



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.

2010 Service Snapshot

First 6 months

Total Calls Received	83,000	
Total Calls - Local 2-1-1	66,331	80%
Total Calls - Contract	16,669	20%

Top Needs/Requests		
Electric Utility	11,686	22.3%
Gas Utility	8,370	16.0%
Rent Payment Assistance	5,861	11.2%
Food Pantry	2,326	4.4%
Water Utility	1,749	3.3%
Tax Preparation	1,189	2.3%
Homeless Shelter	821	1.6%
Rent Deposit Assistance	778	1.5%
Dental Care	643	1.2%
Prescription Assistance	612	1.2%
Total Needs	52,295	

Top Unmet Needs/Requests		
Electric Utility	1,066	19.3%
Gas Utility	846	15.3%
Rent Payment Assistance	835	15.1%
Rent Deposit Assistance	453	8.2%
Water Utility	314	5.7%
Travelers Assistance	224	4.1%
Bus Passes/Gas Money	163	3.0%
Furniture	104	1.9%
Automobiles/Auto Repair	96	1.7%
Burial/Funeral Assistance	84	1.5%
Total Unmet Needs	5,512	
% Total Needs Unmet	10.5%	

Top Program Referrals		
Metro Lutheran Ministry	6,859	7.9%
United Services CAA	6,582	7.6%
Bishop Sullivan Center	3,703	4.3%
Redemptorist Social Services	3,139	3.6%
Catholic Charities KS	2,496	2.9%
Salvation Army - Blue Valley	2,167	2.5%
Catholic Charities - KCSJ	2,120	2.4%
KC CASH	1,971	2.3%
Salvation Army - Bellefontaine	1,838	2.1%
Salvation Army - Westport	1,778	2.1%
Total Referrals	86,611	

Call Types		
Information & Referral	39,195	78.4%
Information Only	6,854	13.7%
Hang Up	2,071	4.1%
Immediate Transfer	549	1.1%
Failed Return	525	1.0%
Inappropriate	437	0.9%
Voicemail - Issue Resolved	222	0.4%
Advocacy	9	0.0%

Method of Contact		
Phone	49,006	98.0%
Email	109	0.2%
Mail	4	0.0%
Unknown	899	1.8%

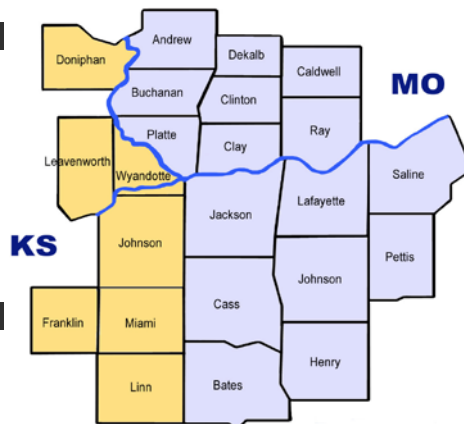
Website Statistics	
Visitor Hits	32,942
Web Hits	29,777
Taxonomy Searches	34,898

Top Website Taxonomy Searches	
Utility Assistance	3225
Food Pantry	1936
Rent Assistance	1488
Transitional Housing	334
Homeless Shelter	298
Low Income Housing	258
Temp. Financial Assistance	232
Food Banks/Suppliers	224
Transportation	216
Clothing	210

Top Website Zip Code Searches	
64130	224
64138	204
64131	182
64127	160
64012	158
64110	158
64119	144
64108	130
64134	128
64118	120

Top Website City Searches*	
Kansas City,MO(Jackson)	1921
Independence,MO(Jackson)	416
Kansas City,KS(Wyandotte)	365
Kansas City,MO(Clay)	316
Lee's Summit	156
Overland Park	134
Leavenworth	128
Kansas City,MO(Platte)	114
Raytown	111
Olathe	106

*April data unavailable



Callers by County		
Jackson, MO	30,862	61.7%
Wyandotte	4,135	8.3%
Clay	3,410	6.8%
Johnson, KS	2,373	4.7%
Platte	934	1.9%
Cass	736	1.5%
Johnson, MO	193	0.4%
Buchanan	179	0.4%
Pettis	134	0.3%
Lafayette	132	0.3%
Calls from Unknown Area	5,880	11.8%

KS Counties - Call Source	31 Counties
MO Counties - Call Source	75 Counties
Out of Service Area Calls	370 0.7%
Out of State Calls	60 0.1%

Callers by Zip Code		
64130	3,398	6.8%
64127	2,393	4.8%
64128	2,013	4.0%
64132	1,802	3.6%
64109	1,563	3.1%
64134	1,472	2.9%
64131	1,307	2.6%
64110	1,163	2.3%
64133	1,157	2.3%
64138	1,045	2.1%

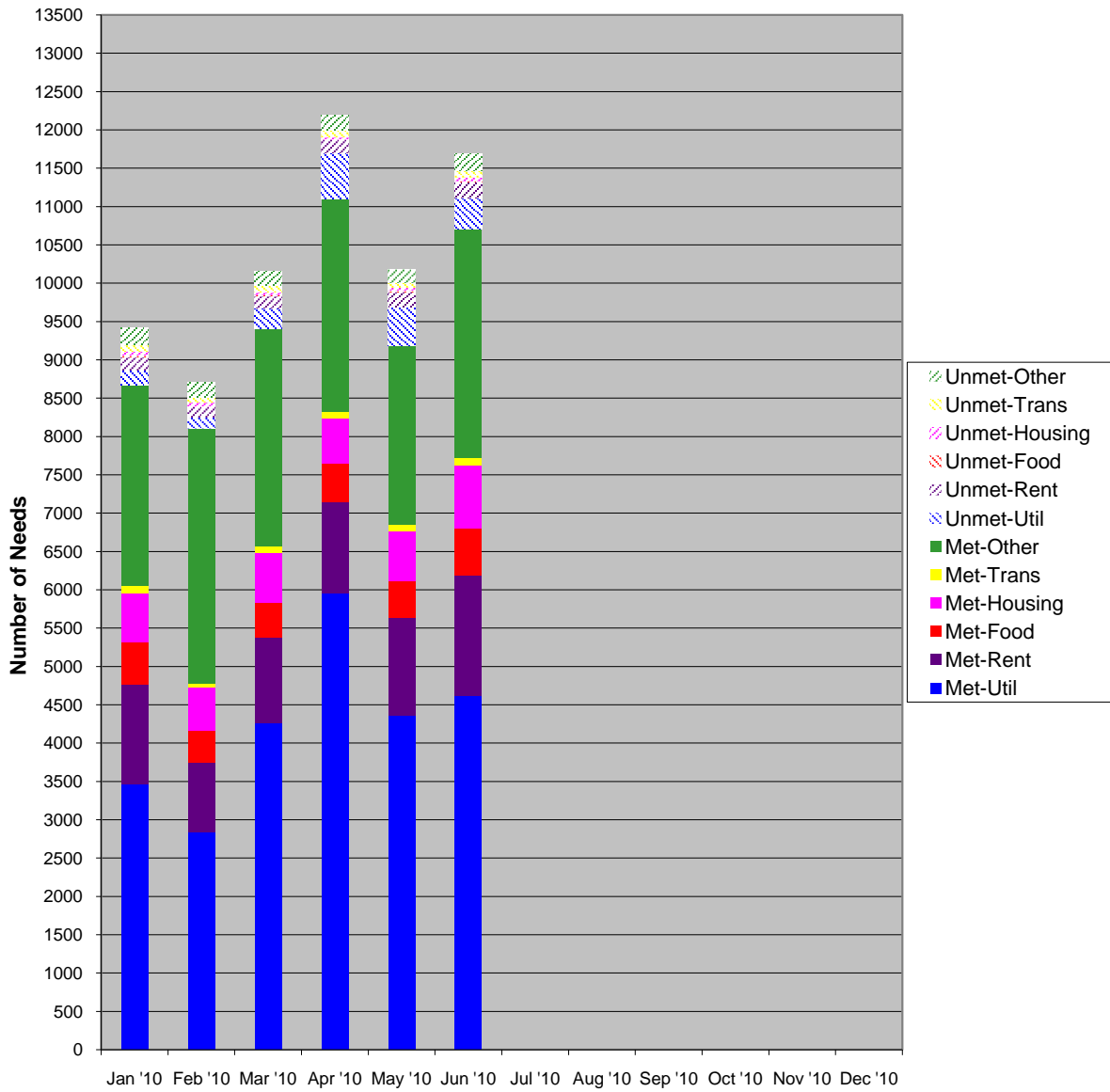
Callers by Who Contacted 2-1-1		
Self	47,933	95.8%
Friend/Relative	925	1.8%
Organization	1,160	2.3%

Callers by Age		
17 & Under	68	0.5%
18 - 39	6918	51.7%
40-59	4821	36.0%
60 and over	1573	11.8%
Total Ages Provided	13,380	
Unknown	36,638	

Caller by Gender		
Female	35,287	70.5%
Male	10,440	20.9%
Unknown	4,291	8.6%

Caller by Language		
English	48,359	96.7%
Spanish	225	0.4%
Other	63	0.1%
Relay	14	0.0%
Unknown	1,357	2.7%

2009 Met & Unmet Needs



United Way 2-1-1 Call Volume

