

July 8, 2019

Mr. Alain Muise  
Chief Administrative Officer  
Municipality of the District of Argyle  
PO Box 10  
Tusket NS B0W 3M0

Received:  
July 22/19

Dear Mr. Muise,

I am pleased to share with you, our 2018 Annual Report.

During 2018, an average of 1,000 Nova Scotians a day reached out for navigational assistance in finding human, community and social services. On page 4 of the report, in a section called "How 211 Helps" we offer insight into some of the unique and personal ways in which 211 has brought hope to people in need.

The 2018 year heralded strong growth in the awareness and use of 211 services. Increased use of 211 generates important data on the met and unmet needs of Nova Scotians – valuable data that ensures strategic investments in services continue to have the greatest possible impact. Read more about this on page 2 under "Giving Back to Community".

We're often told that elected officials and Municipal Staff find 211 helpful in their work throughout the Province, especially when faced with queries around social services. We would like to work with your team in promoting awareness so that more people are aware of and can use 211 to find the services they need. If this is something you are interested in, our Director of Communications and Outreach, Ms. Suzy Teubner, would love to hear from a member of your staff. Suzy can be reached by phone at 902-466-5723 or by email at [steubner@ns.211.ca](mailto:steubner@ns.211.ca).

With our first five years of successful operation now behind us, our Board and staff are collaborating on a new 5-year strategy to expand services, enhance value and increase our impact. The strategy involves greater collaboration with key partners, including Municipalities, with whom we share a great deal in common, given the similar nature of inquiries we respond to every day.

We look forward to working together on our common cause to improve the lives of Nova Scotians.

Sincerely,



Mike Myette  
Executive Director  
211 Information and Referral Services Association



**Nova Scotia<sup>®</sup>**



**Help Starts Here**

ANNUAL REPORT 2018

# A Message from our Executive

Throughout 2018, the fifth full year of 211 service, an average of 1,000 Nova Scotians reached out for help every day of the year. Out of almost 367,000 “contacts”, which represents a 20% increase from 2017, 10% reached out by phone while 90% sought out a helping resource through the web. One of our priorities this year involved enhancing our understanding of the needs of web-based clients so we can serve them better. This knowledge will be put to use in 2019 as we complete a re-design of the 211 Nova Scotia website.

During 2018, we were pleased to collaborate with the Nova Scotia Department of Seniors on a successful awareness campaign targeted at older adults living in rural communities. In comparing call data before and after the campaign we observed that the number of calls inquiring about senior-related services increased a full 10%, to make up 49% of the call volume in the latter quarter of the year.

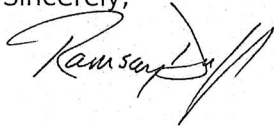
We bid a fond farewell to two long serving Directors, early in 2018, Janet Knox and Chris Keevil. Both exhibited great tenacity and commitment in honouring us with their support for six years, the maximum allowable under our by-laws. We were fortunate in attracting new director talent from across the Province, and in 2018 the work of our Board led to several important decisions including the commitment to review and refresh our strategic plan. We are looking forward to benefitting from the Board’s insights and advice in 2019 as we complete this important work to define the future role and direction of 211 in Nova Scotia.

We’re excited about planned service improvements in 2019, including the ability for website visitors to build and download customized local directories as well as the transition to a new telephony platform. Efforts to promote and evaluate the informative value of 211 data to social policy decision-makers will continue to form an integral part of our strategic agenda.

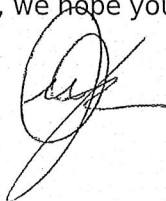
We are grateful for the support of the Province of Nova Scotia and United Ways in Cape Breton, Pictou, Colchester, Cumberland, Halifax and Lunenburg. Without the commitment of these funding partners, our past achievements would not have been possible and our future aspirations unattainable.

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 2018 Big Picture

Our Navigators answered  
37,673 phone calls and

**identified over 39,000 needs**

Our website was visited

**328,198 times**

and 95% of visitors found  
a helpful resource

Our callers received

**44,102 referrals** to

4,700 different helping resources

Our data group updated  
93% of the 211 database's

**8,400 active records**

Our team attended

**91 outreach events,**

promoting 211 to over  
5,000 Nova Scotians

## What People are Saying

**"Your work is so important. I hope you know how valuable the work you do each day helps to build better communities. "**

~ 211 Caller

**"When I suggest a client contact you for information, I feel confident in knowing that they will receive the kind, considerate attention that you always show me."**

~ Service Provider

## Top Caller Needs

Health Needs  
**12%**

Financial Help  
**12%**

Housing  
**8%**

Legal Help  
**7%**

Food  
**7%**

Utilities  
**4%**

Transportation  
**3%**

5% of our callers' needs were reported as "unmet". This means we were unable to offer them a referral to a program or service to meet their need. There are various reasons for this. Sometimes, the closest helping resource is too far away. As a means of helping the greatest number, many organizations limit the frequency with which clients can access their services. For programs that have a low income threshold, we frequently find that family income is too high to make them ineligible for the support they need.



# 211 Facts and Figures

**145**

**YEARS**

the amount of human services experience in our Navigator group

**40**

**SECONDS**

the average length of time a caller waited to have their call answered

**6 43**

**MINS. SECS.**

The length of an average call to 211

**100%**

the percentage of messages returned on the same day they were left them

**92%**

the percentage of callers who received the referrals they needed in their first call

**95%**

the percentage of callers' needs for which we were able to offer a helpful referral

**750**

the number of new records added to our database of services and programs

**\$1.15**

the annual cost of 211 service per Nova Scotian (based on 2012 census)

**8\***

the number of internationally accredited 211 services in Canada, including Nova Scotia's

\* Accrediting body is The Alliance of Information and Referral Systems [www.Airs.org](http://www.Airs.org)

## 211 Impact & Value!

86% of callers surveyed reported following up on the referrals we provided. Of those who followed up, 76% said they received help.

97% of callers surveyed said they were happy with the service they received from our navigators

98% of callers surveyed would recommend 211 to someone they care about

## Giving Back to Community

The information we collect on the met and unmet needs of Nova Scotians is intended to help identify service gaps in Nova Scotian communities. We want to share this information in hopes that doing so will contribute to better informed decisions around investments in new services for areas that are currently underserved. Our comprehensive inventory of community resources is also available to organizations serving the public good, whether they seek to create asset maps for research or public awareness purposes. To learn more call **902-466-5725** or email: [info@ns.211.ca](mailto:info@ns.211.ca)

# Meet the Nova Scotia 211 Team

Our dedicated staff deserves much of the credit for our success. Their diverse responsibilities range from community navigator, to communications & outreach, from financial management to quality assurance and even “detective” (who better to track down and create records of every known helping organization in the province?). The team’s attention to detail and the care they put into everything they do are among the reasons why so many Nova Scotians continue to place their trust in 211 “when they don’t know where to turn”.



Community Resource Navigators Cindy, Michelle, Kim, Pam and Katrina (seated) are flanked (l to r) by Navigator Paula, Database Coordinator Vanessa, Communications Director Suzy, Finance Coordinator Janice, Quality Coordinator Ashley, Navigator Jane, and Service Delivery Director James.

## How 211 Helps...some stories from our 2018 year

The success of a public good enterprise is often measured by the impact of its efforts. There is no shortage of best practice research on how to measure societal impact. Invariably however, experts agree that one of the most effective ways to demonstrate impact is through story telling. The following stories, in which the names and certain other details have been altered to protect confidentiality, are offered as true-life examples of the impact 211 has had and continues to have in the lives of Nova Scotians.

211 connects people in need with helping organizations. Service clubs have a well-earned reputation for helping individuals who might otherwise “fall through the cracks” of Nova Scotia’s social safety net. \*John’s connection to a helpful service club literally brought a smile to his face. After recovering from an unrelated ailment, John reached out to 211 for help with dental issues. John needed this help but he could not afford to pay for it as he was on a low income budget and did not have private insurance. Jane, the 211 community resource navigator, connected John with a local service club. After hearing his story, the club agreed to help John with his dental bill, much to his relief. Without 211, John said he would have had nowhere to turn for help.

Although they have more than 150,000 calls under their collective belts, our navigators still occasionally encounter unique needs that lead to the discovery of still more services which Nova Scotians can benefit from. The first words \*Linda uttered when she called 211 were “I don’t know where to turn”. A close family member in another province was seriously ill and she wanted to be with them but she couldn’t afford airfare. Pam, the 211 community resource navigator was determined to help with this request. After a bit of research, Pam found an out-of-province program called “Give A Mile”, which offers donated travel award points so people can travel to support critically ill loved ones. After contacting “Give a Mile” to learn about the application process, Pam, encouraged Linda to apply and Linda subsequently received the support she needed to travel so she could offer much-needed support to her family member. The “Give a Mile” program is now included in 211’s extensive resource database.

**If you have a 211- inspired story that you’d like to share, we want to hear from you. You can reach us at (you guessed it) 211.**

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

# Thank You to Our Many Supporters

In 2018, service providers contributed to almost half (46%) of the calls we answered, either by calling 211 on behalf of a client or suggesting that someone in need reach out to us. We are grateful for the trust that the sector has placed in our service and we value any feedback so that we can continue to improve on both the quality and quantity of referrals to organizations across the Province.

Accurate information on programs and services is critical to our ability to connect people in need to those who can help them. 211 is committed to ensuring that the information in our database is continually updated. Increasingly, service providers are contributing here too, using our convenient on-line updating tool to easily and quickly update their information. Want to learn more about this? Call 211 or email us at [info@ns.211.ca](mailto:info@ns.211.ca)

## 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 for 2018

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

**Vice Chair:** Jennifer Parker, Director, Customer Solutions, Nova Scotia Power

**Sec/Treasurer:** Brennan Stewart, CPA, CA, Vice President, EY Orenda Corporate Finance Inc.

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

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

**Union of NS Municipalities:** Tina Connors, Councillor, Municipality of the District of Chester

### Members at Large:

Doug Boyd, Strategy Consultant  
Lindsay Peach, VP Integrated Health Services, NS Health Authority  
Veronica Marsman, Property Manager, Akoma Holdings Inc.  
Maria Cain, Manager of Community Integration Services, Immigration Services Association of Nova Scotia (ISANS)  
Sarah MacIntosh, Solicitor, Mac Mac & Mac  
Don Grant, Solicitor, Legal Services, NS Department of Justice



# 211 Information and Referral Services Association

## Statements of operations and surplus

Year ended December 31

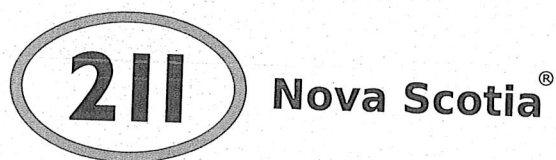
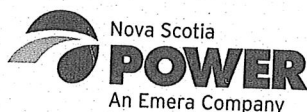
	2018	2017
<b>REVENUE</b>		
Government funding	\$ 945,000	\$ 945,000
Private funding	60,200	58,000
Other revenue	70,220	18,389
	<b>1,075,420</b>	<b>1,021,389</b>
<b>OPERATING EXPENSES</b>		
Advertising	48,399	34,329
Depreciation	14,126	19,519
Insurance premiums	3,211	2,981
Interest and bank charges	3,095	3,012
Office expenses	19,463	20,276
Office rent	15,639	15,313
Professional services	146,321	122,006
Repair and maintenance	108	1,032
Salaries and benefits	780,486	762,373
Staff training	7,968	8,037
Telecommunications	35,139	40,010
Travel	16,489	13,447
	<b>1,090,444</b>	<b>1,042,335</b>
Deficit of revenues over expenses	\$ (15,024)	\$ (20,946)
Surplus, beginning of year	\$ 172,384	\$ 193,330
Deficit of revenues over expenses	(15,024)	(20,946)
Surplus, end of year	\$ 157,360	\$ 172,384

To request detailed audited financial statements for 2018  
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)