

United Way of Northeast Florida, Inc. – United Way 2-1-1 Program

FY 2024-2025 City Grant Proposal Term Sheet

Grant Recipient: United Way of Northeast Florida, Inc. (“United Way” or “Recipient”)

Program Name: United Way 2-1-1 (the “Program”)

City Funding Request: \$250,000

Contract/Grant Term: October 1, 2024– September 30, 2025

Any substantial change to this FY 2024-2025 City Grant Proposal Term Sheet (the “Term Sheet”) or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

PROGRAM OVERVIEW:

United Way 2-1-1 is a confidential information and referral helpline that includes a crisis and suicide prevention hotline. United Way 2-1-1 connects people of all ages and from all communities to the essential health and human services they need, 24 hours a day, seven days a week. Community resource specialists identify and connect people in need to available resources while demonstrating respect and compassion. Specialists also de-escalate stressful situations and serve as the first point of contact for crisis calls including callers demonstrating suicidal ideology. Specialists conduct follow up communications, intake for specialized programs or services, outbound calls, basic database maintenance and community outreach. The funding will be applied toward call center programmatic expenses during FY 2024 – 2025 as outlined below.

PROGRAM SCOPE OF WORK AND DELIVERABLES:

July 2023 through June 2024, United Way 2-1-1 handled a total of 59,333 calls from Duval County residents. Residents experiencing hardship or a difficult or dangerous situation were connected to regional community resources resulting in 57,743 referrals to avoid further deterioration of their health, safety, or welfare. Some of the calls to United Way 2-1-1 were to schedule appointments for the United Way RealSense Tax program.

The bulk of our activities center on information and referral however additional services provided include veteran care coordination, crisis intervention, and disaster recovery and preparation. Florida Statute Section 408.918 requires accreditation from the Alliance of Information and Referral Services (AIRS) in order to operate as a recognized 2-1-1. United Way of Northeast Florida 2-1-1 obtained full reaccreditation by AIRS in June of 2021 for a period of five years. The information and referral services are offered at no cost to residents of Duval County as well as eight additional northeast Florida counties. However, the vast majority (84%) of calls, emails and texts requesting assistance from United Way 2-1-1 are from Duval County residents.

Veteran care coordination is available to all area veterans and their families at no cost through United Way 2-1-1. Approximately 90% of care coordination cases are from Duval County residents and they are connected to federal, state, and local organizations. Care coordination includes identifying resources, advocacy, follow-up, and peer counseling to ensure veterans avail themselves to all benefits during times of need. The wide array of veteran service offerings can be confusing and dedicated veteran care coordinators provide the vital link to those services.

As accredited by the **American Association of Suicidology (AAS)** and associate agency of the National Lifeline (988), United Way 2-1-1 specialists provide crisis and suicide intervention services to all residents. Suicide and crisis calls are prioritized ahead of all information and referral inquiries. A dedicated and highly-trained group of crisis specialists provide immediate assessment of suicidal and homicidal risk, attempt de-escalation and provide referrals to appropriate area mental health resources. United Way 2-1-1 serves as 1 of 13 regional National Suicide Prevention Lifeline (988) contact centers in the state of Florida. We are working closely with regional mental health providers, law enforcement (911) and health institutions to use the recent roll-out of 9-8-8 as an opportunity to build out the ideal system of response to crisis in our region. This 9-8-8 roll-out is not just about handling more

FY 2024-2025 City Grant Proposal Term Sheet

crisis calls, but developing a process to ensure these calls are routed properly to community agencies for either follow-up support services or law enforcement intervention when necessary.

United Way 2-1-1 plays a pivotal role during manmade and natural disasters in association and partnership with the Jacksonville Fire and Rescue Department, the City's Emergency Operations Center (EOC) and as member of the Duval Community Organizations Active during Disasters (COAD). The 2-1-1 contact center provides connection to disaster agencies, information to the EOC and COAD, and serves as the community database for disaster recovery services and preparation information for the community. The First Coast Relief Fund (FCRF) played a critical role in providing immediate response and support to victims of Hurricane's Matthew and Irma, and most recently during the COVID pandemic. United Way 2-1-1 served as the gateway for many Duval residents to access resources and support that were established through the FCRF.

Seventy-eight (78%) percent of the calls to 2-1-1 service come from Duval County residents, yet only 19% of our current funding is provided by the City of Jacksonville. This disparity underscores a critical funding gap that threatens the sustainability of our services. Compounding this challenge, we have recently been informed of a 17% decrease in state funding for 211, further straining available resources. An increase of \$100,000 in funding from the City of Jacksonville would significantly alleviate this pressure, raising the City's contribution to 41% of total operating costs including KHA funding of \$64,000. This additional support is crucial to ensuring that we can continue to meet the overwhelming demand for assistance from our community, particularly in these times of heightened need.

PROGRAM COSTS/PAYMENT TERMS:

United Way will be reimbursed on expenses for up to 9 Call Center Specialists, partial funding for the staff leaders of 211, and program operating expenses.

PROGRAM IMPACT & REPORTING:

The top three needs presented by callers did not change year over year (rent & mortgage assistance, utility assistance and food assistance). The top 16 zip codes where calls were placed from all originated from Duval County. Without United Way 2-1-1, these calls and callers would likely have relied upon 630-CITY for support and resources.

United Way 2-1-1 meets or exceeds all accreditation requirements to include quality assurance, training and supervision of staff and is confident in its ability to continue its process and program improvements. Improvements in the past year have included the launch of customer feedback survey technology which is offered to all callers not identified as suicidal. From May 2022 to May 2023, a total of 2,824 callers completed the survey and rated 2-1-1 Overall with an average score of 4.1 out of 5.0 scale. They also rated the listening ability and courtesy of our Specialists as 4.5 and 4.4 respectively out of a 5.0 scale. Additionally, technological improvements include a fully integrated SMS texting platform that allows for two-way communication, push notifications, and the sharing of information based on keywords.

Through our Ride United initiative supported through the 2-1-1 call center, we have been able to provide free transportation for Duval County households that were without direct access to health, food and employment services through our national partnerships with Lyft. During the last year, 211 provided just under 4,000 rides to local residents to access medical appointments, job interviews, start new employment or to pick up food from local pantries or groceries, and we received additional funding from Baptist Health and Mayo Clinic Florida to expand the number of rides we can provide in 2024-25.

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We will report the number of calls answered from Duval County residents by zip code. We will report the top 5 needs/reasons callers reached out for help for all Duval residents, and we will report the number of referrals provided to address the needs of Duval residents. We will monitor and report wait times of callers during peak volume times and on average.

Anticipated outcomes:

Calls answered from Duval residents: 60,000

Referrals provided to Duval residents: 56,000

ADDITIONAL GRANT REQUIREMENTS AND RESTRICTIONS:

Recipient's expenditure of City funds for the Program and the provision of services shall be subject to Chapter 118, Parts 1 – 5 of the *Jacksonville Ordinance Code*, and the terms and conditions of any contract entered into between the City and Recipient. Recipient shall use the City funds for the Program in accordance with the City Council approved Term Sheet and Program budget. The City's Grant Administrator may amend this Term Sheet or the approved Program budget consistent with the Program's needs, provided that any substantial change to this Term Sheet or a budget change not within 10% of the attached Program budget line-items will require City Council approval.

FY2025 City Grant Application
Proposed Funding Period: FY 2024-2025

FY 2025 City Grant - Complete Program Budget Detail

Lead Agency: United Way of Northeast Florida, Inc.

Program Name: United Way 2-1-1

July 1 - Juen 30

BUDGET								
Categories and Line Items	Prior Year	Current Year	Total Est. Cost	Agency	All Other	Funding Partners		
	Prg Funding	Prg Budget	of Program	Provided	Program	City of	Federal/ State &	Private
	FY 2022-2023	FY 2023-2024	FY 2024-2025	Funding	Revenues	Jacksonville	Other Funding	Foundation
						(City Grant)		Funding
I. Employee Compensation								
Personnel - 01201 (list Job Title or Positions no names)								
1. Call Center Specialist (9)	\$0.00	\$334,214.00	\$353,840.26	\$0.00	\$0.00	\$98,904.00	\$254,936.26	\$0.00
2. Team Lead I	\$0.00	\$42,700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3. 211 Operations Supervisor	\$0.00	\$65,000.00	\$66,803.88	\$0.00	\$0.00	\$0.00	\$66,803.88	\$0.00
4. VP of Call Center Operations	\$0.00	\$90,000.00	\$18,092.31	\$18,092.31	\$0.00	\$0.00	\$0.00	\$0.00
5 Chief Operating Officer	\$0.00	\$0.00	\$33,201.67	\$0.00	\$0.00	\$33,201.67	\$0.00	\$0.00
6	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
7	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
9	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
11	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
12	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
13	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
14	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
15	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
18	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
19	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
21	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
22	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
26	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
29	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
30	\$471,796.47	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Employee Compensation	\$471,796.47	\$531,914.00	\$471,938.12	\$18,092.31	\$0.00	\$132,105.67	\$321,740.14	\$0.00
Fringe Benefits								
Payroll Taxes - FICA & Med Tax - 02101	\$36,576.77	\$37,786.00	\$36,103.27	\$25,997.18	\$0.00	\$10,106.08	\$0.00	\$0.00
Health Insurance - 02304	\$103,459.06	\$107,615.00	\$94,387.62	\$77,454.40	\$0.00	\$16,933.22	\$0.00	\$0.00
Retirement - 02201	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dental - 02301	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Life Insurance - 02303	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Workers Compensation - 02401	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vacation Pool	\$3,796.28		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Unemployment Taxes - 02501	\$0.00		\$891.90	\$891.90	\$0.00	\$0.00	\$0.00	\$0.00
Other Benefits - Mutual of America Premiums	\$0.00	\$9,712.00	\$10,492.88	\$10,492.88	\$0.00	\$0.00	\$0.00	\$0.00
Subtotal Taxes and Benefits	\$143,832.11	\$155,113.00	\$141,875.67	\$114,836.37	\$0.00	\$27,039.30	\$0.00	\$0.00
Total Employee Compensation	\$615,628.58	\$687,027.00	\$613,813.79	\$132,928.67	\$0.00	\$159,144.97	\$321,740.14	\$0.00
II. Operating Expenses								
Occupancy Expenses								
Rent - Occupancy -04408	\$44,662.72		\$28,291.36	\$0.00	\$0.00	\$28,291.36	\$0.00	\$0.00
Telephone - 04181	\$171,132.47	\$140,000.00	\$50,000.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00
Utilities - 04301	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance and Repairs - 04603	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Insurance Property & General Liability - 04502	\$0.00		\$7,963.67	\$0.00	\$0.00	\$7,963.67	\$0.00	\$0.00
Other - (Please describe)	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Expenses								
Office and Other Supplies - 05101	\$8,131.04		\$586.89	\$586.89	\$0.00	\$0.00	\$0.00	\$0.00
Postage - 04101	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Printing and Advertising - 04801	\$210.05		\$3,500.00	\$3,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Publications - 05216	\$44.97		\$250.00	\$250.00	\$0.00	\$0.00	\$0.00	\$0.00
Staff Training - 05401	\$172.61	\$7,500.00	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00	\$0.00
Directors & Officers - Insurance - 04501	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees & Services (not audit) - 03410	\$238,076.43	\$144,000.00	\$39,325.31	\$39,325.31	\$0.00	\$0.00	\$0.00	\$0.00
Background Screening - 04938	\$156.96		\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Computer Equipment - 06403	\$0.00		\$5,000.00	\$1,000.00	\$0.00	\$4,000.00	\$0.00	\$0.00
Other - Special Event Expenses	\$0.00		\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Membership Dues	\$6,670.00	\$6,996.00	\$10,000.00	\$9,400.00	\$0.00	\$600.00	\$0.00	\$0.00
Other- Community Impact Support		\$35,000.00	\$1,500.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Meeting Expenses	\$146.97	\$3,504.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel Expenses								
Local Mileage - 04021	\$4,512.47		\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Parking & Tools - 04028	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Equipment Expenses								
Rental & Leases - Equipment - 04402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Fuel and Maintenance - 04216	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vehicle Insurance -04502	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - Annual Software Licenses/Registration	\$149.90	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Client Expenses - 08301								
Client Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Utilities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Food	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Medical	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Educational	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Personal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Client Other (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$474,066.59	\$337,000.00	\$152,217.23	\$61,362.20	\$0.00	\$90,855.03	\$0.00	\$0.00
III. Operating Capital Outlay (OVER \$1,000)								
Machinery & Equipment - 06402	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Computers & Software - 06427	\$567,136.72		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other - (Please describe)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Capital Outlay	\$567,136.72	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Expenses Total	\$1,656,831.89	\$1,024,027.00	\$766,031.02	\$194,290.87	\$0.00	\$250,000.00	\$321,740.14	\$0.00
Percent of Budget	-	-	100.0%	25.4%	0.0%	32.6%	42.0%	0.0%

Last Modified: 07/08/2024

Budget Narrative for Selected Items of Cost
FY 2025 City Grant Application
Program Budget Narrative (Max. 2 Pages)
Proposed Funding Period: FY 2024-2025
COJ Funding Only

Agency: United Way of Northeast Florida, Inc.

Program Name: United Way 2-1-1

EXPENSES: Please provide narrative description for all categories listed below for which you are seeking **City Funding Only**.

We have included those required elements in the spaces below. See instructions when listing personnel expenses.

Please feel free to add additional lines as necessary to provide explanations using the line insert feature.

I. Employee Compensation - (not related to costs of the office of the governor of a state or the chief executive of a political subdivision)

Salary & Wages

Call Center Specialists	Take calls from 211 hotline and provide assistance - \$98,904
Chief Operating Officer	Interim 211 Director until position is filled. COO will then transisiton responsibilites to VP throughout the remainder of the grant year (18% of salary allocated to COJ) - \$33,201.67

Payroll Taxes & Benefits

FICA and Medicare Tax	Calculated based on City-paid salaires only at 7.65% - \$10,106.08
Health Insurance	Actual health benefit amounts for City-paid individuals - \$16,933.22

II. Operating Expenses

Occupancy Expenses

Rent	Full rent for office location for 211 staff - \$28,291.36
Telephone	Phone for 211 calls - \$50,000
General Liability Insurance	Insurance to cover 211 staff - \$7,963.67

Office Expenses

Computers & Software	Computers for 4 employees - \$4,000
Membership Dues	Dues for Inform Florida - statewide association for 211s for coordinated service during disasters and best practice sharing - \$600

Travel Expenses - not related to entertainment expenses

Equipment Expenses

Direct Client Expenses

III. Operating Capital Outlay: