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"My elderly mother was abusing a prescription medication and alcohol. I was also concerned that she was involved in a domestic violence situation. You helped me find a way for her to regain stability in her life." — Rita

IMPACT
Changing Lives. For Good.

1126 South 70th Street, Suite 116,
Milwaukee WI 53214



SYMMETRY
BALANCED WORKPLACE SERVICES

"SIGN OF THE TIMES" . . . (continued from page 1)

QUICK FACTS (continued)

- Over \$36,000 was raised from grants, sponsorships, in-kind contributions, table sales and donations.
- Mayor Tom Barrett, Greg Reiman of County Executive Scott Walker's Office and Sue Dragisic, President of the United Way of Greater Milwaukee, provided remarks.
- A discussion moderated by Jack Murtaugh followed the data presentation and included panelists Essie Allen of the United Way of Greater Milwaukee; Margaret Henningsen of Legacy Bank; Kathleen Mulligan Hansel of Senator Gwendolyn Moore's Office and Julia Taylor of the Greater Milwaukee Committee.

THE COMMUNITY RESPONSE

- On June 22, the Milwaukee Journal Sentinel presented information taken from the Report Card in a story about the spread of poverty in Milwaukee.
- The Milwaukee Journal Sentinel did a follow-up editorial on June 26 regarding the need for more community resources.
- FOX 6 (WITI-Milwaukee) is in the process of producing a Public Service Announcement (PSA) about 2-1-1 @ IMPACT

- IMPACT has been invited to communicate findings from the report card at the October 22, 2005 WW=P (Wisconsin Women Equals Prosperity) Women's Summit.

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"SIGN OF THE TIMES" . . . A 2-1-1 @ IMPACT Report Card to the Community Event"

On June 22, 2005, IMPACT hosted "Sign of the Times," the 2-1-1 @ IMPACT Report Card to the Community event at the Italian Conference Center. The event presented us with the opportunity to educate the larger community about how 2-1-1 @ IMPACT is making a difference in thousands of our neighbors' lives, as well as what services are still needed throughout the community.

Every day, the data we collect from 2-1-1 @ IMPACT callers provides us with a "heartbeat" of the community — indicating emerging caller issues and trends, which areas of the county are experiencing the greatest level of need, and who in the community is accessing the service. This data also reinforces some sobering realities:

- Poverty is no longer isolated in Milwaukee's central city, but spreading to the north and northwest areas of the county, and;
- Food and other basic needs continue to be the issues with which families need assistance, and;
- Resources that provide temporary financial assistance and emergency shelter are not enough to meet the existing demand, and;

- 13% more people in Milwaukee County contacted 2-1-1 @ IMPACT for help in 2004 than in the prior year; and
- This year, 34% more people are projected to contact the service than in 2004; and finally;
- More work needs to be done to ensure that resources are available where there is a need.

In light of these realities, IMPACT realizes that reporting this data to the community through "Sign of the Times" was a first step in affecting change to ensure that people are not only connected to needed services, but that there will be enough resources to change their lives for good. To do that, IMPACT and the referral agencies that help individuals and families need your continued advocacy, philanthropy and commitment.

QUICK FACTS

- Approximately 250 people attended the event, representing over 50 different organizations, corporations and referral agencies.

(Continued on back - SIGN OF THE TIMES)



www.impactinc.org

2-1-1 @ IMPACT Saves Lives

By Steven Peterson, Milwaukee County Department on Aging Program Coordinator - Resource Center

I have been personally aware of the value and importance of services provided by 2-1-1 @ IMPACT as it has evolved over the last 30 years in Milwaukee. 2-1-1 has become what it was destined to be...a leader in the information and referral industry helping people of all ages and needs become connected to health and social services in Milwaukee. Perhaps as important, 2-1-1 provides a reflection of the current and emerging issues affecting our community. The recent Sign of the Times report is a valuable resource for planning bodies charged with improving the quality of life of our residents.

2-1-1 @ IMPACT is of specific importance to the Milwaukee County Department on Aging due to its 24-hour operations. On our call center's off hours, 2-1-1 provides

valuable coverage of ElderLink's Emergency Response Program. This emergency coverage provides our on-call human service workers with a mechanism to become alerted to older adults who are in a variety of crisis situations. The ability to intervene has helped us avert instability in the lives of our elders in Milwaukee.

I have always been a firm believer that help lines like 2-1-1 @ IMPACT have saved lives in our community.



The New Age of Experimentation

Back when I was a kid, I swore I'd never start a sentence with the phrase, "Do you remember when..." but, ironically, wisdom seems to yearn for youthful innocence. For instance, do you remember when kids would joke about feeling dizzy after using model airplane glue or liquid paper in class? Or when they'd snicker about liking the scent of permanent markers never realizing that there would one day be



Michael G. Davis
Executive Director, IMPACT

a term for it? Today, more teens and preteens are intentionally inhaling an array of common household products and the activity isn't a laughing matter. Recently, attention has been turned to a new form of inhalant abuse called dusting. The term comes from an aerosolized computer keyboard cleaner that contains compressed gas. Inhaling the gas may paralyze the user for several minutes and gives a feeling of euphoria. The process can provoke irregular heart rhythms and lead to sudden fatal cardiac arrest in the healthiest of young bodies — first time use or not.

It isn't as though the drug experimentation of yester year was safe, but never before has it been quite so hazardous. The substances available today don't leave any room for casual use or experimentation because drugs like crack and meth can kill you upon introduction.

Even "gateway" drugs pose a serious threat. Marijuana sold on the streets today is as much as 10 times more potent than that available in the 1960s due to more intensive cultivation and hybridization of potent strains of the drug. It's much stronger and more dangerous than ever before considering the host of other drugs and chemicals that are combined with it — from PCP to embalming fluid. Furthermore, when kids experiment with alcohol, it is often at binge levels that can lead to other risky behavior such as drunk driving and unprotected sex.

The notion that alcohol and other drug dalliances are an accepted right of passage for teens will cost many their futures. The risk is real. Experimentation can kill.

Today, more teens and preteens are intentionally inhaling an array of common household products.

To review the
2-1-1 @ IMPACT report
card to the
community, go to

www.impactinc.org/

[LearnMore/AnnualReport.htm](#)

*Top 10 Needs and Concerns

1. Food - Pantry
2. Emergency Shelter
3. Utility Bill Payment Assistance
4. Tax Preparation Service
5. Low-Cost Home Rental
6. Temporary Financial Assistance
7. Furniture - General
8. Infant Formula/Baby Food
9. Clothing - General
10. Rent Assistance

* January-June, 2005. Total calls received in this time - 53,307. Percentage of calls from women - 78.3%.

The Bottom Line

2-1-1 Needs the Support of Business Leaders

By Steven Johnson, President, Miller Brands

Could you survive on \$13 per day? Many people do. The federal poverty threshold is \$18,810 for a family of four. In Wisconsin, one in every ten people, including one in every three children, was living below the poverty level in 2003. Over the past few decades, Milwaukee has consistently had high levels of concentrated poverty disproportionately affecting children, single parents and minorities. The harsh economic reality is that a Milwaukee County family of four with two working adults and two children needs an annual income of \$47,667 to meet basic needs without having to choose between necessities.¹

Unfortunately, an increasing number of people are frequently unable to pay for food, housing, utilities, child care and health care. They are forced to make difficult choices about basic needs. Many are an illness, an accident, or a paycheck away from living on the streets.

Providing access is the first step in alleviating the difficulties by residents of our community and, this year, over 120,000 people will pick up the telephone and dial 2-1-1 for the help they need. The goal of 2-1-1 is to empower people to take an active role in regaining stability and sustaining their families but its success relies on a cross-community collaborative effort. The business community should support 2-1-1 for the following reasons:

- 2-1-1 is the community's EAP. Every day, thousands of employees are faced with problems that impede their ability to live healthy and work productively. Problems like economic hardships, abusive relationships, substance abuse and parenting challenges can quickly escalate when people don't know where to go to get help. Troubled employees impact the bottom line, but many

do not have access to a company employee assistance program. 2-1-1 @ IMPACT provides fast and free access to the right resource the first time.

- Poverty is a drain on the entire community. As the 11th poorest city in the nation,² Milwaukee needs to realize that the quality of life for every resident plays a principal role in the overall health and welfare of our community. With the help of 2-1-1 @ IMPACT, individuals and families are able to connect to services in the early stages when a problem is easier to solve and more cost-effective to treat.

- Knowledge is power. Analysis of the 2-1-1 @ IMPACT caller data allows service providers, community stakeholders, business leaders and funders to identify and understand the pressing health and human service needs of Milwaukee County residents. In addition, it reveals shifting trends and gaps in services, as well as examines corresponding implications for the area's future economic, health care, and social climate.

2-1-1 @ IMPACT is largely funded by Milwaukee County and the United Way of Greater Milwaukee, but there is so much more that can be done. With a 52 percent increase in calls over the last two years, the challenge has been to respond to the heightened need while maintaining the same level of service. Increased financial support will help strengthen more families, keep more children healthy, and build a better community for everyone.

¹ Wisconsin Women's Network, 2004

² U.S. Census Bureau, 2003

Reconnecting the Dots

by Filipa C. Weber

Remember the children's game "Connect the Dots?" It's a simple game where a series of dots are connected to form a picture. The Milwaukee area is dotted with many programs provided by numerous social service agencies that offer substance abuse help, food, shelter, healthcare, financial assistance and many other resources. When connected, these services form the picture of a community coming together to secure stable futures for the individuals that live there.

IMPACT has the unique position of linking people with these resources through Assessment & Referral Services, our Central Intake Unit, and most notably — 2-1-1 @ IMPACT, the agency that acts as a connector of the dots within the picture. The corporate and philanthropic sectors that provide financial support are yet more dots, as is the political community that ensures services are available where they are needed most.

This past June, IMPACT made the picture of our community clearer through "Sign of the Times . . . a 2-1-1 @ IMPACT Report Card to the Community." This was an enlightening presentation showing caller issues, where callers live, as well as which resources are lacking in those areas. Through this, we discovered how members of the varied sectors can help us to "connect the dots" more effectively to ensure that more people find the help they need when they call 2-1-1 @ IMPACT.

I extend my sincere thanks to everyone at the "Sign of the Times" event; each of my fellow Board members for their assistance in planning, their advocacy and financial support, and the Community Resource Specialists for their dedication and commitment to the thousands of people seeking help through 2-1-1 @ IMPACT. Most of all, I thank you — our donor family for your generous gifts. Your past support and future contributions will continue to help IMPACT create the picture of a community where people have security, stability and hope.

*Sponsorship for the 2-1-1 @ IMPACT Report Card to the Community provided by: the Faye McBeath Foundation, the Greater Milwaukee Foundation, the Northwestern Mutual Foundation and the United Way of Greater Milwaukee.

*Top 10 Referrals Given

1. St. Vincent de Paul Society - Furniture, household, clothing
2. Salvation Army - Emergency shelter for single men and women
3. Cathedral Center - Emergency shelter for single women
4. Community Advocates - Housing assistance, systems advocacy
5. United Methodist Children's Service - Emergency food
6. Metropolitan Associates - Subsidized housing resources
7. Dr. Howard L. Fuller Food Program - Emergency food
8. Casa Maria Catholic Worker House of Hospitality - Emergency shelter for single women and women w/children
9. IMPACT, Inc. - Substance abuse assessment and referral
10. Milwaukee Rescue Mission - Emergency shelter for single men

* January-June, 2005. Total calls received in this time - 53,307. Percentage of calls from women - 78.3%.

"I have never asked for a handout in my life but you helped me through a tough time by directing me to services that helped me get back on my feet. The energy assistance, job information and food pantry referrals were just what I needed but I really appreciate the fact that it felt like there was someone on my side." — Monique



Filipa C. Weber
President, IMPACT
Board of Directors

*Top 10 Zip Codes for Callers to 2-1-1@IMPACT

- | | | |
|-----|-------|-------------------------------|
| 1. | 53206 | North Side |
| 2. | 53209 | East Side & Northeast Suburbs |
| 3. | 53208 | North Side |
| 4. | 53212 | East Side & Northwest Suburbs |
| 5. | 53210 | North Side |
| 6. | 53218 | Northwest Side |
| 7. | 53216 | South Side |
| 8. | 53204 | North Side |
| 9. | 53215 | South Side |
| 10. | 53225 | Northwest Side |