

2.1.1

New Jersey

2025 ANNUAL REPORT



www.nj211.org



Message from the CEO

Dear Supporters, Partners and Friends,

Looking back on 2025, I was inspired by the resilience the NJ 211 team showed in the face of significant challenges during a difficult year.

NJ 211 and the nonprofit industry as a whole were vulnerable to the unprecedented turmoil at the federal level. Budget cuts threatened the stability of safety net programs and can be expected to lead to the disruption or elimination of services on which New Jersey residents rely.

I'm incredibly proud of our entire team, who remained steadfast in their efforts to provide New Jerseyans with the support they need in troubling times. Our Community Resource Specialists managed to not only handle a 5% increase in contacts but to also increase our level of customer service satisfaction. Our Resource Directory team made sure we could connect callers with current and accurate programs by continually updating records and adding new services.

Our response to the SNAP benefit crisis in November highlighted the value of NJ 211 in an emergency. We worked with our partners and mobilized immediately to make the latest information about potential disruption to benefits and food resources available through a dedicated web page.

Additional 2025 accomplishments include advancing our technology to improve callers' experience and increasing our community outreach by participating in a record number of engagement activities across the state.

Looking forward, we will be building on the momentum of our Strategic Plan by refining and expanding our methods to usher in our 2026 to 2028 Strategic Plan. This blueprint for success will direct our work as we prepare for the growing demand for NJ 211 services and position us to effectively meet the challenges that lie ahead.

I'm deeply grateful for our dedicated team, who answer the call of our New Jersey neighbors and connect them to critical services. The human connection they bring to every interaction sets NJ 211 apart—and is what makes me most proud.

Melissa Aree



What we Believe



Mission

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



Vision

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



Core Values

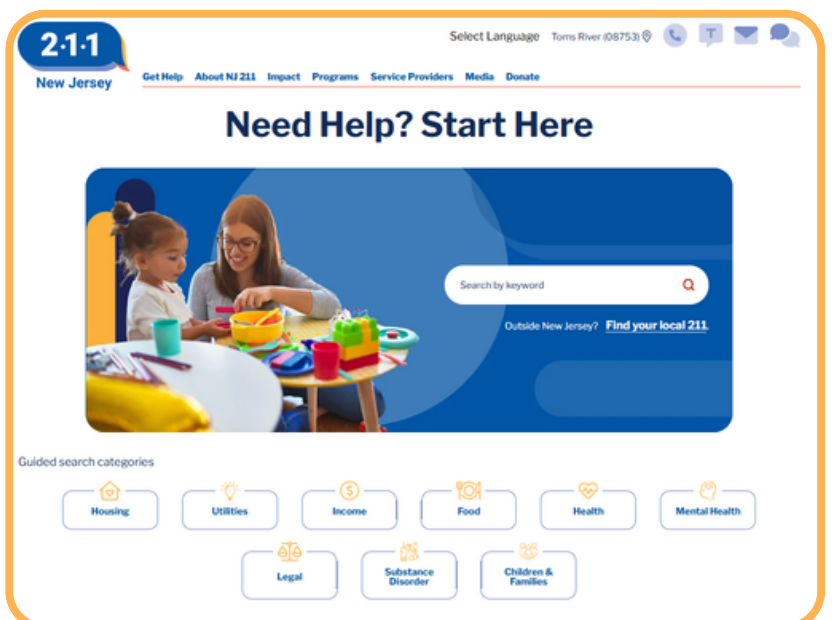
Compassionate, Accountable, Reliable, Ethical, Service Excellence

What We Do



NJ 211 is the state's most **comprehensive community navigation service**. Individuals can reach out by phone, chat, text or email to be connected to essential health and human services in their local communities. Whether needed in times of emergency, personal crisis, or daily challenge, NJ 211 is available 24/7 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. Our 211 service is the foundation for a system that includes state and county hotlines, health and financial programs, disaster response, among others.

At the core of NJ 211 is our **Resource Directory**, which is comprised of over 2,250 agencies and close to 6,300 programs services statewide. This in-depth, detailed repository of health and human services contains the most accurate and up-to-date program listings. A team of curators ensures it is updated to include new resources or eliminate, or pause, services that are no longer available. NJ 211 is accredited by Inform USA to maintain the highest standards in the Information and Referral sector.



NJ 211 Core Programs

211 Service

Our statewide contact center and resource directory for vital health and human services is at the heart of what we do.

- Includes 10+ specialized programs
- Data Dashboard offering a real-time view of callers demographics and their needs and referrals which can be filtered by geographic location
- 400+ crisis contacts handled

Home Energy Assistance Hotline

The hotline provides customer service for the NJ Home Energy Assistance programs (LIHEAP, USF). Callers are screened for eligibility, helped with the application, provided with referrals, and assisted with benefit status updates.

- 182,548 contacts handled
- 78,285 new applicant screenings
- 61,007 benefit status updates

State Homeless Hotline

Assists residents who are either unhoused or at risk of homelessness by screening and connecting them to resources that may help prevent homelessness.

- 80,008 contacts handled
- 12,098 emergency shelter placements
- 200,077 Code Blue webpage visits to locate warming centers

NJ 211 By the Numbers

- 284,684 clients served
- 337,667 contacts handled
- 736,432 needs met

The Survey Says...

In July 2025, we implemented a new survey to gather feedback from callers about their experience calling NJ 211. Here's what they said.

87% Yes

Did the call help you learn more about resources to meet your needs?

91% Yes

Did the specialist listen to your situation and treat you with respect?

92% Yes

Would you recommend 211 to a friend or call back?



Specialized Programs

- **Addiction Referral and Support Service** Division of Mental Health & Addiction Services

- **Adult Protective Services After Hours** Ocean County

- **Caring for Caregivers** United Way Worldwide and AARP

- **Coordinated Entry for the Homeless** Passaic County

- **Diabetes Prevention/Management Referrals** Department of Health

- **Free Tax Filing Assistance Locations** United Way

- **Give a Christmas** Burlington County Times

- **Kinship Navigator Program** Division of Children and Families

- **Ride United Transportation Assistance** United Way Worldwide

- **Path Home Textline** City of Newark

- **Traumatic Brain Injury Initiative** Division of Disability Services

- **VITA (Volunteer Income Tax Assistance) Appointments** United Way

Helped 1,250 people caring for relatives' children connect to services and support they or the child need



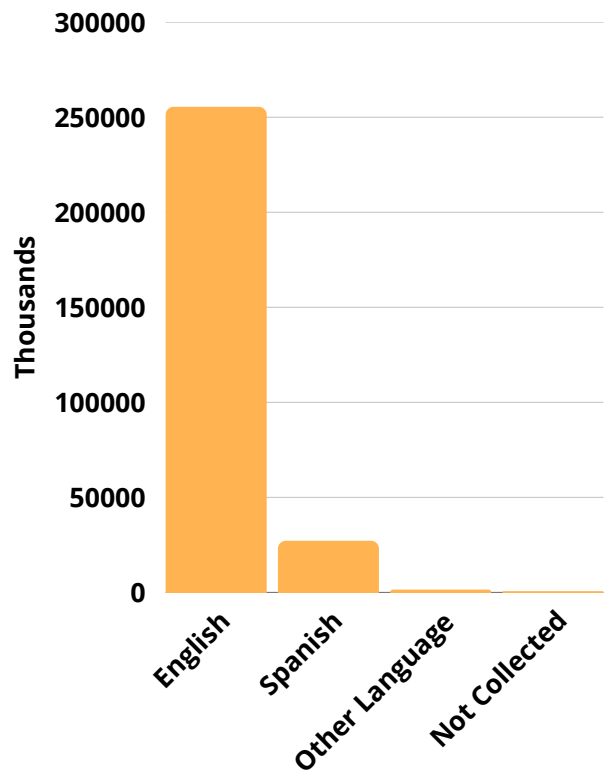
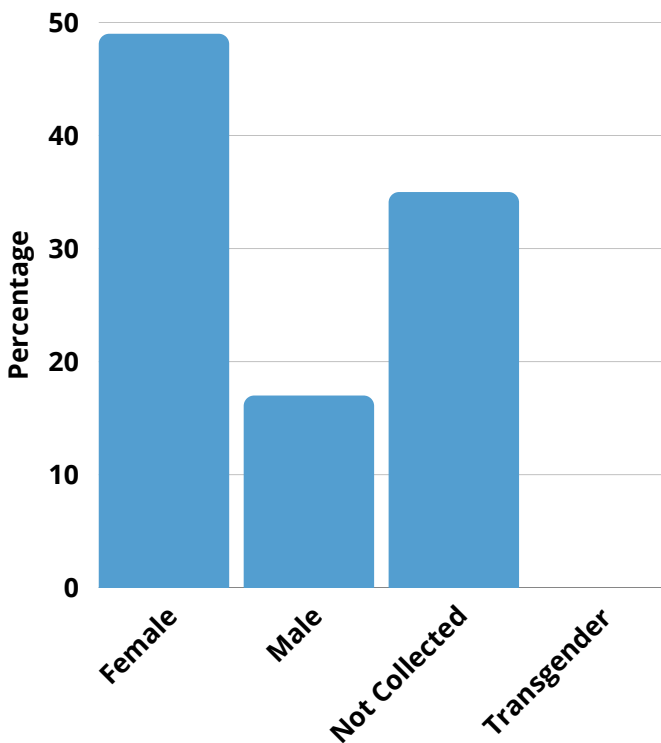
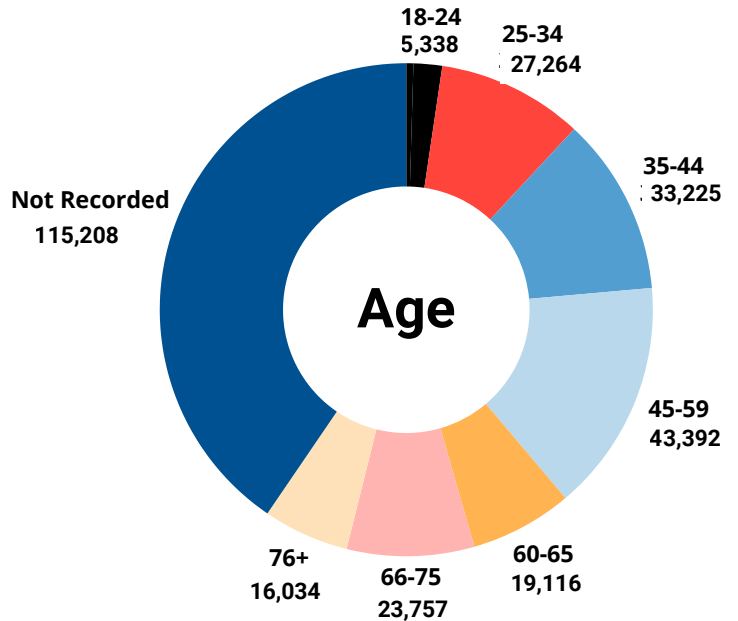
Helped over 14,603 people caring for an older adult or someone with a disability get connected to caregiving resources



Data-Driven Insights

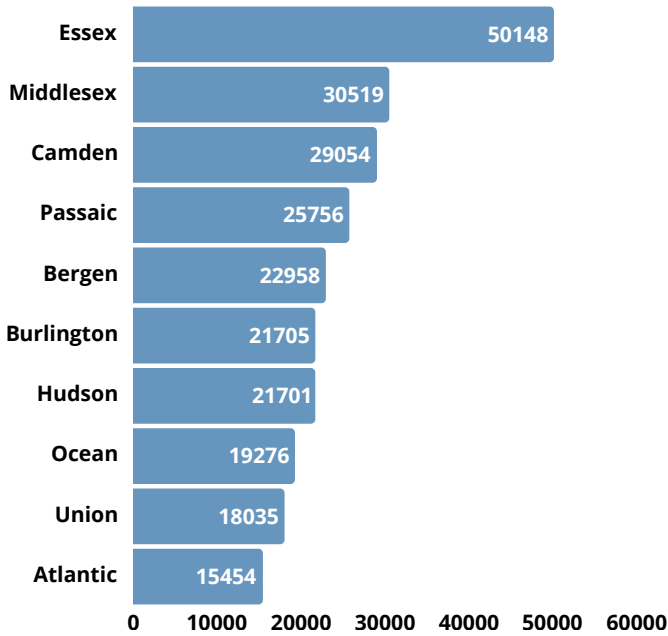
NJ 211's **Data Dashboard** offers a real-time view of the needs of New Jersey residents. Data includes geographic location, client demographics and community-based needs and referrals. Information can be filtered by date, county or district and city.

Our direct knowledge of callers' needs can be transformed into actionable insights, providing a powerful tool for analysis and informed decision-making.

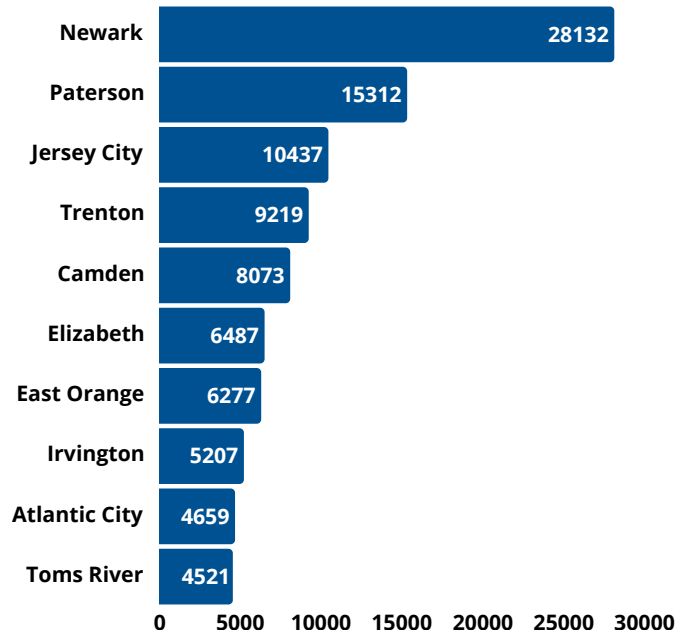


NJ 211 Top Ten

Top 10 Counties for Calls



Top 10 Cities for Calls



Top 10 Caller Needs

- 1 Utilities
- 2 Housing/Shelter
- 3 Individual & Family Support Services
- 4 Information Services
- 5 Specialized Treatment & Prevention
- 6 Food
- 7 Health Support Services
- 8 Consumer Assistance & Protection
- 9 Legal Services
- 10 Public Assistance Programs

Top 10 Online Self-Searches

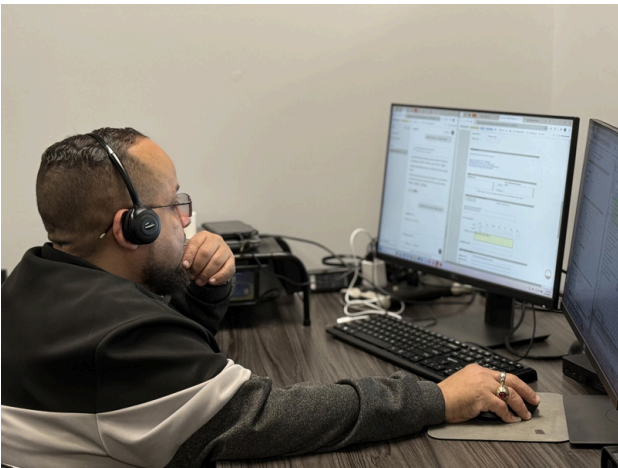
- 1 Housing/Shelter
- 2 Food
- 3 Utilities
- 4 Individual & Family Support Services
- 5 Public Assistance Programs
- 6 Substance Use Disorder Services
- 7 Legal Services
- 8 Social Insurance Programs
- 9 Mental Health Assessment & Treatment
- 10 Health Supportive Services

Resource Directory Data Points

Dynamic Database

Our database team worked diligently to ensure the NJ 211 Resource Directory remains up-to-date.

- **488 updates** were made to program records to ensure data accuracy,
- **198 new service providers** and **643 programs** were added this year.
- **2,257 agencies** offered **6,269 services and programs** to help residents across NJ.



8.3 out of 10

Style Guide Score

measures internal quality and formatting standards



9.7 out of 10

Inform USA Standard Score

national benchmark for data quality

Web Search Statistics

1,095,627

Web Page Views provided information about NJ 211 and critical resources such as **Code Blue Warming Centers**



781,572

Online Resource Directory Self-Searches enabled NJ residents to get vital information quickly and conveniently



Here for You Before, During, and After Emergencies

NJ 211 is a trusted partner during crises and written into the state's Emergency Operation Plan. Our role includes coordinating with state partners to provide accurate and up-to-date safety and resource information to the public. We also collect and share trends including service gaps related to callers' needs. These insights inform emergency planning and response. By handling non-emergency calls, we alleviate the strain on 9-1-1. Whether helping our state or coming to the aid of another state facing a disaster, NJ 211 answers the call.

● Disaster Response	NJ Office of Emergency Management
● Disaster Victim Centralized System	Office of Chief State Medical Examiner
● Siren Testing Information Line	NJ Office of Emergency Management
● Support for 211 LA during Southern CA Wildfires	211 LA

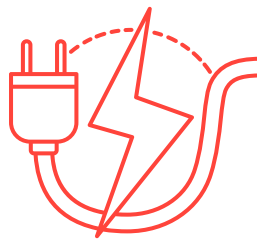
Helping 211 LA During the Devasting Wildfires of 2025

In January 2025, United Way Worldwide reached out requesting support for 211 LA, which was in the midst of the Southern CA wildfire crisis. We at NJ 211 were quick to say yes. Our role was to maintain the regular 211 Service since many 211 LA staff were personally impacted by evacuations and other impacts of the wildfires.



As an accredited community navigation service, our team was able to use our existing knowledge of community navigation best practices to get up to speed quickly. From January 30, 2025, to March 5, 2025, NJ 211 provided live assistance for basic health and human service needs for approximately 1,400 callers. We are happy to have been able to help 211 LA during this difficult time. Through this partnership, we got to know both the organization's leadership and support staff, all of whom are incredibly dedicated to serving their community members in need.

We also learned a tremendous amount from this experience, which we will be able to apply to our own disaster preparedness. It was truly inspiring to see the 211 LA team's resilience and we are proud to have helped them through the crisis.



NJ 211 Steps Up During SNAP Benefit Crisis

In November 2025, the government shutdown led to a SNAP benefit crisis causing hundreds of thousands of our New Jersey neighbors to be without this critical safety net for a full week. Prior to the disruption in benefits, NJ 211 was working with our partners in NJ state government including the Division of Family Development, the Office of Emergency Management and the Office of Innovation as well as nonprofit service providers on a solution. We launched a SNAP crisis, food-focused webpage so families could quickly and easily find available food resources, which:

- Included multiple ways to search, clear directions, and information compiled from several sources.
- Highlighted in a banner on our main website so it would be easy for people to find
- Updated continually in real time over several weeks.
- Featured a link to our statewide Resource Directory of food listings, an inventory of pop-up food distribution sites by county, and the most current updates on the status of the SNAP crisis.



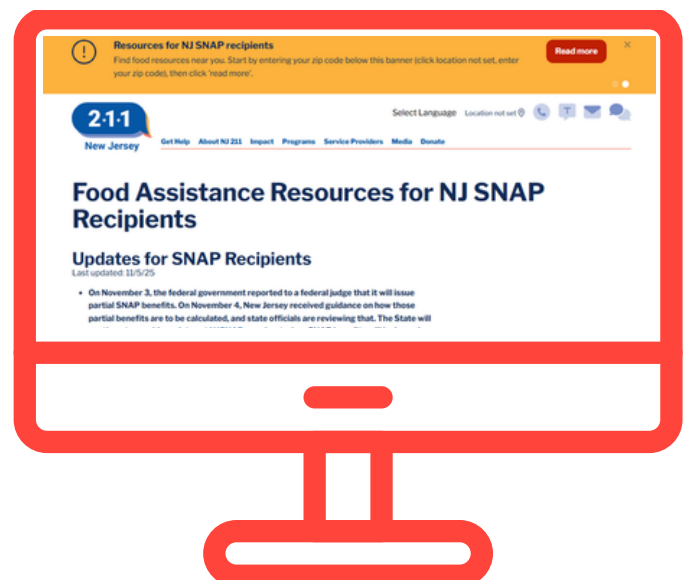
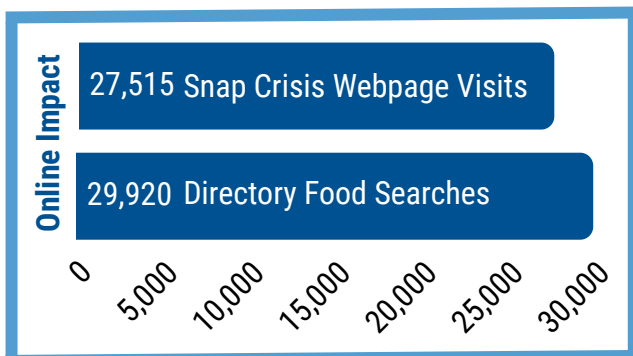
Over the course of the crisis, our team added **over 135 new food programs** to our database and populated the the web page with an inventory of **48 pop-up food distribution sites** by county.



"As the more than 800,000 New Jerseyans dependent on SNAP benefits navigate the current food assistance crisis, we are doing all that we can to protect them from bad actors seeking to access their confidential information or divert their benefits," **said Governor Phil Murphy**. "We encourage all SNAP recipients to recognize potential scams and only use the information and assistance resources supported by trusted organizations, starting with <https://nj211.org/njsnap>."

Partners, legislators, and even the Governor's Office began directing people to NJ 211 as the trusted source for help. The webpage was highlighted on flyers, social media, and other websites.

Within days, NJ 211 became the central hub for food resources across the state and became the place people could turn to for hope and help during this emergency.



A Point in Time

In February 2025, NJ 211 team members participated in the annual Point in Time (PIT) Count by joining the street outreach efforts of our partners at Morris County Continuum of Care. This event is conducted each year to record an updated number of individuals and families experiencing homelessness in a single day across New Jersey.

Coordinated by the Monarch Housing Associates since 2014, PIT's information provides insight about the population in New Jersey that is residing in places that are not "fit for dwelling", such as emergency shelters, transitional housing programs, safe havens, and living on the streets or other locations. Each county's PIT helps paint a picture of New Jersey's homeless population in comparison to past years. Organizations assisting the homeless population can use this data to advocate for resources, increase awareness, and get a pulse on how their community is doing.

As the State Homeless Hotline, we know firsthand the needs of those experiencing homelessness. Our frontline staff work with residents on the phone, so the opportunity to connect with the community we speak with every day was extremely meaningful.

"Participating in this program allowed me to encourage someone to keep going, to become a resident again in whatever city, because I did it," said a volunteer from NJ 211's team. "To let them know that I am not just here to say it can be done, but to let them know it can be done – even if it's hard."



Stories of Impact

Help with Housing Stability

Julissa R. from Elizabeth called NJ 211 seeking help with rent, food and utility bills. Starting with a call to NJ 211, Julissa was connected to resources that addressed all her needs. She shared that she was able to receive assistance from the local agencies we provided her. Help paying the rent provided immediate stability for the household. Plus, Julissa received additional help from other service providers in Elizabeth, including therapy services as well as food, clothing, and shoes for her son. Julissa will also be applying for SNAP benefits to add another level of support. Julissa is grateful to have connected with NJ 211 as she was able to move from crisis to stability, giving her a path forward.



Stories of Impact

Help for the Holidays

Nancy G. from Paterson called NJ 211 in December requesting assistance for the holidays. She shared that she was living paycheck to paycheck and with everything being so expensive these days that she could barely cover her basic needs. She was hoping to find a way to make the holidays special for her children but wasn't sure what to expect.

We were able to connect Nancy with multiple agencies that were able to assist her with getting gifts for her family including toys for her children plus food for a festive holiday meal. She expressed great appreciation for the support noting that reaching out to NJ 211 was an extremely positive experience. From her initial call with a Community Resource Specialist to connecting with the agencies provided, the experience lifted her burden and brought joy to her family. Nancy said that thanks to NJ 211, my children and I were able to truly celebrate the holiday!



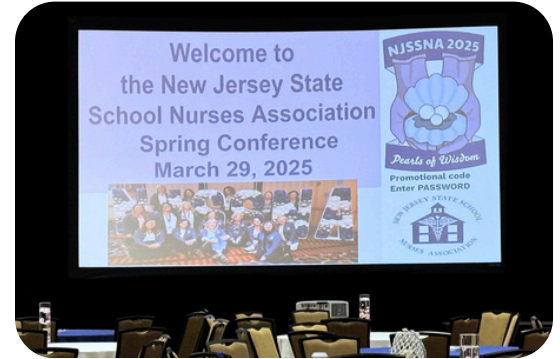
Help with Healthcare

Sarah M. from Pennsauken was not able to obtain the anti-epileptic medication her son needed. NJ 211 was able to connect Sarah with an agency that worked with her to make sure she was successfully approved to receive the prescription.

Getting this approval was a huge relief to Sarah. Her son was in the hospital and being able to have the medication ready for him when he came home meant she had one less worry and was able to focus her attention on what mattered most, caring for her son.



Commitment to Community



In 2025, we continued our streak of **record-breaking years for the number of community events and professional meetings** attended by NJ 211, reaching a milestone of over 75 events. In addition to events that had attendees from across the state, we participated in **local events in 15 out of 21 counties**.

We also made a conscientious effort to increase our presence in South Jersey to be sure New Jerseyans across the state know NJ 211 is here for them. Including presentations with a statewide audience, we **met with South Jersey residents and professionals at 31 events**.

These engagement efforts are another way in which NJ 211 connects with people on a personal level. Face-to-face interactions took place during:

- **Community events** where we can share information with the general public, such as the Greater Essex Community Resource Day, Annual Camden Resource Fair, and the Monmouth County Utility Assistance Day.
- **Trainings for community care professionals**, which further broaden our reach by ensuring these caretakers are aware of NJ 211 as a resource for their charges, as well as how to best access our resource directory. Presentations were made to the NJ State School Nurses Association, the NJ Courts Children in Court Improvement Committee, and healthcare professionals from Raritan Bay Hospital.
- Participation in meetings of **government and social service agencies and coalitions** so we can offer our expertise and convey the perspective of those we serve. Having a voice at these meetings also leads to better coordination among agencies and departments to best serve New Jerseyans. Examples include having a presence at county Human Services Advisory Council (HSAC) and the State Emergency Management Program Stakeholders (SEMPs) meetings.



Advocacy in Action

In 2025 we continued our outreach to elected officials to raise awareness of NJ 211. Through emails, in-person meetings, presentations, and giving testimony in support of legislation, we highlighted how our work positively affects the lives of constituents in every legislative district.

Our advocacy efforts also include championing those we serve. This is to ensure they can easily request and readily receive the help they need. Our direct contact with callers allows us to identify trends across programs and share pertinent information to address challenges. One example is through our Home Energy Assistance Hotline team. Our specialists noticed many elderly callers struggling to complete the online HEA application. We were able to compile data about this limitation and make the case with our partners at the Department of Community Affairs. They listened and reinstated the practice of mailing hard copy applications to seniors when necessary.



Giving Testimony

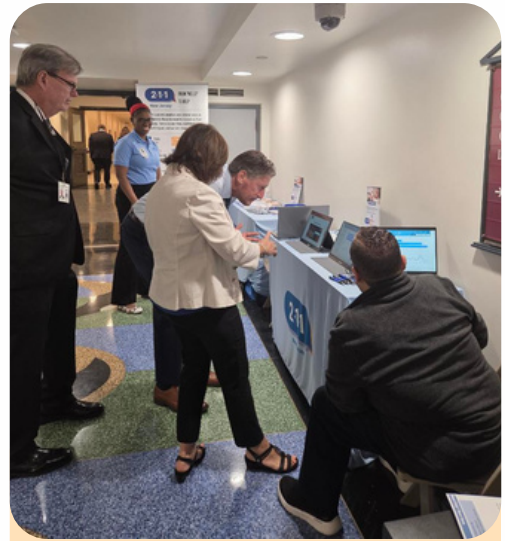
Our CEO, Melissa Acree, provided testimony at government hearings in support of key legislation to strengthen protections for vulnerable populations. She advocated for a bill addressing food insecurity among college students by ensuring access to information about SNAP benefits, including how to apply, and promoting the NJ 211 website as a resource for food assistance. She also testified in support of Code Red legislation, now signed into law by Governor Murphy, which establishes a pilot program to protect vulnerable, unhoused individuals from extreme heat and dangerous air quality by requiring county-level cooling centers, similar to Code Blue protocols for cold weather emergencies.



Advocacy in Action



NJ 211 staff at the State House ready to speak with legislators on Lobby Day on June 26, 2025.



Senator Zwicker takes a closer look at NJ 211's data dashboard on Lobby Day on June 26, 2025

Connecting with Legislators

NJ 211 increased its advocacy efforts in order to secure full funding by launching a statewide campaign, engaging legislators directly, and mobilizing supporters through an online action page. Throughout the year, we connected with policymakers through virtual and in-person meetings, including contact center tours and informational webinars. We expanded our outreach with a NJ 211 Lobby Day at the State House and participation in the New Jersey League of Municipalities (NJLM) Conference, reinforcing the value and impact of NJ 211 across New Jersey communities.



Melissa Acree with Lieutenant Governor Dale Caldwell at NJLM 2025.



Melissa Acree, Dana Catapano and Jamie DePasquale with Senator Gordon Johnson at NJLM 2025.



Melissa Acree with Assembly Speaker, Craig Coughlin at NJLM 2025.

Tech Savvy

New Tech Means Data Quality You Can Trust

In 2025, we continued to strengthen the quality and reliability of our resource directory. We launched Yanzio, a nationally recognized tool for measuring data accuracy and consistency, that helps to ensure the information our community relies on is current, complete, and easy to understand.

Yanzio plays a critical role in our quality assurance efforts by providing an objective, standardized framework for measuring data integrity. It allows us to identify gaps and ensure data fields align with standards and make precise improvements efficiently—without relying on time-consuming directory cleanups. Using Yanzio’s recommendations, staff review and strengthen critical details such as service descriptions, eligibility requirements, application steps, hours of operation, and service categories. This method enhances the accuracy of individual entries while also ensuring uniformity and dependability throughout the directory.

Most importantly, this ongoing commitment to data quality ensures that funders, partners, policymakers, and community members can trust the information they receive from NJ 211 when they need it most.



NJ 211's Thriving Text Service

We were honored to have our Community Engagement Director, Dana Catapano, and Chief Operating Officer, Tammy Wilson, present at the national 211 Leadership Conference. They shared the multitude of ways we use our text platform to enhance our service, such as:

- Using text surveys to gather valuable feedback from callers about their experience using NJ 211.
- Disseminating critical information via text such as warming centers during Code Blue activations.
- Collaborating on compelling programs like our partnership with the City of Newark Path Home Initiative, which NJ 211 powers the textline for.

Improving Caller Experience

Our Interactive Voice Response (IVR) system is the first point of contact for NJ 211 callers and plays a critical role in shaping their experience. In August, we completed a comprehensive, months-long review to improve language clarity, usability, and functionality across all prompts and options. Enhancements included streamlined call flows, expanded self-service options, AI-generated voice recordings, improved data collection, and an updated call survey.

These improvements created a more efficient experience for both callers and staff. For example, a new self-service option allows callers seeking Code Blue information to receive local warming center details via text, eliminating the need to wait for a specialist. In 2025, 1,400 callers used this feature, reducing call volume and shortening wait times for those needing live assistance.

NJ 211 In the News



On February 14, 2025, NJ 211 was **featured on the New Jersey Department of Children and Families “On the Air” podcast**. Our CEO, Melissa Acree, Luis Tejada, a data resource specialist on our Resource Directory team, and Samantha Lucero, a supervisor for the Home Energy Assistance Hotline, joined host, Jason Butkowski, to talk about the value of NJ 211 and why more people need to learn about us. Our team shared that NJ 211 is a “calm, reassuring and skillful service” that acts as a navigator to connect families with services and specialized programs. They also highlighted our resource directory as a comprehensive, centralized database for health and human needs across the state.



NJ 211 was one of 50 New Jersey nonprofits to be recognized by BINJE (Business in New Jersey Everyday) for National Nonprofit Day on August 17, 2025!

NJ 211

Location: Cedar Knolls

Description: NJ 211 is a trusted resource for connecting individuals and families with vital community services. As New Jersey’s comprehensive information and referral organization, it is dedicated to helping residents navigate life’s challenges, from housing and food assistance to healthcare. It has stepped up during times of disaster like Superstorm Sandy and Hurricane Ida as a reliable state partner and a vital resource for vulnerable NJ residents.

Leader: Melissa Acree

Website: <https://nj211.org/>

Powerful Partnerships

At NJ 211, we are privileged to partner with government, nonprofit and corporate entities, who make our mission of connecting New Jersey residents to the health and human services they need possible. The power of collaborative relationships is increasingly important, and we are grateful for their continued support, as well as for the opportunity to work with them to address the challenges facing our communities.

We are greatly appreciative to the Governor’s office and state legislature for once again supporting the 211 Service with a legislative appropriation. We would also like to acknowledge the NJ Department of Children and Families for their continued and generous support.

In 2025, we were excited to once again receive a grant from the PSEG Foundation Neighborhood Partners Program. We were also awarded funding from The Grotta Fund for Older Adults Jewish Community Foundation as a first-time recipient. Both grants allow us to reduce lack of transportation as a barrier to service.

Thank you to all our supporters for your commitment to improving lives and creating a brighter future for all New Jerseyans.



Jewish Community Foundation of Greater MetroWest NJ



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We welcomed four new board members in 2025. Throughout the year our Board of Trustees implemented a plan to bring on new members with distinct and diverse backgrounds, to bring expertise in key areas to help advance the organization's mission. This effort led to the recruitment of four new members who add diversity to the board in terms of business background, race and ethnicity, gender, as well as lived experience.

We also had the distinct pleasure of naming long-time member, Wynn Johanson, as Trustee Emeritus to honor her for her decades of distinguished service to NJ 211. This new role will begin in 2026.

Financials

NJ 2-1-1 Partnership, a NJ Nonprofit Corporation
Statement of Financial Position
December 31, 2025 and 2024

	<u>2025</u>	<u>2024</u>
<u>ASSETS</u>		
Cash and cash equivalents	\$ 1,012,982	\$ 1,335,451
Contracts receivable	1,346,262	1,356,165
Contributions receivable	297,028	274,349
Prepaid expenses and other current assets	10,938	13,174
Property and equipment, net	185,192	148,242
Intangible assets, net	123,333	163,333
Operating lease right of use asset	332,564	430,721
Deposits	19,688	19,688
Total assets	<u>\$ 3,327,987</u>	<u>\$ 3,741,123</u>
<u>LIABILITIES AND NET ASSETS</u>		
Liabilities:		
Accounts payable and accrued expenses	\$ 506,146	\$ 911,480
Deferred revenue	208,182	262,876
Related party payable	168,226	218,226
Operating lease liability	357,311	463,282
Total liabilities	<u>1,239,865</u>	<u>1,855,864</u>
Net assets without donor restrictions	<u>2,088,122</u>	<u>1,885,259</u>
Total liabilities and net assets	<u>\$ 3,327,987</u>	<u>\$ 3,741,123</u>

Please visit our website at nj211.org to view our complete 2025 Audited Financials



New Jersey

PO Box 504
Cedar Knolls, NJ 07927

 www.nj211.org

