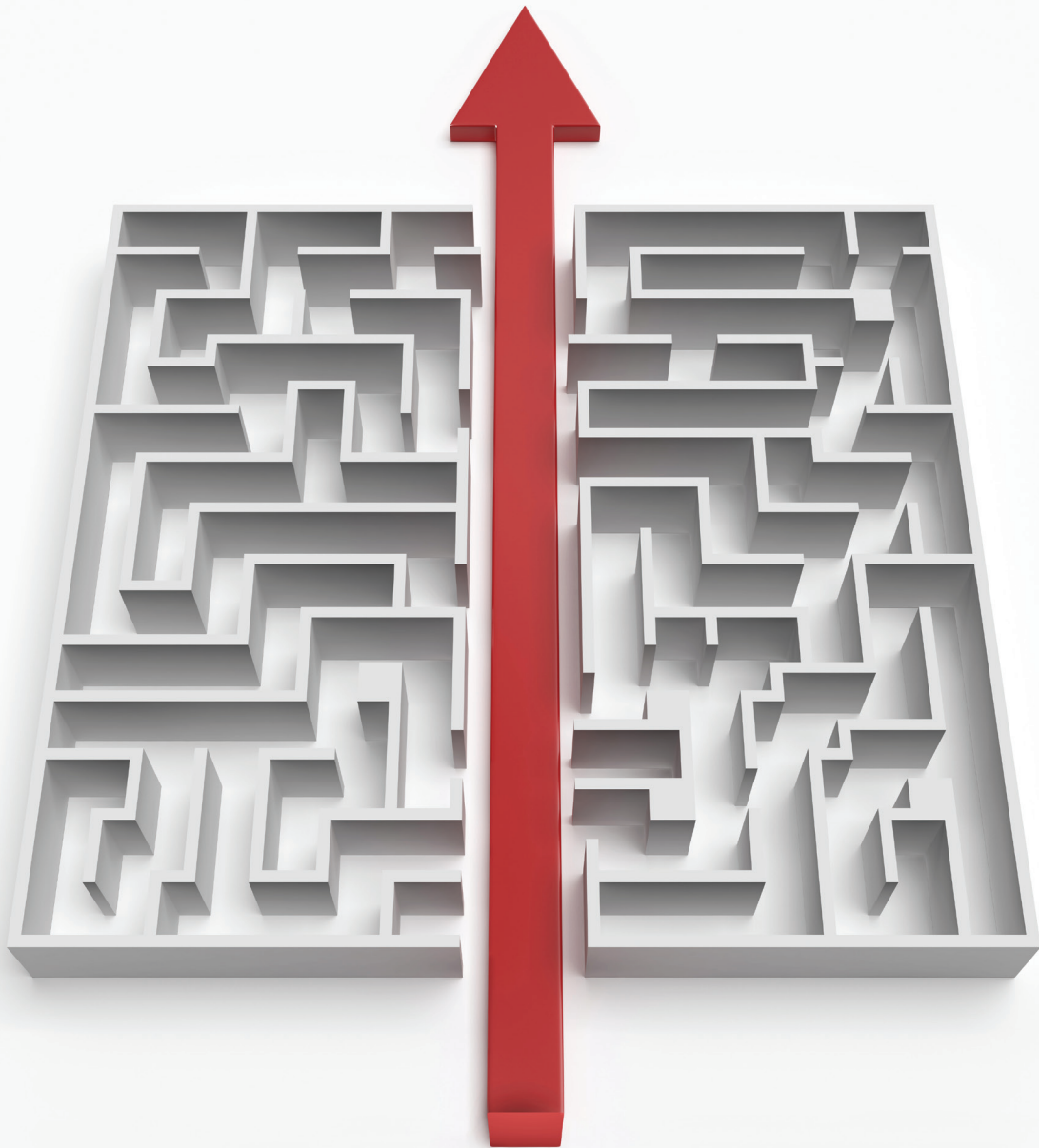




**Nova Scotia<sup>®</sup>**



**When you don't know where to turn**

ANNUAL REPORT 2017

## A Message from our Executive

This year we celebrate the fourth full year of 211 service in Nova Scotia. Among the many reasons to celebrate, January 10th marked the 100,000<sup>th</sup> caller since our launch in 2013. It also marked our continued efforts to evolve how we can best serve Nova Scotians. Preference for on-line access jumped by 55% in terms of visitors to our website, increasing the total number of “contacts” this year alone to over 300,000.

Our success in answering each of those calls for help rests with our staff. We are so very proud of our staff. The compliments we receive for our team’s compassion, professionalism and dedication to task speaks volumes about their commitment to our mission. Please do read more about our great staff on page 4.

Not-for-profit organizations, the foundation of support in many communities across Nova Scotia, continue to demonstrate confidence and trust in 211. Referrals from service providers accounted for more than 35% of the calls received in 2017. In recognition of their support, our team was pleased to provide an increasing number of organizations with valuable data on needs and resources within the areas they serve.

Our Board of Directors continue to provide a guiding hand for the organization. The committed engagement of our directors led to important decisions resulting in added value through capacity building, reduced operational risk and enhanced financial sustainability.

We’re excited about planned investments in 2018, including improved capacity to meet the needs of our website clientele through enhanced analytics and a redesigned website with full bilingual capabilities. Efforts to promote and evaluate the informative value of 211 data to social policy decision-making will form an important part of our strategic agenda in 2018.

We are grateful for the support of the Province of Nova Scotia and United Ways in Cape Breton, Pictou, Colchester, Cumberland, Halifax and Lunenburg. Without the commitment of these funding partners, our past achievements would have been impossible and our future aspirations unattainable.

On behalf of the entire staff and Board of Directors, thank you for believing in 211. If at any time you have suggestions on how we can do better, we hope you will let us know.

Sincerely,



Ramsay Duff, *Board Chair*  
Ramsayduff@Macleodgroup.ca



Mike Myette, *Executive Director*  
mmyette@ns.211.ca

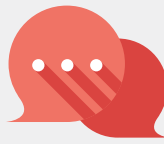
## The Big Picture 2017



Our specialists answered  
**35,843**  
phone calls



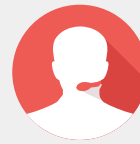
Our website was visited  
**266,475**  
times and 27,179 visitors used the site to search for services



Our callers received  
**42,900**  
referrals to 4,500 different programs & services



Our information services team updated 92% of our database content – over  
**10,000**  
resource records



Our team delivered **70** presentations and attended 19 outreach events, educating over **3,000** people



Provided reports on needs & resources to over **30** different organizations

"I phoned 211 after a lady who had been ill came to see me with a large overdue utility bill. The person I spoke to was amazing. She listened to my concerns with empathy and understanding, then she made some connections to resources and within hours, a local community group stepped up to assist. 211 didn't stop there however; they also identified supports to assist with a damage deposit for my client's new accommodations. I definitely will be telling people about the awesome support and services you provide."

*Continuing Care Employee – Bridgewater, Nova Scotia*

## Top Caller Needs



HEALTH NEEDS  
**13%**



LEGAL HELP  
**9%**



FINANCIAL  
HELP  
**8%**



HOUSING  
**8%**



FOOD  
**8%**



UTILITIES  
**3%**



GOODS  
**1%**

4% of our callers' needs were reported as "unmet". This means that there was not an agency in our database that provided the needed service, the client was ineligible for existing services, the client had already exhausted available services or they did not have transportation to access the program. Unmet needs data identifies areas of greatest need and, this in turn, can inform strategic funding decisions, ensuring that investments are targeted to where they can make a real difference in the lives of Nova Scotians.

## 211 Facts and Figures

<b>126</b> <b>YEARS</b> Amount of human services experience amongst our six call answer staff	<b>36</b> <b>SECONDS</b> The average length of time a 211 caller waited to have their call answered	<b>6 19</b> <b>MINS. SECS.</b> The length of an average call to 211	<b>100%</b> The percentage of voice messages returned on the same day callers left	<b>89%</b> The percentage of callers who received the referrals they needed in their first call
<b>96%</b> The percentage of needs that were matched with a referral to a helping resource	<b>950</b> The number of new records added to our database of services & programs	<b>\$1.14</b> The annual cost of 211 service per Nova Scotian (based on 2011 census)	<b>8</b> The number of accredited* 211 providers in Canada, including NS211	<i>*Accrediting body is: Alliance of Information and Referral Systems www.AIRS.org</i>

## 211 Works!



Outcome survey data indicated that 85% of 211 callers followed up on the referrals we gave them. Of that group, 75% reported receiving the help they needed.

100% of callers surveyed reported being satisfied with the navigator who answered their call.

99% of callers surveyed would recommend the 211 service to someone they care about.

## Did You Know?

211 has a wealth of data on met and unmet needs, gleaned from the 100,000-plus calls we've received since 2013. This information can help ensure that strategic investments in services continue to have the greatest impact. Currently, our needs data is available sorted by county or by community. In 2017, we invested in analytical tools that allow this data to be sorted by a number of other population based determinants, like age or gender. Our database contains information on more than 1,000 "public good" agencies, all "geocoded" for ease of transfer to asset maps or service inventories. 211 welcomes requests from "public good" organizations for information on needs or resources within the communities they serve. Call **466-5725** or send an email to: **info@ns.211.ca**.

### HOW TO REACH US

To find services and programs:  
 Dial: 211  
 Email: [help@ns.211.ca](mailto:help@ns.211.ca)  
 Web search or Chat :  
[www.ns.211.ca](http://www.ns.211.ca)  
 Text 21167

### FOR OTHER INQUIRIES

Service Delivery: 902-466-5722  
 Communications: 902-466-5723  
 Resource/Needs Data: 902-466-5725  
 Admin/Finance: 902-466-5721

## Complimenting the 211 Team

"I am amazed at the quality of 211 service, not only with the information but the kindness displayed by everyone I've spoken with. This is an exemplary service that I've never seen anywhere else; the people there go beyond the expected, sending links and emailing information."



## How 211 Helps...*some stories from our 2016 year*

Over 40 different organizations across Nova Scotia specialize in helping people acquire medical assistive devices. Ken\*, a senior living in rural eastern Nova Scotia, called 211 after his physician recommended a hearing aid. On Ken's limited income, the cost of a hearing aid was truly out of reach. The 211 specialist connected Ken with the Hearing Aid Society of Nova Scotia Mission and after considering his situation, the Mission provided Ken with a hearing aid free of charge. During 2017, the 211 team connected over 3,000 people with organizations that offer a broad range of low or no-cost devices, including hearing aids, eyeglasses, personal alert devices and mobility aids.

Service organizations frequently turn to 211 for assistance with a client's needs. A police officer in Cape Breton called 211 when a young newcomer from Ethiopia, Amadi\* needed emergency shelter and other supports. Within hours, 211 specialists connected the young man with a number of community supports that offered food, shelter and a free message service to ensure that other supporting agencies could reach him. During 2017, the helpful nature of service organizations accounted for approximately 40 out of every 100 calls placed to 211, either through referring a client to 211, or calling 211 directly, on their client's behalf.

211 routinely reaches out to organizations in hopes of finding a "fit" when a callers' needs don't match available services, or to offer help in connecting to a service. Wanda\* lives on a limited income. She called 211 from the office of a local service agency. She didn't own a phone and the aging computer she'd always relied on to stay in touch by email had stopped working. After 211 advocated on her behalf, Wanda not only received a free working computer, she was also offered a cell phone. During 2017 our staff offered this "extra help" on about 500 occasions to ensure people received services which they otherwise might not have.

*\*All names have been changed to protect confidentiality.*



## Thank You to Our Many Supporters

In 2017, over 35% of callers to 211 were referred by a service provider. The support of service providers is critical to our success and keeping service provider information up to date is a top priority for our team. Many service providers are helping us by using our convenient on-line updating process. Want to learn more? Call 211 or email us at [info@ns.211.ca](mailto:info@ns.211.ca).



*Arlene MacDonald, Executive Director of the Community Sector Council of Nova Scotia accepts the 2016 "Believer's Award, flanked by NS211 Board Chair Ramsay Duff and Executive Director Mike Myette.*

### Sponsorships Welcome!

We welcome inquiries from any organization interested in sponsoring an event or activity related to 211 service. To learn more about sponsorship opportunities, contact our Executive Director, Mike Myette at 902-466-5720 or email [mmyette@ns.211.ca](mailto:mmyette@ns.211.ca)

### Help us Spread Awareness of 211 by Hosting a Presentation or Distributing Information

To request a 211 presentation, or to obtain posters, rack cards or other information to help spread awareness of 211 in Nova Scotia, please contact our Director of Communications & Outreach, Suzy Teubner at 902-466-5723 or email [steubner@ns.211.ca](mailto:steubner@ns.211.ca)

## 211 Nova Scotia Board of Directors

**CHAIR:** Ramsay Duff, CEO, MacLeod Group

**Vice Chair:** Don Grant, Solicitor, Legal Services, NS Department of Justice

**Sec/Treasurer:** Brennan Stewart, CPA, CA, Associate, Orenda Corporate Finance, Ernst & Young

**Past Chair:** Terrance Norman, CEO, Scotian Wind Inc.

**Province of NS:** Joanne Munro, CEO, Service Nova Scotia

**United Way:** Sara Napier, President and CEO, United Way, Halifax

**Union of NS Municipalities:** Heather Kelly, Councillor, Municipality of the Region of Queens

#### Members at Large:

Chris Keevill, President and CEO, Colour

Janet Knox, CEO, NS Health Authority

Veronica Marsman, Property Manager, Akoma Holdings Inc.

Jennifer Parker, Director, Customer Solutions, Nova Scotia Power

Gerry Mills, Executive Director, Immigrant Services Association of Nova Scotia (ISANS)

## 211 Information and Referral Services Association Statements of operations and surplus

Year ended December 31

	2017	2016
<b>REVENUE</b>		
Government funding	\$ 945,000	\$ 945,000
Private funding	58,000	58,000
Other revenue	18,389	9,498
	<b>1,021,389</b>	1,012,498
<b>OPERATING EXPENSES</b>		
Salaries and benefits	762,373	783,506
Professional services	122,006	100,343
Advertising	34,329	36,106
Depreciation	19,519	23,985
Telecommunications	40,010	31,695
Office expenses	20,276	26,484
Travel	13,447	14,974
Office rent	15,313	15,125
Staff training	8,037	8,277
Interest and bank charges	3,012	3,289
Insurance premiums	2,981	3,128
Repair and maintenance	1,032	1,935
	<b>1,042,335</b>	1,048,847
Deficit of revenues over expenses	\$ (20,946)	\$ (36,349)
Surplus, beginning of year	\$ 193,330	\$ 229,679
Deficit of revenues over expenses	(20,946)	(36,349)
Surplus, end of year	\$ 172,384	\$ 193,330

To request detailed audited financial statements for 2017  
call 902-466-5721 or email us at: [info@ns.211.ca](mailto:info@ns.211.ca)

**THANK YOU!!**

211 Nova Scotia gratefully acknowledges its partners and supporters for helping to make our information and referral service a reality.

**HALIFAX** **Bell** **Aliant** **NOVA SCOTIA**



**Dial 2-1-1   Text: 21167**

**Email: [help@ns.211.ca](mailto:help@ns.211.ca)   Web: [www.ns.211.ca](http://www.ns.211.ca)   Twitter: @211NS   Facebook: [facebook.com/211NS](https://facebook.com/211NS)**

211 Information and Referral Services Nova Scotia is a not-for-profit society that provides navigational assistance for social and community services within the Province of Nova Scotia. 211 has information on thousands of services provided by non-profits, community groups and government departments. Information is available 24 hours a day, seven days a week, 365 days a year, simply by dialing 211 to reach trained navigators, or by visiting the 211 website at [www.ns.211.ca](http://www.ns.211.ca)