United Way of the Ocoee Region

United Way of the Ocoee Region
2016 Community Needs Report
Bradley & Polk Counties

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United Way of the Ocoee Region

Introduction

The mission of the United Way of the Ocoee Region is to be a community-based organization that leads efforts in identifying community needs, facilitating collaboration, and maximizing resources to positively impact our community.

This report highlights the needs of Bradley and Polk county residents according to the following three data sources:

- **2-1-1** information & referral call data (from July 1, 2015 to June 30, 2016)
- **Charity Check** services received data (from July 1, 2015 to June 30, 2016)
- **Service Provider Focus Group** data (conducted by UWOR in October 2016)

The first two sources represent a different method of service delivery to community members in Bradley and Polk counties. The 2-1-1 system requires a phone call from the individual seeking assistance. If the requested resource is available and if the caller meets the criteria for services, the 2-1-1 call specialist must provide resource information about the service(s).

On the other hand, the Charity Check system collects data from client requests at the service site. As a result of the documentation that is presented in the face-to-face encounter, the Charity Check database is a rich source of information with client names, demographics, and addresses. This is the second year Charity Check analytics provides information about service usage, client characteristics, or types of services provided.

Due to the quantity and unique qualities of the two database sources, the first two sections of this document report out on each data source separately. Each section of the report is divided out by the seven County Commission districts with maps, 2-1-1 data, and Charity Check client data specific to each Commission area.

The third section of this report includes qualitative data from a Service Provider Focus Group that gives an additional perspective on unmet needs in our community, as well as looks at potential root causes for some of the top needs that have been identified through the first two data sources.

Note: The information in this report is dependent upon the accuracy of data entry. Attempts to account for errors or missing data have been made but cannot be controlled for in all instances. Data compiled at the County Commission district level is dependent upon the accuracy of the address information and in some cases (approximately 10%) address information was insufficient.

Executive Summary:

This 2016 Community Needs Report was compiled in-house by United Way of the Ocoee Region staff, with data collection, reporting, and mapping assistance from the United Way of Greater Chattanooga. The report consists of data from three sources including: one year of Bradley & Polk County 2-1-1 data (July 2015 - June 2016), one year of Bradley County Charity Check data (July 2015 - June 2016) and Service Provider Focus Group data (October 2016).

Key Findings & Themes

Overall themes that surfaced most frequently through multiple areas of this report were related to **housing, food, and job assistance** needs.

Other needs that ranked highly across more than one data source include **clothing**, **health care**, **transportation** and **holiday assistance**.

74% of all requests for resource information through 2-1-1 call data (n = 1,561) were for basic needs including **food, rent,** and **utility assistance.**

87% of all services received through Charity Check data (n = 4,213) were for **food, clothing, follow up services, rent, utilities,** and **job assistance.**

Underlying root issues of some of the top needs identified (housing, food, job assistance, and health) through the first two two data sources were further discussed during a Service Provider Focus Group.

Service providers were also asked their perspective on additional unmet needs in our community. The two most frequently mentioned unmet needs identified through the focus group were **expanded public transportation options** and **job (technical and soft skills) training.**

Over the past year, the United Way of the Ocoee Region has continued to educate ourselves on principles of community development, collective impact, and how to best help those in poverty without hurting them. One thing that has surfaced repeatedly through many of these conversations as well as our coalition work, is the importance of **relationships** and walking alongside those we are here to help.

Because of this, we believe that when nonprofits, churches, donors, volunteers, community leaders, and most importantly, those actually in poverty; are working together in tandem to find long-term solutions to community needs, that is when our work will truly start to move the needle.

Section 1: Overall 2-1-1 Data

Section I: 2-1-1 Information and Referral Call Data

2-1-1 is a national resource used by many United Ways, which operates through local and regional call centers. It is a free and confidential helpline that connects community members with information about available social service resources; whether it is for help with food, utilities, childcare, mental health, senior services, etc. The 2-1-1 system requires a phone call from the individual seeking assistance. A certified Information & Referral Specialist on the other end of the phone will ask the caller a series of questions to identify their need and situation, and then refer the person to the resource(s) closest in proximity that address their need(s).

For the one-year period from July 1, 2015 – June 30, 2016, approximately 1,561 calls from Bradley and Polk counties resulted in 2,138 referrals for services for individuals and their families. Of those calling for assistance and reporting employment status, two-thirds were either unemployed (39%) or permanently disabled (29%). Unemployed individuals calling for assistance increased from the previous report from 35% in the 2015 report to 39% in this report. Those with disabilities requesting assistance decreased by 4%.

Approximately 74% of 2-1-1 requests were for utilities, food, housing and basic needs assistance. The next highest requests through 2-1-1 were for holiday assistance, furniture and health care information.

2-1-1 Callers by Employment Status:

Ocoee Region 2-1-1 callers by employment status

	Count	Percent
Grand Total	*1068*	*100%*
Unemployed	412	39%
Permanently Disabled	310	29%
Employed Full Time	144	13%
Employed part time	78	7%
Retired	112	10%
Temporarily Disabled	6	1%
Disability Pending	6	1%

308 callers declined to answer the question or were not asked for their employment status.

Overall 2-1-1 Needs by General Classification Codes[1]

Ocoee Region 2-1-1 Client needs by general classification codes (July 1, 1015 to June 30, 2016)

	Count
Food Pantries	777[2]
Electric Service Payment	199
Rent Payment	185
Holiday Assistance	124
Furniture	59
Health Care	45
Housing	35
Emergency Shelter	20
Health/Specialized Treatment	19
Food Vouchers	18
Individual & Family Support	10
Public Assistance Program	10
Employment	9
Home Maintenance and Minor Repair Services	7
Water Service Payment Assistance	7
Transportation	5
Social Insurance program	4
Thanksgiving Programs	4
Legal Services	3
Mental Health Evaluation and Treatment	3
Outpatient Facilities	3
Parenting Education	3
Education Support Services	3
Mental Health and Substance Abuse Services	2
Specialty treatment	2
Educational Programs	1
Legal Assistance Modalities	1
Public Health	1
Substance Abuse Services	1
Tax organization	1
Grand Total	***1561***

[1] Definitions of 2-1-1 classification taxonomy codes can be found in the appendix of this document beginning on page 65.
[2] The top resource of over 500 services expanded food resources available to Polk County's People Helping People. This provision was made available through a TVA grant for food to first time requests food assistance and also support for those who were most vulnerable such as the elderly and disabled populations.

2-1-1 Referral Numbers by Service Provider

Ocoee Region 2-1-1 referrals by service provider (July 1, 2015 to June 30, 2016)

Service provider	***Count***
Adult Protective Services - TDHS Bradley County	1
Aid A Veteran	5
Behavioral Research Institute	2
Big Spring Baptist Church	35
Boys and Girls Clubs of the Ocoee Region	1
Bradley Baptist Association	15
Bradley Cleveland Emergency Shelter Shelter	5
Bradley County Health Department	11
Bradley/Cleveland Community Services	232
Central Church of Christ Cleveland	2
Child Care Resource and Referral (CCR & R) - Signal Centers	1
Church of God Community of Hope	4
Cleveland /Bradley County Public Library	1
Cleveland Daily Bread	1
Cleveland Emergency Shelter	7
Cleveland Housing Authority	21
Cleveland Primary Care - Ocoee	2
Cleveland Regional Intervention Program (RIP)	1
Counseling Center Cleveland, TN	2
Crisis Response Team - Hiwassee Mental Health Center	1
Dr. William Roy Mercy Dental Clinic	4
Durkee Road Free Medical Clinic	1
Express Employment Professionals	1
Family Cornerstones	1
Family Promise of Bradley County	13
Family Resource Agency - Black Fox Pre-K & Head Start	1
Family Resource Agency Bradley County	95
Family Worship Center	5
Feed The People	27
Feed the People of Faith Memorial Church	4
First Baptist Church/Cleveland	26
Food Pantry - Westwood Baptist Church | Cleveland	2
Food Stamps | TDHS Bradley County	6
Food/Voucher - St. John's United Methodist	3
Forgotten Child Fund/Holiday Toys	20
Get Covered Tennessee/ Health Insurance	3
Habitat For Humanity of Cleveland	2
Habitat for Humanity ReStore Cleveland	20
HACOBA Care Center/ Food Pantry	11
Health Management Services	1

Hearts Set Free	1
Heaven's Bounty	1
Hiwassee Mental Health Center	1
Home Health Care of East Tennessee	1
Home Healthcare Services | Bradley County	1
HR Sources and Solutions	2
HUD Family Rental List Bradley County	18
HUD Senior Rental List Bradley County	4
International Worship Center	23
Job Service | Tennessee Career Centers	1
Karis Dental Clinic	19
Ladies of Charity	5
Ladies of Charity/Financial/Food Vouchers	5
Legal Aid Of East Tennessee - Bradley	3
Lions Club Sight Program Cleveland, TN	12
Living Word Church	6
Macedonia Baptist Church	1
Medical Foundation of Chattanooga	5
Mental Health Cooperative, Cleveland TN	2
Mount Olive Church of God	4
Mount Zion Prayer Center	3
My Community Rents.com - Housing Locator Service (CHA)	1
Neediest Cases - United Way 2-1-1	2
Neighbors in Need - Empowering Lives	328
New Life Community Church/Cleveland	16
New Life Community Kitchen	2
New Union Baptist Church	1
North Cleveland Church of God	176
Partner's Program Parenting Classes	1
Peerless Road Church of God	1
People Helping People	592
Pine Ridge Treatment Center	1
Project Access	1
Project Helping Hands	1
Quality of Life Home Care, LLC	7
REACH Adult Education Center	1
Refuge Community Center Bradley County	9
Rossville Community Ministries/Food Pantry	3
Saint Therese Catholic Church	2
Salvation Army	17
Second Harvest Thrift Store	5
Sequoyah Church of God	1
SETHRA | Rural Transportation Office	2
SETHRA East Polk County - Ducktown	3
SETHRA FEMA Services	1
SETHRA Homemaker/ Personal Care	1
SETHRA/CUATS Cleveland TN	2
Share and Care Ministry - Food Vouchers - Ooltewah United Methodist	2
Silver Angels Home Care Specialists	5
Social Security Administration (Bradley County)	1
Southeast Tennessee Area Agency on Aging & Disability	2

Southeast Tennessee Human Resource Agency - Polk County	12
Southeast Tennessee Human Resource Agency - Sequatchie County	3
Speech and Hearing Center Chattanooga	4
Spring Place Church of God of Prophecy	6
St. Therese Catholic Church	5
Substance Abuse Treatment - Hiwassee Mental Health Center	1
Tennessee Career Center Cleveland	5
Tennessee Department of Children's Services | Bradley - Polk Counties	2
Tennessee Department of Human Services | Bradley County	2
The Caring Place	118
The Salvation Army - Bradley County	62
The Samaritan Center	4
Tri-State Resource & Advocacy Corporation	3
Unity Center Cleveland, TN	2
Valley View Baptist	1
Volunteers in Medicine, Chattanooga, Inc.	1
Waterville Baptist Church	3
Wesley Memorial United Methodist Church	1
William Hall Rogers Basket Fund	2
Total	***2138***

Note: Additional information on the breakdown of 2-1-1 call numbers for specific needs by Bradley County Commission Districts can be found in Section 3, beginning on page 16.

Section 2: Overall Charity Check Data

Section II: Charity Check

Charity Check is a client management tool that allows service providers to communicate and document client services to reduce potential duplication of services received. Charity Check is ideal for nonprofits, churches, and other service providers that can aid in better stewardship of valuable community resources.

From July 1, 2015 to June 30, 2016 we were able to pull data from seven (7) local agencies which documented 4,213 services provided for client needs. These organizations include a mix of local churches and nonprofit organizations including: The Refuge (34.4%), Big Spring Baptist Church (24.4%), The Caring Place (20.4%), Neighbors in Need (20.4%), Family Promise of Bradley County (0.2%), Cleveland First Church of the Nazarene (0.1%) and Foundation House Ministries (>0.1%).

Based on needs documented in Charity Check, 1,332 individuals received 4,213 referrals which is an average of 3.2 services or contacts. Based on count and percentage compared to the previous year, food and clothing represented a smaller proportion of the total services. Nearly two-thirds (63%; 2,648) of the total services were for basic needs including food, utilities, and shelter or rent assistance.[3] One-fourth of clients (25%) had multiple requests for basic needs.

Charity Check Client demographics

Client demographics present an interesting picture of those seeking help. Nearly half were between the ages of 26 and 45 years old, an age group that can be particularly vulnerable to poor employment prospects based on changes in the workforce demand.[4] Another factor placing those requesting services due to poor employment options is low adult educational attainment. Those without a high school diploma represented 40% of total clients.[5]

More than half (52%) of the clients served reported children in the household and more than one-fourth (27%) reported no monthly income and 50% reported incomes of less than $753 monthly. This factor combined with the previous statistics on education and adult educational attainment place children at risk for poverty and associated issues regarding early childhood development and academic achievement.[6] Clients requesting services were predominately White (79.5%) followed by African American (10.5%) and Latino (6.9%).

[3] Typically clothing would indicate a basic need as well, but this category was excluded from the total and not considered as an emergency need.
[4] See report issued by Tennessee's Department of Community and Economic Development: "Economic Benefits of Post-Secondary Credentials in Tennessee."
[5] Percentages are based on unduplicated client data.
[6] Shonkoff, Jack P., Ed.; Phillips, Deborah A., Ed. From Neurons to Neighborhoods: The Science of Early Childhood Development

Charity Check Data – Top Services Received

SERVICE:	COUNT:	PERCENTAGE:
FOOD	948	22.5%
CLOTHING	838	20.0%
FOLLOW UP (AGENCY SPECIFIC)	823	19.5%
UTILITIES	599	14.3%
RENT	256	6.0%
JOB ASSISTANCE	186	4.4%
OTHER SERVICES[7]	162	3.8%
MISCELLANEOUS	108	2.6%
JOB SECURED	86	2.0%
LOST CONTACT	52	1.2%
HOLIDAY ASSISTANCE	36	0.8%
RESUME/RESUME CLASS	29	0.7%
CAREER CONNECTION	29	0.7%
FINANCIAL COUNSELING	24	0.6%
SCHOOL SUPPLIES	20	0.5%
MONEY & BANKING	17	0.4%
TOTAL	**4213**	**100%**

Charity Check Data – Primary Contributing Agencies

Charity Check data by agency (July 1 2015 to June 30 2016)

Agency	Total	Percent
The Refuge Cleveland	1451	34.4%
Big Spring Baptist Church	1029	24.4%
The Caring Place	860	20.4%
Neighbors In Need	858	20.4%
Family Promise Of Bradley County	10	0.2%
Cleveland First Church of the Nazarene	3	0.1%
Foundation House Ministries	2	0.0%
Grand Total	*4213*	100.0%

[7] Other services include the following: CPR Class, Coupon Class, Shelter, Basic Computer Class, Excel Class, Microsoft Word Class, Transportation, Diapers, One Source, Lodging, Case Management, Residential Shelter, and Computer Tutoring, Gasoline, and Medical.

Charity Check Data – Client Count by Count of Documented Services (Basic Needs Only)

Charity Check Mid-Year Report (July 1, 2015 to June 30, 2016): Client count by count documented for service basic needs only

	Count	Percent
1 to 2	774	74%
3 to 5	201	19%
6 to 10	47	4%
11 to 15	10	1%
16 to 25	13	1%
Total	*1045*	*100%*

Charity Check Data – Client Reported Age

Charity Check Report (July 1 2015 to June 30 2016): Client status by age

Age	Count	Percent
11 to 17	76	5.8%
18 to 25	217	16.5%
26 to 35	325	24.7%
36 to 45	282	21.4%
46 to 55	249	18.9%
56 to 65	118	9.0%
66 and older	49	3.7%
Total	*1316*	*100.0%*

Valid age data was not available for 17 clients

Charity Check Data – Client Reported Employment Status

Charity Check Report (July 1 2015 to June 30 2016): Client employment status

	Count	Percent
Unemployed	456	28%
Disabled	351	22%
Employed	274	17%
Other	110	7%
Total	*1603*	*100%*

141 chose not to answer the employment status question

Charity Check Data – Client Reported Educational Attainment

Charity Check Report (July 1 2015 to June 30 2016): Client status by educational attainment

		Count	Percent
Less than 9th grade		121	11%
9th to 12 Grade No Diploma		325	29%
High School Diploma/GED		486	43%
Post Secondary Education		205	18%
	Total	*1137*	*100%*

195 did not provide education information

Charity Check Data – Client Reported Monthly Income

Charity Check Client monthly income

	Count	Percent
No income	366	27%
$50 to $500	104	8%
$501 to $750	194	15%
$751 to $1000	190	14%
$1001 to $1500	304	23%
$1501 to $2000	99	7%
$2001 to $2500	49	4%
$2501 to $3000	17	1%
$3001 to $5300	8	1%
Total	*1331*	*100%*

Average	**$**	**798.00**
Median	**$**	**753.00**

Charity Check Data – Client Reported Race/Ethnicity

Charity Check clients by Race/Ethnicity

	Count	Percent
White	1025	79.5%
Black or African American	135	10.5%
Hispanic/Latino	89	6.9%
American Indian/Alaska Native	23	1.8%
Other	11	0.9%
Native Hawaiian/Other Pacific Islander	5	0.4%
Asian	1	0.1%
Total	*1289*	*100.0%*

43 clients did not identify race/ethnicity

Charity Check Data – Client Reported Household Type & Number of Children

Charity Check midyear report (2015): Household type by number of children

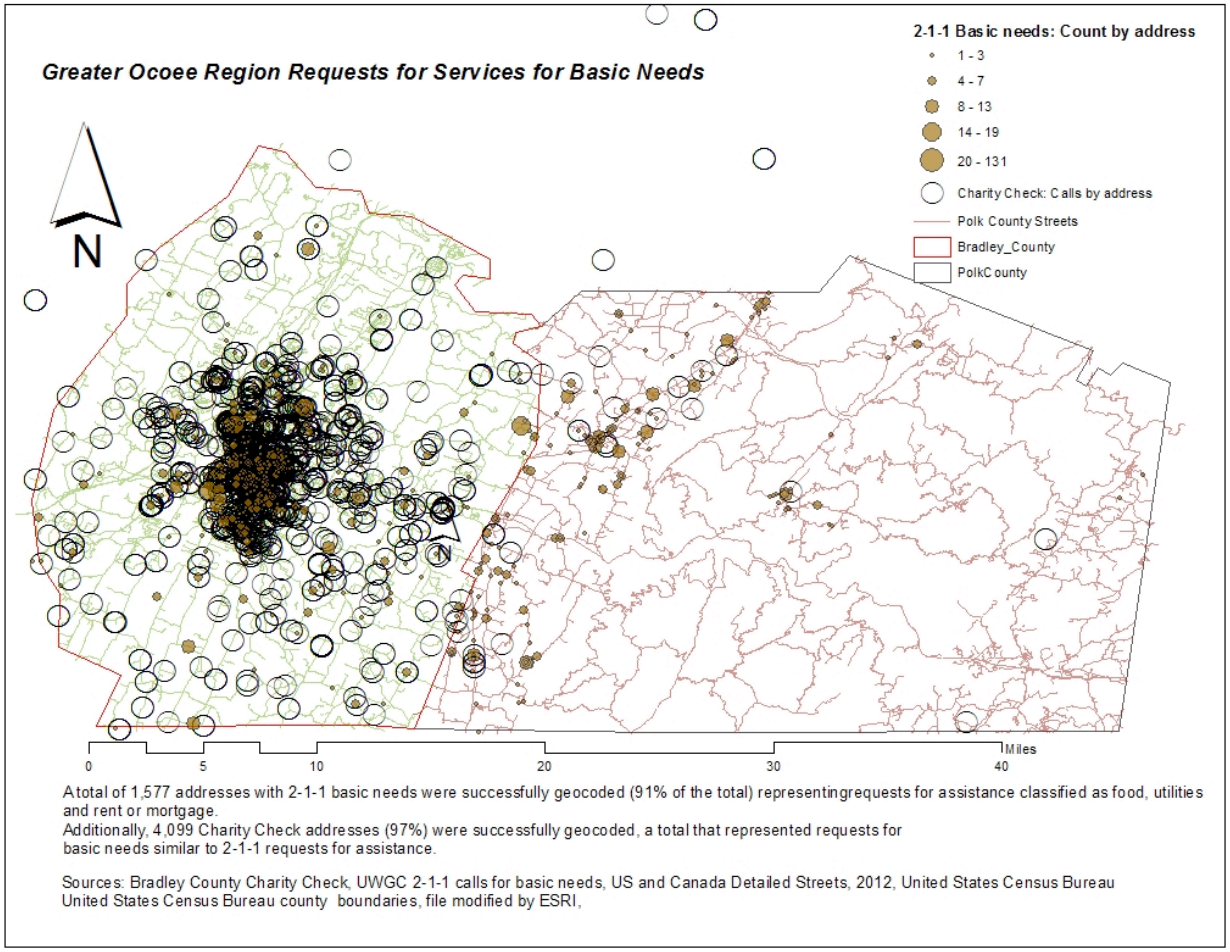
Number of Children	Divorced	Married	Missing	Partnered	Separated	Single	Unknown	Widowed	Total
0	142	146	3	30	43	182	27	68	641
1	47	68		13	30	79	4	11	252
2	25	74		12	26	56	6	6	205
3	11	52	3	12	12	40	8	5	143
4	2	25		8	7	10	4	2	58
5		14		1	1	3	1		20
6		2			1	1	1	1	6
7		3			1				4
8		2							2
12		1							1
Grand Total	*227*	*387*	*6*	*76*	*121*	*371*	*51*	*93*	*1332*

Note: Additional information on breakdown for services received though Charity Check for specific needs by Bradley County Commission Districts can be found in Section 3, beginning on page 16.

Section 3: 2-1-1 and Charity Check County Commission District Maps

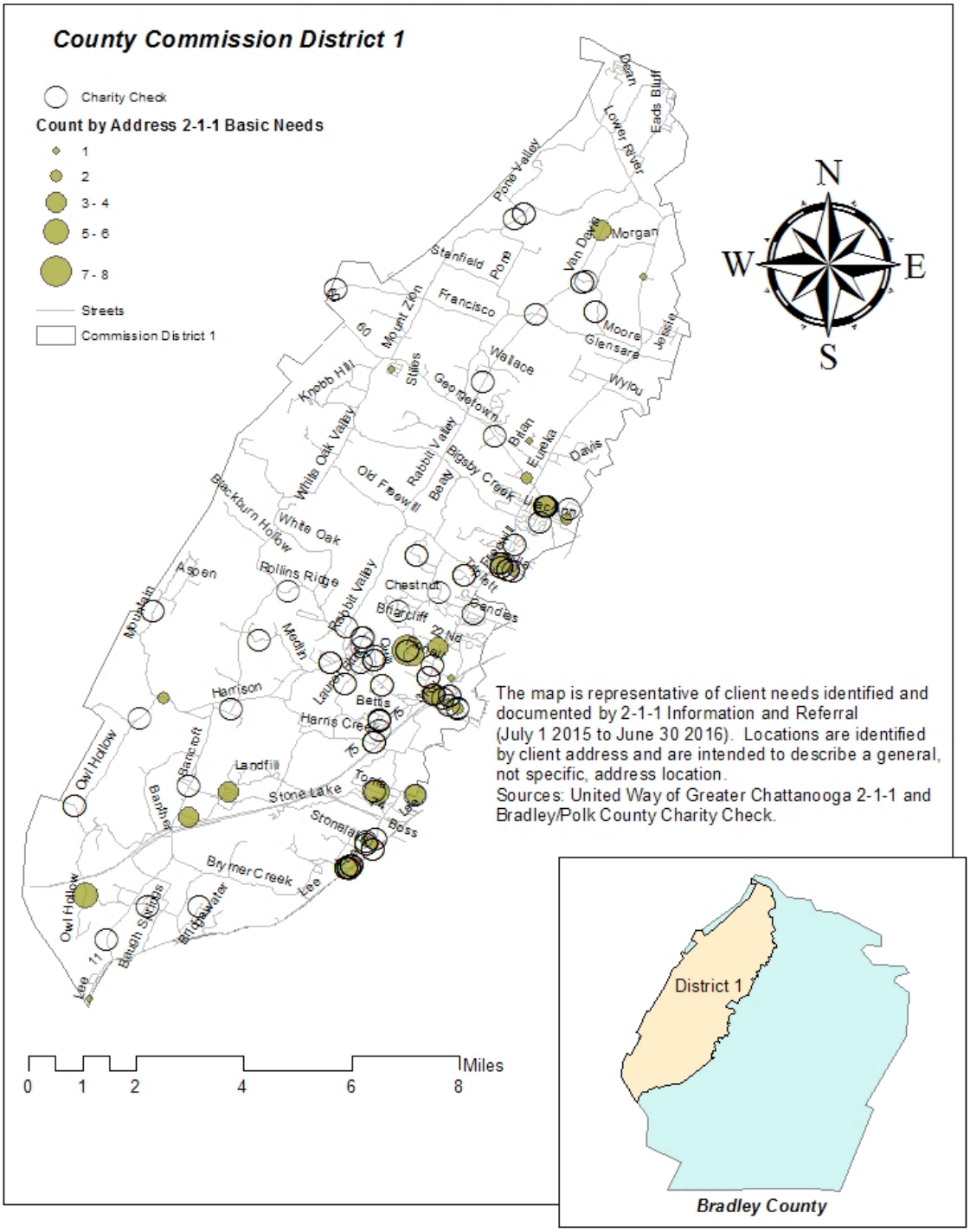
Section 3: Polk County, Bradley County and Commission District Maps and Data

Maps include total Charity Check addresses in the July 1, 2015 to June 30, 2016 data file. The mapping of 2-1-1 requests for assistance includes only those requests for basic needs assistance to better assess those in need of emergency services for food, shelter and utilities.



County Commission District 1

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs (July 1 2015 to June 30 2016)



CHARITY CHECK

District 1: Charity Check Data

District 1: Charity Check Data – Serviced Received

Charity Check Commission District 1 Services

	Count
Grand Total	255
Follow Up Services (Agency Specific)	52
Utilities	48
Food	45
Clothing	29
Rent	23
Job Assistance	15
Miscellaneous	10
Job Secured	6
Lost Contact	6
Financial Counseling	3
Money and Banking	2
Other Assistance	2
Resume	2
Resume Class	2
School Supplies	2
Career Connection	1
Case Management	1
Coupon Class	1
Diapers	1
Electricity	1
Excel Class	1
Excel Class: Completed	1
Financial Counseling: Completed	1

District 1: Charity Check Data – Service Providers

Charity Check District 1 Service providers

	Count
Big Spring Baptist Church	25
Neighbors In Need	74
The Caring Place	59
The Refuge Cleveland	97
Total	*255*

District 1: Charity Check Data – Clients Served by Age

Charity Check District 1 Clients served by age

	Count	Percent
15 to 25	19	21%
36 to 35	19	21%
36 to 45	22	24%
46 to 55	16	18%
56 to 65	10	11%
66 and older	4	4%
Total	*90*	100%

2 chose not to provide information

District 1: Charity Check Data – Clients Educational Attainment

Charity Check District 1 Clients Educational Attainment

	Count	Percent
No High School Diploma or GED	28	36%
High School Diploma/GED	31	40%
Post Secondary Education	18	23%
Total	*77*	*100%*

15 chose not to provide information

District 1: Charity Check Data – Clients Employment Status

Charity Check District 1 Clients Employment status

	Count	Percent
Disabled	23	30%
Employed	19	25%
Unemployed	34	45%
Total	*76*	*100%*

16 were “other" or chose not to provide information

District 1: 2-1-1 Information & Referral Data

District 1: 2-1-1 Data – Calls for Basic Needs

District 1 2-1-1 Calls for basic needs

	Count	Percent
Food	34	42%
Utilities	32	40%
Housing	15	19%
Total	*81*	100%

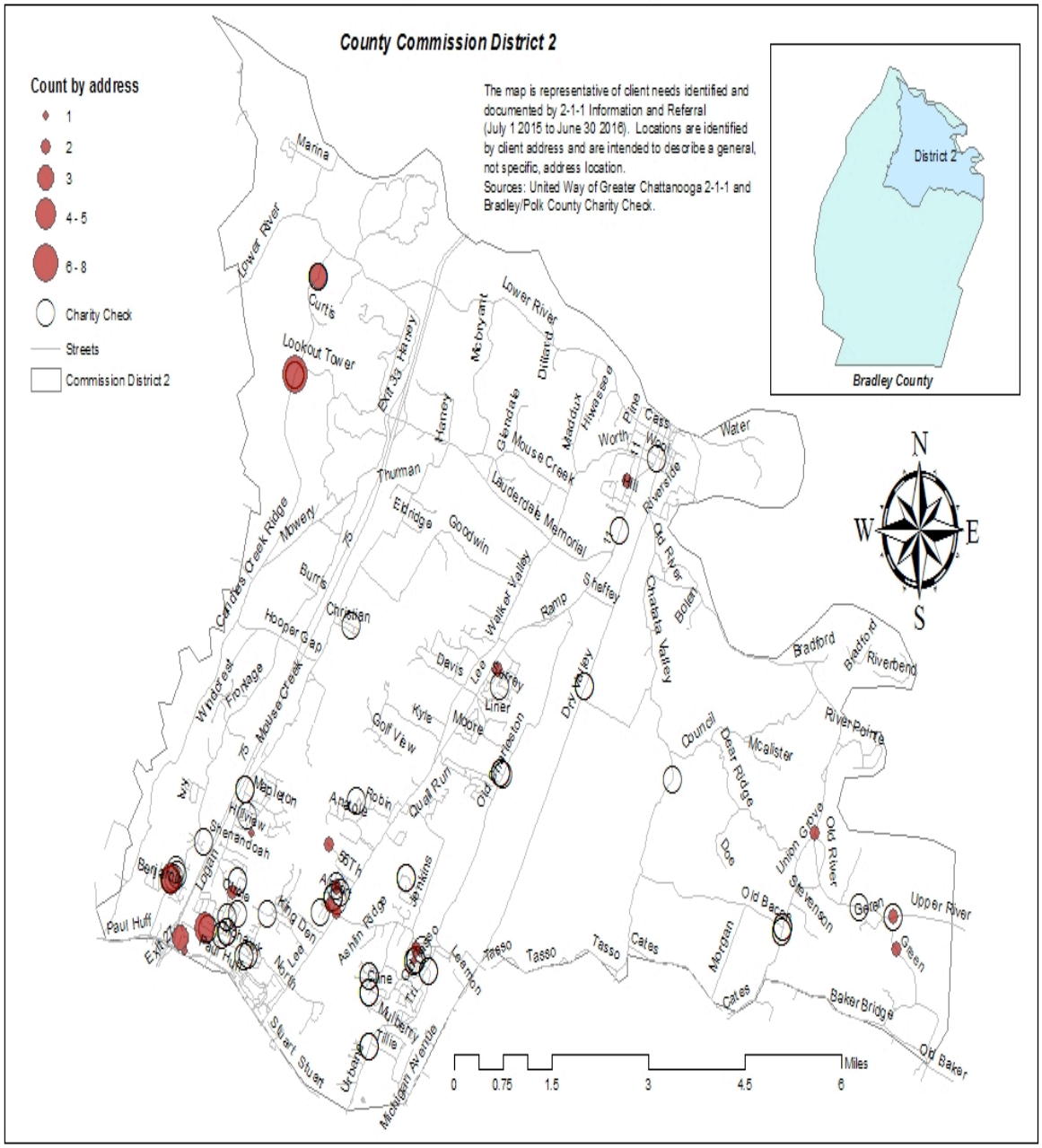
District 1: 2-1-1 Data – Service Providers for Basic Needs

District 1 2-1-1 Service providers for basic needs

	Count
Bradley/Cleveland Community Services	17
Central Church of Christ Cleveland	1
Cleveland Housing Authority	2
Family Promise of Bradley County	1
Feed The People	3
Feed the People of Faith Memorial Church	1
First Baptist Church/Cleveland	2
HUD Family Rental List Bradley County	2
Living Word Church	1
Neighbors in Need- EMPOWERING LIVES	21
New Life Community Kitchen	1
North Cleveland Church of God	11
People Helping People	2
SETHRA FEMA Services	1
Share and Care Ministry - Food Vouchers - Ooltewah | Ooltewah United Methodist	1
The Caring Place	10
The Salvation Army/ Bradley County	3
Waterville Baptist Church	1
Total	*81*

County Commission District 2

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



CHARITY CHECK

District 2: Charity Check Data

District 2: Charity Check Data – Services Received

Charity Check Commission District 2 Services

	Count
Grand Total	195
Utilities	48
Follow Up Services (Agency Specific)	42
Rent	21
Food	20
Clothing	14
Job Assistance	14
Job Secured	6
Miscellaneous	4
Coupon Class	3
Lost Contact	3
Shelter	3
Resume	3
Excel Class	2
Financial Counseling	2
Intro to MS Word	2
Basic Computer Class	2
Career Connection	1
CPR Class	1
Excel Class: Completed	1
Financial Counseling: Completed	1
Holiday Assistance	1
Residential Shelter	1

District 2: Charity Check Data – Service Providers

Charity Check Commission District 2 Service Providers

	Count
Big Spring Baptist Church	9
Family Promise Of Bradley County	3
Foundation House Ministries	1
Neighbors In Need	69
The Caring Place	28
The Refuge Cleveland	85
Total	*195*

District 2: Charity Check Data – Clients Served by Age

Charity Check Commission District 2 Clients served by age

	Count
15 to 25	15
26 to 35	16
36 to 45	10
46 to 55	6
56 to 65	4
65 and older	1
Total	*52*

District 2: Charity Check Data – Clients Educational Attainment

Charity Check District 2 Educational Attainment

	Count	Percent
No High School Diploma or GED	14	30%
High School Diploma/GED	24	51%
Post Secondary Education	9	19%
Total	*47*	*100%*

5 choose not to provide information

District 2: Charity Check Data – Clients Employment Status

Charity Check District 2 Clients Employment status

	Count	Percent
Disabled	8	18%
Employed	16	36%
Unemployed	20	45%
Total	*44*	*100%*

8 were “other" or chose not to provide information

District 2: 2-1-1 Information & Referral Data

District 2: 2-1-1 Data – Calls for Basic Needs

District 2 2-1-1 Calls for basic needs

	Count	Percent
Food	21	42%
Utilities	13	26%
Housing	14	28%
Furniture	2	4%
Total	*50*	*100%*

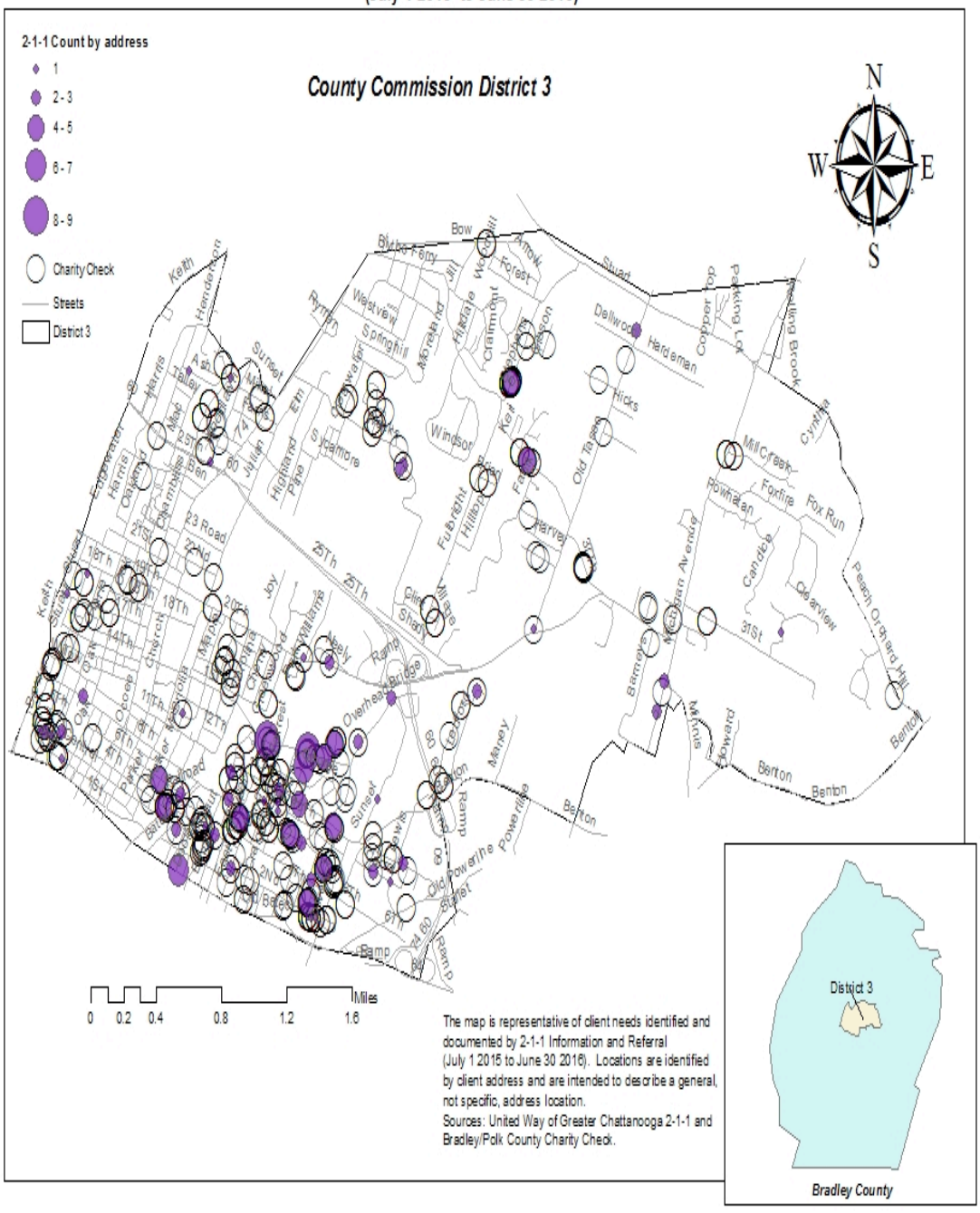
District 2: 2-1-1 Data – Service Providers for Basic Needs

District 2 2-1-1 Service providers for basic needs

	Count
Bradley/Cleveland Community Services	6
Cleveland Housing Authority	2
First Baptist Church/Cleveland	2
Food Vouchers - Hixson | Burks United Methodist Church	1
Habitat for Humanity ReStore Cleveland	1
HACOBA Care Center/ Food Pantry	1
HUD Family Rental List Bradley County	1
HUD Senior Rental List Bradley County	2
Neighbors in Need- EMPOWERING LIVES	14
New Life Community Church/Cleveland	1
North Cleveland Church of God	6
People Helping People/TVA Food Grant	6
Salvation Army Chattanooga/Social Services	1
The Caring Place	4
The Salvation Army/ Bradley County	1
Tri-State Resource & Advocacy Corporation	1
Total	*50*

County Commission District 3

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



CHARITY CHECK

District 3: Charity Check Data

District 3: Charity Check Data – Services Received

Charity Check Commission District 3 Services

	Count
Grand Total	830
Food	208
Clothing	206
Utilities	133
Follow Up (Agency Specific)	118
Rent	50
Job Assistance	27
Job Secured	13
Holiday Assistance	10
MISCELLANEOUS	10
Lost Contact	7
Career Connection	5
Financial Counseling	4
Financial Counseling: Completed	4
Career Connection: Completed	3
CPR Class	3
Diapers	3
Money and Banking	3
Money and Banking: Completed	3
School Supplies	3
Basic Computer Class	2
CPR Class: Completed	2
Excel Class	2
Excel Class: Completed	2
One Source	2
One Source: Completed	2
Food USDA Distribution	1
Intro to MS Word	1
Resume	1
Resume Class	1
Transportation	1

District 3: Charity Check Data – Service Providers

Charity Check Commission District 3 Service Providers

	Count
Big Spring Baptist Church	236
Neighbors In Need	182
The Caring Place	190
The Refuge Cleveland	222
Total	*830*

District 3: Charity Check Data – Clients Served by Age

Charity Check Commission District 3 Clients served by age

	Count
15 to 25	59
26 to 35	72
36 to 45	50
46 to 55	48
56 to 65	20
65 and older	8
Total	*257*

16 chose not to provide information

District 3: Charity Check Data – Clients Educational Attainment

Charity Check District 3 Educational Attainment

	Count	Percent
No High School Diploma or GED	93	39%
High School Diploma/GED	104	44%
Post Secondary Education	40	17%
Total	*237*	*100%*

36 choose not to provide information

District 3: Charity Check Data – Clients Employment Status

Charity Check District 3 Clients Employment status

	Count	Percent
Disabled	77	34%
Employed	61	27%
Unemployed	88	39%
Total	*226*	*100%*

34 were “other" or chose not to provide information

District 3: 2-1-1 Information & Referral Data

District 3: 2-1-1 Data – Calls for Basic Needs

District 3 2-1-1 Calls for basic needs

	Count	Percent
Electric Service payment	96	52%
Food	50	27%
Rent Payment	17	9%
Furniture	16	9%
Water Service Payment Assistance	3	2%
Emergency Shelter	1	1%
Thanksgiving Programs	1	1%
Total	*184*	*100%*

District 3: 2-1-1 Data – Service Providers for Basic Needs

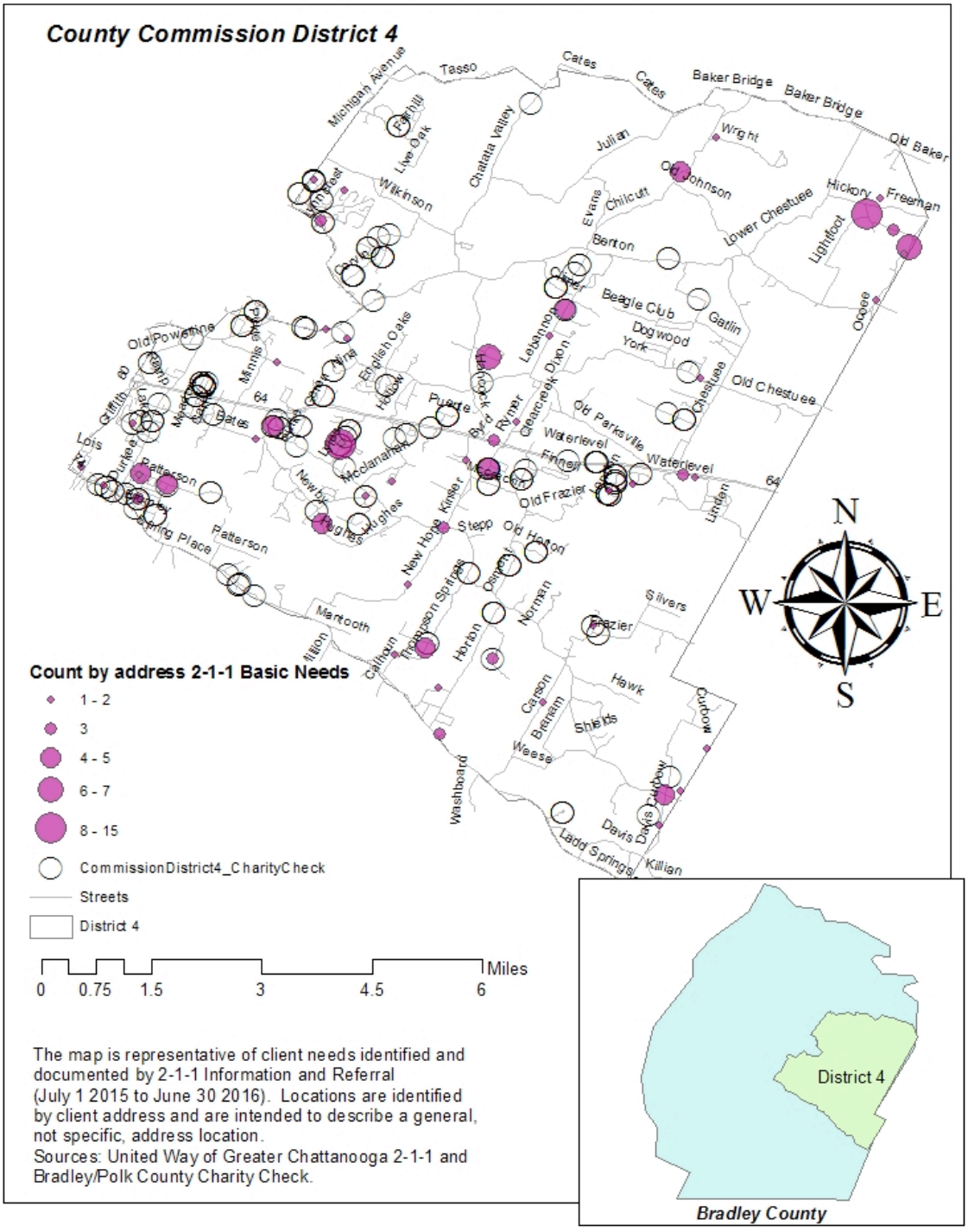
District 3 2-1-1 Service providers for basic needs

	Count
Big Spring Baptist Church	5
Bradley Baptist Association	1
Bradley Cleveland Shelter	1
Bradley/Cleveland Community Services	46
Brainerd Baptist Church	2
Family Worship Center	1
Feed The People	4
Feed the People of Faith Memorial Church	1
First Baptist Church/Cleveland	1
Food Pantry - Westwood Baptist Church | Cleveland	1
Habitat for Humanity ReStore Cleveland	3
HACOBA Care Center/ Food Pantry	2
Neighbors in Need- EMPOWERING LIVES	63
New Life Community Church/Cleveland	2
New Life Community Kitchen	1
New Union Baptist Church	1
North Cleveland Church of God	15

People Helping People	5
Salvation Army Chattanooga/Social Services	2
Second Harvest Thrift Store	1
Share and Care Ministry - Food Vouchers - Ooltewah | Ooltewah United Methodist	1
St. Luke United Methodist Church/Food Vouchers	1
The Caring Place	13
The Salvation Army/ Bradley County	10
Valley View Baptist	1
Grand Total	*184*

County Commission District 4

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



The map is representative of client needs identified and documented by 2-1-1 Information and Referral (July 1 2015 to June 30 2016). Locations are identified by client address and are intended to describe a general, not specific, address location.
Sources: United Way of Greater Chattanooga 2-1-1 and Bradley/Polk County Charity Check.

CHARITY CHECK

District 4: Charity Check Data

District 4: Charity Check Data - Services Received

Charity Check District 4 Services

	Count
Clothing	75
Food	74
Follow Up (Agency Specific)	70
Utilities	56
Rent	15
Job Assistance	13
Job Secured	9
Lost Contact	7
Miscellaneous	7
School Supplies	4
Holiday Assistance	3
Career Connection	2
Career Connection: Completed	2
Medical	1
Financial Counseling	1
Financial Counseling: Completed	1
Intro to MS Word	1
Intro to MS Word: Completed	1
One Source	1
One Source: Completed	1
Resume	1
Residential Shelter	1
CPR Class	1
CPR Class: Completed	1
Basic Computer Class	1
Total	*349*

District 4: Charity Check Data – Service Providers

Charity Check Commission District 4 Service Providers

Big Spring Baptist Church	93
Cleveland First Church of the Nazarene	1
Foundation House Ministries	1
Neighbors In Need	70
The Caring Place	65
The Refuge Cleveland	119
Total	*349*

District 4: Charity Check Data – Clients Served by Age

Charity Check Commission District 4 Clients served by age

	Count
15 to 25	17
26 to 35	18
36 to 45	31
46 to 55	28
56 to 65	9
65 and older	4
Total	*107*

4 clients did not offer age information

District 4: Charity Check Data – Clients Educational Attainment

Charity Check District 4 Educational Attainment

	Count	Percent
No High School Diploma or GED	36	36%
High School Diploma/GED	39	39%
Post Secondary Education	24	24%
Total	*99*	100%

12 choose not to provide information

District 4: Charity Check Data – Clients Employment Status

Charity Check District 4 Clients Employment status

	Count	Percent
Disabled	25	28%
Employed	22	25%
Unemployed	41	47%
Total	*88*	*100%*

17 were “other" or chose not to provide information

District 4: 2-1-1 Information & Referral Data

District 4: 2-1-1 Data – Calls for Basic Needs

District 4 2-1-1 Calls for basic needs

	Count	Percent
Food Pantries	87	58%
Electric Service payment	37	25%
Furniture	8	5%
Housing	7	5%
Rent Payment	6	4%
Water Service Payment Assistance	4	3%
Total	*149*	*100%*

District 4: 2-1-1 Data – Service Providers for Basic Needs

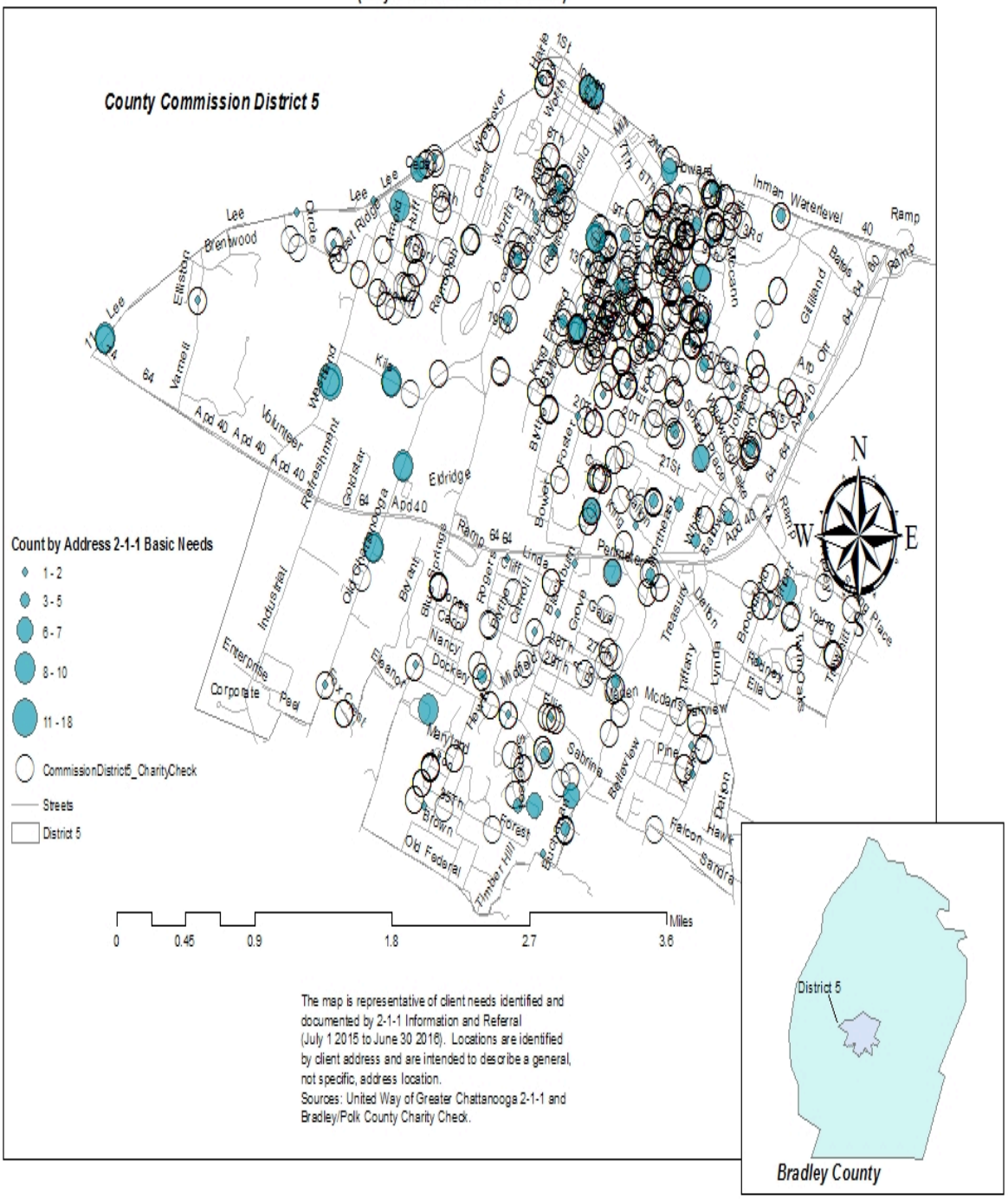
District 4 2-1-1 Service providers for basic needs

	Count
Big Spring Baptist Church	2
Bradley/Cleveland Community Services	20
Chattanooga Human Services-Youth and Family development	2
Cleveland Daily Bread	1
Cleveland Housing Authority	2
Feed The People	3
First Baptist Church/Cleveland	1
Habitat for Humanity ReStore Cleveland	1
HACOBA Care Center/ Food Pantry	1
HUD Family Rental List Bradley County	2
HUD Senior Rental List Bradley County	1
Ladies of Charity	1
My Community Rents.com - Housing Locator Service (CHA)	1
Neighbors in Need- EMPOWERING LIVES	21
New Life Community Church/Cleveland	2
North Cleveland Church of God	17
People Helping People	52
Refuge Community Center Bradley County	1
Salvation Army Chattanooga/Social Services	2
Second Harvest Thrift Store	1

Southeast Tennessee Human Resource Agency - Polk County	1
Spring Place Church of God of Prophecy	1
The Caring Place	11
The Salvation Army/ Bradley County	2
Total	*149*

County Commission District 5

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



CHARITY CHECK

District 5: Charity Check Data

District 5: Charity Check Data – Services Received

Charity Check District 5 Services

	Count
Grand Total	1525
Food	433
Clothing	357
Follow Up (Agency Specific)	281
Utilities	151
Rent	75
Job Assistance	55
Miscellaneous	42
Job Secured	30
Lost Contact	16
Resume Class	10
CPR Class	10
Holiday Assistance	9
School Supplies	6
Money & Banking	5
Transportation	5
Coupon Class	4
Financial Counseling	4
Career Connection	3
Coupon Class: Completed	3
Diapers	3
Intro to MS Word	3
Money and Banking: Completed	3
Shelter	3
Career Connection: Completed	2
Excel Class	2
Basic Computer Class	1
Basic Computer Class: Completed	1
Case Management	1
Computer Tutoring	1
Excel Class: Completed	1
Financial Counseling: Completed	1
Gasoline	1
Intro to MS Word: Completed	1
One Source	1
One Source: Completed	1
	43

District 5: Charity Check Data – Service Providers

Charity Check Commission District 5 Service Providers

Big Spring Baptist Church	524
The Refuge Cleveland	469
The Caring Place	304
Neighbors In Need	226
Family Promise Of Bradley County	3
Cleveland First Church of the Nazarene	1
Grand Total	*1527*

District 5: Charity Check Data – Clients Served by Age

Charity Check Commission District 5 Clients served by age

	Count
15 to 25	85
26 to 35	102
36 to 45	88
46 to 55	93
56 to 65	48
65 and older	18
Total	*434*

13 clients did not offer age information

District 5: Charity Check Data – Clients Educational Attainment

Charity Check District 5 Educational Attainment

	Count	Percent
No High School Diploma or GED	159	43%
High School Diploma/GED	153	41%
Post Secondary Education	60	16%
Total	*372*	*100%*

75 choose not to provide information

District 5: Charity Check Data – Clients Employment Status

Charity Check District 5 Clients Employment status

	Count	Percent
Disabled	140	39%
Employed	83	23%
Unemployed	140	39%
Total	*363*	*100%*

84 were “other" or chose not to provide information

District 5: 2-1-1 Information & Referral Data

District 5: 2-1-1 Data – Calls for Basic Needs

District 5 2-1-1 calls for basic needs

	Count	Percent
Electric Service payment	137	39%
Food Pantries	126	36%
Furniture	35	10%
Rent Payment	25	7%
Emergency Shelter	11	3%
Housing	11	3%
Food Vouchers	3	1%
Thanksgiving Programs	1	0%
Total	*349*	*100%*

District 5: 2-1-1 Data – Service Providers for Basic Needs

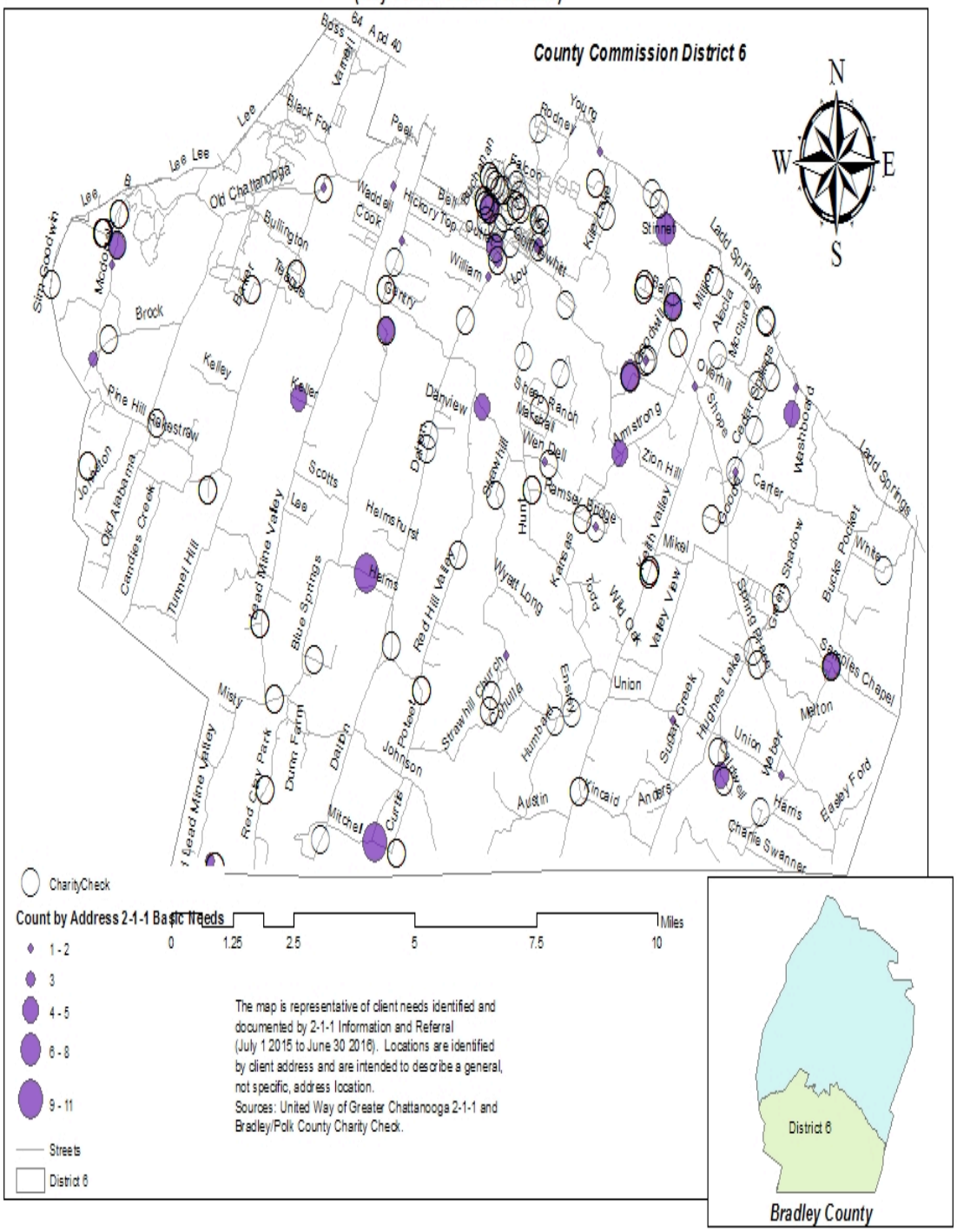
District 5 2-1-1 Service Providers for Basic Needs

	Count
Grand Total	348
Neighbors in Need- EMPOWERING LIVES	87
Bradley/Cleveland Community Services	67
North Cleveland Church of God	38
The Caring Place	34
People Helping People/TVA Food Grant	20
The Salvation Army/ Bradley County	15
Big Spring Baptist Church	12
First Baptist Church/Cleveland	9
Feed The People	8
Family Promise of Bradley County	7
Habitat for Humanity ReStore Cleveland	7
Cleveland Housing Authority	5
HUD Family Rental List Bradley County	4
New Life Community Church/Cleveland	4
Salvation Army Chattanooga/Social Services	4
Aid A Veteran	3
People Helping People-Benton, TN	3
Living Word Church	2

Mount Zion Prayer Center	2
Second Harvest Thrift Store	2
Spring Place Church of God of Prophecy	2
Bradley Cleveland Shelter	1
Central Church of Christ Cleveland	1
Cleveland Emergency Shelter, Inc	1
East Brainerd Church of Christ	1
Family Worship Center	1
Feed the People of Faith Memorial Church	1
Food/Voucher -St. John's United Methodist	1
HACOBA Care Center/ Food Pantry	1
Macedonia Baptist Church	1
Mount Olive Church of God	1
Sequoyah Church of God	1
St. Therese Catholic Church	1
Tri-State Resource & Advocacy Corporation	1

County Commission District 6

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



District 6: Charity Check Data

District 6: Charity Check Data – Services Received

Charity Check District 6 Services

	Count
Grand Total	*366*
Follow Up (Agency Specific)	92
Food	75
Clothing	71
Utilities	48
Rent	18
Job Assistance	17
Miscellaneous	14
Job Secured	8
Holiday Assistance	4
Money and Banking	4
Money and Banking: Completed	4
Lost Contact	2
Resume	2
Coupon Class	1
Coupon Class: Completed	1
CPR Class	1
CPR Class: Completed	1
Other Assistance	1
Resume Class	1
School Supplies	1

District 6: Charity Check Data – Service Providers

Charity Check Commission District 6 Service Providers

The Refuge Cleveland	140
Big Spring Baptist Church	90
The Caring Place	70
Neighbors In Need	66
Grand Total	*366*

District 6: Charity Check Data – Clients Served by Age

Charity Check District 6 Clients served by age

	Count
20 to 25	24
36 to 35	25
36 to 45	29
46 to 55	17
56 to 65	11
65 and older	9
Total	*115*

3 Clients chose not to provide information

District 6: Charity Check Data – Clients Educational Attainment

Charity Check District 6 Educational Attainment

	Count	Percent
No High School Diploma or GED	44	42%
High School Diploma/GED	46	44%
Post Secondary Education	15	14%
Total	*105*	*100%*

13 choose not to provide information

District 6: Charity Check Data – Clients Employment Status

Charity Check District 6 Clients Employment status

	Count	Percent
Disabled	28	8%
Employed	14	4%
Unemployed	43	12%
Total	*85*	*23%*

33 were “other" or chose not to provide information

District 6: 2-1-1 Information & Referral Data

District 6: 2-1-1 Data – Calls for Basic Needs

District 6 2-1-1 calls for basic needs

	Count	Percent
Food Pantries	54	45%
Electric Service payment	34	29%
Furniture	10	8%
Rent Payment	7	6%
Food Vouchers	4	3%
Emergency Shelter	3	3%
Housing	3	3%
Thanksgiving Programs	2	2%
Water Service Payment Assistance	2	2%
Total	*119*	*100%*

District 6: 2-1-1 Data – Service Providers for Basic Needs

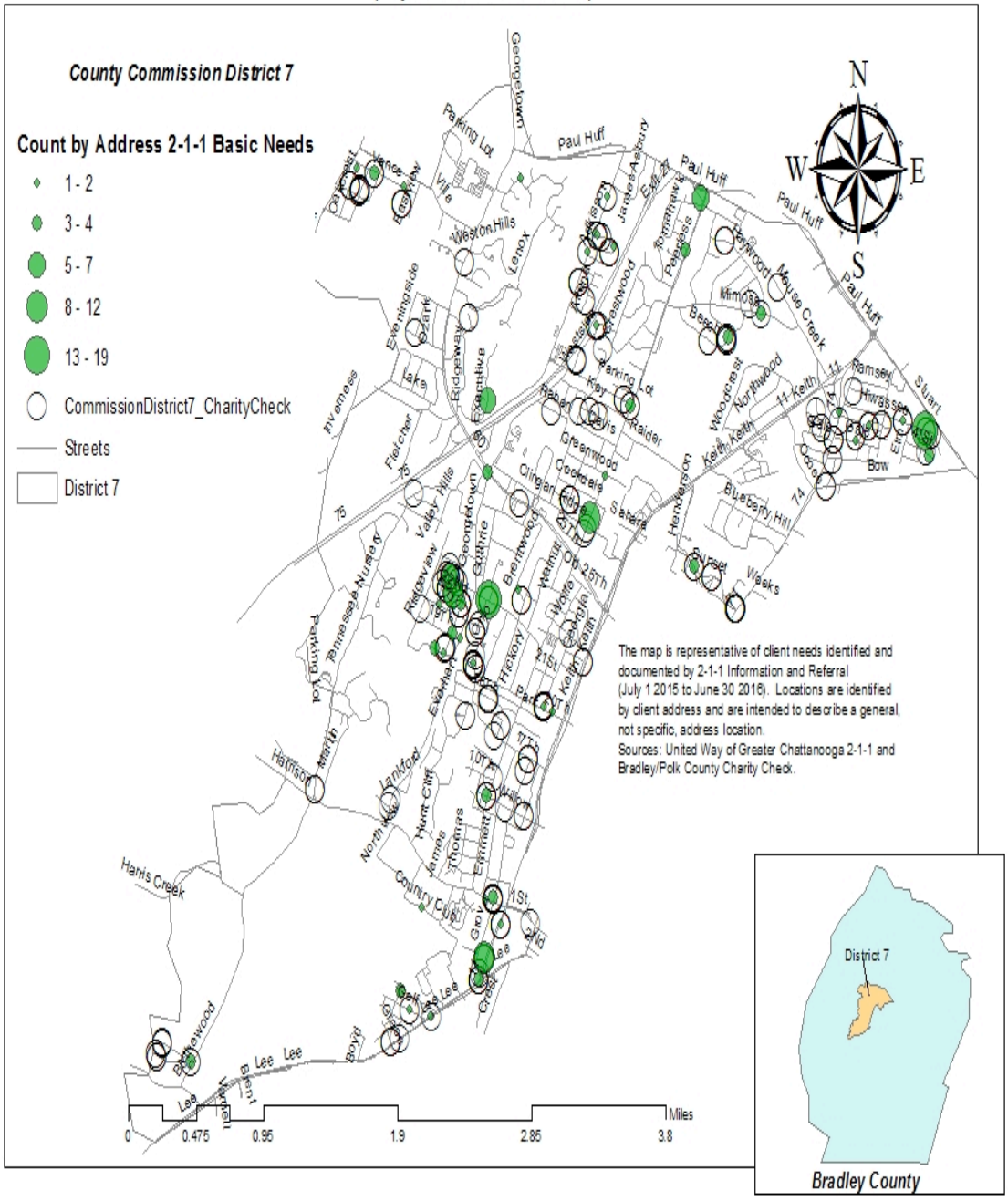
District 6 2-1-1 Service providers for basic needs

	Count
Grand Total	119
Neighbors in Need- EMPOWERING LIVES	25
Bradley/Cleveland Community Services	17
North Cleveland Church of God	17
The Caring Place	13
Big Spring Baptist Church	5
People Helping People/TVA Food Grant	5
Feed The People	3
First Baptist Church/Cleveland	3
Rossville Community Ministries/Food Pantry	3
Spring Place Church of God of Prophecy	3
Family Worship Center	2
Food/Voucher -St. John's United Methodist	2
New Life Community Church/Cleveland	2
St. Therese Catholic Church	2
The Salvation Army/ Bradley County	2
Cleveland Emergency Shelter, Inc	1

Cleveland Housing Authority	1
Family Promise of Bradley County	1
Feed the People of Faith Memorial Church	1
Food Vouchers- E Ridge | Jones Memorial United Methodist	1
Habitat for Humanity ReStore Cleveland	1
HUD Family Rental List Bradley County	1
Living Word Church	1
Mount Olive Church of God	1
Neediest Cases - United Way 2-1-1	1
People Helping People-Benton, TN	1
Saint Therese Catholic Church	1
Salvation Army Chattanooga/Social Services	1
The Samaritan Center	1
Waterville Baptist Church	1

County Commission District 7

Bradley County 2-1-1 and Charity Check Data by Location: Basic Needs
(July 1 2015 to June 30 2016)



CHARITY CHECK

District 7: Charity Check Data

District 7: Charity Check Data – Services Received

Charity Check District 7 Services	
Row Labels	Count
Grand Total	463
Follow Up (Agency Specific)	83
Utilities	83
Food	70
Clothing	63
Rent	49
Job Assistance	27
MISCELLANEOUS	16
Job Secured	9
Financial Counseling	7
Holiday Assistance	5
Career Connection	4
CPR Class	4
Lost Contact	4
Resume	4
Shelter	4
Basic Computer Class	3
Lodging	3
Other Assistance	3
CPR Class: Completed	2
Excel Class	2
Intro to MS Word	2
Money and Banking	2
Resume Class	2
School Supplies	2
Basic Computer Class: Completed	1
Career Connection: Completed	1
Coupon Class	1
Coupon Class: Completed	1
Diapers	1
Financial Counseling: Completed	1
Money and Banking: Completed	1
One Source	1
One Source: Completed	1
Reading Connection	1

District 7: Charity Check Data – Service Providers

Charity Check Commission District 7 Service Providers

	Count
The Refuge Cleveland	178
Neighbors In Need	134
The Caring Place	113
Big Spring Baptist Church	33
Family Promise Of Bradley County	4
Cleveland First Church of the Nazarene	1
Total	*463*

District 7: Charity Check Data – Clients Served by Age

Charity Check District 7 Clients served by age

	Count
20 to 25	33
36 to 35	52
36 to 45	35
46 to 55	26
56 to 65	13
65 and older	3
Total	*162*

District 7: Charity Check Data – Clients Educational Attainment

Charity Check District 7 Educational Attainment

	Count	Percent
No High School Diploma or GED	50	34%
High School Diploma/GED	70	48%
Post Secondary Education	25	17%
Total	*145*	*100%*

21 choose not to provide information

District 7: Charity Check Data – Clients Employment Status

Charity Check District 7 Employment status

	Count	Percent
Disabled	30	22%
Employed	45	33%
Unemployed	62	45%
Grand Total	*137*	*100%*

29 were “other" or chose not to provide information

District 7: 2-1-1 Information & Referral Data

District 7: 2-1-1 Data – Calls for Basic Needs

District 7 2-1-1 calls for basic needs

	Count	Percent
Electric Service payment	66	35%
Food Pantries	62	33%
Rent Payment	34	18%
Furniture	10	5%
Emergency Shelter	8	4%
Housing	4	2%
Food Vouchers	2	1%
Utility	2	1%
Total	*188*	*100%*

District 7: 2-1-1 Data – Service Providers for Basic Needs

District 7 2-1-1 Service providers for basic needs

	Count
Grand Total	188
Neighbors in Need- EMPOWERING LIVES	59
Bradley/Cleveland Community Services	35
North Cleveland Church of God	23
The Caring Place	19
Big Spring Baptist Church	7
First Baptist Church/Cleveland	5
New Life Community Church/Cleveland	5
Feed The People	4
Cleveland Emergency Shelter, Inc	3
Family Promise of Bradley County	3
Salvation Army Chattanooga/Social Services	3
Aid A Veteran	3
Bradley Cleveland Shelter	2
Cleveland Housing Authority	2
First Centenary United Methodist Church/ Food Vouchers	2
HUD Family Rental List Bradley County	2

The Salvation Army/ Bradley County	2
Family Worship Center	1
Habitat for Humanity ReStore Cleveland	1
HACOBA Care Center/ Food Pantry	1
Ladies of Charity	1
Living Word Church	1
Mount Olive Church of God	1
Mount Zion Prayer Center	1
Neediest Cases - United Way 2-1-1	1
Second Harvest Thrift Store	1

Section 4: Service Provider Focus Group Data

United Way of the Ocoee Region

Part IV – Service Provider Focus Group

The United Way of the Ocoee Region conducted a Service Provider Focus Group in October 2016, in order to get an additional perspective on unmet needs in our community, and root causes of some of top recurring needs identified through 2-1-1 and Charity Check data.

The group was made up of 13 individuals from a variety of sectors in Bradley and Polk Counties from the following organizations: Bradley County Schools, The Caring Place, Cleveland/Bradley Chamber of Commerce, Cleveland State Community College OneSource Program, Centerstone, Family Promise of Bradley County, First Cumberland United Methodist Church, Impact Cleveland, Neighbors in Need, Ocoee Regional Health Corporation, The Refuge, The Samaritan Center, and The Salvation Army.

The participants answered three questions during the focus group, based upon their experience in the area in which they work:

1. *What do you believe are some of the root causes/underlying issues of the top needs that we are seeing most frequently reported through 2-1-1 and Charity Check data?*
2. *From your perspective, what are some of the top unmet needs in our community?*
3. *What do you believe are existing community assets and/or any future ideas or opportunities for how we can better holistically meet top needs in our community?*

For the first activity, participants were asked to write root causes of needs for the following four areas:

- **Housing** (ex. affordable housing, rent assistance, utility assistance)
- **Food** (ex. food pantries, access to healthy food)
- **Health** (ex. affordable health/dental care, access to health care/mental health)
- **Employment** (ex. job assistance, job training, career ready workforce)

Participants placed sticky notes of potential root causes for these four areas, and were then able to place stickers on any points that they agreed with. The chart below shows the root causes and the level of agreement from one or more service provider. Organizations were asked to give feedback on the areas in which they worked and did not necessarily have to contribute to each of the four areas.

Focus Group Data: Root Causes of Housing-related Needs

Root cause or contributing issue:	Agreement/consensus level:
Lack of quality affordable housing	10 (77%)
Landlord accountability	8 (62%)
Financial literacy	8 (62%)
Predatory lending	7 (54%)
Rent too high for minimum wage pay	5 (38%)
Underemployment/unemployment	4 (31%)
Tenet's rights and responsibilities	4 (31%)
High utility bills in older lower-income homes	4 (31%)
Substance abuse/social & behavioral issues	4 (31%)
Lack of transitional housing or services	3 (23%)
Toxic Charity – assistance without skin in the game	2 (15%)
Community disconnect	1 (8%)
Medical expenses	1 (8%)
HUD guideline changes	1 (8%)
Definition of homelessness (couch-surfing not always considered as homeless)	1 (8%)

Focus Group Data: Root Causes of Food-related Needs

Root cause or contributing issue:	*Agreement/consensus level:*
Unhealthy food is easiest to obtain	8 (62%)
Too many agencies give out food help, efforts are scattered and piecemealed	7 (54%)
Financial literacy/budgeting food money	6 (46%)
Underemployment or unemployment	5 (38%)
Transportation to grocery stores	5 (38%)
Lack of education around healthy eating	4 (31%)
Lack of access to affordable fresh produce	4 (31%)
Live in food deserts (several neighborhoods in SE Cleveland without a close grocery store)	3 (23%)
Mismanagement of food stamps	3 (23%)
Selling food stamps for half-value to pay other bills	3 (23%)
Community awareness of food programs	3 (23%)
Senior citizens on fixed income	2 (15%)
Unemployment leads to poor food choices	1 (8%)
Substance abuse	1 (8%)

Focus Group Data: Root Causes of Health-related Needs

Root cause or contributing issue:	Agreement/consensus level:
Lack of knowledge/awareness of health care related services available	8 (62%)
Untreated addiction & mental health issues	6 (46%)
Lack of affordable adult health-care insurance options	5 (38%)
No insurance (i.e. part-time employees who make too much to qualify for TennCare)	5 (38%)
Prescription costs	4 (31%)
High premiums	3 (23%)
Underemployment or unemployment	2 (15%)
Using emergency room as option for health-care	2 (15%)
Income and knowledge of availability	2 (15%)
Lack of trust of new forms of service	1 (8%)
Smoking and smoking-related illness	1 (8%)

Focus Group Data: Root Causes of Employment-related Needs

Root cause or contributing issue:	Agreement/consensus level:
Lack of dependable and reliable transportation and/or public transit options	9 (69%)
Lack of soft skills	8 (62%)
Lack of experience and/or job readiness	8 (62%)
Lack of awareness of available job-training options (especially industrial training programs, ex. Welding)	7 (54%)
Inability to manage job-related stressors while maintaining other life factors	6 (46%)
Lack of awareness of available job-training options	5 (38%)
Lack of basic computer skills	4 (31%)
Untreated mental health issues	4 (31%)
Work ethic/generation gap	4 (31%)
Lack of affordable childcare	3 (23%)
Culture that does not value education	3 (23%)
Lack of education	3 (23%)
Huge gap in educational attainment and career-readiness in impoverished neighborhoods	3 (23%)
Need for mentorship to support individuals in new jobs to help keep those jobs	2 (15%)
Low self-esteem	2 (15%)
Different expectations of employer/employee	2 (15%)
Social and/or behavioral issues	2 (15%)
Limited supports	2 (15%)
Toxic Charity mentality eliminates desire to get a job	1 (8%)
Awareness of the need to update personal work skills	1 (8%)

Service providers were then asked the following two questions, the charts below show the responses to those questions and level of agreement from one or more service provider:

From your perspective, what do you believe are some of the top unmet needs in our community?

Unmet need:	*Agreement/consensus level:*
Transportation (expanded routes and hours, need for expansion to more industry locations and in rural areas)	8 (62%)
Job skill and career readiness training (technical and soft skills) can help address and solve many of the needs that we see	7 (54%)
Need for more safe, decent, affordable housing	7 (54%)
Need more access to affordable healthy food (ex. through food co-ops)	6 (46%)
Lack of awareness of available job-training options	5 (38%)
Mental health/addiction help & support	5 (38%)
Need for transitional housing options	4 (31%)
Financial literacy & budgeting	4 (31%)
Life skills coaching/mentoring	4 (31%)
Affordable childcare options	3 (23%)
Early interventions for families at risk	2 (15%)
Investment in youth education	2 (15%)
Medical care and prescription coverage for uninsured	2 (15%)
Housing day center/sleeping shelter for 3rd shift workers	2 (15%)
Lack of rent assistance to prevent homelessness	2 (15%)
Human trafficking safe house	1 (8%)
Lack of landlord accountability	1 (8%)
Broadband Internet access for all	1 (8%)

Please share what you believe are any existing community assets and/or any future ideas/opportunities for how we can better holistically meet top needs in our community:

Community assets/ideas/opportunities:	*Agreement/consensus level:*
Collaborative community that cares for individuals in need, many agency partnerships	7 (54%)
Many community resources & knowledge/awareness of what is available	6 (46%)
Many churches, though more coordination is needed – mobilize churches to do mentoring/life skills coaching	5 (38%)
Need for streamlining agency application processes	4 (31%)
Opportunity to reach families through school counselors	2 (15%)

United Way of the Ocoee Region

The Importance of Development/Coalition Work in Identifying Additional Community Needs

Over the past four years, the United Way of the Ocoee Region has also led a handful of coalitions that have started around an identified community need. The Bradley County Housing Coalition, No Child Hungry, and the Mental Health Coalition each have different focus areas, but each of these coalitions follow a similar format that involves: pulling together key stakeholders & experts related to the need; providing opportunities for the stakeholders to network; better coordinating the services currently meeting this need; collecting data to understand what's going on at a macro and micro level; identifying any gaps related to this need that service providers aren't currently meeting; and creating solutions to fill these gaps.

However, as we have progressed through this framework with our coalitions, we have consistently seen something missing. This something has been hard to identify because it hasn't been as measurable as housing units, stable income levels, or mental health needs in our community. It is something that affects not just one, but all phases of the journey as a family or individual travel out of poverty. And it is not something that can be easily fixed through a large financial gift.

This something is relationship.

As this year's focus group for the needs assessment was conducted, the service providers and pastors around the room also started identifying this as an underlying theme. No matter how many times a family shows up to their program, there's still an underlying need for consistent, caring relationships. No amount of programming or service coordination can restore a person's motivation to overcome barriers and get out of poverty in the way that relationships can do this.

This realization also came a few years ago when our Bradley County Housing Coalition suggested writing a grant for a county-wide case manager. This person would walk people through the housing spectrum, helping them navigate programs and requirements for the end goal of reaching stable housing. The coalition soon realized that this would be a daunting case-load for any case manager, but the need was still there: a caring individual to provide clarity and comfort as a family or individual overcame poverty.

As the Bradley County Housing Coalition has conducted our annual homeless census, a handful of homeless respondents have confirmed the same thing. When asked "what would help you reach stable housing?" respondents have stated "a caring individual," and "a friend."

As we have begun to realize this more and more, we have gradually started to build this belief into our coalition work. Instead of No Child Hungry simply being a summer feeding program for low-income children, we have searched for ways to involve parents. We now encourage schools to develop relationships with the parents of the children they serve through the programming. So not only are the children getting a free meal and reading program, but low-income parents are more comfortable and confident talking to their children's teachers throughout the upcoming school year, a potentially scary barrier otherwise, but one that is a huge part of their children's success.

As the Bradley County Housing Coalition has begun creating solutions, we have looked for ways to incorporate the voices of those we are serving. For instance, with our upcoming homeless census and resource fair, we are including a handful of current or formerly homeless individuals on the planning committee. Not only do we believe that their knowledge could lead to better outcomes, but we also realize that including their voices restores dignity to them in a tangible way.

As we have thought how to incorporate relationships into our coalition work, churches have been on our radars more than ever before. Not only are churches strategically poised to provide caring relationships to those around them, but churches are already on the frontlines serving low-income families and individuals. Many churches in Cleveland have some sort of benevolence ministry, and a very common one is food programming. We have begun to tap into this through inviting pastors to be part of our coalition work, especially our work around food. No Child Hungry has recently morphed into Silence the Growl, a rebranding that widens our focus from just food to addressing relationships through this need. This change has hinged on the premise that food is simply a vehicle for developing relationships with low-income families and individuals.

The Silence the Growl meetings have largely focused on how to support pastors in their benevolence work, and have encouraged these leaders to consider a development model of relationship versus hand-outs. *When Helping Hurts*, a book largely based on development principles, has been instrumental in shaping this philosophy, and *Helping without Hurting in Church Benevolence* has been key to learning practical steps in implementing these principles. Our goal for 2017 is for the church leaders around the table to have tools to practically make an adjustment in their benevolence programming, however small, to make it more developmental in nature.

As this root need of relationships has surfaced, we realize more than ever that we are not only asking the nonprofit community to shift its values, but everyone from donors to deacons to foundations are also part of this puzzle. In addition, we realize that we are immersed in the Western culture, a culture that often values ease over pain, quick versus long-term, systems over relationships. These cultural values shape all of us, including donors, nonprofit leaders, volunteers, and church leaders. We realize that we are swimming upstream by suggesting that relationships are one of the keys to poverty alleviation, but we can't deny what we have seen through the qualitative data in our coalition work these past four years.

Because of this, we believe that when churches, nonprofits, donors, volunteers, funders, community leaders, and most importantly, those actually in poverty, are working together in tandem to find long-term solutions to community needs, that is when our work will truly start to move the needle.

Appendix

A. 2-1-1 Taxonomy of Human Services Definitions

Term:	*Definition:*
Community Groups & Government	Organizations or groups of individuals with common interests or concerns who have joined together on a voluntary basis to provide targeted services for the community; offer information and guidance regarding the planning, implementation and evaluation of needed services; advocate for changes that will have a beneficial effect on the community and its residents; or introduce other ways of improving social, cultural, economic or environmental conditions.
Donor Services	Programs that accept donations of material goods and services or money to purchase them and which coordinate the distribution of donations to agencies, organizations and disadvantaged community residents.
Educational Institutions/Schools	Schools, colleges, universities, technical institutes and other educational establishments that have comprehensive curriculums and courses of instruction which constitute the formal, structured framework through which educational services are provided for community residents.
Educational Programs	Programs within the context of the formal educational system or offered as an adjunct to the traditional school curriculum which provide instructional services that are individualized or specialized to meet the specific needs and interests of learners.
Educational Support Services	Programs within the formal education system at elementary, secondary or postsecondary levels, or offered by outside agencies, that provide non-instructional services which support the admission of students to an educational program, their health and living conditions while students, their extracurricular activities options, and their ability to choose an appropriate course of study and adjust to and remain in school through the completion of their high school diplomas or college/university degrees.
Electric service/utility payment assistance	Programs that pay all or a portion of the electric service expenses of people whose electricity has been or is at risk of being shut off. Also included are non-emergency programs like those funded through the federal Low Income Home Energy Assistance Program (LIHEAP), also referred to as LIEAP or HEAP in some states, that provide home energy assistance, generally in the form of a credit, for low-income households that apply. The assistance is usually available once per calendar year (or heating season). Electric service payment assistance programs may have age, income, disability, need or other eligibility requirements.
Employment	Programs that provide employment opportunities for people who are searching for jobs; assist people who are able and willing to work by helping them prepare for, find, secure and retain suitable employment; provide work site evaluation and/or modification support; and/or seek to develop employment opportunities in various fields for people who need a position.
Food pantries	Programs that acquire food products through donations, canned food drives, food bank programs or direct purchase and distribute the food to people who are in emergency situations. Some pantries deliver food to people whose disabilities or illnesses make it difficult for them to leave home.
Food Vouchers	Programs that supply food coupons which can be exchanged in designated grocery stores, supermarkets and/or farmers markets for food products. The vouchers are generally provided to low-income individuals and families on an occasional or ongoing basis, but may also be available to other specified populations; and may be issued in paper or electronic formats.
Gas Service Payment Assistance	Programs that pay all or a portion of the gas service expenses of people whose gas has been or is at risk of being shut off. Also included are non-emergency programs like those funded through the federal Low Income Home Energy Assistance Program (LIHEAP), also referred to as LIEAP or HEAP in some states, that provide home energy assistance, generally in the form of a credit, for low-income households that apply. The assistance is usually available once per calendar year (or heating season). Gas service payment assistance programs may have age, income, disability, need or other eligibility requirements.
Health Supportive Services	Programs that provide equipment, information, social services or other forms of support which supplement the treatment or habilitation of people who have illnesses, injuries or disabilities or facilitate their ability to function. Included are blood banking services and other anatomical specimen banks, assistive technology equipment and services, medical equipment and supplies, health care referrals, health insurance, pharmacy services, prescription medication support services and health education information which may be instrumental in the prevention of illnesses, injuries or disabilities prior to their occurrence, teach people to provide emergency first aid or help people make informed decisions about health care.

Information Services	Programs that provide for the collection, classification, storage, retrieval and dissemination of recorded knowledge for the community. Included are electronic information resources, information and referral programs, information lines, library services, media services, public awareness/education campaigns, research data and rumor control activities.
Individual & Family Support Services	Programs that provide alternative living arrangements for children who have no birth family or whose family environment is abusive; facilitate the settlement of new residents in the community; marshal community resources on behalf of disadvantaged residents during the holidays; or offer other services that augment and expand the protection, supervision, care and support that are provided through the primary family unit, or that enhance the recipient's mobility or ability to communicate and live more comfortably.
Legal Assistance	Programs that protect the rights of individuals or groups who are involved in civil, criminal or administrative actions or who have been denied services or other benefits or privileges to which they are entitled by law by furnishing legal advice, advising the party of his or her rights and possible solutions, negotiating a settlement, preparing legal documents, appearing in court on behalf of the party, preparing the party to represent him or herself in court and/or attending trials to monitor court proceedings.
Legal Services	Programs that provide assistance in the form of advocacy, arbitration, class action litigation, legal counseling, legal representation, mediation, paralegal counseling, self-representation assistance and/or court watching which focus on a particular area of law.
Material goods	Programs that pay for provide and/or repair basic household, work-related and personal necessities for people who need them. Also included are organizations that provide office equipment and supplies for individuals and businesses, operate lost and found services where people can retrieve lost possessions or make commodities broadly available to the community at large.
Mental Health Care	Long or short-term care inpatient facilities, counseling agencies and therapists in private practice that offer diagnostic and treatment services for children, adolescents and/or adults who have an identifiable mental disorder such as depression or anxiety or for people who are experiencing difficult life transitions or are having problems coping with daily living.
Mental Health Evaluation & Treatment	Programs that provide diagnostic and treatment services for individuals whose psychiatric problems or other emotional difficulties are not severe enough to require 24-hour care but who can benefit from regular consultation and therapy with a mental health professional.
Mental Health/Substance Abuse	Programs that provide preventive, diagnostic and treatment services in a variety of community and hospital-based settings to help people achieve, maintain and enhance a state of emotional well-being, personal empowerment and the skills to cope with everyday demands without excessive stress or reliance on alcohol or other drugs. Treatment may include emotional support, introspection and problem-solving assistance using a variety of modalities and approaches, and medication, as needed, for individuals who have a physical and/or psychological dependency on one or a combination of addictive substances or for people who range from experiencing difficult life transitions or problems in coping with daily living to those with severe, chronic mental illnesses that seriously impact their lives.
Mortgage payment assistance	Programs that make mortgage payments for people who are at risk of losing their homes without assistance. Mortgage payment assistance programs may have age, income, disability, need or other eligibility requirements.
Outpatient Health Facilities	Health centers, clinics, departments within hospitals, and other facilities that provide walk-in, walk-out diagnostic and treatment services for people whose care does not require confinement or a hospital stay.
Public Assistance Programs	Programs that provide financial assistance in the form of cash grants or purchase of services for eligible low-income and indigent individuals and families to ensure that they have a basic income and access to essential medical, nutritional and supportive services.
Public Health	Programs that protect and improve the health of the population through comprehensive efforts at the community level to prevent, control and eradicate disease and disabilities; eliminate environmental health hazards; promote sanitary living conditions; and recognize, prevent and control conditions in the workplace that constitute health hazards or place workers at risk for accidents.
Rehabilitation Services	Programs that provide comprehensive rehabilitation services that help people who have specific types of injuries or other impairments to achieve their maximum level of functioning.
Rent payment assistance	Programs that make rental payments for people who are at risk of eviction without assistance. Rent payment assistance programs may have age, income, disability, need or other eligibility requirements.

Social Insurance Programs	Programs that have been established by law and are generally compulsory in nature which provide cash income on a regular basis or payments to meet a designated need for people who are entitled to benefits based on their own or their employer's contributions to the program and their service to the country. Although there may be assessment procedures to confirm eligibility, there are no financial means or assets tests associated with these benefits.
Specialty Medicine	Programs that offer diagnostic and treatment services that are provided by physicians who have special training and expertise in a clinical area of practice which focuses on a specific age group (e.g., geriatrics, pediatrics), an organ or organ system of the body (e.g., internal medicine, obstetrics/gynecology) or on complex scientific techniques developed to diagnose or treat certain types of disorders (e.g., nuclear medicine, radiology).
Support Groups	Mutual support groups whose members are individuals who are involved in substance abuse or have other dependencies or compulsive behaviors. The groups meet in-person, by telephone or via the Internet; provide emotional support, information and resources to help those who participate modify their behavior; and may include faith-based and secular 12-step groups as well as non-12 step groups.
Tax Organizations & Services	Organizations that assess and collect taxes from individuals, businesses, corporations and other entities; supply copies of appropriate tax forms and tax relief application documents; provide information and guidance on an individual or group basis for people who need to understand the implications of the tax laws for individuals in their situation; help people prepare and file their annual tax returns; and/or provide assistance to people who want to appeal an assessment or prepare for an audit.
Temporary Financial Assistance	Programs that provide assistance for people who are experiencing an unexpected financial shortfall and have insufficient resources to obtain essential services or to meet expenses in situations where financial assistance related to their specific circumstance is unavailable. Monetary assistance may be in the form of cash, loans, checks or vouchers.
Transportation	Programs that provide for the basic transportation needs of the community including the local and long-distance conveyance of people and goods, and special arrangements for older adults, people with disabilities and other community residents who have no personal transportation and are unable to utilize public transportation. Also included are programs that provide information, emergency assistance and other supportive services to meet the needs of tourists, travelers and other visitors.
Water Service Payment Assistance	Programs that pay all or a portion of the water service expenses of people whose water has been or is as risk of being shut off. Included are programs that provide assistance with combined water/sewer bills in communities where sewer payments are bundled with payments for water services. Water service payment assistance programs may have age, income, disability, need or other eligibility requirements.