



# November 2014

## ★ SPOTLIGHT ★

Families struggling to buy food and pay rent and utilities find this time of year especially challenging when tradition brings children to expect holiday gifts. In November, 2-1-1 specialists directed **92 callers to the Reaching Out** toy and book giveaway led by Florida Today and **79 callers to Toys for Tots**. They referred many callers to year-round charities also offering children's gifts and holiday meals.

## ★ NEEDS ★

2-1-1 specialists log callers' needs by category. Some callers have multiple needs.

In November, there were **3,748 needs from 3,113 logged helpline calls**.

Here's the breakdown:

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| 1) <b>Basic needs</b> , 1,121         | 6) Criminal justice/legal, 187      |
| 2) Mental health/substance abuse, 847 | 7) Income support/employment, 106   |
| 3) Individual/family life, 615        | 8) Consumer advocacy/regulation, 59 |
| 4) Government/community, 460          | 9) Domestic violence, 40            |
| 5) Primary health care, 292           | 10) Education, 18                   |

## ★ CALLER DEMOGRAPHICS ★

### BY ZIP CODE\*

- |                             |                                  |
|-----------------------------|----------------------------------|
| 1) <b>32935: Melbourne</b>  | 6) <b>32905: Palm Bay</b>        |
| 2) <b>32922: Cocoa</b>      | 7) <b>32955: Rockledge</b>       |
| 3) <b>32780: Titusville</b> | 8) <b>32926: Cocoa</b>           |
| 4) <b>32907: Palm Bay</b>   | 9) <b>32909: Palm Bay</b>        |
| 5) <b>32901: Melbourne</b>  | 10) <b>32953: Merritt Island</b> |
- \*22 percent unknown