



2021



New Jersey

# ANNUAL REPORT

# MESSAGE FROM OUR EXECUTIVE DIRECTOR



Dear Friends,

Our ability to step-up and respond when it is needed most is one of our greatest characteristics. Our residents and our state rely on us every day during times of personal crisis as well as during statewide disaster.

In 2021, we have served the people of New Jersey with connection to resources for the COVID-19 pandemic, extreme weather conditions for the homeless, increased cost of living and Tropical Storm Ida. NJ 211 responded to over 1.1 million contacts for life-changing information and resources. Our partners and consumers use NJ 211 to address their challenges and improve lives.

Within the pages of the annual report, you will see many examples of this. Thanks to our dedicated staff and our multi-faceted technology, we are able to make a positive difference. It is with great pride and appreciation that we present our accomplishments and hope that you will join in supporting the important work that we are doing, every day and every hour of the year.

Sincerely,

*Melissa Acree*



Melissa Acree

## Our Board of Directors



**Tim Hearne**

*President*  
Retired, United Way of  
Monmouth and Ocean Counties  
Member since 2009



**Thom Jordan**

*Vice President*  
Technology Consultant  
Member since 2015



**Mark Sidlauskas**

*Treasurer*  
Sapiens Corp.  
Member since 2021



**John Emge**

*Secretary*  
United Way Worldwide  
Member since 2010



**Wynn Johanson**

Retired, Exxon Mobil  
Member since 1998



**Gregory Pease**

Virtua Health  
Member since 2022



**Tom Toronto**

Bergen County's United Way  
Member since 2009



**Christine Edwards**

Member since 2022



**Catherine Wilson**

United Way of Greater Newark  
Member since 2020



**Gina Plotino**

GMP Consulting, Inc.  
Member since 2012

# OUR ORGANIZATION

**NJ 211** changes lives one contact at a time. Every hour of every day, we serve as a statewide portal for information and referral for life's most basic needs. Our nationally accredited, comprehensive resource database functions as one of the core pillars in delivering our mission. It provides solutions to problems. Included are local, state and national resources for a wide scope of health and human services. A variety of professionals such as social workers, healthcare providers, guidance counselors and law enforcement use it to help their clients. With eight helplines and 14 special initiatives, our community resource specialists are the other core pillar to support our mission. They skillfully and compassionately assess each caller to identify the most appropriate programs. We offer help and hope. During times of disaster, our advanced communication technology is used by state government and emergency management to ensure the public has accurate and vetted information to remain safe. Our goal is to empower people when they need it most.

## VISION

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

## 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.

## VALUES

Compassionate  
Accountable  
Reliable  
Ethical  
Service Excellence



# ACCREDITATION

NJ 211 is AIRS certified. AIRS, the Alliance of Information and Referral Systems, is the membership association for information and referral professionals, and the driving force behind clear and consistent professional standards that benchmark every aspect of quality I&R.

This accreditation puts NJ 211 in an elite group of information and referral organizations. AIRS accreditation signifies that we conform to stringent guidelines for database resource collection and maintenance; handle calls with empathy as we guide callers to the most useful resources; and, maintain meticulous call data records.



# OUR PROGRAMS

## 211 Service

This is a statewide service, which began in 2005 with the support of the United Ways of NJ and state government. Dial 211 or search at [www.nj211.org](http://www.nj211.org) to find help with a wide variety of health and human services including housing, utilities, food, healthcare, legal, transportation, mental health and more. Since the pandemic, the number of contacts have increased by 59%. People who have never needed assistance have reached out to 211. Need help? Start here.

## Statewide Homeless Hotline

Our dedicated homeless hotline specialists have answered the call for help from 22,865 people and arranged for over 7,200 emergency placements. Many of these placements were during extreme and dangerous weather conditions. Individuals facing homelessness can contact NJ 211 any hour of the day or night to receive connections to local resources and safe shelter.

## Utility Assistance Hotline

Having heat and electric are essential! Working with the NJ Department of Community Affairs, we help households apply for assistance with their heat, as well as their gas and electric bills. This year there we helped 43,656 new applicants and handled over 28,500 contacts for application status.



### *Our callers tell us...*

Mariana, a single mother of two, learned that she didn't have to choose between paying the rent and having electric. She could remain warm in her apartment and keep the lights on.

# OUR PROGRAMS

## Addictions Helpline

We meet people where they are, with no judgment. Individuals struggling with addiction have a safe place to call for information, treatment referrals, support groups and more. Family members are also supported with referrals to programs that help them. There is a seamless connection to various statewide programs that specialize in addiction services. We partner with the NJ Division of Mental Health and Addiction Services to provide this service.

## ReNew Jersey

It has been nine years since Hurricane Sandy devastated New Jersey. The damage to homes and property was overwhelming. Disaster recovery can be a long process. The ReNew Jersey hotline helps people connect with local housing counseling programs, apply for a variety of assistance programs and check on the status of applications. We work in partnership with the NJ Department of Community Affairs to provide this service.

## Coordinated Entry for the Homeless

Coordinated entry is an important process through which people experiencing or at risk of experiencing homelessness can access services in a streamlined way, have their situation and needs assessed and quickly connect to the appropriate housing and mainstream services within their community.

We serve as the coordinated entry point for the Middlesex, Morris and Passaic county Continuums of Care. In addition to assessing each caller to identify the resource, we also prioritize those with the highest need. Our process is client-focused and comprehensive. This year we screened 5,653 households.



# SPECIAL INITIATIVES

## **Individual and Family Support Compassion Fund**

We screened 184 Bergen county residents for this last resort rental and utility assistance program offered by Bergen County's United Way.

## **Volunteer Income Tax Assistance (VITA)**

Over 80 VITA sites are identified and listed on our website to assist with free tax preparation.

## **Kinship Navigator Program**

In partnership with NJ Department of Children and Families, we screened 179 families raising a relative's or friend's children and connected them with their regional Kinship Navigator agency. These agencies provided support and assistance programs.

## **Adult Protective Services**

Our after-hour specialists completed 74 reports of potential neglect or abuse of vulnerable adults in Ocean County.

## **Give a Christmas**

On behalf of Burlington County Times, we helped deliver \$72,800 in gift cards to brighten Christmas to 417 households.

## **Ride United Transportation Assistance**

There were 1,749 free rides provided to residents statewide for their medical, employment, food and social service appointments.

## **Traumatic Brain Injury (TBI)**

### **Data and Referrals**

We are working with NJ Division of Disability Services to identify individuals who suffered a TBI so that they can learn about programs that may be able to assist.

## **Healthcare**

### **Diabetes Prevention and Management Referrals**

Diabetes is the 5th cause of death in NJ. 7% of our callers accepted diabetes resources to get the help they needed.

### **Health Equity COVID-19 Outreach**

Newark residents received a follow-up call to see if they received the help they needed. COVID-19 resources and information were provided along with other social services.

### **NJ Integrated Care for Kids**

A Centers for Medicare and Medicaid Services multi-year project, with the Visiting Nurses Association of Central Jersey, provided a closed loop solution and our resource database which helped families address their social determinants of health.



# SPECIAL INITIATIVES

## Disaster

NJ 211 plays an essential role in emergency response and recovery. When disaster strikes, we devote ourselves to communicating to the public recovery resources via our website, social media and through our specialists. We also relay our consumer needs information to state partners.

### Disaster Preparedness Infrastructure

Our enterprise telephony, redundant internet and generator are all in place so that we are ready when a disaster strikes.

### Unified Victim Identification System (UVIS) Contact Center

Through the Office of Chief State Medical Examiner, NJ 211 is prepared to operationalize a UVIS contact center to file missing persons reports in the event of a mass casualty.

### Code Blue

We are the trusted state resource for posting code blue activations and warming centers by county. Our goal is to help inform unsheltered individuals find safe shelter during extreme weather conditions.

In 2021, there were 1,645 Code Blue declarations across all counties. In addition, through our role as the state homeless hotline, we coordinated 4,588 emergency placements at warming centers, shelters and motels.

### Register Ready

We assist individuals with disabilities with the registration process of Register Ready, so that when a disaster occurs, their county is ready to meet their needs.

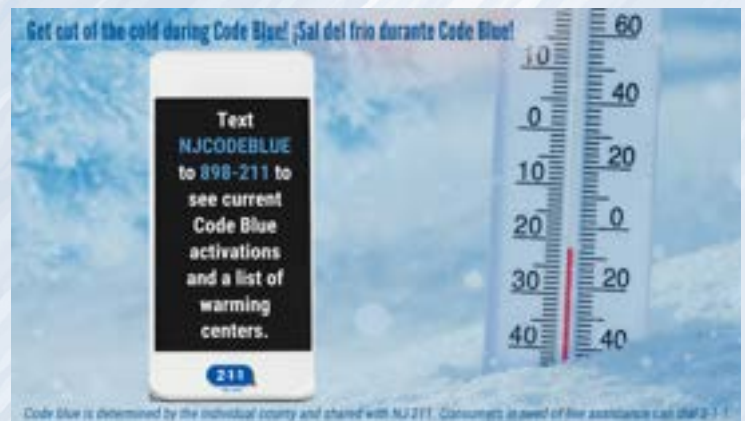
### Tropical Storm Ida

NJ 211 also partnered with United Way Worldwide, Lyft and Uber to provide rides to individuals who had lost or damaged vehicles as a result of the flooding. Using our text platform, we designed a screening tool in which 7,022 applications were processed and 3,481 rides distributed for individuals whose vehicles were damaged.

*The Tropical Storm Ida Program is an excellent example of private, government, and nonprofit organizations working together!*

### Our callers tell us...

Eleanor was so thankful to get to her weekly doctor's appointment after her car was left inoperable due to the flood waters that hit Union County.





# OUR STAFF



Our team of over 140 put others before themselves every day in the work they do, whether on the front lines with consumers or working with agencies or to list the latest resources available (providing contact center support)

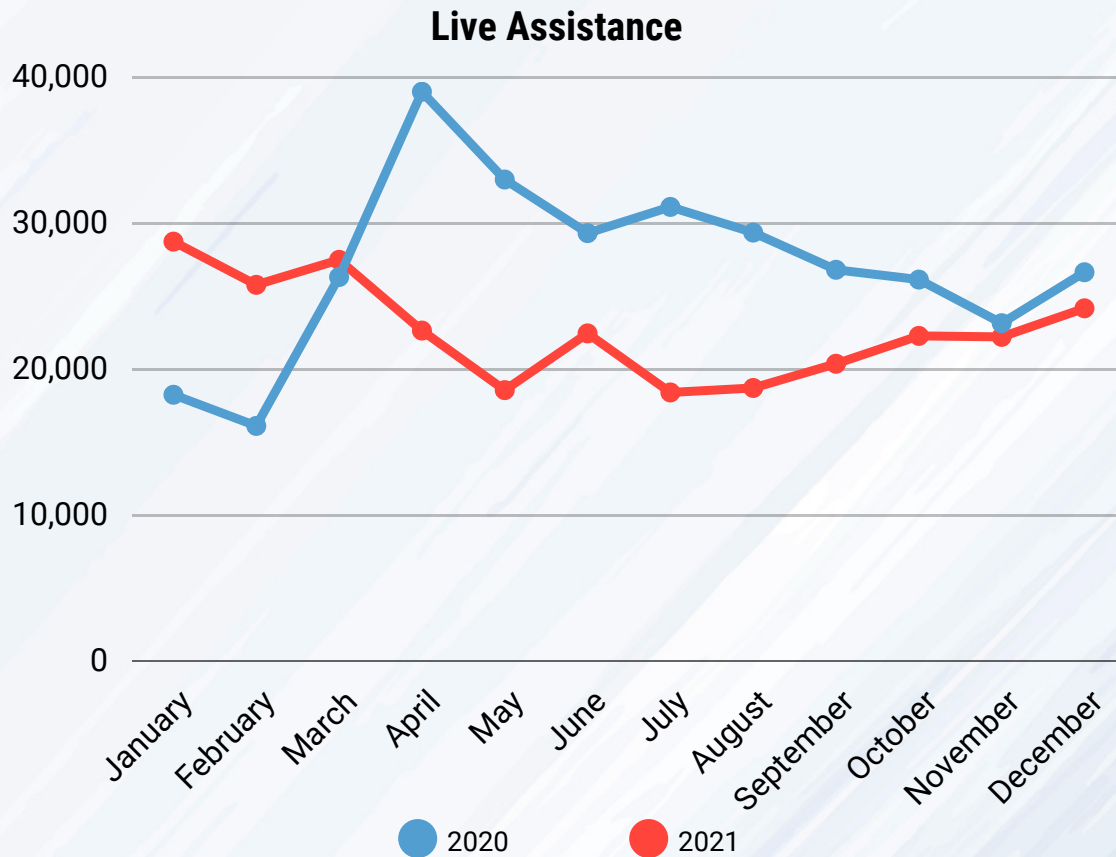
**33%**  
bilingual!  
staff

**Our Staff are  
AIRS Certified**

We speak Spanish, French, Polish, Portuguese, Ukrainian, Italian, Russian, Bengali, Hindi, and Haitian Creole. Our translator service adds Filipino, Tagalog, Chinese, Korean, Gujarathi, Arabic, and 170 other languages!



# DATA: OUR CONSUMERS



**1,185,579**  
Connections for Help



262,527



5,603



2,626



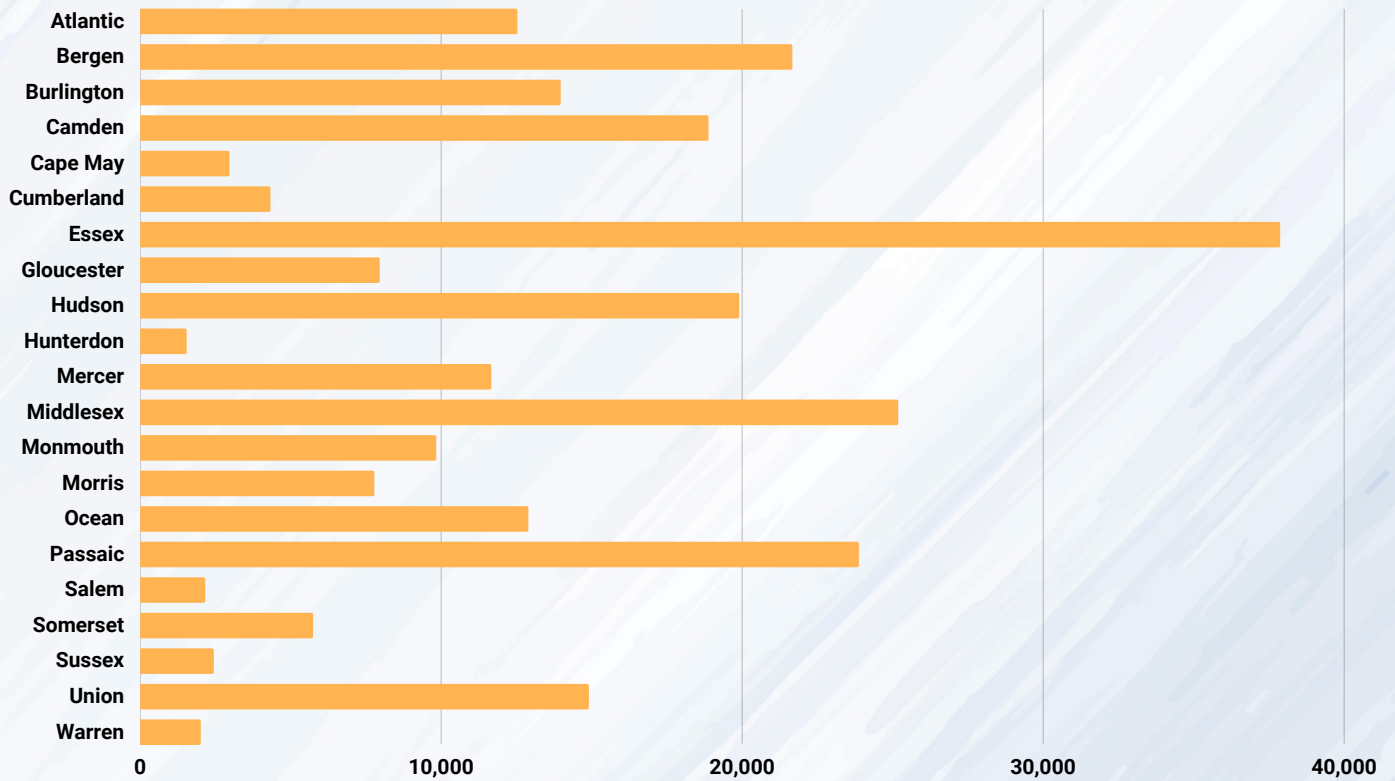
1,251



913,033

# DATA: OUR COUNTIES

## Live Assistance



## 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



# DATA: TOP NEEDS

164,740



Utilities

145,889



Housing

56,237



Healthcare

39,528



Family & Community  
Support

19,823



Legal & Public Safety

14,189



Food

12,702



Mental Health  
& Addictions

10,354



Disaster

9,890



Income

8,036

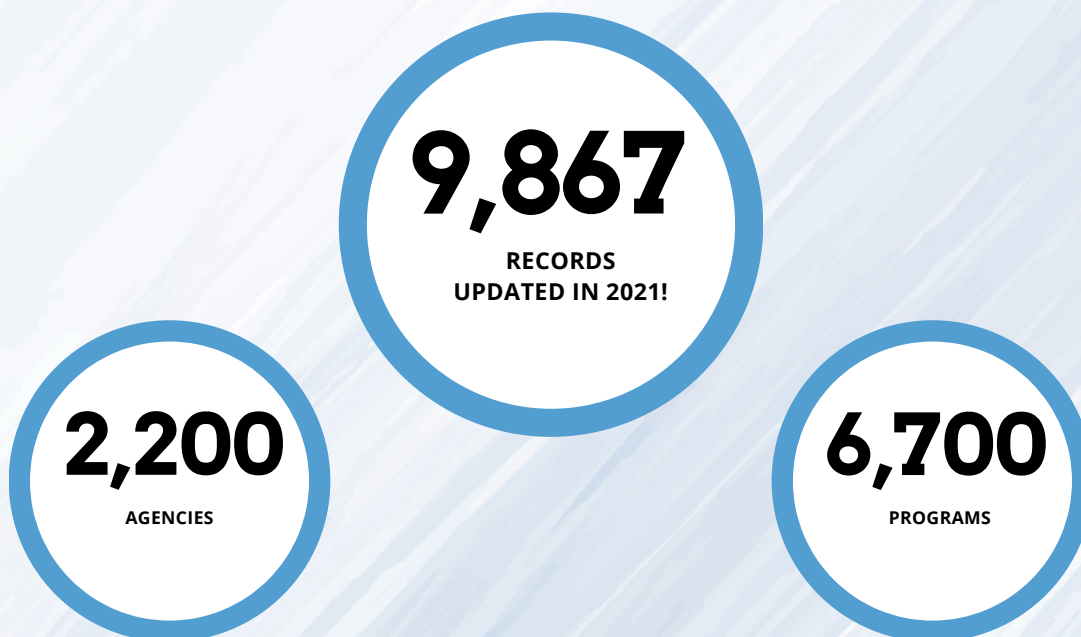
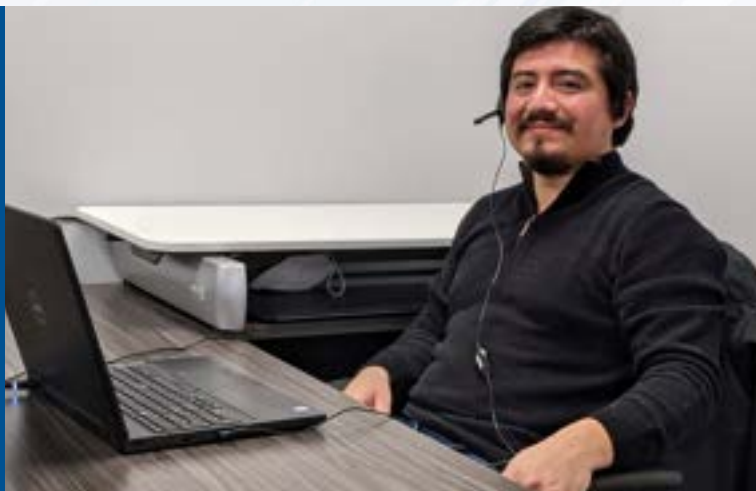


Transportation

# COMPREHENSIVE DATABASE

Every year our team of database curators are busy connecting with agencies that serve every community in our state.

Our talented database team connects with agency professionals to update, improve, and verify health and human service resources.



Many have come to depend on the NJ 211 resource database. Individuals experiencing personal crisis, as well as professionals such as social workers, healthcare providers and law enforcement use the database to help find solutions. The database contains nonprofits, faith-based and government programs that are either free or low-cost. Our database is nationally accredited by the Alliance of Information and Referrals Systems and follows their standards in maintaining and updating the resources. It is a gem! Best of all, it is a free resource found on [www.nj211.org](http://www.nj211.org).

# COMMUNITY IMPACT

Even in the face of COVID-19, NJ 211 persevered. With an organization like ours, outreach events are an essential component of spreading awareness and directly helping those in need.

**33 Events**  
**24,000+ in attendance**

**NJ League of Municipalities Conference**

**NJ Emergency Preparedness Conference**

**Grateful for the Shot Events**

**Sustainable Health and Wellness Village**

**Mental Health Association of Essex and Morris, Inc.**

**Bergen County Cooperative Library System**



# QUICK FACTS



**1.2 Million+**

Outbound texts regarding COVID-19, maternal health, diabetes, transportation, rent, utility, and tax assistance.

**2600+**

LIHEAP applications mailed to consumers with technology barriers

**85%**

Increase in callers under 18 years old\*

**14%**

Increase in first time callers\*

*\*compared to 2020*

# STORIES OF HOPE



While shopping for groceries, Valerie learned that she did not receive her monthly SNAP funds. She quickly reached out to her local agency only to learn that her paperwork was not received. She was advised to drop it off in -person to prevent further delays. She contacted 211 to explore transportation options. Our veteran specialist, Melissa, coordinate a free ride to and from the agency. Valerie said, "211 stepped up and understood when no one else did."

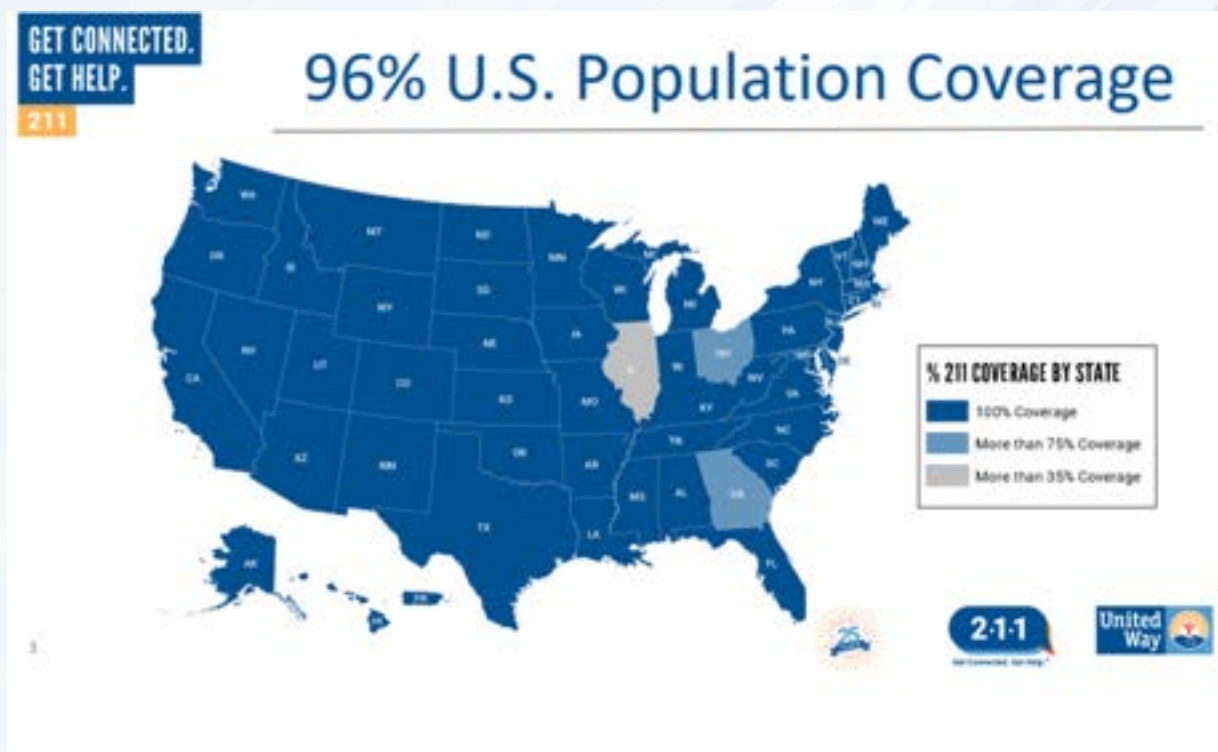
In May 2021, Tonya and her family were forced out of the home they were renting. They stayed with family for the rest of the month and had a plan for August, but in July, they'd be homeless. She reached out to 211 for help. A trained homeless hotline specialist talked her through the process and connected her with local emergency assistance resources. Tonya was able to obtain an extended stay motel voucher and two free financial planning sessions. She said, "I am so grateful! The representative at 211 was extremely helpful, knowledgeable and directed me to the right place!"





# NATIONAL NETWORK

The 211 system is found throughout the United States and is devoted to connecting people in need to the resources that can help. While each 211 operates independently, all of the more than 200 organizations provide a network of local support that people can call on with confidence when they need help and simply don't know where to turn.



## National Data Platform

The National Data Platform (NDP) is a single, authoritative trusted source of community social and human service data. The NDP aggregates data from local 2-1-1 resource management systems into a shared national resource database. With its advanced analytic capabilities, the NDP serves as a shared repository of valuable 211 resource and consumer data for advocacy and other opportunities.

# STATEMENT OF FINANCIAL POSITION

December 31, 2021 and 2020

	<u>2021</u>	<u>2020</u>
<u>ASSETS</u>		
Cash and cash equivalents	\$ 1,154,247	\$ 583,873
Contracts receivable	856,240	844,738
Contributions receivable	357,678	231,555
Prepaid expenses and other current assets	19,697	16,634
Property and equipment, net	152,837	174,050
Intangible assets, net	4,083	11,083
Deposits	19,688	19,688
Total assets	<u>\$ 2,564,470</u>	<u>\$ 1,881,621</u>
<u>LIABILITIES AND NET ASSETS</u>		
Liabilities:		
Accounts payable and accrued expenses	\$ 574,913	\$ 423,275
Deferred revenue	540,302	191,013
Related party payable	382,541	412,541
Deferred rent	47,098	49,777
Refundable advance		240,622
Note payable	53,460	
Total liabilities	<u>1,598,314</u>	<u>1,317,228</u>
Net assets without donor restrictions	966,156	564,393
Total liabilities and net assets	<u>\$ 2,564,470</u>	<u>\$ 1,881,621</u>

# STATEMENT OF ACTIVITIES

Years Ended December 31, 2021 and 2020	2021	2020
<b>Revenue and Support:</b>	\$ 366,433	\$ 369,935
Local United Way contracts		55,000
United Way Worldwide		
State of New Jersey:		
2-1-1 Contract	2,336,940	1,968,671
LIHEAP contract	1,522,013	1,287,707
COVID-19	431,858	604,029
Contact Tracing	376,098	17,671
Addiction Services Hotline contract	192,284	147,690
Diabetes initiative	157,354	118,755
Renew New Jersey	100,373	83,184
Disaster preparedness	94,616	91,188
Department of Labor & Workforce Development	21,066	27,594
Emergency Rental		26,633
Census Grant		25,000
Other service contracts	678,924	466,421
Contributions	8,235	29,878
In-kind contributions	20,805	10,000
Forgiveness of refundable advance	178,774	
Other	48,013	3,217
<b>Total revenue and support</b>	<u>6,533,786</u>	<u>5,332,573</u>
<b>Expenses:</b>		
Program services:		
Core 2-1-1 services	926,786	854,346
Special N.J. state programs	1,687,131	1,333,074
Disaster	1,044,226	920,344
Other contracts	2,220,483	1,873,056
Total program services	<u>5,878,626</u>	<u>4,980,820</u>
Supporting services:		
General and administration	253,397	245,071
<b>Total expenses</b>	<u>6,132,023</u>	<u>5,225,891</u>
Change in net assets	401,763	106,682
Net assets without donor restrictions, beginning of year	<u>564,393</u>	<u>457,711</u>
Net assets without donor restrictions, end of year	<u>\$ 966,156</u>	<u>\$ 564,393</u>

# PARTNERS

## United Way Partners



Bergen County's United Way  
United Way of Central Jersey  
United Way of Delaware  
United Way of Hunterdon County  
United Way Worldwide

United Way of Gloucester County  
United Way of Greater Philadelphia and Southern New Jersey  
United Way of Greater Newark  
United Way of Greater Mercer County  
United Way of Monmouth and Ocean Counties

## State Partners



## County and Regional Partners



# SUPPORT OUR WORK

As 2021 comes to a close, we are all feeling the impact of rising costs across all facets of daily life. Affording the basic essentials of food, housing, utilities and healthcare have become a challenge for so many.

Your generosity makes a lasting impact to those who contact us for help. To make a donation, visit our website at <https://www.nj211.org/support-our-work> or call us at 973-887-4618.

**Thank you for your consideration and support.**

Thank you to Senator Richard Codey who chose NJ 211 as the nonprofit to promote in 2021 for The Codey Fund's mental health awareness campaign.





## New Jersey



### DIAL

2-1-1 (or 877-652-1148)



### TEXT

your zip code to 898-211



### EMAIL

[info@nj211.org](mailto:info@nj211.org)



### CHAT

[www.nj211.org](http://www.nj211.org)



### SEARCH

the resource database at [nj211.org](http://nj211.org)