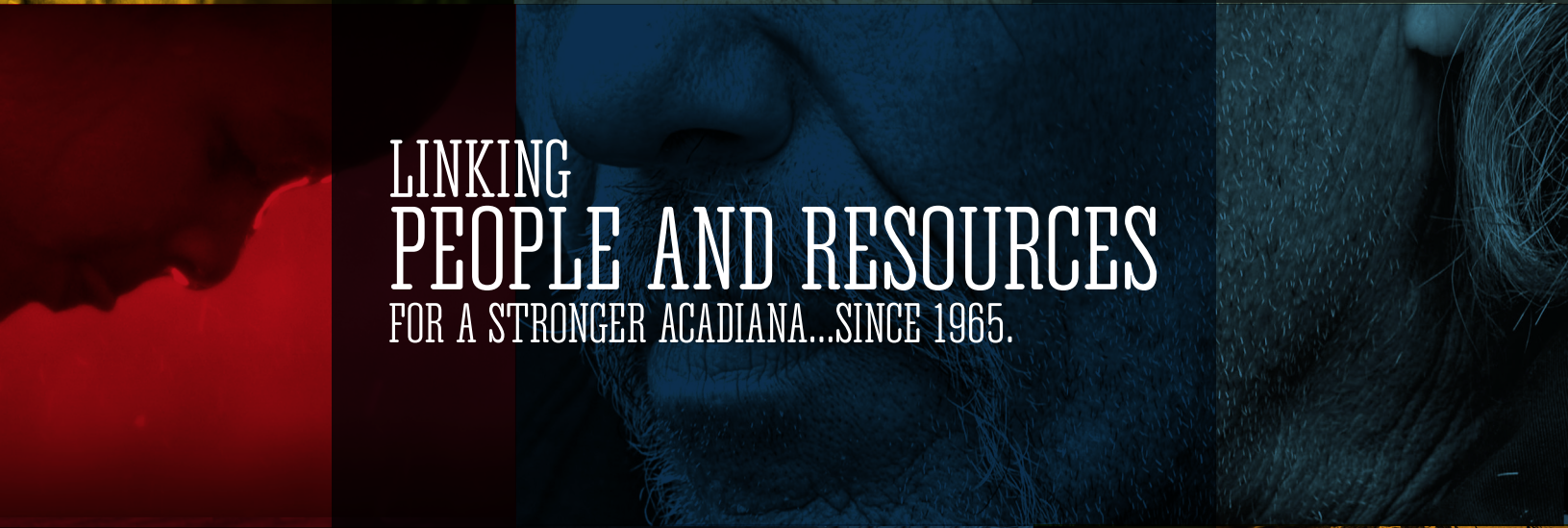


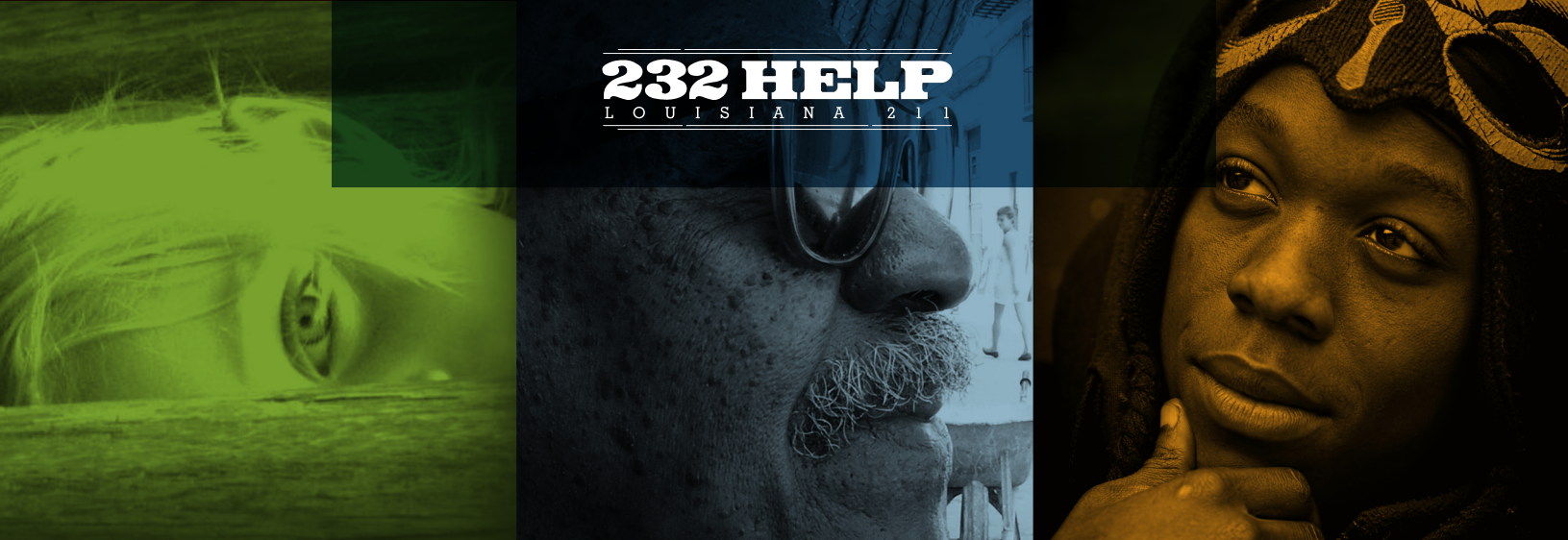


2013 ANNUAL REPORT

LINKING  
PEOPLE AND RESOURCES  
FOR A STRONGER ACADIANA...SINCE 1965.



**232 HELP**  
LOUISIANA 211





James Parkerson Roy  
President



is pleased to share with you, through this *Annual Report*, what we believe to have been an **outstanding year** for our organization and our impact on the communities we serve.

## SERVICE

**Our most important work is that which we do for our clients.** We are an Information and Referral (I & R) service, connecting people in need with services. I & R support opens doors into the **human service delivery system** and helps people obtain access to the services they need. More than simply connecting people to services, we also **advocate** for those who cannot advocate for themselves or who need special assistance. We help our clients meet and **manage multiple needs** simultaneously. We help families and individuals **in crisis** return to productive and contributing members of our communities. We **incubate** new programs where needed. And we are a vital link to the public and to local, State and Federal partners when an **emergency** or **disaster** occurs.

This past year we handled **72,319 calls** for help. This *Annual Report* provides you the nuts and bolts – by-the-numbers – of what we do to make Acadiana a **stronger, more resilient** community, taking care of our friends and neighbors when they need us most.

## LEADERSHIP

Several years ago, we challenged ourselves to increase the **size** and **capacity** of our **board**, ensuring that it represents some of the strongest leadership throughout Acadiana. Since we began that initiative, our board has almost tripled in size. While we still have a ways to go to ensure representation for each of the Parishes in our service area, our representation throughout Acadiana has **significantly increased** and our outreach and recruitment efforts continue.

## OPERATIONS

This past year, we put new **accounting** and **budget management** procedures in place to ensure we make the most of the resources we have. We also significantly expanded our **conference areas, work spaces** and **client service areas**.

## FUNDRAISING

2013 was our **most successful year ever** in fundraising. In 2013, we installed and began populating the **blackbaud** database **fundraising management system**. This important fundraising tool allows us to capture and maintain a list of those people who so generously support our work, stay in contact with them and build our donor base. Through our signature event – *2013 Anything Is Possible* – to individual donations, both private and public sector grants,

we continue to grow our **financial capacity**, ensuring our work continues throughout the current year and into the future.

## OUR FUTURE COULD NOT BE BRIGHTER

Throughout our history, we have been a **leader** and on the cutting edge of innovation in the social service community – **first** in the State and **fourth** in the Nation to recognize 211 dialing system as a needed tool in service delivery to communities and individuals in crisis. We—like every nonprofit—are challenged each day to ensure funding so that we can continue to provide needed services to those within our communities who need them. We are grateful that through the efforts of our board and staff over the last few years, we have **secured** our place as a **premiere** and **financially stable** service organization in Acadiana. That security enables our staff – everyday – to maintain its focus and commitment to making **232-HELP/2-1-1\*** **better** than the day before.

Our pledge to our board, our donors and the public we serve is that the value of **232-HELP/2-1-1\*** to Acadiana will continue to be **significant**. It is our **honor** and **privilege** to serve the communities in which we live.

With best wishes,



JAMES PARKERSON ROY  
President, **232-HELP/2-1-1\***

## EXECUTIVE COMMITTEE

**James P. Roy**  
*President*

**Robert D. Lowe**  
*Immediate Past President*

**Kathy Ashworth**  
*Vice President*  
*Community Affairs and Secretary*

**Paul “Buddy” Azar, MD**  
*Vice President*  
*Medical Liaison*

**Randy Haynie**  
*Vice President*  
*Legislative Affairs*

**John Hendry, DDS**  
*Vice President*  
*Dental Liaison*

**William “Dud” Lastrapes**  
*Vice President*  
*Development and Treasurer*

## BOARD OF DIRECTORS

**Glenn Armentor**  
**David Barczyk**  
**Janice D. Beyt**  
**William C. Capell**  
**Elise Colomb**  
**Shirley Covington, MD**  
**Richard D’Aquin**  
**Granberry Davis\***  
**Tyler S. Davis\***  
**Lige Dunaway, DDS**  
**Gregory Folse, DDS**  
**Michael Horaist, MD**  
**Christian Leach**  
**Beth Leblanc**  
**James R. (Jim) McLemore**  
**Jim Nichols, DDS**  
**Ronald N. Padgett, MD**  
**James L. Pate**  
**Brent Prather, MD**  
**Edwin Preis**  
**Ronald J. Prejean, CPA**  
**Jerry Boustany Ramsay**  
**John Roy**  
**Rev. Gary Schexnayder**  
**Jerry Shea**  
**Clyde R. Simien**

\*Board service completed in 2013



Rae Logan  
Executive Director

Let me echo Jim's remarks on the previous page. I could not be more proud of what we have accomplished on behalf of our clients and throughout our service area.

Since becoming Executive Director in March, 2013, I have been asked many times, "What does **232-HELP/2-1-1**\* do?" Many people are familiar with **232-HELP/2-1-1**\*, as the **number to call to find help when needing social services**. In 2013, we assisted an average of **155 callers per day**. However, what most people do not know is the depth of service that we provide to the clients we serve. For example. . .

*Did you know that **232-HELP/2-1-1**\* serves a 10-Parish area?* We are proud to be the Information and Referral (I & R) organization for **Avoyelles, Evangeline, St. Landry, Acadia, Lafayette, St. Martin, Vermilion, Iberia, St. Mary and Terrebonne**.

*Did you know that **232-HELP/2-1-1**\* I & R specialists advocate for those who need special assistance?* Mrs. Jones, after paying rent, utilities and medicine, cannot afford to buy groceries – is she eligible for a food bank? If so, how does she apply? Her application is taken by a **232-HELP/2-1-1**\* specialist, and she is assigned to

a food pantry in her area. The specialist also arranges immediately for emergency groceries so her children do not go to bed hungry.

*Did you know that the **232-HELP/2-1-1**\* MEDICAL APPLIANCE LOAN PROGRAM provides needed medical appliances when there is no other resource?* Sally's elderly mother was just home from the hospital and needed a wheelchair and a bath chair for the shower. Our Medical Appliance Loan Program manager made arrangements for Sally to pick up the wheelchair and bath chair later that same day.

*Did you know that the **232-HELP/2-1-1**\* DONATED DENTAL PROGRAM serves the indigent, disabled and elderly who cannot afford needed dental treatment and have no other way of getting help?* Pamela was suffering with an infected tooth. After paying rent and bills, she could not afford a dentist. She had suffered for a long time, until she found us.

"I am so thankful to God, you and this program for helping me with my dental need. . . I had suffered a long time in pain. I feel brand new 'pain free'. Thank you, Pamela"

*Did you know that the **232-HELP/2-1-1**\* PROJECT RX assists with prescription medications when no other resources are available?* We were contacted by a caseworker at one of the area hospitals about a young couple who had just moved back to Acadiana. Their small child needed asthma medication; however, the couple had no insurance. Through Project RX, **232-HELP/2-1-1**\* was able to send the young couple to one of our participating pharmacies to have the prescription filled at no cost to them.

*Did you know that **232-HELP/2-1-1**\* is a vital link between the public and the Office of Homeland Security and Emergency*

### *Preparedness (OHSEP) in each Parish we serve?*

As part of the statewide emergency 211 system, **232-HELP/2-1-1\*** provides assistance in the event of a local, regional, State or national — manmade or natural — emergency or disaster. During Hurricane Isaac, **232-HELP/2-1-1\*** responded to more than **10,000 calls** for assistance before, during and after the storm. People were looking for shelter, tarps for leaking roofs, food, supplies and more. It is our belief that **only a human voice** will do in the middle of the night during a hurricane, when children, adults, the elderly, the physically or mentally challenged — and any of us — are afraid.

We are fortunate to benefit from living in an **economically strong region**, but good fortune

is not spread evenly. Many unfortunate people in our community — especially senior citizens and children living in poverty — still need help.

**232-HELP/2-1-1\*** exists to serve them.

We meet the unmet needs of the people of Acadiana, through efforts supported by grants, fundraising and donations from supporters across the region — kind-hearted, community-minded people just like you. **Thank you for helping 232-HELP/2-1-1\* help others.**



**RAE LOGAN**

**Executive Director**

## WHO WE ARE | HOW WE HELP

**232-HELP** is a 501(c)3 non-profit, **comprehensive information and referral agency** providing hope and assistance to children, couples, single parents; senior citizens; people with handicaps; teens; men and women suffering from domestic violence; homeless; individuals, families and communities. We develop, provide for, advocate and refer those in need to community-based services. Our staff is called Information & Referral (I & R) specialists.

In **collaboration** with a host of service providers, our I & R staff dedicates its expertise and empathy in assessing and responding to the myriad of crises befalling people, oftentimes through no fault of their own. Staff support is offered in an inviting, non-judgmental and confidential manner, helping callers to clarify their situation and to make **informed decisions** about possible solutions. Sometimes, the need is simply the phone number of an agency. Other times, more complex case management is required when multiple issues are presented

needing a **coordinated response** between a multitude of service providers.

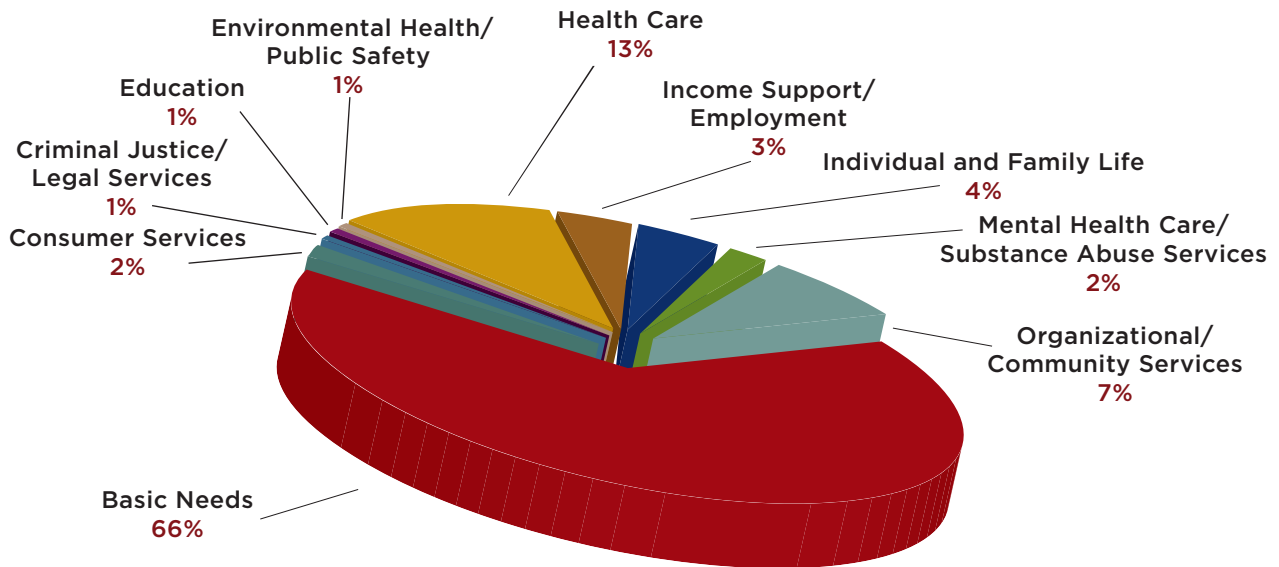
**232-HELP/2-1-1\*** maintains a database of more than **1,800 programs**, which offers over **2,600 services** to Acadiana. Accurate and up-to-date information is maintained for organizations from the smallest food pantries to the largest State and Federal entities. Resource information is obtained through annual community service updates, outreach events and partnership meetings, which allow us to collect information, promote our services and participate in local initiatives.

People who contact us — from all generations and walks-of-life within our **10-parish service area** and from various other parts of Louisiana and other States — leave with the tools, skills, connections and confidence to face life's challenges.

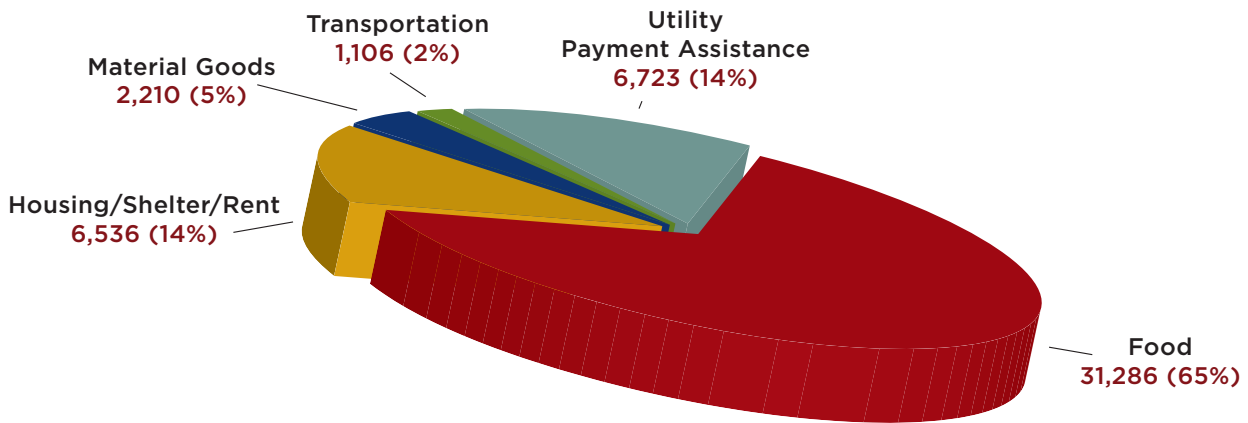
BY THE NUMBERS...

# 232-HELP/211 PROVIDED HOPE AND OPPORTUNITY IN 2013 TO:

## 10-Parish Service Area Caller Needs/Crisis Situations - 72,319



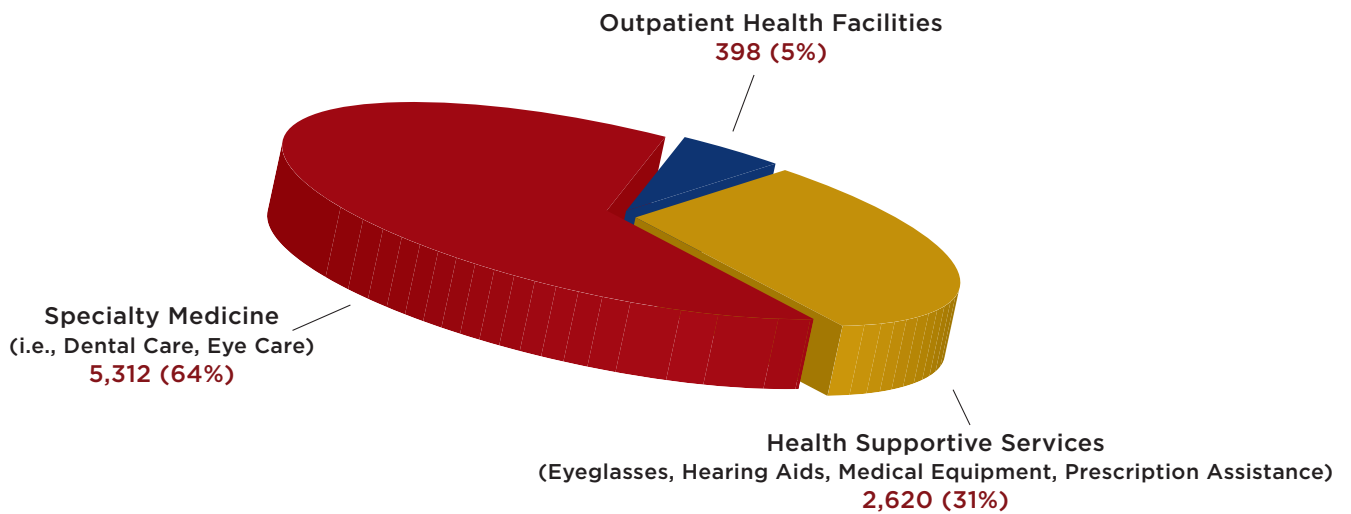
## 10-Parish Service Area Basic Needs - 47,861



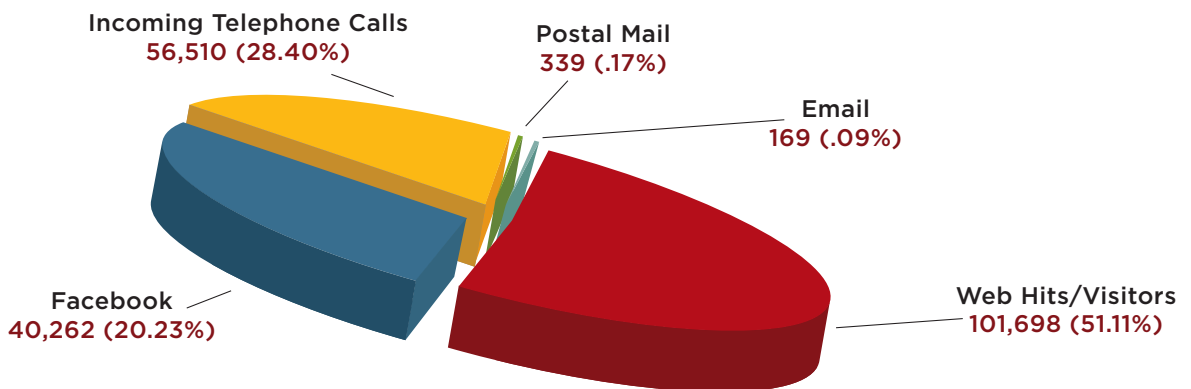
- 56,510 TELEPHONE CALLERS
- + 101, 698 WEB VISITORS
- + 701 PERSONS VIA WALK-INS, EMAIL AND POSTAL MAIL
- + 40, 262 FACEBOOK INTERACTIONS

**199,171 CONTACTS IN 2013!**

**10-Parish Service Area Health Care - 8,330**



**Contact Methods**



# BY THE NUMBERS (CONTINUED . . .)

## Basic Needs

- **31,286** individuals obtained evaporated and dry milk, fruit juice, cereal, canned meat, canned fruits and vegetables, potatoes, rice or pasta, peanut butter, dry beans and cheese from **FoodNET** and **SECOND HARVEST FOOD BANK** via a host of community food pantries. **232-HELP/2-1-1\***

**FoodNET**  
THE GREATER ACADIANA FOOD BANK

**SECOND HARVEST**  
**FOOD BANK**  
TOGETHER WE CAN SOLVE HUNGER.

is the point-of-entry into Lafayette Parish food pantries and provides referrals for all other areas.

Basic sustenance levels — housing, food, clothing—and keeping a step ahead of hunger or eviction . . .

- **6,536** children, couples and families received referrals to low-income housing opportunities and shelters, and were given emergency rent payment assistance.
- **6,723** families received utility payment assistance. Their electric or gas bill had been or were at risk of being shut off.
- **2,210** people were directed to **thrift shops**; provided **fans** during heat spells; **heaters** during ice storms; **school clothing** and **shoes** to begin the school year; and, had access to bathing facilities for personal cleanliness. For those suffering house fires and unable to afford home insurance, vouchers were provided for clothing and small household needs.
- **1,106** referrals were made to meet **medical** or **general transportation** needs, helping individuals who could not afford gas for doctors' visits; did not have anyone to take them to church or to shop for groceries; or, were looking for programs that provided supportive or emergency assistance due to problems they had encountered.

## Health Care Needs

- **5,312** of the elderly, those with disabilities and children who needed specialized care of their **teeth** and **eyes**, were provided assistance, including the prevention, diagnosis and treatment of diseases.
- **2,620** individuals who could not afford and did not have insurance were provided with **eye glasses**, **walkers**, **insulin injection supplies**, **blood pressure monitors**, **hearing aids** and/or **prescription medications**.
- **398** referrals were made to **public health** and **community clinics** for those needing walk-in/walk-out **mental health** diagnostic and treatment services.

**59%** of adults with moderate incomes — or 21 million people — were uninsured or underinsured in the U.S. Adults who are uninsured are less likely to receive recommended preventive care.



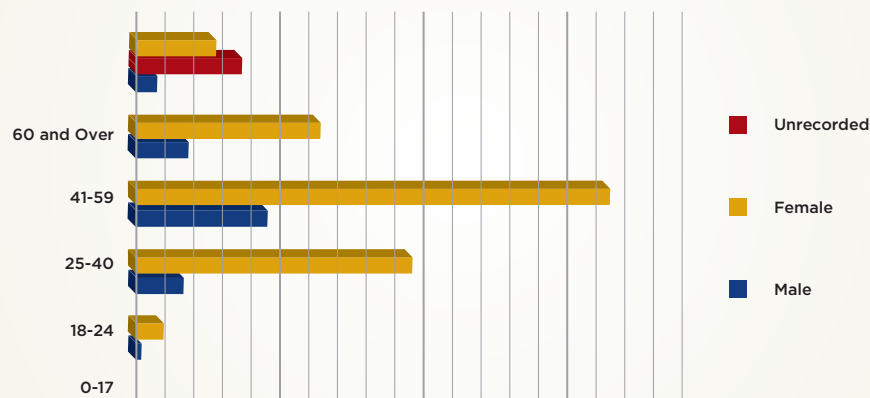
# CALLER DEMOGRAPHICS: TYPES OF CALLS/SERVICES

**232-HELP/2-1-1\*** collects and organizes aggregate information on the demographics of clients and their needs so that we can measure performance and to **support community planning**. These statistics help funders, government entities and other social service organizations:

- Understand **why** there is a need for a particular service;
- **Gender** and **age groups** of those using the services;
- **Where** services are needed or are lacking; and,
- Which programs are doing well.

The reports generated from this data provide valuable information on programs available to youth and families, whether to continue certain services, or establishes baselines in determining the amount of funds needed to initiate services.

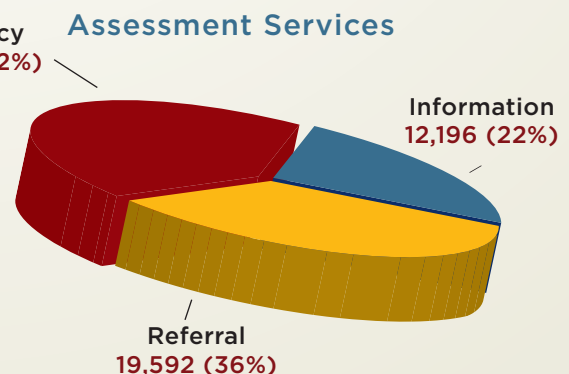
Gender and Age Groups



**Assessments** involve a variety of communication techniques, including active listening, to **assess the needs** of inquirers. It is critical to thoroughly understand an inquirer's situation before giving information and/or referrals or providing advocacy services.

**232-HELP/2-1-1\*** callers primarily needed the following **types of assistance**:

- **Information giving** is a response to **specific inquiries** about human services. The information may range from a limited response, such as a phone number or address to fully developed case management assistance.
- **Referrals** involve assessing the needs of a client as openly and non-obtrusively as possible, **identifying appropriate resources** that meet those needs, and allowing the client to choose from a variety of service options.
- **Advocacy** occurs on behalf of an individual when, once eligibility is confirmed, services are not adequately provided or when the individual is **unable** to obtain a service on their own.

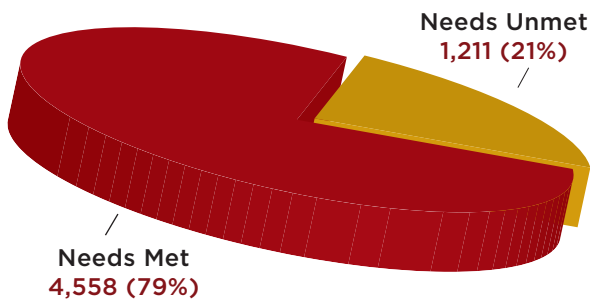


# FOLLOW-UP CALLS

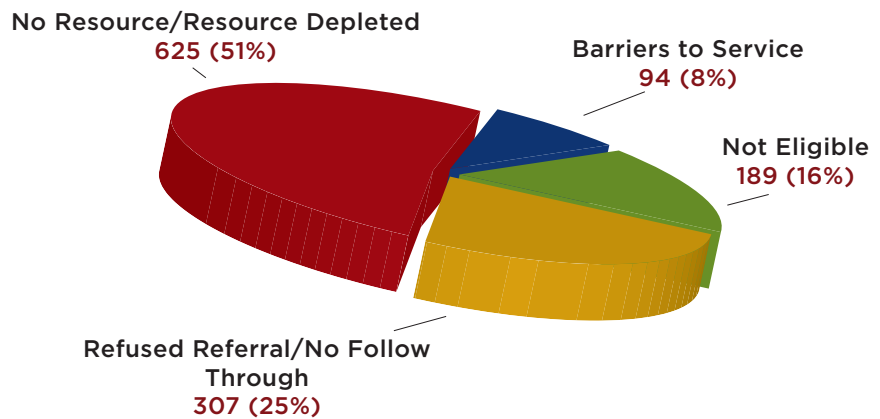
The primary purpose of follow-up calls is for the benefit of inquirers to see if their needs are met. If the inquirer has not received services, the need has not been met or new needs are identified, additional appropriate referrals are provided. Information gathered during the follow-up process is also used as a further means of evaluating the effectiveness of existing community service providers, **232-HELP/2-1-1\*** service delivery and for **identifying gaps** in community services.

Of the **5,769 follow-up calls** made in 2013, **4,558 households** received assistance from referrals provided by **232-HELP/2-1-1\***. Unmet needs totaled **1,211**: callers who did not receive assistance due to geographic boundaries, ineligibility, lack of follow-through, depletion of resources (i.e., program dispensed all funds) and/or no resource availability.

## Percent of Needs Met/Unmet



## Reasons Unmet

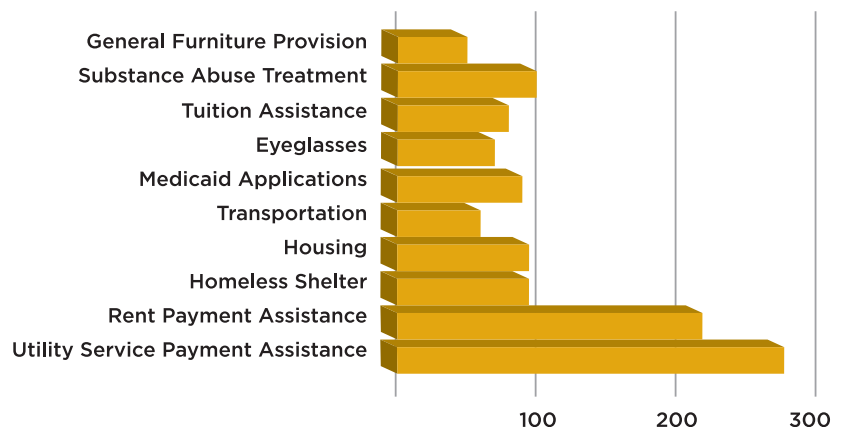


# GAPS IN SERVICES

During follow-up calls and when attempting to secure services requested by inquirers, specialists may discover there is **no service** in the community that meets a particular need. Identifying gaps and knowing the number of people affected, helps **232-HELP/2-1-1\***, other service providers and the community consider new or expanded programming.

**232-HELP/2-1-1\*** has a rich history of starting and incubating new programs when needed. We have given birth to more than **30 different** nonprofit organizations including the **Rape Crisis Center, Child Protection Agency, the Lafayette Community Health Care Clinic, Epilepsy Support Group, Down Syndrome Foundation**, among others. Today, each of these continue to provide valuable services throughout Acadiana.

## Types of Services



# ECONOMIC IMPACT

**232-HELP/211\*** is a steward of the community's health and well-being. Our economic role is quite substantial. We do more than simply provide supportive community services; we are a **significant contributor** to the economy. There is immeasurable value in understanding and recognizing the economic impact of our services and in-house programs within our community, our region and our State.

## Summary of Economic Impact Since 1965

### Value of I & R Since 1965

# of Callers	10,306,610	\$124,191,644
Value (Based on a fair market value)		

### 1999-2013 Donated Dental In-Kind Services

\$2,187,150

### Economic Impact of Programs

2005	\$5,096,629
2006	\$5,397,544
2007	\$5,660,801
2008	\$5,123,211
2009	\$6,622,789
2010	\$6,550,997
2011	\$3,376,563
2012	\$1,161,335
2013	\$2,419,175



\$41,409,044

### TOTAL ESTIMATED ECONOMIC IMPACT

\$167,787,838

## We Deliver on Our Mission by...

Rendering, when possible, direct services in the absence of any other agency, individual or organized service capable of responding to a particular request for help—identifying gaps in community services and incubating new programs where need ded.

Educating the public on matters related to health and social problems.

Collaborating and networking with other service organizations within the 232-HELP/211 geographic boundaries as well as other Louisiana 211 providers.



To facilitate access to community health and human service resources and increase America's preparedness in the event of a terrorist attack, the Federal Communications Commission (FCC) and the U.S. Senate designated, in July 2000, the dialing sequence 2-1-1 for the exclusive use of **Information and Referral providers** (I & Rs) across the Nation.

As the first I & R agency in Louisiana, it was a 'right' next-step for **232-HELP** become the first agency in Louisiana and the fourth in the country to become a designated 211 call center.

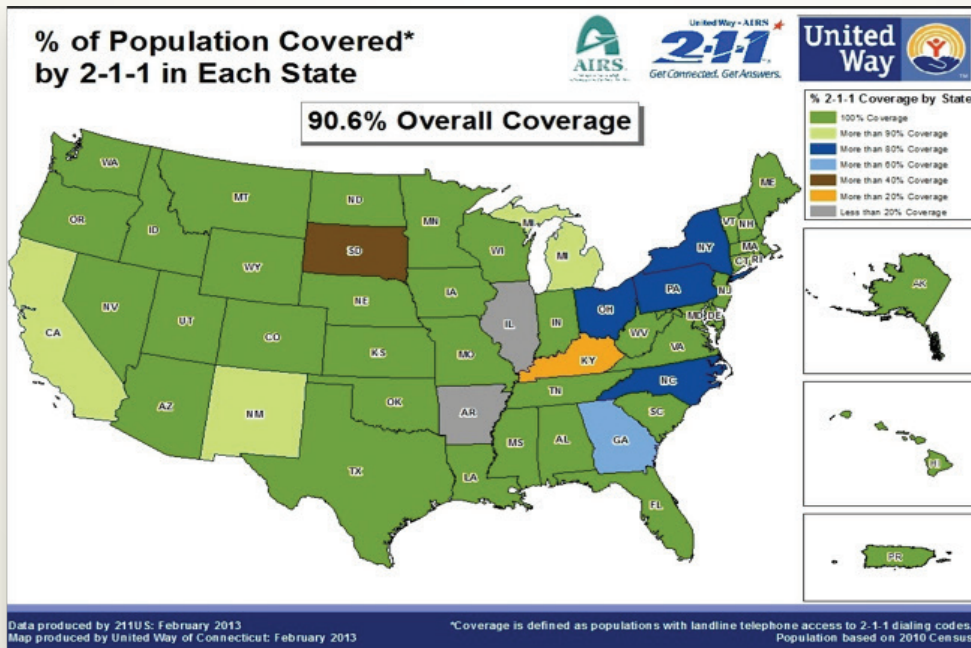
**232-HELP/2-1-1\*** works **collaboratively** with four (4) other regional 211 call centers throughout Louisiana (collectively known as Louisiana **2-1-1\***), forming an effective and efficient



means for providing health and human service referrals to the citizens of Louisiana. Louisiana **2-1-1\*** has played a significant role in **emergency** and **disaster response**, especially during natural and man-made disasters, such as **Hurricanes Katrina and Rita, Gulf Coast Oil Spill, the H1N1 Flu incident and, Hurricanes Gustav and Ike.** We provided preparedness **advisories; disaster food stamp**

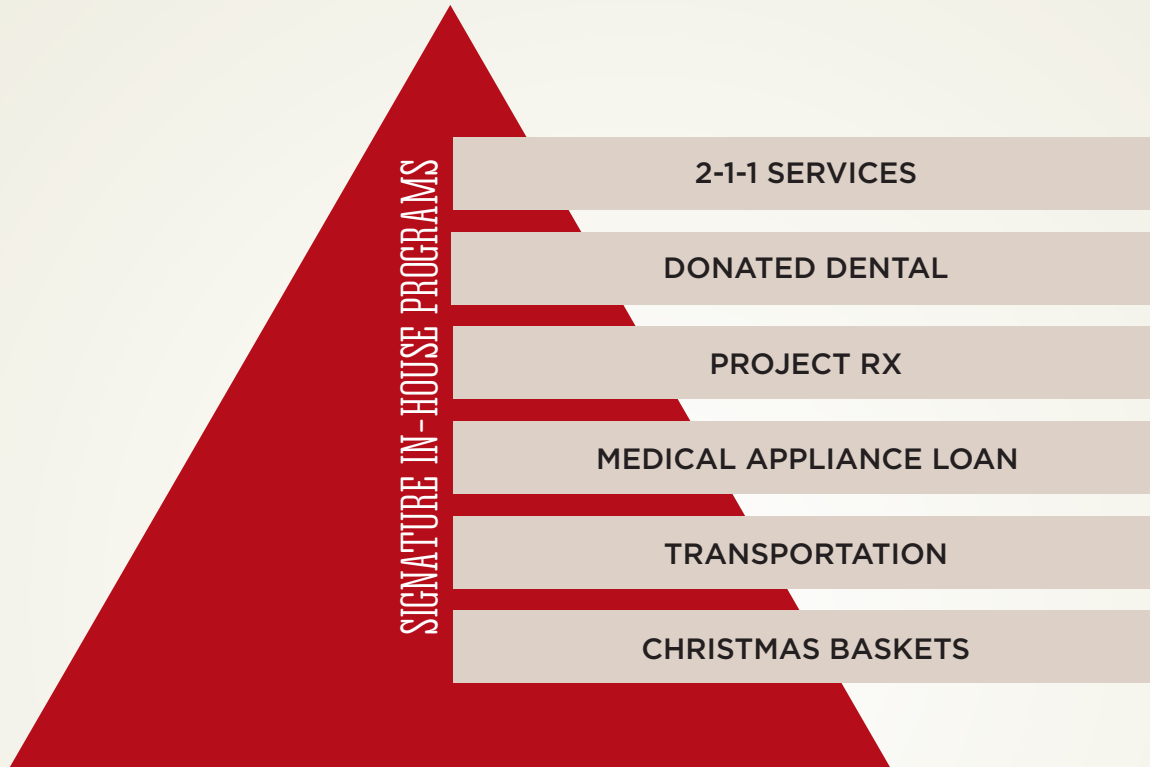
**information; locations of sandbags, emergency food resources and mass care shelters; disaster-relief** agency contacts responding to a frequently changing situation needing a plethora of services. Regional Offices of Homeland Security and Emergency Preparedness (OHSEPs), the

 **American Red Cross** and  **National Voluntary Organizations Active in Disaster** are **critical alliances** during these times.



**232-HELP/2-1-1\*** is funded, in part, by the  **Lafayette** and United Way of Acadiana, United Way of Evangeline/St. Landry and United Way of Iberia.

Sometimes it makes more sense to provide a service in-house when it does not already exist in the community, rather than incubating a new service provider. **232-HELP/2-1-1\*** in-house programs help to provide vital services in **under-resourced areas**, targeting the **uninsured** and populations living at or **below poverty**.



**2-1-1 Services** - Three- (3-) digit, easy to remember number that provides access to free and confidential information on, and connections to, important community services, disaster resources and volunteer opportunities.

**Donated Dental** - Provides free basic dental services to the elderly, handicapped or medically compromised who lack adequate income to pay for needed dental care. Volunteer dentists from across Acadiana donate their time and services.

**Project Rx** - Provides prescription medication to those in financial distress. Participating pharmacies offer a discount on medication filled by 232-HELP.

**Medical Appliance Loan** - Furnishes free wheelchairs, crutches, walkers and other medical appliances to eligible individuals.

**Transportation** - Assists eligible individuals, who have no other resources, with transportation to and from medical appointments outside of Acadiana.

**Christmas Baskets** - Seasonal program. Local businesses, organizations and individuals donate Christmas presents. The program helps parents, who could not otherwise, provide a very merry Christmas for their children.

# DAY IN THE LIFE OF **232 HELP**

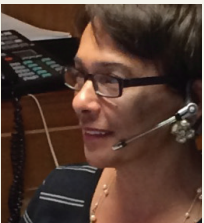
L O U I S I A N A 2 1 1

- We operate **365 days** a year, on call 24/7.
- We handle an average of **155 calls** per day.
- We identify an average of **321 needs** each day for those 155 callers.
- One day of operation costs **\$1,220**.

Thank You — our **DONORS**, funders and supporters — for letting us help others.

## 232-HELP/211 STAFF

The foundation of our organization is the **232-HELP** staff. With each committing to his or her highest standards, we achieve – each day – our mission of helping those in crisis.



Mona Gobert-Cravins



Linda Thomas



Janeice Armes



Diane Broussard



Kathryn Capell



Chris Roy



Owen Rachal

**Mona Gobert-Cravins**  
CRS, CRS / 2-1-1 Manager

**Linda Thomas**  
Office Manager / I & R Specialist

**Janeice Armes**  
CRS, Donated Dental Coordinator

**Diane Broussard**  
CRS, Medical Loan Coordinator

**Kathryn Capell**  
CRS, Donor Database Manager

**Chris Roy**  
CRS

**Owen Rachal**  
MIS Operations Manager



Helping Us Help Others!

**232-HELP/2-1-1\*** is a **single-destination** agency providing **information, education** and **referral** services. Guidance and direct services are rendered as required.

**232-HELP/2-1-1\*** exists to help those in **crisis** return to being healthy and productive members of the community and to **empower** and **strengthen** individuals and families by connecting those in need with community and social services that address their needs.

We deliver on our Mission by:

- 1) **Facilitating referral** to the proper agency or group for those who need help and following through on all referrals.
- 2) Rendering, when possible, **direct services** in the absence of any other agency, individual or organized service capable of responding to a particular request for help.
- 3) **Collaborating** and **networking** with other community service organizations within the **232-HELP/2-1-1\*** area-geographic boundaries, as well as, other Louisiana 211 providers.
- 4) **Educating** the public on matters related to health and social problems.
- 5) **Identifying gaps** in community services and incubating new programs where needed.
- 6) Engaging in realistic **long-range planning** to ensure the delivery of our Mission.

## MISSION STATEMENT

1005 Jefferson Street  
Lafayette, LA 70501

P. O. Box 52763  
Lafayette, LA 70505-2763

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(337) 232-1960 (fax)

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@232\_help\_la211  
facebook.com/232help211

