



# United Way of Bay County 2009 Call Data Summary

## Introduction

United Way of Bay County has been connecting residents to community resources and programs for over 50 years in Bay County through our partnership with the AFL-CIO. United Way's current Community Service Director, Steve Rajewski, has provided this service to the community for over 20 years.

In 2005, United Way enhanced our information and referral service by hiring Vicki Ribble, MSW, to develop an electronic database of community resources, implement our Call Center, and actively promote United Way as the place to call for health and human services.

Together over the past five years, United Way's experienced staff members have received **17,479 calls for help**. The annual call volume has almost doubled from 2,217 calls in 2005 to 4,296 calls in 2009. As a result of recording each of these calls in a database, United Way has been able to track and report community needs, gaps in services, and demographics on our residents in need.

The following page provides a summary of United Way of Bay County's call data from the past year including the total calls, the top five services requested, the top five unmet needs identified, and caller demographics.

United Way of Bay County is exploring a partnership with the regional United Way 2-1-1 Call Center in Midland to further enhance our information and referral services and bring 2-1-1 to Bay County residents in the near future. 2-1-1 is an easy to access phone number designated by the Federal Communications Commission (FCC) for health and human services information and referral. Currently, 70% of Michigan residents have access to 2-1-1.

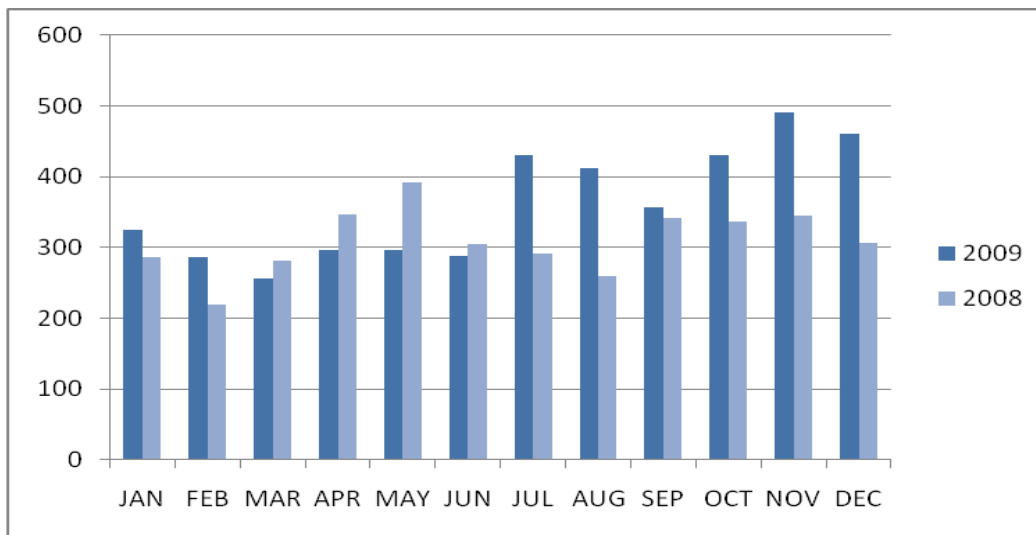
While United Way of Bay County already provides high quality information and referral for our residents, having 2-1-1 will further increase their access through an easy to remember number that is available 24 hours, 7 days a week. For more information about 2-1-1 in Michigan visit the Michigan Association of United Ways [www.uwmich.org](http://www.uwmich.org).



For more information call us at 989-893-2211 or visit us at [unitedwaybaycounty.org](http://unitedwaybaycounty.org)

## Call Data

In 2009, United Way of Bay County received **4,296 total calls** with 4,642 service requests, a **16% increase** in total calls compared to 2008. The chart below shows the total calls received each month for the past two years.



Of the service requests that United Way received in 2009, 75% were for the following basic needs:

Basic Need	Number of Requests	Change from 2008
Food	1,126	211%
Utilities	815	-31%
Housing/Shelter	771	-3%
Transportation	353	-2%
Material Goods	164	39%

### Top 5 Service Requests

Food Pantries/Vouchers	892
Rent/Mortgage Assistance	525
Heating Assistance	416
Electric/Water Assistance	386
Holiday Food Baskets	234

### Top 5 Unmet Needs Identified

Rent/Mortgage Assistance	129
Heating Assistance	67
Bus Fare/Gas Money	55
Electric/Water Assistance	53
Car Repairs	39

## Caller Data

- 90% had income less than 200% of poverty
- 85% had children in the home
- 82% received government assistance
- 73% were female
- 71% were employed
- 67% were single
- 18% have a disability
- 5% were homeless



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