



211 IS CONNECTIONS.

**ALASKA 211**  
**2023 ANNUAL REPORT**

# GET CONNECTED. GET HELP.

FROM OUR ALASKA 211 TEAM

## More Alaskans are making 211 their first call for help.

**211 is the easiest, fastest way for Alaskans to get connected to helpful services.** From shelter for the night, health care and legal assistance to food pantries and transportation, we connect people to available nearby resources and services.

**For someone under tremendous stress, time saved and frustration avoided can make a huge difference.** Healthcare providers, social workers, legislative aides, law enforcement, and school counselors also turn to 211 to access information to help their clients and those they serve.

**Ninety percent of our callers in 2023 were connected to solutions that could meet their needs**—and we're proud of that statistic, though we do wish it were 100%. The needs of Alaskans simply outweigh the available resources. Our highly trained, caring Community Resource Specialists dislike telling callers in need that no connections are available.

**Fortunately, the data we track from calls is helping Alaska make adjustments and bolster resources to alleviate unmet needs.** By sharing real-time trends about callers' requests, 211 is extending our value. Community planners and organizations can use our data to address fluctuating challenges and allocate important resources.

**The brain of 211 is our database. This system is robust and as comprehensive as possible.** We protect, respect and refresh its contents. We regularly reach out to organizations that list their services to verify and update their information so we can provide the best referrals. We're also expanding it by welcoming new partners and amplifying resources.

**Whether for emergency response, disaster recovery or government aid, 211's goal remains the same: provide vetted, current information when it's needed.** Accordingly, we play an essential role in relaying government information. Our capabilities have proven critical during rapidly evolving situations, such as earthquakes or public health emergencies.

**Part of United Way of Anchorage's mission is removing barriers to opportunities and solving tough challenges.** 211 stands ready to help, enacting this mission when we take a call. Connecting Alaskans with needed resources gives them tools to help them thrive.

**We thank every Alaskan who partners with, contributes to, supports and uses 211.** Together, we're making our communities stronger. These improvements have changed, are changing and will continue to change thousands of lives for the better.



ALASKA 211 MAKES IT EASY TO FIND  
THE HELP YOU NEED.



# ANSWERING THE CALL

When Jen speaks, her words are clear, and her information is direct. She alternates between intense listening, quick overviews and caring anecdotes. Having worked for Alaska 211 since 2012, Jen has a lot of practice with this approach. It is essential for people who are answering calls requesting help.

Jen serves as Alaska 211's Call Center Manager. She oversees Community Resource Specialists—the title for people who answer calls. "When we hire, we look for someone who's motivated to help, displays empathy and demonstrates resilience," Jen says. They must also keep updated about resources and services and show comfort with databases.

**"Alaska 211 cannot fix the world—but we can do our best to make lives better." Our call center manager notes these positive impacts happen when a Community Resource Specialist connects a person to help.**

"We empower Alaskans with information," says Jen, "and share how they can put that knowledge to use and work towards a possible solution." To be a Community Resource Specialist, a person must be compassionate and strong. Furthermore, Alaska 211 is designed to be nimble—so employees must be too. "Think about the 2018 earthquake or COVID," Jen says. "Our system pivoted and functioned each time, despite those events being entirely different types of disasters."

Alaska 211 adjusts as details emerge—even throughout a day. Sometimes opportunities evolve or cease, and they impact callers' needs. We remain apprised of these changes.

Even though Alaska 211 is staffed with Community Resource Specialists who care and stay grounded, Jen ensures they can debrief if necessary. "I'm here for anyone who needs to talk something out," she says. Community Resource Specialists rally around each other too. It's a perk of working together in-person at our call center.

Alaska 211 offers support for everyone. "We're here for Alaskans' physical, emotional and financial wellbeing," says Jen, "whether they're callers or colleagues." People deserve to be heard, have their experiences validated and know their options. Our 211 Community Resource Specialists give and receive these gifts daily.

# ALASKA 211 BY THE NUMBERS



**31,425**  
CONNECTIONS MADE



**23,401** CALLS ANSWERED



**428,676** CALLS ANSWERED SINCE 2007



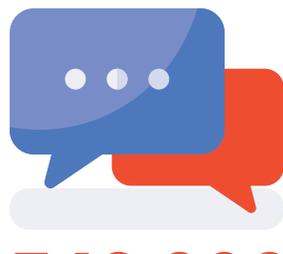
**8,024** SEARCHES MADE BY INDIVIDUALS ON ALASKA211.ORG



**616,363** SEARCHES MADE BY INDIVIDUALS ON ALASKA211.ORG SINCE 2007



**34,322**  
REFERRALS GIVEN



**546,800**  
REFERRALS GIVEN SINCE 2007

## REQUESTS FOR HELP



- Housing | **9,381**
- Income Support/Assistance | **3,661**
- Food/Meals | **3,425**
- Health Care | **2,930**
- Individual, Family & Community Support | **2,363**
- Utility Assistance | **2,192**
- Legal, Consumer & Public Safety Services | **1,974**
- Information Services | **1,204**
- Disaster Services | **1,157**
- Education | **775**
- Mental Health/Addictions | **562**
- Transportation | **538**
- Military/Veteran Services & Other Government/Economic Services | **389**
- Employment | **201**
- Volunteers/Donations | **95**
- Arts, Culture & Recreation | **58**



**AVERAGE CALL LENGTH**  
**5 MINUTES AND 13 SECONDS**



**TOP 3 LANGUAGES TRANSLATED**  
**SPANISH, HMONG AND KOREAN**



**211 ONLINE RESOURCE DATABASE**  
**COMPRISED 1,009 AGENCIES AND**  
**8,764 SERVICES FOR REFERRAL**



**ALASKA 211 PARTICIPATED IN**  
**133 COMMUNITY OUTREACH**  
**EVENTS ACROSS ALASKA**



*United Way's 2023 Walk for Warmth*

## DATA DRIVES OPPORTUNITIES

Along with tracking referrals that we make, Alaska 211 also tracks unmet needs. A need is recorded as “unmet” if we cannot connect the caller to a resource or service. The reasons may include factors like eligibility criteria being inapplicable, temporary relief programs ending and demand outpacing referral availability.

**211 data on unmet needs can be an especially useful decision-making tool.**

Organizations and communities rely on it for planning, allocating resources, identifying problems and finding solutions.

Consider this example. Our data showed utility service payment assistance to be one of the top two unmet needs in Anchorage. This information inspired United Way to plan and continue hosting Walk for Warmth. This event brings attention to and raises funds for households living on the edge financially—some of which must make difficult decisions between heating their homes and buying groceries.

For more community-specific information, please contact Sue Brogan at [sbrogan@ak.org](mailto:sbrogan@ak.org).

## TOP 4 UNMET NEEDS



**HOUSING**



**UTILITY ASSISTANCE**



**TRANSPORTATION**



**FOOD/MEALS**

# PROVIDING CONNECTIONS ACROSS ALASKA

## REGIONAL SNAPSHOT

### 1. NOME, NORTH SLOPE & NORTHWEST ARCTIC BOROUGHS

146 CALLS

#### Top Referral Categories

Food/Meals  
Legal, Consumer & Public Safety Services  
Utility Assistance

173 REFERRALS

#### Top Unmet Needs Categories

Food Pantries  
Rent Payment Assistance  
Utility Services Payment Assistance

### 2. INTERIOR LASKA

1,101 CALLS

#### Top Referral Categories

Housing  
Income Support Assistance  
Food/Meals

1,637 REFERRALS

#### Top Unmet Needs Categories

Tax Preparation Assistance  
Rent Payment Assistance  
Food/Meals

### 3. MATANUSKA - SUSITNA BOROUGH

2,271 CALLS

#### Top Referral Categories

Housing  
Income Support Assistance  
Utility Assistance

3,872 REFERRALS

#### Top Unmet Needs Categories

Gas Money  
Rent Payment Assistance  
Mortgage Payment Assistance

### 4. MUNICIPALITY OF ANCHORAGE

18,102 CALLS

#### Top Referral Categories

Housing  
Food/Meals  
Income Support Assistance

26,575 REFERRALS

#### Top Unmet Needs Categories

Rent Payment Assistance  
Utility Services Payment Assistance  
Rental Deposit Assistance

### 5. KENAI PENINSULA BOROUGH

393 CALLS

#### Top Referral Categories

Housing  
Health Care  
Legal, Consumer & Public Safety Services

577 REFERRALS

#### Top Unmet Needs Categories

Gas Money  
Mortgage Payment Assistance  
Bus Fare

### 6. SOUTHEAST

433 CALLS

#### Top Referral Categories

Housing  
Food/Meals  
Health Care

683 REFERRALS

#### Top Unmet Needs Categories

Rent Payment Assistance  
Community Shelters  
Utility Services Payment Assistance

### 7. SOUTHWEST

385 CALLS

#### Top Referral Categories

Food/Meals  
Legal, Consumer & Public Safety Services  
Housing

486 REFERRALS

#### Top Unmet Needs Categories

Food Pantries  
Summer Food Programs  
Formula/Baby Food



# PARTNERING TO SERVE ALASKANS

## EXPANDING REACH AND INCREASING IMPACT

211 connected 526 homeless students and their families directly with their School District Homeless Liaison to ensure needed resources are made available so that each student has a full and equal opportunity to succeed in school.

**PARTNER:** Alaska's Department of Education and Early Development



Careline, Alaska's suicide prevention hotline and 24/7 crisis call center, provides immediate care for mental health emergencies. Our partnership provides Careline crisis counselors with direct access to our statewide database of resources when it's needed most.

**PARTNER:** Careline Alaska



Alaskans from all walks of life are caring for older parents, spouses and loved ones. Serving as an unpaid family caregiver is a challenging role. We are identifying unpaid caregivers and providing them with referrals to resources for themselves, specific to their needs as a caregiver.

**PARTNER:** AARP Alaska



Anchorage winters can be brutal. Imagine sleeping in your car or a tent during the coldest months. Now imagine you're seven years old. A single call to Alaska 211 connects an Anchorage family experiencing homelessness with Emergency Cold Weather Shelter, bringing safety and warmth.

**PARTNER:** Anchorage Coalition to End Homelessness



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DETAILS IN ONE PDF.



HELP STARTS HERE.

**United Way of Anchorage / Alaska 211**  
PO Box 200108  
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Alaska211.org  
Liveunitedanc.org



**CALL**

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**EMAIL**

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**SEARCH**

www.Alaska211.org