



2010 Service Snapshot

United Way 2-1-1 of Greater Kansas City is a free, confidential information and referral service available 24 hours a day. By dialing 2-1-1, a single call connects people in the community with trained call specialists who will guide them to find resources for their specific situation. The following report is a small snapshot of the data United Way 2-1-1 collects from calls, intended to show trends in needs and areas of our community.

Total Calls Received		
Total Calls - Local 2-1-1	155,880	83%
Total Calls - Contract	31,756	17%

Top Needs/Requests		
Electric Utility	42,092	31.8%
Gas Utility	17,178	13.0%
Rent Payment Assistance	16,190	12.2%
Water Utility	6,726	5.1%
Food Pantries	6,181	4.7%
Homeless Shelter	2,793	2.1%
Holiday Gifts	2,388	1.8%
Rent Deposit Assistance	2,150	1.6%
Tax Preparation	1,923	1.5%
Prescription Assistance	1,364	1.0%
Total Needs	132,391	

Top Unmet Needs/Requests		
Electric Utility	4,280	32.1%
Rent Payment Assistance	2,160	16.2%
Gas Utility	1,615	12.1%
Water Utility	992	7.4%
Rent Deposit Assistance	843	6.3%
Travelers Assistance	454	3.4%
Bus Passes/Gas Money	356	2.7%
Automobiles/Auto Repair	213	1.6%
Furniture	200	1.5%
Holiday Gifts	179	1.3%
Total Unmet Needs	13,354	
% Total Needs Unmet	10.1%	

Top Agency Referrals		
Metro Lutheran Ministry	20,050	8.5%
United Services CAA	16,553	7.0%
Saint James Place	7,580	3.2%
Redemptorist Social Services	7,082	3.0%
City Union Mission	7,026	3.0%
Salvation Army - Blue Valley	6,709	2.8%
Salvation Army - Westport	6,563	2.8%
Catholic Charities	6,542	2.8%
Bishop Sullivan Center	6,277	2.7%
Housing Information Center	5,186	2.2%
Total Referrals	236,743	

Call Types		
Information & Referral	106,597	80.5%
Information Only	17,176	13.0%
Hang Up	4,683	3.5%
Immediate Transfer	1,187	0.9%
Voicemail - Issue Resolved	851	0.6%
Inappropriate	706	0.5%
Advocacy	187	0.1%
Crisis	4	0.0%

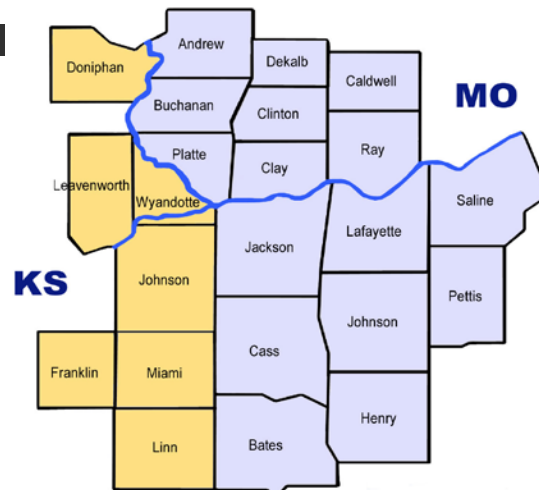
Website Statistics	
Visitor Hits	60,186
Web Hits	63,537
Taxonomy Searches	73,691

Top Website Taxonomy Searches	
Utility Assistance	8,231
Food Pantries	4,993
Rent Assistance	2,595
Transitional Housing	842
Homeless Shelter	652
Low Income Housing	634
Clothing	571
Food Banks	514
Transportation	458
Section 8	432

Top Website Zip Code Searches	
64130	431
64127	368
64131	344
64134	330
64118	316
64138	306
64119	280
64133	242
64110	236
64128	218

Top Website City Searches*	
Kansas City,MO(Jackson)	4379
Kansas City,KS(Wyandotte)	1184
Independence,MO(Jackson)	830
Kansas City,MO(Clay)	664
Overland Park	335
Lees Summit	292
Olathe	286
Kansas City,MO(Platte)	256
Leavenworth	216
Blue Springs	197

*April data unavailable



Callers by County		
Jackson, MO	81,978	61.9%
Wyandotte	9,716	7.3%
Clay	9,183	6.9%
Johnson, KS	6,897	5.2%
Platte	2,423	1.8%
Cass	1,893	1.4%
Buchanan	729	0.6%
Johnson, MO	488	0.4%
Pettis	371	0.3%
Lafayette	359	0.3%
Calls from Unknown Area	15,581	11.8%

KS Counties - Call Source	40 Counties
MO Counties - Call Source	89 Counties
Out of Service Area Calls	734 0.6%
Out of State Calls	165 0.1%

Callers by Zip Code		
64130	9,076	6.9%
64127	5,753	4.3%
64132	5,085	3.8%
64128	4,906	3.7%
64134	4,390	3.3%
64131	4,101	3.1%
64109	3,937	3.0%
64133	3,415	2.6%
64110	3,326	2.5%
64030	3,081	2.3%

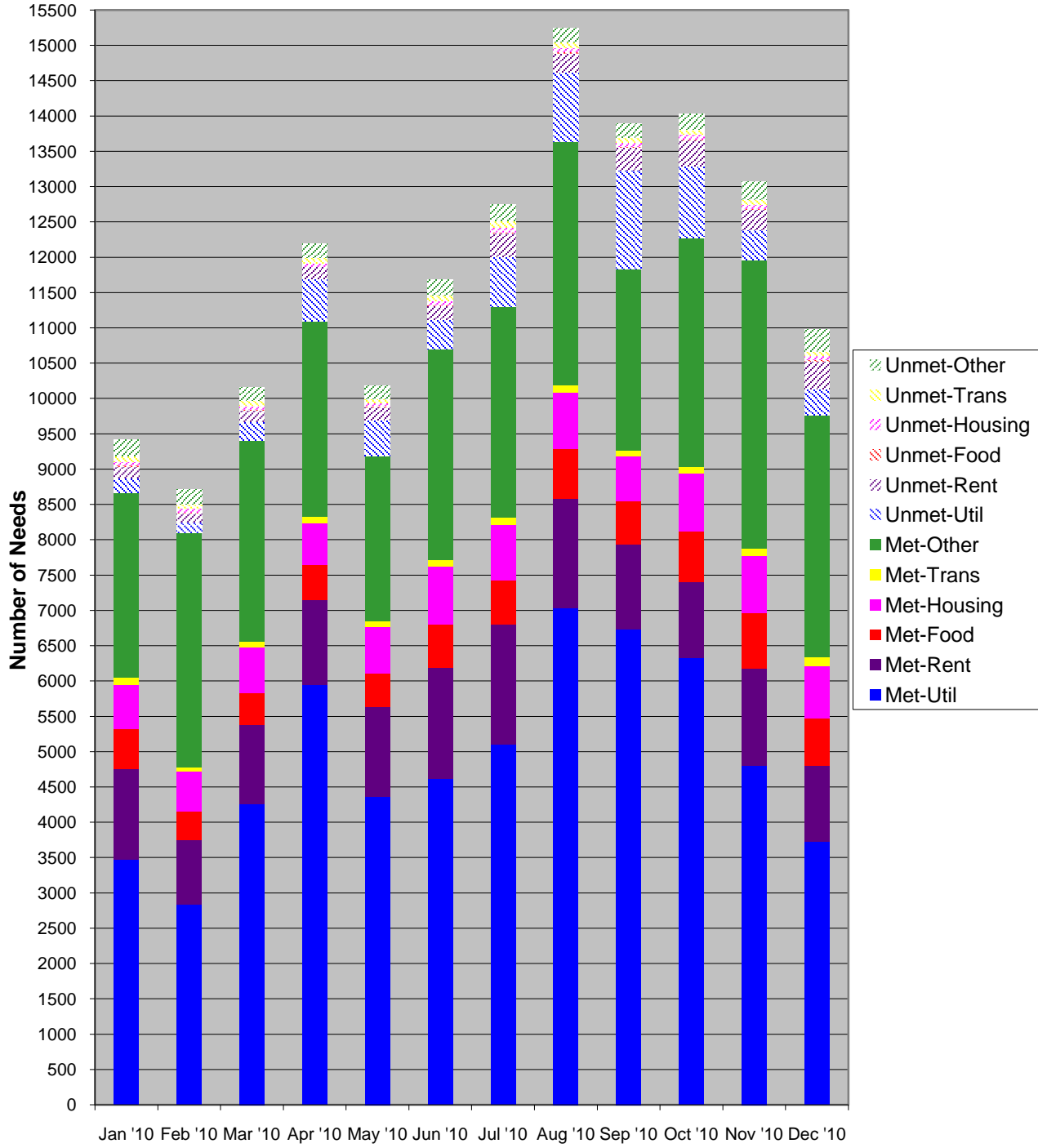
Callers by Who Contacted 2-1-1		
Self	126,637	95.7%
Friend/Relative	3,080	2.3%
Organization	2,674	2.0%

Callers by Age		
17 & Under	136	0.2%
18 - 39	28,495	51.3%
40-59	21,060	37.9%
60 and over	5,829	10.5%
Total Ages Provided	55,520	
Unknown	76,871	

Callers by Gender		
Female	94,132	71.1%
Male	25,259	19.1%
Unknown	13,000	9.8%

Callers by Language		
English	129,094	97.5%
Spanish	869	0.7%
Other	493	0.4%
Relay	24	0.0%
Unknown	1,911	1.4%

2010 Met & Unmet Needs



United Way 2-1-1 Call Volume

