searches from Ingham County residents in 2024. Monthly call volume and web searches is

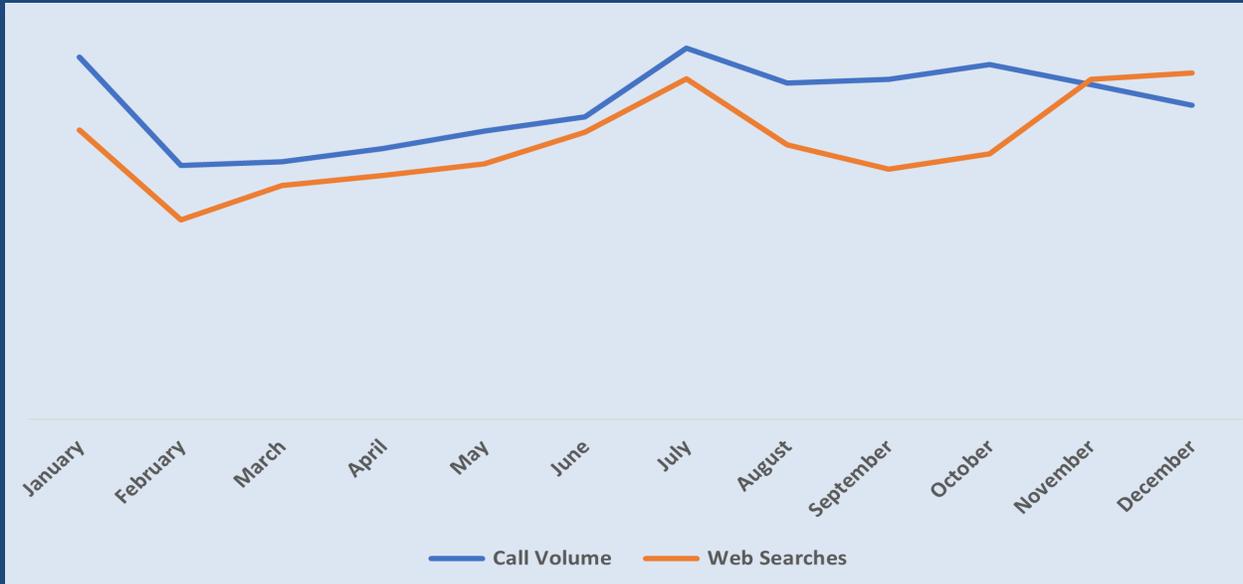


The following table shows both the top five requested and top five unmet needs for 2024. The 21,961 Ingham County residents who called for the year were referred to a total of 18,039 individual services. There were 6,428 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	3223	VITA Program Sites	2864
VITA Program Sites	1934	Rent Payment Assistance	921
Food Pantries	1392	Electric Service Payment Assistance	748
Rent Payment Assistance	1164	Rental Deposit Assistance	128
At Risk/Homeless Housing Related Assistance Programs	955	General Furniture Provision	98

Jackson County

Central Michigan 2-1-1 received 7,051 calls and 6,193 web searches from Jackson County residents in 2024. Monthly call volume and web searches is illustrated below.



The following table shows both the top five requested and top five unmet needs for 2024. The 7,051 Jackson County residents who called for the year were referred to a total of 6,887 individual services. There were 1,452 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	1490	Rent Payment Assistance	239
Food Pantries	484	Homeless Motel Vouchers	200
Rent Payment Assistance	458	Electric Service Payment Assistance	195
At Risk/Homeless Housing Related Assistance Programs	456	Community Shelters	75
General Legal Aid	195	At Risk/Homeless Housing Related Assistance Programs	41

Lenawee County

Central Michigan 2-1-1 received 1,571 calls and 1,793 web searches from Lenawee County residents in 2024. Monthly call volume and web searches is illustrated below.

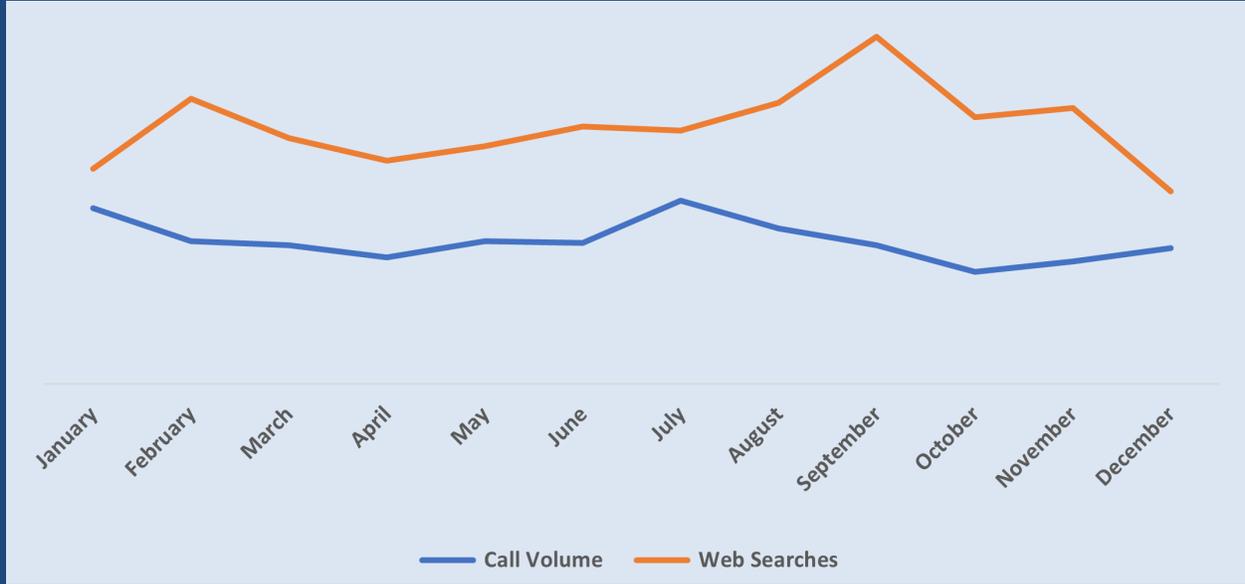


The following table shows both the top five requested and top five unmet needs for 2024. The 1,571 Lenawee County residents who called for the year were referred to a total of 1,407 individual services. There were 468 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	335	Electric Service Payment Assistance	144
Rent Payment Assistance	87	Rent Payment Assistance	45
Food Pantries	79	Gas Service Payment Assistance	24
At Risk/Homeless Housing Related Assistance Programs	68	At Risk/Homeless Housing Related Assistance Programs	21
Community Shelters	60	Homeless Motel Vouchers	18

Livingston County

Central Michigan 2-1-1 received 1,300 calls and 2,334 web searches from Livingston County residents in 2024. Monthly call volume and web searches is illustrated below.

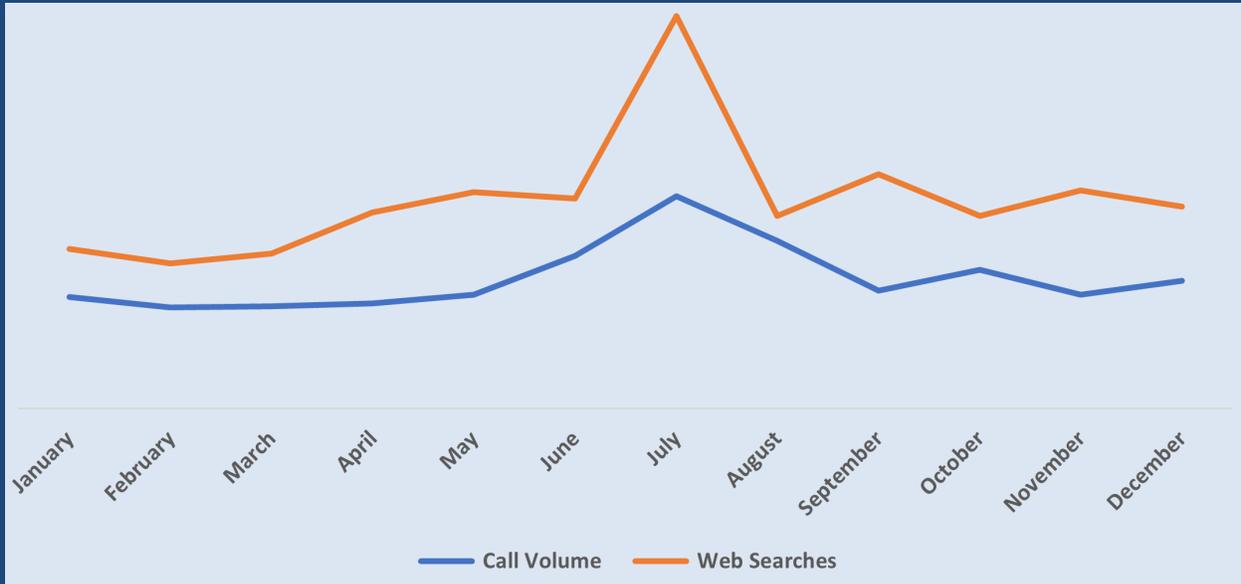


The following table shows both the top five requested and top five unmet needs for 2024. The 1,300 Livingston County residents who called for the year were referred to a total of 1,455 individual services. There were 226 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	273	Community Shelters	31
At Risk/Homeless Housing Related Assistance Programs	142	Rent Payment Assistance	26
Homeless Motel Vouchers	127	Electric Service Payment Assistance	14
Rent Payment Assistance	102	Homeless Motel Vouchers	13
Food Pantries	66	Automotive Repair and Maintenance	8

Monroe County

Central Michigan 2-1-1 received 1,715 calls and 2,755 web searches from Monroe county residents in 2024. Monthly call volume and web searches is illustrated below. Monroe County joined Central Michigan 211 April 1, 2024.



The following table shows both the top five requested and top five unmet needs for 2024. The 1,715 Monroe County residents who called for the year were referred to a total of 1,656 individual services. There were 592 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	471	Rent Payment Assistance	128
At Risk/Homeless Housing Related Assistance Programs	147	Electric Service Payment Assistance	111
Rent Payment Assistance	143	Homeless Motel Vouchers	50
Community Shelters	100	Community Shelters	32
Food Pantries	77	Rental Deposit Assistance	14

Shiawassee County

Central Michigan 2-1-1 received 1,243 calls and 1,556 web searches from Shiawassee County residents in 2024. Monthly call volume and web searches is illustrated below.



The following table shows both the top five requested and top five unmet needs for 2024. The 1,243 Shiawassee County residents who called for the year were referred to a total of 1,243 individual services. There were 212 unmet needs.

Top Needs		Top Unmet Needs	
Electric Service Payment Assistance	308	Rent Payment Assistance	31
At Risk/Homeless Housing Related Assistance Programs	96	Electric Service Payment Assistance	17
Rent Payment Assistance	82	Homeless Motel Vouchers	14
Food Pantries	81	Food Pantries	9
General Legal Aid	51	At Risk/Homeless Housing Related Assistance Programs	8

Call From the Frontline

Community Navigation Story of Success.

Caller was referred to 211 Navigators in December, 2024 for help with housing and employment. 211 Navigators encouraged him to start with the first step getting his birth certificate from Minnesota so he can get a Michigan ID so he could finish up his documentation for Section 8 and apartment complexes. He was referred to MDHHS for rental deposit assistance.

211 Navigators also sent him a few job openings and he got a job at Steak n' Shake where he worked until last week. 211 Navigators received another referral for him in March, 2025 and when 211 Navigators called him he informed us he had received his birth certificate and was able to secure housing with the help of wraparound services at Vivent Health (HIV services).

He seemed in much better spirits and was eager to tell us, all of the ways his life has improved and thanked 211 Navigators for their help by talking him through everything.

211 Navigators sent him open jobs listings and are helping him work on his resume. 211 Navigators are hopeful he will secure another job and continue in a good direction.

Call From the Frontline

211 Information and Referral Story of Success.

In September 2024 a single dad who has served in the US Military called Central Michigan 211 for help with his rent. The dad had a loss of income for a brief period, and he did not want to leave the only home his children has ever lived in. When the dad reached out to Central Michigan 211, he had income coming back in but was not able to get caught up. Before reaching out to Central Michigan 211 the caller reached out to many different agencies and received no positive outcomes.

The gentlemen spoke with one of the front-line Information and referral Specialist (I&R's) who tried to help him. The I&R showed empathy to the gentlemen's situation and let him know that she would take a look in the database to see what resources were available that could try and help him. The I&R gave the gentlemen the local resources, especially for those that serve the Veteran population. A few days after the first call, the gentlemen called back and spoke with the same I&R who he let know the resources that were originally given, unfortunately could not help him. The I&R then performed some advocacy with the caller. They reached out to one of the original resources and spoke with the agency together and they were able to get the gentlemen some assistance.

A few weeks after the advocacy call, the I&R reached out to the caller and found out that the agency was able to help him, and he was able to get his back rent paid. The caller was so thankful to the I&R specialist and for 211 for helping him.

Central Michigan 2-1-1 stays in close contact with these organizations to track the exact nature and availability of their services, easing the burden caused by incorrectly referred clients. 2-1-1 also faithfully and accurately reports community needs to local and state government, helping to reveal hidden problems that might otherwise go unnoticed.

Local organizations benefit from being included in the 2-1-1 database not only because they get more appropriate referrals but because those referrals are made with foresight and purpose.

Central Michigan 2-1-1 is committed to providing the highest level of community service. If you are unable to contact us by dialing 2-1-1 then please call us toll-free at: **866-561-2500**. You can also text us your zip to 898-211*. 2-1-1 is primarily supported through contributions from people like you! If you're interested in supporting the program, contact your local United Way!



A partnership of Lifeways, United Way of South Central Michigan, United Way of Genesee County/Shiawassee County, United Way of Livingston County and United Way of Monroe /Lenawee County.

** Standard msg and data rates may apply.*