



Mile High United Way

2-1-1

Get Connected. Get Help.™

IMPACT REPORT
2020

2-1-1 HELP CENTER

Dial three simple numbers – 2-1-1 – and reach Mile High United Way’s 2-1-1 Help Center to both give and get help in your community. Mile High United Way’s 2-1-1 is a confidential and multilingual service that helps callers navigate through their situation by assessing their needs and then matching them with the best and closest resources in their community. With over 8,000 available resources statewide (including COVID testing sites), 2-1-1 has the largest, most up-to-date database in the Rocky Mountain region for health and human services.

UNPRECEDENTED CALLS FOR HELP

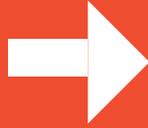
Due to the COVID-19 pandemic, Mile High United Way’s 2-1-1 Help Center experienced a rapid, unprecedented increase in requests for help as thousands found themselves in need of critical resources. By the end of March 2020, **our contacts had risen to more than 2,100 daily contacts**, from a pre-pandemic average of 330 contacts per day. Throughout Fall of 2020, 2-1-1 saw a steady rise in contact volume, and in December, with many unemployment benefits expiring and new shutdowns in place, contact volume levels increased steeply again. 2-1-1 nearly doubled the amount of resource navigators to accommodate this surging need.

Most notably, the need for rent and utility assistance has risen considerably. From March – December 2020, **2-1-1 responded to over 17,800 requests for rent payment assistance.** Assistance with food/meals and housing remain two of the top five areas of need, increasing in proportion with the volume of calls as the first shutdowns occurred due to COVID-19.

THE VALUE OF 2-1-1

In a recent study conducted by Deloitte, they found that 2-1-1 Colorado created over \$6 million annually in economic and social value statewide, by directly connecting clients to multiple services in one call rather than utilizing multiple state and local offices.

**\$1
INVESTED**



**\$2.1
ECONOMIC RETURN**

**OVER \$6 MILLION VALUE
TO THE COMMUNITY**

ONE CALL



**OVER 8,000 RESOURCES
IN ONE DATABASE**

SINCE THE COVID-19 PANDEMIC HIT,* 2-1-1 HAS RECEIVED:

120,000

**REQUESTS
FOR HELP**

454,919

**WEB
DATABASE
SEARCHES**

3,610

**SNAP
APPLICATIONS
PROCESSED**

1,476

**REQUESTS FOR
COVID-19 TESTING
LOCATIONS**

WE ARE PROUD TO BE MEETING CRITICAL NEEDS AT THIS SCALE

**Contact volume is from Monday, March 2 through Thursday, December 31, 2020.*

Through the study, we found that while the overall costs to operate the statewide 2-1-1 program in 2019 was \$3 million, the benefits accrued to Colorado was estimated at \$6.1 million. These benefits reflected both time saved and access to services, most notably:

- The value of time saved by individuals and agencies because of 2-1-1 is over \$500,000 annually
- The value of income earned by parents who were able to secure childcare through 2-1-1 referral services was estimated at \$563,000
- The value of additional federal funds that 2-1-1 brought to families as food assistance (SNAP) benefits was estimated at \$1.6 million



Thank you to Deloitte for partnering with us to procure and analyze this impactful data.

SUPPORTING COLORADO

Because of our 2-1-1 data, Mile High United Way has a deep understanding of community needs. When the pandemic hit, the State of Colorado and City and County of Denver relied on us to provide that critical support and expertise. We were proud to have led the efforts for the Colorado Covid Relief Fund and partner with the City and County of Denver to serve our community in this time of crisis.

“2-1-1 is the statewide first line response for all human services needs as they relate to COVID-19.”

GOVERNOR JARED POLIS



STAFF HIGHLIGHT: LAURA

Years after seeking help from 2-1-1 when she was a young, single mom, Laura applied as a Community Navigator with Mile High United Way and has been offering the help and hope she received to others ever since.

“After the call, I realized the navigator gave me something much more than resources. She gave me hope,” Laura said.

When HB 1197 was being debated, Laura testified on behalf of 2-1-1, sharing the story of Mary Anne, the Community Resource Navigator who gave her hope all those years ago.

“That is what 2-1-1 is all about, we are here because some of us know what it’s like to need help, and we want our clients to know that there is someone on the other end of the line who wants to help them today,” Laura said in her testimonial.

We are so grateful to have Laura on our team. [Read her full testimonial.](#)

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LAURA, 2-1-1 RESOURCE NAVIGATOR

RESOURCES AT YOUR FINGERTIPS

211Colorado.org has proven to be an invaluable asset to our community during this time. Since the pandemic began in mid-March, 211Colorado.org received over 450,000 searches for critical resources from people across Colorado.

Thousands of people also turned to the site’s [COVID-19 Resources and Information](#) web page which was set up during the onset of the pandemic to communicate the range of health and human services available to those who’ve been impacted.

POLICY UPDATE: HB 1197

In June, 2-1-1 Colorado secured \$500,000 in funding through the passing of HB 1197 as part of the CARES ACT COVID-19 Relief Bill.

The funds received will be utilized to continue to provide access to critical needs resources throughout the state and ensure the 2-1-1 Help Center can keep up with the community needs and demand.

Mile High United Way is incredibly grateful for the success of this bill and the opportunities this funding will provide!

IN HER OWN WORDS: NAVIGATING THROUGH COVID

It's still very difficult to find the words to express or encompass how it has felt. There have been so many ups and downs. Watching our call volume spike and continue to increase due to the various needs across the community is devastating, gut-wrenching, and scary.

It fills me with empathy and humility for any family that has dealt with job loss, been displaced from their home, had their hours cut, or has struggled to pay bills or keep food on the table because of this pandemic. I'm also grateful that I, myself, have been lucky enough to keep my job and my home throughout this, a gratitude that is only amplified by listening to calls and hearing the circumstances that our clients could never have seen coming throughout this past year.

On the other end of the spectrum, it's been beautiful to watch and be part of how 2-1-1 has shifted to meet the growing needs and adapted the way we serve clients. From day one, our 2-1-1 team did not skip a beat or reflect a single missed hour of operation in transitioning to the all remote, stay-at-home work environment. They didn't miss a beat in the face of the many partnership that have been created. They didn't miss a beat in the additional lines of direct service we have picked up or the increase in resources in our database. It's really been astounding.

[Learn more about how our 2-1-1 Resource Navigators are helping our community get through this pandemic.](#)



“Our 2-1-1 staff ALWAYS steps up to the challenge, so when I think about them, what I feel is: heart-warming, inspiring, and grateful to work with such amazing individuals that I get to call my team and family.”

KASEY, EMERGENCY RESPONSE SUPERVISOR, 2-1-1

Covering 25 counties in partnership with United Way of Larimer County and United Way of Weld County, we serve the Metro Denver area as well as Northern Colorado - approximately 71% of the state's population.

Whether you want to give or get help, Mile High United Way's 2-1-1 Help Center is here for you. Help is available Monday through Friday, 8 a.m. – 5 p.m. To connect with a trained Community Resource Navigator:



DIAL

Dial 2-1-1 or
(866) 760-6489
toll free



TEXT

Text your zip code
to 898-211



SEARCH/CHAT

Search our data-
base or live chat at
211colorado.org

[Learn more](#) about Mile High United Way's 2-1-1 Help Center.