

Data Enhances 211 Network



Non-Profit

www.unitedway.org

Alexandria, VA

AT A GLANCE

CHALLENGE

United Way Worldwide secured the critical funding necessary to complete a proof of concept project on how 211 data can help identify community needs, gaps in coverage, and opportunities to improve support. But they needed a trusted partner to bring this to life.

SOLUTION

Datatelligent was tasked with collaborating to build a unified data platform to integrate information from disparate systems and created a highly visual dashboard to display key data.

RESULTS

With an integrated unified data platform and dashboard created, UWW can present its findings to the 211 national network and continue to build its case for a nationwide approach that can identify gaps in coverage and help the network leverage support.

CHALLENGE

United Way Worldwide's mission is to bring people together to build strong, equitable communities, and they serve 95 percent of U.S. communities as well as 37 countries and charities. One area of focus for their work in the U.S. is to improve access and performance of 211 systems — helping individuals find the support services they need in their communities.

But they quickly realized that there was a disconnect between 211 providers, which are currently operated as a fragmented network of individual systems, and the national data platform that tracks community resource data.

They needed a mechanism to integrate information in the national data platform with needs data flowing in from 211 providers. This would seamlessly track data related to callers' needs and identify gaps in resources to meet these needs at a national level. This "gap analysis" could, in turn, then be used by community planners and funders to allocate resources where they are needed most.

But how to make this a reality? They had identified a geographically diverse group of 211 providers to become the project's pilot group. However, each of the data sets submitted by the providers was formatted differently. They recognized it would be difficult to blend disparate data systems and build a data lake to store, cleanse and display all the necessary information.

While UWW had successfully secured a learning grant from the Robert Wood Johnson Foundation to fund a proof of concept project, they needed a trusted partner with data analytics and non-profit expertise.

They needed Datatelligent.



SOLUTION



Datatelligent proved to be the perfect partner for this challenge. Working quickly, Datatelligent’s team of trusted data analytics experts deployed its Community Impact Solution Engine to meet UWW’s needs.

The team then had access to sample data from individual county 211s, regional 211s, and state-wide groups throughout the U.S. These seven providers provided needs data flowing in from various legacy systems.

Datatelligent created a unified data platform in Snowflake, which integrated the 211 data from the pilot program and also included information from the national data platform, which tracks community resources data.

Once all the information was available in the data lake, the team then built a highly visual, easy-to-use dashboard in Power BI. The dashboard consolidates the needs and resource data to identify trends in needs over time and by geography, and also where there are gaps in services.

RESULTS



With the successful completion of the pilot program, UWW will now present its findings to the 211 national network. With additional involvement from 211 providers throughout the country, the dashboard will have the necessary information to reflect nationwide gaps in offerings and identify areas for increased support.

This greater insight will allow stakeholders nationwide to understand more about their community needs, if they have the adequate resources to meet those needs, and where they should allocate additional funding to meet shortfalls. It also helps pinpoint areas for enhanced fundraising activities and arms 211 providers with the data needed to promote successes.

“When faced with the complicated task of bringing together diverse operations and information to create something powerful, accurate and easy-to-use, Datatelligent proved to be the perfect partner. This pilot program has succeeded in proving that we can harness our data to create a much greater impact for our communities throughout the U.S., and we’re thrilled to see this expand.”

*Joshua B. Pedersen
Senior Director, 211
United Way Worldwide*



ABOUT DATATELLIGENT

Datatelligent enables the use of data to make our communities better. Our unique approach, Data Analytics as a Service (DAaaS), helps remove barriers for organizations to make data-driven decisions.



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