



# 2020-21 ANNUAL REPORT

## ADVANCING CHANGE THROUGH COMMUNITY & COLLABORATION



### IMPACT STORY

COVID-19 brought new urgency to our mission: **to create connections and solutions to build strong communities.** In an instant, we lost access to food, services, information and community, making those already vulnerable even more so.

In March, 2020, Findhelp's partners, volunteers and staff sprang into action, ensuring that everyone in our communities would have access to the services and information they needed. Through collaboration, we expanded our impact with people and systems across diverse communities, locally, regionally, provincially and nationally. Together we ensured everyone could access support.

**Thanks to our new and existing partners** who immediately supported our capacity, ensuring we could address the surge in demand, need for up-to-date service information and analysis of service needs/gaps. Through your support and guidance we expanded our reach into new regions and within communities where 211 awareness was lowest and needed most. Together we learned and adapted, constantly improving our reach and impact.

**Most importantly, a huge thank you to our staff and volunteers, new and old!** Your tireless efforts to make a difference at an impossible moment ensured that nobody would be left behind. Your openness to taking on more (and more), and your commitment to *purpose*, was beyond explanation. **This is what we will remember most about 2020/21!**



### QUARANTINE PRESSURES FOR CAREGIVING HEROES

The COVID-19 Pandemic has created additional pressure for caregivers. But when a caregiver can't provide support due to COVID-19 precautions, the challenges can seem insurmountable.

In January, 211 received a call from someone looking for assistance with supporting their aging mother. The caller disclosed that they had tested positive for COVID-19 and they were self-isolating. They also expressed that they were worried, frustrated and overwhelmed and no one else in their family was able to help with their mother's care. The 211 Service Navigator reassured them that there were community supports available and they would work on a plan together. The Navigator took a few moments to better understand the family's needs. After their needs were prioritized, they contacted service providers to find supports.

The Navigator then turned their attention to the caller's needs. The additional pressure was clearly challenging their mental health. They were connected with a mental health service provider through a warm transfer where they were also able to get the support they needed too.

## OUR YEAR IN REVIEW

### Expanded 211 reach to Manitoba, New Brunswick, Newfoundland and Labrador, and Prince Edward Island

### Mobilized 100+ new networks and partnerships to ensure agile COVID response

- Community Coordination Plan – Advisory partner with United Way Greater Toronto and City of Toronto, in ensuring neighbourhood COVID response with more than 400 community organizations and groups across Toronto

- Consolidation, analysis and sharing of 211 insights and data, informing 8 research projects, local snapshots and more than 50 special data requests
- Front door into mental health supports – Toronto's Mental Health Strategy
- Enhanced access to free support for front line workers – Ontario Psychological Association
- Enhanced access to benefits through the Financial Relief Navigator – Prosper Canada

### Responded to unprecedented demand for our core services:

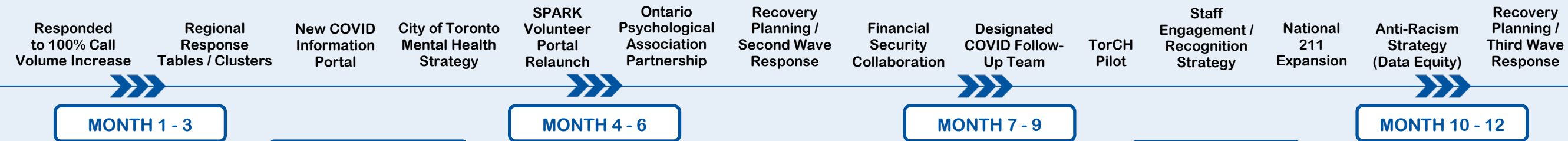
- More than 40% increase in annual contact volume
- Urgent and ongoing changes to available service data – 4X average
- More than 100% increase in online service navigation
- Scaled and expanded staff team by more than 70%

# Findhelp | 211 Central Annual Report 2020-21

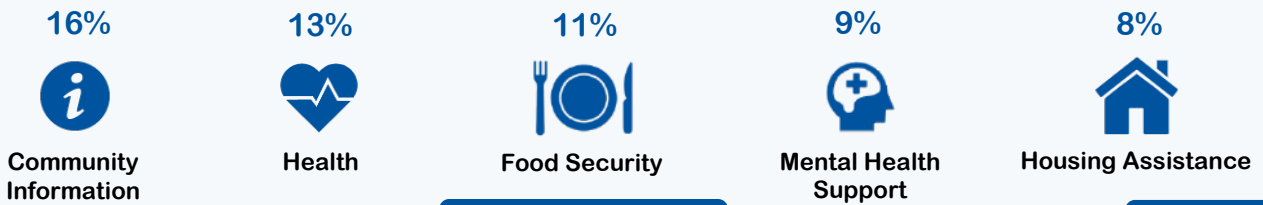
## COVID-19 Response: The First Year

Together with our partners we have developed a rapid response to immediate and emerging needs, mid-term solutions and long-term recovery recommendations.

### OUR RESPONSE



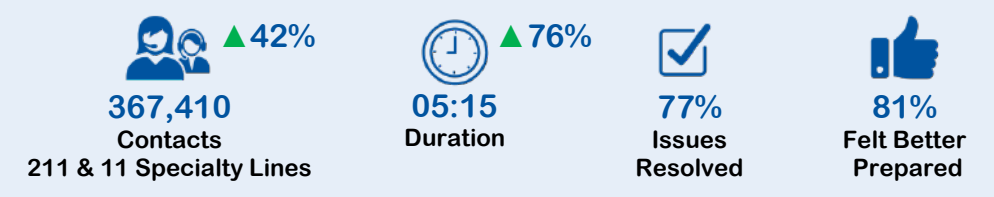
### 211 TOP 5 NEEDS



### 211 TRENDS



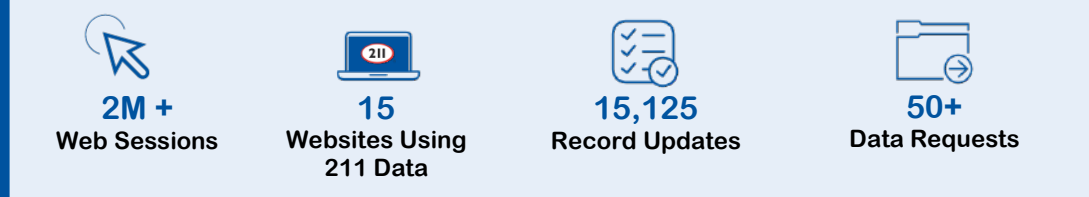
### IMPACT



### QUALITY



### DATA ACCESS



### MARKETING



### PARTNERSHIPS – THE FOUNDATION



Findhelp | 211 Central would like to thank our partners for their collaboration on community response efforts to COVID-19

