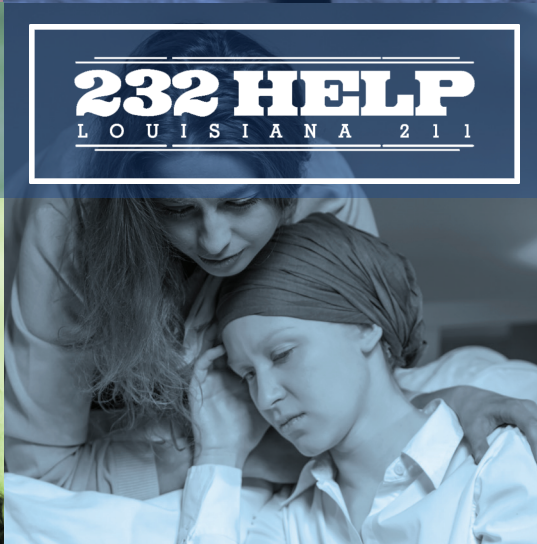




# 2014 Annual Report



## LINKING PEOPLE AND RESOURCES FOR A STRONGER ACADIANA...SINCE 1965



## EXECUTIVE COMMITTEE

**James P. Roy**

President

**Robert D. Lowe**

Immediate Past President

**Kathy Ashworth**

Vice President

Community Affairs and

Secretary

**Paul “Buddy” Azar, MD**

Vice President

Medical Liaison

**Randy Haynie**

Vice President

Legislative Affairs

**John Hendry, DDS**

Vice President

Dental Liaison

**William “Dud” Lastrapes**

Vice President

Development and Treasurer

## BOARD OF DIRECTORS

**Glenn Armentor**

**David Barczyk**

**Janice D. Beyt**

**William C. Capell**

**Elise Colomb**

**Shirley Covington, MD**

**Richard D’Aquin**

**Lige Dunaway, DDS**

**Gregory Folsie, DDS**

**Michael Horaist, MD**

**Christian Leach**

**Beth Leblanc**

**James R. (Jim) McLemore**

**Jim Nichols, DDS**

**Ronald N. Padgett, MD**

**James L. Pate**

**Brent Prather, MD**

**Edwin Preis**

**Ronald J. Prejean, CPA**

**Jerry Boustany Ramsay**

**John Roy**

**Rev. Gary Schexnayder**

**Jerry Shea**

**Clyde R. Simien**

**Jerome Smith, DDS**

# WHO WE ARE & HOW WE HELP

232-HELP is a 501(c)3 non-profit, comprehensive information and referral (I & R) agency providing hope and assistance to children, couples, single parents, senior citizens, people with handicaps, teens, men and women suffering from domestic violence; homeless individuals, families and communities. We develop, provide for, advocate and refer those in need to community-based services.

In collaboration with a host of service providers, our I + R staff dedicates its expertise and empathy in assessing and responding to the myriad of crises in the community, oftentimes through no fault of their own. Staff support is offered in an inviting, non-judgmental and confidential manner, helping callers to clarify their situation and to make informed decisions about possible solutions. Sometimes, the need is simply the phone number of an agency. More complex cases may require advocacy to a multitude of service providers to which we have collaborative relationships.

232-HELP/211 maintains a database of more than **1,800 programs**, which offers over **2,600 services** to Acadiana. Accurate and up-to-date information is maintained for organizations, from the smallest food pantries to the largest State and Federal entities. Resource information is obtained through annual community service updates, outreach events and partnership meetings, which allow us to collect information, promote our services and participate in local initiatives.

People who contact us, from all generations and walks-of-life within our **10-parish service area**, statewide and beyond, leave with the tools, skills, connections and confidence to face life’s challenges.



James P. Roy  
Board President



Rae Logan  
Executive Director

2014 was a year of growth and transition for 232-HELP and our community. As we sought to identify and fulfill the unmet needs of families and individuals in our area, we faced the growing challenge of a slowing economy.

While there was an increase in the number of people who sought 232-HELP's services, the way in which they did so changed. 232-HELP saw an increase in contacts via social media platforms, email, and walk-ins, with a decrease in direct phone calls.

*...our community is changing in the way they connect.*

### Projects in Dental Care

One of the many successful projects this year, the Children's Health Education Initiative CDHEI, was able to screen over 1,000 children in only three days. The event partnered Colgate Corporation's Bright Smiles/Bright Futures with our Donated Dental Program, and was sponsored by Mid-South Bank. We are proud to announce the partnership with Colgate Corporation will continue as an annual event in Acadiana.

*...able to screen over 1,000 children in just three days.*



Dr. Terry Cromwell and Mr. James P. Roy  
J.P.L Award Recipient

232-HELP introduced the Jewell P. Lowe Humanitarian Award in 2014. Our recipient, Dr. Terry Cromwell, was honored at a reception on November 18th, 2014, for his lifetime of work and his dedication to aiding the less fortunate.

### Economic Impact

The economic impact of 232-HELP in 2014 was just over \$4.9 million, with \$1.9 million in the Nutrition Line alone. Since 1965, the total estimated economic impact is over \$172 million.

### Special Thanks

232-HELP is proud of our record of service to the people of Acadiana. Our pledge to our board, our donors and the public we serve is that the value of **232-HELP/2-1-1\*** to Acadiana will continue to be significant. It is our honor and privilege to serve the communities in which we live.

Thank you for helping **232-HELP/2-1-1\*** help others.

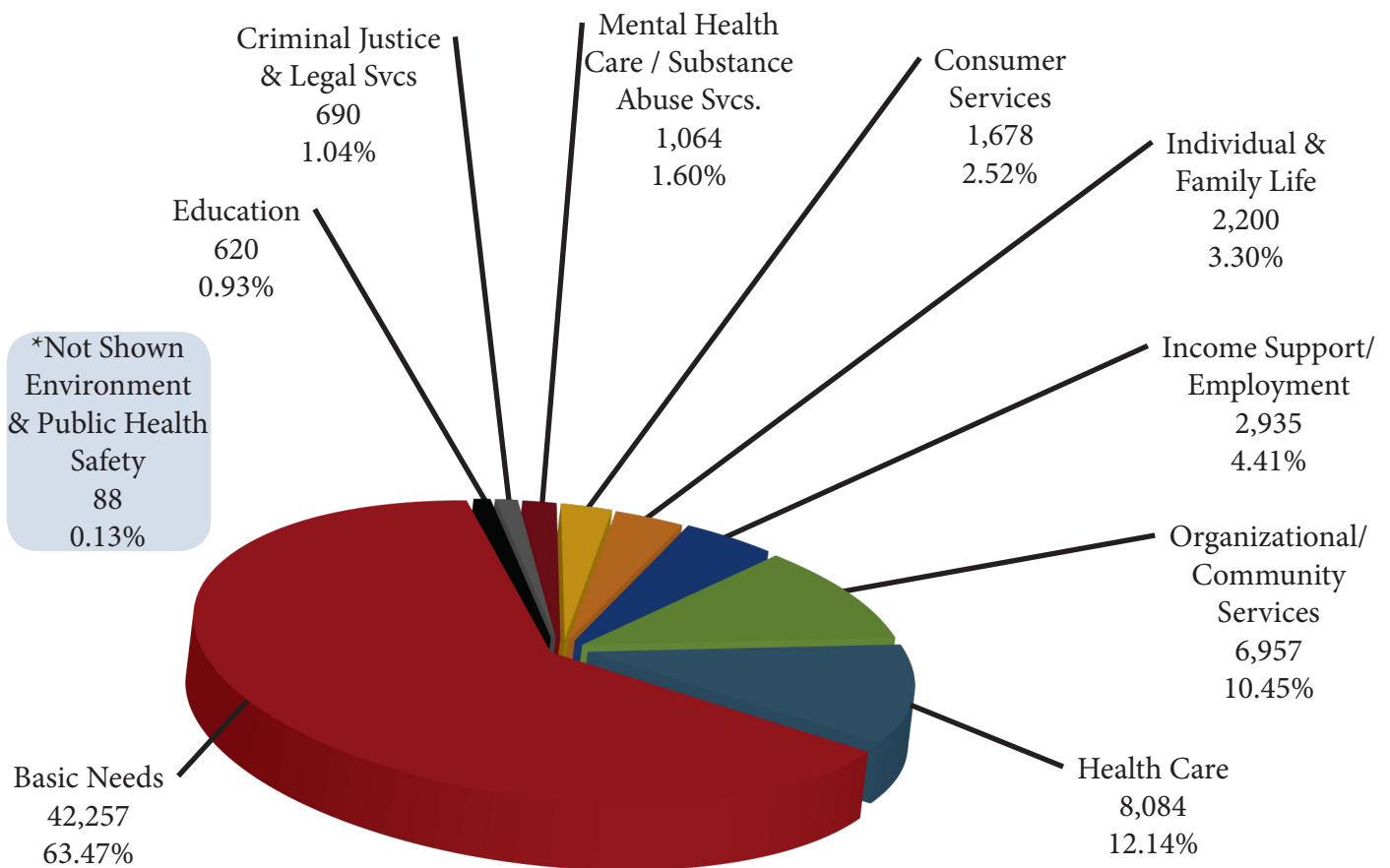
**RAE LOGAN**  
Executive Director

*...total estimated economic impact is now over \$172 million.*

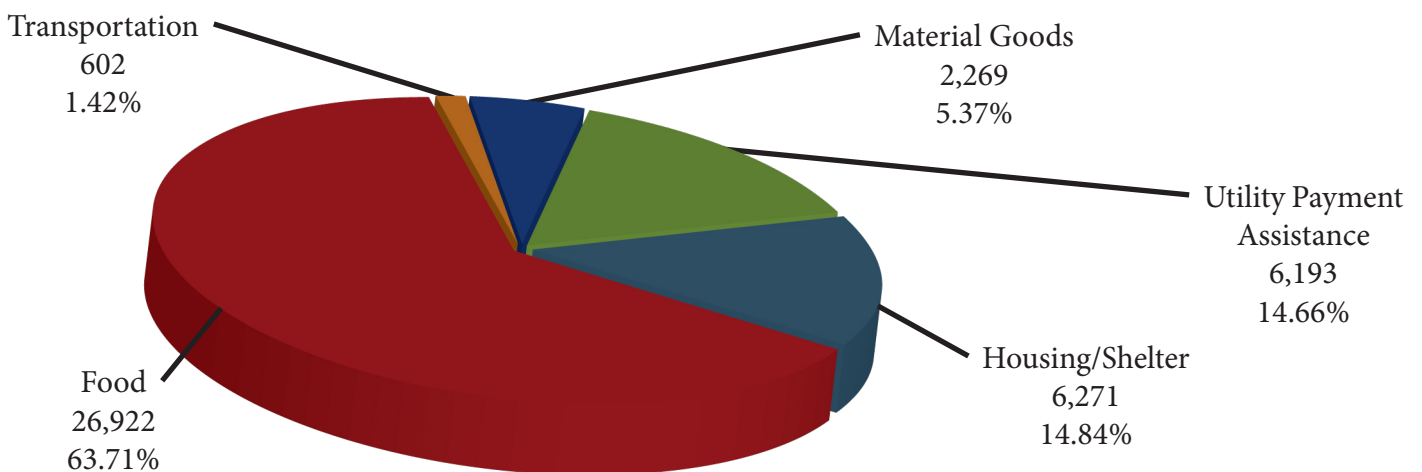
BY THE NUMBERS...

# 232-HELP/211 PROVIDED HOPE AND OPPORTUNITY IN 2014 TO:

10 Parish Service Area Caller Needs/Crisis Situations - 66,573



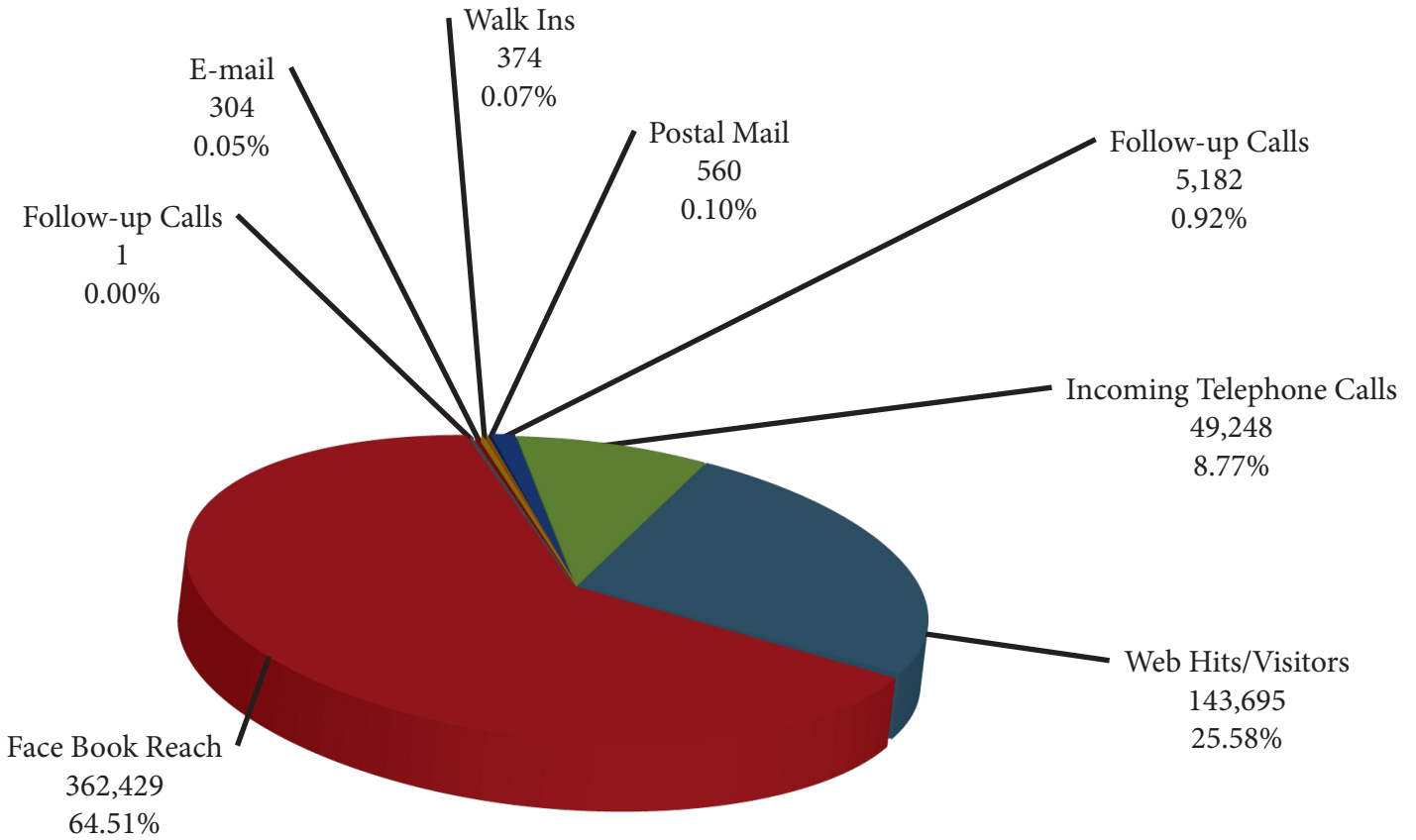
10 Parish Service Area Basic Needs - 42,257



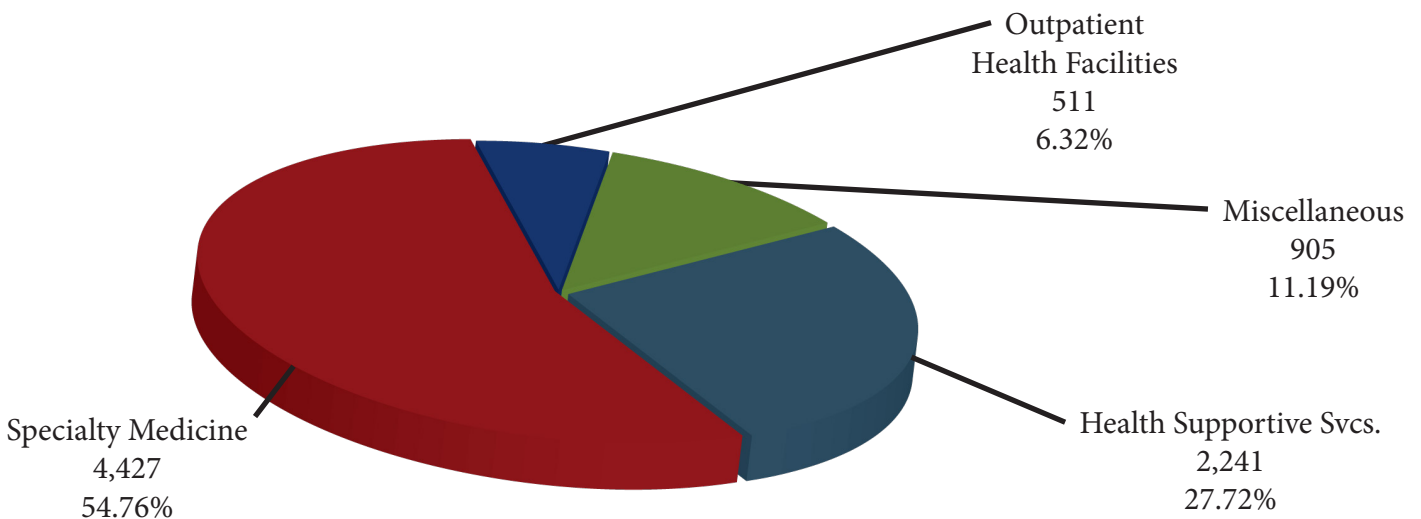
54,431 TELEPHONE CALLERS  
 + 143,695 WEB VISITORS  
 + 1,238 PERSONS VIA WALK-INS , EMAIL AND POSTAL MAIL  
 + 362,429 FACEBOOK INTERACTIONS

561,793 CONTACTS IN 2014!

Contact Methods - 561,793



10 Parish Service Area Health Care - 8,084



# BY THE NUMBERS (CONTINUED...)

## BASIC NEEDS

**26,922** individuals obtained evaporated and dry milk, fruit juice, canned meat, canned fruits and vegetables, potatoes, rice, pasta, peanut butter, dry beans and cheese from  and  via a host of community food pantries. **232-HELP/2-11\*** is the point-of-entry into Lafayette Parish food pantries and provides referrals for all other cases.

**6,271** children, couples and families received referrals to low-income housing opportunities and shelters and were given emergency rent payment assistance.

**6,193** families received utility payment assistance. Their electric or gas had been (or was at risk of) being disconnected.

**2,269** people were directed to thrift shops, provided fans during heat waves, heaters during ice storms, school clothing and shoes to begin the school year, and had access to bathing facilities for personal hygiene. For those suffering from house fires and unable to afford home insurance, vouchers were provided for clothing and small household needs.

**602** referrals were made to meet medical or general transportation needs, helping individuals who could not afford fuel for doctors' visits; did not have a way to attend church or shop for groceries; or, were looking for programs that provided supportive or emergency assistance due to problems they had encountered.

## HEALTH CARE NEEDS

**4,427** of the elderly, those with disabilities and children who needed specialized care of their teeth and eyes, were provided assistance, including the prevention, diagnosis and treatment of disease.

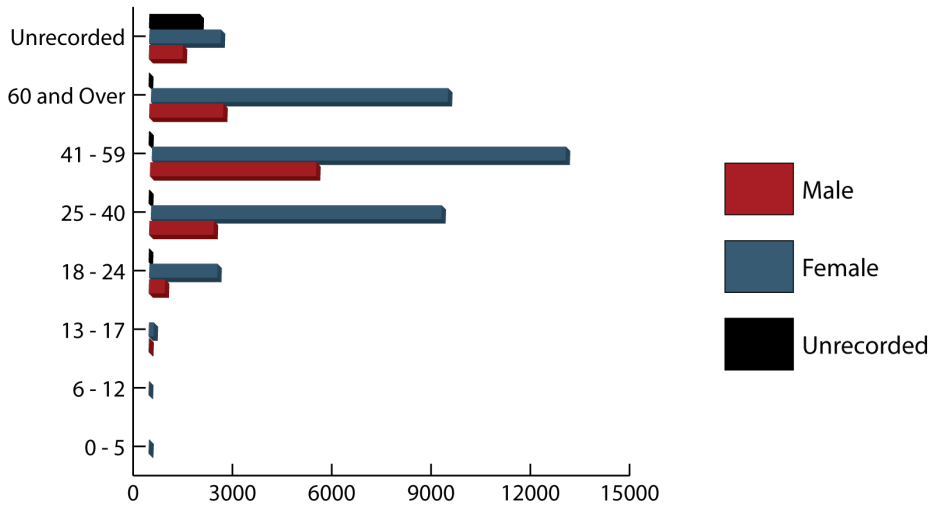
**2,241** individuals who could not afford and did not have insurance were provided with eye glasses, walkers, insulin injection supplies, blood pressure monitors, hearing aids and/or prescription medications.

**511** referrals were made to public health and community clinics for those needing walk-in mental health diagnostics and treatment services.

# CALLER DEMOGRAPHICS: TYPES OF CALLS/SERVICES

**232-HELP/2-11\*** collects and organizes aggregate information on the demographics of clients and their needs, so that we can measure performance and support community planning. These statistics help funders, government entities and other social service organizations understand:

- Why there is a need for a particular service;
- What are the age groups and gender of those using the services;
- Where services are needed, or are lacking; and,
- Which programs are doing well.



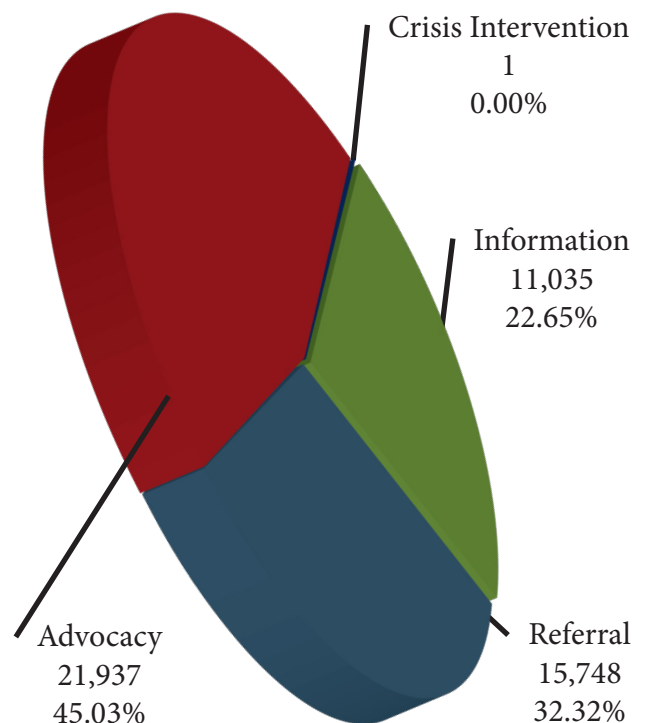
The reports generated from this data provide valuable information on programs available to youth and families.

In addition, it helps to determine whether to continue certain services and establish a baseline in determining the amount of funds needed to initiate services.

Assessments involve a variety of communication techniques, including active listening, to properly assess the needs of inquirers. It is critical to thoroughly understand an inquirer's situation before giving information and referrals or providing advocacy services.

**232-HELP/2-11\*** callers primarily needed the following types of assistance:

- Information giving is a response to specific inquiries about human services. The information may range from a limited response, such as a phone number or address, to fully developed case management assistance.
- Referrals involve assessing the needs of a client as openly and non-obtrusively as possible, identifying appropriate resources that meet those needs and allowing the client to choose from a variety of service options.
- Advocacy occurs on behalf of an individual when, once eligibility is confirmed, services are not adequately provided or when the individual is unable to obtain a service on their own.

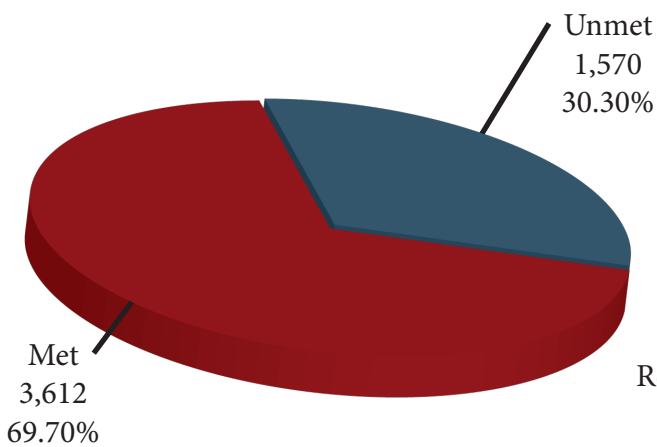


# FOLLOW-UP CALLS

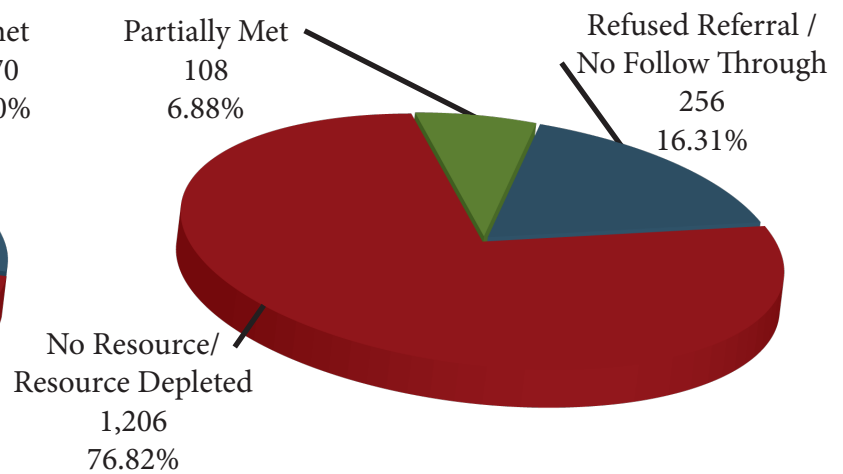
The primary purpose of follow-up calls is for the benefit of inquirers to see if their needs are met. If the inquirer has not received services, the need has not been met or new needs are identified, additional appropriate referrals are provided. Information gathered during the follow-up process is also used as a further means of evaluating the effectiveness of existing community service providers, **232-HELP/2-1-1\*** service delivery and for identifying gaps in community services.

Of the 5,182 follow-up calls made in 2014, 3,612 households received assistance from referrals provided by **232-HELP/2-1-1\***. Unmet needs totaled 1,570: callers who did not receive assistance due to geographic boundaries, ineligibility, lack of follow-through, depletion of resources, (i.e., program dispensed all funds) and/or no resource availability.

Percent of Needs Met/Unmet



Reasons Unmet



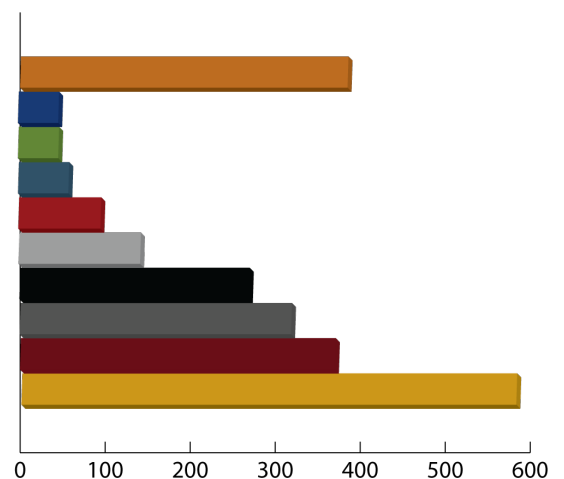
# GAPS IN SERVICES

During initial or follow-up calls specialists may discover there is no service in the community that meets a particular need. Identifying gaps and knowing the number of people affected helps **232-HELP/2-1-1\***, other service providers, and the community to consider new or expanded programming.

**232-HELP/2-1-1\*** has a rich history of starting and incubating new programs when needed. We have given birth to more than **30** different non-profit organizations including the **Rape Crisis Center, Child Protection Agency, the Lafayette Community Health Care Clinic, Epilepsy Support Group, and the Down Syndrome Foundation**, among others. Today, each of these continue to provide valuable services throughout Acadiana.

- Food Pantries
- Utility Deposit Assistance
- Homeless Shelters for Women
- Utility Payment Assistance
- Utility Deposit assistance
- Rent Payment Assistance
- Rent Deposit Assistance
- School Clothing and Supplies
- Holiday Meals and Gifts
- Other

Types of Services





# ECONOMIC IMPACT

**232-HELP/211\*** is a steward of the community's health and well-being. Our economic role is quite substantial. We do more than simply provide supportive community services; we are a significant contributor to the economy. There is immeasurable value in understanding and recognizing the economic impact of our services and in-house programs within our community, our region and state.

## SUMMARY OF ECONOMIC IMPACT SINCE 1965

Value of I&R Since 1965

# of callers (Value is based on a fair market value)	10,355,331	\$125,758,723
---	------------	---------------

1999-2014 Donated Dental In-Kind Services	2,388,968	
--	-----------	--

Estimated Impact of Programs

2005	\$5,096,629
2006	\$5,397,544
2007	\$5,660,801
2008	\$5,123,211
2009	\$6,622,789
2010	\$6,550,997
2011	\$3,376,563
2012	\$1,161,335
2013	\$2,419,175
2014	\$3,153,252
<b>Total</b>	<b>\$44,562,296</b>

**Total Estimated Economic Impact:** \$172,709,987

## We Deliver On Our Mission By...

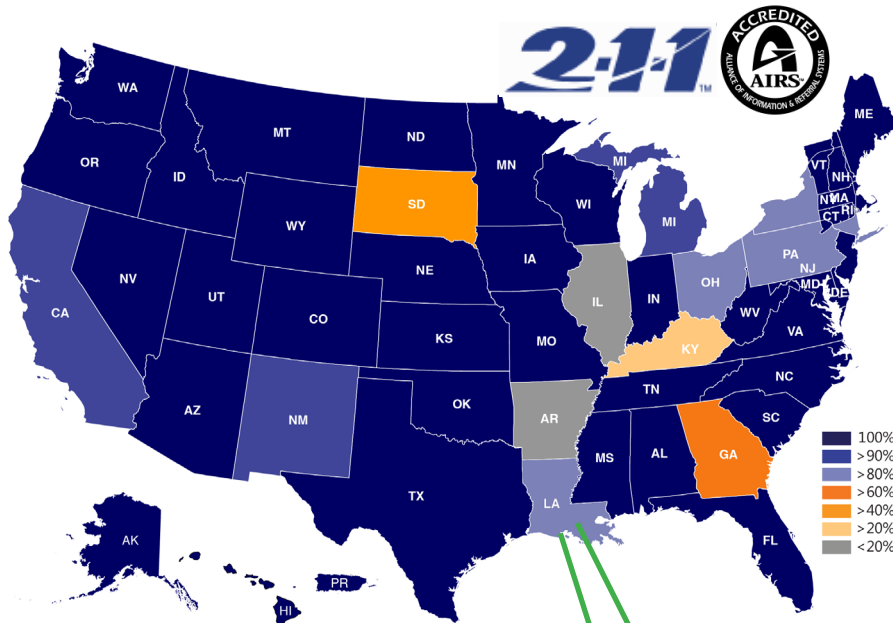
Rendering, when possible, direct services in the absence of any other agency, individual or organized service capable of responding to a particular request for help - identifying gaps in community services and incubating new programs where needed.

Educating the public on matters related to health and social problems.



Collaborating and networking with other service organizations within the 232-HELP/211 geographic boundaries, as well as other Louisiana 211 providers.

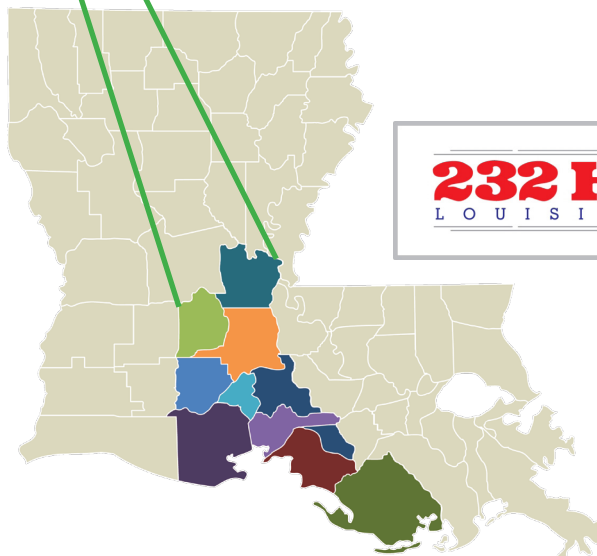


To facilitate access to community health and human service resources and increase America's Preparedness in the event of a terrorist attack, the Federal Communications Commission (FCC) and U.S. Senate designated, in July 2000, the dialing sequence 2-1-1 for the exclusive use of Information and Referral Providers across the Nation. As the first I & R agency in Louisiana, 232-HELP then became the first agency in Louisiana & the 4th in the country to be designated a 211 call center.



**232-HELP/2-1-1\*** works collaboratively with four other regional 211 call centers throughout Louisiana (collectively known as Louisiana **2-1-1\***), forming an effective and efficient means for providing health and human service referrals to the citizens of Louisiana. Louisiana **2-1-1\*** has played a significant role in emergency and disaster response, natural and man-made disasters, such as Hurricanes Katrina and Rita. It provided assistance during the Gulf Coast Oil Spill, the H1N1 Flu incident, and Hurricanes Gustav and Ike.

We provide preparedness advisories; disaster food stamp information; locations of sandbags, emergency food resources and mass care shelters, and information about disaster relief agencies responding to rapidly changing situations. Regional Offices of Homeland Security and Emergency Preparedness (OHSEPs), the  American Red Cross and  National Voluntary Organizations Active in Disaster are critical alliances during these times.



**232-HELP/2-1-1\*** is funded in part by  Lafayette and United Way of Acadiana, United Way of Evangeline/St. Landry and United Way of Iberia.

FILLING THE GAPS...

- \$55,000 IN DENTAL CARE/EDUCATION/REFERRALS
- + \$10,240 OF MEDICAL APPLIANCES
- + \$201,818 OF DENTAL CARE
- + \$3,088,012 IN VARIOUS OTHER SERVICES

---

\$3,355,070 OF IN-HOUSE PROGRAMS PROVIDED

# 232-HELP'S IN HOUSE PROGRAMS

Sometimes it makes more sense to provide a service in-house when it does not already exist in the community, rather than incubating a new service provider. **232-HELP/2-1-1**\* in-house programs help to provide vital services in under-resourced areas, targeting the uninsured and populations living at or below the poverty line.

## 2-1-1 Information and Referral

Three-digit, easy to remember number that provides access to free and confidential information on, and connections to, important community services, disaster resources and volunteer opportunities.

## Donated Dental Program

Provides free basic dental services to the elderly, handicapped or medically compromised who lack adequate income to pay for needed dental care. Volunteer dentists from across Acadiana donate their time and services.

## Medical Appliance Loan Program

Furnishes free wheelchairs, crutches, walkers and other medical appliances to eligible individuals. This year, Medical Appliance Loan Program provided arm crutches to a person suffering from a degenerative bone disease, a blood pressure monitor to a chemo patient, a cane to a recoveree of lung surgery and a walker to someone who had just suffered a stroke. Wheelchairs were available to individuals suffering from limited mobility due to injury, suffering a stroke, lupus, neuropathy, diabetes, fibromyalgia and/or loss of a limb. These citizens of Acadiana were unable to find help elsewhere. The tools they continue to need to live would have been unavailable without the 232-HELP Medical Appliance Program.

## Project RX

Provides prescription medication to those in financial distress. Participating pharmacies offer a discount on medication filled by 232-HELP. In 2014, despite budgetary limitations, Project Rx has continued to aid individuals in need of prescription medications. Parents were able to afford medication their child desperately needed to treat pneumonia, a compounding ulcer and a disease that affected both his hands and feet. A patient being treated for respiratory problems was able to obtain medication and a nebulizer, a homeless person received treatment for a severe case of mites; all of this was made possible through Project Rx.

## Christmas Basket (Angel in a Tree)

Seasonal Program. Local businesses, organizations and individuals donate Christmas presents. The program helps parents, who could not otherwise, provide a very merry Christmas for their children. In 2014 we were able to help 10 families with food, clothing and presents, including 3 fathers, 7 mothers, 1 grandmother and 22 children (ages 0-17). The program also provided 76 children with presents. Due to our generous donors and volunteers who participated in the program, we were able to put smiles on many faces.

# Filling the Gaps...

## Donated Dental Program

### \$2,388,968 In-Kind Dental Services Since 1965

232-HELP is able to sustain our Donated Dental Program because of the dedication of our volunteer dentists. In 2014, we honored Dr. Gregory Folse as our Donated Dental Dentist of Year. Four outstanding dentists were recognized with the Community Service Award – Dr. Kirk Soileau of Ville Platte, Dr. Michael N. Woodruff of Marksville, Dr. Dean Listi of Morgan City, and Dr. Chuck Soileau of Abbeville. The treatment value of our DDP program in 2014 exceeded \$200,000!



Dr. Folse maintains a mobile, geriatric dental practice in Lafayette, a comprehensive school-based dental practice throughout Louisiana and lectures across the country. He is currently working with the American Dental Association, the U.S. House and Senate, Centers for Medicare and Medicaid Services (CMS) and Special Care Dentistry (SCD) to nationally improve the oral health of vulnerable populations. He is the original author of the Special Care Dentistry Act, a federal bill requiring oral health services for aged, blind and disabled medicaid eligible adults. He currently serves as a consultant to ADA's Council on Access, Prevention and Inter-Professional Relations (CAPIR) and is a founding and current member of the ADA's National Elder Care Advisory Committee (NECAC). Volunteer Dentist for the Donated Dental Program since 2009.



Dr. Kirk Soileau has practiced in Ville Platte since 1980. He has served as adjunct professor at LSU-SD at Lafayette Community Health Clinic for 15 years. Volunteer Dentist for the Donated Dental Program since 1999.



Dr. Michael N. Woodruff had a private practice from 1980-2013 in Marksville. He is a member of Academy of General Dentistry and is a volunteer dentist for the Special Olympics. Volunteer Dentist for the Donated Dental Program since 2005.



Dr. Dean Listi has been practicing dentistry in Morgan City since 1980. He is a member of the ADA, LDA and Bayou District Dental Association. He is also a member of the Academy of General Dentistry and International College of Dentists. Volunteer Dentist for the Donated Dental Program since 2005.



Dr. Chuck Soileau has been practicing in Vermilion Parish since 2011. Volunteer Dentist for the Donated Dental Program since 2011.

RECIPIENTS OF  
COMMUNITY SERVICE AWARDS

## Children's Dental Health Initiative

- 769 classified as Class I - Dental checkup Needed within 6 months
- + 161 classified as Class II - Needs Dental Care and should see a dentist within one month
- + 114 classified as Class III - Severe Dental problems and Should see a dentist as soon as possible
- + 21 classified as Class IV - Needs emergency dental treatment; should see a dentist immediately

**1,065 Total Screened!**

Children from low-income and minority families are particularly vulnerable to Early Childhood Cavities (ECC), because they are less likely to see a dentist than other children. To address this issue, 232-HELP launched the Children's Dental Health Education Initiative. It focuses on educating families about oral health care by providing free dental screenings and an educational program.



*Volunteer dentists teaching proper oral care*

232-HELP and volunteer dentists in the Donated Dental Program partnered with Colgate Corporations Bright Smiles/ Brighter Futures program to bring the Colgate children's dental van to Acadiana. The program is designed to screen children ages 3-11 for cavities and other dental problems.

In 2014, 232-HELP's Donated Dental Program launched the Children's Dental Health Education Initiative in an effort to combat the rising number of young children with early childhood dental caries, a particularly rapid form of tooth decay. It is the most common chronic early childhood disease in the United States. However, it is preventable if a child sees a dentist early enough.



*Dr. John Hendry and staff in front of Colgate Bus*



*Dr. Lige Dunaway explains report card*

The educational component of the program stresses the importance of good oral hygiene. Each child receives a free dental screening and a "report card" meant to inform parents of their child's oral health. If necessary, a list of local dentists is provided so the family can find a dental home.

We thank our sponsor,  , for helping make this possible.

# DAY IN THE LIFE OF



- We operate 365 days a year, on call 24/7.
- We handle an average of 133 calls per day.
- We identify an average of 182 needs each day for those 133 callers.
- One day of operation costs \$2,156

Thank You - our DONORS, funders and supporters - for letting us help others.

## 232-HELP/211 STAFF

The foundation of our organization is the 232-HELP staff. With each committing to his or her highest standards, we achieve - each day - our mission of helping those in crisis.



Mona Golbert-Cravins    Linda Thomas    Janeice Armes    Diane Broussard    Kathryn Capell    Chris Roy    Owen Rachal    Stevi LeBlanc

Mona Gobert-Cravins  
CRS / CIRS / 2-1-1 Manager

Linda Thomas  
Office Manager / I&R  
Specialist

Janeice Armes  
Donated Dental Coordinator  
/ CIRS

Diane Broussard  
CIRS / Medical Loan  
Coordinator

Kathryn Capell  
CIRS / Donor Database  
Manager

Chris Roy  
CIRS

Owen Rachal  
MIS Operations Manager

Stevi LeBlanc  
DDP Intern / Assistant  
Coordinator

# MISSION STATEMENT

**232-HELP/2-1-1\*** is a single-destination agency providing information, education and referral services. Guidance and direct services are rendered as required.

**232-HELP/2-1-1\*** exists to help those in crisis return to being healthy and productive members of the community and to empower and strengthen individuals and families by connecting those in need with community and social services that address their needs.

We deliver on our Mission by:

- 1) Facilitating referral to the proper agency or group for those who need help and following through on all referrals.
- 2) Rendering, when possible, direct services in the absence of any other agency, individual or organized service capable of responding to a particular request for help.
- 3) Collaborating and networking with other community service organizations within the **232-HELP/2-1-1\*** area-geographic boundaries, as well as, other Louisiana 211 providers.
- 4) Educating the public on matters related to health and social problems.
- 5) Identifying gaps in community services and incubating new programs where needed.
- 6) Engaging in realistic long-range planning to ensure the delivery of our Mission.

1005 Jefferson Street  
Lafayette, LA 70501

P. O. Box 52763  
Lafayette, LA 70505-2763

(337) 232-HELP (4357) or 2-1-1  
(337) 232-1960 (Fax)

232-help.org  
@232\_help\_la211  
Facebook.com/232help211

**232 HELP**  
L O U I S I A N A 2 1 1

