2025 YEAR-END REPORT

IMPACT
Changing Lives. For Good.

211 SE Wisconsin
Powered by IMPACT

Helping Southeastern Wisconsin residents get connected to information and assistance during times of personal crisis and community disaster.

IMPACT 211 and five other providers comprise 211 Wisconsin — one of the largest 211 systems in the United States. IMPACT 211 responds to 75% of the state's calls, and covers 100% of the state's population after business hours including weekends and holidays.

2025 OVERVIEW

Calls, texts, online chat sessions
168,821

211 Resource Directory online searches
101,248

211 Wisconsin app searches
35,688

211 Wisconsin after-hours coverage
8,806

Total contacts in 2025
314,563

RECORD BREAKING!*

Contacts may result in more than one request or directory search

DIAL 211

TEXT your zip code to 898-211

VISIT impactinc.org to chat or search the 211 directory of resources

DOWNLOAD 211 Wisconsin APP

Download on the App Store

GET IT ON Google Play

IMPACT 211 CONTACTS FOLLOW-UP SURVEY

By the end of your call, did you know your next step or plan of action?	99%
Did you get your needs resolved?	97%
Was the representative friendly and professional?	98%
Would you recommend IMPACT 211 to others needing assistance?	99%

** Broke past records for number of contacts in one year, surpassing 299,133 contacts in 2020 (COVID).*

TOP REQUESTS FOR INFORMATION AND ASSISTANCE IN 2025

	Total Needs	% of Contacts*
Emergency Shelter (homelessness)	40,383	23.9%
Mental Health Crisis Assistance	28,456	16.9%
Housing (subsidized rental, repair, grants/loans)	27,925	16.5%
Food (meal sites, food pantries, etc.)	24,462	14.5%
Clothing, Household, and Personal Items	12,454	7.4%
Individual, Family and Community Support (protective services, case management, furnace/water heater repair)	7,406	4.4%
Disaster Services	7,313	4.3%
Utility Payment Assistance	6,946	4.1%
Information Services (specialized hotlines, gov't info sites)	6,422	3.8%
Legal Assistance and Consumer Protection	6,231	3.7%
Health Care	6,094	3.6%
Substance Use Disorder Assistance (detox, assessment, treatment, recovery support)	6,016	3.6%
Income Support Assistance	4,404	2.6%
Transportation	2,276	1.3%
Employment Services (job search, job readiness)	2,172	1.3%
Government and Economic Services	1,945	1.2%
Volunteer Opportunities and Donation Sites	724	0.4%
Education	320	0.2%
Arts, Culture, and Recreation	147	0.1%
TOTAL REQUESTS IN 2025	**192,096**	

**N = 168,821 calls, texts, chats. Contacts may involve more than one request for resources.*

TOP UNMET SERVICE REQUESTS IN 2025

	Total Requests	Unmet Requests	% Unmet
Air Conditioners	145	145	100.0%
Movers	82	77	93.9%
Thanksgiving Baskets	87	81	93.1%
Bus Fare	152	104	68.4%
Automotive Repair and Maintenance	78	47	60.3%
Homeless Motel Vouchers	590	334	56.6%
Ride App Services	73	41	56.2%
Gas Money	284	115	40.5%
Water Service Payment Assistance	554	132	23.8%
Employment Related Transportation	107	19	17.8%

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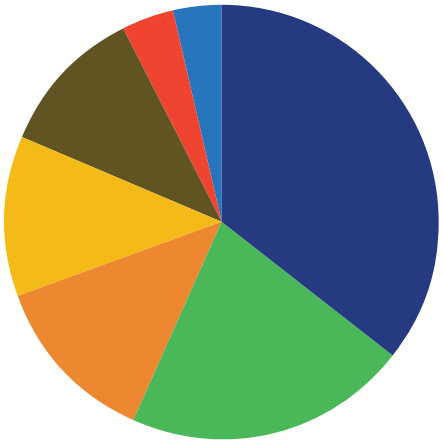
TOP SERVICE REQUESTS BY CATEGORY IN 2025



	Total Needs	% Contacts*
Housing and Shelter	68,308	40.5%
Health, Mental Health, Substance Use Disorder	40,566	24.0%
Food	24,462	14.5%
Community and Legal Services	23,195	13.8%
Other Basic Needs	21,676	17.2%
Disaster Services	7,313	4.3%
Income Security	6,576	3.9%

Total Requests in 2025 **192,096**

"We have heat again. Thank you IMPACT 211."

When José and Ingrid couldn't afford to pay their gas bill, they turned to IMPACT 211. Every day, we help people get access to resources to help keep their heat, lights, and other utilities on.

One diligant team makes sure IMPACT 211 contacts receive referrals they can trust.

At IMPACT 211, a dedicated team of database curators manage our Resource Directory by consistently cultivating, validating, and updating resource records. All records are reviewed annually, and more frequently for those providers that receive a high volume of referrals or often modify their hours, eligibility, or availability. Key facts from 2025 include:

IMPACT 211 Resource Directory

- **Southeastern Wisconsin:**
  1,739 organizations | 3,015 sites | 5,075 services
- **Statewide:**
  10,000 organizations | 17,500 sites | 30,000 services

2025 Resource Department Outcomes

- **Achieved:** 99% validation rate of resource records
- **Added:** 27 organizations | 183 sites | 390 services
- **Purged:** 2,113 records

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IMPACT 211 FUNDERS

THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU! THANK YOU!

United Way Greater Milwaukee & Waukesha County

Milwaukee County

Bader Philanthropies, Inc.

We Energies Foundation

The Catholic Community Foundation

Jane Bradley Pettit Foundation

The Charles E. Kubly Foundation

Brewers Community Foundation

Greater Milwaukee Foundation

City of Milwaukee

United Way Kenosha County

Evan and Marion Helfaer Foundation

PNC Foundation

United Way Racine County

United Way Washington County

Charles D. Jacobus Family Foundation

PPC Foundation

Changing lives, for good.

When Keisha sustained flood damage in August, IMPACT 211 connected her with resources to help repair her home. Our role in local, regional and statewide coordinated emergency response ensures that people facing an unexpected disaster access information and assistance they can trust.

Too many area families face food insecurity every day. Fortunately, Maria called IMPACT 211 and was connected to a local pantry for assistance. Thanks to the support of our funders and donors, IMPACT works to make sure that no one in our communities goes hungry.

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2025 YEAR-END SUMMARY

It was a record-breaking year for IMPACT 211! Contact volume for 2025 increased by 3.5% compared to 2024 and ranked the highest in IMPACT's 60 years of providing these services, driven largely by contacts in the aftermath of an historic flooding event in August.

A total of 314,563 clients contacted IMPACT 211 in 2025, an average of 26,214 per month. Of that total, 177,627 reached out by phone call, text and online chat, including the after-hours contacts from other 211 WI centers. There were an additional 101,248 online database searches and 35,688 211 app contacts in 2025. To ensure our clients have round-the-clock access to the critical information they need, IMPACT 211 relies on advanced technology platforms including Auto Text Relay, outbound text messaging, Interactive Voice Response (IVR) and a language line for live translation services.

A total of 314,563 clients contacted IMPACT 211 in 2025, an average of 26,214 per month.

Major Categories of Need that increased in 2025:

- Income Support Assistance requests (4,404) increased 51% in 2025. Most requests were for loans and temporary financial assistance to pay for housing costs or unexpected expenses. While some resources do exist that provide this type of assistance, there are often wait lists, limitations on the amount of money available and other issues that may not remedy the problem. Free income tax preparation accounted for 30% of the requests in this category.
- Employment Services requests (2,172) rose 17% in 2025. This category has risen dramatically over the last three years with 72% more requests than in 2023 and 113% more than in 2022. Most of the requests were for job search and readiness, and temporary employment.
- Transportation requests (2,276) rose nearly 7% in 2025 compared to 2024. Unfortunately, many requests for these services are unmet due to few or no resource available, including 68% of the requests for bus fare, 60% of the requests for automobile repair, and 41% of the requests for gas money.
- Disaster Services requests (7,313) were mostly received in the two weeks following an August flood event that primarily affected Milwaukee County. This accounted for a, 1800% increase in contacts for that category over 2024.

Notable fluctuations in Major Categories of Need compared with previous years:

- Utility Payment Assistance requests (6,946) decreased 48% due to IMPACT 211 no longer scheduling energy assistance appointments through a contract with Milwaukee County Dept. of Health and Human Services.
- Mental Health Crisis Assistance requests (28,456) decreased 11% in 2025, largely due to better management of high-utilizers, or individuals who call repeatedly through three County mental health support lines. In past years, some high utilizers called more than 500 times over the course of the year. In December, IMPACT 211's contract ended with Milwaukee County to answer their mental health crisis line.
- Emergency Shelter (40,383) was the highest Major Category of Need in 2025, accounting for 24% of all contacts, however that was a 6% decrease from 2024.

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For Gwen, there's no place like home.

When age-related health issues affected Gwen's ability to live alone without assistance, IMPACT 211 provided resources to help keep her safe and cared for in her own home. Retaining their independence for as long as possible helps older adults like Gwen stay active and live happier, healthier lives.

2025 YEAR-END SUMMARY *(continued)*

- Housing requests (27,925) decreased 9% in 2025. This category includes low income/subsidized rental housing, Section 8 housing vouchers, government subsidized rental housing listings and other affordable housing options. There were 657 fewer requests for rent payment assistance, likely due to public awareness that funding had diminished.
- Clothing, Household and Personal Items requests (12,454) dipped 10% since 2024, however, there were 15% more requests for assistance compared to 2023 and nearly 37% more requests than in 2022.
- Health Care requests (6,094) have dropped dramatically since the COVID pandemic. There were 7% fewer requests in 2025 than in 2024, and 57% fewer requests than in 2022.
- Food requests (24,462) decreased by nearly 3% in 2025 compared to 2024 but increased by nearly 40% since 2023.

Sub-Categories of Need

- Food Pantries was the top service request (18,681) representing 11% of all contacts. This is the first time since 2018 that Food Pantries ranked first in Sub-Categories of Need.
- Housing-related Coordinated Entry requests represented 10% of all contacts (17,335). This had been the top Sub-Category in 2023 and 2024.

Notable requests for services due to the sensitivity or severity of the type of assistance needed:

- Furniture/Other Household Goods (5,496), including beds (1,167) and baby furniture (208)
- Eviction prevention assistance and tenant rights information/counseling (2,751)
- Domestic violence shelters and hotlines (2,246), a 15% increase from 2024
- Furnace repair/maintenance (1,252) and water heater repair/maintenance (581)
- Adult/elder and child abuse reporting/emergency response (1,398)
- Drug or alcohol detoxification (1,032)
- Formula/baby food (409) and diapers (814)
- Post-disaster food stamps application (971)
- Water service payment assistance (554)
- Emergency dental care and other dental services for uninsured individuals (525)
- Building Inspection (470) and building code violations reporting (74)
- Pet/domestic animal requests for help (449)
- Harm reduction services including fentanyl test strips and opioid antidote (Narcan) (190)
- Discrimination legal assistance which includes employment and housing discrimination (119)
- Burial/cremation services (118)
- Maternal and infant care (112)
- Residential snow shoveling (37) and general yard work (37)

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2025 YEAR-END SUMMARY *(continued)*

Learn more about IMPACT 211

Client demographics have remained consistent:

- 70% were women.
- 62% identified as Black/African-American
- 23% identified as White
- 10% identified as Hispanic/Latino
- The highest percentage of households were in high-poverty ZIP Codes in the City of Milwaukee: 53205, 53206, 53208, 53209, 53210, 53216 and 53218.
- Milwaukee County accounted for the highest contact volume (77%), followed by Waukesha County (8%), Racine County (4%) and Washington County (2%).
- For city municipalities, Milwaukee accounted for the highest contact volume (68%) followed by Waukesha (5%), Racine (3%), West Allis (2%) and West Bend (1%).

Some individuals seeking help for substance use were asked to specify their cause for concern. More than one substance may have been mentioned.

- Alcohol was the number one cited substance of concern (48%)
- Cocaine was second most mentioned (25%) in seven of nine counties in our region
- Opiates. pain killers and heroin combined to be the third most mentioned concern (16%)
- Cannabis ranked fourth (10%)

IMPACT 211 helps families sleep easier.

Housing instability is a threat for many. When Tanya was struggling with losing her apartment, IMPACT 211 connected her to resources to keep her in her home and her children safe in their own bed.

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COLLABORATIVE PROJECTS & SEASONAL CAMPAIGNS

IMPACT Connect utilizes the Community Information Exchange model to share information and coordinate care so people have better access to vital resources, resulting in improved health and well-being. Coordinated by IMPACT.

Community Health Improvement Plan (or CHIP) is a long-term, systematic effort to address public health problems based on the results of a community health assessment. IMPACT is participating in:

- **Waukesha County Community CHIP** – Member of the Substance Use Action Team to address the housing needs of individuals in recovery from opioids.
- **Washington/Ozaukee Public Health CHIP** – Member of the mental health subgroup to raise awareness and increase utilization of mental health crisis services.

Coordinated Entry is the starting point for those experiencing homelessness in Milwaukee County to access emergency shelter and housing resources. Coordinated by the Milwaukee Coalition on Housing & Homelessness.

Emergency Winter Warming provides additional shelter space and/or extended hours for those experiencing homelessness. Coordinated by the Milwaukee Coalition on Housing & Homelessness.

Healthcare Collaborative Against Sex Trafficking develops protocols and workflow changes, treatment guidelines and community referral processes that improve access to quality support and care for adult victims of sex trafficking. Coordinated by the Medical College of Wisconsin.

Lifeline provides low-income Wisconsin residents affordable access to essential telecommunications by discounting the cost of phone, cell and internet services. Administered by the Public Service Commission of Wisconsin in association with the FCC's Universal Services Administration.

Mental Health Crisis and Child/Adult Protective Services provides initial intake and screening for individuals experiencing a mental health crisis, and those concerned about the safety of a child or vulnerable adult. Coordinated by Waukesha County Department of Health and Human Services.

Mental Health Crisis Line conducts risk assessments to determine the urgency of the call. Coordinated by the Milwaukee County Behavioral Health Services and the Washington County Department of Health Services.

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COLLABORATIVE PROJECTS & SEASONAL CAMPAIGNS *(continued)*

Milwaukee Healthcare Partnership

- **Mental Health Navigation Initiative (MHNI)** supports provider, consumer and advocate understanding of and navigation to the right adult and youth mental health and substance use services at the right place and time in Milwaukee County.
- **Milwaukee Enrollment Network** provides referrals to apply for health insurance enrollment. Co-convened with Covering Wisconsin.

NAMI SE Wisconsin – Crisis Intervention Team assists those with behavioral health disorders. (mental illness, substance use disorders, developmental disabilities, Alzheimer's)

Southeast Wisconsin COAD (Community Organizations Active in a Disaster) coordinates individuals and organizations to prepare for, respond to, and recover from emergencies or disasters impacting Southeast Wisconsin.

Southeast WI Veterans Suicide Prevention Task Force engages community coalitions to develop action plans for the prevention of Veteran suicides. Coordinated by Zablocki VA Medical Center and WI Veterans Network.

Stock Box Program provides a monthly box of nutritious food items for senior adults. Coordinated by Hunger Task Force.

Waukesha County Heroin and Other Opiate Task Force works to combat opioid addiction.

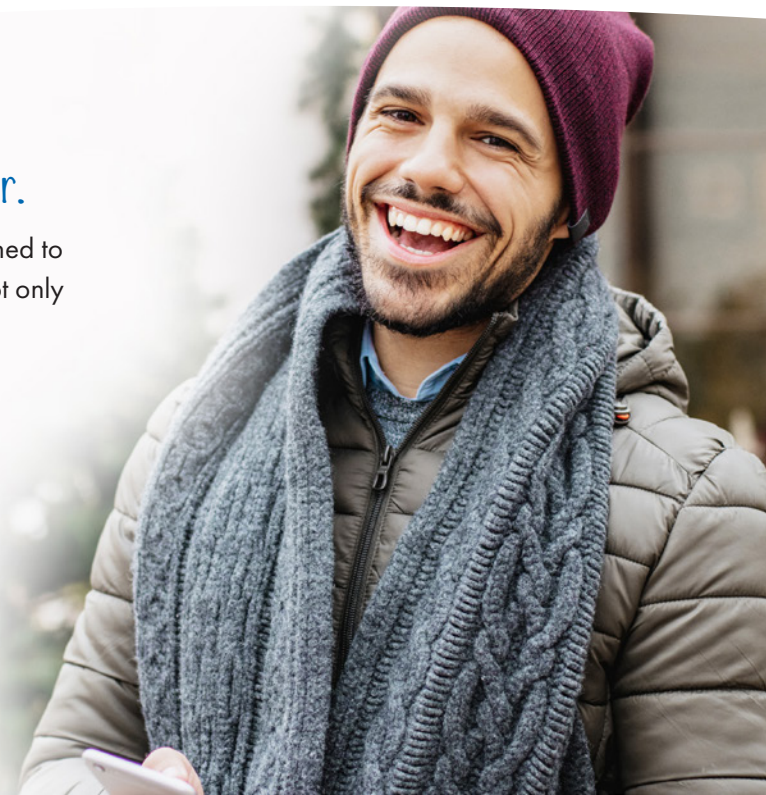
Waukesha County Nutrition Coalition addresses the issues of hunger and food insecurity in Waukesha County.

Wisconsin Addiction Recovery Helpline is accessible by calling IMPACT 211 and sponsored by the Wisconsin Department of Health Services. The helpline is a free, confidential, statewide resource for finding substance abuse counseling, treatment and recovery support services. Coordinated by 211 Wisconsin and made possible by a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA).

Wisconsin Emergency Management activates IMPACT 211 and the 211 Wisconsin system in cases of a local or regional disaster or public health emergency, such as COVID-19, to provide information and referrals to vaccines, testing, etc. The public may be directed to call 211 to file a report after mass flooding or weather damage. Other examples of activation include drinking water contamination; critical resource shortage, such as infant formula; social unrest; and mass casualty events.

For Jason, the future is much brighter.

After struggling for years with alcohol abuse issues, Jason turned to IMPACT 211. We connected him to a range of resources to not only help him stop drinking, but stay on the road to recovery.



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