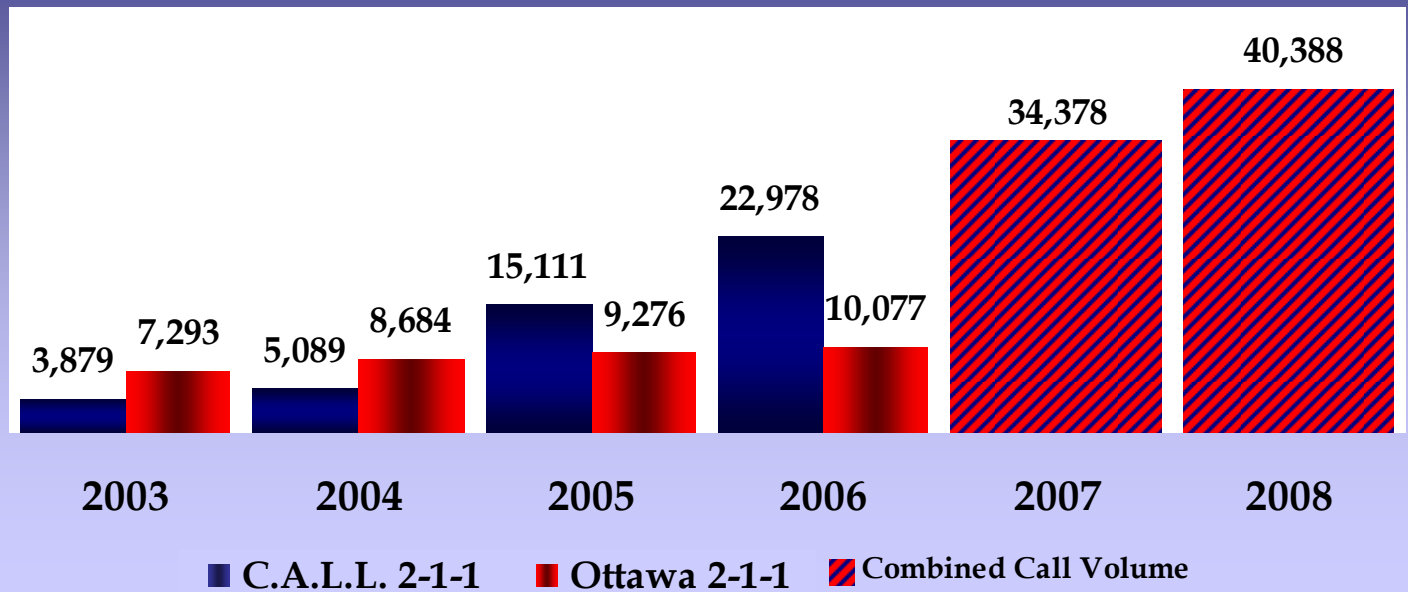




**C.A.L.L. 2-1-1**  
**2008 Annual Report**  
**October - September**



**Call Volume**  
**October - September**  
**2003 - 2008**



*From the Desk of Susan Howell, Executive Director-*

The 2008 fiscal year was one of growth and renewed purpose for Community Access Line of the Lakeshore (CALL). On October 1, 2007 CALL became a completely independent agency from Senior Resources. CALL continues to provide Specialized Senior Information & Assistance through a mutually beneficial contractual relationship with Senior Resources but no longer has a legal subsidiary relationship with its former parent organization. An increase in demand combined with a successful targeted marketing effort meant CALL was able to extend its reach and serve more people in our lakeshore communities than ever before. CALL experienced substantial increases in call volumes from both Ottawa and Muskegon Counties, went “Live” with the 2-1-1 dialing code in Oceana and Mason Counties, started providing Information and Referral to Manistee County via CALL’s toll-free number, and served thousands of Ottawa and Muskegon County residents with online versions of the Gleaners Food Mobile Schedule (available on the CALL 2-1-1 website).

In the midst of expanding CALL’s service to our region, the agency earned the high honor of being awarded Accreditation by National AIRS. In June 2008, following an intense documentation review and an on-site visit by a national AIRS team, CALL received accreditation for demonstrating competence in meeting the national standards for Information and Referral.



# Tanglewood PARK



Artist's rendering of Tanglewood Park



Ribbon Cutting Event on Sept. 25, 2008



The Public Grand Opening on Oct. 4, 2008 drew more than 2,500 visitors!

## Come Visit the New 2-1-1 Call Center

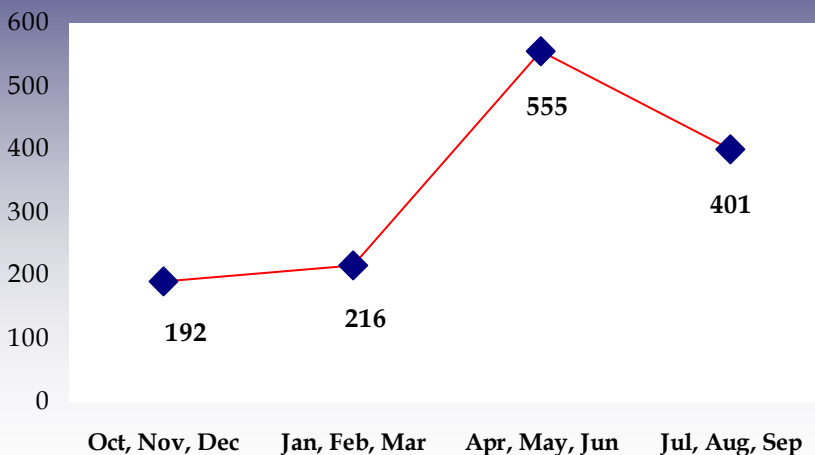
In 2008, CALL moved to a new location. CALL was honored to be a part of the creation of a multi-agency senior service center to meet the needs of older adults and their families in Ottawa, Muskegon & Oceana counties. The facility is named Tanglewood Park and houses four senior-serving agencies under one roof, boasts a beautiful café/coffee shop, houses a brand-new 'Meals on Wheels' kitchen and offers a variety of wellness and enrichment programs all to benefit mature adults.

Senior Resources, Nutritional Services for Older Americans (Meals on Wheels), and the Community Access Line of the Lakeshore (CALL 2-1-1) work together to offer a one-stop shop for seniors by occupying one half of the former D&W grocery store located at 560 Seminole Road in Norton Shores. Larry Hines, President of the Hines Corporation, played the role of Campaign Chair on a \$2 million dollar fund drive to renovate the half of the structure shared by the three agencies.

The other half of the facility houses the new Life Circles Program of All Inclusive Care for the Elderly (PACE) Center. This medical day program will serve Medicare/Medicaid nursing home eligible elderly from Muskegon County and the North Ottawa area. All four agencies serve multiple counties and together serve over 1,800 mature adults and their families every day.

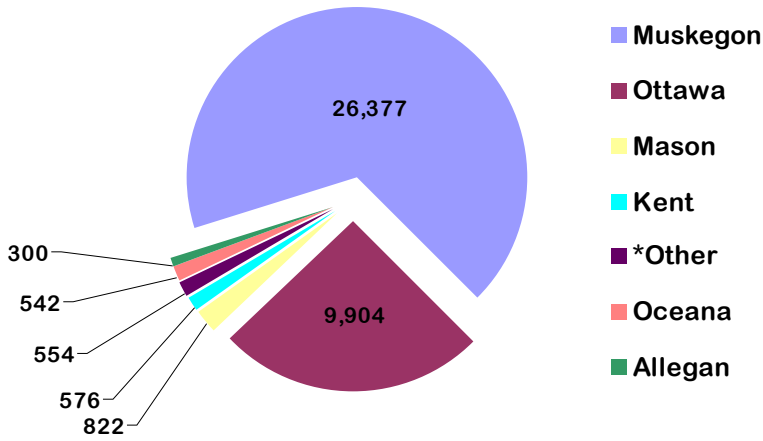
By year three of combined operation, these four agencies will bring in over \$16 million dollars in state and federal funds to meet the needs of lakeshore seniors. Cost savings in excess of \$300,000 will be achieved by sharing conference rooms, common reception areas, security and computer systems, staff lounges, centralized purchasing, merged activity and food service operations and certain staff positions.

Call Volume  
Mason and Oceana County  
Fiscal Year 2008



Mason and Oceana Counties went "live" with the 2-1-1 dialing code in spring 2008. CALL provided Information & Referral in these counties via the toll-free # for one year prior to receiving the 2-1-1 authorization by the Michigan Public Service Commission. Shortly after the dialing code was activated, the residents of Mason County were hit by heavy rains and catastrophic flooding that washed out roads and destroyed homes and businesses. A decision by Mason County Emergency Management to utilize and advertise 2-1-1 for nonemergency calls provided an opportunity for CALL to prove its worth to the community. Calls jumped dramatically during the flooding, increasing awareness and setting a precedent for continued use of this valuable service.

## Call Volume by Caller's County



\*Other includes 123 out-of-state callers.

## Call Volume by County-

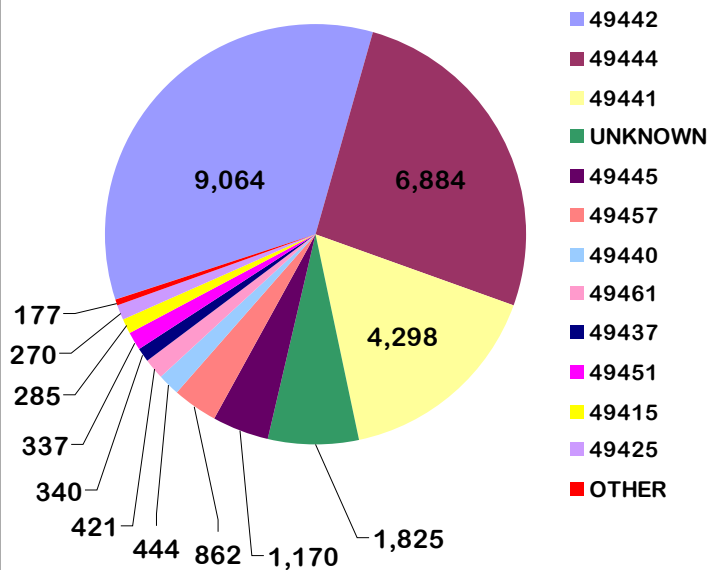
The pie chart breaks out call volume for each county. Calls from Ottawa County increased 18% over last fiscal year. Muskegon County calls were up 29% from the previous year. As we move towards a regionalized service, we think it is important to illustrate the full picture of where calls originate. Call volume differs dramatically by county. This is reflective of overall population size, differences in socioeconomic need, as well as how 2-1-1 is utilized in each community. As more and more people learn about 2-1-1, we will continue to see increases in call volume from each of these counties. Revenue (community \$\$\$ support) from each area has been consistent with the differences in call volume.

\*It is interesting to note that the "Other" category includes 123 calls received from caller's outside of the state of Michigan.

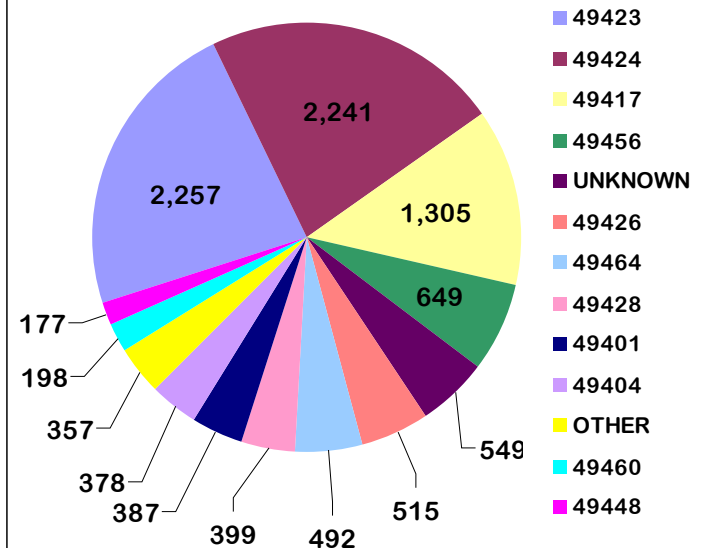
## Calls by Zip Code-

40,388 callers were assisted with information and referral services last year. The majority of these calls originated in Muskegon and Ottawa Counties. The chart below depicts call volume for the 11 Muskegon County Zip Codes and 11 Ottawa County Zip Codes with the highest number of calls. Specific information regarding service requests, referrals made, and unmet needs are available by Zip Code upon request, please contact Stacey Gomez at 231-733-8605.

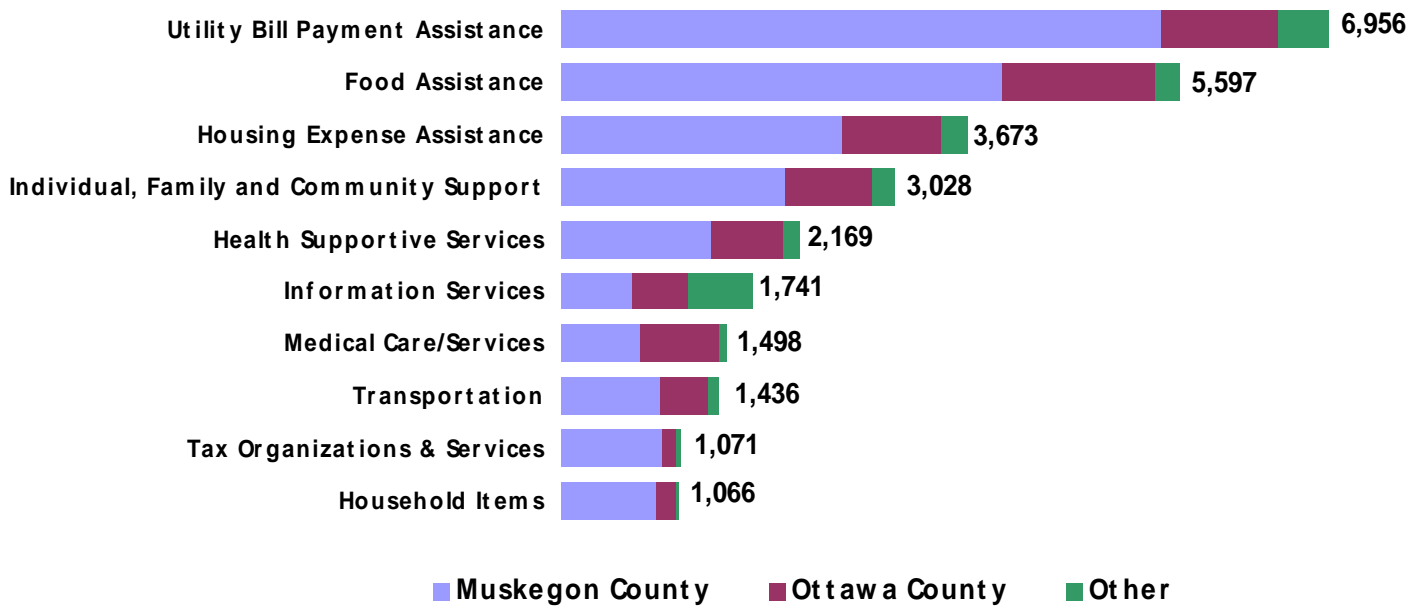
### Muskegon County Call Volume by Caller's Zip Code



### Ottawa County Call Volume by Caller's Zip Code



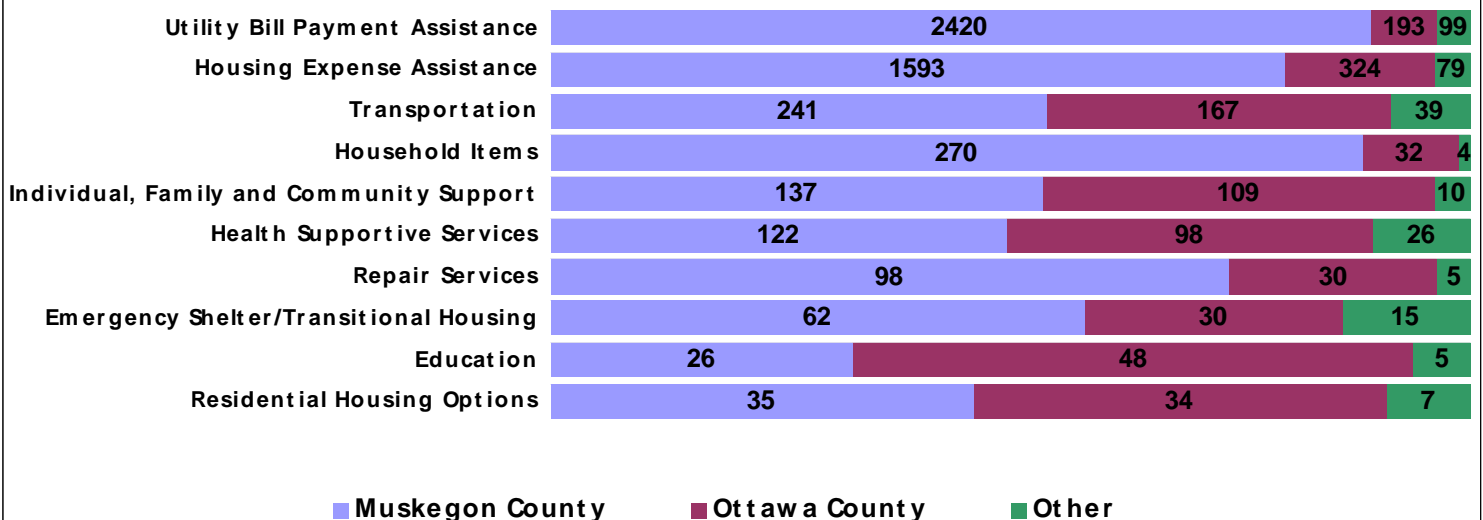
## Top Ten Service Requests Categories



### Service Requests & Unmet Needs-

In an effort to expand the overall presentation of data regarding service requests and unmet needs, the Resource staff have created new reporting categories by combining related service terms under a broader service label. For example, all requests for Gas Bill Payment, Electric Bill Payment, Water Bill Payment, and Telephone Bill Payment have been combined under Utility Bill Payment.. All requests for Mortgage Payment Assistance, Rent Payment Assistance, Rental Deposit Assistance, and Property Tax Assistance have been combined under Housing Expense Payment Assistance. All requests for Food Pantries, Soup Kitchens, Home Delivered Meals, Formula/Baby Food, etc. have been combined under Food Assistance. For a full listing of service terms included in these categories, please do not hesitate to contact us.

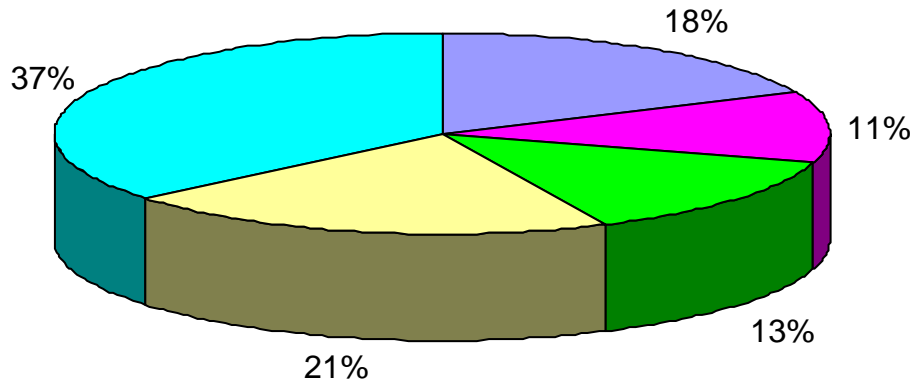
## Top Ten Unmet Needs Categories



# Combined Statement of Support and Expenditures C.A.L.L 2-1-1

October 1, 2007 - September 30, 2008

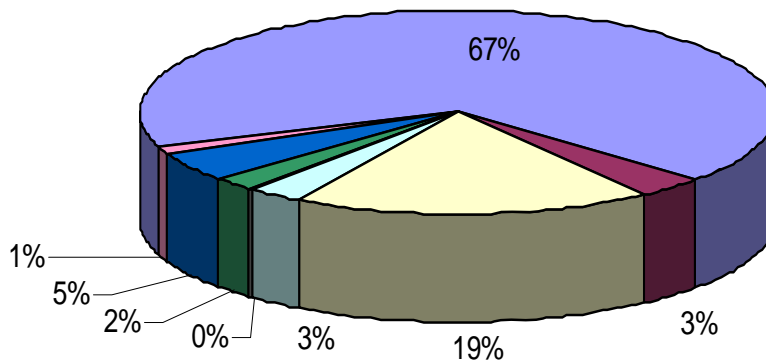
## Support - Fiscal Year 2007/08



### SUPPORT

<span style="color: blue;">■</span> Senior Resources Grant	82,208.01
<span style="color: magenta;">■</span> Greater Ottawa United Way	50,995.88
<span style="color: green;">■</span> United Way of Lakeshore	60,000.00
<span style="color: yellow;">■</span> Contracts & Other	94,625.00
<span style="color: cyan;">■</span> Member & Community Support	161,752.48
Total Support	\$449,581.37

## Expenditures - Fiscal Year 2007/08



### EXPENDITURES

<span style="color: blue;">■</span> Wages & Benefits	\$290,541.92
<span style="color: maroon;">■</span> Communications	13,668.61
<span style="color: yellow;">■</span> Contracted Services	80,335.80
<span style="color: cyan;">■</span> IT Services	11,924.64
<span style="color: grey;">■</span> Marketing	396.47
<span style="color: green;">■</span> Supplies	9,427.29
<span style="color: blue;">■</span> Occupancy & Other	20,382.28
<span style="color: pink;">■</span> Travel & Training	5,275.76
Total Expenditures	\$431,952.77

Excess Support (Expense)	17,628.60
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Community Access  
Line of the  
Lakeshore Financial  
Audit conducted by

# Community Access Line of the Lakeshore Board of Directors 2008



<b>President</b>	<b>Tom</b>	<b>Schmiedeknecht</b>	<b>Professional Med Team</b>
<b>Vice President</b>	<b>Dan</b>	<b>Martin</b>	<b>Scholten and Fant</b>
<b>Secretary/Treasurer</b>	<b>Paula</b>	<b>Kelson</b>	<b>Muskegon County Mental Health</b>
	Jeff	Fortenbacher	Access Health
	Wil	Griffin	City of Muskegon
	Julie	Shyne	City of Muskegon Heights
	Carrie	Larks	City of Norton Shores
	Tim	Tubergen	Fruitport Township
	Patrick	Moran	Greater Ottawa County United Way
	Nancy	Weller	Hackley Community Care Center
	Melissa	Freye	Hackley Hospital
	Peter	Sartorius	Health Project for Muskegon County
	Kelli	Perkins	Holland Herrick District Library
	Carol	McFall	JSJ Corporation
	Evelyn	Szpliet	Manistee County Face of 2-1-1
	Jen	Bailey	Mercy General Health Network
	Stu	Jones	Muskegon Area Intermediate School District
	Wendy	Ohst	Muskegon County Dept. Employment & Training
	Laurel	Sproul	Muskegon County Health Department-WIC
	Gary	Torgna	Muskegon County Dept. of Human Services
	Gwen	Williams	Muskegon Family Clinic
	Jeanette	Riley	Muskegon-Oceana Community Action Partnership
	Bill	Raymond	Ottawa Community Action Agency
	Lisa	Stefanovsky	Ottawa County Health Department
	Gentry	Mohr	Ottawa County Mental Health
	Jan	DeVries	Ottawa Dept. of Human Services
	Chris	Baker	Ottawa Area Intermediate School District
	Dee	Scott	Senior Resources
	Chuck	Michele	Shape Corporation
	Lynne	Russell	United Way of Mason County

560 Seminole Muskegon, MI 49444

231-733-1155 Toll Free 1-877-211-LAKE (5253)

[www.call-211.org](http://www.call-211.org)