



2011 Annual Report

July 2010 – June 2011

2-1-1 Big Bend, Inc., P.O. Box 10950, Tallahassee, FL 32302-2950
(850) 617-6348 administration * (850) 561-3443 fax * www.211bigbend.org
A United Way Agency

Vision

The vision of 2-1-1 Big Bend is to serve as the preferred 24/7 gateway to community services and support with a commitment to excellence.

Mission

The mission of 2-1-1 Big Bend is to provide assessment, emotional support, crisis assistance, education, training, and referrals with accurate, up-to-date resource information.

How We Help

2-1-1 Big Bend provides free hotline counseling, information and referral services. Callers may remain anonymous and calls are confidential. Hotline counselors help hundreds of people each week on local and statewide hotlines, including many who are in crisis or contemplating suicide. Counselors complete extensive training prior to working on the hotlines. A comprehensive human service database is maintained to assist callers with referrals. Specialized information products (e.g., print directories, electronic directories and web-based directories) are created to help consumers and other agencies.

History and Name Changes

- 1970 – Founded as Telephone Counseling Center at Florida State University Counseling Center
- 1976 – Incorporated as Telephone Counseling & Referral Service, Inc. (a private non-profit agency)
- 2002 – Changed agency name to 2-1-1 Big Bend, Inc.
- 2003 – Launched the three-digit 2-1-1 number for its local 24/7 hotline on February 11, 2003
- 2012 – 42nd Anniversary of the organization

Credentials and Governance

- Governed by a local, volunteer board of directors
- Accredited by the Alliance of Information and Referral Systems (AIRS)
- Accredited by the American Association of Suicidology (AAS)
- Certified as a 2-1-1 Provider in the Florida 2-1-1 Network

Memberships

- Alliance of Information and Referral Systems (AIRS)
- Florida Alliance of Information and Referral Systems (FLAIRS)
- American Association of Suicidology (AAS)
- National Suicide Prevention Lifeline Network (Lifeline)
- Greater Tallahassee Chamber of Commerce
- United Partners for Human Services (UPHS)

Funding Sources

- Funded by United Way of the Big Bend, City of Tallahassee, Leon County, Florida Department of Health, Florida Department of Children and Families, private contributions, and other sources.

Program Overviews

Helpline 2-1-1 (*Big Bend Area*) 2-1-1 or (850) 617-6333 or 1-877-211-7005 toll free

- Serves Franklin, Gadsden, Jefferson, Leon, Liberty, Madison, Taylor and Wakulla counties
- Operated 24 hours daily for 365 days, representing 8,760 uninterrupted hotline hours
- Provided telephone counseling, crisis/suicide intervention, community information & referrals
- Produced and distributed the *Community Resource Directory* (print and electronic versions)
- Funded by United Way, City of Tallahassee, Leon Co., FL Dept. Children & Families, fees, contributions

National Suicide Prevention Lifeline (*2-1-1 Big Bend answers calls to this national hotline that originate in the North Florida area*) 1-800-273-TALK toll free

- Operated 24 hours daily for 365 days, representing 8,760 uninterrupted hotline hours
- Provided telephone counseling, crisis/suicide intervention, community information & referrals
- Funded by the United States Substance Abuse and Mental Health Services Administration (SAMHSA) via contract with The Mental Health Association of New York City, Inc./Link2Health

Family Health Line (*Statewide*) 1-800-451-2229

- Operated 8 a.m. – 11 p.m., Monday – Friday; 10:30 a.m. – 6:30 p.m., Saturday - Sunday
- Provided counseling, information & referrals about pre-natal & post-natal care, parenting & family issues; provided follow-up to assure clients were properly linked to services
- Funded by Florida Department of Health

Florida HIV/AIDS Hotline (*Statewide*)

1-800-FLA-AIDS (352-2437) English * 1-800-545-SIDA (545-7432) Spanish

1-800-AIDS-101 (243-7101) Creole * 1-888-503-7118 TTY

- Operated 8 a.m. – 9 p.m., Monday – Friday; 10:30 a.m. – 6:30 p.m., Saturday
- Provided information, referrals & crisis counseling regarding HIV, AIDS, TB & STD
- Funded by Florida Department of Health

Parent Helpline (*Statewide*) 1-800-352-5683

- Operated 7 a.m. – 11 p.m., Monday - Sunday
- Provided information, referrals & counseling related to the safety & well-being of Florida's families & children
- Funded by Florida Department of Children and Families

BrAlve Hotline (*Statewide*)

- *Operated 24 hours daily (project operated 10/1/09 to 6/30/11)*
- *Provided information, referrals & counseling related to the issues of military personnel, veterans and their families*
- *Funded by three community foundations in Florida through a contract with the Florida Alliance of Information and Referral Services (FLAIRS)*

Oil Spill Distress Helpline (*Statewide*)

- *Operated 24 hours daily (project operated 10/1/10 to 12/15/11)*
- *Provided counseling and mental health assistance related to callers who were affected by the BP Oil Spill in the Gulf of Mexico. These issues included depression, frustration, family stress, health concerns and economic problems.*
- Funded by the United States Substance Abuse and Mental Health Services Administration (SAMHSA) via contract with The Mental Health Association of New York City, Inc./Link2Health

Escambia 2-1-1 (*After-hours services*)

- *Provided afterhours and holiday services (initiated December 2010) for Escambia County callers*
- Provided telephone counseling, crisis/suicide intervention, community information & referrals
- *Funded by United Way of Escambia County 2-1-1*

Total Hotline Callers Served

(Includes Incoming Calls and E-Mail Contacts)

Total Incoming Contacts 38,707

Resource Database Program Records Managed

(Number of Human Service Programs Available For Making Referrals As Of June 30)

Total Database Records 2,990

Agency Website Usage

Agency Web Site Page Views 112,274

Total Database Visitors (searchable directories) 27,110

Volunteerism

New Volunteers Graduated 90

New Volunteers Cleared for Hotlines 70

Hotline Volunteer Hours 10,679

Value of Volunteer Hoursⁱ \$228,103

Intern Hours 1,592

Work Study Hours 381

Value of Intern and Work Study Hours \$42,143

Hotline Coverage Hours

Approximately 140 volunteers and professional staff provided 24,606 hotline coverage hours representing 67.4 hours per day to help hotline callers.

Community Education and Awareness Presentations

Paid and volunteer staff members provided 192 hours through 100 activities including presentations, information tables and training activities that reached more than 1,500 people. These activities promoted awareness of hotline services, suicide prevention, HIV/AIDS education and agency volunteerism.

Key Collaboration Activities

2-1-1 Centers

- Escambia 2-1-1 (after-hours services initiated December 2010)
- United Ways of NE Florida 2-1-1 in Jacksonville (emergency call rerouting agreement)
- Florida 2-1-1 Network Operation Wireless (FLOW) coordination
- Florida 2-1-1 BrAlve Helpline Project creation and coordination

Disaster Preparedness and Response

- Community Organizations Active in Disaster (COAD)
- Oil Spill Distress Helpline Project coordination with regional and national partners

Emergency Management Offices in the Eight Big Bend Counties

- Franklin, Gadsden, Jefferson, Leon County Sheriff's Office / Division of Emergency Management, Liberty, Madison, Taylor and Wakulla counties

Human Service Counseling and Referrals Related to Job Layoffs

- BigBendWorks.com

Local Government and Law Enforcement

- Tallahassee Police Department
- Tallahassee Fire Department
- Leon County Courthouse – Family Resource Center Kiosk
- Leon County Emergency Medical Services (EMS)

Suicide Prevention

- National Suicide Prevention Lifeline – 1-800-273-TALK national hotline (all Lifeline callers from the Big Bend area are automatically routed to 2-1-1 Big Bend)

United Way of the Big Bend

- B.E.S.T. Project/ Voluntary Income Tax Assistance (VITA)

FY 2010-2011 Annual Highlights

- Implemented Oil Spill Distress Helpline with the Link2Health organization and other crisis centers in the National Suicide Prevention Lifeline Network
- Conducted fundraising event called "A Night in the Jungle" in April 2011; grossed \$28,784
- Collaborated with Tallahassee Community College, Tallahassee Chamber of Commerce, Workforce Plus and other organizations to implement www.BigBendWorks.com website for job assistance and related services for individuals who were recently laid off from their jobs.
- Updated agency website and moved to a new host
- Trained and cleared 70 new volunteer counselors to answer hotlines (70 trainees x 75 training hours x \$21.36 per hour = \$112,140 value of in-kind contribution)
- Volunteers (100) contributed 10,679 volunteer hours toward all hotline services (\$228,103 value based on a rate of \$21.36/hr)
- Answered 38,707 hotline call in all agency hotline programs, and provided assistance to callers in need of information, counseling, crisis intervention and referral services
- Collaborated with Leon County Government to create Family Resource Center Kiosk in Courthouse

FY 2011 – 2012 Goals

- Raise \$40,000 from the fundraising benefit scheduled for April 21, 2012
- Increase the number of new cleared hotline volunteers by 5 percent (objective is 73 cleared volunteers)
- Increase call volume on Helpline 2-1-1 in each of the eight Big Bend counties by 5 percent
- Create new report to help define unmet community needs based on Helpline 2-1-1 data
- Collaborate in ongoing and new community human service initiatives related to agency mission

Annual Revenues and Expenses

Revenues

Contributions	32,372
United Way	103,392
In-kind Contributions	291,266
City of Tallahassee	23,750
Leon County	32,634
State of Florida	862,297
Program and Information Services	182,425
Miscellaneous	7,158
Total Revenues	1,535,294

Expenses

Compensation and Benefits	1,269,805
Professional Fees	13,550
Occupancy/Utilities	61,694
Telephone	35,203
Supplies/Postage/Printing	26,274
Equipment Rental/Maintenance/Purchases	15,953
Local Travel	2,823
Staff/Board Development & Training	20,297
Insurance	14,923
Advertising/Promotions/Special Events	30,025
Miscellaneous	9,764
Depreciation	39,880
Total Expenses & Fund Balance	1,540,191

Change in Net Assets (4,897)

2010 – 2011 Board of Directors

	<u>Date Elected</u>		<u>Date Elected</u>
Allison Harrell, Chair	07/07	Grace Frances	07/10
Nancy Deal, Vice Chair	06/06	Carol Gagliano	02/10
Al Pasini, Treasurer	06/09	R. Jai Gillum	07/10
Susan Carnes, Secretary	06/05	Maurine Jones	07/08
Anne Longman, Past Chair	06/06	Mary Mangan	06/09
Corene Bauserman	06/09	Renee McNeill	06/10
Charles Belvin	01/10	Jennifer Rupert	07/10
Pam Butler	06/09	Donna Smithey	07/07
James Campbell	07/07	Polly White	07/08
Sharon Ross Donaldson	07/07		

(Board terms are for two years and are renewable with a limit of eight years; officer terms are for one year and are renewable; board chair has a two year term)

Board Meetings -- Monthly board meetings were held eight times from 5:30-7:00 p.m. on the following dates at the 2-1-1 Big Bend facility in Tallahassee, Florida: July 13, 2010; September 14, 2010; November 16, 2010; January 11, 2011; February 8, 2011; March 8, 2011; April 5, 2011; June 14, 2011. The attendance rate for the fiscal year was 57 percent.

2010 - 2011 Agency Staff

Executive Team

Randall Nicklaus, MS, President
 Rosemary Ilic, MSW, Director of Hotline Programs
 Janet Bard Hanson, PhD, Director of Management & Information Programs
 Gregory Bryson, CPA, Business Manager
 Cathy Schroeder, Community Outreach Coordinator
 Walter Brown, BA, Executive Assistant

Endnotes

ⁱ This is based on the Independent Sector dollar value of a volunteer hour (\$21.36 used for FY 10-11), copyright 2010 Independent Sector, www.independentsector.org/programs/research/volunteer_time.html