



# Eden I&R

# 2019 Annual Report

July 1, 2018 - June 30, 2019



# Board of Directors



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ROBERT MACIAS  
Sr. Human Resources Analyst (Retired)  
City of Hayward

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## Mission

Linking people and resources

## Vision

We envision a community empowered with information and connected to resources, so that all people obtain health, happiness, hope, and improved livelihoods.

Dear Friend of Eden I&R,

As I think back over the past year, I'm filled with pride for the incredibly meaningful work of our staff and partners to serve Alameda County. This annual report demonstrates many of the ways we are making an impact.

One highlight was the successful migration to a new VOIP phone system for the agency, bringing all of our systems into the cloud. As a disaster response organization, this cloud-based infrastructure is critical as it means we can continue to serve Alameda County via 211 from a remote location should our offices get damaged in a disaster. We additionally tested our disaster response role by assisting with overflow calls for sister 211s during the Camp Fire, Carr Fire, and Hurricane Florence.

Another huge step forward was the launch of two-way texting via 211. Anyone in the county can text 898-211 Monday-Friday between 9am and 4pm and get connected to the health, housing and human service resources they or a loved one are in need of. We hope to build additional capacity in the coming year to allow us to handle two-way text conversations on a 24/7 basis, in tandem with the 211 phone line.

Additionally, our IT team has created a host of data visualizations using Microsoft Business Intelligence to enable our staff and stakeholders to interact with data (such as client demographics, locations, needs of callers, etc.) in real time, to help analyze and identify patterns.

As we move forward, we strive to be relevant, responsive, and accessible to the residents of Alameda County. Thank you for your ongoing support.

In Service,



  
Alison DeJung  
Executive Director

Dear Friend,

Fiscal Year 2019 marks the 42nd year that Eden I&R has served Alameda County residents and was another year of growth for the agency.


We focused on expanding our board of directors, including participating in a Board Match event which resulted in the addition of three new board members, Ana Crawford, Guljot Grover, and Dayton Thorpe. These new members bring a wealth of knowledge and connections in healthcare, business operations, and data science.

The staff and board also worked together to create a Development Plan to diversify our funding sources and increase the agency's overall income. The plan will guide our fundraising efforts over the next 12 months, and includes specific objectives for individual, foundation, and competitive government funding. We believe this work will be critical given the rapid innovations 211 Alameda County is implementing.

On behalf of the board of directors, thank you for your continued support and for the trust you have in Eden I&R to share critical information, referrals and hope with our community.

Sincerely,



  
Kim Winingers  
Chair, Board of Directors



## CALLER DEMOGRAPHICS

69% Female  
56% Living with a Disability  
26% Single Mothers with  
Minor Children  
16% Seniors



# 211 Alameda County

211 is the one stop for 24/7 access to housing, healthcare, disaster relief, and more. This free and simple three-digit telephone number connects callers in Alameda County with a live Phone Resource Specialist who introduces them to resources and advocates who can help with a variety of needs including affordable housing, job training, child care, legal assistance, health services, emergency shelter, education, food, and other basic needs assistance. Help is available in over 300 languages and all calls are completely confidential.



**61,673**  
calls and texts

**92,911**  
referrals provided



**Launched 2-Way Texting**  
**Text us at 898-211**  
**Mon-Fri 9am-4pm**



"Every time I've needed 211 for an emergency living placement, or long-term or transitional (housing), or with the food bank, also the crisis helpline... I've always reached out to 211 to give me the resources I need to get further."

- Shay

**"There's never a dead end when you call 211." - Caller**

# 211 Alameda County



## Coordinated Entry System

**6,659** calls from people  
who are literally homeless

**4,830** calls from people  
who are non- literally homeless

## CALLER SATISFACTION



99.6% of callers stated  
they received enough  
information to help  
with their search.



96.2% of callers stated  
they would recommend  
211 services to a friend or  
family member.

A Castro Valley woman called immediately after ingesting a large number of sleeping pills. She had lost custody of her child and was overwhelmed with sadness and guilt. She was homeless and was calling from her storage unit. The call dropped before staff could obtain the caller's phone number, but the Eden I&R IT department was able to get the caller's number from phone records and help 211 reconnect with her. While continuing to talk to the caller and keep her calm, staff contacted the Sherriff's Department who sent officers to the storage facility, and a tragedy was averted.

## TOP 10 CALLER NEEDS

1. Housing/Shelter
2. Information Services
3. Transportation
4. Legal Services
5. Food/Meals
6. Individual/Family Support
7. Utilities
8. Income Support/Assistance
9. Mental Health/Addictions
10. Material Goods



## After Hours Calls

**1,686** Adult Protective Services

**10,290** Emergency Response

**447** Foster Care Placement

**455** Public Guardian

**"Calling 211 was one of the best things I ever did for myself." - Caller**





## Websites



451,243 pageviews  
76,727 sessions/visitors

## TOP 10 WEBSITE SEARCH TERMS

1. Low Cost Home Rental Listings
2. Emergency Shelters
3. Transitional Housing/Shelter
4. Homeless Shelter
5. Housing Search & Information
6. Homeless Permanent Supportive Housing
7. Housing Issues
8. Residential Housing Options
9. Extreme Heat Cooling Programs
10. Rent Payment Assistance

# Information Management

Eden I&R maintains a comprehensive and up-to-date services database to provide critical health, housing and human services referrals to Alameda County residents, especially vulnerable populations.

## Services Database



1,217 agencies  
3,143 programs

## Seasonal Programs/Specialized Referrals

- Cooling center locations during hot weather
- Warming center locations during cold weather
- Summer lunch programs for youth
- Holiday meal locations and delivery programs
- Holiday food baskets & gift distribution events
- Earn It! Keep It! Save It! free tax preparation sites
- Back-to-School supplies/backpack giveaway events
- Easter egg hunt locations




**EdenIR.org** - Agency information and news  
**211AlamedaCounty.org** - Health and human services data  
**ACHousingChoices.org** - Housing resources

"211 gives good information. I have only gotten the best from you." - Caller

# Ollie Arnold Housing Department

The Housing Database was created in response to the housing needs of those displaced by the Loma Prieta earthquake in 1989. Since then, Eden I&R has grown our database to include thousands of units of affordable housing in Alameda County. People can get information from this database by calling 211 or visiting our housing website, [ACHousingChoices.org](http://ACHousingChoices.org)

[ACHousingChoices.org](http://ACHousingChoices.org) 

129,601 pageviews

28,482 sessions/visitors



74,691 total units  
(168 new buildings | 4,050 new units)

In April, Eden I&R partnered with the Oakland Housing Authority to host Owner Appreciation Day, one of 17 events included in East Bay Housing Organizations' 2019 Affordable Housing Week. Owner Appreciation Day recognizes landlords who participate in Section 8, the largest source of affordable housing in Alameda County. Landlords enjoyed a vendor fair, lunch, gifts, and an educational workshop on landlord incentives.

In August 2018, Resource Development Associates conducted six focus groups designed to collect information from users about the CHOICES website. The focus groups were conducted across the county and consisted of over 50 participants. A final report was provided in October 2018 with lists of suggestions for improvements. Eden I&R then hired a web design firm to incorporate the upgrade which is scheduled to be completed in FY 19-20.



"I'm appreciative of all the resources that help me with being a landlord." - Landlord



354 clients served

3,619 housing referrals

1,359 services referrals

# AIDS Housing Information Project (AHIP)

AHIP offers housing and human services resource referrals to People Living with HIV/AIDS (PLWHA) via a designated phone line and through one-on-one, in-person assistance at clinics and AIDS Service Organizations. AHIP maintains close working relationships with supportive housing providers as well as social workers and case managers at clinics and nonprofits, and participates in coalitions and collaborative efforts that focus on the needs of PLWHA.

“Claudia” was five months pregnant and enrolled in a residential drug treatment program when she was connected with AHIP. She had grown up homeless, had three children in foster care, and was living with multiple health issues in addition to HIV. After being asked to exit the treatment program because of her pregnancy, her medical case manager at the Highland Adult Immunology Clinic located a space for her in a family shelter. While living in the shelter her medical condition deteriorated, leading to the partial amputation of her leg. In a wheelchair, and with a new baby, she was discharged from the hospital to the EOCP Crossroads shelter. A short while later, her other children were returned to her care by Children & Family Services.

Several months later, AHIP learned that Resources for Community Development had an upcoming 3-bedroom vacancy funded by HOPWA, a program that provides subsidized housing to persons living with HIV. While the unit was being refurbished, Claudia re-adjusted to the demands of raising four young children, became accustomed to traveling by wheelchair with her children, and participated in an outpatient program. She received new furniture from Season of Sharing and household items from staff at AHIP, Crossroads, and Highland. Claudia now has almost 10 months in recovery and is stable and healthy in her new apartment. This success story was the result of close, ongoing collaboration between case managers and staff at multiple agencies.

AHIP is funded by a HOPWA grant awarded to the City of Oakland and Alameda County (HCD)



18 people  
were housed as a  
direct result of AHIP  
involvement


“You have always been really encouraging – you’ve kept me focused on all the things I needed to do. That’s been empowering for me.” - Client



# Disaster Preparedness

211 is a vital resource for the whole county before, during, and after emergencies and disasters. Eden I&R/211 has a designated seat in the County's Emergency Operations Center and in the event of a disaster, 211 is used to provide vetted, updated information to the public including safe travel routes, open hospitals, safe drinking water, and how to locate a missing loved one. Additionally, Eden I&R provides a full range of disaster preparedness classes designed to meet the preparedness needs of staff, volunteers, and clients of community-based organizations, government agencies, schools, and other entities. All trainings are interactive and fully customizable.



 **1,049** people educated | **37** trainings

Our Disaster Preparedness Coordinator, Lars Eric Holm, delivered the keynote address at Alameda County Emergency Preparedness Day on April 13, 2019. This event was hosted by Supervisor Keith Carson and had more than 300 attendees.

To schedule a training, contact Lars Eric at 510-727-9516.

211 Alameda County handles overflow calls for our sister 211s following disasters by providing information, clarification and explanation of evacuation areas, shelter locations, safe driving routes, and more. 211 Alameda County handled the following overflow calls this year:



**48** calls

Carr Fire (for Shasta County 211)

**13** calls

Hurricane Florence  
(for North Carolina 211)

**398** calls

Camp Fire (for Butte 211)

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**4** Disaster Drills

**"So many people told me that they found the training to be highly informative, but also extremely enjoyable." - Supervisor Keith Carson**



### Volunteer Spotlight

Susan has wanted to be a part of the non-profit sector for some time and volunteers as part of her training at the Computer Technologies Program. She provides administrative support to the Eden I&R team and enjoys working with the public. Susan studied Fine Art, Graphic Design and Computer Graphics, and brings those skills to her volunteer role. Thank you for volunteering with us, Susan!

## Community Outreach

Eden I&R continued to maintain a strong presence throughout the community by actively participating and attending events where staff and volunteers have the opportunity to speak directly with attendees about Eden I&R's programs and services.



## Volunteer Program

Our staff manage many programs as part of our mission to help low-income families obtain human services. Volunteers are an essential part of these efforts. Without their time and energy we simply would not be able to maintain the breadth of our services.



For volunteer opportunities, contact Jeanette Mills, Volunteer Coordinator, at 510-727-9503.

**“There is great satisfaction in helping people find housing at an affordable cost.” - Housing Department Volunteer**

# Financial Information

## Thank You to Our Supporters

### Public Funders

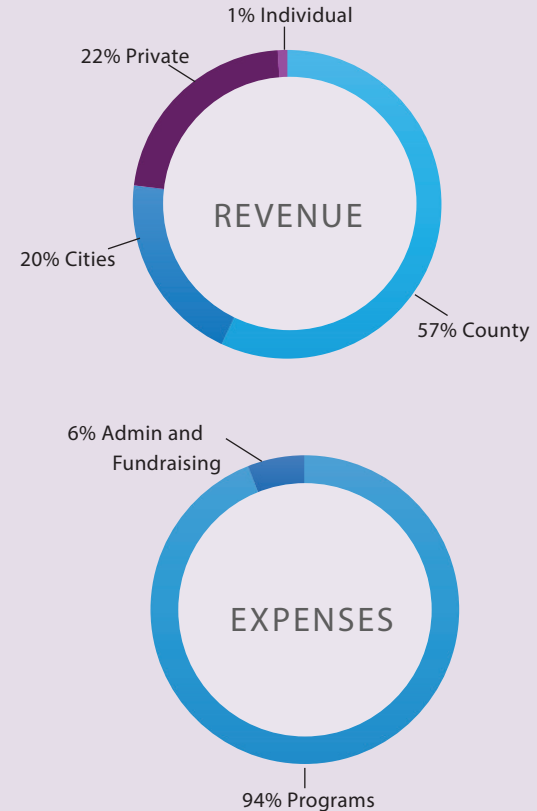
- Alameda County Transportation Commission
- Alameda County Cities
- Alameda County Health Care Services Agency
  - Behavioral Health Care Services
  - Public Health Department
- Alameda County Housing & Community Development
  - HOPWA (Housing Opportunities for People with HIV/AIDS)
- Alameda County Public Health Department
  - Tobacco Control Program
- Alameda County Probation Department
- Alameda County Social Services Agency
  - Adult Protective Services
  - Child Protective Services
  - Foster Care Placement
  - Public Guardian
- Alameda County Workforce Development Board
- Eden Health District

### Private Funders

- Benetech
- Catholic Charities
- Eden Area Foundation
- Firedoll Foundation
- First Republic Bank
- Hitachi High Technologies
- Impact Diablo Valley
- Kaiser Permanente
- PG&E
- Ross Dress for Less
- Share the Spirit
- Simpson Strong Tie
- Thomas J. Long Foundation
- United Way Bay Area
- Walter & Elise Haas Fund
- Wells Fargo

### In-kind Donors

- Columbia Sportswear
- Costco
- Earthquake Country Alliance



“Thank you for all Eden I&R does in the Eden Area.” - Funder



We connect people with hope, 24/7. Our dedicated staff provide Alameda County residents with information, support, and the chance for a better tomorrow.

[EdenIR.org](https://edenir.org) | 510-537-2710