



211-KIC Collaborative Conference 2023



United Way Fresno
and Madera Counties



Mission & Goals



Community Action Partnership of Kern County (CAP-K)

Mission: CAP-K address the underlying causes of poverty, alleviate the effects and promotes dignity and self-sufficiency in the communities we serve.

Vision: We envision communities where all people have equal opportunities to achieve greater self-sufficiency and attain their vision of the American Dream

United Way of Fresno Madera Counties (UWFM)

Mission: United Way Fresno Madera Counties dismantles systemic barriers to prosperity through the creation and implementation of collaborative community solutions

Vision: We envision a nation where things like race and ethnicity have no bearing on an individual's access to education, wealth creation, or well-being.

Call Center

- 24/7, 365 days a week
- Multilingual staff
- Calls per year 27,000/30,000 on a low year 60,000 peak years (covid years)
- Takes after hour calls and direct transfers from local county departments
- Activated during state of emergencies, COVID, Creek Fire, Winter Storm

Funding:

County/City funds

Campaigns

Local initiatives

- Drive- wealth creation hub
- Federal EDA grant- Good Jobs
- Department of Public Health- Community Health Workers

Calls:

- Housing/Shelter
- Utilities
- Legal

Average income \$15,000 (\$60,000)

Goals:

- Human center approach to coordinated care
- Backbone support for local initiatives that address the racial wealth gap

211 Call Center

Screening Process

- iCarol questionnaire
- Demographics section
- I & R Tobacco Cessation referrals

Staff Morale/Team Meetings

- Provide programmatic updates
- Review program highlights
- Recognition and praise for milestones reached. Team activities such as luncheons

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Questions?



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Contact Information

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