



Nova Scotia[®]



When you don't know where to turn

ANNUAL REPORT 2016

A Message from the Executive

2016 marked the third full year of 211 service in Nova Scotia. “NS211” is well on its way to achieving recognition as the premier resource in the province, connecting people with needed services in and around their community. Calls to 211 are up 22% over 2015 and website visits have more than doubled.

Not-for-profit organizations, the foundation of support in many communities across Nova Scotia, continue to demonstrate confidence and trust in 211. Referrals from service providers accounted for more than 25% of the calls we received in 2016. In recognition of their support, our team was pleased to provide an increasing number of organizations with valuable data on needs and resources within the areas they serve. We’re very proud of our staff. In 2016, their hard work earned us distinction as one of only eight organizations in the country that are internationally accredited providers of Information and Referral services. The frequency with which we receive compliments for our staff’s compassion, professionalism and dedication to task speaks volumes about their commitment to our mission. Read more about this on page 4.

Our Board of Directors continued to offer valuable oversight this year. The committed engagement of our directors led to important decisions resulting in added value through capacity building, reduced operational risk and enhanced financial sustainability.

We’re excited about planned investments in 2017, including a state of the art data analysis tool, a redesigned website with full bilingual capabilities, and two new ways to reach 211 using text and online chat. These investments could not have been possible without the ongoing support of our funders; the Province of Nova Scotia and United Ways in Cape Breton, Pictou, Colchester, Cumberland, Halifax and Lunenburg.

On behalf of the entire staff and Board of Directors, thank you for believing in 211. If at any time, you have suggestions on how we can do better, we hope you will let us know.

Sincerely,



Ramsay Duff, *Board Chair*
ramsayduff@macleodgroup.ca



Mike Myette, *Executive Director*
mmyette@ns.211.ca

The Big Picture 2016



Our specialists answered
35,553
phone calls



Our website was visited
172,079
times and 27,179 visitors used the site to search for services



Our callers received
44,698
referrals to 4,420 different programs & services



Our information services team updated 90% of our database content - over
10,000
resource records



Our team delivered
82
presentations and attended 20 outreach events, educating over 3,000 people



Provided reports on needs & resources to over
30
different organizations

“ ”

One of my clients called 211 and then she phoned me to tell me how wonderful the service was that she received from 211. She said that the person she spoke with was so well informed and gave her so many resources, that she was helpful; she treated her with respect and my client said she was so happy she had phoned. Thanks to everyone for all you do - I have relayed this message to my co-workers - we will all be referring our clients to 211 now!

Case Worker - NS Department of Community Services

Top Caller Needs



HEALTH NEEDS
13%



FOOD
10%



FINANCIAL HELP
8%



HOUSING
8%



LEGAL HELP
7%



UTILITIES
3%



GOODS
1%

4% of our callers' needs were reported as "unmet". This means that there was not an agency in our database that provided the needed service, the client was ineligible for existing services, the client had already exhausted available services or they did not have transportation to access the program. Unmet needs data identifies areas of greatest need and, this in turn, can inform strategic funding decisions, ensuring that investments are targeted to where they can make a real difference in the lives of Nova Scotians.

211 Facts and Figures

115

YEARS

Amount of human services experience amongst our six call answer staff

44

SECONDS

The average length of time a 211 caller waited to have their call answered

6 55

MINS. SECS.

The length of an average call to 211

100%

The percentage of voice messages returned on the same day callers left them

98%

The percentage of callers who received the referrals they needed in their first call

96%

The percentage of needs that were matched with a referral to a helping resource

1,115

The number of new records added to our database of services & programs

\$1.09

The annual cost of 211 service per Nova Scotian (based on 2011 census)

8

The number of accredited* 211 providers in Canada, including NS211

*Accrediting body is: Alliance of Information and Referral Systems www.AIRS.org



211 Works!

Outcome survey data indicated that 87% of 211 callers followed up on the referrals we gave them. Of that group, 80% reported receiving the help they needed.

- ▶ 99% of callers surveyed reported being satisfied with the navigator who answered their call.
- ▶ 96% of callers surveyed would recommend the 211 service to someone else.

Did You Know?

211 has a wealth of data on met and unmet needs, gleaned from the 100,000-plus calls we've received since 2013. This information can help ensure that strategic investments in services continue to have the greatest impact. Currently, our needs data is available sorted by county or by community. In 2017, we will invest in analytical tools that allow this data to be sorted by a number of other population based determinants, like age or gender. Our database contains information on more than 1,000 "public good" agencies, all "geocoded" for ease of transfer to asset maps or service inventories. 211 welcomes requests from "public good" organizations for information on needs or resources within the communities they serve. Call **466-5725** or send an email to: info@ns.211.ca.

HOW TO REACH US:

To find services and programs:
 Dial: 211
 Email: help@ns.211.ca
 Web search: www.ns.211.ca

FOR OTHER INQUIRIES:

Service Delivery: 902-466-5722
 Communications: 902-466-5723
 Resource/Needs Data: 902-466-5725
 Admin/Finance: 902-466-5721

How 211 Helps...some stories from our 2016 year



Martin* called 211 after being diagnosed with a disease that confined him to a wheel chair. The family home did not have a wheel chair ramp. He and his wife weren't eligible for a housing grant to build one due to an increase in family income after she received the care giver's benefit. The 211 specialist contacted a non-profit that supplies materials and volunteer labour to build ramps for people who are not otherwise eligible for help. Even though the non-profit normally restricts their support to diseases that weren't affecting Martin, they felt that his case deserved special consideration and they built the much-needed ramp for him.



Gwen* called 211 on behalf of an adult neighbour, Allen*. Allen, who lives with cognitive challenges, recently suffered the loss of his father, with whom he was living at the time. Allen did not own a suit and was quite distressed that he wouldn't be able to attend the funeral. The 211 specialist contacted a local agency that sells used clothing. They agreed to provide Allen with a suit and other essentials at no cost. Gwen arranged for a local community policing officer to make the delivery to Allen. Allen was greatly relieved that he would be able to attend his father's funeral the next day.



Kate*, a single mom with a young daughter called 211 after learning that the best way to enhance her daughter's reading ability was through on-line literacy courses. Kate did not own, nor could she afford to buy a computer. In conversation with the 211 specialist, Kate revealed that she herself was unable to read and wanted to learn so she could help her daughter. The 211 specialist contacted a non-profit organization that provides refurbished computer equipment to people who wouldn't otherwise be able to afford it. Within a week, Kate received a complete computer system, including speakers.

**All names have been changed to protect confidentiality*

Complimenting the 211 Team “ ”

After I called 211, I had the nicest conversation that I've had on the phone lately. It was so helpful, I was agonizing about something I had to fill out by law, it was very stressful and I didn't know where to go and your employee knew exactly where to refer me to. I feel so much better today. She was the kindest person; I just needed to tell you that! Please thank her for me. She helped me more than I expected her to, and she was one of the most polite persons I've ever spoken to.

- Caller to 211

Thank You to Our Many Supporters

In 2016, over 25% of callers to 211 were referred by a service provider. The support of service providers is critical to our success and keeping service provider information up to date is a top priority for our team. Many service providers are helping us by using our convenient on-line updating process. Want to learn more? Call 211 or email us at info@ns.211.ca.

Sponsorships Welcome!

We welcome inquiries from any organization interested in sponsoring an event or activity related to 211 service. To learn more about sponsorship opportunities, contact our Executive Director, Mike Myette at **902-466-5720** or email mmyette@ns.211.ca

Help us Spread Awareness of 211 by Hosting a Presentation or Distributing Information

To request a 211 presentation, or to obtain posters, rack cards or other information to help spread awareness of 211 in Nova Scotia, please contact our Director of Communications & Outreach, Suzy Teubner at **902-466-5723** or email steubner@ns.211.ca



211NS Staff with a “big cheque” for \$8,000, expressing thanks to Anixter International of Dartmouth for their donation in support of 211 service

211 Nova Scotia Board of Directors

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211 Information and Referral Services Association Statements of operations and surplus

Year ended December 31

	2016	2015
REVENUE		
Government funding	\$ 945,000	\$ 942,000
Private funding	58,000	58,359
Other revenue	9,498	11,327
	1,012,498	1,011,686
OPERATING EXPENSES		
Salaries and benefits	783,506	698,574
Professional services	100,343	120,499
Advertising	36,106	60,490
Depreciation	23,985	29,831
Telecommunications	31,695	24,161
Office expenses	26,484	23,979
Travel	14,974	19,296
Office rent	15,125	15,628
Staff training	8,277	3,327
Interest and bank charges	3,289	3,185
Insurance premiums	3,128	3,128
Repair and maintenance	1,935	1,447
	1,048,847	1,003,545
Excess (deficit) of revenues over expenses	\$ (36,349)	\$ 8,141
Surplus, beginning of year	\$ 229,679	\$ 221,538
Excess (deficit) of revenues over expenses	(36,349)	8,141
Surplus, end of year	\$ 193,330	\$ 229,679

To request detailed audited financial statements for 2016
call 902-466-5721 or email us at: info@ns.211.ca

THANK YOU!!

211 Nova Scotia gratefully acknowledges its partners and supporters for helping to make our information and referral service a reality.

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NOVA SCOTIA



Dial 2-1-1 TTY 1.888.692.1382

Email: help@ns.211.ca Web: www.ns.211.ca Twitter: @211NS Facebook: [facebook.com/211NS](https://www.facebook.com/211NS)

211 Information and Referral Services Nova Scotia is a not-for-profit society that provides navigational assistance for social and community services within the Province of Nova Scotia. 211 has information on thousands of services provided by non-profits, community groups and government departments. Information is available 24 hours a day, seven days a week, 365 days a year, simply by dialing 211 to reach trained navigators, or by visiting the 211 website at www.ns.211.ca