


Get Connected. Get Help.™

HWMUW.ORG/211




1

2-1-1 IS HERE TO HELP

**CONFIDENTIAL.
COMPASSIONATE.
24/7/365.**

Michigan 2-1-1 connects people with information and resources for things like:

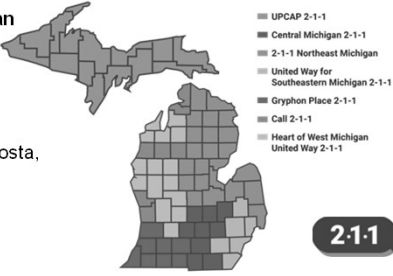
- Utility assistance
- Housing
- Food
- And so much more!




2

2-1-1 CONTACT CENTERS BY REGION


Heart of West Michigan United Way 2-1-1 serves 15 counties:
Antrim, Barry, Benzie, Grand Traverse, Ionia, Kalkaska, Kent, Lake, Leelanau, Mason, Mecosta, Montcalm, Newaygo, Oceana, and Osceola



- UPCAP 2-1-1
- Central Michigan 2-1-1
- 2-1-1 Northeast Michigan
- United Way for Southeastern Michigan 2-1-1
- Gryphon Place 2-1-1
- Call 2-1-1
- Heart of West Michigan United Way 2-1-1



3



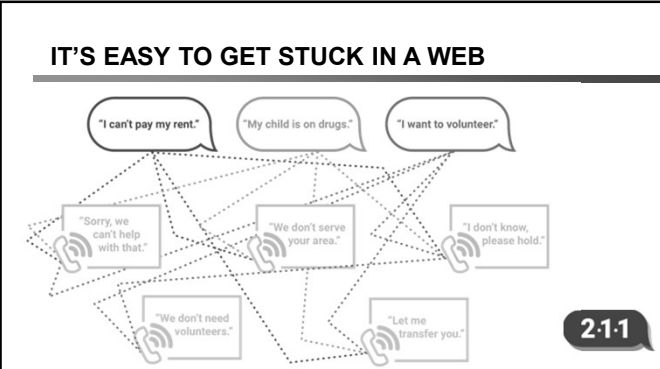
DO YOU KNOW SOMEONE...

- Out of work?
- Lacking food or heat?
- Without a place to live?
- Who is a victim of domestic violence or a natural disaster?
- Feeling depressed or alone?
- New to the area?
- Who just wants to help others?

2-1-1

4

IT'S EASY TO GET STUCK IN A WEB



"I can't pay my rent." "My child is on drugs." "I want to volunteer."

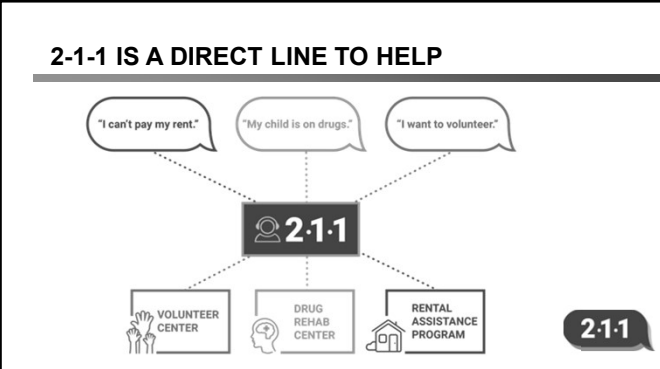
"Sorry, we can't help with that." "We don't serve your area." "I don't know, please hold."

"We don't need volunteers." "Let me transfer you."

2-1-1

5

2-1-1 IS A DIRECT LINE TO HELP



"I can't pay my rent." "My child is on drugs." "I want to volunteer."

2-1-1

VOLUNTEER CENTER DRUG REHAB CENTER RENTAL ASSISTANCE PROGRAM

2-1-1

6

WAYS TO CONNECT

DIAL 2-1-1
or 1-800-887-1107
24/7/365

TEXT
your zip code to 898211
Monday-Friday
8:30 a.m.-5 p.m.

LIVE CHAT
hwmuw.org/211-live-chat
Monday-Friday
7 a.m.-7 p.m.

EMAIL
hwreferral@incontactemail.com
Monday-Friday
7 a.m.-7 p.m.

Spanish-speaking staff and interpretation line with more than 240 languages **2-1-1**

7

Grand Traverse County Regional Data 2023

Contact Volume Activity:

Reporting Year: 2023

654

Top Services Requested:

Service	Total Contacts
Electric Service Payment Assistance	106
Community Shelters	81
At Risk/Insecure Housing Related Assistance Programs	71
Rent Payment Assistance	68
Food Pantries	26

Top Zip Codes:

Zip Code	Contacts
49604	188
49603	148
49604	148
49604	74
49604	74

Top Agencies Referred:

Agency	Contacts
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	216
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	125
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	125
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	74
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	74
GRAND TRAVERSE COUNTY COMMUNITY DEVELOPMENT	26

2-1-1

8

Grand Traverse County Unmet Needs 2023

Total Met vs. Unmet Needs:

124 (19%) Met Need Referral
530 (81%) Unmet Need

Top Unmet Needs:

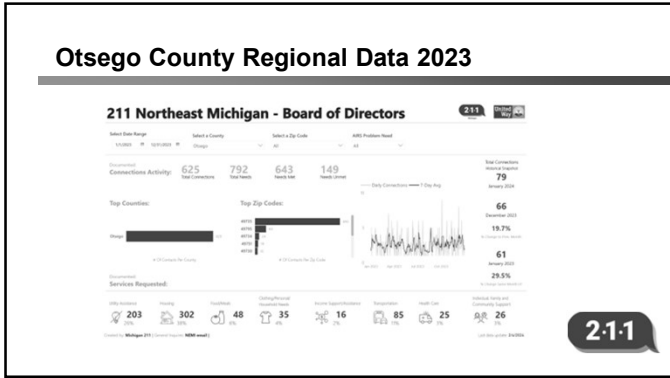
Need	Count
Rent Payment Assistance	18
Electric Service Payment Assistance	13
Automobile Payment Assistance	9
Community Shelters	9
Automobile Insurance Payment Assistance	5
Automobile Repair and Maintenance	5
Special Care Expense Assistance	5
General Financial/Community Ref. Pt.	5
Homeless Mutual Waivers	5
Rental Deposit Assistance	5
Undesignated Temporary Financial Aid...	5

Top Unmet Needs by Unmet Need Reason:

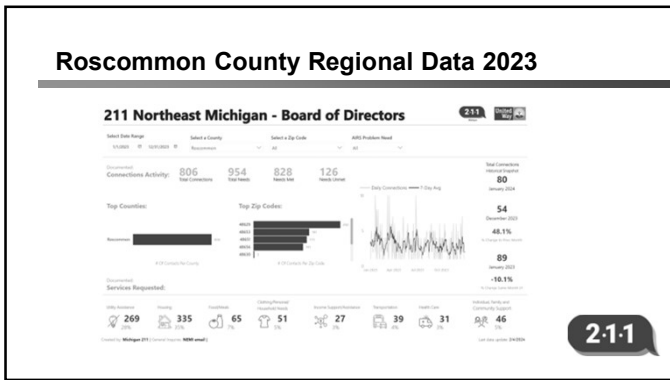
Reason	Count
No immediate resource available	48
Service not available	36
Client refused referral	17
Client ineligible/ documentation	11
Client ineligible/ other reason	9
Client ineligible/ income	3
Client ineligible/ other reason	3
Client ineligible/ other reason	2
Service unavailable/ other reason	2
Client ineligible/ other reason	2
Client ineligible/ other reason	1
Client ineligible/ other reason	1
Application not yet received	1

2-1-1

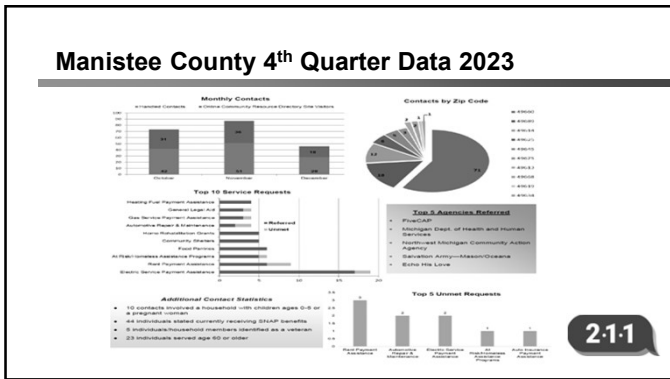
9



10



11



12

Common mi211.org Search Terms

Most popular resources/search terms
Found on the online resource directory mi211.org or by contacting our Community resource specialist via phone, text, email or live chat

- Utility
 - Utility Bill Payment Plans
 - Electric Service Payment Assistance
 - Gas Service Payment Assistance
 - Water Service Payment Assistance
 - Heating Fuel Payment Assistance
- Rent
 - Rent Payment Assistance
 - Rental Deposit Assistance
- Food
 - Food Pantries
 - Food Stamps/SNAP
- Home
 - Home Rehabilitation Grants
 - Home Rental Listing
- Housing
 - Low Income/Subsidized Private Rental Housing
 - Housing Search Assistance
 - 60 Day/90-day Housing Related Assistance Programs
- Homeless
 - Community Shelters
 - Homeless Motel Vouchers
 - 60 Day/90-day Housing Related Assistance Programs
- Shelter
 - Community Shelters
 - Domestic Violence Shelter
 - Extreme Weather Shelter
 - Homeless Motel Vouchers
- Car
 - Car Repair (which links to Automotive Repair and Maintenance)
- Transportation
 - Non-Emergency Medical Transportation
 - General Paratransit/Community Ride Programs
 - Senior Ride Programs
 - Disability Related Transportation
- Ride
 - Non-Emergency Medical Transportation
 - General Paratransit/Community Ride Programs
 - Senior Ride Programs
 - Disability Related Transportation
- Financial
 - Undesignated Temporary Financial Assistance
- Legal
 - General Legal Aid
- Income Tax Preparation
 - VITA Program Sites



13

ANY QUESTIONS?



14
