

2024 ANNUAL REPORT:

United Way Fox Cities' 211 center



In times of need, 211 is there to answer the call. When you dial 2-1-1, you will be connected to localized information and referral, available 24 hours a day, 7 days a week, 365 days a year. Certified call specialists assess the caller's situation and help eliminate barriers by connecting people with services and resources through free, confidential consultation. In addition, 211 provides community information in times of disaster – weather, pandemic, or otherwise.

This year, our call center staff responded to **13,677 contacts**

➤ This includes 1,772 out-of-area contacts

92% of contacts were phone calls
3% were texts and 5% were web chats

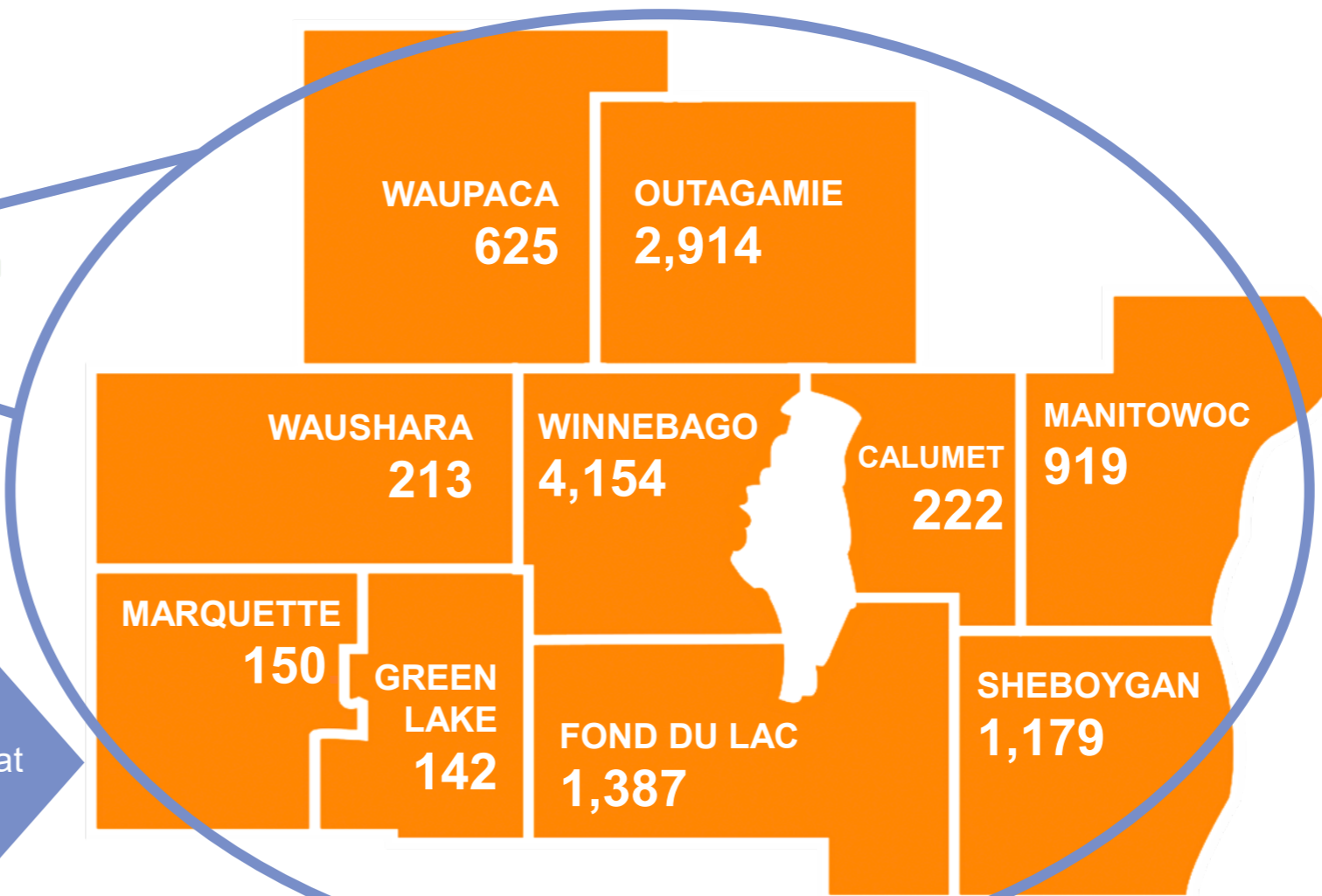


In the ten-county service area, **11,905 contacts** were answered in 2024. Contacts for each county are shown on the expanded map. More details on clients and referrals in this region are on the next page.



In Wisconsin, there are seven 211 call center locations

By averaging contacts across the 829,366 people in this region, we can say that 211 answered one contact per 70 residents



FOX CITIES 211 CALL CENTER

Service Level:

87% of calls answered in 30 seconds or less

Abandon Rate:

6% of callers disconnect before reaching an agent

Average Interaction Time:

5 minutes 28 seconds spent addressing caller's needs

Resource Management:

780 of 820 (95%) of agency records updated

All metrics demonstrate exceptional service and exceed industry standards!

HOW CALLERS GET CONNECTED

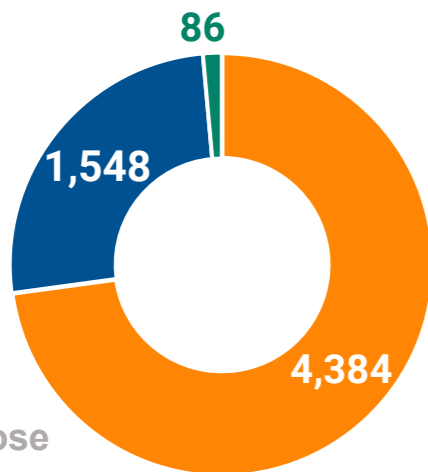
Repeat caller	3,068
Word of mouth	1,403
Community agencies	1,033
Web search	132
Other	120

➤ 4,755 callers did not respond

WHO WE SERVED

AGE

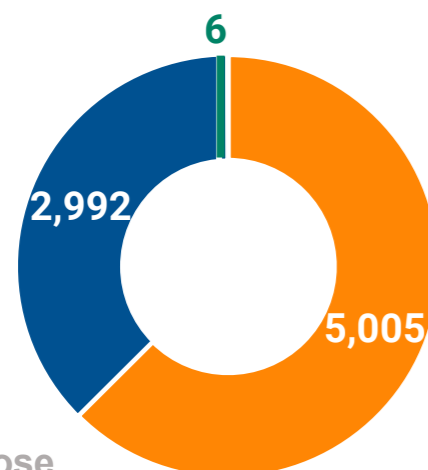
- Adult (18-61)
- Senior (62+)
- Youth (0-17)



➤ 5,887 clients did not disclose their age

GENDER

- Female
- Male
- Non-binary



➤ 3,902 clients did not disclose their gender

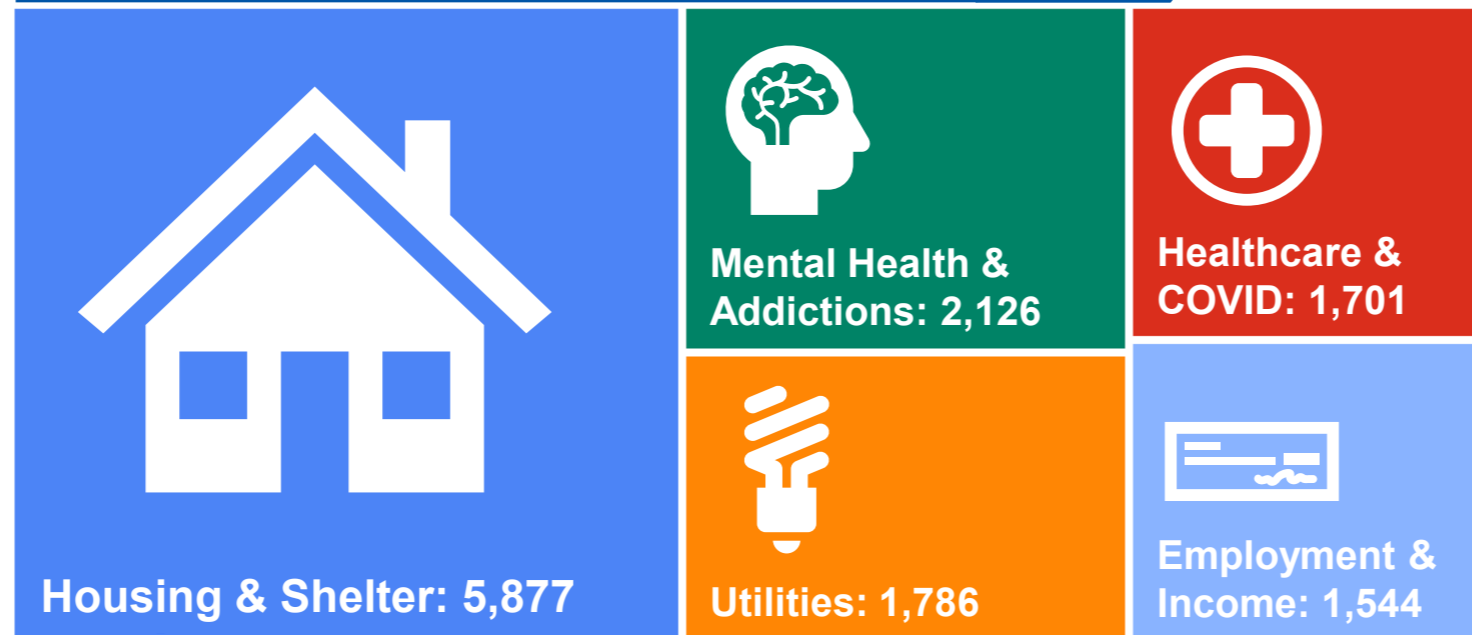


CALLERS' NEEDS RESULT IN REFERRALS

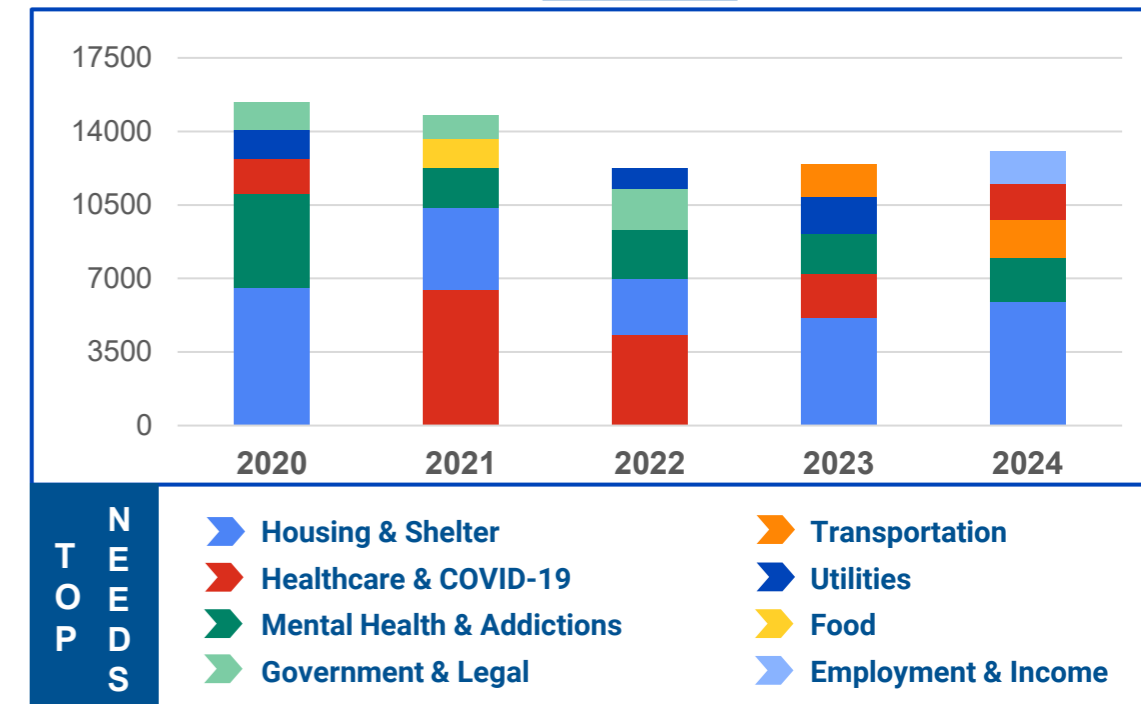
Often, one point of contact will result in multiple referrals. In 2024, there were **29,694** referrals provided to residents of the ten-county service region. This is about **two referrals per contact**.

The top five needs are shown below for the past year (2024) as well as five-year trend.

TOP FIVE NEEDS OF 2024

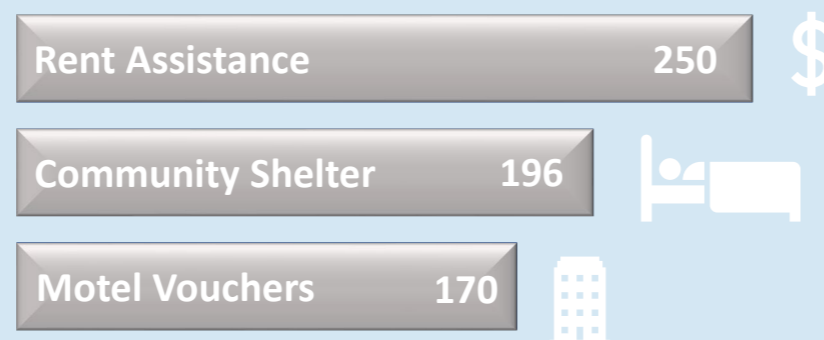


FIVE YEAR TREND



Some requests do not receive a referral and are then considered unmet needs. The most common among these are related to housing.

TOP 3 UNMET NEEDS OF 2024



In the case of community shelters, some communities do not have a location and those who do are often at full capacity.

FOLLOW UP CALLS are offered when the caller is experiencing substance use or mental health issues, unmet shelter needs, children in the home, or any other complex situation.

In 2024, follow-ups were **offered 956 times**, and **accepted 52%** of the time. Of those who accepted follow-ups, **86% were completed** within three contact attempts.



A recent caller said "I cannot thank you enough. For the first time in months, I feel less alone and am so grateful that there are people out there who still care."

