

2023

2.1.1

Great Rivers 2-1-1  
Get Connected. Get Help.

# ANNUAL REPORT

## Great Rivers 211



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# Who We Are

Great Rivers 211 seeks to enrich lives by providing information and referrals, crisis line services, and participating in community efforts that unite people and services.

Great Rivers 211 is an InformUSA-accredited information and referral center supporting people living in Western Wisconsin, Southeastern Minnesota, and Northeastern Iowa.

Great Rivers 211 is a community service of Gundersen Health System.



gr211@gundersenhealth.org



# From the Director...

Friends of Great Rivers 211,

As the director of Great Rivers 211, I am excited to present our 2023 Annual Report. The report provides an overview of our accomplishments in the last year and outlines our plans and goals for 2024!

2023 was a year of joy and struggle for many in our communities. It is an honor and privilege to work alongside so many amazing community partners looking for solutions to problems and creating opportunities for each person to live a fulfilled life, a life of *their* choosing.

The Great Rivers 211 team is comprised of people whose daily goals are to help those who are hurt find healing, guide people needing answers toward solutions, and provide hope that today can be a better day than yesterday.

We appreciate your support of Great Rivers 211.

With gratitude,

*Carla*

*You have not lived today until you have done something for someone who can never repay you.*

John Bunyan



Carla “  
Lundeen

I am so blessed to be a part of the Great Rivers 211 team. Together, we look for ways to pursue continuous improvement.

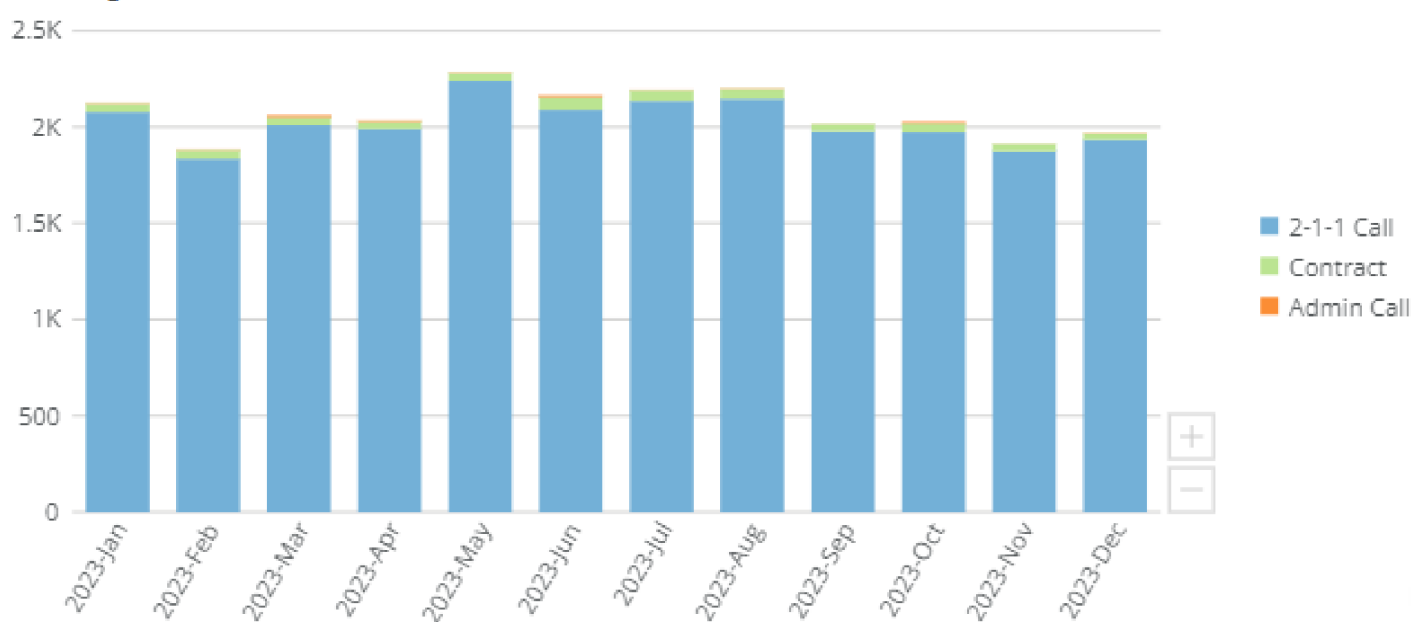
We can always find ways to do things better in service of our communities. We strive to approach each day with a servant leader's heart and an innovative mind.



# 2023: Year In Review

## 24,869 Distinct Interactions in 2023

**24,869** Distinct Interactions



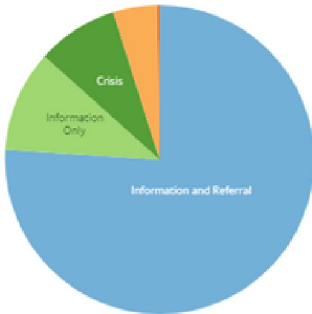
### The Ways People Contacted Great Rivers 211 in 2023

Call	24294
Chat	267
Text	228
Email	67
Online	5
Mail	1



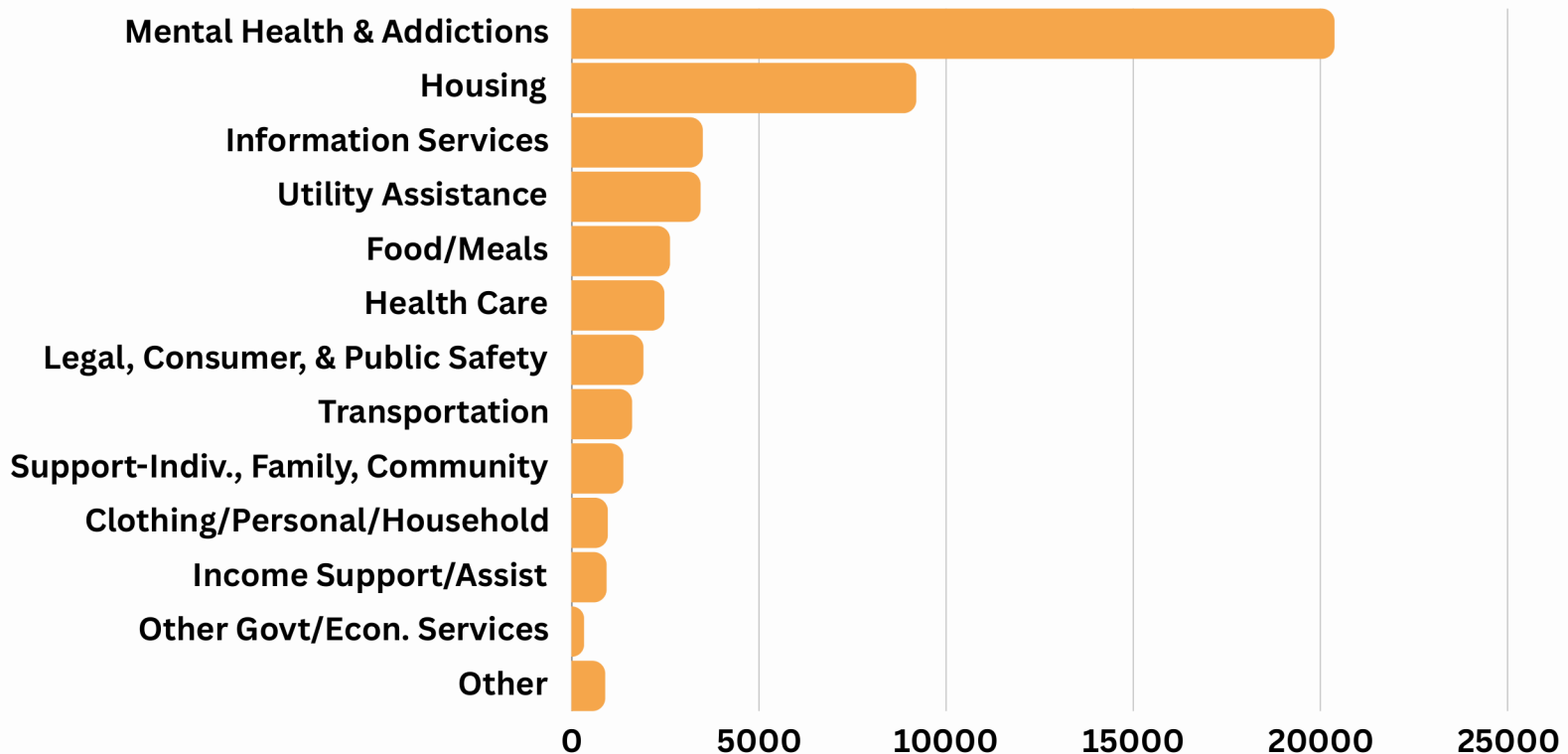
### Types of Contacts in 2023

Information and Referral	18906
Information Only	2638
Crisis	2118
No Referral Given	1154
	53



# Why People Contacted Us in 2023

## People were looking for help with...



## People were Referred for...

Referral Need	Count
Talklines/Warmlines	6900
Individual Counseling	3192
Rent Payment Assistance	2948
Electric Payment Assistance	2384
Food Pantries	1767

## People Couldn't Find...

Unmet Need	Count
Community Shelters	191
Rent Payment Assistance	191
Electric Service Payment Assistance	191
Homeless Motel Vouchers	162
Gas Money	71

# Making Connections: Social Determinants of Health (SDOH) Needs

## Great Rivers 211's Partnership with the Wisconsin Information Referral Exchange (WIRE)

For more than twenty years, Great Rivers 211 and our partner centers across Wisconsin, Minnesota, and Iowa have supported individuals in accessing information and connecting with resources to meet their SDOH needs.

SDOH refers to the conditions in which people are born, grow, work, live, and age and the broader set of forces and systems shaping these conditions (Centers for Disease Control, 2022).

In Wisconsin, Great Rivers 211 is partnering with Wisconsin 211 and the United Way of Wisconsin for the Wisconsin Information Referral Exchange (WIRE), a tool designed to connect systems and communities better to collaborate and share resources to meet SDOH needs.

The resources curated by Great Rivers 211 are integral elements of the WIRE tool. In December 2023, 211 Wisconsin launched a new healthcare provider SDOH resource navigation tool using WIRE and 211 to make it easier for healthcare providers to navigate and share local resources.

Visit <https://wire.communityos.org/sdoh-core-domains> to view the tool and learn more about WIRE!



# What People are Saying About Us...

"The question that I had was more of a tax-related one. I really didn't expect 211 to have great ideas for me. But they did give me some and I'm going to track those down. And I was given, of course, the option to call back if I wasn't able to get help. But any of the info that they gave me, I'm very happy with the service I got. The lady I talked to was great, and she wished me luck, and she did better than I thought she could. So I am happy with the service."



"The service was very helpful. Thank you. The lady was very courteous and helped me a lot. Thank you for the service. I appreciate it. It helped a lot. Thank you. "



"It was very nice talking with this lady. She did a wonderful job. She really stepped up to the plate. She was just very calm and she was so friendly.... She helped me out. She was able to give me a couple referral numbers and I really appreciate 211 and the representative that that answered the phone. This is the first time that I had called and it was a good experience for me. Hoping the outcome will be just as good as the young lady that answered the phone. Yes, definitely. Would [tell] everybody about this and I told her that - thank you very much. Have a great day... God bless."

"She was very friendly, very patient, and listened to everything and was very kind to me. I appreciated how she talked with me."

"Hi, I'm a 75-year-old woman that has used 211 several times, and they've always been very, very helpful. I thank you for the blessings you have given me over the years."



Help and Hope Start Here



# Database Details


"I am always impressed by the detailed work Great Rivers 211 does – from taking callers' suggestions about resources to researching and updating or adding new information into the database."  
*Ru Ance, Referral Database Coordinator*

Great Rivers 211 database curators maintain a comprehensive, searchable online resource database with over 5,400 services, 2,569 sites, and 1798 agencies available at your fingertips.

Comprehensive means that a broad range of services are collected, including food, housing, shelter, transportation, utility assistance, financial assistance, support groups, mental health services, addiction services, health and human services programs, disaster, volunteer services, parenting support services, and many more.

Database curators consistently maintain information in collaboration with other 211 centers in Wisconsin, Minnesota, and Iowa and use the 211 Human Services Indexing System (211HSIS) to code services in a shared database.




 Home Contact Us ▾ About ▾ Addiction Recovery ▾ Get Help Providers Disaster/Severe Weather ▾ Mental Health Guided Searches ▾ Community Dashboards ▾

## Help Starts Here

211 connects you with thousands of nonprofit and government services in your area. If you want personal assistance call the three-digit number 211 or 877-947-2211. A friendly voice to talk with you 24/7/365.


I'm Looking For...

Near (ZIP Code)...




Call Us

Dial 211





Text Us

Text ZIP Code to 898211



Chat With Us

Chat Now 



Search Online

Guided Search



# Partnerships and Outreach

Agencies contracted with Great Rivers 211 in 2023 to provide after-hours support, ensuring these vital programs are available 24/7

- United Way of Marathon County (211 Marathon County), including the service area for United Way of Brown County
- New Horizons Shelter & Outreach Center
- SEMCAC Energy Assistance Program
- Gundersen Health System Programs
  - Resolve Through Sharing
  - Crime Victim Services
  - Employee Assistance Program
  - Domestic Violence and Sexual Assault Program

## Social Determinants of Health (SDOH)

### Gundersen Health System

Great Rivers 211 continues to partner with Gundersen Health System (GHS) and FindHelp, a social care network, on improving SDOH factors for GHS patients.

### Great Rivers Hub Referrals

Great Rivers 211 began referring to our partner, The Great Rivers Hub. We connect pregnant people or residents of certain neighborhoods in La Crosse with a Community Health Worker from The Great Rivers Hub.

### Coordinated Entry (CE) Referrals

Great Rivers 211 developed a partnership with Balance of State and local Community Action Program (CAP) agencies to connect people needing stable housing with CE programs in their area. People who contact Great Rivers 211 who need assistance finding stable housing are connected with their local CAP agency and other needed resources.

## Community Outreach

In 2023, Great Rivers 211 attended outreach events to promote our services and support.

- Multiple TV and radio interviews on 211, social determinants of health, suicide awareness, and mental health
- Presentations to county agencies, community coalitions, healthcare partners, and businesses
- Dance For Hope (La Crosse Suicide Prevention Initiative)
- Landlord Resource Forum (Chippewa County Housing Authority)
- Hmong Women's Wellness Event (GHS)
- Local Credit Union Employee Events (Holmen & Richland Center)
- Financial Wellness Fair (Chippewa Valley Technical College)
- Pathways to Your Healthcare Career (GHS)
- Alcohol & Other Drug Misuse Awareness Event for Youth (Monroe County Health Department)
- Women's Health Night (Tomah Healthcare)
- Chippewa Strong Event (Chippewa County/United Way of Greater Chippewa Valley)
- Crawford County Health & Wellness Fair (Crawford County Public Health)
- Step into Mental Wellness (Independent Living Resources)
- Juneteenth Celebration (La Crosse)
- Employee Wellness Fair (Duratech)
- Point-in-Time, Unsheltered Count (Western Dairyland, Trempealeau County)
- Caregiver Resource Fair (ADRC of Buffalo & Pepin Counties)
- Fayette, Iowa County Fair
- Disability Pride Fest (La Crosse)
- Project Homeless Connect (CouleeCap La Crosse)
- Candlelight Vigil Memorial Service (Coulee Region Recovery)
- PRIDE in the Park (La Crosse)
- Hope 4 U Walk (Fountain City)
- Healthy Aging Conference (GHS Population Health)
- Suicide Prevention Awareness Event (La Crosse Suicide Prevention Initiative)
- NAMI Walk Wisconsin (Chippewa Valley)
- Mental Health Resource Fairs (La Crosse & Winona Public Libraries)
- Mental Health & Wellness Workshop (Hmoob Cultural Center)
- Veteran's Bonanza in La Crosse
- Western Mental Health Event (Western Technical College)
- Neighbor to Neighbor Health Fair (Independence)

# Where We Are Headed...

In 2024, Great Rivers 211 will continue to explore partnerships with other community-based organizations (CBOs) and healthcare partners. Additionally, we are steadfast in our commitment to providing reliable, confidential information and referral and supportive listening services, meeting or exceeding industry standards for call handling and database management.

In 2023, we continued exploring opportunities to support unsheltered people and the amazing CBOs supporting them. Team members participated in Point-in-Time Count activities to better understand the scope of homelessness in our communities. Three Great Rivers 211 team members participated in activities led collaboratively by the City and County of La Crosse to develop a long-term plan to address homelessness in the city of La Crosse. The final plan, *Pathways Home*, seeks to achieve functional zero homelessness in La Crosse by 2029. You can read more about that plan here: <https://www.cityoflacrosse.org/your-government/departments/planning-development-assessment/homeless-services>.

We are excited to see other communities unite, seeking solutions to support our unsheltered friends and neighbors. Great Rivers 211 is firmly committed to being an active part of solutions to help! Our team of well-trained, empathetic call specialists and dedicated resource managers can provide support and reliable resources 24/7. This is one of our greatest organizational strengths and can be an asset to projects and solutions.

At Great Rivers 211, we seek opportunities to serve our communities better and collaborate with like-minded organizations and healthcare partners. We appreciate opportunities to dig into the root causes and core issues of problems and work together to develop innovative solutions. If you have ideas on ways we could contribute to solutions in our communities, please email us at [gr211@gundersenhealth.org](mailto:gr211@gundersenhealth.org) or call Carla Lundeen, Director, at 608-775-6335.



"I can confidently say that each team member who answers the 2-1-1 line is an individual who cares about their community, appreciates each individual's experience, and is willing to do what they can to help the person in need navigate their situation."  
*Amy, Call Handling Supervisor*



# With Gratitude



Great Rivers 211 strives to be a valued community agency, partnering with people to pursue healthier lives. Through its professional staff and platforms, Great Rivers 211 engages in community efforts to bring people and services together.

But, we can only accomplish our mission and vision with the financial support of our community partners.

We are so grateful for the support of these partners, both financially and professionally.

- Gundersen Health System
- Great Rivers United Way
- Eau Claire County Human Services
- La Crosse County Human Services

*When we give cheerfully and accept gratefully, everyone is blessed.*

Maya Angelou

Scan the QR Code to visit our Great Rivers 211 website

