

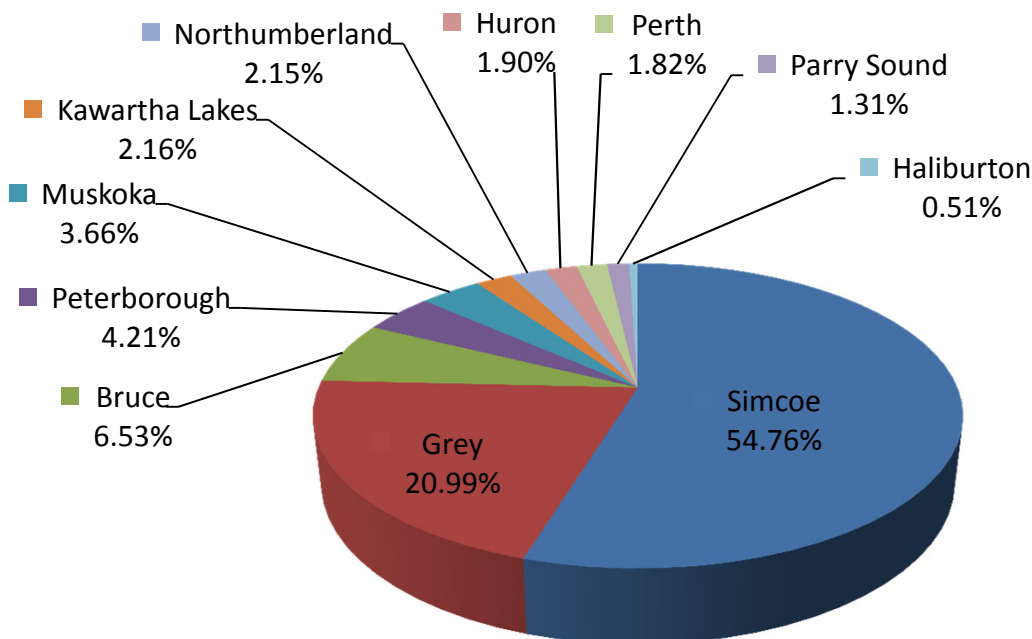
Our Mission: To engage, advocate and lead programs and partnerships that create and improve access to services.

Community Connection is a registered charity located in Collingwood. The organization is a Community Information Centre, providing information and referral services to approximately 60,000 residents in the South Georgian Bay communities of Collingwood, Wasaga Beach, The Blue Mountains and Clearview Township since 1969.

In 2000, Community Connection was selected to be one of seven, 211 Ontario Regional Service Partners. This expanded the organization's service area to 1.2 million people in a region called Central East Ontario. The Central East region includes eleven counties and districts (Perth, Huron, Bruce, Grey, Simcoe, Muskoka, Parry Sound, Haliburton, Kawartha Lakes, Northumberland and Peterborough).

211 Central East Answered 34,149 Contacts in 2015

% of Calls by County/District



Why People Called 211 from Central East Ontario



- #1 Health – 14%
- #2 Utility Assistance – 13%
- #3 Housing – 9%
- #4 Individual/Family Services – 9%
- #5 Government Services – 7%
- #6 Legal – 6%
- #7 Food & Meals – 6%
- #8 Mental Health/Addictions – 6%
- #9 Transportation – 5%
- #10 Income/Financial Support – 5%

Need Categories Presented by Callers

211 is a free, 24/7 helpline staffed by Community Navigators, who connect people with community, social, health and government services.

211 is bilingual, and has multilingual capacity in more than 150 languages.

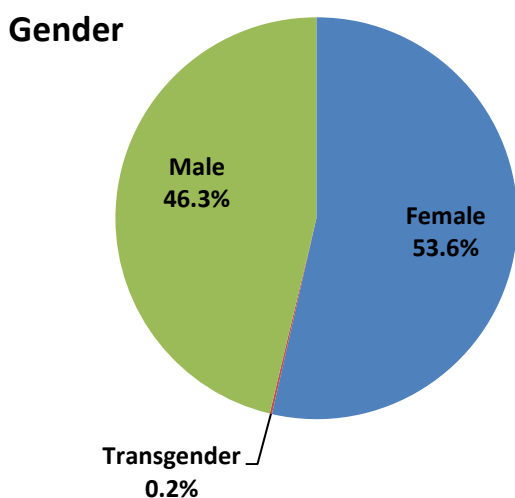
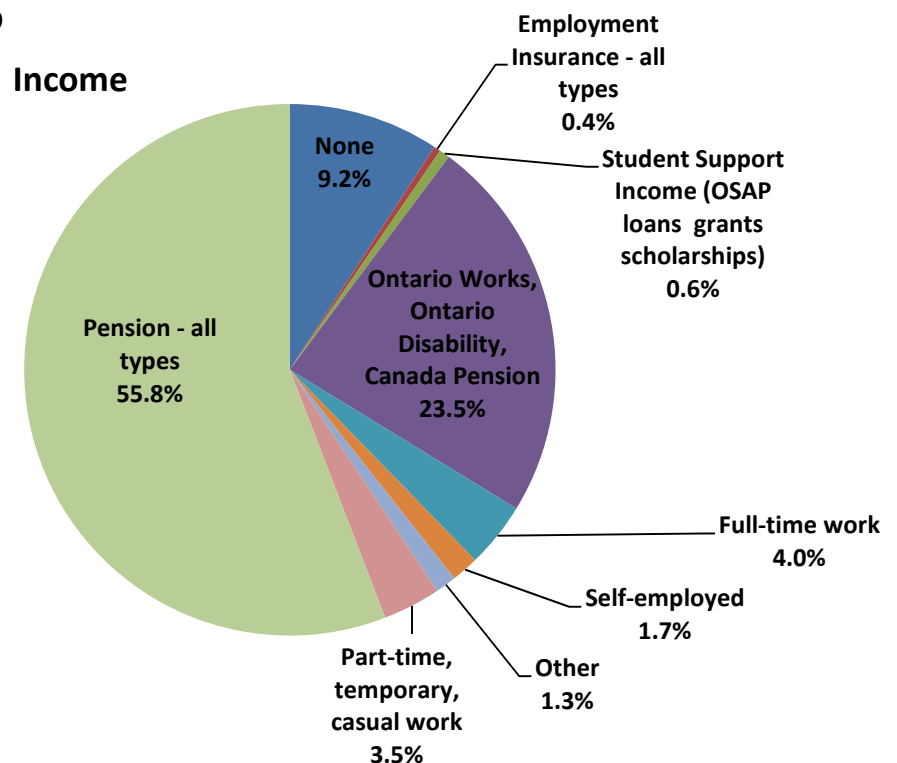
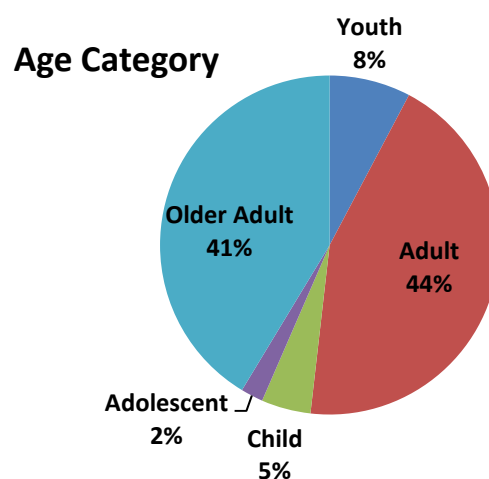
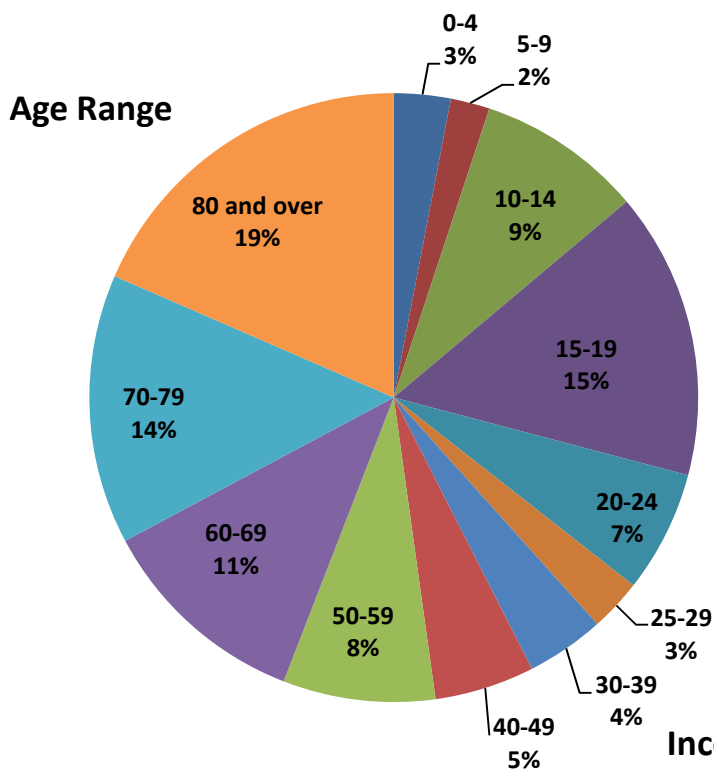
The 211 Ontario Network supports a database of more than 60,000 organizations and programs serving Ontario residents. A public version of the database is available at www.211Ontario.ca.

211 is one of the 3-digit phone numbers (called dialing codes) which are assigned by the CRTC. Current dialing codes are 211, 311, 411, 511, 611, 711, 811, 911. Dialing codes are assigned for a purpose, not to an organization and provide access to services of universal social value.

211 service has now reached 60% of Canadians and continues to expand. Currently Ontario and Nova Scotia have province-wide service. In the US, 90% of residents have access to 211.

A custom reporting system allows Community Connection to track the nature of information and referral calls and report aggregate information on user demographics and user need profiles. During the course of a call our Community Navigators track specific information about the call, while simultaneously identifying appropriate resources that will address the user's needs. Callers sometimes have multiple needs or request advocacy to access services, and many receive a follow up call to ensure their needs were met by the referrals. Callers often find out about services they didn't know existed or that they could qualify for. Community Connection tracks calls for statistical purposes only and does not collect information on the identity of callers.

About the people who needed help:



Follow-up Caller Surveys

Each year Community Connection sets an annual survey target to evaluate the quality and effectiveness of our service. A sample size calculator (raosoft.com) is used to determine the annual target. This target was reached by applying the following determinates: Population size: 1.2 million; a 5% margin of error; a 90% confidence level. In 2015, 289 surveys were completed.

9.7 Callers' rating for helpfulness of the Information Specialists
Out of 10

9.7 Callers' rating for Listening skills of the Information Specialists
Out of 10

9.9 Callers who understood the information & options offered by the Information Specialists
Out of 10

100%

Of callers surveyed said they will call again & refer others to 211

93.8%

Of callers had followed up on referrals provided

89.6%

Of callers received the help they needed from the referrals they contacted

Survey Participants: To determine survey participants, calls are conducted in the normal way and at the end of some calls callers are asked to participate in a survey. If permission is granted, the caller's first name and telephone number is collected. Community Connection's quality assurance team performs each follow up call three days after the initial call, using a set of questions that include both caller satisfaction and call outcome measures.

Callers reported these reasons for not getting help from agencies referred to

SO WHAT?

No answer, busy, no call back from agency
Not eligible
Service full put on wait list
Service full no wait list
No transportation to access service
Agency no longer offering service funds depleted

Staff Training

In-house Service Provider Reviews

Red Cross Simcoe Muskoka Branch
Community Legal Clinic – Simcoe Haliburton Kawartha Lakes

Webinars

Data Resources Related x 16
Software Training and Review x 3
Information and Referral Related x 3

Workshops

Choices & Changes – Motivating Healthy Behaviours
PHIPA - Personal Health Information Protection Act
Standard First Aid
Certified Call Centre Management
ASIST – Applied Suicide Intervention Skills

Conferences

211 Ontario Data Conference (Toronto)
Information Ontario Information and Referral Conference (London)
AIRS Information and Referral Conference (Dallas)

As a 211 Regional Service Partner we are responsible for creating and maintaining relationships across the Central East Region. Our staff team is engaged in presentations, outreach events, community tables and initiatives as we do our part to ensure people can access the services they need.

Central East Region



About Central East Ontario

- There is a population of approximately 1.2 million people
- It has nine counties and two districts, with 107 lower-tier municipalities
- There are six United Ways
- It overlaps five LHIN boundaries, with only North Simcoe Muskoka LHIN within the region
- Our data partners are located in Midland, Orillia, Barrie, Alliston, Stratford, Cobourg, Peterborough, and Lindsay.

Outreach Activities in 2015

- 24 formal presentations reached almost 800 attendees
- 7 outreach events (info fairs) reached almost 1,000 attendees
- 140 orders for print/promo materials distributed over 80,000 items across the region

Our Relationships

- Our staff sit on 23 community tables & task groups (local, regional, provincial & national)
- We are involved in 44 active initiatives (local, regional, provincial & national)

Emergency and Disaster Activities

211 can support municipalities during times of emergency and disaster by providing an important role in public inquiry and volunteer and/or donations registration. We have communication protocols established with 25 municipalities, and 211 is written into many municipal emergency response plans.

Community Connection is a member of the Simcoe Emergency Response Committee, the Muskoka Emergency Response Committee and the Grey County Emergency Social Services Committee.

Exercises and Training

This year we participated in a Volunteer Registration Exercise with the County of Grey and attended the Building Municipal Resiliency in Central Ontario Conference in Barrie.

Activation

As a member of the Grey Bruce Post Disaster Response Team, we were activated ten times responding to assist people affected by fires or flooding in nine communities.

As a member of the Simcoe Muskoka Vulnerable Populations Emergency Communications Committee we were activated six times for heat and cold alerts.

In August 2015 Owen Sound multiple arsons impacted more than fifty people. 211 received 757 calls regarding the event and registered 361 offers of donations.

211 day – February 11th



Thanks to strong support from our OPP partners, many communities made declarations or raised a 211 flag to help support awareness.

Contact Centre Services – Partnerships and Contracts

Community Connection continues to partner/contract with other organizations who benefit from both our capacity as provincial call centre and our unique skills as a professionally accredited information and referral organization. Each of our partners provide training and protocols are established to ensure our Community Navigators meet the needs for each partnership. This past year our contact centre partnerships included:

Bruce Grey Back Pack Registration – 211 is used as the access point to register children for United Way’s back packs with school supplies and to also provide additional referrals to other community supports.

Bruce Grey Ecofitt – 211 is used as the access point for United Way and Union Gas to offer qualifying customers an energy audit on their home to identify free energy efficiency upgrades to help reduce their energy bills.

Bruce Grey Winter Warmth Utility Assistance – 211 is used as the access point for centralized intake for United Way’s urgent financial assistance for energy expenses and to also provide additional referrals to other community supports.

Central Referral Service for Primary Care – Community Connection is piloting a central referral service for physician referrals to health funded community support service agencies in partnership with the North Simcoe Muskoka Community Support Services Collaborative. 211 manages and coordinates the receipt and allocation of referrals, conducts follow-up calls, tracks and reports activities, timeframes and outcomes.

Children's Treatment Network (CTN) – Community Connection provides call centre overflow support to the CTN’s Navigation Team, ensuring callers are connected with someone who can help.

Common Point – 211 is the Common Point for information and referrals to child, youth and adult mental health and addictions services in the North Simcoe Muskoka LHIN.

Fall Prevention in Simcoe and Muskoka – 211 is used as the access point to fall prevention services facilitated through the Simcoe Muskoka Integrated Fall Prevention Strategy leadership team.

Good2Talk - is a free, confidential helpline (1-866-925-5454) providing professional counselling and information and referrals for mental health, addictions and well-being to post-secondary students in Ontario, 24/7/365. Community Connection and our sister organization in St. Catharines answer the day-time hours from all of Ontario for this specialized service. Overnight and Francophone services are offered by sister organizations in Toronto and Ottawa. Our staff listen to the caller needs and connect them directly with the professional services available at Kids Help Phone and Connex Ontario, as well as other community supports as needed.

North Simcoe Muskoka Community Care Access Centre (CCAC) – Community Connection answers 310-2222 from callers in North Simcoe Muskoka seeking information and referrals to community and home support services. This phone service is available daily until 8:30 p.m.



Re-Accreditation Achieved!

In June 2015 our staff were in Dallas to receive the second Award of Accreditation from the Alliance of Information and Referral Systems (AIRS).

AIRS Accreditation provides objective evidence of achievement across 28 standards, measured against 221 quality indicators.

Of AIRS’ 5,000+ members, only 125 organizations have achieved Accreditation.

Database and Online Directories – Partnerships and Contracts

Community Connection provides coordination and oversight for a comprehensive human services database of 15,000+ listings, in partnership with multiple stakeholders across the Central East Region. This database contributes to the more than 60,000 listings used by the 211 Ontario Network to connect people to services.

This year again, we continued to partner/contract with other organizations who benefit from our skills and expertise in the maintenance of a comprehensive database of community, social, health and government services, and the publishing of custom online directories:

Assistive Device Exchange – a partnership with Independent Living Services (ILS) of Simcoe County for a custom search tool for an online database maintained by ILS used for buying and selling used assistive devices.

Best Start Simcoe County – We provide continually updated listings for a GIS mapping initiative of the Best Start Network.

Child Youth and Family Services Coalition of Simcoe County – Online content is maintained for mini directories of resources for children, youth and families, Francophone and First Nations, Metis and Inuit resources. The Coalition is an alliance of organizations providing services to children, youth and families.

Common Point – We designed and developed online directories in English and French of mental health and addiction resources for children, youth and adults in the North Simcoe Muskoka LHIN.

Fall Prevention Simcoe Muskoka – In partnership with the Integrated Fall Prevention Strategy Task Group, online content is maintained for a searchable directory of fall prevention resources in Simcoe and Muskoka.

Provincial Websites – We supply continually updated listings to three provincial government websites coordinated by Findhelp Information Services (211 Toronto). The listings support Employment Ontario, Victim Support Services and Citizenship and Immigration Canada/Ontario.

Grey Bruce Children's Alliance – Online content is maintained for custom mini directories of resources for children, youth and families. The Alliance is a network of organizations that work together to offer a more seamless, integrated system of services and supports to children, youth and families in Grey Bruce.

Grey Bruce We C.A.R.E. Directory – We supply continually updated listings for three custom online directories for youth and families. An initiative of community agencies and school boards working together to increase community capacity and mobilization around the promotion of youth mental health and prevention of youth suicide.

Muskoka Emergency Support Services – Community Connection maintains a custom private database of support services used by the District of Muskoka emergency response committee.

North Simcoe Muskoka Healthline – We coordinate a shared, bilingual database between 211 Ontario and the North Simcoe Muskoka CCAC which eliminates the duplication of data collection. Updated listings are continually uploaded to the CCAC's website nsmhealthline.ca. The database is maintained through a partnership with Information Barrie, Information Orillia, Contact South Simcoe, Community Reach North Simcoe, with French translation provided by the Community Information Centre of Ottawa (211 Ottawa).

Ontario Works Simcoe County – Community Connection developed and maintains the listings for a custom, private search tool to support Ontario Works caseworkers.

Refugee and Settlement Directory – A partnership with Bruce Grey United Way to consolidate information about formal and informal groups and services specifically for refugees and newcomers.



Did you know? Each organization in our database is contacted annually to update their information. Also, anyone can suggest updates to listings or add new services in any of our online directories. Once we publish the changes, the listing is updated within each online directory where it appears.

Special Projects

Community Connection is often invited to participate in projects and initiatives where we can help create or improve access to services in our communities. We continue to be in conversations with several organizations as we work through shared services models designed to reduced cost and improve services. Some of the high lights from this fiscal year follow.

Volunteer Connection

Through our phone lines we know many people face unmet needs due to gaps in service, wait lists, lack of transportation, etc. For many of these people, getting connected to a volunteer to help with a task or for a drive to a medical appointment can have a huge impact.

A love for volunteering was grounded through our recent participation in Spark Ontario, a multi-year project of Ontario's hosting of the Pan/Parapan American Games to create Ontario's first ever bilingual online volunteer gateway, aggregating volunteer opportunities and other resources into a single, accessible website – findyourspark.ca.

In the fall of 2015 Community Connection established a Volunteer Centre which is now recognized by the Ontario Volunteer Centre Network. We are working with South Georgian Bay's Volunteer Coordinator's Network to build South Georgian Bays' volunteer capacity through three change ideas:

- The first idea is to simplify how people locate volunteer opportunities – we are engaging with the 250 non profit organizations in SGB to centralize all of the volunteer opportunities on VolunteerConnection.ca.
- The second idea is to centralize volunteer screening – we will screen each volunteer once and offer a volunteer passport, eliminating the need to be screened by each organization.
- And the third idea is to simplify access to volunteer training activities – by eliminating duplicate training activities and sharing a common calendar with easy online registration.

Home for Life

Home for Life recruits and trains volunteers to provide friendship and support to individuals and couples, helping them to remain independent and confident in their home as long as possible. Throughout the year, about thirty volunteers were activity helping about fifty clients every month.

Rural Access to Justice

Community Connection was invited to participate in a think tank approach to an inclusive justice initiative developing innovating solutions to meet the unique needs of rural and remote residents.

Green shield

Community Connection was selected as a pilot site along with 211 Toronto, as part of a three-year Green Shield Canada Foundation grant to improve access to health services for low income individuals and families in Canada by leveraging and enhancing the capacity of 211 providers to reduce barriers for vulnerable populations.

Governance & Operations

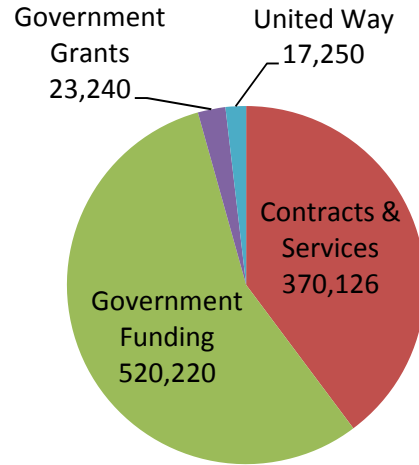
Community Connection is governed by a Board of Directors:

- Chair, Janet Davie
- Vice-Chair/Treasurer, Peter Sharpe
- Secretary, Richard Stapells
- Past Chair, Karen Henderson
- Director, Linda Wykes
- Director, Karen Cubitt
- Director, Marcia MacPherson

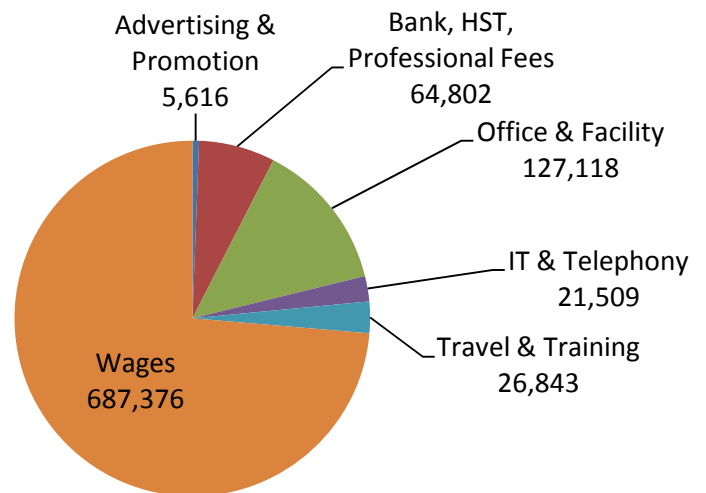


L-R: Linda Wykes (Director), Karen Cubitt (Director), Richard Stapells (Director), Karen Henderson (Past Chair), Peter Sharpe (Vice Chair/Treasurer), Janet Davie (Chair)
Absent – Marcia MacPherson (Director)

2015-2016 Revenue \$930,836



2015-2016 Expenses \$933,616



Staff

- 15 employees: 13 full time, 1 part time, 1 casual/call in
- 4 - employees work from home
- 7 – Certified Information & Referral Specialists (CIRS)
- 4 – Certified Resource Specialists (CRS)
- 2 – Certified Call Centre Managers (CCMC)

