

## 2017 / 2018 | Report to the Community



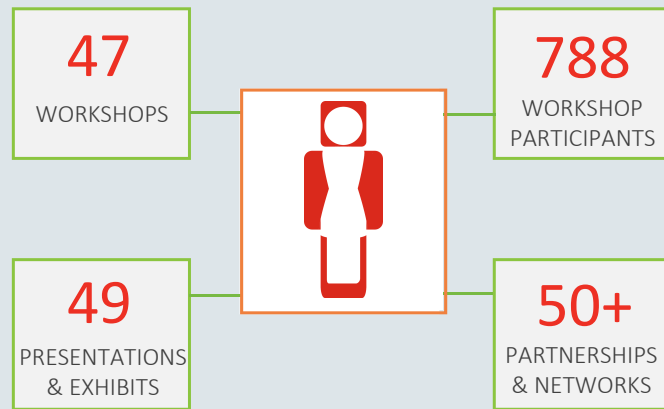
Findhelp | 211 Central is uniquely positioned to provide support to individuals while also advancing broader transformation. Through our data, partnerships and multiple connection portals, we have the opportunity to help people navigate complex human service systems, to illuminate emerging trends and to advance solutions for sustainable and systemic change

**Thank you for helping us create connections and solutions to build strong communities**

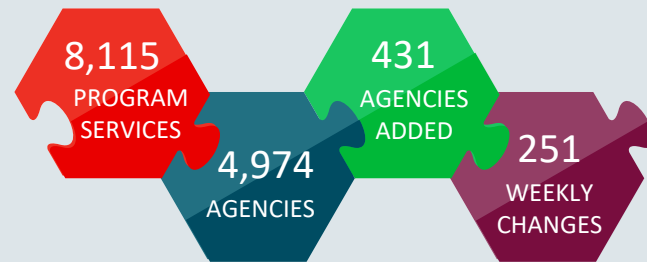
### The Power of Strategy ...

To be an Employer of Choice	To be a Partner of Choice	To Innovate and Expand Impact
<p><b>A strong and accountable organization is the foundation on which we build partnerships and innovate</b></p>	<p><b>Collaboration uses resources effectively, multiplies impact and fosters innovation</b></p>	<p><b>Anticipating the future results in being proactive to new needs and opportunities</b></p>
<p>Built leadership, developed strategy and broke down organizational silos and efficiencies to improve capacity</p> <p>Enhanced understanding of Truth and Reconciliation and organizational commitment to implementing priorities</p> <p>Reviewed organizational structure through consultations and made recommendations for enhanced effectiveness</p> <p>Completed pay equity obligations and pension wind-up!</p>	<p>Evolved corporate partnerships. Thank you to: Magna Corporation   TD Give to Grow   Deloitte Canada   Green Shield Canada</p> <p>Partnered with United Way Centraide and Ontario 211 Services on national data for social good through Green Shield funding – Opening Doors to Better Health</p> <p>Partnered with MaRS, Ministry of Citizenship and Immigration and Ontario Trillium Foundation to host 40 thought leaders on Dreaming Forward: <i>the future of volunteerism dialogue</i></p>	<p>Enhanced relationships with 50+ organizational partners and networks to launch new services in the areas of: settlement, anti-poverty, health and developmental services, anti-human trafficking, anti-violence, housing and 211 system building</p> <p>Launched Chat and Text with limited hours to improve accessibility to service</p> <p>Integrated phone lines for more effective caller support</p> <p>211s across Canada worked together to bring 211 to all Canadians, expand collective capacity and enhance impact</p>

## TRAINING & OUTREACH



## 211 CENTRAL & SPECIALTY RESOURCES



## MORE THAN 1,000,000 ONLINE VISITORS



211Ontario.ca Feats.Findhelp.ca  
211Central.ca Settlement.org  
Others

### DID YOU KNOW ...

We recently launched 211 **Chat** and **Text** to improve accessibility to our service and expand our impact!

**CHAT** | 211Central.ca **TEXT** | 21166

"Totally impressed with Findhelp's efficiency in tracking down information, rather than simply waiting for it to come to you. An extremely important service!" - Partner

## 211 IMPACTING LIVES: CALL, CHAT, TEXT

Every hour of every day people search for services they need to build and sustain healthy lives. We know that for the most vulnerable, this can seem insurmountable.

294,525

TOTAL CONNECTIONS

89,950

SPECIALIZED CONNECTIONS

### Specialized Lines and Service Partnerships

2-1-1  
1-866-366-9513  
1-855-372-3858  
1-888-941-1121  
1-866-925-5454  
1-888-579-2888  
1-866-887-0015  
1-855-226-3904

211 Nova Scotia  
Central Access for Withdrawal Management Intake Service  
Development Services Ontario – Toronto Region  
Development Services Ontario – Western Region  
Good2Talk – Post Secondary Student Helpline  
Ministry of the Attorney General's Victim Support Line (VSL)  
Ministry of the Attorney General's Male Survivors of Sexual Abuse  
Ministry of the Attorney General's Independent Legal Advice for Sexual Assault Survivors Pilot Program  
Ontario Child and Youth Crisis Line  
Ontario Human Trafficking Helpline

45,758

ADVOCACY & FOLLOW-UP CONNECTIONS

MORE THAN 400,000 REFERRALS

TOP 5 LANGUAGES OF CALLERS: ENGLISH | SPANISH | ARABIC | MANDARIN | PERSIAN

## COMMUNITY CONNECTIONS

### TOP 5 CALLER NEEDS



HOUSING



HEALTH



INFORMATION SERVICES



LEGAL / PUBLIC SAFETY



MENTAL HEALTH / ADDICTIONS

### TOP 5 ONLINE SEARCHES



MENTAL HEALTH / ADDICTIONS



FOOD INSECURITY



COMMUNITY PROGRAMS



EMPLOYMENT PROGRAMS



CHILD & FAMILY SERVICES

## CALLER SATISFACTION



94%

WOULD CALL AGAIN

92%

SATISFIED / VERY SATISFIED

85%

RECEIVED REFERRAL

85%

FOLLOWED UP ON REFERRAL

"The interactive Information and Referral workshop delivered practical knowledge and skills that are directly related and 100% applicable to my job. A must for all Social Service providers!" - Trainee

## OUR IMPACT

In February, 2018, we launched the **Ontario Human Trafficking Helpline** as a response to the growing human trafficking crisis.

In February, we received a call from a woman who had recently escaped her traffickers. She had been relocated from her hometown and her family and friends to a tourist town on the other side of the province. She had experienced violence and abuse at the hands of her traffickers, had turned to drugs and had lost custody of her son. She was frightened but hopeful and looking for help.

The caller was looking for housing and related supports. Our team supported her with referrals to housing, addiction and trauma counseling, financial aid, and social service support to regain custody of her son. Our Service Navigator validated the woman's experience, asked questions and expressed deep concern for her wellbeing, which helped her open up.

It became clear that the caller had information about her trafficker and a province-wide trafficking ring involving children in other parts of the province. We talked to her about the opportunity to help others, and found that she was eager to speak with police. The caller was connected to police and supported to tell her story.

Funders:



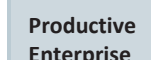
45%



16%



19%



16%



4%