



Greater Philadelphia
and Southern New Jersey

2-1-1



COMMUNITY RESILIENCY

211 HELPLINE IMPACT SUMMARY

JANUARY – DECEMBER 2023



OVERVIEW

Help is one phone call, text message, or webchat away with 211—the region’s go-to navigator of community resources.

The 211 Helpline connects people and families to emergency assistance and everyday essentials. From housing, utilities support, and job-readiness programs to senior care options, violence prevention, and internet connectivity, 211 helps people navigate the offerings of more than 10,000 services throughout the region. It is free, confidential, available 24/7, and offered in 150+ languages.

Navigating complex systems is a daunting task, especially when under stress. 211 is a one-stop-shop for people and providers trying to connect to support.



HOME + FAMILY

- Utility Assistance
- Food Cupboards
- Summer Camps & Afterschool
- Housing Services



HEALTH + WELLNESS

- Healthcare & COVID-19 Help
- Clothing & Material Goods
- Violence Prevention Services



CAREER PATHWAYS

- Workforce Development
- Reentry Resources
- Transportation
- Internet & Digital Literacy



FINANCIAL EMPOWERMENT

- Tax Preparation
- Savings Programs
- Benefits Enrollment
- Debt Relief

When you make a gift to support services like United Way’s 211 Helpline, you are helping self-determined families stay afloat during tough times and position themselves to thrive.

DISCLAIMER

211 is not for emergencies.

People should dial 911 for emergencies and 988 for behavioral or mental health crises.

NUMBERS AT A GLANCE

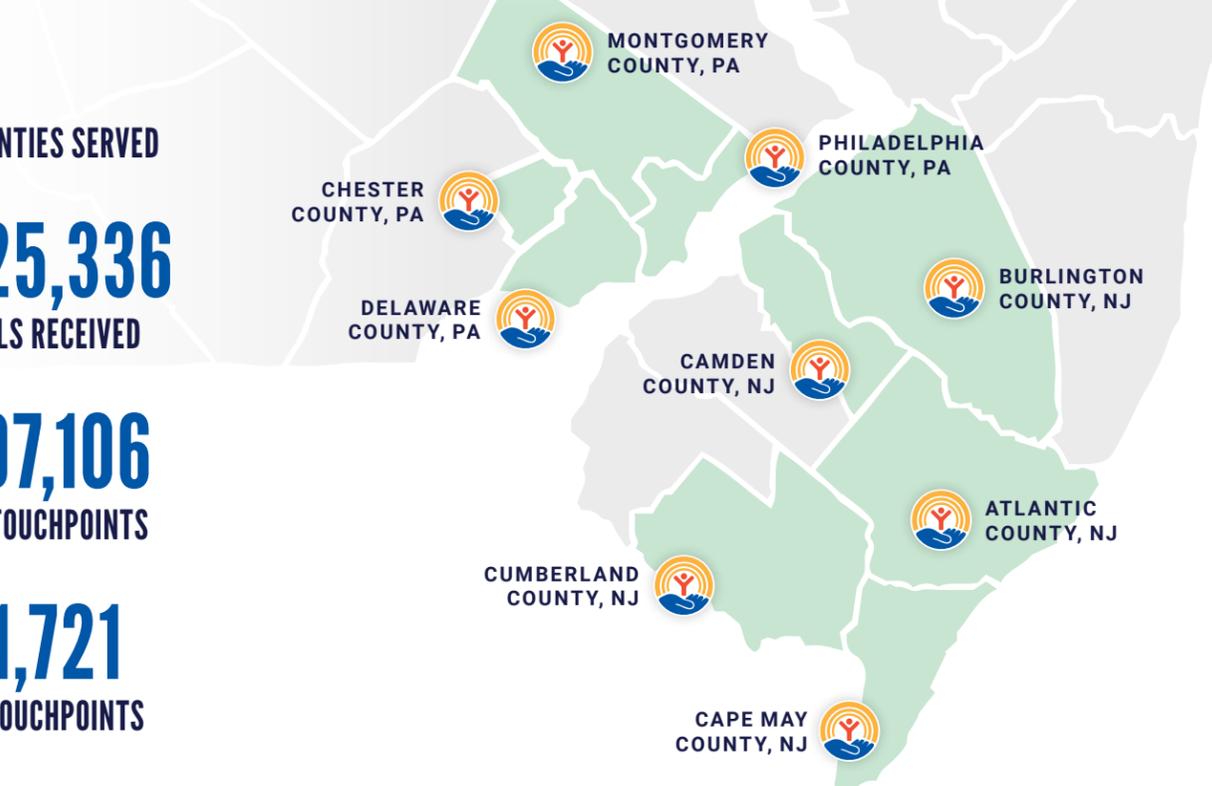
United Way of Greater Philadelphia and Southern New Jersey serves a nine-county footprint, including 211 services for callers from Southeastern Pennsylvania and Southern New Jersey.

9
COUNTIES SERVED

125,336
CALLS RECEIVED

197,106
PA TOUCHPOINTS

81,721
NJ TOUCHPOINTS



Larry, 53, was evicted when he couldn’t pay his rent. Soon after, his wallet, ID, and military service card were stolen. 211’s Resource Navigator gave Larry seven resources for food assistance and told him where he could get a new photo ID. They also gave him phone numbers to call anytime he needed to talk to someone and transferred him to a Housing Specialist who fast-tracked Larry for housing services.

MONTGOMERY COUNTY

“I’VE HAD ONE SERIOUS SETBACK AFTER ANOTHER. I APPRECIATE EVERYTHING 211 HAS DONE FOR ME.”

Larry
April 2023

1. New Jersey: Atlantic, Burlington, Camden, Cape May, and Cumberland Counties
Pennsylvania: Chester, Delaware, Montgomery, and Philadelphia Counties

2. PA211 and NJ211 collect outreach-type data that includes calls, texts, webchat, and emails.

CHESTER COUNTY

**“I COULD BREATHE AGAIN—
LITERALLY—THANKS TO 211’S HELP
AFTER MY POWER GOT SHUT OFF.”**

Ben
April 2023

Ben, 40, takes multiple medications, is on a restricted diet, and uses an electronic device that helps to heal his damaged lungs. Unfortunately, his electricity was shut off after missing a few payments. He was dropped from his customer assistance plan and couldn't pay his past due balance. 211's Resource Navigator told Ben to contact the PA Utilities Commission (PUC) for help with his medical certifications for benefits. They also screened him for utility assistance and connected him with Meals on Wheels.



WHO'S CALLING, PLEASE?

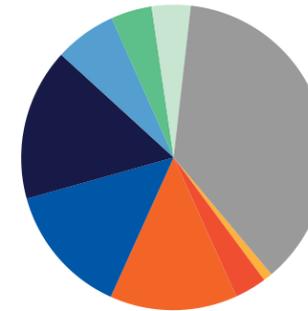
GENDER BREAKDOWN



FEMALE: 67,158
MALE: 24,862
TRANSGENDER: 107
NOT RECORDED: 40,286 **TOTAL: 132,413**

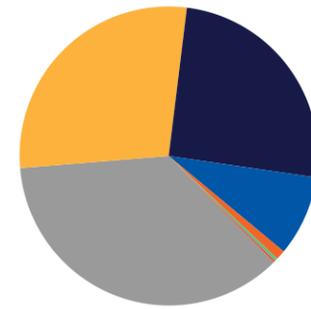
AGE RANGE

76+: 5,458
66-75: 5,752
60-65: 8,662
45-59: 21,313
35-44: 18,447
25-34: 17,900
18-24: 4,467
UNDER 18: 1,271
NOT RECORDED: 49,143



TOTAL: 132,413

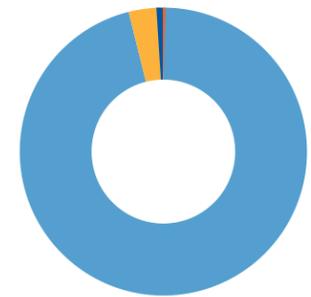
RACIAL BREAKDOWN



TOTAL: 66,799

AFRICAN AMERICAN/BLACK: 18,784
WHITE/CAUCASIAN: 16,695
OTHER: 5,859
ASIAN: 668
AMERICAN INDIAN OR ALASKA NATIVE: 223
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER: 132
NOT RECORDED: 24,438

LANGUAGE REQUESTED

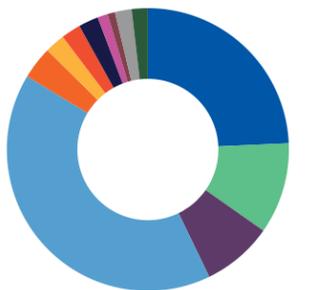


ENGLISH: 64,193
SPANISH: 2,269
NOT COLLECTED: 306
OTHER LANGUAGE: 41

TOTAL: 66,809

TOP NEEDS/SERVICES

UTILITY ASSISTANCE: 69,906
HOUSE/SHELTER: 41,603
INFORMATION SERVICES: 17,873
BENEFITS SCREENING: 13,870
HEALTH CARE: 6,374
CRIMINAL JUSTICE AND LEGAL SERVICES: 3,970
CONSUMER SERVICES: 3,834
INCOME SUPPORT: 3,891
MENTAL HEALTH AND SUBSTANCE USE SERVICE: 3,293
CONSUMER ASSISTANCE: 3,150
TRANSPORTATION: 2,030
FOOD: 1,449



TOTAL: 171,243

BURLINGTON COUNTY

**“I FOUND THEIR THOROUGHNESS AND
EMPATHY RARE AND COMFORTING.”**

Anna
2023

Anna, experiencing homelessness, sought shelter through the 211 Helpline. A Resource Navigator worked tirelessly to secure a spot in a warming center for her and her boyfriend. Anna, accustomed to judgment, found the Navigator's thoroughness and empathy rare and comforting. In that moment of vulnerability, 211 not only provided shelter, but also a compassionate understanding that made a significant impact on Anna's challenging journey.

PA211 collects outreach-type data that includes calls, texts, webchat, and emails. NJ211 collects calls received.

PHILADELPHIA COUNTY

“YOU CONNECTED ME TO EXACTLY WHAT I NEEDED. THIS IS GOING TO BE A GAME CHANGER.”

Chris

June 2023

Chris, 63, could only afford a basic cellphone without internet capability. And he didn't have a computer to access the internet, so it was hard to search for a job, housing, or even apply for benefits unless he went to the library. He had heard about digital inclusion programs, so he called 211 to see if they were in his area. He was pleased when 211's Resource Navigator told him he was eligible for the Affordable Connectivity Program (ACP)— and helped him to apply to cross the digital divide.



IT TAKES A CONNECTED VILLAGE

In today's digital age, access to technology and the skills to navigate it are fundamental to success in school, work, and beyond.

With help from the Digital Navigator Network, callers of 211 can get connected to the internet, paired with free or affordable devices, and referred to training. Digital Navigators serve as guides, providing one-on-one support, building upon the infrastructure of 211. Since its founding in June 2020, the Digital Navigator Network via PHLConnectED has supported 3,600 households.

10%
SENIORS, 60+

24%
K-12 FAMILIES

9%
LANGUAGE INTERPRETATION

34%
LOW-INCOME HOUSEHOLDS



In October 2023, the Network expanded to include 10 community partners, offering service beyond Philadelphia limits to other pockets of the Commonwealth. The Network has identified the following outreach goals for how many calls they plan to answer in 2024:

3,000
PHILADELPHIA COUNTY

1,000
ALLEGHENY COUNTY

700
MONTGOMERY + DELAWARE COUNTIES

Partners include: ACLAMO; Beyond Literacy; Chester Education Foundation; Drexel University's exCITE Center; Esperanza; Goodwill of Southwestern PA; Literacy Council of Norristown; Literacy Pittsburgh; Media Fellowship House; Southeast Asian Mutual Assistance Association Coalition (SEAMAAC)

CHESTER COUNTY

“THANK YOU FOR CALLING BACK TO CHECK ON ME. NO ONE HAS EVER DONE THAT FOR ME IN MY ENTIRE LIFE.”

Sandra

July 2023

A 211 Resource Navigator reviewed various resources with Sandra, 43, like where to look for low-income and subsidized housing and how to use the comprehensive online list of affordable homes and apartments in her area. She referred Sandra to food and legal assistance services and explained how she could apply to the Emergency Rental Assistance Program (ERAP) for help with a security deposit.





Greater Philadelphia
and Southern New Jersey

MAKE A GIFT

Help us grow our impact today!

When you make a gift to support services like United Way's 211 Helpline, you are helping self-determined families stay afloat during tough times and position themselves to thrive.



**FOR MORE INFORMATION AND TO LEARN MORE,
SCAN THE QR CODE OR VISIT [UNITEDFORIMPACT.ORG](https://unitedforimpact.org)**

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and Southern New Jersey**

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