



**2024 ANNUAL REPORT**  
**THE COMMONWEALTH'S STATEWIDE PLATFORM**  
**FOR INFORMATION AND REFERRALS**



# A MESSAGE FROM LEADERSHIP



We wanted to take a moment to thank you for being with us on our journey to help the people of the Commonwealth of Massachusetts. Through Mass211 and Call2Talk we have made tremendous strides in supporting our neighbors in need. Whether a family is looking for childcare or an individual needs an empathetic ear during a difficult time, your support has allowed us to provide critical services that improve lives day in and day out.

In this Annual Report you will find some helpful information on what we achieved in 2024. Thank you again for standing united with us.





## PAUL MINA

### *Executive Director of Mass2-1-1*

Paul Mina is a dedicated leader in the field of social services, with a lifelong commitment to strengthening communities across Massachusetts. Since 2006, he has served as the Executive Director of Mass211, where he has played a pivotal role in transforming the organization into a dynamic, statewide resource for individuals and families in need. Paul's career has been defined by his belief that timely access to the right support can be life-changing. His work continues to ensure that no one in Massachusetts is alone when facing hardship—they know where to turn, and who to call.



## EILEEN DAVIS

### *Vice President of Mass2-1-1*

Eileen Davis is the Vice President of Mass211 and Director of Call2Talk, Massachusetts' largest onsite call center. Since the pandemic began, under her compassionate leadership, the center has answered over 2 million calls, helping people connect with important resources. Since founding Call2Talk in 2013, she has been leading services in prevention, intervention, and postvention, always with a focus on supporting those in need.

## BOARD OF DIRECTORS

### **CHAIRPERSON**

**MARY O'COIN**

UNITED WAY OF SOUTH CENTRAL MASS

### **TREASURER**

**JIM HAYES**

UNITED WAY OF CENTRAL MASS

### **CLERK**

**VICTORIA GASELA**

UNITED WAY OF GREATER NEW BEDFORD

### **EXECUTIVE DIRECTOR MASS211**

**PAUL MINA \***

UNITED WAY OF TRI-COUNTY

### **VICE PRESIDENT MASS211/**

**CALL2TALK**

**EILEEN DAVIS**

UNITED WAY OF TRI-COUNTY

### **SARAH BARTLEY**

UNITED WAY OF MASS BAY AND MERRIMACK VALLEY

### **THOMAS BERNARD**

BERKSHIRE UNITED WAY

### **MOE EDWARDS**

UNITED WAY OF TRI-COUNTY

### **KORY ENG**

UNITED WAY OF NORTH CENTRAL MASS AND ATHOL AREA

### **MEGAN MOYNIHAN**

UNITED WAY OF PIONEER VALLEY

*\*EX OFFICIO*

# TOP FIVE REASONS



**MENTAL HEALTH  
& ADDICTIONS:  
34%**

**CHILD CARE  
& PARENTING  
18.6%**



**LEGAL  
3%**



**362,065  
CALLS**

**683,048  
WEBSITE VIEWS**

**2-1-1**



# FOR CALLS IN 2024



**HOUSING &  
SHELTER  
16.1%**

**UTILITIES:  
4.9%**



## HOW IS IT FUNDED?

Mass211 is a free information and referral service provided in partnership through funding from four contracts with the state of Massachusetts to be their official 24 hour call line, as well as funding from 15 local United Ways across the state.





# MASS211

Every day, someone somewhere in Massachusetts needs to find essential community services, an after school program, a food bank, or where to secure care for an aging parent. Many face these challenges, but don't always know where to turn for help. The solution is to Dial 2-1-1.

Mass211 is an easy to remember telephone number that connects callers to information about critical health and human services available in their community. It serves as a resource for finding government benefits and services, nonprofit organizations, support groups, volunteer opportunities, donation programs, and other local resources. Always a confidential call, Mass211 maintains the integrity of the 9-1-1 system, saving that vital community resource for life and death emergencies.

# SERVICES

## DISASTER SERVICES

The Mass211 Disaster and Emergency Services Line relieves pressure on 9-1-1 and emergency response teams by providing information on weather emergencies, pandemic response, and mass casualties.

## CHILDREN REQUIRING ASSISTANCE

Mass211 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.

## HOUSING/SHELTER

When calling Mass211 for a need related to housing, callers can expect information on a comprehensive list of available resources including youth homelessness, landlord/tenant disputes, and emergency shelter.

## RUNAWAY ASSISTANCE PROGRAM

Mass211 assists police officers with assessment and placement of runaway youth when juvenile court is closed. After locating a runaway youth, local police officers can contact the Mass211 RAP hotline and trained specialists will help them find Mobile Crisis Intervention 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.

## CHILDCARE

Mass211's trained Information & Referral Childcare Specialists help assess eligibility for childcare, financial assistance, and referrals to licensed childcare providers.





# CALL2TALK

Call2Talk is a vital resource for anyone in need of a compassionate, non-judgmental ear. Whether you're dealing with stress, anxiety, or simply need someone to talk to, our trained call takers are here to provide support when you need it most. We offer a safe, confidential space where you can express your feelings, share your thoughts, and find the comfort of knowing you're not alone. Call2Talk is more than just a helpline—it's a lifeline, ready to help you through any emotional challenge, no matter how big or small. Call2Talk also offers Postvention Services which provide immediate support and local resources to individuals and communities affected by suicide, helping them cope with grief, prevent further harm, and promote healing through support groups and crisis intervention.



# PROGRAMS

## CALL CENTER

Call2Talk is accredited by the International Council of Helplines and is a certified 988 contact center.

## TELECHECK

A phone check-in service for older adults where trained peer volunteers provide a connection by contacting older adults weekly. Calls provide support and friendly conversation following sudden life changes. This program promotes engagement and impactful communication during times of grief, illness, and loneliness.

## LOSSTEAM METROWEST

LOSSteam MetroWest partners with area police departments to offer immediate on-scene emotional support and local resources to suicide loss survivors.

## 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).

## MOVE4WARD

The Move4Ward Network offers a virtual support group for women who have lost a spouse or life partner to suicide and an in-person group for all types of suicide loss. Survivors work together to move through their grief journey and reduce the feelings of shame, isolation, and stigma.

# PARTNERS



# STATEMENT OF FINANCIAL POSITION

## Assets

### Current Assets:

Cash: \$644,257

Accounts receivable: \$543,564

Prepaid expenses: \$3,217

**Total current assets: \$1,191,038**

Investments: \$2,909,982

Property and Equipment, net: \$115,015

**Total Assets: \$4,216,035**

## Liabilities and Net Assets

### Current Liabilities:

Current portion of long-term debt: \$4,109

Accounts payable: \$8,184

Accrued expenses: \$137,574

Due to related party: \$32,457

Conditional grant advance: \$26,096

**Total current liabilities: \$210,420**

### Long-Term Debt, net of current :

Note payable: \$88,362

**Total liabilities: \$298,782**

### Net Assets Without Donor Restrictions:

Operating: \$3,802,238

Property & Equipment: \$115,015

**Total net assets without donor restrictions: \$3,917,253**

**Total liabilities and net assets: \$4,216,035**







## MASS211 IS SUPPORTED BY THE FOLLOWING LOCAL UNITED WAYS

- Acton-Boxborough United Way
- Berkshire United Way
- Cape and Islands United Way
- Northern Berkshire United Way
- United Way of South Central Massachusetts
- 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 Massachusetts
- United Way of Franklin & Hampshire County
- United Way of Massachusetts Bay and Merrimack Valley
- United Way of North Central Massachusetts
- United Way of Pioneer Valley
- United Way of Tri-County

**SIMPLY DIAL 2-1-1**  
**TOLL FREE: (877) 211-6277**



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