

2008 Annual Report

July 2007 – June 2008



2-1-1 Big Bend, Inc.

P.O. Box 10950, Tallahassee, FL 32302-2950
(850) 617-6300 administration (850) 561-3443 fax www.211bigbend.org
Creating A Caring and Connected Community
A United Way Agency

Mission

To help individuals and communities by bringing people and services together through programs that include telephone counseling, crisis intervention, information, referral and training services.

How We Help

2-1-1 Big Bend has provided free hotline counseling, information and referral services for 36 years. Callers may remain anonymous and calls are confidential. Hotline counselors help more than 155 people each day including at least one call a day from someone who is suicidal. Counselors complete extensive training prior to working on the hotlines. Comprehensive human service databases are maintained to assist callers with referrals and specialized information products (e.g., print directories, electronic directories and web-based directories) are created to help consumers and other agencies.

History and Name Changes

- w 1970 – Founded as Telephone Counseling Center at Florida State University Counseling Center.
- w 1976 – Incorporated as Telephone Counseling & Referral Service, Inc. (a private non-profit agency).
- w 2002 – Changed agency name to 2-1-1 Big Bend, Inc.
- w 2003 – Launched the three-digit 2-1-1 number for its local 24/7 hotline on February 11, 2003.

Credentials and Governance

- w Dedicated to recruiting and training skilled volunteers and professional staff to fulfill its mission.
- w Governed by a local, volunteer Board of Directors.
- w Accredited by the Alliance of Information and Referral Systems (AIRS).
- w Accredited by the American Association of Suicidology (AAS).
- w Certified as a provider in the Florida Alliance of Information & Referral Services (FLAIRS) -- Florida 2-1-1 Network by the Florida Agency for Health Care Administration (AHCA).

Memberships

- w Alliance of Information and Referral Systems (AIRS)
- w Florida Alliance of Information and Referral Systems (FLAIRS)
- w American Association of Suicidology (AAS)
- w National Suicide Prevention Lifeline Network
- w Greater Tallahassee Chamber of Commerce
- w United Partners for Human Services (UPHS)

Funding Sources

- w Funded by United Way of the Big Bend, City of Tallahassee, Leon County, Florida Department of Health, Florida Department of Children and Families, private contributions, and other sources.

Hotline Callers Served

(Includes Incoming Calls and E-Mail Contacts)

<u>Hotline Name</u>	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
Helpline 2-1-1	17,336	17,243	24,349	7,106	41%
Lifeline (Suicide Prevention)	92	489	590	101	21%
PhoneFriend (program closed 2/07)	326	131	0	-131	n/a
Parent Helpline	4,912	3,750	4,424	674	18%
FL HIV/AIDS Hotline	8,588	7,310	7,380	70	1%
FL Family Health Line	22,340	23,052	28,456	5,404	23%
FL Breast & Cervical Cancer	2,877	3,404	3,901	497	15%
Total Incoming Contacts	56,471	55,379	69,100	13,721	25%

Hotline Follow-Up Services

(Includes Outgoing Contacts to Callers)

<u>Hotline Name</u>	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
Helpline 2-1-1	832	679	580	-99	(15%)
Lifeline	2	4	10	6	150%
Parent Helpline	33	11	13	2	18%
FL HIV/AIDS Hotline	47	14	8	-6	(43%)
FL Family Health Line 667	755	337	-418	(55%)	
FL Breast & Cervical Cancer	930	954	734	-220	(23%)
Total Follow-Up Contacts	2,511	2,417	1,682	-735	(30%)

High Risk Crisis Calls And Outcomes

<u>Type of Outcome</u>	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
De-escalation	78	87	85	-2	(2%)
Voluntary Intervention 33	19	9	-10	(53%)	
Involuntary Intervention	44	17	13	-4	(23%)
Terminated without Resolution	5	30	19	-11	(37%)
Disconnected	6	24	15	-9	(37%)
Total High-Risk Calls	166	177	141	-36	(20%)

Resource Database Program Records Managed

(Number of Human Service Programs Available For Making Referrals As Of June 30)

<u>Hotline Name</u>	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
Helpline 2-1-1	1,077	1,059	1,080	21	2%
Parent Helpline	404	481	459	-22	(5%)
FL HIV/AIDS Hotline	681	642	612	-30	(5%)
FL Family Health Line	894	898	889	-9	(1%)
FL Breast & Cervical Cancer	77	85	84	-1	(1%)
FLAIRS Statewide Directory	146	149	150	1	1%
State/National Hotlines	49	46	43	-3	(7%)
Total Database Records	3,328	3,360	3,317	-43	(1%)

Agency Website Usage

	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
Agency Web Site Page Views	310,779	213,479	177,593	-35,886	(17%)
Helpline 2-1-1 Searchable Database Visitors	42,621	52,885	71,276	18,391	35%
FL HIV/AIDS Searchable Database Visitors	10,041	10,352	11,592	1,240	12%

Volunteerism

	<u>FY 05-06</u>	<u>FY 06-07</u>	<u>FY 07-08</u>	<u>Change</u>	<u>% Change</u>
New Volunteers Graduated	75	66	67	1	2%
New Volunteers Cleared for Hotlines	49	53	52	-1	(2%)
Hotline Volunteer Hours	10,349	10,682	9,881	-801	(7%)
Value of Volunteer Hours ⁱ	\$186,696	\$192,703	\$178,253	-\$14,450	

Collaboration Agreements

2-1-1 Centers

Heart of Florida United Way 2-1-1 and Elder Helpline in Orlando (after-hours services)
 United Way of NE Florida 2-1-1 in Jacksonville (emergency call rerouting agreement)

Child Sexual Abuse Prevention

Darkness To Light (international program; www.d2l.org; 1-866-367-5444 national hotline)

Disaster Response

Capital Area Chapter of the American Red Cross (serves all eight Big Bend counties)

Elder Helpline

Area Agency on Aging of North Florida (serves 14 Big Bend and Panhandle Counties)

Emergency Management Offices in the Eight Big Bend Counties

Franklin, Gadsden, Jefferson, Leon County Sheriff's Office / Division of Emergency Management, Liberty, Madison, Taylor and Wakulla counties

Law Enforcement

Tallahassee Police Department

Suicide Prevention

National Suicide Prevention Lifeline – 1-800-273-TALK and 1-800-SUICIDE national hotlines (all Lifeline callers from the Big Bend area are automatically routed to the 2-1-1 Big Bend Helpline 2-1-1 program)

Volunteer Center

VolunteerLEON: Leon County Volunteer Center (serves all eight Big Bend counties)

Other Collaborative Work

United Way of the Big Bend – BEST and VITA programs

Whole Child Leon

Florida Alliance of Information & Referral Services/ Florida 2-1-1 Network Committee

FY 2007-2008 Annual Highlights

- v Sold former facility building
- v Replaced the current facility roof with metal low-slope roof
- v Updated strategic plan for agency
- v Prepared for reaccreditation from Alliance of Information & Referral Systems (AIRS) and completed all required documentation
- v Published the 2007-2008 edition of the *Community Resource Directory* (November 2007)
- v Received and made 70,782 hotline contacts in all agency hotline programs, assisting callers in need of information, counseling, crisis intervention and referral services
- v Increased Helpline 2-1-1 call volume by 41 percent
- v Increased number of visitors using Helpline 2-1-1 online searchable directory by 35 percent
- v Trained and cleared 52 new volunteer counselors to answer hotlines (52 trainees x 75 training hours x \$19.51 per hour = \$76,089 value of in-kind contribution)
- v Volunteers (116) contributed 9,881 volunteer hours toward all hotline services (\$192,778 value based on a rate of \$19.51/hr)
- v Conducted fundraising event called "A Night in Las Vegas" in April 2008; grossed \$49,500 representing a 52 percent increase over previous year

FY 2008 – 2009 Goals

- v Complete AIRS accreditation site review and become reaccredited by September 30, 2008
- v Refinance facility mortgage to a lower rate with a longer fixed term to reduce cost and create stability for future budgets
- v Restructure banking accounts and/or institutions to decrease fees, increase net returns and improve banking efficiencies which will save staff time and related expense
- v Generate \$50,000 grant revenues to purchase a back-up generator to power the entire agency
- v Raise \$50,000 from the fundraising benefit scheduled for April 18, 2009
- v Complete the upgrade to new call center software from IRis version 3.0 to IRis version 4.0
- v Increase call volume on Helpline 2-1-1 in each of the eight Big Bend counties by 10 percent
- v Increase the number of new cleared hotline volunteers by 10 percent (objective is 57 cleared volunteers)
- v Implement new program promotional strategies: TV/radio PSAs, Constant Contact electronic newsletter, use of social marketing networks, billboard placements, distribution of newly designed print materials
- v Develop internship program for marketing students and recruit at least one intern for placement at the agency
- v Produce quarterly hotline trend reports and distribute to funding and human service organizations; use report for community education and advocacy about human service trends and needs in the community
- v Actively collaborate with the emerging Community Organizations Active In Disaster (COAD) coalition

Program Overviews

Helpline 2-1-1 (*Big Bend Area*) 2-1-1 or (850) 617-6333 or 1-877-211-7005 toll free

- Operated 24 hours daily for 366 days, representing 8,784 uninterrupted hotline hours
- Averaged 2,077 monthly Helpline 2-1-1 contacts (incoming and follow-up calls)
- Provided telephone counseling, crisis/suicide intervention, community information & referrals
- Maintained and updated 1,080 records in a database of community health & human resources
- Printed 2007-08 edition of *Community Resource Directory*
- Produced and distributed the *Community Resource Directory on Disc*
- Served 71,276 visitors to searchable community resource directory on the agency website
- Funded by United Way, City of Tallahassee, Leon Co., FL Dept. Children & Families, fees, contributions

National Suicide Prevention Lifeline (*2-1-1 Big Bend answers calls to this national hotline that originate in the North Florida area*) 1-800-273-TALK toll free

- Operated 24 hours daily for 366 days, representing 8,784 uninterrupted hotline hours
- Averaged 50 monthly contacts (incoming and follow-up calls)
- Provided telephone counseling, crisis/suicide intervention, community information & referrals
- Added new high risk assessment protocol to services based on national standards
- Added new veterans services based on a national collaboration with the Veterans Administration
- Funded by the United States Substance Abuse and Mental Health Services Administration (SAMHSA) via contract with The Mental Health Association of New York City, Inc.

Family Health Line (*Statewide*) 1-800-451-2229

- Operated 8 a.m. – 11 p.m., Monday – Friday; 10:30 a.m. – 6:30 p.m., Saturday - Sunday
- Provided counseling, information & referrals about pre-natal & post-natal care, parenting & family issues; provided follow-up to assure clients are properly linked to services
- Averaged 2,399 monthly contacts (incoming & follow-up calls)
- Maintained and updated 889 records in a database of statewide health & human resources
- Funded by Florida Department of Health

Florida HIV/AIDS Hotline (*Statewide*)

1-800-FLA-AIDS (352-2437) English * 1-800-545-SIDA (545-7432) Spanish

1-800-AIDS-101 (243-7101) Creole * 1-888-503-7118 TTY

- Operated 8 a.m. – 9 p.m., Monday – Friday; 10:30 a.m. – 6:30 p.m., Saturday
- Provided information, referrals & crisis counseling regarding HIV, AIDS, TB & STD
- Averaged 616 monthly contacts (incoming & follow-up calls)
- Maintained and updated 612 records in a database of statewide health & human resources
- Served 11,592 visitors on searchable statewide HIV/AIDS resource directory on the agency website
- Funded by Florida Department of Health

Florida Breast & Cervical Cancer Program Hotline (*Statewide*) 1-800-451-2229

- Operated 8 a.m. – 11 p.m., Monday – Friday; 10:30 a.m. – 6:30 p.m., Saturday - Sunday
- Provided information and referrals on breast and cervical cancer screening & detection
- Averaged 386 monthly contacts (incoming & follow-up calls)
- Maintained and updated 84 records in a database of statewide health & human resources
- Funded by Florida Department of Health

Parent Helpline (*Statewide*) 1-800-352-5683

- Operated 24 hours daily
- Provided information, referrals & counseling related to the safety & well-being of Florida's families & children
- Averaged 370 monthly contacts (incoming & follow-up calls)
- Maintained and updated 459 records in a database of statewide health & human resources
- Funded by Florida Department of Children and Families

2007 – 2008 Board of Directors

	Date <u>Elected</u>		Date <u>Elected</u>
Neil Snyder, Chair	06/05	Allison Harrell	07/07
John Webb, Vice Chair	02/06	Dan Holloway	03/02
Ben Graybar, Treasurer	10/05	Fred Hunter	11/03
Nancy Phelps, Secretary	07/05	Kimberly King	08/02
Anne Longman, Chair-Elect	06/06	Erik Kirk	06/05
Judge Augustus Aikens	01/02	Steve Lemmey	07/07
Delois Brown	06/05	Darlene Long	06/05
James Campbell	07/07	Gregory Redmon	07/07
Susan Carnes	06/05	Dianne Rodriguez	06/05
Nancy Deal	06/06	Donna Smithey	07/07
Sharon Ross Donaldson	07/07	Larry Wood	06/06

(Board terms are for two years and are renewable with a limit of eight years; officer terms are for one year and are renewable; board chairman has a two year term)

Board Meetings -- Monthly board meetings were held eight times from 5:30-7:00 p.m. on the following dates at the 2-1-1 Big Bend facility in Tallahassee, Florida: July 10, 2007; September 11, 2007; November 13, 2007; January 8, 2008; February 12, 2008; March 11, 2008; April 8, 2008; June 10, 2008. The attendance rate for the fiscal year was 63 percent.

2007 - 2008 Agency Staff

Executive Team

Randall Nicklaus, President
 Rosemary Ilic, Director of Hotline Programs
 Janet Bard Hanson, Director of Management & Information Programs
 Carolyn Lavery-Barclay, Business Manager
 Walter Brown, Executive Assistant

Endnotes

ⁱ This is based on the Independent Sector dollar value of a volunteer hour (\$18.04 used for FY 05-06, FY 06-07 & FY 07-08 valuation), copyright 2007 Independent Sector, www.independentsector.org/programs/research/volunteer_time.html