



2·1·1

22

Virginia

23

ANNUAL
REPORT

TABLE OF CONTENTS

3 FROM HELLO TO HELP

4 WHO WE ARE

5 BY THE NUMBERS 2022-2023

6 211 VIRGINIA PROFILE

7 WHO IS LOOKING FOR RESOURCES?

8 PARTNERSHIPS

9 COMMUNITY ENGAGEMENT

211 Virginia is a contracted service of the Virginia Department of Social Services.
For more information, please contact (804) 567-0039.

Credits // Produced by the Council of Community Services based in Roanoke, VA, the main contractor of 211 Virginia.

This annual report covers program activity occurring July 1, 2022 - June 30, 2023.

FROM HELLO TO HELP

Every day and in times of emergency, individuals contact 211 Virginia seeking compassionate and expert assistance encompassing food, emergency shelter, housing, utility assistance, legal assistance, physical and mental health resources, employment services, support for children, youth, and families, disaster assistance, and other essential services. In the program year 2022-2023, 211 Virginia fielded **141,208 requests**. Most of those requests were answered by a person - that means from the first hello, someone in need is reaching a trained professional who can provide a connection to help.

211 Virginia experienced record-setting numbers and needs - **assisting 90,417 unique inquirers and providing 326,371 referrals to helping services and programs**. A noticeable housing crisis unfolded throughout the Commonwealth, as evident by the frequent needs and requests related to housing and utility assistance, constituting 71 percent of overall requests.

The pandemic's economic repercussions exacerbated housing issues, leading to widespread concerns about housing affordability, eviction risks, and homelessness. 211 Virginia witnessed unprecedented need as the utility and eviction moratoriums ended, Virginia's Rent Relief Program exhausted all funding, and costs of living continued to climb.

Thousands of Virginians in need turned to 211 Virginia for help locating financial aid for rent/mortgage and utility assistance, sheltering, homelessness services, legal advice and representation, access to food, and other supports.

211 IS HERE.



TOP FIVE NEEDS OF VIRGINIANS

1 UTILITY ASSISTANCE
Financial aid for electric, gas, and water.

2 HOUSING
Financial aid for rent and mortgage, homelessness prevention, housing search, subsidized housing, sheltering, central intake, rehab and repair, and landlord tenant support.

3 INDIVIDUAL, FAMILY & COMMUNITY SUPPORT
Benefits screening and Area Agencies on Aging.

4 FOOD/MEALS
Food pantry and Supplemental Nutrition Assistance Program.

5 LEGAL, CONSUMER & PUBLIC SAFETY
Legal advice and representation.



90,417 unique inquirers, provided with **326,371 referrals** to helping services and programs.

WHO WE ARE

211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.

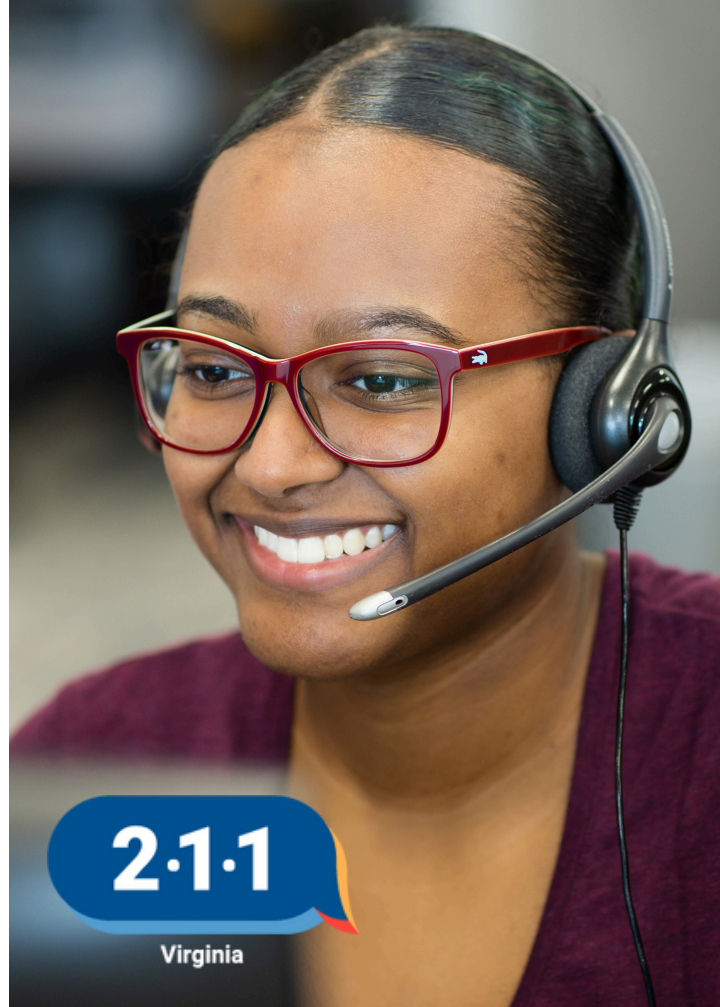


- Established in the Code of Virginia in 1984
- 211 number launched in 2006
- Maintains a resource directory of 16,000+ programs across the Commonwealth and beyond
- A nationally accredited source for referrals to government, nonprofit, and faith-based agencies

FREE AND CONFIDENTIAL

ACCESSIBLE 24/7/365 DAYS A YEAR

AVAILABLE IN 200+ LANGUAGES



WAYS TO CONNECT

CODE OF VIRGINIA (§§ 63.2-222)

There shall be created a statewide human services information and referral system designed to:

- Collect and maintain accurate and complete resource data statewide
- Link citizens needing human services with appropriate community resources
- Assist in planning for human services delivery at the local, regional, and state levels
- Provide information to assist decision-makers in allocating financial resources and other resources to respond to state and local human service priorities



Dial 211
or (800) 230-6977



Text CONNECT
to 247211
message and data rates may apply.



Live Chat and Email
available at 211virginia.org



Searchable
Online Directory
available at 211virginia.org

BY THE NUMBERS 2022-2023

211 Virginia is here to help Virginians get connected to available resources for finding food, utility assistance, housing and homeless prevention services, and other essential services. 211 is the only person-based data source offering a snapshot of America's needs.



90,417

unique inquirers.

141,208

requests for help.

326,371

referrals to helping programs and services.



127K+ referrals for utility assistance.

118K+ referrals to housing and homeless prevention services.



14K+ referrals to individual, family, and community support.

23K+ referrals to reduce hunger and food insecurity.



6K+ referrals for legal advice and representation.

WHAT ARE THE TOP NEEDS OF VIRGINIANS?

UTILITY ASSISTANCE

51,000+

HOUSING

49,000+

COMMUNITY SUPPORTS

12,000+

FOOD AND MEALS

7,000+

LEGAL, CONSUMER & PUBLIC SAFETY

4,000+

WHAT ARE THE TOP UNMET NEEDS?

HOUSING 11,000+

UTILITY ASSISTANCE 5,500+

INCOME SUPPORT/ASSISTANCE 1,000+

TRANSPORTATION 800+

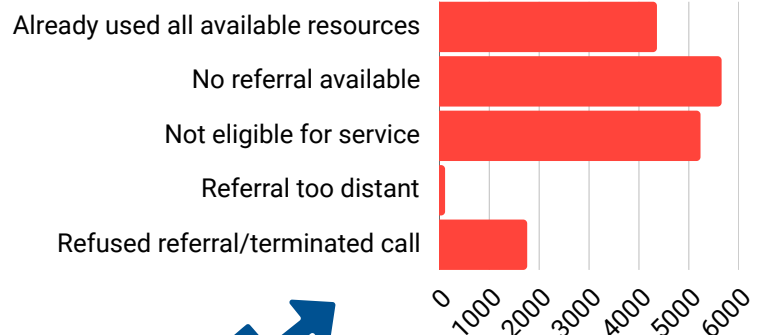
FOOD AND MEALS 500+

3 AVERAGE REFERRALS GIVEN



320,684 INQUIRERS REFERRALS MET

Reasons for Unmet Referrals at Point of Contact



49% INCREASE IN UNMET NEEDS OVER LAST YEAR.



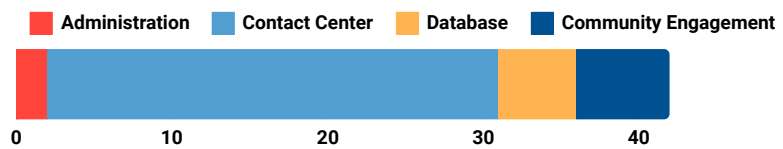
211 VIRGINIA PROFILE

211 Virginia is a contracted service of the **Virginia Department of Social Services**. The **Council of Community Services** is the main contractor and subcontracts with the **United Way of Central Virginia** to maintain the resource directory.



STAFFING

5% or 2 Administration
 68% or 28 Contact Center
 12% or 5 Database
 15% or 6 Community Engagement



CONTACTS STATS

Total Handled Total Queued



18% INCREASE IN CONTACTS OVER PREVIOUS YEAR.



Budget
 80% VDSS
 20% State Agency Funding Partners

\$2.7 MILLION



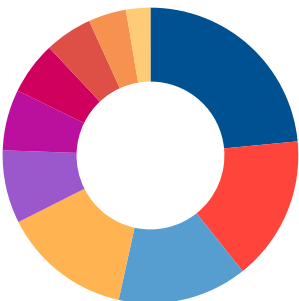
Inform USA is the driving force behind the delivery of quality Information & Referral services and standards, program accreditation and practitioner certification for the I&R sector.

5,468 ACTIVE AGENCIES
WITH 16,753 ACTIVE PROGRAM LISTINGS.

**As of June 30, 2023*

of Community Programs by Service Category

- 23% or 6,678** Organizational/Community/International Services
- 16% or 4,500** Healthcare
- 14% or 4,029** Basic Needs
- 14% or 4,016** Individual and Family Life
- 8% or 2,273** Mental Health and Substance Use Disorder Services
- 7% or 1,897** Criminal Justice and Legal Services
- 6% or 1,640** Education
- 5% or 1,481** Environmental Quality and Public Health/Safety
- 4% or 1,176** Consumer Services
- 3% or 759** Income Support and Employment



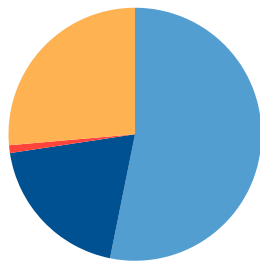
43%
 of Community Resource Specialists are Inform USA Certified.

17%
 of Community Resource Specialists and Community Engagement Specialists are Bilingual in Spanish.

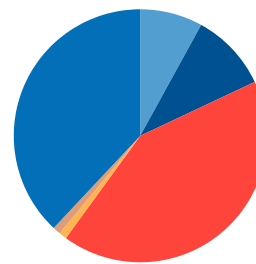
The largest and most comprehensive database of health and human services in Virginia.



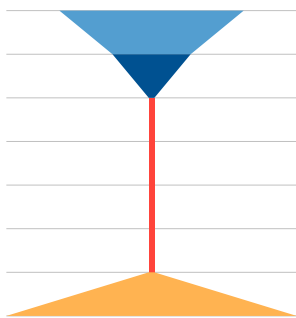
WHO IS LOOKING FOR RESOURCES?



By Gender
 53.6% Female
 19.6% Male
 >1% Transgender
 26.6% Not Disclosed



By Age Group
 8% 65+ years
 10% 55-64 years
 42% 22-54 years
 1% 13-21 years
 >1% 0-12 years
 38% Not Disclosed



By Race
 33% or 40,890 Black, Afro-Caribbean, or African American
 14% or 17,003 White
 >1% or 395 East Asian or Asian American
 >1% or 480 Middle Eastern or Arab American
 >1% or 468 American Indian/Alaskan Native
 >1% or 127 South Asian or Indian American
 >1% or 229 Native Hawaiian or Other Pacific Islander
 52% or 63,602 Not Disclosed

5,757
of responding inquirers indicated Hispanic Ethnicity.

Language Report Contacts

4,991 Spanish
 31 Arabic
 5 Amharic
 5 Dan



5,051
non-English Speaking inquirers.

HOW DO VIRGINIANS GET CONNECTED?

PHONE
 209,960

TEXT
 19,542

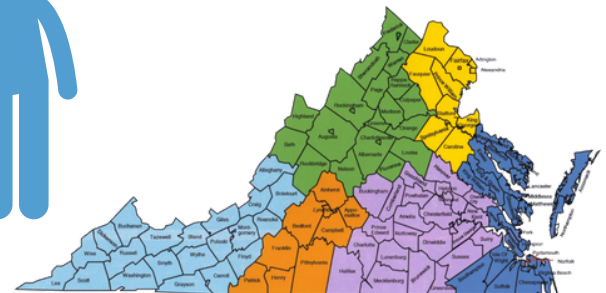
CHAT
 6,298

EMAIL
 588

WALK-IN
 485

POSTAL MAIL
 308

42%
of inquirers were referred by an agency or heard about 211 Virginia by word of mouth.



41%
increase in texting over last year.



By Region
 34% or 41,622 Southeast Virginia
 31% or 37,700 Richmond/Southside
 16% or 19,491 Northern Virginia
 7% or 9,517 Southwest Virginia
 6% or 8,160 Central Virginia
 5% or 5,925 Northwest Virginia
 1% or 885 Unknown/Out of State

Southeast Virginia
 Richmond/Southside
 Northern Virginia
 Southwest Virginia
 Central Virginia
 Northwest Virginia
 Unknown/Out of State

Inbound Contact Methods

Demographic Collection: 211 Virginia collects voluntary demographic data from inquirers. Inquirers are not required to disclose demographic data to receive resources and may remain anonymous. The number of unique inquirers is an estimate. The age group 0-12 years includes inquirers seeking Infant and Toddler Connection.

SERVING VIRGINIANS THROUGH PARTNERSHIPS

State agencies and programs engage in strategic partnerships with 211 Virginia to offer enhanced services to Virginians. Each partnership is unique, encompassing specialized information and referral, maintenance of resource directories, engagement in emergency exercises, and seamless activation in times of disaster and emergencies.



Virginia Department of
Aging & Rehabilitative Services
No Wrong Door



Virginia Department of
Behavioral Health & Developmental Services
Infant & Toddler Connection



Virginia Department of Housing &
Community Development
COVID Rent and Mortgage Relief



Virginia Information Technology Agency
State Agency Information



referrals to state agencies and programs.



Virginia Department of Social Services
Kinship Care



Virginia Department of
Veteran Services
Veterans Affairs



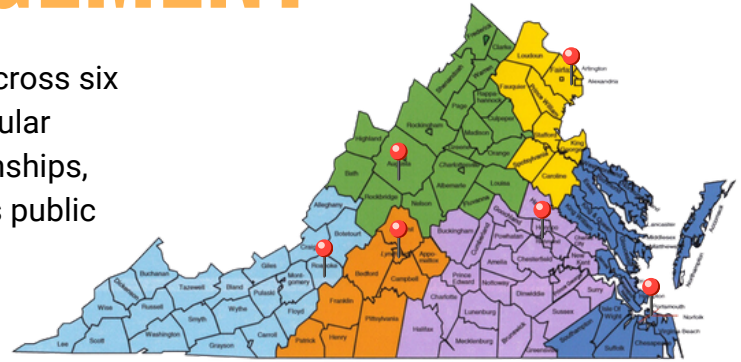
Virginia Department of
Emergency Management
Emergency Preparedness and Response



Virginia Hospital &
Healthcare Association
Patient Locator

COMMUNITY ENGAGEMENT

The Community Engagement Team lives and works across six Virginia regions, with each specialist covering a particular region. The team builds and maintains agency relationships, provides training and technical support, and increases public awareness through outreach and education.



50+
agencies recruited.



20+
anchor agencies recruited.



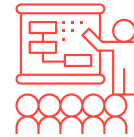
90+
tabling at outreach events.



130+
local and regional
committee meetings
attended.



75
agency training and
presentation sessions.



130+
agencies trained.

ANCHOR AGENCY PROGRAM

Launched in 2023, the anchor agency program is a tier-based system that allows agencies to customize their involvement with 211 Virginia.

Program Goals:



Agency Empowerment
through collaboration,
resource sharing, and training.



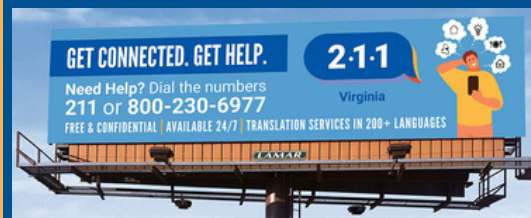
Community Partnerships
with centrally
connected agencies.



Resource Allocation
by providing a more
customized experience
for listed agencies.

PUBLIC AWARENESS

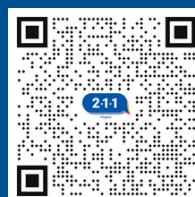
In an effort to raise public awareness about 211 Virginia and its translation services, advertisements were placed on **30+ billboards** across the state.



In the News:

- [211 Virginia celebrates 211 Virginia Week, WDBJ7](#)
- [Our Issues Hampton Roads with 211 Virginia, WTVZ](#)

Scan here to
access in the news!

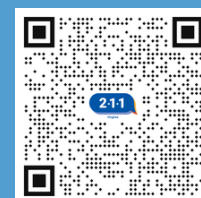


211 VIRGINIA UNIVERSITY

A one-stop resource for nonprofit, government, and faith-based agencies. 211 University provides access to events, training, reports, materials, and how to connect with the 211 Virginia Community Engagement Team.

211 Virginia celebrated **211 Virginia Week**, February 6 - 11, 2023, and went *Beyond the Call* with sessions hosted by the Community Engagement Team.

- **6 agency sessions**
- **100+ individuals trained**
- **Beyond the Call Video**
- **1 Media Spot**



Scan here to access
211 University and
211 Week!





COUNCIL OF
COMMUNITY
SERVICES



VIRGINIA DEPARTMENT OF
SOCIAL SERVICES



211 Virginia participates in the 211 National Data Platform administered by United Way Worldwide and the Washington University in St. Louis' Health Communication Research Laboratory's 211 Counts.

GET CONNECTED. GET HELP.

DIAL 211

Text CONNECT to 247211

(message and data rates may apply.)

Visit www.211virginia.org for live chat, email, or to search our database.

Hearing-impaired? Dial 711 and then (800) 230-6977 to reach 211 Virginia.

Out of State? Dial (800) 230-6977

Dashboard: www.va211counts.org

Agency Resource: 211 Virginia University