

PY2024 Lake County Video Gaming Revenue Proposal Cover Sheet

Organization's Name	United Way of Lake County		
Director/CEO	Kristi Long, President and CEO		
Program/Project Name	United Way of Lake County 211		
Contact's Name	Gale Graves, VP Community Impact		
Street Address	330 South Greenleaf Street		
City, State, ZIP	Gurnee, Illinois 60031		
Phone	847-775-1013	Email	Gale.Graves@uwlakeco.org
UEI Number:	LAJ4RB1B5N24		

Identify the VGR Policy-approved use for the proposal:

<input checked="" type="checkbox"/>	211 Informational and Referral Services (Amount designated by VGR policy: \$125,000)
<input type="checkbox"/>	Assessment, education and outreach for gambling addiction (Amount designated by VGR policy: \$100,000)
<input type="checkbox"/>	Clinical gambling addiction treatment services (Amount designated by VGR policy: \$100,000)

Please briefly describe the proposed scope of work in the space provided below:

211 is a free, confidential referral and information helpline accessible to all community agency organizations, emergency management entities and individuals in Lake County. UWLC 211 integrates information about a wide variety of health and human services through a single information network. 211 removes barriers to resources that address social determinants of health by connecting individuals to a trained 211 specialist, by phone or text. 211 specialists guide individuals to local health and human services, essential to wellness and good health, to improve and save lives.

I hereby certify that all information contained in this proposal for funding is true and correct to the best of my knowledge and agree to comply with all requirements of the program if funded:

Gale Graves, VP Community Impact		2/28/24
Authorized Representative	Signature	Date


Use of Funds

United Way of Lake County

Using the table(s) below, please detail the funding request(s) listed on page 1

Video Gaming Budget

EXPENSES	VIDEO GAMING FUNDS	OVERALL PROGRAM EXPENSE TOTAL
Salaries	\$0	\$206,993
Benefits	\$0	\$24,505
Payroll Taxes	\$0	\$0
Client Wages	\$0	\$0
Professional Fees	\$0	\$0
Supplies	\$0	\$0
Telecommunications	\$0	\$562
Postage & Shipping	\$0	\$0
Occupancy (except depreciation)	\$0	\$43,000
Equipment (except depreciation)	\$0	\$0
Public Education & Marketing	\$0	\$34,000
Travel, Conferences & Meetings	NOT ALLOWED	
Specific Assistance to Individuals	\$0	\$0
Insurance	\$0	\$0
National Organization Dues	NOT ALLOWED	
Miscellaneous	\$0	\$0
211 Contact Center	\$93,000	\$198,000
WellSky Community Services	\$32,000	\$32,000
	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
TOTAL	\$125,000	\$539,060

 = may not be allowed

Narrative

Explain what is included in each line item for which funds are requested. For example, if salaries are requested, give the position, the full-time equivalent (FTE) and the amount. Do the same with benefits. For other line items, give a detailed description including the amount to be expended for each item. Please make all explanations brief, but thorough. Attach one additional page if necessary.

211 Contact Center: \$93,000

Contract with 211 Contact Center, Interface Children & Family Services (ICFS)

United Way of Lake County contracts with a leading nonprofit and an experienced, AIRS accredited, 211 contractor that specializes in referral services nationwide, to provide individuals and families streamlined access, through reference or direct connection, to a wide array of locally available health and human services.

WellSky Community Services: \$32,000

United Way of Lake County contracts with an information technology contractor for cloud services, software services, and professional services to operate the infrastructure for 211 Lake County.

Outcomes United Way of Lake County		
	Previous Year- (please include # and %)	Proposed Year- (please include # and %)
<p>Outcome 1: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	70% of individuals with a crisis issue will receive the help they need to successfully de-escalate the crisis.	211 will address 9,600 (80%) of the needs of individuals contacting 211 for help.
<p>Results - Outcome 1: What were the results for the previous year? What is your target for the proposed year?</p>	2 of out 2 (100%)* of crisis contacts were de-escalated. <i>*A subset of 211 contacts received a Crisis Assessment based on several criteria. Of the contacts that receive the assessment, a subset are flagged as a Crisis Call. Resource Navigators then provide referrals to appropriate agencies. Once a crisis contact has receive a referral, it is considered de-escalated from and Information and Referral perspective.</i>	211 will provide at least one health and human services referral for 9,600 (80%) of the needs of individuals contacting 211 for help.
<p>Outcome 2: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	85%* of individuals connecting with United Way of Lake County 211 will access a reliable, accurate and comprehensive referral service. <i>*number not available</i>	211 will address 4,800 (80%) of the needs of individuals contacting 211 for help with housing-related needs. Housing is consistently Lake County's top need category.
<p>Results - Outcome 2: What were the results for the previous year? What is your target for the proposed year?</p>	96%* of the audited records met or exceeded standards for IC Internal quality assurance monitoring based on AIRS standards. <i>*number not available</i>	211 will provide at least one referral for 4,800 (80%) of the needs of individuals contacting 211 with an identified housing need.
<p>Outcome 3: Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	80% of individuals contacting 211 will be able to receive the information needed to contact an appropriate service provider.	2,500 (50%)* of all first-time contacts to 211 will be Black, Latino and AAPI individuals. <i>*not all contacts self-identify</i> UWLC will increase awareness, strengthen trust and increase utilization of 211 for Black, Latino and AAPI individuals through targeted community engagement, outreach and training.
<p>Results - Outcome 3: What were the results for the previous year? What is your target for the proposed year?</p>	438 (78%)* individuals contacting 211 received the information needed to contact an appropriate service provider.	2,500 (50%)* of all first-time contacts to 211 will be Black, Latino and AAPI individuals. <i>*not all contacts self-identify</i>