



Community Navigation of Eastern Ontario

A photograph of two women wearing face masks and gloves, standing in front of a red brick wall. One woman is holding a white plastic bag, and the other is pointing towards it. The scene is lit with a blueish tint.

2020-2021 ANNUAL REPORT

LOCAL 211 SERVICE PROVIDER





MESSAGE FROM THE EXECUTIVE DIRECTOR

May I say at the outset that, for all of us, one pandemic in our lifetime is enough.

The 2020-21 year has been a roller coaster that has called upon all of us to dig deep and find that extra je ne sais quoi to keep going as we help the most vulnerable people in our communities. I want to express, from the top, my thanks to our Board of Directors for their support during the pandemic and my heartfelt gratitude to the staff of Community Navigation of Eastern Ontario, who have been simply amazing during these challenging times.

During this pandemic, I have been very fortunate to be involved with organizations across Eastern Ontario who were working to handle the myriad of challenges that COVID-19 presented. Two examples are being able to sit at the Human Needs Task Force table for the City of Ottawa and being a part of the Regional Emergency Response Council in Cornwall, SDG and Akwesasne. There were a number of others, but these two stuck out particularly because, in both cases, some marvelous things happened. People collaborated at an amazing level, and it was all about finding solutions for people. There was no concern about which organization did what - the focus was getting things done, avoiding duplication and helping people. In Eastern Ontario, we can be very proud of how governments - federal, provincial, and municipal - and social service agencies and voluntary organizations have, through marvelous collaboration, accomplished amazing things.

My thanks to United Way East Ontario, United Way Kingston, Frontenac, Lennox and Addington, United Way Leeds & Grenville, United Way Stormont, Dundas & Glengarry and United Way Hastings & Prince Edward for their ongoing support.

It is my fondest hope that this wonderful collaboration continues with everybody working toward our most important goal of helping people in need.

In conclusion, may I do a very big shout out to everybody who has stepped up to the plate during this terrible epidemic.



John Hoyles
Executive Director
CNEO

MESSAGE FROM THE BOARD CHAIR

I am pleased present to you my first report as Board Chair for the 2020-2021 year. As the fiscal year began on April 1st, 2020, we were already well into the COVID-19 pandemic big time. By April 1st, all of our staff, with rare exceptions, were working from home handling many calls from the public, especially related to COVID. It is trite but true to say that 2020-21 has been very unique for all of us. I am very proud to say that our organization stepped up to the plate to meet the challenge of the pandemic. Contacts in the early stages of COVID-19 went up 50% and are still, as I present this report, increased by 30% over the previous year.

I wish to express my thanks to the City of Ottawa, the Ministry of Children, Community and Social Services of Ontario, and United Way Canada, through funding from the Government of Canada, for providing the means to quickly build our capacity quickly to handle, not only the increased number of contacts, but many, many changes in information about services that were available to our callers.

One of the goals in our strategic plan is to expand and develop community partnerships. As a result of the pandemic, we partnered with numerous organizations to find unique solutions to the many challenges our communities faced during COVID, especially for the most vulnerable. Our Executive Director, John Hoyles, has given a few examples in his report.

My fellow board members have worked hard throughout the pandemic to be available and to work at the strategic level to support our staff team.

It is also really amazing to me how our staff have gone above and beyond during COVID-19. They have worked overtime, gone from part-time to full-time to help with the incredible volume of work, and they have supported each other through the pandemic by keeping in touch, including holding, what I understand to be, very upbeat virtual staff meetings on a weekly basis.

I would like to give particular thanks to our Service Manager, Daniel Danford Dussault, who oversees the work of our Community Navigators, and our Data Manager, Julie Lavergne, who has worked so hard with her team to deal with all of the information changes during this challenging time. These two very dedicated people have allowed us to take on these challenges through their deft touch and total commitment to Community Navigation of Eastern Ontario and 211.

In closing, may I say that if 211 and Community Navigation of Eastern Ontario did not exist before COVID-19, they would have had to be invented to help out with the numerous challenges faced by all of us during this terrible pandemic. Thank you to everybody for their support of our organization.



Peter Jupp
Board Chair
CNEO



COVID-19

Community Navigation of Eastern Ontario, as the service provider for 211 and 211 across the province, have been discovered by many as the organization that has the capacity to connect people to the help they need, especially during a pandemic. The provincial statistics below point out the increase in people reaching out, either by calling 211, using chat, email or text, or using our database to get connected to help that they need.



211 ONTARIO SERVICE SUMMARY REPORT March 2020-March 2021



Contact Volume* 2021/2020/2019

March 2021: 33,520
March 2020: 26,534
March 2019: 22, 271



51%
2021 vs 2019



Web Traffic 2021/2020/2019

March 2021: 75,823 website sessions
March 2020: 67,801 website sessions
March 2019: 26,738 website sessions



184%
2021 vs 2019



Contact Length - Phone 2021/2020

March 2021: 6 min, 8 s
March 2020: 4 min, 98 s



1min



Online Connections to a Service**

March 2021: 7,947 †

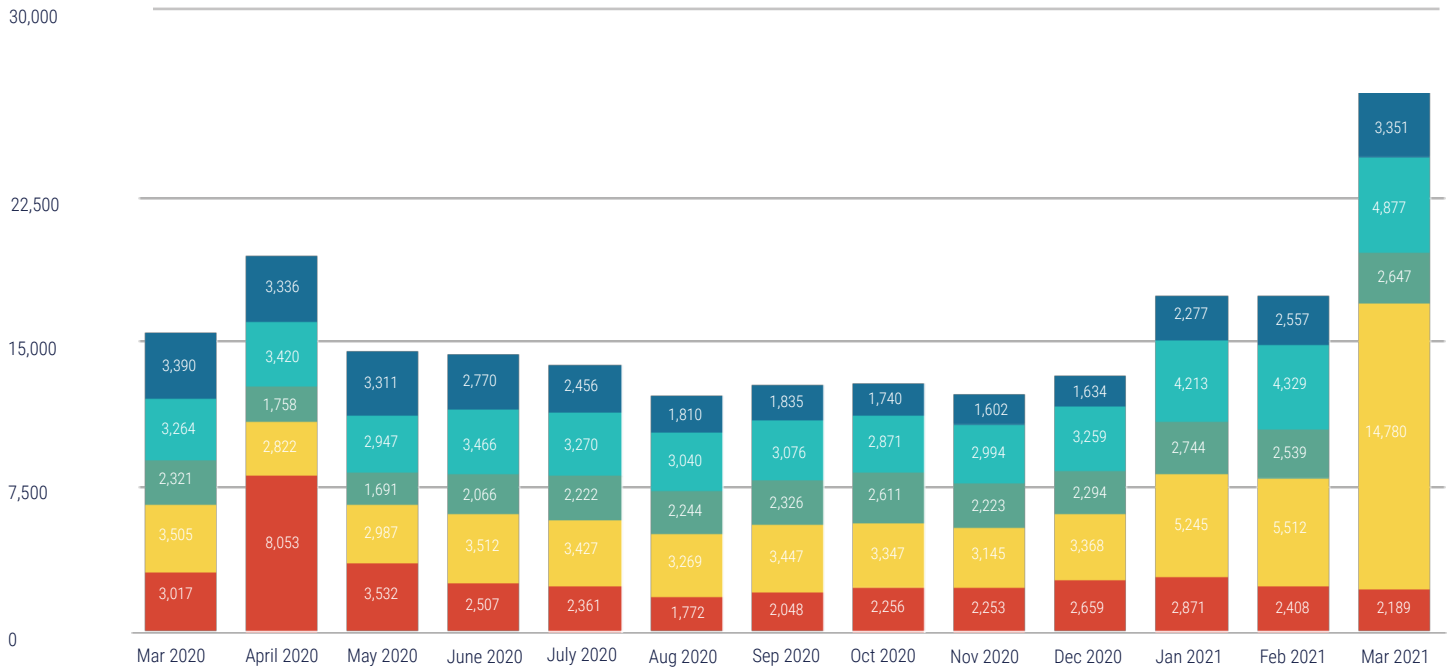
* Contact Volume includes calls, emails, chats and texts

** This reflects users who clicked on an agency's phone number, email or website through the 211 Ontario website. This metric was not tracked prior to May 2020

† These numbers were not captured last March

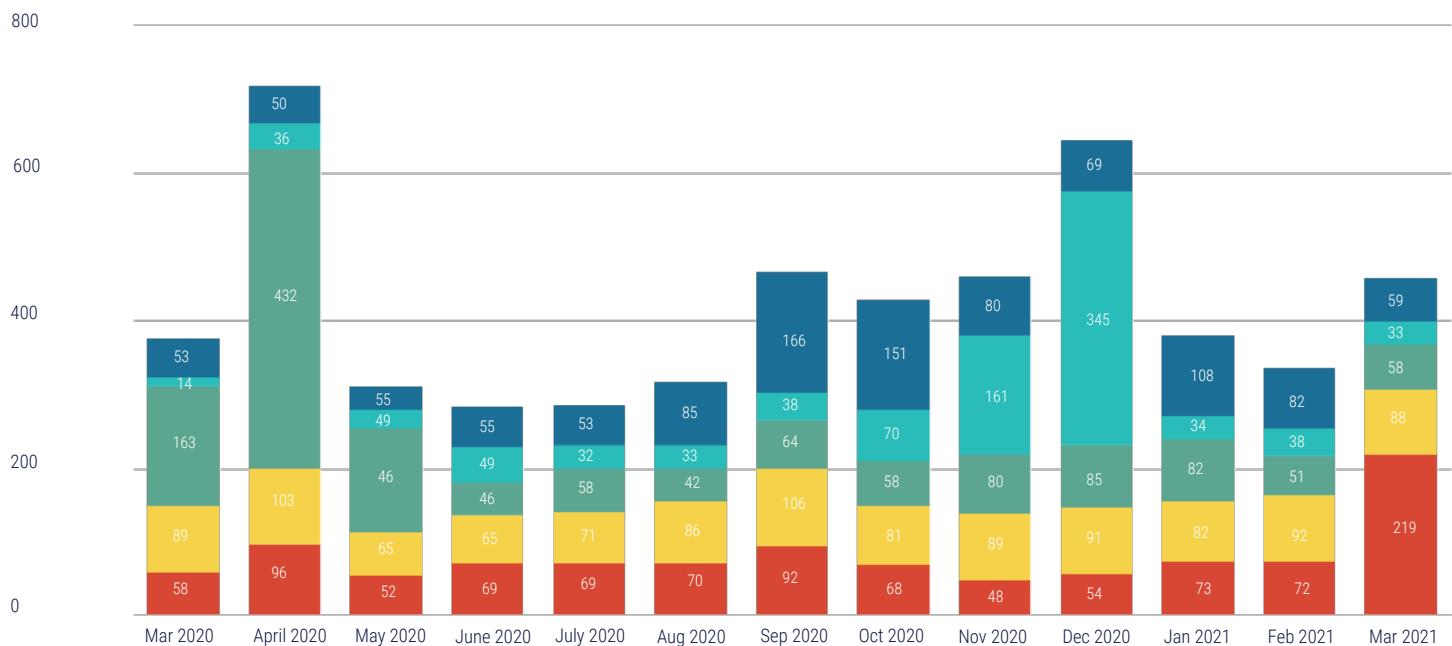
NEEDS MET: MARCH 2020-MARCH 2021

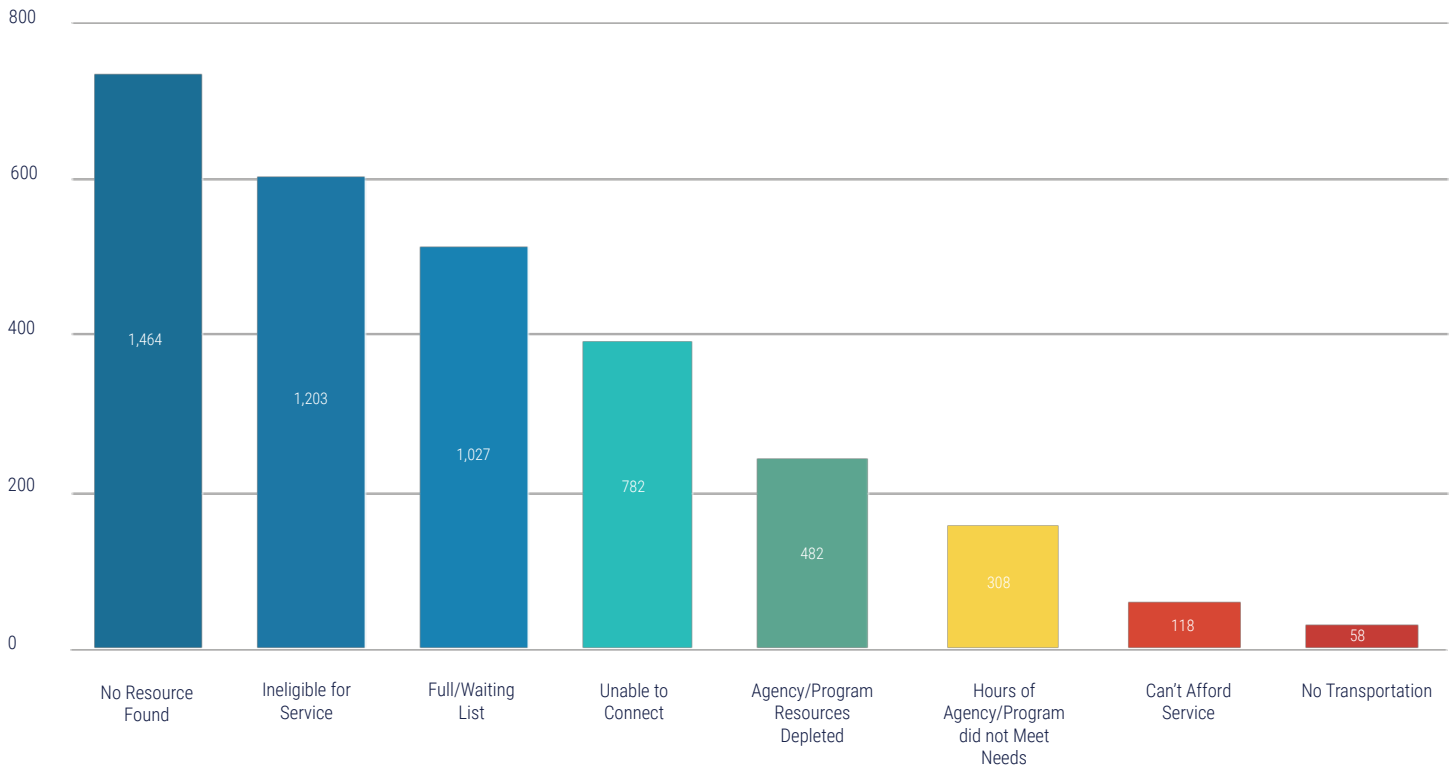
Food/Meals Health Housing Information Services Other Government/Economic Services



UNMET NEEDS: MARCH 2020-MARCH 2021

Health Housing Income Support/ Financial Assistance Individual/ Family Services Mental Health/Addictions





ANALYSIS

If you look at needs over the year, food access spiked in April when everyone was adjusting to lockdown measures, then remained steady at a level that was consistently much higher than the previous year, before the pandemic.

Calls regarding health started increasing January 2021 with a large spike in March, this is mainly due to people looking for information on registering for vaccines.

Financial support was a large proportion of unmet needs in the first few months of the pandemic but eventually levelled off.

Unmet needs around mental health support and addiction remained somewhat consistent through the first six months of the year and then increased in the fall.

The large amount of unmet needs around individual/family services reflects request for holiday hampers and programs of that nature.

When we look at the reasons for unmet needs, the highest number reflected areas where a resource didn't exist to meet the needs of the individual, however a large number of resources were full or had a waiting list.



COVID-19 (CON'T)

Mental health, as everyone knows, has been a significant issue for everybody, with lockdowns and all the stresses regarding the very scary thought of COVID-19 itself. It has been particularly sad for those who lost loved ones to COVID. We fielded significantly more calls from folks looking for help related to mental health, whether it was isolation, grief, financial, food insecurity, or simply being mentally exhausted. Numerous new resources have come forward to help out with the mental health challenges.



COVID-19 (CON'T)

For Community Navigation of Eastern Ontario, one of the primary concerns was to maintain the mental health of our staff who are helping other people. If they were not strong, then we would really be in trouble in terms of helping others. A special thanks to 211 Ontario Services who worked to develop a customized mental health support system for all staff doing 211 work across the province, including the availability of one-on-one counselling for staff. This has been a hugely helpful and very unique approach that allowed managers to have counselling for not only themselves, but for staff under a great deal of stress.

COVID-19 has made it very clear that having a provincewide number that people could call to get information and referrals is very important. Community Navigation of Eastern Ontario was able to scale up services quickly and effectively to help those who were in need.

Innovative approaches were taken. One example was the collaboration between the Human Needs Task Force of the City of Ottawa and 211, who set up transportation for people who had no way to get to a vaccination location. We were very proud to provide registration for that transportation for those who did not have capacity to do so online. Another unique approach was taken in Cornwall, SDG and Akwesasne and, again, we were very proud to be part of the Regional Emergency Response Council in SDG, helping address food insecurity, which was an acute problem. We were able to help, as part of the team, in getting folks registered for multiple food hamper programs. Just two examples of the incredibly creative solutions that have been found across Eastern Ontario during COVID-19.



BUILDING ON OUR STRATEGIC PLAN

The Community Navigation of Eastern Ontario strategic plan's first pillar is to establish ourselves as an essential player in the world of social and community services by increasing our touch points over the next five years.

Interestingly and obviously, those touch points have increased as a result of COVID. The first step in achieving our objectives is that of shifting service levels to who and where are our audiences. Considerable strides have been achieved in this area. Some have been as a result of changing needs during a pandemic, but chats have also increased, texting has been launched, and outreach programs have been more targeted so that more people can take advantage of 211.

The second pillar is about raising awareness of what we do and expanding and developing partnerships. Well, if there was to be a silver lining in a pandemic, which there isn't, 211 and Community Navigation of Eastern Ontario have raised their profile considerably. The reason for us wanting to do that is to make sure that more and more people know that they can use 211 to obtain referrals to the services or help that they need after having an in-depth conversation with our Community Navigators so that they can move ahead with their lives and achieve positive results for themselves. It is clear, as we move into the second year of the pandemic, that the number of people contacting 211 is going to stay at an elevated level because people are still facing numerous challenges and now more people know about us.

Our number of community partnerships has been expanding at a rapid rate, as a result of the pandemic. Because more people know about 211, we have joined a number of tables and are working on ways to help organizations get their message out without them needing to build complicated infrastructure for themselves.

The final pillar is that of building a culture of organizational excellence. Most not-for-profit organizations working to help our fellow citizens are underfunded and demand continues to grow. We continue to look for creative ways to stabilize financing and are hopeful that, at all levels of government, the work that we and others are doing warrants further investment.

Our staff have stepped up to the plate to make sure that we continue to provide the best service we can in challenging conditions. Our team does extraordinary and difficult work with optimism and a positive attitude and are highly committed to getting people connected to the help that they need.

We continue to provide services in French for the province. Our diverse, perfectly bilingual team is absolutely committed to what our value statement says: we are compassionate, empathetic, respectful and try to be helpful at all times.



ENHANCED OUTREACH

Part of Community Navigation of Eastern Ontario’s action plan to realize our strategic objectives was to do more enhanced outreach to Eastern Ontarians. A two-pronged approach was taken - the first was a very strategic social media campaign and the second was continuing to embed staff in different parts of Eastern Ontario to work in communities and share the message of 211 with agencies and the public.

We were actually able to enhance our social media campaigns during COVID, which was really important, and we did have embedded staff, even though the vast majority of work was virtual, but very effective. Our thanks to Johanna Bakker, who was embedded for 24 weeks in Cornwall/SDG and Akwesasne, and to Tracey Legault-Davis, who did the same in Belleville/Prince Edward-Hastings. The results were spectacular in that we could see the impact of their work in the number of local contacts.

On the social media front, the results speak for themselves in that, as a result of our planned campaign, including a campaign focused on Francophones, there was a phenomenal increase in engagement. Set out below are the results of that campaign, comparing to where we were pre-COVID.

THE RESULTS

Over the past ten months, we have seen a drastic increase in impressions and engagements.

This means that the organic and paid strategy has been successful in growing awareness of 211 Eastern Ontario/CNEO. It also shows that the content is highly relevant to the audience.



THE DATA - FACEBOOK

The chart below shows year-over-year KPIs pre-strategy vs post-strategy.

POST- STRATEGY June 2020-March 2021	10,087,276 TOTAL IMPRESSIONS +38,729%	9,936,526 PAID IMPRESSIONS	149,209 ORGANIC IMPRESSIONS +474%	418,728 ENGAGEMENTS +42,802	4.15% ENG. RATE +0.39%	168 NEW FOLLOWERS +127%	1,459 TOTAL FOLLOWERS +49%
PRE-STRATEGY June 2019-March 2020	25, 979 TOTAL IMPRESSIONS	N/A PAID IMPRESSIONS	25,979 ORGANIC IMPRESSIONS	976 ENGAGEMENTS	3.76% ENG. RATE	74 NEW FOLLOWERS	977 TOTAL FOLLOWERS



THE DATA - TWITTER

The chart below shows year-over-year KPIs pre-strategy vs post-strategy.

POST- STRATEGY June 2020-March 2021	336,997 TOTAL IMPRESSIONS +1,854%	2,976 ENGAGEMENTS +1,331%	0.88% ENG. RATE -0.32%	118 NEW FOLLOWERS +638%	2,942 TOTAL FOLLOWERS +49%
PRE-STRATEGY June 2019-March 2020	17, 249 TOTAL IMPRESSIONS	208 ENGAGEMENTS	3.76% ENG. RATE	16 NEW FOLLOWERS	N/A TOTAL FOLLOWERS * Follower count from last year not available

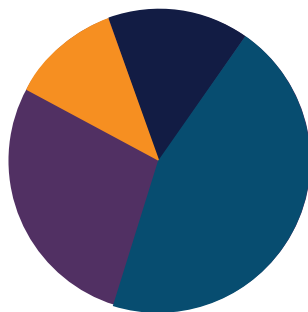
HIGHLIGHTS

Since implementing the strategy, our mental health posts have been the most popular topic organically. We've also gained solid traction with topics including **food security**, **211 Day**, **caller stories** and **transportation programs**.

We've also seen lots of positive feedback from partners and community organizations on social media.

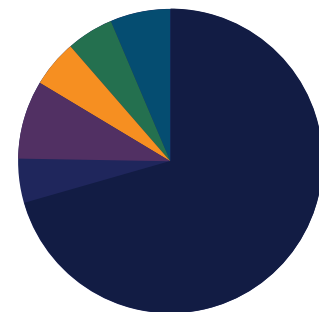


FINANCIAL INFORMATION 2020-2021 ANNUAL REPORT



Revenues

	2020-2021		COVID-19	Deferred
Grants - City of Ottawa	\$187,395	19.4%	\$110,000	\$20,000
Grants - Province	\$443,441	45.8%	\$72,310	\$80,000
Grants - Eastern Ontario & UW	\$225,430	23.3%	\$174,591	\$13,000
Projects and Self-generated Funds	\$111,001	11.5%		\$6,894
Total	\$967,267	100.0%	\$236,007	



Expenses

Human Resources	\$713,699	73.8%
Occupancy	\$61,226	6.3%
Information Technology	\$46,403	4.5%
Outreach	\$54,835	5.7%
Special Projects *	\$38,742	4.0%
Miscellaneous	\$54,705	5.7%
Total	\$966,928	100.0%

* KFL&A, Francophone Outreach