



# 2023 ANNUAL REPORT



New Jersey

# CEO'S MESSAGE

MELISSA ACREE

Dear Friends, Partners, and Supporters,

As we reflect on the past year, I am proud to share the significant strides we have made in advancing our mission and reinforcing the value of 211. This year, we dedicated substantial efforts to bringing 211 into the spotlight, engaging with government officials, state representatives, department heads, and legislators. These interactions not only highlighted the critical role 211 plays in our communities but also enlightened many about the full scope of our services.

The outcome of these efforts has been overwhelmingly positive. We successfully garnered support for upgrading our website, which will enhance user experience and accessibility. Additionally, our awareness campaigns have significantly raised the profile of 211, ensuring that more individuals are aware of the vital resources we provide.

This year also marked the second year of our strategic plan. We have spent considerable time and resources working to strengthen the foundation of our organization, ensuring that we are well-positioned to continue serving our community effectively.

None of this would have been possible without the dedication and hard work of our staff and Board of Trustees. They have stepped up and embraced the internal changes brought about by our strategic plan, demonstrating remarkable adaptability and commitment to our mission.

Thank you for your continued support and dedication to our mission. Together, we are making a meaningful impact.

Sincerely,

*Melissa Acree*



“LEAD WITH PURPOSE”

# GUIDING OUR MISSION: OUR BOARD OF TRUSTEES

Mark Sidlauskas



*Board Chair*

John Emge



*Board Vice Chair*

Tim Hearne



*Treasurer*

Thom Jordan



Gina Plotino



Tom Toronto



Greg Pease



Paula Umaña



Wynn Johanson



# MISSION, VISION, AND VALUES

## Mission

All people in New Jersey have the basic essentials to lead a healthy, safe, and fulfilling life.

## Vision

To make the critical connection between individuals and families seeking health and human services and the community referrals best able to meet their needs.



## Core Values

**Compassionate** – We care about others. We put ourselves in their shoes and have often walked in their shoes. We acknowledge others feelings, thoughts, and situations as we provide help and hope. We recognize that people in crisis are often frustrated and sometimes angry. We treat our consumers and one another with respect and non-judgement.

**Accountable** – We take responsibility for our services and staff. We execute programs and follow guidelines as directed by our partners. We report the deliverables in a timely manner. We welcome feedback and address areas of concern without defense.

**Reliable** – We respond when called upon. We are able to activate quickly during times of disaster. We are a trusted resource that is available at all times.

**Ethical** – We are honest and fair. We are responsible for knowing what is right. We make decisions based on what is right, regardless of the outcome.

**Service Excellence** – We aim to please with high standards of service. We operate our contact center and manage a resource database by following Inform USA Standards. We minimize your wait time to speak with a specialist. We maintain accurate data. We make finding the right resources easy. We seek systems and technology that consistently perform optimally.

# KEY MOMENTS IN 2023



*Supported the Department of Community Affairs with Housing Voucher Lottery Hotline.*

*Responded to NJ Office of Emergency Management needs with Siren Testing Information Line.*



*Triaged calls for United Way of Monmouth and Ocean Counties' Financial Success Center.*

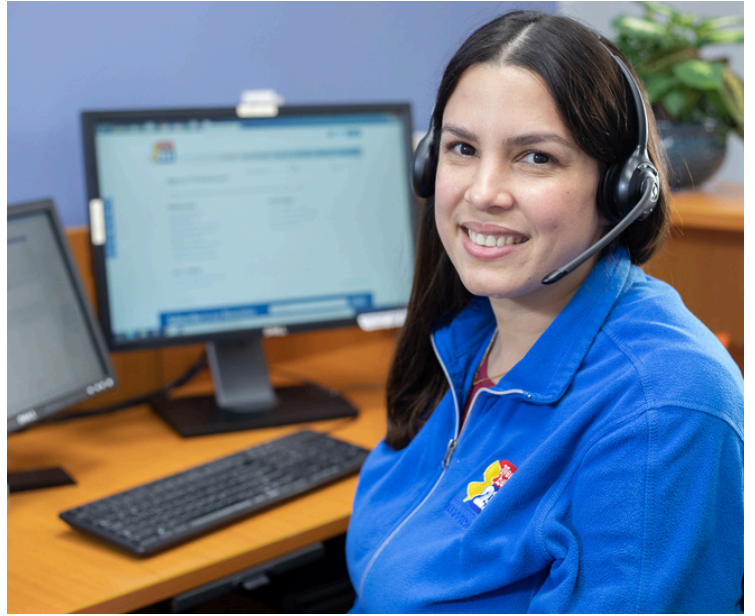
*Tracked website searches for help by need and location, with the support of the Department of Health.*



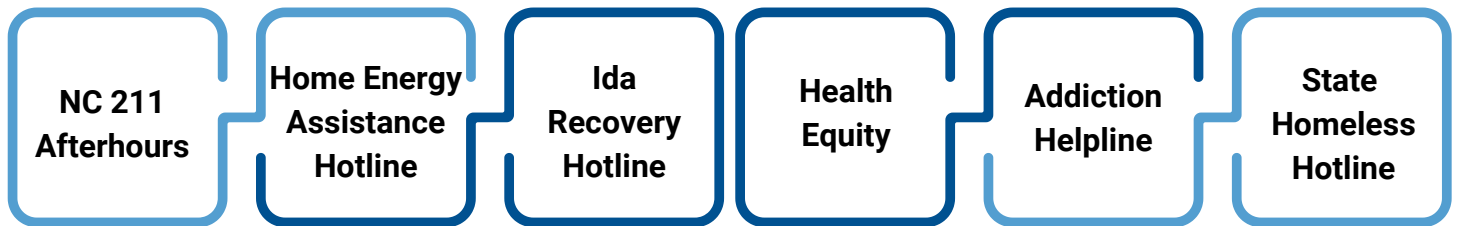
*Low Income Household Water Assistance Program (LIHWAP) concluded.*

# 211 AND BEYOND

This vital three-digit dialing code is the core of NJ 211's services. Via phone, web, chat, or text, 211 connects individuals to essential health and human services in their community, both in everyday situations and during times of disaster. Available 24/7, 365 days a year, our live assistance connects callers with compassionate Community Resource Specialists who are trained to find the most appropriate resources tailored to meet the needs of our users.



## NJ 211 Programs



## Initiatives

Coordinated Entry for the Homeless  
Diabetes Prevention/Management  
Disaster Preparedness  
EITC and VITA Free Tax Assistance  
Financial Success Line  
Kinship Navigator Program

Ocean Adult Protective Services  
Register Ready  
Ride United Transportation Assistance  
Siren Testing Information Line  
Traumatic Brain Injury  
Unified Victim Identification System (UVIS)



# LEGISLATIVE AWARD FUELS 211 MISSION



In 2023, NJ 211 was honored with a landmark legislative award, securing the largest budget resolution in our history—an impressive \$1 million. This significant funding has set a strong foundation for us to enhance our capacity, spread awareness, and expand our outreach efforts. With this budget resolution, we plan to:



- Increase Capacity: Strengthen our infrastructure to better serve the growing needs of our community.



- Spread Awareness: Launch comprehensive campaigns to inform the public about the vital services NJ 211 provides.



- Expand Outreach: Reach more individuals and families in need, ensuring they have access to essential resources.



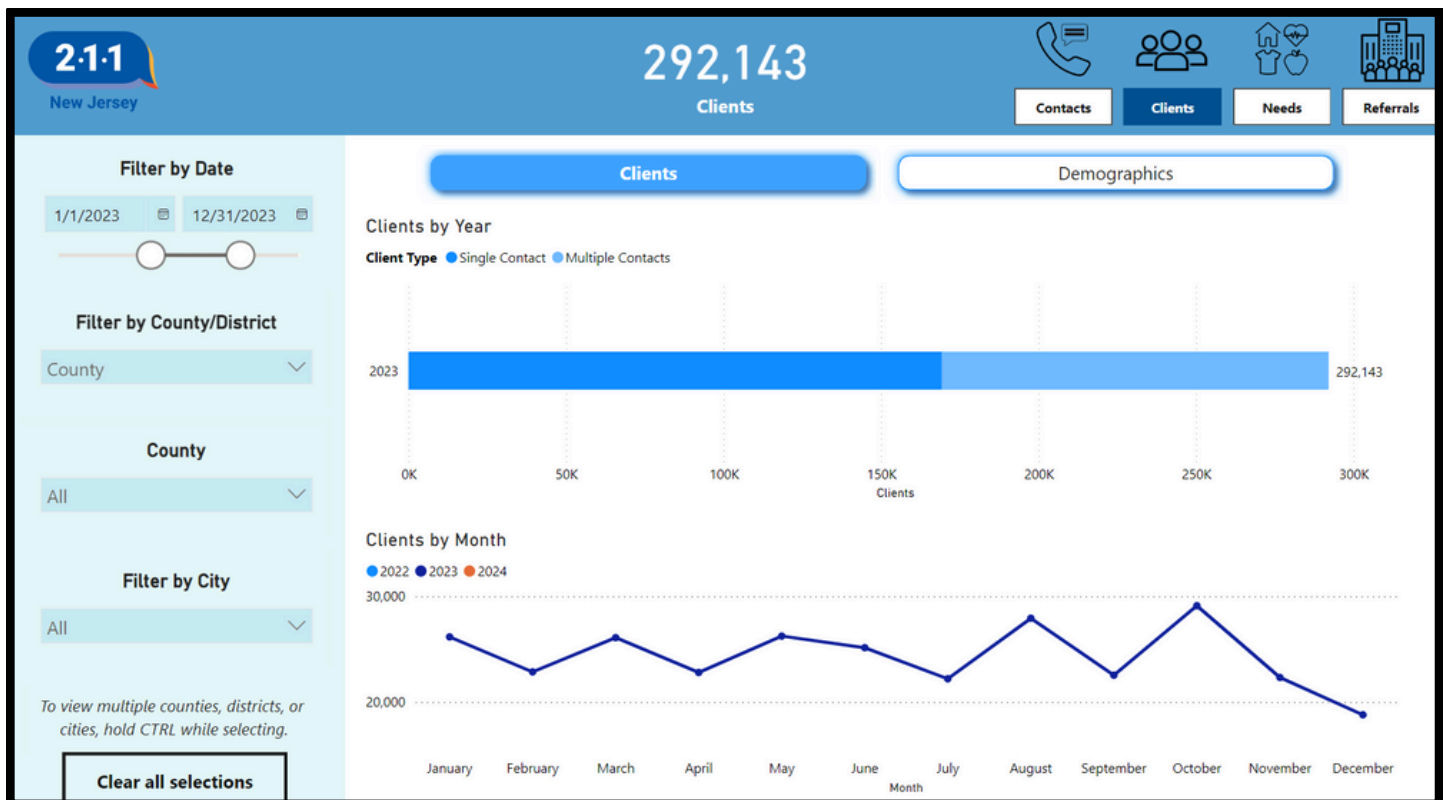
- Educate Legislators: Enlighten legislative staff and representatives about the diverse resources available to assist their constituents.

This award is not just a financial boost; it is a testament to the trust and recognition NJ 211 has earned for its unwavering commitment to community support. We are grateful for this opportunity to further our mission and make a lasting impact on the lives of those we serve.

# BUILDING A FOUNDATION ON RELIABLE DATA

2023 was an important year for leveraging our data analytics capabilities. Thanks to funding from key stakeholders, technical assistance from trusted vendors, and the addition of a new staff member to the community engagement team, we enhanced our ability to analyze and report on the data that we collect from interactions with our users. We were thrilled to launch the "NJ 211 Live Assistance Dashboard" available to the public on our website.

NJ 211's Live Assistance Dashboard is a comprehensive tool that aggregates and visualizes data collected from NJ 211 contacts. It provides insights into trends in community needs and geographic patterns. It allows organizations, policymakers, and community leaders to analyze real-time data, helping them make informed decisions about resource allocation, identify community needs, apply for grants, improve service delivery, and advocate for policy changes to better serve their communities.



By investing in a new platform, we have broader flexibility for future growth and expanded services by allowing us to:

- Analyze our data against external data sources
- Utilize machine learning and artificial intelligence to better analyze our data models, and
- Offer ways to share our data with partners through APIs and direct data sharing tools



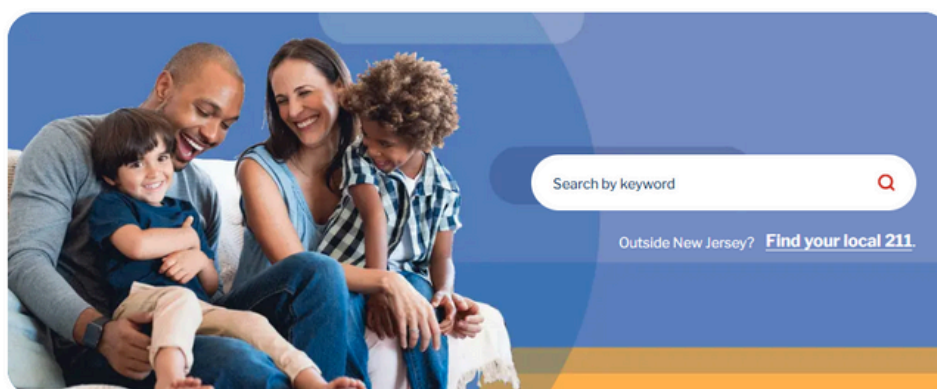
# THE POWER OF NJ 211'S HUMAN SERVICES DIRECTORY

NJ 211's Human Services Directory is a comprehensive resource that houses vetted government and community-based organizations dedicated to serving New Jersey residents. This directory adheres to InformUSA standards, ensuring that all included organizations meet certain criteria and have specific data structures and elements for quality and reliability. Guided by our mission, we are committed to providing accurate and up-to-date information to those in need. Our directory houses resources that can have coverage from the national level to a specific neighborhood. These resources include basic needs such as food and housing, as well as support groups, childcare, prescription assistance, and more.

Our team of resource specialists plays a crucial role in maintaining the integrity of the directory. They are dedicated to verifying and updating resources regularly, ensuring that the information remains current and relevant. Additionally, they actively connect with agencies to learn about new programs and expanded eligibility criteria, ensuring that our directory reflects the most comprehensive and useful information available. The directory can be accessed by the public via our [website](#) or by connecting with a live community resource specialist via call, text, chat, or email. By leveraging this directory, New Jerseyans can easily access the support and services they need, confident in the knowledge that the information is reliable and up-to-date.



## Need Help? Start Here



Guided search categories



# INSIGHTS THAT DRIVE IMPACT

## 1,067,407 Connections for Help



354,361



707,000



3,819

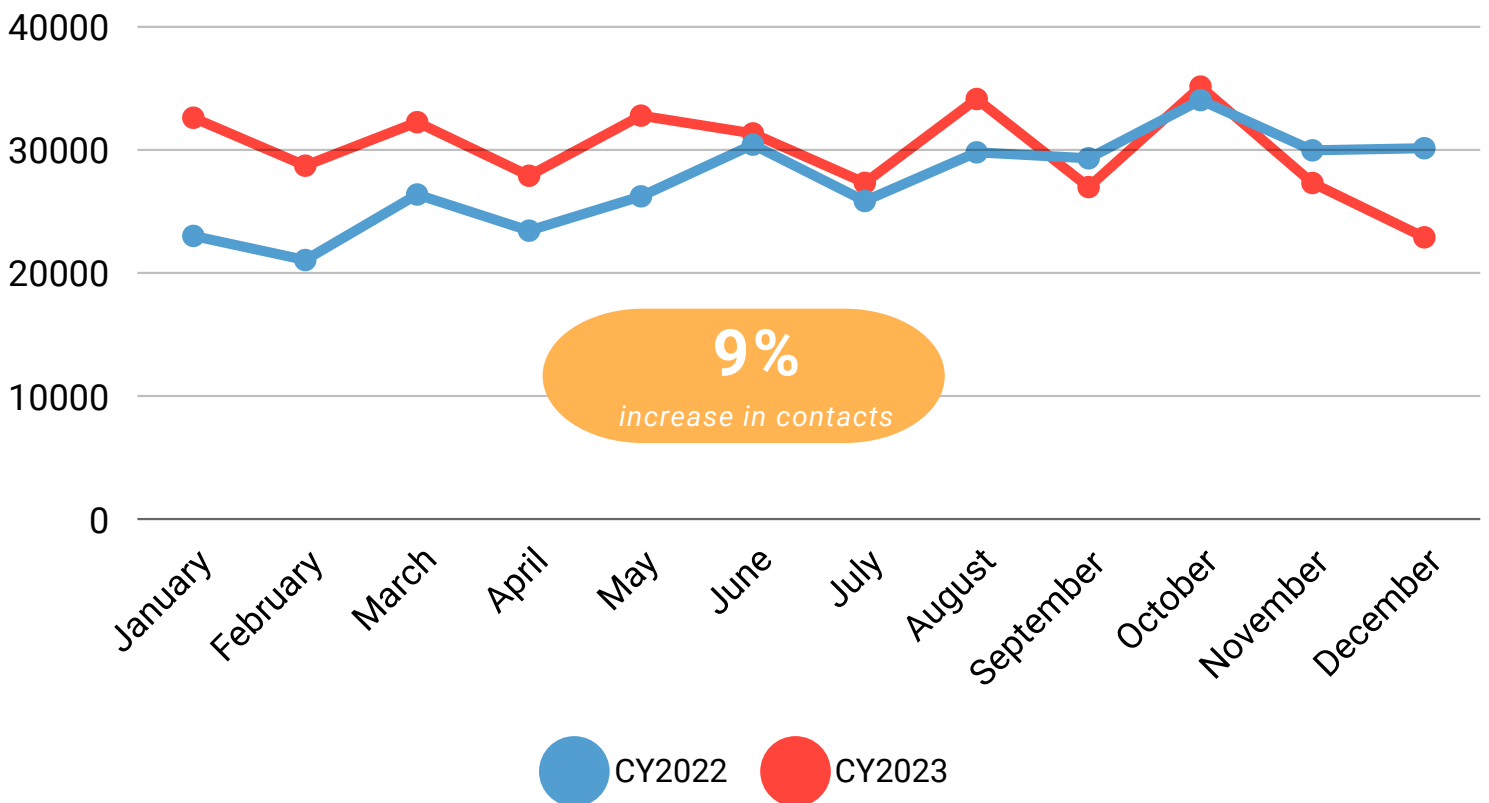


1,891

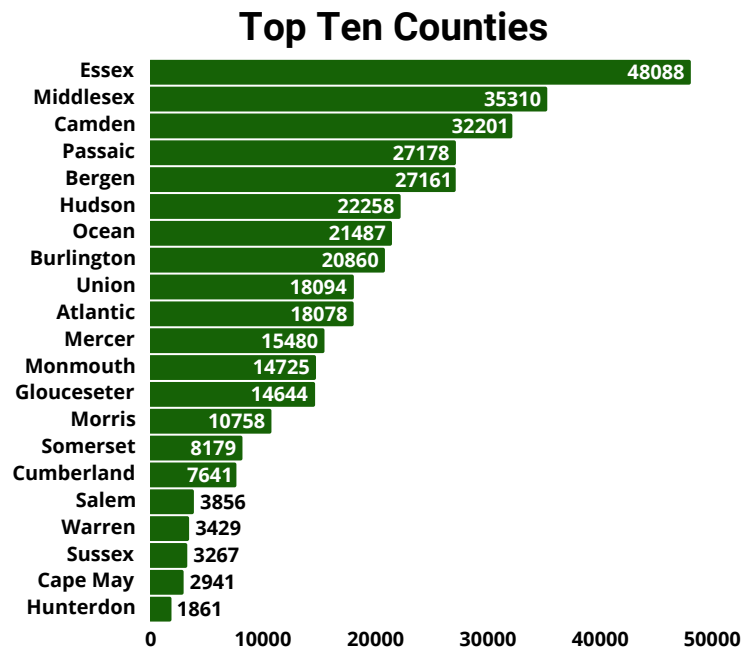
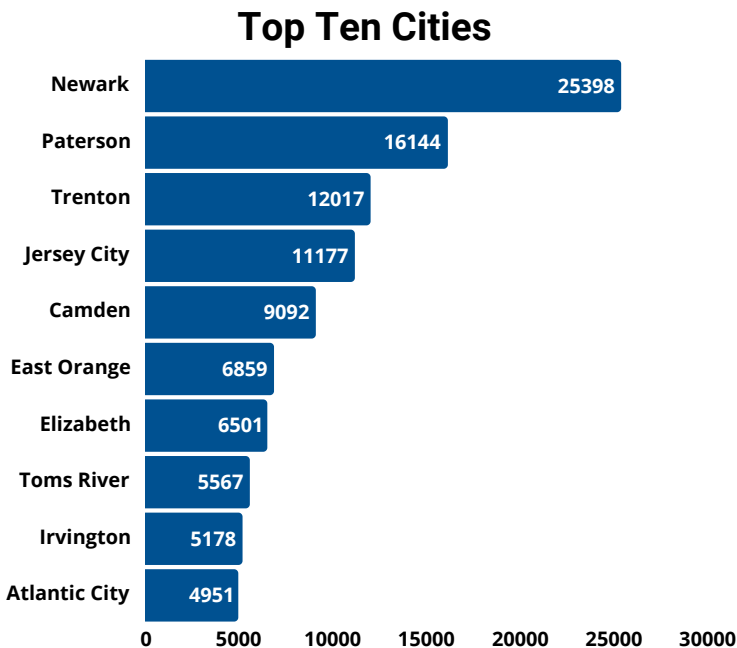
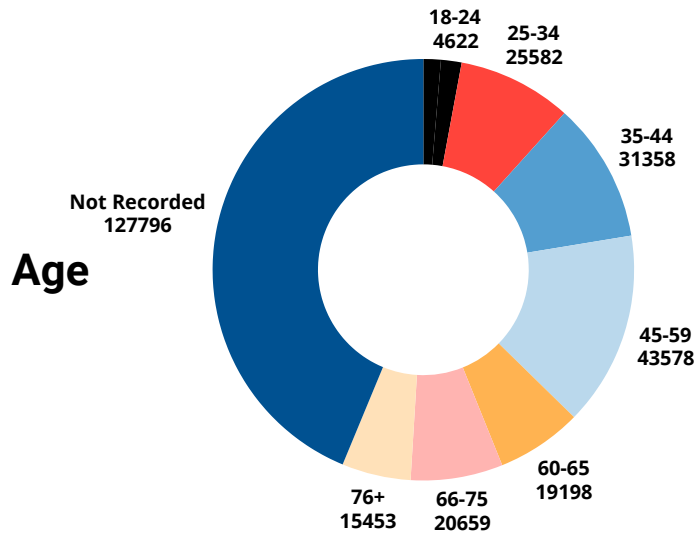
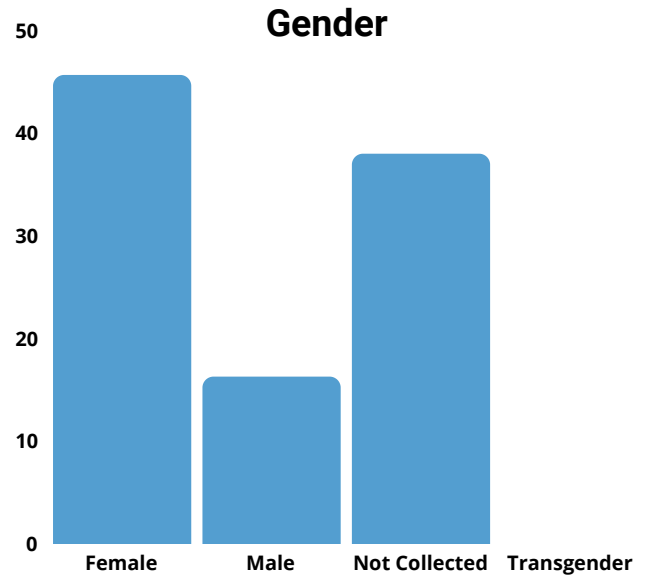
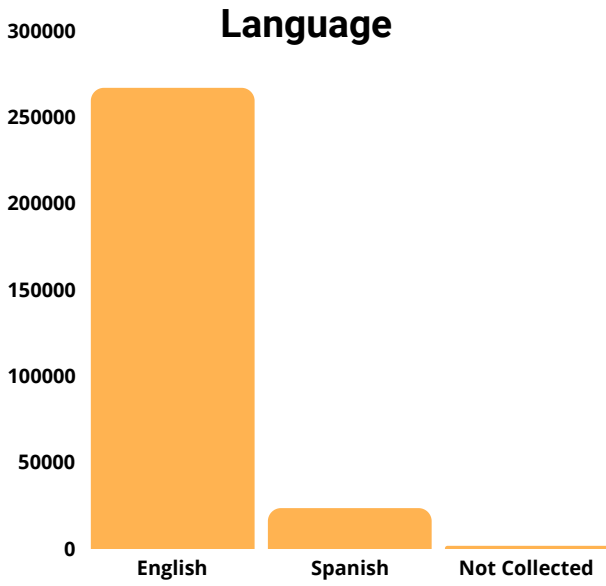


336

### 2022 vs 2023 Live Contacts

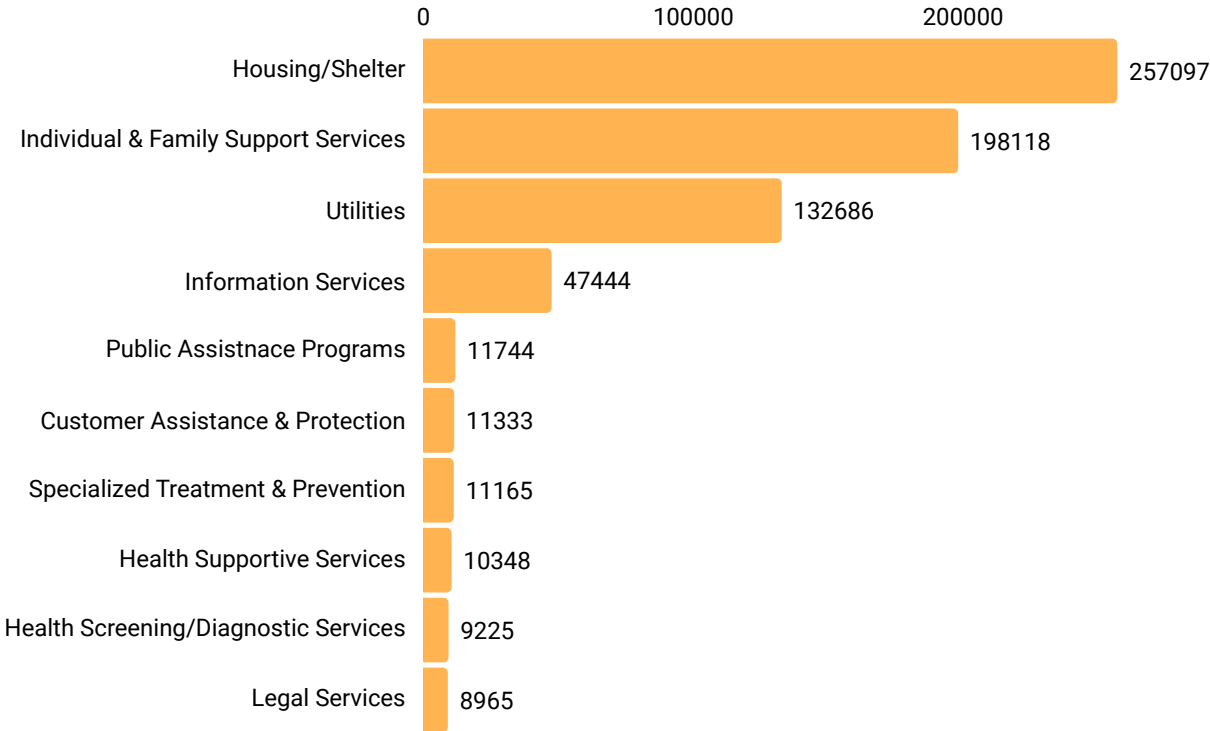


# WHO'S ASKING FOR SUPPORT IN OUR COMMUNITIES?

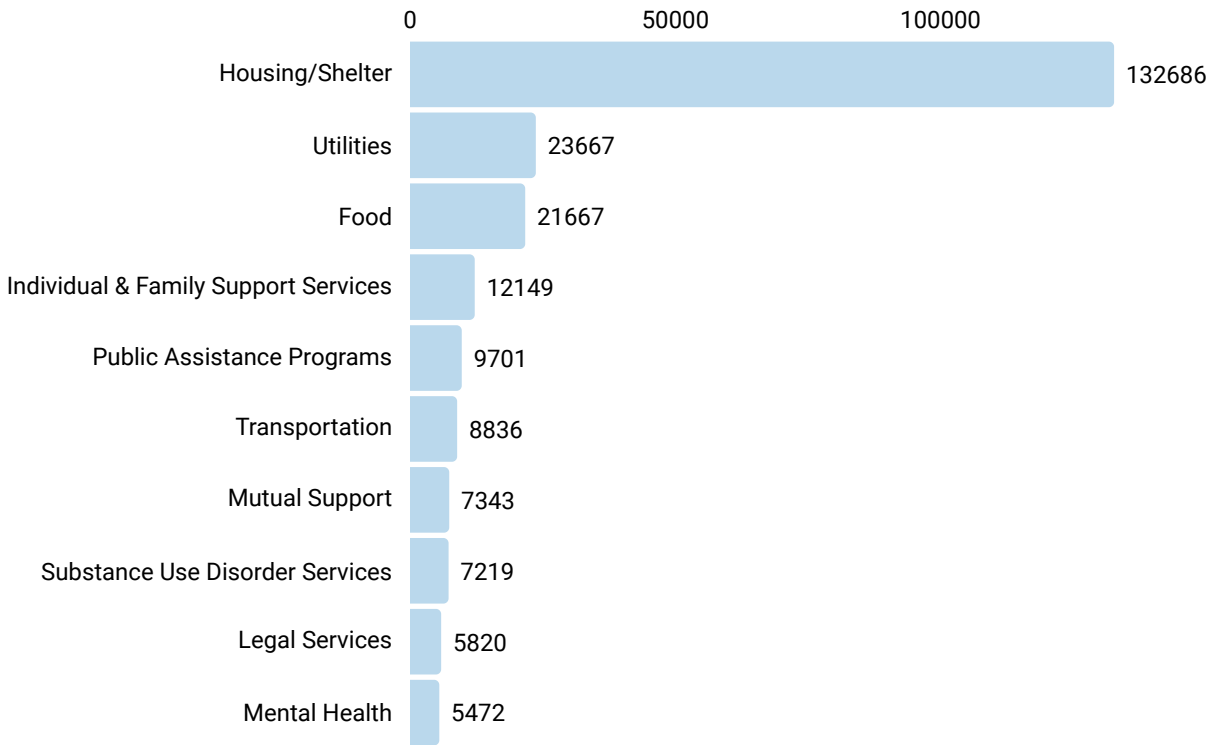


# UNDERSTANDING THE TOP NEEDS OF NEW JERSEYANS

## Top Needs from Live Assistance



## Top Web Searches



# STORIES OF IMPACT: GIVE A CHRISTMAS



For the past four years, NJ 211 has proudly partnered with the Burlington County Times to host the "Give A Christmas" program, a vital initiative that brings hope and relief to local families in need during the holiday season. This program plays an essential role in supporting individuals and families who are facing financial hardship, providing them with much-needed assistance at a time when it is most needed.

The "Give A Christmas" program directly impacts hundreds of families across Burlington County by offering financial support for essentials such as food, clothing, utilities, and gifts for children. This assistance not only helps to alleviate some of the stress and challenges that come with the holiday season but also ensures that every family can experience the joy and warmth of the holidays, regardless of their circumstances.

NJ 211 plays a crucial role in this partnership by serving as the primary point of contact for families seeking assistance through the program. Our team connects applicants with the necessary resources, ensures they meet eligibility criteria, and provides them with information on how to access the funds or services they need. Additionally, we help promote the program, spreading awareness to reach as many people as possible who may benefit from this support. In 2023, NJ 211 distributed over \$49,000 in gift cards to 412 families.

Our partnership with the Burlington County Times has been instrumental in sustaining and expanding the reach of the "Give A Christmas" program. Together, we have fostered a strong collaboration that reflects our shared commitment to making a positive impact in the community. Over the past four years, this partnership has not only provided critical support to those in need but also reinforced the spirit of generosity and care that defines our community. We look forward to continuing this important work and making a difference in the lives of families across Burlington County.

“ This will really help make my daughter's (and best friend's) Christmas a little more special! With tears in my eyes, I am so grateful, and hope your holidays are wonderful!  
- Recipient ”

# STORIES OF IMPACT: FINDING WARMTH AND HOPE



When Ms. Torres' children mentioned how cold it was at home, her heart sank. As a single mother living on a teaching assistant income, she faced difficult choices. The rising cost of living meant deciding between keeping the heat on or paying her mortgage—a risk she couldn't afford to take. To avoid falling behind, she kept the heat low, bundled up her children, and hoped for better days.

Her situation came to light when her children shared their struggles with their school's social worker. Understanding the urgency, the social worker introduced Ms. Torres to NJ 211, explaining the services and providing contact information. A few days later, Ms. Torres reached out to NJ 211, where a compassionate Community Resource Specialist carefully listened to her concerns. After reviewing her household size and income, Ms. Torres learned she was eligible for utility assistance.

While the program wouldn't cover her entire heating bill, it would make it more manageable, alleviating her financial burden and ensuring her children could stay warm during the winter months.

This support allowed Ms. Torres to regain a sense of stability, knowing she no longer had to choose between her children's comfort and keeping a roof over their heads. She also discovered additional resources through NJ 211, including food assistance and budgeting tools, which helped her stretch her limited income further.

Ms. Torres' story is a testament to the power of connection and how NJ 211 provides a lifeline for families in need. By helping her navigate a difficult situation, NJ 211 reinforced her belief that even in tough times, support is available to those who reach out.

# CONNECTING COMMUNITIES THROUGH OUTREACH



A huge part of NJ 211's engagement lies outside of the office. Throughout the year, our team travels across the state to participate in various outreach and community events to expand 211's reach and impact. From health and wellness events to learning and development trainings, our participation allows us to contribute to important conversations surrounding matters that impact our callers on a day to day basis.



In 2023, we attended 46 events throughout the state, sharing our perspectives with others while also learning different approaches to current challenges. In addition to being physically present with New Jersey residents, we have also been able to connect with communities virtually to showcase our resources in an accessible, interactive setting. As we enter 2024, we look forward to growing our attendance on a larger scale and enhance our knowledge for our consumers.



*"I went to a career fair in my area and met Wilda, NJ 211's HR Generalist. She mentioned various open positions and explained how 211 can provide assistance, and I was able to share this information with my friends and family.*

*It was a win-win."*

*— Career Fair attendee*

# FINANCIALS

**NJ 2-1-1 Partnership, a NJ Nonprofit Corporation**  
**Statement of Financial Position**  
**December 31, 2023 and 2022**

	<u>2023</u>	<u>2022</u>
<u>ASSETS</u>		
Cash and cash equivalents	\$ 1,671,753	\$ 941,702
Contracts receivable	1,228,218	1,432,393
Contributions receivable	235,078	244,410
Prepaid expenses and other current assets	10,469	66,609
Property and equipment, net	183,780	133,607
Intangible assets, net	173,150	
Operating lease right of use asset	525,749	617,767
Deposits	19,688	19,688
Total assets	<u>\$ 4,047,885</u>	<u>\$ 3,456,176</u>
<u>LIABILITIES AND NET ASSETS</u>		
Liabilities:		
Accounts payable and accrued expenses	\$ 1,046,367	\$ 816,797
Deferred revenue	453,556	307,740
Related party payable	268,226	342,541
Operating lease liability	566,125	662,675
Note payable	22,009	37,813
Total liabilities	<u>2,356,283</u>	<u>2,167,566</u>
Net assets without donor restrictions	<u>1,691,602</u>	<u>1,288,610</u>
Total liabilities and net assets	<u>\$ 4,047,885</u>	<u>\$ 3,456,176</u>

*\*Please visit our website at [nj211.org](http://nj211.org) to view our complete [2023 Audited Financials](#)*



# PARTNERING FOR IMPACT

At NJ 211, we are fortunate to work alongside incredible partners who share our vision of connecting New Jersey residents with vital services. Your collaboration enables us to expand our reach, innovate new solutions, and address the unique challenges facing our communities.

Whether through resource-sharing, joint initiatives, or strategic alignment, your partnership strengthens our ability to serve as a trusted hub of support. Together, we are ensuring that individuals and families across the state can access the help they need when they need it most. Thank you for your steadfast commitment to improving lives and creating a brighter future for all New Jerseyans.

