



New Jersey

# 2022

# Annual Report



Dear Friends,

It's been a year of continued growth! I am inspired and thankful to our partners, Board members, and staff who have risen to this year's challenges. They have demonstrated commitment and dedication to those we serve.

In 2022, we spoke with over 265,000 individuals and addressed 683,000 needs ranging from housing, utilities, food, transportation, and more. In addition, we launched the customer service hotline for the Low Income Household Water Assistance Program. This new program provided a team of dedicated specialists to help determine eligibility and discuss the application process. Through the Ride United Transportation Assistance Program, we continued to provide rides to individuals for medical, employment, and social service needs. You will also see that our outreach efforts were statewide, at in-person and virtual events. Both residents and professionals learned about our services and the various ways to connect to NJ 211.

As we move into 2023, we have a newly developed three-year strategic plan. Much time and effort was dedicated by both Board and executives to develop this roadmap. Our focus will be to bolster the core 211 Service, expand beyond information and referral and increase organizational capacity. This will ensure our mission remains vibrant, our vision attainable, and our team equipped to accomplish our goals.

I invite you to learn more about our impact as you read through our annual report to discover the power of 211.

Sincerely,

*Melissa Arcie*



## Our Board of Directors



## Our Partners

We could not do it without you!

### Nonprofits and Foundations

- Bergen County's United Way
- United Way of Central Jersey
- United Way of Delaware
- United Way of Hunterdon County
- United Way of Greater Philadelphia and Southern New Jersey
- United Way of Greater Mercer County
- United Way of Monmouth and Ocean Counties
- United Way of Greater Newark
- United Way of Passaic County
- United Way Worldwide
- The Hyde and Watson Foundation
- The Provident Bank Foundation

### County and State Government

- New Jersey Department of Human Services
- New Jersey Department of Community Affairs
- New Jersey Department of Health
- New Jersey Department of Children and Families
- Office of the Attorney General State of New Jersey
- Morris County Department of Human Services
- Passaic County Department of Human Services
- Ocean County Board of Social Services

Thank you!

**NJ 211** is a nationally accredited, nonprofit organization that provides the 211 Service statewide, since 2005. This is an information and referral service that connects people in need of health and human services with community resources that can help. Individuals can connect to live assistance with expertly trained specialists via phone, text, chat, or email. In addition, online assistance is available by accessing their public-facing [social service directory](#) found on their website. It contains over 6,600 government and community based programs. The 211 service is free, confidential, multilingual, accessible to people of all abilities and available 24/7. NJ 211 provides a variety of others services including the state’s utility assistance hotline and homeless hotline. For more information, visit [NJ 211](#).



## 211 Service

With the support of the United Ways of NJ and the State of NJ, the 211 service addressed over 683,000 needs from residents across the state. The needs included housing, utilities, food, health care, legal assistance, transportation, mental health, and more. There was a **31% increase** in needs when compared to 2021.

### Need help?

Dial 211 or Search at [www.nj211.org](http://www.nj211.org)



## Utility Assistance Hotline

For over ten years, NJ 211 has partnered with the NJ Department of Community Affairs (NJDCA) to help residents with applying for assistance with their heat, gas, and electric bills. As part of the program, NJ 211 helped 81,000 residents with applications and handled over 43,000 contacts for application status.

**New for 2022:** In March, the NJDCA asked NJ 211 to assist with household water assistance. Through this expansion, we helped 20,000 new applicants and checked benefit status for over 9,300.



## Statewide Homeless Hotline

NJ 211 answers the call from New Jersey's most vulnerable residents, those experiencing homelessness. In 2022, NJ 211 made 67,265 connections to help and arranged more than 6,900 placements. Over **58%** of emergency placements transpired during the code blue season when extreme and dangerous weather conditions occurred.



*We also provide other helplines such as Addictions, ReNew Jersey, and Coordinated Entry for the Homeless.*

Special initiatives go beyond providing information and referral. They are designed to provide focused attention and resources to a specific area of concern and can include screening and registering individuals, collecting data, completing reports, renewing participation in a program, or coordinating transportation. These initiatives involve collaboration among stakeholders and often require dedicated funding, labor, and expertise. The chart below highlights a diverse range of special initiatives performed by NJ 211 and the partners we support.

Initiative	Partner
Compassion Fund	Bergen County's United Way
Diabetes Prevention/Management	NJ Department of Health
Disaster Preparedness	NJ Office of Emergency Management
EITC and VITA Free Tax Assistance	NJ United Ways
Health Equity COVID-19 Response	NJ Department of Health
Give a Christmas	Burlington County Times
Kinship	NJ Department of Children & Families
NC 211 After Hours	UW of North Carolina
Ocean Adult Protective Services	Ocean County Board of Social Services
Register Ready	NJ Division of Disability Services
Ride United Transportation Assistance	United Way Worldwide
Traumatic Brain Injury (TBI)	NJ Division of Disability Services
Unified Victim Identification System (UVIS)	Office of Chief State Medical Examiner

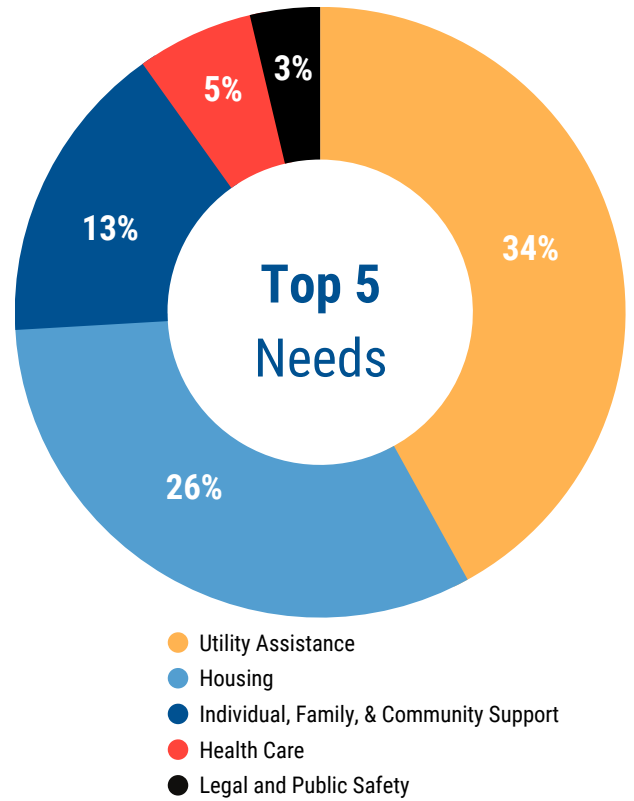
## 1.3M+ Connections for Help

### Top Ten Counties

- 1 Essex
- 2 Middlesex
- 3 Camden
- 4 Bergen
- 5 Passaic
- 6 Hudson
- 7 Burlington
- 8 Union
- 9 Ocean
- 10 Atlantic

### Top Ten Municipalities

- 1 Newark
- 2 Paterson
- 3 Jersey City
- 4 Trenton
- 5 Elizabeth
- 6 Camden
- 7 East Orange
- 8 Atlantic City
- 9 Irvington
- 10 New Brunswick



## CONTACTS BY:



Phone

262,527



Email

1,251



Text

5,603



Chat

2,626



Self Service

913,033



## SOCIAL SERVICE DIRECTORY

✓ 165 New Services Added

✓ 3,800 Records Updated



## 211 IN THE COMMUNITY

CAMcare Community Resource Fair

Monarch Housing Conference

Monmouth County Acts Community Day

Atlantic City School District Staff Training

New Jersey Legislative District 9 Staff Training

NJ Emergency Preparedness Association Conference

Sustainable Health and Wellness Village Day

North Jersey Health Collaborative Symposium

Essex County Family Day

FEMA Gift of Preparedness Webinar

Family Promise of Morris County Resource Fair

Community Health Workers Training

Hudson County Brain Health & Community Fair

Statewide Continuum of Care Conference



First Lady's Family Festival in Paulsboro



Get Ready Fest in Camden  
*The Malcolm Jenkins Foundation*



Rural Health Conference  
*NJ Department of Health*



# STATEMENT OF FINANCIAL POSITION

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New Jersey

## NJ 2-1-1 Partnership, a NJ Nonprofit Corporation December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
ASSETS		
Cash and cash equivalents	\$ 9 41,702	\$ 1,154,247
Contracts receivable	1,432,393	856,240
Contributions receivable	244,410	357,678
Prepaid expenses and other current assets	66,609	19,697
Property and equipment, net	133,607	152,837
Intangible assets, net	617,767	4,083
Operating lease right of use asset	19,688	19,688
Deposits	\$ 3,456,176	\$ 2,564,470
Total assets	<u>\$ 3,456,176</u>	<u>\$ 2,564,470</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable and accrued expenses	\$ 816,797	\$ 574,913
Deferred revenue	307,740	540,302
Related party payable	342,541	382,541
Deferred rent		47,098
Operating lease liability	662,675	
Note payable	37,813	53,460
Total liabilities	<u>2,167,566</u>	<u>1,598,314</u>
Net assets without donor restrictions	<u>1,288,610</u> \$	<u>966,156</u> \$
Total liabilities and net assets	3,456,176	2,564,470

\*Please visit our website at [nj211.org](http://nj211.org) to view our complete [2022 Audited Financials](#)

# STATEMENT OF ACTIVITIES



## NJ 2-1-1 Partnership, a NJ Nonprofit Corporation Years Ended December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>	
Revenue and Support:			
United Way contracts	\$ 351,111	\$ 366,433	
State of New Jersey:			
2-1-1 Contract	2,691,908	2,336,940	
LIHEAP Contract	2,136,351	1,522,013	
LIHWAP Contract	769,505		
COVID-19		431,858	
Contact Tracing		376,098	
Addiction Services Hotline contract	191,494	192,284	
Diabetes Initiative	158,268	157,354	
Renew New Jersey	85,263	100,373	
Disaster Preparedness	96,296	94,616	
Department of Labor & Workforce Development		21,066	
Other service contracts	833,811	678,924	
Contributions	45,598	8,235	
In-kind contributions		20,805	
Government Grant- PPP		178,774	
Other	172,320	48,013	
Total revenue and support	<u>7,531,925</u>	<u>6,533,786</u>	
Expenses:			
Program services:			
Core 2-1-1 services	930,643	926,786	
Special N.J. state programs	3,090,601	1,687,131	
Disaster	322,314	1,044,226	
Other contracts	2,573,844	2,220,483	
Total program services	<u>6,917,401</u>	<u>5,878,626</u>	
Supporting services:			
General and administration	292,070	253,397	
Total expenses	<u>7,209,471</u>	<u>6,132,023</u>	
Change in net assets	322,454	401,763	
Net assets without donor restrictions, beginning of year	966,156	564,393	\$
Net assets without donor restrictions, end of year	<u>\$ 1,288,610</u>	<u>966,156</u>	

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Our helpline and online [social service directory](#) are vital services that provide individuals and families with the support they need to access essential programs for food, shelter, health care, mental health, and other basic needs. We're proud to say that over the past year, we've spoken with hundreds of thousands of individuals to help them during their time of need.

Your support can make a significant difference in the lives of those who rely on our helpline. Your donation can help us continue assisting those who need it most, especially during these difficult times. Any amount that you can contribute would be greatly appreciated. Your donation is tax-deductible, and you can be confident that your support will directly impact the individuals and families who reach out to us for help.

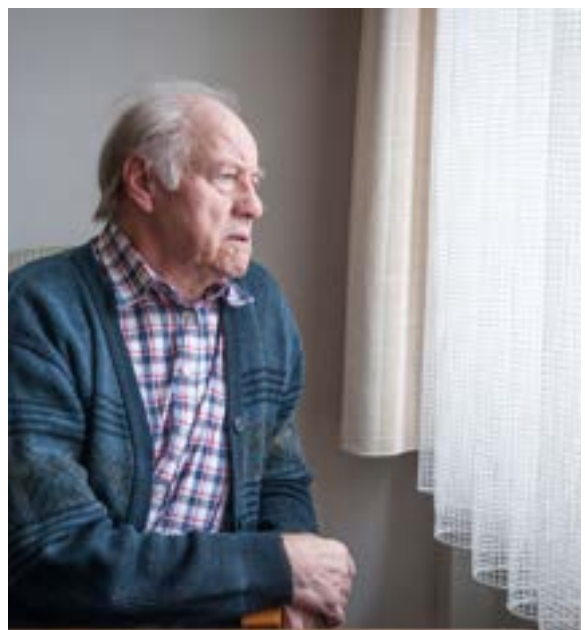
To make a donation, visit our website at [www.nj211.org/support-our-work](http://www.nj211.org/support-our-work) or call us at 973-887-4618.

## Your donations help connect people like Jenny and Ralph to the help they need.



### From Struggling to Stable

Jenny's family relied on her income for their basic needs. When Jenny became a single parent, she had to quit her job to care for her son, Mateo. She attended a resource fair in her community and learned about NJ 211. Concerned for their future, she took a leap of faith and reached out. With the assistance of a trained Spanish-speaking specialist, she was able to connect with agencies that would help with childcare and rent. Jenny is working again, Mateo is attending a childcare program where he is flourishing, and they were able to stay in their home.



### From Fear to Relief

In March 2022, Ralph needed help with his ever-growing utility bill. Afraid that his services would be shut off, he called the 3-digit number on the back of his PSE&G bill. A 211 utility assistance specialist, Maria, screened him for programs and provided a list of required documents and the closest application agency. Ralph received emergency assistance to avoid utility disconnection. He was so relieved as he was also enrolled in a program that kept his bill manageable moving forward.

In times of need it is important to connect with the proper resources. Utilize these numbers to access help .

## Help is 3 Numbers Away

**911**

**For Emergencies**

- Medical
- Fire
- Crime
- Abduction
- Domestic violence
- Impaired driving
- Suspicious activities

**988**

**Suicide and Crisis Lifeline**

- Thoughts of suicide
- Mental health crisis
- Substance use crisis
- Emotional distress

**211**

**Everything Else**

- Food
- Housing
- Utility assistance
- Healthcare services
- Transportation
- Legal Services
- Homelessness
- Counseling and Support Groups