

# THE COMMONWEALTH'S STATEWIDE PLATFORM FOR INFORMATION AND REFERRALS



2 0 2 0   A N N U A L   R E P O R T

# A MESSAGE FROM LEADERSHIP

In 2006 the Council of Massachusetts United Ways created Mass2-1-1, a statewide, free information and referral hotline available 24/7, 365 days a year for the people of the Commonwealth. Today I am pleased to report that Mass2-1-1 is healthy and growing.

Mass2-1-1 helps Massachusetts residents find programs to support basic needs like food, housing, and utility assistance as well as resources for important non-emergency needs such as developmental screening for a child, home health care, job training, or free tax filing.

This year we responded to 285,514 calls and supported 683,048 website views from people seeking information. Mass2-1-1's Call2Talk mental health help line received 76,251 additional calls from people in need of emotional support or experiencing suicidal ideation.

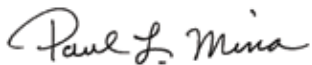
In partnership with the Massachusetts Emergency Management Agency (MEMA) and Department of Public Health, Mass2-1-1 extended its program in March 2020 to serve as the official COVID-19 hotline for Massachusetts, sharing information about symptoms, testing, and quarantine while also helping callers access critical human service programs.

The collaboration between the United Way and the Commonwealth of Massachusetts allows Mass2-1-1 to access sufficient stable resources to continue this vital service well into the future. Mass2-1-1 works in partnership with MEMA, the Department of Early Education and Care (EEC), and the Executive Office of Health & Human Services (EOHHS).

People continue to call the easy-to-remember, three-digit 2-1-1 number from landlines and cell phones across Massachusetts. The Mass2-1-1 HelpSteps smartphone app provides yet another access point to resources. We also maintain a publicly-accessible online database at [www.mass211.org](http://www.mass211.org). Mass2-1-1 is accessible in over 150 languages.

None of this would be possible without the dedicated work of our Mass2-1-1 Information & Referral Specialists, Call2Talk volunteer call takers, and those who support them. Eileen Davis and her team consistently help thousands of callers every week, so I thank them for their efforts. Lastly, there would be no Mass2-1-1 in the Commonwealth without the support of our local United Ways. Their consistent support has made the Mass2-1-1 story a reality in our state. Thank you to each of our United Way Partners who are listed on the back of this report.

Gratefully,



Paul Mina  
Executive Director of Mass2-1-1



## PAUL MINA

*Executive Director of Mass2-1-1*

Paul Mina has spent his career working in social service agencies to strengthen communities across Massachusetts. As the Executive Director of Mass211, he is a leader in the Information & Referral industry. Paul has always worked closely with families and individuals going through difficult times and understands that many people just need to find a little help to change their lives. Paul saw an opportunity to make Mass211 a robust, statewide platform that could make that difference. He has served as Executive Director since 2006.



## EILEEN DAVIS

*Vice President of Mass2-1-1*

As Vice President of Mass211, Eileen Davis enjoys being able to connect individuals in need with vital community resources. With over 33 years of working in crisis centers, Eileen brings vast experience in nonprofit management as well as helpline sustainability to Mass211. Eileen was the Founder of Call2Talk, Mass211's emotional support, mental health, and suicide prevention helpline. She serves on the Executive Committee of the Massachusetts Coalition for Suicide Prevention and was a recipient of the 2010 Massachusetts Leadership in Suicide Prevention Award.

# BOARD OF DIRECTORS

### CHAIRPERSON

Janet Scheffler  
*United Way of Webster and Dudley*

### TREASURER

Jim Hayes  
*United Way of Central Massachusetts*

### CLERK

Jean Strock  
*Princeton, MA*

### EXECUTIVE DIRECTOR MASS211

Paul Mina \*  
*United Way of Tri-County*

### VICE PRESIDENT MASS211

Eileen Davis  
*United Way of Tri-County*

Sarah Bartley  
*United Way of Mass Bay and Merrimack Valley*

Moe Edwards  
*United Way of Tri-County*

Karen Groce-Horan  
*United Way of Mass Bay and Merrimack Valley*

Jennifer Kinsman  
*United Way of Pioneer Valley*

Nina Loveless  
*Department of Transitional Assistance*

\* Ex Officio



## ABOUT MASS2-1-1

### MISSION

To build Massachusetts' capacity to strengthen the way people access help for everyday needs and in times of crisis.

Every day in Massachusetts people face challenges but don't always know where to turn. Mass2-1-1 is there to help. Mass2-1-1 is the 24/7 statewide information and referral line available in 140+ languages that connects callers with critical social service programs and organizations in their local community. It can be reached by dialing 2-1-1 from any landline or cell phone in the state.

Mass2-1-1's continuously-updated resource database is available online



at [www.mass211.org](http://www.mass211.org). Mass2-1-1 can be accessed via the HelpSteps app in partnership with Boston Children's Hospital, the Greater Boston Food Bank, and Boston Public Health Commission.

Mass2-1-1's impact is far-reaching. Children are enrolled in quality childcare programs to increase school readiness. Families maintain housing and the stability that comes with having a roof

over their head and a safe, comfortable home. People find food pantries and meal programs to support health and nutrition. Individuals find local services from job training to support groups. When combined, these factors give everyone the opportunity to thrive.

### CHILDCARE

Mass2-1-1 is the official hotline for childcare through its partnership with the *Massachusetts Department*



#### *of Early Education and Care*

One of the most important decisions a family makes is choosing an early learning program.

Mass2-1-1's trained Information & Referral Specialists take the guesswork out of choosing care by providing parents or guardians with referrals to licensed providers and other services. Information is available on finding quality care and access childcare subsidies.

## CHILDREN REQUIRING ASSISTANCE

Mass2-1-1 is the official hotline for Children Requiring Assistance (CRA) through its partnership with the *Executive Office of Health and Human Services*

CRA is intended to limit exposure of young people to the court system and divert youth and families into supportive services and programs.

Mass2-1-1 is a valuable resource for parents or guardians of children under 18 who may be considering filing a CRA application due to concerns about substance abuse, mental health issues, truancy, running away from home or dangerous, risky behavior.

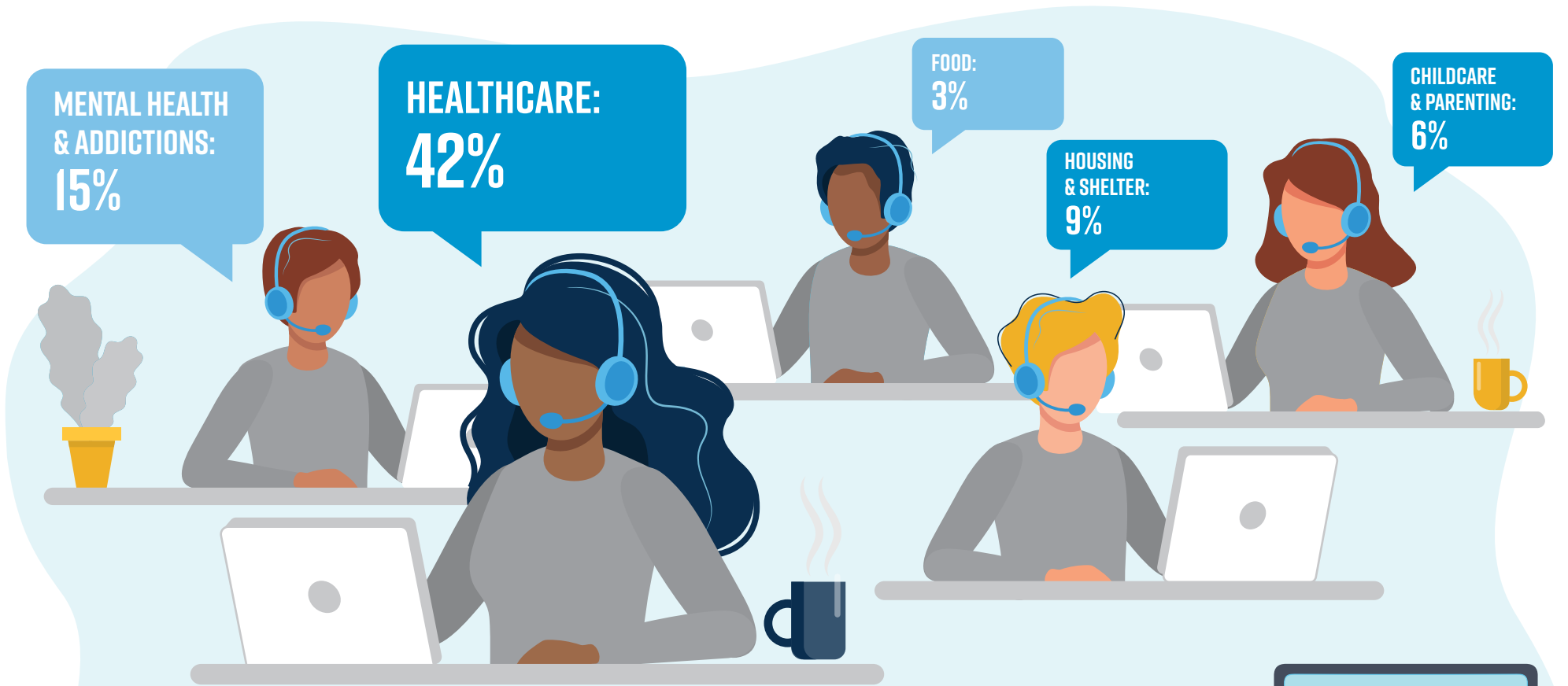
## RUNAWAY ASSISTANCE PROGRAM

Mass2-1-1 is the official hotline for the Runaway Assistance Program (RAP) through its partnership with the *Executive Office of Health and Human Services*

Mass2-1-1 assists police officers with

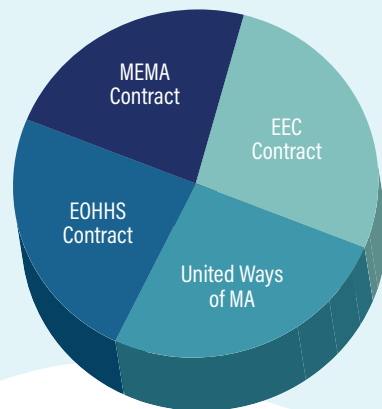
*Cont.*

# TOP FIVE REASONS FOR CALLS IN 2020



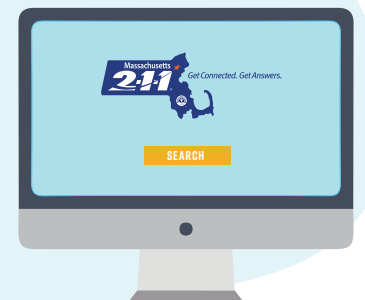
## HOW IS IT FUNDED?

Mass2-1-1 is a free information and referral service provided through funding from three contracts with the of state of Massachusetts to be their official 24 hour call line, as well as funding from 19 local United Ways across the state.

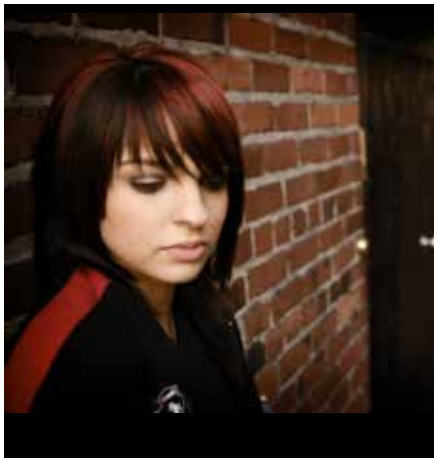


**2021**  
**NUMBERS**  
**362,065**  
**CALLS**

**MASS211 285,814**  
**CALL2TALK 76,251**



**683,048**  
**MASS211.ORG**  
**WEBSITE VIEWS**



assessment and placement of runaway youth when juvenile court is closed.

After locating a runaway youth, local police officers can contact the Mass2-1-1 RAP hotline and trained specialists will help them find Emergency Service Providers and Alternative Lockup Programs to avoid keeping young adults in a police station holding cell until the courts re-open in the morning or after a weekend or holiday.

## DISASTER/EMERGENCY INFORMATION

**Mass2-1-1 is the official hotline for Disaster and Emergency Information through its partnership with the *Massachusetts Emergency Management Agency***

Mass2-1-1 partners with the Massachusetts Emergency Management Agency and local offices of emergency management to provide citizens with critical information and non-emergency assistance before, during and after statewide or local emergency or disaster events. The Mass2-1-1 Emergency and Disaster Services Line relieves pressure on 9-1-1 and emergency response teams by providing call center services for citizens needing critical non-emergency up-to-date public health and safety information and referrals to post-disaster programs and services.

Mass2-1-1 also supports mass transportation services during severe weather or other events by acting as a backup contact center to existing mass transit public information services.



## CALL2TALK

**Call2Talk is the United Way and Mass2-1-1's mental health and suicide prevention hotline.**

The Massachusetts Department of Public Health reports 631 completed suicides for 2015. In the same year there were 3,967 hospital discharges and 7,180 emergency department visits for non-fatal self-inflicted injuries.

Despite these statistics, many mental health professionals cannot accept additional clients, day programs are at capacity and in-patient units have a reduced number of beds. The need for mental health and emotional support services has never been more critical.

Communities with helplines demonstrate a reduced burden to first



responders for self-inflicted injuries. The United Way of Tri-County founded the Call2Talk program in 2014 to provide a confidential and lifesaving service which offers support to people experiencing emotional distress or potential suicidal ideation and have nowhere else to turn.

The single most powerful human need is to connect with others. Trained call-takers help people find their voice, listening and connecting with them without judgment to give them hope.

Call2Talk answers calls through Mass2-1-1, its direct telephone line and is a certified National Suicide Prevention Lifeline call center. It also answers texts in partnership with Crisis Text Line.

## TELECHECK



A phone check-in service for elder adults operated in partnership with BayPath Elder Services and Advocates, Inc. Trained call-takers contact older adults each week to provide support and friendly conversation following sudden life changes.

*Telecheck provides service in the following cities and towns:*

*Ashland, Dover, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Natick, Northborough, Sherborn, Southborough, Sudbury, Wayland and Westborough*

## METROWEST LOSSTEAM

The MetroWest LOSSteam works with area police departments to offer immediate on-site peer emotional support to suicide loss survivors.

*MetroWest LOSSteam service area covers the following towns: Ashland, Holliston, Hopkinton, Hudson, Sherborn, Sudbury*

## COMMUNITY TRAININGS

Call2Talk offers best practice awareness trainings for community members and agencies including: Question, Persuade, Refer (QPR) Training, Mental Health First Aid, SafeTalk and Applied Suicide Intervention Skills Training (ASIST).

Call2Talk is available 24/7 by dialing 2-1-1 from any phone or by calling 508-532-2255 or 413-505-5111. You can also reach Call2Talk by texting C2T to 741741.

# STATEMENT OF FINANCIAL POSITION

## MASS211, INC.

June 30, 2019



### Assets

#### Current Assets:

Cash:	\$ 435,486
Accounts receivable:	210,058
Total current assets:	\$ 645,544

### Liabilities and Net Assets

#### Current Liabilities:

Current portion of long-term debt:	\$ -
Accounts payable:	18,701
Accrued interest:	-
Total current liabilities:	18,701

Long-Term Debt, net of current :	-
Note payable:	150,000
Total liabilities:	168,701

Unrestricted Net Assets:	476,843
Total liabilities and net assets:	\$ 645,544



## MASS2-1-1 IS SUPPORTED BY THE FOLLOWING LOCAL UNITED WAYS

- Acton-Boxborough United Way
- Athol Area United Way
- Berkshire United Way
- Cape and Islands United Way
- Northern Berkshire United Way
- United Way of Southbridge, Sturbridge/ Charlton
- United Way of Franklin County
- United Way of Greater Fall River
- United Way of Greater New Bedford
- United Way of Greater Plymouth County
- Concord-Carlisle Community Chest
- United Way of Central Mass
- United Way of Hampshire County
- United Way of Massachusetts Bay and Merrimack Valley
- United Way of North Central Mass
- United Way of Pioneer Valley
- United Way of Tri-County
- United Way of Webster and Dudley



**SIMPLY DIAL 2-1-1**

**TOLL FREE: (877) 211-6277**



[www.mass211.org](http://www.mass211.org)